

## Major TDM Initiatives

Arlington County Commuter Services (ACCS), Arlington County	
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>
The Commuter Store	Moved into the new Ballston Commuter Store Kiosk located on the platform next to the Ballston Metro entrance and bus depot; sales and visits to the store have increased by 11 percent during the first nine months. Extended hours of operations at the Crystal City store in the spring to meet customer demand; hours are now Monday-Friday, 7 a.m. to 7 p.m.
Capital Bikeshare	Expanded in the Rosslyn-Ballston corridor from four stations to 28 stations in FY 2012; total stations in Arlington went from 18 stations at the end of FY 2011 to 42 stations at the end of FY 2012.
<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>
Arlington Transportation Partners (ATP) – Employer-Residential-Development Services	Broke through the 650-employer customer mark and ended the year with 702 employers in the network of which 465 offer a transit benefit to over 150,000 employees – the highest rate in the D.C. region. ATP also added 22 employers into Level 3 and Level 4 status and added 50 employer prospects to the database.
ATP – Capital Bikeshare Corporate Memberships	Sold four Arlington Capital Bikeshare Corporate Memberships and assisted six new companies in applying for Bicycle Friendly Business status through the League of American Bicyclists.
ATP – Residential Site Planning	Assisted with 42 commercial and residential site plans, a record amount in FY 2012; sold 22 Transportation Information Display units to developers.
ATP – Residential Services Growth	Grew residential services by eight properties bringing the total to 324 residential clients representing 67,719 units or 99 percent of the market.
ATP – Commuter and Transportation Events	Attended a total of 46 commuter and transportation events.
ATP – Customized Marketing	Produced 127 customized client marketing collateral materials and 18 unique pieces for mail and electronic communications campaigns.
ATP – Publication Distribution	Quarterly <i>Solutions</i> newsletters distributed to 48,000 (three publications) and <i>e-Solutions</i> electronic newsletter distributed to 1,800 key employer contacts.
ATP – Website Traffic Increased in FY 2012	FY 2012 saw an increase in website visitor traffic by 20 percent.
ATP – Social Media Efforts	ATP grew in the area of social media by transitioning client communications. There are currently 112 Facebook followers and 200 Twitter followers; and 38 blogs were posted to various social media websites.
Commuter Information Center – CIC (CommuterDirect.com)	Handled 127,238 inbound calls (transit information inquiries); completed 340,970 transactions (340,017 individual + 953 corporate).
Distribution, Logistics and Bus Stop Information	Distributed over 473,000 brochures and timetables to individuals, companies and information display locations. Installed approximately 95 new map and schedule holders at ART bus stops. Updated map and scheduled information at approximately 800 ART bus stops. Repaired or replaced over 65 ART bus stop signs due to vandalism, storms or accidents. Made over 1,000 deliveries to internal clients including Commuter Stores, government locations and ACCS staff.
Marketing – Car-Free Diet Resource Guide	Developed the Car-Free Diet Resource Guide brochure with transit map and matrix inserted in The Citizen newsletter.
Marketing – Creation of "The Car-Free Diet Show" for YouTube	Wrote, filmed and edited six episodes of "The Car-Free Diet Show" for viewing on YouTube Car-Free Diet Channel and Arlington TV.
Marketing – PAL Multimodal Safety Campaign	Partnered with BikeArlington and WalkArlington to launch the PAL (Predictable, Alert, Lawful) multimodal safety campaign. Developed a PAL safety insert for The Citizen newsletter.
Marketing – Earned Media Efforts in 'The Citizen' Newsletter	Wrote articles about ACCS programs and research results for two issues of The Citizen newsletter; provided inserts to The Citizen for three issues.
Marketing – Updated Metro Advertising	Updated two-sheet ad posters in the Metro stations.
Marketing – Redesigned Car-Free Diet Website	Redesigned the Car-Free Diet website on the MURA platform.
Marketing – Expanded Car-Free Diet Partnerships	Added 73 new Car-Free Diet Retail Partners for a total of 343 Partners.
Marketing – Promoted Car-Free Diet at Events	Attended 111 events promoting Arlington's Car-Free Diet and ACCS' programs.
Marketing – Car-Free Diet Pledge Cards	Collected 6,719 Car-Free Diet pledge cards.
Marketing – Retail Brochure Distribution	Distributed 18,542 brochures at events and 99,707 via retail partners for a total of 118,249 brochures distributed.
Marketing – Filmed Car-Free Diet "Street Talk"	Filmed 46 episodes of Car-Free Diet "Street Talk" interview videos.
Marketing – Filmed Car-Free Diet "Shop Talk"	Filmed six episodes of Car-Free Diet "Shop Talk" videos with our retail partners.
Marketing – Sponsored Public Events to Boost Awareness	Sponsored and exhibited at the Taste of Arlington, Clarendon Day, Columbia Pike Blues Festival, Arlington County Fair, Rosslyn Jazz Festival and Clarendon Mardi Gras Parade
Marketing – Produced Capital Bikeshare Material	Produced handouts and flyers for the Capital Bikeshare TDP public meetings.
Marketing – Engaged Nearby Residents in Capital Bikeshare	Mailed approximately 40,000 Capital Bikeshare cards to Arlington residents living along the new station locations.
Marketing – Earth Day at George Mason University	Participated in George Mason University's Earth Day event.
Marketing – Retail Partner Appreciation Event	Held a retail partner appreciation event on World Car-Free Day.
Marketing – Crystal City Commuter Store Updates	Updated signage at the Crystal City Commuter Store.
Marketing – Expanded Social Media Presence	Updated, monitored and analyzed ACCS social media sites on Facebook, Twitter and YouTube. Facebook likes = 1,155; Twitter followers = 3,772; YouTube views = 16,739.
Marketing – Redesigned Physical Materials for Routes	Redesigned and updated ART schedule brochures, maps, website and RCH inserts for nine routes.
Marketing – "How to Ride the Bus"	Filmed a "How to Ride the Bus" video with DRPT.

