

# TRAFFIX ANNUAL REPORT

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FY2022





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# 01. MOVING NEW POSSIBILITIES FORWARD.

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The TRAFFIX service area includes the cities and counties that comprise Hampton Roads.

## A LETTER FROM THE TRAFFIX TEAM.

We are proud to share our Annual Report for FY2022, which is a celebration of our accomplishments and an opportunity to reflect on what we have learned over the last 12 months.

Overall, FY2022 was another successful year for TRAFFIX. The COVID-19 pandemic is no longer causing a significant disruption in our lives, and people are feeling more comfortable returning to their daily routines. That means that traffic on the roads is returning, too. As it does, we are more prepared than ever to offer transportation alternatives to the 15 cities and counties we serve.

We have seen a steady growth of our services. Over the past year, we have reduced CO2 emissions by 1,515 tons (an increase of 209 tons over FY2021), and Vehicle Miles Traveled by 3.4 million miles (a 500,000-mile increase over FY2021). We are proud of this achievement—it's proof that what we do truly makes a difference.

A major highlight of this year was the launch of the Commute Differently campaign. It raised awareness of the programs we offer and challenged people to rethink their commuting habits. The campaign was a resounding success, as it resulted in increased app downloads and logged trips.

In addition, we participated in a number of annual bike events to include: The Downtown Norfolk 3rd Annual Bike Expo, Bike to Work Day, Virginia Beach Bike Ride with First Responders, Suffolk Bike and Lunch Day, and Portsmouth Lunchtime bike rides. All these events were geared toward telling our story and making more people aware of the significant benefits of partnering with us.

TRAFFIX sponsored the 'State of the Region' events hosted by the Hampton Roads and Peninsula Chambers of Commerce, as well as Bike/Walk Norfolk. We also provided several bike repair stations within the region.

Throughout the year, we have worked tirelessly on numerous projects, reporting to various internal and external entities, and getting out almost every day to meet with businesses, educational institutions, local and state governments, and military commands to passionately spread the word about the TRAFFIX program. We've accomplished a lot, but we know there's still work to do.

We continue to meet with our partners at the Hampton Roads Transportation Planning Organization and the TRAFFIX Subcommittee to discuss short- and long-range strategic planning, budget, and administrative oversight. We'd like to thank them, Hampton Roads Transit, the Department of Rail and Public Transportation, and the Virginia Department of Transportation for their generous support and guidance. Without it, we would not be able to highlight the successes inherent in this report.

### THE TRAFFIX TEAM



## 02. GUIDING THE JOURNEY.

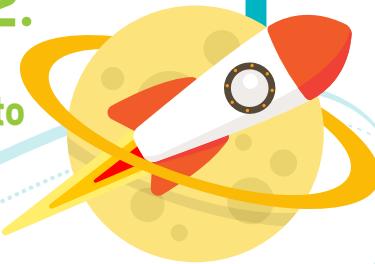
# THE TRAFFIX MISSION.

As a Transportation Demand Management (TDM) program, TRAFFIX's mission is to assist in the continued efforts to decrease traffic congestion and greenhouse emissions in Southeastern Virginia by reducing the number of Single Occupancy Vehicles (SOVs) on the road by Commuting Differently. This includes encouraging alternatives to driving such as public transportation, carpool and vanpooling, biking, walking, teleworking and the establishment of employer transportation programs and incentives.

TRAFFIX staff are employees of Hampton Roads Transit (HRT); however, program funding is provided through the Hampton Roads Transportation Planning Organization (HRTPO). The HRTPO has authorized annual funding for TRAFFIX through Congestion Mitigation and Air Quality (CMAQ) and/or Regional Surface Transportation Program (RSTP) funding since FY1995. The TRAFFIX Subcommittee (TS) consists of transportation

professionals from the cities and counties in the Metropolitan Planning Area (MPA), the Virginia Department of Transportation (VDOT), the Federal Highway Administration (FHWA), U.S. Navy, and the Virginia Department of Rail and Public Transportation (DRPT). The TS reports to the Transportation Technical Advisory Committee (TTAC), which reports to the HRTPO Board. The TS meets three times per year with TRAFFIX staff to review the progress and status of the program.

TRAFFIX cut total vehicle miles traveled by **3,391,556** in FY2022. That's more than 14 trips to the moon.



# THE TRAFFIX OVERSIGHT COMMITTEE: THE TEAM AT THE WHEEL OF OUR PROGRAM'S EFFORTS.

TRAFFIX is funded by the Hampton Roads Transportation Planning Organization, which is the Metropolitan Planning Organization for the Hampton Roads area. As such, our subcommittee is comprised of representatives from local, state, and federal government, and transit agencies in the Hampton Roads Metropolitan Planning Area.

