



## EMPLOYER OUTREACH AD-HOC GROUP

Tuesday, April 18, 2006  
10 a.m. to 12 noon

Metropolitan Washington Council of Governments  
777 North Capitol Street, NE  
First Floor, Training Center A & B

Chairperson: James Sebastian 202/671-2331  
Staff Contact: Mark Hersey 202/962-3383

### MEETING NOTICE AND AGENDA

1. Introductions (5 minutes)
2. Review of 01/17/06 Meeting Notes (5 minutes)
3. Third Quarter Draft FY06 Conformity Statement (5 minutes)  
Staff will distribute the latest draft conformity statement
4. Commuter Survey Status (15 minutes)  
Information regarding the commuter surveys conducted this fiscal year will be reviewed and discussed.
5. Review of NDW's Qualitative Market Research of Area Employers (10 minutes)  
The findings from recent research conducted with area Employers by NDW Communications will be presented.
6. Review of Employer Outreach Lead Processing Guidelines (15 minutes)  
Staff will present the procedural guidelines on how each sales territory should process leads and how to work with employers who have multiple work sites.
7. Updated Employer PowerPoint Presentation and Employer Case Studies (15 minutes)
8. Employer Outreach Roundtable Discussion (45 minutes)  
Group members can share challenges and successes they Encountered in recent TDM outreach activities.
9. Other Business (5 minutes)

Next Meeting: July 18, 2006

REMINDER \*\*MONTHLY REPORTS AND ACT! SYNCHRONIZATION DUE BY THE 9TH OF EVERY MONTH\*\*