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<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>
Marketing – Expanded Adopt-a-Bus Stop Program	Implemented an Adopt-a-Bus Stop program along the 51, 52, 53 and 61 routes with plans to expand to additional routes in the next fiscal year.
Marketing – Arlington Food Assistance Center Canned Food Drives	Partnered with the Arlington Food Assistance Center (AFAC) to hold a canned food drive on the buses over the winter holidays.
Marketing – ART Education at Events	Attended various events throughout the year to promote and educate people about ART including Back to School nights at Arlington middle and high schools, the Teen Expo, Arlington's Truck Zoo event, Bike to Work Day and informational sessions at Arlington's Department of Human Services.
Marketing – ART Forum Newsletter	Wrote, designed and printed three issues of the ART Forum newsletter.
Marketing – Streetcar Initiative	Developed display banners for the streetcar initiative.
Marketing Awards	Go Green Advertising Award; Telly Award; Transportation Marketing and Sales Association Compass Award of Excellence; Association for Commuter Transportation Marketing and Outreach-TMA Award for Car-Free Diet Skeptics Campaign Season II; American Public Transportation Association AdWheel Award for Car-Free Diet Testimonial Campaign; Virginia Chapter of the American Planning Association "Shout Out" Award for the Car-Free Diet Show.
WalkArlington – "Walk Friendly Community" Promotion	Promoted Arlington County's national Gold-Level "Walk Friendly Community" designation via development of Walk Friendly Community Walkabout nomination campaign and execution of inaugural Walk Friendly Community Walkabout (Arlington Ridge-Aurora Highlands in June 2012).
WalkArlington – Developed New Walkabout Routes	Developed, mapped and promoted two new neighborhood Walkabout routes – Columbia Pike Town Center West/Pike Hike II Walkabout and Arlington Ridge–Aurora Highlands Walk Friendly Community Walkabout.
WalkArlington - "Live" Walkabout Events	Held four "live" Walkabout events in Columbia Pike (in partnership with the Arlington County Fair); Ballston (in partnership with the Children and Nature Network); HighView Park (in partnership with the Heritage Festival/Department of Parks and Recreation); and Arlington Ridge/Aurora Highlands (inaugural Walk Friendly Community Walkabout in partnership with Civic Association/residents), attracting a total of 200 walkers.
WalkArlington - Walk and Bike to School Day Event	Planned and coordinated Walk and Bike to School Day event in partnership with Arlington Public Schools, supporting more than 600 participants at 2011 focus school and participation of students/schools countywide; invited to participate in national Walk and Bike to School Day focus group.
WalkArlington - Developed WalkArlington Insert for 'Citizen'	Developed WalkArlington insert for Arlington County's Citizen newsletter, distributed to 110,000 households in May.
WalkArlington - Publicized Walk and Bike Survey Results	Partnered with the research team to publicize results of Walk and Bike survey conducted in summer 2011.
WalkArlington - Launched PAL Multi-modal Safety Campaign	Partnered with the Car-Free Diet and BikeArlington to launch the PAL (Predictable/Alert/Lawful) multi-modal safety campaign.
WalkArlington - <i>WalkArlington Works</i>	Promoted <i>WalkArlington Works</i> , a print and online compendium of resources to promote "walking workplaces" and walking-related workplace events (Walk to Work Day, Walk at Lunch Day) and activities.
WalkArlington – Local Event Presentations	Presented at 15 local meetings, seminars, conferences and assemblies.
WalkArlington – WalkArlington Website Expansion	Expanded, updated and continually enhanced WalkArlington website.
WalkArlington – Distributed Walkabout Brochures	Distributed 29,321 Walkabouts brochures (previous version and new version) on request and at events.
WalkArlington – Redesigned WalkArlington's e-Newsletter	Redesigned <i>The Pacer</i> , WalkArlington's monthly e-newsletter using Constant Contact. Published and distributed 10 issues to 1,400 subscribers.
WalkArlington – Expanded Facebook Presence	Expanded presence on Facebook, developed and launched two "home-grown" Facebook promotions, posted 40 blogs and contributed to partners' print and online publications.
WalkArlington – Media Outreach Campaign	Conducted media outreach and earned 50+ local and national, traditional and online media hits.
WalkArlington – <i>Street Smart</i> Safety Campaign	Supported planning, kick-off and local execution of <i>Street Smart</i> regional pedestrian public safety media campaign.
WalkArlington – Coordinated Community Events	Coordinated and participated in 34 community and partner events (walking tours, workplace walks, health fairs, environmental expos, school programs, etc.), reaching 53,020 commuters and people who live, work and/or play in Arlington.
BikeArlington – Organized Public Events	Organized or participated in 100 events with a total attendance of over 18,000, compared to 39 events with 10,000 in attendance in FY 2011.
BikeArlington – Bike to Work Day Pit Stops	Coordinated and planned Bike to Work Day pit stops in Rosslyn and Ballston with a record attendance at Rosslyn of 968 registered riders, the most in the region.
BikeArlington – Bike Map Promotion	Updated the bike map and distributed over 150,000 copies throughout the year, compared to 50,000 maps distributed in FY 2011.
BikeArlington – Launch of PAL Campaign	Partnered with WalkArlington and Car-Free Diet to launch the PAL campaign for street safety, awareness and courtesy. A double page spread of a PAL street scene info graphic was distributed in the Citizen newspaper to 110,000 Arlington households.
BikeArlington – Increased Website Traffic	Increased website unique visitors to 62,218 compared to 38,941 last year and 152,290 page views compared to 116,578 the previous year.
BikeArlington – Increased Bike Forum Membership	Increased registered members on the WashingtonAreaBikeForum.com to 965, an increase of 365 members from last year; 66,053 unique visitors compared to 18,544 in FY 2011; 884,032 page views up from 248,984 and 18,745 posts versus 4,439 in FY 2011.
BikeArlington – Enhanced Social Media Presence	Continued social media presence with 1,720 followers on Twitter and 619 likes on the new Facebook page.
BikeArlington – Raised Participation in National Bike Program	Boosted participation in the nationwide Bicycle Friendly Business Program with nine new Arlington businesses receiving awards in FY 2012, bringing the total to 19.
Capital Bikeshare – Coordination with District DOT	Coordinated with the District Department of Transportation (DDOT) for the management and marketing of Capital Bikeshare.

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Capital Bikeshare – Conducted Membership Survey	Completed a member survey, which provided detailed insight into the demographics, trip characteristics and behaviors of bikeshare users. 5,464 members participated in the survey. Findings – members saved an average of \$891 each on annual travel costs and collectively reduced their driving by 5 million miles annually.
Capital Bikeshare – Bike Trips	88,613 trips were taken from Capital Bikeshare stations in Arlington with the peak month in June totaling 15,078 trips.
ACCS Websites – Visitor Traffic	Combined visits to ACCS and ART websites increased 5 percent over FY 2011, totaling more than 2 million visits. Visits to the BikeArlington site increased 41 percent. Visits to the Washington Area Bike Forum, of which BikeArlington is a principal partner, increased 225 percent. Visits to the ATP, ART and Car-Free Diet sites all increased at least 28 percent.
ACCS Websites – Car-Free Diet Website Launch	Launched rebuilt Car-Free Diet site.
ACCS Websites – Bicycle-Pedestrian Dashboard Launch	Launched Bicycle-Pedestrian Counter Dashboard, where the public can interact with counter data.
ACCS Websites – Location-Specific Page Launch	Launched location-specific transit options pages for Car-Free Diet Retail Partners.
ACCS Websites – Updated Digital Transit Information Signs	Updated look and capabilities of digital transit information signs.
ACCS Websites – Updated ATP Website	Updated ATP site design to complement print materials.
ACCS Websites – Added Mobile Compatibility to Forums	Introduced mobile compatibility to Washington Area Bike Forum via Tapataalk mobile app.
<b>Advocacy for TDM/Transit</b>	
Arlington County Commuter Services – Making an Impact	By making it easier for people to switch from driving alone to taking transit, walking, biking, carpooling and vanpooling, Arlington County Commuter Services (ACCS) reduced traffic in Arlington by about 44,600 vehicle trips on the average workday in FY 2012. Eliminating about 44,600 trips also eliminates over 755,517 vehicle miles traveled each business day with a savings of about 31,425 gallons of gas each day. It also helps clean our environment by eliminating greenhouse gases with a daily reduction of 695,619 tons of Carbon Dioxide (CO2), 548 pounds of Nitrogen Oxide (NOx), and 318 pounds of Volatile Organic Compounds (VOC pounds).
Capital Bikeshare Assessment	Participated in the drafting of the Transit Development Plan (TDP) for Capital Bikeshare expansion and operation in Arlington. This six-year plan is the first of its kind for bikesharing in the U.S. and provides direction for bringing Capital Bikeshare to more areas of Arlington including Columbia Pike and Shirlington.
TDM for Site Plan Development Assessment	111 active site plans reached construction/implementation phase and require monitoring. Visited 73 sites with 118 total visits including follow-up visits to the same site. 60 percent of sites visited were found to have a new property manager, which typically requires an in-depth training and follow-up visits. 85 percent of sites visited were found out of compliance with one or more of the elements of the Board-approved TDM.
Bike Parking Assessment	Counted 3,710 bike parking spaces in the field (installed to meet TDM condition); 2,912 Class 1 (secure) bike parking spaces were installed. 17 commercial sites were visited with Class 1 parking that includes showers and lockers. 798 Class 2 or 3 (visitor) biking parking spaces were installed; 30 percent of sites visited were found to be missing bike rack(s) or related equipment.
TDM Plan Assessment	Visited 63 sites with TDM Plan requirement; 40 percent were found to be missing TDM Plan. Approved 13 TDM Plans this year with 58 TDM Plans approved to date.
Revenue Assessment	Received \$279,234 in TDM-related contributions for ACCS operating revenue; Received \$107,500 in other TDM-related revenue contributions for bus infrastructure, etc.; 100 percent revenue received as a portion of revenue expected.
Transportation Studies Assessment	68 sites with a transportation study requirement; 7 transportation studies completed this year; 11 transportation studies underway.
Conducted Research and Studies	Completed eight site plan building studies, which included tube counts of traffic and mode survey of tenants (residents or employees/employers). Communicated research impact through blogs and regular Solutions articles. Fielded and reported CommuterDirect and Commuter Store surveys. Conducted and reported four Business Leader focus groups. Completed survey and report on ATP's "Redefine Your Commute" campaign. Completed an ACCS-sponsored Mobility Collaborative white paper on the impact of rising gas prices on TDM and mode share. Redesigned and expanded research web page and migrated it to Mobility Lab.

