FISCAL YEAR 2023

CAP OPERATING ASSISTANCE APPLICATION

PROJECT INFORMATION

Name of applicant agency:

Thomas Jefferson Planning District Commission TJPDC

CAP project name (the name marketed to the public):

RideShare

Project Description:

RideShare works in the region to promote traffic reduction and increase awareness of the transportation options available, including car and vanpooling, transit, biking, walking, teleworking, and schedule alternatives. The program provides carpool and vanpool matching services for commuters who live or work in the Thomas Jefferson and Central Shenandoah Planning Districts, provides commuter benefits tools to employers, assists in the development and inventory of Park and Ride lots, and provides a Guaranteed Ride Home Program for those individuals commuting via transit, carpools, vanpools, walking or biking.

RideShare serves as the transportation information center for the Commuter Information Team, which includes RideShare, JAUNT, Charlottesville Area Transit, University Transit Service and Greene County Transit. In addition, RideShare works to incorporate TDM into regional planning as a voting member on urban and rural transportation committees.

Project Justification:

RideShare is a valuable resource to the region, with over 1,244 members in the ridematching database and 262 in the Guaranteed Ride Home database, our absence would be felt by many commuters. We are continuously searching for partners an opportunities to support alternative transporation services, for example surveying commuters on the potential use of coworking spaces, partnering with CSPDC on the Afton Express to move commuters across Afton Mountain during peak travel hours, and working with the City of Charlottesville to promote bike month.

RideShare will also continue to provide a website, Facebook page and customer service for the Commuter Information Team, and work with all transportation providers to highlight services available in the region. Additional outreach activities will concentrate on community involvement and events, including Clean Commute Day, Earth Day, Chamber of Commerce expos, various city/county sponsored events and representation in non-profit inter-agency councils across the district. RideShare offers carpool matching, vanpool coordination, guaranteed ride home, employer services, TDM planning and promotes the regions Park and Ride lots.

RideShare will continue to promote existing services by expanding the number of employer partners, increasing word of mouth through member involvement and social networking, and expanding on integrated marketing efforts that stress both the ease and benefits of using RideShare's services.

Project Purpose:

To reduce single occupancy vehicle use in our region and mitigate traffic congestion, through education, promotion and support of all modes of alternative transportation.

Project Manager and Contact Information:

Sara Pennington, TDM Program Manager
434-979-1066
spennington@tjpdc.org

What geographic area(s) does the project cover? (List county(s), city(s) and town(s). If service area covers only part of the county or city, provide specific details on the service area boundaries. Provide a map, if needed.)

We serve both the Thomas Jefferson Planning District (TJPDC), which includes, the City of Charlottesville, Albemarle County, Fluvanna County, Greene County, Louisa County and Nelson County; and the Central Shenandoah Planning District (CSPDC), which includes, City of Buena Vista, City of Harrisonburg, City of Lexington, City of Staunton, City of Waynesboro, Augusta County, Bath County, Highland County, Rockbridge County, and Rockingham County.

RideShare covers approximately 5,607 square miles with a population of almost half a million people between the two PDC's.

What is the public website, phone number and email for the project?

www.rideshareinfo.org
434-295-6165, 888-974-5500
rideshare@tjpdc.org

List the Facebook, Twitter and any other social media accounts used for the project:

https://www.facebook.com/rideshareinfo

FINANCIAL STATEMENT

Attach a financial statement of the program's FY21 final expenses and revenues to this application. The financial statement attached as a separate document.

The financial statement should show the actual total expenses by line item for the commuter assistance program in FY21.

Check with your respective DRPT project manager if you have any questions regarding the financial statement.

PROGRAM COMPONENTS

In this section, describe in detail the specific components of the commuter assistance program. Several common components are provided below. At the end of the Program Components section, there is an area to add program components as needed to provide details on the entire program.

Provide detail and clarity so that someone unfamiliar with the program can understand what the program does and how it is operated.

GOALS

What were your goals for adding new commuters to your ridematching database in FY22?

Our goal for FY22 was to add 100 new commuters in AgileMile.

How many new commuters were added in FY22?

As of December 31, 2021 we have added 150 new members to the AgileMile database.

How many new commuters were added in FY22?

see above

What is the source of the data for the question above?

This data came directly from the AgileMile dashboard under new members, see attached report (Activity-07-01-21-to-12-31-21_carpool.pdf)

What is the goal for the number of new applicants entered into the ridematching system for ridematching (not incentives or rewards) in FY23?

150 new commuters

OPERATIONS

Describe the operations of the commuter assistance program. (What does it do? How does it do it? Who are the program's target customers?)

TJPDC staff oversee and administer the majority of the program operations for RideShare. We maintain a ridematching system with AgileMile that assists commuters to educate and understand their transportation options throughout the region. This database has the ability to match commuters not only with carpools and vanpools, but to search out available transit routes, bike and walking routes and even a multimodal combination of all of the above. We will market and promote this tool throughout the region for trip planning, as well as ridematching. All AgileMile ridematching work is coordinated through the TJPDC staff.

We offer a Guaranteed Ride Home program that will help give commuters a piece of mind when taking alternative transportation to and from work. We also market and promote the regions Park and Ride lots for commuters to use for their trips, as well as conduct a quarterly inventory of the lots in the TJPDC side. We also maintain the master inventory for the entire program service region. Additionally, we work with local employers to offer trip planning services to their employees, as well as telework resources offered by Telework!VA program. We work with CSPDC staff to help commuters who cross between jurisdictions for longer trips understand the options available to them with carpooling, vanpooling and the new Afton Express bus service. We meet frequently to ensure program coordination for all commuters.

TJPDC staff maintain a website that offers information about all the various transportation options in the region, and that links directly to the ridematching system website and apps. We also maintain and promote both a local and free long-distance telephone number where commuters can call with questions regarding trip planning in the region. We also provide information regarding all transportation options available for commuters across all modes. We maintain a Facebook page to also promote services throughout the region and to be another avenue to be contacted with questions from commuters. We hope to showcase the AgileMile drawings and reward system through our social media page in FY23.

We continue to partner with local transit agencies to help promote and explain the importance of making non SOV trips and work together to help promote all available services, specifically the GRH benefit to transit riders. We have also partnered with the Community Climate Collaborative, and are a member, and transportation advisor, on the steering committee for the Better Business Challenge, that works with area businesses to make climate friendly decisions throughout the year. TJPDC staff are also members of community organizations in all our participating localities, regional Chambers of Commerce, MPO boards, and the Regional Transit Partnership.

We partner with local media to help promote our programs and events, this has enabled us to offer some incentives and prizes that the media companies have access to for local events and promotions. This has saved us money in having these prizes donated instead of coming directly out of our budgets. We also use free social media as a means for contacting and promoting the overall program and special events.

