



EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the April 18, 2017 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 (01/17/17) NOTES

The committee reviewed and approved the meeting notes as written.

AGENDA ITEM 3 – SECOND AND THIRD QUARTER OF FY 2017 CONFORMITY VERIFICATION STATEMENTS

Mark Hersey, COG/TPB staff, distributed and reviewed the final second quarter FY 2017 and the draft third quarter FY 2017 conformity verification statements. Mr. Hersey mentioned that the numbers for most of the jurisdictions were positively affected by the updating of those companies marked as undeliverable from newsletters received from the quarterly Commuter Connections publication distribution. Janice Fortunato of Go Alex asked about the monthly reporting templates and what form would be good to use. Mr. Hersey offered to forward the template for future use.

AGENDA ITEM 4 – EMPLOYER CASE STUDIES

Mark Hersey, COG/TPB staff, updated the Committee on the employer case studies. The first case study completed was the Cadmus Group in Bethesda. Mr. Hersey asked the group to submit any candidates for consideration. Jennifer D'Adamo of Joint Venture, mentioned one company and Brooke Waller of goDCgo, offered to forward candidates from the District of Columbia.

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 is one more session planned for June on Time Management. The most recent training held in March was the TDM Best Practices Roundtable session. The session was warmly received. Judy Galen of Loudoun County asked about timing schedules for the upcoming sessions for planning future obligations.

AGENDA ITEM 6 – LUNCH AND LEARN EVENT – PRINCE GEORGE'S COUNTY

Thornette Leacock of Prince George's DPW&T and Jennifer D'Adamo briefed the Committee on the Employer Lunch and Learn Event held in December. The purpose of the event was to draw employer interest in specific target areas in the County and plan around events or holidays. Utilizing public libraries as meeting places removed the sense of a "sales meeting" or sales pitch and promoted a more personal interaction with participants. There is another session planned for later in April in College Park to take advantage of planned SafeTrack activity on Metrorail affecting that area of the County.

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**THE COMMUTER INFORMATION SOURCE FOR MARYLAND, VIRGINIA AND THE
DISTRICT OF COLUMBIA**

AGENDA ITEM 7 – EMPLOYER AWARDS

Doug Franklin of COG/TPB staff presented to the Committee information on the Employer Recognition Awards set for June 22nd at the National Press Club. Invitations are going to be sent in May. The committee members were asked to submit their invite lists to Mark Hersey by April 28th. Bridget Donnell Newton, Mayor of the City of Rockville and the TPB Chair will emcee the event.

AGENDA ITEM 8 – EMPLOYER OUTREACH ROUNDTABLE

George Clark of Tri-County Council for Southern Maryland asked about the most recent ACT! database upgrade. Mark Hersey COG/TPB staff responded that the upgrade took a little longer than expected but the system was operational and gave information on the correct layout for the database. Janet Fortunato asked about what is counted and how the tally is done for the conformity verification report for employers who have fewer than 100 employees. Nicholas Ramfos, COG/TPB staff, answered that those companies are added together until the number of employees total 100 and that they are then counted as one company.

Antoinette Rucker of WMATA informed the committee on Metro's outreach efforts in the region and some upcoming SmartBenefits seminars.

Thornette Leacock of Prince George's DPW&T updated the Committee on the County's Bike to Work Day preparations. Jennifer D'Adamo of Domain7 outlined an employer contest for Bike to Work Day and the six-question survey to determine the prizes to be awarded.

Mark Sofman of Montgomery County Commuter Services Section informed the Committee on the County's Bike to Work Day preparations and Earth Day promotions.

Judy Galen of Loudoun County mentioned an upcoming Loudoun Business Journal advertisement about commuter options. The "Distracted Driving" campaign is being used as a lead in for leveraging alternative commute options.

Elyse Jacks of Ecologix Group updated the Committee on outreach efforts in Frederick County and the targeting of larger employers in the County.

Brooke Waller of goDCgo recounted the March 29th Employer Awards event. There is a webinar planned for early May for information on biking to work.

Susanna Parker of Bethesda Transportation Solutions highlighted the organization's efforts in preparation for Bike to Work Day. A bicycle safety session is planned for May 6th in partnership with WABA.

Janice Fortunato of Go Alex informed the Committee on Bike to Work Day preparations and the upcoming tradeshow for NAIOP for outreach to developers and property managers in Alexandria.

Kelly Woodward of the Dulles Area Transportation Association updated the committee on their application for a focus grant targeting the Reston Town Center for biking and walking commute options and incentives.

Antoinette Rucker of WMATA highlighted the agency's outreach efforts for Earth Day and the

upcoming Hispanic Business Expo as well as the May 5th SmartBenefits seminar.

AGENDA ITEM 11 – OTHER BUSINESS

Mark Hersey asked the Committee to send their employer outreach quarterly reports as soon as possible to ensure timely completion of the second quarter reporting. In addition, Mr. Hersey asked that members login to the survey archive web application and give feedback for further site development.

The next Employer Outreach Committee meeting is scheduled for Tuesday, July 18, 2017 at 10:00 a.m..