HANDOUTS

from previous meeting

July 20, 2010

Final

Conformity Statement through March 31, 2010

***includes new (99) plus maintenance companies (431)

**this number includes companies less than 100

Employers with 100 or more employees

	through March 31, 2010 Level 3 Employers	through March 31, 2010 Level 4 Employers	through March 31, 2010 Levels 3 & 4 <100 Employers	NEW Confirmed to Date including <100 Employers for Levels 3 & 4 (through 03-31-10)	Amount Needed to Attain Goal for Levels 3 & 4	Goal to attain for new clients	Total Goals ***	TERM Counts FY08**
Alexandria	7	4	1	12	0	10	21	21
Arlington	22	12	4	38	0	12	93	118
DC	14	5	7	26	0	10	115	142
Fairfax	62	24	8	94	0	20	61	62
Frederick	4	0	0	4	0	4	5	2
Loudoun	8	2	0	10	0	9	17	10
Montgomery	30	12	7	49	0	22	172	100
Prince George's	3	0	0	3	1	4	28	17
PRTC	7	0	0	7	0	7	14	5
Tri-County	1	0	0	1	0	1	4	2
Total	158	59	27	244	1	99	530	479

Conformity Statement through March 31, 2010
Employers with less than 100 employees*

	Level 3 Employers	Level 3 # of employees	Level 4 Employers	Level 4 # of employees	Counted toward Conformity
Alexandria	3	123	0	0	1
Arlington	19	385	6	102	4
DC	22	650	3	62	7
Fairfax	14	813	0	0	8
Frederick	0	0	0	0	0
Loudoun	0	0	0	0	0
Montgomery	49	612	11	133	7
Prince George's	1	88	0	0	0
PRTC	0	0	0	0	0
Tri-County	0	0	0	0	0
Total	108	2671	20	297	27

* Companies that have less than 100 employees are added with other companies until the total is 100. This means that the number of employees is the determining factor, not the number of employers, but rather the number of employees.

