

## **EMPLOYER OUTREACH COMMITTEE MEETING**

### **Meeting Notes from the January 16, 2024 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 (10/17/23) NOTES**

Approval was sought for the October 17, 2023 and was given.

#### **AGENDA ITEM 3 – FINAL FIRST QUARTER FY2024 AND DRAFT SECOND QUARTER FY2024 CONFORMITY VERIFICATION STATEMENTS**

Mark Hersey, COG/TPB staff, presented the final first quarter FY2024 and draft second quarter FY2024 conformity verification statements. COG/TPB staff iterated that the representatives should review the ACT! Regional database for records marked undeliverable which affects client totals for each jurisdiction. Nicholas Ramfos, COG/TPB staff, mentioned that the new sales goals remained the same from the previous TDM evaluation cycle.

#### **AGENDA ITEM 4 – MOBILITY AND CLEAN TRANSPORTATION STAKEHOLDER CHALLENGE**

Kate Roetzer, WMATA and H.G. Chissell, Advance Energy Growth presented information on the recent promotion of the Metro employer transit rider challenge. A task force kickoff is scheduled for January 18<sup>th</sup> and will have regional stakeholders provide practical approaches towards building a consensus for shifting travel modes to sustainable options for clean commuting. The employer challenge will be modeled after the upcoming University student rider challenge based on a "March Madness" bracket system. By the late summer into early fall the effort will focus on employers in the DMV to use the student rider challenge model in encouraging alternative commuting options for employees. The overall goal is an increase in transit ridership that is clean, equitable and sustainable.

#### **AGENDA ITEM 5 – EMPLOYER OUTREACH LEVELS OF PARTICIPATION AND EMPLOYER SURVEY**

Nicholas Ramfos, COG/TPB staff detailed feedback on the current levels of participation for the Employer Outreach effort. The levels of participation determine impacts for the program as well as provide sales opportunities for TDM benefit expansion and/or introduction at employer client sites. The final edits and final levels for evaluating employer participation are now available on the SharePoint access link. Included with Mr. Ramfos' presentation was the finalization of the

employer survey with input from the Committee. The final version is also on SharePoint and both items will be included in the follow-up email to the committee after the meeting's conclusion.

#### **AGENDA ITEM 6 – FY 2024 TDM AND SALES TRAINING SESSIONS UPDATES**

Mark Hersey, COG/TPB staff updated the group on the most recent training session held in December covering Strategic Sales Tactics. Further sessions are tentatively scheduled for March (Educating ETC's), and June (Communication Strategies).

#### **AGENDA ITEM 7 – EMPLOYER OUTREACH SATISFACTION SURVEY**

Nicholas Ramfos, COG/TPB staff, presented information on the upcoming satisfaction survey of employer clients of the Commuter Connections program. The survey is conducted every five years and is distributed to the current stable of clients kept in the regional ACT database. The survey is sent to every client from Levels 1 through 4. The results should be presented to the Committee in April with the final report completed by the end of the fiscal year. The incentive for completing the survey is a \$50 Amazon gift card. The winners are selected randomly.

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

George Clark, TCCSMD, mentioned that he will be attending the Maryland transportation event in Annapolis in February.

Jonathan Nevius, Wells + Associates, informed the group of Frederick County's work with Ft. Detrick and will be having a vanpool recruitment event in February.

Dorian Apiece, goDCgo, related information on the District's Parking Cashout ordinance enforcement as well as the upcoming commuter challenge that will run from March until May.

Kristen Blackmon, BTS, mentioned that Bethesda will be having several commuter events as well as the "Cool Commute Challenge" (part of the larger Montgomery County challenge).

Traci McPhail, NBTMD, also mentioned the Cool Commute Challenge outreach efforts and upcoming virtual CID employer events.

Jennifer Bolick, Fovndry, informed the Committee of the Friendship Heights, Rockville, Silver Spring promotion of the Cool Commute Challenge.

Hamzat Sani, GO Alex, updated the Committee on preparations for spring events as well as Bike to Work Day.

Rachel Coppe, ATP related information on the upcoming Champions Spring webinar.

Theresa McMullin, Fairfax County, and Ronit Dancis, DATA, informed the Committee on promotion of the Best Workplaces for Commuters recognition awards and that nomination forms have been distributed.

Judy Galen, Loudoun County, mentioned the County's work with Inova Loudoun Hospital and the development of a new rack card highlighting commuter shortcuts.

Holly Morello, OmniRide, related information on Prince William County's employer outreach efforts regarding a newsletter, meetings, and updating the ACT database.

Stacey King, MDOT, informed the Committee on developments in starting an expanded employer outreach effort for the entire state of Maryland as well as a dedicated database to track employer participation.

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

Mr. Ramfos informed the committee that today's meeting would be his last due to his retirement.

Mr. Hersey mentioned that the nomination period for the Employer Recognition awards event ends on January 31<sup>st</sup>, 2024.

**The next Employer Outreach Committee meeting is scheduled for Tuesday, April 16, 2024 at 10:00 a.m.**