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Arlington County Commuter Services (ACCS), Arlington County	
Initiative	Description of Initiative
Advocacy for TDM/Transit	Assisted Arlington County team in refining site plan conditions for reduced parking and increased TDM. Represented TDM agencies statewide on a DRPT funding allocation study requested by the General Assembly SJ 297. Participated as stakeholders in VDOT I-66 Multi-Modal Study and DRPT Super NoVa and Statewide Transit and TDM studies. Represented Association for Commuter Transportation for the national Public Policy Council and US FTA/FHWA Stakeholders group.

## Major TDM Initiatives

<b>Dulles Area Transportation Association (DATA)</b>	
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>
Rotating Rideshare Coordinator	Following a successful pilot program, DATA has expanded its successful Rotating Rideshare Coordinator program to assist underserved employees at Dulles Airport in funding ridematches and forming car and vanpools. Employers were identified from respondents to DATA Dulles Airport Survey and through the assistance of Fairfax and Loudoun Counties.
E3Calc	With new modules measuring cost/benefit of employing TDM strategies, a scenario module identifying the reduction in carbon footprint achieved by employing TDM strategies and modules measuring the carbon footprint created by employee business travel and fleet travel is either completed or scheduled to be completed in six businesses in Northern Virginia jurisdictions.
Live More – Commute Less	Preliminary development per the approved Scope of Work has begun on DATA's innovative website designed to modify commuting behavior in the region. Live More – Commute Less will stress the quality of life benefits enabled by commuting alternatives to the single occupancy vehicle.
Employer Council	DATA has expanded and re-energized its Employer Council by appointing an area HR Director as chair. This "personalization" has resulted in increased attendance at the quarterly meetings and renewed interest in traditional and new TDM strategies.
<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>
Potomac and Rappahannock Transportation Commission (PRTC) Cooperation	DATA has met with PRTC – contractor to Prince William County – to develop a cooperative, regionwide seminar series involving all three counties in DATA's service area. This series will "circulate" among the Loudoun, Prince William and Fairfax Counties.

## Major TDM Initiatives

GWRide Connect, Fredericksburg Area Metropolitan Planning Organization (FAMPO)	
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>
Vanpool National Transit Database (NTD) Incentive Program	New program to be implemented in January 2013 where vanpools report their data to the NTD and receive \$200 per month. This program will help maintain the existing vanpool fleet and grow vanpools in the State.
I-95 Expressway Transportation Management Plan (TMP) New Commuter Bus Start Up Program	Through the I-95 Expressway TMP, GWRideConnect subsidized up to 35 empty seats for each new bus route from the Fredericksburg Region that travels along the I-95 corridor north.
Free Rideshare Matching Program	Matching service that produces a match letter that is emailed or sent in a complete Rideshare packet with pertinent transit related material and Guaranteed Ride Home information. GWRideConnect anticipates matching 2,000 clients and producing 2,000 letters/packets.
GWRideConnect Website	The GWRideConnect website has evolved as the source in the region for information regarding transportation solutions. The site provides instant ridesharing information to residents in the region and receives 6,000 hits per year.
Vanpool Formation, Maintenance and Assistance	Facilitate the formation of 50 new vanpools in the region; maintain the existing fleet of 400 vanpools.
ADVANTAGE Self-insurance Pool Program	Continued to provide limited liability self-insurance for vanpool operators with the Division of Risk Management.
Leasing Commuter Parking Spaces	GWRideConnect has a program to lease commuter parking spaces from commercial property owners in areas of the region where there is a lack of VDOT commuter parking. GWRideConnect will lease 105 spaces for commuter parking for FY 2013.
Van Start and Van Save Program	Program provides startup funding for new vanpools in their first few months of operation and helps save existing vans by providing funding if the passenger level drops to the point where the van may be in danger of folding. The Van Start program will be increased as part of the I-95 Expressway TMP program, which will provide more funding for new vans.
<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>
Fall, Winter, Spring/Summer Advertising Campaigns	Advertised and promoted the GWRideConnect program through print media, radio and the GWRideConnect website in every locality in the region during the three major advertising campaigns.
Realtor Outreach	GWRideConnect works with realtors in every locality in the region and provides them with informational packets to distribute to home buyers and new residents to the region. GWRideConnect distributes 1,500 packets that include transit and TDM information to these local realtors as well as hotels, libraries and employers.
<b>Advocacy for TDM/Transit</b>	
TDM and Planning	Staff will work with the Metropolitan Planning Organization (MPO) FAMPO to incorporate TDM strategies in planning and help enhance bike and pedestrian infrastructure in the region. GWRideConnect served as a voting member of the FAMPO Technical Committee and on the Interagency Consultation Group dealing with air quality conformity. Diana Utz will continue to serve as a member of the Quantico Regional Planning Team to assist the Base with developing a plan for future growth.
Quantico Growth Management Planning Committee JLUSE Study	Staff will continue to serve as a member of the Quantico Regional Growth Management Planning Team to assist the Base with developing a plan for future growth.