Draft

Conformity Statement through June 30, 2010

***includes new (99) plus maintenance companies (431)

**this number includes companies less than 100

Employers with 100 or more employees

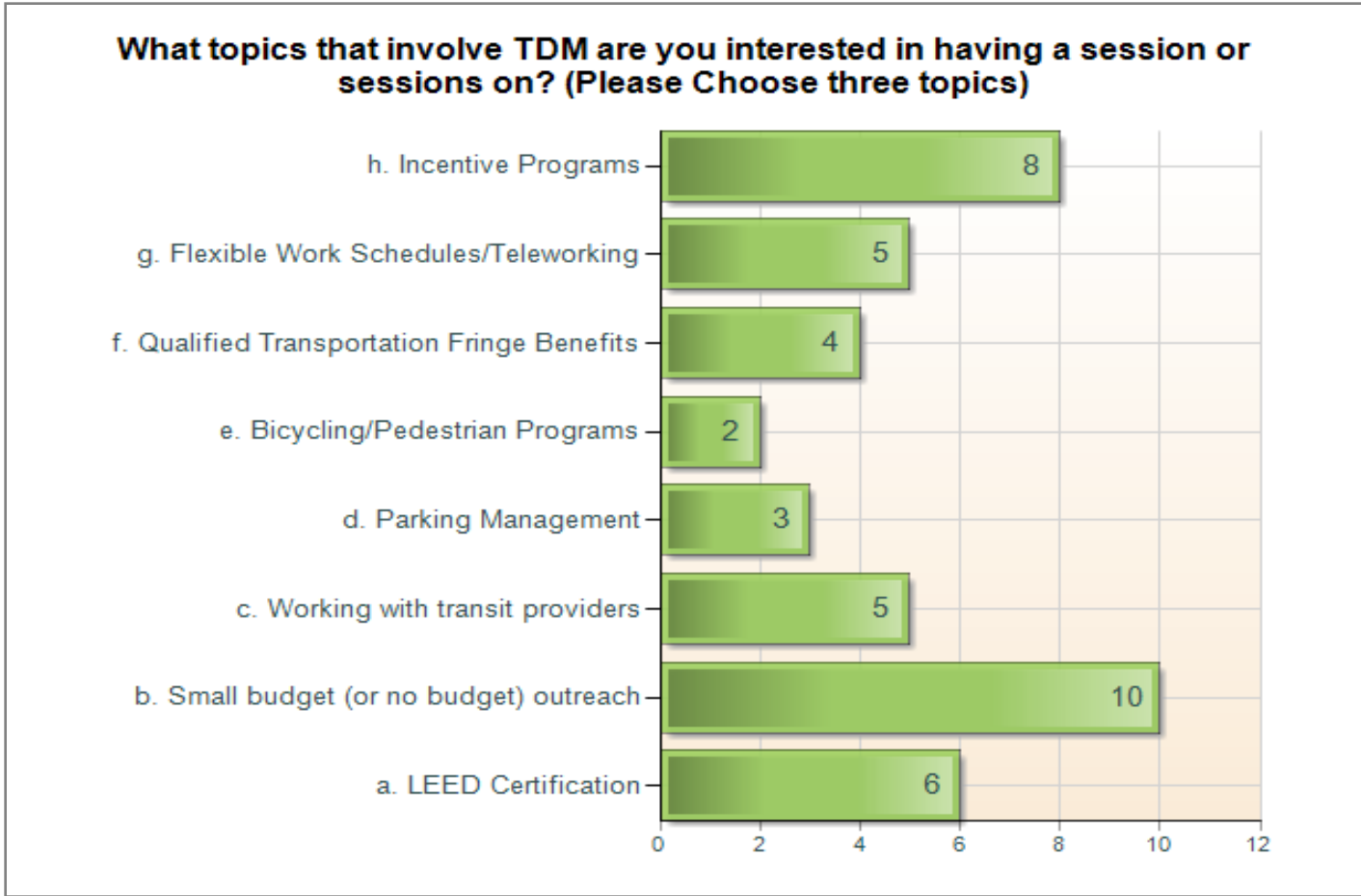|	through June 30, 2010 Level 3 Employers	through June30, 2010 Level 4 Employers	through June 30, 2010 Levels 3 & 4 <100 Employers	NEW Confirmed to Date including <100 Employers for Levels 3 & 4 (through 06-30-10)	Amount Needed to Attain Goal for Levels 3 & 4	Goal to attain for new clients	Total Goals ***	TERM Counts FY08**
Alexandria	7	4	1	12	0	10	21	21
Arlington	22	12	5	39	0	12	93	118
DC	14	5	8	27	0	10	115	142
Fairfax	68	27	10	105	0	20	61	62
Frederick	4	0	0	4	0	4	5	2
Loudoun	8	2	0	10	0	9	17	10
Montgomery	37	12	9	58	0	22	172	100
Prince George's	6	0	1	7	0	4	28	17
PRTC	7	0	0	7	0	7	14	5
Tri-County	1	0	0	1	0	1	4	2
Total	174	62	34	270	0	99	530	479

Conformity Statement through June 30, 2010
Employers with less than 100 employees*

|	Level 3 Employers	Level 3 # of employees	Level 4 Employers	Level 4 # of employees	Counted toward Conformity
Alexandria	3	123	0	0	1
Arlington	21	476	6	102	5
DC	26	772	3	62	8
Fairfax	16	1013	0	0	10
Frederick	0	0	0	0	0
Loudoun	0	0	0	0	0
Montgomery	58	747	13	159	9
Prince George's	2	148	0	0	1
PRTC	0	0	0	0	0
Tri-County	0	0	0	0	0
Total	126	3279	22	323	34

* Companies that have less than 100 employees are added with other companies until the total is 100. This means that the number of employees is the determining factor, not the number of employers, but rather the number of employees.

Employer Outreach Training Input

Employer Outreach Training Input: What topics that involve TDM are you interested in having a session or sessions on? (Please Choos ...

What topics that involve TDM are you interested in having a session or sessions on? (Please Choose three topics)

Topic	Count
h. Incentive Programs	8
g. Flexible Work Schedules/Teleworking	5
f. Qualified Transportation Fringe Benefits	4
e. Bicycling/Pedestrian Programs	2
d. Parking Management	3
c. Working with transit providers	5
b. Small budget (or no budget) outreach	10
a. LEED Certification	6

Employer Outreach Training Input: Would you prefer to have half day or full day sessions?

