

FY2014 DRPT's Making an Impact Report - Transit Agency Reporting Form for Significant Transit Initiatives in FY2014

Altavista Community Transit System (ACTS)

Initiative	Description of Initiative
New or Enhanced Transit Service or Facilities	Describe new or improved transit service implemented or new facilities or enhancements to an existing facility
Extended hours	Based on the recently developed TDP, ACTS extended weekday hours from 5 p.m. until 7 p.m., and Saturday hours from 2 p.m. to 4 p.m.
New or Refurbished Vehicles	Describe purchases of new or effort to refurbish buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.
Technology Improvements and New Amenities	Examples: Implemented WiFi on buses or rail cars; real-time bus locator app for public; new or updated scheduling or GPS locator system; website improvements)
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
Marketing Initiatives and Incentives	Provide examples of advertising, promotion, direct mail, social media/facebook/twitter, events, free "try it" rides, rewards etc.
Free fares in the summer	An anonymous donation from a generous citizen is the primary source for promotion of ACTS. This donation provides free fares for all riders during summer months, June through September. New riders try the bus for free each summer, realize its usefulness and continue to ride, thereby growing our system.
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
Four years of service	ACTS started its fourth year of service on January 1, 2014.
Advocacy	Description of activity or membership to APTA, local Chamber of Commerce, etc

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Blacksburg Transit (BT)

Initiative	Description of Initiative
New or Enhanced Transit Service or Facilities	Describe new or improved transit service implemented or new facilities or enhancements to an existing facility
Continued high ridership	In FY 14, BT continued to break ridership records. The system carried 3,685,079 passengers system-wide, a 4.39% increase over the previous year. (FY 13: 3,530,227)
Blacksburg service enhancements	Extended Hethwood A and B routes from 6:45 p.m. until 9:15 p.m. on weekdays.
Blacksburg service enhancements	Realigned service on the Toms Creek, University City Boulevard and Progress routes now provides 30-minute consistent service to all stops in the Toms Creek-Patrick Henry-Progress Street corridor.
Blacksburg fixed route: new service	Due to increased service demand, BT added late night service on the Patrick Henry route on Friday and Saturday nights to aid with heavy ridership in the Toms Creek, Patrick Henry and Main Street areas.
Blacksburg fixed route: new service	Due to increased service demand, BT added CRC Saturday Connector Service. Customers must call and schedule a trip. Ridership was higher than anticipated, resulting in extra staffing needs to maintain service level.
Christiansburg service enhancements: Explorer Route	In response to customer demand from a 2013 survey, BT added additional stops to the Explorer route. This made the route more efficient for passengers, and ridership continued to increase.
Christiansburg service enhancements: Go Anywhere Service	In response to customer demand, BT added service to LewisGale Hospital Montgomery as a destination on the Go Anywhere route. The hospital is located outside the town of Christiansburg in the county of Montgomery, typically making it inaccessible by bus.
Facility Maintenance Assessment plan	Funding was requested and awarded in our February 1st-FY 15 grant cycle for a Facility Maintenance Assessment. This assesment was conducted to identify short- and long-term improvements and provide a preventive maintenance plan.
New or Refurbished Vehicles	Describe purchases of new or effort to refurbish buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.
Purchase of four replacement 35' buses	Replacement buses for four 2002 35' buses (vehicle numbers 5201, 5202, 5211 and 5212).
Purchase of one replacement 60' bus	Replacement bus for a prior 2002 40' bus (vehicle number 5218).
Purchase of four replacement 40' buses	Replacement buses for four 2002 40' buses (vehicle numbers 5213, 5214, 5215 and 5216).
Purchase of one expansion BOC	For expansion of our Christiansburg service. This BOC was added in response to the experienced high transmission failures of four of the seven vehicles currently in our fleet.
Refurbishment of one forklift	Refurbished our 1993 forklift as a cost-saving measure, and to prolong its useful life.
Technology Improvements and New Amenities	Examples: Implemented WiFi on buses or rail cars; real-time bus locator app for public; new or updated scheduling or GPS locator system; website improvements)

BT4U mobile app	Both iOS and Android versions of the BT4U mobile application launched in April 2014.
Fleet communications	Awarded contract for part of Phase 1 fiber optic construction for deployment of our wireless data network throughout the region.
TIGGER project	Received 6-month extension of project from FTA. Deployed 30Tb of storage for fuel and ridership data storage. Narrowed focus of the demand assessment portion of the study to three technologies. Completed survey of university ridership about various demand assessment technologies.
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
BT4U signs	Added BT4U signs to every stop in Blacksburg and Christiansburg, ensuring all customers could identify stop number, phone number and other information.
First solar shelters	BT, in cooperation with Virginia Tech, installed its first two solar bus shelters at the Torgersen Hall stop in August 2013. Additional solar shelters are in stock to replace older shelters this year.
Connection of electrical power	BT facilitated connection of electrical power for the interior light of the University City/Broce SbnD bus shelter in September 2013, provided by Sturbridge Square Apartments.
New shelter pad and improved curb	Re-poured shelter pad and repaired curb for bus stop shelter on Whipple/Givens SbnD (Cambridge Square Apartments). New shelter, likely solar to be installed in 2014.
Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
Emergency drills	Participated in the statewide tornado drill. Participated in emergency evacuation drills with local authorities from the town of Blacksburg and Virginia Tech.
Emergency call buttons	Installed emergency call buttons at key locations throughout the building for potential threats.
Fire/emergency alarm system	Updated the fire alarm, secure/shelter in place, and intercom system.
Name badges updated	All employees were issued new name badges and provided refresher training on BT's visitor policy.
Dealing with difficult behaviors training	Operators and staff participated in a training session on dealing with the difficult behaviors encountered in front-line customer service.
Marketing Initiatives and Incentives	Provide examples of advertising, promotion, direct mail, social media/facebook/twitter, events, free "try it" rides, rewards etc.
Commuter route	Ran a series of ads (see attachments).
JARC-CPRP Phase 2	Promoted Christiansburg service and updated marketing materials, including the route schedule.
Festival, fairs and parades	Attended the Wilderness Festival, two housing fairs, a sustainability fair, and entered buses into parades in December and July. Also used these events as an opportunity to promote BT4U.
Wheels and Wagons event and contest	Hosted a coloring contest at the Wheels and Wagons event. Submissions are displayed on the bus for one year, with awards presented to the winners of four age groups at a child-related event later in the summer.

Advertising goal	Generated \$123,000 in incremental revenue through the advertising program.
BT4U	Ran a series of ads, created palm cards and updated marketing displays (see attachments).
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
Blacksburg Transit anniversary in April 2014	BT celebrated its 31st anniversary since it began service in 1983.
Advocacy	Description of activity or membership to APTA, local Chamber of Commerce, etc

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Blackstone Area Bus System (BABS)

Initiative	Description of Initiative
New or Enhanced Transit Service or Facilities	Describe new or improved transit service implemented or new facilities or enhancements to an existing facility
New or Refurbished Vehicles	Describe purchases of new or effort to refurbish buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.
Purchased replacement BOC for Dinwiddie Route	Approved replacement vehicle for purchase with DRPT funding. Bus will be finalized for purchase in July 2014.
Technology Improvements and New Amenities	Examples: Implemented WiFi on buses or rail cars; real-time bus locator app for public; new or updated scheduling or GPS locator system; website improvements)
Updated website	Updated website to include all appropriate federal regulations.
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
Marketing Initiatives and Incentives	Provide examples of advertising, promotion, direct mail, social media/facebook/twitter, events, free "try it" rides, rewards etc.
Advertised system	Advertised finalized bus in a local business supplement.
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
Advocacy	Description of activity or membership to APTA, local Chamber of Commerce, etc

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Bay Transit

Initiative	Description of Initiative
New or Enhanced Transit Service or Facilities	Describe new or improved transit service implemented or new facilities or enhancements to an existing facility
New administrative and maintenance facility	We are nearly finished with a new administrative and maintenance facility in Gloucester, VA. The new facility will be completed in October or November, and will provide space for vehicle maintenance, dispatch and scheduling for the southern portion of our service area.
Two new fixed routes	In July we implemented two fixed routes; one in the Middle Peninsula around the Gloucester Courthouse, and another in the Northern Neck connecting Montross, Warsaw and Lottsburg.
New or Refurbished Vehicles	Describe purchases of new or effort to refurbish buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.
Two new dedicated autogas vehicles	In FY 14 we purchased two dedicated autogas vehicles. The propane vehicles are about \$50 cheaper to operate per day due to propane prices in the area. We intend to purchase more of these vehicles in the future.
Technology Improvements and New Amenities	Examples: Implemented WiFi on buses or rail cars: real-time bus locator app for public; new or updated scheduling or GPS locator system; website improvements)
Website improvements	We have made improvements to our website to make it interactive and offer more information about all the transportation options in our service area.
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
New driver training program	We have a new 48-hour new driver training program, designed specifically for Body-On-Chassis vehicle drivers and including classroom work and closed course driving.
Marketing Initiatives and Incentives	Provide examples of advertising, promotion, direct mail, social media/facebook/twitter, events, free "try it" rides, rewards etc.
Free fares for two new fixed routes	We recently started two new fixed routes in the region. We are offering free rides until September 1, 2014.
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
Award - Driver	Ronald Ryals, Driver, placed third overall in the Virginia Paratransit Rodeo.

Award - Transit Director	Ken Pollock, Transit Director, was given a service award by the Virginia Tranist Association for his work on the Transit Service Delivery Advisory Committee.
Advocacy	Description of activity or membership to APTA, local Chamber of Commerce, etc

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Charlottesville Area Transit (CAT)

Initiative	Description of Initiative
New or Enhanced Transit Service or Facilities	Describe new or improved transit service implemented or new facilities or enhancements to an existing facility
New route	In August 2013, CAT obtained additional funding from the city and county to operate a new route (Route 11) between downtown Charlottesville and a major shopping center in the county (Fashion Square Mall). The path of the route provided new service to freshly built housing developments and CATEC, the area's technical school and adult education center.
Schedule adjustments	In January 2014, CAT made a routing adjustment based on passenger demand and usage rates. Service hours were increased and route numbering schemes were simplified.
New or Refurbished Vehicles	Describe purchases of new or effort to refurbish buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.
Two 35' clean diesel Gillig buses	The new buses were purchased as replacement vehicles. Two failing 29' Opus buses were retired.
One 29' hybrid Gillig bus	The new bus was purchased as a replacement vehicle. One failing 29' Opus bus was retired.
Three 35' clean diesel trolley Gillig buses	The new trolleys were purchased as replacement vehicles. Three failing Chance Trolleys were retired.
Technology Improvements and New Amenities	Examples: Implemented WiFi on buses or rail cars; real-time bus locator app for public; new or updated scheduling or GPS locator system; website improvements)
CAT mobile app	Charlottesville's IT department developed the app for us. The app allows passenger to obtain real-time predictions for their stops on both Android and iOS7 smartphones. Users are able to save their favorite stops for quick access later. The app was launched on March 1st, 2014.
On-board passenger information	As part of a pilot program, we are testing two buses with a new pilot program through Connexionz that allows us to update audio announcements and scrolling text in real time.
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
Solar lighting	Forty new solar light posts were purchased to illuminate transit stops in low-light areas. The enhancements allow for better passenger visibility at night.
Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
Security sameras at CAT's main facility	A grant through the city's Risk Management Office will allow CAT to repair the server that operates its facilities security cameras.

Marketing Initiatives and Incentives	Provide examples of advertising, promotion, direct mail, social media/facebook/twitter, events, free "try it" rides, rewards etc.
Route 11	Wrapped a 35' bus was to promote the new route. The wrap itself was a different color on each side of the bus. When the bus traveled the new route, it appeared as if there were two buses operating, depending on which direction the bus was going. On the day of the launch, everyone who rode the new route received a free bag of Route 11 potato chips (a local product manufactured in Mount Jackson, Virginia, off of Route 11).
January 4th, 2014	CAT obtained a great amount of media coverage through the local news stations, newspaper, and weeklies. New Rider's Guides were released a week early. The entire fleet was updated with 13 interior passenger posters per bus explaining the upcoming changes.
Mobile app	To promote the new mobile app, marketing created a special PR message that cycled with the routing information on each bus' electronic head signs. Inserts were also installed at every stop, and permanent vinyl decals were installed on each new bus. By May 9th, one out of three respondents on CAT's annual survey reported they used the mobile app.
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
Better Business Challenge	CAT won the "Kilowatt Crackdown" award for energy reduction. This award recognized CAT's green facility and ability to reduce overall energy usage.
Advocacy	Description of activity or membership to APTA, local Chamber of Commerce, etc

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Central Shenandoah Planning District Commission (CSPDC)

Initiative	Description of Initiative
New or Enhanced Transit Service or Facilities	Describe new or improved transit service implemented or new facilities or enhancements to an existing facility
CSPDC took over transit services for the area	This geographic area was designated "small urban" in FY 14 after the results of the 2010 census. The Central Shenandoah Planning District Commission (CSPDC) was required to assume responsibility for planning and management of the transit service in this area. As federal funding requirements and processes are being learned and implemented, this year has been primarily one of evolution.
New or Refurbished Vehicles	Describe purchases of new or effort to refurbish buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.
Technology Improvements and New Amenities	Examples: Implemented WiFi on buses or rail cars; real-time bus locator app for public; new or updated scheduling or GPS locator system; website improvements)
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
Bus stop inventory and assessment	CSPDC is creating a plan to inventory bus stops and shelters and assess their locations. This plan will be included in the Transit Development Plan (TDP) project, which should commence in FY 15. We are also planning to enhance existing bus stops and shelters with information about routes and times to make them more user-friendly and promote transit ridership.
Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
Bus stop safety and security assessment	In the near future, we will examine the safety and security of existing bus stops and develop a safety and security plan.
Marketing Initiatives and Incentives	Provide examples of advertising, promotion, direct mail, social media/facebook/twitter, events, free "try it" rides, rewards etc.
Mountain bus service mailer	Virginia Regional Transit created and produced a brochure with maps and timetables for all routes in the geographic area served by transit. This brochure was mailed to all households in the "served" zipcodes. Additionally, the brochures are distributed and available at public venues like libraries, government services facilities, and in bus shelters.
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
CSPDC 45th anniversary	The CSPDC will celebrate its 45th anniversary at the August Commission meeting. Informational displays will feature work programs and services. The "Faces of Transit" display will feature photos and testimonials of transit riders, communicating the importance of transit to quality of life in the community.