## Major TDM Initiatives

Local Motion Program, City of Alexandria	
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>
Individualized Marketing Campaign	The Employer Individualized Marketing program used advanced survey tools to segment members of the population into groups based on their willingness to use sustainable modes of transportation. Marketing messages were tailored to the specific needs of individuals, resulting in significantly greater mode shifts than traditional Transportation Demand Management strategies.
School Pool	Jun. 2012: Piloted and implemented a city school ridesharing program that encourages parents and children arriving to share rides to and from the selected school.
New Homeowner Engagement	Every three months, a welcome packet is sent to homeowners who purchased a home in Alexandria during the previous three months. The welcome packet includes brochures, resources and website information about all travel options in the city.
Commuter Challenge	The bracket style tournament will pit employers against each other with the winner of each contest being the chosen by who reduces the most VMT. Participating companies will be given transportation assistance and recognition for participation.
<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>
Car Free Day	Had incentives for people that pledged for this Metropolitan Washington Council of Governments (MWCOC) sponsored/coordinated event.
Grass Roots Marketing	Developed and executed an overall coordinated strategic grassroots marketing campaign for the City of Alexandria's Local Motion program within the stated budget. Results of grass roots outreach were carefully monitored on an ongoing basis and reporting to the City was provided on a monthly basis on partner enrollments (signed agreements), pledges signed at events (reported by location), brochures distributed (combination of events and Partner distribution), and monthly and year-to-date totals for all of the above.
Employer Outreach	Provides employer outreach marketing services directly to employers in the City of Alexandria and promotes alternatives to single occupancy vehicle (SOV) travel, creates new or expanded alternative commute programs, maintains existing programs and provide a means to evaluate the impact of the employer services efforts.
Facebook Page	Facebook gives the City of Alexandria a venue to quickly broadcast a message to a large list (their opt-in network) without being blacklisted by an Internet Service Provider (ISP) or having their message get caught in a spam filter. In addition, the event-posting capabilities allow organizations to advertise upcoming events easily and efficiently.
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. As a result of this success, a second pit stop is being planned to encourage more participation throughout the City.
Try Transit Week	Local Motion hosted three events to prepare for the statewide initiative encouraging transit usage. Extra incentives were offered to promote this event and encourage people to try transit. Pledges were taken from residents and employees to signify their intent to try transit during Try Transit Week. Alexandria was second in the state in pledges received.
Capitol Bikeshare	Oct. 11, 2011: Alexandria City Council voted 7-0 to authorize Alexandria to join the regional Capital Bikeshare network. The pilot program, beginning in Old Town, will be implemented with Congestion Mitigation and Air Quality/Regional Surface Transportation Program (CMAQ/RSTP) grant funds.
Newsletter	Bi-annual newsletter about TDM and commuting news and events was distributed to select zip codes and through a wide range of other channels. Through the newsletter, the City of Alexandria will educate more residents and employees about alternative modes of transportation while increasing Local Motion brand awareness and website traffic.
Carshare Alexandria	The carshare incentive program, Carshare Alexandria!, covers the cost of new members' annual and first year membership fees. This program encourages more people to try carshare using a low risk method and low out-of-pocket expenses.
<b>Advocacy for TDM/Transit</b>	
TDM Jurisdictional Meeting	City of Alexandria staff was instrumental, along with Prince William County, in coordinating a jurisdictional brainstorming/get to know you meeting of TDM and rideshare staff.
Metropolitan Washington Council of Governments (MWCOC) Committees	Over the last year, City of Alexandria staff has not only participated in Council of Governments (COG) regional meetings but has also chaired the Bike to Work Day and Commuter Connections committees.
Participation in Regional TDM Efforts	The City of Alexandria has actively participated in several regional and statewide initiatives over the last year, e.g., SuperNova, State TDM Plan, etc.
Mark Center/BRAC-133	During the transition associated with the opening of BRAC-133, a series of TDM outreach events will be held for employees at the facility. A special emphasis will be placed on educating employees before the facility opens and during the first week when commuting patterns are being established.
Guaranteed Ride Home Brochure	In light of availability and issues with timely delivery, the City of Alexandria made the decision to create our own marketing piece for Commute Connections Guaranteed Ride Home program.
Event/Outreach Activity	US Patent and Trademark Office (PTO) Green Fair, Department of Defense.
Bike to Work Day Sponsorship	The City of Alexandria served as a Silver Sponsor for Metropolitan Washington Council of Governments (MWCOC).

## Major TDM Initiatives

Middle Peninsula Rideshare (MPR), Middle Peninsula Planning District Commission (MPPDC)	
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>
Annual Park & Ride Lot survey	Distributed program brochures and windshield sunscreens at area parks and ride lots to encourage registration and increase available database for ridematching and Guaranteed Ride Home (GRH) programs.
NuRide	Continued to promote NuRide as an additional alternative for area commuters.
<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>
Employer Outreach	Letters sent to general managers of major area retailers (Wal-Mart, Lowes, Home Depot) introducing program and offering services to employees.
Employer Outreach – Wal-Mart	Gave presentation to Gloucester Wal-Mart employees and distributed brochures for ridematching and Guaranteed Ride Home programs; followed up with manager.
Radio Weather Reporting Sponsorship	Sponsored weather reporting (Gloucester station with Coleman Bridge opening reports), targeting commuters to the Hampton Roads area.
Radio Sponsorships	Engaged in radio sponsorship such as the Urbanna Oyster Festival sponsorship, Virginia Motor Speedway Season opening sponsorship (two local stations), and Country Music station promos on high gas prices.
Billboards	Placed billboard on Routes 33 corridor and Route 360 corridor targeting commuters to Richmond area.
<b>Advocacy for TDM/Transit</b>	
Association for Commuter Transportation (ACT) Chesapeake Chapter	Chesapeake chapter convened a TDM summit in conjunction with the annual ACT Legislative Summit in Washington, D.C.
Association for Commuter Transportation (ACT) Telework Council	Worked with ACT Public Policy Council to broaden CMAQ funding limits for Telework initiatives in the Transportation bill and to promote increased broadband access in rural areas.
Broadband Access	Continued to work toward increasing broadband access for Middle Peninsula residents and businesses – lack of which hampers telework opportunities and economic development in the region.



## Major TDM Initiatives

<b>NeckRide.org, Northern Neck Planning District Commission (NNPDC)</b>	
Initiative	Description of Initiative
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<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>
<b>Advocacy for TDM/Transit</b>	
Tourism Events Transportation	<p>Worked in a collaborative effort between the Northern Neck Tourism Commission, NeckRide, and Bay Transit to provide free transportation at public events. NeckRide.org provided free transportation between five of eight locations that participated in the Down on the Farm 2012 event. Participating farms and locations were organized by the Northern Neck Tourism Commission. Five buses from Bay Transit were used to transport the public during the event. The public used and appreciated the free transportation services provided while public and private entities worked together to make the service available. This collaborative approach is an effective model that NeckRide will continue to use with other Northern Neck events that involve public participation. Details and photographs of Down on the Farm 2012 can be found at <a href="http://www.neckride.org/DOTF2012.html">http://www.neckride.org/DOTF2012.html</a>.</p>
Local Bus Service Utilization	<p>Worked with the Northern Neck-Chesapeake Bay Region Economic Development Partnership to organize bus transportation for its 30-plus members on a tour of Omega Protein's manufacturing facility in Reedville, Virginia. The Partnership hired the services of a local coach company for the event, which allowed members to park in one central location and avoid a twenty-mile drive.</p>

## Major Transit Initiatives

OmniMatch, Potomac and Rappahannock Transportation Commission (PRTC)	
Initiative	Description of Initiative
<b>New Service, Service Enhancement, Incentives</b>	<b>Description or examples of new or improved transit service implemented, new technology (i.e., WiFi), free bus pass, etc.</b>
Vanpool Incentive Program	Continued to work with Northern Virginia Transportation Commission, GWRideConnect and Virginia Department of Rail and Public Transportation on implementation of a vanpool incentive program linking NTD data collection and vanpool incentives. OmniMatch also secured startup funding, executed MOU and began preparations for program implementation. Implementation is anticipated in mid-FY 2013.
<b>Business/Resident/Commuter Marketing Initiatives</b>	<b>Description or examples of advertising, promotion, direct mail, Facebook/twitter, events, etc.</b>
Bike to Work Day	Participated in planning for the event and staff volunteered at one checkpoint. The number of Prince William County checkpoints rose from seven in the previous year to eight this year.
Web Hunt	Established an interactive web based contest designed to educate Prince William County employers and employees about local and regional transit options and TDM services. The contest raised the awareness of the Omni SmartCommute employer outreach program and resulted in new or increased program interest on the part of 10 new employers.
Base Closure and Realignment Commission (BRAC) Employee Transportation Fairs	Attended commuter fairs at Ft. Belvoir, Crystal City, NGA, Navy Yard , the Pentagon and the new Defense Health Headquarters facility for BRAC affected employees.
General Employee Transportation Fairs	Attended commuter fairs at Health and Human Services, Social Security Administration, Freddie Mac, Booz Allen and Northrop Grumman promoting transit and TDM.
<b>Advocacy</b>	<b>Description of activity or member ship to APTA, local Chamber of Commerce, etc.</b>
Vanpool Bootcamp	Helped plan, organize and presented at the Vanpool Bootcamp, an event that brought local jurisdictions, vanpool providers, vanpool owners, state and local government agencies and software solution providers together to promote vanpooling and learning from one another.
Northern Virginia Regional Commission Base Closure and Realignment Commission (BRAC) Rideshare Roundtable	Attended monthly roundtable meetings to discuss the issues and challenges resulting from region wide BRAC relocations as well as potential TDM solutions.

