



EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the July 19, 2011 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 (07/19/11) NOTES

The committee reviewed and approved the meeting notes as written.

AGENDA ITEM 3 - THIRD QUARTER FY 2011 AND FOURTH QUARTER FY 2011 CONFORMITY REPORTS

COG/TPB staff distributed and reviewed the final conformity for third quarter FY011 and the draft fourth quarter FY 2011 conformity statements.

AGENDA ITEM 4 - TRAINING UPDATE AND REVIEW

Based on the survey of the sales representatives, the four sessions planned for the fiscal year are: Cold Calling, LEED, Employer Bicycle programs, and Time Management.

AGENDA ITEM 5 – FAIRFAX COUNTY'S BIKE BENEFIT INITIATIVE

Marcus Moore and Glenn Hiner of Fairfax DOT briefed the committee on Fairfax's Bike Benefit Program. The initiative is a great assist in pitching TDM to prospect employers. Currently, PriceWaterhouseCoopers in Tyson's is a client in the program. The program kicked off in July. There is no limit to the amount of clients that can enroll in the program.

AGENDA ITEM 6 – JARC/NEW FREEDOM AND E-CALC

Jim Larsen of DATA presented information on the rotating rideshare coordinator grant program. The grant is in the processing phase and will be ready soon. The target clients are hotels and restaurants in the DATA service area. The program is slated for a two-year timeline. The E-Calc application is an entrée for surveying employers. The program measures VMT/VOC levels. The initial survey gave a 40% response rate. The program will be available to the entire Northern Virginia region and looking to expand to the DC region as a whole. The next step would be to tie this into the Commuter Connections website.

AGENDA ITEM 7 – TELEWORK UPDATE

Nicholas Ramfos of COG/TPB staff updated the committee on recent developments in the regional telework effort. The telework effort is now folded into the regional employer outreach

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effort. Mr. Ramfos also briefed the committee on the new Employer Telework case studies available for the outreach representatives.

AGENDA ITEM 8 EMPLOYER OUTREACH ROUNDTABLE

George Clark of Tri-County Council briefed the committee on outreach events at the Navy Yard and Crystal City for BRAC related activities. Nicholas Ramfos informed the committee on the ECO driving campaign poster, a joint effort with I-95 Corridor Coalition (Maine to Florida). Judy Galen of Loudoun County DOT updated the committee on the Loudoun County Green Business Challenge. There are 5 employers in the program. There is a scorecard for employers and goals to meet by August 2011. Mirza Donegan of North Bethesda Transportation Center informed the committee of the vanpool service they are working with the at the HHS Twinbrook facility. Parking is being reduced and NBTMD is working with employers to start the process (3 – 6 months) for initiating a vanpool.

AGENDA ITEM 10 – OTHER BUSINESS

The next committee meeting will be held at 10am on October 18, 2011