RIDEMATCHING

What ridematching system(s) is used and how is the system(s) used:

Through the funding and contract under DRPT we are able to offer our ridematching services with the AgileMile program. This platform can be accessed through the web and both Apple and Android applications on mobile devices. There are direct links to the RideShare specific AgileMile site from the RideShare homepage, commuter page and our social media. Commuters can input their origin and destination from the ridematching website to get a glimpse if anyone is near them making a similar commute. In order to get the actual contact information and to set up a ride with the matches, a commuter must register with the system. Once registered, commuters can find rides based on a wide array of parameters including mode (e.g., car, van, bus), corridor (i.e., "on-the-way"), organization (employer), gender, language spoken, and more. Commuters can plan multi-modal trips with transit, bike share, car share, and other modes. The platform also contains up-to-date park-and-ride information as well as vanpools from Commute with Enterprise that are automatically included and available for commuters to join. Commuters record their greener trips and earn points which can be redeemed for rewards from local and national businesses. Points can also be redeemed for monthly drawings with higher values. All trips can be entered manually or set up as reoccurring. Commuters can use other tracking apps to import their trips automatically, such as biking or walking. Commuters each have their own dashboard that provides them with their individual data such as, money saved, rewards redeemed, miles not driven, calories burned and emissions prevented. There is a program wide dashboard with the same data for the region on the homepage of the platform.

Describe how ridematching applicants will be followed up with and how the database is maintained in FY23. (Include how many commuters are followed up with each month, in what way were they contacted, what information is asked and provided to follow ups, how and when commutes are removed from the database, etc.)

We will continue to have AgileMile conduct the their twice a year follow up to keep profiles up to date and complete. AgileMile will also continue monitoring reoccurring trips, which occurrs every 60 days. RideShare staff plan to work with AgileMile staff to explore other opportunities to survey and communicate with commuters in FY23.

For the current year (FY22), describe how ridematching applicants are being followed up with and how the database. *(Include how many commuters were followed up with each month, in what way were they contacted, what information was obtained, what information was provided to follow ups, how and when commutes are removed from the database, etc.)*

Unlike the previous Commuter Connections database, AgileMile does a portion of the maintenance for us, which is very helpful. They offer incentives/rewards to those who complete their profile, which helps alleviate the majority of the follow up we performed previously. Twice a year follow up is conducted with the registrants who's information is incomplete, such as a missing organization. Currently this doesn't happen often, but if we see an increase we can follow up more frequently. All those who have scheduled reoccurring trips in the platform are contacted every 60 days via the message center in the app, and via email to confirm the trip is still occurring.

COMMUTING INFORMATION

What is the current state of commuting patterns and mode choice? *(Cite the source of the data used to answer this question.)*

American Community Survey (ACS) data from 2015-2019 shows that commute times throughout the RideShare region average around 21 minutes. Data is provided in an attached document (FY23_RIDESHARE_CAP_COMMUTER_MODES_DATA.docx) showing commuter mode trends for the RideShare program region, as reported in the AgileMile database for FY21 and FY22 to date.

The most highly utilized mode of commute is teleworking with 2,237 telework "trips" logged in FY21, and 917 "trips" in FY22 through December 2021. This is not surprising given the ongoing status of the COVID-19 pandemic and a widespread shift of employees working from home. The second most highly utilized mode of commuting in the RideShare program region is transit. There were 608 total trips in FY21, and 1,104 trips in FY22 through December 2021. This trend may be associated with the addition of the Afton Express commuter bus in September 2021.

This data provides a glimpse into commuter behaviors in our region, but is derived from a small sample size which makes it difficult to make any broader inferences about commuter attitudes in our region. Through the development of the upcoming Commuter Assistance Programs Strategic Plan, we hope to collect data that will better answer these types of questions. It is also important to note that given the ongoing pandemic, current commuter behavior may not represent normal working conditions and data collected after 2019 through the conclusion of the pandemic may not be reliable.

See attached- FY23_RIDESHARE_CAP_COMMUTER_MODES_DATA.docx

COVID’S LASTING IMPACT ON COMMUTING

Describe changes that have been made to program operations in response to COVID’s impact on commuting.

As of January 2022, we have not been given permission from DRPT to promote or encourage carpools/vanpools due to COVID-19, so the focus during the first half of FY22 has been partnering with transit providers, CAT, Jaunt, UTS and Afton Express. We ran "Discover Transit Month" campaign in Ocatober, which featured videos and social media posts, with our transit providers to help address some of the concerns and hurdles to taking transit. We have done additional outreach through the Afton Express for GRH enrollment, and general promotion of the new service. Messaging will highlight how transit riders can utilize the app and rewards program.

We continue to assist commuters on all modes, if specifically requested, but there is no specific messaging targeting carpools/vanpools. There has been no anticipated date as to when we can return to promoting those specific alternative modes again. We will follow DRPT’s guidance on when it is appropriate to promote all modes again, and will continue to offer telework resources and promote how those teleworking can still use rewards program.

We will look to DRPT to help us craft the appropriate message to our commuters and at the appropriate time. Due to this, we anticipate a slow return and do believe that may impact our registration numbers for FY23, however this means we need to do more promotion and outreach to commuters. We will focus more on encouraging existing users to log trip/earn points.

GUARANTEED/EMERGENCY RIDE HOME PROGRAM OPERATIONS

In the text box below enter a description of the operations and administration of the GRH/ERH service, if one is operated through the commuter assistance program. If the GRH/ERH program is operated by another organization and there will not be any operating charges to this grant, please explain in the text box.

(DO NOT include marketing and promotion of the GRH/ERH program in this section. Enter GRH/ERH marketing and promotion in the MARKETING section of this application.)

Include details of the following:

1. The operations, hours, rules and requirements;
2. Registration and re-registration requirements and process;
3. Describe how trips are approved, paid or reimbursed; and
4. Commuter assistance program staff tasks.

Also, include details of any changes to the GRH/ERH program from FY21. *(Changes include those made to hours of operation, eligibility rules, trip providers, etc.)*

1. GRH is operated in the TJPDC office for all commuters, there is one database and TJPDC staff receive all the applications/renewals for both PDCs, conduct all the mailings and follow up with those applicants. To be eligible, one must take an alternate form of transportation (carpool, vanpool, transit, bike or walk) at least two days each week to and from work. They must give us a supervisor’s contact information so that we can periodically verify the eligibility of the trip. It is also necessary that the applicant give us their home address and place of work and a way to contact them. The trip can only be used in emergency situations, that could not be predicted or known in advance. For example, one carpooled to work and then became ill and needed to leave before the end of the day. A pre-scheduled doctor’s appointment, however, would not be eligible because it was known about in advance. The trip can only be from a commuter’s place of employment to a commuter’s home, or where their car resides (such as a Park and Ride lot.) Once a trip has been completed, the commuter has 10 business days to return the survey provided in their packet. Once the survey has been received by staff, a new voucher and survey will be sent. Each commuter is eligible for up to 5 GRH rides per year. New rides begin after their yearly renewal is completed.
2. Registrants for GRH are entered and maintained in excel, which is a separate database from the carpool applications. Commuters can submit an application from the RideShare website and it is received by staff via email, or a printed version can be mailed. Applications are processed by the staff monthly, which includes verifying that the commuter application is complete and gives us all the information to verify eligibility. Once verified the information is entered in the database and the commuter is assigned a GRH member number. A packet including, a membership card, letter, voucher for taxi ride or rental car, and survey to be completed upon use of a ride, are mailed to each commuter. The membership card has the id number and the expiration date for the registration. Registration renewal emails are sent out to confirm if a commuter would like to renew, and they complete the same form and information is verified again by staff for eligibility for an additional year. If necessary, renewal vouchers and surveys can be mailed. Requirements for renewal are the same for initial registration.
3. RideShare has a contract with Yellow Cab in Charlottesville that allows them to accept the vouchers from the commuter and then bill RideShare for the cost of the trip. The commuter would then only be responsible for any gratuity they wished to compensate. We have a similar arrangement with Enterprise Rental Car; however, due to the high turn over in staffing, they do not always keep their staff informed of this program. In the case that Yellow Cab Charlottesville isn’t a provider that one can use (trip originates from the CSPDC area) then the commuter can either use Enterprise, Uber or Lyft and be reimbursed for their trip. They would then submit the receipt for the trip and the survey to be reimbursed via check from the TJPDC office. Trips are not approved prior to being taken, but once staff has received the paperwork and survey. If it is found that any rides were misused, the commuter is contacted with reasoning and asked to reimburse the program for the costs if already billed to RideShare. Commuters who misuse the GRH program are then removed from the program and barred from rejoining for a full calendar year.
4. RideShare staff at the TJPDC are tasked with all program duties for GRH, this includes receiving and processing applications monthly, renewals of existing members, mailing out all registration packets and renewals. Staff also review all trips taken, voucher and surveys from trips, and mailing additional vouchers and surveys. All communication and follow up with commuters is conducted by the TJPDC RideShare staff, as well as marketing and promotions for the GRH program.

