

FY2015 DRPT's Making an Impact Report - Transit Agency Reporting Form for Significant Transit Initiatives in FY2015

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
None noted	
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 or Refurbished Vehicles	Ordered replacement bus that should be delivered in November 2015 and will go into service at that time.
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 and New Amenities	GPS Locator system installed on the buses along with camera system.
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
3 bus shelters installed	3 bus shelters were purchased and will be installed by September 30, 2015
Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
Cameras Installed	Cameras installed in ACTS buses in FY2015
Marketing Initiatives and Incentives	Provide examples of advertising, promotion, direct mail, social media/facebook/twitter, events, free "try it" rides, rewards etc.
Free Summer Fares	A generous citizen has provided free summer fares (June-September) for the 5th consecutive summer
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
None Noted	

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Arlington Transit (ART)	
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
LaPorte Parking Lot	Off Site Parking Lot rehabbed in order to move ART vehicles off current lots to ready same for construction of CNG fuel site, light duty maintenance building, wash bay as well as updating of parking lots.
Contract award for construction of CNG Fuel Site, Light Duty Maintenance building and Wash Bay as well as updating and redoing the two existing parking lots.	Construction will begin early FY 2016, with completion in approximately 18 months.
Route adjustments in July 2014	ART 45 added later service, ART 43,53,62 and 84 schedules adjusted for improved service. Fringe trips on the 53 and 62 eliminated.
ART 92 Added October 2014	New route ART 92 - Crystal City - Long Bridge Park - Boeing - Pentagon
Improvements to Rosslyn Metro station	Added an elevator to northeast side of station providing ADA access from N. Fort Myer Drive to station entrance; upgraded lighting at station entrance; added large, electronic information displays with real time bus and rail arrival information, alerts, and other passenger information
Rosslyn Commuter Store	Completed new space and moved the Rosslyn Commuter Store from interior office location to a new street level location adjacent to the Rosslyn Metro station on N. Moore Street
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 8 40' NABI CNG Transit Vehicles	Received Oct-2014 for expansion of current routes
Contract awarded for refurbishment of 8 2007 vehicles	In order to extend the life of 8 2007 CNG NABI 35' Vehicles, contract awarded to refurbish these eight 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)
Real Time Passenger Information Enhancements	Displays at Crystal City Metro now show Real-Time bus arrivals instead of scheduled arrival times
Technology Improvement Planning	Consultant submitted draft Transit ITS Needs Assessment and Program Plan reports which are under review
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
Bus stop accessibility improvements, shelters and benches	Coordinated improvements at 31 bus stops. Improvements included 19 ADA/accessibility improvements, 5 new curb extensions (to improve operations) and 16 new shelters as well as other amenities (benches and litter receptacles).
Bus stop accessibility improvements, shelters and benches	Constructed a bus stop with passenger shelter for Alexandria DASH bus service at the County's Shirlington Station and added real time information display to the DASH stop and the ART bus stop
Bus stop accessibility improvements, shelters and benches	Completed bus stop improvements including new shelters and benches at two bus stops near Courthouse Metro station and two bus stops near Clarendon Metro station
Bus Stop ADA/Accessibility Improvement Project planning & design	Completed planning and began design work on a project to bring over 60 priority bus stops up to ADA compliance.
Bus stop engineering, design and construction	Started construction of multimodal improvements, including implementation of four new bus stops, near the Crystal City Metro station and the engineering and design phase for bus stop and other multimodal improvements at Ballston-MU Metro station
Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
Security Surveillance	The ART operations/dispatch facility now has interior video surveillance for security purposes.
Transportation Security Administration Training	ART Bus Operators received training in National Training Institute Warning Signs
Marketing Initiatives and Incentives	Provide examples of advertising, promotion, direct mail, social media/facebook/twitter, events, free "try it" rides, rewards etc.
New ART 92 Route in October 2014	Created schedule brochures, bus stop signage, fliers and other materials to promote the new route. Marketed to businesses, civic associations and residents along the route and at the Metro station the route serves. Also promoted the route on social media and the web.
Schedule and route updates for ART 41, 42, 43, 45, 53, 62, 77 & 84	Updated route brochures and bus stop info. Used street team to promote changes at community events (farmers markets, festivals, etc) and at Metro stations. Signage on buses and at Commuter Stores. Marketed changes to businesses, civic associations and residents along the routes. Used social media to get info out.
Conducted FY2017-FY2026 Transportation Development Plan (TDP) Survey	Marketed the survey online, via social media and signage at County facilities and on buses. Conducted survey intercepts at community events (farmers markets, festivals, etc) and at selected bus stops. Sent info to community groups, civic associations and conducted intercepts at public meetings. Posted link to survey on social media and on County websites. Worked with businesses to promote survey to employees and worked with residential buildings to promote survey to residents. A total of 3,371 surveys were completed.
Redesigned iRide Brochure	iRide is the County's program to promote transit to middle and high school students. Redesigned the brochure and updated iRide kiosks that are at each of the middle and high schools in the County. iRide brochures are handed out at community events, at the schools (via the kiosks) and at Commuter Stores. Brochures were also sent to the schools to send home with each student on the first week of school.
Promoted Adopt-a-Stop Program	Continued to promote ART's Adopt-a-Stop program via the web, social media and newsletters. Fifteen more bus stops were adopted this year for a total of 49 adopted ART bus stops.
Updated the Senior Transportation Brochure	The brochure provides info on all of the transportation services available to seniors and people with disabilities. Updated both the English and Spanish versions of the brochure. The brochure is handed out by Arlington Transit, Arlington's Aging and Disability Services and Arlington's Department of Human Services.

Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
La Dieta Fotonovela won First Place AdWheel Award for Print Media	La Dieta Fotonovela is a marketing piece targeted towards Hispanic residents telling them about transit options available in Arlington. The comic book like piece won a First Place AdWheel Award in the Print Media category.
Advocacy	Description of activity or member ship 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
Eight (8) new benches for the Downtown Transit Station	All eight benches that had been in place since the construction of the Downtown Transit Station were replaced. The new benches were constructed entirely of metal for increased durability. Total cost for the project amounted to \$10,296 (including spare parts).
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 (2) 35' Gillig Diesel Transit Buses	Both vehicles were purchased as replacement vehicles. Total cost amounted to \$883,958.
One (1) Ford F-350 work shop truck	Purchased as a replacement vehicle. Total cost amounted to \$40,800.
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)
Outfitted service fleet with a new fare collection system	A total of 37 fareboxes (including two spares), vaulting system, spare vault, audit box, two point of sale stations, three reload stations, software upgrades for reading university barcodes and programing special use smart cards were secured. The total cost for the system was \$614,000.
Mobile App experienced two (2) version updates	V2 moved the mapping feature from Google Maps to the city's GIS system. Doing so allowed for greater flexibility and enhanced accuracy. V3 allowed passengers to see their buses on the map in real-time rather than just giving predictions in a table format.
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
Four (4) Tolar Bus Stop Shelters	Shelters were used for both expansion and replacement. Total cost for the purchase of the four shelters amounted to \$16,800. Installation for the shelters cost \$5,510.96.
Four (4) Tolar Bus Stop Benches	Benches were used for both expansion and replacement. Total cost for the benches was \$3,440.
Forty (40) Bus Stop Solar Lights	Solar lights were installed throughout our service area at poorly lit bus stops. Locations were chosen based on driver feedback. Total cost for the lights was \$38,400.
Twenty-four (24) Simme-Seats	Seats were installed at bus stops that previously did not have shelters or benches. Total cost for the seats amounted to \$14,184.
Replacement shelter glass and miscellaneous shelter hardware	Components were used for shelter repairs due to vandalism and age. Total cost amounted to \$5,564.08.
Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
Repairs made to a closed circuit camera system	Repairs and additional hardware were added to CAT's camera security system. Total cost for parts and labor amounted to \$7,184.
Marketing Initiatives and Incentives	Provide examples of advertising, promotion, direct mail, social media/Facebook/twitter, events, free "try it" rides, rewards etc.
Clean Commute Day	A partnership between Rideshare, Jaunt, and University Transit Services to promote alternative transportation. Free monthly bus passes were given away and transit rides were free.
Promotion of CAT's Youth Ride Program	Information pushed out to the general public through advertising in both print and digital formats. Program was expanded from a summer only program to a year round program.
Promotion of "City as a Canvas"	In partnership with Tom Tom Founder's Festival, Resident Artist Mickael Broth spray painted one of our soon-to-retire buses with vibrant scenery. The bus was then operated on the Free Trolley route which travels between the University of Virginia and downtown for a two month period.
Middle School Outreach	Outreach event at the local library. Students were taught about bus etiquette.
Government Services Day	Outreach event where CAT information was made available.
Belmont Bash	Outreach event where CAT information was made available. The painted bus was brought on-site for patrons to see.
Fry's Spring Oktoberfest	Outreach event where CAT information was made available. A bus was brought on-site for patrons to see.
Farebox Promotions	Rider information, website updates, multiple outreach meetings, demonstrations, interior bus cards
Two (2) Touch-a-Truck Events	A bus was on-site for children to check out. Power was cut and the air was drained form the air tanks so children could sit in the driver seat. Side panels were lifted so adults could see the inner workings of a bus.
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
Governor's Award	Our city's IT department won the Governor's Award for their work on our mobile app. To date the app has received over 15,000 downloads, maintains a 4+ rating in both the Google Play and iTunes stores, and has reduced print costs for Rider's Guides.

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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 15 BT continued to break ridership records, carrying 3,733,082 passengers system wide. A 1.30 % increase over the previous year. (FY13: 3,685,079)
Blacksburg Service Enhancements	Hethwood A/B - Additional service on Hethwood B during peak morning service, Monday through Thursday. Friday's remain unchanged. Main Street - Additional service Monday through Thursday. Patrick Henry - Additional service on Patrick Henry during peak morning service, Monday through Thursday. Progress Street - Additional service has been added on weekdays during peak morning service. Off campus timecheck times have been adjusted, now timechecking at The Village on Patrick Henry every 10 minutes starting at 7 a.m. University City Boulevard - Begins following alternate route via Alumni Mall at 10 p.m., (was 7 p.m.) Friday late night and all weekends. University Mall Shuttle - Route will start at University Mall (Math Emporium) at 8:45 a.m., to aid residents in the Glade Road area get to campus for 9:05 classes.
Christiansburg Service Enhancement	Hours of Operation were extended by one hour on the Explorer route, effective 9/1/14
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 (4) Replacement BOC's	Replacements for (4) for 2010 BOC's, vehicle # 20, 21, 22 & 23.
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 was promoted; succeeded in generating 10,000+ downloads.
Completed TIGGER Study	Transit Bus Routing On-Demand: Developing an Energy-Saving System
Deployed iBeacon technology	Technology to improved user experience in BT4U Mobile Application
Completed the BT4U roadmap	Documents and plans for BT's investment in Ridership Information Programs
Transitioned fleet	From radio-based data communications to cellular-based communications, allowing for real-time information for the ridership on routes, schedules and capacity.
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
Installed a bench and sidewalk extension for Community Center bus stop.	Collaborated with Public Works & Parks and Recreation to install a bench and sidewalk extension for the bus stop near the Community & Aquatic Centers.
Launched a Bus Stop Safety & Accessibility Study with Kimley-Horn.	Kicked off an MPO-funded effort to evaluate and prioritize bus stops in Blacksburg to improve safety and accessibility, and ultimately to increase transit ridership.
Installed first two town solar-powered replacement shelters.	Worked with BT and Public Works staff to install new solar-powered shelter where no easy solution was available to provide power for interior lighting (Whipple/Givens Southbound & Windsor Hills)
Had power connected to bus shelter that needed interior lighting.	Worked with a property management company to connect power to an existing bus shelter that needed interior lighting (Pheasant Run).
Route Analysis completed.	A 7-part effort was completed including a Route Analysis with recommendations for route and stop changes/additions.
Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
Emergency drills	In coordination with the Montgomery County Public School system; a practice emergency "Code Red" evacuation drill was conducted to ensure procedures are in place in the event of shooting emergencies.
Restructured training program	Training complies with 2014 CDL guidelines. (30 day wait period for new CDL holders.)
Name badge updates	Updated our employee photo ID badges annually by changed background color, as an APTA peer review recommendation.
Crisis intervention training	Training presented by Blacksburg police department to help employees understand coping with financial, emotional and mental challenges.
Street-light exercise at Pheasant Run bus stop.	In coordination with VDOT, BT Operations staff placed a temporary generator-powered auxiliary light to illustrate the need for additional lighting. Planning facilitated Traffic Committee & BT funding to install 4 additional street lights in this area to improve safety.
No Hokie Left Behind	In coordination with the Blacksburg & VT Police Department, a safety campaign for increased lighting, supervisor presence and officer patrols for late night pedestrian traffic on the VT Campus and the Town of Blacksburg.
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)
Festival /Fairs/Parades	Attended 2 housing fairs, sustainability fair, and entered buses into parades in December in July. Also used these as an opportunity to promote BT & BT4U.
JARC - CPRP Phase 3	Promoted Christiansburg service; updated marketing materials (route schedule), etc.
Wagons & Wheels	Attended the Wheels & Wagons event, hosting a coloring contest. Submissions are displayed on the bus for one year, with awards presented to the winners of 4 age groups at a child related event later in the summer.
BT4U	Developed a suite of material to promote the BT4U Mobile app; generated 10,000+ downloads.
Advertising Goal	Generated \$110,000 in incremental revenue through the advertising program.
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
Virginia Transit Association Outstanding Program	BT was recognized by the VTA in the Outstanding Program category for the development and implementation of the BT4U Mobile app.
2015 American Planning Association National Conference	Erik Olsen, BT/MPO Planner, was a presenter, "Developing a Regional GIS Transit Portal"

