

Executive Director's Report
Highlights
September 17, 2018

- FAMPO request for part-time to full time for one employee.
- Potentially changing bookkeeping systems to increase usability and division access.
- Looking for better ways to “float” VDOT reimbursement, primarily for FAMPO.

Executive Director

- Continue jurisdiction visits.
- Met with United Way to discuss ALICE related work and joint opportunities going forward.
- Met with Chamber leadership to discuss partnership and possible joint economic development programming.
- Traveled to Charlottesville and Richmond to meet with counterparts and glean best practices for PDCs and finances.
- Wrote and submitted to DCHC PDC annual report. This will be combined with others for the report to the General Assembly.
- Helped oversee the WIP III process, working in partnership with other staff and the Berkley Group.
- Work with Conservation Concepts on their WIP III related work.
- Participate in the City of Fredericksburg Affordable Housing Committee.
- Met with the Community Foundation to discuss possible collaboration strategies and opportunities.
- Met separately with the Administrators for Caroline, Stafford, Fredericksburg, and Spotsylvania.
- Met with Spotsylvania EDA staff. Discussed joint data possibilities.
- Attended Board of Supervisors meetings in Caroline, Spotsylvania, and Fredericksburg.
- Worked with staff on developing a new GO Virginia capacity building initiative.
- Met with Diana and our marketing consultant about Title Six efforts.
- Serve on VDOT Hackathon committee.
- Connected with UMW and the City about the possible summer internship opportunities.
- Worked with two different vendors on strategic planning proposals.
- Met with FailSAFE ERA about work with formerly incarcerated individuals.
- Worked with the Food advocacy network on several items, including the food map and related grant funding.
- Met with President of Germanna Community College to discuss workforce development issues.
- Met with FAAR about affordable housing and mapping.
- Worked with FRA on several items.
- Created first community homeless and low resource network response call.
- Met with Stafford HR to determine the appropriate and future relationship.
- Participated in Leadership Fredericksburg.

CoC

- Went through a competitive funding process to identify a coordinated assessment provider and a prevention provider. Loisann's Hope House was selected for both.
- Adopted one phone number for accessing homeless services: 540-358-5801.
- Coordinated a collaborative application process and wrote the community application for HUD Continuum of Care Program funding. The application was approved for submission by the CoC Board on September 13. It will be submitted on September 18. Requesting \$243,481 for permanent supportive

housing, \$50,000 for rapid re-housing, \$55,125 for HMIS, and \$11,970 for planning. This is the maximum amount the CoC is able to request.

- Submitted grant proposal for Mary Washington Hospital Community Benefit Fund. Requesting \$20,000 for the Unsheltered Homelessness Initiative. (copy of the proposal in meeting folder)
- Submitted Homeless Outcomes Community Report to DHCD on behalf of CoC. (copy of the report in meeting folder)
- Helped 4 grantees submit ESG CAPERs to HUD.
- Held one full CoC membership meeting and 20+ committee/working group meetings.
- Adopted new branding identity.
- Attended National Conference on Ending Homelessness.
- Began chairing the Emergency Food & Shelter Program local boards.
- Presented on unsheltered homelessness at City Council Work Session.

GO Virginia

- Got two more projects under contract (total now 4).
- Submitted Germanna Community College Apprenticeship Network application to State GO Virginia Board. Will be reviewed at the October 9 State Board meeting. (copy of the proposal in meeting folder)
- Held August Regional Council meeting.
- Adopted new and improved application process.
- Attended first PamunkeyNet Advisory Committee Meeting.

WIP III

- Hosted 1 stakeholder meeting.
- Submitted a first interim report.

CZM

- Attended Coastal Policy Team Meeting.

Native Plants

- Submitted application for demonstration garden at Cedell Brooks, Jr. Park in King George County. Application approved, and contract signed. (copy of the proposal in meeting folder)
- Submitted request for DHR review of the site.

Other

- Attended VAPDC Conference.
- Helped organize Composting Forum.
- Continued work with Opiate Treatment & Recovery Taskforce.

FAMPO

- Regional SMART SCALE applications submitted by August 8 deadline.
- FAMPO Region passes Air Quality Conformity tests. Conformity Analysis Report approved on August 8.
- FAMPO provides input to VDOT on three potential STARS Studies.
- Potential Stafford County Study.
- Potential Spotsylvania County Studies.
- FAMPO kicks off 2050 Long Range Transportation Plan effort.

