



# TRAFFIX ANNUAL REPORT

FY2023



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# 01. MOVING NEW POSSIBILITIES FORWARD.

## A Letter from the TRAFFIX Team

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



TRAFFIX is pleased to present our Annual Report for FY2023, offering a chance to highlight our accomplishments and reflect on our journey over the past year.

FY2023 marked another successful year for TRAFFIX as the disruptions caused by the COVID-19 pandemic gradually subsided. As communities continued their return to normalcy, road traffic increased. We remained well-prepared to provide transportation alternatives to the 15 cities and counties in our service area.

Our services continued to grow steadily, illustrating our commitment to reducing our environmental footprint. In FY2023, we achieved a remarkable reduction of 2,118 tons in CO2 emissions, marking a 603-ton increase compared to FY2022. Additionally, we effectively reduced Vehicle Miles Traveled by 4.7 million miles, a 1.5 million mile improvement over the previous fiscal year. These accomplishments demonstrate the favorable impact of our initiatives.

We remained actively engaged in the community by participating in various annual cycling events, including the Downtown Norfolk 4th Annual Bike Expo, Bike to Work Day, and other local rides. These initiatives aimed to raise awareness about the benefits of partnering with TRAFFIX.

Furthermore, TRAFFIX proudly sponsored events such as the 'State of the Region'

meetings hosted by the Hampton Roads and Virginia Peninsula Chambers of

Commerce, as well as Bike/Walk Norfolk. Additionally, we strategically donated bike repair stations and racks throughout the region, enhancing our support for sustainable transportation options.

Throughout the year, our team diligently worked on numerous projects and maintained ongoing interactions with diverse stakeholders, including businesses, educational institutions, local and state governments, and military commands. These efforts were pivotal in expanding awareness of the TRAFFIX program and broadening our impact.

Our collaboration with partners such as the Hampton Roads Transportation Planning Organization and the TRAFFIX Subcommittee remained integral to our strategic planning, budgeting, and administrative oversight. We extend our sincere appreciation to these partners, along with Hampton Roads Transit, the Department of Rail and Public Transportation, and the Virginia Department of Transportation. Their invaluable support and guidance has allowed TRAFFIX the continued, successful growth which is reflected in this Annual Report.

**WITH WARM REGARDS, THE TRAFFIX TEAM**

## 02. OUR GUIDES ALONG THE JOURNEY.

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# THE MISSION OF TRAFFIX: FEWER EMISSIONS. MORE COMMUTING DIFFERENTLY.

As a Transportation Demand Management (TDM) program, TRAFFIX's mission is to assist in the continued efforts to decrease traffic congestion and greenhouse emissions in southeastern Virginia by reducing the number of Single Occupancy Vehicles (SOVs) commuting to work through ridesharing. This includes encouraging alternatives to driving such as public transportation, carpool and vanpooling, biking, walking, teleworking and the establishment of employer transportation programs and incentives.

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 Subcommittee (TS), formally the Oversight Subcommittee (TOS), 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  
4,784,958  
in 2023.**

# THE TRAFFIX SUBCOMMITTEE:

## THE TEAM AT THE WHEEL OF OUR PROGRAM'S EFFORTS.

### Voting Members

- Carl Jackson,  
City of Portsmouth

- Dorian Allen,  
City of Norfolk

- Chris Arabia,  
Department of Rail and  
Public Transportation

- Anna Dewey,  
City of Norfolk

- Megan Gribble,  
City of Virginia Beach

- Angela Hopkins,  
City of Newport News

- Luther Jenkins,  
City of Chesapeake

- Alexis Majied,  
Hampton Roads Transit

- Katherine Molin,  
Department of Rail and  
Public Transportation

- Sandon Rogers,  
City of Hampton

- Iyanla Xo,  
Williamsburg Area  
Transit Authority

- Eric Stringfield,  
Virginia Department  
of Transportation

- Maria Ptakowski,  
City of Suffolk

- Mike Hayes,  
City of Hampton

### Alternative Member

- Anna Dewey,  
City of Norfolk

### Non-Voting Members

- Vacant  
U.S. Navy

- Ivan Rucker,  
Federal Highway  
Administration

### HRTPO Staff

- John Mihaly
- Matthew Harrington
- Uros Jovanovic
- Pavithra Parthasarathi



### TRAFFIX Staff

- Amy Jordan,  
Director

- Tiffany McClain,  
Program Manager

- Amber-Leigh Wimbrough,  
Commuter Outreach Specialist

- Latwana McClure,  
Vanpool Program Coordinator

- Monique Lynch,  
Program Specialist

- Victoria Baker,  
Commuter Outreach Specialist

- Shawn Tasch,  
Commuter Outreach Specialist

- Shaquille Jordan,  
Graphic Designer



# THE SERVICES OF TRAFFIX: MANY PATHS, ONE GOAL.

## Bike/Walk Commuter Services

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

## Commuter Rewards

TRAFFIX operates a commuter incentive program that provides rewards to commuters who use alternative modes of transportation. Commuters log their trips or telework days into the TRAFFIX app or website and receive points to redeem for rewards. The rewards consist of discounts to online and local retailers and restaurants.

## Employer-Based Marketing

Our organization works with local employers/commands to promote TDM services and strategies through an established Employee Transportation Coordinator (ETC) at employer locations. Services include commuter surveys, marketing materials, presentations, and implementing TRAFFIX programs.

## GoPass365

Under contractual agreements with employers and educational institutions, the GoPass365 annual pass allows 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 area colleges and universities.

## 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. A free registration process provides commuters with access to six rides a year with the cost covered by the Guaranteed Ride Program.

