

ITEM 11-G
January 3, 2019
PRTC Regular Meeting
Res. No. 19-01-____

MOTION:

SECOND:

**RE: ENDORSEMENT OF PRINCE WILLIAM COUNTY’S APPLICATION FOR FY2020 I-66
COMMUTER CHOICE PROJECT**

ACTION:

WHEREAS, the Northern Virginia Transportation Commission ("NVTC") has issued a call for projects for the FY2020 I-66 Commuter Choice program; and

WHEREAS, Prince William County is proposing a promotional campaign focused on mobility options in the I-66 corridor; and

WHEREAS, Prince William County will work in collaboration with the Potomac and Rappahannock Transportation Commission ("PRTC") and the Virginia Railway Express to implement the proposed project; and

WHEREAS, OmniRide services will benefit from the promotional project; and

WHEREAS, Prince William County has requested an endorsement from PRTC.

NOW, THEREFORE, BE IT RESOLVED that the Potomac and Rappahannock Transportation Commission does hereby endorse Prince William County’s project application for a promotional campaign for the FY2020 I-66 Commuter Choice program.

Votes:

Ayes:

Nays:

Abstain:

Absent from Vote:

Alternate Present Not Voting:

Absent from Meeting:



January 3, 2019

TO: Madam Chair Anderson and PRTC Commissioners

FROM: Chuck Steigerwald
Director of Strategic Planning

THROUGH: Robert A. Schneider, PhD
Executive Director

SUBJECT: Endorsement of Prince William County Application for FY2020 I-66 Commuter Choice Project

Recommendation:

Endorse Prince William County's project application for a promotional campaign for the FY2020 I-66 Commuter Choice program.

Background:

In November of 2018 the Northern Virginia Transportation Commission ("NVTC") issued a call for projects to be funded under next year's I-66 Commuter Choice program. NVTC has an estimated \$20 million to disburse and developed an evaluation and selection process for proposed projects. This process includes the formation of an evaluation working group, which PRTC staff has been a participant in. Project applications are due to NVTC by January 16, 2019. Funding for selected projects would be available July 1, 2019.

Prince William County has proposed as a project a promotional campaign focused on mobility options in the I-66 corridor. The campaign will be implemented in coordination with OmniRide and VRE. The campaign would include the following elements:

- Creating a web presence so that there is one place people can go to find all their transportation options in that corridor.
- Videos that focus around the availability and growth/improvement of the options. The videos will focus on the following:

- VRE Services and Broad Run Expansion Project
- PRTC / OmniRide Services
- Information on Park and Ride Lots along I-66
- PWC Projects that facilitate mobility and access to transit and park and ride lots
- I-66 Express Lanes
- Advertising using several different tools, to include social media, billboards, gas stations (at the pump), radio spots, bus wraps, podcasts, etc.
- Print pieces, such as rack cards and other material that can be available in libraries and other places as appropriate.

Purpose of the project is to create a transportation demand management program by targeting commuters along the I-66 corridor. The program will focus on a marketing and education campaign that will provide awareness to alternative I-66 mobility options targeting Prince William County residents, but produced in a way that can be used by the entire region. The project will benefit the toll payers by reducing the number of single-occupancy vehicles on I-66 (inside the beltway) and increasing the use of other transportation alternatives.

Fiscal Impact:

None.