

TRAFFIX®

Commuter Options

A service of
Hampton Roads Transit



FY2018 Annual Report

gotraffic.com

Grant/Sponsoring Agency

the heart of
**HAMPTON
ROADS** **TPO**
TRANSPORTATION PLANNING ORGANIZATION



Letter from the Executive Director



FY2018 is now over, and we are once again delighted to report our successes with reducing Single Occupancy Vehicles (SOVs) on the road and providing commuter options to thousands of commuters throughout the region and beyond.

TRAFFIX continues to be one of the premier Transportation Demand Management organizations in the United States. The regional investment in TRAFFIX has elevated the focus on the mission of traffic mitigation and enhanced air quality standards. There are new initiatives outlined in the Annual Report that demonstrate the robust enhancements, educational, and outreach efforts of the TRAFFIX program, as we continue to meet with key businesses, educational institutions, and governments (local, state, and federal) as well as other interest groups in Southeastern Virginia. Currently, there are 653 business organizations that participate with TRAFFIX.

TRAFFIX programs have contributed to an increase in commuter members by offering vanpool stipends, rideshare matching, and commuter rewards. The program assures that in an emergency the registered Guaranteed Ride member will always have a convenient and affordable way to get home. New TRAFFIX delivered Park and Ride locations are safe and convenient and provide convenient TRAFFIX offices throughout the region. The Vanpool and GoPass365 programs have offered financial assistance to vanpool and transit commuters. FY2018 ended with 110 registered vanpools through Enterprise Rideshare and private vanpools. GoPass365 continues to excel in recognition and growth. There was nearly a 6% increase in GoPass365 ridership and a revenue stream increase of 4% to HRT.

TRAFFIX commuter membership has increased to over 12,000 commuters. These commuters have participated in using an alternative transportation by logging their trips in our commuter rewards database. This year, nearly 2,500 tons of carbon emissions did not go into the air and over 5.3 million VMT's were saved. Additionally, almost 300,000 vehicle trips were reduced, commuters saved almost \$3 million in commuting related expenses. Nearly 1,200 new commuter members registered with TRAFFIX.

Finally, I am happy to report that commuters saved nearly 250,000 gallons of gas by changing their commuting behavior. This amounted to about \$750,000 in commuter savings. An unexpected benefit of our program is that commuters burned almost 5 million calories by allowing TRAFFIX to assist them with incentives to get out of their vehicle and walk or bike to work.

Once again, I would like to thank DRPT, VDOT and HRTPO for their continued support for the TRAFFIX program as well as the TRAFFIX Committee for their guidance and supervision of the program. Without their sage advice and incremental review of the program, our continued growth would not be possible. With great pride I offer to you, our valued Stakeholders, the FY2018 Annual Report.

Ron Hodges
Director, TRAFFIX Program



Vanpool from Silverleaf Commuter Center to Joint Base Langley-Eustis

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, City of Portsmouth

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
Steve Shapiro, 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
Mike Hayes, City of Hampton
Tara Reel, 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 Advertising Campaign



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 start, maintain and/or save a vanpool.



