Thomas Jefferson Planning District Commission
Thursday, March 6, 2025, at 7:00 pm
In-Person Meeting
Water Street Center, 407 E. Water Street
Charlottsville, VA 22902

AGENDA

Join Zoom Meeting:
https://us02web.zoom.us/j/87233569988
Meeting ID: 872 3356 9988 **Passcode**: 890061
By call-in: 1 (301) 715-8592

1. **Call to Order**
   a. Call to Order, Roll Call – *Chair O'Brien, Ruth Emerick* 7:00 – 7:05
   b. *Vote to Allow Electronic Participation, if needed – *Chair O'Brien, Ruth Emerick*
2. **Matters from the Public**
   a. Comments by the public are limited to no more than 2 minutes per person. 7:05 – 7:10
   b. Comments provided via email, online, website, etc. *(Read by Ruth Emerick)*
3. **Presentations**
   a. VATI Six-Month Presentation/Update – *Lori Allshouse* 7:10 – 7:20
   b. Draft FY26 Rideshare Presentation, Work Program, and Grant Application – *Sara Pennington* 7:20 – 7:30
   c. Draft FY26 Rural Transportation Work Program and Budget Presentation – *Sara Pennington* 7:30 – 7:40
4. ***Consent Agenda** – *Chair O'Brien* 7:40 – 7:45
   a. *Minutes of February 6, 2025, Meeting
   b. *January Financial Reports
      i. January Dashboard Report
      ii. January Consolidated Profit & Loss Statement
      iii. January Balance Sheet
      iv. January Accrued Revenue Report
   c. *Rideshare Commuter Assistance Program 5-year Strategic Plan (CAPSP) and Resolution
5. ***Old Business**
   a. *FY25 Amended Operating Budget Resolution – *Christine Jacobs* 7:45 – 7:50
      i. Staff Memo, Budget Totals, Revenues, and Local Contributions
6. **New Business**
   a. Executive Director Evaluation Begins – *Christine Jacobs* 7:50 – 8:00
      i. Performance Evaluation Form: Staff
      ii. Performance Evaluation Form: Commission
7. **Executive Director's Report** 8:00 – 8:10
   a. Monthly Report – *Christine Jacobs*
8. **Other Business**
   a. Roundtable Discussion by Jurisdiction 8:10 – 8:55
   b. Next Meeting – April 10, 2025, 7:00 pm *(Date Change)*
      Items for next meeting:
      i. Appointment of Nominating Committee for Officers
      ii. Deliver FY26 Operating Budget Draft/Budget Memo – no action
      iii. *FY26 Rural Transportation Work Program and Budget and Resolution
      iv. FY26 CA-MPO Unified Planning and Work Program update – no action
      v. Blue Ridge Cigarette Tax Board Update
      vi. Executive Director Evaluation (Closed Session)
9. ***ADJOURN** 8:55

** Designates Items to be Voted On*

401 East Water Street ▪ Post Office Box 1505 ▪ Charlottesville, Virginia 22902-1505
Telephone (434) 979-7310 ▪ **Fax** (434) 979 1597 ▪ **Virginia Relay Users:** 711 (TDD) ▪ **email:** info@tjpdc.org ▪ **web:** www.tjpdc.org

TJPD Commissioners	
Ned Gallaway	Albemarle County
Mike Pruitt	Albemarle County
Tony O'Brien, Chair	Fluvanna County
Keith Smith, Treasurer	Fluvanna County
Tim Goolsby	Greene County
James Higgins	Greene County
Tommy Barlow	Louisa County
Manning Woodward	Louisa County
Jesse Rutherford	Nelson County
Ernie Reed	Nelson County
Michael Payne, Vice Chair	City of Charlottesville
Philip d'Oronzio	City of Charlottesville

TJPDC Staff	
Christine Jacobs	Executive Director
David Blount	Deputy Director
Ruth Emerick	Chief Operating Officer
Laura Greene	Finance Director
Taylor Jenkins	Director of Transportation
Lucinda Shannon	Senior Regional Planner
Sara Pennington	TDM Program Manager
Laurie Jean Talun	Regional Program Manager
Logan Ende	Regional Housing Planner II
Lori Allshouse	VATI Program Director
Joe Klodzinski	VATI Administrative Assistant
Gorjan Gjorgjievski	Regional Transportation Planner II
Isabella O'Brien	Regional Environmental Planner II
Sarah Simba	Regional Transportation Planner II
Otis Collier	BRCTB Compliance Agent
Gretchen Thomas	Administrative Assistant
Sarah Richardson	PATH Transportation Assistant
Igor Kalina	PATH Transportation Counselor
Kaiden Pritchett	AmeriCorps VISTA Member – Housing

TJPDC fully complies with Title VI of the Civil Rights Act of 1964 in all programs and activities. TJPDC provides reasonable accommodations for persons who require special assistance to participate in public involvement opportunities. For more information, to request language translation or other accommodations, or to obtain a Discrimination Complaint Form, contact Lucinda Shannon at (434) 979-7310, lshannon@tjpdc.org or visit the website www.tjpdc.org.

Virginia Telecommunication Initiative (VATI) Broadband Project
VATI 22 & VATI 24

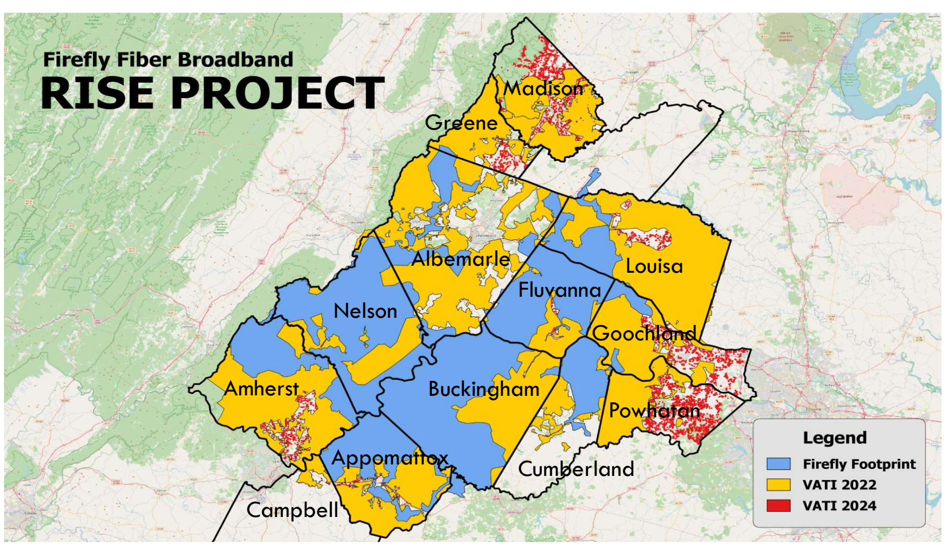
Partners for Broadband Solutions in Central Virginia

March 6, 2025

Thomas Jefferson
Planning District Commission

1

VATI 2022 and VATI 2024 Grants support
Firefly's Regional Internet Service Expansion (RISE) Project



Source: FIREFLY

2

Virginia Telecommunication Initiative (VATI) 2022 & VATI 2024 Broadband Project

$336.6M
Project

$91.2M
DHCD

$245.4M
Matching Funds

13
County Partners

4
Utility Partners

4.4 Year Project

42,000 Businesses and Residential Passings

3

Project Highlights

Communication
Fiscal Management
Progress

4

TJPDC and Firefly hold Quarterly Stakeholder's Meetings with all partners

5

TJPDC provides fiscal grant management

TJPDC reviews, verifies, and submits remittance requests to DHCD and counties and receives and processes reimbursements to Firefly

VATI 22: As of January 31, 2025, TJPDC recognized $64.5M in funding to date. This includes $47M from DCHD and 16.9M in match funding from counties towards construction costs, and $594K from DHCD for administration costs.

VATI 24: As of January 31, 2025, TJPDC recognized $22.4K in funding to date for administration costs.

6

VATI 2022 Grant Progress

January Progress Report submitted to DHCD in February 2025

- 1,600 miles of field data collection
- 3,381 miles of fiber design
- 1,812 miles of make ready construction
- Seven communications huts set
- 1,375 miles of aerial fiber placement
- 627 miles of underground fiber placement
- 1,542 miles of splicing
- 16,969 passings

7

VATI 2024 Grant Progress

January (first) Progress Report submitted to DHCD in February 2025

- Field data collection and fiber design underway
- 19,200 linear feet of fiber completed
- 126 passings

8

Site Visits

9

Madison County
September 26, 2024

Completed Aerial Fiber Construction
Hebron Valley Road, Route 29 and Gibbs Road

10

Louisa and Fluvanna Counties
October 11, 2024

On the Bus Tour of Louisa and Fluvanna Counties, staff observed fiber installations in both counties



11

Louisa County,
November 20 , 2024

Cuckoo Communications Hut located along Jefferson Highway near Mineral



12

Goochland County
December 11, 2024

Goochland Hut Installation on Sandy Hook Road

13

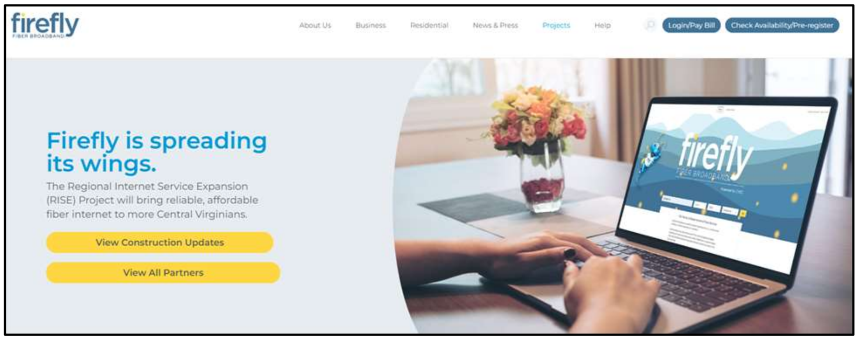
Madison County
January 31, 2025

Completed Aerial Fiber Construction along Graves Mill Road

14

For Additional Information/Updates

Fireflyva.com/rise/



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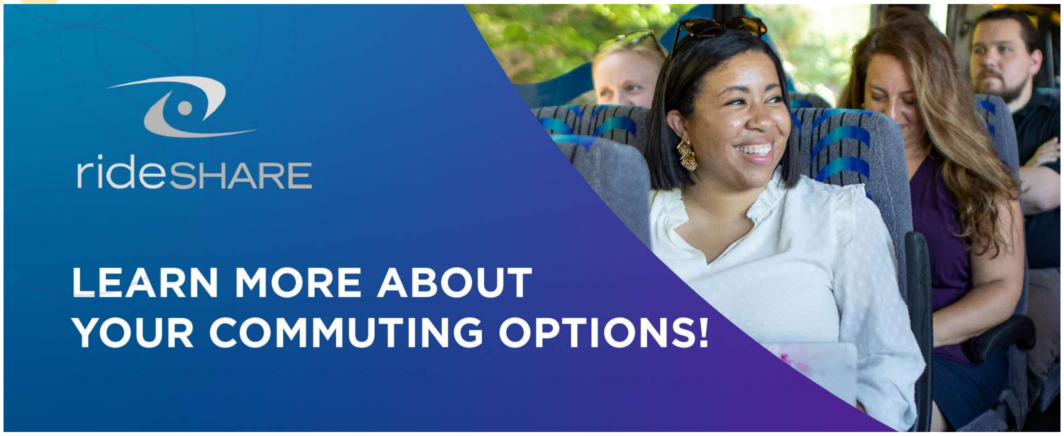
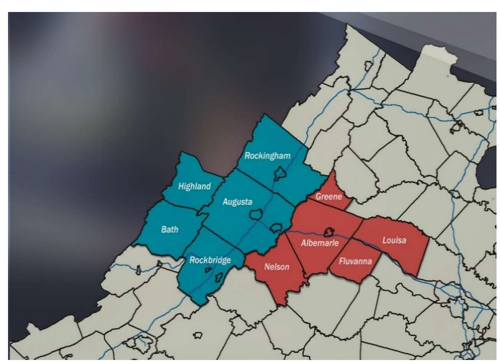


1

- Ride matching through ConnectingVA
- Guaranteed Ride Home
- Employer Services
- Vanpool coordination



2

WWW.RIDESHAREINFO.ORG

Track Your Rides & Earn Rewards! Download the Smart Phone App Today!

ACCESS THROUGH YOUR APP STORE BY SERACHING "RIDESHARE - RIDES & REWARDS"

3

4

RideShare data for alternative transportation

Activity in RideShare Program Area

2,241 members

63,934 Reduced trips

$5,323 rewards redeemed

26,204 RideShare inquiries

1,863,657 Reduced Miles (VMT)

83,181 gallons of gas saved

$1,142,616 saved

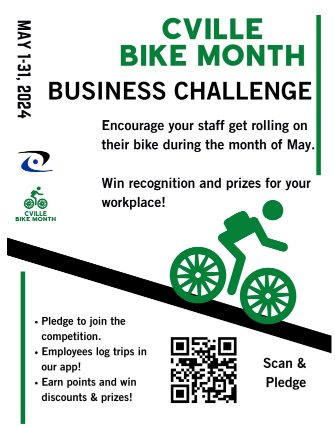
815 tons of emissions prevented

1,750,978 calories burned

5

FY26 Program

- Website redesign
- Continued promotion of DRPT Initiatives
- Bike Month Business Challenge
- Continued focus on App/Rewards utilization



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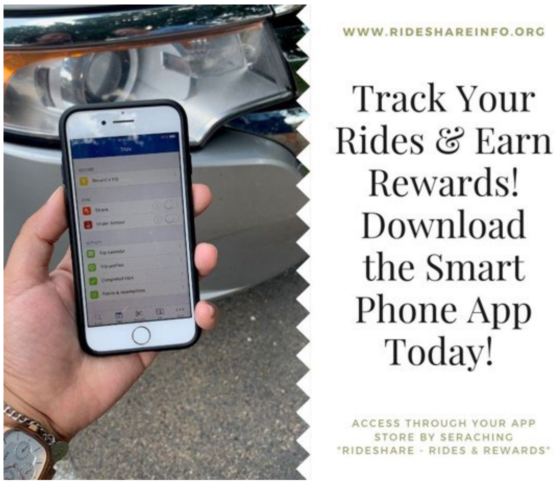
Sara Pennington, TDM Program Manager
RideShare Program
Thomas Jefferson Planning District Commission
spennington@tjpdc.org
434-979-1066
rideshareinfo.org

7

Thomas Jefferson Planning District Commission
FY-2026 RideShare Work Program

July 01, 2025 – June 30, 2026



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.

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, 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 2026 the PDC requested $146,797 through the TDM Operating Assistance grant. The PDC will provide a local match of $36,700 for a total program funding amount of $183,497.

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 FY25

In FY25, 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 through the DRPT statewide promotions, Connecting Communities, Connecting Businesses, Connecting Commuters, and Bike Month. 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 was adopted March 6, 2025.

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. In addition, staff also developed a Bike Month Business Challenge to specifically target commute trips. In it's first year, we had 13 businesses participate. During the challenge 480 bike trips were taken and logged, resulting in 823 total miles biked and 685.2 pounds of greenhouse gas emissions reduced. We look forward to continuing this successful event.

Fiscal Year 2026 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 Costs	TDM
1.0 Program Administration	$59,617
2.0 Marketing and Outreach	$95,234
TOTAL	**$ 154,851**

Other Program Costs	
Communication Services	$241
Advertising & Promotion Media	$13,600
Dues & Subscriptions	$3,270
Education & Training	$1,670
Promotional Items	$1,700
Printing & Reproduction	$200
Services & Maintenance Contracts	$4,000
Supplies & Materials (Other)	$30
Travel	$3,935
TOTAL	**$28,646**

FY 2026 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 2026 Activities by Task

FY 2026 – 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

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 trip logging and service usage 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 FY26.
- 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

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 Transportation Advisory Committee and participating, as needed, at the various MPO committee meetings, including the Citizens Committee, the MPO Technical Advisory Committee, the Policy Board, and 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 Transportation 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

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 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

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 FY27.
- DPRT grant training and meetings.
- Development of a FY27 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.
- Attend monthly check-meetings with all RideShare program staff

Task 1.5 – Professional Training

DESCRIPTION OF ACTIVITIES:

There will be continued training and professional development, allowing staff to attend the Association for Commuter Transportation (ACT), DRPT, and VDOT trainings, 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 discussion panels.
- Attend trainings, webinars, and meetings from state agencies.
- Participate with other stakeholders.

FY 2026 - 2.0 Marketing and Outreach

The following tasks highlight the marketing and outreach that the TJPDC will implement throughout the region in Fiscal Year 2026.

Task 2.1 – Participation in Promotional Events

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.

Promotions include- Connecting Communities, Connecting 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

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. In FY26, staff will be looking at ways to enhance their website for a better customer experience. This work will be done with staff from the CSPDC RideShare program and Pace Communications.

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.
- Website enhancement and redesign

Task 2.3 – Advertise RideShare Program

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.

Task 2.4 – Market RideShare to Employers

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.

FY27 Anticipated Work Tasks

In FY24-25, staff worked with a consultant to complete a five-year Commuter Assistance Programs Strategic Plan. The plan is a requirement from DRPT and will help dictate the necessary work tasks for FY26-30. Staff anticipate working to establish a new regional employer database in FY27. DRPT and the software provider AgileMile have added a Customer Relationship Management (CRM) feature to our existing system, which we will utilize for this task. TJPDC will continue to operate the RideShare program.

Appendices

Appendix A: FY2026 CAPS Operating Assistance Grant Application Draft

38563 - RideShare- Charlottesville region

Application Details

Funding Opportunity:	38279-Commuter Assistance Program (CAP) Operating - FY26
Funding Opportunity Due Date:	Feb 1, 2025 11:59 PM
Program Area:	Transit Program
Status:	Correcting
Negotiation Due Date:	02/18/2025
Stage:	Final Application
Initial Submit Date:	Jan 31, 2025 12:00 PM
Initially Submitted By:	Taylor Jenkins
Last Submit Date:	
Last Submitted By:	

Contact Information

Primary Contact Information

Name*: Sara (First Name) Middle Name Pennington (Last Name)

Title: TDM Program Manager

Email*: spennington@tjpdc.org

Address*: 401 E. Water Street

Charlottesville (City) Virginia (State/Province) 22902 (Postal Code/Zip)

Phone*: (434) 979-1066 Ext.
Phone
###-###-####

Fax: ###-###-####

Organization Information

Name*: Thomas Jefferson PDC

SYIP Agency Name: Thomas Jefferson PDC

Organization Type*: Political Subdivision

Tax ID:

Unique Entity Identifier (UEI): RE5TCTQCJ5G7
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	22902-5241
City	State/Province	Postal Code/Zip

District*: Culpeper

Phone*: (434) 979-1597 Ext.
###-###-####

Fax: ###-###-####

Project Description - FY26 CAP

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

Provide a brief one or two sentence description of the program/project.

Project Description*:

TJPDC will use this grant to provide ride matching and trip planning services to our region through the ConnectingVA platform.

Project Scope - FY26 CAP Operating

Project Scope

Provide a detailed outline of all tasks, resources, time, and deliverables performed with the grant funds, if awarded. Include specifics on what services are provided, how the public receives the services, what ridematching system(s) is used and how it is used, how the public learns about the program, and any other grant funded components and activities.

Project Scope*:

TJPDC will use this grant to provide ridematching and trip planning services to our region through the ConnectingVA platform.

1. We will provide customer service through a toll-free phone number, social media, and email.
2. We will develop advertising and place ads to promote carpool, vanpool, transit, biking, and use of the ridematching and rewards services.
3. Staff will partner with local organizations, transportation providers, and employers to educate and inform of the commute options available in the region.
4. 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.

CAP Budget Details - FY26

Operating Costs

Budget Category	List of Expenses	Requested Amount	Match Amount
2110 Salaries and Wages	For the following staff: Program Manager, Executive Director, Chief Operating Officer, Director of Transportation, Regional Planner/Outreach Coordinator, Administrative Assistant, Regional Planner/Outreach Assistant.	$87,228.00	$0.00
2120 Fringe Benefits	Includes medical, dental, vision, disability and life insurance, also VRS for the following staff: Program Manager, Executive Director, Chief Operating Officer, Director of Transportation, Regional Planner/Outreach Coordinator, Administrative Assistant, Regional Planner/Outreach Assistant.	$22,593.00	$0.00
2460 Indirect Costs	Covers rent, utilities, HR and Accounting, and Legal services provided by TJPDC at 41% for FY26 (pending approval by our cognizant agent)	$45,030.00	$0.00
2320 Communication Services	VITA toll-free phone service, postage	$241.00	$0.00
2240 Supplies & Materials	General office supplies when needed	$30.00	$0.00
2380 Dues & Subscriptions	ACT, VTA, Canva Teams subscription, CVPED, and Chambers of Commerce: Charlottesville/Albemarle, Fluvanna County, Greene County, Louisa County, and Nelson County	$3,270.00	$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 (ex: banner ads, weather sponsorships), Geo-fenced targeted ads, and Printed marketing materials; Additional promotion: Sponsorships (Chamber events, SHRM), Event tabling fees, Printing updated materials	$13,600.00	$0.00
2130 Education & Training	ACT International Conference registration, ACT TDM Fall or Spring event registration, VTA Conference, and ACT Chapter Events	$1,670.00	$0.00
2310 Travel	ACT International Conference, ACT Fall or Spring event, VTA Conference, ACT Chapter events, Travel to regional meetings	$3,935.00	$0.00
2440 Services & Maintenance Contracts	Pace Communications for website management, website maintenance, website upgrades/partial redesign; Annual website domain fees	$4,000.00	$0.00
2340 Printing & Reproduction	Only in house printing and copies	$200.00	$0.00
2710 Promotional Items	Promotional items for tabling events, employer outreach, and bike month	$1,700.00	$0.00
		$183,497.00	**$0.00**

Other Funding Sources

Source Type	Source	Amount

No Data for Table

Revenues

Total Revenues*: $0.00

Budget Summary

DRPT Grant Amount (80% max):	$146,797.60
Local Match Required from Applicant (20%):	$36,699.40
Total:	$183,497.00
Total Other Funding:	$0.00

Total Revenues: $0.00

Justification of Memberships & Systems - CAP Operating

Justification of Memberships

Justification Info*:

Virginia Transit Association (VTA) advocates for public transit policies, funding, and initiatives. As transit is a non-SOV mode of travel, it aligns with goals of the Commuter Assisstance program to increase the use of transit, carpools, vanpools, and bicycling. VTA membership allows RideShare staff the opportunity to collaborate with transit providers across the state and work together toward solutions. The Association for Commuter Transportation (ACT) is a nationwide organization providing information and advocacy for commuter transportation and TDM. Through this membership, RideShare staff are able to access peer directories, learning opportunities, and participation in a regional chapter. The Central Virginia Partnership for Economic Development (CVPED) serves the City of Charlottesville and surrounding counties as the regional economic development organization working to foster job creation. By collaborating with this organization, RideShare staff are able to access information and support relevant to TDM strategies that make the region more attractive for employers and employees. Membership and involvement in local chambers of commerce will provide direct access to local businesses and employer networks, which the RideShare program intends to engage with. Chambers are deeply engaged with area employers are a valuable partner in building and promoting TDM programs.

Justification of Licenses and Software, etc.

Justification Info*:

Canva subscription is used for designing social media posts and ads. By having the team subscription, multiple staff, including our partners at CSPDC, can all work together to develop the best content and media.

Staff and Contractors - FY26 CAP Operating and Project

Agency Staff and Work

Position/Title	Work to be Performed	Full-Time or Part-Time Position?	%of Total Annual Salary/Wages	Total Amount Charged to Grant
TDM Program Manager	Provides overall program/grant management and administration, strategic planning, budget development and management, oversees marketing/outreach to both the public and employers, provides customer service via telephone and email, manages commuter and GRH databases, reports all program activity, conducts quarterly park and ride inventory.	Full	74.00%	$56,953.00
TJPDC Executive Director	As leader of the agency, this position provides guidance for program administration, budget and strategic planning. The ED also completes funding requests from localities for match funds each year.	Full	1.00%	$1,943.00
Chief Operating Officer	Provides assistance to TDM staff, as well as administrative support and guidance in program areas such as invoicing, program direction, and community engagement.	Full	1.00%	$828.00
Director of Transportation	Provides direct supervision and assistance to TDM Program Manager, as well as administrative support and guidance in program areas such as invoicing, development of annual work plan, and program direction.	Full	6.00%	$5,358.00
Regional Planner/TDM Outreach Coordinator	Provides outreach to both the community and employers on program services, participates in development and management of promotions, marketing coordination, program evaluation.	Full	31.00%	$19,443.00
Administrative Assistant	Provides administrative support in program areas such as invoicing, plan review/editing, printing, and purchasing and organizing promotional materials.	Full	1.00%	$378.00
Regional Planner/TDM Outreach Assistant	Provides outreach to both the community and employers on program services, participates in development and management of promotions, marketing coordination, program evaluation.	Full	4.00%	$2,325.00
				$87,228.00

Contractor Work

Contractor	Work to be Performed
Pace Communications	Website management, website maintenance, website upgrades/partial redesign
To be determined	Creation and printing of marketing materials

CAP Marketing and Promotions - FY26

Marketing and Promotional Events

Campaign/Event	Brief Description	Purpose	Call to Action	Ad Placement Media
Bike Month	Highlighting cycling as a healthy and enjoyable commuting option, with a strong emphasis on the second annual Business Challenge to encourage the community and employers to work with RideShare.	To partner with local organizations and employers, the City of Charlottesville, Albemarle County and UVA to take and log bike commutes in May.	To encourage local employers and commuters to sign up for the ConnectingVA app and log their bike trips.	Social media, digital ads, and radio
DRPT Connects Business	Encouraging Virginia businesses to utilize our complimentary resources, connect with their local CAP, emphasize employer transit resources and benefits, and support hybrid and remote work.	To increase awareness and utilization of services offered to businesses, while also building relationships with local employers.	To promote alternative modes to their employees with information and services provided by RideShare and ConnectingVA.	Social media and digital ads
DRPT Connects Commuters	Encourages Virginians to download the ConnectingVA app and use the trip planner for their daily commutes.	To encourage carpool/vanpool use and drive commuters to use the ride matching services as an alternative to driving single occupancy vehicles.	Use ride matching services and non-single occupancy vehicles for travel. Use ConnectingVA app to log trips.	Social media, digital ads, and radio
RideShare Month	Promoting trip logging and use of ConnectingVA.	Increase awareness and participation in ridesharing programs by educating travelers on benefits and options.	Travelers are encouraged to download/use ConnectingVA and to sign up for a carpool or vanpool. The campaign will identify resources and incentives.	Printed materials passed out at in-person events and made available in public gathering places; various forms of digital content and ads, social media, radio ads, and streaming ads.
DRPT Connects Communities	Aims to inspire residents to explore the way in which transit links them to their community.	Encourage residents to try using public transit as an alternative to single occupancy trips.	Encourage commuters to try public transit, use the trip planning tool for route selection and log trips in ConnectingVA.	Social media and digital ads
Earth Month/Clean Commuting	Encourage non SOV trips and demonstrate the environmental impact.	To encourage citizens to try and non-SOV mode of transportation, and increase the use of the ConnectingVA app.	Download ConnectingVA app, consider non-SOV modes of transportation and see your environmental impact of your commuting patterns.	Social media, digital ads, and radio
On-going Program Promotion	Use of various media to increase awareness of RideShare services, the ConnectingVA app, and GRH program.	To keep followers engaged with RideShare social media, promote services offered in between campaigns, and to share important information with commuter	Follow on social media, download ConnectingVA, and log trips on a regular basis.	Social media, digital ads, and radio

Schedules

Program Schedule

Project Start Date	Project End Date

07/01/2025	06/30/2026

Milestones/Events

Milestone	Description	Start Date	End Date
Earth Month	Promote environmental impacts of commute choice	04/01/2026	04/22/2026
Bike Month campaign	Promote biking as a commute option	05/01/2026	05/31/2026
Connects Businesses	Promoting complimentary resources to employers	01/27/2026	03/14/2025
Connecting Communities	Promoting transit as a commute option	10/06/2025	12/19/2026
Connecting Commuters	Promoting ConnectingVA app and trip planner tool	03/17/2026	05/02/2026
RideShare Month	Promoting trip logging and use of ConnectingVA	10/01/2025	10/31/2025

Budget

Total Project Cost

Total Project Cost*: $183,497.00

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*: Yes

Authorized Individual*: Sara Pennington 02/01/2025

First Name Last Name Date

Attachments

Attachments - Please Attach Relevant Documentation Here

Description	File Name	Type	Size	Upload Date
TJPDC Commission Resolution of Support for CAP FY26 Grant Application	TJPD Commission Resolution of Support.pdf	pdf	62 KB	02/13/2025 08:48 AM

tjpdc.org

Thomas Jefferson Planning District Commission
POB 1505, 401 E. Water Street, Charlottesville, VA 22902 www.tjpdc.org
(434) 979-7310 phone • info@tjpdc.org email

RESOLUTION TO APPROVE THE FY26 RIDESHARE GRANT APPLICATION

WHEREAS, the Thomas Jefferson Planning District Commission (TJPDC) is aware of the need for a strong transportation demand management program; and

WHEREAS, the Commission is also aware of the need to stress transportation alternatives to the single occupant vehicles; and

WHEREAS, to address these needs, the TJPDC has included the RideShare program in its annual work plan; and

WHEREAS, funding for such program activity is available through the Virginia Department of Rail and Public Transportation's (DRPT) Commuter Assistance Program Operating Assistance Grant; now, therefore be it

RESOLVED by the Thomas Jefferson Planning District Commission, that Executive Director Christine Jacobs is authorized to execute and file an application to DRPT for a grant of financial assistance for the amount of $146,797 to defray the costs borne by TJPDC for implementing the RideShare program; and be it

RESOLVED FURTHER, that the Commission certifies that it will provide funds in the minimum amount of $36,700, which will be used to match the state funds in the ratio as required (80%/20%), that funds granted to the TJPDC shall be used only for such purposes as authorized, and that records of receipts of expenditures will be maintained for auditing by DRPT and the State Auditor of Public Accounts; and be it

RESOLVED FURTHER, that the Thomas Jefferson Planning District Commission is in full support and endorses the FY26 Rideshare Grant Application.

Adopted this 5th day of December 2024.

Christine Jacobs, Executive Director Thomas Jefferson Planning District Commission	Tony O'Brien, Chair Thomas Jefferson Planning District Commission
12/5/24 Date	12/5/2024 Date

RURAL WORK PROGRAM

- Intended to provide annual transportation planning assistance for non-urbanized areas within the Commonwealth
- Funded through allocation of VDOT State Planning and Research (SPR) funding:
  - Federal source (80%)
  - Local sources (20%)
- State requires each PDC administering the program to identify activities to be undertaken an annual work program
- FY26 annual budget is $72,500
  - VDOT has an additional budget for their staff
- Funding must be used within the Fiscal Year it is allocated
  - Unused funds do not rollover

1

FY25 RURAL WORK PROGRAM HIGHLIGHTS

- TJPDC Comprehensive Safety Action Plan: Move Safely Blue Ridge
- RideShare Commuter Assistance Program Strategic Plan
- SMART SCALE application support

2

FY26 RURAL WORK PROGRAM
ADMINISTRATIVE CHANGES

- Removed line-item budgets for subtasks in the document
  - Better aligns the PDC with similar practices of other PDCs
  - Reduces administrative burden for staff
  - Provides greater flexibility for staff and the Rural Transportation Advisory Committee (RTAC)
- A line-item budget will still be tracked and maintained internally by staff

3

FY26 RURAL WORK PROGRAM
TASK 1: PROGRAM ADMINISTRATION

- Reporting and compliance with regulations
- Staffing committee meetings
- Information sharing with agencies and the public

4

FY26 RURAL WORK PROGRAM
TASK 2: PLANNING AND LOCAL TECHNICAL ASSISTANCE

Short Range Planning and Local and State Assistance

- Prepare/assist with grant applications
- Provide assistance to local and state partners
- Regional Transit Partnership, Travel Demand Management, and Bicycle and Pedestrian activities

Long Range Planning

- TJPDC Comprehensive Safety Action Plan (mid-FY26 completion)
- Travel Demand Management Study
- Coordinated Human Service Mobility Plan Update
- Identify long range priorities and plans

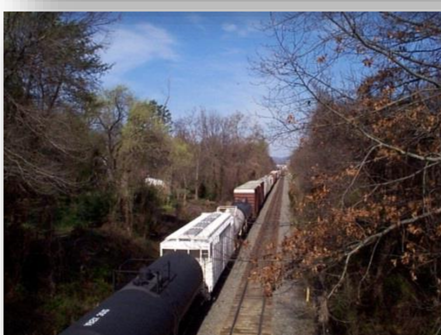
5

FY26 – Draft Rural Work Program			
	SPR	Local	Total
Task 1: Program Administration			
Reporting and Compliance with Regulations	$4,400.00	$1,100.00	$5,500.00
Staffing Committees	$4,400.00	$1,100.00	$5,500.00
Information Sharing	$5,600.00	1,400.00	$7,000.00
	$14,400	**$3,600**	**$18,000**
Task 2: Program Activities			
Comprehensive Safety Action Plan	$8,400.00	$2,100.00	$10,500.00
Transportation Grant Application Support	$6,800.00	$1,700.00	$8,500.00
Local and State Requests for Assistance	$8,000.00	$2,000.00	$10,000.00
Regional Transit Partnership, Travel Demand Management, Bicycle/Pedestrian Activities	$16,000.00	$4,000.00	$20,000.00
Long Range Priorities/Plans	$4,400.00	$1,100.00	$5,500.00
	$43,600	**$10,900**	**$54,500**
FY26 Rural Work Program Total	**$58,000**	**$14,500**	**$72,500**

6

DRAFT Thomas Jefferson Planning District Commission
FY-2026 Rural Transportation Planning Work Program

July 01, 2025 – June 30, 2026

Thomas Jefferson Planning District Commission

VDOT Virginia Department of Transportation

Preface

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

This scope of work is required to include specific activities as requested by VDOT and/or the Federal Highway Administration. The scope of work also includes activities or studies addressing other transportation planning related issues that are of specific interest to the region. The criteria for the determination of eligibility of studies for inclusion as part of this work program are based upon 23 U.S.C. 307 (c), State Planning and Research.

The Rural Transportation Advisory Committee (RTAC) reviewed this work program at their February 18, 2025 meeting. The Commission reviewed the draft of the Rural Transportation Advisory Committee Work Program at their March 6, 2025, meeting and approved the work program at their April 3, 2025 meeting.

The preparation of this program was financially aided through administrative funds from the FY25 Rural Transportation Planning Work Program.

Table of Contents

Introduction

Purpose and Objective

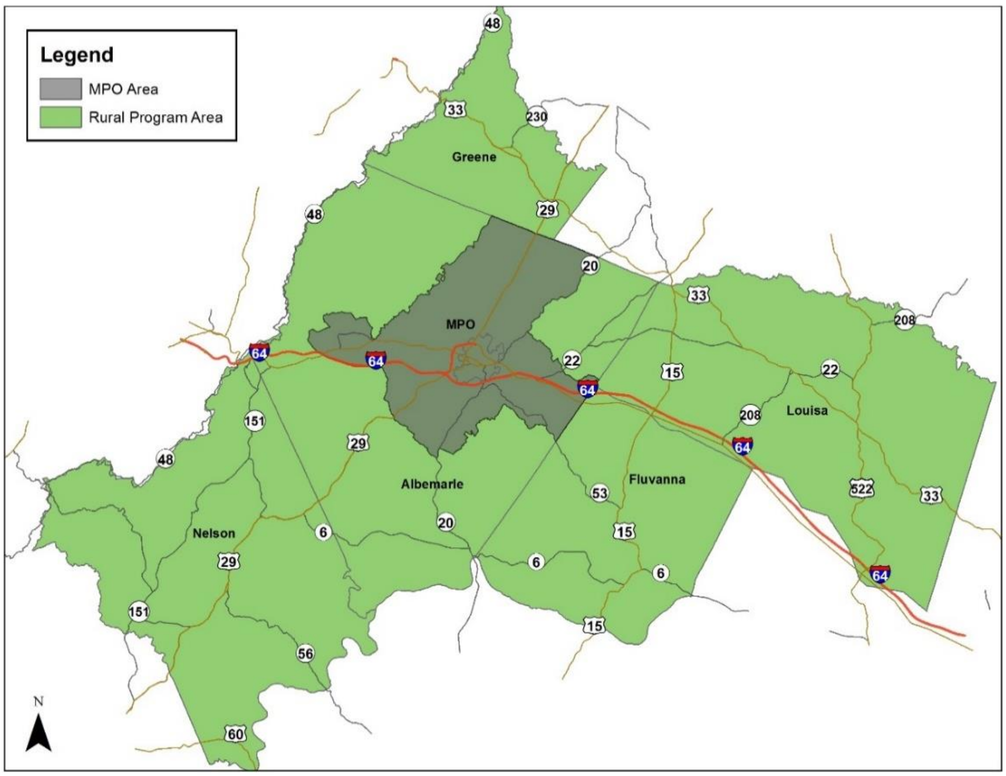
The Virginia Department of Transportation (VDOT) allocates part of the State Planning and Research (SPR) funding to provide annual transportation planning assistance for non-urbanized areas within the Commonwealth. The Rural Transportation Planning (RTP) Program was created to aid the State in fulfilling the requirements of the State Planning Process to address the transportation needs of non-metropolitan areas. Funds appropriated under 23 U.S.C. 307(c) (SPR funds) are used in cooperation with the Department of Transportation, Commonwealth of Virginia for transportation planning as required by Section 135, Title 23, U.S. Code. These Federal funds provide 80 percent funding and require a 20 percent local match.

In FY-2026 each planning district commission / regional commission that includes rural areas will receive $58,000 from VDOT's Rural Transportation Planning Assistance Program. The corresponding planning district commission / regional commission will provide a local match of $14,500 to conduct rural transportation planning activities. This resource may be supplemented with additional planning funds. The arrangement of all such funds involves the development of a scope of work, approval, and other coordination in the Transportation & Mobility Planning Division's (TMPD) administrative work programs.

The scope of work shall include specific activities as requested by VDOT and/or the Federal Highway Administration. The scope of work may also include activities or studies addressing other transportation planning related issues that may be of specific interest to the region. The criteria for the determination of eligibility of studies for inclusion as part of this work program are based upon 23 U.S.C. 307 (c), State Planning and Research.

Rural Transportation Program

The scope of work includes specific activities as requested by VDOT and/or the Federal Highway Administration. The scope of work also includes activities or studies addressing other transportation planning related issues that are of specific interest to the region. The criteria for the determination of eligibility of studies for inclusion as part of this work program are based upon 23 U.S.C. 307 (c), State Planning and Research. The map below shows the rural program areas in light green.



Highlights of FY25

In FY25, the Rural Transportation Program focused on a variety of outcomes. The program dedicated significant time to continued work on the Comprehensive Safety Action Plan and completing the Commuter Assistance Program Strategic Plan. While TJPDC staff conducted its regular administration of the program and provided a variety of other services to the region and its members, the following highlights the more substantive efforts.

COMPREHENSIVE SAFETY ACTION PLAN – In FY23, the TJPDC was notified that it was awarded a grant through the U.S. Department of Transportation's Safe Streets and Roads for All Discretionary Grant Program to develop a Comprehensive Safey Action Plan for all six of its member jurisdictions. To utilize the grant funding most effectively, the TJPDC allocated additional staff effort to support the plan development through the Rural Work Program and the Charlottesville-Albemarle Metropolitan Planning Organization's (CA-MPO) Unified Planning Work Program. The Comprehensive Safety Action Plan is due for mid-FY26 completion.

COMMUTER ASSISTANCE PROGRAM STRATEGIC PLAN – The TJPDC undertook completion of the required five-year strategic plan for its RideShare program in FY24. Consultant expenses were paid through a Virginia Department of Rail and Public Transportation technical assistance grant, and staff effort was supported through the Rural Work Program and the Charlottesville-Albemarle Metropolitan Planning Organization's (CA-MPO) Unified Planning Work Program. The plan was completed and adopted by the Commission in FY25.

Fiscal Year 2026 Budget

Task	Description	SPR Funds (80%)	PDC (20%)	Total
TASK 1.0	PROGRAM ADMINISTRATION	$14,400	$3,600	$18,000
TASK 2.0	PLANNING & TECHNICAL ASSISTANCE	$43,600	$10,900	$54,500
TOTAL	RURAL PLANNING PROGRAM	$58,000	$14,500	$72,500

FY2026 Scope of Work: This section of the Scope of Work details the administrative and technical tasks, staff responsibilities, and expected end products. The purpose of this work element is to facilitate regional participation and consensus building on transportation-related issues through a continuing, comprehensive, and coordinated (3-C) planning process.

Fiscal Year 2026 Activities by Task

FY 2026 – 1.0 Program Administration - $18,000

The purpose of this task is to facilitate regional participation and consensus building on transportation-related issues through a continuing, comprehensive and coordinated planning process *(the 3 C's approach)*. The PDC's Rural Transportation Advisory Committee (RTAC) is the technical committee of the Rural Transportation Program, and is composed of professional staff from local governments, the Virginia Department of Transportation (VDOT), JAUNT, and the PDC's RideShare program. The Planning District Commission functions as the Policy Board of the Rural Transportation Program.

A. Reporting and Compliance with Regulations

DESCRIPTION OF ACTIVITIES:

Coordinate rural transportation planning activities (committees, community workshops, studies) and prepare quarterly progress reports and invoices. TJPDC staff will coordinate activities, develop reports to VDOT, and prepare monthly progress reports and invoices. VDOT staff will process invoices and handle reimbursements.

DELIVERABLE TASKS TO BE UNDERTAKEN:

- Prepare and submit 12 monthly reports and invoices
- FY26 Rural Work Program Implementation
- Prepare the FY27 Rural Work Program

B. Staff committee meetings

DESCRIPTION OF ACTIVITIES:

The TJPDC will staff committee meetings by: preparing materials; maintaining committee membership; writing minutes; handling public participation and mailings; updating committee websites; and, coordinating with the CA-MPO.

DELIVERABLE TASKS TO BE UNDERTAKEN:

- Staff the Rural Transportation Advisory Committee – meeting 6 times per year.
- Coordinate with VDOT staff to develop meeting agenda topics
- Conduct presentations to the Thomas Jefferson Planning District Commission (Rural Transportation Program Policy Board).

C. Share information with agencies and public

DESCRIPTION OF ACTIVITIES:

TJPDC staff will work to share transportation-related information with state agencies, local officials, other PDCs, stakeholders, and the general public. Staff will also attend relevant training sessions that will better inform rural transportation planning efforts.

DELIVERABLE TASKS TO BE UNDERTAKEN:

- Continue to update the Rural Program website, to better share information with VDOT and stakeholders
- Participate in outreach meetings and provide/review data as requested by VDOT
- Attend Boards of Supervisors meetings in rural member localities in alignment with VDOT quarterly updates
- Participate with the MPOs and VDOT on setting performance measure goals

- Assist VDOT with local and regional input to annual statewide transportation improvement programs
- Conduct intergovernmental discussion and coordination of transportation projects and developments
- Provide informational updates in TJPDC news distribution channels (newsletters, Quarterly Reports, etc.)
- The RTAC and Commission will continue to include public comment periods in its meeting agendas
- Provide social media informational articles through TJPDC social media pages
- Attend transportation sessions at statewide conferences
- Attend trainings from state agencies
- Host VDOT work sessions at the TJPDC Water Street Center or virtually

Administration Budget	
SPR Funds (80%)	$14,400
PDC Funds (20%)	$ 3,600
Total Budgeted Expenditure for Program Administration	$18,000

FY 2026 - 2.0 Planning & Local Technical Assistance - $54,500

The following tasks highlight the planning and technical services that the TJPDC will provide to its member localities in Fiscal Year 2026. The TJPDC will provide general technical assistance to its member localities, as well as undertake specific endeavors on projects throughout the region to move towards the goals established in the Rural Long Range Transportation Plan.

Task 2.1 – Short Range Planning and Local and State Assistance

A. Prepare transportation infrastructure grant applications

DESCRIPTION OF ACTIVITIES:

The TJPDC staff supports its regional members in the identification and submission of SMART SCALE and other transportation grant applications at their request.

CURRENT/PLANNED PROJECTS:

- Assist the TJPDC region's counties, towns, and villages with grant applications related to transportation improvements
- Pursue grants for implementation of RLRP or Comprehensive Safety Action Plan projects
- Provide assistance for SMART SCALE grant applications upon request

B. Provide assistance to local and state partners as requested

Unanticipated rural transportation planning needs and issues arise during the fiscal year and the Rural Transportation Planning Program of the Planning District should be a resource for addressing these issues.

TASKS TO BE UNDERTAKEN:

- Provide support and technical assistance with plan reviews, rural transportation and corridor studies, strategic planning efforts, bikeway plans and studies
- Participate on VDOT studies as part of the project development pipeline process
- Develop and provide GIS information, as requested

- Support the development of local Comprehensive Plan chapters and recommendations, as requested

C. Regional Transit Partnership, Travel Demand Management, and Bicycle and Pedestrian Activities

DESCRIPTION OF ACTIVITIES:

There are several regional efforts to promote and support alternative transportation modes that will need to coordinate with the Rural Transportation Work Program, including regional transit planning initiatives and commuter assistance program initiatives.

TASKS TO BE UNDERTAKEN:

- Coordinate with the Regional Transit Partnership to ensure that rural interests are represented in regional transit planning efforts
- Provide ongoing support for transit initiatives to expand the Mobility Management program and support rural locality engagement in establishing the Regional Transit Authority
- Collaborate with Rideshare to support programming that will improve participation in the regional Travel Demand Management activities and initiatives

Task 2.2 – Long Range Planning

A. Comprehensive Safety Action Plan

DESCRIPTION OF ACTIVITIES:

The TJPDC was awarded a federal Safe Streets and Roads for All Discretionary Grant to develop Comprehensive Safety Action Plans for each of the six jurisdictions. To effectively leverage the funding, the TJPDC is committing additional staff support for the development of the safety action plans through both the Rural Work Program and the CA-MPO's Unified Planning Work Program. Once funding is released, there is a two-year performance period for the development of the Comprehensive Safety Action Plan, which will identify strategies for each locality to reduce the number of fatalities and serious injuries occurring along their roadways.

