

**EMPLOYER OUTREACH COMMITTEE
MEETING HIGHLIGHTS
July 16, 2024**

1. INTRODUCTIONS

The meeting was brought to order by Antionette Rucker, WMATA. Dan Sheehan, COG/TPB staff, asked attendees participating virtually to introduce themselves when their jurisdiction was announced and meeting attendees that were attending the meeting in-person introduced themselves afterwards.

2. MEETING HIGHLIGHTS FROM APRIL 16, 2024

Antionette Rucker, WMATA, requested a motion to approve the highlights of the previous Employer Outreach Committee meeting. George Clark, TCCSMD, made a motion to approve the highlights; Holly Morello, OmniRide, seconded the motion. The Committee approved the meeting highlights from the April 16, 2024 Employer Outreach Committee meeting.

3. FINAL THIRD QUARTER FY2024 AND DRAFT FOURTH QUARTER FY2024 CONFORMITY VERIFICATION STATEMENTS

Mark Hersey, COG/TPB staff, presented the final third quarter FY2024 and draft fourth quarter FY2024 conformity verification statements.

4. 2024 EMPLOYER OUTREACH REPORTING GUIDELINES

Mark Hersey, COG/TPB staff, updated the Committee on reporting guidelines for capturing monthly and quarterly data on employer client's activity. The reports are a means of quantifying outreach activities for each jurisdiction in the Commuter Connections network. The expected reporting deadline is the 15th of the month following the end of each quarter. For instance, the third quarter ended March 30th and so reports are due by April 15th. A follow-up instructional piece on how to enter data in the activities record sheet will be sent out to the committee after the conclusion of the meeting.

5. REGIONAL EMPLOYER COMMUTER CHALLENGE

Dan Sheehan, COG/TPB staff, briefed the Committee on the Regional Employer Commuter Challenge. The challenge is designed to offer incentives for employers to work with local TDM representatives in promoting alternatives to drive-alone commuters. The regional challenge will have a unified, structured platform for employers to interact with so as to provide information to their employees on commute alternatives. The scope of work for the challenge has four deliverables:

1. Equitable Challenge Structure
2. Cultivate Relationships with Employers
3. Technology Customizations
4. Evaluation

COG/TPB staff developed a project charter in conjunction with the State TDM Work Group. The charter was provided to the Committee for review. Mr. Sheehan called for volunteers to form a work group to help guide development and implementation of the Challenge. Several members volunteered. Additional members are welcome and may contact Mr. Sheehan at dsheehan@mwcog.org.

6. FY2025 TDM AND SALES TRAINING SESSIONS

Mark Hersey, COG/TPB staff, informed the Committee of the upcoming sessions set for the first and second quarter of FY25. An ACT database training session is set for September. The session will be a full session covering topics for new users as well as for experienced users. A session set for December on how to use surveys as a sales tool. The Committee was asked for input on training sessions for the third and fourth quarters. A comment period was set for completion by August 2nd.

7. EMPLOYER OUTREACH SATISFACTION SURVEY

Mark Hersey, COG/TPB staff, presented the second draft of the Employer Outreach Satisfaction Survey. The committee was informed of the comment period that ends on August 9th.

8. EMPLOYER OUTREACH ROUNDTABLE

George Clark, TCCSMD, mentioned recent meetings with the local Chambers of Commerce and preparations for Car Free Day as well as the increase of the Vanpool subsidy amount for participants.

Judy Galen, Loudoun County, mentioned recent meetings with local Chamber Lead Share groups and the development of a 1 page guide for setting up an employer program for employee commute options.

Holly Morello, OmniRide, related information on Prince William County's employer outreach efforts working with the local SHRM chapter meeting. PRTC won the Chamber's employer of the year.

Antoinette Rucker, WMATA, informed the group of Metro's cleaning up project of vanpool riders/providers that are or were a part of the SmartBenefits program.

9. OTHER BUSINESS

Dan Sheehan, COG/TPB staff, mentioned that Commuter Connections has gone paperless for their newsletters but are planning on sending out postcard reminders or promotions to employers that are in the regional database.

Mark Hersey, COG/TPB staff, requested Judy Galen of Loudoun County present on the new employer services tool she mentioned during the roundtable for the October 15th meeting.

10. ADJOURN

The next meeting of the Employer Outreach Committee meeting will be held on October 16, 2024, from 10:00 a.m. to 12:00 p.m.