## Major TDM Initiatives

RideFinders, Greater Richmond Transit Company (GRTC)	
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>
Continuation of Partnership with NuRide	RideFinders continued rewards programs for individuals utilizing shared-ride and non-motorized options for work and recreational commutes.
Incorporation of Credit Card for Commuter Store Purchases	RideFinders conducted research, which indicated that customers wanted alternative ways to pay for transit fare media other than cash and check. RideFinders enrolled with Square Card for customer convenience and low cost transactions fees.
Stand-alone Self-help Kiosks	RideFinders secured two Americans with Disabilities Act compliant Kiosks, which allow pedestrian traffic to use the GRTC Google Trip Planner, print transit schedules, register for ridesharing and the Emergency Ride Home Program, connect to VDOT, Richmond Regional Planning District Commission, City of Richmond, GRTC and other commuter-related websites.
Office Relocation	October 2011: Relocated to the Ironfronts Building at 1013 East Main Street. This new location offers more visibility with a street level Americans with Disabilities Act accessible operation in the heart of financial business district. Services about 8,000 walk-in clients annually, over 2,200 requests for transit information and schedules, approximately \$400,000 in transit fare and vanpool voucher sales.
Capital Regional Taxicab program	RideFinders supports the CRTAB and local taxicabs from participating jurisdiction by securing a consultant for mandatory monthly Customer Service Training for the taxicab operators, a venue for the training, collaborating with the Richmond Convention and Visitors Bureau for the bi-annual Celebrate, Educate and Appreciate dinners. This task also involves communication distribution to CRTAB members, meeting and agenda coordination, placing meeting announcements in the Richmond–Times Dispatch and the Free Press, and maintaining the minutes of all meetings. RideFinders is also responsible for applying for funding from the jurisdictions to support the program products and services (non-CMAQ funds).
Vanpool Program Expansion	RideFinders added two new vanpool providers (Safety Van Xpress and Enterprise) to increase vanpool growth and pricing competition. Vanpool numbers increased by 8.7 percent. Vanpool formation meetings were held at John Tyler for commuters affected by route changes to the 95 Express.
Human Service Agency Transit Ticket Sales	RideFinders began selling the \$1.50 and \$3 Go Cards that are not available to the general public to 23 human service agencies for client usage of public transportation to and from appointments and for job searches.
Ozone/Air Quality Alerts	Continuation of forwarding daily Air Quality forecasts to ETC network, air quality tabletop displays at employer sites to notify employees of air quality status, along with Commuter Store display and digital display in the RideFinders window visible to passersby.
Telework Program	RideFinders continued to support and recruit program participants in the Telework!VA incentive program through a reimbursement process, provided technical consulting assistance to the City of Richmond for implementation into their Sustainability Program, produced six employer Case Studies (Employer Success Stories commercials), updated the website with new Telework Tax Credit Program information and link.
RideFinders Research Project – Phase I	RideFinders contracted with the Southeastern Institute of Research and LDA Consulting to research the impact of RideFinders' program for the region with the following results: eliminated 30,551,770 vehicle miles traveled saving residents 1,283,700 gallons of gasoline and avoided over 31 million pounds of greenhouse gases going into the air.
Mobile Application	RideFinders collaborated with GRTC on the Customized Commute Option Project to help provide real-time information on bus locations, as well as Park n' Ride lot and vanpool information, including alerts on vanpool availability to recruit new riders.
RideFinders FY 2013 Work Program	RideFinders completed a comprehensive FY 2013 Work Program for the organization, which includes a detailed synopsis of projects and cost estimates.
Communication Efforts	Submitted article to Business First, Greater Richmond entitled "RideFinders Offers Smart Transportation Solutions for Area Businesses." Business in Brief in the Henrico Citizen, Powhatan Today newspaper, Progress-Index publications: Fort Lee Expansion Guide & Back to School Guide; Retail Merchants Association Retail marketing Expo; The Caroline Progress, Ways to Work Loan Program.
<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>
Beat the Traffic Sponsorship	Broad-based commuter campaign throughout the year that integrates RideFinders into CBS 6 traffic reports encouraging commuters to call or visit RideFinders. Opportunity to have Amanda Meadows, 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 day parts, including prime time. Since Sept. 2009, CBS 6 has run an additional 15 10- second promotional commercials specifically driving viewers to the "Beat the Traffic" website, which links to the RideFinders website and RideFinders advertising banners.
National Telework Week	Campaign for employees to pledge to telework during the week of March 5-9, 2012 and receive a free Telework!VA t-shirt from RideFinders. Full-page ads were placed in the Richmond Times-Dispatch and the Richmond Free Press featuring Telework!VA program participant logos and Air Quality hero Telework Tech; TV commercials were on Channels 6, 12, 8.
RideFinders 30th Anniversary Celebration	Open house at new location featuring Mayor Dwight Jones; Greater Richmond Chamber of Commerce president, Kim Sheeler; Richmond Regional Planning District Commission executive director, Bob Crum; Delegate Betsy Carr; GRTC CEO with Resolutions and Proclamations; Air quality heroes Mrs. Match and Bike Boy; Nutzy from the Flying Squirrels; and CBS 6 Amanda Meadows for photo ops and autographed Team RideFinders Calendars; executive director featured on 'Virginia This Morning' TV show discussing RideFinders 30 years of programs and services.