For GW Ride Connect See DRPT reports.



Quarterly Progress Report

Date: May 18, 2018

Quarter Covered by Report: 4th

Quarterly Meeting: In Person

GRANT INFORMATION

Project #: 71018-03 Grant Name: TDM Operating Assistance GWRC

GRANTEE INFORMATION

Jurisdiction George Washington Regional Commission

TDM Program GWRideConnect

REPORTING CONTACT

First Name: Diana Last Name: Utz

Title: Director, GWRideConnect Email: Utz@gwregion.org

BUDGET UPDATE

Grant Total	YTD Expended	Remaining Budget	% of Budget Spent
481,192	481,192	0	100

PROGRAM COMPONENT UPDATE

FREE RIDESHARE MATCHING PROGRAM

- GWRideConnect assisted and /or matched 5,745 clients the fourth quarter of FY18

ANTICIPATED OUTCOMES/DELIVERABLES

<p>This program assists thousands of residents each year, matching them to existing transit, vanpool and carpool providers.</p>	<ul style="list-style-type: none"> ▪ See results below
<p>New GWRideConnect clients matched</p>	<ul style="list-style-type: none"> ▪ We received 229 new clients this quarter, a little less than the last qtr. of FY18
<p>Previous Applicants Assisted, matched again or updated</p>	<ul style="list-style-type: none"> ▪ We assisted 2,684 previous clients (1,400 more previous clients than last qtr).
<p>Commuter Connections clients assisted and matched</p>	<ul style="list-style-type: none"> ▪ 2,440 Commuter Connections clients were matched this quarter, (450 more than last qtr.).
<p>General Rideshare Client Assists</p>	<ul style="list-style-type: none"> ▪ 163 clients (23 more) received general rideshare / transit information.
<p>GWRideConnect Client Follow Up provides assistance to all clients to provide additional assistance.</p>	<ul style="list-style-type: none"> ▪ 229 clients that received previous ridesharing information were surveyed.

NOTABLE FOURTH QUARTER PROGRESS

None

ANTICIPATED FOURTH QUARTER PROGRESS

- None

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- Numbers are slightly down for the fourth quarter, however website traffic is higher than average.

GWRIDECONNECT WEBSITE

NOTABLE FOURTH QUARTER PROGRESS/ACCOMPLISHMENTS

GWRideConnect had 18,308 visitors to the GWRideConnect Website this quarter, 3,622 more than last quarter.

<p>The Vanpool Connections Page /the most popular page</p>	<ul style="list-style-type: none"> ▪ The vanpool connections page had 4,587 (611 more
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on the site	than last quarter) visitors to the page.
The Vanpools Seeking Riders section of the vanpool page	<ul style="list-style-type: none"> This portion of the vanpool Connections webpage had 848 visitors this quarter, 168 more than last quarter. 142 visitors logging in resulted in 24 new applicants, 36 previous applicants requesting assistance and 16 clients from outside of the region.

ANTICIPATED FOURTH QUARTER PROGRESS

- None

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- None

VANPOOL FORMATION, MAINTENANCE AND ASSISTANCE

NOTABLE FOURTH QUARTER PROGRESS/ACCOMPLISHMENTS

- We formed 7 new vanpools this quarter and assisted existing vanpools 1,489 times.

ANTICIPATED FOURTH QUARTER PROGRESS

- None

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- None

ADVANTAGE SELF-INSURANCE POOL PROGRAM

NOTABLE FOURTH QUARTER PROGRESS/ACCOMPLISHMENTS

- GWRideConnect staff spent 300 hours working on the program this quarter, sent 3 monthly reports to the Division of Risk Management and 1 quarterly report.
- Staff assisted the 79 vanpool operators that have 290 active vanpools in the program with billing, enrollment of new vanpools, issuing Certificates of Insurance and corresponding insurance cards, providing claims information and DMV assistance.

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- Staff met with DRPT staff, our CTB representative and the GWRC Chairman to discuss the program and future stability of the pool. DRPT is looking into ways to incorporate the Advantage pool into the VA Transit Liability Pool.

NATIONAL TRANSIT DATABASE VANPOOL ALLIANCE PROGRAM

NOTABLE FOURTH QUARTER PROGRESS/ACCOMPLISHMENTS

- GWRideConnect will assist the Alliance in the upcoming drive to attract new vanpools along the I-95 corridor with their increase of \$200 to \$400 per month stipend for participating operators. This qtr. 7 new vanpools from the GWRC region enrolled in the Vanpool Alliance Program.

