

# DRAFT

## TRAFFIX ANNUAL REPORT

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FY2020





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01.

# DRIVING CHANGE IN HAMPTON ROADS.

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**Letter from the Executive Director**

The TRAFFIX service area includes the cities and counties that comprise Hampton Roads and the Eastern Shore.

The past fiscal year, ending June 30, 2020, was the most turbulent year in the history of the TRAFFIX program. This can be summed up by the words “COVID-19 Pandemic.” Despite this, we were still able to remain an effective program throughout the Hampton Roads area in several initiatives, many of which were executed remotely through the TRAFFIX telework tool from March to June.

Beginning July 1, 2019, through December 31, 2019, (the first half of the fiscal year), TRAFFIX staff, under the leadership of Emily Cass, Manager, began on a trajectory to exceed all previous goals from the previous three years. However, that trend came to a gradual and nearly complete standstill as the pandemic prevented us from meeting with customers and stakeholders and stopped all in-person events. No longer were we able to meet one-on-one with businesses, schools, the military, or with State and local governments. Annual events such as Earth Day and Bike Month were cancelled. Nevertheless, we were still able to add 1,006 new commuters, bringing the total number of commuters to 13,796. This is nearly a 500 commuter increase from FY2019! Phenomenal! Additionally, VMTs only decreased by 258,089; however, without the pandemic, our numbers were trending to have an increase by 800,000. Similarly, reduced emissions were only 50 tons less than last fiscal year, and without the pandemic, we were trending to surpass by 700 tons to a forecasted total of 1,800 tons of emissions reduced.

TRAFFIX continues to be one of the premier TDM organizations in the nation. We are fully engaged with the Association for Commuter Transportation (ACT) and Mrs. Cass is the Acting President of the Chesapeake Chapter of ACT. We continue to speak on a national platform regarding the successes of our program and have received an award for Best Print Marketing Campaign for our “It’s Time for TRAFFIX” campaign from the ACT Chesapeake Chapter. The regional trust and investment in the TRAFFIX program have allowed the program to grow and enhance the region’s air quality.

The programs outlined within this document show the commitment of our staff to carry out our mission, goals, and objectives by making sure more businesses, schools, military, and government institutions continue to have a robust and focused TDM program inherent within their organization.

While we can speak to all the great accomplishments in FY2020, all of which are available for review between the covers of this Annual Report, there have been huge challenges as noted above. Without COVID-19 manifesting itself globally, the TRAFFIX program was set to exceed all expecta-



tions for the year. This, of course, did not and could not happen as field work was extremely limited. Mandatory “work from home” requirements were established by Hampton Roads Transit. However, staff continued efforts to work with our customers and make new inroads by remotely visiting with new and existing customers.

As you know, Williamsburg Area Transit Authority (WATA) and Suffolk Transit are part of the support we provide to the Hampton Roads region. We are a TDM agency that happily includes them as part of our overall strategic planning. It is extremely important that the region’s transportation planners include TRAFFIX staff in their traffic mitigation strategy. Some have included us in transportation related discussions, but many still have not, and we want to change that.

We remain proud of our relationships with Naval Station Norfolk, Newport News Shipyard, Amerigroup, Tidewater Community College, Sentara, the Downtown Norfolk Consortium, and many other employers of different shapes and sizes. Our relationship with these and other customers remains strong and vibrant.

Our key goal is transparency. We feel it is important to clearly show the good, and the many healthy challenges we face throughout the year. We try to do that in a clear and succinct manner. No program is ever perfect, and we will continue to strive for excellence in what we do each day.

As always, I would like to thank the Department of Rail and Public Transportation, Virginia Department of Transportation, and Hampton Roads Transportation and Planning Organization for their continued support of the TRAFFIX program, as well as the TRAFFIX Committee for their continued sage guidance and supervision of the program. Without their advice and multi-year review of the program, our continued growth would not be possible. With great pride, I offer to you, our valued stakeholders, the FY2020 Annual Report.

Thank you for the opportunity to serve the region.

**RON HODGES**  
**EXECUTIVE DIRECTOR, TRAFFIX PROGRAM**

02.

# LEADERSHIP FOR LESS TRAFFIC.

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**Our Mission**

**Oversight Committee**

**TRAFFIX Services**

# HELPING HAMPTON ROADS COMMUTE DIFFERENTLY.

## THE MISSION OF TRAFFIX AND HOW WE'RE FULFILLING IT.

As a Transportation Demand Management (TDM) program, TRAFFIX's mission is to assist in the continued efforts to decrease traffic congestion in Hampton Roads by reducing the number of single-occupancy vehicles (SOV's) commuting to work. This is accomplished by encouraging the use of high-occupancy vehicle (HOV) lanes through ridesharing and by encouraging the use of transportation alternatives to driving such as public transportation, carpooling, teleworking, vanpooling, biking, and walking.

TRAFFIX staff are employees of Hampton Roads Transit (HRT); however, program funding is provided through the Hampton Roads Transportation Planning Organization (HRTPO). The HRTPO has authorized annual funding for TRAFFIX through Congestion Mitigation and Air Quality (CMAQ) and/or Regional Surface Transportation Program (RSTP) funding since FY1995. The TRAFFIX Oversight Subcommittee

(TOS) consists of transportation professionals from the cities and counties in the Metropolitan Planning Area (MPA), the Virginia Department of Transportation (VDOT), the Federal Highway Administration (FHWA), U.S. Navy, and the Virginia Department of Rail and Public Transportation (DRPT). The TOS meets three times per year with TRAFFIX staff to review the progress and status of TRAFFIX. The TOS reports to the Transportation Technical Advisory Committee (TTAC), which reports to the HRTPO Board.



