

**RESOLUTION NO. 19-02**

**AUTHORIZING EXECUTION OF AGREEMENT WITH THE VIRGINIA DEPARTMENT  
OF RAIL AND PUBLIC TRANSPORTATION**

**BE IT RESOLVED**, by the George Washington Regional Commission (‘the Commission’) that it’s Executive Director is authorized, for and on behalf of the Commission, hereinafter referred to as THE PUBLIC BODY, to execute and file an application with the Department of Rail and Public Transportation, Commonwealth of Virginia, hereinafter referred to as THE DEPARTMENT, for a grant of financial assistance in the amount of \$310,662 to defray eighty percent (80%) of the cost borne by THE PUBLIC BODY for a ridesharing program, GWRideConnect, and to accept from THE DEPARTMENT grants in such amounts as may be awarded, and to authorize the Executive Director to furnish to THE DEPARTMENT such documents and other information as may be required for processing the grant request.

The George Washington Regional Commission certifies that the funds shall be used in accordance with the requirements of Section 58.1-638.A.4 of the Code of Virginia; that THE PUBLIC BODY will provide funds in the amount of \$77,666 which will be used to match State funds in the ratio as required in such Act; that the records of receipts of expenditures of funds granted THE PUBLIC BODY may be subject to audit by THE DEPARTMENT and by the State Auditor of Public Accounts; and that funds granted to THE PUBLIC BODY for defraying the expenses of THE PUBLIC BODY shall be used only for such purposes as authorized in the Code of Virginia. The undersigned duly qualified and acting Chairman of THE PUBLIC BODY certifies that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the George Washington Regional Commission held on the 28<sup>th</sup> day of January, 2019, in Stafford County, Virginia.

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Meg Bohmke, Chairman

January 28, 2019



## *TDM Operating*

Application Status:  
Applicant: George Washington Regional Commission  
Application Number: 12983  
Fiscal Year: 2020  
Last Updated: 01/24/2019 by Diana Utz

### Project Information

Project Name: GWRideConnect

#### Project Description:

GWRideConnect is the ridesharing agency operated by the George Washington Regional Commission (GWRC). The region, one of the fastest growing in the State, consists of Stafford, Spotsylvania, Caroline, & King George counties & the City of Fredericksburg. GWRideConnect promotes ridesharing & transportation demand management techniques to assist persons seeking transportation options to their workplaces & other destinations. It is the goal of the program to promote, plan & establish transportation alternatives to the use of the single occupant vehicle, improving air quality, reducing congestion & improving the overall quality of life for the citizens of the region. GWRideConnect strives to be the recognized source for Transportation Demand Management planning and techniques in the region. The agency will perform a wide range of daily TDM activities in addition to supporting and maintaining the largest vanpool fleet in the State. GWRideConnect actively promotes and advertises the GWRideConnect program utilizing all advertising mediums.

GWRideConnect evaluates the program by collecting and tracking rideshare data daily and on a monthly and annual basis. Twelve types of rideshare data are collected including new & existing clients assisted, vanpools, carpools and buses formed and website and Facebook traffic

#### Project Justification:

## TDM Operating

GWRideConnect will conduct the following work components for FY20 to achieve the Goals, Objectives & Strategies set forth in the program's Six Year Transportation Demand Management Plan: 1)Free rideshare matching program, 2)Maintain and expand the GWRideConnect website, 3)Provide follow up assistance to all new GWRideConnect clients to track placement & provide additional assistance, 4)Facilitate the formation of vanpools/ maintain the existing vanpool fleet, 5)Operate the Advantage Self-insurance Program for vanpools, 6)Facilitate the formation of carpools & provide support, 7)Promote and assist clients with transit options including: VRE /Amtrak/METRO, 8)Assist FRED transit by serving on the PTAB and promote routes, 9)Promote & assist private commuter buses in region to maintain existing routes & expand future routes, 10)Advertise and promote GWRideConnect to grow and maintain the program,11)Work with VDOT and FAMPO to establish commuter parking lots, 12)Lease commuter parking spaces, 13)Outreach to Employer/ Realtor/New residents in the region, 14)Promote bike and pedestrian use and help plan bicycle infrastructure, 15)Reduce annual gasoline consumption, vehicle emissions, and VMT's 16)Work with the State to establish TDM strategies & techniques for major corridors & the region 17)Continue to implement the TDM Strategic Six Year Plan.

