

Thomas Jefferson Planning District Commission FY-2027 RideShare Work Program

July 01, 2026 – June 30, 2027



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Preface

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

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

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Introduction

Purpose and Objective

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

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

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

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

In FY 2027 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 FY26

In FY26, 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, the Bike Month Business Challenge and restructuring the website for user efficiency. 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.



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 its second year, we had 11 businesses participate. During the challenge 1,013 bike trips were taken and logged, resulting in 2,799 total miles biked and 1.2 pounds of greenhouse gas emissions reduced. We look forward to continuing this successful event.

RIDE HOME REWARDS – At the beginning of FY26, DRPT instituted a statewide program for rides for members in emergency situations. This statewide program, called Ride Home Rewards, replaces the Guaranteed Home Program that RideShare previously offered. Now commuters will redeem their ride home through the ConnectingVA app. Commuters must log at least 6 alternative trips each month to be eligible for the emergency rides.

WEBSITE RESTRUCTURE/REDSIGN – TJPDC staff worked with our partners at CSPDC to restructure the website to ensure it is a better tool for the program. The goal of the website to provide both education and tools for commuters to make decisions on alternative transportation. The website will focus on the benefits of taking alternative transportation, tools to help commuters find carpool matches, vanpool opportunities, or transit routes available.

Fiscal Year 2027 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	\$60,250
2.0 Marketing and Outreach	\$95,866
TOTAL	\$ 156,116

Other Program Costs	
Communication Services	\$187
Advertising & Promotion Media	\$23,000
Dues & Subscriptions	\$1,766
Education & Training	\$86
Equipment/Data Use	\$42
Printing & Reproduction	\$500
Services & Maintenance Contracts	\$1,400
Supplies & Materials (Other)	\$100
Travel	\$300
TOTAL	\$27,381

FY 2027 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 2027 Activities by Task

FY 2027 – 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 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 Charlottesville-Albemarle Regional Transit Authority. 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 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.

DELIVERABLE TASKS TO BE UNDERTAKEN:

- Ensure the accuracy and reliability of the ridesharing database.
- 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 FY28.
- DPRT grant training and meetings.
- Development of a FY28 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 2027 - 2.0 Marketing and Outreach

The following tasks highlight the marketing and outreach that the TJPDC will implement throughout the region in Fiscal Year 2027.

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- Try Transit Week/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.

DELIVERABLE TASKS TO BE UNDERTAKEN:

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

Task 2.3 – Advertise RideShare Program

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 Ride Home Rewards program. In the CAP Strategic Plan, the main program goal for FY27 is focused on employer engagement.

DELIVERABLE TASKS TO BE UNDERTAKEN:

- Research needs of area employers/employees.
- Identify potential parking constraints at work sites.
- Establish a regional employer database
- Engage in relationship building campaign with key employers and institutions
- Establish partnerships with regional workforce development offices and Chambers of Commerce
- Research data on TDM benefits to employers for materials
- Create materials for HR professionals to use
- Partner to host a webinar/training on employer benefits and services

FY28 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 create targeted media content based on target markets outlined in the CAP Strategic Plan. TJPDC will continue to operate the RideShare program.

Appendices

Appendix A: FY2027 CAPS Operating Assistance Grant Application Draft

44027 - RideShare- Charlottesville Region

Application Details

Funding Opportunity:	43320-Commuter Assistance Program (CAP) Operating Assistance - FY27
Funding Opportunity Due Date:	Feb 1, 2026 11:59 PM
Program Area:	Transit Program
Status:	Editing
Stage:	Final Application
Initial Submit Date:	
Initially Submitted By:	
Last Submit Date:	
Last Submitted By:	

Contact Information

Primary Contact Information

Name*:	Sara	Middle Name	Pennington
	First Name		Last Name
Title:	TDM Program Manager		
Email*:	spennington@tjpd.org		
Address*:	401 E. Water Street		
	Charlottesville	Virginia	22902
	City	State/Province	Postal Code/Zip
Phone*:	(434) 979-1066 Ext.		
	Phone		
	### ### #####		
Fax:	### ### #####		
Job Category *:			

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 Information - 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

Project Manager*: Sara Pennington

The Project Description must be one sentence, as it will be included in DRPT's SYIP, and must state the following without deviation.

Enter your commuter assistance program name.

Enter the text "which promotes transit, carpool, vanpool, and bicycle commuting to the public, and provides free ridematching and trip planning services through"

Next enter either "the ConnectingVA app" or "the ConnectingVA app and other approved service"

End the Description by entering your program service region/area (e.g. Central Shenandoah region, Fairfax County)

Project Description*:

RideShare- Charlottesville Region, which promotes transit, carpool, vanpool and bicycle commuting to the public and provides free ridematching and trip planning services through the ConnectingVA app in the Thomas Jefferson Planning District region.

Project Scope - CAP

Project Scope

Project Scope*:

TJPD 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.

