



Virginia Department of Rail and Public Transportation

TDM OPERATING ASSISTANCE AND
MOBILITY PROGRAMS
SUPPLEMENTAL GRANT APPLICATION

This document must be completed and attached to each TDM Operating Assistance and Mobility Program grant application in order for the application to be considered.

This supplemental grant application is for OLGA Grant Application Number:

13147

This application is for the following grant program: (Check Only One) Click on box to check.

- TDM Operating Assistance
Mobility Programs

If this is a Mobility Programs application, check the type of program/project: (Check Only One) Click on box to check.

- Employer Services/Outreach
Vanpool Program
Other

Name of Applicant Agency (as appears in the OLGA Account):

Region 2000 Local Government Council

Program/Project Contact:

Contact Name: Kelly Hitchcock

Contact Title: Planning & Development Director; RIDE Solutions Program Coordinator

Contact Email: khitchcock@region2000.org

Contact Phone Number: 434-845-3491

Program/Project Name: RIDE Solutions – Central Virginia Region

Describe the Service Area of Program/Project (Be specific and note target areas rather than an entire county or city): Use as much space as needed.

RIDE Solutions is the TDM program of four Planning District Commissions (PDC) regions that serve jurisdictions in central and southwest Virginia. There is considerable employment commuting between PDC areas, especially adjacent RIDE Solutions service area counties. The RIDE Solutions – Lynchburg Vanpool Program project will focus on the greater Lynchburg Planning District region which includes Lynchburg City, the counties of Amherst, Appomattox, Bedford and Campbell, and the towns of Altavista, Amherst, Appomattox, Bedford, and Brookneal. However, will extend and coordinate with the entire RIDE Solutions service region, and north to the Charlottesville area, and east towards Farmville.

According to the 2014 American Community Survey the Lynchburg region has a population of 257,660 and, by population size, Lynchburg ranks sixth out of Virginia's 11 metros (Source: Lynchburg Regional Connectivity Study, 2017). The Lynchburg Regional Connectivity Study concluded that Lynchburg is more reliant on highway infrastructure for intra-regional commuter movement, with approximately 93% of commuter drove alone, compared to 88% in the Commonwealth. According to the 2010 Census 85% of the PDC citizen's commute within Region 2000, with a large portion moving from the rural area into the MPO area. However, there are an approximate 10,000 commuters that move between the RIDE Solution other service areas, especially residents from Bedford County, and between the Roanoke, Lynchburg, and Pittsylvania commute shed.

There are two transit services in the region. Greater Lynchburg Transit Company (GLTC) is the transit provider for Lynchburg City and a small urban, fringe of Amherst County. GLTC is a primary partner in the vanpool development program and NTD reporting coordinator.

A map of the Planning District 11 area and the larger RIDE Solutions service region is provided as Attachment 1- Project Area Map.

Does your agency have a TDM Plan that has been adopted by your agency's governing body? Click on box to check.

YES Date adopted:

NO

If the answer to the above question is YES, is this program/project and all if its components included in the agency's TDM Plan? Click on box to check.

YES

NO

If NO, explain what conditions changed to merit this non-planned program/project: Use as much space as needed.

Region 2000 Local Government Council (LGC) joined RIDE Solutions in 2014 and has, since this time utilized the TDM Program Plan that was developed by Roanoke Valley Alleghany Regional Commission. The TDM Program Plan has not been officially adopted by the Local Government Council. However, both the LGC and the Central Virginia Metropolitan Planning Organization (CVMPO) adopt, on a yearly basis, the organization work program, program activities, staff support and endorse match contribution to participate in the RIDE Solutions TDM program. Additionally, the LGC Program Coordinator, in partnership with the regional RIDE Solution partners has developed a RIDE Solutions Work Program that has served to guide activities.

Most recently, the value of advancing vanpools within the greater Lynchburg and PDC 11 region is furthered evidenced by the match and program priority to undertake the current Region 2000 Vanpool Program Implementation Plan, an underway vanpool study, funded by DRPT and CVMPO, that will be completed in July 2019. This study was brought about through coordination with the Central Virginia Workforce Development Board (CVWDB), CVMPO, GLTC and business community and will serve as the foundation for this application.

