



Program Registration Data

(Between May, 2013 and October, 2014)

TOTAL RIDE SOLUTIONS MEMBERSHIP (since April 2013 new system)

- Total Membership: 819 (since May, 2013)
- From RVARC; program began 2001: 351 (43%)
- From NRV; program began 2005: 270 (33%)
- Other (origins outside region) 100 (12%)
- **Region 2000 (program 2012*) 98 (12%)**

October, 2014 Registrations

- Total 19
- RVARC 7 (37%)
- NRV 6 (31%)
- Other 3 (16%)
- **Region 2000 3 (16%)**

CARPOOL MATCH DATA

FY2014

Carpool match request

- Total Program Area requesting match 84 65% match rate
- RVARC requesting match 38 (45%) 61% match rate
- NRV requesting match 32 (38%) 83% match rate
- **Region 2000 requesting match 9 (11%) 67% match rate**

FY2015 (through October, 2014)

Carpool match request

- Total Program Area requesting match 27 52% match rate
- RVARC requesting match 10 (37%) 70% match rate
- NRV requesting match 11 (41%) 45% match rate
- **Region 2000 requesting match 6 (22%) 50% match rate (100% match rate October)**

Number of Guaranteed Ride Homes Given Lynchburg: 0



2014 May Clean Commute Challenge; Art By Bus; Bike Month

May, 2014 marked the first year that the Lynchburg Area Bike Month and Clean Commute Challenge was managed exclusively through RIDE Solutions. As such, this marked the first time that a participant was required to register as a RIDE Solutions “member” in order to participate in the Clean Commute Challenge. It is believed that the “member” requirement and secondary registration format impacted the comfort of many in registering for the Clean Commute Challenge and thus reflects the smaller registered number of participants. It should be noted however, that the CCC, Bike Month, Art on the Bus resulted in more individuals – based on personal information – participating in alternative transportation during May.

2014 Full Bike Month/Clean Commute Challenge Numbers

128 Total Participants: 24 Region 2000; 24 NRV; 78 Roanoke
46,858 Miles Pledges: 7,630 Region 2000; 11,980 NRV; 25,793 Roanoke

Alternative Transportation Commute Miles from Clean Commute Challenge, May 2014

Region 2000: 1,056 carpooled; 1,580 Biked; 220 walked; 4,748 telecommute; 26 transit
NRV: 1,292 carpooled; 3,363 biked; 153 walked; 4,030 telecommute; 3,141 transit
Roanoke: 5,552 carpooled; 5,746 biked; 1,670 walked; 7,264 telecommute; 5,560 transit

2013 Region 2000 Clean Commute Challenge:

79 Clean Commute Challenge, 38 different businesses
123 individuals participated in one or more event

2012 Region 2000 Clean Commute Challenge:

85 Clean Commute Challenge, 42 different businesses
146 individuals participated in one or more of the week's events
32 participated in Bike to Work Day

2014 Events:

Clean Commute Challenge – Month long challenge to utilize alternative transportation to access work during May

Clean Commute Breakfast – Free continental breakfast for anyone that has participated in the Clean Commute Challenge or Bike to Work Day activities.

Morning Commute Convoy - A fun morning ride as part of National Bike to Work Day. The riders met at Riverside Park to begin a bike ride to downtown Lynchburg.

Ride of Silence – Reflective ride to remind all citizens that the bicycle is a legal transportation mode and should be anticipated along the roadways.

Bike Shorts Film Festival – Lynchburg's first screening of RIDE Solutions 4th Annual Bike Shorts Film Festival at Riverviews Artspace at 6:30 pm where sixty-four (64) area residents squeezed into Riverviews screening room for a fun-filled evening viewing short films with the only common denominator of showing a bicycle at least once during the viewing. Films were submitted from as far away as Vancouver and England and as close as Lynchburg with local film producer, YMCA Communications Coordinator, and Liberty Alumni Woody Watts, submitting a two-part short film entitled *Emergent*.

A total of 22 films were submitted and winners for Juried Prize Winner, Audience Choice Award, Best Music Video, and Most Viewed YouTube Video. Lynchburg locals Marjette Upshur and David Neumeyer served on the Juried Review Panel.

2014 Extraordinary Bike Professional Award

Davy Hazlegrove, owner of Blackwater Bike Shop, was chosen as the 2014 Extraordinary Bike Professional. Davy stood out among the submitted nominees, from the entire RIDE Solutions service area, for his professional dedication and cycling support offered not only through his Blackwater Bike Shop but also through his personal and civic dedication to bicycling locally through volunteer events, hosting of rides, membership on boards and community groups, and through the Greater Lynchburg Off-road Cyclists (GLOC) served to build and maintain many of the areas mountain bike trails.

Mid-Day JRHT – Free Bike Rental on Tuesdays during lunch for at Bikes Unlimited for anyone that mentioned Bike Month.

Art By Bus – Through a partnership with GLTC, Lynchburg City Schools and RIDE Solutions GLTC buses became rolling art galleries during May. 99 LCS students, with work submitted by LCS Art Teachers, had their work displayed on buses throughout the month. Nine students were chosen as Art By Bus Contest Winners for their work that reflected the alternative transportation theme.

**Art By Bus
Student Submission Winners**

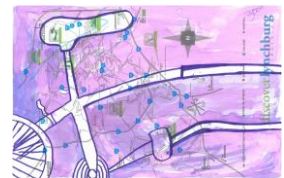
Middle School Winners



1st – Eleanor Matthews, Dunbar Middle Ms.