Enter the number of GRH/ERH trips provided in FY 21: 3

Estimated number of GRH/ERH trips in FY 23: 10

Enter the number of GRH/ERH registrants as of December 1, 2021: 262

Enter the estimated number of new registrants in FY23: 50

Enter the total number of estimated registrants for FY 23: 312

Provide additional information to support funding of a GRH/ERH service:

As a region that relies heavily on car ownership to travel, the Guaranteed Ride Home program provides a service that is essential in reassuring commuters to try alternative modes of transportation. I often describe like an insurance policy, participants need to feel confident that they will have reliable transportation solutions if an emergency should occur. Without the Guaranteed Ride Home program, I feel many commuters would not try alternative transportation for fear of being stranded.

MARKETING

Describe the marketing efforts, both specific campaigns and ongoing efforts, and the messaging that will be conducted in FY 23. Provide a marketing plan and/or data to justify the marketing efforts.

In the text box below, **individually list and describe** the specific marketing campaigns to be conducted. For each marketing campaign, include:

- Detailed description
- Purpose
- Target audience
- Specific messaging
- Call to action
- Marketing materials and advertising media that will be used
- How marketing items will be created
- Ad placement
- Approximate cost
- Dates of each campaign

RideShare marketing efforts focus on transportation providers/partners, employers/employees, specialized populations, universities and colleges, and the regional community as a whole. RideShare will continue marketing services to these groups throughout the FY23 with a large focus on the use of AgileMile app and rewards. There is continued collaboration with CSPDC staff on all program marketing, and we will continue to use materials sent by DRPT in promoting state-wide campaigns. Messaging for marketing activities will be sent to DRPT for review, all dates and availability of campaigns are subject to change due to COVID-19.

The planned marketing efforts for FY23 are provided in an excel spreadsheet as an attachment. SEE ATTACHED DOCUMENT: TJPDC_RideShare_ FY23_Marketing_Strategies

Detail how will each marketing campaign be measured for success?

After each marketing campaign, RideShare staff will check the database to see if there was an increase in registrations during and immediately after that promotion. We will also measure numbers of clicks, engagements, and views from advertisements to analyze which mediums of advertising reach the greatest number of potential commuters.

How will each marketing campaign lead to more ridematching applicants being entered into the ridematching database and more SOVs off the road?

We feel a combination of education, outreach and paid advertising on the alternative modes of transportation, how to utilize them, and their benefits (economic, climate, health/well being, safety, etc.) will lead to changes in behavior and a reduced dependence on single-occupancy vehicles. However, changes in behavior take place over time, therefore we must keep our target audiences engaged through continuous and consistent messaging related to the RideShare program. It has been proven that to incite behavior change individuals need to be exposed to an idea or product, at minimum, seven times before taking action. Also keeping in mind Transtheoretical Model (also called the Stages of Change Model), developed by Prochaska and DiClemente in the late 1970s, there are six stages involved in change, precontemplation, contemplation, determination, action, relapse and maintenance. We believe that the message of RideShare is crucial during all of these stages, but particularly in the three that proceed action. By continuing marketing efforts throughout the year, we believe that more individuals will consider and hopefully act on this behavior change.

RideShare often asks for participants to try a form of alternative transportation for any of our special events and promotions. Often making a behavior change can seem overwhelming to people, so by asking them to try it just once, they are beginning with a small commitment that seems slightly easier and less stressful. By demonstrating how the behavior can be modified we hope to encourage repeating the behavior with other incentives, such as the rewards system in AgileMile. We want to help people understand the options available to them, how to use them, and why it’s so important for them as an individual and for their overall community.

Describe ongoing marketing efforts.

Ongoing marketing efforts include:

- Radio, digital/social media advertisements; this includes seasonal community advertisements/sponsorships; name recognition and exposure in the community will familiarize people with the program; education leads to engagement. The increased exposure can lead to additional users in the ridematching system.

- Maintaining the Rideshare/Commuter Information Facebook page; through this page, we continually promote all activities of Rideshare and advertise program benefits to commuters.

- Continued employer outreach (when safe and acceptable to do so); we will continue employer outreach at employee/community and Chamber of Commerce events.

All ongoing marketing efforts and strategies will focus on the use of the AgileMile app/rewards program, personal benefits of alternative transportation, and GRH.

What is the purpose and target audience of ongoing marketing and how ongoing marketing efforts will be measured for success?

The primary purposes of ongoing marketing efforts is community outreach, education and engagement. By community, we are referring to both employers, and employees. Through business organization sponsorships (such as Chamber of Commerce and similar sponsorships) we are getting the Rideshare program name out to the community. This serves multiple purposes - to increase individual/commuter awareness of the program, and to establish and promote the reputation of Rideshare as a member of the business community. Employers are more likely to engage with Rideshare program staff, and promote the program within their business to their employees if our reputation is strong within the community. The secondary purpose of ongoing marketing efforts is to keep our current audience engaged and informed. Retention of Rideshare program participants is equally important as recruitment of new participants.

We will use both database registration and use as one indicator of success. We will also track social media analytics, inquiries through phone and email to look at the success of our marketing efforts.

List the planned promotional events that will be attended and detail the purpose for attending, what will be done at each event, and how each event will be measured for success.

Participation in all in-person events will be determined at the time based on the status of the COVID-19 pandemic. Adaptable marketing campaigns will be established and if in-person events are not possible, a shift to a virtual campaign will be explored if it makes sense to do so. At the conclusion of each event, Rideshare staff will check the ridematching system to evaluate data collected immediately following the event; numbers of participants and engagement at the individual events will also be quantified.

- Local college and university events - purpose is to promote the program to individuals who are commuting to and from campuses (both students and faculty).
- Professional/Business Organization Events, such as Chamber of Commerce networking/sponsor events, SHRM sponsor event, City of Charlottesville Job Fair, etc.
- Employer outreach/Community outreach (example Clean Commute, Eco-Fair, Earth Day, Bike events.)

