

## **EMPLOYER OUTREACH COMMITTEE MEETING**

### **Meeting Notes from the April 21, 2020 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 (01/21/20) NOTES**

The Committee reviewed and approved the meeting notes as presented.

#### **AGENDA ITEM 3 – FINAL SECOND QUARTER OF FY 2020 AND DRAFT THIRD QUARTER 2020 CONFORMITY VERIFICATION STATEMENTS**

Mark Hersey, COG/TPB staff, distributed and reviewed the final Second Quarter FY 2020 and the draft Third Quarter FY 2020 conformity verification statements. Mr. Hersey informed the Committee that the TDM review is ongoing and to update those records that would count towards conformity in the regional database.

#### **AGENDA ITEM 4 – SURVEY DATABASE APPLICATION UPDATE**

Dan Sheehan, COG/TPB staff updated the Committee on recent developments for the survey database application. The outreach staff was asked to review the application and provide feedback. A request was made for a workgroup to do more testing of the application. The new dashboard provides new graphics as well as access to the mapping feature for the newer version. Each jurisdiction will have individual logins for access. Nicholas Ramfos, COG/TPB staff recommended that all outreach representatives avail themselves of the application and if there are other surveys being conducted by the individual jurisdictions Commuter Connections can add that data to the application database. The upcoming Employer Outreach analysis as part of the TDM Evaluation Report will depend in part on the information contained in the application and the more data to analyze, the better.

#### **AGENDA ITEM 5 – TELEWORK INITIATIVE UPDATE**

Nicholas Ramfos, COG/TPB staff, informed the Committee on the efforts of the Telework Work Group. The work group began to meet in August of 2019 to come up with a targeted outreach to small to mid-sized employers in the region to meet the TPB aspirational goal set for telework in the Visualize 2045 effort. The three main areas the aspirational goal have in importance for the Commuter Connections outreach effort are:

1. Examine ways to enhance TDM with incentives to employers and employees.
2. Work closely with WMATA to share data so to increase transit ridership and participation.
3. Develop employer policy templates for telework and flexwork programs for small to mid-sized employers.

The templates were released prior to the March stay at home orders. There have been some updates to the information regarding shared workspaces at employer sites. There are samples

and templates available for employers as well as a self-help guide. The release was sent out on LinkedIn and Facebook and the social media response has been positive.

#### **AGENDA ITEM 6 – REGIONAL TEDM ANALYSIS PROJECT UPDATE**

Nicholas Ramfos, COG/TPB staff related information on the ongoing Employer Outreach TDM analysis as part of the TDM Evaluation Report and the work already done with the consultant. Data being reviewed is from the period of July 2017 to December of 2019. A further review of the data from the final two quarters of fiscal year 2020 will commence in July. The outreach representatives were asked to ensure data quality in the regional database of employer clients before the final submission in July to the consultant. The Telework survey of Maryland employers will commence later in the month of May. With the COVID-19 response in the region an expansion of the survey to include employers not only in Maryland but for the entire MSA of Washington is being implemented in cooperation with the District of Columbia and the Commonwealth of Virginia. The survey will be completed by the end of June 2020.

#### **AGENDA ITEM 7 – TRAINING REVIEW AND UPDATE**

Mark Hersey, COG/TPB staff, recapped the Best Practices for Increasing Participation in Commuter Benefits Programs held in March.  
The remaining FY2020 training session: Write Less but Say More is set for June 22, 2020

#### **AGENDA ITEM 8 – EMPLOYER OUTREACH ROUNDTABLE**

Traci McPhail of the North Bethesda Transportation Center informed the Committee on their efforts to remain in contact with their employer clients and have been conducting virtual meetings.

Brandan Stuckey of Bethesda Transportation Solutions updated the Committee on recent partnering with the chamber of commerce to connect with employers and several webinars to assist clients on future mobility issues.

Paul Gatons of Montgomery County Commuter Services Section related information on outreach to local Chamber of Commerce partners to assist in business continuity during the COVID-19 situation.

Thomasine Johnson of Prince George's County mentioned the County's outreach efforts to healthcare providers and safe commuting practices.

Kendall Tiffany of Frederick County TransIT related how their group is providing telework resources and guides to their employer clients.

Marie Cox of Arlington Transportation Partners informed the Committee on the most recent Champions recognition event with 51 employers being added to the roster of exceptional employers in Arlington County. Their group is also developing marketing pieces on training opportunities for employers on telework.

Judy Galen of Loudoun County related information about working with the local SHRM chapter on telework and planning for the post COVID-19 reopening of employer sites.

Elizabeth Mann of Fairfax County mentioned that a listerv or a practical how-to community on how to work with employer clients during the COVID-19 stay at home period. COG/TPB staff would develop that for use for the employer outreach representatives.

Antoinette Rucker of WMATA informed the Committee on the newer SmartBenefits message to employers and commuters about suspension of the auto-load function of the transit benefit. WMATA is developing a return to work strategy marketing piece. The Silver line of Metro expansion of newer stations will be happening sooner than previously stated.

The Commuter Connection employer recognition awards are still planned to be held through the National Press Club but it will be virtual and still held on June 23<sup>rd</sup>.

#### **AGENDA ITEM 9 – OTHER BUSINESS**

**The next Employer Outreach Committee meeting is scheduled for Tuesday, July 21, 2020 at 10:00 a.m.**