## Committee Chair

- Carl Jackson,  
City of Portsmouth

## Voting Members

- Angela Hopkins,  
City of Newport News
- Chris Arabia,  
Department of Rail and  
Public Transportation
- Cole Fisher, City of Virginia  
Beach
- Eric Stringfield,  
Virginia Department  
of Transportation
- Evandro Santos,  
City of Norfolk
- Jamie Oliver,  
Isle of Wight County
- Joshua Moore,  
Williamsburg Area Transit  
Authority
- Keisha Branch,  
Hampton Roads Transit
- Luther Jenkins,  
City of Chesapeake

- Maria Ptakowski,  
City of Suffolk
- Mike Hayes,  
City of Hampton

## Alternative Member

- Benjamin Camras,  
City of Chesapeake

## Non-Voting Members

- Herb Pittman, U.S. Navy
- Ivan Rucker,  
Federal Highway  
Administration



## HRTPO Staff

- Rob Case
- Uros Jovanovic

## TRAFFIX Staff

- Ron Hodges, Director
- Emily Cass, Manager
- Alexis Smith, Commuter  
Outreach Specialist
- Amber-Leigh Wimbrough,  
Commuter Outreach  
Specialist
- Latwana McClure,  
Program Specialist
- Monique Lynch,  
Program Coordinator
- Victoria Baker, Commuter  
Outreach Specialist





# THE SERVICES OF TRAFFIX: MANY PATHS, ONE GOAL.

## Bike/Walk Commuter Services

TRAFFIX supports bike commuters by providing bike lockers, bike repair stations, and bike path information. We also promote Bike to Work Month and Bike to Work Day to increase the awareness of available TRAFFIX services, and we support commuters who walk to work with commuter planning and commuter rewards.

## Commuter Rewards

TRAFFIX operates a commuter incentive program that provides rewards to commuters who use alternative modes of transportation. Commuters log their green trips or telework days into the TRAFFIX App and receive points to redeem for rewards. The rewards consist of discounts to online and local retailers and restaurants.

## Employer-Based Marketing

Our organization works with local employers/commands to promote TDM services and strategies through an established Employee Transportation Coordinator (ETC). Services include commuter surveys, marketing materials, presentations, and implementing TRAFFIX programs.

## GoPass365

Under contractual agreements with employers and educational institutions, the GoPass365 annual pass allows unlimited access to every mode of transit offered by HRT at a discounted rate, except for vanpool and Paratransit Services. The GoSemester pass is also available for area colleges and universities.

## Guaranteed Ride Program

This program provides commuters who get to work by means other than driving alone (i.e., carpool, vanpool) with a ride back to their point of origin when an emergency or unplanned circumstance arises after arriving to work. A free registration process provides commuters with access to six rides a year with a copay. TRAFFIX will pay the remaining balance.

## Naval Station Norfolk Office

This conveniently located TDM office allows military commuters an opportunity to learn more about commuting options, purchase transit passes at the ticket vending machine, and conduct meetings with area commands. Centrally located on the military installation, the office provides convenient access to TRAFFIX programs and a dedicated Commuter Outreach Specialist.

## Park and Ride/Park and Sail/ Rideshare Parking

TRAFFIX provides formal and informal park and ride information to area commuters, as well as research for potential new locations. Parking tags are provided upon completion of commuter application.



## Rideshare Matching

Our organization matches carpool and vanpool commuters in Southeastern Virginia who share similar work hours and locations.

## Surveys

TRAFFIX designs and conducts employee surveys for commuter behaviors, route changes, and employee transportation needs. With the results, a commuter program can be established to meet environmental and financial goals.



## Transit Information

Our team provides commuters with route information for Hampton Roads Transit, Suffolk Transit, and Williamsburg Area Transit Authority services.

## Vanpool Services

TRAFFIX is here for commuters and employers with vanpool information regarding local vendors. We also provide financial assistance to commuters who wish to start, maintain, and/or save a vanpool.



