



EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the January 17, 2012 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 (10/18/11) NOTES

The committee reviewed and approved the meeting notes as written.

AGENDA ITEM 3 – LEED TRAINING FOLLOW-UP

Ms. Peggy Schwartz of NBTMD updated the committee on the LEED training held in December 2011. The focus was on how TDM options will gain points for companies towards their LEED certification points. In working with the US Green Building Council (USGBC) the current commuter survey currently employed by Commuter Connections the effort is to align the survey to account for LEED points. That discussion is currently ongoing. Mr. Nicholas Ramfos of COG/TPB staff added that information about the survey alignment won't be known until February. The current USGBC survey is compatible to a certain extent but completely. Mark Sofman of Montgomery County Commuter Services Section stated that the changes to the survey are usually in regards to incentives. Ms. Schwartz added that alternative vehicles are also part of the survey. Significant points can be gained with the survey towards LEED certification. The next challenge is how to take advantage of marketing pieces about LEED and the current LEED brochure may be updated due to USGBC changes.

AGENDA ITEM 4 - FIRST QUARTER FY 2012 AND SECOND QUARTER FY 2012 CONFORMITY REPORTS

COG/TPB staff distributed and reviewed the final conformity for first quarter FY011 and the draft second quarter FY 2012 conformity statements. Changes to the TERM counts will be reflected on the next conformity reports to be distributed at the April 17th, 2012 Employer Outreach meeting.

AGENDA ITEM 5 - TRAINING UPDATE AND REVIEW

A bike sharing session is planned for February 2012 and a time management session is slated for June 2012. An ACT! 2012 training session is also planned for February 2012.

AGENDA ITEM 6 – SMARTBENEFITS UPDATE

Ms. Lorraine Taylor of WMATA updated the committee on recent changes to SmartBenefits. The changeover has occurred with complete separation of transit and parking benefits reflected in the SmarTrip card accounts for each user. Educating employers has been challenging in explaining the autoload option now available where SmarTrip cards can have their benefits downloaded

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from a farebox anywhere in the system. Benefits recipients can see their balance online or at the fareboxes. MARC and VRE compatibility has been tabled for further review.

AGENDA ITEM 7 - EMPLOYER SURVEY UPDATE

The employer survey is available for use, both in paper and online. COG/TPB staff encouraged reps to use the survey as a sales tool for use with employers. The survey can be modified per employer in regards to the online version.

AGENDA ITEM 8 – EMPLOYER CASE STUDIES

COG/TPB staff updated the committee on the current case studies available and asked the group for input on new case studies. The group was given examples of the current studies and a comment period was given on eligible companies for review. New and updated case studies will be available for the next outreach meeting in April.

AGENDA ITEM 9 EMPLOYER OUTREACH ROUNDTABLE

Marcus Moore of Fairfax County updated the committee on the County's shuttle pool program. The focus is on the I-95 Woodbridge and I-66 Centreville corridors. The program is looking for employees who work from 7 a.m. to 3 p.m. Lisa DuMetz of Virginia Department of Rail and Transportation mentioned that the shuttle pool program is part of Megaprojects. Nicholas Ramfos distributed the new Emergency Preparedness brochures. There were some updates still needed for contact phone numbers which will be updated by COG\TPB staff. Lorraine Taylor stated that there are no new changes for the SmartBenefits brochure. Nicholas Ramfos informed the committee on the expansion of the Pool Rewards program to include vanpools from Maryland and the District of Columbia. The vans must originate in Maryland or the District of Columbia as Virginia's part of the program is under review in regards to money allotments under the USDOT program. The Virginia Megaprojects is promoting a \$50 incentive for new vanpools that travel through construction zones (Tyson's and the Beltway). Lisa DuMetz gave an update on the Telework Tax Credit program and that the 2012 submissions are due October 21st, 2012. Douglas Franklin of COG/TPB staff informed the committee on the Employer Recognition Awards Event to be held on June 26th, 2012. Nominations are due by January 31st, 2012. Brochures are available and were sent to employers in December.

AGENDA ITEM 10 – OTHER BUSINESS

The next committee meeting will be held at 10am on April 17, 2012