# AT THE WHEEL.

## THE TRAFFIX OVERSIGHT COMMITTEE.

### Committee Chair

- Carl Jackson,  
City of Portsmouth

### Voting Members

- Chris Arabia,  
Department of Rail and  
Public Transportation
- Eric Stringfield,  
Virginia Department  
of Transportation
- Jamie Jackson,  
Hampton Roads Transit
- Jamie Oliver,  
Isle of Wight County
- Joshua Moore,  
Williamsburg Area Transit  
Authority
- LJ Hansen,  
City of Suffolk
- Mike Hayes,  
City of Hampton
- Angela Hopkins,  
City of Newport News
- Luther Jenkins,  
City of Chesapeake

### Alternative Members

- Benjamin Camras,  
City of Chesapeake
- Keisha Branch,  
Hampton Roads Transit
- Tara Reel,  
City of Virginia Beach

### Non-Voting Members

- Herb Pittman, U.S. Navy
- Ivan Rucker,  
Federal Highway  
Administration

### HRTPO Staff

- Rob Case
- Steve Lambert
- Uros Jovanovic

### TRAFFIX Staff

- Ron Hodges, Director
- Emily Cass, Manager
- Latwana McClure,  
Program Specialist
- Alexis Smith, Commuter  
Outreach Specialist
- Amber-Leigh Wimbrough,  
Commuter Outreach  
Specialist
- Monique Lynch,  
Program Coordinator



Commuters saved  
**\$1,405,196**

in commuting related  
expenses in 2020.  
That's 24,228 pairs  
of sneakers.



# MOVING OUR MISSION FORWARD.

## THE SERVICES OF TRAFFIX.

### **Bike/Walk Commuter Services**

TRAFFIX supports bike commuters by providing them with bike lockers, bike repair stations, and information on bike paths. Each year, we promote Bike to Work Month and Bike to Work Week to increase the awareness of the services we have available. We also support commuters who walk to work with commuter planning and commuter rewards.

### **Commuter Rewards**

Our commuter incentive program rewards commuters who use alternative commuting methods.

### **Employer-Based Marketing**

We work with local employers and commands to help with transportation demand management (TDM) services and strategies through an established Employee Transportation Coordinator (ETC), who works at employers' locations.

### **GoPass365**

Under contractual agreements with employers and educational institutions, the GoPass365 annual pass gives commuters unlimited access to every mode of transit, except Paratransit and vanpool, offered by Hampton Roads Transit (HRT).

### **Guaranteed Ride Program**

With this program, commuters who get to work by means other than driving alone (i.e. carpool, vanpool) can get a ride back to their point of origin when an emergency or unplanned circumstance arises when they're at work.

### **Park and Ride/Park and Sail**

We help commuters with formal and informal park and ride information, as well as research for potential new locations. Parking tags are provided upon commuter request.

### **Rideshare Matching**

We match carpool and vanpool commuters in Southeastern Virginia who share similar work hours and locations.

### **Surveys**

Our team designs and conducts employee surveys for commuter behaviors, route changes and employee transportation needs. With these results, a commuter program can be established to meet environmental and financial goals.



## Naval Station Norfolk Office

This centrally located TDM office gives military commuters an opportunity to learn more about commuting options, purchase transit passes at the ticket vending machine, and conduct meetings with area commands.

## Transit Information

We provide commuters with route information for Hampton Roads Transit, Suffolk Transit, Star Transit, and Williamsburg Area Transit Authority services.

## Vanpool Services

TRAFFIX connects commuters with vanpool information regarding local vendors, and gives them financial assistance for starting, maintaining, and/or saving a vanpool.



03.

## THE MORE WE DO, THE LESS WE POLLUTE.

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Reducing SOVs in Southeastern Virginia

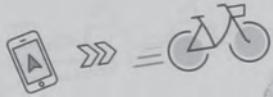
Commuter programs and results

pace NORFOLK

THESE BIKES ARE FOR YOU

## Find your Pace

- 1 **Get the Pace Bike Share app.**  
Create an account (must be 18+).
- 2 **Choose your bike.**  
Find and unlock a bike with the app.
- 3 **Enjoy the ride.**  
Lock your bike to any Pace rack or public bike rack.



Starting at \$1 per ride



No bikes at this rack?  
Check the map in the Pace app for other  
bikes and racks nearby.



Need Help?  
Learn more in the Pace app or call us at  
855-521-PACE. This is rack #100.

