



# FY2016 Annual Report

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Funded by:  
the heartbeat of  
**HAMPTON  
ROADS TPO**  
TRANSPORTATION PLANNING ORGANIZATION



## **Carpool**

*"I have saved thousands of dollars by carpooling to work. The TRAFFIX Guaranteed Ride Program has really been the icing on the cake!"*  
*-Woody J.*

# Letter from the Executive Director

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We are proud to share the Fifth Annual Report for the TRAFFIX Program.

The FY 2016 proved to be another great year for the Program. It was the first time we had a full contingent of TRAFFIX employees working in tandem to achieve results that has made the HRPTO region proud of this accomplishment.

The investment that the region provides the Program is one that has allowed the various programs within the TRAFFIX Program to flourish. It is also important to note, that we are very sensitive that the data provided within the next few pages is as accurate and transparent as possible. We want our stakeholders to be as aware of what our initiatives are and how we execute those initiatives in the seventeen cities and counties that we serve and try desperately to cover geographically.



We have continued in the tradition of working extensively with the military, employers, colleges and universities and many associations. While we cannot possibly get to everyone, we make a conscience effort to reach out to as many as possible.

TRAFFIX is a “star” player within Hampton Roads Transit and has taken the responsibility seriously to provide alternatives, not only vanpools, carpools, and telework, but also transit. It does not matter what mode we place a single-occupancy driver (SOV'er) into, as long as the result is taking one or more vehicles off the road.

The following pages give the reader some idea of our successes and some of our attempts at success. Thank you for reading this document. Please let me know how we can be of service to you in the future. For now, let us enjoy the journey.

Ron Hodges  
Director, TRAFFIX Program



## **Telework**

*"Not only has it increased my productivity and saved me money, it has also increased employee morale at our office. With several employees allowed to work remotely, I have seen a much happier workforce. This is great stuff!"*

*- Tammy A.*

## Mission

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



# TRAFFIX Services

## Bike/Walk Commuter Services

Supports bike commuters with bike lockers, bike repair stations, and bike path information. Promotes Bike to Work month and Bike to Work Week to increase awareness of available TRAFFIX services. Supports commuters who walk to work with commuter planning and commuter rewards.

## Commuter Rewards

A commuter incentive program that provides rewards to commuters who use alternative commuting methods.

## Employer-Based Marketing

Works with local employers/commands to promote TDM services and strategies through an established Employee Transportation Coordinator (ETC) at employer locations.

## GoPass365

Under a contractual agreement with employers and educational institutions, the GoPass365 annual pass allows unlimited access to every mode of transit offered by HRT.

## Guaranteed Ride Program

GRP provides commuters who get to and from work by means other than driving alone (i.e. carpool, vanpool) 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

Provides formal and informal park and ride information to area commuters as well as research potential new locations.

## Rideshare Matching

Matches carpool and vanpool commuters in the Southeastern Virginia area that share similar work hours and locations.

## Surveys

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

## 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

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

## Vanpool Services

Provides vanpool information regarding local vendors and provide financial assistance to commuters who wish to try, start, maintain and/or save a vanpool.



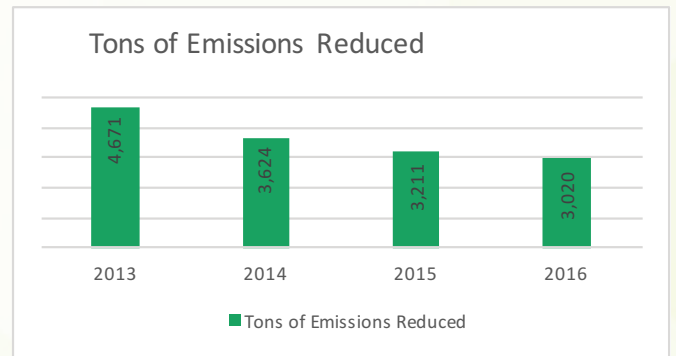
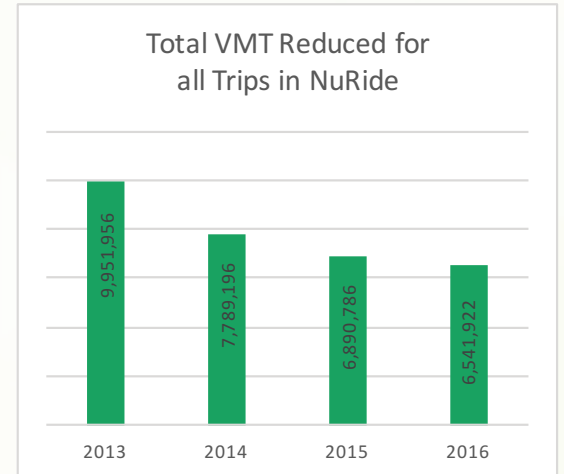
# Reducing SOVs in Southeastern Virginia

