



Transit Strategic Plan and Transportation Demand Management Plan

PRTC Commission Meeting April 2, 2020

Positioning Statement

“For the greater Prince William area’s growing and diverse residents, organizations, and businesses, PRTC is the organization that delivers a multimodal transportation system, connecting the area’s network of convenient, livable activity centers to one another and to the larger region in a way that makes the greater Prince William area the community of choice.”



Strategic Planning Timeline



May 2016 – Phase I, Potential Funding Alternatives, begins (completed in November)

August 2016 – Strategic Plan Steering Committee formed

December 2016 - Strategic Visioning Retreat

December 2017 - Phase II, Strategic Recommendations, completed

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Transit Strategic Plan (TSP) and Transportation Demand Management Plan (TDMP)



Meet DRPT requirements

Align with Strategic Recommendations

Align with jurisdictional goals

Align with state and regional plans and efforts

Fiscally constrained

Responsive to known trends and conditions

Reasonable and achievable

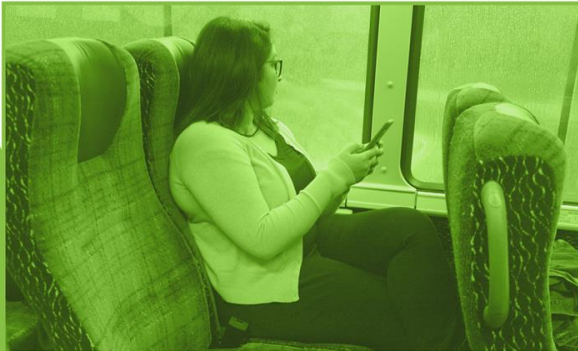
Updated annually

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Transportation Demand Management Plan



Key Theme: Build an army of ambassadors through public and private partnerships to promote travel options.



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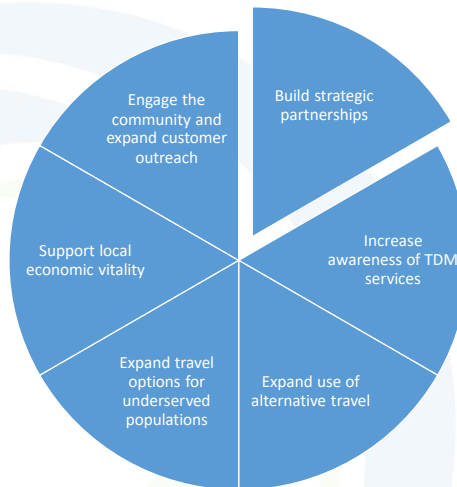
TDM Strategic Recommendations



- Reduce drive alone market by investing in staff resources to promote TDM strategies.
- Strengthen relationships with Prince William area businesses and private sector stakeholders.
- Increase ease of access to commuter information.
- Expand efforts to promote and register vanpools.
- Proactively engage in the development of park-and-ride facilities.
- Identify resources that support the latest trends in commuting through updating the TDM plan.

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TDMP Goals



Increasing Awareness

- Develop a narrative of program benefits
- Launch targeted social media campaigns
- Increase Spanish language outreach
- Encourage Slugging on the I-66 Corridor

Building Partnerships



Expanded outreach to community events

Establish Mobility Councils with private and public stakeholders

Establish an employer's partners program

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Leveraging Technology



Develop Real-Time Information application

Develop Mobile Ticketing application

Develop Mobility as a Service Platform

Wheels to Wellness program enhancements

Modernize and update website

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Performance Measurement



Ridematching

- Commuter information requests
- Commuters placed in alternate mode

Vanpool

- Total vanpool riders
- Total supported vanpools

Outreach

- Number of community events attended
- Unique website visitors

Employer Services

- Businesses contacted by OmniRide Employer Services
- Businesses participating in OmniRide employer programs

Mobility Councils

- Number of council events
- Number of council participants

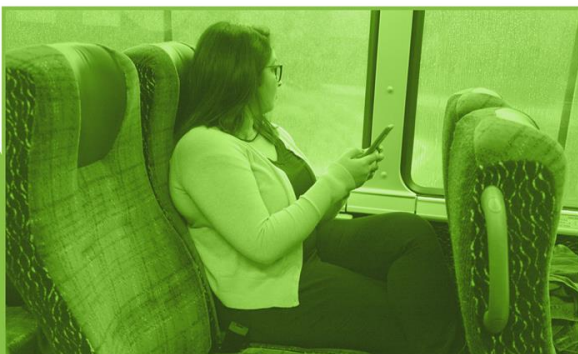
Program Outcomes

- Vehicle trips and vehicle miles travelled reduced
- Peak period travel delay reduced

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Transit Strategic Plan

Key Theme: Recapture market share through improvements to service quality, public-private partnerships, and a performance-driven approach.



