

TRAFFIX ANNUAL REPORT

FY2024



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01. MOVING NEW POSSIBILITIES FORWARD.

A Letter from the TRAFFIX Team

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



TRAFFIX is pleased to present our **Annual Report for FY2024**, reflecting on the milestones we've achieved over the past year and the continued growth of our services across the 15 cities and counties in our service area. As we look back on the year, we take pride in the progress we've made toward offering sustainable transportation solutions and fostering partnerships that make a tangible difference in our communities.

Our commitment to reducing environmental impact remained strong throughout FY2024. We successfully **reduced CO2 emissions by 1,740 tons** and cut Vehicle Miles Traveled (VMT) by an impressive **3.9 million miles**. These figures not only highlight the success of our initiatives but also reaffirm the value of choosing smarter commuting alternatives with TRAFFIX.

In 2024, we augmented our engagement with the community by hosting and coordinating the Downtown Norfolk 4th Annual Bike Expo, further championing the benefits of cycling as a sustainable and healthy transportation choice. Our presence during Bike Month continued to grow as we expanded our Bike to Work Day efforts into Portsmouth for the first time, establishing a brand-new pit stop in at the High Street Ferry Landing.

We are thrilled to have recently launched our new BikeBoost program offering bike racks and repair stations in high bike traffic locations throughout the region. Expansion of our bike programs has helped raise even more awareness of the personal and environmental benefits of partnering with TRAFFIX.

TRAFFIX hired a Military Liaison to work throughout the region with our federal installations and made much needed renovations to the TRAFFIX base office that have increased foot traffic and awareness of our services. These efforts are designed to build a stronger foundation for alternative transportation, and we are committed to continuing this important work.

Throughout the year, our team worked tirelessly on several key projects and maintained meaningful collaboration with an array of stakeholders, including businesses, educational institutions, local and state governments, and military commands. These partnerships were critical in amplifying the reach and impact of TRAFFIX's initiatives.

Our relationships with organizations like the Hampton Roads Transportation Planning Organization and the TRAFFIX Subcommittee were central to our efforts in strategic planning, budgeting, and administrative oversight.

We are deeply grateful for their continued support, as well as the guidance provided by Hampton Roads Transit, the Department of Rail and Public Transportation, and the Virginia Department of Transportation. Their partnership has been instrumental in TRAFFIX's continued success and growth, as reflected in this report.



**WITH WARM REGARDS,
THE TRAFFIX TEAM**

02.

OUR GUIDES ALONG THE JOURNEY.

THE MISSION OF TRAFFIX: FEWER EMISSIONS. MORE COMMUTING DIFFERENTLY.

As a Transportation Demand Management (TDM) Program, TRAFFIX's mission is to continue reducing traffic congestion and greenhouse gas emissions in southeastern Virginia by decreasing the number of Single Occupancy Vehicles (SOVs) commuting to work. We achieve this by promoting ridesharing and offering alternative transportation solutions, including public transit, carpooling, vanpooling, biking, walking, teleworking, and the creation of employer transportation programs and incentives.

TRAFFIX staff are employed by Hampton Roads Transit (HRT), while program funding is provided through the Hampton Roads Transportation Planning Organization (HRTPO). Since 1995, TRAFFIX has been supported through annual funding from the Congestion Mitigation and Air Quality (CMAQ) and/or Regional Surface Transportation Program (RSTP).

The TRAFFIX Subcommittee (TS), formerly known as the Oversight Committee (TOS), includes transportation professionals from cities and counties within the Metropolitan Planning Area (MPA), as well as representatives from the Virginia Department of Transportation (VDOT), Federal Highway Administration (FHWA), U.S. Navy, and Virginia Department of Rail and Public Transportation (DRPT). The TS reports to the Transportation Technical Advisory Committee (TTAC), which in turn reports to the HRTPO Board.

The subcommittee meets three times a year with TRAFFIX staff to assess the program's progress and performance.

TRAFFIX cut total vehicle miles traveled by 3,947,263 in 2024.



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

Voting Members

- Keisha Branch
Hampton Roads Transit
- Jamie Oliver
Isle of Wight County
- Christopher Arabia
DRPT
- Angela Hopkins
City of Newport News
- Angela Effah-Amponsah
VDOT
- Stefanie Strachan
City of Hampton
- Iyanla Xo
Williamsburg Area Transit Authority
- Hank Morrison
City of Virginia Beach

Non-Voting Members

- Isabella Young
City of Virginia Beach
- Maria Ptakowski
City of Suffolk
- Benjamin Jones
City of Norfolk
- Alan Budde
City of Norfolk
- Trevor Hunter
Z Trip

Alternative Members

- Luther Jenkins,
City of Chesapeake
- Caleb Brooks,
VDOT
- Saul Gleiser,
City of Newport News
- Steve Simms,
Williamsburg Area Transit Authority



TRAFFIX Staff

- Amy Jordan,
Director
- Tiffany McClain,
Program Manager
- Caleb Smith,
Military Commuter Liaison
- Amber-Leigh Wimbrough,
Sr. Commuter Outreach Specialist
- Latwana McClure,
Vanpool Program Coordinator
- Monique Lynch,
Program Specialist
- Shawn Tasch,
Commuter Outreach Specialist

THE SERVICES OF TRAFFIX: MANY PATHS, ONE GOAL.

