



EMPLOYER OUTREACH COMMITTEE

Tuesday, April 21, 2015
10 a.m. to 12 noon

Metropolitan Washington Council of Governments
777 North Capitol Street, NE
Third Floor, COG Board Room

Chairperson: Meredyth Jensen goDCgo, District of Columbia (202) 299-2186

Vice Chairperson: Marcus Moore, Fairfax County (703) 877-5641

Staff Contact: Mark Hersey 202/962-3383

MEETING NOTICE AND AGENDA

1. Introductions (5 minutes)
2. Review of 1/20/15 Meeting Notes (5 minutes)
3. Second Quarter FY 2015 and Third Quarter FY 2015
Conformity Verification Statements (5 minutes)
4. Employer Case Studies (5 minutes)
COG/TPB staff will brief the Committee on the status of the FY 2015 employer case studies being developed.
5. Training Update and Review (5 minutes)
COG/TPB staff will brief the Committee on the year's training and the upcoming fiscal FY2015 year's sessions
6. TERM Goals Review and Update (5 minutes)
A review of the current employer outreach goals for the region will be discussed and recommendations will be made for changing the goals for each jurisdiction.
7. Pedestrian and Bicycle Employer Outreach Safety Training Initiative (15 minutes)
Michael Farrell, COG/TPB staff, will update the committee on a proposed pedestrian and bicycle safety initiative for employers in the region
8. Using Social Media for Outreach (15 minutes)
Meredyth Jensen of goDCgo will present information on social media tactics in selling TDM.
9. Work Site Electric Car Charging Stations (30 minutes)
The committee will be briefed on further developments on employer car charging stations and a presentation from Charis Smith, Environmental Coordinator and Marketing with MOM's Organic Market
10. Employer Outreach Roundtable (25minutes)
Group members can share challenges and successes they encountered in recent TDM outreach activities.

NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD, 777 NORTH CAPITOL STREET, N.E., SUITE 300, WASHINGTON, DC 20002-4239

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

11. Other Business

(5 minutes)

The next Employer Outreach Committee meeting is scheduled for July 21, 2015 at 10 a.m.