

**Thomas Jefferson Planning District Commission
FY-2022 RideShare Work Program**

July 01, 2021 – June 30, 2022



 rideSHARE



 DRPT

Preface

Prepared on behalf of the Thomas Jefferson Planning District Commission, through a cooperative process involving Region 10's localities (Albemarle, Fluvanna, Greene, Louisa and Nelson counties and the City of Charlottesville), JAUNT, RideShare, and the Virginia Department of Rail and Public Transportation.

This scope of work has been prepared to outline the work program that will be undertaken within the scope of the RideShare funding that is allocated to the PDC. The scope of work includes operational expenses for managing the regional RideShare program, marketing, events, and time spent seeking other funding opportunities in support of the greater goals of RideShare. All activities included in the work program have to meet the Transportation Demand Management (TDM) Operating Assistance grant program requirements administered by DRPT.

The preparation of this program was financially aided through administrative funds from the FY21 Unified Planning Work Program.

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Introduction

Purpose and Objective

The CAPS Operating Assistance grant program (formerly known as the TDM Operating Assistance Grant) provides funding to support the operation of existing commuter assistance programs that serve the public, reduce single occupant vehicle trips, and increase carpool, vanpool, and transit use.

The goal of the CAPS Operating Assistance grant program is to mitigate traffic congestion, which is the elimination of single occupant vehicle (SOV) auto trips by shifting SOV trips to carpool, vanpool, and transit. The benefits of congestion mitigation are moving more people though the heavily traveled corridors without increasing the number of vehicles in those corridors, reducing pollution, conserving fuel, and saving money on commuting. CAPS Operating Assistance funds the general day-to-day operations of a commuter assistance program, including ride matching services, guaranteed ride home program, and marketing and promotion of ride matching and non-SOV travel modes.

Each year, the TJPDC applies for the CAPS Operating Assistance grant to continue operation of its RideShare program. In addition, an amount of funding the MPO receives from the Federal Highway Administration and Federal Transit Administration to support its Unified Planning Work Program (UPWP) is dedicated to supporting programs that are outside the scope of the CAPS Operating Assistance grant but still support the same goals of reducing single occupancy vehicle trips.

The CAPS Operating Assistance grant provides 80 percent funding and requires a 20 percent local match. The portion of the program funding that is supported through MPO funding sources provides 90 percent funding (80 percent federal and 10 percent state) and required a 10 percent local match.

In FY-2022 the PDC requested \$139,358 through the TDM Operating Assistance grant. The PDC will provide a local match of \$34,840 for a total program funding amount of \$174,198. In addition, the MPO's UPWP has allocated an additional \$8,500 for work supporting RideShare and TDM initiatives (\$9,000 through federal and state sources with a \$1,000 local match).

RideShare

The scope of work is established in the grant application and must comply with the DRPT grant application guidance manual, and the relevant scope of work outlined in the UPWP is approved by the MPO Policy Board.

Highlights of FY21

In FY21, the RideShare Program maintained focus on the traffic mitigation outcome, amid the COVID-19 pandemic. The program dedicated the majority of staff time and resources to Telework, which was at the request of DRPT staff. While TJPDC staff conducted its regular administration of the program and continued to provide ride-matching services, Guaranteed Ride Home services, and other TDM services to the region and its members, the following highlights the more substantive efforts.

TELEWORK!VA – As we began FY21 still in the midst of the pandemic, many non-essential workers were still remote working for safety.

TJPDC and CSPDC staff have worked jointly to promote and highlight telworking resources, including Telework!VA. The two PDCs have collaborated planning and conducting a webinar for Chamber members and regional businesses to understand why continuing telework after the pandemic is important. The two PDCs have also created common visuals and social media designs to create a cohesive message with DRPT throughout the Commonwealth. Staff was also the keynote speaker on Telework resources for the Better Business Challenge sponsored by C3. Staff also promoted Telework during March with DRPT's annual program.

COMMUTE STORIES – Staff of the two PDCs wrote up profiles to highlight our own commuters and their commute stories. This was done as part of RideShare Week, since we couldn't promote our normal try a new commute. We wanted to add a personal element to help foster connections during the pandemic and also showcase how our region was commuting during the pandemic.

TRANSIT APPRECIATION – In lieu of the traditional Transit Week that DRPT promotes, this year due to the pandemic, the state focused on transit safety and appreciation to the transit staff. RideShare promoted stories on local transit agencies that DRPT put together.

PROFESSIONAL DEVELOPMENT – Staff also participated in many learning opportunities through the Association of Commuter Transportation (ACT) virtual conference, tdm forum, webinars and virtual panel discussions. At the TDM Forum, Program Manager, Sara Pennington was awarded the honor of Top 40 Under 40. The program manager also began working towards the Commuter Choice Certificate, which is a two-year program through the Center for Urban Transportation Research (CUTR).



Fiscal Year 2022 Budget

The budget is broken down into two tables. The first being the allocation of costs related to staff utilization (including salaries, fringe benefits, and indirect costs), and the second being the additional operational costs that are accounted for in the TDM Operating Assistance grant request.

Staff Utilization			
	TDM	FTA	Total
1.0 Program Administration			
Coordinate budget and usage activity reports	\$ 14,000	\$ 2,000	\$ 16,000
MPO and PDC meeting participation	\$ 5,000	\$ 2,000	\$ 7,000
Database management and customer support	\$ 7,000	\$ -	\$ 7,000
Program coordination	\$ 12,000	\$ 1,000	\$ 13,000
Professional training	\$ 4,000	\$ -	\$ 4,000
2.0 Marketing and Outreach			
Participation in promotional events	\$ 41,205	\$ 2,500	\$ 43,705
Maintain on-line presence	\$ 6,000	\$ -	\$ 6,000
Advertise RideShare program	\$ 27,205	\$ -	\$ 27,205
Marketing Plan	\$ 11,000	\$ -	\$ 11,000
Explore other potential funding	\$ 2,000	\$ 1,000	\$ 3,000
TOTAL	\$ 129,410	\$ 8,500	\$ 137,910

Other Program Costs	
Communication Services	\$150
Advertising & Promotion Media	\$20,166
Dues & Subscriptions	\$2360
Education & Training	\$2,297
Guaranteed/Emergency Ride Trips	\$2,000
Printing & Reproduction	\$400
Vanpool Subsidy	\$500
Services & Maintenance Contracts	\$11,144
Supplies & Materials (Other)	\$271
Travel	\$5,500
TOTAL	\$44,788

FY2022 Scope of Work: This section of the Scope of Work details the administrative and programming tasks, staff responsibilities, and expected end products. The purpose of this work element is to facilitate awareness and utilization of resources available to support TDM efforts throughout the region. The cost allocations referenced in the following section just include staff utilization. The costs shown in the “Other Program Costs” table above have already been accounted for in the CAPS Operating Grant application.