List the specific ways how the marketing efforts conducted by DRPT, MWCOG, VDOT, NVTC, other commuter assistance programs, and other local, regional or national organizations will be coordinated with the efforts of your program?
(e.g. Commuter Connections and Commuter Connections Guaranteed Ride Home, ‘Pool Rewards’, Carpool Now App, Flextime Rewards, and incenTrip; DRPT’s statewide Transit Month/Try Transit Week, Bike to Work Week, Commute!VA, etc.)

Where applicable and when provided, Rideshare will utilize marketing materials developed by DRPT and shared partners to promote DRPT programing and initiatives.

WEBSITE AND CUSTOMER PHONE NUMBER

Provide website and phone usage data for the past two years showing the number of calls received for commute information, home page visits as specific page visits and any other data that will show customer use of the website. The data can be provided as an attachment.

AgileMile website traffic- 560 visits (Activity-07-01-20-to-6-30-21(2).pdf)
RideShare website traffic- 5808 visits (Usage Statistics for rideshareinfo.pdf)

Email requests- 46
Phone requests- 33

All data is for FY21

CONTESTS AND COMMUTER CHALLENGES

Complete this section only if the commuter assistance program will use contests and/or commuter challenges.

In the text box below, describe the contests and challenges, if any, which will be conducted. Include the following in the response:

1. The name and description of each contest and challenge;
2. Dates of each contest and challenge;
3. Total expense for each contest and challenge (break out); and
4. Description, including the value, of all prizes.

Try Transit Week/Discover Transit Month - September- Exact details will be determined with DRPT program, transit partners, and RideShare staff. Marketing materials distributed through DRPT will be utilized, and will tie into the larger campaign that DRPT leads. Staff will work with local partners to create an engaging campaign that highlights the benefits of the services and helps to build ridership. Messaging will focus on the benefits of using forms of public transportation for commuters and on the functions of the AgileMile application, and how to register for and use the rewards available in the Agile Mile app. Marketing materials may come in the form of: Facebook posts and advertisements; print/digital/radio advertisements; email blasts. We will continue to look for other forms of effective marketing and advertisement and will implement as able to.

RideShare Week - October- Exact details will be determined with the TJPDC/CSPDC RideShare staff since this marketing campaign/challenge will be done in tandem. The marketing campaign/challenge will assist in increasing awareness of the RideShare program in both regions (CSPDC and TJPDC), as well as the benefits (economic, health, safety, environmental, etc..) of ridesharing; and in turn increase users in the ridematching system during the week of the promotion. This change in behavior during the promotion will help remove any perceptions and barriers people have with using the ridematching system – behavior changes can't take place without knowledge and education about the program. Messaging will focus on the services the Rideshare program provides, and the benefits of all alternate modes of transportation as a means of commuting. Marketing materials may come in the form of: Facebook posts and advertisements; print/digital/radio advertisements; email blasts. We will continue to look for other forms of effective marketing and advertisement and implement as able to. Prizes will come from our partnership with local media/AgileMile monthly drawing, total estimated value is $500 or less.

Telework Week/Month - March - Telework Promotion will consist of a marketing campaign, with no challenge or contest involved. The COVID-19 pandemic forced millions of employers and employees to shift from an in-person to a virtual work environment, as companies implemented new telework policies. Given the increased awareness this shift facilitated, our marketing strategy for Telework Week moves away from awareness of telework in general, to awareness and promotion of the AgileMile application for use in tracking and logging telework "virtual commutes". This will help us increase the number of users in the ridematching and AgileMile databases, and help us better understand how commuter behaviors have changed in our service area as a result of the pandemic. It is also our goal that by getting commuters who are teleworking into the ridematching database, that if/when they return to an in-person work environment they will be more likely to utilize the ridematching service to find alternative modes of transportation for their physical commutes.
Messaging will focus on the functions of the AgileMile application, and how to register for Ridematching services and the rewards available in the Agile Mile app. Marketing materials may come in the form of: Facebook posts and advertisements; print/digital/radio advertisements; email blasts; postcard distribution. We will work with DRPT to remain aware of changes in desire messaging surrounding telework and will adapt our marketing message and methods as necessary.

Bike Month -May- The RideShare app will be promoted to encourage participants to sign up and log their non SOV trips. Messaging will focus on increasing the awareness of biking as a means for commuting. Marketing materials may come in the form of: Facebook posts and advertisements; print/digital/radio advertisements; email blasts; with most being generated by the City of Charlottesville staff, DRPT and shared on RideShare platforms.

May 'Clean Commute' - This initiative will focus on asking commuters to try one mode of clean commuting during the month, and logging any trips in the AgileMile database. We will engage and partner with our local transit service providers, City of Charlottesville for bike month, and all users in our two databases to participate. Prizes will come from our partnership with local media and donations/AgileMile monthly drawing total estimated value is $500 or less.

Justify the need for each contest and challenge. Provide data to support the need.

The purpose and goal of all of the contests/challenges is to encourage commuters to chose non-single occupancy trips whenever possible, which will cut down on congestion and greenhouse gas emissions, meeting our two main program goals. We have scheduled contests and challenges around all alternative modes to give the majority of commuters a chance to enter at least once during the year. We feel if the challenges are able to be held this could be an engaging way to help commuters come back to these alternative transportation choices. We hope to bolster some excitement on what is an everyday, mundane choice for many commuters.

Challenges, such as those that involve prize drawings based on frequency of use of alternative transportation modes incentivize participants to do something more frequently in exchange for an opportunity to win a prize or reward. The more frequently individuals utilize alternative modes of transportation, the more likely they are to form a new habit that will lead to sustained utilization.

What prizes will be purchased through this grant and how much will those prizes cost?

As details and plans finalize for the promotions/challenges, appropriate prizes can be finalized as well. If the status of the pandemic is conducive to in-person events and communities are interested in hosting said events, staff can look into procuring prize donations from community sponsors.

What efforts were made to secure prize donations and paid sponsors rather than purchasing the prizes?

There are already regular, recurring rewards and incentives offered through AgileMile at no cost to us. We can push some of these rewards to specific dates to align with campaigns that involve the use of the AgileMile app.

We will also canvas local and community businesses and organizations to attempt to secure giveaways and prizes without cost to RideShare. We have also been fortunate to have local media donate prizes for challenges/contests in the past and will continue to pursue those options.

What is the purpose and goal of each contest and challenge?

The purpose and goal of all of the contests/challenges is to encourage commuters to chose non-single occupancy trips whenever possible, which will cut down on congestion and greenhouse gas emissions, meeting our two main program goals. Through the challenges we hope to educate individuals about the program (what it is, how to use it, the benefits of using it) and to promote the use of alternate modes of transportation. A change in behavior and habits during the promotional time can be a catalyst for long-term changes in behaviors and habits.

• Try Transit Week: A change in behavior during the promotion will help remove any perceptions and barriers people have with taking public transportation to work. The RideShare app will also be promoted to encourage participants to sign up and log their non-single occupant vehicle trips.

• RideShare Week: A change in behavior during the promotion will help remove any perceptions and barriers people have with using alternate modes of transportation to get to work. The RideShare app will also be promoted to encourage participants to sign up and log their non-single occupant vehicle trips.

• Telework Week: The pandemic has already changed people’s behavior in regard to telework, so this marketing campaign will work to promote the AgileMile app and ridematching database.

• Clean Commute: A change in behavior during the promotion will help remove any perceptions and barriers people have with all alternative transporation modes. The RideShare app will also be promoted to encourage participants to sign up and log their non-single occupant vehicle trips.

