

**Transit Agency Reporting Form for Significant Transit Initiatives**

**Name of Transit System: Marion Public Transit**

<b>Initiative</b>	<b>Description of Initiative</b>
<b>New Transit Service and Transit Service Enhancement</b>	<b>Description or examples of new or improved transit service implemented</b>
	Continue (new) commuter route service established between Abingdon, Va and industries in Lebanon, VA
<b>New or Rehabilitative Vehicles</b>	<b>Description of new or rehabilitative buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.</b>
	Purchased six ramped mini-vans to improve accessibility for 5310 and 5317 program services.
<b>Technology Improvements, New Amenities and Incentives</b>	<b>Description or examples of new or improved ITS technology (i.e. WiFi, next bus system), free "try it" bus pass, website improvements, etc.</b>
	Publish 5317-New Freedom schedules to Google Transit.
	Continue to publish routes schedules through our agency website.
<b>Bus Stop Improvements</b>	<b>Description or examples of new or improved bus/transit stop implemented</b>
<b>Safety and Security Improvements</b>	<b>Description or examples of new or improved safety and security initiatives</b>
	Powered gates installed for locking bus Marion, VA storage yard.
<b>Marketing Initiatives</b>	<b>Description or examples of advertising, promotion, direct mail, social media/facebook/twitter, events, etc.</b>
	Publish route schedules through our agency website.
<b>Awards and Commendations</b>	<b>Description of awards and commendations received for transit service and operating staff</b>
<b>Advocacy</b>	<b>Description of activity or membership to APTA, local Chamber of Commerce, etc</b>
	Remain active in the Community Transportation Association of Virginia.

**Transit Agency Reporting Form for Significant Transit Initiatives**

**Name of Transit System: Harrisonburg Department of Public Transportation (HDPT)**

<b>Initiative</b>	<b>Description of Initiative</b>
<b>New Transit Service and Transit Service Enhancement</b>	<b>Description or examples of new or improved transit service implemented</b>
HDPT Administrative and Maintenance Facility	Construction of new administrative and maintenance facility began December 2012
<b>New or Rehabilitative Vehicles</b>	<b>Description of new or rehabilitative buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.</b>
New Transit Vehicles	Two 35" low floor Gillig Buses for expanded service
<b>Technology Improvements, New Amenities and Incentives</b>	<b>Description or examples of new or improved ITS technology (i.e. WiFi, next bus system), free "try it" bus pass, website improvements, etc.</b>
Scheduling and Dispatch Software for Paratransit	Implemented computerized dispatch and scheduling system from Engraph that utilizes on-board mobile data terminals, provides vehicle location for dispatch
<b>Bus Stop Improvements</b>	<b>Description or examples of new or improved bus/transit stop implemented</b>
<b>Safety and Security Improvements</b>	<b>Description or examples of new or improved safety and security initiatives</b>
<b>Marketing Initiatives</b>	<b>Description or examples of advertising, promotion, direct mail, social media/facebook/twitter, events, etc.</b>
Social Media	Facebook and Twitter began June 2013 -- <a href="http://www.twitter.com/ridehdpt#">www.twitter.com/ridehdpt#</a>
<b>Awards and Commendations</b>	<b>Description of awards and commendations received for transit service and operating staff</b>
<b>Advocacy</b>	<b>Description of activity or member ship to APTA, local Chamber of Commerce, etc</b>
Community Transportation Association of America (CTAA), Virginia Transit Association (VTA) and Community Transportation of Virginia (CTAV)	Active member
Coordinated Human Service Mobility (CHSM)	Participate in Regional CHSM team meeting to discuss transportation needs, strategies and grant opportunities.

**Transit Agency Reporting Form for Significant Transit Initiatives**

**Name of Transit System: Hampton Roads Transit (HRT)**

Initiative	Description of Initiative
<b>New Transit Service and Transit Service Enhancement</b>	<b>Description or examples of new or improved transit service implemented</b>
HRT implemented 3 new routes	The MAX Route 965 began on October 28, 2012 and provides AM and PM peak period express service from Patrick Henry Mall in Newport News to the Naval Station. The new local bus Route 22 also began in October 2012 and provides all day service in an area of Virginia Beach that previously had no local bus service. The Route 22 serves the bayside and Haygood communities connecting the Newtown Road light rail station with the Navy's Joint Expeditionary Base at Little Creek. Finally, also implemented in October 2012 was the first "Limited Stop" service in the HRT system. The Route 28 begins at the Virginia Beach Oceanfront and connects to the end-of-line light rail station at Newtown Road. With only 8 stops along Virginia Beach Blvd, the Route 28 saves the bus rider during peak operating times, nearly 45 minutes between the Oceanfront and downtown Norfolk.
GoPass365 Program	At its peak utilization the GoPass 365 program had 18 institutions, representing private businesses, governmental agencies and public and private 2 and 4 year universities participating in the annual pass program. These 18 institutions had a total population of students, employees, faculty and staff of nearly 76,000 people. While the use of this pass program was hugely successful and HRT saw ridership increases in bus, ferry and rail, HRT will be adjusting the pricing structure in FY14 due to a decline in farebox revenues in FY13.
Ferry Vehicle Upgrades	Improvement were made to the Ferry Boats such as painting, new awnings, new seat cushions, new roof ladders, installed pilot house AC, upgraded fuel filtering systems and new light filters.
<b>New or Rehabilitative Vehicles</b>	<b>Description of new or rehabilitative buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.</b>
Refurbished 8 Opus and 4 Gillig Buses	These 12 buses were originally slated for disposal. Refurbishment rather than disposal is intended to augment existing services with more reliable equipment. This also avails HRT to a float of equipment to support future refurbishment programs.
Purchased 5 New Buses	Procurement of these buses is intended to augment existing services with more reliable equipment, as well as provide improved fuel efficiency.
<b>Technology Improvements, New Amenities and Incentives</b>	<b>Description or examples of new or improved ITS technology (i.e. WiFi, next bus system), free "try it" bus pass, website improvements, etc.</b>
Website Improvements	Improved GTFS data transfer between the new HASTUS system and the agency website to better advise customers of bus schedules.
HASTUS upgrade	All hardware and software upgraded to the a more current release of HASTUS (Scheduling and Dispatch system). This system populates the CAD/AVL system's scheduling data and is used to populate GTFS data used for trip planning on the HRT website. All new servers were purchased, configured and installed. Software was updated to release 2011. All new RideChecker PDAs were purchased. Implementation of the parking garage feature to help with vehicle management will include new technology - tablets.
WiFi on Trains	Implemented Wi-Fi on the Light Rail trains for passenger utilization while in transit. 9 rail vehicles were outfitted with access points and wireless access.
Server Consolidation in support of ITS	A limited number of application servers that support ITS systems were migrated onto virtual servers to help with server consolidation within the data center. A phased approach to migrate as many production systems, to include ITS systems, as feasible onto virtual servers is in process.

## Transit Agency Reporting Form for Significant Transit Initiatives

**Name of Transit System: Hampton Roads Transit (HRT)**

Initiative	Description of Initiative
<b>Bus Stop Improvements</b>	
<b>Description or examples of new or improved bus/transit stop implemented</b>	
Bus Stop Resigning Program	HRT began the replacement of its 3200 bus stop signs in FY13 by installing 550 of the 947 sign locations in the city of Newport News and the city of Hampton. In October 2013 we anticipated installing approximately 2,100 new signs in the southside cities. This project is funded by Transit Enhancement funds
Shelter Installations/Replacements	Installed 135 new shelters and refurbished 11 older shelters. It is anticipated that HRT will install another 125 shelters in FY14 along with refurbishing 9 raddd
Big Belly Solar Trash Cans	Pilot program purchased 6 units and HRT placed one in each member city at stop locations of high passenger volume. The Big Belly Solar Trash Cans decreasing our operating costs by reducing the number of times we pick up trash. Funded by senic beautification grant. Looking for additional funding to install other units in FY14.
<b>Safety and Security Improvements</b>	
<b>Description or examples of new or improved safety and security initiatives</b>	
"Is That Your Bag" campaign	Hey Is that your bag campaign was rebranded with the startup of the Light Rail. New posters were created and installed in the revenue vehicles. HRT also has announcements that are made on the modes informing passengers to take all of the items when exiting the vehicle. Employee are trained on the recognition of suspicious packages.
Cameras on the LRT Platforms	Surveillance cameras for the LRT Platforms and "Park and Ride" lots were installed in July of 2012. This project was funded using DHS/UASI Grant funds.
Safety and Security Improvements at the Downtown Norfolk Transfer Center (DNTC)	Safety and Security made significant safety improvements over and beyond what was available at the "Cedar Grove" location. There is a security presence at this location the entire time revenue service is operating and it is visited by HRT Security during off hours as well. Surveillance equipment was installed using 5307 Grant funding.
LRT Security Drills	HRT performed 6 security rediness drills prior to the opening of the light rail system and 3 additional drills during Revenue Operations. Each drill was performed in accordance with Homeland Security Exercise and Evaluation Program. HRT also coordinates VIPR exercises with DHS all modes excluding paratransit.
Uniforms	All maintenace employee uniforms have reflective material stitched into the uniform to assist with compliance to the Safety Vest Policy.
Incident Command Traning	ICS 402 Incident Command Overview for Executives and Senior Officials was provided to the SET since there are new senior managers. There was a briefing regarding the table tops and functional drills we have completed to date .
<b>Marketing Initiatives</b>	
<b>Description or examples of advertising, promotion, direct mail, social media/facebook/twitter, events, etc.</b>	
Ned and Jill Marketing Campaign	Created awareness of HRT bus system and the benefits of the Traffix program. It has resulted in a 7% increase in Traffix call volume.
Holiday Express Campaign	Promoted good will and the collection of food for Hampton Roads community through both local Food Banks. Over 8 tons of food was collected.
LRT Safety Day	Increased public awareness of child safety near and around the light rail; inclusion of local AAA baseball team
Grand Illumination	Created a commemorative poster and rail ticket to be sold for both rider keepsake.
Holly Dazzle	Raised public awareness of this major Peninsula event through news releases, web page information, Twitter and Facebook postings
Route 16 Marketing	Created awareness to include localized print ads to promote the revitalized route
MEAC Tournament	HRT was a corporate partner of the MEAC Tournament for FY 2013; corporate sponsorship included MEAC advertisement on LRT and Bus and HRT advertisement at the tournament.
Twitter/Facebook Expanded use of social media	Saw continused growth in Social Media feeds with increases from 737 Twitter followers to 1,368, while Facebook "likes," a key measure of page views, showed increase from 2,322 to 2,786.
Harborfest	Extensive use of media tools to promote this major, regional event. News releases, Twitter and Facebook feeds, news interviews in print and local television, with all media using HRT news releases on web-pages.
<b>Awards and Commendations</b>	
<b>Description of awards and commendations received for transit service and operating staff</b>	
Virginia Statewide Rodeo	HRT hosted the statewide bus rodeo for transit properties in the Commonwealth in April 2012. Hampton Roads Transit placed first in the maintenance competition as well as first for overall maintenance and operations property. First place ranking in maintenance permitted HRT to represent Virginia in international competition. Due to lack of sponsorship a statewide rodeo was not held for 2013. HRT independently fielded a team for the International Rodeo in 2013. In the 2013 competition, HRT placed in the upper one third of the competitive field as opposed to the lower one third of the field in 2012.
Elizabeth River Foundation	Elizabeth River Star Business award. We received the highest level award by the Elizabeth River Foundation for environmental compliance and stewardship in the community for our efforts at all of our facilities.
APTA Sustainability Commitment Award	Received the "Gold Level" recognition award. HRT was one of only 7 transit agencies in country receiving the Gold Level award for measuring and tracking our sustainability metrics and initiatives.
<b>Advocacy</b>	
<b>Description of activity or member ship to APTA, local Chamber of Commerce, etc</b>	
American Public Transportation Association	On-going membership in APTA's Policy and Planning, Operations, and other Committees.

**Transit Agency Reporting Form for Significant Transit Initiatives**

**Name of Transit System: Fairfax Connector**

Initiative	Description of Initiative
<b>New Transit Service and Transit Service Enhancements</b>	<b>Description or examples of new or improved transit service implemented</b>
New Service	Three Express Lanes routes began operation (one in January 2013, and two in March 2013) providing a bus connection between southern parts of Fairfax County and Tysons. New routes are 493 (Lorton-Tysons), 494 (Springfield-Tysons) and 495 (Burke-Tysons).
Modified service	Route 304 was modified to provide service between the Saratoga park and ride and the Pentagon in January 2013; the route number was changed to 394. Schedule changes also implemented on routes 371, 372 and 373.
Modified service	Route 333 was modified in October 2012 to provide a link between Franconia-Springfield Metro Station and the Fort Belvoir North area; route 334 was modified to concentrate service on the east side of the I-95 corridor, and to complement the changes to Route 333. Route 335 was modified in October 2012 to provide bi-directional service to and from Ft. Belvoir and the Franconia-Springfield Metro Station. Local service provided to the Landsdowne area. Route 231 and 232 schedules modified complement changes to Route 335.
New Service	Route 981, providing service between Tysons and the Dulles International Airport, via Reston Town Center, began operating at the end of June 2012
Modified service	Schedule adjustments were made on several routes in June 2012 to improve on-time performance (routes 101, 109, 159, 171, 335, 395, 402, 924, 926, 929, 950, RIBS 3, 4 and 5)
<b>New or Rehabilitative Vehicles</b>	<b>Description of new or rehabilitative buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.</b>
New Vehicles	15 new buses were purchased for expansion service in Tysons, in support of the Silver Line.
Replacement Vehicles	20 new buses were purchased for replacement of retiring vehicles
<b>Technology Improvements, New Amenities and Incentives</b>	<b>Description or examples of new or improved ITS technology (i.e. WiFi, next bus system), free "try it" bus pass, website improvements, etc.</b>
ITS procurement	Fairfax County DOT released an RFP for ITS Systems in Dec. 2012. Award is expected in Summer/Fall 2013. Technologies being procured include CAD/AVL, stop annunciators, real time information, and Automatic Passenger Counters
<b>Bus Stop Improvements</b>	<b>Description or examples of new or improved bus/transit stop implemented</b>
Bus Stop Improvement Program	The Board identified \$2.5 million from the general fund and \$7.75 million in the 2007 Transportation Bond for improvements to the priority stops identified in the study. A total of <b>272</b> sites have been completed since the program began. There are currently <b>122</b> sites in project development, <b>78</b> in design/land acquisition, and <b>10</b> under construction.
Bus Shelter Advertising Program	FCDOT is engaged in a public/private partnership to improve bus stops and increase the number of bus shelters in the county. This program is expected to raise <b>\$50,000</b> (less shared construction cost) in <b>FY 2014</b> through the sale of advertising space on bus shelters. The contractor sells advertising space to subsidize construction, maintenance, and operation of bus shelters, and will share a percentage of the surplus revenues with the county. <b>65</b> existing bus shelters have been retrofitted with advertising; <b>36</b> newly installed sites have been completed; <b>63</b> sites are being scoped for new shelter and infrastructure improvements for FY 2014. The program has raised <b>\$103,815</b> in revenue to date.
<b>Safety and Security Improvements</b>	<b>Description or examples of new or improved safety and security initiatives</b>

**Transit Agency Reporting Form for Significant Transit Initiatives**

**Name of Transit System: Fairfax Connector**

<b>Initiative</b>	<b>Description of Initiative</b>
<b>New Transit Service and Transit Service Enhancements</b>	<b>Description or examples of new or improved transit service implemented</b>
<b>Marketing Initiatives</b>	<b>Description or examples of advertising, promotion, direct mail, social media/facebook/twitter, events, etc.</b>
Express Lanes Marketing	A multi-media marketing campaign was launched prior to the start-up of three new and unique bus routes that connect southern Fairfax County and Tysons using the new I-495 Express Lanes. The campaign included a dynamic web site, outreach to employers including an employer "toolkit", radio ads, social media ads, social media posts on Facebook, Twitter & YouTube, a kick-off event, posters, flyers, tabling at community events/fairs, presentations to groups/organizations.
Service Changes Marketing	Marketing of changes to bus service (route or schedule adjustments, new service or fares, etc.) occurred several times throughout the fiscal year. Outreach included web site announcements and new/updated web pages, social media posts on Facebook and Twitter, listserv email announcements, press releases, RSS feed news items, posters on buses and in bus shelters, media coverage, "ambassador" (staff) outreach at bus stops/stations, presentations to groups.
Dump the Pump Day	Participated in Dump the Pump Day event by promoting on social media, and placing ads in the exterior ad space on the buses.
Car Free Day	Participated in Car Free Day by promoting on social media, and partnering with MWCOC to place advertisements in the exterior ad space on the buses.
Guaranteed Ride Home	Promoted MWCOC's Guaranteed Ride Home program by placing advertisements in the exterior and interior ad space on the buses.
Fairfax Connector Silver Line Bus Service	An outreach effort regarding the immense bus service changes associated with the 2014 opening of the Silver Line Metrorail Service began in FY13. A series of public meetings were promoted on social media, in news releases and media coverage, in posters and flyers and on the web site. A special exhibit at the county's Celebrate Fairfax fair highlighted the new and modified bus service that is being planned. Brochures and pop-up banners were created for the event.
<b>Awards and Commendations</b>	<b>Description of awards and commendations received for transit service and operating staff</b>
<b>Advocacy</b>	<b>Description of activity or member ship to APTA, local Chamber of Commerce, etc</b>

