

**EMPLOYER OUTREACH COMMITTEE MEETING**

**Meeting Notes from the April 15, 2008 meeting**

**AGENDA ITEM 1 - INTRODUCTIONS**

The meeting began with self-introductions of those in attendance. (See attached list)

**AGENDA ITEM 2 – REVIEW OF PREVIOUS MEETING (1/15/07) NOTES**

The group reviewed and approved the meeting notes as written.

**AGENDA ITEM 3 – FINAL CONFORMITY REPORT FOR SECOND QUARTER FY08 AND THIRD QUARTER DRAFT FY08 CONFORMITY REPORT**

Staff distributed the final conformity statement for the second quarter FY2007 and the draft third quarter fy08 conformity statement.

**AGENDA ITEM 4 – TDM SOFTWARE SYSTEM**

The consultant from Base Technologies updated the group on the progress of integrating the TDM software with the ACT! database application. The committee members were asked what fields they would want to have accessed for pulling data. Mark Sofman from Montgomery County asked what the application is for since the current database is now on the web. Nicholas Ramfos of COG answered that the TDM software system gives the end user (sales representative or rideshare coordinator) a means of “cross-tabbing” information so as to see what companies have in regards to folks who are registered in the rideshare system and also a means of seeing just what a company has in regards to transportation benefits. The committee expressed concern that difficulties may arise from trying to find employers who have multiple work sites. The consultant informed the committee that the necessary coding was being put in place to address those occurrences.

**AGENDA ITEM 5 – UPCOMING TRAINING SESSIONS**

The Telework Training session for the Maryland and Virginia outreach representatives will be held at COG on April 22<sup>nd</sup> and 23<sup>rd</sup>.

**AGENDA ITEM 6 – ACT! DATABASE AND DATA PROCEDURES UPDATE**

The committee was updated on the current ACT! application. Donna Norfleet of Alexandria asked if there could be an additional login assigned to Alexandria. Ms. Norfleet understood that each jurisdiction would receive two logins to the database. Staff informed her that the jurisdiction already had two logins. Robert Moore of VDOT asked if the ACT! licenses were cost prohibitive and was informed that the cost associated with a license is around \$1,000.

**AGENDA ITEM 7 – TELEWORK UPDATE**

Mr. Nicholas Ramfos of COG updated the Committee on recent regional Telework outreach efforts. The training session coming up at the end of April will be preceded by a survey sent out

to gauge interest. New case studies are slated for release in June. The latest newsletter from the Telework Exchange was distributed to the committee.

#### **AGENDA ITEM 8 – LIVE NEAR YOUR WORK UPDATE**

Staff updated the committee on recent developments for the Live Near Your Work initiative. Justin Schor of UrbanTrans Consultants informed the committee on the successful event held in Frederick County on April 10<sup>th</sup>. There were around 30 attendees and the event was co-sponsored by TranSit of Frederick and the Chamber of Commerce. Chris Napolitano of Joint Venture Creative gave an update on the upcoming event for Prince George's County in May being held in College Park, Maryland. Mr. Ramfos informed the members that any new proposals need to be submitted soon so as to ensure their viability to occur during the current fiscal year.

#### **AGENDA ITEM 9 – TERM ANALYSIS AND DISCUSSION**

Mr. Ramfos distributed a memo detailing the results of the outsourced conformity verification calls. For those companies not verified that information needs to be updated as soon as possible. The list of the employers would be sent out later on in the day. Mr. Ramfos also reviewed the new levels of participation guidelines for FY 2009. Mr. Moore asked about why thresholds were being set at 20% for participation rates to which Mr. Ramfos replied that the threshold is based on the US EPA's Commuter Choice model as a reliable gauge of impacts.

#### **AGENDA ITEM 10 – EMPLOYER PORTFOLIO PACKETS**

The committee gave feedback on the sales portfolio packets and most found them useful both as a direct mail piece and as a leave behind. The members found that the logo placements were satisfactory in conveying the network of which they worked.

#### **AGENDA ITEM 11 - EMPLOYER OUTREACH ROUNDTABLE**

Mr. Napolitano informed the members about the efforts with the new Gaylord Hotel and Six Flags. Ms. Diane Stanton of Arlington Transportation Partners updated the committee on Arlington's efforts for Car Free Day as well as the employer breakfast meetings for the upcoming year. Mr. Ramfos informed the members that the Employer Awards invitations are due by May 9<sup>th</sup>, 2008 for the June 25<sup>th</sup> event.

#### **AGENDA ITEM 10 – OTHER BUSINESS**

The next meeting will be held at COG on Tuesday, July 15, 2008 at 10 a.m.