



TRAFFIX[®]
Commuter Options A service of
Hampton Roads Transit

TRAFFIX ANNUAL REPORT

FY2019

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01. MAKING HAMPTON ROADS COMMUTES COUNT.

Letter from the Executive Director

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

In FY2019, TRAFFIX had a positive impact on the environment by limiting the carbon footprint in Southeastern Virginia. Commuters saved enough gas for Prius drivers to drive 262 Prius hybrid cars around the globe, or one Prius car to drive around the globe 262 times! We added 1,050 NEW commuter members for FY2019 to a total membership of 13,324 TRAFFIX commuters. Our efforts helped commuters to consider healthy commuting options, including biking to work and walking. The result was over 1.8 million calories burned.

We remain proud of our relationships with the area's largest employers, such as Naval Station Norfolk, Newport News Shipyard, Amerigroup, Tidewater Community College, Sentara, and the Downtown Norfolk Council. Our relationship with these and other employers remains strong and vibrant. Employer membership increased to over 750 customers in the educational, private, public, and military sector.

Transit ridership associated with TRAFFIX outreach was over 1.3 million trips. The GoPass365 program alone accounted for over a million documented trips. Approximately 350,000 non-GoPass transit trips are related to our outreach efforts in FY2019.

This past year, TRAFFIX staff attended the Hampton Roads Chamber of Commerce and Peninsula Chamber State of the City networking events and worked diligently on the many regional TDM campaigns (Telework Week, Earth Day, Bike Month, Try Transit Week, and Rideshare Month). TRAFFIX continues to provide monthly stipends to help vanpoolers afford the cost of the vanpool by lowering their monthly bill by \$300 to \$325. In addition, our Guaranteed Ride program continues to be a crucial part of our toolbox to assure that in an emergency, affected commuters can get back to their point of origin.

In June 2019, TRAFFIX helped the City of Virginia Beach staff directly impacted by the tragic shooting on May 31, 2019. We committed ourselves, with assistance from Commute by Enterprise and the Department of Rail and



Public Transportation, in providing carpool and vanpool services for staff that were going to be working in remote locations. We will continue to assist with this support well into FY2020 and possibly beyond.

Our overall impact in reducing Single Occupancy Vehicle (SOV) trips was lower than expected for FY2019. Due to the changes in our ridesharing app, our trip logging numbers decreased across the board for FY2019 due to a recurring trip strategy that required an opt-in confirmation. As a result, the change from the vendor saw a dip in numbers across all its TDM member agencies. While this has been a challenging year, we will continue to educate commuters about this change through our outreach efforts and advertising campaign.

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 show transparency 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.

I would like to thank the Department of Rail and Public Transportation, Virginia Department of Transportation, and the Hampton Roads Transportation and Planning Organization for their continued support for the TRAFFIX Program as well as the TRAFFIX Subcommittee for their guidance on our continued growth.

RON HODGES
EXECUTIVE DIRECTOR, TRAFFIX PROGRAM

02.

LEADING THE WAY TO LESS TRAFFIC.

[Our Mission](#)

[Oversight Committee](#)

[TRAFFIX Services](#)

WORK HARD. COMMUTE SMART.

TRAFFIX'S MISSION & HOW WE'RE DRIVING TOWARDS IT.

As a Transportation Demand Management (TDM) program, our mission at TRAFFIX is to assist in the continued efforts to decrease traffic congestion in Hampton Roads by reducing the number of single-occupancy vehicles (SOVs) commuting to work. By encouraging ridesharing, which leads more high-occupancy vehicles to the HOV lane, and other transportation alternatives—like public transit, carpooling, teleworking, vanpooling, biking and walking, we are accomplishing this mission.

TRAFFIX staff are employees of Hampton Roads Transit (HRT), but our program funding comes from 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.

In 2019, commuters in Hampton Roads burned 1,811,138 calories commuting by walking or biking. 700 people would have to run a marathon to burn that much!



WHO'S BEHIND THE WHEEL?

THE TRAFFIX OVERSIGHT COMMITTEE.

