

**2011 Major TDM Initiatives  
City of Alexandria**

City of Alexandria TDM	
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 Individualized Marketing Initiative	The Employer Individualized Marketing program uses advanced survey tools to segment members of the population into groups based on their willingness to use sustainable modes of transportation. Marketing messages will be tailored to the specific needs of individuals, resulting in significantly greater mode shifts than traditional Transportation Demand Management strategies.
Employer 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.
Grass Roots Marketing	<p>Develop and execute an overall coordinated strategic grassroots marketing campaign for the City of Alexandria's Local Motion program within the stated budget.</p> <p>Results of grass roots outreach will be carefully monitored on an ongoing basis and reporting to the City will be provided on a monthly basis:</p> <ul style="list-style-type: none"> <li>• Partner enrollments (signed agreements)</li> <li>• Pledges signed at events (reported by location)</li> <li>• Brochures distributed (combination of events and Partner distribution)</li> <li>• Monthly and year-to-date totals for all of the above</li> </ul>
Employer Outreach	Targeting prospective employers daily, Making face-to-face sales calls with key decision makers, Assisting employers in implementing commuter benefits programs, Attending transportation fairs, new employee orientations, Training of Commuter Benefits Coordinators(CBC), Assisting with corporate relocation services to and from the City of Alexandria, Conducting employer surveys, Providing employee surveys, Distributing Resource Guides and information kits to employers, Creating and distributing personalized commute planners to employees, Ongoing support and follow-up, Evaluation, Impact reporting
<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>
Newsletter	The bi-annual newsletter about TDM and commuting news and events will be distributed to all residents and employers. Through the newsletter, we will educate more residents and employees about alternative modes of transportation while increasing Local Motion brand awareness and website traffic.
Bike to Work Day Event	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.
West End DASH stops and Metro Station mailing	The one-time residential mailing encourages residents on the West End of the City to use DASH. The mailing will include transit collateral and a discount for the 30 day DASH pass that can be redeemed at the Transit Shop. This marketing effort reaches out to residents within a radius of a quarter mile around five West End DASH stops and two Metro Stations.
New homeowner mailing	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.
Patent and Trade Office (PTO)/BRAC-133 Vanpool start up pilot	New vanpools at PTO and BRAC/133 sites will be created with a combination of education and financial incentives that will help the initial start up of a new vanpool program.

**2011 Major TDM Initiatives  
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Advocacy for TDM/Transit	
Local Motion Annual Events	<p>Each year, Local Motion hosts events throughout the city to reach a broad audience in a variety of settings. The 2012 events include:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> PTO Green Fair</li> <li><input type="checkbox"/> Homeowner Fair</li> <li><input type="checkbox"/> City Health Fair</li> <li><input type="checkbox"/> Earth Day</li> <li><input type="checkbox"/> DOD Transportation Fair</li> <li><input type="checkbox"/> Approx. three King Street Plaza Transportation Fairs</li> <li><input type="checkbox"/> Try Transit Week Events in Del Ray, City Hall, and Duke Street</li> <li><input type="checkbox"/> Family Fall Festival</li> <li><input type="checkbox"/> Del Ray Meet &amp; Greet</li> <li><input type="checkbox"/> Alexandria Birthday Celebration</li> <li><input type="checkbox"/> Carlyle Place Apartments</li> <li><input type="checkbox"/> Montgomery Park Event</li> <li><input type="checkbox"/> Taste of Old Town</li> </ul>
Federal Bike Commuting Benefit (FBCB) Campaign	Local Motion will partner with local bicycle shops to promote the FBCB to their clientele. Local Motion will educate store employees about the benefit program so they can encourage customers to sign up for the benefit. Marketing materials will be provided to the bicycle shops for distribution.
Local Best	Local Motion will participate in the regional recognition campaign sponsored by MWCOC designed to publicly acknowledge Level 3 and Level 4 employers in our community. A local awards ceremony for the City winners will be hosted and plaques will be presented in appreciation.