### Technical Capacity:

Katherine Gibson  
Deputy Director, George Washington Regional Commission  
540-642-1579  
Gibson@gwregion.org

Total Revenues:	\$0
Total Federal Aid:	\$0
Federal Fund Source:	None

### Project Information

Federal:	\$0
Source:	0
Description:	
Other:	\$0
Source:	
Total Revenues:	\$0

TDM Operating

Expense Item	Account	Amount
Advertising & Promotion Media	2360	\$67,359
Data Processing Supplies	2250	\$2,000
Fringe Benefits	2120	\$56,361
Indirect Costs	2460	\$110,035
Rental of Real Property	2410	\$6,550
Salaries and Wages	2110	\$141,223
Services & Maintenance Contracts	2440	\$800
Travel	2310	\$4,000
	Total:	\$388,328

Funding Deficit \$388,328

Project Schedules

Start Date: 7/1/2019

End Date: 6/30/2020

Date	Milestone / Event
07/01/2019	Other - Begin all work components described in the Grant application for FY20
07/02/2019	Other - Begin free ridematching and commuter assistance program for FY20
07/03/2019	Other - Weekly Activity / Marketing - Display Ads in the Free Lance-Star, Google Adwords, Facebook ads
07/05/2019	Other - Work with Metro to advertise station closings and promote other forms of transit during shutdowns.
07/08/2019	Other - Conduct GWRideConnect database survey of over 3,000 applicants
07/12/2019	Other - Promote Metro, VRE and all forms of transit throughout FY20
07/15/2019	Other - GWRideConnect Website - update and maintain as needed throughout FY20
07/15/2019	Other - Weekly Activity / Marketing - post up to 3 articles minimum on GWRideConnect Facebook Page
07/29/2019	Other - Weekly activity - Follow up surveys of all new applicants to determine placement

TDM Operating

08/02/2019	Other - Design a new Display Ad for the Free Lance-Star, Facebook and the website
08/04/2019	Other - Attend the ACT International Conference for staff training
08/05/2019	Other - Extend the lease agreement with property owner to lease 25 spaces in Ladysmith, Caroline County
09/15/2019	Other - Fall Marketing campaign begins with print, radio and social media
10/01/2019	Other - Extend lease agreements for 105 parking spaces in Spotsylvania and Stafford (CMAQ funding used)
10/07/2019	Other - Quarterly Activity / Prepare reports quarterly tracking program activity and progress
11/17/2019	Other - Fall Marketing Campaign ends
12/16/2019	Other - Prepare FY21 TDM Grant Application
01/05/2020	Other - Winter Marketing Campaign begins with print, radio and social media
01/06/2020	Other - Conduct second GWRideConnect database survey of over 3,000 applicants
02/29/2020	Other - Winter Advertising Campaign Ends
05/01/2020	Other - Spring / Summer Marketing Campaign begins with print, radio and social media
06/29/2020	Other - Spring / Summer Marketing Campaign ends
06/30/2020	Other - Prepare 4th quarter final report with status on activities and outcomes of FY20



Virginia Department of Rail and Public Transportation

TDM OPERATING ASSISTANCE AND
MOBILITY PROGRAMS
SUPPLEMENTAL GRANT APPLICATION

This document must be completed and attached to each TDM Operating Assistance and Mobility Program grant application in order for the application to be considered.

This supplemental grant application is for OLGA Grant Application Number:

12983

This application is for the following grant program: (Check Only One) Click on box to check.

- TDM Operating Assistance
Mobility Programs

If this is a Mobility Programs application, check the type of program/project: (Check Only One) Click on box to check.

- Employer Services/Outreach
Vanpool Program
Other

Name of Applicant Agency (as appears in the OLGA Account):

George Washington Regional Commission

Program/Project Contact:

Contact Name: Katherine Gibson

Contact Title: Deputy Director, George Washington Regional Commission

Contact Email: Gibson@gwregion.org

Contact Phone Number: 540-642-1579

Program/Project Name: GWRideConnect

**Describe the Service Area of Program/Project (Be specific and note target areas rather than an entire county or city): Use as much space as needed.**

GWRideConnect is the ridesharing agency for the George Washington Regional Commission. GWRideConnect serves the George Washington Region which consists of Stafford, Spotsylvania, Caroline, and King George counties and the City of Fredericksburg. GWRC is one of the fastest growing regions in the State of Virginia with one of the most congested corridors, I-95, which runs through four of the region's localities. The stretch of I-95 between Stafford County and Washington, D.C. has been named the most congested highway in the Country. Since 2000, GWRideConnect's service area has grown more rapidly than any other region in Virginia. The majority of the region's growing population lives in the urbanized area surrounding the City of Fredericksburg. Located about 50 miles southwest of the District of Columbia, GWRideConnect's 1,410 square-mile service area is currently home to approximately 333,000 residents and 163,000 jobs. The region primarily serves as a feeder market for Washington, D.C. to the northeast, and to a lesser extent, Richmond to the southeast. The City of Fredericksburg and military installations at Quantico, Fort A.P. Hill, Dahlgren, and the Naval Surface Warfare Center are also significant local employment centers.

The population of GWRideConnect's service area has increased by more than 400 percent since 1960. In 1980, the region surpassed Northern Virginia as the fastest growing region in the State. Since 2000, the population of the George Washington Region has grown at nearly triple the rate of the Commonwealth as a whole. Stafford County has the largest population of any jurisdiction in the region, followed by Spotsylvania County. More than 75% of the region's population resides in these two counties.