Describe the eligibility requirements and rules and how this information is published to the public. Attach rules, entry forms, etc. to the application.

All eligibility requirements and rules will be published on our website, in AgileMile (for challenges hosted in the platform) and social media. A copy of the rules previously used for contests are attached in a separate document (RS_Week_Eligibility.pdf).

How are the contest or challenge winners selected and how is this documented?

If challenges are able to be conducted as planned, challenge winners will be selected at random. Most contest winners will be drawn at random using an online number generator. Each entry will be assigned a number as it is put into the system. It will be stated in the rules how each contest will be chosen. Methods for selecting winners may depend on the number of participants in the challenge. All information on regulations and methodologies will be made public.

Explain how DRPT's, DRPT's Commute!VA, and/or Commuter Connections' contests and challenges are going to be used.

Where applicable and when provided, RideShare will share and promote DRPT contests and challenges. RideShare will utilize the Facebook page to promote DRPT contests and challenges, and send information to relevant audiences via email.

Describe how each contest and challenge will lead to more ridematching applicants being entered into the ridematching database and ultimately SOVs off the road.

Providing contests and challenges incentivizes current users and new users to forgo single occupant vehicles during the promotional event. While some of the contest/challenge participants will already be in the system, we are hoping to capture more commuters through these contests as well. The majority of the contests involve logging trips through AgileMile, so participants will have to set up an account in the database to enter and log the trip. Each contest is also asking commuters to use something other than SOV, it is our hope that commuters will continue choosing non-SOV modes after the contest has ended. Each challenge will be highlight and promote the ridematching/rewards app through AgileMile.

How will each contest and challenge be measured for success?

We will monitor registrations during the time periods designated for the contests/challenges, we will collect information from the participants to see the mode shifts. We will also use digital analytics to see the effectiveness of the marketing campaigns that promote the contests/challenges.

Describe the research conducted to ensure that each contest and challenge meets the local, state and federal legal requirements, and confirm that the contests and challenges to be charged to this program are meeting these legal requirements.

All events have been reviewed to meet the requirements set forth in the DRPT's Blue Book and Purple Book. As a government agency, we have also reviewed that all contests follow the rules and requirements for Planning District Commissions.

INCENTIVES & REWARDS

Complete this section <u>only</u> if the commuter assistance program will use incentives and/or rewards.

Explain how incentives and rewards offered by or through DRPT, VDOT, DRPT's statewide ridematching and rewards system, and/or Commuter Connections will be used.

We will use the incentives built into the AgileMile platform, both as monthly drawings and occasionally as prizes for challenges/contests. AgileMile drawings value $100 per month.

We will also promote and use the rewards AgileMile has in place, such as coupons and certificates redeemable for items.

No additional incentives or rewards are being requested for FY23.

If incentives or rewards are being requested as part of this grant, justify why the existing incentives/rewards are inadequate and why the proposed incentive/reward will be more effective in reducing SOVs in the long term.

No additional incentives/rewards are being requested in this grant.

Justify why incentives are needed? Provide data to support the justification.

n/a

Describe each incentive/reward and state the purpose and goal of each (What will it achieve and how will it achieve it?)

n/a

Describe the eligibility requirements and rules and how this information is published to the public.

n/a

How will the recipients of each incentive or reward be selected and how it will be documented?

n/a

Describe in detail how each incentive will lead to more ridematching applicants being entered into the ridematching database and SOVs taken off the road.

n/a

How will each incentive or reward be measured for success?

n/a

Describe the research conducted to ensure that each incentive meets the applicable local, state and federal legal requirements for the distribution of incentives and confirm that the incentives to be charged to this program meet the legal requirements.

n/a

ADDITIONAL PROGRAM COMPONENTS AND INFORMATION

Use the text box below to add information on program operations not included in the above sections and/or add additional information that may help demonstrate this application is a good investment for the Commonwealth or help DRPT evaluate this application.

We also market and inventory the Park and Ride lots in the RideShare area (TJPDC and CSPDC) quarterly. We provide information regarding the lots on our website, have printed materials that are distributed at employer sites/events and community events. During the inventory, we count all cars and survey the lot to determine the condition. If we see an issue with the condition of the lot, we either report that information to VDOT or the owner of the lot. We have in the past left surveys or other promotional information on vehicles at Park and Ride lots as a way to reach those who are already opting for an alternative transportation.

RideShare will continue to partner with all the local transit agencies and the Regional Transit Partnership to promote multimodal systems in the region. When trip planning, we promote biking, walking and transit in addition to carpooling and vanpooling. As the possibility for the Afton Express commuter bus becomes more of a viable option for the region, RideShare will work with the CSPDC to promote that option as well.

PROGRAM STAFF AND CONTRACTORS

APPLICANT'S ORGANIZATION'S STAFF

In the table below, enter the names and position titles of your organization's staff that will work on this program. Include the percentage of the total annual salary or wages of the position that is being charged to the program.

Staff Name and Position	Work to be Performed of This Grant (Provided specifics, details and justification.)	% of Total Annual Salary or Wages Charged to Grant
Sara Pennington, TDM Program Manager	Provides overall program management and administration, strategic planning, budget development and management, marketing, outreach both to community members and employers, customer service, management of commuter and GRH databases, reporting of all program activity, quarterly Park and Ride lot inventory and reports, and full administration of the carpool program.	80%
Christine Jacobs, TJPDC Executive Director	Executive Director of the agency will provide guidance for the administration and strategic planning of the program.	2%
Sandy Shackleford, TJPDC Director of Planning and Transportation	Provides administrative support and guidance for the program in areas of invoicing, development of work plan, and program direction.	4%

Lucinda Shannon, Transportation Planner	Provides transportation planning and expertise in other areas of alternative transportation, such as transit and bike and pedestrian programs in the region.	16%
Ryan Mickles, TJPDC Transportation Planner	Provides GIS support for program with maps, GIS data, and transportation planning expertise.	1%
Gretchen Thomas, TJPDC Administrative Assistant	Assists with posting advertisements, posting to social media, and taking official meeting notes, mailings, and record keeping.	3%
Chief Operating Officer- position is currently vacant	Completes funding requests to the localities for match funds, and overall budget preparation, invoicing and administration.	2%

If there is an increase in Salary and Wages, Fringe or Indirect Costs from FY22's DRPT's approved budgets in the project agreement contract, provide details as to why?

The TJPDC's indirect cost rate decreased from 66% in FY21 to 55% in FY23 per our cost allocation plan approved by VDOT, our cognizant agent. The major factor affecting this change was a significant increase in program revenue in FY21 (due to a federal Rent and Mortgage Relief Program that the TJPDC administered and a federal small business grant program that we administered). Fringe costs will change slightly due to minor increases in our direct costs for benefits (health premiums, workman's compensation, and short/long term disability). Salary and Wages will increase slightly due to annual cost-of-living adjustments, however, the commission does not approve those until May or June each year.

If there are any changes to staff charges (adding or subtracting staff, or changes to the percent of salary charged) to this program from FY22's DRPT's approved budgets in the project agreement contract, provide details as to why?

There are minor changes to the staff charges for FY23. Hours were added to Gretchen Thomas, our administrative assistance, to support the administrative functions of the program of the RideShare program. Ryan Mickles will be the staff person to assist with any GIS/mapping needs during FY23, and is a new staff member to the TJPDC. The Chief Operating officer (position was vacant in FY22) will support financial oversight prior to submitting invoices each month. All other staff (Shannon, Pennington, Shackelford, and Jacobs) billed to the program in similar proportions in FY22.