Follow Us

@PaceBikeShare

Tag your photos

@PaceBikeShare

RidePace.com

TRAFFIX®  
Commuter Options

A service of  
Hampton Roads Transit

# OUR MEASURE OF SUCCESS: FEWER SINGLE RIDERS.

## REDUCING SOVS IN HAMPTON ROADS.

**In FY2020, TRAFFIX made a difference by helping more than 13,796 registered commuters by offering the following:**

- Employer Resources
- Guaranteed Ride Program
- Commuter Rideshare Matching Program and Rewards
- Dedicated Vanpool Manager
- Vanpool Stipends
- Park & Ride Solutions
- Outreach offices at Naval Station Norfolk and Downtown Newport News Transit Center

### Successes

- 1,006 new commuter members
- Total vehicle miles traveled (VMT) = 2,435,536
- Total reduced CO2 emissions = 1,109 tons
- Reduced 134,446 car trips
- Saved an average of 231 parking spots per day
- Commuters saved \$1,405,196 in commuting-related expenses

- Commuters burned 2,503,179 calories commuting by walking or biking
- 821 participating organizations
- Commuters saved 113,170 gallons of gas

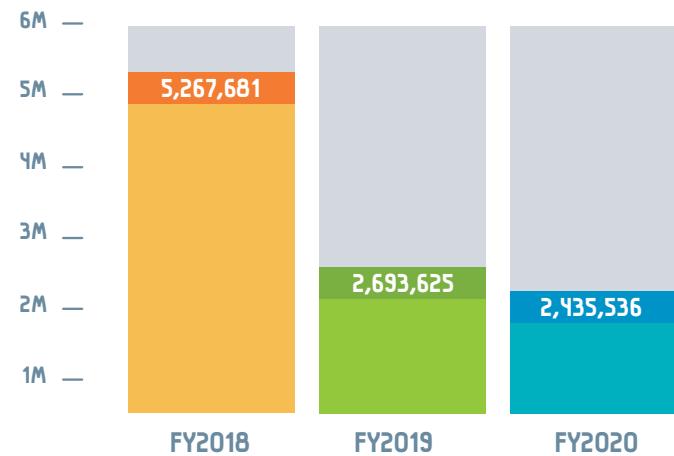
### New Commuters: 1,006



**Total Commuters: 13,796**



**Total VMT Reduced for all trips**



# REACHING OUT TO REDUCE THE IMPACT ON OUR ENVIRONMENT.

## COMMUTER PROGRAMS AND RESULTS.

### Outreach

Our outreach staff meets with employers and commands at all levels to educate and promote commuter options by:

- Designing, executing, and analyzing employee commuter behavior to create TDM plans that will help reduce SOVs.
- Conducting on-site presentations at employee or student orientations and command indoctrinations.
- Participating in employer-sponsored events such as health fairs, transportation fairs, environmental fairs, and benefits fairs.
- Attending numerous business networking functions sponsored by the following organizations: Downtown Norfolk Council, Peninsula Chamber of Commerce, and Hampton Roads Chamber of Commerce.

### Results

- Outreach to over 225 military commands and employers.
- Contacted 55 new employers.
- Participated in 85 commuter events.
- Initiated 388 program meetings.
- Over 55% of employers partnered with TRAFFIX to proactively promote commuter options in the workplace.
- Received more than 750 commuter information requests for alternative modes and programs.

In Southeastern Virginia, our outreach efforts include working with local businesses to educate them on the benefits and importance of saving money, gas, and the environment while reducing VMTs. Newly created partnerships with the Hampton Roads Chamber of Commerce, Hampton Roads Workforce



Development Council, Greater Peninsula Workforce Board, and Peninsula Chamber of Commerce will begin to flourish and show even more employer engagement.

Our military outreach efforts have grown significantly. The outreach office located at Naval Station Norfolk remains highly active and successful. The presence of a ticket vending machine (TVM) located outside the TRAFFIX base office has become one of the most active revenue generating TVMs for HRT due to high use. TRAFFIX staff members have been invited to present at monthly command indoctrinations (INDOCS) at Naval Station Norfolk and Norfolk Naval Shipyard. Annually, the Transportation Incentive Program (TIP) reviewing officials from the region's Navy installations meet with TRAFFIX to discuss commuter needs and solutions. Due to the large military presence in the region, nearly one-third of residents are transient, and re-education is a priority for all the local military installations.

### Annual Events

- Try Transit Week
- Telework Week

Cancelled due to COVID:

- Earth Day
- Bike to Work Month/Week
- Rideshare Month

In 2020, commuters in Hampton Roads burned **2,503,179** calories by walking or biking. That's 2,407 quarter pound cheeseburgers.



# COMMUTER PROGRAMS AND RESULTS (CONT.)

## Commuter Rewards

The Agile Mile (formally NuRide) Program is a commuter incentive program that rewards commuters who use alternative commuting methods. When a commuter walks, bikes, telecommutes, carpools, vanpools, rides public transportation, or works a compressed work-week, they can log the trip into the Agile Mile system to receive reward points. The points can be redeemed for restaurants, shops, or services. In addition, monthly raffles for prizes such as gift cards help engage commuters and encourage participation.

