

Agenda Item 4: CVPDC Proposed FY2020 DRPT Applications – TDM & Mobility Program

RIDE Solutions services as the regional Transportation Demand Management (TDM) program to promote commuting options – ridesharing, transit, biking, walking, and telework - to residents and businesses in the greater Lynchburg, Roanoke, New River Valley, and Danville/Martinsville areas.

TDM – A Lynchburg Regional Local Transportation Study (LRCS) Articulated Need

The Lynchburg Regional Connectivity Study (LRCS), the CEDS Transportation foundation document, articulates the need to expand transportation services to increase job access and “build support for alternative transportation by encouraging collaboration, communication and problem-solving between employers, regional commuters, and transit operators” that:

- Expand business community outreach to support programs;
- Hold commuter reward programs;
- Promote employer vanpool program development; and
- Expand transit, vanpool, biking, carpool participation incentives.

DRPT – Vanpool and Expanded Car Matching Program Focus

Vanpool study underway in Region 2000

As part of our workplan, we’ve contracted with AECOM to conduct a feasibility study for vanpool operations in Region 2000. That study will be completed by June 30.

New Grant opportunity for marketing and creation of vanpools.

VDRPT has funding available to incentivize the marketing and creation of vanpools. Grant applications are due February 1. Funds are available on a draw down basis, so if we decide that the program is not right for the region, we are not obligated to draw down the grant funds. If we have the grant in hand, we can move to implement the findings of the study, should they be favorable to the establishment of vanpools. If not, we’re under no obligation to use the grant funds.

Vanpool Expansion Focus

DRPT has partnered with TDM agencies successfully to support vanpool programs through their VanStart and VanSave programs. However, the programs have been less successful in the southwestern, western areas. As such, to expand vanpools in Virginia, DRPT have established new VanStart and VanSave program application and program guidelines to increase program incentives and vanpool funding pilot eligibility. DRTP Vanpool!VA program funding to support vanpool startup by assisting with funds, up to \$200/seat, insurance assistance, employer/program incentives, and administrative program funding to support vanpool development.

Staff Recommendation:

Approve the submittal of two DRTP alternative transportation program applications to expand commuter and job access programs. Approval authorizes the Director to submit grant applications to DRPT’s Online Grant Administration (OLGA) system and provides approval for

matching funds. Applications will be to the DRPT TDM Operating Assistance Program, \$52,800 request and the Mobility Program, a \$90,000 request. Total CVPDC match for both programs is \$31,200.

Detail on grants:

FY2020 RIDE Solutions DRTP Application Submittal

1. Transportation Demand Management (TDM) Operating Assistance

12-month grant period: June 1 – July 30

Program provides funding to support commuter assistance program. Includes advertising, marketing, outreach, Guaranteed/Emergency Ride Home program, Ridematching system services (NuRide), training, transportation, salaries, overhead.

Proposed FY 2020 Application:

\$66,000 program: \$52,800 DRPT, \$13,200 LGC

2. Mobility Programs

Up to 24 month grant period: June 1 – July 30

Funding for special mobility programs to advance and encourage employer to develop, offer commuter benefits programs to high occupancy modes - vanpools, carpools. Funds will be used to support staff salaries, promotions and incentives, and financial assistance (monthly seat stipends, insurance assistance).

Proposed FY2020 Application:

\$90,000 Program: \$72,000 DRPT, \$18,000 LGC (over two years)

Program Value:

- Responds to direct action from the Connectivity Study, Long Range Transportation Plan, CEDS , VATrans, and Workforce Development Board;
- Coordinates the WDB, CVPDC, CVMPO to employers, public, state partners;
- Potentially provides FTA Section 5303 funding & National Transit Database (NTD) reporting value to GLTC;
- Supports CTB program priorities (reduced miles, mobility programs).