



## **EMPLOYER OUTREACH COMMITTEE MEETING**

### **Meeting Notes from the October 21, 2014 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 (7/15/14) NOTES**

The committee reviewed and approved the meeting notes as written.

#### **AGENDA ITEM 3 – CHANGE OF CHAIRPERSON**

Ms. Shawntea Smith of Prince George's DPWT completed her term as chair and received a plaque recognizing her stewardship of the Employer Outreach Committee. Megan McCarty of goDCgo was installed as the new Chairperson for FY15 and Marcus Moore of Fairfax County DOT as the Vice Chairperson.

#### **AGENDA ITEM 4 – FOURTH QUARTER FY 2014 AND FIRST QUARTER FY 2015 CONFORMITY VERIFICATION STATEMENTS**

COG/TPB staff distributed and reviewed the final fourth quarter FY 2014 and the draft first quarter FY 2015 conformity verification statements.

#### **AGENDA ITEM 5 – ACT! UPGRADE**

Mark Hersey, COG/TPB staff updated the committee on the upgrade to ACT! version 16. There were no significant changes to the software structure. There were several enhancements in regards to social media tie ins and report creation. Training is available for all representatives if requested, either on-site or coming into the Council of Governments.

#### **AGENDA ITEM 6 – DISTRICT OF COLUMBIA TRANSIT BENEFIT LAW**

Megan McCarty of goDCgo informed the committee on the new legislation enacted by the DC Council. The transit benefit ordinance requires employers with at least 20 or more employees to offer the transit benefit to their workers. Beginning on January 16, 2015 the ordinance will go into effect. The ordinance was a part of a larger sustainability legislation that the DC Council passed. If the employer does not offer transit benefits they can offer alternatives such as employee shuttles to and from transit stations. There are no penalties for non-compliance but it is being considered for further legislation in the future. A workshop on November 6 at Busboys and Poets will outline the ordinance and the options available for DC employers.

#### **AGENDA ITEM 7 – TRAINING UPDATE AND REVIEW**

NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD, 777 NORTH CAPITOL STREET, N.E., SUITE 300,  
WASHINGTON, DC 20002-4239

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

Mark Hersey, COG/TPB staff, updated the Committee on the upcoming training sessions for the current fiscal year. A session on Vanpool/Employee Shuttle Formation was held on September 29, 2014. The session was viewed as helpful and informative especially about shuttles and how local vendors such as VRide and Enterprise can assist in vanpool formation. The remaining sessions are:

December 2014 – Selling TDM with Social Media

March 2015 – Flexible Workschedules/Teleworking

June 2015 – How to Resell a Client

### **AGENDA ITEM 8 – EMPLOYER CASE STUDIES**

The new three case studies from FY2014 as well as the previous ones are now available on the Commuter Connections website. The committee members were asked to submit viable candidates for the current fiscal year.

### **AGENDA ITEM 9 – EMPLOYER OUTREACH ROUNDTABLE**

Mark Sofman of Montgomery County Commuter Services Section gave information on the County's Walk-n-Ride Challenge. Over 130,000 million paces were counted with about 1,000 participants. Tracy McPhail of North Bethesda Transportation related that there were some difficulties with some participants in regards to email access to the team accounts. The winning team got \$125 gift card, second place received a \$75 gift card, and the third place team received a \$50 gift card. There were also random prize drawings each week with various items given. This is the seventh year of the challenge and it ran for three weeks in September. Judy Galen of Loudoun County informed the committee about the 5<sup>th</sup> annual Green Business Awards to be held on October 31<sup>st</sup>. Kelly Woodward of Dulles Area Transportation Association (DATA) related information on the Live More event held in Reston at the Reston Town Center on October 1<sup>st</sup>. The event helped highlight the new Silver Line stations. Meredyth Jensen of goDCgo informed the committee of recent efforts to coordinate with the DC BIDS to get information on employer moves in and out of the District. There is also a toolkit for employers highlighting the new transit benefit ordinance and an informational piece on educating employers/employees on Guaranteed Ride Home. There is also a new Circulator route from Union Station to the National Mall. Marcus Moore of Fairfax County related the County's recent work study group on Bike Sharing in the County. Fairfax is looking at Reston as the most viable area for bike sharing tying into the Silver Line expansion. Pinky Advani of Arlington Transportation Partners informed the committee of the Champions 2014 recognition program and the October 1<sup>st</sup> networking event. The next event is a banquet function in January 2015. Holly Morello of PRTC gave information on the SHRM event held in early October with over 200 attendees and with strong representation from Prince William employers. There was also a survey done at Strathmore University.

### **AGENDA ITEM 11 – OTHER BUSINESS**

The next Employer Outreach Committee meeting is scheduled for January 20<sup>th</sup>, 2015.