

EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the October 19, 2021 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 (07/20/21) NOTES

The Committee reviewed and approved the meeting notes as presented.

AGENDA ITEM 3 – CHANGE OF CHAIRPERSON AND SEATING OF NEW VICE CHAIR

Marie Cox of Arlington County was installed as the new Chairperson and Tiffany Kendall of Frederick County was installed as the Vice Chair of the committee.

AGENDA ITEM 4 - FINAL FOURTH QUARTER OF FY 2021 AND DRAFT FIRST QUARTER 2022 CONFORMITY VERIFICATION STATEMENTS

Mark Hersey, COG/TPB staff, distributed and reviewed the final third Quarter FY 2021 and the draft fourth Quarter FY 2021 conformity verification statements.

AGENDA ITEM 5 – PARK OFFICE APPLICATION

Jason Popplewell, ParkOffice, presented information on the ParkOffice application that helps to increase staff parking availability by monitoring when spaces are empty and contacting staff who parking space. ParkOffice fully automates the parking allocation to all employees and helps offices to fully use their parking spaces to save money. Leveraging technology to improve not only parking at the worksite but also providing the means for possible alternative commute options.

AGENDA ITEM 6 - Capitol COVID RETURN TO WORK SURVEY RESULTS

John Hillegass, The Greater Washington Partnership, was to present preliminary findings from the recent employer survey on Return to Work but the final report was not finalized by the time of the meeting. Results will be shared with the group in a follow-up message.

AGENDA ITEM 7 – ACT DATABASE REFRESHER

Mark Hersey, COG/TPB staff and Nicholas Ramfos, COG/TPB staff presented information on the ACT! regional database. The first section of the presentation explained the importance of the information contained in the database for measuring impacts for the region with regards to VMT, Travel Time, Safety of Travel, and cost of the commute. In evaluating the employer outreach effort the essential piece of information is the employer records contained in the regional database from which the inputs for the EPA Commuter Model. The commuter model breaks down the employer information into the relevant pieces to reveal the impacts of employer TDM worksite benefits.

The second section of the presentation explained why data integrity of the information in the database is so important for measuring how effective the employer worksite TDM benefits are. A template for how to maintain a client record or add a new client was related. The third section of the presentation addressed questions that the outreach representatives had asked since the last meeting in July. Staff addressed each question and asked representatives to contact them for clarifications or follow-up on the responses shared, if needed.

The presentation on the ACT! database refresher will be made available on the committee's SharePoint site. Questions and requests for one-on-one training on the database can be directed to Mr. Hersey at mhersey@mwccog.org or calling (202)962-3383.

AGENDA ITEM 8 – EMPLOYER CASE STUDIES FOR FY2022

Mark Hersey, COG/TPB staff, informed the committee that the new round of employer case studies for FY2022 had begun. Staff also asked the committee if they would suggest viable candidates for being showcased. A note in this regard will be included in the follow-up message to the group.

AGENDA ITEM 9 – EMPLOYER OUTREACH FY2022 SALES TRAINING STATUS

Nicholas Ramfos, COG TPB staff, updated the group on the status of the training sessions for the current fiscal year. Due to the continuing pandemic along with the lightly attended session in June it was decided to suspend training for the fiscal year. The group will be notified accordingly if anything should change,

AGENDA ITEM 10 – EMPLOYER OUTREACH ROUNDTABLE

Danelle Carey of goDCgo did not have any updates for the committee.

Mark Sofman of Montgomery County Commuter services informed the committee of the Capital Bikeshare rotation of fleets as well as the conclusion of the county's Walk & Ride Challenge effort which had 104 teams and 396 participants.

David Proctor of Montgomery County mentioned that the Friendship Heights walking tour for retailer clients has been successful in integrating a more post-Covid atmosphere.

Brandan Stuckey of Bethesda Transportation Solutions informed the committee on Bethesda's efforts for Walk & Ride as well as a recent presentation on the I-270 corridor challenges.

Stacey King of Prince George's County mentioned that the "Walktober" effort is well underway and upcoming benefit fairs in November for in-person events are coming.

George Clark of the Tri-County Council for Southern Maryland informed the committee on the upcoming vanpool project beginning in calendar year 2022.

Christie Holland of the City of Alexandria related to the committee on the parking cash-out program well as the promoting of more transit use within the City.

Marie Cox of Arlington Transportation Partners informed the committee on Arlington County's Champions recognition program. There are currently 181 employers that have made it into the roster of clients.

AGENDA ITEM 11 – OTHER BUSINESS

The next Employer Outreach Committee meeting is scheduled for Tuesday, January 18, 2022 at 10:00 a.m.