



Fiscal Year 2024

CAP Operating Assistance Supplemental Application

Service Area

What geographic area(s) does the program cover?

List county(s), city(s), town(s), corridors, etc. If the service area covers only part of the county or city, provide specific details on the service area boundaries. Provide a map, if needed.

Public Access to Program

List the website, phone number and email that the public uses for the program.

Goals and Objectives

What is the FY24 goal for the number of new applicants entered (either by program staff or directly by the commuter) into the ridematching system to seek commute options (not for trip logging, incentives or rewards)?

List other FY24 goals or objectives (if applicable) for this program.

Program Operations

This section has several parts that are intended to expand on the Program Description in OLGA and describe in more detail the operations of the commuter assistance program and to better describe what will be done and how the funding will be spent.

Operations

What does the program and staff do to implement the commuter assistance program? Keep the response focused on what will be done with the grant funds. In other words, how will the grant funds be used?

Ridematching

Check which ridematching system(s) is used by the program.

Commuter Connections

Commute!VA/Agile Mile

Follow Up with Commuters

This section describes how ridematching applicants and customers are followed up.

How will commuters be contacted?

How often they are contacted?

What questions are asked of the commuter and what information is provided?

Database Maintenance

How will the database be maintained?

Describe how and when commuters are removed and the decision process for removal or keeping commuters in the database.

Marketing and Promotional Events

Download the separate Marketing Excel spreadsheet from OLGA and attach the completed spreadsheet to the application in OLGA. In the spreadsheet, list and describe the marketing efforts, both specific campaigns and ongoing efforts, the messaging that will be conducted, and marketing partnerships with DRPT and other agencies.

For each marketing campaign/effort, include in the spreadsheet:

- Detailed description
- Purpose
- Target audience
- Specific messaging
- Call to action
- Marketing materials and advertising media that will be used
- How marketing items will be created
- Ad placement media
- Approximate cost
- Start and end dates of each campaign, marketing effort, contests, etc.
- How each marketing campaign will be measured for success? (Include the metrics used to track and evaluate marketing success.)

Guaranteed/Emergency Ride Home Program

If the commuter assistance program will include expenses for the operation or administration of a GRH/ERH program, describe the GRH/ERH expenses that will be charged to this grant. Leave this section blank if no charges for the operation or administration of a GRH/ERH program will be charged to this grant.

*DO NOT include marketing and promotion of the GRH/ERH program in this section. Enter GRH/ERH marketing and promotion in the **MARKETING** section of this application.*

Additional Program Components

Use the text box below to add information on program operations not included in the above sections or in OLGA.

Program Staff and Contractors

This section has two parts to detail staff and contractor work that will be charged to the grant.

Staff

In first column of the text boxes below, enter the position titles of your organization's staff whose time will be charged to the grant. In the middle column enter a detailed summary of each position's work on this program. In the column on the right, enter the percentage of the total annual salary or wages, total number of hours, and total amount of charges for each position. Attach additional pages to the application, if needed.

If there is an increase in Salary and Wages from FY23's DRPT's approved budgets in the project agreement contract, provide a justification for the increase.

Contractor Work

Using the text box below describe work that will be performed by each contractor. Include the name(s) of each contractor, if know at this time. *Contractor time charges must be entered in the Professional Services category in the budget section of OLGA.*

Financial Statement

Attach a financial statement as a separate document of the program’s FY22 final expenses and revenues to this application. The financial statement should show the actual total expenses by line item for the commuter assistance program in FY22. Include a crosswalk to show which budget categories on the financial statement go with the budget categories in the DRPT contract.

Check with your respective DRPT program manager if you have any questions regarding the financial statement.

Application Certification

I certify that I have the permission of my organization’s Executive Director, Chief Executive Office, Board Chair, or other accountable, authorized individual to submit this application for federal and/or state funding from the Virginia Department of Rail and Public Transportation.

Further, I certify that our organization is committing the required local match toward this project, and has those funds available now or will have the funds by July 1, 2023.

Organization Name:

Contact Name (for questions about this application):

Contact Email:

Contact Phone:

Name of Person Submitting this Application: