



# TRAFFIX ANNUAL REPORT

—  
FY2021





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# 01. ON THE ROAD TO POSITIVE CHANGE.

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A Letter from the Executive Director

The TRAFFIX service area includes the cities and counties that comprise Hampton Roads and the Eastern Shore.



As FY2021 began, the COVID-19 pandemic was still evident while some employers began bringing back employees to the office, many employers continued to keep employees working from home most of the time. During FY2021, COVID restrictions were eased, but the coronavirus and its variants impacted health, business operations, and commuting in Hampton Roads.

In response to the impacts of the pandemic on commuting, TRAFFIX adapted its marketing and services, helping employees maximize the effectiveness of teleworking. With more employees working from home than ever before, there were less vehicles on the road, and less riders on transit, vanpools, and carpools. However, essential workers and employees that commuted to the office at least part of the time, needed assistance to find their commuting options.

In this FY2021 Annual Report you will find:

- A summary of TRAFFIX services
- How TRAFFIX adapted and responded to the unprecedented changes in commuting in the Hampton Roads area
- A presentation of our actions to meet changing commuting needs
- Continued connections with our partners and stakeholders
- Examples of TRAFFIX outreach and marketing

With the COVID-19 pandemic, TRAFFIX developed new outreach resources and services to support employers and employees during the pandemic, ranging from telework best practices to guidance on safely working at the office. Some key TRAFFIX activities included a series of webinars helping employers work, manage, and collaborate remotely; providing customized telework strategies; and continuing to engage the public and employers on commuting options and services.

The starting point for driving behavior change in travel mode choice is to increase employee and employer awareness of Transportation



Demand Management (TDM) programs and alternative commute opportunities. Awareness occurs through marketing and outreach activities led by TRAFFIX. In FY2021, there was a strong marketing and outreach focus on improving employers' success for their telework programs and helping vanpools as they come back in service after being parked during the beginning of the pandemic. While awareness remained an important part of the TDM program, marketing and outreach campaigns focused more on direct responses to the new challenges resulting from the pandemic.

As a result of the shift in program direction, TRAFFIX had successes in performance measurements, such as an increase in reduced Vehicle Miles Traveled (VMTs), increase in reduced Co2 emissions, increase in teleworkers logging telework days, and increased awareness of the telework programs.

As always, I would like to thank the Virginia Department of Rail and Public Transportation, Virginia Department of Transportation, and the Hampton Roads Transportation and Planning Organization for their support of the TRAFFIX program, as well as the TRAFFIX Subcommittee for their continued guidance and supervision of the program. It is with a common respect and dialogue that we will continue to grow within the TRAFFIX program.

**RON HODGES**  
**EXECUTIVE DIRECTOR, TRAFFIX PROGRAM**

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02.

# THIS IS HOW WE'LL GET THERE.

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Our Mission

The TRAFFIX Subcommittee

The Services of TRAFFIX

# OUR MISSION: A CLEANER WORLD THROUGH COMMUTING DIFFERENTLY.

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 (SOVs) commuting to work. This is accomplished by encouraging carpooling, teleworking, vanpooling, biking, walking, and riding transit.

TRAFFIX staff are employees of Hampton Roads Transit (HRT); however, the program funding for operations is provided through the Hampton Roads Transportation Planning Organization (HRTPO). Vanpool grants are provided by the Virginia Department of Rail and Public Transportation (DRPT). 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 Subcommittee (TS) consists 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 TS reports to the Transportation Technical Advisory Committee (TTAC), which reports to the HRTPO Board. The TS meets three times per year with TRAFFIX staff to review the progress and status of the TRAFFIX program.

**TRAFFIX cut total  
vehicle miles traveled by  
2,892,334  
in 2021. That's 663  
trips from here to  
the Arctic Circle.**



# THE OFFICIAL DRIVERS OF OUR PROGRAM: OUR TRAFFIX SUBCOMMITTEE

TRAFFIX is funded by the Hampton Roads Transportation Planning Organization, which is the Metropolitan Planning Organization for the Hampton Roads area. As such, our subcommittee is comprised of representatives from local, state, and federal government, and transit agencies in the Hampton Roads Metropolitan Planning Area.

## Committee Chair

- Carl Jackson,  
City of Portsmouth

## Voting Members

- Angela Hopkins,  
City of Newport News
- Benjamin Camras,  
City of Chesapeake
- Chris Arabia,  
Department of Rail and  
Public Transportation
- Eric Stringfield,  
Virginia Department  
of Transportation
- Evandro Santos,  
City of Norfolk
- Jamie Oliver,  
Isle of Wight County
- Joshua Moore,  
Williamsburg Area Transit  
Authority
- Keisha Branch,  
Hampton Roads Transit
- Luther Jenkins,  
City of Chesapeake
- Mark Shea,  
City of Virginia Beach

- Megan Gribble,  
City of Virginia Beach
- Mike Hayes,  
City of Hampton
- Saul Gleiser,  
City of Newport News

## Non-Voting Members

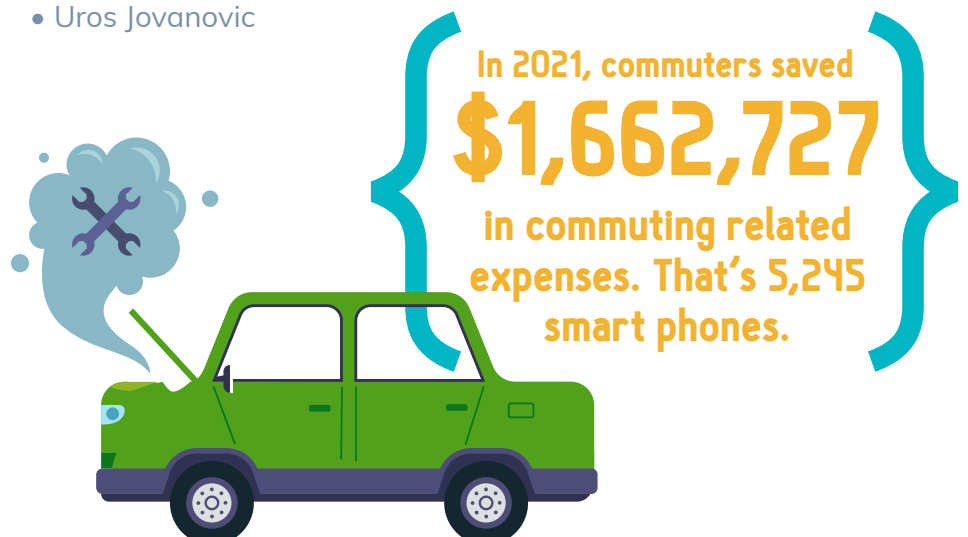
- Herb Pittman, U.S. Navy
- Ivan Rucker,  
Federal Highway  
Administration

