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**AGENDA**  
**Jefferson Area**  
**Regional Transit Partnership (RTP)**  
 Thursday, July 22<sup>nd</sup>, 2021 @ 4:00 p.m.  
 Virtual Meeting via Zoom

Meeting Link: <https://us02web.zoom.us/j/86196340792?pwd=UGxUZFIvbm9UMVZ4eHpHNVplMnQxQT09>  
 Passcode: 554430

Item	Time	Description
0	4:00-4:05	<b>Notice of Electronic Meeting and Attendance</b>
1	4:05-4:10	<b>Matters from the Public: limit of 3 minutes per speaker</b> <i>Members of the Public are welcome to provide comment on any public-interest, transit-related topic, including the items listed on this agenda – limit three minutes per speaker</i>
2	4:10-4:15	<b>Approval of draft meeting minutes*</b> <ul style="list-style-type: none"> <li>• See <a href="#">June 2021 RTP Minutes DRAFT</a></li> </ul>
3	4:15-4:20	<b>Member Spotlight – Neil Sherman (DRPT) and Garland Williams (CAT)</b> <i>An opportunity to get-to-know voting and non-voting members of the RTP – specifically, what inspired their interest in transit, what they love working on now, and what are they most excited about regarding transit's future</i>
4	4:20-4:30	<b>Election of Officers* – Diantha McKeel (Chair)</b>
5	4:30-4:40	<b>Move 2 Health Equity Coalition – Peter Krebs (Move2Health Equity Coalition/Piedmont Environmental Council)</b>
6	4:40-5:00	<b>Transit Needs Discussion for N29 between Airport Rd and Ruckersville – Lucinda Shannon (TJPDC)</b>
7	5:00-5:10	<b>Rideshare Work Plan – Sara Pennington (Rideshare)</b> <ul style="list-style-type: none"> <li>• See <a href="#">Rideshare Work Plan</a></li> </ul>
8	5:10-5:20	<b>Afton Express Update – Sara Pennington (Rideshare)</b>
9	5:20-5:30	<b>DRPT Grants Update – Jessica Hersh-Ballering (TJPDC)</b>
10	5:30-5:40	<b>MPO Updates – Sandy Shackelford (TJPDC)</b> <ul style="list-style-type: none"> <li>• Electronic meeting update</li> <li>• Smart Scale MPO process update</li> <li>• Public Participation Plan</li> <li>• MPO Equity Study</li> </ul>
11	5:40-5:55	<b>Transit Provider Updates</b> <ul style="list-style-type: none"> <li>• Jaunt (Karen Davis)</li> <li>• Albemarle County Schools (Jim Foley)</li> <li>• UTS (Rebecca White)</li> <li>• CAT and City of Charlottesville Schools (Garland Williams)</li> </ul>
12	5:55-6:00	<b>Other Business (Updates and Reminders) – Diantha McKeel (Chair)</b>
13	6:00	<b>Adjourn</b>

\* A vote is expected for this item

The Regional Transit Partnership (RTP) serves as an official advisory board, created by the City of Charlottesville, Albemarle County and Jaunt, in Partnership with the Virginia Department of Rail and Public Transportation to provide recommendations to decision-makers on transit-related matters.

### **NOTICE of ELECTRONIC MEETING:**

This meeting of the Regional Transit Partnership is being held pursuant to Code of Virginia § 2.2-3708.2, which allows a public body to hold electronic meetings when the locality in which it is located has declared a local state of emergency, and the catastrophic nature of the emergency makes it impracticable or unsafe to assemble a quorum in a single location, and the purpose of the meeting is to provide for the discharge of its lawful purposes, duties, and responsibilities.

This meeting is being held via electronic video and audio means through Zoom online meetings and is accessible to the public with closed captioning and there will be an opportunity for public comment during that portion of the agenda.

Notice has been provided to the public through notice at the TJPDC offices, to the media, web site posting and agenda.

The meeting minutes will reflect the nature of the emergency, the meeting was held by electronic communication means, and the type of electronic communication means by which the meeting was held.

A recording of the meeting will be posted at [www.tjpd.org](http://www.tjpd.org) within 10 days of the meeting.

