

EMPLOYER OUTREACH COMMITTEE MEETING HIGHLIGHTS January 21, 2025

The [meeting recording](#) is available to rostered committee members. Contact the Committee's Staff Lead, Dan Sheehan (dsheehan@mwkog.org) for the password to view the meeting recording.

1. INTRODUCTIONS

The meeting was brought to order by Dan Sheehan, COG/TPB staff. First-time attendees introduced themselves. The group remembered Mark Hersey, former staff lead of the Committee, who passed away unexpectedly in December.

2. MEETING HIGHLIGHTS FROM OCTOBER 15, 2024

Dan Sheehan, COG/TPB staff, explained that meeting highlights will no longer need to be motioned for approval as part of committee businesses. The Employer Outreach Committee does not set policy, priorities, or budgets for the program; as such, formal sets of meeting notes are not required.

Chair Sani shared the highlights from the October 15, 2024 Employer Outreach Committee meeting.

3. 2025 COMMUTER CONNECTIONS EMPLOYER AWARD NOMINATIONS

Douglas Franklin, COG/TPB staff, alerted the group that nominations for the 2025 Commuter Connections Employer Awards are being accepted through January 31, 2025. Nominations can be submitted by employers or on behalf of an employer by a Commuter Connections network member. Winners will be recognized at a formal awards ceremony on June 25, 2025 and receive a glass trophy and will be recognized in a business publication. The nomination form can be found on the Commuter Connections website: <https://www.commuterconnections.org/employers/employer-awards/>

4. GODMV COMMUTER COMPETITION: EMPLOYER RECRUITMENT

James Davenport, COG/TPB staff, updated the Committee on the goDMV Commuter Competition. goDMV is a friendly competition among employers to promote sustainable commuting. The goal is to leverage community connections and existing technologies to encourage the use of alternative commuting options. Employers and commuters can win prizes and incentives for participating, and it is free for both parties. The competition will run from March to May, with monthly themed prizes and special bonuses. Grand prizes for the competition will be awarded at the end.

Katy Lang, DDOT, discussed the need for employer recruitment as part of the competition. Local outreach coordinators can direct ETCs to the goDMV.org website, where they can fill out a form to indicate their interest in participating. A recruitment flyer and sample newsletter language were posted to the [meeting page](#) as resources to be utilized by committee members.

5. COMMUTERCONNECTIONS.ORG UPDATE

James Davenport, COG/TPB staff, provided an overview of new and consolidated Employer Outreach resources available at the refreshed commuterconnections.org website. Notably, most content has been consolidated into a single [Employers webpage](#) that includes a listing of available services, commuter benefit suggestions, VMT calculator, referral directory to local programs, and an intake form for interested employers. There are also new sub-pages for the Commuter Connections eNewsletter, brochure requests, and the employer awards.

6. EMPLOYER COMMUTER SURVEY

Dan Sheehan, COG/TPB staff, briefed the Committee on the Employer Commuter Survey that is available for local jurisdictions to customize and distribute to employers who are exploring TDM strategies to implement at their worksites. Data from the survey can help ETCs and local coordinators understand the impacts and effectiveness of new TDM strategies implemented at worksites. Results from the survey are incorporated into the Commuter Connections TDM Analysis, which evaluates the effectiveness of the regional program.

James Davenport, COG/TPB staff, showcased an updated version of the survey programmed into Microsoft Forms. The survey consolidated several questions into a “travel diary” matrix, making it easier and faster to complete. Local coordinators should contact James Davenport at jdavenport@mwkog.org to obtain a link to the survey for distribution at an employer site. Paper surveys are also available upon request.

7. EMPLOYER OUTREACH ROUNDTABLE

Committee members shared various challenges and successes encountered while conducting recent TDM outreach activities.

8. OTHER BUSINESS

Dan Sheehan, COG/TPB staff, alerted the group of a change to the ‘Pool Rewards Carpool Incentive Program: Rewards are now accumulated at \$5/day. Mr. Sheehan also noted that the TDM Evaluation Workgroup is convening at 2:00pm today and that anyone who want to join the group is welcome and can email dsheehan@mwkog.org to join the roster. Mr. Sheehan also noted that conformity analysis would resume at a later this fiscal year.

9. ADJOURN

The next meeting of the Employer Outreach Committee meeting will be held on April 15, 2025 from 10:00 a.m. to 12:00 p.m.

These meeting highlights were authored by COG/TPB staff with assistance from Webex AI.