

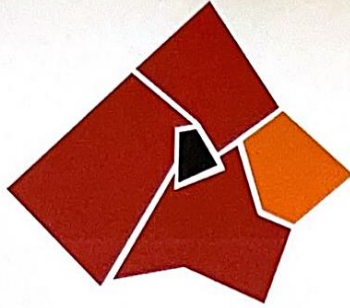


**Commuter Assistance Program  
Strategic Plan  
FY 25-29**

Central Virginia Planning District Commission

Central Virginia Commuter Services

Adopted: November 21, 2024



# CVPDC

Central Virginia Planning District Commission

## Resolution of Adoption

**WHEREAS**, the Central Virginia Planning District Commission is the Planning District Commission serving the City of Lynchburg and the Counties of Amherst, Appomattox, Bedford, Campbell and the towns therein; and

**WHEREAS**, the Central Virginia Planning District Commission has and continues to operate the Commuter Assistance Program which assists residents and visitors in accessing alternative modes of transportation; and

**WHEREAS**, the Commission annually applies to the Virginia Department of Rail and Public Transportation (DRPT) for funding to support its Commuter Assistance Program operations; and

**WHEREAS**, DRPT requires agencies operating a Commuter Assistance Program to adopt a five-year Strategic Plan to guide the efficient and effective operation of the program; and

**WHEREAS**, the plan establishes a mission and vision, goals, objectives, target markets and customers, an operations plan, a financial plan, and performance measures to guide the Commuter Assistance Program for the next five years.

**NOW THEREFORE, BE IT RESOLVED** that the Central Virginia Planning District Commission hereby adopts the FY 2025-2029 Commuter Assistance Program Strategic Plan.

Upon motion by Richard Conner duly seconded by Drew Wade adopted this 21 day of November 2024 by the members of the Central Virginia Planning District Commission.

Attested By:

Alec Brebner, Secretary  
Central Virginia Planning  
District Commission

Certified By:

Reggie Bennett, Chair  
Central Virginia Planning  
District Commission

# **Central Virginia Commuter Services**

## **Commuter Assistance Program Strategic Plan**

### **FY 2025 - FY 2029**

The Plan was funded by the Virginia Department of Transportation (VDOT) and fulfills the Department of Rail and Public Transportation's (DRPT) Strategic Plan requirements for the Commuter Assistance Program.

Special appreciation to the members of the Steering Committee that volunteered their time to provide guidance and feedback on the development of the Strategic Plan.

#### **Steering Committee**

Carol Moneymaker, Virginia Department of Transportation

Carson Eckhardt, Virginia Department of Transportation

Erik Smedley, Bedford County

Johnnie Roark, Appomattox County

Katherine Molin, Department of Rail and Public Transportation

Kelly Hitchcock, Central Virginia Planning District Commission

Mary Zirkle, Town of Bedford

Nadine Greene-Hicks, Central Virginia Community College

Nina Rezai, Campbell County

For more information about this plan or Central Virginia Commuter Services, contact Program Manager Ada Hunsberger at

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## Chapter 1: Commuter Assistance Program Overview

### Purpose

The Commuter Assistance Program Strategic Plan (CAPSP) serves as a strategic planning document which guides the programming and activities of the Commuter Assistance Program. The Plan is data-driven and establishes the mission, goals, objectives, and performance measures with which the Commuter Assistance Program is evaluated. By having a strategic plan in place, agencies can respond to changes in travel demand, mobility and community needs, in a cost-efficient way.

### Program History

Commuter Assistance Programs began springing up across the Country in the 1970's following the OPEC oil crisis, as the federal government began seeking new ways to conserve fuel. Several Commuter Assistance Programs across the Commonwealth came about during this movement. On a more regional scale, Roanoke Valley was the first to start a Commuter Assistance Program, in reaction to becoming an air quality non-attainment area in 2002. The goal of the CAP at its inception was to improve air quality by reducing single occupancy vehicle miles traveled. Funding for the Commuter Assistance Program is provided by the federal government but managed and distributed by the Department of Rail and Public Transportation (DRPT).

In 2014, the Central Virginia Planning District Commission (CVPDC) joined RIDE Solutions, a multi-regional program which grew from the Roanoke Valley to include the CVPDC, West Piedmont Planning District Commission (Danville-Martinsville area), and the New River Valley Regional Commission. Commuters in any of the aforementioned regions were able to access ridesharing information local to them by visiting the RIDE Solutions app or web interface. In addition, the regional programs partnered for many marketing campaigns and events to spread information about the program on a multi-regional scale.

After 10 years in the RIDE Solutions program staff developed their own unique program, in order to gain more local awareness about the program. Thus, Central Virginia Commuter Services was launched at the end of 2024. The newly rebranded program is focused on utilizing existing commuting patterns and building new local partnerships to increase the number of local commuters utilizing the program. In addition, Central Virginia Commuter Services staff works to promote the new ConnectingVA app and expands the knowledge of statewide programming initiatives.

**connectingVA**  
COMMUTER ASSISTANCE BY CVPDC

## Program Functions

Central Virginia Commuter Services provides a free ride matching service for area commuters. Through the Agile Mile platform, commuters can view local carpool/vanpool opportunities in their area, as well as view bicycle, walking or transit routes nearby. By registering for an account and logging their trips, individuals earn rewards which can be redeemed at local businesses.

In addition to services offered to individual commuters, the program works alongside local businesses to initiate new vanpools, help start commuter benefit programs, and offers educational opportunities for employees to learn more about commuting opportunities in their area.

Staff also develops several marketing campaigns throughout the year and attends/hosts local events. Some examples include Bike Month marketing and a corresponding “Bike to Work Day” Event hosted by Central Virginia Commuter Services, and Earth Day messaging in conjunction with attending local Earth Day festivals.



## Governance

Central Virginia Commuter Services is staffed by the Central Virginia Planning District Commission (CVPDC). CVPDC is one of 21 Planning District Commissions (PDC) across the Commonwealth. PDCs are tasked with encouraging intergovernmental cooperation, specifically in regard to matters of greater than local significance. Staff assists the member localities on a variety of tasks including grant application assistance, strategic planning, land use, environmental or transportation planning services, program administration and more. All CVPDC programs and activities are guided by a Board which consists of 23 members total. Two members from each of the 10 member localities (one elected official and one staff member), in addition to a representative from the Lynchburg Regional Business Alliance and both the local Virginia State Senator and Delegate.

In addition to the CVPDC, there is also the Transportation Planning Organization (TPO) Policy Board which serves the urbanized area of the region. The TPO Policy Board

consists of two members from each locality, one elected official and one staff member, that is included in the urbanized area: Amherst County, Amherst Town, Bedford County, Campbell County, and the City of Lynchburg. Additionally, the VDOT Lynchburg Administrator is a voting member. Non-voting members of the Board include the General Manager of the Greater Lynchburg Transit Company (GLTC) and a representative from Liberty University. The chair and vice chair serve a one-year term on an alternating schedule to give each locality the opportunity to serve as chair. Members of both boards are appointed by their respective localities to serve.

In addition to the PDC and TPO Policy Boards, there is the Transportation Technical Committee (TTC). The TTC was formed to provide technical engineering and planning expertise, and is comprised of staff level officials of local, state, and federal agencies. In addition, the technical committee includes representatives of interest groups, various transportation modes, and local citizens. The Committee reviews and makes recommendations to advise decision-making at the Transportation Policy Board level.

The following lists of Board Members is current as of September 2024. While the appointed representatives may change, the representation of each locality will remain the same.

**Central Virginia PDC Board Members**

**Amherst County**

Jeremy Bryant, County Administrator  
Drew Wade, Board of Supervisors (Vice Chair)

**Appomattox County**

Susan Adams, County Administrator  
Ken Wolfskill, Board of Supervisors

**Bedford County**

Robert Hiss, County Administrator  
John Sharp, Board of Supervisors

**Campbell County**

Frank Rogers, County Administrator  
Tom Lawton, Board of Supervisors

**City of Lynchburg**

Wynter Benda, City Manager  
Jeff Helgeson, City Council

**Lynchburg Regional Business Alliance**

Megan Lucas, CEO

**Town of Altavista**

Reggie Bennett, Vice-Mayor (Chairman)  
Gary Shanaberger, Town Manager (Treasurer)

**Town of Amherst**

Sara McGuffin, Town Manager  
Dwayne Tuggle, Mayor

**Town of Appomattox**

Mayor Richard Conner  
Robert Fowler, Interim Town Manager

**Town of Bedford**

Bruce Johannessen, Town Council  
Bart Warner, Town Manager

**Town of Brookneal**

Vacant  
Vacant

**Virginia General Assembly**

Mark Peake, State Senator  
Vacant, House of Delegates

## **Central Virginia TPO Board Members**

### **Amherst County**

Drew Wade, Board of Supervisors  
Jeremy Bryant, Amherst County (Chair)

### **Bedford County**

John Sharp, Board of Supervisors (Vice Chair)  
Robert Hiss, Bedford County Administrator

### **Campbell County**

Frank Rogers, Campbell County  
Tom Lawton, Board of Supervisors

### **City of Lynchburg**

Marty Misjuns, Lynchburg City Council  
Wynter Benda, City Manager

### **Town of Amherst**

Dwayne Tuggle, Mayor  
Sara McGuffin, Town Manager

### **Virginia Department of Transportation**

Chris Winstead, Lynchburg District Administrator

### **Non-voting members**

Josh Moore, GLTC  
Kenny Craig, Liberty University

## **Organizational Structure**

The CVPDC Executive Director oversees the CVPDC's seven employees and provides staff to the Central Virginia Workforce Development Council, Radio Communications Board and the Region 2000 Services Authority. Each of these entities encompasses programming and services provided by the CVPDC. Central Virginia Commuter Services program is guided by the Program Manager, with additional CVPDC staff assisting in program operations.

### **Program Manager**

The Program Manager is responsible for maintaining and expanding Central Virginia Commuter Services. She/he is the main point of contact for commuters, businesses and community organizations that engage with the program, and works alongside state and



federal partners to ensure efficient program administration. In addition, the program manager works to promote the program by attending/hosting local events, developing and distributing marketing materials, and by coordinating with ConnectingVA to share messaging through their digital platform.

Finance Director

The Finance Director is responsible for managing program payments and providing financial reports to DRPT.

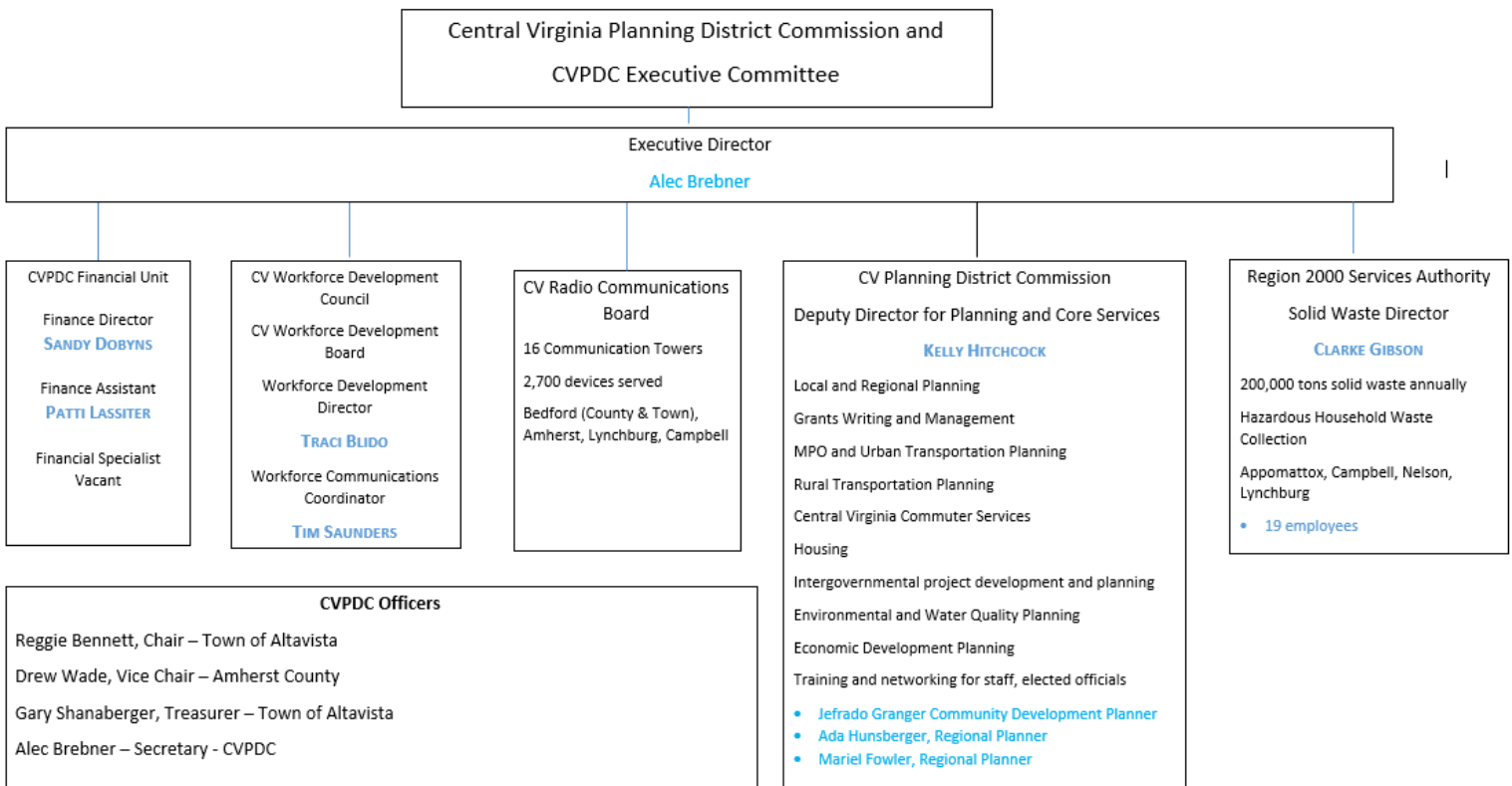
Executive Assistant

The Executive Assistant prepares a quarterly newsletter, responds to citizen inquiries and assists the Program Manager with distribution of marketing materials (print & digital).

Deputy Director of Planning

The Deputy Director of Planning oversees staff, and maintain commonwealth-wide programming directions within the agency.

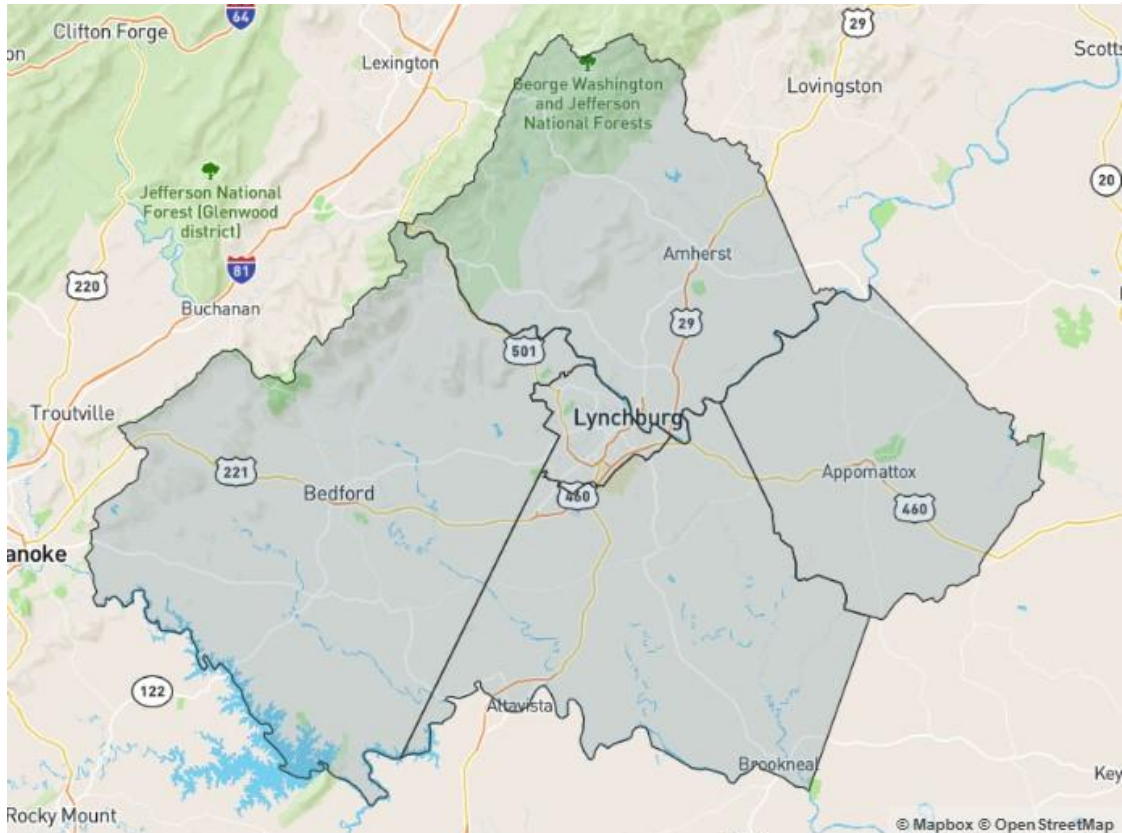
Below is an organizational chart, including names and titles of CVPDC employees.



## Program Service Area

Established by the Commonwealth of Virginia in 1969, the Central Virginia Planning District Commission (CVPDC) serves the City of Lynchburg; Counties of Amherst, Appomattox, Bedford, and Campbell; as well as the Towns of Altavista, Amherst, Appomattox, Bedford and Brookneal. Central Virginia Commuter Services serves the entire planning district.

