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GW Ride Connect

Transportation Options for Work and Play



Annual Work Plan FY 2017



Commute Your Way

Save Time & Money by Ridesharing to Work!

- Carpool ★ Vanpool
- VRE ★ Commuter Bus

FREE Ride Matching Service
Guaranteed Ride Home Program

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GW Ride Connect
Transportation Options for Work and Play





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Overview

GWRideConnect is the ridesharing agency that serves the George Washington Regional Commission (GWRC) area, one of the fastest growing regions in the State. This region consists of Stafford, Spotsylvania, Caroline, and King George counties and the City of Fredericksburg. GWRideConnect promotes ridesharing and transportation demand management (TDM) techniques to assist persons seeking transportation options to their workplaces and other destinations. It is the mission of the program to promote, plan and establish transportation alternatives to the use of the single occupant vehicle (SOV), improving air quality, reducing congestion and improving the overall quality of life for the citizens of the region.

GWRideConnect will continue to be the recognized source for TDM and transportation information and assistance in the George Washington Region. The program will offer an expanded portfolio of TDM services. GWRideConnect will work to be an integrated component of transportation, land use and development planning and processes, and will continue to engage local businesses in TDM programs in the region. In addition to performing a wide range of daily TDM activities, GWRideConnect supports the largest vanpool fleet in the State, manages the ADVANTAGE vanpool self-insurance pool for the entire State and is an active partner in regional transit and transportation planning.

Section 1.1 Program Background

The Rappahannock Area Development Commission (RADCO) was formed in 1968. The Commission is one of 21 Planning District Commissions (PDCs), established to facilitate local government cooperation in addressing regional problems and issues in Virginia. Planning District 16, the region overseen by RADCO, consists of the region described above.

In 1974, the RADCO Rideshare program was created in response to the OPEC oil embargo, which spurred increased fuel prices and peaked interest in carpooling and other non-SOV transportation options. RADCO Rideshare provided ride matching, carpool, and vanpool services to residents, employees, and employers in Planning District 16 until 2007 when RADCO was renamed the George Washington Regional Commission (GWRC) and RADCO Rideshare became GWRideConnect.



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Over the years to provide a wide range of TDM programs in
near GWRideConnect will conduct the following work

elements to achieve the Goals, Objectives and Strategies set forth in the program's Six Year TDM Strategic Plan. The work elements performed will be: 1) Free ride share matching program. 2) Provide transit solutions/alternatives to commuters in the region. 3) Provide follow up assistance to all new GWRideConnect clients to track placement and provide additional assistance. 4) Facilitate the formation of vanpools and maintain the existing vanpool fleet. 5) Operate the Advantage self-insurance program for vanpools in the State. 6) Provide financial assistance for vans through the Van Save program. 7) Provide financial assistance to new vanpools through the Van Start program. 8) Educate vanpools about the Transit Benefits Program. 9) Support and promote the Vanpool Alliance program. 10) Facilitate the formation of carpools & provide support. 11) Assist clients with VRE /Amtrak/METRO. 12) Assist FRED transit by serving on the Public Transit Advisory Board (PTAB) and promote FRED's routes. 13) Promote and assist private commuter buses in the region to maintain existing routes and expand future routes. 14) Work with the Fredericksburg Area Metropolitan Planning Organization (FAMPO) to incorporate TDM strategies in planning and conduct a Bikeshare study and bicycle infrastructure improvements study. 15) Work with the Virginia Department of Transportation (VDOT) and FAMPO to establish commuter parking lots. 16) Lease commuter parking spaces from private property owners. 17) Promote teleworking in addition to promoting the use of the new bike and pedestrian facilities in the region. 18) Reduce annual gasoline consumption and motor vehicle emissions. 19) Advertise and promote GWRideConnect in all forms of media. 20) Engage local businesses in establishing TDM techniques at their workplaces. 21) Engage local realtors and extended stay hotels to distribute rideshare material to new residents in the region. 22) Work with the State to establish TDM strategies and techniques for major corridors. 23) Continue to implement the Six Year TDM plan.

GWRideConnect monitors and self-evaluates the program and the work elements to determine their effectiveness. Elements are added, deleted or adjusted to meet the needs of the citizens of the region and the ultimate goals of the program. A complete description of the Evaluation Plan and the Program Results can be found in Section 7.0 and 8.0. A complete list of the types of data that is collected by the staff is included in Section 7.1.

Demographics and Areas Served

Description of Service Area

Since 2000, GWRideConnect's service area, shown in Figure 2, has grown more rapidly than any other region in Virginia. The majority of the region's growing population lives in the urbanized area surrounding the City of Fredericksburg.

Located about 50 miles southwest of the District of Columbia, GWRideConnect's 1,410 square-mile service area is currently home to approximately 333,000 residents and 163,000 jobs. The region primarily serves as a feeder market for Washington, D.C. to the northeast, and to a lesser extent, Richmond to the southeast. The City of Fredericksburg and military installations at Quantico, Fort A.P. Hill, Dahlgren, and the Naval Surface Warfare Center are also significant local employment centers.

Demographic Profile

The population of GWRideConnect's service area has increased by more than 400 percent since 1960. In 1980, the region surpassed Northern Virginia as the fastest growing region in the State. Since 2000, the population of the George Washington Region has grown at nearly triple the rate of the Commonwealth as a whole.

Stafford County has the largest population of any jurisdiction in the region, followed by Spotsylvania County. More than 75% of the region's population resides in these two counties. The Table below shows total population and population projections in each of GWRC's member jurisdictions from 2000 to 2040.

