



EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the July 18, 2017 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 (04/18/17) NOTES

The committee reviewed and approved the meeting notes as written.

AGENDA ITEM 3 – THIRD AND FOURTH QUARTER OF FY 2017 CONFORMITY VERIFICATION STATEMENTS

Mark Hersey, COG/TPB staff, distributed and reviewed the final third quarter FY 2017 and the draft fourth quarter FY 2017 conformity verification statements. Mr. Hersey mentioned that the numbers for most of the jurisdictions were positively affected by the updating of those companies that were under analysis for the FY 2017 TERM analysis.

AGENDA ITEM 4 – EMPLOYER CASE STUDIES

Mark Hersey, COG/TPB staff, updated the Committee on the employer case studies. The first case study completed was the Cadmus Group in Bethesda, the second was the Consumer Technology Association in Arlington, and the third was Mathematica Policy Research in the District. Mr. Hersey asked the group to submit any candidates for consideration.

AGENDA ITEM 5 – TRAINING UPDATE AND REVIEW

Mark Hersey, COG/TPB staff, informed the Committee of the upcoming training sessions set for the fiscal year. Four sessions starting in September. The sessions are as follows: 1. First/Last Mile Challenge; 2. Effective Communication; 3. Distracted Driving; and, 4. Improving Decision Making.

AGENDA ITEM 6 – MONTGOMERY COUNTY'S FARESHARE PROGRAM

Derrick Harrigan of Montgomery County Commuter Services briefed the Committee on the County's reintroduction of the FareShare program. The FareShare program offers employers a cost effective way to help employees' commutes. Fareshare is a match funding effort for employers to provide a transit or vanpool benefit for employees. For companies that do not provide a benefit the County will match start-up costs per employee up to \$50 per month. Employers are eligible to apply the Maryland State tax credit for their contribution, reducing the outlay per employee. The program is offered to employers for a 12 to 24 month period and employers are eligible to receive up to \$10,000 annually. The company is required to survey employees at the outset and end of the program to measure effectiveness. Along with enrolling with the program the employer is also required to submit a traffic mitigation plan with assistance from the County.

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DISTRICT OF COLUMBIA**

AGENDA ITEM 7 – ACT! DATABASE REVIEW AND HELPFUL HINTS

Mark Hersey of COG/TPB staff gave a presentation with the ACT! database for the committee. Several of the committee members learned about work arounds when the application isn't working correctly. Mr. Hersey provided a cheat sheet for helps on how to process reports and detailed searches as well as groups.

AGENDA ITEM 8 – EMPLOYER OUTREACH ROUNDTABLE

Judy Galen of Loudoun County updated the committee on the County's vanpool formation outreach and applying the transit benefit for assistance. A video has been produced on how to ride Loudoun transit buses and carpooling.

Heidi Mitter of VDOT mentioned that the FY 2018 funding agreements are due to the State from the jurisdictions.

Dereck Harrigan of Montgomery County Commuter Services Section related that FareShare is up and running and that the County is looking to add an additional 10 more bike share stations to the current 70 by the end of FY 2018.

Meredith Hill of MDOT informed the committee of the Transportation Secretary's TDM program assessments. There is an aggressive timeline geared towards the end of October.

Mark Sofman of Montgomery County Commuter Services Section mentioned the Montgomery County Liberty program and the Walk-n-Ride website update.

Marcus Moore of Fairfax County told the committee of the new hires for the outreach team. The team is working with the Reston Chamber of Commerce for outreach. The SmartBenefits Plus 50 movie ads have been running the past two weeks.

Janice Fortunado of Go Alex updated the committee on the City's new video and brochures.

Kelly Woodward of the Dulles Area Transportation Association mentioned that they are working towards a grant proposal focused on bicycling/walking for the last mile to work.

Kendall Tiffany of Frederick TransIT related information about efforts to assist Common Market with their upcoming employer fair.

Traci McPhail of North Bethesda Transportation mentioned recent efforts with the City Cycling Class and preparations for Car Free Day.

Holly Morello of Prince William County updated the committee on recent efforts working with the County's chambers of commerce and are developing an employer handbook.

Nicholas Ramfos of COG/TPB staff mentioned that the Flextime Incentive pilot will be launched in the Fall.

George Clark of Tri-County Council for Southern Maryland informed the committee on upcoming employer fairs and the October summit on "Planes, Trains, and Automobiles" for employers.

AGENDA ITEM 11 – OTHER BUSINESS

The next Employer Outreach Committee meeting is scheduled for Tuesday, October 17, 2017 at 10:00 a.m.