## Major TDM Initiatives

RideFinders, Greater Richmond Transit Company (GRTC)	
Initiative	Description of Initiative
<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>
Clean Air Campaign	Placed a full page color ad in the Metro Business section of the Richmond Times-Dispatch featuring Team RideFinders characters and a salute to the 2011 Clean Air Employer Champions; also in the Happenings section of the Richmond Free Press, the Caroline Progress and in the Progress-Index; direct mail campaign to area employers; distributed How to Ride brochures in English and Spanish to the Main Street Station; established new vendor outlets to sell transit fare media and display GRTC Transit schedules – 26 locations with Communities in Schools.
Memberships and Sponsorships	Sponsored and hosted a booth at the Greater Richmond Small Business Expo and Matchmaker Event; Executive Sponsorship for Women Who Mean Business Summit; Retail Merchants Power Hour for Networking; Annual Membership with the Metropolitan Business League; 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.
National Dump the Pump Day – June 21, 2012	Forwarded information to the Employee Transportation Coordinator network for employees to take the pledge and Try Transit, requested to post on company's Facebook page and Twitter. Press release from GRTC Transit System in the local newspapers.
Bike Month/National Bike day – May 18, 2012	Partnered with the City of Richmond's Bicycle, Pedestrian and Trails Commission and RideRichmond for the Bike Commuter Challenge, which included a ride with the Mayor convoy, press releases and tracking of participation.
Partnership with Biking Community	Partnered with Richmond Area Bicycle Association's Heart of Virginia Bike Festival and RideRichmond. RideFinders was also the exclusive sponsor of RideRichmond's bicycle "spoke card" identifying Cyclist Rights to the Road.
Supporting Sponsor for the Greater Richmond Chamber – Chesterfield Business Council Summer Fest	The Chesterfield Business Council hosts the CBC Summerfest to provide an opportunity for business leaders to meet with local, state and federal elected officials.
Social Media Campaign	Partnered with CBS 6 to create a "Like RideFinders" campaign on Facebook, videos on YouTube and Twitter account.
Partnership with Chesterfield Towne Center (CTC)	Six-month pilot partnership establishing the Guest Services desk as a satellite office, with RideFinders collateral displayed and available for distribution. CTC staff is able to answer inquiries about RideFinders and accept registrations. Phone is answered "sponsored by RideFinders." There is marquee messaging and 10 banners in the food court. Partnership includes newsletter articles to mall employees and inclusion in the newsletter to mall shoppers. CTC is the 3rd largest employer in Chesterfield County. Secured CBS 6 Virginia "This Morning" segment highlighting the partnership.
Community Outreach	Booth at Mayor's "Get Healthy, Stay Healthy" Health Expo; Madison & Main Media mixer; Hispanic Chamber of Commerce activities; Shockoe Bottom Business outreach; Western Chesterfield Business Association; Innsbrook Foundation Annual Planning; Innsbrook InnsBix Expo; Metropolitan Business League Small Business Expo; Greater Richmond Chamber Legislative Reception; Presentation to Chesterfield County Dept. of Economic Development Business First team; Ashland Green Day; Chickahomina Middle School in Hanover and Washington Henry Elementary School Earth day events; Hilton Garden Green Committee; Town of Ashland Railroad Run; provided information and promotional items for the Transportation Committee of leadership metro Richmond; VDOT Benefits Fair; Allianz Global Transportation Fairs on two campuses; Petersburg Chamber of Commerce "Women in Business" luncheon; Senior Connections contract development with taxi company.
<b>Advocacy for TDM/Transit</b>	
Educational Seminars	RideFinders hosted free educational seminars in four jurisdictions open to businesses, HR Managers and general public about Commuter Choice and Employee Trip Reduction Programs with Speaker Doris McLeod, Air Quality Planner for the Dept. of Environmental Quality.
Hosted Public Hearings	RideFinders hosted public hearings facilitated by GRTC Transit System for Route Changes to the 95 Express, Route 81 Chesterfield Express and Route 82 Commonwealth 20 Express, and assisted in distribution of GRTC public surveys involving funding of routes.
Downtown Site for Public Comment	RideFinders' office served as a centralized location for public review and input on the Regional Long Range Transportation Plan, "Plan2035," and for the Route 5 Corridor Study.
Awards Recognition	RideFinders was the recipient of five awards this year: City of Richmond – Dept. of Economic and Community Development Transportation Award for efforts in vanpooling, carpooling and establishing telework programs; three awards for the Public Relations Society of America Richmond Chapter for Team RideFinders 2012 Calendar, 'Making an Impact: RideFinders Turns 30' Campaign,' and the revamped Emergency Ride Home Program; Hermes Creative Awards for 30th Anniversary & Open House Celebration Special Event.
Air Quality Information Distribution	Air Quality Hero Comic Books that meet Science Curriculum SOLs to schools, and daycares.
Participation in Advocacy Organizations	RideFinders worked with organizations such as the VDOT Park N' Ride Study Advisory Group, Partnership for Smarter Growth, STIR, Greater Richmond Partnership, Ride Richmond, BikeWalkVa, Urban Land Institute, Virginians for High Speed Rail Annual Meeting.

## Major TDM Initiatives

<b>RR Commute, Rappahannock-Rapidan Regional Commission (RRRC)</b>	
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>
Worked with New Commuter Bus Company to Continue Service	Worked to prevent a disruption of the commuter bus in November. The previous provider, Scenic America, ceased their service. Staff worked successfully with Academy bus to provide a continuation of service.
Participant in Department of Rail and Public Transportation Initiatives	Attended meetings for the DRPT SuperNoVA and Park and Ride Lot Advisory group.
Assisting Formation of New Vanpools	Launched fifteen new passenger vanpools in July and Nov.
<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>
Marketing Campaign	Engaged in multiple marketing efforts such as billboard on Route 29 Business in Culpeper, radio ads, wrapping a commuter van with an advertising message promoting RR Commute, Rappahannock-Rapidan Regional Commission (RRRC) services, Facebook promotion, quarterly newsletters, continuation of gas pump toppers advertisements, Earth Day bookmarks distributed to libraries throughout our region, print ads in local newspapers and on their websites, Google Adword campaign.
<b>Advocacy for TDM/Transit</b>	
Community Events	Attended a number of community events and transportation fairs. These included the Warrenton Spring Festival, Department of Defense Transportation Fair, Social Security Administration Transportation Fair, Rideshare appreciation day at selected commuter lots, ACT Training Conference, and more.

## Major TDM Initiatives

RIDE Solutions - New River Valley	
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>
<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>
Skip the Free Parking Campaign	Worked with local business association to develop and market a campaign to encourage employees to use TDM options rather than using parking (normally pay spaces, but fees waived by town for shopping season) meant to be available to shoppers. Parking was designated within a few weeks of the term, so time was limited to develop and promote. Participation was not widespread, but visits to businesses as follow-up to the email campaign indicated widespread recognition and a general consensus of the merits of the idea.
Fix Fest	Originally a one-town (Blacksburg), Saturday morning event was expanded by RIDE Solutions to include two other locations in the region (Radford and Christiansburg) on different days with additional partners and participation.
Regional Business Organizations' (Chambers Of Commerce) Expos	Continued participation and networking with the Montgomery Chamber and added participation in the Pulaski Chamber expo and networking event.
New River Valley Job Fair	Participated in the expo for exposure to businesses and job seekers. Also developed relationships with fair planners and prompted transit availability not otherwise promoted for job seeker participants.
<b>Advocacy for TDM/Transit</b>	
Technical Assistance to Community Advocates	Worked with Blacksburg residents to develop resource materials to develop Bike Trains for a local elementary school's students.
Assistance to New River Valley Bike Kitchen	Provided input on mapping resources for potential bike kitchen clients. Also used Fix Fest events as donation collection points for bikes and materials.
Participation in Local Green Business Organization	Promoted transportation sustainability within organization's goals to encourage businesses to shift operations to greener practices.
Livability Initiative	Local business representatives were exposed to the RIDE Solutions program through workgroups (especially economic development) of the initiative.

## Major TDM Initiatives

<b>RIDE Solutions - Roanoke</b>	
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>
Region 2000 Expansion	Partnered with the Region 2000 Local Government Council to expand services into the greater Lynchburg region. This will allow RIDE Solutions to better market to the 11,000 commuters a day who move between Lynchburg and Roanoke along the 460 corridor.
CityWorks (X)po Bikeshare	Worked with organizers of CityWorks (X)po conference to sponsor bikeshare program.
Art Bus Shelter	Began work with City of Roanoke and Hurt Park Neighborhood Alliance on art bus shelter project.
<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>
Carilion Clinic Bike Friendly Business Support	Worked with Carilion Clinic, the region's largest employer, on the LAB's Bike Friendly Business designation, including offering presentations for first time cyclists, assistance on the application, surveys and more. Carilion Clinic is now, of their own accord, running ads in local radio encouraging people to bike to work.
Bike Month	Organized the 2012 Bike Month celebration in Roanoke that included a number of events: Roanoke Open Streets at Festival in the Park, the Clean Commute Challenge and Breakfast, the Night Rider's Ball and more.
Social Media	Added over 400 "likes" to its Facebook presence and continue to carry on a successful social media outreach and engagement campaign.
Save-a-Ton	Partnered with local governments and nonprofits to launch regional Save-a-Ton energy awareness and education campaign, including a large transportation push.
<b>Advocacy for TDM/Transit</b>	
Mobility Workgroup	Served on the City of Roanoke's Downtown Mobility Workgroup to bring TDM principles to play as the city investigates parking management strategies for the central business district
Bicycle Friendly Community	Served on both the City of Roanoke's Bicycle Friendly Community committee and the regional Bicycle Advisory Committee.

