



# HANDOUTS

from previous meeting

April 20, 2010



# Final

## Conformity Statement through December 31, 2009

# ITEM #3

\*\*\*includes new (99) plus maintenance companies (431)      \*\*this number includes companies less than 100

### Employers with 100 or more employees

|                 | through December 31, 2009<br>Level 3 Employers | through December 31, 2009<br>Level 4 Employers | through December 31, 2009<br>Levels 3 & 4 <100<br>Employers | NEW Confirmed to Date including <100 Employers for Levels 3 & 4 (through 12-31-09) | 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              | 12   | 5  | 6   | 23   | 0   | 10                             | 115             | 142                |
| Fairfax         | 59   | 24   | 8   | 91   | 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                  |
| <b>Total</b>    | <b>153</b>                                     | <b>59</b>                                      | <b>26</b>   | <b>238</b>   | <b>1</b>                                      | <b>99</b>                      | <b>530</b>      | <b>479</b>         |

## Conformity Statement through December 31, 2009

### Employers with less than 100 employees\*

|                 | Level 3<br>Employers | Level 3<br># of employees | Level 4<br>Employers | Level 4<br># of employees | Counted toward<br>Conformity |
|-----------------|----------------------|---------------------------|----------------------|---------------------------|------------------------------|
| Alexandria      | 3                    | 123                       | 0                    | 0                         | 1                            |
| Arlington       | 19                   | 385                       | 6                    | 102                       | 4                            |
| DC              | 20                   | 636                       | 3                    | 62                        | 6                            |
| Fairfax         | 14                   | 813                       | 0                    | 0                         | 8                            |
| Frederick       | 0                    | 0                         | 0                    | 0                         | 0                            |
| Loudoun         | 0                    | 0                         | 0                    | 0                         | 0                            |
| Montgomery      | 47                   | 588                       | 11                   | 133                       | 7                            |
| Prince George's | 1                    | 88                        | 0                    | 0                         | 0                            |
| PRTC            | 0                    | 0                         | 0                    | 0                         | 0                            |
| Tri-County      | 0                    | 0                         | 0                    | 0                         | 0                            |
| <b>Total</b>    | <b>104</b>           | <b>2633</b>               | <b>20</b>            | <b>297</b>                | <b>26</b>                    |

\* 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 March 31, 2010**

**ITEM #3**

**Employers with 100 or more employees**

\*\*\*includes new (99) plus maintenance companies (431)      \*\*this number includes companies less than 100

|                 | through March 31, 2010<br>Level 3 Employers | through March 31, 2010<br>Level 4 Employers | through March 31, 2010<br>Levels 3 & 4 <100<br>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                  |
| <b>Total</b>    | <b>158</b>                                  | <b>59</b>                                   | <b>27</b>  | <b>244</b>   | <b>1</b>                                      | <b>99</b>                      | <b>530</b>      | <b>479</b>         |

**Conformity Statement through March 31, 2010**

**Employers with less than 100 employees\***

|                 | Level 3<br>Employers | Level 3<br># of employees | Level 4<br>Employers | Level 4<br># of employees | Counted toward<br>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                            |
| <b>Total</b>    | <b>108</b>           | <b>2671</b>               | <b>20</b>            | <b>297</b>                | <b>27</b>                    |

\* 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.

**What COG needs to know every month:**

(See Table 1)

- A. New Contacts: Number of contacts with new 100+ employers. This number refers to first time contact with employers; these are employers have never been approached (includes phone calls, letters, email, faxes and voicemails)
- B. Follow- up Contacts: Number of contacts with existing 100+ companies. These are contacts with employers after the first attempt (includes forms of contact listed above).
- C. Total Contacts: sum of A and B
- D. Total Broadcast Contacts: Mass outreach (includes direct mail, faxes, emails)
- E. Total Sales Meetings: Number of in person contacts with new and existing employers for the purpose of discussing the Commuter Connections program (includes one on one meetings and employers attending seminars and presentations; does not include transportation fairs)
- F. New Level 1 TDM Programs: Number of Level 1 programs implemented in previous month; more detailed information on these programs must be entered into the ACT database.
- G. New Level 2 TDM Programs: same as above
- H. New Level 3 TDM Programs: same as above
- I. New Level 4 TDM Programs: same as above

**Submitting Monthly Report:**

Monthly reports are due by the 9<sup>th</sup> of every month.

JURISDICTION / AGENCY

TIME PERIOD From  
To

|  | NEWLY ACTIVE<br>Employers <sup>1</sup> | FOLLOW-UP<br>Employers                  | Total |
|--|--|---|-------|
| Contacts via <u>Personal</u> Contact (Voice, Letter or Personal E-mail) <sup>2</sup>                 |  |   |       |
| Contacts via <u>Broadcast</u> Contact (Letters, Flyers, Newsletter or Broadcast E-mail) <sup>3</sup> |  |   |       |
| Sales Meetings / Site Visits   |  |   |       |
| On-Site Events / Promotions  |  |   |       |
| Employers Surveyed   |  |   |       |
|  | New<br>TDM Employers <sup>4</sup>      | Previously<br>Reported<br>TDM Employers | Total |
| Level 1 TDM Employers  |  |   |       |
| Level 2 TDM Employers  |  |   |       |
| Level 3 TDM Employers  |  |   |       |
| Level 4 TDM Employers  |  |   |       |
| <b>TOTAL</b>   | 0                                      | 0                                       | 0     |

1 - Newly Active employers are either (a) new to the ACT! database, or (b) included in ACT! database but have been dormant for over 2 years

2 - Number of individual calls, letters, e-mails, etc. addressed personally

3 - Impersonal brochures, flyers, blast e-mails, etc.

4 - Report changes as POSITIVE or NEGATIVE as appropriate

