

YTD DEVELOPMENT DASHBOARD

July 2024 Meeting

2024 YTD

Overall Progress to Annual Budget Goals*



* At this time last year, we were 52% towards our annual goal.

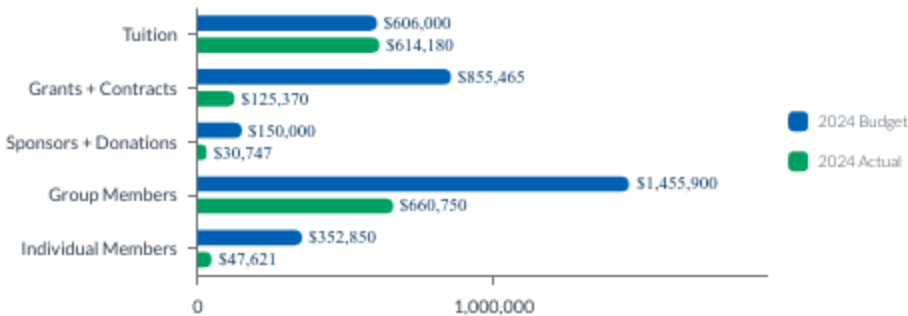


What You Need to Know:

1. Revenue is down in every category except tuition.
2. Grants and contracts are in progress, including several new proposals out to TRB and others. However, this is an area likely to end the year below budgeted revenues, due to staffing.
3. In terms of group memberships, I've attached a summary of lapsed members. However, the small group members (5 - 10 ETW subscribers) and individual members have taken the biggest hit. A huge part of this is an issue in the new system for processing renewals, as well as staff capacity. I have since fixed the renewal issue and the invoices and reminders are back on track.

	5 ETW (PI)	5 ETW	10 ETW (PI)	10 ETW	1 ETW (PI)	1 ETW
2024	4	4	1	3	30	13
2023	9	8	4	2	36	33
2022	11	7	2	3	24	30

(By Category)

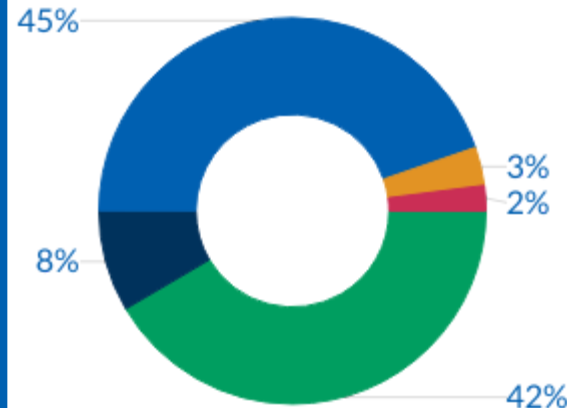


Number of Members, YTD Q2*

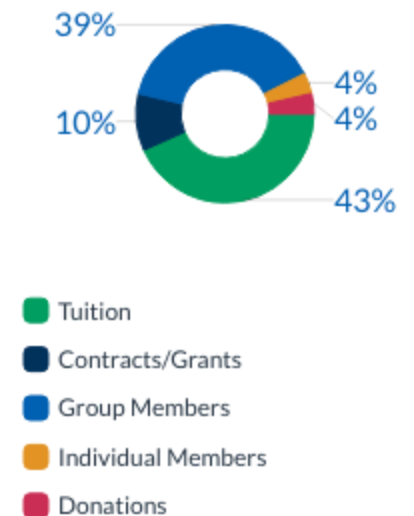


YOY Comparison Q1 & Q2 Revenue Sources

Revenue by Source, YTD 2024



Revenue by Source, YTD 2023



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Q2 YTD Trends in Revenue

By Category



Visibility Metrics



- 16,717 Social Media Followers
- 14% increase



22 News Mentions YTD

We have begun to implement new segmentation and targeted marketing tactics for the professional development program. Each of the leadership programs now has a dedicated course interest list and we will be launching the 2025 program year at the end of summer.

Top Videos:

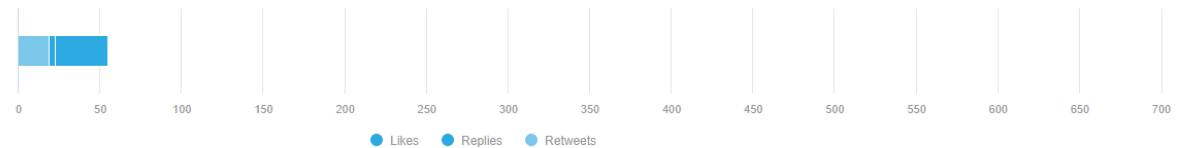
1. Webinar: Transportation and AI
2. Eno's Transportation Mid-Manager Program
3. What is Congestion Pricing?
4. Webinar: Shifting Gears: Toward a New Way of Thinking about Transportation with Dr. Susan Handy
5. Webinar: Navigating the Past: Lessons from America's Transit History

Mailing List Subscribers Over Time



Account Performance

Twitter Performance



LinkedIn Performance

