

EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the October 15, 2013 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 (7/16/12) NOTES

The committee reviewed and approved the meeting notes as written.

AGENDA ITEM 3 – INSTALLATION OF NEW CHAIRPERSON AND ANNOUNCEMENT OF NEW VICE CHAIR

Ms. Deanna Reid of Prince George’s County was installed as the new chairperson for the committee. Anna McLaughlin of the District of Columbia was announced as the new vice chair. The outgoing chair, Holly Morello of Prince William County was given a commemorative plaque for her service as chair for FY13.

AGENDA ITEM 4 –FOURTH QUARTER FY 2013 AND FIRST QUARTER FY 2014 CONFORMITY VERIFICATION STATEMENTS

COG/TPB staff distributed and reviewed the final fourth quarter FY013 and the draft first quarter FY 2014 conformity verification statements. COG/TPB staff informed the committee to double check the database for the ID status “undeliverable” and to make corrections where applicable to ensure accurate information for the upcoming satisfaction survey and TERM analysis.

AGENDA ITEM 5 – EMPLOYER CASE STUDIES

COG/TPB staff updated the Committee on the new Employer Outreach case studies being developed. One new case study, Booz Allen, was shown to the group and the finalized Europ Assistance should be available for the January meeting. Companies profiled should have at least 50 employees at a worksite. However, preferably the companies showcased should have 100 or more employees at their worksites.

AGENDA ITEM 6 – EMPLOYER OUTREACH LEVELS OF PARTICIPATION

COG/TPB staff reviewed the recent changes to the levels of participation for the committee. Included for level 3 employers are the bike benefit, capital bikeshare corporate partnership, and transit screens. The ACT! database will reflect these changes with new fields to capture that data.

AGENDA ITEM 7 – MULTI-SITE CORPORATE SITES

COG/TPB staff asked the committee members about their strategies for employers with multiple sites in the region. Many of the national companies, mostly retailers, have an across the board

approach to employee benefits and there is significant difficulties in getting in touch with decision makers for these policies. Several members suggested coordination with commuter related associations such as ACT or APTA to make headway in getting programs started at these multi-site employers.

AGENDA ITEM 8 – TRAINING UPDATE AND REVIEW

COG/TPB staff updated the Committee on the training sessions for the current fiscal year. One session was held on September 30th covering flex schedules/compressed work week and telework. A second session is slated for December on structuring your sales meeting. Two more sessions are scheduled for March and June.

AGENDA ITEM 9 – ACT! CRM TRAINING

COG/TPB staff related information regarding the upgrade of the ACT! database and the change of ownership of the software vendor. In conjunction with COG/ITS staff the product will be reviewed and a possible implementation would be either during the current fiscal year or FY 2015.

AGENDA ITEM 10 – EMPLOYER OUTREACH ROUNDTABLE

Mark Sofman of Montgomery County updated the committee on the County's Walk-n-Ride Challenge held earlier in the year and the start of employer surveys beginning in March and April of 2014. Traci McPhail of Bethesda Transportation Solutions related information on Car Free Day in Bethesda. Margie Weaver of TransIt of Frederick County informed the committee of recent efforts with the Big Biz Expo in September and with assisting employers interested in LEED certification. Jennifer D'Adamo of Prince George's County updated the committee on the upcoming employment fair being held at the National Harbor for Tanger Outlets. Marcus Moore of Fairfax County related that the new Best Workplaces for Commuters video spot has been cut and distributed to media outlets. Avram of UrbanTrans updated the committee of the upcoming benefit breakfast session in Haymarket with Novant. Holly Morello of Prince William County related to the committee that the vanpool alliance program was launched in September.

AGENDA ITEM 11 – OTHER BUSINESS

The next Employer Outreach Committee meeting is scheduled for January 21st, 2014.