TDM Operating Assistance Grant

Annual Work Plan

FY 2019

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Section 1.0 Program Overview

GwRideConnect is the ridesharing agency that serves the George Washington Regional Commission (GWRC) area, one of the fastest growing regions in the State. This region consists of Stafford, Spotsylvania, Caroline, and King George counties and the City of Fredericksburg. GWRideConnect promotes ridesharing and transportation demand management (TDM) techniques to assist persons seeking transportation options to their workplaces and other destinations. It is the mission of the program to promote, plan and establish transportation alternatives to the use of the single occupant vehicle (SOV), improving air quality, reducing congestion and improving the overall quality of life for the citizens of the region.

GWRideConnect will continue to be the recognized source for TDM and transportation information and assistance in the George Washington Region. The program will offer an expanded portfolio of TDM services. GWRideConnect will work to be an integrated component of transportation, land use and development planning and processes, and will continue to engage local businesses in TDM programs in the region. In addition to performing a wide range of daily TDM activities, GWRideConnect supports the largest vanpool fleet in the State, manages the ADVANTAGE vanpool self-insurance pool for the entire State and is an active partner in regional transit and transportation planning.

Section 1.1 Needs Statement

The Rappahannock Area Development Commission (RADCO) was formed in 1968. The Commission is one of 21 Planning District Commissions (PDCs), established to facilitate local government cooperation in addressing regional problems and issues in Virginia. Planning District 16, the region overseen by RADCO, consists of the region described above.

In 1974, the RADCO Rideshare program was created in response to the OPEC oil embargo, which spurred increased fuel prices and peaked interest in carpooling and other non-SOV transportation options. RADCO Rideshare provided ride matching, carpool, and vanpool services to residents, employees, and employers in Planning District 16 until 2007 when RADCO was renamed the George Washington Regional Commission (GWRC) and RADCO Rideshare became GWRideConnect.

GWRC is one of the fastest growing regions in the State of Virginia. One of the most congested corridors, I-95 runs through four of the region's localities. The stretch of I-95 between Stafford County and Washington, D.C. has been named the most congested highway in the Country. GWRideConnect staff works diligently to try to offer shared ride solutions to the residents of the region to improve their commute and to reduce congestion. The region is underserved with transit and relies heavily on the 350 private vanpools that GWRideConnect helps form and maintain in the region. Over 60,000 residents commute out of the region each day to work.

Section 1.2 Program Description

GWRideConnect has grown and evolved over the years to provide a wide range of TDM programs in addition to ride matching to meet the demands of citizens in the region. This fiscal year GWRideConnect will conduct the following work components and related activities to achieve the Goals, Objectives and Strategies set forth in the program's Six Year TDM Strategic Plan. The work components performed will be: 1) Free rideshare matching program that provides transit solutions/alternatives to commuters in the region. 2) Enhance and update the GWRideConnect website. 3) Provide follow up assistance to all new GWRideConnect clients to track placement and provide additional assistance. 4) Vanpool formation, maintenance and assistance of the existing vanpool fleet. 5) Operate the Advantage self-insurance program for vanpools in the State. 6) Facilitate the formation of carpools & provide support. 7) Transit Options: assist clients with VRE /Amtrak/METRO as well as promote and assist private commuter buses in the region to maintain existing routes. Support FRED transit by serving on the Public Transit Advisory Board (PTAB) and promote FRED's routes by distributing schedules. 8) Advertise and promote GWRideConnect in all forms of media. 9) Work with the Virginia Department of Transportation (VDOT) and FAMPO to establish commuter parking lots and lease commuter parking spaces from private property owners. 10) Engage local employers in establishing TDM techniques at their workplaces. Work with local realtors and extended stay hotels to distribute rideshare material to new residents in the region. 11) Promote the use of the bike and pedestrian facilities in the region. 12) Reduce annual gasoline consumption and motor vehicle emissions. 13) Work with the State to establish TDM strategies and techniques for major corridors. 14) Continue to implement the Six Year TDM plan.

GWRideConnect monitors and self-evaluates the program and the work components to determine their effectiveness. Elements are added, deleted or adjusted to meet the needs of the citizens of the region and the ultimate goals of the program. GWRideConnect collects data on a daily basis and reviews this data monthly to determine program progress.

Section 2.0 TDM Program Demographics and Areas Served

Description of Service Area

Since 2000, GWRideConnect's service area, shown in Figure 2, has grown more rapidly than any other region in Virginia. The majority of the region's growing population lives in the urbanized area surrounding the City of Fredericksburg.

Located about 50 miles southwest of the District of Columbia, GWRideConnect's 1,410 square-mile service area is currently home to approximately 333,000 residents and 163,000 jobs. The region primarily serves as a feeder market for Washington, D.C. to the northeast, and to a lesser extent, Richmond to the southeast. The City of Fredericksburg and military installations at Quantico, Fort A.P. Hill, Dahlgren, and the Naval Surface Warfare Center are also significant local employment centers.