Bike/Walk Commuter Services

TRAFFIX supports bike commuters by offering bike repair stations, providing bike path information, and enhancing local cycling infrastructure through our new BikeBoost program, which provides bike racks and repair stations to local organizations. We also promote Bike to Work Month and Bike to Work Week to raise awareness of these services. Additionally, we support walking commuters with commuter planning and rewards, making sustainable travel choices easier and more accessible.

Commuter Rewards

TRAFFIX operates a commuter incentive program designed to reward individuals who utilize alternative modes of transportation. Commuters can log their trips or telework days using the TRAFFIX app or website, earning points that can be redeemed for various rewards. These rewards include discounts at both online and local retailers, as well as participating restaurants.

Employer-Based Marketing

Our organization collaborates with local employers and commands to promote TDM services and strategies through established Employee Transportation Coordinators (ETCs) at various employer locations. The services provided include commuter surveys, marketing materials, presentations, and the implementation of TRAFFIX programs to enhance commuter options and encourage sustainable transportation practices.

GoPass365

Under contractual agreements with employers and educational institutions, the GoPass365 annual pass provides unlimited access to all modes of transit offered by HRT at a discounted rate, excluding vanpool and Paratransit Services. The GoSemester pass is available for area colleges and universities, offering flexible options for students and faculty to utilize public transportation.

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 the cost covered by the Guaranteed Ride Program.

Naval Station Norfolk Office

This conveniently located TDM office, updated and renovated this year by TRAFFIX staff, provides military commuters with the opportunity to learn more about commuting options, purchase transit passes at the ticket vending machine, and hold meetings with area commands. Centrally located on the military installation, the office offers easy access to TRAFFIX programs and features a dedicated Military Commuter Liason to assist with inquiries and support.

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 commuter request.

Transit Information

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

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.

Rideshare Matching

Our database matches carpool and vanpool commuters in Southeast Virginia who share similar work hours and locations.



Commuters saved
177,514
gallons of gas from
our programs in 2024.



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.



Bike Boost

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.

03. KEEPING PACE WITH SUCCESS.



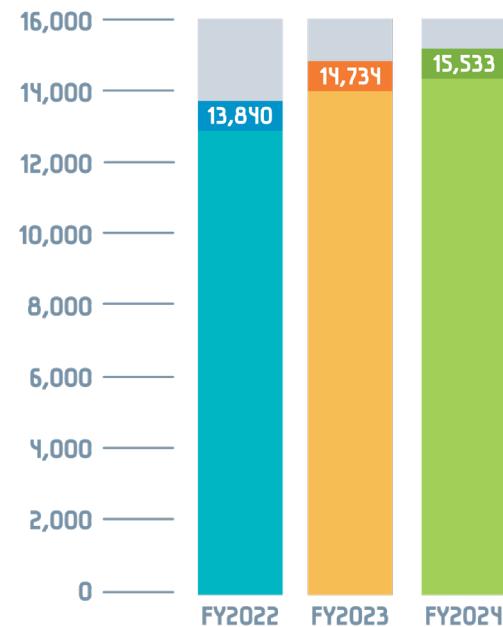
COMMUTING DIFFERENTLY BY THE NUMBERS.

Commuter Programs and Results

In FY2024, TRAFFIX made a difference helping more than 15,533 registered commuters by offering the following:

- Employer Resources
- Guaranteed Ride Program
- ConnectingVA Rideshare Matching Program and Rewards
- Vanpool Financial Assistance
- Park & Ride Solutions
- Outreach Offices at Naval Station Norfolk

Total Commuters



Successes

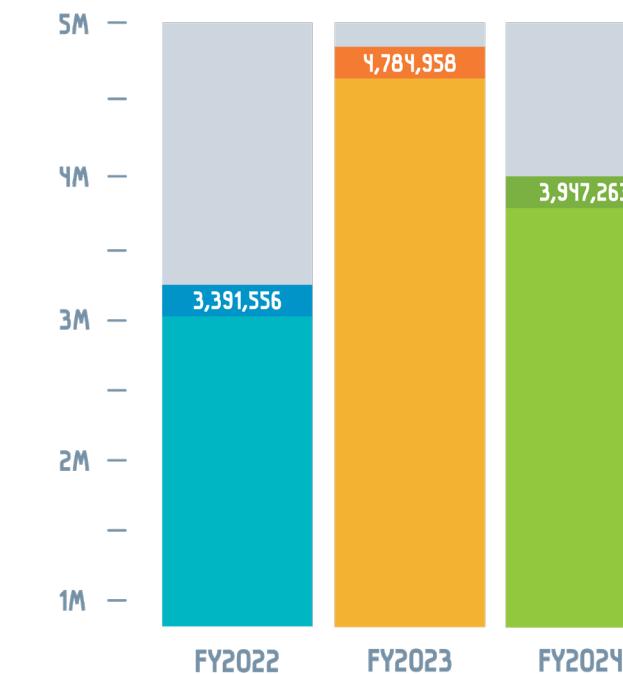
- **878** new commuter members
- **201,551** trips recorded
- **3,947,263** total vehicle miles traveled (VMT)
- **1,740 tons** total reduced CO2 emissions
- Reduced **229,009** single-occupancy car trips
- Saved **379** parking spots per day
- Commuters saved **\$2,520,795** in commuting-related expenses
- Commuters burned **4,223,228** calories commuting by walking or biking
- **1,196** participating organizations
- Commuters saved **177,514** gallons of gas

