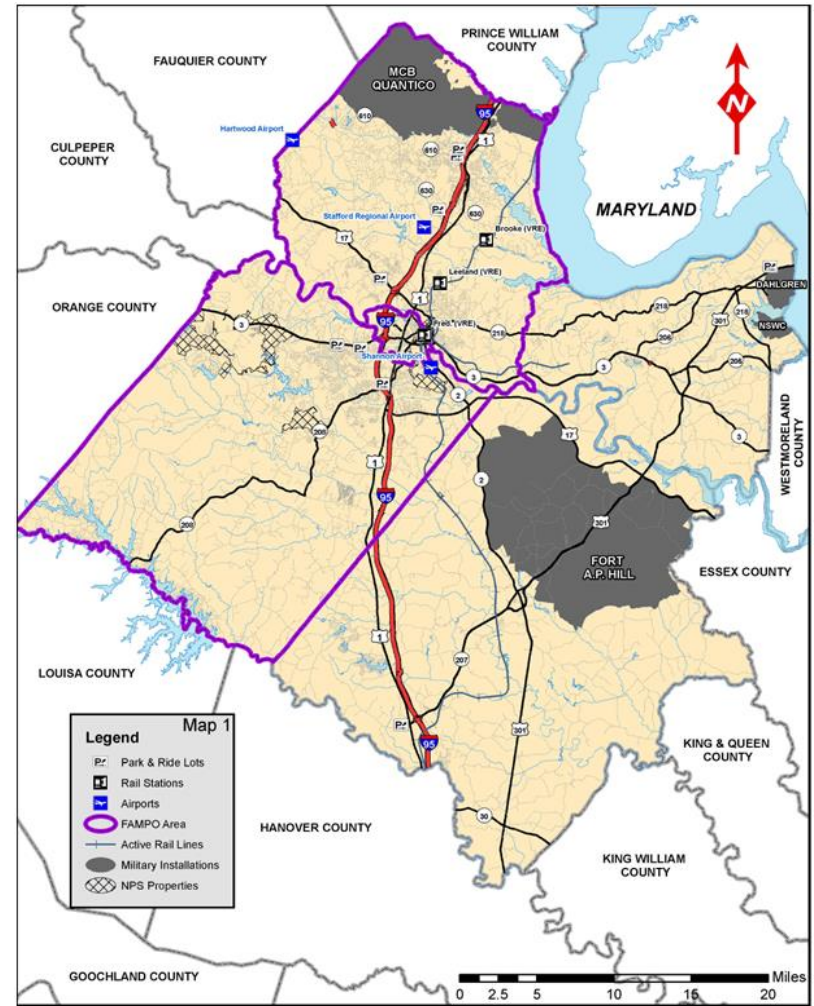


TDM in the George Washington Region



George Washington Region

- ◆ Caroline
- ◆ King George
- ◆ Spotsylvania
- ◆ Stafford Counties
- ◆ City of Fredericksburg



George Washington Region: Historic City and Sites



College Town

◆ Home to the University of Mary Washington and Germanna Community College



Rural Nature

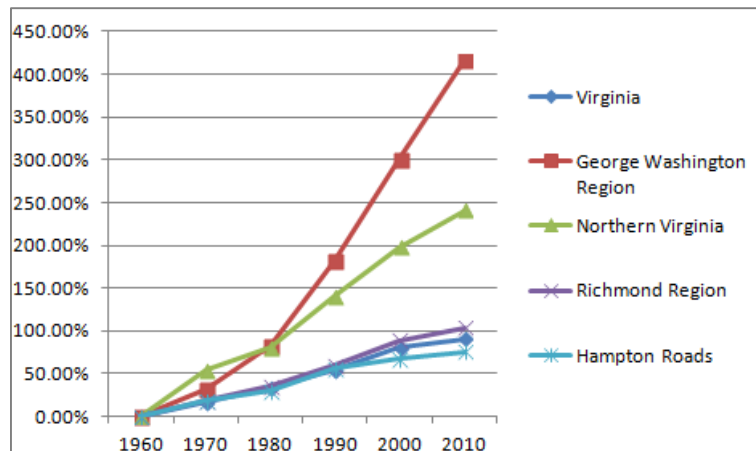


Rural Roads.....