Budget Details - CAP

Operating Costs

Budget Category	List of Expenses	Total Line-Item Amount
2110 Salaries and Wages	Salaries for the following positions: Senior TDM Program Manager TJPDC Executive Director TJPDC Director of Transportation Regional Planner/Outreach Coordinator	\$83,964.00
2120 Fringe Benefits	Fringe benefit expenses for staff listed including medical, dental, vision, disability and life insurance, also VRS for all full time staff.	\$20,108.00
2460 Indirect Costs	Indirect costs associated with implementing this project and not charged to any other line-item budget categories listed in this application. Includes rent, utilities, HR, accounting and legal services provided by TJPDC at 50%for FY27 (pending approval by our cognizant agent)	\$52,044.00
2320 Communication Services	VITA toll free phone service, postage	\$187.00
2340 Printing & Reproduction	In house printing and copies, printing of marketing materials necessary for the program	\$500.00
2360 Advertising & Promotion Media	To advertise all DRPT programming/campaigns through the following mediums: radio/spotify, social media (Facebook, LinkedIn, Instagram, X), digital ads (ex: banner ads, weather sponsorships), geo-fenced targeted ads, printed marketing materials. Additional program promotion through sponsorships (Chamber events, SHRM, other partner organizations), event tabling fees and printing updated materials.	\$23,000.00
2380 Dues & Subscriptions	Canva subscription for social media/ad design ACT Annual Membership 20%cost of the annual membership for the following Chambers of Commerce: Charlottesville Regional Chamber Fluvanna County Chamber Greene County Chamber Louisa County Chamber Nelson County Chamber	\$1,766.00
2310 Travel	Regional travel for meeting in our member jurisdictions Travel to meetings with CSPDC Travel to employer events Travel to tabling events Travel to ACT Chapter events (2 per year)	\$300.00
2130 Education & Training	Registration fees for ACT Chapter events- 2 per year	\$86.00
2440 Services & Maintenance Contracts	Contract for website with Pace Communications, includes website maintenance, updates and hosting.	\$1,442.00
2240 Supplies & Materials	RideShare only supplies (not covered in indirect by TJPDC) such as items needed for tabling events, frames for awards for Bike Month Business Challenge.	\$100.00
		\$183,497.00

Other Funding Sources

Source Type	Source	Amount
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No Data for Table

Revenues

Total Revenues*: \$0.00

Budget Summary

DRPT Grant Amount (80% max): \$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, Licenses & Systems - CAP

Justification of Memberships

Justification Info:

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 - CAP

Agency Staff and Work

Position/Title	Work/Tasks to be Performed	Full-Time or Part-Time Position?	% of Total Annual Salary/Wages	Total Amount Charged to Grant
Senior 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 databases, reports all program activity, and promotes regional park and ride facilities.	Full	81.25%	\$133,061.50
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	3.32%	\$6,580.20
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	0.45%	\$1,350.40
Regional Planner/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	11.06%	\$15,124.00
				\$156,116.10

Contractor Work

Contractor(s)	Detailed Scope/Work to be Performed
Pace Communications	Website Scope of work for Pace Communications FY27 Task 1: Annual Hosting- \$186 Term: July 22, 2026? July 21, 2027 ? \$12/mo. billed annually ? Managed VPS hosting account ? Dedicated IP address ? Domain fees Task 2: Website Administration (includes regular maintenance and new content/updates)- \$1256 ? Regularly scheduled platform and security updates ? Active security monitoring ? Regularly scheduled backup and archiving ? Update existing content as needed ? Post new content for promotions (including but not limited to) Try Transit/Connecting Communities, RideShare Month/Carpool Contest, and Bike Month Total Contract Estimate- \$1442.00

Marketing and Promotions - CAP

Marketing and Promotional Events

Campaign/Event	Brief Description	Purpose	Call to Action	Ad Placement Media
Try Transit Week/Connecting VA App/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
RideShare Month/Carpool contest	Promoting trying carpooling and logging those trips in 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 for in-person events; various forms of digital content and ads, social media, radio. Messages through ConnectingVA.
Bike Month Business Challenge/Bike Month	Highlighting cycling as a healthy and enjoyable commuting option, with a strong emphasis on the third 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, as a friendly competition among employers/teams.	To encourage local employers and commuters to sign up for the ConnectingVA app and log their bike trips.	Social media, digital ads, radio ads, and printed materials to pass out at tabling events and to employers. Email and ConnectingVA messaging.
Connects Businesses	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

Schedule and Milestones - CAP

Program Schedule

Project Start Date	Project End Date
07/01/2026	06/30/2027

Milestones/Events

Milestone	Description	Start Date	End Date
Q1- Prepare for Employer Outreach	We will research and create materials for employer outreach	07/01/2026	09/30/2026
Q2- Build Employer Database	Continue material creation, begin compiling employer lists for database based on existing commuter data from ConnectingVA	10/01/2026	12/31/2026
Q3&4	Plan a webinar/workshop on the employer benefits of TDM programs, general program services. Partner with the Chamber (or similar org) to host.	01/01/2027	06/30/2027
Q3&4	Continue relationship building established events attended, workshop attendance, bike month business challenge and general outreach to employers	01/01/2026	06/30/2027
Try Transit/ConnectingVA app	DRPT campaign to promote transit use	08/24/2026	10/02/2026
Connecting Communities	DRPT marketing campaign	10/05/2026	11/27/2026
Connects Businesses	DRPT campaign focused on employers and TDM benefits	04/13/2026	05/29/2026
Bike Month Business Challenge	Friendly competition between regional employers to encourage bike commuting during Bike Month (May)	04/01/2027	05/31/2027
RideShare Month/Carpool Contest	To encourage carpooling trips logged in ConnectingVA, will offer a gift card drawing as incentive	08/01/2026	08/31/2026

Attachments - CAP

Attachments

Description	File Name	Type	Size	Upload Date
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No files attached.

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 01/30/2026
First Name Last Name Date