



Commuter Assistance Program Strategic Plans

Moving from Plan to Implementation

Log for AICP CM Credits

Session #9311791



CAPSP Requirements

- Response to changing demographics and new technologies
- Emphasis on data driven identification of target customers and target markets
- Aim to cost effectively maximize increases in
 - Carpooling
 - Vanpooling
 - Transit ridership

The Plan Behind the Brand



Why Rebrand?

- Replacing an outdated brand
- Confusing to our customers
- Reaching new audiences and changing demographics
- Expansion of services we support
- Better alignment with mission, vision, and goals

Old Mission Statement

- To assist in the continued efforts to decrease traffic congestion and greenhouse emissions in southeastern Virginia by reducing the number of Single Occupancy Vehicles (SOV's) commuting to work through ridesharing. Encourage the usage of alternatives to driving such as public transportation, carpool and vanpooling, biking, walking and teleworking and the establishment of employer transportation programs and incentives.

Vision & Mission Updated

Vision:

- TRAFFIX will advance sustainable transportation solutions that reduce congestion and improve air quality in Hampton Roads.

Mission:

- TRAFFIX advocates for sustainable transportation options by connecting employers and commuters with free resources and innovative solutions through strategic marketing, targeted outreach, and commuter programs.

Brand Concepts



Focus groups were held from June to August to include:

- Professional and business organizations
- Student transit riders
- Internal stakeholders

Brand Rollout

August

- Select new branding concept based on stakeholder feedback

September

- Prepare Plan and implementation team

October

- Communication to internal stakeholders

November

- Begin external launch and CAP Strategic Plan implementation strategies





goCommute

Commuter Solutions



CAP Strategic Plan

Population

7% decrease in people living/ working in Hampton Roads since 2019.

Peak-Hour Commuting

People commuting five days a week has decreased since the pandemic. People travel long distances at nontraditional hours for many Hampton Roads industry jobs.