Rideshare Matching

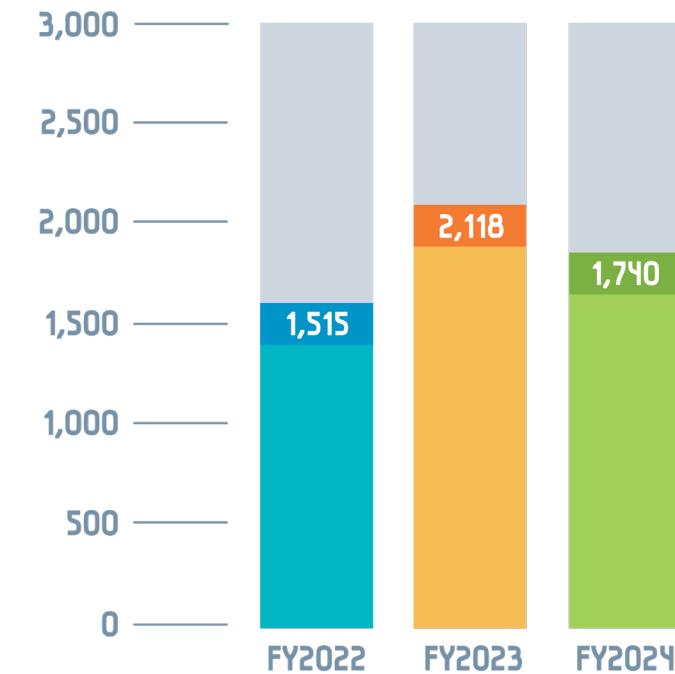
15,007: Rideshare Match Attempts

10,302: Rideshare Matches Made

Total VMT Reduced For All Trips



Reduced CO2 Emissions



▼ At the 8th Annual Suffolk B2B Expo, TRAFFIX connected with area professionals and reached out to employers with details on subsidized commuting.



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



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



▼ The Hampton Roads Chamber of Commerce held its annual State of the Region meeting which included topics advocating for public transportation.



▼ TRAFFIX has continued its involvement with the tHRive Young Professional Summit, a meeting of the region's young professional minds.



CONNECTING THROUGH COMMUNITY OUTREACH

Results

- Met with **174** new employers across the Hampton Roads service area to promote TRAFFIX programs
- **945** total employers participating in TRAFFIX programs
- Attended **215** commuter events including military bases, southside, peninsula, and colleges/ universities
- **331** program meetings were held to build relationships and follow-up with current employers/organizations
- Outreach staff received **4,184** Information Requests for alternative commuter options and programs.

In Southeastern Virginia, our outreach efforts entail working closely with local businesses to educate them about the advantages of saving money, reducing fuel consumption, and contributing to environmental preservation while also lowering vehicle miles traveled (VMTs). We've established strong partnerships with esteemed organizations like the Hampton Roads Chamber of Commerce, Hampton Roads Workforce Development Council, Greater Peninsula Workforce Board, and the Peninsula Chamber of Commerce, which have significantly bolstered employer engagement in our initiative.

Furthermore, the TRAFFIX team actively participates in various conferences and summit events throughout the year. These occasions provide valuable opportunities for professional development, networking, and the exchange of ideas with fellow Transportation Demand Management (TDM) programs.

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



▼ 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 Juneteenth Festival in the Park event took place in Town Point Park, Norfolk.



▼ TRAFFIX sponsored the first event State of Transit event that brought together Suffolk Transit, Williamsburg Area Transit Authority, and Hampton Roads Transit.



▼ TRAFFIX met with (Hampton Roads) legislators in Washington DC to discuss ways to reduce traffic and improve air quality.



▼ Staff attended the 2023 ACT International Conference in Seattle, Washington.



REGIONAL EVENTS

In FY2024, TRAFFIX continued its mission to celebrate alternative commuting methods and raise awareness about sustainable transportation choices through a series of engaging events. These events were designed to foster community engagement and encourage individuals to make eco-friendly choices in their daily commutes. Some of the noteworthy highlights from the year include:

Discover Transit Month (Sept): formerly Try Transit Month:

During Discover Transit Month, TRAFFIX actively participated in events at various locations, including Tidewater Community College, Centura College campuses, and Elevance Health. These events showcased the convenience and benefits of using public transportation.

