



Local governments working together for a better metropolitan region

EMPLOYER OUTREACH AD-HOC GROUP

District of Columbia
Bowie
College Park
Frederick County
Gaithersburg
Greenbelt
Montgomery County
Prince George's County
Rockville
Takoma Park
Alexandria
Arlington County
Fairfax
Fairfax County
Falls Church
Loudoun County
Manassas
Prince William County

Tuesday, September 23, 2003

2:00 pm to 3:30 pm

Metropolitan Washington Council of Governments
777 North Capitol Street, NE
First Floor, **Training Center A/B**

Chairperson: Cynthia Capelli 703/222-9373

Staff Contact: Mark Hersey 202/962-3383

AGENDA

1. **Introductions** (5 minutes)
2. **Review of 7/15/03 Meeting Notes** (5 minutes)
3. **Induction of New Ad Hoc Group Chairperson** (5 minutes)
4. **Final FY03 Conformity Report** (10 minutes)
Staff will present the final conformity statement to the group
5. **Draft Bike to Work Day 2003 Report** (10 minutes)
Staff will present the Draft Bike to Work Day 2003 Report
6. **Draft Satisfaction Survey FY03 Report** (25 minutes)
Staff will present the Draft FY03 Satisfaction Survey Report
7. **ACT! Database procedures** (5 minutes)
The group will receive instructions on some database Maintenance procedures.
8. **FY04 Training Schedule** (10 minutes)
Staff will distribute the final FY04 Sales Training schedule
9. **Employer Outreach Roundtable Discussion** (10 minutes)
Group members can share challenges and successes they Encountered in recent TDM outreach activities.

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<http://www.mwcog.org>

10. **Other Business**

(5 minutes)

DATES TO REMEMBER:

Regional TDM Marketing Group: Tuesday, October 7, 2003

Commuter Connections Subcommittee: Tuesday, October 21, 2003

Next Meeting: Tuesday, November 18, 2003

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

**EMPLOYER OUTREACH AD-HOC GROUP
MEETING NOTES
FROM Tuesday July 15th, 2003**

ITEM # 1 – Introductions

The meeting began with introductions from those in attendance (see attached attendance sheet).

ITEM # 2 – Review of 5/20/2003 Meeting Notes

The minutes were approved as written.

ITEM # 3 Nomination of New Ad Hoc Group Chairperson

Deborah Skea of Loudoun County was nominated and approved by the group to serve as FY04's Chairperson.

ITEM # 4 – FY03 Employer Survey Report

Staff updated the group on the annual results from the FY03 commuter surveys. 26 employers participated. The breakdown is as follows.

- 1 in the District of Columbia – 168 surveys returned
- 4 in Fairfax County – 575 surveys returned
- 5 in Fairfax County (DATA) – 692 surveys returned
- 1 in Loudoun County – 158 surveys returned
- 10 in Montgomery County – 1080 surveys returned
 - *3 countywide – 178 returned
 - *3 in Friendship Heights – 708 returned
 - *4 in Rockville – 194 returned.
- 5 in Prince George's County – 264 surveys returned

The total amount of surveys sent and returned was 14,614 with 2,937 returned for a 20% response rate. Ms. Cynthia Fondriest-Capelli of Strategic Transportation Initiatives asked if one change might be made to reflect the parking benefit used by employees and if the employer offers one. Mr. Ron Mitchell of DC DOT asked why the mileage range given in the commute distance question did not include the 20-40 mile range.

ITEM # 5 WMATA Metro Update

Ms. Lorraine Taylor of WMATA updated the group on the fare increase and other service changes implemented as of July 1st. She passed out several pieces of literature outlining the changes in fare media, fare increases and Metrochek changes. The fare media that were discontinued were:

- Bus-Rail Passes
- 28-day Passes
- Commuter tickets
- \$3 Senior/Disabled fare cards

- 10% bonus on \$20 or more fare card/Metrochek purchase.