## HRTPO Staff

- Rob Case
- Uros Jovanovic

## TRAFFIX Staff

- Ron Hodges, Director
- Emily Cass, Manager
- Alexis Jordan, Commuter  
Outreach Specialist
- Amber-Leigh Wimbrough,  
Commuter Outreach  
Specialist
- Latwana McClure,  
Program Specialist
- Monique Lynch,  
Program Coordinator
- Victoria Baker, Commuter  
Outreach Specialist







# TRAFFIX SERVICES: OUR MISSION IN MOTION.

## **Bike/Walk Commuter Services**

TRAFFIX supports bike commuters by providing bike lockers, bike repair stations, and bike path information. We also promote Bike to Work Month and Bike to Work Week in May to increase the awareness of available TRAFFIX services. For commuters who walk to work, TRAFFIX offers commuter planning and commuter rewards.

## **Commuter Rewards**

The TRAFFIX commuter incentive program provides rewards to commuters who use modes of transportation other than driving alone. Commuters can log their carpool, vanpool, transit, and bike to work or telework days into the TRAFFIX app and receive points to redeem for rewards. The rewards consist of discounts to online stores, services, local retailers, entertainment, and restaurants.

## **Employer-Based Marketing**

TRAFFIX works with local employers/military commands to promote TDM services and strategies and encourage employee use of transit, vanpools, and carpools, through an established Employee Transportation Coordinator (ETC) at participating employer locations. Services include commuter surveys, marketing materials, presentations, and the implementation of commuter assistance programs and incentives.

## **GoPass365**

Under contractual agreements with employers and educational institutions, the GoPass365 annual pass provides employees with unlimited access to every mode of transit offered by HRT at a discounted rate, except for vanpool and

Paratransit Services. The GoSemester pass is also available for students attending area colleges and universities.

## **Guaranteed Ride Program**

This program helps 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. A free registration process provides commuters with access to six rides a year with a copay. TRAFFIX will pay the remaining balance.

## **Naval Station Norfolk Office**

This conveniently located TDM office brings military commuters an opportunity to learn more about commuting options, purchase transit passes at the ticket vending machine, and conduct meetings with area commands. Centrally located on the military installation, the office provides easy access to TRAFFIX programs and a dedicated Commuter Outreach Specialist.

## **Park and Ride/Park and Sail/ Rideshare Parking**

This service 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**

TRAFFIX provides ridematching services to match commuters in carpools, vanpools, and transit. The free ridematching service is available through the TRAFFIX website ([gotraffix.com](http://gotraffix.com)) and the TRAFFIX mobile app.





## Surveys

TRAFFIX designs and conducts employee surveys for commuter behaviors, route changes, and employee transportation needs. Based on the results of these surveys, a commuter program can be established to meet an employer's needs, and environmental and financial goals.

## Transit Information

TRAFFIX provides bus and other transit route information for Hampton Roads Transit, Suffolk Transit, and Williamsburg Area Transit Authority services.

## Vanpool Services

With TRAFFIX, commuters who want to join or start a vanpool can get matched with an existing vanpool, with a group to start a new vanpool, and with a vanpool company. Vanpool companies can also receive riders and financial assistance to start or save a vanpool that has lost riders.

Commuters saved  
**133,257**  
gallons of gas last year  
by commuting differently.  
That's enough gas for 1,233  
trips from Hampton to LA.



The background of the entire page is a light orange color with a faint, stylized map of a city street grid. The grid consists of numerous small, irregular polygons representing blocks and larger, more prominent lines representing major roads or highways. The overall pattern is dense and covers the entire area.

# 03.

# SHIFTING FROM LESS COMMUTING TO MORE TELEWORKING.

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Reducing SOVs in Southeastern Virginia  
Commuter Programs and Results





Thursday-Sunday  
7:30am-2:30PM  
d'egg

HAVE A FEVER!  
OR  
COVID-19 SYMPTOMS?  
Please stay with a fever, or  
symptoms of COVID-19  
at home. Do not go to the  
store. If you are in the  
store, please stay in the  
store.

FACE COVER!  
Customer encouraged  
to wear face cover  
at all times.

DO YOUR PART!  
KEEP 6 FEET  
APART  
6' FT  
APART

Hilton

# THE RESULTS ARE IN.

**In FY2021, TRAFFIX made a difference by helping more than 14,702 registered commuters by offering:**

- Free telework assistance for area businesses.
- Free rewards for employees who work from home.
- Employer Resources.
- Guaranteed Ride Program.
- Commuter Rideshare Matching Program and Rewards.
- Vanpool Financial Assistance.
- Park & Ride Solutions.
- Outreach offices at Naval Station Norfolk and Downtown Newport News Transit Center.

## **Our Successes**

- 330 new commuter members.
- Total reduced vehicle miles traveled (VMT) = 2,892,334.
- Total reduced CO2 emissions = 1,306 tons.
- Reduced 201,196 car trips.
- Saved an average of 337 parking spots per day.
- Commuters saved \$1,662,727 in commuting-related expenses.
- Commuters burned 3,775,672 calories commuting by walking or biking.
- 869 participating organizations.
- Commuters saved 133,257 gallons of gas.

