



Need To Find a Rideshare Partner?

TRAFFIX's Commuter Computer allows you to search for rideshare partners for work or for play using commuting criteria that you set. This self-directed service allows you to search within a radius, a time-frame, and location. Your rideshare matches can then be viewed on Google Maps. Please visit our website www.traffixonline.org or call 1-800-700-RIDE to register. Once registered, you can log on at anytime to update your profile or commuting criteria. NuRide is also available to help you find travel partners and rewards you for sharing the ride with co-workers, family and friends for work-related trips or for fun. In addition, NuRide rewards you for other alternate modes such as biking, walking, mass transit, and teleworking. The NuRide reward program enables you to earn points towards valuable restaurant coupons, retailer discounts and ticket promotions. NuRide is always free to join and free to use, so start rewarding yourself today by visiting www.nuride.com.



ASIS Staff Telework and Promote Program to Others

According to Aneil Kumar, ASIS President and CEO, the biggest benefit the company is experiencing from the Telework!VA program is allowing our employees to better balance their work life and their personal life. Employees are able to arrange their personal schedules (trips to the doctor, dentist, etc.) during their "work from home" days. By doing this, the company ultimately finds that employees are more productive and have fewer interruptions during their "in-office" work days. Working from home also alleviates the stress of commuting to and from the office.



Mr. Kumar, stated their employees have responded positively to the telecommute program. It has made for a better employee and a more employee-friendly company. Employees appreciate the level of trust the company has placed in them to be productive while working from home. As a result, they are reluctant to take advantage of the program in a way that would let the company down. The employees have over delivered on productivity. Productivity has increased because commute time is not a factor and there are fewer interruptions for the employee while working at home.



Our employees are always connected to our office. Through the use of teleconferencing and web meetings, their physical "whereabouts" are irrelevant when it comes to being involved in meetings or office discussions.



When asked if he thought other companies should offer Telework, Mr. Kumar stated "Most definitely!" One of the reasons we participated in this program was to lead by example. Both of our companies, ASIS and SENCON, are committed to preserving our environment and feel this is one



small way to contribute to that effort. We also wanted to demonstrate to our customers that this is a viable solution for any business. The cost is marginal and the benefit exponentially greater. The program offers cost savings to both the company and the employee. For the company, less energy is consumed in the office. Because employees aren't spending time stuck in traffic or driving to work, many actually spend the newfound time working, increasing productivity. Benefits to our employees include:

- A decrease in fuel and vehicle maintenance expense
- Reduced stress as a result of a daily commute
- An increased sense of ownership in the company due to the trust placed in the employee by management to perform on their own

As a provider of Sustainability Services, it is critical that we take steps to reduce our impact on the environment before we advocate it to our clients. The Telework!VA program is one part of an overall approach to operations within ASIS and SENCON to fulfill this goal. ASIS specializes in providing solutions for mobile commuting, telework, secure remote access, and video and teleconferencing. ASIS built on our practical knowledge in both deploying and managing a geographically diverse workforce through our experience with this program. Additionally, we have been able to leverage the lessons learned into the traditional service areas we provide to our existing customer base. To extend our capabilities in this area, we have developed partnerships with other communications providers. Our partners allow us to complete the package of services ASIS offers to include custom engineered networks and server systems that make a Telework!VA program successful. ASIS's holistic approach to furthering the Commonwealth of Virginia's goals of supporting sustainability and reducing carbon emissions is achieved through our innovative approach by providing a virtual working environment to both our employees and our customers.



1500 Monticello Avenue, Norfolk, VA 23510

TRAFFIX Kudos

To Everyone in TRAFFIX, I would like to sincerely thank all of you for this past year and in the future for being so very helpful with the rental of Van #81. The care and willingness to help whenever possible has made this rental enjoyable and without any difficulty whatsoever in every way possible. I would also like to thank you for the gift of a warming coffee mug that can be used on the van or at home. It is a thoughtful gift and one that will be used!!

I hope that all of you had a wonderful holiday and will have a blessed new year and many, many years to come.

Thank you once again and may this year bring us all as a nation to a most fortuitous conclusion by year's end.