Advocacy	Description of activity or membership to APTA, local Chamber of Commerce, etc

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Danville Transit System

Initiative	Description of Initiative
New or Enhanced Transit Service or Facilities	Describe new or improved transit service implemented or new facilities or enhancements to an existing facility
Second year of New Freedom service	Ridership for Danville Transit's coordinated paratransit operation with a local senior human service transportation program increased significantly compared to FY 13. Overall disabled ridership increased 17% compared to the previous year due to coordinated efforts involving use of buses and administrative support. Over 300 new disabled passengers used the service for the first time during this fiscal year.
New or Refurbished Vehicles	Describe purchases of new or effort to refurbish buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.
Two new 20-passenger buses were purchased	One replacement 20-passenger diesel engine bus was purchased, and a 20-passenger diesel engine expansion bus was approved and purchased during FY 14. The expansion bus was needed to support increased ridership associated with Danville's New Freedom project.
Technology Improvements and New Amenities	Examples: Implemented WiFi on buses or rail cars; real-time bus locator app for public; new or updated scheduling or GPS locator system; website improvements)
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
Marketing Initiatives and Incentives	Provide examples of advertising, promotion, direct mail, social media/facebook/twitter, events, free "try it" rides, rewards etc.
New transit guide	A new transit guide was developed with input from the public during FY 14. Two unique concepts were applied in the development of the guide. First, transfer option information is identified for each fixed route at the bottom of the page. This section of the guide highlights the service area by identifying landmarks or streets for each route, and informs passengers to either transfer to a different route or stay on the bus to reach their final destination. In addition, at the request of Goodwill Industries, Danville Transit's website also now allows customers to view the entire transit guide book. http://www.danville-va.gov/DocumentCenter/View/12500 . All preprint work was developed in-house by transit staff.
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
Advocacy	Description of activity or membership to APTA, local Chamber of Commerce, etc

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Alexandria Transit Company (DASH and ATC)

Initiative	Description of Initiative
New or Enhanced Transit Service or Facilities	Describe new or improved transit service implemented or new facilities or enhancements to an existing facility
AT8 service improvement	Improved service levels on AT8 route to 10-minute frequencies during the peak, and 30-minute frequencies during the off-peak. This resulted in a ridership increase of over 15 percent.
New or Refurbished Vehicles	Describe purchases of new or effort to refurbish buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.
Purchase of new buses for replacement and expansion	Procurement of 21 new heavy-duty, low-floor, hybrid-electric buses. These replaced 15 aging diesel buses, and will provide for service expansion.
Technology Improvements and New Amenities	Examples: Implemented WiFi on buses or rail cars; real-time bus locator app for public; new or updated scheduling or GPS locator system; website improvements)
Electronic real-time advertisement screens	DASH implemented Phase I of real-time electronic advertisement screens on the King Street Trolley. These screens provide live transit and weather information to passengers onboard trolleys. Phase II of this project will integrate with the CAD/AVL system to provide advertisements and announcements for businesses in the immediate vicinity of the trolley.
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
Bus stop consolidation	DASH coordinated with the city of Alexandria's Transportation and Environmental Services staff on a bus stop consolidation study in Old Town Alexandria to create consistent bus stop spacing.
Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
Safety blitz campaign	This campaign reduced preventable accidents 52 percent from the previous year.
New hire training program	Revised and updated new hire training program, with the goal of increasing the number of trainees accepted into the training program and washing out candidates that are not a good fit earlier in the process.
Marketing Initiatives and Incentives	Provide examples of advertising, promotion, direct mail, social media/facebook/twitter, events, free "try it" rides, rewards etc.
DASH 30th anniversary events	In March 2014, ATC kicked off a year of events and activities in celebration of DASH's 30th anniversary with monthly promotions and events. This included a poster contest with area elementary schools. The winners were announced at DASH's 30th anniversary reception, and the winners' posters were featured on all DASH buses. Other events included social media contests targeting the community of Alexandria; promotions to ride DASH and purchase an electronic DASH Pass; and a poetry contest for National Poetry Month in April. All contests focused on the theme of "DASHing for 30 Years: Past, Present and Future."

Back-to-school supply drive	In August 2013, DASH sponsored a back-to-school supply drive with Alexandria Public Schools. Passengers who donated school supplies on a specific date were able to receive one free ride.
Free pictures with Santa in December	In December 2013, the King Street Trolley welcomed Santa, who offered free pictures with citizens.
DASH Pass reduced rate	From July to September 2014, the new electronic monthly DASH Pass was offered at a reduced rate to increase awareness and sales of the new electronic pass.
Discounted seasonal student pass	From May to Labor Day 2014, ATC offered a discounted seasonal student pass and marketed the new pass product through transit fares at high schools during lunchtime. The development of this pass was a collaborative effort between ATC and the student transportation committee at the local high school.
Social media	Over the past year, DASH further developed its social media presence on Facebook and Twitter through targeted promotions and content. In two and a half months, DASH's Facebook likes have grown from 32 at inception on June 19, 2013, to 421 as of September 2, 2014. DASH has 321 Twitter followers since we began tweeting less than one year ago.
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
DASH 30th anniversary celebration	DASH celebrated "30 Years of Driving Alexandria Safely Home" with a reception at City Hall in March, where DASH was also honored with a Proclamation from the City of Alexandria's City Council.
Virginia State Bus Roadeo	DASH hosted the 2014 Virginia State Bus Roadeo. Along with many drivers winning top honors, DASH also won overall transit agency.
Advocacy	Description of activity or membership to APTA, local Chamber of Commerce, etc.

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Fredericksburg Regional Transit (FRED)

Initiative	Description of Initiative
New or Enhanced Transit Service or Facilities	Describe new or improved transit service implemented or new facilities or enhancements to an existing facility
New operations and maintenance facility	The new operations and maintenance facility was completed in November 2013 at a cost of approximately 4.5 million dollars and funded with federal, state and local dollars. Two new buildings (operations and maintenance) were constructed on four acres of land purchased in the Bowman Center Industrial Park. The maintenance building is 8,341 gross square feet and includes three interior service bays, lifts and a separate wash bay. There are two bus canopies that cover 26 buses from various weather conditions. It is designed for future expansion with all primary services sized and built to support this expansion. The operations building is 5,100 gross square feet and is designed for operations staff including drivers, dispatchers and supervisory staff. A large classroom and training room, staff lockers, and operational support spaces comprise the non-office spaces.
New or Refurbished Vehicles	Describe purchases of new or effort to refurbish buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.
Two new buses	Purchased two new 20-passenger replacement buses in April 2014.
Technology Improvements and New Amenities	Examples: Implemented WiFi on buses or rail cars; real-time bus locator app for public; new or updated scheduling or GPS locator system; website improvements)
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
New operations and maintenance facility	Our new operations and maintenance facility was constructed with a variety of safety and security equipment, including video cameras, security fencing, secured entrances with swipe cards, parking lot lighting, key coded entry gates and alarm systems.
Marketing Initiatives and Incentives	Provide examples of advertising, promotion, direct mail, social media/facebook/twitter, events, free "try it" rides, rewards etc.
FRED annual Customer Appreciation Day	On July 25, 2014, FRED held its annual Customer Appreciation Day. The first 500 customers on the buses received a free t-shirt that read, "I take FRED instead." Customers who wear these t-shirts on Fridays in August ride for free.
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
Advocacy	Description of activity or membership to APTA, local Chamber of Commerce, etc

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Greater Lynchburg Transit Company (GLTC)

Initiative	Description of Initiative
New or Enhanced Transit Service or Facilities	Describe new or improved transit service implemented or new facilities or enhancements to an existing facility
New Kemper Street Transfer Center	GLTC completed construction and opened its doors to the new Kemper Street Transfer Center in June. This is a vast improvement for our passengers after using a parking lot as a transfer center for the last ten years. The new facility has a climate-controlled waiting room, restrooms, vending machines, and a Customer Service Clerk on site to help with directions or purchase passes. In addition, the supervisors' offices have moved on-site to help drivers board passengers, provide security and help with customer service. The new facility is certified Gold LEED and has an excellent upstairs space for public input and town hall meetings, as well as trainings and meetings.
Expanded bus services	With the completion of the new transfer center, GLTC has reexamined some of its routes to increase efficiency and provide additional coverage. GLTC will now expand service to include areas not previously covered, including two large employers, a 200+ unit apartment building and the airport.
Cooperation with other transit services	GLTC has built a relationship with Greyhound, Roanoke's Valley Metro Smart Bus and the local Job Corp bus system. We have invited them to use Bus Bay 5 at the transfer center. This will provide a true multi-modal experience, and will provide a safe place for passengers of their systems to embark and disembark.
Partnerships with colleges to provide student- and staff-centric services	GLTC has partnered with Central Virginia Community College to start a new Upass program for their students and staff. We now have relationships with Liberty University, Lynchburg College, and CVCC, and are currently in talks with Randolph College.
New or Refurbished Vehicles	Describe purchases of new or effort to refurbish buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.
Technology Improvements and New Amenities	Examples: Implemented WiFi on buses or rail cars; real-time bus locator app for public; new or updated scheduling or GPS locator system; website improvements)
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
New bus shelters	GLTC has embarked on the rigorous goal of putting 40 new bus shelters in the community. GLTC and Region 200 completed a thorough bus stop analysis project that examined every bus stop and created an inventory of amenities and service gaps. This inventory categorizes ADA accessibility, sidewalks, stop location in relation to other stops, need for shelter or bench, and safety. GLTC has currently installed 10 bus shelters and plans to complete all shelters by the end of 2015.
Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
Consolidation of supervisors	GLTC has moved all of its supervisors down to the Kemper Street Transfer Center to provide a constant presence for our riders.
Improved camera and taping security	We have contracted with Associated Alarm and Camera to provide security with 24-hour camera and taping.

Marketing Initiatives and Incentives	Provide examples of advertising, promotion, direct mail, social media/facebook/twitter, events, free "try it" rides, rewards etc.
Social media activity	GLTC is very active on Facebook, Twitter and LinkedIn. Not only do we post service information, we also post meeting announcements and links to the board packages.
The Grocery Bus	GLTC has partnered with the Virginia Department of Health to start the Grocery Bus. This program aims to reduce the number of low-income neighborhoods that do not have access to grocery stores, also known as "food deserts." GLTC provides rides from strategic stops in certain neighborhoods and provides free rides to those going to the grocery store, every Saturday from 10 a.m. to 6 p.m. The Virginia Department of Health helps subsidize the program.
Take Transit to Vote days	GLTC recently received accolades from the state and local League of Women Voters for our "Take Transit to Vote" days. During these days, fare was free and posters were placed on all of the buses encouraging people to vote.
TAG! You're On! promotion	TAG! You're On! is our promotion aimed at building the next generation of bus riders. Parents can buy a dog tag-style necklace for \$25, which will allow their middle and high school-aged children unlimited rides during summer vacation.
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
GLTC 40th anniversary	GLTC just celebrated its 40th Anniversary. We celebrated the anniversary in conjunction with the opening of the Kemper Street Transfer Center. GLTC offered \$0.25 fares all day -- the cost of fare 40 years ago.
Advocacy	Description of activity or membership to APTA, local Chamber of Commerce, etc

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Greene County Transit, Inc. (GCT)

Initiative	Description of Initiative
New or Enhanced Transit Service or Facilities	Describe new or improved transit service implemented or new facilities or enhancements to an existing facility
New or Refurbished Vehicles	Describe purchases of new or effort to refurbish buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.
New vehicles	Purchased new transit vans as replacement vehicles.
Technology Improvements and New Amenities	Examples: Implemented WiFi on buses or rail cars; real-time bus locator app for public; new or updated scheduling or GPS locator system; website improvements)
Website improvement	Created a new website that provides all transit information and links. This site is linked to our county website.
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
Vehicle cameras	Added cameras to multiple transit vehicles.
Marketing Initiatives and Incentives	Provide examples of advertising, promotion, direct mail, social media/facebook/twitter, events, free "try it" rides, rewards etc.
Advertising	Created fliers, website and phone surveys.
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
Internal service awards	Staff members receive service awards for every five years of service.
Advocacy	Description of activity or membership to APTA, local Chamber of Commerce, etc

FY2014 DRPT's Making an Impact Report - Transit Agency Reporting Form for Significant Transit Initiatives in FY2014

Greater Roanoke Transit Company (Valley Metro)

Initiative	Description of Initiative
New or Enhanced Transit Service or Facilities	
Describe new or improved transit service implemented or new facilities or enhancements to an existing facility	
Extended evening peak service period by one hour on Fridays	Valley Metro extended its Friday afternoon peak bus service by one hour to give our passengers the opportunity to get home earlier or visit downtown Roanoke longer after a long week on the job.
Modified Star Line Trolley service	Valley Metro modified its Star Line Trolley route to better serve the passengers by providing 15-minute headways in the downtown area and adding new stops at popular destinations.
New or Refurbished Vehicles	
Describe purchases of new or effort to refurbish buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.	
Purchased nine low-floor transit buses	Valley Metro purchased nine new low-floor transit buses. These are Roanoke's first low-floor buses, and replaced older high-floor buses.
Technology Improvements and New Amenities	
Examples: Implemented WiFi on buses or rail cars; real-time bus locator app for public; new or updated scheduling or GPS locator system; website improvements)	
Complete overhaul of Valley Metro's IT infrastructure	Valley Metro plans to expand its IT infrastructure to better accommodate future new technology upgrades. These include AVL/GPS and new Smartbox fare collecting capabilities.
Bus Stop Improvements	
Description or examples of new or improved bus/transit stop implemented	
Awarded \$200,000 Transportation Alternatives Grant	Valley Metro was awarded a \$200,000 Transportation Alternatives Grant to upgrade pedestrian safety around transit bus stops in the Melrose Avenue corridor in the city of Roanoke.
Hurt Park bus shelter project	Valley Metro installed an artistic bus stop shelter in the Hurt Park neighborhood in the city of Roanoke. This bus stop shelter was designed to reflect the Hurt Park's rich history and current neighborhood culture.
Safety and Security Improvements	
Description or examples of new or improved safety and security initiatives	
Installed controlled access system (keycard) at GRTC administrative building	Valley Metro has installed a keycard-access door security system to increase overall security at its administrative building.
Marketing Initiatives and Incentives	
Provide examples of advertising, promotion, direct mail, social media/facebook/twitter, events, free "try it" rides, rewards etc.	

In-kind sponsor of Roanoke's Marginal Arts Festival	Valley Metro provided space on transit buses to give local artists the opportunity to display their artwork during the Marginal Arts Festival held annually in the city of Roanoke. Art was displayed on the interior and exterior of the buses.
In-kind sponsor of Roanoke Redevelopment and Housing Authority's (RRHA) Choice Neighborhood Community Event	RRHA held a series of meetings to give residents the opportunity to speak on the condition of their community and any changes they would would like to see incorporated into future neighborhood upgrades. The Choice Neighborhood Program is supported by a grant from the Department of Housing and Urban Development. Valley Metro provided free transit service to neighborhood participants attending the meeting series.
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc

FY2014 DRPT's Making an Impact Report - Transit Agency Reporting Form for Significant Transit Initiatives in FY2014

Greater Richmond Transit Company (GRTC)

Initiative	Description of Initiative
New or Enhanced Transit Service or Facilities	Describe new or improved transit service implemented or new facilities or enhancements to an existing facility
On-site CNG fueling station	The compressed natural gas (CNG) fueling station was installed to provide a means of fueling the CNG fleet on-site. Previously, the fleet had to be fueled at an off-site location. The fueling station provides a more efficient means of fueling the fleet, and has a back-up emergency electrical generator to prevent disruptions in fueling vehicles during potential power outages.
Temporary transfer plaza	The Temporary Transfer Plaza allows some of the bus routes servicing the downtown area to meet at one central location and improve connectivity. This also reduces the number of vehicles along Broad Street, which will help with the national and international cycling events in 2014 and 2015.
Revamped schedules	In conjunction with the Temporary Transfer Plaza, GRTC implemented a revamped schedule product.
Kings Dominion service	GRTC scheduled seasonal trips from Richmond to Kings Dominion, producing record ridership.
Fare increase for paratransit service	To help offset the cost of operating the paratransit service, GRTC implemented a fare increase of \$0.50 for each one-way trip, from \$2.50 to \$3.00.
New or Refurbished Vehicles	Describe purchases of new or effort to refurbish buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.
New buses fueled by natural gas	Began purchase of replacement transit and para-transit buses fueled with CNG as older diesel fuel buses reached the end of their life expectancy. Natural gas vehicles are lower in exhaust emissions and have lower fuel costs. GRTC's current fleet of 150 fixed route vehicles and 72 para-transit vehicles now includes 42 fixed route CNG-fueled buses and 30 CNG-fueled para-transit buses.
Maintenance facility modification	GRTC completed modifications to our maintenance facility, allowing us to perform repairs on new CNG-fueled vehicles.
Technology Improvements and New Amenities	Examples: Implemented WiFi on buses or rail cars; real-time bus locator app for public; new or updated scheduling or GPS locator system; website improvements)
GRTC mobile app	GRTC released an app in late 2013 that allows riders to view real-time bus arrival information. They can also receive service bulletins that affect their route.
RideFinders mobile app	This app, released in late 2013, allows customers to locate Park and Ride areas, get air quality updates, and plan a trip using GRTC's fixed route service.
GRTC website improvements	The updated website, ridegrtc.com, has a new look and feel and is fully compliant with ADA standards.
Data center upgrades	GRTC has added increased storage and server capacity to ensure faster access times for internal and external users.