Demographic Profile

The population of GWRideConnect's service area has increased by more than 400 percent since 1960. In 1980, the region surpassed Northern Virginia as the fastest growing region in the State. Since 2000, the population of the George Washington Region has grown at nearly triple the rate of the Commonwealth as a whole.

Stafford County has the largest population of any jurisdiction in the region, followed by Spotsylvania County. More than 75% of the region's population resides in these two counties. The Table below shows total population and population projections in each of GWRC's member jurisdictions from 2000 to 2040.

Population by Jurisdiction
2000 to 2040

Jurisdiction	2000*	2010*	2020*	2030**	2040 **
Caroline County	22,121	28,545	34,867	41,217	46,600
King George County	16,803	23,585	30,234	37,819	44,700
Spotsylvania County	90,395	122,397	161,473	202,735	240,570
Stafford County	92,446	128,961	169,778	212,678	251,850
City of Fredericksburg	19,279	24,286	27,163	30,565	33,620
Total	*241,044*	*327,773*	*423,515*	*525,014*	*617,340*

*U.S. Census Bureau, Decennial Census of Population. ** GWRC/FAMPO Population Projections.

Population Profile

Figure 1 shows how the population of the GWRC has grown in comparison to Virginia as a whole between 2000 and 2010 and projected out to 2040. While population in Virginia grew 13 percent between 2000 and 2010, the population in the GWRC region grew at three times the rate during the same time span. Similarly, population in the GWRC region is projected to grow at two to three times the rate of the rest of the Virginia each subsequent decade.
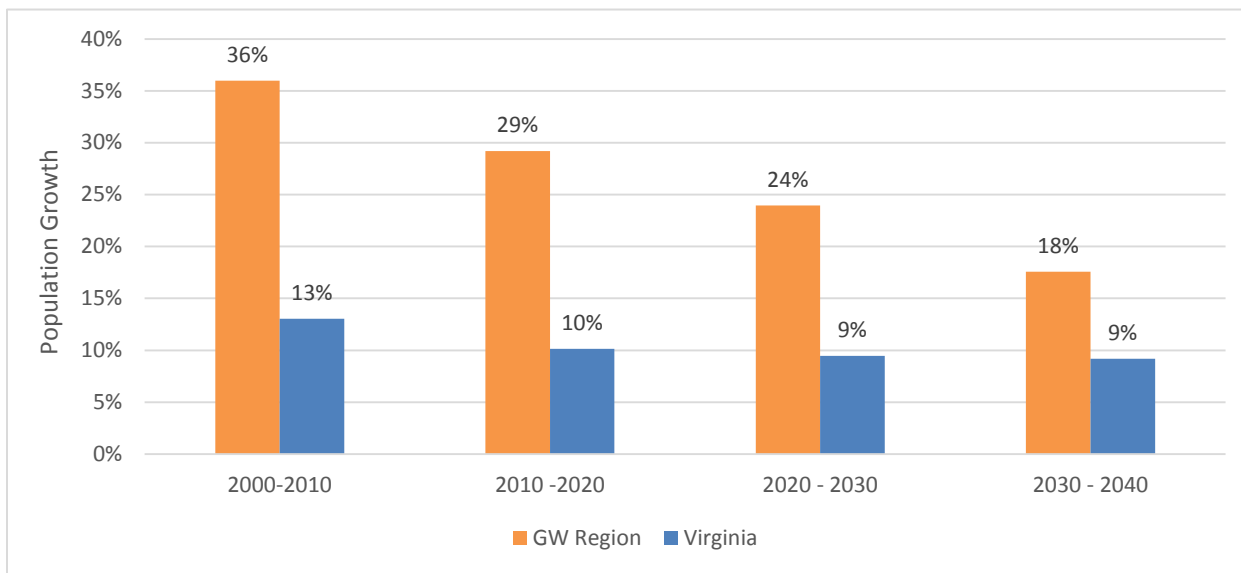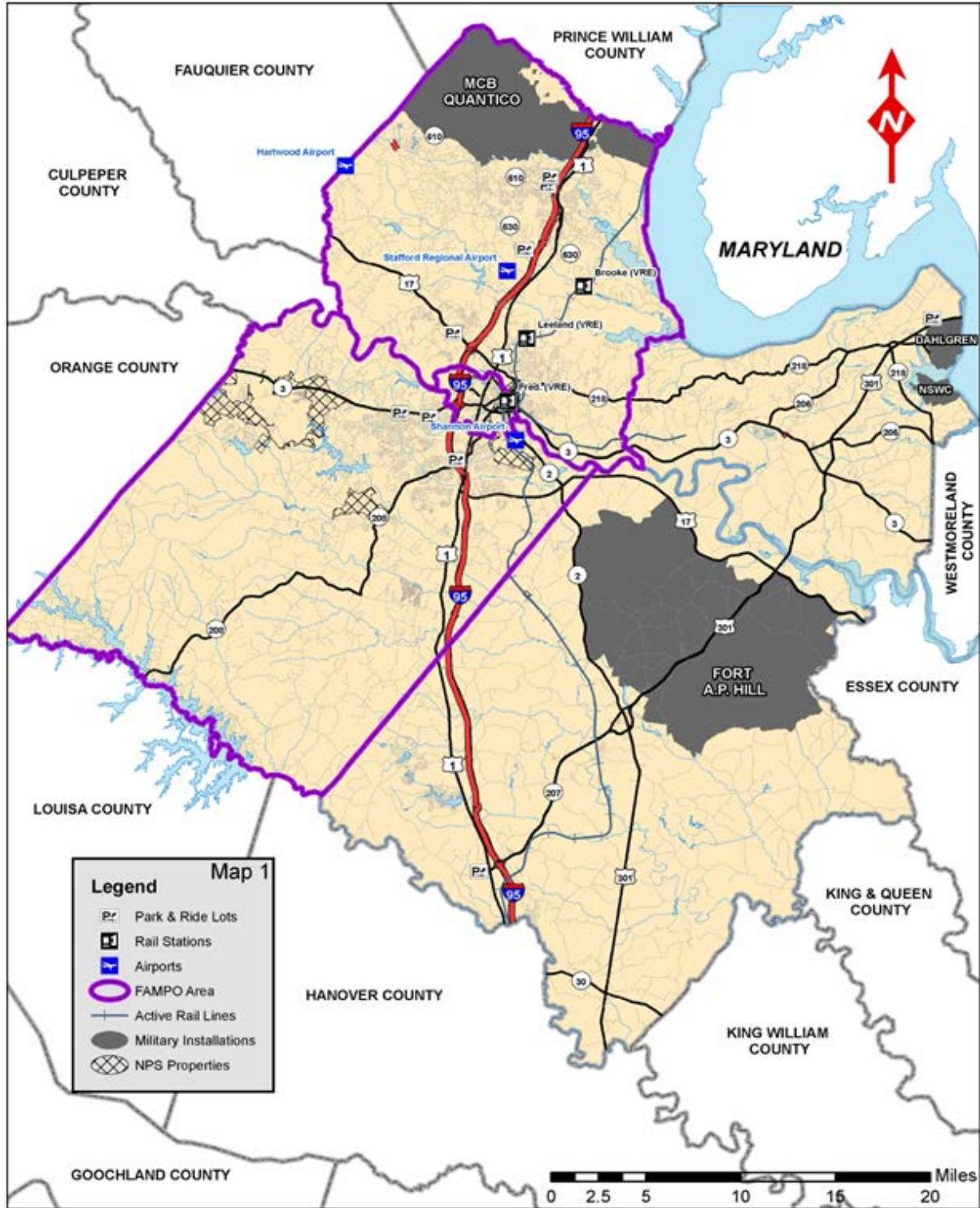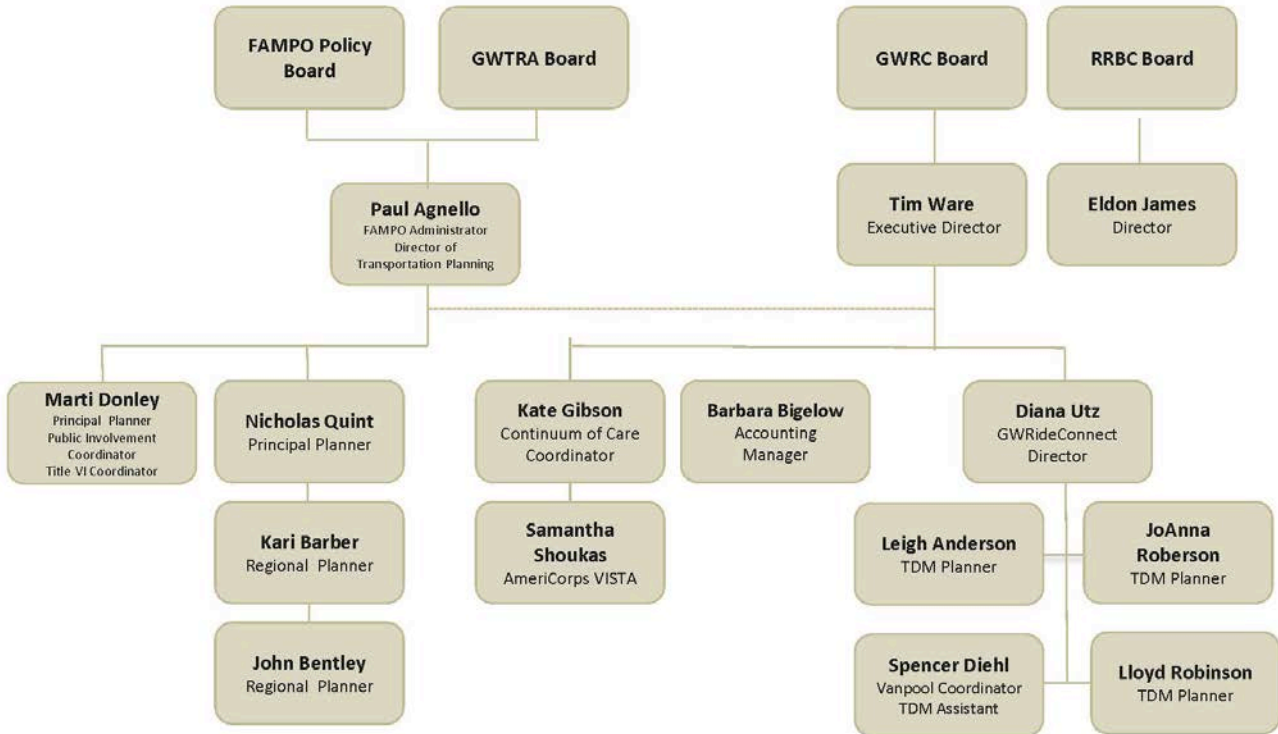
Figure 1: Population Growth: GWRC and Virginia