15 TRAFFIX Signs located on I-64 , I-564 and I-264

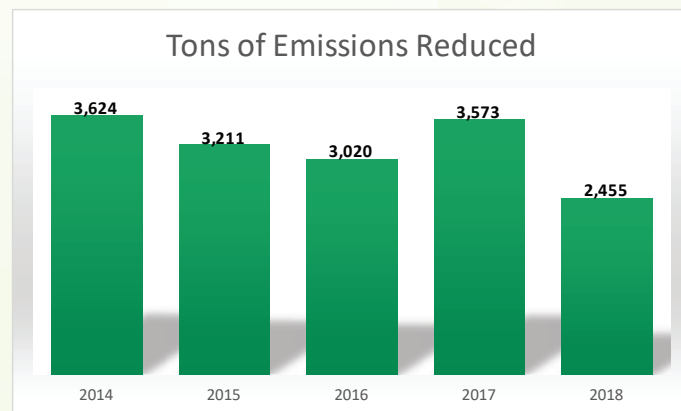
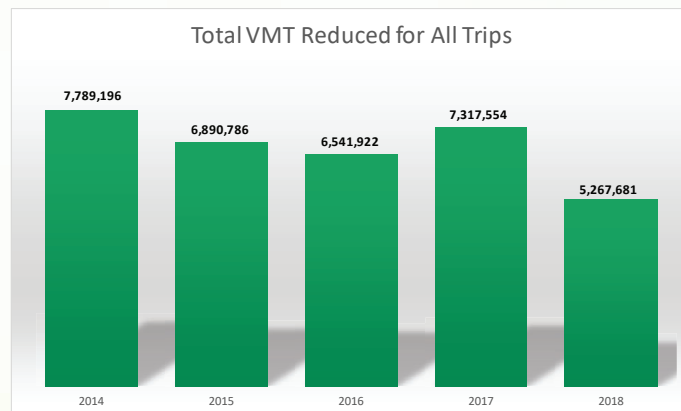
Reducing SOVs in Southeastern Virginia

In FY2018, TRAFFIX made a difference by helping more than 11,933 registered commuters by offering the following:

- Employer Resources
- Guaranteed Ride Program
- Commuter 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

Successes

- 1,175 new commuter members
- Total vehicle miles traveled (VMT) = 5,267,681
- Total reduced CO2 emissions = 2,454.82 tons
- Reduced 264,329 car trips
- Saved an average of 500 parking spots per day
- Commuters saved \$2,835,669 in commuting-related expenses
- Commuters burned 4,917,841 calories commuting by walking or biking
- 653 participating organizations
- Commuters saved 249,792 gallons of gas



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, and Hampton Roads Chamber of Commerce.

Results

- Outreach to over 150 military commands and employers.
- Contacted 53 new employers.
- Participated in 67 commuter events.
- Initiated 119 program meetings.
- Conducted 12 employer surveys.
- Over 30% of employers partnered with TRAFFIX to proactively promote commuter options in the workplace.

In Southeastern Virginia, outreach efforts 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 over 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

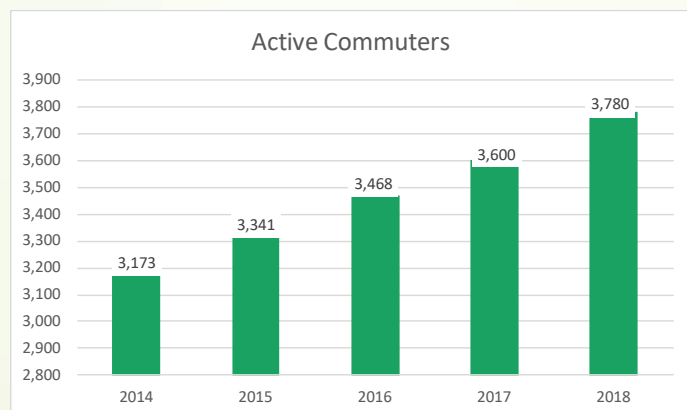
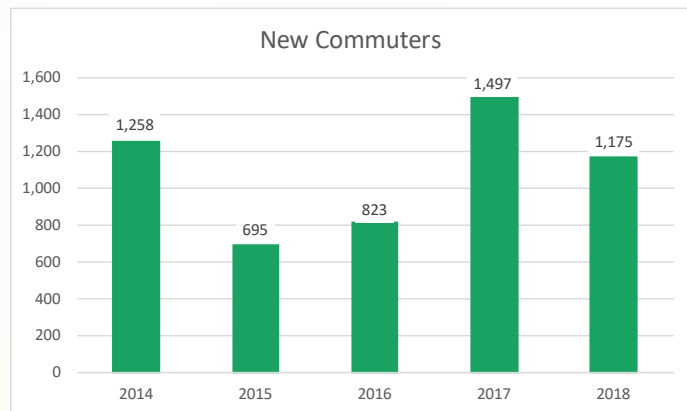
- Try Transit Week
- Telework Week
- Earth Day
- Bike to Work Month/Week
- Rideshare Month

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 restaurant, 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.