FY2014 DRPT's Making an Impact Report - Transit Agency Reporting Form for Significant Transit Initiatives in FY2014

Greater Richmond Transit Company (GRTC)

Initiative	Description of Initiative
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
Temporary Transfer Plaza	The Temporary Transfer Plaza allows some of the bus routes servicing the downtown area to meet at one central location and improve connectivity. This also reduces the number of vehicles along Broad Street, which will help with the national and international cycling events in 2014 and 2015.
Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
Regular, unannounced safety blitzes by Safety Team	The Safety Team meets at specific locations to check seatbelt usage, pre-trip inspections, turn signal usage and other safety issues. It identifies an issue and focuses on correcting it.
Safety messages	New safety messages, bulletins and flyers are regularly posted. These messages focus on a specific issue and topic of the week. The radio dispatcher announces rotating safety messages daily.
Circle of Excellence	The Circle of Excellence is an employee recognition program that identifies and rewards elite bus operators and mechanics who meet the highest safety and performance standards.
Marketing Initiatives and Incentives	Provide examples of advertising, promotion, direct mail, social media/facebook/twitter, events, free "try it" rides, rewards etc.
Online "Destination Guide"	In conjunction with the IT department, GRTC is working to incorporate a "Destination Guide" feature on the organization's website. This guide will make it easier for riders to identify which routes will take them to popular destinations around the Richmond region.
Broad Street corridor Bus Rapid Transit (BRT) study	GRTC held final public meetings as the BRT study transitions into the preliminary design phase. Graphic representations of the proposed BRT alternatives were presented to the public. Members of the public were invited to offer their questions and opinions.
Temporary Transfer Plaza promotion	In addition to press releases, newspaper ads, public meetings, flyers and email blasts, GRTC's CEO, David Green, appeared twice on the locally broadcast "Virginia This Morning" TV show on WTVR CBS6.
GRTC Transit Museum	Working with University of Richmond faculty members, GRTC is planning a transit museum to be housed on the bridge between GRTC's administration and operations buildings. U of R students will curate the museum under faculty guidance, with a proposed opening date of spring 2015. Solicitation of memorabilia from GRTC employees and retirees is underway. The museum will be made available to the public on a reservation basis, with GRTC retirees acting as docents.
Secret Santa	"Santa" boarded buses on multiple routes for one week, wished riders happy holidays, and gave free GoCards good for a single fare. A press release and TV news coverage promoted the event, and bus header signs system-wide flashed "GRTC Secret Santa" during the week.
VCU men's basketball	GRTC's sponsorship included advertising VCU athletic activities on bus headers, as well as numerous game day activities. These included delivering the game ball to one game, an appearance by GRTC's new CEO, and GRTC T-shirt night.

FY2014 DRPT's Making an Impact Report - Transit Agency Reporting Form for Significant Transit Initiatives in FY2014

Greater Richmond Transit Company (GRTC)

Initiative	Description of Initiative
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
Award-winning maintenance techs	GRTC's maintenance department technicians placed first in Virginia's Bus Roadeo maintenance competition, and first in the Virginia Insurance Liability competition.
Richmond Chapter of the Public Relations Society of America	Three Commonwealth Awards of Merit in the Integrated Communications, Community Relations and Publications categories.
Communicator Awards	Two Gold Awards of Excellence in the Miscellaneous and Promotional Branding categories.
Virginia Transit Association Awards	GRTC Transit System's Get Ready To Connect campaign was selected as a winner of the "Outstanding Public Transportation Campaign Award" for a Large System.
Advocacy	Description of activity or membership to APTA, local Chamber of Commerce, etc
Membership and attendance	Virginia Transit Association (VTA) Annual Conference, June 2013.
Attendance	APTA Marketing and Communications Conference, February 2014.
Membership and attendance	Greater Richmond Chamber of Commerce.
Transit Advisory Group	We are initiating a diverse 10-member Transit Advisory Group (TAG) to GRTC Transit System. This group will not set policy or regulations. However, they will serve a very important function as the eyes and ears of GRTC in the community. TAG will make recommendations for solutions to problems that are identified. Members will represent Richmond, Henrico County, Chesterfield County and Petersburg.

FY2014 DRPT's Making an Impact Report - Transit Agency Reporting Form for Significant Transit Initiatives in FY2014

Hampton Roads Transit (HRT)

Initiative	Description of Initiative
New or Enhanced Transit Service or Facilities	
Describe new or improved transit service implemented or new facilities or enhancements to an existing facility	
New Saturday service on Route 25	HRT established new Saturday service from 6 a.m. to midnight.
Additional morning trips on Route 967	Increased service frequency during the peak morning hours.
Relocation of Downtown Norfolk Transit Center (DNTC)	Relocated from the old Cedar Grove Transfer Center to a new transfer center closer to Downtown Norfolk. This center services 18 bus routes.
Military Circle Transfer Center (Norfolk)	Completed full rebuild of ADA-compliant Military Circle Transfer Center, including new shelters, bike racks, improved lighting, landscaping, benches, pavers, security cameras and reinforced concrete pads for buses.
New or Refurbished Vehicles	
Describe purchases of new or effort to refurbish buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.	
Seven new NOVA 40-foot buses	These seven new NOVA buses were purchased under the Elizabeth River Consortium (ERC) agreement. They will enhance service frequencies in the city of Portsmouth for Routes 44, 45 and 47.
Technology Improvements and New Amenities	
Examples: Implemented WiFi on buses or rail cars: real-time bus locator app for public; new or updated scheduling or GPS locator system; website improvements)	
Continued with HASTUS upgrade	We upgraded all hardware and software to the more current release of the scheduling and dispatch system HASTUS. This system populates the CAD/AVL system's scheduling data and is used to populate GTFS data used for trip planning on the HRT website. All new servers were purchased, configured and installed. Software was updated to release 2011. All new RideChecker PDAs were purchased. Implementation of the parking garage feature to help with vehicle management will include new technology for tablets.
Implemented PeopleSoft HCM	Completed the PeopleSoft HCM implementation to upgrade the human resource and payroll system.
Installed two new TVMs	Installed one TVM in the Navy Exchange to provide military personnel the ability to purchase bus transit fare media without having to leave the base. The second TVM was installed on High Street in Portsmouth at the foot of the ferry landing.
Bus Stop Improvements	
Description or examples of new or improved bus/transit stop implemented	
Bus Stop Resigning Program	HRT continued the replacement of its 3,200 bus stop signs in FY 14 by completing the installation of 947 sign locations in the city of Newport News and the city of Hampton. In October 2013 we began installing 2,100 new signs in the four southside cities. We anticipate completion of this work in October 2014. This project is funded by Transit Enhancement and RSTP funds.
Shelter installations and replacements	HRT installed approximately 25 shelters in FY 14.

Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
Safety Passports	Distributed pocket-size safety booklet to staff. The primary purpose of the Safety Passport is to assist in safety instruction awareness. The Safety Passport serves as a guide for safe practices to avoid accidents and injuries to people and damage to property and equipment.
Visual Interminable Prevention Response (VIPR) Drills	Coordinated over ten VIPR drills with the Department of Homeland Security for Light Rail.
Marketing Initiatives and Incentives	Provide examples of advertising, promotion, direct mail, social media/facebook/twitter, events, free "try it" rides, rewards etc.
Connect Hampton Roads	This is a campaign to educate the general public on the limitations of transit funding in Hampton Roads. HRT is using surveys, public outreach and corporate outreach to help draft a plan to improve public transit in Hampton Roads. We are working with a partnered group called Mobility Matters.
Holiday Express ForKids Campaign	Promoted good will and the collection of food for the Hampton Roads community through both local food banks. Over eight tons of food were collected.
LRT Safety Day	Increased public awareness of child safety near and around the light rail. We included the local AAA baseball team in this event.
Grand Illumination	Created a commemorative poster and rail ticket for sale as rider keepsakes.
Holly Dazzle	Raised public awareness of this major peninsula event through news releases, online information, Twitter and Facebook postings.
Twitter, Facebook and expanded use of social media	Saw continued growth in social media feeds. Twitter followers increased from 737 to 1,368, and Facebook likes increased from 2,322 to 2,786.
Harborfest	Extensive use of media tools to promote this major regional event, including news releases, Twitter and Facebook feeds, and news interviews in print and local television. All media used HRT news releases.
Awards and Commendations	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
VTA award	Received an honorable mention for the Outstanding Public Transportation Marketing Award from the Virginia Transit Association (VTA) for the Ned and Jill Marketing Campaign.
VTA award	Received the Outstanding Business Contribution Award from VTA for the Holiday Express ForKids campaign.
VTA award	Received the 2013 Best Program Award from VTA for implementing TransitStat to support data-driven performance management throughout the agency.
Advocacy	Description of activity or membership to APTA, local Chamber of Commerce, etc

FY2014 DRPT's Making an Impact Report - Transit Agency Reporting Form for Significant Transit Initiatives in FY2014

JAUNT, Inc.

Initiative	Description of Initiative
New or Enhanced Transit Service or Facilities	Describe new or improved transit service implemented or new facilities or enhancements to an existing facility
Eight new services	These eight new small services affect six jurisdictions and include expanded commuter routes in four localities, restoration of demand-response services cut during the recession in two rural counties, and implementation of some afterschool program transportation for at-risk youth.
Blue Ridge PACE service	We began providing service to Blue Ridge PACE, the Program for All-Encompassing Care for the Elderly.
Powerwasher	We added a powerwasher to help drivers keep buses cleaner.
New or Refurbished Vehicles	Describe purchases of new or effort to refurbish buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.
New replacement vehicles	Eleven new replacement vehicles and two new replacement staff vehicles.
Technology Improvements and New Amenities	Examples: Implemented WiFi on buses or rail cars; real-time bus locator app for public; new or updated scheduling or GPS locator system; website improvements)
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
Marketing Initiatives and Incentives	Provide examples of advertising, promotion, direct mail, social media/facebook/twitter, events, free "try it" rides, rewards etc.
Outreach to the Hispanic community	With the hiring of our bilingual Mobility Analyst, we significantly expanded our outreach to the Hispanic community, resulting in increased ridership from this group of people.
Enhanced Facebook presence	JAUNT actively posts current information about our company on Facebook. Our followers are comprised of employees, board members, passengers and local residents. This serves to complement our website that has extensive information about our services.
County and other fairs	JAUNT has a presence at county fairs in Albemarle, Louisa, Fluvanna and Nelson counties. We also have a presence at the Charlottesville Community Job Fair, Nelson County School and Community Health Fair, Senior Center Active Aging Fair, Fluvanna Active Aging Fair, Caregivers Fair, Live and Learn Resource Fair, and UVA Low Vision Support Group Fair.
Parades	JAUNT participates in the the Fourth of July parades in Scottsville, Louisa and Crozet.

Community partner meetings and presentations	Our community partners include Charlottesville Health and Rehab, Golden Living, Martha Jefferson House, the Independence, Branchlands, Chamber of Commerce Leadership Class, Aging in Place Business Roundtable, Charlottesville Chamber of Commerce Nonprofit Roundtable, and the Federal Executive Institute: Innovation and Collaboration to Meet the Challenges of the Changing Demographics in Healthcare Reform.
Twitter	Our nonprofit division, JAUNT Friends, has established a Twitter account and tweets on a regular basis. Although these tweets usually relate to fundraising and scholarship information, we believe that information about JAUNT Friends also informs readers about JAUNT and its passion for its passengers.
Fall radio ads	We aired radio ads featuring a passenger, a driver and an adult child whose mother uses JAUNT.
United Way Day of Caring	Ten JAUNT employees participated in this day by painting fences and organizing historical documents at Monticello.
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
Roadeo Trophies	Two of our drivers won trophies at the annual state paratransit roadeo.
VTA Awards	Executive Director Donna Shaunesey received two awards from the Virginia Transit Association. These included the Unsung Hero Award for her work with the Transit Service Delivery Advisory Committee, and the Helen Poore Transit Professional Distinguished Service Award.
CTAV Award	Executive Director Donna Shaunesey received an award from the Community Transportation Association of Virginia for her years of service to that group.
Move2Health	JAUNT placed first in a regional competition sponsored by the Thomas Jefferson Health Department to address the rising rates of obesity in the area. Staff moved more miles per participant than any other group.
Advocacy	Description of activity or membership to APTA, local Chamber of Commerce, etc

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Lake Area Bus (LAB) Halifax Area Rural Transportation (HART)

Initiative	Description of Initiative
New or Enhanced Transit Service or Facilities	Describe new or improved transit service implemented or new facilities or enhancements to an existing facility
Extended service hours	We moved the morning start time for the Lake Area Bus (LAB) one hour earlier to 7 a.m. This makes the first pick up at 7:15 a.m.
New or Refurbished Vehicles	Describe purchases of new or effort to refurbish buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.
Technology Improvements and New Amenities	Examples: Implemented WiFi on buses or rail cars; real-time bus locator app for public; new or updated scheduling or GPS locator system; website improvements)
Website updates	We updated our website with new information for both the Lake Area Bus (LAB) and Halifax Area Rural Transportation (HART).
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
Training updates	We have updated our training information as needed.
Marketing Initiatives and Incentives	Provide examples of advertising, promotion, direct mail, social media/facebook/twitter, events, free "try it" rides, rewards etc.
New brochures	We redesigned and updated new brochures for both LAB and HART, and distributed them to businesses, doctors' offices, hospitals and other organizations throughout the service area.
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
Service awards	Drivers were recognized for years of service and safe driving for both LAB and HART.
Advocacy	Description of activity or membership to APTA, local Chamber of Commerce, etc

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Petersburg Area Transit (PAT)

Initiative	Description of Initiative
New or Enhanced Transit Service or Facilities	Describe new or improved transit service implemented or new facilities or enhancements to an existing facility
Enhanced transit facilities	PAT renovated our maintenance facility.
Enhanced transit facilities	We renovated our administrative building.
Enhanced transit facilities	We performed sidewalk improvement.
Enhanced transit facilities	We installed a scenic beautification waterfall.
New or Refurbished Vehicles	Describe purchases of new or effort to refurbish buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.
New support vehicles	PAT has three new support vehicles.
New trolley bus	We purchased an expansion bus trolley.
New 30+ft buses	We purchased a replacement 30+ft bus.
Technology Improvements and New Amenities	Examples: Implemented WiFi on buses or rail cars; real-time bus locator app for public; new or updated scheduling or GPS locator system; website improvements)
Technology improvements	PAT has an Automated Transit Strategic Performance Plan.
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
Bus stop improvements	We installed bus arrival and departure signs.
Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
Additional security	During transit facility renovations, additional security was funded until project completion.
Marketing Initiatives and Incentives	Provide examples of advertising, promotion, direct mail, social media/facebook/twitter, events, free "try it" rides, rewards etc.
Marketing Plan	PAT completed our marketing plan.
Free bus passes	We offered free bus passes during Try Transit Week.

