



# FY2017 Annual Report

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Grant/Sponsoring Agency





TRAFFIX Team (Left to Right: Sheran Johnson, Amanda Albanese, Carleen Muncy, Rick Braxton, Ron Hodges, Latwana McClure, and Emily Cass)

# Letter from the Executive Director



FY2017 shaped up to be an exceptional year for the TRAFFIX team as we have seen growth in our employer and commuter participation. Our confidence is based on our desire to assure consistency in the numbers, accuracy in the calculations, and a drive to be as transparent as possible.

The regional investment for the TRAFFIX budget has elevated the program to be one of the premier Transportation Demand Management (TDM) agencies in the Commonwealth of Virginia. This investment has enhanced TRAFFIX's ability to increase marketing and outreach efforts, resulting in an estimated \$4,000,000 in savings of commuter-related expenses.

Through the work of the TRAFFIX Program, drivers continue to carpool, vanpool and use transit, allowing the entire region to breathe a little bit easier. Almost 3,400 tons of CO2 emissions have not gone into the air we breathe; over 423,000 car trips and 7,317,554 vehicle miles have been avoided because of the relationship we have fostered with our customers. In addition, both Vehicle Miles Traveled (VMT's) and emissions reduced have shown significant improvement over FY2017 as indicated in this report.

I am particularly proud of each staff member's contribution to the regional team. Our successes include: growth of our third-party vanpool fleet, increases in GoPass365 membership, and increased involvement with our military installations. A new feature of outreach has been our efforts to establish new Park and Ride locations. Park and Rides are critical to the establishment of new carpools, vanpools and logical locations for transit customer's parking convenience. We attended over a hundred commuter events (staff cumulative) in FY2017 and met with peers in other TDM regions throughout the country for the purposes of finding better ways to enhance TDM practices in Southeastern Virginia. This networking was done through our membership with the Association for Commuter Transportation.

We continue to improve our program with technology. Our new customer relationship management program, CelWell, has allowed staff to streamline the reporting process and increase quality time with employers. Also, NuRide, our ridematching and rewards program, measures our outreach effectiveness and provides the results for the various sectors in this annual report. We are happy to report and increase in commuter participation in this program.

Many thanks to our regional partners, DRPT, VDOT, and the HRTPO who have been huge supporters of the program throughout the years. Finally, I would like to thank the TRAFFIX Committee for their never-ending support to the local TDM vision. Without our partners, our successes and continued growth would not be possible.

It is with great pride that I share with you the FY2017 TRAFFIX Annual Report.

Ron Hodges  
Director, TRAFFIX Program



Bike Repair Station, Newport News Transit Center

## Mission

As a Transportation Demand Management (TDM) program, TRAFFIX's mission is to assist in the continued efforts to decrease traffic congestion in Hampton Roads by reducing the number of single-occupancy vehicles (SOV's) commuting to work. This is accomplished by encouraging the use of high-occupancy vehicle (HOV) lanes through ridesharing and by encouraging the use of transportation alternatives to driving such as public transportation, carpooling, teleworking, vanpooling, biking and walking.

TRAFFIX staff are employees of Hampton Roads Transit (HRT); however, program funding is provided through the Hampton Roads Transportation Planning Organization (HRTPO). The HRTPO has authorized annual funding for TRAFFIX through Congestion Mitigation and Air Quality (CMAQ) and/or Regional Surface Transportation Program (RSTP) funding since FY1995. The TRAFFIX Oversight Subcommittee (TOS) is made up of transportation professionals from the cities and counties in the Metropolitan Planning Area (MPA), the Virginia Department of Transportation (VDOT), the Federal Highway Administration (FHWA), U.S. Navy, and the Virginia Department of Rail and Public Transportation (DRPT). The TOS meets three times per year with TRAFFIX staff to review the progress and status of TRAFFIX. The TOS reports to the Transportation Technical Advisory Committee (TTAC), which reports to the HRTPO Board.