Fiscal Year 2022 Activities by Task

FY 2022 – 1.0 Program Administration

The purpose of this task is to facilitate the daily operations of the RideShare program by meeting procedural requirements and incorporating RideShare programs into overall PDC and MPO transportation planning efforts.

Task 1.1 - Coordinate budget and usage activity reports

RideShare: \$14,000

FTA: \$2,000

DESCRIPTION OF ACTIVITIES:

Prepare monthly progress reports and invoices to be submitted for reimbursement. TJPDC staff will coordinate activities, develop reports to DRPT and VDOT, and prepare invoices for review by DRPT. Run reports on ridership based on information culminated from user reporting platforms and park and ride lot inventories.

DELIVERABLE TASKS TO BE UNDERTAKEN:

- Submit 12 monthly reports and invoices to DRPT
- Submit 12 monthly MPO reports
- Submit an annual report for FY21.
- Submit quarterly report for TJPDC
- Quarterly inventories of park and ride lots.
- Regular reports on member-reported service usage.

Task 1.2 – MPO and PDC meeting participation

RideShare: \$5,000

FTA: \$2,000

DESCRIPTION OF ACTIVITIES:

Staff will represent RideShare on various technical committees coordinated by the TJPDC and the Charlottesville-Albemarle MPO. This includes a RideShare representative being a formal member of the Rural Technical Advisory Committee, and participation as needed at the various MPO committee meetings, including the Citizens Committee, the MPO Technical Advisory Committee, the Policy Board, as well as the Regional Transit Partnership. Staff will also represent RideShare on other related committees or inter-agency councils as requested.

DELIVERABLE TASKS TO BE UNDERTAKEN:

- Regular staff participation with the Rural Technical Advisory Committee.
- Participation as needed with the various MPO committees.
- Participation as requested with other non-profit or inter-agency committees.
- PDC meetings, including Commission presentations

Task 1.3 – Database Management & Customer Support

RideShare: \$7,000

FTA: \$0

DESCRIPTION OF ACTIVITIES:

Staff will provide maintenance of the online database as needed. This includes remaining up-to-date on any changes in the ride matching platform used, making manual edits as needed/requested, working with the state coordinators to resolve any technical issues, and providing user support services. Staff will also coordinate any requests through the Guaranteed Ride Home program.

DELIVERABLE TASKS TO BE UNDERTAKEN:

FY22 RideShare Work Program

- Ensure accuracy and reliability of the ridesharing database.
- Process Guaranteed Ride Home voucher requests.
- Process Guaranteed Ride Home registrations/renewals.

Task 1.4 – Program Coordination

RideShare: \$12,000

FTA: \$1,000

DESCRIPTION OF ACTIVITIES:

Staff will provide the ongoing administrative support to ensure that the program continues operation without any breaks in continuity.

DELIVERABLE TASKS TO BE UNDERTAKEN:

- Completed application for the TDM Operating Assistance Grant for FY23.
- DPRT grant training and meetings.
- Development of a FY23 work plan.
- Coordination with other regional transportation programs.
- Coordination with other CAPS programs in the state for peer-to-peer exchange.
- Coordination with other PDC's with CAPS program, specifically CSPDC our partner in RideShare.
-

Task 1.5 – Professional Training

RideShare: \$5,000

FTA: \$0

DESCRIPTION OF ACTIVITIES:

There will be continued training and professional development, allowing staff to attend Association for Commuter Transportation, DRPT, FHWA, FTA training, conferences, seminars, webinars, and other events. Similarly, TJPDC staff representing RideShare and TDM interests will facilitate and participate in seminars, webinars, and stakeholder training, such as public forums, open houses and roundtable functions.

DELIVERABLE TASKS TO BE UNDERTAKEN:

- Attend ACT International Conference, TDM Forum, monthly webinars and Friday discussions panel.
- Attend trainings from state agencies.
- Participate with other stakeholders to attend Single Occupancy Vehicle listening sessions.

FY 2022 - 2.0 Marketing and Outreach

The following tasks highlight the technical services that the TJPDC will provide to its member localities in Fiscal Year 2021. The TJPDC will assist its member localities with specific projects, which are listed under task 2.1. The remaining tasks under this section include efforts related to grant writing, travel demand management and general local assistance.

Task 2.1 – Participation in Promotional Events

RideShare: \$41,405

FTA: \$2,500

DESCRIPTION OF ACTIVITIES:

Staff will develop innovative marketing strategies to support and promote activities and events that encourage alternative transportation options. This includes planning, developing and staffing events, developing and distributing marketing materials, and collaborating with partner organizations to capitalize on existing resources. Events include: Try Transit Week, RideShare Week, Telework Week, and the Clean Commute Challenge.

FY22 RideShare Work Program

DELIVERABLE TASKS TO BE UNDERTAKEN:

- Prepare calendar of events.
- Plan and develop each individual event, including any contests and prizes to be awarded.
- Promote events through a variety of social and traditional media outlets.
- Increase the number of partner organizations participating in events.

Task 2.2 – Maintain On-line Presence

RideShare: \$6,000

FTA: \$0

DESCRIPTION OF ACTIVITIES:

Staff will utilize technology to increase awareness about RideShare, TDM, and events that are currently being promoted. Staff will ensure information available online is current and accurate, and will work to create opportunities for increased online interaction.

DELIVERABLE TASKS TO BE UNDERTAKEN:

- Maintain RideShare website.
- Utilize social media platforms to promote RideShare and related events.
- Implement social media strategies from Marketing Plan once completed.

Task 2.3 – Advertise RideShare Program

RideShare: \$27,205

FTA: \$0

DESCRIPTION OF ACTIVITIES:

Staff will continue to raise awareness of RideShare through paid advertisement and earned media in a variety of media platforms.

DELIVERABLE TASKS TO BE UNDERTAKEN:

- Develop and maintain advertising contracts to promote RideShare to a wider audience.
- Assess new marketing opportunities to reach a broader range of potential users.
- Implement new marketing technics, mediums and channels from Marketing Plan once completed.

Task 2.4 – Pursue funding opportunities to expand services

RideShare: \$2,000

FTA: \$1,000

DESCRIPTION OF ACTIVITIES:

Staff will research and begin to develop an application for either a Mobility Program grant to develop a robust employer outreach program, or a travel planning program. The goal will be to coordinate with large regional employers and continue to build off of existing successful programs, or develop a program that makes individual travel plans for area residents. In addition, staff will explore financial resources to develop a travel training service for individuals who need assistance in using the public transportation options throughout the region.