## **Activities**

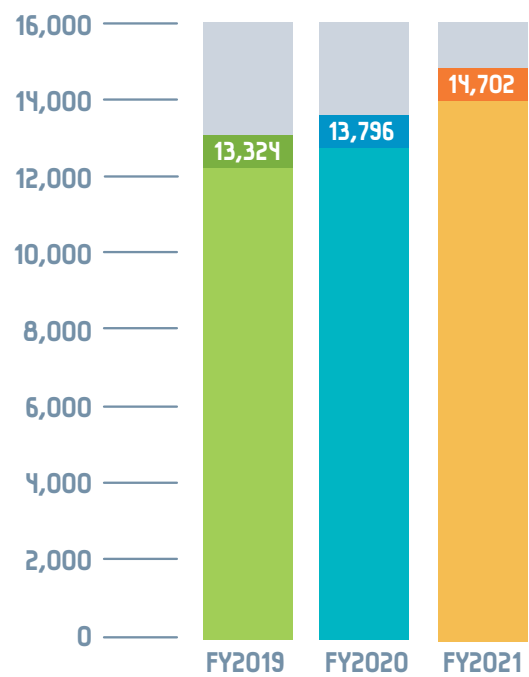
The TRAFFIX outreach staff meets with employers and commands at all levels to educate and promote commuter options by performing the following tasks:

- Design, execute, and analyze employee commuter behavior to create TDM plans and 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 benefit fairs.
- Attend numerous business networking functions sponsored by the following organizations: Downtown Norfolk Council, Peninsula Chamber of Commerce, and Hampton Roads Chamber of Commerce.

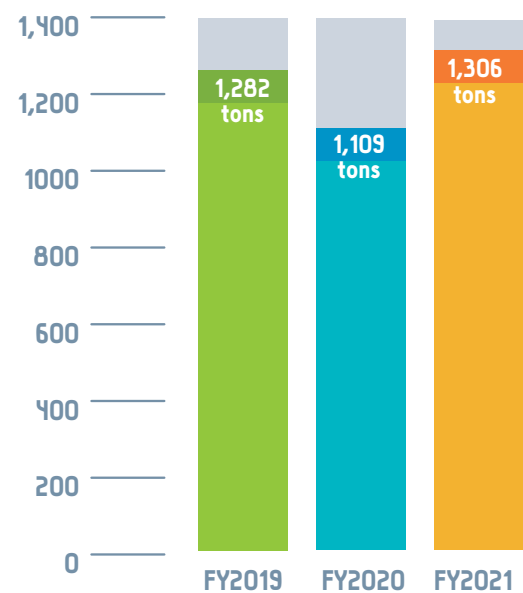
## **The Results**

- Conducted outreach efforts with more than 275 military commands and employers.
- Contacted 35 new employers.
- Participated in 11 commuter events.
- Initiated 186 program meetings.
- Over 55% of employers contracted by TRAFFIX are now partners who proactively promote commuter options in the workplace.
- TRAFFIX received more than 88 commuter information requests for alternative modes and programs.

# Total Registered Commuters: 14,702



# Reduced CO2 Emissions

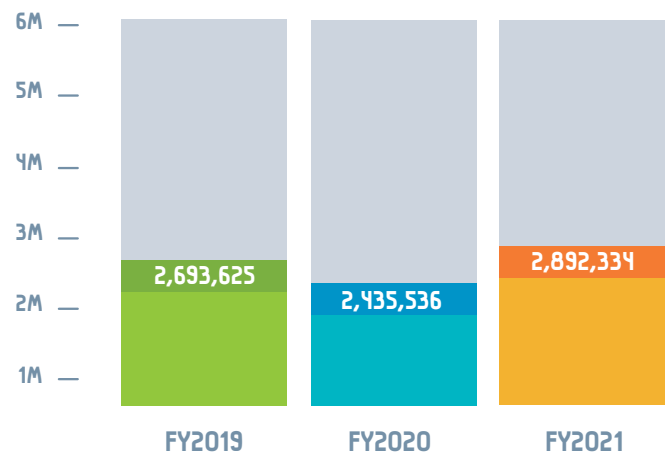




In Southeastern Virginia, TRAFFIX outreach efforts consist of working with local businesses to educate them on the benefits and importance of helping their employees with saving money, gas, and the environment, mitigating congestion, and reducing vehicle miles traveled. Newly created partnerships with the Hampton Roads Chamber of Commerce, Hampton Roads Workforce Development Council, Greater Peninsula Workforce Board, and Peninsula Chamber of Commerce helped TRAFFIX reach more employees and increase employer engagement.

Continuing to promote commuter options through a pandemic year, TRAFFIX overcame challenges and obstacles to find a way to reach local employers. Largely due to COVID-19, teleworking has reached levels never seen before. TRAFFIX provided guidance and resources for local employers and organizations to help manage and to assist employees in being productive and successful while teleworking. Recorded telework “trips” increased by 74% in FY2021 and logged telework participants increased

## Total VMT Reduced for all trips



61.6%. TRAFFIX hosted a telework event in conjunction with DRPT’s Telework!VA and the Hampton Chamber of Commerce, which garnered 30 new employer partners who expressed interest in establishing a TDM program for their workplace. TRAFFIX also introduced the first annual telework challenge and telework kits. Telework kits were distributed to all new and existing telework commuters.





During a time when face-to-face meetings were “paused”, TRAFFIX staff met virtually with new and existing clients and created customized informational packets for employers interested in providing commuter options for their employees. Outreach staff members were introduced during the Virginia Beach Hotel Association (VBHA) Quarterly Meeting to promote TRAFFIX to hotel owners, managers, and human resources personnel. Virtual State of the City events were conducted for Chesapeake, Portsmouth, Norfolk, and Suffolk.

Following more than a year of virtual and cancelled events, TRAFFIX participated in multiple Bike to Work Month events including the Downtown Norfolk Council Bike to Work Pit Stop, Virginia Beach’s Bike with The Mayor, and the City of Portsmouth’s lunchtime Bike Ride. Bike amenities were delivered to Old Dominion University (10 bike racks and 1 bike repair station) and WATA (1 bike repair station). Outreach staff attended ribbon cutting ceremonies for multiple bike repair stations and rack installations, including

Freshtopia, located in the 35th Street corridor, and Harbor Park Ferry Landing in Norfolk.

Even though the Norfolk Naval Station base office was closed due to COVID restrictions, outreach staff continued to nurture partnerships with military commands on all levels. Additionally, TRAFFIX promoted its program initiatives during command indoctrinations (INDOCs) at Norfolk Naval Shipyard.