## Naval Station Norfolk Office

This conveniently 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. Centrally located on the military installation, the office provides convenient access to TRAFFIX programs and a dedicated Commuter Outreach Specialist.

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

TRAFFIX 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.



## Transit Information

Our team provides commuters with information for Hampton Roads Transit, Suffolk Transit, and Williamsburg Area Transit Authority.

## Vanpool Services

TRAFFIX is here for commuters and employers with vanpool information regarding local vendors. We also provide financial assistance to commuters who wish to start, maintain, and/or save a vanpool.

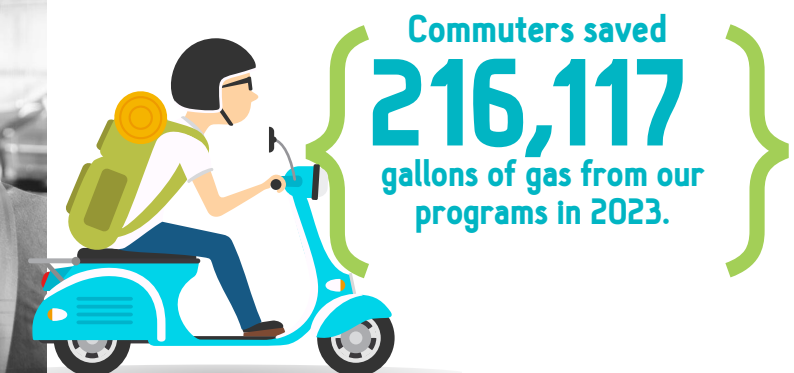
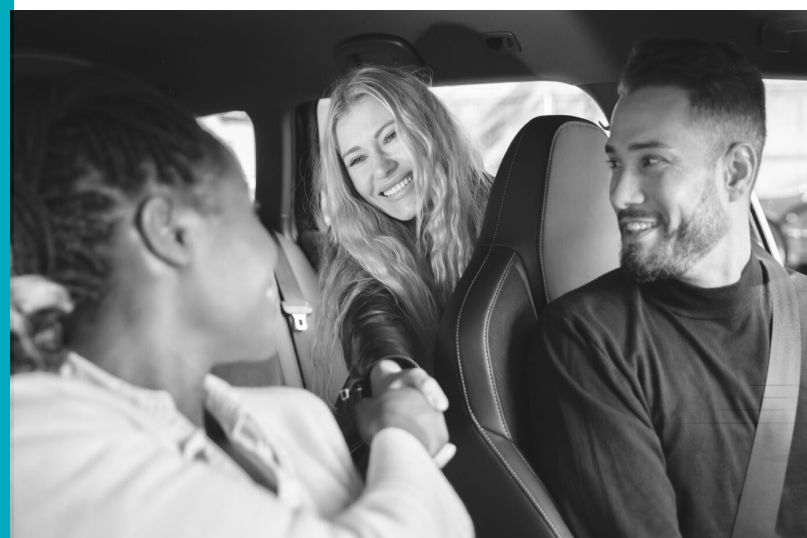


## Rideshare Matching

Our database matches carpool and vanpool commuters in Southeastern Virginia who share similar work hours and locations.

## Surveys

TRAFFIX 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.



# 03. KEEPING PACE WITH SUCCESS.

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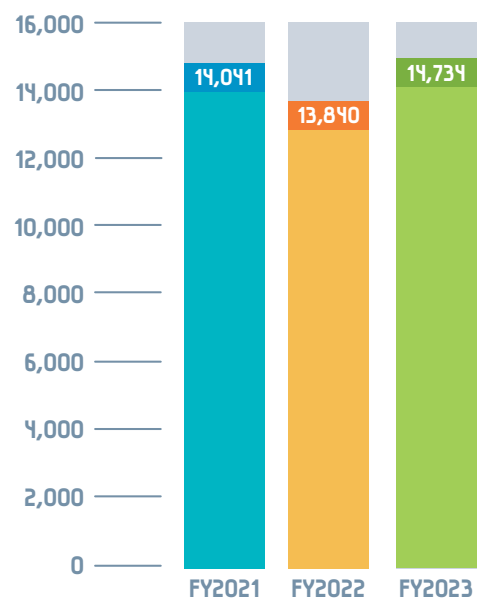
# COMMUTING DIFFERENTLY BY THE NUMBERS.

## Commuter Programs and Results

In FY2023, TRAFFIX made a difference helping more than 13,840 registered commuters by offering the following:

- Employer Resources
- Guaranteed Ride Program
- Commuter Rideshare Matching Program and Rewards
- Vanpool Financial Assistance
- Park & Ride Solutions
- Outreach Offices at Naval Station Norfolk

## Total Commuters



## Successes

- **942** new commuter members
- **273,420** trips recorded
- **4,784,958** total vehicle miles traveled (VMT)
- **2,118 tons** total reduced CO2 emissions
- Reduced **241,073** single-occupancy car trips
- Saved **519** parking spots per day
- Commuters saved **\$2,990,599** in commuting-related expenses
- Commuters burned **6,345,176** calories commuting by walking or biking
- **1,068** participating organizations
- Commuters saved **216,117** gallons of gas