Radio and community events	We advertised community events over the radio.
Riderfinders initiative	We are set to open a remote office in Petersburg station on September 18, 2014.
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
Advocacy	Description of activity or membership to APTA, local Chamber of Commerce, etc

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Pulaski Area Transit (PAT)

Initiative	Description of Initiative
New or Enhanced Transit Service or Facilities	Describe new or improved transit service implemented or new facilities or enhancements to an existing facility
New transit facility	Pulaski Area Transit is in the process of building a new facility for our transit system and the other transportation programs provided by New River Valley Senior Services, Inc. We have completed the feasibility study. The town has promised land, and we have looked at the parcel for the facility. We will be conducting a allocation study in September 2014. Our hope is to break ground in June 2015.
New or Refurbished Vehicles	Describe purchases of new or effort to refurbish buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.
Replacement buses	PAT currently has one replacement bus on order. For FY 15, PAT has been granted two replacement buses.
Technology Improvements and New Amenities	Examples: Implemented WiFi on buses or rail cars: real-time bus locator app for public; new or updated scheduling or GPS locator system; website improvements)
GPS systems	PAT has recently installed GPS systems on all ten of our transit buses. This allows dispatchers to dispatch the buses nearest to the person requesting the trip.
Website updates	We have recently updated our website (www.pulaskiareatransit.org).
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
Growing services	PAT runs a deviated fixed route service for the entire town of Pulaski. This serves all residents, not just disabled residents. Our county routes to New River Community College, the town of Dublin and the Fairlawn area continue to grow. These are also deviated fixed routes, though vehicles go up to three-quarters of a mile off the route. Our Saturday services also continue to grow rapidly.
Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
More bus cameras	We have installed four cameras per bus. This saves significant time by providing a true account of events on and around the bus.
Marketing Initiatives and Incentives	Provide examples of advertising, promotion, direct mail, social media/facebook/twitter, events, free "try it" rides, rewards etc.
Advertising	PAT utilizes marketening and advertising and is very involved and visible in town activities. We work with the local Chamber of Commerce, support local activities, and advertise on local radio, newspapers and our website.

Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
Award	PAT was awarded the Success in Enhancing Ridership award by the FTA in 2008. This was a national award presented in Washington, D.C., by the Director of Transportation James S. Simpson.
Award	PAT also was awarded the VML Achievement Award by the Virginia Municipal League in 2006.
Award	PAT also received the Small Business Award by the Pulaski County Chamber of Commerce in 2006.
10-year anniversary	PAT will celebrate its tenth year of operation in October 2014.
Advocacy	Description of activity or membership to APTA, local Chamber of Commerce, etc

FY2014 DRPT's Making an Impact Report - Transit Agency Reporting Form for Significant Transit Initiatives in FY2014

Potomac and Rappahannock Transportation Commission (PRTC)

Initiative	Description of Initiative
New or Enhanced Transit Service or Facilities	Describe new or improved transit service implemented or new facilities or enhancements to an existing facility
New Gainesville OmniRide route	Implemented direct service between Gainesville and Washington, D.C., with 4 a.m. and 4 p.m. trips. Later in the year, we added 1 a.m. and 1 p.m. trips due to overcrowding and to add capacity.
Saturday Prince William Metro direct service, funded by Virginia Megaprojects	Implemented Saturday service connecting eastern Prince William County and the Franconia-Springfield Metro Station. This was funded by Megaprojects as a strategy for the I-95 Express Lanes TMP. Original ridership projections predicted 330 daily trips; the current daily average is 473 trips.
New or Refurbished Vehicles	Describe purchases of new or effort to refurbish buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.
New vehicles	Replacement vehicles included 11 new 30-foot vehicles and one new 45-foot vehicle.
Mid-life vehicle overhauls	PRTC completed the program for 45-foot vehicles and began a program for 40-foot vehicles. We overhauled a total of 24 vehicles in FY 14.
Technology Improvements and New Amenities	Examples: Implemented WiFi on buses or rail cars; real-time bus locator app for public; new or updated scheduling or GPS locator system; website improvements)
Google Transit	Partnered with Google to have PRTC's data included in Google Transit.
Redesigned website	This project included a new look and improved site navigation. We created a new section with "Rider Tools" to assist in trip planning, with a direct link from the Rider Tools section to the Google Transit trip planner. We completely overhauled the MyPRTC section to allow users to customize their experience on the website by creating a personalized dropdown menu. We also added an FAQ section to the site.
Zonar implementation	PRTC, in cooperation with the operations contractor First Transit, implemented a Zonar maintenance tracking system. This allows for automated pre- and post-trips by operators, improves vehicle defect tracking, and provides enhanced AVL monitoring and reporting capabilities.
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
Bus shelters	Installed bus shelters at three stops.
Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
Marketing Initiatives and Incentives	Provide examples of advertising, promotion, direct mail, social media/facebook/twitter, events, free "try it" rides, rewards etc.

New Gainesville OmniRide route	We promoted this new route to potential riders via news release, print advertising, digital advertising, social media and realtor mailing. We informed current riders through email blasts, on-board posters and website and social media posts.
Saturday Prince William Metro direct service, funded by Virginia Megaprojects	PRTC quickly produced new printed schedules. We promoted this new service via news release, on-board notices, email blasts and postings on DC tourist websites. We partnered with Potomac Mills mall for in-mall posters, take-one pockets for schedule brochures, inclusion in their email blasts and notation on their website. We mailed a starter supply of flyers and brochures announcing new Saturday service on the Prince William Metro Direct route that connects Woodbridge with the Franconia-Springfield Metro Station.
MyLink Teen Summer Pass, funded by DRPT	We offered discounted passes for teens in the summer months to get them familiar and comfortable with public transit. Continued partnerships with "teen-friendly" local business to offer discounts to pass holders. Mounted annual comprehensive campaign that included print, digital and social media, bulk distribution of brochures and flyers to area middle and high schools, movie theater ads and lobby standees, and mailings to local churches.
Community Expo at Potomac National Stadium	Large community event attended by Prince William and Manassas area residents. PRTC manned a table to provide information about the agency's transit and ridesharing services.
Try Transit Week	PRTC participated with on-board posters, email blasts, and web and social media postings. We donated a pre-loaded SmarTrip card as a prize.
ADA Fair in Manassas	Annual event hosted by the Independence Empowerment Center. Patrons of the organization are likely to have mobility issues that do not permit them to drive. PRTC provides valuable information about local transit options and their accessibility.
PW Schools Transition Fair	The Transition Fair provides information for graduating high school seniors that will not be able to drive. PRTC has long had a presence at this annual event promoting transit use for young adults that are or will be transit-dependent.
Continued new residents program	Continued "Welcome To the Neighborhood" program, which provides customized information to new residents for the service area and free roundtrip coupons. PRTC also runs an ad in the special newcomer booklet that accompanies telephone books delivered to new phone numbers.
Attended many commuter transit fairs	Participated in transit fairs at the Pentagon, Mark Center, Ft. Belvoir, the Navy Yard, Tysons Corner and several government agencies in Washington, D.C., to introduce and promote PRTC's transit and ridesharing services.
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
Advocacy	Description of activity or membership to APTA, local Chamber of Commerce, etc

FY2014 DRPT's Making an Impact Report - Transit Agency Reporting Form for Significant Transit Initiatives in FY2014

Radford Transit (RT)

Initiative	Description of Initiative
New or Enhanced Transit Service or Facilities	Describe new or improved transit service implemented or new facilities or enhancements to an existing facility
Improved transit service	Radford Transit added a stop in our Fairlawn area (outside city limits) to the WalMart Shopping Center, which extended hours of service to that area. The original route passed by this area; implementing a stop at the shopping center increased ridership immediately.
New or Refurbished Vehicles	Describe purchases of new or effort to refurbish buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.
Expansion vehicles	During FY 14, Radford Transit received two 35-foot New Flyer buses. These buses were purchased to meet ridership demands and establish a strong "spare" ratio, to mitigate potential downtime should major repairs be required of our current fleet.
Technology Improvements and New Amenities	Examples: Implemented WiFi on buses or rail cars; real-time bus locator app for public; new or updated scheduling or GPS locator system; website improvements)
Trip planner	Radford Transit's website features a trip planner that offers users route and time information. The trip planner also connects users to other transit systems, as put forth by the MPO.
Blog	Radford Transit implemented a new blog function on our website that allows us to post current and special events.
Route information with SEO	The Radford Transit website contains detailed route schedules in HTML format for search engine optimization.
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
New and moved bus stops	Radford Transit established new bus stop signs for better visibility.
Moved bus stops	RT moved stops to improve traffic flow, passenger safety and ADA accessibility.
Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
Increased driver training	Radford Transit increased and standardized the required hours of transportation driver training by 20 percent.
New safety position	RT created a position that focuses on general training and safety compliance for our system.
Marketing Initiatives and Incentives	Provide examples of advertising, promotion, direct mail, social media/facebook/twitter, events, free "try it" rides, rewards etc.
Senior Day	Radford Transit engaged in community outreach at the local Kroger during "Senior Day" in an effort to connect with Radford's senior population.

Community outreach at public library	Radford Transit held community outreach at the public library to provide general information to the city service population once the university was out for the summer.
Free Fare events	Radford Transit held some "Fare Free" events to encourage ridership. These included a "School Fun Day" in conjunction with Radford City Public Schools, where transportation was provided to a carnival held at the local Recreation Center.
Radford University student orientation	Radford Transit attended all sessions of Radford University's student orientation where all students were provided information on the transit system and how to access information.
Social media	Radford Transit is well established and active on Facebook and Twitter for route advisories and announcements.
Responsive mobile design for bus schedules	Radford Transit has created schedules in HTML format, making them fully browsable and responsive on smartphones and tablets. The schedules and maps are accessible on any device.
Train Day	Radford Transit participated in a steam train "Train Day" event where visitors were shuttled around town in support of Radford City being a potential terminous for train travel. This event was well received and drew interest in Radford Transit's system as a potential intermodal connection.
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
Recognition of RT Transportation Coordinator	Josh Baker was recognized at the White House as a "Champion of Change" for his leadership in transportation. Baker is on the board of CTAV and is the Transportation Coordinator for Radford Transit and Community Transit within New River Valley Community Services.
Advocacy	Description of activity or membership to APTA, local Chamber of Commerce, etc

FY2014 DRPT's Making an Impact Report - Transit Agency Reporting Form for Significant Transit Initiatives in FY2014

Rockbridge Area Transportation System (RATS)

Initiative	Description of Initiative
New or Enhanced Transit Service or Facilities	Describe new or improved transit service implemented or new facilities or enhancements to an existing facility
New or Refurbished Vehicles	Describe purchases of new or effort to refurbish buses and rail cars. Specify if this was for new or expanded service or replacement vehicles.
Replacement vehicle	We replaced a RATS minivan to maintain capacity.
Technology Improvements and New Amenities	Examples: Implemented WiFi on buses or rail cars; real-time bus locator app for public; new or updated scheduling or GPS locator system; website improvements)
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
Marketing Initiatives and Incentives	Provide examples of advertising, promotion, direct mail, social media/facebook/twitter, events, free "try it" rides, rewards etc.
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
Advocacy	Description of activity or membership to APTA, local Chamber of Commerce, etc

FY2014 DRPT's Making an Impact Report - TDM Agency Reporting Form for Significant TDM Initiatives in FY2014

Arlington County Commuter Services (ACCS)

Initiative	Description of Initiative
NEW Service or Program	Description of a NEW service or program that was implement during the fiscal year that was not operating last year. Examples: Implemented a new vanpool assistance program; a new carpool incentive program, etc.
Guaranteed/Emergency Ride Home Program	Description of your TDM program's GRH/ERH program efforts (marketing, number of new registrants, total registrants, trips provided, etc.) Or describe how your program promoted a regional GRH program.
GRH Postcard	Created our own postcard to market the regional program. It is available at all events for employer and residents, and is also included in our new employee and new tenant packets
Vanpool Program	Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.
Vanpool marketing	Work with origin jurisdictions and promote Commuter Connections for ridematching.
Telework	Description of efforts to promote telework to employers and employees. Describe any assistance provided to employers or employees, number of businesses that started a new or expanded telework program.
Telework marketing	Assist employers by talking about TeleworkVA! and Mobile Work Exchange as resources.
Major Employer Initiatives	Description of outreach to employers, employer transportation fairs, financial assistance to set up transit/vanpool benefits, number of employers that started benefit programs
Champions!	Champions! 31 employer customers in 2013 being recognized by ACCS and County Board for their TDM program implementation.
Major Residential Initiatives	Description of outreach to residential groups or citizens.
Multi-family Communities	Capital Bikeshare New Year's campaign resulted in over 93 requests for discounts and 42 follow-throughs that actually signed up for annual memberships.
Major Marketing Initiatives and Incentive Programs	Examples: Car Free Day; Try Transit Week, major transportation fairs (not employer sites), radio, TV, print or direct mail ad campaign; social networking campaign, events, contests, incentives, etc.
Car-Free Diet and Dieta Cero-Auto Campaigns	Campaigns in English and Spanish included: brochures and Spanish language foto novella; weekly Car-Free Diet Street Team events at Farmers' Markets, rec centers, libraries, shopping centers and community centers; social media postings on Facebook, Twitter and Instagram; videos on YouTube, Arlington TV and websites; inserts, articles and ads in Citizen newsletter; sponsorship and exhibiting at Arlington County Fair, Columbia Pike Blues Festival, Taste of Arlington, Arlington County July 4th Celebration, Rosslyn Jazz Festival, and Crystal City Run; promoted Car Free Day and Try Transit Week.

Bike and Walk Initiatives	Description of bikeshare, Bike-to-Work or incentives for bike commuters and Walkers
Walk events	Bike and Walk to School Day events with 31 schools, partnering with BikeArlington and Arlington Public Schools, 5000 student participants. Planned and executed many walk events attracting several hundred walkers.
Bike events	Organized and/or participated in 62 events with a total attendance of almost 9,000 people. 21 of these events were on-bike classes or hands-on educational seminars. Six Bike to Work Day stops in Arlington.
Automated bike and pedestrian counters	Implemented a Counter Dashboard on the BikeArlington website to make daily detailed information available from the 30 automated bicycle and pedestrian counters scattered throughout the county.
Web and social media	Over 1.5 million page views total! Hosted washingtonareabikeforum.com website had 98,786 unique visitors and 1,553,411 page views. The average session duration was 7:46. Bikearlington.com website accumulated 70,845 unique visitors and 159,764 total page views. The average session duration was 1:23. Twitter account has a total of 4,527 followers , compared to 2,702 followers in FY 13. Facebook account has 1,954 likes, compared to 1,437 in FY 13.
Awards and Commendations	Description of awards and commendations received for TDM program/services and TDM staff
ACT President's Award	Mobility Lab awarded ACT's highest award for leadership in helping re-define the TDM industry through research, dissemination of best practices, and collaboration with others beyond the traditional TDM industry.
MarCom Platinum Award	Multi-media marketing campaign for Car-Free Diet's Countless Car-Free Trips
Communicator Silver Award of Excellence	Multi-media marketing campaign for Car-Free Diet's Countless Car-Free Trips
Go Green Advertising Gold Award	Online video - branded content - Green/Eco-Friendly for Car-Free Diet's Countless Car-Free Trips
National Bike Challenge	BikeArlington-based team took second place overall in the nation and won the medium-sized category for most miles ridden during the challenge period.
Gold Level Walk-Friendly Community Designation	Awarded two-year extension of designation in recognition of advancing walkability and overall goals of the Walk Friendly Community initiative. The original three-year designation will now run for five years, through 2016.
Advocacy for TDM/Transit	
Advocacy for transit and vanpool parity	ATP promoted business and commuter participation in a coalition to create parity regarding the transportation benefits (www.commuterbenefitsworkforus.com).
MAP21 performance measures	Mobility Lab led a group of ACT and TRB TDM committee members to draft performance measure recommendations to USDOT focused on multi-modal solutions and person throughput rather than vehicle throughput.
"BikeSwell"	Feature length documentary movie which highlights the steps taken in Arlington and the challenges faced in becoming a more bicycle friendly multi-modal city. Approaching 4500 views on YouTube (www.BikeSwell.com).

