

July 01, 2024 – June 30, 2025



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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.

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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, bike, 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, bike, and transit. The benefits of congestion mitigation are moving more people through 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, a 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 the 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 supported through MPO funding sources provides 90 percent funding (80 percent federal and 10 percent state) and requires a 10 percent local match.

In FY 2025 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 (\$7,650 through federal and state sources with an \$850 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 FY24

In FY24, the RideShare Program maintained the mission of reducing traffic congestion and single occupancy vehicles throughout the region. The program staff dedicated the majority of staff time and resources to promoting the ConnectingVA app/rewards program, guaranteed ride home services, and the Afton Express. DRPT staff have implemented additional statewide initiatives for all CAPS programs, including Discover Transit, Connects Businesses, Connecting Commuters and Bike Month officially to the marketing calendar. 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.



CAP STRATEGIC PLAN – RideShare received a Technical Assistance Grant for FY24 to complete the mandated CAPS Strategic Plan. This plan will look at target markets, current commuting trends, and the current services offered in the region. It occurs in tandem with the CSPDC RideShare program to ensure continuity and program coordination. The plan will help steer the program in developing the vision for the next five years, measurable objectives and goals, as well as an operations and financial plan. The strategic plan will be completed and adopted no later than November 2024.

BIKE MONTH – With the official statewide recognition of Bike Month by DRPT, RideShare joined local organizations to help promote biking as a commute alternative in May. Staff attended planning meetings, helped with the media campaign, and provided informational materials and promotional items, as well as the ConnectingVA app for logging bike trips in the region.

AFTON EXPRESS COMMUTER BUS SERVICE – In conjunction with CSPDC, RideShare has been heavily involved in the promotion of the commuter bus service that links the Central Shenandoah Valley with the City of Charlottesville and Albemarle County. Afton Express celebrated its second year of operation in September 2023. RideShare staff regularly updates the MPO and transit committees on the service and continues to assist in developing and implementing marketing and outreach efforts throughout FY24, including the promotion of the AgileMile app/rewards program and GRH services to riders.

PROFESSIONAL DEVELOPMENT – Staff also participated in many learning opportunities through the Association of Commuter Transportation (ACT) including the International Conference, webinars, and virtual panel discussions. Staff also will earn a certificate from the Center for Urban Transportation in Social Marketing. The course is designed to help transportation professionals learn how to develop more effective, efficient, and sustainable solutions to the transportation problems facing our communities. The workshop systematically and interactively presents social marketing and how to apply its elements to advancing travel behavior change.

FY25 RideShare Work Program
Draft

Fiscal Year 2025 Budget

The budget is broken down into two tables. The first is the allocation of costs related to staff utilization (including salaries, fringe benefits, and indirect costs), and the second is 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	\$ 15,300	\$ 2,500	\$ 17,800
MPO and PDC meeting participation	\$ 7,000	\$ 2,500	\$ 9,500
Database management and customer support	\$ 10,000	\$ -	\$ 10,000
Program coordination	\$ 15,500	\$ 1,000	\$ 16,500
Professional training	\$ 8,300	\$ -	\$ 8,300
2.0 Marketing and Outreach			
Participation in promotional events	\$ 43,405	\$ 2,500	\$ 45,905
Maintain on-line presence	\$ 10,000	\$ -	\$ 10,000
Advertise RideShare program	\$ 34,647	\$ -	\$ 34,647
Employer Services	\$ 2,250	\$ -	\$ 2,250
	\$	\$	\$
TOTAL	\$ 146,402	\$ 8,500	\$ 154,902

Other Program Costs	
Communication Services	\$330
Advertising & Promotion Media	\$15,000
Dues & Subscriptions	\$2,980
Education & Training	\$1,470
Guaranteed/Emergency Ride Trips	\$800
Printing & Reproduction	\$200
Services & Maintenance Contracts	\$2,336
Supplies & Materials (Other)	\$30
Travel	\$4,650
TOTAL	\$27,796

FY 2025 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 2025 Activities by Task

FY 2025— 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: \$15,300

FTA: \$2,500

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 FY23.
- Submit quarterly reports for TJPDC.
- Submit quarterly reports to DRPT.
- Quarterly inventories of the park and ride lots.
- Regular reports on member-reported service usage.