TRAFFIX staff attended the Association for Commuter Transportation International Conference virtually which provided opportunities for professional development, networking, and exchanging ideas with other TDM programs.

## Commuter Rewards

TRAFFIX provides incentives in the form of rewards to commuters who use non-SUV modes of transportation. When commuters walk, bike, telework, carpool, vanpool, ride public transportation, or work a compressed work week, they can log the trip into the TRAFFIX system to receive rewards points.



**2,670:** Rideshare Match Attempts

**2,310:** Rideshare Matches Made

Trips can be logged in through the TRAFFIX website or mobile app. Those points can be redeemed for restaurants, shops, or grocery store credits. In addition, there are monthly raffles for prizes such as gift cards to engage commuters and encourage participation.

Outreach staff can present employers with an employee activity report to show them how they're using transportation options. Additionally, staff can create employer corporate challenges to encourage employees to try an alternative commute mode.

The Mode Split in the TRAFFIX Program had previously been consistent with transit and

carpool making up 75% of commuter trips logged followed by vanpool at 10% and telework, walk, bike and compressed work week at the remaining 15%. However, this year telework "trips," or days logged, increased by 74%.

### Vanpool Services

TRAFFIX continues to support efforts to remove SOVs from the road and reduce emissions through vanpooling. During the COVID pandemic, vanpool participation has declined by 63% due to mandatory teleworking at many area workplaces, resulting in most vanpools being "parked."

TRAFFIX vanpools are a way for 7 to 15 people to lease a van through a third-party vendor, complete with insurance, maintenance, fuel, and commuter benefits. All members of the vanpool split the operating costs, and TRAFFIX helps to keep vanpool commutes affordable by providing a monthly stipend of \$300 or \$325, depending on the leased van size. Vanpooling is an ideal alternative to driving alone for





groups of commuters who live or work near each other in the Hampton Roads area and have similar work schedules. A vanpool grant from Department of Rail and Public Transit funds the stipends as well as Hampton Roads Transit funds vans over 2 years on the road.

This year, 26 vanpools were registered with TRAFFIX, with 17 vanpools participating in our monthly stipend program. There were no participants in our Vanpool!VA Van Start/Van Save programs this fiscal year due to the pandemic.

TRAFFIX has an agreement with Commute with Enterprise who leases and maintains the vans. We continue to partner with the City of Virginia Beach providing two vanpools that support displaced employees after the tragic Virginia Beach mass shooting in 2019.

**26: Registered Vanpools**  
**188: Vanpool Riders**  
**4: New Vanpools**

We are proud to announce that our partner Commute with Enterprise has assisted in creating five new vanpools this year, which includes the Department of Corrections in Sussex, VA; Huntington Ingalls, Newport News, VA; and Norfolk Naval Shipyard in Portsmouth.

TRAFFIX staff sent vanpool appreciation kits to all vanpools currently commuting during the pandemic. These kits included t-shirts, travel mugs, simply fit snack bottles, hand sanitizer, face masks, an anti-bacterial door opener stylus, first aid kit, car vent phone holder, and lanyard.



## Guaranteed Ride Program

The Guaranteed Ride Program (GRP) provides commuters who regularly carpool, vanpool, bike, walk, or take transit to work with a reliable ride back to their point of origin via taxi when an emergency arises such as a personal illness, emergency at home, or unscheduled overtime. GRP is designed to remove the worry of possibly becoming stranded at the office when someone is using a commute option, other than driving alone at least three times a week.

This program allows registered commuters to use up to six rides per calendar year, with no more than two a month. TRAFFIX subsidizes the cost of the taxi ride, and the commuter only pays a \$5 copayment for each guaranteed ride. However, with larger businesses opting for telework, this year's numbers have declined.

**1,671: Total GRP Participants**  
**24: New GRP Registrations**  
**25: New GRP Rides**

## Parking Solutions

### Park & Ride

TRAFFIX continues to promote all Park & Ride locations in the Hampton Roads area and surrounding cities to encourage commuters to use alternative transportation options in the region. The partnership with VDOT has allowed access to over 1,320 available parking spaces for area commuters.

### Rideshare Parking

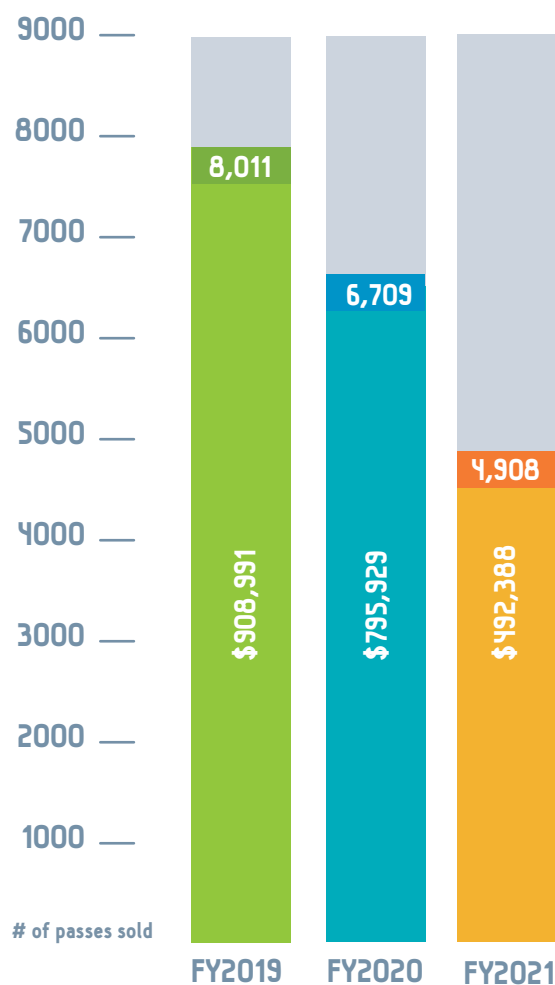
TRAFFIX is devoted in its efforts to remove SOVs from the road by seeking new rideshare parking locations around the region. With the help and guidance of VDOT, the TRAFFIX team seeks ongoing opportunities to provide convenient parking for commuters choosing to carpool, vanpool, or ride transit. TRAFFIX currently has six rideshare parking locations that require a TRAFFIX parking tag. These locations include Tidewater Community College (TCC) in Portsmouth, TCC Virginia Beach, Chesapeake Square, Lynnhaven Mall in Virginia Beach, Thomas Nelson Community College, and Capitol Landing Road in Williamsburg. Combined, these locations offer a total of 114 available parking spaces.

