

COMMUTER ASSISTANCE PROGRAM STRATEGIC
PLAN FY2024-FY2029

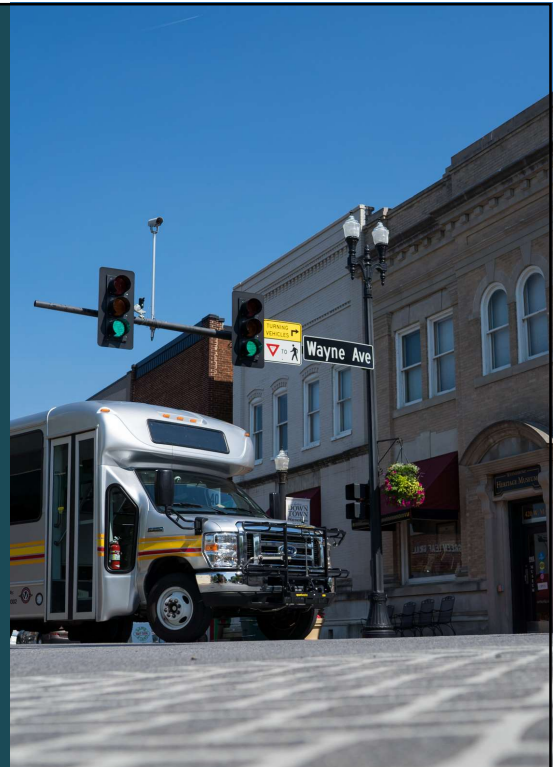
OVERVIEW OF THE COMMUTER ASSISTANCE PROGRAM STRATEGIC PLAN

INSERT DATE
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1

CAPSP Purpose

- CAPSP aims to evaluate and update commuter assistance programs to meet evolving mobility needs effectively and efficiently.
- Replaces Transportation Demand Management Plan (TDMP) for agencies required to complete one.
- Provides foundation for future funding requests, guiding agency programming and grant application processes.



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Components of the CAPSP



Assessment of changing travel demand, mobility, and transportation needs.



Evaluation and update of existing programs and services.



Strategic planning for restructuring commuter assistance programs.



Alignment with future funding requests and grant application processes.