**2011 Major TDM Initiatives  
Dulles Area Transportation Association**

<b>Name of TDM Agency: Dulles Area Transportation Association</b>	
<b>Initiative</b>	<b>Description of Initiative</b>
<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>
Rotating Rideshare Coordinator	Program developed by DATA to address the unique needs that hotels face in assisting their employees to find ridesharing opportunities. Have held numerous meetings with hotel employees (in both English and Spanish) identifying needs and using "RideMatching (CCRS - Carpool/Vanpool Matching) software" developed by MWCOG/Commuter Connections. Currently working with 7 hotels in the DATA service area, with possible expansion pending.
<b>Business/Resident/Commuter Marketing Initiatives</b>	<b>Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.</b>
DATA Employer Council	In conjunction with Fairfax and Loudoun Counties, DATA continued to expand its Employer Council, a forum for HR and Facilities Directors and CEOs to examine TDM strategies and the impact implementation has on recruitment, retention and the bottom line. The most recent topic was the new Virginia telework tax incentive. The Employer Council meets quarterly.
DATA Employer Council Blog	Developed and published a blog for the DATA Employer Council to help improve communication and best practices sharing among this group. Posted a number of articles promoting alternatives to daily use of single occupancy vehicles. Subjects ranged from Commuter Connections' Guaranteed Ride Home Program to various DRPT initiatives, including promotion of Try Transit Week, and the Telework Tax Credit.
DATA Facebook Page	Established a Facebook page for DATA, as a means of reaching individuals with an interest in mobility management. Posted throughout the year on subjects similar to the blog, plus items geared towards individuals, such as promotion of Car Free Day and Commuter Connections' School Pool, a ride sharing program for parents of students.
Aerospace Employee Commute Survey & Greenhouse Gas Emissions Analysis	Using DATA's E3Calc Survey and GHG Calculator, completed an employee commute survey at Aerospace Corporation on May 20, with nearly 50% of employees responding; prepared final report and discussed with ETC the results and next steps.
Dulles Airport Employee Commute Survey	DATA is conducting a survey of almost 4,000 employees at 15 businesses and airport operations, security (TSA) located on the airport proper. The employee commute survey will provide important baseline information for DATA and the businesses on the current commuting patterns and transportation needs of airport employees. This information will be used to develop individualized strategies for the businesses to improve transportation services for their employees in the future, with a particular focus on lower wage and underserved employee populations.
Transportation Trade Shows	In addition to participating in benefits fairs conducted by major employers like Aerospace and VeriSign, DATA conceived and executed independent educational "Transportation Trade Shows" for employers involving representatives from Fairfax Advocates for Better Biking (FABB), Commuter Connections, VPSI, etc., focused exclusively on commuting alternatives.
DATA Seminar Series	Partnering with peer organizations and educational institutions, DATA promoted awareness of transportation issues by conducting periodic seminars. The most recent, co-sponsored by AAA Mid-Atlantic, featured noted transportation writer Alan Pisarski and Washington Post columnist Robert Thomson, "Dr. Gridlock." Major employers like VW North America typically host the seminars which draw 50-75 business leaders and local government officials. October's event will feature DRPT Director Thelma Drake.
"Try Transit Week/Car Free Day" Promotion	DATA supported these regional initiatives by utilizing the RRC contacts with area hotels to distribute promotional materials. In addition, DATA promoted these events through its Employer Council blog, Facebook page, and DATA Details, the Association's electronic newsletter.
"There's Money on the Line"	DATA is undertaking a direct mail campaign to interest the 200 largest employers in its service area in becoming involved in promoting TDM strategies to their employees. This program utilizes both direct mail and e-mail and will employ a local personality or elected official to promote telework. The aim is to induce 10% of the target companies to become actively involved in TDM programs.
"Intersection Westfields"	Working with local government and business leaders, DATA has mounted a major initiative to improve transportation in the Westfields Corporate Center. This began with a "transportation summit" during which major stakeholders identified problems and opportunities and continues with the conduct of Transportation Trade Shows at Center businesses, Lunch 'n' Learns, potential vanpool formation meetings, etc.
TDM Plans	As part of its Employer Outreach Program, DATA began work with a number of major employers in the DATA service area, to develop TDM plans aimed at increasing use of mobility management programs.
<b>Advocacy</b>	<b>Description of activity or member ship to APTA, local Chamber of Commerce, etc</b>
Chamber and Association Membership	DATA participates in a number of local business associations, including the Loudoun, Greater Reston and the Dulles Regional Chambers of Commerce. DATA's Executive Director serves on various Chamber Committees and on committees of the Metropolitan Washington Council of Governments. In addition, DATA is active in the Chesapeake Chapter of ACT, the Association for Commuter Transportation.