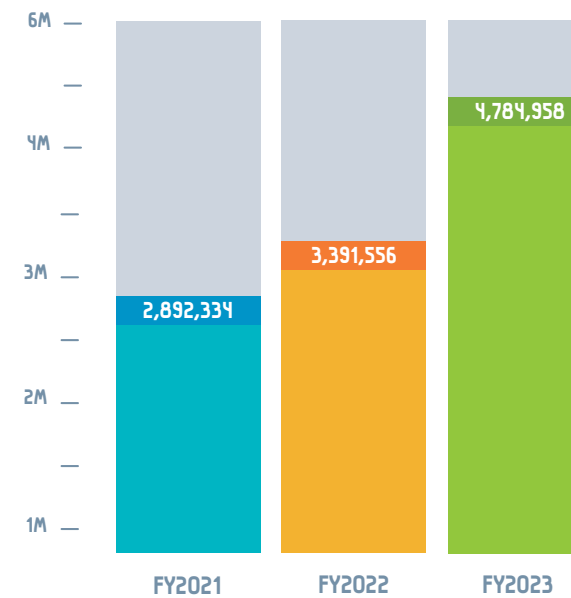
## Rideshare Matching

**10,259:** Rideshare Match Attempts

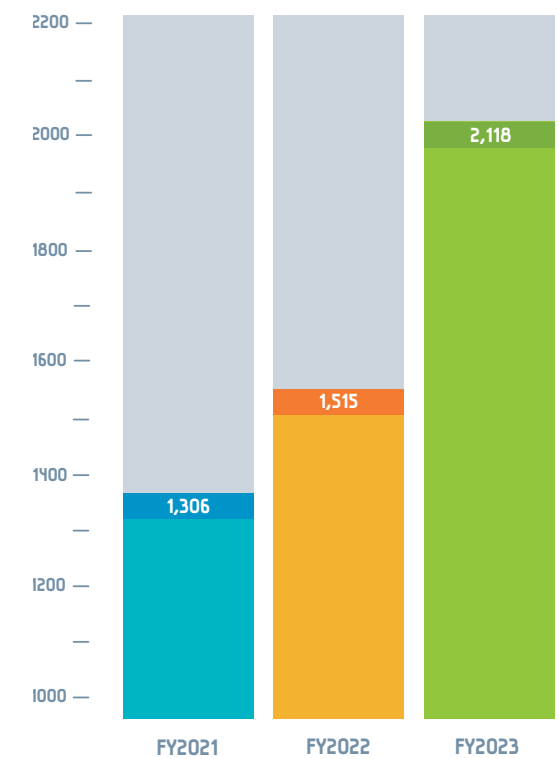
**7,727:** Rideshare Matches Made

(75% of attempted matches successful)

## Total Vehicle Miles Traveled Reduced For All Trips



## Reduced CO2 Emissions





▼ At the 7th Annual Suffolk B2B Expo, TRAFFIX connected with area professionals and reached out to employers with details on subsidized commuting.

▼ Held by VisitNorfolk.com, the Annual Celebration of Success Luncheon showcased the importance of public transportation in our region.

▼ The Peninsula Chamber of Commerce: State of the Region meeting gave the team a chance to network with regional employers of note.

▼ The TRAFFIX team won the Outstanding Public Transportation Marketing Campaign from the Virginia Transportation Association, and staff member Latwana McClure was awarded the Unsung Hero Award.

▼ The 2022 Virginia Beach Tourism Summit gave hundreds of attendees the opportunity to learn more about the impact of tourism and the importance of transit.



# OUTREACH EVENTS & HIGHLIGHTS

In Southeastern Virginia, our outreach efforts entail working closely with local businesses to educate them about the advantages of saving money, reducing fuel consumption, and contributing to environmental preservation while also lowering vehicle miles traveled (VMTs). We've established strong partnerships with esteemed organizations like the Hampton Roads Chamber of Commerce, Hampton Roads Workforce Development Council, Greater Peninsula Workforce Board, and Virginia Peninsula Chamber, which have significantly bolstered employer engagement in our initiative.

Furthermore, the TRAFFIX team actively participates in various conferences and summit events throughout the year. These occasions provide valuable opportunities for professional development, networking, and the exchange of ideas with fellow Transportation Demand Management (TDM) programs.

## Results

- Met with **35** new employers across the Hampton Roads service area to promote TRAFFIX programs
- **756** total employers participating in TRAFFIX programs
- Attended **159** commuter events including military bases, southside, peninsula, and colleges/universities
- **208** program meetings were held to build relationships and follow-up with current employers/organizations
- Outreach staff received **2,430** Information Requests for alternative commuter options and programs.

▼ Traffix was the recipient of PRSA's Merit Award for Content Marketing along with the Excellence Award for Social Media.

▼ TRAFFIX team members were proud attendees of the Downtown Norfolk Council Annual Meeting.

▼ TRAFFIX has continued its involvement with the tHRive Young Professional Summit, a meeting of the region's young professional minds.



▼ Traffix staff attended Elevance Health Employee Appreciation Day and promoted Discover Transit Month.

▼ State of the City Meetings in Virginia Beach, Chesapeake, Norfolk, Portsmouth, and Suffolk helped staff track the need for change in the area's commuter programs.

▼ TRAFFIX team members were proud sponsors of the Downtown Norfolk Council (DNC) Annual Meeting. The DNC is a GoPass365 partner serving businesses throughout the downtown.



# REGIONAL EVENTS

In FY2023, TRAFFIX continued its mission to celebrate alternative commuting methods and raise awareness about sustainable transportation choices through a series of engaging events. These events were designed to foster community engagement and encourage individuals to make eco-friendly choices in their daily commutes. Some of the noteworthy highlights from the year include:

## 1. Discover Transit Month formerly Try Transit Month

During Discover Transit Month, TRAFFIX actively participated in events at various locations, including Tidewater Community College, Centura College campuses, Elevance Health, and the Seaboard Train Station in collaboration with Suffolk Transit. These events showcased the convenience and benefits of using public transportation.

## 2. Rideshare Month

October's Rideshare Month, TRAFFIX was actively involved during events held at Newport News Shipbuilding, organized pop-up information sessions at Park and Ride lots, and engaged with employees at Canon Newport News. Additionally, TRAFFIX took part in VDOT's Unity Fair to promote carpooling and ride-sharing initiatives.

