



# Quarterly Progress Report

Date: October 31, 2018

Quarter Covered by Report: 1st

Quarterly Meeting: In Person

## GRANT INFORMATION

Project #: 71019-03 Grant Name: TDM Operating

## GRANTEE INFORMATION

Jurisdiction George Washington Regional Commission

TDM Program GWRideConnect

## REPORTING CONTACT

First Name: Diana Last Name: Utz

Title: Director, GWRideConnect Email: utz@gwregion.org

## BUDGET UPDATE

Grant Total	YTD Expended	Remaining Budget	% of Budget Spent
\$496,021	149,460	346,561	30%

# PROJECT ACTIVITY UPDATE

## FREE MATCHING PROGRAM

MATCH 4,000 RIDESHARE CLIENTS AND PRODUCE 4,000 LETTERS/PACKETS

### NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

The first quarter of 2019 was extremely successful for GWRideConnect. We matched 1,233 new and previous applicants with existing vanpools, carpools and transit options. We had 289 new applicants to the program this quarter, 60 more than last quarter. Over 1,500 non-applicants and vanpool operators were assisted with TDM information and matching this quarter.

### UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- [Click here to enter text.](#)

### ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS

- [Click here to enter text.](#)

EXPRESS MATCH / EMAIL 3,300 NEW APPLICANTS TO VANPOOLS WITH VACANCIES

### NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- Applicants in the GWRideConnect database were express matched 1,542 times this quarter hopefully filling empty seats on vanpools with vacancies.

### UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- [Click here to enter text.](#)

### ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS

- [Click here to enter text.](#)

CONDUCT DATABASE SURVEYS OF 4,800 APPLICANTS TO MAINTAIN DATABASE ACCURACY AND IMPROVE MATCHING EFFECTIVENESS

### NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- In July, 2018 staff distributed 2,035 surveys to database clients. The purpose of the survey was to update database records and to offer additional assistance if needed. 1,437 applicants were assisted by either updating their data record or providing a fresh match list as a result of the returned surveys.

---

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH PROJECT

- [Click here to enter text.](#)

---

ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS/ACTIVITY

- [Click here to enter text.](#)

ASSIST ALL CLIENTS THAT CONTACT GWRIDECONNECT AND HELP PROVIDE OR ANSWER TRANSPORTATION / TDM RELATED QUESTIONS.

---

NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- [GWRideConnect strives to assist all clients that contact the program both in and outside of the region. GWRideConnect assisted at least 2,000 clients within the region this quarter and over 170 outside of the region.](#)

---

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH PROJECT

- [Click here to enter text.](#)

---

**GWRIDECONNECT WEBSITE**

UPDATE THE GWRIDECONNECT WEBSITE WEEKLY THROUGHOUT FY19

---

NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

[Staff spent at least 16 hours in database management this quarter updating the website to keep it running smoothly and to also keep contents fresh. Staff is working to completely redesign the website and will launch a new design this fiscal year. The idea is to make material easier to find with a site that is easier to navigate.](#)

---

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- [Click here to enter text.](#)

---

ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS

- [Click here to enter text.](#)

MONITOR THE NUMBER OF VISITORS TO THE GWRIDECONNECT WEBSITE AND THE SPECIFIC PAGES TO INCLUDE IN QUARTERLY REPORTS AND TO DETERMINE VISITOR TRAFFIC.

---

NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- This quarter the program had 17,974 visitors to the website with 13,821 unique pageviews. August was the busiest month with over 6,000 visitors. The Vanpool Connections page remains the most popular webpage followed by Transit Options. The website has become a clearing house of transit and transportation alternatives in the GW region.

---

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- [Click here to enter text.](#)

---

ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS

- [Click here to enter text.](#)

**FOLLOW UP**

**EMAIL OUT FOLLOW UP SURVEYS ON WEEKLY BASIS TO ALL NEW APPLICANTS.**

---

NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- All new GWRideConnect clients receive a follow up survey to determine if they were successful in finding a ride or if they need additional assistance. This quarter 289 clients received follow up surveys. Unfortunately we still have a very low return rate on these. Due to the large number of existing clients requesting assistance we assume that clients simply contact the program again if additional assistance is needed and do not return the survey.