*Figure 1: Map of CVPDC Service Area*

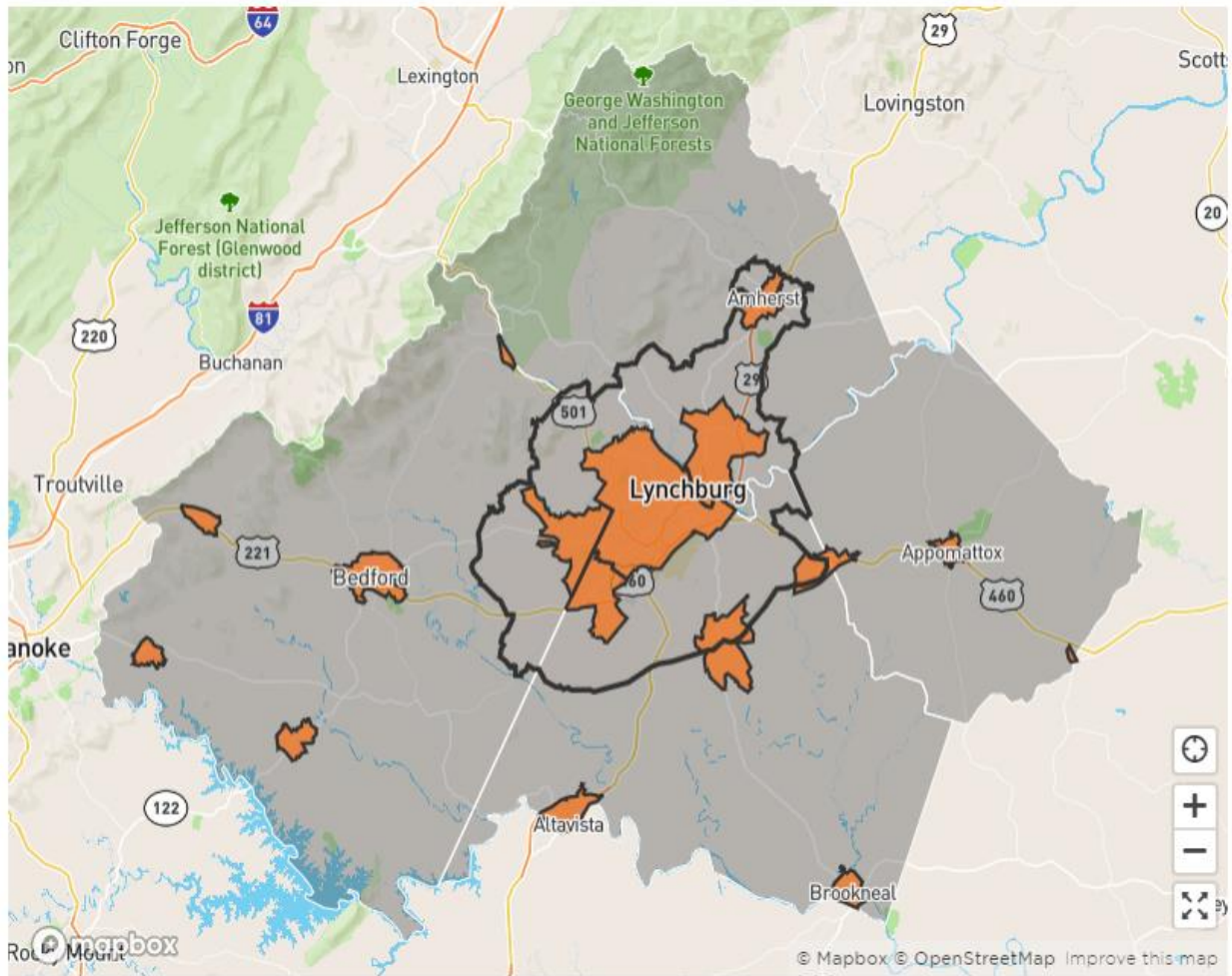





*Source: Connect Central Virginia 2045 (CVTPO Long Range Transportation Plan)*

Within the CVPDC area there is also the federally designated Metropolitan Planning Organization. The Highway Act of 1962 created the federal requirement for transportation planning in urbanized areas which had 50,000 or more in population. The act requires that MPOs have cooperative, continuing and comprehensive transportation planning efforts. Locally, the Central Virginia Transportation Planning Organization (CVTPO) serves this urbanized area, which includes the City of Lynchburg, Town of Amherst, portions of Amherst, Bedford, and Campbell Counties, in addition to some areas that are projected to become urbanized. The CVTPO develops and manages the Long Range Transportation Plan (LRTP) which sets forth a collective vision for the

region's future transportation system and identifies projects that are intended to achieve regional goals and objectives. The plan considers all modes of surface transportation: including cars, trucks, public transit, biking, walking, and more. These plans must be updated every five years; the most recent LRTP is called Connect Central Virginia 2045. The plan can be found at [www.cvtpo.org/connect-central/long-range-transportation-plan-2045](http://www.cvtpo.org/connect-central/long-range-transportation-plan-2045). A map of the CVTPO service area is below:

Figure 2: Map of CVTPO Service Area



-  CVTPO Planning Area
-  Census-Designated Places inside CVTPO Planning Area
-  Counties inside CVTPO Planning Area

Source: Connect Central Virginia 2045 (CVTPO Long Range Transportation Plan)

## Key Corridors

The CVPDC area is served by a robust arterial network, made up of Route 29 and Business Route 29; Route 460 and Business Route 460 and Route 501. In addition, Virginia Route 60 and Route 130 pass through the service area. Two of these routes are designated as “Corridors of Statewide Significance”: the Seminole Corridor (US Route 29) and the Heartland Corridor (US Route 460). There are 12 identified Corridors of Statewide Significance (CoSS) in Virginia that represent the vital multimodal corridors that connect the Commonwealth’s major activity centers to one another and to other states. These corridors carry a high volume of both freight and passenger travel and are considered priorities for state transportation improvement funding.

Many residents in the region utilize these routes to move efficiently to local service centers, including places of employment and educational institutions. These corridors and commuting patterns lend themselves well to building opportunities for carpools/vanpools since they provide efficient pathways to service areas. For those in more rural parts of the region, implementing park and ride lots in conjunction with carpools or vanpools can help move groups of people efficiently to common destinations. In the denser urban areas, such as the City of Lynchburg, transit or walking/biking provide opportunities to commute without a single occupancy vehicle.

## Higher Education

The CVPDC area includes several institutions for higher education, including but not limited to:

- Central Virginia Community College (Lynchburg)
- Liberty University (Lynchburg)
- University of Lynchburg (Lynchburg)
- Sweet Briar College (Amherst)
- Randolph College (Lynchburg)
- Virginia University of Lynchburg (Lynchburg)

Liberty University is the largest of these institutions and has continued to grow its on-campus enrollment year over year. All of these institutions are reasonably accessible by one of the major arterials, mainly US 29. Central Virginia Commuter Services can provide opportunities for both students and employees of these institutions to use alternative modes of transportation to commute. Chapter 4 (Target Markets) further details strategies for engaging with institutions of Higher Education.

## Chapter 2: Service Area and Demographics

### Population

The 2020 Decennial Census estimated the population of the CVPDC area to be approximately 261,654, which is a 6.1% increase over the 2010 population estimate of 246,465. The City of Lynchburg and Bedford County make up the largest shares of the service area's population, though their sizes vary drastically, as the City of Lynchburg is 50 sq miles and Bedford County is 769 sq miles, despite their similar population sizes.

*Figure 3: Total Population*

	Total Population (2020)	Total Population (2010)
Altavista, VA	3,378	3,452
Amherst, VA	2,110	2,329
Amherst County, VA	31,307	32,353
Appomattox, VA	1,919	1,663
Appomattox County, VA	16,119	15,019
Bedford, VA	6,657	538
Bedford County, VA	79,462	68,649
Brookneal, VA	1,090	1,121
Campbell County, VA	55,696	54,819
Lynchburg City, VA	79,009	75,571
CVPDC Planning Area	261,654	246,465

*Source: 2020 US Census*

The majority of residents identified as white (non-Hispanic), with the next largest group identifying as Black (non-Hispanic). The racial makeup of the region has remained similar over the past decade.

*Figure 4: Population by Race in the CVPDC Region*

	Number of People	% of Population
Race/Ethnicity - White (non-Hispanic)	195,996	74.7%
Race/Ethnicity - Black (non-Hispanic)	43,033	16.4%
Race/Ethnicity - Hispanic	8,661	3.3%
Race/Ethnicity - Two Or More Races Other (non-Hispanic)	8,210	3.1%
Race/Ethnicity - Asian (non-Hispanic)	3,486	1.3%
Race/Ethnicity - Single Race Other (non-Hispanic)	2,143	0.8%
Race/Ethnicity - American Indian (non-Hispanic)	485	0.2%
Race/Ethnicity - Hawaiian/Pacific Islander (non-Hispanic)	197	0.1%

*Source: 2020 US Census*

## Population Change:

As the CVPDC area continues to grow, it is important to continue assessing the needs of the growing population, and the impact it has on existing resources. In addition to population growth, the demographics of the population have changed over time as well. According to the most recent American Community Survey data (2022), the amount of people over age 65 has increased significantly since the 2010 census. Senior Citizens may have an increased need for transit or paratransit services as they age. Additionally, the types of commutes likely change over time from trips to work, to instead be to trips to access healthcare, groceries, or social activities. Many of the local transit routes include access to healthcare facilities, therefore, maintaining and expanding access to those services will be an important point going forward.

*Figure 5: Population by Age in the CVPDC Region*

	2022	2010	% Change
Population Age Under 5	13,661	13,542	1%
Population Age 5 to 9	14,562	14,083	3%
Population Age 10 to 14	14,138	14,997	-6%
Population Age 15 to 19	19,962	19,944	0%
Population Age 20 to 24	23,696	21,100	12%
Population Age 25 to 34	31,943	26,310	21%
Population Age 35 to 44	27,471	29,650	-7%
Population Age 45 to 54	30,234	36,496	-17%
Population Age 55 to 59	18,053	16,651	8%
Population Age 60 to 64	17,950	15,364	17%
Population Age 65 to 74	28,804	21,196	36%
Population Age 75 to 84	15,745	12,318	28%
Population Age Over 85	5,905	4,820	23%

*Source: US Census American Community Survey (2022); 2010 US Census*

## **Households**

The median household income of the entire CVPDC region is \$64,307, though there is significant variation based on locality. While the median household income in the region is lower than Virginia's (\$87,249), the CVPDC region enjoys a lower cost of living than many other localities, especially those in Northern Virginia.

Figure 6: Median Household Income

Median Household Income	USD
Virginia	\$87,249
CVPDC Planning Area	\$66,479
Lynchburg City, VA	\$56,243
Amherst County, VA	\$64,454
Appomattox County, VA	\$60,041
Bedford County, VA	\$74,773
Campbell County, VA	\$59,022
Altavista, VA	\$39,761
Amherst, VA	\$59,306
Appomattox, VA	\$43,750
Bedford, VA	\$41,154
Brookneal, VA	\$42,019

Source: US Census American Community Survey 2022

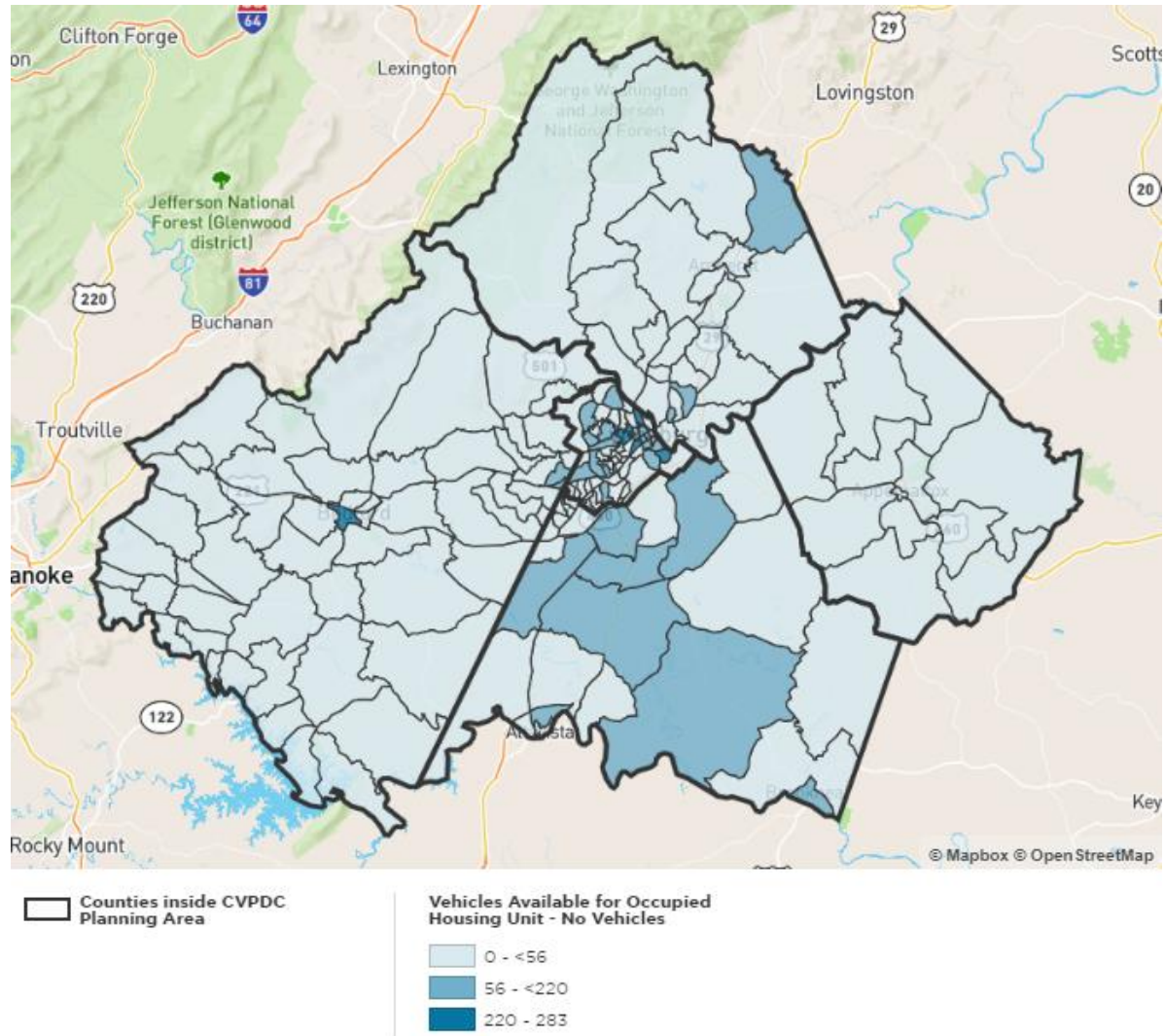
The Towns tend to have a lower median household income (with the exception of Amherst) than the County areas. When considering the impact income has on transportation, one metric to consider is the number of households that do not have access to a personal vehicle. Figure 7 shows the number of vehicles available per (occupied) housing unit, broken down by census block.

Figure 8 shows the number of Vehicles Available by Occupied Housing Unit, which shows that there are over 6,300 households without access to a vehicle. While income may be a contributing factor, other factors may be the age or physical ability of the individual (older seniors or those with disabilities may be less likely to own vehicles), or the accessibility of transit nearby.

There are some expected concentrations of households without a vehicle in more dense areas such as the Town of Bedford, for example. The density of each of the Towns in the region allows residents to travel by walking or biking to key destinations, which alleviates the burden of needing a personal vehicle. Being able to walk to a grocery store, to meet with friends, or to access services such as a post office, contribute to a better quality of life and healthy lifestyle for residents.

Both the Town of Bedford and Altavista also have transit services, and encouraging the use of walking/biking in conjunction with Transit can further expand opportunities to use alternative transportation in the Towns.

Figure 7: Occupied Housing Units with No Vehicles



Source: US Census American Community Survey (2022)

Figure 8: Vehicle Availability by Occupied Housing Unit

CVPDC Planning Area	Occupied Housing Units
Vehicles Available for Occupied Housing Unit - No Vehicles	<b>6,308</b>
Vehicles Available for Occupied Housing Unit - One Vehicle	<b>28,219</b>
Vehicles Available for Occupied Housing Unit - Two Vehicles	<b>36,969</b>
Vehicles Available for Occupied Housing Unit - Three or More Vehicles	<b>31,510</b>

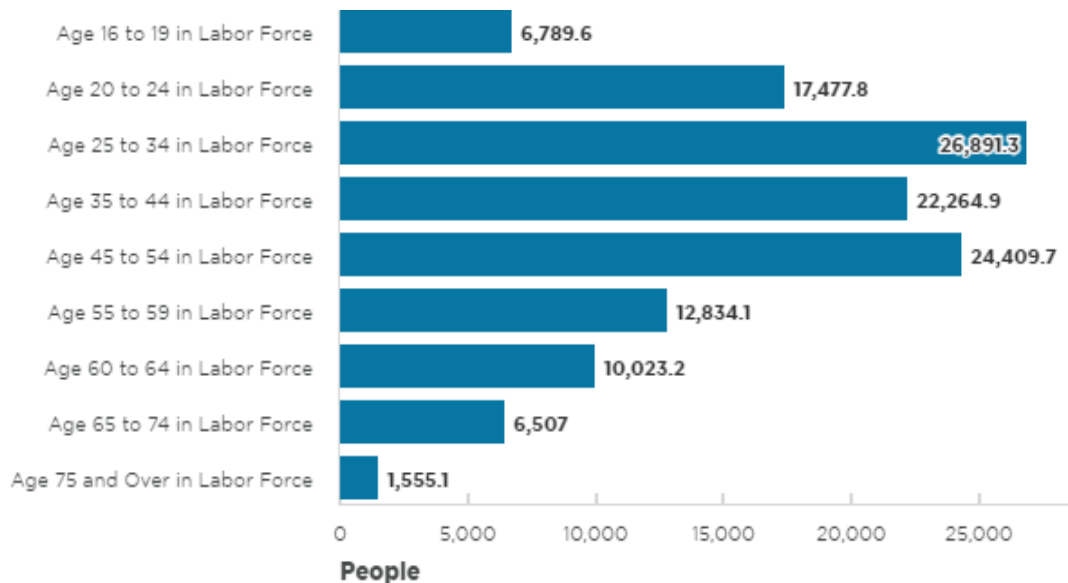
Source: US Census American Community Survey (2022)



## Workforce

Figure 9: Labor Force by Age

The region's working population was estimated to be around 120,000 workers by the Census' American Community Survey (2022). The majority of the workforce is between 20-64 as is generally expected, however, the U.S. is expecting to see an increase in the amount of workers that continue working past age 65. The PEW



Source: US Census American Community Survey (2022)

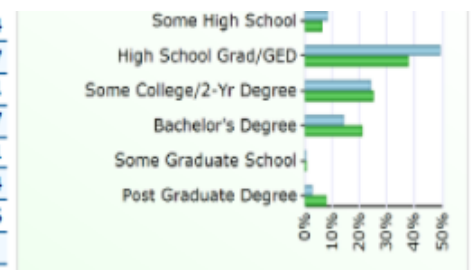
Research Center<sup>1</sup> asserts that older Americans will

likely stay in the workforce longer than the previous generations, though may change careers for less labor-intensive jobs, or for part time work. The share of younger adults in the workforce is smaller, which is consistent with the national aging population, however, in the CVPDC region, since there is such a strong presence of higher education institutions, there is a strong opportunity to further build a young workforce by incentivizing students to stay post graduation.

Higher education is also a factor in regard to unemployment rates. According to the Virginia Employment Commission's data, about 50% of those who were receiving unemployment

Figure 10: Educational Attainment

8th Grade or Less	9	344
Some High School	57	1,427
High School Grad/GED	339	8,641
Some College/2-Yr Degree	167	5,717
Bachelor's Degree	98	4,761
Some Graduate School	3	124
Post Graduate Degree	18	1,746
Unknown		



Source: Virginia Employment Commission; Characteristics of the Insured Unemployed. February 2024

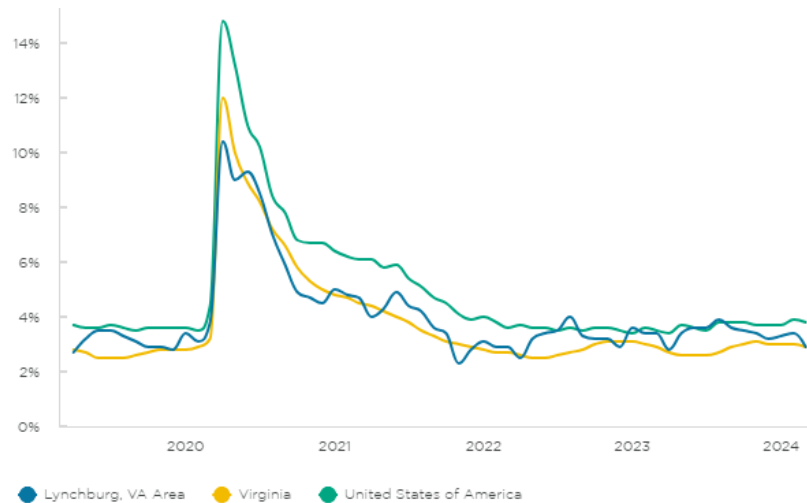
benefits had only a high school diploma or GED in the CVPDC area (CVPDC area indicated in blue, Virginia indicated in green). The percentage of those receiving

<sup>1</sup> <https://www.pewresearch.org/social-trends/2023/12/14/the-growth-of-the-older-workforce/#:~:text=Older%20adults%20are%20projected%20to,up%20from%2019%25%20in%202022.>

unemployment with at least some college reduced the rate by almost half. With regard to transportation, providing information on the benefits, and feasibility of carpooling or using transit may help provide opportunities for those who are seeking a higher education for purposes of gaining better employment.