**Transit Agency Reporting Form for Significant Transit Initiatives**

**Name of Transit System: FREDericksburg Regional Transit**

<b>Initiative</b>	<b>Description of Initiative</b>
<b>New Transit Service and Transit Service Enhancement</b>	<b>Description or examples of new or improved transit service implemented</b>
None.	
<b>New or Rehabilitative Vehicles</b>	<b>Description of new or rehabilitative buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.</b>
Purchased new buses	During FY 2013 FRED purchased 5 new, replacement buses.
<b>Technology Improvements, New Amenities and Incentives</b>	<b>Description or examples of new or improved ITS technology (i.e. WiFi, next bus system), free "try it" bus pass, website improvements, etc.</b>
<b>Bus Stop Improvements</b>	<b>Description or examples of new or improved bus/transit stop implemented</b>
	During fiscal year 2013, FRED added twelve stops for increased rider convenience.
<b>Safety and Security Improvements</b>	<b>Description or examples of new or improved safety and security initiatives</b>
Security Officers	Over the last year, FRED has added three part-time security officers to its staff. These officers patrol the FRED central station, monitor activities, assist riders and manage lost and found items. Their presence has enhanced the safety and security of the region's hub for transit services.
<b>Marketing Initiatives</b>	<b>Description or examples of advertising, promotion, direct mail, social media/facebook/twitter, events, etc.</b>
Customer Appreciation Day	FRED conducts a customer appreciation day in order to create customer good will and to market transit services through rider to rider contacts. For customer appreciation FRED distributes "Ride FRED Instead" tee shirts to the first 500 riders that day. In addition, transit users ride free each Wednesday in August when they wear their tee shirt. Free rides develop loyalty with regular riders and offer the opportunity for non-users or infrequent riders to experience FRED.
<b>Awards and Commendations</b>	<b>Description of awards and commendations received for transit service and operating staff</b>
<b>Advocacy</b>	<b>Description of activity or member ship to APTA, local Chamber of Commerce, etc</b>

## Transit Agency Reporting Form for Significant Transit Initiatives

**Name of Transit System: JAUNT, Charlottesville**

Initiative	Description of Initiative
<b>Description or examples of new or improved transit service implemented</b>	
Woods Edge Shuttle	Thanks to a Senior Grant from DRPT, we started a shuttle service connecting a low-income senior housing project with the fixed route bus system. Big buses could not reach this community and the existing bus stop was up a steep hill, which made it very difficult for seniors to navigate.
New Freedom Crozet Route	Thanks to a New Freedom grant, we added an additional run to our existing service linking the small rural town of Crozet to Charlottesville. The primary focus of the route was to provide more options for the residents of a low-income senior housing project there, but the route has also shortened the ride times on the runs on either side of the roundtrip as we spread riders out more evenly.
<b>Description of new or rehabilitative buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.</b>	
Two new larger body-on-chassis vehicles	We purchased two new larger body-on-chassis vehicles. Although they were replacements, they are a significant upgrade in size for us. This ensures that we will not have to turn down any requests for service on our longest routes.
Eight replacement body-on-chassis vehicles	We also purchased eight replacement body-on-chassis vehicles.
Replacement staff vehicles	We purchased a rHonda Pilot with 4WD to help during inclement weather.
<b>Description or examples of new or improved ITS technology (i.e. WiFi, next bus system), free "try it" bus pass, website improvements, etc.</b>	
<b>Description or examples of new or improved bus/transit stop implemented</b>	
<b>Description or examples of new or improved safety and security initiatives</b>	
Security cameras	JAUNT has expanded and improved the quality of its facility surveillance system. This improvement now allows JAUNT to record activities at higher resolutions and retain the information for a longer period. Further, the new system allows JAUNT to remotely access information.
<b>Description or examples of advertising, promotion, direct mail, social media/Facebook/twitter, events, etc.</b>	
Enhanced Facebook presence	JAUNT actively posts current information about our company on Facebook. Our followers are comprised of employees, Board members, passengers and local residents. This serves to complement our website that has extensive information about our services.
County Fairs	JAUNT has a presence at County Fairs in Albemarle, Louisa, Fluvanna and Nelson Counties, as well as the Charlottesville Community Job Fair, Nelson County School & Community Health Fair, Senior Center Active Aging Fair, Fluvanna Active Aging Fair, Caregivers Fair, Live & Learn Resource Fair, UVA Low Vision Support Group Fair and Eco-Fair Charlottesville.
Parades	JAUNT participates in the the 4th of July Parades in Scottsville, Louisa, and Crozet
Community Partner Meetings	Rosewood Village at Hollymean, Charlottesville Health & Rehab, Golden Living, JABA Adult Day Care, Westminster Canterbury, Fluvanna Social Service Department, Life After High School.

**Transit Agency Reporting Form for Significant Transit Initiatives**

**Name of Transit System: JAUNT, Charlottesville**

<b>Initiative</b>	<b>Description of Initiative</b>
<b>Awards and Commendations</b>	
<b>Description of awards and commendations received for transit service and operating staff</b>	
Roadeo Trophies!	Three of our drivers won trophies at the annual state paratransit roadeo and the daughter of a driver won the CTAV scholarship.
Certified Community Transit Manager	Assistant Director Brad Sheffield passed the exam to become a Certified Community Transit Manager. This program is under the direction of the Community Transit Association of America.
<b>Advocacy</b>	
<b>Description of activity or member ship to APTA, local Chamber of Commerce, etc</b>	
JAUNT participates in a multitude of community committees.	JAUNT continues to be a member of the Greater Charlottesville Chamber of Commerce, the Community Transportation Association of America, the Community Transportation Association of Virginia, the Virginia Transit Association, the Interagency Councils in Louisa County, Nelson County and Fluvanna County, as well as the Nelson County Senior Advisory Committee, the Chamber's Nonprofit Council, the Chamber's Aging in Place Group, the Health Department's regional planning group and Louisa Re-Entry Council.
Jeans for JAUNT Friends	Community-wide fund-raiser for our non-profit. Supporters, agencies and staff get to wear jeans if they donate to the cause

**Transit Agency Reporting Form for Significant Transit Initiatives**

**Name of Transit System: Lake Area Bus (Lake County, VA)**

<b>Initiative</b>	<b>Description of Initiative</b>
<b>New Transit Service and Transit Service Enhancement</b>	<b>Description or examples of new or improved transit service implemented</b>
<b>New or Rehabilitative Vehicles</b>	<b>Description of new or rehabilitative buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.</b>
<b>Technology Improvements, New Amenities and Incentives</b>	<b>Description or examples of new or improved ITS technology (i.e. WiFi, next bus system), free "try it" bus pass, website improvements, etc.</b>
<b>Bus Stop Improvements</b>	<b>Description or examples of new or improved bus/transit stop implemented</b>
<b>Safety and Security Improvements</b>	<b>Description or examples of new or improved safety and security initiatives</b>
<b>Marketing Initiatives</b>	<b>Description or examples of advertising, promotion, direct mail, social media/facebook/twitter, events, etc.</b>
	Brochures for both Lake Area Bus (LAB) and Halifax Area Rural Transportation (HART) were completely restructured and updated. Brochures were also hand delivered to local businesses with the intent to increase ridership.
<b>Awards and Commendations</b>	<b>Description of awards and commendations received for transit service and operating staff</b>
<b>Advocacy</b>	<b>Description of activity or member ship to APTA, local Chamber of Commerce, etc</b>

**Transit Agency Reporting Form for Significant Transit Initiatives**

**Name of Transit System: Loudoun County Transit**

<b>Initiative</b>	<b>Description of Initiative</b>
<b>New Transit Service and Transit Service Enhancements</b>	<b>Description or examples of new or improved transit service implemented</b>
Opened a new Park and Ride lot at Brambleton, July 2012	Opened a 100 space park and ride lot in the community of Brambleton (near Ashburn, VA). There are three morning trips to Rosslyn, VA and the District of Columbia and four return trips back to the lot. The lot has a bus shelter, bus schedule holder and an information kiosk. Many passengers walk to the lot since it is part of this large community.
Opened a new Park and Ride lot at Goose Creek Village, February 2013	Began service from a newly opened proffered park and ride lot in the Goose Creek Village community (near Ashburn, VA). This 80-space lot has a bus shelter, kiosk and schedule holder. Service from this lot travels to Tysons Corner and West Falls Church Metrorail Station.
Evening hours added to two local fixed routes	Extended weekday hours were added to two local fixed route buses starting in October 2012. The hours are evening hours from 7:00 p.m. to 10:00 p.m. added to the Route 70 and Route 82 (Sterling Connector).
<b>New or Rehabilitative Vehicles</b>	<b>Description of new or rehabilitative buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.</b>
Two MCI D4500 Commuter Coaches	Purchased two new commuter coaches that were incorporated into existing bus service routes to help ease overcrowding.
<b>Technology Improvements, New Amenities and Innovations</b>	<b>Description or examples of new or improved ITS technology (i.e. WiFi, next bus system), free "try it" bus pass, website improvements, etc.</b>
<b>Bus Stop Improvements</b>	<b>Description or examples of new or improved bus/transit stop implemented</b>
LC Transit Bus Stop Signs	Installed 7 new LC Transit bus stop signs in the District of Columbia. Sign locations were determined by the District DOT then installed by our transit manager.
<b>Safety and Security Improvements</b>	<b>Description or examples of new or improved safety and security initiatives</b>
<b>Marketing Initiatives</b>	<b>Description or examples of advertising, promotion, direct mail, social media/facebook/twitter, events, etc.</b>
New Local Bus Service Route Map and Schedule Brochure	Loudoun County staff worked with Virginia Regional Transit staff to design and produce a new local bus service map brochure. This new brochure featured maps of eastern and western Loudoun County bus routes. This allowed for the map and schedules to be much larger than previous versions of the brochure. A total of 112,500 brochures were produced and of those over 91,000 were mailed to Loudoun County households.
Free Rides for Tysons Express on Earth Day	A marketing campaign to coincide with the Virginia Megaprojects "millionth rider" of transportation options utilized to reduce congestion in the Silver Line of Metrorail and the 495 Express Lanes was launched by Loudoun County. Newspaper ads were placed weeks before Earth Day (free ride day) and press releases were sent out along with emails to the general public.
<b>Awards and Commendations</b>	<b>Description of awards and commendations received for transit service and operating staff</b>
Virginia Regional Transit Award	Nancy Gourley, Transit and Commuter Services Division Manager, received the 2012 Government Individual Award from Virginia Regional Transit.
<b>Advocacy</b>	<b>Description of activity or membership to APTA, local Chamber of Commerce, etc</b>

**Transit Agency Reporting Form for Significant Transit Initiatives**

**Name of Transit System: Blacksburg Transit**

<b>Initiative</b>	<b>Description of Initiative</b>
<b>New Transit Service and Transit Service Enhancements</b>	
<b>Description or examples of new or improved transit service implemented</b>	
Expansion of Warm Hearth Route	Additional service was added to the Senior Transportation funded Tuesday Route to now include service on Wednesday.
Continued high ridership	In FY 13 BT continued to hold the 3.5 million ridership that set a new record in FY 12 and ranked number seventh in the State for passengers carried.
Virginia Municipal League Risk Mgt. Grant Awarded to BT	BT was awarded a grant for Safety and Security purchases of a portable surveillance unit and Smith System driver study guides.
Steppin' Out Shuttle service	BT has provided a park & ride shuttle service for Steppin' Out, the Town of Blacksburg outdoor summer arts festival for the last two years.
<b>New or Rehabilitative Vehicles</b>	
<b>Description of new or rehabilitative buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.</b>	
Two additional articulated buses deployed	With the current fleet having four 60' buses we have been able to re-assign trippers to other routes and eliminate the need of some trippers at peak times.
<b>Technology Improvements, New Amenities and IT</b>	
<b>Description or examples of new or improved ITS technology (i.e. Wi-Fi, next bus system), free "try it" bus pass, website improvements, etc.</b>	
BT4U	Deployed new technologies - LED Sign & Live Map view at www.BT4U.org.
BT4U	The BT4U service has seen a usage increase of 350% from 100 text messages per day to 350 texts per day a year later.
Fleet Communications-Wi-Fi	Completed studies, in the process of selecting vendors for fiber-optic installation, software & hardware.
TIGGER Grant	Hired Project Manager firm, developed concept of operations and moving forward with final system design and procurement.
<b>Bus Stop Improvements</b>	
<b>Description or examples of new or improved bus/transit stop implemented</b>	
BT4U Signage	Deployed throughout system.
Shelter policies and procedures	The bus stop improvement program has initiated the development of a Draft BT Policy and Procedures for VT Bus Shelters.
Solar shelters	For the first time, BT has ordered and received several solar bus shelters; the first two solar shelters will be installed at the Torgersen Hall stop on the Virginia Tech campus. Other solar shelters will also be installed throughout the system.
<b>Safety and Security Improvements</b>	
<b>Description or examples of new or improved safety and security initiatives</b>	
Tabletop emergency management exercise	The Town of Blacksburg held a meeting to discuss goals to improve interdepartmental communication and resource management.
Statewide tornado drill	By participating in this Statewide drill BT staff is aware of the industry best practices during severe weather events.
Employee badges updated	As part of the FY 12 APTA Peer Review findings, we have reissued all new employee badges as an identity security initiative.
Fire alarm system upgrade	The system upgrade communicates emergency alerts and alarms to inform staff of possible danger.
Emergency procedure training	On December 8, 2012 Blacksburg Police and Blacksburg Transit coordinated an emergency training exercise.
Drug & Alcohol awareness training	On April 13, 2013 Optima sponsored an awareness training for BT staff.
FBI Chemical Industry awareness training	On June 4, 2013 Operations staff attended a first responders training for this.
NTI -Infectious disease training	On June 18, 2013 Operations staff attended a day long first responders training.
Radio Communication Upgrade	Improved communication within the transit facility to reduce missed radio calls.

<b>Transit Agency Reporting Form for Significant Transit Initiatives</b>	
<b>Name of Transit System: Blacksburg Transit</b>	
<b>Initiative</b>	<b>Description of Initiative</b>
<b>Marketing Initiatives</b>	<b>Description or examples of advertising, promotion, direct mail, social media/facebook/twitter, events, etc.</b>
Commuter Route	A second commuter route was launched in September 2012. The 241 route was added to service more citizens, based on feedback collected on-board & via email/phone input.
JARC service	Advertising initiatives for our JARC service included direct mail and newspaper ads.
Festivals/Fairs/Parades	BT participated in numerous fairs/festivals and parades in an effort to encourage community interest and increase ridership. Events included: Wilderness Trail Festival, Holiday Parade, July 4th Parade, Wheels & Wagons, Off Campus Housing, etc.
Wagons & Wheels	BT hosted an art contest at a local children's community event. All artwork was then turned into large ads that were then installed on a vehicle to generate community awareness of public transportation. The bus was unveiled at a family themed "Movie On The Lawn."
Advertising Goal	BT exceeded the original revenue goal of \$90,000 by \$27,000. Two multi-year bus wrap contracts were signed during FY12, generating \$17,000 in incremental revenue in FY12, 13 and 14 for a three year total of \$51,000.
BT4U	Advertising the BT4U program throughout the Virginia Tech campus, including table cards, newspaper ads, and ads on the campus newspaper Collegiate Times racks.
<b>Awards and Commendations</b>	<b>Description of awards and commendations received for transit service and operating staff</b>
APTA Adwheel Award - Grand Prize	Best Illustrated Vehicle "There's a Better Way to Reach People" articulated bus advertising the advertising program.
APTA Adwheel Award - First Place	Campaign Category: "There's a Better Way to Reach People" marketing campaign featuring bus ads and direct mail.
VTA - Outstanding Marketing	Comprehensive Marketing Campaign for BT4U
VTA Outstanding Program Honorable Mention	Blacksburg Transit Transportation Planning Intern program - development and implementation of said project and results.
BT's Transportation Planning Internship Program	BT received a VTA honorable mention in the Outstanding Program category for "A Win Win Win Situation," resulting in over 1,400 hours of intern activities.
<b>Advocacy</b>	<b>Description of activity or member ship to APTA, local Chamber of Commerce, etc</b>
Boards and Advisory Committees	BT staff regularly attend and participate in regional meetings to support transportation options and transit in the region including the Blacksburg-Christiansburg-Montgomery Area Metropolitan Planning Organization's Policy Board and Technical Advisory Committee, the New River Valley Planning District Commission's Transportation Technical Advisory Committee and Bikeway Walkway Committee.
Virginia Transit Association annual conference	The Director and one staff member attended the 5/30-5/31/13 Virginia Transit Association conference Program.
American Public Transit Association	Membership. Staff members also attend the annual APTA Conference as schedules and funding available.
Community Transit Association America	Membership.
Community Transit Association of Virginia	Membership and Expo attendance.
American Planning Association	Membership.
Coordinated Human Service Mobility Planning	VDRPT (CHSM) meetings.
New River Valley Transportation Technical Advisory Committee	Erik Olsen, BT's Transportation Planner was elected as Chair.

