

TRAFFIX Annual Report

FY 2014

March 4, 2015

Transportation Technical Advisory Committee

*Prepared by: Ron Hodges
Director of the TRAFFIX Program
Hampton Roads Transit
March 4, 2015*

*Grant Sponsoring Agency
FHWA/VDOT/Local Funds*

Participation Levels

Level 1- Initial Contact

- Military Commands - 67
- Colleges & Universities – 49
- Employers – 107

Level 2 – Meeting Established

- Military Commands - 44
- Colleges & Universities – 48
- Employers – 95

Level 3- Onsite Presentations

- Military Commands - 26
- Colleges & Universities – 32
- Employers – 20

Level 4 – Buy-In

- Military Commands - 44
- Colleges & Universities – 9
- Employers – 5

Other Important Notes

Other Visits and Info Distributions

806
Commuters
Visited
Base office

Staff attended:
5 Earth day events
2 Environmental
Fairs, Special events
20 Chamber Events

Thousands of
TRAFFIX
Brochures
distributed
and
Newsletters
mailed

TRAFFIX Ticket
Vending Machine
on base –
**3rd Highest
Revenue Producer.**

Request for Involvement

Economic
Development
Requests
From
5 different
cities

Surveyed
Suffolk
for MAX
Service
potential

Biking
Associations

Led Survey
Activity for
Connect
Hampton Roads
(almost **14,000**
surveys received)

Van Pool Program Redesign

Current Situation

Reduction
in Vans
in HRT
Vanpool
Program
Due to:

- Old vans needing significant repair
- Vans being removed from active due to poor conditions of vehicles
- Lack of funding to expand the current program
- Reduction in active vans from over 60 in FY2013 to 32 today

Future Plan for Van Pool Program

Third Party Involvement

- RFP to select private sector van leasing agents
- Virtually inexhaustible number of vanpools (the sky is the limit)
- Marketing with successful RFP vendors and sharing of backlist of potential drivers
- Vans wrapped with TRAFFIX and HRT logo
- Requires Preventive or Repair TRAFFIX / HRT Maintenance Expense

TRAFFIX PROGRAM

**Established in 1995 to promote
Transportation Alternatives**

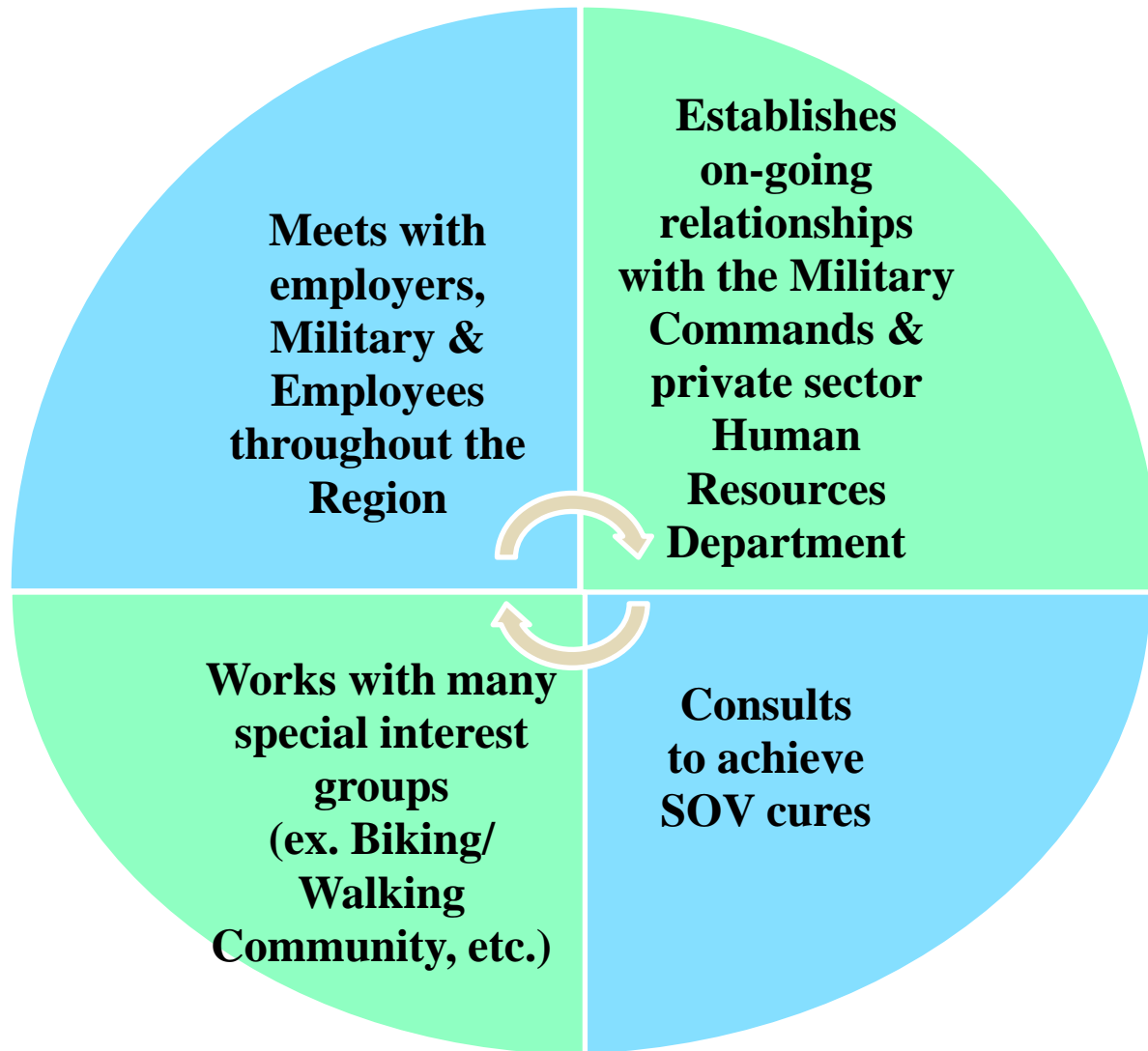
**Performance Monitored by the TRAFFIX
Oversight Subcommittee (TOS)**

