

Table 1
Summary of All TERM Impacts (July 2008 - June 2011)

	Placement	VT Red	VMT Red	Daily NOx Red	Daily VOC Red	Annual PM 2.5 Red	Annual PM 2.5 Nox Red	Annual GHG Red
Telework								
Goal	31,854	11,830	241,208	0.122	0.072			
Impact	35,237	12,499	241,834	0.099	0.062	0.77	27.0	30770
Difference	3,383	669	626	-0.023	-0.011			
Guaranteed Ride Home								
Goal		12,593	355,136	0.177	0.097			
Impact	8,542	7,983	208,346	0.076	0.042	0.61	20.7	24,515
Difference		-4,610	-146,790	-0.100	-0.055			
Employer Outreach - all Programs								
Goal	581	64,644	1,065,851	0.549	0.343			
Impact	1,119	90,350	1,657,809	0.578	0.367	4.73	165.5	189,976
Difference	538	25,706	591,958	0.029	0.024			
Employer Outreach-New/Exp								
Goal	96	8,618	140,622	0.072	0.046			
Impact	551	28,098	461,250	0.177	0.108	1.38	48.5	55,584
Difference	455	19,480	320,628	0.105	0.062			
Employer Outreach-Bike								
Goal	61	130	567	0.001	0.0005			
Impact	274	180	1,083	0.001	0.0005	0.00	0.1	138
Difference	213	50	516	0.000	0.000			
Mass Marketing								
Goal	11,023	7,758	141,231	0.072	0.044			
Impact	10,438	6,922	78,297	0.031	0.021	0.23	8.4	9,259
Difference	-585	-836	-62,934	-0.042	-0.023			
TERM Total								
Goal		96,825	1,803,426	0.9199	0.5562			
Impact		117,754	2,186,287	0.7838	0.4906	6.34	221.7	254,520
Difference		20,929	382,861	-0.136	-0.066			
Commuter Oper Center								
Goal		10,399	296,635	0.147	0.081			
Impact	25,541	6,190	180,409	0.066	0.036	0.53	18.0	21,393

Difference		-4,209	-116,226	-0.081	-0.045			
Software Upgrade								
Goal		2,370	62,339	0.031	0.017			
Impact	3,354	1,717	51,569	0.020	0.010	0.16	5.3	6,331
Difference		-653	-10,770	-0.012	-0.007			
CC Total								
Goal		107,224	2,100,061	1.067	0.637			
Impact	28,895	125,661	2,418,265	0.870	0.537	7.03	245.1	282,244
Difference		18,437	318,204	-0.198	-0.100			