

**RESOLUTION**

- WHEREAS,** the Thomas Jefferson Planning District Commission is aware of the need for a strong car pool matching program, and
- WHEREAS,** the Commission is also aware of the need to stress transportation alternatives to the single occupant vehicles, and
- WHEREAS,** the Commission has been asked to include the RideShare program in its program area, and
- WHEREAS,** funding for such activity is available through the Virginia Department of Rail and Public Transportation,

**NOW THEREFORE BE IT RESOLVED BY** the Thomas Jefferson Planning District Commission that the Executive Director, Chip Boyles, is authorized, for and on behalf of the Commission, hereafter referred to as THE PUBLIC BODY, to execute and file an application to the Virginia Department of Rail and Public Transportation, Commonwealth of Virginia, hereafter referred to as THE DEPARTMENT for a grant of financial assistance for the amount of \$139,258 to defray the costs borne by THE PUBLIC BODY for amounts as may be awarded, and to authorize Sara Pennington RideShare Program Manager to furnish to THE DEPARTMENT such documents and other information as may be required for processing the grant request.

**BE IT FURTHER RESOLVED** that the 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 \$34,815, which will be used to match the state funds in the ratio as required in such act, that the records of receipts of expenditures audit by THE DEPARTMENT and by the State Auditor of Public Accounts, and that funds granted to THE PUBLIC BODY shall be used only for such purposed as authorized in the Code of Virginia. The undersigned duly qualified and acting for the Commission 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 Thomas Jefferson Planning District Commission held on the 6<sup>th</sup> day of April 2017.

ATTESTED:

\_\_\_\_\_  
Charles P. Boyles, II  
Executive Director / Secretary

\_\_\_\_\_  
Andrea Wilkinson  
Chair

\_\_\_\_\_  
DATE:

RideShare

Annual Work Plan

FY2018

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## **Section 1.0 Program Overview**

RideShare works in the community to promote traffic reduction and increase awareness of the transportation options available in the region, including car and vanpooling, transit, biking, walking, teleworking, and schedule alternatives. The program provides carpool and vanpool matching services for commuters who live or work in the Thomas Jefferson or Central Shenandoah Planning Districts, operates a SchoolPool program, provides commuter benefits tools to employers, assists in the development of Park and Ride lots, and provides a Guaranteed Ride Home Program for those individuals commuting via transit, carpools, vanpools, walking or biking. RideShare serves as the transportation information center for the Commuter Information Team, which includes RideShare, JAUNT, Charlottesville Area Transit, University Transit Service and Greene County Transit. In addition, RideShare works to incorporate TDM into regional planning as a voting member on urban and rural transportation committees.

## **Section 1.1 Program Background**

In 1980, JAUNT, a regional transportation system serving the City of Charlottesville and the Counties of Albemarle, Fluvanna, Louisa, and Nelson, applied for a grant offered by the Virginia Department of Transportation to operate a ridesharing program. The Thomas Jefferson Planning District Commission served as a resource during the grant proposal process. Out of this grant, RideShare was born. JAUNT saw the grant as an opportunity to fill in the gaps in their current system; commuters who were unable to utilize JAUNT's services would be offered the opportunity to carpool. The carpool matching service would be offered to the same areas JAUNT already served.

In the early 80's, RideShare focused primarily on outreach to regional employers, working with employers such as UVA, Piedmont Virginia Community College, and State Farm Insurance. Also during this time, RideShare and JAUNT coordinated a series of reoccurring media events, including National Transportation Week and Clean Commute Day (RideShare's participation in this yearly event continues).

In the mid-80's the RideShare program evolved from an employer-only based program to a program addressing the needs of both regional employers and individual commuters. A toll-free phone number for commuters was added in 1989, and the first RideShare road sign appeared in 1991. In the early 1990's, RideShare began planning and marketing the region's Park and Ride Lots.

In 1996, the RideShare program moved to the Thomas Jefferson Planning District Commission, where it continues to be housed to this day, and expanded program service to include Greene County. Today, RideShare's mission includes working in the community to promote traffic reduction and increase general awareness of alternatives to the single occupant vehicle. These options include car and vanpooling, transit, biking, walking, telecommuting, and schedule alternatives. RideShare provides carpool and vanpool matching services for commuters, acts as a transportation information and referral center for the region, provides employers with the tools and support to develop and implement traffic reduction programs, and coordinates with local and regional agencies in the development and marketing of Park and Ride lots. RideShare also

operates a Guaranteed Ride Home Program for those individuals commuting via carpool, vanpool, transit, bicycle, or by walking at least two times a week.

