



EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the April 19, 2016 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 (01/19/16) NOTES

The committee reviewed and approved the meeting notes as written.

AGENDA ITEM 3 – SECOND QUARTER FY 2106 AND THIRD QUARTER OF FY 2016 CONFORMITY VERIFICATION STATEMENTS

Mark Hersey, COG/TPB staff, distributed and reviewed the final second quarter FY 2016 and the draft third quarter FY 2016 conformity verification statements. The outreach representatives were asked to double check their data inputs to ensure accuracy. The amount of returned newsletters affects the counts for the conformity verification statement. George Clark of Tri-County Council for Southern Maryland asked if EZ-Pass was something that was in the levels of participation. Unfortunately, it is not since it encourages single occupancy vehicle practices.

AGENDA ITEM 4 – EMPLOYER CASE STUDIES

Mark Hersey, COG/TPB staff updated the committee on the employer case studies. Of the two candidates that are to be produced, Leidos in Reston, and National Academy of Sciences (the American Banker's Association decided not to participate) they are soon to be ready for publication. COG staff is still pursuing candidates in Maryland. One possible candidate is Host Hotels in Bethesda.

AGENDA ITEM 5 – TRAINING UPDATE AND REVIEW

Mark Hersey, COG/TPB staff, informed the Committee of the upcoming training sessions planned for the fiscal year. The committee members were updated on the recent training held in March. The session covered Bike/Pedestrian programs for employers. The committee was apprised of changes for future training for application in timeliness and discontinuing whole day training sessions as well as addressing presenters being on time and overlapping with other sessions that cover similar topics. The next training session is slated for June 6th. and will be on meeting management.

The sessions were determined by a survey of the representatives. The final two the sessions will be full day sessions.

AGENDA ITEM 6 – SURVEY APPLICATION UPDATE

Mark Hersey, COG/TPB staff apprised the committee of updates to the Employer survey archive application. There have been several changes in where the data is housed as well as the
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

functionality of searching the survey archive. Current efforts are to make the application much more user friendly as well as including survey information from jurisdictions that conduct similar surveys such as Montgomery County. The members were asked if they could provide a copy of their survey forms so to ascertain whether their surveys are compatible in format and the types of questions asked of respondents. When the application has been sufficiently upgraded the committee will be presented with the new archive site.

AGENDA ITEM 7 – EMPLOYER RECOGNITION AWARDS

Douglas Franklin of COG/TPB staff informed the committee of the date of the event, June 27th at the Marriott Washington, and asked for lists of 50 employers per jurisdiction to be submitted by April 29th. If a list is not submitted Mark Hersey will compile a list for the jurisdiction in question.

AGENDA ITEM 8 – EMPLOYER OUTREACH ROUNDTABLE

Mark Hersey, COG/TPB staff, related that the Walkwise presentation has been updated and available for use by outreach representatives.

George Clark of Tri-County Council for Southern Maryland informed the committee of the recent contact with University of Maryland Charles Regional Medical Center. The Hospital is looking to expand its alternative commuting benefits for their employees.

Marcus Moore of Fairfax County updated the committee on upcoming events related to Earth Day and Bike to Work Day. On the 29th of March Fairfax County received recognition for its SmartBenefits Plus50 program .

Grace Oran of goDCgo gave information on the District's Commuter Benefits Law and the sessions that helped in getting employers aware of the ordinance. A new ordinance outreach effort will be directed towards commuters with bus signage and advertisements. A SmartBenefits seminar will be held on May 11th at WMATA's headquarters. The District Department of Transportation is looking to start a low-income bike share initiative.

Mark Sofman of Montgomery County Commuter Services section related that the County held a transit benefits seminar on April 7th. There will be a Green Fest on April 30th in Takoma Park.

Traci McPhail of North Bethesda Transportation informed the committee that the Westfield Montgomery Mall Transportation Center will be opening on May 1st.

Pinky Advani of Arlington Transportation Partners updated the committee on the Champions 2016 program and the expansion of program recognition categories for employers to qualify for the award. There are 39 companies currently enrolled in the program for 2016.

AGENDA ITEM 11 – OTHER BUSINESS

The next Employer Outreach Committee meeting is scheduled for July 19, 2016.