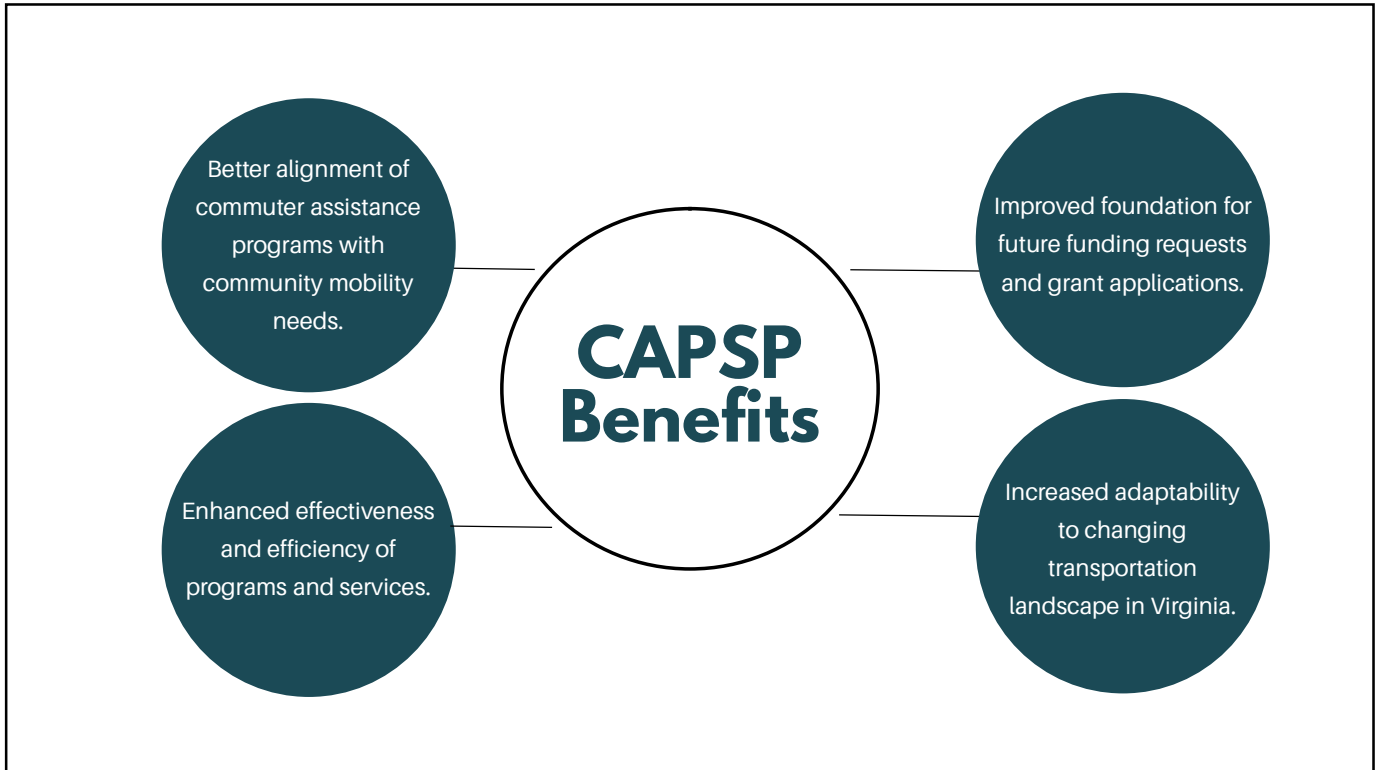
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Integration with DRPT Grant Program



- CAPSP directly informs applications for DRPT's grant programs.
- DRPT application review includes assessment of relationship between CAPSP and grant application.
- CAPSP guides future funding requests, but funding not guaranteed by DRPT.

