

Meeting Notes from the July 18, 2006 Employer Outreach Committee Meeting

Agenda Item 1 - Introductions

The meeting began with an introduction of those in attendance. (See attached list)

Agenda Item 2 – Review of previous meeting (4/18/06) notes

The group reviewed and approved the meeting notes as written.

Agenda Item 3 – New Chairperson Nomination

Arlington County was nominated for the FY2007 Employer Outreach Group Meeting Chair. Montgomery County was slated for the Vice Chair position. The new chair would be approved to take over at the October Committee meeting.

Agenda Item 4 - Draft FY06 Conformity Statement

Staff distributed and explained the statement to the group. Staff informed the group that some companies had dropped their programs and some jurisdictions were now below their sales goals.

Agenda Item 5 – Commuter Survey FY2006

David Anspacher of VHB presented the year-end FY06 commuter survey report. The group discussed the use of the survey as a sales tool and also in regards to the Regional TERM.

Agenda Item 6 – Employer Outreach Sales Goal Update

Nicholas Ramfos of COG distributed two handouts regarding the proposed new sales goals for the employer outreach sales representatives. The data upon which the proposed sales goals was derived from was the Intermediate Forecasts Round 7.0a (given by the HSPPS Dept. at COG) and the FY06 final conformity report. The group was informed that the Metrochek information given by Metro about employers who offer the program will not be included in the 2008 TERM analysis. Christopher Arabia of Virginia's Department of Rail and Transportation asked that the local jurisdictions inform their respective funding agencies on the new proposed sales goals. Mr. Ramfos also informed

the group that the overall TERM Analysis will be more focused on congestion relief than on air quality measurements.

Agenda Item 7 – Individualized Marketing Project Update

Justin Schor and Courtney Kulyk of UrbanTrans presented information on their recent marketing efforts in Prince William County. In the process of working with George Mason University UrbanTrans developed a tailored marketing approach that included inducements for survey completion such as luncheons, drawing for prizes, and email reminders. In using an attractive incentive (in this case an iPod Nano) UrbanTrans was able to increase participation and gather valuable data on commute preferences, commute patterns, and what commuting options could be offered. UrbanTrans was asked to present their final findings at the October 17, 2006 meeting.

Agenda Item 8 – Commuter Survey Work Group Update

Staff updated the group on the recent workgroup activities on upgrading the commuter survey. Staff distributed a facsimile of what a survey would look like mirroring the Montgomery County commuter survey. Significant changes would be inclusion of a “travel diary” and elimination of several questions. The final version will be presented at the Employer Outreach Committee in October.

Agenda Item 9 – Regional Telework Outreach Update

Mr. Ramfos distributed 2 recent articles that highlighted Montgomery County’s efforts in regards to Telework. Mr. Ramfos also informed the group that would be an RFQ out for a Telework consultant to assist the ongoing programs in Maryland and Virginia. Telework Virginia has added 2 new clients to increase the number of participants to 8 total. There is also a Regional Broadband Access Task Force meeting to look into equal access to broadband lines.

Agenda Item 10 – Employer Roundtable Discussion

Ms. Harriet West of Clean Air Partners presented information on the current Ozone awareness campaign for the Baltimore-Washington Region. The new by-line is “Orange is the new Code Red” to reflect the new 8 hour standard now use in determining ozone levels.

Agenda Item 11 – Other business

The next meeting will be held on October 17, 2006.