**Does your agency have a TDM Plan that has been adopted by your agency's governing body? Click on box to check.**

YES Date adopted: June, 2015

NO

**If the answer to the above question is YES, is this program/project and all of its components included in the agency's TDM Plan? Click on box to check.**

YES

NO

**If NO, explain what conditions changed to merit this non-planned program/project: Use as much space as needed.**

N/A

**What transportation problem(s) will this program/project solve? Use as much space as needed.**

The George Washington Region has historically been considered a bedroom community of Washington, D.C. / Northern Virginia, given its location along I-95, just south of several military installations in the National Capital Region and major employment centers in the Washington, D.C. metropolitan area. GWRC is one of the fastest growing regions in the State of Virginia, with a large daily, commuter population commuting out of the region. As stated above, the stretch of I-95 between Stafford County and Washington, D.C. has been named the most congested highway in the Country. This congestion leads to major mobility problems that result in lost travel time, traffic safety concerns, economic development impacts and air quality issues. Air quality issues have resulted in the City of Fredericksburg and Stafford and Spotsylvania counties being included in the Fredericksburg Non-attainment area for air quality. GWRideConnect provides the critical function of helping residents who commute out of the region understand all of the non-SOV mode choices available. GWRideConnect promotes and facilitates access to alternatives to the use of the single occupant vehicle (SOV), improving air quality, reducing congestion, and improving the overall quality of life for the citizens of the region. The program performs a wide range of daily TDM

activities outlined in the program component section of this application, including ride-matching assistance, employer outreach, and coordination with local and regional transit agencies. In addition, GWRideConnect maintains a fleet of over 365 vanpool vehicles, the largest in Virginia and manages the AdVANtage vanpool self-insurance pool for the entire State of Virginia. GWRideConnect also provides financial assistance to newly forming vanpools as well as to vanpools in danger of ceasing operation.

**How was the problem(s) identified? Cite specific and research and other data to support the problem(s) identified. Attach research studies and data used. Use as much space as needed.**

The congestion problem exists both inside and outside of the GWRC region. There are many identifying factors that contribute to congestion including the lack of local and commuter transit infrastructure, population growth and commuting patterns. These contributing factors were identified and explored in the Transportation Demand Management Strategic Six Year Plan. This plan was adopted by the George Washington Regional Commission in June 2015. The plan also explores land use and development in each locality and then looks at mode split. This information can be found in Chapter 1, pages 5 through 20. Based on the transportation problem, needs and solutions were identified. In addition to the Six Year Strategic TDM Plan, according to an Inrix study conducted in 2017, Stafford County, which is part of the GW region has one of the the worst traffic hotspots of congestion in the United States. Sited in the study, exit 133A off of I-95 in Stafford County was identified as the worst spot along the I-95 Southbound corridor. The study reports that, "Traffic jams on I-95 stretched an averaged 6.47 miles with an average duration of 33 minutes, leading to \$2.3 billion in lost time, wasted fuel and carbon emitted over a decade". As a solution to this problem, this area of Stafford has the largest concentration of vanpools originating from the region.

The mission of GWRideConnect is to promote, plan and establish transportation alternatives to the use of the single occupant vehicle, thus improving air quality, transportation system efficiency, and quality of life for the citizens of the City of Fredericksburg and the counties of Stafford, Spotsylvania, Caroline, and King George. Through its efforts to fulfill this mission, GWRideConnect supports the mission of the larger organization, the George Washington Regional Commission to coordinate planning to ensure economic competitiveness, reduce redundancy in government, improve efficiency, enhance services, and improve implementation time of regional projects. The vision of GWRideConnect is that of a region where everyone is aware of the options to bike, walk, take transit, or share the ride to meet their transportation needs.

**PERFORMANCE MEASURES**

**List the Goal(s) for This Grant**

*A goal is a statement about the expectation of what should happen as a result of your program/project (the desired result or outcome). Serves as the foundation for developing your program/project and its objectives.*

1. Quality of Life - enhance the quality of life in the GWRC Region by maintaining and facilitating access to transportation resources that provide alternatives to driving alone.
2. Choices - make it practical and easy to share the ride or take transit within and beyond the GWRC Region.
3. Culture of support - create a culture of support for TDM, transit, bicycle, and pedestrian transportation such that they are an integrated component of the planning process in the GWRC region.
4. N/A



**List the Objective(s) to Fulfill or Achieve Each Goal**

*Objectives describe the activities/services/strategies/programs that will be utilized to achieve the goals above. All objectives must be S.M.A.R.T in nature and a goal can have more than one objective.*