While the impact of education is more pronounced in the region, the overall unemployment rate has remained similar to that of the U.S. and Virginia overall over the past couple of years, and as of the most recent data available (March 2024), the rate is the same in Lynchburg and Virginia, at 2.9%, slightly below the U.S. rate of 3.8%.

Figure 11: Unemployment Rate

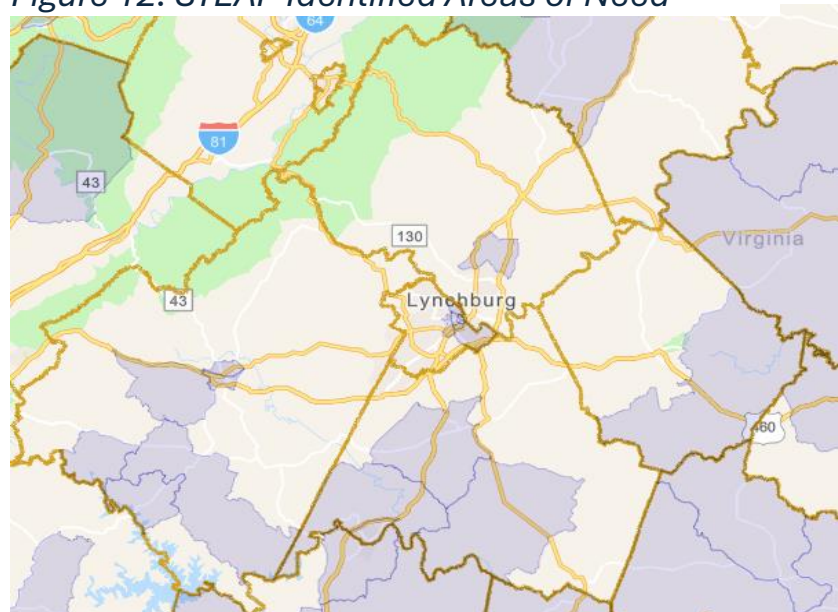


Source: Bureau of Labor Statistics; Local Area Unemployment Statistics (LAUS) March 2024.

## Equity

The Federal Highway Administration (FHWA) has developed a tool, called the “Screening Tool for Equity Analysis of Projects (STEAP)” to support Title VI, environmental justice, and other socioeconomic data analyses. The tool provides estimates of the socioeconomic characteristics of the resident population surrounding a project location. The STEAP tool provides data about the region and a map of specific areas that

Figure 12: STEAP Identified Areas of Need



Source: FHWA STEAP (<https://maps.dot.gov/fhwa/steap/>)

should be prioritized for projects based on their socioeconomic status. The map shown in Figure 12 shows the areas of need by highlighting them in purple. There is a mix of urban and rural areas. In the urban areas, such as those in the City of Lynchburg, transit, biking and walking should be prioritized. In the more rural areas, carpooling and vanpooling can help connect rural areas to places of employment.

The STEAP tool also provides socioeconomic data about the region. Of note, 18% of households were spending more than 50% of their gross income on rental housing costs. While the STEAP tool does not include transportation cost data, nationwide households spent an average of \$12,295 on transportation in 2022—the second largest household expenditure category after housing<sup>2</sup>. Households in the lowest income quintile nationally spent the least on transportation but faced a larger transportation cost burden, spending 30.2% of their after-tax income.

The data provided shows that transportation costs can be burdensome, especially for lower income families and those without access to single occupancy vehicles (estimated to be 6,500 in the region), providing alternative transportation options can help reduce their cost burdens. In addition, removing barriers to transportation can help people access new employment opportunities, seek medical care when needed and help build social support networks.

## Commuting and Employment

While the vast majority of commuters in the region commute to work by driving alone (86%), 8% of commuters indicated that they carpool to work. Figure 13 shows the Commute mode for workers throughout the region.

*Figure 13: Commute Mode*

<b>CVPDC Planning Area</b>	People
People Commuting To Work - Drive Alone	<b>95,205</b>
People Commuting To Work - Drive Carpool	<b>9,171</b>
People Commuting To Work - Public Transit	<b>919</b>
People Commuting To Work - Bicycle	<b>23</b>
People Commuting To Work - Walk	<b>2,947</b>
People Commuting To Work - Taxicab, Motorcycle, or Other Means	<b>1,892</b>

*Source: US Census American Community Survey (2022)*

<sup>2</sup> <https://data.bts.gov/stories/s/Transportation-Economic-Trends-Transportation-Spen/ida7-k95k/#:~:text=Households%20spent%20an%20average%20of,as%20healthcare%20benefits%2C%20is%20excluded.>

Commuters willing to carpool can help build a stronger network of carpooling opportunities in the region which can encourage new commuters to try Carpooling. In addition, those who are already carpooling can also use ConnectingVA to find new carpool participants or opportunities.

The mean travel time to work for the CVPDC area is 23 minutes, which is lower than Virginia’s mean travel time of 27.9 minutes. The City of Lynchburg has the lowest mean travel time of 17 minutes, as seen in Figure 14, which is to be expected considering its population density.

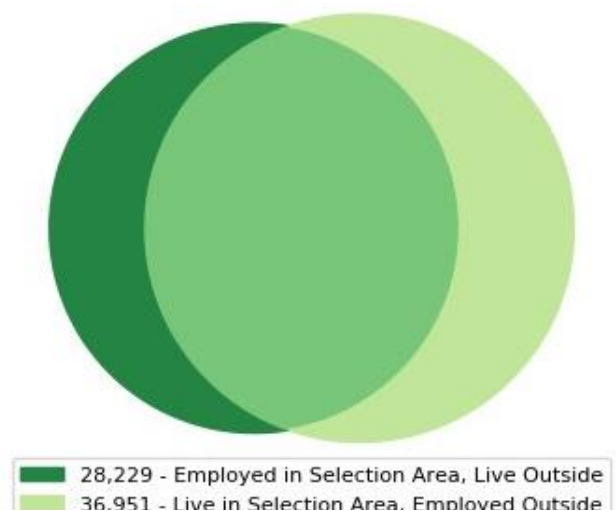
*Figure 14: Commute Mean Travel Time*

Appomattox County, VA	26
Bedford County, VA	26
Campbell County, VA	23
Amherst County, VA	27
Lynchburg City, VA	17
Altavista, VA	30
Amherst, VA	20
Appomattox, VA	24
Bedford, VA	23
Brookneal, VA	28
CVPDC Planning Area	23

Source: US Census American Community Survey (2022)

The US Census Bureau’s On The Map tool shows the inflow and outflow of commuters making trips to work as seen in Figure 15,. In 2021, approximately 50% of commuters were living in the CVPDC region and working within the region, approximately 27% were living in the CVPDC region but working outside, and around 21% were employed in the CVPDC region but living outside. The majority of those working outside the region are traveling the Roanoke Valley area. Of those living outside and working within the region, the top two occupational industries were manufacturing (17.2%) and Trade, Transportation and Utilities (30.6%).

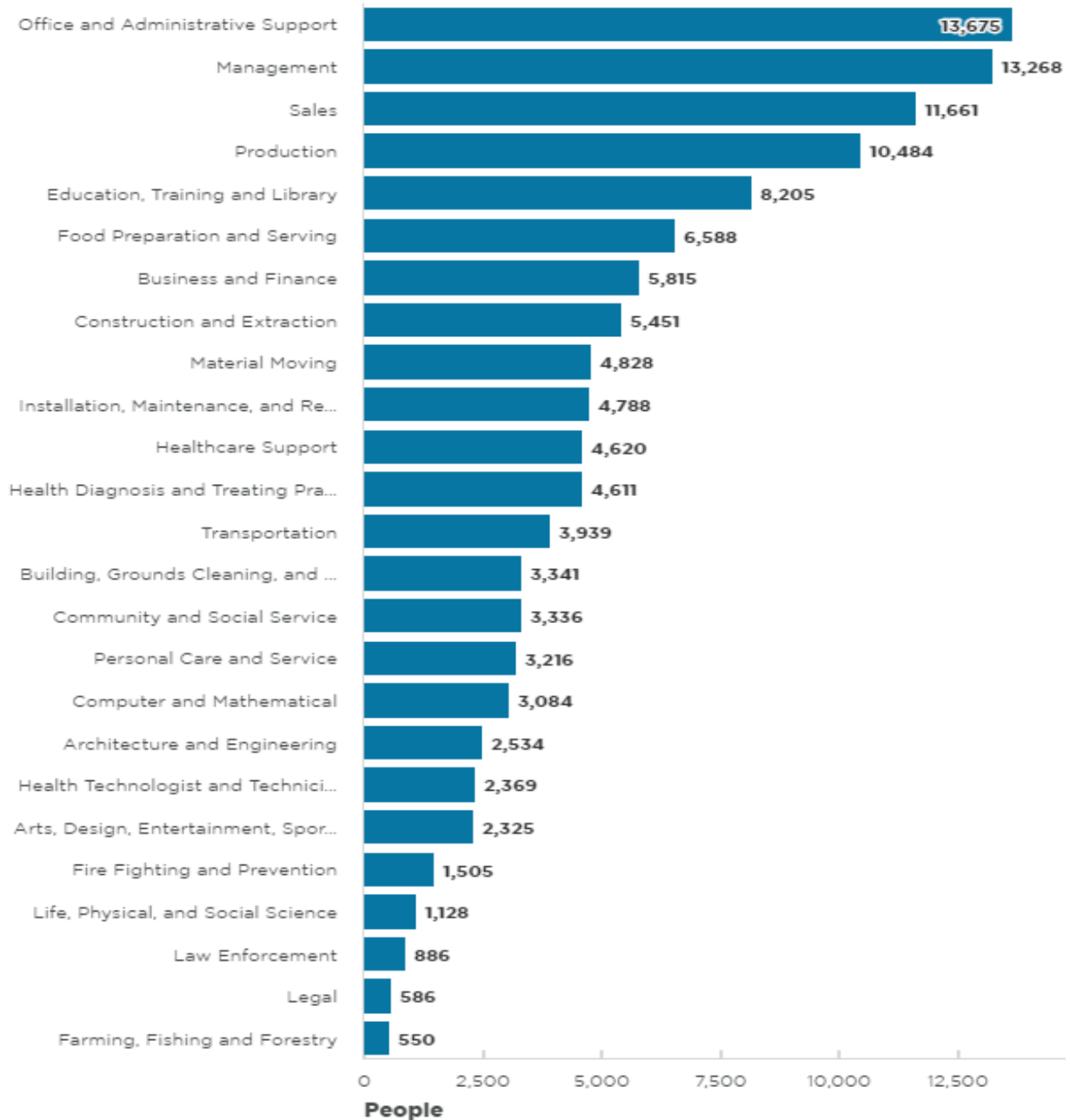
*Figure 15: Inflow/Outflow of Workers*



Source: US Census Bureau’s On The Map Tool

According to the “Employment by Occupation” chart shown (Figure 16 below), manufacturing (production) is one of the top 5 most common occupations in the region. In regard to transportation, areas with high concentrations of employees working in manufacturing may need to consider transportation availability for those working second or third shifts, as many of these facilities have overnight operations.

Figure 16: Employment by Occupation



Source: US Census American Community Survey (2022)

Figure 17 shows the top 50 largest employers in the area, and a significant number of these employers have different shift work. Interestingly, the industries vary greatly between these employers—for example, manufacturing facilities such as Frito Lay, and J. Crew typically have entry level employees doing 1<sup>st</sup> – 3<sup>rd</sup> shift. Alternatively, employers like BWXT and US Pipe, whose employees often have advanced degrees, may also require employees to work alternative shifts. While running transit operations overnight is not always feasible, exploring opportunities to have later and early bus service should be considered, alongside promotion of carpooling/vanpooling opportunities amongst co-workers.

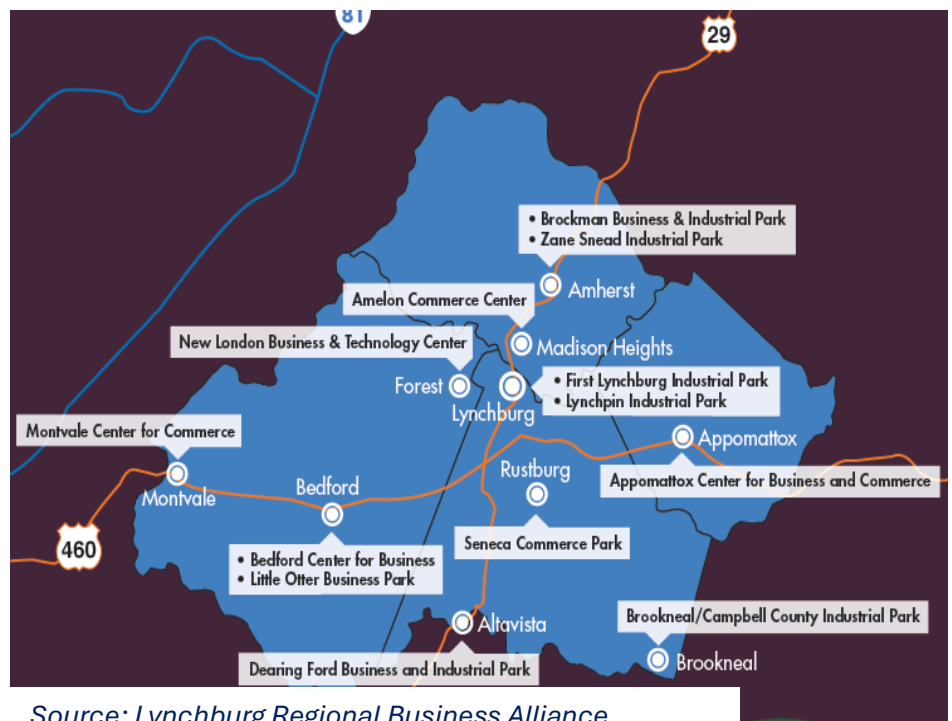
Figure 17: 50 Largest Employers

- |   |  |
|---|--|
| 1. Centra Health                        | 26. BGF Industries Inc.                |
| 2. Babcock & Wilcox Nuclear             | 27. Postal Service                     |
| 3. Wal Mart                             | 28. Harris Corporation                 |
| 4. Lynchburg City Schools               | 29. Air & Liquid Systems Corp          |
| 5. Bedford County School Board          | 30. VDOT                               |
| 6. City of Lynchburg                    | 31. Sweet Briar College                |
| 7. Campbell County Schools              | 32. Glad Manufacturing Company         |
| 8. Areva NP Inc.                        | 33. Westminster Canterbury             |
| 9. Food Lion                            | 34. United States Pipe And Foundry     |
| 10. Abbott Laboratories                 | 35. County of Amherst                  |
| 11. J. Crew Outfitters                  | 36. Runk & Prat Health Care, Inc.      |
| 12. Lynchburg College                   | 37. GP Big Island LLC                  |
| 13. Amherst County School Board         | 38. Randolph-Macon Women's College     |
| 14. Kroger                              | 39. Liberty Health Services LLC        |
| 15. County of Bedford                   | 40. Banker Steel Co LLC                |
| 16. Frito Lay Inc                       | 41. Bedford County Adult Detention     |
| 17. Sodexo                              | 42. C.B. Fleet, Inc.                   |
| 18. Delta Star                          | 43. Central Virginia Community College |
| 19. Central Virginia Community Services | 44. Greif Packaging LLC                |
| 20. Campbell County                     | 45. Young Men's Christian Association  |
| 21. Appomattox County Schools           | 46. West End Orthopaedic Clinic        |
| 22. GNA Corporation                     | 47. Thrive Counseling                  |
| 23. Lowes' Home Centers, Inc.           | 48. Bwxt Advanced Technologies LLC     |
| 24. Southern Air Inc.                   | 49. Automated Conveyor System          |
| 25. Moore's Electrical and Mechanical   | 50. Dominos Pizza                      |

Source: Virginia Employment Commission; Economic Information & Analytics 2023

## Geography of Employers

The relative locations of the major employers play a role in the Central Virginia Commuter Services' ability to facilitate ride matching. As mentioned in Chapter 1, the key corridors in the region (Rt 29, Rt 460 and 501) provide efficient pathways for employees to reach their worksites. Several of the region's industrial parks are along these routes, as shown by the map below, developed by the Lynchburg Regional Business Alliance. Many major employers populate these sites and economic



Source: Lynchburg Regional Business Alliance

development initiatives in the past few years have worked to further incentivize businesses to locate there. As a region, there has been significant investment in development and advertisement of business ready sites.

By having a concentration of employers in one area, especially along key corridors, many commuters will be using similar routes to get to work. These patterns provide opportunities for carpooling and vanpooling, especially in the more rural areas where transit is not available.

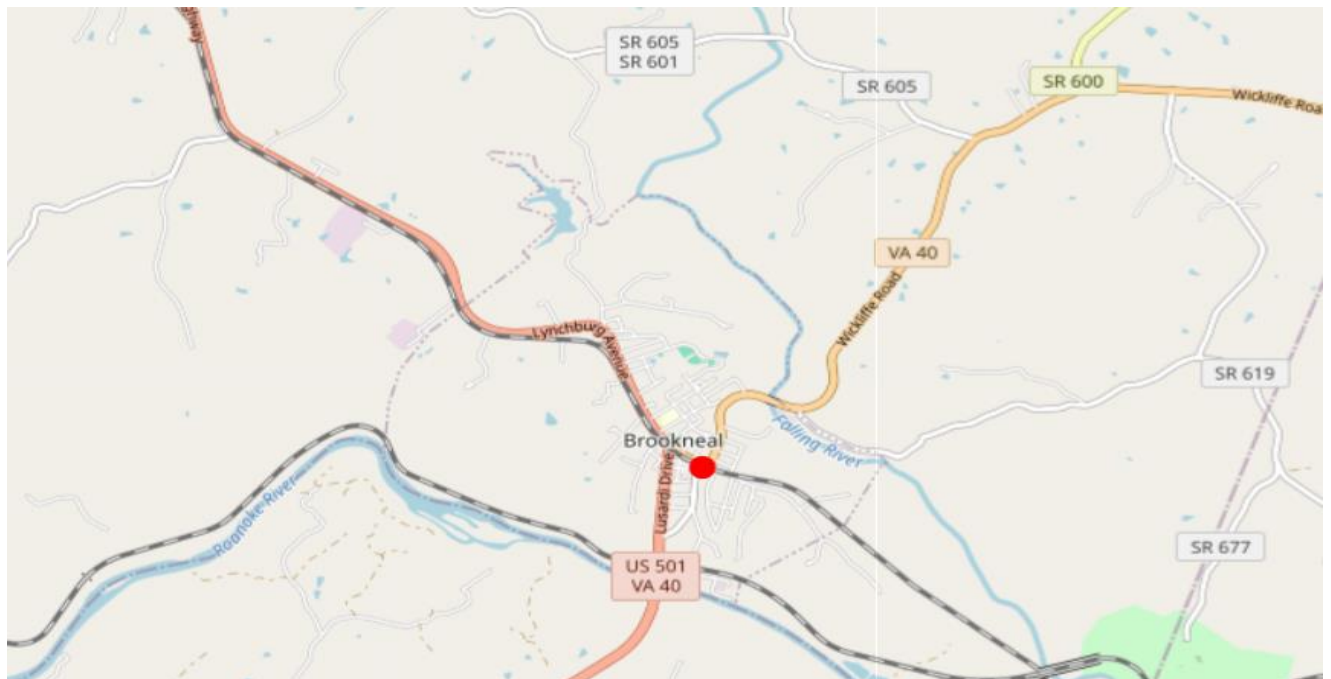
## Park and Ride Lots

There are two designated Park and Ride Lots in the region, both located in Campbell County. Both lots are owned and operated by the Virginia Department of Transportation (VDOT). The region's commuting patterns indicate that additional park and ride lots along the major corridors could increase the number of carpools/vanpools in the region. Park and Ride lots can be operated/owned by state agencies or can be privately owned and be used by agreement with a property owner.