Task 1.2 – MPO and PDC meeting participation

RideShare: \$7,000

FTA: \$2,500

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.
- Regular reports during meetings of the Regional Transit Partnership and MPO committees

Task 1.3 – Database Management & Customer Support

RideShare: \$10,000

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

FY25 RideShare Work Program

Draft

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 the accuracy and reliability of the ridesharing database.
- Process Guaranteed Ride Home voucher requests.
- Process Guaranteed Ride Home registrations/renewals.
- Follow up with commuters in the database.

Task 1.4 – Program Coordination

RideShare: \$15,500

FTA: \$1,000

DESCRIPTION OF ACTIVITIES:

Staff will provide 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 FY26.
- DPRT grant training and meetings.
- Development of a FY26 work plan.
- Coordination with other regional transportation programs.
- Coordination with other CAPS programs in the state for peer-to-peer exchange.
- Coordination with other PDCs with CAPS program, specifically CSPDC our partner in RideShare.
- Attend monthly CAPS program meetings hosted by DRPT.
- Attend monthly check-in meetings with DRPT Program Manager.
- Attend monthly meetings with Enterprise for vanpool coordination.

Task 1.5 – Professional Training

RideShare: \$8,300

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, TDM Spring Summit, ACT Chesapeake Chapter events, monthly webinars, and Friday discussion panels.
- Attend training, webinars, and meetings from state agencies.
- Participate with other stakeholders.

FY 2025 - 2.0 Marketing and Outreach

The following tasks highlight the marketing and outreach that the TJPDC will implement throughout the region in Fiscal Year 2024.

Task 2.1 – Participation in Promotional Events

RideShare: \$43,405

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- Connecting Communities, Connect Businesses, Afton Express Anniversary, Connecting Commuters, Earth Month and Bike Month.

DELIVERABLE TASKS TO BE UNDERTAKEN:

- Prepare a calendar of events/promotions.
- Participate and promote statewide initiatives from DRPT.
- Plan and develop each 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: \$10,000

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 the information available online is current and accurate and will work to create opportunities for increased online interaction.

DELIVERABLE TASKS TO BE UNDERTAKEN:

- Maintain the RideShare website.
- Utilize social media platforms to promote RideShare and related events.
- Use media content library for social media and website updates and content.

Task 2.3 – Advertise RideShare Program

RideShare: \$34,647

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.
- Work with DRPT Communications staff and Program Manager for content and messaging.

FY25 RideShare Work Program Draft

Task 2.4 – Market RideShare to Employers

RideShare: \$2,250

FTA: \$1,000

DESCRIPTION OF ACTIVITIES:

Staff will work to build relationships with employers in the area and will share information on the services available, such as ride-matching, density maps, and the guaranteed ride home program.

DELIVERABLE TASKS TO BE UNDERTAKEN:

- Research needs of area employers/employees.
- Identify potential parking constraints at work sites.
- Develop a list of potential employers with whom to partner.
- Research existing programs in the region.
- Rebuild the employer database for the region.

FY26 Anticipated Work Tasks

In FY24, staff worked with a consultant to complete a five-year Commuter Assistance Programs Strategic Plan. The plan is a requirement from DRPT and is data-driven and will help dictate the necessary work tasks for FY26 and subsequent years. The TJPDC will continue to operate the RideShare program.

Appendices

Appendix A: FY2025 CAPS Operating Assistance Grant Application Draft

4993 - RideShare/TJPDC

Application Details

Funding Opportunity: 4-Commuter Assistance Program (CAP) Operating - FY25
Funding Opportunity Due Date: Feb 1, 2024 11:59 PM
Program Area: Transit Program
Status: Editing
Stage: Final Application

Initial Submit Date:
Initially Submitted By:
Last Submit Date:
Last Submitted By:

Contact Information

Primary Contact Information

Name*: Ms. Sara Pennington
Salutation First Name Middle Name Last Name
Title: TDM Program Manager
Email*: spennington@tjpd.org
Address*: 401 E. Water Street

Charlottesville Virginia 22902
City State/Province Postal Code/Zip
Phone*: (434) 979-1066 Ext.
Phone
###-###-####
Fax: ###-###-####

Organization Information

Name*: Thomas Jefferson PDC
Organization Type*: Political Subdivision
Tax ID:
Unique Entity Identifier (UEI): The UEI is a required field for any applicant that plans to receive federal funds
Organization Website:
Address*: 401 East Water Street
P.O. Box 1505

Charlottesville Virginia 22902
City State/Province Postal Code/Zip

Phone*:

434-497-1720 Ext.
####

Fax:

####

Description

Project Information

Select your commuter assistance program name from the drop-down list.

