

Employer Council Kick Off Meeting
 Minutes July 28, 2:15pm – 3:15pm
 ACT International Conference
 Baltimore, MD

Attendees:

First	Last		Organization
Bill	Anderson	In Person	ACT
Stephanie	Ayers	In Person	Boeing Company
Joe	Cox	In Person	National Institutes of Health
Barbara	Disser	In Person	Boeing Company
Jean	Ghianuly	In Person	Aerospace Corporation
Thomas	Harrington	In Person	Intuit
Rob	Henry	In Person	ACT
Luanna	Huber	In Person	The Walt Disney Company
Nicole	Huntington	In Person	National Institute Of Health
Ken	Jarocki	In Person	The Walt Disney Company
David	Manchas	In Person	Food and Drug Administration
Rusty	Mason	In Person	National Institutes of Health
Esther	Maycock-Thorne	In Person	Massachusetts General Hospital
Penny	Menton	In Person	UCLA/Leadership Academy
Jude	Miller	In Person	Marriott International
Eddie	Ozawa	In Person	Aerospace Corporation
Wendy	Scholtz	In Person	Microsoft Commute Team, CBRE Inc
Alyssa	Sherman	In Person	Apple Inc.
Wendy	Weaver	In Person	Boeing Company
Phil	Winters	In Person	CUTR / Best Workplaces for Commuters
Michael	Alba	WebEx	LinkedIn Corporation
Rhona	Davis	WebEx	Sony Pictures Entertainment
Devon	Deming	WebEx	Los Angeles World Airports
Stan	Nakaso	WebEx	Lockheed Missiles & Space Co.
Jessica	Sanborn	WebEx	Google
Tim	Waldrop	WebEx	VMW Ware
Guests			
Pinky	Advani	In Person	Arlington Transportation Partners
Krute	Singa	WebEx	Clean Transportation Program Coordinator, SFO Dept of Env.
Alex	Depompolo	In Person	A Better City TMA
Chuck	Welek	In Person	Enterprise Rideshare
Dani	Gregoire	In Person	Enterprise Rideshare
Chris	Pennant	In Person	Enterprise Rideshare

Chair/Facilitator: Wendy Scholtz
 WebEx Moderator: Ken Jarocki
 Note Taker: Wendy Weaver

Agenda Review and Introductions:

Wendy Scholtz reviewed the meeting agenda. Opening remarks by Luanna Huber of the Walt Disney Company, liaison to Board of Directors. Luanna welcomed members and guests, and explained the meeting's focus was to resurrect the Employer Council, reconnect the dots, and build on connections to meet the needs of our companies. Wendy Scholtz provided a brief history and for the Council, which has been dormant for about seven years. Councils within ACT offer expertise, thought leadership, networking, advocacy. Employer Council addresses a need for employer-only space for sharing ideas, best practices, real-world experience, and peer-to-peer connections. Update on recent phone discussions with many employer members and provided a list of discussion interests gathered from those conversations, including:

- Benchmarking
- Shuttles and shuttle sharing
- Traditional and dynamic ridematching
- Workplace bikeshare and carshare
- Gamification and trip tracking
- Engaging company leadership
- Engaging with city, regional planning
- Social media
- Social marketing / behavior change
- Expanding bike modeshare
- Shorter commute distances
- Electric vehicles and smart parking
- Employer technology overviews
- Emergency preparedness
- Compliance

Each attendee introduced self and what they hoped to gain from the council. Tenures ranged from very brief to 31 years working in TDM. Hopes for the council included growing networks; sharing best practices and ideas; helping each other overcome obstacles; making connections and contacts; innovation and technology; collaboration; learning – especially around metrics, evaluation, and marketing; sharing feedback on vendors; and building the employer TDM community.

Benchmarking Survey:

Phil Winters updated on Employer TDM Benchmarking Survey, last performed in 2007. Phil has a new draft and is looking for five volunteers during phase one preparations to spend about two hours each during August 2015 to refine questions and test the survey tool. Volunteers: Pinky Advani, Joe Cox, Tom Harrington, Ken Jarocki, Jude Miller. (Thank you!) Phase two later this year will involve compiling a list of employers to survey and advising on non-disclosure agreements. BWC will distribute the survey nationally in Fall 2015.

Digital Forum:

Wendy Scholtz presented about options for digital forums, to be used for sharing information, casual Q&A, quick polls, planning/scheduling Council activities. Four options include private group within TDM Lyris listserv, Yammer, Google Group, LinkedIn group. She is recommending the 1st: child group for TDM Listserv. Priorities are accessibility and ease of use for all members. Group voted to use Lyris private group. Wendy will send instructions to join, post information on Council web page, and follow up about criteria to join (ie – directly operate TDM program at large employer).

Conference Calls:

Council will conduct regular conference calls for news, council plans, program idea swap & share, Q&A. After discussion, attendees voted for quarterly cadence, 90 minutes per call. Wendy Scholtz will utilize digital forum and emails to schedule first call in Fall 2015.

NetConferences:

In partnership with BWC, Council will aim to conduct two NetConferences per year. CUTR staff will assist members with creating slide decks, refining presentations, and moderating. Format will include three 15-minute presentations on a common theme, followed by audience Q&A. Presenters will include Council members (employer TDM professionals), academics, and consultants. Bill Anderson suggested conducting one NetConference by employers and one by vendors each year in order to garner sponsorships from vendors. Group discussed that there is a desire to maintain separation from vendors and an employer-only environment, so there is not a desire for vendors to present NetConferences to Council.

Among topics for first NetConference in 2016, ranked priorities (based on email feedback from group):

- 1) Shuttles and shuttle sharing
- 2) Technology showcase by employer
- 3) Workplace bikeshare and carshare
- 4) Traditional and dynamic ridematching

Additional suggestions: sharing information about transit subsidy facilitators

Overview of Other Upcoming Opportunities:

Potential for employers to sponsor a leadership academy project. Put academy cadets to work to solve a problem for you. Penny Menton will present more detail during an upcoming conference call. Phase two of benchmarking survey (see above). 2016 ACT Conference – social events, more networking, conference session.

Next Steps:

Survey Monkey meeting follow-up, information about joining listserv group, and scheduling first conference call.

Closing Remarks by Rob Henry:

Thanked Luanna and Wendy for reviving and growing the Council. ACT wants to be there to support employers, capture employers' stories, and bring those stories to Washington DC. DC needs to hear from the private sector about TDM needs and investments. Council members should attend ACT Public Policy Summit to advocate, not to lobby. Explain the economic benefit of private TDM and how much it saves the public sector. ACT may modify membership structure to give more members of each organization access to ACT. Most private companies have offices across the country. Working on the finances now.

Luanna commented on the value of attending the Public Policy Summit. Leaving behind a fact sheet for legislators about where we live, where we do business. Legislators need to hear from us, to understand what we do as it relates to TDM, show that private sector cares.

Networking time followed the meeting.