**TOS Reports to TTAC who in turn
reports to HRTPO Board**

**Funding through Congestion Mitigation
& Air Quality (CMAQ)**

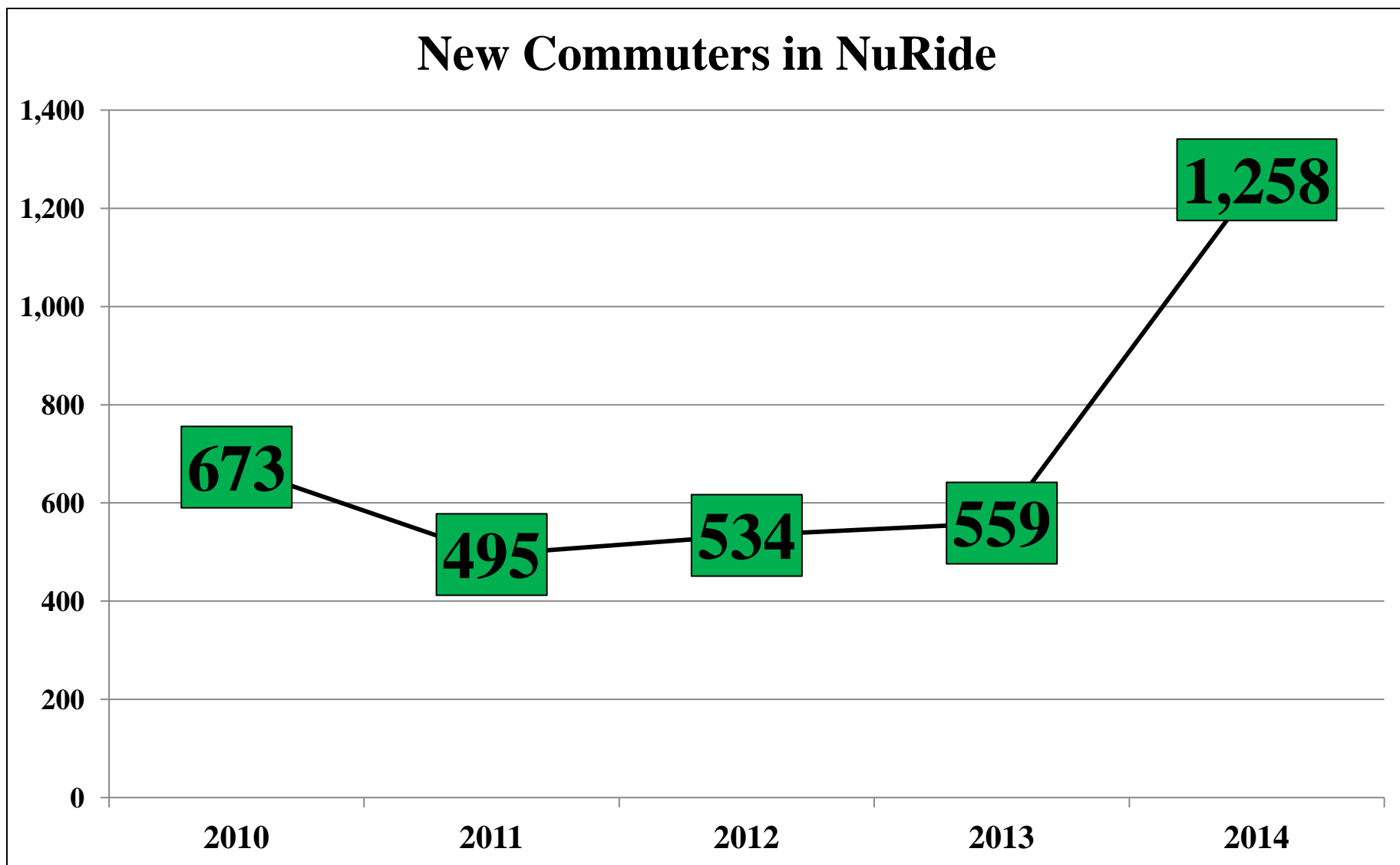
Footprint includes 17 Cities and Counties