*Most Sincerely,
Stephen Ferguson*



Commands/Squadrons Participating

Naval Station Norfolk:

ASD NORVA
ATGL
AWSTS
BRANCH HEALTH
CARE CLINIC
CMIO
CNATTU
CNE
CNIC/FSC
CNRMA
CNRMA/NSA
COMCARSTRKGRU 12
CHSCWL
COMNAVAIRLANT
COMNAVREGMIDLANT
COMNAVSURFLANT
COMSECLT
COMPTOFOR
CSCS DET EAST
DDNV
DFAS

DLA

FISCN
FFSC
FRC
HM-14
HM-15
HRO
HSC-2
HSC-9
HSC-22
HSC-26
HSC-28
HSC-84
JFSC
MARMAC
MSFSC
MWR
NAVFAC ATLANTIC
NAVFAC MIDLANT
NAVICP
NAVSAFECEN
NAVSTA
NAVSUP

NCTAMS LANT

NECC
NEPMU2
NETWARCOM
NMWC
NOLSC
NNWC
NNWCGNOC
NPPSC
NSA
PSD
SPAWAR
USS Arleigh Burke
USS Enterprise
USS George Bush
USS Harry S. Truman
USS Leyte Gulf
VAW-123

NAS Oceana:

FFSC
FRC

Joint Expeditionary Base Little Creek-Ft. Sory:

COMNECC
ECRC
MCAG
NETWARCOM
USS Whidbey Island

Portsmouth:

NAVAL MEDICAL CENTER
NORFOLK NAVAL SHIPYARD

Dam Neck Annex:

CPPD



Winter 2009-2010

CLEAN Commute

Quarterly newsletter powered by TRAFFIX

A Letter from the Director



Ron Hodges
Director, TRAFFIX

Welcome to 2010 and a Happy New Year to all. I sincerely hope the holidays were everything you had hoped they would be.

The past year proved to be a banner year for TRAFFIX in spite of the fact that gas prices declined significantly and some of our customers chose to revert back to their vehicle as a single occupant driver. This has become a national phenomenon as gas prices have plummeted from what they were in the fall of 2008. However, they are on the rise again.

Today, the price for a barrel of oil is hovering around \$80 (price as of Jan 4). Midsummer of 2009, the price for a barrel of oil was about \$49. Prior to that, a barrel was in the neighborhood of \$150; and gas was around \$4.00 to \$4.50 a gallon. Today, we're noticing a greater call volume regarding van leasing (as was happening as prices rose last year) and ridesharing options.

For this newsletter, I thought I'd give our readers a bit of information on how TRAFFIX is governed. There have been some questions about that and this is a great opportunity to discuss it.

The Transportation District Commission of Hampton Roads administers TRAFFIX. It receives and administers program grants which are directed through Hampton Roads Transit (HRT) – HRT oversees the administration of TRAFFIX program.

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TRAFFIX Promotes "Going Green"



"Going Green" was a big part of the 2009 culture. Television shows on HGTV showed homeowners how to make eco-friendly improvements. Celebrities like Leonardo DiCaprio and politicians like Al Gore gave us warnings on what can happen to the earth if we do nothing to change our attitudes toward the environment. Many good corporate citizens across the country adopted sustainability initiatives. People made "go green" promises and purchased "go green" t-shirts. Even Home Depot jumped on the bandwagon, providing consumers with simple energy efficient products like compact fluorescent light bulbs.

And then there was **TRAFFIX...**



Part of TRAFFIX's marketing campaign for 2009 was to address the conservation component and measure the impact the program has had on the environment. "We knew our offerings could help employers and their employees reduce their corporate and individual carbon footprints. We have played a role in helping the community go green. That's something I love to brag about," said Ron Hodges, TRAFFIX Director.

Last year, TRAFFIX, participated in HRT's Sustainability Pledge, which provided an "accountability checklist" for employees to voluntarily vow ways to save energy and money.

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Amerigroup: A Partnership Model

Amerigroup, a fortune 500 company headquartered in Virginia Beach, has adopted TRAFFIX as part of their sustainability initiative. Corporate wide, Amerigroup has made a commitment to reduce waste and operate more efficiently.

In the fall of 2009, Amerigroup contacted TRAFFIX about adding the commuter program to their sustainability initiative. "It has been an ideal partnership. Amerigroup executives understand the value of reducing traffic congestion and lowering emission levels. They believe the TRAFFIX commuter program offers solutions that support their green initiative, and they have been very active in the promotion of transportation alternatives," said Stacey Swinson, Commuter Transportation Specialist, TRAFFIX.

