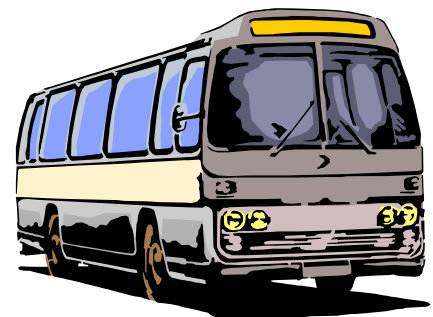


HANDOUTS

From previous meeting

October 16, 2007



Draft**Conformity Statement through September 30, 2006****Employers with 100 or more employees**

	Level 3 Employers	Level 4 Employers	Levels 3 & 4 <100 Employers	FY06 Confirmed to Date including <100 Employers for Levels 3 & 4 (through 6-30-06)	Amount Needed to Attain Goal for Levels 3 & 4	Goal	Overall Confirmed to Date (through 6-30-06)
Alexandria	3	0	2	5	0	10	11
Arlington	21	5	12	38	0	21	81
DC	23	3	4	30	6	110	104
Fairfax	25	4	2	31	0	40	41
Frederick	4	0	0	4	0	4	4
Loudoun	6	2	0	8	0	2	8
Montgomery	22	2	16	40	0	40	150
Prince George's	12	4	4	20	2	26	24
PRTC	2	0	0	2	0	6	8
Tri-County	1	0	0	1	0	3	3
Total	119	20	41	180	8	262	434

Conformity Statement through September 30, 2006**Employers with less than 100 employees**

	Level 3 Employers	Level 3 # of employees	Level 4 Employers	Level 4 # of employees	Counted toward Conformity
Alexandria	9	155	0	0	2
Arlington	29	1045	4	149	12
DC	8	341	2	68	4
Fairfax	12	223	0	0	2
Frederick	0	0	0	0	0
Loudoun	0	0	0	0	0
Montgomery	52	1517	1	5	16
Prince George's	5	416	0	0	4
PRTC	0	0	0	0	0
Tri-County	0	0	0	0	0
Total	115	3697	7	222	40

Final**Conformity Statement through June 30, 2007****Employers with 100 or more employees**

	Level 3 Employers	Level 4 Employers	Levels 3 & 4 <100 Employers	FY06 Confirmed to Date including <100 Employers for Levels 3 & 4 (through 6-30-07)	Amount Needed to Attain Goal for Levels 3 & 4	Goal	Overall Confirmed to Date (through 6-30-07)
Alexandria	3	0	2	5	0	11	3
Arlington	3	2	12	17	0	12	7
DC	27	3	4	34	6	110	105
Fairfax	25	4	2	31	0	40	41
Frederick	4	0	0	4	0	4	4
Loudoun	7	2	0	9	0	2	8
Montgomery	25	2	16	43	0	40	150
Prince George's	12	4	4	20	2	26	24
PRTC	2	0	0	2	0	6	8
Tri-County	1	0	0	1	0	3	3
Total	109	17	41	167	8	254	353

Conformity Statement through June 30, 2007**Employers with less than 100 employees**

	Level 3 Employers	Level 3 # of employees	Level 4 Employers	Level 4 # of employees	Counted toward Conformity
Alexandria	9	155	0	0	2
Arlington	29	1045	4	149	12
DC	8	341	2	68	4
Fairfax	12	223	0	0	2
Frederick	0	0	0	0	0
Loudoun	0	0	0	0	0
Montgomery	55	1529	1	5	16
Prince George's	5	416	0	0	4
PRTC	0	0	0	0	0
Tri-County	0	0	0	0	0
Total	118	3709	7	222	41



Questionnaire for Employer Outreach Representatives Fall 2007 Teleconference

- Q1. What new efforts are you implementing this current fiscal year?
- Q2. What are you doing to maintain Level 3 and 4 employer clients
- Q3. What has been the most successful strategy you have implemented to date in attracting and maintaining employers to level 2?
- Q4. What are the biggest challenges your sales team (if applicable) faces in elevating Level 2 employers to level 3 and Level 3 employers to Level 4?
- Q5. How will you use your budget to maintain your goal?
- Q6. What have you found to be the most effective means of presenting the program materials at sales meetings and fairs?
- Q7. During this Fiscal Year, how many telemarketing calls has your sales team (if applicable) averaged a month to new employers? Also, how many sales meetings have your sales team (if applicable) averaged on a monthly basis to both new and existing clients?
- Q8. How many customized e-mails or mailings have your sales team been sending since July (on average) to both new and existing clients on a monthly basis?
- Q9. How many employer conferences, commuter transportation fairs, or new hire orientations do you anticipate being involved with for the rest of the year?
- Q10. What topics would you like to cover at the quarterly held Commuter Connections Employer Outreach Ad-Hoc Group meetings at COG?
- Q11. What type of training (sales specifically) would you find to be the most attractive for selling TDM programs to employers?
- Q12. How many nominations are you planning to submit for the employer awards next June? (Nominations are due in early January) And how many employers would you anticipate attending the event?

Q13. Would you want to have COG staff accompany you on any sales calls or provide marketing assistance to employers you are seeking to elevate into higher levels of participation (i.e. Level 2 to 3 and/or Level 3 to 4)?

Q14. Are there any material needs and if so what are they and what amounts would you require?

Q15. How many employer commute surveys do you anticipate submitting for processing this fiscal year?

Q16. Do you have any Live Near Your Work seminars planned during this fiscal year?