TASKS TO BE UNDERTAKEN:

- Conduct crash analysis and identify high-priority corridors in collaboration with VDOT staff.
- Attend meetings related to the release of the Safe Streets and Roads for All grant funding, and prepare the agency to receive the funding.
- Provide ongoing administration and coordination of the grant activities in addition to what is supported with the grant funding.
- TJPDC will partner with VDOT to complete an analysis of crashes throughout the region to determine the priority corridors outside of the federal grant in order to maximize the use of the grant resources.

B. Travel Demand Management Study

DESCRIPTION OF ACTIVITIES:

One effort that will begin in FY26 is the development of a comprehensive regional Travel Demand Management Study. This study will be used to help identify long-term initiatives to reduce vehicle miles traveled throughout the region. This study will provide a high-level understanding of travel demand factors and support the identification of long-term infrastructure and multimodal transportation improvements needed to support mode shift. Staff support for this study will be supported by both the Rural Work Program and the CA-MPO's Unified Planning Work Program.

TASKS TO BE UNDERTAKEN:
- Review and synthesis of exisiting literature and studies previously completed in the rural areas.
- Review regional transportation demand model to determine future growth impacts
- Identification of TDM strategies to accommodate future traffic volumes, including park and ride infrastructure, bicycle and pedestrian infrastructure and transit service implementation.

C. Coordinated Human Services Mobility Plan Update

DESCRIPTION OF ACTIVITIES:

Programs funded under the FTA Section 5310 program must align with strategies defined in the Coordinated Human Services Mobility (CHSM) Plan. When applying for Section 5310 funding through DRPT, applicants must demonstrate how their project aligns with the CHSM strategies and actions. DRPT is preparing to update the CHSM plan beginning in FY26, and Rural Transportation program staff may participate as a grant recipient if requested.

TASKS TO BE UNDERTAKEN:
- Provide program data and review draft content, as necessary
- Participate in working groups, focus groups, etc.
- Complete surveys, as requested

D. Long Range Priorities and Plans

DESCRIPTION OF ACTIVITIES:

Staff will assess the existing long-range priorities and status of projects from the 2040 Rural Long Range Plan (RLRP). By holistically assessing the needs and funding for projects in the region's rural areas we can determine when the next RLRP will need to be updated.

TASKS TO BE UNDERTAKEN:
- Assess status of projects identified in 2040 RLRP
- Review projects that haven't been funded yet for other opportunities or changes
- Determine how the Comprehensive Safety Action Plan can be applied to the region through the RLRP
- Review with RTAC long range plans in the rural localities
- Create a timeline for plan updates throughout the rural areas

Planning & Technical Assistance Activities Budget

SPR Funds (80%)	$43,600
PDC Funds (20%)	$10,900
Total Budgeted Expenditure for Program Activities	$54,500

FY27 Anticipated Work Tasks

To provide a longer view of the Rural Transportation Program, staff anticipates work tasks for the next fiscal year to create better continuity between fiscal years and manage commitments to member localities.

In FY27, continued work on developing a coordinated regional strategy for SMART SCALE funding application projects that prioritize projects by both need and likelihood of funding. The TJPDC will once again assist local governments in application preparation. Staff will continue to work on the comprehensive regional travel demand management study. With the completion of the Comprehensive Safety Action Plan in mid-FY26, staff will determine the level of support for any implementation activities that are identified as part of that plan development.

Appendices

Appendix A: FY-2026 Budget Summary

Tasks	VDOT (SPR) 80%	PDC (Match) 20%	Total 100%
Program Administration			
Total Budgeted Expenditure for Program Administration	$14,400.00	$3,600.00	$18,000.00
Program Activities			
Total Budgeted Expenditure for Program Activities	$43,600.00	$10,900.00	$54,500.00
Task 2.1 – Short Range Planning and Local and State Assistance			
Task 2.2- Long Range Planning			
Total Budgeted Expenditure for Program Administration and Program Activities	$58,000.00	$14,500.00	$72,500.00

Thomas Jefferson Planning District Commission

Regional Vision ▪ Collaborative Leadership ▪ Professional Service

THOMAS JEFFERSON PLANNING DISTRICT COMMISSION (TJPDC)

Minutes, February 6, 2025

COMMISSIONERS PRESENT	IN PERSON	REMOTE	STAFF PRESENT	IN PERSON	REMOTE
Albemarle County			Christine Jacobs, Executive Director	x	
Ned Gallaway	x		David Blount, Deputy Director		x
Mike Pruitt	x		Ruth Emerick, Chief Operating Officer	x	
Fluvanna County			Laura Greene, Finance & HR Director		
Tony O'Brien, Chair			Taylor Jenkins, Director of Transportation		x
Keith Smith, Treasurer	x		Lucinda Shannon, Senior Transportation Planner	x	
Greene County			Igor Kalina, PATH Transportation Counselor	x	
Tim Goolsby	x		Sarah Richardson, PATH Transportation Assistant	x	
James Higgins	x		Joe Klodzinski, VATI Administrative Assistant		x
Louisa County					
Tommy Barlow	x				
Manning Woodward	x				
Nelson County					
Ernie Reed	x		**GUESTS/PUBLIC PRESENT**		
Jesse Rutherford	x				
City of Charlottesville					
Phil d'Oronzio	x				
Michael Payne, Vice Chair					

1. CALL TO ORDER:

a. Call to Order, Roll Call:

The Thomas Jefferson Planning District Commission (TJPDC) Treasurer, Keith Smith, presided and called the TJPDC meeting to order at 7:01 pm. Ruth Emerick took attendance and certified that a quorum was present.

b. Vote to Allow Electronic Participation (if needed): Not needed.

2. MATTERS FROM THE PUBLIC:

a. Comments by the Public: None.

b. **Comments provided via email, online, web site, etc.:** None.

3. PRESENTATIONS:

a. New Staff Introductions

Christine Jacobs introduced four new staff who came on board in December and January, including the new Director of Transportation, Taylor Jenkins.

b. FY26 PATH/Mobility Management Program Grant Application

Lucinda Shannon, Senior Transportation Planner, gave an overview of the Mobility Management grant application and planned activities for FY26.

c. FY26 MERIT Technical Assistance Grant Application

Lucinda Shannon gave an update on the newly formed Charlottsville Ara Regional Transit Authority (CARTA) and outlined a work plan to use a MERIT technical assistance grant to develop and prioritize implementation activities, if awarded.

4. CONSENT AGENDA:

a. **Minutes of the December 5, 2024 Meeting**
b. **Minutes of the January 9, 2025 Special Session**
c. **November and December Financial Reports**

Motion/Action: On a motion by Jesse Rutherford, seconded by Phil d'Oronzio, the Commission unanimously approved the Consent Agenda as presented.

5. NEW BUSINESS:

a. Central Virginia Regional Housing Partnership (CVRHP) Appointments

Ruth Emerick shared that Greg Powe has stepped down from his appointment to the CVRHP and Kurt Keesecker is being recommended as his replacement.

Motion/Action: On a motion by Phil d'Oronzio, seconded by Jesse Rutherford, the Commission unanimously appointed Kurt Keesecker as the TJPDC Appointed Design Professional for the Central Virginia Regional Housing Partnership.

b. Quarter Two (October – December) Staff Memo and Financial Report

Christine Jacobs gave an update on the TJPDC's financial performance for Quarter Two. The TJPDC has 11.76 months of available operating expenses, which is more than double the goal of five months. The TJPDC has 4.17 months of average monthly operating expenses as unrestricted cash on hand, which is slightly above the current target level of four months.

Motion/Action: On a motion by Phil d'Oronzio, seconded by Jesse Rutherford, the Commission unanimously accepted the Quarter Two financials, as presented.

c. FY25 Draft Amended Operating Budget

Christine Jacobs presented the Draft Amended Operating Budget. The final draft will be brought to the Commission for consideration and approval at their March meeting.

6. OLD BUSINESS:

a. None

5. EXECUTIVE DIRECTOR'S REPORT:

a. Monthly Report

Christine Jacobs shared updates about projects and staff attendance at the VACO Local Government Day and VAPDC meetings in January. The VATI 2024 grant contract was executed in January. The Safe Streets and Roads for All project has completed round II of public engagement and expects to have a draft plan for review in the next couple of months.

5. OTHER BUSINESS:

a. Roundtable Discussion by Jurisdiction

b. Next Meeting – March 6, 2025, 7:00 pm
Finance Executive Committee Meeting – March 6, 2025, 5:15 pm
Items for next meeting:

i. FY26 Rideshare Work Program and Grant Application – Presentation
ii. FY26 Draft Rural Transportation Work Program and Budget – Presentation
iii. FY26 5-Year Strategic Plan – For Approval
iv. FY25 Final Amended Operating Budget – For Approval
v. VATI Six-Month Update – Presentation
vi. Executive Director Evaluation Process Begins
vii. TJPDC Corporation – Appoint New Members, if needed

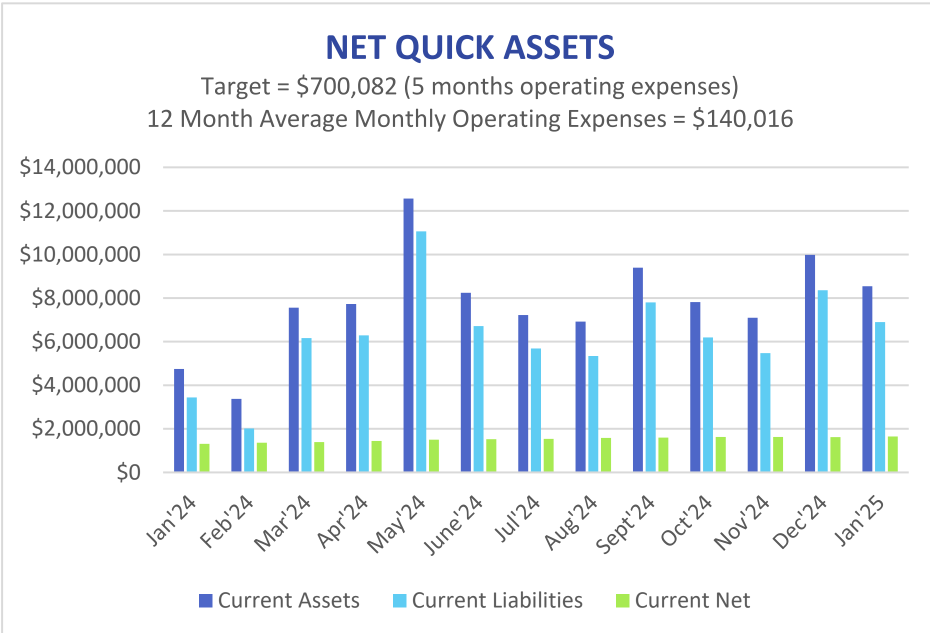
6. ADJOURNMENT:

Motion/Action: On a motion by Jesse Rutherford, seconded by Phil d'Oronzio, the Commission unanimously voted to adjourn the January 6, 2025, Commission meeting at 8:29 pm.

Commission materials and meeting recording may be found at www.tjpdc.org

FY 25 FINANCIAL DASHBOARD

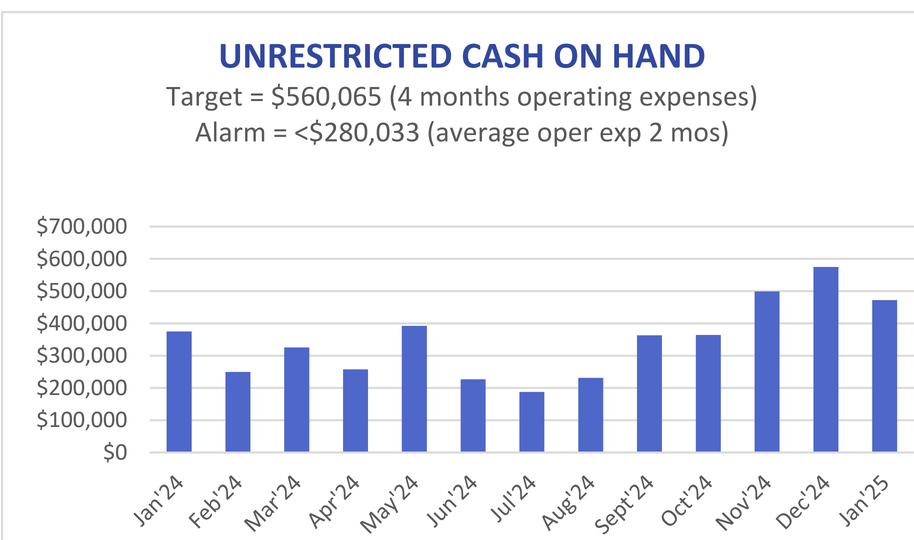
Through January 2025



Monthly Net Quick Assets

Jan'24 = $1,309,673
Feb'24 = $1,364,137
Mar'24 = $1,395,162
Apr'24 = $1,442,556
May'24 = $1,502,579
Jun'24 = $1,523,939
Jul'24 = $1,538,193
Aug'24 = $1,579,627
Sept'24 = $1,594,519
Oct'24 = $1,624,878
Nov'24 = $1,624,250
Dec'24 = $1,622,485
Jan'25 = $1,646,439

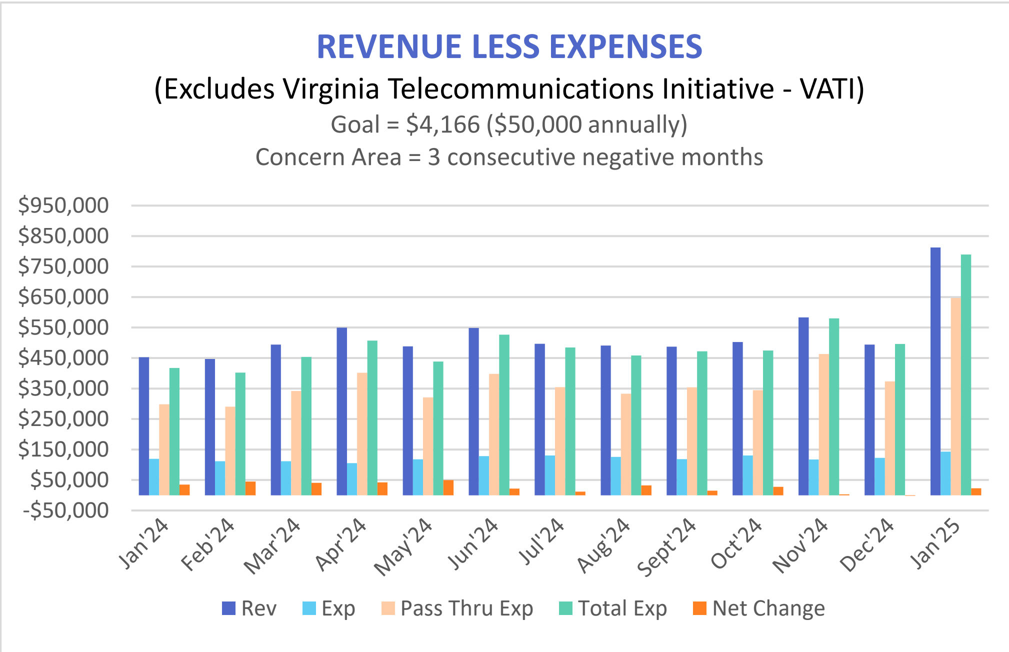
Net Quick Assets are the highly liquid assets held by the agency, including cash, marketable securities, and accounts receivable. Net quick assets (NQA) are calculated as current assets (cash + marketable securities + prepaid assets + accounts receivable) minus current liabilities of payables and deferred revenue. The target is 5 months of operating expenses (TJPDC costs minus pass-through and project contractual expenses), based on a rolling twelve-month average. The Commission has earmarked excess NQA above the target as Capital Reserves. As of the end of January 2025, the TJPDC had 11.76 months of operating expenses. The rolling twelve-month average operating expenses increased to $140,016. The 3-month average operating expenses increased to $145,441. Actual operating expenses for January were $166,533. Capital reserves on January 31 were $946,358 (NQA minus 5 months of operating expenses).



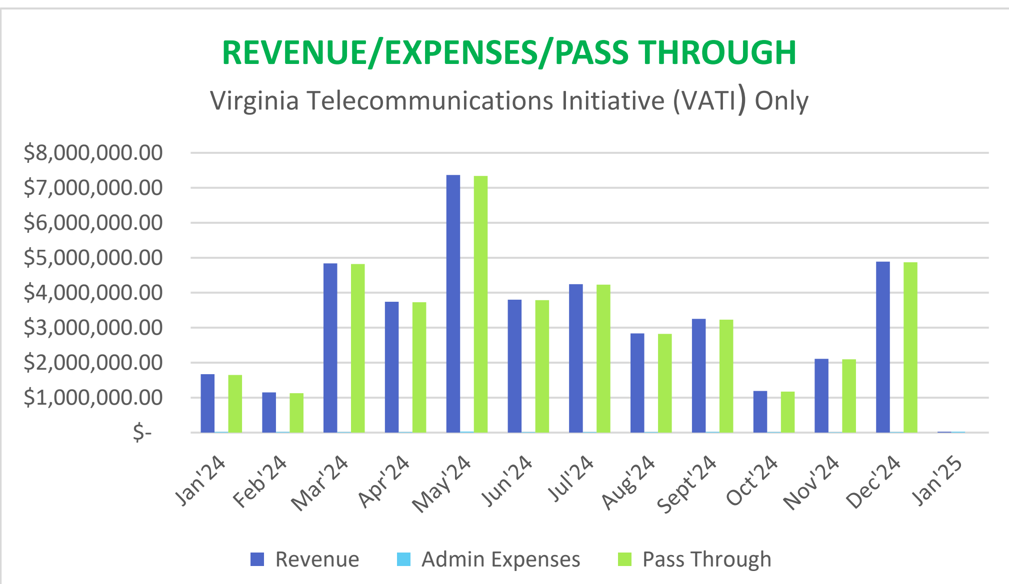
Unrestricted Cash on Hand consists of funds held in checking and money market accounts immediately available to TJPDC for expenses. Cash does not include pass-through deposits in transit. Total cash minus notes payable minus deferred revenue = Unrestricted Cash on Hand.

Months of Unrestricted Cash divides unrestricted cash on hand by the agency's average monthly operating expenses to give the number of months of operation without any additional cash received. January financials indicate that there were 3.37 months of unrestricted cash on hand available.

NET REVENUE:



MONTHLY NET REVENUE
Jan'24 = $34,814
Feb'24 = $44,694
Mar'24 = $40,588
Apr'24 = $42,269
May'24 = $49,807
Jun'24 = $21,748
Jul'24 = $11,876
Aug'24 = $32,485
Sept'24 = $14,966
Oct'24 = $27,710
Nov'24 = $3,008
Dec'24 = ($1,936)
Jan'25 = $22,942



MONTHLY ADMIN
Jan'24 = $22,308
Feb'24 = $20,510
Mar'24 = $15,485
Apr'24 = $14,924
May'24 = $27,355
June'24 = $14,920
Jul'24 = $14,508
Aug'24 = $16,720
Sept'24 = $14,579
Oct'24 = $17,955
Nov'24 = $13,090
Dec'24 = $16,873
Jan'25 = $23,731

NET REVENUE is the surplus or shortfall resulting from monthly revenues minus expenses. To prevent skewing of the data, pass through revenue and expenses from the Virginia Telecommunications Program (VATI) have been removed from the Revenue Less Expenses graph/data and are reported separately in the VATI revenues, expenses, and pass-through graph both shown above.

The agency's net gain in January was $22,942. The January Accrued Revenue Report shows the total average available funds of $220,922 for the remaining 5 months in FY25, which is ample revenue to cover projected expenses.

NOTES

1. Target is a reasonable expectation that the TJPDC may reach this level to achieve our long-range financial goals. A plan will be developed showing how these target goals are expected to be achieved through daily financial management practices.
2. Concern is a level where staff will immediately identify causes of the change in financial position, whether this is a special one-time circumstance caused by a financial action or whether a trend is emerging caused by one of more operational or financial circumstances and prepare a plan of action to correct or reverse the trend.
3. Back up documentation and details of this Financial Dashboard can be found in the monthly financial statements of Balance Sheet, Consolidated Profit and Loss Report, and the Accrued Revenue Report supplied to the TJPDC Commissioners.
4. The average monthly operating expense is a rolling twelve-month average of operating expenses (TJPDC costs minus pass-through and project contractual expenses).
5. The TJPDC earmarked some of TJPDC's reserves for a building or capital fund in FY18, tied to Net Quick Assets.

	Jan 25	Budget	Jul '24 - Jan 25	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
41100 · Federal Funding Source	142,507	3,157,902	19,725,109	22,105,315	37,894,825
4120 · State Funding Source	357,013	93,101	735,567	651,705	1,117,209
4130 · Local Source	307,570	287,634	3,997,165	2,013,438	3,451,608
4131 · Event Sponsors & Fees	0		630		
42000 · Local Match Per Capita	14,868	14,868	104,074	104,073	178,410
4279 · Program Income	8,188		10,028		
4280 · Interest Income	6,059	2,917	41,321	20,417	35,000
4999 · Prior Year Rev Corr	0		31		
Total Income	836,205	3,556,421	24,613,925	24,894,948	42,677,053
Gross Profit	836,205	3,556,421	24,613,925	24,894,948	42,677,053
Expense					
61000 · Personnel	129,650	119,458	777,155	836,207	1,433,498
6900 · Reimb. Overhead Allocation	0	0	0	0	0
6901 · Non-Reimb. Overhead Allocation	0	0	0	(0)	(0)
6240 · Advertising	662	3,162	6,698	22,135	37,945
62394 · Audit -Legal Expenses	736	5,865	7,419	41,052	70,375
6258 · Bank Charges	40		295	0	0
6260 · COGS	2,363	250	2,363	1,750	3,000
6281 · Dues	1,615	883	7,721	6,178	10,590
6242 · Employee Hiring & Recruitment	544		5,320		
62850 · Insurance	539	708	4,784	4,958	8,500
6345 · Janitorial Service	175	375	1,274	2,625	4,500
6450 · Meeting Expenses	94	1,065	4,954	7,458	12,785
6310 · Postage	73	209	597	1,460	2,503
62890 · Printing/Copier	172	540	1,545	3,781	6,482
6390 · Professional Dev & Meetings	913	5,797	22,817	40,580	69,565
6320 · Rent	9,009	8,945	62,297	62,617	107,343
6280 · Subscription-Publications	163	50	754	350	600
6290 · Supplies	4,972	803	9,084	5,620	9,634
63210 · Technology & Equipment	4,305	4,860	34,586	34,022	58,323
6600 · Telephone & Internet Service	1,435	1,283	9,503	8,979	15,392
6380 · TJPDC Contractual Services	6,885	6,085	28,285	42,593	73,017
63300 · Travel	2,188	4,003	26,252	28,018	48,031
9999 · Misc. / Contingency	0	5,831	0	40,816	69,971
Total Expense	166,533	170,171	1,013,702	1,191,200	2,042,056
Net Ordinary Income	669,672	3,386,250	23,600,223	23,703,748	40,634,997
Other Income/Expense					
Other Expense					
82999 · Grants Contractual Services	393,801	121,648	849,143	851,535	1,459,775
83000 · HOME Pass-Through	8,188	98,432	134,241	689,025	1,181,186
84000 · Grants Pass-Through	244,741	3,166,170	22,503,667	22,163,188	37,994,037
Total Other Expense	646,730	3,386,250	23,487,050	23,703,748	40,634,997
Net Other Income	(646,730)	(3,386,250)	(23,487,050)	(23,703,748)	(40,634,997)
Net Income	**22,942**	**(0)**	**113,173**	**(0)**	**0**

Thomas Jefferson Planning District Commission
Balance Sheet Prev Year Comparison
As of January 31, 2025

	Jan 31, 25	Jan 31, 24	$ Change
ASSETS			
Current Assets			
Checking/Savings			
1100 · Cash	1,016,435.28	841,502.31	174,932.97
1189 · Capital Reserve	932,719.00	616,859.00	315,860.00
Total Checking/Savings	1,949,154.28	1,458,361.31	490,792.97
Accounts Receivable			
1190 · Receivable Grants	6,578,636.47	3,327,869.88	3,250,766.59
Total Accounts Receivable	6,578,636.47	3,327,869.88	3,250,766.59
Other Current Assets			
1310 · Prepaid Rent	2,025.00	2,025.00	0.00
1330 · Prepaid Insurance	3,142.46	3,392.02	-249.56
1360 · Prepaid Other	9,744.30	5,814.56	3,929.74
Total Other Current Assets	14,911.76	11,231.58	3,680.18
Total Current Assets	8,542,702.51	4,797,462.77	3,745,239.74
Fixed Assets			
1411 · Power Edge T340 Server	9,175.61	9,175.61	0.00
1413 · Server Software	5,197.50	5,197.50	0.00
1400 · Office furniture and Equipment	122,334.57	122,334.57	0.00
1499 · Accumulated Depreciation	-121,364.67	-115,327.95	-6,036.72
Total Fixed Assets	15,343.01	21,379.73	-6,036.72
TOTAL ASSETS	**8,558,045.52**	**4,818,842.50**	**3,739,203.02**
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable			
2100 · Accounts Payable-General	6,336,138.68	2,999,061.29	3,337,077.39
Total Accounts Payable	6,336,138.68	2,999,061.29	3,337,077.39
Credit Cards			
2155 · Accounts Payable Credit Card	10,449.60	7,699.53	2,750.07
Total Credit Cards	10,449.60	7,699.53	2,750.07
Other Current Liabilities			
2159 · Accrued Expenses	5,150.81	4,258.31	892.50
2160 · Accrued Payroll Payable	14,132.36	8,657.75	5,474.61
2465 · VRS Optional Life Payable	0.01	0.00	0.01
2468 · 401A VRS Contribution	0.01	-0.03	0.04
2800 · Deferred Revenue	530,391.66	437,351.93	93,039.73
Total Other Current Liabilities	549,674.85	450,267.96	99,406.89
Total Current Liabilities	6,896,263.13	3,457,028.78	3,439,234.35
Long Term Liabilities			
2200 · Leave Payable	52,822.60	50,303.68	2,518.92
Total Long Term Liabilities	52,822.60	50,303.68	2,518.92
Total Liabilities	6,949,085.73	3,507,332.46	3,441,753.27
Equity			
3000 · General Operating Fund	547,724.64	403,402.19	144,322.45
3100 · Restricted Capital Reserve	932,719.00	616,859.00	315,860.00
3600 · Net Investment in Fixed Assets	15,343.01	21,379.73	-6,036.72
Net Income	113,173.14	269,869.12	-156,695.98
Total Equity	1,608,959.79	1,311,510.04	297,449.75
TOTAL LIABILITIES & EQUITY	**8,558,045.52**	**4,818,842.50**	**3,739,203.02**

Accrued Revenue by Grant or Contract **For Year Ending June 30, 2025**

Program Code	PROGRAM CONTRACTS/GRANTS Without Pass-Thrus	TOTAL PROGRAM CONTRACT/ GRANT AMOUNT	JULY 2024	AUGUST 2024	SEPTEMBER 2024	OCTOBER 2024	NOVEMBER 2024	DECEMBER 2024	JANUARY 2025	YEAR TO DATE FY25	PREVIOUS YEARS	ESTIMATED BUDGET AMOUNT FOR FY26+	GRANT TO DATE	GRANT-CONTRACT REMAINING FY25	NOTES
299	**State Support to PDC (DHCD)**	$ 114,971	$ 9,581	$ 9,581	$ 9,581	$ 9,581	$ 9,581	$ 9,580	$ 9,581	$ 67,066	$ -	$ 20,452	$ 67,066	**$ 27,453**	State funding to TJPDC General/Contingency $20,452 Deferred to FY26
112	**TJPDC Corporation**	$ 1,200	$ 135	$ 99	$ -	$ -	$ 266	$ 99	$ 199	$ 799	$ -	$ -	$ 799	**$ 401**	501(c)3 Non-profit Arm
110	**Bank Interest**	$ 70,000	$ 5,864	$ 5,884	$ 5,585	$ 6,159	$ 5,828	$ 5,941	$ 6,059	$ 41,321	$ -	$ -	$ 41,321	**$ 28,679**	Investment Pool Savings Income
120	**SCRC**	$ 23,000	$ -	$ -	$ -	$ 9,597	$ 334	$ 135	$ -	$ 10,066	$ -	$ 5,750	$ 10,066	**$ 7,184**	*SCRC Cooperative Agreement (Oct 1-Sept 30)
170/171	**Rural Transportation**	$ 58,000	$ 2,994	$ 2,853	$ 1,814	$ 5,494	$ 2,219	$ 3,042	$ 2,513	$ 20,929	$ -	$ -	$ 20,929	**$ 37,071**	VDOT Rural Transp Planning
273	**Water Street Center & Office Leases**	$ 40,000	$ 2,420	$ 2,385	$ 2,580	$ 2,155	$ 2,525	$ 2,295	$ 2,155	$ 16,515	$ -	$ -	$ 16,515	**$ 23,485**	Rental Fees
277	**Legislative Liaison**	$ 118,128	$ 5,608	$ 8,651	$ 6,776	$ 9,423	$ 11,621	$ 6,619	$ 13,356	$ 62,055	$ -	$ -	$ 62,055	**$ 56,073**	*Legislative Operations - $12,700 in deferred revenue budgeted
278	**VAPDC-ED**	$ 55,243	$ 4,583	$ 4,583	$ 4,583	$ 4,583	$ 4,826	$ 4,583	$ 4,583	$ 32,326	$ -	$ -	$ 32,326	**$ 22,917**	Contract for Admin Services
296	**Member Per Capita**	$ 178,411	$ 14,868	$ 14,868	$ 14,868	$ 14,868	$ 14,868	$ 14,868	$ 14,868	$ 104,074	$ -	$ -	$ 104,074	**$ 74,337**	Local Govt Annual Contributions
110/300	**VRSA Prof. Development & Safety Grants**	$ 5,250	$ -	$ -	$ 4,750	$ -	$ -	$ -	$ 500	$ 5,250	$ -	$ -	$ 5,250	**$ -**	VRSA Grants for Professional Development & Safety Equip.
303	**Solid Waste**	$ 11,500	$ 1,628	$ 2,259	$ 199	$ 631	$ 3,293	$ 2,557	$ 465	$ 11,032	$ -	$ -	$ 11,032	**$ 468**	*Contract for annual reporting + $1,000 in deferred revenue
325	**Mineral**	$ 4,647	$ 334	$ 2,975	$ 317	$ 832	$ 190	$ -	$ -	$ 4,647	$ -	$ -	$ 4,647	**$ (0)**	Contract for Support Developing Town of Mineral Comprehensive Plan
907	**WIP Phase III - Contract #7**	$ 58,000	$ 4,597	$ 2,764	$ 6,497	$ 3,103	$ 1,415	$ -	$ -	$ 18,376	$ 39,624	$ -	$ 58,000	**$ -**	*Watershed Improvement Plan
907	**WIP Phase III - Contract #8**	$ 58,000	$ -	$ -	$ -	$ -	$ -	$ -	$ 6,349	$ 6,349	$ -	$ 35,934	$ 6,349	**$ 15,716**	Watershed Improvement Plan
908	**RRBC**	$ 11,130	$ 3,156	$ 2,045	$ 3,841	$ 671	$ 266	$ 33	$ 21	$ 10,034	$ -	$ -	$ 10,034	**$ 1,097**	*Rivanna River Basin Commission
Program Code	**PROGRAM CONTRACTS/GRANTS With Pass-Thrus**	$ -													
172	**Safe Streets and Roads for All (SS4A)**	$ 82,000	$ 6,721	$ 4,954	$ 3,972	$ 3,610	$ 2,778	$ 1,887	$ 3,363	$ 27,284	$ 26,054	$ 2,789	$ 53,337	**$ 25,874**	*Estimated Completion - June 2025
	SS4A Pass-Thru	$ 990,000	$ 22,100	$ 14,850	$ 28,050	$ 59,349	$ 59,250	$ 64,770	$ 68,712	$ 317,081	$ 266,545	$ 10,500	$ 583,626	**$ 395,874**	*Pass through to Kimley Horn, AvidCore, and VDOT
180A-24	**Mobility Management - 2024**	$ 86,371	$ 11,172	$ 11,864	$ 6,576	$ -	$ -	$ -	$ -	$ 29,613	$ 56,759	$ -	$ 86,371	**$ (0)**	*Mobility Management - Oct 1 - September 30, 2024
	Mobility Management Pass-Thru - 2024	$ 31,112	$ 4,848	$ 6,425	$ 4,378	$ -	$ -	$ -	$ -	$ 15,650	$ 15,462	$ -	$ 31,113	**$ (0)**	Contracted with JABA
180A-25	**Mobility Management - 2025**	$ 196,438	$ -	$ -	$ -	$ 11,596	$ 6,378	$ 13,524	$ 20,817	$ 52,314	$ -	$ 41,197	$ 52,314	**$ 102,927**	*Mobility Management - Oct 1 - September 30, 2025
	Mobility Management Pass-Thru - 2025	$ 11,831	$ -	$ -	$ -	$ 4,879	$ 6,953	$ -	$ -	$ 11,831	$ -	$ -	$ 11,831	**$ -**	
180B-Local	**Mobility Management - Branding**	$ 17,871	$ 339	$ 505	$ 921	$ 199	$ 533	$ 679	$ 554	$ 3,729	$ 3,154	$ -	$ 6,883	**$ 10,988**	*BAMA grant, CACF grant, UVA contribution to support Mobility Mgmt
	Mobility Management Pass-Thru	$ 35,027	$ -	$ -	$ -	$ 946	$ -	$ -	$ -	$ 946	$ 30,027	$ -	$ 30,973	**$ 4,054**	Branding/Marketing Consultant for Mobility Management
181	**RTP-TDM - Admin**	$ 50,000	$ 2,617	$ 3,582	$ 3,508	$ 5,638	$ 3,213	$ 3,364	$ 5,201	$ 27,122	$ -	$ 7,647	$ 27,122	**$ 15,231**	*Regional Transit Partnership - *budget includes $7,647 deferred revenue
	RTP Pass-Thru	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	**$ -**	*Grant Match if needed
190/195/198	**MPO-PL**	$ 290,276	$ 16,129	$ 11,931	$ 11,733	$ 14,686	$ 9,499	$ 13,982	$ 24,133	$ 102,092	$ -	$ 64,363	$ 102,092	**$ 123,821**	*MPO PL Transportation Planning - Passive Roll Over Permitted
	MPO - PL - Consultant Pass-Thru	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	**$ -**	LRTP Support Consultant
191/196/199	**MPO-FTA**	$ 123,166	$ 5,772	$ 4,531	$ 5,643	$ 5,950	$ 4,298	$ 8,886	$ 9,043	$ 44,123	$ -	$ -	$ 44,123	**$ 79,043**	MPO FTA Transit Planning
	MPO - FTA Pass Thru	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	**$ -**	Consultant Pass-thru if needed
193	**Rideshare - Admin**	$ 174,198	$ 11,754	$ 13,361	$ 10,207	$ 10,261	$ 10,119	$ 9,031	$ 9,070	$ 73,803	$ -	$ -	$ 73,803	**$ 100,395**	Rideshare TDM Program Marketing & Management
	Rideshare Pass-Thru	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	**$ -**	N/A for FY24
194	**Rideshare CAP Strategic Plan**	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	**$ -**	Rideshare Strategic Plan - One-time grant - TJPDC admin not covered
	Strategic Plan Pass-Thru	$ 70,000	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 66,104	$ -	$ 66,104	**$ 3,896**	Full grant is direct pass through to consultant
726	**HOME ARP - Admin**	$ 367,541	$ 2,042	$ 923	$ 1,722	$ 2,745	$ 1,327	$ 1,007	$ 1,171	$ 10,936	$ 146,237	$ 201,772	$ 157,173	**$ 8,595**	*HUD-ARPA Planning funds (not to exceed 5% of grant) - $32,670 budgeted
	HOME ARP Pass-Thru	$ 2,082,730	$ -	$ -	$ 12,771	$ 9,640	$ 13,326	$ 9,359	$ -	$ 45,095	$ 31,109	$ 1,961,430	$ 76,204	**$ 45,095**	*Admin includes Consultant for Gap Analysis - $277697 budgeted
727-21	**HOME-21 TJPDC Admin**	$ 67,662	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 67,662	$ -	$ 67,662	**$ -**	*HUD HOME-21 Housing Grants Admin
	HOME-21 Pass-Thru	$ 607,071	$ -	$ -	$ -	$ -	$ -	$ (1,883)	$ -	$ (1,883)	$ 608,954	$ -	$ 607,071	**$ -**	*HUD HOME-21 Housing Grants Construction
727-22	**HOME-22 TJPDC Admin**	$ 74,783	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 74,783	$ -	$ 74,783	**$ -**	*HUD HOME-22 Housing Grants Admin
	HOME-22 Pass-Thru	$ 785,628	$ 18,340	$ -	$ -	$ -	$ 7,550	$ -	$ 8,188	$ 34,078	$ 326,146	$ 277,616	$ 360,224	**$ 147,789**	*HUD HOME-22 Housing Grants Construction
727-23	**HOME-23 TJPDC Admin**	$ 78,529	$ 4,150	$ 8,397	$ 2,327	$ 4,891	$ 1,342	$ -	$ -	$ 21,107	$ 57,421.71	$ -	$ 78,529	**$ -**	*HUD HOME-23 Housing Grants Admin
	HOME-23 Pass-Thru	$ 706,757	$ -	$ -	$ -	$ -	$ 56,950	$ -	$ -	$ 56,950	$ 129,519.14	$ 520,288	$ 186,469	**$ 0**	*HUD HOME-23 Housing Grants Construction
727-24	**HOME-24 TJPDC Admin**	$ 65,111	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -		$ 65,111	$ -	**$ (0)**	*HUD HOME-24 Housing Grants Admin
	HOME-24 Pass Thru	$ 586,000	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -		$ 506,000	$ -	**$ 80,000**	*HUD HOME-24 Housing Grants Construction
728-22	**Housing Preservation Grant-22 - Admin**	$ 32,250	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 32,250	$ -	$ 32,250	**$ -**	*USDA Housing Repair Admin
	HPG-22 Pass-Thru	$ 182,750	$ -	$ -	$ 10,316	$ -	$ -	$ -	$ -	$ 10,316	$ 172,434	$ -	$ 182,750	**$ -**	*USDA Housing Repair Construction
728-23	**Housing Preservation Grant-23 - Admin**	$ 31,865	$ 5,678	$ 4,059	$ -	$ -	$ -	$ -	$ -	$ 9,737	$ 22,129	$ -	$ 31,865	**$ -**	*USDA Housing Repair Admin
	HPG-23 Pass-Thru	$ 180,570	$ 27,183	$ 13,100	$ 30,096	$ -	$ 8,850	$ 7,063	$ -	$ 86,291	$ 45,484	$ 33,772	$ 131,775	**$ 15,023**	*USDA Housing Repair Construction
728-24	**Housing Preservation Grant-24 - Admin**	$ 20,369	$ -	$ -	$ -	$ -	$ 2,287	$ 1,725	$ 2,604	$ 6,616		$ 10,185	$ 6,616	**$ 3,568**	*USDA Housing Repair Admin
	HPG-24 Pass-Thru	$ 115,427	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -		$ 86,570	$ -	**$ 28,857**	*USDA Housing Repair Construction
729	**Regional Housing Partnership**	$ 33,882	$ 2,906	$ 14,381	$ 2,703	$ 3,612	$ 2,598	$ 1,945	$ 1,676	$ 29,820		$ -	$ 29,820	**$ 4,062**	Regional Housing Partnership
	RHP - Consultant Pass-Thru	$ -		$ -	$ -	$ -	$ -	$ -	$ -	$ -		$ -	$ -	**$ -**	
729-1	**RHP Housing Summit 2025**	$ 95,218	$ 3,679	$ 3,000	$ 3,523	$ 2,543	$ 2,934	$ 2,441	$ 5,408	$ 23,528	$ 3,384	$ -	$ 26,911	**$ 68,307**	RHP Housing Summit 2025
	RHP Summit Pass-Thru	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -		$ -		**$ -**	
729-2	**RHP Housing Study**	$ 126,671	$ -	$ -	$ 2,490	$ 3,235	$ 939	$ 956	$ 677	$ 8,297		$ 62,084	$ 8,297	**$ 56,290**	Regional Housing Study Grant
	RHP Housing Study Pass-Thru	$ 148,329	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -		$ 111,247	$ -	**$ 37,082**	
732 CY24	**VERP-24 - Admin**	$ 24,129	$ 1,849	$ 2,114	$ 2,921	$ 2,168	$ 2,327	$ 1,821	$ -	$ 13,198	$ 10,931		$ 24,129	**$ (0)**	*VA Eviction Planning Grant - Admin
	VERP 24 Pass-Thru	$ 325,270	$ 15,942	$ 17,045	$ 16,365	$ 36,869	$ 53,046	$ 39,278	$ -	$ 178,545	$ 146,725		$ 325,270	**$ (0)**	*VA Eviction Planning Grant - Consultants
733	**VA Housing Development - Admin**	$ 200,000	$ 5,144	$ 5,780	$ 6,592	$ 6,930	$ 4,210	$ 3,081	$ 3,993	$ 35,730	$ 94,958	$ 44,111	$ 130,688	**$ 25,201**	*VA Housing PDC - Admin
	VA Housing Pass-Through	$ 1,800,000	$ -	$ -	$ -	$ -	$ -	$ -	$ 325,089	$ 325,089	$ 795,412	$ 334,863	$ 1,120,501	**$ 344,636**	*VA Housing PDC - Construction/Partnership
760	**Blue Ridge Cigarette Tax Board**	$ 123,558	$ 14,510	$ 10,068	$ 6,878	$ 8,637	$ 8,175	$ 6,631	$ 11,598	$ 66,495		$ -	$ 66,495	**$ 57,063**	Includes Administrative Fees
	Cig Tax Pass-Through	$ 3,274,313	$ 265,957	$ 281,490	$ 268,202	$ 291,532	$ 257,117	$ 254,948	$ 244,741	$ 1,863,986		$ -	$ 1,863,986	**$ 1,410,327**	Pass through - direct costs
761	**VATI 22 - Admin**	$ 875,000	$ 14,508	$ 16,720	$ 14,579	$ 11,609	$ 9,616	$ 15,432	$ 19,792	$ 102,256	$ 491,997	$ 200,279	$ 594,253	**$ 80,468**	*VATI Admin - 36-42 months
	VATI 22 Pass-Through	$ 109,848,780	$ 4,874,596	$ 2,820,737	$ 4,037,723	$ 1,842,349	$ 2,097,745	$ 4,869,923	$ -	$ 20,543,073	$ 43,318,502	$ 28,530,278	$ 63,861,575	**$ 17,456,926**	*Program/Construction Pass-Through
762	**VATI 24 - Admin**	$ 280,062	$ -	$ -	$ 7,215	$ 6,346	$ 3,474	$ 1,441	$ 3,939	$ 22,415	$ -	$ 224,042	$ 22,415	**$ 33,605**	*VATI Admin - 18 months

	VATI 24 Pass-Through	$ 13,008,438	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 10,588,438	$ -	**$ 2,420,000**	*Program/Construction Pass-Through
901	**DEQ Septic Program - Admin**	$ 18,390							$ 1,379	$ 1,379	$ -	$ 6,788	$ 1,379	**$ 10,223**	Dept of Environmental Quality - Septic Program
	DEQ Septic Pass-Through	$ 146,630							$ -	$ -	$ -	$ -	$ -	**$ 146,630**	*Program/Construction Pass-Through
902	**DEQ Rain Barrel Program**	$ 10,821							$ 4,202	$ 4,202	$ -	$ 2,550	$ 4,202	**$ 4,068**	Dept of Environmental Quality - Rain Barrel Program
	DEQ Rain Barrel Pass-Through	$ 3,477							$ -	$ -	$ -	$ -	$ -	**$ 3,477**	Pass through - direct costs
	TOTAL - All Programs	**$ 139,293,779**	**$ 5,393,703**	**$ 3,328,763**	**$ 4,562,801**	**$ 2,417,316**	**$ 2,694,064**	**$ 5,381,043**	**$ 835,997**	**$ 24,613,686**	**$ 47,079,763**	**$ 43,956,056**	**$ 71,693,449**	**$ 23,644,274**	**TOTAL - All Programs**
	Pass Thru Sub-totals	**$ 121,636,743**	**$ 5,228,965**	**$ 3,153,647**	**$ 4,407,900**	**$ 2,245,563**	**$ 2,560,786**	**$ 5,243,458**	**$ 646,730**	**$ 23,487,050**	**$ 45,952,422**	**$ 42,961,002**	**$ 69,439,472**	**$ 22,539,666**	Pass-Thru Subtotal

*indicates unspent funds can 'roll-over' in FY26

$ 140,016	12 month average - Operating Expenses
$ 145,441	3 month average - Operating Expenses
$ 166,533	last month - Operating Expenses

Total Grant Funds Remaining	**$ 23,644,274**
Pass-through funds	**$ 22,539,666**
TJPDC Available Funds	**$ 1,104,608**
Average Funds Available per Month	**$ 220,922**

rideSHARE

THOMAS JEFFERSON PLANNING DISTRICT COMMISSION

COMMUTER ASSISTANCE PROGRAM STRATEGIC PLAN

FY2026 - FY2030

PLAN APPROVED BY TJPDC BOARD 03/06/2025

PLAN PREPARED BY: LAUNCH! CONSULTING, INC.
914 E. JEFFERSON ST., SUITE G4
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TABLE OF CONTENTS

EXECUTIVE SUMMARY

The RideShare Commuter Assistance Program (CAP) aims to reduce single-occupancy vehicle (SOV) trips in the TJPDC region by promoting sustainable, efficient, and accessible transportation options. This strategic plan sets the foundation for achieving these goals through a multi-faceted approach that addresses traffic congestion and environmental sustainability. By introducing commuters to the benefits of alternative transportation, such as transit, carpooling, vanpooling, biking, and walking, RideShare seeks to be a catalyst for change in commuter behavior in the region.