# 03.

## KEEPING PACE WITH SUCCESS.

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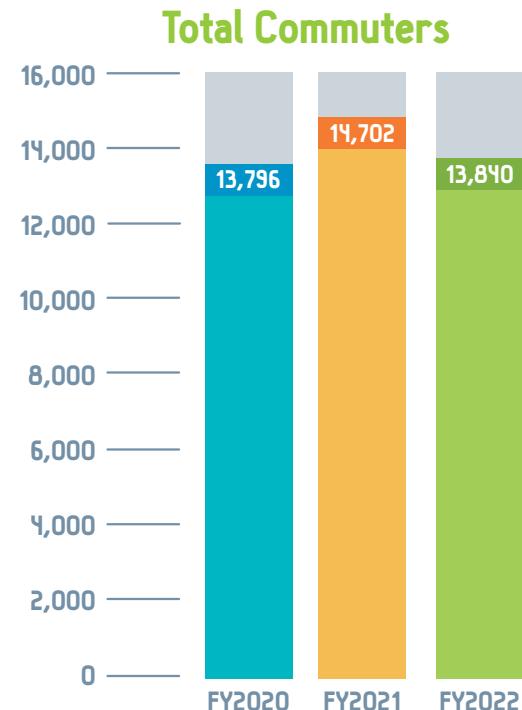


# COMMUTING DIFFERENTLY BY THE NUMBERS.

## Commuter Programs and Results

In FY2022, TRAFFIX made a difference by helping more than 13,840 registered commuters by offering the following:

- Employer Resources
- Guaranteed Ride Program
- Commuter Rideshare Matching Program and Rewards
- Vanpool Financial Assistance
- Park & Ride Solutions
- Outreach Offices at Naval Station Norfolk and Downtown Newport News Transit Center

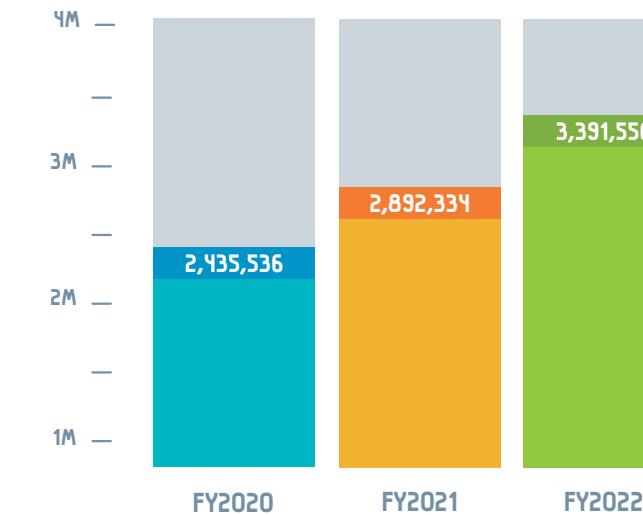


## Successes

- **512** new commuter members
- **216,984** trips recorded
- Reduced **3,391,556** total vehicle miles traveled (VMT)
- **1,515 tons** total reduced CO2 emissions
- Reduced **241,073** single-occupancy car trips
- Saved **409** parking spots per day
- Commuters saved **\$1,948,157** in commuting-related expenses
- Commuters burned **4,895,824** calories commuting by walking or biking
- **943** participating organizations
- Commuters saved **154,544** gallons of gas

As we moved on from the COVID-19 pandemic, we continued to see an increase in reduced VMTs and CO2 emissions aligning with the increase of the hybrid work schedule and logging telework days.

## Total VMT Reduced For All Trips



## Reduced CO2 Emissions



▼ Held by VisitNorfolk.com, the Annual Celebration of Success Luncheon helped us showcase the importance of public transportation in our region.



▼ At the 6th Annual Suffolk B2B Expo, TRAFFIX connected with area professionals and reached out to employers with details on subsidized commuting.



▼ The Peninsula Chamber of Commerce: State of the Region meeting gave us a chance to network with regional employers of note.



▼ TRAFFIX team members stayed aware of key local developments by attending events like the Downtown Norfolk Council Monthly Member Briefing.



▼ TRAFFIX team members were proud attendees of the Downtown Norfolk Council Annual Meeting.



# CONNECTING THROUGH COMMUNITY OUTREACH.

## Results

- Met with **45** new employers across the Hampton Roads service area to promote TRAFFIX programs
- **715** total employers participating in TRAFFIX programs
- Attended **54** commuter events including military bases, southside, peninsula, and colleges and universities
- **266** program meetings were held to build relationships and follow-up with current employers/organizations
- Outreach staff received **684** Information Requests for alternative commuter options and programs

In Southeastern Virginia, outreach efforts consist of working with local businesses to educate them on the benefits and importance of saving money, gas, and the environment while reducing VMTs. Newly created partnerships with the Hampton Roads Chamber of Commerce, Hampton Roads Workforce Development Council, Greater Peninsula Workforce Board, and Peninsula Chamber of Commerce have assisted in showing more employer engagement through this partnership.

TRAFFIX staff also attends a number of conferences and summit events throughout the year that provide opportunities for professional development, networking, and exchanging ideas with other TDM programs.

▼ State of the City Meetings in Virginia Beach, Chesapeake, Norfolk, Portsmouth, and Suffolk helped us track the need for change in the area's commuter programs.



