

Meeting Notes from the January 17, 2006 Employer Outreach Ad Hoc Group Meeting

Agenda Item 1 - Introductions

The meeting began with an introduction of those in attendance. (See attached list)

Agenda Item 2 – Review of previous meeting (10/18/05) notes

The group reviewed and approved the meeting notes as written.

Agenda Item 3 – Second Quarter Draft FY06 Conformity Statement

Staff distributed and explained the statement to the group. Mr. Christopher Arabia of VDRPT suggested that the sales goals for employer outreach be amended to move them forward to increase membership in alternative commute benefit providers.

Agenda Item 4 – FY05 Customer Service Satisfaction Survey Final Report

Staff presented the final draft of the FY05 Customer Service Satisfaction Survey to the group for approval. The group approved the document for release.

Agenda Item 5 – FY06 Survey Training Review

Staff updated the group on the Employer Survey Training session held on November 8, 2005. Staff also reiterated that surveys are a valuable tool in having an employer implement a significant alternative commuting option at their company. Ms. Katie Sihler of Arlington Transportation Partners mentioned that ATP use a separate survey than the COG survey but capture the same data sets for evaluation.

Agenda Item 6 – Update on Employer Interviews and Marketing

Mr. Doug Franklin of COG staff updated the group on the efforts of the marketing contractor (NDW) in interviewing select employers in the region. The expectation is to have a means of gauging what employers respond to in regards to persuasive marketing and what would entice them to implement alternative commute options for their employees.

Agenda Item 7 – Employer Awards Update

Mr. Franklin updated the group on the Employer Awards preparations and planning for the June event. Nominations had already been sent out and the deadline is February 3, 2006. Several of the group suggested having an “honorable mention” award for those employers who submitted nominations but did not get the award. The employers would have to have similar levels of commitment to alternative commuting as the winners.

Agenda Item 8 – Examples of Successful Marketing Outreach Efforts

Mr. Chris Napolitano of Joint Venture Creative Marketing (representing Prince George’s County) provided a recent example of a successful marketing effort in getting a commute program installed at a large employer. The company was a nursing home chain and the presentation to the employer was leveraged with all of the locations in mind to show options for those sites. In conjunction with Tri-County and Southern Maryland Hospital the nursing home was able to offer carpool and vanpool options.

Agenda Item 9 – Employer Outreach Roundtable Discussion

Ms. Sharon Affinito of Loudoun County informed the group of a new member of the Loudoun team that will be handling the Employer Outreach component for the County. Ms. Judy Galen is the new member of the Commuter Connections Employer Outreach team for Loudoun County. Ms. Affinito also added that the County is purchasing seven additional buses to service the Ashburn and Stone Ridge areas. Mr. Justin Schor of UrbanTrans (representing Frederick and Prince William Counties as well as the District of Columbia and the City of Alexandria) updated the group on the outreach efforts in Frederick County. Ms. Mirza Donegan of North Bethesda Transportation Partners informed the group on the Pedestrian Areas Project in the North Bethesda area. Ms. Sihler informed the group of ATP’s upcoming “Breakfast Clubs” sessions with employers to present commuting alternatives.

Agenda Item 10 – Other Business

The next Employer Outreach Ad hoc Group Meeting will be held on July 18, 2006.