**Transit Agency Reporting Form for Significant Transit Initiatives**

**Name of Transit System: GRTC Transit System, Richmond, VA**

<b>Initiative</b>	<b>Description of Initiative</b>
<b>New Transit Service and Transit Service Enhancement</b>	<b>Description or examples of new or improved transit service implemented</b>
Get Ready To Connect Initiative	» GRTC launched its first mobile apps for iPhone and Android. It provides real time bus tracker information, locates nearby bus stops, stores favorite stops and routes, and service updates. This allows customers to have direct communication with GRTC.
Kings Dominion Express Service - Route 102x Seasonal Service	» In 2013 the seasonal service is extended to provide weekend service in September and October.
<b>New or Rehabilitative Vehicles</b>	<b>Description of new or rehabilitative buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.</b>
Compressed Natural Gas (CNG) Vehicles	» New CNG fleet comprised of eight (8) 2013 Gillig low floor, 40' buses and fifteen (15) 2012 Ford E-450 paratransit buses. Additional CNG vehicles on order are: January, 2014, twenty-one (21) new Gillig low floor, 40' buses and fifteen (15) 2012 Ford E-450 paratransit buses   May, 2014, twelve (12) new Gillig low floor, 40' buses. As buses are retired they will be replaced by CNG powered vehicles as funding permits.
<b>Technology Improvements, New Amenities and Incentives</b>	<b>Description or examples of new or improved ITS technology (i.e. WiFi, next bus system), free "try it" bus pass, website improvements, etc.</b>
Redesign and content update of GRTC's website <a href="http://www.ridegrtc.com">www.ridegrtc.com</a>	This creates a fully ADA compliant website for GRTC's ridership to use.
Development of real time bus tracking technology website for the public. <a href="http://www.grtcustracker.com">www.grtcustracker.com</a>	This allows the public to review in real time the estimated arrival time of all vehicles that are due to stop at a chosen bus stop.
Development of GRTC Mobile App for Smartphones	GRTC has developed a mobile app that allows customers to view real time bus tracking information on the android or apple smartphone.
Conversion to Google for GRTC Trip Planner	GRTC converted from its older trip planner to exporting all schedule information to Google Transit for live trip planning using google tools.
<b>Bus Stop Improvements</b>	<b>Description or examples of new or improved bus/transit stop implemented</b>
Bus stop signs updated with stop numbers	» It provides real time bus tracker information by providing bus stops numbers to facilitate riders use of the new mobile app.
<b>Safety and Security Improvements</b>	<b>Description or examples of new or improved safety and security initiatives</b>
<b>Marketing Initiatives</b>	<b>Description or examples of advertising, promotion, direct mail, social media/facebook/twitter, events, etc.</b>
Get Ready To Connect Campaign	» Redesigned and updated GRTC website, <a href="http://ridegrtc.com">ridegrtc.com</a> . » Produced five new commercials to promote the new avenues for the public to communicate with GRTC, to be shown on local TV stations and Regal movie theaters. » Bus board panels on GRTC buses. » Magazine and newspaper ads.
Compressed Natural Gas (CNG) Vehicles	» Ribbon Cutting Ceremony officiated by Richmond Mayor, Dwight C. Jones, August 1, 2013, for the new GRTC CNG city buses. Mayor Jones led the maiden trip of the CNG bus from GRTC headquarters to Richmond City Hall. Event was attended by local leaders and the media.
Kings Dominion Express Service - Route 102x Seasonal Service	» Bus board ads on the rear panel of GRTC buses from Memorial Day thru Labor Day. In 2013 service is extended to weekends in September and October.
Virginia This Morning - WTVR CBS6 (live TV show)	Monthly 4 minute live interview with following features: » <b>September 12, 2012</b> - Overview of improved Customer Service in connection with Get Ready To Connect campaign.   » <b>October 3, 2012</b> - Promoted Vanpooling, featuring new Fall In Love With Vanpooling commercial.   » <b>November 28, 2012</b> - Introduction of GRTC new real time bus tracking technology for riders.   » <b>January 30, 2013</b> - Overview of what a Transfer Center is and could do for Richmond transit service.   » <b>February 13, 2013</b> - Overview of services offered by RideFinders division of GRTC.   <b>March 13, 2013</b> - Introduced the new GRTC app.   » <b>April 22, 2013</b> - RideFinders promoted its Clean Air Champion event in partnership with the Richmond Flying Squirrels.   <b>May 22, 2013</b> - Overview of the seasonal service from Richmond to Kings Dominion in partnership with the Mayor's Youth Academy and Kings Dominion
Secret Santa	"Santa" boarded buses for one week, throughout the GRTC routes, wished riders a Happy Holiday, and gave free GoCards (good for a single fare). It was promoted with press release and TV news coverage. System wide, the bus header signs flashed "GRTC Secret Santa" during the week.
National Dump The Pump Day	» Supported Dump The Pump Day on June 20, 2013, with busboards on GRTC buses, shelter signs, press release.
<b>Awards and Commendations</b>	<b>Description of awards and commendations received for transit service and operating staff</b>
<b>Advocacy</b>	<b>Description of activity or member ship to APTA, local Chamber of Commerce, etc</b>
Richmond Rides Program	» Richmond Rides was initiated. It operates under the 501-c-3 authority of GRTC division, RideFinders. Its purpose is to purchase GoCards (fare medium) from GRTC at face value and resell them at a 50% discount to partner social service and governmental agencies to be distributed to the poor. Initial funding was received from the Richmond City Mayor's Office. Fundraising efforts are in place to assure that this will be a self sustaining program.
Membership - Attendance	Virginia Transit Association (VTA) Annual Conference, May, 2013.

**Transit Agency Reporting Form for Significant Transit Initiatives**

**Name of Transit System: VRE**

<b>Initiative</b>	<b>Description of Initiative</b>
<b>New Transit Service and Transit Service Enhancements</b>	<b>Description or examples of new or improved transit service implemented</b>
Expanded seating capacity	Expanded seating capacity by adding coaches to existing trains in January and July 2013. This increased the seating capacity by approximately 400 seats each AM and PM peak period.
Step-Up ticket fare reduction	Reduced the riders cost for the VRE Step-Up ticket fare, usable on select Amtrak trains operating in the VRE service area, from \$5/ticket to \$3/ticket, in March 2013 as part of I-95 Express Lanes construction Transportation Management Plan (TMP), funded through the Express Lanes project. Step-Up ticket sales have increased 125% since the price reduction was implemented.
<b>New or Rehabilitative Vehicles</b>	<b>Description of new or rehabilitative buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.</b>
<b>Technology Improvements, New Amenities and Incentives</b>	<b>Description or examples of new or improved ITS technology (i.e. WiFi, next bus system), free "try it" bus pass, website improvements, etc.</b>
<b>Bus Stop Improvements</b>	<b>Description or examples of new or improved bus/transit stop implemented</b>
<b>Safety and Security Improvements</b>	<b>Description or examples of new or improved safety and security initiatives</b>
Threat and vulnerability assessment	A comprehensive threat and vulnerability assessment was conducted on the entire system. Staff in all departments are pursuing opportunities noted in the report to further increase the level of safety and security of VRE properties. Examples of this are new and better platform lighting, fall protection in maintenance shops and new or rehabilitated track in rail yards.
Law enforcement/first responder outreach	VRE is engaged with regional law enforcement and first responders to familiarize their staff with the rail equipment, facilities and on-track protocol to improve the safety of the officers, passengers and reduce the risk of a delays in emergency response due to unfamiliarity.

## Transit Agency Reporting Form for Significant Transit Initiatives

Name of Transit System: VRE

Initiative	Description of Initiative
<b>Marketing Initiatives</b>	<b>Description or examples of advertising, promotion, direct mail, social media/facebook/twitter, events, etc.</b>
Welcome Wagon Campaign	Direct Mail Postcard to new residents in Prince William County offering them to try VRE for the first time for free.
Tell-A-Friend Campaign	Asked riders to give us the name and address of a friend who has never tried VRE but would benefit from using it. We sent the friend two Free Ride Certificates along with a letter and a Rider's Guide.
VRE on Facebook and Twitter	VRE has it's own web site, Facebook page and Twitter accounts to reach out to the general public as well as riders.
Security Campaign	Ongoing Security Campaign, "Stand Back from the Yellow Line." Posters at stations.
Meet the Management	VRE staff and management met with VRE riders on the platforms to answer questions and gave out promotional items and refreshments.
Clifton Day	Provided trains in support of the Clifton Betterment Association's Clifton Day, October 12, 2012; provides attendees who may not otherwise use VRE an opportunity to ride VRE.
Manassas Railway Festival	Provided trains in support of the Manassas Heritage Railway Festival on June 2, 2012. Also provided transportation of the Dover Harbor from Union station to Manassas. This gave visitors the chance to tour the historic rail car as well as take excursion rides on VRE.
Toys For Tots	Held Annual "Tys for Tots" Drive in December 2012.
Operation Lifesaver Santa Trains	Held Annual Santa Train event on December 8, 2012 to promote rail safety; provides attendees who may not otherwise use VRE an opportunity to ride VRE.
Mass mailed Rider's Guides to extensive mailing list of real estate agencies, transit agencies and businesses.	We have an extensive list of 18,000 people that we mail Rider's Guides to every time the Rider's Guide is printed.
Promote VRE to schools on Career Days	Travel to schools to promote careers in transit on Career Days. The largest event is the annual VDOT Career Fair held at the Prince William County Fair Grounds.
Radio	Promoted VRE's 20th Anniversary on drive-time radio during the months of July, August and September, 2012.
2-sheet Posters	Posters at stations promoting the benefits of riding VRE.
Travel Demand Management Meeting 20 June 2013	Gave a presentation at Ft. Belvoir on how to use transit benefits to purchase VRE tickets.
Pathfinder Signs	Worked with VDOT to add new directional Pathfinder signs to direct passengers to stations.
Participate in regional and government transit Fairs	Attend various government agency and regional Transit Fairs promoting VRE and answering questions.
Legislative Train	VRE held a Legislative Reception in Richmond on February 7, 2013. A VRE train was on display so that General Assembly members could see up close what they were investing in. Members of the General Assembly were also recognized for their support.
<b>Awards and Commendations</b>	<b>Description of awards and commendations received for transit service and operating staff</b>
Certificate of Achievement for Excellence in Financial Reporting	6th consecutive year recipient of award from the Government Finance Officers Association for FY2012
<b>Advocacy</b>	<b>Description of activity or member ship to APTA, local Chamber of Commerce, etc</b>
Member, American Public Transit Administration (APTA)	Agency member, VRE CEO represents the agency in APTA committee activities
Women's Transportation Seminar	Member of the Women's Transportation Seminar (WTS), Washington, DC chapter
Transportation Research Board Commuter Rail Committee	VRE represented on the TRB Commuter Rail committee
Transit Mobile Ticketing Working Group	VRE represented in this industry-wide forum on mobile ticketing technology and implementation
WMATA NEPP Regional Operators Advisory Team	VRE represented on WMATA's working group addressing regional fare system interoperability in the procurement of its Next Electronic Payment Program (NEPP)

**Transit Agency Reporting Form for Significant Transit Initiatives**

**Name of Transit System: Winchester Transit**

<b>Initiative</b>	<b>Description of Initiative</b>
<b>New Transit Service and Transit Service Enhancement</b>	<b>Description or examples of new or improved transit service implemented</b>
New Transit Administrative Office	Construction of new office building for administrative and operations staff.
<b>New or Rehabilitative Vehicles</b>	<b>Description of new or rehabilitative buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.</b>
<b>Technology Improvements, New Amenities and Incentives</b>	<b>Description or examples of new or improved ITS technology (i.e. WiFi, next bus system), free "try it" bus pass, website improvements, etc.</b>
<b>Bus Stop Improvements</b>	<b>Description or examples of new or improved bus/transit stop implemented</b>
Bus Stop Improvements and Passenger Amenities	Installed 26 benches at bus stops without shelters. Improved ADA access to several bus stops with shelters.
<b>Safety and Security Improvements</b>	<b>Description or examples of new or improved safety and security initiatives</b>
<b>Marketing Initiatives</b>	<b>Description or examples of advertising, promotion, direct mail, social media/facebook/twitter, events, etc.</b>
Group Presentations	Presentations made to community organizations promoting fixed-route bus service and para-transit service.
Updated Schedules	Redesigned the timetables and maps in schedules so that they are easier to read and understand. Installed enlarged schedule timetables in shelters at main transfer station.
Message Center	Installed message center at main transfer station to post notices regarding service changes.
<b>Awards and Commendations</b>	<b>Description of awards and commendations received for transit service and operating staff</b>
Access Independence, Inc. Extra Mile Award	Award recognizing Winchester Transit staff for providing an exceptional Win-Tran Guide accommodating the needs of unique riders of Trolley, Para-Transit and fixed-route buses in Winchester.
<b>Advocacy</b>	<b>Description of activity or membership to APTA, local Chamber of Commerce, etc</b>
Memberships	Virginia Transit Association (VTA) and Community Transportation Association of Virginia (CTAV)

**Transit Agency Reporting Form for Significant Transit Initiatives**

**Name of Transit System: PRTC**

<b>Initiative</b>	<b>Description of Initiative</b>
<b>New Transit Service and Transit Service Enhancements</b>	<b>Description or examples of new or improved transit service implemented</b>
Capacity Enhancement/Crowding Relief	Eight (8) trips were added to relieve persistent overcrowding on commuter trips and enhance capacity during peak travel times.
Service to the new Telegraph Road Commuter Lot	Two (2) routes were reconfigured to serve the newly built (though not completed) Telegraph Road Commuter Lot.
Wheels-To-Wellness Transportation Voucher Program	Secured grant funding from the Potomac Health Foundation (PHF), continued preparations for program implementation, procured transportation providers, hired program manager. The program will lessen the out-of-pocket cost that seniors, persons with disabilities, and low-income households residing within the service area of the Sentara Hospital in Woodbridge incur for taxicab and special service transportation services for health-related trip-making that is beyond the capability of existing public transportation services. Program launched in late February. 282 health-related trips provided for 141 participants in last quarter of FY13.
OmniRide Tysons Express Route	The OmniRide Tysons Express route began operating over the I-495 Express Lanes. Service through the Express Lanes began on the day the lanes opened reducing travel times by more than 10 minutes on each trip..
On-The-Go Travel Training Program -- funded by DRPT	Established to provide one-on-one or group travel training to area residents. In addition, train-the-trainer sessions are provided for clinicians and others who may be called on to offer travel information to their clients. The training includes an instructional video, developed specifically for the program. 178 professional received "train-the-trainer" training, in addition, 643 individuals received training.
<b>New or Rehabilitative Vehicles</b>	<b>Description of new or rehabilitative buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.</b>
New Vehicles	Added 17 vehicles to the fleet: 5 45 foot commuter, 7 40 foot commuter/feeder, and 5 30 foot local service. These 30 foot buses were produced with a refreshed paint scheme to act as a moving billboard for the service.
Mid-life Vehicle Overhauls	Completed overhauls on 16 vehicles during FY13.
<b>Technology Improvements, New Amenities and Inc</b>	<b>Description or examples of new or improved ITS technology (i.e. WiFi, next bus system), free "try it" bus pass, website improvements, etc.</b>
Continued Teen Summer Pass -- funded by DRPT	Discounted pass for teen used in summer months to get them familiar and comfortable with public transit. Made passes more accessible by establishing five sales outlets within the community.
Enhanced Interactive Voice Response Feature for Call Center	Enhancements included providing the ability to check schedules, fares, and service alerts through the automated menu in the customer call center phone system. The interactive voice response (IVR) system is currently handling approximately 50 percent of all incoming calls.
<b>Bus Stop Improvements</b>	<b>Description or examples of new or improved bus/transit stop implemented</b>
Shelter Installation	Installed shelters at three bus stops in Prince William County.
<b>Safety and Security Improvements</b>	<b>Description or examples of new or improved safety and security initiatives</b>
Bus Yard Emergency Exit	Built emergency exit at rear of bus yard to ensure access to yard if main entrance is blocked under emergency conditions.
<b>Marketing Initiatives</b>	<b>Description or examples of advertising, promotion, direct mail, social media/facebook/twitter, events, etc.</b>
General Awareness Advertising	Due to the transient nature of the local population, it is necessary to maintain an advertising presence to introduce PRTC's Family of Services to newcomers. PRTC places advertising in a wide variety of print, online publications and venues.
Continued Teen Summer Pass -- funded by DRPT	Discounted pass for teen used in summer months to get them familiar and comfortable with public transit. Added value to the passes by establishing partnerships with "teen friendly" businesses, to offer discounts to teens who show passes. Continued use of remote sales outlets established in 2012.
Continued New Residents Program	Continued "Welcome To the Neighborhood" program which provides customized information to new residents for the service area and free roundtrip coupons. PRTC also runs an ad in the special newcomer booklet that accompanies telephone books delivered to new phone numbers.
Community Expo at the Potomac Nationals Stadium	Large community event for Prince William area residents. Manned table to introduce and explain PRTC's various transit and ridesharing services.
ADA Fair in Manassas	Annual event hosted by The Independence Empowerment Center. Patrons of the organization are likely to have mobility issues that do not permit them to drive. PRTC provides valuable information about local transit options and their accessibility.
PW Schools Transition Fair	The Transition Fair provides information for graduating high school seniors that will not be able to drive. PRTC has long had a presence at this annual event promoting transit use for young adults that are or will be transit dependent.
Attended many commuter transit fairs	Participated in transit fairs at the Mark Center, Ft. Belvoir, the Navy Yard, Tysons Corner, several government agencies in Washington DC to introduce and promote PRTC's transit and ridesharing services.
<b>Awards and Commendations</b>	<b>Description of awards and commendations received for transit service and operating staff</b>
APTA AdWheel Awards	Grand Prizes for Middle School Youth Outreach program and promotion of PRTC's 25th Anniversary.
<b>Advocacy</b>	<b>Description of activity or member ship to APTA, local Chamber of Commerce, etc</b>