CONTRACTOR WORK

Using the text box below describe work that will be performed by each contractor. Include the name(s) of each contractor. **Attach a scope of work for each contractor to the application.**

1. Website- Pace Communications maintains our website for RideShare (and the TJPDC). They oversee any website changes, updates, designs, full maintenance and hosting. Scope of work is attached as a separate document (Website Scope of Work Pace Communications FY23)

2. Media Content library- To build robust media content library for the overall benefit of the program. Moving images, specifically videos, are the most retained type of content for program education and awareness. Content created through the following videos can be shared both online through websites and social media, and will used to build brand awareness and brand trust throughout the region. Goals for the media content: Having commuters re-imagine their commute is the ultimate goal and potential tagline of a larger campaign that could be completed with various videos/video content. The beginning stage of this would be gathering some preliminary video content that could start to be featured on the website and social media, and could be built upon in upcoming fiscal years. This work has recommended as top priority by our marketing consultants that were obtained in the FY22 grant. RFP draft attached (Media Content RFP_RideShare_CAPS_1_2022)

*Contractor will not be selected until grant funding has been approved.

PROJECT SCHEDULE

Date	Milestone
07/01/22	Project Start
09/01/22	Try Transit and Afton Express promotions
10/18/22	RideShare Week promotion
03/01/23	Telework Week promotion
05/01/23	Bike Month and Clean Commute promotions
06/30/23	Quarterly Park and Ride Inventory(Sept, Dec, March, June)
06/30/23	Project End

OPERATING BUDGET (Complete the FY23 CAP Budget Sheet and attach to this application.)

Estimated revenues to be generated by this program/project:

No revenues generated

How will these revenues be used?

n/a

What is the source of the local match funding?

Funding is from localities served: Counties of Albemarle, Fluvanna, Greene, Louisa, Nelson, and City of Charlottesville.

Thomas Jefferson Planning District Commission will sign resolution for funding support on 2/10/2022 and that document will be sent once signed.

PROGRAM COST EFFECTIVENESS AND EFFICIENCY

Describe the steps taken to ensure that program staff level and costs are necessary and at the most cost efficient level. (Include information on program review and analysis, if conducted, how it is determined that the program is cost effective (i.e. cost relative to the number of SOVs removed), cost savings measures or other measures used to determine that the program cost and staff level is at the minimum level for maximum value.)

RideShare uses the data provided from the AgileMile platform to evaluate the outreach and marketing of the program. We can pull reports of activity, including registrations, trips logged, vmt reductions, emissions reductions, commuter savings for specified time periods. This data can help guide the program. In addition, when campaigns or promotions are advertised on social media we can also access data for that engagement.

We continue to explore new ways to demonstrate the value of the services we provide, but many are hard to quantify. The benefits generated from a reduction in single-occupancy vehicles varies from climate, health, financial, and over all well being. We look to DRPT to help guide us in ways we can evaluate our program, both through guidance from our program managers and through the strategic planning process we will undergo, possibly in FY24.

APPLICATION CERTIFICATION

I certify that I have the permission of my organization's Executive Director, Chief Executive Office, Board Chair, or other accountable, authorized individual to submit this application for federal and/or state funding from the Virginia Department of Rail and Public Transportation.

Further, I certify that our organization is committing the required local match toward this project, and has those funds available now or will have the funds by July 1, 2022.

This application is complete as of this submission.

Organization Name: Thomas Jefferson Planning District Commission

Contact Name (for questions about this application): Sara Pennington

Contact Email: spennington@tjpdc.org

Contact Phone: 434-979-1066

Name of Person Submitting this Application: Sara Pennington

FY23 Commuter Assistance Program (CAP) Budget Sheet

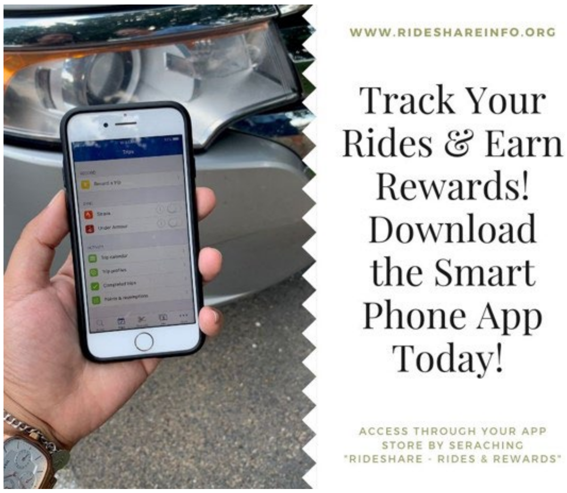
Use only the Budget Categories that are applicable to the program/project.
Please do not change the budget categories or add new budget categories.

BUDGET CATEGORY	BUDGET AMOUNT
2110 Salaries and Wages	$73,519.49
2120 Fringe Benefits	$15,900.72
2130 Education & Training	$1,400.00
2140 Temporary Personnel	$0.00
2210 Cleaning Supplies	$0.00
2230 Vehicle Supplies & Materials	$0.00
2235 Vehicle Signs & Painting Supplies	$0.00
2240 Supplies & Materials (Office Supplies)	$30.00
2250 Data Processing Supplies	$0.00

2310 Travel	$3,800.00
2320 Communication Services	$270.00
2330 Utilities	$0.00
2340 Printing & Reproduction	$250.00
2350 Contracted Repair & Maintenance	$0.00
2360 Advertising & Promotion Media	$16,323.00
2380 Dues & Subscriptions	$2,360.00
2390 Management Fee	$0.00
2399 Obligations & Services	$0.00
2410 Rental of Real Property	$0.00

2420 Rental of Data Processing Equip.	$0.00
2430 Rental of Other Equipment	$0.00
2440 Services & Maintenance Contracts	$9,164.00
2450 Insurance & Bonding	$0.00
2460 Indirect Costs	$49,180.29
2470 Lease of Vehicles	$0.00
2610 Purchased Transportation Services	$0.00
2631 Guaranteed/Emergency Ride Trips	$1,500.00
2700 Professional Services (Staff Time Only)	
2710 Promotional Items	$0.00
2720 Vanpool Subsidies/Stipends/Incentives	$500.00
2730 Incentives for Transit	$0.00
2740 Incentives for Bikeshare	$0.00
2750 Incentives for Carpool	$0.00
TOTAL BUDGET	**$174,198**
DRPT Grant Amount (max)	**$139,358**
Local Match Required from Applicant	**$34,840**

Thomas Jefferson Planning District Commission
FY-2023 RideShare Work Program
July 01, 2022 – June 30, 2023



rideSHARE

Thomas Jefferson Planning District Commission

DRPT

Preface

Prepared on behalf of the Thomas Jefferson Planning District Commission, through a cooperative process involving Region 10's localities (Albemarle, Fluvanna, Greene, Louisa and Nelson counties and the City of Charlottesville), Jaunt, RideShare, and the Virginia Department of Rail and Public Transportation.