This document replaces the 2016 Transportation Demand Management Plan (TDMP) and outlines RideShare's vision, mission, and goals for Fiscal Years 2026 through 2030. To meet requirements established by the Virginia Department of Rail and Public Transportation (DRPT), RideShare program staff at the Thomas Jefferson Planning District Commission (TJPDC), and the Central Shenandoah Planning District Commission (CSPDC) partnered with Launch! Consulting to develop this comprehensive strategic plan for commuter resources in our service area. This process consisted of collecting and analyzing population, workforce, and commuter pattern data to better understand the commuter needs within and between the TJPDC and CSPDC regions. The plan used both a regional public survey and a small focus group to gather qualitative data, and that was analyzed with the quantitative data collected.

RideShare's core mission is to connect people to inclusive and sustainable transportation alternatives to increase mobility and enhance quality of life. Through partnerships with local governments, employers, transit agencies, and community organizations, RideShare program staff foster collaboration to achieve this mission. The program emphasizes sustainability, innovation, accessibility, and equity as the core values guiding every initiative. The following goals will serve as the driving force for RideShare program activities over the next five years:

1. Reduce single-occupancy vehicle (SOV) trips. At the core of what we do, RideShare seeks to move people more efficiently by encouraging the use of alternative transportation modes like carpooling, vanpooling, taking public transit, biking, and walking for commute trips.

2. Encourage utilization of trip planning tools. The first step toward shifting behavior away from SOV trips is to make commuters aware of the choices available to them. Using DRPT's ConnectingVA mobile app and website, commuters can plug in their origin and destination points and receive a curated list of transportation options to meet their needs. RideShare seeks to increase awareness and use of these tools to remove barriers to change.

3. Build and maintain relationships with community stakeholders to promote regional collaboration around transportation solutions. The problems resulting from congestion are not contained to our roadways and the solutions should not be either. RideShare seeks community involvement in identifying ways to improve commuter and community experience. Bringing employers, fellow transportation agencies, and policy-makers into the discussion will generate ideas and solutions that are more likely to address systemic problems that result in positive economic, environmental, and behavioral changes.

4. Educate community members on transportation demand management (TDM) as a solution to increased mobility and access throughout the service area. If we want commuters to make changes to their commuting behavior that is sustainable over a long period of time, research tells us the motivation must be intrinsic. Through education, RideShare seeks to help commuters understand how increased mobility creates access, and access creates freedom.

RideShare recognizes that our commuters face different challenges than those in strictly urban areas with more robust public transportation options. It was important that this strategic plan look at the unique needs of the region and works to assist those in the rural areas, as well as in the urban areas. We recognize that the same transportation options are not available in all localities. By using a multifaceted approach, we hope to deliver needs-based commuter resources, instead of a one-size-fits-all approach.

The RideShare Strategic Plan provides a detailed action plan with specific objectives and timelines for meeting these goals. It also establishes key performance indicators and metrics for how program staff will measure success. The programming plan and budget projections contained herein outline how RideShare staff will cost-effectively operationalize these objectives to maximize resources to achieve results. Notable initiatives include the development of a database to aid in building relationships with employers, revisions to marketing strategies to help elevate the RideShare public profile, and an update to the technological tools used to deliver services. Staff will continue to seek DRPT Commuter Assistance Program grant funds to deliver services while keeping costs low to our member jurisdictions.

CHAPTER ONE

COMMUTER ASSISTANCE PROGRAM OVERVIEW

The Commuter Assistance Program Overview provides a look into the history, structure, and scope of the Thomas Jefferson Planning District Commission and the RideShare Commuter Assistance Program. This chapter covers the program's origins, including when and why it was established. It also explains how the program is governed and details the roles of decision-makers. Additionally, the chapter provides an overview of the RideShare program's organizational structure, outlining the responsibilities of staff and contractors, as well as the program's mission and milestones. Finally, it describes the program's service area, including the regions and communities it serves.

INTRODUCTION

The **Thomas Jefferson Planning District Commission (TJPDC)**, for Region 10, was founded in 1972 to provide a forum for discussion of issues localities have in common and any areas of disagreement. This forum allows localities to work to decrease fragmentation in government, to plan cooperatively for the future, and to provide planning services to local governments as requested. As a public body, TJPDC strives to include the public in decision-making. TJPDC serves six unique jurisdictions, including the City of Charlottesville and the counties of Albemarle, Fluvanna, Greene, Louisa, and Nelson.

TJPDC assists its local member governments, partners, and stakeholders with a variety of technical and program services in the various areas of transportation, community and economic development, housing, and environment. Additionally, TJPDC conducts transportation studies, creates Long-Range Transportation Plans (LRTP), offers grant-writing assistance, and provides on-call transportation consulting services. As the region's transportation needs have grown, the transportation program has become a significant part of its overall responsibilities. The RideShare Commuter Assistance Program (CAP) is part of the transportation programs and is managed and supported by staff members at TJPDC.

REGIONAL MISSION AND VISION

Regional Mission
TJPDC serves its local governments by providing regional vision, collaborative leadership, and professional service to develop effective solutions.

Regional Vision
TJPDC facilitates the creation of a shared vision by bringing the six governments together to understand the contribution of each to the region and the role each will play in serving the region's needs.

Collaborative Leadership
TJPDC leads the development of solutions for the region's issues by helping member governments identify the critical issues facing the region and finding collaborative approaches to address those issues.

Professional Service
TJPDC serves its members by providing cost-effective, high quality technical assistance that focuses on their most important issues.

ORGANIZATIONAL VISION

TJPDC works at the intersection of ideas, partnerships, and support to create a cohesive regional community.

Thomas Jefferson Planning District Commission

CORE VALUES

- **Collaboration:** We will work together with members and partners to manage, support, and innovate.
- **Professionalism:** We will be trustworthy, responsive, and accountable in service to our members.
- **Adaptability:** We will anticipate and creatively respond to changing landscapes to support our members.
- **Accountability:** We will be credible, dependable, and responsible in all that we do.
- **Equity:** We will respect the different values and needs of our members and will provide fair treatment, access, and opportunity for our members, stakeholders, and the community.

REGIONAL TRANSPORTATION PROGRAMS AND PLANNING

TJPDC is the **Charlottesville-Albemarle Metropolitan Planning Organization (CA-MPO)** administrator and receives federal and state funding to support regional transportation planning initiatives. Each MPO has a Policy Board and a Technical Advisory Committee. The Technical Advisory Committee is composed of city, county, and agency staff with expertise in planning, engineering, and related fields. Its primary role is to perform technical reviews and analyses of activities related to the Unified Planning Work Program (UPWP), LRTP, Transportation Improvement Program (TIP), and other relevant programs and issues as directed by CA-MPO's Policy Board. The committee also advises the Policy Board on technical transportation matters. Currently, the committee meets every other month, except during projects like the LRTP when more frequent meetings may be required.

TJPDC also has a Citizens Transportation Advisory Committee (CTAC) that consists of citizens appointed by the City of Charlottesville, Albemarle County, and the MPO Policy Board. This group reviews, comments, and recommends ideas on transportation plans, programs, studies, and other appropriate documents. CTAC raises transportation issues and concerns from their communities. The Policy Board is responsible for making all official decisions of the MPO, including the adoption of the UPWP and the TIP.

The Virginia Department of Transportation (VDOT) allocates part of the State Planning and Research (SPR) funding to provide annual transportation planning assistance for non-urbanized areas within the Commonwealth. The Rural Transportation Planning Program was created to aid the State in fulfilling the requirements of the State Planning Process to address the transportation needs of non-metropolitan areas. Through this program, the TJPDC provides rural transportation planning services to the counties of Fluvanna, Greene, Louisa, Nelson, and the non-urbanized portion of Albemarle County. Planning activities may include updating comprehensive plans, development of small urban area plans, performing traffic impact analyses, transportation grant application assistance, and other transportation-related studies and plans. A Rural Transportation Advisory Committee (RTAC) meets every other month to discuss and advise on rural transportation planning activities.

REGIONAL TRANSIT PARTNERSHIP

The **Regional Transit Partnership (RTP)** serves as an official advisory board, created by the City of Charlottesville, the University of Virginia (UVA), Albemarle County and Jaunt, in Partnership with the Virginia Department of Rail and Public Transportation (DRPT) to provide recommendations to decision-makers on transit-related matters. There are four main goals of the RTP, including:

1. Establishing Strong Communication
2. Ensuring Coordination Between Transit Providers
3. Set the Region's Transit Goals and Vision
4. Identify Opportunities

MOBILITY MANAGEMENT PROGRAM-Partnership for Accessible Transportation Help (PATH)

PATH is a mobility management program helping support transit and improve transportation services for underserved populations and people who can't drive. The program is supported by the US Federal Transit Administration (FTA), the state DRPT, and many local partners.

COMMUTER ASSISTANCE PROGRAM

The **RideShare CAP** is the subject of this Commuter Assistance Program Strategic Plan (CAPSP). The TJPDC's program provides commuter resources to individuals commuting from, to, or within the TJPDC member jurisdictions. These resources include a website and app-based ride-matching platform to help connect commuters to alternative modes of transportation, a rewards system for logging alternative commute trips, and information, education, and outreach about the benefits of utilizing alternative transportation for commute trips. The program activities are described in greater detail throughout this document.

TJPDC partners with the Central Shenandoah Planning District Commission (CSPDC) to offer these services under the RideShare program name. Having all of these transportation programs housed under one roof creates a strategic advantage in the promotion of Transportation Demand Management (TDM). TJPDC staff who work on the RideShare program are also often involved with these other transportation programs. This relationship between RideShare and other regional transportation initiatives creates many opportunities for collaboration and incorporation of TDM goals into a range of transportation planning processes.

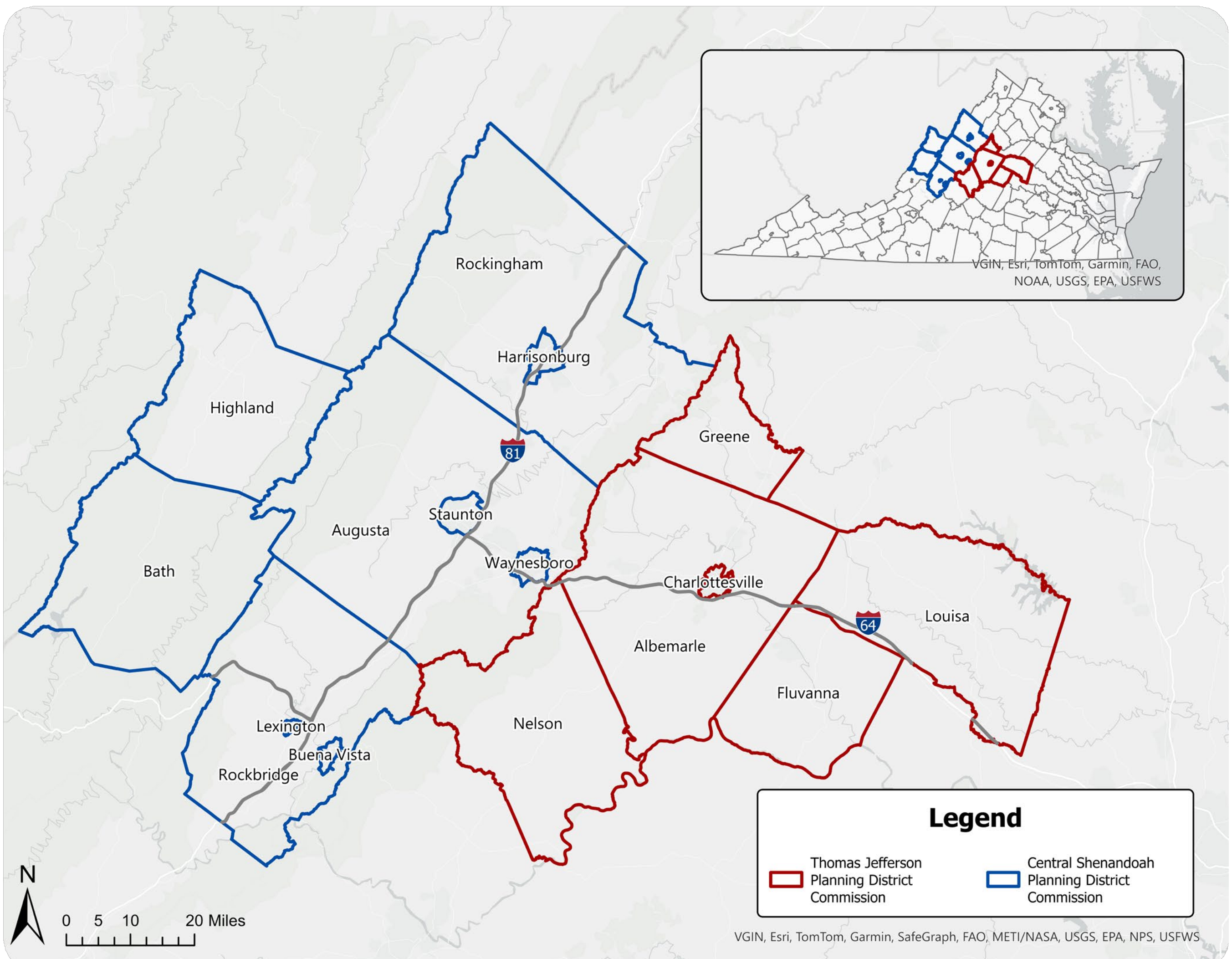


Figure 1. RideShare Service Area

GOVERNACE

RideShare is a service of TJPDC and is the direct responsibility of the Executive Director. TJPDC is guided by a locally appointed 12-member Commission, of which at least 51% are local elected officials. Monthly commission meetings are open to the public. Funding sources include annual contributions from member local governments, state appropriations, grants from state and federal governments, contract services, and private foundations. Staff leadership and the Commission recognize the importance of TDM and have included RideShare and its TDM programs in regional plans to advance viable transportation choices.

The Commission has the authority to define important RideShare concerns and initiatives, including the budget and work program. Transportation planning for the urbanized area, however, is organized and approved by the MPO. As a mobility organization, RideShare occasionally reports to the MPO Policy Board and is a voting member of the MPO Technical Committee and the Rural Transportation Committee. Over the years, the Commission has agreed to fund RideShare's local match to the DRPT grant. Within the parameters defined for the program by TJPDC, RideShare maintains a substantially independent operation, albeit one with an integrated relationship with TJPDC and the other transportation programs.

Like many of the programs housed within the TJPDC, the RideShare program is governed by the Commission. Though the RideShare program is largely funded through a state grant, the local funds required to match this grant are provided by each locality in the region. Each jurisdiction pays annual assessments, with a set amount of that assessment being the matching funds for the CAP operating grant. As such, the Commissioners approve the budget for the program by voting on and passing an annual resolution of support. The Commission is also the governing body responsible for adopting the RideShare CAPSP.

ORGANIZATIONAL STRUCTURE

In addition to elected officials who provide high-level oversight functions, TJPDC is supported by 18 filled staff positions as of January 2025. An Executive Director oversees the entire Commission and its programs.

Figure 2 presents an organizational chart of current positions as of January 2025.

TJPDC consists of four primary program areas:

- Community Development/Planning
- Housing
- Environment
- Transportation

The Director of Transportation oversees all transportation and planning programs, including RideShare. The TDM Program Manager (PM) position primarily manages the program with approximately 65-75% of their time spent on RideShare activities. The TDM PM reports directly to the Director of Transportation. Additionally, a regional planner was selected in FY2024 to assist with outreach and engagement for the RideShare program. This planner also works on environmental programs, which provides a connection to climate action plans and groups, as well as congestion mitigation for air quality. This planner reports to the TDM PM, as well as the Director of Transportation. Through the end of FY 2014, RideShare had one full-time staff member and one part-time staff member. The part-time position was not filled in FY 2015. Existing staff from TJPDC helped to fill some program duties. As the TDM PM accepts new responsibilities, more time and duties were shifted to the Outreach Coordinator.

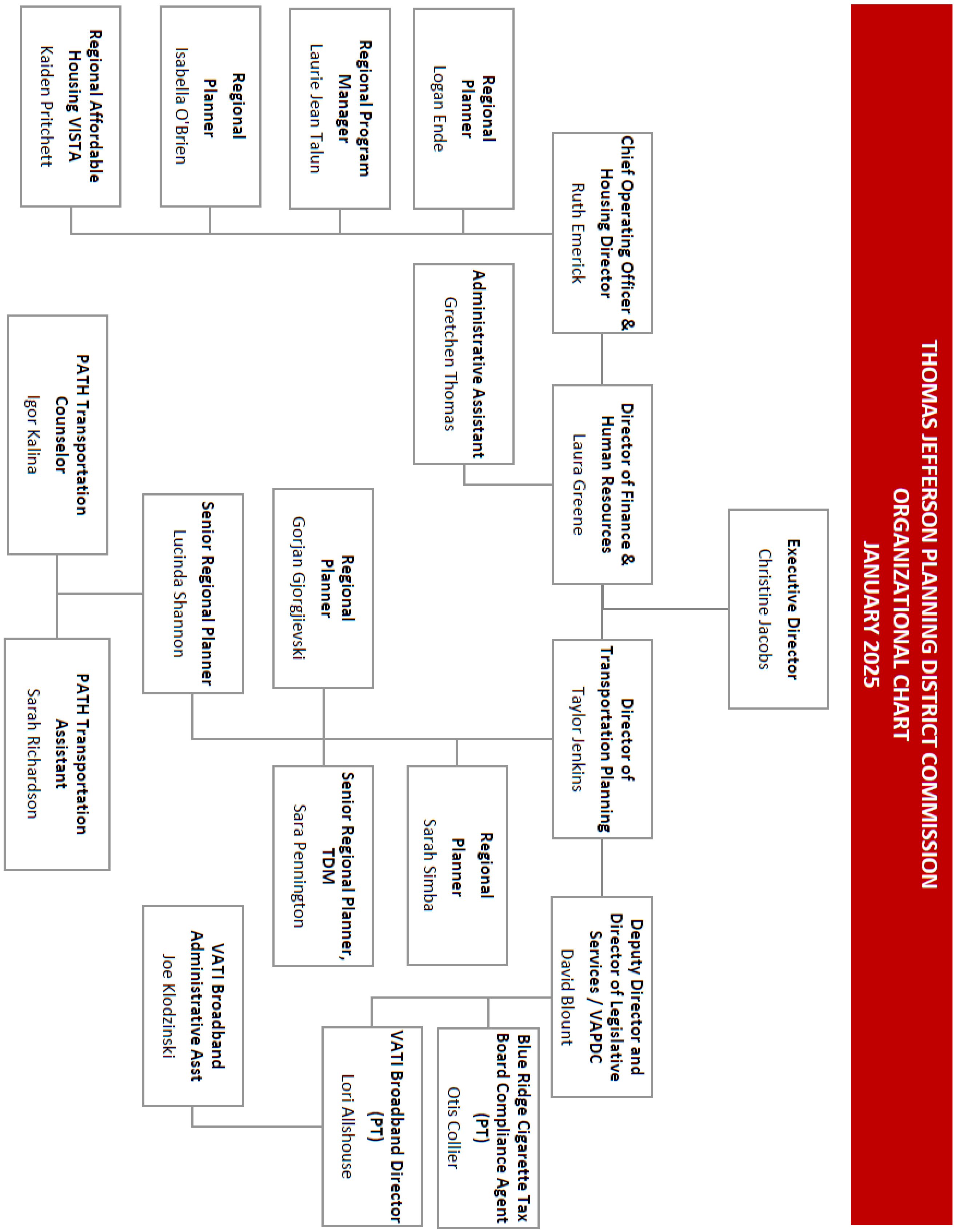


Figure 2. TJPDC Organizational Chart as of January, 2025

A few other TJPDC staff positions provide support for RideShare in a limited capacity. A full table of RideShare staff and their roles are provided below in **Table 1**. The TJPDC uses consultants and contracted services when needed to meet needs that exceed staff capacity or expertise. The RideShare program sometimes utilizes professional services for specific projects, such as our website (including the redesign from 2021, and all maintenance and hosting). Any professional services needed for RideShare activities are included in each year's grant application and are subject to the approval of DRPT.

TJPDC is the key service delivery partner to CSPDC with respect to the RideShare program. While the CSPDC operates the marketing, outreach, and programming activities concentrated in their region, TJPDC RideShare staff does the same for their jurisdictions, as well as oversees and maintains the Guaranteed Ride Home (GRH) program and database, in addition to the RideShare website. The staff in each PDC work collaboratively together to deliver high-quality programming within and between both regions, sharing responsibilities for many aspects of the program.

Table 1. RideShare Staff and Roles

Staff Position	% of Time Spent on RideShare	Program Activity
Executive Director	1%	Oversees all agency programs, receives monthly updates on RideShare program activities, sets and internally approves agency-wide budgets, applies for funding requests for match to localities, assists with program planning as needed, and serves as liaison to Commission.
Chief Operating Officer	2%	Works with Economic Development (ED) to complete funding requests to localities for match funds, and assists with overall budget, reviews and approves invoicing, personnel, and overall administration of the program at TJPDC.
Director of Transportation	6%	Oversees all transportation-related programs, has semi-regular check-in meetings with TDM staff, reviews budget reports and funding applications, approves annual programming and work plan for TDM program.
TDM Program Manager	74%	Responsible for day-to-day operation of the RideShare program. Writes grants, implements operational plans, creates content and prepares informational materials, conducts public engagement and outreach activities, manages web and social platforms, reconciles budget, prepares reimbursement packets, submits monthly performance metrics. Rideshare liaison to DRPT Program Manager. Manages the GRH program for the entire RideShare service area (both PDCs).
Regional Planner/TDM Outreach Coordinator	31%	Assists with public and employer engagement and outreach activities. Runs some marketing and outreach programming with supervision from the program manager. Provides customer service support and assists with database management and data analysis.
Regional Planner/TDM Outreach Assistant	4%	Provides outreach to both the community and employers on program services, participates in development and management of promotions, marketing coordination and program evaluation.

PROGRAM HISTORY

RideShare was founded in the 1980s as a commuter information and assistance program of Jaunt and TJPDC. Over the last 40 years, RideShare has evolved into a modern day TDM organization. Financial hardships from nationwide economic recessions and a rise in gas prices in 2008 renewed resident interest in transportation alternatives – particularly in the Harrisonburg-Rockingham metropolitan area. As a result, the Rockingham County Board of Supervisors and the Harrisonburg City Council approached the CSPDC about forming a rideshare/carpool program in the region.

The CSPDC secured grant funding from the Virginia DRPT to support a regional TDM program and was awarded a TDM grant in 2009. Given the success and name recognition of the RideShare program in the neighboring region, the CSPDC partnered with TJPDC becoming a co-sponsor of the existing commuter assistance program. Henceforth, the RideShare program provides commuter assistance services throughout and between both regions.

The decision to partner with CSPDC has proven repeatedly to be both economically and operationally beneficial to both regions – particularly as the volume of commuters between the two regions increases over time. Interstate 64 (I-64) between the City of Charlottesville and the Shenandoah Valley has become a significant commuting route for those who live in the Valley and work in Charlottesville. The 2010 census showed that the population in the cities of Staunton and Waynesboro and nearby portions of Augusta County had grown so much since the 2000 census that the region was reclassified as an urbanized area.

After several failed attempts at forming and sustaining vanpools from the Valley to Charlottesville employers, the Afton Express became a reality in September 2021. The bus service operates Monday through Friday and the schedule is designed for commuters. The addition of the Afton Express has significantly contributed to commuter transportation options in the region. UVA, one of the region's largest employers, has three stops along the Afton Express route. This allows commuters a direct service from Park and Ride Lots in Staunton, Waynesboro, and Fishersville to their workplace. As of 2023, roughly 80% of regular riders on the Afton Express are traveling to the University or it's hospital system. The utilization of transit as commute mode has increased dramatically.

Another change of note is the deemphasis of telework as an alternative commute mode. Prior to the COVID-19 pandemic, RideShare offered telework consultation services to employers who wished to establish telework or hybrid workplace policies. When the pandemic hit, employers had to quickly adapt, with many requiring employees to work from home for health and safety. Out of the pandemic came a new landscape for working environments. Some employers opted to retain their telework policies where others required employees to return to work entirely in person. Effective July 1, 2021, the Governor of Virginia issued an order requiring employees of state agencies to return to work in person with very few exceptions.

Given this order, state-funded programs, such as RideShare, were advised to no longer promote telework as an alternative commute mode. However, hybrid and remote work arrangements are still prevalent in the region. Based on results from the Commuter Services Survey conducted during the development of this strategic plan, 5.1% of respondents indicated they work remotely for a portion or all of their job. Telework remains a trip option in the ConnectingVA mobile application and commuters who work hybrid or remote work schedules may still log their telework trips and earn rewards for those trips.

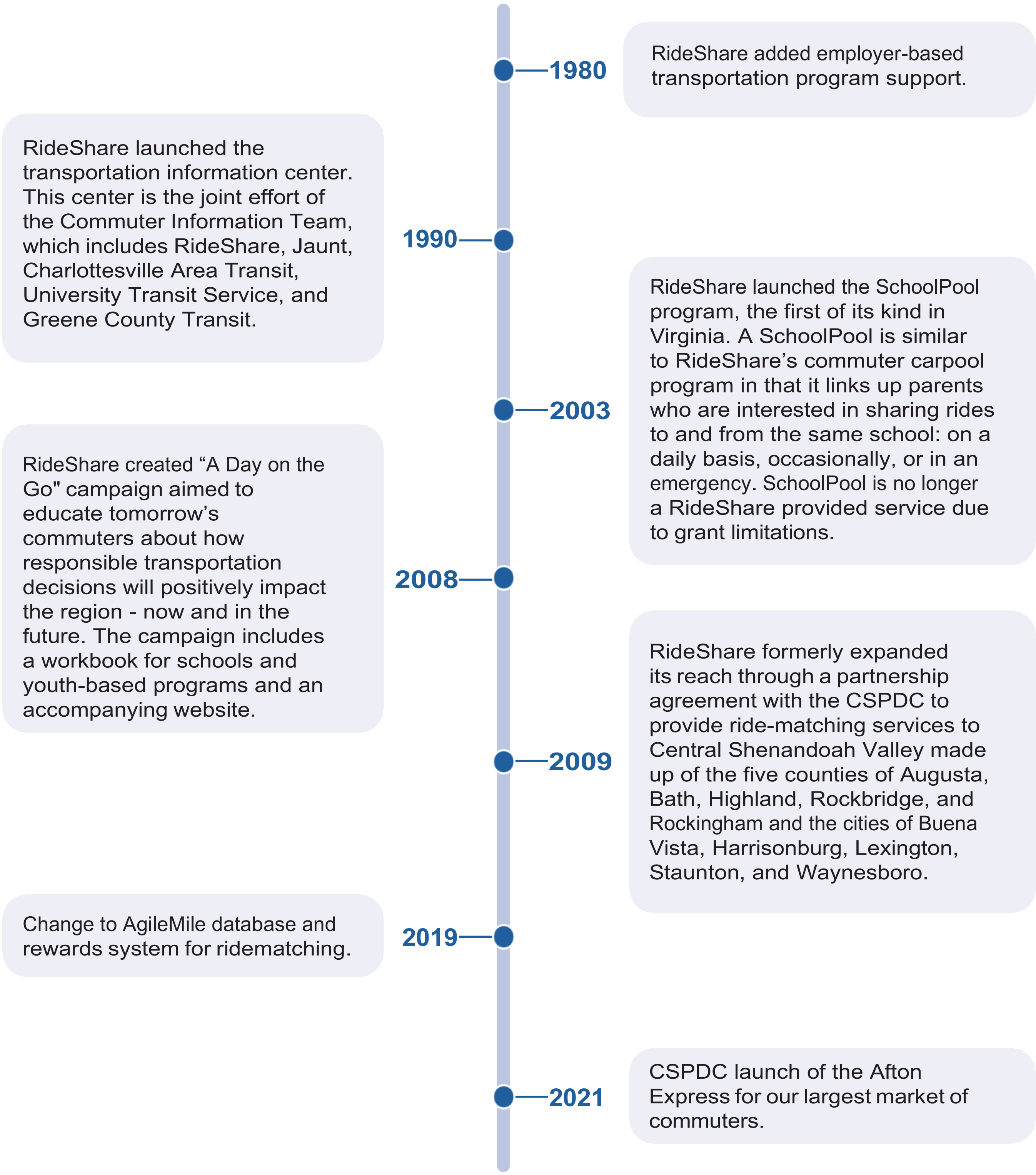


Figure 3. Key Milestones of the RideShare Program

CHAPTER TWO

SERVICE AREA DEMOGRAPHICS AND CHARACTERISTICS

This chapter provides a comprehensive overview of the demographics, commuter, and workforce characteristics within the RideShare service area, covering the TJPDC and CSPDC regions. It includes an analysis of population demographics, workforce distribution, major employers, and commuter behaviors. The chapter highlights existing transportation services and facilities to understand the commuter options currently available in these regions.

POPULATION

The RideShare service area covers approximately 574,395 residents across 16 unique localities in the CSPDC and TJPDC regions, which include a mix of urban, suburban, and rural communities.

In the TJPDC region, which consists of six localities—Albemarle, Louisa, Fluvanna, Greene, Nelson counties, and the City of Charlottesville—Albemarle County holds the largest share of the population at 20.2%. Charlottesville, within Albemarle County, is a key urban center, contributing 8.1% of the total population. Louisa (7%), Fluvanna (4.9%), Greene (3.7%), and Nelson (2.6%) add a blend of suburban and rural character.

In the CSPDC region—which covers Augusta, Bath, Highland, Rockbridge, and Rockingham counties, as well as the cities of Buena Vista, Harrisonburg, Lexington, Staunton, and Waynesboro—Rockingham County holds the largest share of the service area population at 14.9%. Augusta County follows with 13.6%, while the cities of Harrisonburg, Staunton, and Waynesboro contribute 9.0%, 4.5%, and 3.9%, respectively. Rockbridge County and the cities of Lexington and Buena Vista account for 3.9%, 1.3%, and 1.1%, respectively, with Bath and Highland counties representing the smallest shares at 0.7% and 0.4%, respectively. These population distributions highlight the diverse areas served by the RideShare program.

Table 2. Total Population by Locality

PDC	Locality	Population Estimate	Percent of Service Area Population
TJPDC	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
	Nelson County	14,693	2.6
CSPDC	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
	Total Population	**574,395**	**100%**

Source: 2023 ESRI GeoEnrichment

AGE

The age distribution across the 16 localities highlights the diverse rural, suburban, and urban landscapes within the RideShare service area.

In the TJPDC region, the City of Charlottesville has the lowest median age at 30.1, which is likely due to the presence of universities like UVA. Other areas show slightly higher median ages, with Albemarle County at 39.9 and Greene County at 41. Louisa and Fluvanna counties have median ages of 45.5 and 43.2, respectively, indicating a slightly older population in these suburban and rural areas. Nelson County stands out as the highest median age, with 51.8, potentially influenced by the rural characteristics of the area.

In the CSPDC region, which encompasses smaller cities, suburban areas, and rural counties, the population generally trends older. Highland County has the highest median age in the service area at 57.2, followed by Bath County at 52.3 and Rockbridge County at 49.7. This reflects an appeal to older adults potentially drawn to these counties' rural environments. Median ages in Augusta and Rockingham counties, as well as in the cities of Staunton and Waynesboro, fall closer to the middle range, at 45.9, 42.3, 44.1, and 41.1, respectively. In contrast, Harrisonburg and Lexington have notably younger populations, with median ages of 24.8 and 24.9, respectively. This is likely influenced by the presence of universities such as JMU and Eastern Mennonite University (EMU) in Harrisonburg, as well as Washington and Lee University (W&L), and the Virginia Military Institute (VMI) in Lexington.

Table 3. Median Age by Locality

PDC	Locality	Median Age
TJPDC	Greene County	41
	Charlottesville City	30.1
	Albemarle County	39.9
	Louisa County	45.5
	Fluvanna County	43.2
	Nelson County	51.8
CSPDC	Augusta County	45.9
	Bath County	52.3
	Buena Vista City	39.2
	Harrisonburg City	24.8
	Highland County	57.2
	Lexington City	24.9
	Rockbridge County	49.7
	Rockingham County	42.3
	Staunton City	44.1
	Waynesboro City	41.1

Source: ESRI GeoEnrichment 2023

RACE AND ETHNICITY

Understanding the racial and ethnic composition of the RideShare service area is essential for making commuter options accessible and inclusive for all residents.

The TJPDC region also shows a majority of white residents, but with a higher representation of black or African American residents in several areas. The City of Charlottesville (17%), Louisa County (13%), and Fluvanna County (13%) have the highest percentages of black or African American residents. Asian residents are most prominent in Charlottesville and Albemarle County, at 7% and 5.6%, respectively. Greene County has the highest representation of Hispanic or Latino residents in TJPDC with 6.6%.

In the CSPDC region, most localities are predominately white, while Staunton and Waynesboro have the highest proportions of black or African American residents at 11% each. Asian representation is most concentrated in Harrisonburg, Lexington, and Highland County, with approximately 3.1–3.2% in each. Harrisonburg stands out for its diversity, with 20.8% of residents identifying as Hispanic or Latino and 11.6% as two or more races.

Table 4. Race and Ethnicity by Locality

PDC	Locality	Total Population	White	Black or African American	Asian	Two or More Races	Hispanic or Latino
TJPDC	Greene County	20,631	81.0%	6.0%	2.3%	5.0%	6.6%
	Charlottesville City	46,289	69.0%	17.0%	7.0%	5.9%	5.8%
	Albemarle County	112,513	79.0%	9.0%	5.6%	5.2%	5.9%
	Louisa County	38,106	78.0%	13.0%	<1%	6.3%	3.6%
	Fluvanna County	27,442	77.0%	13.0%	1.4%	6.2%	4.2%
	Nelson County	14,773	82.0%	12.0%	<1%	2.6%	4.6%
CSPDC	Augusta County	77,433	91.0%	4.0%	<1%	2.8%	3.4%
	Bath County	4,177	94.0%	5.0%	<1%	0.0%	0.7%
	Buena Vista City	6,639	87.0%	4.0%	<1%	7.0%	1.5%
	Harrisonburg City	51,784	71.0%	7.0%	3.2%	11.6%	20.8%
	Highland County	2,247	94.0%	0.0%	3.1%	2.6%	0.0%
	Lexington City	7,346	84.0%	5.0%	3.1%	6.0%	5.1%
	Rockbridge County	22,673	91.0%	4.0%	<1%	2.2%	2.1%
	Rockingham County	83,905	90.0%	2.0%	<1%	4.9%	7.8%
	Staunton City	25,581	82.0%	11.0%	1.4%	4.6%	3.8%
	Waynesboro City	22,341	76.0%	11.0%	1.8%	9.0%	9.3%

Source: US Census Bureau's [2022] ACS 5-Year Estimates

INCOME

Median household income data for the RideShare service area provides an indicator of economic well-being in each locality which can help to guide planning for inclusive commuter services. By assessing income levels, services, and infrastructure can be more effectively tailored to the specific needs of communities across the TJPDC and CSPDC regions.

In the TJPDC region, Albemarle County stands out with the highest median household income at $98,000, which is well above the Virginia state median. This may reflect the county's larger population, availability of high-paying jobs, and telework-friendly job opportunities. Conversely, Nelson County and the City of Charlottesville report the lowest median household incomes in the region, at $63,757 and $66,571, respectively. Nelson's rural character may contribute to its lower income levels, while Charlottesville's figures could be impacted by its sizable student population.

In the CSPDC region, Rockingham County has the highest median household income at $75,411, which is lower than the Virginia state median of $87,249.[1] At the other end, the cities of Buena Vista, Waynesboro, and Harrisonburg have the lowest median household income in the region at $40,306, $46,509, and $49,593, respectively. This may suggest potential economic challenges and underscores the importance of strategies to enhance access to employment, both on-site and remote, especially in areas with lower income levels.

Understanding these income disparities across the TJPDC and CSPDC regions is essential for developing transportation solutions that ensure access to job opportunities for all residents.

Table 5. Median Household Income by Locality

PDC	Locality	Median Household Income
TJPDC	Greene County	$76,030
	Charlottesville City	$66,571
	Albemarle County	$98,000
	Louisa County	$75,502
	Fluvanna County	$84,207
	Nelson County	$63,757
CSPDC	Augusta County	$71,349
	Bath County	$53,082
	Buena Vista City	$40,306
	Harrisonburg City	$49,593
	Highland County	$53,600
	Lexington City	$65,246
	Rockbridge County	$57,190
	Rockingham County	$75,411
	Staunton City	$54,021
	Waynesboro City	$46,509

Source: ESRI GeoEnrichment 2023

1. U.S. Census Bureau, 2022

WORKFORCE

Approximately 282,551 residents within the RideShare service area are employed, making up nearly half of the total population. The distribution of employed residents generally aligns with the population size of each locality, meaning areas with larger populations tend to have more workers.

In the TJPDC region, Albemarle County accounts for the largest share of the employed population at 20.2%, highlighting its role as a major employment center in the region. This reflects the county's strong workforce and access to job opportunities.

In the CSPDC region, Rockingham County holds a significant portion of the employed population at 15%, emphasizing its importance as an employment hub within the region. Meanwhile, smaller localities like Bath and Highland counties represent 0.7% and 0.3%, respectively, of the employed population. These lower employment figures likely reflect the rural nature of these areas, with smaller populations and fewer job opportunities.

The concentration of workers in Albemarle and Rockingham counties suggests a potential commuting pattern, where residents may live in one jurisdiction but work in another. This underscores the importance of RideShare services and inter-jurisdictional transportation solutions to support commuters across the region.

Table 6. Employed Population by Locality

PDC	Locality	Employed Civilian Population (16+)	Percent of Service Area Worker Population
TJPDC	Greene County	10,735	3.8%
	Charlottesville City	24,331	8.6%
	Albemarle County	57,191	20.2%
	Louisa County	19,619	6.9%
	Fluvanna County	12,814	4.5%
	Nelson County	6,828	2.4%
CSPDC	Augusta County	39,340	13.9%
	Bath County	1,972	0.7%
	Buena Vista City	3,541	1.3%
	Harrisonburg City	25,258	8.9%
	Highland County	961	0.3%
	Lexington City	2,905	1.0%
	Rockbridge County	10,989	3.9%
	Rockingham County	42,252	15.0%
	Staunton City	12,624	4.5%
	Waynesboro City	11,191	4.0%
Service Area Total		**282,551**	**100%**

Source: ESRI GeoEnrichment 2023

WORKER EARNINGS

In the TJPDC region, income levels are similarly varied, with a notable concentration of workers in the $100,000 to $149,999 bracket, which includes 17.6% of the workforce. The $50,000 to $74,999 range represents 15.7% of workers, and 12.9% fall within the $75,000 to $99,999 bracket. Lower-income groups (those earning less than $25,000) account for about 13% of the service area, reflecting a significant portion of economically disadvantaged workers. The region also has 13.1% of workers in the highest income bracket ($200,000+).

In the CSPDC region, income distribution reveals a substantial proportion of workers in the middle-income brackets. The largest group, representing 17.8% of the service area, has household incomes between $50,000 and $74,999. The next largest income group is those earning between $100,000 and $149,999, accounting for 16.5% of workers. Workers in the $35,000 to $49,999 bracket make up 12.3%, while 13.2% fall within the $75,000 to $99,999 range. Higher income brackets are less prevalent, with 7.3% of workers earning between $150,000 and $199,999 and 5.2% earning $200,000 or more. Lower income levels, under $25,000, make up about 17% of the area. This data indicates a mix of economic backgrounds within the CSPDC region.

Table 7. Worker Earnings by Region

Household Income	Number of Workers in the TJPDC Region	Percent of Service Area	Number of Workers in the CSPDC Region	Percent of Service Area
<$15,000	7,695	7.2%	11,329	9.4%
$15,000 - $24,9999	6,210	5.8%	9,172	7.6%
$25,000 - $34,999	6,914	6.5%	12,717	10.6%
$35,000 - $49,999	10,673	10.0%	14,785	12.3%
$50,000 - $74,999	16,699	15.7%	21,341	17.8%
$75,000 - $99,999	13,731	12.9%	15,864	13.2%
$100,000 - $149,999	18,751	17.6%	19,789	16.5%
$150,000 - $199,999	11,673	11.0%	8,772	7.3%
$200,000 +	13,970	13.1%	6,249	5.2%

Source: ESRI GeoEnrichment 2023

EMPLOYERS

The RideShare service area encompasses a total of 20,070 businesses, providing a snapshot of the economic landscape within the TJPDC and CSPDC regions.

In the TJPDC region, Albemarle County leads with the highest number of businesses, totaling 4,208, reflecting a strong commercial base. The City of Charlottesville also plays a key role as a commercial hub with 3,709 businesses. Smaller localities like Louisa (802), Fluvanna (560), Nelson (545), and Greene (550) counties have fewer businesses. The data suggests more localized, smaller-scale markets where citizens are commuting to urban areas for employment.

The CSPDC's business distribution aligns with its population size. The City of Harrisonburg and Rockingham County have the highest number of businesses, with 2,502 and 2,111, respectively. Augusta County (1,903) and the cities of Staunton (1,126) and Waynesboro (902) also contribute significantly to the region's business landscape, helping to create employment opportunities across the CSPDC area.

Table 8. Total Businesses by Locality

PDC	Locality	Total Businesses (NAICS)
TJPDC	Greene County	550
	Charlottesville City	3,079
	Albemarle County	4,208
	Louisa County	802
	Fluvanna County	560
	Nelson County	545
CSPDC	Augusta County	1,903
	Bath County	239
	Buena Vista City	215
	Harrisonburg City	2,502
	Highland County	187
	Lexington City	437
	Rockbridge County	704
	Rockingham County	2,111
	Staunton City	1,126
	Waynesboro City	902
	Total Businesses	**20,070**

Source: ESRI GeoEnrichment 2023

In the TJPDC region, there is a high concentration of management positions (12.5%) and education/library roles (9.7%), highlighting a workforce geared toward knowledge-driven industries. This is further supported by notable representation in Office/Administration and Sales roles, both representing 9.1%. The region demonstrates a notable emphasis on business/finance and computer/math occupations, highlighting its alignment with professional, technical, and educational expertise. This trend is likely influenced by the presence of numerous hospitals and medical facilities, further supported by educational institutions such as the University of Virginia (UVA) and Piedmont Virginia Community College (PVCC).

The CSPDC region's employment profile highlights a strong representation in administrative, sales, and management roles, with Office/Administration leading at 10.6%. Sales and management closely follow representing 9.0% and 8.9%, respectively. These trends indicate a workforce centered on operational efficiency and leadership. The region also emphasizes production (8.1%) and transportation/moving (8.6%) roles, underscoring its connection to industrial and logistics-focused sectors. The region is home to diverse manufacturing sectors, including food and beverage, automotive, and plastics, all of whom rely on freight to transport goods. These factors make the Valley a prime location for industry. Additionally, healthcare and social assistance, alongside educational services are supported by institutions such as JMU and various healthcare facilities, play pivotal roles in shaping the employment landscape.

Table 9. Employed Population (16+) Occupations by Region

Occupation	Percent of TJPDC Region	Percent of CSPDC Region
Architecture/Engineer	1.8%	1.6%
Building Management	3.8%	4.4%
Business/Finance	5.8%	3.6%
Computer/Math	4.3%	2.1%
Construction/Extraction	4.5%	4.8%
Education/Library	9.7%	6.9%
Entertainment/Sports	2.3%	1.8%
Fish/Forestry	0.5%	1.4%
Food Prep	4.7%	5.7%
Health Practitioner	8.0%	5.9%
Healthcare Support	2.7%	3.2%
Installation/Repair	2.6%	4.2%
Legal	1.3%	0.8%
Life/Social Science	2.4%	1.0%
Management	12.5%	8.9%
Office/Administration	9.1%	10.6%
Personal Care	2.8%	2.9%
Production	3.0%	8.1%
Protective Services	2.1%	2.3%
Sales	9.1%	9.0%
Social Services	2.3%	2.3%
Transportation/Moving	4.8%	8.6%

Source: US Census Bureau's [2021] ACS 5-Year

TOP TEN EMPLOYERS

The top ten employers for each region, based on Virginia Employment Commission data, highlight the varied employment opportunities that shape the RideShare service area.

In the TJPDC region, the UVA leads as the largest employer, reflecting the area's focus on healthcare and education. Public sector roles are significant, with Albemarle County and the City of Charlottesville providing government services. Retail and healthcare are also prominent, with Walmart, Sentara Healthcare, and the UVA Health Services Foundation. Other major employers, such as Dominion Virginia Power, the U.S. Department of Defense, and Louisa County Public Schools, showcase the region's varied employment landscape, spanning education, energy, and federal services.

In the CSPDC region, JMU is the largest employer, which underscores the importance of higher education. Walmart and Sentara Healthcare also play key roles as top employers. The Rockingham and Augusta County School Boards, Augusta Medical Center, and Washington and Lee University also highlight the strong presence of education and healthcare. Industrial and manufacturing strength is reflected in employers like Hershey Chocolate of Virginia, Cargill Meat Solutions, and Merck Sharp & Dohme Corp.

This data demonstrates the economic variety in both regions, with healthcare, education, retail, and manufacturing as leading sectors. It underscores the need for transportation solutions like RideShare to connect workers with diverse employment opportunities.

TJPDC Top Ten Employers

1. University of Virginia
2. County of Albemarle
3. Walmart
4. Sentara Healthcare
5. University of Virginia Health Services Foundation
6. City of Charlottesville
7. Louisa County Public School Board
8. Dominion Virginia Power
9. U.S. Department of Defense
10. Food Lion

CSPDC Top Ten Employers

1. James Madison University
2. Walmart
3. Sentara Healthcare
4. Rockingham County School Board
5. Augusta Medical Center
6. Augusta County School Board
7. Hershey Chocolate of Virginia
8. Washington and Lee University
9. Cargill Meat Solutions
10. Merck Sharp & Donhme Corp

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

COMMUTER PATTERNS

Commuting patterns within the RideShare service area provide key insights into transportation habits across its 16 localities, supporting strategic planning for transportation demand management (TDM).