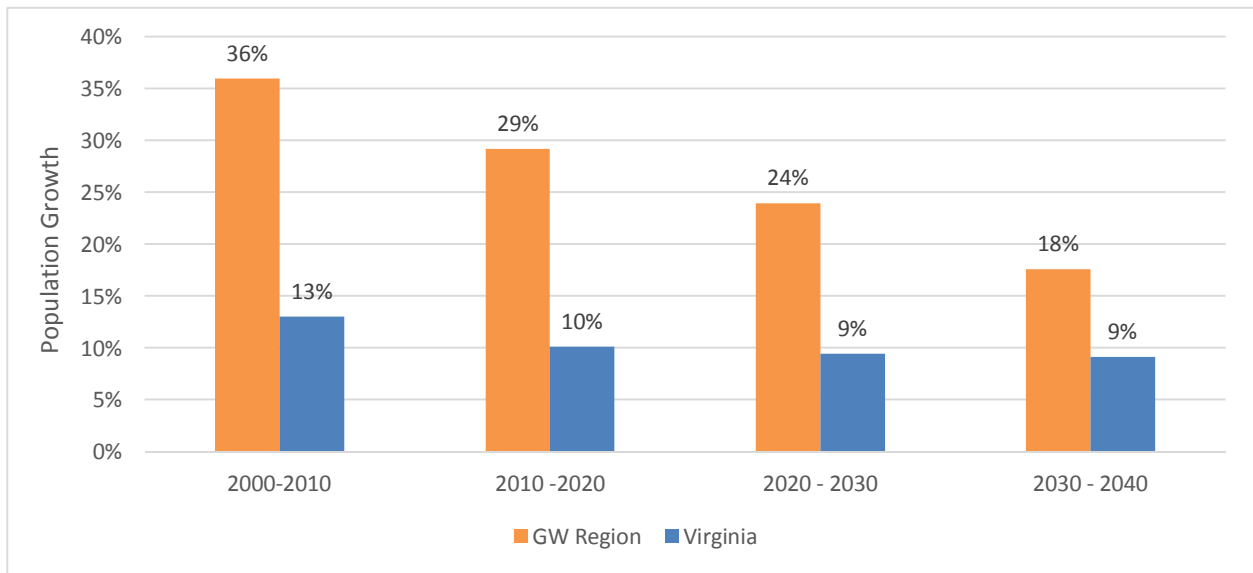
Population by Jurisdiction
2000 to 2040

Jurisdiction	2000*	2010*	2020*	2030**	2040 **
Caroline County	22,121	28,545	34,867	41,217	46,600
King George County	16,803	23,585	30,234	37,819	44,700
Spotsylvania County	90,395	122,397	161,473	202,735	240,570
Stafford County	92,446	128,961	169,778	212,678	251,850
City of Fredericksburg	19,279	24,286	27,163	30,565	33,620
Total	241,044	327,773	423,515	525,014	617,340

*U.S. Census Bureau, Decennial Census of Population. ** GWRC/FAMPO Population Projections.

Figure 1 shows how the population of the GWRC has grown in comparison to Virginia as a whole between 2000 and 2010 and projected out to 2040. While population in Virginia grew 13 percent between 2000 and 2010, the population in the GWRC region grew at three times the rate during the same time span. Similarly, population in the GWRC region is projected to grow at two to three times the rate of the rest of the Virginia each subsequent decade.

Figure 1: Population Growth: GWRC and Virginia

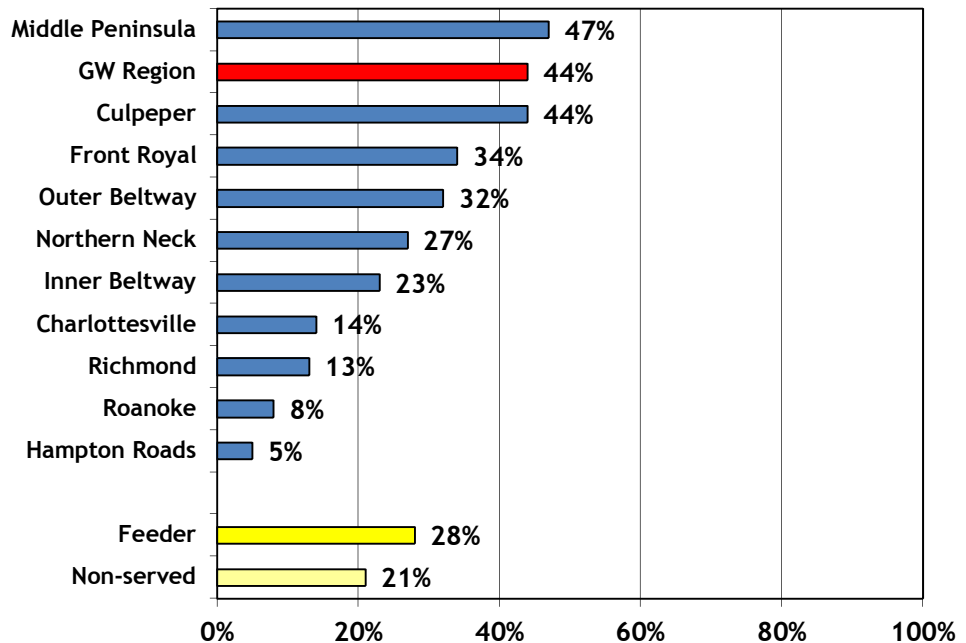


Source: FAMPO 2040 Long Range Transportation Plan

In 2000, 40 percent of employed George Washington Region residents traveled out of the Region for work. In 2007, the Virginia State of the Commute Survey estimated this figure had increased to 44 percent. Based on this more recent data the George Washington Region has the second highest percentage of outbound commuters in Virginia. GWRC outbound commuters have an average one-way trip time of 64 minutes and distance of 45 miles; nearly triple the average trip time and distance of GWRC internal commuters. As a result of these long-distance commuters, the George Washington Region has the longest average commute time and length of any region in Virginia.¹