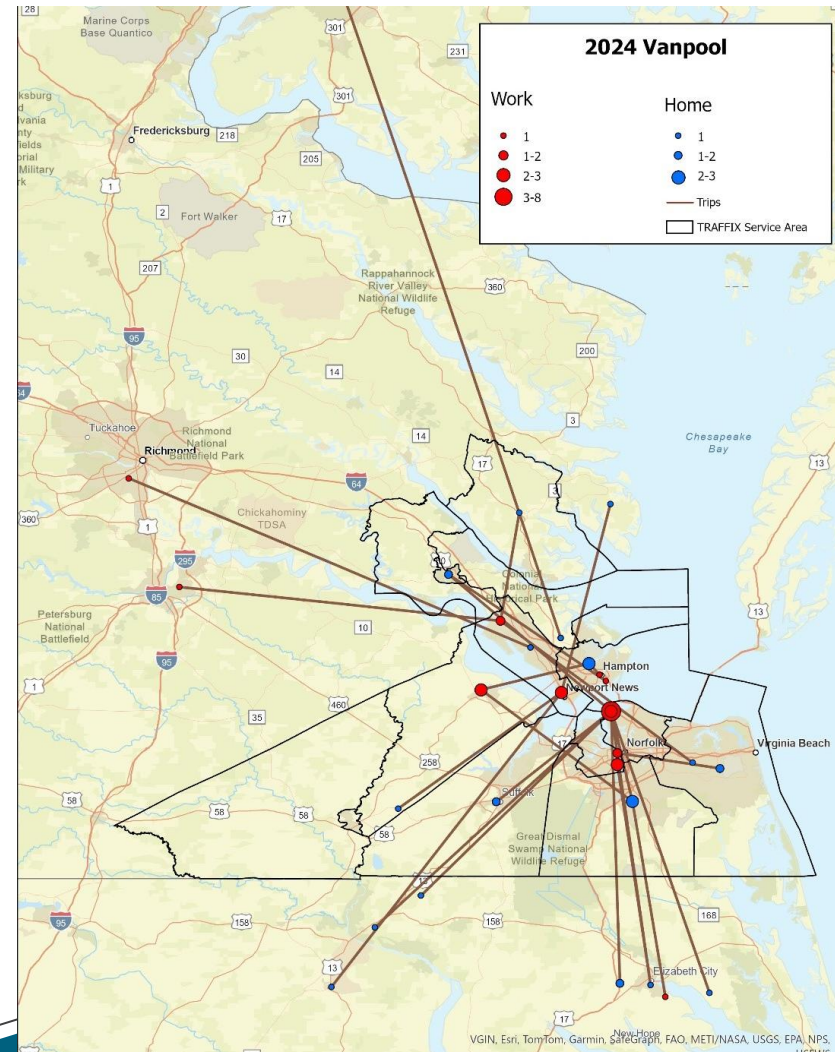
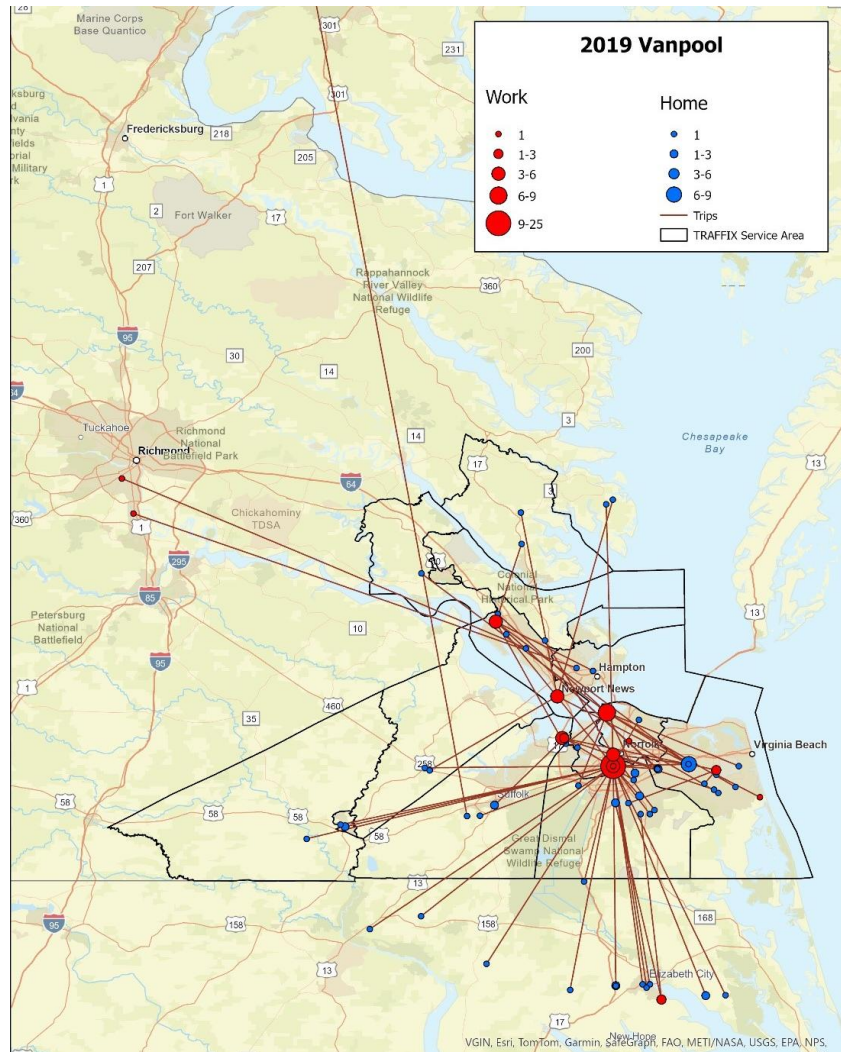
Shopping and Recreation

People shop online more while attendance at in-person recreational and entertainment destinations still far below pre-pandemic levels.