In the TJPDC region, Charlottesville and Albemarle County emerge as primary employment hubs, with 60.4% and 58.7% of their workforce employed locally. Greene and Fluvanna Counties experience significant out-commuting rates, with 66.1% of workers traveling to other counties. Louisa County retains 43.5% of its workforce locally, with 52.4% commuting out. Nelson County has 2.2% of its workforce working outside Virginia, the highest in the region. These patterns reflect a connected regional economy, anchored by Charlottesville and Albemarle County, and a workforce extending across local and state boundaries.

In the CSPDC region, commuting trends highlight distinct local employment dynamics. Bath County leads with 78.1% of residents working locally, while Buena Vista City has the lowest at 36.8%, with 61.9% commuting to other counties. Highland County stands out, with 9.1% of its workforce employed outside Virginia. Harrisonburg City maintains a balance, with 62.3% working locally and 33.1% commuting out. Augusta, Rockingham, and Rockbridge Counties each see about half of their workforce commuting to other counties, while Staunton and Waynesboro Cities show similar patterns, with over 50% commuting externally. These trends underscore the region's reliance on inter-county commuting, with hubs like Bath County and Harrisonburg City serving as localized employment centers.

Table 10. Commuting Patterns by Locality

PDC	Locality	Commuting	Working in County of Residence	Working Outside of County of Residence	Working Outside of Virginia
TJPDC	Greene County	87.2%	29.6%	66.1%	1.3%
	Charlottesville City	86.4%	60.4%	37.7%	0.8%
	Albemarle County	83.3%	58.7%	39.0%	0.8%
	Louisa County	88.7%	43.5%	52.4%	1.7%
	Fluvanna County	86.6%	32.4%	66.1%	0.2%
	Nelson County	79.8%	45.7%	48.1%	2.2%
CSPDC	Augusta County	93.1%	49.2%	48.8%	0.7%
	Bath County	96.4%	78.1%	18.3%	2.0%
	Buena Vista City	96.1%	36.8%	61.9%	0.7%
	Harrisonburg City	90.3%	62.3%	33.1%	0.8%
	Highland County	87.1%	69.5%	20.6%	9.1%
	Lexington City	82.5%	69.3%	23.1%	0.6%
	Rockbridge County	89.7%	50.4%	45.8%	1.8%
	Rockingham County	92.1%	52.0%	45.7%	0.8%
	Staunton City	93.4%	45.4%	51.7%	1.2%
	Waynesboro City	93.2%	37.8%	60.8%	0.8%

Source: US Census Bureau's [2021] ACS 5-Year Estimates

Commuting insights from the RideShare public survey indicated that 85.4% of respondents commute 3 to 5 days per week.
Of those respondents, 40.2% live and commute within the CSPDC region, 25.6% live and commute within the TJPDC region, and 19.5% live in the CSPDC region and commute to the TJPDC region.

In the TJPDC region, commuting patterns highlight diverse travel choices, particularly in Charlottesville City, where only 57.6% of residents drive alone. The city also leads in public transportation usage (11.9%), walking (12.6%), and bicycling (2.4%), attributed to its urban infrastructure and accessibility. Albemarle County follows with 68.9% of commuters driving alone, while Greene County sees one of the highest carpooling rates at 14.5%. Nelson County has the lowest share of solo drivers (61.5%) but leads in working from home, with 16.1%. Fluvanna and Louisa Counties show traditional commuting patterns, with over 74% of residents driving alone and minimal use of alternative transportation.

The CSPDC region reveals significant variability in how residents travel to work. Driving alone is the predominant commuting choice in most localities, with Bath County leading at 88.2%, followed closely by Augusta County at 83.1%. Harrisonburg City shows the lowest percentage of solo drivers (69.8%), reflecting a greater reliance on carpooling (10.5%), walking (5.9%), public transportation (2.1%), and bicycles (2.0%). Lexington City stands out with a particularly high percentage of commuters walking to work (25.8%). Highland County also sees a notable share of commuters walking (7.2%) and working from home (12.1%), reflecting its rural and remote nature. Most other localities, including Rockbridge and Rockingham Counties, maintain solo driving rates around 78-79%, with limited use of alternative modes of transportation.

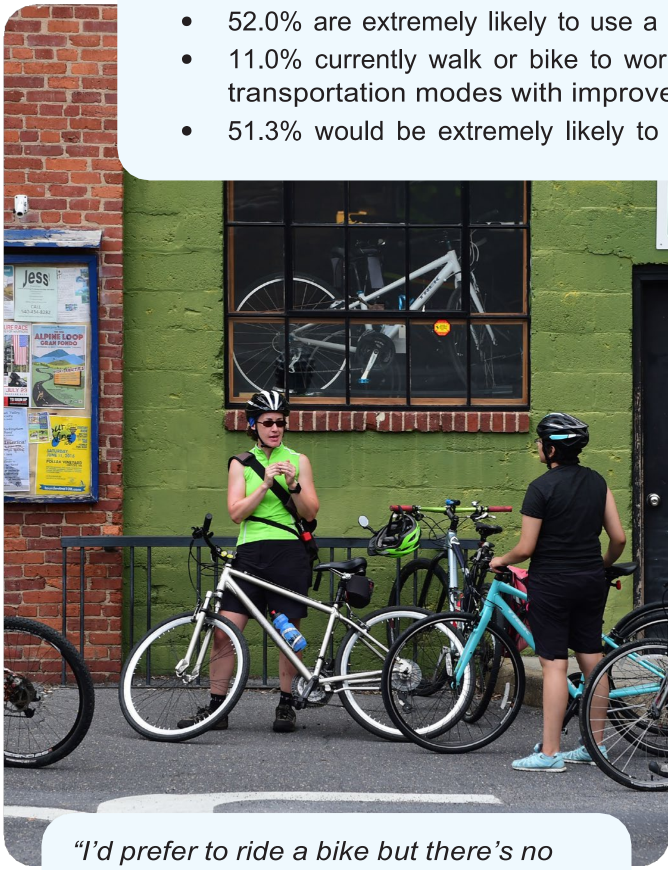
Table 11. Commuting Choices by Locality

PDC	Locality	Drive Alone	Carpool	Public Transportation	Other Means	Bicycle	Walk	Work at Home
TJPDC	Greene County	68.7%	14.5%	1.5%	2.9%	0.0%	0.5%	9.8%
	Charlottesville City	57.6%	6.6%	11.9%	1.3%	2.4%	12.6%	12.6%
	Albemarle County	68.9%	8.6%	3.8%	1.0%	0.5%	2.5%	15.2%
	Louisa County	76.8%	10.2%	0.5%	0.7%	0.0%	0.6%	8.9%
	Fluvanna County	74.0%	9.4%	1.2%	1.7%	0.0%	1.0%	12.1%
	Nelson County	61.5%	15.7%	0.0%	1.0%	0.0%	1.7%	16.1%
CSPDC	Augusta County	83.1%	8.7%	0.8%	0.4%	0.0%	0.6%	5.5%
	Bath County	88.2%	6.0%	0.0%	0.9%	0.0%	1.3%	2.0%
	Buena Vista City	81.9%	5.9%	0.0%	1.1%	0.0%	7.2%	3.3%
	Harrisonburg City	69.8%	10.5%	2.1%	1.1%	2.0%	5.9%	5.9%
	Highland County	75.2%	4.0%	0.0%	0.6%	0.0%	7.2%	12.1%
	Lexington City	49.8%	6.1%	0.0%	0.6%	0.3%	25.8%	10.5%
	Rockbridge County	79.1%	7.4%	1.2%	1.5%	0.4%	0.8%	8.3%
	Rockingham County	78.2%	9.7%	0.4%	0.7%	0.2%	3.2%	6.4%
	Staunton City	80.0%	6.8%	0.9%	1.2%	0.6%	4.4%	4.9%
	Waynesboro City	81.2%	8.5%	0.7%	0.9%	0.0%	2.2%	6.2%

Source: US Census Bureau's [2021] ACS 5-Year Estimates

Commuting Preferences from the RideShare Public Survey

- 22.0% of respondents use public transportation for their daily commute.
- 52.0% are extremely likely to use a bus if available in their area.
- 11.0% currently walk or bike to work, while 50% would consider alternative transportation modes with improved infrastructure.
- 51.3% would be extremely likely to telecommute if options were accessible.



"I'd prefer to ride a bike but there's no cycling infrastructure for much of the commute."

- Public Survey Respondent

"I'm incredibly grateful for the Afton express bus route. It makes for a long day, but since cost of living is lower in Staunton, I'll continue to utilize the bus to Charlottesville."

- Public Survey Respondent

REGIONAL WALK SCORES

Walk Score is a metric that assesses the walkability of a location based on the availability and proximity of various amenities such as grocery stores, schools, parks, and restaurants. A higher Walk Score suggests that daily errands and commuting can be easily accomplished on foot, making the area more pedestrian-friendly and less dependent on vehicles. A lower Walk Score indicates that essential services and amenities are spread out, resulting in a greater need for car transportation. Walkability scores are particularly valuable in TDM, as they provide insights into the infrastructure and accessibility of a region. This information can help guide future transportation and infrastructure planning, ensuring that both regions are accessible and inclusive for all residents.

For detailed Walk Scores across the TJPDC and CSPDC regions, please refer to Appendix A.

WORKFORCE DENSITY

The workforce density maps in **Figures 4-7** on the following pages reveal important insights into commuting patterns across the RideShare service area.

In the TJPDC region, workforce density is more evenly distributed across the area. Albemarle County and the City of Charlottesville stand out as major employment centers, while surrounding counties such as Fluvanna, Greene, and Louisa also show relatively high workforce densities. Although Nelson County is more rural, it still attracts workers due to its tourism industry and local businesses.

In the CSPDC region, workforce density is notably high in Augusta, Rockingham, and Rockbridge counties, as well as in the cities of Buena Vista, Harrisonburg, Lexington, and Waynesboro. These areas likely serve as employment hubs, attracting a larger concentration of workers. In contrast, rural counties like Bath and Highland exhibit lower workforce densities, reflecting more dispersed populations and fewer concentrated employment opportunities.

These density patterns help pinpoint where TDM services can be most impactful in the service area. High-density areas may benefit from expanded mobility services like RideShare programs and public transportation, while lower-density, rural areas may require customized commuting options, such as carpooling and telecommuting support, to ensure accessible transportation for all residents.

What are workforce density maps?

The workforce density maps provide a visual representation of where residents live and work in the RideShare service area. They highlight the concentration of workers in residential neighborhoods and key employment centers. These maps reveal commuting patterns by illustrating the flow of workers between their homes and job locations, showing where workforce activity is most intense and where it is more dispersed. This information is essential for understanding the movement of residents and identifying areas with high or low commuting demand.

For RideShare, workforce density maps are an important tool for tailoring transportation services to meet the unique needs of different communities. By identifying areas with high concentrations of workers, RideShare can focus their efforts in expanding program offerings to reduce congestion and support efficient commuting. In areas with lower workforce density or more dispersed employment locations, these maps highlight opportunities for alternative commuting solutions, such as carpooling networks, vanpool programs, or telework options, which can provide flexible and sustainable transportation choices. Overall, workforce density maps help RideShare strategically allocate resources to maximize accessibility and convenience for commuters across the region.

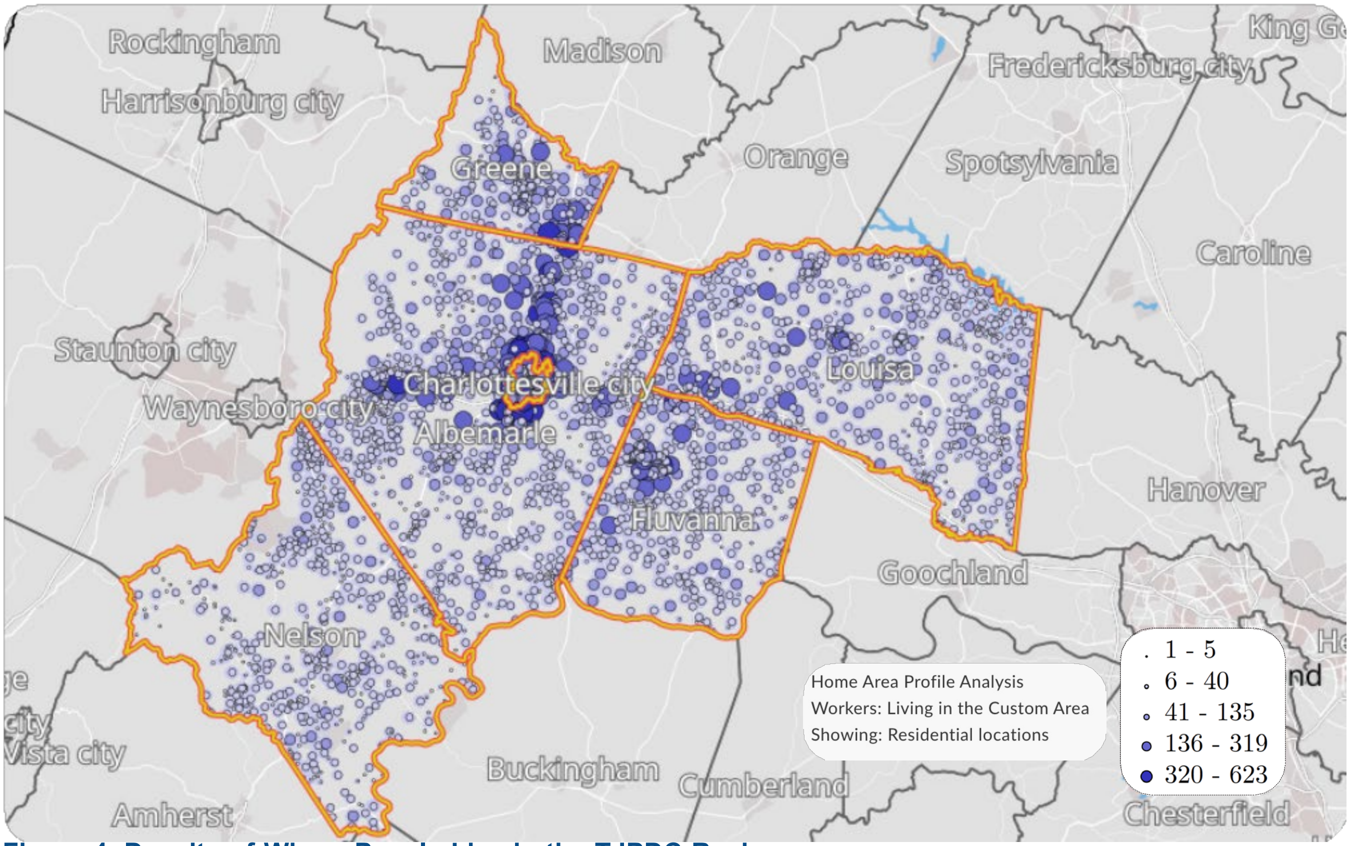


Figure 4. Density of Where People Live in the TJPDC Region
Source: US Census Bureau's [2024] OnTheMap

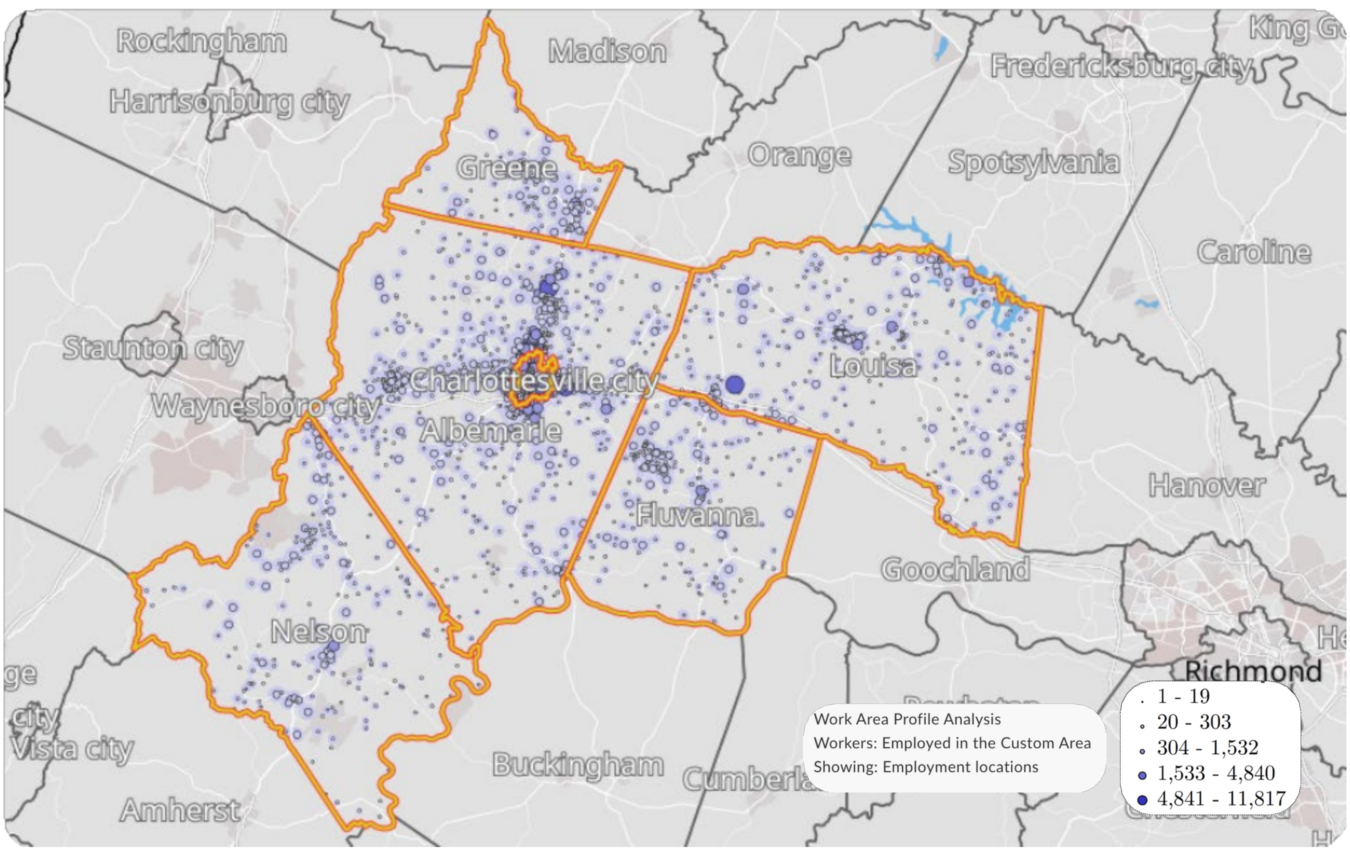


Figure 5. Density of Where People Work in the TJPDC Region
Source: US Census Bureau's [2024] OnTheMap

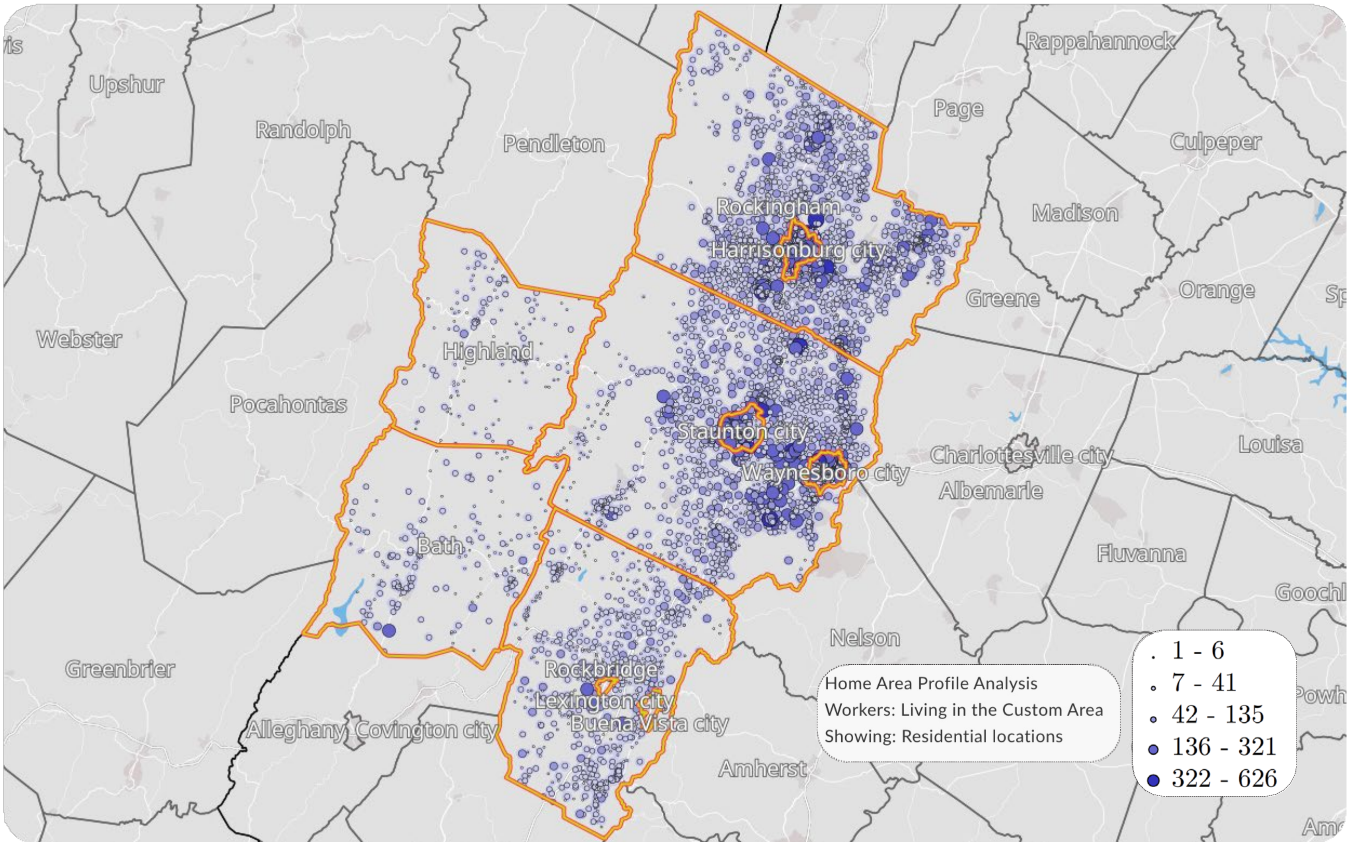


Figure 6. Density of Where People Live in the CSPDC Region
Source: US Census Bureau's [2024] OnTheMap

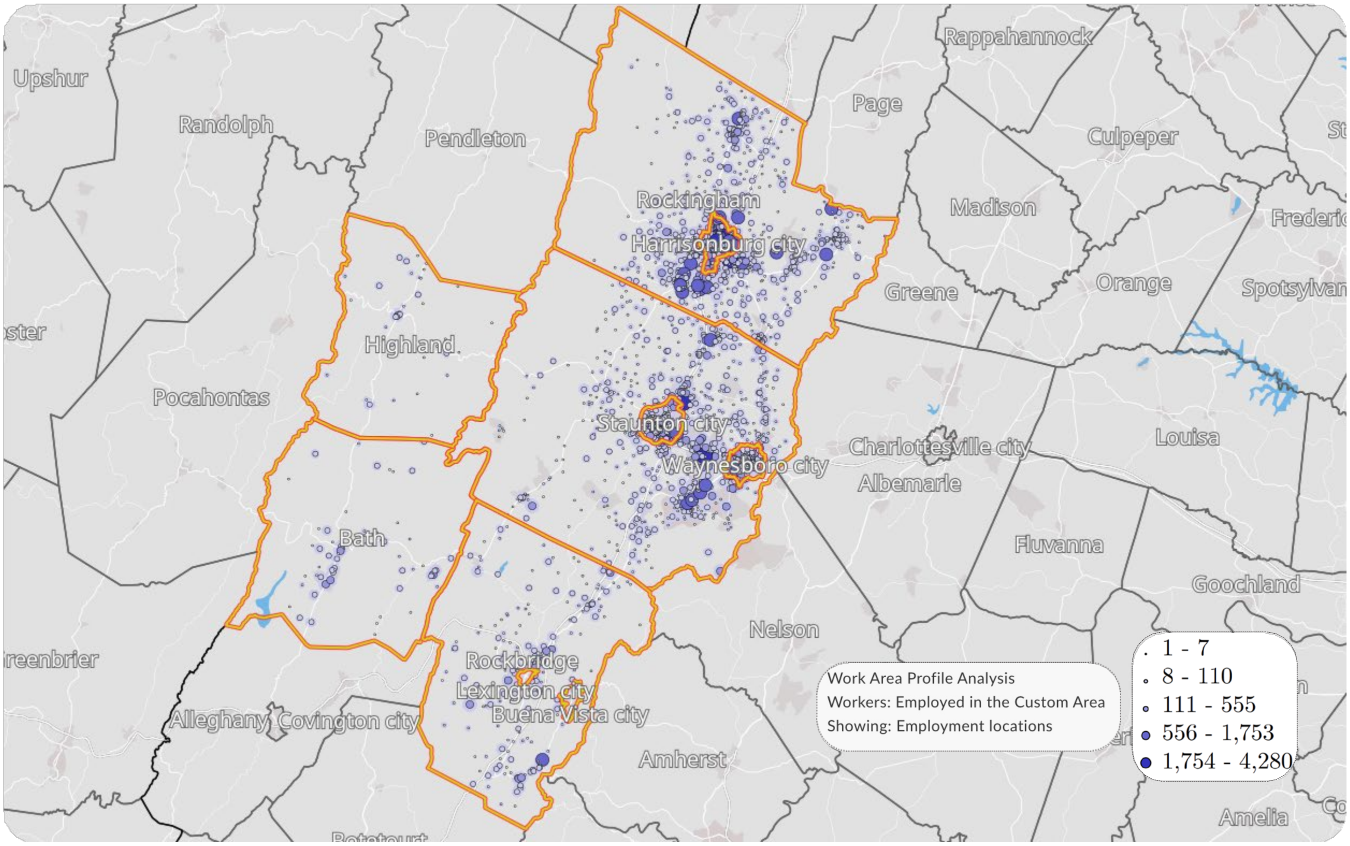


Figure 7. Density of Where People Work in the CSPDC Region
Source: US Census Bureau's [2024] OnTheMap

EXISTING FACILITIES AND SERVICES

Figure 8 below presents the existing transportation facilities and services within the RideShare service area and **Figure 9** highlights the existing facilities and services in the TJPDC region. This includes fixed bus routes, rail lines, park and ride lots, transit hubs, and train stations. All facilities and services provide alternative transportation options for commuters within both the TJPDC and CSPDC regions.

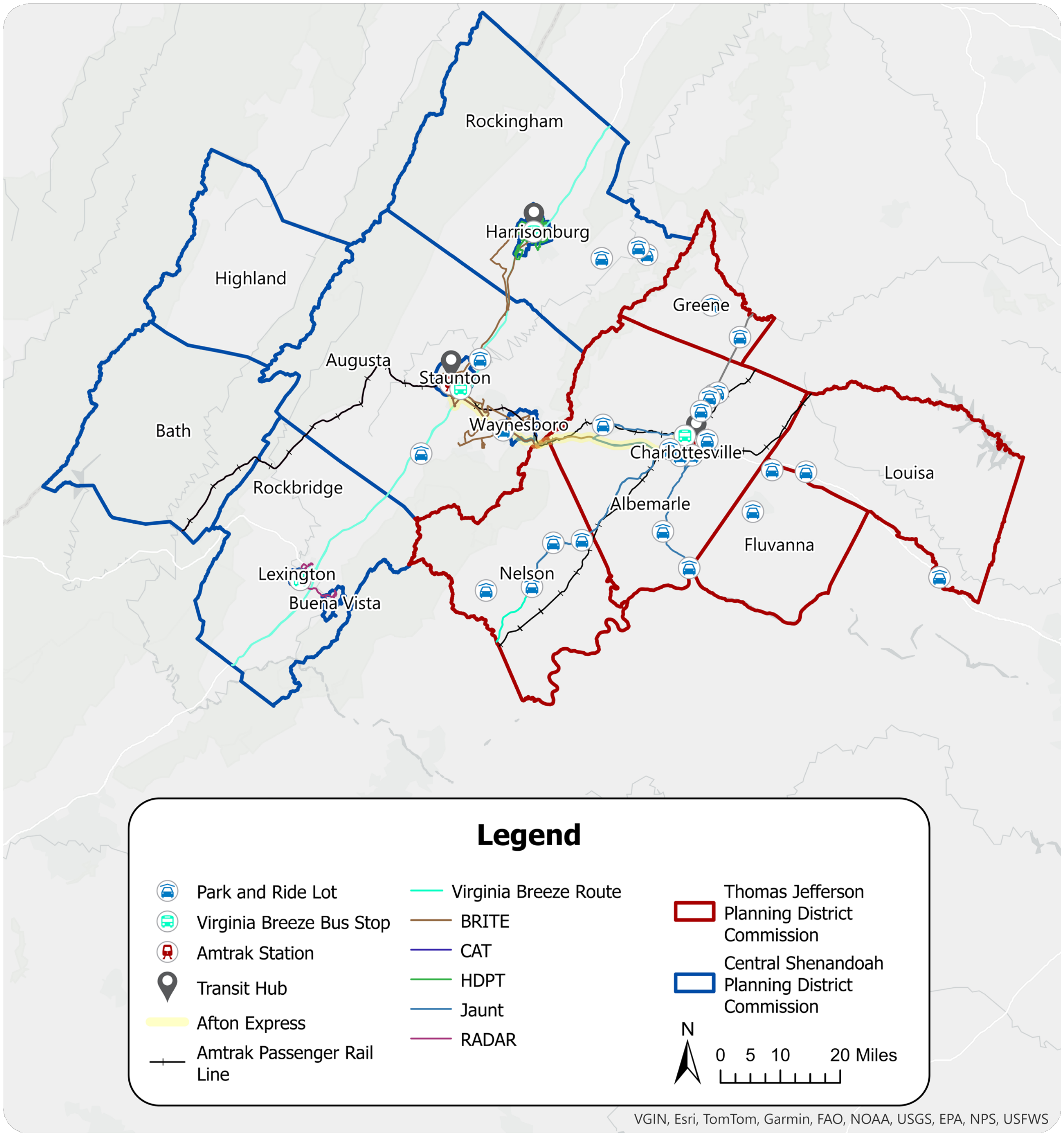


Figure 8. RideShare Service Area Existing Facilities Map

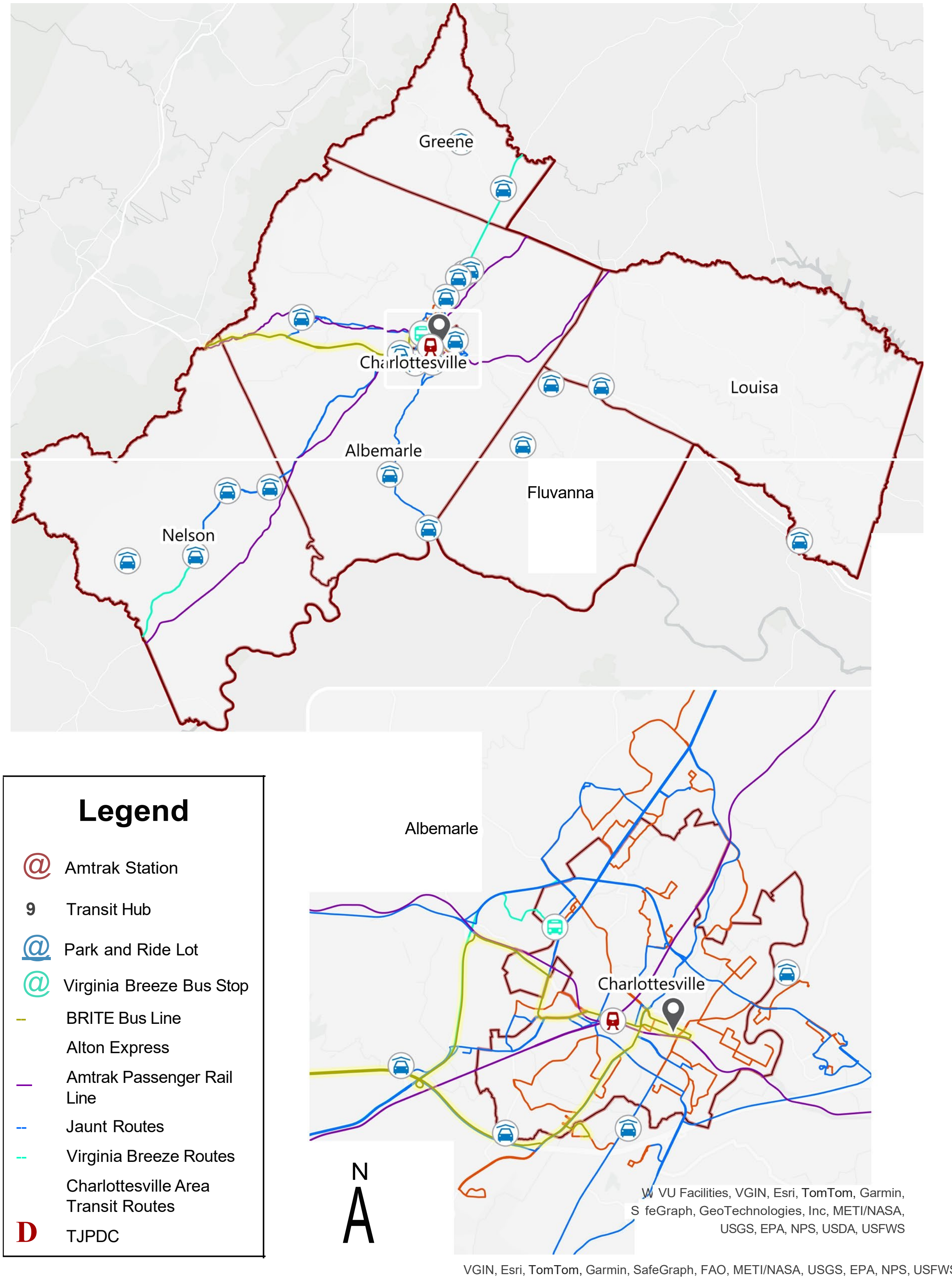


Figure 9. TJPDC Existing Facilities Map

TRANSIT SERVICES

The collaboration between TJPDC and CSPDC has established a transportation network that aims to connect residents, workers, and visitors, addressing a wide range of transportation needs across urban and rural areas. Stretching from Charlottesville to Harrisonburg, these transit services encompass major counties such as Albemarle, Augusta, and Rockbridge. This partnership aims to create a flexible, efficient transportation system that enhances mobility and accessibility throughout Central Virginia.

TJPDC TRANSIT SERVICES

CHARLOTTESVILLE AREA TRANSIT (CAT)

CAT provides public transportation in Charlottesville and parts of Albemarle County, serving key areas like UVA and the Downtown Mall. It offers fixed-route bus services, trolley routes, and paratransit options. The free trolleys operate on two routes—the Downtown Trolley and the University Trolley—connecting major destinations. CAT operates on a schedule with real-time tracking available through the CAT Bus Tracker app or website.

JAUNT

Jaunt transit offers transportation services across Albemarle, Buckingham, Fluvanna, Louisa, and Nelson counties, as well as the City of Charlottesville. Its offerings include flexible door-to-door demand-response services, fixed-route connections between communities, and commuter services linking residential areas to major employment hubs. Jaunt's Connect services (Crozet, 29 North, Buckingham, and Lovingston) transport commuters from park-and-ride lots to destinations like UVA and downtown Charlottesville. Additionally, out-of-county services enable travel between regions within the service area.

UNIVERSITY TRANSIT SERVICE (UTS)

UTS operates fixed-route services around UVA, offering essential transportation for students, faculty, and staff. UTS provides shuttles connecting parking lots, garages, and campus buildings, ensuring convenient access to academic, residential, and recreational areas. Designed for the UVA community, UTS runs on a schedule, offering reliable and efficient transit across the university grounds.

CSPDC TRANSIT SERVICES

BRITE BUS

The BRITE bus service provides fixed-route and on-demand transportation in the Staunton- Augusta-Waynesboro area and parts of Rockingham County and Harrisonburg. Managed by the CSPDC, with guidance from the BRITE Transit Advisory Committee (BTAC), BRITE's network includes routes like the 250 Connector, Stuarts Draft Link, BRCC Shuttles, Waynesboro Circulator, and Staunton North & West Loops. The Afton Express, BRITE's newest route serving both the CSPDC and TJPDC regions, is detailed further on page 30.

HARRISONBURG DEPARTMENT OF PUBLIC TRANSPORTATION (HDPT)

HDPT is the municipally owned public transportation system for the City of Harrisonburg. It operates six fixed-route bus services covering key areas of the city, along with dedicated routes for JMU students. HDPT also offers commuter options and paratransit services for individuals with disabilities.

RADAR TRANSIT

RADAR, a non-profit organization, provides rural public transit services primarily in the Greater Roanoke Valley. It offers various transportation options, including the Maury Express, which serves Lexington, Buena Vista, and Rockbridge County. RADAR's services include fixed-route transit and specialized options for seniors and individuals with disabilities, focusing on improving accessibility and connectivity in rural communities.

ROCKBRIDGE AREA TRANSPORTATION SYSTEM (RATS)

RATS offers safe, affordable transportation in the Rockbridge/Alleghany area, with a focus on accessibility for individuals with disabilities. Its fleet includes 12 wheelchair-accessible vans, three cars, and one SUV, operated by a team of drivers, schedulers, and administrators dedicated to rider safety. Supported by grants and donations from residents, businesses, and churches, RATS keeps fares low to ensure affordable service for the community.

CONNECTING BOTH REGIONS

AFTON EXPRESS

The Afton Express extends beyond a standalone service by connecting with BRITE on the western side of Afton Mountain and CAT and UTS in Charlottesville, creating a comprehensive transit network for residents in both the CSPDC and TJPDC regions. Commuters from Augusta County, Staunton, and Waynesboro can enjoy seamless transitions between stops. The Afton Express offers a reliable and comfortable transportation option across Afton Mountain, enhancing mobility within the CAP service area.

OTHER TRANSIT OPTIONS

The **Virginia Breeze** bus lines connect small towns and cities across Virginia, including stops in Charlottesville, Staunton, and Harrisonburg, as well as major hubs like Dulles International Airport and Union Station in Washington, D.C. However, its north-south route does not provide a direct connection between the CSPDC and TJPDC regions, requiring travelers to pass through Washington, D.C. Starting in 2025, the **Tidewater Current** route will be introduced, offering an east-west route along the I-64 corridor and extending to I-81, connecting to Harrisonburg.

Amtrak services are available in both regions. Charlottesville's station is near downtown and UVA, while Staunton's station offers a route to Charlottesville on select days, providing an additional option for inter-city travel within the RideShare service area.

RIDESHARE PROGRAM

RideShare is the CAP operated by the TJPDC and the CSPDC for residents, workers, commuters, and tourists. The program promotes sustainable and shared commuting options, focusing on carpooling, vanpooling, and environmentally friendly transportation solutions. RideShare's comprehensive approach to shared commuting underscores its role in advancing sustainable transportation solutions and promoting community-oriented initiatives in the service area.

RideShare Supports Commuters!
RideShare is experiencing a growing demand from commuters traveling between Harrisonburg and Staunton along the I-81 Corridor.

PROGRAM OFFERINGS

CARPOOLING AND VANPOOLING

RideShare offers comprehensive commuting solutions through its carpooling and vanpooling services. Carpooling encourages two or more commuters to share a private vehicle regularly, reducing the number of Single Occupancy Vehicle (SOV) trips taken during peak commuting times. RideShare provides free carpool matching services, connecting commuters to individuals who share similar commutes, which result in benefits such as cost savings, reduced traffic congestion, and environmental sustainability.

For individuals facing commutes of 35 miles or more one-way, RideShare advocates for vanpooling as a cost-efficient, time-sensitive, and comfortable alternative. The program assists individuals in forming vanpools by guiding them through the process of gathering riders, calculating fares, determining routes, and initiating the vanpool. Vanpool services are provided through Enterprise Vanpools and offer recent model SUVs, vans, and crossovers, enhancing both savings and the overall commuting experience.

ONLINE RIDE MATCH SYSTEM

RideShare operates an online ridematching system, providing a self-directed platform where individuals can create profiles and search based on commute preferences. The system presents potential matches allowing users to directly contact potential carpool or vanpool partners through the app. Users have the flexibility to log in at any time to make changes to their schedules, locations, radius, and profiles.

ASSISTANCE AND SUPPORT

RideShare is committed to supporting individuals interested in shared commuting options. Users can access the online ride matching system for updates and additional searches. Assistance is available by calling (888) 974-5500 for those who need support or have questions.

GUARANTEED RIDE HOME (GRH) PROGRAM

The GRH program is an initiative designed to support individuals who use alternative transportation methods to commute to work at least twice a week. This program provides a safety net in case of unexpected emergencies or situations that require participants to alter their work schedules unexpectedly. Eligible participants (employed full- or part-time utilizing alternative commuting methods) can benefit from up to five free trips per calendar year.

In eligible situations, such as sudden illnesses or injuries to oneself or immediate family members, unscheduled overtime requested by a supervisor, unexpected early departure of a carpool driver, or emergencies at home, participants can utilize the service. The program covers the cost of a taxi or rental car, providing a reliable and timely means of transportation. Rides utilizing Uber or Lyft can be reimbursed after submitting the necessary paperwork and verifying the ride qualifies.

PARK AND RIDE LOTS

Park and Ride lots are designated areas where individuals can park their personal vehicles and transfer to shared transportation options, such as buses, carpools, or vanpools, to continue their journey. Currently, there are 27 Park & Ride lots serving central Virginia and the Shenandoah Valley. Some of these lots are shared facilities, available to commuters through the businesses or organizations that own the property.

CONNECTINGVA

App to Help Residents Find Rides!
The ConnectingVA app helps commuters get connected to alternative transportation options, now with new features to find rides for single trips and events.

ConnectingVA is a comprehensive tool created by DRPT to serve as a central resource for Virginians seeking information about accessing and utilizing carpooling and vanpooling options that align with their needs. TJPDC and CSPDC collaborate with DRPT through the statewide ConnectingVA program to offer free ridematching services, helping users find carpools, vanpools, and various public transportation options. The program also provides trip-planning assistance and information on park-and-ride lots, bike share services, electric vehicle charging stations, and reward programs.

In June 2023, TJPDC hosted a RideShare focus group to better understand local commuter perception of the program and individual needs when commuting. The following insights were provided:

Convenience in Commuting
When considering commuting, participants associated convenience with factors such as:

- Access to services when needed, particularly for families needing to pick up children (i.e., flexibility of transport times).
- A variety of transportation options available throughout the day.
- Safe biking routes
- Bus service availability that meets personal schedules, with consistent timing, minimal transfers, and reliable transportation options.
- Service availability that meets personal schedules, with consistent timing and reliable transportation options.

Ideal Alternative Transportation Offerings

- A commuter train connecting Staunton to Charlottesville.
- The possibility of reducing personal car ownership.
- Expanded bus routes, particularly between Pantops and UVA, and along 29 North.
- Better bus services to underserved locations, such as 2400 Old Ivy Road.
- Real-time tracking of buses to enhance reliability and convenience.

Areas for Improvement

- Expanding alternative transportation service areas to accommodate commuters living further away from urban centers.
- Increasing the frequency of transportation services, particularly during midday, to reduce the number of guaranteed ride-home trips and to enable more recreational travel.
- Better advertising and communication of RideShare offerings, particularly within large organizations like UVA, and in parking lots or employee orientations.
- Collaborating with local businesses and UVA to offer financial incentives for employees who carpool or use alternative transportation.

MICROMOBILITY AND MICROTRANSIT

Micromobility and microtransit, although limited within the RideShare service area, are innovative concepts studied throughout the CSPDC and TJPDC regions. These concepts are tailored for urban and suburban environments and prioritize efficiency and convenience. Micromobility includes lightweight, sometimes electric, modes of transportation such as scooters and bicycles. These options cater to short-distance travel needs, serving as a solution for the first or last mile of a commute. Microtransit often involves on-demand transportation services operating on a smaller scale than traditional public transit. This may include shuttle buses or on-demand vans. Microtransit services respond dynamically to real-time demand and utilize technology to optimize routes. TJPDC's CAT initiated a microtransit pilot program in November 2023. In addition, the CSPDC will conduct a microtransit feasibility study in FY25 for the BRITE Transit service area.

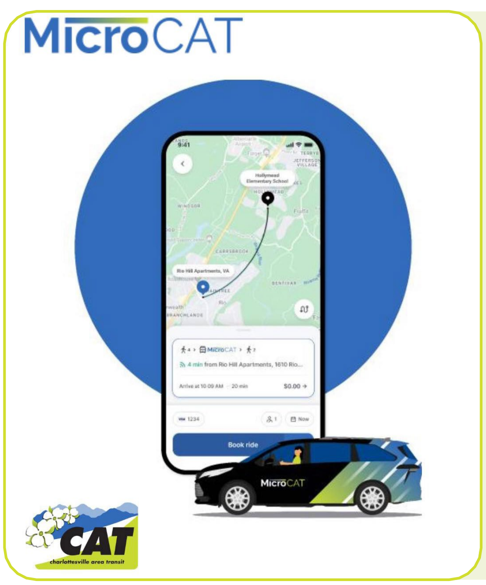
The following micromobility and microtransit services are currently available within the RideShare service area.

ELECTRIC SCOOTERS

Electric scooters are a popular micromobility option and provide a convenient solution for short-distance travel in urban areas. Users can easily rent electric scooters through mobile apps. These scooters are available within the cities of Harrisonburg and Charlottesville to provide additional commuting options for residents, university students, and visitors.

ELECTRIC BIKES AND BIKE SHARE

Electric bikes, or e-bikes, are bicycles equipped with an electric motor that assists the rider's pedaling effort. Bike-share programs provide e-bikes for shared use to individuals on a short- term basis. These programs typically operate in urban areas and allow users to rent bikes from designated stations or through mobile apps. The only locality in the two regions that currently provides any form of bike-share services is the City of Charlottesville through the provider Veo.



Expanding Mobility in Albemarle County!