---

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- [Click here to enter text.](#)

---

ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS

- [Click here to enter text.](#)

**TRACK PLACEMENT OF RETURNED SURVEYS TO DETERMINE PLACEMENT FROM SOV TO HOV AND RECORD THE MODES.**

---

NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- Work still continues in this area although there is still a low return rate on surveys.

---

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- [Click here to enter text.](#)

---

ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS

- [Click here to enter text.](#)

UPDATE THE DATABASE AS REQUIRED BY ANY CORRECTIONS MADE ON RETURNED SURVEYS.

---

NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- [Staff works on a large number of returned Commuter Connections, “Still interested in Ridesharing?” surveys as they are emailed to us through the Commuter Connections program. Once received both the GWRideConnect and the Commuter Connections databases are updated and additional information is sent out as requested.](#)

---

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH PROJECT

- [Click here to enter text.](#)

---

ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS/ACTIVITY

- [Click here to enter text.](#)

---

**VANPOOL FORMATION, MAINTENANCE AND ASSISTANCE**

ASSIST NEW OPERATORS OR GROUPS VIA EMAIL, PHONE, OR IN PERSON IN FORMING VANPOOLS.

---

NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- [Staff assisted in the formation of 11 new vanpools this quarter. Vanpool operators or groups that contact the program are counseled on vanpool start up and given all of the information that they need to start their pool. Once the pool is established it is entered into both databases and posted on the website. Start-up subsidies like Van Start and the Vanpool Alliance begin and pools start receiving updated match lists and express match information with passenger names.](#)

---

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- [Click here to enter text.](#)

---

ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS

- [Click here to enter text.](#)

**VANPOOL CONNECTIONS WEBPAGE -MAINTAIN, MONITOR VISITORS, AND PROVIDE FOLLOW UP TO ALL VANPOOL PAGE REQUESTS, POST NEW VANPOOLS WITH VACANCIES ON PAGE.**

---

#### NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- The Vanpool Connections webpage is the most popular page on the GWRideConnect website. It contains information on vanpool start up as well as lists vanpools with vacancies. Many GWRideConnect clients visit this page to locate vanpools. All clients seeking contact information on vanpools listed on the website must enter their name and email address to unlock this information on the webpage. All clients then receive a thank you email from GWRideConnect offering a link to fill out a rideshare application to receive a complete list of vanpools going to their work area. This results in additional applicants to the program. All vanpools that receive subsidies are required to post their pool on the Vanpool Connections page.

---

#### UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- [Click here to enter text.](#)

---

#### ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS

- [Click here to enter text.](#)

**VAN START -CONDUCT VAN START PROGRAM FOR THE I-95 CORRIDOR THROUGH THE I-395 TMP FUNDING AND THROUGH GWRIDECONNECT /CMAQ FUNDING.**

---

#### NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- GWRideConnect is conducting two Van Start programs this year. One which includes vanpools that traverse the I-95 corridor and the other where vanpools travel any portion of I-395. Both programs have separate funding sources and are monitored separately. This quarter staff assisted 7 vanpools with both of these programs. Both programs could benefit greatly from more advertising and awareness.

---

#### UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH PROJECT

- [Click here to enter text.](#)

---

#### ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS/ACTIVITY

- [Click here to enter text.](#)

**EXPRESS MATCH- CONTINUE PROGRAM CONDUCTED THROUGH THE GWRIDECONNECT DATABASE WHERE ALL NEW VANS OR VANS WITH VACANCIES ARE EMAILED NEW RIDERS AS THEY COME INTO THE GWRIDECONNECT PROGRAM.**

---

NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- Express matching remains a popular tool to help keep vanpools with vacancies full. This quarter 1,337 applicants were “express matched” to vanpools that needed additional passengers.

---

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH PROJECT

- Click here to enter text.

