

TDM Operating	Output Target	Jul-18
Free Rideshare Matching Program		
# of new and previously assisted clients matched with existing vanpools, carpools or transit services	4,000	624
# of express matched vanpools with new GWRideConnect clients going to the operators respective worksite.	104	341
# of non-residents, and operators assisted that contact GWRideConnect.	2,500	307
Ridematching Data Continued		
# of new to GWRideConnect ride matching applications processed	TBD	85
# of ride follow up surveys	TBD	91
# of ride matching responses	TBD	10
Ride matching response rate	TBD	0%
# of successful matches (every mode)	TBD	
Carpool Formation, Maintenance and Assistance		
# of carpools formed / assisted through webpage	100	582
Transit Options: Commuter Bus, FRED, VRE and METRO / Promotion and Support		
# of bus schedules distributed	1,300	85
# of VRE / Metro guides distributed	2,000	170
# of PTAB meetings attended	6	1
GWRideConnect Advertising		
# of ads placed in Free Lance Star and other regional papers	100	5
# of radio commercials	400	0
# of Google impressions	3,000	24,854
# of clicks through to the website	TBD	1,481
Facebook		
# of posts	150	25
# of page followers	1,000	
# of page likes	TBD	
# of page views	TBD	4,153
GWRideConnect Website		
# of page views	TBD	5,894
# of unique page views	TBD	4,518
# of vanpool page views	TBD	1,593
# of transit page views	TBD	1,404
Bounce rate	TBD	66%
Vanpool		
# of vanpools formed	TBD	1
# of VanStart requests	TBD	2
# of VanSave requests	TBD	-
# of Vanpools assisted	TBD	247
Commtuer Lots		
# of spaces leased	3	105
# of lot inspections	TBD	
Employer / Realtor / New Resident Outreach		
# of employee meetings	8	1

# of job fairs attended	4	1
# of rideshare packets / postcards distributed	2	5
# of GWRideConnect Fact sheets for Fredericksburg Area Realtors		-

Aug-18	Sep-18	Total	Oct-18	Nov-18	Dec-18	Total	Jan-19	Feb-19	Mar-19
265	344	1,233				-			
486	510	1,337				-			
585	650	1,542				-			
99	105	289				-			
98	100	289				-			
10	10	30				-			
0%	0%	0.00%							
		-				-			
573	596	1,751				-			
99	105	289				-			
201	200	571				-			
-	-	1	1			1			
5	5	15				-			
0	202	202				-			
30,139	28,145	83,138				-			
1,621	1,580	4,682				-			
19	13	57				-			
		14,165				-			
		14,228				-			
5,877	2,789	12,819				-			
6,480	5,600	17,974				-			
4,920	4,383	13,821				-			
1,845	1,485	4,923				-			
1,573	1,474	4,451				-			
65%	69%	66.53%				-			
5	5	11				-			
3	2	7				-			
-	-	-				-			
510	545	1,302				-			
105	105	105 total				-			
	7	7				-			
		1				-			

		1				-			
94		99				-			
1,600	-	1,600				-			

Total	Apr-19	May-19	Jun-19	Total	Annual Total	1Q Notes
-				-	1233	
-				-	1337	
-				-	1542	
-				-	289	
-				-	289	
-				-	30	
-				-		
-				-	1751	
-				-	289	
-				-	571	
-				-	2	
-				-	15	
-				-	202	
-				-	83138	
-				-	4682	
-				-	0	
-				-	0	
-				-	0	
-				-	0	
-				-	0	
-				-	0	
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-				-	0	
-				-	0	
-				-	0	