2015 Transportation Research Board Annual Conference	Erik Olsen, BT/MPO Planner, was a presenter, "Development of a Regional GIS Portal with Transit Data" (with paper in the conference proceedings)
2014 Virginia GIS Conference	Erik Olsen and Intern Catherine Howey attended. Ms. Howey received a 1st place poster award, showcasing the MPO-funded Regional GIS Transit Portal.
Advocacy	Description of activity or member ship 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
	We have completed a new Admin/Maintenance facility in serving the Middle Peninsula. The new facility was completed in March and will provide space for vehicle maintenance and dispatch and scheduling for the southern portion of our service area. The building is being certified as a LEED Gold construction project.
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.
	In FY 15 we purchased 6 additional alternative fueled vehicles to replace vehicles that had met their useful life. These propane vehicles are much cheaper to operate due to the low cost of propane fuel. We also purchased two new 19 passenger vehicles to serve our expanded deviated fixed routes.
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
	None
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.
	We now have a Bay Transit Facebook page.
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
	2016 will mark 20 years of operations for Bay Transit.
Advocacy	Description of activity or membership to APTA, local Chamber of Commerce, etc

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Alexandria Transit (DASH)

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	
AT9 Mark Center Crosstown Route	In July 2014, DASH launched its the AT9 Crosstown Route, providing a direct connection between Mark Center and Potomac Yard in Alexandria via Northern Virginia Community College, Bradlee Shopping Center, Shirlington Transit Center, Parkfairfax, and Arlandria. This is DASH's first route to service Shirlington. The AT9 route was established to provide crosstown connections to areas that were not currently being served by DASH, as well as, to provide more direct transit access between highly visited destinations, and new development areas of the city without having to go into Old Town Alexandria or transfer between DASH buses.
Splash with DASH!	In June 2015, ATC, in partnership with the Advocates for Alexandria Aquatics (AAA), and the City of Alexandria Department of Recreation, Parks, and Cultural Activities (RPCA), created a new initiative to get families and children to the Old Town Pool. This initiative addressed the concern by the City and residents in those neighborhoods, that with the temporary closing of the Warwick Pool this summer, children and their families may have a difficult time getting to the Old Town Pool. DASH offered a creative and cost effective solution to get residents of the affected areas to the Old Town Pool. From July 1 through September 7, the AT10 route, which serves all those neighborhoods, became the free Pool Bus on weekdays between 9:30 a.m. and 3:30 p.m., and on weekends between 11:00 a.m. and 7:00 p.m. The route provides service between Potomac Yard and the King Street Metro, via the neighborhoods of Arlandria, Warwick Village, Del Ray, and Rosemont.
King Street Trolley expanded hours	The King Street Trolley expanded its hours by starting an hour and a half earlier at 10 a.m. daily and running until midnight on Thursday, Friday and Saturday.
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.	
Delivery of 20 Eco-Friendly Hybrid-Electric Buses	In 2014 and 2015, DASH added 20 new Eco-Friendly Hybrid-Electric buses to its fleet. These buses are heavy duty low floor buses equipped with a Hybrid powertrain for fuel consumption and emissions. The majority of these buses will replace older, antiquated diesel buses that have exceeded life expectancy. The delivery of these buses will make over 50% of the DASH fleet Hybrid-Electric.
Delivery of 1 Eco-Friendly Hybrid-Electric Trolley Replica	In 2015, DASH added 1 new Eco-Friendly Hybrid-Electric Trolley replica to its fleet of Trolley replica buses. The new trolley is larger than current trolleys, and will be used to increase the King Street Trolley peak frequency to every 10 minutes to address overcrowding.
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	
DASH Real Time Bus Information System	In 2015, DASH launched its project to implement Real Time Bus Information for the entire fleet. Once completed, this system will provide passengers with Real Time Bus Arrival Predictions.
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.	
Plan Ahead, Pay it Forward Campaign	On April 1, 2015, ATC eliminated the process of adding value to a SmarTrip® card off the bus. By eliminating the add value function on the bus, riders are able to experience a more convenient ride on DASH with less hassle, ease in boarding, and reliable departures and arrivals. The success of the Plan Ahead..Pay it Forward initiative included a comprehensive marketing and education campaign that focused on transitioning riders as seamlessly as possible by educating them as to the many add value locations found off the bus.
Splash with DASH!	In June 2015, ATC, in partnership with the Advocates for Alexandria Aquatics (AAA), and the City of Alexandria Department of Recreation, Parks, and Cultural Activities (RPCA), created a new initiative to get families and children to the Old Town Pool. This initiative addressed the concern by the City and residents in those neighborhoods, that with the temporary closing of the Warwick Pool this summer, children and their families may have a difficult time getting to the Old Town Pool. DASH offered a creative and cost effective solution to get residents of the affected areas to the Old Town Pool. From July 1 through September 7, the AT10 route, which serves all those neighborhoods, became the free Pool Bus on weekdays between 9:30 a.m. and 3:30 p.m., and on weekends between 11:00 a.m. and 7:00 p.m. The route provides service between Potomac Yard and the King Street Metro, via the neighborhoods of Arlandria, Warwick Village, Del Ray, and Rosemont.

King Street Trolley Welcomes Santa	In December 2014, DASH will welcomed Santa as he DASHed into Old Town on the King Street Trolley! Santa took photos with the public of all ages. DASH also collected toys as part of the "Toys for Tots" campaign for the more than 800 families in Alexandria sponsored by the Fund for Alexandria's Child and Volunteer Alexandria.
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
VTA's Outstanding Public Transportation Marketing Award	ATC was the recipient of the Virginia Transit Association (VTA) <i>Outstanding Public Transportation Marketing Award</i> . DASH was selected by the Association for its "DASHing for 30 years: Past, Present and Future" marketing and outreach efforts in association with DASH's 30th anniversary milestone. The campaign included monthly activities that engaged the customers through social media and on-board promotions and the creation of the DASH 30th Anniversary video and the Celebration DASH Bus! DASH was chosen based on its exceptional programs that were considered innovative and effective, and that advance and expand public transportation in the Commonwealth.
Celebration DASH Bus	In October 2014, ATC donated a retired DASH bus to the Art on the Avenue festival in the Del Ray neighborhood of Alexandria that gave the public an opportunity to leave their handprints on a DASH bus. ATC developed this project in partnership as part of DASH's year-long 30 th anniversary celebration. The timing of some of DASH's oldest buses going into retirement had everyone thinking about using one of the retiring buses, prime it, and have it act as a blank canvas. The idea was a hit and thus began the first ever community painted DASH bus. The Celebration DASH Bus was used to travel around Alexandria, seen at transit fairs, and offered transit education to local schools reminding them about the benefits of using transit and how to travel safely aboard the DASH bus. DASH received media attention in a majority of the local newspapers, including <i>The Washington Post</i> , and a variety of City newsletters. ATC has been asked to return to Art on the Avenue in the Fall by the committee to create another Celebration bus masterpiece. The current bus will be retired in June 2015.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc

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Fairfax Connector	
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
Reston/Herndon Garage Renovation	FCDOT is renovating the Reston/Herndon garage to modernize the effectiveness of this facility, which includes the installation of new transit equipment. The project will include a floor plan reconfiguration, additional workspace, bay floor replacement, and parking lot reconfiguration. The purpose is to increase capacity and improve operations at this facility.
Herndon Metrorail Garage	Approximate 1950 space parking structure and associated pedestrian and vehicular connections for Metro Silver Line - Phase II.
Huntington Garage Expansion	This project will increase the capacity and efficiency of the garage facility to include two new maintenance bays, a stand-alone storage warehouse, and a parking lot reconfiguration, including gates.
Innovation Center Metrorail Garage	Approximately 2028 space parking structure, bus loop, Kiss and Ride and Metro Station pedestrian connection for the Metro Silver Line - Phase II
Lorton VRE Parking Lot Expansion	Expansion of the existing Lorton VRE Park and Ride lot by approximately 150 space and associated site improvements.
Springfield Multi-Use Transit Hub	Feasibility study, concept plan and design for a 1,100-space parking structure at the existing Old Keene Mill Commuter Parking Lot.
Stringfellow Parking Lot Expansion	Expansion of the existing Stringfellow Park and Ride lot by approximately 300 spaces, addition of 3 new bus bays and a new 1,345 square foot transit center building.
West Ox Expansion	The expansion includes various additions to provide approximately nine maintenance bays, administration offices, locker rooms, and storage and lunch area. Site work will include additional employee parking and an additional 100 bus parking 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.
22 Expansion Buses	FCDOT will be implementing numerous TDP service enhancement recommendations in FY15 & FY16.
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)
Information Technology Systems	FCDOT is implementing an advanced intelligent transportation system (ITS) which includes software technologies such as; cameras, automatic vehicle locators (AVL), automatic passenger counters (APC), real-time transit information, and stop annunciators.
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
Bus Stop Safety Improvement Program	This project has been ongoing since FY10. A study was conducted that identified 344 stops in need of improvements or enhancements.
Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
Drive-Cam	Installation of a DriveCam program to assist in identifying and correcting unsafe driving habits. The program will be used to reduce accidents, injuries, and fraudulent claims.
Marketing Initiatives and Incentives	Provide examples of advertising, promotion, direct mail, social media/Facebook/twitter, events, free "try it" rides, rewards etc.
Tri-Transit Week	Promoted TTW in news release, social media, web page, subscriber alerts, email blasts. Had the County's Board of Supervisors proclaim Sep 21-25 as Try Transit Week in Fairfax County. Hosted a Transportation Expo in the Fairfax County Government Center on World Car Free Day 9/22/15 that included representatives from Metro, VRE, CUE and other transportation providers. Fairfax Connector had a prominent display at the Transportation Expo. Also featured a week-long display in the lobby of the Government Center celebrating Connector's anniversary and encouraging transit and ridesharing.
Silver Line Outreach	Implemented huge marketing campaign to inform riders of major service changes, and to draw new riders: "Big Changes for a Brighter Future." Utilized multi-media advertising including bus shelter full-panel ads, free-standing banner ads in Tysons Corner Center and Tysons Galleria shopping malls, digital ads via news media (WTOP, Washington Post, Gannett Ad Network and others), radio ads (on WTOP, Total Traffic network, WASH and others), newspaper display ads (in Washington Post Express, El Tiempo Latino, El Pregonero). Attended many fairs and festivals to promote the new service (Celebrate Fairfax, Reston Multicultural Festival, Herndon Festival, several others). Hosted a transportation Expo/Fair to coincide with the ribbon-cutting ceremony for the Wiehle Metro Station and launch of the new Fairfax Connector service (big media event).
Fairfax Connector 30th Anniversary	Issued news release, social media, web page, subscriber alerts, email blasts. Offered free rides all day on September 29th, 2015. Promoted the free ride day in WTOP radio ads. Exhibited Connector's first 1985 bus and one of the newest buses in front of the Government Center on 9/22/15. County's Board of Supervisors issued a resolution to recognize Fairfax Connector's 30 years of service to the community in its 9/22/15 Board meeting. Created a significant upgrade to the Fairfax Connector system map, and presented copies to the Board members for posting in their district offices.
Connections 2015	Promoted the project and meetings via news releases, social media, web page, subscriber alerts, email blasts, posters and flyers, events.
News Releases	See attached list of news releases as of 10/05/15
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary

Rodeo Competition	Four Operators participated in the state rodeo held in Harrisonburg Virginia. One of the Operators Rachpal Singh was placed first in the 40' category. This was the second time Rachpal was placed first in the state rodeo. He had won the state rodeo held in Norfolk, VA in 2012. Rachpal Grewal was selected to represent state of Virginia in the International rodeo held in Dallas Fort Worth Texas in May 2015. Teams from all over the country and Canada participated in this competition.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc
APTA	Attend annual conferences
VTA	Attend annual conferences

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Farmville Area Bus

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 our Campus Line Service for Longwood University	With the increased number of University students living off campus, we had to add an extra bus to the existing line of service.
Revised PERT Orange Line	Revised this line of service. Although we went from 4 trips per day to 3 into the county (Tuesday, Wednesday & Fridays), the mileage stayed near the same due to revamping the schedule to accommodate county riders in need of transportation into the Town of Farmville.
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.	
No new vehicles to report	All of our vehicles are cleaned daily and our daily pre-trip inspections help keep our vehicles running in top condition.
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)	
Cameras on Buses	We purchase all of our vehicles with camera systems in them.
Website	Our website is found as a link under The Town of Farmville's website. We keep it updated when we change or revise schedules.
Bus Stop Improvements	
Description or examples of new or improved bus/transit stop implemented	
None to report	
Safety and Security Improvements	
Description or examples of new or improved safety and security initiatives	
Camera/Video	We have video camera systems in our transit buses as well as a camera and security system at our bus station, however these are not "new" additions, but have been in place for several years.
Marketing Initiatives and Incentives	
Provide examples of advertising, promotion, direct mail, social media/facebook/twitter, events, free "try it" rides, rewards etc.	
Handouts	We give out FAB shopping bags, pill boxes, eye glass repairs kits, flashlights, etc. on the buses from time to time.
	We also advertise in the Longwood University/Hampden-Sydney College welcome back booklet each year.
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	

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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
N/A	
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.
N/A	
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)
N/A	
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
Benches and trash receptacles	FRED Transit with the assistance of the City's Public Works Department installed two benches with trash receptacles at two heavily used stops in the City of Fredericksburg.
Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
N/A	
Marketing Initiatives and Incentives	Provide examples of advertising, promotion, direct mail, social media/facebook/twitter, events, free "try it" rides, rewards etc.
N/A	
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
Celebrated Annual Customer Appreciation Day	During our annual Customer Appreciation Day (celebrated every July), FRED gave away 500 special tee shirts that entitled wearers to ride FRED free on Fridays during the month of August. As an additional "thank you" to our customers , we also gave away a monthly pass, a yearly pass, fare card packets, and FRED-logoed "goodies."