**TDM Agency Reporting Form for Significant TDM Initiatives**

**NAME OF TDM PROGRAM: Arlington County**

<b>Initiative</b>	<b>Description of Initiative</b>
<b>NEW Service or Program</b>	<b>Description of a NEW service or program that was implement during the fiscal year that was not operating last year. Examples: Implemented a new vanpool assistance program; a new carpool incentive program, etc.</b>
Commuter Store and CommuterDirect sales expansion	Signed two new contracts to continue to sell VRE and MARC tickets for an additional 5 years. In addition, the MARC <b>contract added to capability to sell MTA Commuter Bus tickets.</b> These ticket sales started on April 1 <sup>st</sup> , 2013 and rose steadily each month.
Commuter Store Hours expansion	Extended hours of operations at the Rosslyn store in the Fall to meet customer demand; hours are now 7:00 am-7:00 pm, Monday-Friday. All three stores are now open 7:00 am-7:00 pm, Monday-Friday to help cover customer needs.
	Mobile Commuter Store sales hit an all-time high for the year of \$1,168,675, driven by higher MARC and MTA Commuter Bus ticket sales.
Commuter Information Center calls and back end sales increase	Handled 213,244 inbound calls (transit information inquiries). This increase was driven by new MTA Commuter Bus customer base. Three new staff members were added to handle ticket sales and call volume. Overall productivity per staff member remained constant.
	Electronic SmartBenefits sales totaled \$21,464,838 – this is the amount of funds CIC received from employers for transit subsidies (Elimination of paper SmartBenefit vouchers in November 2011 forced customers to Electronic SmartBenefits in 2012 and use CommuterDirect.com, taking away customers from the Commuter Store)
	NOTE: The transit benefit increased from \$125 to \$245 during the early part of 2013. This increased sales of each vendor for the final 4-5 months of this fiscal year.
	TOTAL SALES: \$44,358,186
Bus stop information expansion and updates	Installed approximately 105 new map and schedule holders at ART bus stops Updated map and schedule information at approximately 800 ART bus stops
Capital Bikeshare Expansion	Coordinated with the District Department of Transportation (DDOT), Alexandria, Montgomery County, goDCgo, and Alta Bicycle Share for the management and marketing of Capital Bikeshare.
	Expanded into Columbia Pike, Shirlington, and Fairlington and also added more stations in the Rosslyn-Ballston corridor. Total stations in Arlington increased from 42 stations at the end of FY12 to 54 stations at the end of FY13.
	155,332 trips were taken from Capital Bikeshare stations in Arlington in FY13 (up from 88,613 in FY12). The peak month was May with 18,144 trips (peak month in FY12 was June with 15,078 trips).
	Capital Bikeshare annual members that are Arlington residents increased from 1,439 to 2,120 in FY13.
<b>Guaranteed/Emergency Ride Home Program</b>	<b>Description of your TDM program's GRH/ERH program efforts (marketing, number of new registrants, total registrants, trips provided, etc.) Or describe how your program promoted a regional GRH program.</b>
	We printed our own GRH postcard with a description of the Commuter Connections program in English and Spanish to use in our materials because Commuter Connections' information was not very easy to find. We promote GRH as part of our outreach efforts.
<b>Vanpool Program</b>	<b>Description of how vanpools were promoted and formed. Include number of new vanpools formed, vanpool save, financial assistance provided, etc.</b>
	Vanpooling is included in mode options information provided to employers.
<b>Telework</b>	<b>Description of efforts to promote telework to employers and employees. Describe any assistance provided to employers or employees and number of businesses that started a new or expanded telework program.</b>
	We inform businesses about the Virginia telework tax-credit and about potential benefits of telework.

**TDM Agency Reporting Form for Significant TDM Initiatives**

**NAME OF TDM PROGRAM: Arlington County**

Initiative	Description of Initiative
<b>Major Employer Initiatives</b>	<b>Description of outreach to employers, employer transportation fairs, financial assistance to set up transit/vanpool benefits, number of employers that started benefit programs.</b>
Arlington Transportation Partners	ATP spent much of the year updating their customer information and ended the year with 698 employer clients. Of those employers, 437 (63%) in the network offer a transit benefit to over 116,000 employees – the highest rate in the DC region.
	Added 93 new clients receiving ATP services to our customer base and doubled the number of prospects added to the database from 50 employers last year to 116 this year.
	Set up Workplace Commute Champions, a new client recognition and encouragement program to raise existing clients up to higher levels of participation and to entice new clients to engage with ATP through peer encouragement. Secured 30 Champions to kick off program.
	Sold 8 Arlington Capital Bikeshare Corporate Memberships and assisted 4 new companies in applying for Bicycle Friendly Business status through the League of American Bicyclists.
	Assisted with 33 commercial and residential site plans and sold 12 Transportation Information Display units to developers and ATP clients.
	43 hotel clients of 43 major hotels – 100% of the market.
	Attended a total of 58 commuter and transportation events.
	Produced 181 customized client marketing collateral materials and 38 unique pieces for mail and electronic communications campaigns.
	FY 2013 website visits or traffic increased by 44%, unique visitors increased by 54%, and page views increased by 25%.
<b>Major Residential Initiatives</b>	<b>Description of outreach to residential groups or citizens.</b>
Arlington Transportation Partners	Grew Residential Services by 2 properties bringing the total to 325 residential clients representing 68,261 units or <b>99% of the market.</b>
<b>Major Marketing Initiatives</b>	<b>Examples: Car Free Day; Try Transit Week, major transportation fairs (not employer sites), radio, TV, print or direct mail ad campaign; social networking campaign, events, contests, incentives, etc.</b>
Car Free Diet marketing initiatives	Launched a new feature on the Car-Free Diet Partners page on the website that links each Partner to a location map with real-time transit information, as well as Capital Bikeshare and Zipcar locations and availability. This real-time transit feature will be expanded to other sites and available to other County departments to use.
	Placed targeted banner ads on Google and Facebook to direct traffic to our websites. These targeted ads produced 134,689 impressions which resulted in 10,005 views on carfreediet.com.
	Produced five “What’s Your One?” videos that appeared on our YouTube channel, Arlington TV, and prior to movies at area theaters. The videos have over 13,200 YouTube views.
	Launched a new feature on the Car-Free Diet Partners page on the website that links each Partner to a location map with real-time transit information, as well as Capital Bikeshare and Zipcar locations and availability.
	Attended 99 Street events. Distributed 98,573 brochures at events and through displays. Gathered 8,645 Car-Free Diet pledges (avg. of 92 per event)
	Produced a brochure with transit map that was inserted in The Citizen newsletter and delivered to over 110,000 households in Arlington. This brochure was also placed in transit racks throughout the County and given out at events.
BikeArlington selected initiatives	Coordinated and planned Bike to Work Day pit stops in Rosslyn and Ballston (and assisted with Crystal City and a new afternoon stop in East Falls Church). There were more than 2,220 registered riders throughout Arlington’s four stops, and Rosslyn had highest number of registered rider of any stop regionally, with 965 riders
	Updated the Arlington Bike Map and distributed over 100,000 copies throughout the year
	Organized and/or participated in 85 events with a total attendance of over 19,000 people. 49 of these events were educational seminars or speaking events which had over 1,000 attendees.
	Increased website unique visitors to 77,077 compared to 62,218 the previous year and 167,929 page views compared to 152,290 the previous year.
	Increased WashingtonAreaBikeForum.com unique visitors to 111,675 compared to 66,053 in FY12. Increased total page views to 1,518,696 compared to 884,032 in FY12. Increased number of individual posts to 31,755 compared to 18,745 in FY12
WalkArlington selected initiatives	Planned and coordinated 14 <sup>th</sup> annual Walk and Bike to School Day event in October 2012, in partnership with Arlington Public Schools; supported more than 600 participants at 2012 focus school and encouraged and supported participation of students and schools County-wide.
	Developed WalkArlington insert for May-June issue of Arlington County’s <i>Citizen</i> newsletter, distributed to 112,550 households in May 2013 and posted online.
	Partnered with the Car-Free Diet and BikeArlington to promote the PAL ( <i>Predictable/Alert/Lawful</i> ) multi-modal safety campaign and the “What’s Your One?” public awareness campaign.
	Distributed 21,832 Walkabouts brochures on request and at events; researched and ordered 5,500 promotional items for WalkArlington events and outreach.

**TDM Agency Reporting Form for Significant TDM Initiatives**

**NAME OF TDM PROGRAM: Arlington County**

Initiative	Description of Initiative
	Coordinated and participated in 15 community and partner events (walking tours, workplace walks, health fairs, environmental expos, school programs, etc.), reaching 62,955 commuters and people who live, work, and/or play in Arlington.
	Contributed content to an array of County publications, with circulation of over 100,000.
ART, Metro, Star and Senior Marketing selected initiatives	Held the "ARTists for PAL Bus Design Contest" for middle and high school students who attend school in Arlington. Worked with Arlington County Schools, Community Centers, and Libraries to promote the contest.
	Secured artwork and wrote the Terms & Conditions for the new Student SmarTrip Card that will be available in September 2013. The card will have the iRide discount (\$0.75) pre-programmed on it.
	Redesigned the STAR Rider Guide so that the information was better organized and easier to read.
	Updated and reprinted the Super Senior Taxi Brochure
	Updated and reprinted the Smart Benefits Brochure
New Hispanic Outreach	Awarded a grant from DRPT for TDM Marketing to the Hispanic Community. Recruited and hired a Spanish Language Marketing Specialist to serve as the liaison promoting County programs and services to the Spanish speaking population.
	Worked with Southeastern Institute of Research (SIR) to write and conduct a survey aimed at the Hispanic community to find out their views on transportation issues; received 277 responses in both online and in-person field surveying.
	Reached out to Hispanic organizations in the County including tenants associations, community groups, educational groups, religious groups, sports groups, and health groups in order to serve our community's rapidly growing Latino population
	Began the <i>transcreation</i> of relevant ACCS web content in Spanish.
	Attended and exhibited at Hispanic events promoting ACCS programs.
CommuterPage web site expansions/upgrades	Launched new Mura version of CommuterPage.com, including aggregated blog posts from ACCS programs and ART.
	Added MTA product section to CommuterDirect.com and continued transition to design similar to Mura sites
	Launched ART schedules for Google Maps transit trip planner
	Continued to develop transit information based on location, for desktop and mobile phone.
Mobility Lab	EVENTS: Organized and/or participated in approximately 20 events including Hack Days, panel discussions, TransportationCamp DC, USDOT Transportation Data Palooza, Jeff Speck's keynote at ACT Chesapeake, brown bag and happy hour events, and two major symposiums at George Mason University.
	NEWSLETTER: Started Mobility Lab Express on November 1 as a twice-monthly newsletter for 1,974 targeted transportation professionals around the world. Built our subscribers to 2,727 by July 15, 2013, a 28% increase. Our open rate has been around 30% well above the industry standard (18%).
	Worked to strengthen both quality and quantity on MobilityLab.org. The site generated 115,394 pageviews in FY13, up from 46,240 pageviews in FY12, a 63% increase in traffic.
	SOCIAL MEDIA: Focusing mostly on building our Twitter and Facebook audiences, we gained many influential friends and followers. Our Twitter followers grew from 163 to 875, an 81% increase. Our Facebook friends grew from 80 to 390, a 79% increase.
<b>Awards and Commendations</b>	<b>Description of awards and commendations received for TDM program/services and TDM staff</b>
Car-Free Diet Awards	2012 MarCom Gold Award for web video/branded content
	Go Green Advertising Awards for special video production
	American Advertising Awards Silver ADDY for public service – digital advertising
	2013 Communicator Gold Award of Excellence for online video
	2013 TMSA Compass Award of Merit for integrated campaign
Bike Arlington	Promoted and participated in the National Bike Challenge. BikeArlington team won the small business award for the top ridership in the nation.
<b>Advocacy for TDM/Transit</b>	
	Mobility Lab worked extensively with ACT and TRB's TDM Committee to advocate with USDOT for MAP-21 Performance Measures for CMAQ and the NHS and Interstates that are supportive of TDM and transit: peak period, focus on movement of people, multimodal.

**TDM Agency Reporting Form for Significant TDM Initiatives**

NAME OF TDM PROGRAM: City of Alexandria

Initiative	Description of Initiative
<b>NEW Service or Program</b>	<b>Description of a NEW service or program that was implement during the fiscal year that was not operating last year. Examples: Implemented a new vanpool assistance program; a new carpool incentive program, etc.</b>
Online Advertising	Advertising campaign aimed at commuters to create Program awareness and ultimately change the behavior of SOV drivers coming into and out of the City. The target audience was residents and employees in the City of Alexandria that are contemplating a change to their commute. Online advertisement pushed traffic towards the Local Motion website and Facebook page. The ads were primarily displayed on the network of Patch.com websites, to include West End Patch (Alexandria), Prince William, and Fredericksburg Patch.
Stats	Between April and May the ads generated 78,000 Impressions and 150 clicks, a 0.19% click through rate.
<b>Guaranteed/Emergency Ride Home Program</b>	<b>Description of a your TDM program's GRH/ERH program efforts (marketing, number of new registrants, total registrants, trips provided, etc.) Or describe how your program promoted a regional GRH program.</b>
Registration Total	62
Brochure Development	Created Guaranteed Ride Home rack card
Brochure Distribution	Distributed 2,259 total brochures
<b>Vanpool Program</b>	<b>Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.</b>
	N/A
<b>Telework</b>	<b>Description of efforts to promote telework to employers and employees. Describe any assistance provided to employers or employees, number of businesses that started a new or expanded telework program.</b>
Promotion	Posts and resources placed throughout the year on Facebook page and Local Motion website
	Covered telework in Employer Outreach Meetings
<b>Major Employer Initiatives</b>	<b>Description of outreach to employers, employer transportation fairs, financial assistance to set up transit/vanpool benefits, number of employers that started benefit programs</b>
Number of commuters reached at events for employers such as transportation fairs on or off employer site.	1,946
Number of commuter events such as transportation fairs on or off employer site.	28
Number of employer representatives reached at seminars such as Telework seminar or Springfield Interchange information session.	7
Number of commuters reached at presentation for employees at employer site. e.g. Metrochek rollout info session; Bike-to-work training lunch	1,490
Number of meetings with employers	8
Total number of employers reached by broadcast communications.	7,877
<b>Major Residential Initiatives</b>	<b>Description of outreach to residential groups or citizens.</b>
Brochures distributed	53,051
Pledges/Surveys Received	2,905
Events Attended	46

**TDM Agency Reporting Form for Significant TDM Initiatives**

**NAME OF TDM PROGRAM: City of Alexandria**

<b>Initiative</b>	<b>Description of Initiative</b>
<b>Major Marketing Initiatives</b>	<b>Examples: Car Free Day; Try Transit Week, major transportation fairs (not employer sites), radio, TV, print or direct mail ad campaign; social networking campaign, events, contests, incentives, etc.</b>
Commuter Challenge	Commuter Challenge was a friendly competition between Alexandria Employers that encourages all forms of alternative transportation: walking, biking, carpooling/vanpooling, bus, train, trolley, and teleworking. The Challenge ran from April 1 - April 12. Employees of participating companies recorded a daily commute log online. Employees had an opportunity to win a prize during the Challenge and three Employer Grand Prizes were awarded at the conclusion of the Challenge.
	14 organizations participated, five more than in 2012
	400 new members registered on CommuterConnections.org
	64,745 single occupancy vehicle miles were prevented
	32 tons of pollution—taking 800 trees 10 years to sequester—were prevented
	Over \$36,645 in transportation costs were saved
Facebook	251 "Likes" for the Local Motion Facebook page
Bike to Work Day	This event celebrates the regionally sponsored Bike to Work Day. Currently one "pit stop" is held at Market Square in Old Town with much success. Local vendors supply food and prizes. The City had over 500 people register.
Newsletter	The bi-annual newsletter about TDM and commuting news and events will be distributed to select zip codes (approx. 20,000 residents) and through a wide range of other channels. Through the newsletter, we will educate more residents and employees about alternative modes of transportation while increasing Local Motion brand awareness and website traffic.
Local Motion Website FY 2013	Returning Visitors (Observed Users) - 5,189
	Unique IP Addresses (Estimated Visitors) - 6,628
	New Incoming Visitors (Estimated number of visits) - 9,636
	Unique Page Views (Pages) - 41,233
	Number of times a page, image, or file is viewed (Hits) - 102,743
Carshare Alexandria	This incentive program reimburses the carsharing membership (e.g. Zipcar) application and annual members fees for residents
<b>Awards and Commendations</b>	<b>Description of awards and commendations received for TDM program/services and TDM staff</b>
Commuter Connection - 2013 Employer Organizational Achievement	The City's Local Motion Program received the Employer Services Organization Achievement Award from the Metropolitan Washington Council of Governments at the 16th annual Commuter Connections Employer Recognition Awards ceremony on Tuesday, July 25. The award recognized the City's Commuter Challenge campaign, held in early April, which included 14 companies and more than 500 employees who participated in a fun, friendly competition to encourage participants to drive alone less and use alternative methods of transportation. The two-week competition reduced vehicle miles traveled by 64,000 and saved 2,500 gallons of gas.
<b>Advocacy for TDM/Transit</b>	
Bike to Work Day Sponsorship	For 2013 City of Alexandria/Local Motion was a Silver sponsor for this event (\$6,000)
CoG meetings	Local Motion staff regular attends Commuter Connection sub-committee meetings
Vanpool Alliance/NTD Collection	City of Alexandria sits on the steering committee for the regions new National Transit Database vanpool initiative (Vanpool Alliance)
SuperNOVA Participation	City of Alexandria sits on the steering committee for this state initiative
TMP/TDM I-95 Corridor	City of Alexandria sits on this steering committee for this regional initiative

