

EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the July 15, 2008 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 (4/15/08) NOTES

The group reviewed and approved the meeting notes as written.

AGENDA ITEM 3 – FINAL CONFORMITY REPORT FOR THIRD QUARTER FY08 AND FOURTH QUARTER DRAFT FY08 CONFORMITY REPORT AND TERM EXPLANATION

Staff distributed the final conformity statement for the third quarter FY2007 and the draft fourth quarter FY08 conformity statement. Nicholas Ramfos of COG informed the group that the preliminary TERM analysis showed that the region met and exceeded its goals for impacts from VOC, NOX, and trip reduction.

AGENDA ITEM 4 – SALES SUPPORT CALL RECAP

Staff reviewed highlights from the spring sales support calls and asked for the group to send their collateral marketing materials that they developed over the course of FY08.

AGENDA ITEM 5 – NEW EMPLOYER SITE SURVEY

The new paper survey instrument was distributed as well as the new processing form for survey requests. Ms. Nita Parikh gave a demonstration of the new survey web interface application. James Larsen of DATA asked about the Spanish translation of the survey and when it would be available. Ms. Courtney Kulyk of UrbanTrans Consultants asked what the results of the survey would look like. Staff stated that the format of the report would mirror that of what has been done prior to the change of survey processors.

AGENDA ITEM 6 – TELEWORK UPDATE

Mr. Ramfos updated the Committee on recent regional Telework outreach efforts. The latest Telework Exchange newsletter was distributed to the committee. New case studies have been developed that give biographies of Marriott, Oracle, Discovery Communications, and several others. The Commuter Connections Telework brochure is being reprinted for updated info.

AGENDA ITEM 7 – LIVE NEAR YOUR WORK UPDATE

The committee was updated on events held in the District, Prince George's County, and Prince William County. The event in the District was held at the Nationals ballpark with strong attendance from 3 of the largest employers in the District. The Prince George's event was held at the Marriott at the University of Maryland. There was strong press coverage by WTOP. Prince William's event was at the Four Points Hotel in Manassas with more than 20 in attendance with

good support from PRTC, the Prince William Chamber of Commerce and the City of Manassas Housing Assistance Program.

Mr. Ramfos informed the group that FY2009 will be the last year for the grant program. Christopher Arabia of VDRPT asked if there had been any follow up after these events and Ms. Jennifer D'Adamo answered that 2 companies had contacted her within a week after the event.

AGENDA ITEM 8 – CAR FREE UPDATE

The committee was briefed on the upcoming Car Free Day to be held on September 22nd throughout the region. The next steering committee meeting will be held on July 23rd. The goal for registration is 10,000. (10,000 what?)

AGENDA ITEM 9 - EMPLOYER OUTREACH ROUNDTABLE

Staff updated the group on the new changes to the ACT! database regarding changes to layout and the possibility of a new database to track new employers to reflecting the new conformity standards. Ms. Diane Stanton of Arlington Transportation Partners told the committee about the resumption of the breakfast sessions starting in September with the first one to help promote Car Free Day. Sam Oji of Montgomery County Commuter Services told the committee of the new Super Fare Share brochures under development and a new marketing campaign that will commence in September. Ms. Judy Galen of Loudoun County mentioned that there is a new vanpool employer in the county and there is a new display she can use at employer events. Glenn Hiner of Fairfax County told the committee that the last quarter of FY08 saw 80 meetings with employers and that the recent escalation of gas prices has helped bring employers on board to start new commuting options for their worksites. Ms. Robin Briscoe of Tri-County Council for Southern Maryland mentioned that the (which facility? Patuxent Naval Air Station?) facility at Indian Head wants to start a formal bicycle program. Ms. Anna McLaughlin of DCDOT informed the committee that the new employer outreach contractor will be brought on board in January of 2009.

AGENDA ITEM 10 – OTHER BUSINESS

The next meeting will be held at COG on Tuesday, October 21, 2008 at 10 a.m.