

**EMPLOYER OUTREACH AD-HOC GROUP**  
**MEETING NOTES**  
**Tuesday October 19, 2004**

**ITEM # 1 – Introductions**

The meeting began with introductions from those in attendance (see attached attendance sheet).

**ITEM # 2 – Review of 7/20/2004 Meeting Notes**

The minutes were approved as written.

**ITEM # 3 – First Quarter FY05 Conformity Statement**

Staff updated the group on the final conformity numbers for the region. A certificate of appreciation was given to the outreach representatives of Prince William County for attaining their jurisdiction's individual sales goal of six companies that have successfully implemented a Level 3 or Level 4 program.

**ITEM # 4 Sales Support Calls and Optional Training**

Staff informed the group of the upcoming sales support calls occurring the week of October 25. The group also was informed of optional training for ACT! software if interest in having sessions was measurable.

**ITEM # 5 Draft Satisfaction Survey FY04 Report**

Staff distributed and presented the draft Customer Service Satisfaction Survey Report for FY04. A total of 1,653 surveys were sent out. There were 215 respondents and 87 returned mail for bad addresses. The response rate was 13%. Staff then gave a synopsis of the results from the questions contained in the survey. The group was asked to provide edits to mark Hersey by October 31<sup>st</sup>. The draft report would be presented to the Commuter Connections Subcommittee on November 16<sup>th</sup> for review and comment and this group will be asked to endorse the report at the January 18<sup>th</sup> meeting.

**ITEM # 6 Employer Outreach Roundtable Discussion**

Doug Franklin of COG updated the group on the Best Workplaces for Commuters Recognition event held on October 14. Highlights of the ceremony were the Commuter Cup trophy for Silver Spring and Arlington Transportation Partners, keynote address by Montgomery County Executive Douglas Duncan, and over 70 companies attended.

Mr. Franklin also updated the group on the FY05 Employer Recognition Awards event in June 2005. The application deadline for award nominations is February 4<sup>th</sup>, 2005.

Ms. Cynthia Capelli updated the group on STI's most recent activities in the District of Columbia and Frederick County.

**ITEM #7 Other Business**

The next meeting will be held on January 18th, 2005.

**EMPLOYER OUTREACH AD-HOC GROUP  
MEETING SIGN-IN SHEET  
Tuesday, October 19, 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

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