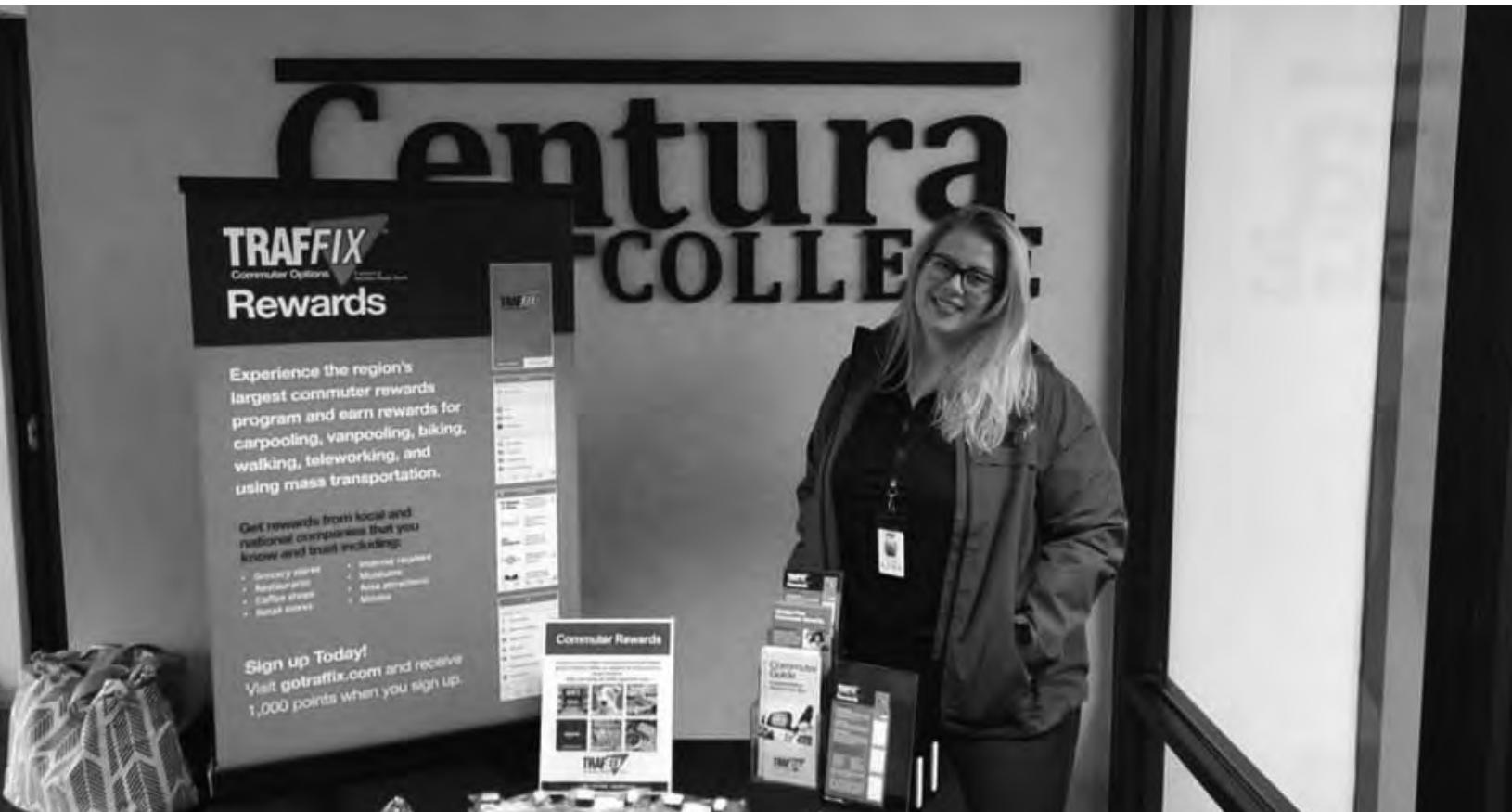
Outreach staff can present employers with an employee activity report showing how they use transportation options.

The Mode Split in the TRAFFIX Program has been consistent with transit and carpool, making up 75 percent of commuter options followed by vanpool at 10 percent and telework, walk, bike and compressed work week at the remaining 15 percent.

**8,985: Rideshare Match Attempts**  
**6,723: Rideshare Matches Made**

## Vanpool Services

Our program continues to support efforts to take SOVs off the road through vanpooling. TRAFFIX vanpools are a way for 7 to 15 people to lease a van through a third-party vendor, complete with insurance, maintenance, fuel, and commuter benefits. All members of the vanpool split the operating costs, and TRAFFIX helps to keep vanpool commutes affordable by providing a monthly stipend of \$300 or \$325, depending on the leased van size. It is a great alternative option to driving alone for groups of commuters who have similar work schedules, and who live or work near each other in the Hampton Roads area.



This year, 46 vanpools participated in our monthly stipend program. In addition, we assisted financially with up to \$180 per seat with Vanpool VA! Van Start/Van Save. This program also provided special assistance for suspended vanpools during the COVID-19 pandemic. The Van Start/Van Save program assisted four Van Starts, which helped fund seats during the critical startup phase for new vanpools and saved 11 vanpools when the loss of rider's factor came into play. TRAFFIX has an agreement with Commute with Enterprise and works closely to create new vanpools and maintain them. Another accomplishment this year has been connecting with The City of Virginia Beach, where TRAFFIX started two vanpools that supported employees after the tragic Virginia Beach mass shooting in 2019.

**72:** Registered Vanpools

**613:** Vanpool Riders

**9:** New Vanpools

**30:** Suspended Vanpools  
during COVID

**\$27,300:** Financial Support for  
Suspended Vanpools (3 months)

## Guaranteed Ride Program

The Guaranteed Ride Program (GRP) connects commuters who regularly carpool, vanpool, bike, walk, or take transit to work with a reliable ride back to their point of origin via taxi when an emergency arises such as a personal illness, emergency at home, unscheduled overtime, etc. GRP is designed to remove the worry of possibly becoming stranded when using alternative transportation at least three times a week. With this program, TRAFFIX ensures that commuters will not be stranded. GRP allows registered commuters to use up to six rides per calendar year, no more than two a month. TRAFFIX subsidizes the cost of the taxi ride, and the commuter only pays \$5 for each guaranteed ride.

