

EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the April 16, 2019 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 (01/15/19) NOTES

The Committee reviewed and approved the meeting notes as presented.

AGENDA ITEM 3 – SECOND QUARTER OF FY 2019 AND THIRD QUARTER OF FY 2019 CONFORMITY VERIFICATION STATEMENTS

Mark Hersey, COG/TPB staff, distributed and reviewed the final second Quarter FY 2019 and the draft third Quarter FY 2019 conformity verification statements. The Committee was informed of the changes to the TERM counts.

AGENDA ITEM 4 – TRAINING UPDATE AND REVEIEW

Mark Hersey, COG/TPB staff, updated the Committee on FY 2019 training sessions with one completed in September on Automated Vehicles and TDM, another in December on the DiSC assessment, and the most recent training in March on How to Have Employer Buy-in to TDM. The feedback from the attendees from the committee was mostly positive. The final training session of the fiscal year is scheduled for June 28, 2019 and is titled "Presenting Effectively."

AGENDA ITEM 5 – EMPLOYER CASE STUDIES

Mark Hersey, COG/TPB staff, presented the FY 2019 employer case studies. The three companies profiled were George Mason University-Prince William, IQ Solutions, and the American Pharmacists Association. The Case Studies will be available on the Commuter Connections website before the end of the fiscal year.

AGENDA ITEM 6 – METRO COORDINATION PILOT PROGRAM RECAP

Mark Hersey, COG/TPB staff, and James Bongiorno, WMATA, informed the Committee of the progress on the pilot program of having WMATA staff use the regional ACT database. Due to the release of the new SmartBenefits customer portal most of the efforts with the database were related to searches on potential clients to enroll in a significant transit benefit program. Mr. Bongiorno elaborated on his experience with the database, noting that there were at least 19 companies in the database that can be tagged as SmartBenefits companies. Based on initial querying, WMATA may be able to reach out to as many as 1,250 potential future SmartBenefits clients due to their new access to the database. This will be done in tandem with local TDM reps. Mr. Hersey noted that this effort is a direct outcome of the TPB's Visualize 2045 effort for

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reducing congestion for the region through SmartBenefits coordination with WMATA. Mr. Hersey reminded the Committee of the lead generation protocol that is in place and all future efforts will be done in tandem with jurisdictional staffs. Updates from WMATA will be forwarded to COG staff.

AGENDA ITEM 7 – EMPLOYER SURVEY ARCHIVE APPLICATION UPDATE

Ricky Anguiera and Dan Wheeler of VHB presented the recent updates to the employer survey archive application. The ArcGIS map application for the archive was built with ESRI to visually show information. There are print options available for use where a rep can print out information based on geospatial features such as employee zip codes, distance to a Metrorail station, etc. The release of the new update will be available later in the calendar year.

AGENDA ITEM 8 – EMPLOYER SATISFACTION SURVEY UPDATE

Dan Sheehan, COG/TPB staff, presented to the committee on the most recent results of the 2019 Employer Satisfaction Survey. The survey was designed to capture levels of satisfaction with the employer outreach program by employers from the ACT regional database. The survey is done on a five-year cycle. This year's survey happens to occur in tandem with the TDM evaluation project which begins in FY2020. The representatives were encouraged to ensure the accuracy of the data on the ACT! database. There were over 700 returns of surveys either by physical mail or emails. There were just over 300 responses from the survey. The incentive for the survey was \$100 Amazon card. A draft report will be presented in July at the next committee meeting.

AGENDA ITEM 9 – EMPLOYER OUTREACH ROUNDTABLE

Paul Gatons of Montgomery County Commuter Services Section informed the Committee about the upcoming Bike to College event at three different locations.

Heidi Mitter of VDOT related information of the upcoming Spring Transportation meeting on May 13th combined with regional Nova partners.

Ron Crites of Prince George's County detailed information about the Get on Board day to be held on April 25th. There are ten more bike stations in the County.

Pinky Advani of Arlington Transportation Partners informed the Committee about the Champions recognition effort with 86 new employers enrolled.

Lindsey Bullen of goDCgo informed the Committee of the Ambassador Awards event held on April 4th. The Spring pedal push effort is underway to increase participation in the Capital Bikeshare Corporate Partners program.

Traci McPhail of North Bethesda Transportation Solutions informed the Committee on upcoming Earth Day events and Bike to Work Day preparations.

Gladys Hurwitz of MDOT informed the Committee of upcoming information events for Commuter Choice Maryland as well as a May 3 webinar on Business Benefits of Bike/Walk programs.

Holly Morello of PRTC informed the Committee on the upcoming Earth Day events and Bike to Work Day preparations.

Janice Fortunato of GO Alex informed the Committee on the information efforts for the Metro station platforms. A new water taxi from Alexandria to the Wharf in DC runs on the half-hour.

George Clark of Tri-County Council for Southern Maryland informed the Committee on upcoming commuter fairs and preparations for Bike to Work Day.

Kelly Woodward of DATA informed the Committee on the Green Vendor Day at Oracle and promoting of the Plus50 program also at Oracle.

James Davenport of Transform66 informed the Committee on outreach efforts in coordination with PRTC working with Lockheed Martin and Freddie Mac.

Judy Galen of Loudoun County informed the Committee on the County's efforts to use creative ways to market Earth Day. The theme is "recycle your commute." A suggestion for a training topic for FY2020 is TDM and health.

AGENDA ITEM 10 – OTHER BUSINESS

A request was made to the Committee for presentations to be given at the next meeting in April. The next Employer Outreach Committee meeting is scheduled for Tuesday, July 16, 2019 at 10:00 a.m.