**TDM Agency Reporting Form for Significant TDM Initiatives**

NAME OF TDM PROGRAM: DATA

Initiative	Description of Initiative
<b>NEW Service or Program</b>	<b>Description of a NEW service or program that was implement during the fiscal year that was not operating last year. Examples: Implemented a new vanpool assistance program; a new carpool incentive program, etc.</b>
Live More Commute Less	DATA developed and launched a new commuter-focused website aimed at effecting positive behavior change with respect to individual commuting by demonstrating the improvements to quality of life that can result from adopting alternatives to the SOV. The <i>Live More Commute Less</i> (SM) website includes information on TDM programs for both employers and employees. This information is displayed through easily accessible dropdown menus that describe how various programs like telework and biking help the employee "Live More Commute Less" and quickly link the visitor to the appropriate resources in DATA's service area (parts of Fairfax, Loudoun, and Princer William Counties) as well as to Commuter Connections.
<b>Guaranteed/Emergency Ride Home Program</b>	<b>Description of a your TDM program's GRH/ERH program efforts (marketing, number of new registrants, total registrants, trips provided, etc.) Or describe how your program promoted a regional GRH program.</b>
<b>Vanpool Program</b>	<b>Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.</b>
VanGo	DATA worked with its partner vRide (formerly VPSI) and a number of Dulles Airport employees to form "demonstration" vanpools for airport employees. The idea behind "VanGo" was to spark interest within the airport community in vanpools as an affordable, reliable transportation alternative. Air Wisconsin agreed to participate in this jump start program that provides low cost (Riders pay only for fuel.) vanpool transportation for a 3-month period. DATA was succeseful in obtaining preferred parking for the two vans close to the worksite (important from a visibility standpoint and because shuttle service from employee parking adds nearly 1/2 to the commute). As hoped, Air Wisconsin has shown interest in subsidizing the vanpools once the grant funding has ended. The first van for Air Wisconsin employees, from Washington DC to the Airport, is currently operating. An additional van, from Manassas to the Airport, should be operational within the next month.
Telework	<b>Description of efforts to promote telework to employers and employees. Describe any assistance provided to employers or employees, number of businesses that started a new or expanded telework program.</b>
<b>Major Employer Initiatives</b>	<b>Description of outreach to employers, employer transportation fairs, financial assistance to set up transit/vanpool benefits, number of employers that started benefit programs</b>
Rotating Ride Share Program	DATA reached out to Dulles Airport area hotels and other businesses to place a bilingual ride share coordinator on site. This program, utilizing Commuter Connections ride matching software, assists underserved populations who may not have access to, or the facility to operate computers. During FY 2013, DATA's ride share coordinator was on site at over 20 Airport area hotels and businesses.
Employer Council	DATA's Employer Council is a group of human resources, facilities, and management professionals who share a common interest in employee commuting issues. Though a series of informative seminars, current issues related to transportation and commuting are discussed. Employer Council meetings in FY 2013 covered TDM strategies are part of a continuity of operations plan, dynamic ridematching (featuring Avego, now Carma), transit benefits, and DATA's <i>Live More Commute Less</i> (SM) website (see above). In addition, DATA maintains an Employer Council Blog for the sharing and discussion of ideas and best practices.
E3Calc	DATA's ground breaking E3Calc, employee environmental and emissions calculator, allows businesses to calculate the impact their employees' commuting practices have on the company's carbon footprint, including the contribution, if applicable, of fleet operations and local/long distance business travel. Additional modules calculate "what if" analyses on potential changes in commuting patterns and the cost/benefit of instituting TDM programs. During FY 2013, E3Calc surveys were performed at the following businesses: PB Americas, Southland Industries, Quest Diagnostics (2), Dewberry (2), Hyatt Dulles, The Aerospace Corporation (2), and NOVEC (6).
Employer Transportation Fairs	DATA continued participation in employer transportation and benefit fairs throughout FY 2013. Organizing the involvement of Fairfax County, Clean Air Partners, Commuter Connections and vRide, DATA attended fairs at Aerospace, Oracle, Reston Hospital Center, and the National Reconnaissance Office. DATA staff imparted in-depth commuting information to over 150 employees.
<b>Major Residential Initiatives</b>	<b>Description of outreach to residential groups or citizens.</b>
<b>Major Marketing Initiatives</b>	<b>Examples: Car Free Day; Try Transit Week, major transportation fairs (not employer sites), radio, TV, print or direct mail ad campaign; social networking campaign, events, contests, incentives, etc.</b>
<b>Awards and Commendations</b>	<b>Description of awards and commendations received for TDM program/services and TDM staff</b>
<b>Advocacy for TDM/Transit</b>	

**TDM Agency Reporting Form for Significant TDM Initiatives**

**NAME OF TDM PROGRAM: TRANSPORTATION SERVICES GROUP - FAIRFAX COUNTY DEPARTMENT OF TRANSPORTATION**

Initiative	Description of Initiative
<b>New Service, Service Enhancements and Major Initiatives and Incentives</b>	<b>Examples: Carpool or vanpool incentives; new resident program; school pool program; expanded market/service area; etc.</b>
Member Commuter Connections	2013 Work Program - Ridematching, GRH, Pool Rewards, Surveys, Mass Marketing; includes radio, Employer Recognition Awards, Bike to Work Day and Car Free Day participation.
Best Workplaces for Commuters + New Best Workplaces "Best Sites" for Developers and Malls.	Seven Fairfax County Employers and two new BEST SITES received National Recognition for implementing Major Trip Reduction. All 9 were awarded in front of The Board of Supervisors.
I-95 (Express lanes) Transportation Management Plan	Work with VDOT, DRPT, and regional partners to promote the use of HOV and commute alternatives along the new I-95 Express lanes TMP construction zone
Transit Benefit Incentives	Partner with WMATA's SmartBenefits Program to create a one-time incentive to encourage commuters to change mode from driving alone to using public transportation (include vanpooling)
ShuttlePool Program	Work with Fairfax County employers to implement long distance commuter "ShuttlePools" to help relieve congestion. The Inova ShuttlePool PILOT program that was funded for the first six months using I-495 TMP money. This valuable service continues to operate daily along the I-66 and I-95 corridors at no cost to the taxpayers.
Commuter Connections - Pool Rewards - Carpool and vanpool Incentive Program	Program using cash incentives to first time carpoolers and vanpools
VanStart & VanSave Vanpool (Seat Filling Program)	The VanStart program, which funds empty seats during the critical startup phase of new vanpool; and the VanSave program is for existing vanpools that are experiencing problems in their passenger levels due to loss of riders. Program Participants are required to enroll in both the regional GRH and Ridematching program.
NuRide	Promote Ridematching (Reward Program)
Bike Benefit Match Program	Employers receive a 50% match for each employee participating in a verifiable Bike to Work Program. Fairfax County will reimburse the company for 50% of the cost, per participant per month. Over a six month period the employer would receive 50% in matching funds.
WeGoMil real-time RideMatching system	Assist NVRC with implementation: The project's goal is to bring real-time ridesharing to DoD employees and contractors who were directly impacted by the re-locations from the base re-alignment and closure (BRAC), and traveling along the I-95/395/495 and Route One Corridors
<b>Major Business/Resident/Commuter Marketing Initiatives</b>	<b>Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.</b>
Member Commuter Connections 2012 Umbrella campaign - GRH and RIDEMATCHING	Umbrella campaign - GRH and RIDEMATCHING
One Less Car Marketing Campaign	Attended over 47 Employer Commuter or transportation fairs. Outreach efforts included the use of in-house advertisement material for employers to promote SOV reduction.
"Live More... Commute Less" Campaign	Worked with DATA, contracted TMA to create a new outreach campaign with regional input, i.e. Loudoun County
Car Free Day and Try Transit Week	Raised awareness of events: large mailing of posters to major employer. Promoted on FCDOT website.
Pentagon Transportation Fair (DOD)	Over 900 Commuters assisted. Provide transportation alternatives to employees at the Pentagon.
New Media Marketing Efforts: TDM YouTube Video	Created new TDM videos to educate and promote awareness of programs and resources available to County commuters. Subject Matter included newly open Saratoga Park and Ride, Best Workplaces for Commuters and the Commuter Friendly Communities)
Facebook Outreach	Update on major TDM events, i.e. Car Free Day, Try Transit week, and Bike To Work Day. Also provide information about new trends in commuting and local transit delays and weather advisories.
BRAC Outreach: Ft. Belvoir, NGA and DHHQ.	Hold major fairs, workshops, and commuter events, i.e. creating density plots, surveys, and host vanpool formation meetings.
FCDOT Community-Friendly Communities	Educating and working with property managers at residential sites to identify/implement TDM programs. Update residential database and Commuter-Friendly Communities website with quarterly awardees.
Fairfax County Bicycle Route Map	Handed out and mailed to employers and commuters to encourage biking and increase bike program participation.
SmarTrip Card Distribution	Hand out SmarTrip cards and hold fairs to promote use of transit.
Hospital and Healthcare Professionals	Direct Marketing efforts to encourage use of transit, ride matching, shuttle ridership, vanpool ridership, and GRH at worksites.
Washington Business Journal	Use the journal to update our in-house outreach database and clients list.
Density Plots	Create free GIS density plots for larger employers to identifying high density clusters to encourage transit use or vanpool and carpool formation.
"Dump The Pump" Campaign	Ran large ad in Mega Projects newspaper. Signage on Connector bus exterior. "Dump the Pump" email sent to over 600 employers and 30 residential sites.
Micro-Fiber Bike Map	Updated Tysons employer 12x12 micro-fiber map was printed and distributed at fairs and meetings held throughout the year to raise awareness of commuter bike routes Tysons Corner.
Hoover Employer Database	Implement the use of Hoovers (D&B) Employer Research tool that assisted with information on customers analytics to promote TDM strategies and help with planning.

**TDM Agency Reporting Form for Significant TDM Initiatives**

**NAME OF TDM PROGRAM: TRANSPORTATION SERVICES GROUP - FAIRFAX COUNTY DEPARTMENT OF TRANSPORTATION**

Initiative	Description of Initiative
<b>Advocacy for TDM/Transit</b>	
Member Commuter Connections Network - Regional MPO	Have FCDOT representatives attend meetings at MWCOG year round. Exchange information about programs and initiatives with regional participants to enhance our programs.
TMA's including: DATA, TyTran (Tyson- TDM), TAGS, LINK	Encourage employers and residents to implement alternative mode use.
Fairfax County Economic Development Authority	Meet with FCEDA staff <del>or</del> on a semi regular basis to promote Fairfax County.
ACT member	Association Commuter Transportation (National and Regional) TDM Advocates member. Actively participant at seminars, symposiums, webinars, conferences, etc. to educate about FCDOT programs and learn about potential programs FCDOT may implement.
VA MegaProjects Construction and Employer Solution Team	Promote Transit, Ride matching , GRH, and alternative modes.
I-495 Express Toll Lanes	Partnering with Transurban (VDOT) to promote new Express lanes (toll) lanes that opened in December 2012.
Dulles Corridor Metrorail project	Promote Transit, Ride matching , GRH, and alternative modes.
BRAC Transportation Coordinators meeting and partnerships	Promote Transit, Ride matching , GRH, and alternative modes including strong push for vanpooling.
Promote new and existing Bike programs	Partner with Fairfax Advocates for Better Biking (FABB) and Washington Area Bicycling Association (WABA) to promote the use of commuting to work safely by bike.

**TDM Agency Reporting Form for Significant TDM Initiatives**

NAME OF TDM PROGRAM: GW RideConnect

Initiative	Description of Initiative
<b>NEW Service or Program</b>	<b>Description of a NEW service or program that was implement during the fiscal year that was not operating last year. Examples: Implemented a new vanpool assistance program; a new carpool incentive program, etc.</b>
I-95 Express Lanes Van Start / Save Program	GW RideConnect started administering a vanpool start up and save program for vanpools that travel a portion of I-95 from Garrisonville Road in Stafford County to Edsall Road in Fairfax County. This program is part of the I-95 Express Lanes TMP. Each vanpool receives a flat rate fee of \$150.00 per empty seat. The program began in May and has resulted in the formation of six new vanpools and saving one vanpool. Another vanpool is expected to join the program next week.
<b>Guaranteed/Emergency Ride Home Program</b>	<b>Description of a your TDM program's GRH/ERH program efforts (marketing, number of new registrants, total registrants, trips provided, etc.) Or describe how your program promoted a regional GRH program.</b>
<b>Vanpool Program</b>	<b>Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.</b>
Vanpool Formation and Maintenance of the fleet of 400 vanpools	74 new vanpools were started this year. Vanpools with vacancies were listed and advertised on the Vanpool Connections page of the GW RideConnect website. A new vanpool login was installed on this page to track interest in vanpools and to provide additional assistance to clients seeking vanpool connections. Van start and Save subsidies were distributed this year and matchlists were sent out automatically to vanpools with vacancies.
<b>Telework</b>	<b>Description of efforts to promote telework to employers and employees. Describe any assistance provided to employers or employees, number of businesses that started a new or expanded telework program.</b>
<b>Major Employer Initiatives</b>	<b>Description of outreach to employers, employer transportation fairs, financial assistance to set up transit/vanpool benefits, number of employers that started benefit programs</b>
Leasing commuter parking for employees travelling to NSWC in Dahlgren	GW RideConnect leased 105 parking spaces from private property owners for commuters travelling to the Naval Service Warfare Center in King George County this year utilizing CMAQ funding. Commuter parking spaces were leased due to the lack of VDOT commuter parking in this area of the Region.
<b>Major Residential Initiatives</b>	<b>Description of outreach to residential groups or citizens.</b>
Realtor Outreach Program	Staff reaches out to the realtor association and boards in the GW region and distributes TDM information packets to them. The information is placed in new homes for buyers moving to the area.
<b>Major Marketing Initiatives</b>	<b>Examples: Car Free Day; Try Transit Week, major transportation fairs (not employer sites), radio, TV, print or direct mail ad campaign; social networking campaign, events, contests, incentives, etc.</b>
Fall, winter and spring / summer advertising Campaigns	GW RideConnect conducts 3 major advertising campaigns where radio advertising is utilized featuring "The Commute Fairy". Additional color print advertisements appear in the Fredericksburg Free Lance-star newspaper with periodic advertising in the 3 weekly newspapers in the GW region.
Website Use	GW RideConnect's website receives at least 24,000 hits per year and has become a recognized resource for commuting information in the region.
Google Advertising	GW RideConnect purchases advertisements on BING and GOOGLE which has helped clients locate our website.
<b>Awards and Commendations</b>	<b>Description of awards and commendations received for TDM program/services and TDM staff</b>
Centennial Broadcasting Award - Commute Fairy Winter Vacation Radio Advertisement	This ad won 2nd place in the "Best of the Best Commercials" for the Virginia Centennial Broadcasting Awards, 2nd quarter 2013.
<b>Advocacy for TDM/Transit</b>	

**TDM Agency Reporting Form for Significant TDM Initiatives**

NAME OF TDM PROGRAM: Loudoun County Commuter Services

Initiative	Description of Initiative
<b>NEW Service or Program</b>	<b>Description of a NEW service or program that was implement during the fiscal year that was not operating last year. Examples: Implemented a new vanpool assistance program; a new carpool incentive program, etc.</b>
Energy Awareness Campaign for Loudoun County Employees	Created (along with a County committee) a year-long Energy Awareness Campaign that includes events related to commuting/reducing vehicle trips and emissions during the months of February, March and July as well as in some smaller fashion during the other months.
<b>Guaranteed/Emergency Ride Home Program</b>	<b>Description of a your TDM program's GRH/ERH program efforts (marketing, number of new registrants, total registrants, trips provided, etc.) Or describe how your program promoted a regional GRH program.</b>
<b>Vanpool Program</b>	<b>Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.</b>
Vanpools Seeking Riders website page	Created a new page on the website for vanpools to list details about vanpools with empty seats
	Planned and carried out a "First Vanniversary" celebration for vanpoolers at Verizon with Rideshare by Enterprise
<b>Telework</b>	<b>Description of efforts to promote telework to employers and employees. Describe any assistance provided to employers or employees, number of businesses that started a new or expanded telework program.</b>
<b>Major Employer Initiatives</b>	<b>Description of outreach to employers, employer transportation fairs, financial assistance to set up transit/vanpool benefits, number of employers that started benefit programs</b>
Loudoun County Business Assistance Team	Conducted orientation/outreach meeting regarding the new Loudoun County Business Assistance Team
Commuter Celebration	Planned and carried out a "commuter celebration" for employees at Southland Industries. Some 55 employees stopped by for a light breakfast to celebrate Southland Industries Honorable Mention at the 2012 Commuter Connections Employer Awards
Green Business Challenge	Planned, coordinated and carried out the multiple sessions for the Green Business Challenge Summer Coffee Series which included promotion of commuting alternatives. Invited staff member from Rideshare by Enterprise to speak about vanpools during the August session.