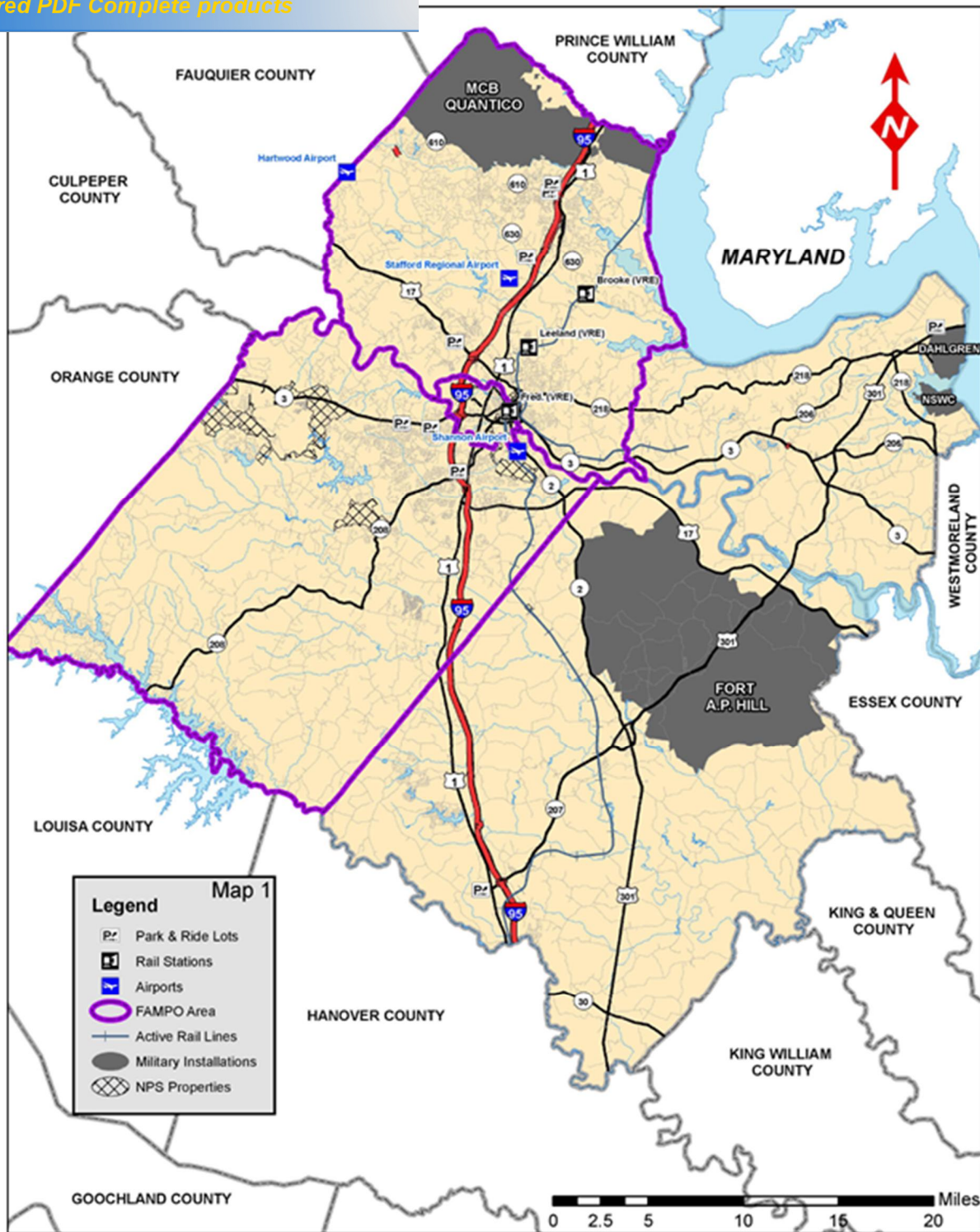
The chart below shows the comparisons of percentages of out bound commuters from the GW Region, with other regions in the state. The greatest number of "outbound" work trips is from Stafford County to Northern Virginia and the Washington Metropolitan Area. In 2000, nearly 15,000 workers traveled from Stafford County to Fairfax and Prince William Counties on an average weekday.

Percentage of Commuters Who Commute Out of the Region



Source: Virginia State of the Commute Survey, 2007.

