



ANNUAL REPORT

Fiscal Year 2015

Prepared by
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Director of Business Development
Hampton Roads Transit

March 2016

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TRAFFIX MISSION STATEMENT

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 by encouraging the usage of HOV lanes through ridesharing and by encouraging the usage of transportation alternatives to driving such as public transportation, carpooling, teleworking, vanpooling, biking and walking.

TRAFFIX PROGRAM

- TPO and state-funded Transportation Demand Management (TDM) programs assist with the Hampton Roads region's effort to decrease traffic congestion and improve air quality.
- Promotes alternative transportation options.
- Provides commute options information, trip planning, and ridematching to individuals that reside or work in the Hampton Roads region.
- Works with area employers to develop and implement transportation programs for their employees (to include students, staff and faculty).
- Assists in the development and promotion of dedicated park & ride lots.

TRAFFIX STAFF

Eight TRAFFIX staff members are employees of Hampton Roads Transit (HRT). These are: three Outreach Coordinators; one GoPass365 Account Manager; one Project Manager of TRAFFIX; one TRAFFIX Manager; one Data Technician; and one Director of Business Development.

TRAFFIX FUNDING

- Funding and oversight are provided through the HRTPO.
- DRPT funds special projects at 80% with a 20% local match provided by HRT.
- The HRTPO has authorized annual funding for TRAFFIX through Congestion Mitigation and Air Quality (CMAQ) and/or Regional Surface Transportation Program (RSTP).

The TRAFFIX OVERSIGHT SUBCOMMITTEE (TOS)

The TRAFFIX Oversight Subcommittee (TOS), is made up of transportation professionals from the cities and counties in the Hampton Roads Metropolitan Planning Area (MPA), the Virginia Department of Transportation (VDOT), Federal Highway Administration (FHWA), and the Virginia Department of Rail and Public Transportation (VDRPT), which reviews the progress and status of TRAFFIX three times per year. The TOS meets quarterly and reports to

the Transportation Technical Advisory Committee (TTAC), which in turn reports to the Hampton Roads Transportation Planning Organization (HRTPO) board. The following chart shows the members during FY 2015.

Voting Member		Non-Voting Member		HRTPO Staff	
Name	Jurisdiction	Name	Jurisdiction	Kendall Miller	HRTPO
Brian Solis	Virginia Beach	Carl Jackson	Norfolk (Chair)	Seth Schipinski	HRTPO
Eric Stringfield	VDOT	Herb Pittman	U.S. Navy	Sam Belfield	HRTPO
Jeff Raliski	Norfolk (Past Chair)	Rhonda Murray	U.S. Navy		
Keith Cannady	Hampton	Chris Arabia	VDRPT		
Scott Mills/LJ Hansen	Suffolk	Ivan Rucker	FHWA		
Susan Wilson	Portsmouth	Alternate Members			
Britta Ayers	Newport News	Claudia Cotton	Newport News		
Jamie Oliver	Isle of Wight	Keisha Branch	HRT		
Julie Navarrete	HRT	Mark Shea	Virginia Beach		
Kevan Danker	WATA	Jacqueline Kassel	Newport News		
Steve Froncillo	Chesapeake	Luther Jenkins	Chesapeake		

TRAFFIX ANNUAL REPORT INTRODUCTION

As can be seen in the following pages, TRAFFIX has been busy in FY 2015. The results show clearly that the program remains an important part of the Hampton Roads transportation system. TRAFFIX focused on colleges and universities, large businesses, local governments, federal and military installations, and the general public in an effort to reduce parking stress at employer sites, influence single occupancy drivers to consider carpooling, vanpooling, or teleworking, and giving commuters choices on how to get to work.

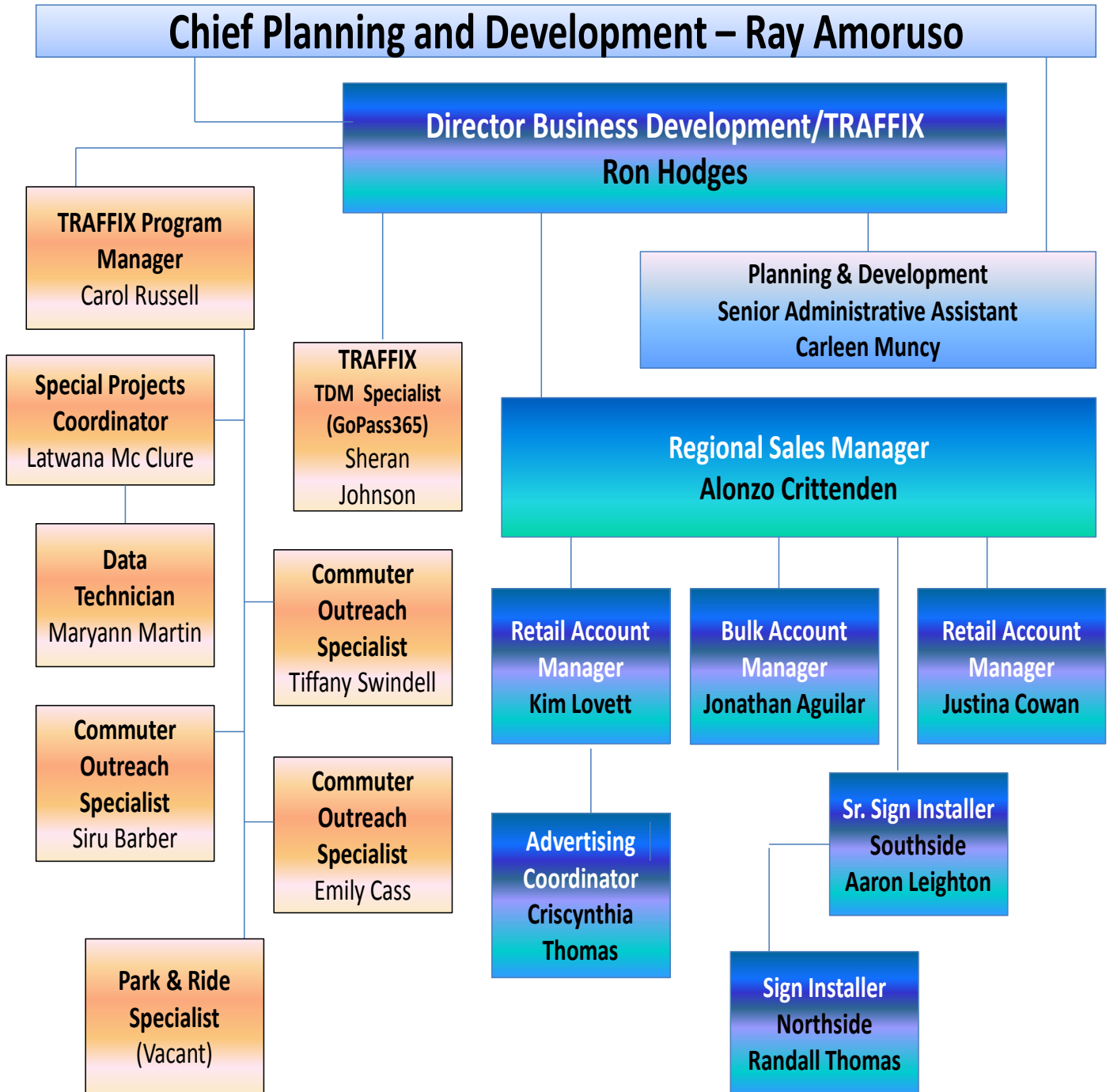
Included in this report is a snapshot of some of the TRAFFIX key efforts in working with the military, local governments, businesses, colleges and universities, and associations. Those listed have required countless hours of educating their management, corporate officers, and employees about the wide ranging TRAFFIX programs. FY 2015 shaped up to be another great year, with the Newport News Shipyard coming on with over 24,000 employees as the newest member of the GoPass365 Program.

This report reflects the programs in place during the period of July 1, 2014 through June 30, 2015.

This annual report was completed by the Director of Business Development and is designed for the sole purpose of informing the TOS, TPS, TTAC, HRTPO and our general citizenry of this region regarding the performance of this program. Comments are encouraged.