**1,658:** Total Rideshare Participants

**157:** New Registrations

**125:** New Rides



## Rideshare Parking

TRAFFIX is devoted in its efforts to remove SOVs from the road by seeking new rideshare parking locations around the region. With the help and guidance of VDOT, the TRAFFIX team seeks ongoing opportunities to provide convenient parking for commuters who choose to carpool, vanpool and ride transit. TRAFFIX currently has 6 Rideshare Parking locations that require a TRAFFIX parking tag. These locations include Tidewater Community College (TCC) in Portsmouth, TCC Virginia Beach, Chesapeake Square, Lynnhaven Mall in Virginia Beach, Thomas Nelson Community College, and our newest location at Capital Landing Road in Williamsburg.

## Park & Ride

TRAFFIX continues to promote all Park and Ride locations in the Hampton Roads area and the surrounding cities to encourage commuters to use alternative transportation options in the region.

## Park & Sail

TRAFFIX administers the Park & Sail location on Court Street in Portsmouth. The lot is conveniently located for those commuters riding the Elizabeth River Ferry to Norfolk. Commuters may also use the lot if they carpool/vanpool from Portsmouth to other cities in the region. Currently, 78 of the 95 spaces in the lot are registered to commuters – and the numbers continues to grow.

## GoPass365

The GoPass365 program continues to be a popular service for Hampton Roads Transit and an impressive TDM mechanism for the TRAFFIX program. The GoPass365 product includes both client support and product management, with monthly usage and ridership reports to share activity for assigned passes, deactivation and replacement of passes upon client request.

The GoSemester pass is a discounted range-based pass that gives commuters

unlimited usage to some of Hampton Roads Transit's services by simultaneously showing the pass along with a picture ID. The GoSemester pass complies with college or university semester schedules. The contract term is from July to June and the expiration date of the pass will be in conjunction with the semester's term dates.

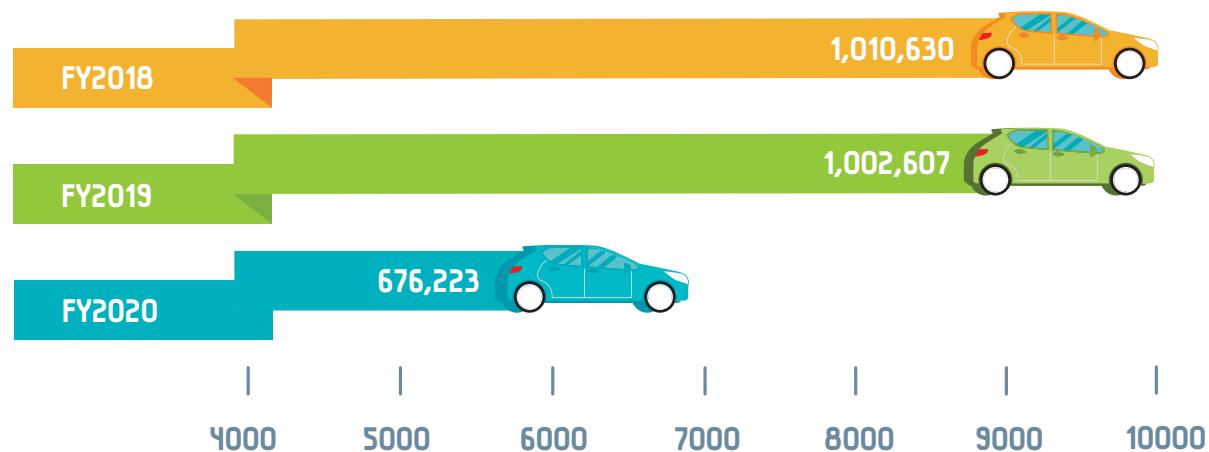
Program participants for the FY2020 consisted of 23 companies and colleges, including our newest subscriber – Sentara Careplex. Revenue and ridership were steadily growing with help from this new participant. Unfortunately, due to COVID-19 we cannot calculate or provide definitive usage for the end of FY2020 since, Hampton Roads Transit suspended fares from March 10 to July 1, 2020.

## GoPass Sales and Revenue





## Ridership



\* COVID fare suspension March - June

# 04. MORE AWARENESS FOR LESS TRAFFIC.

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Creative Campaign

# COMMUTE DIFFERENTLY. CREATIVE CAMPAIGN.

## About the Campaign

At TRAFFIX, we serve one of the most congested regions of the Commonwealth. Our goal is to help commuters “commute differently” to take action to reduce congestion in Hampton Roads. In addition, we also encourage our members to log their alternate trips in our online/mobile platform (Agile Mile). Logging trips provides commuters with additional benefits like financial incentives, discounts, and rewards.

Importantly, logging trips also increases public and private support for TRAFFIX by demonstrating the positive impact our programs have on our environment. When members log their trips, we can document the volume of greenhouse gas TRAFFIX has eliminated. In 2020 our goal was to eliminate 3 million VMTs (vehicle miles traveled). That's like eliminating 168,000 trips from our roads.