▼ The Hampton Roads Chamber of Commerce Morning Member Meetups included topics advocating for public transportation.



▼ The Tide 10th Anniversary Celebration marked a decade of success for Hampton Roads Transit's light rail.



▼ The Naval Station Norfolk Transit Corridor Project Outreach Team continued to work to establish high-capacity transit on the east side of the city of Norfolk.



▼ By participating in the Association for Commuter Transportation: Chesapeake Chapter Richmond, TRAFFIX helped advocate for commuter transportation and transportation demand management (TDM).



# SPREADING AWARENESS THROUGH TRAFFIX ANNUAL EVENTS.

Throughout FY2022, TRAFFIX celebrated commuting differently through events including Earth Day, Try Transit Week and Rideshare month. After two years of Bike Month being cancelled due to COVID-19, the 2022 event was a huge success. TRAFFIX engaged with more than 140 bike commuters to sign up and download the TRAFFIX App to earn rewards. Events during Bike Month included:

- Downtown Norfolk Council 3rd Annual Bike Expo
- Downtown Norfolk Council Bike to Work Day Pitstop (Waterside Ferry Dock)
- Virginia Beach Bike Ride with First Responders
- Suffolk Lunch Bike Ride Day
- Portsmouth Lunchtime Bike Ride



## CONTINUED SUCCESS FOR THE COMMUTER REWARDS PROGRAM.

The TRAFFIX App is a commuter tool that provides rewards to commuters who use alternative transportation methods. When a commuter walks, bikes, telecommutes, carpools, vanpools, rides public transportation, or works a compressed work week, they can log the trip into the TRAFFIX App or website to receive reward points. The points can be redeemed for restaurants, shops, or grocery store credits. In 2022, 2,210 commuters redeemed Commuter Rewards totaling \$3,893.

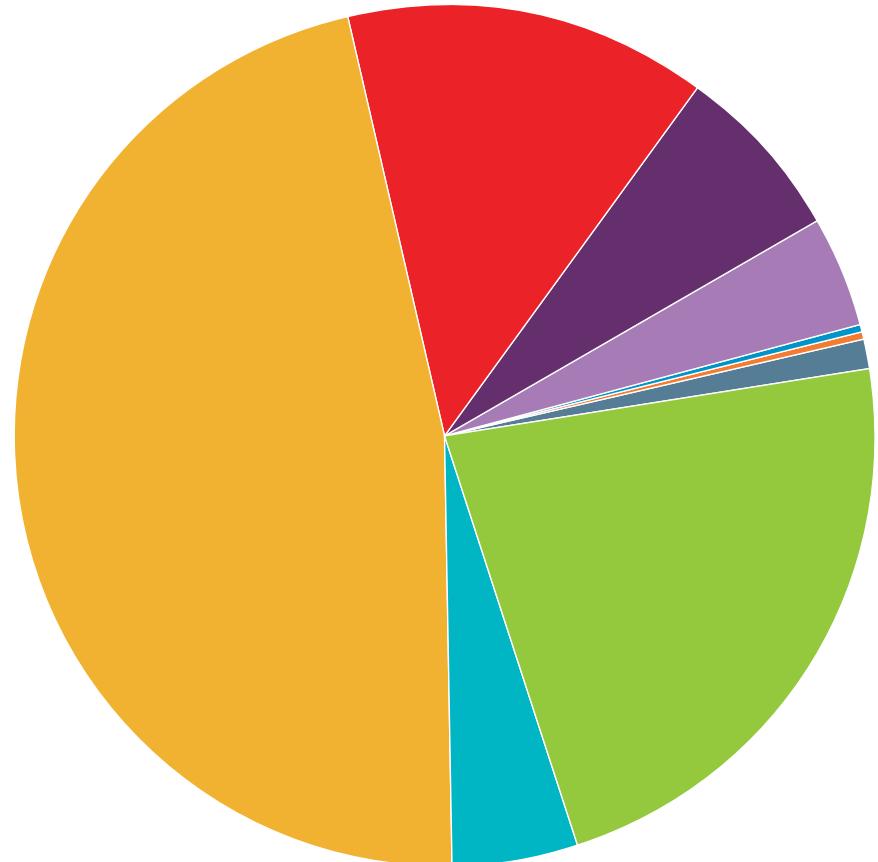
In addition to rewards, employers can also receive an employee activity report showing how they use transportation options. In addition, the TRAFFIX staff can create employer corporate challenges to encourage employees to try alternative commuting modes.