Advocacy	Description of activity or member ship 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
Transfer Station	Opened new multi-modal Transfer Center that includes City Bus, Amtrak, Taxi and possible future Greyhound connections.
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.
N/A	
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)
Launched New GLTC Website	New website with improved navigation, graphic interface, and GLTC system news
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
Installation of new shelter	Shelter installation completed at "Centra Health" - Thompson Drive
Installation of new shelter	Shelter installation completed at "Centra Health" - Atherholt Rd.
Installation of new shelter	Shelter installation completed at "The Carrington" - Atherholt Rd.
Installation of new shelter	Shelter installation completed at "Valley View Retirement" - Long Meadow Rd.
Installation of new shelter	Shelter installation completed at "Westly Apartments" - Long Meadow Rd.
Installation of new shelter	Shelter installation completed at "E.C. Glass" - Langhorne Rd.
Installation of new shelter	Shelter installation completed at "Wal-Mart" - Madison Heights
Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
Transfer Station	Opened transfer station with CCTV security system
Transfer Station	Secure access building, fire alarm and building monitoring systems
Marketing Initiatives and Incentives	Provide examples of advertising, promotion, direct mail, social media/facebook/twitter, events, free "try it" rides, rewards etc.
Try Transit Week	Partnered with Ride Solutions to promote public transportation via televisions ads, social media, and twitter
Dump the Pump	Partnered with Ride Solutions to encourage choice riders to forgo his or her car and ride public transit via Facebook, Twitter, and bus advertising
Get Downtown Street Festival	Partnered with Economic Development/Lynch's Landing to promote and provide transit to area college students
GLTC Grocery Bus	Ongoing efforts with the Health Dept, Food Bank, Food Lion, and Lynchburg Area Food Council to promote healthy food choices
Partners in Education	Continued partnership with the Lynchburg City Schools to promote the Summer Youth Pass and various presentations throughout the year
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
VAB Association of Broadcasters	GLTC's transfer station commercial received "Best Commercial" from the Virginia Association of Broadcasters from the local television station (WSET-TV)
LEED Platinum Certification	GLTC's transfer station received platinum status for excellence in sustainability
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc

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GRTC 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
Temporary Transfer Plaza improvements	Enhanced signage was added at the plaza with added amenities (benches and trash cans) all to improve the experience of passengers utilizing the plaza.
Administrative & Maintenance building parking annex	Work has begun to extend the parking area for revenue vehicles. The annex lot will allow GRTC to park all fixed route and specialized transportation vehicles on one contiguous lot owned by the transit agency. Currently the specialized fleet is parked on a lot leased from another entity.
Enhanced signage project	Approximately 2,000 basic bus stop signs in the system will be replaced and upgraded. The new basic bus stop signs feature a taller, more visible pole in accordance with VDOT standards (7 feet off the ground) with a round bus icon at the top. Beneath that are signs featuring the bus stop number, GRTC customer contact information and the route(s) serviced by that bus stop. Braille "BUS" markers will remain at the standard height on the bus stop pole.
Splitting of Routes 62 & 63- Hull Street/Midlothian	Routes 62 and 63 were split to reduce the complexity of utilizing these well performing routes to make it easier for the passengers to see which bus goes where on the street and in the public timetables.
Route 101 Southside Plaza/Belt Boulevard Circulator extension	Route 101 service was extended to the Hunter Holmes McGuire VA Medical Center, extended service hours Monday-Friday and service was also implemented on Saturdays.
Route 22 Brook improvements	Route 22 was discontinued and replaced with the Route 21 Brook/Azalea. This change was implemented to improve the efficiency of the previous route.
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 42 Compressed Natural Gas (CNG) buses	This purchase of vehicles replaced 42 diesel fixed route buses which had reached the end of their useful life. CNG buses will provide cost and emissions savings over the life of the bus compared to diesel burning buses.
Purchase of 30 specialized transportation Compressed Natural Gas (CNG) vehicles	This purchase of vehicles replaced 30 diesel specialized transportation vehicles which had reached the end of their useful life. CNG vehicles will provide cost and emissions savings over the life of the vehicle compared to a diesel burning vehicle.
Annual Air Condition blitz	Each Spring, GRTC's nationally EPA certified mechanics conduct preventative maintenance on the air conditioning system on the fleet of fixed route buses making it unnecessary to hire a contractor to conduct this work. This blitz keeps GRTC buses operating at max efficiency, resulting in a low rate of problems and repairs in the hot Summer months.
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)
New fixed route fleet fareboxes	The new electronic fareboxes will provide an improved farebox experience to GRTC passengers, and will also open up new ways to pay in the near future. This cutting-edge upgrade continues GRTC's responsiveness to customer recommendations and commitment to providing exceptional customer service.
Mobile device application upgrade	This upgrade allowed for the widely used Trip Planner feature from GRTC's website to now be available on the app using Google Transit technology, locating vendors to purchase transit Go Cards, selecting a language preference of either English or Spanish, and notifications if a bus will be delayed while utilizing the arrival estimates feature.
TextMarks	GRTC is able to communicate directly to passengers via text to their cellular device. Implementing TextMarks allows GRTC to inform all subscribed users of pertinent route and system information including delayed/changed transit services, street closures and detours, and upcoming initiatives.
New System map	The system map has been upgraded to show detailed neighborhoods and service levels.
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
Americans with Disabilities Act (ADA) compliance	In a continual effort for all bus stops, GRTC reviews stops monthly for ADA compliance.
Enhanced signage project	Approximately 2,000 basic bus stop signs in the system will be replaced and upgraded. The new basic bus stop signs feature a taller, more visible pole in accordance with VDOT standards (7 feet off the ground) with a round bus icon at the top. Beneath that are signs featuring the bus stop number, GRTC customer contact information and the route(s) serviced by that bus stop. Braille "BUS" markers will remain at the standard height on the bus stop pole.
Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
Safety and Security refresher training for employees	All GRTC employees attended safety and security refresher training during the Spring. This training reviewed protocol on fire drills, emergency evacuation and safety meeting points, and reporting suspicious activity.
Building security	Badge readers were placed on elevators and stairwell doors to only allow access to those with valid GRTC badges.
Marketing Initiatives and Incentives	Provide examples of advertising, promotion, direct mail, social media/facebook/twitter, events, free "try it" rides, rewards etc.
Advertising on Spanish radio	
Bus training	Richmond Public Safety Day, Boys and Girls Club visit to GRTC
Website enhancements	Added google translate bar on website
Social Media	Facebook, Twitter, Instagram, Snapchat, Youtube (continued support)
System Survey	Southeast Institute of Research- Service enhancement research initiative
Face to Face Outreach	Marketing Department conducted outreach to each business on proposed BRT corridor
Sponsorship with local university	VCU student basketball home games
GRTC Transit Museum	GRTC opened a new transit museum featuring "RIDE: Public Transportation in Richmond since 1888" at its corporate headquarters available for tours by individuals, schools, civic groups, and transit enthusiasts .
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
TIGER grant recipient	GRTC received a \$24.9 million TIGER grant, which allowed for the kick-off of the Bus Rapid Transit project. Bus Rapid Transit is scheduled to begin operating in October 2017.

Circle of Excellence	This program is for bus operators and hourly maintenance personnel with a purpose to recognize GRTC's elite employees. This elite group receives a pin to wear on their uniform and are rewarded with other special privileges such as reserved parking, special recognition on GRTC website and lunch with the CEO.
Commendation certificates	Commendation certificates are presented to operators for a job well done as recognized by the Transportation department.
Employee Luncheon	GRTC sponsors luncheons to show appreciation to the employees of the company for their hard work and dedication to transit in the greater Richmond area.
State and International Rodeo Competition	GRTC's operators and mechanics received multiple honors and awards at the State Transit Rodeo Competition during March 2015. Those honors are First Place Maintenance Team Competition, first place in Operator Team Competition, first place in Safety Maintenance Team Competition, Second place individual Operator win in 40ft. competition.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc.
Transit Advisory Group (TAG)	The GRTC Transit System Advisory Group is a diverse group of volunteers interested in the advancement and improvement of public transit. Group members collaborate with GRTC leadership to identify problems and recommend solutions.
CARE Advisory Committee (CAC)	The GRTC Transit System CARE Advisory Committee is a diverse group of volunteers interested in the advancement and improvement of specialized transportation. Group members collaborate with GRTC leadership to identify problems and recommend solutions.
Public and Community Meetings	GRTC actively seeks public feedback by conducting public and attending community meetings on various aspects of the system as needed.

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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
Extended Charlottesville Routes	2 added Charlottesville Routes
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 new transit vans	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 is linked to our County website, which provides all transit info and links.
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
N/A	
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	fliers, website, 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
Service Awards	staff members receive service awards for each five years of service
Advocacy - Greene Chamber of Commerce	Description of activity or member ship to Chamber of Commerce - current member

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City of Harrisonburg Department of Public Transportation (HDPT)

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
HDPT Administrative and Maintenance Facility	Open House for new administrative and maintenance facility August 2014
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 Transit Vehicles	Six 35" low floor Gillig Buses for replacement
	Four replacement Paratransit vehicles
	One van for Paratransit service (to assist current service)
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	Update to current transit bus 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.
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

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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
NSU LRT Station - Addition of 2nd elevator and stair tower (Norfolk)	Completion and opening of a 2nd elevator and stair tower at NSU Tide Light Rail station
Janaf Transfer Bus Station (Norfolk)	Completed full rebuild of ADA compliant Janaf Transfer Station including new shelters, improved lighting, benches, pavers and landscaping
Construction and installation of two bike repair stations.	One is located at the MacArthur Square light rail station on the Tide alignment and the other was installed at Newport News Transfer Center
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 14 new Vintage Style Trolley replica vehicles for the VB WAVE Route 30	14 new vintage-style trolley replica vehicles are an addition to the HRT fleet. The current Hybrid-electric vehicles that operate on the Route 30 will be redeployed throughout the rest of the service district.
Contract awarded for purchase of three (3) new, 35-ft buses	Delivery of vehicles anticipated in March 2016. These 3 vehicles will replace three 35 foot vehicles that have exceeded their useful life.
Contract awarded to purchase 29, 40-ft buses to replace vehicles that have reached the end of their 12 year service life.	Delivery of vehicles anticipated in March 2016. These 29 vehicles will replace 29 40 foot vehicles that have exceeded their useful life.
Rebuild of twenty (20) 35-ft buses that have reached the end of their useful life of 12 years.	Delivery of vehicles is anticipated in April 2016. The useful life of the refurbished buses is 6 years per industry standards. This project rebuilds buses from the 1200 series. The project is a Bumper to Bumper rebuild including all original manufacturer subsystems (A/C, engines, transmission, axles, brakes, air systems, electrical, doors, body); including other accessories such as fareboxes.
Mid-life overhaul on thirty-eight (38) 40-ft buses that have reached the midpoint of their useful life of 6 years	Delivery of the vehicles is anticipated in April 2016. The project includes the replacement of the engine including all electrics and transmission, the remanufacture of the radiator and cooling system, the complete replacement of hydraulically operated cooling fans with electrically operated equipment, and repair of any component in the engine compartment that may contribute to the poor reliability of the equipment. This project repowers buses from the 2000 and 3000 series.
Rebuild of eight (8) 35-ft buses that have reached the end of their useful life of 12 years.	Delivery of the vehicles is anticipated in March 2016. The useful life of the refurbished buses is 6 years per industry standards. This project rebuilds buses from the 1200 and 1500 series. The project is a Bumper to Bumper rebuild including all original manufacturer subsystems (A/C, engines, transmission, axles, brakes, air systems, electrical, doors, body); including other accessories such as fareboxes.
Technology Improvements & 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)
Transit Wi-Fi	HRT upgraded the wi-fi infrastructure on commuter buses to allow faster connectivity and access to websites.
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
Bus Stop Resigning Program	HRT continued the replacement of its 3200 bus stop signs in FY15 by completing the installation of 1,108 sign locations in the southside cities of Chesapeake, Norfolk, Portsmouth and Virginia Beach. We anticipate the completion of this project in FY16 with the final installation of approximately 500 signs in the southside cities. This project is funded by Transit Enhancement and RSTP funds.
Shelter Installations and Replacements	We were between contracts so no installations occurred in FY 15. We anticipate installing 50-75 new shelters in FY 16.
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.
Fare Increase – October 2015	While all staff throughout the agency were involved in this fare media change, public outreach was also out at all of our transfer/transit centers making sure our riders were aware of the upcoming change and to respond to questions with regards to the fare increase.
From Downtown to Olde Towne Marketing Campaign	This Marketing campaign was used as a way to target the GoPass365 users to make them aware that their GoPass365 could be used on all forms of public transportation to include the Ferry and buses through the Midtown and Downtown tunnels. This campaign also included local businesses within both Downtown areas as an awareness campaign of local restaurants, shopping and entertainment venues. This campaign began in April and ran through June 30th.
Connect Hampton Roads	A series of webinars and public meetings were held throughout the year to discuss the Pillars of the CHR program.
Holiday Express - Up Center Campaign	Promoted awareness of the resources that are made available by the UP Center included Homeless Resources, single parents, and re-entering the job workforce. The unique partnership included wrapping two LRT vehicles and one bus with UP Center information.
LRT Safety Day	Increase public awareness of child safety near the LRT tracks was held on April 29th
Grand Illumination	Created a commemorative rail and bus ticket to be sold as a keepsake. Also provided an additional fare media sales points for the event
Holly Dazzle	Raised public awareness of this major Peninsula event through news releases, web site, Twitter and Facebook postings