**Regional Transportation Partnership Meeting**

Minutes, June 24, 2021

The recording for this meeting can be found at <https://www.youtube.com/watch?v=bkUDjCUM8iw>

VOTING MEMBERS & ALTERNATES		STAFF	
Nikuyah Walker, Charlottesville	x	Jessica Hersh-Ballering, TJPDC	x
Lloyd Snook, Charlottesville	x	Lucinda Shannon, TJPDC	x
Diantha McKeel, Albemarle	x	Gretchen Thomas, TJPDC	x
Bea LaPisto-Kirtley, Albemarle	x	Christine Jacobs, TJPDC	x
Neil Sherman, DRPT	x	Sam Pittman	x
Randy Parker, Jaunt Rural	x	David Blount, TJPDC	x
Lucas Ames, Jaunt Urban	x		
Becca White	x		
NON-VOTING MEMBERS		GUESTS/PUBLIC	
Stephen Johnson, Jaunt	x	Trevor Henry	x
Garland Williams, CAT	x	Chuck Proctor, VDOT	x
Jim Foley, Albemarle County PS	x		
Sally LeBeau, UVA Hospital			
Peter Thompson, CAA	x		
Sandy Shackelford, CAMPO	x		
Sara Pennington, Rideshare	x		

**Note:** The Governor has declared a state of emergency due to the COVID-19 pandemic and the nature of this declared emergency makes it impracticable or unsafe for the Regional Transportation Partnership to assemble in a single location. This meeting was held utilizing electronic virtual communication with the Zoom software application, and in accordance with virtual meeting procedures and policies as outlined in Item 4.0-01 of the Virginia state budget (HB29), as effective April 24, 2020. A recording of the meeting was made available to the public on **May ,2021 at [https://www.youtube.com/watch?v=g-kfKHK5PKM&feature=youtu.be&ab\\_channel=TJPDC-MPO](https://www.youtube.com/watch?v=g-kfKHK5PKM&feature=youtu.be&ab_channel=TJPDC-MPO)**.

**1. CALL TO ORDER:**

The Regional Transportation Partnership Chair, Diantha McKeel, presided and called the meeting to order at 4:02 p.m. and read the Notice of Electronic Meeting and Commissioner and Public Protocol. Jessica Hersh-Ballering took attendance by roll call, and certified that a quorum was present.

**2. MATTERS FROM THE PUBLIC (MINUTE 3:33):**

**Ethan Heil**, daily CAT commuter in Charlottesville, also appointed to CAT Advisory Board, has not heard anything from that board since he was appointed. Is hopeful that the board will be re-engaged soon.



**Caetano de Campos Lopes**, C3 Climate Policy Director, said the largest portion of climate change comes from the transportation sector and she feels that the RTP is set to lead the way. He is grateful the work that has already been done in the transit community regarding this concern. C3 presented a letter that recommends a number of crucial elements that must be considered and kindly hopes that the RTP would consider those recommendations. **(Letter is attached)**

**3. APPROVAL OF MINUTES (MINUTE 8:50):**

**Motion/Action:** Christine Jacobs noted in the state of emergency portion of the minute, the date needs to be changed from March to May. On a motion by Randy Parker, seconded by Bea LaPisto-Kirtly, the committee approved the minutes of the May 27, 2021 meeting, with Becca White, Lloyd Snook, and Stephen Johnson abstaining.

**4. MEMBER SPOTLIGHT – BECCA WHITE AND JIM FOLEY: (MINUTE 10:40)**

Becca White introduced herself and her position and work she does for University Transit Service.

Jim Foley then introduced himself, his position and the work he does for Albemarle County Public Schools and Transit. There was some discussion about cameras on the busses and speed cameras in school zones.

**5. SMART SCALE APPLICATION ASSISTANCE FOR TRANSIT: (MINUTE 19:20)**

Chuck Proctor, Culpeper District Planning Manager, reported that VDOT works with all the localities to help them get their applications together including sketches, putting together the concepts, and helping to complete the application.

After some discussion, Ms. McKeel said she would like to know more about how to properly build a Park and Ride. This may become a topic for a future meeting.

**6. REMOTE MEETING PARTICIPATION (MINUTE 32:57)**

David Blount, with TJPDC, presented the Board with the Remote Participation Policy and the reasoning behind it. Members will be required to attend meetings in person starting in July unless they meet the exemptions listed in the policy.

The changes in the policy would include “for personal matter” or “medical provision or disability.” The limitation of missing up to two meetings a year (or 25%) is for “personal matters” provision only.

Mr. Parker asked whether we should encourage remote participation because it reduces carbon emissions and participation has been increased with remote meetings.

Mr. Blount said there may be new policies created in the new General Assembly, but for now this policy is based on the current law.

Ms. White made a motion to accept the Remote Participation Policy as presented in the packet and amended. Mr. LaPisto-Kirtly seconded the motion and it passed unanimously.

**7. TRY TRANSIT WEEK: (MINUTE 54:36)**

Sara Pennington said Try Transit Week is usually in September. Last year, DRPT declared September Transit Month and focused on safety. She assumes it will go back to just a week this year. She wanted to get it on everyone's radar to think about how to market it best to the region.

**8. EQUITABLE DRIVER APPRECIATION PROJECT UPDATE: (MINUTE 58:37)**

Sam Pittman, intern at TJPDC, introduced himself and gave an update on the equitable driver appreciation project. He spoke about the Virginia Transit Authority forum highlights, current issues and ways to improve transit systems and driver retention.