<b>Goal 1</b>	<p><input type="checkbox"/> Enable residents and workers to reduce commute times and costs by the following:</p> <ul style="list-style-type: none"><li>-Increase awareness of transportation alternatives and solutions to the residents of the region. Push relevant information out to the commuting public through fresh GWRideConnect website content and the GWRideConnect Facebook Page thus increasing applicant placement in multiple modes. Increase the number of GWRideConnect website visitors to over 60,000 per year. Increase the number of Facebook followers by 1,000. Advertise vanpools with vacancies on the website to aid in applicant placement.</li><li>-Ensure that residents and workers are aware of ridesharing and transit services. Advertise and promote ridesharing and transit services by promoting the overall GWRideConnect program. Place 100 display ads in the Fredericksburg Free Lance-Star, utilize on-line advertising by placing 350,000 Google Adwords, maintain 16,000 click throughs to the website and maintain 14,000 Facebook followers, conduct 3 advertising campaigns which will utilize radio on 3 different stations with 400 commercials.</li><li>-Reach out to employers in the region through meetings and be available to assist employers with TDM activities at their workplace. Schedule 4 to 8 meetings per year and attend 4 Job Fairs outside of the region. Establish GWRideConnect as a resource to employers in developing TDM strategies at their workplace to reduce VMTs in the region thus reducing congestion in commuting to the workplace.</li><li>-Reach out to local realtors, libraries and "extended stay" hotels to educate them about GWRideConnect and to provide information that can be distributed to residents. Distribute 2,000 rideshare information packets to employers and realtors in the region for FY20.</li></ul>
<b>Goal 2</b>	<p><input type="checkbox"/> Maintain and grow the number of people using TDM and transit services by the following:</p> <ul style="list-style-type: none"><li>-Match 4,000 clients with existing vanpools, carpools or transit services and produce 4,000 letters/packets for FY20.</li><li>-Maintain and grow the 365 vanpools in the region and form 40 additional vanpools to reduce vehicle miles travelled and number of trips in the region and along the I-95 corridor.</li><li>-To further reduce VMT's and trips reduction, promote existing transit options such as commuter bus, VRE and Metro and the local FRED bus. Increase the number of visitors to the Transit Options webpage by 15,000 visitors per year. Distribute 2,000 riders guides, 2,000 Metro guides and 1,300 bus schedules. Assist thousands of residents each year, matching them to existing transit providers and resources that they were not previously aware of.</li></ul>
<b>Goal 3</b>	<p><input type="checkbox"/> Increase awareness and support of TDM benefits by employers, government agencies, community leaders, and elected officials.</p> <ul style="list-style-type: none"><li>-Staff will attend monthly FAMPO meetings and provide input as needed. GWRideConnect staff will make presentations to the GWRC Commission on the GWRideConnect program, highlighting accomplishments and the impact the program has on congestion and mobility. Staff will also serve as a voting member of the FAMPO Technical Advisory Committee, having input on regional transportation issues.</li></ul>

GWRideConnect staff will continue to serve as a voting member of the FRED Public Transit Advisory Board as well as a voting member of the Vanpool Alliance's Public Advisory Board. GWRideConnect staff will continue to provide written work regarding the GWRideConnect program as requested by regional planning departments to include in respective Comprehensive Plan Updates. Staff will serve as requested on pertinent committees where TDM input is needed in the region.

**Goal 4**     N/A

**BUDGET DETAIL**

**What is the source of the local match for this program/project?**

George Washington Regional Commission

**Budget categories and budget detail requirements** *(covers some but not all of the budget categories)*

**Salaries and Wages:** List the staff names and titles, description of duties for this program/project and the percentage of total salaries and wages charged to this program/project. Attaching staff's official job description is helpful

**Fringe Benefits:** Detail what is covered by this budget.

**Education & Training:** List the name, purpose and location of each education and training session and staff names planning to attend them.

**Supplies & Materials:** List the supplies anticipated to be purchased with this budget.

**Travel:** List the types of travel to be charge and what travel charges are covered by this budget. Include the names and locations of workshops and similar travel, especially if overnight travel will be needed.

**Printing & Reproduction:** List all of the items that will be printed or reproduced.

**Advertising & Promotional Media:** List the advertising and promotions that will be charged; include names of publications and media.

**Dues & Subscriptions:** List each membership organization, subscription and approximate amounts

**Indirect Costs:** Describe what is covered in this cost. **(not eligible for Mobility Programs grants)**

**Professional Services:** List the number and titles of contractor staff and describe the work they will perform. **(This budget item is for contract staff time expenses only. All other contractor expenses should be listed in separate budget categories.)**

- Guaranteed/Emergency Ride Trips:** Note how many trips this budget includes. Provide details of the operations of the G/ERH program in the next section on Special Program/Project Components.
- Promotional Items:** List the items to be purchased and the estimated unit cost. Include an explanation of how, when and for what purpose or event they will be used.
- Incentives:** List the amount, type, product name and the recipients of incentives to be provided. Provide details of incentive program operations in the next section on Special Program/Project Components.

For each budget category used in the OLGA application, enter the budget category name and describe in detail the expenses that budget category will cover.