---

ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS/ACTIVITY

- Click here to enter text.

VANPOOL ALLIANCE - STAFF WILL ASSIST IN EDUCATING, PROMOTING AND ENCOURAGING VANPOOL OPERATORS BOTH EXISTING AND NEW START UP POOLS TO PARTICIPATE IN THE VANPOOL ALLIANCE PROGRAM. THIS PROGRAM GENERATES 5307 FUNDS THAT FLOW BACK TO THE REGION.

---

NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- Staff continues to inform all new vanpools and potential vanpools about this important program and then sends them directly to the Vanpool Alliance for further information.

---

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH PROJECT

- Click here to enter text.

---

ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS/ACTIVITY

- Click here to enter text.

---

**ADVANTAGE SELF-INSURANCE POOL PROGRAM**

ASSIST ALL OPERATORS IN THE STATE OF VIRGINIA IN ENROLLING VANPOOLS INTO THE PROGRAM.

---

NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- Staff continues to operate the Advantage Self-Insurance program and is pleased to see that program continuing to grow. Staff spent 245 hours administering the program this quarter due to the fact that the program is critical to private vanpooling in Virginia. Currently, Advantage has 347 vanpools enrolled in the program that are from multiple regions in the State. Advantage has 79 active members.

---

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- [Click here to enter text.](#)

---

ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS

- [Click here to enter text.](#)

PROVIDE DRM WITH MONTHLY REPORTS ON PROGRAM ACTIVITY AND PREMIUMS COLLECTED; PROVIDE 4 QUARTERLY REPORTS TO DRM.

---

NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- Staff submitted the first quarterly report to DRM on October 25, 2018. The Advantage program collected and transferred \$131,740 in membership fees (premiums) this quarter from 68 vanpool program members.
- Prior to submitting the quarterly report GWRideConnect staff sent 3 monthly reports to the Division of Risk Management.

---

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- None

---

ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS

- [Click here to enter text.](#)

ASSIST ACTIVE ADVANTAGE MEMBERS IN BILLING, ENROLLMENT, ISSUING CERTIFICATES OF INSURANCE, PROVIDING GENERAL CLAIMS INFORMATION AND WORKING WITH DMV.

---

NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- Staff assisted the 79 enrolled Advantage members with billing, enrollment of new vanpools, issuing Certificates of Insurance and corresponding insurance cards, providing claims information and DMV assistance. Staff is on call daily to assist with these endeavors.

---

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH PROJECT

- [Click here to enter text.](#)

---

ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS/ACTIVITY

- [Click here to enter text.](#)

RENEW THE WEB HOSTING CERTIFICATE WITH PARSONS BRINCKERHOFF.



---

NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- [This certificate will be renewed in January, 2019.](#)

---

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH PROJECT

- [Click here to enter text.](#)

---

ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS/ACTIVITY

- [Click here to enter text.](#)

**DEVELOP AN ANNUAL CONTRACT WITH PARSONS BRINCKERHOFF TO PROVIDE ADVANTAGE WEBSITE MAINTENANCE AND SOFTWARE ASSISTANCE.**

---

NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- [This will be investigated this fiscal year.](#)

---

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH PROJECT

- [Click here to enter text.](#)

---

ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS/ACTIVITY

- [Click here to enter text.](#)

---

**TRANSIT OPTIONS: COMMUTER BUS, FRED BUS, VRE AND METRO PROMOTION AND SUPPORT**

**SUPPORT COMMUTER BUS IN THE REGION BY LISTING THE RUNS IN THE GWRIDECONNECT DATABASE WHICH APPEAR ON MATCH LISTS THAT GO OUT TO COMMUTERS.**

---

NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- [Staff continues to list all commuter bus runs in the GWRideConnect database. These runs appear as transit options on match lists that are distributed to all clients. Staff distributed 289 additional bus schedules in rideshare packets. The transit options page had over 4,000 visitors this quarter and remains a very popular webpage.](#)

---

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- [Click here to enter text.](#)

---

ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS

- [Click here to enter text.](#)

DISTRIBUTE FRED BUS SCHEDULES.