Arlington Public Schools Multimodal Transportation and Student Safety Special Committee	WalkArlington coordinator served on committee, meeting twice monthly from January 2013 to June 2014 to "ensure student safety for all forms of transportation, including but not limited to walking, bus transportation, bicycling and driving.
Secretary LaHood Forum at Mobility Lab	Former Secretary of Transportation Ray LaHood advocated for TDM and bike/walk multi-modal communities, and recommended Mobility Lab be established as a national model across the country to better promote multimodal transportation.

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City of Alexandria Local Motion Program

Initiative	Description of Initiative
NEW Service or Program	Description of a NEW service or program that was implement during the fiscal year that was not operating last year. Examples: Implemented a new vanpool assistance program; a new carpool incentive program, etc.
Vanstart and Vansave programs	The Local Motion VanStart Program will provide financial support for new vanpool formations. Based on the statewide model, the program will temporarily subsidize empty seats during the start-up phase of new vanpools. The program is open to all new vanpools that register for assistance with Local Motion. Assistance is granted at the discretion of Local Motion and will be based on eligibility of the applicant. The Local Motion VanSave Program will provide financial support for established vanpools that experience a sudden loss of passengers.
Guaranteed/Emergency Ride Home Program	Description of your TDM program's GRH/ERH program efforts (marketing, number of new registrants, total registrants, trips provided, etc.) Or describe how your program promoted a regional GRH program.
Local Motion marketing	Local Motion registered 63 vanpools and distributed 743 brochures. Local Motion promotes through its website, monthly eNews Newsletter and by distributing brochures.
Vanpool Program	Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.
Telework	Description of efforts to promote telework to employers and employees. Describe any assistance provided to employers or employees, number of businesses that started a new or expanded telework program.
Promotion	The Local Motion program promotes telework through its employer outreach efforts by making reference to it in all of its materials and communications outlets, both printed and electronic.
Major Employer Initiatives	Description of outreach to employers, employer transportation fairs, financial assistance to set up transit/vanpool benefits, number of employers that started benefit programs
Employer outreach	Local Motion provides outreach services directly to employers in the city of Alexandria, which will help promote commute alternatives, create new or expanded alternative commute programs, maintain existing programs, and provide a means to evaluate the impact of these employer efforts. We had 3,839 personal contacts (through voice contact, letters or personal emails), 6,847 broadcast contacts (through letters, fliers, newsletters or broadcast emails), 35 on-site events or promotions, and 67 sales meetings or site visits.
Major Residential Initiatives	
Residential initiatives	Local Motion attended 166 city events; had 21,760 customer engagements; had 4,274 pledges to use alternate modes of transportation; distributed 2,749 Local Motion branded premiums; and distributed 50,269 brochures.
Major Marketing Initiatives and Incentive Programs	

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. Over 90 applicants and 60 post-surveys completed.
Local Motion newsletter	The bi-annual newsletter is the premier Local Motion collateral for TDM, commuting news and events. Through the newsletter, we will educate residents and employees about alternative modes of transportation while increasing Local Motion brand awareness and website traffic. As a comprehensive marketing and informative communication tool, the Local Motion newsletter is sent to over 20,000 city residents and employers located primarily in the vicinity of our Metro stations and the Mark Center/BRAC-133 area. Cost of printing and mailing is significantly lower than last year due to a reduction in the distribution list.
Commuter Challenge	<p>Commuter Challenge was a friendly competition between Alexandria employers that encouraged all forms of alternative transportation: walking, biking, carpooling, vanpooling, bus, train, trolley and teleworking. The challenge ran from April 1 to April 12, and employees of participating companies recorded a daily commute log online. Employees had an opportunity to win a prize during the challenge, and three Employer Grand Prizes were awarded at the conclusion of the challenge.</p> <p>During the two-week challenge, there were 17,686 fewer single occupancy vehicle miles traveled; 13.27 tons less pollution; 1,050 gallons of fuel saved; and over \$14,977 in transportation costs saved.</p>
Local Motion website use	<p>In FY 14, the Local Motion website had:</p> <ul style="list-style-type: none"> • Returning visitors (observed users): 7,423 (FY 13 5,189) • Unique IP addresses (estimated visitors): 10,565 (FY 13 6,628) • New incoming visitors (estimated number of visits): 14,450 (FY 13 9,636) • Unique page views (pages): 27,171 (FY 13 41,233) • Number of times a page, image or file is viewed (hits): 104,700 (FY 13 102,743)
Try Transit Week event	<ul style="list-style-type: none"> • Promoted week-long event at the Alexandria Transit Store. • Each day of the week focused on a mode of transportation. • On September 12, 1,641 hand-out cards (in total) were distributed at Eisenhower Metro, King Street Metro and surrounding area. On September 19, 1,909 more handouts were distributed at King Street. • 58 businesses along King Street and the surrounding area agreed to post the flyer either on their window or inside. • Facebook post that was "boosted" reached 107,072 people. • Did mailing to 500 employers. • Created a rack card, a poster for DASH bus, and an a-frame poster. • Laptop set to the Try Transit Week website was at store the entire week for people to use and pledge.
Bike Initiatives	Description of bikeshare, Bike-to-Work or incentives for bike commuters
Bike to Work Day	This event celebrates the regionally sponsored Bike to Work Day. Pit stops are held at Market Square in Old Town, the Carlyle area and the BRAC-133/Mark Center. Between all three stops the city had over 800 registrants in calendar year 2012. Local vendors supplied food and prizes. The Local Motion program is a sponsor for the event. Participation in this regional event helps bring awareness to biking and is an important way for Local Motion staff to have face-to-face interaction with residents and employees in the city. The estimated cost of the program was increased to reflect anticipated expenses. The city had its highest participation rate ever in 2014, with over 1,000 participants.
Lights for Bikes	Timed to coincide with daylight savings time, the purpose of the bicycle light giveaway is to reach out to bike commuters and other cyclists riding in the dark without proper safety equipment. The city distributed 97 lights to bikers in need.

Capital Bikeshare	(Local Motion did not provide a description for this initiative)
Awards and Commendations	Description of awards and commendations received for TDM program/services and TDM staff
2013 Employer Services Organizational Achievement Award	The city's Local Motion Program received the Employer Services Organization Achievement Award from the Metropolitan Washington Council of Governments at the 16th annual Commuter Connections Employer Recognition Awards ceremony on Tuesday, June 25. The award recognized the city's Commuter Challenge campaign, held in early April, which included 14 companies and more than 500 employees who participated in a fun, friendly competition to encourage participants to drive alone less and use alternative methods of transportation. The two-week competition reduced vehicle miles traveled by 64,000 and saved 2,500 gallons of gas.
Advocacy for TDM/Transit	
Bike to Work Day Sponsorship	In 2013, the city of Alexandria/Local Motion was a silver sponsor for this event at the \$6,000 level.
CoG meetings	Local Motion staff regularly attends Commuter Connection sub-committee meetings.
Vanpool Alliance/NTD Collection	The City of Alexandria sits on the steering committee for the region's new National Transit Database vanpool initiative (Vanpool Alliance).
SuperNOVA participation	The City of Alexandria sits on the steering committee for this state initiative.
TMP/TDM I-95 Corridor	The city of Alexandria sits on the steering committee for this regional initiative.

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Dulles Area Transportation Association (DATA)

Initiative	Description of Initiative
NEW Service or Program	Description of a NEW service or program that was implement during the fiscal year that was not operating last year. Examples: Implemented a new vanpool assistance program; a new carpool incentive program, etc.
Live More Commute Less Challenge	Although the actual events will take place in FY 15, DATA began practical implementation of the Live More Commute Less initiative by planning the Live More Challenge and the Live More Block Party. The Live More Challenge (October 1-17, 2014) encourages employees of DATA's partner businesses to track alternative means of commuting. Reston Hospital Center and Quest Diagnostics Nichols Institute agreed to participate in FY 14, and final commitments are pending from additional organizations. DATA began working with Commuter Connections in FY 14 to design the challenge website.
Live More Commute Less Block Party	The Live More Block Party is a supersize transportation fair (October 1) at Reston Town Center. In FY 14, DATA conceptualized the event and met with a representative of the RTC management company to contract for the event. DATA designed materials to promote the event to both residents of Reston and employees of RTC businesses, as well as a postcard inviting Town Center merchants to exhibit products and services that can be enjoyed with "time and money" saved by using commuting choices. The event will include exhibits from 11 major transportation providers and organizations, Reston Hospital Center and Nissan (electric car).
Guaranteed/Emergency Ride Home Program	Description of a your TDM program's GRH/ERH program efforts (marketing, number of new registrants, total registrants, trips provided, etc.) Or describe how your program promoted a regional GRH program.
Vanpool Program	Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.
Quest Diagnostics Nichols Institute	#####
Telework	Description of efforts to promote telework to employers and employees. Describe any assistance provided to employers or employees, number of businesses that started a new or expanded telework program.
Major Employer Initiatives	Description of outreach to employers, employer transportation fairs, financial assistance to set up transit/vanpool benefits, number of employers that started benefit programs

2014 Live More Run	As part of NRO's Family Fun Day, DATA held a one-mile fun run, registering approximately 50 participants plus children to draw attention to DATA's Live More Commute Less initiative. This initiative promotes behavior change by focusing on the time and money saved by using commuting choices "to spend on what matters most." All registrants received Live More imprinted sunglasses and all runners received either a Live More Run commemorative t-shirt or one of several cash door prizes. DATA also staffed a booth at the annual event and provided information on commuting choices to 90+ visitors.
Onsite Rideshare Coordinator	DATA's Onsite Rideshare Coordinator continued offering onsite, bilingual ridematching assistance to employees of more than 20 businesses in its service area. In May, DATA's onsite rideshare coordinator took a position elsewhere; in June, a new rideshare coordinator was hired to expand the program in FY 15.
United Airlines Health and Wellness Fair	DATA's continuing efforts to involve Dulles Airport employers in promoting TDM programs resulted in an invitation to participate in United Airlines' Earth Day event as well as the Health and Wellness Fair. Almost 250 airline employees received information on "living more."
Major Residential Initiatives	Description of outreach to residential groups or citizens.
Herndon/Leesburg Ridematching Initiative	In FY 14, DATA reached out to municipalities Leesburg and Herndon to investigate the possibility of a community-wide ridematching program, still under discussion. The Town of Herndon's Homeless Shelter was identified as an initial site.
Major Marketing Initiatives and Incentive Programs	Examples: Car Free Day; Try Transit Week, major transportation fairs (not employer sites), radio, TV, print or direct mail ad campaign; social networking campaign, events, contests, incentives, etc.
Live More social media marketing initiative	In FY 2014, DATA hired a social media contractor to manage the social media aspects of its Live More Commute Less initiative, including Facebook, Twitter and the LMCL blog. Through her efforts, DATA accumulated almost 30 likes on the LMCL Facebook page in the fourth quarter. In addition, DATA's association Facebook page currently has 70 likes.
Wiehle-Reston East ribbon cutting event	DATA participated in the ribbon cutting event at the Wiehle-Reston East garage. To build a mailing list to promote the Live More Block Party (see above) to Reston residents, attendees were given the opportunity to register for \$400 worth of Reston Town Center gift cards. More than 150 names were collected.
Bike Initiatives	Description of bikeshare, Bike-to-Work or incentives for bike commuters
Awards and Commendations	Description of awards and commendations received for TDM program/services and TDM staff
Advocacy for TDM/Transit	

Major TDM Initiatives

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Fairfax County DoT	
Initiative	Description of Initiative
New Service, Service Enhancements and Major Initiatives and Incentives	Examples: Carpool or vanpool incentives; new resident program; school pool program; expanded market/service area; etc.
Member Commuter Connections	2014 Work Program - ridematching, GRH, pool rewards, surveys, mass marketing; includes radio, employer recognition awards, Bike to Work Day and Car Free Day participation.
Best Workplaces for Commuters (Employers); Best Workplaces "Best Sites" (Developers and Malls).	Ten new Fairfax County employers and two best sites received national recognition for implementing major trip reduction programs this year. All 12 were awarded in front of the board of supervisors in December. Fairfax County leads the nation with 38 Best Workplaces for Commuter sites. That total is greater than any other county.
I-95 express lanes transportation management plan	Worked with VDOT, DRPT and regional partners to promote the use of HOV and commute alternatives along the new I-95 express lanes TMP construction zone.
New "Plus50" Transit Benefit Incentive program	Partnered with WMATA's SmartBenefits Program to create an innovative one-time \$50 incentive (pre-loaded on a Smartrip card) to encourage commuters to change mode from driving alone to using public transportation with special focus on new Silver Line users and employers in the Tysons Reston Corridor. Just as important, the program is key to enrolling new employers in the SmartBenefits program. WMATA and FCDOT created a two sided, tri-fold pamphlet. Side one of this pamphlet is for employers, and side two is for employees and commuters.
ShuttlePool Program (I-95 TMP trip reduction program)	Worked with Fairfax County employers to implement long distance commuter "ShuttlePools" to help relieve congestion. Program funds the first six months of operation using I-95 TMP money. This valuable service continues to operate daily along the I-95 corridors at no cost to the taxpayers. Previous I-495 funded vehicles still operating on both the I-95 and I-66 corridor are now fully funded by the employer.
Commuter Connections - Pool Rewards - Carpool and Vanpool Incentive Program	Program using cash incentives to first-time carpoolers and vanpools.
VanStart and VanSave Vanpool (Seat Filling Program)	The VanStart and VanSave programs continue to strengthen and grow. An incentive program funds empty seats during the critical startup phase of new vanpool: the VanSave program is for existing vanpools that are experiencing problems in their passenger levels due to loss of riders. Program participants are required to enroll in both the regional GRH and ridematching program.
NuRide (strengthened partnership in 2014)	Promoted ridematching through a reward program. Used trip reduction data collected to support regional, local and site-specific ridesharing efforts.
Bike Benefit Match Program (with special focus on "last mile" measures to connect new Silver Line users)	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.
Promote newly created Vanpool Alliance Program	New and existing vanpools that originate, travel through or terminate in the Northern Virginia region are eligible to enroll in Vanpool Alliance. Participating vanpools will help provide ongoing, important information. In return they will receive support in marketing their program, help with maintaining drivers and ridership, and \$200 per month per vanpool for their efforts.
Major Business/Resident/Commuter Marketing Initiatives	Examples: Car Free Day; major transportation fair; radio, TV, print or direct mail ad campaign; social networking campaign; events; etc.
Member Commuter Connections umbrella campaign - GRH and Ridematching	Umbrella campaign - MWCOG Work Program, includes employer outreach, GRH and ridematching.
One Less Car Marketing campaign	Attended over 50 employer commuter or transportation fairs. Outreach efforts included the use of in-house advertisement material for employers to promote SOV reduction.
Live More Commute Less campaign	Continued ongoing efforts in working with DATA (TMA) to create a new outreach campaign with regional input, i.e. Loudoun County.
Car Free Day and Try Transit Week	Raised awareness of events with a large mailing of posters to major employers. Promoted on FCDOT website and on social media.
Pentagon Transportation Fair (DOD)	Over 1,200 commuters assisted. Provided transportation alternatives to employees at the Pentagon.
New media marketing efforts: TDM YouTube video	Created new TDM videos to educate and promote awareness of programs and resources available to regional commuters. Subject matter included best workplaces for commuters and the Commuter-Friendly Communities program.
Facebook outreach	Updated on major TDM events such as the Silver Line, Car Free Day, Try Transit Week, and Bike To Work Day. Also provided information about new trends in commuting, local transit delays and weather advisories.
Ongoing BRAC TDM implementation and outreach efforts to Ft. Belvoir, NGA and DHHQ	Held major fairs, workshops and commuter events, including the creation of density plots and surveys and the hosting of vanpool formation meetings.
FCDOT Community-Friendly Communities	Educating and working with property managers at residential sites to identify and implement TDM programs. Updated residential database and Commuter-Friendly Communities website with quarterly awardees.
Fairfax County bicycle route map	Distributed to employers, commuters and residents of Fairfax County to encourage biking across the region.
Smartrip card distribution	Distributed SmarTrip cards at outreach event, both employer- and community-based, to promote transit use.
George Mason University campus bike map	Worked with the GMU Transportation program to create a GIS student challenge. This challenged entrants to design a campus and outlying area bike and pedestrian map to encourage safe access to the campus. The winning candidate was selected by a working group of FCDOT, GMU Transportation and GIS Faculty members. FCDOT then printed 3,000 copies of the 12 x 12 micro-fiber map for distribution.
Promote telework	Promoted the Virginia Telework Tax Credit for Business Program to employers. This program provides a tax credit of up to \$1,200 per employee -- up to \$50,000 per organization -- for eligible expenses incurred during taxable years 2012-2016.
Hospital and healthcare professionals	Direct marketing efforts encouraged use of transit, ridematching, shuttle and ShuttlePool ridership, vanpool ridership, and GRH at worksites. Also encouraged bike and pedestrian programs.