## Major TDM Initiatives

RideSmart [formerly known as Valley Commuter Assistance Program], Northern Shenandoah Valley Commission (NSVC)	
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>
Follow-Up System	To understand and focus on customer needs, RideSmart implemented a follow-up dialogue system for new registrants to follow up via email in order to continue the conversation with the customer beyond initial sign-up.
<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>
Fall 2011 Commuter Events	Oct. 2011: Park and Ride Lot Commuter Appreciation Events held in Waterloo and Luray.
Winter 2012 Community Event	Attended the Valley Health Expo at the Apple Blossom Mall, which drew a crowd of 15,000 attendees.
Spring Commuter Events	May 2011: Park and Ride Lot Commuter Appreciation Events held in Linden (2 events) and Front Royal.
Spring Community Event	Attended the Front Royal Wine and Craft Festival, which drew a crowd of 12,000 attendees.
Outdoor Advertising Campaign	Advertised on three billboards in the region: Strasburg (36,806 weekly reach), Rt. 50 (40,359 weekly reach) and Rt. 340 (94,328 weekly reach).
Radio and TV Advertising	Continued radio spots and TV ads and PSAs on local radio stations and community TV channels.
<b>Advocacy for TDM/Transit</b>	
Employer Outreach Program	Most recent Work Plan includes the implementation of an Employer Outreach Program to advocate TDM both intraregional and from the Shenandoah Valley to the D.C. Metro Area.



TRAFFIX Transportation Alternatives, Hampton Roads Transit HRT)	
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>
Employer Outreach	Develop partnerships with clients (public and private employers, organizations, associations, various branches of the military and civic/community partners) throughout Hampton Roads with the objective of implementing TDM strategies and solutions within those businesses, institutions and groups.
Commuter Computer Ridematch Service	The Commuter Computer enables commuters to find rideshare partners. This self directed system allows commuters complete control over their ride-matching search by allowing them to input their commuting criteria and preferences, decide what others see of their profile; and how they can be contacted. Once registered, they are able to see their matches instantly along with the locations using Google maps. Registrants can log in whenever they want to change their schedule, locations, and profile. Our database consists of hundreds of registered commuters who travel from and all over Hampton Roads, Richmond, North Carolina, and the Eastern Shore with new commuters registering every day.
Guaranteed Ride Program	The Guaranteed Ride Program offers emergency transportation assistance to commuters who rideshare to work. If a registered participant have to unexpectedly leave work early or stay at work late; they can get a ride back to their point of origin. There is a \$3.00 fee for each emergency ride to the participant and TRAFFIX with absorb the difference. The Guaranteed Ride Program is available for use up to two (2) times per month not exceeding twelve (12) times per year.
NuRide Carpool Incentive	NuRide is contracted by TRAFFIX to track and provide Hampton Roads emission statistics of registered commuters. NuRide is promoted by TRAFFIX as an additional ridematch service but one that offers incentives for using any form of alternative transportation. TRAFFIX's outreach team is able to offer local employers dashboard accessibility to monitor employee usage.
Van Lease Program	The van lease program leases various size vans to individuals to form vanpools as their primary means to work. The program offers a low lease that covers preventive maintenances, state inspections, oil changes and repairs. TRAFFIX manages 52 active vanpools. Funding was approved to purchase 20 replacement vans. There is a waiting list of 42 potential vanpools and TRAFFIX staff is exploring opportunities to work with another van leasing company to implement additional vanpools.
Park & Sail Program	The Park & Sail program encourage the use of the Elizabeth Ferry from Portsmouth to Norfolk by providing a free assigned parking space at a TRAFFIX controlled park and ride lot. To be eligible, commuters must take the ferry to Norfolk for work at least three times a week.
Park and Ride Lots	TRAFFIX and Hampton Roads Transit partners with VDOT, The city of Norfolk, and local vendors to establish convenient park and ride lots. Most which are serviced by a bus, light rail, or a vanpool.
Joint effort - TRAFFIX and HRT staff	to promote Hampton Roads Transit's new light rail service - The ride to employers and commuters working in downtown Norfolk. Also meeting with employers re: the new Glass Job Station under I-63 and 134. These programs continue to be successful.
<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>
Advertising Campaign	An extensive advertising campaign is underway to create awareness of the various programs and services that are provided by the TRAFFIX program.
TRAFFIX Newsletter	TRAFFIX makes its semi-annual newsletter available on line and mails out over 900 newsletters to stakeholders, program participants and employers.
Brochures and posters	TRAFFIX maintain an array of brochures that are distributed by mail, during events, and at staging sites (i.e. transit stations, worksites). Posters are posted at manned park & ride lots and transit stations as well as events.
Offsite TRAFFIX offices	Office space has been contracted with the navy to provide commands/employees easy access to information on Transportation Alternatives sponsored by TRAFFIX. In addition office space is being reviewed to establish office space in Newport News that is easily accessible to employees of a large shipyard and other employers.
Military of Hampton Roads (to include Navy, Marines, Coast Guard, Air Force, Army/Army Corps of Engineers)	Traffic has strong military presence through office at Naval Station and frequent presentations, indoctrinations for new check-ins, and promotional table set ups. Traffic is working with Navy Regional Planners to implement regional surveying in order to benefit all of Hampton Roads. Customized promotional work and surveying conducted as requested by individual commands and installations.
Old Dominion University	Meet w/students, staff and faculty re: transportation alternatives every Monday and Friday.
Naval Base	Onsite presentation to employees working at building Z143. Very successful; a lot of inquiries.
Ferguson Enterprises	To participate in their annual Health and Safety Days. Next date: October 10, 2012
Cox Communications	Have met w/staff to review TRAFFIX programs; Cox is interested in developing alternative transportation programs not only in the Hampton Roads area, but through out the U.S.

TRAFFIX Transportation Alternatives, Hampton Roads Transit HRT)	
Initiative	Description of Initiative
<b>Advocacy for TDM/Transit</b>	
Parking signs	TRAFFIX will, at no cost to the employer, provide parking signs designated for rideshare parking at their worksite(s), if the employer designate preferred parking spaces.
TRAFFIX Transportation Surveys	The TRAFFIX outreach team will survey employees to establish commute habits and the need for transportation alternatives.
Bike Racks	At no cost to the employer, TRAFFIX will provide bike racks for those employees interested in biking to work.