## TRAFFIX Oversight Committee

### Committee Chair

Carl Jackson, Virginia Department of Transportation

### Voting Members

Brian Solis, City of Virginia Beach  
Britta Ayers, City of Newport News  
Chris Arabia, Department of Rail and Public Transportation  
Eric Stringfield, Virginia Department of Transportation  
Jamie Jackson, Hampton Roads Transit  
Jamie Oliver, Isle of Wight County  
Jeff Raliski, City of Norfolk  
Joshua Moore, Williamsburg Area Transit Authority  
LJ Hansen, City of Suffolk  
Mike Hayes, City of Hampton  
Steve Froncillo, City of Chesapeake  
Susan Wilson, City of Portsmouth

### Alternative Members

Benjamin Camras, City of Chesapeake  
Claudia Cotton, City of Newport News  
Garrett Morgan, City of Newport News  
Jackie Kassel, City of Newport News  
Keisha Branch, Hampton Roads Transit  
Luther Jenkins, City of Chesapeake  
Mark Shea, City of Virginia Beach

### Non-Voting Members

Herb Pittman, U.S. Navy  
Ivan Rucker, Federal Highway Administration  
Rhonda Murray, U.S. Navy

### HRTPO Staff

Rob Case  
Sam Belfield  
Steve Lambert

### TRAFFIX Staff

Ron Hodges, Director  
Amanda Albanese  
Carleen Muncy  
Emily Cass  
Latwana McClure  
Rick Braxton  
Sheran Johnson

## TRAFFIX Promotions

A photograph of a woman with short blonde hair smiling while riding a bus. She is wearing a brown top and a grey cardigan. The text "Virginians are trying transit and loving it!" is overlaid on the right. Below the photo, the text "Try Transit Week is September 19-23, 2016" and "Visit trytransitweek.org to explore travel options today! Take the pledge while you're there to be entered to win one year of free transit and a pair of round-trip Amtrak tickets or other prizes.\*" is shown. The TRAFFIX logo is at the bottom right. A small note at the bottom left says "See trytransitweek.org for contest rules and regulations".

Try Transit Week is September 19-23, 2016

Visit [trytransitweek.org](http://trytransitweek.org) to explore travel options today! Take the pledge while you're there to be entered to win one year of free transit and a pair of round-trip Amtrak tickets or other prizes.\*

Try Transit Week

\*See [trytransitweek.org](http://trytransitweek.org) for contest rules and regulations

# TRAFFIX Services

## Bike/Walk Commuter Services

Supports bike commuters by providing bike lockers, bike repair stations, and bike path information. Promotes Bike to Work Month and Bike to Work Week to increase awareness of available TRAFFIX services. Supports commuters who walk to work with commuter planning and commuter rewards.

## Commuter Rewards

A commuter incentive program that provides rewards to commuters who use alternative commuting methods.

## Employer-Based Marketing

Works with local employers/commands to promote TDM services and strategies through an established Employee Transportation Coordinator (ETC) at employer locations.

## GoPass365

Under contractual agreements with employers and educational institutions, the GoPass365 annual pass allows unlimited access to every mode of transit offered by HRT.

## Guaranteed Ride Program

This program provides commuters who get to work by means other than driving alone (i.e. carpool, vanpool) with a ride back to their point of origin when an emergency or unplanned circumstance arises after arriving to work.

## Park and Ride/Park and Sail

Provides formal and informal park and ride information to area commuters, as well as research for potential new locations. Parking tags are provided upon commuter request.

## Rideshare Matching

Matches carpool and vanpool commuters in Southeastern Virginia that share similar work hours and locations.

## Surveys

Designs and conducts employee surveys for commuter behaviors, route changes and employee transportation needs. With the results, a commuter program can be established to meet environmental and financial goals.

## Naval Station Norfolk Office

This centrally located TDM office allows military commuters an opportunity to learn more about commuting options, purchase transit passes at the ticket vending machine, and conduct meetings with area commands.

## Transit Information

Provides commuters with route information for Hampton Roads Transit, Suffolk Transit, Star Transit, and Williamsburg Area Transit Authority services.

## Vanpool Services

Provides vanpool information regarding local vendors and provide financial assistance to commuters who wish to try, start, maintain and/or save a vanpool.



