



Work Plan FY2021

Goal 1: Promote use of alternative transportation

- 1.1 Increase use of alternative modes for commuting to work

Goal 2: Active Participation by Employers

- 2.1 Maintain Relationships with Current Employers
- 2.2 Create Relationships with New Employers
- 2.3 Identify, train and energize employees at work sites that can incite mode shift/change the worksite culture
- 2.4 Create worksite programs to decrease SOV commute trips

Goal 3: Active Participation by Commuters

- 3.1 Engage individuals into rethinking their mode choices
- 3.2 Participate in area bike associations, sustainability committees
- 3.3 Create a "Tagged by TRAFFIX" program to identify and promote those commutes who participate in an alternative mode

Goal 4: Increase awareness of commute options and the TRAFFIX Commute program

- 4.1 Continue advertising campaign
- 4.2 Partnerships with Hampton Roads Chamber of Commerce, Peninsula Chamber of Commerce, Peninsula Workforce Development Council, and Hampton Roads Workforce Council
- 4.3 Attend and network at all 'State of the City' events (7 cities)

Goal 5: Regional coordination

- 5.1 Maintain consistent and open lines of communication with stakeholders
- 5.2 Provide outreach services to all cities and counties in TRAFFIX service area
- 5.3 Work with HRTPO, VDOT and ERC on upcoming projects in a TDM partnership environment

Measurements

- 200 Engaged Employers (100 at Levels 3 or 4)
- 55 New Employers
- 400 Program Meetings
- 180 Commuter Events
- 20 Corporate Challenges
- 50 Employer Regional Campaign Events (Telework Wk., Earth Day, Bike Month, Try Transit Week, and Rideshare Month)
- 1000 New Commuter Members in AgileMile (formally NuRide)
- 15 New Registered Vanpools
- 3% Growth in GoPass365 Trips
- 3 Million Vehicle Miles Not Traveled



Budget FY2021

Salaries & Benefits	\$520,000.00
Subscriptions	\$5,000.00
Phones & Utilities	\$3,000.00
Materials & Supplies	\$70,000.00
Travel & Meetings	\$25,000.00
Advertising	\$658,500.00
Hardware & Software	\$3,000.00
Guaranteed Ride	\$35,000.00
Professional Services	\$180,000.00
Misc.	\$500.00
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