In fall 2023, CAT introduced "MicroCAT," a microtransit pilot program in Albemarle County. This fare-free, on-demand public rideshare service enhances transportation options by extending CAT's fixed-route bus coverage in the Pantops and US-29 Corridor areas. Riders can easily book trips in comfortable, wheelchair-accessible vehicles through the MicroCAT app by entering their pickup and dropoff locations, while those without smartphones can reserve rides via a dedicated phone line. This innovative service offers a convenient and accessible solution for commuting, shopping, and other travel needs.

>> To learn more about MicroCAT, please visit www.charlottesville.gov/1806/MicroCAT

CHAPTER THREE

VISION, MISSION, GOALS, AND OBJECTIVES

This chapter details RideShare's strategic framework, including its vision, mission, goals, objectives, and metrics. This framework serves as the cornerstone for the CAPSP's development, steering the program's direction in the years ahead. Staff members from the TJPDC and the CSPDC jointly designed these guiding principles, using their regional expertise and data from Chapter 2 to inform their decisions. The vision, mission, goals, and objectives represent the diverse needs of the 16 distinct localities within the RideShare service area.

VISION, MISSION, AND GOALS

RIDESHARE VISION

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

RIDESHARE MISSION

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

RIDESHARE GOALS

1. Reduce single-occupancy vehicle trips.
2. Encourage the 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.

1 **Reduce single-occupancy vehicle trips.**

This goal aims to decrease the number of vehicles on the road with only one occupant, which can help alleviate traffic congestion, reduce emissions, and promote more sustainable transportation options.

OBJECTIVES AND MEASUREMENTS

Objective 1a: Increase utilization of carpool and vanpool services.

- Track the total number of new vanpool formations facilitated through the program.
- Track the total number of new carpool and vanpool searches in the carpool matching system.
- Track the total number of new carpool and vanpool trip types logged.
- Conduct new surveys to assess commuter satisfaction and perceived benefits of participating in carpool and vanpool programs.

Objective 1b: Increase utilization of transit services.

- Monitor ridership data for public transit systems, tracking changes in the number of passengers over time.
- Track the total number of new transit trip types logged.
- Conduct surveys to assess commuter satisfaction and perceived benefits of utilizing transit services.

Objective 1c: Increase utilization of non-vehicle trips (e.g., bicycling, walking, telework).

- Track the total number of new other non-vehicle trip types logged.
- Monitor the participation rates in telework programs among eligible employees.

What Residents Say About Their Daily Commute...

- 46.3% of survey respondents currently drive alone for their daily commute.
- 68.3% have considered alternative options like carpooling, ride-sharing, or commuter buses.
- 43.2% reported traffic congestion as one of the main challenges of their daily commute.
- 73.0% cited convenience as a key factor in their choice of transportation.

2 Encourage the utilization of trip planning tools.

This goal focuses on promoting the use of trip planning tools (i.e., DRPT trip planner and the ConnectingVA mobile app) to help individuals and communities efficiently plan their travel routes, modes of transportation, and schedules.

OBJECTIVES AND MEASUREMENTS

Objective 2a: Collaborate with local transportation agencies and community organizations to conduct outreach events at key transit hubs, employment centers, and community gatherings to introduce commuters to trip-planning tools.

- Measure attendance and participation rates at outreach events.
- Collect feedback from attendees to assess awareness and understanding of trip planning tools before and after the events.
- Track the number of new users or downloads of trip-planning apps following outreach efforts.

Objective 2b: Offer training and support for commuters and partners (e.g., employers, community organizations, etc.) on existing trip-planning tools and how to utilize them to enhance their travel experiences.

- Measure participation rates in training opportunities.
- Conduct pre- and post-training surveys to assess knowledge and confidence levels in using trip-planning tools.
- Track the number of participants who subsequently utilize trip-planning tools for their travel needs.

Objective 2c: Promote the GRH Program through various channels, including social media, transit stations, employer networks, and community events.

- Track the reach and engagement metrics of social media posts promoting the GRH program.
- Track the number of employers reached or engaged through outreach efforts.
- Measure the utilization of the GRH among employees of participating employers.

Awareness of the ConnectingVA App

- 47.4% of survey respondents are familiar with the ConnectingVA app.
- 25.0% are familiar with and have used the app.
- 22.4% are familiar with the app but have not used it.

3 **Build and maintain relationships with community stakeholders to promote regional collaboration around transportation solutions.**

This goal emphasizes the importance of fostering partnerships and collaboration among various stakeholders to address transportation challenges and implement effective solutions at a regional level.

OBJECTIVES AND MEASUREMENTS

Objective 3a: Reach out to community organizations, advocacy groups, educational institutions, and underrepresented communities to broaden the network of stakeholders involved in transportation planning and decision-making.

- Monitor the expansion of the stakeholder network by tracking the number of new partnerships and collaborations formed.
- Conduct surveys or interviews to assess stakeholders' perceptions of engagement and effectiveness of outreach efforts.

Objective 3b: Develop targeted outreach campaigns to engage communities that may be disproportionately affected by transportation issues or underserved by existing transportation services (e.g., more rural communities).

- Measure the reach and engagement of outreach campaigns through metrics such as website traffic, social media interactions, and event attendance.
- Monitor changes in transportation-related indicators (e.g., mode share, commute times) in targeted communities following outreach efforts.

Objective 3c: Utilize a multi-channel approach to public outreach, including traditional media, social media, community events, and direct mail, to reach a broad and diverse audience.

- Track the effectiveness of different communication channels by comparing engagement metrics and reach.
- Conduct surveys to assess the level or participation across diverse demographics and geographic areas.

Objective 3d: Participate in relevant educational workshops to facilitate discussions on TDM related topics and distribute information materials.

- Monitor the reach and engagement of digital materials distributed through online platforms or email newsletters, such as website views, downloads, or email open rates.
- Measure the attendance and participation rates at educational workshops.
- Conduct surveys or feedback forms with workshop participants to gather insights on their knowledge, attitudes, and behaviors related to transportation topics.

4 **Educate community members on TDM as a solution to increased mobility and access throughout the service area**.

This goal aims to raise awareness and understanding of TDM strategies among community members to improve mobility, reduce congestion, and enhance access to transportation options.

OBJECTIVES AND MEASUREMENTS

Objective 4a: Provide opportunities for professional development for PDC staff, such as attending conferences, participating in webinars, and pursuing certifications related to TDM.

- Measure staff participation in professional development opportunities, including attendance at conferences, webinar, and training sessions.
- Conduct pre- and post-training assessments to evaluate staff knowledge and skills in TDM concepts and strategies.

Objective 4b: Compile and disseminate semi-regular reports or newsletters highlighting TDM initiatives, accomplishments, and progress made by PDCs and partner organizations.

- Measure the distribution and readership of reports/newsletters through metrics such as open rates, click-through rates, and downloads.

Objective 4c: Share success stories, case studies, and testimonials from community members, employers, and stakeholders to showcase the impact and effectiveness of TDM strategies.

- Measure the reach and engagement of success stories and case studies through metrics such as website views, social media shares, and media coverage.
- Collect feedback from stakeholders on the perceived impact and effectiveness of the stories and case studies in promoting TDM awareness and adoption.

Objective 4d: Establish mechanisms for stakeholders to provide input and suggestions for future quarterly updates, ensuring that the content remains relevant, informative, and responsive to community needs and interests.

- Measure stakeholder participation in feedback mechanisms such as surveys, focus groups, and advisory committees.
- Analyze stakeholder input to identify trends, priorities, and areas for improvement in TDM education and outreach efforts.

Objective 4e: Collaborate with local Chambers of Commerce, business associations, and industry groups to promote TDM adoption among employers and share best practices and success stories.

- Monitor the number of Chamber of Commerce events and activities featuring TDM education and outreach.

4

Educate community members on TDM as a solution to increased mobility and access throughout the service area.

This goal aims to raise awareness and understanding of TDM strategies among community members to improve mobility, reduce congestion, and enhance access to transportation options.

OBJECTIVES AND MEASUREMENTS CONTINUED...

Objective 4f: Collaborate with colleagues in other program areas within PDCs, such as housing, environment, and land use planning, to integrate TDM principles and strategies into broader community development initiatives.

- Monitor the integration of TDM principles into housing, environment, and land use planning processes and projects.
- Conduct cross-departmental meetings or workshops to assess collaboration and alignment of goals and strategies.

Objective 4g: Initiate dialogue and collaboration with the VDOT to raise awareness and understanding of the importance of integrating TDM strategies into construction projects and infrastructure improvements.

- Track the number of collaborative projects or initiatives between the organization and VDOT.
- Conduct surveys or interviews with stakeholders, including VDOT staff, to assess awareness and understanding of TDM strategies and their potential impact on construction projects.
- Monitor any policy changes or updates to VDOT guidelines that reflect the integration of TDM strategies into construction projects.

Comments on the RideShare Program

- "[The RideShare Program] needs more marketing [and] exposure."
- "I think that you could do more to promote carpooling. I think that you also could work more with UVA to develop more alternatives for their employees to commute via vanpool or carpooling."

CHAPTER FOUR

TARGET MARKETS AND CUSTOMERS

This chapter focuses on the strategic planning of RideShare services, outlining the program's targeted approaches to maximize SOV trip reduction within resources. By strategically identifying specific target markets and customers within both the CSPDC and TJPDC regions, RideShare can allocate resources efficiently. Understanding the rationale behind these selections is crucial for optimizing the effectiveness and efficiency of RideShare services. This chapter explores these considerations to ensure that RideShare effectively serves the region's commuting needs while maximizing cost-effectiveness.

DEVELOPMENT METHODOLOGY

A comprehensive and collaborative process was used to develop target markets and customers in the RideShare service area. This included the integration of data analysis, RideShare staff expertise, and public feedback. RideShare staff played a pivotal role in leading this process, leveraging their collective knowledge of the service area and its commuters to inform decision-making.

Data Review and Analysis

RideShare staff reviewed data from Chapter 2, which provided insights into the broader service area and existing commuter patterns. This included an analysis of demographic information, commuting behaviors, and transportation preferences to identify potential target markets and customers.

Staff Expertise and Local Knowledge

Drawing on their knowledge of the area and their customers, RideShare staff contributed valuable insights into commuter demographics, employment sectors, and transportation challenges. Their expertise helped to refine target market criteria and customer profiles to ensure alignment with the program's objectives.

Public Survey

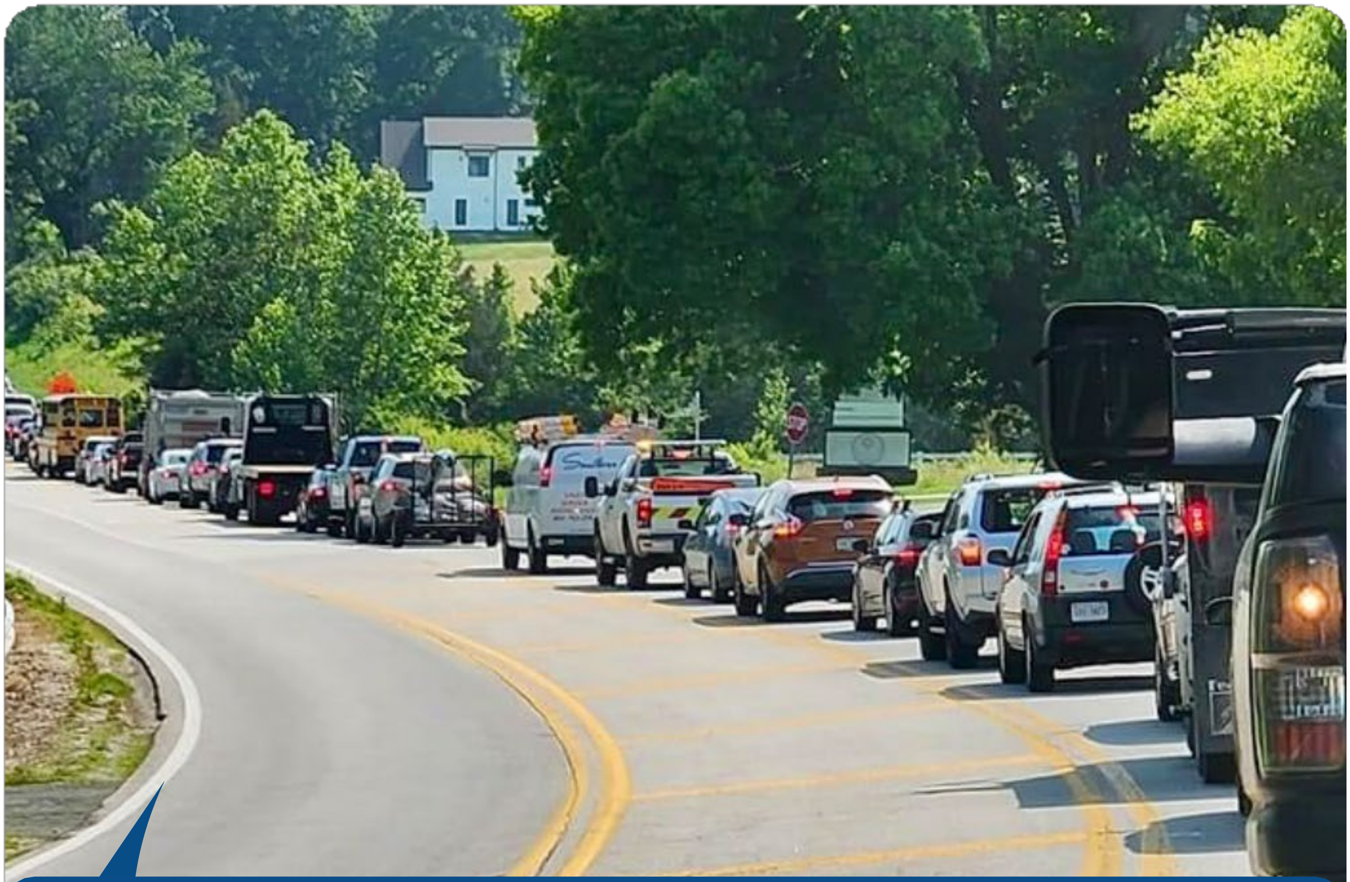
To gather additional insights and validate preliminary findings, RideShare conducted a public survey reaching out to residents, workers, and commuters within the service area. The survey received responses from 84 individuals living and commuting in the service area. This survey provided valuable feedback on commuting habits, commuting needs, and perceptions of the RideShare program. Results from the survey were analyzed and incorporated into the development of target markets and customer profiles.

Integration and Iteration

Throughout the development process, RideShare staff integrated findings from data analysis, their expertise, and public survey results. This iterative approach allowed for refinement and validation of target markets and customer profiles, ensuring alignment with the program's goals and objectives.

TARGET MARKETS AND CUSTOMERS

Both PDCs focus on serving commuters within their respective regions, as well as those traveling between and from outside regions. Each region has unique commuting needs, which require tailored efforts to reduce single-occupancy vehicle trips. RideShare staff developed target markets of customers to strategically aim program services and effectively address the diverse commuting needs of the TJPDC and CSPDC regions.



Where Are People Traveling?
Based on survey responses, commuters in the RideShare service area travel along the I-64 Corridor between Staunton and Charlottesville (34.4%), followed by the I-81 Corridor between Harrisonburg and Staunton (21.9%), and the I-64 Corridor east of Charlottesville (18.8%). Other significant corridors include the I-81 Corridor north of Harrisonburg (14.1%) and areas categorized as "Other" (20.3%).

What Challenges Do Commuters Face?
Survey participants identified the main challenges during their daily commutes as:

- Traffic congestion (43.2%)
- Long travel times (32.4%)
- Safety concerns (36.5%)

This data emphasizes the importance of targeted outreach and tailored commuting solutions to address congestion, improve safety, and provide reliable alternatives for commuters.

TJPDC TAGRET MARKETS AND CUSTOMERS

TARGET MARKET 1
Commuters within the TJPDC region

TARGET CUSTOMER 1
Commuters within the TJPDC region, particularly those traveling from rural outlying counties to the Charlottesville-Albemarle metropolitan area for work.

CUSTOMER PROFILE

Demographics

- Occupation: Shift laborers and professional administrative workers, particularly in the healthcare and hospitality sectors.
- Income Range: Broad spectrum ranging from $30,000-$75,000
- Employment Status: Primarily full-time employees working varied shift schedules.

Behavioral Characteristics

- Commuters regularly travel from rural areas to urban employment hubs, often seeking cost-effective and reliable alternatives to solo driving. With limited public transportation options in rural regions, they show a strong interest in carpooling as a practical and affordable solution. Key motivations influencing their transportation choices include cost savings, reduced vehicle wear and tear, and the convenience of shared transportation.

Pain Points

- Rising fuel prices and vehicle maintenance costs have made solo commuting increasingly undesirable for rural commuters. With limited access to public transit systems, they often rely on personal vehicles or carpooling as their primary transportation options. However, shift-based employment presents scheduling challenges, making traditional transit services less effective in meeting their needs.

Opportunities

- Flexible and affordable carpooling programs tailored to the specific needs of rural commuters can provide practical solutions for this group. Raising awareness about RideShare services in rural counties is crucial, as many commuters may be unaware of the alternatives available to them. Collaborating with major employers, such as hospitals, hospitality businesses, and other key organizations in the Charlottesville-Albemarle area, can help promote carpooling participation and foster sustainable commuting practices.

Key Insights

- This commuter group is a key segment in the TJPDC region, facing challenges from rural origins and shift-based schedules. Promoting carpooling and shared transportation can reduce single-occupancy trips, cut costs, and offer sustainable solutions. Targeted marketing and employer partnerships are essential for reaching and supporting this audience.

TARGET MARKET 2
Commuters from the CSPDC Region to the TJPDC Region

TARGET CUSTOMER 2
Commuters from Staunton, Waynesboro, and Augusta County to Charlottesville for employment in healthcare sectors and educational services.

CUSTOMER PROFILE

Demographics

- Occupation: Healthcare professionals, educators, and administrative staff.
- Income Range: Mid-to-upper-income earners.
- Employment Status: Primarily full-time employees.

Behavioral Characteristics

- Daily commutes for this group average 30 to 45 minutes, with most traveling in SOVs from rural or suburban areas to urban job centers in Charlottesville. They show interest in alternative commuting options such as carpooling or the Afton Express bus service, seeking solutions that lower costs and reduce the stress of solo driving. Convenience, affordability, and reliable schedules are key factors shaping their commuting choices.

Pain Points

- Limited parking availability and high costs in urban job centers, combined with rising fuel prices and vehicle maintenance expenses, make commuting increasingly challenging. Traffic congestion along major routes adds stress and extends travel times, while shift-based work schedules require flexible and adaptable commuting solutions to meet these demands.

Opportunities

- Promoting carpooling as a cost-effective and stress-reducing alternative to solo driving can effectively address commuters' needs. Targeted outreach along high-traffic corridors and at employment hubs will help maximize the impact of these efforts. Collaborating with major employers, such as UVA, can further raise awareness and encourage participation in RideShare programs.

Key Insights

- This commuter group is highly impacted by commuting costs, time, and stress, making them receptive to practical and affordable alternatives. Tailored outreach highlighting convenience and cost savings can drive engagement, while strategic partnerships with employers can enhance the visibility and adoption of shared commuting solutions.

TARGET MARKET 3
Commuters from outside regions to the TJPDC region

TARGET CUSTOMER 3
Commuters traveling long distances from areas like Richmond to the Charlottesville metropolitan area for employment.

CUSTOMER PROFILE

Demographics

- Occupation: Professionals working in government, administration, or institutional roles.
- Income Range: Mid to upper-income earners.
- Employment Status: Primarily full-time employees.

Behavioral Characteristics

- Commutes for this group range from 1 to 1.5 hours each way, making these trips both lengthy and costly. With limited transit alternatives, they prefer shared transportation options such as carpooling or vanpooling. Key motivations include cost savings, reduced stress from solo driving, and an improved quality of life through shared commuting experiences.

Pain Points

- Long travel times contribute to commuter fatigue and stress, while high transportation costs—such as fuel, tolls, and vehicle maintenance—place a significant burden on individuals. The lack of alternative transportation options further limits flexibility and available choices for commuters.

Opportunities

- Many long-distance commuters are unaware of carpooling and vanpooling options that could reduce costs and improve their commuting experience. Targeted outreach and effective marketing are essential to reach commuters from outside regions and showcase the benefits of shared transportation solutions. To encourage adoption, carpooling and vanpooling services must prioritize flexibility and reliability, catering to full-time workers with fixed schedules. Promoting these shared transportation options can not only alleviate congestion in the TJPDC region but also enhance the overall commuting experience for long-distance travelers.

Key Insights

- This commuter group faces significant time and cost challenges due to their lengthy commutes. They are likely to embrace carpooling or vanpooling as practical, cost-effective solutions if properly informed. By raising awareness and focusing on the convenience and savings of shared transportation, RideShare can encourage a mode shift among this market. Partnerships with employers and strategic outreach efforts can further enhance engagement and reduce single-occupancy vehicle trips into the TJPDC region.

CSPDC TARGET MARKETS AND CUSTOMERS

TARGET MARKET 1
Commuters within the CSPDC region

TARGET CUSTOMER 1
Commuters traveling from rural counties to urban centers such as Staunton, Waynesboro, Lexington, and Harrisonburg for work.

CUSTOMER PROFILE

Demographics

- **Occupation:** Shift laborers and professional administrative workers, particularly in the education sector.
- **Income Range:** Broad spectrum, ranging from $20,000 to $75,000 annually.
- **Employment Status:** Includes both part-time and full-time workers.

Behavioral Characteristics

- Commuters traveling from dispersed rural areas to concentrated urban employment hubs often seek reliable, cost-effective alternatives to solo driving to avoid traffic congestion. With limited commuting options in rural areas, they are likely to consider carpooling or vanpooling. They are motivated by financial savings, reduced commuting stress, and the convenience these alternatives offer.

Pain Points

- The dispersed nature of rural origins poses challenges for centralized outreach and uniform commuting solutions, while urban hubs like Staunton and Harrisonburg face congestion that makes solo driving less appealing. Additionally, limited cost-effective opportunities to disseminate information across the region may leave many commuters unaware of alternative transportation options.

Opportunities

- Concentrating outreach and service promotion near urban hubs, where commute destinations are clustered, can maximize impact. Partnering with educational institutions and large employers in these areas can encourage the adoption of carpooling and other commuting alternatives. Additionally, offering flexible, accessible RideShare options tailored to the unique needs of rural commuters with varied schedules and employment types ensures broader inclusivity and effectiveness.

Key Insights

- This commuter group relies on urban centers for employment and values cost-effective transportation solutions. By promoting carpooling near urban hubs and partnering with employers, RideShare can effectively engage this segment. Tailored outreach strategies are key to addressing the challenges of reaching a dispersed rural population and maximizing the impact of commuting alternatives in the CSPDC region.

TARGET MARKET 2
Commuters from the CSPDC region to the TJPDC region

TARGET CUSTOMER 2
Commuters traveling from the CSPDC region to the TJPDC region, specifically those commuting from Staunton, Waynesboro, and Augusta County to Charlottesville for employment in the healthcare and university sectors.

CUSTOMER PROFILE

Demographics

- Occupation: Professionals working in healthcare, education, or other university-related roles.
- Income Range: Typically higher-income earners.
- Employment Status: Primarily full-time employees with varied shift schedules.

Behavioral Characteristics

- Long-distance commuters traveling between urban hubs in the CSPDC region and Charlottesville often seek alternatives to single-occupancy vehicle travel. They show a strong interest in services like the Afton Express, which alleviates the stress of solitary commutes and reduces the burden of driving. Key motivations for exploring alternative commuting options include cost savings, reduced wear and tear on personal vehicles, improved road safety, and the convenience these services provide.

Pain Points

- Commuters face significant concerns about rising fuel prices, vehicle maintenance costs, and the overall expenses associated with solo driving. Road safety is another major worry, with issues such as inadequate highway lighting adding stress to long commutes. Extended working hours combined with lengthy travel times contribute to exhaustion, making comfortable and convenient alternatives highly appealing. However, a general lack of awareness about available transportation options limits their ability to consider alternatives, highlighting the need for improved outreach and education.

Opportunities

- Raising awareness about existing solutions, such as the Afton Express and other RideShare options, through targeted outreach is essential to reaching these commuters. Emphasizing convenience-focused solutions, such as the stress-free nature and cost-effectiveness of shared transit, can further appeal to this group. Partnering with employers, particularly healthcare institutions and universities in Charlottesville, to promote RideShare services and offer commuting incentives can significantly boost adoption rates.

Key Insights

- This commuter group prioritizes reliable, convenient transportation to address challenges like cost, safety, and fatigue from long commutes. Raising awareness of options like the Afton Express and emphasizing convenience and affordability can effectively engage this audience. Partnering with major Charlottesville employers provides a strategic opportunity to boost outreach and adoption.

CHAPTER FIVE

OPERATIONAL PLAN

This chapter presents an overview of the existing services and future needs for the delivery of the RideShare Commuter Assistance Program, managed by the TJPDC and CSPDC. RideShare's strategic initiatives aim to advance sustainable transportation solutions and foster community- oriented efforts across its service area. This chapter details RideShare's current services, new and enhanced service plans, technological tools, partnerships, staffing needs, and marketing strategies. RideShare seeks to optimize resource allocation, reduce SOV trips, and effectively serve the diverse commuting needs of the community while ensuring cost-efficiency and sustainability.

EXISTING SERVICES

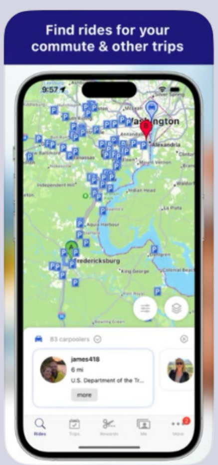
COMMUTER ASSISTANCE AND SUPPORT

RideShare caters to commuters and employers, emphasizing sustainable and shared commuting choices such as carpooling, vanpooling, and other modes of eco-friendly transportation. With its comprehensive approach, RideShare plays a pivotal role in advancing sustainable transportation solutions and fostering community-oriented initiatives across its service area. The program offers free carpool matching services, which connects commuters with similar routes, resulting in benefits like cost savings, decreased traffic congestion, and environmental preservation. RideShare advocates for vanpooling as a viable option for individuals facing lengthy commutes of 35 miles or more one-way, providing guidance on forming vanpools, and initiating vanpooling arrangements. By integrating both carpooling and vanpooling services, RideShare caters to diverse commuting needs, delivering flexibility, cost-efficiency, and sustainable transportation alternatives.

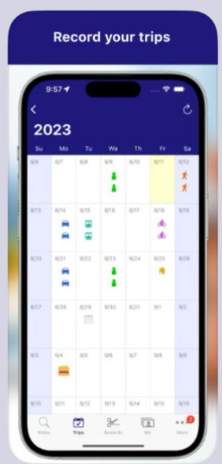
RideShare currently utilizes several web-based tools to connect commuters to resources including a carpool matching database with a rewards system, a dedicated website, and information sharing through social media channels. Additionally, the program utilizes DRPT's ConnectingVA platform for trip planning and ride matching, provides a support phone line, and collaborates with Enterprise Vanpools to assist with their formation of vanpools for interested commuters. These services support the first two goals of this strategic plan and are for all market segments.

Throughout the duration of this strategic plan, RideShare program staff will continue promoting carpooling and vanpooling to commuters within the TJPDC and CSPDC regions. Although no new services related to carpooling and vanpooling are to be introduced during the five-year period covered by this plan, staff will continue to look for new and innovative ways to market these services through advertisements and outreach to commuters, employers, and community- partners.

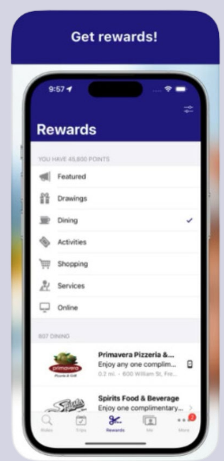
Your Commute, Simplified with the ConnectingVA App!



Find Rides
Explore your best commute options, including transit, carpooling, vanpooling, or biking, all in one app.



Track Your Trips
Log your greener trips to see how much money you save, emissions you reduce, and points you earn with ConnectingVA.



Earn Rewards
Earn points for every trip, redeemable for coupons, discounts, and more.

GUARANTEED RIDE HOME PROGRAM (GRH)

The GRH program is designed to aid individuals who commute to work using alternative transportation methods at least twice a week. This service provides a safety net for unexpected emergencies or situations requiring participants to alter work hours without notice. Eligible participants (full- or part-time employees utilizing alternative commuting methods) are allowed up to five free trips per calendar year. In eligible scenarios, such as sudden illnesses, injuries to oneself or immediate family members, unscheduled overtime, unexpected early departure of a carpool driver, or emergencies at home, participants can utilize the service.

The program covers the expenses of a taxi or rental car, ensuring a reliable and prompt means of transportation home from work. RideShare staff oversee the application process, verification of contact information, provision of welcome packets, and promotion of the program. These services support the first two goals and apply to all market segments.

Although it is available to commuters in both regions, TJPDC RideShare staff are responsible for managing enrollments and processing emergency ride home requests. It is understood that DRPT is in the process of implementing a new state-wide emergency ride home program, though it is not clear when the new system will be available in the RideShare program region. The new platform would require requests for emergency rides to be routed to staff for approval.

If RideShare program staff are responsible for processing real-time requests for emergency rides, TJPDC staff may require additional support either in the form of additional staff hours within their agency or supplemental support from CSPDC staff. Program staff will also increase promotion of emergency ride home services at the time the new program is implemented. This will ensure commuters who are currently enrolled in the GRH program are migrated to the new program, and new users are aware of how to register for the service. This would require staff time and an allocation of the advertising and printing budget for the creation of new marketing materials.

>>Learn more and register for the Guaranteed Ride Home Program at www.rideshareinfo.org/guaranteed-ride-home/

Register Now!

NAME

EMPLOYER

ADDRESS

ADDRESS

CITY STATE ZIP

CITY STATE ZIP

HOME PHONE WORK PHONE

NAME OF SUPERVISOR SUPERVISOR PHONE

EMAIL

I CURRENTLY GET TO WORK BY:

☐ CARPOOL ☐ VANPOOL ☐ CAT ☐ BRITE ☐ AFTON EXPRESS ☐ JAUNT ☐ BIKE ☐ WALK

DAYS PER WEEK USING THE METHOD ABOVE:

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7

RESEARCH AND PLANNING

RideShare program staff provide essential planning and research services toward the goals of TDM. They play a pivotal role in supplying valuable data to partners and assist in identifying regional transportation solutions. This involves conducting an annual marketing survey to gather insights crucial for program enhancement and development. Additionally, RideShare actively engages with member localities in both TJPDC and CSPDC regions, and collaborates with major transportation planning partners such as VDOT and the MPOs within their jurisdictions. These efforts ensure a comprehensive understanding of transportation needs and facilitate informed decision-making processes.

RideShare program staff will continue to engage in research and planning activities throughout the duration of this strategic plan. Beyond current and ongoing activities, additional resources may be required to support the annual updates to the strategic plan and to the full re-write scheduled for fiscal year 2030 (FY30). These resources could include increased staff time, reallocation of existing staff time from other program activities, or funding for professional services to contract with an external agency for plan development. According to DRPT funding requirements, any contracted services for strategic plan development must be provided through a Technical Assistance Grant rather than operating funds.

PARK AND RIDE LOTS

Park and Ride lots serve as designated areas where individuals can park their personal vehicles and seamlessly transition to shared transportation options like buses, carpools, or vanpools to continue their journey. Presently, there are 30 Park and Ride lots catering to commuters in central Virginia and the Shenandoah Valley. Some of these lots are private facilities, accessible to commuters through the businesses or organizations that own the property. RideShare actively promotes existing park and ride lots, provides information and resources for their expansion, monitors utilization, and maintains maps of their locations on the website. These lots are also featured on the ConnectingVA website. This supports all goals of this plan and applies to all market segments.

Staff will continue to promote the region's Park and Ride Lots as a commuter resource to be used for access to carpools, vanpools, and transit. An overhaul of the RideShare website is planned for future years to improve access to commuter resources and information. As part of this re-design, additional or enhanced Park and Ride Lot information may be explored. Regardless of future website efforts, the Park and Ride Lot GIS map will be kept up to date regularly – adding new lots as they come online, such as the planned lots at Staunton Crossing (CSPDC), and Crozet (TJPDC). As of FY25, DRPT's CAP operating funds may no longer be used for data collection on Park and Ride Lot utilization. RideShare program staff will continue to conduct utilization counts and an annual conditions assessment on behalf of VDOT. Costs associated with these activities will no longer be charged to the RideShare operating budget and funds from another source must be allocated to cover these expenses. Beyond FY24, CSPDC and TJPDC intend to use Rural Transportation funding to conduct these activities.

MARKETING, OUTREACH, AND EDUCATION

RideShare program staff undertake a multifaceted approach to marketing, outreach, and education to promote alternative transportation options. This includes active participation in tabling events at various community gatherings such as fairs and chamber of commerce- sponsored events, as well as engagement with educational institutions like JMU and UVA. They also invest efforts in creating and disseminating social media content through both organic and paid advertisements, alongside other digital ads, movie theatre ads, and radio and streaming advertisements.

Additionally, RideShare program staff utilize printed marketing materials to reach a wider audience. In addition to RideShare's region-specific content, staff promote DRPT marketing campaigns and make regular presentations to key stakeholders including each region's Board of Commissioners, MPO Policy Boards, and TAC. Furthermore, RideShare program staff regularly incorporate commuter assistance and TDM content in agency newsletters, providing information and updates about the RideShare program and its activities.

These initiatives collectively aim to reduce single-occupancy vehicle trips by raising awareness about alternative transportation options and encouraging their adoption among various segments of the community. These activities support goals one and four and apply to all market segments. Marketing, advertising, and outreach activities will continue throughout the period covered by this strategic plan. RideShare program staff are always exploring new pathways and opportunities to reach commuters with valuable information and resources.

To reach commuters in all target markets, RideShare program staff plan to:

Identify new advertising and outreach opportunities and work with their program managers at DRPT to get these activities reviewed and approved for inclusion in future marketing plans.

Continue translating existing materials into other languages, such as Spanish, and develop new materials that appeal to commuters with limited or no English proficiency.

Use the target markets and commuter profiles developed as part of this strategic plan, to create targeted marketing materials (i.e. digital content) that appeal directly to these different market segments.

Undergo a complete re-design of the RideShare website and re-evaluate the mediums and modes used to share information with commuters.

To accomplish these goals, RideShare program staff may contract with outside firms such as communications consultants and graphic designers, translators, and web developers. Costs associated with these professional services will be one-time expenses to be included in future budgets.

The annual budget for marketing, advertising, and outreach activities may fluctuate annually based on planned campaigns and activities but will not increase significantly without further evaluation of the cost/benefit analysis for doing so. Estimated costs for annual marketing, advertising, and outreach activities are outlined in the five-year budget projections included in **Tables 14 and 15** in the financial plan (Chapter 6).

PARTNERSHIP AND COORDINATION

The RideShare program collaborates with various partners, programs, and agencies to advance commuter assistance and support across the TJPDC and CSPDC regions. Presently, program partners encompass key entities such as DRPT, VDOT, MPOs, and transit providers such as BRITE Bus, Afton Express, CAT, and Jaunt. Additionally, RideShare maintains relationships with academic institutions like JMU and UVA.

By working closely with these strategic partners, RideShare ensures programming and services align with regional transportation goals. RideShare program staff engage with local employers to facilitate the implementation of commuter assistance initiatives that help to reduce single occupancy vehicle trips. By partnering with various community groups, the program fosters community-driven support for alternative modes of transportation.

VIRGINIA DEPARTMENT OF TRANSPORTATION (VDOT)

As the primary entity responsible for the maintenance and development of Park and Ride Lots throughout the CSPDC and TJPDC regions, VDOT plays an important role in providing access to carpool, vanpool, and transit options for commuters. As such, it is critical for RideShare program staff to work with VDOT to promote TDM strategies by meeting regularly with district staff and participating in advisory committees. By working with partners like VDOT, RideShare can ensure transportation amenities and facilities, like Park and Ride Lots, are accessible to commuters. Higher utilization of Park and Ride lots leads to the reduction of single-occupancy vehicle trips.

REGIONAL EMPLOYERS

During the COVID-19 pandemic, promoting commuter resources was not a high priority for regional employers. Organizations were focused solely on finding ways to continue operating while keeping workers healthy and safe. Furthermore, many employers were forced to quickly provide alternative working environments for their employees. As telework became the “new normal,” services once provided by RideShare, like employer telework consultations, were no longer needed. Coming out of the pandemic, the business landscape throughout the CSPDC and TJPDC regions changed, and employer challenges are entirely new and different challenges.

Over the next five years, RideShare staff are committed to growing and nurturing the relationships with the partners identified herein. In addition to these existing partnerships, RideShare program staff will seek to rebuild relationships with employers who were disrupted by the COVID-19 pandemic, and expand its employer network within both the TJPDC and CSPDC regions. To better coordinate the promotion of commuter resources by and among employers in the two regions, RideShare program staff will seek to establish a comprehensive employer database.

By working collaboratively with more employers, specifically those larger institutions, RideShare can reach a larger pool of commuters and encourage the utilization of carpools, vanpools, and transit.
No additional resources are currently needed to pursue these partnerships and relationships. Staff time will be allocated accordingly within the operating plan budget from year to year.

If it becomes apparent that the previously offered employer resources (i.e. telework consultations) are no longer required or relevant, RideShare program staff will assess the needs of employers and identify new or additional programming that may be better suited to the modern-day workforce. Given the timeline of this guiding document, the development of new employer services is likely outside the scope of this plan and may be better suited for future iterations.

TRANSIT PROVIDERS

There are several transit providers operating within the RideShare program service area. CAT provides public bus service and on-demand microtransit in the City of Charlottesville and urbanized Albemarle County. Operating fare-free, these bus routes provide a great opportunity for individuals commuting within the city. Jaunt provides public bus service in rural Albemarle, Fluvanna, Greene, Louisa and Nelson counties with specific routes designed to connect commuters from these suburban and rural areas to the City of Charlottesville and the University of Virginia.

In the CSPDC region, the BRITE Transit system serves residents in the cities of Staunton and Waynesboro and portions of Augusta and Rockingham Counties. The transit system is operated by CSPDC via a contracted service provider, Virginia Regional Transit. The newest route of the BRITE system, the Afton Express, is a commuter bus route connecting Staunton, Waynesboro, and Augusta County to Charlottesville and Albemarle County. This route aligns well with RideShare's target market of individuals commuting between the Shenandoah Valley and the greater Charlottesville area.

Beyond the transit system directly operated by CSPDC, RideShare staff seek to strengthen partnerships with other transit agencies in the region. The CSPDC will emphasize relationships with HDPT, RADAR, and RATS. RideShare program staff will continue to work closely with these transit agencies and promote the use of transit services to commuters in the CSPDC and TJPDC regions.

Through these symbiotic relationships, RideShare provides information about routes, stops, and schedules to commuters, and transit agencies that benefit from increased ridership. As members of the Afton Express Strategic Planning committee, RideShare program staff routinely meet with BRITE Transit and the University of Virginia's Office of Parking and Transportation to identify commuter needs and ensure TDM is at the forefront of plans for service delivery. RideShare staff also attend TAC meetings for each MPO in their respective regions. These TACs provide an opportunity to interact with city and town staff, along with representatives from transit agencies.

NEW AND ENHANCED SERVICES

TARGET TIMELINE FOR IMPLEMENTATION

FY2026

- Redesign and enhancement of the RideShare website.
- Continue updating Park and Ride GIS Maps (from FY2025).
- Implement the new statewide Emergency Ride Home Program (tentative date).

FY2027

- Establish a regional employer database.
- Engage in a relationship- building campaign with key employers and institutions identified in the regional employer database.

FY2028

- Design targeted media content/digital content based on CAPSP target markets.
- Build a catalog of media content/digital content showcasing commuter success stories.
- Explore new advertising opportunities.

FY2029

- Develop additional bilingual resources, advertising, and marketing content.
- Explore new advertising opportunities
- Monitor initiatives from the previous three years in preparation for the new strategic plan.

FY2030

- Preparations for updated CAPSP.

Figure 10. Target Timeline for Implementation

CHAPTER SIX

FINANCIAL PLAN

The RideShare Program is operated jointly by the CSPDC and the TJPDC. However, each agency maintains its own budget. This chapter outlines the financial plan and budget considerations for TJPDC's RideShare operations over the five years covered by this plan.

FINANCIAL PLAN OVERVIEW

Both TJPDC and CSPDC RideShare staff collaborated to develop a strategic plan focused on a shared mission, vision, and goals for the CAP. Chapter 5 outlines the operations and programming plan, which takes a holistic, partnership-driven approach. TJPDC and CSPDC staff worked together to allocate costs for new initiatives and services across both agency budgets. This collaboration has been key in helping each PDC create their own financial plans, ensuring efficient service delivery while keeping costs low and sustaining the program's long-term viability.

Consultant-led workshops guided staff in identifying activities and programming to meet the goals of Chapter 3. During the operations plan development, staff prioritized activities and set timelines for phased implementation, allowing one-time costs to be spread across budget years. This careful planning enables each initiative to be fully developed and implemented effectively, while also guiding financial planning for each PDC, ensuring feasibility and conditions for success.

EXISTING FUNDING SOURCES

RideShare is funded through a combination of local and state sources. The primary funding source is the CAP Operating Grant provided by DRPT, which covers 80% of the program's operational expenses. The remaining 20% comes from a local match, from the six participating localities. These local funds are determined on a per capita basis, set each year by the PDC, ensuring that each locality's contribution reflects its population size. The combined funding model allows CAP to operate sustainably by sharing the financial burden between state and local sources, maintaining a reasonable cost for each locality while providing essential commuting services.

This shared funding approach not only ensures the program's sustainability but also helps reduce operational costs for localities, making it a cost-effective solution for supporting regional transportation needs. By securing both state and local funding, the program remains financially stable and capable of expanding its services to meet the growing demand for alternative commuting options.

The financial plan herein accounts for the existing services provided by the TJPDC's RideShare program at the time of plan development and are therefore based on the budgetary needs over three fiscal years (FY23, FY24, and FY25). For future programming and service enhancements identified in Chapter 5, a five-year budget projection is included as well. These projections consider future one-time costs linked to new initiatives and estimates for incremental increases in costs associated with staff wages, fringe benefits, and indirect costs.

BASELINE FINANCIAL PLAN

RideShare's operating budget is broken down into various categories of expenses. Staff set out to establish a baseline budget, using the past five years of expenses. However, FY21's budget was impacted by the COVID-19 pandemic and was omitted from calculations. Though the total program budget did not change from FY22 through FY25, individual categories of expenses within each budget varied from year to year. A complete description of the baseline budget for FY22-FY25 is provided in **Tables 12 and 13**.

Fluctuations in expense lines are due to staffing changes, specific marketing and advertising campaigns, and variable costs associated with travel. In one example, costs related to vehicle milage increased significantly as gas prices and vehicle maintenance costs increased nationwide.

Table 12. Baseline Revenue and Funding Sources

Funding/Revenue Sources	FY2021*	FY2022	FY2023	FY2024	FY2025	Average Percent of Total
DRPT/CAP Operating Assistance Grant	$141,656	$139,358	$139,358	$139,358	$139,358	80.0%
TJPDC Local Match	$35,414	$34,840	$34,840	$34,840	$34,840	20.0%
Total Revenue - Baseline Budget	**$177,070**	**$174,198**	**$174,198**	**$174,198**	**$174,198**	

* Grant application budget, was changed due to COVID

Table 13. Baseline Expenditures by Budget Line

Expense Description	FY2021	FY2022	FY2023	FY2024	FY2025	Average Percent of Total
Salaries and Wages	$69,644	$65,191	$73,519	$68,583	$76,399	41.0%
Fringe	$19,148	$14,420	$15,901	$15,636	$17,603	9.0%
Indirect	$55,051	$49,355	$49,180	$62,325	$52,400	31.0%
Communication Services	$ -	$150	$270	$300	$330	0.0%
Supplies	$300	$275	$30	$15	$30	0.0%
Dues and Subscriptions	$1,675	$2,360	$2,360	$2,950	$2,980	1.0%
Advertising and Marketing	$20,000	$20,750	$16,823	$16,500	$15,000	17.0%
Education and Training	$2,300	$2,297	$1,400	$2,310	$1,470	1.0%
Travel	$5,500	$5,500	$3,800	$3,670	$4,650	2.7%
GRH	$2,000	$2,000	$1,500	$200	$800	0.0%
Professional Services	$550	$11,000	$9,165	$1,459	$2,336	8.6%
Promotional Items	$ -	$ -	$ -	$ -	$ -	0.0%
Vanpool Subsidies/Incentives	$500	$500	$ -	$ -	$ -	0.0%
Printing	$402	$400	$250	$250	$200	0.0%
Total Expenses	**$177,070**	**$174,198**	**$174,198**	**$174,198**	**$174,198**	

WAGES AND BENEFITS

Wages and benefits are the largest program expense as it takes approximately 2,000 staff hours to operate the RideShare program annually. TJPDC operates more of the administrative aspects of the program that serve both TJPDC and CSPDC (for example, GRH registrations, renewals, and redemptions for both PDCs.) This line item was calculated by using the baseline year (FY2025) and multiplying each staff member's estimated hours for that position for work on the RideShare program. Benefits were calculated in much the same way, with an estimated average increase of 2% in costs to the agency each year.

It was estimated that staff would receive a Cost-of-Living Adjustment (COLA) due to inflation.
Some staff may also see a larger increase due to the class and compensation study being performed by the agency in FY26.[1]

INDIRECT RATES

The indirect rates were forecasted using an average of the last five years, as each year's rates are based on the annual financial audit from two years prior.

ADVERTISING AND PROMOTION

Advertising and promotional expenses, or the marketing budget, represent the largest direct expense within the RideShare budget and also the most significant staff activity within the RideShare operations plan. Costs associated with the placement of advertisements represent 6% of the total Rideshare budget but represent over 50% of total direct expenses (wages, benefits, and indirect excluded). By evaluating the effectiveness of past and ongoing marketing methods and media, strategies were identified that make the most sense to continue in terms of cost-effectiveness and return on investment. These strategies make up the core annual marketing budget for the RideShare program and will be included in each year's marketing plan unless circumstances change, lessening their utility.