WHAT TRAFFIX DOES

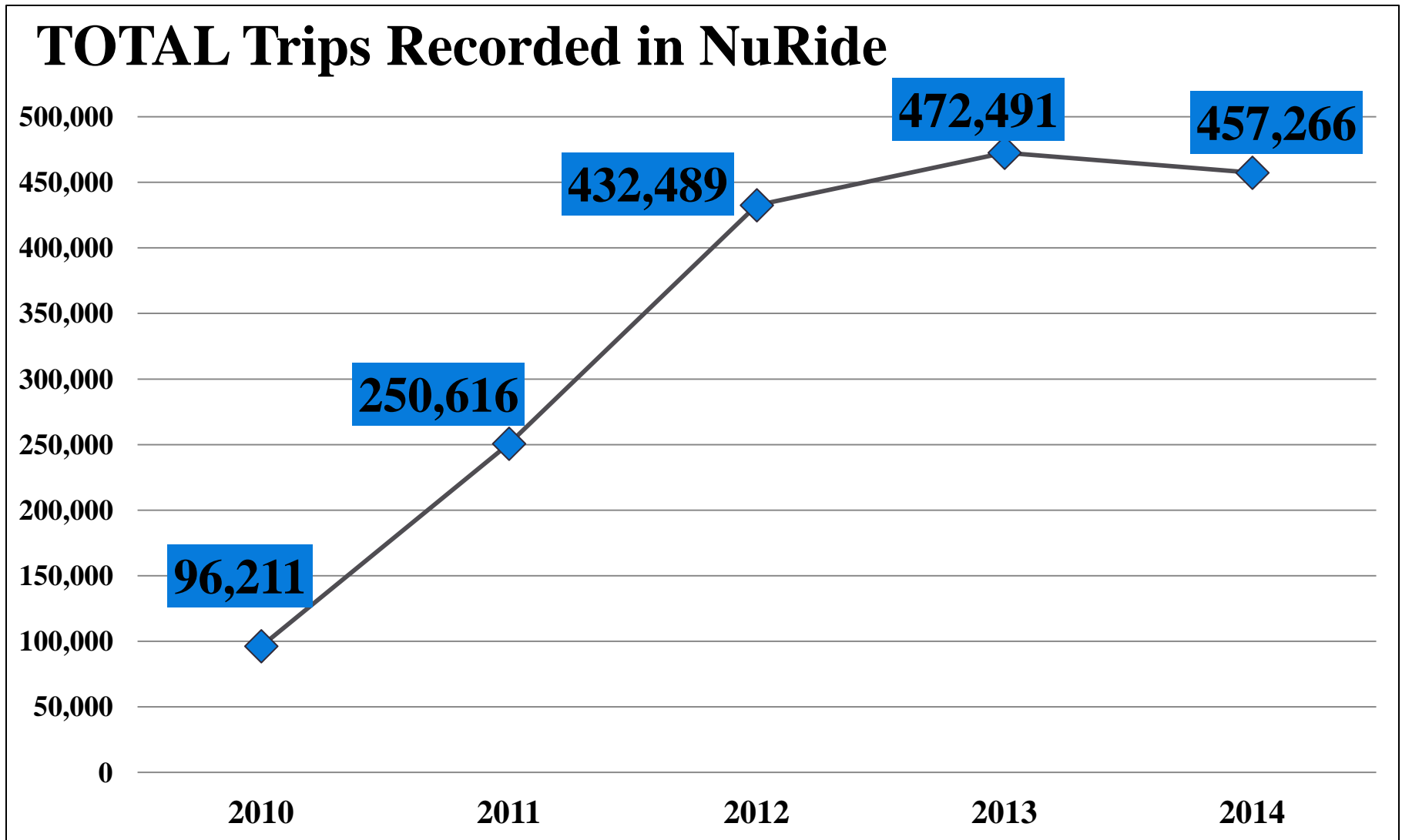


NURIDE - NEW COMMUTERS

New Commuters in NuRide

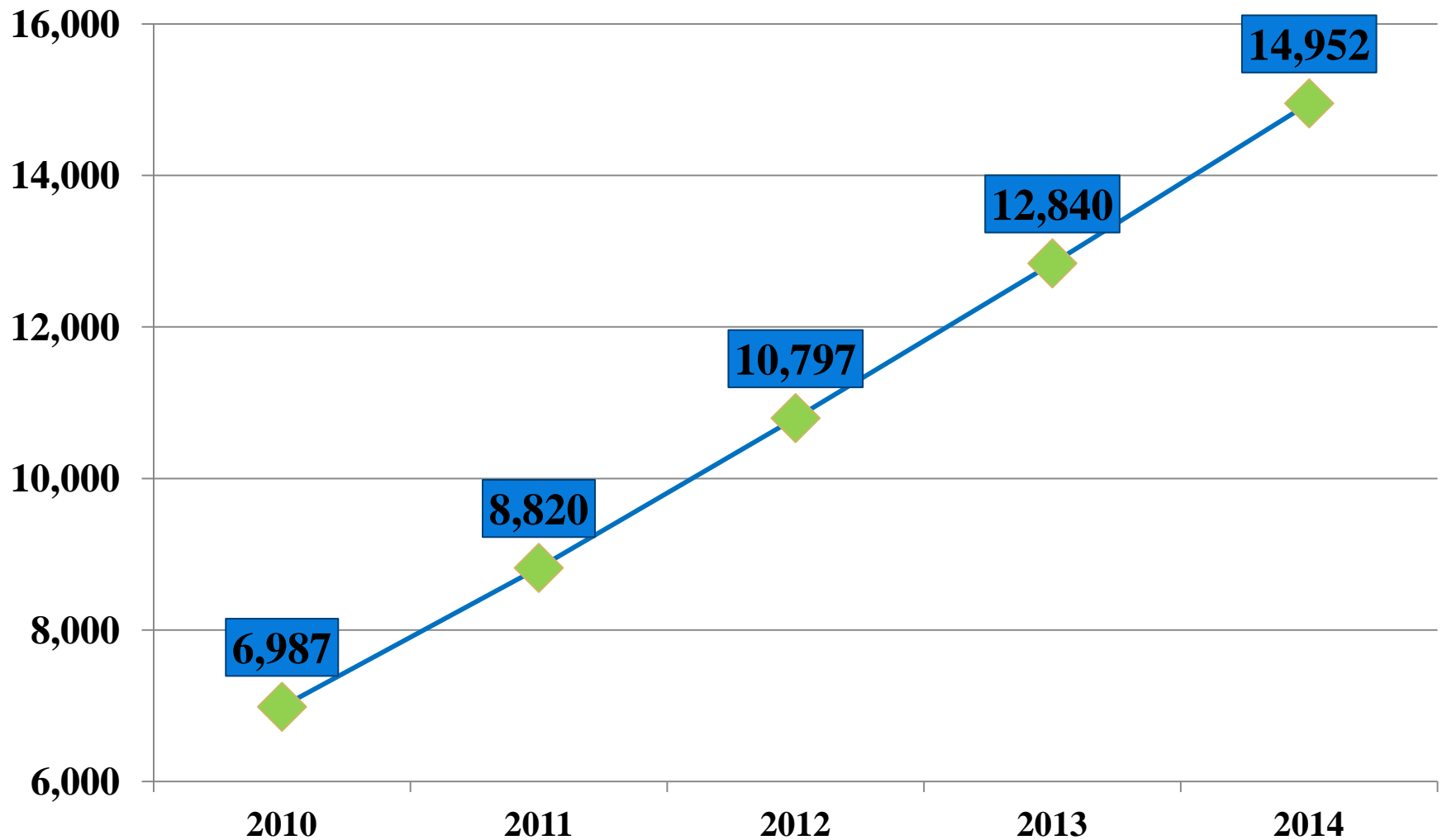


NURIDE – TOTAL TRIPS RECORDED