This scope of work has been prepared to outline the work program that will be undertaken within the scope of the RideShare funding that is allocated to the PDC. The scope of work includes operational expenses for managing the regional RideShare program, marketing, events, and time spent seeking other funding opportunities in support of the greater goals of RideShare. All activities included in the work program must meet the Transportation Demand Management (TDM) Operating Assistance grant program requirements administered by DRPT.

The preparation of this program was financially aided through administrative funds from the FY21 Unified Planning Work Program.

Table of Contents

Introduction

Purpose and Objective

The CAPS Operating Assistance grant program (formerly known as the TDM Operating Assistance Grant) provides funding to support the operation of existing commuter assistance programs that serve the public, reduce single occupant vehicle trips, and increase carpool, vanpool, and transit use.

The goal of the CAPS Operating Assistance grant program is to mitigate traffic congestion, which is the elimination of single occupant vehicle (SOV) auto trips by shifting SOV trips to carpool, vanpool, and transit. The benefits of congestion mitigation are moving more people though the heavily traveled corridors without increasing the number of vehicles in those corridors, reducing pollution, conserving fuel, and saving money on commuting. CAPS Operating Assistance funds the general day-to-day operations of a commuter assistance program, including ride matching services, guaranteed ride home program, and marketing and promotion of ride matching and non-SOV travel modes.

Each year, the TJPDC applies for the CAPS Operating Assistance grant to continue operation of its RideShare program. In addition, an amount of funding the MPO receives from the Federal Highway Administration and Federal Transit Administration to support its Unified Planning Work Program (UPWP) is dedicated to supporting programs that are outside the scope of the CAPS Operating Assistance grant but still support the same goals of reducing single occupancy vehicle trips.

The CAPS Operating Assistance grant provides 80 percent funding and requires a 20 percent local match. The portion of the program funding that is supported through MPO funding sources provides 90 percent funding (80 percent federal and 10 percent state) and required a 10 percent local match.

In FY 2023 the PDC requested $139,358 through the TDM Operating Assistance grant. The PDC will provide a local match of $34,840 for a total program funding amount of $174,198. In addition, the MPO's UPWP has allocated an additional $8,500 for work supporting RideShare and TDM initiatives ($9,000 through federal and state sources with a $1,000 local match).

RideShare

The scope of work is established in the grant application and must comply with the DRPT grant application guidance manual, and the relevant scope of work outlined in the UPWP is approved by the MPO Policy Board.

Highlights of FY22

In FY22, the RideShare Program maintained focus on the traffic mitigation outcome, amid the ongoing COVID-19 pandemic. The program dedicated the majority of staff time and resources to promoting the app/rewards program, guaranteed ride home services, and transit services. DRPT staff have requested for more general promotions, rather than carpool/vanpool during the pandemic. While TJPDC staff conducted its regular administration of the program and continued to provide ride-matching services, Guaranteed Ride Home services, and other TDM services to the region and its members, the following highlights the more substantive efforts.

MARKETING GUIDANCE – RideShare hired Hive Creative through an RFP process to access and determine some marketing guidance for the program. They conducted research of other programs, two focus groups of stakeholders, as well as reviewed our communication/promotion materials and branding. They sent recommendations for target audiences and messaging, and potential mediums to use. They also strongly recommended that we create a media content library, which includes creating and producing videos for the program. Video messaging has a 95% retention rate, which is the highest of all message types. Per their recommendations, we have applied to use funds in the FY23 grant to achieve many of these tasks.

TRANSIT APPRECIATION – In lieu of the traditional Transit Week that DRPT promotes, RideShare partnered with CAT, Jaunt, and UTS to promote "Discover Transit Month" in October. Together we produced videos that addressed some of the perceptions and barriers to riding transit. The videos were shared on all participants social media accounts and with community partners. We hope to continue this promotion and similar ones in the future.

AFTON EXPRESS COMMUTER BUS SERVICE – In conjunction with CSPDC, RideShare has been heavily involved in promotion of the new commuter bus service that links the Central Shenandoah Valley with the City of Charlottesville and Albemarle County. Staff have developed and implemented several marketing and outreach efforts throughout the year, including promotion of the AgileMile app/rewards program and GRH services to riders.

TELEWORK!VA – As we began FY22 still in the midst of the pandemic, many non-essential workers were still remote working for safety. TJPDC and CSPDC staff continue to work jointly to promote and highlight telworking resources, including Telework!VA. The focus has shifted to promoting the use of the AgileMile app and rewards program for those who continue to telework.

PROFESSIONAL DEVELOPMENT – Staff also participated in many learning opportunities through the Association of Commuter Transportation (ACT) International conference, TDM virtual forum, webinars and virtual panel discussions. Program Manager, Sara Pennington, presented at the October ACT Chesapeake Chapter program on the value of attending the ACT International conference. Ms. Pennington received a scholarship for the chapter to attend the event.

Fiscal Year 2023 Budget

The budget is broken down into two tables. The first being the allocation of costs related to staff utilization (including salaries, fringe benefits, and indirect costs), and the second being the additional operational costs that are accounted for in the TDM Operating Assistance grant request.

Staff Utilization			
	TDM	FTA	Total
1.0 Program Administration			
Coordinate budget and usage activity reports	$ 14,000	$ 2,000	$ 16,000
MPO and PDC meeting participation	$ 5,000	$ 2,000	$ 7,000
Database management and customer support	$ 8,000	$ -	$ 8,000
Program coordination	$ 14,000	$ 1,000	$ 15,000
Professional training	$ 5,000	$ -	$ 5,000
2.0 Marketing and Outreach			
Participation in promotional events	$ 42,205	$ 2,500	$ 43,705
Maintain on-line presence	$ 7,000	$ -	$ 7,000
Advertise RideShare program	$ 30,611	$ -	$ 27,205
Media Content Library	$ 11,000	$	$ 11,000
Explore other potential funding	$ 2,000	$ 1,000	$ 3,000
TOTAL	**$ 138,816**	**$ 8,500**	**$ 137,910**

Other Program Costs	
Communication Services	$270
Advertising & Promotion Media	$17,000
Dues & Subscriptions	$2440
Education & Training	$1400
Guaranteed/Emergency Ride Trips	$1500
Printing & Reproduction	$250
Vanpool Subsidy	$500
Services & Maintenance Contracts	$11,164
Supplies & Materials (Other)	$30
Travel	$3800
TOTAL	**$38,354**

FY 2023 Scope of Work: This section of the Scope of Work details the administrative and programming tasks, staff responsibilities, and expected end products. The purpose of this work element is to facilitate awareness and utilization of resources available to support TDM efforts throughout the region. The cost allocations referenced in the following section just include staff utilization. The costs shown in the “Other Program Costs” table above have already been accounted for in the CAPS Operating Grant application.

Fiscal Year 2023 Activities by Task

FY 2023 – 1.0 Program Administration

The purpose of this task is to facilitate the daily operations of the RideShare program by meeting procedural requirements and incorporating RideShare programs into overall PDC and MPO transportation planning efforts.

Task 1.1 - Coordinate budget and usage activity reports
RideShare: $14,000
FTA: $2,000
DESCRIPTION OF ACTIVITIES:
Prepare monthly progress reports and invoices to be submitted for reimbursement. TJPDC staff will coordinate activities, develop reports to DRPT and VDOT, and prepare invoices for review by DRPT. Run reports on ridership based on information culminated from user reporting platforms and park and ride lot inventories.