*Ron Hodges, Director of Business Development
Hampton Roads Transit*

BUSINESS DEVELOPMENT ORGANIZATION CHART



ALTERNATIVES TO DRIVING

PUBLIC TRANSPORTATION

Metro Area Express (MAX) Bus



- *Express Bus Service*
- *Direct Routes with Fewer Stops*
- *Free Wi-Fi*
- *Weekday Service*

Local Bus Service

- *68 Fixed Routes*
- *Bicycle Racks*
- *Services to 6 Cities:*
 - * *Chesapeake* * *Hampton*
 - * *Newport News* * *Norfolk*
 - * *Portsmouth* * *Virginia Beach*



Light Rail



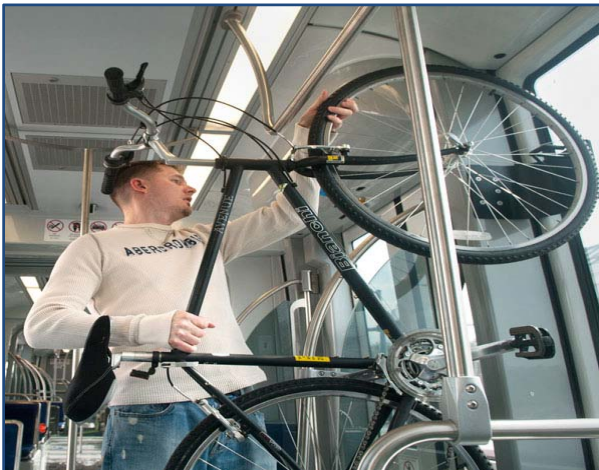
- *11 Stations*
- *5 Free Park & Ride Lots*
- *Free Wi-Fi*
- *Bicycle Racks*
- *22 Bus Connections*

Elizabeth River Ferry

- *Service between Portsmouth and Norfolk*
- *Stress-free commute*
- *Saves cost of Parking*
- *4 Docks:*
 - * *High Street*
 - * *North Landing*
 - * *Waterside*
 - * *Harbor Park*
- *Free Park & Sail Lot with 85 Assigned Spaces*



BIKING OR WALKING



- *Ride/Walk past traffic*
- *Bike Racks are:*
 - * *On front of Buses*
 - * *Inside Light Rail Vehicles*
 - * *At Selected Park & Ride Lots*
- *Bike Lockers @ Silverleaf Commuter Station*
- *Great way to get Exercise*

TELEWORKING

- *Employers Benefit By:*
 - * *Increased Productivity*
 - * *Reduced Facility Costs*
 - * *Lowered Absenteeism*
 - * *Reduced Turnovers*
- *Employees Benefit By:*
 - * *Saving Money on Gas*
 - * *Reducing Wear on Vehicle*
 - * *Eliminating Stress from Commute*



RIDE SHARING – CARPOOL OR VANPOOL



- *Vanpooling lowers annual insurance premiums*
- *Reduces gas cost and parking by 50% or more*
- *Saves wear & tear on personal vehicle*
- *Reduces stress*

PARK & RIDE LOCATIONS



- *Bus, Light Rail, and Ferry Connections*
- *Meet Carpools and Vanpools*
- *Free Parking*
- *Over 20 Park and Ride Locations in Hampton Roads*

NuRIDE REWARDS PROGRAM

- *Free Ride Matching*
- *Get Rewards for Taking Greener Trips*
- *Personal and Work Commutes Qualify*
- *No Cost to Join*
- *Quarterly Gift Card Raffles*



GUARANTEED RIDE



- *Emergency ride service for unexpected change in work schedule after arriving at work*
 - *\$5.00 co-pay cab ride to point of origin (TRAFFIX pays balance of cost)*
 - *Can use this program 2 times/month up to 6 times a year*
- (Restrictions may apply)*

TRANSPORTATION SUBSIDIES

GoPass365 Program

- *Program is valid for 1 year from July 1 to June 30*
- *No need to purchase daily or monthly passes*
- *No need to carry cash*



Military Programs

- *Transportation Incentive Program (TIP)*
- *Mass Transportation Benefit Program (MTBP)*



BIKE MONTH – MAY 2015

NEWPORT NEWS TRANSFER CENTER BIKE REPAIR STATION



BIKE REPAIR STATION IN DOWNTOWN NORFOLK



BIKE LOCKERS AT SILVERLEAF COMMUTER STATION



KICK OFF DAY OF BIKE MONTH PROMOTIONS



In May 2015, TRAFFIX staff hosted and attended several activities to celebrate National Bike Month. Coordinated by Ms. Tiffany Swindell, the staff encouraged participation in Bike to Work Week, which was a huge success. The purpose was to encourage commuters to shift from driving alone to biking in order to reduce traffic congestion, road and parking facility costs, and environmental impacts. Activities included marketing requests for bike locker advertising wraps at the Silverleaf Commuter Station, Bike to Work Week bus rack cards and posters for area businesses. Social media included TRAFFIX Facebook posts, e-mail blasts from TRAFFIX to biking groups, employers and associations. Websites included not only TRAFFIX and HRT, but the Tidewater Biking Association, Peninsula Bicycling Association, and cities of Norfolk, Portsmouth and Virginia Beach. Events schedules were added to the American League of Bicyclists' website calendar and the *HamptonRoads.com* calendar. Events included participation in the Downtown Norfolk Employee Appreciation Day at MacArthur Square, EcoFest on the Lafayette River, Norfolk Bike Month Rodeo at the Indian River Park and Ride location, and at the Silverleaf Commuter Station. TRAFFIX sponsored the first "pit stops" where bikers could stop for refreshments and bike-related promotional items. Commuters could also enter a raffle to win a bike by pledging to bike to work or by signing up for NuRide. The cities of Norfolk and Newport News partnered with HRT to install two bike repair stations. Each station contains tools and air for minor bike repairs or adjustments.

BIKE MONTH PROMOTION EVENT RESULTS

Bike Month 2015 Summary		
Date	Event	Direct Contacts
5/2/15	Lafayette Environmental EcoFest	290
5/4/15	Downtown Norfolk Employee Appreciation Day	132
5/11/15	Bike to Work Week: Silverleaf Commuter Station	125
5/13/15	Bike to Work Week: Indian River Park & Ride	45
5/15/15	Bike to Work Day Pit Stop: High Street Ferry Dock, Portsmouth	40
5/15/15	Bike to Work Day Pit Stop: MacArthur Square Station	88
5/16/15	Norfolk Bike Month Rodeo	250
5/22/15	Bike Month Promotion at Pembroke Mall	190
6/4/15	Grand Opening of Bike Repair Station, Newport News Transit Center	50

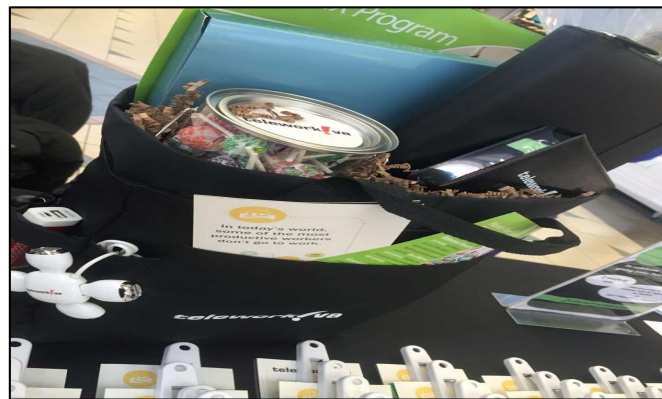
Bike to Work Day Pit Stops			
Location	Host	Direct Contacts	Direct Contacts on Bike
High Street Ferry Dock, Portsmouth	TRAFFIX	40	21
MacArthur Square Station, Norfolk	Hampton Roads Transit	88	30
EVMC Station, Norfolk	City of Norfolk & Eastern Virginia Medical Center	38	19
The Plot, Granby Street, Norfolk	Downtown Norfolk Council	15	5

TRAFFIX TELEWORK!VA PROGRAM

Telework!VA and TRAFFIX staff assisted 32 companies in Hampton Roads to establish Teleworking programs. As of June 2015, 1,088 commuters were teleworking at least one day per week from home. Companies were reimbursed up to \$3,500 per teleworker for computers, servers, and access to the internet. TRAFFIX staff promoted Telework during the month of February and hosted two on-site events. These events were held at the Peninsula Town Center in Hampton, and Pembroke Mall in Virginia Beach. (See Telework Week Flyer below.)



Promotional items included items that a person would need traveling between home and the office and while working at home (See pictures below of the items included in the raffle bag and two of the raffle winners.)



Additional funding for this program was provided through a grant from the Virginia Department of Rail and Public Transportation (VDRPT). This grant provided financial assistance to businesses to help them start or expand an employee telework program. This grant has ended. Also this is the final year of Virginia's Telework Tax Credit.

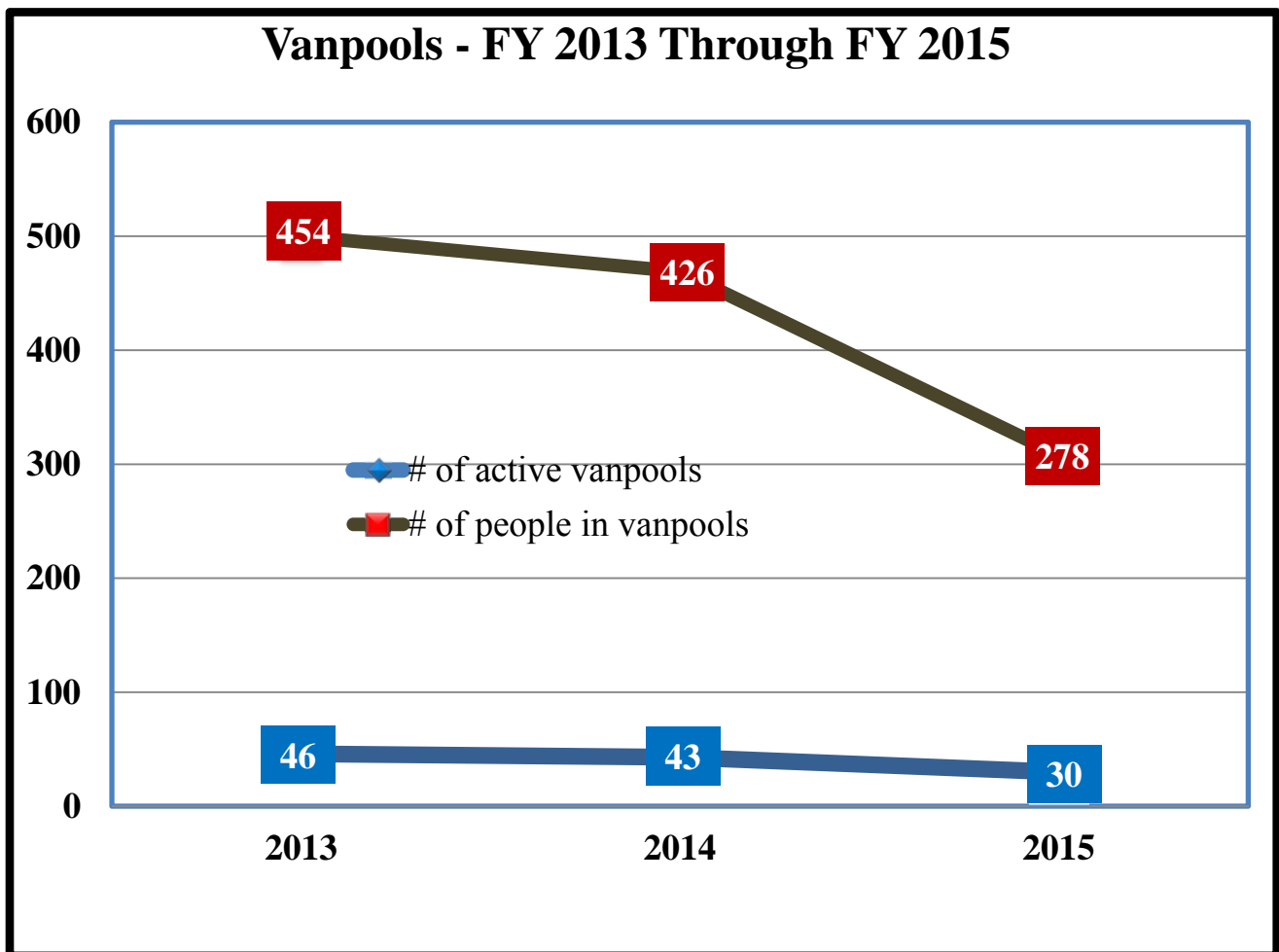
TRAFFIX continues to promote telework and assist businesses to start or expand telework programs by using the resources of DRPT's Telework!VA website, teleworkva.org.

VANPOOL PROGRAM

The vanpool program originally began in 1977 through a demonstration program between the U. S. Navy and the Urban Mass Transportation Administration, now the Federal Transit Authority. Fifty 12-passenger Dodge vans began the program. In the 1980's, 150 HRT vans were leased. In 2015, it was decided that more economies could be gained by elimination of the traditional van leasing program in lieu of an innovative and subsidized van leasing program. TRAFFIX staff, as of July 1, 2015, works closely with vRide and Enterprise Rideshare to form vanpools.

Number of Vanpool Participants – July 1, 2015

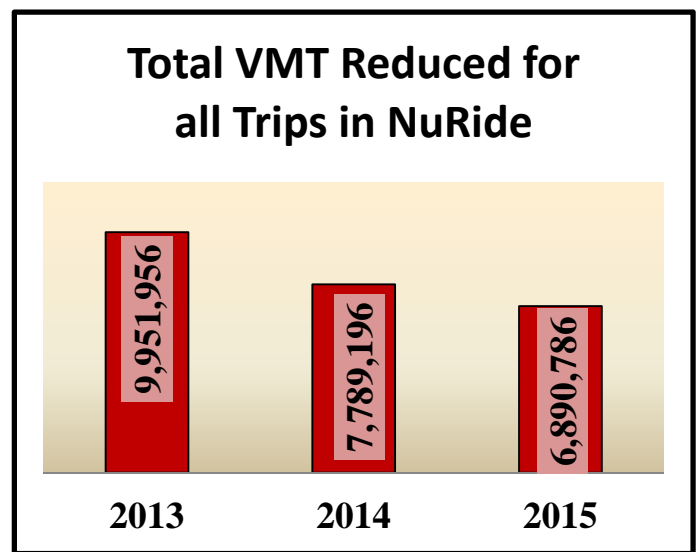
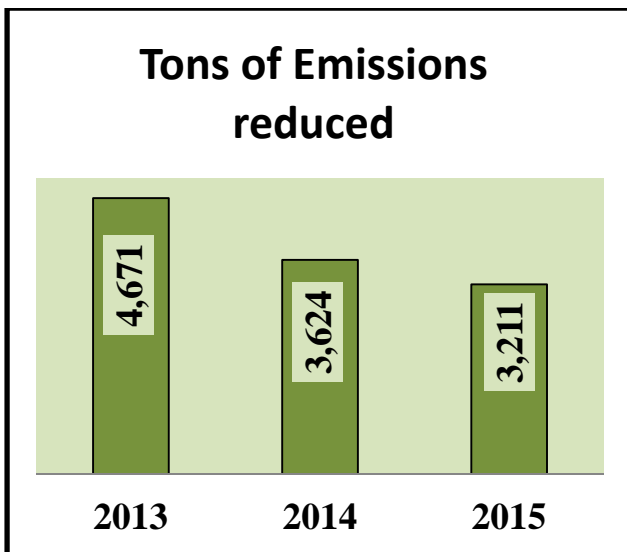
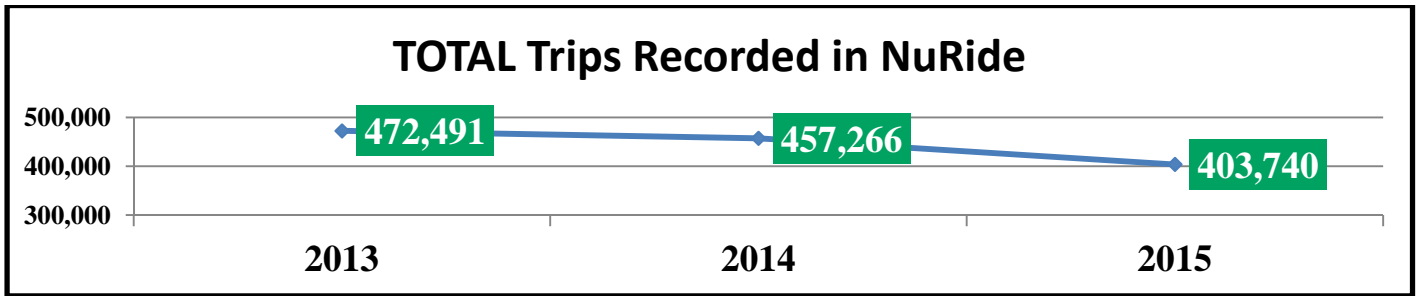
Enterprise Rideshare – 20 Vans
v-Ride Vendors – 6 Vans



NuRIDE REWARDS PROGRAM

NuRide is a TRAFFIX sponsored program designed to assist commuters in finding transportation options (carpools, vanpools, etc.) with participants getting rewards for their recorded trips.