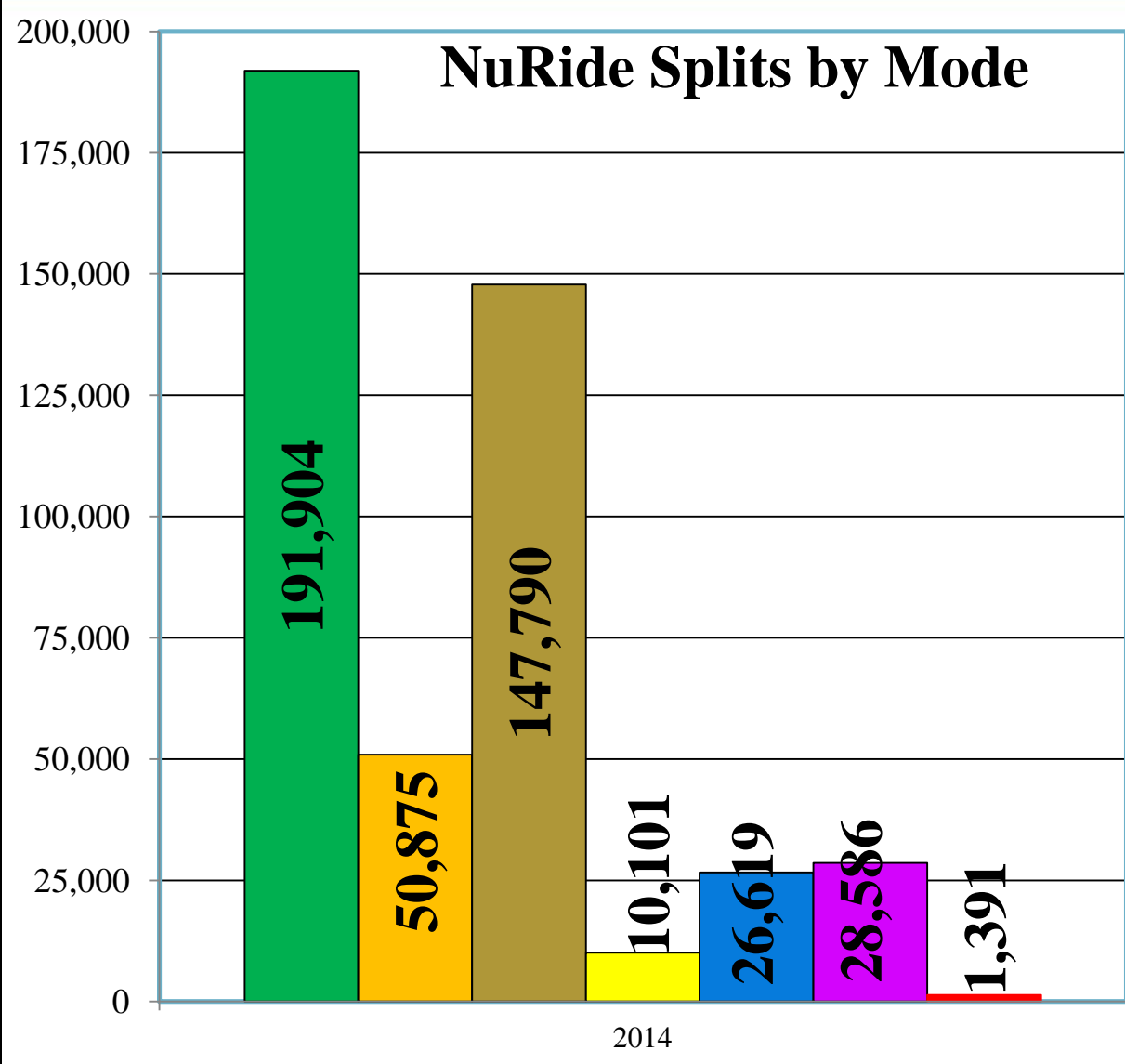


NURIDE – CARPOOL MATCHES

Carpool Matches, Cumulative



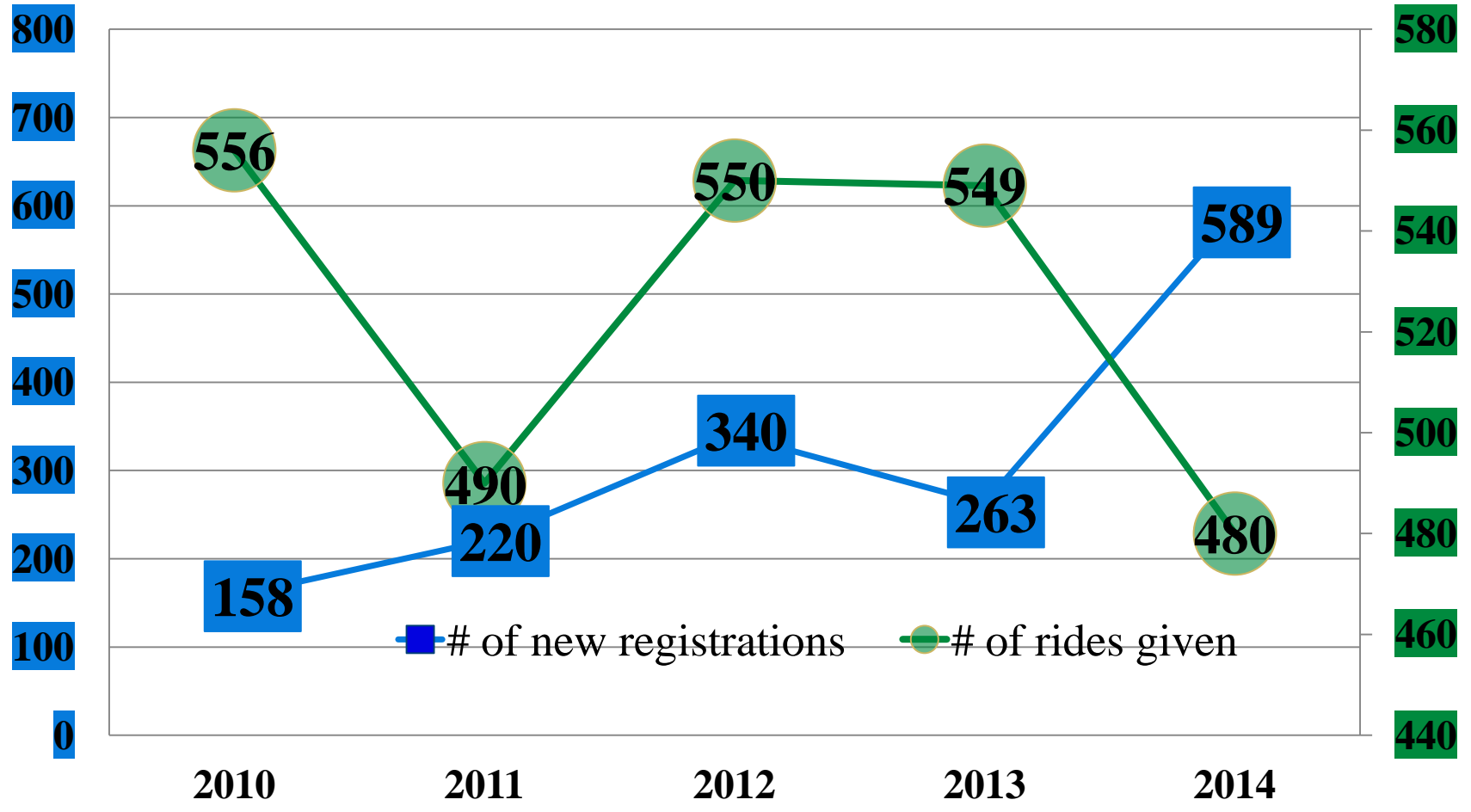
NURIDE – SPLITS BY MODE



- Mode Split: Carpools
- Mode Split: Vanpools
- Mode Split: Transit (ferry, light rail, bus)
- Mode Split: Telecommuters
- Mode Split: Walk
- Mode Split: Bike
- Mode Split: Compressed Work Week