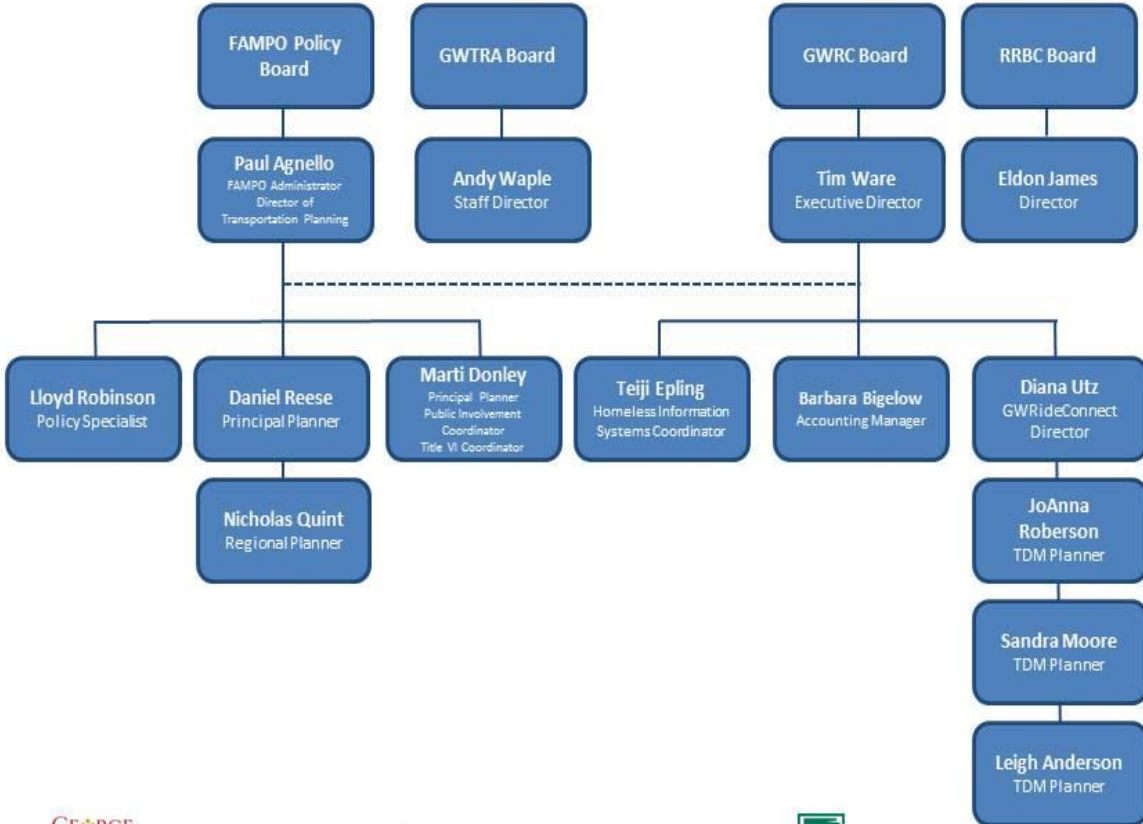
e Area



Organization Structure

3.1 GWRC Organizational Chart

FY2015 GWRC ORGANIZATIONAL CHART



* Updated June 2015

Source: GWRC



Duties / Salaries / Percent charged to Grant

Transportation Demand Management Planner – Leigh Anderson

- GWRideConnect Website programing and maintenance
- GWRideConnect Database Programing
- Assist TDM Director with operating the Advantage Self-Insurance Program
- Vanpool Liaison
- Assist Director with performance data collection
- Provide ridesharing and transportation information to clients.
- Interact with clients, visitors and citizens.
- Answer telephones and transfer to appropriate staff member.
- Open, sort and distribute incoming correspondence, including faxes and email.
- Perform general clerical duties to include, but not limited to, copying, faxing, mailing and filing. Maintain office supplies and run various office errands.
- File and retrieve organization documents, records and reports.
- Create and modify documents such as reports, memos, letters, using Microsoft Office suite and other programs.
- Set up and coordinate meetings and conferences.
- Assist in the preparation of agendas and make various arrangements for committees, Boards and other meetings.
- Support staff in various project-based work
- Assist in various public outreach activities, attend Commuter Connections Meetings and other transportation meetings as necessary
- Other duties as assigned.

Full Time Position óPart Time TDM - 40 hours per week

Salary - \$40,314

Percent Charged to Grant Program ó 25% (\$10,079)



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Job Planner – Sandra Moore

- Assist with the Outreach Program to target local work sites to increase the number of local carpools and vanpools in Planning District 16 thus decreasing the traffic congestion in the region.
- Work with ETC and BRAC Coordinators to increase the number of local carpools and vanpools travelling to the military bases outside of Planning District 16 thus decreasing the traffic congestion in the region.
- Work with local Realtors and Extended Stay Hotels to provide them with GWRideConnect packets to distribute to new residents.
- Act as a vanpool liaison between GWRideConnect and the local vanpools. Enter all vanpools into the Rideshare databases; send out weekly match lists to vanpools. Work directly with vanpools to assist them in keeping their vanpools full. Educate all vanpools on the various programs for them such as the Van Start and Van Save program, the Transit Benefits program, the Advantage Self Insurance Program for vanpools and the new NTD Vanpool Alliance Program.
- Assist TDM Director with promoting the Vanpool Alliance program.
- Assist TDM Director with operating the Advantage Program.
- Attend job related seminars, conferences and training sessions that may involve some travel.
- Represent GWRideConnect at Job Fairs and Employer Outreach Fairs, locally and in Northern Virginia and D.C.
- Put together Rideshare Displays for Job Fairs and other Transportation related events and prepare handouts.
- Perform field work involving commuter lot surveys, commuter lot promotions, slug lines, commuter highway sign needs.
- Assist TDM Director with special projects.
- Perform daily Rideshare activities including: answering the GWRideConnect phone line, Rideshare data entry, website updates and monitoring, surveys, mail outs, etc.

Part Time Position, 20 hours per week

Salary - \$23,446

Percent Charged to Grant Program 6 100%



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...t Planner – Joanna Roberson

- Develop an overall knowledge of the GWRideConnect program and be able to explain the program to all clients and citizens of the George Washington Region.
- Assist all Rideshare clients with Rideshare information via phone, email, fax or other.
- Input Rideshare client data into GWRideConnect database and Commuter Connections database.
- Keep both databases updated which involves updating thousands of data records annually.
- Prepare GWRideConnect match letters and corresponding information for Rideshare clients.
- Prepare GWRideConnect packets with information needed for Rideshare clients, TDM Planner and TDM Director when needed.
- Assist TDM Director with managing the Advantage program for vanpools in the State.
- Keep Rideshare materials (brochures, bus schedules, tele-commuting info and commuter lot maps) in good order and in stock at all times.
- Work with local bus companies to insure that their schedules are current, inform the TDM Director if bus operators need assistance.
- Review all follow up surveys to all new rideshare clients, edit databases and provide additional information to clients if necessary.
- Record all Rideshare data needed for GWRideConnect monthly performance reporting and evaluation purposes.
- Complete miscellaneous tasks as assigned by TDM Director.
- Attend monthly FAMPO Technical Committee Meetings and prepare minutes.
- Prepare monthly Transportation Advisory Group minutes.

Full Time Position, 40 hours per week

Salary - \$43,647

Percent Charged to Grant Program ó 100%

- Manage and direct the GWRideConnect Program, for the George Washington Regional Commission, establishing and promoting a strong local Transportation Demand Management Program to assist citizens with transportation alternatives and to increase the number of carpools, vanpools and transit options for commuters inside Planning District 16
- Oversee all work activities of the daily operation of the GWRideConnect program to achieve the Goals and Objectives set forth in the TDM Plan. Work with TDM staff in creating and implementing new programs and insuring daily rideshare activities flow smoothly.
- Supervise, assign tasks and assist the full time and part time Transportation Demand Management Planners.
- Establish an aggressive Employer Outreach Program to target local work sites to increase the number of local carpools and vanpools in Planning District 16 thus decreasing the traffic congestion in the region.
- Work with residents in the continuation and formation of carpools and vanpools.
- Manage and assist DRPT and the Division of Risk Management in operating the ADVANTAGE Self Insurance Vanpool program for all vanpools in the State.
- Work with local private property owners to lease commuter parking spaces, write leases and oversee payment.
- Help to promote and educate vanpools and staff on the NTD Vanpool Alliance Incentive Program.
- Work with FAMPO staff and VDOT to monitor and assess the need for commuter lots in the Region, monitor utilization and help coordinate location and design of new lots.
- Oversee the Smart Benefit Transit Voucher Redemption Program for vanpools whose riders receive transit benefits and continue to work closely with METRO on this project.
- Promote and assist FREDericksburg Regional Transit and the local commuter bus companies in the region and serve as GWRC's appointee as a voting member on the Public Transit Advisory Board. Serve on the Marketing and Service for the Underserved committees for Fred Transit.