Twitter/Facebook - expanded use of social media	<p>Saw continued growth in Social Media feeds. Facebook: 21.7% growth in Facebook audience Twitter: 59.7% growth in Twitter audience Tumblr (Blog.gohrt.com): Established in November 2014. 72% New visitors to the blog. 5,053 unique page views</p> <p>Mini Link Monthly newsletter published March 2015-present to engage employees on recent happenings. It also include employee spotlights. 600 are printed monthly and are distributed in break room areas and via email. Intranet also hosts the newsletter for the month. June and July additional copies were printed (120) for government relations distribution.</p>
Harborfest	Extensive use of media tools to promote this major regional event. News releases, Twitter and Facebook feeds, news interviews in print and local television with all media using HRT news release and web site.
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
2015 Telly Award - Bronze category	Issued for the GoPass 365 Marketing Campaign
2015 Gold LEED award	Issued by US Green Building Council for Leadership in Energy and Environmental Design for the 18th Street Complex in Norfolk
Advocacy	Description of activity or member ship 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	Earlier start time for HART Bus 7:00 am, First pick up at 7:15 (New hrs. 7:00am-4:30pm) Extended LAB Bus afternoon 1 hour to 5:30pm (New hrs. 7:00am-5:30pm)
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 2 new BOC vehicles	HART- Added 1 replacement 12 passenger bus LAB - Added 1 replacement 12 passenger 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)
Website updates	Updated website with new information for both Lake Area Bus (LAB) and Halifax Area Rural Transportation (HART)
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
N/A	N/A
Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
Training updates	Update 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 marketing plan	Work with DRPT in the future to develop new marketing plan(s) for LAB and HART
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 member ship to APTA, local Chamber of Commerce, etc

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Loudoun County 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
Opened a new park and ride lot as part of a business arrangement with Telos Corporation in February 2015	New Park and Ride capacity (approximately 170 spaces). Transit service from this lot to Washington, D.C. began on February 2, 2015 with eight AM/PM peak runs.
Opened a new park and ride lot at the future home of the Metrorail Station called Loudoun Station in July 2014	Began service with two dedicated buses traveling from Loudoun to Wiehle Reston East Metrorail Station. This lot contains 300 park and ride lot spaces.
Operated one new local route - Route 85 Dulles South in February 2015	This new route services residents and businesses in the South Riding and Stone Ridge area of the County with service to retail, community facilities and the Silver Line of Metrorail.
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 three 2011 Van Hool Commuter Coaches	Helped to expand the fleet - one bus was put into service to expand long-haul service to Telos. Other two buses currently serving as spares.
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
Clever Devices Real-time Technology	Equipped 60 commuter coaches with Clever Devices. The technology purchased through Clever Devices will do the following: a) provide an automated bus stop announcement; b) provide real time tracking of the bus; and c) provide automated vehicle maintenance records.
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.
Local Bus Campaign	Developed and produced a local bus campaign with the following tag line: Your Community, Your Neighborhood, Your Bus Service. Advertisements were placed within all the local newspapers as well as posters in government center buildings.
Schedule Design Standards	Researched and developed new standardized formats for all the local bus routes within Loudoun County.
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

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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 services from Pulaski Town to Christianburg Mall, NRCC Campuses in Dublin, and Christianburg	The service started April 1, 2015 from Pulaski town to bus stops in Dublin, Va., Fairlawn, and Christianburg. A total of 53 miles round trip. This service runs 4 times a day to Fairlawn and Dublin. This service runs twice a day to Christianburg. The number of riders have doubled each month except July. We expect when NRCC begins in late August these numbers will grow significantly for both campuses.
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	
Pulaski Area Transit provides curb to curb service to all its residents living in the town of Pulaski. GPS Systems were installed this past year.	The improvements in customer wait time have been very good from an average of 11 minutes per wait time/pick up time to less than 9 minutes. Thus our ridership has increased dramatically this year, YTD through July of 13%. The GPS gives our dispatchers real time on our buses making sure the closest bus is making the pick up reduce time, miles, and improving customer service.
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	
	All transit buses are equipped with 5 cameras and GPS.
Marketing Initiatives and Incentives	
Provide examples of advertising, promotion, direct mail, social media/facebook/twitter, events, free "try it" rides, rewards etc.	
	1. New advertising of our new wrapped buses highlighting historic and recreation spots in Pulaski town and county including our new service to Christianburg.
	2. Pulaski built a new ball park this year to house the new team coming to town the rookie league New York Yankees. A lot of excitement here and Pulaski Area Transit is proud to be a part of it and supporting our community. PAT also participates in various activities around town by popping free popcorn, displaying buses, and passing out schedules. PAT also hosts an annual golf tournament at Draper Golf Course which continues to be very successful and helps the town with its match requirements.
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	

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Potomac and Rappahannock Transportation Commission (PRTC) - 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
Gainesville OmniRide	Added two trips to the schedule to alleviate overcrowding.
Manassas Metro Direct and Linton Hall Metro Direct	Adjusted routing on two Metro Direct routes to serve the newly opened Tysons Corner Metro Station instead of the West Falls Church Metro Station coincident with the opening of Metrorail's Silver Line.
Reconfiguration of Montclair OmniRide route	Existing Montclair route serving the Pentagon and Washington, DC was split into two routes - one serving Washington and one serving the Pentagon. This provided more reliable service to Pentagon riders and added capacity for approximately 100 daily riders.
I-66 Bus on Shoulders	Participated in VDOT-led bus on shoulders pilot along I-66 inside the Beltway.
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)
Began and completed installation of CAD/AVL equipment and made significant progress on full implementation.	Installed mobile data terminals, automated passenger counters, and communications equipment on all vehicles. System currently used for dispatching, internal vehicle location and schedule adherence, route navigation, and communication between dispatchers and operators.
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
Bus Shelters	Installed bus shelters at nine 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.
Bus routes to Tysons	Engaged in campaign to promote the three bus routes that terminate in Tysons -- one of which is funded by DRPT. Campaign included print and digital ads, direct mail, social media, flyers distributed to County buildings and libraries, homepage ad on our website, created special landing page for website, submitted articles to County Supervisors for their constituent newsletters, and submissions to HOA newsletters.
MyLink Teen Summer Pass	Comprehensive campaign that included print, digital and social media, bulk distribution of brochures and flyers to area middle and high schools, and mailing to local churches. Materials also distributed to County buildings, local libraries and County Supervisors offices. Attended teen summer job fairs.
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, web and social media postings.
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

FY2015 DRPT's Making an Impact Report - Transit Agency Reporting Form for Significant Transit Initiatives in FY2015

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
Implemented improved transit service	Radford Transit implemented directional changes to two routes that circle Radford University campus as a safety measure. These directional changes created a safer onboarding and deboarding experience for riders by eliminating the need to cross main thoroughfares. The buses now service the stop on the same side of the road as the bus stop signs.
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.
Refurbished vehicles	During FY2015, Radford Transit purchased two 35-foot retired New Flyer buses from Blacksburg Transit with plans to refurbish both in the upcoming fiscal year. Once these larger buses are in service, we will be better placed to respond to our growing ridership demand.
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)
Improved website and other information systems	Radford Transit's website features a trip planner that assists the users in determining which routes meet their travel needs and the times those routes operate. This Trip planner helps users learn about connectivity to other transit systems as put forth by the MPO. Radford Transit has implemented a new Blog function on our website that allows us to post current and special events. We are currently redesigning Radford Transit's website in increase accessibility to the transit system. Lastly, the Radford Transit website contains detailed route schedules in HTML format for search engine optimization. We are continuing to improve our web-site and search/user experience.
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
	Radford Transit has installed the first of many new passenger shelters at our Jefferies Drive location. This location services an apartment complex and provides ADA services to residents there. This shelter installation involved sidewalk improvements and bus pull off with ample room for accessibility.
Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
	Radford Transit has increased usage of instructive on-board signage to increase safety for passengers as well as for informational promotions. Radford Transit has certified two new staff members to train and teach all employees Defensive Driving. These courses are offered monthly. In addition, we have redirected two routes that reduce the number of passengers who must cross the street to catch the bus.
Marketing Initiatives and Incentives	Provide examples of advertising, promotion, direct mail, social media/Facebook/twitter, events, free "try it" rides, rewards etc.
	* Radford Transit engaged in community outreach at the local Kroger and Wades Market during "Senior Day" in an effort to connect with Radford's senior population.
	* Radford Transit attended a Community outreach luncheon with the local AARP chapter on a to reach and interact with seniors in the community.
	* Radford Transit attended (2) "Cruise In" events that were widely attended by the general public to increase transit awareness.
	* 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. In addition, we participated in Radford University's International Student Life Fair to again promote the transit system.
	* Radford Transit is well established and active on Facebook and Twitter for route advisories and announcements and continues to upgrade its presence on social media.
	*Radford Transit participated in a steam train "Train Day" event where visitors used our transit system to get around town in support of Radford City being a potential terminus for train travel. This event was well received and drew interest in Radford Transit's system as a potential intermodal connection. Future events are scheduled as interest in these excursions has expanded.
	*Radford Transit marketing representative spoke at the local Rotary Club as well as represented at the local Farmers Market to draw attention to our transit system as well as to raise awareness about transit.
	*Radford Transit promoted "Try Transit" and donated 2 monthly passes as an incentive gift.
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
	Mr. Brian Booth is on the Board of CTAV and is the current Transportation Manager for Radford Transit and Community Transit within New River Valley Community Services.
	Radford Transit kicked off its 5th year anniversary of system operations in August, 2015.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc

	Radford Transit and its representatives are members of Virginia Transit Association (VTA), Community Transportation Association of Virginia (CTAV) and the Community Transportation Association of America (CTAA). In addition, Radford Transit, via the City of Radford, is a member of the local Chamber of Commerce.
	Representatives of Radford Transit participated in informational meetings and workshops regarding the rollout of HB2 and sent support in January for the Omnibus 1887 initiative.
	Lastly, Radford Transit participated in working groups for VTRANS and participated in the New River Valley Regional Transit Study to evaluate overlapping transit stops in our area.