Budget Category	Budget Detail
Advertising and Promotion Media	<p>Costs include newspaper advertisements, radio promotions, social media advertising, on-line advertising and website promotion for the marketing of the GWRideConnect program to specifically include the following: Display Ads, (3col x 6) 5 times per month placed in the Free Lance-Star newspaper throughout the year. Social Media Marketing consisting of the following: 350,000 Google AdWords text and display, Facebook Page, Facebook Advertising and GWRideConnect Website and pages.</p> <p>-Fall and Winter radio advertising campaign will begin in September and in January utilizing 15 second radio spots sponsoring the weather and traffic reports during drive times, 2 to 3 spots per day on WFLS, B101.5 and WVBX for a total of 400 spots per campaign, in addition to the monthly advertising. Spring and Summer radio advertising campaigns will begin in May and run through June utilizing 15 second radio spots sponsoring the weather and traffic reports during drive times, 2 to 3 spots per day on WFLS, B101.5 and WVBX with the same frequency as the Fall campaign, along with the existing monthly advertising.</p>
Data Processing	Cost for Laptop to use at jobfairs and teleworking of GWRideConnect staff
Salaries and Wages	GWRC Deputy Director - Kate Gibson Manage and direct the GWRideConnect Program. Oversee all work activities of the daily operation of the GWRideConnect program. Work

with TDM staff in creating and implementing new programs and insuring daily rideshare activities flow smoothly. Supervise, assign tasks and assist the GWRideConnect Assistant Director and where applicable the Transportation Demand Management Planners. Work with local private property owners to lease commuter parking spaces, write leases and oversee payment. Prepare all grant applications, quarterly reports and all other requested reports for DRPT. Work with FAMPO to request annual CMAQ allocations for GWRideConnect and plan activities to utilize CMAQ monies. 20 hours per week 100% charged to DRPT grant.

Assistant Director, GWRideConnect - Leigh Anderson

Assist the GWRC Deputy Director in overseeing all work activities of the daily operation of the GWRideConnect program that fulfills the Grant application and the Six Year Strategic TDM Plan. Insure that daily rideshare activities are executed and flow smoothly. Supervise, assign tasks, assist and train the full time and part time Transportation Demand Management Planners. Manage and oversee the operation and maintenance of the GWRideConnect and Commuter Connections database. Oversee the GWRideConnect Website programing, maintenance and update content. Oversee the GWRideConnect Database Programing and software development as necessary. 40 hours per week (60% of total salary charged to Vanpool Connections Grant), 30% charged to GWRideConnect grant, 10% funded through CMAQ.

Transportation Demand Management Planner II - Joanna Roberson

Assist all clients with Rideshare information via phone, email, fax or other. Input Rideshare client data into GWRideConnect database and

	<p>Commuter Connections database. Email and mail out rideshare matchletters and rideshare packets. Keep both databases updated and keep records of all Rideshare related activities. Complete other TDM duties as assigned. 40 hours per week / 85% of salary charged to GWRideConnect / 15% charged to CMAQ</p> <p>Transportation Demand Management Planner I - (Position will be filled July 1, 2019)</p> <p>Assist all cilients with rideshare information, input rideshare client data into GWRideConnect database. Continue establishing an employer outreach and realtor outreach program. Assist with marketing and representing GWRideConnect at job fairs and other outreach projects. 40 hours per week 80% of salary charged to GWRideConnect grant / 20% charged to CMAQ</p>
Fringe Benefits	Schedule of Benefits includes: social security, medicare, workers comp, retirement,health insurance, life and disability insurance for 3 employees
Indirect Costs	These costs are outlined in the approved Indirect Cost Allocation Plan which is attached.
Rental of real property	Lease 25 parking spaces from private property owner in Ladysmith at the cost of \$1 per space per working days. Vehicles are allowed to park for free on weekends. These spaces are located in Ladysmith in Caroline County Va.
Services and Maintenance Contracts	Website and database hosting includes: SSL certificate, website hosting from WSP and Siteground.
Travel	Travel expenses such as milege, parking, tolls, lodging where applicable at meetings, job fairs. All GWRideConnect staff will be travelling to meetings where applicable including Leigh Anderson. Leigh Anderson and Kate Gibson will be travelling for training to the Act National Conference in New York City for FY20


**SPECIAL PROGRAM/PROJECT COMPONENTS**

*In this section, describe in detail special components of the program/project that are promoted independently. This includes, but not limited to all activities/services/strategies/programs funded by this grant, including **Guaranteed/Emergency Ride Home** programs, **incentive** program, **contests** and **challenges**, **ridematching** program, **Try Transit Week**, etc.*

<b>Program/Project Component Name:</b>	<b>Free Ridematching Program</b>
Explain how the program/project component will operate.	GWRideConnect’s ridematching program assists thousands of residents each year, matching them to existing transit providers and resources that they were previously not aware of. This information provides residents with solutions / alternatives to the SOV commute which may result in eliminating their vehicle from the road, thus placing them into shared transportation. The matching service produces a match letter that is emailed or sent in a complete Rideshare packet with pertinent transit related material and GRH information. GWRideConnect will strive to match 4,000 rideshare clients and produce 4,000 letters/packets. In addition to this staff will express match / email 3,300 new applicants to vanpools with vacancies. Staff will also conduct database surveys of 4,800 applicants and all vanpools, carpools and bus runs to maintain database accuracy and improve matching effectiveness. As part of this component we will assist all clients that contact GWRideConnect and help provide or answer transportation / TDM related questions.
What specific marketing tools/activities will be utilized to promote the component?	The matching program will be promoted as part of the general GWRideConnect marketing services that includes print, radio, Google AdWords and social media as well as through realtor and employer outreach.
How will the component be measured for success?	The number of clients matched will be recorded monthly with the target goal of 4,000 applicants matched for FY20.
What results will be documented?	All clients that contact GWRideConnect will be recorded via Excel tracker spreadsheets and compared monthly.