In 2003, RideShare expanded to include the SchoolPool program, which offers parents the opportunity to link with other parents who are interested in sharing rides to and from the same school. The first of its kind in Virginia, RideShare views the SchoolPool program as a natural extension of their mission.

In 2009, RideShare expanded its coverage area to serve the Central Shenandoah Planning District Commission (CSPDC), which includes the five counties of Augusta, Bath, Highland, Rockbridge and Rockingham and the cities of Buena Vista, Harrisonburg, Lexington, Staunton, and Waynesboro. At the time of expansion, there were already a large number of RideShare commuters living within the CSPDC, notably carpooling from the Waynesboro Park & Ride lot into Charlottesville. Expansion to include CSPDC enabled RideShare to continue to serve these commuters while adding service to commuters outside the TJPDC area. A part-time outreach position was filled at the CSPDC office in Staunton under a separate grant from DRPT. Administration for the RideShare program remains at the TJPDC office in Charlottesville.

Most recently, RideShare began providing instant online ride matching through an agreement with the Metro Washington Council of Governments, using the same software as the Commuter Connections program, but with a different look to match the RideShare brand. The online ride matching was launched to the public in July 2010. A similar system for the SchoolPool program was launched in fall of 2011.

## **Section 2.0 TDM Program Demographics and Areas Served**

RideShare service area covers both the Thomas Jefferson Planning District Commission region and the Central Shenandoah Planning District Commission region. RideShare serves ten counties and six independent cities with a combined area of approximately 5,607 square miles and a population of almost a half million people.

### **Jurisdictions in RideShare's Service Area**

#### Thomas Jefferson PDC:

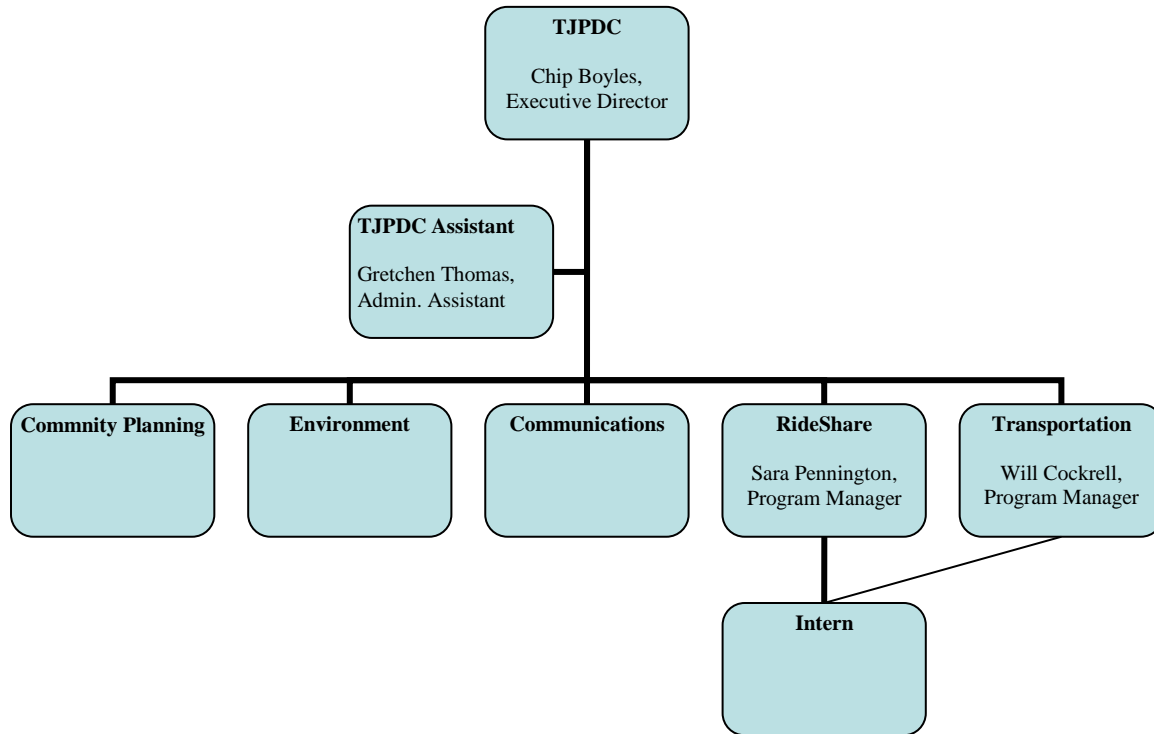
City of Charlottesville  
Albemarle County  
Fluvanna County  
Greene County  
Louisa County  
Nelson County