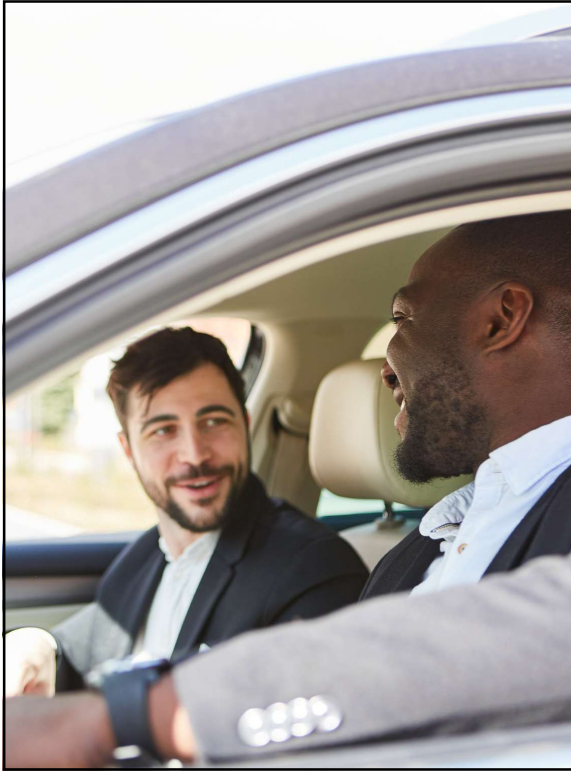
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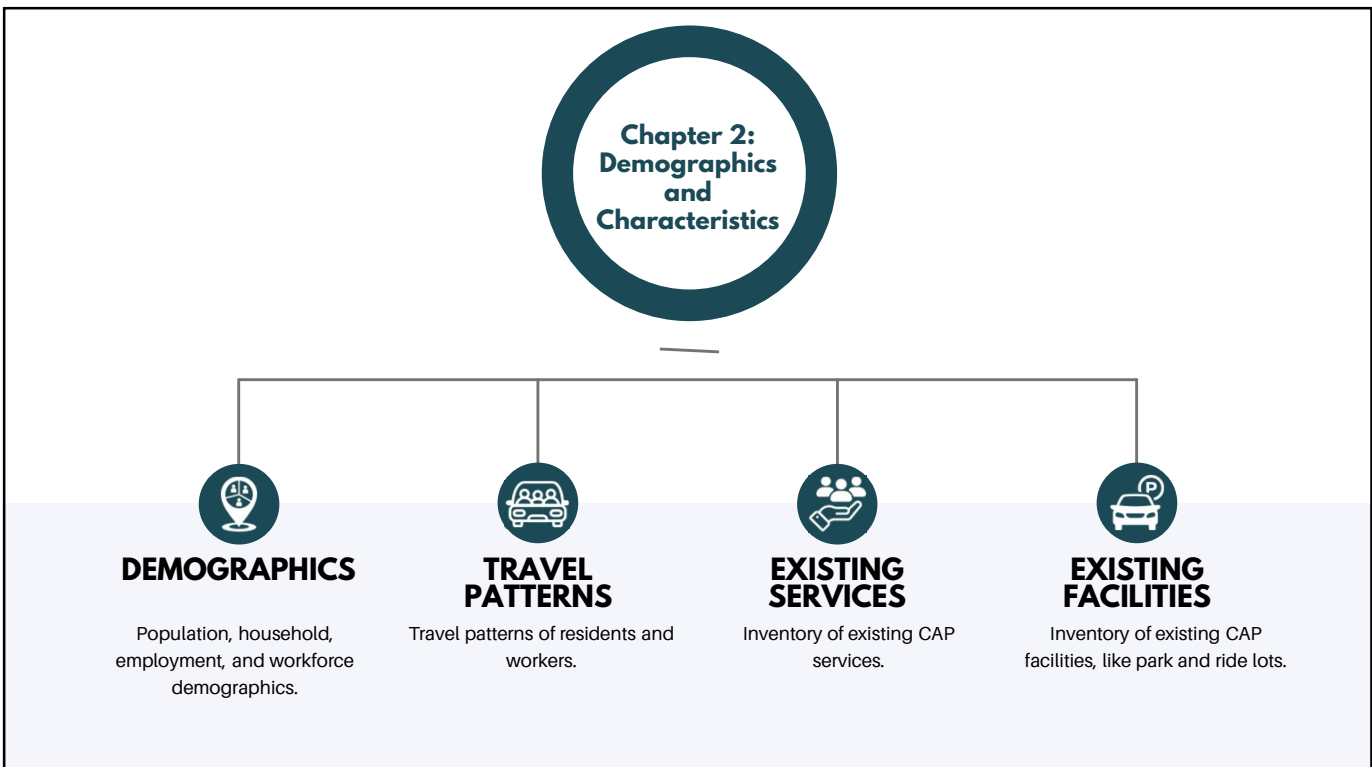


Chapter One

Commuter Assistance Program Overview

- History of the program
- Type of Governance
- Program Structure
- Program Service Area

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Chapter 2 Data Collected

Workforce Population Data

PDC	Jurisdiction	Population Estimate	Proportion of Service Area Population
TJPD	Greene County	21,423	3.7
	Charlottesville City	46,740	8.1
	Albemarle County	115,941	20.2
	Louisa County	40,070	7.0
	Fluvanna County	28,056	4.9
CSPDC	Nelson County	14,693	2.6
	Augusta County	78,373	13.6
	Bath County	4,065	0.7
	Buena Vista City	6,598	1.1
	Harrisonburg City	51,870	9.0
	Highland County	2,205	0.4
	Lexington City	7,414	1.3
	Rockbridge County	22,642	3.9
	Rockingham County	85,620	14.9
	Staunton City	26,016	4.5
	Waynesboro City	22,669	3.9
Service Area Population		574,395	100%

