

Report to the Virginia General Assembly

***How Virginia Is Using Transit  
and Transportation Demand Management  
Programs to Address Highway Congestion and  
Single Occupant Vehicle Travel***



# COMMONWEALTH of VIRGINIA

Office of the Governor

Sean T. Connaughton  
Secretary of Transportation

November 1, 2012

The Honorable Robert F. McDonnell, Governor  
Patrick Henry Building, 3<sup>rd</sup> Floor  
1111 East Broad Street  
Richmond, Virginia 23219

The Honorable Stephen D. Newman  
Chairman, Senate Transportation Committee  
General Assembly Building, Room 315  
Richmond, Virginia 23219

The Honorable Joe T. May  
Chairman, House Transportation Committee  
General Assembly Building, Room 504  
Richmond, Virginia 23219

Dear Governor McDonnell, Senator Newman and Delegate May:

Attached for your review is the third annual "How Virginia Is Using Transit and Transportation Demand Management Programs to Address Highway Congestion and Single Occupant Vehicle Travel" as required by Chapter 733 of the 2010 Acts of Assembly, which requires the Secretary of Transportation to:

*Report on actions taken by the Commonwealth, local governments and regional transportation authorities to (i) increase transit use and (ii) reduce highway congestion and use of single occupant vehicles through programs and initiatives involving transportation demand management, transit use, telecommuting, carpooling, construction of commuter parking facilities, use of flexible work hours and telecommunications technology.*

Sincerely,

A handwritten signature in black ink, appearing to read "S. Connaughton", with a long horizontal flourish extending to the right.

Sean T. Connaughton

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## **I. Preface**

In 2010, the General Assembly directed the Secretary of Transportation (§ 33.1-223.2:24 of the Code of Virginia), in consultation and cooperation with the Commonwealth Transportation Commissioner and the Director of the Department of Rail and Public Transportation, to prepare an annual report detailing the most recent efforts undertaken in the Commonwealth to increase transit use and reduce highway congestion and use of single occupant vehicles. This report was prepared by the Department of Rail and Public Transportation (DRPT) and responds to that directive. It was developed in coordination with the Virginia Department of Transportation; transit and transportation demand management/commuter services agencies; major public transportation stakeholders, including regional Metropolitan Planning Organizations (MPOs); regional Planning District Commissions (PDCs) and other organizations. A survey on annual initiatives was requested from all transit and transportation demand management (TDM) agencies in the Commonwealth in August 2012. The results of those surveys and other information gathering are presented in this report.

Assistance with preparation of this report was provided by the Southeastern Institute of Research (SIR).

## II. Executive Summary

This document is the Secretary of Transportation's FY 2012 report to the General Assembly on recent efforts undertaken in the Commonwealth of Virginia to address highway congestion and Single Occupant Vehicle (SOV) Travel. The report addresses the annual reporting requirement of Chapter 733 of the 2010 Acts of Assembly.

Prepared in consultation and cooperation with the Commonwealth Transportation Commissioner and the Director of the Department of Rail and Public Transportation (DRPT), this report details 1) the major demographic trends reshaping Virginia; 2) FY 2012 passenger rail, transit and transportation demand management (TDM) initiatives recently launched to address these trends; and 3) how these initiatives are advancing the Commonwealth 21<sup>st</sup> century multimodal transportation system.

### ***Major Demographic Trends Shaping Virginia's Future***

Three seismic demographic trends continue to reshape America and the Commonwealth of Virginia: population growth; the growth of urban areas; and, the growing diversity of residents.

The U.S. Census Bureau's Population Division projects that Virginia's population will increase by 22 percent by 2030, from 8 to 9.8 million residents (2010 Census). The majority of Virginia's population growth is projected to occur in Virginia's segment of the Golden Crescent, the heavily populated, and most congested, geographic corridor that runs from Baltimore down through Metro Washington and the Richmond region and over to Hampton Roads. The population boom will also change Virginia's racial composition. By the year 2047, demographers expect that Virginia's minority population will become the majority.

As Virginia's population grows, so too will traffic congestion. Despite thoughtful planning efforts to increase Virginia's roadway supply, the Commonwealth cannot keep pace with demand, especially in the urban areas. The lack of transportation funding and lack of space for more roadways creates an imbalance. The result is a growing level of congestion and a decreasing level of access and mobility. Perhaps the most realistic way to address this imbalance is to do a more effective job at managing the demand that is placed on our roadway system; and this is precisely what Virginia's transportation community is doing.

### ***Fiscal Year 2012: Connecting More Partners, People and Places Through 10 Core Strategies***

In FY 2012, Virginia made great strides in reducing SOV travel and minimizing congestion by increasing the availability and use of alternative transportation choices – *passenger rail, transit and TDM solutions*. This was accomplished in large part by connecting more transportation partners, people, and places through ten interrelated strategies.

In Virginia, increasing the use of passenger rail, transit and other options to SOV travel (bike, walk and telework) is orchestrated through a unique partnership of state, regional and local agencies, and innovative businesses. Key members of Virginia's rail, transit and TDM community include state transportation agencies, rail partners (intercity passenger rail provider Amtrak, commuter rail provider Virginia Railway Express, CSX and Norfolk Southern), planning district commissions (PDCs), transportation management associations (TMAs), transit agencies, transportation demand management (TDM) agencies or local commuter services programs, private TDM service providers, and hundreds of

public agencies and private-sector businesses through their own employer-based transportation programs.

Together, Virginia's transportation partners connected more residents and travelers across Virginia to travel and traffic information through the latest state-of-the-art information delivery systems. Across the Commonwealth, variable message boards posting travel times were erected, a comprehensive Park and Ride Lot online database was created, and more "next bus" electronic signs were installed than in any year past. Also, transit and TDM agencies took advantage of the growing availability of mobile technology by offering information and services to smart phone and tablet users, while VDOT upgraded and re-launched the Commonwealth's 511 telephone and online traffic information service.

### ***Fiscal Year 2012 Core Strategies: A Multifaceted, Integrated Approach***

To make these examples and well over a hundred other rail, transit and TDM initiatives happen in FY 2012, Virginia's passenger rail, transit and TDM community concentrated on 10 core strategies to reduce SOV travel and peak time congestion:

1. *Understand and Focus on Customer Needs*
2. *Maintain and Build on Virginia's Current Investment in the Existing Transit and TDM Infrastructure*
3. *Maximize Efficiency of Existing Transit and TDM Infrastructure*
4. *Build New Capacity*
5. *Provide New, Innovative Service Delivery*
6. *Leverage Technology to Promote Awareness and Familiarity with Travel Options*
7. *Build Awareness and Support for Transit, Commuter Services and Other Travel Options*
8. *Encourage Employer Support and Active Involvement in Offering Transit and Other TDM Alternatives*
9. *Encourage Multimodal Commuting Through Innovation*
10. *Seek New and Sustainable Funding Sources*

This report to the General Assembly is organized around these 10 core strategies. Example initiatives of each strategy are showcased in the body of this report. All of the FY 2012 initiatives, as reported by Virginia's rail, transit and TDM agencies, are presented in the Appendix of this report which is available on DRPT's website – [www.drpt.virginia.gov](http://www.drpt.virginia.gov).

## ***Fiscal Year 2012 Outcome: Increasing Use of Alternatives to SOV Travel and Planning for the Road Ahead***

The 10 core strategies and related initiatives are making a difference in reducing SOV travel and helping to mitigate congestion.

Between FY 2010 and FY 2012, transit ridership in Virginia increased by nine percent from 180.9 million trips to 196.4 million trips. The state's TDM programs also delivered results. A prime example is the impact Arlington County Commuter Services' program had in eliminating more than 40,000 SOV trips from Northern Virginia's roadway system. Considering that the average lane of interstate highway carries approximately 4,000 to 6,000 vehicles during the daily rush period, this impact is larger than the eight inbound lanes of I-395 and I-66 carry during the three-hour morning rush period, and five times larger than the morning passenger trips made on VRE commuter rail.

Eliminating over 40,000 trips also eliminated over 755,517 vehicle miles traveled (VMT) each business day with a savings of about 31,425 gallons of gas each day and the daily reduction of 695,619 tons of Carbon Dioxide (CO<sub>2</sub>), 548 pounds of Nitrogen Oxide (NO<sub>x</sub>) and 318 pounds of Volatile Organic Compounds (VOC).

While much was achieved in FY 2012, perhaps one of the most profound accomplishments was the thoughtful planning that was conducted to guide our future rail, transit and TDM strategies and programming. Throughout the year, Virginia's passenger rail, TDM and transit community worked together on a series of comprehensive long-term plans. These included the Super NoVa Transit and Transportation Demand Management Vision Plan, the I-95 Transit and TDM Plan, the VDOT Park and Ride Lot Study, Multimodal and Public Spaces Design Guidelines, the DRPT Business Plan, and the *Statewide Transit and TDM Plan*.

All of these plans will provide guidance and direction for Virginia's rail, transit and TDM programs for years to come. They will also afford the entire transportation community a more integrated and seamless planning and implementation perspective. For example, the *Statewide Transit/TDM Plan* update, scheduled to be completed by the end of 2012, will support the [VTrans 2035 update](#) that is currently under way.

### ***Report Summary***

There are two major conclusions from this report to the General Assembly on recent efforts undertaken in Virginia to address highway congestion and Single Occupant Vehicle (SOV) Travel. First, Virginia's passenger rail, transit and TDM community are hard at work. Throughout FY 2012, this community worked together using 10 core strategies to launch over a hundred rail, transit and TDM programming initiatives. Second, these initiatives are making a difference. In FY 2012, Virginia's passenger rail, transit and TDM community demonstrated the power of connecting partners, people and places to help expand the use of alternatives to SOV travel and mitigate congestion. As major demographic trends are expected to increase levels of congestion, especially in the most populated regions of Virginia, more and more demand will be placed on providing alternatives to SOV travel – *passenger rail, transit, and TDM services*.

### III. Introduction

This report was prepared pursuant to § 33.1-223.2:24 of the Code of Virginia, which requires:

*“The Secretary of Transportation, in consultation and cooperation with the Commonwealth Transportation Commissioner and the Director of the Department of Rail and Public Transportation shall submit annually, not later than November 1, a report to the General Assembly on actions taken by the Commonwealth, local governments and regional transportation authorities to: (i) increase transit use and (ii) reduce highway congestion and use of single occupant vehicles through programs and initiatives involving transportation demand management, transit use, telecommuting, carpooling, construction of commuter parking facilities, use of flexible work hours and telecommunications technology.”*

This document is the third annual report and builds upon the results documented in the 2011 report.

This report begins with a brief overview of Virginia’s rail, transit and transportation demand management (TDM) operational infrastructure – who’s involved, what they do and how they do it – followed by a discussion of strategies undertaken during fiscal year 2012 to reduce single occupancy vehicle (SOV) travel and highway congestion. It also presents an overview of the major trends that will affect the future of Virginia’s transportation system and ways that Virginia’s rail, transit and TDM community are planning to address. Throughout this report, references to rail and transit most often refer to increasing usage of transportation options among the segment of the population that has an automobile and could drive, but instead chooses an alternative mode of transportation.

A new addition to this year’s report is the inclusion of the investment in and advancement of passenger rail initiatives throughout the Commonwealth. Although passenger rail is not specifically cited in §33.1-223.2:24, passenger rail does provide efficient and reliable travel alternatives to single occupancy vehicles. Therefore, passenger rail contributes to the Commonwealth’s efforts to reduce congestion by promoting alternative transportation options.

This report was developed in coordination with transit and commuter services agencies; major public transportation stakeholders, including regional Metropolitan Planning Organizations (MPOs); regional Planning District Commissions (PDCs); and other organizations. Additional information is available on the websites for both DRPT ([www.drpt.virginia.gov](http://www.drpt.virginia.gov)) and VDOT ([www.virginiadot.org](http://www.virginiadot.org)).



#### **IV. Advancing Virginia's 21<sup>st</sup> Century Transportation System: Connecting Partners, People and Places**

The hallmark of a 21<sup>st</sup> century transportation system is its ability to move more people in fewer vehicles and help mitigate congestion-related delays. In FY 2012, Virginia continued to advance its reputation as one of the national models for transportation system efficiency by connecting more transportation partners, people and places across the Commonwealth. Through these increased connections, Virginia's Transportation Secretariat ensures that the Commonwealth has a safe and efficient multimodal transportation system that supports continued economic growth and prosperity.

##### **Connecting More of Virginia's Transportation Partners**

In Virginia, increasing the use of transit and other alternate modal options is orchestrated through a unique partnership of state, regional and local agencies, and innovative businesses – *Virginia's rail, transit and TDM community*. Key members include:

- Department of Rail and Public Transportation (DRPT)
- Virginia Department of Transportation (VDOT)
- Office of Intermodal Planning and Investment
- Planning District Commissions (PDCs)
- Metropolitan Planning Organizations (MPOs)
- Transportation Management Associations (TMAs)
- 62 transit agencies
- 18 Transportation Demand Management (TDM) agencies or local Commuter Services programs
- Amtrak, Virginia Railway Express, CSX and Norfolk Southern
- Private sector, national and local vanpool companies and NuRide (a national rewards program for commuters who use transit, ridesharing, telework, bike or walk)
- Hundreds of private sector businesses participating in DRPT's Telework!VA program and their own employer-based transportation programs

The productivity of Virginia's transportation industry is directly related to the collaborative spirit and demonstrated partnerships that define this group. Throughout this report, one of the factors of success behind many of the FY 2012 rail, transit and TDM initiatives is the support and collaboration among rail, transit and TDM agencies, PDCs, MPOs and other planning organizations.

### **Connecting More People to Travel and Traffic Information**

In FY 2012 more residents and travelers across Virginia were connected to travel and traffic information through the latest state-of-the-art information delivery systems. Across the Commonwealth, variable message boards posting travel times were erected, a comprehensive Park and Ride Lot online database was created, and more “next bus” electronic signs were installed than in any year past. In addition, VDOT upgraded and re-launched the Commonwealth’s 511 telephone and online traffic information service.

Through the development and deployment of these 21<sup>st</sup> century travel and traffic technology-based tools, residents and travelers using Virginia’s transportation system are now finding that the travel and traffic information they need to help them get from A to B is just a click or call away.

More convenient and dependable access to travel and traffic information is helping to change the way people use the road system. According to the VDOT 2012 511 Virginia User Study, over 60 percent of motorists now believe they should seek out traffic and travel information *before* taking a trip to help make travel efficient and to help alleviate traffic congestion. This free and up-to-date information is empowering travelers to be part of the congestion mitigation equation. According to the same VDOT 2012 511 Virginia User Study, four in ten 511 Virginia users reported that they changed their travel time or travel route based on information obtained from the 511 Virginia service.

### **Connecting More Places Across the Commonwealth**

The major focus for FY 2012 was connecting more places across the Commonwealth with more alternatives to single occupancy vehicle (SOV) travel. Rail, transit and TDM services (vanpool, carpool, commuter bus, etc.) were all used to make these connections.

Through continued partnership with Amtrak, intercity passenger rail in FY 2012 was expanded for Lynchburg, Charlottesville and Richmond. In March 2012, Amtrak Virginia joined the Presidents Pass program which offers discounts to passengers travelling to the three presidential homes in the Charlottesville area.

Advance work in FY 2012 will see additional rail service connecting Norfolk as well as Richmond in FY 2013. Moreover, the 5,000 average weekday ridership level in FY 2012 experienced by *The Tide*, Virginia’s first light rail system, validated the future promise of rail.

In FY 2012, small transit-intensive cities like Blacksburg, Charlottesville, Harrisonburg and Lynchburg continued to realize the many community-oriented, economic development benefits of transit connections, and new services came on line in Altavista and Pulaski. In its first year, Altavista Community Transit System (ACTS), serving a town of 3,425 people, averaged more than 900 riders per month, connecting people to regional shopping and health care destinations. Pulaski Area Transit (PAT), operated by the New River Valley Agency on Aging & Senior Services provides on-demand, curb-to-curb service for both the residents of Pulaski County and the Town of Pulaski. PAT also connects the Town of Pulaski to the New River Community College in Dublin and into the Fairlawn retail area.

## **V. Major Demographic Trends Call for Enhancements to Virginia’s Multimodal Transportation System**

### **Trend #1: Increasing Population**

The 2010 census confirmed once again that America is growing. Today, the United States population stands at approximately 309 million people, having added over 110 million people over the last 50 years.

The U.S. Census Bureau, Population Division, projects this trend will continue. In the next 20 years, the country is expected to grow another 22 percent reaching 373 million by 2030 and will approach 439 million people by 2050. While birth rates and immigration will play a role in just how large the U.S. will ultimately become, there is universal agreement that the U.S. population will continue to grow.

By 2040, the Commonwealth is projected to grow 37 percent from 8 to 11 million residents. Virginia’s largest urban areas will get even bigger, which is consistent with the second biggest demographic force reshaping America – urbanization.

### **Trend #2: Increasing Urbanization**

An increasing percentage of our growing population is living in urban areas. Essentially, America’s population growth story of the last century centers on the rise of cities where urban to rural population has shifted from 40 percent urban in 1900 to now 80 percent urban in the 21<sup>st</sup> century. This “urbanization” trend is not only playing out in America, but around the world. Most demographers project it will continue as educational, cultural and recreational activities along with jobs are primarily located in urban areas.

The familiar phrase “demography is destiny” is never more apropos than when it’s used with these two well-documented and long-standing trends – Virginia has and will continue to grow. To keep everyone moving, the Commonwealth’s transportation agencies and its partners will have to continue to invest in proven rail, transit and TDM mobility programs.

### **Trend #3: Increasing Diversity**

From 2010 to 2040, Virginia’s overall population is projected to grow by 37 percent from 8 to 11 million residents. At the same time, as the overall population is projected to increase, the Caucasian population is only projected to grow by 10 percent while the minority population will grow by 49 percent. Data from the 2010 U.S. Census Bureau’s American Community Survey indicates that African Americans and Asians are more than three times as likely as Caucasians, as defined by the U.S. Census, to use public transportation as their primary means of travel to work. As well, Hispanics are twice as likely to use public transportation in comparison to Caucasians. By the year 2047, demographers expect that in Virginia the minority will become the majority, and with this diversification will come a greater presence of different ethnic cultures and different languages.

To ensure all of Virginia’s residents and visitors can easily use rail, transit and TDM offerings in the future, everyone in the Commonwealth’s transportation industry will continue to make sure that transportation services are accessible and understood by everyone, including compliance with Title VI and Limited English Proficiency (LEP) requirements. DRPT and several MPOs are leading the way having

successfully undergone comprehensive Title VI reviews in FY 2012. Additionally, transit agencies across the Commonwealth are working to accommodate Low English Proficiency riders by printing materials like schedules into differing languages such as Spanish. As another example, Arlington Transit (ART) continues to put into service low-floor buses that make it easier for everyone to board the bus safely and comfortably. Title VI requires that transit agencies make information about transit service, fares and other programs available in other languages commonly spoken in the service area.

### **One Consequence of These Immutable Trends: More Congestion**

As the population grows in Virginia's urban areas, so, too, does congestion. Our culture's dependency on the car as the primary means of travel, in general, and single occupancy vehicle (SOV) auto travel in particular, translates into an increasing level of congestion. In 1970, there were 111 million registered vehicles. In 1990, the number climbed to 193 million. Today, there are over 250 million registered vehicles in the U.S. During that same period of time, Vehicle Miles Travelled (VMT) in the U.S. rose from 1.1 trillion in 1970 to 2.1 trillion in 1990 to 2.9 trillion in 2011, the most recent year for which the Federal Highway Administration has published data.

Recognizing the correlation between an increasing population and vehicles on the road is key to understanding the congestion equation. Despite our all-out push to increase Virginia's roadway supply, we cannot keep pace with demand, especially in urban areas. The lack of funding and lack of space for more roadways creates an imbalance. The result is an increasing level of congestion and a decreasing level of access and mobility.

The 2011 Urban Mobility Report, published by the Texas Transportation Institute at Texas A&M University, best illustrates increasing congestion and its impact on a number of fronts. According to the Texas Transportation Institute:

- The average amount of delay annually endured by the average commuter was 34 hours, up from 14 hours in 1982.
- The cost of congestion is now more than \$100 billion, nearly \$750 for every commuter in the U.S.
- In Richmond, the average amount of delay endured by the average commuter yearly was 20 hours, up from 4 hours in 1982. Virginia Beach has an average delay annually of 34 hours, up from 14 hours in 1982. Washington, D.C./Northern Virginia has an average delay annually of 74 hours, up from 20 hours in 1982.
- The total cost of congestion in Richmond is \$262 million with an average cost per commuter of \$375. Virginia Beach has a total congestion cost of \$693 million with an average cost per commuter of \$654. Washington, D.C./Northern Virginia has a congestion cost of \$3,849 million with an average cost per commuter of \$1,495.
- In Richmond, the calculated added congestion if public transportation service were discontinued was an annual increase of 571,000 hours delay (one hour delay annually per consumer) with a congestion cost of \$11 million. For Virginia Beach, the annual increase would be 1,300,000 hours delay (two hours delay annually per consumer) with a congestion cost of \$25 million. Washington, D.C./Northern Virginia would experience an annual increase of 35,500,000 hours of delay (18 hours annually per consumer) for a total congestion cost of \$726 million.
- Congestion is becoming a bigger problem outside of "rush hour," with about 40 percent of the delay occurring in the mid-day and overnight hours.

Further, the Texas Transportation Institute projects congestion will get worse in the near future, as the average commuter is estimated to see an additional three hours of delay by 2015 and seven hours by 2020. By 2015, the cost of gridlock in the U.S. will rise from \$101 billion to \$133 billion – more than \$900 for every commuter, and the amount of wasted fuel will jump from 1.9 billion gallons to 2.5 billion gallons – enough to fill more than 275,000 gasoline tanker trucks. Virginia could be hit hard, too. Over the next 25 years, two-thirds of Virginia's I-95 infrastructure will be at or above capacity, resulting in an increase in travel times of as high as 40 percent. This is simply not acceptable for Virginia and her residents, visitors and businesses.

### ***New Seniors – Aging Baby Boomers***

The proportion of people age 65 and over in Virginia will increase from about 12 percent to 19 percent, and there will be approximately 2 million individuals age 65 or older in 2035 compared to 1 million in 2010. This shift has serious implications for the transportation system as a whole and especially for public transportation. Increases in the senior population and/or non-driver population will lead to increased demand for travel options, particularly non-work related mass transit options.

### ***New Generation of Workers – The Millennials***

Millennials, also known as Gen Ys (9- to 29-year-olds today), the youngest generation, are poised to make a huge impact on the use of travel options in America and across Virginia. According to research conducted by the Southeastern Institute of Research, Millennials have tried transit options at a higher rate than any other generation. During the most recent recession, Millennials were 6 to 8 percent more likely than Baby Boomers or Gen X to use a commuter bus one or two days a week to save money according to this research.

While Millennials make up a small percentage of the workforce now (25 percent to 35 percent), they will make up the majority of the workforce in years to come, surpassing the smaller Gen X and Baby Boomer generations. It will be these future workers who will shape our companies, cities and transportation systems, making travel options the focus of Virginia's transportation system.

## VI. Virginia's Transit and TDM Community's Multifaceted Approach, Related Strategies and Highlights of Most Recent Initiatives

### 10 Strategic Imperatives

There are 10 core strategies that make up Virginia's transit and TDM community's coordinated, multifaceted approach. In this section, a brief description of each strategy is presented, followed by highlights of supporting initiatives that have been completed by TDM or Transit Agencies, the Commonwealth, local governments and regional transportation authorities throughout FY 2012. These 10 strategies are listed below, and the following pages identify examples of FY 2012 initiatives related to each strategy.