**2011 Major TDM Initiatives - Fairfax County Dept. of Transportation**

<b>RIDESOURCES - FAIRFAX COUNTY DEPARTMENT OF TRANSPORTATION</b>	
<b>Initiative</b>	<b>Description of Initiative</b>
<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	2011 Work Program - Ridematching, GRH, Pool Rewards, Surveys, Mass Marketing inc. Radio, LNYW, Employer Recognition Awards.
Best Workplaces for Commuters	10 Fairfax County Employers received National Recognition for implementing Major Trip Reduction. All 10 were awarded in front of The Board of Supervisors. In addition, Fairfax County was recognized as a Best Workplace for Commuters site.
TELEWORK-VA	Financial Incentives to implement formal telework program \$50,000 Mega construction areas \$35,000 other areas in Fairfax.
MetroMatch (Transit Benefit Incentives)	Employer will receive a fifty (50%) match for each employee participating. 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.
ShuttlePool Program	Smarter Way to Work encourages Employers to create Shuttlepool into residential areas using 132f Transit Benefits to support costs.
One Minute Employer Surveys	Surveyed approximately 30 employers in fy11. Results in ACT ( Free One Less Car T shirts for respondents)
Commuter Connections - Pool Rewards - Carpool Incentive Program	Pilot program using cash incentives to first time carpoolers.
NuRide	Promote Ridematching (Reward Program)
Bike Benefit Match Program (PILOT)	NEW BIKE. Employer will receive a fifty (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.
<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 2011 Umbrella campaign - GRH and RIDEMATCHING	Umbrella campaign - GRH and RIDEMATCHING
One Less Car Marketing Campaign	Attended over 45 Employer fairs. Used this in-house campaign to promote SOV reduction.
Car Free Day and Try Transit Week	Raised awareness of events: large mailing of posters to major employer. Promote on website. Board of Supervisors proclamation.
Pentagon Transportation Fair (DOD) / Navy Yard	Over 2,00 Commuters assisted.
Facebook Outreach	Update on Major TDM events inc. Car Free Day and Try Transit week. Also new trends in commuting and local transit. Weather Advisories.
BRAC at Belvoir and NGA Commuter Workshops and Vanpool Formation Demonstrations	Work on major fairs and commuter events including creating Density plots and surveys.
FCDOT Community Residential Program	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 to Employers and Commuters to encourage use of bike programs.
SmarTrip Card Distribution	Hand out SmarTrip cards and Fairs to promote use of transit.
Hospital and Healthcare Professionals Direct Marketing efforts	Encourage use of Transit, Ride matching, Shuttles, Vanpools and GRH to worksites.
Washington Business Journal Database outreach	Use Database to update our in-house outreach and clients list.
Density Plots	Free GIS density plots for larger employers. Primary use: Identifying clusters to encourage Transit and van- and carpool formation.
<b>Advocacy for TDM/Transit</b>	
Member Commuter Connections Network - Regional MPO	MWCOG
TMA's including: DATA, TyTran, TAGS, LINK	Encourage employer and residents to implement Alt mode use.
Fairfax County Economic Development Authority	Meet with FCEDA staff or a semi regular basis to promote Fairfax County.
ACT	Member Association Commuter Transportation (National and Regional) TDM Advocates.
VA MegaProjects Construction and Employer Solution Team	Promote Transit, Ride matching , GRH and Alt modes.
Dulles Corridor Metrorail project	Promote Transit, Ride matching , GRH and Alt modes.
BRAC Transportation Coordinators meeting and partnerships	Promote Transit, Ride matching , GRH and Alt modes inc. strong push for vanpooling.

## 2011 Major TDM Initiatives - GW RideConnect

GWRideConnect (Fredericksburg Area)	
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>
100 new vanpools formed for FY11	GWRideConnect formed 100 new vanpools for FY11, removing 300,000 vehicles off the road per year, reducing 600,000 trips per year and reducing 36,000,000 Vehicle Miles Traveled.
ADVANTAGE Vanpool Self-Insurance Limited Liability Pool	GWRideConnect in partnership with DRPT and the Division of Risk Management continued to operate ADVANTAGE, a limited liability protection pool for vanpool operators in Virginia saving operators thousands of dollars per year and providing up to 14 million dollars more liability protection than prior insurance plans.
Leasing commuter parking spaces from private property owners Spotsylvania / Stafford County	GWRideConnect has a program through the MPO that leases commuter parking spaces from private property owners. The program currently leases 105 spaces in Spotsylvania and Stafford counties to provide parking for commuters travelling to the Naval Surface Warfare Center in Dahlgren. This is the most cost effective way to provide parking for this area of the region.
NTD Vanpool Incentive Program	This multi-regional program is currently being designed to allow vanpools in the region to report their transit data to the National Transit Database. This would generate additional 5307 funds for vanpool incentive programs and excess funding that would come back into the region. Vanpool Incentive programs would increase the number of vanpools in the region thus reducing the number of cars on the road. It is estimated that each vanpool has the potential of earning up to \$10,930 per year. 350 vanpools could generate 3.8 million dollars per year.
<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 Seasonal Advertising Campaigns	<i>These seasonal Marketing Campaigns</i> feature Display ads in the Fredericksburg Free Lance-Star, Caroline Progress, The Journal and The Stafford Sun. Radio Ads utilize 2 local stations, B101.5 and WFLS. Ads run 4 times per day during the seasonal campaigns.
The Commute Fairy Winter Advertisement	The winter Commute Fairy radio advertisement won the Va. Broadcasting Association's Best Commercial in FY11. This was the 2nd win for the Commute Fairy ads.
New and improved GWRideConnect Website	The GWRideConnect website has evolved as the source in the region for information regarding transportation solutions. The site advertises and promotes local private commuter buses and the FRED bus. The site provides a ride match application, posts vanpools and carpools with vacancies, and features the GWRideBoard that is posted with local rides. Links to transit can be found on the website and include VRE, METRO, AMTRAK, Greyhound and other alternatives.
<b>Advocacy for TDM/Transit</b>	
GWRideConnect serving on Quantico Regional Planning Team	GWRideConnect will continue to serve as an active member of the Quantico Regional Planning Team to assist the Base with developing a plan for future growth.
Realtor Outreach	GWRideConnect works with realtors in every locality in the region and provides them with commuter informational packets to distribute to home buyers and new residents to the region. Packets include transit and TDM information. This is an extremely popular outreach effort.
GWRideConnect serving on Interagency Consultation group for Air Quality Conformity	GWRideConnect Director serves as a member of this group.