In FY 2016, TRAFFIX has made a difference by helping more than 9,476 people with their commuting services that include:

- Employer Resources
- Guaranteed Ride Program
- NuRide Rideshare Matching Program and Rewards
- Dedicated Vanpool Manager
- Park & Ride Solutions
- Outreach offices at Naval Station Norfolk and Newport News Transit Center
- HRT Support Services

## Measures & Successes

- Total Vehicle Miles Reduced (VMT) = 6,541,922
- Total Reduced CO2 Emissions = 3,020.07 tons
- Reduced 371,082 car trips
- Average commuting distance 18.8 miles
- Saved an average of 719 parking spots per day
- Commuters saved 3,640,091 in commuting-related expenses
- Commuters burned 8,802,997 calories commuting
- 622 organization participation
- Commuters saved 308,170 gallons of gas



# Commuter Programs and Results

## Outreach

Outreach staff meets with employers and command at all levels to educate and promote commuter options by performing the following tasks:

- Design, execute, and analyze employee commuter behavior.
- Conduct on-site presentations at employee/student orientations and command indoctrinations.
- Participate in employer-sponsored events such as health fairs, transportation fairs, environmental fairs, and benefit fairs.
- Attend numerous business networking functions sponsored by the following organizations: Downtown Norfolk Council, Peninsula Chamber of Commerce, Coliseum Central, Central Business District Association, and Hampton Roads Chamber of Commerce.

## Results

- Outreach to 97 military commands and 79 employers.
- Participated in 55 commuter events.
- Initiated 7 high-level meetings with commanding officers and executives.
- Conducted 10 employer surveys.
- Over 30% of employers partnered with TRAFFIX to proactively promote commuter options in the workplace.

## Military Outreach

The military outreach program has grown significantly and the outreach office located at Naval Station Norfolk remains highly active and successful. TRAFFIX has collaborated with the Transportation Incentive Program (TIP) managers and local TIP reviewing officials to promote TIP and TRAFFIX together. Annually, the TIP reviewing officials from the local military installations meet with TRAFFIX to discuss commuter needs and solutions.

Commuter surveys were conducted to assess the effectiveness of new and revised HRT MAX bus routes for the commuters on Naval Station Norfolk, Naval Support Activity Hampton Roads, Lafayette River Annex, and the Suffolk DOD Complex. In addition, commuter behavior surveys were conducted at Joint Expeditionary Base Little Creek, Naval Medical Center Portsmouth, and Naval Weapons Station Yorktown to explore awareness and commuter needs for the future.

The success of the military outreach at Naval Station Norfolk has resulted in Emily Cass (HRT) presenting at the 2016 Transportation Research Board Annual Meeting in Washington D.C. The presentation, "Creating Commuting Options in Hampton Roads" analyzed the challenges of commuting to Naval Station Norfolk as well as solutions commuters have benefitted from due to the outreach efforts of TRAFFIX. In addition, Emily Cass (HRT) and Sam Belfield (HRTPO) co-authored a feature article, "Finding the Right Solution" in the Transportation Management and Engineering supplement of the national magazine, Roads & Bridges.