1. Understand and Focus on Customer Needs
2. Maintain and Build on Virginia's Current Investment in the Existing Transit and TDM Infrastructure
3. Maximize Efficiency of Existing Transit and TDM Infrastructure
4. Build New Capacity
5. Provide New, Innovative Service Delivery
6. Leverage Technology to Promote Awareness and Familiarity with Travel Options
7. Build Awareness and Support for Transit, Commuter Services and Other Travel Options Strategy
8. Encourage Employer Support and Active Involvement in Offering Transit and Other TDM Alternatives
9. Encourage Multimodal Commuting Through Innovation
10. Seek New and Sustainable Funding Sources

It should be noted that the reported "*examples of recent initiatives*" represent just a sample of all of the actions conducted by the 17 TDM agencies, 62 transit agencies and various PDCs and MPOs in FY 2012. A more complete inventory of actions can be found on DRPT's website at [www.drpt.virginia.gov](http://www.drpt.virginia.gov) with a complete list of all agencies used in this report. FY 2012 accomplishments related to passenger rail in Virginia are summarized in a separate section.

### Strategy #1: Understand and Focus on Customer Needs

*Examples of FY 2012 Initiatives:*

- **TRAFFIX's 2012 TDM Program was inspired by 10,000 voices.** The Hampton Roads Transportation Planning Organization (HRTPO) performed an online commuter survey for those commuting to the Norfolk Naval Base. Through TRAFFIX's relationship with the military, over 100+ military commands participated with over 10,000 responses to the survey. The survey findings and related insights inspired and directed TRAFFIX's overall 2012 customer-centric plan. Major findings included a desire for more bus service to military bases, interest in shuttles and circulators on base and willingness to use high speed rail for travel outside of Hampton Roads. The full report can be found at this address:

[www.hrtpo.org/MTG\\_AGNDS/HRTPO/2012/hrtpo092012/Military%20Commuter%20Survey%20012%20FINAL%20Report.pdf](http://www.hrtpo.org/MTG_AGNDS/HRTPO/2012/hrtpo092012/Military%20Commuter%20Survey%20012%20FINAL%20Report.pdf)

- **In FY 2012, the Virginia Railway Express (VRE) held a "Meet the Management" event at every**

**VRE station.** The annual “Meet the Management” events were staged by VRE commuter rail staff and management to listen to riders, to thank them for their business and to answer any questions they had.

- **GRTC and RideFinders used technology to stay close to the customer.** GRTC created a bus service trip planner using Google maps. RideFinders installed two stand-alone self-help ADA compliant kiosks in their downtown Richmond commuter store. The kiosks allow pedestrian traffic to use the GRTC Google Trip planner, print transit schedules, register for ridesharing and RideFinders’ Emergency Ride Home Program (ERH), and connect to traffic conditions through VDOT’s 511 website, Richmond Regional Planning District Commission, City of Richmond, GRTC and other commuter-related websites.
- **RideFinders’ consumer research pointed to credit card payment options for commuter store purchases.** Consumer research indicated that RideFinders’ commuter store customers wanted alternative ways to pay for transit fare media other than with cash and check. RideFinders immediately seized this service opportunity by introducing “Square Card” for customer convenience and low cost transaction fees. Square card enabled RideFinders to start accepting credit card payments via iPhone, iPad or iPod touch.
- **The City of Alexandria deployed a highly customized marketing campaign based on target customer needs.** In FY 2012, the City of Alexandria built upon its successful “*Employer Individualized Marketing Program*” through the continued use of advanced survey techniques to segment the population into broad opportunity segments based on respondents’ willingness to use sustainable transportation modes. Marketing messages advancing commute options were then tailored to the specific needs of each segment, resulting in a significantly greater mode shift than traditional broad base or mass-marketing TDM campaigns.
- **Arlington County Commuter Services (ACCS) made it easier for customers to ride the bus.** In FY 2012, ACCS distributed thousands of new transit service maps and schedules. This was facilitated by the installation of new map and schedule holders at approximately 800 ART bus stops. In addition, ACCS repaired or replaced over 65 ART bus stop signs due to vandalism, storms or accidents.

## **Strategy #2: Maintain and Build on Virginia’s Current Investment in the Existing Transit and TDM Infrastructure**

*Examples of FY 2012 Initiatives:*

- **GWRideConnect facilitated vanpool formation, maintenance and assistance throughout FY 2012.** GWRideConnect helped form 50 new vanpools across the region while maintaining the existing fleet of over 400 vanpools.
- **In FY 2012, RideFinders expanded its vanpool program.** Two new vanpool providers were added (Safety Van Xpress and Enterprise) to increase vanpool capacity and introduce price competition in the Richmond market. As a result, vanpool numbers increased by 8.7 percent. Vanpool formation meetings were conducted at John Tyler Community College for commuters affected by route changes to the 95 Express Commuter bus.

- **Charlottesville JAUNT Foothills Express added a third day of service connecting Culpeper, Madison and Charlottesville.** Charlottesville JAUNT Nelson County Midday Service added a third day of service from rural Nelson County to Charlottesville.
- **DRPT implemented key strategies.** DRPT implemented transit and TDM strategies as part of the Transportation Management Plans for the I-495 HOT Lanes, I-95 HOV/HOT Lanes and the Dulles Metrorail projects.
- **Danville Transit System expanded its paratransit service.** On October 1, 2012, Danville Transit expanded its paratransit operation and merged its service with Danville's Senior Transportation program, a service currently provided through Danville Parks and Recreation and financed with Federal Transit Administration Section 5317 New Freedom Program funds. This service is a coordinated effort with Senior Transportation and the private sector. Danville Transit has been awarded a New Freedom grant to support this new service and will use automated scheduling software to reduce service duplication.

### **Strategy #3: Maximize Efficiency of Existing Transit and TDM Infrastructure**

#### *Examples of FY 2012 Initiatives:*

- **In FY 2012, VRE rolled out a number of technology upgrades to maximize its commuter rail service.** The VRE commuter rail added real-time train location information to variable message signs (VMS) at VRE stations. VRE's automated fare collection system was upgraded with major hardware/software features. The fare collection system now includes an update of the audio messaging system for visually impaired users. Ticket vending machines (TVM) were added to stations while expanding the number of TVMs at the Woodbridge, Manassas Park and Broad Run stations.
- **HRT-TRAFFIX increased NuRide membership.** Registering with NuRide allows commuters to earn rewards for not driving alone when commuting to work. NuRide's database increased by 570 people this past fiscal year. Currently there are a total of 4,442 commuters registered with NuRide with 59 percent participation sharing a ride. A total of 437 organizations are represented. The average age of those registered is 38.7 years with 49 percent male and 51 percent female.
- **PRTC OmniMatch Vanpool Incentive Program continued to gain traction in 2012.** PRTC staff continued to work with NVTC, GWRC and DRPT on the implementation of a vanpool incentive program linking National Transit Database data collection and vanpool incentives. Previously, the federal funding formula using NTD data only included transit passenger miles. By allowing vanpool programs to report their information and receive funding, there is a new incentive for vanpool programs. Recent milestones include obtaining startup funding provided by DRPT, executing a Memorandum of Understanding (MOU) and starting preparations for program implementation. Implementation is anticipated in mid-FY 2013.
- **Winchester Transit modified routes and re-aligned connecting routes to improve service frequency.** Winchester Transit made strategic changes which realigned transit resources. Changes were made while working to ensure that they were as cost-neutral as possible, while boosting revenue generation time. Due to ongoing trip needs for Shenandoah University students to get to the Valley Medical Center on Amherst Street, Winchester Transit linked the Apple Blossom Mall Route with the Amherst Route, ensuring that riders no longer have to wait 30 minutes at the



transfer location to access the Amherst Route. This trip need was met without additional cost or changes to the actual routes. The mid-day gap on the Amherst Route was also closed to maintain hourly headways Monday-Friday. This improvement added an additional 30 minutes of revenue service each weekday to the Amherst Route. Winchester transit also split the Northside Route, creating a Northside East and Northside West route using an alternating pattern resulting in the end points being served on every other run. This change was also cost neutral, except for changes to public information.

- **DRPT provided assistance to agencies to support TDPs.** DRPT linked transit planning and programming by providing technical assistance to transit agencies to support the development of their Transit Development Plans (TDPs), which guide funding decisions. All TDPs were developed by Dec. 1, 2011, with annual updates every year and a major update required every six years.
- **PRTC OmniLink realigns routing for better service delivery.** Woodbridge/Lake Ridge OmniLink route was realigned to provide direct access to several locations including the Prince William Workforce Center.
- **DRPT ensured agency compliance through redesigning its guidelines.** DRPT enhanced the efficiency of the transit and TDM portion of DRPT's compliance program by consolidating and streamlining performance review programs.
- **Fairfax DOT Launched MetroMatch (Transit Benefit Incentives).** Under this plan, the employer receives a 50 percent match for each employee participating in the program. Fairfax County reimburses the company the cost, per participant, per month. Over a six-month period, the employer will receive 50 percent in matching funds.

#### **Strategy #4: Build New Capacity**

*Examples of FY 2012 Initiatives:*

- **HRT approved a vanpool program expansion.** The TRAFFIX vanpool program has a waiting list of 40 prospective lessees. Funding for 20 new replacement vans has been approved with an expected delivery date of Fall 2013.
- **Loudoun Office of Transportation Services (OTS) supported new fixed route bus service in FY 2012.** Staff worked very closely with Virginia Regional Transit staff to prepare for the launch of new fixed bus routes in April 2012. The new routes included one inter-county connector with adjacent Fairfax County (the Herndon Monroe Express) and one brand new local route (Sugarland Run Connector) serving an area of the county with a large transit dependent population that was previously not being served by transit. Three existing routes were modified to make them more efficient, increase ridership and improve on-time performance.

#### **Strategy #5: Provide New, Innovative Service Delivery**

*Examples of FY 2012 Initiatives:*

- **HRT Tide Light Rail Service continued its fantastic success started in FY 2011.** The coordination of bus support and express shuttle service was well integrated in the service delivery. HRT hit the mark in all areas: the personal touch by Tide guides; hand ticket sales by customer service; on-site monitoring and maintenance of the ticket vending machines and other equipment; safety

coordination with their partner cities and federal agencies; the cleanliness of their stations and points of contact with customers; timely and relevant media coverage; and, the strategic monitoring of all operations. HRT is averaging over 5,000 weekday passengers on light rail and carried nearly 1.5 million passengers in FY 2012.

- **RideShare (Thomas Jefferson Planning District Commission) introduced SchoolPool Matching System.** RideShare introduced an online matching system for the SchoolPool program at [www.RideShareInfo.org](http://www.RideShareInfo.org). SchoolPool is a free service started in 2003 to connect parents of children who attend the same school and are interested in sharing driving duties. In addition, SchoolPool can match parents who want to form bicycling and walking groups to school for their children. Until FY 2012, parents had only one method – calling RideShare – to use the SchoolPool program, and information was sent by U.S. postal mail. In the online matching system, parents can set up a profile and then search at their leisure for carpool matches. Since the launch of the new online service, RideShare’s SchoolPool program was featured on CBS 19 News, the Daily Progress and Albemarle Family Magazine.
- **ART implemented Super Stops on Columbia Pike.** Arlington County’s Transit Bureau is in the process of replacing existing bus stops along the major bus transit corridor of Columbia Pike with larger, enhanced bus stops called Super Stops. In FY 2012, ART began construction of the first Super Stop prototype bus shelter on Columbia Pike at the Walter Reed intersection and prepared final design specs for a second prototype at the Barton intersection. Each Super Stop consists of a wider sidewalk with a 10” high curb for easier bus boarding, a large (24’ X 15’) architect-designed bus shelter with enhanced lighting and ample seating, electronic information and printed information including maps for bus routes and immediate area, new security features and improved landscaping. Arlington’s Super Stops will total 24 stops on Columbia Pike, which is a major transit corridor currently serving an average of 16,000 bus riders each weekday – the highest bus ridership of any corridor in Northern Virginia.
- **ART installed new passenger information improvements.** ART added real-time Connexionz Bus Finders at 10 bus stops, developed RealTime bus arrival information software and installed two real-time transit video displays in the Arlington County Office building lobby. These technology-supported improvements provided the public with real-time arrival information of bus and rail services.

## **Strategy #6: Leverage Technology to Promote Awareness and Familiarity with Travel Options**

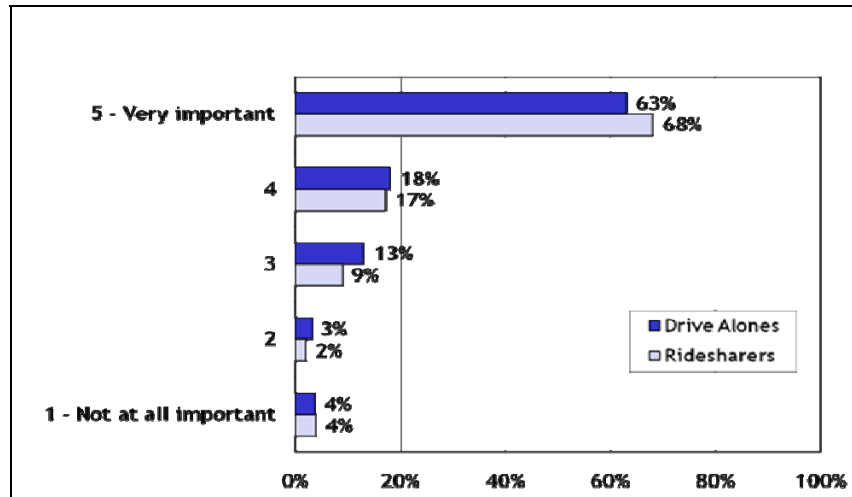
### *Examples of FY 2012 Initiatives:*

- **PRTC introduced electronic weekly and daily bus passes.** In FY 2012, PRTC's local bus day pass was converted from paper media to SmarTrip cards, and a new local bus weekly pass was introduced (also on SmarTrip cards). Both passes provide a discount over regular fare travel.
- **Fairfax CUE Bus developed an interactive voice recognition system (VRS).** CUE bus currently has a real time arrival information system, which is only accessible through the Internet. This new VRS system will enable anyone with a phone to call the service, punch in the bus stop number and have a voice message provide an arrival time for the next bus at the bus stop.
- **Harrisonburg Department of Public Transportation (HDPT) added NextBus service to its stops.** In FY 2012, HDPT added NextBus to its transit service. NextBus provides real-time information to passengers through mobile devices, touch-tone phones and web browsers to see exactly where their bus is and its predicted time of arrival. Combining GPS and cellular technology, HDPT buses communicate with servers to upload the bus's location and rate of speed throughout the day. Using historic data, it provides predictive data to help commuters. In an effort to alert people to this new service, HDPT also installed 281 new bus stop signs with the necessary information to access the NextBus service. The benefits also include reducing two-way radio traffic from drivers by allowing them to keep informed of each other's locations, as well as providing informational aid to dispatchers who can scan and detect abnormalities such as tardiness or route deviations.
- **Agencies across Virginia strived to use social media to encourage alternative transportation.** Recognizing the power of social media and increasing awareness through the Internet, efforts were made across the state by numerous agencies to enhance and build on their social media presence. Increasing their social media influence allows for large-scale, affordable distribution of marketing information and subsequent word-of-mouth awareness. Agencies like JAUNT, Virginia Railway Express, Fairfax DOT, Richmond RideFinders, Arlington Transportation Partners and both WalkArlington and BikeArlington have been successful in their online social marketing efforts by increasing followers.

## **Strategy #7: Build Awareness and Support for Transit, Commuter Services and Other Travel Options**

Studies show that people who drive alone in cars are aware of the ways in which the ridesharing programs benefit their own driving experience and overall quality of life. In the 2007 Virginia State of the Commute Study, a telephone survey of 7,000 Virginia commuters, 75 percent of drive-alone commuters said they benefited in some way from other people who rideshare. Statewide, the top two perceived societal benefits included less congestion and improved air quality. The 2007 Virginia State of the Commute Study also revealed that citizens who drive alone also support Virginia's investment in ridesharing at nearly the same rate as people who rideshare.

Importance of Investing in Transportation Options



Questions: (Even though you might not carpool, vanpool or ride a bus), how important to you is it that Virginia invests in programs to support and make these transportation options more available to commuters?

Source: 2007 Virginia State of the Commute Study

*Examples of FY 2012 Initiatives:*

- **Fairfax DOT partnered with Transurban to begin promotion of the new I-495 Express Toll Lanes opening December 2012.** Fairfax DOT began working with Transurban to promote new Express Lanes opening December 2012. Fairfax DOT developed strategies to promote new commute options provided by the express lanes based on specific goals, audiences, messages, channels and tools. Marketing and outreach included development and printing of posters, table-tops, tri-folds or pamphlets, banners and advertisements. Fairfax DOT coordinated messages from the Board of Supervisors with Fluor Transurban, prepared employers for the Express Lanes using Internet Toolkit, prepared text explaining how the express lanes will work. FCDOT also attended a series of outreach events at employer sites in Tysons Corner (Capitol One, MicroStrategy, SAIC and Keep Tysons Moving Event), focused on distributing information by using an email blast to employers with information to share with their employees, and prepared materials to share with employees such as maps, fact sheets, posters and PowerPoint presentations.
- **ACCS wrote, filmed and edited six episodes of “The Car-Free Diet Show” for viewing on the YouTube Car-Free Diet Channel and Arlington TV.** ACCS developed the Car-Free Diet Resource Guide brochure with a transit map and matrix inserted in The Citizen newsletter. ACCS added 73 new Car-Free Diet Retail Partners for a total of 343 Partners.
- **The City of Alexandria engaged new homeowners.** Every three months, a welcome packet was sent to homeowners who purchased a home in Alexandria during the previous three months. The welcome packet included brochures, resources and website information about all travel options in the city.
- **RideFinders created an innovative marketing partnership with Chesterfield Towne Center to advance ridesharing.** RideFinders launched a six-month pilot partnership establishing the Guest Services desk as a satellite office at the Chesterfield Towne Center with RideFinders information

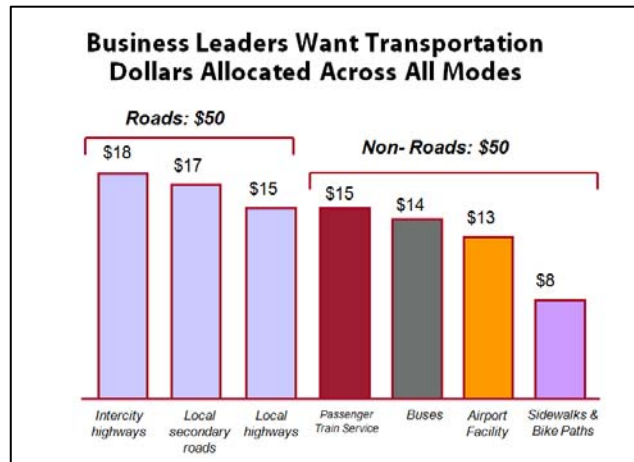
displayed and available for distribution. Chesterfield Towne Center staff was and continues to be able to answer inquiries about RideFinders and accept registrations. There is additional marquee messaging and 10 banners in the food court. The partnership includes newsletter articles to mall employees and inclusion in the newsletter to mall shoppers. Chesterfield Towne Center is the third largest employer in Chesterfield County. “Virginia This Morning,” a local news program on CBS 6, ran a segment highlighting this innovative arrangement.

- **The City of Alexandria renewed its carshare incentive program Carshare Alexandria!, which covers the cost of new members' annual and first year membership fees.** This program encourages more people to try carshare using a low risk method and low out-of-pocket expenses.
- **The City of Alexandria’s bi-annual newsletter about TDM and commuting news and events was created.** It will be distributed to select ZIP codes and through a wide range of other channels. This newsletter will educate more residents and employees about alternative modes of transportation while increasing the brand awareness of and website traffic to Alexandria’s rideshare organization – Local Motion.
- **VRE mailed a brochure to real estate agents surrounding select VRE commuter rail stations offering two free ride certificates as a settlement gift.** This “Free Riders at Settlement Program” is a great example of marketing rideshare during a change in behavior or routine – moving to a new location with new commuting patterns.
- **GRTC teamed up with the mayor’s office.** Following Hurricane Irene in August 2011, the Richmond Region experienced major power outages for many days. As a result, GRTC, in conjunction with the Mayor's Office, provided supermarket shuttles from housing projects to area supermarkets. The community was notified of the service via press releases and TV news coverage.
- **NeckRide.org held a collaborative effort among the Northern Neck Tourism Commission, NeckRide and Bay Transit to provide free transportation at public events.** NeckRide.org provided free transportation among five of eight locations that participated in the “Down on the Farm” 2012 event. The Northern Neck Tourism Commission organized participating farms and locations. Five buses from Bay Transit were used to transport the public during the event. The public used and appreciated the free transportation services provided and witnessed public and private entities working together to make the service available. This collaborative approach is an effective model that NeckRide will continue to use with other Northern Neck events that involve public participation. Details and photographs of Down on the Farm 2012 can be found at [www.neckride.org/DOTF2012.html](http://www.neckride.org/DOTF2012.html).
- **RIDE Solutions participated in the New River Valley NRV Job Fair.** Ride Solutions participated in the expo for exposure to businesses and job seekers. They also developed relationships with fair planners and prompted transit availability not otherwise promoted for job seeker participants.

#### **Strategy #8: Encourage Employer Support and Active Involvement in Offering Transit and Other TDM Alternatives**

When asked how they would allocate transportation funds in their community (\$100 in this study), business leaders allocated at least half of the funding to non-road infrastructure – transit, carpool

support, walking and biking trails, etc. The most recent example of this finding is from the 2008 GRTC/RideFinders' Study.



Source: 2008 GRTC/RideFinders' Study

Given employers' interest in all commute options, members of the transit and TDM community place a great deal of emphasis on business-to-business outreach and engagement.

*Examples of FY 2012 Initiatives:*

- **HRT TRAFFIX/TDM Program reached out to employers/employees commuting into downtown Norfolk to support *The Tide*.** HRT gave presentations to downtown employers and provided printed schedules for their employees. Staff also assisted with park and ride duty on several occasions informing people where to park and how to catch *The Tide*.
- **The City of Alexandria Mark Center/BRAC-133 prepared for the transition associated with the opening of BRAC-133.** A series of TDM outreach events were held for employees at the facility. A special emphasis was placed on educating employees before the facility opened and during the first week when commuting patterns were being established.
- **VRE attended transit fairs at Fort Belvoir and Crystal City to educate BRAC employees who were relocating on available transit options.** The VRE commuter rail presented a display and provided schedules, rider's guides, and commuter information and answered questions.
- **Charlottesville JAUNT and the Charlottesville Regional Chamber of Commerce orchestrated the Better Business Challenge, an effort to improve environmental impact of area businesses.** This effort won the Green Leader Award for the construction of a rain garden next to the parking lot that improved water quality for a nearby stream and solved sinkhole problems.
- **Loudoun continued the Office of Transportation Services Green Business Challenge.** The OTS Employer Outreach program again sponsored the three-part "Green Business Challenge Summer Coffee Series" entitled "Wake up to a Greener Loudoun." Through participation in the Challenge, Loudoun businesses were directed on how to potentially reduce their carbon footprint. The Summer Coffee Series provided the opportunity for companies and organizations in Loudoun to learn more about the Challenge and ask questions about how businesses are graded using metrics in the form of a scorecard which rank businesses on environmental friendliness. Staff participation on the Green Business Challenge committee allowed for the introduction of a new transportation

metrics category in the scoring sheets, which previously only included energy efficiency, recycling, water, education and outreach.