Rideshare Month (Oct):

In October's Rideshare Month, TRAFFIX was involved in events held at Newport News Shipbuilding, organized pop-up information sessions at Park and Ride lots, and engaged with employees at Norfolk Naval Shipyard. Additionally, TRAFFIX took part in VDOT's Unity Fair to promote carpooling and ride-sharing initiatives.

Earth Day Collaboration (April):

TRAFFIX partnered with Hampton Roads Transit for Earth Day events held at prominent locations, including the Virginia Living Museum, Norfolk Naval Shipyard, and Mt. Trashmore. TRAFFIX staff also participated in a team clean-up day in which member picked up litter at bus stops throughout the region. These events emphasized the importance of environmentally friendly transportation choices and their impact on the planet.

Bike Month Celebrations (May):

5th Annual Bike Expo

Bike Month saw a variety of events, including the Downtown Norfolk Council's 4th Annual Bike Expo, which showcased the latest in bicycle innovations and celebrated the local cycling culture.

DNC Bike to Work Day Pitstop

Pitstops were held at Waterside Ferry Dock, Eastern Virginia Medical Center (EVMC), and for the first time, Downtown Portsmouth Ferry Dock, providing support and encouragement to bicycle commuters.

Hampton Proclamation Ride

Featuring a ride with the Mayor, this event emphasized the importance of cycling and sustainable transportation in the community.

BikeFest with Chesapeake Parks and Rec

Held at the Dismal Swamp, this event encouraged active transportation and outdoor enjoyment.

Bike Night at the Norfolk Zoo

A fun-filled event showcasing cycling in a unique venue.

Virginia Beach Vibe Ride with Smartmouth Brewing

This ride blended fitness with socializing, offering a great way to explore Virginia Beach.

Ride with Norfolk Cycle Sisters

A scenic trip via the Ferry into Downtown Portsmouth, encouraging camaraderie and cycling for all.

Results

TRAFFIX's involvement in these events continued to raise awareness and encourage healthier commuting practices. Engagement and participation rates remained strong, with increased interest in public transportation, ridesharing, and cycling.

These events not only brought communities together but also contributed to reducing traffic congestion and promoting eco-friendly commuting options. FY2024 was marked by successful outreach and positive changes in the realm of greener transportation, and TRAFFIX looks forward to building on this momentum in the future.



CONTINUED SUCCESS FOR THE COMMUTER REWARDS PROGRAM.

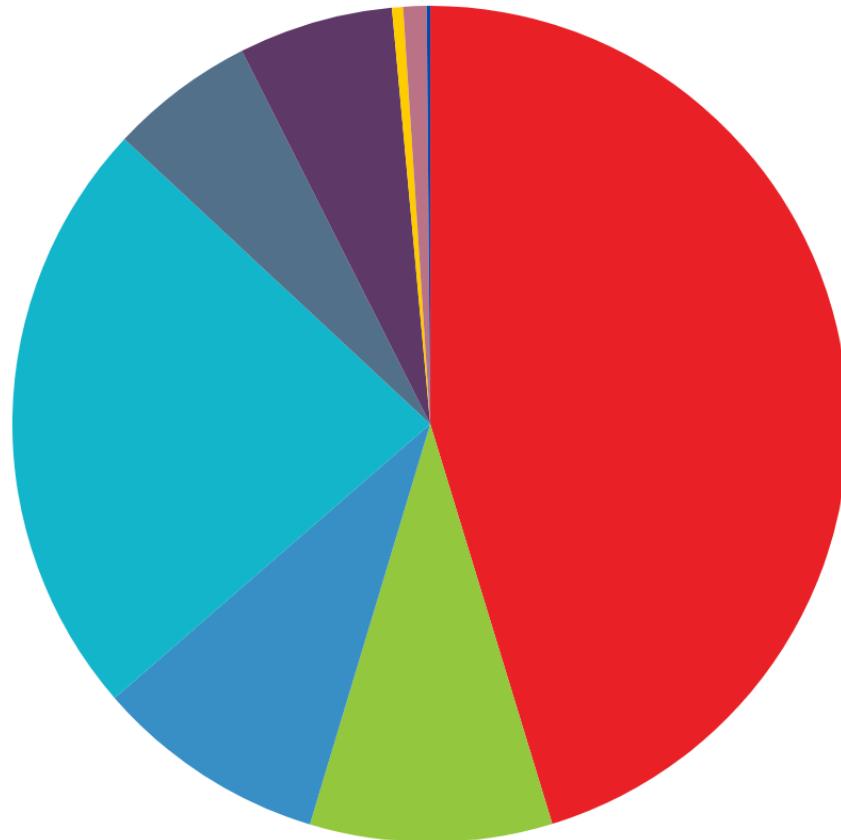
Through a partnership with ConnectingVA by DRPT, TRAFFIX utilizes the Agile Mile Program, a commuter incentive initiative that rewards individuals for using alternative commuting methods. When a commuter walks, bikes, teleworks, carpools, vanpools, rides public transportation, or works a compressed work week, they can log the trip into the Agile Mile system to receive reward points. The points can be redeemed for restaurants, shops, or online deals. In 2024, **4,424** commuters redeemed Commuter Rewards totaling **\$9,053**.