Figure 2   GWRideConnect Service Area

Section 3.0 TDM Program Structure

Section 3.1 Organization Chart of GWRC

FY2018 GWRC ORGANIZATIONAL CHART

Section 3.2 Staff Duties and Percent Charged to Grant

Staff Name	Staff Title	Description/Duties	% of Salary/Wage Charged to Grant
Diana Utz	Director	Manage and direct the GWRideConnect Program which includes the Advantage Self-Insurance Pool Program. Oversee all work components / activities of the daily operation of the GWRideConnect program and supervise two TDM Planners and one TDM Assistant.	100
JoAnna Roberson	TDM Planner	Assist all clients with Rideshare information via phone, email, fax or other. Input Rideshare client data into GWRideConnect database and Commuter Connections database. Keep both databases updated and keep records of all Rideshare related activities.	75
Leigh Anderson	TDM Planner	Update GWRideConnect Website, Assist with GWRideConnect Database Programing and software development. Assist TDM Director with operating the Advantage Self-Insurance Pool Program which involves accounting, enrollment, billing, etc. Assist with all daily Ridesharing activities as instructed.	50
Spencer Diehl	TDM Assistant	Provide ridesharing and transportation information to clients and interact with clients, visitors and citizens. Answer GWRideConnect telephone and assist all clients and transfer to appropriate staff members. Act as a vanpool liaison between GWRideConnect and the local vanpools. Assist with formation and maintenance of the vanpool fleet.	70

Section 4.0 Budget

Section 4.1 Budget Narrative and Increase Justification

GWRC is requesting a 3% increase in DRPT funding this year from $481,192 to $496,021 which does not include the 20% local match. In order to grow the program as outlined in the GWRideConnect Six Year TDM Strategic Plan, this increase is necessary. The Six Year TDM Plan outlines a 3% increase for baseline expenses annually and another $100,000 of unfunded program enhancements for FY19. The requested 3% increase covers the 3% baseline increase which includes: a portion of the administration in each work element outlined in Section 5.0, 3% COLA for employee wages, $7,000 for Advantage Database management and hosting, a $9,900 increase in marketing and $5,500 for computer replacement. GWRideConnect will utilize CMAQ funding to grow the GWRideConnect program this fiscal year and supplement this grant. All salaries in this application are supplemented by CMAQ with the exception of the Director's. CMAQ will be utilized to operate Van Start, lease 105 leased parking spaces and greatly support marketing efforts.

Due to increased work activities, GWRideConnect staff increased a part-time position to full time and now once again will have a full time vanpool liaison and a community outreach person. GWRideConnect staff is taking on more work activities with little compensation. The operation of the Advantage Self-Insurance Program is a labor intensive program that GWRideConnect operates for the State of Virginia with no assistance with administrative costs. Staff estimates that a minimum of 2 to 3 hours each day is spent on this program in addition to time spent monitoring the program after normal business hours. With continued funding and support GWRideConnect will be able to continue to operate one of the most effective TDM programs in the Commonwealth.