The fare increases were:

- \$1.20 base fare for rail and bus
- \$2.50 express bus fare
- \$2.40 MetroAccess
- \$.35 Rail to bus transfer
- \$1.65 Rail to express bus transfer.

The \$15 and \$21 Metrochek denominations were discontinued as well. An American Express credit option is available now for SmartBenefits.

Ms. Muriel Bowser of Montgomery County asked if the fare vendors who distribute cards would have to destroy their stock. Ms. Taylor said no. Ms. Bowser also asked if the airport bus fare increased and if the bus route is continuing. Ms. Taylor responded that yes the line and fare are still the same for the time being. Mr. Mitchell asked if the bus-to-bus transfer would now have a fee. Ms. Taylor answered that she would look into the question.

Ms. Taylor continued with information about the bus fare box conversion to SmarTrip technology, which will be delayed for another year, but that bus passes were still available. Tokens will also be accepted.

Ms. Capelli asked if Metro was facing an injunction over the fare increase and Ms. Taylor replied that the customers have not been disagreeable about the increase, mostly due to early information release to the media. There is a seminar scheduled for July 29th for employers at WMATA headquarters for employers. For more information on WMATA's fare increase visit their website at www.wmata.com.

ITEM # 6 FY04 Contracts and FY03 Final Invoices

Staff informed the group that there were still contracts for FY04 outstanding and requested that final contracts be submitted as soon as possible. There was a significant delay for Maryland due to the breakout of monies for the jurisdictions recommended by MDOT which has yet to be submitted to COG. The deadline for FY03 final invoices is July 18th.

ITEM # 7 Customer Service Satisfaction Survey FY03

Staff updated the group on the satisfaction survey for Employer Outreach. Over 3100 surveys were sent out to companies at Level 1 or higher. The surveys were mailed out on June 28th with a deadline for the surveys was July 18th. The Commuter Connections portfolio that was given out at the Employer Awards Recognition Ceremony is the incentive gift for those who complete the survey by the deadline.

ITEM # 8 Fourth Quarter FY 2003 Conformity Report

Staff distributed and explained the draft conformity statement for FY03. Staff reiterated that the statement was a draft and that the final statement will be given in September. Ms. Dottie Cousineau of Fairfax County questioned the numbers of their particular jurisdiction. Staff replied that due to data entry loopholes some information was not accounted for due to the report not being able to pull the information. Staff mentioned that the company information would be available upon written request.

ITEM # 9 FY04 Training Schedule and Recommendations

Staff distributed the draft FY04 Sales Training Schedule to the group. Staff informed the group that there would not be technical training this year as was done in years past due to the length of experience with ACT! Technical training would be made available on a case by case basis.

ITEM # 10 Employer Outreach Roundtable Discussion

Ms. Capelli asked Ms. Danette Campbell to introduce the new Telework staff person with Commuter Connections. Mr. Denis McElligott joined COG near the end of FY03 to assist the Telework Resource Center efforts for the Telework Virginia and Telework Partnership with Employers for Maryland programs. Ms. Capelli introduced visiting staff from the Pittsburgh rideshare regional agency.

ITEM # 11 Other Business

The next meeting will be held on September 23rd, 2004 (due to the ACT International Conference being held in Salt Lake City the week of the normally scheduled meeting time).