## 3. Earth Day Collaboration

TRAFFIX partnered with Hampton Roads Transit for Earth Day events held at prominent locations, including the Virginia Living Museum and Mt. Trashmore. These events emphasized the importance of environmentally friendly transportation choices and their impact on the planet.

## 4. Bike Month Celebrations

Bike Month saw a variety of events, including the Downtown Norfolk Council's 4th Annual Bike Expo, which showcased the latest in bicycle innovations and celebrated the local cycling culture.

Downtown Norfolk Council's Bike to Work Day Pitstops were held at two locations: the Waterside Ferry Dock and the Eastern Virginia Medical Center (EVMC), providing essential support and encouragement to bicycle commuters.

Suffolk Lunch Bike Ride and Portsmouth Lunchtime Bike Ride encouraged participants to enjoy healthy lunchtime rides through picturesque routes.

Hampton's Proclamation Ride highlighted the importance of cycling and sustainable transportation options in the community.

## Results

TRAFFIX's involvement in these events continued to raise awareness and encourage healthier commuting practices. Engagement and participation rates remained strong, with increased interest in public transportation, ridesharing, and cycling. These events not only brought communities together but also contributed to reducing traffic congestion and promoting eco-friendly commuting options. FY2023 was marked by successful outreach and positive changes in the realm of greener transportation. TRAFFIX looks forward to building on this momentum in the future.



# CONTINUED SUCCESS FOR THE COMMUTER REWARDS PROGRAM.

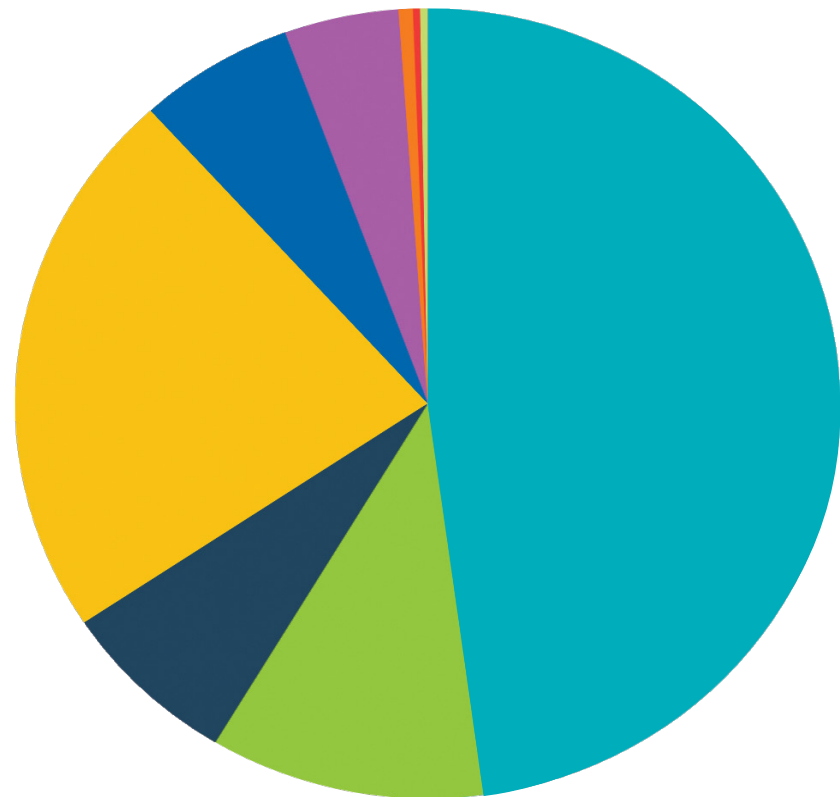
The Agile Mile Program is a commuter incentive program that provides rewards to commuters who use alternative commuting methods. When a commuter walks, bikes, telecommutes, carpools, vanpools, rides public transportation, or works a compressed work week, they can log the trip into the Agile Mile system to receive reward points. The points can be redeemed for restaurants, shops, or grocery store credits. In 2023, 2,210 commuters redeemed Commuter Rewards totaling \$3,893.

As part of Agile Mile, employers can receive an employee activity report showing how they use transportation options. In addition, the TRAFFIX staff can create employer corporate challenges to encourage employees to try alternative commuting modes.



# COMMUTER MODES BREAKDOWN FY 2023

This Mode Split chart shows transit and carpool making up 70.7% of commuter options in the TRAFFIX program. With many large employers still allowing telework options, we see teleworking remaining steady at 11% and vanpool numbers rising to 7%. Walk, bike, scooter and compressed work week make up the remaining 12%



## Pie Chart Key

- Transit (Light Rail, Ferry, & Bus)  
131,231 (48%)
- Carpools  
62,094 (22.7%)
- Vanpools  
19,333 (7.1%)
- Telecommuters  
29,623 (10.8%)
- Walk  
16,700 (6.1%)
- Bike  
12,378 (4.5%)
- Scooter  
854 (.7%)
- Drive Alone  
792 (.3%)
- Compressed Work Week  
415 (.3%)



## VANPOOL SERVICES: A GROUP EFFORT TO REDUCE TRAFFIC.

TRAFFIX continues to support efforts to remove SOVs from the road and reduce emissions through vanpooling. During the COVID pandemic, vanpool participation declined due to mandatory teleworking at many employers.

TRAFFIX vanpooling is a way for 7-15 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.

