

ACT Employer Council – Quarterly Call Meeting Notes – 10-26-16

10:00-11:30am Pacific / 1:00-2:30pm Eastern

Attendees:

First	Last	Company
Adriana	Britton	TriMet
Alyssa	Sherman	Apple
Bonnie	Hawley	Providence
Christi	Turner	Red Hat
Eddie	Ozawa	The Aerospace Corporation
Erika	Garcia	Children's Hospital Los Angeles
Jeff	Mak	Amazon
Jessica	Sanborn	Google
Jillian	Kessler	Verizon
Jim	Bar	University of Vermont
John	Landolf	Oregon Health & Science University
Ken	Jarocki	The Walt Disney Company
Kerry	Haywood	Moffet Park Business Group
Kristina	Valenzuela	Caltech
Lauren	Parker	TriMet
Lisa	Jemison	The Research Triangle Park
Lolly	Garcia	City of Anaheim
Luanna	Huber	The Walt Disney Company
Lucy	Tice	Google
Melissa	Molina	Los Angeles World Airports
Nick	Amatuzzi	Mitre
Paul	Mackie	The Mobility Lab
Phil	Winters	Center for Urban Transportation Research
Rachel	Jallits	Facebook
Ruxton	Schmietenknop	WeDriveU
Sarah	Janus	UC Davis Medical Center
Thomas	Harrington	INTUIT
Tony	Perez	Salt River Project
Stan	Nakaso	Lockheed Martin
Wendy	Scholtz	Microsoft

Chair/Facilitator: Wendy Scholtz

Vice Chair/AnyMeeting Moderator: Ken Jarocki

Note Taker: Eddie Ozawa

Review agenda and April minutes

Minutes from last meeting are at the Employer Council web page

Conference call with ACT Public Policy Director, Jason Pavluchuk and Jude Miller (Marriott, International) December 7 at 10:30 am Pacific / 1:30 pm Eastern, focusing on local TDM mandates and the impact to employers

Board of Directors and TDM Forum Update – Luanna Huber

There are currently 839 ACT members and 59 new members. During the Board of Directors meeting, a clear vision for all community members, ACT councils, and committees was discussed. All entities will be working towards a common goal. A plan will be completed within the next few weeks and will be launched at the end of the year.

The TDM Forum took place in Boston on October 11 and 12. Over 140 people attended the event.

The following companies were recognized for TDM Excellence Awards:

- The Walt Disney Company
- Seattle Children's Hospital
- City of Boulder

The following Employer Council members were honored with the 40 under 40 awards:

- Alyssa Sherman, Apple Inc
- Lauren Parker, TriMet
- Lucy Tice, Google
- Tony Perez, Salt River Project
- Wendy Scholtz, CBRE, Inc./Microsoft

RTP Stories: Commute Podcast – Lisa Jemison

Lisa Jemison, Director of Programs at Research Triangle Park, discussed the use of podcasts as a way to inform employees about RTP transit and rideshare options. Employees are able to listen to the podcasts and learn how it is like to commute to work by vanpool, carpool, bus, bike, or foot. There is also a podcast about daily solo drivers. The podcasts give a human side of the story about the various ways to commute to work.

Lisa also discussed key questions to consider when starting a podcast program.

- Should you do it yourself or hire a podcaster?
- What is the essential equipment that is needed?
- What do you want your story to tell?
- Who will you interview?
- Should the podcast be lengthy or short?

Communicating Transportation Options to Company Leadership – Paul Mackie

Paul Mackie, Communications Director at Mobility Lab, discussed how to engage company leadership about transportation options. Paul started by talking a little about Mobility Lab. Mobility Lab is a source of stories and original research dealing with transportation topics.

He stated that a car culture is bad for the economy, but we are a car country.

Since transit can't promote itself very well, this is our moment to change the transportation message.

The following are methods to change the message about transportation:

- Pilot a regular Parking Day
- Organize a tour for the executives of the transit options around the company
- Discuss what other companies have done to decrease the percentage of drive-alone employees or increase ridesharing numbers
- Build a partnership with the marketing/communication departments
 - Create newsletters, blogs, magazines
- Inform employees about their commute options to work

Workplace Marketing on a Budget – Kristina Valenzuela, Caltech

[Confidential]

BWC Partner Update – Phil Winters and Wendy Scholtz

- Employer TDM Benchmarking Survey – final report in review by ACT Employer Council's task force
- Best Workplaces for Commuters (BWC): 2017 list will be announced in January
- A BWC magazine will be created; include case-studies, half-studies, best of – stories
- Virtual Awards Ceremony will be 12/15/16; Application deadline is 11/30/16
- ACT Employer Council/BWC Webinar Task Force
 - Contact Wendy if interested in helping develop the BWC Webinar. Alyssa Sherman, Jen Malley, Erika Garcia, Julie Bond, and Wendy Scholtz are on the task force.

Upcoming Events – Wendy Scholtz

- Call on December 7, 10:00 am PST / 1:00 pm EST
 - ACT Public Policy Director Jason Pavluchuk; TDM mandates and impact to employers
- Next Employer Council quarterly call will be January 2017
 - Looking for volunteers for Swap and Share
 - Topics could be marketing on a tight budget or establishing a carpool parking permit program

Recognition – Wendy Scholtz

- TDM Excellence Awards

- Walt Disney Company, Seattle Children's Hospital, City of Boulder
- Webinar Task Force
 - Alyssa Sherman, Erika Garcia, Jen Malley, Wendy Scholtz
- Benchmarking Survey Task Force
 - Joe Cox, Tom Harrington, Jude Miller, Ken Jarocki, and Pinky Advani
- Public Policy Rep
 - Jude Miller
- Acting Secretary
 - Eddie Ozawa
- Programs Partner
 - Alyssa Sherman
- Listserv Facilitator
 - Tony Perez
- ACT 40 Under 40
 - Alyssa Sherman, Lindsay Walker, Lucy Tice, Tony Perez, and Wendy Scholtz

Please direct questions to Wendy Scholtz at v-wescho@microsoft.com