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**EMPLOYER OUTREACH AD-HOC GROUP
MEETING AGENDA
Tuesday, October 19, 2004
10 a.m. to 12 noon**

Metropolitan Washington Council of Governments
777 North Capitol Street, NE
COG Board Room, Third Floor
Chairperson: Deborah Skea 703/777-0289
Staff Contact: Mark Hersey 202/962-3383

AGENDA

- | | | |
|----|---|---------------------|
| 1. | Introductions | (5 minutes) |
| 2. | Review of 7/20/00 Meeting Notes | (5 minutes) |
| 3. | First Quarter FY05 Conformity Statement
Staff will distribute the final conformity statement | (10 minutes) |
| 4. | FY04 Customer Satisfaction Survey Draft Report
The group will review the first draft of the FY04 Customer Satisfaction Survey. | (10 minutes) |
| 5. | Sales Support Calls and Optional Training
The group will be updated on the upcoming sales support Calls and other training opportunities for the fiscal year. | (10 minutes) |
| 6. | Employer Outreach Roundtable Discussion
Group members can share challenges and successes they Encountered in recent TDM outreach activities. | (75 minutes) |
| 7. | Other Business | (5 minutes) |

Employer Outreach Ad Hoc Group Meeting
Meeting Notes from July 20, 2004

Item #1 Introductions

Those attending introduced themselves (see attached list).

Item #2 Review of 5/18/04 Meeting Notes

The notes were approved as written.

Item #3 FY 2004 Commuter Survey Results

Staff presented and reviewed the final tabulation results with the group for the fiscal year 2004. Thirty-one employers were surveyed during the year and over 2,600 surveys were filled out and submitted by those companies. The overall response rate was 19% which was about the same for previous fiscal year (which was 20%).

Ms. Cynthia Capelli of Strategic Transportation Initiatives asked if the current fiscal year's budget was set to go. Mr. Nicholas Ramfos of COG replied that it was. Mr. Ramfos informed the group that the survey processing contract was renewed and that BMI won the bid and was retained as the survey processor. BMI will have new features such as direct access to reports online and the end user will be able to run cross tabs and comparisons. Some of the group asked if the survey could be changed and Mr. Ramfos responded that to ensure that the data collected from the surveys was reliable was that the questions were consistent for each survey.

Item #4 FY04 Draft Conformity Statement

Staff distributed and reviewed the draft conformity statement for FY04 with the group. As of the end of June, 2004 over 430 companies had either a Level 3 or Level 4 TDM program offered to their employees.

Item #5 FY04 Final Invoices and FY05 Scopes of Work

Staff informed the group that the final invoices for FY04 were due as the day of the meeting and if any had not yet billed COG that they do so as soon as they could so the books could be closed for FY04.

Item #6 Wilson Bridge Update

Ms. Michelle Holland of the Wilson Bridge Project updated the group on the progress of the Wilson Bridge construction and congestion assistance efforts for the affected commuting areas. The motto for congestion relief is "Mission Possible." After more than four years into construction, 30 of the 45 contracts have been completed. The Wilson

Bridge Project wants to get the word out to employers and working with the Commuter Connections Employer Outreach Group would be a beneficial partnership.

Item #7 NuRide Presentation

Mr. Rick Steele of NuRide presented the NuRide program to the group. The program is flexible and is a network of participants who enlist to share a ride and earn points towards store credits from vendors such as Home Depot and Starbucks Coffee. Currently the NuRide program is working with eleven large employers (AOL, Orbital Sciences, Shaw Pittman, and Oracle to name a few) in promoting the program at those employment sites. Mr. Steele demonstrated different aspects of the program such as miles saved, detailed analysis of commuters' trips, and networking with commuters.

Item #8 Employer Outreach Roundtable Discussion

Mr. Ramfos informed the group of the new Park and Ride map that Commuter Connections produced and distributed samples for the group.

Item #9 Other Business

The meeting adjourned at its designated time. The next meeting date is October 19th, 2004.

**EMPLOYER OUTREACH AD-HOC GROUP
MEETING SIGN-IN SHEET
Tuesday, July 20, 2004**

(Please put a T beside your name, or add it using the space provided at the end of page two.)