## Annual Events

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





## Rideshare Matching



690

*Matches Attempted*

32

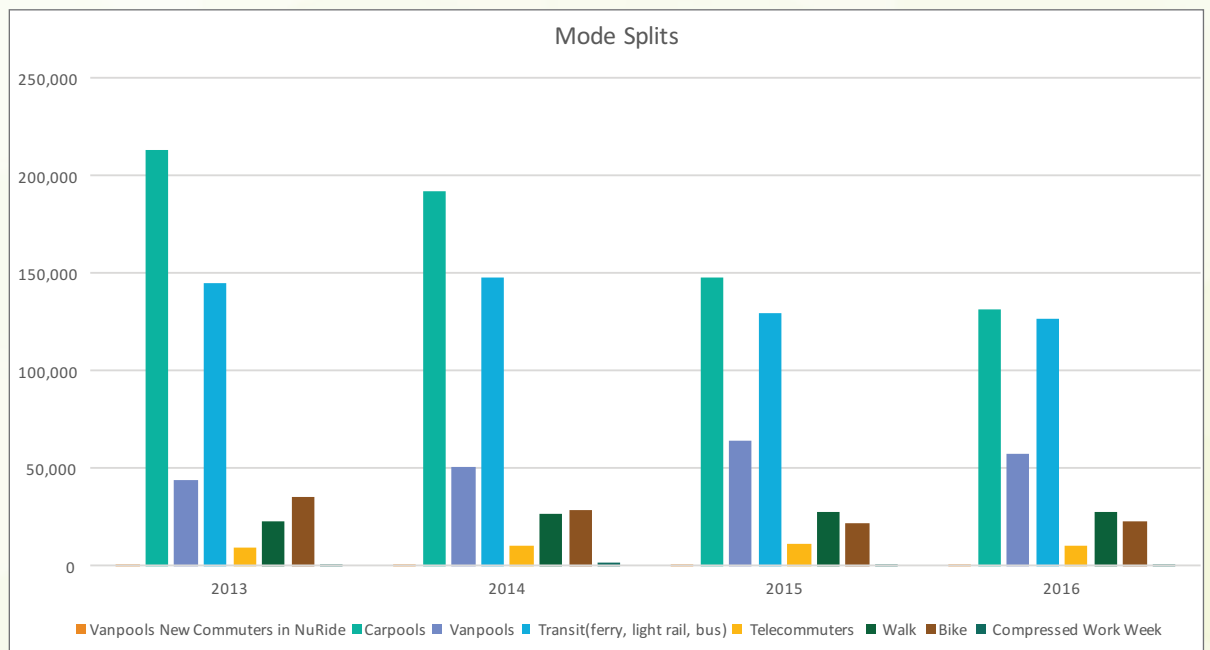
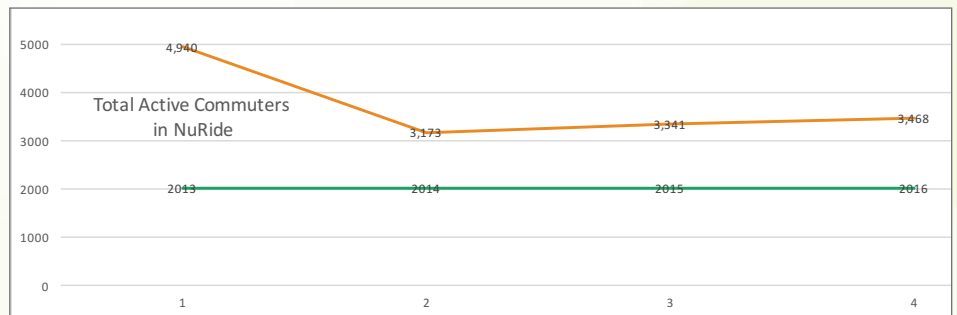
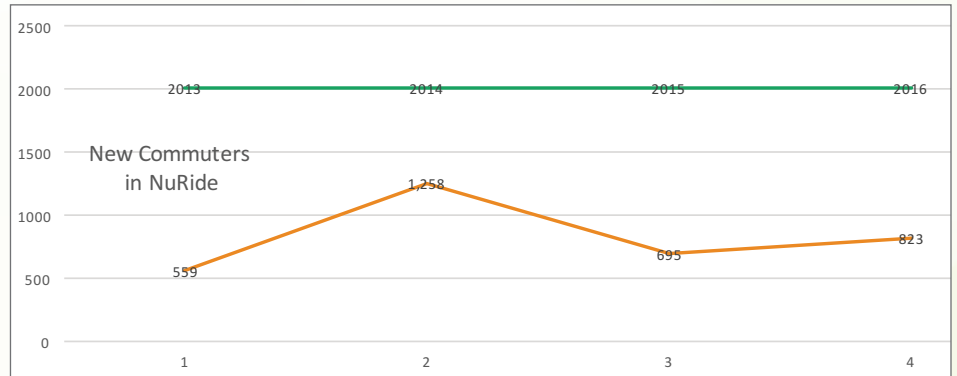
*Matched*

## Commuter Rewards

The 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 NuRide system to receive reward points. The points can be redeemed for restaurants, shops, or grocery store credits. In addition, there are quarterly raffles for a \$250 gift card to a major retailer.

