

Employer Outreach Ad Hoc Group Meeting  
March 16<sup>th</sup>, 2004  
Meeting Notes

### **Item #1 Introductions**

Those attending introduced themselves (see attached list).

### **Item #2 Review of 9/23/03 Meeting Notes**

The notes were accepted as written.

### **Item #3 Mid-Year Commuter Survey Results FY04**

Staff presented the mid-year FY04 Commuter Survey results to the group. A total of 29 employers participated and 2,755 surveys were returned. The number of surveys distributed was 12,667. The response rate was 22%. Ms. Cynthia Capelli of STI asked what exactly the survey results were used for. Mr. Nicholas Ramfos replied that the survey data is input into the TERM analysis along with other items for analysis. Mr. Walter Daniel of Fairfax County DOT asked if there is a way to pull up specific information for the jurisdiction. Staff responded that the information is already given in the report. Ms. Sihler asked if tweaking the questions on the commuter survey in the future was being considered. Staff responded that there is a possibility that a review of the questionnaire may occur.

### **Item #4 Best Workplaces for Commuters**

Mr. Steve Sylvan of the US EPA updated the group on the most recent efforts for the Best Workplaces for Commuters (BWC) in the Washington Metropolitan region. The program is modeled after the "Fortune 500 Best Places to Work". The plan is to have an event in the fall of 2004 to the region's employers the opportunity to meet and receive recognition.

Ms. Capelli asked if the Pre-Tax Transit option that employers use is one of the factors used in determining if an employer qualifies for BWC. Mr. Sylvan replied that the Pre-Tax Benefit is a secondary or supporting program in the list of criteria for qualified companies. The National Standard of Excellence is that the employer subsidizes up to \$30 a month per employee or has an alternative mode of commuting in place that has a comparable trip reduction ratio to the amount of employees. Ms. Deborah Skea of Loudoun County DOT stated that under the guidelines given, all of Loudoun County's employers do not qualify. Mr. Sylvan replied that there are ways for exceptions, for instance if an employer has a very vibrant telework program or another alternative commute mode it offers to employees that has a sizeable impact on reducing trips then the employer would qualify. An additional item for the fall event is the introduction of a "Commuter Cup" which would go to the jurisdiction that would have the highest number of qualified BWC employers. Consideration would factor in the size of jurisdictions so as to even out the chances for all of the jurisdictions to qualify for the prize. Ms. Muriel

Bowser of Montgomery County Commuter Services Section asked if recruiting employers to sign on to the BWC was part of the Commuter Connections Work Program. Mr. Ramfos stated that it was not.

#### **Item #5 Bike to Work Day 2004**

Staff updated the group on the upcoming Bike to Work Day event being held on Friday, May 7<sup>th</sup>. Currently there are 19 pit stops in the region for the event. They are as follows:

1. Alexandria – City Hall
2. Arlington – Rosslyn Gateway Park
3. Arlington – Crystal City Waterpark
4. Bethesda – Reed Street
5. Bowie – Bowie Town Center
6. College Park – City Hall
7. DC – Freedom Plaza
8. Fairfax – County Government Center
9. Frederick – MARC Station
10. Gaithersburg – Bohrer Park Rec Center
11. Leesburg – Raflo Park (Harrison St.)
12. North Bethesda – US NRC
13. Reston – Reston Town Center
14. Rockville – Red Brick Courthouse
15. Rockville – Falls Grove Multi-modal Transportation Center
16. Silver Spring – Discovery Place
17. Silver Spring – Summit Hills Apts.
18. Vienna – Whole Foods and W & OD trail
19. Sterling – Orbital Business Park

There may be an additional pit stop in the District by the MCI Center as well. The goal for participation is to have 4,000 registrants. Those first 4,000 registrants will receive a free T-Shirt if they register by the end of April. The TPB will be issuing a proclamation on March 17<sup>th</sup>, designating Friday, May 7<sup>th</sup>, 2004 as Bike to Work Day for the Washington Metropolitan region. Staff mentioned that the member jurisdictions are also planning similar proclamations. Printed material requests should be forwarded to Doug Franklin, Commuter Connections Marketing Coordinator.

#### **Item #6 FY04 Draft Conformity Statement (2<sup>nd</sup> Quarter)**

Prince George's and Fairfax Counties were recognized and given certificates of appreciation for achieving their sales goal for employers who have a level 3 or level 4 alternative commuting program in place. In addition, the District of Columbia was also recognized and given a certificate of appreciation for achieving its sales goal as well. Mr. Ramfos congratulated the group on their success and mentioned that the group's effort has made the DC area one of the best voluntary TDM employer recruiting programs in the country.

### **Item #7 Proposed Meeting Schedule for FY05**

Staff distributed a draft-meeting schedule for the Employer Outreach Ad hoc Group. The proposal was to have the group meet on a quarterly basis beginning in July 2004. The group was asked for their input. A final schedule will be agreed upon at the May meeting.

### **Item #8 Roundtable Discussion**

Ms. Skea updated the group on recent activities in Loudoun County. NuRide and AOL are having two meetings to introduce the NuRide program to Loudoun County officials. Ms. Affinito stated that the NuRide pilot program has made over 312 trips and has saved over 50,000 vehicle miles traveled over a ten week period.

### **Item #9 Other Business**

The next meeting will be held on May 18<sup>th</sup>, 2004.