<b>Program/Project Component Name:</b>	<b>GWRideConnect Website</b>
Explain how the program/project component will operate.	The GWRideConnect Website acts as a transportation clearing house of information that provides residents with immediate access to transportation options and solutions. Residents can access this information anytime, apply online for a matchlist, find a vanpool with a vacancy, link to mass transit, etc. With access to transportation alternative information, residents can easily find non-sov modes for work and leisure trips which eliminates their sov trips. The recently updated site invites the visitor in and offers transportation solutions for virtually every need. Each mode such as carpool, vanpool and transit has a webpage designed specifically for that mode and user. The website has additional pages that feature information on commuter lots, bicycle and

	pedestrian needs, mobility options and more. In addition to these features the site contains fillable rideshare applications, posted pools with vacancies, promotes the program with the latest Rideshare news and features a link to the popular Facebook Page.
What specific marketing tools/activities will be utilized to promote the component?	The GWRideConnect website will be marketed using Google Adwords, social media such as Facebook and through radio advertising.
How will the component be measured for success?	Using Google Analytics, staff will monitor usage of the website on a monthly basis determining what transit modes are attracting the most attention. In conjunction with this new applicant activity, van and carpool formation rates will be monitored and compared from month to month. The target goal for this component would be to attract 60,000 visitors to the website for FY20.
What results will be documented?	The number of visitors will be documented monthly and annually for overall usages. The individual pages such as Transit Options, will also be documented.
<b>Program/Project Component Name:</b>	<b>Client Follow-up</b>
Explain how the program/project component will operate.	A Follow up is a call back / email survey that is sent to all new applicants and all new carpools and vanpools. This survey determines if the new applicant found a ride and what mode they switched to. It also determines if new pools were successful in obtaining riders. Follow up surveys will be emailed out on a weekly basis to all new applicants. Staff will review all returned surveys to determine placement from SOV to HOV and record the modes. Staff will also update the database as required by any corrections made on returned surveys. We would estimate that staff will conduct 1,000 follow-up surveys for FY20.
What specific marketing tools/activities will be utilized to promote the component?	The follow up is a tool to informally determine placement and to provide additional assistance if needed. Follow up surveys are promoted by word of mouth when a new rideshare client enrolls in the GWRideConnect program.
How will the component be measured for success?	Staff conducts follow up surveys and tracks placement. The follow up survey is used to obtain valuable feed-back from clients, helps self-evaluate the ride matching program and keeps the databases clean.
What results will be documented?	The number of follow up surveys are recorded on the GWRideConnectExcel Tracker spread sheet.
<b>Program/Project Component Name:</b>	<b>Carpool Formation, Maintenance and Assistance</b>
Explain how the program/project component will operate.	Assist with the formation and assistance of new formal carpools and instant (slugging) carpools in the region. Promote the benefits of carpooling which include utilizing the I-95 express lanes for free.
What specific marketing tools/activities will be utilized to promote the component?	Carpooling will be promoted as part of the general GWRideConnect marketing services that include print, radio, Google AdWords and social media as well as through realtor and employer outreach.
How will the component be measured for success?	Strive to assist with slugging and form 10 new formal carpools for FY20. Increase the number of visitors to the Carpool Connections page to over 7,000.
What results will be documented?	The number of new carpools formed and assisted will be recorded on the GWRideConnect Excel Tracker spread sheet.
<b>Program/Project Component Name:</b>	<b>Transit Options: Commuter Bus, FRED, VRE and METRO / Promotion and Support</b>