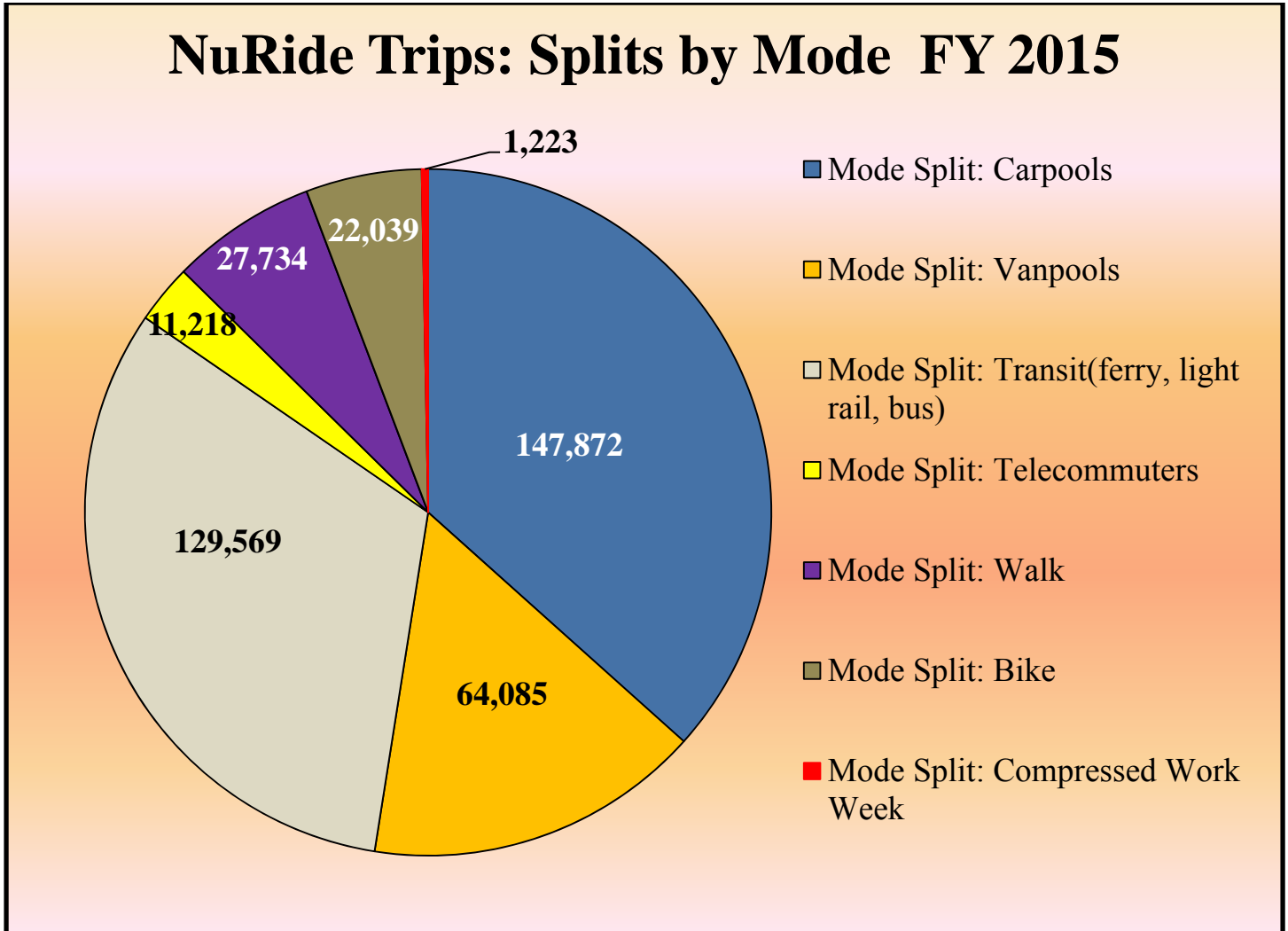
NuRIDE STATISTICS Comparison FY 2013 through FY 2015



TRAFFIX staff in conjunction with NuRide promotes not only ridesharing but incentive and rewards for not driving alone to work. TRAFFIX staff encourages commuters to log their trips with NuRide, not only for the rewards they receive, but to assist the TRAFFIX Program with information – such as how many employers are participating and what activity is taking place at each employment site. This program monitors the number of Vehicle Miles and Tons of Emissions reduced (two charts above), average trip distance, and the number of parking spaces reduced. This program gives the Director of Business Development a snapshot of how well his team is performing with employer outreach. While the reduction in VMT's & emissions show a downward trend, it is expected that these numbers will once again increase due to unlimited vanpool potential for leasing new vehicles from Enterprise or vRide.

NuRIDE REWARDS PROGRAM, (Continued)

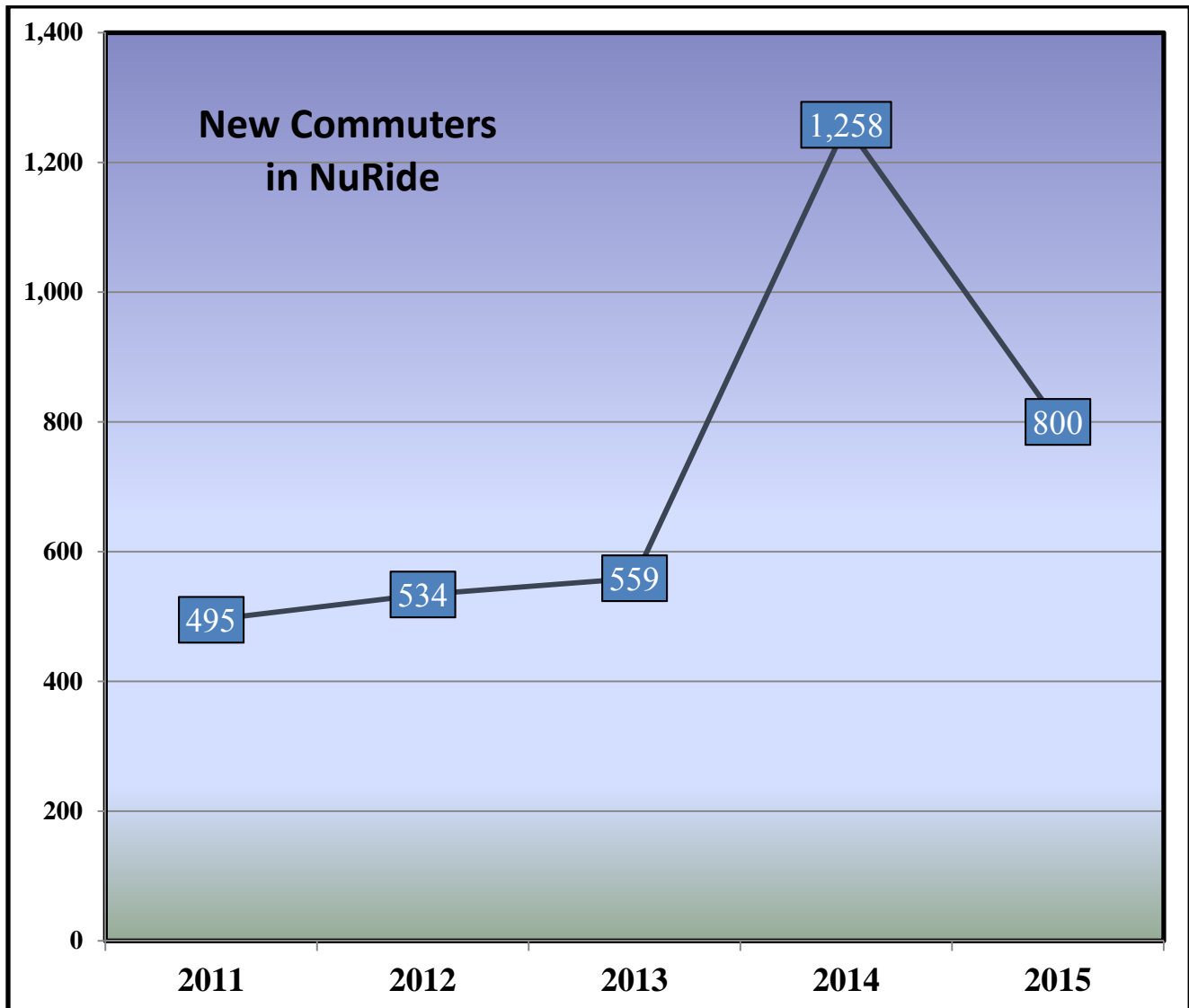
NuRide provides various rewards to those registered with their program. Each trip logged earns points and the more points a person accumulates, the more he/she reaps in rewards. In addition, a quarterly raffle is available to NuRide participants – having a value of \$250.



Employers can also view the activity of their employees to see how their support of a rideshare program encourages use of transportation options, thereby reducing absenteeism, improving morale and reducing parking needs.