- **RIDE Solutions (New River Valley) participated in the region's Livability Initiative.** Local business representatives were exposed to the RIDE Solutions program through workgroups that were part of this initiative. RIDE Solutions promoted transportation sustainability within the Livability Initiative's goals to encourage businesses to shift operations to greener practices.
- **In FY 2012, Arlington Transportation Partners' (ATP) Employer-Residential-Development Services ended the year with over 700 employers in the network.** Four hundred and sixty-five of these employers offer a transit benefit to over 150,000 employees – the highest rate in the D.C. region. In FY 2012, ATP also sold four Arlington Capital Bikeshare Corporate Memberships and assisted six new companies in applying for Bicycle Friendly Business status through the League of American Bicyclists. The quarterly Solutions newsletter was distributed to 48,000 (three publications) and e-Solutions electronic newsletter was distributed to 1,800 key employer contacts.
- **RideShare of Thomas Jefferson Planning District Commission (TJPDC) launched the Better Business Challenge, a friendly competition among businesses to incorporate sustainable practices in their day-to-day operations.** Over 100 Charlottesville area businesses participated. During one of the Challenge's monthly workshops, RideShare Program Manager Lisa Horanyi gave a presentation on the tools that RideShare offers, as well as what some employers in the area are doing to make better use of these resources. Participants learned ways to save by making smarter purchases as well as making small changes to habits with water usage and driving.

## **Strategy #9: Encourage Multimodal Commuting Through Innovation**

### *Examples of FY 2012 Initiatives:*

- **DRPT Multimodal and Public Space Design Guidelines.** DRPT has taken a leadership role in developing Statewide Multimodal and Public Space Design Guidelines that will facilitate a common language and systematic approach to identifying and implementing multimodal places and corridors.
- **Fairfax DOT began Bike Benefit Match Program in FY 2012.** Employers received a cash incentive for each employee participating in a verifiable Bike to Work Program. Fairfax County's program will reimburse the company for 50 percent of the cost, per participant per month, up to \$50. Over a six-month period, the employer will receive \$50 in matching funds.
- **DRPT encouraged multimodal transportation in FY 2012.** DRPT participated with VDOT in two important multimodal corridor studies on I-66: "Inside the Beltway" and "Outside the Beltway." These studies identify and target specific multi-modal transportation improvements for the corridor. The first tier of recommended improvements includes increasing the HOV occupancy restriction on I-66 from HOV 2+ to 3+, completing the Silver Line Metrorail extension from Loudoun County, and implementing the Active Traffic Management element of an Integrated Corridor Management system. Second tier improvements include new transit services and TDM programs recommended by the 2009 DRPT I-66 Transit/TDM Study along with portions of the WMATA enhancement plan to address Metrorail core capacity concerns.
- **ACCS promoted Arlington County's national Gold-Level "Walk Friendly Community" designation via development of Walk Friendly Community Walkabout nomination campaign and execution of inaugural Walk Friendly Community Walkabout (Arlington Ridge-Aurora Highlands in June 2012).** ACCS developed, mapped and promoted two new neighborhood Walkabout routes: Columbia Pike Town Center West/Pike Hike II Walkabout and Arlington Ridge-Aurora Highlands Walk Friendly Community Walkabout. ACCS held four "live" Walkabout events in Columbia Pike (in partnership with the Arlington County Fair), Ballston (in partnership with the Children and Nature Network), HighView Park (in partnership with the Feel the Heritage Festival/Department of Parks and Recreation), and Arlington Ridge/Aurora Highlands (inaugural Walk Friendly Community Walkabout in partnership with Civic Association/residents). ACCS planned and coordinated the Walk and Bike to School Day event in partnership with Arlington Public Schools, supporting more than 600 participants at 2011 McKinley Elementary School and participation of students and schools county-wide; and was invited to participate in national Walk and Bike to School Day focus group.
- **DRPT in cooperation with VDOT, the Department of Aviation, Department of Motor Vehicles, and Virginia Port Authority is developing VTrans 2035 under the direction of the Office of Intermodal Planning and Investment (OIPI).** VTrans 2035 is an update of the 2035 Virginia Surface Transportation Plan (VSTP) with ongoing collaboration between OIPI, DRPT and other transportation agencies of the Commonwealth. It prioritizes transit, TDM and rail recommendations with road, bridge and highway recommendations into a single long-range transportation plan for the Commonwealth. The plan seeks to expand local transit service as well as coverage areas and also makes major capital investments in high capacity transit service. It prioritizes long-term projects and investments including improvements to transit, rail, highway,



freight and intelligent transportation systems while maintaining State of Good Repair for transit systems. Public meetings were held in August 2012. The next plan, VTrans 2040, is scheduled to be completed by 2015 with input from DRPT.

- **DRPT is working with the Office of Intermodal Planning and Investment Corridor (OIPI) on the North-South Corridor in Northern Virginia as part of the continuing Corridors of Statewide Significance (COSS) process.** Corridors of Statewide Significance were codified in 2009, with specific corridors being designated as COSS due to their importance as integrated, multimodal networks of transportation facilities, which connect major population and economic centers of activity in the Commonwealth. The North-South Corridor in Northern Virginia was added in 2011 as a step in developing strategies to invest in a multimodal network of transportation facilities including transit in this corridor. DRPT has been actively engaged in the process since that time. The project is scheduled for completion by December 2012.
- **DRPT provided financial assistance to implement a formal telework program.** Qualifying private businesses could receive up to \$50,000 to develop formal telework programs. This offer was directed to businesses in the MegaProjects construction areas of Tysons Corner and along I-495.
- **DRPT encouraged telework through tax incentives.** DRPT promoted the new telework tax credit to encourage private-sector telework and reduce single occupant vehicle travel.
- **RideFinders tied into the National Telework Week Campaign.** This included direct appeals for employees to pledge to telework during the week of March 5-9, 2012 and receive a free Telework!VA T-shirt from RideFinders. Full-page ads were placed in the Richmond Times-Dispatch and the Richmond Free Press featuring the Telework!VA program, current participant logos and the Air Quality hero Telework Tech.
- **RideFinders continued to support and recruit program participants in the Telework!VA incentive program.** RideFinders provided technical consulting assistance to the City of Richmond for implementation into their Sustainability Program, produced six employer case studies and employer success stories commercials, and updated their website with new telework tax credit program information and link.

#### **Strategy #10: Seek New and Sustainable Funding Sources**

Improving the mobility of goods and people while expanding transportation choices in the Commonwealth requires sustained and dedicated funding. In FY 2012, a major effort was launched to examine more closely the potential of sustainable transit funding.

##### *Examples of FY 2012 Initiatives:*

- **2HRT GoPass 365 Program Attracts “Choice Riders.”** The challenge was to attract new riders into HRT’s system to fill the empty seats. The users of the HRT system are mostly a transit-dependent population (nearly 75 percent). The goal was to grow a larger “choice rider” market. As a means of growing the ridership base, HRT introduced the GoPass 365 Program, a program that offers employers, employees and college students the opportunity to ride any HRT service without being charged at the point of entry. Any company or educational institution could enroll. The incentive was a discounted fare and community mindedness. The annual fee was based upon the size of the company, and all educational institutions were charged one flat fee. In the short time the program has been in existence, HRT has signed up 71,000 people to participate in the program and has

generated \$700,000 in new revenue. At the same time, HRT attracted new customers to its transit and light rail services, people who otherwise would have never thought of riding transit and the light rail. After eight months, 706,000 passenger trips were added to their FY 2012 ridership totals.

- **Hampton Roads Transit Begins In-House Sales and Advertising Initiative.** At the same time of introducing the GoPass 365 Program, HRT brought sales and advertising in-house and no longer used an outside contractor. To date, HRT's small sales force has quadrupled sales since the responsibility came in-house and has sold nearly \$1 million in bus ads, train and bus wraps and platform sales compared to \$250,000 through contracted services.
- **PRTC Expands Reach of Teen Summer Pass Program.** The Teen Summer Pass is a discounted pass for teens used in summer months to get them familiar and comfortable with public transit. PRTC made passes more accessible by establishing five sales outlets within the community. Encouraging transit use and adoption at an earlier age translates to a community more involved in utilizing and funding transit programs through ticket revenue.
- **PRTC Designed Transportation Voucher Program for Sentara Hospital Service Area.** In FY 2012, PRTC completed program design, secured grant funding from the Potomac Health Foundation (PHF) and began preparations for program implementation. The program will lessen the out-of-pocket cost that seniors, people with disabilities and low-income households residing within the service area of the Sentara Hospital in Woodbridge incur for taxicab and special service transportation services for health-related trip-making that is beyond the capability of existing public transportation services. Implementation is anticipated in mid-FY 2013.
- **The Senate Joint Resolution 297 Study was launched in FY 2012 to examine new funding models.** SJR 297 is a resolution passed by the General Assembly in 2010 that directs DRPT to conduct a comprehensive study that examines transit funding with respect to performance, prioritization, stability, and allocation. The SJ297 study is being conducted by DRPT in close cooperation with transit stakeholders, transit systems, local governments, metropolitan planning organizations and other interested parties and will be completed for the 2013 Regular Session of the General Assembly

Innovative transit agencies across the Commonwealth seeking sustainable funding also built upon successful public-private partnerships and added new funding sources:

- **Blacksburg Transit obtained local support from both private and public institutions.** Blacksburg Transit - which is operated by the Town of Blacksburg with support from Virginia Polytechnic Institute (Virginia Tech), the Town of Christiansburg, and the MPO - provides several mass transit and on-demand transit routes. The service includes a variety of routes for area citizens ranging from employment-oriented routes to neighborhood connectors to shopping/commerce routes and student transportation. In FY 2012, Blacksburg Transit had 3.5 million riders.
- **The City of Radford worked with Radford University to provide expanded student transit service.** The City of Radford formed a partnership with Radford University to work together in FY 2012 to expand transit services for students and residents beyond the downtown area around the Radford University campus through a variety of new fixed routes. The new service expanded the traditional Tartan system to increase accessibility within the city, Fairlawn in Pulaski County, medical centers in Montgomery County, and other important regional connections.

## VIII. Passenger Rail Initiatives

- **Virginia DRPT and North Carolina Department of Transportation (NCDOT) Recommend Rail Alternatives to Federal Railroad Administration (FRA).** In FY 2012, Virginia DRPT and NCDOT submitted the Southeast High Speed Rail (SEHSR) Tier II Environmental Impact Statement (EIS) Recommendation Report to FRA. The Recommendation Report identifies the two states' recommendations for the preferred rail alternative for each of the 26 sections of the SEHSR corridor between Richmond and Raleigh. The recommendations are based on public, local government and agency comments received on the Draft EIS, which was published in May 2010 and presented to the public in a series of meetings along the corridor in Virginia and North Carolina. The Final Tier II EIS, incorporating FRA's comments, is expected in 2013. Other inputs include assessment of community and environmental impacts, operability, constructability and costs. The report is available to the public via the SEHSR website [www.sehsr.org](http://www.sehsr.org) and DRPT's website [www.drpt.virginia.gov](http://www.drpt.virginia.gov).
- **Virginia DRPT Finalizes Tier I EIS for the Richmond to Hampton Roads Passenger Rail Project.** In December 2009, the FRA and DRPT issued the Tier I Draft EIS for the Richmond to Hampton Roads Passenger Rail Project for public comment and advertised dates for public hearings in accordance with FRA guidelines. As a result of the analysis conducted as part of the Tier I Draft EIS and public comments received on the document, DRPT recommended and the CTB endorsed higher-speed Southside service with a maximum authorized speed (MAS) of up to 90 mph and conventional speed service on the Peninsula (Resolution of the CTB, Feb. 17, 2012). FRA concurred in the Commonwealth's identification of the Preferred Alternative for this Tier I Final EIS and the Record of Decision (ROD) is expected before the end of 2012.
- **Virginia DRPT initiates Tier II EIS for the Richmond Area to Potomac Segment of the Southeast High Speed Rail Corridor.** On June 28, 2010, FRA issued a Notice of Funding Availability (NOFA) in the Federal Register for the High Speed Intercity Passenger Rail (HSIPR) Program. In response, DRPT submitted an application to complete Tier II PE and NEPA review for the Richmond Area to Potomac River Segment (RAPS) of the SEHSR corridor. On the basis of this evaluation, the U.S. Secretary of Transportation selected the Commonwealth of Virginia for an award, through a cooperative agreement between FRA and DRPT, of \$44,308,000.
- **In FY 2012, detailed plans were formulated to extend Amtrak Virginia's Northeast Regional Service.** Plans were established for intercity regional service to and from Norfolk providing a same-seat trip from Norfolk to Washington, D.C., Baltimore, New York City and as far north as Boston. This new services will provide for an alternative way to get to and from Southside Hampton Roads while easing congestion on high-traffic roadways. Necessary track and roadway improvements were completed in 2012, and service is expected to begin in December 2012.
- **Amtrak Virginia joins the Presidents Passport – a travel program for visits to presidential homes.** Amtrak, a provider of intercity passenger rail, joins the Presidents Passport travel program, which offers tourists special promotions, discounts and travel tips for visits to the three presidential homes of Jefferson, Madison and Monroe in the Charlottesville area in FY 2012. The Presidents Passport provides travelers the opportunity to explore the Charlottesville area, its three presidential homes – Monticello, Montpelier and Ash Lawn-Highland – and soak up the rich

historical and cultural offerings. The Presidents Passport as a travel sponsor offers 40 percent off companion fares on trips to and from Charlottesville.

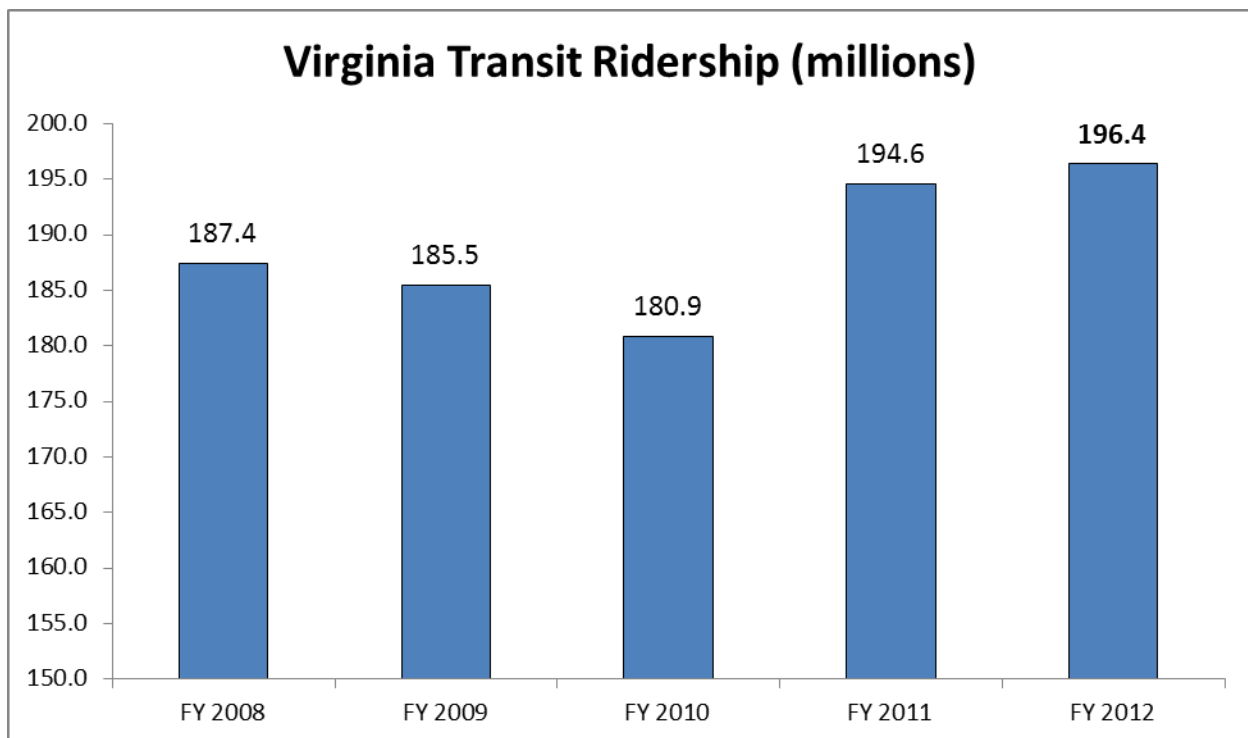
- **Virginia State Rail Plan.** DRPT is updating the Commonwealth's Statewide Rail Plan. This plan will provide guidance and direction for rail development by addressing existing rail infrastructure, current trends in passenger and freight rail, future needs and financing plans to meet our growing needs. The State Rail Plan will support the VTrans 2035 update that is currently under way. The plan update is scheduled to be completed by the end of 2012.

## IX. Overall Results – Virginia’s Transit and TDM Community Delivers Results

There are multiple ways to define success when it comes to the impact of Virginia’s efforts to use transit and TDM programs to address congestion and reduce SOV travel. Virginia’s transit and TDM community focuses on outcomes, such as increases in transit use and the level of transit use per capita, the change in modal split, the number of trips reduced, energy saved, and air quality pollutants eliminated.

### Impact #1: In FY 2012, Statewide Transit Ridership Continues to Trend Up

Increasing the ridership of transit agencies across the Commonwealth remains a primary objective of the TDM and transit community in order to reduce SOV congestion. Based on self-reported data, transit ridership has increased by 9 percent statewide since FY 2010. Furthermore, the FY 2012 ridership gains represent a continuing positive growth trend, as FY 2011 saw a significant increase over FY 2010.



Source: Department of Rail and Public Transportation; Ridership figures were self-reported by Transit Agencies.

Along with increasing statewide ridership, DRPT tracks other metrics as part of its Strategic Plan to determine the performance of the department in a variety of ways:

- **Passenger Miles of Travel Saved by Commuters.** DRPT tracks the number of passenger miles of travel saved by commuter assistance customers in Virginia in order to meet their objective of decreasing growth of SOV travel in Virginia's urban areas during peak travel times. In FY 2012, commuter assistance customers successfully avoided or saved 12.3 million miles of travel. The mid- to long-term goal is 17 million.
- **Number of Passenger Trips for Transit Dependent Virginians.** Virginians who, through a disability, age or other factors, rely primarily on transit for transportation are an important group to accommodate due to their reliance on public transit to satisfy basic needs. Agencies work to increase mobility for transit dependent Virginians to ensure their access to basic human services like employment, medical care, shopping and social activities. In FY 2012, approximately 1.3 million trips were provided for transit dependent Virginians, a 62 percent increase since FY 2009.
- **Increasing Ridership on State-Sponsored Rail Service.** Part of the commitment to maintain, improve and develop railways in Virginia is increasing commuter ridership on these state-sponsored rail services to reduce SOV travel. DRPT measures the increase in ridership on these state-sponsored rail services in order determine the success of agency efforts. In FY 2012 there was a ridership increase of approximately 263,000 passenger trips.

### **Impact #2: Virginia's Modal Split Is Maintained**

Maintaining the modal split, the share of drive-alone work trips compared to the use of other travel options, is perhaps the most direct indicator of the overall impact of Virginia's rail, transit and TDM community.

Based on the 2010 U.S. American Community Survey Journey to Work data, the share of drive-alone work trips in Virginia was 77.1 percent. This is the exact modal split recorded by the 2000 decennial census – 77.1 percent. While on the surface this result may seem unimpressive, it must be viewed in context. During this same period of time, 2000 to 2010, Virginia's overall population grew from 7 million to 8 million, adding approximately 950,000 people. As approximately 60 percent of the population works, during the 2000 to 2010 period, Virginia added roughly 570,000 new commuters. Maintaining the SOV modal mix at 77.1 percent means the non-SOV percentage held at 22.9 percent. Applying this percentage to the over half million new commuters means 130,000 more people started ridesharing. Maintaining market share, in this case the share of people who rideshare, is a significant number.

### **Impact #3: Trips Reduced, Vehicle Miles Traveled, Energy Saved and Air Quality Improved**

Thanks to the efforts by the transit and TDM agencies of Virginia, in FY 2012, approximately 12.3 million passenger miles traveled were saved or reduced statewide by customers of commuter assistance agencies. Among these agencies are the Arlington County Commuter Services (ACCS) and Richmond RideFinders. These two are some of Virginia's major TDM agencies that have recently quantified in great detail the impact they have on their respective community in terms of reducing trips and vehicle miles traveled, energy consumption and reduction of inputs affecting air quality. Details on these two program evaluations are summarized here.

- **Arlington County Commuter Services (ACCS) makes it easier for people to switch from driving alone to taking transit, walking, biking, carpooling and vanpooling.** ACCS reduced traffic in Arlington by about 44,600 vehicle trips on the average workday in FY 2012. Eliminating about 45,000 trips also eliminates over 756,000 vehicle miles traveled (VMT) each business day with a savings of about 31,000 gallons of gas each day.
- **RideFinders offers a myriad of services to support and advance carpooling, vanpooling, transit, teleworking, walking and biking.** In 2012, RideFinders launched a comprehensive program evaluation study to quantify the agency's impact on the Richmond region. While this study is still under way, preliminary findings point to a significant impact – RideFinders programs remove over 5,000 vehicle trips from the Richmond region's roadways every day. This amounts to approximately 125,000 vehicle miles reduced daily. Reducing the vehicle miles traveled daily by 125,000 translates into an estimated daily energy savings of nearly 5,400 gallons of gasoline per day. In addition, approximately 88,000 pounds in harmful air pollutants are prevented daily resulting in avoiding 32 million pounds of carbon dioxide on an annual basis.

#### **Impact #4: Congestion Mitigated**

While ACCS and RideFinders are serving two totally different kinds of markets, they are serving the same cause – mitigating congestion; and, both programs are making a significant impact in this regard.

Every day, ACCS' programs remove over 40,000 cars from Northern Virginia's crowded roadway system. Considering that the average lane of interstate highway carries approximately 4,000 to 6,000 vehicles during the daily rush period, this impact is larger than the eight inbound lanes of I-395 and I-66 carry during the three-hour morning rush period, and five times larger than the morning passenger trips made on the VRE commuter rail.

Every day, RideFinders' programs remove over 5,000 cars from the Richmond region's transportation system. To put 5,000 vehicles into perspective, every morning rush period, about 5,000 cars speed along in each direction on I-95 by the historic Old Main Street Train Station clock tower. Imagine, 5,000 more cars being added. The Richmond region's mobility and access would certainly be compromised.

According to the Texas Transportation Institute:

- In Richmond, the calculated added congestion if public transportation service were discontinued would be an annual increase of 571,000 hours delay with a congestion cost of \$11 million.
- For Virginia Beach, the annual increase would be 1,300,000 hours delay with a congestion cost of \$25 million.
- Washington, D.C./Northern Virginia would experience an annual increase of 35,500,000 hours of delay for a total congestion cost of \$726 million.

## **X. Planning for the Future**

In FY 2012, a number of significant strategic planning initiatives were launched. Highlights include:

- **During FY12, DRPT completed nine transit studies and planning initiatives:**

- Craig County Transit Service Feasibility Study
- Southampton Transit Service Feasibility Study
- VRE Transit Development Plan
- I-95 Transit and TDM Plan
- Graham Transit Development Plan
- Chincoteague Transit Development Plan
- Lake County Area on Aging Transit Development Plan
- Mountain Empire Transit Development Plan
- Green County Transit Development Plan

- **Super NoVa Study:**

The Commonwealth of Virginia has embarked on the Super NoVa Transit and TDM Vision Plan Study. DRPT defined a super region for this planning effort that encompasses all of the localities comprising Northern Virginia and the localities extending from Northern Virginia to Caroline County on the south, Culpeper County on the west and Frederick County to the northwest. It also includes input from Maryland, West Virginia and the District of Columbia representatives.

The Vision Plan will evaluate current transit service and TDM programs; existing and future land use, population and employment conditions; travel patterns and trends; and projected travel demand as a basis for the development of a multi-horizon vision for transit and TDM in the super region. The multi-horizon vision plan will focus on the near-, mid- and long-term periods between today and 2040. It will identify a wide range of transit mode and transportation program enhancements for:

- Local, express, rapid and priority bus
- Fixed guideway transit-streetcar, light rail transit, heavy rail transit, commuter rail and intercity passenger rail
- TDM

The Super NoVa Transit and TDM Vision Plan will recognize the purposeful connection between land use and transportation, today and into the future. The Vision Plan will identify realistic, but visionary, strategies for enhancing people's mobility through multi-occupant auto travel under both current and future conditions. Planning efforts of the study will culminate in the development of recommendations for a wide range of transit modes as well as TDM programs and infrastructure.