<p>Explain how the program/project component will operate.</p>	<p>Assist and promote the private Commuter bus company in the region and continue to support and promote the Fredericksburg Regional Transit System. Promote bus runs by distribution of schedules, advertising and updating the Transit Options webpage. Promote VRE and Metro through promotional materials and advertising campaigns. The Transit Options Webpage on the GWRideConnect website promotes VRE, Metro, commuter bus and all transit available in and outside of the region. This page had over 15,00 visitors in FY19 which will also be the goal for FY20. Staff will distribute over 2,000 VRE rider's guides, 1,300 FRED bus schedules, 2,000 Metro maps and continue to sit as a voting member of FRED's Public Transit advisory Board.</p>
<p>What specific marketing tools/activities will be utilized to promote the component?</p>	<p>Transit Options will be promoted as part of the general GWRideConnect marketing services that include print, radio, Google AdWords and social media as well as through realtor and employer outreach.</p>
<p>How will the component be measured for success?</p>	<p>This strategy will be measured by tracking visitors to the Transit Options page and by distribution of brochures, schedules and rider guides.</p>
<p>What results will be documented?</p>	<p>Website visitors will be documented monthly as well as the transit information distribution totals.</p>
<p><b>Program/Project Component Name:</b></p>	<p><b>Advertising and Promotion</b></p>
<p>Explain how the program/project component will operate.</p>	<p>Advertise and promote the GWRideConnect program through print media, radio, website and social media in every locality in the region. Monthly advertising will consist of designing and advertising large color display ads advertising the GWRideConnect program and placing 100 ads in the Fredericksburg Free Lance-Star and other regional newspapers. Monthly advertising will also include Google Adword advertising and Facebook advertising. In addition to the normal monthly advertising, Fall, Winter, Spring/Summer themed Marketing Campaigns will utilize all media modes including 400 radio commercials on 3 local stations, 350,000 Google Adwords and Facebook advertising.</p>
<p>What specific marketing tools/activities will be utilized to promote the component?</p>	<p>Marketing tools used to promote and advertise the GWRideConnect program monthly will be Display Ads in the Free Lance-Star newspaper, Google Adwords, Facebook and Facebook advertising. The Fall, Winter and Spring campaigns will utilize radio advertising in addition to the regular monthly advertising. Each campaign will target seasonal themes.</p>
<p>How will the component be measured for success?</p>	<p>This component will be measured by monitoring Google analytics to determine if there was an increase in visitors to the website, also close monitoring of the number of new applicants that came into the program and the number of previous applicants assisted.</p>
<p>What results will be documented?</p>	<p>Website visitors will be documented as well as all rideshare database statistics that are tracked monthly on the Excel Tracker spread sheet.</p>
<p><b>Program/Project Component Name:</b></p>	<p><b>Commuter Lots</b></p>
<p>Explain how the program/project component will operate.</p>	<p>Commuter Lots in the GWRC region are a critical tool that provides commuters with a staging area for vanpool and carpool formation and operation. Working with VDOT and FAMPO to strategically locate commuter parking puts parking where densities can support the lot and citizens can best utilize it. A strategically located commuter lot can increase the formation of bus, car and</p>



	vanpools as well as slug lines. All of these modes reduce traffic congestion and work trips. GWRideConnect also leases spaces for commuters in areas where VDOT parking does not exist. For FY20 we will continue to lease 25 parking spaces from a private property owner in Ladysmith, Caroline County. Staff will continue to monitor the utilization of existing VDOT commuter lots quarterly and provide assistance to FAMPO and VDOT to plan for future lots.
What specific marketing tools/activities will be utilized to promote the component?	All leased commuter lots in addition to all VDOT commuter lots are advertised and promoted on the Commuter lots page on the GWRideConnect website.
How will the component be measured for success?	Success for commuter lots will be measured by utilization rates.
What results will be documented?	Utilization rates of all commuter lots are documented and distributed to FAMPO.
<b>Program/Project Component Name:</b>	<b>Employer / Realtor / New Resident Outreach</b>
Explain how the program/project component will operate.	<p>Employer Outreach - GWRideConnect outreaches to major employers in the region (NSWC and Quantico) to help establish transportation demand management techniques at their worksites and assist with established programs. Staff attends job fairs outside of the region when invited to major employment sites.</p> <p>Realtor Outreach - GWRideConnect works with realtors in every locality in the region and provides them with informational packets to distribute to home buyers and new residents to the region. Packets include transit and TDM information. GWRideConnect currently works with the "Extended Stay" hotels in the region. Typically there are commuters that live at these hotels while waiting to move into a permanent residence. Staff provides GWRideConnect packets to the residents with general commuting information. Staff will schedule up to 4 meetings with existing employers in the region for FY20.</p>
What specific marketing tools/activities will be utilized to promote the component?	Staff will utilize facebook and emails to reach the Realtor community. We currently work with the Fredericksburg Area Association of Realtors to distribute thousands of emails out to them promoting the services of GWRideConnect. Email and Facebook will be utilized for employee outreach efforts.
How will the component be measured for success?	This component will be measured by the number of new employer inquiries, the number of new applicants to the program and the number of new website visitors.
What results will be documented?	The results of this component will be documented through the monthly documentation of all work components that are tracked, such as number of visitors to the website, etc.

## **GW RideConnect Staff Positions and Salaries FY20**

### **GWRC Deputy Director - Kate Gibson**

- Manage and direct the GW RideConnect Program, for the George Washington Regional Commission, establishing and promoting a strong local Transportation Demand Management Program to assist citizens with transportation alternatives and to increase the number of carpools, vanpools and transit options for commuters inside Planning District 16
- Oversee all work activities of the daily operation of the GW RideConnect program to achieve the Goals and Objectives set forth in the TDM Plan. Work with TDM staff in creating and implementing new programs and insuring daily rideshare activities flow smoothly.
- Supervise, assign tasks and assist the Assistant Director and where applicable the Transportation Demand Management Planners
- Work with local private property owners to lease commuter parking spaces, write leases and oversee payment.
- Promote and assist FREDericksburg Regional Transit as serving as GWRC's appointee as an alternate voting member on the Public Transit Advisory Board.
- Prepare all grant applications, quarterly reports and all other requested reports for DRPT
- Work with FAMPO to request annual CMAQ allocations for GW RideConnect and plan activities to utilize CMAQ monies