RideShare Marketing Strategies

- Boosted and Paid Social Media Posts
- Digital and Streaming Radio Advertisements
- Local Radio Advertisements
- Movie Theater Advertisements
- Participation in Chamber of Commerce and Community Events
- Digital Advertisements through Chamber of Commerce Websites

1. This is a new development recently approved by the TJPDC Commission.

While the content promoted through these channels will vary from month to month, and year to year, the platforms have proven to be useful in informing commuters and employers of RideShare program services. Throughout this strategic plan, RideShare staff will continue to explore new opportunities for marketing the program and will adjust the annual marketing budget accordingly.

PROMOTIONAL ITEMS

Funding for the purchase of promotional items is not a recurring annual cost and is not included in all future-year forecasts. Since the beginning of 2019, TJPDC has not purchased promotional items and due to the pandemic limiting in-person events, a surplus of items were available for use. A total of $1,700 in FY26 was allocated to purchase items to use for the next five years.

PRINTING

This line item covers all in-house printing and copying needs. The costs associated with the copier lease, maintenance, and supplies are accounted for in TJPDC's indirect costs.

TRAVEL

The travel budget for the RideShare program represents costs associated with travel to and from regional and state-wide meetings, trainings and workshops, including the ACT International Conference and Chapter events, and the Virginia Transit Association Conference.

Through FY24, a large portion of travel expenses were associated with conducting quarterly Park and Ride Lot inventories. As discussed in Chapter 5, that activity will continue but will no longer be paid for using Commuter Assistance Operating funds. A baseline assumption for projecting travel costs over the next five years was established using previous travel expenses incurred and GSA rates for recurring program travel expenses for the following activities:

- Participation in community, employer, and commuter outreach events hosted throughout our region;
- Quarterly meetings with CSPDC RideShare staff;
- Participation in the Association for Commuter Transportation (ACT) annual conference and TDM Forum, ACT Chesapeake Chapter training and networking events;
- Meetings with employers throughout the region; and,
- Delivery of materials.

EDUCATION AND TRAINING

RideShare staff attend the annual ACT International Conference each year to stay current on TDM practices and strategies. This conference provides real-life examples of strategies implemented by peers. Staff also attend ACT's Chesapeake Chapter's valuable trainings and workshops throughout the year. Learning from peers and other programs is crucial given the small staff that operate RideShare.

SUPPLIES

Basic office supplies are included in the indirect rate; however, items beyond that are the responsibility of the RideShare program to pay.

DUES AND SUBSCRIPTIONS

TJPDC pays annual membership dues to the ACT, the nation's primary professional organization for the field of TDM. In recent years, the cost for this annual membership has been $575. In FY24, the cost increased to $675. Additionally, RideShare also spends $600 for the Virginia Transit Association membership under the TDM category.

There are five established Chambers of Commerce in the TJPDC region. These organizations are one of the most effective ways to reach groups of local employers. Historically, RideShare has paid to be members of each Chamber of Commerce out of the operating budget. Additionally, there are sometimes fees associated with attending certain Chamber events throughout the year, and those expenses are accounted for within the Advertising and Promotion line item.

PROFESSIONAL SERVICES

Professional services and service contracts are allowed under the Commuter Assistance Operating program funding to support programming efforts by procuring skilled services that exceed those available in-house. These are typically a one-time expense incurred in the fiscal year in which the project is to be completed. One exception is Pace Communication, which provides website design, hosting and maintenance each year. They are under contract with TJPDC and RideShare covers the costs for the necessary work for the program. Looking forward, RideShare intends to continue translating materials into additional languages and will seek to have new digital content created based on the market segments and target customers identified in this strategic plan.

The funding forecasts included in this financial plan reflect TJPDC's best ability to effectively operate the RideShare CAP and to address the improvements and initiatives outlined in Chapter 5 and illustrated in **Figure 10.** Future budget projections from FY2026 – FY2030 are fiscally constrained. Any additional revenue needs beyond FY25 are not committed currently.

BUDGET FORECAST

The funding forecasts included in **Tables 14 and 15** reflect TJPDC's best ability to effectively operate the RideShare CAP and to address the improvements and initiatives outlined in Chapter 5 of this plan. Operating funds are included in the Six-Year Improvement Plan and are pending approval by the Commonwealth Transportation Board annually in June. Once approved, these funds, along with local matching funds from the participating localities are available on July 1. However, operational funding for FY2026 and beyond from DRPT's Commuter Assistance Program grant has not yet been secured. TJPDC will apply for these funds annually, with availability contingent upon DRPT's approval and funding levels.

Table 14. Budget Forecast and Projections - Funding and Revenue Sources

Funding/Revenue Sources	FY2026	FY2027	FY2028	FY2029	FY2030	Average Percent of Total
DRPT/CAP Operating Assistance Grant	$146,798	$151,448	$156,282	$161,305	$166,526	80.0%
TJPDC Local Match	$36,699	$37,862	$39,070	$40,326	$41,631	20.0%
Total Revenue - Baseline Budget	$183,497	$189,310	$195,352	$201,631	$208,157	

Table 15. Budget Forecast and Projections - Baseline Expenditures

Baseline Expenditures	Base Year	Projected Fiscal Year Expenses				
	FY2025	FY2026	FY2027	FY2028	FY2029	FY2030
Salaries and Wages	$75,737	$87,228	$82,137	$85,538	$89,079	$92,767
Fringe	$18,050	$22,593	$18,779	$19,155	$19,538	$19,928
Indirect	$52,521	$45,030	$60,550	$62,815	$65,170	$67,617
Communication Services	$330	$241	$255	$255	$255	$255
Supplies	$30	$30	$100	$100	$100	$100
Dues/Subscriptions	$2,980	$3,270	$3,300	$3,300	$3,300	$3,300
Advertising/Marketing	$15,000	$13,600	$16,000	$16,000	$16,150	$16,301
Education & Training	$1,500	$1,670	$1,600	$1,600	$1,600	$1,600
Travel	$4,650	$3,935	$4,000	$4,000	$4,000	$4,000
GRH	$800	$0	$0	$0	$0	$0
Professional Services	$2,336	$4,000	$2,389	$2,389	$2,239	$2,089
Promotional Items	$-	$1,700	$-	$-	$-	$-
Printing	$264	$200	$200	$200	$200	$200
Total Expenses	**$174,198**	**$183,497**	**$189,310**	**$195,352**	**$201,631**	**$208,157**

CHAPTER SEVEN

MONITORING AND EVALUATION PLAN

Chapter Seven provides further context into the performance measures and evaluation plan for the RideShare program. It outlines what is being measured, the data collection needs and timelines, and how the results are utilized to enhance the effectiveness and efficiency of the program. This will allow RideShare program staff to better track and assess the goals and objectives developed in this strategic plan over time and adjust as needed in future updates.

OVERVIEW

Chapter 3 outlines the overarching strategic goals of the RideShare program along with specific, measurable objectives designed to achieve those goals. While the goals represent long-term aspirations, the objectives can be monitored and evaluated regularly to gauge the effectiveness of operational strategies. RideShare staff will use two key methods to measure the success of the RideShare program and progress toward achieving the goals and objectives described in this plan. Using both qualitative and quantitative data collected through a variety of sources and methods, RideShare staff can assess program outcomes and make decisions about programming based on actual outcomes.

QUANTITATIVE METHODS

Quantitative research uses **numerical data** that can be directly measured and objectively analyzed. Tools like surveys, polls, and database analytics provide structured insights to evaluate program performance and inform strategic decision-making.

How Will RideShare Staff Use Quantitative Data?
RideShare staff will use quantitative data from the ConnectingVA mobile application and its corresponding database. By leveraging the AgileMile software program, staff generate reports and analyze commuter behaviors across various travel modes. This data collection will assist staff with making data-driven decisions and program enhancements.

KEY MONITORING AND EVALUATION ACTIVITIES USING QUANTITATIVE METHODS

Tracking Trip Frequency by Mode: Using data from the AgileMile database, RideShare staff will routinely analyze the utilization of each alternative commute mode over time. Performance metrics will include the frequency of carpool, vanpool, and transit trips, as well as the bike-to-work and walk-to-work trips logged by RideShare users over a designated period.

Compiling Monthly and Quarterly Reports: Currently, staff run reports on commute trips logged in their respective regions monthly and report specific metrics to DRPT on both a monthly and quarterly basis. Staff will continue to provide the metrics as requested by DRPT and will also track the number of logged trips by commute type monthly to assess the effectiveness of programming. Analyzing utilization over time will also allow staff to make inferences about the relationship between programmed activities and increases in the number of trips or new users recorded during and immediately after public engagement and outreach events.

It is important to note that this type of analysis can suggest correlation but cannot confirm causation without a controlled environment. For example, an increase in new registered users after a pop-up event likely results from the event, but this cannot be definitively proven. To improve data reliability, RideShare staff allow users to register on-site using paper forms during events. Staff then manually create these accounts in the AgileMile system afterward. Although this process is time-consuming, it ensures accurate tracking of new users directly linked to specific events.

Analyzing Carpool Matching: Another way RideShare staff use data to measure success is by tracking the number of attempted carpool matches within the ConnectingVA web and mobile application. This data helps to determine how often commuters use the trip-planning tools to find alternatives modes of transportation to their work or destination. Comparing the number of carpool matches attempted to the number of successful matches helps assess the strength and utility of the carpool matching database. If the number of attempts is significantly greater than successful matches, RideShare staff may need to identify ways to increase the number of registered users. More users in the database create more opportunities for commuters seeking a carpool partner to find someone aligned with their travel needs.

Tracking Stakeholder Engagement: Stakeholder engagement and community outreach is not easily measured using data from the AgileMile system. The objective of these forms of outreach is to connect with businesses, employers, community non-profits and other agencies that can help RideShare staff reach commuters. Employers and community organizations may be able to incentivize employees to decrease SOV trips to the workplace in ways RideShare cannot. The objective of these outreach activities is to ensure regional employers and organizations understand the types of resources available to the populations with whom they regularly interact. The success of these efforts can be measured by the number of new connections made with stakeholders and by tracking any activity that results from that new relationship. Staff track and report this information to DRPT in the program's quarterly reports.

Tracking Guaranteed Ride Home Registrants: Finally, RideShare staff will track the number of RideShare users registered for the Guaranteed Ride Home program. As one of the most useful benefits of the program, the GRH program is an excellent tool for recruiting and retaining new commuters. Monitoring registration rates can inform strategies for marketing and promoting the program to new users.

QUALITATIVE METHODS

Qualitative research focuses on gathering **non-numerical data** to capture rich, contextual insights into the experiences, perceptions, and needs of program participants and stakeholders. Methods such as interviews, open-ended surveys, focus groups, and observations are used to explore the lived experiences of individuals and evaluate program impact in a meaningful way.

How Will RideShare Staff Use Qualitative Data?
RideShare staff will use qualitative data to monitor progress toward achieving program goals and objectives. Insights gained from stakeholder feedback, public engagement outcomes, and participant experiences will be used to assess and refine strategies. By identifying recurring themes, staff can address areas for improvement, ensuring the program remains responsive to community needs. These efforts will be documented in DRPT's monthly and quarterly reports.

KEY MONITORING AND EVALUATION ACTIVITIES USING QUALITATIVE METHODS

Building Outreach and Partnerships: Aligning with Goal Three of the strategic plan, RideShare staff will focus on building and maintaining relationships with diverse community stakeholders. Objectives include targeted outreach to community organizations, advocacy groups, educational institutions, and underrepresented communities. The effectiveness of these efforts will be assessed using qualitative methods such as open-ended surveys, interviews, and participant feedback. Stakeholders will share their perspectives on engagement activities, enabling staff to evaluate the success of outreach initiatives. Additionally, surveys and feedback forms will capture participants' knowledge, attitudes, and behaviors related to transportation topics. Insights drawn from lived experiences will inform adjustments to outreach strategies and program offerings, ensuring they remain effective and community-focused.

Gathering Stakeholder Feedback and Refining Strategies: Staff will actively solicit stakeholder input to guide program adjustments. Feedback from employers, community leaders, and participants will inform refinements to outreach plans and operational strategies. Success stories and case studies will be documented to illustrate program impact and promote TDM awareness.

Evaluating Promotional Campaigns and Public Engagement Efforts: Qualitative data collection will help assess the success of promotional campaigns and public outreach activities. Feedback gathered through focus groups, interviews, and event evaluations will identify effective practices and areas for improvement. Goal Four of this strategic plan aims to raise awareness of TDM strategies. Success stories, case studies, and one-on-one discussions with partners in areas like transportation, housing, environment, and land use planning will be used to build collaborative relationships and ensure campaigns resonate with their intended audiences. Insights from these collaborations will be captured to guide future promotional campaigns.

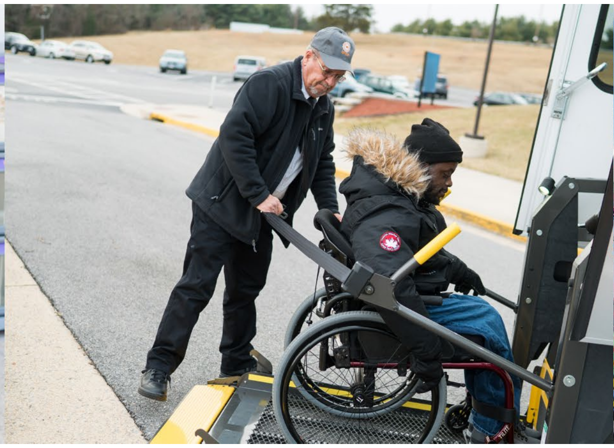
COMBINING BOTH METHODS

RideShare program staff will utilize both qualitative and quantitative methods to monitor, evaluate, and refine strategies aimed at achieving the goals and objectives outlined in this plan. By combining these complementary approaches, staff will gain a comprehensive understanding of program performance and its impact on the community.

Quantitative methods will deliver objective, measurable insights into critical metrics such as commuter behaviors, trip frequency, stakeholder engagement, and participation in programs like GRH. These metrics allow staff to track progress over time, identify trends, and make data-driven decisions to improve program offerings and align with strategic goals. For example, analyzing trip logs and carpool match success rates will reveal trends in commuter preferences, while tracking stakeholder engagement will highlight opportunities to strengthen partnerships and expand outreach efforts.

Qualitative methods will capture the nuanced experiences and perceptions of program participants and stakeholders—insights that cannot be quantified. By collecting feedback through interviews, surveys, and focus groups, staff will better understand the program's impact on individuals and communities. These methods will also allow staff to document success stories, lived experiences, and lessons learned to ensure the program remains adaptive and responsive to the diverse needs of community members.

RideShare staff will evaluate the program with a balanced perspective that combines precise metrics with contextual insights. This will ensure that decisions are not only guided by data but also informed by the voices and experiences of the communities served. Through continuous analysis, feedback collection, and strategy refinement, the RideShare program will maintain its effectiveness, community-driven focus, and alignment with its mission to, "*Connect people to inclusive and sustainable transportation alternatives to increase mobility and enhance quality of life.*"




CHAPTER EIGHT

USE OF RESEARCH AND DATA

Chapter Eight provides context into the use of research and data in this strategic plan. It details how it was utilized to craft targeted strategies and identify key markets for the RideShare program. Through the following research and data collection, this plan was tailored to address the unique needs and opportunities within the CSPDC and TJPDC regions, ensuring a more effective and focused approach to commuter assistance.

RESEARCH AND DATA

To create a comprehensive CAP Strategic Plan, RideShare staff and their consultant team employed three key research methods: a regional public survey, a focus group, and quantitative data collection and analysis. Each method provided critical insights into the transportation behaviors and preferences of the region's commuters, ensuring that future programs effectively promote alternatives to SOV trips.

REGIONAL PUBLIC SURVEY

The regional public survey was distributed to residents of the two PDCs through a variety of communication channels, including Facebook, LinkedIn, the GRH program listserv, AgileMile app notifications, and email lists from regional partners. The survey aimed to gather a comprehensive understanding of commuting trends and perceptions of transportation options within the region, specifically focusing on the RideShare program, transit services, and other non-SOV alternatives like carpooling, vanpooling, cycling, and walking.

Respondents were asked to share their experiences with the RideShare program offerings and to provide feedback on factors that would motivate them to switch from driving alone to alternative modes of transportation. Questions covered topics such as the convenience of current transit services, the perceived barriers to using alternative transportation, and the types of incentives—such as cost savings, time efficiency, or environmental impact—that might encourage a shift in commuting habits.

The survey findings provided both quantitative and qualitative data, which helped to shape the strategic plan by confirming the relevance of target markets and customer segments. It also highlighted key commuting patterns and identified potential areas for improvement in RideShare's services and campaigns, ensuring that future initiatives would be aligned with the needs and preferences of the region's commuters.

See Appendix B for the findings of the public survey.

FOCUS GROUP

The focus group, hosted virtually by TJPDC in June 2023, provided an opportunity for deeper engagement with a select group of participants who were interested in the RideShare program and non-SOV commuting options. During the session, participants discussed their current commuting choices and explored the challenges and incentives that influence their transportation decisions.

This focus group offered valuable qualitative data by providing a direct line of communication between RideShare staff and residents. Participants shared insights into why they choose their current commute option—whether driving alone, using public transit, or opting for alternative modes—and discussed what would make them more likely to switch to options like carpooling or vanpooling. Topics included convenience, cost, availability of transit routes, and perceived reliability of non-SOV alternatives.

The findings from the focus group offered context to complement the broader survey results. These personal stories and perspectives helped RideShare staff understand the potential barriers that residents face, enabling the team to design more targeted programs and campaigns that directly address commuter concerns and needs.

DATA COLLECTION AND ANALYSIS

In addition to gathering qualitative data through the survey and focus group, RideShare staff utilized quantitative data from various trusted sources to inform the strategic plan.[1]

This includes the following:

2023 ESRI GeoEnrichment Data

- Table 2. Total Population by Locality
- Table 3. Median Age by Locality
- Table 4. Race and Ethnicity by Locality
- Table 5. Median Household Income by Locality
- Table 6. Employed Population by Locality
- Table 7. Worker Earnings by Region
- Table 8. Total Businesses by Locality

US Census Bureau's [2021] ACS 5-Year Estimates

- Table 9. Employed Population (16+) Occupations by Region
- Table 10. Commuting Patterns by Locality
- Table 11. Commuting Choices by Locality

US Census Bureau's [2024] OnTheMap

- Figure 4. Density of Where People Live in the CSPDC Region
- Figure 5. Density of Where People Work in the CSPDC Region
- Figure 6. Density of Where People Live in the TJPDC Region
- Figure 7. Density of Where People Work in the TJPDC Region

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

- Top Ten Largest Employers

1. *Due to the COVID-19 Pandemic, demographic trends presented variations which was accounted for in data collection process through sourcing from both US Census Data with ESRI GeoEnrichment Data. This approach ensured access to the most up-to-date information. However, since these two sources may not always align perfectly in timing or methodology, there may be slight discrepancies between the data sets. This approach ensures accuracy while accounting for potential variations between sources.*

APPENDIX A
REGIONAL WALK SCORES

Walk Score is a measure of how walkable a location is, determined by the distance to nearby amenities like schools, restaurants, parks, and grocery stores. It indicates how easily someone can navigate the area on foot without needing a car. Additionally, Walk Score offers a Bike Score and Transit Score to evaluate the availability of bike infrastructure and public transportation options.

Scores range from 0 to 100, with 0 representing the least walkable areas and 100 reflecting the most walkable.

Walk Score	Description
90 - 100	Walkers Paradise; Daily errands do not require a car.
70 - 89	Very Walkable; Most errands can be accomplished on foot.
50 - 69	Somewhat Walkable; Some errands can be accomplished on foot.
25 - 49	Car-Dependent; Most errands require a car.
0 - 24	Car-Dependent; Almost all errands require a car.

Below are the available walk, transit, and bike scores for each of the 16 localities in the RideShare service area. For a full explanation of methodology and to explore the Walk Score resource, visit: https://www.walkscore.com/

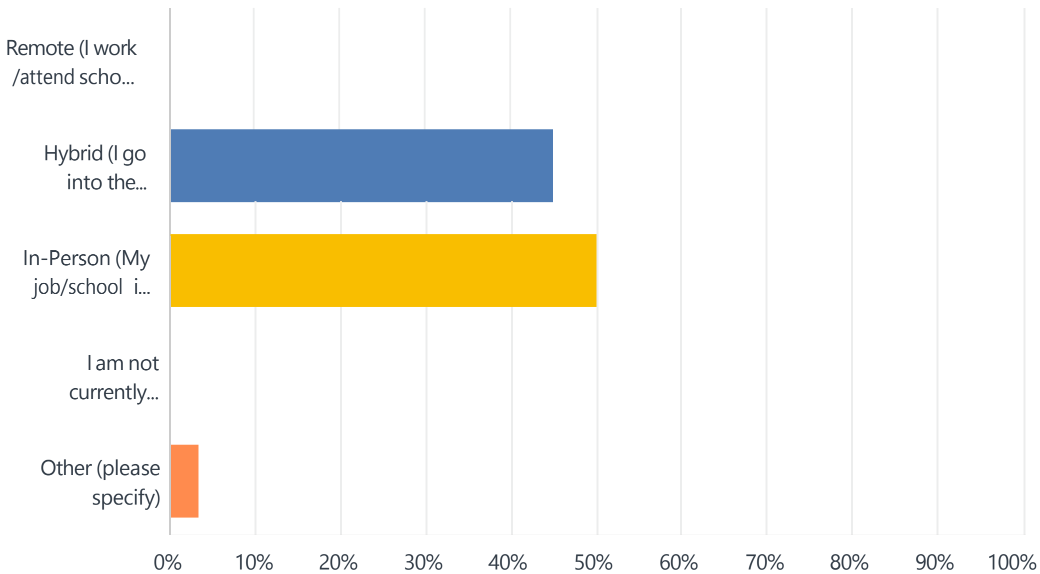
PDC	Locality	Walk Score	Transit Score	Bike Score
TJPDC	Greene County	0	-	-
	Charlottesville City	58	38	57
	Albemarle County	12	-	9
	Louisa County	0	-	19
	Fluvanna County	0	-	9
	Nelson County	27	-	26
CSPDC	Augusta County	0	-	-
	Bath County	0	-	-
	Buena Vista City	65	-	48
	Harrisonburg City	45	31	40
	Highland County	0	-	-
	Lexington City	87	-	54
	Rockbridge County	0	-	-
	Rockingham County	0	-	-
	Staunton City	35	-	22
	Waynesboro City	31	-	30

Source: Walk Score, 2024.

APPENDIX B
RIDESHARE PUBLIC SURVEY RESULTS

Q1 Which structure best describes your job/school schedule?

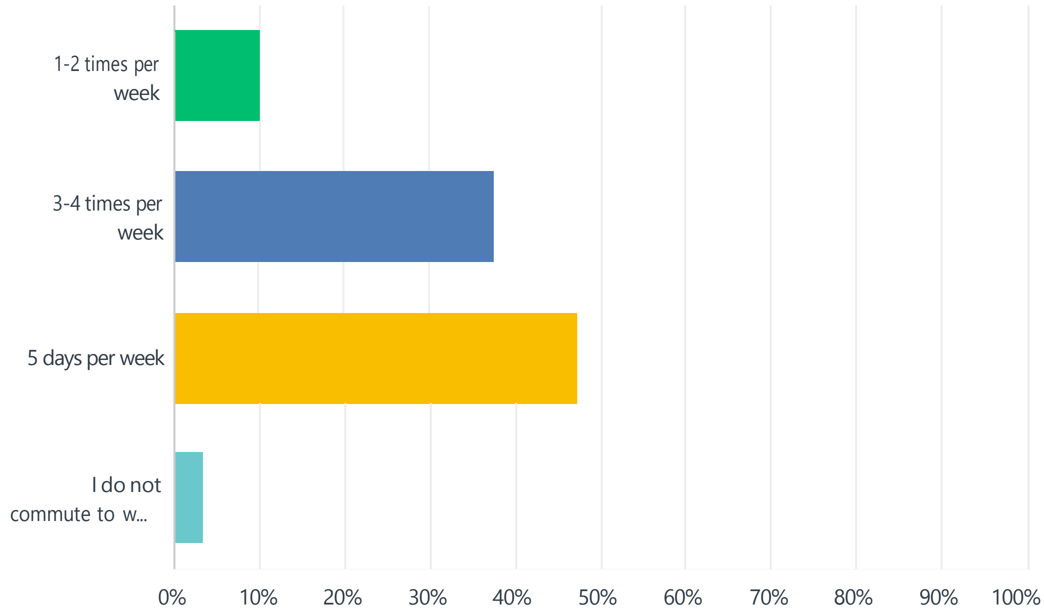
Answered: 82 Skipped: 2



ANSWER CHOICES	RESPONSES	
Remote (I work /attend school entirely from home)	0.00%	0
Hybrid (I go into the office/school a few times a week and work from home the rest)	45.12%	37
In-Person (My job/school is in-person only)	50.00%	41
I am not currently employed or attending school	1.22%	1
Other (please specify)	3.66%	3
TOTAL		82

Q2 On average, how many days per week do you commute to work or school?

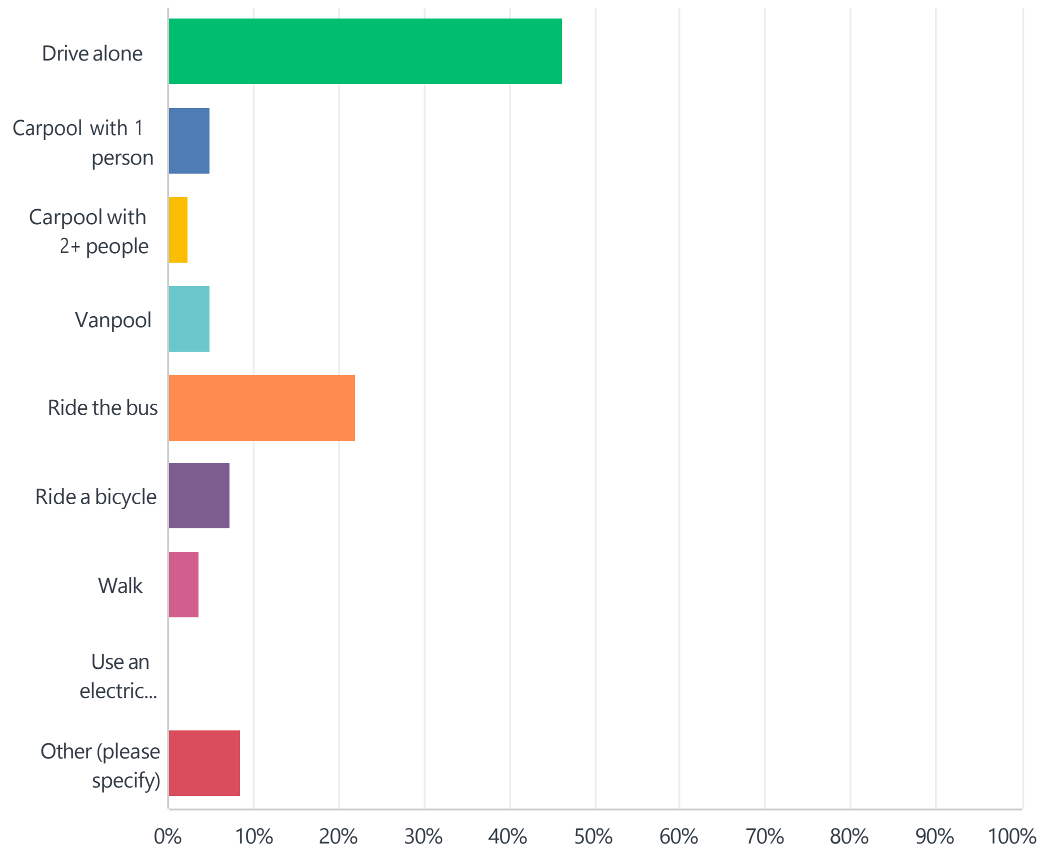
Answered: 82 Skipped: 2



ANSWER CHOICES	RESPONSES	
1-2 times per week	10.98%	9
3-4 times per week	37.80%	31
5 days per week	47.56%	39
I do not commute to work or school	3.66%	3
TOTAL		82

Q3 What is your typical mode of transportation when you commute?

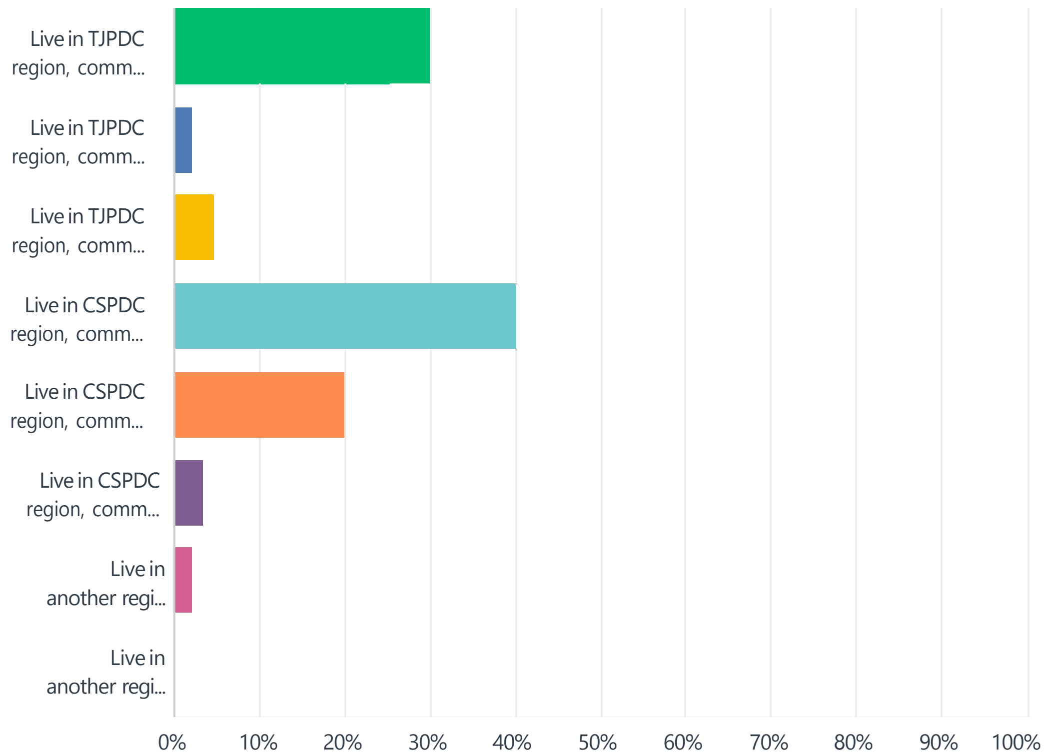
Answered: 82 Skipped: 2



ANSWER CHOICES	RESPONSES	
Drive alone	46.34%	38
Carpool with 1 person	4.88%	4
Carpool with 2+ people	2.44%	2
Vanpool	4.88%	4
Ride the bus	21.95%	18
Ride a bicycle	7.32%	6
Walk	3.66%	3
Use an electric scooter	0.00%	0
Other (please specify)	8.54%	7
TOTAL		82

Q4 What region do you live in and where do you commute?

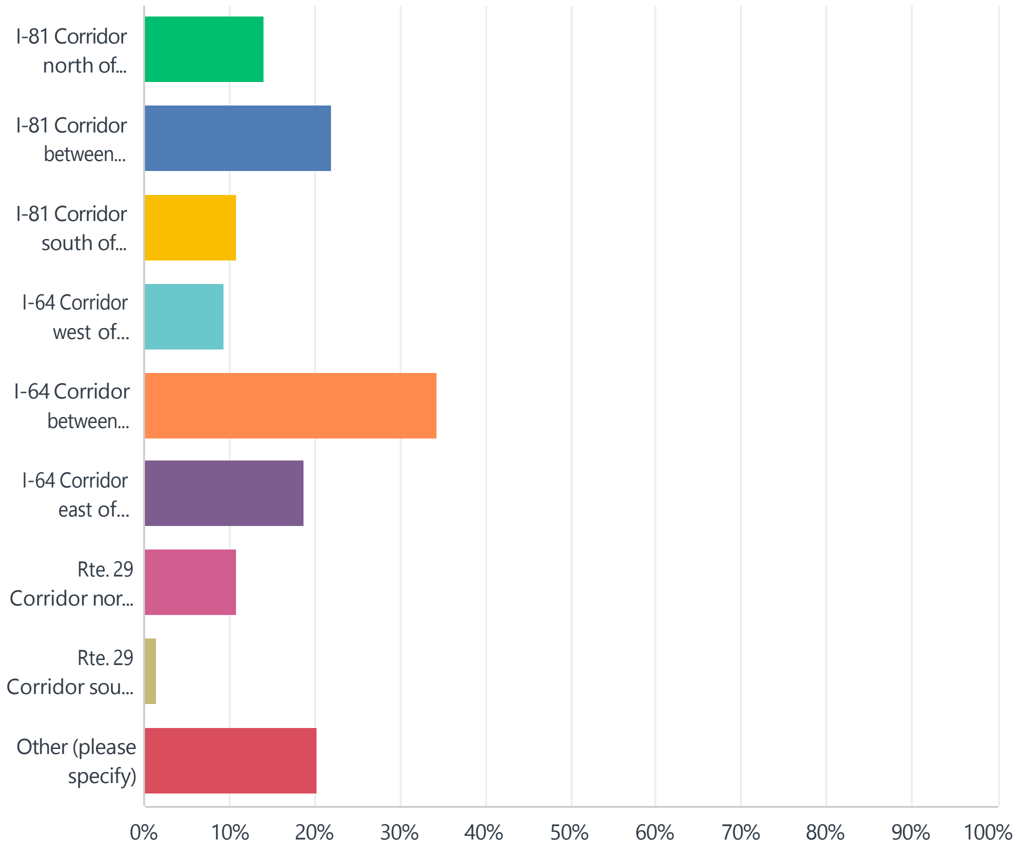
Answered: 82 Skipped: 2



ANSWER CHOICES	RESPONSES	
Live in TJPDC region, commute within TJPDC region	25.61%	21
Live in TJPDC region, commute to CSPDC region	2.44%	2
Live in TJPDC region, commute to another region	4.88%	4
Live in CSPDC region, commute within CSPDC region	40.24%	33
Live in CSPDC region, commute to TJPDC region	19.51%	16
Live in CSPDC region, commute to another region	3.66%	3
Live in another region, commute to TJPDC region	2.44%	2
Live in another region, commute to CSPDC region	1.22%	1
TOTAL		82

Q5 Do you currently travel along any of these corridors during your commute? (Select all that apply)

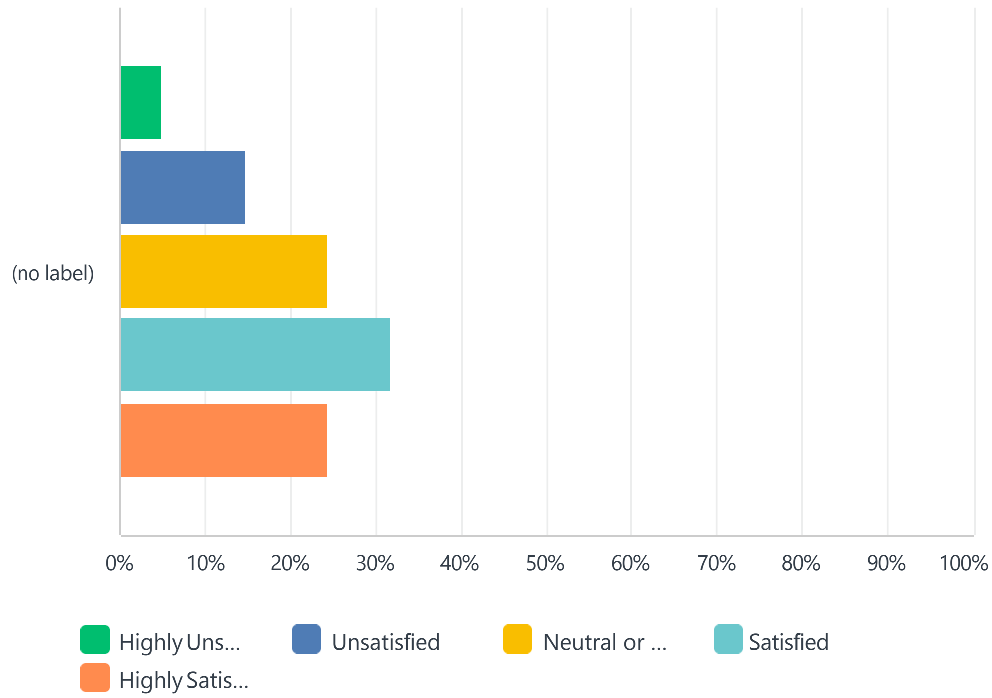
Answered: 64 Skipped: 20



ANSWER CHOICES	RESPONSES	
I-81 Corridor north of Harrisonburg	14.06%	9
I-81 Corridor between Harrisonburg and Staunton	21.88%	14
I-81 Corridor south of Staunton	10.94%	7
I-64 Corridor west of Staunton	9.38%	6
I-64 Corridor between Staunton and Charlottesville	34.38%	22
I-64 Corridor east of Charlottesville	18.75%	12
Rte. 29 Corridor north of Charlottesville	10.94%	7
Rte. 29 Corridor south of Charlottesville	1.56%	1
Other (please specify)	20.31%	13
Total Respondents: 64		

Q6 How satisfied are you with your current commute?

Answered: 82 Skipped: 2



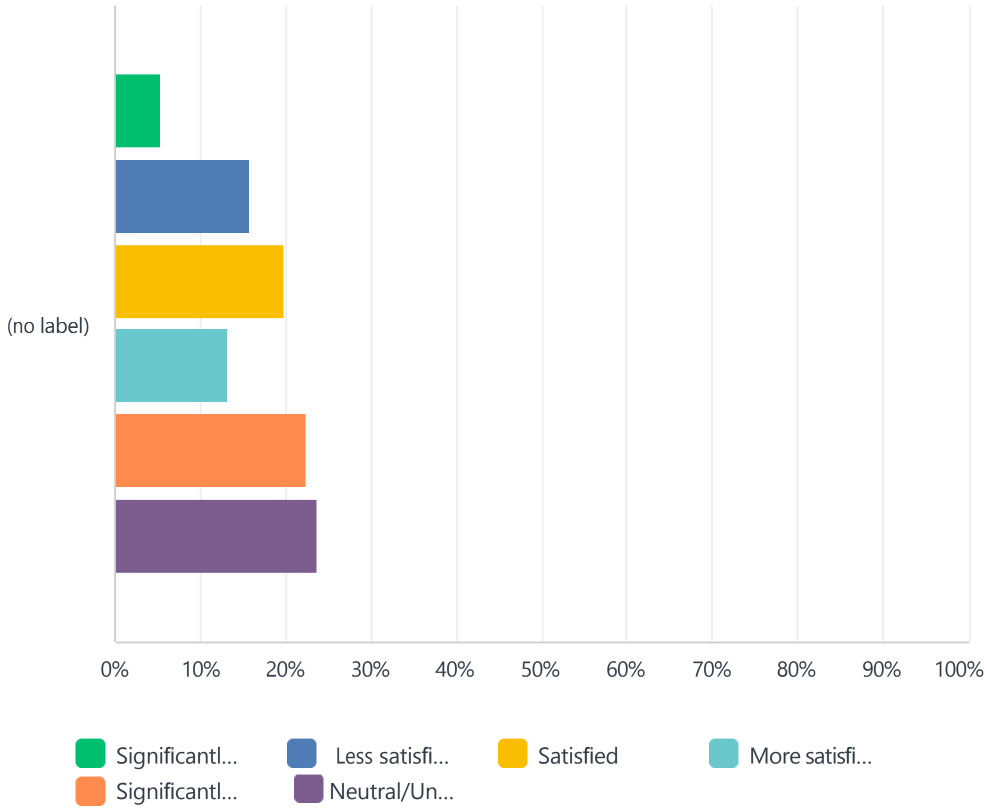
	HIGHLY UNSATISFIED	UNSATISFIED	NEUTRAL OR UNSURE	SATISFIED	HIGHLY SATISFIED	TOTAL	WEIGHTED AVERAGE
(no label)	4.88% 4	14.63% 12	24.39% 20	31.71% 26	24.39% 20	82	3.56

Q7 Has your commute changed between 2019 and now? If so, how?

Answered: 66 Skipped: 18

Q8 How satisfied are you with your commute now compared to 5 years ago?

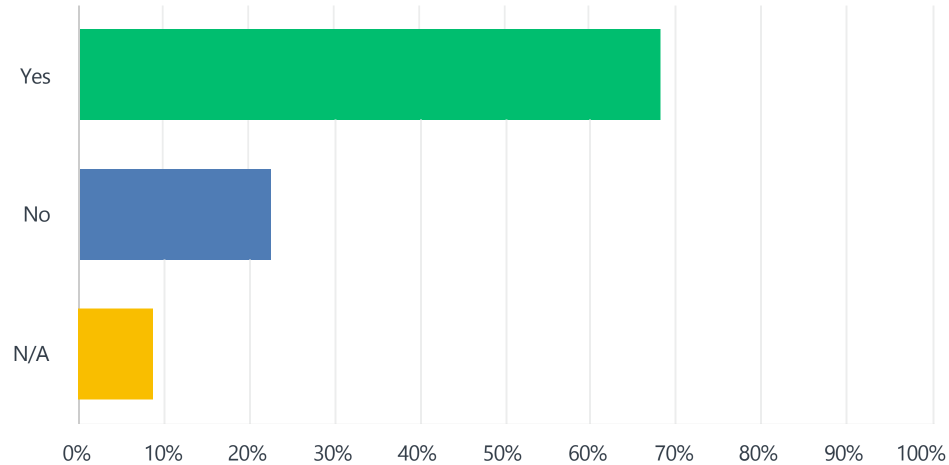
Answered: 76   Skipped: 8



	SIGNIFICANTLY LESS SATISFIED	LESS SATISFIED	SATISFIED	MORE SATISFIED	SIGNIFICANTLY MORE SATISFIED	NEUTRAL/UNCHANGED	TOTAL	W AV
(no label)	5.26% 4	15.79% 12	19.74% 15	13.16% 10	22.37% 17	23.68% 18	76	

Q9 Have you ever considered using alternative commuting option? (e.g., carpooling, ride-sharing, commuter bus, telecommuting)

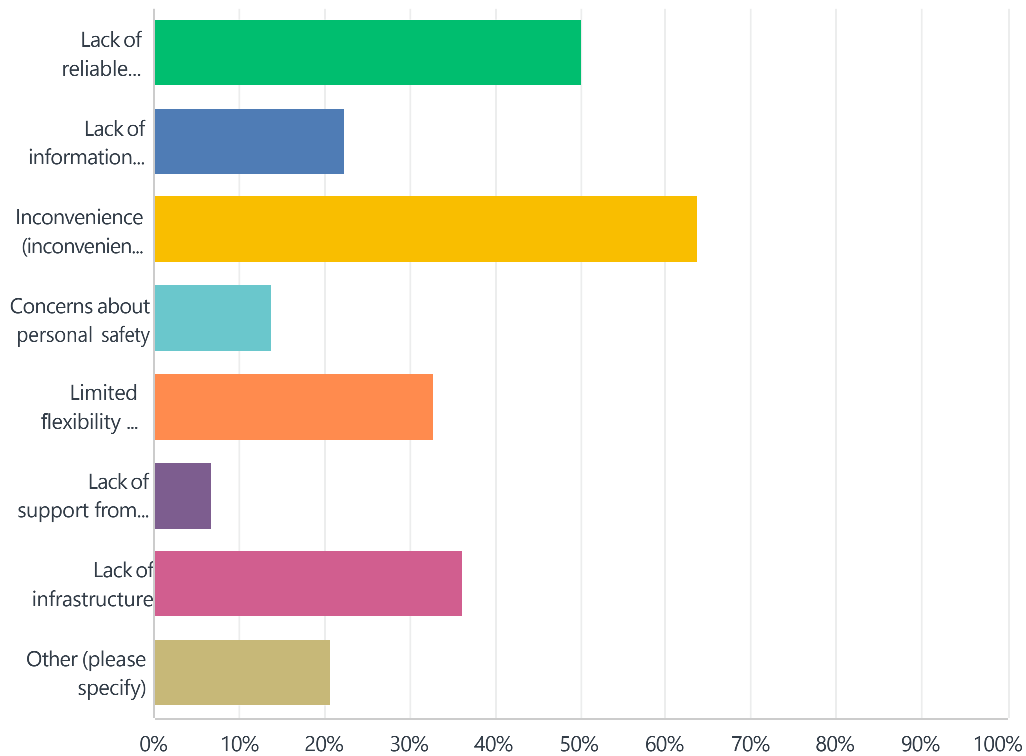
Answered: 79 Skipped: 5



ANSWER CHOICES	RESPONSES	
Yes	68.35%	54
No	22.78%	18
N/A	8.86%	7
TOTAL		79

Q10 If you answered "Yes" to the previous question, what factors prevented you from adopting alternative commuting options? (Select all that apply)

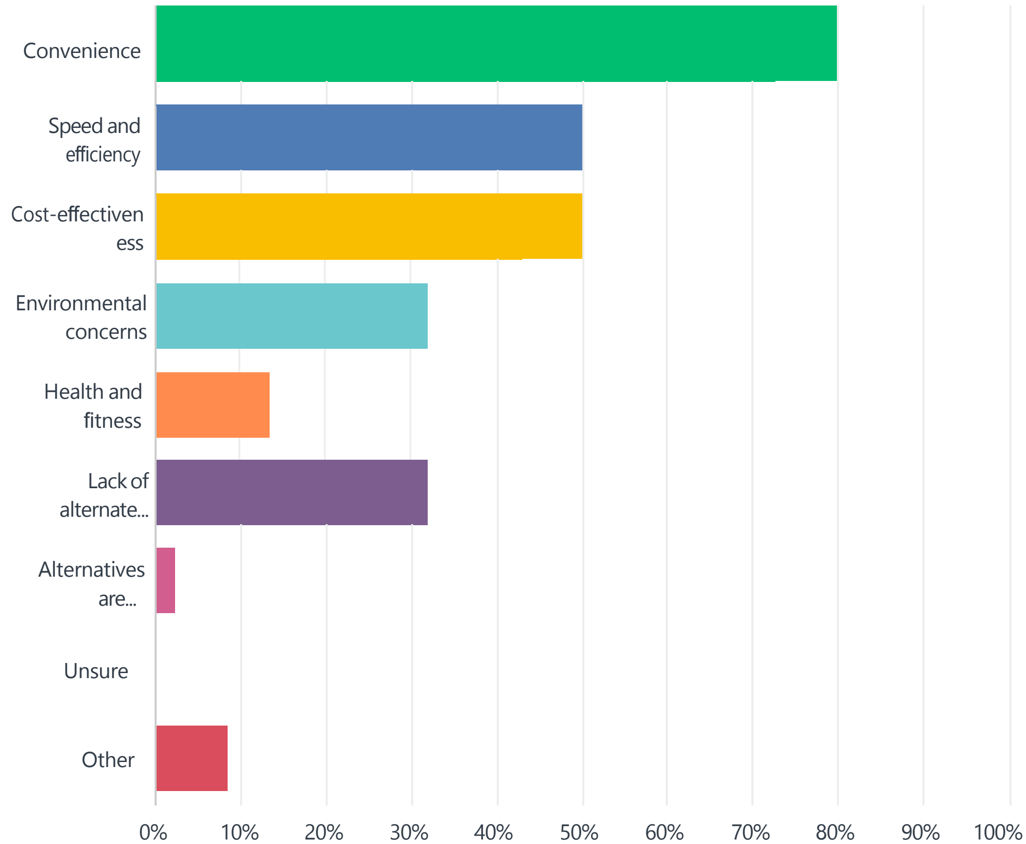
Answered: 58 Skipped: 26



ANSWER CHOICES	RESPONSES	
Lack of reliable alternative options	50.00%	29
Lack of information about alternative modes of transportation	22.41%	13
Inconvenience (inconvenient mode or time)	63.79%	37
Concerns about personal safety	13.79%	8
Limited flexibility in work hours	32.76%	19
Lack of support from employer	6.90%	4
Lack of infrastructure	36.21%	21
Other (please specify)	20.69%	12
Total Respondents: 58		

Q11 What are the main reasons for choosing your current mode of transportation? Select up to three options.