---

NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- [Staff has been working with FRED to promote a commuter service to the VRE trains from Caroline County.](#)
- [GWRideConnect distributed 289 FRED schedules to clients this quarter.](#)

---

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- [Click here to enter text.](#)

---

ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS

- [Click here to enter text.](#)

ATTEND FRED PUBLIC TRANSIT ADVISORY BOARD MEETINGS AND SERVE ON COMMITTEES.

---

NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- [Staff attended the July PTAB meeting this quarter and also attended a meeting to discuss a feeder / commuter bus service from Stafford County to Quantico.](#)

---

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH PROJECT

- [Click here to enter text.](#)

---

ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS/ACTIVITY

- [Click here to enter text.](#)

ASSIST ALL RESIDENTS WITH VRE AND DISTRIBUTE VRE RIDERS GUIDES TO ALL NEW GWRIDECONNECT APPLICANTS.

---

NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- Staff assists GW region clients with VRE on a daily basis via phone, email, website or walk-in. Staff distributed 285 VRE Riders Guides this quarter and conducted a VRE commuter lot survey to determine utilization.

---

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH PROJECT

- Click here to enter text.

---

ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS/ACTIVITY

- Click here to enter text.

ASSIST ALL RESIDENTS WITH THE METRO SYSTEM AND DISTRIBUTE METRO GUIDES TO ALL NEW GWRIDECONNECT APPLICANTS.

---

NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- Staff assists GW region clients with Metro on a daily basis via phone, email, website or walk-in. Staff distributed 285 Metro system maps this quarter.

---

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH PROJECT

- Click here to enter text.

---

ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS/ACTIVITY

- Click here to enter text.

ADVERTISE AND PROMOTE BUSES THROUGH ADVERTISING CAMPAIGNS, FACEBOOK AND THE TRANSIT OPTIONS PAGE ON THE GWRIDECONNECT WEBSITE.

---

NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- Commuter Buses were advertised as an option in the Free Lance Star and were featured in radio advertisements that ran in September.
- The new and improved FRED bus runs in Caroline were heavily promoted this quarter to build ridership through Facebook posts, website listing, and mail outs.

---

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH PROJECT

- Click here to enter text.

---

ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS/ACTIVITY

- Click here to enter text.

## ADVERTISING CAMPAIGNS

DESIGN NEW COLOR DISPLAY ADS FOR SEASONAL CAMPAIGNS.

### NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- A new color ad will be designed in the Winter for the Spring / Summer campaign.

### UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- Click here to enter text.

### ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS

- Click here to enter text.

PLACE LARGE COLOR DISPLAY ADS IN THE NEWSPAPER MONTHLY.

### NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- 15 large color display ads were placed weekly on Wednesdays and Sundays this quarter. Ads were not placed on or near holidays.

### UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- Click here to enter text.

### ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS

- Click here to enter text.

ADVERTISE GOOGLE ADWORDS ON A WEEKLY BASIS EACH MONTH.

### NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- GWRideConnect had 83,138 impressions on Google that resulted in 4,682 clicks through to the website. The website also had 17,974 page views this quarter.

### UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH PROJECT

- Click here to enter text.

### ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS/ACTIVITY

- Click here to enter text.

**ADVERTISE GWRIDECONNECT FACEBOOK PAGE ON A WEEKLY BASIS EACH MONTH.**

---

**NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS**

- GWRideConnect's Facebook page was advertised this quarter resulting in more persons liking and following the page.

---

**UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH PROJECT**

- [Click here to enter text.](#)

---

**ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS/ACTIVITY**

- [Click here to enter text.](#)

**CONDUCT FALL MARKETING CAMPAIGN / PLACE ALL ADS, BOOK RADIO SPOTS**

---

**NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS**

GWRideConnect conducted the Fall Advertising Campaign in September with radio advertising and fall themed display ads in the Fredericksburg Free Lance-Star. In addition to the Fall campaign GWRideConect advertised the program the following ways:

- Display ads ran in the Fredericksburg Free-Lance Star 15 times this quarter with summer and fall themed advertisements.
- GWRideConnect appeared on Google 83,138 times this quarter. The number of impressions resulted in 4,682 clicks to the website.
- Facebook advertising continued throughout the quarter. The GWRideConnect Facebook Page now has over 14,228 people that follow the page, more than the City of Fredericksburg.
- Radios spots were featured on 2 stations and ran 202 times in September.