NuRIDE REWARDS PROGRAM, (Continued)

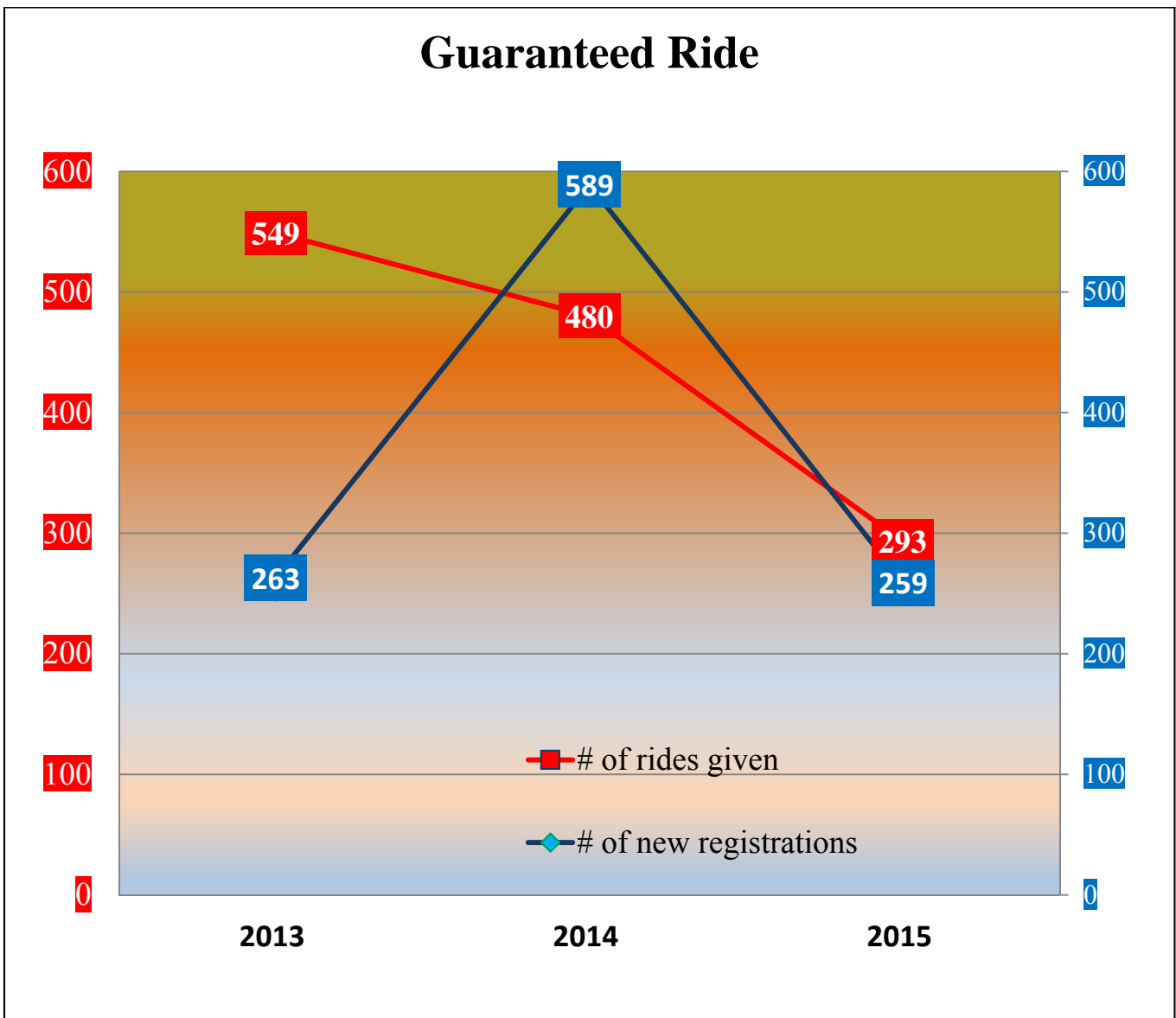
In FY 2015, there were **9,818** people that visited the NuRide website with **4,896 new**, 1st time visitors to the site. The number of new commuters recorded in NuRide has decreased for FY 2015. This is due to changes in the software reporting, giving a truer snapshot of data collected, and the lower cost of gasoline.



GUARANTEED RIDE PROGRAM

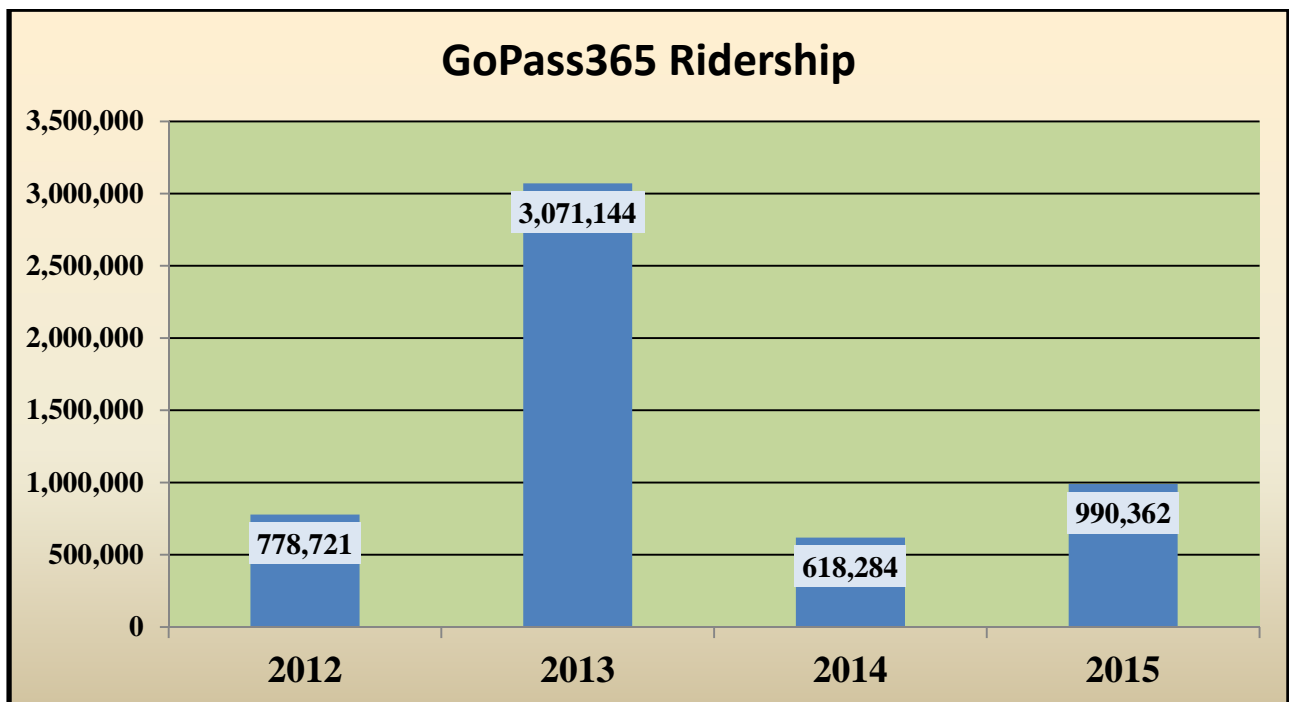
The Guaranteed Ride Program is the cornerstone of what removes the obstacle from commuters who might not otherwise use our services, due to the possibility of becoming stranded. In the event a rider in a carpool, vanpool, or selected MAX bus routes has an emergency, TRAFFIX ensures they return to their point of origin, as follows:

- If an emergency occurs, the rider pays a \$5.00 fee to a taxi company for a ride back to their point of origin.
- All participants must be registered in the Guaranteed Ride Program.
- A registered rider can use the service twice a month but no more than six (6) times a year.
- A registered rider is never stranded.



GOPASS365 PROGRAM

GoPass365 Program is a major player in efforts to mitigate congestion in Hampton Roads. The program originally was intended to be “loss leader” with a pricing structure intended to find new riders, students, and professional workers at extremely low costs. As time went on, it became clear that HRT could no longer continue to lose money and a new pricing structure went into effect in FY 2013. GoPass365 Program remains a strong part of TDM success in Hampton Roads.



GOPASS365 REVENUE AND PARTICIPANTS

In FY 2015, the GoPass365 Program was revamped. The top chart shows the revenue and the bottom chart shows the ridership breakout by month for each participant.