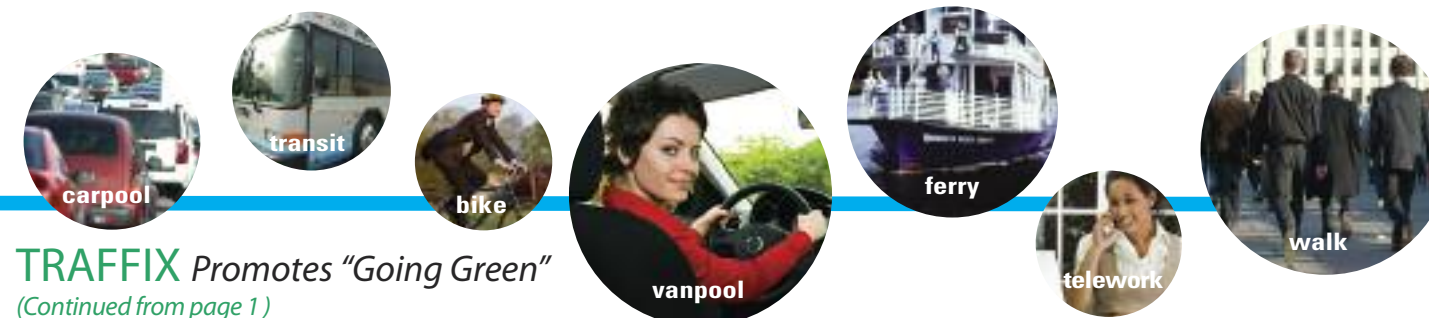
TRAFFIX team members have set up information tables at all four Amerigroup branches located within the region. Amerigroup managers promote the dates of the TRAFFIX set ups and encourage staff to stop by the information tables to learn more about alternate modes of transportation and how to get rewarded for those modes through the NuRide program.



"Amerigroup employees were thrilled to learn that not only were they supporting the company's sustainability initiative by participating in the TRAFFIX program,

but that they could personally save money getting to and from work, and get rewarded on top of it," said Dawn Reed, NuRide/TRAFFIX Consultant. "Amerigroup managers also liked the measurability of the NuRide program. Through the NuRide dashboard feature, Amerigroup can see how many employees are participating, how many miles have been taken off the road and number of emissions reduced due to their participation in the program."

Recently, Amerigroup decided to step up their level of participation in the TRAFFIX program and requested TRAFFIX preferential parking signs be installed on the employee lot. The signs allow employees who are sharing the ride with at least one other employee to have a spot dedicated to them. This offers the convenience of parking close to the building – something much appreciated, especially in the cold and rain.



TRAFFIX Promotes "Going Green"

(Continued from page 1)

"We know our solutions are part of an even bigger picture. In 2010, we will continue to promote alternate modes of transportation to driving alone to all of our employers. As an added addition, we will share HRT's Sustainability Pledge with employers as a template for how individual employee commitments add up to a substantial corporate green initiative," said Dawn Reed, NuRide/TRAFFIX Consultant.

"We are already seeing the impact of addressing sustainability efforts in combination with offering commuter solutions. Companies such as Amerigroup and MICG Investment Management understand the value of this pledge to their company, to their employees, and to the community as a whole," stated Stacey Swinson, Commuter Transportation Specialist, TRAFFIX.



Adopt This Sustainability Pledge:

- Switch off lights when leaving for lunch or going home for the day
- Print double-sided and without color (unless necessary)
- Minimize idling time when operating a bus or personal vehicle
- Recycle all paper, plastics, glass, and aluminum
- Turn off computer AND monitor when leaving work
- Use reusable cups/mugs at work – no Styrofoam cups or plastic water bottles
- Share the ride, walk, bike, take public transit or telework at least once a month
- Eat lunch in (at work) at least once a week
- Carpool when possible if traveling to other MICG facilities
- Conserve water (run dishwasher when full, not run water when brushing teeth)
- Replace all incandescent light bulbs with compact fluorescent bulbs (CFLs)
- Unplug appliances and wall chargers when not in use
- Register with NuRide and log all alternate trips (www.nuride.com)
- Other _____

Print Name: _____

Job Title/Position: _____

What Employers Need to Know about Commuter Checks!

Throughout the country, businesses and employees alike are taking advantage of a federal law designed to encourage the use of alternative forms of transportation. Section 132(f) of the federal tax law allows employees to reduce their commuting costs by up to **40%** while helping employers save **10%** or more on payroll taxes. Employers use tax free dollars (subject to monthly limits)

to pay for commuting expenses while you provide the benefit to your employees as a substitute for taxable salary, as a supplemental benefit; or as a combination of the two. And while you and your employees are saving money, the environment is being spared. For more information go to www.commutercheck.com or contact one of the staff of the TRAFFIX Program.



"Groceries for Going Green"

"FARM FRESH has long been committed to our local community and our environment," said Ron Dennis, President and COO of FARM FRESH, "and during these tough economic times we are excited to team up with NuRide and expand our partnership with Hampton Roads Transit to launch this important initiative that can help families go green while saving some green on their groceries."

On January 5, FARM FRESH® announced a unique partnership and event with NuRide, Inc. and TRAFFIX called "Groceries for Going Green," which rewards commuters in Hampton Roads with valuable FARM FRESH discounts and groceries when they choose to go green by carpooling, vanpooling, biking, walking, telecommuting, or taking public transportation.