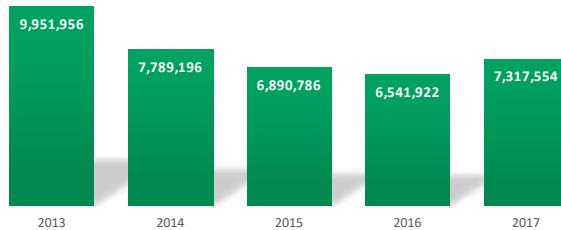
15 TRAFFIX Signs located on I-64, I-564 and I-1264

# Reducing SOVs in Southeastern Virginia

In FY2017, TRAFFIX has made a difference by helping more than 10,933 registered commuters by offering the following:

- Employer Resources
- Guaranteed Ride Program
- NuRide Rideshare Matching Program and Rewards
- Dedicated Vanpool Manager
- Vanpool Stipends
- Park & Ride Solutions
- Outreach offices at Naval Station Norfolk and Downtown Newport News Transit Center
- HRT Support Services

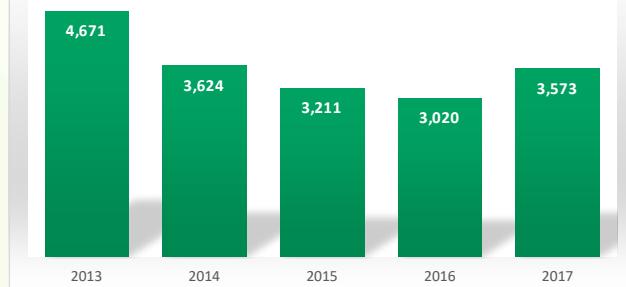
Total VMT Reduced for All Trips



## Successes

- 41.6% commuter participation increase from FY2016
- Total vehicle miles traveled (VMT) = 7,317,554
- Total reduced CO2 emissions = 3,573 tons
- Reduced 423,096 car trips
- Saved an average of 821 parking spots per day
- Commuters saved \$3,931,580 in commuting-related expenses
- Commuters burned 9,385,585 calories commuting by walking or biking
- 685 participating organizations
- Commuters saved 344,203 gallons of gas

Tons of Emissions Reduced



Try Vanpool Advertisement on HRT Bus

# Commuter Programs and Results

## Outreach

Outreach staff meets with employers and commands at all levels to educate and promote commuter options by performing the following tasks:

- Design, execute and analyze employee commuter behavior, to create TDM plans to reduce SOVs.
- Conduct on-site presentations at employee/student orientations and command indoctrinations.
- Participate in employer-sponsored events such as health fairs, transportation fairs, environmental fairs, and benefits fairs.
- Attend numerous business networking functions sponsored by the following organizations: Downtown Norfolk Council, Peninsula Chamber of Commerce, Coliseum Central, Central Business District Association, and Hampton Roads Chamber of Commerce.



## Results

- Outreach to 125 military commands and 92 employers.
- Participated in 64 commuter events.
- Initiated 129 program meetings.
- Conducted 11 employer surveys.
- Over 30% of employers partnered with TRAFFIX to proactively promote commuter options in the workplace.



Outreach efforts on both the Southside and Northside of Southeastern Virginia consist of working with area businesses to educate them on the benefits and importance of saving money, gas, and the environment while reducing VMTs. Newly created partnerships with Sentara Norfolk General Hospital, the Virginia Beach Hotel/Motel Association and the VA Hospital (Hampton) will begin to flourish into a fully-engaged employer program in the next year.

Military outreach efforts have grown significantly. The outreach office located at Naval Station Norfolk remains highly active and successful. The presence of a ticket vending machine (TVM) located outside the TRAFFIX base office has become one of the most active revenue generating TVMs for HRT due to high use. TRAFFIX staff have been invited to present at monthly command indoctrinations (INDOCs). Annually, the Transportation Incentive Program (TIP) reviewing officials from the region's Navy installations meet with TRAFFIX to discuss commuter needs and solutions. Due to the large military presence in the region, nearly one-third of residents are transient and re-education is a priority to the local military installations.



## Annual Events

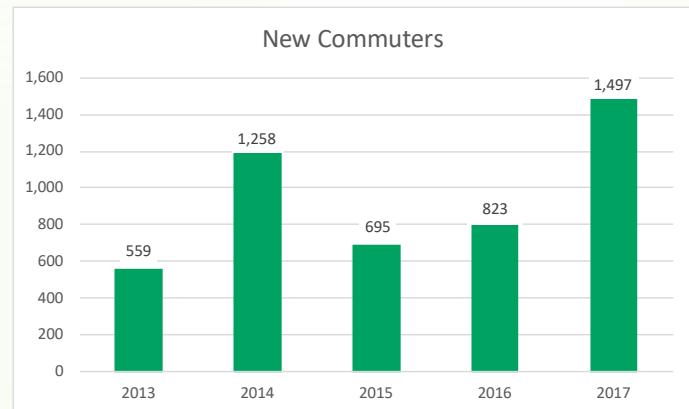
- Try Transit Week
- Telework Week
- Earth Day
- Bike to Work Month/Week

