



## **EMPLOYER OUTREACH COMMITTEE MEETING**

### **Meeting Notes from the October 16, 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 (7/17/12) NOTES**

The committee reviewed and approved the meeting notes as written.

#### **AGENDA ITEM 3 – INSTALLATION OF NEW CHAIR**

The new chairperson, Holly Moreno of PRTC was installed and the outgoing chair, Lorraine Taylor of WMATA was given a plaque of commendation for her service to the committee. Deanna Reed of Prince George's DPWT was installed as the vice chair and chaired the meeting due to another commitment by the chairperson.

#### **AGENDA ITEM 4 – FOURTH QUARTER FY 2012 AND FIRST QUARTER FY 2013 CONFORMITY REPORTS**

COG/TPB staff distributed and reviewed the final conformity for fourth quarter FY012 and the draft first quarter FY 2013 conformity verification statements.

#### **AGENDA ITEM 5 – SURVEY MONKEY DEMONSTRATION**

COG/TPB staff updated the committee on the survey application, which changed from Zoomerang to Survey Monkey. An outline of the travel diary was shown to the committee. George Clark of Tri-County Council mentioned that the survey appears to be time consuming and Marcus Moore of FCDOT asked if changes could be made to the survey. COG/TPB staff answered that though the survey seems time consuming the fact of the matter is that the travel diary is necessary for getting a complete commute pattern of employees. The survey can be adapted according to the client's needs but that the core questions need to be maintained for the survey to capture necessary information. The electronic version of the survey can be customized to accommodate additional questions, if needed.

#### **AGENDA ITEM 6 - TRAINING UPDATE**

The first Employer Outreach sales training session for Employer Outreach sales representatives in the Washington metropolitan region was held in September on Social Media Marketing. A second training session would be held in December on surveying employers. A third would be held in March 2013 on Customer Care. A fourth would be held in June on Incentive Programs.

#### **AGENDA ITEM 7 - EMPLOYER CASE STUDIES**

NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD, 777 NORTH CAPITOL STREET, N.E., SUITE 300,  
WASHINGTON, DC 20002-4239

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

COG/TPB staff showed the committee the three most recent case studies on the Commuter Connections web site for sales representatives and employers to download. COG/TPB staff asked the committee members to forward suggestions for additional case studies. A new case study of Costar Realty was being prepared and would be made available on the website along with two additional case studies; one from Maryland and another from Virginia. Employer Outreach sales representatives in both Maryland and Virginia were asked to submit the names of employers they felt would be well-suited to be showcased as a case study for FY 2013.

#### **AGENDA ITEM 8 – ACT! CRM UPDATE AND TRAINING**

COG/TPB staff reviewed the upcoming update to the ACT! CRM software and asked that those committee members that needed training to contact Mark Hersey (COG/TPB staff) to arrange a time for such training.

#### **AGENDA ITEM 8 - POOL REWARDS**

Doug Franklin, COG/TPB staff, informed the committee on the new 'Pool Rewards contest for ETCs. The company with the most amount of registrants will receive a party sponsored by a local radio station. The plan is to get increase of participants with the help of the ETCs at worksites. Everyone is eligible and there will be an online registration form along with double sided rack cards promoting the event with the website listed for registration. The time frame is a two-month promotion period from the end of February through April with the party happening later in the Spring. Though everyone is eligible, vanpools which form under the program can only originate in either Maryland or the District of Columbia.

#### **AGENDA ITEM 9 – EMPLOYER OUTREACH ROUNDTABLE**

Nicholas Ramfos, COG/TPB staff updated the committee on the recent additions to the TDM evaluation methodology, specifically regarding bike sharing. The company that implements a bike sharing program will have that effort listed as a support program in the Levels of participation evaluation standards. Mark Hersey, COG/TPB staff, stated that there were areas of interest from the Spring sales support calls from DC and Maryland sales representatives which included marketing activities such as creative input brainstorming, regional Telework marketing, and the use of e-mail and social marketing. There was also interest in obtaining vanpooling information from the van companies as well as how to sell a program to a rural market. Mr. Hersey asked that those interested in these topic areas to contact him directly and that follow-up conference call s on these subjects could be coordinated given the overall interest level.

George Clark of Tri-County Council mentioned the new vanpooling outreach effort teaming with Enterprise. Jennifer D'Adamo of Prince George's County outlined the new marketing outreach efforts to businesses which were: updates to the ridesmart website; and, a mobile application for smartphones. Kristin Blackmon of Bethesda Transportation Solutions mentioned the upcoming annual survey as part of the county-wide survey.

#### **AGENDA ITEM 10 – OTHER BUSINESS**

The next committee meeting will be held at 10am on January 15, 2013