ANTICIPATED FOURTH QUARTER PROGRESS

- None

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- None

CARPOOL FORMATION, MAINTENANCE AND ASSISTANCE

NOTABLE FOURTH QUARTER PROGRESS/ACCOMPLISHMENTS

- GWRideConnect continues to promote carpools and slugging in the corridor. Carpool promotion is part of ongoing monthly advertising efforts.
- GWRideConnect formed and assisted 8 existing carpools this quarter.
- The Carpool Connections webpage had 2,125 visitors this quarter, 578 more than last qtr.

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

COMMUTER BUSES

NOTABLE FOURTH QUARTER PROGRESS/ACCOMPLISHMENTS

This quarter staff has continued working with FAMPO and FRED to develop 3 new FRED routes in King George, Caroline and Stafford Counties. Staff created a commuter survey instrument for Dahlgren commuters to determine usage of a new system. Staff has been working with FRED to promote a commuter service to the VRE trains from Caroline County.

- GWRideConnect supports Commuter bus in the region by listing the runs on matchlists that go out to commuters.
- GWRideConnect promotes Commuter buses on their website and had 5,274 (1,563 more than last qtr.) visitors to the Transit Options page this quarter.
- GWRideConnect distributed 223 FRED schedules to clients this quarter.
- Staff reached out the Fredericksburg Area Association of Realtors so that they could help advertise the Downtown Trolley Circulator. They distributed electronically 1,600 Trolley Maps.
- Staff is a voting member of the FRED Public Transit Advisory Board and attended meetings in April and July.

ADVERTISING CAMPAIGNS

NOTABLE FOURTH QUARTER PROGRESS/ACCOMPLISHMENTS

	<ul style="list-style-type: none"> GWRideConnect conducted the Winter Advertising Campaign in January and February with radio advertising and winter themed display ads in the Fredericksburg Free Lance-Star.
Display Ads / Radio Commercials	<ul style="list-style-type: none"> Display ads ran in the Fredericksburg Free-Lance Star 20 times this quarter with spring and summer themed advertisements. In addition to this for the first time, GWRideConnect was able to run 3 full page ads in the Free-Lance Star!
Social Media Marketing Campaign	<ul style="list-style-type: none"> GWRideConnect appeared on Google 11,297 times this quarter. The number of impressions resulted in 6,487 clicks to the website. Facebook advertising continued throughout the quarter. The GWRideConnect Facebook Page now has over 13,848 people that follow the page, more than the City of Fredericksburg.
Winter Marketing Campaign	<ul style="list-style-type: none"> The Spring / Summer Marketing Campaign kicked off with radio commercials in May and June that ran on 3 local radio stations during drive times. The Ads for the 4th quarter ran during the traffic and weather updates 726 total times.

ANTICIPATED FOURTH QUARTER PROGRESS

- None

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- None

EMPLOYER OUTREACH

NOTABLE FOURTH QUARTER PROGRESS/ACCOMPLISHMENTS

- Staff attended job fairs in May at the Pentagon and in June at Fort Belvoir.
- Naval Facilities Engineering Command (Dahlgren) - Staff continues to work with key staff at NSWC, Dahlgren, the region's largest employer to discuss the GWRideConnect program and potential transit endeavors into King George County.

FY 2018 Quarterly Report

- Realtor Outreach / Community Outreach - staff reached out this quarter to area realtors to educate them about GWRideConnect and to provide them with both electronic and paper GWRideConnect flyers.
- Staff reached out to the libraries in the region and provided them with GWRideConnect flyers to keep in their branches.
- Staff provided 215 GWRideConnect flyers in total.
- Staff provided the Fredericksburg Area Association of Realtors Downtown Trolley flyers that were distributed electronically to 1,600 persons

ANTICIPATED FOURTH QUARTER PROGRESS

- None

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- None

TDM, BIKE AND PEDESTRIAN PLANNING

NOTABLE FOURTH QUARTER PROGRESS/ACCOMPLISHMENTS

- None this quarter.

ANTICIPATED FOURTH QUARTER PROGRESS

- None

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- None

TRAVEL AND TRAINING

NOTABLE FOURTH QUARTER PROGRESS/ACCOMPLISHMENTS

- Three GWRideConnect staff members attended the ACT TDM Forum in Harrisonburg in June. Staff is attending the Act National Conference.

