



EMPLOYER OUTREACH COMMITTEE

Tuesday, October 17, 2006

10 a.m. to 12 noon

Metropolitan Washington Council of Governments

777 North Capitol Street, NE

First Floor, Training Center A & B

Chairperson: James Sebastian 202/671-2331

Staff Contact: Mark Hersey 202/962-3383

MEETING NOTICE AND AGENDA

1. Introductions (5 minutes)
2. Review of 7/18/06 Meeting Notes (5 minutes)
3. Approval and Induction of New Chair (5 minutes)
4. Individualized Marketing Project Results - UrbanTrans (10 minutes)
Staff from UrbanTrans will present final findings from their Marketing project in Prince William County.
5. ACT! Database Discussion (20 minutes)
The group will discuss synchronization issues and accuracy of the regional database housed at COG. The group will discuss whether we should upgrade to ACT! 2007.
6. Live Near Where You Work (20 minutes)
Brief overview (5 minutes) by COG staff followed by group discussion.
7. Commuter Connections Extra-Net Demo (5 minutes)
COG staff will demonstrate the ExtraNet application
8. New Employer Outreach Goals and New Contracts for FY2008 (10 minutes)
The group will discuss the new outreach goals and contracts for the current and following fiscal year.
9. Final Conformity Report for FY2006 and First Quarter FY2007 (5 minutes)
Draft Conformity Report
Staff will present the conformity statement for FY06 and 1st Quarter FY07

10. Regional Telework Outreach Update (5 minutes)
Staff will present information on recent Telework Outreach efforts
11. Employer Survey Re-Design Review and Discussion (5 minutes)
The group will discuss the re-design of the commuter survey form
12. Results from the Spring Employer Marketing Campaign (5 minutes)
Doug Franklin will present information on the Spring Outreach campaign
13. Sales Support & Training Needs for FY2007 (5 minutes)
The group will discuss possible training opportunities for the upcoming year and upcoming sales support conference calls.
14. Employer Outreach Roundtable (10 minutes)
Group members can share challenges and successes they encountered in recent TDM outreach activities.
15. Customer Satisfaction Survey FY2006 Presentation (10 minutes)
Staff will present the preliminary results from the FY06 survey
16. Other Business (5 minutes)

REMINDER **MONTHLY REPORTS AND ACT! SYNCHRONIZATION DUE BY THE 9TH OF EVERY MONTH**

Next Meeting Date: January 16, 2007