# HOW COMMUTERS TRAVELED IN FY2022.

This Mode Split chart shows transit and carpool making up 69% of commuter options in the TRAFFIX program. With many large employers still allowing telework options,

we see teleworking remaining steady at 14% and vanpool numbers dropping to 5%. Walk, bike, and compressed work week make up the remaining 14%.



## Pie Chart Key

- Carpools 48,793 (22.5%)
- Vanpools 10,650 (4.9%)
- Transit 100,870 (46.5%)  
(ferry, light rail, bus)
- Telecommuters 29,773 (13.7%)
- Walkers 14,702 (6.8%)
- Bikers 8,931 (4.1%)
- Compressed Work Week 340 (0.2%)
- Scooter 708 (0.3%)
- Drive Alone 2217 (1.0%)

216,984 Total Trips Recorded in the TRAFFIX App



## VANPOOL SERVICES: A GROUP EFFORT TO REDUCE TRAFFIC.

TRAFFIX continues to support efforts to remove SOVs from the road and reduce emissions through vanpooling. During the COVID pandemic, vanpool participation declined due to mandatory teleworking.

28: Registered Vanpools  
223: Vanpool Riders

TRAFFIX vanpools are a way for 7 to 15 people to lease a van through a third-party vendor, complete with insurance, maintenance, fuel, and commuter benefits. All members of the vanpool split the operating costs, and TRAFFIX helps to keep vanpool commutes affordable by providing a monthly stipend of \$300 or \$325, depending on the leased van size.

# THE GUARANTEED RIDE PROGRAM: FOR NO-WORRY COMMUTING.

The Guaranteed Ride Program (GRP) provides commuters who regularly carpool, vanpool, bike, walk, or take transit to work with a reliable ride back to their point of origin via taxi when an emergency arises. These emergencies can include a personal illness, emergency at home, unscheduled overtime, or other unexpected event. GRP is designed to remove the worry of

possibly becoming stranded when using alternative transportation at least three times a week. The program allows registered commuters to use up to six guaranteed rides per calendar year, no more than two a month. TRAFFIX subsidizes the cost of the taxi ride, and the commuter only pays \$5 for each guaranteed ride.

**2,954:** Total GRP Participants

**30:** New GRP Registrations

**34:** New GRP Rides



## PARKING SOLUTIONS TO REDUCE TRAFFIC.

### Park & Ride

While many organizations are practicing hybrid work schedules due to the effects of the pandemic, TRAFFIX continues to promote all Park and Ride locations in the Hampton Roads area and the surrounding cities to encourage commuters to use alternative transportation options.

Southeastern VA commuters have access to 3,896 spaces at 32 park and ride locations. Most park and ride lots are operated by VDOT and a few are privately owned. TRAFFIX maintains the following:

- CHESAPEAKE: Chesapeake Square Mall
- VA BEACH: Lynnhaven Mall, TCC Campus

- PORTSMOUTH: TCC Campus, Park and Sail Lot
- NEWPORT NEWS: VA Peninsula Community College (formerly Thomas Nelson Community College)
- WILLIAMSBURG: Capitol Landing Road (Old DMV Lot).

### Park & Sail

TRAFFIX manages the Park & Sail location on Court Street in Portsmouth. This lot is conveniently located for commuters riding the Elizabeth River Ferry to Norfolk. Commuters may also use this lot if they carpool/vanpool from Portsmouth to other cities in the region. As we transition back from the pandemic interest has increased.

# GOPASS365: EMPLOYEES AND STUDENTS BENEFIT FROM YEARLY SAVINGS.

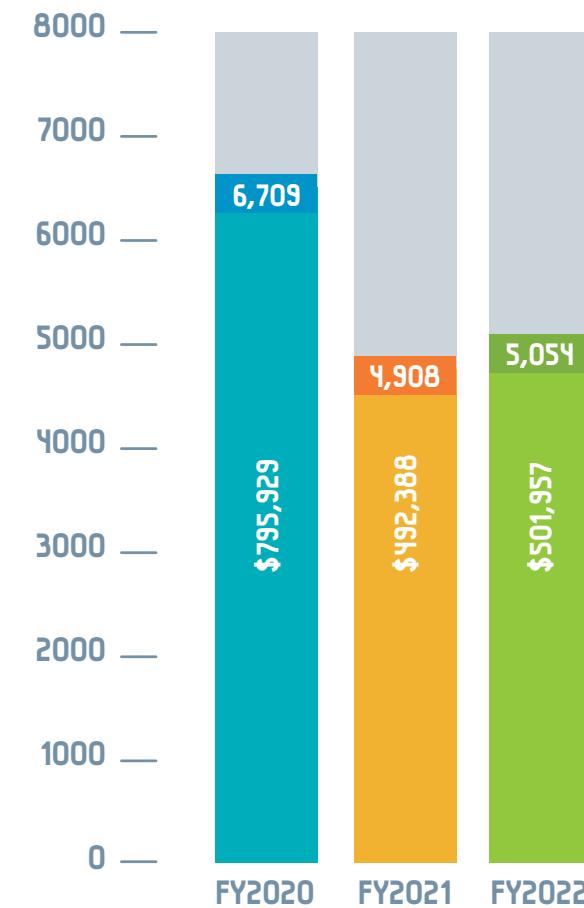
The GoPass365 program continues to prevail as a popular service for Hampton Roads Transit and an excellent TDM operation for the TRAFFIX program. The GoPass365 service provides both client support and product management, with monthly usage and ridership reports that note activity for assigned passes, online deactivation capability, and the replacement of passes upon client request.