The regional partners recognition of the need for vanpools and the interest in facilitating transportation implementation activities is the foundation for submitting this application in advance of the completed Region 2000 Vanpool Program Implementation Plan. All parties are confident in the completion and use of the pending Vanpool Implementation Plan, and most importantly, the ability to capitalize on the communication and employer coordination, to guide the staff, employer outreach, marketing, and business coordination activities to execute vanpools in the region.

It is recognized that new DRPT guidelines will in the future require a developed, DRPT-approved, and agency adopted Transportation Demand Management Plan for all future applications. All the activities, including the pending Region 2000 Vanpool Program Implementation Plan, the Lynchburg Regional Connectivity Study, the Central Virginia Long Range Transportation Plan, the Workforce Development Board Strategic Plan, and the vanpool program activities, executed a result of the FY2020 DRPT Mobility Program award, will serve as the basis for an updated TDM Plan.

Vanpool project support, including match confirmation, is provided as Attachment 2 – Lynchburg Region Vanpool Program Support.

What transportation problem(s) will this program/project solve? Use as much space as needed.

Access to work, especially for persons living in rural areas, is a recognized and widely articulated need throughout Virginia. The VTrans 2040 (see www.vtrans.org) establishes five (5) goals including Accessible & Connected Places to “increase the opportunities for people and businesses to efficiently access jobs, services, activity centers, and distribution hubs”. Within VTrans in the VMTP Tiered Consolidated Needs – Lynchburg District noted needs included “mode choice need to better serve inter and intra-regional centers” (VTrans 2040 – Vtrans Multimodal Transportation Plan 2025 Needs Assessment, November 2017; pg. 22). Further evidence of the challenge for rural commuters to access work in the region is highlighted in the Activity Center Analysis of VMTP 2020 Needs Assessment Central Virginia Region Profile (pgs. 8-10) where a GIS-special analysis of employment centers shows work centers within and just outside of the City of Lynchburg, on the fringes of Roanoke, and a small number in rural community centers.

Developed in 2017 by VDOT -Lynchburg District & Virginia Office of Intermodal Planning and Investment (OIP), the Lynchburg Regional Connectivity Study was developed to consider how the region’s transportation connectivity impacted the region’s economic competitiveness. A key component of the data-driven study included a review of the labor market and the ability of residents to access employment hubs. The study recognized that the overall value of the built transportation network was an asset and that skilled labor force, employment base, attraction, transportation access, decline in adult employment population, and talent retention and attraction were economic vitality contributors. The study outlines “ways which the region can work to address important connectivity factors that influence how desirable an area is to skilled workers, including multimodal transportation options and digital connectivity, as well as quality of place” (Executive Summary pg ii). Development of vanpool and expanded coordination with employers and the workforce community are actions stated in the study.

DRPT Vanpool!VA was created to “increase the number of vanpools and the use of vanpooling in the Commonwealth of Virginia (Source: www.drpt.virginia). The desire of the CVPDC, the Central Virginia Workforce Development Board, and the participating localities in submitting this DRPT Mobility Programs application is to be able to respond directly to the identified needs in these local, regional, and statewide planning documents. It is recognized that the Region 2000 Vanpool Program Implementation Plan is not completed at the time of this application submittal. However, the study will be complete by the time of award and project award contract, the study will serve as the program implementation guideline, and lastly, serves as evidence of the desire of the project partners to be in a position to begin this project and not wait for a future, potentially a year, to begin the business interest and momentum being generated through the current vanpool study.

How was the problem(s) identified? Cite specific and research and other data to support the problem(s) identified. Attach research studies and data used. Use as much space as needed.

The Vtrans 2040 (www.vtrans.org) establishes five (5) goals including Accessible & Connected Places to "increase the opportunities for people and businesses to efficiently access jobs, services, activity centers, and distribution hubs." Within VTrans in the VMTP Tiered Consolidated Needs (pg. 22) Lynchburg District noted needs include:

- L17 Within the Lynchburg District, the US 460 corridor between Bedford and Farmville has redundancy, mode choice, safety and reliability needs;
- L10 Within the Central Virginia MPO and in Bedford County, the US221/US460 corridor has travel time reliability and mode choice need to better serve inter and intra-regional centers.
- L15 Within the Lynchburg District, the US 29 corridor between Danville and Lynchburg has mode choice and travel demand management (TDM) needs associated with intercity travel.
- L8 Within the Lynchburg District and through Bedford County, the rural areas have needs to connect to the rural workforce to activity centers.