DELIVERABLE TASKS TO BE UNDERTAKEN:

- Research needs and available resources in the region.
- Identify potential funding resources.
- Prepare and submit grant applications.
- Develop a list of potential employers with whom to partner.
- Research existing programs currently undertaken by employers in the region.

FY22 RideShare Work Program

Task 2.5 – Marketing Research and Implementation Plan

RideShare: \$22,000

FTA: \$0

DESCRIPTION OF ACTIVITIES:

RideShare will hire an outside marketing firm to help us update regional market research and use that information to develop a media/marketing plan that staff can implement throughout the program year. In addition to this plan, we are also seeking updated printed materials that will need to be designed and printed.

DELIVERABLE TASKS TO BE UNDERTAKEN:

- Conduct market research for the region.
- Identify key target audiences.
- Develop a brand strategy to continue program awareness.
- Create a marketing implementation plan for all mediums, including digital.
- Create a campaign marketing plan for events and special promotions.
- Design printed promotional materials.

FY23 Anticipated Work Tasks

To provide a longer-view of the RideShare and related TDM work program, staff began to anticipate work tasks for the next fiscal year. By presenting the FY20, FY21 and FY22 descriptions, staff hopes to create better continuity between fiscal years and manage commitments to member localities.

In FY23, staff will conduct an update to the five-year Travel Demand Management Plan. If funded, staff will also work towards the development of a robust employee outreach program and pursue an analysis of the feasibility of providing public transportation travel training services. The TJPDC will continue to operate the RideShare program.

Appendices

Appendix A: FY2022 TDM Operating Assistance Grant Application

RideShare Marketing Plan Scope of Work

Purpose: RideShare seeks a partnership with an experienced advertising/creative firm to provide strategic and innovative marketing and branding solutions, and establish non-exclusive contract for the provision of creative marketing planning and services.

Background: The purpose of RideShare, the Travel Demand Management (TDM) program at the TJPDC region, is to reduce the amount of greenhouse gas emissions in our region and overall traffic congestion. By focusing on both of these goals we can also improve population health through reduced pollution and increased physical activity through alternative transportation. Additionally, the TDM program may positively impact the financial health of individuals in the community by reducing the burden of daily travel costs and increase access to employment opportunities. The Rideshare program is a sub-program of the TDM program which aims to achieve the goals of the TDM program specifically through increase use of carpooling, vanpooling, teleworking and guaranteed ride home for regular users of any alternative transportation mode (to include transit, biking, walking, and micro mobility).

The selected firm will work in partnership with members of RideShare in the development and execution of contract deliverables.

Deliverables and services may include, but are not limited to, these categories of service:

Projects:

Project 1 – Development of brand strategy

Project Mission: To make the general public understand what your brand/product is and why it's so critical for the prospective customers and the economy as a whole.

Project Duration: 1-2 months

Task 1: Develop brand strategy to align with RideShare objectives and defined brand values

Task 2: Engage internal and external stakeholder audiences, as required (including facilitating strategic sessions and/or integrated stakeholder engagement activities)

Task 3: Align with established RideShare visual identity

Task 4: Develop of brand positioning and messaging platform (including earned media as well as paid)

Project 2 – Create a Marketing strategy and implementation plan

Project Duration: 1-2 months

Task 1: Review all overall marketing activities

Task 2: Engage in market research activities, as required

Task 3: Identify targeted audiences

Task 4: Develop strategic marketing and advertising plans (including media planning, buying and placement for print and digital)

Task 5: Provide a measurement program to outline performance metrics, targets, benchmarks, etc.

Task 6: Identify necessary tools for implementation

Project 3 – Digital marketing strategy and production

Task 1: Provide advice on digital and content strategies (including social media campaigns)

Task 2: Develop and inform SEO strategy

Task 3: Provide video production guidelines

Task 4: Create analytics reports for current state and future campaigns

Project 4 – Creative and campaign development

Task 1: Provide strategy, oversight and guidance in creative development

Task 2: Provide design and copywriting for print and digital applications

Task 3: Assist with development of message matrices for all audiences and review/audit current high-level messages (elevator pitches)

All firms are expected to:

- collaborate with the RideShare team to develop and coordinate project plans, strategize, and execute work in a timely manner.
- provide exceptional customer service and account management
- provide solutions and resources to efficiently and effectively meet creative needs while maintaining the highest quality standards
- be current with best practices and provide recommendations for effective performance on the categories outlined above
- adhere to RideShare's pre-determined approval process

DRPT Categories

State	\$ 139,358.00
Local	\$ 34,840.00
Total	\$ 174,198.00
Salaries	\$ 65,460.00
Fringe	\$ 14,425.00
Indirect	\$ 49,525.00
Total	\$ 129,410.00
Communication Services (toll free number and postage)	\$ 150.00
Supplies	\$ 271.00
Dues and Subscriptions	\$ 2,360.00
Advertising (brochure printing included)	\$ 20,166.00
Education and Training	\$ 2,297.00
Travel (includes travel for conferences)	\$ 5,500.00
VanPool Subsidy	\$ 500.00
GRH	\$ 2,000.00
Contracts (Ryan/website expenses, Marketing Plan)	\$ 11,144.00
Printing	\$ 400.00
Total Direct Costs	\$ 44,788.00
Total	\$ 174,198.00

Website Scope of work for Pace Communications

Task 1: Annual Hosting- \$144

Term: July 22, 2021– July 21, 2022

- \$12/mo. billed annually
- Managed VPS hosting account
- Dedicated IP address

Task 2: Website Maintenance- \$300

- Regularly scheduled platform and security updates
- Active security monitoring
- Regularly scheduled back-up and archiving

Task 3: Content updates- \$300

- Post content related to Try Transit Week (Month)
- Post content related to RideShare Week (Month)
- Post content related to Telework Week (Month)
- Post content related to Clean Commute/Bike Month
- Post any additional content not related to events/challenges (2 times)

Total Contract Estimate- \$744



Virginia Department of Rail and Public Transportation

FISCAL YEAR 2022



CAP OPERATING ASSISTANCE

SUPPLEMENTAL GRANT APPLICATION

This supplemental grant application must be completed and attached to the CAP Operating Assistance grant application in OLGA in order for the application to be considered.

Attach this document in MSWord format.

Before submitting an application, see DRPT's [Transit and Commuter Assistance Grant Application Manual \(Blue Book\)](#) document for details on this grant program's purpose, eligibility, and other important information.

Use the text boxes to enter information.

