



EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the January 16, 2018 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 (10/17/17) NOTES

The committee reviewed and approved the meeting notes with a correction of details regarding Agenda Item #8, paragraph five, where it should state "Judy Galen of Loudoun County informed the committee on the County's best commuting solutions effort, instead of "Keeping it Loco."

Agenda item 3 –first quarter of fy 2018 and Second quarter of fy 2018 CONFORMITY VERIFICATION STATEMENTS

Mark Hersey, COG/TPB staff, distributed and reviewed the final first quarter FY 2018 and the draft second quarter FY 2018 conformity verification statements. There was a significant drop in client totals due to returned mail items from the quarterly newsletter and employer awards nomination forms. Employer Outreach representatives were reminded to update contact information in the regional ACT! database.

AGENDA ITEM 4 – TRAINING UPDATE AND REVEIEW

Mark Hersey, COG/TPB staff, informed the Committee of the upcoming training sessions set for the fiscal year. The first session was held on September 26th, First/Last Mile Challenge. The 2nd session was held on December 4th, Effective Communication. The remaining sessions are:

1. Distracted Driving to be held on March 14th; and,
2. Improving Decision Making which will be held sometime in June.

AGENDA ITEM 5 – TDM MARKETING – THINKING OUTSIDE THE BOX

Holly Morello of PRTC presented Prince William County's employer outreach activities to the Committee. The particular focus areas of outreach are the I-95 and Route 28 corridors in the County. The best success so far has been partnering with the local Chamber of Commerce as well as with the City of Manassas. Once a quarter a "cold calling day" is done and the last one conducted netted three follow-up employer meetings. The future focus will be on smaller universities located in the county as well as assisted living facilities. She suggested that going on employer visits with more senior outreach reps from other jurisdictions for tips on successful customer calls.

George Clark of Tri-County Council for Southern Maryland then presented information on outreach activities in Southern Maryland. Most of the outreach efforts in Charles and Calvert Counties are focused on commuters. However, in working with the local Chamber of Commerce in Charles County there is now a Transportation Committee for Southern Maryland with Mr. Clark being named coordinator for assisting businesses and their employees commuting situations. One area of focus is assisting local residents who are transit dependent to get to their places of work.

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AGENDA ITEM 6 – EMPLOYER SURVEY ARCHIVE APPLICATION UPDATE

Nate Foster and Nat Greer of VHB updated the Committee on the employer survey archive application. The data set of the surveys collected was migrated from a Microsoft Access database to a SQL server which improved query speed for the end user. Several extra search functions were added such as specific county searches for Montgomery County and Arlington County to incorporate their survey data into the regional effort. An export function for compiling results to Excel was also added. The dataset has increased by 100,000 records with the recent addition of the Arlington and Montgomery Counties survey data. Output options that VHB will be working on will be charting, and other cross tabs such as “like sized” companies and similar industry peer employers based review and feedback from the work group. Further, a dynamic AVO calculation and transit proximity metrics are also going to be developed. The Committee was asked for any additional feedback. Fatima Allahdoust of VDOT asked how many surveys were done and how evenly placed the surveys were from a geographic sense. The surveys included in the database are from inception of the Employer Outreach program up until 2010 and additional data from Montgomery and Arlington Counties’ local surveys are from 2012 to 2016. From a geographic sense, most surveys that have been conducted are in the core and middle ring areas of the region. One of the functionalities that can be added would be a mapping function to distinguish where surveys have been conducted, such as along a specific corridor.

AGENDA ITEM 7 – EMPLOYER RECOGNITION AWARDS

Douglas Franklin, COG/TPB staff, informed the Committee on the upcoming Employer Recognition Awards ceremony to be held on June 26 at the National Press Club. The deadline for nominations is February 2. The committee members were asked to send in nominations for potential award winners and handed out nomination brochure forms. All of the level 3 and level 4 employers in the ACT database were sent nomination forms as well. There are three awards recognizing exceptional incentives programs, marketing efforts, and telework programs. All employers who apply will be listed in the awards program booklet.

AGENDA ITEM 8 – EMPLOYER OUTREACH ROUNDTABLE

Elyse Jacks, Ecologix Group, informed the committee outreach activities in Frederick County. There is a telework webinar rollout set for the Spring.

Judy Galen, Loudoun County, updated the committee on the I-Share 66 program as well as the upcoming First Quarter Loudoun Business Showcase breakfast.

Susanna Parker, Bethesda Transportation Solutions, told the committee about the new ad campaign with wrapped RideOn busses.

Traci McPhail, North Bethesda Transportation Partners, informed the Committee on the vanpool formation program and the transit provider expansion in Montgomery County.

George Clark, Tri-County Council, told the Committee about the upcoming February 8th event with the Charles County Chamber of Commerce called “A Conversation on Transportation.”

Holly Morello, PRTC, informed the Committee on recent employer events and working on updating the ACT! database.

Kelly Woodward, DATA, updated the Committee on the "revamped" outreach effort for the Dulles area employers. The bilingual ridematchig pilot is ending in March. There is a focus event in Reston looking at bike/walk options from the Wiehle Metro stop to employment centers in Reston. The VDRPT mobile vanpool information pilot is beginning in March.

Janice Fortunado, Go Alex, told the Committee of an event held on November 17th regarding TMPs for the City of Alexandria employers. Meetings have begun with the I-395 outreach team in regard to incentives for commuters during the HOT lane construction on the interstate.

Marcus Moore, Fairfax DOT, informed the Committee on the County's outreach efforts. There are updates to the website that include filmed employer testimonials from Ernst & Young, Fairfax Hospital and NOVA Community College. The SmartBenefits Plus50 is now up to 28 employer participants. On December 5 the County held a Best Workplaces for Commuters awards event with 16 winners.

Nicholas Ramfos, COG/TPB staff, told the committee about the I-395 'Pool Rewards program. Over a 90-day time frame a carpool can receive up to \$230. There is also an I-66 'Pool 'Rewards added incentive that's not will formally be marketed beginning in March for outside the beltway commuters. The Flextime Incentive Rewards program through Commuter Connections was launched in December through outreach and marketing effort based to commuter and to employers in the regional database that offer a flextime options

Fatima Allahdoust, VDOT, relayed to the Committee about the I-395 and I-66 incentive programs and setting up an Employer Outreach team for both corridors. The I-395 team will consist of 1 staff person and i-66 will have two. There is a NOVA TDM meeting to be held sometime in late January/early February where this will be discussed further.

Antoinette Rucker, WMATA, informed the Committee about upcoming SmartBenefits promotions and a new brochure being developed. Radio spots are being recorded and WMATA has hired a new social media manager. There is a January 30th SmartBenefits seminar geared for new client employers. A webinar is set for February 9th and pre-registration is open. The Select-Pass is now available for SmartBenefits users. Riders will have unlimited rides and will have to pay for only 18 days for each month. There is a seminar being planned in Prince George's County within 90 days.

AGENDA ITEM 9 – OTHER BUSINESS

The next Employer Outreach Committee meeting is scheduled for Tuesday, April 17, 2018 at 10:00 a.m.