## Commuter Rewards

The NuRide Program is a commuter incentive program that provides rewards to commuters who use alternative commuting methods. When a commuter walks, bikes, telecommutes, carpools, vanpools, rides public transportation, or works a compressed workweek they can log the trip into the NuRide system to receive reward points. The points can be redeemed for restaurants, shops, or grocery store credits. In addition, there are monthly raffles for prizes such as \$500 Apple iPad, \$500 bike from Conte's and \$200 Southwest Airlines giftcard to keep commuters engaged and participating.

Outreach staff can present employers with an employee activity report which contains how they use transportation options.

Throughout the years, the Mode Split in the TRAFFIX Program has been consistent with transit and carpool making up 69 percent of commuter options followed by vanpool at 15 percent and telework, walk, bike and compressed work week at the remaining 26 percent.



## Rideshare Matching

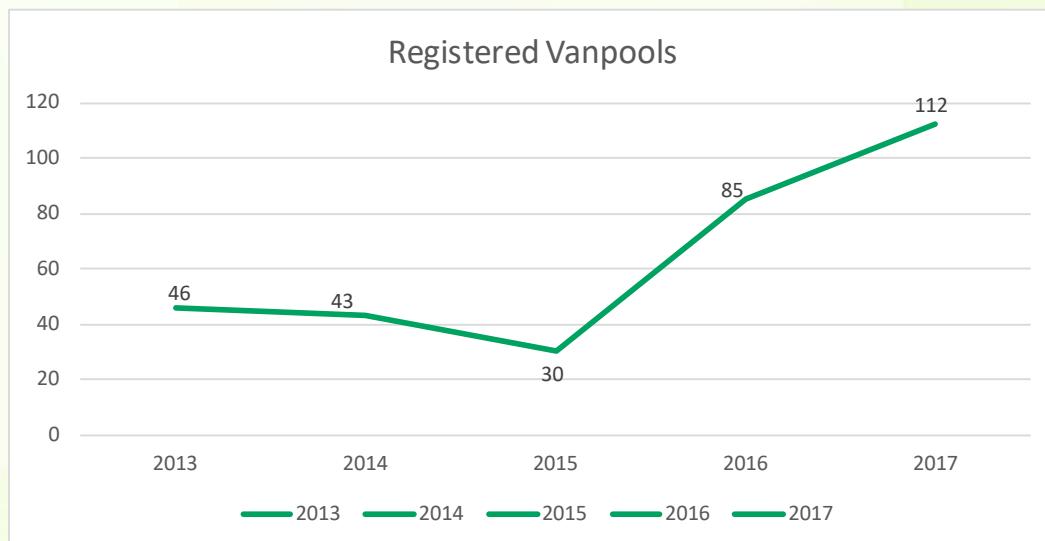


**8,491**  
Matches Attempted

**5,578**  
Matched

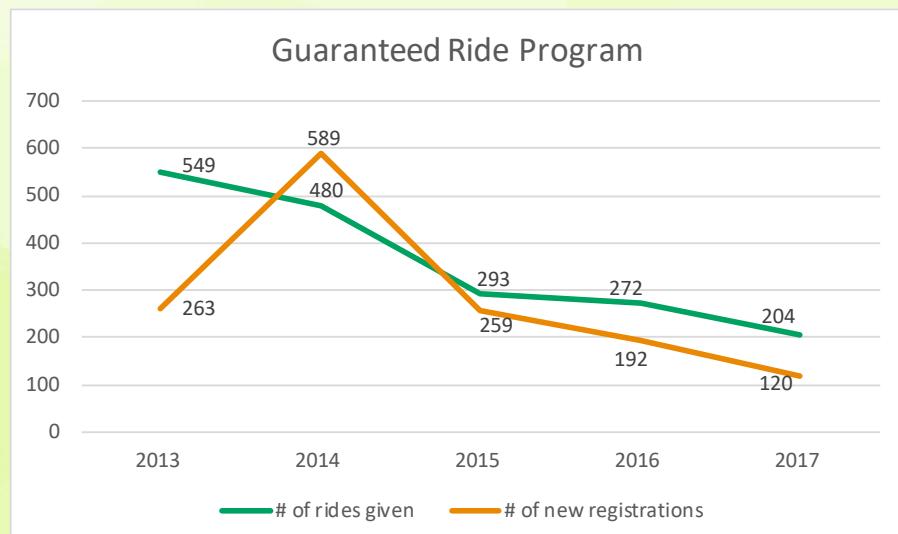
## Vanpool Services

TRAFFIX is dedicated to helping continue to remove SOVs off the road through vanpooling. We continue to assist with making vanpooling affordable through the different programs that we offer such as Monthly Vanpool Stipend, Try Vanpool, and Van Start/Van Save. Our monthly vanpool stipend program provides \$300-\$325 a month for vanpools leased through a third party such as V-Ride or Enterprise to operate within the TRAFFIX service area. This year, TRAFFIX provided stipends to an average of 33 vans a month. A new promotion named Try Vanpool provided commuters a chance to try vanpooling free for 30 days, by either joining an existing vanpool or starting a new one. More vanpools were formed and several commuters tried vanpooling for the first time through this promotion. The Van Start/Van Save program provided qualified vanpools with temporary financial assistance during the start-up phase of a new vanpool, or in the event of a loss of passengers. As a result of these three programs, registered vanpools have increased 24 percent in FY2017.



