

**ACT Employer Council**  
**First Quarterly Conference Call**  
 Minutes October 20, 2015  
 10:00-11:30am Pacific / 1:00-2:30pm Eastern

**Attendees:**

<b>First</b>	<b>Last</b>	<b>Organization</b>
Nick	Amatuzzi	Mitre
Stephanie	Ayers	Boeing Company
Lauren	Bennet	Salesforce
Julie	Bond	CUTR / Best Workplaces for Commuters
Amanda	Cov	Alameda County (ETC)
Rhona	Davis	Sony Pictures Entertainment
Grant	Dawdy	The Walt Disney Company
Yvonne	Discini	Northrop Grumman Corporation
Barbara	Disser	Boeing Company
Thomas	Harrington	Intuit
Kerry	Haywood	Moffett Park Business Group
Ken	Jarocki	The Walt Disney Company
Phillip	Koernick	Alameda County (ETC)
David	Manchas	Food and Drug Administration
Rusty	Mason	National Institutes of Health
Penny	Menton	UCLA/Leadership Academy
Di Lan	Minehan	City of Henderson (ETC)
Stan	Nakaso	Lockheed Missiles & Space Co.
Eddie	Ozawa	Aerospace Corporation
Jessica	Sanborn	Google
Wendy	Scholtz	Microsoft Commute Puget Sound, CBRE Inc
Alyssa	Sherman	Apple Inc.
Terry	Smith	Microsoft Commute SVC, CBRE Inc
Gabriel	Talamantes	The Walt Disney Company
Pamela	Tyler	Boeing Company
Tim	Waldrop	VMW Ware
Wendy	Weaver	Boeing Company
Phil	Winters	CUTR / Best Workplaces for Commuters

Chair/Facilitator: Wendy Scholtz

WebEx Moderator: Ken Jarocki

Note Taker: Wendy Weaver

Wendy Scholtz reviewed the agenda and made opening remarks. She provided <http://actweb.org/act-councils/employer-council/> links to minutes of July 28 meeting and October 6 “*Cost of Congestion and How Employers Are Improving the Commute Experience*” webinar recording.

There was a brief recap of activity on the *Large ACT & BWC Employers* private listserv group, for sharing information, ideas, questions, and news with peers on a day-to-day, casual basis. Those who wish to join can find instructions on [Employer Council page](#) or email [v-wescho@microsoft.com](mailto:v-wescho@microsoft.com). Listserv members not viewing the emails should adjust junk settings.

### **Swap & Share Presentations:**

Three Council members gave Swap & Share presentations followed by Q&A. To protect employer privacy, details are not included in these public minutes. Please contact Wendy Scholtz or the presenter for content details.

**Alyssa Sherman**, Commute Alternatives Program Coordinator, Apple Inc.

Alyssa gave an overview of Apple’s bicycle commute program, including support resources, bicycle facilities at and near the Cupertino campus, bike facilities planning, route assistance and bike escorts, digital information sharing among cyclists, organized rides, and promotional events such as Bike to Work Day.

**Tom Harrington**, Global Commute Solutions Leader, Intuit

Tom discussed Intuit’s Bay Area Bike Lease Program, including program context, goals, and outcomes. He also discussed safety, program administration, supply and demand, costs, equipment, seasonal variations, and lessons learned.

**Gabriel Talamantes**, Corporate Citizenship Administrator, Walt Disney Company

Gabriel presented Disney’s Earn-a-Bike program, including program management, eligibility, safety training, outreach, equipment, costs, results, and lessons learned.

### **Let ACT Leadership Academy Innovate for You:**

Penny Menton, Director of Communications and Organizational Development at UCLA Commuter Services and Curriculum Director for ACT Leadership Academy (LA) presented on the opportunity for Employer Council members to sponsor a LA small team project.

Projects would start in Spring or Summer 2016. Participants are skilled professionals of varied expertise, such as transportation planning, HR, marketing, communications, and operations. Many turn out to be true leaders. They need real projects or studies to work on.

At no cost, ACT employers can partner with a team of LA participants to conduct research, assess feasibility of new initiatives, recommend solutions to a problem at your worksite. The project may be work your team is ready to do except but you lack time or bandwidth. The LA team will deliver a proposal, outline, scope of work, financials, analytics, marketing/communications plans, findings, and recommendations.

