



*Local governments working together for a better metropolitan region*

## EMPLOYER OUTREACH AD-HOC GROUP

**Tuesday, March 16, 2004**

**2:00 p.m. - 3:30 p.m.**

Metropolitan Washington Council of Governments  
777 North Capitol Street, NE  
Third Floor, COG Board Room  
Chairperson: Deborah Skea 703/777-0289  
Staff Contact: Mark Hersey 202/962-3383

*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*

### AGENDA

1. **Introductions** (5 minutes)
2. **Review of 9/23/03 Meeting Notes** (5 minutes)
3. **Mid-year Commuter Survey Results** (15 minutes)  
BMI will present the FY2004 Mid-Year Commuter Survey results
4. **Best Workplaces for Commuters Presentation** (30 minutes)  
The US EPA will present to the group recent and upcoming activities and events.
5. **2004 Bike to Work Day Update** (5 minutes)  
Staff will update the group on preparations for the upcoming event
6. **2<sup>nd</sup> Quarter Draft Conformity Statement** (10 minutes)  
Staff will distribute the 2<sup>nd</sup> Quarter Draft Conformity Statement.
7. **Meeting Schedule Proposal** (5 minutes)  
Staff will present options on meeting schedules for FY 2005
8. **Employer Outreach Roundtable Discussion** (10 minutes)  
Group members can share challenges and successes they encountered in recent TDM outreach activities.
9. **Other Business** (5 minutes)



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**DATES TO REMEMBER:**

Bike to Work Day Steering Committee: March 18, 2004

Regional TDM Marketing Group: Tuesday, April 6, 2004

Commuter Connections Subcommittee: Tuesday, April 20, 2004

Next Meeting: TBD

**REMINDER \*\*MONTHLY REPORTS AND ACT! SYNCHRONIZATION DUE BY THE 9<sup>TH</sup>  
OF EVERY MONTH\*\***

**EMPLOYER OUTREACH AD-HOC GROUP  
MEETING NOTES  
FROM Tuesday September 23, 2003**

**ITEM # 1 – Introductions**

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

**ITEM # 2 – Review of 7/15/2003 Meeting Notes**

The minutes were approved as written.

**ITEM # 3 Induction of New Ad Hoc Group Chairperson**

Deborah Skea of Loudoun County assumed the Chairperson position for FY04. A recognition certificate was given to the outgoing chair, Cynthia Capelli, who represented the District of Columbia.

**ITEM # 4 – Final FY03 Conformity Report**

Staff updated the group on the final conformity numbers for the region. Half of the jurisdictions have either met or exceeded their individual goals for conformity. Of those who are on their way to attaining goal, the largest margin is eight companies. The five jurisdictions that have attained goal are Alexandria, Arlington, Loudoun, Montgomery, and Tri-County.

**ITEM # 5 Draft Bike to Work Day 2003 Report**

Staff gave background information on the Bike to Work Day 2003 Draft Report. The report was not ready in time for the Ad Hoc Group Meeting due to incomplete information from six of the fifteen pit stops.

**ITEM # 6 Draft Satisfaction Survey FY03 Report**

Staff distributed and presented the draft Customer Service Satisfaction Survey Report for FY03. A total of 3137 surveys were sent out. There were 221 respondents and 272 returned mail for bad addresses. The response rate was 7%. Staff then gave a synopsis of the results from the questions contained in the survey. Ms. Peggy Schwartz of North Bethesda Transportation Center (NBTMD) asked if the alternate contacts listed in the ACT! Database were used as possible survey recipients. Staff responded that no such provision is really done since the primary contact is the most viable survey respondent. Ms. Sharon Affinito of Loudoun County asked what type of gift was sent to those respondents who requested the item. Staff replied that the portfolio that was given out at the Employer Awards Recognition Awards Ceremony in June with a Commuter Connections logo on the front cover. The group discussed issues concerning bad

addresses and difficulties in updating the database. Staff strongly advised the group that keeping the data as fresh as possible makes COG better prepared and leaves a good impression. Ms. Cynthia Capelli of Strategic Transportation Initiatives asked if COG would be giving more seeding information on employers in the region for newer sales leads and contacts. Staff replied that there would most likely be an update but that the sales representatives should also be researching and generating leads.

#### **ITEM # 7 ACT! Database procedures**

Staff gave the group how to implement the “generate history” function for all user fields in the outreach databases. The function would eliminate much confusion or lost information on the representatives’ sales activities.

#### **ITEM # 8 FY04 Training Schedule**

Staff handed out the final FY04 training schedule for the Employer Outreach Group. The group was reminded that the sessions are mandatory and that the sessions are for their benefit. The next training session would be held on October 9<sup>th</sup>.

#### **ITEM # 9 FY04 Employer Outreach Roundtable Discussion**

Ms. Affinito updated the group on the recent transportation project with MCI and the bus from Dulles to the Ashburn campus. The bus meets the MetroBus 5A and takes commuters from the airport and delivers them to the MCI worksite. Ms. Deborah Skea of Loudoun County (FY04 Group Chair) asked if the employer outreach meetings and some of the training sessions could have more of a panel discussion format rather than the current form. Mr. Nicholas Ramfos of COG mentioned that there might not be a need to meet with the sales representatives on a bi-monthly basis since the focus has shifted to maintenance mode instead of enterprise mode.

Ms. Schwartz updated the group on the Association for Commuter Transportation Annual Meeting held in Salt Lake City, Utah. There were approximately twenty-five members who attended and the chapter meeting was held on the Monday of the Annual Meeting. There are some upcoming events for the Chesapeake Chapter for the group to consider. In October there will be a Webinar held at COG to discuss TDM related issues. In December, the chapter annual meeting and awards banquet will be held at the Hotel Washington. Chapter elections are also coming up as well.

Ms. Capelli introduced her newest team member, Darnell Brandon. Mr. Brandon comes from WMATA where he worked with employers in getting started with the Metrochek/SmartBenefits program.

Mr. Ramfos updated the group on ACT’s Public Policy initiatives in regards to the Re-authorization federal legislation on TEA-21.

Ms. Capelli informed the group of the upcoming Mid-Atlantic Telecommuting Advisory Council Awards Event. It will be held at Ebbet's Grill on December 7<sup>th</sup>.

**ITEM # Other Business**

The next meeting will be held on November 18th, 2004