**2011 Major TDM Initiatives - Loudoun County TDM**

LOUDOUN COUNTY TDM	
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>
Tysons Express Commuter Bus Service	Ridership on the Tysons Express commuter bus service from Leesburg and Broadlands South to employment sites in Tysons Corner continued to grow during the year with average daily passengers trips exceeding 300 trips per day (up from 200 last year which is a 50% increase in ridership in ten months).
Transit Schedule and Routing Program	The County issued a contract to AVEGO to develop a platform for integrating data from the GPS units installed on every bus into a schedule and route adherence program. The system will provide real-time viewing as well as historical analysis of the route and schedule data and in the future passenger bus arrival information.
Park and Ride Lot	Loudoun County opened its second county-owned/constructed lot in August 2011. The Harmony Park and Ride Lot at Scott Jenkins Memorial Park has 250 parking spaces, two bus shelters and two bike lockers. This lot also has five electric vehicle charging stations and was built with solar panels on the lights that absorb energy and send it back to the grid via Net Metering. LC Transit provides am and pm peak commuter bus service from this lot to Tysons Corner and the Washington Metropolitan Region.
Green Business Challenge	This year in cooperation with the Loudoun County Chamber of Commerce, the OTS Employer Outreach program sponsored the three-part "Green Business Challenge Summer Coffee Series " entitled "Wake up to a Greener Loudoun. As a result of the Green Business Challenge five Loudoun businesses are undertaking employee commute surveys.
Lunch and Learn with Loudoun Employers	Our Employer Outreach Specialist arranged a number of "Commuting" lunch and learns at employment sites within Loudoun County. Lunch was provided to those who attended. The theme of the lunch and learns varied from commuting options, bicycle safety and NuRide. Staff felt these lunch and learns were very influential in educating employees about transportation options.
<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 CARFREEMETRODC 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. A Tysons Express rider was named the Try Transit Week winner in 2011 and will receive a years worth of free transit on Tysons Express.
Make a Change...Save some Change Campaign and the Don't Pay the Pump Campaign	Created a month long campaigns entitled "Make a Change...Save some Change" as well as "Don't Pay the Pump, Share the Ride" encouraging residents and employees to consider changing their mode of commuting to carpooling, transit, biking and/or teleworking. These campaigns ran during February and March.
We are all part of the Solution Campaign	During May and June 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, teleworking as well as not mowing grass and not fueling vehicles.
Transportation Services Maps and Schedules Brochure	OTS staff worked with Virginia Regional Transit to create and publish a new local bus route map/schedule brochure. This piece entailed a large map of the County that included all the local fixed bus routes with the timetables on one side of the brochure and individual route maps and information on the other side of the brochure. These brochures were mailed to a majority of households in Loudoun County and placed on the buses and in government buildings.
<b>Advocacy for TDM/Transit</b>	
Office of Transportation Services Staff	Over the course of this fiscal year (2011) Office of Transportation Services staff hosted 50 events (33 in FY10) in and around Loudoun County. Twenty one of those were commuter fairs and lunch and learns sessions held with Loudoun County employers; nineteen events took place in Tysons Corner at employer related commuter fairs and earth day celebrations; and the other fourteen events included the Pentagon DOD fair, community "Green" functions, Reality Stores at the high schools and Bike to Work Day pit stops.
Transportation Demand Management Plan and Transit Development Plan	Loudoun County Office of Transportation Services completed its first-ever Transportation Development Plan and submitted it to DRPT in October 2010. Staff also began work on developing Loudoun's first Transit Development Plan. This document is in final endorsement stages and should be submitted to DRPT in November/December 2011.

**2011 Major TDM Initiatives - Hampton Roads Transportation Planning Organization**

Hampton Roads Transportation Planning Organization	
Initiative	Description of Initiative
<b>New Service, Service Enhancements and Major Initiatives and Incentives</b>	Examples: Carpool or vanpool incentives; new resident program; school pool program; expanded market/service area; etc.
<b>Major Business/Resident/Commuter Marketing Initiatives</b>	Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.
<b>Advocacy for TDM/Transit</b>	
TRAF/FIX	The HRTPO board funds TRAFFIX, a transportation demand management program that was started in 2005. This cooperative program offers transportation alternatives and incentives to area commuters to reduce single occupant travel (i.e.- Commuter Matching, Vanpools, NuRide Incentives). In addition, TRAFFIX assists in the development of Park & Ride lots to encourage ridesharing and assists area employers in creating alternate work schedules and telecommuting programs.