---

**UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH PROJECT**

- [Click here to enter text.](#)

---

**ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS/ACTIVITY**

- [Click here to enter text.](#)

## COMMUTER LOTS

RENEW LEASE AGREEMENT WITH PROPERTY OWNER IN LADYSMITH TO LEASE 25 COMMUTER PARKING SPACES AT THE LADYSMITH PROFESSIONAL OFFICE BUILDING.

### NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- Staff renewed the lease agreement for 25 spaces at the Ladysmith office park on September 20, 2018 with the same terms as last fiscal year. The lease will run for 1 year and will need to be renewed September, 2019.

### UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- [Click here to enter text.](#)

### ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS

- [Click here to enter text.](#)

MAKE MONTHLY PAYMENTS FOR LEASED SPACES OF \$1.00 PER SPACE PER WORK DAY.

### NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- Staff makes monthly payments to all leased spaces based on the terms of the respective leases.

### UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- [Click here to enter text.](#)

### ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS

- [Click here to enter text.](#)

INSPECT ALL OF THE COMMUTER LOTS IN THE REGION AND MONITOR UTILIZATION THROUGHOUT THE YEAR.

### NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- All commuter lots were inspected in the second quarter in October to monitor utilization. Utilization was higher in the lots located in Stafford County.

### UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH PROJECT

- [Click here to enter text.](#)

---

ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS/ACTIVITY

- [Click here to enter text.](#)

**EMPLOYER / REALTOR OUTREACH**

**SET UP MEETINGS WITH EMPLOYERS IN THE REGION**

---

NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- [Staff has had discussions with staff at NSWC in Dahlgren regarding bus service in King George County.](#)

---

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- [Click here to enter text.](#)

---

ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS

- [Click here to enter text.](#)

**DISTRIBUTE RIDESHARE INFORMATION PACKETS AND CARDS TO LOCAL REALTORS, HOTELS, LIBRARIES AND EMPLOYERS AND TOURISM DEPARTMENTS**

---

NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- [Work continues in this area](#)

---

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- [Click here to enter text.](#)

---

ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS

- [Click here to enter text.](#)

**ATTEND JOB FAIRS THROUGHOUT THE YEAR AS INVITED BY EMPLOYERS.**

---

NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- [Staff attended the job fair at the Pentagon in July where they networked with other TDM professionals and assisted area residents.](#)

---

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH PROJECT

- [Click here to enter text.](#)

---

ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS/ACTIVITY

- [Click here to enter text.](#)

**TDM, BIKE AND PED PLANNING**

**ATTEND MEETINGS WITH FAMPO REGARDING BIKE AND PEDESTRIAN PLANNING**

---

NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- [Nothing to report this quarter.](#)

---

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- [Click here to enter text.](#)

---

ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS

- [Click here to enter text.](#)

**PROMOTE BIKE AND PEDESTRIAN TRAILS IN THE REGION THROUGH GWRIDECONNECT FACEBOOK PAGE.**

---

NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- [Work in this area continues.](#)

---

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- [Click here to enter text.](#)

---

ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS

- [Click here to enter text.](#)

**TRAVEL AND TRAINING**



TRAVEL TO MEETINGS THROUGHOUT THE YEAR.

NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- Staff attended the ACT National Conference in July and also the Act Chesapeake Chapter Meeting in October.

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- Click here to enter text.

ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS

- Click here to enter text.

TRAVEL TO JOB FAIRS.

NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- Please see above regarding job fairs.

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- Click here to enter text.

ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS

- Click here to enter text.