* Chair

** COG Staff Contact

	NAME	ORGANIZATION/AFFILIATION	CONTACT NUMBER
	Debra Adams	MD Mass Transit Administration	410-767-8356
	Mirza Morris	North Bethesda Transportation Center	301-770-8108
X	Muriel Bowser	Montgomery County Commuter Service	301-565-5708
	Sandra Brecher	Montgomery County Commuter Services	301-565-5870
X	Kate Konrad	Arlington Transportation Partners	703-247-9299
X	Robin Bouse	STI	301-931-6462
X	Robin Briscoe	Tri-County Council for Southern Maryland	301-870-2520
	Cynthia Capelli*	Strategic Transportation Initiatives	703-222-9373
	Lisa Dumetz	Fairfax County RIDESOURCES	703-324-1109
X	Shauna Brown	Alexandria Rideshare	703-838-3800
	Lois DeMeester	Arlington Transportation Partners	703-247-9293
	Mary Jane DeSonia Dye	Alexandria Transit Company	703-370-3274
X	Nancy Norris	Transit Services of Frederick County	301-631-3543
	Christopher Hamilton	Arlington County Department of Public Works	703-228-3725
	Kathleen Jackson	TYTRAN	703-799-5394
	Ken Jarocki	VPSI Inc.	703-329-4001
	Howard Jennings	The Jennings Group	804-282-0558
	Eric Gilliland	Washington Area Bicyclist Association	202-628-2500
	W. Earl Long	Baltimore Metropolitan Council	410-333-1750 x253
	Damon Harvey	DC Department of Transportation	202-671-2231
	Chris Napolitano	Joint Venture Marketing & Communications	301-577-0887

	NAME	ORGANIZATION/AFFILIATION	CONTACT NUMBER
	Charlene Robey	Virginia Department of Rail & Public Transportation	804-786-7968
	Peggy Schwartz	TAP/North Bethesda TMD	301-770-8108
X	Katie Sihler	Arlington Transportation Partners	703-247-9290
	Christina Gordon	Arlington Transportation Partners	703-247-9299
	Howard Simons	MD Department of Transportation/OPCP	410-865-1296
X	Deb Skea	Loudoun County Department of Planning	703-777-0289
	Linda Stewart-Bvrd	MDOT	410-865-1308
	Lorraine Taylor	Washington Metropolitan Area Transit Authority	202-962-2768
	Walter Daniel	Fairfax County Office of Transportation	703-324-1168
X	Sharon Affinito	Loudoun County OTS	703-771-5251
X	Kristen Fink	Bethesda Transportation Solutions	301-656-0868
X	Michelle Parker	Bethesda Transportation Solutions	301-656-0868
	Keith Bonds	MDOT	410-865-1305
	Jim Carlson	Montgomery County Commuter Services Section	301-565-7378
	Jim Larsen	DATA	703-817-1307
	Francine Waters	Bethesda Transportation Solutions	301-656-0868
X	Phyllis Doak	Strategic Transportation Initiatives	703-684-4476
X	Michelle Holland	Woodrow Wilson Bridge	703-329-0300
X	Diane Stanton	Arlington Transportation Partners	703-247-9291
X	Shelley Mann	Arlington Transportation Partners	703-247-9291
X	Lynn T. Sivels	Prince George's County DPW &T	301-883-5656
X	Victor Egu	Prince George's County DPW &T	301-883-5656
X	Valerie Pardo	VDOT NOVA	703-383-2227
X	Rick Steele	NuRide Inc.	703-871-5251

NAME	ORGANIZATION/AFFILIATION	CONTACT NUMBER
<input checked="" type="checkbox"/> Nicholas Ramfos	COG/TPB	202-962-3313
<input type="checkbox"/> Christopher Arabia	COG/DTP	202-962-3385
<input checked="" type="checkbox"/> Mark Hersey**	COG/DTP	301-962-3383
<input type="checkbox"/> Danette Campbell	COG/DTP	202-962-3286
<input type="checkbox"/> Douglas Franklin	COG/DTP	202-962-3792
<input checked="" type="checkbox"/> Ryan Marshal	COG/DTP	202-962-3200

Revised May 2004

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