FY2015 DRPT's Making an Impact Report - Transit Agency Reporting Form for Significant Transit Initiatives in FY2015

RADAR - Unified Human Services Transportation Systems, Inc. (UHSTS)

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
N/A	
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 6 BOC Vans with Lifts.	Purchase 6 BOC Vans with Lifts to replace vehicles that had met their useful life through Section 5311 and 5310 programs.
Propane Conversion	We did explore converting our vehicles to propane, but due the lower cost of fuel, we have postponed this 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)
Replaced our on data terminals with tablets.	Replaced 50 on board data terminals with tablets which offers better graphics, cheaper initial cost for installation, and more cost efficient operation.
Bus Stop Improvements	Description or examples of new or improved bus/transit stop implemented
N/A	
Safety and Security Improvements	Description or examples of new or improved safety and security initiatives
N/A	
Marketing Initiatives and Incentives	Provide examples of advertising, promotion, direct mail, social media/facebook/twitter, events, free "try it" rides, rewards etc.
Marketing for The Maury Express	Due to continued reduction in ridership for the Maury Express, we have started a marketing campaign in hopes of increasing ridership. This campaign includes Free Fares on every Friday in the month of September. Radio and PBS announcements, Newspaper Ads and presentations to local civic groups.
40th Anniversary Celebration	We had two new vans wrapped outside with pictures of local landmarks to celebrate our 40th year of service to the community.
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
40th Anniversary	We are celebrating our 40th Anniversary this each year of providing service to the community. As stated above, we had two of our new vans wrap with pictures of local landmarks and had an event which was covered by local newspaper, TV and radio stations.
Small Business of Year	We were nominated for the Roanoke Regional Chamber of Commerce Small Business of the Year Award.
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc

FY2015 DRPT's Making an Impact Report - Transit Agency Reporting Form for Significant Transit Initiatives in FY2015

Virginia Transit Association

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.
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 member ship to APTA, local Chamber of Commerce, etc

FY2015 DRPT's Making an Impact Report - Transit Agency Reporting Form for Significant Transit Initiatives in FY2015

Virginia Railway Express (VRE)

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
VRE System Plan 2040	The VRE System Plan 2040, adopted in January 2014, guides VRE strategic operations and capital planning. The plan provides a framework for VRE system investments and actions VRE should pursue through 2040 to best meet regional travel needs. The system investments and service expansion recommended in the System Plan will enable VRE to carry over 40,000 weekday trips by 2040, more than double the 19,000 daily trips carried today. The plan includes capital and operational investments that include additional rail cars and locomotives, expanded platforms to accommodate longer trains, additional train storage and service extensions. For the plan to be fully realized, VRE will need DRPT and other railroad partners to improve tracks and relieve bottlenecks.
Construction of a new VRE Spotsylvania County Station initiated	Construction of the new station in Spotsylvania County is nearing completion. The construction had been delayed while a legal issue with the property was worked out. At Spotsylvania County's request, VDOT stepped in to secure legal access to the property through a Certificate of Take so the construction could begin on the 1,500 space parking lot.
Construction of a new VRE Potomac Shores Station initiated	Construction of the new VRE station in Prince William County has started. The station is being constructed by SunCal, one of the largest real estate development companies in the U.S. that specializes in large-scale, mixed-use master-planned communities. The station is part of the Potomac Shores 1,920-acre master-planned community situated on the bluffs overlooking the Potomac River in Prince William County. The station is expected to open in 2017 and will be another vital link in the region's commuter rail network. It is a tremendous example of what can be accomplished when the Commonwealth works together with private partners. Through this private-public partnership, the value of SunCal's contribution of Potomac Shores Station will also be used to match state funds for platform improvements at VRE's Brooke and Leeland Road stations in Stafford County. Other platform improvement projects are advancing at the Alexandria and Rippon Stations.
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 coaches added to VRE fleet	8 new Sumitomo Bi-level gallery style coaches were added to the VRE fleet in FY2015. The new coaches are replacement vehicles for six 50-year old gallery coaches that have been removed from service.
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)
VRE Mobile	Implemented VRE Mobile, a mobile ticketing system designed to improve and enhance the passenger experience by adding convenience, and the ability to utilize transit benefit funds for VRE fare products directly through their smart phones.
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.
Facebook & Twitter	VRE's Facebook page and Twitter account providing news, updates, alerts and information about VRE and our region.
Meet the Management	Meet the Management is VRE's opportunity to show our appreciation to our loyal passengers. Each spring, VRE management visits the top destination stations bringing snacks, refreshments, and promotional items for our passengers. The goal is to meet our passengers in person to hear any questions, complaints or comments they may have. Additionally, hands on demonstrations were provided on the new VRE Mobile app.
Clifton Day	Provided trains in support of the Clifton Betterment Association's Clifton Day, October 12, 2012; provides attendees who may not otherwise use VRE an opportunity to ride VRE.
Manassas Railway Festival	Provided trains in support of the Manassas Heritage Railway Festival on June 2, 2012. Also provided transportation of the Dover Harbor from Union station to Manassas. This gave visitors the chance to tour the historic rail car as well as take excursion rides on VRE.
Toys For Tots	Held Annual "Toys for Tots" Drive in December 2014.
Operation Lifesaver Santa Trains	Held Annual Santa Train event in December 2014 to promote rail safety; provides attendees who may not otherwise use VRE an opportunity to ride VRE.

Participate in regional and government transit fairs	Attend various government agency and regional transit fairs promoting VRE and answering questions.
VRE Mobile	Created materials; information on vre.org; Twitter and Facebook; and posters promoting the use of VRE Mobile
Safety Posters	Created "Be on the Safe Side" posters that were placed at every VRE station and placed a full page PSA in VRE's RIDE magazine
Awards, Commendations and Anniversaries	Describe awards and commendations received for transit service and operating staff and if your transit service celebrated an anniversary
Certificate of Achievement for Excellence in Financial Reporting	Awarded by the Government Finance Officers Association, 8th consecutive year
Advocacy	Description of activity or member ship to APTA, local Chamber of Commerce, etc

FY2015 DRPT's Making an Impact Report - Transit Agency Reporting Form for Significant Transit Initiatives in FY2015

Williamsburg Area Transit Agency (WATA)

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	
Jamestown Route	WATA implemented service in January 2015 to the Jamestown Area of the Historic Triangle Region. This area had not been previously served by public transit. The <u>Jamestown Route is a 3-year demonstration route.</u>
New Facility	WATA's own facility in the planning phases
One Call Center	WATA is working coordination with local transit agencies on a one call center for paratransit services
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.	
5 New Fixed Route Buses	In January 2015, WATA placed five (5) 35-foot Gillig Buses in service for our customers. The vehicles placed into service were 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	
Intelligent Transportation System (ITS)	WATA rolled out our ITS system (by Clever Devices) to the public. This included real time bus tracking via computer, mobile device, and/or a stop-to-text feature called BusTime.
Bus Stop Improvements	
Description or examples of new or improved bus/transit stop implemented	
Bus Shelters	WATA has implemented four (4) bus stop improvements, which include a bus shelter, bike rack, and trash can with accessibility features at four locations, including Busch Gardens, York Street, Jamestown Road, and Capitol Landing Road. At the Jamestown Shelter WATA worked with the Holly Hills Garden Club on landscaping for the <u>Jamestown Shelter site.</u>
Bike Racks	Through utilization of the Altshuler Grant, WATA identified and installed five bike racks in the Williamsburg, James City County, and York area with the goal to encourage green practices through the use of public transit and bicycle riding as preferred methods of transportation.
Safety and Security Improvements	
Description or examples of new or improved safety and security initiatives	
Cameras on buses	Improved surveillance system was installed on all WATA buses
Marketing Initiatives and Incentives	
Provide examples of advertising, promotion, direct mail, social media/facebook/twitter, events, free "try it" rides, rewards etc.	
Jamestown Route	WATA provided "free" service to the public during the first 30 days of the Jamestown Route. This provided customers the opportunity to try the route and understand its <u>connections to our other routes and in the service area.</u>
Rebranding	Currently working with vendor in re-branding WATA with new logo
Web-Redesign	Currently working with vendor in a entirely new web-site for WATA
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	

FY2015 DRPT's Making an Impact Report - TDM Agency Reporting Form for Significant TDM Initiatives in FY2015

Arlington County Commuter Services (ACCS)

Initiative	Description of Initiative
NEW Service or Program	Description of a NEW service or program that was implemented during the fiscal year that was not operating last year. Examples: Implemented a new vanpool assistance program; a new carpool incentive program, etc.
TDM for Arlington Public Schools (APS)	Met with 42 APS sites and over 4000 employees to implement TDM programs.
PAL - Predictable, Alert, Lawful - safety campaign	PAL sign trailer with safety messaging traveled throughout Arlington to promote sharing the road with cars, bikers and walkers; had over 44,000 impressions; 73 volunteers
CarFreeAtoZ.com	Launched the online trip planner, CarFreeAtoZ.com. Compares and rates biking, walking, bikeshare, bus, rail, carpooling and trips that combine more than one option.
Capital Bikeshare memberships at Commuter Stores	Developed a program to sell regular and cash membership fobs at Commuter Stores. Cash memberships serve those without credit cards and those who prefer to use cash.
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 postcards	Created Arlington specific GRH postcard in English and Spanish. Promoted GRH through health/benefits fairs, further explaining the program. Also incorporated into Champions program to encourage employers to promote to their employees.
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.
Telework outreach	Promote telework as one of the car-free options with our outreach and umbrella campaign.
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
Health fairs	Attended 106 health/benefit fairs to promote transit benefits, GRH, Capital Bikeshare, carpool/vanpool, bike, walk, and telework.
Car-Free Diet Partners	Retail partnerships with over 400 local businesses and services; kiosks with brochures, schedules and maps in the retail locations.
Hispanic business outreach	Launched targeted outreach to small businesses that employ Spanish speakers. Customized presentations and information to promote alternatives to SOV.
Major Residential Initiatives	Description of outreach to residential groups or citizens.
Car-Free Diet Street Team	Car-Free Diet Street Team attended 90 events, interacted with approximately 38,000 people, distributed 87,000 brochures and collected 7500 Car-Free Diet pledges. Interactions in English and Spanish.
Multi-family residential outreach	Held 27 multi-family events to promote non-SOV options to residents.
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 Day/Try Transit Week	Promoted with blogs, social media, websites, press releases, and events.
Car-Free Diet brochure	Mailed a Car-Free Diet brochure with transit, walk, bike and carshare information along with a multi-modal map to every household in Arlington (115,000 HH). Distributed the brochures at Street Team events and in kiosks located throughout Arlington.
National Walk@Lunch Day	Promoted with blogs, websites, social media and giveaways; 3 pit stops; 175 companies and 2000 participants.
Champions program	Incentive program for employers to incorporate TDM; recognition banquet for 122 organizations; Platinum level recognized by County Board; promoted via social media, meetings, events, and blog posts.
Bike Initiatives	Description of bikeshare, Bike-to-Work or incentives for bike commuters
Launched Rackspotter	Developed a free, crowdsourced web tool, Rackspotter, to identify bike parking locations.
Capital Bikeshare	Expanded to 81 locations in Arlington with 231,287 trips taken in Arlington.
Bike to Work Day	Hosted six pit stops; over 2500 registered riders
Bicycle Friendly Business application	Signed up four companies.
Bike and Walk to School Day	Partnered with Arlington Public Schools and Safe Routes to School; generated participation from about 23,000 students all 33 public schools.
Awards and Commendations	Description of awards and commendations received for TDM program/services and TDM staff
Communicator Award	Car-Free Diet Countless Car-Free Trips campaign in the Green/Eco-Friendly category
MarCom Gold Award	Car-Free Diet Countless Car-Free Trips campaign in the Integrated Marketing/Promo category
Constant Contact All Star Award	Mobility Lab Express Newsletter for consistently high click-through rate
Advocacy for TDM/Transit	

ACT National	Serve as At Large Member of board
ACT Public Policy Summit	Sent a delegation of 5 staff to discuss TDM at the state and federal level
FHWA-FTA Stakeholder Group	Represent ACT/TDM as member of stakeholder group, including quarterly meetings.
commuterbenefitsworkforus.com	Communicated opportunity for business clients to communicate importance of transit benefit permanence and parity to their congressional members and spread the word to the end users
Industry Communications Leadership	Presented on how Arlington County's Mobility Lab is leading the national TDM industry at storytelling and marketing about TDM effectiveness at: Association for Commuter Transportation annual conference in Baltimore, Association for Commuter Transportation annual conference in San Francisco, ACT legislative conference, with NPR's Martin Di Caro, APTA's Center for Transportation Excellence conference, Coalition for Smart Growth and Mobility Lab's StreetsCamp, and Arlington County Commuter Services leadership meeting.
Industry Messaging and Talking Points	Held internal communications sessions called "Salons" designed to set the industry-wide agenda for how to promote various topics: how is TDM fiscally responsible, and how should TDM practitioners engage with sharing-economy transportation companies.
Videos and Infographics Campaigns	Mobility Lab produced three short videos in FY15: Energizing People About the Future of Transportation, Ballston and the Silver Line: A Big Opportunity, and Energizing People to Reimagine Our Cities. Two infographics, Off To Work We Go and Myth: Funding Public Transportation is Too Costly.
MobilityLab.org	MobilityLab.org continues to earn rave reviews in many corners as a valuable resource to bring TDM and Arlington prestige. The site generated a 60% increase in page views over FY14 (270,288 page views, up from 168,968).
Media Relations	We consistently reach out with between 2 and 4 media campaigns to journalists each month. That generates us a lot of blog coverage typically 20 to 30 hits each month, and usually about 5 mainstream media hits per month, increasingly receiving coverage from major outlets such as the Washington Post, Momentum magazine, NPR's Kojo Nnamdi Show, WAMU and WTOP in Washington D.C., POLITICO, Bloomberg, and the Washington Business Journal.
Social Media	Our Twitter audience grew from 2,599 to 4,583 during FY15, and these followers continue to largely be a hugely influential group in our TDM space, giving Arlington a real spotlight. LinkedIn is also increasingly becoming a place where we engage in many rich how-to discussions with other professionals. Facebook friends also notably grew from 655 to 818.
Washington Area Bike Forum	BikeArlington hosted/administered website had 90,909 unique visitors and 1,431,378 page views in FY15. The average session duration was 7:36.
Mobility Lab Transportation Techies and Technology	Mobility Lab continues to be a catalyst in the rapidly evolving transportation technology realm through its monthly Transportation Techies Meetup group, its communications coverage of new people-oriented technology, and its advocacy of open data. Transportation Techies meet-up group has grown from 393 members in FY2014 to 953 in FY2015, bringing together speakers and attendees from transit agencies, professional groups, academia, app developers, with interest in transportation, programming, data analysis, and data visualization. The group's events have had themes about biking, Capital Bikeshare, Metrorail, buses, and multi-modal apps.
Bike/Ped Planning	WalkArlington and BikeArlington Co-hosted tour of Arlington County for 45 bicycle/pedestrian planners from around Virginia
Everybody Walk Article	WalkArlington contributed to development of Every Body Walk feature article on Arlington County, entitled "What America's Most Walkable Suburb Can Teach Towns," which ran in six online publications and received over 200,000 views.