PDC	Jurisdiction Name	Total Population	Employed Civilian Population (Aged 16+)	Percent of Employed Civilian Population in Service Area Workforce
TJPD	Greene County	21,423	10,735	3.8%
	Charlottesville City	46,740	24,331	8.6%
	Albemarle County	115,941	57,191	20.2%
	Louisa County	40,070	19,619	6.9%
	Fluvanna County	28,056	12,814	4.5%
CSPDC	Nelson County	14,693	6,828	2.4%
	Augusta County	78,373	39,340	13.9%
	Bath County	4,065	1,972	0.7%
	Buena Vista City	6,598	3,541	1.3%
	Harrisonburg City	51,870	25,258	8.9%
	Highland County	2,205	961	0.3%
	Lexington City	7,414	2,905	1.0%
	Rockbridge County	22,642	10,989	3.9%
	Rockingham County	85,620	42,252	15.0%
	Staunton City	26,016	12,624	4.5%
	Waynesboro City	22,669	11,191	4.0%
Service Area Total		574,395	282,551	100%

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Chapter 2 Data Collected

Employer Data

Jobs by NAICS Industry Sector	Percent of TJPD Region	Percent of CSPDC Region
Agriculture, Forestry, Fishing and Hunting	0.8%	1.1%
Mining, Quarrying, and Oil and Gas Extraction	0.1%	0.1%
Utilities	1.4%	0.5%
Construction	5.4%	6.5%
Manufacturing	4.4%	16.2%
Wholesale Trade	2.1%	4.0%
Retail Trade	9.7%	10.7%
Transportation and Warehousing	2.7%	6.1%
Information	1.6%	1.2%
Finance and Insurance	2.5%	1.7%
Real Estate and Rental and Leasing	1.7%	1.1%
Professional, Scientific, and Technical Services	7.4%	2.7%
Management of Companies and Enterprises	1.8%	1.3%
Administration & Support, Waste Management and Remediation Services	4.7%	3.3%
Educational Services	17.8%	13.7%
Health Care and Social Assistance	18.4%	13.9%
Arts, Entertainment, and Recreation	2.1%	0.7%
Accommodation and Food Services	8.2%	9.3%
Other Services (excluding Public Administration)	4.0%	2.6%
Public Administration	3.1%	3.2%

50 Largest Employers

- University of Virginia / Blue Ridge Hospital
- County of Albemarle
- Wal Mart
- Sentara Healthcare
- UVA Health Services Foundation
- City of Charlottesville
- Louisa County Public School Board
- Dominion Virginia Power
- U.S. Department of Defense
- Food Lion
- Charlottesville City School Board
- Fluvanna County Public School Board
- Mmr Constructors Inc
- Crutchfield Corporation
- Sevelink Management Com Inc
- Region Ten Community Services
- Lowes' Home Centers, Inc.
- Greene County School Board
- Atlantic Coast Athletic Club
- Klockner Pentaplast America
- Farmington Country Club
- Aramark Campus LLC
- Northrop Grumman Corporation
- Boar's Head Inn
- County of Louisa
- Postal Service
- Morrison Crothall Support
- State Farm Mutual Automobile Insurance
- Wegmans Store #07
- Piedmont Virginia Community College
- Nelson County School Board
- Wintergreen Resort
- Thomas Jefferson Memorial
- Rmc Events
- Historic Hotels of Albema
- Westminster Canterbury of the Blue Ridge
- Pharmaceutical Research Association
- ADP TotalSource Co XXII Inc
- McDonald's
- Assoc for Investment Management
- Fluvanna Correctional Center
- Kroger
- Harris Teeter Supermarket
- WillowTree Apps
- Faulconer Construction Company
- VDOT
- Integrity Cleaning Service LLC
- Apex Wind Energy Inc.
- Capital IQ Inc
- GE Fanuc Automation North Corporation