2011 Major TDM Initiatives - Middle Peninsula Rideshare

Middle Peninsula Rideshare a program of the Middle Peninsula Planning District Commission	
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>
Fixed Route Transit Study	Transportation, Community & System Preservation project grant application to fund a Rural Fixed-Route Transit Feasibility Study for Route 17 Corridor.
Rappahannock Community College (RCC) Transportation Options	Began dialogue with RCC Workforce Development to promote transportation options for staff, faculty, students at the Glens Campus
<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>
Outside Advertising	Billboard targetting commuters traveling down Rt. 33 to access 164 to Richmond/Peninsula
Radio Advertising	Sponsorship of local radio drive-time weather reports to target commuters traveling down US Rt. 17 to Peninsula
Print Ads	Print ads in local newspapers to promote cost savings of ridesharing
Promote Try Transit Week	Website posting and emails to rideshare registrants
Promote Virginia Telework Week	Website posting and emails to rideshare registrants
Park & Ride Lot Promotion	Surveyed region's P&R lots and distributed windsheild sunscreens and brochures for Commuter services, Guarranteed Ride Home Program and Share the Road programs
<b>Advocacy for TDM/Transit</b>	
<b>Secretary ACT Telework &amp; AWS Council</b>	The ACT Telework & AWS Council is partnering with ACT Public Policy Council to advocate for several telework initiatives including enhancing broadband access to underserved rural areas to allow for telework options for long-distance rural commuters
Coordinated Human Service Mobility Committee	Reveiwed grant applications for FHA grants to provide transportation options to disabled, low income and elderly Middle Peninsula residents



2011 Major TDM Initiatives - Northern Neck Planning District Commission

Northern Neck Planning District Commission	
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>
Tourism Events Transportation	A collaborative effort between the Northern Neck Tourism Commission, NeckRide, and Bay Transit to provide free transportation to public events. The most recent event was in May 2011 at George Washington's Birthplace. Because of the long distances of our 740-square-mile service area, this type of service allows visitors and residents to park their vehicle in a central location and enjoy a pleasant ride through rural roads to 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>
<b>Advocacy for TDM/Transit</b>	

**2011 Major TDM Initiatives - Northern Shenandoah Valley RideSmart**

<b>Northern Shenandoah Valley RideSmart</b>	
<b>Initiative</b>	<b>Description of Initiative</b>
<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>
<b>Business/Resident/Commuter Marketing Initiatives</b>	<b>Description or examples of advertising, promotion, direct mail, facebook/twitter, events, etc.</b>
Commuter Appreciation Days	Events held at several key park and ride lots in the Northern Shenandoah Valley Region with food, prizes and giveaways to promote ridesharing/carpools/vanpools
Radio Advertisement Blitz	Radio ads for RideSmart on 4 different stations in the region during peak morning and evening commute time slots
<b>Advocacy</b>	<b>Description of activity or member ship to APTA, local Chamber of Commerce, etc</b>

Potomac and Rappahannock Transportation Commission (PRTC) - OmniMatch TDM program	
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>
<i>Vanpool Incentive Program</i>	<i>Continued to work with NVTC, GWRC, and VDRPT on study for implementation of a vanpool incentive program linking NTD data collection and vanpool incentives.</i>
<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>
<i>OmniSmartest employer awards</i>	<i>Established awards program recognizing Prince William area businesses that provide significant commute programs for their employees. Four area employer were selected as Gold Level Employers. The awards program gained local and regional media attention for our employer outreach program.</i>
<i>Bike to Work Day</i>	<i>Participated in planning for the event and staff volunteered at one pit stop. The number of Prince William County pit stops rose from 1 in the previous year to 6 this year.</i>
<b>Advocacy for TDM/Transit</b>	
<i>NVRC BRAC Rideshare Roundtable</i>	<i>Attended montly roundtable meetings to discuss and plan for BRAC implementation in Northern Virginia.</i>
<i>BRAC Employee Transportation Fairs</i>	<i>Attended commuter fairs at Ft. Belvoir, Crystal City, NGA, Navy Yard and the Pentagon for BRAC effected employees.</i>
<i>General Employee Transportation Fairs</i>	<i>Attended commuter fairs at Social Security Administration, Freddie Mac, NOVEC, and COPT promoting transit and TDM.</i>

