

Employer Outreach Quarterly Reporting Requirements

Quarterly reports summarizing recent accomplishments and/or Employer Outreach activities are required for each local jurisdiction participating in the Commuter Connections Employer Outreach program. The report template (see sample table on page 2) is a numerical summary that quantifies the outreach efforts for local jurisdictions.

COG compiles data for all local jurisdictions and includes a summary table in the quarterly reports for state funders and TPB oversight committees.

Frequency

Reports are due to COG by the 25th of the month following the conclusion of a quarter:

- January 25, April 25, July 25, October 25

Format

The report format is shown on page 2. The rows in the sheet provide the essential data for collection.

- New Contacts: Number of contacts with new employers. This number refers to first time contact with employers; these are employers have never been approached (includes phone calls, letters, email, and voicemails).
- Follow-up Contacts: Number of contacts with existing companies. This is the number of employers contacted, not the total number of times of interacting with the client.
- Total Contacts: Sum of the two above data elements.
- Total Broadcast Contacts: Number of employer contacts reached via mass outreach attempts, such as direct mail (e.g., mailing postcards) or emails (e.g., digital newsletter).
- Total Sales Meetings: Number of in-person or web-conference contacts with new and existing employers for the purpose of discussing the Commuter Connections programs. (Note: Includes one-on-one meetings and employers attending seminars and presentations; excludes transportation fairs.)
- New Level # TDM Programs: Number of new employer programs implemented in the prior month, as classified by “Level.” More detailed information on these programs must be entered into the Act! Regional Employer Outreach Database. Includes new programs that grow or expand their commuter benefits offerings.

These data points are what Commuter Connections needs in order to fulfill the reporting/impacts requirements set forth in the Work Program.