In 2017 VDOT Lynchburg District and the Virginia Office of Intermodal Planning and Investment developed the Lynchburg Regional Connectivity Study (Connectivity Study) to "assess the adequacy and economic impact of regional connections linking Lynchburg and the rest of Central Virginia" (Source: EDR Group, www.edrgroup.com). The Connectivity Study, the first of its kind in Virginia, is an in-depth study to consider how the region's transportation connectivity – road, air, rail, multimodal, transit – impact the region's economic vitality, growth, and competitiveness.

The Connectivity Study, a data-driven study, is organized according to three themes and eight strategy areas. The Labor Market and Intra-Regional Connectivity theme includes strategies that "respond to identified challenges in the Lynchburg region with access to labor, attracting and retaining young adults, and transit access, while working to preserve and enhance existing advantages associated with low levels of congestion" (Connectivity Study; pg. 71). Additionally, the study 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" (Connectivity Study Executive Summary; pg. 3). Within the Strategy Area: Transit & Transportation Demand Management (TDM) the study identifies the recommended actions to:

- Enhance outreach to the business community through partnerships between RIDE Solutions, the Region 2000 Workforce Development Board (now the Central Virginia Workforce Board);
- Promote Statewide Vanpooling Efforts - Vanpool!VA. Investigate opportunities for the region to benefit from DRPT's emphasis on expanding vanpooling in rural and small urban areas; and
- Encourage and incentivize employers to provide transit and vanpool programs.

The Connectivity Study, adopted by the LGC and the CVMPO, serves as the foundation for transportation goals and activities for the The Region 2000 Comprehensive Economic Development Strategy (CEDS), the region's five-year blue-print to diversify and strengthen the region's economic vitality, and The Region 2000 CEDS Implementation Action Plan, the summary of actions, programs, and partners to guide, monitor, and accomplish the CEDS goals and visions. The CEDS Action Plan expands specific activities, programs, partners, and measurable actions to achieve the CEDS stated objectives.

DRPT Vanpool!VA was created to "increase the number of vanpools and the use of vanpooling in the Commonwealth of Virginia (Source: www.drpt.virginia). The development of a vanpool program, provided through this FY2020 Mobility Programs application responds directly to the identified needs of these local, regional and statewide planning documents. It is recognized that the Region 2000 Vanpool Program Implementation Plan is not completed at the time of this application submittal. However, the study will be complete by the time of award and project award contract, the study will serve as the program implementation guideline, and lastly, serves as evidence of the desire of the project partners to be in a position to begin this project and not wait for a future, potentially a year or more, to capitalize on the interest and momentum generated through the vanpool study.

Attachment 3 provides copies of - the Lynchburg Regional Connectivity Study; the Connectivity Study Executive Summary; the Initiative 8 - CEDS Transportation & Infrastructure Initiative excerpt; and the VTrans 2040 - VMTP 2025 Needs Assessment Central Virginia Region. Additionally the Lynchburg Regional

Connectivity Study is available at <https://www.localgovernmentcouncil.org/transportation-studies.html> and the Region 2000 Comprehensive Economic Development Strategy (CEDS) & the CEDS Implementation Action Plan area available at <https://www.localgovernmentcouncil.org/ceds.html>.

PERFORMANCE MEASURES

List the Goal(s) for This Grant

A goal is a statement about the expectation of what should happen as a result of your program/project (the desired result or outcome). Serves as the foundation for developing your program/project and its objectives.