**2011 Major TDM Initiatives - Ridefinders**

RIDEFINDERS	
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>
NuRide Carpool Incentive	Continued the NuRide Partnership
Park and Ride Lots	Participation in the VDOT Park N' Ride Study Group; Staffed Swif Creek and Mechanicsville lots for route and service changes for GRTC Transit System ridership
Emergency Ride Home Program Revision	Changed the program parameters from 3 free rides and then a \$5 co-pay up to \$250 maximum allowance to 4 free rides per year with no co-pay and created exclusive partnership with a vendor who provides a 10% discount as well as tracking reports
Transit Promotion	Established 4 new Commuter Choice Partners and new vendors to display GRTC Transit Schedules ; also Partnered with Walgreens to sell transit tickets; provided customized trip plans for Richmond Ballet apprentices; Ellwood Thompson's secured as a Corporate Green Sponsor
Telework/Va	Enrolled 10 new companies in the telework/va program; Completed 6 case studies of successful programs; produced 3 Commercials featuring CEOs and upper management of Girl Scout Commonwealth Council, RMC Events, and Astyra Corporation citing company benefits because of partnerships with RideFinders and DRP; placed Ads in the Richmond times-Dispatch, the Greater Richmond Convention Visitors Bureau and the Free Press and bus boards on GRTC buses
	Co-hosted Telework Richmond Event with DRPT , secured elected officials to attend and speak at the event: The Honorable Betsy B. Carr, Delegate, 69th District of Virginia & The Honorable Jennifer L. McClellan, Delegate, 71st District of Virginia
	Mass mailing to over 300 area employers regarding program; promoted program at expo booth during CBS 6 Healthy Lifestyles Expo at Greater Richmond Convention Center.
	Developed National Telework Week pledge and distributed to ETC network
RideFinders Performance Evaluation and Community Impact Assessment Program	Evaluation of the impact of all the RideFinders component pieces on reducing vehicle miles traveled in the Richmond Metropolitan area and its impact air quality in the Richmond region. Commuter store survey and vanpool survey currently underway.
Vanpool Program	10 % Vanpool growth; added 1 new additional vanpool provider; began utilizing Facebook and Twitter to recruit riders; provided over \$80,000 in seat subsidies to support the program; placed every rider displaced from the Fredericksburg Express Route on an existing vanpool;
<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	Direct mail campaign distributed to over 3,800 businesses in the Greater Richmond & Tri Cities areas to distribute clean air materials (letter of support, brochures, posters) to patrons, employees, and business contacts featuring ozone awareness and the impacts of ozone and other pollutants on health, environment and the economy. Clean Air partners include most of the state agencies and private businesses such as The Omni Richmond Hotel, Chesterfield County General Services, Retail Merchants Association, the Museum of Fine Arts, The Jefferson Hotel, The Martin Agency
	Broad-based commuter campaign throughout summer months (April - September). Advertised clean air campaign in a variety of communications channels including: the Colonial Heights Chamber of Commerce 2011-2012 ; recruited 40 New Clean Air PatnersMembership Directory and Relocation Guide, the Town of Ashland Quarterly newsletter, The Caroline Progress
Go Green. Get Green. Partnerships	Collaborative partnership between RideFinders and companies to publicly recognize the sustainability efforts, social responsibility and environmental stewardship of corporate partners. Recognition includes recognition awards, website marketing and bus board advertisements. Partners include: Ellwood Thompson's, University of Richmond, Kleanekare Team, Go Green Innsbrook and Doubletree Hotel
Social Media	RideFinders ran a 2 week campaign to "Like Us" on facebook to increase the fan base. The numbers went from 20 friends to 889.
Beat The Traffic Partnership with CBS6	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 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 dayparts, including Prime Time!
	Since September, 2009, CBS 6 has run an additional 15, :10 second promotional commercials specifically driving viewers to the "Beat the Traffic" web site which links to RideFinders website and RideFinders advertising banners.
Employer Outreach	Presentations and participation in Employer Green Events: Bank of America-Sustainability in the Workplace; XXXX transportation fairs to include William & Mary College; provided sample Transit Development Plan for military Bases to Fort Lee representative; Recruited 69 new Employee Transportation Coordinators; 33 Transportation Fairs; 22 commuter Choice Presentations; conducted 62 employer surveys.
Sponsorships	Richmond Sports Backers-Anthem Moonlight Ride; Richmond Area Bicycling Association- Heart of Virginia bike Festival; Retail Merchants Association Retail Marketing Expo; Historic Petersburg Foundation- 'Ball in the Burg; Midlothian Day Village Parade
Retail Merchants Association's Retail Marketing Expo	Served as co-parking sponsor for event - distributed RideFinders literature to over 1,000 attendees, hosted a booth at the Expo, provided news article for inclusion in Retail Merchants newsletter
Community Outreach	Partnered with local churches ( Ebenezer Baptist, Sharon Baptist, St Elizabeth Catholic Church Community Festival, to distribute RideFinders information; collateral material distributed at the State Fair, the Dinwiddie County ; and Chesterfield County Fairs; membership and participation in the local Chambers of Commerce networking opportunities; Meropolitan Business League, Va Hispanic Chamber of Commerce; Mobile Unit Events at Maggie Walker Alumni Annual Fundraiser and New Kent County Bike Route Ribbon Cutting, American Family Fitness Annual 5k run, Walgreen's Customer Appreciation Day, Judge in the Midlothian Day Village Parade- interviewed live about Rf's programs and services;

