

Thomas Jefferson Planning District Commission FY-2022 RideShare Work Program

July 01, 2021 – June 30, 2022



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 through 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 teleworking 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:

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- 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.
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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.

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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.

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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