

EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the July 16, 2019 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 (4/16/19) NOTES

The Committee reviewed and approved the meeting notes as presented.

AGENDA ITEM 3 – FINAL THIRD QUARTER OF FY 2019 AND DRAFT FOURTH QUARTER OF FY 2019 CONFORMITY VERIFICATION STATEMENTS

Mark Hersey, COG/TPB staff, distributed and reviewed the final Third Quarter FY 2019 and the draft Fourth Quarter FY 2019 conformity verification statements.

AGENDA ITEM 4 – TRANSITSCREEN TRANSIT BENEFITS ADVISOR CALCULATOR

Matt Caywood of TransitScreen presented to the Committee a new product, the Transit Benefits Advisor Calculator. Commuteexpert.com is the new application that can assist the commuter in finding the most appropriate cost-effective transit option for their commute. The application is a free outreach tool that representatives can use with their current and potential clients. Marie Cox of Arlington County informed the Committee that she used the application and saved money on her commute.

AGENDA ITEM 5 – FY 2019 EMPLOYER SATISFACTION SURVEY DRAFT REPORT

Mark Hersey, COG/TPB, staff presented the FY 2019 Employer Satisfaction Survey draft report to the Committee. The survey was sent to employers with at least a Level 1 participation standing. The survey was conducted in a two-step process with emails and phone interviews with employer clients. The overall response rate was 7%. There were 199 replies by email and 105 by phone interview. The majority of respondents were located in Montgomery County (37%) with Arlington having the second most respondents (24%). Almost 50% of respondents reported that they had some type of contact with their sales representative with 41% reporting that they had no contact. For the frequency and preferred contact with their sales representative, 71% felt it was about right in regards to being contacted. Overall, the clients that responded are pleased with their experience with their Commuter Connections outreach representative. However, the data contained in the regional ACT database needs serious updating and staff emphasized the importance of the accuracy of the information stored there. The draft report will be posted on SharePoint and committee members have until August 9th by 12 noon to submit any edits and/or comments. A final draft of the report will be presented to the Committee in October for final review and endorsement for release.

AGENDA ITEM 6 – TRAINING REVIEW AND UPDATE

NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD, 777 NORTH CAPITOL STREET, N.E., SUITE 300,
WASHINGTON, DC 20002-4239

**THE COMMUTER INFORMATION SOURCE FOR MARYLAND, VIRGINIA AND THE
DISTRICT OF COLUMBIA**

Mark Hersey, COG/TPB staff, presented to the Committee the upcoming training sessions set for FY 2020. The Committee members were asked to give their impressions about the training session on presenting effectively held on June 28th. The session was greatly appreciated and members were positive with their feedback. The upcoming FY 2020 sessions are as follows:

1. Building a Strong Flexwork Program – September 2019
2. Pitching Products and Projects to the C-Suite – December 2019
3. Best Practices for increasing participation in Commuter Benefits Programs – March 2020
4. Write less but say more – June 2020

AGENDA ITEM 7– COMMUTER SURVEY

Mark Hersey, COG/TPB staff, updated the Committee on the survey application database archive. Mapping and data matching to the ACT! regional database are in beta testing; functionality will be similar to what was presented at the April Employer Outreach Committee meeting. Further efforts include integration of the Montgomery and Arlington Counties survey data. The importance of conducting a commuter survey for the Employer Outreach effort was iterated to the Committee members, especially considering the TDM evaluation period for Employer Outreach which will begin in the Spring of 2020. Commuter surveys are needed to measure the impacts of the program. In addition, the survey is an invaluable sales tool, being able to give a client site a hard data review of employees' interests in commuting options to the worksite.

AGENDA ITEM 8 – EMPLOYER OUTREACH ROUNDTABLE

Paul Gatons of Montgomery County Commuter Services Section informed the Committee of the County's preparations for Car Free Day.

Susana Parker of Bethesda Transportation Solutions related information on Car Free Day preparations and upcoming sessions on scooter safety.

Antoinette Rucker of WMATA informed the Committee on the SmartBenefits advertising campaign on Metrorail and Metrobus.

Mark Sofman of Montgomery County Commuter Services Section informed the Committee on the upcoming commuter survey project to begin in October as well as the Walk-n-Ride challenge.

Marie Cox of Arlington Transportation Partners related information on the Champions program recognizing 198 companies. A new initiative is targeting the I-395 express lanes.

Traci McPhail of North Bethesda Transportation Center informed the Committee on preparations for Car Free Day and the Walk-n-Ride Challenge.

George Clark of Tri-County Council for Southern Maryland mentioned Southern Maryland's Car Free Day preparations.

Holly Morello of OmniRide related information on the award received by OmniRide by the Prince William Business Chamber. Ms. Morello will also be chairing the Chamber's economic development committee. Work has begun on promoting TDM at NOVA campuses as well at Quantico.

James Davenport of Nspire Green informed the Committee of the luncheon held at Oracle for TDM efforts. Upcoming events are to be held at Fair Lakes and Tysons Corner.

Marcus Moore of Fairfax County shared 3 videos promoting commuting options. The Plus50 program has a total of 5 companies participating and looking to expand into Loudoun County. Elizabeth Mann is the newest team member of Fairfax's outreach effort.

Christie Holland of the City of Alexandria informed the Committee on upcoming lunch and learn events focusing on rethinking mobility.

Matt Fleischer of Ecogix related information on Frederick County's tax credits program working with large retail stores and the preparations for Car Free Day.

Kelly Woodward of Dulles Area Transportation Association informed the Committee on the most recent Live More publication and the school pool/vanpool grant process.

Judy Galen of Loudoun County related information on her presentation at a Loudoun County Chamber of Commerce Business breakfast event.

Nicholas Ramfos, COG/TPB staff, informed the Committee of the incenTrip app launch at the end of August at the National Press Club.

AGENDA ITEM 9 – OTHER BUSINESS

A request was made for volunteers to join a telework task force workgroup.

The next Employer Outreach Committee meeting is scheduled for Tuesday, October 15, 2019 at 10:00 a.m.