Ms. McKeel said it would be interesting to find out if Charlottesville and Albemarle combined to drive students to school. She said it would be interesting to see if it would save money and reduce the carbon footprint.

**9. DRPT GRANT UPDATE: (MINUTE 1:21:05)**

Jessica Hersh-Ballering gave an update on the Regional Transit Vision plan. The project has begun and will continue through June 30 in 2022. The AECOM-led consulting team has been chosen, which includes AECOM, Jarrett Walker and Associates and EPR.

She gave an update of the Albemarle County Transit Expansion Study. There are upcoming stakeholder focus groups/public engagements, creation of a project website, and a Metroquest survey.

**10. NOMINATING COMMITTEE FOR FY21 ELECTION OF OFFICERS: (MINUTE 1:27:34)**

Ms. McKeel said the bylaws can name a nominating committee. Ms. LaPisto-Kirtley has volunteered to be on the committee. Lloyd Snook also volunteered to be on the committee.

**9. MPO UPDATES: (MINUTE 1:29:01)**

Sandy Shackelford said the CTB met this week and approved the 2022-2027 six year improvement program. That included the funding for Smart Scale. Because the money has already started to come in for the projects, some of the projects could be escalated and come on board faster than initially estimated.

Ms. Shackelford shared two resolutions of support: one for the Transportation Alternative Program (TAP) grant application for the Meadow Creek shared use path and bridge, and the second is the Safe Routes to School program grant.

TJPDC will be applying for another grant, the Rebuilding the American Infrastructure with Sustainability and Equity (RAISE) planning grant, called the Charlottesville Regional Multimodal Transportation Station Master Plan grant. Ms. Hersh-Ballering reviewed the reasoning behind the application and need for the grant.

Ms. LaPisto-Kirtley made a motion to approve the resolutions of support. Mr. Snook seconded the motion and the motion passed unanimously.

**11. TRANSIT PROVIDER UPDATES: (MINUTE 1:41:56)**

**CAT:** Mr. Williams said CAT was informed by Rio Hill shopping center that they want the bus stop removed no later than the end of September. The shopping center will be undergoing renovations and the bus stop as it currently stands does not work with the renovation. The bus stop will be on the outskirts in the future.

**UTS:** Becca White said summer session are virtual. The Fall session will be on Grounds. There will be more activity in the third week in August. Masks and rear loading are still required.

**Jaunt:** Stephen Johnson said ridership is slowing coming back. Remote working policies are affecting the ridership. Jaunt is still working at 50% capacity on the busses and is unsure when it will be back to 100% capacity. He also reported that their offices will be reopening on July 6. There is also a new remote work policy in effect. They have also adopted a new mission and vision statement. He asked whether there are names associated with bus stops and asked if there was a way to stay in sync on how to refer to them.

Ms. White said she would contact Mr. Johnson and Mr. Williams separately.

**Albemarle County Public Schools (ACPS):** Mr. Foley reported said the schools are still running SPED and summer school students. They applied for two electric school busses and are hoping to be successful in that endeavor.

**12. OTHER BUSINESS: (MINUTE 1:51:22)**

Ms. McKeel asked if there was an update on the CAT Advisory Board.

Ms. Walker and Mr. Snook said the council is waiting on a proposal from Mr. Williams.

Mr. Williams said he has not had a chance to find a consultant because of the extra work from the pandemic.

Ms. McKeel said the representative from C3 about getting a roundtable group on transit options. Ms. Jacobs said there has been discussion about getting that done and suggested that perhaps the RTP sponsor that roundtable.

Mr. Williams said his concern it is unusual for the public to be included in the selection of equipment and running the transit system.

Mr. Williams said he would share the information from the scope, study, and plan with C3 and other members of the public. It needs to be shared with FTA, DRPT, and with the City Manager first.

The next meeting will be on July 22, 2021

**ADJOURNMENT:** Ms. McKeel adjourned the meeting at 6:06 p.m.

# 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

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### Purpose and Objective

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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).

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### RideShare

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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.

<b>Staff Utilization</b>			
	<b>TDM</b>	<b>FTA</b>	<b>Total</b>
<b>1.0 Program Administration</b>			
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
<b>2.0 Marketing and Outreach</b>			
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
<b>TOTAL</b>	<b>\$ 129,410</b>	<b>\$ 8,500</b>	<b>\$ 137,910</b>

<b>Other Program Costs</b>	
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
<b>TOTAL</b>	<b>\$44,788</b>

**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

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### FY 2022 – 1.0 Program Administration

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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.
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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.

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## FY 2022 - 2.0 Marketing and Outreach

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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 techniques, 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**