



EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the October 16, 2007 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 (07/17/07) NOTES

The group reviewed and approved the meeting notes as written.

AGENDA ITEM 3 – FINAL CONFORMITY REPORT FOR FY07 AND DRAFT FIRST QUARTER FY08 CONFORMITY REPORT

Staff distributed the final conformity statement for FY2007 and the draft first quarter FY2007 conformity statement.

AGENDA ITEM 4 – INSTALLATION OF NEW CHAIRPERSON AND VICE CHAIRPERSON

Mark Sofman of Montgomery County began his tenure as chair of the Outreach Committee along with Justin Schor of UrbanTrans Consultants Inc. representing the District of Columbia as Vice Chair.

AGENDA ITEM 5 – SALES SUPPORT CALLS AND UPCOMING TRAINING SESSIONS

Staff updated the group on the sales support calls for the week of October 22nd to October 26th. An ACT! for web training session is tentatively scheduled for January 7, 2008. The group was asked for a level of interest in additional sales training sessions in the spring of 2008.

AGENDA ITEM 6 – ACT! DATABASE AND DATA PROCEDURES UPDATE

Staff reviewed the current ACT! database and fielded questions and suggestions from the committee pertaining to data issues arising from the upgrade. Staff assured the committee that the data is intact but there were several mapping difficulties in the upgrade and that staff is confident the system is well on its way to being suitable for use at present.

AGENDA ITEM 7 – TELEWORK UPDATE

Mr. Nicholas Ramfos of COG updated the Committee on recent regional Telework outreach efforts. There are five new Employer Telework case studies available for use with employers.

AGENDA ITEM 8 – LIVE NEAR YOUR WORK UPDATE

Katie Sihler of Arlington Transportation Partners gave a recap of the Live Near Your Work (LNYW) event held at the Rosslyn Hyatt on September 25th. Robin Briscoe of Tri-County Council informed the group of tentative plans for holding an event with the Charles County Housing Department.

AGENDA ITEM 9 – TERM ANALYSIS AND DISCUSSION

Nicholas Ramfos of COG informed the committee of the determination by the TDM Evaluation Group that the TERM analysis will be done using the USEPA Commuter model. Another model, CUTR's, was being considered for the analysis but COG/TPB staff is recommending the COMMUTER model over the CUTR model based on internal analysis as well as discussions with the TDM Evaluation project consultants.

AGENDA ITEM 10 – EMPLOYER PORTFOLIO PACKETS

Douglas Franklin of COG presented the new employer outreach portfolios for each of the ten participating jurisdictions. The portfolios are available for use and the outreach representatives were encouraged to use the new materials in their sales efforts.

AGENDA ITEM 11 - EMPLOYER OUTREACH ROUNDTABLE

Mark Sofman of Montgomery County informed the committee that the Commuter Services Section in Silver Spring is moving offices to 1110 Bonifant Street in Silver Spring. Doug Franklin mentioned that the Employer Awards applications will be ready for distribution in December and the deadline is set for early February for nominations.

AGENDA ITEM 10 – OTHER BUSINESS

The next meeting will be held at COG on Tuesday, January 15, 2008 at 10 a.m.