**28: Registered Vanpools**  
**223: Vanpool Riders**

# THE GUARANTEED RIDE PROGRAM: FOR NO-WORRY COMMUTING.

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. These emergencies can include a personal illness, emergency at home, unscheduled overtime, or other unexpected event. GRP is designed to remove the worry of

possibly becoming stranded when using alternative transportation at least three times a week. The program allows registered commuters to use up to six guaranteed rides per calendar year, no more than two a month. TRAFFIX subsidizes the cost of the taxi ride.

**2,954:** Total GRP Participants  
**30:** Total GRP Rides



## PARKING SOLUTIONS: ENCOURAGING PARTIAL DRIVING TO REDUCE TRAFFIC.

### Park & Ride

TRAFFIX promotes to promote all Park and Ride locations in the Hampton Roads area and the surrounding cities to encourage commuters to use alternative transportation options.

### Park & Sail

TRAFFIX manages the Park & Sail location on Court Street in Portsmouth. This lot is conveniently located for commuters riding the Elizabeth River Ferry to Norfolk. Commuters may also use this lot if they carpool/vanpool from Portsmouth to other cities in the region.



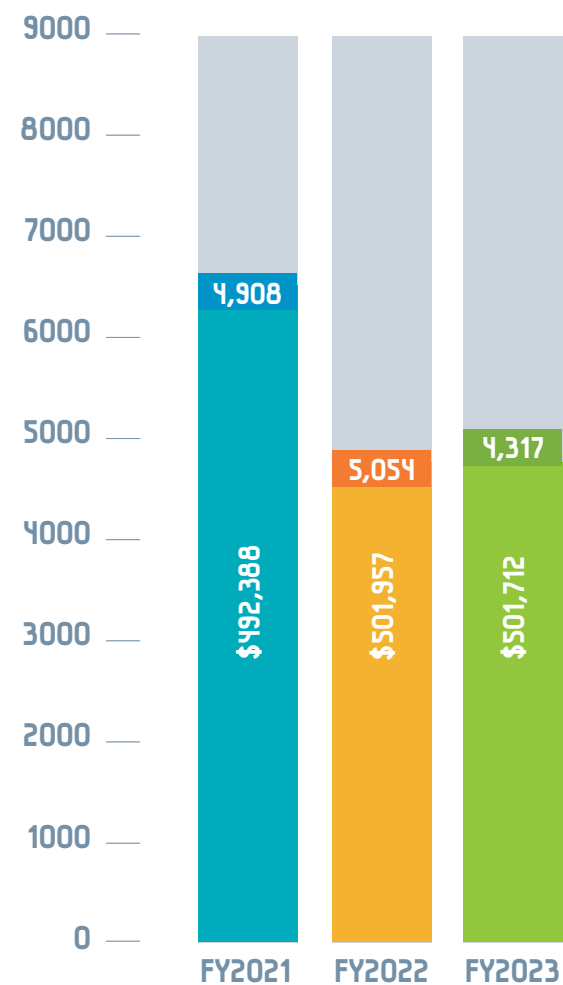
# GO PASS 365: MORE SAVINGS FOR MORE COMMUTING DIFFERENTLY.

The GoPass365 program continues to prevail as a popular service for Hampton Roads Transit and an excellent TDM resource for the TRAFFIX program. The GoPass365 service provides both client support and product management, with monthly usage and ridership reports that note activity for assigned passes, online deactivation capability, and the replacement of passes upon client request.

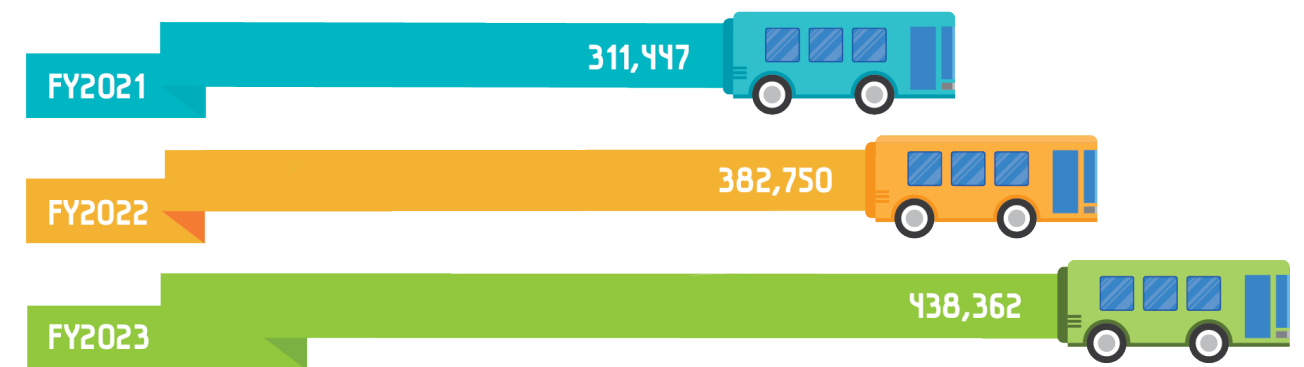
The GoSemester pass is a discounted term centered pass that gives commuters unlimited usage to some of HRT's services by simultaneously showing the pass along with a picture ID. The GoSemester pass coincides with the college or university's semester schedule. The contract term is from July to June and the expiration date of the pass will be in conjunction with the semester's registration dates.

Program participants for FY2023 consisted of 21 companies and colleges. Revenue and ridership began to grow despite the pandemic. As we return to business in the "new" normal from COVID-19, ridership for FY2023 was a total of 438,362 riders, 4,317 passes sold, and an earned revenue of \$501,702.

## GoPass Sales and Revenue



## GoPass365 Ridership



# 04. MARKETING WITH A MISSION.

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## CAMPAIGNS

At TRAFFIX, the mission remains clear to encourage commuters to commute differently. Agile Mile, our online/mobile platform, empowers members to log their alternative trips, offering financial incentives, discounts, and rewards while championing environmental responsibility.