FY2015 DRPT's Making an Impact Report - TDM Agency Reporting Form for Significant TDM Initiatives in FY2015

City of Alexandria TDM

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.
N/A	N/A
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.
Registration Total	50
Brochure Distribution	140
Promotion	Local Motion promotes through its website, monthly eNews Newsletter and distributed over 140 brochures.
Vanpool Program	Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.
Vanstart/Vansave Program	The Local Motion VanStart Program provided financial support for new vanpool formations and for vanpools experiencing rider loss. 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. In FY 15 four vanpools participated in 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.
Promotion	The Local Motion program promotes telework through it's 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
Description	Provide 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.
Direct Contact With	348
Broadcast Contact (e.g. Letters, Flyers, Newsletter or Broadcast E-mail)	4,997
On-Site Events/Promotions	20
Sales Meetings/ Site Visits	62
Major Residential Initiatives	Description of outreach to residential groups or citizens.
City Events Attended	63
Customer Engagements -	19,674
Pledges to Use Alternate Modes of Transportation	3,793
Local Motion Branded Premiums Distributed	1,740
Brochures Distributed	55,978
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 70 applicants and 78 post surveys completed.
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.
Commuter Challenge	The 3rd Annual Commuter Challenge was held April 13 – April 24. The competition encourages Alexandria employers and employees to leave their cars at home, and try another transportation option, e.g. walk, bike, carpool/vanpool, bus, train, trolley and telework. Thirty-seven companies, almost double from last year! Winners were determined by calculating a total commute score, which is the average number of non-single occupancy vehicle trips logged per employee, so the more employees logged, the higher the commute score. For approximately two weeks, participants resulted in 58,432 fewer single occupancy miles traveled, 28 tons less pollution, 2,219 gallons of fuel saved and \$31,664 in transportation costs saved, again more than doubling 2014's Commuter Challenge results.
Local Motion Website	<ul style="list-style-type: none"> • Returning Visitors (Observed Users) - 13,446 (FY 14 7,423) • Unique IP Addresses (Estimated Visitors) - 13,404 (FY 13 10,565) • New Incoming Visitors (Estimated number of visits) - 17,529 (FY 14 14,450) • Unique Page Views (Pages) - 26,954 (FY 14 27,171) • Number of times a page, image or file is viewed (Hits) - 200,279 (FY 14 104,700)

Try Transit Week Event	Outreach marketing to promote TTW and encourage 'on the spot' pledging was conducted at a combination of events: planned Local Motion events; TTW vents created with the cooperation and support of Local Motion partners and employers; and Employer Services' events. Promoted TTW at 11 events and achieved a total of 500 pledges.
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 from last year due to a reduction in the distribution list.
Bike Initiatives	Description of bikeshare, Bike-to-Work or incentives for bike commuters
Bike to Work Day	In 2015 the City of Alexandria had 531 Bike to Work Day registrants at its Old Town pit stop. Out of the 531 over 400 showed up the day of to pick up their free shirt! In addition to bikers, 12 City employees volunteered to help sign in bikers and help out the over 15 exhibitors that came to promote their products, services and organizations. The weather for the event could have not been any better as bikers enjoyed food and snacks, coffee from Misha's and Sugar Shack, and great freebies from other exhibitors. Bikers were also treated to over 20 donated raffle prizes that were raffled off about 15 minutes. Prizes ranged from passes for the Potomac Riverboat to tune-ups from Bike and Roll and Bicycle Pro Shops. We were lucky to have Mayor Euille attend the event and address the crowd on the benefits of biking.
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 74 lights to bikers in need.
Capital Bikeshare	The City added 8 more stations in FY 15
Awards and Commendations	Description of awards and commendations received for TDM program/services and TDM staff
N/A	N/A
Advocacy for TDM/Transit	
Bike to Work Day Sponsorship	For FY 15 City of Alexandria/Local Motion was Silver sponsor for this event (\$4,000)
CoG meetings	For City of Alexandria/Local Motion was Silver sponsor for this event (\$4,000)

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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.
New Vanpool Assistance Program	See below
Commuter Lifestyle Publication	Began publication of <i>@livemore</i> , a free bi-monthly publication in support of DATA's Live More Commute Less® initiative, focusing on activities commuters can enjoy with the time and money they save by making wise commuting choices. 20,000 copies distributed at county libraries, government centers, Metro stations, major employers, visitors centers. etc. in DATA service area.
Commuter Challenge	Held first-time event - Live More Commuter Challenge - in October 2015. Five participating organizations/employers including the Town of Herndon and Reston Town Center. 35 commuters pledged, 20 participated, 178 trips logged including 153 non-SOV trips. Event will be expanded in 2016 with the goal of doubling participation.
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.
DRPT Van Do Attitude Grant	Partnered with Enterprise Rideshare to offer a six-month long incentive program designed to address specific commuter needs by forming vanpools originating from non-traditional sites (schools, daycare centers, remote population loci). Incentives include 2 free months followed by decreasing financial support plus logo items like windbreakers and travel mugs. Held two vanpool information events at Front Royal park 'n' ride lot promoted through on-site signage and flyers on car windshields. Held multiple vanpool information events at daycare centers and private schools (The Learning Experience and the Boyd School). Two vanpools in process of formation.
Westfields Vanpool Formation Effort	Held "Let's Try Transit" ridesharing summit in cooperation with the Westfields Business Owners Association to jumpstart business park-wide vanpool formation effort. Attended by 5 major employers. Follow-up summit scheduled in August with support of Fairfax County Supervisor Michael Frev.
Quest Diagnostics Vanpool Formation	Partnered with vRide to re-energize vanpool formation at Quest Diagnostics by holding twice-weekly information table event. Information on 75+ potential vanpoolers gathered, vanpool formation attempts underway using Commuter Connections, vRide and Vanpool Alliance databases.
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.
Support for DRPT TeleworkVA! Initiative	DATA actively supported the new TeleworkVA! initiative by providing viable leads from our service area employers.
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
Began outreach through property management companies	Held "coffee-klatsch" transportation event at Cushman & Wakefield office building housing major employers Raytheon, Ericsson, and BSI. 50+ attendees received commuting choice information from Enterprise Rideshare, vRide, Fairfax Advocates for Better Bicycling, and Commuter Connections. Follow-up vanpool information session scheduled.
Aerospace Corporation Transportation Fair	Planned and executed transportation only event involving Fairfax County biking, vRide, Enterprise Rideshare, Dulles Corridor Metrorail Project, and Commuter Connections.
Major Residential Initiatives	Description of outreach to residential groups or citizens.
Participated in community events	Distributed commuting choice information and registered citizens for ridesharing at Chantilly Days outdoor event, Safety Summit at Reston Town Center, and Town of Herndon Oktoberfest.
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.
Transportation Fair	Live More Block Party - 17+ Vendor/Agency event at Reston Town Center to kick-off 2015 Live More Commuter Challenge. 200-250 attendees. In 2016, event will include a second location at Westfields International Center in conjunction with Taste of Westfields. In addition, promoted major events such as Car Free Day, Try Transit Week, and Bike to Work Day through DATA's two Facebook pages and Twitter account.
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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Fairfax County Department of Transportation (Transportation Services Group)

Initiative	Description of Initiative
NEW Service or Program	Description of a NEW service or program that was implemented during the fiscal year that was not operating last year. Examples: Implemented a new vanpool assistance program; a new carpool incentive program, etc.
SmartBenefits Plus50 Incentive Program	Partner 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 employer in the SmartBenefits program. WMATA and FCDOT created a two sided (tri-fold) pamphlet; Side one "For Employers", Side two "For Employees/Commuters."
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.
Commuter Connections Ridematching	In FY2015 the RideSources Department received 691 on-line applications from commuters looking for car- or vanpool matches last year. Our team re-registered over 255 program participants in the ridematching database.
Guaranteed Ride Home assistance	RideSources staff assisted the regional Guaranteed Ride Home (GRH) program by adding 168 commuters.
Fairfax County Government Commuter Benefits Program	Within Fairfax County government 232 employees participate in the Commuter Benefits Program (CBP), taking public transportation to work, and 1,884 eligible County employees teleworked at least one day a week. The County also provides reserved parking spaces for carpools and vanpools at some facilities.
Vanpool Program	Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.
VanStart & VanSave Vanpool (Seat Filling Program)	The VanStart/Save program continues to strengthen and grow. An incentive program that 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.
"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 and in return receive support in marketing their program, help with maintaining drivers and ridership, and receive \$200/month per vanpool for their efforts.
Employer SmartBenefits Program promotion	Worked with employers to implement SmartBenefits programs in order to allow interested staff to join company program to take advantage of the 132f commuter benefit to use for covering their seat cost in the formation of 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 Term Project	Working with Telework Technical Assistance Team to promote TeleworkVA! Program to Fairfax County employer who currently do not have programs in place.
Telework Program Promotion	Promote to employers the "Virginia Telework Tax Credit for Business Program" 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.
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
Pentagon Transportation Fair (DOD)	Over 1,200 Commuters assisted. Provide transportation alternatives to employees at the Pentagon.
SmartBenefits Plus50 Incentive Program	Finished FY2015 at 14 employers with 540 program participants with a 61% retention rate in the SmartBenefits programs. 11 of these programs were newly established SmartBenefits accounts, while the remaining three we assisted in promotion to increase program participation.
Mark Center Fair (DOD)	Over 1,000 Commuters assisted. Provide transportation alternatives to employees at the Mark Center.
Employer Outreach Activity	541 Fairfax County employers have implemented Transportation Demand Management (TDM) programs. 263 of those are at level three or four, which means they have implemented benefits or programs that significantly help to reduce single-occupant vehicles.
INOVA Fairfax Hospital Shuttle	Worked with INOVA to promote additional shuttle service to hospital staff. After completing trip reduction survey it was mentioned that there needed to be more strategies implemented to eliminate SOV trips onto INOVA campus.
Navy Federal Credit Union Outreach	Worked with NFCU on implementation of numerous strategies to assist in alternative commute options due to future limits in staff parking. Implemented new SmartBenefits account to take advantage of the Plus50 program, while also opening up the option to use the 132f benefit for vanpooling. Two new vanpools were created during this process. Held two SmartBenefits seminars along with vanpool formation meetings which were hosted by Enterprise Vanpools.
Major Residential Initiatives	Description of outreach to residential groups or citizens.
FCDOT Community-Friendly Communities	Educating and working with property managers at residential sites to identify/implement TDM programs. Update residential database and Commuter-Friendly Communities website with quarterly awardees. The Commuter Friendly Communities Program, has partnered with over 247 multi-family complexes, area developers, and civic organizations to promote telecommuting and the use of mass transit, carpools, vanpools, biking, and walking instead of drive alone commuting.
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 Day and Try Transit Week	Raised awareness of events: large mailing of posters to major employers. Promoted on FCDOT website and on Social Media
Social Media TDM Promotion	Used Twitter and Fairfax Alerts to promote TDM campaigns such as SmartBenefits Plus50, Telework, NuRide, BTWD, Car Free Day, Try Transit Week and other programs to commuters in Fairfax County.

Commuter Connections - Pool Rewards - Carpool and Vanpool Incentive Program	Program using cash incentives to first time carpoolers and vanpools.
SmartBenefits Plus50 Radio / Movie Theater Ads	Used WMAL & local Fairfax County theaters to promote SmartBenefits Plus50 program in order to create new ways to engage the public about TDM services that are available within Fairfax.
Bike to Work Day Theater Ads	Promoted 2015 BTWD through ads at local Fairfax County movie theaters.
Bike Initiatives	Description of bikeshare, Bike-to-Work or incentives for bike commuters
Promote new and existing Bike programs	Partner with Fairfax Advocates for Better Biking (FABB) and Washington Area Bicycling Association (WABA) to promote "Last Mile" connections and the use of commuting to work safely by bike.
Fairfax County Bicycle Route Map	Distribute to employers, commuters and residents of Fairfax County to encourage biking across the region.
Bike Benefit Match Program (with special focus on "last mile" measures to connect new Silver Line users)	Employers receive a fifty (50%) match for each employee participating in a verifiable Bike to Work Program. Fairfax County will reimburse the company for 50% of the cost, per participant per month. Over a six month period the employer would receive (50%) in matching funds.
Awards and Commendations	Description of awards and commendations received for TDM program/services and TDM staff
Best Workplaces for Commuters (Employers); Best Workplaces "Best Sites" (Developers and Malls).	10 new Fairfax County Employers and two Best Sites received National Recognition for implementing major trip reduction programs this year. All 10 were awarded in front of The Board of Supervisors in December. Fairfax County leads the nation with (47) Best Workplaces for Commuter sites. That total is greater than any other county.
Commuter Friendly Community Award	Recognizing residential communities that implement commuter programs. 20 communities have been recognizes as of FY2015.
Best Workplaces for Commuters "Fairfax First 50" Award	Newly created award for 2015 to present to employers that participated in the BWC program in the promotion years of 2010-2015. This award represents program start-up goals to recognize 50 employers within Fairfax County in the first five years of BWC promotion. 2015 serves as the year that this goal was reached. Each of the first 50 employers to win the BWC award were invited back to receive this "First 50" Award.
Commuter Connections Organizational Achievement Award	Fairfax County's Transportation Services wins the Commuter Connections award for their creation and implementation of the SmartBenefits Plus50 program.
Advocacy for TDM/Transit	
Member Commuter Connections Network - Regional MPO	Have FCDOT representatives attend meetings at MWCOG year round. Exchange information about programs and initiatives with regional participants to enhance our programs.
TMA's including: DATA, Tyson-TMA (formerly TyTran),TAGS, LINK	Encourage employer and residents to implement alternative mode use.
Fairfax County Economic Development Authority	Meet 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. Actively participate at seminars, symposiums, webinars, conferences, etc. to educate about FCDOT programs and learn about potential programs FCDOT may implement.
Dulles Corridor Phase II TMP	Promote Transit, Ride matching , GRH and alternative modes.
I-66 Inside / Outside the Beltway TMP	Promote Transit, Ridematching , GRH and alternative modes during the construction phase of this important regional project. Increase awareness to employers and the commuting public.