The event officially kicked off at FARM FRESH's downtown Norfolk location at a press conference with FARM FRESH President Ron Dennis, Hampton Roads Transit Vice President James Toscano and NuRide CEO Rick Steel, and will run throughout the Hampton Roads region for one year.

To participate in the event, commuters can sign up on the NuRide website at www.nuride.com and earn points for every carpool, vanpool, public transportation, telecommute, walk, or bike trip they take, which can be redeemed for rewards and special offers from sponsors, including coupons for \$5 off of purchases of \$50 or more from FARM FRESH. In addition, participants will be entered into weekly prize drawings for \$100 in groceries from FARM FRESH.

Director's Letter (Continued from page 1)

The TRAFFIX Oversight Committee (TOC) provides policy guidance. The TOC advisory board is comprised of representatives from each of the area's transportation planning groups: Hampton Roads Planning District Commission (HRPDC); Hampton Roads Transit (HRT); the Virginia Department of Transportation (VDOT); the Federal Highway Administration (FHWA); the Virginia Department of Rail and Public Transportation (VDRPT); and localities Chesapeake, Hampton, Newport News, Norfolk, Portsmouth, Suffolk, and Virginia Beach. TRAFFIX staff is employees of HRT; however, the program has its own funding source.

TRAFFIX program management includes organizational development, strategic planning, program budget/funding, program development, program implementation, coordination and supervision.

"We are thrilled to partner with such a wonderful community-oriented organization like FARM FRESH," said Rick Steele, NuRide CEO, "and the FARM FRESH event coupled with support from the TRAFFIX program will be directly responsible for reducing 80,000 car trips resulting in almost 2 million fewer miles driven and the preventions of over 800 tons of emissions – an incredible contribution to going green throughout Hampton Roads!"

Other Hampton Roads area companies sponsoring the event include Abbey Road Pub and Restaurant, Busch Gardens, Contemporary Arts Center of Virginia, Dunkin' Donuts, Mojito Café, Mystery Dinner Playhouse, Nauticus, Norfolk Botanical Gardens, Peninsula Fine Arts Center, Qdoba, Taste Unlimited, Virginia Aquarium, Virginia Zoo, Water Country USA. For more information on "Groceries for Going Green," visit www.farmfreshgoinggreen.com.

The TOC reviews TRAFFIX's annual work program, provides input, monitors budgets and implementation progress, evaluates program results and suggests changes for more efficient and/or effective operation.

The TOC meets quarterly. TRAFFIX's program goals and objectives are presented and approved by HRT's Commissioners.

The TRAFFIX Program Director makes program updates to the Hampton Roads Transportation Planning Organization and to the Transportation Technical Advisory Committee twice a year. These updates are designed to present the annual work program to the group, provide a progress update and solicit input and answer questions from the membership. These groups meet once a month.



Make Saving Money On Your commute Your New Year's Resolution

TRAFFIX and the Transportation Incentive Program are here to help.

Many commuters throughout Hampton Roads are not aware they may be eligible to commute to work for free. An executive order mandates the establishment of a transportation fringe benefit program to provide assistance with commuting cost for qualified Federal employees who use mass transportation and van pools.

Throughout Hampton Roads, there are already over 1,500 Active Duty and Civil Service employees taking advantage of the Transportation Incentive Program and receiving vouchers (up to \$230 per month) that pay for their commutes via HRT local bus routes, MAX service, and vanpooling. While there is no reimbursement allowed for past travel, signing up is easy. Once an employee is registered for the program, they will receive these vouchers on a quarterly basis and can redeem them for bus tickets or vanpool fares.

In addition to this great benefit, commuters who take the MAX or vanpool are also eligible for the Guaranteed Ride and NuRide rewards programs that TRAFFIX offers. For more information on the Transportation Incentive Program or TRAFFIX's services at any of the local military bases, please contact the Military Outreach Consultant at arhodes@hrtransit.org.



MICG Joins the Sustainability Movement

MICG Investment Management, a boutique wealth management firm in the Mid-Atlantic and headquartered in Newport News, recently heard about HRT's Sustainability Pledge and was impressed at how each employee can help make a difference by making smarter choices in regard to energy and waste.

The MICG Sustainability Pledge was distributed at the firm's annual retreat held in mid-January along with information on TRAFFIX's commuting solutions, including details on the NuRide reward program.

"At MICG we are always looking for ways to make a positive impact on the community. The sustainability pledge and alternate commuter options are simple and inexpensive ways for us to make a difference. As wealth management experts, our job requires us to always be on the lookout for smart investments that deliver the maximum results. The TRAFFIX program certainly fits into that category, plus the program is free," said Jeff Martinovich, CEO, MICG Investment Management.