As part of Agile Mile, employers can 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.



COMMUTER MODES BREAKDOWN FY 2024

The Mode Split chart shows that transit and carpool account for 68.7% of commuter options in the TRAFFIX program, with teleworking at 9.46%, vanpool at 8.9%, and walk, bike, scooter, and compressed work week making up the remaining 12.04%.



Pie Chart Key

Transit (Light Rail, Ferry, & Bus)	91,266 (45.3%)
Carpools	46,970 (23.4%)
Vanpools	18,089 (8.9%)
Telecommuters	18,885 (9.46%)
Walk	11,336 (5.6%)
Bike	12,050 (5.9%)
Scooter	866 (.4%)
Drive Alone	1,815 (.9%)
Compressed Work Week	274 (.14%)



VANPOOL SERVICES: A GROUP EFFORT TO REDUCE TRAFFIC.

TRAFFIX continues to support efforts to reduce single-occupancy vehicles (SOVs) on the road and lower emissions through vanpooling. Vanpooling offers a convenient way for 7-15 people to lease a van through a third-party vendor, which includes insurance, maintenance, fuel, and commuter benefits. The operating costs are split among all members of the vanpool, making it an affordable commuting option.

To further encourage vanpooling, in FY24, TRAFFIX increased its monthly stipend, **now providing \$500 per vanpool**. This enhanced financial support aims to make vanpooling more accessible and help get participation back on track.

**30: Registered Vanpools
225: Vanpool Riders**

THE GUARANTEED RIDE PROGRAM: FOR NO-WORRY COMMUTING.

The Guaranteed Ride Program (GRP), offered through the ConnectingVA Ride Home Rewards Program and provided by the Virginia Department of Rail and Public Transit, gives commuters who regularly carpool, vanpool, or take transit to work a reliable ride back to their point of origin in case of an emergency. These emergencies can include personal illness, a family emergency, unscheduled overtime, or other unexpected events.



37 GRP Participants

GRP eliminates the worry of being stranded for those using alternative transportation at least twice a week. Registered commuters can use the service up to six times per calendar year, with TRAFFIX covering **100%** of the ride cost. Requests for rides can be made through the ConnectingVA app or website, ensuring quick and convenient access when needed.



PARKING SOLUTIONS: ENCOURAGING PARTIAL DRIVING TO REDUCE TRAFFIC.

Park & Ride

TRAFFIX actively promotes Park & Ride locations across Hampton Roads and surrounding cities, encouraging commuters to choose alternative transportation options such as carpooling, vanpooling, and transit. These convenient lots provide an easy way for commuters to leave their vehicles and switch to more sustainable modes of travel.

Park & Sail

TRAFFIX manages the Park & Sail lot on Court Street in Portsmouth, ideally located for commuters using the Elizabeth River Ferry to Norfolk. This lot is also available for those carpooling or vanpooling from Portsmouth to other cities in the region, offering flexibility and convenience for various commuting needs.

GO PASS 365: MORE SAVINGS FOR MORE COMMUTING DIFFERENTLY.

The GoPass365 program continues to be a popular service for Hampton Roads Transit and a valuable Transportation Demand Management (TDM) resource for the TRAFFIX program.

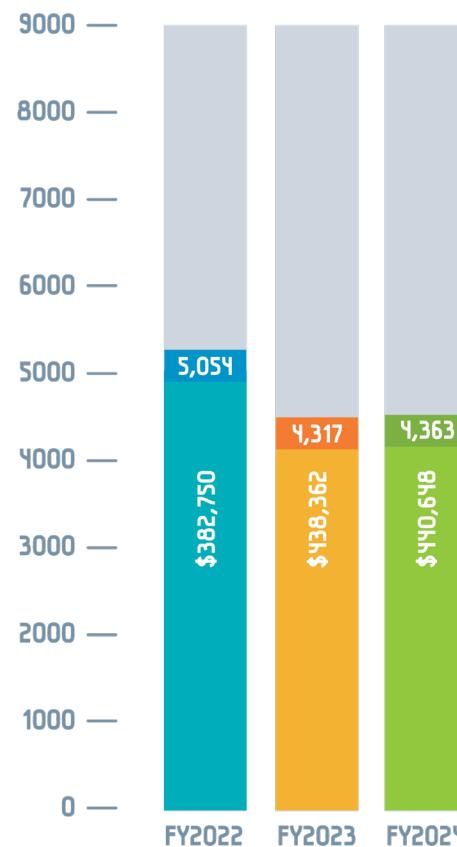
GoPass365 provides discounted, unlimited access to certain HRT services from July to June for students and faculty, requiring the pass and a valid photo ID. The program offers comprehensive client support, including monthly usage and ridership reports, online pass deactivation, and replacement services upon request. This ensures seamless pass management and ease of access for users.



