



EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the April 17, 2018 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 (1/16/18) NOTES

The committee reviewed and approved the meeting notes as presented.

Agenda item 3 –SECOND QUARTER of FY 2018 AND THIRD QUARTER OF FY 2018 CONFORMITY VERIFICATION STATEMENTS

Mark Hersey, COG/TPB staff, distributed and reviewed the final second quarter FY 2018 and the draft third quarter FY 2018 conformity verification statements. The Committee was informed of the changes to the TERM counts.

AGENDA ITEM 4 – TRAINING UPDATE AND REVEIEW

Mark Hersey, COG/TPB staff, informed the Committee of the upcoming training sessions set for the fiscal year. The first session was held on September 26th, First/Last Mile Challenge. The 2nd session was held on December 4th, Effective Communication. The 3rd session was held on March 14th, Distracted Driving/bicycling/walking. The remaining training session will be held on June 14th - Improving Decision Making. The most recent training on distracted driving/bicycling/walking was received fairly well. The committee was updated on information from the most recent State of the Commute showing that commuters use their alternative commutes such as ridesharing or riding transit as opportunities to be productive on work projects.

AGENDA ITEM 5 – CASE STUDIES

Mark Hersey, COG/TPB staff, updated the Committee on the status of the employer case studies. One has been completed, World Resources Institute in the District of Columbia and one is a work in progress, Fairfax Hospital as well as some prospects at the National Harbor.

AGENDA ITEM 6 – EMPLOYER SURVEY ARCHIVE APPLICATION UPDATE

Mark Hersey, COG/TPB staff, informed the Committee on recent updates to the Employer Survey Archive Application. Several filters for data examination are now available. The user can now sort surveys by specific jurisdiction and by surveys conducted prior to 2006 and post 2006. The survey query results have been streamlined for summary review. Cross tabs have been added that display distance to work providing options for reporting. Future enhancements planned are: Updated AVO calculations; Map package that uses the ACT! database information with overlays with other employer information, activity centers, and rail centers; and, a web map linked to the Commuter Connections website.

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THE COMMUTER INFORMATION SOURCE FOR MARYLAND, VIRGINIA AND THE DISTRICT OF COLUMBIA

AGENDA ITEM 7 – ACT! DATABASE UPDATES

Mark Hersey, COG/TPB staff, updated the Committee on database fixes and troubleshooting helps. There were several problems with setting up new groups and using the tag mode. After consulting with the software developer, the problems were addressed and the Committee was shown tips on how to avoid those problems.

AGENDA ITEM 8 – EMPLOYER OUTREACH ROUNDTABLE

Judy Galen, Loudoun County, informed the Committee on the County's Green Measure efforts. Preparation for employer events for Earth Day and Bike to Work Day is in progress. A new brochure has been developed "It Pays to Share 66" highlighting carpool, vanpool, Metro, and bus options. It is part of a new incentive program for alternative commuting for Loudoun County residents. Vanpool groups receive a \$500 discount on startup, Commuter Bus riders receive a \$100-dollar SmarTrip card, and carpool riders receive a \$100 gas card.

Pinky Advani, Arlington Transportation Partners, updated the Committee on recent efforts in Arlington County. There is a new vanpool at the BAE facility and Virginia Hospital is switching to the transit benefit. The County is promoting National Walking day and has 96 employers and 1,200 employees/residents signed up.

Jim Larsen, Arlington County, told the Committee about the new mobile store that will be used for I-66 corridor. There is an ACT event in Harrisonburg on June 22. Arlington County just launched a 20 million rides campaign along with Capital Bikeshare that involves a scavenger hunt with 20 gold keys.

Ron Crites, Prince George's County, informed the Committee on preparations for Bike to Work Day as well as enhancements to the County's bike program.

Elizabeth Darak, Dulles Area Transportation Association (DATA), updated the Committee on DATA's outreach efforts with employers near the airport and hotels in Chantilly. A Spanish page has been added to the Reston Hospital with commute information for employees.

Holly Morello, PRTC, told the Committee of the upcoming Health & Wellness Fair at George Mason's Prince William campus and a table top event at Stratford University. In addition to those events there is also the Comcast Day being held in Manassas. There was a Transit Roundtable held at PRTC headquarters on March 30th.

George Clark, Tri-County Council for Southern Maryland, informed the committee on working with the Pax River military base in starting new vanpools as well as getting funding for a shuttle for employees on the base. There is also an upcoming webinar hosted by ACT on the new tax law and the effect on transportation benefits.

Prachi V , goDCgo, updated the committee on the Employer Ambassador Awards ceremony on March 30th. There were 130 attendees and 8 awards given. There are new bike maps ready for Bike to Work Day. There is a webinar being held on April 18th on having a bike friendly workplace.

Jim Buongiorno, WMATA, told the Committee about the updates to the SmartBenefits website as well as the application. The training materials for employers are also being updated.

Janice Fortunato, Go Alex, informed the committee on preparations for Bike To Work Day and Earth day. Upcoming events are scheduled for May 9th at the Alexandria Hospital and May 15th at the Carlyle. There are updates set for the bike map of Alexandria. On April 21st the 2nd annual "Alexandria Loves Their Pet" day is being held in Old Town and a table for transportation information.

Mackenzie Jarvis, Fairfax County, updated the Committee on Earth day and Bike To Work Day preparations as well as the next round of nominations for Best Workplaces for Commuters.

Ashley Skipper, Prince George's County, told the Committee of the Radio One advertisement for commute options for the County.

Kendall Tiffany, Frederick TransIT, informed the Committee on Earth day and Bike To Work Day preparations in the County.

Traci McPhail, North Bethesda TMD, updated the Committee on upcoming CID events and Bike To Work Day preparations. There is a new carpool incentive program for employers in the Rockville corridor.

Kelly Woodward, DATA, told the Committee about Earth day event preparation. DATA has been working on the SchoolPool effort targeting magnet and private schools.

Susanna Parker, Bethesda Transportation Solutions, informed the committee on efforts with the local chamber of commerce for a golf tournament as well as preparing for Bike To Work Day.

Antoinette Rucker, WMATA, updated the Committee on upcoming Earth day events and upcoming SmartBenefits seminars in Prince George's and Montgomery County. WMATA is looking to expand payment choice options for fares with a mobile tech app.

Nicholas Ramfos, COG/TPB staff told the Committee of the Flextime Rewards Incentive pilot with a full rollout set for July. Bike to work has 100 pit stops with a 20,000-registrant goal. On May 1st a new app rollout is happening in partnership with the University of Maryland called incenTrip with a points system based on employee trips. The committee was asked for volunteers to test the app.

AGENDA ITEM 9 – OTHER BUSINESS

The next Employer Outreach Committee meeting is scheduled for Tuesday, July 17, 2018 at 10:00 a.m.