**TDM Agency Reporting Form for Significant TDM Initiatives**

**NAME OF TDM PROGRAM: Loudoun County Commuter Services**

<b>Initiative</b>	<b>Description of Initiative</b>
<b>Major Marketing Initiatives</b>	<b>Examples: Car Free Day; Try Transit Week, major transportation fairs (not employer sites), radio, TV, print or direct mail ad campaign; social networking campaign, events, contests, incentives, etc.</b>
	Loudoun County staff worked with Virginia Regional Transit staff to design and produce a new local bus service map brochure. This new brochure featured maps of eastern and western Loudoun County bus routes. This allowed for the map and schedules to be much larger than previous versions of the brochure. A total of 112,500 brochures were produced and of those over 91,000 were mailed to Loudoun County households.
	In late September began a long campaign promoting "Start Small" Rideshare Tuesday ad where we encourage residents to try a different commute (carpool, bike, walk or transit) just one day a week – start small. These ads are in three to four papers a week depending on the publication dates.
	Started a campaign promoting the cost savings of ridesharing with the "Don't Pay the Pump" ads. These ran in all the local newspapers for a few weeks.
	Placed display ads in three local newspapers promoting CarFreeMetroDC. Also made posters for the government center
<b>Awards and Commendations</b>	<b>Description of awards and commendations received for TDM program/services and TDM staff</b>
<b>Advocacy for TDM/Transit</b>	
	Over the course of this fiscal year (2012) Office of Transportation Services staff hosted 54 events in and around Loudoun County. Twenty-three of those were commuter fairs and "lunch and learn sessions" held with Loudoun County employers; sixteen events took place in Tysons Corner at employer related commuter fairs and earth day celebrations; and the other fifteen events included the Pentagon DOD fair, community "Green" functions, Reality Stores at the high schools and Bike to Work Day pit stops.
	Worked with Loudoun County mapping team to develop a park & ride look-up tool for the County website
	Provided on-site support for AOL "Monster Help Day" service project which resulted in the collection of GIS data and photos of amenities and hazards for bicycle commuters along and adjacent to the W&OD Trail in Loudoun County.
	Performed follow up with Commuter Connections applicants from the months of June 2012 through May 2013. For the first time since implementing this follow up survey, we offered survey respondents a \$5 Target gift card for their efforts. The average response rate averaged almost 40%.

**TDM Agency Reporting Form for Significant TDM Initiatives**

NAME OF TDM PROGRAM: Middle Peninsula Planning District Commission TDM Program

Initiative	Description of Initiative
<b>NEW Service or Program</b>	<b>Description of a NEW service or program that was implement during the fiscal year that was not operating last year. Examples: Implemented a new vanpool assistance program; a new carpool incentive program, etc.</b>
Safe Routes to School	MPPDC TDM program staff worked with Town of West Point on Safe Routes to School Program implementation
<b>Guaranteed/Emergency Ride Home Program</b>	<b>Description of a your TDM program's GRH/ERH program efforts (marketing, number of new registrants, total registrants, trips provided, etc.) Or describe how your program promoted a regional GRH program.</b>
GRH Promotion	Radio and print ads to promote GRH program which included several free talk show appearances and a weekend spotlight on Middle Peninsula Rideshare GRH program which ran with spotlight on Bay Transit on local radio station
GRH Program	1 new GRH registrant
<b>Vanpool Program</b>	<b>Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.</b>
<b>Telework</b>	<b>Description of efforts to promote telework to employers and employees. Describe any assistance provided to employers or employees, number of businesses that started a new or expanded telework program.</b>
CIT Broadband Study	MPPDC partnered with the CIT Broadband for a study to look at expansion of broadband services in the region. Without access to broadband, many Middle Peninsula citizens are unable to telework. MPPDC is currently working on a proposal to continue these efforts with funding from US Dept of Commerce EDA.
<b>Major Employer Initiatives</b>	<b>Description of outreach to employers, employer transportation fairs, financial assistance to set up transit/vanpool benefits, number of employers that started benefit programs</b>
Bigbox Stores Outreach	Letters sent to Bigbox employers in region - Walmart, Home Depot, Lowes. Presentation given to Walmart Employees in Gloucester in August, 2012.
<b>Major Residential Initiatives</b>	<b>Description of outreach to residential groups or citizens.</b>
<b>Major Marketing Initiatives</b>	<b>Examples: Car Free Day; Try Transit Week, major transportation fairs (not employer sites), radio, TV, print or direct mail ad campaign; social networking campaign, events, contests, incentives, etc.</b>
NASCAR RADIO Sponsorship	MPPDC partnered with NNPDC to sponsor local radio broadcasts of NASCAR races with ads promoting cost saving benefits of carpooling and saving both agencies advertising funds
GRH Promotion	Radio and print ads to promote GRH program which included several free talk show appearances and a weekend spotlight on Middle Peninsula Rideshare GRH Program and Bay Transit on local radio station
Combined print ads and radio promos	Promotions centered on cost savings of carpooling
<b>Awards and Commendations</b>	<b>Description of awards and commendations received for TDM program/services and TDM staff</b>
<b>Advocacy for TDM/Transit</b>	
CHSM Committee	MPPDC TDM staff serve on the MPNN CHSM Committee to promote mobility management for the disabled, elderly and low income MP residents
Bay Transit Stakeholder Group	MPPDC TDM staff serve on the Bay Transit Stakeholder Group
Association for Commuter Transportation	MPPDC TDM staff serves as Treasurer of the Chesapeake Chapter of the Association for Commuter Transportation which provided training regarding LEEDS certification, vanpool formation and University TDM programs to members, employers and other interested parties
Association for Commuter Transportation	MPPDC TDM staff serves as Secretary of the ACT Telework and Alternative Work Schedules Council which worked with the ACT Public Policy Council regarding national issues relating to telework

**TDM Agency Reporting Form for Significant TDM Initiatives**

NAME OF TDM PROGRAM: NeckRide.org (Northern Neck Planning District Commission)

Initiative	Description of Initiative
<b>NEW Service or Program</b>	Description of a NEW service or program that was implement during the fiscal year that was not operating last year. Examples: Implemented a new vanpool assistance program; a new carpool incentive program, etc.
<b>Guaranteed/Emergency Ride Home Program</b>	Description of a your TDM program's GRH/ERH program efforts (marketing, number of new registrants, total registrants, trips provided, etc.) Or describe how your program promoted a regional GRH program.
<b>Vanpool Program</b>	Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.
<b>Telework</b>	Description of efforts to promote telework to employers and employees. Describe any assistance provided to employers or employees, number of businesses that started a new or expanded telework program.
<b>Major Employer Initiatives</b>	Description of outreach to employers, employer transportation fairs, financial assistance to set up transit/vanpool benefits, number of employers that started benefit programs
<b>Major Residential Initiatives</b>	Description of outreach to residential groups or citizens.
<b>Major Marketing Initiatives</b>	<b>Examples: Car Free Day; Try Transit Week, major transportation fairs (not employer sites), radio, TV, print or direct mail ad campaign; social networking campaign, events, contests, incentives, etc.</b>
NeckRide.org ads on Bay Transit Buses	NeckRide.org supports Bay Transit by advertising the TDM program on BT's buses. Campaign began in early 2013 with ads placed on eight buses operated by Bay Transit in the four counties of the Northern Neck of Virginia.
NeckRide.org Marketing Postcard	Low-cost, highly-visible postcards promoting NeckRide.org mailed regularly to target industries in the region.
Coordinated marketing of NeckRide.org via Northern Neck Tourism Commission marketing materials	Collaborated with the Northern Neck Tourism Commission in the development of a Tourism Brochure featuring a large NeckRide.org ad. The brochure was printed in May 2013 with a print run of 50,000 copies, of which 17,000 were distributed as an insert in the regional magazine "The Local Scoop."
<b>Awards and Commendations</b>	<b>Description of awards and commendations received for TDM program/services and TDM staff</b>
<b>Advocacy for TDM/Transit</b>	

**TDM Agency Reporting Form for Significant TDM Initiatives**

NAME OF TDM PROGRAM: NSVRC (RideSmart)

Initiative	Description of Initiative
<b>NEW Service or Program</b>	Description of a NEW service or program that was implement during the fiscal year that was not operating last year. Examples: Implemented a new vanpool assistance program; a new carpool incentive program, etc.
Vanpool Assistance	Created a new vanpool assistance follow up program
Facebook	Created a Facebook page for RideSmart
<b>Guaranteed/Emergency Ride Home Program</b>	Description of a your TDM program's GRH/ERH program efforts (marketing, number of new registrants, total registrants, trips provided, etc.) Or describe how your program promoted a regional GRH program.
<b>Vanpool Program</b>	Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.
<b>Telework</b>	Description of efforts to promote telework to employers and employees. Describe any assistance provided to employers or employees, number of businesses that started a new or expanded telework program.
<b>Major Employer Initiatives</b>	Description of outreach to employers, employer transportation fairs, financial assistance to set up transit/vanpool benefits, number of employers that started benefit programs
Lord Fairfax Community College	Began assisting the college with a ridesharing program
Winchester Medical Center	Made outreach to WMC regarding how we can assistance with ridesharing activities
<b>Major Residential Initiatives</b>	Description of outreach to residential groups or citizens.
<b>Major Marketing Initiatives</b>	Examples: Car Free Day; Try Transit Week, major transportation fairs (not employer sites), radio, TV, print or direct mail ad campaign; social networking campaign, events, contests, incentives, etc.
TV, Radio and Print	Created new RideSmart commercial for use in our television ad campaign (TV3 Winchester); produced new radio spots; worked with an agency to create and produce billboard art; incorporated RideSmart into the NSVRC's annual report; RideSmart TV spots on the NSVRC youtube channel;
<b>Awards and Commendations</b>	Description of awards and commendations received for TDM program/services and TDM staff
<b>Advocacy for TDM/Transit</b>	
Presentation to NSVRC Board of Commissioners	Staff made a presentation to the NSVRC Board of Commissioners promoting the RideSmart program

**TDM Agency Reporting Form for Significant TDM Initiatives**

NAME OF TDM PROGRAM: PRTC OmniMatch

Initiative	Description of Initiative
<b>NEW Service or Program</b>	<b>Description of a NEW service or program that was implement during the fiscal year that was not operating last year. Examples: Implemented a new vanpool assistance program; a new carpool incentive program, etc.</b>
Vanpool Alliance	Work continued on the regional vanpool program. MOU between PRTC, NVTC, and GRTC was signed, start-up funding was secured, Program Advisory Board was appointed and held several meetings, Program Manager was hired, marketing services were procured, collateral material designed and produced, RFP was issued for program software (contract awarded in July 2013), outreach to existing vanpool owners/operators occurred continuously. Program launch anticipated in the first quarter of FY2014.
<b>Guaranteed/Emergency Ride Home Program</b>	<b>Description of a your TDM program's GRH/ERH program efforts (marketing, number of new registrants, total registrants, trips provided, etc.) Or describe how your program promoted a regional GRH program.</b>
<b>Vanpool Program</b>	<b>Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.</b>
VanSave	PRTC provided VanSave funding for two vanpools. Total expended \$3,300. A third vanpool from Prince William County received funding through the I-95 Express Lanes TMP (one month during FY13, \$600).
PWC Vanpool Personal Property Tax Relief Program	Provided tax relief for a total of 27 vans.
<b>Telework</b>	<b>Description of efforts to promote telework to employers and employees. Describe any assistance provided to employers or employees, number of businesses that started a new or expanded telework program.</b>
<b>Major Employer Initiatives</b>	<b>Description of outreach to employers, employer transportation fairs, financial assistance to set up transit/vanpool benefits, number of employers that started benefit programs</b>
Employer Seminar	In cooperation with the Dulles Area Transportation Association presented two employer seminars (one in the Dulles area and one in Prince William County). Subjects included providing the transit benefit to employees, sustainability, vanpool programs and telework.
General Employee Transportation Fairs	Attended commuter fairs including events at Fort Belvoir (3), Lockheed Martin (PWC facility), several employers in the Tysons Corner area, Mark Center, Joint Base Bolling/Anacostia, and the Pentagon promoting transit and TDM.
<b>Major Residential Initiatives</b>	<b>Description of outreach to residential groups or citizens.</b>
<b>Major Marketing Initiatives</b>	<b>Examples: Car Free Day; Try Transit Week, major transportation fairs (not employer sites), radio, TV, print or direct mail ad campaign; social networking campaign, events, contests, incentives, etc.</b>
<b>Awards and Commendations</b>	<b>Description of awards and commendations received for TDM program/services and TDM staff</b>
DATA award	Rideshare Specialist Holly Morello received DATA's Mobility Management Partner award for her role in advancing regional cooperation through her participation on several Commuter Connections committees and subcommittees as well as increased cooperation between DATA and PRTC's employer outreach program.
<b>Advocacy for TDM/Transit</b>	
Bike to Work Day	Participated in planning for the event and staff volunteered at one check point.

**TDM Agency Reporting Form for Significant TDM Initiatives**

NAME OF TDM PROGRAM: Rappahannock-Rapidan Regional Commission - RRCommute

Initiative	Description of Initiative
<b>NEW Service or Program</b>	Description of a NEW service or program that was implement during the fiscal year that was not operating last year. Examples: Implemented a new vanpool assistance program; a new carpool incentive program, etc.
<b>Guaranteed/Emergency Ride Home Program</b>	Description of a your TDM program's GRH/ERH program efforts (marketing, number of new registrants, total registrants, trips provided, etc.) Or describe how your program promoted a regional GRH program.
<b>Vanpool Program</b>	Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.
Assisting formation of new vanpools	New 15 passenger vanpool began in the third quarter
Assisting current vanpools	Assistance given to two vanpools
<b>Telework</b>	Description of efforts to promote telework to employers and employees. Describe any assistance provided to employers or employees, number of businesses that started a new or expanded telework program.
<b>Major Employer Initiatives</b>	Description of outreach to employers, employer transportation fairs, financial assistance to set up transit/vanpool benefits, number of employers that started benefit programs
Business Expo	Distributed RRCommute information to approximately 25 participants at Orange County Business Expo
<b>Major Residential Initiatives</b>	Description of outreach to residential groups or citizens.
<b>Major Marketing Initiatives</b>	Examples: Car Free Day; Try Transit Week, major transportation fairs (not employer sites), radio, TV, print or direct mail ad campaign; social networking campaign, events, contests, incentives, etc.
Community Events	Pentagon Dept of Defense Transportation Fair, Warrenton Spring Festival, Madison County Business Expo, Culpeper Fest, Mark Center Transportation Fair
<b>Awards and Commendations</b>	Description of awards and commendations received for TDM program/services and TDM staff
<b>Advocacy for TDM/Transit</b>	

**TDM Agency Reporting Form for Significant TDM Initiatives**

**NAME OF TDM PROGRAM: RideFinders, a division of GRTC Transit System**

<b>Initiative</b>	<b>Description of Initiative</b>
<b>NEW Service or Program</b>	<b>Description of a NEW service or program that was implement during the fiscal year that was not operating last year. Examples: Implemented a new vanpool assistance program; a new carpool incentive program, etc.</b>
Credit Cards for Commuter Store Purchases	In August 2012, implemented the use of credit card for customer purchases in the RideFinders Commuter Store. Customers are charged a 3% convenience fee to cover the Square charges. Total credit card sales for FY13 was \$17,276.73.
EZ Pass On-the-Go Retailer	RideFinders was selected by VDOT to be an EZ Pass On-the-Go Retailer in April 2013. VDOT and RideFinders worked together on a press release. VDOT issued a press release. One added benefit for customers to purchase their EZ Pass at RideFinders is the ability to register their EZ Pass using the onsite kiosk. For FY13, RideFinders sold 172 transponders totaling \$6,160 in sales. Customers cannot use credit cards to purchase an EZ Pass.
Conference Room Expansion	RideFinders expanded its conference room to better accommodate meetings and public hearings. Work included interior trades such as demolition, glass installation, hardware, mechanical, construction, and electrical work. Utilized a SBE for the contracted services
RideFinders Research Project- Phase II	Phase II will extend both the data collection and impact evaluation process deployed in Phase I to the remaining services that RideFinders supports (although some may be operated by other organizations, e.g., commuter express bus, fixed route transit choice riders, bike/walk, etc.). Phase II will gather specific program-level impact information from customers using these services to identify those who took action based on RideFinders' assistance (switched from Single Occupancy Vehicle (SOV) travel modes) and then estimate the role and impact of RideFinders' assistance in motivating these actions. Together, Phase I and Phase II information will enable RideFinders to calculate and report TDM total or RideFinders' "overall impact" on the Richmond region.
RideFinders Mobile App	Early stages of development for RF's new mobile app. Design phase has been completed and currently in coding phase; still within timeline for beta testing in early August. App to include local park 'n ride data, up-to-date air quality forecasts, news and event updates and contact information for RF's.
GreenRide Connect website	Innovative new web-based rideshare program procured to replace old GIS system. Enables users to receive instant rideshare matches as well as request for an Emergency Ride Home. Ridematching is available 365 days, 24/7. * terminated contract with NuRide as of April 30, 2013 with the following summary results:16,712,163 reduced VMTs, 663,911 reduced car trips, 813,770 gallons of gas saved, 10.96 tons reduced NOx, 10.81 tons reduced VOC, 7,974.96 tons reduced CO2 from 1,015 active registered NuRide clients noting 753,509 recorded trips since 2009 with an average of 364.8 parking spaces saved per week day.
<b>Guaranteed/Emergency Ride Home Program</b>	<b>Description of a your TDM program's GRH/ERH program efforts (marketing, number of new registrants, total registrants, trips provided, etc.) Or describe how your program promoted a regional GRH program.</b>
	Visited Chesterfield County Park Nride lots( Commonwealth 20, Bon Air, Lowes) to pass out ERH brochure and registration forms; email notifications sent to entire database listing
	, # of registrants for FY13 (1822), # of trips for FY13 (167) Total Cost for FY13 (\$9,996.13)
	A welcome letter and brochure to all new registrants within 7 days of their registration. In addition to that we provide a summary of the ERH program to clients that seek information regarding ride matching, so they are aware of the program. The information regarding the ERH program is also located on our company web site, explaining the full details of the ERH program and its guidelines. Monthly packets are also sent to the City of Richmond per their request.