#### Central Shenandoah PDC:

City of Buena Vista      Augusta County  
City of Harrisonburg      Bath County  
City of Lexington      Highland County  
City of Staunton      Rockbridge County  
City of Waynesboro      Rockingham County

## Section 3.0 TDM Program Structure

### Section 3.1 Organization Chart



### ***Section 3.2 Staff Duties and Percent Charged to TDM Grant***

Sara Pennington, Program Manager (100% FTE) provides overall program management, policy, strategic planning, budget, marketing, outreach to employers and community, customer service, management and reporting of carpool and GRH activity, quarterly Park & Ride inventory, and administration of the RideShare program.

Gretchen Thomas, Administrative Assistant (5-8% FTE) provides administrative assistance for the program including management of the GRH database and marketing coordination.

PDC Planning Staff (15% FTE) provides planning guidance, including evaluation of program activities, surveys, multimodal program expansion

Intern (6% FTE) assists with mapping, GIS, customer service, marketing and outreach activities.

Chip Boyles, Executive Director (6% FTE) provides guidance in the administration of the program and assists in strategic planning.

## **Section 4.0 Annual Operating Budget**

### **Budget Item:**

|                                  |      |                  |
|----------------------------------|------|------------------|
| Advertising & Promotion Media    | 2360 | \$11,800         |
| Dues & Subscriptions             | 2380 | \$911            |
| Education & Training             | 2130 | \$3,000          |
| Fringe Benefits                  | 2120 | \$17,263         |
| Guaranteed/Emergency Ride Trips  | 2631 | \$1,000          |
| Indirect Costs                   | 2460 | \$65,830         |
| Printing & Reproduction          | 2340 | \$500            |
| Salaries and Wages               | 2110 | \$66,072         |
| Services & Maintenance Contracts | 2440 | \$3,700          |
| Supplies & Materials (Other)     | 2240 | \$2497           |
| TDM Program Subsidies            | 2630 | \$500            |
| Travel                           | 2310 | \$1,000          |
| <b>Total</b>                     |      | <b>\$174,073</b> |

### **Funding Sources:**

|                         |           |
|-------------------------|-----------|
| DRPT (80%)              | \$139,258 |
| TJPDC Local Match (20%) | \$ 34,815 |

## **Section 5.0 Detailed Program Components Descriptions**

### ***Section 5.1 Program Components***

1. Carpool Matching
  - Carpool registrations are processed through an instant online ridematching system

- \$2,700 contract with Metro Washington Council of Governments (MWCOG) for matching software
  - Primary staff: Sara Pennington, Secondary staff: Gretchen Thomas
  - Carpool match list sent to successful applicants
  - RideShare provides carpool matching assistance and follow up to commuters
  - Schedule: year-round
  - Anticipated Outcomes: RideShare tracks performance and aims for a match rate above 50%
2. Guaranteed Ride Home (GRH)
- GRH members must use a commute alternative at least twice a week and can use this service up to five times a year for qualifying emergencies
  - \$1000 estimated cost per year for rides
  - Primary staff: Sara Pennington, Secondary staff: Gretchen Thomas
  - Schedule: year-round
  - Anticipated Outcomes: users remain satisfied with using commute alternatives
3. SchoolPool
- RideShare provides carpool matching for parents with children at participating schools
  - Matching software included in MWCOG contract
  - Primary staff: Sara Pennington, Secondary staff: Intern
  - Schedule: Primarily August-September each year
  - Anticipated Outcomes: Increase participation with online system and presentations to parent councils
4. Employer Services
- Provide service to employers such as on-site ride matching/GRH services, density maps, group presentations, assistance with telework programs and transportation plans
  - Additional staff costs may include services of the Intern (density maps)
  - Primary staff: Sara Pennington, Secondary staff: Chip Boyles
  - Schedule: year-round
  - Anticipated Outcomes: Increase number of RideShare applicants with employer visits
5. Park and Ride Lots



- Marketing and inventory of current Park & Ride lots and assistance with forming new lots
- Minimal cost in addition to staff efforts (ex. Signage for lots)
- New lots/marketing/inventory staff: Sara Pennington
- Schedule: inventories performed on quarterly basis
- Anticipated Outcomes: increase knowledge and use of lots, assist localities with identifying and creating new lots