Operating Budget Narrative

Operating Budget Item	Description of Costs	Associated Program Component(s)
Advertising and Promotion Media	Costs include weekly advertising in Free Lance-Star, Google Ad-words, and Facebook advertising and management fees. Conduct the Fall, Winter and Spring advertising campaigns utilizing mixed media.	▪ Advertising and Promotion Media
Data Processing	Replace 4 computers, monitors, printers and software	▪ Ridematching, Websites
Fringe Benefit	Healthcare, dental, for 4 employees	▪ N/A
Indirect Costs	These costs are outlined in the approved Indirect Cost Allocation Plan.	▪ N/A
Advantage Management	Costs for web-hosting from Parsons Brinckerhoff and for consultant to upkeep database and software	▪ Advantage Self-Insurance Pool Program
Rental	Lease 25 parking spaces for private property owner in Ladysmith located in Caroline County Va.	▪ Commuter Lots
Salaries and Wages	Provides for a percentage of salaries and wages for 4 full time employees	▪ N/A
Travel	Attendance at meetings, job fairs and Act Conference for training	▪ Travel

Section 4.3 Operating Budget

Using the table below insert the budget that was/will be submitted in your OLGA online application. Examples have been provided.

Account	Operating Budget Item	Amount
2360	Advertising and Promotion Media	$85,400
2250	Data Processing Supplies (Computer Equipment)	$5,500
2120	Fringe Benefits	$67,605
2460	Indirect Costs	$136,310
2410	Rental of Real Property (Lease 25 parking spaces in Ladysmith)	$6,550
2110	Salaries and Wages	$183,656
2440	Services and Maintenance Contracts (Advantage Website)	$7,000
2310	Travel	$4,000
	Total	**$496,021**

Section 5.0 Program Components

Component:	**Free Rideshare Matching Program**
Description:	Matching service that produces a match letter that is emailed or sent in a complete Rideshare packet with pertinent transit related material and GRH information.
Estimated Cost:	Administrative costs for staff **FTE: 4.0**
Start and End Date:	(07/18 – 06/19)

	Output Description	Output Target
Outputs	Match 4,000 clients with existing vanpools, carpools or transit services and produce 4,000 letters/packets	Produce 4,000 matchlists
	Express match 3,300 vanpools with new GWRideConnect clients going to the operator's respective worksite.	Express match 104 times per year
	Assist all residents, non-residents, applicants, and operators that contact GWRideConnect.	Assist 2,500 persons
Outcome(s)	Asist thousands of residents each year, matching them to existing transit providers and resources that they were not previously aware of.	

Component:	**GWRideConnect Website**
Description:	The GWRideConnect website has evolved as the source in the region for information regarding transportation solutions. The site provides a ride match application, posts vanpools and carpools with vacancies, features the GWRideBoard that is posted with local rides and advertises GWRideConnect's Facebook Page. Links to all transit modes can be found on the website along with commuter tools, commuter lot information and the popular Vanpool Connections Page.
Estimated Cost:	Administrative costs for staff **FTE: 2.0**
Start and End Date:	(07/18 – 06/19)

	Output Description	Output Target
Outputs	Continue to operate, improve and update the GWRideConnect Website to keep it a vital source for regional transportation sources.	60,000 visitors to the website annualy
Outcome(s)	Provides information on transportation solutions and alternatives online to everyone.	

Component:	**Follow-up**	
Description:	A Follow up is a call back / email survey for all new applicants and all new carpools and vanpools. This survey determines if the applicant found a ride or riders for their pool.	
Estimated Cost:	Administrative costs for staff	**FTE: 2.0**
Start and End Date:	(07/18 – 06/19)	

	Output Description	Output Target
Outputs	Staff conducts follow up surveys and tracks placement. The follow up survey is used to obtain valuable feed-back from clients, helps self-evaluate the ride matching program and keeps the databases clean.	Conduct 1,000 Follow up surveys
Outcome(s)	Tracks placement of all new clients and helps maintain correct ridematching data.	

Component:	**Vanpool formation, maintenance and assistance**	
Description:	Facilitate the formation of new vanpools in the region and maintain the existing fleet of 350 vanpools.	
Estimated Cost:	Administrative costs for staff	**FTE: 2.0**
Start and End Date:	(07/18 – 06/19)	

	Output Description	Output Target
Outputs	Assist new operators in forming new vanpools. Educate operators about any new incentives or programs that may affect their operations and formation. Assist vanpools with getting and maintaining passengers.	Assist with the formation of 40 new vanpools in the region
Outcome(s)	Increases and maintains the number of vanpools in the region which reduces vehicle miles travelled and number of trips in the regiona and along the I-95 corridor.	

Component:	AdVANtage Self-Insurance Pool Program	
Description:	AdVANtage provides self-insurance liability protection program for all vanpools in the State of Virginia in cooperation with the Division of Risk Management (DRM). The ADVANTAGE program is run entirely with staff from GWRC and the Division of Risk Management. The program charges no overhead for its operation and the vanpool operators pay for "accidents" from the self-insurance pool which consists of their premiums.	
Estimated Cost:	$7,000 plus Administrative costs for staff	**FTE: 2.0**
Start and End Date:	(07/18 – 06/19)	

	Output Description	**Output Target**
Outputs	Provide limited liability self-insurance for vanpool operators in the State of Virginia with claims assistance from the Division of Risk Management.	Provide self-insurance to 80 operators with 290 vanpools in the program
Outcome(s)	Helps to maintain and grow the existing vanpool fleet in the State by providing reliable, effective self-insurance at a reasonalble cost. Advantage is one of two insurance programs for private vanpools in the Country.	