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on and maintenance of the GWRideConnect and e.

- Develop and implement an effective marketing program for GWRideConnect to increase awareness of the program. Oversee the program's website and Facebook Page, insure that the site and page are updated, user friendly and an effective tool in marketing and outreach for the GWRideConnect program.
- Work and coordinate the GWRideConnect program with VDOT, VDRPT, FAMPO and local planning agencies on transportation demand management practices that will reduce traffic congestion and improve air quality.
- Work with FAMPO staff to promote bicycle and pedestrian use and to increase the awareness of the facilities in the region.
- Serve as a voting member of the Fredericksburg Area Metropolitan Planning Organization (FAMPO) Technical Committee.
- Serve as a voting member on FAMPO's Interagency Consultation Group for Air Quality.
- Serve as a member of the Quantico regional planning team.

Full Time Position, 40 hours per week

Salary - \$92,829

Percent Charged to Grant Program ó 100%

Operating Budget

GWRideConnect Funding from DRPT

Administration	\$371,322
Advertising & Promotion Media	\$70,145
Rental of Real Property	\$6,525
TDM Program Subsidies	\$15,000
Travel & Training	\$4,000
Total DRPT Funding with Match	\$466,992

DRPT 80% - \$373,594

GWRC 20% match - \$93,398

GWRideConnect Congestion Mitigation Air Quality (CMAQ) Funding from FAMPO

CMAQ funding is used to fund marketing activities and outreach efforts to expand the use of TDM measures as well as the expansion and continuation of the Van Start program and the leased commuter parking lot program.

CMAQ Funding FY16

GWRideConnect / TDM Assistance	\$175,000
Lease Commuter Parking Spaces	\$44,592
Total GWRideConnect Budget (DRPT & CMAQ)	\$686,584

Budget Description for DRPT Grant Funds

Administration - \$371,322

Salaries - \$170,001 for Diana Utz, Sandra Moore, Joanna Roberson, Leigh Anderson

Fringe Benefits - \$65,909 (Fringe Benefit Rate - .3877)

Indirect Cost - \$135,412 (Indirect Cost Rate - .5740)

Indirect Costs includes a small percentage of salaries of the Executive Director, Tim Ware and the Accounts Manager, Barbara Bigelow as outlined in the approved Indirect Cost Allocation Plan.

Advertising and Promotion Media - \$70,145

Newspaper advertisements, radio promotions etc. for the marketing of the GWRideConnect program to specifically include the following:

-Display Ads (2col x 5.75col) placed in the King George Journal, Caroline Progress, Stafford Sun.

-Rotating display ads, (3col x 6 and 3 col x 5) with seasonal themes to be placed every other Sunday and Wednesday in the Free Lance-Star throughout the year.

Social Media Marketing consisting of the following: Google AdWords text and display, Facebook Page, Facebook Advertising and GWRideConnect Website and pages.

-Fall and Winter radio advertising campaign will begin in October and in January utilizing four, 60 second radio spots, two in the morning and two in the evening during drive times on WFLS and B101.5 and newspaper display ads.

- Spring and Summer radio advertising campaigns will begin in April and run through June utilizing four, 60 second radio spots, two in the morning and two in the evening during drive times on WFLS and B101.5 and newspaper display ads.

-Miscellaneous advertising funds will be used throughout the fiscal year to create new print ads, additional advertising in regional journals and newspapers and print materials

Rental of Real Property - \$6,525

This amount is utilized to lease 25 parking spaces from a private property owner in Caroline County.

TDM Program Subsidies - \$15,000

This provides for the financial assistance for 10 vanpools that are starting their operation and for vanpools that are in danger of ceasing operation.



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ff to attend both related and mandatory meetings and the
ACT National Conference.

Total Rideshare Budget - \$466,992 DRPT pays - \$373,594 GWRC pays match - \$93,398

Budget Increase Justification

GWRC is requesting a 5% increase in DRPT funding this year. GWRideConnect has requested and received the same level of funding since FY11. This is the first request for increased funding since then. In order to grow the program as outlined in the GWRideConnect Six Year TDM Strategic Plan, this increase is necessary. The Six Year TDM Plan outlines a 3% increase for baseline expenses annually and another \$90,000 of unfunded program enhancements for FY17. The requested 5% increase covers the 3 % baseline increase which includes a portion of the administration in each work element outlined in Section 5.0 and also allows for a \$10,000 increase in marketing. GWRideConnect has utilized CMAQ funding to grow the GWRideConnect program and hopefully will continue to do so. GWRideConnect staff is taking on more work activities with little compensation. The operation of the Advantage Self-Insurance Program is a labor intensive program that GWRideConnect operates for the State of Virginia with no assistance with administrative costs. Staff estimates that a *minimum* of 2 to 3 hours each day is spent on this program in addition to time spent monitoring the program after normal business hours. With continued funding and support GWRideConnect will be able to continue to operate one of the most effective TDM programs in the Commonwealth.

nect Program Components FY 17

All of the FY17 Program Components are essential in meeting the mission, goals and objectives of GWRideConnect. Each work element outlined below is described in GWRideConnect's Six Year TDM Strategic Plan which was adopted by the George Washington Regional Commission on July 20, 2015.

Note – Administration is based on percentage of staff time. All cost estimates listed utilize DRPT grant funds only. If CMAQ is used in addition it is noted in parenthesis.

Free Rideshare Matching Program ó program assists thousands of residents each year, matching them to existing transit providers.

Cost Estimate: \$59,412 / 16% administration

Staff Persons assigned: 4

Services: Matching service that produces a match letter that is emailed or sent in a complete Rideshare packet with pertinent transit related material and GRH information.

Schedule: Daily work activity FY17

Anticipated Outcome: Match 4,000 clients and produce 4,000 letters/packets and Express match 3,300 vanpools with passengers for FY17.