This supplemental grant application is for OLGA Grant Application Number:

15601

PROGRAM INFORMATION

Name of applicant agency (as it appears in the OLGA account):

Thomas Jefferson Planning District Commission

Commuter assistance program name:

RideShare

What geographic area(s) does the commuter assistance program cover? (Counties, cities, towns)

We serve both the Thomas Jefferson Planning District (TJPDC), which includes, the City of Charlottesville, Albemarle County, Fluvanna County, Louisa County and Nelson County; and the Central Shenandoah Planning District (CSPDC), which includes, City of Buena Vista, City of Harrisonburg, City of Lexington, City of Staunton, City of Waynesboro, Augusta County, Bath County, Highland County, Rockbridge County, and Rockingham County. We have also sent information to Greene County for potential participation in FY22 under the TJPDC.

RideShare covers approximately 5,607 square miles with a population of almost half a million people between the two PDC's.

What is the public website, phone number and email for the commuter assistance program?

www.rideshareinfo.org

434-979-6165; 888-974-5500

rideshare@tjpcd.org

List the Facebook, Twitter and any other social media accounts used for the commuter assistance program.

RideShare/Commuter Information on Facebook- <https://www.facebook.com/rideshareinfo>

PROGRAM COMPONENTS

In this section, describe in detail the specific components of the commuter assistance program. Several common components are provided. Skip those components that are not applicable. At the end of the Program Components section, there is an area to add program components as needed to provide details on the entire program.

RIDEMATCHING

What ridematching system(s) is used and how is the system(s) used.

Through the funding and contract under DRPT we are able to offer our ridematching services with the AgileMile program. This platform can be accessed through the web and both Apple and Android applications on mobile devices. There are direct links to the RideShare specific AgileMile site from the RideShare homepage, commuter page and our social media.

Commuters can input their origin and destination from the ridematching website to get a glimpse if anyone is near them making a similar commute. In order to get the actual contact information and to set up a ride with the matches, a commuter must register with the system. Once registered, commuters can find rides based on a wide array of parameters including mode (e.g., car, van, bus), corridor (i.e., “on-the-way”), organization (employer), gender, language spoken, and more. Commuters can plan multi-modal trips with transit, bike share, car share, and other modes. The platform also contains up-to-date park-and-ride information as well as vanpools from Commute with Enterprise that are automatically included and available for commuters to join. Commuters record their greener trips and earn points which can be redeemed for rewards from local and national businesses. Points can also be redeemed for monthly drawings with higher values. All trips can entered manually and as reoccurring. Commuters can use other tracking apps to import their trips automatically, such as biking or walking. Commuters each have their own dashboard that provides them with their individual data such as, money saved, rewards redeemed, miles not driven, calories burned and emissions prevented. There is a program wide dashboard with the same data collectively for all users on the homepage of the platform.

Describe how ridematching applicants are followed up with and how the database is maintained.

Unlike the previous Commuter Connections database, AgileMile does a portion of the maintenance for us, which is very helpful. They offer incentives/rewards to those who complete their profile, which helps alleviate some of the follow up we performed previously. Twice a year follow up is conducted with the registrants whose information is incomplete, such as a missing organization. Currently this doesn't happen often, but if we see an increase, we can follow up more frequently.

What is the goal for the number of **new** applicants entered into the ridematching system for ridematching (not incentives or rewards) in FY2022?

100

OPERATIONS

Describe the operations of the commuter assistance program. What does it do? How does it do it?

TJPDC staff oversee and administer the majority of the program operations for RideShare. We maintain a ridematching system with AgileMile that will work to help commuters understand their transportation options throughout the region. This database has the ability to match commuters not only with carpools and vanpools, but to search out available transit routes, bike and walking routes and even a multimodal combination of all of the above. We will market and promote this tool throughout the region for trip planning. All AgileMile ridematching work is coordinated through the TJPDC staff.

We offer a Guaranteed Ride Home program that will help give commuters a piece of mind when taking alternative transportation to and from work. TJPDC staff maintain all program materials and registrations/renewals for the GRH program.

We market and promote the areas Park and Ride lots for commuters to use for their trips, as well as conduct a quarterly inventory of the lots in the TJPDC region. We also maintain the master inventory for the entire service region.

We work with local employers to offer trip planning services to their employees, as well as telework resources offered by Telework!VA program. In FY21 we hosted a webinar for area employers to learn about the Telework!VA opportunities for them, and continue to provide information on best practices on our social media platform.

We work with the CSPDC to help commuters who cross between jurisdictions for longer trips understand the options available to them with carpooling, vanpooling and the potential Afton Express service. We meet monthly to ensure program coordination for all commuters and programs.

TJPDC staff maintain a website that offers information about all the various transportation options in the region, and that links to the ridematching system website and apps. We also maintain and promote both a local and free long-distance telephone number where commuters can call with questions regarding trip planning in the region. We also provide information regarding all transportation options available for commuters across all modes. We maintain a Facebook page to also promote services throughout the region and to be another avenue to be contacted with questions from commuters. We hope to showcase the AgileMile drawings and reward system through our social media page in FY22.

We partner with local transit agencies to help promote and explain the importance of making non SOV trips and work together to help promote all available services. We have also partnered with the Community Climate Collaborative, and are a member for the steering committee for the Better Business Challenge, that works with area businesses to make climate friendly decisions throughout the year. We are the transportation advisor for the Better Business Challenge. TJPDC staff are also members of community organizations in all our participating localities, regional Chambers of Commerce, and the Regional Transit Partnership.

We operate with a small staff, 1 full time employee, and then support staff from the TJPDC that provide guidance, collaboration, and administrative support. We partner with local media to help promote our programs and events, this has enabled us to offer some incentives and prizes that the media companies have access to for local events and promotions. This has saved us money in having these prizes donated instead of coming directly out of our budgets. We also use free social media as a means for contacting and promoting the overall program and special events.

Impacts of COVID-19

Considering COVID-19 may continue to have a significant impact on transportation and transportation choices in fiscal year 2022, how will the program operations reflect this?

In April of 2020 we were told by DRPT to cease all promotions and encouragement for commuters to share the ride, including carpooling, vanpooling and transit due to COVID-19, out of concern for commuter safety. We then began promoting telework, since that's what many non-essential workers were doing. By ceasing promotion of 3 of our modes, we certainly saw a change in registrations in our matching databases and GRH database. We encouraged commuters who were not teleworking to either register or if they had switched modes to record their telework trips in AgileMile. As of January 2021, we have not been given permission from DRPT to promote or encourage shared rides still. We assist commuters on those modes if specifically requested, but there is no messaging going out about shared rides, and we have no anticipated date as to when we can return to promoting all alternative modes again. We will follow DRPT's guidance on when it is appropriate to promote all modes again, and will continue to offer telework resources throughout FY22 in addition to transportation options.