20 hours per week

Salary FY20 - \$41,200

Percent Charged to Grant Program – 100%

## **GWRideConnect Assistant Director – Leigh Anderson**

- Assist the GWRC Deputy Director in overseeing all work activities of the daily operation of the GWRideConnect program that fulfills the Grant application and insure that daily rideshare activities are executed and flow smoothly.
- Supervise, assign tasks, assist and train the full time and part time Transportation Demand Management Planners.
- Manage and oversee all activities related to operating the ADVANTAGE Self Insurance Vanpool program for all vanpools in the State. Assign staff as necessary.
- Act as a vanpool liaison between GWRideConnect and the local vanpools. Work directly with vanpools to assist them in keeping their vanpools full. Educate all vanpools on the various programs for them such as the Van Start and Van Save program, the Transit Benefits program, the Advantage Self Insurance Program for vanpools and the new NTD Vanpool Alliance Program.
- Work with FAMPO staff and VDOT to monitor and assess the need for commuter lots in the Region, monitor utilization and help coordinate location and design of new lots.
- Promote and assist FREDericksburg Regional Transit and the local commuter bus companies in the region.
- Manage and oversee the operation and maintenance of the GWRideConnect and Commuter Connections database.
- GWRideConnect Website programing and maintenance and assist with design
- Oversee the GWRideConnect Database Programing and software development as necessary
- Work and coordinate the GWRideConnect program with VDOT, VDRPT, FAMPO and local planning agencies on transportation demand management practices that will reduce traffic congestion and improve air quality.
- Work with FAMPO staff to promote bicycle and pedestrian use and to increase the awareness of the facilities in the region.
- Serve as a voting member of the Fredericksburg Area Metropolitan Planning Organization (FAMPO) Technical Committee and serve as a voting member on FAMPO's Interagency Consultation Group for Air Quality.

- Perform field work involving commuter lot surveys, commuter lot promotions, slug lines, commuter highway sign needs.
- Assist in various public outreach activities, attend Commuter Connections Meetings, and other transportation meetings as necessary. Attend job related seminars, conferences and training sessions that may involve some travel.

Full Time GWRideConnect Position, 40 hours per week

Salary FY20 – \$61,800

Percent Charged to Grant Program – 90%

Amount of salary charged to GWRideConnect Grant - \$22,248, amount of salary charged to Vanpool Connections grant - \$33,372, amount charged to CMAQ \$6,180

## **Transportation Demand Management Planner II – Joanna Roberson**

- Develop an overall knowledge of the GWRideConnect program and be able to explain the program to all clients and citizens of the George Washington Region.
- Assist all Rideshare clients with Rideshare information via phone, email, fax or other.
- Input Rideshare client data into GWRideConnect database and Commuter Connections database.
- Keep both databases updated which involves updating thousands of data records annually.
- Prepare GWRideConnect match letters and corresponding information for Rideshare clients.
- Prepare GWRideConnect packets with information needed for Rideshare clients, TDM Planner and TDM Director when needed.
- Assist Assistant TDM Director with managing the Advantage program for vanpools in the State.
- Assist and / or conduct rideshare database surveys and input results into databases
- Work with local bus companies to insure that their schedules are current, inform the Assistant TDM Director if bus operators need assistance.
- Review all follow up surveys to all new rideshare clients, edit databases and provide additional information to clients if necessary.
- Record all Rideshare data needed for GWRideConnect monthly performance reporting and evaluation purposes.
- Complete miscellaneous tasks as assigned by Deputy TDM Directors.
- Attend monthly GWRC Meetings and prepare minutes.

Full Time Position, 40 hours per week

Salary FY20 - \$51,500

Percent Charged to Grant Program – 85% / 15% charged to CMAQ

## **Transportation Demand Management Planner 1 – To be filled**

- Develop an overall knowledge of the GWRideConnect program and be able to explain the program to all clients and citizens of the George Washington Region
- Continue to establish an Employer and realtor Outreach Program to target local work sites to increase the number of local carpools and vanpools in the region.
- Assist with implementing an effective marketing program for GWRideConnect to increase awareness of the program utilizing print, radio and social media.
- Assist with the program's website and Facebook Page to insure that the site and page are updated, user friendly and an effective tool in marketing and outreach for design and content.
- Provide ridesharing and transportation information to clients.
- Input Rideshare client data into GWRideConnect database and prepare GWRideConnect match letters and corresponding information for Rideshare clients.
- Assist with performance data collection
- Support staff in various project-based work
- Assist in various public outreach activities, attend Commuter Connections Meetings, and other transportation meetings as necessary. Attend job related seminars, conferences and training sessions that may involve some travel.
- Represent GWRideConnect at Job Fairs and Employer Outreach Fairs, locally and in Northern Virginia and D.C.
- Perform field work involving commuter lot surveys, commuter lot promotions, slug lines, commuter highway sign needs.
- Develop and implement an effective marketing program for GWRideConnect to increase awareness of the program. Oversee the program's website and Facebook Page, insure that the site and page are updated, user friendly and an effective tool in marketing and outreach for the GWRideConnect program.
- Other duties as assigned.

Full Time Position

Salary FY20 - \$40,000

Percent Charged to Grant Program –85 % / 15% charged to CMAQ