

## **EMPLOYER OUTREACH COMMITTEE MEETING**

### **Meeting Notes from the January 17, 2023 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 (10/18/22) NOTES**

The Committee reviewed and approved the meeting notes as presented.

#### **AGENDA ITEM 3 - FINAL FIRST QUARTER FY2023 AND DRAFT SECOND QUARTER FY2023 CONFORMITY VERIFICATION STATEMENTS**

Mark Hersey, COG/TPB staff, presented the final first quarter FY 2023 and draft second quarter FY2023 conformity verification statements.

#### **AGENDA ITEM 4 – ACT! DATABASE UPDATE AND TRAINING**

Mark Hersey, COG/TPB staff, informed the committee of the upcoming voluntary database training on February 9<sup>th</sup> at the COG office building. The training will be conducted by Capitol Consulting Services. The training will highlight recent updates to the Act! Database, which has helped to improve the accuracy of data and the efficient reporting of data. George Clark, TCCSMD, asked if an announcement invitation could be sent. Nicholas Ramfos, COG/TPB staff, agreed that an invitation would be emailed to all Committee members. Mr. Hersey noted some improvements recently made to the database, such as the revamped “Groups” function.

#### **AGENDA ITEM 5 – FY2023 TDM AND SALES TRAINING SESSIONS UPDATES**

Mark Hersey, COG/TPB staff, updated the Committee on the upcoming 2023 training sessions. The most recent session held in December was the “Planning a Virtual Employer Event – Effective Marketing Messages and Tactics.” The following two sessions, set for March 29<sup>th</sup>, 2023 and June of 2023 are Hybrid Work Scheduling and Survey Design and Development, respectively. The Hybrid Work Scheduling training will also include strategies for using hybrid work as an opportunity to encourage alternative commuting on the days when employees commute to offices.

#### **AGENDA ITEM 6 – FY2023 EMPLOYER OUTREACH ANALYSIS UPDATE**

Nicholas Ramfos, COG/TPB staff, briefed the Committee on the three-year analysis of the Commuter Connections program, specifically the Employer Outreach component. The analysis uses data contained in the ACT! Database and the employer survey archive database. The first

data analysis will be at the end of January and a follow-up will be in July. The complete evaluation period is July 1, 2020 – June 30, 2023. The analysis is conducted based on employers' participation in commute programs; only Level 3 and Level 4 employers are included in the analysis. Transportation and emission factors are analyzed to determine program impacts. The impacts are reviewed by COG's transportation and air quality modelers to inform long-range planning; the program's state funders also review the impacts to justify program funding.

## **AGENDA ITEM 7 – EMPLOYER OUTREACH ROUNDTABLE**

Dorian Apiece, goDCgo, updated the committee on the upcoming Ambassador awards ceremony scheduled for April. The deadline for reporting for DC's Parking Cash out law was Monday. Nicholas Ramfos, COG/TPB staff, asked if there has been any recent changes in office occupancy rates. Ms. Apiece responded that there isn't clear data at the moment, but those that come in commute by car.

George Clark, Tri-County Council for Southern Maryland, shared about outreach with Chambers of Commerce in Southern Maryland. Ads are running in Chamber newsletters.

Mark Sofman, Montgomery County Commuter Services, informed the Committee that Bike to Work Day planning has commenced with two new pit stops (Falls Grove, Wheaton). There is also an ongoing employer survey being conducted results should be available by June.

Traci McPhail, North Bethesda TMD, is expanding virtual office hour session that have been popular. Preparations are gearing up for the 3202 Law reporting. Upon receiving results from the survey mentioning by Mr. Sofman, NBTMD will be meeting with employers to review results.

Brandan Stuckey, Bethesda Transportation Partners, related information on the "Cool Commute" Prototype program.

Ronit Dancis, DATA, mentioned the recruitment of employers for the Best Workplace for Commuters recognition awards event.

Theresa McMullin, Fairfax County, shared the County has been energized with the opening of the Silver line extension. It's been a useful way to engage with employers.

Kendall Tiffany, Loudoun County, shared the new Metrorail stations have been helping with Employer Outreach. 21 new transit routes were introduced upon the Silver Line station(s) opening. Outreach to promote vanpooling is also ongoing. Best Workplaces for Commuters nominations are ongoing.

Holly Morello, PRTC, informed the Committee on Prince William County's efforts in working with the Chambers of Commerce. An in-person event is scheduled for Quantico next week. Employer newsletters are being developed and distributed. New OmniRide routes are coming back into service after cuts in December due to driver shortages.

## **AGENDA ITEM 8 – OTHER BUSINESS**

Daniel Sheehan, COG/TPB staff, asked the Committee to share the opportunity to beta test a new incenTrip employer module with employers. COG is looking for two or three employers to help beta test the program.

Committee members were reminded by Douglas Franklin, COG/TPB Staff, of the Commuter Connections Employer Recognition Awards nomination deadline of January 31, 2023.

**The next Employer Outreach Committee meeting is scheduled for Tuesday, April 18, 2023 at 10:00 a.m.**