



EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the April 20, 2010 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 (01/19/10) NOTES

The committee reviewed and approved the meeting notes as written.

AGENDA ITEM 3 – SECOND QUARTER AND THIRD QUARTER FY 2010 CONFORMITY REPORTS

COG/TPB staff distributed and reviewed the final conformity for second quarter FY010 and the draft third quarter FY 2010 conformity statements.

AGENDA ITEM 4 - MONTHLY REPORTING FORMATS AND REQUIREMENTS

Staff distributed the monthly reporting form and updated instructions on how to fill out the report and what the different sections mean. Mr. Glenn Hiner of FCDOT stated that Virginia felt that there needed to be further clarification on the report and instituted a new form to capture activities that the jurisdictions were doing in regards to the outreach effort. COG/TPB staff iterated that the form is fairly simple and that the information on the report goes into not only the sales team effort calculations but also the quarterly and year-end reports for Commuter Connections. Elected officials and other persons of note look at those reports to see what activities the programs are doing and with the dearth of information for many jurisdictions it can appear that no activity is occurring in those jurisdictions. The committee was asked to submit their recommendations for how they want the report to look and what information they would like to see captured. A comment period was set and the new report would be instated at the July 20th meeting.

AGENDA ITEM 5 – LEED INFORMATION

Staff updated the committee on the recent training session held at COG about LEED and LEED certification. Ms. Peggy Schwartz of NBTMD (who was the moderator at the training session) told the committee that LEED is the future of TDM and “greening” efforts will become a joint effort along with TDM. Mr. Nicholas Ramfos of COG informed the committee that Commuter Connections was developing the appropriate marketing materials to encompass the LEED information for employers. Companies can earn points toward their LEED certification with implementation of TDM programs for their workforce. Along with the certification process the employer is required to meet an 80% response rate on surveys done at their worksites. Staff informed the group that additional LEED certification training is being considered for FY2011.

AGENDA ITEM 6 – FY 2010 TRAINING ITEMS

The committee got an update on the training sessions held in January and in April. The two sessions covered sales tools and LEED information. The last session planned for June is going to be a self-evaluation program. Future training for FY2011 will be discussed at the next meeting in July. A survey will be sent to all Employer Outreach representatives requesting input for training sessions in FY 2011.

AGENDA ITEM 7 – TELEWORK UPDATE

The next telework training session is going to be held on April 27th for the outreach representatives from Maryland. The committee members from Maryland were asked to suggest company profiles for new employer case studies. Information was also relayed about the recent Telework Town Hall held on April 8th.

AGENDA ITEM 8 – LIVE NEAR YOUR WORK UPDATE

Ms. Kelly Woodward of DATA updated the committee on their most recent event in February. DATA plans to hold and are looking to pilot two employer sites later in the fiscal year. Ms. Mirza Donegan informed the committee that North Bethesda is partnering with Montgomery County for an event in the late Spring, possibly mid-May. Mr. Sam Salkin of UrbanTrans updated the committee on the recent webinar held on April 13th.

Committee members were reminded that this fiscal year would be the last for LNYW project funding. Those interested in holding a LNYW should plan to do so before June 30, 2010. An event request form is available on the Commuter Connections Internet. Once completed it should be sent to Mr. Ramfos.

AGENDA ITEM 9 SALES SUPPORT CALL UPDATE

Staff informed the committee that the Spring round of calls would commence the week of April 26th.

AGENDA ITEM 10 – EMPLOYER OUTREACH ROUNDTABLE

Mr. Doug Franklin of COG updated the committee on the Bike to Work event as well as the Employer Awards. Bike to Work Day is being held on May 21st and the Employer Awards are scheduled for June 23rd. The committee members were asked to submit their invitees to the Awards event (their top 50 employers) by April 30th. Employer tool kits are still available and can be updated for outreach staff who are still interested in using them. The deadline for orders is May 7th.

AGENDA ITEM 11 – OTHER BUSINESS

The next meeting will be held at COG on Tuesday, July 20, 2010 at 10 a.m.