- **I-95 Transit and TDM Plan:**

In conjunction with the I-95 Express Lanes Project, a recommended plan has been developed to enhance transit and TDM in the corridor. DRPT managed the study and was guided by a Technical Advisory Committee consisting of local, state, regional and federal jurisdictional/



agency staff.

The study addressed two goals: 1) maintain transit and High Occupancy Vehicle (HOV) ridership and 2) maximize the capacity of the I-95 Express Lanes and fully utilize the features to attract new transit and HOV riders. The recommendations included increased commuter bus service and new or expanded Park and Ride lots. TDM recommendations included an increase in carpooling, vanpooling and ad hoc informal carpooling to utilize the I-95 Express Lanes (also known as 'slugging').

- **The Senate Joint Resolution 297 Study was launched in FY 2012 to examine issues related to public transportation.** SJR 297 is a resolution passed by the General Assembly in 2010 that directs DRPT to conduct a comprehensive study that examines transit funding with respect to performance, prioritization, stability, and allocation. The SJR 297 study is being conducted by DRPT in close cooperation with transit stakeholders, transit systems, local governments, metropolitan planning organizations and other interested parties and will be completed for the 2012 Regular Session of the General Assembly.

- **HOV/Bus/HOT Lanes Project:**

VDOT is partnering with Fluor-Transurban in the development of high-occupancy toll (HOT) lane projects for I-95 and the Capital Beltway/Interstate 495. The projects are designed to help alleviate congestion.

The I-95 Express Lanes project will expand the existing HOV lanes on I-95 from two to three lanes and extend two new lanes south to Massaponax. Two HOV/Bus/HOT lanes will be added in each direction between the Springfield Interchange and just north of the Dulles Toll Road as part of the Capital Beltway/I-495 project. All of these lanes will become HOV/Bus/HOT lanes – meaning buses and carpools with three or more people can continue to use the lanes for free, while non-HOV motorists can choose to pay a toll and access the lanes as well.

The new I-95 lanes will be reversible, meaning traffic operations personnel will use them to move traffic into the region during peak in-bound commute times and out of the region during peak out-bound periods, like the HOV lanes are used today. The Capital Beltway HOV/Bus/HOT lanes will not be reversible.

- **Park and Ride Lot Study:**

VDOT launched the Statewide Park and Ride Lot Study to gain an accurate and updated inventory of its Park and Ride Lot assets across the state. Additionally, this study includes the development of a long-range strategic plan on acquiring, managing and promoting Virginia's Park and Ride Lot infrastructure.

One of the innovative deliverables from this study is an interactive Park and Ride Lot statewide map populated by the data collected from an audit of Virginia's existing lots – both formal and informal Park and Ride Lots across the Commonwealth. Data collected included the number of cars, amenities and condition of the lots. This robust database has been packaged as a consumer-friendly Park and Ride Lot online search tool which will ultimately be utilized by all TDM and Transit agencies across the Commonwealth.

This project is yet another example of connecting organizations and transit and TDM services across Virginia to get the most out of our transportation system.

- **Statewide Transit and TDM Plan:**

DRPT is updating the Commonwealth's Statewide Transit and Transportation Demand Management Plan (Transit/TDM Plan). This plan will provide guidance and direction for transit and TDM development by addressing:

- Existing public transportation conditions in the Commonwealth
- Guidelines for transit and TDM levels of service that recognize the broad range of area-types within which transit and TDM services must be provided
- A blueprint for addressing needs for the future, with a focus on supporting the Commonwealth's key investment priorities within a changing population dynamic and on ensuring that transit systems achieve and maintain a "state of good repair"
- Recommendations to the Surface Transportation Plan
- Guidance on fiscal requirements and strategies to maximize Virginia's investment in public transportation

The Transit/TDM Plan update will support the VTrans 2035 update that is currently under way. The plan update is scheduled to be completed by the end of 2012.

## **XI. Summary**

This report to the General Assembly highlights the initiatives undertaken in FY 2012 by Virginia's passenger rail, transit and TDM community. Presented here are the major trends reshaping Virginia, 10 core strategies, examples of program initiatives for each of these strategies, and planning efforts for the future. The Appendix of this document, detailing the more than hundred initiatives conducted in FY 2012 by dozens of transit and TDM agencies across the Commonwealth, is posted on the DRPT website.

The overarching conclusions of this report are twofold. First, throughout FY 2012, Virginia's passenger rail, transit and TDM community orchestrated a significant number of rail, transit and TDM initiatives. Second, these initiatives made a difference.

More than in any fiscal year in the past, Virginia's passenger rail, transit and TDM community connected transportation industry partners. Industry partners joined together through the planning and implementation of transportation initiatives, connecting more people with the latest travel information tools available, and linked more places with alternatives to single vehicle occupancy (SOV) travel, expanding the reach of Virginia's overall multi-modal system.

Through the thoughtful and seamless implementation of 10 core strategies throughout FY 2012, Virginia's passenger rail, transit and TDM community demonstrated the power of these enhanced connections to help manage congestion and expand the use of alternatives to SOV travel. Where high quality transit exists, commuters have demonstrated their willingness to switch from SOV travel to transit. A good example is the Northern Virginia region where, according to the 2010 American Community Survey, combined transit and Metrorail account for 14.8% of work trips compared to the national average of just 5.2% for transit.

As major demographic trends reshape the future of Virginia, greater demand will be placed on alternative transportation choices to move even more people efficiently and help minimize the expected growing levels of congestion. Transportation and Infrastructure is one of ten factors used by CNBC in its annual America's Top States for Business Study, where in 2012 Virginia fell from number 1 to number 3, primarily due to lower rankings in two categories – 'Transportation and Infrastructure' and 'Economy'. For Virginia to remain one of the top states in which to do business, we must continue to direct more intellectual and financial investment in these innovative passenger rail, transit and TDM services, proven alternatives to the SOV commute. Through this investment, we can keep Virginian moving and preserve the Commonwealth's reputation as the best state to live, work and play.

## XII. Appendix

### **Recent Initiative Reports**

Detailed reports on FY 2012 initiatives from transit and TDM agencies across Virginia that were provided as input to this report are available on DRPT's website, [www.drpt.virginia.gov](http://www.drpt.virginia.gov)

2012 Report to the Virginia General Assembly

***How Virginia Is Using Transit and Transportation Demand Management  
Programs to Address Highway Congestion and Single Occupant Vehicle  
Travel***

Appendix

# List of Reports

## **Major TDM Initiatives:**

1. Arlington County Commuter Services (ACCS), Arlington County
2. Dulles Area Transportation Association (DATA)
3. GWRide Connect , Fredericksburg Area Metropolitan Planning Organization (FAMPO)
4. Local Motion Program, City of Alexandria
5. Middle Peninsula Rideshare (MPR), Middle Peninsula Planning District Commission (MPPDC)
6. NeckRide.org, Northern Neck Planning District Commission (NNPDC)
7. OmniMatch, Potomac and Rappahannock Transportation Commission (PRTC)
8. RideFinders, Greater Richmond Transit Company (GRTC)
9. RR Commute, Rappahannock-Rapidan Regional Commission (RRRC)
10. RIDE Solutions – New River Valley
11. RIDE Solutions – Roanoke
12. RideSmart (formerly known as Valley Commuter Assistance Program), Northern Shenandoah Valley Commission (NSVC)
13. RideShare, Thomas Jefferson Planning District Commission (TJPDC)
14. Transit and Commuter Services, Loudoun County Office of Transportation Services (OTS)
15. Transportation Services Group, Fairfax County Department of Transportation (FCDOT)

## **Major Transit Initiatives:**

1. Arlington Transit (ART)
2. Bay Aging Transit
3. Danville Transit System
4. City of Fairfax CUE Bus
5. Greater Richmond Transit Company (GRTC)
6. Hampton Roads Transit (HRT)
7. Harrisonburg Department of Public Transportation (HDPT)
8. JAUNT
9. Mountain Empire Older Citizens, Inc.
10. Potomac and Rappahannock Transportation Commission (PRTC)
11. Pulaski Area Transit (PAT)
12. Virginia Railway Express (VRE)
13. Winchester Transit

## Major TDM Initiatives

Arlington County Commuter Services (ACCS), Arlington County	
Initiative	Description of Initiative
<b>New Service, Service Enhancements and Major Initiatives and Incentives</b>	<b>Examples: Carpool or vanpool incentives; new resident program; school pool program; expanded market/service area; etc.</b>
The Commuter Store	Moved into the new Ballston Commuter Store Kiosk located on the platform next to the Ballston Metro entrance and bus depot; sales and visits to the store have increased by 11 percent during the first nine months. Extended hours of operations at the Crystal City store in the spring to meet customer demand; hours are now Monday-Friday, 7 a.m. to 7 p.m.
Capital Bikeshare	Expanded in the Rosslyn-Ballston corridor from four stations to 28 stations in FY 2012; total stations in Arlington went from 18 stations at the end of FY 2011 to 42 stations at the end of FY 2012.
<b>Major Business/Resident/Commuter Marketing Initiatives</b>	<b>Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.</b>
Arlington Transportation Partners (ATP) – Employer-Residential-Development Services	Broke through the 650-employer customer mark and ended the year with 702 employers in the network of which 465 offer a transit benefit to over 150,000 employees – the highest rate in the D.C. region. ATP also added 22 employers into Level 3 and Level 4 status and added 50 employer prospects to the database.
ATP – Capital Bikeshare Corporate Memberships	Sold four Arlington Capital Bikeshare Corporate Memberships and assisted six new companies in applying for Bicycle Friendly Business status through the League of American Bicyclists.
ATP – Residential Site Planning	Assisted with 42 commercial and residential site plans, a record amount in FY 2012; sold 22 Transportation Information Display units to developers.
ATP – Residential Services Growth	Grew residential services by eight properties bringing the total to 324 residential clients representing 67,719 units or 99 percent of the market.
ATP – Commuter and Transportation Events	Attended a total of 46 commuter and transportation events.
ATP – Customized Marketing	Produced 127 customized client marketing collateral materials and 18 unique pieces for mail and electronic communications campaigns.
ATP – Publication Distribution	Quarterly <i>Solutions</i> newsletters distributed to 48,000 (three publications) and <i>e-Solutions</i> electronic newsletter distributed to 1,800 key employer contacts.
ATP – Website Traffic Increased in FY 2012	FY 2012 saw an increase in website visitor traffic by 20 percent.
ATP – Social Media Efforts	ATP grew in the area of social media by transitioning client communications. There are currently 112 Facebook followers and 200 Twitter followers; and 38 blogs were posted to various social media websites.
Commuter Information Center – CIC (CommuterDirect.com)	Handled 127,238 inbound calls (transit information inquiries); completed 340,970 transactions (340,017 individual + 953 corporate).
Distribution, Logistics and Bus Stop Information	Distributed over 473,000 brochures and timetables to individuals, companies and information display locations. Installed approximately 95 new map and schedule holders at ART bus stops. Updated map and scheduled information at approximately 800 ART bus stops. Repaired or replaced over 65 ART bus stop signs due to vandalism, storms or accidents. Made over 1,000 deliveries to internal clients including Commuter Stores, government locations and ACCS staff.
Marketing – Car-Free Diet Resource Guide	Developed the Car-Free Diet Resource Guide brochure with transit map and matrix inserted in The Citizen newsletter.
Marketing – Creation of "The Car-Free Diet Show" for YouTube	Wrote, filmed and edited six episodes of "The Car-Free Diet Show" for viewing on YouTube Car-Free Diet Channel and Arlington TV.
Marketing – PAL Multimodal Safety Campaign	Partnered with BikeArlington and WalkArlington to launch the PAL (Predictable, Alert, Lawful) multimodal safety campaign. Developed a PAL safety insert for The Citizen newsletter.
Marketing – Earned Media Efforts in 'The Citizen' Newsletter	Wrote articles about ACCS programs and research results for two issues of The Citizen newsletter; provided inserts to The Citizen for three issues.
Marketing – Updated Metro Advertising	Updated two-sheet ad posters in the Metro stations.
Marketing – Redesigned Car-Free Diet Website	Redesigned the Car-Free Diet website on the MURA platform.
Marketing – Expanded Car-Free Diet Partnerships	Added 73 new Car-Free Diet Retail Partners for a total of 343 Partners.
Marketing – Promoted Car-Free Diet at Events	Attended 111 events promoting Arlington's Car-Free Diet and ACCS' programs.
Marketing – Car-Free Diet Pledge Cards	Collected 6,719 Car-Free Diet pledge cards.
Marketing – Retail Brochure Distribution	Distributed 18,542 brochures at events and 99,707 via retail partners for a total of 118,249 brochures distributed.
Marketing – Filmed Car-Free Diet "Street Talk"	Filmed 46 episodes of Car-Free Diet "Street Talk" interview videos.
Marketing – Filmed Car-Free Diet "Shop Talk"	Filmed six episodes of Car-Free Diet "Shop Talk" videos with our retail partners.
Marketing – Sponsored Public Events to Boost Awareness	Sponsored and exhibited at the Taste of Arlington, Clarendon Day, Columbia Pike Blues Festival, Arlington County Fair, Rosslyn Jazz Festival and Clarendon Mardi Gras Parade
Marketing – Produced Capital Bikeshare Material	Produced handouts and flyers for the Capital Bikeshare TDP public meetings.
Marketing – Engaged Nearby Residents in Capital Bikeshare	Mailed approximately 40,000 Capital Bikeshare cards to Arlington residents living along the new station locations.
Marketing – Earth Day at George Mason University	Participated in George Mason University's Earth Day event.
Marketing – Retail Partner Appreciation Event	Held a retail partner appreciation event on World Car-Free Day.
Marketing – Crystal City Commuter Store Updates	Updated signage at the Crystal City Commuter Store.
Marketing – Expanded Social Media Presence	Updated, monitored and analyzed ACCS social media sites on Facebook, Twitter and YouTube. Facebook likes = 1,155; Twitter followers = 3,772; YouTube views = 16,739.
Marketing – Redesigned Physical Materials for Routes	Redesigned and updated ART schedule brochures, maps, website and RCH inserts for nine routes.
Marketing – "How to Ride the Bus"	Filmed a "How to Ride the Bus" video with DRPT.

## Major TDM Initiatives

Arlington County Commuter Services (ACCS), Arlington County	
Initiative	Description of Initiative
<b>Major Business/Resident/Commuter Marketing Initiatives</b>	<b>Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.</b>
Marketing – Expanded Adopt-a-Bus Stop Program	Implemented an Adopt-a-Bus Stop program along the 51, 52, 53 and 61 routes with plans to expand to additional routes in the next fiscal year.
Marketing – Arlington Food Assistance Center Canned Food Drives	Partnered with the Arlington Food Assistance Center (AFAC) to hold a canned food drive on the buses over the winter holidays.
Marketing – ART Education at Events	Attended various events throughout the year to promote and educate people about ART including Back to School nights at Arlington middle and high schools, the Teen Expo, Arlington's Truck Zoo event, Bike to Work Day and informational sessions at Arlington's Department of Human Services.
Marketing – ART Forum Newsletter	Wrote, designed and printed three issues of the ART Forum newsletter.
Marketing – Streetcar Initiative	Developed display banners for the streetcar initiative.
Marketing Awards	Go Green Advertising Award; Telly Award; Transportation Marketing and Sales Association Compass Award of Excellence; Association for Commuter Transportation Marketing and Outreach-TMA Award for Car-Free Diet Skeptics Campaign Season II; American Public Transportation Association AdWheel Award for Car-Free Diet Testimonial Campaign; Virginia Chapter of the American Planning Association "Shout Out" Award for the Car-Free Diet Show.
WalkArlington – "Walk Friendly Community" Promotion	Promoted Arlington County's national Gold-Level "Walk Friendly Community" designation via development of Walk Friendly Community Walkabout nomination campaign and execution of inaugural Walk Friendly Community Walkabout (Arlington Ridge-Aurora Highlands in June 2012).
WalkArlington – Developed New Walkabout Routes	Developed, mapped and promoted two new neighborhood Walkabout routes – Columbia Pike Town Center West/Pike Hike II Walkabout and Arlington Ridge–Aurora Highlands Walk Friendly Community Walkabout.
WalkArlington - "Live" Walkabout Events	Held four "live" Walkabout events in Columbia Pike (in partnership with the Arlington County Fair); Ballston (in partnership with the Children and Nature Network); HighView Park (in partnership with the Feel the Heritage Festival/Department of Parks and Recreation); and Arlington Ridge/Aurora Highlands (inaugural Walk Friendly Community Walkabout in partnership with Civic Association/residents), attracting a total of 200 walkers.
WalkArlington - Walk and Bike to School Day Event	Planned and coordinated Walk and Bike to School Day event in partnership with Arlington Public Schools, supporting more than 600 participants at 2011 focus school and participation of students/schools countywide; invited to participate in national Walk and Bike to School Day focus group.
WalkArlington - Developed WalkArlington Insert for 'Citizen'	Developed WalkArlington insert for Arlington County's Citizen newsletter, distributed to 110,000 households in May.
WalkArlington - Publicized Walk and Bike Survey Results	Partnered with the research team to publicize results of Walk and Bike survey conducted in summer 2011.
WalkArlington - Launched PAL Multi-modal Safety Campaign	Partnered with the Car-Free Diet and BikeArlington to launch the PAL (Predictable/Alert/Lawful) multi-modal safety campaign.
WalkArlington - <i>WalkArlington Works</i>	Promoted <i>WalkArlington Works</i> , a print and online compendium of resources to promote "walking workplaces" and walking-related workplace events (Walk to Work Day, Walk at Lunch Day) and activities.
WalkArlington – Local Event Presentations	Presented at 15 local meetings, seminars, conferences and assemblies.
WalkArlington – WalkArlington Website Expansion	Expanded, updated and continually enhanced WalkArlington website.
WalkArlington – Distributed Walkabout Brochures	Distributed 29,321 Walkabouts brochures (previous version and new version) on request and at events.
WalkArlington – Redesigned WalkArlington's e-Newsletter	Redesigned <i>The Pacer</i> , WalkArlington's monthly e-newsletter using Constant Contact. Published and distributed 10 issues to 1,400 subscribers.
WalkArlington – Expanded Facebook Presence	Expanded presence on Facebook, developed and launched two "home-grown" Facebook promotions, posted 40 blogs and contributed to partners' print and online publications.
WalkArlington – Media Outreach Campaign	Conducted media outreach and earned 50+ local and national, traditional and online media hits.
WalkArlington – <i>Street Smart</i> Safety Campaign	Supported planning, kick-off and local execution of <i>Street Smart</i> regional pedestrian public safety media campaign.
WalkArlington – Coordinated Community Events	Coordinated and participated in 34 community and partner events (walking tours, workplace walks, health fairs, environmental expos, school programs, etc.), reaching 53,020 commuters and people who live, work and/or play in Arlington.
BikeArlington – Organized Public Events	Organized or participated in 100 events with a total attendance of over 18,000, compared to 39 events with 10,000 in attendance in FY 2011.
BikeArlington – Bike to Work Day Pit Stops	Coordinated and planned Bike to Work Day pit stops in Rosslyn and Ballston with a record attendance at Rosslyn of 968 registered riders, the most in the region.
BikeArlington – Bike Map Promotion	Updated the bike map and distributed over 150,000 copies throughout the year, compared to 50,000 maps distributed in FY 2011.
BikeArlington – Launch of PAL Campaign	Partnered with WalkArlington and Car-Free Diet to launch the PAL campaign for street safety, awareness and courtesy. A double page spread of a PAL street scene info graphic was distributed in the Citizen newspaper to 110,000 Arlington households.
BikeArlington – Increased Website Traffic	Increased website unique visitors to 62,218 compared to 38,941 last year and 152,290 page views compared to 116,578 the previous year.
BikeArlington – Increased Bike Forum Membership	Increased registered members on the WashingtonAreaBikeForum.com to 965, an increase of 365 members from last year; 66,053 unique visitors compared to 18,544 in FY 2011; 884,032 page views up from 248,984 and 18,745 posts versus 4,439 in FY 2011.
BikeArlington – Enhanced Social Media Presence	Continued social media presence with 1,720 followers on Twitter and 619 likes on the new Facebook page.
BikeArlington – Raised Participation in National Bike Program	Boosted participation in the nationwide Bicycle Friendly Business Program with nine new Arlington businesses receiving awards in FY 2012, bringing the total to 19.
Capital Bikeshare – Coordination with District DOT	Coordinated with the District Department of Transportation (DDOT) for the management and marketing of Capital Bikeshare.



## Major TDM Initiatives

Arlington County Commuter Services (ACCS), Arlington County	
Initiative	Description of Initiative
<b>Major Business/Resident/Commuter Marketing Initiatives</b>	<b>Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.</b>
Capital Bikeshare – Conducted Membership Survey	Completed a member survey, which provided detailed insight into the demographics, trip characteristics and behaviors of bikeshare users. 5,464 members participated in the survey. Findings – members saved an average of \$891 each on annual travel costs and collectively reduced their driving by 5 million miles annually.
Capital Bikeshare – Bike Trips	88,613 trips were taken from Capital Bikeshare stations in Arlington with the peak month in June totaling 15,078 trips.
ACCS Websites – Visitor Traffic	Combined visits to ACCS and ART websites increased 5 percent over FY 2011, totaling more than 2 million visits. Visits to the BikeArlington site increased 41 percent. Visits to the Washington Area Bike Forum, of which BikeArlington is a principal partner, increased 225 percent. Visits to the ATP, ART and Car-Free Diet sites all increased at least 28 percent.
ACCS Websites – Car-Free Diet Website Launch	Launched rebuilt Car-Free Diet site.
ACCS Websites – Bicycle-Pedestrian Dashboard Launch	Launched Bicycle-Pedestrian Counter Dashboard, where the public can interact with counter data.
ACCS Websites – Location-Specific Page Launch	Launched location-specific transit options pages for Car-Free Diet Retail Partners.
ACCS Websites – Updated Digital Transit Information Signs	Updated look and capabilities of digital transit information signs.
ACCS Websites – Updated ATP Website	Updated ATP site design to complement print materials.
ACCS Websites – Added Mobile Compatibility to Forums	Introduced mobile compatibility to Washington Area Bike Forum via Tapataalk mobile app.
<b>Advocacy for TDM/Transit</b>	
Arlington County Commuter Services – Making an Impact	By making it easier for people to switch from driving alone to taking transit, walking, biking, carpooling and vanpooling, Arlington County Commuter Services (ACCS) reduced traffic in Arlington by about 44,600 vehicle trips on the average workday in FY 2012. Eliminating about 44,600 trips also eliminates over 755,517 vehicle miles traveled each business day with a savings of about 31,425 gallons of gas each day. It also helps clean our environment by eliminating greenhouse gases with a daily reduction of 695,619 tons of Carbon Dioxide (CO <sub>2</sub> ), 548 pounds of Nitrogen Oxide (NO <sub>x</sub> ), and 318 pounds of Volatile Organic Compounds (VOC pounds).
Capital Bikeshare Assessment	Participated in the drafting of the Transit Development Plan (TDP) for Capital Bikeshare expansion and operation in Arlington. This six-year plan is the first of its kind for bikesharing in the U.S. and provides direction for bringing Capital Bikeshare to more areas of Arlington including Columbia Pike and Shirlington.
TDM for Site Plan Development Assessment	111 active site plans reached construction/implementation phase and require monitoring. Visited 73 sites with 118 total visits including follow-up visits to the same site. 60 percent of sites visited were found to have a new property manager, which typically requires an in-depth training and follow-up visits. 85 percent of sites visited were found out of compliance with one or more of the elements of the Board-approved TDM.
Bike Parking Assessment	Counted 3,710 bike parking spaces in the field (installed to meet TDM condition); 2,912 Class 1 (secure) bike parking spaces were installed. 17 commercial sites were visited with Class 1 parking that includes showers and lockers. 798 Class 2 or 3 (visitor) biking parking spaces were installed; 30 percent of sites visited were found to be missing bike rack(s) or related equipment.
TDM Plan Assessment	Visited 63 sites with TDM Plan requirement; 40 percent were found to be missing TDM Plan. Approved 13 TDM Plans this year with 58 TDM Plans approved to date.
Revenue Assessment	Received \$279,234 in TDM-related contributions for ACCS operating revenue; Received \$107,500 in other TDM-related revenue contributions for bus infrastructure, etc.; 100 percent revenue received as a portion of revenue expected.
Transportation Studies Assessment	68 sites with a transportation study requirement; 7 transportation studies completed this year; 11 transportation studies underway.
Conducted Research and Studies	Completed eight site plan building studies, which included tube counts of traffic and mode survey of tenants (residents or employees/employers). Communicated research impact through blogs and regular Solutions articles. Fielded and reported CommuterDirect and Commuter Store surveys. Conducted and reported four Business Leader focus groups. Completed survey and report on ATP's "Redefine Your Commute" campaign. Completed an ACCS-sponsored Mobility Collaborative white paper on the impact of rising gas prices on TDM and mode share. Redesigned and expanded research web page and migrated it to Mobility Lab.