### Park & Sail

TRAFFIX provides parking tags to the commuters at the Park & Sail location on Court Street in Portsmouth. This lot is conveniently located to help those commuters riding the Elizabeth River Ferry to Norfolk. With 115 parking spaces, commuters can also use this lot if they carpool/vanpool from Portsmouth to other cities in the region. Currently, due to the pandemic, there is more focus on teleworking – but interests in the lot have continued.



## GoPass Sales and Revenue



### GoPass365

The GoPass365 program remains a constant and popular service for Hampton Roads Transit and an excellent TDM operation for the TRAFFIX program. The GoPass365 service provides both client support and product management, to include monthly usage and ridership reports to share the activity for assigned passes. Online capability for deactivation and replacement of passes is available upon client request.

The GoSemester pass is a discounted, term-centered pass that gives college and university students unlimited usage of some of HRT's services by simultaneously showing the pass along with a picture ID. The



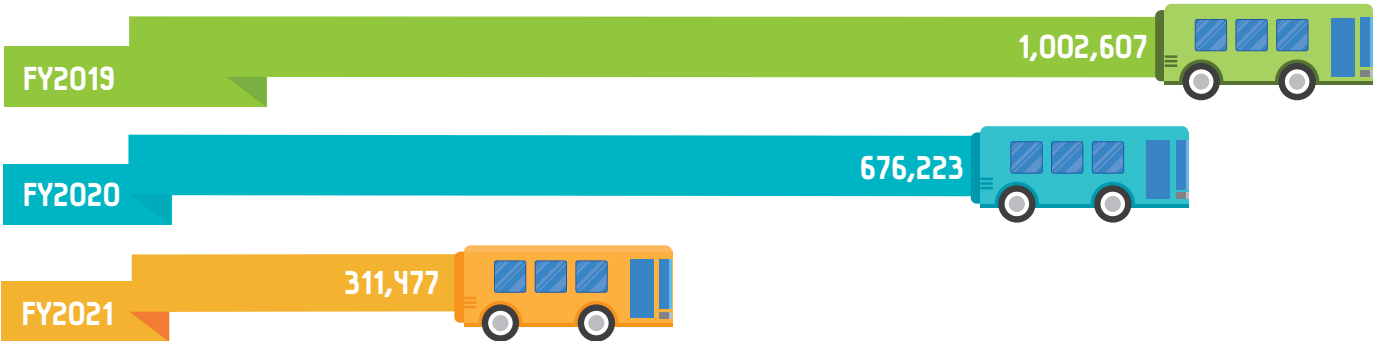


GoSemester pass aligns with the college or university's semester schedule. The contract term runs from July to June and the expiration date of the pass will be in conjunction with the semester's registration dates.

Program participants for FY2021 consisted of 24 companies and colleges, including our

newest subscribers – Aviation Institute of Maintenance, Hampton Inn, and Hyatt House. Revenue and ridership continued to flow with help from our new participants, despite the current pandemic. Due to COVID-19, ridership for FY2021 was minimal, with total ridership of 4,908 and an earned revenue of \$492,387.75.

# GoPass365 Ridership



A faint, light blue map pattern of streets and blocks covers the entire background of the page.

04.

# EVOLVING OUR MESSAGING TO COMMUTE DIFFERENTLY.

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The 2021 TRAFFIX Marketing Campaigns

# ATTRACTING MEMBERS. WINNING AWARDS.

## TRAFFIX WINS ACT MARKETING AWARDS

While this year offered new challenges in the landscape of the COVID-19 pandemic, at TRAFFIX, we quickly pivoted our methods and channels of communication. We went from in-person events to meeting virtually, helping our neighbors in Hampton Roads and communities navigate the new environment of teleworking. We encouraged employers to reach out to TRAFFIX for telework assistance, and helped educate businesses on successful teleworking. Our marketing efforts not only connected us with new teleworkers; our campaign was so successful that it earned several awards from the Association for Commuter Transportation.

### About the Campaign

The TRAFFIX Telework digital campaign was designed to raise top-of-mind awareness about TRAFFIX and DRPT's Telework!VA program, and to generate engagement with key audiences. The campaign consisted of paid search, social media, and digital banners ads, with targeting and messaging designed for area businesses and employers. TRAFFIX also ran an extension of the campaign that included radio ads and print.

### Targeting Our Message to the Right People

Google paid search keywords related to telework or working from home for businesses were used to engage successfully with the target audience. Through LinkedIn, decision-makers were targeted directly through job titles such as 'C-Level, Director, Manager, Owner, Partners and Vice President. Banner ads ran on Google Ads and local news/business sites targeting business leaders. The TRAFFIX email

list was used to build a custom Facebook campaign targeting businesses, and creating a lookalike audience to target any contacts or organizations that were similar to ensure the intended individuals were reached. We are also advertising with the Peninsula Chamber of Commerce and the Hampton Roads Chamber of Commerce – resources to reach our intended audience.

**42,623** Users on [gotraffix.com](https://gotraffix.com) website  
**66,565** pageviews ([gotraffix.com](https://gotraffix.com))

### The Results of Smart Marketing

As a result of our marketing efforts:

- TRAFFIX gained 111 new members, 25 new Facebook likes, 114 telework participants, and directly aided in reducing 1,090,566 VMTs and reducing over 2,000 trips.
- More than 7,923 people recorded telecommute "trips."
- During the timeframe of our campaign, TRAFFIX engaged with more than 27,865 users on the site, which is an 1,791% increase.
- The TRAFFIX website had over 42,559 pageviews, which is an 1,161% increase.

Overall, the average Click-Thru-Rate (CTR) increased 5% over the last month of the campaign, showing both our campaign optimization and strategy were successful to increase engagement and outreach to our target audiences.



