

**EMPLOYER OUTREACH COMMITTEE
MEETING HIGHLIGHTS
APRIL 16, 2024**

1. INTRODUCTIONS

The meeting was brought to order by Antionette Rucker, WMATA. Dan Sheehan, COG/TPB staff, asked attendees participating virtually to introduce themselves when their jurisdiction was announced and meeting attendees that were attending the meeting in-person introduced themselves afterwards.

2. MEETING HIGHLIGHTS FROM APRIL 16, 2024

Antionette Rucker, WMATA, requested a motion to approve the highlights of the previous Employer Outreach Committee meeting. George Clark, TCCSMD, made a motion to approve the highlights; Holly Morello, OmniRide, seconded the motion. The Committee approved the meeting highlights from the April 16, 2024 Employer Outreach Committee meeting.

3. FINAL SECOND QUARTER FY2024 AND DRAFT THIRD QUARTER FY2024 CONFORMITY VERIFICATION STATEMENTS

Mark Hersey, COG/TPB staff, presented the final second quarter FY2024 and draft third quarter FY2024 conformity verification statements.

4. 2024 EMPLOYER RECOGNITION AWARDS - UPDATE

Douglas Franklin, COG/TPB staff, updated the Committee on the 2024 Employer Recognition Awards event. The event is expected to be held in September and coincide with the 50th Anniversary Celebration for Commuter Connections. The event will have three components, the awards, the 50th anniversary, and the rollout of the CommuterCash app. There were 17 employers nominated for awards with 3 winners selected: Horizon in Montgomery County, Comstat in Fairfax County, and Groundswell also in Fairfax. The Employer Outreach team award went to Montgomery County.

5. RIDE FOR THE REGION TRANSIT CHALLENGE

Dan Sheehan, COG/TPB staff, briefed the Committee on the Ride for the Region Transit Challenge. There were eight employers who participated. The concept was developed by a task force formed by WMATA and Advanced Energy Group in the Fall of 2023. By use of gamification the challenge was to spur an increase in transit use and the format would mimic the March Madness of College basketball in regards to the friendly competition. There were 52 rider/participants who completed 238 trips during the month of April.

6. FY2024 TDM AND SALES TRAINING SESSIONS

Mark Hersey, COG/TPB staff, updated the group on the upcoming training session to be scheduled for May, titled “Educating ETCs.” It will be a virtual half-day training session. Committee members expressed a desire to be given training dates months in advance, if possible. Mr. Hersey responded that trainings are contingent upon trainer availability, but advised that staff will attempt to schedule trainings as far in advance as possible.

7. EMPLOYER OUTREACH SATISFACTION SURVEY

Mark Hersey, COG/TPB staff, presented information on the completed satisfaction survey of employer clients of the Commuter Connections program. The survey is conducted every five years and is distributed to the current stable of clients kept in the regional Act! database. The survey is sent to every client from Levels 1 through 4. The incentive for completing the survey was a \$50 Amazon gift card. The winners were selected randomly. The results were smaller than expected with a 1% response rate for the 4,723 surveys distributed.

8. EMPLOYER OUTREACH ROUNDTABLE

George Clark, TCCSMD, mentioned recent meetings with the local Chambers of Commerce and working with the Military Alliance Employers in Southern Maryland.

Shelley Monique, Montgomery County, related efforts on upcoming CID events as well as Bike to Work Day preparations.

Dorian Apiece, goDCgo, related information on the District’s Parking Cashout ordinance enforcement as well as the upcoming commuter challenge that will run from March until May.

Traci McPhail, NBTMD, also mentioned the Walk-n-Ride outreach efforts and upcoming virtual CID employer events.

Jennifer Bolick, Fovndry, informed the Committee of the Friendship Heights, Rockville, Silver Spring promotion of the Cool Commute Challenge.

Hamzat Sani, GO Alex, updated the Committee on preparations for Earth Day as well as Bike to Work Day.

Rachel Coppe, ATP, related information on the upcoming Earth Day events as well as Bike to Work Day.

Theresa McMullin, Fairfax County informed the Committee on Earth Day events participation as well as promotion of the Plus50 SmartBenefits program.

Judy Galen, Loudoun County, mentioned the County’s preparations for Earth Day and Bike to Work Day.

Holly Morello, OmniRide, related information on Prince William County’s employer outreach efforts for Resource Day set for May 18th as well as Bike to Work Day and employer events at Quantico for Earth Day.

Stacey King, MDOT, informed the Committee on developments in using the new dedicated database to track employer participation as well as expanded outreach efforts for the Key Bridge affected employers in the Baltimore area.

9. OTHER BUSINESS

No discussion.

10. ADJOURN

The next meeting of the Employer Outreach Committee meeting will be held on July 16, 2024, from 10:00 a.m. to 12:00 p.m.