## Major TDM Initiatives

Arlington County Commuter Services (ACCS), Arlington County	
Initiative	Description of Initiative
Advocacy for TDM/Transit	Assisted Arlington County team in refining site plan conditions for reduced parking and increased TDM. Represented TDM agencies statewide on a DRPT funding allocation study requested by the General Assembly SJ 297. Participated as stakeholders in VDOT I-66 Multi-Modal Study and DRPT Super NoVa and Statewide Transit and TDM studies. Represented Association for Commuter Transportation for the national Public Policy Council and US FTA/FHWA Stakeholders group.

## Major TDM Initiatives

<b>Dulles Area Transportation Association (DATA)</b>	
Initiative	Description of Initiative
<b>New Service, Service Enhancements and Major Initiatives and Incentives</b>	<b>Examples: Carpool or vanpool incentives; new resident program; school pool program; expanded market/service area; etc.</b>
Rotating Rideshare Coordinator	Following a successful pilot program, DATA has expanded its successful Rotating Rideshare Coordinator program to assist underserved employees at Dulles Airport in funding rideshare matches and forming car and vanpools. Employers were identified from respondents to DATA Dulles Airport Survey and through the assistance of Fairfax and Loudoun Counties.
E3Calc	With new modules measuring cost/benefit of employing TDM strategies, a scenario module identifying the reduction in carbon footprint achieved by employing TDM strategies and modules measuring the carbon footprint created by employee business travel and fleet travel is either completed or scheduled to be completed in six businesses in Northern Virginia jurisdictions.
Live More – Commute Less	Preliminary development per the approved Scope of Work has begun on DATA's innovative website designed to modify commuting behavior in the region. Live More – Commute Less will stress the quality of life benefits enabled by commuting alternatives to the single occupancy vehicle.
Employer Council	DATA has expanded and re-energized its Employer Council by appointing an area HR Director as chair. This "personalization" has resulted in increased attendance at the quarterly meetings and renewed interest in traditional and new TDM strategies.
<b>Major Business/Resident/Commuter Marketing Initiatives</b>	<b>Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.</b>
Potomac and Rappahannock Transportation Commission (PRTC) Cooperation	DATA has met with PRTC – contractor to Prince William County – to develop a cooperative, regionwide seminar series involving all three counties in DATA's service area. This series will "circulate" among the Loudoun, Prince William and Fairfax Counties.

## Major TDM Initiatives

GWRide Connect, Fredericksburg Area Metropolitan Planning Organization (FAMPO)	
Initiative	Description of Initiative
<b>New Service, Service Enhancements and Major Initiatives and Incentives</b>	<b>Examples: Carpool or vanpool incentives; new resident program; school pool program; expanded market/service area; etc.</b>
Vanpool National Transit Database (NTD) Incentive Program	New program to be implemented in January 2013 where vanpools report their data to the NTD and receive \$200 per month. This program will help maintain the existing vanpool fleet and grow vanpools in the State.
I-95 Expressway Transportation Management Plan (TMP) New Commuter Bus Start Up Program	Through the I-95 Expressway TMP, GWRideConnect subsidized up to 35 empty seats for each new bus route from the Fredericksburg Region that travels along the I-95 corridor north.
Free Rideshare Matching Program	Matching service that produces a match letter that is emailed or sent in a complete Rideshare packet with pertinent transit related material and Guaranteed Ride Home information. GWRideConnect anticipates matching 2,000 clients and producing 2,000 letters/packets.
GWRideConnect Website	The GWRideConnect website has evolved as the source in the region for information regarding transportation solutions. The site provides instant ridesharing information to residents in the region and receives 6,000 hits per year.
Vanpool Formation, Maintenance and Assistance	Facilitate the formation of 50 new vanpools in the region; maintain the existing fleet of 400 vanpools.
ADVANTAGE Self-insurance Pool Program	Continued to provide limited liability self-insurance for vanpool operators with the Division of Risk Management.
Leasing Commuter Parking Spaces	GWRideConnect has a program to lease commuter parking spaces from commercial property owners in areas of the region where there is a lack of VDOT commuter parking. GWRideConnect will lease 105 spaces for commuter parking for FY 2013.
Van Start and Van Save Program	Program provides startup funding for new vanpools in their first few months of operation and helps save existing vans by providing funding if the passenger level drops to the point where the van may be in danger of folding. The Van Start program will be increased as part of the I-95 Expressway TMP program, which will provide more funding for new vans.
<b>Major Business/Resident/Commuter Marketing Initiatives</b>	<b>Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.</b>
Fall, Winter, Spring/Summer Advertising Campaigns	Advertised and promoted the GWRideConnect program through print media, radio and the GWRideConnect website in every locality in the region during the three major advertising campaigns.
Realtor Outreach	GWRideConnect works with realtors in every locality in the region and provides them with informational packets to distribute to home buyers and new residents to the region. GWRideConnect distributes 1,500 packets that include transit and TDM information to these local realtors as well as hotels, libraries and employers.
<b>Advocacy for TDM/Transit</b>	
TDM and Planning	Staff will work with the Metropolitan Planning Organization (MPO) FAMPO to incorporate TDM strategies in planning and help enhance bike and pedestrian infrastructure in the region. GWRideConnect served as a voting member of the FAMPO Technical Committee and on the Interagency Consultation Group dealing with air quality conformity. Diana Utz will continue to serve as a member of the Quantico Regional Planning Team to assist the Base with developing a plan for future growth.
Quantico Growth Management Planning Committee JLUSE Study	Staff will continue to serve as a member of the Quantico Regional Growth Management Planning Team to assist the Base with developing a plan for future growth.

## Major TDM Initiatives

Local Motion Program, City of Alexandria	
Initiative	Description of Initiative
<b>New Service, Service Enhancements and Major Initiatives and Incentives</b>	<b>Examples: Carpool or vanpool incentives; new resident program; school pool program; expanded market/service area; etc.</b>
Individualized Marketing Campaign	The Employer Individualized Marketing program used advanced survey tools to segment members of the population into groups based on their willingness to use sustainable modes of transportation. Marketing messages were tailored to the specific needs of individuals, resulting in significantly greater mode shifts than traditional Transportation Demand Management strategies.
School Pool	Jun. 2012: Piloted and implemented a city school ridesharing program that encourages parents and children arriving to share rides to and from the selected school.
New Homeowner Engagement	Every three months, a welcome packet is sent to homeowners who purchased a home in Alexandria during the previous three months. The welcome packet includes brochures, resources and website information about all travel options in the city.
Commuter Challenge	The bracket style tournament will pit employers against each other with the winner of each contest being the chosen by who reduces the most VMT. Participating companies will be given transportation assistance and recognition for participation.
<b>Major Business/Resident/Commuter Marketing Initiatives</b>	<b>Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.</b>
Car Free Day	Had incentives for people that pledged for this Metropolitan Washington Council of Governments (MWCOC) sponsored/coordinated event.
Grass Roots Marketing	Developed and executed an overall coordinated strategic grassroots marketing campaign for the City of Alexandria's Local Motion program within the stated budget. Results of grass roots outreach were carefully monitored on an ongoing basis and reporting to the City was provided on a monthly basis on partner enrollments (signed agreements), pledges signed at events (reported by location), brochures distributed (combination of events and Partner distribution), and monthly and year-to-date totals for all of the above.
Employer Outreach	Provides employer outreach marketing services directly to employers in the City of Alexandria and promotes alternatives to single occupancy vehicle (SOV) travel, creates new or expanded alternative commute programs, maintains existing programs and provide a means to evaluate the impact of the employer services efforts.
Facebook Page	Facebook gives the City of Alexandria a venue to quickly broadcast a message to a large list (their opt-in network) without being blacklisted by an Internet Service Provider (ISP) or having their message get caught in a spam filter. In addition, the event-posting capabilities allow organizations to advertise upcoming events easily and efficiently.
Bike to Work Day	This event celebrates the regionally sponsored Bike to Work Day. Currently one "pit stop" is held at Market Square in Old Town with much success. Local vendors supply food and prizes. As a result of this success, a second pit stop is being planned to encourage more participation throughout the City.
Try Transit Week	Local Motion hosted three events to prepare for the statewide initiative encouraging transit usage. Extra incentives were offered to promote this event and encourage people to try transit. Pledges were taken from residents and employees to signify their intent to try transit during Try Transit Week. Alexandria was second in the state in pledges received.
Capitol Bikeshare	Oct. 11, 2011: Alexandria City Council voted 7-0 to authorize Alexandria to join the regional Capital Bikeshare network. The pilot program, beginning in Old Town, will be implemented with Congestion Mitigation and Air Quality/Regional Surface Transportation Program (CMAQ/RSTP) grant funds.
Newsletter	Bi-annual newsletter about TDM and commuting news and events was distributed to select zip codes and through a wide range of other channels. Through the newsletter, the City of Alexandria will educate more residents and employees about alternative modes of transportation while increasing Local Motion brand awareness and website traffic.
Carshare Alexandria	The carshare incentive program, Carshare Alexandria!, covers the cost of new members' annual and first year membership fees. This program encourages more people to try carshare using a low risk method and low out-of-pocket expenses.
<b>Advocacy for TDM/Transit</b>	
TDM Jurisdictional Meeting	City of Alexandria staff was instrumental, along with Prince William County, in coordinating a jurisdictional brainstorming/get to know you meeting of TDM and rideshare staff.
Metropolitan Washington Council of Governments (MWCOC) Committees	Over the last year, City of Alexandria staff has not only participated in Council of Governments (COG) regional meetings but has also chaired the Bike to Work Day and Commuter Connections committees.
Participation in Regional TDM Efforts	The City of Alexandria has actively participated in several regional and statewide initiatives over the last year, e.g., SuperNova, State TDM Plan, etc.
Mark Center/BRAC-133	During the transition associated with the opening of BRAC-133, a series of TDM outreach events will be held for employees at the facility. A special emphasis will be placed on educating employees before the facility opens and during the first week when commuting patterns are being established.
Guaranteed Ride Home Brochure	In light of availability and issues with timely delivery, the City of Alexandria made the decision to create our own marketing piece for Commute Connections Guaranteed Ride Home program.
Event/Outreach Activity	US Patent and Trademark Office (PTO) Green Fair, Department of Defense.
Bike to Work Day Sponsorship	The City of Alexandria served as a Silver Sponsor for Metropolitan Washington Council of Governments (MWCOC).

## Major TDM Initiatives

Middle Peninsula Rideshare (MPR), Middle Peninsula Planning District Commission (MPPDC)	
Initiative	Description of Initiative
<b>New Service, Service Enhancements and Major Initiatives and Incentives</b>	<b>Examples: Carpool or vanpool incentives; new resident program; school pool program; expanded market/service area; etc.</b>
Annual Park & Ride Lot survey	Distributed program brochures and windshield sunscreens at area parks and ride lots to encourage registration and increase available database for ridematching and Guaranteed Ride Home (GRH) programs.
NuRide	Continued to promote NuRide as an additional alternative for area commuters.
<b>Major Business/Resident/Commuter Marketing Initiatives</b>	<b>Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.</b>
Employer Outreach	Letters sent to general managers of major area retailers (Wal-Mart, Lowes, Home Depot) introducing program and offering services to employees.
Employer Outreach – Wal-Mart	Gave presentation to Gloucester Wal-Mart employees and distributed brochures for ridematching and Guaranteed Ride Home programs; followed up with manager.
Radio Weather Reporting Sponsorship	Sponsored weather reporting (Gloucester station with Coleman Bridge opening reports), targeting commuters to the Hampton Roads area.
Radio Sponsorships	Engaged in radio sponsorship such as the Urbanna Oyster Festival sponsorship, Virginia Motor Speedway Season opening sponsorship (two local stations), and Country Music station promos on high gas prices.
Billboards	Placed billboard on Routes 33 corridor and Route 360 corridor targeting commuters to Richmond area.
<b>Advocacy for TDM/Transit</b>	
Association for Commuter Transportation (ACT) Chesapeake Chapter	Chesapeake chapter convened a TDM summit in conjunction with the annual ACT Legislative Summit in Washington, D.C.
Association for Commuter Transportation (ACT) Telework Council	Worked with ACT Public Policy Council to broaden CMAQ funding limits for Telework initiatives in the Transportation bill and to promote increased broadband access in rural areas.
Broadband Access	Continued to work toward increasing broadband access for Middle Peninsula residents and businesses – lack of which hampers telework opportunities and economic development in the region.

## Major TDM Initiatives

NeckRide.org, Northern Neck Planning District Commission (NNPDC)	
Initiative	Description of Initiative
<b>New Service, Service Enhancements and Major Initiatives and Incentives</b>	<b>Examples: Carpool or vanpool incentives; new resident program; school pool program; expanded market/service area; etc.</b>
<b>Major Business/Resident/Commuter Marketing Initiatives</b>	<b>Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.</b>
<b>Advocacy for TDM/Transit</b>	
Tourism Events Transportation	<p>Worked in a collaborative effort between the Northern Neck Tourism Commission, NeckRide, and Bay Transit to provide free transportation at public events. NeckRide.org provided free transportation between five of eight locations that participated in the Down on the Farm 2012 event. Participating farms and locations were organized by the Northern Neck Tourism Commission. Five buses from Bay Transit were used to transport the public during the event. The public used and appreciated the free transportation services provided while public and private entities worked together to make the service available. This collaborative approach is an effective model that NeckRide will continue to use with other Northern Neck events that involve public participation. Details and photographs of Down on the Farm 2012 can be found at <a href="http://www.neckride.org/DOTF2012.html">http://www.neckride.org/DOTF2012.html</a>.</p>
Local Bus Service Utilization	<p>Worked with the Northern Neck-Chesapeake Bay Region Economic Development Partnership to organize bus transportation for its 30-plus members on a tour of Omega Protein's manufacturing facility in Reedville, Virginia. The Partnership hired the services of a local coach company for the event, which allowed members to park in one central location and avoid a twenty-mile drive.</p>

## Major Transit Initiatives

OmniMatch, Potomac and Rappahannock Transportation Commission (PRTC)	
Initiative	Description of Initiative
<b>New Service, Service Enhancement, Incentives</b>	<b>Description or examples of new or improved transit service implemented, new technology (i.e., WiFi), free bus pass, etc.</b>
Vanpool Incentive Program	Continued to work with Northern Virginia Transportation Commission, GWRideConnect and Virginia Department of Rail and Public Transportation on implementation of a vanpool incentive program linking NTD data collection and vanpool incentives. OmniMatch also secured startup funding, executed MOU and began preparations for program implementation. Implementation is anticipated in mid-FY 2013.
<b>Business/Resident/Commuter Marketing Initiatives</b>	<b>Description or examples of advertising, promotion, direct mail, Facebook/twitter, events, etc.</b>
Bike to Work Day	Participated in planning for the event and staff volunteered at one checkpoint. The number of Prince William County checkpoints rose from seven in the previous year to eight this year.
Web Hunt	Established an interactive web based contest designed to educate Prince William County employers and employees about local and regional transit options and TDM services. The contest raised the awareness of the Omni SmartCommute employer outreach program and resulted in new or increased program interest on the part of 10 new employers.
Base Closure and Realignment Commission (BRAC) Employee Transportation Fairs	Attended commuter fairs at Ft. Belvoir, Crystal City, NGA, Navy Yard , the Pentagon and the new Defense Health Headquarters facility for BRAC affected employees.
General Employee Transportation Fairs	Attended commuter fairs at Health and Human Services, Social Security Administration, Freddie Mac, Booz Allen and Northrop Grumman promoting transit and TDM.
<b>Advocacy</b>	<b>Description of activity or member ship to APTA, local Chamber of Commerce, etc.</b>
Vanpool Bootcamp	Helped plan, organize and presented at the Vanpool Bootcamp, an event that brought local jurisdictions, vanpool providers, vanpool owners, state and local government agencies and software solution providers together to promote vanpooling and learning from one another.
Northern Virginia Regional Commission Base Closure and Realignment Commission (BRAC) Rideshare Roundtable	Attended monthly roundtable meetings to discuss the issues and challenges resulting from region wide BRAC relocations as well as potential TDM solutions.



## Major TDM Initiatives

RideFinders, Greater Richmond Transit Company (GRTC)	
Initiative	Description of Initiative
<b>New Service, Service Enhancements and Major Initiatives and Incentives</b>	<b>Examples: Carpool or vanpool incentives; new resident program; school pool program; expanded market/service area; etc.</b>
Continuation of Partnership with NuRide	RideFinders continued rewards programs for individuals utilizing shared-ride and non-motorized options for work and recreational commutes.
Incorporation of Credit Card for Commuter Store Purchases	RideFinders conducted research, which indicated that customers wanted alternative ways to pay for transit fare media other than cash and check. RideFinders enrolled with Square Card for customer convenience and low cost transactions fees.
Stand-alone Self-help Kiosks	RideFinders secured two Americans with Disabilities Act compliant Kiosks, which allow pedestrian traffic to use the GRTC Google Trip Planner, print transit schedules, register for ridesharing and the Emergency Ride Home Program, connect to VDOT, Richmond Regional Planning District Commission, City of Richmond, GRTC and other commuter-related websites.
Office Relocation	October 2011: Relocated to the Ironfronts Building at 1013 East Main Street. This new location offers more visibility with a street level Americans with Disabilities Act accessible operation in the heart of financial business district. Services about 8,000 walk-in clients annually, over 2,200 requests for transit information and schedules, approximately \$400,000 in transit fare and vanpool voucher sales.
Capital Regional Taxicab program	RideFinders supports the CRTAB and local taxicabs from participating jurisdiction by securing a consultant for mandatory monthly Customer Service Training for the taxicab operators, a venue for the training, collaborating with the Richmond Convention and Visitors Bureau for the bi-annual Celebrate, Educate and Appreciate dinners. This task also involves communication distribution to CRTAB members, meeting and agenda coordination, placing meeting announcements in the Richmond–Times Dispatch and the Free Press, and maintaining the minutes of all meetings. RideFinders is also responsible for applying for funding from the jurisdictions to support the program products and services (non-CMAQ funds).
Vanpool Program Expansion	RideFinders added two new vanpool providers (Safety Van Xpress and Enterprise) to increase vanpool growth and pricing competition. Vanpool numbers increased by 8.7 percent. Vanpool formation meetings were held at John Tyler for commuters affected by route changes to the 95 Express.
Human Service Agency Transit Ticket Sales	RideFinders began selling the \$1.50 and \$3 Go Cards that are not available to the general public to 23 human service agencies for client usage of public transportation to and from appointments and for job searches.
Ozone/Air Quality Alerts	Continuation of forwarding daily Air Quality forecasts to ETC network, air quality tabletop displays at employer sites to notify employees of air quality status, along with Commuter Store display and digital display in the RideFinders window visible to passersby.
Telework Program	RideFinders continued to support and recruit program participants in the Telework!VA incentive program through a reimbursement process, provided technical consulting assistance to the City of Richmond for implementation into their Sustainability Program, produced six employer Case Studies (Employer Success Stories commercials), updated the website with new Telework Tax Credit Program information and link.
RideFinders Research Project – Phase I	RideFinders contracted with the Southeastern Institute of Research and LDA Consulting to research the impact of RideFinders' program for the region with the following results: eliminated 30,551,770 vehicle miles traveled saving residents 1,283,700 gallons of gasoline and avoided over 31 million pounds of greenhouse gases going into the air.
Mobile Application	RideFinders collaborated with GRTC on the Customized Commute Option Project to help provide real-time information on bus locations, as well as Park n' Ride lot and vanpool information, including alerts on vanpool availability to recruit new riders.
RideFinders FY 2013 Work Program	RideFinders completed a comprehensive FY 2013 Work Program for the organization, which includes a detailed synopsis of projects and cost estimates.
Communication Efforts	Submitted article to Business First, Greater Richmond entitled "RideFinders Offers Smart Transportation Solutions for Area Businesses." Business in Brief in the Henrico Citizen, Powhatan Today newspaper, Progress-Index publications: Fort Lee Expansion Guide & Back to School Guide; Retail Merchants Association Retail marketing Expo; The Caroline Progress, Ways to Work Loan Program.
<b>Major Business/Resident/Commuter Marketing Initiatives</b>	<b>Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.</b>
Beat the Traffic Sponsorship	Broad-based commuter campaign throughout the year that integrates RideFinders into CBS 6 traffic reports encouraging commuters to call or visit RideFinders. Opportunity to have Amanda Meadows, traffic reporter, attend RideFinders special events. CBS 6 has run a minimum of 25 Beat the Traffic promotional commercials per month. The promotional commercials are 30 seconds in length and are evenly distributed across all day parts, including prime time. Since Sept. 2009, CBS 6 has run an additional 15 10- second promotional commercials specifically driving viewers to the "Beat the Traffic" website, which links to the RideFinders website and RideFinders advertising banners.
National Telework Week	Campaign for employees to pledge to telework during the week of March 5-9, 2012 and receive a free Telework!VA t-shirt from RideFinders. Full-page ads were placed in the Richmond Times-Dispatch and the Richmond Free Press featuring Telework!VA program participant logos and Air Quality hero Telework Tech; TV commercials were on Channels 6, 12, 8.
RideFinders 30th Anniversary Celebration	Open house at new location featuring Mayor Dwight Jones; Greater Richmond Chamber of Commerce president, Kim Sheeler; Richmond Regional Planning District Commission executive director, Bob Crum; Delegate Betsy Carr; GRTC CEO with Resolutions and Proclamations; Air quality heroes Mrs. Match and Bike Boy; Nutzy from the Flying Squirrels; and CBS 6 Amanda Meadows for photo ops and autographed Team RideFinders Calendars; executive director featured on 'Virginia This Morning' TV show discussing RideFinders 30 years of programs and services.