In FY2023, we aimed high, striving to eliminate 3 million vehicle miles traveled (VMT) — equivalent to removing 168,000 trips from our roads. To achieve this, we crafted a creative, multi-channel campaign that resonated with commuters, employers, and rideshare users.

1. **Well-being: Promising less stress and improved well-being by avoiding congestion.**
2. **Financial Savings: Highlighting reduced gas and parking expenses.**
3. **Environmental Impact: Encouraging a positive environmental footprint.**

Vibrant, modern, and friendly visuals were used in the marketing campaign accompanied by a tone of voice that was optimistic and straightforward.

These campaigns encouraged employees to inquire about commuter benefits, while employers were directed to the TRAFFIX website for more information.

Welcome to the TRAFFIX evolution, where the road less traveled is the road to change.



# COMMUTE DIFFERENTLY CAMPAIGN

Spring 2023 | (Animated banners, social stories and newsfeed ads)

**Traffix**  
Sponsored · ⚙️

Commuting to work can be expensive — and put a strain on the environment, too! By using the free TRAFFIX app, you can connect with carpools and vanpools. Plus you'll earn rewards when you log each time you commute differently.

**GET CONNECTED.  
GET REWARDED.**

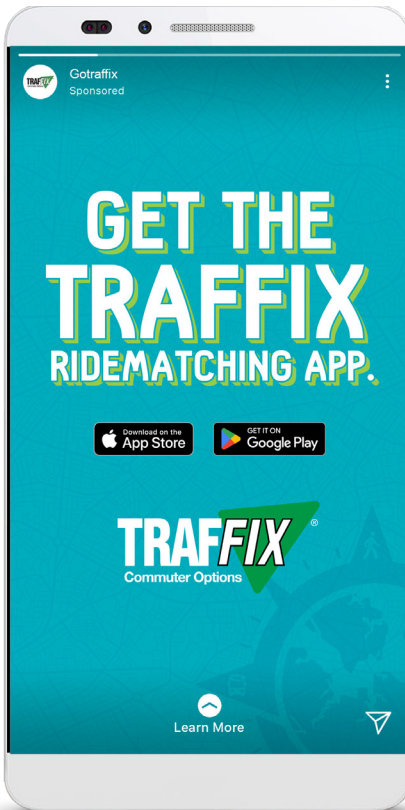
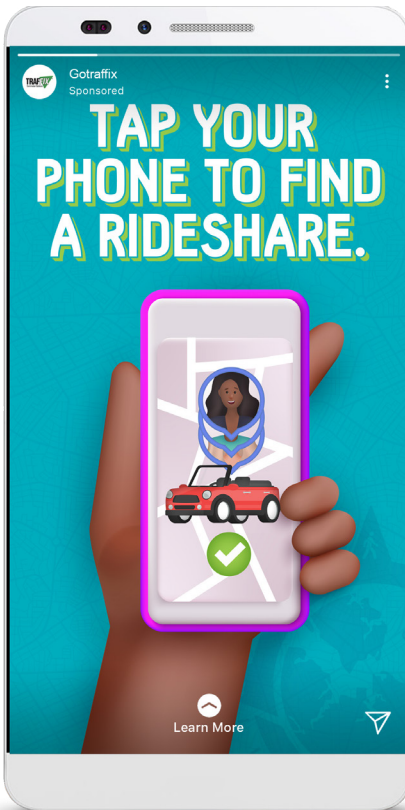
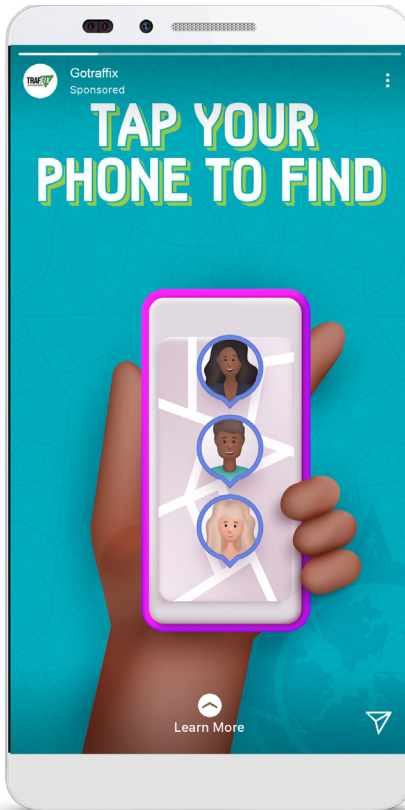
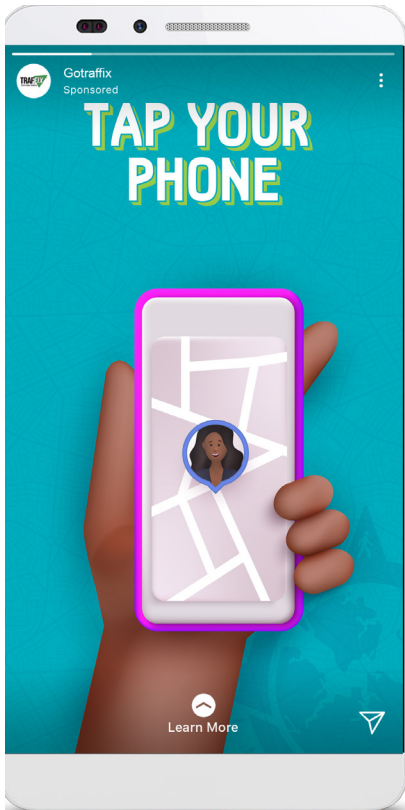
GOTRAFFIX.COM

**Traffix**  
Sponsored · ⚙️

Why drive to work alone when you can split the costs — and enjoy some company along the way? Download the free TRAFFIX app to connect with carpools and vanpools. You can even earn rewards for logging your trips.