Committee Chair

- Carl Jackson,
City of Portsmouth

Voting Members

- Brian Solis,
City of Virginia Beach
- Britta Ayers,
City of Newport News
- 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
- Jeff Raliski, City of Norfolk
- Joshua Moore,
Williamsburg Area
Transit Authority

- LJ Hansen, City of Suffolk
- Mike Hayes,
City of Hampton
- Luther Jenkins,
City of Chesapeake
- Susan Wilson,
City of Portsmouth

Alternative Members

- Benjamin Camras,
City of Chesapeake
- Claudia Cotton,
City of Newport News
- Garrett Morgan,
City of Newport News
- Angela Hopkins,
City of Newport News
- 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
- Amanda Albanese
- Emily Cass
- Latwana McClure
- Rick Braxton
- Sheran Johnson



THE CITY OF
NORFOLK

THE CITY OF
NORFOLK

TRAFFIX
Commuter Options

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Commuter Options

THE CITY OF
NORFOLK

TRAFFIX
Commuter Options

Rocky Mountain

DANCE

TRAFFIX CAN HELP.

TRAFFIX SERVICES.

Bike/Walk Commuter Services

We support bike commuters by providing them with bike lockers, bike repair stations, and information on biking paths. To help commuters learn about the TRAFFIX bike services available, we promote Bike to Work Month and Bike to Work Week. We also support commuters who walk to work with commuter planning and commuter rewards.

Commuter Rewards

Through our commuter incentive program we provide rewards to commuters who use transportation alternatives to get to work.

Employer-Based Marketing

Our Employee Transportation Coordinators (ETC) work with local employers to promote TDM services and strategies to help employees improve their commutes.

GoPass365

This annual pass, offered through employers or educational institutions, allows the owner unlimited access to every mode of transit offered by HRT.

Guaranteed Ride Program

This program supports commuters who take alternative transportation with a ride back to their point of origin when an emergency or unplanned circumstance arises after arriving to work.

Park and Ride/Park and Sail

Through our Park and Ride & Park and Sail programs, we're able to provide formal and informal park and ride information to our local commuters, research potential park and ride locations, and provide parking tags upon commuter request.

Rideshare Matching

We help match carpool and vanpool commuters in Hampton Roads that share similar work hours and locations, taking more single occupancy vehicles off the roads.

Surveys

We design and conduct employee surveys that gather information on commuter behaviors, route changes, and employee transportation needs. With the results, we're able to establish commuter programs that meet our environmental and financial goals.



Employer-based marketing

Naval Station Norfolk Office

This centrally located TDM office allows 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

We provide information about local vanpool vendors and financial assistance to commuters who want to start or maintain a vanpool.



The background of the entire page is a light orange color with a faint, stylized map of the Hampton Roads area. The map shows a network of roads and highways, with several circular nodes representing major interchanges or roundabouts. The lines representing roads are thin and light-colored, creating a subtle grid-like pattern across the page.

03.

CHOOSING THE PATH OF LEAST EMISSIONS.

**Reducing SOVs in Hampton Roads
Commuter Programs and Results**



\$100 - \$500 FINE
LAW - ARMY ZONE

Classes

NO STOPPING
Parking Staff
12-10 PM
TOWING ENFORCED

765

PUMP UP YOUR BIKE GAS
gotraffix.com

City Center

Commuter Rewards
TRAFFIX

COMMUTER REWARDS
TRAFFIX

NORFOLK
TRAFFIX
Commuter Options

TRAFFIX is a proud sponsor of the Norfolk Bikeshare Program.

LIVE LIFE IN THE HOV LANE.

REDUCING SOVS IN HAMPTON ROADS.

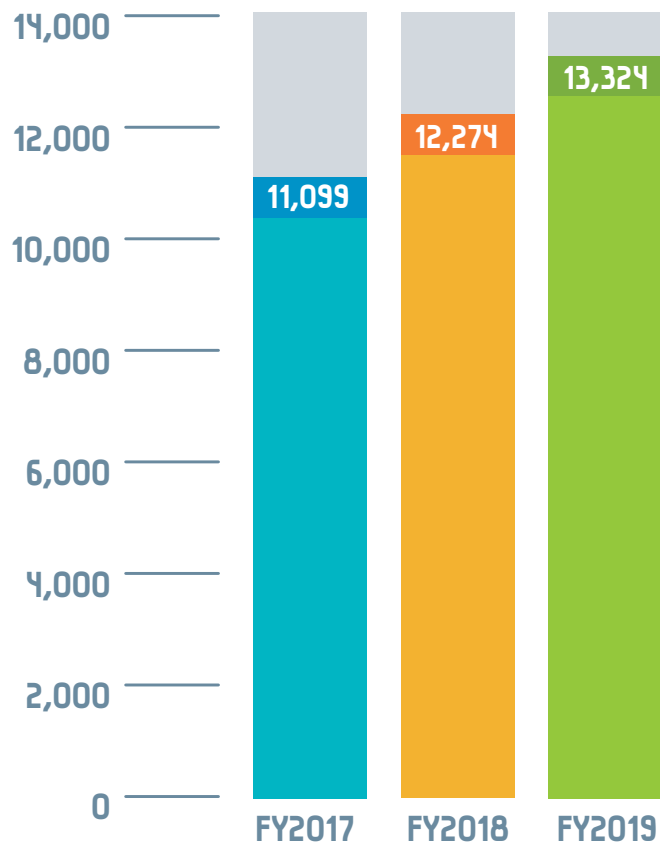
In FY2019, TRAFFIX made a difference, helping more than 13,324 registered commuters through the following:

- 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

- 1,050 new commuter members
- Total reduced vehicle miles traveled (VMT) = 2,693,625
- Total reduced CO2 emissions = 1,282 tons
- Reduced 132,637 car trips
- Saved an average of 236 parking spots per day
- Commuters saved \$1,507,306 in commuting-related expenses
- Commuters burned 1,811,138 calories commuting by walking or biking
- 750 participating organizations
- Commuters saved 130,780 gallons of gas

Total Commuters: 13,324



Commuters saved **\$1,507,306** in commuting-related expenses. That's 167,478 monthly Netflix subscriptions.



GETTING HAMPTON ROADS HOME FASTER.

COMMUTER PROGRAMS AND RESULTS.

Outreach

Our Outreach staff meets with employers and military commands at all levels, educating and promoting commuter options.

Their duties include:

- 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 150 military commands and employers.
- Contacted 21 new employers.
- Participated in 152 commuter events.
- Initiated 170 program meetings.
- Conducted 12 employer surveys.
- Over 30% of employers partnered with TRAFFIX to proactively promote commuter options in the workplace.
- Received over 630 commuter information requests for alternative modes and programs.

In Hampton Roads, outreach efforts consist of working with area 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 more employer engagement through this partnership.

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. The TRAFFIX staff presented 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 to all the local military installations.

Annual Events

- Try Transit Week
- Telework Week
- Earth Day
- Bike to Work Month/Week
- Rideshare Month

Commuter Rewards

The Agile Mile (formally NuRide) Program is a commuter incentive program that provides rewards to commuters who use alternative commuting methods. When a commuter walks, bikes, telecommutes, carpools, vanpools, rides public transportation, or works a compressed workweek they can log the trip into the Agile Mile system to receive reward points. The points can be redeemed for discounts at local restaurants, retailers, and grocery stores. In addition, there are monthly raffles for prizes like gift cards, which keep commuters engaged and participating.

70% success rate in rideshare matching.

COMMUTER PROGRAMS AND RESULTS (CONT.)

Outreach staff present employers with an employee activity report which shows how their employees are using various transportation options.

The Mode Split in the TRAFFIX Program has been consistent. Transit and carpool make up 71 percent of the commuter options, followed by vanpool at 15 percent and telework, walk, bike, and compressed workweek make up the remaining 14 percent.

Vanpool Services

TRAFFIX continues to offer programs to take SOVs off the road through vanpooling. Thanks to TRAFFIX, commuters living or working in the Hampton Roads area can lease a van through a third-party vendor and receive great commuter benefits. This is a great way to save money while getting to work and helping the environment. TRAFFIX provides a monthly stipend of \$300 or \$325 depending on the leased van size.

This year 45 vanpools participated in our monthly stipend program. In addition, we

assisted financially with up to \$180 per seat with VanpoolVA! Van Start/Van Save. Our program assisted four Van Starts, helping fund seat during the critical startup phase for new vanpools. The program saved seven vanpools when there was a loss of riders who were unable to remain in the vanpool.

Registered vanpools: 92

Guaranteed Ride Program

The possibility of becoming stranded when there is an emergency has deterred commuters from using alternative transportation. The Guaranteed Ride Program (GRP) takes away that worry, ensuring vanpooling and carpooling commuters will have a return ride if an emergency arises once they've already arrived at work. In the event a rider has an emergency, they will not be stranded because TRAFFIX provides a taxicab back to their point of origin. Commuters can



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 the guaranteed ride.

Total rideshare participants: 1,542
New registrations: 159
New rides: 197

Rideshare Parking

TRAFFIX is dedicated in its efforts to remove SOVs off the road by seeking new rideshare parking locations around the region. With the help and guidance of VDOT, the TRAFFIX team seeks new opportunities for convenient parking for commuters that choose to carpool, vanpool, and ride transit.