## Major TDM Initiatives

RideFinders, Greater Richmond Transit Company (GRTC)	
Initiative	Description of Initiative
<b>Major Business/Resident/Commuter Marketing Initiatives</b>	<b>Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.</b>
Clean Air Campaign	Placed a full page color ad in the Metro Business section of the Richmond Times-Dispatch featuring Team RideFinders characters and a salute to the 2011 Clean Air Employer Champions; also in the Happenings section of the Richmond Free Press, the Caroline Progress and in the Progress-Index; direct mail campaign to area employers; distributed How to Ride brochures in English and Spanish to the Main Street Station; established new vendor outlets to sell transit fare media and display GRTC Transit schedules – 26 locations with Communities in Schools.
Memberships and Sponsorships	Sponsored and hosted a booth at the Greater Richmond Small Business Expo and Matchmaker Event; Executive Sponsorship for Women Who Mean Business Summit; Retail Merchants Power Hour for Networking; Annual Membership with the Metropolitan Business League; Memberships with the various Chambers of Commerce (Greater Richmond, Chesterfield, Colonial Heights, Hopewell-Prince George, Petersburg, Virginia Hispanic); Membership with the Public Relations Society of America, local and national.
National Dump the Pump Day – June 21, 2012	Forwarded information to the Employee Transportation Coordinator network for employees to take the pledge and Try Transit, requested to post on company's Facebook page and Twitter. Press release from GRTC Transit System in the local newspapers.
Bike Month/National Bike day – May 18, 2012	Partnered with the City of Richmond's Bicycle, Pedestrian and Trails Commission and RideRichmond for the Bike Commuter Challenge, which included a ride with the Mayor convoy, press releases and tracking of participation.
Partnership with Biking Community	Partnered with Richmond Area Bicycle Association's Heart of Virginia Bike Festival and RideRichmond. RideFinders was also the exclusive sponsor of RideRichmond's bicycle "spoke card" identifying Cyclist Rights to the Road.
Supporting Sponsor for the Greater Richmond Chamber – Chesterfield Business Council Summer Fest	The Chesterfield Business Council hosts the CBC Summerfest to provide an opportunity for business leaders to meet with local, state and federal elected officials.
Social Media Campaign	Partnered with CBS 6 to create a "Like RideFinders" campaign on Facebook, videos on YouTube and Twitter account.
Partnership with Chesterfield Towne Center (CTC)	Six-month pilot partnership establishing the Guest Services desk as a satellite office, with RideFinders collateral displayed and available for distribution. CTC staff is able to answer inquiries about RideFinders and accept registrations. Phone is answered "sponsored by RideFinders." There is marquee messaging and 10 banners in the food court. Partnership includes newsletter articles to mall employees and inclusion in the newsletter to mall shoppers. CTC is the 3rd largest employer in Chesterfield County. Secured CBS 6 Virginia "This Morning" segment highlighting the partnership.
Community Outreach	Booth at Mayor's "Get Healthy, Stay Healthy" Health Expo; Madison & Main Media mixer; Hispanic Chamber of Commerce activities; Shockoe Bottom Business outreach; Western Chesterfield Business Association; Innsbrook Foundation Annual Planning; Innsbrook InnsBix Expo; Metropolitan Business League Small Business Expo; Greater Richmond Chamber Legislative Reception; Presentation to Chesterfield County Dept. of Economic Development Business First team; Ashland Green Day; Chickahomina Middle School in Hanover and Washington Henry Elementary School Earth day events; Hilton Garden Green Committee; Town of Ashland Railroad Run; provided information and promotional items for the Transportation Committee of leadership metro Richmond; VDOT Benefits Fair; Allianz Global Transportation Fairs on two campuses; Petersburg Chamber of Commerce "Women in Business" luncheon; Senior Connections contract development with taxi company.
<b>Advocacy for TDM/Transit</b>	
Educational Seminars	RideFinders hosted free educational seminars in four jurisdictions open to businesses, HR Managers and general public about Commuter Choice and Employee Trip Reduction Programs with Speaker Doris McLeod, Air Quality Planner for the Dept. of Environmental Quality.
Hosted Public Hearings	RideFinders hosted public hearings facilitated by GRTC Transit System for Route Changes to the 95 Express, Route 81 Chesterfield Express and Route 82 Commonwealth 20 Express, and assisted in distribution of GRTC public surveys involving funding of routes.
Downtown Site for Public Comment	RideFinders' office served as a centralized location for public review and input on the Regional Long Range Transportation Plan, "Plan2035," and for the Route 5 Corridor Study.
Awards Recognition	RideFinders was the recipient of five awards this year: City of Richmond – Dept. of Economic and Community Development Transportation Award for efforts in vanpooling, carpooling and establishing telework programs; three awards for the Public Relations Society of America Richmond Chapter for Team RideFinders 2012 Calendar, 'Making an Impact: RideFinders Turns 30' Campaign,' and the revamped Emergency Ride Home Program; Hermes Creative Awards for 30th Anniversary & Open House Celebration Special Event.
Air Quality Information Distribution	Air Quality Hero Comic Books that meet Science Curriculum SOLs to schools, and daycares.
Participation in Advocacy Organizations	RideFinders worked with organizations such as the VDOT Park N' Ride Study Advisory Group, Partnership for Smarter Growth, STIR, Greater Richmond Partnership, Ride Richmond, BikeWalkVa, Urban Land Institute, Virginians for High Speed Rail Annual Meeting.

## Major TDM Initiatives

RR Commute, Rappahannock-Rapidan Regional Commission (RRRC)	
Initiative	Description of Initiative
<b>New Service, Service Enhancements and Major Initiatives and Incentives</b>	<b>Examples: Carpool or vanpool incentives; new resident program; school pool program; expanded market/service area; etc.</b>
Worked with New Commuter Bus Company to Continue Service	Worked to prevent a disruption of the commuter bus in November. The previous provider, Scenic America, ceased their service. Staff worked successfully with Academy bus to provide a continuation of service.
Participant in Department of Rail and Public Transportation Initiatives	Attended meetings for the DRPT SuperNoVA and Park and Ride Lot Advisory group.
Assisting Formation of New Vanpools	Launched fifteen new passenger vanpools in July and Nov.
<b>Major Business/Resident/Commuter Marketing Initiatives</b>	<b>Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.</b>
Marketing Campaign	Engaged in multiple marketing efforts such as billboard on Route 29 Business in Culpeper, radio ads, wrapping a commuter van with an advertising message promoting RR Commute, Rappahannock-Rapidan Regional Commission (RRRC) services, Facebook promotion, quarterly newsletters, continuation of gas pump toppers advertisements, Earth Day bookmarks distributed to libraries throughout our region, print ads in local newspapers and on their websites, Google Adword campaign.
<b>Advocacy for TDM/Transit</b>	
Community Events	Attended a number of community events and transportation fairs. These included the Warrenton Spring Festival, Department of Defense Transportation Fair, Social Security Administration Transportation Fair, Rideshare appreciation day at selected commuter lots, ACT Training Conference, and more.

## Major TDM Initiatives

RIDE Solutions - New River Valley	
Initiative	Description of Initiative
<b>New Service, Service Enhancements and Major Initiatives and Incentives</b>	<b>Examples: Carpool or vanpool incentives; new resident program; school pool program; expanded market/service area; etc.</b>
<b>Major Business/Resident/Commuter Marketing Initiatives</b>	<b>Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.</b>
Skip the Free Parking Campaign	Worked with local business association to develop and market a campaign to encourage employees to use TDM options rather than using parking (normally pay spaces, but fees waived by town for shopping season) meant to be available to shoppers. Parking was designated within a few weeks of the term, so time was limited to develop and promote. Participation was not widespread, but visits to businesses as follow-up to the email campaign indicated widespread recognition and a general consensus of the merits of the idea.
Fix Fest	Originally a one-town (Blacksburg), Saturday morning event was expanded by RIDE Solutions to include two other locations in the region (Radford and Christiansburg) on different days with additional partners and participation.
Regional Business Organizations' (Chambers Of Commerce) Expos	Continued participation and networking with the Montgomery Chamber and added participation in the Pulaski Chamber expo and networking event.
New River Valley Job Fair	Participated in the expo for exposure to businesses and job seekers. Also developed relationships with fair planners and prompted transit availability not otherwise promoted for job seeker participants.
<b>Advocacy for TDM/Transit</b>	
Technical Assistance to Community Advocates	Worked with Blacksburg residents to develop resource materials to develop Bike Trains for a local elementary school's students.
Assistance to New River Valley Bike Kitchen	Provided input on mapping resources for potential bike kitchen clients. Also used Fix Fest events as donation collection points for bikes and materials.
Participation in Local Green Business Organization	Promoted transportation sustainability within organization's goals to encourage businesses to shift operations to greener practices.
Livability Initiative	Local business representatives were exposed to the RIDE Solutions program through workgroups (especially economic development) of the initiative.

## Major TDM Initiatives

<b>RIDE Solutions - Roanoke</b>	
Initiative	Description of Initiative
<b>New Service, Service Enhancements and Major Initiatives and Incentives</b>	<b>Examples: Carpool or vanpool incentives; new resident program; school pool program; expanded market/service area; etc.</b>
Region 2000 Expansion	Partnered with the Region 2000 Local Government Council to expand services into the greater Lynchburg region. This will allow RIDE Solutions to better market to the 11,000 commuters a day who move between Lynchburg and Roanoke along the 460 corridor.
CityWorks (X)po Bikeshare	Worked with organizers of CityWorks (X)po conference to sponsor bikeshare program.
Art Bus Shelter	Began work with City of Roanoke and Hurt Park Neighborhood Alliance on art bus shelter project.
<b>Major Business/Resident/Commuter Marketing Initiatives</b>	<b>Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.</b>
Carilion Clinic Bike Friendly Business Support	Worked with Carilion Clinic, the region's largest employer, on the LAB's Bike Friendly Business designation, including offering presentations for first time cyclists, assistance on the application, surveys and more. Carilion Clinic is now, of their own accord, running ads in local radio encouraging people to bike to work.
Bike Month	Organized the 2012 Bike Month celebration in Roanoke that included a number of events: Roanoke Open Streets at Festival in the Park, the Clean Commute Challenge and Breakfast, the Night Rider's Ball and more.
Social Media	Added over 400 "likes" to its Facebook presence and continue to carry on a successful social media outreach and engagement campaign.
Save-a-Ton	Partnered with local governments and nonprofits to launch regional Save-a-Ton energy awareness and education campaign, including a large transportation push.
<b>Advocacy for TDM/Transit</b>	
Mobility Workgroup	Served on the City of Roanoke's Downtown Mobility Workgroup to bring TDM principles to play as the city investigates parking management strategies for the central business district
Bicycle Friendly Community	Served on both the City of Roanoke's Bicycle Friendly Community committee and the regional Bicycle Advisory Committee.

## Major TDM Initiatives

RideSmart [formerly known as Valley Commuter Assistance Program], Northern Shenandoah Valley Commission (NSVC)	
Initiative	Description of Initiative
<b>New Service, Service Enhancements and Major Initiatives and Incentives</b>	<b>Examples: Carpool or vanpool incentives; new resident program; school pool program; expanded market/service area; etc.</b>
Follow-Up System	To understand and focus on customer needs, RideSmart implemented a follow-up dialogue system for new registrants to follow up via email in order to continue the conversation with the customer beyond initial sign-up.
<b>Major Business/Resident/Commuter Marketing Initiatives</b>	<b>Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.</b>
Fall 2011 Commuter Events	Oct. 2011: Park and Ride Lot Commuter Appreciation Events held in Waterloo and Luray.
Winter 2012 Community Event	Attended the Valley Health Expo at the Apple Blossom Mall, which drew a crowd of 15,000 attendees.
Spring Commuter Events	May 2011: Park and Ride Lot Commuter Appreciation Events held in Linden (2 events) and Front Royal.
Spring Community Event	Attended the Front Royal Wine and Craft Festival, which drew a crowd of 12,000 attendees.
Outdoor Advertising Campaign	Advertised on three billboards in the region: Strasburg (36,806 weekly reach), Rt. 50 (40,359 weekly reach) and Rt. 340 (94,328 weekly reach).
Radio and TV Advertising	Continued radio spots and TV ads and PSAs on local radio stations and community TV channels.
<b>Advocacy for TDM/Transit</b>	
Employer Outreach Program	Most recent Work Plan includes the implementation of an Employer Outreach Program to advocate TDM both intraregional and from the Shenandoah Valley to the D.C. Metro Area.

TRAFFIX Transportation Alternatives, Hampton Roads Transit HRT)	
Initiative	Description of Initiative
<b>New Service, Service Enhancements and Major Initiatives and Incentives</b>	<b>Examples: Carpool or vanpool incentives; new resident program; school pool program; expanded market/service area; etc.</b>
Employer Outreach	Develop partnerships with clients (public and private employers, organizations, associations, various branches of the military and civic/community partners) throughout Hampton Roads with the objective of implementing TDM strategies and solutions within those businesses, institutions and groups.
Commuter Computer Ridematch Service	The Commuter Computer enables commuters to find rideshare partners. This self directed system allows commuters complete control over their ride-matching search by allowing them to input their commuting criteria and preferences, decide what others see of their profile; and how they can be contacted. Once registered, they are able to see their matches instantly along with the locations using Google maps. Registrants can log in whenever they want to change their schedule, locations, and profile. Our database consists of hundreds of registered commuters who travel from and all over Hampton Roads, Richmond, North Carolina, and the Eastern Shore with new commuters registering every day.
Guaranteed Ride Program	The Guaranteed Ride Program offers emergency transportation assistance to commuters who rideshare to work. If a registered participant have to unexpectedly leave work early or stay at work late; they can get a ride back to their point of origin. There is a \$3.00 fee for each emergency ride to the participant and TRAFFIX with absorb the difference. The Guaranteed Ride Program is available for use up to two (2) times per month not exceeding twelve (12) times per year.
NuRide Carpool Incentive	NuRide is contracted by TRAFFIX to track and provide Hampton Roads emission statistics of registered commuters. NuRide is promoted by TRAFFIX as an additional ridematch service but one that offers incentives for using any form of alternative transportation. TRAFFIX's outreach team is able to offer local employers dashboard accessibility to monitor employee usage.
Van Lease Program	The van lease program leases various size vans to individuals to form vanpools as their primary means to work. The program offers a low lease that covers preventive maintenances, state inspections, oil changes and repairs. TRAFFIX manages 52 active vanpools. Funding was approved to purchase 20 replacement vans. There is a waiting list of 42 potential vanpools and TRAFFIX staff is exploring opportunities to work with another van leasing company to implement additional vanpools.
Park & Sail Program	The Park & Sail program encourage the use of the Elizabeth Ferry from Portsmouth to Norfolk by providing a free assigned parking space at a TRAFFIX controlled park and ride lot. To be eligible, commuters must take the ferry to Norfolk for work at least three times a week.
Park and Ride Lots	TRAFFIX and Hampton Roads Transit partners with VDOT, The city of Norfolk, and local vendors to establish convenient park and ride lots. Most which are serviced by a bus, light rail, or a vanpool.
Joint effort - TRAFFIX and HRT staff	to promote Hampton Roads Transit's new light rail service - The ride to employers and commuters working in downtown Norfolk. Also meeting with employers re: the new Corass Job which is offered to private sector employers whereby they can provide free transportation to their employees. A fee is based on the number of employees and is a legitimate tax deduction under IRC code 134. These programs continue to be very successful.
<b>Major Business/Resident/Commuter Marketing Initiatives</b>	<b>Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.</b>
Advertising Campaign	An extensive advertising campaign is underway to create awareness of the various programs and services that are provided by the TRAFFIX program.
TRAFFIX Newsletter	TRAFFIX makes its semi-annual newsletter available on line and mails out over 900 newsletters to stakeholders, program participants and employers.
Brochures and posters	TRAFFIX maintain an array of brochures that are distributed by mail, during events, and at staging sites (i.e. transit stations, worksites). Posters are posted at manned park & ride lots and transit stations as well as events.
Offsite TRAFFIX offices	Office space has been contracted with the navy to provide commands/employees easy access to information on Transportation Alternatives sponsored by TRAFFIX. In addition office space is being reviewed to establish office space in Newport News that is easily accessible to employees of a large shipyard and other employers.
Military of Hampton Roads (to include Navy, Marines, Coast Guard, Air Force, Army/Army Corps of Engineers)	Traffic has strong military presence through office at Naval Station and frequent presentations, indoctrinations for new check-ins, and promotional table set ups. Traffic is working with Navy Regional Planners to implement regional surveying in order to benefit all of Hampton Roads. Customized promotional work and surveying conducted as requested by individual commands and installations.
Old Dominion University	Meet w/students, staff and faculty re: transportation alternatives every Monday and Friday.
Naval Base	Onsite presentation to employees working at building Z143. Very successful; a lot of inquiries.
Ferguson Enterprises	To participate in their annual Health and Safety Days. Next date: October 10, 2012
Cox Communications	Have met w/staff to review TRAFFIX programs; Cox is interested in developing alternative transportation programs not only in the Hampton Roads area, but through out the U.S.

TRAFFIX Transportation Alternatives, Hampton Roads Transit HRT)	
Initiative	Description of Initiative
<b>Advocacy for TDM/Transit</b>	
Parking signs	TRAFFIX will, at no cost to the employer, provide parking signs designated for rideshare parking at their worksite(s), if the employer designate preferred parking spaces.
TRAFFIX Transportation Surveys	The TRAFFIX outreach team will survey employees to establish commute habits and the need for transportation alternatives.
Bike Racks	At no cost to the employer, TRAFFIX will provide bike racks for those employees interested in biking to work.



<b>Transit and Commuter Services, Loudoun County Office of Transportation Services (OTS)</b>	
Initiative	Description of Initiative
<b>New Service, Service Enhancements and Major Initiatives and Incentives</b>	<b>Examples: Carpool or vanpool incentives; new resident program; school pool program; expanded market/service area; etc.</b>
Tyson's Express Commuter Bus Service	Ridership on the Tyson's Express commuter bus service from Leesburg and Broadlands South to employment sites in Tyson's Corner increased 21.8 percent during FY 2012. Daily passenger trips averaged 335 trips per day during this twelve-month period, with some months averaging close to 370 trips per day.
New Fixed Route Bus Service Support	Loudoun staff worked very closely with Virginia Regional Transit staff to prepare for the launch of new fixed bus routes in April 2012. The new routes included one inter-county connect with adjacent Fairfax County (the Herndon Monroe Express) and one brand new local route (Sugarland Run Connector) serving an area of the county with a large transit dependent population that was previously not being served by transit. Three existing routes were modified to make them more efficient, increase ridership and improve on-time performance.
Green Business Challenge	Again this year, the OTS Employer Outreach program sponsored the three-part 'Green Business Challenge Summer Coffee Series' entitled "Wake Up to a Greener Loudoun." Staff participation on the Green Business Challenge committee strongly influenced for the first time a separate transportation category on the scoring sheets.
Alternative Bike to Work Celebration	Held Loudoun County's first-ever alternative Bike to Work celebration for employees at AOL and Raytheon in Dulles. Bike enthusiasts from Verizon were also welcomed to the event. These employment campuses are located in proximity to each other and have many employees that enjoy bike commuting. There were about 45 bikers who visited the event.
<b>Major Business/Resident/Commuter Marketing Initiatives</b>	<b>Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.</b>
Marketing Try Transit Week Along with Car Free Metro D.C. Day	Placed ads in local newspapers, sent emails to commuter bus riders, included an article in the employer newsletter and displayed posters in the county promoting these two events.
Don't Pay the Pump and Rideshare Tuesday	When gasoline prices took a spike up in early winter, Loudoun OTS placed ads in local newspapers encouraging citizens to carpool or vanpool with two advertising campaigns: "Don't Pay the Pump ... Share the Ride" and "Rideshare Tuesday."
We Are All Part of the Solution Campaign	During May and June, Loudoun OTS ran ads in local newspapers encouraging residents and employees to be aware of the air quality, and on days that were forecast unhealthy, to consider carpooling, taking transit and teleworking as well as not mowing grass and not fueling vehicles.
New "One Less Car" Brochure	Loudoun OTS created a new marketing piece entitled "One Less Car" that showcases all the commuting/transportation options available to residents, employees and visitors of Loudoun County.
Earth Day Celebration	Loudoun OTS distributed 400 tree seedlings (Red Bud, Scotch Pine, Dogwood, American Plum and Sugar Maple) to the public on Earth Day. These trees were packaged with informational brochures and schedules outlining commuting options in and around Loudoun County.
<b>Advocacy for TDM/Transit</b>	
Office of Transportation Services Staff	Over the course of FY 2012, OTS hosted 50 events in and around Loudoun County. Twenty of those were commuter fairs and "lunch and learn sessions" held with Loudoun County employers; 16 events took place in Tyson's Corner at employer related commuter fairs and Earth Day celebrations. The other 14 events included the Pentagon DOD fair, community "Green" functions, Reality Stores at the high schools and Bike to Work Day pit stops.
Public Information Sessions for New Local Routes	Conducted three public information sessions (open house forums) in separate areas of the county to inform citizens about their new fixed route bus options.

## Major TDM Initiatives

Transportation Services Group, Fairfax County Department of Transportation (FCDOT)	
Initiative	Description of Initiative
<b>New Service, Service Enhancements and Major Initiatives and Incentives</b>	
Member Commuter Connections	2012 Work Program – Ridematching, Guaranteed Ride Home, Pool Rewards, Surveys, Mass Marketing including Radio, Employer Recognition Awards.
Best Workplaces for Commuters	Nine Fairfax County Employers received national recognition for implementing Major Trip Reduction. All nine were awarded in front of the Board of Supervisors.
Telework/VA	Financial Incentives to implement formal telework program: \$50,000 Mega construction areas and \$35,000 other areas in Fairfax.
MetroMatch (Transit Benefit Incentives)	Employer will receive a 50 percent match for each employee participating. Fairfax County will reimburse the company for 50 percent of the cost, per participant per month. Over a six-month period, the employer would receive that 50 percent in matching funds.
ShuttlePool Program	Implemented first "Public Private Partnership" pilot ShuttlePool program at INOVA Fairfax Hospital. Two shuttles: Gainesville to INF and PRTC Transit to INF.
Commuter Connections – Pool Rewards – Carpool and Vanpool Incentive Program	Program using cash incentives to first time carpoolers and vanpools.
NuRide	Developed NuRide, a reward program, in order to promote ridematching.
Bike Benefit Match Program	Employers receive a 50 percent match for each employee participating in a verifiable Bike to Work Program. Fairfax County will reimburse the company for 50 percent of the cost, per participant, per month. Over a six-month period, the employer would receive 50 percent in matching funds.
<b>Major Business/Resident/Commuter Marketing Initiatives</b>	
Member Commuter Connections 2012 Umbrella campaign	Guaranteed Ride Home and RideMatching.
One Less Car Marketing Campaign	Attended over 41 employer fairs, and used this in-house campaign to promote SOV travel reduction.
Car Free Day and Try Transit Week	Raised awareness of events through large mailing of posters to major employers, promotion on website and a Board of Supervisors proclamation.
Pentagon Transportation Fair (DOD)	Over 1,200 Commuters assisted by FCDOT at the Pentagon Transportation Fair.
Facebook Outreach	Provided Facebook updates on Major TDM events including Car Free Day and Try Transit week as well as new trends in commuting and local transit and weather advisories.
BRAC at Belvoir and NGA Commuter Workshops and Vanpool Formation Demonstrations	Worked on major fairs and commuter events including creating density plots and surveys.
FCDOT Community Residential Program	Conducted on-site visits, outreach campaigns including CRP postcards, and information packets to residential communities.
Fairfax County Bicycle Route Map Distribution to Employers	Handed out and mailed maps to employers and commuters to encourage use of bike programs.
SmarTrip Card Distribution	Handed out SmarTrip cards and fairs to promote use of transit.
Hospital and Healthcare Professionals Direct Marketing efforts	Encouraged use of transit, ride matching, shuttles, vanpools and Guaranteed Ride Home to worksites.
Washington Business Journal Database outreach	Used database to update our in-house outreach and clients list.
Density Plots	Free Geographic Information Systems (GIS) density plots for larger employers. The primary use of GIS density plots is for identifying clusters to encourage transit along with vanpool and carpool formation.
"Dump The Pump" Campaign	Ran large ad in Mega Projects newspaper and placed signage on Connector bus exterior.
New Tysons Employer 12 x 12 Micro Fiber Bike Map	Created new outreach product for distribution to raise awareness of commuter bike routes Tysons Corner.

