



EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the October 20, 2015 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 (7/21/15) NOTES

The committee reviewed and approved the meeting notes as written.

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

Marcus Moore of Fairfax County was installed as Chairperson for FY2016 with George Clark of Tri-County Council for Southern Maryland as Vice Chair. Meredyth Jensen was given a plaque commemorating her tenure as chairperson during FY2015.

AGENDA ITEM 4 – FOURTH QUARTER FY2105 AND FIRST QUARTER OF FY 2016 CONFORMITY VERIFICATION STATEMENTS

Mark Hersey, COG/TPB staff, distributed and reviewed the final fourth quarter FY 2015 and the draft first quarter FY 2016 conformity verification statements.

AGENDA ITEM 5 – EMPLOYER CASE STUDIES

Mark Hersey, COG/TPB staff updated the committee on the employer case studies. There are two candidates slated for consideration, World Bank and Leidos, but the Maryland employer slated for consideration decided not to be involved. The committee members were asked to proffer any other candidates for consideration.

AGENDA ITEM 6 – TRAINING UPDATE AND REVIEW

Mark Hersey, COG/TPB staff, informed the Committee of the upcoming training sessions planned for the fiscal year. The committee members were updated on the recent training held in September for Survey Training and the upcoming sessions for the rest of the fiscal year. The next sessions are:

December 8, 2015 – Persuasive Presentation
March 2016 – Bike/Pedestrian Training for Employers
June 2016 – Meeting Management

The sessions were determined by a survey of the representatives. The final two the sessions will be full day sessions.

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**

AGENDA ITEM 7 – WORK SITE ELECTRIC CAR CHARGING STATIONS AND TERM EVALUATION

Nicholas Ramfos, COG/TPB staff, informed the committee that electric car charging stations at employer sites were added to the levels of participation as a Level 1 program. The evaluation of impacts using electric car charging stations is still in the formative process and more data will be needed to make a full determination if a participation level would be changed. Some on the committee asked what factors are involved in evaluating employers with charging stations. The three areas of consideration are:

1. If the employer has a station
2. The number of stations
3. The type of charging stations (Level 1 or Level 2)

Fatemeh Allahdoust of VDOT mentioned that several park and ride lots do offer charging stations and asked if those would be counted towards conformity. Mr. Ramfos offered that those would not fall under the Employer Outreach TERM but could be considered for the region under a different evaluation. The committee was given screen shots of the new ACT! database fields where car charging data would be housed.

AGENDA ITEM 8 – TRANSIT SCREEN UPDATE

Matt Caywood of TransitScreen updated the committee on recent activities by TransitScreen in the region and globally. TransitScreen offers real time transit data everywhere with direct feeds from transit providers to displays to assist commuters effectively in making commuting choices. With traffic costing \$4.5 billion in the Washington region and \$300 million in costs for the region from people waiting for transit, TransitScreen is uniquely suited to inform the commuter on availability of transit and other commute choices. The three general means of conveying the information are: 1. Public screens; 2. Laptops and desktops; and, 3. Mobile devices. TransitScreen is live in 20 cities in the United States and abroad. Nicholas Ramfos asked what the capital cost would be for installing TransitScreen. The cost is usually around \$1,000 per year depending upon the number of displays and the types of displays. A question was raised if there are plans to conduct a survey of users and Mr. Caywood mentioned that they are looking into before and after surveys of commuters in the near future. TransitScreen is mostly an urban application but has benefits for non-urban work sites that have fewer transit options but would still be able to offer information to commuters.

AGENDA ITEM 9 – WALKWISE UPDATE

Mark Hersey of COG/TPB staff updated the committee on the progress of the WALKWISE effort. The template presentation was given to committee members and Mr. Hersey mentioned that the presentation is adaptable to each jurisdiction since bicycle/pedestrian regulations differ for each area. A further adaptation for the future is to include bicycle safety in the presentation.

AGENDA ITEM 10 –EMPLOYER OUTREACH ROUNDTABLE

Mark Sofman of Montgomery County Commuter Services Section updated information on the third annual Walk & Ride Challenge. There were some modifications to the website. Mr. Sofman also mentioned that the annual commuter survey would be held during the current week (October 19 to the 23).

Aaron Gillette of the City of Alexandria related recent efforts in working with the Mark Center in regards to the HOV lane that goes directly to the work site as well as partnering with PRTC on slug lines that head to the Mark Center.

Grace Oran of goDCgo mentioned that the Transit Ordinance goes into effect on January 1, 2016 for DC employers and that on November 4 there will be a SmartBenefits Seminar held at WMATA for employers.

Pinky Advani of Arlington Transportation Partners informed the committee on the Champions awards program. There are 200 participants for the current year. Arlington is also looking to begin an incentive program for bicycle friendly businesses.

Judy Galen of Loudoun County gave an update on the information released on upcoming transportation projects in the County. Further information can be found at www.loudouncounty.gov/transportationupdate.

Marcus Moore of Fairfax County related information about their upcoming presentation to the NOVA chapter of SHRM. Best Workplaces for Commuters in Fairfax has reached the 50 employer total for participation.

Fatemeh Allahdoust mentioned the VDOT study of a multi-use trail along I-66 as well as the upcoming "outside the beltway" meetings.

Kelly Woodward of DATA gave the results of the Commuter Challenge that had 9 employers with 99 employee participants. DATA is also looking into a regional commuter challenge in 2016.

AGENDA ITEM 11 – OTHER BUSINESS

The next Employer Outreach Committee meeting is scheduled for January 19th, 2016.