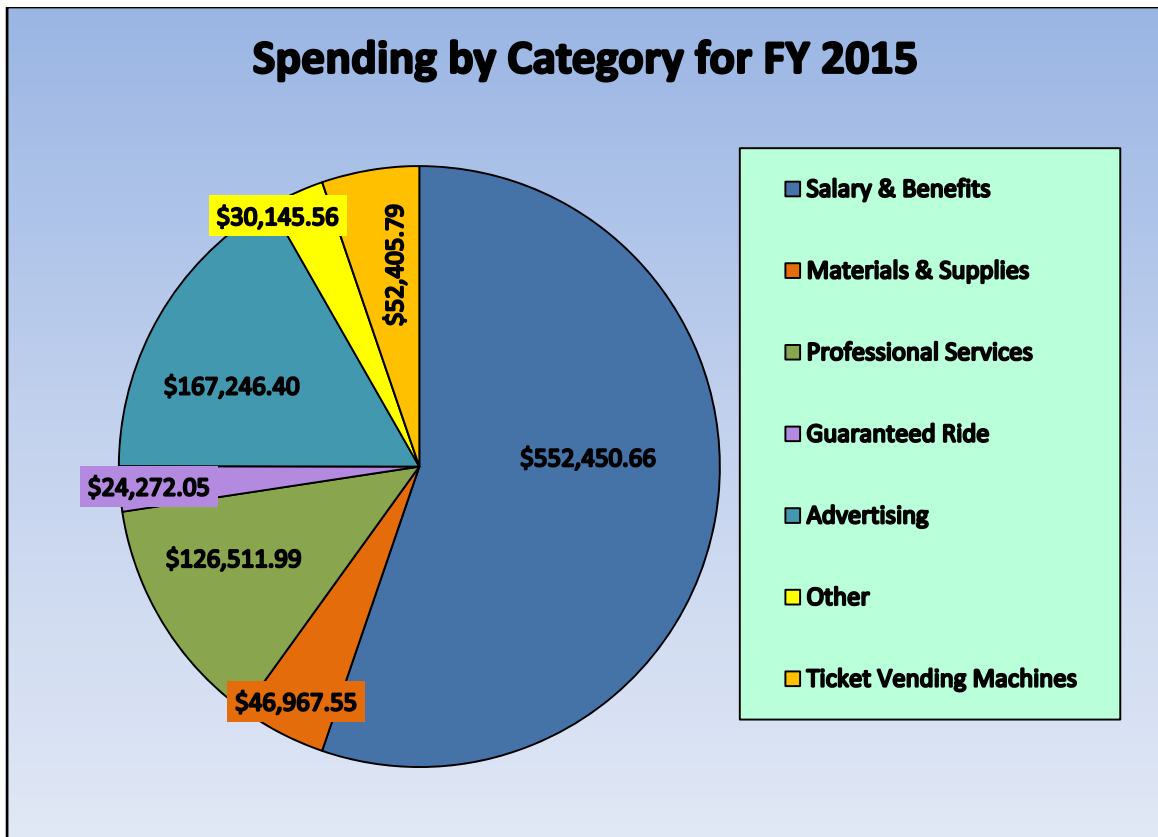
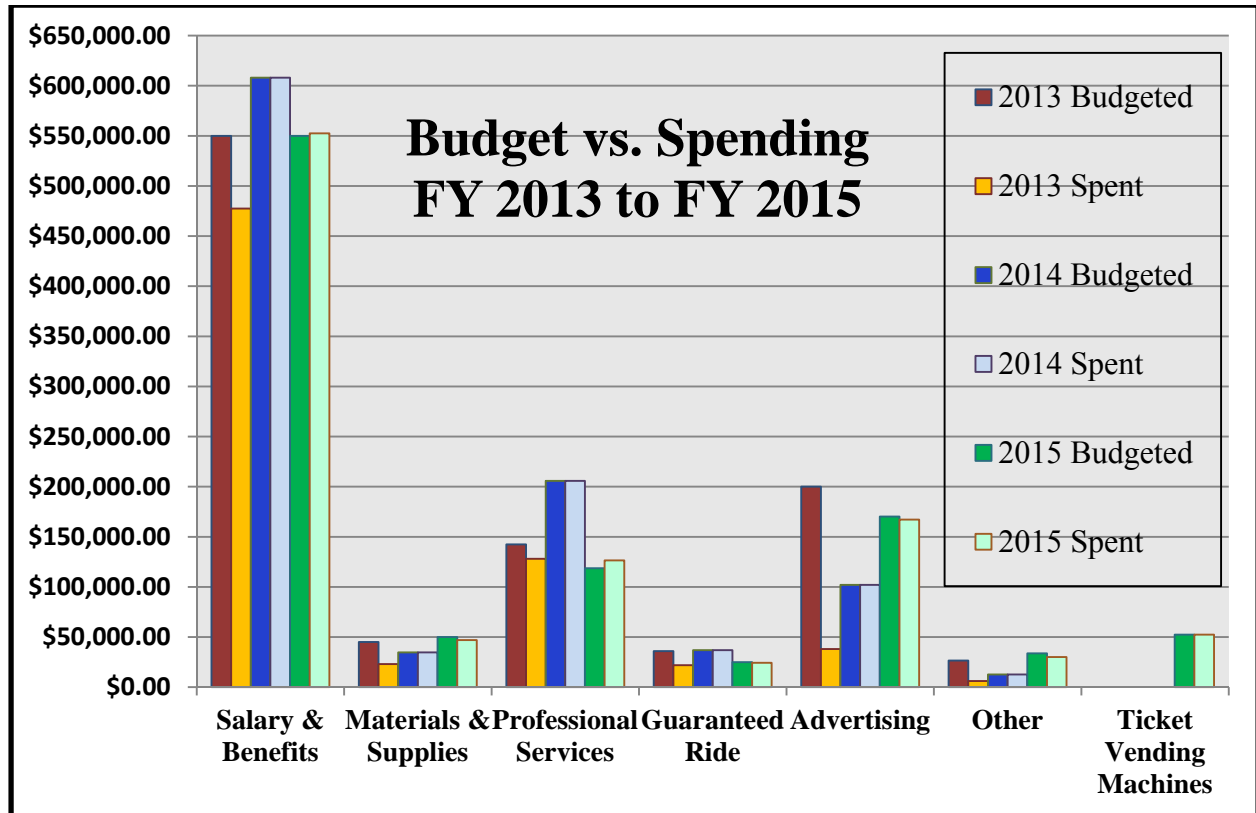
GoPass365 Clients	Actual # of passes	Revenue as of 6/30/14
Old Dominion University	850	\$139,422.94
Eastern Virginia Medical School	201	\$12,916.98
Norfolk State University	450	\$101,250.00
Newport News Shipbuilding	1,250	\$250,000.00
City of Norfolk	487	\$1.00
Portfolio Recovery Associates*	1,400	\$88,500.82
Bryant & Stratton College	500	\$104,618.78
U. S. Coast Guard (Norfolk)	450	\$20,905.24
Tidewater Community College	1,675	\$167,500.00
Tidewater Tech Trades	100	\$23,544.10
Centura College – Newport News	100	\$7,722.02
TRAC (HRT)	11	\$0.00
TOTALS	7,474	\$916,381.88

Organizations	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	Grand Total
Bryant & Stratton	6,129	6,156	9,708	11,144	9,052	9,071	10,959	7,875	9,882	9,652	10,494	8,515	108,637
Centura College-NN	0	91	224	420	520	629	687	660	1,180	1,130	1,056	1,086	7,683
U. S. Coast Guard	1,689	1,656	1,644	1,887	1,348	1,601	1,665	1,323	1,948	1,804	1,667	1,614	19,846
Downtown Norfolk Council	0	88	204	285	193	234	196	172	198	168	206	202	2,146
Eastern VA Med. School	1,050	1,173	1,144	1,175	950	961	956	687	1,071	1,277	1,122	1,101	12,667
City of Norfolk	2,655	2,608	2,657	3,288	2,700	2,933	2,883	2,284	2,805	2,966	2,721	2,416	32,916
Old Dominion University	6,399	9,502	15,368	16,470	13,152	10,553	12,545	10,915	12,773	14,204	11,251	10,669	143,801
Portfolio Recovery Associates	6,209	6,523	7,212	8,766	6,822	7,736	8,147	6,230	7,628	7,547	7,100	6,783	86,703
Tidewater Community College	0	0	0	0	0	0	30,632	33,615	39,122	42,592	35,053	23,870	204,884
Tidewater Tech Trades	1,062	2,023	2,289	2,839	2,667	2,784	2,676	1,466	1,923	1,860	1,577	1,349	24,515
TRAC	657	517	480	497	373	491	571	443	610	612	414	533	6,198
Newport News Shipbuilding	21,069	24,029	24,912	26,307	20,799	19,897	22,109	17,592	24,890	24,061	22,252	22,230	270,147
Norfolk State University	0	3,352	6,913	6,688	5,422	5,060	6,886	5,884	7,044	7,779	7,813	7,378	70,219
TOTAL	46,919	57,718	72,755	79,766	63,998	61,950	100,912	89,146	111,074	115,652	102,726	87,746	990,362