The GoSemester pass is a discounted term centered pass that gives commuters unlimited usage to some of HRT's services by simultaneously showing the pass along with a picture ID. The GoSemester pass coincides with the college or university's semester schedule. The contract term is from July to June and the expiration date of the pass will be in conjunction with the semester's registration dates.



Program participants for the FY2022 consisted of 21 companies and colleges. Revenue and ridership began to grow despite the pandemic. As we return to business in the "new" normal from COVID-19, ridership for FY2022 was steady with a total of 382,750 riders, 5,054 passes sold, and an earned revenue of \$501,957.49.

## GoPass365 Sales and Revenue



## GoPass365 Ridership



Amidst the recovering transit ridership, GOPass365 sales increased in FY2022.

# 04. MARKETING WITH A MISSION.

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## A CHANGE IN MESSAGING TO PROMOTE COMMUTING DIFFERENTLY.

As the pandemic began to ebb, many businesses in Hampton Roads returned to the office or to hybrid work schedules, and our marketing messaging followed form. This fiscal year, we were able to move beyond a focus on telework and back to general awareness advertising for the programs TRAFFIX offers.

Our goal was to increase participation among area commuters and employers. To do so, we expanded our efforts to engage with existing and lapsed users of the TRAFFIX App. We also launched a social media test toward the end of FY22 to increase engagement and presence across multiple social platforms. (See below.)

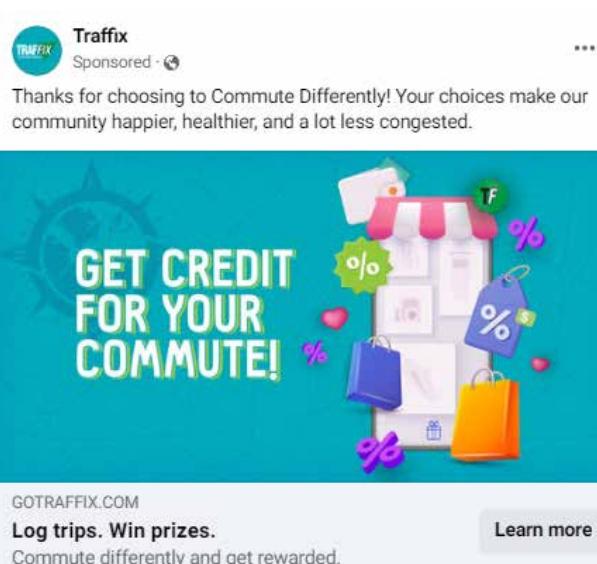
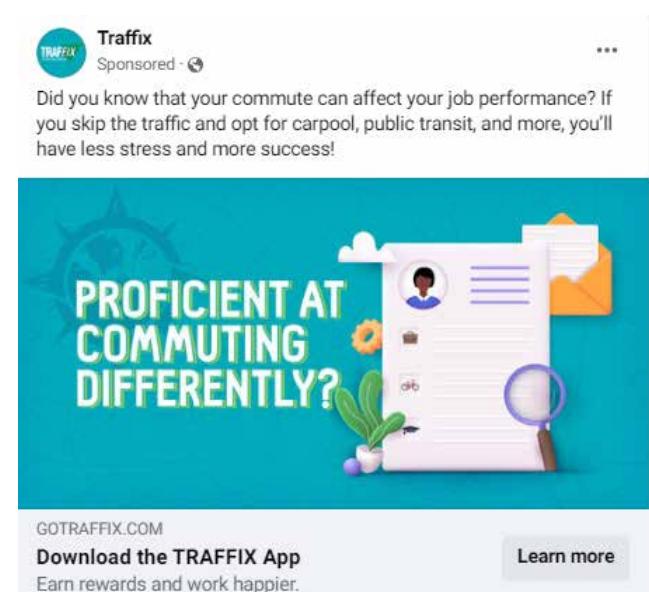
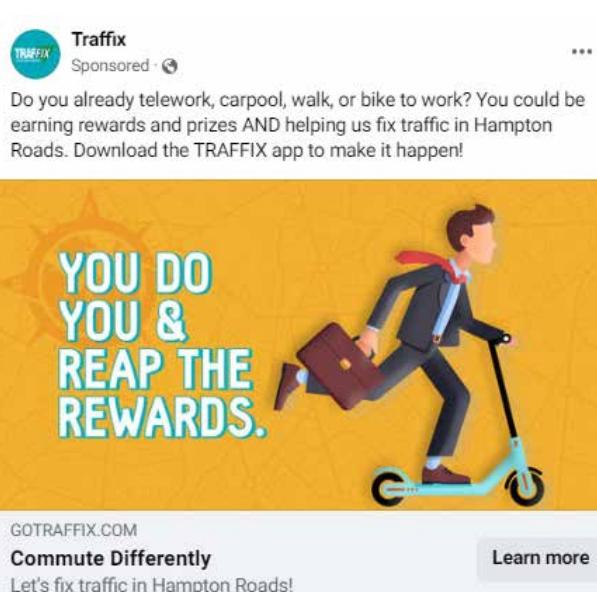
▼ From March 1 to June 30, 2022, TRAFFIX ran a social media test, ramping up the amount of content and cross-posting to various platforms. Instagram, and Facebook postings targeted general audiences/commuters and LinkedIn targeted area professionals and employers. TRAFFIX overdelivered impressions immediately and exponentially increased monthly engagement rates, thanks to boosted content and steady organic posting.