# TELEWORK AWARENESS CAMPAIGN: EMPLOYER

(Print, Flyers, Eblasts, Banners, Homepage)

**WE CAN HELP YOU MAKE  
TELEWORKING WORK BETTER.**



Free consultation and  
online resources.


**TRAFFIX**  
Commuter Options

**telework!va**  
a program provided by **amplify**

[LEARN MORE](#)

**FOR AREA BUSINESSES:  
FREE WORK FROM HOME  
CONSULTING.**

Free consultation and  
online resources.




**TRAFFIX**  
Commuter Options

**telework!va**  
a program provided by **amplify**

[LEARN MORE](#)

**FOR EMPLOYERS  
NAVIGATING WORK  
FROM HOME.**




Free consultation and online resources.

**TRAFFIX**  
Commuter Options

**telework!va**  
a program provided by **amplify**

[LEARN MORE](#)





**EMPLOYERS:  
MAKE TELEWORKING WORK  
FOR YOUR COMPANY.**



**For area businesses: Free telework consultation & online resources**

Is your company or organization working from home? How is that working for you and your employees? Does your management process need to change? TRAFFIX can help. TRAFFIX connects area businesses with free assistance to start, maintain or improve work from home operations. These experts will meet with you either virtually or in-person, for telework advising, work place surveys, teleworking policy development and training.

Get started today. Call 800-700-7433 or go to [gotraffix.com](http://gotraffix.com)

**TRAFFIX**  
Commuter Options

**telework!va**  
a program provided by **amplify**





## Our Awards

- Outstanding TMA Organization 2021
- Commuting Options Award-Telework 2021
- Best Print Marketing Campaign 2020

## HOW TO MANAGE A REMOTE WORKFORCE.



### For area businesses: Free telework consultation & online resources.

Is your company or organization working from home? How is that working for you and your employees? Does your management process need to change? TRAFFIX can help. TRAFFIX connects area businesses with free assistance to start, maintain or improve work from home operations. These experts will meet with you either virtually or in-person, for telework advising, workplace surveys, teleworking policy development and training. [Click here](#) or call 800-700-7433 to get started.

Learn how to get free help from TRAFFIX.



## YOU'VE INSTANTLY GONE FROM 1 OFFICE TO 50 OFFICES. HOW DO YOU MANAGE?



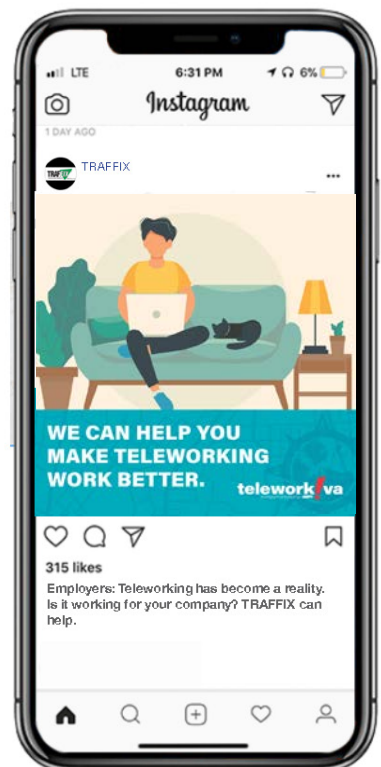
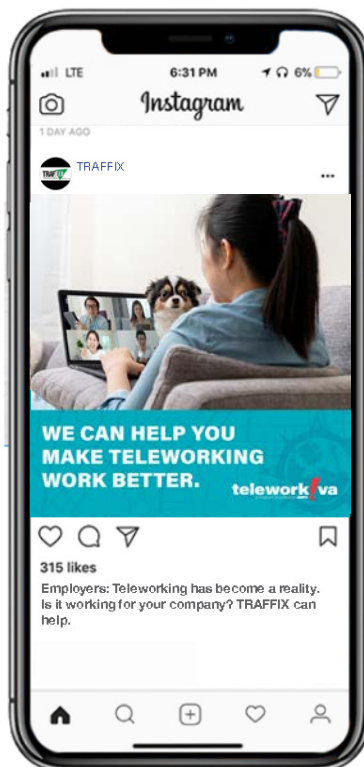
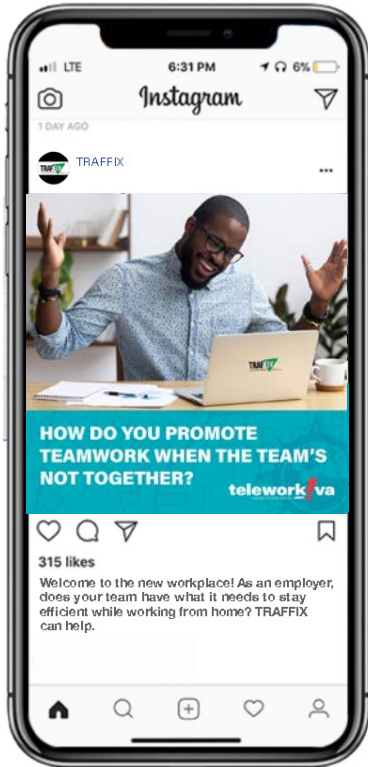
### For area businesses: Free telework consultation & online resources

Is your company or organization working from home? How is that working for you and your employees? Does your management process need to change? TRAFFIX can help. TRAFFIX connects area businesses with free assistance to start, maintain or improve work from home operations. These experts will meet with you either virtually or in-person, for telework advising, workplace surveys, teleworking policy development and training. Get started today. Call 800-700-7433 or go to [gotraffix.com](http://gotraffix.com)



# TELEWORK AWARENESS CAMPAIGN: EMPLOYER

(Social, Homepage, Brochure)





## HOW TO MANAGE A TEAM REMOTELY.




**For area businesses: Free telework assistance & online resources.**

**TRAFFIX** **telework!va**  
Commuter Options a program provided by **AMVETS**

1-800-700-7433 | [gotraffix.com](http://gotraffix.com)

## EMPLOYERS: WE CAN HELP YOU MAKE TELEWORKING WORK BETTER.



**Welcome to the new workplace.**

Is your company or organization working from home? How is that working for you and your employees? TRAFFIX can help. TRAFFIX connects area businesses with free assistance to start, maintain or improve telework operations. These experts will meet with you either virtually or in-person, for telework assistance, workplace surveys, teleworking policy development and training. And employees who telework can log the trips they save by not commuting, and get rewarded for their efforts!