## Guaranteed Ride Program

The Guaranteed Ride Program (GRP) remove the obstacle of not having a return ride in the event of an emergency. The possibility of becoming stranded when there is an emergency has deterred commuters from using alternatives. However, in the event a rider has an emergency, TRAFFIX provides a taxicab back to their point of origin which ensures they will not be stranded. Individuals are guaranteed up to six rides per calendar year.



**1,241**

Total Registered Participants

**120**

New Registrations

**204**

New Rides



Tidewater Community College Rideshare Parking Lot

## Rideshare Parking

TRAFFIX is dedicated in its effort to remove SOVs off the road by seeking new rideshare parking locations around the region. With the help and guidance of VDOT, the TRAFFIX team seeks new opportunities for convenient parking for commuters that choose to carpool, vanpool and ride transit. Currently, there are over 25 Park & Ride locations in Southeastern Virginia.

### *Park & Ride*

This year, TRAFFIX negotiated three new rideshare locations that include Tidewater Community College - Portsmouth (25 spaces), Tidewater Community College - Virginia Beach (25 spaces), and Thomas Nelson Community College - Hampton (24 spaces).

### *Park & Sail*

TRAFFIX administers the Park & Sail location on Court Street in Portsmouth. The lot is conveniently located for those commuters riding the Elizabeth River Ferry to Norfolk. Commuters may also utilize the lot if they carpool/vanpool from Portsmouth to other cities in the region. Currently, the 95-space lot is at 50 percent capacity and continues to grow.



Thomas Nelson Community College Rideshare Parking Lot

## GoPass365

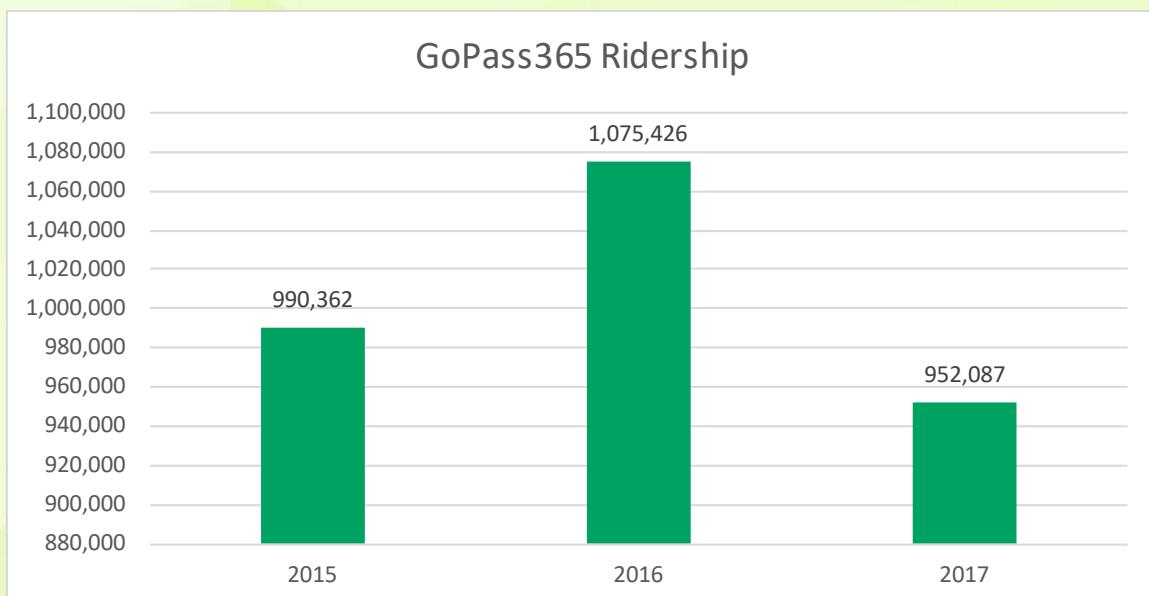
The GoPass365 program has developed into a popular product for Hampton Roads Transit and a great TDM tool for the TRAFFIX program. The GoPass365 pass is the only product that offers client support and management. This includes monthly usage reports that show the activity of assigned passes and deactivation or replacement of passes upon customer request.