Park & Ride

This year, TRAFFIX made two new rideshare parking locations available to commuters at Tidewater Community College in Portsmouth and Chesapeake Square Mall in Chesapeake to accommodate the increase in bus service and vanpools in those areas.

Park & Sail

TRAFFIX administers the Park & Sail location on Court Street in Portsmouth. The 95-space lot is conveniently located for those commuters riding the Elizabeth River Ferry to Norfolk. Commuters may also utilize the lot if they carpool or vanpool from Portsmouth to other cities in the region.

GoPass365

The GoPass365 program has become a popular product for Hampton Roads Transit and a great TDM tool for the TRAFFIX program. The GoPass365 product offers both client support and management, including monthly usage reports that show the activity of assigned passes and deactivation or replacement of passes upon customer request.

The GoSemester pass is a discounted period bus pass that gives users unlimited usage of HRT's services by simply showing the pass with a photo ID. The GoSemester pass is based upon the college semester calendar. The contract term is from July to June and the expiration date of the pass corresponds to the semester's term dates.

Program participants for FY2019 consisted of 20 businesses and colleges, including the newest participants—Global Hospitality and Sentara Leigh Hospital. Collectively, ridership and revenue have increased due to these new participants.

Commuters saved an average of \$2,620 each in parking costs last year. Enough to take a family of four on a Caribbean cruise!



04.

GETTING OUR SHOW ON THE ROAD.



Creative Campaign

IT'S TIME FOR TRAFFIX.

CREATIVE CAMPAIGN.

About the Campaign

Our goal was to increase the awareness of services we provide to commuters as well as employers. We also needed to maintain communications with existing rideshare commuters and encourage them to download the TRAFFIX app and log their trips.

We created a multifaceted and eye-catching campaign to reach all three audiences (commuters, employers, and existing rideshare users). We began by finding the commonality between each target audience, and determined that they shared three common values and interests:

- Having a sense of wellbeing and less stress caused by traffic congestion and finding parking
- Financial savings gained from less gas and parking expenses
- Making a positive impact on the environment

Our campaign launched in April 2019 and continued through November 2019.

Goals and Objectives

The goals and objectives of this campaign are to establish a greater awareness of TRAFFIX with commuters and employers throughout the Hampton Roads area, and to encourage current rideshare commuters to download the

TRAFFIX app and log their trips. In digital and social media advertisement, we specifically wanted to drive our target to gotraffix.com so they could find out more information about the program.

Our creative execution brought one main message to life: TRAFFIX will improve your commute. For commuters and employers, we chose exaggerated and humorous headlines, brought to life by trendy graphics, that positioned TRAFFIX as a solution for wellbeing and less stress during a commute.

Our call-to-action for consumers was to ask your employer about commuter benefits, and for employers it was to visit gotraffix.com for more information.

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, Outdoor, Digital, Social Media, Radio)

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

TRAFFIX
Commuter Options
A member 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. gotraffix.com

TRAFFIX
Commuter Options
A member of Hampton Roads Transit


When you seriously think about moving to shorten your commute... It’s time for TRAFFIX.



Ask your boss about commuter benefits. | gotraffix.com


TRAFFIX
Commuter Options
A member of Hampton Roads Transit

When you spend more time behind the wheel than behind the desk... It’s time for TRAFFIX.



Ask your boss about commuter benefits. | gotraffix.com

TRAFFIX
Commuter Options
A member of Hampton Roads Transit



It's time to rethink your commute.

Ask your boss about commuter benefits.
Learn more >


TRAFFIX
Commuter Options A service of Hampton Roads Transit



When you need to shave again by the time you get to work ... It's time for TRAFFIX.

Ask your boss about commuter benefits.
Learn more >

TRAFFIX
Commuter Options A service of Hampton Roads Transit



When you spend more time behind the wheel than behind the desk ... It's time for TRAFFIX.

Ask your boss about commuter benefits.
Learn more >

TRAFFIX
Commuter Options A service of Hampton Roads Transit



When every lane feels like the slow lane ... It's time for TRAFFIX.