**TDM Agency Reporting Form for Significant TDM Initiatives**

**NAME OF TDM PROGRAM: RideFinders, a division of GRTC Transit System**

Initiative	Description of Initiative
<b>Vanpool Program</b>	<b>Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.</b>
<b>"Fall in Love with Vanpooling" Campaign</b>	RideFinders needed to communicate all of the vanpooling benefits: cost-savings, ease of registering for vanpool placement, the convenience of not having to drive and relaxing on the way into work, the reduction of wear and tear on personal vehicles, but in a creative and effective way. Starting with a 60: second commercial that captivated audiences to follow Vanity Vanpool as she met her vanpool to her attending a special event to collateral materials urging commuters to fall in love with vanpooling, the campaign created one of the most resonated messages in the Richmond region. Web banners placed on traffic page of local tv station, CBS 6, constant Twitter and Facebook outreach touting the campaign; newspaper advertisements; mouse pads giveaways; pop-up display and posters in RideFinders Commuter Store; one page fact sheet and FAQ developed and distributed; vanpool formation meetings; two 4-minute interviews on Virginia This Morning local television program touting the campaign and the vanpool program; commercial and interviews on Team RideFinders YouTube channel were used to promote the campaign. As a result, RideFinders vanpool fleet increased by 5.5%. Twitter followers were up from 240 to 344- a 43% increase. Unique website numbers rose from 1,349 in September to 1,812 in February- a 34% increase. Vanpool registrations increased by 22%.
<b>Other</b>	Met with Swift Creek Baptist church and obtained permission for overnight vanpool and commute rparking; secured an arrangement with VA Center Commons for 63 parking spaces for vanpools and commuters at a cost of \$30 to be paid by parkers; extensive communication with 3rd parties (Va Center Commons, County of hnerico, Bass Pro Shops, Green Top Sporting Goods, Home Dept, Brown Grove Baptist Church, Faith Landmark, Chamberlayne United Methodist Church) to secure parking for vanpools being displaced from parking at the Walmart at Parham & Brook Road; Developed a Vanpool Advisory Committee and held quarterly conference calls to get program and service improvement recommendations and updates; Quarterly meetings held with each vanpool provider
<b>Sales</b>	Sold over \$152,000 in vanpool vouchers to participating employers with Employee Trip Reduction programs
<b>Vanpool Formation Meetings</b>	For route changes to 81 & 82, 7 vanpool formation meetings were held to determine the number of potential commuters. 1 vanpool was formed originating from Chesterfield (Swift Creek Baptist Church) destined to Downtown Richmond. Conducted Lunch N Learn at Allianz; also held 3 vanpool formation meetings for commuters affected by changes to the 95 Express route; staff also met with commuters in the Park n' Ride lots and rode the buses to distribute vp formation information and pricing to ridership.
<b>Vanpool Provider Support</b>	provided technical assistance to individuals interested in starting a vanpool company; added Enterprise Rideshare and Ride EZ LLC as additional vanpool providers to participate in NTD reporting; added 1 new vanpool from Virginia Commuter Services for ERH and ridership recruitment support; increased Vanpool net growth by 13 new
	Provided ongoing support for vanpool vendor, K&K Connections, including seat subsidies through Vansave totalling \$2,461; , vanpool riders and quarterly vanpool meetings. K&K has a net increase of 2 vanpools from beginning of FY13 to a total of 43 vanpools.
<b>VA Megaproject Webinar</b>	Attended the VA Megaprojects webinar to review the I-495 VanStart Program Report and the Dulles TMP - 2013 Vanpool Program. Also, promoted partnership to work closely with VA Megaprojects to promote RF's vanpool incentives and facilitate new vanpool formations to Tysons Corner.
<b>VanStart/VanSave</b>	Invested \$6,475.91 to support initial van starts and to keep vans on the road while recruiting to fill empty seats

**TDM Agency Reporting Form for Significant TDM Initiatives**

**NAME OF TDM PROGRAM: RideFinders, a division of GRTC Transit System**

Initiative	Description of Initiative
<b>Telework</b>	<b>Description of efforts to promote telework to employers and employees. Describe any assistance provided to employers or employees, number of businesses that started a new or expanded telework program.</b>
Processed telework/tra reimbursement requests	Reimbursed a total of \$137,456.47
Education	Staff attended Tax Credit webinar facilitated by DRPT; webinar on Managing the Mobile Workforce; the Virginia Small Business Forum on telework tax credit; participated in National Telework Week and published an ad in local newspapers;forwarded 6 cases studies to DRPT for utilization and provided contact information of program participants for DRPT interview for a reporter;
Companies added	YWCA of Richmond, Adams, Jenkins & Cheatham, Bill Talley Ford; provided technical support and maintenance to over 40 companies with previously established telework programs
<b>Major Employer Initiatives</b>	<b>Description of outreach to employers, employer transportation fairs, financial assistance to set up transit/vanpool benefits, number of employers that started benefit programs</b>
Route 60 and 360 Corridor (part of the Mayor's Poverty Commission report)	Account Executives went door to door to employers on these 2 corridors to distribute Clean Air Collateral and introduce to RideFinders services. They visited 116 employers resulting in 847 Air Quality brochures being distributed ; As a result follow-up postcards were developed to communicate 3 messages: "Thank you for allowing presentation," "There's still time to schedule an appointment," and "XXXXXXX"
Downtown Corridor Outreach	Visited over 30 businesses with the Downtown Corridor to promote RideFinders' programs and services, specifically the Clean Air campaign. Most were aware of RideFinders and the services we provided. Very receptive to accepting our clean air marketing collateral to display within their lobbies and to share with colleagues.
Stony Point Office Park	Visited about 20 businesses to promote RideFinders' programs and services. 11 accepted air quality marketing collateral.
Commuter Choice	RideFinders processed 386 Commuter Choice orders totaling \$253,914.00 and maintains a database of over 52 CC employers Established the following new Commuter Choice programs: Hilton Garden Inn, Davenport & Company LLC, Health Diagnostic Laboratory,Doubletree Hotel,; Notified ETC network of the Fiscal Cliff legislation regarding the increased Transit Benefit
Go Card Sales to Human Service Agencies	RideFinders processed 62 Transit Fare media sales orders for Human Service agencies totaling \$18,831.00 . These are agencies (not employers) that provide transit trips for their clientele (i.e., Crossroads Ministry, OAR, etc.)
Participation in Chamber Events	Attendance and networking at Henrico Business Council; Virginia Hispanic Chamber of Commerce Mixer Events; Chesterfield Business Council, Hanover Business Council,
School Survey	Visited ECPI University in Chesterfield and surveyed students. Received 32 respondents with 77% stating they would likely use ridesharing if it were made available by ECPI. Reviewed potential JARC funding for pilot program. Several meetings with Virginia College to discuss Swipecard Program potential and feasibility of student survey.
Retail Vendors	Recruited vendors to stock GRTC bus schedules- DLW Veterans Outreach Training Center. Recruited the following vendors to sell transit fare media due to their location to transit routes and population density: Seven-11 at Harrison & Grace, Va Food Mart, Stop N Go, Shell,
Employer Assistance	Provided the Virginia State Bar HR Director with commute options for employee with disabilities and other personal restrictions; provided City of Richmond with registration packets on a monthly basis; TransportationFairs hosted at the University of Richmond, Federal Reserve Bank Earth Day, Washington Henry Elementary School Earth Day, VCU Great Big round-up, Goodwill Industries Transportation Fair, VCU Health System Benefits Fair, Presentation made to Chesterfield Towne Center Merchant's Breakfast, provided Open High School Environmental Studies Class with Air quality materials; presented carpool and vanpool service sportfolio to Old Dominion University Career Switcher Program Workshop; presentation to BDC Capital ManagementColumbia Gas;First Citizens Bank; ECPI University to discuss potential pilot Shuttle service; presentation to Fort Lee Cross Functional Team...also provided TDM plans from other BRAC facilities as an example;

**TDM Agency Reporting Form for Significant TDM Initiatives**

**NAME OF TDM PROGRAM: RideFinders, a division of GRTC Transit System**

Initiative	Description of Initiative
Employee Transportation Coordinators	Increased ETC network by adding the following companies: YWCA, Second Presbyterian Child Care Center, Advantech Maggie Walker Business and Technology Center, Richmond Prep Christian Academy, Health Diagnostic Laboratory, Inc., Va museum of Fine Arts, Southland Corporation, Oak Knoll Middle School, Chickahominy Middle School, CarMax, Va Dept of Health, Goodwill Industries, Fresh Anointing Cathedral, Arbys', Capital Hotel, Boy Scouts of America, Avail Marketing, AAA Insurance, Centura College, Cobb Theatre, CarLotz, J Sargeant Reynolds, Cottrell Communications, held ETC quarterly Advisory Committee Meetings;
Direct Mail Campaigns	Outreach staff mailed RideFinders introductory programs and services letters to the following business directories: 1,276 letters to Greater Richmond Chamber of Commerce, 131 letters to Powhatan Chamber of Commerce database; 277 letters to Goochland businesses; XXXXX and then followed up with phone calls; also mailed 3100 packets to area businesses that included a letter from Executive Director, clean air materials order form, brochure and poster and article for RTD; email blast article for distribution through the Chesterfield and Petersburg Chambers of Commerce; direct mail pieces also sent to Child Care Centers in the region
<b>Major Residential Initiatives</b>	<b>Description of outreach to residential groups or citizens.</b>
<b>Major Marketing Initiatives</b>	<b>Examples: Car Free Day; Try Transit Week, major transportation fairs (not employer sites), radio, TV, print or direct mail ad campaign; social networking campaign, events, contests, incentives, etc.</b>
Beat The Traffic Sponsorship	Ongoing broad-based commuter campaign throughout the year that integrates RideFinders into CBS 6 traffic reports encouraging commuters to visit RideFinders website or call us. Opportunity to have the traffic reporter attend RideFinders special events. CBS 6 has run a minimum of 25 Beat The Traffic promotional commercials per month. The promotional commercials are 30 seconds in length and are evenly distributed across all dayparts, including Prime Time! Virginia This Morning segments are a result of this sponsorship.
Clean Air Campaign	Clean Air PSA commercial featuring Von Tisdale & Jerome Brooks from the Department of Environmental Quality in heavy rotation airing on CBS 6, WRIC 8, NBC 12, CW Richmond, Bounce & Fox Richmond. Clean Air Radio PSA with Ms. Tisdale & Mr. Brooks in heavy rotation airing on Radio One, ESPN 950 and Cox Radio stations. Direct mail campaign to area employers; clean air articles submitted to Petersburg, Chesterfield, and Colonial Heights Chambers of Commerce; distributed clean air materials to area employers.  Clean Air Champions Night at the Richmond Flying Squirrels - April 22. The event served as the kick-off to the Annual Clean Air Campaign. The honorees were representative of the 2012 Clean Air Champion partners whose efforts helped to improve the region's air quality by promoting and implementing RideFinders programs and services such as telework as well as the organizations and jurisdictions that provided financial investments to the program. Von Tisdale, executive director of RideFinders, and Charles Mitchell, GRTC's Chief Operating Officer, presented the awards to the honorees. Honorees were: Bill Talley Ford, Chesterfield County, The City of Richmond, Crater Planning District Commission, Department of Environmental Quality, Department of Rail and Public Transportation, Fire Solutions, General Assurance, Green Top Sporting Goods, Henrico County, ML Belli Construction, Richmond Regional Planning District Commission, 2nd Solutions, Tanner Van Lines, & YWCA.  The Team RideFinders heroes made a special appearance and participated in on-field contests and games, signed autographs and took pictures with fans. Distributed air quality materials, screen wipes and mouse pads. Event was promoted on-air and social media. Interview segment on CBS 6 Virginia This Morning with Executive Director and Mr parney of Richmond Flying Squirrels. Submitted Clean Air article to the Colonial Voice for inclusion in 10,000 copies of the edition
Bike Smart Richmond Sponsorship with Fox Richmond	A five-month campaign designed to encourage everyone to ride their bikes safely and promote biking as an eco-friendly, economical, good-for-you mode of transportation for all ages. Sponsorship includes four customized television bike safety messages and sponsor messages, on-air promotion with logo visibility, web banners on FoxRichmond.com website, mobile phone scratch-off "Bike Smart Quiz" - a fun way to educate and reinforce safety rules of the road. Distributed RideFinders materials during the Virginia Cap2Cap Ride at Rockett's Landing, Bike Week III and Richmond Raiders game. Three interview segments on Fox Richmond's Morning Marketplace Show.
Movie Theater Marketing	Fall in Love with Vanpooling" commercial was shown in local Regal Cinemas for 8 weeks. Regal Cinema screens include: Commonwealth 20 with IMAX (Midlothian/Chesterfield), Shortpump 14 (Richmond), Southpark Mall 16 (Colonial Heights), Virginia Center 20 (Glen Allen), West Tower Cinema 10 (Richmond), and Westchester Common 16 (Midlothian/Chesterfield).
Partnership with Biking Community	Promoted RideRichmond's Commuter Challenge and Bike to Work Day activities via ETC network, social media outlets, website and Commuter Store. Participated in Bicycling Mixer presented by Virginia Bicycling Federation and RideRichmond.

