

FY 18 GWRC GWRideConnect Data Tracking

	Jul-17	Aug-17	Sep-17	Total	Oct-17	Nov-17	Dec-17	Total	Jan-18	Feb-18	Mar-18	Total	Apr-18	May-18	Jun-18	Total	Annual Total	Notes
Free Rideshare Matching Program																		
Match new Rideshare clients to the program	144	114	101	359	100	72	77	249	87	65	84	236	72	81	76	229	1073	
Match or Provide assistance to Previous Rideshare clients	688	2576	910	4174	1141	63	507	1711	2913	1413	589	4915	860	942	882	2684	13484	
General Non-applicants receiving assistance	56	101	72	229	65	61	73	199	37	39	64	140	45	48	70	163	731	
Matchletters provided for new vanpools and existing vanpools seeking passengers	259	338	373	970	1258	119	344	1721	289	141	884	1314	669	540	287	1496	5501	
Vanpool Surveys					623						400						1023	
Client Follow Up surveys	181	122	36	339	261	57	71	389	125	52	91	268	71	83	75	229	1225	
GWRideConnect Website																		
Overall page views per year	5265	5120	5357	15742	5,050	4,642	4,584	14,276	5,498	4354	4940	14,686	4936	6191	7181	18,308	63012	
Vanpool formation, maintenance and assistance																		
Assist with the formation of new vanpools in the region	3	5	4	12	5	1	12	18	3	2	2	7	2	4	1	7	44	
Hours spent assisting Vanpool Operators with the Advantage Prorgam	150	150	150	450	150	150	150	450	150	150	150	450	150	150	150	450	1350	
Van Start Program																		
VanStart / Save vanpools with monthly subsidies	4	1	2	7	4	0	0	4	2	1	2	5	2	0	0	2	18	
National Transit Database Vanpool Alliance Program																		
New Vanpools enrolling in Vanpool Alliance to generate additional 5307 funds for the region	2	4	1	7	4	5	1	10	2	3	2	7	2	3	2	7	31	
Carpool Formation, Maintenance and Assistance																		
Number of of new formal carpools and instant carpools in the region assisted	5	2	0	7	0	2	2	4	0	1	0	1	4	0	4		12	
Number of of new formal carpools and instant carpools in the region formed	1			1				0	0	1	0	1					2	
Advertising Campaigns																		
Number of Display Ads placed in newspapers / publications	6	6	6	18	7	6	6	19	6	5	5	16	6	6	11	23	76	
Number of Radio commercials on local stations	-	-	141	141	320	122	-	442	167	240	-	407		322	404	726	1716	
Social Media Impressions - Number of Click throughs	1,299	1,355	1,396	4,050	1,476	1,462	1,415	4,353	1,451	1,368	1,372	4,191	1,388	2,099	3,000	6,487	12453	
Facebook Number of Followers				13,000				365				155				328	13848	
Commuter Lots																		
Lease 130 total spaces for commuter parking.	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130 spaces are leased daily
VDOT Commuter Lot Utilization																		
Spotsylvania County VDOT Lots - 2,529 total spaces			48%	48%				48%				48%						
Stafford County VDOT Lots - 4,169 total spaces			73%	73%				73%				73%						
Caroline County VDOT Lot - 40 total spaces			10%	10%				10%				10%						
King George County VDOT Lot - 30 total spaces			10%	10%				10%				10%						
Employer Outreach																		
Distribute 2,000 Rideshare information packets and cards to local realtors, hotels, libraries and employers and tourism departments	80	0	100	180	80	1,780	50	2,090	70	60	50	180	70	55	90	210	2480	