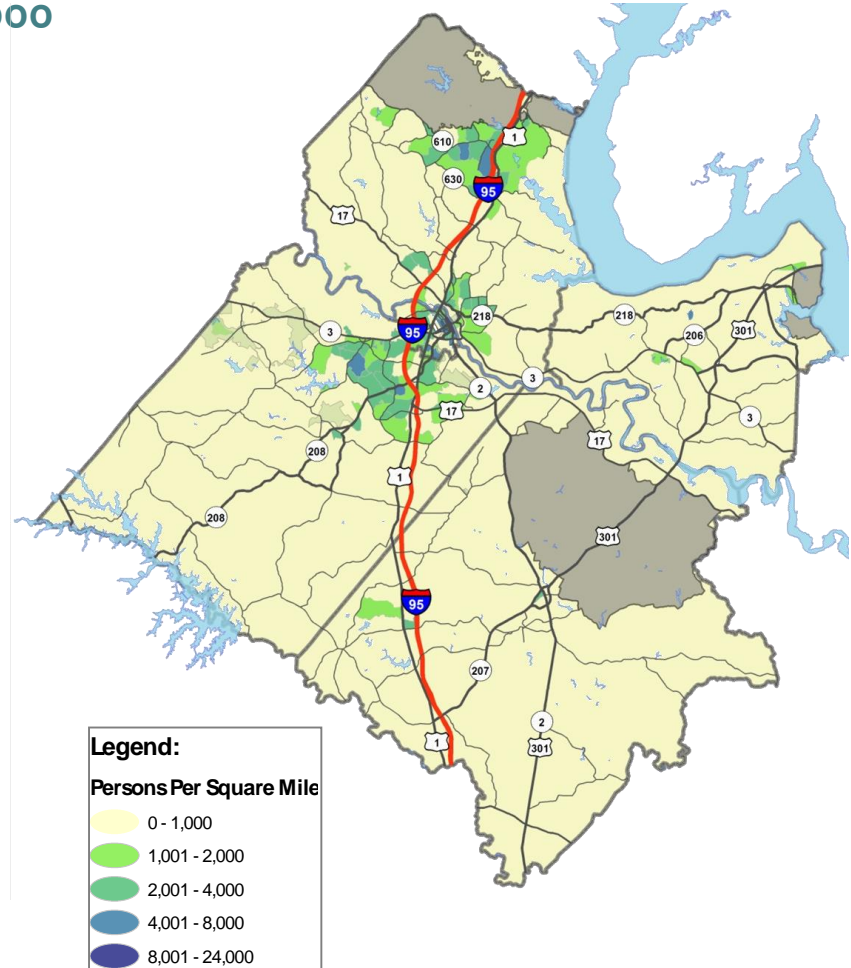


Fastest Growing Population in Virginia

- Region's existing population more than 327,000 is forecasted to grow to 617,000 by 2040
- Over 400% increase in region's population since 1970
- Growth in Spotsylvania and Stafford counties 70% of all recent residential development