March	April	May	June	TOTAL
<b>546,308</b> Delivered Impressions	<b>589,891</b> Delivered Impressions	<b>821,513</b> Delivered Impressions	<b>796,350</b> Delivered Impressions	<b>2,754,062</b> Total Impressions
<b>1,245</b> Delivered Engagements	<b>17,026</b> Delivered Engagements	<b>27,353</b> Delivered Engagements	<b>30,350</b> Delivered Engagements	<b>75,974</b> Total Engagements
<b>0.23%</b> Engagement Rate	<b>2.89%</b> Engagement Rate	<b>3.33%</b> Engagement Rate	<b>3.81%</b> Engagement Rate	<b>2.76%</b> Total Engagement Rate

Engagement Rate benchmarks: Facebook .13%, Instagram .83%, LinkedIn .35%

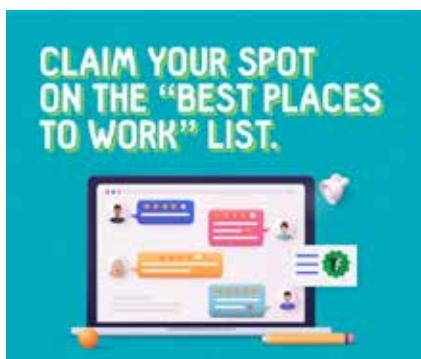
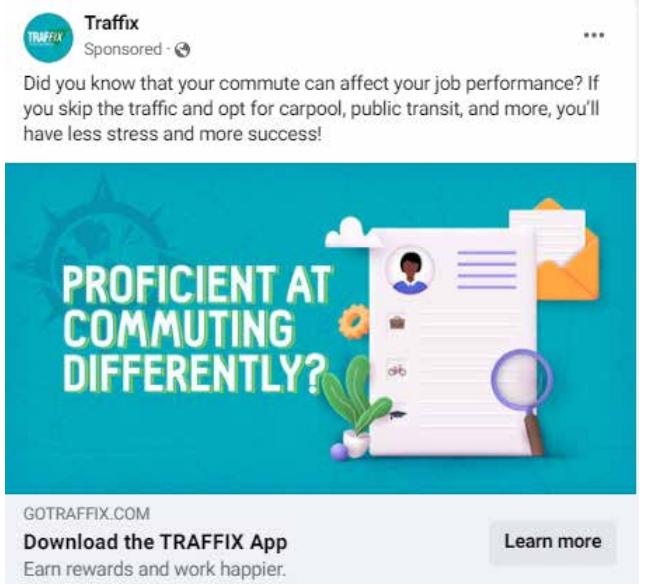
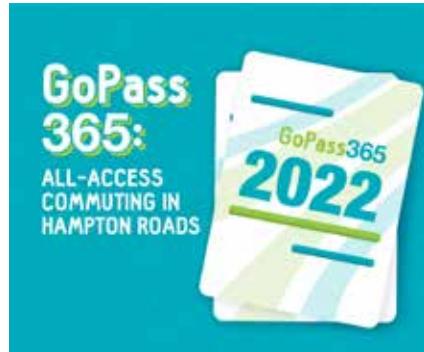
# TRAFFIX AWARENESS CAMPAIGN: COMMUTERS