Major TDM Initiatives

Washington Business Journal	Used the Journal to update our in-house employer outreach database and clients list. The Washington Business Journal lists employers that are new or relocating to Fairfax County and cites employers that are adding staff.
Density plots	Continued to create our award-winning GIS density plots for larger employers. These plots allow employers to identify high-density clusters to encourage transit use or vanpool and carpool formation.
Funding, design elements and TDM program text to the popular VDOT Monthly Planner	Worked side-by-side with VDOT to create this yearly Monthly Planner. The 2013-14 version is filled with useful information on using transit and alternate commute modes.
Micro-Fiber bike map	Updated Tysons employer 12 x 12 micro-fiber "last mile" map. Reprinted and distributed at fairs, outreach events and employer meetings to raise awareness of safe commuter bike routes into the Tysons Corner area. Added Silver Line information.
Hoover employer database	Implemented the use of Hoovers (D&B) Employer Research tool to assist with information on customer analytics, promote TDM strategies and help with planning.
Advocacy for TDM/Transit	
Member Commuter Connections Network - Regional MPO	FCDOT representatives attended meetings at MWCOG year-round. Exchanged information about programs and initiatives with regional participants to enhance our programs.
TMA's including DATA, Tyson-TMA (formerly TyTran), TAGS and LINK	Encouraged employer and residents to implement alternative mode use.
Fairfax County Economic Development Authority	Met with FCEDA staff on a semi-regular basis to promote Fairfax County.
Member Association for Commuter Transportation (ACT)	Association Commuter Transportation (National and Regional) TDM Advocates member. Active participant in seminars, symposiums, webinars and conferences to educate about FCDOT programs and learn about potential programs FCDOT may implement.
Support I-95 Express (toll) lanes construction.	Increased awareness to employers and the commuting public. Promoted transit, ridematching, GRH and alternative modes during the construction phase of this important regional project.
I-495 Express Toll Lanes TDM program	Partnered with Transurban and VDOT to promote express toll lanes along the I-495 corridor that opened in December 2012.
Dulles Corridor Metrorail Project - Phases I and II	Promoted transit, ridematching, GRH and alternative modes.
BRAC Transportation Coordinators meeting and partnerships	Promoted transit, ridematching, GRH and alternative modes, including a strong push for vanpooling.

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GWRideConnect

Initiative	Description of Initiative
NEW Service or Program	Description of a NEW service or program that was implement during the fiscal year that was not operating last year. Examples: Implemented a new vanpool assistance program; a new carpool incentive program, etc.
Guaranteed/Emergency Ride Home Program	Description of a your TDM program's GRH/ERH program efforts (marketing, number of new registrants, total registrants, trips provided, etc.) Or describe how your program promoted a regional GRH program.
Vanpool Program	Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.
Express Match	GWRideConnect intorduced a new tool to match new commuter applicants to existing vanpools with vacancies. New applicants that match the same origins and destinations of vanpools are emailed to vanpool operators, filling empty seats more quickly and efficiently.
Advantage Self-Insurance website and database redesign	Utilizing a grant from DRPT, GWRideConnect redesigned the Advantage Self-Insurance website and added a database to streamline the enrollment and payment process of the program.
Telework	Description of efforts to promote telework to employers and employees. Describe any assistance provided to employers or employees, number of businesses that started a new or expanded telework program.
Major Employer Initiatives	Description of outreach to employers, employer transportation fairs, financial assistance to set up transit/vanpool benefits, number of employers that started benefit programs
Major Residential Initiatives	Description of outreach to residential groups or citizens.
Major Marketing Initiatives and Incentive Programs	Examples: Car Free Day; Try Transit Week, major transportation fairs (not employer sites), radio, TV, print or direct mail ad campaign; social networking campaign, events, contests, incentives, etc.
I-95 Target Marketing Campaign	Used a multimedia approach through print, radio, facebook and Google advertising to target-market carpools in May and vanpools in June. This increased website traffic to GWRideConnect from 2,456 visitors per month to over 4,000 visitors per month. Marketing continues the next fiscal year through October.
Bike Intitiatives	Description of bikeshare, Bike-to-Work or incentives for bike commuters
Awards and Commendations	Description of awards and commendations received for TDM program/services and TDM staff

Advocacy for TDM/Transit	

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Loudoun County Commuter Services (LCCS)

Initiative	Description of Initiative
NEW Service or Program	Description of a NEW service or program that was implement during the fiscal year that was not operating last year. Examples: Implemented a new vanpool assistance program; a new carpool incentive program, etc.
Park and Ride Look-Up Map	Proposed and launched the idea of a Park and Ride Look-Up Map. TDM staff collaborated with the Office of Mapping and Geographic Information to fully execute the idea. The Look-Up Map allows citizens to put in their home address and see what Park and Ride lots are near their home, as well as any transit service leaving from the lot.
Guaranteed/Emergency Ride Home Program	Description of a your TDM program's GRH/ERH program efforts (marketing, number of new registrants, total registrants, trips provided, etc.) Or describe how your program promoted a regional GRH program.
Vanpool Program	Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.
Dulles South Vanpool Initiative	Conducted research and planning with vanpool providers, Vanpool Alliance, and conducted passenger behavior observation for development of Dulles South Vanpool Initiative. Staff participated in the Social Marketing in Transportation program from the Center for Urban Transportation Research, and is using those techniques to develop this vanpool initiative.
Telework	Description of efforts to promote telework to employers and employees. Describe any assistance provided to employers or employees, number of businesses that started a new or expanded telework program.
Major Employer Initiatives	Description of outreach to employers, employer transportation fairs, financial assistance to set up transit/vanpool benefits, number of employers that started benefit programs
Commuter Appreciation Day	Hosted a "Commuter Appreciation Day" at Orbital Sciences Corporation. This event included a free lunch voucher for all employees who participated in learning about all the commute options available at their facility. It also included -- for the first time in Loudoun County's Employer Outreach program -- a staff member from the Department of Transportation and Capital Infrastructure educated in bike and pedestrian facilities and programs accompanying commuter services staff at the event. Employees of Orbital could ask staff questions about bike trails, facilities and future plans.
Major Residential Initiatives	Description of outreach to residential groups or citizens.
Major Marketing Initiatives and Incentive Programs	Examples: Car Free Day; Try Transit Week, major transportation fairs (not employer sites), radio, TV, print or direct mail ad campaign; social networking campaign, events, contests, incentives, etc.
Customer Satisfaction Survey	Conducted an overall customer service assessment initiative with the help of the consulting firm Southeastern Institute of Research. This research and survey determined that nine out of ten customers are satisfied with Loudoun County Commuter Services. Ideas inspired by the research include building relationships rather than just conducting transactions, working to improve satisfaction with email follow-ups, and improving the website. Information from this survey was used to develop a branding architecture and create the new logo and brand.

Loudoun County Commuter Services (LCCS) logo and brand	Working with a graphic firm, the county developed a new logo, tagline and iconography to be used in a new branding campaign. The new name is Loudoun County Commuter Services, with the tagline "Travel Options, Information, Advice, Solutions."
Your Commute is Personal	Developed a new campaign based on the results of the customer satisfaction survey and the development of the new logo and brand. LCCS is a full-service provider of travel information and services. When users call, they will receive the attention their commute deserves. These ads ran in the local newspapers and on the paper's website.
Start Small	Continued the campaign promoting "Start Small" Rideshare Tuesday, encouraging residents to start small and try a different commute -- carpool, bike, walk or transit -- just one day a week. These ads are in three to four papers a week, depending on the publication dates.
Car Free Metro DC Day	Placed display ads in three local newspapers promoting CarFreeMetroDC. Also made posters for the government center.
Bike Initiatives	Description of bikeshare, Bike-to-Work or incentives for bike commuters
Wheelin' Wednesday	For two consecutive Wednesdays in April, staff from Loudoun County Commuter Services hosted an event at Verizon in Ashburn called Wheelin' Wednesdays. This on-site bike repair demo and commuter fair included experts that showed Verizon employees how to fix flats and conduct basic bicycle maintenance. There were giveaways, prize drawings and Bike to Work Day registration. For the non-cyclists, staff gave tips for improving the daily commute to the Verizon campus.
Awards and Commendations	Description of awards and commendations received for TDM program/services and TDM staff
Advocacy for TDM/Transit	
NuRide	Continued supporting and promoting NuRide. Developed advertisements to promote fast and easy access to NuRide from mobile devices.
Commuter events around Loudoun County	Over the course of FY 14, LCCS staff hosted 35 events in and around Loudoun County. Twenty-three of those were commuter fairs, "lunch and learn sessions" and commuter appreciation days held with Loudoun County employers. The other events included commuter fairs and earth day celebrations, the Pentagon DOD fair, community "Green" functions, Reality Stores at the high schools and Bike to Work Day pit stops.
Commuter Connections	Performed follow-up with Commuter Connections applicants from the months of June 2013 through April 2013. We continued to offer the survey respondents a \$5 Target gift card for their efforts. The response rate averaged almost 35 percent.

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Middle Peninsula Planning District Commission (MPPDC)

Initiative	Description of Initiative
NEW Service or Program	Description of a NEW service or program that was implement during the fiscal year that was not operating last year. Examples: Implemented a new vanpool assistance program; a new carpool incentive program, etc.
Guaranteed/Emergency Ride Home Program	Description of a your TDM program's GRH/ERH program efforts (marketing, number of new registrants, total registrants, trips provided, etc.) Or describe how your program promoted a regional GRH program.
Ridematching registrants	All registrants for ridematching services who receive a matchlist are also mailed GRH brochure and encouraged to register for GRH services. All registrants that are contacted for follow-up are encouraged to register for GRH program.
Rideshare by Enterprise	Consulted with Rideshare by Enterprise regarding Middle Peninsula GRH program and need to provide services other than reimbursement.
Park and Ride survey	Park and Ride Lot Surveys include distribution of GRH brochures
Vanpool Program	Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.
Ridefinders	Commuters who work in downtown Richmond are provided relevant information on Ridefinders vanpools from the region and referred to Ridefinders for more information.
Bay Transit	Ongoing discussions with Bay Transit regarding possibility of forming joint vanpool or shuttle program to downtown Richmond.
ACT Chesapeake	ACT Chesapeake Chapter Vanpool Bootcamp.
Telework	Description of efforts to promote telework to employers and employees. Describe any assistance provided to employers or employees, number of businesses that started a new or expanded telework program.
MPBA	MPPDC continues providing staff support to the Middle Peninsula Broadband Authority to provide broadband access to underserved populations in the Middle Peninsula region. Without access to highspeed internet, the ability to telework is hampered in the region.
Major Employer Initiatives	Description of outreach to employers, employer transportation fairs, financial assistance to set up transit/vanpool benefits, number of employers that started benefit programs
Walmart, Lowes and Home Depot	Due to the rural nature of the region, dispersed population and lack of large employers, employer outreach is not a major aspect of MPPDC's rideshare program. Letters were sent to Walmart, Lowes and Home Depot offering to provide information to employees. A presentation was made to Walmart employees in Gloucester County.
Major Residential Initiatives	Description of outreach to residential groups or citizens.
Bay Transit	Continuing dialogue with Bay Transit regarding fixed route transit services where possible.

VDOT sidewalk survey	Conducted sidewalk survey for VDOT to look at need for improving existing sidewalks and new pedestrian walkways
Major Marketing Initiatives and Incentive Programs	Examples: Car Free Day; Try Transit Week, major transportation fairs (not employer sites), radio, TV, print or direct mail ad campaign; social networking campaign, events, contests, incentives, etc.
Earth Day	Print ads in local papers and a website article for Earth Day.
Try Transit Week	Print ads, press release in local papers and website article with relevant links for Try Transit Week.
New rideshare website	New website for rideshare program, with enhanced ability to provide news articles on a timely basis.
Bike Initiatives	Description of bikeshare, Bike-to-Work or incentives for bike commuters
Town of Tappahannock	Working with town of Tappahannock staff on increased bike and pedestrian trails for town as part of Tappahannock Main Street Program Planning.
Awards and Commendations	Description of awards and commendations received for TDM program/services and TDM staff
Advocacy for TDM/Transit	
Bay Transit	Continued dialogue with Bay Transit on collaboration to promote transit and TDM services to Middle Peninsula residents.
ACT Telework Council	Continued working with ACT Telework Council to address issue of tax penalties for telecommuting and legislation to address the issue.
Park and Ride lots	Worked with Middle Peninsula localities to provide VDOT with needed Park and Ride lot improvements and new Park and Ride lot locations needed in the region. Two current lots, one in Middlesex and one in King William, need improvements or expansion to accommodate users. Two new lots are needed, one in town of West Point and one outside town of Tappahannock. Neither town currently has a Park and Ride lot. VDOT is prioritizing list and will forward with this recommendations to CTB.

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NeckRide (Northern Neck Planning District Commission)

Initiative	Description of Initiative
NEW Service or Program	Description of a NEW service or program that was implement during the fiscal year that was not operating last year. Examples: Implemented a new vanpool assistance program; a new carpool incentive program, etc.
Guaranteed/Emergency Ride Home Program	Description of a your TDM program's GRH/ERH program efforts (marketing, number of new registrants, total registrants, trips provided, etc.) Or describe how your program promoted a regional GRH program.
Vanpool Program	Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.
VanSave	Subsidized four seats to support an active vanpool after the loss of several riders. Promoted the available seats until enough riders signed up.
Telework	Description of efforts to promote telework to employers and employees. Describe any assistance provided to employers or employees, number of businesses that started a new or expanded telework program.
Enterprise Centers	Worked with the Northern Neck-Chesapeake Bay Region Partnership to establish two business incubators, now called Enterprise Centers, that will also act as Telework locations for the region. One has already opened in Northumberland County. The second will open in fall 2014 in Richmond County.
Major Employer Initiatives	Description of outreach to employers, employer transportation fairs, financial assistance to set up transit/vanpool benefits, number of employers that started benefit programs
Major Residential Initiatives	Description of outreach to residential groups or citizens.
Major Marketing Initiatives and Incentive Programs	Examples: Car Free Day; Try Transit Week, major transportation fairs (not employer sites), radio, TV, print or direct mail ad campaign; social networking campaign, events, contests, incentives, etc.
Google AdWords	Ran a test campaign advertising online through the popular search engine, targeting results for the Northern Neck region.
NeckRide.org ads on Bay Transit buses	NeckRide.org supports Bay Transit by advertising the TDM program on BT's buses. We placed ads on eight Bay Transit buses in the four counties of the Northern Neck of Virginia.
Northern Neck Tourism Commission marketing materials	Collaborated with the Northern Neck Tourism Commission in the development of a tourism brochure featuring a large NeckRide.org ad. 50,000 copies of the brochure have been printed and will be distributed throughout the next six to eight months.
Radio ad campaigns	Sponsored radio broadcasts for NASCAR programming, as well as sports events for the region's school districts.
Billboard ad	Public visibility campaign on billboard space that is visible on a primary road in the region.
School yearbooks	Large ads in yearbooks of four school districts in the Northern Neck region.