We believe once we have been given permission to promote shared rides, we will have quite the uphill battle in getting commuters to return to those modes, it will be much like starting over again. We imagine a large portion of the messaging will focus on safety of shared modes. We will look to DRPT to help us craft the appropriate message to our commuters and at the appropriate time. Due to this, we anticipate a slow return and do believe that will impact our registration numbers for FY22, however this means we need to do more promotion and outreach to commuters. With many employers also embracing telework from their experiences in the pandemic, we also hope to continue to provide resources and assistance.

GUARANTEED/EMERGENCY RIDE HOME PROGRAM OPERATIONS

In the text box below enter a description of the operations and administration of the GRH/ERH service, if one is operated through the commuter assistance program. If the GRH/ERH program is operated by another organization and there will not be any operating charges to this grant, please explain in the text box.

DO NOT include marketing and promotion of the GRH/ERH program in this section. Marketing and promotion should be entered in the MARKETING section of this application.

Include details of the following:

1. The operations, rules and requirements;
2. Registration and re-registration requirements and process;
3. Describe how trips are approved, paid or reimbursed; and

4. Commuter assistance program staff tasks.

1. GRH is operated in the TJPDC office for all commuters. We have one database and receive all the applications/renewals for both PDCs, conduct all the mailings and follow up with those applicants. To be eligible, one must take an alternate form of transportation (carpool, vanpool, transit, bike or walk) at least two days each week to and from work. They must give us a supervisor's contact information so that we can periodically verify the eligibility of the trip. It is also necessary that the applicant give us their home address and place of work and a way to contact them. The trip can only be used in emergency situations, that could not be predicted or known in advance. For example, one carpooled to work and then became ill and needed to leave before the end of the day. A prescheduled doctor's appointment, however, would not be eligible because it was known about in advance. The trip can only be from a commuter's place of employment to a commuter's home, or where their car resides (such as a Park and Ride lot.) Once a trip has been completed, the commuter has 10 business days to return the survey provided in their packet. Once the survey has been received by staff, a new voucher and survey will be sent. Each commuter is eligible for up to 5 GRH rides per year. New rides begin after their yearly renewal is completed.
2. Registrants for GRH are entered and maintained in Access, which is a separate database from the carpool applications. Commuters can submit an application from the RideShare website and it is received by staff via email, or a printed version can be mailed. Applications are processed by the staff monthly. The process includes verifying that the commuter application is complete and gives us all the information to verify eligibility. Once verified the information is entered into Access and the commuter is assigned a GRH member number. A packet including, a membership card, letter, voucher for taxi ride or rental car, and survey to be completed upon use of a ride, are mailed to each commuter. The membership card has the id number and the expiration date for the registration. Registration renewal emails are sent out to confirm if a commuter would like to renew, and they complete the same form and information is verified again by staff for eligibility, we renew their membership for another year. If necessary, renewal vouchers and surveys can be mailed. Requirements for renewal are the same for initial registration.
3. RideShare has a contract with Yellow Cab in Charlottesville that allows them to accept the vouchers from the commuter and then bill RideShare for the cost of the trip. The commuter would then only be responsible for any gratuity they wished to compensate. We have a similar arrangement with Enterprise Rental Car; however, due to the high turn over in staffing, they do not always keep their staff informed of this program. In the case that Yellow Cab Charlottesville isn't a provider that one can use (trip originates from the CSPDC area) then the commuter can either use Enterprise, Uber or Lyft and be reimbursed for their trip. They would then submit the receipt for the trip and the survey to be reimbursed via check from the TJPDC office. Trips are not approved prior to being taken, but once staff has received the paperwork and survey. If it is found that any rides were misused, the commuter is contacted with reasoning and asked to reimburse the program for the costs if already billed to RideShare. Commuters who misuse the GRH program are then removed from the program and barred from rejoining for a full calendar year.
4. RideShare staff at the TJPDC are tasked with all program duties for GRH, this includes receiving and processing applications monthly, renewals of existing members, mailing out all registration packets and renewals. Staff also review all trips taken, voucher and surveys from trips, and mailing additional vouchers and surveys. All communication and follow up with commuters is conducted by the TJPDC RideShare staff, as well as marketing and promotions for the GRH program.

Impacts of COVID-19

Considering COVID-19 may continue to have a significant impact on transportation and transportation choices in fiscal year 2022, how will the operations of the GRH/ERH program reflect this?

We anticipate the affects of COVID-19 to still be impacting shared rides, which in turn impacts GRH use and registrations. It is our hope that if the Afton Express is able to launch in FY22 that we will see the service embraced over time as commuters become more comfortable taking transit to and from work. We anticipate many riders of the Afton Express to qualify to use GRH, and therefore have estimated an increase in both registrations and trips taken for FY22.

Similar to the carpool/vanpool though, we anticipate these increases to build over time and potentially be tempered by the slow return to shared rides as commuters feel safe to return both to work and shared rides.

Enter the number of GRH/ERH trips provided in Fiscal Year 2020:

4

Estimated number of GRH/ERH trips in Fiscal Year 2022:

10

Enter the number of GRH/ERH registrants as of July 1, 2020:

229

Enter the total number of estimated registrants for Fiscal Year 2022:

260

MARKETING

In this section, describe the marketing efforts, both specific campaigns and ongoing efforts, and the messaging that will be conducted in FY2022.

Considering COVID-19 may continue to have a significant impact on transportation and transportation mode decisions in fiscal year 2022, include in each response in this section how COVID's impacts will be addressed.

In the text box below, describe the specific marketing campaigns to be conducted. Include a detailed description of the campaign, the purpose, specific messaging, the marketing materials and advertising that will be used, how those items will be created, ad placement, and the dates of each campaign.

In FY22 we anticipate having a specific marketing campaign for Guaranteed Ride Home. With the Afton Express potentially coming to fruition in the early part of the fiscal year, this is an opportune time to capitalize on new transit riders. The Crozet Connect and 29 Connect are also still operating to provide commute trips as well. While promoting GRH to these new and existing riders, we may also be able to capture those who weren't already in the AgileMile system, which can help give an accurate snapshot of the commuting patterns in the region. The messaging will focus on the benefits of GRH as a transit user, how taking the transit can save commuters money and the ease of having someone else do the driving each day. We will use the campaign on social media, with printed materials on the buses, radio advertisements, and with press releases to local media. The dates for this campaign are tentatively scheduled for July-September, but that is subject to change if the launch date for the Afton Express changes. There will also be ongoing marketing to the other transit providers in the region.

Describe ongoing marketing efforts.

We will continue to market the AgileMile app and trip planning and their rewards system throughout the year, as well as the GRH benefit. By encouraging trip logging through the app, we hope to get better data on commuter patterns in the region.