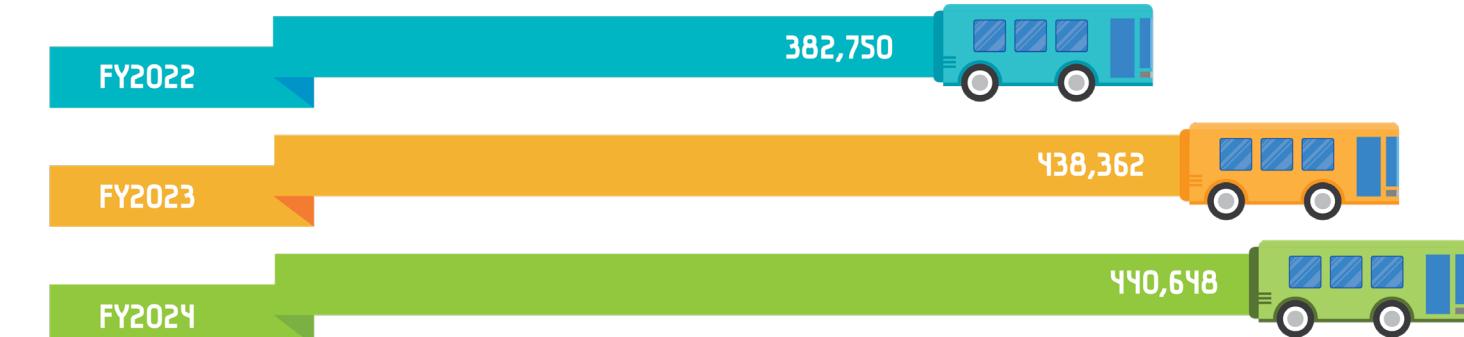
Additionally, the GoSemester pass provides the same discounted access but aligns with the academic schedule of participating colleges and universities, expiring based on the semester's registration dates.

In FY2024, 22 companies and colleges participated in the program, with ridership and revenue continuing to grow significantly. FY2024 recorded a total of **440,648 riders**, **4,363 passes sold**, and **\$518,001 in revenue**.

GoPass Sales and Revenue



GoPass365 Ridership



04. MARKETING WITH A MISSION.

CAMPAIGNS

At TRAFFIX, our mission remains steadfast: to encourage commuters to embrace alternative transportation options and reduce single-occupancy vehicle (SOV) use. Through our online/mobile platform, Agile Mile, members can easily log their alternative trips and earn financial incentives, discounts, and rewards—all while contributing to environmental sustainability.

In FY2024, we set ambitious goals, aiming to eliminate 4 million vehicle miles traveled (VMT)—the equivalent of removing 226,000 trips from our roads. To achieve this, we implemented a series of dynamic, multi-channel campaigns that engaged commuters, employers, and rideshare users alike.

Our FY2024 campaigns included:

- 1. Vanuary (January):** A campaign designed to promote vanpooling as a cost-effective, convenient, and eco-friendly alternative to commuting.
- 2. Rideshare the Love (February):** Focused on ridesharing benefits encouraged commuters to "share the love" by reducing their carbon footprint and enjoying shared commuting experiences.
- 3. Connecting Businesses (March):** Highlighting the GoPass365 program, this campaign promoted partnerships with local businesses and educational institutions to offer employees and students affordable transportation options.
- 4. Earth Day (April):** Centered around sustainability, this campaign emphasized the importance of going green and using eco-friendly transportation choices to help protect the planet.
- 5. Bike Month (May):** Promoted active transportation options, including biking, while showcasing sustainability and the health benefits of cycling.

Each campaign featured vibrant, modern visuals and a friendly, straightforward tone of voice. Our marketing materials inspired commuters to explore alternative options while educating employers on the benefits of partnering with TRAFFIX to enhance workplace commuter programs.

Well-being: Promoted less stress and improved overall well-being by encouraging vanpooling, ridesharing, and active transportation to avoid traffic congestion and promote healthier lifestyle choices.

Financial Savings: Highlighted reduced gas, parking, and vehicle maintenance costs through vanpooling and ridesharing, emphasizing the financial incentives offered by TRAFFIX's commuter programs.