Would you prefer to have half day or full day sessions?

b. Half Day — 13

a. Full Day — 1
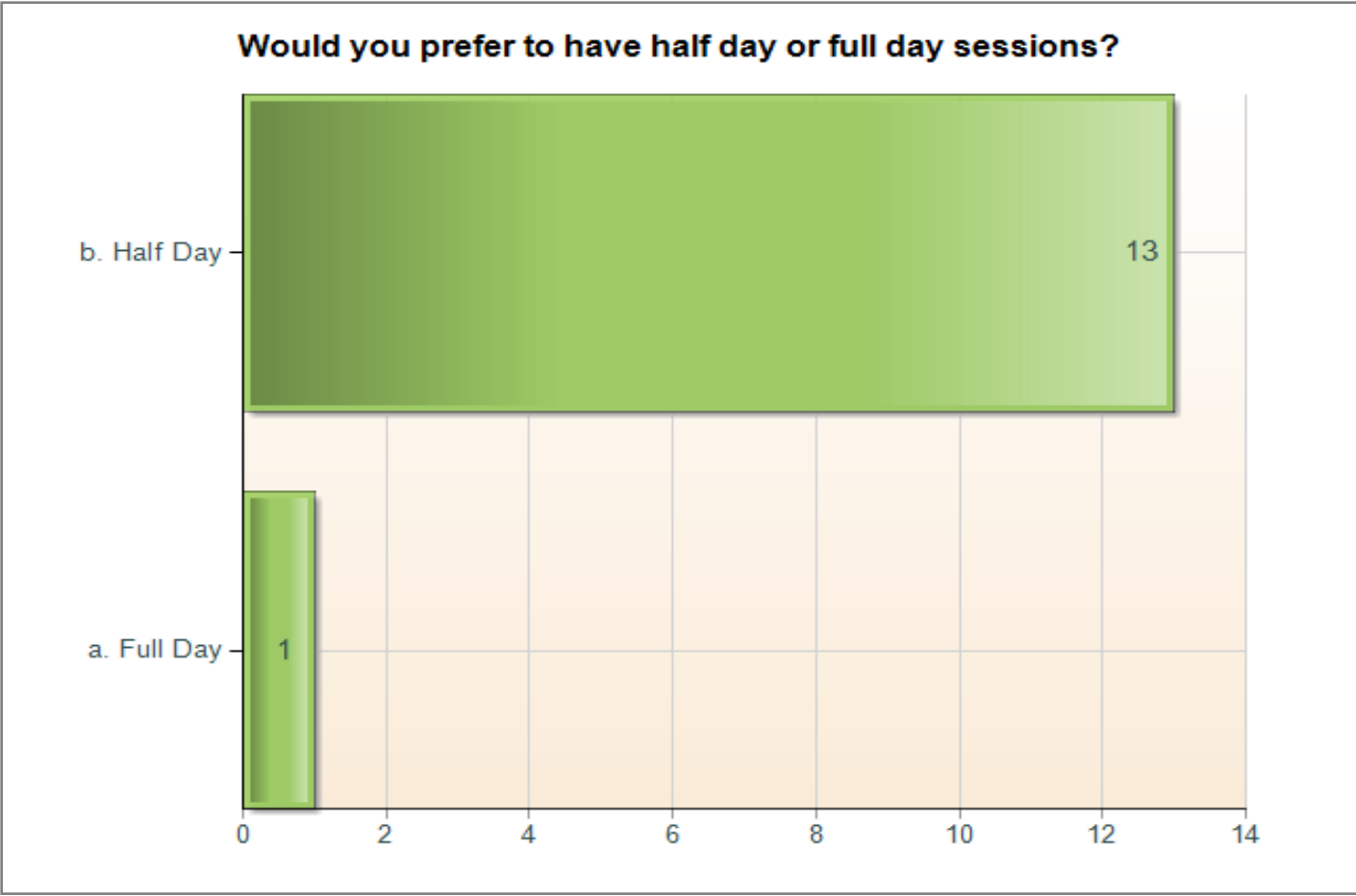
Employer Outreach Training Input: What sales training topics would interest you?

