

EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the July 20, 2021 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 (04/20/21) NOTES

The Committee reviewed and approved the meeting notes as presented.

AGENDA ITEM 3 – FINAL THIRD QUARTER OF FY 2021 AND DRAFT FOURTH QUARTER 2021 CONFORMITY VERIFICATION STATEMENTS

Mark Hersey, COG/TPB staff, distributed and reviewed the final third Quarter FY 2021 and the draft fourth Quarter FY 2021 conformity verification statements.

AGENDA ITEM 4 – THE TELEWORK SPECTRUM ISSUE BRIEF

John Hillegass of the Greater Washington Partnership (GWP) presented on the latest developments on how the Pandemic has impacted businesses in the GWP landscape and how those employers are implementing telework plans for the future post-pandemic. The four models presented for worksites are the 5 days remote or full-time telework, 4 days remote, 2-3 days remote, and 1 day remote. Each scenario has positives and drawbacks. The GWP recommends that employers attempt to be as flexible as possible since not every model is a one-size fits all solution, but each scenario would be in consideration for the workforce that comes to the worksite. Mr. Hillegass then reviewed the findings from the December 2020 employer survey which revealed that vaccination and health issues are the most important considerations for employers. Another survey is planned for September 2021.

AGENDA ITEM 5 – WMATA RETURN TO WORK OUTREACH FOR EMPLOYERS

Antoinette Rucker of WMATA briefed the group on the agency's efforts on assisting employers and employees in commuting on the service during the pandemic. Metro is beginning another platform improvement work project with several closures as well as farebox updates on the Green and Yellow lines. The SmarTrip card is getting an overhaul and all users will need to update their farecards to the newer version. There is a webinar planned for August 8th for the updates to WMATA and the newer farebox installations.

AGENDA ITEM 6 – REGIONAL CRM DATABASE REQUEST FOR INFORMATION

Nicholas Ramfos, COG TPB staff, informed the committee of the search for a possible new software application for the regional database. A request for information form is being formulated for the COG purchasing department which will be released at some point this calendar year.

AGENDA ITEM 7 – EMPLOYER OUTREACH FY2022 SALES TRAINING STATUS

Mark Hersey, COG TPB staff, updated the group on training opportunities for the current fiscal year. The sessions planned are:

September 2021 – Panel of Transportation Experts on Return to Work and Safety Measures

December 2021 – Restarting your TDM program post pandemic

March 2022 Employer Engagement for Commuter Transportation Post-Pandemic

June 2022 – Human Resources Roundtable on how to Jumpstart employee engagement

AGENDA ITEM 8 – EMPLOYER AWARDS

Douglas Franklin, COG/TPB staff, gave a review of the most recent employer awards ceremony held in June at the National Press Club. The committee also got to view the video presentation from the awards.

AGENDA ITEM 9 – CASE STUDIES

Mark Hersey, COG TPB staff presented three case studies that were developed in FY2021, American Institutes of Research, Lockheed Martin, and Capital One Bank. The case studies will be posted to the Commuter Connections website in PDF format and the group will be notified in order that the information can be downloaded and used as needed.

AGENDA ITEM 10 -EMPLOYER OUTREACH ROUNDTABLE

George Clark of the Tri-County Council for Southern Maryland informed the committee of efforts in doing outreach during the pandemic.

Kendall Tiffany of Frederick County updated the committee on the County's community outreach with a hybrid/return to work message.

Traci McPhail of North Bethesda Transportation Center related information on the most recent employer meetings that were held virtually.

Mark Sofman of Montgomery County Commuter Services Section informed the committee on the planning for Car Free Day in September.

Stacey King of Prince George's County updated the committee on outreach to county economic development groups and business roundtables. A postcard was sent out to the 500 largest employers in the county highlighting commuting options during the pandemic.

Pinky Advani of Arlington County related information about the new employer tool kits and the upcoming webinar for employers.

Nick Robb of Fairfax County informed the committee of the outreach effort to employers on the Silver Line corridor.

Judy Galen of Loudoun County related information regarding how county employers are planning for office re-entry. A newsletter highlighting the safe commute and trip planning was sent out to employers in July.

Holly Morello of PRTC informed the committee of outreach to the Quantico corridor with 2 in-person events as well as preparations for Car Free Day.

AGENDA ITEM 10 – OTHER BUSINESS

Nicholas Ramfos, COG/TPB staff, reminded the committee that quarterly reports need the jurisdictions inputs as well as end of FY 2021 final invoices and FY 2022 scopes of work.

The next Employer Outreach Committee meeting is scheduled for Tuesday, October 19, 2021 at 10:00 a.m.