Ask your boss about commuter benefits.
Learn more >

TRAFFIX
Commuter Options A service of Hampton Roads Transit

TRAFFIX Sponsored

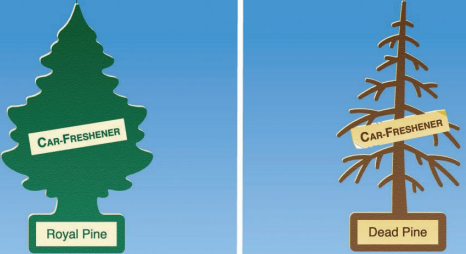
Commuter too long? It's time for TRAFFIX. Visit gotraffix.com to find faster, more stress free ways to get to work and home. Stop living your life on the road.



GOTRAFFIX.COM
Improve your commute.
Talk to your employer today about commuter benefits. [Learn More](#)

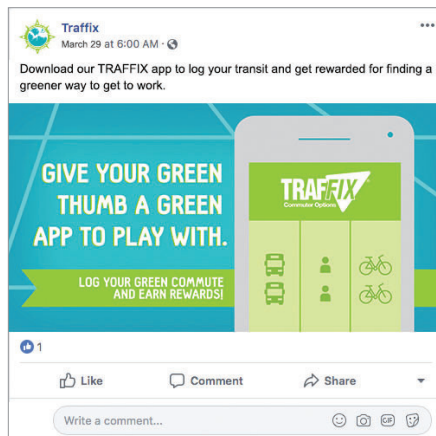
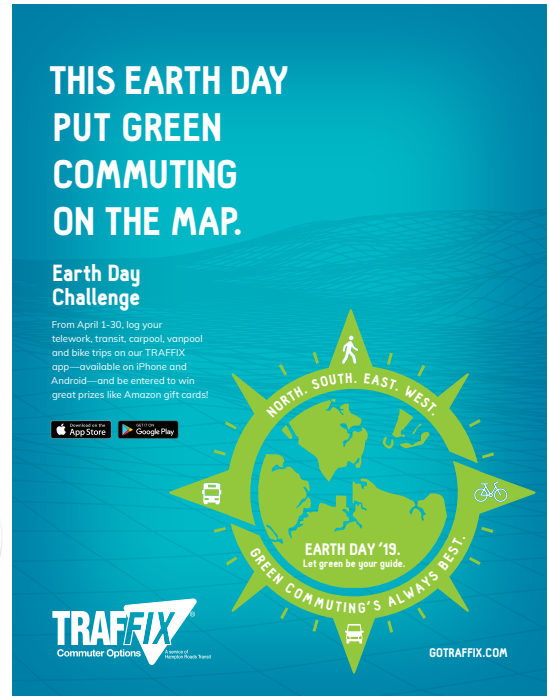
TRAFFIX Sponsored

Commuter too long? It's time for TRAFFIX. Visit gotraffix.com to find faster, more stress free ways to get to work and home. Stop living your life on the road.

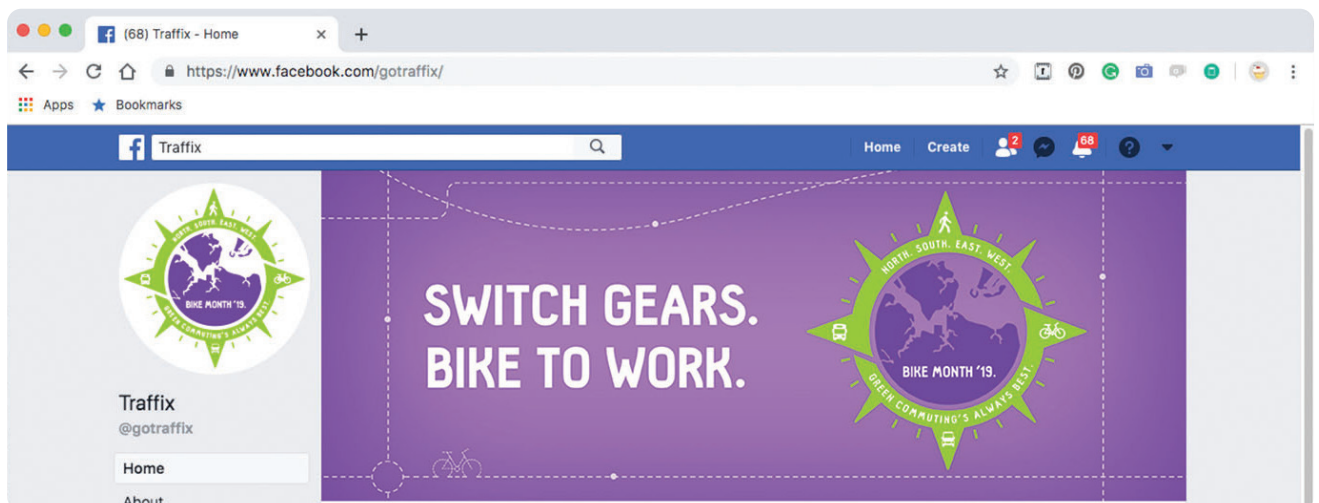
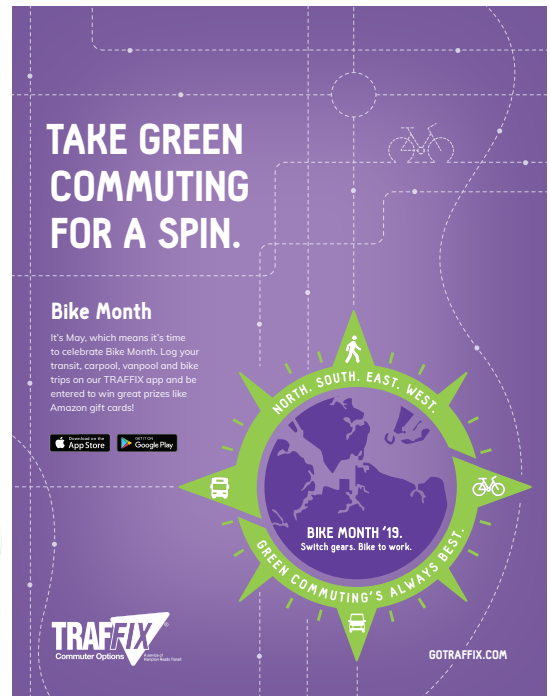