To accomplish this important task, we created a multi-channel, eye-catching advertising campaign to reach our key audiences (commuters, employers, and existing rideshare users).

We began by finding the emotional drivers between each audience and determined that they shared three common values and interests:

- A greater sense of well-being and less stress by making a change to reduce traffic congestion
- Financial savings gained from less gas and parking expenses
- Making a positive impact on the environment

## Goals and Objectives

The goals of this campaign were first, to establish greater awareness of TRAFFIX to attract the attention of commuters and employers throughout the Hampton Roads area and encourage them to “commute differently.” And second, to encourage current rideshare commuters to download the TRAFFIX app and log their trips.

For commuters and employers, the campaign included vibrant modern, and upbeat colors. We designed a look and feel as well as a tone of voice that is friendly, straightforward, and optimistic.

Our call-to-action for employees was to ask their employer about commuter benefits. For employers it was to visit [gotraffix.com](http://gotraffix.com) for more information.

Our 2019 campaign was selected by the Chesapeake chapter of the Association for Commuter Transportation as the year's Best Print Marketing Campaign. This is our industry's prestigious annual award for the most effective print, outdoor, and collateral campaign to promote TDM continued growth.

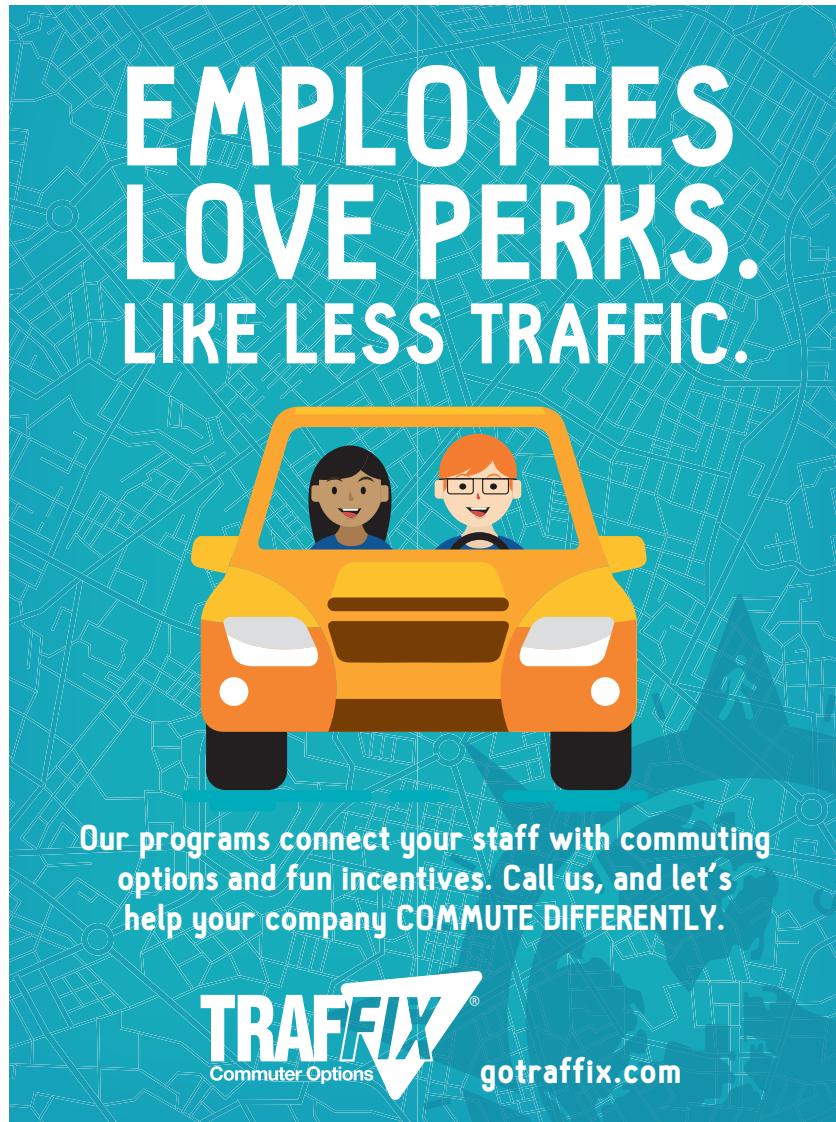
## Outcomes

Our campaign has received great results, and continued growth is expected. Our results include:

- A 95% increase in website traffic, that included over 11,000 new users
- 2.9 million online ad impressions
- 9,065 clicks to the website
- And due to regular optimization, our average click-through rate has increased 20% since the campaign launched.

# AWARENESS CAMPAIGN

(Print, Digital, Brochure)



# TELEWORKERS. LOG YOUR TELEWORK DAYS AND EARN REWARDS.

By teleworking, you're helping national health efforts—and you're also doing your part to reduce traffic and emissions in Hampton Roads. Log the trips you didn't drive to work on the TRAFFIX app, and you can earn discounts, raffle entries, and more. Go to [traffix.agilemile.com](http://traffix.agilemile.com) to download the app and get started.



A Service of Hampton Roads Transit • Funded by the HRTPO



[gotraffix.com](http://gotraffix.com)

## LOG YOUR COMMUTE. EARN REWARDS.



With the TRAFFIX Rewards program, you can earn points for every trip you commute by carpool, vanpool, bus, bike, light rail, ferry, or telework. You can also log the trips you would have commuted to work if you work at home.