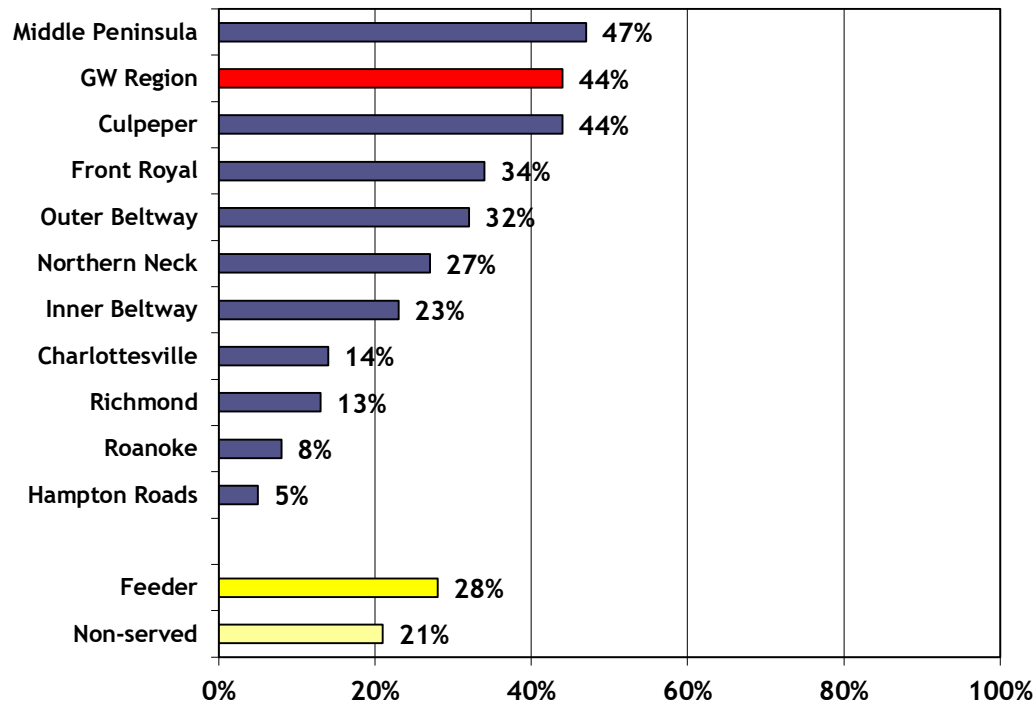


Existing Population Density



Commuting Patterns

◆ 44 Percent of Commuters Commute Out of the Region to Work



The Trip to work



Congestion Frustration

I-95 Nova / DC Worst
congestion in Nation



Long Ride Home
Congestion in Stafford
County



GW RideConnect, Moving people, Removing Cars

- ◆ *GW RideConnect* promotes ridesharing and TDM techniques to assist citizens seeking transportation options to workplaces and other destinations.



**Cool off
your
commute!**

**Jump
into a
Vanpool!**

Beat the I-95 Construction ★ Save Time and Money
★ Vanpool to Washington, DC or NoVa in HOV Lanes

Free Ride Matching Service

www.GWRideConnect.org ★ 540.373.POOL (7665)

GW RideConnect
Transportation Options for Work and Play

GW RideConnect Program Goal

- ◆ **Program Goal:** to promote, plan and establish transportation alternatives to the single occupant vehicle, improving air quality, reducing congestion & improving quality of life.



*GW*RideConnect Program Funding

- ◆ **Transportation Demand Management Grant** Department of Rail & Public Transportation

FY 2015: **\$355,803**

20% local match of **\$88,951**

Total: **\$444,754**

- ◆ **CMAQ Funding: \$175,000**

- ◆ **CMAQ Leased Parking: \$58,143**

- ◆ **Total program funding : \$700,216**



TDM Toolbox



GWRideConnect Program Services

- ◆ **Free Matching Program** – assists thousands of residents matching them to existing transit and transportation providers
 - ◆ **GWRideConnect Website** – source in region for transportation solutions and options. Provides links and numbers to all modes of transit: vans, carpools, buses and trains.
 - ◆ **Follow-Up** – surveys all new applicants and pools to track placement and provide further assistance.
-

GWRideConnect Program Services

- ◆ **Vanpool Program** - facilitates the formation of new vanpools and maintains the existing fleet of over 400 vanpools



