

EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the July 19, 2022 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 (04/19/22) NOTES

The Committee reviewed and approved the meeting notes as presented.

AGENDA ITEM 3 – VANPOOL PROGRAMS AND HYBRID WORK SCHEDULES

Dayna Paszkiet of Enterprise presented information on vanpools that can operate in the new hybrid work scheduling post Covid. Working with federal and state partners there has been a concerted effort to assist employers in the region to have programs that employers can use for setting up a hybrid workplace with options such as long-term telework, a hybrid or a full return to the office. The main challenge of getting into the office is transportation. Transit is available but many commuters have decided to drive to work due to COVID concerns among other factors. There are options through Commuter Connections to use incentives for not only Carpooling and Vanpooling but also riding transit through incenTrip. Transform 66 also offers a vanpool financial incentive and has a dynamic vanpool app for commuters who travel on the I-66 corridor.

AGENDA ITEM 4 - FINAL THIRD QUARTER OF FY 2022 AND DRAFT FOURTH QUARTER 2022 CONFORMITY VERIFICATION STATEMENTS

Mark Hersey, COG/TPB, staff presented the final third quarter and draft fourth quarter conformity verification statements. There was a slight decline in the number of employer clients. Mr. Hersey informed the committee of a purge of records in the Act! CRM database that have not been updated in over a decade. Data integrity for the regional database is paramount for Employer Outreach's success in recording employer clients with significant commuter benefits for their employees.

AGENDA ITEM 5 – EMPLOYER OUTREACH CASE STUDIES FOR FY2022

Mark Hersey, COG/TPB staff, presented an updated employer case study, Squire, Patton & Boggs. The case study replaces Covington & Burling, LLP that was presented at the April meeting due to the fact that it was an existing case study from FY2021.

AGENDA ITEM 6 – EMPLOYER SURVEY DISCUSSION

Mark Hersey, COG/TPB staff, discussed how the commuter survey that Commuter Connections offers free of charge for employer outreach representatives at worksites of 100 or more employees can be used for successful sales and implementation of commuter benefits by their employer clients. The presentation provided information for how to initiate and complete a employer site commuter survey.

AGENDA ITEM 7 – EMPLOYER RECOGNITION AWARDS CEREMONY UPDATE

Douglas Franklin, COG/TPB staff, presented the recap of the 2022 Employer Recognition Awards Ceremony held on June 28 at the National Press Club. The Telework Award was given to the Northwest Federal Credit Union, the Incentives Award was given to Environmental Enhancements, and the Marketing Award was given to Ellumen. The Sales Team Achievement Award was given to goDCgo for their efforts in FY22 and the Organizational Achievement Award was given to NCPC for their work on the Comprehensive Transportation Element Plan for the National Capitol Region. A print advertisement was placed in the Washington edition of the Wall Street Journal. All of the winners received a digital seal for their individual websites. A spotlight on the winners will be covered in the summer Commuter Connections newsletter.

AGENDA ITEM 8 – TRAINING REVIEW AND UPDATES

Mark Hersey, COG/TPB staff, updated the Committee on the June 2022 training session as well as the training topics survey for FY 2023. Topics were solicited from the committee members to be included in the survey. The four sessions are as follows: 1. Flexible Rideshare; 2. Planning a Virtual Employer Event – Effective Marketing Messages and Tactics; 3. Hybrid Work Scheduling; and, 4. Survey Design and Development.

AGENDA ITEM 9 – EMPLOYER OUTREACH ROUNDTABLE

George Clark of the Tri-County Council for Southern Maryland informed the Committee on recent partnering with the local chamber of commerce chapters as well as partnering with the Economic Roundtable.

Brandan Stuckey of Bethesda Transportation Solutions updated the committee on the Capital Crescent Trail clean-up effort and the re-introduction of in-person Commuter Information Days events.

Traci McPhail of North Bethesda TMD informed the Committee on upcoming virtual Commuter Information Days as well as the expansion of the Maryland commuter tax expansion.

Stacey King of Prince George's County DPW&T mentioned working with the chambers of commerce as well as work on informing employers about the Maryland Tax Expansion program.

Christie Holland of GO Alex informed the Committee on the progress of the Plus 50 program and outreach for Capital Bikeshare.

Judy Galen of Loudoun County updated the Committee on the upcoming "Let's Go" campaign. A new emphasis has been placed on plot density mapping for employers.

Mark Sofman of Montgomery County Commuter Services Section outlined how the new TDM ordinance the County implemented will be setup for tracking employer participation.

Marie Cox of Arlington Transportation Partners informed the committee on the success of the February Champions Employer Awards event.

Teresa McMullin of Fairfax County updated the committee on efforts to assist employers with expanding commuter transit benefits.

Holly Morello of PRTC mentioned the recent work that has been done with the chambers of commerce and preparations for Car Free Day.

AGENDA ITEM 10 – OTHER BUSINESS

Nicholas Ramfos, COG/TPB staff, informed the committee of upgrades to the Act! CRM archive records. Final invoices for FY2022 are also due from the Maryland jurisdictions.

The next Employer Outreach Committee meeting is scheduled for Tuesday, October 18, 2022 at 10:00 a.m.