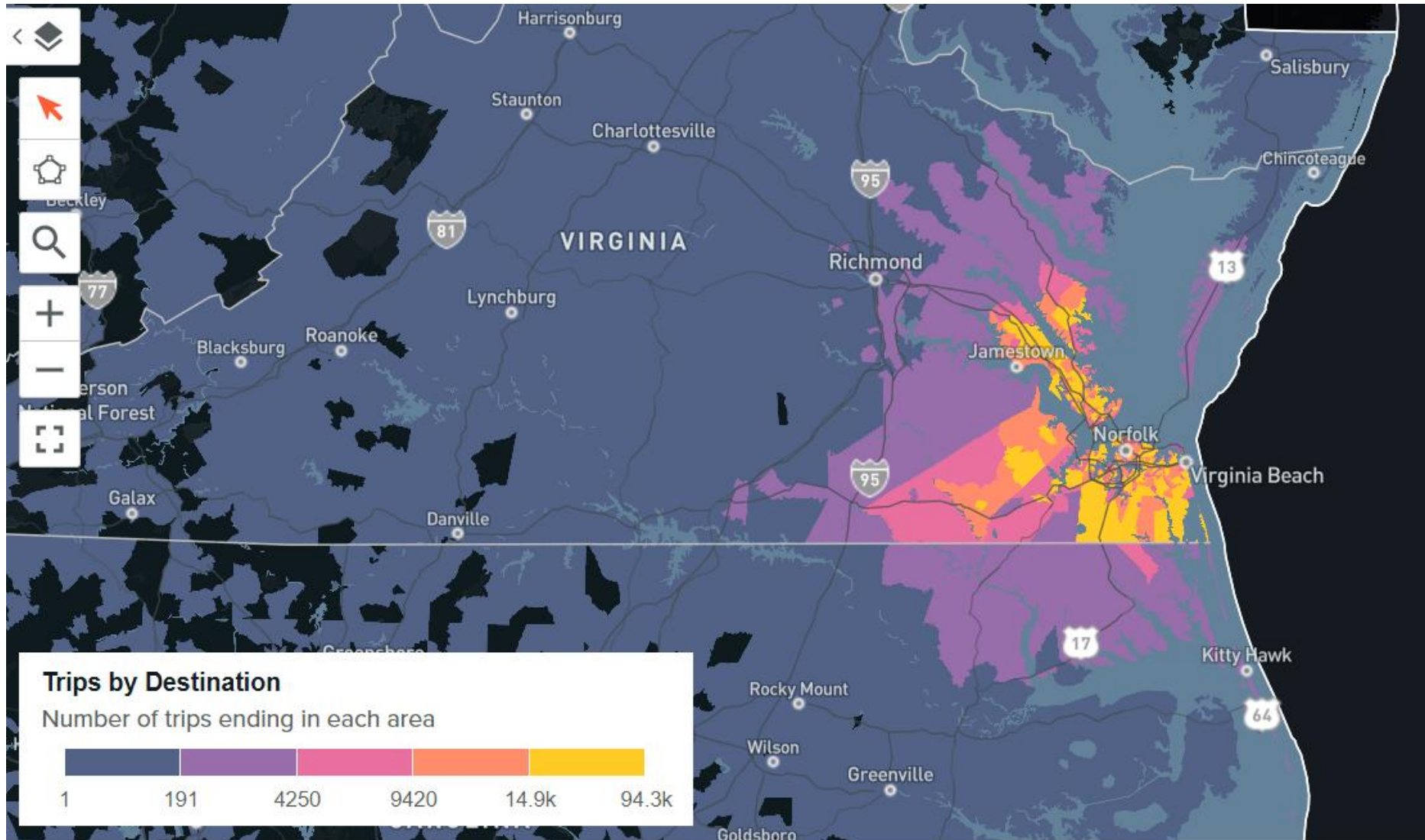
Changes in Vanpool Travel Post-COVID

- The number of overall vanpool trips, as well as the variety of home locations and destinations, has decreased significantly.
- Home destinations seem to be concentrated in Hampton and Chesapeake, with more scattered locations in northeast NC
- Three main work destinations for vanpools: Naval Station Norfolk, Smithfield Food Processing, and Newport News Shipbuilding. These destinations also formed the basis for target markets and customers in the CAPSP.

