



EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the January 16, 2007 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 (10/17/06) NOTES

The group reviewed and approved the meeting notes as written.

AGENDA ITEM 3 – FINAL CONFORMITY REPORT FOR FIRST QUARTER FY07 AND DRAFT SECOND QUARTER FY07 CONFORMITY REPORT

Staff distributed the final conformity statement for the first quarter of FY2007 and the draft second quarter FY2007 conformity statement.

AGENDA ITEM 4 – ACT! DATABASE DISCUSSION

Staff updated the committee on the new ACT! database software upgrade and training timelines. The expected delivery of the upgrade would fall in early February, having the database up for testing and starting training approximate to that time period as well. Staff asked the members to submit their field requirements and definitions so that all are satisfied with the new application and with little ramp up time for regular use.

Agenda Item 5 – Live Near Your Work

UrbanTrans gave a recap of their kick-off Live Near Your Work (LNYW) event held on January 10, 2007. Ms. Barbara Favola of Arlington County gave the opening remarks and detailed the region's intentions of "smart growth" for the future. Several members of the local media, including The Examiner, Politico, and NBC4, attended the event and gave subsequent reviews of the kickoff. Upcoming events are planned for North Bethesda in April and Prince George's in April as well.

AGENDA ITEM 6 – NEW EMPLOYER OUTREACH GOALS AND CONTRACTS FOR FY2008

The committee received information regarding the new outreach goals for the sales jurisdictions. A chart detailing the new goals and current stable of clients was distributed to the group for their review.

Agenda Item 7 – Regional Telework Update

Mr. Nicholas Ramfos of COG updated the Committee on recent regional Telework outreach efforts. A new flow chart showing the work-flow process was distributed to the Committee. Additional case studies are being developed and Mr. Ramfos asked that the representatives submit eligible employer examples to bolster the growing list of Telework employers in the region.

Agenda Item 8 – FY2006 Customer Service Satisfaction Survey Final Report

The report was distributed and discussed by the Committee. The report was approved for release by the Committee and will also be reviewed for release by the Commuter Connections Subcommittee.

Agenda Item 9 – Employer Outreach Roundtable

Ms. Sharon Affinito of Loudoun County informed the Committee of outreach efforts to temporary placement agencies to distribute transit and commuting options for temporary workers.

Ms. Lisa DuMetz of UrbanTrans updated the Committee on upcoming seminars in Alexandria. The first would be held in February and would continue until April. Seminar topics would cover issues such as the transit benefit, third party administration, tax code information, incentive marketing, and the Metrochek switch to the paperless SmarBenefits program. The seminars will be held at the Charles Library on Duke Street in Alexandria.

Mr. Douglas Franklin of COG informed the Committee of the upcoming deadline for employer award nominations (February 2), and also some further background on the event in June at the National Press Club.

Mr. Greg Hiner of Fairfax County detailed the new GIS mapping project for Level 3 and Level 4 employers. The expectation is that the project will reveal avenues of outreach for employers located at activity centers and other sites.

Ms. Dotty Dalphon of Frederick County informed the Committee of the County's Chamber of Commerce event where local member employers were presented with the Commuter Connections program.

Ms. Lorraine Taylor of WMATA presented information on the upcoming Metro SmarBenefits seminars that would run from February to June. Highlights would include the switch to a paperless system and limits on paper fare media purchases that would happen after January 2008. The SmarTrip pilot in Alexandria with DASH is going well. Ms. Affinito mentioned that Loudoun is going to be its test pilot program for SmarTrip implementation over the course of 2007. Ms. Taylor also informed the Committee that the IRS Revenue Ruling on Commuter Benefits and Parking Benefits has created a challenging issue of the SmarTrip cards being universal for both transit use and parking. Metro is currently looking into a remedy for this matter.

Agenda Item 10 – Other Business

The next meeting will be held at COG on Tuesday, April 17, 2007.