

EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the October 17, 2023 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 (7/18/23) NOTES

Approval was sought for the July 18, 2023 and was given.

AGENDA ITEM 3 – CHANGE OF CHAIRPERSON AND SEATING OF NEW VICE CHAIR

Jaime McKay of Frederick County received a plaque of recognition and thanks for her support of the committee as Chairperson. She is succeeded by Antoinette Rucker of WMATA. The vice chairperson is Hamzat Sani of go Alex.

AGENDA ITEM 4 FINAL FOURTH QUARTER FY2023 AND DRAFT FIRST QUARTER FY2024 CONFORMITY VERIFICATION STATEMENTS

Mark Hersey, COG/TPB staff, presented the final fourth quarter FY2023 and draft first quarter FY2024 conformity verification statements. COG/TPB staff iterated that the representatives should review the ACT! Regional database for records marked undeliverable which affects client totals for each jurisdiction.

AGENDA ITEM 5 – TDM EVALUATION EMPLOYER OUTREACH SUMMARY

Nicholas Ramfos, COG/TPB staff, presented the findings from the TDM Program analysis of Commuter Connections, specifically the Employer Outreach Program Element. The impact calculation approach involved using a predictive model for measuring services provided by employer clients of Commuter Connections. With a target population (the employees at a client worksite) the starting commute mode split along with programs offered by the employer the calculations for determining the reductions in Vehicle Miles Traveled (VMT) and reductions in travel emissions. The model inputs used are: number of employees at worksite; office/non-office employer type; Availability of transit services (low, medium, high); starting mode split; travel distance for each mode; TDM benefits offered at the employer site. The model assesses the cost for each mode, the time strategies, impacts of telework policies, and other support strategies provided on the worksite. The model uses these items to arrive at the cost of the commute and the time to travel to and from the worksite. Mr. Ramfos outlined the results by jurisdiction and further explained the impacts for the Employer Outreach program for the region. There was a net increase of 135 employers from the previous evaluation period however, the impacts for VMT and trip reduction dropped by an average of 20% for both areas of the analysis. The complete TDM

NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD, 777 NORTH CAPITOL STREET, N.E., SUITE 300,
WASHINGTON, DC 20002-4239

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DISTRICT OF COLUMBIA**

Analysis Report for the Commuter Connections program will be out for comment until October 25, 2023 and the final endorsement and release is set for November 21, 2023

AGENDA ITEM 6 – EMPLOYER OUTREACH LEVELS OF PARTICIPATION

Nicholas Ramfos, COG/TPB staff requested feedback on the current levels of participation for the Employer Outreach effort. The levels of participation determine impacts for the program as well as provide sales opportunities for TDM benefit expansion and/or introduction at employer client sites. The comment period was set for November 10, 2023.

AGENDA ITEM 7 – FY 2024 TDM AND SALES TRAINING SESSIONS UPDATES

Mark Hersey, COG/TPB staff updated the group on the most recent training session held in September covering Incentive Programs to assist employers either starting new TDM benefit offerings as well as expanding benefits and participation. The session was well attended and well received. The upcoming sessions are set for December (Strategic Sales Tactics), March (Educating ETC's), and June (Communication Strategies).

AGENDA ITEM 8 – EMPLOYER OUTREACH SURVEY UPDATE AND REQUEST FOR INPUT

Nicholas Ramfos, COG/TPB staff presented the current commuter survey for Commuter Connections used at employer sites and asked for input from the committee on improvements for the online and paper survey. The comment period deadline is November 15TH, 2023.

AGENDA ITEM 9 -EMPLOYER OUTREACH ROUNDTABLE

Lakeshia Lewis and Holly Morello, OmniRide, detailed the SHRM event they attended and presented at. There is an employer council set for December 19th with OmniRide.

Judy Galen, Loudoun County, noted that Loudoun County is partnering with the Loudoun County Economic Development Department to work on retaining employer clients in the County. There were three Workforce Development meetings in September with interest in the Transit Benefit as well as non-work day transit use with the availability of Metrorail in the County.

Hamzat Sani of go Alex mentioned the City's Car Free Day experience.

Antoinette Rucker, WMATA, shared about WMATA's upcoming SmartBenefits seminars in November and December.

Mark Sofman, Montgomery County Commuter Services, shared the County's experience on Car Free Day and Bike Donation Day.

Traci McPhail, North Bethesda TMD, related information about the Walk N Ride challenge and various employer benefit fairs. The TMD is looking to promote Maryland's recent state commuter tax credit expansion.

Jennifer Bolick, Silver Spring/Shady Grove TMD related the Car Free Day experience as well as upcoming CID events for both TMDs.

Christian Bacon, PGC DPWT, stated that PGC DPWT reported that there was good participation and attendance at Car Free Day events throughout the County.

Theresa McMullin, Fairfax County related information on the most recent inductees into the Best Workplaces for Commuters roster with 13 potential nominees.

Ronit Dancis, DATA, shared that DATA was a recipient of the Innovative Practice of the Year Award from the Greater Reston Chamber of Commerce. DATA staff are at a job fair at Dulles International Airport today.

AGENDA ITEM 9 – OTHER BUSINESS

Mr. Ramfos informed the committee that the Employer Outreach effort is expanding into the other non-attainment jurisdictions of the State of Maryland beginning in January of 2024.

Mr. Hersey mentioned that the nomination period for the Employer Recognition awards event in June of 2024 begins on December 1st and ends on January 31st, 2024.

The next Employer Outreach Committee meeting is scheduled for Tuesday, January 16, 2024 at 10:00 a.m.