## Major TDM Initiatives

Transportation Services Group, Fairfax County Department of Transportation (FCDOT)	
Initiative	Description of Initiative
<b>Advocacy for TDM/Transit</b>	
Member Commuter Connections Network – Regional MPO	Metropolitan Washington Council of Governments (MWCOC).
<b>Advocacy for TDM/Transit</b>	
TMA's including: DATA, TyTran, TAGS, LINK	Encouraged employer and residents to implement alternative mode use.
Fairfax County Economic Development Authority	Met with Fairfax County Economic Development Authority (FCEDA) staff on a semi-regular basis to discuss promoting Fairfax County.
ACT member	Member; Association Commuter Transportation (National and Regional) TDM Advocates.
VA MegaProjects Construction and Employer Solution Team	Promoted transit, ride matching, Guaranteed Ride Home and alternative modes.
I-495 Express Toll Lanes	Partnering with Transurban (VDOT) to promote new HOT lanes (toll) opening December 2012.
Dulles Corridor Metrorail project	Promoted transit, ride matching, Guaranteed Ride Home and alternative modes.
BRAC Transportation Coordinators meeting and partnerships	Promoted transit, ride matching, Guaranteed Ride Home and alternative modes including a strong push for vanpooling.

## Major Transit Initiatives

Arlington Transit (ART)	
Initiative	Description of Initiative
<b>New Service, Service Enhancement, Incentives</b>	<b>Description or examples of new or improved transit service implemented, new technology (i.e., Wi-Fi), free bus pass, etc.</b>
ART Service Enhancement	August 2011: ART 41 – Additional buses for added Weekday, Saturday and Sunday Service, and late night service.
ART Service Enhancement	August 2011: ART 45 – Revision of schedule and reroute of service.
ART Service Enhancement	August 2011: ART 51/52 – Revision of schedule and reroute of service.
ART Service Enhancement	January 2012: ART 62 – Revision of schedule and reroute of service.
ART Service Enhancements	April 2012: ART 42 – Revision of schedule, reroute as well as added bus and hours.
ART Service Enhancement	April 2012: ART 75 – Added bus as well as added mid-day service and evening service.
ART Service Enhancement	April 2012: ART 77 – Revision of schedule, reroute of service as well as added weekend service.
Addition of New ART Buses	October 2011 and April 2012: Received and put into service three low-floor 31' CNG heavy-duty transit buses (NABIs) and six low-floor 28' long 96" wide CNG medium duty transit buses (ARBOCs).
ART's New Operations Center	Initiated rehab of new office space for ART operations and administrative staff.
Passenger Information Improvements	Added real-time Connexionz Bus Finders at 10 bus stops. Also developed RealTime bus arrival information software and installed two real-time transit video displays in the Arlington County Office Building lobby to provide public with real-time arrival of bus and rail service serving area.
Bus Stop and Shelter Program	Installed five new ART bus stops in connection with new routes and service changes. Added or replaced shelters at 16 bus stops. Installed 13 freestanding benches at stops without shelter. Improved sidewalks and ADA access at 32 bus stops. Installed trash receptacles at nine stops.
Implementation of Super Stops on Columbia Pike	Began construction of first Super Stop prototype on Columbia Pike at Walter Reed intersection. Prepared final design specs for second prototype at Barton intersection.
Columbia Pike Transit Initiative	Completed Alternatives Analysis and Environmental Assessment.
Transit ITS and Security Program	Completed Pike Transit Technology project including installation of CCTV cameras at key stop locations; installed transit video display in County office to view current bus performance, monitor CCTV at Shirlington and Super Stop locations and serve as backup dispatch location. Installed bus queue jump on Glebe Road at Henderson Road.
<b>Business/Resident/Commuter Marketing Initiatives</b>	<b>Description or examples of advertising, promotion, direct mail, Facebook/Twitter, events, etc.</b>
Participated in the See Something, Say Something Safety Campaign	Fall 2011: Promotions included signage and window stickers on buses, signage at the Shirlington Bus Station and in the Courthouse Tunnel, and a street team handing out information at the Rosslyn Metro Station. Also promoted via ART's website social media and newsletters.
Implemented Adopt-a-Stop Program	May 2012: In FY 2012, ART implemented an innovative program along the 51, 52, 53 and 61 routes with plans to expand to additional routes in the next fiscal year. Participants agreed to adopt an ART bus stop for one year and pick up trash and do snow removal. Promoted at community events, through Arlington County's website, newspaper and social media and via ART's website, social media, newsletter and news stories in local publications.
Snowflake Decals on Bus Flags That Are in Service During Severe Weather	November 2011: Promoted via ART's website, social media, newsletter and Arlington County's newspaper, e-boards and website. Bus cards and signage on the bus included information on bus stop inserts and in the schedule brochures.
ART Route and Schedule Changes	Updated ART schedule brochures, web info and bus stop inserts for ART 41, 42, 45, 51, 52, 62, 75 and 77 schedule and route changes. Changes promoted with on board bus signage, on ART's website and social media, on Arlington County's website, e-boards and social media. In ART's newsletter and Arlington's e-newsletter and newspaper. Community outreach to areas impacted by changes. Info in Commuter Stores and on Commuterpage.com.

## Major Transit Initiatives

Arlington Transit (ART)	
Initiative	Description of Initiative
<b>Business/Resident/Commuter Marketing Initiatives</b>	<b>Description or examples of advertising, promotion, direct mail, Facebook/Twitter, events, etc.</b>
Fare Box Training	Held several trainings to teach riders how to add money to their SmarTrip card on the bus and what to do if their card doesn't work. "How to Ride the Bus" information was also placed on ART's website, including a video. "Take One's" informational brochures were placed on buses.
Updated Brochures and Signage	October 2011: Redesigned the timetables and maps in the ART brochures and bus stop inserts so that they are easier to read and understand.
Outreach to Teens	Created video with local group about teens using transit and promoted on ART's website and YouTube channel. Attended back to school nights for local middle and high schools and Arlington's Teen Expo to distribute ART information and information about ART's teen program (iRide).

## Major Transit Initiatives

<b>Bay Aging Transit</b>	
<b>Initiative</b>	<b>Description of Initiative</b>
<b>New Service, Service Enhancement, Incentives</b>	<b>Description or examples of new or improved transit service implemented, new technology (i.e., WiFi), free bus pass, etc.</b>
Scheduling and Dispatch Software	Implemented a computerized dispatch and scheduling system from Route Match that utilizes on-board Samsung Galaxy tablets.
Upgraded Two-way Radio System	Bay Transit is currently in the middle of upgrading their two-way radio system to digital. This new system conforms with the FCC Narrowbanding requirements.
Enhanced Service from New Kent/Charles City into Richmond	Bay Transit is currently starting up enhanced service to the area around White Oaks mall in Richmond and linking with GRTC.
<b>Business/Resident/Commuter Marketing Initiatives</b>	<b>Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.</b>
Enhanced Service in New Kent/Charles City	Advertisements in the New Kent Chronicle announcing the enhanced service into the Richmond area.
Upgrades to Website	Website can now be translated into Spanish, French and German with a click of the mouse for Limited English Proficiency individuals.
<b>Advocacy</b>	<b>Description of activity or member ship to APTA, local Chamber of Commerce, etc.</b>
Chamber of Commerce Members	Bay Transit is an active member of eight area Chambers of Commerce that meet in our service area.
Community Transportation Association of Virginia (CTAV)	Bay Transit is a member of the Community Transportation Association of Virginia.
Seniors on the Go	Initiated a program to familiarize senior citizens in the community with how to schedule and ride public transportation.

**Major Transit Initiatives**

<b>Danville Transit System</b>	
<b>Initiative</b>	<b>Description of Initiative</b>
<b>New Service, Service Enhancement, Incentives</b>	<b>Description or examples of new or improved transit service implemented, new technology (i.e., Wi-Fi), free bus pass, etc.</b>
Paratransit expansion	Effective Oct. 1, 2012: Danville Transit will expand its paratransit operation and merge service with Danville’s Senior Transportation program that is currently provided through Danville Parks and Recreation and financed with aging funds. This service is a coordinated effort with Senior Transportation and the private sector. Danville Transit has been awarded a New Freedom grant to support this new service and will use automated scheduling software to reduce service duplication.
<b>Business/Resident/Commuter Marketing Initiatives</b>	<b>Description or examples of advertising, promotion, direct mail, Facebook/Twitter, events, etc.</b>
<b>Advocacy</b>	<b>Description of activity or member ship to APTA, local Chamber of Commerce, etc.</b>

## Major Transit Initiatives

City of Fairfax CUE Bus	
Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e., Wi-Fi), free bus pass, etc.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, Facebook/Twitter, events, etc.
Interactive Voice Recognition	CUE bus currently has real time arrival information system, which is currently only accessible through the Internet. Fairfax enables anyone with a phone to call a number and punch in the bus stop number, and voice message will provide the time the next bus will be arriving at the bus stop.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc.
Memberships	American Public Transit Association (APTA) and Virginia Transit Association (VTA)



## Major Transit Initiatives

Greater Richmond Transit Company (GRTC)	
Initiative	Description of Initiative
<b>New Service, Service Enhancement, Incentives</b>	<b>Description or examples of new or improved transit service implemented, new technology (i.e., Wi-Fi), free bus pass, etc.</b>
New Trip Planner	Previous Trip Planner on www.ridegrtc.com website was replaced with the more user friendly Google Maps.
Hurricane Irene Emergency Protocol	Hurricane Irene resulted in GRTC Transit System headquarters facility being without city power for several days. Bus service was conducted as usual, without interruption in the Richmond community, using emergency power protocol.
<b>Business/Resident/Commuter Marketing Initiatives</b>	<b>Description or examples of advertising, promotion, direct mail, Facebook/Twitter, events, etc.</b>
Richmond Jazz Festival	August 10-12, 2012: Sponsorship included providing shuttle service to and from the Maymont venue and off-site parking. GRTC logo was prominently displayed on large size screens around the event site. A booth was hosted by GRTC personnel. Brochures and branded items were distributed to thousands of visitors.'30 Second Safety First' Service Always video prominently displayed on large size screens around the site.
Kings Dominion Express Service – Route 102x Seasonal Service	Conducted radio advertising with three local FM stations over a 10-week period. Bus board ads were placed on the rear panel of GRTC buses from Memorial Day thru Labor Day.
Virginia This Morning – WTVR CBS6 (live TV show)	Held monthly live interview with following topics: Increased gasoline prices – how riding public transit can put money in your pocket; Route 102x Kings Dominion Express seasonal service; New GRTC Trip Planner & Dump the Pump Day; Remote from GRTC HQ promoting Board of Directors Open House; RideFinders remote from Chesterfield Town Center mall.
Supermarket Shuttle	August 2011: As a result of Hurricane Irene, the Richmond Region experienced major power outages for many days. In conjunction with the Mayor's Office provided supermarket shuttles from housing projects to area supermarkets. The community was notified via press releases and TV news coverage.
Virginia Commonwealth University (VCU) "Pound Out Hunger"	October 2011: VCU bus headers (GRTC equipment) featured "Pound Out Hunger" verbiage, alternating with route name/number sign in support of the University's food drive campaign.
Secret Santa	"Santa" boarded buses for one week, throughout the GRTC routes, wished riders a Happy Holiday and gave free GoCards (good for a single fare). It was promoted with press release and TV news coverage. System wide, the bus header signs flashed "GRTC Secret Santa" during the week.
National Dump the Pump Day	June 21, 2012: Supported Dump the Pump Day with bus boards on 40 GRTC buses, shelter signs, press release and Virginia This Morning live TV show.
<b>Advocacy</b>	<b>Description of activity or member ship to APTA, local Chamber of Commerce, etc.</b>
Member	Greater Richmond Chamber of Commerce, Richmond, Va.
Attendance	February 2012: APTA Marketing & Communications Conference, Miami, Fla.
Attendance	June 2012: Virginia Transit Association (VTA) Annual Conference, Tysons Corner, Va.

## Major Transit Initiatives

Hampton Roads Transit (HRT)	
Initiative	Description of Initiative
<b>New Service, Service Enhancement, Incentives</b>	<b>Description or examples of new or improved transit service implemented, new technology (i.e., Wi-Fi), free bus pass, etc.</b>
GoPass 365 Program	<p>At a time when Hampton Roads Transit is facing ever increasing financial strain due to dwindling federal and state financial resources, and local economic pressures on municipal funding partners. HRT began looking for innovative ways to generate new revenues that could help to offset the loss of these revenues and contribute to paying for operating costs. The mission was to develop new revenue streams that would also lead toward increased ridership. The challenge was to attract new riders into the HRT system to fill the empty seats. The users of the HRT system are a fairly transit-dependent population (nearly 75 percent) and the goal was to grow a larger "choice rider" market.</p> <p>As a means of growing the ridership base, HRT introduced the GoPass 365 program that offers a way for employers, employees and college students to ride any HRT service without being charged at the point of entry. Any company or college institution can enroll into the GoPass 365 Program at a fraction of the annual cost of the full time charges. The annual fee is based upon the size of the company and educational institutions were charged one flat fee.</p> <p>In the short time the program has been in existence, HRT has signed up nearly 71,000 people to participate in the program and has generated nearly \$700,000 in new revenues. At the same time, HRT has attracted new customers to its services who otherwise would have never thought of riding the system. After eight months, they have added 706,000 boardings to their FY 2012 ridership totals.</p>
OpSail 2012	Response to OpSail 2012 was a gigantic success. During the three-day weekend, HRT carried record numbers of customers on ferry (32,209) and light rail (46,764) services.
Tide Light Rail Service	The coordination of bus support and express shuttle service was well integrated in service delivery. HRT hit the mark in all areas: the personal touch by Tide Guides, hand ticket sales by Customer Service, parking of cars by staff, on-site monitoring and maintenance of the ticket vending machines and other equipment, safety coordination with partner cities and federal agencies, the cleanliness of stations and points of contact with customers, timely and relevant media coverage and the strategic monitoring of all operations. HRT is averaging over 5,000 weekday passengers on light rail and has carried nearly 1.5 million passengers in FY 2012
<b>Business/Resident/Commuter Marketing Initiatives</b>	<b>Description or examples of advertising, promotion, direct mail, Facebook/Twitter, events, etc.</b>
In-House Sales and Advertising Initiative	At a time when Hampton Roads Transit is facing ever increasing financial strain due to dwindling federal and state financial resources, and local economic pressures on our municipal funding partners, the agency began looking for innovative ways to generate new revenues that could help to offset the loss of these revenues and contribute to paying for operating costs. At the same time of introducing the GoPass 365 program, HRT made the decision to bring sales and advertising in-house and no longer used a contractor. To date HRT's small sales force has quadrupled sales since the responsibility came in-house and has sold nearly \$1.0 million in bus ads, train and bus wraps and platform sales as compared to \$250,000 through contracted services.
TRAFFIX/TDM Program	This past year found HRT's TRAFFIX staff very involved with informing employers/employees commuting into downtown Norfolk regarding Hampton Roads Transit's new light rail service – The Tide. HRT gave presentations to downtown employers and provided printed schedules for their employees. Staff also assisted with park and ride duty on several occasions informing people where to park and how to catch The Tide.
Nu Ride Program	Registering with NuRide allows commuters to earn rewards for not driving alone when commuting to work. NuRide's database increased by 570 people this past fiscal year. Currently there are a total of 4,442 commuters registered with NuRide with 59 percent participation sharing a ride. A total of 437 organizations are represented. The average age of those registered is 38.7 years with 49 percent male and 55 percent female.
Van Pool Program	TRAFFIX's vanpool program has a waiting list of 40 prospective lessees. HRT staff is looking to work with another van provider to be able to assist with forming additional vanpools. Funding for 20 new replacement vans has been approved with an expected delivery date of fall 2013.
TRAFFIX/TDM Program	Hampton Roads Transportation Planning Organization (HRTPO) performed an online commuter survey for those commuting to the Norfolk Naval Base. TRAFFIX staff was very instrumental in providing information regarding the survey to 100+ commands. Over 10,000 surveys were received. The survey ended Feb. 20, 2012.
<b>Advocacy</b>	<b>Description of activity or member ship to APTA, local Chamber of Commerce, etc.</b>
Membership	Member of the Hampton Roads Chamber of Commerce and the Peninsula Chamber of Commerce. Also a member of American Public Transit Association (APTA) and has representatives that serve on several APTA committees. Also a member of the New Starts Working Group.

## Major Transit Initiatives

Hampton Roads Transit (HRT)	
Initiative	Description of Initiative
<b>Advocacy</b>	<b>Description of activity or member ship to APTA, local Chamber of Commerce, etc.</b>
Grand Opening of The Tide Light Rail System	Collaborated with the City of Norfolk to host a series of events of activities for grand opening week of The Tide light rail, which attracted over 75,000 riders. Promotional 'free rides' were provided to encourage first-time riders and attract new transit customers. Worked with 300 volunteers who served as "Tide Guides" during grand opening of the light rail system and for other special events. These volunteers served as ambassadors who helped provide information to first time transit riders and promote positive transit riding experiences for repeat customers.
The Tide Is In Flyers	Produced and distributed 25,000 flyers to the public announcing the opening of The Tide. Flyer lists hours of operation, fare cost and HRT contact information.
Public Service Announcements	Produced and installed digital graphics (eight billboards) on the sides of four light rail vehicles. These billboards promoted key safety messages contained in HRT's master safety outreach plan. Costs were underwritten by corporate sponsors Sentara, Siemens and by HRT's TRAFFIX program. HRT also ran 30 second light rail safety PSAs on cable TV outlets and three radio stations during this period.
Tide Street Teams	During light rail vehicle testing, teams of HRT staff distributed safety brochures near intersections along the alignment on June 22 to promote awareness about The Tide and how to interact safely with it.
Norfolk Tides Baseball Sponsorship	Advertised through sponsorship of the Norfolk Tides baseball team at Harbor Park.
Virginia Stage Company	Worked with VSC to provide information about The Tide for their annual brochure sent to over 20,000 homes of current season ticket holders.
Business Briefings	Participated in three events hosted by Norfolk Economic Development, which targeted businesses and conveyed important safety and operational information:
	June 1, 2011: Holiday Inn, located near the Newtown Road Station, in addition to businesses. This meeting focused on needs of people with disabilities; included attendees from Independence Center and the Norfolk Mayor's task force on persons with disabilities.
	July 20, 2011: Chrysler Museum, in downtown Norfolk, located near the EVMC/Fort Norfolk, York Street/Freemason, Monticello Avenue, MacArthur Square and Civic Plaza Stations
	July 27, 2011: Norfolk State University, located near the NSU station, Harbor Park station and Ballentine/Broad Creek station.
The Tide Printed Schedule	June-August 2011: Brochures included operational information including map, hours of operation and fare. Over 45,000 brochures were distributed to the public.
Tidewater Community College	July 29, 2011: Provided 2,000 light rail safety brochures to TCC's student government association president to distribute to new students during the fall semester.
National Night Out	Aug. 2, 2011: Attended and helped coordinate, in conjunction with community leaders and City of Norfolk staff, this annual citywide event against crime.
Elizabeth Park Civic League	June 25, 2011: Attended the yearly neighborhood picnic to promote The Tide and reach out to community members about the Tide Guide Program. (100 attendees)
Light Rail Tours, Virginia Transit Association	June 10: Gave a tour of the Norfolk Tide facility and the alignment to members and attendees of the Virginia Transit Association's annual meeting that was held in Portsmouth.
	June 8-10: Norfolk City Council and staff were provided a tour of the facility and alignment.
Safety City	Provided sponsorship for this Norfolk Sheriff Department program to educate children on traffic, bicycle and pedestrian safety. HRT provided safety materials to distribute to Safety City visitors.
Norfolk SharX Soccer Team Mascot Night	HRT's mascot "Safe-T" was in attendance to walk with other area mascots and participate in an exhibition soccer game.
Old Dominion University	Oct. 5 and 18, 2011: HRT staff set up informational table with collateral about HRT services, light rail safety information and social media opportunities.

## Major Transit Initiatives

Hampton Roads Transit (HRT)	
Initiative	Description of Initiative
<b>Advocacy</b>	<b>Description of activity or member ship to APTA, local Chamber of Commerce, etc.</b>
IEPCIL Annual Conference (ADA Conference)	Oct. 12, 2011: Presentation about HRT and Paratransit services at the Crowne Plaza Hotel in Hampton, Va.
Norfolk Rotary Club	Nov. 7, 2011: HRT staff presentation of The Tide. (19 attendees)
Lake Taylor Civic League	Nov. 17, 2011 – Norfolk, Va.: Update on The Tide and HRT. (35 attendees)
Virginia Wesleyan College	Jan. 25, 2012: Field trip on bus, rail and ferry for students enrolled in program to learn about all forms of transportation to include land, sea and air. (27 attendees)
Route 7 Questionnaire	Feb. 7-10, 2012: Public outreach rode the Route 7 to and from ORF to ask riders specific questions about their trip, including the purpose of the bus ride and their destination (i.e., were they going to the airport).
Central Brambleton Civic League	Feb. 21, 2012 – Norfolk, Va.: Presented about light rail safety near the NSU station. (6 attendees)
Grand Illumination Parade	Trained and mobilized 40 staff members to serve as light rail ambassadors along the alignment during the City's Grand Illumination Parade. Staff Tide Guides assisted customers with TVM usage, provided parade route maps and answered customers' questions.
Tide Street Teams	Distributed E-Tide/safety brochures to 41 downtown businesses near the alignment on Oct. 25 to promote online purchases of e-Tide tickets and light rail safety.
Norfolk State University Personalized E-Tide Flyers	Designed, produced and delivered 500 E-Tide/safety flyers to Alumni Relations, encouraging Norfolk State University alumni to ride The Tide during homecoming weekend.
Portsmouth Society of Visually Impaired	Mar. 20 – Newtown Road station, Norfolk, Va.: The purpose of Public Outreach assisting the group was that neither they nor their director had ever ridden The Tide, nor had they purchased tickets for boarding. The group asked for HRT staff assistance in an effort to make the entire trip as easy and comfortable as possible. Public Outreach met the group of 21 and assisted them with purchasing tickets at the TVMs and how to utilize the station platform. PO drove the safety message and encouraged them to all wait behind the textured strip and to all board at one time. Public Outreach also rode The Tide with them and gave a verbal overview of the alignment, details about The Tide and answered general questions. The group was able to hear the names of the stations being announced via the AACP (automatic control panel).
M.J. Tillerson Senior Group	Mar. 15 – First Baptist Church of Denbeigh, Newport News, Va.: Public Outreach educated 35 attendees via PowerPoint about what public transportation options are available, how to understand the fare card structure, how to read route maps and information regarding Paratransit services. A bus was staged outside so that the group could board, learn how to use the fare box, gain an understanding of using the destination signs and ask questions of the operator.
HRTPO Environmental Justice Roundtable	Mar. 12 – Portsmouth, Va.: Public Outreach participated in HRTPO's first Environmental Justice Roundtable to discuss the unique role that transportation plays in the diverse communities that make up Hampton Roads. Fifteen people were present, including HRTPO staff. The roundtable discussion included candid conversations and free-flow of thoughts from various organizations including HRT's Public Outreach and Title VI Coordinator, VDOT, City of Hampton, City of Va. Beach and other social outreach organizations.
We Love Our Customers Promotional Campaign	Feb. 14-16 – Newtown Road (Norfolk), Net Center (Hampton) and Patrick Henry Mall (Newport News): Public outreach distributed The Tide bags and thanked HRT customers for using services, distributed 200 light rail/bus schedules/safety brochures and established one-on-one contact with over 300 bus and train riders.
ForKids, Inc., Career Day Experience	Apr. 12, 2012 – Norfolk, Va.: Chief Safety & Security Officer gave a tour on the light rail for 30 kids and 6 adults, sharing light rail safety message and details about public transportation career opportunities.