Component:	Carpool Formation, Maintenance and Assistance	
Description:	This program facilitates the formation of new formal carpools, provides support and facilitates the continuation of instant carpooling or slugging.	
Estimated Cost:	Administrative costs for staff	**FTE: 4.0**
Start and End Date:	(07/18 – 06/19)	

	Output Description	**Output Target**
Outputs	Assist with the formation and assistance of new formal carpools and instant (slugging) carpools in the region. Promote the benefits of the I-95 express lanes to formal and informal carpools.	Assist and form 100 carpools per year
Outcome(s)	Increase and maintain the number of carpools in the region thus reducing the VMTs, and trips traveled in the region and along the I-95 corridor. Provide an inexpensive, alternative transportation solution other than transit and vanpooling.	

Component:	Transit Options: Commuter Bus, FRED, VRE and METRO / Promotion and Support		
Description:	Assist and promote the private Commuter bus company in the region and continue to support and promote the Fredericksburg Regional Transit System. Promote VRE and Metro through promotional materials and advertising campaigns.		
Estimated Cost:	Administrative costs for staff	FTE: 2.0	
Start and End Date:	(07/18 – 06/19)		
Outputs	**Output Description**		**Output Target**
	Help grow and maintain the number of commuter bus runs and support and promote the local FRED bus system in the region. Promote bus runs by distribution of schedules, advertising and updating the Transit Options webpage.		Distribute 1,300 bus schedules
	Promote VRE and the Washington Metro System to residents in the region for both commuter and personal trips.		Distribute 2,000 VRE Riders Guides and Metro Maps
	Transit Options Webpage on the GWRideConnect website promotes VRE, Metro, commuter bus and all transit available in and outside of the region.		Attract 15,000 visitors to the webpage
	Serve on the Fredericksburg Regional Transit Advisory Board (PTAB) as a voting member of the George Washington Regional Commission		Attend 6 meetings per year
Outcome(s)	Reduce VMT's, and trips traveled and provide support for all modes of tranist.		

Component:	Advertising and Promotion	
Description:	Advertise and promote the GWRideConnect program through print media, radio, website and social media in every locality in the region.	
Estimated Cost:	$85,400 plus Administrative costs for staff	**FTE:1.0**
Start and End Date:	(07/18 – 06/19)	

	Output Description	Output Target
Outputs	Display Ads – Design and advertise large color display ads advertising the GWRideConnect program.	Place 100 Display ads in the Fredericksburg Free Lance-Star and other regional newspapers
	Fall, Winter, Spring/Summer themed Marketing Campaigns utilizing all media modes including radio commercials on 3 local stations.	In addition to Display ads, place 400 radio commercials on three stations
	Social Media Marketing, monthly and during Fall, Winter, Spring/Summer campaigns.	Place apx. 350,000 Google Ads, maintian 16,000 click throughs to the website and maintain Facebook followers and increase number by 1,000
Outcome(s)	Increase the number of rideshare clients, push relevant information out to the commuting public through fresh website content and the GWRideConnect Facebook Page, increase awareness of the programs and transportation alternatives, increase applicant placement, increase carpool and vanpool formation and keep existing pools full of passengers.	

Component:	Commuter Lots
Description:	Work with VDOT and FAMPO to plan and develop placement for new commuter lots in the region. Continue to lease 25 parking spaces from a private property owner in Ladysmith, Caroline County. These spaces are leased due to a lack of VDOT parking in this area of the region. The funding to lease these spaces comes from the GWRideConnect DRPT grant. The cost of $6,550 to lease these spaces is included in the Rental of Real Property line item.

Estimated Cost:	$6,550 plus Administrative costs for staff	**FTE: 1.0**
Start and End Date:	(07/18 – 06/19)	

	Output Description	**Output Target**
Outputs	Lease 25 total spaces for commuter parking	Lease 25 spaces
	Monitor utilization of existing VDOT commuter lots and provide assistance to FAMPO and VDOT to plan for future lots.	Inspect all commuter lots quarterly
Outcome(s)	Provide leased commuter parking in areas of the region where it is needed and provide assistance for planning for adequate parking in the future. GWRideConnect also leases additional spaces in the region with CMAQ funds.	

Component:	Employer / Realtor / New Resident Outreach
Description:	**Employer Outreach** - GWRideConnect outreaches to major employers in the region (NSWC and Quantico) to help establish transportation demand management techniques at their worksites and assist with established programs. Staff attends job fairs outside of the region when invited to major employment sites. **Realtor Outreach** - GWRideConnect works with realtors in every locality in the region and provides them with informational packets to distribute to home buyers and new residents to the region. Packets include transit and TDM information. GWRideConnect currently works with the "Extended Stay" hotels in the region. Typically there are commuters that live at these hotels while waiting to move into a permanent residence. Staff provides GWRideConnect packets to the residents with general commuting information.