Outreach staff can present employers with a commuting activity report which contains their employees use of transportation options.

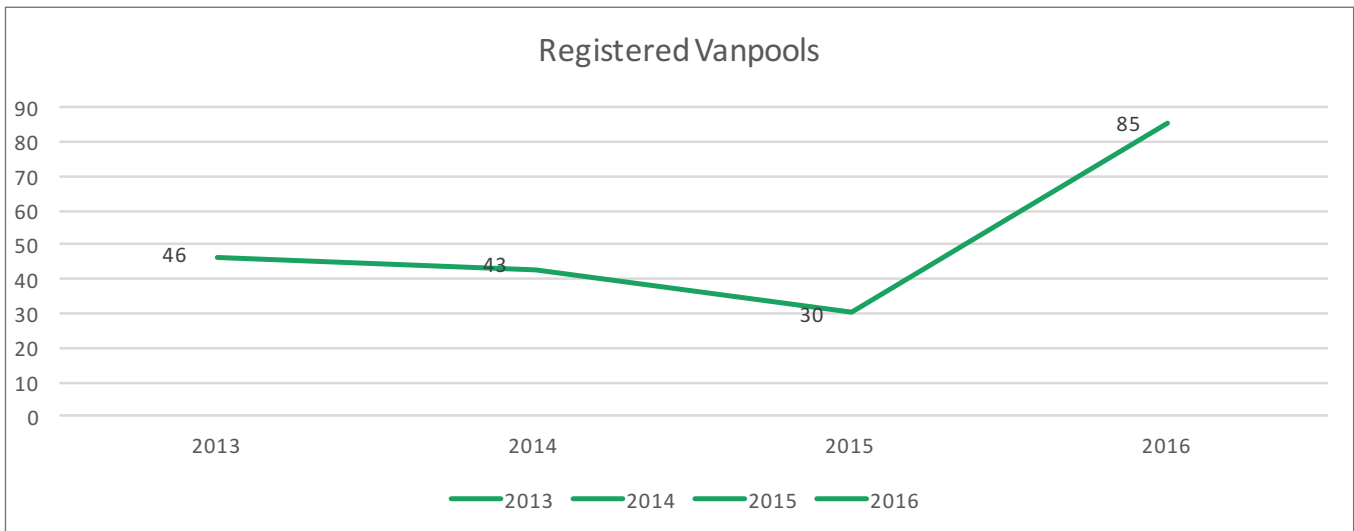
Mode splits throughout the years have been consistent with transit and carpool making up 69% of commuter options followed by vanpool at 15%. Telework, walk, bike, and compressed work week make up the remaining 26%.



## Vanpool Services

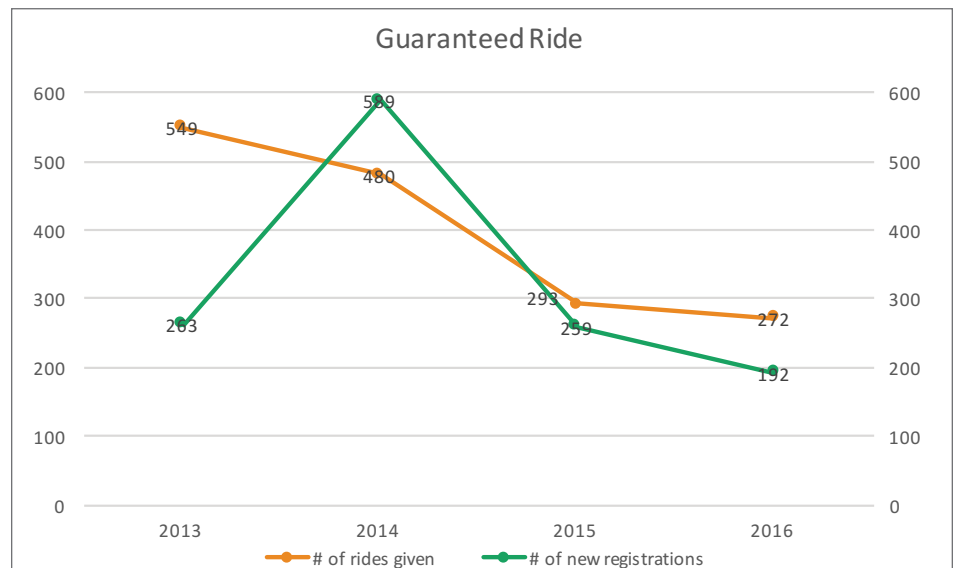
TRAFFIX continues to remove SOVs off the road through vanpooling. We have been diligent in promoting the commuting benefits such as less stressful commutes and cost savings on normal “wear and tear” of a vehicle including gas, tires, mileage, and maintenance.