2011 Major TDM Initiatives - Ridefinders

Advocacy for TDM/Transit	
Partnership for Smarter Growth	Executive director served as Honorary Advisory Board Member and staff attended and provide TDM collateral material at 4 Citizen Engagement workshops throughout the Central Virginia Region
Completion of Long-Range TDM Plan	Input received from various regional stakeholders and Plan presented to and approved by the RideFinders Advisory Board and the Technical Advisory Committee of the MPO- to be included in the 2035 Long Range Transportation Plan
City of Richmond RVA Green Project	Participation in Stakeholders Meetings to provide transit/TDM perspective in developing goals and initiatives for the Sustainability priorities for the City
Other	<p>RideFinders was the recipient of the following awards: • 2011</p> <ul style="list-style-type: none"> <li>• Award of Merit, Richmond Chapter of the Public Relations Society of America, Telework Tech: Promoting the Telework!VA Business Incentive Program</li> <li>• 2011 Gold Award (Special Events), Hermes Creative Awards, Go Green. Get Green. Telework Richmond Event</li> <li>• 2011 Gold Award (Communication Campaign), Hermes Creative Awards, Telework Tech: Promoting the Telework!VA Business Incentive Program</li> <li>• 2011 Honorable Mention (Publications/Brochure), Hermes Creative Awards, Emergency Ride Home brochure</li> <li>• 2011 Third Place (Marketing and Outreach Public), Association for Commuter Transportation, Telework Tech: Promoting Telework</li> </ul>
Greater Richmond Chamber of Commerce	Attend Business Council meetings for networking and business opportunities, breakfast sponsor for local business council meetings; vendor participation at Schmoosa Palooza
Hopewell- Prince George, Petersburg, Powhatan, Colonial Heights Chambers of Commerce	Memberships, Direct mail flyers advertising Green Partnerships, RideFinders services to entire membership; newsletter articles
Richmond Regional Planning District Commission	RideFinders- Voting member of the Technical Advisory Committee, non-voting of the Metropolitan Planning Organization, member of the Long Range Transportation Plan and the Interagency Consultancy Group committees
Crater Planning District Commission	Attend and participate in TAC meetings

## 2011 Major TDM Initiatives - RideSolutions

RIDE Solutions, a service of the Roanoke Valley-Alleghany Regional Commission	
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>
Red Rack program	RIDE Solutions-branded bike racks awarded to local small businesses to improve safe bike parking at their sites.
Art Bike Rack	Partnered with City of Roanoke Arts Commission to cosponsor an art bike rack. Developed and Art by Bike route to promote safe on-road accommodations for casual/commuter cyclists. Major media exposure for the rack both locally and nationally.
<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>
"Sweet Ride" winter bike commuter recognition program	Partnered with ChocolatePaper and local bike advocate River Laker to catch bike commuters who continued to ride in the colder months. Rewarded them with coupon for free truffle at ChocolatePaper and posted photo/story on bikeroanoke.com. Culminated in family bike ride in downtown Roanoke and free screening of Willy Wonka at the Shadowbox microcinema.
Sponsor of Virginia Tech carpool program	Support Virginia Tech's carpool/commuter incentive program to defray the cost of parking passes for carpoolers.
Bike Month	Lead organizer of bike month events, including the annual Clean Commute challenge, the Bike Ready free tune-up event at Earth Day, regional bike awards, Clean Commute breakfasts at area park and rides, and more.
Bicycle Friendly Business outreach	Worked with local businesses, including Norfolk Southern and Carilion Clinic, on promoting the Bicycle Friendly Business designation. Including presentations to staff and employees and support materials.
<b>Advocacy for TDM/Transit</b>	
City of Roanoke Downtown Mobility Workgroup	Invited to join a group of parking and transportation professionals on improving parking and mobility in downtown Roanoke and the role of TDM in reducing the number of commuters coming into the urban core. Workgroup is a continuing project.