The Mode Split in the TRAFFIX Program has been consistent with transit and carpool making up 71 percent of commuter options followed by vanpool at 15 percent and telework, walk, bike and compressed work week at the remaining 14 percent.

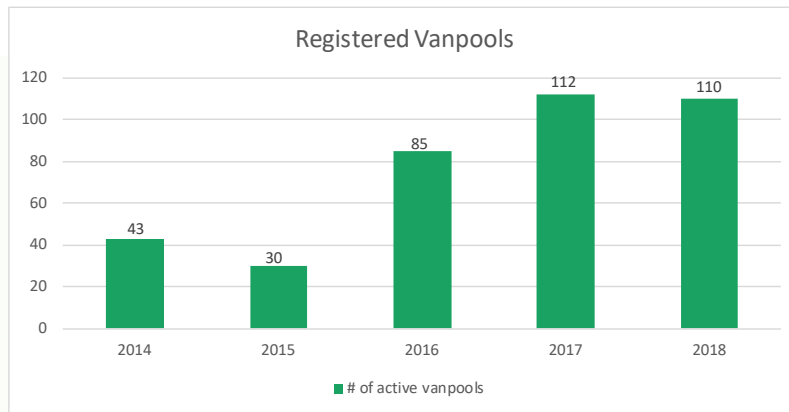


Rideshare Matching



11,001
Matches Attempted

7,608
Matched

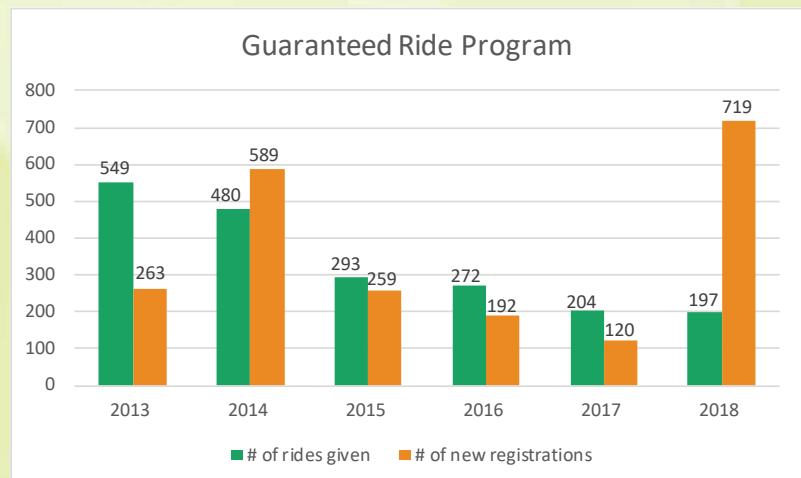


Vanpool Services

TRAFFIX continues to devote efforts to remove SOVs off the road through vanpooling. Thanks to TRAFFIX, commuters living or working in the Hampton Roads area can lease a van through a third-party vendor, and receive great commuter benefits. TRAFFIX provides a monthly stipend of \$300 or \$325 depending on the leased van size. This year we provided 51 vanpools. In addition, we have saved four vanpools through the VanpoolVA! Van Start/Van Save program over a seven-month period. In addition, we assist vanpools financially with up to \$180 per seat when a vanpool was started to keep it on the road. TRAFFIX has an agreement Enterprise Rideshare and works closely to create and maintain vanpools.

Guaranteed Ride Program

The Guaranteed Ride Program (GRP) removes 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.



1,390

Total Registered
Participants

719

New Registrations

197

New Rides



Tidewater Community College Rideshare Parking Lot

Rideshare Parking

TRAFFIX is dedicated in its efforts 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.

Park & Ride

This year, TRAFFIX negotiated Lynnhaven Mall as the newest rideshare location.