Estimated Cost:	Administrative costs for staff	**FTE: 2.0**

Start and End Date:	(07/18 – 06/19)	

	Output Description	Output Target
Outputs	Reach out to employers in the region through meetings and be available to assist employers with TDM activities at their workplace.	4 to 8 meetings per year
	Attend Job Fairs outside of the region.	4 job fairs per year
	Reach out to local realtors, libraries and extended stay hotels to educate them about GWRideConnect and to provide information that can be distributed to residents.	2,000 rideshare information packets distributed
Outcome(s)	Establish GWRideConnect as a resource to employers in developing TDM strategies at their workplace. To reduce VMTs in the George Washington region thus reducing congestion in commuting to the workplace.	

Component:	**TDM / Bike and Pedestrian Planning**	
Description:	Work to help enhance bike and pedestrian infrastructure in the Region. Promote existing bicycle and pedestrian trails in the region thus increasing awareness of the benefits of bike and pedestrian use in the region.	
Estimated Cost:	Administrative costs for staff	**FTE: 1.0**
Start and End Date:	(07/18 – 06/19)	

	Output Description	Output Target
Outputs	Promote and advertise existing bicycle and pedestrian facilities in the region and encourage use.	Advertise and promote bi-monthly on GWRideConnect Facebook page
Outcome(s)	Increase use of existing bicycle and pedestrian facilities.	

Component:	Travel and Training	
Description:	Staff will attend meetings and Rideshare employment fairs to further the promotion of GWRideConnect services. Staff will attend workshops and conferences for training purposes.	
Estimated Cost:	$4,000	**FTE: 3.0**
Start and End Date:	(07/18 – 06/19)	
Outputs	Travel to meetings, job fairs, VTA and ACT conferences	Attend meetings, job fairs and conferences when necessary.
Outcome(s)	Assist residents with transportation alternative solutions at their workplaces through attendance at job fairs. Obtain crucial TDM training for staff.	

Component:	Computer / IT Needs	
Description:	Staff operates three databases for GWRideConnect and the Advantage Pool Program. This requires 4 computers and related software, printers and display monitors. Existing equipment is aging and will require replacing.	
Estimated Cost:	$5,500	**FTE: 1.0**
Start and End Date:	(07/18 – 06/19)	
	Output Description	**Output Target**
Outputs	Aquire much needed computer and software equipment to keep databases and websites operating efficently and effectively.	Purchase 4 computers, monitors and associated software
Outcome(s)	Increase GWRideConnect daily work effectiveness and efficency and improve security to database and website infrastructure.	

Section 5.1 Program Activities

Program Component	Planned Activities	Time Frame			
		Q 1	Q 2	Q 3	Q 4
Free Matching Program	Match 4,000 rideshare clients and produce 4,000 letters/packets	X	X	X	X
	Express match / email 3,300 new applicants to vanpools with vacancies	X	X	X	X
	Conduct database surveys of 4,800 applicants to maintain database accuracy and improve matching effectiveness	X		X	
	Conduct database surveys of all 720 vanpools and carpools to maintain database accuracy and improve matching effectiveness		X		X
	Assist all clients that contact GWRideConnect and help provide or answer transportation / TDM related questions.	X	X	X	X

Program Component	Planned Activities	Time Frame			
		Q 1	Q 2	Q 3	Q 4
GWRideConnect Website	Update the GWRideConnect website weekly throughout FY19	X	X	X	X
	Monitor the Vanpool Webpage Vanpools Seeking riders section, monitor requests to view page and provide email follow up offering additional assistance.	X	X	X	X
	Monitor the number of visitors to the website and the specific pages to include in quarterly reports and to determine visitor traffic.	X	X	X	X

Program Component	Planned Activities	Time Frame			
		Q 1	Q 2	Q 3	Q 4
Follow Up	Email out follow up surveys on weekly basis to all new applicants.	X	X	X	X
	Track Placement of returned surveys to determine placement from SOV to HOV and record the modes.	X	X	X	X
	Update the database as required by any corrections made on returned surveys.	X	X	X	X

Program Component	Planned Activities	Time Frame			
		Q 1	Q 2	Q 3	Q 4
Vanpool Formation, maintenance and assistance	Assist new operators or groups via email, phone, or in person in forming vanpools.	X	X	X	X
	Vanpool Connections Webpage -maintain, monitor visitors, and provide follow up to all vanpool page requests, post new vanpools with vacancies on page.	X	X	X	X
	Van Start -conduct Van Start program for the I-95 corridor through the I-395 TMP funding and through GWRideConnect CMAQ funding	X	X	X	X