INCOME from CMAQ and RSTP

Fiscal Year	CMAQ		RSTP		Total
	Federal	State Match	Federal	State Match	
1995	\$462,000	\$0	\$0	\$0	\$462,000
1996	\$0	\$0	\$540,800	\$135,200	\$676,000
1997	\$0	\$0	\$880,000	\$220,000	\$1,100,000
1998	\$0	\$0	\$880,000	\$220,000	\$1,100,000
1999	\$0	\$0	\$880,000	\$220,000	\$1,100,000
2000	\$0	\$0	\$880,000	\$220,000	\$1,100,000
2001	\$0	\$0	\$700,000	\$175,000	\$875,000
2002	\$0	\$0	\$880,000	\$220,000	\$1,100,000
2003	\$0	\$0	\$880,000	\$220,000	\$1,100,000
2004	\$0	\$0	\$880,000	\$220,000	\$1,100,000
2005	\$0	\$0	\$880,000	\$220,000	\$1,100,000
2006	\$0	\$0	\$1,000,000	\$250,000	\$1,250,000
2007	\$0	\$1,290,128	\$880,000	\$220,000	\$2,390,128
2008	\$200,000	\$50,000	\$880,000	\$220,000	\$1,350,000
2009	\$0	\$675,061	\$0	\$0	\$675,061
2010	\$0	\$0	\$0	\$0	\$0
2011	\$800,000	\$200,000	\$0	\$0	\$1,000,000
2012	\$800,000	\$200,000	\$0	\$0	\$1,000,000
2013	\$800,000	\$200,000	\$0	\$0	\$1,000,000
2014	\$800,000	\$200,000	\$0	\$0	\$1,000,000
2015	\$800,000	\$200,000	\$0	\$0	\$1,000,000
2016	\$789,202	\$197,301	\$0	\$0	\$986,503
2017	\$800,000	\$200,000	\$0	\$0	\$1,000,000
2018	\$880,000	\$220,000	\$0	\$0	\$1,100,000

FINANCIAL BUDGETS & SPENDING



TRAFFIX Staff Contacts: Employers/Commands/Events

For FY 2015, the three TRAFFIX Outreach Staff made visits to 157 Companies and Universities; 67 Commands, and participated in 80 Events. The following pages contain the names of those contacts.

Companies/Colleges & Universities

1	Alorica	33	Department Social Services - Chesapeake	65	IBEX	97	Norfolk Southern Union Of	129	Suffolk Div of Tourism
2	Anheuser Busch	34	DNC - Downtown Norfolk Council	66	iButterfly Travel Experience,	98	Norfolk State University	130	Suffolk News Herald
3	Averett University Chesapeake	35	Dominion Enterprises	67	ITT Excelis	99	ODU - Old Dominion University	131	Sysco Foods
4	Bank of America	36	Downtown 100	68	James City County	100	Office of Mayor Hampton	132	TCC - Tidewater Community College
5	Bean There Café	37	Ecoeycling	69	Jamestown Commons	101	Office of Mayor Newport News	133	TCC - Tidewater Community College - Chesapeake
6	Bike Norfolk	38	ECPI Newport News	70	Jefferson Lab	102	Office Space & Solutions	134	Tidewater Community College - Norfolk Admin
7	Black Chip Solutions	39	ECPI Virginia Beach	71	KRA	103	Opportunity, Inc	135	Tidewater Community College - Portsmouth
8	Bryant & Stratton - Hampton	40	Ed Alliance of Greater Hampton Roads	72	Liebherr Mining	104	Organik Design Studio	136	Tidewater Community College - Virginia Beach
9	Bryant & Stratton - Virginia Beach	41	Epsilon Systems Solutions	73	London Bridge Trading	105	Organik Design Studio	137	TFC Recycling
10	CACI	42	Everest College Newport News	74	Long & Foster Real Estate	106	Patrick Henry Mall	138	Tidewater Tech
11	Canon Chesapeake	43	EVMS - Eastern Virginia Medical School	75	Lowe's	107	Paul D Camp Franklin	139	Thomas Nelson Community College
12	Centura College Chesapeake	44	Faneil Inc	76	Lyall Design Architects	108	Paul D Camp Smithfield	140	Thomas Nelson Community College - Newport News
13	Centura College Newport News	45	Ferguson Enterprises	77	Military Newspaper of VA	109	Paul D Camp Suffolk	141	Thomas Nelson Community College Workforce Develop
14	Centura College Norfolk	46	Financial Security Mgmt	78	NCS Technologies	110	Pembroke Mall	142	US State Attorneys Office Norfolk
15	Centura College Virginia Beach	47	Fortis College	79	NefTek	111	Penera Bread Pembroke	143	USAA
16	Chartway Federal Credit Union	48	Gemono Advertising	80	New Horizons Center	112	Peninsula Cleaning Services	144	VA Beach Hotel/Motel Assn
17	CI Travel	49	Glasser & Glasser	81	Nexus Direct	113	Peninsula Technology Incubator	145	VA Beach Police Dept
18	City of Hampton	50	GSA Norfolk	82	Niles Bolton Associates	114	Peninsula Town Center	146	VA Commonwealth Dept of Corrections
19	City of Newport News	51	Hampton Goodwill	83	Newport News Department of Social Services	115	Portfolio Recovery	147	VEC - Virginia Employment Commission
20	City of Norfolk	52	Hampton /Newport News	84	Newport News Dept of Development	116	Portsmouth Dept Social Services	148	VersAbility Resources
21	City of Portsmouth Planning	53	Hampton Roads Transit	85	Newport News Human Resources	117	ReAction Nails	149	Virginia Cooperative Extension
22	City of Virginia Beach Planning	54	Hampton Roads Transportation Inc.	86	Newport News Office of Commissioner of Revenue	118	Renaissance Academy	150	Virginia Peninsula Foodbank
23	Clear Vision	55	Hampton University	87	Newport News Public Schools	119	Renaissance Hotels Portsmouth	151	Virginia Regional Transit
24	CMACMG	56	Hampton Convention & Visitor Bureau	88	Newport News Rotary Club	120	Riverside Regional Medical	152	Visit Norfolk
25	CMT Solutions	57	Hampton Division of Rehab Services	89	Newport News Shipbuilding	121	S L Nusbaum Realty	153	VPCC - Virginia Peninsula Chamber of Commerce
26	CNU - Christopher Newport University	58	Hampton Economic Development	90	Newport News Visitors Center	122	Sentara Careplex	154	Walgreens Co
27	Coliseum Central BID	59	Hampton Inn Newport News	91	Norfolk Airport Authority	123	Sentara Healthcare	155	WATA - Williamsburg Area Transit Authority
28	Colonial Loan	60	HR Economic Dev Alliance	92	Norfolk Department of Social Services	124	Sentara Leigh Hospital	156	Yates Construction
29	Courtyard Marriott	61	HRCC - Hampton Roads Chamber of Commerce	93	Norfolk Department of Utilities	125	Smithfield Farmland	157	YMCA Newport News
30	Cox Communications	62	HRSD - Hampton Roads Sanatation District	94	Norfolk Hotel Association	126	Solar Services		
31	Crown Plaza	63	Hunds ReCycle Factory	95	Norfolk Sheriff's Office	127	Sprint		
32	Dendrite	64	Hurrah Players	96	Norfolk Southern Corp. Norfolk	128	St. Leo University		

Commands

1	Base Operations	35	NAVFAC Atlantic
2	Bowling Alley	36	NAVFAC NSA
3	Chaplain	37	NAVFAC NSN
4	CNIC	38	NAVIDFOR
5	CNRMA	39	NAVSUP FISC
6	COMNAVSAFECEN	40	NAVSUP FISC PAO
7	DLA	41	NAVSUP WSS
8	Fleet & Family Support Center	42	Navy Gateway Inn & Suites
9	Ft Eustis	43	Navy Logistics Center NN SUPSHIP
10	Galley	44	Navy Mobilization Processing Site
11	Health Clinic	45	Navy Munitions Comman CONUS
12	Homeport Hampton Roads	46	NCTAMSLANT
13	JEB Little Creek	47	NCTAMSLANT - NSA
14	Joint Enabling Cap	48	NETWARCOM CITSO
15	Joint Staff Suffolk	49	NETWARCOM CITSO Suffolk
16	Langley Air Force Base	50	NEXCOM
17	Lincoln Military Housing	51	NEXCOMHR
18	MARMAC	52	NMAWC
19	Military Sealift Command	53	Norfolk Naval Shipyard
20	MWR	54	NSA
21	NAF Human Resources - Regional	55	NSA NW Annex
22	NAF Little Creek	56	NSN Security
23	NAF Medical Center	57	Personnel Support Detachment Ashore
24	NAF NAS Oceana	58	Personnel Support Detachment Afloat
25	NAF NNS	59	Portsmouth Medical Center
26	NAF NSA	60	PSD Ashore
27	NAS Oceana	61	SPAWAR
28	NAS Oceana & Combt Directions Systems Dam Neck	62	SUPSHP
29	Naval Aeronautics Space Admin - Langley Research Ctr	63	SURFLANT
30	Naval Audit Service	64	TPU
31	Naval Information Dominance	65	Unaccompanied Housing (Barracks)
32	Naval Legal Office	66	US Coast Guard
33	Naval Mine & Anti-Sub Warfare	67	USS Harry S Truman
34	Naval Weapons Station Yorktown		

