

## EMPLOYER OUTREACH COMMITTEE

Tuesday, April 16, 2024  
10:00 A.M. - 12:00 P.M.  
Walter A. Scheiber Board Room

Chair: Antoinette Rucker, WMATA  
Vice Chair: Hamzat Sani, GO Alex  
COG/TPB Staff Contact: Mark Hersey, mhersey@mwkog.org, 202.962.3383

### Web Conferencing and Call-in Information:

[Click here to join the meeting](#) | Web Password: 2YgN2kUQpT3  
(202) 860-2110 | Meeting #: 2428 798 7318#

### AGENDA

- 10:00 A.M.**    **1. INTRODUCTIONS**  
*Antoinette Rucker, Chair*
- 10:10 A.M.**    **2. MINUTES OF JANUARY 16, 2024 MEETING**  
*Antoinette Rucker, Chair*  
**Recommended Action: Approval of Meeting Minutes**
- 10:15 A.M.**    **3. FINAL SECOND QUARTER FY2024 AND DRAFT THIRD QUARTER FY2024 CONFORMITY VERIFICATION STATEMENTS**  
*Mark Hersey, Commuter Program Specialist, COG/TPB*
- 10:25 A.M.**    **4. 2024 EMPLOYER RECOGNITION AWARDS - UPDATE**  
*Doug Franklin, Senior Marketing Manager, COG/TPB*  
Update on the selection process and date change for the 2024 Employer Recognition Awards ceremony.
- 10:50 A.M.**    **5. RIDE FOR THE REGION TRANSIT CHALLENGE**  
*Dan Sheehan, Transportation Operations Programs Director, COG/TPB*  
Briefing on a regional Employer Challenge organized by a WMATA task force and facilitated using the incenTrip mobile application.
- 11:10 A.M.**    **6. FY2024 TDM AND SALES TRAINING SESSIONS**  
*Mark Hersey, Commuter Program Specialist, COG/TPB*  
Discussion on the status of the Employer Outreach training sessions.

Reasonable accommodations are provided upon request, including alternative formats of meeting materials.  
Visit [www.mwkog.org/accommodations](http://www.mwkog.org/accommodations) or call (202) 962-3300 or (202) 962-3213 (TDD).

- 11:20 A.M.**    **7. EMPLOYER OUTREACH SATISFACTION SURVEY**  
*Mark Hersey, Commuter Program Specialist, COG/TPB*
- Briefing on results from the FY2024 Employer Outreach Customer Satisfaction Survey. This survey is conducted every five years and examines employers' perceptions of programs and assistance provided by local jurisdictions.
- 11:40 A.M.**    **8. EMPLOYER OUTREACH ROUNDTABLE**
- Committee members are invited to share challenges and successes they have encountered while conducting recent TDM outreach activities.
- 11:55 A.M.**    **9. OTHER BUSINESS**  
*Antoinette Rucker, Chair*
- 12:00 P.M.**    **10. ADJOURN**
- The next meeting is scheduled for Tuesday, July 16, 2024, at 10:00 A.M.