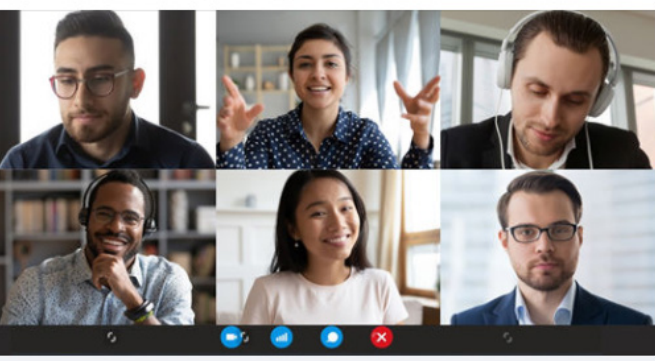
Get started today. Call 800-700-7433 or go to [gotraffix.com](http://gotraffix.com).

**TRAFFIX** **telework!va**  
Commuter Options a program provided by **AMVETS**

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**Traffix** Sponsored · 🌐

Companies have gone from the workplace to remote working – and it has its own challenges. Contact TRAFFIX for free resources, telework assistance, and management guidance.



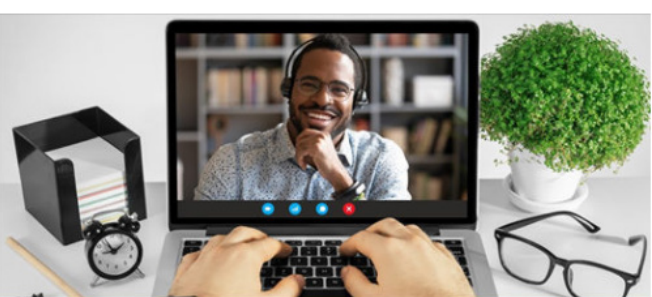
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**Work From Home Programs**  
Free resources and assistance.

[Learn More](#)

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Could your staff be working more efficiently from home? Do they have the resources they need to do so? Contact TRAFFIX for a free consultation.



**FREE TELEWORK HELP FOR AREA BUSINESSES.**

GOTRAFFIX.COM

**Telework Advice**  
Free resources and assistance.

[Learn More](#)


# TELEWORK AWARENESS CAMPAIGN: COMMUTER

(Social, Print, Outdoor, Banners)



**Traffix**  
Sponsored · 🌐

Download the TRAFFIX Rewards app, log the trips you didn't take, and you'll earn discounts, raffle entries and more.



**DO YOU TELEWORK? YOU DESERVE TO BE REWARDED.**

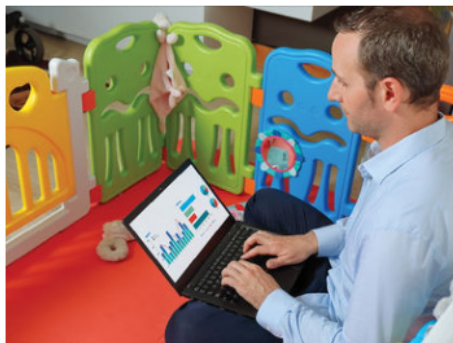
TRAFFIX.AGILEMILE.COM

**The TRAFFIX Rewards App**  
Reap the rewards of commuting differently.

Learn More

**Traffix**  
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Download the TRAFFIX Rewards app to earn discounts and more for teleworking.



**IS THIS YOUR NEW OFFICE SPACE? YOU DESERVE REWARDS.**


TRAFFIX.AGILEMILE.COM

**The TRAFFIX Rewards App**  
Work from home, get rewards.

Learn More

**Traffix**  
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If you're teleworking, sign up for TRAFFIX Rewards. You'll get discounts and more for all the trips you didn't take to the office.

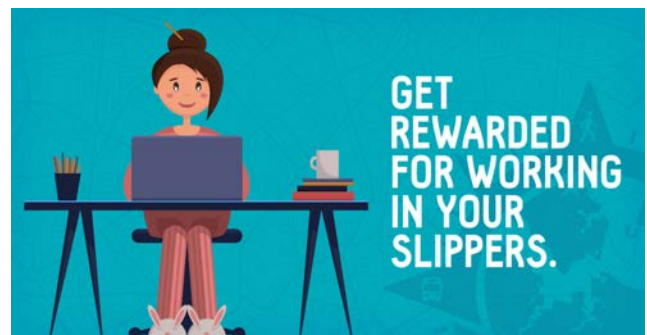


**IS YOUR GUESTROOM NOW YOUR OFFICE? YOU DESERVE REWARDS.**

TRAFFIX.AGILEMILE.COM

**The TRAFFIX Rewards App**  
Work from home, get rewards.

Learn More





**LOG THE TRIPS YOU  
DIDN'T TAKE TODAY.**



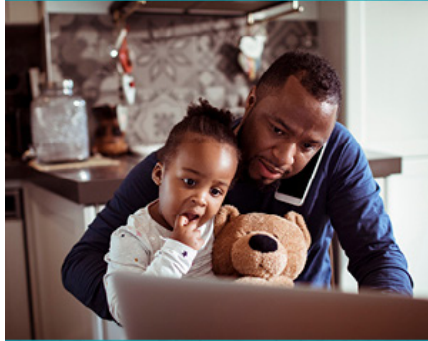
**WE'LL REWARD  
YOU FOR IT.**

Download the TRAFFIX Rewards app  
to earn discounts for teleworking.



[LEARN MORE](#)

**MULTI-MULTI-  
MULTI-TASKING?**



**YOU DESERVE TO  
BE REWARDED.**

Download the TRAFFIX Rewards app  
to earn discounts for teleworking.



[LEARN MORE](#)

**ARE YOU  
TELEWORKING?**



**YOU DESERVE TO  
BE REWARDED.**

Download the TRAFFIX Rewards app  
to earn discounts for teleworking.