GWRideConnect Website - The GWRideConnect website has evolved as the source in the region for information regarding transportation solutions. The site contains a Transit Options page which advertises and promotes all modes of transit including the local private commuter bus, FRED bus, VRE, Metro and Amtrak. The site provides a ride match application, posts vanpools and carpools with vacancies, features the GWRideBoard that is posted with local rides and advertises GWRideConnect's Facebook Page. Links to all transit modes can be found on the website along with commuter tools, commuter lot information and the popular Vanpool Connections Page.

Cost Estimate: \$37,132 / 10% administration (work element is CMAQ eligible for marketing and outreach and CMAQ funds are utilized)

Staff Persons Assigned: 2

Services: Provides instant ridesharing information to residents in the region. The Vanpool Connections page is the most utilized on the website. Residents can find vanpools that are



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contact information. Staff is constantly updating and additional staff time. The percentage of administration has increased during the present fiscal year and is reflected here.

Schedule: Daily work activity FY17

Anticipated Outcome: 46,000 overall page views per year

Follow-up - conduct call back / email surveys for all new applicants and all new carpools and vanpools and provides assistance to all applicants that may need further help. Staff monitors the follow up surveys and tracks placement.

Cost Estimate: \$14,853 / 4% administration

Staff Persons Assigned: 2

Service: NA

Schedule: Bi-weekly work activity FY17

Anticipated Outcome: allows staff to track placement, obtain valuable feed-back from clients and helps self-evaluate program.

Vanpool formation, maintenance and assistance ó facilitate the formation of new vanpools in the region, maintain the existing fleet of 400 vanpools and assist vanpools with getting and maintaining passengers. Educate operators about any new programs that may affect their operations.

Cost Estimate: \$37,132 / 10% administration

Staff Persons Assigned: 2

Service: Work closely with vanpool operators on daily basis

Schedule: Daily work activity FY17

Anticipated Outcome: Assist with the formation of 60 vanpools in the region for FY17.

ADVANTAGE Self-insurance Pool Program – provides self-insurance liability protection program for all vanpools in the State of Virginia with the assistance of the Division of Risk Management (DRM). This program saves vanpool operators thousands of dollars per year and provides operators up to 14 million dollars more liability protection than prior insurance



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run entirely with staff from GWRC and the Division of Risk Management. There is no overhead for its operation and the vanpool operators pay for accidents from the self-insurance pool which consists of their premiums. Currently 275 vans are enrolled in the program. The majority are from the George Washington region. GWRideConnect staff will take on the entire administration of the Advantage program for FY 17. Duties will include enrollment of all vanpool operators, all record checking and keeping, payments and all daily functions now currently provided by DRM staff. This will allow DRM staff more time to focus on the claims side of the program. Providing this assistance to DRM greatly increases the percentage of administrative time allotted for this work element and number of staff persons assigned.

Cost Estimate: \$55,698 / 15% administration

Staff Persons Assigned: 2

Service: Limited liability self-insurance for vanpool operators in Virginia

Schedule: Daily work activity FY17

Anticipated Outcome: Continue to provide limited liability self-insurance for vanpool operators with the Division of Risk Management.

Van Start Program – This program provides financial assistance for vans that are starting a new vanpool operation. Funding is provided for empty seats for new vanpools in their first few months of operation. Funding (\$5,000) from this grant will be dedicated to vanpools travelling to King George County, Caroline and the Richmond area. All other new vanpools will be funded through CMAQ.

Cost Estimate: \$16,140

\$11,140 / 3% administration + \$5,000 for van subsidies outside of non-attainment area (work element is CMAQ eligible and CMAQ funds are utilized for new start subsidies)

Staff Persons Assigned: 2

Service: Vanpool Start- up funding

Schedule: Daily work activity FY17

Anticipated Outcome: Assist 5 new vanpools with funding



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provides financial assistance for vanpools in danger of ceasing operation. The funding is provided fully through this DRPT grant.

Cost Estimate: \$17,426

\$7,427 / 2% administration + \$10,000 for van subsidies which are not CMAQ eligible

Staff Persons Assigned: 2

Service: Funding to save established vanpools in danger of ceasing operation

Schedule: Daily work activity FY17

Anticipated Outcome: Save 7 vanpools with funding for FY17

National Transit Database Vanpool Alliance Program ó This multi-regional program, operated by PRTC is designed for vanpools in the region to report their transit data to the National Transit Database. This generates additional 5307 funds for vanpool incentive programs and excess funding that would come back into the region. The Vanpool Alliance program will increase the number of vanpools in the region thus reducing the number of cars on the road. It is estimated that each vanpool has the potential of earning up to \$10,930 per year. 350 vanpools could generate 3.8 million dollars per year. GWRideConnect staff will assist in educating, promoting and encouraging vanpool operators both existing and new start up pools to participate in this program.

Cost Estimate: \$3,713 / 1% administration

Staff Person Assigned: 1

Service: NA

Schedule: Daily work activity FY17

Anticipated Outcome: Generate additional 5307 funds for the region, form new vanpools and maintain the existing vanpool fleet.

Carpool Formation, Maintenance and Assistance – facilitate the formation of new formal carpools, provide support and facilitate the continuation of instant carpooling or slugging.

Cost Estimate: \$14,853 / 4% administration

Staff Persons Assigned: 4

Service: NA



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Anticipated Outcome: Assist with the formation and assistance of 25 new formal carpools in the region for FY16. Promote the benefits of the I-95 express lanes to formal and informal carpools.

Commuter Buses - assist and promote the Commuter bus company in the region and continue to support and promote FRED transit.

Cost Estimate: \$7,427 / 2% administration

Staff Persons Assigned: 2

Schedule: Daily work activity FY17

Anticipated Outcome: Grow and maintain the number of commuter bus runs and the local FRED bus system in the region.

Advertising Campaigns - advertise and promote the GWRideConnect program through print media, radio, website and social media in every locality in the region.

Display Ads ó GWRideConnect will advertise bi-weekly in the *Free Lance-Star* with large display ads every other Wednesday and Sunday throughout FY17.