EVENTS

1	Bike Month	21	Fall Orientation - ODU	41	Naval Audit Services Norfolk Office	61	State of the City - Suffolk
2	Bike Month Kick Off/Downtown Norfolk Employee Appreciation Day	22	Freshman Peview ODU	42	NAVIDFOR Transportation Fair - Suffolk	62	State of the City Newport News
3	Bike Repair Station Grand Opening & Ribbon Cutting - NNTC	23	Goodwill 1st Peninsula Fall Festival	43	NAVSUP WSS Vanpool Event	63	State of the City Portsmouth
4	Bike to Work Day Stop (2)	24	Greater Williamsburg Chamber of Commerce Networking Events	44	NAVSUP/Fleet & Industrial Supply Center	64	TCC Community Day - Portsmouth
5	Biz Expo	25	Hampton Roads Chamber Connect - Portsmouth/Suffolk	45	Navy Medical Center Portsmouth Onsite	65	TCC Presentations - Norfolk
6	Bryant and Stratton College Student Mixer Event	26	Hampton Roads Chamber of Commerce - Mingle on Main Street - Suffolk	46	NCTAMSLANT NDOC	66	TCC Presentations - VA Beach
7	Centura College PAC Meeting	27	Hampton Roads Chamber of Commerce Ambassador meeting	47	NETWARCOM CITSO KIM Division - Suffolk Onsite	67	Telework Event - MacArthur Square
8	CMA/CGM Environmental Fair	28	Hampton Roads Chamber of Commerce Monster Mega Mixer/ Business Showcase	48	New Yorizon's Regional Education Center	68	Telework Event - NetCenter
9	CNIC Vanpool Event	29	Hampton Roads Chamber of Commerce morning Schmooze	49	NMAWC Vanpool Event	69	Telework Event - Pembroke Mall
10	Coliseum Central BID meetings	30	Hampton Roads Chamber Wild Wing Fling	50	Northwest River Annex Energy Awareness Week	70	Telework Event - Pensinula Towncenter
11	COMNAVSURLANT CSD NDOC Meetings	31	Health Fair Chesapeake Conference Center	51	NSA NW Annex Energy Fair	71	TNCC Student Welcome
12	Connect Hampton Roads Events	32	Health Fair Hampton Roads Transit	52	Oktobertfest at Bush Gardens	72	Try Transit Week Events
13	Crown Plaza Business Fair	33	HR Sustainability Expo - City of Virginia Beach	53	Orientation - Everest College - NN	73	USS Harry S. Truman - TIP PSA Filming
14	Earth Day City of Virginia Beach - Mount Trashmore	34	HRTPA Luncheon	54	Peninsula Chamber of Commerce Coffee Connection	74	Versability Business Breakfast
15	Earth Day NAVFAC Midlant PWD NSN Hampton Roads	35	IBEX Onsite Event	55	Peninsula Chamber of Commerce Pink Bag Luncheon	75	Virginia Cooperative Extension Green Fair
16	Earth Day NSA	36	Inside Business/Executive Discussion Series Breakfast meeting	56	Presentation - Peninsula Biking Assn	76	Virginia Peninsula Business Connection After Hours
17	Earth Day Virginia Living Museum	37	Job Fair Congressman Scott Rigell	57	Princess Ann Recreation Center - Mayor Sessions Bike to Work Ride	77	Virginia Zoo - Zoo Boo - Norfolk
18	EcoFest Lafayette River Association	38	Joint Staff Suffolk Transportation Fair	58	Quarterly Meetings Commander, CNRMA	78	VTA Conference
19	Environmental Anheuser Bush	39	Military Sealift Command Transportation Fair	59	SPAWAR Vanpool Event	79	Welcome Week - CNU
20	Environmental Smithfield Farms	40	MWR	60	State of the City - Chesapeake	80	YMCA Wellness Fair

APPENDIX A – DATA for Charts

Activity/Statistic	2011	2012	2013	2014	2015
NuRide					
New Commuters in NuRide	495	534	559	1,258	800
<i>Mode Split: Carpools</i>			213,510	191,904	147,872
<i>Mode Split: Vanpools</i>			44,461	50,875	64,085
<i>Mode Split: Transit(ferry, light rail, bus)</i>			145,157	147,790	129,569
<i>Mode Split: Telecommuters</i>			9,853	10,101	11,218
<i>Mode Split: Walk</i>			23,154	26,619	27,734
<i>Mode Split: Bike</i>			35,109	28,586	22,039
<i>Mode Split: Compressed Work Week</i>			1,247	1,391	1,223
TOTAL Trips Recorded in NuRide	250,616	432,489	472,491	457,266	403,740
Average NuRide trip distance (miles)	26.3	23.7	24.7	19.6	18.6
# of people matched into carpools	1,833	1,977	2,043	2,112	2,172
Tons of Emissions reduced	3,447	4,125	4,671	3,624	3,211
total VMT reduced for all trips in NuRide	5,986,902	8,547,616	9,951,956	7,789,196	5,844,667
# of people matched into carpools, Cumulative	8,820	10,797	12,840	14,952	17,124
# of organizations represented in NuRide	423	431	451	602	561
Total Active Commuters in NuRide	3,643	4,399	4,940	3,173	3,341
Telework!VA	2,011	2,012	2,013	2,014	2,015
# of new contracts	0	4	2	1	0
# of companies with active contracts	10	9	5	0	0
# of companies being processed		7	3	2	0
# of teleworkers being assisted	772	862	904	1,048	40
# of TOTAL Companies Participated			32	34	4
Guaranteed Ride Program	2,011	2,012	2,013	2,014	2,015
# of rides given	490	550	549	480	293
# of new registrations	220	340	263	589	259
Vanpools	2,011	2,012	2,013	2,014	2,015
# of active vanpools	62	54	46	43	30
# of people in vanpools	613	553	454	426	278
# of people on waiting list	34	52	60	19	0

APPENDIX B – Financial Data

Category	2013		2014		2015		2015
	Budgeted	Spent	Budgeted	Spent	Budgeted	Spent	Balance
Salary & Benefits	\$550,000.00	\$477,496.75	\$608,074.84	\$608,074.84	\$550,000.00	\$552,450.66	(\$2,450.66)
Materials & Supplies	\$45,000.00	\$23,040.02	\$34,649.43	\$34,649.43	\$50,000.00	\$46,967.55	\$3,032.45
Professional Services	\$142,500.00	\$128,046.32	\$205,727.70	\$205,727.70	\$118,600.00	\$126,511.99	(\$7,911.99)
Guaranteed Ride	\$36,000.00	\$21,901.84	\$36,945.55	\$36,945.55	\$25,000.00	\$24,272.05	\$727.95
Advertising	\$200,000.00	\$38,081.46	\$101,984.61	\$101,984.61	\$170,250.00	\$167,246.40	\$3,003.60
Other	\$26,500.00	\$6,122.77	\$12,617.87	\$12,618.15	\$33,744.00	\$30,145.56	\$3,598.44
Ticket Vending Machines					\$52,406.00	\$52,405.79	\$0.21
Total	\$1,000,000.00	\$694,689.16	\$1,000,000.00	\$1,000,000.28	\$1,000,000.00	\$1,000,000.00	\$0.00

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SUMMARY

TRAFFIX is a regional tool. It is an investment by the region into a program that has grown over the years through a unique ability to stay connected to regional transportation issues while also taking into account the needs of the 17 cities and counties comprising the HRTPO.

While the program is very clear in its vision, it is important that the participants who are engaged in executing the program's objectives are able to do so with motivation, integrity, and a personal belief that Hampton Roads is a great place to live, work and play. It is a vision that takes into account that we are all connected by our highways, byways, secondary roads, and waterways.

TRAFFIX is a major contributor to the Connect Hampton Roads effort that Hampton Roads Transit has embarked upon. In addition to a robust transit effort, which by itself is a major contributor to the reduction of traffic on our roads, it is our responsibility to assure that those that would normally drive alone have the option of carpooling, vanpooling, teleworking, biking, and walking as a means to move around our region. It is TRAFFIX's responsibility to convey the idea to the SOV'ers (Single Occupancy Vehicles) that there are good economies of scale that offer other options to driving alone ...and incentives to do so.

Finally, we must always keep an eye on the changing demographics, population growth, and the transportation strategies that the political subdivisions of the Commonwealth are considering and undertaking. TRAFFIX strives to be involved in these and to help our cities and counties in any way possible to assist them to achieve their strategic transportation-related endeavors.

We do not take for granted the fact that the region funds the TRAFFIX program at almost a million dollars year after year. We must be good stewards of these dollars and assure that they are spent in a way that fosters relevant and consistent investment in our Transportation Demand Management future in Hampton Roads.