ATTEND CONFERENCES AND WORKSHOPS.

NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- Please see travel to meetings regarding this.

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH PROJECT

- Click here to enter text.

ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS/ACTIVITY

- Click here to enter text.

## COMPUTER / IT NEEDS

RENEW HOSTING FOR GWRIDECONNECT WEBSITE AND PURCHASE NEW COMPUTER EQUIPMENT FOR STAFF.

### NOTABLE 1<sup>ST</sup> QUARTER PROGRESS/ACCOMPLISHMENTS

- This hosting will be renewed this fiscal year 2019. Staff just purchased computer equipment for three staff members. Equipment was installed in the 2<sup>nd</sup> quarter.

### UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- [Click here to enter text.](#)

### ANTICIPATED 2<sup>ND</sup> QUARTER PROGRESS

- [Click here to enter text.](#)

<b>TDM Operating</b>	Output Target	Jul-18	Aug-18	Sep-18	Total	Oct-18	Nov-18	Dec-18	Total	Jan-19	Feb-19	Mar-19
<b>Free Rideshare Matching Program</b>												
# of new and previously assisted clients matched with existing vanpools, carpools or transit services	4,000	624	265	344	1,233				-			
# of express matched vanpools with new GWRideConnect clients going to the operators respective worksite.	104	341	486	510	1,337				-			
# of non-residents, and operators assisted that contact GWRideConnect.	2,500	307	585	650	1,542				-			
<b>Ridematching Data Continued</b>												
# of new to GWRideConnect ride matching applications processed	TBD	85	99	105	289				-			
# of ride follow up surveys	TBD	91	98	100	289				-			
# of ride matching responses	TBD	10	10	10	30				-			
Ride matching response rate	TBD	0%	0%	0%	0.00%							
# of successful matches (every mode)	TBD				-				-			
<b>Carpool Formation, Maintenance and Assistance</b>												
# of carpools formed / assisted through webpage	100	582	573	596	1,751				-			
<b>Transit Options: Commuter Bus, FRED, VRE and METRO / Promotion and Support</b>												
# of bus schedules distributed	1,300	85	99	105	289				-			
# of VRE / Metro guides distributed	2,000	170	201	200	571				-			
# of PTAB meetings attended	6	1	-	-	1	1			1			
<b>GWRideConnect Advertising</b>												
# of ads placed in Free Lance Star and other regional papers	100	5	5	5	15				-			
# of radio commercials	400	0	0	202	202				-			
# of Google impressions	3,000	24,854	30,139	28,145	83,138				-			
# of clicks through to the website	TBD	1,481	1,621	1,580	4,682				-			
<b>Facebook</b>												
# of posts	150	25	19	13	57				-			
# of page followers	1,000				14,165				-			
# of page likes	TBD				14,228				-			
# of page views	TBD	4,153	5,877	2,789	12,819				-			
<b>GWRideConnect Website</b>												
# of page views	TBD	5,894	6,480	5,600	17,974				-			
# of unique page views	TBD	4,518	4,920	4,383	13,821				-			
# of vanpool page views	TBD	1,593	1,845	1,485	4,923				-			
# of transit page views	TBD	1,404	1,573	1,474	4,451				-			
Bounce rate	TBD	66%	65%	69%	66.53%				-			
<b>Vanpool</b>												
# of vanpools formed	TBD	1	5	5	11				-			
# of VanStart requests	TBD	2	3	2	7				-			
# of VanSave requests	TBD	-	-	-	-				-			
# of Vanpools assisted	TBD	247	510	545	1,302				-			
<b>Commtuer Lots</b>												
# of spaces leased	3	105	105	105	105 total				-			
# of lot inspections	TBD			7	7				-			
<b>Employer / Realtor / New Resident Outreach</b>												
# of employee meetings	8	1			1				-			
# of job fairs attended	4	1			1				-			
# of rideshare packets / postcards distributed	2	5	94		99				-			
# of GWRideConnect Fact sheets for Fredericksburg Area Realtors		-	1,600	-	1,600				-			