Social Media Marketing Campaign ó GWRideConnect will contract with Spangler Erkert to assist with social media marketing monthly throughout FY17. GWRideConnect will utilize the following techniques: Digital Advertising with Google AdWords text and display, Facebook and Facebook advertising. Facebook content will be refreshed 3 times per week or more.

Fall Marketing Campaign -begins in October with Display ads in the *Free Lance-Star*, *Caroline Progress*, *The Journal* and *The Stafford Sun*. Radio Advertising on B101.5 and WFLS will begin in October and run through the week days through November, 2016.

Winter Marketing Campaign ó begins in January with Display ads in the *Free Lance-Star*, *Caroline Progress*, *The Journal* and *The Stafford Sun*. Radio Advertising on B101.5 and WFLS will begin in January and run through February, 2017.

Spring/Summer Marketing Campaign - begins in April with Display ads in the *Free Lance-Star*, *Caroline Progress*, *The Journal* and *The Stafford Sun*. Radio Advertising on B101.5 and WFLS will begin in May and run through the week days until the end of June, 2017.



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~~\$55,076 / 15% administration~~ + \$70,145 marketing expenses (work element is CMAQ eligible and CMAQ funds are heavily utilized for marketing and promotion)

Staff Persons Assigned: 2

Schedule: See above

Anticipated Outcome: Increase the number of rideshare clients, push relevant information out to the commuting public through fresh website content and the GWRideConnect Facebook Page, increase awareness of the programs and transportation alternatives, increase applicant placement, increase carpool and vanpool formation and keep existing pools full of passengers.



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and FAMPO to plan for new commuter lots in the region and monitor utilization.

Leasing Commuter Parking Spaces - Currently GWRC is leasing 25 spaces in Ladysmith located in Caroline County. The funding to lease these spaces comes from the GWRideConnect DRPT grant. GWRC plans to lease 25 commuter parking spaces in this region for FY16. Since this part of the region is not located in the non-attainment area, the leased spaces are not eligible for CMAQ funding. The cost of \$6,500 to lease these spaces is included in the Rental of Real Property line item.

Utilizing allocated CMAQ funds, GWRideConnect will continue to lease commuter parking spaces from commercial property owners. GWRideConnect currently leases 105 spaces in South Stafford and Spotsylvania County for commuters travelling to Dahlgren in King George County. This is the most cost effective way to provide commuter parking in the region that does not currently have a VDOT Commuter lot.

Cost Estimate: \$25,091

\$18,566 / 5% administration + \$6,525 for leasing costs for 25 spaces in Ladysmith (CMAQ funds are used for leasing the 105 spaces in Spotsylvania and Stafford, not included in total)

Staff Persons Assigned: 1

Schedule: Daily work activity FY17

Anticipated Outcome: Lease 130 total spaces for commuter parking, monitor utilization of existing VDOT commuter lots and provide assistance to plan for future lots.

Employer Outreach ó GWRideConnect outreaches to employers in the region (GEICO, NSWG and Quantico) to help establish transportation demand management techniques at their worksites and assist with established programs.

University of Mary Washington and Germanna Community College Outreach – GWRideConnect has started outreach efforts to both of these institutions to assist their students and faculty members with transportation alternatives. GWRideConnect staff created the GWRideBoard as a result of a need for Germanna Community College students to get in touch with each other to form carpools. The GWRideBoard resides on the GWRideConnect website and is open to all members of the region. It is a way for commuters to post rides needed and rides that they can provide electronically.

Realtor Outreach - GWRideConnect works with realtors in every locality in the region and provides them with informational packets to distribute to home buyers and new residents to the region. Packets include transit and TDM information.



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GWRideConnect currently works with the "Extended Stay" hotels to provide information to the commuters that live at these hotels while waiting to move into a permanent residence. Staff provides GWRideConnect packets to the residents with general commuting information to the residents.

For FY17, GWRideConnect would like to expand this outreach effort to all hotels in the region to provide both long distance and local commuting options to tourists. Staff would also like to reach out to local tourism departments at the local level to encourage tourists to utilize local and long distance transit.

Cost Estimate: \$29,706 / 8% administration (work element is CMAQ eligible and CMAQ funds are utilized for marketing, education and outreach to the realtor and employer community regarding TDM programs)

Staff Persons Assigned: 2

Schedule: Daily work activity FY17

Anticipated Outcome: Distribute 2,000 Rideshare information packets and cards to local realtors, hotels, libraries and employers and tourism departments. Outreach to new employers and realtors and continue to outreach to the local University and Community College.

TDM, Bike and Pedestrian planning - Work with FAMPO to incorporate TDM strategies in planning and help enhance bike and pedestrian infrastructure in the Region. Serve as a voting member of the FAMPO Technical Committee and on the Interagency Consultation Group dealing with air quality conformity. In partnership with FAMPO staff, conduct a study to investigate the feasibility of implementing a Bikeshare Program in the City of Fredericksburg partnering with the University of Mary Washington. The study will also investigate the existing infrastructure and determine what enhancements need to be made to the system to make it a viable TDM option.

Cost Estimate: \$18,566 / 5% administration

Staff Persons Assigned: 1

Schedule: Daily work activity FY17

Anticipated Outcome: Bring forward to the MPO the importance of the GWRideConnect program as an efficient tool in solving transportation and congestion problems to the region. Partner with FAMPO to conduct a Bikeshare and Bicycle Infrastructure Study.



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attend meetings, Rideshare employment fairs, workshops

Cost Estimate: \$4,000

Staff Persons Assigned: 4

Schedule: work activity for FY17

Anticipated Outcome: Allows staff to participate in TDM related functions outside of the office. Attending conferences and meetings provides crucial training for staff.



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Component Budget Summary

Free Rideshare Matching Program	\$59,412
GWRideConnect Website	\$37,132
Follow-Up	\$14,853
Vanpool Formation/maintenance	\$37,132
ADVANTAGE Program	\$55,698
Van Start Program	\$16,140
Van Save Program	\$17,426
Vanpool Alliance Incentive Program	\$3,713
Carpool Formation/maintenance	\$14,853
Commuter Buses	\$7,427
Advertising Campaigns	\$125,843
Commuter Lots	\$25,091
Employer / Realtor Outreach	\$29,706
TDM and Bike Ped Planning	\$18,566
Travel and Training	\$4,000
Total Program Component Budget	\$466,992

Mission and Vision

The mission of GWRideConnect is to promote, plan and establish transportation alternatives to the use of the single occupant vehicle, thus improving air quality, transportation system efficiency, and quality of life for the citizens of the City of Fredericksburg and the counties of Stafford, Spotsylvania, Caroline, and King George.