At the beginning of the year, there were 24 vanpools in operation, all leased through vRide and Enterprise. To help incentivize vanpool creation, TRAFFIX provided a \$300 subsidy for 7 to 9-passenger vans and a \$325 subsidy for 12 and 15-passenger vans in addition to a Van Start/Van Save Subsidy. Both vendors worked with TRAFFIX outreach staff at commuter events, to promote vanpooling and its benefits. As a result of this partnership, there are 85 vanpools registered with TRAFFIX.



## Guaranteed Ride Program

The Guaranteed Ride Program is the cornerstone of what removes the obstacle from commuters who might not otherwise carpool. The possibility of becoming stranded when there is an emergency has deterred commuters from taking advantage of transportation alternatives. In the event a rider in a carpool, vanpool, or selected MAX bus routes has an emergency, TRAFFIX ensures they return to their point of origin.



**1140**

*Total Registered  
Participants*

**192**

*New Registrations*

**272**

*New Rides*

## GoPass365

The year ended close to projections in revenue with \$994,134 in GoPass365 sales, an increase from FY 2015. Ridership exceeded projections with 1,075,426 trips, an 8% increase over FY 2015. There were no changes in prices from FY 2015. The program has retained its FY 2015 participants with the addition of the Norfolk and Virginia Beach campuses of Centura College. In addition, the Downtown Norfolk Council (DNC) contributed fifteen businesses with its consortium.



### Participating Organizations of FY 2016

#### Educational Institutions:

Bryant & Stratton, Centura College, Eastern Virginia Medical School, Old Dominion University, Tidewater Community College, and Tidewater Tech Trades (Centura).

#### Business and Government:

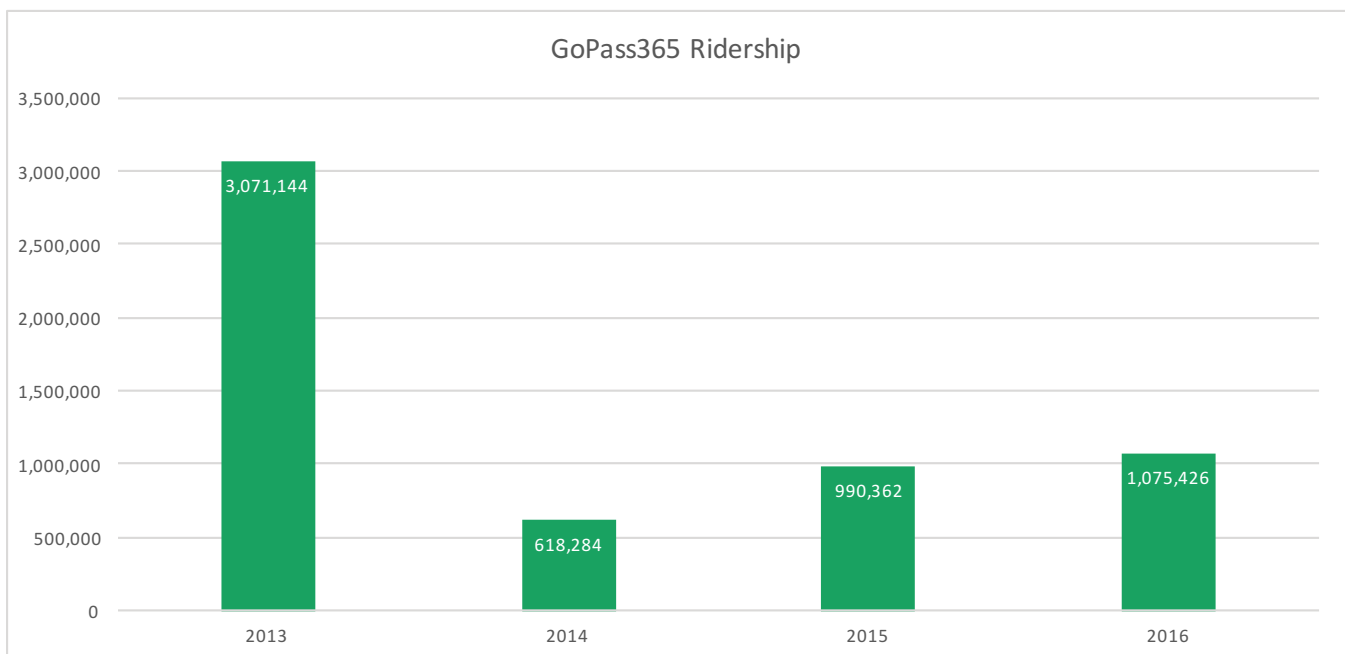
Downtown Norfolk Council, Newport News Shipbuilding, and U.S. Coast Guard.

