

EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the July 16, 2013 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 (4/16/12) NOTES

The committee reviewed and approved the meeting notes as written.

AGENDA ITEM 3 – THIRD AND FOURTH QUARTER FY 2013 CONFORMITY REPORTS

COG/TPB staff distributed and reviewed the final third quarter FY013 and the draft fourth quarter FY 2013 conformity verification statements. COG/TPB staff informed the committee to double check the database for the ID status “undeliverable” and to make corrections where applicable to ensure proper credit is being taken for their respective jurisdictions.

AGENDA ITEM 4 – TRANSIT SCREEN DEMONSTRATION

Matt Caywood of TransitScreen presented his company’s application for employers. Transit screens are real time displays of all transportation options to inform visitors/employees. There are live displays of arrival times from all major transit agencies. They can be displayed on Smartphones, tablets, computer screens, and televisions. The application is a Cloud based web software and operates on Wifi networks and existing screens and is fully customizable for content. It is not an app for a Smartphone, rather it is a subscription service. The intention is to help solve TDM problems, raise awareness of transit, (in particular buses) and provide this public service at a low cost. The display can show information on Metro and Metrobus, Capital Bikeshare, DC Circulator, Arlington Transit (ART), The Bus in Prince George’s County, GMU shuttle, and the UMD shuttle with future availability with Twitter, Car2go, airport delays (for hotel lobbies), and ZipCar. There are currently 6 displays in the District of Columbia with 20 pending in the region. Marcus Moore of Fairfax County asked what is the radius of being able to receive information and Mr. Caywood responded that it depends on the density of options available from the particular worksite. Ms. Allahdoust asked if the Silver line would be incorporated into the display. Future lines are included in the information received from Metro depending on availability from the transit provider.

AGENDA ITEM 5 – EMPLOYER CASE STUDIES

COG/TPB staff updated the Committee on the new Employer Outreach case studies being developed. One new case study, CoStar Realty Group, was distributed to the committee and is available on the Commuter Connections web site. Two new companies are being interviewed, Europ Assistance and Lockheed Martin, one is located in Montgomery County and the other is located in Fairfax County. All current case studies will be finalized for the October Committee meeting and made available on the Commuter Connections website. Ms. Fatimah Allahdoust of VDOT asked what the difficulty was in getting more case studies from the jurisdictions. COG/TPB

staff replied that there was a lack of input from the jurisdictions for possible candidates. Emphasis was placed on that the candidates do not have to be award winners, rather that they are companies that are outstanding by what they offer for their employees commutes.

AGENDA ITEM 6 - TRAINING SURVEY RESULTS

COG/TPB staff reviewed the results of the FY2014 training survey for the committee. Four sessions are planned for the fiscal year beginning in September followed by sessions in December, March, and June. The four sessions are: Flexible Work Schedules/Teleworking; How to Structure your Sales meeting; Qualified Transportation Fringe Benefits – transit/vanpool/bike; and, Sales Presentations.

AGENDA ITEM 7 - EMPLOYER CUSTOMER SATISFACTION SURVEY

COG/TPB staff updated the committee on the employer satisfaction survey that is planned for early 2014. Sales representatives were asked to ensure the accuracy of data in the database for the survey. Any employer listed in the database at least as a Level 1 participant will be surveyed. The last survey was conducted in 2009. The survey questionnaire will be reviewed in December and the survey will be conducted by both email and postal mail in February.

AGENDA ITEM 8 – LEVELS OF PARTICIPATION

COG/TPB staff updated the Committee on the refining of the levels of participation for the Employer Outreach effort. There are new benefits that needed classification, transit screens, bike sharing, and the bike benefit. A new definition of levels was distributed with the addition of the Capital Bikeshare Station as being included as a Level 3 program along with the Bike Benefit. The Corporate Bikeshare Partnership is under the Level 2 designation due to a survey of Capital Bikeshare users and partners. The draft levels of participation will be posted to the Commuter Connections SharePoint site. A comment period of August 16th was established.

AGENDA ITEM 9 – EMPLOYER OUTREACH TERM ANALYSIS

Nicolas Ramfos of COG/TPB related information regarding the upcoming TERM analysis for the Commuter Connections program. The analysis grades the program's effectiveness and provides particular insight on where employer outreach efforts assist in traffic mitigation and air quality improvement. COG/TPB encouraged the jurisdictions to ensure the accuracy of data available as well as conducting further commuter surveys.

AGENDA ITEM 10 – EMPLOYER OUTREACH ROUNDTABLE

Ms. Judy Galen related Loudoun County's "Vaniversary", an opportunity to recognize an employer who had implemented a company vanpool. Marcus Moore of Fairfax County outlined the Best Workplaces for Commuters recent publicity on Fairfax County's Channel 16's show "16 around Fairfax." Ms. Margie Weaver of Frederick County gave the committee information on the June 6th SHRM event with over 80 businesses attending and the outreach networking. Ms. Lisa DuMetz of VDRPT updated information on the upcoming webinar on July 23rd and also Try Transit Week in September (September 16th – 20th). Mr. Ramfos related information on the Pool Rewards contest.

Learning Centers in Rockville won with a party on-site with a party sponsored by WASH FM and a local restaurant. There were 2 runners up, Easter Seals in Silver Spring with a \$ \$200 cash prize and BTI Security in Rockville with a \$300 cash prize.

AGENDA ITEM 11 – OTHER BUSINESS

The next Employer Outreach Committee meeting is scheduled for October 15th, 2013.