GWRideConnect Program Services

- ◆ **Van Start** – start up financial assistance for qualifying new vanpools in the region funded through CMAQ and other funds.
 - ◆ **Van Save** – provides financial assistance for vanpools in danger of ceasing operation.
 - ◆ **Vanpool Alliance Program** – a multi-regional program operated by PRTC, where vanpools report their data to the NTD and receive \$200 per month. The data reported earns 5307 money for the region.
-

*GW*RideConnect Program Services

- ◆ **AVANtage Self-Insurance Pool Program** – operated by *GW*RideConnect and the Division of Risk Management for all vanpools in the State. Vanpool operators self-insure themselves with premiums paid into the pool.
 - *This program saves vanpool operators thousands of dollars per year and provides up to **\$14-million** more liability protection than previous insurance programs.*
 - *Currently 248 vanpools are participating in the program, most from GWRC.*
-

Happy Vanpoolers: Save Time and Money



GWRideConnect Current Data FY13

◆ **426 Existing Vanpools:**

- Transport 5,112 persons daily
 - Transport **1,288,224 annually**

 - Reduce 10,224 work trips daily
 - Reduce **2,576,448 annually**

 - Reduce 613,440 vehicle miles traveled daily
 - Reduce **154,586,880 vehicle miles traveled annually**
-

*GW*RideConnect Program Services

- ◆ **Carpool Program** – facilitate the formation of formal carpools, provide assistance and facilitate the continuation of instant carpooling.



**Fall into
your
commute!
Join a
Carpool!**

Beat the I-95 Construction ★ Save Time and Money
★ Carpool to Washington, DC or NoVa in HOV Lanes

Free Ride Matching Service

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GWRideConnect
Transportation Options for Work and Play

*GW*RideConnect Program Services

- ◆ **Commuter Buses and FRED Transit** – assist and promote commuter buses in the region and continue to support and promote local FRED Transit



*GW*RideConnect Program Services

- ◆ VRE – Virginia Railway Express
- ◆ Four Stations, Seven Trains with double decker cars
- ◆ Transports 2,495,213 passengers annually



GWRideConnect Program Services

- ◆ **Commuter Parking Lots** – promote and monitor existing commuter lots (7,000 spaces) and help plan for new commuter lots in the region. Lease 130 spaces in the region where additional parking is needed.
 - ◆ **Employer Outreach** – work with employers in region to help establish TDM techniques at their worksites and assist with established programs.
 - ◆ **Realtor Outreach** – work with realtors in each locality to educate them about the program and provide them with Rideshare packets for new residents.
-

GWRideConnect Program Services

- ◆ **TDM and Planning** – Serve on boards and committees to promote TDM strategies in planning.



- ◆ **Guaranteed Ride Home Program for Local Commuters** – establish a Guaranteed Ride home Program for residents that commute locally.
-

*GW*RideConnect Program Advertising

- ◆ Advertising Techniques to promote *GW*RideConnect
 - Fall, Winter, Spring / Summer campaigns- print media and radio advertising
 - Facebook / Facebook Advertising
 - Google Adwords & Google Advertising
 - *GW*RideConnect Website
 - Community Outreach
 - Target Marketing specific Modes



GW RideConnect Program Data FY 15

▪ New applicants	1,268
▪ Applicants assisted	6,225
▪ New vanpools formed	97
▪ Vanpools Assisted	14,946
▪ Applicant surveys	6,225
▪ Vanpool surveys	929
▪ Commuter/FRED Bus dist	1,226
▪ VRE & Metro info. dist.	2,000
▪ GWRideConnect Website Hits	4,000 per month

**More than 40,000 people received assistance
in FY 2015**

GWRideConnect Current Data FY15

◆ All Services - Vanpools, Carpools and Buses

- Transport 6,112 persons daily
 - Transport **1,540,224** persons annually
 - Reduce 11,984 work trips daily
 - Reduce **3,019,968** work trips annually
 - Reduce 719,040 vehicle miles traveled daily
 - Reduce **181,198,080** vehicle miles traveled annually
-

GWRideConnect Program Results

Congestion



Calm Relief