## Revenue

	FY 2015:	FY 2016
Passes Sold:	7,474	7,422
Passes:	\$536,761	\$626,185
Per Swipe:	\$379,621	\$367,949
Total Revenue:	\$916,382	\$994,134

## Ridership

	FY 2015	FY 2016
Total:	990,362	1,075,426



# Financials

## 2016 Fiscal Year

Category	2016		2016
	Budgeted	Spent	Balance
Salaries & Benefits	\$550,000.00	\$561,795.00	\$(11,795.00)
Subscriptions	\$13,000.00	\$7,415.00	\$5,585.00
Phone & Utilities	\$8,800.00	\$5,963.00	\$2,837.00
Materials & Supplies	\$60,000.00	\$26,074.00	\$33,926.00
Travel & Meetings	\$25,000.00	\$23,408.00	\$1,592.00
Advertising	\$61,123.00	\$8,723.00	\$52,400.00
Hardware & Software	\$8,500.00	\$5,141.00	\$3,359.00
<b>Guaranteed Ride Program</b>	\$25,000.00	\$19,819.00	\$5,181.00
Professional Services	\$221,400.00	\$184,292.00	\$37,108.00
Miscellaneous	\$300.00	\$202.00	\$98.00
	<b>\$973,123.00</b>	<b>\$842,832.00</b>	<b>\$130,291.00</b>

## Previous Years

Category	2013		2014		2015		2015
	Budgeted	Spent	Budgeted	Spent	Budgeted	Spent	Balance
Salary & Benefits	\$550,000.00	\$477,496.75	\$608,074.84	\$608,074.84	\$550,000.00	\$552,450.66	\$(2,450.66)
Materials & Supplies	\$45,000.00	\$23,040.02	\$34,649.43	\$34,649.43	\$50,000.00	\$46,967.55	\$3,032.45
Professional Services	\$142,500.00	\$128,046.32	\$205,727.70	\$205,727.70	\$118,600.00	\$126,511.99	\$(7,911.99)
Guaranteed Ride	\$36,000.00	\$21,901.84	\$36,945.55	\$36,945.55	\$25,000.00	\$24,272.05	\$727.95
Advertising	\$200,000.00	\$38,081.46	\$101,984.61	\$101,984.61	\$170,250.00	\$167,246.40	\$3,003.60
Other	\$26,500.00	\$6,122.77	\$12,617.87	\$12,618.15	\$33,744.00	\$30,145.56	\$3,598.44
Ticket Vending Machines					\$52,406.00	\$52,405.79	\$0.21
<b>Total</b>	<b>\$1,000,000.00</b>	<b>\$694,689.16</b>	<b>\$1,000,000.00</b>	<b>\$1,000,000.28</b>	<b>\$1,000,000.00</b>	<b>\$1,000,000.00</b>	<b>\$0.00</b>



## *New Information Requests*

- 1,739 Total
- 295 Rideshare
- 400 Transit
- 31 Telework
- 43 Biking/Walking
- 147 Guaranteed Ride Program
- 823 General Information