[LEARN MORE](#)

**HOME SWEET  
OFFICE?  
DOWNLOAD  
THE TRAFFIX  
APP FOR  
TELEWORK  
REWARDS.**

Get rewarded for teleworking  
with the TRAFFIX Rewards  
program. Just download the app,  
log all the trips you didn't take  
to work – and you'll earn  
discounts and more from local  
businesses. Plus, you'll help  
reduce pollution and traffic  
congestion in Hampton Roads!



Call 800-700-7433 or go to [gotraffix.com](http://gotraffix.com)



# 05.

# FUNDING, EVENTS AND PLANS FOR THE FUTURE.

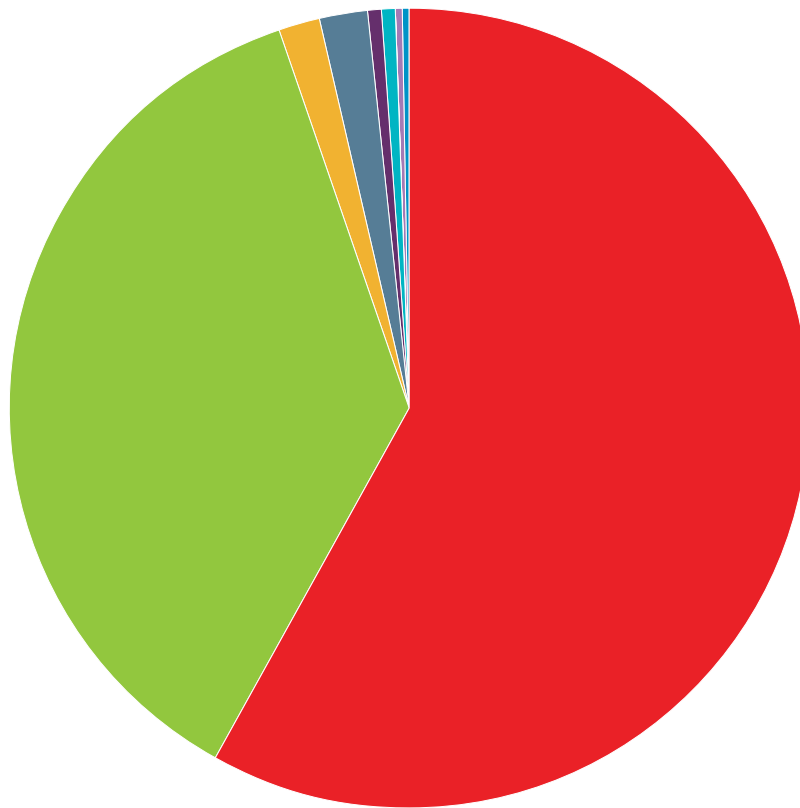
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Financials

2021 Photos

FY2022 Work Plan Goals and Measurements

# FY2021 FINANCIALS. THE NUMBERS BEHIND OUR SUCCESS.



## Pie Chart Key

Salaries and Benefits (37.60%)	Guaranteed Ride (0.21%)
Professional Services (0.55%)	Subscriptions (0.08%)
Materials and Supplies (1.83%)	Phones and Utilities (0.28%)
Advertising (59.64%)	Hardware and Software (1.89%)
Travel and Meetings (0.57%)	

TRAFFIX Budget for FY2021 was \$1.5m





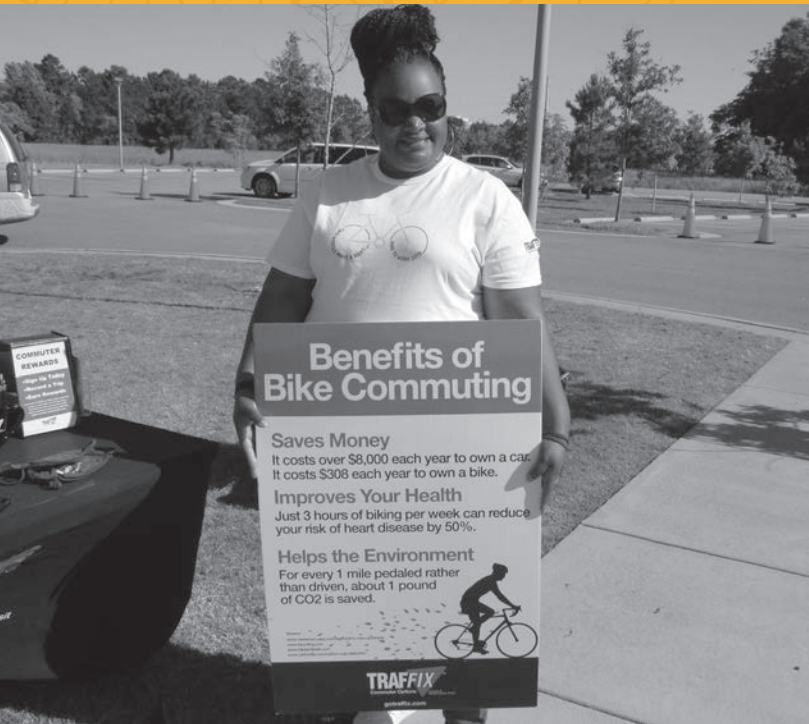
# 2021 IN PHOTOS:







# SNAPSHOTS OF A YEAR LIKE NO OTHER.



# THE PLAN AHEAD.

## FY2022 WORK PLAN GOALS AND MEASUREMENTS.

### WorkPlan Goals

- Goal 1: Promote Use of Alternative Transportation
- Goal 2: Active Participation by Employers
- Goal 3: Active Participation by Commuters
- Goal 4: Increase Awareness of Commute Options and the TRAFFIX Program
- Goal 5: Regional Coordination

### WorkPlan Measurements

- 5% SOV Reduction
- 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 Week, Earth Day, Bike Month, Try Transit Week, and Rideshare Month)
- 1,000 New Commuter Members in Agile Mile
- 15 New Registered Vanpools
- 3% Growth in GoPass 365 Trips

In 2021, commuters in  
Hampton Roads burned  
**3,775,672**  
calories by walking or  
biking. That's 13,248  
slices of pizza.