GOTRAFFIX.COM
Improve your commute.
Talk to your employer today about commuter benefits. [Learn More](#)

EARTH DAY CAMPAIGN



BIKE MONTH



05.

ON THE WAY TO IMPROVED COMMUTES.

Financials

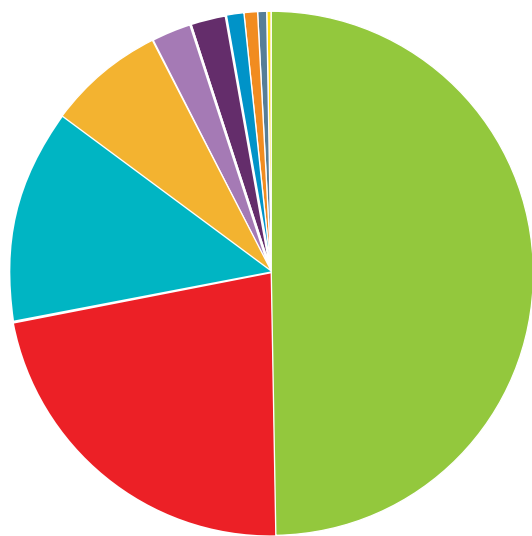
Photos

FY2020 Work Plan Goals and Measurements

OUR TWO CENTS:

IT'S BEEN A SUCCESSFUL YEAR.

FINANCIALS.



	BUDGETED	SPENT	BALANCE
Salary and Benefits	\$450,000.00	\$426,435.24	\$23,564.76
Subscriptions and Memberships	\$5,000.00	\$2,198.00	\$2,802.00
Phones and Utilities	\$3,000.00	\$7,110.72	(\$4,110.72)
Materials and Supplies	\$70,000.00	\$43,251.49	\$26,748.51
Travel and Meetings	\$20,000.00	\$30,556.30	(\$10,556.30)
Advertising	\$220,000.00	\$256,535.00	(\$36,535.00)
Hardware and Software	\$3,000.00	\$933.21	\$2,066.79
Guaranteed Ride Program	\$35,000.00	\$17,687.99	\$17,312.01
Professional Services	\$180,000.00	\$166,732.98	\$13,267.02
Miscellaneous	\$503.00	\$0.00	\$503.00
Total	\$986,503.00	\$951,440.93	\$35,062.07

Pie Chart Key

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





19

IN PHOTOS



CONTINUING TO REINVENT THE WHEEL.

FY2020 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

WorkPlan Measurements

- 200 Engaged Employers
- 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)
- 1,000 New Commuter Members in Agile Mile (formally NuRide)
- 15 New Registered Vanpools
- 3% Growth in GoPass365 Trips

We reduced 132,637 car trips this year, which equals a reduction in an innumerable amount of stress.