### Here's how it works:

1. **Go to [traffix.agilemile.com](http://traffix.agilemile.com)** to register for the TRAFFIX Rewards Program.
2. **Commute differently!** Take a vanpool or carpool to work, telework, bike, walk, or take public transit. Every trip you don't drive alone counts toward earning you points!
3. **Record your trips** in the TRAFFIX app or on the TRAFFIX website – then watch your points increase. (You'll get 1,000 points just for signing up.)
4. **Use your points** to get discounts, coupons, and tickets for places like grocery stores, restaurants, coffee shops, stores, internet retailers, museums, area attractions, sporting events, shows, and concerts. New rewards are added all the time. You'll also be automatically registered in monthly raffles and corporate challenges for awesome prizes!



[gotraffix.com](http://gotraffix.com) • 1-800-700-RIDE



### This isn't just about getting a few bucks off a box of delicious donuts.

By logging your trips with TRAFFIX, you're giving us valuable information that we can use to plan ways to reduce congestion and reduce the emission of greenhouse gases. Your data helps us create programs that can help everyone commute more easily. Our dependence on fossil fuels is reduced and our planet becomes cleaner by the day.



Since this program started, we have reduced the number of miles driven on our region's roads by more than 1 million!

Commute differently – and you can help us reduce congestion, for a healthier and happier Hampton Roads.



[gotraffix.com](http://gotraffix.com) • 1-800-700-RIDE

## TELEWORK BINGO

WHAT DAY OF THE WEEK IS IT AGAIN???	SWEATPANTS, HAIR TIED, TELEWORKING WITH NO MAKE-UP ON	MID-DAY SOAP/TV SHOWS	COFFEE HAPPY HOUR	START A LOAD OF LAUNDRY
FUR BABIES ARE MY COOL COWORKERS	COMFY CLOTHES IS THE NEW DRESS CODE	SEVERAL TRIPS TO THE FRIDGE IN 1 DAY	DAILY VIDEO CHAT WITH MY COWORKERS	RECORD YOUR TELEWORK DAY IN THE TRAFFIX APP
MISSING THE WORK FAMILY	EATING LUNCH IN THE HOUSE INSTEAD OF IN THE OFFICE OR CAR	<b>FREE SPACE</b>	HAD DISNEY+ ON IN THE BACKGROUND FOR THE KIDS, OF COURSE	GROCERY SHOPPING IS THE HIGHLIGHT OF THE WEEK
WOKE UP 5 MINUTES BEFORE WORK BEGINS	CHILDREN/PETS INTERRUPTED CONFERENCE CALL	TRANSFORMED A ROOM IN YOUR HOME INTO YOUR NEW OFFICE SPACE	YOU NOW HAVE A LIST OF PROJECTS TO DO AROUND THE HOUSE. (SHHPLAP, ANYONE?)	CONFERENCE CALL IN PAJAMAS
WALKED AROUND THE NEIGHBORHOOD	TAKEN A CONFERENCE CALL SELFIE WITH YOUR CO-WORKERS	USED YOUR LUNCH BREAK TO CLEAN AROUND THE HOUSE	QUARANTINE SNACKS ARE ALREADY GONE	UNNATURAL LONGING FOR OFFICE BIRTHDAY CAKE

[gotraffix.com](http://gotraffix.com)



Episode 4 - Emily Cass, TRAFFIX Program Manager

Tage Talks Business

JAN 31 • PLAYED ✓

PLAY

Visit with Emily Cass and discuss the efforts of TRAFFIX Commuter Options in the 757. For more information visit [GoTRAFFIX.com](http://GoTRAFFIX.com)

JAN 31 • 19MIN

# AWARENESS CAMPAIGN

(Outdoor, Digital)





# AWARENESS CAMPAIGN

## (Social Media)

**Traffix** Sponsored

Like carpooling, ridesharing, walking, biking, taking the bus, or working from home - to name a few. A few that will earn you rewards on the TRAFFIX app. It's your commute. Why not enjoy it?

**THERE ARE ALTERNATE ROUTES TO WORK.**

GOTRAFFIX.COM  
Find your Carpool/Vanpool Match.  
Save Money. Get Rewards.

[Learn More](#)

Like Comment Share

**Traffix** Sponsored

Don't drive to work all by your lonesome! Sign up for TRAFFIX rewards, and get free help with carpooling, vanpooling, taking public transit and more. Plus you'll earn points for every mile you "commute differently" - points you can redeem for free stuff and discounts. Filler up!

**YOUR EMPTY CAR SEATS ARE LONELY.**

GOTRAFFIX.COM  
COMMUTE DIFFERENTLY  
Sign up for TRAFFIX Rewards

[Learn More](#)

Like Comment Share

**TRAFFIX Commuter Programs**  
25 followers  
Promoted

When your employees use public transit, carpool, vanpool, walk, bike or work from home, employers can save on parking spaces. You'll also help them arrive less stressed to start their workday. Contact TRAFFIX for free help setting up a smart commuting program.

**PARKING SPACE SHMARKING SPACE.**

Let's help your employees commute differently.  
gotraffix.com

[Learn more](#)

**Traffix** Sponsored

Talk to your coworkers about smart commuting. It's greener, saves money, and takes more cars off the road. Plus, if you download the TRAFFIX app, you can earn rewards for that carpool party.