Bike Initiatives	Description of bikeshare, Bike-to-Work or incentives for bike commuters
Awards and Commendations	Description of awards and commendations received for TDM program/services and TDM staff
Advocacy for TDM/Transit	

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Potomac and Rappahannock Transportation Commission (PRTC)

Initiative	Description of Initiative
NEW Service or Program	Description of a NEW service or program that was implement during the fiscal year that was not operating last year. Examples: Implemented a new vanpool assistance program; a new carpool incentive program, etc.
Vanpool Alliance	Vanpool Alliance program launched in December 2013 with 200 vanpools enrolled. 370 vanpools were enrolled by the end of June 2014. This program provides a \$200 monthly payment to participating vanpools for reporting ridership, mileage and other data.
Guaranteed/Emergency Ride Home Program	Description of a your TDM program's GRH/ERH program efforts (marketing, number of new registrants, total registrants, trips provided, etc.) Or describe how your program promoted a regional GRH program.
Vanpool Program	Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.
Telework	Description of efforts to promote telework to employers and employees. Describe any assistance provided to employers or employees, number of businesses that started a new or expanded telework program.
Major Employer Initiatives	Description of outreach to employers, employer transportation fairs, financial assistance to set up transit/vanpool benefits, number of employers that started benefit programs
Breaking Bad Behavior seminar	Employer seminar held to promote commute options and employee behavior change.
Fuel Your Life	Month-long promotion of ridesharing among Prince William County employers, culminating in events at six employer sites.
General employee transportation fairs	Attended commuter fairs, including events at Fort Belvoir and employers in the Tysons Corner area, Mark Center and the Pentagon, promoting transit and TDM.
Major Residential Initiatives	Description of outreach to residential groups or citizens.
Mailing to area homeowners associations	Mailing to local HOAs providing overview of PRTC's services and benefits to area residents. Packet included a ready-to-print article for their community newsletter or website.
Mailing to local realtors	Flyers about the Gainesville OmniRide route that debuted in fall 2013 and a starter supply of schedules were mailed to local realtors to introduce the new route. The route is a tool realtors can use to leverage sales.
Mailing to senior communities, facilities and social service agencies	Mailed starter supply of flyers and brochures announcing new Saturday service on the Prince William Metro Direct route that connects Woodbridge with the Franconia-Springfield Metro Station.
Mailing to local churches	Flyers and brochures about the teen summer pass were mailed to local churches.

Major Marketing Initiatives and Incentive Programs	Examples: Car Free Day; Try Transit Week, major transportation fairs (not employer sites), radio, TV, print or direct mail ad campaign; social networking campaign, events, contests, incentives, etc.
New Gainesville OmniRide route	Promoted to potential riders via print, digital, social media and realtor mailings. Current riders were informed via email blasts, on-board posters, social media posts and the PRTC website.
MyLink Teen Summer Pass	Comprehensive campaign that included print, digital, social media, bulk distribution of brochures and flyers to area middle and high schools, movie theater ads and lobby standees, and mailings to local churches.
Community Expo at Potomac National Stadium	Large community event attended by Prince William and Manassas area residents. PRTC manned a table to provide information about the agency's transit and ridesharing services.
Try Transit Week	PRTC participated with on-board posters, email blasts, and web and social media postings. A pre-loaded SmarTrip card was donated as a prize.
Bike Intitiatives	Description of bikeshare, Bike-to-Work or incentives for bike commuters
Bike to Work Day	Participated in planning for the event. Staff volunteered at a checkpoint.
Awards and Commendations	Description of awards and commendations received for TDM program/services and TDM staff
Employer Services Program	OmniSmart Commute Program received the Commuter Connections Employer Services Sales Team Achievement Award, the first such award for PRTC and Prince William County.
Advocacy for TDM/Transit	

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Rappahannock Rapidan Regional Commission (RRCommute)

Initiative	Description of Initiative
NEW Service or Program	Description of a NEW service or program that was implement during the fiscal year that was not operating last year. Examples: Implemented a new vanpool assistance program; a new carpool incentive program, etc.
Driver's education information	Visited Orange County High School's driver education classes and explained the benefits of ridesharing and transit.
Guaranteed/Emergency Ride Home Program	Description of a your TDM program's GRH/ERH program efforts (marketing, number of new registrants, total registrants, trips provided, etc.) Or describe how your program promoted a regional GRH program.
Vanpool Program	Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.
Assistance to current vanpools	Assistance given to two vanpools.
Telework	Description of efforts to promote telework to employers and employees. Describe any assistance provided to employers or employees, number of businesses that started a new or expanded telework program.
Major Employer Initiatives	Description of outreach to employers, employer transportation fairs, financial assistance to set up transit/vanpool benefits, number of employers that started benefit programs
Business expos	Distributed RRCommute information at Orange County Business Expo and Madison County Business Expo.
Community events	Pentagon and Department of Defense Transportation Fair, Warrenton Spring Festival, and CulpeperFest.
Orange County Chamber of Commerce	Presentation at Orange County Leadshare group.
Major Residential Initiatives	Description of outreach to residential groups or citizens.
Ads in Business Insider	Ads in Warrenton and Culpeper editions of Business Insider magazine.
Ads in phone book	Full-page ad in Lake of the Woods phone book, which includes over 3,000 homes.
Major Marketing Initiatives and Incentive Programs	Examples: Car Free Day; Try Transit Week, major transportation fairs (not employer sites), radio, TV, print or direct mail ad campaign; social networking campaign, events, contests, incentives, etc.
Try Transit Week	Participated in Try Transit Week.
Bike Intitiatives	Description of bikeshare, Bike-to-Work or incentives for bike commuters

Awards and Commendations	Description of awards and commendations received for TDM program/services and TDM staff
Advocacy for TDM/Transit	

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RideSmart (Front Royal, VA)

Initiative	Description of Initiative
NEW Service or Program	Description of a NEW service or program that was implement during the fiscal year that was not operating last year. Examples: Implemented a new vanpool assistance program; a new carpool incentive program, etc.
Guaranteed/Emergency Ride Home Program	Description of a your TDM program's GRH/ERH program efforts (marketing, number of new registrants, total registrants, trips provided, etc.) Or describe how your program promoted a regional GRH program.
Website	RideSmart continues to advertise this service on website.
Vanpool Program	Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.
Vanpool companies	Staff at RideSmart remains in constant contact with vanpool companies regarding assistance that can be provided.
Telework	Description of efforts to promote telework to employers and employees. Describe any assistance provided to employers or employees, number of businesses that started a new or expanded telework program.
Major Employer Initiatives	Description of outreach to employers, employer transportation fairs, financial assistance to set up transit/vanpool benefits, number of employers that started benefit programs
Major Residential Initiatives	Description of outreach to residential groups or citizens.
Major Marketing Initiatives and Incentive Programs	Examples: Car Free Day; Try Transit Week, major transportation fairs (not employer sites), radio, TV, print or direct mail ad campaign; social networking campaign, events, contests, incentives, etc.
Try Transit Week	Participated in Try Transit Week.
RideSmart	Attended a promotional event at Apple Blossom Mall in Winchester promoting RideSmart.
Lord Fairfax Community College picnic	Attended an end-of-the-year picnic event at Lord Fairfax Community College promoting carpooling among students.
Bike Intitiatives	Description of bikeshare, Bike-to-Work or incentives for bike commuters
Bike to Work Day	Submitted a press release to local newspapers to promote Bike to Work Day.
Awards and Commendations	Description of awards and commendations received for TDM program/services and TDM staff

Advocacy for TDM/Transit	

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RIDE Solutions

Initiative	Description of Initiative
NEW Service or Program	Description of a NEW service or program that was implement during the fiscal year that was not operating last year. Examples: Implemented a new vanpool assistance program; a new carpool incentive program, etc.
Sustainable Transportation Conference	We organized the first Sustainable Transportation Conference in Roanoke, in cooperation with the Cabell Brand Foundation and the Virginia Tech Carilion School of Medicine. This conference seeks to educate area leaders and advocates on TDM issues.
Guaranteed/Emergency Ride Home Program	Description of a your TDM program's GRH/ERH program efforts (marketing, number of new registrants, total registrants, trips provided, etc.) Or describe how your program promoted a regional GRH program.
GRH program	We have maintained our existing GRH program, which remains a low-cost incentive for participation. All RIDE Solutions registrants are immediately GRH registrants, putting total GRH members at 765. We average one GRH ride a month.
Vanpool Program	Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.
Possible upcoming vanpool program	We do not have a vanpool program, but are investigating a program with Enterprise Rideshare for FY 15.
Telework	Description of efforts to promote telework to employers and employees. Describe any assistance provided to employers or employees, number of businesses that started a new or expanded telework program.
Major Employer Initiatives	Description of outreach to employers, employer transportation fairs, financial assistance to set up transit/vanpool benefits, number of employers that started benefit programs
Ongoing employer outreach efforts	RIDE Solutions maintains an ongoing employer outreach effort across all three of its service regions. Notable employer efforts include a partnership with Randolph College in Lynchburg, an ongoing carpool program in pursuit of LEED credits for Norfolk Southern, and bike commuter support for Carilion Clinic.
Carilion Clinic	RIDE Solutions continues to provide support to Carilion Clinic for its Bicycle Friendly Business designation.
City of Roanoke	RIDE Solutions began working with the city of Roanoke in a consultation capacity to support its Bicycle Friendly Business designation.
Chamber of Commerce	RIDE Solutions worked closely with the Chamber of Commerce and economic development agencies in Region 2000 on building its employer outreach efforts.
Major Residential Initiatives	Description of outreach to residential groups or citizens.
TDM presentations to neighborhoods	RIDE Solutions has presented to numerous neighborhood and advocacy groups in the Roanoke Valley and Lynchburg over the past year on the value of TDM to neighborhoods.

Healthy Roanoke Valley and PATH coalitions	RIDE Solutions works with the Healthy Roanoke Valley and PATH coalitions to support the Hurt Park Neighborhood's "Community Day," a day to support active lifestyles and healthy eating in a low-income neighborhood.
Major Marketing Initiatives and Incentive Programs	Examples: Car Free Day; Try Transit Week, major transportation fairs (not employer sites), radio, TV, print or direct mail ad campaign; social networking campaign, events, contests, incentives, etc.
Clean Commute Challenge	RIDE Solutions organizes the Clean Commute Challenge each year as part of Bike Month. The Clean Commute Challenge encourages commuters to pledge to use an alternative mode, and has a competitive element encouraging folks to form teams and log trips. This year, the Clean Commute Challenge beat records with over 71,000 miles pledged and 42,500 miles logged.
Art by Bus	We partnered with GRTC, GLTC, Lynchburg City Schools and the Marginal Arts Festival in Roanoke to organize an Art by Bus promotional event to encourage new ridership and begin a program of rebranding area transit.
Bike Initiatives	Description of bikeshare, Bike-to-Work or incentives for bike commuters
Bike Shorts Film Festival	As part of Bike Month, RIDE Solutions held the fourth annual Bike Shorts Film Festival. The festival was screened at three locations, one each in Roanoke, Blacksburg and Lynchburg, and received submissions from all over the world. The festival is an important way to reach out to cyclists and non-cyclists alike and help build a bike culture in the region.
Night Rider's Ball	Bike Month ends with the Night Rider's Ball, a free show in Downtown Roanoke with bike valet service. This year the show had approximately 100 attendees and over 80 bikes parked through our valet service.
Awards and Commendations	Description of awards and commendations received for TDM program/services and TDM staff
PRSA Awards	RIDE Solutions won the Green Initiative Award from the Public Relations Society of America, Blue Ridge Chapter for our Google Transit initiative in 2012 and Clean Commute Challenge in 2013.
Advocacy for TDM/Transit	
Sustainable Transportation Conference	The conference served as an education and advocacy tool that brought attention to transit issues in the Roanoke Valley. The summit was followed up by a substantiation commentary piece in the Roanoke Times, submitted by RIDE Solutions, that spoke of the important of transit.
Ongoing PR	Through ongoing PR efforts, RIDE Solutions has successfully gained news coverage of our events and the importance of TDM to our region. Our Lynchburg program has seen significant success working with local newspapers and TV.

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RideFinders (Richmond, VA)

Initiative	Description of Initiative
NEW Service or Program	Description of a NEW service or program that was implement during the fiscal year that was not operating last year. Examples: Implemented a new vanpool assistance program; a new carpool incentive program, etc.
RideFinders mobile app	The RideFinders mobile app allows users to find Park and Ride lots based on their geo-location using the smartphone's GPS. They can also receive daily air quality updates, plan a trip using Google Transit, and receive RideFinders news and updates. Placed advertising in Style Weekly newspaper, Style Weekly's e-newsletter and digital ads on their website.
Mobile Unit upgrade	RideFinders office on wheels had complete electrical and interior restoration and exterior rewrap with new heroes.
GreenRide	User-friendly system that enables users to sign in using a profile and receive instant rideshare matches, as well as request an emergency ride home. This system was used to create monthly reports on registered carpools, user match activities and logged commutes. Currently have 8,707 registered participants. Participated in DRPT Ridematching System Evaluation. Press Release on "RideFinders Announces New Real-Time Ridematching System," ad in Richmond Free Press featuring Mrs. Match, and ad in the Richmond Times Dispatch featuring Commander Carpool.
RideFinders Satellite Office in Petersburg	Memorandum of Understanding between RideFinders and the City of Petersburg was executed establishing a satellite office to be located in the Petersburg Transit Center.
Website update	Partnered with GRTC's IT Department to update and rebuild www.ridefinders.com and bring it into ADA compliance. The new site will be responsively designed, optimizing it to scale automatically to desktop, tablet and various mobile platforms.
Guaranteed/Emergency Ride Home Program	Description of a your TDM program's GRH/ERH program efforts (marketing, number of new registrants, total registrants, trips provided, etc.) Or describe how your program promoted a regional GRH program.
Program revamp	RideFinders collaborated with GRTC Marketing to create and add a new ERH Air Quality Hero member named Ride Rescuer to its portfolio of trademarked characters. We transitioned from brochures to two-sided, one-sheet fliers and FAQs for lower cost and easier distribution. We advertised the program and new hero by securing 50 Queen busboards on GRTC buses for on-the-street marketing. We also ran advertisements in the Richmond Times-Dispatch and Richmond Free Press, sent the ad to the Employee Transportation Coordinator network, and put the ad on the RideFinders website. There were 629 new ERH registrants, 146 ERH trips provided, and \$8,099 invested for those trips. We supported 138 vanpools with the ERH program and created a new Ride Rescuer pop-up display and sidewalk signage for ERH.
Vanpool Program	Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.
Vanpool promotion	RideFinders staff served as the coordination leg for vendor contract renewals with GRTC Transit System. Due to service changes to the Route 82 Express, RideFinders held six vanpool formation meetings, staffed the Park and Ride lot, and rode buses to disseminate vanpool pricing and formation materials to assist those commuters. RideFinders also served as the host site for the public hearings on Route 81 and 82 price increase. Social media, including the RideFinders website, Facebook and YouTube, were utilized to recruit riders for empty seats. We invested \$7,089 to provide 34 subsidies for VanSave, and invested \$2,250 in VanStart for nine new vanpools.
Telework	Description of efforts to promote telework to employers and employees. Describe any assistance provided to employers or employees, number of businesses that started a new or expanded telework program.