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

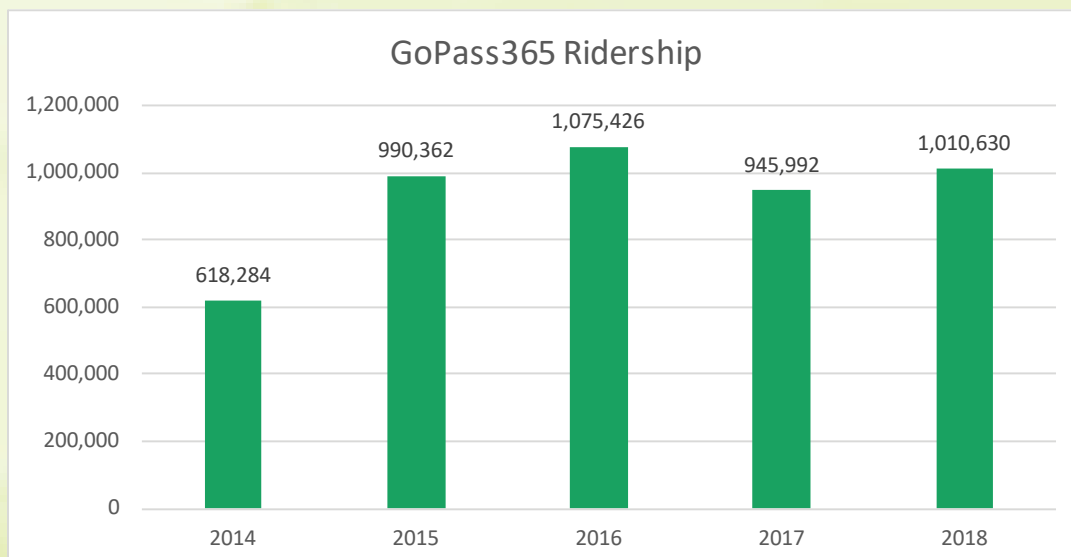
GoPass365

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.

Program participants for FY2018 consisted of 17 businesses/colleges which include the newest participant, Gold Key Resort. Collectively, ridership and revenue has increased due to this new participant.

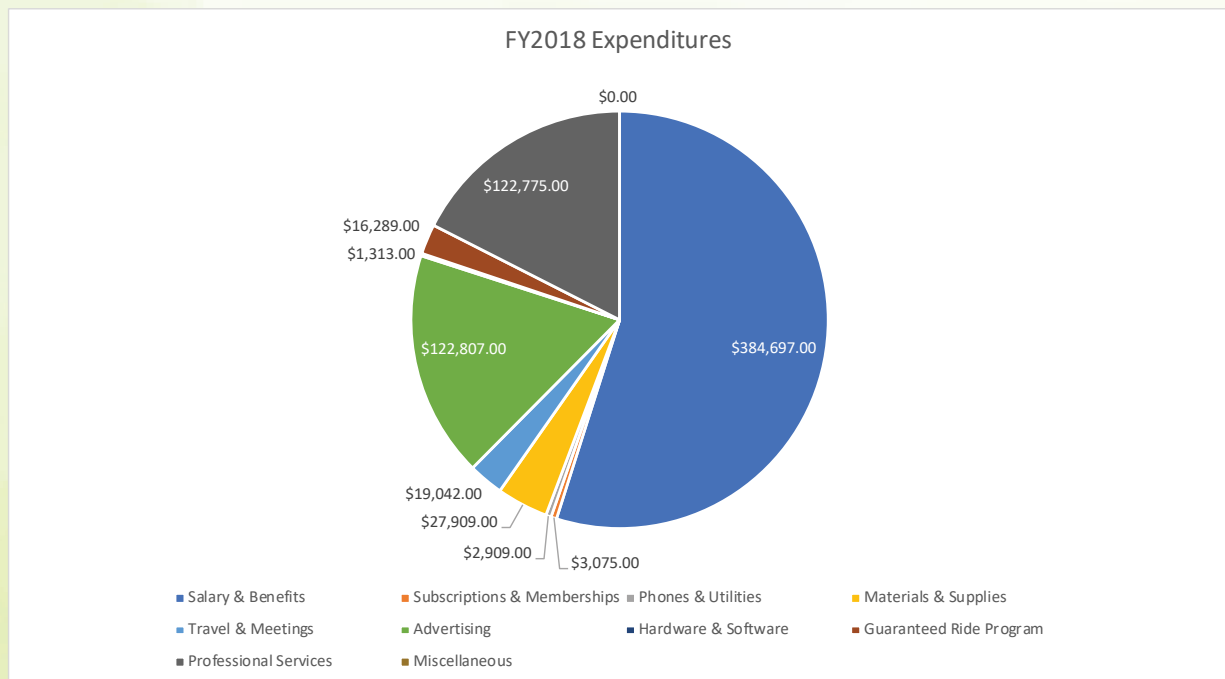
Revenue	FY2016	FY2017	FY2018
Passes Sold	7,422	7,102	7,143
Total Revenue:	\$994,134	\$945,993	\$981,029