(Animated banners, social stories, and newsfeed ads)



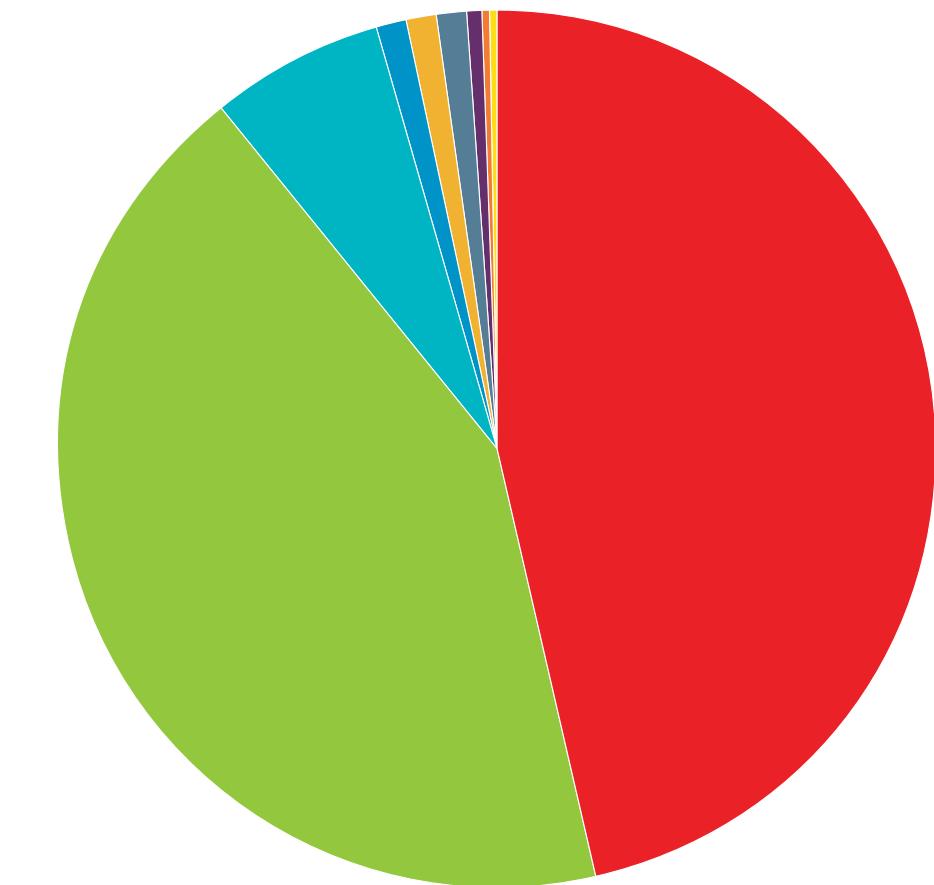
# TRAFFIX AWARENESS CAMPAIGN: EMPLOYERS

(Animated banners, social stories, newsfeed ads, and display banners)



## 05. PRESENT FINANCIALS AND FUTURE GOALS.

## FY2023 FINANCIALS. THE BUDGET FOR A BETTER HAMPTON ROADS.



Pie Chart Key	
Salaries and Benefits	(42.90%)
Professional Services	(6.24%)
Materials and Supplies	(1.12%)
Advertising	(46.49%)
Travel and Meetings	(0.72%)
Guaranteed Ride	(0.27%)
Subscriptions	(1.28%)
Phones and Utilities	(0.05%)
Hardware and Software	(0.90%)
Miscellaneous	(0.02%)

TRAFFIX Budget for FY2022 was \$1.5m

# THE ROAD AHEAD.

## OUR FY2023 WORK PLAN GOALS AND MEASUREMENTS.

### WorkPlan Goals

- Goal 1: Promote Use of Alternative Transportation
- Goal 2: Active Participation by Employers
- Goal 3: Active Participation by Commuters
- Goal 4: Increase Awareness of Commute Options and the TRAFFIX Program
- Goal 5: Regional Coordination



### WorkPlan Measurements

- 200 Engaged Employers
- 55 New Employers
- 400 Program Meetings
- 180 Commuter Events
- 20 Corporate Challenges
- 50 Employer Regional Campaign Events (Telework Week, Earth Day, Bike Month, Try Transit Week, and Rideshare Month)
- 1,000 New Commuter Members in Agile Mile
- 15 New Registered Vanpools
- 3% Growth in GoPass 365 Trips
- 3 Million Vehicle Miles Not Traveled





