

DATA

Dulles Area Transportation Association



Promoting sustainable transportation options

Executive Committee Meeting

September 9, 2020

8:30 a.m.

Via Zoom

Present: J. Fairfield, K. Thompson, R. Paradkar, F. Padilla, N. Klein, D. Pickford

Staff: K. Woodward, S. McGowan

J. Fairfield the meeting to order at 8:31 a.m.

D. Pickford moved to approve the agenda for the meeting; K. Thompson seconded the motion. Agenda was approved as presented.

Minutes of the previous meeting were presented and approved with one correction: It was erroneously stated that Michael Champness replace J. Parnes on the DATA Board of Directors. Procedurally, M. Champness must first be nominated for the Board of Directors and voted upon by the Board. D. Pickford moved to nominate M. Champness with R. Paradkar seconding the motion. J. Parnes will remain on the Board. Approval of the motion and minutes was unanimous

President's Report:

D. Pickford provided an update on DATA's grants.

- DRPT grant: DRPT has not yet adopted a 6-year plan budget. It appears DATA will receive the same amount of money as Q1- approximately \$26,000 net, greatly reduced from previous fiscal year and from what was requested. DATA remains constrained by DRPT in what DRPT permits DATA to promote; the focus is wholly on telework. DATA will continue to distribute DRPT's *Commute with Confidence* safe commuting inn hopes it will spur some interest in transit and ride sharing. (DATA is permitted to help companies set up other programs if they request them.)

- SchoolPool grant: Demand has ticked up as the private schools are bringing students back and it appears parents are more comfortable with a carpool than bus transportation (if even available).

- Enhanced Mobility grant: There is still demand for volunteer drivers and a limited number of volunteer drivers have been recruited. Travel training has been reinstated by Fairfax County.

The contributory application for Fairfax has been submitted; Loudoun County is due next month. The SAM registration was finally approved using D. Pickford's home office as DATA's address, Proffer work continues with bi-weekly calls with Tysons Partnership and Fairfax County. DATA is conducting a windshield survey of proffer properties to determine level of development.

DATA's annual Transportation Roundtable was virtually well attended with more than 70 participants.

DATA has created a "Justice Logo" in draft format in response to the current social climate. One application could be integration into the e-mail signature line.

D. Pickford noted DATA will be keeping its virtual office. J. Fairfield questioned whether this was a valid expenditure. D. Pickford pointed out it is just \$75 a month to keep as DATA's mailing address.

Financial Statements:

D. Pickford noted that August was a difficult month financially. The contributory money invoice for Fairfax went to the DOT office so DATA received payment late and thus ran a deficit in August. DATA has not used SBA loan but has expended PPP. DATA is waiting on Sandy Spring for notification when DATA can submit for reimbursement. Of the original \$80,000, \$72,000 will be “forgiven.”

K. Thompson noted DATA owes \$48,000 on its line-of-credit. The EIDL loan and PPP are SBA loans. EIDL loan is for 30 years at 2.75% but DATA plans not to use it unless absolutely necessary.

As far as cash flow is concerned, DATA is in good shape until January. DATA is considering requesting an extension of the Enhanced Mobility EM grant, which is supposed to end in January. After January, DATA will be running at a significant deficit and decisions may have to be made at the beginning of calendar year.

J. Fairfield noted the PPP loan has been expended. On the Sandy Spring line-of-credit, DATA has been paying interest only, but is not in default.

The financial situation underlines why membership is so important. Why membership is so important

Membership:

D. Pickford pointed out the dues structure has finally been simplified. Most members have under 500 employees. DATA currently has 4 PaceSetter sponsors; the cost of PaceSetter sponsorship has been reduced to \$2700 to make it more attractive. He posited that an Early Bird discount of 20% could increase membership.

There was a discussion of the 20% Early Bird discount. R. Paradkar noted now is when many businesses are planning for next year and that this is a good time to offer the discount so that companies with reduced revenues do not totally disconnect from DATA. He wondered if DATA might lose out on some folks who are planning to pay full amount.

F. Padilla and K. Thompson both approved of the Early Bird discount, but J. Fairfield cautioned that DATA should not make this discount standard; it should be positioned as a one-time pandemic discount. J. Fairfield also brought up the idea of pro-rating membership as companies join throughout the year. K. Thompson felt this should be handled on a case-by-case basis.

K. Thompson brought up the subject of offering an individual membership. DP cautioned this might “encourage” joining as individuals not as a company, thus reducing potential revenue. J. Fairfield indicated this could be handled on a case-by-case basis.

J. Fairfield moved to ratify new dues structure. K. Thompson seconded the motion. Approval was unanimous.

Tier 1 - Under 750,000 sq. ft. combined residential and commercial space under existing use permit
Tier 2 - Tier II - Over 750,000 sq. ft. combined residential and commercial space under existing use permit.
20% discount through November 20

Continuing the membership discussion, D. Pickford requested Executive Committee Members review the prospect list. J. Fairfield asked each Member to select 5 or 6 companies to contact for membership or allow DATA to contact on their behalf.

D. Pickford remarked that new Board Member Penny Newquist will provide a list of prospects from Loudoun County to be added to the existing Fairfax County list.

Golf Tournament: (Subsequently cancelled)

D, Pickford noted that this year DATA will partner with Food for Others to lend a charitable aspect to the Tournament and to enlist that organization's help in promoting.

There was a discussion of the Covid19 pandemic as it might affect the Golf Tournament and whether requiring players to sign a waiver might be appropriate. J. Fairfield thought contacting Westfields might be a good idea. N. Klein offered to inquire but mentioned signing up to play implied an assumption of risk. K. Thompson cautioned that the safety guidance on the Westfields website must be followed.

Anniversary Celebration and Awards Ceremony:

There was general agreement after discussion that trying to hold a dinner event was not feasible during the pandemic. J. Fairfield also suggested a virtual Annual Meeting and Holiday Reception with a speaker.

K. Thompson moved DATA defer the Anniversary Celebration and hold the Annual Meeting virtually. J. Fairfield seconded the motion, which received unanimous approval.

Old Business - New Business: None was discussed

D. Pickford moved to adjourn the meeting at 9:40 a.m. J. Fairfield seconded and the meeting was adjourned with no further discussion.