Transit and Commuter Services, Loudoun County Office of Transportation Services (OTS)	
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>
Tyson's Express Commuter Bus Service	Ridership on the Tyson's Express commuter bus service from Leesburg and Broadlands South to employment sites in Tyson's Corner increased 21.8 percent during FY 2012. Daily passenger trips averaged 335 trips per day during this twelve-month period, with some months averaging close to 370 trips per day.
New Fixed Route Bus Service Support	Loudoun staff worked very closely with Virginia Regional Transit staff to prepare for the launch of new fixed bus routes in April 2012. The new routes included one inter-county connect with adjacent Fairfax County (the Herndon Monroe Express) and one brand new local route (Sugarland Run Connector) serving an area of the county with a large transit dependent population that was previously not being served by transit. Three existing routes were modified to make them more efficient, increase ridership and improve on-time performance.
Green Business Challenge	Again this year, the OTS Employer Outreach program sponsored the three-part 'Green Business Challenge Summer Coffee Series' entitled "Wake Up to a Greener Loudoun." Staff participation on the Green Business Challenge committee strongly influenced for the first time a separate transportation category on the scoring sheets.
Alternative Bike to Work Celebration	Held Loudoun County's first-ever alternative Bike to Work celebration for employees at AOL and Raytheon in Dulles. Bike enthusiasts from Verizon were also welcomed to the event. These employment campuses are located in proximity to each other and have many employees that enjoy bike commuting. There were about 45 bikers who visited the event.
<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>
Marketing Try Transit Week Along with Car Free Metro D.C. Day	Placed ads in local newspapers, sent emails to commuter bus riders, included an article in the employer newsletter and displayed posters in the county promoting these two events.
Don't Pay the Pump and Rideshare Tuesday	When gasoline prices took a spike up in early winter, Loudoun OTS placed ads in local newspapers encouraging citizens to carpool or vanpool with two advertising campaigns: "Don't Pay the Pump ... Share the Ride" and "Rideshare Tuesday."
We Are All Part of the Solution Campaign	During May and June, Loudoun OTS ran ads in local newspapers encouraging residents and employees to be aware of the air quality, and on days that were forecast unhealthy, to consider carpooling, taking transit and teleworking as well as not mowing grass and not fueling vehicles.
New "One Less Car" Brochure	Loudoun OTS created a new marketing piece entitled "One Less Car" that showcases all the commuting/transportation options available to residents, employees and visitors of Loudoun County.
Earth Day Celebration	Loudoun OTS distributed 400 tree seedlings (Red Bud, Scotch Pine, Dogwood, American Plum and Sugar Maple) to the public on Earth Day. These trees were packaged with informational brochures and schedules outlining commuting options in and around Loudoun County.
<b>Advocacy for TDM/Transit</b>	
Office of Transportation Services Staff	Over the course of FY 2012, OTS hosted 50 events in and around Loudoun County. Twenty of those were commuter fairs and "lunch and learn sessions" held with Loudoun County employers; 16 events took place in Tyson's Corner at employer related commuter fairs and Earth Day celebrations. The other 14 events included the Pentagon DOD fair, community "Green" functions, Reality Stores at the high schools and Bike to Work Day pit stops.
Public Information Sessions for New Local Routes	Conducted three public information sessions (open house forums) in separate areas of the county to inform citizens about their new fixed route bus options.

## Major TDM Initiatives

Transportation Services Group, Fairfax County Department of Transportation (FCDOT)	
Initiative	Description of Initiative
<b>New Service, Service Enhancements and Major Initiatives and Incentives</b>	
Member Commuter Connections	2012 Work Program – Ridematching, Guaranteed Ride Home, Pool Rewards, Surveys, Mass Marketing including Radio, Employer Recognition Awards.
Best Workplaces for Commuters	Nine Fairfax County Employers received national recognition for implementing Major Trip Reduction. All nine were awarded in front of the Board of Supervisors.
Telework/VA	Financial Incentives to implement formal telework program: \$50,000 Mega construction areas and \$35,000 other areas in Fairfax.
MetroMatch (Transit Benefit Incentives)	Employer will receive a 50 percent match for each employee participating. Fairfax County will reimburse the company for 50 percent of the cost, per participant per month. Over a six-month period, the employer would receive that 50 percent in matching funds.
ShuttlePool Program	Implemented first "Public Private Partnership" pilot ShuttlePool program at INOVA Fairfax Hospital. Two shuttles: Gainesville to INF and PRTC Transit to INF.
Commuter Connections – Pool Rewards – Carpool and Vanpool Incentive Program	Program using cash incentives to first time carpoolers and vanpools.
NuRide	Developed NuRide, a reward program, in order to promote ridematching.
Bike Benefit Match Program	Employers receive a 50 percent match for each employee participating in a verifiable Bike to Work Program. Fairfax County will reimburse the company for 50 percent of the cost, per participant, per month. Over a six-month period, the employer would receive 50 percent in matching funds.
<b>Major Business/Resident/Commuter Marketing Initiatives</b>	
Member Commuter Connections 2012 Umbrella campaign	Guaranteed Ride Home and RideMatching.
One Less Car Marketing Campaign	Attended over 41 employer fairs, and used this in-house campaign to promote SOV travel reduction.
Car Free Day and Try Transit Week	Raised awareness of events through large mailing of posters to major employers, promotion on website and a Board of Supervisors proclamation.
Pentagon Transportation Fair (DOD)	Over 1,200 Commuters assisted by FCDOT at the Pentagon Transportation Fair.
Facebook Outreach	Provided Facebook updates on Major TDM events including Car Free Day and Try Transit week as well as new trends in commuting and local transit and weather advisories.
BRAC at Belvoir and NGA Commuter Workshops and Vanpool Formation Demonstrations	Worked on major fairs and commuter events including creating density plots and surveys.
FCDOT Community Residential Program	Conducted on-site visits, outreach campaigns including CRP postcards, and information packets to residential communities.
Fairfax County Bicycle Route Map Distribution to Employers	Handed out and mailed maps to employers and commuters to encourage use of bike programs.
SmarTrip Card Distribution	Handed out SmarTrip cards and fairs to promote use of transit.
Hospital and Healthcare Professionals Direct Marketing efforts	Encouraged use of transit, ride matching, shuttles, vanpools and Guaranteed Ride Home to worksites.
Washington Business Journal Database outreach	Used database to update our in-house outreach and clients list.
Density Plots	Free Geographic Information Systems (GIS) density plots for larger employers. The primary use of GIS density plots is for identifying clusters to encourage transit along with vanpool and carpool formation.
"Dump The Pump" Campaign	Ran large ad in Mega Projects newspaper and placed signage on Connector bus exterior.
New Tysons Employer 12 x 12 Micro Fiber Bike Map	Created new outreach product for distribution to raise awareness of commuter bike routes Tysons Corner.

## Major TDM Initiatives

Transportation Services Group, Fairfax County Department of Transportation (FCDOT)	
Initiative	Description of Initiative
<b>Advocacy for TDM/Transit</b>	
Member Commuter Connections Network – Regional MPO	Metropolitan Washington Council of Governments (MWCOC).
<b>Advocacy for TDM/Transit</b>	
TMA's including: DATA, TyTran, TAGS, LINK	Encouraged employer and residents to implement alternative mode use.
Fairfax County Economic Development Authority	Met with Fairfax County Economic Development Authority (FCEDA) staff on a semi-regular basis to discuss promoting Fairfax County.
ACT member	Member; Association Commuter Transportation (National and Regional) TDM Advocates.
VA MegaProjects Construction and Employer Solution Team	Promoted transit, ride matching, Guaranteed Ride Home and alternative modes.
I-495 Express Toll Lanes	Partnering with Transurban (VDOT) to promote new HOT lanes (toll) opening December 2012.
Dulles Corridor Metrorail project	Promoted transit, ride matching, Guaranteed Ride Home and alternative modes.
BRAC Transportation Coordinators meeting and partnerships	Promoted transit, ride matching, Guaranteed Ride Home and alternative modes including a strong push for vanpooling.