

**EMPLOYER OUTREACH COMMITTEE
MEETING HIGHLIGHTS
October 15, 2024**

1. INTRODUCTIONS

The meeting was brought to order by Antionette Rucker, WMATA. Dan Sheehan, COG/TPB staff, asked attendees participating virtually to introduce themselves when their jurisdiction was announced and meeting attendees that were attending the meeting in-person introduced themselves afterwards.

2. MEETING HIGHLIGHTS FROM JULY 16, 2024

The Committee approved the meeting highlights from the July 16, 2024 Employer Outreach Committee meeting.

3. CHANGE OF CHAIRS

Antoinette Rucker, WMATA, received a plaque recognizing her tenure as chair of the Employer Outreach committee and Hamzat Sani, City of Alexandria, began his tenure as chair of the committee. Christian Bacon, Prince George's County, began her term as Vice Chair.

4. FINAL FOURTH QUARTER FY2024 AND DRAFT FIRST QUARTER FY2025 CONFORMITY VERIFICATION STATEMENTS

Mark Hersey, COG/TPB staff, presented the final fourth quarter FY2024 and draft first quarter FY2025 conformity verification statements. There was a positive increase in employer clients.

5. 2024 EMPLOYER AWARDS RECAP AND 2025 NOMINATION PROCESS

Dan Sheehan, COG/TPB staff, recounted for the Committee the Commuter Connections 50th Anniversary along with the annual Employer Recognition Awards. The keynote speaker for the 50th commemoration was DC Mayor Muriel Bowser, an alumna of the Commuter Connections program. The event provided an opportunity to reevaluate how the awards are considered and how to update the awards process as well as the event itself. Currently, there are three employer categories for award recipients, Incentives, Marketing, and Telework. The Committee was asked for feedback on how to adjust the awards process and the awards themselves. Some members advocated expanding recognition for other commuting options such as ridesharing or mobile apps that assist commuters and employers. COG/TPB staff recorded the Committee's suggestions and will research further options and present their findings to the committee in January.

6. REGIONAL EMPLOYER COMMUTER COMPETITION

James Davenport, COG/TPB staff, briefed the Committee on the Regional Employer Commuter Competition. The competition is designed to offer incentives for employers to work with local TDM

representatives in promoting alternatives to drive-alone commuters. The regional effort merged two previous challenges for employers and commuters with the intention of continuing buy-in of employers as commuting benefit options. Currently, the work group is working on branding the competition along with a landing page, logo, collateral materials and support structure. The intended date for the competition to begin is slated for March 2025, however, employer teams must register prior to February 1st.

7. LOUDOUN COUNTY EMPLOYER OUTREACH TOOLKIT

Judy Galen, Loudoun County, presented the County's new employer toolkit designed to assist employers in implementing a new TDM strategies for employees as well as expanding offerings to commuters. The toolkit is comprised of a rack card, newsletter, an infographic, how-to guide for transit, GRH rack card, Vanpool rack card as well as flyer templates. Each item provides the worksite the means to be informed of viable options for getting to the workplace by alternative means.

8. EMPLOYER OUTREACH REFRESH

Mark Hersey, COG/TPB staff, provided a full packet of information regarding the employer outreach guidelines. The items provided were directions for the employer commute survey, definitions of the levels of participation, reporting guidelines/deadlines, and ACT training documentation. Each of the resources are posted to the Employer Outreach Committee's October 15th [meeting page](#) on the COG website.

9. EMPLOYER OUTREACH ROUNDTABLE

Hamzat Sani, City of Alexandria, related to the Committee of the City's outreach efforts in increasing participation in the SmartBenefits Plus 50 program.

Judy Galen, Loudoun County, asked the Committee on information about employer paid shuttles and if they are being utilized or reassigned for other purposes.

Antoinette Rucker, WMATA, informed the Committee on Metro's updated weblinks for SmartBenefits as well as employer webinars on SmartBenefits and the upcoming DC Water employee benefits fair.

10. OTHER BUSINESS

None to report.

11. ADJOURN

The next meeting of the Employer Outreach Committee meeting will be held on January 21, 2025 from 10:00 a.m. to 12:00 p.m.