



Dulles Area Transportation Association

STATE OF THE ASSOCIATION 2016

February 17, 2016



DATA is a 501(c)(3) public-private partnership that identifies access and mobility issues in the greater Dulles area and helps develop solutions through employer outreach and educational events and programs.

DATA's Area of Operations encompasses an approximately 335-square mile area bounded by the Potomac River on the north, Hunter Mill Road on the east, by the Route 15 corridor on the west, and the Route 66 corridor on the south and includes parts of Fairfax, Loudoun, and Prince William Counties.

DATA currently has 55 paid and reciprocal members including businesses, municipalities, governmental agencies, and transportation providers.



DATA Staff



Full Time

Executive Director and CEO - Jim Larsen

Part Time

Director of Employer Outreach - Lynn Bostain

Director of Sales & Marketing - Kelly Woodward

Director of Special Projects - Doug Pickford

Grants & Database Manager - Michael Green

Vanpool Coordinator - Sarah McGowan (Van Do Attitude Grant)

Lead Onsite Rideshare Coordinator - Ericka Amador (JARC Grant)

Onsite Rideshare Coordinator - Karla Nativi (JARC Grant)

Current Grants & Contracts

■ *DRPT TDM Operating Grant*

DATA's main operating grant funds employer outreach activities in its service area

■ *Fairfax County Supplemental Services Contract*

Additional funding from Fairfax County helps DATA assist its 365 Fairfax County employers in offering transportation choices to their employees

■ *E³Calc v.2*

DRPT grant upgrades DATA's greenhouse gas calculator for business with current State of the Commuter data

■ *"Van Do Attitude" Grant*

Special DRPT grant incentivizes the formation of vanpools

■ *Job Access Reverse Commute (JARC) Grant*

Federal grant promotes ridesharing among underserved populations through cooperation with employers, community and faith-based organizations, and residential developments



2016 Revenue:

Events	\$51,100.00
Grants/Contracts	\$389,870.00
Membership Fees	\$66,125.00
Contributions	\$500.00
Total Revenues	\$507,595.00

2016 Expenses

Events	\$29,500.00
Operating	\$87,330.00
Direct	\$67,300.00
Personnel	\$311,980.00
Marketing/Promotion	\$9,500.00
Total Expenses	\$505,610.00

2016 Excess After Expenses \$1,985.00

Notes to Financial Plan:

1. At the request of DATA's Treasurer, a significant restructuring of the way DATA captures expenses was undertaken in 2016. This restructuring resulted in more accurate assignment of direct costs to specific projects and reduced charges to what was previously referred to as overhead.
2. Events include DATA Annual Dinner, Golf Tournament, and Annual Meeting/Holiday Reception.
3. Grants/Contracts include Federal JARC Grant, DRPT TDM Operating Assistance and project grants and Fairfax and Loudoun Counties.
4. Typical cost components within Operating Expenses include Insurance, Accounting/Audit, Internet/Website, Bank Fees and Interest.
5. Direct Expenses include grant related travel, supplies and materials, printing, and contractor support.



Pending FY 2017 Grants & Contracts

- ***DRPT TDM Operating Grant***
- ***Fairfax County Supplemental Services Contract (confirmed)***
- ***“Dive In” - SchoolPool Program***

Special DRPT grant to promote the Commuter Connections SchoolPool Program that encourages formation of carpools among student families
- ***“FOCUS!” - Individualized TDM Marketing Program***

Special DRPT grant to conduct and evaluate the efficacy of an intensive TMD program on a specific neighborhood
- ***Regional Transportation Forum***

DRPT grant to hold a one-day forum of stakeholders from local TDM agencies and public and private transportation providers to discuss and evaluate how transportation services have been provided over the past year since the opening of METRO’s Silver Line.



Upcoming Events

- ***30th Anniversary Celebration & Awards Ceremony***

Hilton Washington Dulles Airport Hotel

Thursday, April 28, 2016

5:30 p.m.

Invited Keynote Speakers: Hon. Aubrey Layne and Hon. Terry McAuliffe

- ***Annual Transportation Roundtable***

Save the date: Wednesday, June 15

Location TBD – Check www.datatrans.org

- ***15th Annual Golf Tournament***

Westfields Golf Club

Friday, September 9, 2016

6:30 a.m.

- ***Annual Membership Meeting & Holiday Reception***

Holiday Inn Dulles

Thursday, December 1, 2016

5:30 p.m.

