

Meeting Notes from the October 17, 2006 Employer Outreach Committee Meeting

Agenda Item 1 - Introductions

The meeting began with an introduction of those in attendance. (See attached list)

Agenda Item 2 – Review of previous meeting (7/18/06) notes

The group reviewed and approved the meeting notes as written.

Agenda Item 3 – New Chairperson Induction

Mr. Jim Sebastian of DC DOT ended his term as chair of the committee and received a plaque thanking him for his service to the group by the incoming chair Ms. Katie Sihler of Arlington.

Agenda Item 4 – Individualized Marketing Project Results

Ms. Courtney Kulyk of UrbanTrans Consultants updated the group on the individualized marketing project conducted in the summer of 2006. The intent was to test the individualized marketing to work with employers and getting employees engaged in alternative commuting. The follow-up survey netted a 35% response rate at Birmingham Green and 27% for George Mason University's Prince William campus. The mode splits were as follows:

George Mason first survey 96% SOV	GMU Resurvey 91% SOV
Birmingham Green first survey 90% SOV	BG Resurvey 85% SOV

Birmingham Green added two new programs, internal ride-matching and a formal Telework program (they are a Telework Virginia participant).

Ms. Kulyk informed the group that the upcoming individualized marketing project employers are Howard University and XM Radio.

Agenda Item 5 – ACT! Database Discussion

Staff informed the group that the current database application is going to be upgraded to a web-based system in early 2007. The scheduling of testing and training would be set with the input of the database workgroup (Arlington County, Montgomery County, Loudoun County, Alexandria, District of Columbia, PRTC, and Frederick County). Ms. Sihler

asked if the upgrade could wait pending the development of the COG TDM Software application. Mr. Nicholas Ramfos of COG stated that the employer outreach portion of the project is slated for rollout sometime in late FY2007 or FY2008. Ms. Sihler asked the group to consider what type of uses the new TDM software system could be improved upon or what things could be added for the project.

Agenda Item 6 – Live Near Your Work

Staff updated the committee on the Live Near Your Work focus group's work. The program is an educational outreach effort to provide employers with information in assisting their employees commutes by distance and time reductions. There are several workforce housing initiatives in the region as well as incentive programs such as the Smart Commute Program and the Live Near Your Work Program of Maryland. Ms. Sihler asked how the initiative worked with TDM. Staff responded that where one resides and where they work is TDM related and that the program is centered as such.

Agenda Item 7 – Commuter Connections Extra-net Demo

Mr. Douglas Franklin of COG did a demonstration of the Commuter Connections Extra-net for the committee. The extra-net is a means of communicating new marketing pieces or campaigns, publish reports, and archive past documents.

Agenda Item 8 – New Employer Outreach Goals

Staff informed the committee of the new sales goals for the outreach jurisdictions. The numbers were based on the number current clients. Percentages varied per jurisdiction, but the final numbers would be relayed to the committee at the January 17, 2007 meeting.

Agenda Item 9 – Final Conformity Statement for FY2006 and 1st Quarter FY2007 Draft Conformity Statement

Staff distributed the final conformity statement for FY2006 and the draft FY2007 conformity statement.

Agenda Item 10 – Regional Telework Outreach Update

Mr. Ramfos updated the committee on recent developments for the Telework program. There are new case studies available for review and distribution. There is also currently a standing RFQ for a new Telework Consultant.

Agenda Item 11 – Employer Survey Re-design Review and Discussion

The committee discussed the updates to the commuter survey and submitted several re-design items. Ms. Sihler asked if the questions from the Telework Virginia survey would be added. Staff replied that they will be in the final version. The project is slated for completion by the end of the fiscal year 2007.

Agenda Item 12 - Results from the Spring Employer Marketing Campaign

Mr. Franklin informed the committee on the results of the spring employer marketing campaign. The incentive piece of the campaign was a \$50 Visa gift card.

Agenda Item 13 – Sales Support & Training Needs for FY2007

The chair asked the committee to submit suggestions for professional training courses for the outreach representatives.

Agenda Item 14 – Employer Outreach Roundtable

Ms. Lorraine Taylor of WMATA updated the committee on the employer seminars for SmartBenefits and the move to a paperless fare media system for Metro. New limits will be placed on paper purchases of Metrochek fare cards. The most recent addition to the SmarTrip system is the DASH Bus of Alexandria. Upcoming seminars are to be held on October 31 for the Federal Government agencies and November 28 and 29 for private employers.

Agenda Item 15 – Customer Satisfaction Survey FY2006 Presentation

Staff distributed the FY06 Satisfaction Survey report to the committee. The members were asked to submit their edits to staff by mid November.

Agenda Item 16 – Other Business

The next meeting will be held at COG on January 17, 2007.