GUARANTEED RIDE

Guaranteed Ride



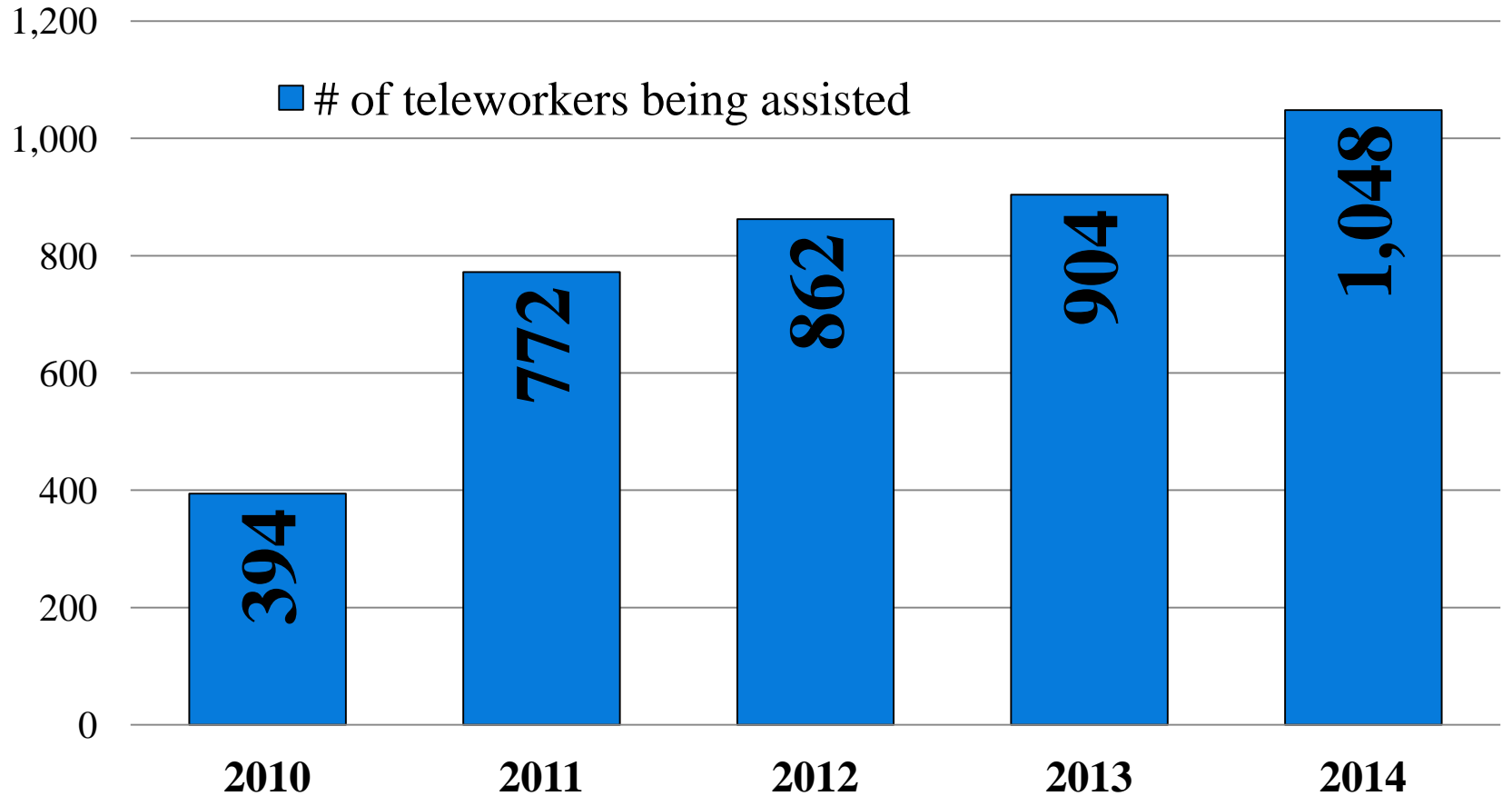
GOPASS365

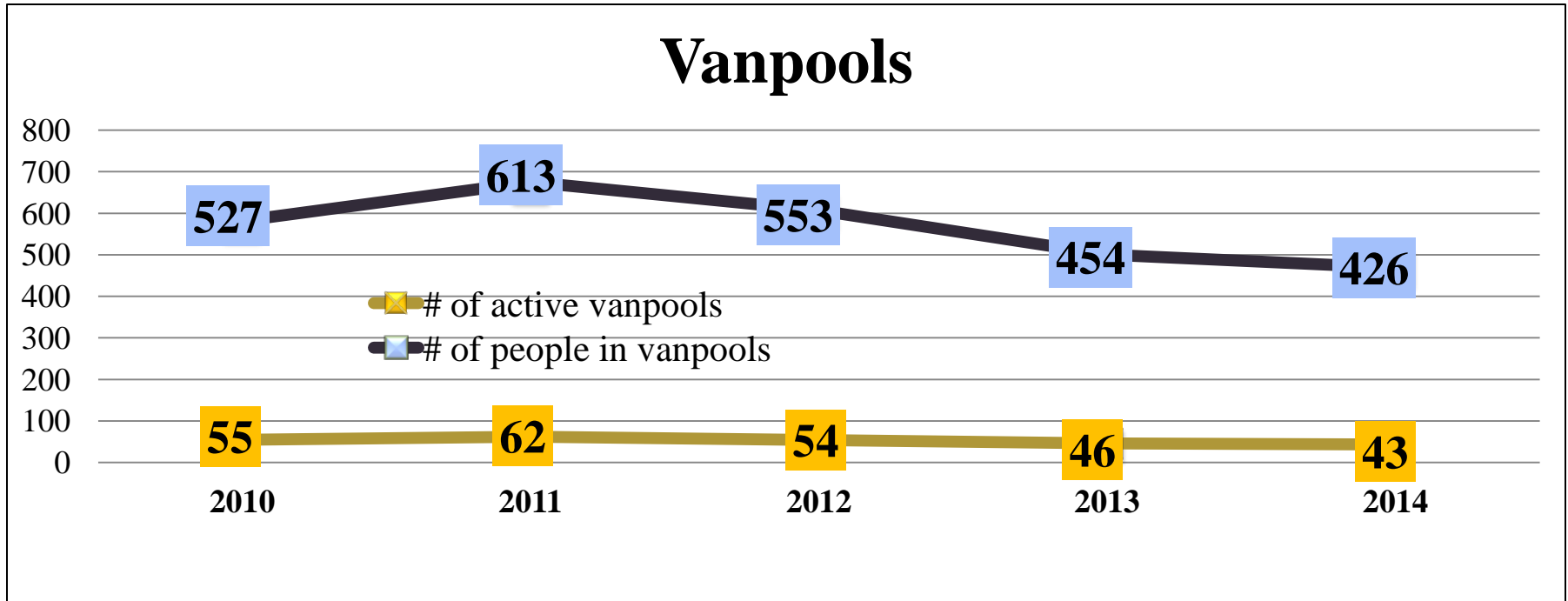
GoPass365 Clients	Possible # of passes	Actual # of passes	Cost	Revenue as of 6/30/14
Old Dominion University	21,962	700	\$250	\$175,000
Eastern Virginia Medical School	3,323	250	\$250	\$62,500
Norfolk State University	7,905	600	\$250	\$150,000
Huntington Ingalls	23,000	1,000	\$250	\$250,000
City of Norfolk	5,194	600	\$250	\$150,000
Portfolio Recovery Associates*	2,641	3200	\$.94 Per Trip	\$119,491
Bryant & Stratton College	1,679	450	\$.94 Per Trip	\$163,125
U. S. Coast Guard (Norfolk)	600	400	\$.94 Per Trip	\$150,000
Bryant & Stratton College	1,679	400	\$.94 Per Trip	\$46,832
U. S. Coast Guard (Norfolk)	600	500	\$.94 Per Trip	\$12,670

NOTES: Notice time frames	From 1/13 to 6/14	From 1/13 to 12/13	From 1/14 to 6/14
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Teleworker Comparison FY10 to FY14





Statistics:

- Average Number of Vanpools: 43
- Average Number of Commuters: 454
- Average Number of Persons per Van – 10
- Average Number of Inquiries per month – 225
- Number of People on Waiting List – 19