1. Develop vanpools to provide residents, especially those living and working in rural areas, reliable and affordable transportation access to employment and workforce centers.
2. Increase RIDE Solutions trip planning data base registrations.
3. Increase shared miles traveled and recorded within the National Transit Database, NTD.
4. Increase collaboration and communication between area employers, the Central Virginia Workforce Development Board, Central Virginia Planning District Commission, Central Virginia Metropolitan Planning Organization (CVMPO), Lynchburg Regional Transportation Advisory Committee (LRTAG), and the Lynchburg Regional Business Alliance (LRBA) to ensure TDM program services and vanpools serve the needs of area employers, commuters, and job seekers.

List the Objective(s) to Fulfill or Achieve Each Goal

Objectives describe the activities/services/strategies/programs that will be utilized to achieve the goals above. All objectives must be S.M.A.R.T in nature and a goal can have more than one objective.

- | | |
|---------------|---|
| Goal 1 | <ul style="list-style-type: none"> • Develop targeted vanpool program outreach and marketing that responds to the needs of the region's employers and employees. • Create multi-regional advertising campaigns, with emphases along the region's primary commute corridors (460, 221, 29, 501). • Utilize the region's business organizations, Central Virginia Workforce Development Board, Lynchburg Regional Business Alliance (LRBA), the regional Economic Development Directors, and area Chambers, to develop unified program communication connections with area employers. • Sponsor and promote tailored vanpool participation and incentive programs; • Implement and market programs that support participation in vanpools (GRH). |
| Goal 2 | <ul style="list-style-type: none"> • Hold vanpool program information and marketing events with local employers. • Hold vanpool program information and marketing events with workforce organizations (e.g. LRBA, chambers), human resource groups (e.g. Lynchburg Regional Society for Human Resource Management, SHRM). • Create multi-regional advertising campaigns. |
| Goal 3 | <ul style="list-style-type: none"> • Develop, and once developed maintain, vanpools. • Implement and maintain a robust, reliable and accountable vanpool management and NTD recordation process. • Expand coordination with the local transit provider and establish accountable recording methodology |

Goal 4	<ul style="list-style-type: none"> • Participate in the regional Talent Solutions Team, Lynchburg Regional SHRM, LRBA Business Retention, and other local committees that expand access to primary employers and expands RIDE Solutions TDM and vanpool program outreach and participation. • Ensure that TDM program services are recognized and incorporated within the planning and program activities of regional planning and economic development groups (e.g. CVMPO, LRTAG, LRBA, CVPDC).
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BUDGET DETAIL

What is the source of the local match for this program/project?

100% of the \$18,000 Mobility Programs grant match, per Commission approval motion at the January 17, 2019 meeting, will come directly from the Region 2000 Local Government Council who will, beginning March 1, 2019 be called, the Central Virginia Planning District Commission (CVPDC).

Budget categories and budget detail requirements *(covers some but not all of the budget categories)*

Salaries and Wages:	List the staff names and titles, description of duties for this program/project and the percentage of total salaries and wages charged to this program/project. Attaching staff's official job description is helpful
Fringe Benefits:	Detail what is covered by this budget.
Education & Training:	List the name, purpose and location of each education and training session and staff names planning to attend them.
Supplies & Materials:	List the supplies anticipated to be purchased with this budget.
Travel:	List the types of travel to be charge and what travel charges are covered by this budget. Include the names and locations of workshops and similar travel, especially if overnight travel will be needed.
Printing & Reproduction:	List all of the items that will be printed or reproduced.
Advertising & Promotional Media:	List the advertising and promotions that will be charged; include names of publications and media.
Dues & Subscriptions:	List each membership organization, subscription and approximate amounts
Indirect Costs:	Describe what is covered in this cost. (not eligible for Mobility Programs grants)
Professional Services:	List the number and titles of contractor staff and describe the work they will perform. (This budget item is for contract staff time expenses only. All other contractor expenses should be listed in separate budget categories.)
Guaranteed/Emergency Ride Trips:	Note how many trips this budget includes. Provide details of the operations of the G/ERH program in the next section on Special Program/Project Components.

Promotional Items: List the items to be purchased and the estimated unit cost. Include an explanation of how, when and for what purpose or event they will be used.

Incentives: List the amount, type, product name and the recipients of incentives to be provided. Provide details of incentive program operations in the next section on Special Program/Project Components.

For each budget category used in the OLGA application, enter the budget category name and describe in detail the expenses that budget category will cover.