RideShare has two main events that we market through traditional media, RideShare Week and Clean Commute. Each event has a participation element that qualifies the person to be entered to win prizes. (example- take an alternative form of transportation to work one day during the period.) We use radio commercials and digital spots on the station's websites, print ads and digital ads for The Daily Progress and Cville Weekly, and social media to advertise these special programs.

Depending on the pricing, an event's marketing campaign can run from one week to a month.

RideShare always promotes Try Transit Week and Telework Week through social media channels and sometimes direct messages to our registered commuters. Now that we have the AgileMile platform, we will be using targeted messaging promoting their rewards program, monthly drawings and hope to utilize their capability to run challenges. They offer an attractive rewards program and we can coordinate with their staff to ensure the drawings are local prizes that our commuters can actually benefit from receiving.

A consistent struggle for RideShare is overall awareness of the program and what services are offered for the region. Having part of our service area based in university towns lends to a high turn over rate in population. In addition to the radio and digital ads for special events we promote, we run complementary campaigns on local radio station to support, raise awareness and remind commuters of our services. We also keep a consistent ad campaign through Google Adwords so that we are appearing when individuals search for transportation options in the region. We also boost facebook posts on a periodic basis to attempt to reach new potential commuters through social media channels.

RideShare is also seeking services for a marketing contract to help capitalize on new opportunities to share their services to the most receptive audiences. They work of the firm will take place in early FY22 so that we may begin implementing their plan during the second half the fiscal year.

How will the marketing efforts will lead to more ridematching applicants being entered into the ridematching database and more SOVs off the road?

It has been proven that to incite behavior change individuals need to be exposed to an idea or product at minimum of seven times before taking action. Also keeping in mind Transtheoretical Model (also called the Stages of Change Model), developed by Prochaska and DiClemente in the late 1970s, there are six stages involved in change, precontemplation, contemplation, determination, action, relapse and maintenance. We believe that the message of RideShare is crucial during all of these stages, but particularly in the three that proceed action. By continuing marketing efforts throughout the year, we believe that more individuals will consider and hopefully act on this behavior change.

RideShare often asks for participants to try a form of alternative transportation for any of our special events and promotions. Often making a behavior change can seem overwhelming to people, so by asking them to try it just once, they are beginning with a small commitment that seems slightly easier and less stressful. By demonstrating how the behavior can be modified we hope to encourage repeating the behavior with other incentives, such as the rewards system in AgileMile. We want to help people understand the options available to them, how to use them, and why it's so important for them as an individual and for their overall community.

How will each marketing campaign and ongoing marketing efforts be measured for success?

We will use both database registration and use as one indicator of success. We will also track social media analytics, inquiries through phone and email to look at the success of our marketing efforts.

How will marketing efforts be coordinated with those conducted by DRPT, MWCOG, VDOT, NVTC, other commuter assistance programs, and other local, regional or national organizations? (E.g. Commuter Connections and Commuter Connections Guaranteed Ride Home, 'Pool Rewards, Carpool Now App, Flextime Rewards, and incenTrip; DRPT's statewide Try Transit Week, Telework Week, Bike to Work Week, etc.)

We will promote all DRPT marketing efforts through consistent messaging and graphics given to us by DRPT for all programs and initiatives.

CONTESTS AND COMMUTER CHALLENGES

Compete this section only if the commuter assistance program will use contests and/or commuter challenges.

Considering COVID-19 may continue to have a significant impact on transportation and transportation mode decisions in fiscal year 2022, include in each response in this section how COVID's impacts will be addressed.

In the text box below, describe the contests and challenges, if any, which will be conducted. Include the following in the response.

1. The name and description of each contest and challenge;
2. Dates of each contest and challenge; and
3. Description, including the value, of all prizes.

Afton Express

1. Ride the Express Challenge will encourage commuters to take advantage of a new service offered in FY22. Participants will be asked to ride the Afton Express a specific number of times during the month of September to be eligible. Once the service is up and running we will determine how the riders can show proof of their rides for this challenge.
2. September 2021- barring that service is active.
3. We will give away 3 prizes from the number of eligible entries, each prize will be valued at under \$100 and will be donated or used through the AgileMile drawings for the month of September.

RideShare Week

1. RideShare Week is a time to encourage commuters to share the ride, including carpooling and vanpooling. We will run a challenge for commuters to earn an entry for each day they share the ride, and will draw 1-3 random entries for prizes.
2. October 18-24, 2021
3. Prizes will come from our partnership with local media, total estimated value is \$500 or less.

Telework Month

1. We will run a challenge for Telework participants, they will need to log their telework days for the entire month. Since this is a DRPT event, additional details have not been shared with the program staff at this time to use for contest design.
2. March 2022
3. We will give away 3-5 prizes to eligible participants, most likely through a random drawing. We will get all prizes donated or used through the AgileMile drawing and the total estimated value will be under \$500.

Clean Commute

1. We will run a challenge for all modes of alternative transportation. This challenge will run through the AgileMile platform the challenge included in our software contract. Participants will be asked to record trips to be eligible for prizes at the end the challenge. We will select a winner from each mode, carpool/vanpool, transit, bike/walk, and telework.
2. May 2022
3. Prizes will come from our partnership with local media and donations, total estimated value is \$800 or less.

Will prizes be purchased through this grant? What efforts were made to secure prize donations and paid sponsors?

RideShare requests \$300 to potentially purchases prizes for these contests, in case we run into issues obtaining donations. We will partner with local media to promote at least two of the events and through that partnership we will secure prizes. We will also reach out to a local bike shop, movie theater, restaurants, retail establishments for additional prize donations.

What is the purpose and goal of each contest and challenge?

The purpose and goal of all of the contests/challenges is to encourage commuters to chose non-single occupancy trips whenever possible, which will cut down on congestion and greenhouse gas emissions, meeting our two main program goals. We have scheduled contests and challenges around all alternative modes to give the majority of commuters a chance to enter at least once during the year. We feel if the challenges are able to be held this could be an engaging way to help commuters come back to these alternative transportation choices, which we feel will be a struggle in the early part of FY22 due to COVID-19. We hope to bolster some excitement on what is an everyday, mundane choice for many commuters.

Describe the eligibility requirements and rules and how this information is published to the public.
Attach rules, entry forms, etc. to the application in OLGA.

All eligibility requirements and rules will be published on our website, in AgileMile and social media. A copy of the rules previously used for contests are attached in a separate document in Olga.

How are the contest or challenge winners selected and how is this documented?

Most contest winners will be drawn at random using an online number generator. Each entry will be assigned a number as it is put into the system. It will be stated in the rules how each contest will be chosen.