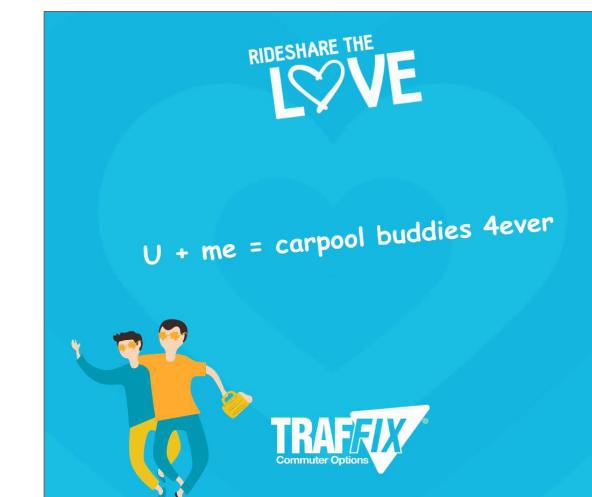
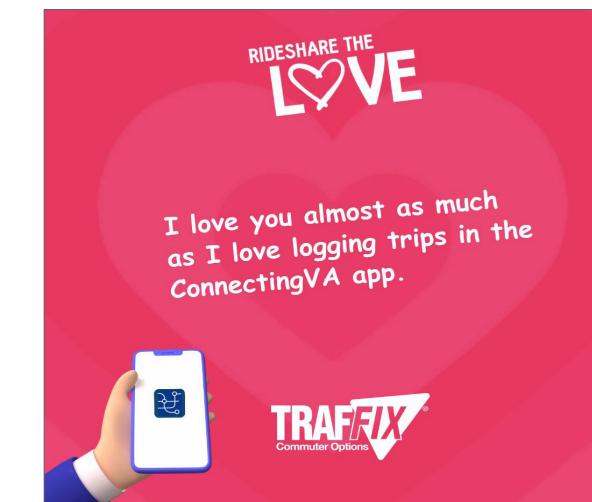
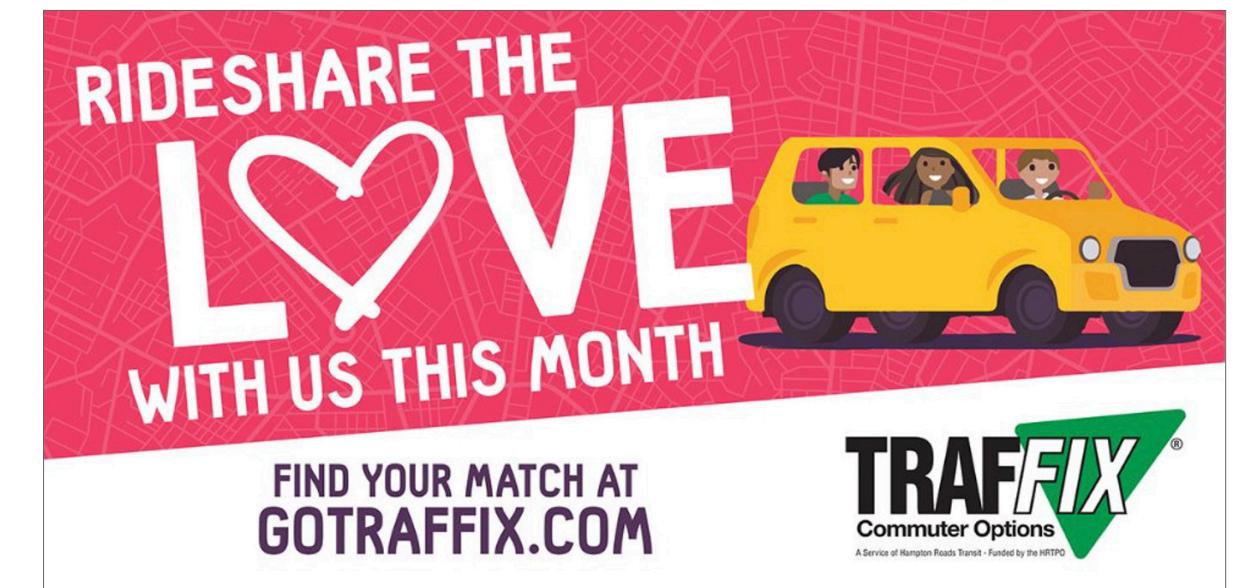
Environmental Impact: Encouraged a positive environmental footprint through campaigns like Earth Day and Bike Month, which promoted sustainable transportation options and highlighted their role in reducing emissions and conserving resources.

Welcome to the TRAFFIX evolution, where the road less traveled is the road to change.

VANUARY (JANUARY)



RIDEShare THE LOVE (FEBRUARY)



CONNECTING BUSINESSES (MARCH)