Budget Category	Budget Detail
Salaries and Wages: \$30,800	<p>\$30,800 Kelly Hitchcock, Planning & Development Director; RIDE Solutions Program Coordinator, <u>Program Duties:</u> Manage vanpool program; lead employer/organization outreach activities; develop or facilitate marketing program/materials, participate in key partner organization meetings; maintain DPRT program reporting; guide website and social media updates; participate in training. <u>Salary %:</u> Estimated at initially 10% or 17 hr/month at \$30.23.</p> <p>Rosalie Majerus, Deputy Director of Finance <u>Duties:</u> Manage program payments and DRPT financial reporting <u>Salary %:</u> 4% or 8 hrs/month at \$39.96.</p> <p>Susan Cook, Administrative Assistant Duties: Assist with occasional marketing coordination Salary %: 2% or 4 hrs/month at \$17.68</p> <p>NOTE: As program implementation progresses during this two-year program, it is anticipated that another staff, possible part-time, will be needed. The details of program staffing needs will be further developed within the pending Region 2000 Vanpool Implementation Plan.</p>
Fringe Benefits: \$12,000	<p>\$12,000 Kelly Hitchcock 17 hrs/month at \$16.71; Rosalie Majerus 8 hr/month at \$22.09, and Susan Cook 4hrs/month at \$9.77.</p>
Education & Training: \$1,000	<p>\$1,000 <ul style="list-style-type: none"> Meeting/visiting TDM/PDC partner to learn; best practices </p>
Supplies & Materials: \$2,000	<p>\$2,000 Possible NTD or program support software; possible park and ride location signage; other program materials per DRPT approval.</p>
Travel: \$2,000	<p>\$2,000</p> <ul style="list-style-type: none"> Travel associated with employer/organization program event; TDM training or other vanpool program training associated with vanpool program

Printing & Reproduction: \$2,000	\$2,000 <ul style="list-style-type: none"> • Print collateral (e.g. brochures, posters).
Advertising & Promotional Media: \$6,200	\$6,200 RIDE Solutions tailored vanpool program advertising through local print news outlets, media (e.g. WSET), regional newsletters and specialized employer and organizational newsletters, websites, social media, bill boards. *Coordination and reporting between the CVPDC TDM/RIDE Solutions Operating and Mobility programs for media and advertising program funding will be implemented according to DRPT guidance and tailored marketing activities.
Professional Services: \$3,000	\$3,000 <ul style="list-style-type: none"> • Potential special vanpool program media development where professional photography, video, etc. service.
Guaranteed/Emergency Ride Trips: \$1000	\$1000 Area cabs, Uber rides, or other associated exclusive to vanpool program participants.
Promotional Items: \$3,000	\$3,000 RIDE Solutions vanpool program promotional items will include small incentive give-a-ways and participation rewards (per DPRT allowable expenditures) to facilitate participation and interest. There will be specific vanpool program promotional activities, such as special employer recognition, buttons, etc. to highlight the unique and specialized mobility participation associated with vanpools. *Coordination and reporting between the CVPDC TDM/RIDE Solutions Operating and Mobility programs for media and advertising program funding will be implemented according to DRPT guidance and tailored marketing activities.
Incentives: \$28,000	\$28,000 The program incentives are the direct vanpool, both VanStart & VanSave, program seat subsidies and program insurance assistance eligible via DRPT and federal vanpool program eligible expenses. Funds will also include activities (e.g. Lunch and Learns) that facilitate employer interest/participation in vanpools, including taxing support programs.

SPECIAL PROGRAM/PROJECT COMPONENTS

*In this section, describe in detail special components of the program/project that are promoted independently. This includes, but not limited to all activities/services/strategies/programs funded by this grant, including **Guaranteed/Emergency Ride Home** programs, **incentive** program, **contests** and **challenges**, **ridematching** program, **Try Transit Week**, etc.*

Program/Project Component Name:	Guaranteed/Emergency RIDE Home
Explain how the program/project component will operate.	Program will be managed through the local RIDE Solutions Coordinator. Program eligibility and use tracking will be maintained through the program software. The program marketing will, generally, be incorporated within the broad TDM and vanpool program marketing.
What specific marketing tools/activities will be utilized to promote the component?	GRH services will be incorporated within the general RIDE Solutions program and tailored vanpool program marketing that will include print, video, billboard, social media, and radio.
How will the component be measured for success?	The GRH program success will be connected directly to the number of vanpools developed, the number of vanpool riders, and RIDE Solutions registrations.