In partnership with our state and local partners, staff will work to identify new potential locations for park and ride lots and will work with property owners to develop use agreements to utilize pre-existing private parking areas when possible.

*Figure 18: Map of Park and Ride Lot (Brookneal)*

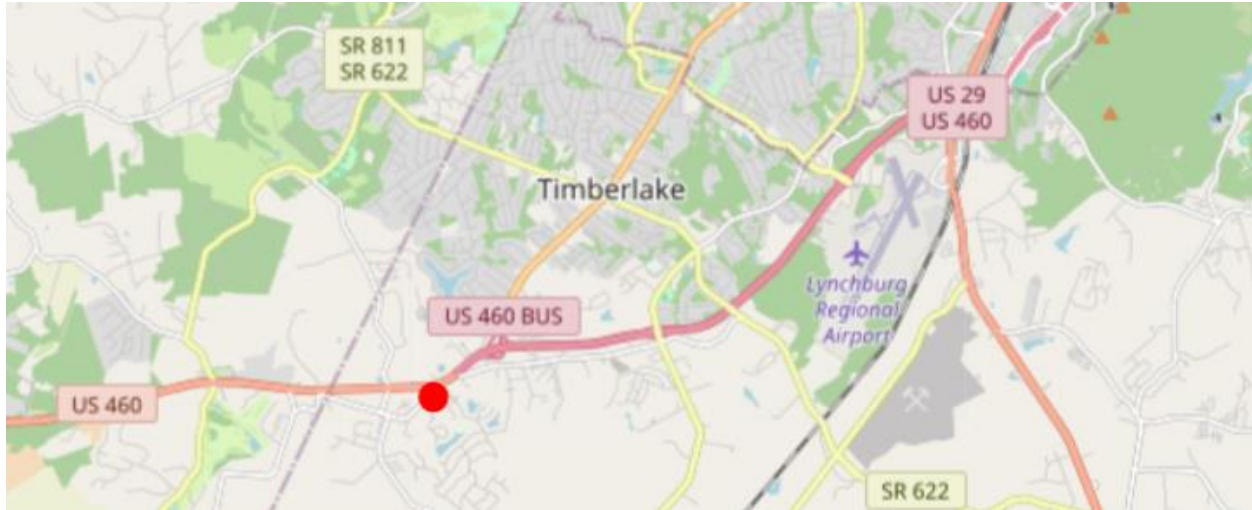
**Brookneal: Route 40 (Lynchburg Avenue) & Route 1111 (Main Street); Located near the intersection of US 501 & VA 40.**



Source: VDOT

Figure 19: Map of Park and Ride Lot (Timberlake)

**Timberlake/New London: Route 858 & Route 1508 (New London Road); Located near US 460/460 Business.**



Source: VDOT

## Transportation Services

### Greater Lynchburg Transit Company (GLTC)

Greater Lynchburg Transit Company (GLTC) operates both fixed route and paratransit service. The fixed-route service mainly serves Lynchburg, but also includes stops in Madison Heights, Amherst County, Bedford County and Campbell County.

GLTC operates 12 fixed routes throughout the week, with abbreviated service available on Saturday and Sunday. With approximately 700 bus stops, GLTC provides affordable and accessible transit to local residents. In addition to the fixed route service, GLTC has recently been awarded funding to begin a microtransit service as part of a demonstration grant





awarded by the Department of Rail and Public Transportation (DRPT). The new service comes as a result of the 2022 Microtransit Feasibility Study.

Paratransit services are also made available by GLTC for individuals who meet the criteria set forth by the Americans with Disabilities Act (ADA). Service can be requested at any location within the service area, and within a ¼ mile radius of the fixed routes which extend beyond City limits.

GLTC is owned by the City of Lynchburg and is governed by a Board of Directors, whose nine members are appointed by the Lynchburg City Council. GLTC is overseen by two advisory committees: the Customer Advisory Committee (CAC) and the Americans with Disabilities Act (ADA) Committee.

### Amtrak

Amtrak has a local stop in Lynchburg at the Kemper Street Station. The Crescent Line connects New York with New Orleans, and the Northeast Regional Line is an extension of Amtrak service through the Commonwealth, extending from Washington, D.C. to serve Lynchburg and Roanoke. Both the Crescent Line and Northeast Regional line provide daily service to Lynchburg. More information is available at [Amtrak.com](https://www.amtrak.com).

### Greyhound

Greyhound buses stop at the Kemper Street Station in Lynchburg daily. Connections can be made by bus to Richmond, all the way to New York and beyond. For more information, visit [greyhound.com](https://www.greyhound.com).

### Virginia Breeze



Source: Virginia Breeze/DRPT

The Virginia Breeze is an intercity transit service operated by the Department of Rail and Public Transportation (DRPT). The Virginia Breeze is run in coordination with Megabus, and its four routes connect 25 cities across the Commonwealth.

The Breeze operates four daily routes:

- Piedmont Express (Danville to Washington, D.C.)
- Capital Connector (Martinsville – Richmond – Washington, D.C.)
- Highlands Rhythm (Bristol to Washington, D.C.)
- Valley Flyer (Blacksburg to Washington, D.C.)

The Piedmont Express route from Danville to Washington, D.C. services the CVPDC region with three local stops: Altavista, Amherst (Town) and Lynchburg. The Breeze offers passengers a comfortable and affordable commute with amenities such as roomy seating, free wifi, in-seat power outlets and a restroom. For more information on routes, ticketing and more, visit <https://virginiabreeze.drpt.virginia.gov/>.

### Human Service Transportation

The Central Virginia Alliance for Community Living (CVACL) operates three different transportation services, Dial-A-Ride, New Freedom, and Bedford Cares. The Dial-A-Ride service is available for those 60 years of age or older, who need transportation to access medical services, pharmacies, or grocery stores. The service is available by appointment only on weekdays. The New Freedom program provides similar services as Dial-A-Ride but serves those with disabilities (21+ years of age). Lastly, the Bedford Cares program is a volunteer program which matches volunteers with those in need of transportation.

While there are other private human service transportation providers in the area, CVACL is the only provider currently listed as receiving funding through the Transportation Improvement Program (TIP).

### Altavista Community Transit System (ACTS)

Altavista Community Transit System (ACTS) is operated by the Town of Altavista and serves riders within Town limits. The deviated fixed route service runs a 16-mile loop around Town, with service Monday-Saturday. There are 21 designated



routes, and the bus will also deviate from the route by up to  $\frac{3}{4}$  mile within Town limits, upon request. In addition, exceptions can be made for those traveling to/from the Hurt Medical Center. Funding for this service is made available through Town (local) funds, and state and federal funds that are awarded through grants administered by the

Department of Rail and Public Transportation (DRPT). For more information about ACTS, visit [altavistava.gov/government/town\\_departments/transportation](http://altavistava.gov/government/town_departments/transportation).

### Otter Bus

The Otter Bus is the area's newest bus service, serving the Town of Bedford. Initially funded by the Bedford Community Health Foundation, the bus service has recently begun receiving funding to support the service by Department of Rail and Public Transportation (DRPT). The bus service runs on a loop around Town, connecting commuters to housing, grocery stores, medical facilities and to amenities like the YMCA. The bus currently operates on Mondays, Wednesdays, Fridays and runs an abbreviated route on Saturdays. For more information on the Otter Bus, visit <https://otterbus.com/>.



*Source: DRPT*

### Transportation Network Companies

There are several Transportation Network Companies available in the area, including Uber, Lyft, and a local service called MoveUP. These services are reliant on the availability of drivers, and because of limited demand for the services, as opposed to a larger metropolis, their availability is limited.

Other TNC adjacent companies, such as Bird (e-scooters) and Turo (carsharing) are also available in the region.

## Chapter 3: Strategic Vision, Goals, and Objectives

Central Virginia Commuter Services' vision, goals, and objectives guide all of the program activities. The goals and objectives set forth should be measurable, quantifiable and attainable, and be evaluated on a regular basis.

With the adoption of a new program, and the Central Virginia Commuter Services brand in 2024, there is the opportunity to set a newly established vision, program goals and objectives. Being able to set these at the conception of the new program is a valuable asset in the periodic measurement of the program's success. Along with the goals and objectives described in the chapter, there are also specific measurements of the successful movement towards the goals and program vision.

The goals and objectives of the Strategic Plan stated henceforth were developed by analyzing the needs identified through public engagement, including the Commuter Needs Survey, stakeholder meetings, and by working with the Steering Committee for this project. Some details of the survey have been included in this chapter below, and more detailed information is available in Chapter 8. All of the program goals and objectives ultimately work towards reducing single occupancy vehicle trips and move towards the program vision ascribed above.

### Commuter Survey Insights

Commuter Needs Survey data shaped the development of the goals and objectives. The vast majority of commuters in the region are not currently using alternative modes of transportation. However, the survey data showed that 29% of respondents are willing to carpool, 25% are willing to take transit, 19% are willing to walk, and 18% willing to bike. Survey participants were also asked which factors would make them more likely to try an alternative mode, and the top 3 responses were: "having transit available near my home", "carpooling/vanpooling opportunities at work/school", and a "guaranteed ride home in case of emergency".

Furthermore, participants were asked to share their thoughts on the following three statements:

- **The area I live in needs more public transportation.** (41% in agreement, 36% neutral)
- **The area I live in needs better bike facilities.** (47% agree in agreement, 33% neutral)
- **The area I live in needs better sidewalks.** (58% in agreement, 22% neutral)

In considering this data, the survey indicates that the majority of commuters are in support of expanding transit, bike and sidewalk facilities and that almost a quarter of respondents are willing to utilize these resources if available to them.

Therefore, promoting the use and expansion of transit, expansion of bicycle and pedestrian facilities and creating new opportunities for commuters to use these alternatives modes is of top priority.

## Vision

Central Virginia Commuter Services will support equitable access to alternative modes of transportation for all travelers in and through the CVPDC region.

## Goals, Objectives, Strategies and Tools of Measurement

### Measuring Success:

A key component in developing a successful program is periodically measuring its effectiveness. Measuring success helps to keep staff accountable for the resources expended through administration of Central Virginia Commuter Services.

Each of the five goals ascribed is accompanied by objectives, strategies and a summary of how staff will measure the progress towards these goals over the next five years.

### Goals, Objectives, Strategies and Measurement:

#### **Goal 1: Increase transit ridership.**

- a) Continue collaboration with local transit partners to encourage the use of transit, expand services and share information.
- b) Utilize technology to help connect transit riders with real-time transit information through the ConnectingVA, GLTC, Virginia Breeze and Amtrak apps.
- c) Continue to advocate for transit expansion.
- d) Promote the Virginia Breeze bus service.



Source: DRPT

## **Strategies:**

1a) Communicate with local transit partner staff to share information, collaborate on social marketing campaigns and will provide staff support to develop promotional materials, attend events and assist their programming efforts as needed.

1b) Advertise the ConnectingVA, GLTC, Virginia Breeze and Amtrak apps through ad campaigns. Additionally, share information about our transit partners via messaging in the ConnectingVA app.

1c) Provide letters of support for transit expansion projects.

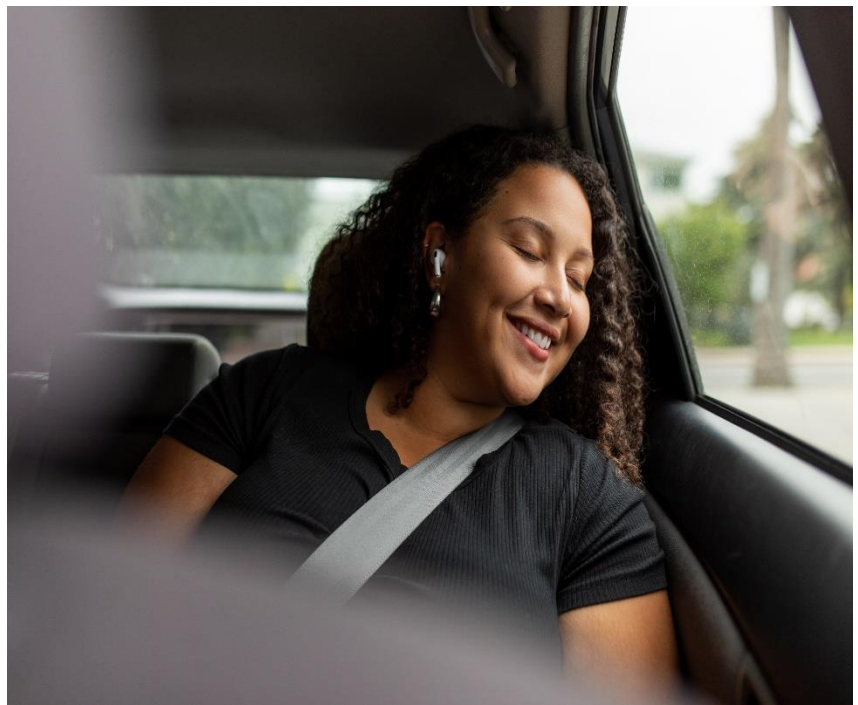
1d) Request and distribute DRPT developed marketing materials regarding the Virginia Breeze bus service. Distribute marketing materials at local events to help increase awareness about the service.

## **Measurement:**

Staff will partner with the transit providers quarterly to track ridership trends. Staff will continue to track the number of transit users in the ConnectingVA app on a quarterly basis. Biannually, staff will meet with DRPT program staff to determine the ridership trends for the Virginia Breeze bus service.

## **Goal 2: Expand carpooling and vanpooling opportunities in and through the CVPDC Region.**

- a) Encourage commuters to use the ConnectingVA app to help expand the ride matching database and increase the number of available car/vanpools.
- b) Work alongside local employers to start new carpools and vanpools.
- c) Partner with Vanpool providers, DRPT and local partners to establish new vanpools.



*Source: Microsoft Office*

## **Strategies:**

2a) Develop monthly advertising campaigns to encourage users to download and use the ConnectingVA app. Attend local events such as fairs, festivals and job fairs to meet community members and share about the program (See Chapter 5 for more information).

2b) Directly contact new businesses each month to seek ways to encourage employees to car/vanpool to work. Informational materials will be distributed to business leaders to encourage the creation of employer-sponsored vanpools. Additionally, individualized marketing materials will be developed for businesses to distribute to employees to encourage the use of the ConnectingVA app to car/vanpool with peers.

2c) Meet monthly with Vanpool providers and other CAP program managers across Virginia to discuss new ways to engage with employers and establish new vanpools. Partner with the vanpool providers to meet with interested employers and be available as a local resource to the employer as the vanpools operate.

## **Measurement:**

Staff will continue to track the number of car and vanpools in the ConnectingVA app on a quarterly basis. New carpools and vanpools will be tracked as they begin their service on a monthly basis. Vanpool ridership will also be tracked as a performance measure.

## **Goal 3: Increase the number of people walking and biking.**

- a) Promote walking and bike commuting by hosting and attending local events, such as Bike to Work Day or Earth Day.
- b) Partner with local bike and skate shops, cyclist groups and advocates to advance the biking community in the region.
- c) Advocate for more bicycle and sidewalk facilities where feasible.



*Source: Microsoft Office*

**Strategies:**

3a) Seek out local community-based events to attend in order to meet community members and share information (see Ch 5 for more information).

3b) Regularly share information with the business contacts of local bike/skate shops, and garner feedback on events and programming. Contact advocacy groups to share information, including sustainability groups from local universities and biking groups in the community.

3c) Provide letters of support for bicycle/pedestrian infrastructure projects. Support multimodal transportation planning by attending planning meetings regarding related efforts coordinated by other stakeholders (i.e. Multimodal plans, bike/ped plans, etc) and providing feedback and support as needed.

**Measurement:** The number of biking and walking trips logged in the ConnectingVA app will be tracked quarterly. Staff will continue to increase the number of events attended per year. The number of participants in Central Virginia Commuter Services hosted events (such as Bike to Work Day) will be measured and will increase year over year. More information about events is available in Chapter 5.

**Goal 4: Increase awareness of the new Central Virginia Commuter Services program.**

- a) Develop an easy-to-navigate website which informs commuters of available resources.
- b) Attend and host local events to engage with the community and share information about the program.
- c) Create marketing materials, promotions and challenges to engage with the community. Support DRPT developed marketing campaigns by sharing information online and with local stakeholders.

**Strategies:**

4a) Develop and continue to update the Central Virginia Commuter Services website to provide resources, project updates, programming and event information.

4b) Seek out local community-based events to attend in order to meet community members and share information. Create new events to engage community members in learning about alternative modes of transportation (see Chapter 5 for more information).

4c) Create marketing materials and share DRPT created materials via several mediums. Develop promotions and challenges to use to partner with employers and engage employees to use alternative transportation (see Chapter 5 for more information).



**Measurement:** The new website will be launched in October 2024, and website engagement will be monitored quarterly (site visits, number of people joining email list). The number of events attended will be tracked as they occur and will increase year over year. The number of businesses (and their employees) engaging in promotional activities and challenges will be tracked quarterly.

**Goal 5: Develop new relationships with local employers to provide assistance and direct resources to employees.**

- a) Attend networking events hosted by local Chambers of Commerce.
- b) Participate in local job and benefits fairs to share information about the program with employers and prospective employees.
- c) Create a database of employer contact information to share information about Central Virginia Commuter Services programming and events.
- d) Help to connect prospective employees with transportation modes which will allow them to take advantage of new employment opportunities.

**Strategies:**

5b) Partner with the workforce development board share information at their board meeting and to attend job fairs. Develop specific informational materials (brochures) to distribute to both potential employees and employers.

5c) Engage with employers through events (networking events, job fairs, etc), and through direct outreach (email/phone/in-person). After connecting, contact information for the business contact will be included in the database and information will be shared about upcoming events and program updates.

5d) Connect with prospective employees at job fairs and/or connect with students seeking work opportunities and share information about how Central Virginia Commuter Services can help connect them to transportation alternatives in their area.

**Measurement:** The number of events attended will be tracked as they occur. The number of new members and trips logged in the ConnectingVA app will also be tracked. A database of employer contact information was initiated in the Spring of 2024 and staff will continue to add and update employer information yearly. The number of employers outreached to, and followed up with will be tracked a quarterly basis and increase yearly.

