# Employer Outreach Committee Meeting

**Meeting Notes from the January 15, 2019 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 (10/16/18) notes**

The Committee reviewed and approved the meeting notes as presented.

**AGENDA ITEM 3 – FIRST QUARTER OF FY 2019 AND SECOND QUARTER OF FY 2019 CONFORMITY VERIFICATION STATEMENTS**

Mark Hersey, COG/TPB staff, distributed and reviewed the final First Quarter FY 2019 and the draft Second Quarter FY 2019 conformity verification statements. The Committee was informed of the changes to the TERM counts. A new set of sales goals was distributed with an overall ten percent increase for each jurisdiction for the FY2018-FY2020 evaluation cycle. Mr. Hersey iterated that the new goals are based off previous goals, not the current counts of employers for each jurisdiction.

## **AGENDA ITEM 4 – Training update and reveiew**

Mark Hersey, COG/TPB staff, updated the committee on FY 2019 training sessions with one completed in September on Automated Vehicles and TDM and another in December on DiSC assessment. The feedback from the attendees from the committee was mostly positive. The upcoming training sessions for fiscal year 2019 are as follows:

March 2019 – How to Have Employers Buy-in to TDM

June 2019 – Presenting Effectively

## **agenda item 5 – Greater Washington Partnership**

Joe McAndrew of the Greater Washington Partnership (GWP) presented the Partnership’s outreach plan for the greater Washington D.C. region, which stretches from Baltimore to Richmond for the purposes of this plan. The GWP was formed in 2016 with 17 leading CEOs from the region to work on the Olympic bid for 2024. There are currently 26 members of the CEO roundtable. There are three key initiatives: mobility; tech workforce space (retention of talent); and a tech certification project.

Mr. McAndrew then outlined the seven-step outline for blueprint solutions, actions, and next-move recommendations for the Capital region:

1. Modernize intercity and commuter rail
2. Improve roadway and trail performance
3. Create high-performing public transit
4. Grow employer mobility programs
5. Expand access to opportunity
6. Enable Technology-drive future
7. Reform governance and funding

The GWP is trying to put its collective weight on moving transportation forward. Mr. McAndrew explained how the “Grow Employer Mobility Programs” blueprint solution will likely be a direct opportunity for collaboration with the Committee. As an initial action item under this solution, the GWP has also issued a challenge this summer for employer-based mobility benefits. Nicholas Ramfos, COG/TPB staff, also noted that there may be collaboration opportunities with the Employer Survey.

The GWP is trying to reach as wide as possible in recruiting employers as well as encouraging the greater Washington region to embrace streamlining transportation and mobility. Future plans for the GWP include a recognition vehicle or awards event as well as looking to partner with local organizations like Commuter Connections and is developing a framework for that purpose over the next few months of 2019.

Mr. McAndrew concluded his presentation by sharing his intent to review the challenge framework at the next Committee meeting. Mr. McAndrew encouraged Committee members to contact him at [jmcandrew@greaterwashingtonpartership.com](mailto:jmcandrew@greaterwashingtonpartership.com) with any questions and/or comments, and to view their webpage at GreaterWashingtonPartnership.com.

**Agenda Item 6 – metro coordination**

Mark Hersey, COG/TPB staff, re-addressed the Committee on the matter of granting WMATA access to the ACT! regional database that is currently used by Employer Outreach sales staff. A lead generation diagram and a review of how leads are processed was presented to the Committee. Mr. Hersey then outlined the history of the employer outreach program and how coordinating with WMATA staff is integral to the success of the effort. The Committee then reviewed the comments to the memorandum that outlines the WMATA coordination pilot set for January through March 2019. Along with the comments, Mr. Hersey outlined the newly adopted TPB resolution tasking Commuter Connections to collaborate with WMATA to increase SmartBenefits participation throughout the region.   
  
To address the concerns with privacy and information sharing there will be a notice of usage language added to the ACT login screen. The language will read:  
  
*Notice of acceptable use of MWCOG property*

*The Reginal ACT! Employer Database is MWCOG property. This application may only be used by authorized users in accordance with the MWCOG IT acceptable use policy, the COG Board Rules of Procedure, and the Commuter Connections Lead Response Process. Use of this application may be monitored at any time. By continuing, you indicated your awareness of the abovementioned policies and consent to their terms and conditions.*

Mr. Hersey then showed how activity is monitored in the database and explained that users’ work is reviewed on a weekly basis.

Several Committee members related that they maintain two databases of clients and other Committee members suggested that those that have two databases should reconcile the datasets to ensure accuracy. Mr. Hersey also informed the Committee that any difficulties in coordination or questions over data will be moderated/overseen by Commuter Connections. Any mediation will be addressed by Commuter Connections if the need should arise. Lessons learned during the 90-day trial period will be considered and the lead processing procedures will be updated accordingly.

**Agenda Item 7 – earth day preparations**

Judy Galen (Chairperson), Loudoun County, announced that preparations are being made for the upcoming Earth Day events and coordination efforts are set to begin sometime in March. Due to time constraints, discussion was tabled to ensure the other agenda items would be completed.

**Agenda item 8 – employer outreach roundtable**

Traci McPhail of North Bethesda related information about updating the dockless bikeshare information.

Mark Sofman of Montgomery County told the Committee of a new hire for the Commuter Services Section, Ruthan Eisner, and noted she’ll be working on updating the ACT! database. Preparations are underway for the Greenfest in Takoma Park for Earth Day.

Holly Morello of PRTC informed the Committee of the new park and ride lot in Haymarket and a new bus line to Arlington. She also related information on working with NOVA to set up a student pass for riding on Omni Ride.

George Clark of Tri-County Council for Southern Maryland told the Committee of the upcoming plans for Earth Day and employer fairs.

Ron Crites of Prince George’s County related information on the upcoming WMATA sales presentation in Upper Marlboro in February.

Tiffany Kendall of Frederick County informed the Committee on the work completing employer applications for the recognition awards in June.

Janice Fortunato of Go Alex told the Committee on the efforts of informing Alexandrian employers of the upcoming Metro station shut down starting Memorial Day through Labor Day.

Marie Cox of Arlington County related information on the dockless bike and scooter pilot program. The Champions recognition awards are slated for the end of January.

Marcus Moore of Fairfax County informed the Committee of the expansion of the Plus50 program working with employers. This is the 9th year of the Best Workplaces for Commuters with 12 employers receiving recognition.

**agenda Item 9 – Other business**

The Committee was reminded that nominations for the Employer Recognition Awards were due by February 1st.

A request was made to the committee for presentations to be given at the next meeting in April. The next Employer Outreach Committee meeting is scheduled for Tuesday, April 16, 2019 at 10:00 a.m.