## *Where Requests Originated*

- 2171 Through Events/Fairs
- 125 Website
- 39 Marketing Efforts
- 690 Rideshare Match Attempts
- 32 Rideshare Matches
- 192 GRP Registrations
- 273 GRP Trips
- 32 Vanpools Formed
- 136 Employers Contacted
- 50 Level 3 Employers
- 26 Level 4 Employers

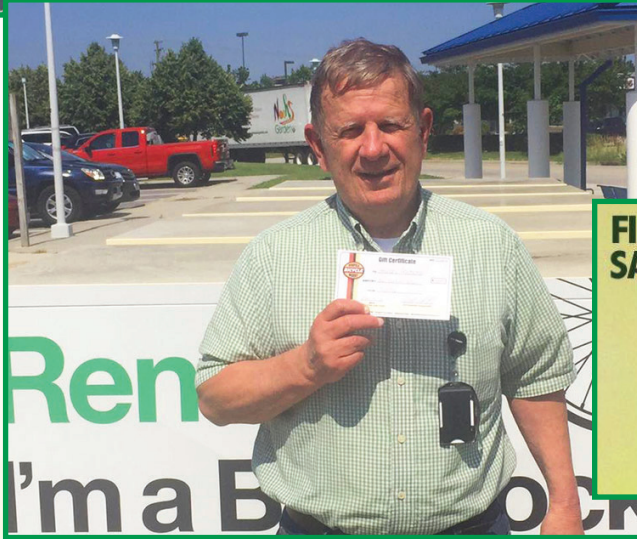


**Take the Pledge!**  
**Telework Week**  
 is March 7-11, 2016

**The Real Cost of Commuting**

- Time**  
Americans spend about 40 hours stuck in traffic each year.
- Money**  
Transportation is the 2nd largest expense for American households.
- Health**  
Public transit users take 30% more steps per day than people who drive.

Sign up for No-Ride Commuter Rewards and Win a Free Commuter Kit!



**FIND YOUR CARPOOL MATCH. SAVE MONEY. GET REWARDS.**

**SIGN UP WITH nuride AT GOTRAFFIX.COM**



# Summary

## Concluding an Amazing FY 2016 Year

The purpose of the annual report is to inform our stakeholder groups about the performance of the Program. This report does that in a very succinct manner. It outlines the good and the many healthy challenges we face.

TRAFFIX has sought to assure that our measures of performance are fair, flexible, and “stretches” our employees to perform a bit beyond the normal scope of their duties. Everyone is doing more to realize exceptional gains in their work environment.

This past year we embarked on new changes in some of the job duties of our employees. We emphasized growing park and ride locations that make good business sense to transit, carpoolers, and vanpoolers that would provide safe places for them to leave their vehicle during the day. One outreach employee will begin growing park and ride locations in FY 2017.

Another key success has been in the way we administer the vanpool program. HRT is no longer in the business of leasing vans. We now employ the efforts of two van leasing companies, vRide and Enterprise Rideshare. FY 2016 was a pivotal year for the program. We were successful to enhance and enlarge vanpool participation and grow the program. In addition, TRAFFIX was instrumental in the creation of a subsidy program designed to lower the cost of van leases by \$300 or \$350, depending on the size of the van (number of seats). This will have a huge and positive effect in FY 2017, as this subsidy program gets underway.

The GoPass365 program continues to captivate the interest of the private sector employers, military, and colleges and universities. The program has remained stable this past year with no customers opting out of the program and some new customers opting in. As a result of the program, HRT will see revenues of \$994,134 and ridership increasing from 990,362 trips in FY 2015 to over one million trips in FY 2016.

Our work with Naval Station Norfolk remains strong and vibrant. The offices of the Executive Officer and Commanding Officer have continued their practice of giving TDM a lot of attention with the common goal of reducing congestion. TRAFFIX staff have assisted in many ways, in concert with the Navy, to enhance TIP and commuting options on the installation.

We exist because our stakeholders see value in what we do. As part of this, it is our job to make sure that we truly are providing the region with a ‘bang for their buck’. Moreover, we communicate with the TRAFFIX Oversight Subcommittee regarding our accomplishments, our challenges, and making sure that they are “plugged in” to the TDM future of Hampton Roads.



