



TDM Operating

Application Status:
Applicant: George Washington Regional Commission
Application Number: 11521
Fiscal Year: 2019
Last Updated: 01/17/2018 by Diana Utz

Project Information

Project Name: GWRideConnect

Project Description:

GWRideConnect will conduct the following work components for FY19 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. This includes administering the Van Start program and education and promotion of Vanpool Alliance, transit benefits and Advantage, 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 Pla

Project Justification:

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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 offers an effective suite of vanpool services including the ADVANTAGE vanpool self-insurance pool for all vanpools 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

Technical Capacity:

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

Project Information

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

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Expense Item	Account	Amount
Advertising & Promotion Media	2360	\$85,400
Data Processing Supplies	2250	\$5,500
Fringe Benefits	2120	\$67,605
Indirect Costs	2460	\$136,310
Rental of Real Property	2410	\$6,550
Salaries and Wages	2110	\$183,656
Services & Maintenance Contracts	2440	\$7,000
Travel	2310	\$4,000
	Total:	\$496,021

Funding Deficit \$496,021

Project Schedules

Start Date: 7/1/2018

End Date: 6/30/2019

Date	Milestone / Event
07/03/2018	Other - Begin free ridematching and commuter assistance program for FY19
07/03/2018	Other - Administration of the Advantage program for FY 19 - renew policies for enrolled vanpool operators
07/03/2018	Other - Advantage Program / increase rates for Advantage policy holders / update cash values on vehicles
07/03/2018	Other - Begin strategies and program components in the Annual Work Plan for FY19
07/06/2018	Other - Conduct GWRideConnect Database survey of 3,000 applicants
07/09/2018	Other - GWRideConnect Website - update and maintain as needed throughout FY19
07/11/2018	Other - Weekly Activity / marketing - Display Ads Free Lance-Star, Google Ad-words, Facebook Ads
07/11/2018	Other - Weekly activity / marketing - Post up to 3 articles weekly on GWRideConnect Facebook Page

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07/16/2018	Other - Promote Metro, VRE and all forms of transit throughout FY19
07/27/2018	Other - Weekly activity - follow up surveys of all new applicants to determine placement
07/28/2018	Other - Attend ACT National Conference for staff training
08/01/2018	Other - ADVANTAGE Program Website Update
08/01/2018	Other - Extend the lease agreement with property owner to lease 25 spaces in Ladysmith, Caroline County
08/01/2018	Other - Administer the Van Start program
08/06/2018	Other - Vanpool Alliance Program - Promote, market and educate vanpool operators about program benefits
09/03/2018	Other - Promote bicycle and pedestrian use and safety throughout FY19
09/10/2018	Marketing Campaign Begins - Begin Fall Marketing Campaign with print, radio and social media
10/01/2018	Other - Extend annual lease agreements for 105 parking spaces in Stafford and Spotsylvania counties
10/05/2018	Other - Quarterly Activity / Prepare quarterly reports to track activity and progress
11/23/2018	Marketing Campaign Completed - Fall Marketing Campaign ends
12/17/2018	Other - Prepare FY20 TDM Grant Application and Annual Work Plan
01/04/2019	Other - Conduct GWRideConnect Database survey of over 3,000 applicants to ensure data accuracy and provide
01/07/2019	Marketing Campaign Begins - Begin Winter Marketing Campaign with print, radio, and social media
02/28/2019	Marketing Campaign Completed - Winter Marketing Campaign ends
03/01/2019	Other - Conduct GWRideConnect database survey of all vanpools and carpools to ensure accuracy
05/03/2019	Marketing Campaign Begins - Begin Spring / Summer Marketing Campaign with print, radio, and social media
06/28/2019	Marketing Campaign Completed - Spring / Summer Campaign ends
06/28/2019	Other - Prepare 4th quarter final report with status on activities and outcomes