Explain how DRPT's and/or Commuter Connections' contests and challenges are going to be used.

We hope to capitalize on Try Transit Week with the Afton Express Challenge, and will share all of DRPT's materials during the promotion, and the same for the Telework Month Challenge. We will continue to promote all DRPT programming and initiatives in FY22.

Describe how each contest and challenge will lead to more ridematching applicants being entered into the ridematching database and ultimately SOVs off the road.

While some of the contest/challenge participants will already be in the system, we are hoping to capture more commuters through these contests as well, especially the Afton Express Challenge since that will be a new service offered with new riders. The majority of the contests involve logging trips through AgileMile, so participants will have to set up an account in the database to enter and log the trip. Each contest is also asking commuters to use something other than SOV, it is our hope that commuters will continue choosing non-SOV modes after the contest has ended.

How will each contest and challenge be measured for success?

We will monitor registrations during the time periods designated for the contests/challenges, we will collect information from the participants to see the mode shifts. We will also use digital analytics to see the effectiveness of the marketing campaigns that promote the contests/challenges.

Describe the research conducted to ensure that each contest and challenge meets the local, state and federal legal requirements, and confirm that the contests and challenges to be charged to this program are meeting these legal requirements.

All events have been reviewed to meet the requirements set forth in the DRPT's Blue Book and Purple Book. As a government agency, we have also reviewed that all contests follow the rules and requirements for Planning District Commissions.

INCENTIVES & REWARDS

Complete this section only if the commuter assistance program will use incentives and/or rewards.

Considering COVID-19 may continue to have a significant impact on transportation and transportation mode decisions in fiscal year 2022, include in each response in this section how COVID's impacts will be addressed.

Explain how incentives and rewards offered by or through DRPT, VDOT, DRPT's statewide ridematching and rewards system, and/or Commuter Connections will be used.

We are not requesting any funds for incentives at this time. RideShare doesn't currently see the benefit of the maximum \$5 incentive for changing behavior for carpooling and are not in a position to offer transit incentives. We will use in kind donations for prizes for our events and the incentives already built into AgileMile for this fiscal year. AgileMile has a drawing scheduled for each month with a total monthly value of \$100.

If additional incentives or rewards are being requested as part of this grant, describe the incentives or rewards in the text box below. Include a description of each incentive or reward, including the value.

n/a

What is the purpose and goal of each incentive or reward (what will it achieve and how will it achieve it).

n/a

Describe the eligibility requirements and rules and how this information is published to the public.

n/a

How will the recipients of each incentive or reward be selected and how that is documented.

n/a

Describe how each incentive will lead to more ridematching applicants being entered into the ridematching database and SOVs off the road.

n/a

How will each incentive or reward be measured for success?

n/a

Describe the research conducted to ensure that each incentive meets the applicable local, state and federal legal requirements for the distribution of incentives and confirm that the incentives to be charged to this program meeting the legal requirements.

n/a

ADDITIONAL PROGRAM COMPONENTS AND INFORMATION

Use the text box below to add information on program operations not included in the above sections and/or add additional information that may help demonstrate this application is a good investment for the Commonwealth or help DRPT evaluate this application.

We also market and inventory the Park and Ride lots in the RideShare area (TJPDC and CSPDC) quarterly. We provide information regarding the lots on our website, have printed materials that are distributed at employer sites/events and community events. During the inventory, we count all cars and survey the lot to determine the condition. If we see an issue with the condition of the lot, we either report that information to VDOT or the owner of the lot. We have in the past left surveys or other promotional information on vehicles at Park and Ride lots as a way to reach those who are already opting for an alternative transportation.

RideShare will continue to partner with all the local transit agencies and the Regional Transit Partnership to promote multimodal systems in the region. When trip planning, we promote biking, walking and transit in addition to carpooling and vanpooling. As the possibility for the Afton Express commuter bus becomes more of a viable option for the region, RideShare will work with the CSPDC to promote that option as well.

PROGRAM STAFF AND CONTRACTORS

APPLICANT'S ORGANIZATION'S STAFF

In the table below, enter the names and position titles of your organization's staff that will work on this program. Include the percentage of the total annual salary or wages of the position that is being charged to the program.

Staff Name and Position	Work to be Performed of This Grant <i>(Provided specifics, details and justification.)</i>	% of Total Annual Salary or Wages Charged to Grant
Sara Pennington, TDM Program Manager	Provides overall program management and administration, strategic planning, budget development and management, marketing, outreach both to community members and employers, customer service, management of commuter and GRH databases, reporting of all program activity, quarterly Park and Ride lot inventory and reports, and full administration of the carpool program.	90%
Christine Jacobs, TJPDC Interim Executive Director and Chief Operating Officer	Completes funding requests to the localities for match funds, and overall budget preparation and administration. As Interim Executive Director of the agency they will also provide guidance for the administration and strategic planning of the program.	3%
Jessica Hersh-Ballering, Transportation Planner	Provides transportation planning and expertise in other areas of alternative transportation, such as transit and bike and pedestrian programs in the region.	7%
Sandy Shackleford, TJPDC Director of Planning and Transportation	Provides administrative support and guidance for the program in areas of invoicing, development of work plan, and program direction.	3%

Provide information on which staff noted above are new to this Operating Assistance grant from what was approved by DRPT in FY2020.

Sandy Shackleford- Planning and Transportation Director, many of the tasks that were previously completed by the Executive Director, such as program guidance and support with administration and planning have been moved to this Director position as the TJPDC has grown.

Christine Jacobs- Chief Operating Officer, was in FY21 grant, as this position oversees the financials of the agency. Ms. Jacobs will also be acting as Interim Executive Director for FY22, and the Executive Director position was including in the FY20 and FY21 grants.

Indicate which staff above is charging a higher percentage of their annual salary or wages to the grant from FY2020. Explain the amount of the percentage increase (e.g. 25% to 50%) and why.

No staff is charging a higher percentage of time than in FY20.

Provide details if a raise, including merit, cost of living raises or bonuses, is projected in FY2022 to any of the staff charging time to this project. Include the amount or percentage increase.

The TJPDC Executive Staff and Commission do not have information for salary increases available at this time for FY22, those decisions are not made until late May or June of each year and any recommended increases by staff must be approved by the Commission.

What is the total increase to salaries and wages from FY2020 actual expenses? Provide the FY2020 actual numbers in the response.

Total salaries and wages in FY20 was \$67,126.96; FY21 \$67,828

Total salaries and wages requested for FY22 are \$65,460.00, so no increase is planned.

Provide details if a salary or wage raise occurred in FY2020 or FY2021.