Telework! VA	We invested \$50,199 for reimbursement to program enrollees. This also covered costs for consultant services with training, surveying, orientation and budget development. We revised the program to cover \$20,000 of expenses at 100 percent, and had two new employer enrollees.
Major Employer Initiatives	Description of outreach to employers, employer transportation fairs, financial assistance to set up transit/vanpool benefits, number of employers that started benefit programs
Virginia Department of Planning and Budget	Added the Virginia Department of Planning and Budget as a new Commuter Choice Client.
Memberships	Joined the Central Virginia African American Chamber of Commerce, and the Retail Merchants Association.
Major Residential Initiatives	Description of outreach to residential groups or citizens.
Door-to-door outreach	Conducted on-site visits to Hathaway Association, Inc., Morningside Apartments, Willow Oaks, Stratford Hills Townhomes, Bethany Springs Apartments and The Arbors Senior Apartments. We provided all of these locations with transit information, as they were located on the transit service route.
Major Marketing Initiatives and Incentive Programs	Examples: Car Free Day; Try Transit Week, major transportation fairs (not employer sites), radio, TV, print or direct mail ad campaign; social networking campaign, events, contests, incentives, etc.
Community outreach	Vendor at the Innsbrook Health and Wellness Fair. Booth participant in the Que Pasa Festival, Cap2Cap, RVA Style Weekly Earth Day, Fort Lee Earth Day and Safety Event. Participated in Merchants Meeting of Chesterfield Towne Center. Exhibitor at the Radio One Empowerment Expo and University of Richmond Sustainability Day.
Hispanic community outreach	Water bottle sponsor for and staffed an information table at "Copa Telemundo" soccer tournament in a partnership with the Hispanic Community for outreach. Hispanic staff member did two radio interviews with the Virginia Hispanic Chamber of Commerce, and two with Radio Poder 1380 AM in Spanish.
Chesterfield Towne Center Mall partnership	Sponsored Santa's Arrival at Chesterfield Towne Center. Had a booth with RideFinders materials and photo opportunities with Air Quality heroes. Guest services distributed RideFinders materials, banners of Air Quality heroes were located in the Food Court area, and staff answered the phones with "Sponsored by RideFinders." Executive Director and Santa photo featured in the story "Santa Arrives" in the Chesterfield Observer, November 13, 2013 (unpaid media coverage).
Clean air initiatives	Placed a three-quarter-page Clean Air ad in the <i>Richmond-Times Dispatch</i> in support of the Keeping Virginia Beautiful program. In partnership with the Department of Environmental Quality (DEQ), RideFinders aired clean air-focused commercials on local TV and radio stations. Distributed over 5,000 Clean Air brochures and over 3,000 Clean Air posters to area businesses. Clean air article included in Science Matters website. RideFinders' partnership with Science Matters resulted in sponsorship recognition for us on WCVE PBS, WHTJ PBS, WCWV PBS and WCVE Public Radio. Created Clean Air Fact Sheet to replace brochure for cost savings.
Direct mail campaigns	Direct mail campaigns to the Innsbrook Office Park Directory (400 Businesses); Weinstein Jewish Community Center; Top 50 Employer listing; Greater Richmond Chamber of Commerce Directory; Public Relations Society of America, Richmond Chapter directory; Powhatan Chamber of Commerce; Goochland County database listing; Chesterfield County Business Council Directory; Petersburg Chamber of Commerce; Hull Street Corridor from Belt Boulevard to Commerce Road; Jeff Davis Corridor; Forest Hill Corridor; and Chesterfield Industrial Park.
Making an Impact annual report	Worked with the Southeastern Institute of Research and graphic designer to finalize the RideFinders "Making an Impact" annual report that will be distributed to stakeholders, the community and various entities.

Bike Initiatives	Description of bikeshare, Bike-to-Work or incentives for bike commuters
Charter 2015	This initiative was in partnership with Richmond 2015 as a legacy project for the UCI World Championship races that will be held in Richmond in September 2015. A video was produced that included comments from Mayor Dwight Jones, Dr. Gary Rhodes and Mr. Wilson Flohr. The program recognizes businesses at Gold, Silver or Bronze level for supporting biking in the workplace. A kickoff meeting was held in November 2013 with approximately 85 attendees to launch the project. A recognition event was hosted in conjunction with Williams Mullen Law Firm for the first 25 corporate enrollees in May, followed up by a press release and advertisements in the Richmond Times-Dispatch and Richmond Free Press with those partners' logos. RideFinders personnel also serves on the Transportation Committee of Richmond 2015, and the Parking Subcommittee. The ultimate goal is to enroll at least 250 employers by Sept 2015. We created a Charter 2015.com website and ran a Charter 2015 advertisement with the Petersburg Chamber of Commerce ebcasts. An article featuring RideFinders' partnership with Richmond 2015, "Charter 2015 initiative asks employers to be bike-friendly," ran in the Richmond Times-Dispatch on November 13, 2013 (unpaid media coverage).
Bike initiatives membership and activity	Attended Chesterfield County public meeting for input on bike trails. Served as a committee member on the Tri-Cities Bike and Pedestrian Committee. Served as a committee member on the Virginia State University Bike Program Formation Team.
Chesterfield County Board of Supervisors	Provided the chairman of Chesterfield County Board of Supervisors with biking materials for distribution to Jacobs Road Elementary School, including bike reflectors and spoke cards.
Agee's and Fox Richmond	Interviews on the Fox Richmond Morning Marketplace with RideRichmond and Richmond 2015. Partnered with Agee's Bicycle Shop and Fox station manager to present grand prize winner of the Fox Richmond Bike Smart mobile scratch game with a bike from Agee's.
Bike events participation	Sponsored a pit-stop at RideFinders office for cyclists on Bike to Work day. Participated in VCU Great Big Bike Rodeo by giving out lights and safety spoke cards. Participated in the Best Workplaces for Commuters University Bike Share webinar.
Awards and Commendations	Description of awards and commendations received for TDM program/services and TDM staff
Award	Won 2014 Outstanding TMA Award from the Association for Commuter Transportation. RideFinders was awarded this international industry award for its impact and performance.
Unpaid media coverage	Article "The 'sharing economy' and how you can make the most of it," by Randy Hallman in the Richmond Times-Dispatch on January 19, 2014. This featured RideFinders discussing ridesharing and our new mobile app.
Advocacy for TDM/Transit	
Transit sales	Sold \$230,500 in transit ticket sales; \$153,495 in vanpool voucher sales; \$3,606 in postage stamps, and \$18,725 in E-ZPass transponders sales; processed 224 Commuter Choice orders totaling \$224,294.
Memberships and participation	Our executive director serves on the GRTC Transit System Formation Committee for the Transit Advisory Group that is being formed. Staff serves on the Tri-Cities Bike, Pedestrian and Transit Committee. RideFinders has ongoing membership and participation in the RRPDC Technical Advisory Committee and MPO meetings. Our executive director served on a subcommittee to develop recommendations for increasing public awareness of and participation in the RRPDC/MPO.

Event participation	Participated in the ribbon cutting ceremony for the new commuter lot at the Petersburg Transit Center. Provided chairman of the Chesterfield County Board of Supervisors with RideFinders' collateral and promotional materials for a presentation at a county elementary school. Participated in 17th Street farmers market workshop and ACT Public Policy Committee conference call on transit benefits.
Chamber of Commerce	Published article in the Greater Richmond Chamber of Commerce electronic newsletter entitled "RideFinders sells CARE Tickets to Area Employers."
Industry event participation and attendance	Two staff served as ambassadors during the official grand opening of the GRTC Temporary Transfer Plaza. We attended the VTRANS Regional Planners Forum, the 2014 RVA Collaborates Annual Forum, the event " A Look into the Region's Bike Future" hosted by the Partnership for Smarter Growth with approximately 3,000 attendees, and the Partnership for Smarter Growth's River City Saunter.

FY2014 DRPT's Making an Impact Report - TDM Agency Reporting Form for Significant TDM Initiatives in FY2014

RideShare (Thomas Jefferson Planning District Commission)

Initiative	Description of Initiative
NEW Service or Program	Description of a NEW service or program that was implement during the fiscal year that was not operating last year. Examples: Implemented a new vanpool assistance program; a new carpool incentive program, etc.
New service	New Park and Ride lot
Guaranteed/Emergency Ride Home Program	Description of a your TDM program's GRH/ERH program efforts (marketing, number of new registrants, total registrants, trips provided, etc.) Or describe how your program promoted a regional GRH program.
GRH program	We have 134 registered members of GRH. We provided 15 trips this year.
Vanpool Program	Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.
Vanpool activity	Assisted the Waynesboro vanpool in filling vacant seats.
Telework	Description of efforts to promote telework to employers and employees. Describe any assistance provided to employers or employees, number of businesses that started a new or expanded telework program.
Major Employer Initiatives	Description of outreach to employers, employer transportation fairs, financial assistance to set up transit/vanpool benefits, number of employers that started benefit programs
Employer events	We attended several employer events through out the year at the Boar's Head Wellness Fair, GE and CFA.
Major Residential Initiatives	Description of outreach to residential groups or citizens.
Community outreach	We attended many community events, including Cville Go Green Fest, the Chamber Business Expo, the Eco-Fair, Celebrating Children and UVA baseball games.
Event sponsorship	We sponsored the Better Business Challenge, which pushes businesses to be more sustainable and efficient.
SchoolPool	TJPDC Rideshare attended two events for SchoolPool promotion.
Major Marketing Initiatives and Incentive Programs	Examples: Car Free Day; Try Transit Week, major transportation fairs (not employer sites), radio, TV, print or direct mail ad campaign; social networking campaign, events, contests, incentives, etc.
RideShare Week	We use the third week in October to promote RideShare to the community and acknowledge those commuters who are already carpooling. We offered donuts and coffee at two Park and Ride lots to show appreciation. We also ran a photo contest for our current members to show us their carpool or vanpool commute. Each entry received a Dunkin Donuts gift card.

Clean Commute Day	RideShare worked with CAT and JAUNT for Clean Commute Day. We received 142 pledges.
Bike Initiatives	Description of bikeshare, Bike-to-Work or incentives for bike commuters
Fall bike count	RideShare assisted with the Charlottesville MPO's fall bike count.
Awards and Commendations	Description of awards and commendations received for TDM program/services and TDM staff
Advocacy for TDM/Transit	

FY2014 DRPT's Making an Impact Report - TDM Agency Reporting Form for Significant TDM Initiatives in FY2014

TRAFFIX (Hampton Roads Transit)

Initiative	Description of Initiative
NEW Service or Program	Description of a NEW service or program that was implement during the fiscal year that was not operating last year. Examples: Implemented a new vanpool assistance program; a new carpool incentive program, etc.
Service expansion	TRAFFIX staff is surveying two large military compounds to determine if a new express route can be implemented, and to see if another route can be modified to accommodate 600+ commuters in an already congested area. We are still working on logistics at this time. If all goes well, service will be implemented with HRT's next board change in January 2015.
GoPass365 growth	GoPass365 has grown with emphasis on the peninsula side of the HRBT and focus on colleges, universities, city and county.
Relationship with Navy	Special sessions with entire base at base centers to explain the TRAFFIX program. New coordinated relationship with base executive and chief officer, with regular follow-ups and special assignment of base command to Traffix.
Connect Hampton Roads	Connect Hampton Roads is one of the most important efforts ever launched by Traffix/HRT. The intent of this coordinated effort is to solicit over 50,000 survey responses from regional customers and potential customers to enhance HRT/Traffix services and bus, rail, ferry and TDM efforts.
Guaranteed/Emergency Ride Home Program	Description of a your TDM program's GRH/ERH program efforts (marketing, number of new registrants, total registrants, trips provided, etc.) Or describe how your program promoted a regional GRH program.
GRH program	Participates register for this program online. The database was purged last year. Six rides per year (not to exceed twp per month) are offered. Co-pay is \$5 per ride. Currently, we have 854 commuters in database. TRAFFIX gave 480 rides last year, and had 589 new or re-registered commuters in FY 14.
Vanpool Program	Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.
Vanpool program	TRAFFIX offers alternatives to potential vanpool operators and promotes in-house vanpool program, as well as the Enterprise and v-Ride programs. Vanpool leases have greatly fluxuated this year, due to the unavailability of smaller vehicles for lease and the aging of the current fleet. We are promoting Enterprise and v-Ride as an alternative to leasing from HRT. In addition, in FY 14 HRT is working on using their 5307 funds to subsidize private enterprises, and TRAFFIX is working on providing funding for empty seats in new vanpools. A grant has been awarded TRAFFIX for subsidizing seats for new vanpools. TRAFFIX staff is also promoting the Navy's Transportation Incentive Program and the Mass Transportation Benefit Program for the other branches of military service.
Telework	Description of efforts to promote Telework to employers and employees. Describe any assistance provided to employers or employees, number of businesses that started a new or expanded Telework program.
Telework program	The telework program will end in December 2014. Two companies are being processed and two are being assisted. The total number of companies participating in telework is twenty. One new contact was made in FY 14.
Major Employer Initiatives	Description of outreach to employers, employer transportation fairs, financial assistance to set up transit/vanpool benefits, number of employers that started benefit programs

Employer outreach	TRAFFIX conducted outreach to 67 military commands, 107 employers, and 48 colleges and universities in FY 14. Of the 67 commands contacted this year, 44 new commands now participate in the Navy's Transportation Incentive Program, and 26 presentations were made to various commands. Twenty employer presentations were given to top management and employees. Twelve employers were not interested. Thirty-two presentations were made to colleges and universities, some of which currently participate in the GoPass365; one university not interested in transportation alternatives for their students, staff and faculty members.
Major Residential Initiatives	Description of outreach to residential groups or citizens.
Public hearings	Assisted HRT with facilitation at public hearings about potential light rail to Virginia Beach and the Naval Base.
Community outreach	We discussed on a door-to-door approach, but decided instead on a plan to use the area's community centers. Through these centers, we will grab residential citizens to gauge their use of TDM initiatives and solicit survey completions. The greatest push will be in FY 15.
Park and Rides	TRAFFIX initiated a study with an engineering firm to identify a logical approach to Park and Ride issues. We are looking at the locations of current Park and Rides in relation to where public transportation operates, as well as what we need to do to plan for future Park and Rides once dedicated funding is available.
Major Marketing Initiatives and Incentive Programs	Examples: Car Free Day; Try Transit Week, major transportation fairs (not employer sites), radio, TV, print or direct mail ad campaign; social networking campaign, events, contests, incentives, etc.
General efforts	Participated in five large Earth Day events and two environmental events. We also had a TRAFFIX ad campaign utilizing radio, TV and outdoor boards.
Grant award success	Awarded a total grant of \$172,000 for marketing efforts in FY 15.
Bike Initiatives	Description of bike share, Bike-to-Work or incentives for bike commuters
Biking outreach	Began outreach to five biking groups this year. We are also looking to install a bike repair station at a location yet to be determined.
Awards and Commendations	Description of awards and commendations received for TDM program/services and TDM staff
Award	Received ACT award for Jack and Jill ad campaign.
Advocacy for TDM/Transit	
Economic outreach	Contacted all city economic departments within the footprint of HRT and the County of Gloucester. We gave twelve presentations to various Hampton Road Chamber of Commerce events.

Active advocacy by large businesses	Advocates for HRT/TRAFFIX initiatives include the Newport News Shipyard, Sentara Health Care, Portfolio Recovery Associates, EVMS, ODU, NSU and many other powerful businesses. These initiatives will identify deficiencies in our services, as well as positives, and are designed to enhance public transportation in Hampton Roads so the root cause of area congestion can be identified, contained, mitigated and reduced. The goal is fewer drivers of single occupancy vehicles as they begin opting for carpools, vanpools and public transportation.