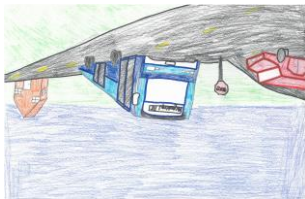


2nd – Lucy Jablonski, Dunbar Middle



3rd - Tayson Stewarts, Sandusky Middle; Ms. Camden

Elementary School Winners – Transit Theme



1st – Alexa Dennis, Dearington Elementary Michael Dunaway



2nd – Jeanine Mack, Linkhorne Elementary; ms. Maria Wvatt



3rd - Jacob Lawson, Dearington Elementary; Mr. Michael Dunaway

Elementary School Winners – Bike/Pedestrian Theme



1st – Chanel Patterson, T. C. Miller; Shawn Lipscomb



2nd – Pamela Chambers, Sheffield Elementary; Shawn Lipscomb



3rd – Kodi Howser, Sheffield Elementary; Shawn Lipscomb

RIDE Solutions Staff Activities: Partner in Local and State Activities

Get Downtown

Participated in the annual September Get Downtown event. Participation including providing Bike Valet parking for participants.

Chamber of Commerce

Participated in a number of Chamber events including

- Business at Breakfast,
- vendor at Expo, and attended other
- Lunch and Learn

Lynch's Landing

Member organization and provided Bike Valet parking at Friday Cheer's event.

University/College Partnership

Randolph College is official Workplace Partner. Participated in Earth Day activity and general alternative transportation outreach. Activities include and will continue to include various outreach campaign and program activities in partnership with the College's sustainability initiatives.

Participated in Liberty University Community Welcome Fair.

CVCC Businesses Services Expo

Organization Outreach

Provided program presentations at numerous organization meetings such as Young Professionals, Lynchburg Road Runners, American Society of Quality – Lynchburg Chapter, Live Healthy Lynchburg, ,



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CONNECTING THE REGION'S COMMUTERS

GLTC Transit Promotion

Serve on the Citizen's Advisory Committee and lead the first Art By Bus program, an artistic program to encourage choice riders, show appreciation to daily riders, and advance value of public transit. Serve as a key program promotion and outreach partner of GLTC and VDRPT.



James River Council on Arts and Humanities

Assisted in grant writing and current implementation of an Artful Bike Rack project. Program funded through partnership with JRCAH, grant from the Lynchburg Office Economic Development – James River Arts Council District Arts & Cultural Grant, and RIDE Solutions. Project completion scheduled for spring 2015.

Greater Lynchburg Off-Road Cyclists

Assisted Greater Lynchburg Cyclists in training from the International Mountain Biking Association event in Riveredge Park that invited local land managers to discuss challenges and opportunities for developing trail connections.

Live Healthy Lynchburg Coalition

Participate in committee, comprised of business, local government, citizen membership, meetings and activity development.

Television, Radio, Newspaper – Alternative Transportation Education, Outreach, Promotion

Through promotion of Bike Month, Clean Commute Challenge, RIDE Solutions, Art on the Bus activities have initiated articles or participated in news stories that have outlined the value and opportunities for alternative transportation options within Region 2000.

Business Outreach

Established program outreach material to numerous Region 2000 businesses and organizations.

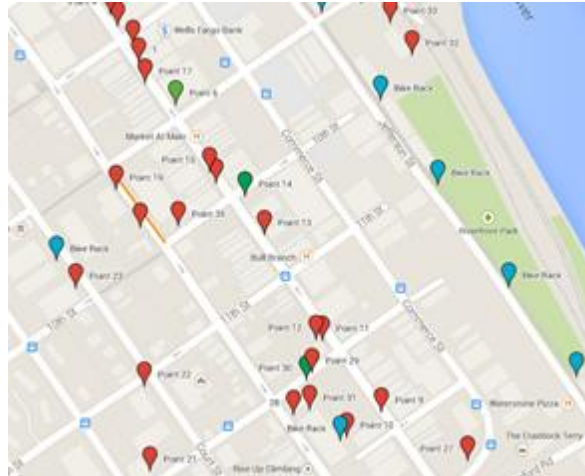
Activities included letters, emails, individual meetings and distribution of program outreach materials.

- J Crew
- CVCC
- Randolph College
- Lynchburg College
- Liberty University
- Genworth
- VEC
- Centra
- Program outreach to all area LEED professionals
- Program outreach to area nursing homes
- Monthly carpool posting Craigslist

Lynchburg City

Draft Bicycle Rack Guidelines – Assisted in providing a draft document to guide the installation decision for bicycle racks within the City sidewalks, right-of-way.

Developed Draft Lynchburg Arts and Cultural District bicycle rack location map. Not intended to capture all location possibilities but rather those locations where space and need, based on commercial, business and cultural activities present bicycle transportation likelihood.



Regional Alternative Transportation Initiatives

Initiated RIDE Solutions Park & Ride location agreements with private property owner for locations in Town of Appomattox and Town of Altavista. Final agreement and sign installation details pending.

Regional Interactive Bicycle Map

Developed the first web-based, interactive bicycle accommodation map for the Region. Map was developed utilizing existing RIDE Solutions program. Will be updated to utilize standard Google map format in FY 2015. In addition, with the completion of the Region 2000 Local Government Council website, full bike & pedestrian coverage and map details will be highlighted.

Interactive Map is located at

www.ridesolutions.org/commuters/bike-walk/bike-map/.