ANTICIPATED FOURTH QUARTER PROGRESS

- None

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

- None

COMPUTER / IT NEEDS

NOTABLE FOURTH QUARTER PROGRESS/ACCOMPLISHMENTS

- Nothing to report

ANTICIPATED FOURTH QUARTER PROGRESS

- Staff is purchasing computer equipment for existing staff needs.

UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

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PROGRAM COMPONENT

NOTABLE FOURTH QUARTER PROGRESS/ACCOMPLISHMENTS

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ANTICIPATED FOURTH QUARTER PROGRESS

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UNANTICIPATED DEVELOPMENTS OR CHALLENGES WITH COMPONENT

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FY 18 GWRC GWRideConnect Data Tracking

	Jul-17	Aug-17	Sep-17	Total	Oct-17	Nov-17	Dec-17	Total	Jan-18	Feb-18	Mar-18	Total	Apr-18	May-18	Jun-18	Total	Annual Total	Notes
Free Rideshare Matching Program																		
Match new Rideshare clients to the program	144	114	101	359	100	72	77	249	87	65	84	236	72	81	76	229	1073	
Match or Provide assistance to Previous Rideshare clients	688	2576	910	4174	1141	63	507	1711	2913	1413	589	4915	860	942	882	2684	13484	
General Non-applicants receiving assistance	56	101	72	229	65	61	73	199	37	39	64	140	45	48	70	163	731	
Matchletters provided for new vanpools and existing vanpools seeking passengers	259	338	373	970	1258	119	344	1721	289	141	884	1314	669	540	287	1496	5501	
Vanpool Surveys					623						400						1023	
Client Follow Up surveys	181	122	36	339	261	57	71	389	125	52	91	268	71	83	75	229	1225	
GWRideConnect Website																		
Overall page views per year	5265	5120	5357	15742	5,050	4,642	4,584	14,276	5,498	4354	4940	14,686	4936	6191	7181	18,308	63012	
Vanpool formation, maintenance and assistance																		
Assist with the formation of new vanpools in the region	3	5	4	12	5	1	12	18	3	2	2	7	2	4	1	7	44	
Hours spent assisting Vanpool Operators with the Advantage Prorgam	150	150	150	450	150	150	150	450	150	150	150	450	150	150	150	450	1350	
Van Start Program																		
VanStart / Save vanpools with monthly subsidies	4	1	2	7	4	0	0	4	2	1	2	5	2	0	0	2	18	
National Transit Database Vanpool Alliance Program																		
New Vanpools enrolling in Vanpool Alliance to generate additional 5307 funds for the region	2	4	1	7	4	5	1	10	2	3	2	7	2	3	2	7	31	
Carpool Formation, Maintenance and Assistance																		
Number of of new formal carpools and instant carpools in the region assisted	5	2	0	7	0	2	2	4	0	1	0	1	4	0	4		12	
Number of of new formal carpools and instant carpools in the region formed	1			1				0	0	1	0	1					2	
Advertising Campaigns																		
Number of Display Ads placed in newspapers / publications	6	6	6	18	7	6	6	19	6	5	5	16	6	6	11	23	76	
Number of Radio commercials on local stations	-	-	141	141	320	122	-	442	167	240	-	407		322	404	726	1716	
Social Media Impressions - Number of Click throughs	1,299	1,355	1,396	4,050	1,476	1,462	1,415	4,353	1,451	1,368	1,372	4,191	1,388	2,099	3,000	6,487	12453	
Facebook Number of Followers				13,000				365				155				328	13848	
Commuter Lots																		
Lease 130 total spaces for commuter parking.	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130 spaces are leased daily
VDOT Commuter Lot Utilization																		
Spotsylvania County VDOT Lots - 2,529 total spaces			48%	48%				48%				48%						
Stafford County VDOT Lots - 4,169 total spaces			73%	73%				73%				73%						
Caroline County VDOT Lot - 40 total spaces			10%	10%				10%				10%						
King George County VDOT Lot - 30 total spaces			10%	10%				10%				10%						
Employer Outreach																		
Distribute 2,000 Rideshare information packets and cards to local realtors, hotels, libraries and employers and tourism departments	80	0	100	180	80	1,780	50	2,090	70	60	50	180	70	55	90	210	2480	