What results will be documented?	The number of GRH trips taken and the direct amount of financial reimbursement issued
Program/Project Component Name:	VanStart
Explain how the program/project component will operate.	Ride Solutions Program Coordinator (RS Coordinator) will, through a range of communication and outreach avenues and through local partnerships, will assist in developing new vanpools in the greater Central Virginia planning district region.
What specific marketing tools/activities will be utilized to promote the component?	Tailored vanpool marketing will include print, video, billboard, social media, special television program participation (e.g. news shows) and radio.
How will the component be measured for success?	The number of employer partners; the number of vanpools developed; employer confirmation of expanded skilled workforce/positions filled; number of vanpool commuters; number of miles recorded via NTD; program benefit provided, via recorded NTD, to local transit partners.
What results will be documented?	The number of vanpools developed, the number of commuters, the amount of VanStart funds used to support vanpool development, the reported shared miles within NTD, social media use metrics. NOTE: All of the DRPT vanpool reporting metrics will be maintained
Program/Project Component Name:	VanSave
Explain how the program/project component will operate.	Program will be managed through the local RIDE Solutions Coordinator. Program eligibility and use tracking will be maintained through the program software. Program marketing will, generally be incorporated within the broader Vanpool!VA programs marketing with employers. VanSave is a program element that will be later within the CVPDC vanpool program development and for the purpose in maintaining vanpools developed via this startup program service.
What specific marketing tools/activities will be utilized to promote the component?	VanSave will be incorporated within the general RIDE Solutions program marketing. However, VanSave will not have the broad level of mainstream marketing as the program benefits will be for those employers and commuters that are already participating in vanpools. Thus, this is a maintenance program with less targeted marketing.
How will the component be measured for success?	Success will be measured by the number of developed vanpools that are maintained, the increase in riders of the vanpool, and through a reduced need for VanSave subsidies utilized.
What results will be documented?	The number of vanpools maintained, the number of commuters served, the number of new riders, the amount of VanSave funds used to maintain vanpools, the reported shared miles within NTD, social media use metrics. NOTE: All of the DRPT vanpool reporting metrics will be maintained.
Program/Project Component Name:	CVPDC Vanpool Program Website
Explain how the program/project component will operate.	The vanpool program website will be a tailored web presence that will include unique connections to the region, have testimonials from local businesses and vanpool participants, tie to the larger RS GIS mapping, include links to employers. The interaction and value of this project element will develop as employers participate and vanpools are developed.
What specific marketing tools/activities will be utilized to promote the component?	Vanpool program marketing that will include print, video, billboard, social media, special television program participation (daily shows) and radio.

How will the component be measured for success?	Number of vanpools, maintaining vanpools, the use and metrics of social media.
What results will be documented?	Social media/website access metrics, recordation of contacts and communication as a result of marketing
Program/Project Component Name:	Vanpool Recognition Employer Event
Explain how the program/project component will operate.	Hold event (breakfast) with employers for vanpool participants. Include special promotion award. * Food only eligible per DRPT approval and funds will be from local program match.
What specific marketing tools/activities will be utilized to promote the component?	Newsletter with employers, media
How will the component be measured for success?	Number of employer events, change in participant numbers
What results will be documented?	Documentation, reports
Program/Project Component Name:	
Explain how the program/project component will operate.	
What specific marketing tools/activities will be utilized to promote the component?	
How will the component be measured for success?	
What results will be documented?	
Program/Project Component Name:	
Explain how the program/project component will operate.	
What specific marketing tools/activities will be utilized to promote the component?	
How will the component be measured for success?	
What results will be documented?	

Vanpool Formation

Work with residents, employers, employees and vanpool companies to find commuters with similar commutes, and form new vanpools and put riders in existing vanpools.

