



## **EMPLOYER OUTREACH COMMITTEE MEETING**

### **Meeting Notes from the January 19, 2010 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 (10/20/09) NOTES**

The group reviewed and approved the meeting notes as written.

#### **AGENDA ITEM 3 – FIRST QUARTER AND SECOND QUARTER FY 2010 CONFORMITY REPORTS**

COG/TPB staff distributed and reviewed the final conformity for first quarter FY010 and the draft second quarter FY 2010 conformity statements. Staff also informed the committee that monthly reports from a number of jurisdictions were still outstanding from the beginning of the fiscal year. Part of the sales team award calculations are based on those numbers submitted by the jurisdictions on a monthly basis and results are also used for quick snapshots of activity occurring in the local jurisdiction.

#### **AGENDA ITEM 4 - HERTZ'S CONNECT CAR SHARE PROGRAM**

Meg Moffat of The Hertz Corporation presented information on Hertz's Connect Car Share program. One carshare vehicle is purported to reduce up to 14 cars off of the road. The Connect Program has had several successful launches working with corporations (Marriott International), colleges (Marymount, UMBC), and municipalities (City of Miami, FL). For a corporate customer who is looking for a car share fleet Hertz can go as small as 2 to 3 cars. Several on the committee asked if there is a usage requirement similar to what ZipCar has for its users. Hertz has similar requirements and they are based on numbers and frequency of usage. Glenn Hiner of Fairfax County asked if car sharing is part of the TERM analysis to which Nicholas Ramfos of COG responded that it is part of the regional TERM tracking sheet but does not represent a significant impact for transportation and emissions in the region.

#### **AGENDA ITEM 5 – MARKETING MATERIALS UPDATE**

Mark Hersey, COG/TPB staff, presented the new climate change brochure that is available to Employer Outreach sales representatives and employers in the District of Columbia and the state of Maryland.

#### **AGENDA ITEM 6 – FY 2010 TRAINING ITEMS**

The committee was briefed on the upcoming sales training sessions for January 26<sup>th</sup> as well as March and June for District of Columbia and Maryland Employer Outreach sales representatives.

#### **AGENDA ITEM 7 – TELEWORK UPDATE**

The next telework training session is going to be held on April 27<sup>th</sup> & 28<sup>th</sup> (has since been reset for the 27<sup>th</sup> only) for the outreach representatives from Maryland. The committee members from Maryland were asked to suggest company profiles for new employer case studies.

#### **AGENDA ITEM 8 – LIVE NEAR YOUR WORK UPDATE**

Kelly Woodward of DATA updated the committee on their most recent event in December held at the Dulles Hyatt. February 9<sup>th</sup> is the next meeting that DATA plans to hold and are looking to pilot two employer sites later in the fiscal year. Mirza Donegan informed the committee that North Bethesda is partnering with Montgomery County for an event in the late Spring, possibly mid-May.

Committee members were reminded that this fiscal year would be the last for LNYW project funding. Those interested in holding a LNYW should plan to do so before June 30, 2010. An event request form is available on the Commuter Connections Internet. Once completed it should be sent to Mr. Ramfos.

#### **AGENDA ITEM 9 SALES SUPPORT CALL UPDATE**

Mark Hersey gave a synopsis of the fall sales support calls to the Maryland representatives.

#### **AGENDA ITEM 10 – EMPLOYER OUTREACH ROUNDTABLE**

Jennifer D'Adamo of Prince George's County gave an update on the University of Maryland's intention of offering SmartBenefits using Commuter Direct. Kristin Howard of Arlington County informed the committee that Arlington Transportation Partners had moved offices to 1501 Wilson Boulevard in Rosslyn. Glenn Hiner mentioned that the Tyson's project is moving forward. Courtney Kulyk (Alexandria and Prince William) updated the committee on UrbanTrans' efforts for a Spring outreach effort to employers. Judy Galen of Loudoun County informed the committee of the County's "Green Business Challenge" that includes a brief survey. Mark Sofman of Montgomery County mentioned that the County's Fair Share program was suspended indefinitely due to budgetary considerations. Sam Salkin (Frederick) gave an update on the upcoming Live Near Your Work event happening in the Spring, partnering with the County Chamber of Commerce. Doug Franklin of COG asked the committee for nominees for the employer recognition awards, the deadline being February 1<sup>st</sup>.

#### **AGENDA ITEM 11 – OTHER BUSINESS**

The next meeting will be held at COG on Tuesday, April 20, 2010 at 10 a.m.