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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.
Advantage Self-Insurance Pool Program	GWRideConnect has assumed the responsibilities of the daily operation of the Advantage Pool program in June. The self-insurance claims are still handled by the Division of Risk Management. GWRideConnect built a website / database for the Advantage program and now oversees enrollment of vanpools statewide into the program, as well as billing, collections etc. The AdvAntage program saves vanpool operators thousands of dollars in premiums each year and in many case provides the only insurance available for some vanpools.
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.
	GWRideconnect formed 97 new vanpools this fiscal year, removing 1,164 more cars from the road daily, 302,640 more annually. GWRideConnect assisted vanpools in the region over 16,000 times this fiscal year.
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.
	Due to the success of the I-95 Target Marketing Campaign, GWRideConnect continued their Facebook page and initiated Facebook advertising. The GWRideConnect Facebook Page has over 6,000 Likes and pushes out fresh commuting information 3 times per week. The GWRideConnect website is a popular place for one stop shopping for commuters seeking alternative transportation. With over 4,000 hits per month the page provides critical information for all modes of TDM and transit users alike. Commuters can go to the Vanpool Connections page to find vanpools with vacancies.
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	

	GWRideConnect Staff was invited to speak at the Rural Planning Caucus of Virginia Annual Conference where for the first time, rural planners were able to learn about the fundamentals of TDM and how to incorporate these techniques into planning principals. The session was eligible for AICP credits for certified planners.
	GWRideConnect Staff was invited to speak at the Virginia Association of Planning District Commissions at their Summer Conference where TDM in the George Washington Region was presented to PDC Directors and planning staff from PDC's around the State..

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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.
Rideshare Rewards	A new carpool financial incentive program for both new and existing carpoolers who live or work in Loudoun County. The program was for three months and had a total of 202 participants that reduced vehicle trips by 1,764 and saved 57,000 miles traveled.
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.
Newsletter article	The employer outreach e-newsletter, <i>Commuter Shortcuts</i> , was utilized to help encourage greater participation in the Guaranteed Ride Home.
Bus Biz e-mail	On March 3, 2015, the commuter bus e-mail notification system served as a way to reach out to existing transit riders and remind them to register for Guaranteed Ride Home.
Vanpool Program	Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.
Vanpool Pilot program	A new initiative to encourage vanpools in areas with bus overcrowding served as an opportunity to showcase vans with a new brochure and information sheet, as well as three issues of Vanpool e-newsletter for interested commuters. With Vanpool Alliance serving as an incentive, a new vanpool was formed between Leesburg and Ballston in May 2015.
Newsletter articles	The employer outreach newsletter, <i>Commuter Shortcuts</i> , included news articles encouraging vanpool formation on Sept. 10, 2014, March 31, 2015, and May 29, 2015.
Open House and Formation Meetings	For the first time, Loudoun County Commuter Services held information sessions and vanpool open house sessions for residents on December 15, 2014, April 9, 2015, and May 28, 2015. These meetings have generated a vanpool interest list for Loudoun County commuters which Loudoun County Commuter Services is maintaining.
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.
Newsletter articles	Telework was promoted, including continuity of business operations through articles in the employer newsletter, <i>Commuter Shortcuts</i> .
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
Silver Line Outreach	Partnered with staff from the Dulles Metrorail Project to host transportation tables at employers, Chamber of Commerce and other events in the County.
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.
Bike Initiatives	Description of bikeshare, Bike-to-Work or incentives for bike commuters
Bike to Work Day 2015	Loudoun County hosted Bike to Work Day pit stops in Leesburg and Sterling. Participation was strong with 194 cyclists at Leesburg and 255 at Sterling. Strong partnerships with local bike shops, employers (especially Orbital ATK and AOL), advocacy group BikeLoudoun, Sterling Ruritan Club, Town of Leesburg all contributed to the success of these events.
Awards and Commendations	Description of awards and commendations received for TDM program/services and TDM staff
Advocacy for TDM/Transit	

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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.
Park & Ride Lot Survey	Provided GRH Program brochures on vehicles in MP Park and Ride Lots Fall and Spring during Park and Ride Lot Surveys GRH Brochures provided to all commuters who receive ridematch lists
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.
National Telework Week	Website articles and links
Broadband Access	Assisted Middle Peninsula Broadband Authority with efforts to increase broadband access in 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
VA Telework Tax Credits	Provided information and links to VA Telework Tax Credits on website and provided TA to interested employer
Major Residential Initiatives	Description of outreach to residential groups or citizens.
Realtor Outreach	Distributed ridematching services brochures to local realtors
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	Partnered with Bay Transit to offer local prize and ran spots on local radio station and news releases on website
Gloucester Circulator	Website article announcing new Bay Transit service in Gloucester Courthouse
Dump the Pump Day	Website news release and links
Earth Day	Sponsored several Earth Day Promotions in local newspapers and radio stations
Bike Initiatives	Description of bikeshare, Bike-to-Work or incentives for bike commuters
Gloucester Bike Plan	Assisted Gloucester County with update to Bike Plan and survey
Awards and Commendations	Description of awards and commendations received for TDM program/services and TDM staff
Advocacy for TDM/Transit	
VTA	Member of Virginia Transit Association
ACT	Member of Association for Commuter Transportation - served as Chesapeake Chapter Treasurer and Telework Council Secretary
VDOT	Worked with localities to request new park and ride lots in Towns of West Point and Tappahannock and improvements/expansions to lots in Middlesex and King William from VDOT

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NeckRide.org (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.
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 Center	Along with the Northern Neck-Chesapeake Bay Region Partnership, continued to promote the Northern Neck Enterprise Center, a public office space that serves small businesses and Teleworkers 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
Major Residential Initiatives	Description of outreach to residential groups or citizens.
"New Resident" Campaign	Provided NeckRide information via school districts to new teachers moving into the region, and to new residents through the Northern Neck Tourism Commission office.
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.
NeckRide.org ads on Bay Transit Buses	NeckRide.org supports Bay Transit by advertising the TDM program on BT's buses. Large "wrap" ads became available this year, and NeckRide worked with Bay Transit's consultant to develop two full-side ads.
Coordinated marketing of NeckRide.org via Northern Neck Tourism Commission marketing materials	Collaborated with the Northern Neck Tourism Commission in the development of a Tourism Brochure featuring a large NeckRide.org ad. 50,000 copies of the brochure were printed and are being distributed.
Radio Ad Campaigns	Sponsored radio broadcasts for NASCAR programming as well as sports events for the region's school districts.
School Yearbooks	Large ads in yearbooks of four school districts in the Northern Neck region.
Online advertising	A "Button Ad" on the online edition of the Rappahannock Record, a website averaging 200,000 views per month
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) - TDM

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.
Fuel Your Life - Take a Nu Ride	Month long promotion of ridesharing among Prince William County employers culminating in events at three employer sites. Campaign featured commute trip tracking using the Nu Ride software application.
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.
Vanpool Alliance	Continued program outreach and vanpool support. Ended the fiscal year with 474 registered vanpools.
Van Start/Van Save	Provided financial assistance to 10 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
Fuel Your Life - Not your Vehicle	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, 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 Home Owners 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 and/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 could 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.
Community Expo at Potomac Nationals 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.
Youth Outreach	Gave 20 presentations at area schools promoting transit use to elementary and middle school students.
Bike Initiatives	Description of bikeshare, Bike-to-Work or incentives for bike commuters
Bike to Work Day	Participated in planning for the event and staff volunteered at one check point.
Awards and Commendations	Description of awards and commendations received for TDM program/services and TDM staff
Potomac Health Foundation - Best Practice Award	Received the Potomac Health Foundation's Best Practice Award for the Wheels to Wellness taxi voucher program which is funding through a foundation grant.
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.
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.
	Described and highlighted in all marketing efforts
	8 new GRH members
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 and New Vanpools	One new vanpool formed
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 Madison County Business Expo and Culpeper Fest (a business expo), Pentagon Dept of Defense Transportation Fair
Community Events	Warrenton Spring Festival, Commuter Fair at local Park and Ride lot
Newsletter	Article highlighting rideshare services included in RRRC three quarterly newsletters distributed to local governments and others
Major Residential Initiatives	Description of outreach to residential groups or citizens.
	Full page ad in Lake of the Woods phone book (over 3,000 homes), Ads on local radio station WJMA, Earth day promotion: distribution of bookmarks to 8 area libraries, weekly ad (print and on-line) in Fauquier Times and Culpeper Times newspapers, Five 30 second commercials on Comcast, Distribution of commuter information at RRRC Living Lands workshop and Annual Meeting
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.
Participation in Try Transit Week	Try Transit Week Incentive offered to region's commuters
Bike Initiatives	Description of bikeshare, Bike-to-Work or incentives for bike commuters
Facebook Ads	Two Facebook ads promoting vanpooling and Bike to Work Day reaching 7,135 people and resulting in 11 engagements
Awards and Commendations	Description of awards and commendations received for TDM program/services and TDM staff
Advocacy for TDM/Transit	
Driver's Education Information	School outreach program at Orange County High School to educate Driver's Education students on TDM and Transit

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Northern Shenandoah Valley Regional Commission (NSVRC) - RideSmart

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.
	Collaboration with DATA to increase vanpooling within the region; held two events at the Front Royal Park and Ride Lot in Spring and Early Summer. Had giveaways, food and prizes.
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.
	Created a Twitter/Facebook page to increase public outreach and awareness. Google AdWords on the Internet. Radio and TV campaigns through Comcast Cable and two local radio stations in the Shenandoah Valley. Outreach events a the Apple Blossom Mall, Lord Fairfax Comm. College and a local vineyard.
Bike Initiatives	Description of bikeshare, Bike-to-Work or incentives for bike commuters
	Created, printed and distributed a new Bike Map for the Frederick County and Winchester area.
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 implemented 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 our second Sustainable Transportation Conference in Roanoke in cooperation with the Cabell Brand Foundation and the Virginia Tech Carilion School of Medicine to educate area leaders and advocates on TDM issues. This year's conference had a heavy focus on technology like automated vehicles.
West Piedmont Expansion	RIDE Solutions has partnered with the West Piedmont Workforce Investment Board to offer TDM services in southside Virginia in Henry, Patrick, and Pittsylvania counties. Services will focus on carpooling and vanpooling as ways to connect drivers to employees who had limited transportation options and need to get to work.
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.
	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 1024. We average 1 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.
	We do not have a vanpool program but are currently working on outreach with partner Enterprise Rideshare. Key employer opportunities are with Orvis and other businesses at the Blue Hills Industrial Park in Roanoke, and Results in Patrick County.
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.
	We do not have an active 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
Virginia Tech	RIDE Solutions began work with Virginia Tech to improve its Commuter Assistance Program (CAP) with more carpooling participation.
Randolph College	RIDE Solutions launched an ongoing commuter options program with Randolph College.
Roanoke Refugee Dialogue Group	RIDE Solutions began work with the Roanoke Refugee Dialogue Group to coordinate with employers and offer more transportation options to existing workforce as well as refugee placements.
Major Residential Initiatives	Description of outreach to residential groups or citizens.
	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.
	RIDE Solutions works with the Healthy Roanoke Valley and PATH coalitions to support the Hurt Park Neighborhood's 2nd "Community Day," a day to support an active lifestyle and healthy eating in a low-income neighborhood.
	For Try Transit Week 2014, RIDE Solutions focused on outreach to downtown Roanoke residential units, with distribution of free transit passes to three major apartment/condo complexes.
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.
	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.
	RIDE Solutions continues to provide support to Carilion Clinic for its Bicycle Friendly Business designation.
	RIDE Solutions continued working with the City of Roanoke in a consultation capacity to support its Bicycle Friendly Business designation.
	RIDE Solutions worked closely with the Chamber of Commerce and Economic Development Agencies in Region 2000 on building its employer outreach efforts.
Art by Bus	Working with the Roanoke Arts Commission, RIDE Solutions carried out a major Art by Bus program that connected writing, visual arts, and music with public transit. www.ridesolutions.org/artbybus .
Clean Commute Challenge	As part of National Bike Month, RIDE Solutions carried out our annual Clean Commute Challenge, which was expanded to include a trip logging contest and non-commute trips. The Clean Commute Challenge involved teams and commuters from all over SWVA.
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 5th 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 and a new partner, downtown venue Martin's. This year the show was a full out, with approximately 300 attendees and over 90 bikes parked through our valet service.
Change Your Perspective	Working with local sponsors and partner agency ND&P, RIDE Solutions developed a bike safety awareness campaign called Change Your Perspective with a share the road focused message. Ridesolutions.org/changeyourperspective .
Bike Month	Roanoke, Lynchburg, and the New River Valley all carried out a number of National Bike Month events, including a proclamation and ride in Lynchburg, breakfast events in all three regions, various other rides, media, and promotional efforts.
Awards and Commendations	Description of awards and commendations received for TDM program/services and TDM staff
Governor's Transportation Safety Award	RIDE Solutions received the Governor's Transportation Safety Award for bike/pedestrian safety in June.
Advocacy for TDM/Transit	
Ongoing PR	RIDE Solutions has been successful, through ongoing PR efforts, at getting news coverage not only about our events but on the importance of TDM to our region. Our Lynchburg program has seen significant success working with local newspaper and TV to promote the program and its importance to Lynchburg.