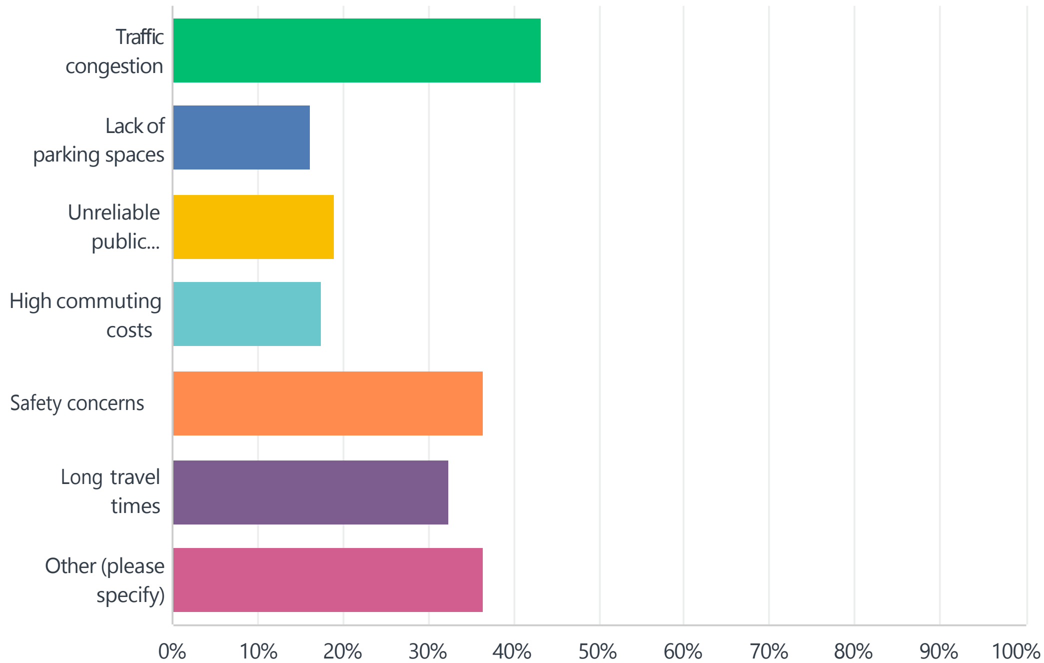
Answered: 81 Skipped: 3



ANSWER CHOICES	RESPONSES	
Convenience	72.84%	59
Speed and efficiency	49.38%	40
Cost-effectiveness	43.21%	35
Environmental concerns	32.10%	26
Health and fitness	13.58%	11
Lack of alternate options	32.10%	26
Alternatives are inaccessible for my mobility needs	2.47%	2
Unsure	0.00%	0
Other	8.64%	7
Total Respondents: 81		

Q12 What are the main challenges you face during your daily commute? Select up to three options.

Answered: 74 Skipped: 10



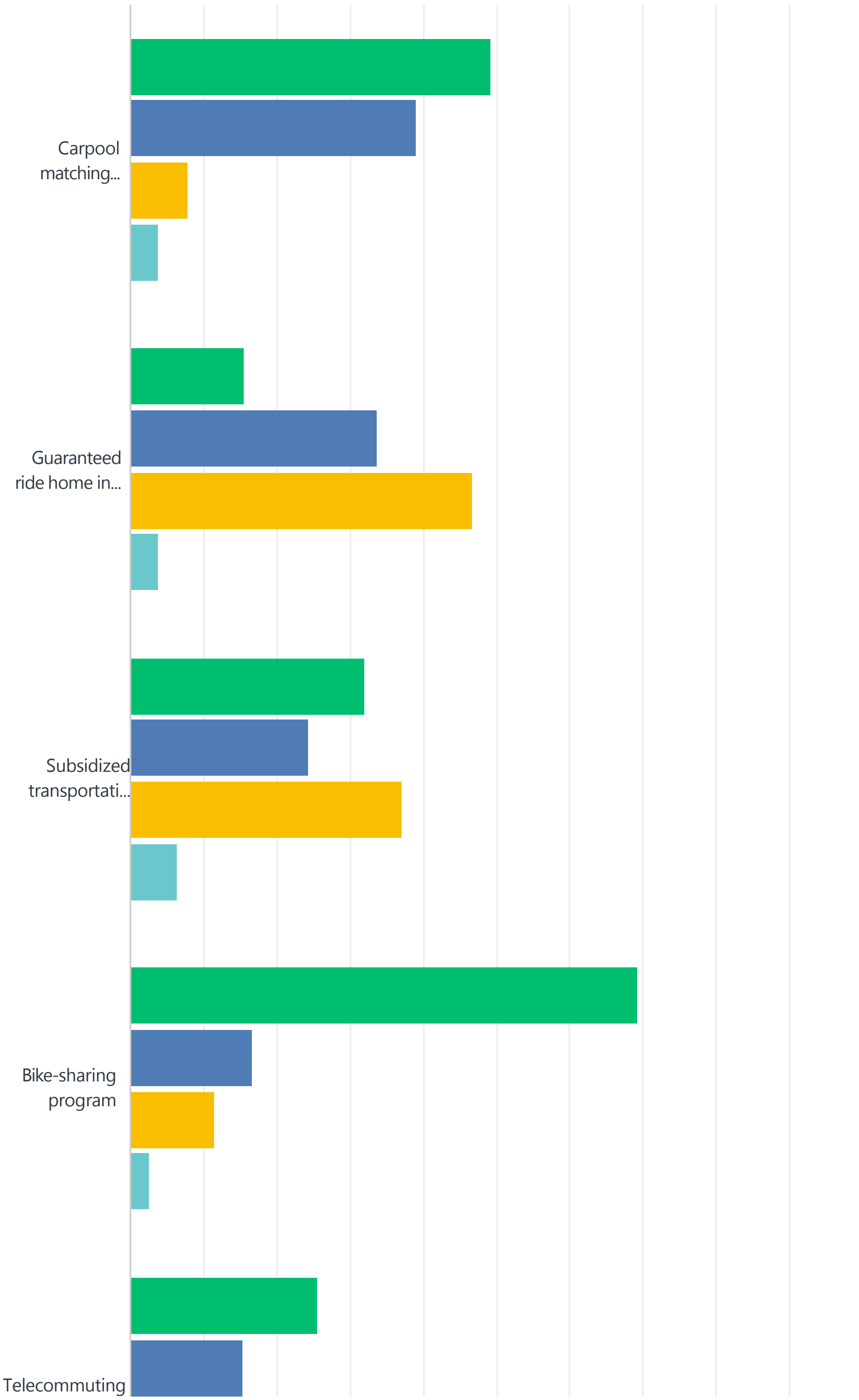
ANSWER CHOICES	RESPONSES	
Traffic congestion	43.24%	32
Lack of parking spaces	16.22%	12
Unreliable public transportation schedules	18.92%	14
High commuting costs	17.57%	13
Safety concerns	36.49%	27
Long travel times	32.43%	24
Other (please specify)	36.49%	27
Total Respondents: 74		

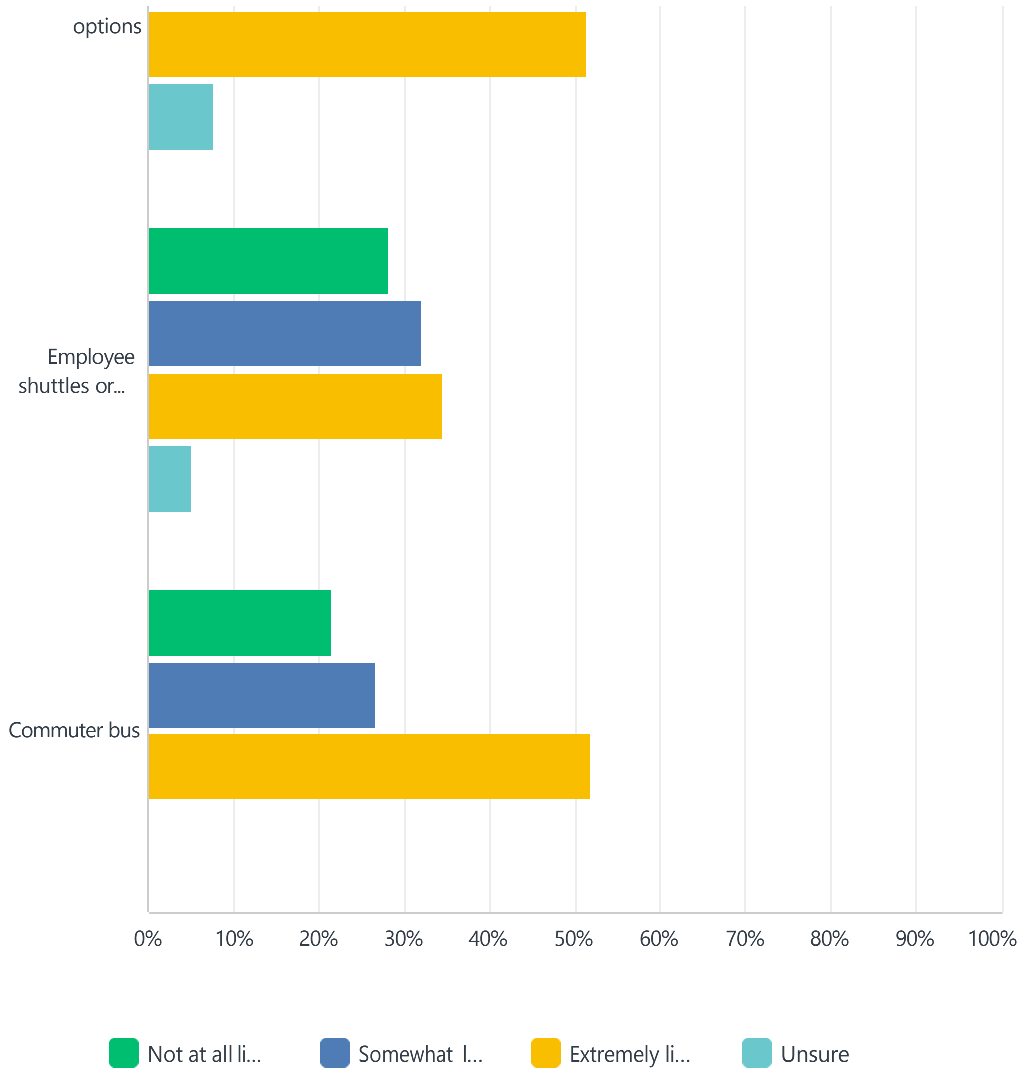
Q13 Is there any additional information or feedback you would like to provide regarding your personal commute?

Answered: 33 Skipped: 51

Q14 How likely are you to use the following services if they were offered in your area?Rate each item

Answered: 79 Skipped: 5

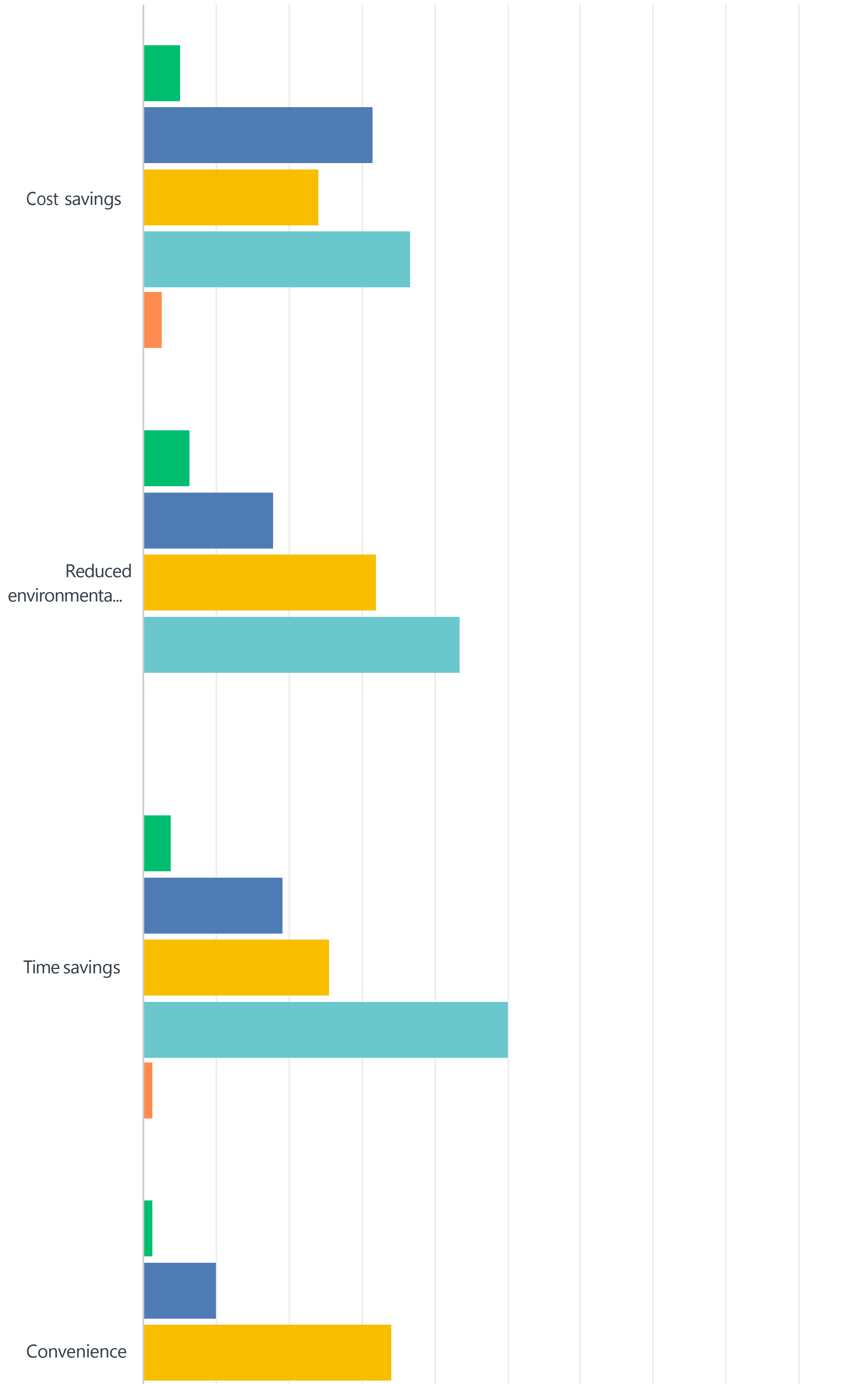


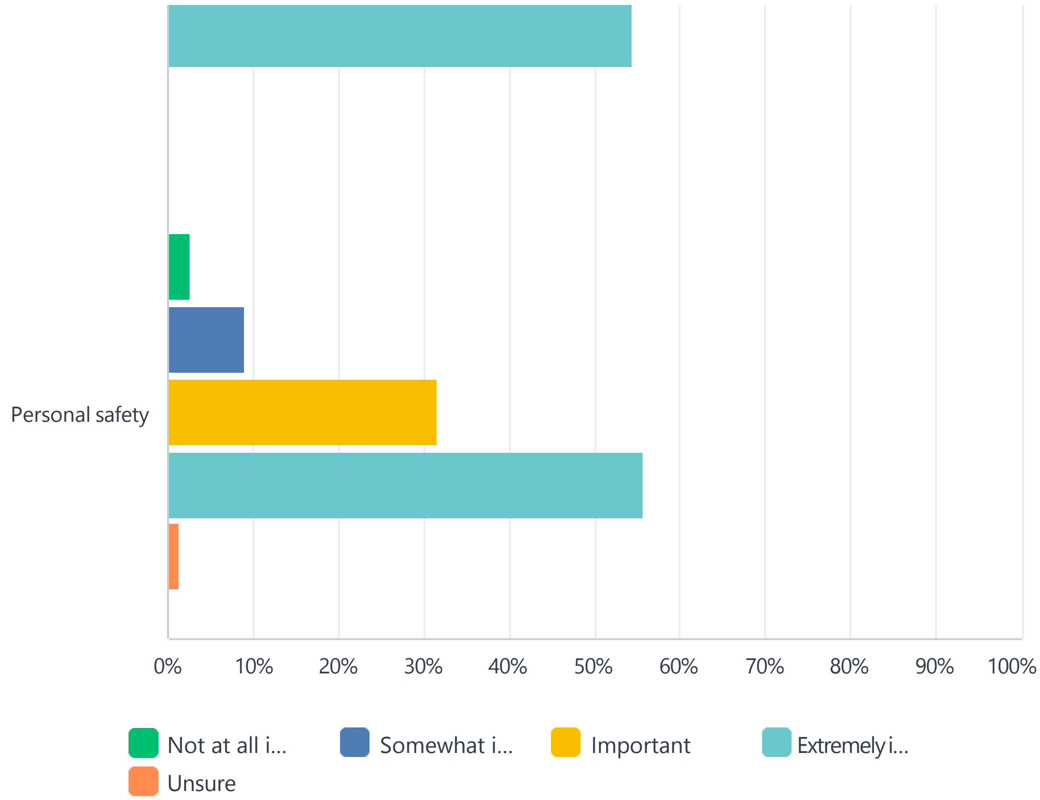


	NOT AT ALL LIKELY	SOMEWHAT LIKELY	EXTREMELY LIKELY	UNSURE	TOTAL	WEIGHTED AVERAGE
Carpool matching services	49.35% 38	38.96% 30	7.79% 6	3.90% 3	77	1.51
Guaranteed ride home in case of emergencies	15.58% 12	33.77% 26	46.75% 36	3.90% 3	77	2.23
Subsidized transportation passes	32.05% 25	24.36% 19	37.18% 29	6.41% 5	78	1.92
Bike-sharing program	69.23% 54	16.67% 13	11.54% 9	2.56% 2	78	1.37
Telecommuting options	25.64% 20	15.38% 12	51.28% 40	7.69% 6	78	2.10
Employee shuttles or vanpool programs	28.21% 22	32.05% 25	34.62% 27	5.13% 4	78	1.96
Commuter bus	21.52% 17	26.58% 21	51.90% 41	0.00% 0	79	2.30

Q15 How important are the following factors when considering alternative commuting options?Rate each item

Answered: 80 Skipped: 4

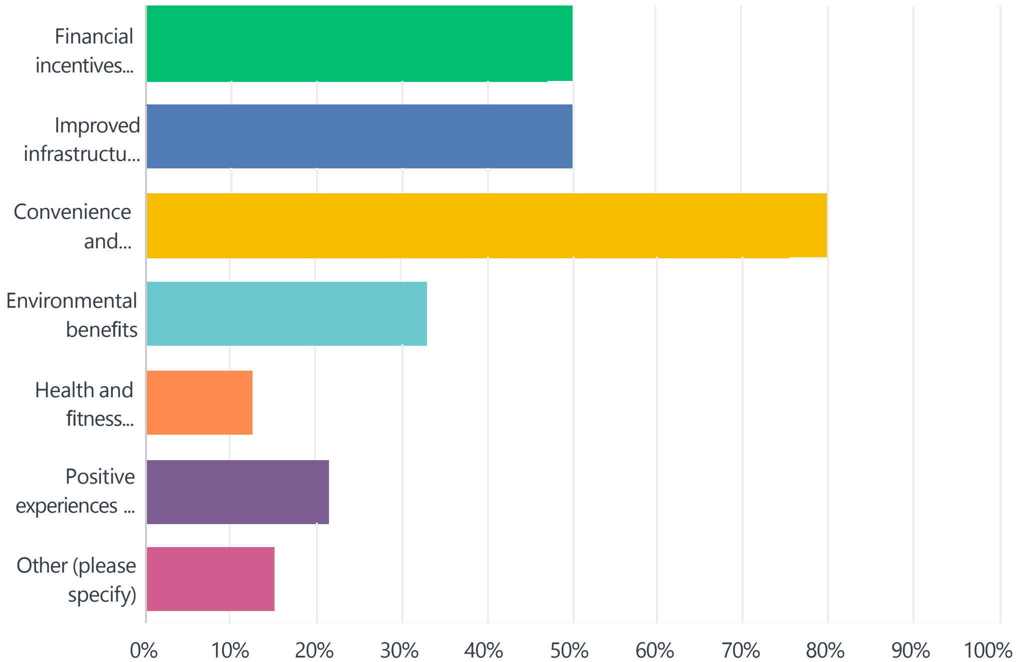




Cost savings	5.06% 4	31.65% 25	24.05% 19	36.71% 29	2.53% 2	79	2.87
Reduced environmental impact	6.41% 5	17.95% 14	32.05% 25	43.59% 34	0.00% 0	78	3.13
Time savings	3.85% 3	19.23% 15	25.64% 20	50.00% 39	1.28% 1	78	3.19
Convenience	1.27% 1	10.13% 8	34.18% 27	54.43% 43	0.00% 0	79	3.42
Personal safety	[illegible] 2	[illegible] 7	[illegible] 25	[illegible] 44	[illegible] 1	79	3.38

Q16 What would motivate you to switch to alternative modes of transportation? Select up to three options.

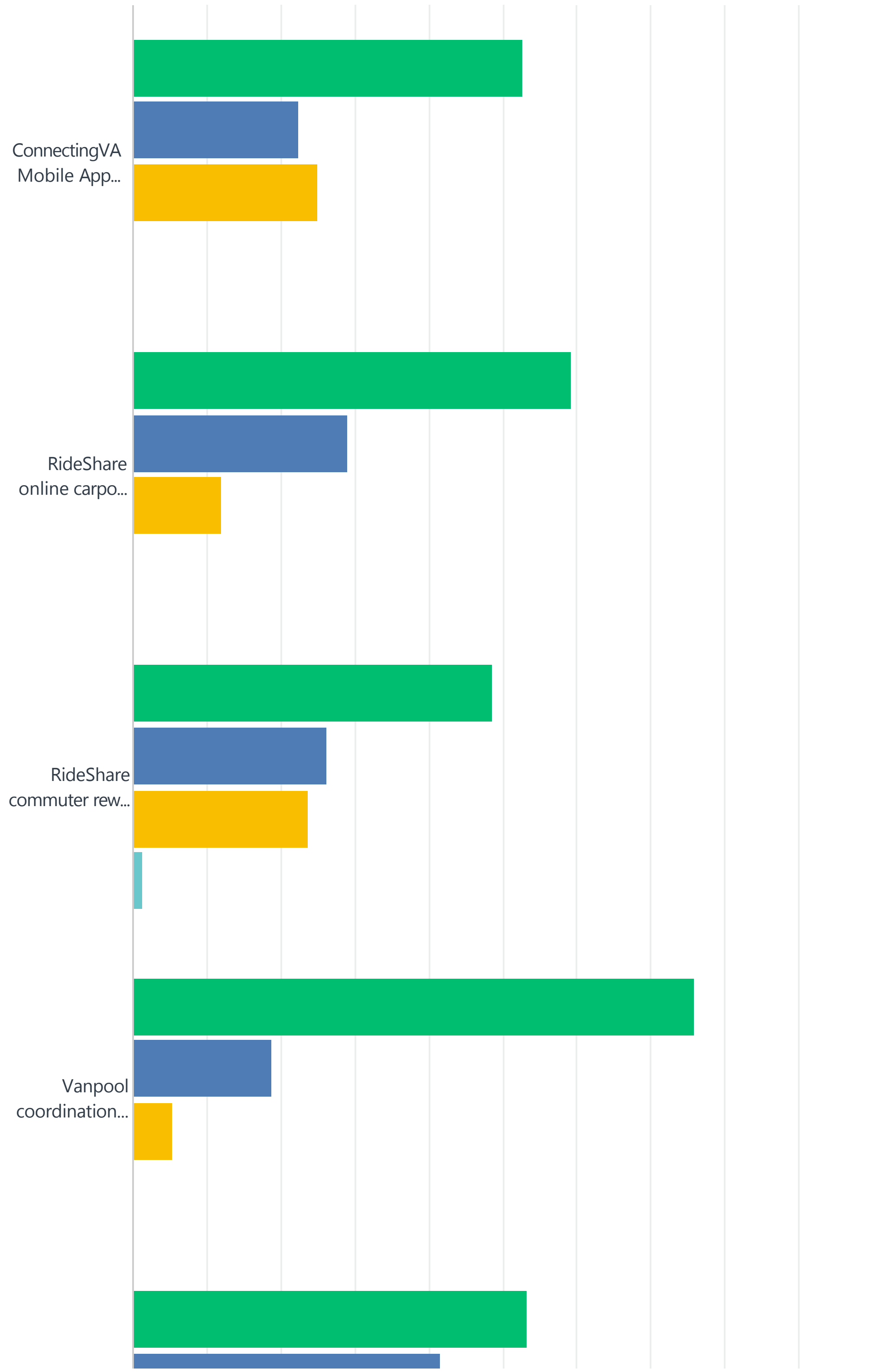
Answered: 78 Skipped: 6

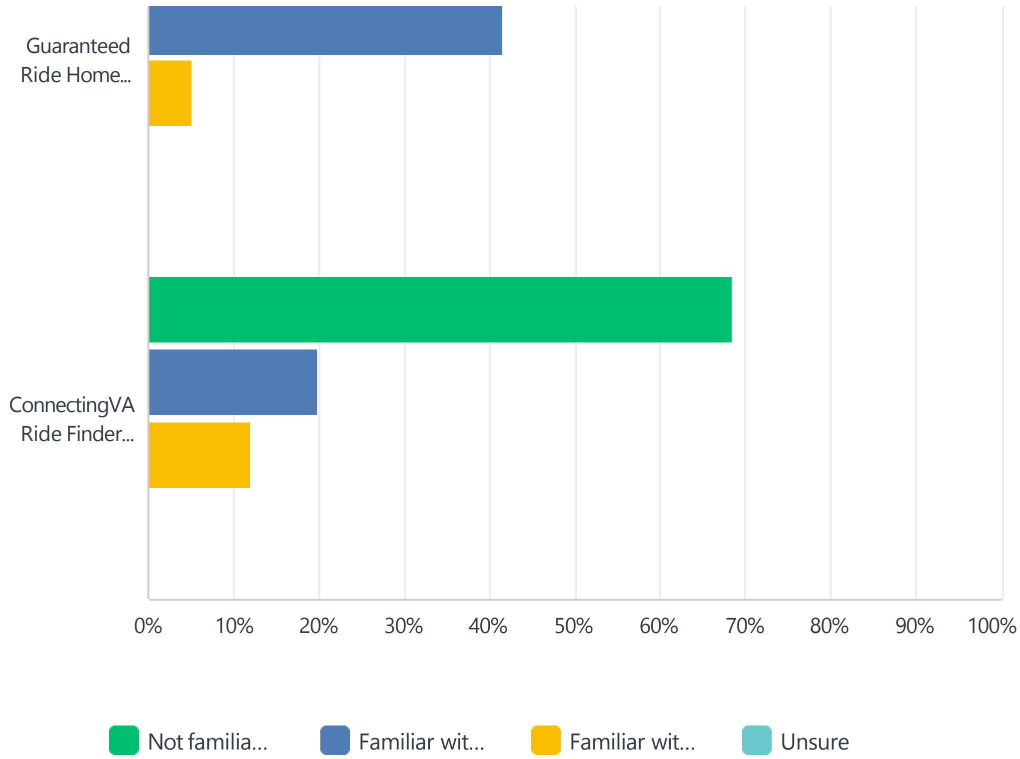


ANSWER CHOICES	RESPONSES	
Financial incentives (e.g., reduced fares, subsidies)	47.44%	37
Improved infrastructure (e.g., bike lanes, pedestrian friendly routes)	50.00%	39
Convenience and accessibility	75.64%	59
Environmental benefits	33.33%	26
Health and fitness benefits	12.82%	10
Positive experiences or success stories from others who have switched	21.79%	17
Other (please specify)	15.38%	12
Total Respondents: 78		

Q17 The RideShare program provides the following commuter resources in our region. Please indicate the level to which you are familiar with these services.

Answered: 77 Skipped: 7





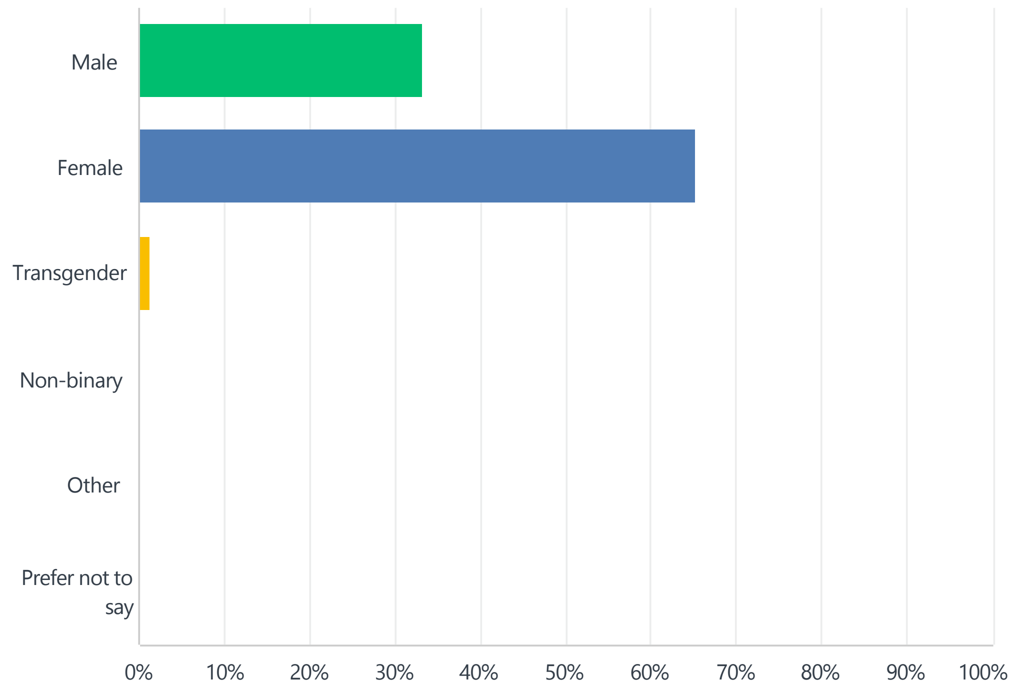
ConnectingVA Mobile App	52.63%	22.37%	25.00%	0.00%		
(previously called Rideshare App)	40	17	19	0	76	1.72
RideShare online carpool matching	59.21%	28.95%	11.84%	0.00%		
services (through app or website)	45	22	9	0	76	1.53
RideShare commuter reward points	48.68%	26.32%	23.68%	1.32%		
and discounts	37	20	18	1	76	1.72
Vanpool coordination services	76.00%	18.67%	5.33%	0.00%		
through Enterprise	57	14	4	0	75	1.29
Guaranteed Ride Home program	53.25%	41.56%	5.19%	0.00%		
	41	32	4	0	77	1.52
ConnectingVA Ride Finder	68.42%	19.74%	11.84%	0.00%		
Mapping Tool	52	15	9	0	76	1.43

Q18 General commentary on the RideShare Program

Answered: 21 Skipped: 63

Q19 How do you identify?

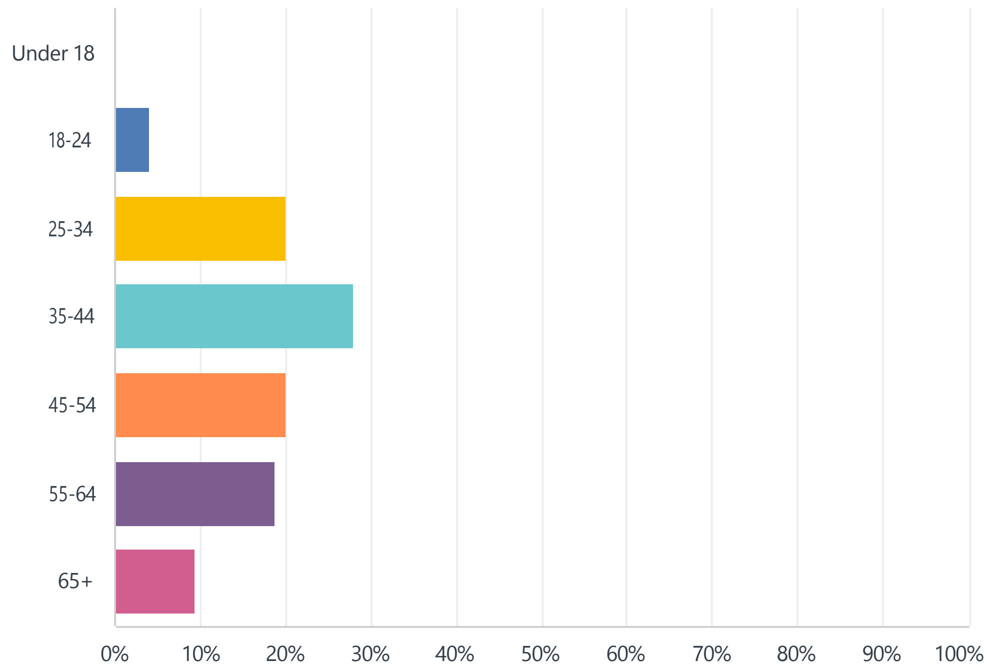
Answered: 75 Skipped: 9



ANSWER CHOICES	RESPONSES	
Male	33.33%	25
Female	65.33%	49
Transgender	1.33%	1
Non-binary	0.00%	0
Other	0.00%	0
Prefer not to say	0.00%	0
TOTAL		75

Q20 How old are you?

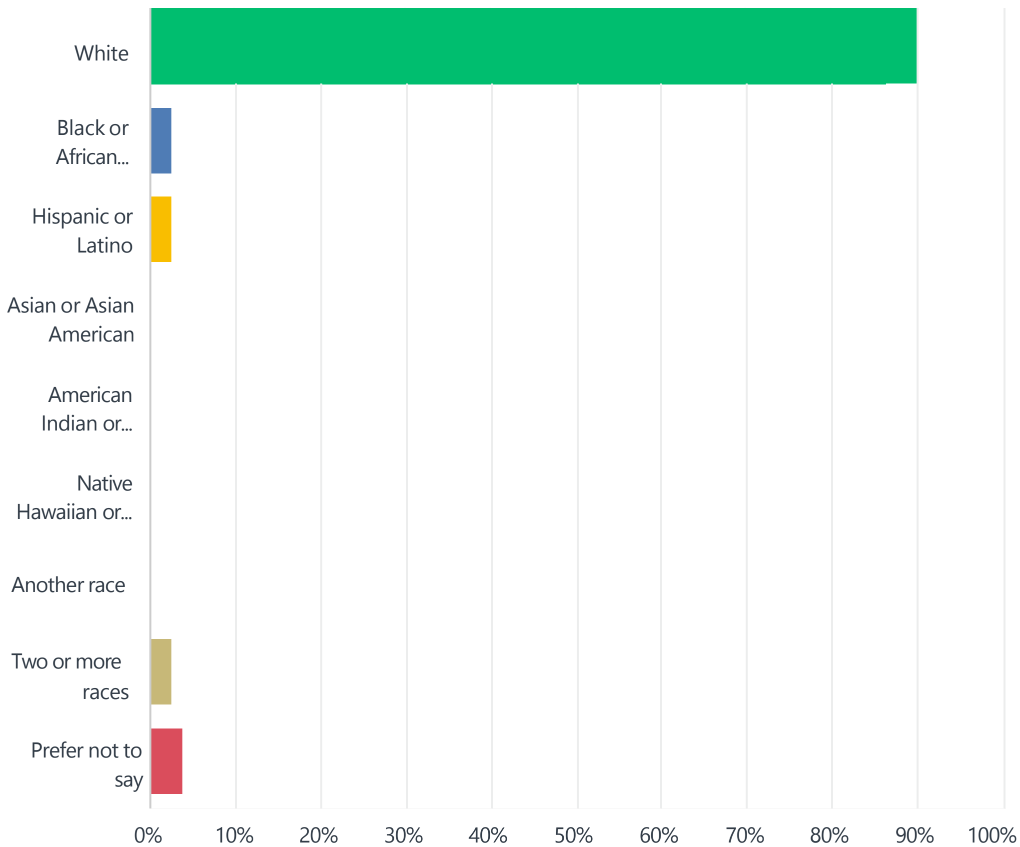
Answered: 75 Skipped: 9



ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18-24	4.00%	3
25-34	20.00%	15
35-44	28.00%	21
45-54	20.00%	15
55-64	18.67%	14
65+	9.33%	7
TOTAL		75

Q21 What is your race/ethnicity?

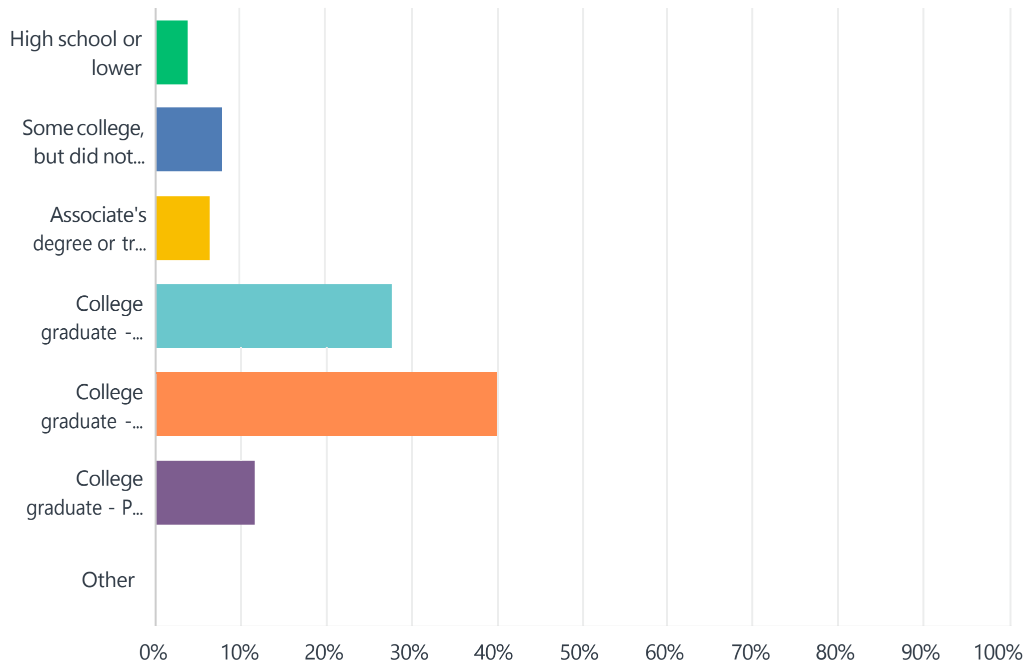
Answered: 75   Skipped: 9



ANSWER CHOICES	RESPONSES	
White	86.67%	65
Black or African American	2.67%	2
Hispanic or Latino	2.67%	2
Asian or Asian American	1.33%	1
American Indian or Alaska Native	0.00%	0
Native Hawaiian or other Pacific Islander	0.00%	0
Another race	0.00%	0
Two or more races	2.67%	2
Prefer not to say	4.00%	3
TOTAL		75

Q22 What is the highest level of education you have completed?

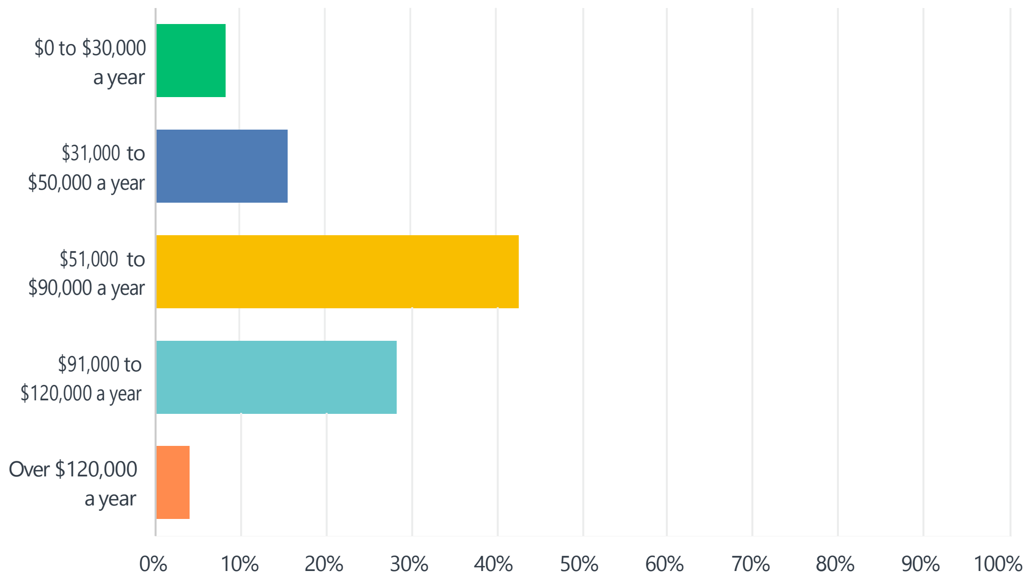
Answered: 75 Skipped: 9



ANSWER CHOICES	RESPONSES	
High school or lower	4.00%	3
Some college, but did not receive a degree	8.00%	6
Associate's degree or trade school certification	6.67%	5
College graduate - Bachelor's	28.00%	21
College graduate - Master's	40.00%	30
College graduate - PhD or Professional degree	12.00%	9
Other	1.33%	1
TOTAL		75

Q23 What is your individual annual income?

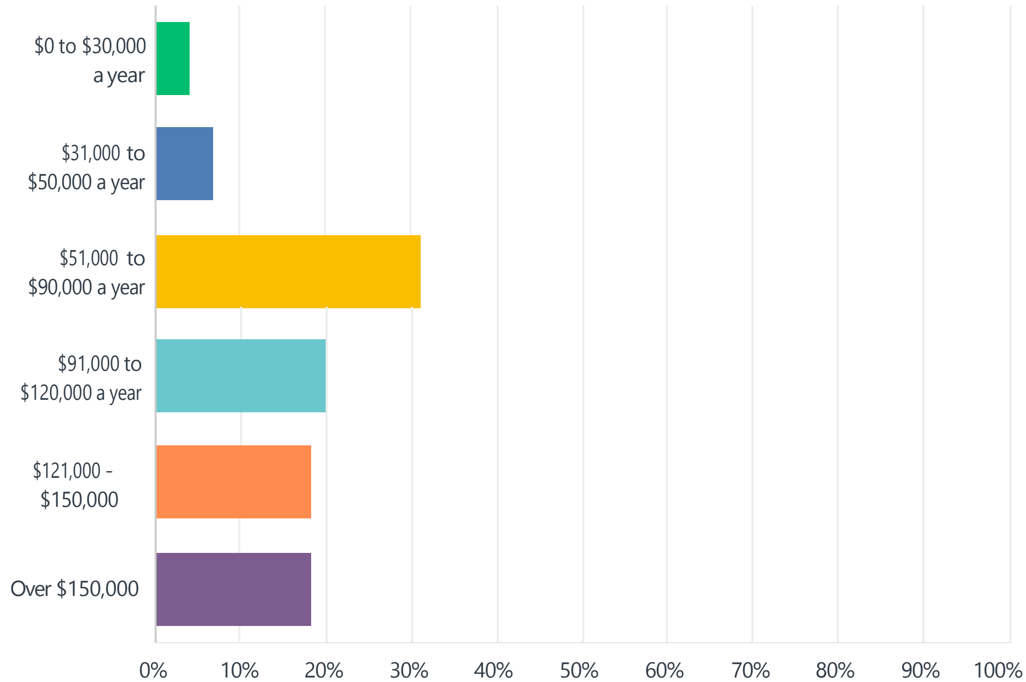
Answered: 70 Skipped: 14



ANSWER CHOICES	RESPONSES	
$0 to $30,000 a year	8.57%	6
$31,000 to $50,000 a year	15.71%	11
$51,000 to $90,000 a year	42.86%	30
$91,000 to $120,000 a year	28.57%	20
Over $120,000 a year	4.29%	3
TOTAL		70

Q24 What is your household annual income? (total income for all members in your household)

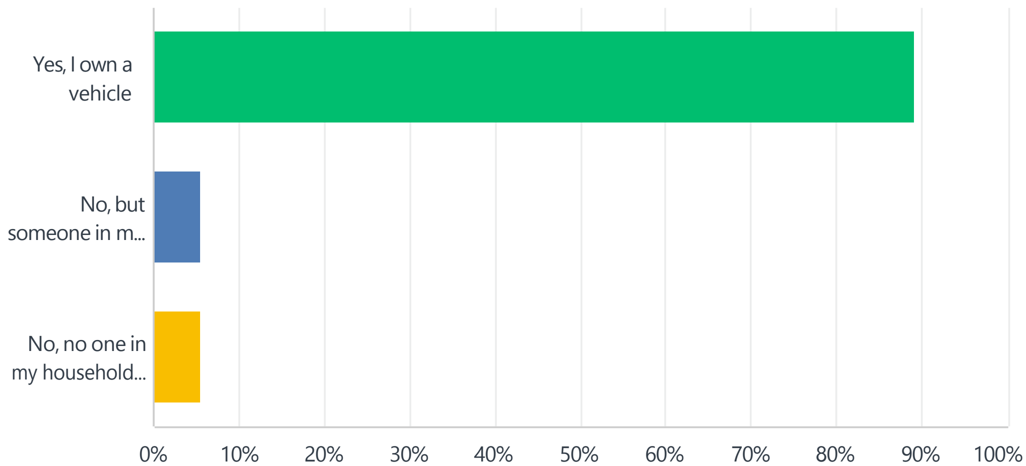
Answered: 70   Skipped: 14



ANSWER CHOICES	RESPONSES	
$0 to $30,000 a year	4.29%	3
$31,000 to $50,000 a year	7.14%	5
$51,000 to $90,000 a year	31.43%	22
$91,000 to $120,000 a year	20.00%	14
$121,000 - $150,000	18.57%	13
Over $150,000	18.57%	13
TOTAL		70

Q25 Do you own a vehicle?