**Conclusion**

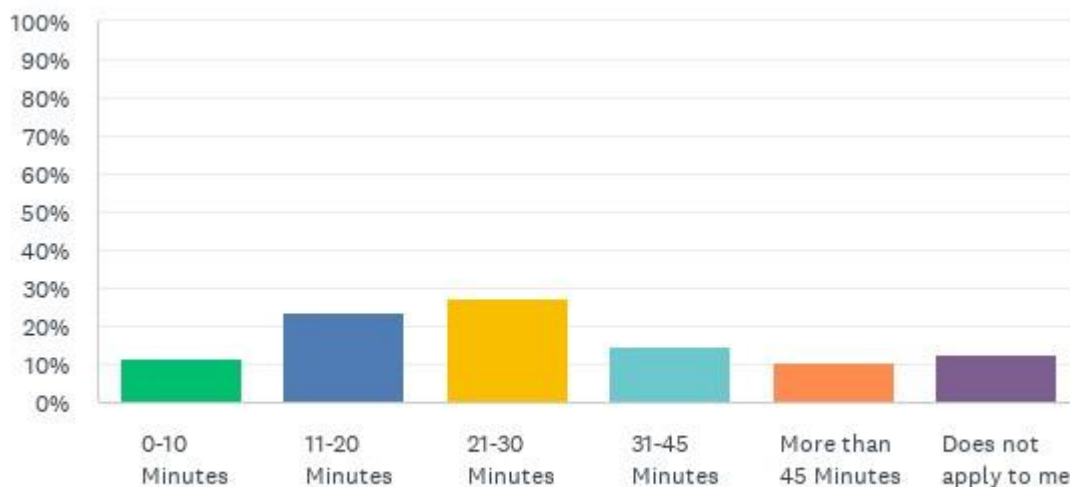
Many of the stated goals and objectives are dependent on developing relationships with local and regional stakeholders. Ada Hunsberger, Program Manager will be working to grow the Central Virginia Commuter Services program presence in the community, and to be a support to our community members and partners.

## Chapter 4: Target Markets and Customers

Identifying target markets is a key aspect of developing a strong customer base, and ensures financial resources are being used most efficiently. When considering the regional population, the target market consists of individuals of working age, that are regularly commuting either to, from, or through the region. Since the resources of the commuter program are finite, it is key that both funds and staff time are used in ways that will reach as many commuters as possible. By identifying targets, staff can better identify opportunities to reach more commuters at once.

As part of the Commuter Needs Survey, participants were asked which major highways they use to commute to work. The results showed that 85% used one of the following: Rt 460, Rt 501, Rt 29/29 Business, Rt 221. In addition, the majority of commutes are less than 30 minutes one way, as shown in Table 20 below.

*Figure 20: Commuter Needs Survey – Commute Time to Work (One-way)*



*Source: Commuter Needs Survey*

The concentration of commuters utilizing the major roadways is a challenge in more densely populated regions as it causes congestion, however, the CVPDC region has a unique advantage that commuters can move efficiently long distances with a short commute time. In regard to the commuter program, this concentration of employees moving along the same routes provides a strong foundation for initiating carpools and vanpools.

### **The Rural-Urban Divide**

The CVPDC area consists of both rural and urban areas. As such, both rural and urban areas face different challenges when it comes to transportation.

There are several urbanized areas which have access to transit in the region, including the City of Lynchburg and Towns of Bedford and Altavista. While many commuters in these areas could be served by transit, it is not universally available even in these areas, and limited-service times/routes may make it difficult for all residents even in urbanized areas to utilize transit for commuting. Urbanized areas may have more opportunities for walking and biking, but in the Commuter Survey some participants cited safety concerns as to why they are not able/willing to use these modes.

In the rural areas, there are often no opportunities for transit, walking or biking, however, carpooling and vanpooling can be a great tool even for very rural commuters. For those who live far into the rural County areas, car/vanpooling with neighbors is one opportunity that would help reduce the burden of traveling long distances to work. Conversely, those who commute from urbanized areas to more rural parts of the counties could benefit from car/vanpools originating from the urban areas and traveling into the rural areas.

## **Commuters to Large Employers**

Many of the region's Top 50 largest employers are co-located along the major corridors or are within a close proximity. Their proximity, along with the large number of employees make these employers prime candidates for vanpooling or carpooling programs. There are several industrial parks located along the main corridors and those employers would be key targets since many employees would be likely to have similar commute patterns. Vanpools can be used as a commuter benefit which is helpful to employers in several ways including reduced absenteeism, increased workplace satisfaction and can be used as a recruiting tool. Vanpools can also span several employers that are co-located which may reduce cost to each employer (shared cost) and can increase the number of employees that are utilizing the service.

Aside from vanpooling, large employers can encourage the use of transit for their employees by providing a transit related commuter benefit. For example, GLTC offers the opportunity for employers to buy transit passes and offer them at a discounted rate (or distribute for free) to their employees.

Working with large employers is a main goal of the commuter program since they will have the most employees, are often co-located along major employees, and may have more resources available than smaller employers. Employers can also offer pre-tax commuter benefits for both transit and vanpools.

## **Low Income Commuters**

Equitable access to transportation is a goal of all CVPDC's planning efforts. Commuters who either cannot afford a car or are burdened by transportation costs can benefit from using alternative modes of transportation.

As the cost of owning and maintaining a vehicle continues to rise, some households are having to rely on just one vehicle when they previously had two. 28% of households in the CVPDC region have one vehicle, and 6% do not have access to a personal vehicle at all. For those who do not have access to a personal vehicle at all times (whether that be due to households sharing or lack of access all together), other modes of transportation are critical to accessing employment opportunities, social resources and essential services such as healthcare.

By offering more opportunities to utilize modes other than single occupancy vehicles, Central Virginia Commuter Services can improve the quality of life of commuters.

## Inter-Regional Commuters

The U.S. Census' OnTheMap tool is used to illustrate where workers are employed, and where they live, to identify larger commuting patterns. While the vast majority of workers commute within the CVPDC region, there are workers who commute to and from other regions. The tables below show the commuting patterns of inter-regional commuters.

*Figure 21: Home Location of Workers Commuting into the CVPDC area*

Home Location	Count	Percent
Roanoke Region	3,482	4.4%
Danville Region	3,225	4.1%
Richmond Region	2,303	2.9%
Washington, D.C. Region	2,092	2.6%
All other locations (excluding CVPDC area)	13,583	17.2%

Source: OnTheMap (US Census)

*Figure 22: Work Location of CVPDC residents commuting out of the CVPDC area*

Work Location	Count	Percent
Roanoke Region	10,447	12.2%
Richmond Region	4,185	4.9%
Washington, D.C. Region	3,184	3.7%
Virginia Beach Region	1,962	2.3
All other locations (excluding CVPDC area)	11,236	13.1%

Source: OnTheMap (US Census)

The Roanoke Valley Region shares the most commuters with the CVPDC region, with 4.4% of Roanoke's workers commuting into the region, and 12.2% of Central Virginia residents commuting to Roanoke for work. Given the proximity of Roanoke to Bedford County, and the ease of access provided by Route 460, commuting is convenient for residents of both regions.

The second largest inflow of workers to the CVPDC area come from the Danville region (3,225 workers; 4.1%). Unlike the Roanoke region, there are less workers that come from the CVPDC and commute to Danville (only 1.5%, grouped in with “all other locations” in Figure 22).

There is train service between Roanoke and Lynchburg, but given the limited frequency of trains traveling through both regions, it is unlikely to be a viable option for most commuters.

The Virginia Breeze bus service provided by DRPT provides a connection between Danville and Lynchburg via its Piedmont Express route, however, the service is also unlikely to accommodate many interregional commuters.

To encourage commuters from other regions to either begin commuting to the CVPDC area, or continue to, convening car/vanpools to travel from Roanoke, Danville, or other metropolitan areas can help reduce single occupancy vehicle (SOV) usage, and have a significant reduction in vehicle miles traveled (VMT).

## **Students**

The CVPDC area includes several institutions for higher education, including:

- Central Virginia Community College (Lynchburg)
- Liberty University (Lynchburg)
- University of Lynchburg (Lynchburg)
- Sweet Briar College (Amherst)
- Randolph College (Lynchburg)
- Virginia University of Lynchburg (Lynchburg)

Liberty University is the largest of these institutions and has continued to grow its on-campus enrollment year over year. All of these institutions are accessible by one of the major arterials, mainly US 29. The program can provide opportunities for both students and employees of these institutions to rideshare to and from campus, which helps reduce congestion and parking issues on campus. In addition, providing ride-sharing opportunities can help reduce transportation costs for commuters and provide opportunities to get to campus that don't require ownership of a personal vehicle. Connecting students to transportation opportunities can also allow them to seek off-campus employment and internship opportunities.

Partnering with sustainability groups on campus, as well as the Commuter Services and Human Resources departments could help share information with both employees and students. Hosting events for students to come and learn about how to use transit, try car/vanpools, etc. can help make students more comfortable using alternative modes of transportation for the first time.

## Chapter 5: The CAP Operations Plan

The Operations Plan details the services provided by the program along with the strategies and an action plan to further the program's vision and goals.

### Services Provided

Central Virginia Commuter Services provides a variety of services to businesses, commuters, and organizations in the communities it serves. All services are provided free of charge to commuters and businesses.

#### For Commuters:

- Ride matching Service through the ConnectingVA app
- Emergency Ride Home Service

The easiest way for an individual to get connected to alternative transportation options in their community is by visiting the ConnectingVA app or website. ConnectingVA allows the user to find car/vanpools, identify nearby transit routes, walking or biking opportunities in their neighborhoods. In addition, commuters who log their trips will be eligible to earn rewards and access the Emergency Ride Home program.

The Emergency Ride Home program is available to commuters who have used an alternative form of transportation (anything other than their single occupancy vehicle) to commute to work. Commuters must have logged their trip that day as well to be eligible. The ERH program will provide transportation (via a ridesharing service) to get home at no cost to the commuter. More specific details about program eligibility will be made available on the Central Virginia Commuter Services website.

By making alternative transportation options more accessible, the program can continue to increase the number of commuters choosing these options on a regular basis.

#### For Businesses:

- Marketing Materials (Flyers, Infographics, Signage, etc.)
- Employee Data Collection (via survey, commuter data analysis, etc.)
- Commuter Benefit Programs
- Vanpooling
- Lunch & Learn Events

There is a vast array of services available to businesses in the community through Central Virginia Commuter Services. The development of marketing materials such as flyers or infographics can be used by employers to share information about alternative transportation options with their employees. Staff can also develop copy for websites, newsletters, or information which can be included in employee onboarding packets. All materials will be individualized to fit the needs of the organization.

Employers that are seeking to reduce absenteeism, or that seek to provide new employee benefits can request Central Virginia Commuter Services staff to conduct employee surveys to identify patterns and the needs of their employees. There are also opportunities for commuter data analysis based on census or local data. Either option can help to identify potential opportunities for employers to connect their employees to new transportation options.

Additionally, employers can work with staff to develop and implement new Commuter Benefit Programs. These can include the establishment of vanpools to the worksite, providing discounted bus passes in collaboration with GLTC, hybrid-work plans and more.

Lastly, staff can come to worksites and host “Lunch and Learn” events to share more information about the resources available to them through the Central Virginia Commuter Services, and the benefits of choosing alternative modes of transportation.

### Community Organizations

- Events
- Advocacy Support

Working alongside community partners and supporting the work they are already doing in the communities the CVPDC serves is a key in effective and efficient programming. Taking part in local events helps support these events and provides opportunities to share information about the program. In addition, staff provides support to other community organizations by participating in meetings, providing feedback and supporting advocacy efforts to expand non-single occupancy vehicle modes of transportation. One example of these advocacy efforts includes participation in focus group meetings for projects such as the Virginia Clean Cities Transportation Action Plan (2024). Staff is available to collaborate whenever possible to support other local organizations that are working towards similar goals.

## **Events**

Attending and hosting events is a key component of sharing information about Central Virginia Commuter Services. Many of the strategies to achieve the goals outlined in Chapter 3 include attending and hosting of events.

### Central Virginia Commuter Services Hosted Events

Currently, staff hosts just one event per year, the Bike to Work Day event (3<sup>rd</sup> Friday in May). In 2025, the Bike to Work Day event will be expanded to be a week long challenge. The program manager will be reaching out to businesses to participate in a region-wide competition between employers to get as many employees to try biking to work as possible.

In addition, starting in 2025, Central Virginia Commuter Services will begin hosting smaller community events to engage with specific target markets as identified in Chapter 4. Potential event ideas include:

- Family Friendly “Try Transit” Events; engaging with local families to use transit to visit local points of interest such as libraries, farmers markets, etc.
- Educational events at transit facilities to share information about transit, carpooling and vanpooling with local college students.
- Back to School Biking event in the Fall to encourage students to and their parents to bike to school and work.

### Community Hosted Events

Some potential events include events hosted by local libraries such as “Last Saturdays” hosted by the Campbell County public library during the summer, events hosted by member localities including Earth Day events, and those hosted by the Chambers of Commerce. During these events, the program manager will be able to share information with community members about Central Virginia Commuter Services and provide resources on the benefits of walking and biking to work.

In addition, the program manager will continue attending networking events, job fairs and other business events to liaise with local employers.

### **Staffing and Contracting**

The Program Manager is responsible for administration of the program, day-to-day operations, and spends the vast majority of their staff time operating the program. The Program Manager is a part-time employee that dedicates approximately 95% of her time to the Central Virginia Commuter Services operations and activities, as funded by the DRPT Commuter Assistance Operating Grant.

Activities of the Program Manager include:

- Coordinating with Commuters, Businesses and Community organizations
- Developing marketing campaigns and materials to promote the program
- Working with state, local and federal partners to advance program goals
- Attend local events hosted by business, community or local government partners
- Prepare quarterly activity reports and attend relevant trainings hosted by DRPT

Two other employees dedicate small portions of their staff time to the program: the Director of Finance and Deputy Director of Planning.

The Finance Director is responsible for payroll, managing indirect and fringe costs, and reconciles claims and transactions to provide budget reports.

The Deputy Director of Planning supervises the program manager and activities, reviews transactions, approves payrolls and reviews reports submitted to DRPT.



## **Technology, Systems, and Tools**

The use of technology aids in helping connect commuters to program information and resources. The ConnectingVA app and the CVPDC's ConnectingVA website are two main platforms that the community can use to get connected to commuter service resources.

The ConnectingVA app/website provides an easy-to-use digital ride-matching platform to connect users to transportation options in their area. In addition, users can log their trips to earn rewards and access the Emergency Ride Home program.

The local ConnectingVA website being developed will connect both commuters and businesses to available resources, share information about the program, and will allow site visitors to connect with the Program Manager for individualized support. Stimulus Advertising, a contractor local to Lynchburg, is developing the website and will continue to provide web services as long as they remain the CVPDC on-call contractor for such services.

## **Partnerships and Coordination with Other Programs and Agencies**

### Central Virginia Planning District Commission & Transportation Planning Organization

The Central Virginia Planning District Commission (CVPDC) works in partnership with many federal, state and local agencies in its projects and programming. The CVPDC's Board is comprised of a representative from each of the PDC's member localities, which allows each locality an opportunity to provide feedback on all of the PDC's projects and programs.

The Central Virginia Transportation Planning Organization (CVTPO) is a federally designated Metropolitan Planning Organization. The CVTPO area encompasses the City of Lynchburg, Town of Amherst, and the urbanized sections of Bedford, Campbell and Amherst Counties. These areas also include sections that are likely to become urbanized in the foreseeable future.

Both the CVPDC and CVTPO boards provide feedback on the work programs of CVPDC staff each year, including the activities of Central Virginia Commuter Services. The Board Member feedback received also helps guide the needs of each community as the region is made up of urban, rural and suburban areas which all have varying needs. Guidance of the boards ensures that staff is meeting the needs of all our member communities. In addition, they help to share information about programs and projects on a local level to help spread awareness in their respective communities.

CVPDC staff works alongside the local, state, and federal partners to advance multimodal transportation opportunities in the region. Staff works with our program partners to advance sidewalk and bicycle facilities and aids in transit route evaluations

and expansion. Two new initiatives, the Central Virginia Safety Action Plan and the Lynchburg Multimodal Plan work to provide safe ways for citizens to travel to their destination—no matter which mode they choose. The work of other CVPDC programs helps to further support the goals and objectives of Central Virginia Commuter Services as well.

### Department of Rail and Public Transportation (DRPT) & Virginia Department of Transportation (VDOT)

Partnering with the DRPT & VDOT to share information about all modes of transportation is an essential component of the program activities. In particular, DRPT develops several marketing campaigns per year (including Connecting Communities, Connecting Commuters, etc) that Central Virginia Commuter Services will encourage participation in as well. The program manager works closely with DRPT & VDOT staff to stay apprised of upcoming programming efforts and will encourage collaboration whenever possible.

### Transit

CVPDC works closely with the Greater Lynchburg Transit Company (GLTC) to support transit initiatives in Lynchburg. Staff attends the GLTC Board Meeting monthly to provide program updates, garner feedback from the Board and provide assistance to staff as needed. In 2024, GLTC and CVPDC signed an agreement in which GLTC will do vanpool reporting on behalf of CVPDC. GLTC supports commuter programming efforts by sharing information about the program, assistance the vanpool reporting and promoting new vanpool establishment, and more.

In addition to GLTC, there are two smaller transit operators in the CVPDC area: Altavista Community Transit Service (ACTS) and the newly founded Otter Bus (Bedford Town). Staff is available to promote these agencies and encourage transit usage in these areas as well.

### Business Collaboration

The program manager works in partnership with local Chambers of Commerce, economic development staff and the workforce development board to relationships with the local business community. Since staff capacity is limited, these partnerships are vital in being connected with the local business community.

The Chambers of Commerce have assisted in the development of the strategic plan by sharing information with businesses, encouraging business participation in the survey, and in providing feedback. In addition, the program manager has been able to participate in several chamber hosted networking events and activities which help share information about the program and make connections with local employers.

In addition, the local Economic Development staff members for the CVPDC localities have been helpful in sharing information with their local business partners. Going forward, the program manager will regularly develop newsletter articles, social media posts and share new marketing materials with economic development staff to be shared. In addition, continuing to work with the economic developers will help to gauge community needs and keep programming and activities responsive to those needs.

Lastly, the program manager will work alongside the Workforce Development Board to gauge the needs of employees, attend job fairs and provide informational resources that can be used to encourage both employers and their employees to engage with Central Virginia Commuter Services.

## New Marketing Strategies

Commuter awareness of the program is the first step in getting community buy-in. Marketing and promotional campaigns can help to spread awareness and share information about Central Virginia Commuter Services. Since the COVID-19 pandemic began in 2020, the marketing strategies employed have been limited and have had a heavy focus on social media and billboard advertising. While both of these methods have helped to spread awareness, it is important that staff expand these efforts and try new ways to engage people to try alternative modes of transportation. As new methods of marketing are used, they will be monitored and evaluated to be certain that

advertising funds are used most efficiently. The image shown on the right is an example of a billboard campaign to encourage carpooling through the ConnectingVA app, which was developed by Lamar Advertising.



New marketing mediums include:

- Commuter Challenges in collaboration with local employees/employers
- Bus wrap ads
- Magazine articles/Interviews/ads
- Radio advertising/Spotify
- Advertising with local businesses (including but not limited to advertising on coffee sleeves)
- Video advertising (Movie previews, Instagram reels, etc.)

## Action Plan

### FY 25-29:

- Direct outreach to local employers through events and by attending local networking meetings
- Develop specialized marketing materials for local employers and community partners
- Promote the ConnectingVA app and support DRPT marketing campaigns by sharing information through social media, the Central Virginia Commuter Services website and with local stakeholders.
- Attend Community events to share information about the commuter program

### FY 25:

- Develop a new, easy to navigate website
- Create new promotional materials including a tri-fold brochure to distribute to commuters and a one-pager to share with businesses
- Introduce new types of marketing including bus wrapping, interviews (magazine) and working with local businesses (i.e. coffee sleeves)
- Grow the May “Bike to Work Day” event by working with local biking groups, downtown businesses and local employers

### FY 26:

- Develop Commuter Challenges (competitions between employees or employers) in partnership with area employers
- Campaign to promote the new Emergency Ride Home Program (Ride Home Rewards)
- Continue introducing new marketing campaigns and marketing forums including radio ads, Spotify, and video advertising (movie previews, Instagram reels, etc.)