Appendix A – Outcome Data

Activity/Statistic	Time Frame	Fiscal Year								
		2007	2008	2009	2010	2011	2012	2013	2014	
NuRide										
New Commuters in NuRide	during fiscal year (July 1st-June 30th)	93	1,712	670	673	495	534	559	1,258	
<i>Mode Split: Carpools</i>								213,510	191,904	
<i>Mode Split: Vanpools</i>								44,461	50,875	
<i>Mode Split: Transit(ferry, light rail, bus)</i>								145,157	147,790	
<i>Mode Split: Telecommuters</i>								9,853	10,101	
<i>Mode Split: Walk</i>								23,154	26,619	
<i>Mode Split: Bike</i>								35,109	28,586	
<i>Mode Split: Compressed Work Week</i>								1,247	1,391	
TOTAL Trips Recorded in NuRide			6,943	17,915	82,948	96,211	250,616	432,489	472,491	457,266
Average NuRide trip distance (miles)			19.2	22	22.6	23.9	26.3	23.7	24.7	19.6
# of people matched into carpools		1,187	2,569	1,798	1,433	1,833	1,977	2,043	2,112	
Tons of Emissions reduced		390	691	1,137	1,529	3,447	4,125	4,671	3,624	
total VMT reduced for all trips in NuRide		219,006	624,782	2,068,668	2,439,474	5,986,902	8,547,616	9,951,956	7,789,196	
# of people matched into carpools	as of June 30th	1,187	3,756	5,554	6,987	8,820	10,797	12,840	14,952	
# of organizations represented in NuRide		85	265	329	394	423	431	451	602	
Total Commuters in NuRide		93	1,805	2,475	3,148	3,643	4,399	4,940	3,173	
Telework!VA										
# of new contracts	during fiscal year (July 1st-June 30th)	5	6	7	7	0	4	2	1	
# of companies with active contracts	as of June 30th	6	18	20	14	10	9	5		
# of companies being processed							7	3	2	
# of teleworkers being assisted			36	322	358	394	772	862	904	1,048
# of TOTAL Companies Participated									32	34
Guaranteed Ride Program										
# of rides given	during fiscal year	567	614	702	556	490	550	549	480	
# of new registrations	(July 1st-June 30th)	280	388	477	158	220	340	263	589	
Vanpools										
# of active vanpools	as of June 30th	40	45	48	55	62	54	46	43	
# of people in vanpools		365	407	495	527	613	553	454	426	
# of people on waiting list		0	14	6	1	34	52	60	19	

Appendix B – Businesses and Colleges/Universities Field Visits List

BUSINESSES

Ace Hardware – Suffolk
Al Anon
Alcoa – Howmet
Amerigroup
Audio Pros Inc.
Avis Budget Group, Inc.
BAE Systems
Busch Gardens Williamsburg
CGM/CMA
Canon – Chesapeake
Canon - Newport News
CITI
City of Hampton
City of Norfolk
City of Virginia Beach
Cox Communications
Culinary Institute of Norfolk
DePaul Medical Center
Dominion Enterprise
Faneuil, Inc.
Ferguson Enterprises
General Dynamics
Hampton Goodwill Operations Center
Hampton Roads Transit
Health Net Federal Services

BUSINESSES, Continued

IBEX Global
Jefferson Laboratories
Lieber Mining Company
Lockheed Martin
London Bridge Trading
Long & Foster Corporate Real Estate
Marshall's Insurance & Financial Services
Measurable Specialities
Motor World
NCO Financial Services
Nauticus
New Horizons
Newport News Health & Human Services
Newport News VA Cooperative Extension
Norfolk Southern
Old Virginia Mortgage
Papco
Portfolio Recovery
Primerica
Sandfiddler Load
Sentara Leigh – Norfolk
Touch Tone Marketing
Verizon

BUSINESSES, Continued

Veteran's Affairs
Virginia International Terminals
Virginia Zoo
Visa Graphics

COLLEGES / UNIVERSITIES

Bryant & Stratton
Centura College
Christopher Newport University
Eastern Shore Community College
EVMS
Everest
ECPI – Virginia Beach
ECPI – Newport News
Hampton University
Mid-Atlantic Maritime Academy
Old Dominion University
Paul D Camp Community College
Saint Leo University
Stratford University
Tidewater Community College
(All Campuses)
Tidewater Tech Trades
William & Mary

Appendix B (Continued) – Commands Field Visits List

COMMANDS

Afloat Training Group

American Red Cross – Fort Eustis

ASD

AWST

CJSCW

Commander Helicopter Sea Combat Wing Atlantic

Commander Second Fleet

CNIC

DFAS

DDNV

DLA

Fleet & Family Services

Fleet Logistics Center Norfolk

Fleet department Branch Health Clinic NSN

Fort Eustis

GLS

Gateway Hotel

HSBC

Joint Enabling Capabilities Command

Langley Air Force Base

Lafayette River Annex

NMAWC

MARMAC

NCTAMSLANT

Norfolk Naval Shipyard

Navy Safety Center

Naval Supply

NAVFAC Atlantic

NEX Suffolk

Naval Network Warfare Command

NAS Oceana

Navy Cyber Defense Operations Command

Navy Audit Service Norfolk

TPU

US Coast Guard - Norfolk