Ridership	FY2016	FY2017	FY2018
	1,075,426	952,087	1,010,630



Financials

FY2018		
Category	Expenditures	Balance
Salary & Benefits	\$384,697.00	\$165,303.00
Subscriptions & Memberships	\$3,075.00	\$9,925.00
Phones & Utilities	\$2,909.00	\$5,891.00
Materials & Supplies	\$27,909.00	\$32,091.00
Travel & Meetings	\$19,042.00	\$6,678.91
Advertising	\$122,807.00	-\$61,684.00
Hardware & Software	\$1,313.00	\$7,187.00
Guaranteed Ride Program	\$16,289.00	\$8,711.00
Professional Services	\$122,775.00	\$98,625.00
Miscellaneous	\$0.00	\$300.00
Total	\$700,816.00	\$273,027.91





New Information Requests

- 859 Total Requests
- 220 Rideshare Requests
- 195 Transit Requests
- 1 Telework Request
- 3 Biking/Walking Requests
- 119 Guaranteed Ride Program Requests
- 321 General Information Requests



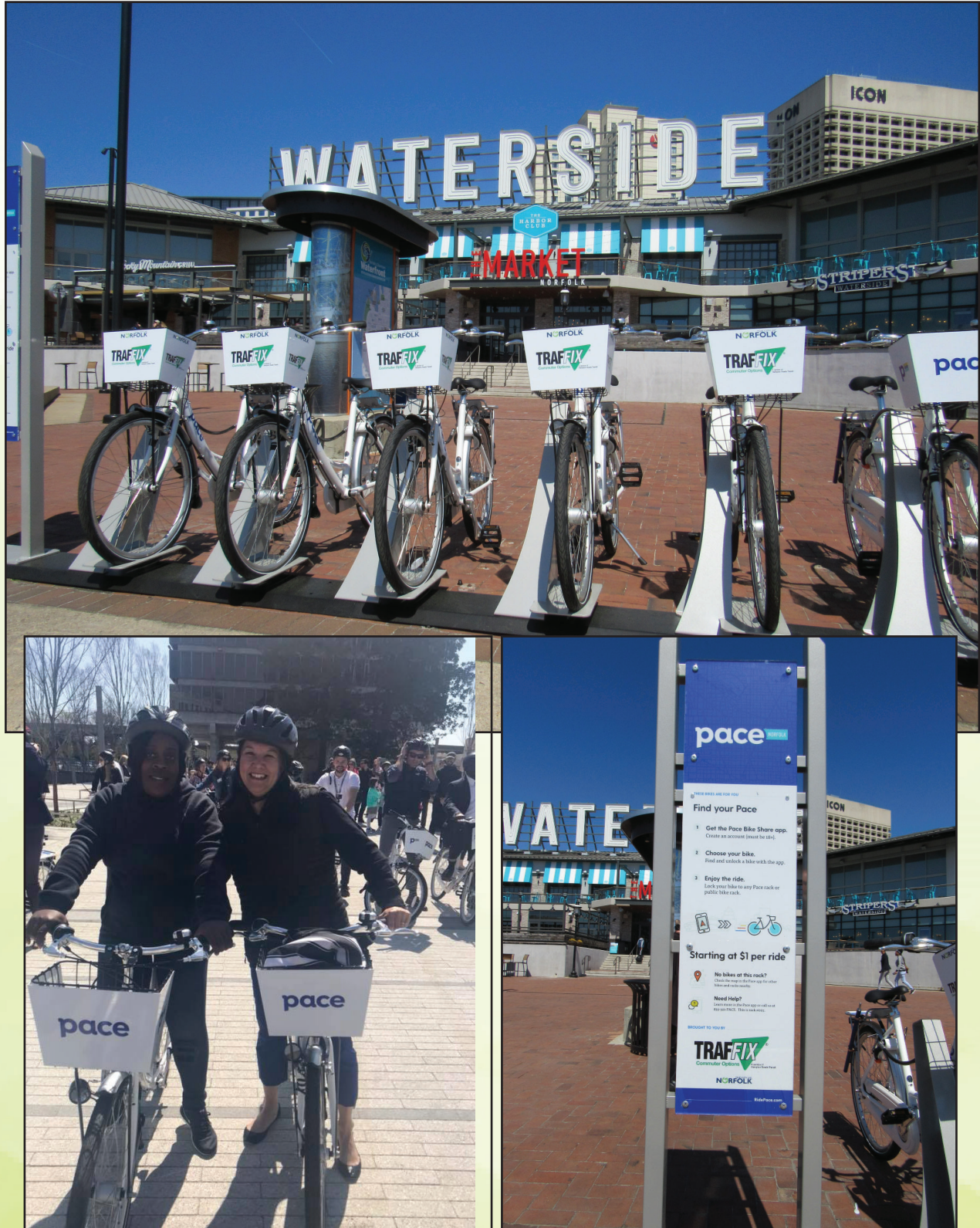
Where Requests Originated

- 28 TRAFFIX Website
- 345 Marketing Efforts
- 11,001 Rideshare Match Attempts
- 7,608 Rideshare Matches Made



TRAFFIX BikeShare Sponsorship

Norfolk BikeShare Program - Waterside Station Sponsorship



Summary

The overall “health” of all our products and services deserve a high grade. As we move into FY2019, TRAFFIX is on the cusp of delivering a much higher volume of registered vanpools, registered new customers, greater visibility in the communities we serve, and a larger customer volume in the GoPass365 product. We are looking at potentially new partners to help us with the delivery of more carpools and better incentives to capture new registrations in NuRide. As we leave FY2018, we leave the fiscal year with many new initiatives planned for FY2019. I feel confident that all indicators will show even greater growth in FY2019 in those segments as outlined in this Report.

