

EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the January 27, 2009 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 (10/21/08) NOTES

The group reviewed and approved the meeting notes as written.

AGENDA ITEM 3 – FIRST QUARTER AND SECOND QUARTER FY09 CONFORMITY REPORTS

COG/TPB staff distributed the final conformity for first quarter FY09 and draft 2nd quarter FY09 conformity statements. Mr. Glenn Hiner asked about the differences between the numbers on the conformity spreadsheet and the numbers from the TERM analysis. Staff replied that the counts done by the TERM analysis did not differentiate between employers of 100 or more and those employers with less than 100 employees at the worksite.

Agenda Item 4 – EMPLOYER RECOGNITION AWARDS

Douglas Franklin, COG/TPB staff, presented updated information on proposed changes to the Employer Recognition Awards event and stated that a survey would be conducted to solicit input on some of the logistics for the program. The information presented was from a random survey of event attendees conducted by a third party and from a web cast meeting held with volunteers from this committee. Mr. Franklin asked if the representatives had received calls from the marketing contractor about the nominations for this year's award nomination process. The VMT calculator for employers to use for their applications is on the Commuter Connections web site for downloading and use by interested nominees..

AGENDA ITEM 5 – COMMUTER SURVEY UPATE AND DEMONSTRATION

COG/TPB staff demonstrated the new survey application to the Committee as a follow-up to the July 2008 meeting. Staff also informed the group that there had been only one survey done this fiscal year which was done by COG itself. Staff iterated that the survey is an invaluable sales tool in getting employers a clear picture of what their employees are experiencing with their commutes and it will also help to validate AVO information and program participation as part of the evaluation component for the Employer Outreach TERM.

AGENDA ITEM 6 – TDM SOFTWARE UPDATE

Jonathan Rogers, COG/TPB staff, presented an update on the new TDM software interface with the ACT! database. Several members mentioned that there were some difficulties in retrieving information. Mr. Rogers mentioned that the contractor would address the bugs of the system which were in the original project specifications and refinements would be coming out once COG/TPB staff had the source code and could make any upgrades..

AGENDA ITEM 7 – TELEWORK UPDATE

Mr. Ramfos updated the Committee on recent regional Telework outreach efforts. The latest Telework Exchange newsletter was distributed to the committee. The on-call consultant is still available for employers in the region. New telework programs being implemented are the Marriott and Ritz Carlton hotels. A training session is scheduled for April for the outreach representatives.

AGENDA ITEM 8 – LIVE NEAR YOUR WORK UPDATE

Two upcoming events that are slated for the spring are Prince George's County and Prince William County. Dates for these events have been rescheduled due to difficulties lining up presenters. Ms. Mirza Donegan mentioned that interest in the effort was helped by having a presence at the housing fair held by Montgomery County.

AGENDA ITEM 9 – EMPLOYER OUTREACH ROUNDTABLE

Ms. Cynthia Fondriest informed the committee that a pilot program with Bliss Bus is being set for the Gainesville area in Prince William County. Additionally, there is an effort to set up a TMA in the Technology Corridor by George Mason University's Prince William Campus. Ms. Donna Norfleet of the City of Alexandria related to the group of an effort to have a Smart Benefits seminar in February. Ms. Kristen Howard of Arlington County told the committee of an individualized marketing effort with the Virginia Hospital Center. Mr. Hiner mentioned that the Fairfax County DOT was moving to Legato Road. He also mentioned efforts in getting an advertisement in the SHRM magazine to drum up interest in alternative commuting options. Mr. Napolitano related Prince George's efforts with the "Let nothing stop you" campaign and with the quarterly newsletters. Ms. Fondriest mentioned that the ACT conference is fast approaching and asked how many members of the committee were planning to attend.

AGENDA ITEM 10 – OTHER BUSINESS

The next meeting will be held at COG on Tuesday, April 21, 2009 at 10 a.m.