



EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the October 19, 2016 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 (07/19/16) NOTES

The committee reviewed and approved the meeting notes as written.

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

Mark Hersey, COG/TPB staff, informed the committee of the new chairperson, George Clark of Tri-County Council for Southern Maryland and the new vice chairperson Janece Timmons of WMATA. A plaque was read aloud for outgoing chairperson Marcus Moore of Fairfax County.

AGENDA ITEM 4 - FOURTH QUARTER FY 2106 AND FIRST QUARTER OF FY 2017 CONFORMITY VERIFICATION STATEMENTS

Mark Hersey, COG/TPB staff, distributed and reviewed the final fourth quarter FY 2016 and the draft first quarter FY 2017 conformity verification statements. Mr. Hersey stressed the importance of the data stored in the regional database since the TERM evaluation will begin in the early part of the 2017 calendar year. Travis Johnston, COG/TPB staff informed the committee that the TERM evaluation drives information about measurements and how programs are funded based on the data.

AGENDA ITEM 4 – EMPLOYER CASE STUDIES

Mark Hersey, COG/TPB staff updated the committee on the employer case studies. The committee members were asked for their input for possible candidates.

AGENDA ITEM 5 – TRAINING UPDATE AND REVIEW

Mark Hersey, COG/TPB staff, informed the Committee of the upcoming training sessions set for the fiscal year. There are two TDM focused sessions and two professional development sessions. The first session was on ACT! Database Best Practice held on September 30th. The second will be How to have a Successful Event/Show to be held in December. The third will be Best Practices Roundtable for Selling TDM, and the fourth will be Time Management. The sessions were determined by a survey of the representatives.

AGENDA ITEM 6 – LOUDOUN COUNTY VANPOOL PROMOTION

Judy Galen of Loudoun County and Michelle Landrum-Althoff of Enterprise presented to the committee the most recent vanpool promotional video clips. The intent was how to "fill an empty
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seat” in a vanpool and how vanpools are formed. Maggie Awad of Arlington Transportation Partners presented on how the safe track program and Arlington County’s development of joinavanpool.com help promote vanpools and matches for prospective riders. Since the beginning of June of this year there have been 10 new vanpools formed thanks to these outreach efforts. The committee was asked if there are vanpool outreach efforts in their respective jurisdictions. Some jurisdictions have incentive programs for forming vanpools one being Montgomery County’s reintroduction of Fare Share and Prince George’s vanpool subsidy.

AGENDA ITEM 7 – EMPLOYER SURVEY DATABASE APPLICATION UPDATE

Mark Hersey of COG/TPB staff presented to the committee the most recent developments with the survey database archive application. New output samples were shown and comments were sought from the group on how to make the application more attractive for use. Travis Johnston, COG/TPB staff asked for input and encouraged the sales representatives to give feedback for the application. The committee was asked for feedback on setting up a work group for further development. Additional survey information can be incorporated into the archive to capture data from those jurisdictions that administer their own surveys.

AGENDA ITEM 8 – EMPLOYER OUTREACH ROUNDTABLE

Kelly Woodward of the Dulles Area Transportation Association related information on the recent Live More block party held at the Reston Town Center on September 20th. There were 60 signups at the event. Future events are planned for the Westfields business park working with Zimride.

Traci McPhail of North Bethesda Transportation Center informed the committee of the upcoming vanpool formation meeting as well as the recently completed Walk-n-Ride competition.

Kendall Tiffany of Frederick County TransIT told the committee of the October 4th Telework Breakfast and upcoming health fairs in the County.

Pinky Advani of Arlington Transportation Partners related information on the new residential services outreach staff and that Arlington Transportation Partners won the TDM excellence award at the ACT international conference.

Brooke Waller of goDCgo updated the committee on upcoming webinars on bicycling during Safe Track improvements. A mixer with Muriel Bowser, the Mayor of the District of Columbia is slated for early November.

Judy Galen of Loudoun County discussed the upcoming vanpool open house on November 15th.

Janice Fortunato of Alexandria related the new branding, Go Alex for the City of Alexandria’s outreach effort.

George Clark of Tri-County Council for Southern Maryland informed the committee on the upcoming commuter fairs and the Charles County Chamber of Commerce event on November 16th on transportation.

Mark Sofman of Montgomery County Commuter Services section related information on webinars on teleworking during Safe Track improvements and the reintroduction of Fare Share for County employers.

AGENDA ITEM 11 – OTHER BUSINESS

The next Employer Outreach Committee meeting is scheduled for January 17, 2017.