**TAKE ONE MORE CAR OFF THE ROAD—YOURS.**

GOTRAFFIX.COM  
Find your Carpool/Vanpool Match.  
Save Money. Get Rewards.

[Learn More](#)

**Traffix** Sponsored

The TRAFFIX app makes it easy to log the miles you "commute differently" every day! By doing so, you'll earn rewards points for discounts, freebies and entries into raffles - plus you'll help us create new solutions to the traffic issues in Hampton Roads. So log on, smart commuter!

**PUT YOUR TRIP LOGGING ON AUTOPilot.**

GOTRAFFIX.COM  
COMMUTE DIFFERENTLY  
Log your trips to earn rewards.

[Learn More](#)

Like Comment Share

**Traffix** May 20

By logging telework days for the remainder of May, TRAFFIX will donate up to \$750 to the local Foodbank of Southeastern Virginia and the Eastern Shore.... See More

**TURN YOUR TELEWORK DAYS INTO FOOD DONATIONS.**

53 3 Shares

Like Comment Share

**Chesapeake Chapter, ACT Award**  
(Association of Commuter Transportation)  
**Best Print Marketing Campaign**  
**of 2019**

**When employees ask if the benefits package includes "Commuter Therapy" . . . It's time for TRAFFIX.**



Learn how commuter benefits can help your employees.  
[gotraffix.com](http://gotraffix.com)

**TRAFFIX**  
Commuter Options  
A service of Hampton Roads Transit



**When employees ask about commuting options instead of stock options . . . It's time for TRAFFIX.**



Learn how commuter benefits can help your employees.  
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**WE'LL DRIVE. YOU EARN.**



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**MAKE YOUR COMMUTE COUNT.**

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05.

# HIGH PERFORMANCE FOR HAMPTON ROADS.

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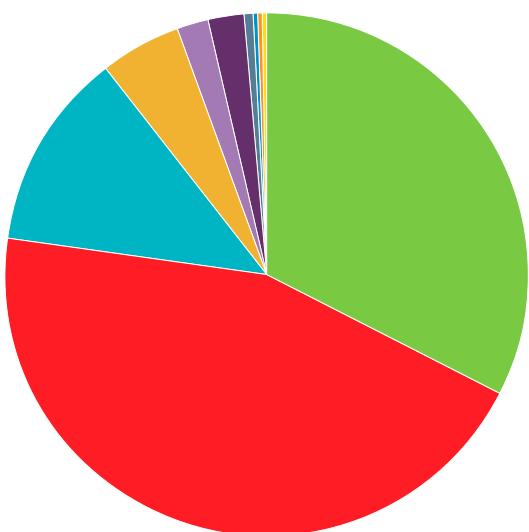
**Financials**

**Photos**

**FY2020 Work Plan Goals and Measurements**

# MAKING THE MOST OF EVERY DOLLAR.

## FINANCIALS.



	BUDGETED	SPENT	BALANCE
Salary and Benefits	\$450,000.00	\$440,153.00	\$9,847.00
Subscriptions and Memberships	\$5,000.00	\$2,155.00	\$2,845.00
Phones and Utilities	\$3,000.00	\$6,126.80	(\$3,126.80)
Materials and Supplies	\$74,000.00	\$20,232.11	\$53,767.89
Travel and Meetings	\$25,000.00	\$15,730.22	\$34,764.00
Advertising	\$620,000.00	\$481,065.00	\$138,935.40
Hardware and Software	\$6,500.00	\$933.21	\$5,566.79
Guaranteed Ride Program	\$35,000.00	\$8,816.51	\$26,183.49
Professional Services	\$180,000.00	\$166,732.98	\$13,267.02
Miscellaneous	\$1,500.00	\$538.57	\$961.43
<b>Total</b>	<b>\$1,400,000.00</b>	<b>\$1,001,213.02</b>	<b>\$424,281.20</b>

### Pie Chart Key

■ Salary and Benefits	■ Travel and Meetings	■ Hardware and Software
■ Professional Services	■ Guaranteed Ride Program	■ Miscellaneous
■ Materials and Supplies	■ Subscriptions and Memberships	
■ Advertising	■ Phones and Utilities	





# THE ROAD AHEAD.

## FY2021 WORK PLAN GOALS AND MEASUREMENTS.

### WorkPlan Goals

- Goal 1: Promote Use of Alternative Transportation
- Goal 2: Active Participation by Employers
- Goal 3: Active Participation by Commuters
- Goal 4: Increase Awareness of Commute options and the TRAFFIX Program
- Goal 5: Regional Coordination
- Goal 6: 5% reduction in single occupancy vehicles

### WorkPlan Measurements

- 5% increase in employer participation
- 200 Engaged Employers (100 at Levels 3 or 4)
- 55 New Employers
- 400 Program Meetings
- 180 Commuter Events
- 20 Corporate Challenges
- 50 Employer Regional Campaign Events (Telework Week, Earth Day, Bike Month, Try Transit Week, and Rideshare Month)
- 5% Increase in vanpool participation
- 15 New Registered Vanpools
- 1,000 New Commuter Members in Agile Mile (formally NuRide)
- 5 million Reduced VMTs
- 10 Bike Repair Station Donations to Local Municipalities and Employers
- 3% Growth in GoPass 365 Trips





