

EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the January 21, 2020 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 (10/15/19) NOTES

The Committee reviewed and approved the meeting notes as presented.

AGENDA ITEM 3 – FINAL FIRST QUARTER OF FY 2020 AND DRAFT SECOND QUARTER 2020 CONFORMITY VERIFICATION STATEMENTS

Mark Hersey, COG/TPB staff, distributed and reviewed the final First Quarter FY 2020 and the draft Second Quarter FY 2020 conformity verification statements. Mr. Hersey informed the Committee that the TDM review is upcoming and to update those records that would count towards conformity in the regional database.

AGENDA ITEM 4 – SURVEY DATABASE APPLICATION UPDATE

Dan Wheeler and Nat Grier of VHB presented the updated beta version of the employee survey database application to the Committee. The review of the current application and demonstration showed how the data compiled from the commuter survey and the ACT! Regional Employer database information can be crossmatched to assist the outreach representative in their efforts to survey employers. The new features also provide opportunities to identify and survey similar companies that may not have been surveyed in the past. The end user can review individual responses and view the varied layers of data for each respondent. Nicholas Ramfos, COG/TPB staff, mentioned that the data available through the application is a good resource for promoting ridesharing to employers. Mr. Wheeler then elaborated on the new “attributes” query within the web map. The feature allows administrators to query survey responses geospatially, which could be helpful when identifying TDM solutions tailored to specific worksites. The data is available to be downloaded for the local jurisdictions to use with their ARC/GIS platforms. The database goes back to 2006. The data become more valuable as new completed surveys are added to the database. The Committee members were asked to provide any additional survey data for integration into the application.

AGENDA ITEM 5 – TELEWORK WORK GROUP UPDATE

Nicholas Ramfos, COG/TPB staff, informed the Committee on the efforts of the Telework Work Group. The intention of the Telework initiative that the workgroup is handling is to provide more information to employers and provide tools for implementation to set up a new program or formalize an existing program. The effort targets smaller and mid-size employers who may not have as many opportunities to start a program. With that in mind, the decision was made to hire an outside consultant to assist in identifying areas for improvement. The outreach effort will

principally include templates for employers to download to start the process of getting a telework program up and running. The workgroup's templates are expected to be released prior to April.

AGENDA ITEM 6 – TRAINING REVIEW AND UPDATE

Mark Hersey, COG/TPB staff, recapped the *Pitching Products and Projects to the C-suite* training session conducted by Gail Cooperman on December 3rd, 2019. The training provided an opportunity for the sales representatives to enhance their outreach skills in working with decision makers at employer worksites.

Remaining FY2020 training sessions include:

1. Best Practices for Increasing Participation in Commuter Benefits Programs – March 2020
2. Write Less but Say More – June 2020

AGENDA ITEM 7 – EMPLOYER OUTREACH ROUNDTABLE

Judy Galen, Loudoun County Commuter Services, informed the Committee on partnering with Fairfax County and the Best Workplaces for Commuters and the SmartBenefits Plus50 promotions. Another promotion is the "More Smiles Per Gallon."

Holly Morello, PRTC, related information on efforts in Prince William County working with the local Chamber of Commerce. Another avenue for outreach is the Manassas airport.

Brandan Stuckey, Bethesda Transportation Solutions (BTS), introduced himself to the Committee. He comes to Bethesda from Alabama.

Kristen Blackmon, BTS, spoke of expanding current programs in the Bethesda area.

Traci McPhail, North Bethesda Transportation Center, informed the Committee on Bike to Work Day preparations.

Kendall Tiffany, Frederick TransIT, related recent efforts in working with Frederick College on their bike benefit program.

Mark Sofman, Montgomery County Commuter Services Section, informed the Committee of the County's "Next Gen TDM" – with a renewed effort to reach out to employers not located in the TMD zones.

George Clark, Tri-County Council for Southern Maryland, related information about promoting telework and working with the local chamber of commerce.

Antoinette Rucker, WMATA, updated the Committee on the new bus ad campaign for SmartBenefits. A new effort of outreach to 509C non-profits who were affected by changes to the transit benefit in 2019. Now that the law was changed the non-profits who left SmartBenefits are able to re-sign.

Paul Gatons, Montgomery County Commuter Services Section, informed the Committee about the extension of the scooter pilot program for another six months.

James Davenport, VDOT/GEC, mentioned the upcoming Oracle event in February.

Joe Stainsby, Vanpool Alliance, updated the Committee on efforts to get access to Quantico for outreach. There are vanpool formation events at the Pentagon and the Mark Center.

Elizabeth Darak, Dulles Area Transportation Association, mentioned the carpool challenge with three employers in Herndon.

Marcus Moore, Fairfax County, informed the Committee on the ninth annual Best Workplaces for Commuters event. In the nine years there have been 109 employers recognized for offering superior commuting benefits to their employees.

Christie Holland, City of Alexandria, mentioned that the City is looking into water mobility options for commuting.

Douglas Franklin, COG/TPB staff, informed the committee of the closing date for the Commuter Connections employer recognition awards nominations. The deadline is January 31st. The ceremony is going to be held on June 23 at the National Press Club.

AGENDA ITEM 8 – OTHER BUSINESS

The next Employer Outreach Committee meeting is scheduled for Tuesday, April 21, 2020 at 10:00 a.m.