

**EMPLOYER OUTREACH COMMITTEE**

Tuesday, July 18, 2023  
10 a.m. to 12 noon

Metropolitan Washington Council of Governments  
COG Board Room, 3<sup>rd</sup> Floor

Chairperson: Jaime McKay, Frederick County  
Vice Chairperson: Antoinette Rucker, WMATA  
Staff Contact: Mark Hersey (202) 962-3383

**MEETING NOTICE AND AGENDA**

1. Introductions (5 minutes)
2. Review of 04/18/2023 Meeting Notes (5 minutes)
3. Final Third Quarter FY2023 and Draft Fourth Quarter FY2023 Conformity Verification Statements (5 minutes)  
  
COG/TPB staff will review both conformity verification statements with the Committee.
4. incenTrip Employer Rewards Presentation (25 minutes)  
  
Daniel Sheehan, COG/TPB staff, will present the features of the Employer Rewards module recently developed and deployed as part of the incenTrip mobile app
5. FY2024 Commuter Connections Case Studies (10 minutes)  
  
COG/TPB staff will discuss the FY2024 Employer Case studies.
6. FY2024 TDM and Sales Training Sessions updates (15 minutes)  
  
COG/TPB staff will present and discuss the Employer Outreach training sessions planned for this fiscal year based on the recent survey conducted.
7. Employer Recognition Awards Ceremony Recap (20 minutes)  
  
Douglas Franklin, COG/TPB staff, will give a recap of the June 30th Employer Recognition Awards event.
8. Employer Outreach Roundtable (30 minutes)

Group members can share challenges and successes they have

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

encountered in recent TDM outreach activities.

9. Other Business

(5 minutes)

***The next Employer Outreach Committee meeting is scheduled for Tuesday, October 17, 2023 at 10 a.m.***

*Reasonable accommodations are provided upon request, including alternative formats of meeting materials. Visit [www.mwcog.org/accommodations](http://www.mwcog.org/accommodations) or call (202) 962-3300 or (202) 962-3213 (TDD).*