

Meeting Notes from the April 18, 2006 Employer Outreach Ad Hoc Group 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 (1/18/06) notes

The group reviewed and approved the meeting notes as written.

Agenda Item 3 – Third Quarter 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 4 – Commuter Survey Status

Staff informed the group of the upcoming Commuter Survey work group meeting. Changes to the survey and delivery methods of the survey both the client and to the survey processing vendor were discussed. The group expressed interest in increasing the customization of surveys with the success of the pilot done with Loudoun County and one of its clients.

Agenda Item 5 – FY06 Review of NDW’s Qualitative Market Research of Area Employers

Staff from NDW Communications presented their findings to the group from their phone survey of area employers (focused on Level 2 and Level 3 employers located at specific activity centers in the region). Among the many findings were employer interest in jurisdictional incentives for employers to offer commuting cafeteria plans as well as tailor made programs for particular employers. NDW staff asked for participants for a pilot marketing effort for those Level 2 and 3 employers initially focused on the activity centers. The group felt that the program would be beneficial for all jurisdictions. Several outreach representatives offered to join the workgroup on formulating a marketing campaign and incentive for employers.

Agenda Item 6 – Review of Employer Outreach Lead Processing Guidelines

Staff presented the procedural guidelines on lead processing to the group. Leads are to be forwarded to specific jurisdictions based on the employer location and size (100 or more

employees). When database sweeps and data clean-up done by COG staff these are to be forwarded back to the outreach representatives within the fiscal year. Staff emphasized that the databases themselves are the outreach representatives' primary responsibility in securing valid data and ensuring proper conformity credit for their respective jurisdictions.

Agenda Item 7 – Updated Employer PowerPoint Presentation and Employer Case Studies

Staff distributed the updated Employer Presentation (in PowerPoint) and the newly updated Employer Case Studies to the group.

Agenda Item 8 – Employer Outreach Roundtable Discussion

The group asked about when the scopes of work and contracts were due to COG for review. Mr. Nicholas Ramfos of COG informed the group that at present the state funding agencies had not released their funding levels for the upcoming fiscal year (FY 2007). The work program for FY07 has been approved so the scopes of work can go forward but the funding worksheet would have to wait for the state funders information.

Agenda Item 9 – Other Business

The next Employer Outreach Committee Meeting will be held on July 18.