



EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the July 17, 2012 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 (4/17/12) NOTES

The committee reviewed and approved the meeting notes as written.

AGENDA ITEM 3 – THIRD QUARTER FY 2012 AND FOURTH QUARTER FY 2012 CONFORMITY REPORTS

COG/TPB staff distributed and reviewed the final conformity for third quarter FY012 and the draft fourth quarter FY 2012 conformity statements.

AGENDA ITEM 4 – EMPLOYER OUTREACH TERM REPORT SUMMARY

COG/TPB staff updated the committee on the changes to the most recent TERM Evaluation report. Sections affected were numbers for Levels 3 and 4 for several jurisdictions. COG/TPB staff highlighted pages 21-25 where the affected sections were updated. A revised report will be issued and made available to those interested through the Commuter Connections web site or through hard copy by request.

AGENDA ITEM 5 - TRAINING UPDATE

A time management training session was held on June 11th, 2012. COG/TPB staff informed the committee that four sessions in FY 2013 are scheduled based on results of the survey of the employer outreach representatives. The first would be held in September on Social Media Marketing. The second would be held in December on surveying employers. The third would be held in March 2013 on Customer Care. The fourth would be held in June on Incentive Programs.

AGENDA ITEM 6 - EMPLOYER CASE STUDIES

COG/TPB staff showed the committee the three most recent case studies on the Commuter Connections web site for sales representatives and employers to download. COG/TPB staff asked the committee members to forward suggestions for additional case studies.

AGENDA ITEM 7 – FY 2012 EMPLOYER SURVEY REVIEW

COG/TPB staff reviewed the FY 2012 employer surveys results with the committee. Four surveys were conducted during the fiscal year, Inova Fairfax Hospital, ASA, Alexandria Toyota, and Goodwin House. A total of 7,659 surveys were distributed with 287 responses for a 3.7% rate. COG/TPB staff reiterated that survey training will be held in December and that surveys are

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integral to evaluating the effectiveness of the Employer Outreach effort for the region as a whole and can also be used to put together transportation management site plans at the work site.

AGENDA ITEM 8 EMPLOYER OUTREACH ROUNDTABLE

Lorraine Taylor of WMATA updated the committee on the Rush Plus program along with a new pamphlet detailing the new option for bus riders. WMATA is currently upgrading SmarTrip card chip software (which will continue until August). A rebate system will be put in place later in the year when folks who purchase SmarTrip cards can apply for a \$3.00 rebate after registration and setting up an online account.

Mark Sofman of Montgomery County outlined the County's Walk/Ride Challenge for September 10 – 28. All five of the County's TMD areas are participating. Lisa DuMetz of VDRPT updated the committee on the Megaprojects progress for the vanpool program and the shuttlepool programs. There is also a tax credit for businesses still available for Virginia employers under the Virginia TeleworkVA program. Diane Kean of goDCgo detailed the most recent Telework employer session that had 2 speakers, one for the IT aspect and the other for the professional development aspect.

Fatemeh Allahdoust of VDOT stated that all contractual agreements for FY2013 were in except one for the employer outreach effort. Dotty Dalpon of Frederick TranSit mentioned the employer award winner for Marketing, Wells Fargo, issued a press release and met with the Frederick County Chamber of Commerce. Andrea Ostrander of the City of Alexandria informed the committee that Local Motion is now on Facebook and that Capital Bikeshare is coming to the City. The City is also looking into filling its employer outreach position.

Kelly Woodward of DATA mentioned that their rotating rideshare coordinator conducted a survey of their clients. Nicholas Ramfos (COG/TPB staff) updated the committee on Car Free Day, being held on September 22nd with a TPB proclamation on July 18th. Judy Galen of Loudoun County outlined the new initiative "Wake up to a Greener Loudoun."

AGENDA ITEM 10 – OTHER BUSINESS

The next committee meeting will be held at 10am on October 16, 2012