### FY 27:

- Create a marketing campaign based on success stories/commuter testimonials to encourage new commuters to try ConnectingVA
- Continue to grow Commuter Challenges in partnership with area employers
- Introduce a new fall biking event (September—back to school, end of summer)

### FY 28:

- Begin update of the Commuter Assistance Program Strategic Plan
- Dedicated Employer Outreach Campaign

### FY 29:

- Complete new Commuter Assistance Program Strategic Plan
- Introduce a third yearly Central Virginia Commuter Services hosted event

## Chapter 6: Financial Plan

Central Virginia Commuter Services' Financial Plan projects service costs and identifies financial resources to operate the program. Planning out how financial resources will be expended ensures long-term sustainability of the program and its activities. At present, eighty percent of program funding comes from the Department of Rail and Public Transportation – Commuter Assistance Operating Grant. The CVPDC provides the twenty percent program match. Additionally, in the execution of program special events, there is often private business, non-profit financial or in-kind contributions, usually in the form of donated event prizes. All program funding, including in-kind contribution are tracked. It is recognized to expand program impact and event opportunities, additional funding avenues will be pursued.

### Department of Rail and Public Transportation (DRPT) Funding

Each year, the CVPDC submits a grant application to DRPT for funding to operate Central Virginia Commuter Services. DRPT funding has been the main source of funding for the program and requires a 20% local match which is put up by the Central Virginia Planning District Commission.

Over the past 5 years, the program budget has increased modestly. The budget for FY21 was \$57,540, and the FY 25 budget was \$64,000. The program budget has not been fully expended over the past few years due to COVID and a new program manager, however, the FY25 budget is expected to be fully expended.

### Budget Forecast

The forecasted budget will remain relatively the same over the next five years with modest increases. Rapid expansion may influence how these figures will be adjusted over the next five years, but the forecast takes a conservative approach.

The Salary, Fringe and Indirect Cost budgets were increased 3% per year to accommodate staff salary increases and increasing fringe and indirect costs.

The forecasted budget increases the Travel and Education & Training budgets to \$500/year to cover new education and training opportunities, and the cost of traveling to such events.

The Emergency Ride Home line item will increase yearly until reaching \$300 in FY29. With rising vehicle costs, it is likely that the cost per ride will increase yearly. In addition, improvements are expected to be made to the program in FY25 which may increase the use of this program.

Professional Services will increase yearly, reaching \$2,500 in FY29 as the program continues to evolve. The cost of the development of materials, updates to the website, etc. are expected to rise slowly over time.

Supplies and Materials are projected to stay at the same level as the approved FY25 budget.

Advertising, Promotional Items and Dues & Subscriptions are expected to increase incrementally over time as the cost of these services and items increase.

In FY24, development of a website for Central Virginia Commuter Services began, and there will be a yearly cost of \$500 to host the website; this Web Services cost will be incorporated into the FY 26 budget. With these increases, the total budget in FY29 would be approximately \$75,000, which is a 17% increase over the FY25 budget.

*Figure 23: FY25-FY29 Budget Forecast*

	<b>FY 25 (Approved)</b>	<b>FY26 (Forecasted)</b>	<b>FY 27 (Forecasted)</b>	<b>FY 28 (Forecasted)</b>	<b>FY 29 (Forecasted)</b>
<b>Salaries and Wages</b>	\$21,310.00	\$21,949.30	\$22,607.78	\$23,286.01	\$23,984.59
<b>Fringe Benefits</b>	\$12,250.00	\$12,617.50	\$12,996.03	\$13,385.91	\$13,787.48
<b>Indirect Costs</b>	\$12,015.00	\$12,375.45	\$12,746.71	\$13,129.11	\$13,522.99
<b>Education &amp; Training</b>	\$400.00	\$500.00	\$500.00	\$500.00	\$500.00
<b>Supplies &amp; Materials</b>	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00
<b>Travel</b>	\$250.00	\$500.00	\$500.00	\$500.00	\$500.00
<b>Advertising &amp; Promotional Media</b>	\$15,000.00	\$15,000.00	\$16,000.00	\$17,000.00	\$18,000.00
<b>Emergency Ride Trips</b>	\$125.00	\$250.00	\$250.00	\$300.00	\$300.00
<b>Professional Services (Staff Time Only)</b>	\$1,325.00	\$1,500.00	\$1,750.00	\$2,000.00	\$2,500.00
<b>Promotional Items</b>	\$500.00	\$750.00	\$750.00	\$750.00	\$750.00
<b>Dues &amp; Subscriptions</b>	\$675.00	\$675.00	\$775.00	\$775.00	\$775.00
<b>Web Services</b>	--	\$500.00	\$500.00	\$500.00	\$500.00

The \$15,000 dedicated to advertising and promotional media in FY 25 is accompanied by the approved marketing plan below. The FY25 plan was developed in January of 2024, and thus does not include some of the new innovative marketing strategies described in Chapter 5, but staff will incorporate new strategies alongside the FY25 activities. The marketing plan reflects direct costs and thus does not include staff time. Staff time will be expensed separately from the costs indicated below.

Figure 24: FY 25 Approved Marketing Plan

Campaign	Description	Purpose	Call to Action	Ad Placement	Budget
<b>Vanpool Expansion Effort</b>	We will engage with businesses to increase the number of vanpools by developing promotional materials for business use, hosting lunch and learn events and attending local business events.	The purpose is to expand the Commuter Assistance Program by increasing the number of vanpools in our region.	Start a new vanpool; provide materials to employees about CAP offerings.	N/A. We expect this to consist of staff time only.	
<b>Rebranding Efforts</b>	We will be work to build a new brand for our Commuter Assistance Program. We seek to gain brand recognition by a series of ads, marketing initiatives and by producing print materials for distribution.	The purpose of these efforts is to share information about, and expand brand recognition of the Commuter Assistance Program.	Learn more about the Commuter Assistance Program.	Billboards; Social Media; Newsletters; Emails; etc. We will place several billboard ads throughout the year (1 month long, quarterly), place ads on the CVPDC social media, information on our website and in the PDC's bi-monthly newsletter.	\$8,000.00
<b>Virginia Breeze Promotion</b>	With several stops in our service area, the Virginia Breeze is a very beneficial service to our commuters. We will promote the service to expand community knowledge about the service.	The purpose is to relay to the public that the Virginia Breeze bus is available in our service area, and encourage commuters to try the service.	Try the Virginia Breeze service for the first time, use it for commuting and log their trip in the ConnectingVA app.	Agile Mile; Social Media; Distribution of paper materials developed by DRPT	\$0.00
<b>DRPT Connecting Communities</b>	We will provide information on how transit, carpooling or vanpooling can help commuters access employment opportunities by partnering with local employers.	The purpose is to show commuters that they can access employment opportunities readily through transit, car/vanpooling or walk/biking.	Try taking transit or carpool/vanpools to realize the ability to access more employment opportunities in our region.	Social Media, Agile Mile	\$500.00

<b>We &lt;3 Transit</b>	"We <3 Transit" campaigns held on social media, including one paid post (up to \$250). The posts will reiterate the benefits of using transit, especially by "choice" riders.	To encourage commuters to use transit, even when they may have access to a personal vehicle.	Try Transit!	Social Media and Agile Mile	\$1,000.00
<b>Earth Day</b>	We will encourage commuters to help "clean up" their commute in honor of Earth Day by emphasizing benefits of non-SOV modes of transportation. We will also participate in local earth day events.	The purpose is to encourage commuters to use more sustainable modes of transportation by providing information and resources.	Try using a new, more sustainable method of commuting.	Social media; Agile Mile; Local events	\$1,000.00
<b>Clean Commute Challenge</b>	We will encourage commuters to bike/walk, car/vanpool or take transit for their commute by hosting community events, working with local employers and community organizations.	The purpose is to encourage commuters to use more sustainable modes of transportation by providing information and resources.	Use carpools/vanpools, walk/bike or take transit to work to help with environmental sustainability.	Social Media; Agile Mile; Local partnerships/local events	\$3,500.00
<b>Bike to Work Day</b>	As part of the clean commute challenge, we will host a Bike to Work Day Celebration (to be held on Friday, May 16, 2025), as well as promotions throughout the month.	The purpose of this campaign and the event is to promote biking as a form of commuting and to encourage those who can to ride to work more frequently.	Bike to work and log trips in the ConnectingVA app.	Local events; Social media(including a paid Facebook post); Newsletters/Email blasts; Connecting VA app.	\$1,000.00



## Potential New Funding Sources

Virginia Department of Transportation has various programs that support multimodal transportation planning and programming efforts. Advancing Park and Ride lots and coordinating with multimodal planning projects to expand information and rider support infrastructure will be a key to expanding resources, impact and participation in the program and to reducing single-occupancy trips. VDOT Safe Routes to Schools grant funding can also be utilized to increase pedestrian activity and provide safe pedestrian networks.

Virginia Department of Motor Vehicles (DMV) offers Highway Safety Grants to implement pedestrian safety awareness campaigns. Pursuing this grant funding will support Central Virginia Commuter Service's goals while advocating for safer pedestrian networks.

Lastly, aside from governmental organizations, there are both for-profit and non-profit organizations that offer grant opportunities which could be used for multimodal planning or for specific neighborhoods (i.e. rural areas, low-income areas, etc.).

As the program continues to grow, continually seeking new funding opportunities will expand the program's reach and ability to further support non-SOV transportation modes in the CVPDC region.



Source: Microsoft Office

## Chapter 7: Monitoring and Evaluation Plan

Monitoring and evaluation of the Central Virginia Commuter Services Program ensures that the program is both effective and efficient. In Chapter 3: Goals and Objectives, each of the goals was accompanied by measurements and the timeframe for evaluation.

### Evaluation of Program Success

One main takeaway from both in-person conversations and the Commuter Survey Data was that there is limited community awareness about the existence of the Program. Therefore, program participation and increased awareness will be a core element of evaluating success. Tracking the number of people participating in program activities including challenges, events and through the ConnectingVA app will help to gauge whether the program’s reach is growing.

The feedback of our program partners and participants helps to better evaluate our program success. A survey will be developed and distributed once yearly through the ConnectingVA app to gauge customer satisfaction. Additionally, getting feedback from program partners (such as locality staff, Chamber of Commerce staff, transit partners), especially at the commencement of specific marketing campaigns will further allow staff to customize program activities to those that receive the best engagement and feedback

*Figure 25: Data Reporting Metrics, Source and Frequency*

<b>Metric</b>	<b>Data Source</b>	<b>Reporting Frequency</b>
Transit Ridership	Local Transit Providers	Quarterly
Virginia Breeze Ridership	DRPT Staff	Biannually
Number of Transit trips recorded	ConnectingVA app	Quarterly
Number of Carpool/Vanpool trips recorded	ConnectingVA app	Quarterly
Number of New Vanpools	Vanpool Providers/ Program Manager/ DRPT Staff	Monthly
Number of Events Hosted	Program Manager	Annually
Number of Events Attended	Program Manager	Annually
Number of Event Participants (CVPDC CAP Hosted Events)	Program Manager	Annually
Number of Commuters & Businesses participating in CAP Challenges/Promotions	Program Manager	Quarterly
Number of Businesses outreached to & Follow-ups	Program Manager	Quarterly
Website Engagement (Clicks)	Stimulus Advertising (Web Services Provider)	Quarterly

## Data Reporting

Data is reported on a quarterly basis to DRPT as part of the required documentation for grant funding. The quarterly reports include staff activity reports, financials and the monthly Agile Mile (ConnectingVA reports). The reports available through Agile Mile include information about the number of trips logged in the app, ride matching attempts, and provide data on car/vanpools and bicycle/walking commutes in the area. In addition, the program manager will track employer and stakeholder engagement metrics to show increased outreach and engagement.

In addition to the DRPT reporting, staff provides relevant updates to the CVPDC and Central Virginia Transportation Planning Organization (TPO) boards, as well as a monthly update to the GLTC Board of Directors.

The Program Manager will develop quarterly reports going forward with the data highlighted in Figure 25. In addition, an annual report of the recorded data will be available to highlight the progress and growth the program has made yearly. Reports will be shared with CVPDC and CVTPO annually.

## Chapter 8: Use of Research & Data

There were several data sources utilized to develop this Strategic Plan for the Central Virginia Commuter Services program.

Data Sources included several U.S. Census products including [OntheMap](#), the [American Community Survey \(ACS\)](#) and the [Decennial Census](#). [Virginia Employment Commission \(VEC\)](#) and [Bureau of Labor Statistics \(BLS\)](#) provided employment data.

Additionally, data from the [PEW Research Center](#) and the [Federal Highway Administration \(FHWA\)'s Screening Tool for Equity Analysis of Projects \(STEAP\)](#) was used for socioeconomic data.

Lastly, in Spring of 2024, the CVPDC conducted a “Commuter Needs Survey” to gather local data, input from citizens and business professionals to shape the Strategic Plan.

There were two surveys launched concurrently: one for individuals and one for businesses professionals. Both surveys were live from April 17, 2024 to May 20, 2024. There were 331 responses to the surveys in total.

### **Individual Survey:**

The Individual Commuter Survey consisted of 22 questions and took the average participant 5 minutes to complete. Outreach efforts for the survey included the following:

- Press Release
- Information in CVPDC newsletter and website
- Information on locality websites and in City of Lynchburg Newsletter
- Social Media Posts

### **Business Survey:**

The Business Survey consisted of 12 questions and took only a few minutes to complete. Outreach efforts for the survey were focused more on developing relationships with employers to get feedback. Outreach efforts for the survey included:

- Direct phone calls to ~30 Businesses
- Direct emails to ~50 Business Professionals
- Coordination with the Bedford Chamber of Commerce and Lynchburg Regional Business Alliance to share information with members
- Press Release
- Social Media Posts

Ultimately, there were too few survey participants in the Business Survey to glean statistically significant data. However, the outreach process led to verbal feedback from many stakeholders, including HR professionals, managers and those working in organizations like the Chamber of Commerce. The vast majority of business

professionals had never heard of the program and were unaware of the resources available.

## Commuter Survey Results

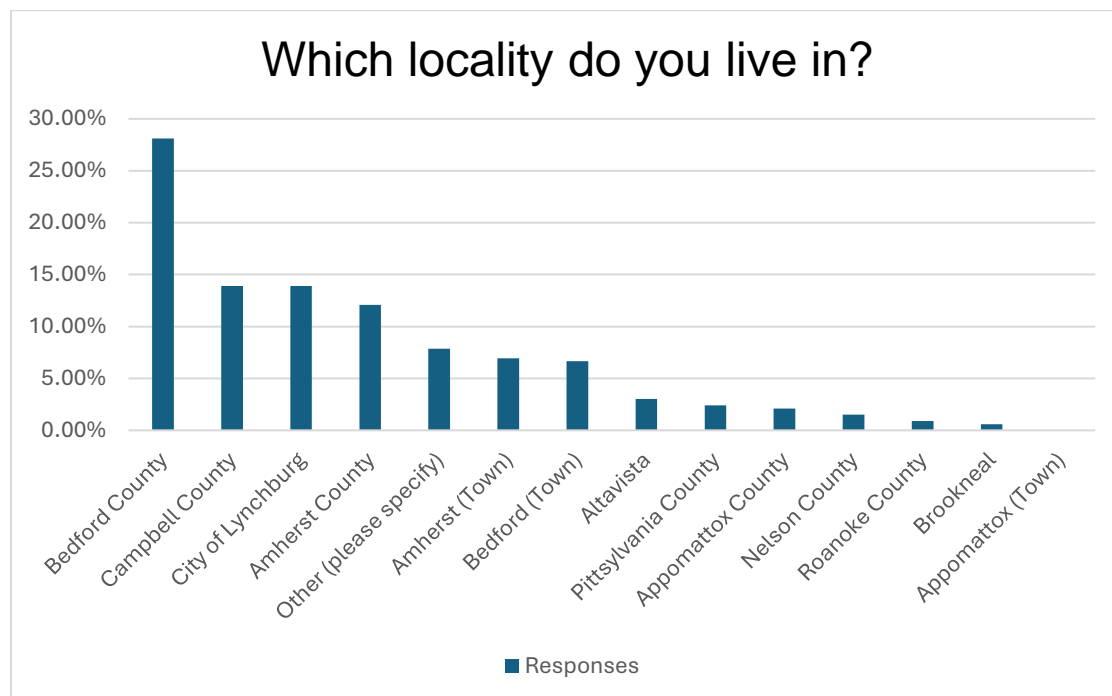
### 1) Which Locality do you live in?

The survey participants spanned the CVPDC region, with Bedford County having the most participants (93), Campbell County and the City of Lynchburg both had 46 participants each, and Amherst County had 40 participants. In addition to CVPDC residents, there were some participants from other localities. These include a small number of residents of Nelson County (5), Roanoke County (3), Pittsylvania County (8), Northern Virginia (7) and a few other scattered localities throughout the state.

Figure 26: Place of Residence

Answer Choices	Responses	
Bedford County	28.10%	93
Campbell County	13.90%	46
City of Lynchburg	13.90%	46
Amherst County	12.08%	40
Other (please specify)	7.85%	26
Amherst (Town)	6.95%	23
Bedford (Town)	6.65%	22
Altavista	3.02%	10
Pittsylvania County	2.42%	8
Appomattox County	2.11%	7
Nelson County	1.51%	5
Roanoke County	0.91%	3
Brookneal	0.60%	2
Appomattox (Town)	0.00%	0

Figure 27: Place of Residence (Graph)



## 2) How often do you use the following modes of transportation?

Key takeaways of this data include the vast majority of commuters drive at least some of the time (326/99%; 5 skipped). 40% of participants report carpooling at least 1-2 days a week, but the number that rely on carpooling 5 days a week is only 4%. In addition, the survey did not differentiate the carpooling for work and non-work trips, so this number represents people who likely travel for errands, social events and other activities on the weekends as well.