Answered: 73 Skipped: 11



ANSWER CHOICES	RESPONSES	
Yes, I own a vehicle	89.04%	65
No, but someone in my household owns a vehicle	5.48%	4
No, no one in my household owns a vehicle	5.48%	4
TOTAL		73

Q26 What is the zipcode where you live?

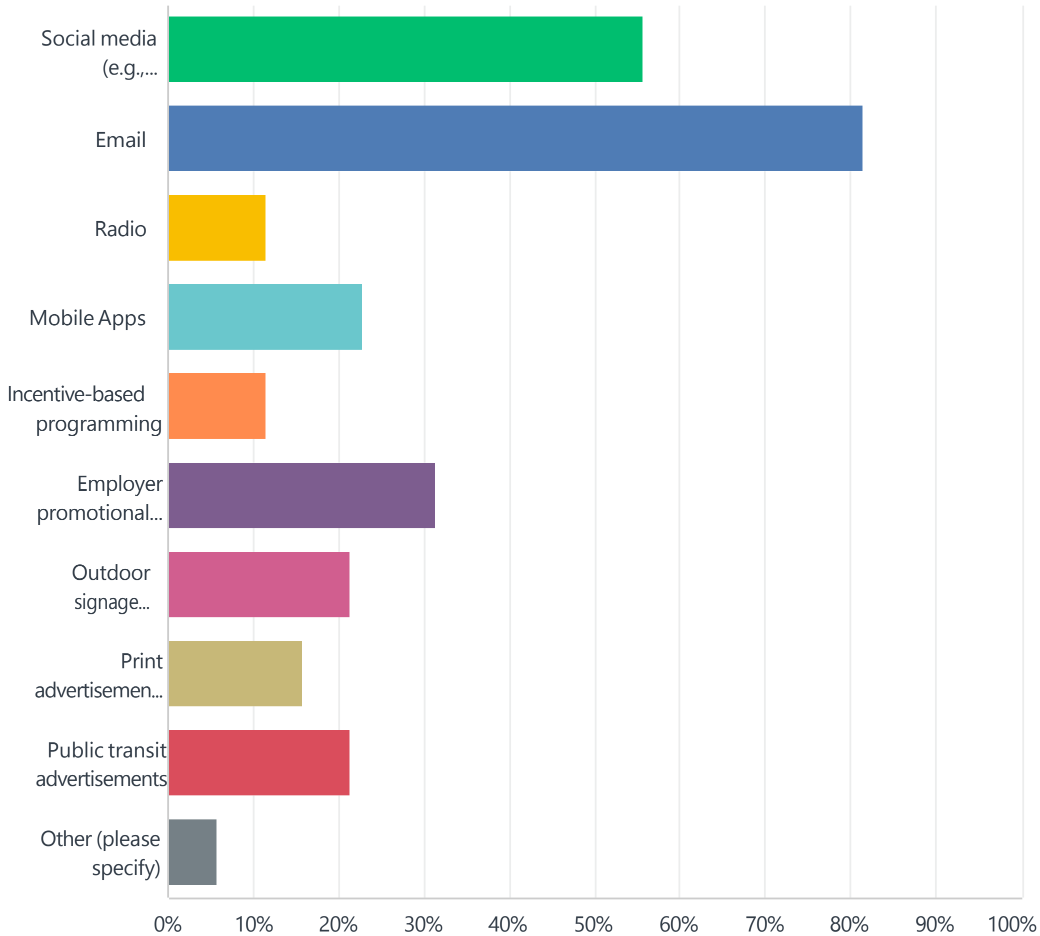
Answered: 71 Skipped: 13

Q27 What is the zipcode where you work?

Answered: 69 Skipped: 15

Q28 How do you prefer to get information about events, resources, and information? Select all that apply.

Answered: 70   Skipped: 14



ANSWER CHOICES	RESPONSES	
Social media (e.g., Facebook, Instagram, LinkedIn, or X)	55.71%	39
Email	81.43%	57
Radio	11.43%	8
Mobile Apps	22.86%	16
Incentive-based programming	11.43%	8
Employer promotional materials	31.43%	22
Outdoor signage advertisements	21.43%	15
Print advertisements (e.g., newspaper or magazine)	15.71%	11
Public transit advertisements	21.43%	15
Other (please specify)	5.71%	4
Total Respondents: 70		

Q29 If you'd like to receive more information about the RideShare program, the ongoing development of this strategic plan, or other topics related to commuter transportation in our region, please provide your email address below. By doing so, you give us permission to contact you via email.

Answered: 21 Skipped: 63

APPENDIX C

LIST OF ACRONYMS

ACT, Association for Commuter Transportation

CA-MPO, Charlottesville-Albemarle Metropolitan Planning Organization

CAP, Commuter Assistance Program

CAPSP, Commuter Assistance Program Strategic Plan

CAT, Charlottesville Area Transit

CSPDC, Central Shenandoah Planning District Commission

CTAC, Citizens Transportation Advisory Committee

DRPT, Department of Rail and Public Transportation

GIS, Geographic Information Systems

GRH, Guaranteed Ride Home

HDPT, Harrisonburg Department of Public Transportation

JMU, James Madison University

LRTP, Long-Range Transportation Plan

MPO, Metropolitan Planning Organization

PDC, Planning District Commission

RATS, Rockbridge Area Transportation System

RTA, Regional Transit Authority

RTP, Regional Transit Partnership

RTAC, Rural Transportation Advisory Committee

SAWMPO, Staunton-Augusta-Waynesboro Metropolitan Planning Organization

SOV, Single-Occupancy Vehicle

TDM, Transportation Demand Management

TDP, Transit Development Plans

TIP, Transportation Improvement Program

TJPDC, Thomas Jefferson Planning District Commission

UPWP, Unified Planning Work Program

UTS, University Transit Services

UVA, University of Virginia

VDOT, Virginia Department of Transportation

THOMAS JEFFERSON PLANNING DISTRICT COMMISSION
RESOLUTION ADOPTING RIDESHARE'S FY26-FY30 COMMUTER ASSISTANCE PROGRAM STRATEGIC PLAN

WHEREAS, the Thomas Jefferson Planning District Commission (TJPDC) is a planning district commission created pursuant to *Code of Virginia* § 15.2-4200 et. seq.; and

WHEREAS, the TJPDC has operated RideShare, a commuter assistance program that assists residents of Planning District 10 who are seeking transportation options to workplaces and other destinations; and

WHEREAS, the Commission annually applies to the Virginia Department of Rail and Public Transportation (DRPT) for funding to support RideShare operations; and

WHEREAS, DRPT requires agencies operating commuter assistance programs supported with DRPT funding to develop a five-year Commuter Assistance Program Strategic Plan (CAPSP), to serve as a detailed blueprint of the strategic services and resources needed to operate the program; and

WHEREAS, the TJPDC CAPSP was created with significant input from TJPDC staff, stakeholders, citizens, the Central Shenandoah Planning District Commission (CSPDC), and with technical assistance from Launch! Consulting; and

WHEREAS, the CAPSP establishes a mission and vision, goals, objectives, target markets, and customers, an operations plan, a financial plan, and performance measures to guide the RideShare program efficiently and effectively for the next five years; and

NOW, THEREFORE, BE IT RESOLVED, that the Thomas Jefferson Planning District Commission hereby adopts RideShare's Commuter Assistance Program Strategic Plan for FY26-FY30.

ADOPTED by the Thomas Jefferson Planning District Commission at its monthly Commission meeting of March 6, 2025, in the City of Charlottesville, Virginia, a quorum being present.

______________________________________	______________________________________
Christine Jacobs, Executive Director Thomas Jefferson Planning District Commission	Tony O'Brien, Commission Chair Thomas Jefferson Planning District Commission
____________________	____________________
Date	Date

Thomas Jefferson Planning District Commission

To: Thomas Jefferson Planning District Commission
From: Christine Jacobs, Executive Director
Date: March 6, 2025
Re: Amended FY25 Operating Budget

Purpose: To present the final Amended FY25 Operating Budget, to be used as the basis for financial reports throughout the remainder of the fiscal year.

Proposed Amended FY25 Operating Budget: The recommended Amended FY25 Operating Budget incorporates changes to revenue and expense assumptions from the original FY25 budget adopted at the May 2, 2024, meeting and is adjusted to include changes that have occurred during the first half of FY25 and changes that are projected to occur during the second half of FY25. The amended budget includes total projected revenue of $48,257,467 and expenditures of $46,276,746 for an anticipated net gain of $253,852.

There have been no changes to the draft FY25 Amended Operating budget since it was presented at the February 6, 2025, commission meeting. A copy of a draft resolution adopting the FY25 budget is included in the meeting materials.

Recommended Motion by Commission: *Staff recommend a motion to adopt the resolution approving the Amended FY25 Operating Budget as presented.*

Thomas Jefferson Planning District Commission
POB 1505, 401 E. Water Street, Charlottesville, VA 22902 www.tjpdc.org
(434) 979-7310 phone ● info@tjpdc.org email

RESOLUTION APPROVING THE FISCAL YEAR 2025 THOMAS JEFFERSON PLANNING DISTRICT COMMISSION AMENDED ANNUAL OPERATING BUDGET

WHEREAS, the Thomas Jefferson Planning District Commission ("the Commission") is the Planning District Commission serving the City of Charlottesville, Albemarle, Fluvanna, Greene, Louisa and Nelson Counties, known together as Planning District 10; and

WHEREAS, the Commission and its associated organizations, the Charlottesville-Albemarle Metropolitan Planning Organization (CA-MPO), the Blue Ridge Cigarette Tax Board (BRCTB), and the Thomas Jefferson Planning District Corporation (501(c)3), carry out a program of work on behalf of its members and in cooperation with its federal, state, and local partners; and

WHEREAS, the Commission prepares an annual operating budget containing a revenue summary and expenditure plan to fund and carry out its work program; and

WHEREAS, the Commission may amend the previously approved operating budget to account for unexpected changes in revenues and expenses; and

WHEREAS, the Commission originally approved the Fiscal Year 2025 Annual Operating Budget of $42,677,053 in Revenues and $42,677,053 in Expenses on May 2, 2024; and

WHEREAS, the Executive Director now recommends to the Commission for the Fiscal Year 2025 an Amended Operating Budget of $48,257,467 in Revenues and $46,276,746 in Expenses, resulting in an expected Net Income of $253,852; and

NOW, THEREFORE, BE IT RESOLVED by the Thomas Jefferson Planning District Commission that it hereby approves the Fiscal Year 2025 Amended Operating Budget, which is attached hereto and which shall be included in the minutes of the Commission meeting of March 6, 2025; and,

BE IT FURTHER RESOLVED, that the Executive Director is hereby authorized to administer to the financial affairs of the TJPDC including custody and investment of short- and longer-term deposits of all public funds belonging to or handled by the TJPDC as provided in Sect. 2.2-4501 of the Code of Virginia, 1950 as amended. Funds of the TJPDC shall be invested in accordance with the Code of Virginia, Investment of Public Funds Act, Chapter 45 Title 2.2 Sections 2.2-4500-4518 and the Virginia Security for Public Deposits Act, Chapter 44 Title 2.2, Sections 2.2-4400-4411; and,

BE IT FURTHER RESOLVED, that the Executive Director may authorize grant agreements, contracts, and purchases as included within the approved budget line items except as defined by ARTICLE IX Section 7 in the Thomas Jefferson Planning District Planning Commission Bylaws as amended March 2, 2017 requiring specific Commission approval for any special or non-recurring items in excess of $100,000.

ADOPTED by the Thomas Jefferson Planning District Commission at its monthly Commission meeting of March 6, 2025, in the City of Charlottesville, Virginia, a quorum being present.

______________________________	______________________________
Christine Jacobs, Executive Director Thomas Jefferson Planning District Commission	Tony O'Brien, Commission Chair Thomas Jefferson Planning District Commission
____________________	____________________
Date	Date

	TJPDC - FY25 Amended Budget			03.06.2025
	$0.62 per capita	*$0.62 per capita*	$0.64 per capita	$0.66 per capita
Revenue	***FY22 Actual***	***FY23 Actual***	***FY24 Actual***	***FY25 Amended***
Federal	$1,319,439	$12,765,316	$26,941,918	$37,588,493
State	$862,261	$955,735	$838,859	$3,779,210
Local	$0	$5,313,450	$8,579,291	$6,601,354
Local per capita	$158,876	$160,847	$171,054	$178,411
Interest Income	$2,769	$35,208	$61,276	$70,000
Rent Income	$25,200	$22,198	$26,098	$40,000
Grant & Reserves Transfer		-$32,486	$11,197	$0
Total Revenue	$4,276,502	$19,220,268	$36,629,693	$48,257,467
Operating Expenses				
Personnel Costs				
Salaries	$775,648	$967,741	$998,838	$1,139,306
Fringe and Release	$147,991	$203,213	$225,045	$276,301
Total Personnel	$923,639	$1,170,954	$1,223,883	$1,415,607
Direct Costs				
Overhead Allocation	$0	$0	$0	$0
Nonreimbursable Overhead	$0	$0	$0	$0
Contingency	$0	-$56	$0	$17,115
Postage	$1,947	$1,948	$326	$1,339
Subscriptions	$249	$708	$317	$630
Supplies/COGS	$5,819	$13,510	$15,132	$19,485
Audit-Legal	$22,900	$27,817	$28,753	$37,920
Advertising	$22,580	$16,030	$20,883	$39,963
Meeting Expenses	$1,824	$7,525	$4,383	$41,030
TJPDC Contractual	$80,652	$109,322	$77,341	$80,769
Dues	$8,623	$9,312	$10,924	$12,412
Insurance	$5,942	$7,731	$7,406	$8,020
Printing/Copy	$4,538	$5,139	$2,539	$5,269
Rent	$97,850	$100,975	$104,296	$107,700
Equip/Data Use	$40,050	$50,026	$26,592	$56,473
Capital & Leases	$0	$0	$0	$0
Telephone	$6,388	$6,258	$16,079	$17,530
Travel-Vehicle	$9,675	$17,741	$32,766	$65,448
Janitorial	$2,050	$2,917	$2,545	$5,500
Professional Development	$16,555	$52,815	$16,628	$48,511
Total Other Costs	*$327,642*	*$429,717*	*$366,910*	*$565,113*
TOTAL OPERATING EXPENSES	$1,251,280	$1,600,671	$1,590,793	$1,980,721
Net Ordinary Income - Pass Through $	$3,025,222	$17,619,596	$34,578,718	$46,276,746
Other				
HOME Pass Through	$736,642	$376,127	$775,261	$407,125
HPG Pass Through	$115,899	$141,171	$168,632	$140,552
Cigarette Tax Pass Through	$1,389,338	$2,659,620	$2,683,169	$3,274,313
VATI Broadband Pass Through	$0	$13,376,956	$29,941,546	$40,420,000
Other Grants Pass Through	$721,102	$949,884	$1,010,110	$1,780,905
Total Other Expenses	*$2,962,981*	*$17,503,758*	*$34,578,718*	*$46,022,895*
Net Other Income	-$2,962,981	-$17,503,758	-$26,615,515	-$46,022,895
Net Income	**$62,241**	**$115,839**	**$460,182**	**$253,852**

FY25 Budget Revenues

Internal Program Code	Revenue	Federal	State	Local	Local per capita	Interest Income	Rent
LOCALITY PER CAPITA AND STATE REVENUE							
110	State - DHCD Allocation		$60,615				
110	WSC & Offices						$40,000
110	Interest Income					$70,000	
301	Charlottesville				$33,843		
302	Albemarle				$76,227		
304	Fluvanna				$18,376		
305	Greene				$13,969		
306	Louisa				$26,219		
307	Nelson				$9,777		
	Unknown Source/Reserve Transfer			$0			
TRANSPORTATION							
	Rural Transportation						
170	Rural Admin	$12,800					
171	Rural Transportation Planning	$45,200					
172	**Safe Streets and Roads for All (SS4A)**	$42,526		$10,631			
180B-Local	**PATH/Mobility Management - Local**			$14,717			
180-FFY24	PATH/Mobility Management FY224	$25,199	$5,039				
180-FFY25	PATH/Mobility Management FFY25	$129,762	$25,952				
	Transit Planning						
181	Regional Transit Partnership (RTP)			$42,353			
	Charlottesville-Albemarle MPO						
190/195/198	PL Funding	$200,812	$25,102				
191/196/199	FTA Funding	$109,481	$13,685				
	Rideshare						
193	Rideshare/TDM - DPRT		$139,358	$34,840			
194	CAP/Rideshare Strategic Plan	$1,792	$1,948	$156			
	Other Transportation						
334	Nelson TAP			$0			
HOUSING AND NONPROFIT							
726	HOME-ARP	$19,531					
727-21	HOME Consortium Admin-21	$0					
727-22	HOME Consortium Admin-22	$0					
727-23	HOME Consortium Admin-23	$21,111					
727-23.1	HOME Consortium Admin-23.1		$30,000				
727-24	HOME Consortium Admin-24	$0					
728-22	Housing Preservation Admin - HPG-22	$0					
728-23	Housing Preservation Admin - HPG-23	$9,673					
728-23.1	Housing Preservation Admin - HPG-23.1		$3,904				
728-24	Housing Preservation Admin - HPG 24	$10,185					
729	Regional Housing Partnership			$33,882			
729.1	Regional Housing Summit		$15,000	$76,835			
729.2	Regional Housing Study		$38,708	$25,880			
732	VERP - DHCD		$13,198				
733	VA Housing - PDC		$60,931				
ENVIRONMENT							
303	Solid Waste			$11,500			
901	IIJA DEQ Septic Program	$11,602					
902	IIJA DEQ Rain Barrel Program	$8,270					
907	WIP DEQ	$40,441					
908	RRBC			$11,130			
OTHER PROGRAMS							
112	TJPDC - Corporation			$1,200			
120	SCRC - Capacity Building	$17,250					
277	Legislative Liaison			$118,128			
278	VAPDC			$55,243			
300	Regional - Other			$4,750			
325	Mineral - LSL			$4,647			
760	Reional Cigarette Tax			$123,558			
761	VATI 2022 - DHCD	$182,724		$0			
762	VATI 2023 - DHCD		$56,020	$0			
PASS THRU REVENUE							

170/171	Rural Transportation Planning	$0		$0			
172	Safe Streets and Roads for All (SS4A)	$570,364		$142,591			
180B-Local	PATH/Mobility Management - Local			$5,000			
180-FFY24	PATH/Mobility Management - FFY24	$12,520	$2,504				
180-FFY25	PATH/Mobility Management - FFY25	$9,465	$1,893				
181	Regional Transit Partnership (RTP)			$0			
190/195/198	MPO - PL	$0	$0	$0			
191/196/199	MPO - FTA	$0	$0	$0			
193	Rideshare/TDM - DRPT	$0	$0	$0			
194	CAP/Rideshare Strategic Plan						
303	Solid Waste			$0			
726	HOME-ARP Pass Through	$90,191					
727-21	Consortium HOME Pass Through-21	-$1,883					
727-22	Consortium HOME Pass Through-22	$181,867					
727-23	Consortium HOME Pass Through-23	$56,950					
727-24	Consortium HOME Pass Through-24	$80,000					
728-22	Housing Preservation Pass Through-22	$10,316					
728-23	Housing Preservation Pass Through-23	$101,378					
728-24	Housing Preservation Pass Through-24	$28,857					
729	Regional Housing Partnership		$0				
729.1	Regional Housing Summit						
729.2	Regional Housing Study		$37,082				
732	VERP - DHCD Pass Through		$178,545				
733	VA Housing - PDC Pass Through		$669,725				
760	Regional Cigarette Tax Pass Through			$3,274,313			
761	VATI 2022- DHCD Pass Through	$35,400,000		$2,600,000			
762	VATI 2024 - DHCD Pass Through	$10,000	$2,400,000	$10,000			
901	IIJA DEQ Septic Program	$146,630					
902	IIJA DEQ Rain Barrel Program	$3,477					
Total Revenues by Category		**$37,588,493**	**$3,779,210**	**$6,601,354**	**$178,411**	**$70,000**	**$40,000**
Sum Total of Revenues							**$48,257,467**

FY25

			Per Capita			Direct Local Contributions					Per Capita			Required Local Match			
	7/1/2022		0.66	Local	Local	Local	0.4	Local	Local		0.66	Per Capita	Per Capita	Per Capita	Per Capita	Per Capita	Per Capita
Program Code			**110/300**	**193**	**303**	**908**	**277**	**181**	**729**	**Various**	**300**	**170/171**	**180**	**190/195/198 191/196/199**	**330**	**907**	**120**
Program	**Pop.**	**% Pop.**	**Per Capita**	**Rideshare**	**Solid Waste**	**RRBC**	**Legislative Liaison**	**Regional Transit Partnership**	**Regional Housing Partnership**	**Total Contribution**	**Per Capita**	**Rural**	**Mobility Management**	**CA-MPO**	**Hazard Mit (FY26/FY27)**	**Watershed Improvement Program (WIP)**	**Southeast Crescent Regional Commission (SCRC)**
Charlottesville	51,278	18.97%	$ 33,843	$ 7,331	$ 2,540	$ 1,337	$ 20,511	$ 25,000	$ 9,550	$ 100,113	$ 33,843	$ -	$ (1,678)	$ (14,125)	$ -	$ (2,751)	$ -
Albemarle	115,495	42.73%	$ 76,227	$ 15,876	$ 5,560	$ 6,210	$ 46,198	$ 25,000	$ 21,310	$ 196,381	$ 76,227	$ (7,645)	$ (3,780)	$ (31,813)	$ -	$ (6,195)	$ -
Fluvanna	27,843	10.30%	$ 18,376	$ 3,999	$ 1,370	$ 1,897	$ 11,137	$ -	$ 5,250	$ 42,030	$ 18,376	$ (1,843)	$ (911)	$ -	$ -	$ (1,494)	$ -
Greene	21,165	7.83%	$ 13,969	$ 2,997	$ 1,030	$ 1,056	$ 8,466	$ -	$ 3,905	$ 31,423	$ 13,969	$ (1,401)	$ (693)	$ -	$ -	$ (1,135)	$ -
Louisa	39,725	14.70%	$ 26,219	$ 5,274	$ -	$ -	$ 15,890	$ -	$ 7,110	$ 54,493	$ 26,219	$ (2,630)	$ (1,300)	$ -	$ -	$ (2,131)	$ -
Nelson	14,813	5.48%	$ 9,777	$ 2,335	$ -	$ -	$ 5,925	$ -	$ 2,875	$ 20,912	$ 9,777	$ (981)	$ (485)	$ -	$ -	$ (795)	$ -
TOTALS	270,319	100.00%	$ 178,411	$ 37,812	$ 10,500	$ 10,500	$ 108,128	$ 50,000	$ 50,000	$ 445,350	$ 178,411	$ (14,500)	$ (8,847)	$ (45,938)		$ (14,500)	$ -

Thomas Jefferson
Planning District Commission

Thomas Jefferson Planning District Commission
Executive Director Evaluation by Staff

Christine Jacobs
Executive Director

____
Date Evaluation Submitted

INSTRUCTIONS:
For each job factor listed on the following pages, rate the Executive Director using the rating scale shown below. Select a numerical assignment in the space to the right of each factor.

RATING SCALE:
Numerical Rating/Description
3 – Exceeds Expectations
2 – Meets Expectations
1 – Does Not Meet Expectations

For example, under the first job factor entitled "Relationship with the Staff," select an assignment number next to each item. If you describe the rating of the following item, "Keeps Staff informed of organized activities, progress, and problems," as "Meets Expectations" then the numerical assignment you should select in the space indicated next to that item would be a 2.

The job factors being rated are:

- Relationship with the Staff
- Management Skills and Abilities
- Fiscal Management
- Personal and Professional Attributes
- Community and Public Relations
- Effective Leadership of Staff

1. **Relationship with the Staff**

	3 – Exceeds Expectations	2 – Meets Expectations	1 - Does Not Meet Expectations
Keeps Staff informed of activities, progress, and problems			
Is receptive to staff's ideas and suggestions			
Facilitates inclusive decision-making process			
Accepts staffs' criticism as constructive suggestions for improvement			
Gives constructive criticism in a friendly, firm, and positive way			
Follows up on problems and issues brought to the Executive Director's attention			
Is accessible, approachable, and available when needed			
Additional Comments:			

2. **Management Skills and Abilities**

	3 – Exceeds Expectations	2 – Meets Expectations	1 - Does Not Meet Expectations
Maintains a smooth-running administrative office			
Prepares all necessary reports and keeps accurate records			
Speaks, writes, and communicates clearly			
Clearly shares organizational goals and objectives in alignment with the approved strategic plan			
Plans well in advance			
Is progressive in attitude and action			
Effectively balances multiple priorities simultaneously			
Adequately follows through on activities and set plans			
Is open to new ideas and receives suggestions respectfully			
Demonstrates strong organizational skills			
Delegates effectively			
Additional Comments:			

3. **Fiscal Management**

	3 – Exceeds Expectations	2 – Meets Expectations	1 - Does Not Meet Expectations
Includes Staff in budget planning and preparation			
Displays common sense and good judgment in business decisions			
Adequately monitors, manages, and supervises fiscal activities of the organization			
Provides sufficient financial information for staff review			
Additional Comments:			

4. **Personal and Professional Attributes**

	3 – Exceeds Expectations	2 – Meets Expectations	1 - Does Not Meet Expectations
Maintains knowledge of current developments affecting the practice of regional government management			
Sets a professional example by handling affairs of the public office and staff in a fair and impartial manner			
Projects professional demeanor			
Participates in professional activities			
Avoids unnecessary controversy			
Anticipates and analyzes problems to develop effective approaches for solving them			
Externally represents the organization in a positive and professional manner			
Actively promotes the organization to the public			
Additional Comments:			

5. **Effective Leadership of Staff**

	3 – Exceeds Expectations	2 – Meets Expectations	1 - Does Not Meet Expectations
Recruits and hires competent personnel for staff positions			
Provides opportunities for staff development within budget constraints			
Develops and implements an effective personnel policy			
Maintains high staff productivity			
Adequately supports staff during transitions			
Encourages directors to make decisions within their departments with minimal executive involvement, yet maintains general control of operations by providing the right amount of communication to staff			
Instills confidence and promotes initiative in staff through supportive rather than restrictive controls for their programs while still monitoring operations			
Develops and maintains an informal relationship with staff, yet maintains the professional dignity of the executive director's position			
Sustains or improves staff performance by evaluating the performance of direct reports at least annually, setting goals and objectives with them, periodically assessing their progress, and providing appropriate feedback			
Encourages teamwork, innovation, and effective problem-solving among staff members			
Additional Comments:			

6. Additional Comments related to this performance evaluation:

Thomas Jefferson Planning District Commission
Executive Director
Performance Evaluation
Evaluation period: April 1, 2023, to April 1, 2024

Christine Jacobs
____
Executive Director's Name

____
TJPD Commissioner's Name

____
Date Submitted

INSTRUCTIONS

Each member of the governing body should complete this evaluation form by April 15, 2024. Email completed evaluation forms to Chair Ned Gallaway at ngallaway@albemarle.org. All evaluations received by the deadline will be summarized into a performance evaluation to be presented by the governing body to the executive director as part of the agenda of the closed session at the regularly scheduled May 2, 2024 commission meeting.

This evaluation form contains eight (8) categories of evaluation criteria. Each category contains several statements to describe behavior standards in that category. For each category, use the following scale to indicate your rating of the executive director's performance.

3 = Exceeds Expectations (almost always exceeds the expected performance standard)
2 = Meets Expectations (generally meets the expected performance standard)
1 = Does Not Meet Expectations (rarely meets the expected performance standard)

Any item scored 'n/a' will be interpreted as *'not applicable' or 'unable to assess.'*

The job factors being rated are:

- Individual Characteristics
- Professional Skills and Status
- Relationships with Commissioners
- Service to Member Jurisdictions
- Fiscal Management
- Reporting and Communication
- Staffing
- Supervision

This evaluation form also contains a provision for entering narrative comment. Provide any comments you believe appropriate and pertinent to the executive director's performance.

PERFORMANCE CATEGORY SCORING

1. **INDIVIDUAL CHARACTERISTICS**
   - Diligent and thorough in the discharge of duties, "self-starter"
   - Exercises good judgement
   - Displays enthusiasm, cooperation, and willingness to adapt
   - Exhibits composure, appearance, and attitude appropriate for executive position

n/a ________ Score (*3-Exceed Expectations, 2=Meets Expectations, 1=Does Not Meet Expectations)*

2. **PROFESSIONAL SKILLS AND STATUS**
   - Maintains knowledge of current developments affecting the practice of regional government management
   - Maintains a smooth-running administrative office
   - Proposes annual organizational goals and objectives in alignment with the agency's strategic plan
   - Plans well in advance
   - Is progressive in attitude and action
   - Adequately follows through on a set of plans
   - Avoids unnecessary controversy
   - Anticipates and analyzes problems to develop effective approaches for solving them
   - Willing to try new ideas proposed by governing body members and/or staff
   - Sets a professional example by handling affairs of the public office in a fair and impartial manner
   - Projects a professional demeanor
   - Participates in professional activities

n/a ________ Score (*3-Exceed Expectations, 2=Meets Expectations, 1=Does Not Meet Expectations)*

3. **RELATIONSHIP WITH COMMISSIONERS**
   - Carries out directives of the body as a whole as opposed to those of any one member or minority group
   - Sets meeting agendas that reflect the guidance of the governing body and avoids unnecessary involvement in administrative actions
   - Disseminates complete and accurate information equally to all members in a timely manner
   - Assists by facilitating decision making without usurping authority
   - Responds well to advice and constructive criticism
   - Maintains appropriate professional relationships with commissioners
   - Is accessible when needed

n/a ________ Score (*3-Exceed Expectations, 2=Meets Expectations, 1=Does Not Meet Expectations)*

4. **SERVICE TO TJPDC MEMBER JURISDICTIONS**
   - Develops and maintains relationships with member jurisdictions' staff members
   - Understands and stays current on the needs of the counties and city and other agencies served
   - Focuses the appropriate amount of activity on serving the needs of our counties and city
   - Accepts criticism from the representatives of the member jurisdictions and agencies; serves and responds appropriately
   - Helps the commission address future needs in the region and develops adequate plans to address long term trends and take advantage of associated opportunities
   - Develops and maintains relationships with state and federal agencies that support the region's needs

n/a Score (*3-Exceed Expectations, 2=Meets Expectations, 1=Does Not Meet Expectations)*

5. **FISCAL MANAGEMENT**
   - Prepares a balanced budget to provide services at a level directed by the commission
   - Makes the best possible use of available funds, conscious of the need to operate the regional government efficiently and effectively
   - Prepares a budget and budgetary recommendations in an intelligent and accessible format
   - Displays common sense and good judgement in business transactions
   - Ensures actions and decisions reflect an appropriate level of responsibility for financial planning and accountability
   - Appropriately monitors and manages fiscal activities of the organization

n/a Score (*3-Exceed Expectations, 2=Meets Expectations, 1=Does Not Meet Expectations)*

6. **REPORTING AND COMMUNICATION**
   - Provides regular information and reports to the governing body concerning matters of importance to the commission
   - Keeps accurate records
   - Speaks, writes, and communicates clearly
   - Responds in a timely manner to requests from the commission for special reports
   - Takes the initiative to provide information, advice, and recommendations to the on matters that are non-routine and not administrative in nature
   - Reports produced by the manager are accurate, comprehensive, concise and written to their intended audience
   - Produces and handles reports in a way to convey the message that affairs of the organization are open to public scrutiny
   - Represents the organization in a positive and professional manner
   - Actively promotes the organization in public

n/a Score (*3-Exceed Expectations, 2=Meets Expectations, 1=Does Not Meet Expectations)*

7. **STAFFING**
   - Recruits and retains competent personnel for staff positions
   - Applies an appropriate level of supervision to improve any areas of substandard performance
   - Professionally manages the compensation and benefits plan
   - Promotes training and development opportunities for employees at all levels of the organization

n/a Score (*3-Exceed Expectations, 2=Meets Expectations, 1=Does Not Meet Expectations)*

8. **SUPERVISION**
   - Encourages directors to make decisions within their departments with minimal executive involvement, yet maintains general control of operations by providing the right amount of communication to the staff
   - Instills confidence and promotes initiative in subordinates through supportive rather than restrictive controls for their programs while still monitoring operations
   - Develops and maintains a friendly and informal relationship with the staff and work force in general, yet maintains the professional dignity of the executive director's position
   - Sustains or improves staff performance by evaluating the performance of staff members at least annually, setting goals and objectives for them, periodically assessing their progress, and providing appropriate feedback
   - Encourages teamwork, innovation, and effective problem-solving among the staff members

n/a Score (*3-Exceed Expectations, 2=Meets Expectations, 1=Does Not Meet Expectations)*

Narrative Responses on Next Page

NARRATIVE EVALUATION

What would you identify as the executive’s strength(s), expressed in terms of the principle results achieved during the rating period?

What performance area(s) would you identify as most critical for improvement?

What constructive suggestions or assistance can you offer the executive director to enhance performance?

What other comments do you have for the executive director; e.g., priorities, expectations, goals or objectives for the new rating period?

Thomas Jefferson
Planning District Commission
Regional Vision ▪ Collaborative Leadership ▪ Professional Service

MEMORANDUM

To: TJPD Commissioners
From: Christine Jacobs, Executive Director
Date: March 6, 2025
Re: Executive Director's Report

Purpose: To review the current agenda packet and inform Commissioners of agency activities since February 6, 2024. Items with an asterisk (*) require action from the Commission.

March 6, 2025, Meeting Agenda

1. **Call to Order**
   a. Call to Order, Roll Call – *Chair O'Brien, Ruth Emerick*
   b. *Vote to Allow Electronic Participation, if needed – *Ruth Emerick*

2. **Matters from the Public**
   a. Comments by the public are limited to no more than 2 minutes per person.
   b. Comments provided via email, online, website, etc. *(Read by Ruth Emerick)*

3. **Presentations** – *TJPDC Staff*

   a. **VATI Six-Month Presentation/Update** – *Lori Allshouse*
   Staff will update the commission on the administration of the VATI 2022 and VATI 2024 programs. A written update is provided in the Executive Director's Monthly Report section below. A copy of the staff's presentation is included in the meeting packet.

   b. **Draft FY26 Draft Rideshare Work Program and Grant Application –** *Sara Pennington*
   The TJPDC applies for and receives an annual grant from the Virginia Department of Rail and Public Transportation (DRPT) for TJPDC's Rideshare and Transportation Demand Management program (Rideshare). The grant application was due February 1, 2025. Staff will present the proposed FY26 work program. A copy of the draft work program and grant application are included in the meeting packet.

   c. **Draft FY26 Rural Transportation Work Program and Budget Presentation** – *Sara Pennington*
   Staff will present a draft Rural Transportation Work Program and Budget. We anticipate receiving $58,000 from the Virginia Department of Transportation (VDOT). The TJPDC dedicates the required 20% local match through local per capita, equivalent to $14,500. The work program and budget will come back before the Commission in the April

meeting for consideration and approval. A copy of the staff's presentation and the draft Work Plan and Budget are included in the meeting materials.

4. **Consent Agenda –** *Chair O'Brien*
   Copies of the following materials are included in the meeting materials:
   a. ***Minutes of February 6, 2025, Commission Meeting**
   b. ***January Financial Reports**
      i. January Dashboard Report
      ii. January Consolidated Profit & Loss Statement
      iii. January Balance Sheet
      iv. January Accrued Revenue Report
   c. ***Rideshare Commuter Assistance Program Five Year Strategic Plan and Resolution**

   ***Recommended Action:** <u>Staff recommend a motion to approve the consent agenda.</u>

5. ***Old Business**
   a. ***FY25 Amended Operating Budget Resolution** – *Christine Jacobs*
      i. Staff Memo, Budget Totals, Revenues, and Local Contributions

   Staff will present the final Amended Operating budget for review and consideration. There have been no changes to the draft budget since it was presented to the commission in the February 6, 2025, meeting. The budget includes total projected revenue of $48,257,467 and expenditures of $46,276,746 for an anticipated net gain of $253,852. Included in the meeting packet are the budget totals, budget revenues, and local contributions.

   ***Recommended Action:** <u>Staff recommends a motion to approve the FY25 Amended Operating Budget as presented and as recommended by the TJPDC Finance/Executive Committee.</u>

6. **New Business**
   a. **Executive Director Evaluation Begins** – *Christine Jacobs*
      i. Performance Evaluation Form: Staff
      ii. Performance Evaluation Form: Commission

   In FY24, the commission and staff developed two new tools to evaluate the performance of the Executive Director, one tool for commissioners and one for TJPDC staff. Included in the meeting packet are copies of each of the tools. Staff will seek direction on the process for evaluating the Executive Director for FY25. A tentative schedule includes:
   - March 6, 2025 – Executive Director (ED) Evaluation Begins (Commission Meeting)
   - March 7, 2025 - March 21, 2025 – Staff evaluate ED and send results to Human Resources Director by March 21, 2025, 5:00 pm. HR Director provides summary results to ED and Chair by Friday, March 28, 2025.

- March 7, 2025 – March 21, 2025 – Commissioners independently evaluate ED and send results to Chair by March 21, 2025, 5:00 pm. Chair provides evaluation summary to ED by Thursday, April 3, 2025.
- Thursday, April 3, 2025 – Closed Session Evaluation with Commissioners – ED provides evaluation summary to Commissioners.
- April 4, 2025 – April 30, 2025 – 1:1 Meeting Evaluation with Chair and ED
- Thursday, May 1, 2025 – Final Evaluation during Closed Session with ED and full Commission

7. Executive Director's Monthly Report

a. **Administrative:** VLGMA Winter Conference – One staff member attended the Virginia Local Government Management Association's Winter conference held at the OMNI Charlottesville. Additionally, staff are working with the owner of the TJPDC office building to consider possible upgrades/renovations and the associated costs. Staff will schedule a meeting of the buildings committee to review options and consider a lease renewal with potential renovations.

b. **Virginia Telecommunications Initiative (VATI) 2022:** Staff continues to prepare, schedule, and facilitate internal project team and external meetings. Monthly progress reports and remittance requests for TJPDC administrative costs and DHCD's portion of Firefly's construction-related activities are being submitted to DHCD. TJPDC is also submitting remittance requests for matching funds to several of the counties and providing those reimbursements to Firefly.

VATI 22 Project milestones reported to DHCD in February are as follows:

- 1,600 miles of field data collection.
- 3,381 miles of fiber design.
- 1,812 miles of make ready construction.
- Seven communications huts set.
- 1,375 miles of aerial fiber placement.
- 627 miles of underground fiber placement.
- 1,542 miles of splicing.
- 16,969 passings.

Firefly's website includes timelines, project progress in each County, maps, and communications for specific project areas. This information is updated on a regular basis.

Each month, TJPDC staff conduct site visits to monitor ongoing work across the project area. On January 31, TJPDC staff conducted a site visit to view completed aerial fiber construction along Graves Mill Road in Madison County. This is part of the RDOF area recently transferred to Firefly. The mainline construction is complete, with splicing underway.

c. **<u>Virginia Telecommunications Initiative (VATI) 2024</u>:** The TJPCD and Firefly's $12.2 million VATI 2024 grant supports the construction of fiber-to-the-home broadband to an additional 5,825 unserved locations in 10 central Virginia counties, to include Fluvanna, Greene, and Louisa Counties in our Planning District. The contract grant agreement was executed with DHCD on January 7, 2025.
Highlights of the February VATI 24 project performance report are as follows:

- Field data collection and fiber design underway.
- 19,200 linear feet of fiber completed.
- 126 passings.

d. **<u>Transportation</u>**

i. <u>Safe Streets and Road for All (SS4A) Comprehensive Safety Action Plan:</u> <u>Move Safely Blue Ridge</u> is the region's plan to reduce roadway fatalities and serious injuries for all road users no matter their choice of transportation.

Completed Activities

- Round II of Public Engagement
- Virtual Public Meetings
- City of Charlottesville – East High St. Safety Demonstration Project
  - Held a public meeting on February 25, 2025, at 5:30 PM at Burnley-Moran Elementary School to gather input on preferred implementation strategies.

Ongoing Efforts

- Conducting individual meetings with each locality to review safety criteria, the *Existing Conditions Report,* and jurisdictional safety data from the High-Injury Network (HIN) ensuring alignment with regional transportation safety priorities.
- City of Charlottesville – East High St. Safety Demonstration Project
  - Coordinating public engagement efforts for the East High St. Safety Demonstration Project.
  - Collecting feedback through a public survey, open through March 7, 2025.
- Regional Transportation Safety Feedback
  - Engaging with the Virginia Farm Bureau to gather input from ranchers and farmers on transportation safety concerns.
  - Incorporating feedback into the draft *Comprehensive Safety Action Plan.*

Upcoming Efforts

- Integrating feedback from the one-on-one meetings into the draft *Comprehensive Safety Action Plan,* with presentations planned for county Board of Supervisors meetings in April and May.

- Finalizing revisions based on stakeholder input before seeking formal adoption of the plan.

***Highlighted Rural Focus – Road Safety Roundtable for Farmers and Ranchers:*
Based on feedback we received from the SS4A January's stakeholder Working

Group; we've invited a select group of farmers and ranchers to discuss roadway safety concerns and solutions in the region. As such, tomorrow Thursday 2. 27. 2025, the project team is hosting a meeting in person with the Virginia Farmer's Bureau. The meeting will take place from 12:00 p.m. –1:30 p.m. (Doors open at 11:30 a.m.) at the Virginia Department Forestry here in Charlottesville. This is an invited-only meeting so let us know if you'd like to attend or have anyone who might be interested in attending. The purpose of this meeting is to share experiences, identify key safety concerns, and explore potential solutions to improve roadway safety for farmers and ranchers.

ii. Charlottesville-Albemarle MPO FY26 Unified Planning Work Program (UPWP) guiding transportation planning activities for the CA-MPO has been drafted. It was presented to the CA-MPO Technical Committee on 2/18 and the CA-MPO Policy Board on 2/26. We anticipate Policy Board adoption at their 4/23 meeting. An overview of the UPWP will be presented to the TJPD Commission in their April meeting.

iii. Rural Transportation Advisory Committee FY26 Rural Work Program guiding rural transportation planning activities has been drafted. It was presented to the Rural Technical Advisory Committee on 2/18 and will be presented to the Commission on 3/6. Timeline for Commission Approval is at the 4/10 meeting.

iv. Mobility Management: DRPT approved a grant application for volunteer driver program training and certification. Through our PATH program, TJPDC plans to expand support of local volunteer driver programs. Completion of the Volunteer Transportation Manager Certification will provide deeper knowledge of how those programs work and how to improve them. Recent PATH helpline call stats:

- November: 8, November: 3, January: 17, Total: 28
- Charlottesville: 3, Albemarle: 11, Nelson: 2, Fluvanna: 7, Louisa: 3, Greene: 1, Other: 1, Unknown:1

v. CARTA: The Charlottesville-Albemarle Regional Transit Authority (CARTA) held its first Board meeting on 2/20.

e. **Legislative:** The General Assembly adjourned on February 22. During the session, the Director of Legislative Services monitored hundreds of bills of interest to local governments and planning districts. Staff advocated for several bills requested by local governments in the region, and also for nearly a dozen requested budget amendments. Six legislative updates were produced and distributed during the six-and-one-half week legislative session.

f. **<u>Blue Ridge Cigarette Tax Board</u>:** The BRCTB met in late January and received updates on cigarette/vape bills introduced in the General Assembly and on cigarette packs sold and tax revenues generated for the 10 jurisdictions that make up the Board. Generally, sales of cigarettes in the region continue on a slightly downward trend.

8. Other Business

a. Round table discussions from Commission members about topics of interest from each jurisdiction (if time permits).

b. The next Commission meeting will be held on Thursday, April 10, 2025 *(Date change)*.

Items for next meeting:

I. Appointment of Nominating Committee for Officers
II. Deliver FY26 Operating Budget Draft/Budget Memo – no action
III. *FY26 Rural Transportation Work Program and Budget and Resolution
IV. FY26 CA-MPO Unified Planning and Work Program update – no action
V. Blue Ridge Cigarette Tax Board Update
VI. Executive Director Evaluation (Closed Session)

9. Adjourn

Designates Items to be Voted On