



EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the April 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 (1/15/12) NOTES

The committee reviewed and approved the meeting notes as written.

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

COG/TPB staff distributed and reviewed the final second quarter FY013 and the draft third 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 – VRE UPDATE

Ann King of VRE updated the Committee on recent and upcoming activities for the Virginia Railway Express. A new riders’ guide is available for ordering and contains information which can be used during employer outreach sales presentations. The website has been updated as well. Nicholas Ramfos of COG asked if riders are aware of the Guaranteed Ride Home option which Ms. King stated that there is information on the website as well as links to the Commuter Connections website. A new station in Spotsylvania is coming soon, most likely in 2015. A fare increase is set to start on July 1, 2013.

AGENDA ITEM 5 – EMPLOYER CASE STUDIES

COG/TPB staff updated the Committee on the new Employer Outreach case studies being developed. Two new companies are being interviewed, Europ Assistance and CH2M Hill, one is located in Montgomery County and the other is located in Fairfax County. All current case studies will be finalized for the July Committee meeting and made available on the Commuter Connections website.

AGENDA ITEM 6 - TRAINING UPDATE

A third training session was held on March 25 on customer care. A fourth training session would be held in June 2013 on employer incentives. A survey will be sent in June regarding training topics for sessions in FY 2014.

AGENDA ITEM 7 - EMPLOYER AWARDS

NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD, 777 NORTH CAPITOL STREET, N.E., SUITE 300,
WASHINGTON, DC 20002-4239

**THE COMMUTER INFORMATION SOURCE FOR MARYLAND, VIRGINIA AND THE
DISTRICT OF COLUMBIA**

COG/TPB staff updated the committee on the employer recognition awards ceremony coming in June. June 25th is the date for the event and invitations are set to go out in late May early June. Fifty invitations per jurisdiction are asked to be submitted to COG/TPB staff by the end of April.

AGENDA ITEM 8 – LEVELS OF PARTICIPATION

Nicholas Ramfos 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. Bike sharing is not being considered as being added to a level but rather as a support program or enhancement until there is further evidence of the strategies effect on transportation and emissions. Currently, there is a survey being done for bike sharing and those results will be presented to the TDM Evaluation Group and will provide data that will be helpful in classifying the program. The bike benefit is still under review but the Outreach Committee will be updated in July as to where it will place the program in the levels of participation. Transit Screens are live information or “real time” electronic displays of traffic situations shown in an employer’s lobby or common areas to give commuters accurate information. DDOT has been working on spearheading this type of employer-based effort. The employer and/or building developer would pay for the screen or display but the information feed would be free free, there are other options such as having the information available on employee desktop screens. These strategies will be evaluated on their ability to create an impetus for travel behavior change and the likelihood that it would result in trip reduction and air quality benefits. Recommendations on all three strategies will be given at the July Committee meeting.

AGENDA ITEM 8 – EMPLOYER OUTREACH ROUNDTABLE

Margie Weaver of Frederick TransIT informed the Committee of the County’s recent efforts which include: a telework workshop; attending Chamber of Commerce meetings; sponsoring the July conference of SHRM’s Frederick chapter; and, partnering with downtown Frederick business association. Jake Green of the City of Alexandria told the Committee of the City’s “Commuter Challenge” with 14 employers and 1,900 employees participating. Mark Sofman of Montgomery County Commuter Services Section informed the Committee of the recent telework seminar held on April 8 and presentations are available from that event. Bike to Work Day preparations are underway as well. George Clark of the Tri-County Council updated information of the efforts in Charles and Calvert Counties with new bus routes coming in October as well as upcoming employer fairs around the region. Marcus Moore of Fairfax County related information regarding the upcoming Oracle Earth day event and efforts in signing up new employers to the Best Workplaces for Commuters program. There is also an ad to be run on GSTV.com for Bike to Work Day. Pinky Advani of Arlington Transportation Partners gave an update on Arlington County’s outreach efforts which included the National Walk & March event to be held on April 24th with pit stops similar to Bike to Work Day and the “Workplace Commute Champions” to be commenced in the Summer. Holly Morello of PRTC updated the Committee on upcoming employer fairs at the Pentagon, Freddie Mac, Mark Center, NGA, and DHHQ. There is also a seminar series on sustainability on April 24th. Douglas Franklin of COG gave an update on the Pool Rewards employer challenge. The winner gets a radio show party at their worksite. Mr. Franklin asked the committee for assistance in getting more employers involved with an incentive of a gift basket for

the jurisdiction who gets the most employers signed up. April 30th is the deadline for employers, employees have until May 31st to sign up. Bike to Work Day registration is now at 13,000.

AGENDA ITEM 9 – OTHER BUSINESS

The next committee meeting will be held at 10am on July 16, 2013