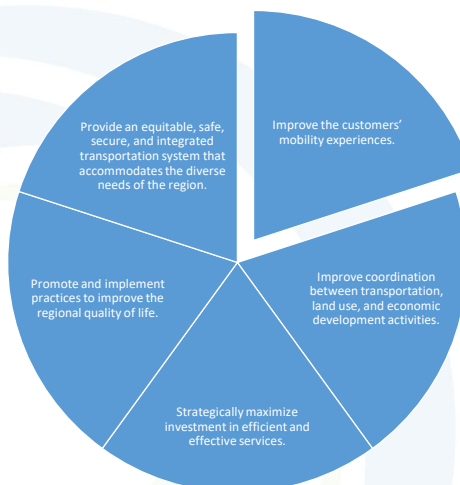
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Transit Strategic Recommendations

- 1. Implement service improvements to a level of quality that will attract more riders.
- 2. Increase and maintain services in high-capacity transit corridors by proactively seeking and leveraging funding.
- 3. Utilize data collection technology to build a business case for public-private partnerships.
- 4. Develop and apply standards and performance measures through a Transit Strategic Plan (TSP).
- 5. Implement policies requiring activity centers and transit-supportive land uses to be connected by PRTC services.

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TSP Goals



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Short Term: Present - 2022



Revise Eastern Local Routes

- Four existing local routes converted into seven routes that serve more localized areas
- Revised network would allow service to be better tailored to demand
- Operate fixed routes and underlying paratransit

Other recommendations achieved in recent service changes

- Western local service restructuring
- I-66 Commuter Choice services
- I-395/95 Commuter Choice services

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Mid Term: 2023 - 2026



Neabsco Mills Garage

- East-West Express and Prince William Metro Express revised to serve Neabsco Mills transit hub
- New Commuter Express routes to St. Elizabeth's and Eisenhower Avenue

I-66 Express Lanes

- Manassas Metro Express and Commuter Express revised to serve Balls Ford Commuter Lot
- Linton Hall Metro Direct increased frequency
- New Commuter Express route – Gainesville/Near East (NoMA)
- All-day, bi-directional service on Manassas Metro Express

I-95/395

- New Commuter Express routes – Dale City and Lake Ridge to Near East (NoMA)

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Long Term: 2027 - 2029

New route

- OmniRide Local - Old Town Manassas/Innovation

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Performance Measurement

Ridership

- Total ridership
- Riders per hour/mile/trip

Cost Efficiency

- Farebox recovery
- Cost per hour/mile/trip

Safety

- Miles between service interruptions
- Preventable accidents/injuries

System Coverage

- Local – jobs within ¼ mile of route
- Express – activity centers served

Service Quality

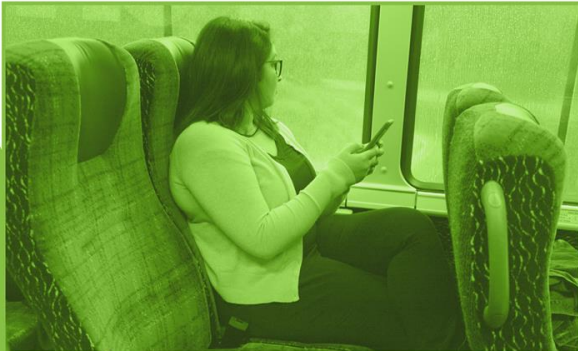
- On-time performance
- Customer complaints

Service Availability

- Population within ¼ mile of Local stop
- High-need population within ¼ mile of Local stop

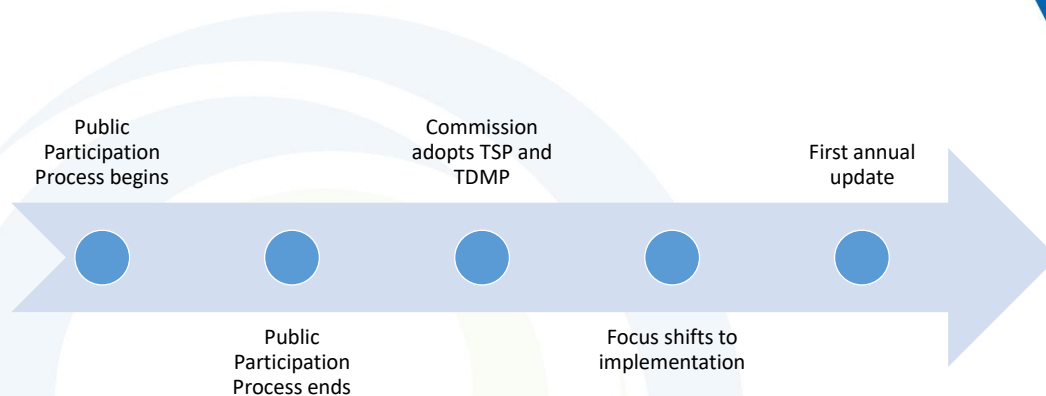
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Finishing the Phase



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TDMP and TSP Timeline



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Thank you.
ANY QUESTIONS?

Chuck Steigerwald
csteigerwald@omiride.com
703-580-6144

OmniRide.com