

6-Month DATA Strategy Plan to Improve Financial Stability

As directed by the Executive Committee, DATA's President/CEO was tasked to develop concrete strategies to steer the organization toward improving ancillary funding and stabilizing the current financial situation. Based on meetings with Chairman Fairfield and members of the Executive Committee, the President recommends the following steps/strategies to help stabilize DATA's financial situation over the next 6 months.

0-30 Days

DRPT Grants

- Develop and submit FY21 DRPT proposals for Operating, Outreach and School Pool programs.

Existing Membership

- Put priority on collecting all outstanding membership dues in the next 30 days.
- Distribute Monkey Survey and analyze data

New Membership

- Finalize new marketing materials (20 days) and develop a list of the largest employers in DATA's service area.
- Adopt and implement new DATA logo
- Obtain EC approval of new marketing materials and new logo
- Identify appropriate points of contact in each corporation, and initiate outreach efforts to introduce DATA's programs and solicit new members (on-going).

0 - 60 Days

Sandy Spring (Priority)

- Renew the existing line of credit with the potential of increasing the limit to \$100,000.

Fairfax County (Priority)

- Meet with Tom Biesiadny and other pertinent FCDOT personnel to discuss DATA's current financial situation and ascertain whether the County has a vested interest in increasing its financial commitment to DATA. Second topic to discuss is to improve the communications and support for DATA's potential involvement in the County's proffer program as it pertains to TDM programs in DATA's service area.
- Meet with new Chairman McKay to introduce DATA and its programs. Ascertain the long-term support from the Chairman for DATA and its activities in western Fairfax.

Loudoun County

- Meet with Loudoun DOT staff to ascertain their continued commitment to DATA and to examine ways DATA may identify a method to increase financial support.

Prince William County

- Contact Marty Nohe to gauge his thoughts on the best method to approach County leadership to convince the County to join DATA. Meet with those persons he identifies as potential supporters and put forth a proposal for Prince William involvement in DATA.

DRPT

- Meet with Chris Arabia, Va DRPT Mobility Program Manager, to explain the negative consequences that the new billing protocols have on small non-profits like DATA. Examine potential solutions.

0 – 180 Days

- Encourage all board members to reach out to personal contacts with businesses in DATA's service area for introductory meetings and perhaps membership opportunities.
- Continue collaborative efforts with Fairfax EDA with the intent to be introduced to new corporate entities and to cultivate new memberships.

Proffers

- With support (notwithstanding) from Fairfax County DOT, contact and engage the 12-14 businesses that have TDM/TMA related requirements. Encourage membership and consulting services.

Follow-Up on December 5 Brainstorming Meeting

- With staff support and input from the EC, proceed to explore or implement the recommendations and action items developed at the December 5 brainstorming meeting including exploration of potential new sources of revenue.

Contingency Planning

- Prepare a plan in case intangibles, such as LOC call in, or other serious debt situations arise. Continue working with EC on developing specifics of a back-up plan should financial situation continues to be unsustainable. Identify a source of funding to finance a bankruptcy case filing should this become necessary.

VDOT & Other Potential Contracts

- Look into contracts with VDOT, NVTC and other "non-traditional" funders – perhaps more on a contractor basis than grant related. This would alleviate matching requirements.