## Major Transit Initiatives

Hampton Roads Transit (HRT)	
Initiative	Description of Initiative
<b>Advocacy</b>	<b>Description of activity or member ship to APTA, local Chamber of Commerce, etc.</b>
Public Hearing for Proposed Service Changes	Apr. 16, 2012 – Virginia Beach, Va.: HRT hosted a public hearing for proposed service changes to Routes 20 and 33, and elimination of Route 3. This hearing was held to inform the public and receive feedback about the proposed service changes to routes 20, 33 and the elimination of Route 34. There were six attendees and six speakers.
The Tide Millionth Rider Celebration	Apr. 17, 2012 – Norfolk, Va.: Celebrated the millionth ride aboard The Tide, exceeding projections of Tide ridership. Public Outreach distributed 150 commemorative coins, 150 cups and 150 backpacks, light rail commemorative posters and 150 safety flyers to the public in celebration of the event.
Russell House Senior Assisted Living HRT/Paratransit Presentation	Apr. 18, 2012 – Virginia Beach, Va.: Gave presentation to 26 seniors about HRT bus services including half-price fares and when/how to obtain HRT ID cards. PO distributed Route 1, 20 and 29 bus schedules in addition to The Tide schedules.
Carver Elementary Community Helper's Day	Apr. 24, 2012 – Newport News, Va.: Public Outreach and Operations worked on a parked HRT bus in front of the school and allowed 18 groups of 18-20 kids in grades K-2 to board the bus, sit on the bus and ask general questions about bus operations. Public Outreach and Operations explained safety rules and distributed nearly 320 activity books.
Public Outreach	Public Outreach assisted a group of 53 seniors from ODU's Institute for Learning in Retirement purchase tickets at the TVM and board The Tide. Public Outreach distributed backpacks complete with light rail safety flyers and explained safety rules while at the platform at the Newtown Road station.
Light Rail Safety Day	Apr. 29, 2012 – Norfolk, Va.: Commemorated the Second Annual Light Rail Safety Day with the culmination ending at Harbor Park during the Tides baseball game. Mascot Safe-T was present and participated in games and activities with the crowd. Public Outreach distributed over 100 electronic flyers to area businesses, more than 200 hard-copy flyers to The Tide customers prior to Apr. 29 and approximately 400 activity books were distributed to youth at Harbor Park.
Civic Leadership Institute	May 3 – Norfolk, Va.: Public Outreach served as ambassadors to greet attendees for HRT's Civic Leadership Institute. The meeting was led by CEO William Harrell.
10th Annual Disabilities Day	May 5, 2012 – Virginia Zoo, Norfolk, Va.: Public Outreach assisted Paratransit with informing the public about HRT's services. Public Outreach distributed 500 safety flyers and cups. Public Outreach spoke with over 500 people with disabilities and their caregivers about bus services.
Customer Meet & Greet	May 22 – Newport News Transfer Center, Newport News, Va.: Public Outreach spoke to more than 50 HRT customers about the June 24 bus sign eliminations, new bus stop signs, shelters and received customer feedback via passenger questionnaire. Public Outreach also answered questions from bus operators and NNTC customer service agents who were unclear about the impending changes.
Champions of Hospitality Rally	May 8 – Norfolk, Va.: Yearly event hosted by the Norfolk Business Bureau to honor those in the field of hospitality. Safe-T was a part of the festivities. Three hundred were in attendance.
Customer Meet & Greet II	May 23 – Hampton Transfer Center, Hampton, Va.: Public Outreach spoke to approximately 70 customers about the June 24 bus sign eliminations, new bus stop signs, shelters and received customer feedback verbally and via passenger questionnaire. Public Outreach also answered questions from bus operators who were unclear about the impending changes and distributed 10 passenger questionnaires.
Customer Meet & Greet III	May 29 – Patrick Henry Transfer Center, Newport News, Va.: Public Outreach spoke to 30-40 customers and bus operators about the June 24 bus sign eliminations, new bus stop signs, shelters and received customer feedback verbally.
Staff Tide Guide Training (OpSail) Session I of III	May 30 – Harbor Park Light Rail Station, Norfolk, Va.: Public Outreach trained two staffers on how to serve as Tide Guides, staff ambassadors, during OpSail Weekend, June 8-10.
Public Outreach	Public Outreach spoke to approximately 50 customers and bus operators about the June 24 bus sign eliminations, new bus stop signs and shelters. Public Outreach also received customers' verbal feedback and received three completed passenger questionnaires.

## Major Transit Initiatives

Hampton Roads Transit (HRT)	
Initiative	Description of Initiative
<b>Advocacy</b>	<b>Description of activity or member ship to APTA, local Chamber of Commerce, etc.</b>
Staff Tide Guide Training	June 1 and 5 – Norfolk, Va.: Public Outreach trained four HRT staff who served as Tide Guides during OpSail Weekend, June 8-10. Staff learned platform safety tips and how to purchase fare cards at the TVMS.
Easton Preschool Field Trip	June 6 – Norfolk, Va.: Public Outreach assisted 55 preschoolers and 10 chaperones with boarding The Tide. Students received 55 activity books, a safety video, safety stickers and safety posters prior to their train experience. These items promoted light rail safety.
Public Outreach	Norfolk, Va.: Public Outreach mobilized, trained and deployed 28 Staff Tide Guides to serve as ambassadors to the public at four light rail stations along the alignment: Newtown Road, Military Highway, MacArthur and EVMC/Ft. Norfolk. Tide Guides assisted the more than 46,000 weekend passengers with purchasing fare cards at the TVMS, asked passengers to adhere to safety regulations at the platforms, answered general questions, distributed water and ensured passengers safely boarded and exited The Tide.
Russell House Senior Assisted Living Facility	June 11 – Va. Beach, Va.: Public Outreach delivered 25 applications for half-price fare cards for residents to complete. Instructions were also drafted and included with the applications.
Customer Meet & Greet VI	June 15 – Hampton Transfer Center, Hampton, Va.: Public Outreach spoke to approximately 20 customers and bus operators about the June 24 service changes, bus stop eliminations, new bus stop signs and new shelters. Five passenger surveys were submitted to PO by customers.
Public Outreach	Public Outreach spoke to approximately 60 customers and bus operators about the Route 21 changes beginning June 24. Public Outreach distributed approximately 50 Route 21 bus schedules.
International Student Program Orientation (ISOP)	June 19 – Virginia Beach, Va.: Public Outreach participated in the annual orientation by addressing the more than 70 international students in attendance. PO spoke publicly about the Wave, The Tide and bus services available to the students and distributed 70 Virginia Beach Wave brochures, light rail schedules and general bus transportation handouts.
Customer Meet & Greet IX	June 21 – Evelyn Butts Transfer Center, Norfolk, Va.: Public Outreach spoke to more than 150 customers and bus operators about the Route 21 change beginning June 24 and distributed more than 150 Route 8, Route 15 and Route 21 schedules.
International Student Program Orientation (ISOP) Pt. II	June 26 – Virginia Beach, Va.: Public Outreach participated in the annual orientation by addressing the more than 80 international students in attendance. PO spoke publicly about the Wave, The Tide and bus services available to the students. Public Outreach disseminated approximately 85 VB Wave brochures, light rail schedules and general bus transportation handouts and provided an additional 300 VB Wave brochures to the Va. Beach Visitors Center.
High Gas Price Campaign Mar.-June 2012:	Utilized the market climate to promote its services, honing in on congestion, high gas prices and the environment to position transit as the best transportation alternative.
HRT Media Campaign	Outdoor billboards, online ads, TV and Radio spots showcased problems of congestion and high gas prices and stress, and transit as the solution. A fast paced, music-driven advertisement attracted motorists to consider using Hampton Roads Transit. The ads highlighted HRT's all-day "GoPass," which riders can use to ride all HRT services all day – for less than the price of a gallon of gas! Television, online and Radio ads over a four-month period. Ad placement and flight schedules will be arranged to reach the public when they are most likely to consider change. Examples include being stuck in traffic and seeing a billboard, bus ad, radio ad during traffic report or even a TV spot while watching morning news.

## Major Transit Initiatives

<b>Harrisonburg Department of Public Transportation (HDPT)</b>	
<b>Initiative</b>	<b>Description of Initiative</b>
<b>New Service, Service Enhancement, Incentives</b>	<b>Description or examples of new or improved transit service implemented, new technology (i.e., WiFi), free bus pass, etc.</b>
Service Enhancement	Added real-time transit information for passengers of fixed route service.
Bus Shelter Program	Added new advertising shelters.
<b>Business/Resident/Commuter Marketing Initiatives</b>	<b>Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.</b>
Marketing Initiatives	Added advertising in bus shelters and increased its advertising program on buses.
<b>Advocacy</b>	<b>Description of activity or member ship to APTA, local Chamber of Commerce, etc.</b>

## Major Transit Initiatives

<b>JAUNT</b>	
<b>Initiative</b>	<b>Description of Initiative</b>
<b>New Service, Service Enhancement, Incentives</b>	<b>Description or examples of new or improved transit service implemented, new technology (i.e., Wi-Fi), free bus pass, etc.</b>
Foothills Express	Added a third day of service connecting Culpeper, Madison and Charlottesville.
Nelson County Midday Service	Added a third day of service from rural Nelson to Charlottesville.
Charlottesville ADA Service	Added service on holidays.
Lovingston Commuter Route	Ridership increased 24 percent.
Albemarle County Service	Ridership increased by 10 percent.
<b>Business/Resident/Commuter Marketing Initiatives</b>	<b>Description or examples of advertising, promotion, direct mail, Facebook/Twitter, events, etc.</b>
Community Events	Attended Celebrating Children Fair, Eco-Fair, Clean Commute Day, Charlottesville Community Job Fairs, UVA Sustainability Fair, Nelson County School & Community Health Fair, Scottsville Fourth of July Parade, Louisa's Fireman's Parade, Crozet Fireman's Parade, Fluvanna Active Aging Fair, Senior Center Active Aging Fair, Fluvanna Old Farm Day, Try Transit Week at Martha Jefferson Hospital, State Farm Community Outreach Fair, Caregivers Fair, Live & Learn Resource Fair, University of Virginia Low Vision Support Group Fair, Life After High School, Life After High School, and the Louisa Agricultural Fair.
Presentations to Groups Throughout Area	Presented to groups including Lake Monticello's Low Vision Group, Martha Jefferson House, the Senior Center, Westminster Canterbury, Montessori School.
Jeans for JAUNT Friends	Held a community-wide fundraiser for nonprofit. Supporters, agencies and staff get to wear jeans if they donate to the cause.
Better Business Challenge – Chamber of Commerce Effort to Improve Environmental Impact of Area Businesses	Awarded the Green Leader Award for JAUNT's efforts, which included construction of a rain garden next to the parking lot that improved water quality for nearby stream as well as solving a sinkhole problem.
Google Transit	Launched Google Transit program for JAUNT commuter routes.
Launched Facebook Initiative	Received very positive response from JAUNT users and Facebook fans.
<b>Advocacy</b>	<b>Description of activity or member ship to APTA, local Chamber of Commerce, etc.</b>
Interagency Council Meetings	Active participant in interagency council meetings throughout their service area including Louisa County, Nelson County, Fluvanna County, Albemarle County and the City of Charlottesville.
Chamber of Commerce	Active member of the Charlottesville/Albemarle's Regional Chamber of Commerce's Nonprofit Council as well as their Aging in Place Council.
Community Transportation Association of America (CTAA), Virginia Transit Association (VTA), and Community Transportation Association of Virginia (CTAV)	Active member of all three groups; JAUNT Director was president of CTAV for past four years.



## Major Transit Initiatives

<b>Mountain Empire Older Citizens, Inc.</b>	
Initiative	Description of Initiative
<b>New Service, Service Enhancement, Incentives</b>	<b>Description or examples of new or improved transit service implemented, new technology (i.e., Wi-Fi), free bus pass, etc.</b>
Mobility Manager Program	New Freedom programs have greatly enhanced the transportation options available to people with disabilities and seniors in Southwest Virginia. The Mobility Manager provides case management to the Transit Department and coordinates the Volunteer Driver, Passenger Attendant and Voucher programs.
Volunteer Driver Program	Volunteer Drivers provided medical, recreational and nutritional transportation to people with disabilities.
Passenger Attendant Program	Passenger Attendants assisted drivers and ensured at-risk passengers receive the mobility assistance they need to travel safely in the community. Attendants also provided socialization and continuation of care. On average, passenger attendants assisted 400 passengers monthly.
Voucher Program	Launched a voucher program, which provides pre-paid voucher cards to passengers when general public transportation, private taxis or volunteer drivers are not available.
Senior Transportation Grant	Awarded a Senior Transportation Grant for FY 2012 to provide new non-emergency transportation primarily to veterans and eligible dependents for medical services to outpatient V.A. clinics and specialty services outside MEOC's service area. To date, 123 veterans and their dependents have received transportation for critical medical appointments.
<b>Business/Resident/Commuter Marketing Initiatives</b>	<b>Description or examples of advertising, promotion, direct mail, Facebook/Twitter, events, etc.</b>
Presentations to Local Civic Groups; Information Booths	The Mobility Manager regularly meets with civic groups and provides program materials at community sponsored functions and information booths to advertise MEOC's transportation options.
Advertising/Promotion	Transit's New Freedom program is advertised on MEOC's website, Facebook, program brochures and bus signage.
<b>Advocacy</b>	<b>Description of activity or member ship to APTA, local Chamber of Commerce, etc.</b>
Disabled American Veterans and Local Veterans Affairs Clinics	The Mobility Manager continues to advocate for people with disabilities, veterans, seniors and cancer patients through presentations/meetings, direct contact with medical facilities and physicians, and conversations with families and caregivers.
Mountain Empire Regional Transportation Advisory Council (MERTAC)	Formed in 2006, and continues as a voluntary association of Public Transit, Human Service Agencies and various interested people and organizations, whose purposes are to plan for the coordination of transportation activities to develop a comprehensive regional mobility plan. The role of the Mobility Manager, as well as the programs coordinated, is a direct result of MERTAC's vision.
Coordinated Human Service Mobility (CHSM)	The Mobility Manager serves as the Chairperson for the Regional CHSM team meetings held bi-annually to discuss transportation needs, gaps and strategies.

## Major Transit Initiatives

Potomac and Rappahannock Transportation Commission (PRTC)	
Initiative	Description of Initiative
<b>New Service, Service Enhancement, Incentives</b>	<b>Description or examples of new or improved transit service implemented, new technology (i.e., Wi-Fi), free bus pass, etc.</b>
Continued Teen Summer Pass	Discounted pass for teens used in summer months to get them familiar and comfortable with public transit. Made passes more accessible by establishing five sales outlets within the community.
New Residents	Continued "Welcome to the Neighborhood" program, which provides customized information to new residents for the service area and free round-trip coupons. Also ran an ad in the special newcomer booklet that accompanies telephone books delivered to new phone numbers.
OmniLink Rerouting	Restructured Woodbridge/Lake Ridge OmniLink route to provide direct access to several locations, including the Prince William Workforce Center.
Transportation Voucher Program	PRTC completed program design, secured grant funding from the Potomac Health Foundation (PHF) and began preparations for program implementation. The program will lessen the out-of-pocket cost that seniors, people with disabilities and low-income households residing within the service area of the Sentara Hospital in Woodbridge incur for taxicab and special transportation services for health-related trip-making that is beyond the capability of existing public transportation services. Implementation is anticipated in mid-FY 2013.
<b>Business/Resident/Commuter Marketing Initiatives</b>	<b>Description or examples of advertising, promotion, direct mail, Facebook/Twitter, events, etc.</b>
E-Pass Campaign	Introduced electronic weekly and daily passes to riders, produced a brochure, ran print and online ads, posters on buses and at major stops, email blast and mailed brochures to registered users of the OmniLink local bus service.
VA Try Transit Week & Car Free Day	Experienced a decline in commuter ridership due to the decrease of the federal commuter benefit. As a result, this year's efforts will be ramped up to encourage new riders to try transit.
PW Schools Transition Fair – Funded by DRPT	The Transition Fair provides information for graduating high school seniors that will not be able to drive. PRTC has long had a presence at this annual event promoting transit use for young adults that are or will be transit dependent.
<b>Advocacy</b>	<b>Description of activity or member ship to APTA, local Chamber of Commerce, etc.</b>
Vanpool Boot Camp	Helped plan, organize and present at the Vanpool Boot Camp, an event that brought local jurisdictions, vanpool providers, vanpool owners, software solution providers, along with state and local government agencies, together to promote vanpooling and learn from one another.
NVRC BRAC Rideshare Roundtable	Attended monthly roundtable meetings to discuss the issues and challenges resulting from region wide BRAC relocations as well as potential TDM solutions.

## Major Transit Initiatives

Pulaski Area Transit (PAT)	
Initiative	Description of Initiative
New Service, Service Enhancement, Incentives	Description or examples of new or improved transit service implemented, new technology (i.e., Wi-Fi), free bus pass, etc.
Saturday Service to Town of Dublin in Pulaski County	Started service last year from the town of Pulaski to Dublin to Wal-Mart. Shopping in Pulaski is a real concern for many people, as there is no store that has the product diversity that Wal-Mart has. This new route has grown very fast and new people are using it each week.
Business/Resident/Commuter Marketing Initiatives	Description or examples of advertising, promotion, direct mail, Facebook/Twitter, events, etc.
Promotional Partnerships	Partnership between the Town, County, Local Business (Wal-Mart), PAT and New Freedom. Used local new paper, radio and special promotions.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc.
Membership	Member of the Pulaski County Chamber of Commerce and participates in many of their activities. Also is a member of The Community Transportation Association of Virginia. PAT was selected two years ago as the Small Business of the Year Award by the Chamber. All those above also our Advisory Council, our Board of Directors and our customers who we serve, which is our ridership.

## Major Transit Initiatives

<b>Virginia Railway Express (VRE)</b>	
<b>Initiative</b>	<b>Description of Initiative</b>
<b>New Service, Service Enhancement, Incentives</b>	<b>Description or examples of new or improved transit service implemented, new technology (i.e., Wi-Fi), free bus pass, etc.</b>
New Locomotives	Placed all new locomotives into service.
Broad Run Platform Extension	Expanded platform capacity at Broad Run.
Upgraded Variable Message Signs (VMS)	Upgraded VMS at all stations to include real-time train location information.
Upgraded Automated Fare Collection System	Completed a major hardware/software upgrade of the fare collection system, including update of audio messaging system for visually impaired users.
Added Ticket Vending Machines (TVM) to Stations	Expanded the number of TVMs at the Woodbridge, Manassas Park and Broad Run stations.
Expanded Vendor Network for Smart Benefits Users	Expanded the number of VRE vendors accepting electronic Smart Benefits (federal transit benefit) to enhance customer ticket sales options.
Expanded DHS VIPR Program on VRE Trains	Increased security presence by armed, uniformed DHS police on VRE trains and stations.
<b>Business/Resident/Commuter Marketing Initiatives</b>	<b>Description or examples of advertising, promotion, direct mail, Facebook/Twitter, events, etc.</b>
Security Campaign	Conducted an ongoing security campaign – “Security is no accident.”
20th Anniversary Campaign	Campaign celebrating 20 years in service included a radio campaign, posters, a logo and banners at the stations, along with special contests and giveaways for riders, was held.
Meet the Management at Every Station	The annual Meet the Management event was held, where VRE staff and management met with VRE riders on the platforms. The event included Keolis, Motive Power and the host railroads. Included 20th anniversary giveaways to riders.
Clifton Day	Oct. 9, 2011: Provided trains in support of Clifton Betterment Association's Clifton Day to provide attendees who may not otherwise use VRE an opportunity to ride.
Operation Lifesaver Santa Trains	Dec. 10, 2011: Held an annual event to promote rail safety. Provides attendees who may not otherwise use VRE an opportunity to ride.
Toys for Tots	Held annual toy drive.
Manassas Rail Festival	June 2, 2011: Provided trains in support of the Manassas Heritage Railway Festival. Provided attendees who may not otherwise use VRE an opportunity to ride.
Free Rides at Settlement Program	Mailed a brochure to real estate agents surrounding select stations offering two Free Ride Certificates as a settlement gift.
Ft. Belvoir & Crystal City Transit Fairs	Attended transit fairs at Ft. Belvoir and Crystal City to educate BRAC employees who were relocating on available transit options. Presented a display and provided schedules, Riders Guides, commuter information and answered questions.
VDOT Transit Fair	Attended VDOT transit fair in prince William County to educate area high school students on transit options. Presented a display and provided schedules, Riders guides, commuter information and answered questions.
Rider Guide Mass Mailing	Mass mailed Riders Guides to real estate agencies, transit agencies and businesses. VRE has an extensive list of 18,000 people that we mail out to every time the Riders Guide is printed.

## Major Transit Initiatives

Virginia Railway Express (VRE)	
Initiative	Description of Initiative
<b>Advocacy</b>	<b>Description of activity or member ship to APTA, local Chamber of Commerce, etc.</b>
Career Day Transit Promotions	Promoted transit to elementary schools on Career Days. Traveled to elementary schools when they have their career days to speak about trains.
VRE on Facebook and Twitter	Used website, Facebook page and Twitter account to reach out to the general public as well as riders.
Girl Scout Train	June 9, 2012: Provided a train for 800 Girl Scouts to attend the Girl Scouts 100 year anniversary on the National Mall.
Presentation at RailVolution Conference	Oct. 17, 2011: Presented "VRE and the North Woodbridge Emerging Town Center."
Presentation to the Northern Virginia Transportation Alliance	Sept. 28, 2011: Presented "VRE: Making a Difference."
Presentation to the Commonwealth Transportation Board	Oct. 25, 2011: Presented "VRE: Making a Difference."
Emergency Drill	Nov. 12, 2011: Held first emergency drill inside the Capital Beltway with emergency responders in the City of Alexandria.
Incident Response Training	Provided Incident Response Training to over 300 local, state and federal first responders.
Enhanced Security Program	Implemented a formal coordination program between DHS Police and Railroad Police, along with local, state and federal law enforcement agencies impacted by DHS Police activities modeled after the coordination recommendations in the 9/11 Commission report ("Unity of Effort in the Intelligence Community and Information Sharing").
Bring Your Child to Work Day	Apr. 26, 2012: Allowed children to ride free while commuting to their parents work site.
Women's Transportation Seminar	New membership in the Women's Transportation Seminar (WTS), Washington, D.C. chapter.
Transportation Research Board Commuter Rail Committee	Represented on the TRB Commuter Rail committee.
Transit Mobile Ticketing Working Group	Represented in this industrywide forum on mobile ticketing technology and implementation.
WMATA NEPP Regional Operators Advisory Team	Represented on WMATA's working group addressing regional fare system interoperability in the procurement of its Next Electronic Payment Program (NEPP).
FRA Rail Safety Advisory Committee (RSAC)	Voting member of the Rail Safety Advisory Committee (RSAC), which is charged with formulating the FRA Risk Reduction Program regulation.
Panelist APTA Safety Audit Program Peer Review Panel	Panelist in the American Public Transit Association (APTA) Safety Audit Program Peer Review Panel.

### Major Transit Initiatives

<b>Winchester Transit</b>	
<b>Initiative</b>	<b>Description of Initiative</b>
<b>New Service, Service Enhancement, Incentives</b>	<b>Description or examples of new or improved transit service implemented, new technology (i.e., Wi-Fi), free bus pass, etc.</b>
New Bus Stop Signs	Installed new bus stops, which included color-coded route signs and maps at each stop.
Automated Stop Announcement System	Installed an automated stop announcement system on all fixed-route vehicles.
Para-transit Scheduling Software	Installed para-transit scheduling software to include automatic scheduling to aid in improving on-time performance.
Route Modifications	Conducted a re-alignment of connecting routes to improve frequency.
<b>Business/Resident/Commuter Marketing Initiatives</b>	<b>Description or examples of advertising, promotion, direct mail, Facebook/Twitter, events, etc.</b>
<b>Advocacy</b>	<b>Description of activity or member ship to APTA, local Chamber of Commerce, etc.</b>