In FY2017, the GoPass365 program introduced the GoSemester pass. The GoSemester pass is designed to be active during a college semester. The passes automatically deactivate after each term.

Program participants for FY2017 consisted of nine colleges and six businesses which include the newest participant, Sentara Norfolk General Hospital. Collectively, ridership was 952,087 trips and revenue was \$945,922.

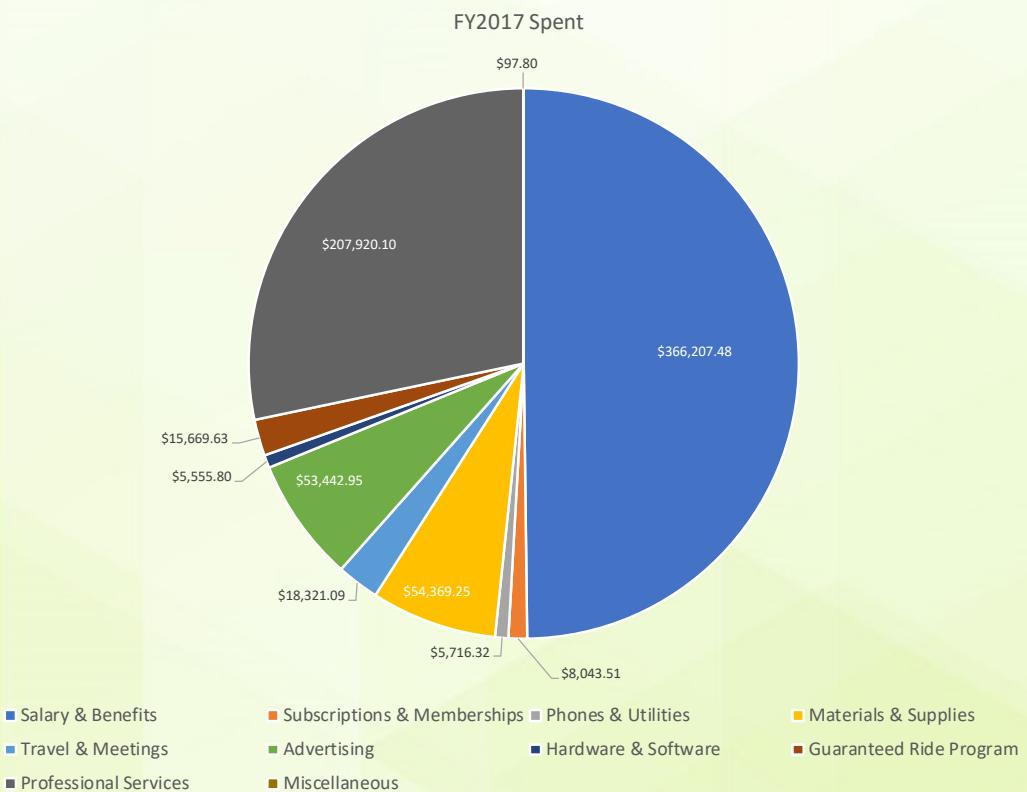
| Revenue               | FY2015           | FY2016           | FY2017           |
|-----------------------|------------------|------------------|------------------|
| Passes Sold           | 7,474            | 7,422            | 7,102            |
| Per Pass Revenue      | \$536,761        | \$626,185        | \$580,483        |
| Per Swipe Revenue     | \$379,621        | \$367,949        | \$365,510        |
| <b>Total Revenue:</b> | <b>\$916,382</b> | <b>\$994,134</b> | <b>\$945,993</b> |

| Ridership | FY2015  | FY2016    | FY2017  |
|-----------|---------|-----------|---------|
|           | 990,362 | 1,075,426 | 952,087 |