Changes in Vanpool Destination



Trips by Destination



Survey Results

- “What factors are most important to you when selecting a commute mode,” **Travel Time (72%)** and **Convenience (62%)**
- Almost all answers included **Travel Time** as a top priority when making their selection for how to get to and from work daily
- The majority of respondents who carpool, vanpool, or take transit to work cited **Cost (58%)** as a major factor
- Marketing smarter commuting as not only convenient and fast but also low-cost may be vital in converting SOV commuters to alternative commute

CAP Strategic Plan Objectives

Objective Number	Descriptions
1	Expand the use of non-single-occupant-vehicle modes in the service area with a focus on underserved communities
2	Identify adaptations that support the latest trends in technology in commuting
3	Measure and monitor the commuter assistance program's performance and benefits
4	Strengthen internal capacity and capabilities to drive initiatives that reduce the drive alone market
5	Collaborate and share information consistently with local jurisdictions
6	Strengthen relationships with Hampton Roads businesses and private sector stakeholders
7	Work with employers to understand and track shifts in travel behavior in post-COVID era
8	Promote effective marketing and communications strategies to increase awareness of CAP services and programs
9	Monitor interactions to ensure customer satisfactions

Strategic Plan Marketing Goals & Objectives

Goals	Audience	Objectives
1. Introduce and Socialize the New goCommute Brand	<ul style="list-style-type: none">• Public• Employers• Partners	<ul style="list-style-type: none">• 1a. Raise awareness of the new goCo brand and generate excitement• 1b. Build understanding of the goCo mission and programs
2. Increase Awareness, Understanding, and Utilization of goCommute Programs	<ul style="list-style-type: none">• Public• Employers• Partners	<ul style="list-style-type: none">• 2a. Appeal to and boost utilization of goCo services—particularly amongst young people
3. Communicate the Benefits of Non-SOV Commutes	<ul style="list-style-type: none">• Public• Employers• Partners	<ul style="list-style-type: none">• 3a. Highlight the environmental, economic, and convenience benefits of shared commuting• 3b. Generate support, build advocacy, and create champions for shared commuting

RideSmart CAPSP



RideSmart Commuter Assistance Program Strategic Plan

- Internal Expansion
- External Expansion
- Vanpools in the Northern Shenandoah Valley Region
- Commuter Buses in the Northern Shenandoah Region



Internal Expansion



Increase commuter and employer awareness and engagement

Improve public understanding of RideSmart services
Create new approach to engaging employers and commuters



Reduce the number of SOV's on the road by expanding alternatives

Increase ridership on commuter bus



Increase the availability and reliability of a commuting network

Foster partnerships with regional governments and agencies
Develop Laurel Ridge Community College as a natural transfer hub

External Expansion

Strengthen
partnership with
OmniRide

- Formally implement partnership between RideSmart and OmniRide

Increase
connections to
bordering counties
in West Virginia

- Increase commuting services as a method of movement for workers from West Virginia

Vanpools in the Northern Shenandoah Valley Region

- Commute with Enterprise
 - 16 vanpools that travel within the region
 - George's Inc.
 - New Market Poultry
 - 13 vanpools originate in the Northern Shenandoah Valley Region
 - 14 vanpools travel into the Northern Shenandoah Valley Region
- Vanpool Alliance
 - 22 vanpools originate in the region
 - 9 vanpools travel into the region



Commuter Buses Operating in the Northern Shenandoah Valley

RideSmart Commuter Bus

- Launched May 2024
- DRPT Transit Ridership Incentive Program
- Waterloo Park and Ride Lot
 - Rosslyn
 - Metro Center
 - L'Enfant Plaza



OmniRide Commuter Bus

- Launched December 2024
- DRPT Outside the Beltway Grant
- Crooked Run Park and Ride Lot
 - I-66 to the Commuter Lot in Gainesville
 - Connects commuters to various locations in D.C.