Example areas: outreach, branding, sustainability, behavior change, public-private partnerships, bikesharing, TDM programs, non-motorized or electric transportation, technology applications for instant carpooling, etc.

To get involved: download the proposal form at [Employer Council page](#). Submit to [pmenton@ts.ucla.edu](mailto:pmenton@ts.ucla.edu) by March 1, 2016. Reach out to Penny or Wendy with any questions.

### **Legislative Update:**

Jason Pavluchuk, ACT Government Affairs director, discussed MAP-21 reauthorization. The house will take action soon on a 6-year transportation bill. ACT is advocating passage of a long-term bill and for MPOs over 200,000 to engage employers, TMAs, transit agencies, and other transportation providers to identify current and future projects and programs and develop commute trip reduction plans. This is similar to the Washington State model.

To get involved: visit [www.actweb.org](http://www.actweb.org) and click *Advocacy > Take Action*. Individuals can send legislators letters and use social media, newsletters, emails, etc. to encourage others to support the legislation. A recording of the 10/20/15 webinar is now available at [www.actweb.org](http://www.actweb.org).

### **Employer Council NetConferences:**

Employer Council will partner with Best Workplaces for Commuters (BWC) to deliver a NetConferences for members in early CY2016. 60 minutes (three x 15 minute presentations + Q&A). This is an easy opportunity for you to showcase your programs. BWC staff can help presenters with deck and presentation. To protect presenter privacy, measures will be taken to limit attendance and information to ACT Employer Council and BWC employer members.

Per earlier voting and surveys, this Council's first choice topic is a *Technology Showcase by Employer*. We envision a brief overview of all the technology you are using to implement your commute program (communications, managing transit subsidies, ridematching, incentives, surveys, smart parking, EVSE, shuttles or reservations, bikeshare, etc.)

**Volunteer presenters are needed!** Large budget or small, your peers want to learn from you.

Wendy volunteers as the liaison with BWC. **Additional volunteer is needed as publicity coordinator.**

Second choice topic is *Shuttles and Shuttle Sharing*. If we end up with this topic, we would also need a **curator/recruiter** to help with presenter leads that Wendy has already gathered.

**If you are willing to present or to help, please contact Wendy.**

### **Benchmarking Survey:**

Phil Winters, TDM Program Director at CUTR, updated on Employer TDM Benchmarking Survey. Thanks to volunteers Pinky Advani, Joe Cox, Tom Harrington, Ken Jarocki, and Jude Miller, the questionnaire is ready to send. Wendy will work with ACT staff and TMA Council to compile their relevant contacts/members. BWC will identify BWC and Listserv members.

Now we need everyone's help to build a master list of more recipients.

**Brainstorm employers who should receive the questionnaire. Please make a spreadsheet:**

Company or Organization	Name of ETC or Other Contact	Email Address	City, State
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Send by November 20 to Christine Epps at BWC: [cepps@cutr.usf.edu](mailto:cepps@cutr.usf.edu) (813) 974-6898.

### Next Up:

- Luanna Huber announced that ACT is recruiting a new Executive Director. Job announcement is at [www.ACTweb.org](http://www.ACTweb.org). Please spread the word!
- **Jan 20, 2016:** next Employer Council Conference call. Swap & Share topic will be ridematching. If you wish to present, please contact [Wendy Scholtz](#).
- **July 31 – Aug 3:** ACT International Conference in Portland. If you wish to present or want to hear from someone, contact [Wendy Scholtz](#).

Remember:

- Send Benchmarking contacts to [cepps@cutr.usf.edu](mailto:cepps@cutr.usf.edu) by 11/20/15.
- Volunteer for easy NetConference presentation in early 2016, *Technology Showcase by Employer*. We need more presenters and a publicity volunteer! Contact [v-wescho@microsoft.com](mailto:v-wescho@microsoft.com) / 425-421-2549.
- Send Leadership Academy forms to [pmenton@ts.ucla.edu](mailto:pmenton@ts.ucla.edu) by 3/1/16.
- Contact Wendy Scholtz at [y-wescho@microsoft.com](mailto:y-wescho@microsoft.com) / 425-421-2549 with any questions or feedback.