**TDM Agency Reporting Form for Significant TDM Initiatives**

<b>NAME OF TDM PROGRAM: RideFinders, a division of GRTC Transit System</b>	
<b>Initiative</b>	<b>Description of Initiative</b>
Memberships & Sponsorships	Memberships with the various Chambers of Commerce (Greater Richmond, Chesterfield, Colonial Heights, Hopewell-Prince George, Petersburg, Virginia Hispanic), Membership with the Public Relations Society of America- local and national. Sponsorships include 2013 Redskins Training Camp Silver Sponsorship on ESPN 950 which included radio commercials and sponsorship billboards; Historic Petersburg Foundation's 10th Annual Ball in the 'Burg which included half-page ad in event program, mention in print ads, logo on event signage, tickets to event, special recognition during event.
Partnership with Chesterfield Towne Center	The six-month piloted partnership with Chesterfield Towne Center (CTC) provided a unique opportunity to educate mall employees and shoppers about its program and services and encourage participation in alternative transportation such as carpooling, transit and vanpooling. RideFinders "owned" much of the mall's prime advertising real estate boasting 10 trumpet banners of Team RideFinders heroes hanging in the Food Court one for each of the seven Team RideFinders heroes, one total Team RideFinders banner and one social media banner; branded wrap of CTC's Guest Services desk; RideFinders business cards, brochures, registration forms and giveaways at Guest Services, training of Guest Services staff to answer questions about RideFinders; 600 weekly incoming call mentions with "brought to you by RideFinders"-15,600 calls during the period; meetings with mall tenants; articles in CTC's merchant memo every other month at 130 stores; announcements on CTC's outdoor marquee -90,000 eyes per day; email blasts in CTC's Commercial and interviews on Team RideFinders YouTube channel were used to promote the campaign. As a result, RideFinders vanpool fleet increased by 5.5%. Twitter followers were up from 240 to 344- a 43% increase. Unique website numbers rose from 1,349 in September to 1,812 in February- a 34% increase. Vanpool registrations increased by 22%. Air article to the
"Science Matters" Sponsorship with The Community Idea Stations WCVE	A one-year pilot partnership that raises awareness and educates families about clean air, environmental sustainability and good stewardship. The Science Matters Sponsorship provides a unique opportunity to accomplish this as well as helps raise awareness about current science topics that impact the community and the world through its public television shows such "NOVA," "Sid the Science Kid" and "Nature." The solicitation was a direct result of a direct mailer sent by RideFinders during the 2012 Clean Air Campaign. RideFinders name and message will be connected to the Science Matters initiative through on-air spots on Public TV, Public Radio and on the Science Matters web page. The spots will include company name and message followed by "...proud sponsor of Science Matters." Production costs of the spots are included in the sponsorship. The agreement includes: 3 credits per week on a combination of WCVE PBS, WHTJ PBS & WCVW PBS, 3 credits per week on WCVE Public Radio, Web-button ad with hyperlink, articles for inclusion on Science Matters website and social media platforms.
Community Events	Stone Soul outreach event, City of Richmond Business Appreciation Awards Ceremony, Santa's Arrival at Chesterfield Towne Center; Provided Fox richmond with materials for the Virginia Cap2Cap Ride at Rockett's Landing; began communicating with RVA Streets Alive for FY14 participation; participation in the Style Weekly RVA Earth Day in Historic Manchester; Retail Merchants Expo; staffed a table at the Hispanic Chamber Feria la Oportunidad; Richmond International Raceway for the Community Resource Fair; WE CARE Richmond Back to School Festival
Communication Efforts	"Share your commute and save," Peter Bacque, Richmond Times-Dispatch; News feature under Awards section in <u>Richmond Times-Dispatch</u> . All TV interviews for the entire year are posted on social media outlets: YouTube and Facebook: Account Executive interviewed by <u>La Prensa (Hispanic Newspaper)</u> : use of <u>www.ridefinders.com</u> : <u>YouTube, Facebook and Twitter for RideFinders news and announcements and all videos</u>
<b>Awards and Commendations</b>	
Award of Merit, Integrated Communications Category, Public Relations Society of America Richmond Chapter	Project "Fall in Love with Vanpooling Starring Vanity Vanpool." Vanity Vanpool encourages commuters to stop driving alone and fall in love with vanpooling by joining her and other vanpoolers. This message was the hallmark of the "Fall of in Love with Vanpooling" campaign, an integrated communications program that included compelling branding, community outreach, print collateral, social media outreach, partnerships, movie theaters and traditional media marketing.
Award of Merit, Community Relations Category, Public Relations Society of America Richmond Chapter	Project "Satellite Office: RideFinders Partners with Chesterfield Towne Center." After conducting market research, RideFinders realized it was time to open a "satellite" office to reach new commuters, increase awareness and visibility and create a positive relationship with a community mainstay. The six-month piloted partnership with Chesterfield Towne Center (CTC) provided a unique opportunity to educate mall employees and shoppers about its program and services and encourage participation in alternative transportation such as carpooling, transit and vanpooling. The result- a partnership that connected and engaged mall employees and shoppers to RideFinders through a multifaceted community relations program which was reflected through constant messaging reinforced through visual and verbal communication strategies.
Award of Merit, Research Evaluation Category, Public Relations Society of America Richmond Chapter	Project "Making an Impact: An Evaluation of RideFinders' FY2012 Transportation Demand Management Program." RideFinders, Central Virginia's lead agency for advancing transportation demand management (TDM) strategies, provides residents and employers in the Richmond region with commuter services that encourage the use of carpooling, vanpooling, transit, biking, walking, and teleworking to Single Occupant Vehicles (SOV) for travel to and from work. While RideFinders advances numerous transportation related programs, it has done so without adequate financial resources to assess and report the agency's true impact in vehicle miles traveled (VMT), reduction in air pollution inputs, and energy saved. RideFinders assessed the performance and impacts that each of its major touch-points had on prospects and customers.

**TDM Agency Reporting Form for Significant TDM Initiatives**

**NAME OF TDM PROGRAM: RideFinders, a division of GRTC Transit System**

<b>Initiative</b>	<b>Description of Initiative</b>
Gold Award, Communications/Public Relations/Special Event Category, MarCom Awards	Project "RideFinders 30th Anniversary & Open House Celebration." RideFinders leveraged its 30th anniversary as an opportunity to reinforce relationships with key stakeholders, enrich the brand, solidify key partnerships and highlight the achievements of the organization. RideFinders' public relations program encompassed many successful integrated strategies that demonstrated its strengths, viability and commitment to the community. The 30th Anniversary and Open House Celebration, replete with a Grand Opening Ribbon Cutting of the RideFinders new location, provided a platform to showcase these accomplishments while serving as a catalyst to ensure ongoing continued investment and support when intense competition for funding from limited and constrained resources is at an all time high.
Honorable Mention, Marketing/Promotions/Materials/Calendar Category, MarCom Awards	Project "2012 Limited Edition Team RideFinders Calendar." When RideFinders began to envision its 30th Anniversary, it wanted to create a powerful way to tell the RideFinders story- past, present and future- in a way that invigorated the brand and made a meaningful impact statement to key audiences. Thus, the Limited Edition Team RideFinders 2012 Official Calendar was created. The calendar keepsake was strategically used to promote RideFinders and link the Team RideFinders heroes to the core programs and services in a visually stunning and succinct manner as a tool to stay connected with its audiences and create excitement for potential clients.
<b>Advocacy for TDM/Transit</b>	
Participation with external entities	Attended seminars sponsored by Urban Land Institute; attended Greater Richmond Chamber's Regional Transportation Conference, City of Richmond's Economic Development Business First Committee Meeting.
Richmond Area Metropolitan Planning Organization activities	Voting member of the Technical Advisory Committee- formal presentation by SIR on Phase I research project to TAC; nonvoting member of the MPO; member of the MPO ITS Work Group; atyendance at CTAC (Citizens Technical Advisory Committee) and EDAC (Elderly and Disabled Advisory Committee)
Crater Planning District Commission	Non-voting member of the Tri-Cities TAC; met with Exceutive Director of Tri-Cities MPO and staff to share RFs programs and discuss strategy for Fort Lee and Virginia State University; added an MPO staff member to RideFinders Advisory Board
Other	Attended Governor's signing of the Transportation Bill at the Capitol; presented an overview of RideFinders services to STIR and the Fort Lee Cross Functional Team; attendance in the Better Housing Coalition Community Bus Tour; attended meeting with City of Richmond representtaives regarding the Transportation Initiative of the Mayor's Anti -Poverty Commission;

**TDM Agency Reporting Form for Significant TDM Initiatives**

**NAME OF TDM PROGRAM: Roanoke RideSolutions**

<b>Initiative</b>	<b>Description of Initiative</b>
<b>NEW Service or Program</b>	<b>Description of a NEW service or program that was implement during the fiscal year that was not operating last year. Examples: Implemented a new vanpool assistance program; a new carpool incentive program, etc.</b>
Rdesigned website	New website with member registration and online maintenance, online Guaranteed Ride Home access, and other enhanced services.
Google Transit	Worked to make Valley Metro, Smart Way, Mountain Express, and college shuttles on Google Transit. Significant promotion in December.
Improved Bike Month	Expanded upon previous Bike Month offerings, primarily the Night Rider's Ball in partnership with Kirk Avenue Music Hall in Downtown Roanoke
Region 2000 Expansion	Launched RIDE Solutions services in Region 2000 to serve the greater Lynchburg region.
New Park and Ride capacity	Added two informal park and rides in Region 2000.
<b>Guaranteed/Emergency Ride Home Program</b>	<b>Description of a your TDM program's GRH/ERH program efforts (marketing, number of new registrants, total registrants, trips provided, etc.) Or describe how your program promoted a regional GRH program.</b>
Online Access	Migrated GRH to our website to allow members to have online access to their vouchers. Promoted the ease of access for the new program.
<b>Vanpool Program</b>	<b>Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.</b>
Vanpool Program	We do not currently offer vanpools in the Roanoke region.
<b>Telework</b>	<b>Description of efforts to promote telework to employers and employees. Describe any assistance provided to employers or employees, number of businesses that started a new or expanded telework program.</b>
Telework	No significant telework efforts in Roanoke.
<b>Major Employer Initiatives</b>	<b>Description of outreach to employers, employer transportation fairs, financial assistance to set up transit/vanpool benefits, number of employers that started benefit programs</b>
Bike Month with Carilion Clinic	Worked extensively with Carilion Clinic on Bike Month activities, including a major Bike to Work Day event.
Fairs	Attended fairs at major employers in the region, including Anthem BlueCross BlueShield, Norfolk Southern, and Orvis.
Employer Outreach	New employers added to the partnership program included major players like Anthem, Gentry Lock Rakes and Moore, and the local AECOM office.
<b>Major Residential Initiatives</b>	<b>Description of outreach to residential groups or citizens.</b>
Civic Group Outreach	Presented to neighborhood groups throughout the region.
Eath Day	Exhibited at Earth Day in Roanoke's Grandin Village and hosted free bike tune ups with partner Underdog Bikes.

**TDM Agency Reporting Form for Significant TDM Initiatives**

**NAME OF TDM PROGRAM: Roanoke RideSolutions**

<b>Initiative</b>	<b>Description of Initiative</b>
<b>Major Marketing Initiatives</b>	<b>Examples: Car Free Day; Try Transit Week, major transportation fairs (not employer sites), radio, TV, print or direct mail ad campaign; social networking campaign, events, contests, incentives, etc.</b>
Clean Commute Challenge	Our annual month long effort to promote clean commuting each May, with a focus on bike commuting for Bike Month. We had events in both Roanoke and Lynchburg, with several Bike to Work day events and lots of media coverage. We awarded trophies and bike racks to a number of individuals and a business, VDEQ, who logged the largest number of clean miles for the month. We also debuted the new trip logger on our redesigned website.
Bike Shorts Film Festival	In partnership with the Taubman Museum of Art and The Shadowbox Microcinema, we hosted the 3rd Annual Bike Shorts Film Festival to launch Bike Month. We received submissions from all over the country and filled the theater at the Taubman, the largest crowd they've ever had. Media coverage from WDBJ7 helped bring attention to other Bike Month events.
Google Transit	Working with Trillium Transit, we brought all of the local transit systems online with Google Transit. A multimedia marketing effort in December included television, print ads, social media, and bus ads to promote the new service. Strategic marketing was also done with employer partners like Virginia Western Community College to promote ridership among tech-savvy students.
Lynchburg Launch	A robust marketing and PR effort was undertaken to launch our expansion to Lynchburg with social media - targeted Facebook and Google Adwords ads - and a robust PR initiative by Kelly Hitchcock working local TV and radio.
Bus Ad Rebranding	Worked with Valley Metro and key local partners on an effort to improve the look and feel of advertising within the buses to address some of the social stigma associated with public transit. Developed an ad template and worked with the Jefferson Center, Downtown Roanoke Inc., Save-a-Ton, and others to bring better looking ads focused on a choice-rider population. These ads only used excess ad space and so did not result in a revenue hit.
<b>Awards and Commendations</b>	<b>Description of awards and commendations received for TDM program/services and TDM staff</b>
<b>Advocacy for TDM/Transit</b>	
Bike Planning	Continued to work with localities on bike infrastructure improvements. Lynchburg launch included a particular focus on downtown Lynchburg and partnering with organizations like Lynch's Landing and the local Chamber to better connect bicycling for transportation to healthy lifestyle issues.
Transit Work	Work on the Google Transit launch included meetings with City of Roanoke staff, including the Citizens for Clean and Green group, to advocate for improvement to transit and a stronger emphasis on transit as a key part of the City's overall sustainability efforts.
Mobility Workgroup	Worked with the City of Roanoke on a parking workgroup to improve parking policy in the downtown core, including access to alternatives. In the short term, resulted in the city's first Bike Corral at the market building.
Blue Ridge Transportation Safety Board	Began attending meetings of the Blue Ridge Transportation Safety board to promote safe biking and bike/driver education.

**TDM Agency Reporting Form for Significant TDM Initiatives**

**NAME OF TDM PROGRAM: Thomas Jefferson PDC**

<b>Initiative</b>	<b>Description of Initiative</b>
<b>NEW Service or Program</b>	<b>Description of a NEW service or program that was implement during the fiscal year that was not operating last year. Examples: Implemented a new vanpool assistance program; a new carpool incentive program, etc.</b>
Fluvanna County Park & Ride at Jefferson Center	Worked with County officials and property owner/management company to establish a new Park & Ride outside the gates of Lake Monticello. Over 3700 workers live in the community and 60% commute to Charlottesville. Work on the initiative began in February 2013 and agreement was finalized on July 1, 2013.
<b>Guaranteed/Emergency Ride Home Program</b>	<b>Description of a your TDM program's GRH/ERH program efforts (marketing, number of new registrants, total registrants, trips provided, etc.) Or describe how your program promoted a regional GRH program.</b>
Guaranteed Ride Home	A total of 147 registrants were added to the Guaranteed Ride Home program in FY13. Of this amount, 120 were renewals and 27 were new registrants. A total of nine GRH trips were provided.
<b>Vanpool Program</b>	<b>Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.</b>
Louisa to Charlottesville vanpool	A vanpool from Louisa to Charlottesville was formed in December 2012 after discontinuation of a JAUNT commuter route providing similar service. The vanpool was subsidized through Vanstart and assistance from vRide. Unfortunately, the vanpool was not sustainable and was discontinued in May 2013.
Waynesboro to Charlottesville vanpool	A vanpool from Waynesboro to Charlottesville was formed in April 2013. The route consists of mostly University of Virginia employees and has stops at Fontaine Research Park and the University. This was a collaborative effort of CSPDC and TJPDC. The vanpool did not require any subsidy and has been successful so far with happy riders. RideShare plans to form a second vanpool in fall of 2013 that will assist riders with different hours and/or work locations in downtown Charlottesville.
<b>Telework</b>	<b>Description of efforts to promote telework to employers and employees. Describe any assistance provided to employers or employees, number of businesses that started a new or expanded telework program.</b>
RideShare "Don't Miss the Bus to Commuter Tax Breaks" workshop	A workshop for employers was held during RideShare Week in October 2012. The workshop included presentations from RideShare, DRPT (telework tax benefit) and an experienced teleworker in the Charlottesville area. The event was attended by representatives from a few large area employers and also received media coverage.
<b>Major Employer Initiatives</b>	<b>Description of outreach to employers, employer transportation fairs, financial assistance to set up transit/vanpool benefits, number of employers that started benefit programs</b>
Northrop Grumman Earth Day	Provided information and ride matching to Northrop Grumman employees during Earth Day fair.
James Madison University vanpool meeting	Held meeting at JMU to discuss potential vanpool options for long distance employees. Continuing to work with staff at JMU parking to analyze transportation patterns with the goal of forming vanpools.
<b>Major Residential Initiatives</b>	<b>Description of outreach to residential groups or citizens.</b>
Charlottesville Area Job Fair	RideShare participates as a resource for job seekers in this twice yearly event.
Charlottesville Business Expo	RideShare hosts a booth at the annual Business Expo to increase employer contacts and let members of the community know about our services.
Charlottesville Bike Rodeo	RideShare is a sponsor of this annual event that teaches bike safety to children. This is also an opportunity to promote Clean Commute Day and encourage participants to take the Clean Commute Pledge.
Additional community events	RideShare participates in several other community events across our coverage area including Harrisonburg Bike Day, Charlottesville Green Fest, Earth Day, Government Services Day and others as opportunities arise.
<b>Major Marketing Initiatives</b>	<b>Examples: Car Free Day; Try Transit Week, major transportation fairs (not employer sites), radio, TV, print or direct mail ad campaign; social networking campaign, events, contests, incentives, etc.</b>
RideShare Week	RideShare Week is held each year in October. For 2012 RideShare Week, RideShare gave away three \$100 prizes to commuters with three ways to enter the contest: 1. Register with RideShare, 2. Log commute miles on the RideShare website or 3. Send in a photo of your commute using an alternative to driving alone. In addition to the contest, RideShare held an employer workshop entitled, "Don't Miss the Bus to Commuter Tax Breaks."
Clean Commute Day	RideShare hosted Clean Commute Day along with JAUNT, Charlottesville Area Transit and University Transit Service. Area residents were encouraged to take the Clean Commute Pledge and were entered into a drawing to receive a grand prize of Amtrak tickets or runner up prize from Whole Foods. A record number of 225 pledges were received, and the event received both paid and earned media coverage.
<b>Awards and Commendations</b>	<b>Description of awards and commendations received for TDM program/services and TDM staff</b>
ACT 40 Under 40	Lisa Horanyi received an ACT 40 Under 40 TDM professional award at the 2013 ACT conference. This was awarded in FY14 but listed here as it was based on work completed during and prior to FY13.
<b>Advocacy for TDM/Transit</b>	
MPO and Rural Tech Committees	RideShare serves as an advisory member of MPO and Rural technical committees at CSPDC and TJPDC.