Express Match- continue program conducted through the GWRideConnect database where all new vans or vans with vacancies are emailed new riders as they come into the GWRideConnect Program.	X	X	X	X
Vanpool Alliance - staff will assist in educating, promoting and encouraging vanpool operators both existing and new start up pools to participate in the Vanpool Alliance program. This program generates 5307 funds that flow back to the region.	X	X	X	X

Program Component	Planned Activities	Time Frame			
		Q 1	Q 2	Q 3	Q 4
AdVANtage Self-Insurance Pool Program	Assist new operators in the State of Virginia in enrolling vanpools into the program.	X	X	X	X
	Provide DRM with monthly reports on program activity and premiums collected; provide 4 quarterly reports to DRM.	X	X	X	X
	Assist active Advantage members in billing, enrollment, issuing Certificates of Insurance, providing general claims information and working with DMV.	X	X	X	X
	Renew the web hosting certificate with Parsons Brinckerhoff.	X	X	X	X
	Develop an annual contract with Parsons Brinckerhoff to provide Advantage website maintenance and software assistance.	X	X	X	X

Program Component	Planned Activities	Time Frame			
		Q 1	Q 2	Q 3	Q 4
Carpool Formation, Maintenance and Assistance	Assist existing carpools with obtaining riders and email match lists.	X	X	X	X
	Form new carpools and list new carpools on website to generate riders, provide match lists.	X	X	X	X
	Promote and advertise the Carpool Connections website through advertising campaigns.	X	X	X	X
	Assist slugging with on-going promotion and support.	X	X	X	X

Program Component	Planned Activities	Time Frame			
		Q 1	Q 2	Q 3	Q 4
Transit Options: Commuter bus FRED Bus, VRE and Metro Promotion and Support	Support Commuter bus in the region by listing the runs in the GWRideConnect database which appear on match lists that go out to commuters.	X	X	X	X
	Distribute FRED Bus schedules.	X	X	X	X
	Attend FRED Public Transit Advisory Board meetings and serve on committees.	X	X	X	X

	Planned Activities				
	Assist all residents with VRE and distribute VRE Riders Guides to all new GWRideConnect applicants.	X	X	X	X
	Assist all residents with the METRO system and distribute Metro Guides to all new GWRideConnect applicants.	X	X	X	X
	Advertise and promote buses through Advertising campaigns, Facebook and the Transit Options page on the GWRideConnect website.	X	X	X	X

Program Component	Planned Activities	Time Frame			
		Q 1	Q 2	Q 3	Q 4
	Design new color display ads for seasonal campaigns.	X		X	
Advertising Campaigns	Place large color display ads in the newspaper monthly.	X	X	X	X
	Advertise Google AdWords on a weekly basis each month.	X	X	X	X
	Advertise GWRideConnect Facebook page on a weekly basis each month.	X	X	X	X
	Conduct Fall Marketing Campaign / place all ads, book radio spots	X	X		
	Conduct Winter Marketing Campaign / place all ads, book radio spots			X	
	Conduct Spring / Summer Marketing Campaign / place all ads, book radio spots				X

Program Component	Planned Activities	Time Frame			
		Q 1	Q 2	Q 3	Q 4
Commuter Lots	Renew lease agreement with property owner in Ladysmith to lease 25 commuter parking spaces at the Ladysmith Professional Office building.	X			
	Make monthly payments for leased spaces of $1.00 per space per work day.	X	X	X	X
	Inspect all of the commuter lots in the region and monitor utilization throughout the year.	X			X

Program Component	Planned Activities	Time Frame			
		Q 1	Q 2	Q 3	Q 4
Employer / Realtor Outreach	Set up meetings with employers in the region	X	X	X	X
	Distribute Rideshare information packets and cards to local realtors, hotels, libraries and employers and tourism departments	X	X	X	X
	Attend job fairs throughout the year as invited by employers.	X	X	X	X

Program Component	Planned Activities	Time Frame			
		Q 1	Q 2	Q 3	Q 4
TDM, Bike and Ped Planning	Attend meetings with FAMPO regarding Bike and pedestrian planning	X	X	X	X
	Promote bike and pedestrian trails in the region through GWRideConnect Facebook page.	X	X	X	X

Program Component	Planned Activities	Time Frame			
		Q 1	Q 2	Q 3	Q 4
Travel and Training	Travel to meetings throughout the year.	X	X	X	X
	Travel to job fairs.	X	X	X	X
	Attend conferences and workshops.	X	X	X	X

Program Component	Planned Activities	Time Frame			
		Q 1	Q 2	Q 3	Q 4
Computer / IT Needs	Purchase 4 new computers, software, and monitors.		X		
	Set up computer equipment and install software.		X		
	Renew hosting for GWRideConnect website.	X			
	Renew hosting for GWRideConnect database.				X