



EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the April 21, 2009 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 (1/27/09) NOTES

The group reviewed and approved the meeting notes as written.

AGENDA ITEM 3 – COMMUTER CHECK DIRECT

Mr. David Judd of Accor Services USA presented information on Commuter Check Direct and how it can benefit employers in the region with one stop solutions for implementation of the transit benefit who have multiple work sites. Accor also assists in helping set up the bicycle commuting benefit as well as the parking benefit. Two separate products are used for employers: (1) Commuter Check Office for smaller employers at one worksite location; and, (2) Commuter Check Direct for larger companies with multiple locations. The opportunity with Commuter Check Direct is that those multi-state employers can be uniform with transit, parking, and bicycle benefits.

AGENDA ITEM 4 - FIRST QUARTER AND SECOND QUARTER FY09 CONFORMITY REPORTS

COG/TPB staff distributed the final conformity for Second quarter FY09 and draft Third quarter FY09 conformity statements.

AGENDA ITEM 5 – EMPLOYER SATISFACTION SURVEY

Ms. Lori Diggins of LDA Consulting presented the preliminary satisfaction survey results to the committee. Out of 2,002 employers the target sample size was 400. The actual total sample was 367. Approximately 1/3 of the employers did not have email addresses and of the 2,002 employers 25% refused to participate. The draft report will be distributed at the May 19th Commuter Connections for discussion and a comment period will be established.

AGENDA ITEM 6 - EMPLOYER RECOGNITION AWARDS

Douglas Franklin, COG/TPB staff, presented updated information on proposed changes to the Employer Recognition Awards event and related the results of the survey would conducted to solicit input on some of the logistics for the program. More than 2/3 of the respondents responded that keeping the event in DC is preferable to having it elsewhere. The Sales Team Award and the Organizational Award will also remain as part of the event.

AGENDA ITEM 7 – EMPLOYER OUTREACH TERM ADMINISTRATIVE ADJUSTMENTS FOR FY2010

The item was tabled and will be presented at the July 14th meeting.

AGENDA ITEM 6 – TDM SOFTWARE UPDATE

Jonathan Rogers, COG/TPB staff, presented an update on the new TDM software interface with the ACT! database. Several members mentioned that there were some difficulties in retrieving information. Mr. Rogers mentioned that the contractor would address the bugs of the system which were in the original project specifications and refinements would be coming out once COG/TPB staff had the source code and could make any upgrades..

AGENDA ITEM 8 – TRAINING TOPICS

Staff briefed the committee on future training sessions in FY2010. Preliminary topics for training are: using TDM at employers sites to reduce their Carbon Footprint, use of TDM in LEED; Social Marketing use in Employer Outreach activities; Account Management; Motivational Sales training.

AGENDA ITEM 9 TELEWORK UPDATE

Mr. Ramfos updated the Committee on recent regional Telework outreach efforts. The latest Telework Exchange newsletter was distributed to the committee. Two training sessions are scheduled for April 28th and 29th for Maryland and Virginia Employer Outreach representatives. Staff also updated the committee on the Telework Town Hall held at the Regan Building.

AGENDA ITEM 10 – LIVE NEAR YOUR WORK UDATE

Two upcoming events that are slated for the spring are Prince George's County and Prince William County. The events are slated for June. Another event is slated for June 24th in Fairfax County hosted by DATA.

AGENDA ITEM 11 – EMPLOYER OUTREACH ROUNDTABLE

Mr. Chris Napolitano of Prince George's County informed the committee that Prince George's has updated its service guide. Mr. Mark Sofman of Montgomery County related that the TMD surveys are slated to go out in May. Ms. Diane Kean of Arlington County mentioned that they have started sending out e-newsletters on a monthly basis. Mr. Christopher Arabia informed the committee on the Tyson's Corner project. Ms. Robin Briscoe of Southern Maryland mentioned Tri-County's efforts to expand telework efforts in Charles County.

AGENDA ITEM 12 – OTHER BUSINESS

The next meeting will be held at COG on Tuesday, July 14, 2009 at 10 a.m.