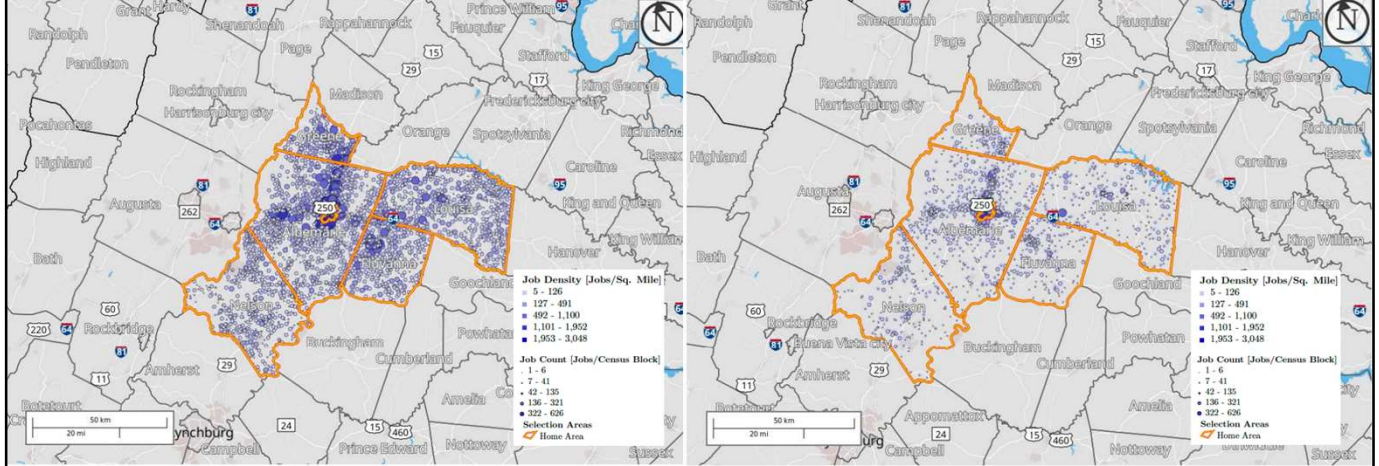
Source: Virginia Employment Commission, Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 3rd Quarter (July, August, September) 2023.

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Chapter 2 Data Collected

Commuting Data

Figure 3. Density of Where Residents Live in the TJPDC Region **Figure 4. Density of Where Residents Work in the TJPDC Region**



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Chapter 3: Vision, Goals, and Objectives

Mission

Connecting people to inclusive and sustainable transportation alternatives in order to increase mobility and enhance quality of life.

Vision

To be the trusted resource where regional travelers come to find sustainable, relevant solutions for transportation.

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Chapter 3: Vision, Goals, and Objectives

Goals

1. Reduce single-occupancy vehicle trips.
2. Encourage utilization of trip planning tools.
3. Build and maintain relationships with community stakeholders to promote regional collaboration around transportation solutions.
4. Educate community members on TDM as a solution to increased mobility and access throughout the service area.

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Chapter 4: Target Markets and Customers

- Commuters from the CSPDC region
- Commuters within the TJPDC region
- Commuters from an outside region to the TJPDC region

How to identify

- Create a customer persona/profile
 1. What are the motivators or benefits?
 2. What are the barriers?
 3. What can be done to shift behavior?

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Upcoming Chapters

- **Chapter 5: Operational Plan**
 - How we intend to implement the plan
- **Chapter 6: Financial Plan**
 - How we intend to try and fund plan objectives
- **Chapter 7: Monitoring and Evaluation Plan**
 - How we intend to monitor and evaluate the CAP
- **Chapter 8: Use of Research and Data**
 - How we used our data and where it came from

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Next Steps

- Finalize target markets and customer and the operational plan.
- Work with TJPDC to determine the financial plan.
- Craft the monitoring and evaluation plan.
- Launch! to deliver final draft of the CAPSP by July 12, 2024.

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