If your program name is not listed, contact your DRPT Program Manager.

Commuter Assistance Program Name*: RideShare - Charlottesville Region

Program Manager*: Sara Pennington

Describe the services and activities that will be funded by this grant.

Project Description*:

TJPDC will use this grant to provide ridematching and trip planning services to our region through the ConnectingVA platform. We will provide customer service through toll-free phone number, social media, and email. We will develop advertising and place ads to promote carpool, vanpool, transit, biking, and use of the ridematching and rewards services. Staff will partner with local organizations, transportation providers, and employers to educate and inform of the commute options available in the region. Staff will coordinate with our RideShare partner CSPDC to continue program continuity and will collaborate with DRPT on all statewide promotions and contests to encourage use of the ridematching system and mobile app.

Details

Operating Costs

Budget Category	List of Expenses	Requested Amount	Match Amount
2110 Salaries and Wages	Program Manager Outreach Planning Director Chief Operating Officer Executive Director	\$76,399.00	\$0.00
2120 Fringe Benefits	Includes medical, dental, vision, disability and life insurance, VRS	\$17,603.00	\$0.00
2460 Indirect Costs	Covers rent, utilities, HR and Accounting services provided by TJPDC	\$52,400.00	\$0.00
2320 Communication Services	MTA toll free phone number Postage	\$330.00	\$0.00
2240 Supplies & Materials	General office supplies when needed	\$30.00	\$0.00
2380 Dues & Subscriptions	ACT- \$675 VTA- \$600 Charlottesville/Albemarle Chamber- \$605 Louisa Chamber- \$180 Nelson Chamber- \$100 Greene Chamber- \$150 Fluvanna Chamber- \$170 CVPED- \$500	\$2,980.00	\$0.00
2360 Advertising & Promotion Media	Advertise DRPT programming (Bike Month, Connects Businesses, Connecting Commuters, Connecting Communities) through the following mediums: Radio/Spotify Social Media (ex: Facebook, LinkedIn) Digital Ads (banner ads, weather sponsorships) Geo-fenced targeted ads Print media Additional promotion: Sponsorships (Chamber events, SHRM)- \$1000 Canva for in house ad design- \$300 Printing updated materials (professional printers)	\$15,000.00	\$0.00
2130 Education & Training	ACT International Conference Registration- \$825 ACT TDM Forum/Summit registration- \$295 VTA Conference- \$250 ACT Chapter Events- \$100	\$1,470.00	\$0.00
2310 Travel	ACT International Conference- \$2000 ACT TDM Forum/Summit- \$1100 VTA Conference- \$600 ACT Chapter events- \$600 Travel to regional meetings- \$350	\$4,650.00	\$0.00
2631 Guaranteed/Emergency Ride Trips	Covers trips incurred in FY25 through taxi service, rental car, or reimbursed Uber/Lyft rides.	\$800.00	\$0.00
2440 Services & Maintenance Contracts	Pace Communications (see contractor section for details)- \$1396 Website Annual Domain fees- \$40 Graphic Design work for printed materials- \$900	\$2,336.00	\$0.00
2340 Printing & Reproduction	In-house printing and copying only	\$200.00	\$0.00
		\$174,198.00	\$0.00

Other Funding Sources

Source Type	Source	Amount
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No Data for Table