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RideFinders (Richmond, VA)

Initiative	Description of Initiative
NEW Service or Program	Description of a NEW service or program that was implemented during the fiscal year that was not operating last year. Examples: Implemented a new vanpool assistance program; a new carpool incentive program, etc.
Website Update	Partnered with GRTC IT Department to update and rebuild www.ridefinders.com which included ADA compliance, Google translation bar, inclusion of SEO meta data and social media and air quality widgets. The new site is now responsive to desktop, tablet and various mobile platforms.
RideFinders Satellite Office in Petersburg	Opened a satellite office in the Petersburg Transit Center as a joint partnership between RideFinders and the City of Petersburg. Ribbon-cutting ceremony held with the Mayor of Petersburg, Petersburg's City Manager and the head of Petersburg Area Transit.
Online Store (E-commerce website)	Partnered with GRTC IT Department to develop an online store where Commuter Choice clients can submit monthly orders. Clients will have the option to pay for orders online using a secure system
Mobile App Update	Update of current mobile app to include social media integration, trip planner clickable directions that will zoom in map, and allow users to plan a trip using their selected favorite park and ride (as either the origin or destination).
Clean Air	Provided promotional giveaways to George Wythe High School located in Richmond for their Transportation Fair; participated in Air Quality 8th grade celebration in Hanover County Public Schools; participated in Style Weekly RVA Earth Day; partnered with the Dept of Environmental Quality & Science Museum to do an "Air Quality and You" presentation during lunchtime
	Provided the Town of Ashland with a PowerPoint slide of RideFinders services for use in their public access TV channel
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.
	RideFinders Emergency Ride Home clients are sent a welcome letter and brochure within seven business days of their registration. In addition to that we provide a summary of the ERH program to clients that seek information regarding ride matching, so they are aware of the program. The information regarding the ERH program is also located on our company web site, explaining the full details of the ERH program and its guidelines. The number of new registrants in FY15 was: 539. Total New ERH Registrants as of August 4, 2015: 401. Number of trips provided in FY15: 115. Number of trips provided from Jan -July 2015: 79. Total cost spent in FY15: \$7,276.
	Also transitioned from brochure to 1 page FAQ sheet for easy assimilation of information
Vanpool Program	Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.
	Increased use of social media (facebook, twitter universe) to recruit vanpool riders
	Aggregate increase of 9 new vanpools (accounting for vanpools lost, merged, transitioned to other vendors)
	Coordination of 4 vanpool providers NTD data reports to GRTC: K&K - 4,554 Passengers, 11,356,681 passenger miles, 122,833 passenger trips; Ride-EZ -792 passengers, 2,100,225 - passenger miles, 42,368 passenger trips; Enterprise-558 passengers, 1,360,045.40 passenger miles, 4,217 passenger trips; NTD data from Vride - unavailable
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.
	Updated website with Telework Tax Credit information, created Telework Tax Credit one-page fact sheet, placed Telework Tax Credit newspaper advertisement (half-page) in Richmond Times-Dispatch and Richmond Free Press, ordered and distributed telework related promotional items including bottled water and ink pens, implemented Telework Challenge promotion via GreenRide
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 State University Bike Program	Committee participation to establish an on-campus bike program similar to the programs at University of Richmond and VCU
Amazon Fulfillment Center Transportation Fair	Manned several shifts, even overnight, to provide rideshare information to employees over a 3 day period
Commuter Choice	Established new programs at the following employers: Share the fare program at the Dept of Small Business and Supplier Diversity, and Office of the Inspector General. Total amount of Commuter Choice sales for FY15: \$254,217.00
Employee Transportation Coordinators	Recruited 56 new ETCs at work locations
Centura College	Participated in the Student Resource Day and began introductory discussions on the possibility of developing Shuttle services
McGuire Hunter Holmes Employee Day	Participated in providing transit schedules and selling transit fare media to employees to donate tickets to Veterans
Major Residential Initiatives	Description of outreach to residential groups or citizens.
	Account Executives met with on-site managers/staff of various Loft properties located in the City and left materials for distribution to the residents -many of which are millennials
	Bilingual staff member gave several radio interviews with WBTK Radio Poder in Spanish
	Applied for funding from the Richmond Area MPO for Non-traditional outreach marketing campaign (not successful in getting -yet)
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	Promoted Try Transit Week on social media, website and ETC network; Partnered with Chesterfield County for Try Transit Week for incentives for participants to log transit trips
Fall in Love with Vanpooling Campaign	To encourage commuters to try vanpools. Placed newspaper advertisements in Richmond Times-Dispatch and Richmond Free Press, placed advertisements on the exterior of GRTC busses, ordered and distributed campaign related promotional items including baseball caps and mousepads.
	Direct mail campaigns to every Chamber of Commerce in RideFinders service area

Hispanic Outreach	Aired television spot on Telemundo Richmond and radio spot during Cinco de Mayo as part of last year's sponsorship of COPA Telemundo 1st soccer tournament, served as medal sponsor for the 2nd annual COPA Telemundo soccer tournament, translated selected materials into Spanish, and added Google Spanish translate to bar on website; also Mobile Unit at Fall Copa Telemundo event
Bike Initiatives	Description of bikeshare, Bike-to-Work or incentives for bike commuters
	Held Bike Challenges on GreenRide for commuters to log bike trips including distribution of challenge flyers to ETC network and City of Richmond employees
	Partnered with RideRichmond to print updated bike spoke cards with the rules of the road for bike riders; served on Tri- Cities Bike Trail committee; participated in the VCU Great Big Bike Round-up;
UCI Races	Participation on the Richmond 2015 Transportation Committee and on the Parking Subcommittee
Science Museum Partnership	Partnered with Science Museum of Virginia to present Bike Safety Clinic during lunchtime; Science Museum of Virginia Science After Dark Series (2) Events
Awards and Commendations	Description of awards and commendations received for TDM program/services and TDM staff
Advocacy for TDM/Transit	
	In FY15- Sold \$277,556 in Transit Ticket sales; \$204,725 in vanpool voucher sales; \$2,685.20 in Postage stamps, and \$14,210 in EZ pass transponders sales
	Held Transit Challenge promotions on GreenRide for commuters to log transit trips.
	Promoted Dump the Pump with a week with challenge on GreenRide, social media platforms. Provided walk-in clients with a giveaway to house their transit passes. Provided one randomly selected customer with free \$5 go card riding transit and purchasing a go card to commemorate Dump the Pump day.
	Hosted Public hearings for GRTC Route Changes
	Distributed information regarding the RVA to DC Rail project to Commuter Store pedestrian traffic
	Provided vanpool vendors with 95 Corridor construction information to pass on to their vanpool coordinators
	Participated in Capitol Regional Collaboration meetings
	Attended Greater Richmond Chamber of Commerce presentation on the Regional Transportation Action Plan
	Letter of support submitted of HB1887 to members of the Transportation subcommittee of the House of Delegates

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Thomas Jefferson Planning District Commission (TJPDC) RideShare

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.
No new programs in FY15	
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	We have 174 registered participants and provided 11 rides home through the program in FY15.
Vanpool Program	Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.
Information	Provided JMU information for starting 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.
N/A	
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
GE	Attended benefit program at GE to promote services.
Workforce Center presentation	Presented RideShare services to the regions Workforce Center.
Major Residential Initiatives	Description of outreach to residential groups or citizens.
Cville Go Green Fest- Sept.	Annual event to promote green services in Charlottesville area.
Eco-Fair- April	Annual event to promote earth friendly services near Earth Day.
Quadruplicity	Annual event for business women hosted by the Chamber of Commerce. RideShare is a session sponsor, which involves giving a presentation.
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- 10/20-10/24	Annual event to promote carpooling in the area and to recognize current carpoolers. Received both radio and TV coverage, also increased our advertising leading up to and during the week.
Clean Commute Day- 5/1	Specific advertising with multiple radio stations to promote the event. We received 135 pledges to cleanly commute one day in the spring.
Bike Initiatives	Description of bikeshare, Bike-to-Work or incentives for bike commuters
Bike count	Helped promote the TJPDC spring bike count, also assisted by counting.
Awards and Commendations	Description of awards and commendations received for TDM program/services and TDM staff
N/A	
Advocacy for TDM/Transit	

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Hampton Roads Transit (HRT) - TRAFFIX 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.
Chamber of Commerce Activities	This year staff participated in the Hampton Roads and Williamsburg Chamber of Commerce events. This led to networking with staff from various employment sites, other business associations. Staff member was appointed as an Ambassador. Activities included Mingle on Main Street in Suffolk; Monster Mega Mixer; Wild Wing Fling; Inside Business breakfast meeting. Included were State of the City Luncheons - Chesapeake. Newport News. Portsmouth. Suffolk
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.
	The TRAFFIX Guaranteed Ride Program offers up to 2 rides per month, not to exceed 6 rides per year. Co-pay is \$5 for a taxi ride back to the commuter's point of origin (home, park & ride location, etc.).
	Currently have 962 registrants in the GRP with 293 rides provided last fiscal year.
	Program promoted through command/employer outreach and print materials.
Vanpool Program	Description of how vanpools were promoted and formed. Include number of new vanpools formed vanpool save, financial assistance provided, etc.
Initiated an RFP for a third party vanpool program as the current in-house program terminated June 30, 2015.	The TRAFFIX Vanpool program had an average of 30 vanpools operating, transporting 278 riders and having an average of 8 riders per van. Number of months inquiries per month was 210. Empty seat subsidies totaled \$6,263.40.
	New third party vanpool program to be established next fiscal year. Obtained funding for flat rate subsidies and van start/van save 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.
	Telework Grant ended this year. However, we were able to utilize funding to promote telework using various medium (tv, radio and print). In addition onsite events took place (Peninsula and Southside) that allowed persons to find out more re: telework. A 7 passenger van was also wrapped to assist in promoting the Telework/VA program. The TRAFFIX website contains information on Telework and links to the DRPT web page.
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
Contacted 222 businesses, commands and universities	Promoted the Navy's Transportation Incentive Program to 66 military commands
	Promoted transportation alternatives and financial incentives to 156 employers/universities to include GoPass365
	The Newport News Shipyard, area colleges to include Tidewater Community College are a few of the area employers that participate in the GoPass365 Program
Major Residential Initiatives	Description of outreach to residential groups or citizens.
	This is accomplished through Hampton Roads Transit's Communication Outreach staff
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.
43 Events took place this fiscal year	Included were multiple Earth Day, Environmental, EcoFest, and Sustainability Fairs/Events.
Advertising Campaign	Advertising campaign took place over a 5 month period highlighting telework and various transportation alternatives offered through the TRAFFIX Program.
TRAFFIX Newsletter	The newsletter is now sent electronically and is posted on the TPO website
Public Service Announcement	An ad was filmed by the Public Affairs Office, NSN and the U.S.S. Truman promoting the Navy's Transportation Incentive Program (TIP) and using HRT'S transit service
TRAFFIX Website	In addition to a web site, TRAFFIX currently has a Facebook Page and connects with Twitter. Currently we have 401 likes on our Facebook page
Try Transit Week	Assisted HRT's Outreach staff in promoting Try Transit Week
Bike Initiatives	Description of bikeshare, Bike-to-Work or incentives for bike commuters
	Bike Month kickoff was in conjunction with Downtown Norfolk Employee Appreciation Day
	Sponsored two Bike to Work Pit Stops
	Bike was donated and raffled. Winner Teleworks.
	Bike Repair Station Grand Opening and Ribbon Cutting at Newport News Transit Center. Mayor, C/C President and HRT's President/CEO presided.
Awards and Commendations	Description of awards and commendations received for TDM program/services and TDM staff
GoPass365 Marketing Award	GoPass365 received award from APTA
Advocacy for TDM/Transit	
Connect Hampton Roads	Staff participated in Connect Hampton Roads campaign. Campaign covered a 3 month outreach program to businesses and residents within the Hampton Roads area.
Transportation Surveys	Staff provided surveys and coordinated meetings with HRT planning staff and various military installations re: the possibility of new MAX bus service to the Suffolk compound and the re-routing of MAX service on Naval Station Norfolk due to re-location of large military command requesting transit service.
Re-location of major bus stop	Staff assisted with letting bus riders know of the new temporary bus stop in downtown Norfolk due to the new Transit Center being under construction
TRAFFIX Parking Signs	TRAFFIX, will at no cost to the employer, provide parking signs designated for rideshare parking at their worksite(s).