Through its efforts to fulfill this mission, GWRideConnect supports the mission of the larger organization, the George Washington Regional Commission to coordinate planning to ensure economic competitiveness, reduce redundancy in government, improve efficiency, enhance services, and improve implementation time of regional projects.

The vision of GWRideConnect is that of a region where everyone is aware of the options to bike, walk, take transit, or share the ride to meet their transportation needs.

Goals and Objectives

Goal 1 (Quality of Life):

Enhance the quality of life in the GWRC Region by maintaining and facilitating access to transportation resources that provide alternatives to driving alone.

- Enable residents and workers to reduce commute times and costs.
- Promote the use of transit and TDM services for residents that want access to visitor and tourist destinations within the National Capital Region.

Goal 2 (Choices):

Make it practical and easy to share the ride or take transit within and beyond the GWRC Region.

- Maintain and grow the number of people using TDM and transit services.
- Ensure that residents and workers are aware of ridesharing and transit services.

Goal 3 (Culture of Support):

Create a culture of support for TDM, transit, bicycle, and pedestrian transportation such that they are an integrated component of the planning process in the GWRC region.

- Increase awareness and support of TDM benefits by employers, government agencies, community leaders, and elected officials.
- Increase citizens' comfort with and acceptance of all transportation options.



GWRideConnect fosters a culture that embraces performance measurement as a tool for accountability, transparency, and as a way to demonstrate that TDM is an effective use of public transportation funding. By continuously and reliably tracking program activities, GWRideConnect is able to demonstrate how each of their TDM program activities effectively uses limited transportation funds to reduce commute trips and vehicle miles traveled in the George Washington region and in the greater Washington, D.C. metropolitan area and greater Richmond metropolitan area.

GWRideConnect currently tracks numerous metrics to monitor program performance over time and regularly produces and submits reports to the GWRC Board of Commissioners and Virginia Department of Rail and Public Transportation (DRPT). Each metric is used to report on each GWRideConnect program activity. GWRideConnect conducts follow-up with all ride match applicants within 12 days. In addition, staff surveys applicants, vanpools, carpools, and bus runs listed in the GWRideConnect database twice annually to update their commuter information and offer additional assistance if necessary. GWRideConnect compares month-to-month and year-to-year performance and adjusts its efforts based on these results. Staff also evaluates performance through regular reports to the GWRC Board of Commissioners, Metropolitan Washington Council of Governments, and DRPT. Current performance results illustrate the effectiveness and efficiency of the program; GWRideConnect has a net program cost per ridesharing participant of less than \$0.20 per trip (compared to \$5.00 or more per transit trip).

GWRideConnect is also monitored through several State and regional studies conducted by MWCOG and other outside agencies. These resources serve as a starting point to evaluate the impact of the program and monitor GWRideConnect's progress towards its goals and objectives.



GWRideConnect staff collects data counts from the following categories to evaluate the program on a monthly and annual basis.

New applicants

Existing Applicants assisted

Commuter Connections applicants assisted

Guaranteed Ride Home applicants assisted

New carpools formed /Existing carpools assisted

New vanpools formed

Existing vanpools assisted

Follow up surveys distributed

Non-applicants assisted

New Bus Runs formed

Bus Referrals / schedules distributed

VRE Clients assisted

Metro clients assisted

Local Outreach (Employer and Realtor) tracked

Website visits

Facebook Page Likes and ratings

Vanpool / carpool / bus surveys distributed

GWRideConnect applicant database survey distributed

Telework Information distributed

Smart Benefit Information distributed

Commuter Connections Brochures distributed

Guaranteed Ride Home brochures distributed

Commuter Lot Maps distributed



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nect Program Results FY15

		% of Increase from FY14
New applicants using GWRideConnect	1268	26
Applicants Assisted	6,225	36
Commuter Connections Apps Assisted	8,875	59
New vanpools Formed	97	39
Vanpools Assisted	3,061	99
Formal Carpools Formed and Assisted	170	115
Applicant surveys	4,441	0
Vanpool surveys	1,122	0
Local Bus Information Dist.	1,317	0
VRE Information Dist.	1,000	0
Metro Information Dist.	1,000	0
GWRideConnect Website Hits	2,400 per month	63

Over 80,000 persons receiving assistance and information from GWRideConnect Program for FY 15

at Database Statistics FY16

Existing Vanpools – 371

These vans transport 4,452 persons per day, 1,121,904 persons per year

These vans reduce 8,904 work trips per day, 2,243,808 work trips per year

534,240 vehicle miles traveled are reduced per day

134,628,408 vehicle miles traveled are reduced per year

Formal Carpools – 70

These carpools transport 210 persons per day, 52,920 persons per year

These carpools reduce 420 work trips per day, 105,840 work trips per year

25,200 vehicle miles traveled are reduced per day

6,350,400 vehicle miles traveled are reduced per day

Commuter Bus Runs – 10

Buses transport 400 persons per day, 100,800 persons per year

Buses reduce 800 work trips per day, 201,600 work trips per year

48,000 vehicle miles traveled are reduced per day

12,096,000 vehicle miles traveled are reduced per year

TOTAL Database Results

GWRC persons using vanpools, formal carpools, commuter buses daily ó 5,062

GWRC persons using vanpools, formal carpools, commuter buses annually ó 1,275,624

Work trips reduced per day ó 10,124

Work trips reduced per year ó 2,551,248

Vehicle Miles traveled reduced per day ó 607,440

Vehicle Miles traveled reduced per year ó 153,074,880

*Note ó Figures from GWRideConnect are based on 252 working days per year, 12 persons per vanpool, 3 persons per carpool and 40 persons per bus travelling 120 miles round trip.



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