Statewide Perspective

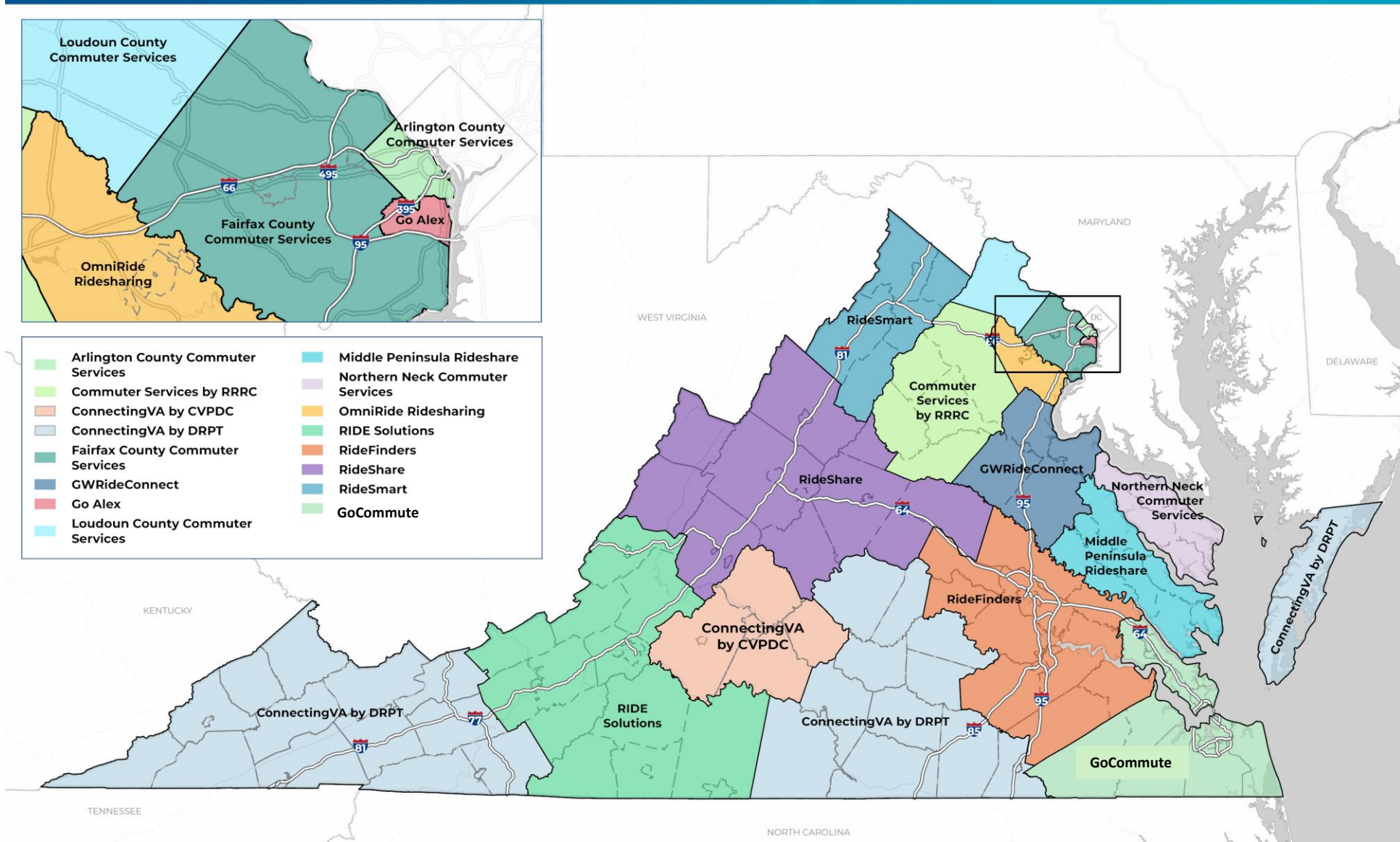


Why?

- Required for agencies seeking funding from DRPT
- Good to have when seeking funding from MPO/TPO
- Creates a “roadmap” for an agency’s program
- Identifies program goals and objectives
- Good reference document to keep program on track to focus on the important things
- Elevates an agency’s program within own agency and partners



Commuter Assistance Programs in Virginia



What?

- Data driven services
- Strategic areas of service
- Target customers
- Blank slate approach (*What if you didn't have a program? What would a new program look like?*)
- Can't be all things to everyone

What? Plan Contents

- Chapter 1: CAP Overview
- Chapter 2: Service Area Demographics, and Characteristics
- Chapter 4: Target Markets, Customers, and Equity
- Chapter 3: Strategic Vision, Goals, and Objectives
- Chapter 5: CAP Operations Plan
- Chapter 6: Financial Plan
- Chapter 7: Monitoring and Evaluation Plan
- Chapter 8: Use of Research and Data

When?

- Agency Board adoption of Plan and submission to DRPT prior to start of DRPT FY27 grant cycle
- New CAPSP every five years
- Annual updates if conditions change that need service change:
 - Funding
 - Major development
 - Organization
 - Major infrastructure

Questions and Answers

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