**HANG OUT WITH FRIENDS  
ON THE WAY TO WORK.**

GOTRAFFIX.COM




# COMMUTE DIFFERENTLY CAMPAIGN

Spring 2023 | (Animated banners, social stories and newsfeed ads)

**Traffix** Sponsored · ⚙️

You've downloaded the TRAFFIX app — so remember to use it to earn rewards. By logging each trip you take by carpooling, vanpooling, biking, or taking transit, you can earn points toward discounts from local businesses.



**YOU'RE ALREADY ON THE ROAD TO EARNING REWARDS.**

GOTRAFFIX.COM  
**Commute Differently.**  
 Log your trips to earn rewards.

[Get started](#)

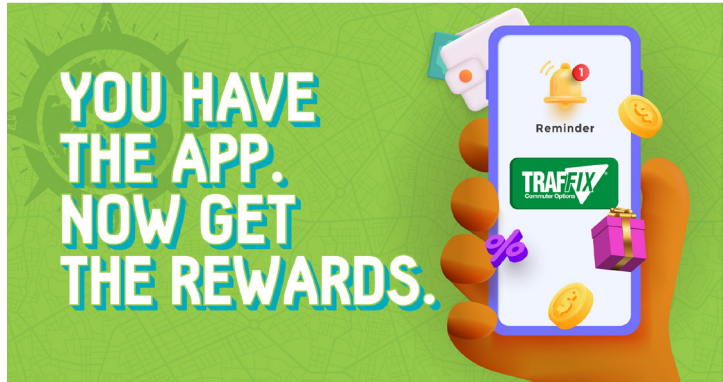
👍 225      75 Comments 24 Shares

👍 Like      💬 Comment      ➦ Share

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**Traffix** Sponsored · ⚙️

You've downloaded the TRAFFIX app — so remember to use it to earn rewards. By logging each trip you take by carpooling, vanpooling, biking, or taking transit, you can earn points toward discounts from local businesses.



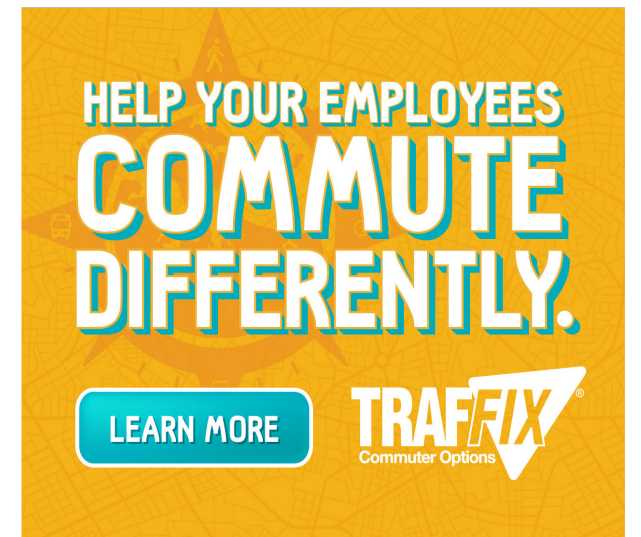
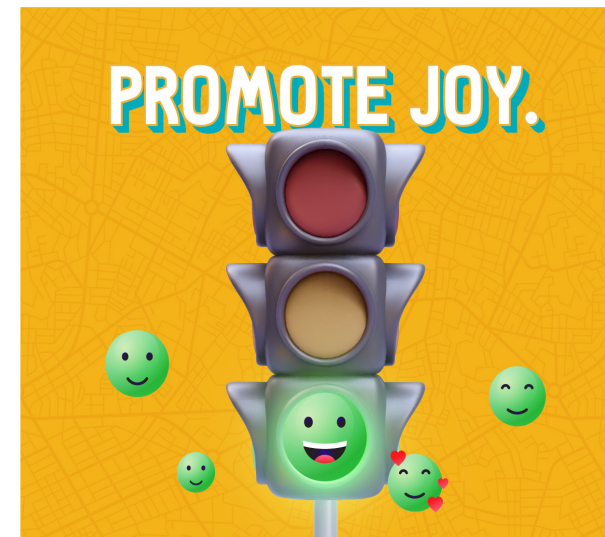
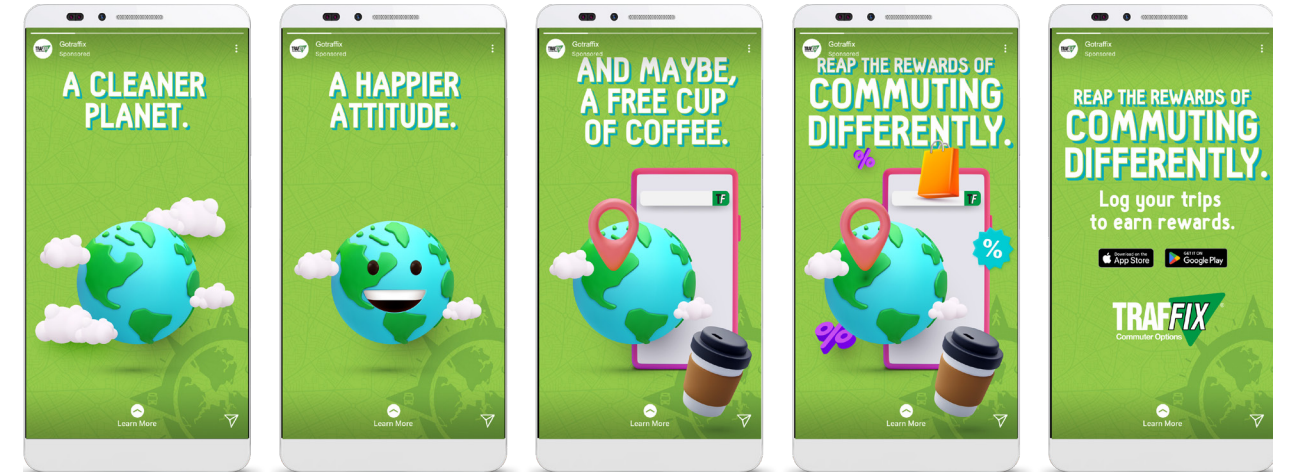
**YOU HAVE THE APP. NOW GET THE REWARDS.**