Revenues

Total Revenues*: \$0.00

Budget Summary

DRPT Grant Amount (80% max): \$139,358.40

Local Match Required from Applicant (20%): \$34,839.60

Total: \$174,198.00

Total Other Funding: \$0.00

Total Revenues: \$0.00

Staff

Agency Staff and Work

Position/Title	Work to be Performed	% of Total Annual Salary/Wages	Total Amount Charged to Grant
Program Manager	Provides overall program/grant management and administration, strategic planning, budget development and management, marketing, outreach both to the public 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 program.	77.83%	\$66,868.92
Outreach Coordinator	Provides outreach to employers and community, customer service support, participates and manages promotions, marketing coordination, program evaluation, assists with database management, and data analysis.	6.23%	\$3,962.40
Executive Director	Executive Director of the agency will provide guidance for the administration and strategic planning of the program.	0.57%	\$867.96
Chief Operating Officer	Completes funding requests to the localities for match funds, and overall budget preparation, invoicing and administration.	0.57%	\$622.20
Director of Planning and Transportation	Provides administrative support and guidance for the program in areas of invoicing, development of work plan, and program direction.	2.87%	\$2,852.40
Administrative Assistant	Assists with posting advertisements, posting to social media, and taking official meeting notes, mailings, and record keeping.	1.82%	\$1,225.12
			\$76,399.00

Contractor Work

Contractor	Work to be Performed
Pace Communications	Website- Pace Communications maintains our website for RideShare (and the TJPDC). They oversee any website changes, updates, designs, full maintenance and hosting.
Hive Creative Group	Update existing print marketing materials as needed with change to ConnectingVA Design new event/campaign specific materials as needed

Mrktng

Marketing and Promotional Events

Campaign/Event	Brief Description	Purpose	Call to Action	Ad Placement Media	Approximate Cost
Bike Month	Highlighting cycling as a healthy and enjoyable commuting option, with a strong emphasis on promoting safe biking practices	To partner with local organizations, City of Charlottesville and Albemarle County to take and log their bike commutes.	To encourage commuters to sign up for the ConnectingVA App and log their bike trips.	Place radio ads, social media ads, digital ads	\$4,500.00
Connecting Commuters	Encourages Virginians to download the ConnectingVA app and use our trip planner for their daily commutes.	To encourage carpool/vanpool use and drive commuters to use ride-matching services as an alternative to driving single-occupancy vehicles.	Use ride-matching services and alternative modes to single-occupancy vehicle travel for commuting. Use app to log trips taken.	Social media, radio, print, and digital ads	\$3,750.00
Connecting Communities	Previously Discover Transit, has been rebranded as Connecting Communities. This campaign aims to inspire residents of Virginia to explore the ways in which transit links them to the various places and	Encourage individuals to try using public transit as an alternative to driving single-occupancy vehicles for their commuting trips.	Encourage commuters to try public transit as an alternative to SOV use for commuting and log trips taken.	Social media, and digital ads	\$1,500.00
Connecting Businesses	Encouraging Virginia businesses to utilize our complimentary resources, connect with their local Commuter Assistance Program, emphasizing employer transit resources and support for hybrid work plans	To increase awareness and utilization of services offered to businesses, while also building relationships with area employers.	To promote alternative modes to their employees with information and services provided by RideShare.	Social media, digital ads	\$500.00
Earth Month	Encourage non-SOV trips during Earth Month (April)	To encourage the use of all alternative modes for commuters and to increase the use of the ConnectingVA app.	Sign up and use the ConnectingVA App. Consider alternatives as a way to commute and see your environmental impact of your commuting patterns.	Social media ads Digital ads	\$250.00
On-going Promotion of program	Use of various media to increase awareness of RideShare program services and the ConnectingVA app.	To keep followers engaged with the Rideshare social media, promote upcoming campaigns, and to share important information about alternative modes.	Follow on social media, sign up and use ConnectingVA app and log trips on a regular basis.	Social media and digital ads	\$4,500.00
					\$15,000.00

Schedules

Program Schedule

Project Start Date	Project End Date
07/01/2024	06/30/2025

Milestones/Events

Milestone	Description	Start Date	End Date
Bike Month campaign	Promote biking as a commute option	05/01/2025	05/31/2025
Connecting Communities	Promoting transit as a commute option	09/01/2024	09/30/2024
Connecting Commuters	Promoting ConnectingVA app and trip planner tool	03/01/2025	04/30/2025
Connects Businesses	Promoting complimentary resources to employers	01/01/2025	02/28/2025

Budget

Total Project Cost

Total Project Cost*: \$174,198.00

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 state funding to 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 in the future.

This application is complete as of this submission.

I Certify*: No

Authorized Individual*: First Name Last Name Date

Attachments

Attachments - Please Attach Relevant Documentation Here

Description	File Name	Type	Size	Upload Date
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No files attached.