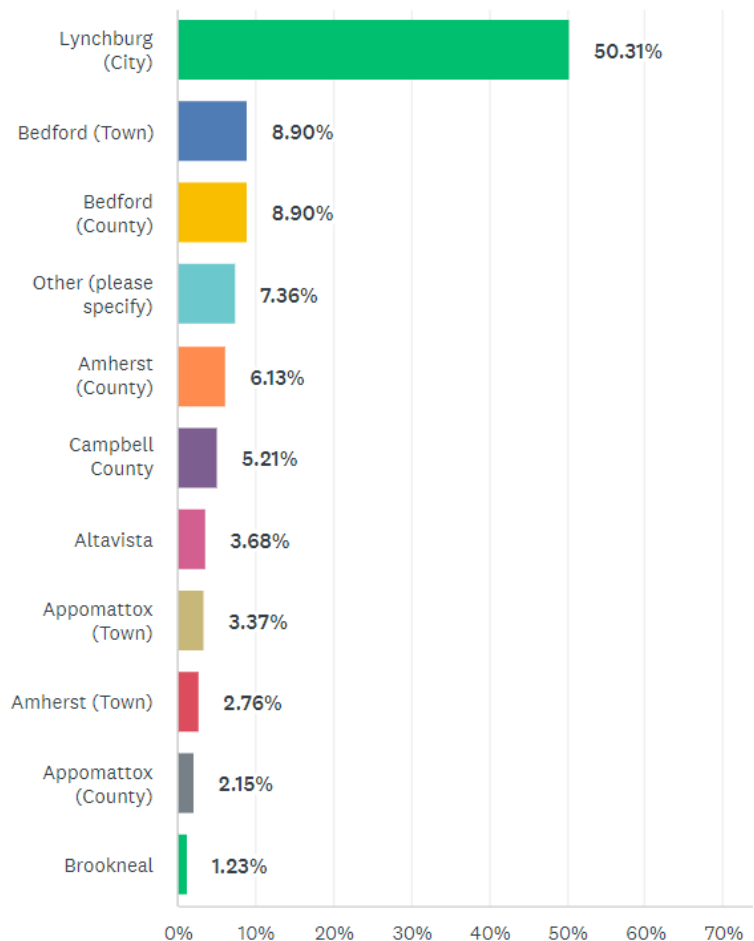
### % of people using the following modes >= 1-3 times per week

- Transit (8%)
- Ridesharing (4.8%)
- Vanpooling (5.7%)
- Biking (5.4%)
- Scooter (5.4%)
- Walking (19.9%)
- Community Transit Providers (5.4%)

## 3) Which area do you travel to most often for non-work related trips?

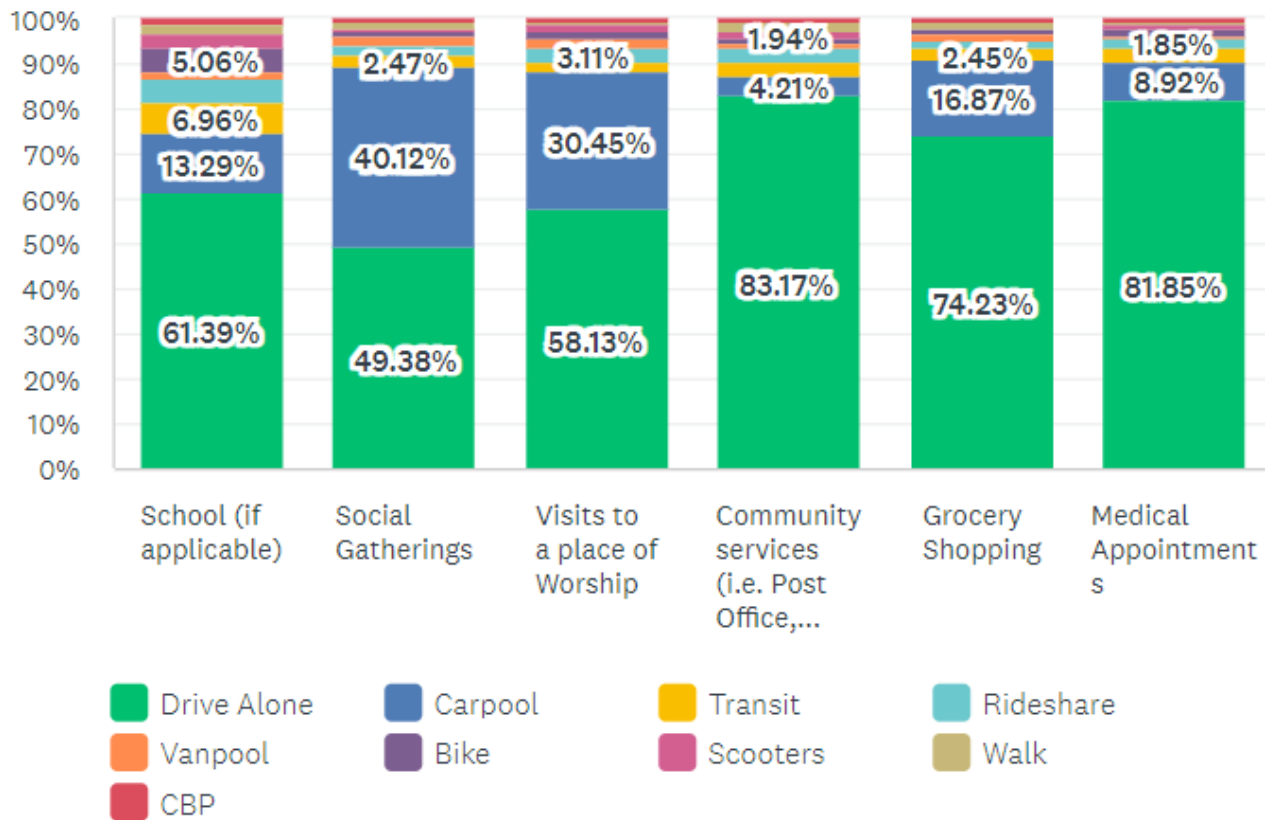
The vast majority of participants reported visiting the City of Lynchburg most often for non-work trips (50.31%) followed by the Bedford (Town) and Bedford (County) both at 8.9%.

Figure 28: Non-Work Trip Destinations



4) Which mode of transportation do you use most often to complete each type of non-work trip?

Figure 29: Mode of Transportation (Non-Work Trips)



Participants reported they're most likely to drive alone, or carpool to all six of the destination options provided.

**Schools:** 61.39% of commuters drive alone; 13.29% carpool

**Social Gatherings:** 49.38% drive alone; 40.12% carpool

**Visits to a place of worship:** 58.13% drive alone; 30.45% carpool

**Community Services** (post office, Town Hall, etc.): 83.17% drive alone; 4.21% carpool

**Grocery Shopping:** 74.23% drive alone; 16.87% carpool

**Medical Appointments:** 81.85% drive alone; 8.92% carpool

## 5. Are you currently employed?

The majority of respondents work at a worksite (64.38%), with 10.78% working at both a worksite and sometimes from home, and 7.84% working solely at home.

Figure 30: Employment Status

ANSWER CHOICES	RESPONSES
Yes, I work at a worksite.	64.38%
Yes, I work from home.	7.84%
Yes; A combination of work at a worksite and from home.	10.78%
Student	0.98%
Retired	11.76%
Unemployed and seeking a work opportunity	1.31%
Unemployed but not currently seeking work opportunities	0.98%
Other (please specify)	Responses 1.96%

## 6. What is the zip code of your place of employment? Please skip if you work from home.

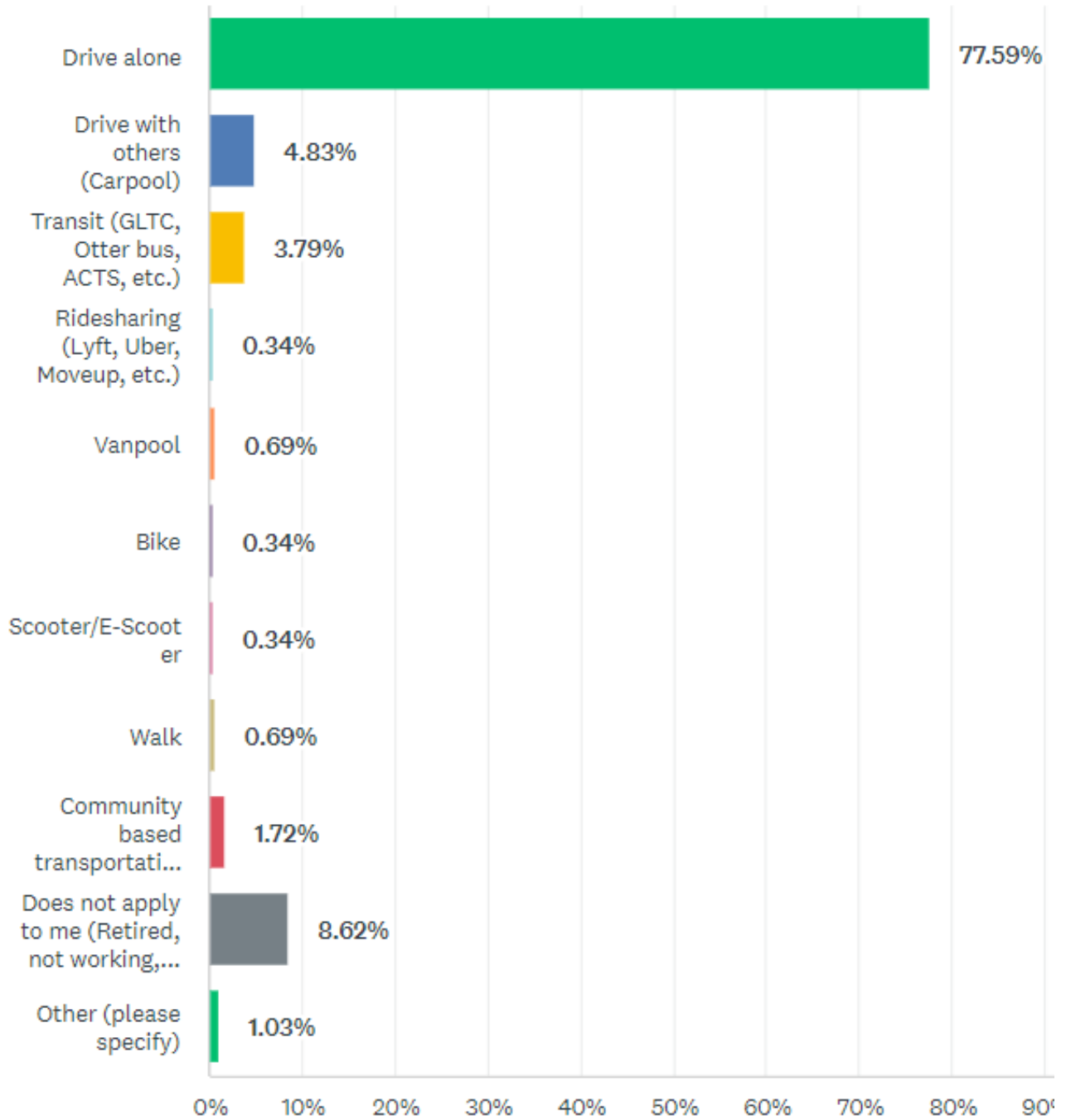
223 participants answered this question (those who are retired, not currently employed or work from home were asked to skip it), and their employer zip codes are listed in the chart shown.

Figure 31: Employer Zip Codes

Zipcode	Actual	Percent
24501	40	17.94%
24551	29	13%
24523	22	9.87%
24502	22	9.87%
25404	12	5.38%
24521	11	4.93%
24588	10	4.48%
24515	10	4.48%
24572	8	3.59%
25463	7	3.14%
24522	5	2.24%
24505	3	1.35%
24014	3	1.35%



**7. Which mode of transportation do you use most often for work related trips?**



Most survey respondents report driving alone to work (77.59%), 4.83% drive with others and 3.79% take transit to work.

## 8. Do you intend to telework this year, and if so, how often?

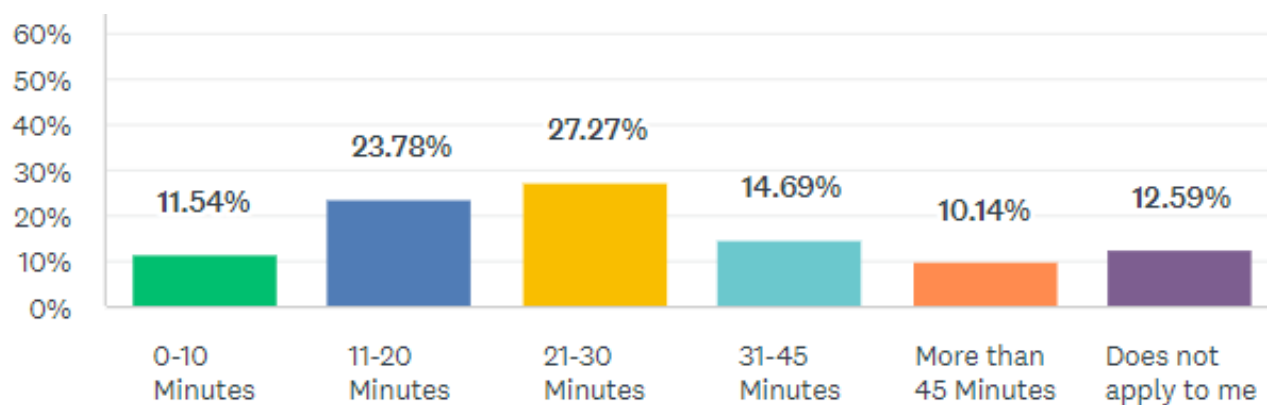
Around 40% of jobs cannot be performed remotely, and 7.3% of participants reported that while their job could be performed remotely, their employer is not supportive of teleworking. The other responses were spread pretty evenly between those who work from home a few times a week to a few times monthly.

Figure 32: Telework Status

ANSWER CHOICES	RESPONSE
▼ Everyday	5.11%
▼ A few times a week	10.95%
▼ About once a week	6.20%
▼ A few times a month	8.39%
▼ Once a month	4.01%
▼ Less than once a month	4.38%
▼ My job cannot be performed remotely.	39.42%
▼ My job could be performed remotely but my employer does not support teleworking.	7.30%
▼ My job could be performed remotely, and my employer is supportive but I prefer not to work from home.	3.28%
▼ My job could be performed remotely but I cannot work from home (lack of reliable internet, not enough space, etc.).	3.65%
▼ Other (please specify)	Responses 7.30%

## 9. Approximately how long does it take for you to get to work each day (one-way)?

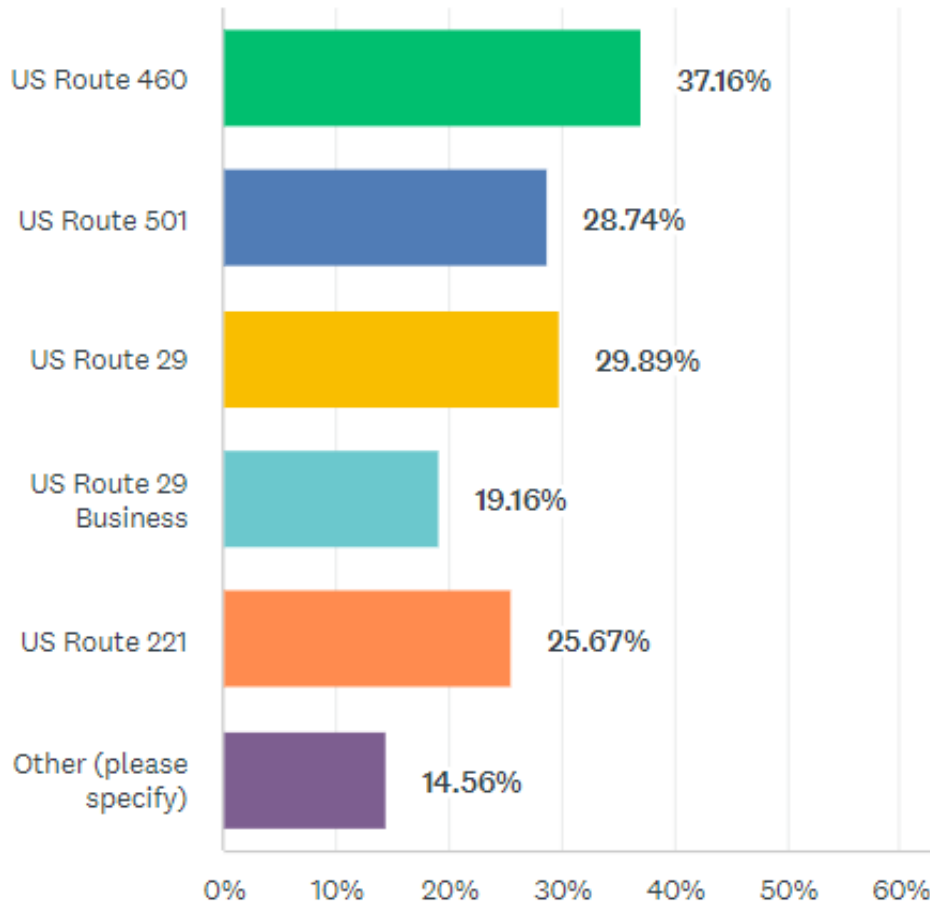
Figure 33: Commute Time (One-Way)



The commute times in the CVPDC region are lower than most, with 63% commuting 30 minutes or less each way to work.

**10. Which of the following major corridors (if any) do you use to commute to work? (Select all that apply).**

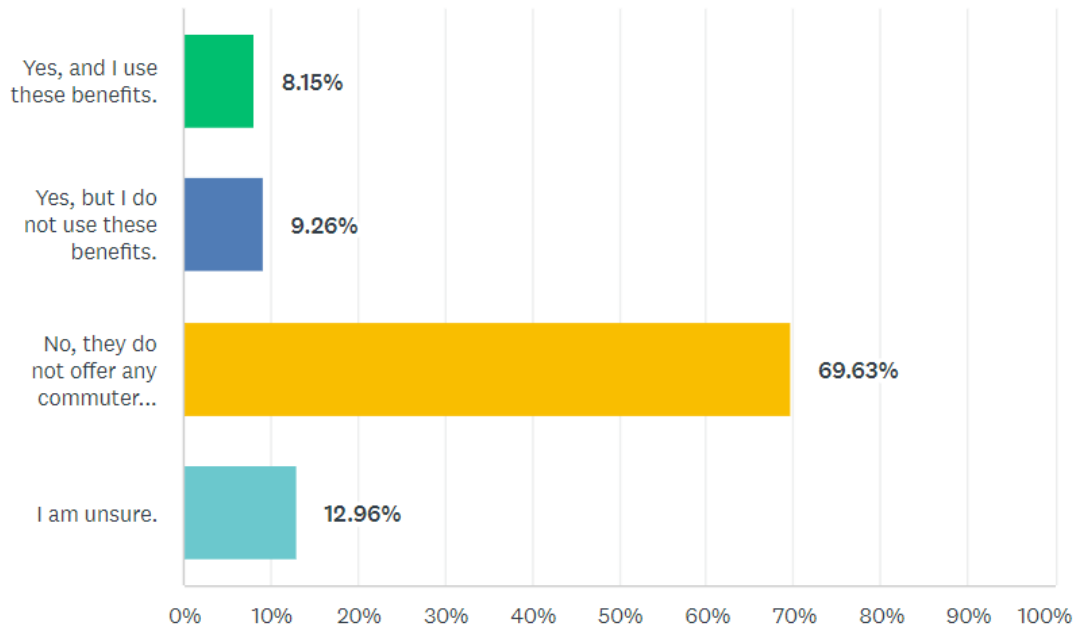
*Figure 34: Commute by Corridor*



The vast majority of commuters use one of the major corridors, which helps keep commute times low and makes commuting more efficient throughout the region.

**11. Does your employer offer any commuter benefit programs? (These could be vanpool programs, discounted/free transit rides, etc.)**

*Figure 35: Commuter Benefit Program Participation*



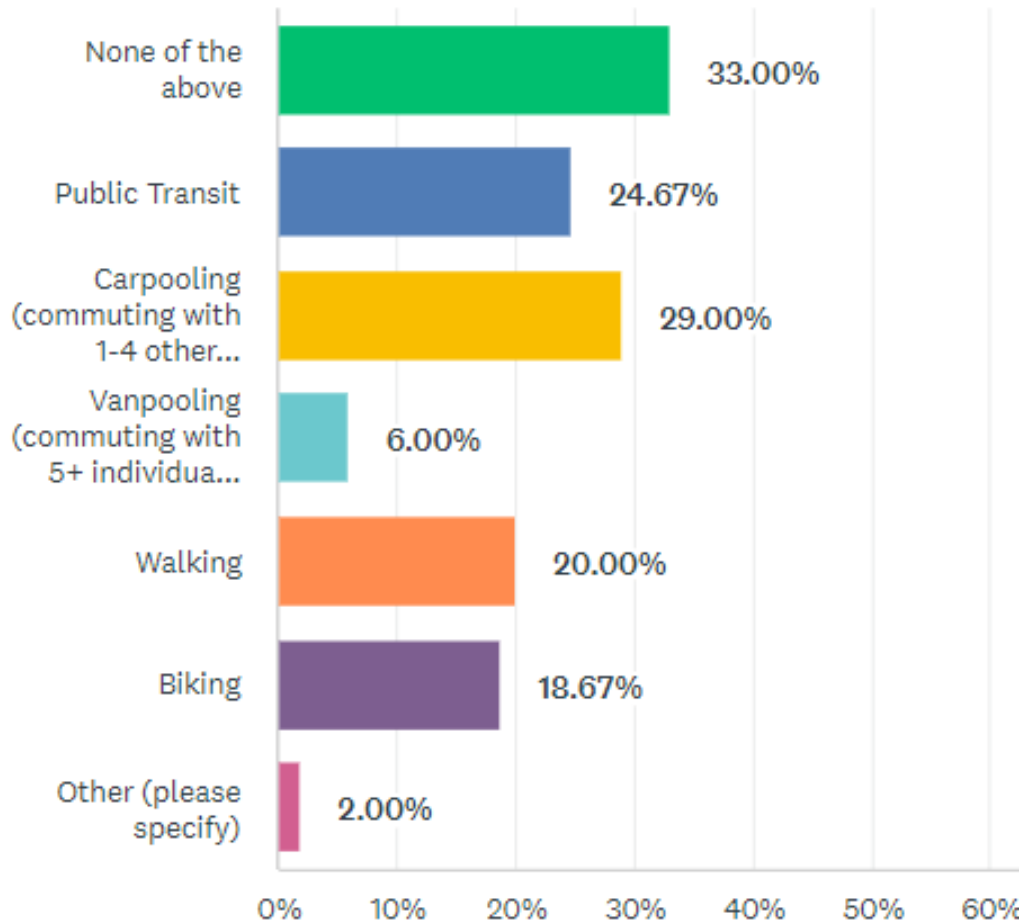
Only 8% of commuters are utilizing commuter benefit programs, despite 17% of respondents having access to them via an employer. Nearly 70% of commuters do not have access to these benefits at all. Increasing access is a main goal of Central Virginia Commuter Services.

