



EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the July 19, 2016 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 (04/19/16) NOTES

The committee reviewed and approved the meeting notes as written.

AGENDA ITEM 3 – THIRD QUARTER FY 2106 AND FOURTH QUARTER OF FY 2016 CONFORMITY VERIFICATION STATEMENTS

Mark Hersey, COG/TPB staff, distributed and reviewed the final third quarter FY 2016 and the draft fourth quarter FY 2016 conformity verification statements.

AGENDA ITEM 4 – EMPLOYER CASE STUDIES

Mark Hersey, COG/TPB staff updated the committee on the employer case studies. The final case studies were distributed and the three presented were Leidos, Host Hotels, and the National Academy of Sciences. The members were asked to provide candidates for future case studies. The case studies are a chance to showcase an employer and their efforts at implementing alternative commuting options for their employees.

AGENDA ITEM 5 – TRAINING UPDATE AND REVIEW

Mark Hersey, COG/TPB staff, informed the Committee of the upcoming training sessions set for the fiscal year. There are two TDM focused sessions and two professional development sessions. The first session will be ACT! Database Best Practices, the second will be How to have a Successful Event/Show, the third will be Best Practices Roundtable for Selling TDM, and the fourth will be Time Management. The sessions were determined by a survey of the representatives.

AGENDA ITEM 6 – E3CALC PRESENTATION

Douglas Pickford of the Dulles Area Transportation Association presented the E3Calc survey website. The website is available for employers to measure impacts of commuting to the worksite in regards to trip reduction, air quality improvement, and vehicle miles traveled (VMT). The website offers different variations of information to determine emissions impact in addition to the survey. The basis of the information is the State of the Commute report. The survey takes approximately 15 minutes to complete. The survey is a great entry point into the company and serves as an impetus for "green initiatives" for the employer's business plans. The website also provides a cost benefit analysis and "what if" scenarios for future plans. The survey has been used by companies in Fairfax County in the County's proffer system to meet the proffer requirements.

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

AGENDA ITEM 7 – ACT! DATABASE EMPLOYER RECORD MAINTENANCE

Mark Hersey of COG/TPB staff presented to the committee a best practices guideline for data input in the ACT! Database. The need for accuracy is important, especially since the FY17 TERM analysis will resume soon. The presentation was part of the meeting packet. The ACT! Training in September will elaborate further on data quality and integrity.

AGENDA ITEM 8 – EMPLOYER OUTREACH ROUNDTABLE

Jim Larsen of the Dulles Area Transportation Association announced that the new issue of @Live has been published and called for articles for the next issue. The upcoming September 20th Block Party in Reston Town Center with a commuter challenge.

Ciara Williams of Fairfax County related information on the County's Safe Track outreach seminars for employers as well as social media outreach. The County is preparing for the roll out of Capital Bikeshare this fall in Reston and Tyson's Corner.

Emily Davis of Sharp & Company informed the committee of outreach in Friendship Heights with efforts for Safe Track information sharing with "Coffee and Convo."

Kendall Tiffany of Frederick County TransIT told the committee that their outreach team with Ecogix Group has included Alex Darr. There is a commute survey planned for a large hospitality employer in the County.

Pinky Advani of Arlington Transportation Partners updated the committee on the Champions recognition program in the County as well as Safe Track outreach to employers.

Marina Budmir of DDOT informed the committee of DC's Safe Track outreach efforts and the new Capital Bikeshare discount program where a bike rental is \$2 a day. The District is looking into a recognition awards program at the end of the fiscal year.

Judy Galen of Loudoun County discussed the initiation of an employer challenge and the production of a vanpool video. There are changes to the Loudoun County Transit bus fare system set for August 1st.

Derrick Hartigan of Bethesda Transportation Partners updated information on the Walk-n-Ride Challenge set for September 11 through October 1. They are currently looking for sponsors.

George Clark of Tri-County Council for Southern Maryland informed the committee on the new ad campaign for carpooling working with Pax River area employers.

Holly Morello of PRTC mentioned that beginning on July 1st Prince William has brought the employer outreach effort in-house. The County is looking to hire a person for ridematching duties. The County recently complete two commuter surveys with Lockheed Martin and Micron.

Janice Fortunato of Local Motion, Alexandria informed the committee of the City of Alexandria's Safe Track outreach with newsletters and targeted emails to employers. The City has initiated vanpool formation meetings and updated the collateral materials.

Mark Sofman of Montgomery County Commuter Services Section told the committee of the upcoming Walk-n-Ride challenge as well as Safe Track outreach to employers.

Jim Larsen informed the committee of the upcoming ACT Chesapeake Chapter Awards set for September 15, 2016.

AGENDA ITEM 11 – OTHER BUSINESS

The next Employer Outreach Committee meeting is scheduled for October 20, 2016.