

EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the July 14, 2009 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 (4/21/09) NOTES

The group reviewed and approved the meeting notes as written.

AGENDA ITEM 3 – DISCUSSION OF NEW VICE CHAIRPERSON

The Committee was updated on the incoming vice chair which will be a representative from Frederick County.

AGENDA ITEM 4 - THIRD AND FOURTH QUARTER FY09 CONFORMITY REPORTS

COG/TPB staff distributed the final conformity for third quarter FY09 and draft fourth quarter FY09 conformity statements.

AGENDA ITEM 5 – WAGE WORKS PRESENTATION

Nancy Dudman-Cavalier of Wage Works gave a presentation on Wage Works products. Wage Works is the largest purchaser of transit media. In addition, Wage Works also provides Third-Party administration for Health Care Accounts, Wellness, and COBRA/Retiree Billing. Wage Works is well suited for multi-site/state employers providing the services nationwide. The baseline for small employers are those who have 5,000 or less in their organization which approximately comes out to average \$5.00 per employee for those companies which fall into that designation. The average nationwide including large and small employers is \$4.50 to \$6.00.

AGENDA ITEM 6 – REVIEW OF THE EMPLOYER OUTREACH ADMINISTRATIVE CHANGES FOR FY 2010

Nicholas Ramfos, COG/TPB staff, informed the Committee that the administrative changes to the Employer Outreach effort were, as of July, 1st 2009: All Employer Outreach TERM administrative support for Virginia is to be handled by VDOT. The District of Columbia and Maryland will continue to be supported by COG/TPB staff for items such as Sales Support calls (bi-annually), Sales Training, and support for outreach to employers. Brochures specific to the Employer Outreach TERM are still to be distributed to Northern Virginia jurisdictions and employers until stock is depleted. A memorandum outlining the administrative changes was distributed to Committee members.

AGENDA ITEM 7 – MARKETING MATERIALS UPDATE

A new brochure on climate change will be available to the sales outreach representatives in the District of Columbia and Maryland. A mock-up will be available at the October 20th meeting.

AGENDA ITEM 8 – TRAINING ITEMS

Mark Hersey, COG/TPB staff, briefed the committee on future training sessions in FY2010 as well as distributed the training schedule. The first session is slated for October (*see previous meeting handouts for full schedule).

AGENDA ITEM 9 TELEWORK UPDATE

Mr. Ramfos updated the committee on the Telework Town Hall to be held at the Regan Building in September. New case studies will be available in early October on companies such as Marriott International, Noblis, and the United States Postal Service. There are two major on-call sites, Marriott and Charles County Government. There is also a new Facebook page on Telework available on the Commuter Connections web site. The primary purpose of the Facebook page is to offer a collaborative forum for employers and those who telework as well as a means of getting special information such as case studies out to prospective clients. The effort is being spotlighted in the next newsletter plus a link is on the Commuter Connections web site.

AGENDA ITEM 10 – LIVE NEAR YOUR WORK UPDATE

Mr. Hersey reported that there were three LNYW employer events in the month of June; Prince George's County, Prince William County, and DATA. All three were successful efforts and attendance was satisfactory. Committee members were reminded that funding was available in FY 2010 for additional LNYW seminars and workshops.

AGENDA ITEM 11 – EMPLOYER OUTREACH ROUNDTABLE

Mr. Ramfos informed the Committee that the ACT! TDM software interface is up and running although there was some difficulty in getting the records aligned due to duplicate entries in the ACT! database. Mr. Glenn Hiner of Fairfax County asked about the differences of conformity numbers and the numbers from the last TERM analysis. He asked that companies that are counted for conformity be identified and that information be given to the representatives. COG/TPB staff responded that such information will be provided at the next meeting as part of the reporting process.

AGENDA ITEM 12 – OTHER BUSINESS

The next meeting will be held at COG on Tuesday, October 20, 2009 at 10 a.m.