VanStart/VanSave Assistance

Provide vanpool assistance information to all new and qualifying existing vanpool operators, identify operators that may be in need of financial assistance, work with operators to complete the application, and maintain eligibility throughout the life of the incentive. This program will follow the guidelines provided by the Department.

The Local Match for this grant will be provided by cash contributions from:

Members of CVPDC

BUDGET CATEGORY AND DETAIL

Salaries and Wages

Kelly Hitchcock, Planning & Development Director; RIDE Solutions Program Coordinator

Rosalie Majerus, Deputy Director of Finance

Susan Cook, Administrative Assistant

Budget Amount: \$30,800

Fringe Benefits

Fringe benefits for Kelly Hitchcock; Rosalie Majerus, and Susan Cook as associated with this project.

Budget Amount: \$12,000

Education & Training

Meeting/visiting TDM/PDC partners to learn; best practices

Budget Amount: \$1,000

Supplies & Materials

General office supplies. Additionally, purchase of a vanpool data system, park and ride location signage and other program materials may be allow with prior approval from the Department.

Budget Amount: \$2,000

Travel

Travel costs associated with travel to meetings, promotional events and vanpool program training.

NOTE: All conference and overnight travel require a pre-check from the Department.

Budget Amount: \$1,000

Printing & Reproduction

Printing and production of marketing materials. The RIDE Solutions brand will be maintained on all marketing materials.

Budget Amount: \$2,000

Advertising & Promotional Media

Media buys for advertising of CVPDC's RIDE Solutions vanpool program. The RIDE Solutions brand will be maintained on all marketing.

Budget Amount: \$6,200

Guaranteed/Emergency Ride Trips

Taxi and Uber rides associated with CVPDC's Guaranteed Ride Home ("GRH") program. Only GRH rides for commuters that use vanpools will be charged to this project.

Budget Amount: \$1,000

Professional Services

Contractor work to design marketing materials and advertisements. The RIDE Solutions brand will be maintained on all marketing materials and advertising.

Budget Amount: \$3,000

Promotional Items

Purchase of promotional items with unit cost of \$5.00 or less.

Budget Amount: \$3,000

Vanpool Subsidies/Stipends/Incentives

Incentives and financial assistance to start new vanpools, maintain operations of existing vanpools and encourage new riders to try vanpooling.

Budget Amount: \$28,000

Vanpool Formation

Work with residents, employers, employees and vanpool companies to find commuters with similar commutes, and form new vanpools and put riders in existing vanpools.

VanStart/VanSave Assistance

Provide vanpool assistance information to all new and qualifying existing vanpool operators, identify operators that may be in need of financial assistance, work with operators to complete the application, and maintain eligibility throughout the life of the incentive. This program will follow the guidelines provided by the Department.

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BUDGET CATEGORY AND DETAIL

Salaries and Wages

Kelly Hitchcock, Planning & Development Director; RIDE Solutions Program Coordinator

Rosalie Majerus, Deputy Director of Finance

Susan Cook, Administrative Assistant

Budget Amount: \$30,800

Fringe Benefits

Fringe benefits for Kelly Hitchcock; Rosalie Majerus, and Susan Cook as associated with this project.

Budget Amount: \$12,000

Education & Training

Meeting/visiting TDM/PDC partners to learn; best practices

Budget Amount: \$1,000

Supplies & Materials

General office supplies. Additionally, purchase of a vanpool data system, park and ride location signage and other program materials may be allow with prior approval from the Department.

Budget Amount: \$2,000

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NOTE: All conference and overnight travel require a pre-check from the Department.

Budget Amount: \$1,000

Printing & Reproduction

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Budget Amount: \$6,200

Guaranteed/Emergency Ride Trips

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Budget Amount: \$1,000

Professional Services

Contractor work to design marketing materials and advertisements. The RIDE Solutions brand will be maintained on all marketing materials and advertising.

Budget Amount: \$3,000

Promotional Items

Purchase of promotional items with unit cost of \$5.00 or less.

Budget Amount: \$3,000

Vanpool Subsidies/Stipends/Incentives

Incentives and financial assistance to start new vanpools, maintain operations of existing vanpools and encourage new riders to try vanpooling.

Budget Amount: \$28,000