DELIVERABLE TASKS TO BE UNDERTAKEN:
- Submit 12 monthly reports and invoices to DRPT
- Submit 12 monthly MPO reports
- Submit an annual report for FY22.
- Submit quarterly report for TJPDC
- Quarterly inventories of park and ride lots.
- Regular reports on member-reported service usage.

Task 1.2 – MPO and PDC meeting participation
RideShare: $5,000
FTA: $2,000
DESCRIPTION OF ACTIVITIES:
Staff will represent RideShare on various technical committees coordinated by the TJPDC and the Charlottesville-Albemarle MPO. This includes a RideShare representative being a formal member of the Rural Technical Advisory Committee, and participation as needed at the various MPO committee meetings, including the Citizens Committee, the MPO Technical Advisory Committee, the Policy Board, as well as the Regional Transit Partnership. Staff will also represent RideShare on other related committees or inter-agency councils as requested.

DELIVERABLE TASKS TO BE UNDERTAKEN:
- Regular staff participation with the Rural Technical Advisory Committee.
- Participation as needed with the various MPO committees.
- Participation as requested with other non-profit or inter-agency committees.
- PDC meetings, including Commission presentations

Task 1.3 – Database Management & Customer Support
RideShare: $8,000
FTA: $0
DESCRIPTION OF ACTIVITIES:
Staff will provide maintenance of the online database as needed. This includes remaining up to date on any changes in the ride matching platform used, making manual edits as needed/requested, working with the state coordinators to resolve any technical issues, and providing user support services. Staff will also coordinate any requests through the Guaranteed Ride Home program.

DELIVERABLE TASKS TO BE UNDERTAKEN:
- Ensure accuracy and reliability of the ridesharing database.
- Process Guaranteed Ride Home voucher requests.
- Process Guaranteed Ride Home registrations/renewals.
- Follow up with commuters in database

Task 1.4 – Program Coordination
RideShare: $14,000
FTA: $1,000
DESCRIPTION OF ACTIVITIES:
Staff will provide the ongoing administrative support to ensure that the program continues operation without any breaks in continuity.

DELIVERABLE TASKS TO BE UNDERTAKEN:
- Completed application for the TDM Operating Assistance Grant for FY24.
- DPRT grant training and meetings.
- Development of a FY24 work plan.
- Development of CAPS Strategic Plan scope and grant application for FY24.
- Coordination with other regional transportation programs.
- Coordination with other CAPS programs in the state for peer-to-peer exchange.
- Coordination with other PDC's with CAPS program, specifically CSPDC our partner in RideShare.
-

Task 1.5 – Professional Training
RideShare: $5,000
FTA: $0
DESCRIPTION OF ACTIVITIES:
There will be continued training and professional development, allowing staff to attend Association for Commuter Transportation, DRPT, FHWA, FTA training, conferences, seminars, webinars, and other events. Similarly, TJPDC staff representing RideShare and TDM interests will facilitate and participate in seminars, webinars, and stakeholder training, such as public forums, open houses, and roundtable functions.

DELIVERABLE TASKS TO BE UNDERTAKEN:
- Attend ACT International Conference, TDM Forum, Future of Commuting Summit, ACT Chesapeake Chapter events, monthly webinars, and Friday discussions panel.
- Attend trainings from state agencies.
- Participate with other stakeholders to attend Single Occupancy Vehicle listening sessions.

FY 2023 - 2.0 Marketing and Outreach

The following tasks highlight the technical services that the TJPDC will provide to its member localities in Fiscal Year 2023. The TJPDC will assist its member localities with specific projects, which are listed under task 2.1. The remaining tasks under this section include efforts related to grant writing, travel demand management and general local assistance.

Task 2.1 – Participation in Promotional Events
RideShare: $42,405
FTA: $2,500

DESCRIPTION OF ACTIVITIES:

Staff will develop innovative marketing strategies to support and promote activities and events that encourage alternative transportation options. This includes planning, developing and staffing events, developing and distributing marketing materials, and collaborating with partner organizations to capitalize on existing resources. Events include: Try Transit Week, RideShare Week, Telework Week, and the Clean Commute Challenge.

DELIVERABLE TASKS TO BE UNDERTAKEN:

- Prepare calendar of events.
- Plan and develop each individual event, including any contests and prizes to be awarded.
- Promote events through a variety of social and traditional media outlets.
- Increase the number of partner organizations participating in events.

Task 2.2 – Maintain On-line Presence

RideShare: $7,000

FTA: $0

DESCRIPTION OF ACTIVITIES:

Staff will utilize technology to increase awareness about RideShare, TDM, and events that are currently being promoted. Staff will ensure information available online is current and accurate and will work to create opportunities for increased online interaction.

DELIVERABLE TASKS TO BE UNDERTAKEN:

- Maintain RideShare website.
- Utilize social media platforms to promote RideShare and related events.
- Implement social media strategies from Marketing Plan once completed.

Task 2.3 – Advertise RideShare Program

RideShare: $30,611

FTA: $0

DESCRIPTION OF ACTIVITIES:

Staff will continue to raise awareness of RideShare through paid advertisement and earned media in a variety of media platforms.

DELIVERABLE TASKS TO BE UNDERTAKEN:

- Develop and maintain advertising contracts to promote RideShare to a wider audience.
- Assess new marketing opportunities to reach a broader range of potential users.
- Implement new marketing techniques, mediums and channels from Marketing Plan once completed.

Task 2.4 – Pursue funding opportunities to expand services

RideShare: $2,000

FTA: $1,000

DESCRIPTION OF ACTIVITIES:

Staff will research and begin to develop an application for either a Mobility Program grant to develop a robust employer outreach program, or a travel planning program. The goal will be to coordinate with large regional employers and continue to build off of existing successful programs or develop a program that makes individual travel plans for area residents. In addition, staff will explore financial resources to develop a travel training service for individuals who need assistance in using the public transportation options throughout the region.

DELIVERABLE TASKS TO BE UNDERTAKEN:

- Research needs and available resources in the region.
- Identify potential funding resources.
- Prepare and submit grant applications.
- Develop a list of potential employers with whom to partner.
- Research existing programs currently undertaken by employers in the region.

Task 2.5 – Media Content Library
RideShare: $11,000
FTA: $0
DESCRIPTION OF ACTIVITIES:
RideShare will hire an outside marketing firm to help us update regional market research and use that information to develop a media/marketing plan that staff can implement throughout the program year. In addition to this plan, we are also seeking updated printed materials that will need to be designed and printed.

DELIVERABLE TASKS TO BE UNDERTAKEN:
- Create and produce video content for promotional use.
- Create a photo content library for use in all promotional/advertising.
- Create a video content library for future use by staff.
- Design printed promotional materials.

FY24 Anticipated Work Tasks

To provide a longer-view of the RideShare and related TDM work program, staff began to anticipate work tasks for the next fiscal year. By presenting the FY21, FY22 and FY23 descriptions, staff hopes to create better continuity between fiscal years and manage commitments to member localities.

In FY24, staff will conduct an update to the five-year Commuter Assistance Programs Strategic Plan. If funded, staff will also work towards the development of a robust strategic plan that will cover 5 years. The plan is a requirement from DRPT and will be data driven. The TJPDC will continue to operate the RideShare program.

Appendices

Appendix A: FY2023 TDM Operating Assistance Grant Application