

**EMPLOYER OUTREACH AD-HOC GROUP**

**Tuesday, July 15, 2003
8:30 a.m. - 10:00 a.m.**

Metropolitan Washington Council of Governments
777 North Capitol Street, NE
First Floor, **Meeting Room 1**

Chairperson: Cynthia Capelli 703/222-9373
Staff Contact: Mark Hersey 202/962-3383

AGENDA

1. **Introductions** (5 minutes)
2. **Review of 05/20/03 Meeting Notes** (5 minutes)
3. **Nomination of New Ad Hoc Group Chairperson** (5 minutes)
4. **FY03 Employer Survey Report** (10 minutes)
Marcy Katzman of BMI will present the FY02 Employer Survey Tabulation for the group.
5. **WMATA Metro Update** (20 minutes)
WMATA staff will give the group and update on recent Metro activities and SmarTrip fare-box implementation
6. **FY04 Contracts and FY03 Final Invoices** (5 minutes)
Staff will present information on the June 2003 Conference
7. **Customer Service Satisfaction Survey FY03** (10 minutes)
Staff will update the group on the Satisfaction Survey responses.
8. **Fourth Quarter FY 2003 Conformity Report** (10 minutes)
Staff will present the fourth quarter conformity results for the Outreach Group.
9. **FY04 Training Schedule and Recommendations** (5 minutes)
Staff will distribute the draft FY04 Sales Training schedule
And solicit recommendations from the Group for topics.

10. **Employer Outreach Roundtable Discussion** (10 minutes)
Group members can share challenges and successes they encountered in recent TDM sales activities.
11. **Other Business** (5 minutes)

DATES TO REMEMBER:

Regional TDM Marketing Group: Tuesday, August 5, 2003
Commuter Connections Subcommittee: Tuesday, September 23, 2003
Next Meeting: Tuesday, September 23, 2003

REMINDER **MONTHLY REPORTS AND ACT! SYNCHRONIZATION DUE BY THE 9TH OF EVERY MONTH**

Meeting Notes from the May 20th, 2003 Employer Outreach Ad Hoc Group Meeting

Agenda Item 1 - Introductions

The meeting began with an introduction of those in attendance. (See attached list)

Agenda Item 2 – Review of previous meeting (3/18/03) notes

The group reviewed and approved the meeting notes as written.

Agenda Item 3 – FY03 Conformity Report Update for the 3rd Quarter

Nicholas Ramfos presented and reviewed the current quarterly Conformity statement with the Group.

Agenda Item 4 – Public Sector Outreach Project in Northern Virginia

Mr. Ramfos informed the Group that COG would not be administering this TERM and it will be removed from the FY04 Commuter Connections Work Program.

Agenda Item 5 – FY03 Invoice Status and FY04 Scope of Work Budgets and Contracts

Mr. Ramfos informed the Group that the final FY03 invoices for Employer Outreach should be submitted by their deadlines (if not prior). The Group was also informed that the FY04 Contracts for Employer Outreach need to be in place by July 1, 2003. A cut-off date, July 22nd, 2003, for the invoices was given to the Group. COG will be submitting performance letters to the state funding agencies on the jurisdictions' progress for the Employer Outreach Project for FY03 and from those letters will receive formal notifications from the state funding agencies on the funding shares for FY04 for each jurisdiction.

Agenda Item 6 – Bike to Work Day 2003 Review

Mr. Ramfos highlighted some of the notable items of the May 2nd event from the 15 pit stops in the region. Many local dignitaries and elected officials not only attended and spoke at the pit stops, they also participated by riding in the event. Prizes, food, and give-away items were available at all of the pit stops. The event received excellent media coverage with Fox 5's live coverage of a commuter challenge race from West Hyattsville to Downtown DC.

Agenda Item 7 - FY04 Training Recommendations

Mr. Ramfos asked the Group to submit potential training items for the upcoming fiscal year to Mark Hersey by June 13th, 2003. The Group was also asked if additional ACT! Database training was needed.

Agenda Item 8 – Montgomery County Bill 3202

Jim Carlson of Montgomery County's Commuter Services Section gave a presentation on the Montgomery County Legislation (Bill 3202). Employers are being notified that there are compliance safeguards that are contained within the Law. Employers with 50 or more employees will be initially targeted. The intention is to reduce work related trips within the Transportation Management Districts (TMDs). The county Bill was formally enacted in November 2002. Employers must file a Traffic Mitigation Plan (TMP), conduct an annual survey, and produce an annual report. The requirements are somewhat vague, but the bill is consistent with the annual Growth Policy of Montgomery County. Employers must file a TMP within 90 days of notification. Mr. Carlson offered more information should someone have an interest in the legislation.