#### 6. Marketing

- Increase awareness with consistent messages from RideShare through web presence, printed items such as brochures and displays, promotional items (giveaways), events, sponsorships, paid and earned media
- Cost: up to \$11,800 per operating budget
- Staff: Sara Pennington, Chip Boyles, Gretchen Thomas
- Schedule: year-round with increased activity in spring (Clean Commute Day) and fall (RideShare Week)
- Anticipated Outcomes: increase awareness and improve perception of RideShare program through targeted consistent communications

#### 7. Commuter Information Team

- Coordinate with regional transit providers to provide information and host annual events (Clean Commute Day and Try Transit Week)
- Cost: up to \$1000
- Primary Staff: Sara Pennington
- Schedule: year-round with increased activity in spring (Clean Commute Day)
- Anticipated Outcomes: Increase awareness and use of regional transportation options

#### 8. TDM Planning

- Attend MPO and Rural Technical transportation meetings; incorporate TDM strategies, RideShare data and Park & Ride data into local and regional transportation plans
- Cost: staff hours up to \$7,500
- Primary Staff: Sara Pennington, Secondary Staff: Chip Boyles
- Schedule: year-round
- Anticipated Outcomes: Advocacy for TDM strategies and inclusion of TDM in regional transportation plans

## **Section 6.0 Program Goals and Evaluation**

RideShare will continue to promote existing services by expanding the number of employer partners, increasing word of mouth through member involvement and social networking, and expanding on integrated marketing efforts that stress the ease of using RideShare's services. The tagline "It's nice to share" will be incorporated throughout paid advertising.

RideShare will be operating with a reduced marketing budget for FY18 due to an increase in overhead costs at TJPDC (also the case in FY15, FY16 and FY17.) After a year-long "TXT L8R" promotion in FY14 with the Charlottesville Newsplex (CBS/ABC/FOX TV affiliates), RideShare will refocus marketing efforts on earned media, special interest stories, social media, and cost-effective online advertising (Google, Facebook) year round. The majority of paid advertising (other than online) will focus on radio advertisements and interviews around the two annual RideShare events in fall and spring (RideShare Week and Clean Commute Day).

The RideShare had a website redesign in FY17 and that includes online ridematching for commuters and an online matching system for the SchoolPool program. RideShare will also continue to provide a website with online ridematching, Facebook page and customer service for the Commuter Information Team. Additional outreach activities will concentrate on community involvement and events, including Clean Commute Day, Earth Day, Chamber of Commerce expos, various city/county sponsored events and representation in non-profit inter-agency councils across the district.

RideShare will use a hands-on approach in tracking effectiveness of services. Each commuter that receives a match list from RideShare will receive a follow-up contact to see if a carpool was formed and to offer additional assistance. Commuters will also be contacted at least once a year to see if they are satisfied with the program and want to remain in the database. This activity is crucial to providing accurate information to new carpool applicants. RideShare will use social media, relevant email announcements and a Facebook page for outreach to existing members. RideShare will also track performance data for the carpool and GRH programs as required in the DRPT Performance Measures and enter this information in the OLGA system on a monthly basis.

In addition to tracking effectiveness of services, RideShare staff will do quarterly inventories on the Park & Ride lots in the region. Staff at the CSPDC and TJPDC will cover their prospective regions. Data include number of vehicles in the lot, condition of the lot and amenities (such as lighting, transit service provided, etc.). The inventories will provide another indicator of how many people are carpooling in the region, regardless of whether they are registered with RideShare. Data will also be used to support the need for the RideShare program in various localities and incorporated into local and regional planning documents. Further, the Park & Ride lots will give RideShare another means to reach commuters, through fliers placed on vehicles or outreach events held at a Park & Ride lot.

## RideShare Project Milestones (Dates are approximate)

| <b>Date</b>         | <b>Milestone/Event</b>                 |
|---------------------|--|
| 07/01/2017          | Notice to Proceed                      |
| 07/2017             | Employer/Outreach Event                |
| 08/2017             | SchoolPool Outreach Event              |
| 08/2017             | SchoolPool Outreach Event              |
| 10/16/2017-10/22/17 | RideShare Week                         |
| 02/2018             | Chamber of Commerce Conference Exhibit |
| 03/2018             | Employer Event                         |
| 04/2018             | Earth Day Event                        |
| 05/04/2018          | Clean Commute Day                      |
| 05/2018             | Employer/Outreach Event                |
| 06/2018             | Employer/Outreach Event                |
| 06/30/2018          | Project Complete                       |
|                     |  |