## Financials

| 2017                        |                     |                     |                     |
|-----------------------------|---------------------|---------------------|---------------------|
| Category                    | Budgeted            | Spent               | Balance             |
| Salary & Benefits           | \$550,000.00        | \$366,207.48        | \$183,792.52        |
| Subscriptions & Memberships | \$13,000.00         | \$8,043.51          | \$4,956.49          |
| Phones & Utilities          | \$8,800.00          | \$5,716.32          | \$3,083.68          |
| Materials & Supplies        | \$60,000.00         | \$54,369.25         | \$5,630.75          |
| Travel & Meetings           | \$25,000.00         | \$18,321.09         | \$6,678.91          |
| Advertising                 | \$61,123.00         | \$53,442.95         | \$7,680.05          |
| Hardware & Software         | \$8,500.00          | \$5,555.80          | \$2,944.20          |
| Guaranteed Ride Program     | \$25,000.00         | \$15,669.63         | \$9,330.37          |
| Professional Services       | \$221,400.00        | \$207,920.10        | \$13,479.90         |
| Miscellaneous               | \$300.00            | \$97.80             | \$202.20            |
| <b>Total</b>                | <b>\$973,123.00</b> | <b>\$735,343.93</b> | <b>\$237,779.07</b> |





## New Information Requests

- 723 Total Requests
- 228 Rideshare Requests
- 250 Transit Requests
- 1 Telework Request
- 10 Biking/Walking Requests
- 70 Guaranteed Ride Program Requests
- 164 General Information Requests



## Where Requests Originated

- 158 Through Events/Fairs
- 32 TRAFFIX Website
- 272 Marketing Efforts
- 8,491 Rideshare Match Attempts
- 5,578 Rideshare Matches Made





# Summary

## The Conclusion of an Amazing Year

TRAFFIX wants to be sure Southeastern Virginia commuters are aware of the alternatives to driving alone to and from work through carpooling, vanpooling, teleworking, biking, walking and taking public transit. Southeastern Virginia is continuously changing, and we must be prepared to change with it. New dynamics require that we stay keenly aware of doing things differently, better, and with new strategies.

Throughout the past years, there have been many changes from extremely high gas prices in 2010 when the phones were ringing off the hook to much less expensive gas prices today, that have a direct affect on the TRAFFIX Program. As a result, we needed to promote TDM options as a desirable reason for the commuter. These include:

- Reductions in CO2 emissions
- Less consumption of fossil fuels;
- Less wear and tear on personal vehicles;
- Millions less VMT's;
- Better use of mass transit;
- More personal exercise through incentives for walking and riding bikes; and
- Less congestion on our roadways.

This Annual Report provides the detail behind our work and how we are executing our programs. We regularly meet with our TRAFFIX Oversight Committee to update them on our efforts, with one representative from each city/county and local transit agency representatives under membership of the HRTPO. This assures that the entire region is aware of and can make material suggestions, review and approve our spending budget, approve new staff members, and approve a new strategic direction as transportation initiatives change. We value their input as they too are part of our success. Below are only a few of our collaborative efforts from working with the TRAFFIX Oversight Subcommittee:

- Support to move forward with third party vanpools through Enterprise and vRide;
- Support a continued relationship for the NuRide rideshare program;
- Support for the purchase of CelWell database which has saved significant staff time from and resources related to creating reports for OLGA, HRT, the TRAFFIX Annual Report, benchmarking data and providing multiple tools for managing staff efforts;
- Budget review and support;
- Suggestions for better coordination amongst the regional partners;
- Suggest inclusion of WATA as part of the TRAFFIX TDM efforts;
- Regional expansions to include conversations with Star Transit to possibly become part of the GoPass365 regional network;
- Support for stipends to offset the high cost of vanpool costs to drivers;
- Support for creation of a Park and Ride component to the TRAFFIX briefcase; and
- General oversight, support and partnership with this TDM regional program.

We had an amazing FY2017 and look forward to an even greater FY2018!

gotraffix.com