## 2011 Major TDM Initiatives - Rideshare

RideShare - a service of the Thomas Jefferson PDC in cooperation with the Central Shenandoah PDC	
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>
New Park & Ride Lot (TJPDC)	An informal Park & Ride lot was established at the new Ruckersville Walmart, providing a convenient meeting place for Greene County residents that carpool to Charlottesville, Culpeper or Northern Virginia. The Park & Ride spaces are designated by a Park & Ride sign provided by RideShare. The Park & Ride lot was a result of an effort from RideShare and Greene County Supervisor Carl Schmitt with the strong support of Store Manager Pete Newbold. According to the latest US Census Data, approximately 82% of Greene County residents commute to work in other locations, with over 50% working in Charlottesville or Albemarle County.
Park & Ride Inventories (CSPDC and TJPDC)	RideShare completes inventories on all formal and informal Park & Ride lots within CSPDC and TJPDC on a quarterly basis. Data collected includes the number of cars, amenities and condition of the lots. The most heavily used lots are located in Waynesboro (CSPDC) and Zion Crossroads (TJPDC) with an average of 66 and 45 cars per weekday, respectively.
<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>
Try Transit Week (TJPDC)	The Commuter Information Team (RideShare, JAUNT, CAT, UTS and Greene County Transit) joined the Virginia Department of Rail and Public Transportation (DRPT) in celebrating the third annual statewide "Try Transit Week" from September 20-24. Area residents were directed to <a href="http://www.trytransitweek.com">www.trytransitweek.com</a> to enter the contest. Marketing included press releases to area media, email blasts to employers and RideShare members and fliers on buses. In addition to online activity, local "Try Transit Week" signups were held at Martha Jefferson Hospital and the Charlottesville Downtown Transit Station.
Greater Augusta Chamber of Commerce and Harrisonburg-Rockingham County Chamber of Commerce (CSPDC)	Initiative to reach out to Valley businesses and industry through a relationship with the Greater Augusta Chamber of Commerce and the Harrison-Rockingham Chamber of Commerce as well as developing relationships with individual businesses and industries through on-site visits.
RideShare Week (CSPDC and TJPDC)	RideShare celebrated the 7th annual RideShare Week October 18-22, 2010. New RideShare registrants as well as current members were given the opportunity to enter a prize drawing for a \$500 Visa gift card. A total of 80 entries were received, with 49 entries coming from new applicants. The prize was awarded to Lisa Reid, a new RideShare member that commutes from Dillwyn to her job at Region 10 in Charlottesville. The contest week was promoted through radio and TV advertisements and employer visits at Martha Jefferson Hospital and State Farm Insurance.
Clean Commute Day (TJPDC)	The 21st Annual Clean Commute Day in the Central Virginia area, was held on Friday, May 6th to promote commuting options other than driving alone for at least one day this spring. People were reminded that their actions could help the environment. This year CAT offered free rides all day, while JAUNT offered free rides on its commuter routes all week long when boarding with a bike. The event was promoted through employer outreach, paid radio and TV advertising, local radio interview and free press coverage of the event. A total of 120 Clean Commute Pledges were received.
<b>Advocacy for TDM/Transit</b>	

## 2011 Major TDM Initiatives - RRRRC Commuter Services

RRRC Commuter Services, Rappahannock-Rapidan Regional Commission	
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>
Park and Ride Lots	Worked with Culpeper County in the establishment of a new park & ride lot at Route 29/Route 3. This lot has approximately 12 spaces, but is the only formal lot in the Town of Culpeper.
<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	A marketing plan was developed by Pulsar Advertising. Significant components included a new billboard on Route 29 in Culpeper, gas pump toppers, radio ads, newspaper ads. A social media presence was created. An earth day event included the distribution of trees to employees in our localities promoting environmentally friendly forms of transportation.
Employer Outreach	Approximately 25 of our region's major employers were contacted with information on the Commuter Services program.
<b>Advocacy for TDM/Transit</b>	
Community Events	Staff from Commuter Services has attended a number of Community Events and Transportation Fairs. These include the Warrenton Spring Festival, Department of Defense Transportation Fair, Taste of the Mountains, and more.



**2011 Major TDM Initiatives - TRAFFIX**

<b>TRAFFIX Transportation Alternatives - A Service of Hampton Roads Transit</b>	
<b>Initiative</b>	<b>Description of Initiative</b>
<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 will 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 currently manages 52 active 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.
<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>
Cable TV spots contract with Cox until November, 2011	Ad promotes Hampton Roads Transit modes and TRAFFIX carpool and incentives.
TRAFFIX Newsletter	TRAFFIX makes its quarterly newsletter available online and we mail out over 700 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.
Try Transit Week	Hampton Roads Transit and TRAFFIX staff did a registration push for Try Transit week. HRT offered free rides on its Max services and a drawing for a bicycle. Sept. 2011
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.
ECPI University	Student resources fair, Oct. 2011
SYSCO Foods	Health and Benefits Fair Annual Rodeo/Family Festival. Table setup promoting TRAFFIX, Oct. 2011.
Norfolk Southern	Employee Safety day, HRT/TRAFFIX promoted light rail safety. Norfolk Southern employees participate in the GoPass365 program whereas the employer pays a set price for each employee to ride any mode of public transit just by showing their work badge. Sept. 2011
Canon Virginia	Enviromental fair, Sept. 2011.
<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.