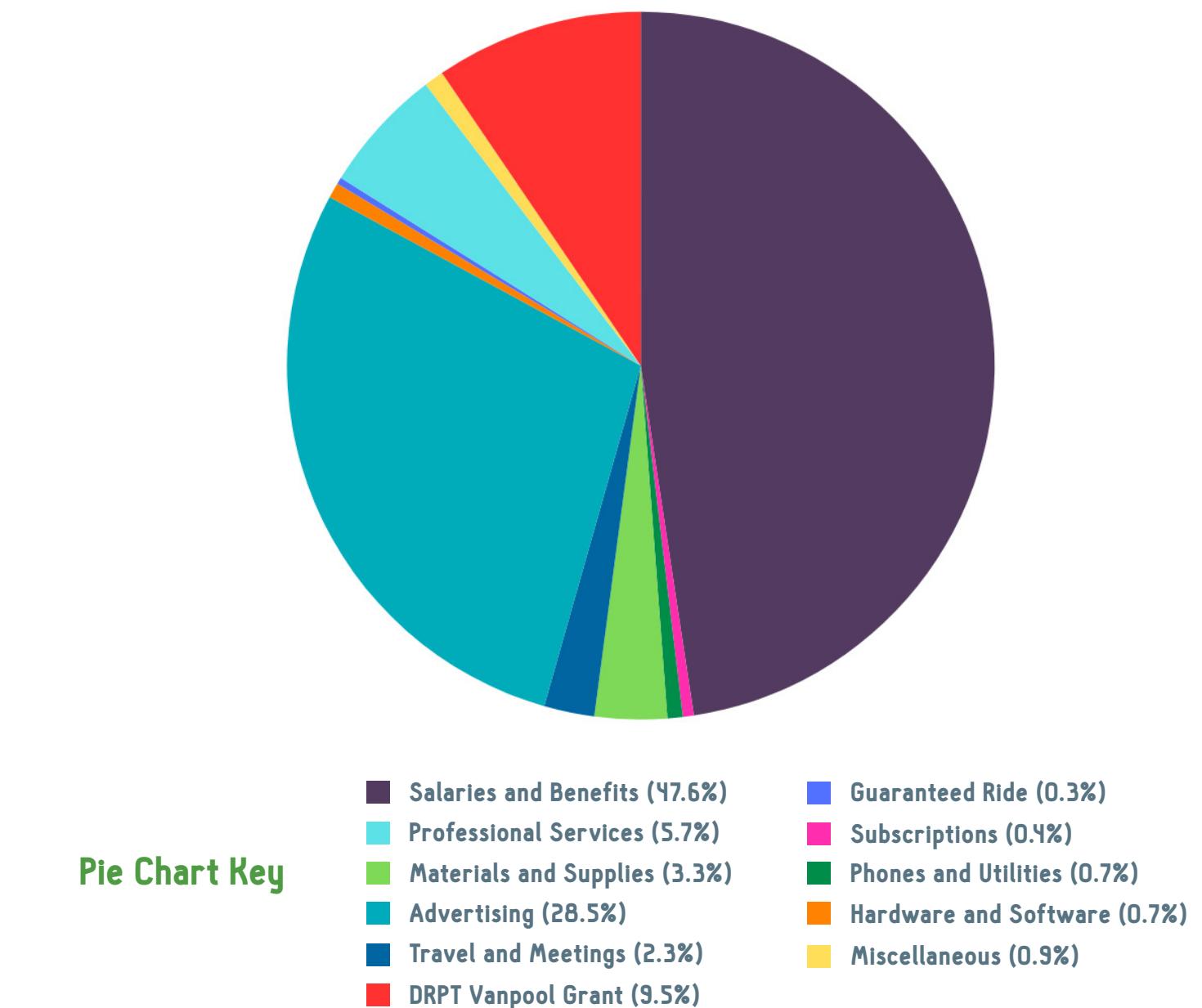


EARTH DAY (APRIL) AND BIKE MONTH (MAY)



05. PRESENT FINANCIALS AND FUTURE GOALS.

FY2024 FINANCIALS. THE BUDGET FOR A BETTER HAMPTON ROADS.



HRTPO Funds Total - \$951,000 | DRPT Vanpool Grant - \$100,000 | TRAFFIX Budget for FY2024 was \$1,051,000

THE ROAD AHEAD.

OUR FY2024 WORK PLAN GOALS AND MEASUREMENTS.

Work Plan Goals

- Educate businesses, government officials, and other regional stakeholders about the TDM program.
- Implementation of the new brand and marketing strategies.
- Increase the level of available bike amenities through the BikeBoost program.
- Complete the Commuter Assistance Program (CAP) Strategic Plan



Annual Workplan Measurements

- 1. Engagement**
 - a. Engage and Educate 120 New Organizations
 - b. Maintain Engagement with 210 Organizations
 - c. 400 Program Meetings
 - d. 180 Commuter Events
 - e. 10 Stakeholder engagements
- 2. 50 Employer Regional Campaign Events**
(Telework Week, Earth Day, Bike Month, Discover Transit Month, and Rideshare Month)
- 3. 1000 New members in Agile Mile**
- 4. 15 New Registered Vanpools**
- 5. 3% Growth in GoPass365 Trips**
- 6. 4 Million Vehicle Miles Not Traveled**

Since 1995, TRAFFIX has served as the region's Transit Demand Management Option program, promoting sustainable and efficient commuter options in Hampton Roads. We'd like to extend a heartfelt "thank you" for your support during these last 29 years, which has been instrumental in helping us reduce congestion and minimize environmental impacts

In our continued effort to improve and grow our program, we are thrilled to announce that we are moving forward under a new name and brand: goCommute. This name reflects our renewed focus on providing transportation solutions, making it easier for our members to embrace the benefits of smart commuting.

Rest assured, while our name is changing, our support for your commuting needs remains steadfast. Whether it be vanpooling, GoPass 365, Park & Ride, or our Ride Guarantee, the new goCommute program, or goCo for short, will continue to offer the same trusted services our customers have come to rely on.

Thank you again for your support and trust. We look forward to continuing this journey together, helping you get wherever you need to go efficiently, sustainably, and with ease.

Sincerely,

goCommute
Commuter Solutions