CONTRACTOR STAFF

In the table below, enter the names and position titles of **contractor staff** that conduct work on behalf of your organization and will be charged to this grant program. Include staff that acts as an agent of your organization and not staff from a contractor that is hired to produce a product for your organization.

Staff Name and Position	Work to be Performed of This Grant (Provided specifics, details and justification.)	Total Amount of Salary or Wages Charged to Grant

CONTRACTOR WORK

Use the text box below to describe work that will be performed by a contractor. Include the name(s) of each contractor. **Attach a scope of work for each contractor to the application in OLGA.**

1. Website- Pace Communications maintains our website for RideShare (and the TJPDC). They oversee any website changes, updates, designs, full maintenance, and hosting. Scope of work is attached as a separate document.
2. Marketing Research, Implementation Plan, and Printed Media Design- We are seeking a marketing firm to help us update regional market research and use that information to develop a media/marketing plan that RideShare staff can implement throughout the program year. In addition to this plan, we are also seeking updated printed materials that will need to be designed and printed. A contractor has not been selected for this yet as the grant has not yet been awarded. Scope of work attached as a separate document.



CAP Operating Assistance

Application Status:

(Submitted)

Applicant:

Thomas Jefferson Planning District Commission

Application Number:

15601

Fiscal Year:

2022

Last Updated:

01/30/2021 by Sara Pennington

Program Information

Program Name:

RideShare

Program Description:

RideShare works in the region to promote traffic reduction and increase awareness of the transportation options available, including car and vanpooling, transit, biking, walking, teleworking, and schedule alternatives. The program provides carpool and vanpool matching services for commuters who live or work in the Thomas Jefferson or Central Shenandoah Planning Districts, provides commuter benefits tools to employers, assists in the development and inventory of Park and Ride lots, and provides a Guaranteed Ride Home Program for those individuals commuting via transit, carpools, vanpools, walking or biking. RideShare serves as the transportation information center for the Commuter Information Team, which includes RideShare, JAUNT, Charlottesville Area Transit, University Transit Service and Greene County Transit. In addition, RideShare works to incorporate TDM into regional planning as a voting member on urban and rural transportation committees.

Program Justification:

CAP Operating Assistance

RideShare will continue to promote existing services by expanding the number of employer partners, increasing word of mouth through member involvement and social networking, and expanding on integrated marketing efforts that stress the ease of using RideShare's services.

RideShare will also continue to provide a website, Facebook page and customer service for the Commuter Information Team. Additional outreach activities will concentrate on community involvement and events, including Clean Commute Day, Earth Day, Chamber of Commerce expos, various city/county sponsored events and representation in non-profit inter-agency councils across the district. RideShare offers carpool matching, vanpool coordination, guaranteed ride home, employer services, TDM planning and promotes the regions Park and Ride lots.

RideShare is a valuable resource to the region, with over 900 members in the ridematching database and over 200 in the Guaranteed Ride Home database, our absence would be felt by many commuters. We are continuously searching for partners and opportunities to support alternative transportation services, for example surveying commuters on the potential use of co-working spaces, partnering with CSPDC on the Afton Express to move commuters across Afton Mountain during peak travel hours, and working with the City of Charlottesville to promote bike month.

Technical Capacity:

Sara Pennington
TDM Program Manager
434-979-1066
spennington@tjpc.org

Total Revenues:	\$0
Total Federal Aid:	\$0
Federal Fund Source:	None

Program Information

Federal:	\$0
Source:	0
Description:	
Other:	\$0
Source:	
Total Revenues:	\$0

CAP Operating Assistance

Expense Item	Acc ount	Amo unt	List of Expenses
Advertising & Promotion Media	236 0	\$20,1 66	The Daily Progress (print and digital) Cville Weekly (print and digital) Monticello Media (radio and digital) Charlottesville Radio Group (radio and digital) NBC29 (tv and digital) CBS19 (tv and digital) Facebook ads (digital) Google Adwords (digital) Printing new brochures
Communication Services	232 0	\$150	Toll free phone number Postage
Dues & Subscriptions	238 0	\$2,36 0	Membership Dues for ACT- \$575 Charlottesville Chamber of Commerce- \$585 Louisa Chamber of Commerce- \$100 VTA- \$600 Central Virginia Partnership for Economic Development- \$500
Education & Training	213 0	\$2,29 7	ACT International Conference Sara Pennington (includes the option for a Sunday professional development session) ACT TDM Forum- Dates and locations TBD Sara Pennington ACT Emerging Mobility Summit- Dates and locations TBD Sara Pennington Chamber of Commerce Conference Telework Certificate CUTR ACT Chesapeake Chapter events (2 per year)
Fringe Benefits	212 0	\$14,4 25	Includes medical, dental, vision, disability and life insurance. Participation in the Virginia State Retirement program.
Guaranteed/Emergency Ride Trips	263 1	\$2,00 0	Cover trips through FY22
Indirect Costs	246 0	\$49,5 25	This covers rent, utilities, HR and accounting services provided by the TJPDC Indirect rate determined by our audit is 66%
Printing & Reproduction	234 0	\$400	Printing and copying in-house documents Pledge cards Letters, surveys and ID cards for GRH Printing Park and Ride maps

CAP Operating Assistance

Salaries and Wages	211 0	\$65,4 60	Sara Pennington- 90% Christine Jacobs- 3% Sandy Shackleford- 3% Jessica Hersh-Ballering- 7%
Services & Maintenance Contracts	244 0	\$11,1 44	Contract to host and maintain website, website content updates Contract to develop marketing plan and printed materials design
Supplies & Materials (Other)	224 0	\$271	General office supplies needed
Travel	231 0	\$5,50 0	Mileage for Park and Ride Inventory Mile for travel to meetings and trainings Per diem for conferences Lodging for conferences Airfare for conferences Ground transportation for conferences Parking costs Mileage or rail cost for ACT Chapter events
Vanpool Subsidies/Stipends/Incentives	272 0	\$500	VanStart and VanSave
	Total: 1:	\$174, 198	

Requested Grant Amount: \$139,358

Local Match Required: \$34,840

Program Schedules

Start Date: 7/1/2021

End Date: 6/30/2022

Date	Milestone / Event
07/01/2021	Notice to Proceed - DRPT Grant
08/08/2021	RFB/IFB Out For Bid - Marketing Contract
09/15/2021	Try Transit Week Event
09/20/2021	Contractor/Consultant Hired - Marketing Consultant
09/30/2021	Contract Awarded - Marketing Contract
10/18/2021	Promotional Event - RideShare Week

CAP Operating Assistance

03/01/2022	Promotional Event - Telework Month
05/01/2022	Bike To Work Day Event - Will look at partnering with City of Charlottesville on their program
05/06/2022	Promotional Event - Clean Commute