The TRAFFIX program has a clear vision with clear goals. Each staff member is committed to reaching those goals. Our engagement with businesses, educational institutions, and the military, will continue to be crucial to changing driver behavior. We will work to move more people away from driving alone to embrace another mode of transportation that saves gas, reduces VMT's, reduces stress, reduces carbon into the air, and promotes better health. It is our intent to also offer a much higher quality of incentives without increasing our cost.

TRAFFIX continues to work closely with enterprise customers such as Newport News Shipyard, Amerigroup, Sentara, Naval Station Norfolk, The Norfolk Consortium, and the list goes on and on. We are affecting change in the way customers plan their own long-term traffic mitigation and parking programs as they sometimes ask TRAFFIX to be part of their planning process. We continue to promote viable, relevant options to their growing parking and transportation challenges as a true partnership with them.

FY2018 proved to be a year for more media exposure on television, radio, a new TRAFFIX web site, better navigation within that site, and increased social media presence. FY2019 will continue that trend with a much more vigorous media flight plan with a projected 20% increase in media progressive exposure. We will work to raise more awareness of the TRAFFIX program in Hampton Roads in FY 2019.

FY2018 was a very good year. FY2019 will be an exceptional year as we have many new ideas and plans ready to launch. Thank you for your time and effort in your review the FY2018 Annual Report.