Agenda Item 9 – Best Work Places for Commuters

Stephen Sylvan of the US EPA presented information on the new program name Best Workplaces for Commuters (BWC) (changing from the Commuter Choice Leadership Initiative). Rebecca Ferro and Andy Krawczyk of ERG, a contractor to the USEPA to provide marketing support for the Best Workplaces initiative, were in attendance as well. 1400 companies in 26 states are currently in the Commuter Choice program. This region has about 20 employers currently enrolled in the BWC program. Mr. Sylvan played a videotape of the San Francisco kickoff of the BWC list. Mr. Ramfos mentioned that currently, COG/Commuter Connections is part of the Best Work Places for Commuters Washington Coalition along with WMATA, Greater Washington Board of Trade, GSA, NCPC, Metropolitan Work/Life Coalition, USDOT, and the USEPA.

Ms. Valerie Pardo of VDOT asked why the EPA's role in the Bay Area was greater than it is in the Metropolitan D.C. region. Mr. Sylvan replied that the Bay Area's program was the first one, a pilot and Robin Snyder of the EPA was the main spokesperson. Mr. Sylvan continued to state that the regional coalition would excite the DC area business community. Mr. Ramfos seconded this sentiment. Ms. Dottie Cousineau of Fairfax County Department of Transportation asked what were the benefits of BWC for an employer. Mr. Sylvan stated that the employer will gain recognition for their exceptional employee transit benefits and they will also gain positive exposure.

Agenda Item 10 – 2003 Employer Recognition Awards Ceremony Update

Mr. Ramfos gave the Group an update on the ceremony's progress. The event will be held on June 25th and the National Press Club from 8:30 am to 10:00 am. Invitations are being sent to the Level 3 and 4 employers to attend on the 25th.

Agenda Item 11 – Employer Outreach Roundtable Discussion

Ms. Shauna Brown of the City of Alexandria Office of Transit Services & Programs informed the Group that on May 21st, Alexandria would be hosting a TMP event for the city's private sector ETCs.

Agenda Item 12 – Other Business

The next Employer Outreach Ad Hoc Group Meeting will be held on July 15th, 2003.

EMPLOYER OUTREACH AD-HOC GROUP MEETING SIGN-IN SHEET

Tuesday, May 20, 2003

(Please put a beside your name, or add it using the space provided on the last page.)

* Chair

** COG Staff Contact

<u>NAME</u>	<u>ORGANIZATION</u>	<u>CONTACT#</u>
<input type="checkbox"/> Debra Adams	MD Mass Transit Administration	410-767-8356
<input type="checkbox"/> Mirza Morris	North Bethesda Transportation Center	301-770-8108
<input type="checkbox"/> Muriel Bowser	Montgomery County Commuter Service	301-565-5708
<input type="checkbox"/> Sandra Brecher	Montgomery County Commuter Services	301-565-5870
<input type="checkbox"/> Marv Breed	Arlington Transportation Partners	703-247-9299
<input checked="" type="checkbox"/> Robin Bouse	STI	301-931-6462
<input type="checkbox"/> Robin Briscoe	Tri-County Council for Southern Maryland	301-870-2520
<input checked="" type="checkbox"/> Cynthia Canelli*	Strategic Transportation Initiatives	703-222-9373
<input checked="" type="checkbox"/> Dottie Cousineau	Fairfax County RIDESOURCES	703-324-1109
<input checked="" type="checkbox"/> Shauna Brown	Alexandria Rideshare	703-838-3800
<input type="checkbox"/> Lois DeMeester	Arlington Transportation Partners	703-247-9293
<input type="checkbox"/> Marv Jane DeSonia Dve	Alexandria Transit Company	703-370-3274
<input checked="" type="checkbox"/> Nancy Norris	TransIt Services of Frederick County	301-631-3543
<input type="checkbox"/> Christopher Hamilton	Arlington County Department of Public Works	703-228-3725
<input type="checkbox"/> Kathleen Jackson	TYTRAN	703-799-5394
<input type="checkbox"/> Ken Jarocki	VPSI Inc.	703-329-4001
<input type="checkbox"/> Howard Jennings	The Jennings Group	804-282-0558
<input type="checkbox"/> Ellen Jones	Washington Area Bicyclist Association	202-628-2500
<input type="checkbox"/> W. Earl Long	Baltimore Metropolitan Council	410-333-1750 x253
<input checked="" type="checkbox"/> Ronald Mitchell	DC Department of Transportation	202-671-2231
<input type="checkbox"/> Chris Napolitano	Joint Venture Marketing & Communications	301-577-0887
<input checked="" type="checkbox"/> Charlene Robev	Virginia Department of Rail & Public	804-786-7968
<input type="checkbox"/> Peggy Schwartz	TAP/North Bethesda TMD	301-770-8108
<input type="checkbox"/> Katie Sihler	Arlington Transportation Partners	703-247-9290
<input checked="" type="checkbox"/> Christina Gordon	Arlington Transportation Partners	703-247-9299
<input type="checkbox"/> Howard Simons	MD Department of Transportation/OPCP	410-865-1296