Tagged results for: What topics would you want to have covered that aren't listed? (space provided for one or two choices only)
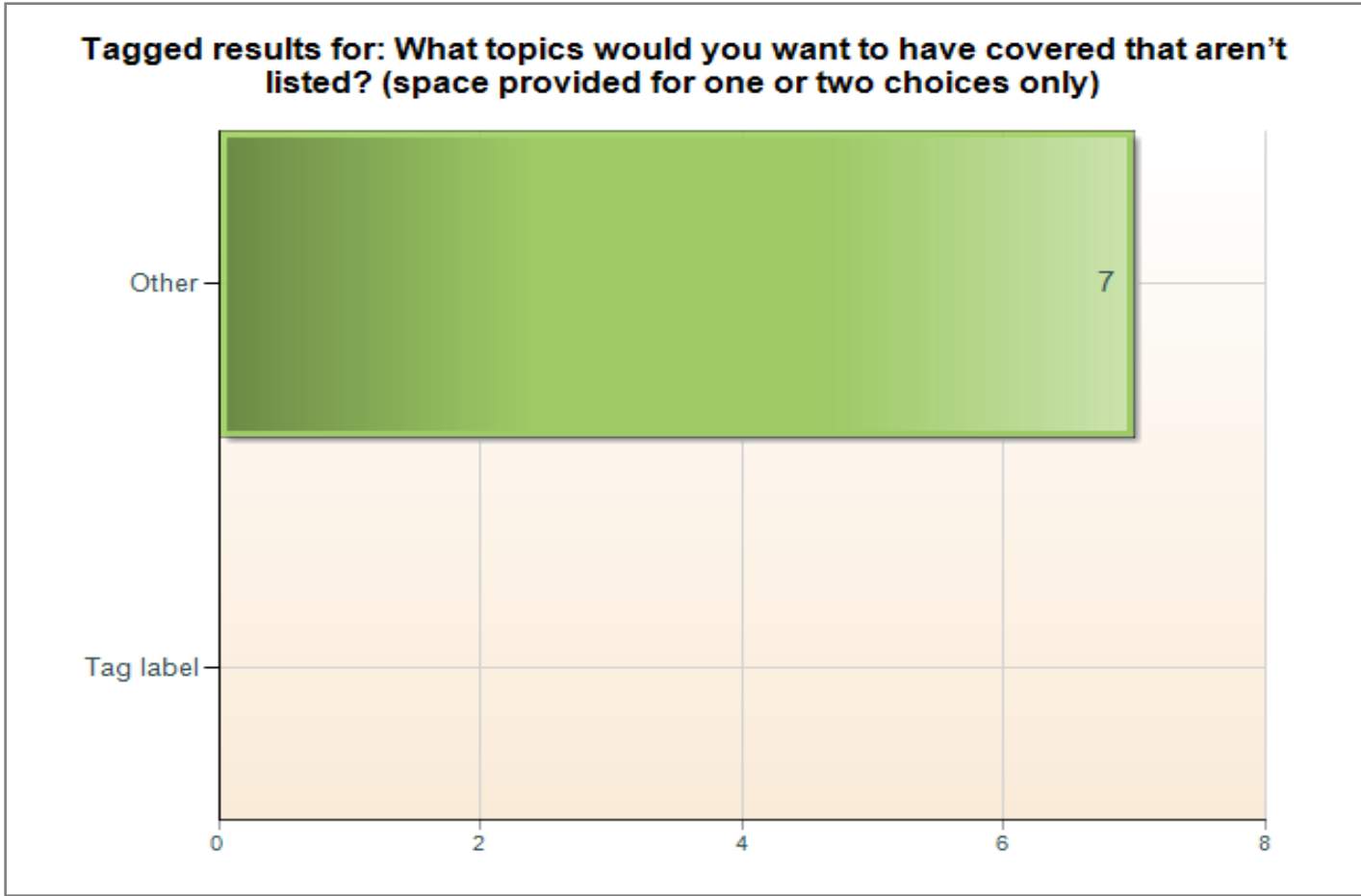
COMMUTER CONNECTIONS
FY 2011 Employer Outreach
Training Sessions and Schedule

1. **Small Budget Success For TDM Outreach**

   How to stretch that small TDM Employer Outreach budget to meet goals and objectives. Using various strategy programs to increase levels of participation and maintain existing successful programs.
   September 2010

2. **Sales Research training**
   How to mine information for relevant data for current and prospective clients that will lead to meaningful conversations and sales meetings.
   December 2010

3. **The art of Cold-Calling**
   Breaking through the gatekeeper and setting meaningful appointments with decision makers that can help start or expand TDM programs.
   March 2011

4. **Effective Employer TDM Incentive Programs**
   Examples of employers who have effectively grown their programs and increased participation through the use of TDM incentive programs.
   June 2011