**12. Please share your thoughts on the following statements:**

- The area I live in needs more public transportation.  
(41% agree or strongly agree, 36% neutral)
- The area I live in needs better bike facilities.  
(47% agree or strongly agree, 33% neutral)
- The area I live in needs better sidewalks.  
(58% agree or strongly agree, 22% neutral)

13. If you primarily drive alone, what other modes of transportation would you consider using instead?

Figure 36: Transportation Alternatives



29% of respondents would consider using carpools, 25% would consider using transit, 20% would consider walking and 18% would consider biking.

**14. Which of the following would make you more likely to try commuting by carpool, vanpool, bike, walking, or public transit? Choose up to 3.**

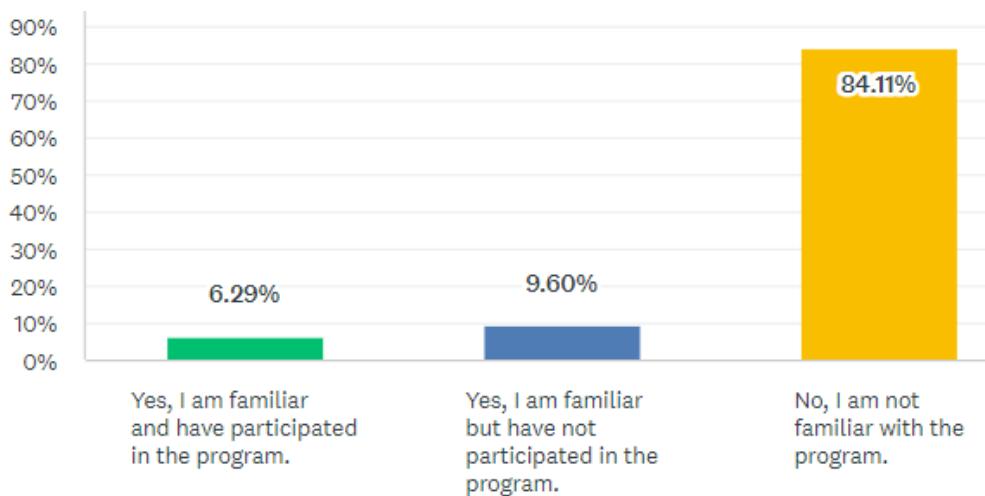
*Figure 37: Incentives*

ANSWER CHOICES	RESPONSES
None of the above	29.87%
Transit available near my home/work	29.19%
Carpooling/Vanpooling programs at work or school	27.85%
Guaranteed ride home in case of emergency	23.49%
Prizes (Gift cards, coupons, etc.)	19.13%
Pre-tax commuter benefits offered by my employer	17.45%
More frequent transit service	15.77%
Park and Ride lots	14.43%
Other (please specify)	Responses 4.03%
Total Respondents: 298	

The most popular incentives to try an alternative mode of transportation are: the availability of transit or carpool/vanpooling opportunities and a guaranteed ride home in case of emergency.

**15. ConnectingVA is our Regional Commuter Assistance Program. Are you familiar with the program, have you ever registered for an online account, downloaded the app, or utilized our services? For more information, please visit [CVPDC.org](http://CVPDC.org).**

*Figure 38: ConnectingVA Brand Recognition*



The vast majority of commuters were not familiar with the program, with only 6% reporting that they have participated in the program.

**16. Please share anything else you would like to add about how we could improve commuting in our area.**

There were 73 unique responses. The most frequent responses were requesting improvements to sidewalk and bicycle infrastructure, and safety concerns. In addition, more access to transit, with more hours or expanded service areas were also popular.

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The following questions are demographic data to learn more about the survey participants. Overall, the survey participants represent those of various socio-economic groups.

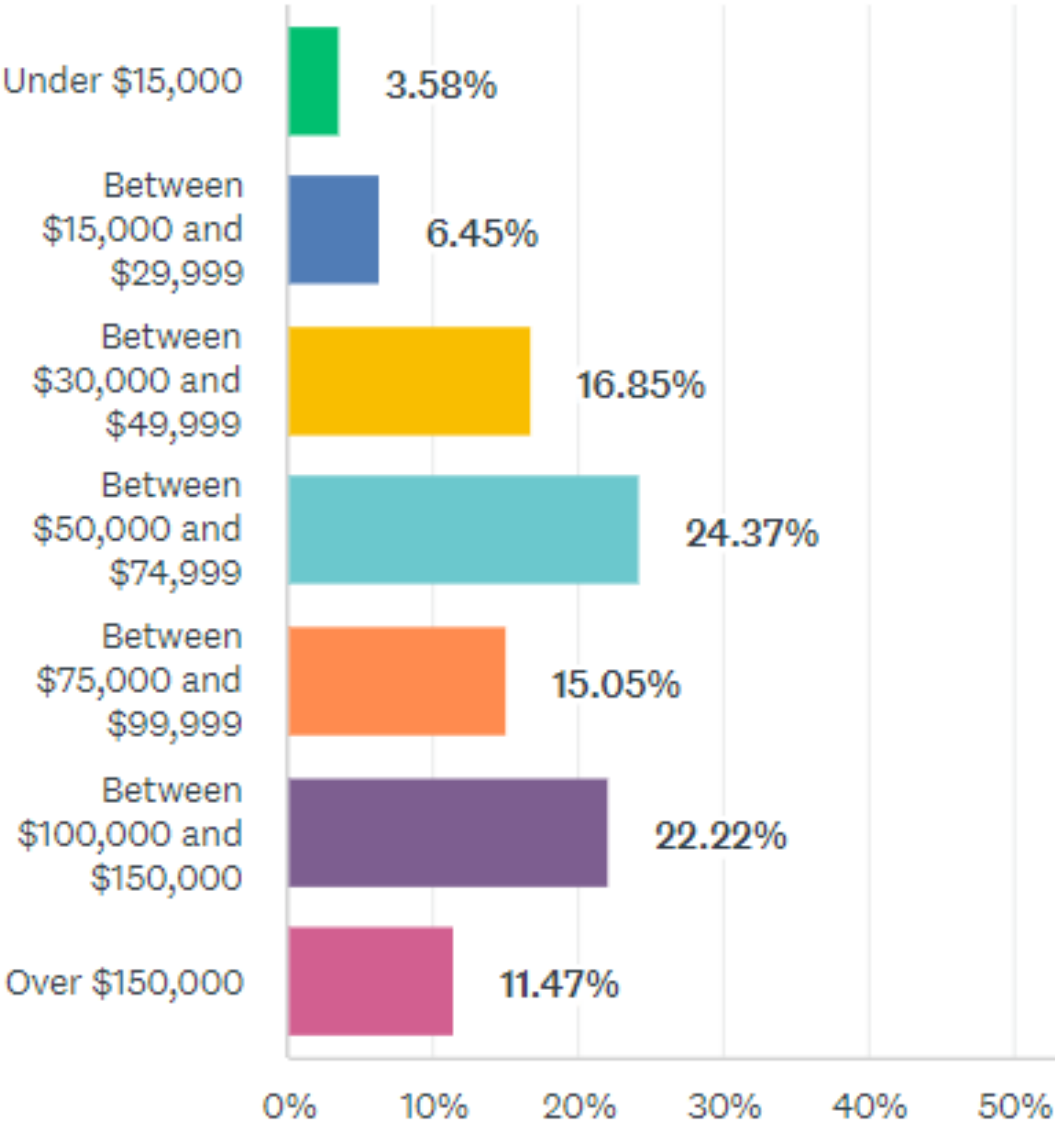
**17. What is your home zipcode?**

*Figure 39: Home Zip Codes*

Zipcode	Actual	Percent
24551	39	13.54%
24523	35	12.15%
24521	27	9.38%
24502	27	9.38%
24501	19	6.60%
24503	12	4.17%
24572	11	3.82%
24588	10	3.47%
24121	7	2.43%
24526	6	2.08%

**18. What was your household income last year?**

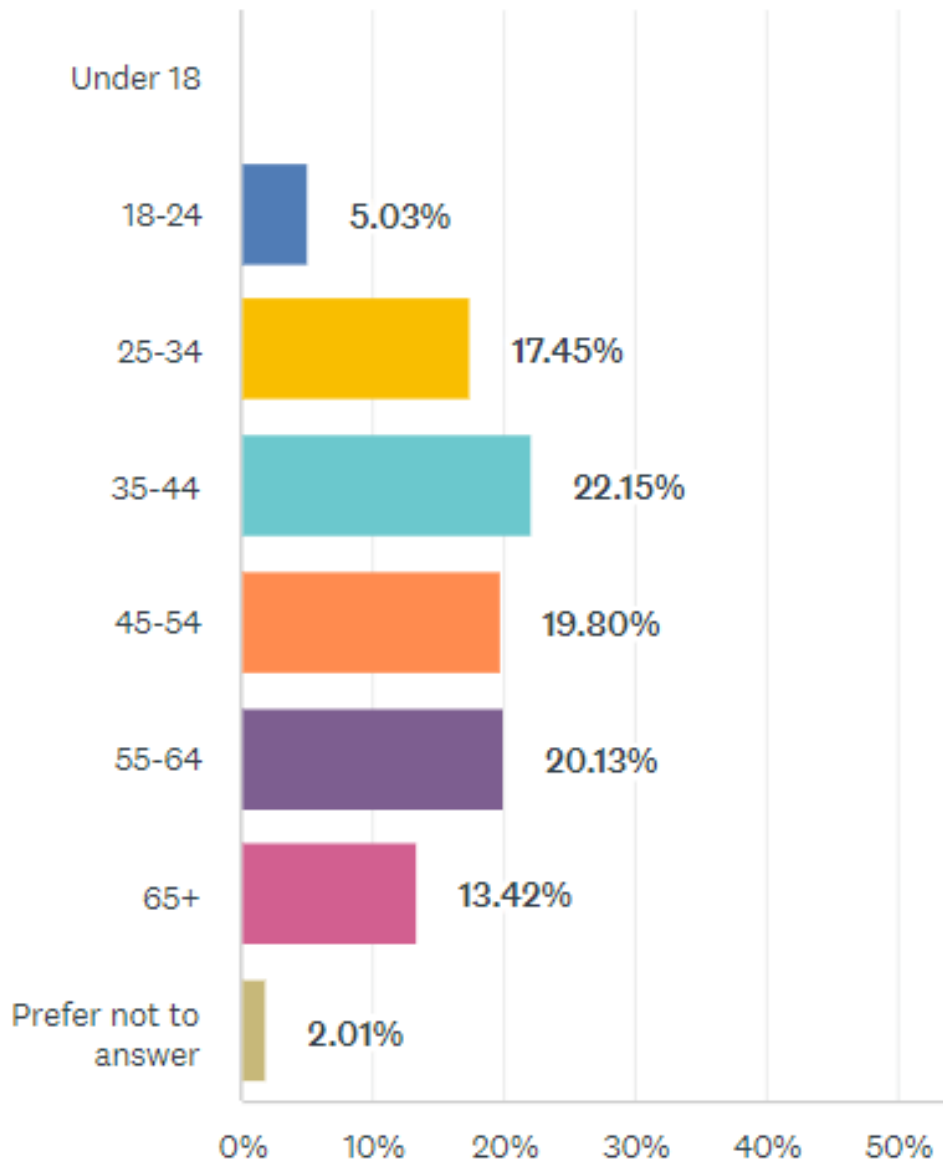
*Figure 40: Household Income*





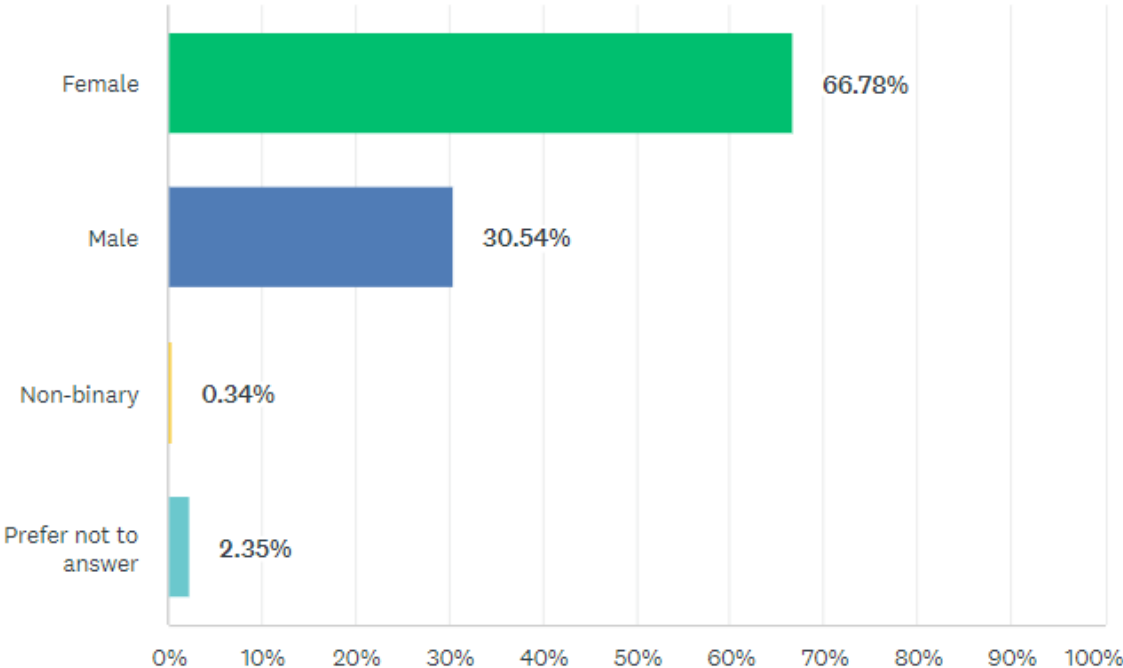
## 19. How old are you?

Figure 41: Age



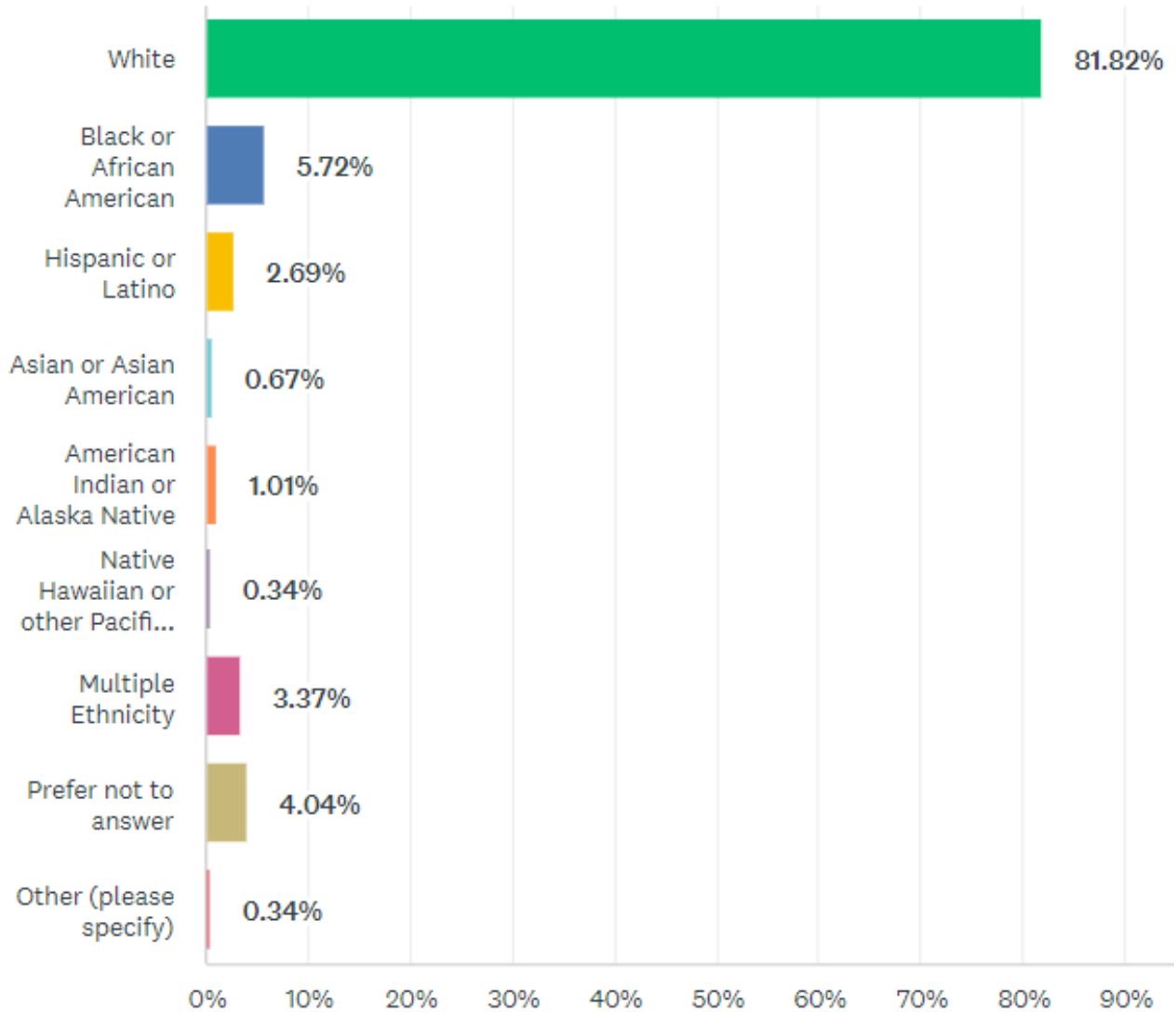
**20. What is your gender?**

*Figure 42: Gender*



**21. What race or ethnicity best describes you?**

*Figure 43: Race/Ethnicity*



**22. To be entered to win a \$100 gift card for participating in this survey, please provide your name and email address below. If you do not wish to enter, you can leave this field blank. Thank you for your participation!**

257 respondents included their email addresses to be entered to win. A winner was chosen, and she received her \$100 gift card at the CVPDC office on June 14, 2024.