EMPLOYER OUTREACH AD-HOC GROUP MEETING SIGN-IN SHEET

Tuesday, July 15, 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 checked="" type="checkbox"/> Muriel Bowser	Montgomery County Commuter Service	301-565-5708
<input type="checkbox"/> Sandra Brecher	Montgomery County Commuter Services	301-565-5870
<input checked="" type="checkbox"/> Robin Bouse	STI	301-931-6462
<input checked="" 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 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"/> Valerie Pardo	VDOT/NOVA	703-383-2227
<input checked="" type="checkbox"/> Marv Jane DeSonia Dve	Alexandria Transit Company	703-370-3274
<input 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 type="checkbox"/> Charlene Robey	Virginia Department of Rail & Public	804-786-7968
<input type="checkbox"/> Peggy Schwartz	TAP/North Bethesda TMD	301-770-8108
<input checked="" type="checkbox"/> Katie Sihler	Arlington Transportation Partners	703-247-9290
<input type="checkbox"/> Christina Gordon	Arlington Transportation Partners	703-247-9299
<input type="checkbox"/> Howard Simons	MD Department of Transportation/OPCP	410-865-1296

**Conformity Statement through June, 2003 Final
Employers with 100 or more employees**

	Goal	Overall Confirmed to Date (through 6-30-03)	Level 3 Employers	Level 4	Levels 3 & 4 <100 Employers	Confirmed to Date including <100 Employers for Levels 3 & 4 (through 6-30-03)	Amount Needed to Attain Goal for Levels 3 & 4
Alexandria	10	14	0	0	1	1	0
Arlington	21	84	8	2	6	16	0
DC	99	91	10	0	1	11	8
Fairfax	40	38	15	3	2	20	2
Frederick	4	1	0	0	0	0	3
Loudoun	2	6	2	1	0	3	0
Montgomery	40	129	8	1	7	16	0
Prince George's	26	21	7	4	1	12	5
PRTC	6	6	2	0	0	4	2
Tri-County	3	2	1	0	0	1	0
Total	251	392	53	11	19	85	20

**Conformity Statement through June, 2003 Final
Employers with less than 100 employees**

	Level 3 Employers	Level 3 # of employees	Level 4 Employers	Level 4 # of employees	Counted toward Conformity**
Alexandria	6	144	0	0	1
Arlington	13	492	4	149	6
DC	1	65	0	0	1
Fairfax	12	223	0	0	2
Frederick	0	0	0	0	0
Loudoun	0	0	0	0	0
Montgomery	17	733	0	0	7
Prince George's	1	60	0	0	1
PRTC	0	0	0	0	0
Tri-County	0	0	0	0	0
Total	50	1717	4	149	19



HANDOUTS

From previous meeting

July 15, 2003



COG - Commuter Connections

Fare Media, Fare Increase and Metrochek Changes

July 15, 2003

Fare Media

- Weekly bus pass
- One Day Rail pass
- 7-Day Short Trip
- 7-Day Fast pass

Discontinued Fare Media

- Bus-Rail passes
- 28-Day passes
- Commuter tickets
- \$3 Senior / Disabled farecards
- 10% bonus on \$20 or more farecard/Metrochek purchase

Fare Increase

- \$1.20 base fare for bus and rail
- \$2.50 express bus fare
- \$2.40 MetroAccess
- \$.35 Rail to bus transfer
- \$1.65 Rail to express bus transfer

Metrochek Program Changes

- \$15 and \$21 Metrochek denominations discontinued
- Credit card purchase by phone at fulfillment facility and from Metro Center sales office discontinued. SmartBenefits customers can continue to use credit cards.
- American Express credit option added to SmartBenefits

Lorraine Taylor, WMATA
Manager, Sales Programs



**Sales and Technical
Training Schedule
FY 04**

**September 22-24, 2003
Conference Calls with Outreach Representatives**

**October 9, 2003
Selling TDM**

**November 6, 2003
Sales and Motivational Training with Steve Gaffney**

**February 9-11, 2004
Mid-Year Conference Calls with Outreach Representatives**

**March 8-12 2004
Optional ACT! 5.0 Database Training
*Schedule will be sent out to reserve times**

Conformity Statement through June 30, 2003 DRAFT
Employers with 100 or more employees