GOTRAFFIX.COM  
**Commute Differently.**  
 Log your trips to earn rewards.

[Get started](#)

👍 225      75 Comments 24 Shares

👍 Like      💬 Comment      ➦ Share

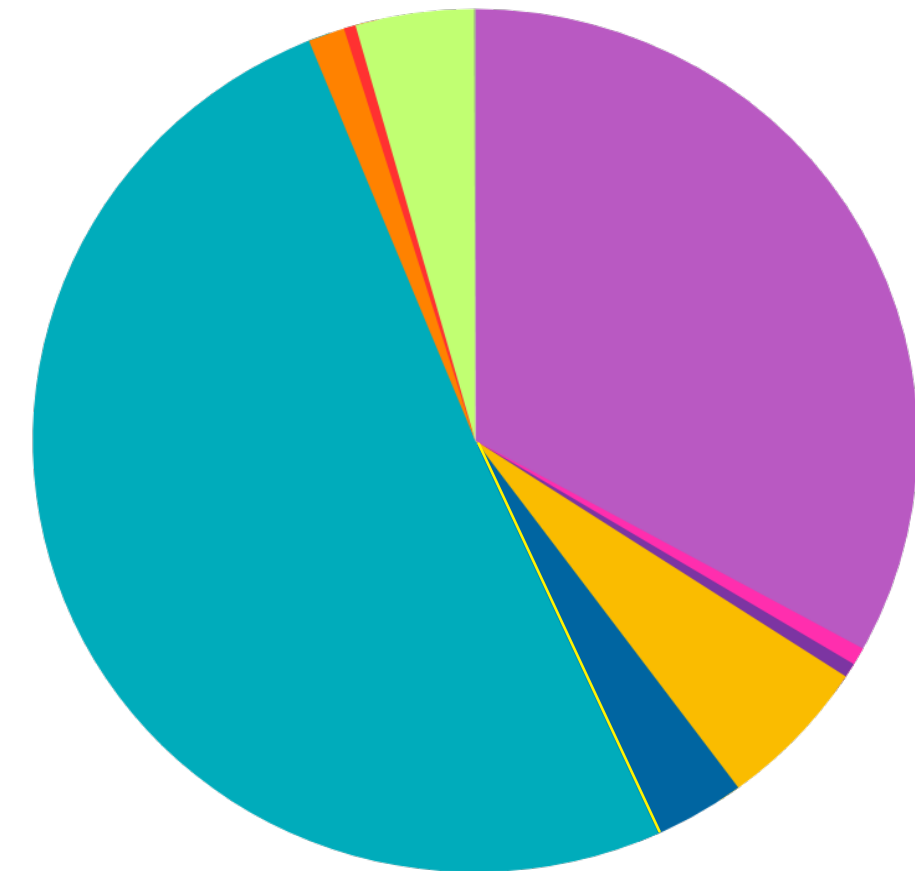




# 05. PRESENT FINANCIALS AND FUTURE GOALS.

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# FY2023 FINANCIALS. THE BUDGET FOR A BETTER HAMPTON ROADS.



**Pie Chart Key**

- |                               |                              |
|-------------------------------|------------------------------|
| Salaries and Benefits (33%)   | Guaranteed Ride (0.3%)       |
| Professional Services (4.3%)  | Subscriptions (0.7%)         |
| Materials and Supplies (5.7%) | Phones and Utilities (0.4%)  |
| Advertising (50.7%)           | Hardware and Software (1.4%) |
| Travel and Meetings (3.3%)    | Misc (0.2%)                  |

HRPTO Funds Total—\$1.5m | DRPT Vanpool Grant—\$100,000  
TRAFFIX Budget for FY2023 was \$1.6m

# THE ROAD AHEAD.

## OUR FY2024 WORK PLAN GOALS AND MEASUREMENTS.

### Work Plan Goals

- Educate businesses, government officials and other regional stakeholders about the TRAFFIX program
- Develop a comprehensive regional Park & Ride strategy
- Develop a regional commuting bike strategy
- Target new customers and increase vanpool and carpool participation
- Develop the Commuter Assistance Program (CAP) Strategic Plan and Comprehensive Branding Strategy

### Annual Workplan Measurements

- 1. Engagement**
  - a. Engage and Educate 120 New Organizations
  - b. Maintain Engagement with 210 Organizations
  - c. 400 Program Meetings
  - d. 180 Commuter Events
  - e. 10 Stakeholder engagements
- 2. 50 Employer Regional Campaign Events**  
(Telework Week, Earth Day, Bike Month, Discover Transit Month, and Rideshare Month)
- 3. 1000 New members in Agile Mile**
- 4. 10 New Registered Vanpools**
- 5. 3% Growth in GoPass365 Trips**



TRAFFIX commuters saved  
**\$4,784,958**  
in commuting-related  
expenses in 2022.

