



EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the October 18, 2011 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 (7/19/11) NOTES

The committee reviewed and approved the meeting notes as written.

AGENDA ITEM 3 – INSTALLATION OF NEW CHAIRPERSON AND NEW VICE CHAIR

Ms. Lorraine Taylor of WMATA was installed as the new Chairperson and Ms. Holly Moreno of PRTC was named as the new Vice Chairperson of the Employer Outreach Committee.

AGENDA ITEM 4 - FOURTH QUARTER FY 2011 AND FIRST QUARTER FY 2012 CONFORMITY REPORTS

COG/TPB staff distributed and reviewed the final conformity for fourth quarter FY011 and the draft first quarter FY 2012 conformity statements.

AGENDA ITEM 5 - TRAINING UPDATE AND REVIEW

COG/TPB Staff updated the committee on the recent Cold Calling training session held in September as well as the upcoming LEED training in December. A bike sharing session is planned for February 2012 and a time management session is slated for June 2012. The LEED training will augment the LEED brochure that Commuter Connections offers for employers.

AGENDA ITEM 6 – TERM ANALYSIS REVIEW

Mr. Nicholas Ramfos of COG/TPB staff updated the committee of the TERM analysis findings for the employer outreach program. There were three impact areas: 1. Overall program; 2. New programs; and, 3. Expanded programs. There are 568 employers with 185,000 employees maintained with an additional 289 new employers. The totals were parsed in regards to jurisdictions. Telework employers were reassigned to the Telework TERM so as to not “double count” those companies in the employer outreach totals. Expanded programs had the highest impact on reductions to VMT, NoX and Voc for the region.

AGENDA ITEM 7 - LOUDOUN COUNTY’S GREEN BUSINESS CHALLENGE

Ms. Judy Galen of Loudoun County briefed the committee on Loudoun’s Green Business Challenge. The Green Business Challenge is a recognition program that highlights those employers implementing a strong “green” programs that includes TDM efforts. Loudoun County

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teamed with the County's Chamber of Commerce in getting the program together. The Challenge began in 2010 with 36 employers and added another 27 in 2011 for a total of 63 companies. There were 7 workshops held in 2011 at various worksites which was a great assist in opening doors with employers. The "dirty sock" contest where a sock is attached to a tailpipe of a vehicle and the one with the least amount of dirty exhaust won a prize of a gas card and the one with the dirtiest received a tune-up.

AGENDA ITEM 8 – JARC/NEW FREEDOM AND E-CALC

Jim Larsen of DATA presented information on the rotating rideshare coordinator grant program. The grant is in the processing phase and will be ready soon. Mr. Larsen gave details on the grant process and helpful tips on successful applications.

AGENDA ITEM 9 – EMPLOYER CASE STUDIES

COG/TPB staff updated the committee on the current case studies available and asked the group for input on new case studies. The group was given examples of the current studies and a comment period was given on eligible companies for review.

AGENDA ITEM 8 EMPLOYER OUTREACH ROUNDTABLE

Mark Sofman of Montgomery County Commuter Services Section related that the County was gearing up for SmartBenefits changes and have scheduled update seminars for late October and early November. Tarryn Lee of goDCgo informed the committee of upcoming seminars that tie-in TDM with green initiatives. James Larsen told the committee of a new employer council focused on "going green" initiatives. Judy Galen mentioned that Loudoun County is now offering employer density maps for companies. Lorraine Taylor informed the committee of the SmartBenefits autoloan program slated to start for the region in 2 phases: 1. November; 2. December; and, 3. January.

AGENDA ITEM 10 – OTHER BUSINESS

The next committee meeting will be held at 10am on January 17, 2012