Goal	Overall Confirmed to Date (through 6-30-02)	Level 2 Employers	Level 3 Employers	Level 4	Levels 3 & 4 <100 Employers	Confirmed to Date including <100 Employers for Levels 3 & 4 (through 6-30-03)	Amount Needed to Attain Goal for Levels 3 & 4
Alexandria	10	19	0	0	0	0	0
Arlington	21	93	0	5	3	8	0
DC	99	82	0	4	1	6	17
Fairfax	40	95	1	5	1	6	20
Frederick	4	3	0	0	0	0	3
Loudoun	2	16	3	1	0	1	0
Montgomery	40	203	6	8	3	18	0
Prince George's	26	54	1	11	5	16	2
PRTC	6	6	1	2	0	4	2
Tri-County	3	2	0	0	0	0	1
Total	251	573	12	36	13	60	45

Conformity Statement through June 30, 2003 DRAFT
Employers with less than 100 employees

Confirmed to Date (through 6-30-02)**	Level 2 Employers	Level 2 # of employees	Level 3 Employers	Level 3 # of employees	Level 4 Employers	Level 4 # of employees	Counted toward Conformity** (Includes Level 2)
Alexandria	9	0	0	0	0	0	0
Arlington	64	0	0	1	25	7	0
DC	20	0	0	1	65	0	1
Fairfax	5	1	20	1	20	0	0
Frederick	0	0	0	0	0	0	0
Loudoun	0	0	0	0	0	0	0
Montgomery	318	20	506	17	733	0	12
Prince George's	2	0	0	0	0	0	0
PRTC	0	0	0	0	0	0	0
Tri-County	0	0	0	0	0	0	0
Total	418	21	526	20	843	7	14

Conformity Statement through June 30, 2002 (Final)
Employers with 100 or more employees

	Goal	Overall Confirmed to Date (through 6-30-02)	Level 2 Employers	Level 3 Employers	Level 4	Levels 3 & 4 <100 Employers	Confirmed to Date including <100 Employers for Levels 3 & 4 (through 6-30-02)	Amount Needed to Attain Goal for Levels 3 & 4****
Alexandria	10	19	4	11	1	3	15	0
Arlington	21	93	16	28	24	20	72	0
DC	99	82	1	65	7	9	81	18
Fairfax	40	95	79	10	4	0	14	26
Frederick	4	3	2	1	0	0	1	3
Loudoun	2	16	13	2	1	0	3	0
Montgomery	40	203	46	58	11	45	114	0
Prince George's	26	54	44	8	0	0	8	18
PRTC	6	6	4	2	0	0	2	4
Tri-County	3	2	0	2	0	0	2	1
Total	251	572	209	187	48	70	312	69

Conformity Statement through June 30, 2002 (Final)
Employers with less than 100 employees

	Confirmed to Date (through 6- 30-02)**	Level 2 Employers	Level 2 # of employees	Level 3 Employers	Level 3 # of employees	Level 4 Employers	Level 4 # of employees	Counted toward Conformity** (Includes Level 2)
Alexandria	9	0	0	7	142	2	115	3
Arlington	64	10	443	42	1544	12	478	25
DC	20	0	0	19	859	1	61	9
Fairfax	5	3	195	2	35	0	0	2
Frederick	0	0	0	0	0	0	0	0
Loudoun	0	0	0	0	0	0	0	0
Montgomery	318	174	4308	133	4003	11	457	88
Prince George's	2	2	150	0	0	0	0	2
PRTC	0	0	0	0	0	0	0	0
Tri-County	0	0	0	0	0	0	0	0
Total	418	189	5096	203	6583	26	1111	128

**Numbers of employers implementing programs. Companies with less than 100 employees are counted by jurisdiction and level and divided by 100, the result will be added to conformity numbers.
 ***Number of programs implemented; total number of employees at employer sites.
 **** This reflects both companies with more than 100 and those with less than 100.
 *****There are 325 companies that are being counted towards the goal of 251. The 325 reflects the inclusion of companies with less than 100 employees for Levels 3 & 4.