

EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the October 15, 2019 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 (7/16/19) NOTES

The Committee reviewed and approved the meeting notes as presented.

AGENDA ITEM 3 – CHANGE OF CHAIRPERSON AND SEATING OF NEW VICE CHAIR

Paul Gatons, Montgomery County, assumed chairmanship from Judy Galen, Loudoun County. Mr. Gatons presented a plaque in gratitude to Ms. Galen for her service as Chairperson from October 2018 to October 2019. Rebecca Johnson, goDCgo, was announced as the new Vice Chair for the Committee.

AGENDA ITEM 4 – FINAL FOURTH QUARTER OF FY 2019 AND DRAFT FIRST QUARTER OF FY 2020 CONFORMITY VERIFICATION STATEMENTS

Nicholas Ramfos, COG/TPB staff, distributed and reviewed the final Fourth Quarter FY 2019 and the draft First Quarter FY 2020 conformity verification statements. Mark Sofman, Montgomery County, questioned with the next attainment goals should be met. Mr. Ramfos responded that June 30, 2020 is the three-year evaluation period goal date.

AGENDA ITEM 5 – LEAD GENERATOR TEMPLATE UPDATE

Dan Sheehan, COG/TPB staff, gave a quick overview of the updated Lead Generation Flow Chart. The chart serves as a step-by-step recommended process for properly processing and addressing employer outreach leads. Mr. Sheehan stressed the importance of collaboration and communication between local jurisdictions and WMATA whenever employers express interest in SmartBenefits programs. As much information as possible should be collected and inputted into the ACT! Regional Employer Database so customized communications and proper analysis can be made for each employer.

AGENDA ITEM 6 – FY 2019 EMPLOYER SATISFACTION SURVEY REPORT

Nicholas Ramfos, COG/TPB staff, briefed the Committee on changes to the narrative within the FY2019 Employer Satisfaction Survey Report as a result of comments received from the Committee during the open comment period. The report indicated program satisfaction levels are generally high, however, contact information within the ACT! Regional Employer database is in need up update and review.

Mr. Ramfos noted that missing page numbers and data labels will be added before official publishing; he also asked the Committee for areas of improvement within the report. The

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

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DISTRICT OF COLUMBIA**

Committee recommended listing both contractors who assisted in data collection for the report (CIC Research and LDA Consulting), adjusting Figure 2, and confirming sample sizes for all figures throughout the report.

Heidi Mitter, VDOT, asked about the frequency of the survey. Mr. Ramfos responded that the survey is conducted and results distributed every five years.

Mr. Ramfos asked for a Committee endorsement of the report with the abovementioned corrections included. George Clark, TCCSMD, motioned for approval; Mark Sofman, Montgomery County, seconded. The Committee elected to endorse the report.

AGENDA ITEM 7 – TRAINING REVIEW AND UPDATE

Nicholas Ramfos, COG/TPB staff, recapped the *Flexwork and Telework* training session conducted by Elham Shirazi on September 30th, 2019. The training provided a detailed overview of how to successfully sell and implement flexwork and telework programs at employers. Members of the Committee commented their appreciation of Ms. Shirazi's attention to detail and the valuable policy resources she shared.

Remaining FY2020 training sessions include:

1. Pitching Products and Projects to the C-Suite – December 2019
2. Best Practices for increasing participation in Commuter Benefits Programs – March 2020
3. Write less but say more – June 2020

AGENDA ITEM 8– EMPLOYER OUTRACH PROGRAM ELEMENT ANALYSIS AND ACT! DATABASE INPUTS

Lori Diggins, LDA Consulting, gave a presentation detailing the measurement process for evaluating the TDM impacts of the Commuter Connections Employer Outreach program. The evaluation framework is documented in great detail within the *Commuter Connections TDM Program Elements – Revised Evaluation Framework 2018 – 2020* document recently endorsed by the Commuter Connections Subcommittee. When evaluating the Employer Outreach element, an estimation of vehicle trips and vehicle miles travelled (VMT) reduced is done using a predictive model, known as the EPA Commuter Model, for specific services offered by each Employer Outreach client. This requires an understanding of how individual TDM services influence travel behavior change and the extent of change that are likely for each service.

Ms. Diggins then provided context for commute influencers. While many factors exist, time and cost are the top two factors influencing commute choices. Other primary factors include availability and safety; secondary factors include convenience, flexibility, etc.

The contextual understanding of commute influencers is then analyzed alongside data recorded by local TDM representatives within the ACT! Regional Employer database. Inputs from the database include number of employees at worksite, employer type, level of transit service, starting mode split, travel distance for each mode, and the specific package of TDM strategies offered at the worksite. This data is fed into the EPA commuter model to produce estimates for mode-change strategies. Estimates include outputs such as the effectiveness of various cost strategies at influencing mode choice (e.g. parking costs, direct/pre-tax commuter benefits, etc.),

the impact of time on mode choice, the impact of telework and compressed work schedules, and other various employer offerings that may impact employee commute mode choice.

In concluding the presentation, both Ms. Diggins and Nicholas Ramfos, COG/TPB staff, stressed the importance of accurate data being logged within the ACT! Regional Employer Database in order for successful program analysis to occur. Local jurisdictions were encouraged to revisit employers within their reporting area before the end of this calendar year to validate/update data as needed.

AGENDA ITEM 9 – EMPLOYER OUTREACH ROUNDTABLE

Kendall Tiffany, Frederick County, informed the committee of an upcoming telework lunch & learn promoted through the local Chamber of Commerce.

Judy Galen, Loudoun County Commuter Services, highlighted the county's partnership with Best Workplaces for Commuters and the +\$50 partnership with Fairfax County in regards to Metrorail service coming soon to the County.

Antoinette Rucker, WMATA, announced the SmartBenefits portal had been updated and new employers can now enroll via self-service functionality. A mobile app is currently being tested.

Heidi Mitter, VDOT, announced the annual transportation meeting occurring on October 22nd is focusing on bicycle/pedestrian safety. The University Boulevard Park & Ride lot will be open in early October; the I-395 HOV Express Lanes will open in November.

Marie Cox, Arlington Transportation Partners, informed the Committee that the Champions program will be wrapping up in November. Health and benefit fairs are upcoming. Staff at ATP have conducted over 210 ACT! database update calls and received a 41% response rate.

Kelly Woodward, DATA, highlighted two large events: *Focus on the Future* (which included several local and state stakeholders) and a trade show with Waze, Metro, and Transform 66.

Mark Sofman, Montgomery County Commuter Services, noted the Walk-N-Ride Challenge concluded on September 22nd and a countywide commuter survey is currently in the data-processing stage.

George Clark, TCCSMD, discussed a potential partnership with the Chamber to conduct a commuter survey. Telework promotions are also ongoing.

Traci McPhail, North Bethesda Transportation Center, informed the Committee of a residential and employer survey currently in process. Events are currently being scheduled around the survey; staff are preparing for the upcoming benefits and health/wellness fairs.

James Davenport, Nspire Green, informed the Committee of targeted events being held at businesses along the I-66 corridor.

Marcus Moore, Fairfax County, noted that data cleanup is in-process within the ACT! Regional Employer database. This is also the ninth year of Best Workplaces for Commuters in the County.

AGENDA ITEM 10 – OTHER BUSINESS

Dan Sheehan, COG/TPB staff, displayed a sample Sales Portfolio Folder that can be customized for jurisdictions who wish to use them for outreach efforts. Mr. Sheehan asked that all orders be submitted by October 31st.

The next Employer Outreach Committee meeting is scheduled for Tuesday, January 21, 2020 at 10:00 a.m.