

MOTION:

SECOND:

RE: AUTHORIZATION TO SUBMIT A MID-CYCLE GRANT APPLICATION TO MARKET EXISTING SERVICES, ADD ADDITIONAL COMMUTER EXPRESS TRIPS TO ALLEVIATE OVERCROWDING, AND IMPLEMENT TRANSPORTATION DEMAND MANAGEMENT STRATEGIES DURING THE SUMMER 2020 METRORAIL SHUTDOWN

ACTION:

WHEREAS, in an effort to support the region during the closure of several Metrorail Orange Line stations west of East Falls Church undergoing a Platform Improvement project, staff has developed strategies to provide commuting options to displaced commuters to reduce impacts to the road network; and

WHEREAS, Transportation Demand Management (TDM) and marketing plans have been developed to promote existing OMNIRIDE services to support the Platform Improvement project; and

WHEREAS, additional trips could be added if existing OMNIRIDE transit services experiences persistent overcrowding due to an increase in ridership demand; and

WHEREAS, staff presented the commuting option strategies to the Virginia Department of Rail and Public Transportation (DRPT); and

WHEREAS, DRPT will assemble proposals from various Northern Virginia transit agencies into a cohesive regional strategy to present to the Commonwealth Transportation Board (CTB) for consideration of grant funding; and

WHEREAS, the grant funding consists of 80 percent state funding and a local match of 20 percent; and

WHEREAS, the estimated cost support the Platform Improvement project by implementing the various strategies is \$87,378, of which \$69,902 (80 percent) is state funding with a local match of \$17,476 (20 percent); and

WHEREAS, individual agencies would need to submit a mid-cycle state grant application to access the available funding for reimbursement of expenses associated with the TDM and marketing strategies and possible supplemental service.

NOW, THEREFORE, BE IT RESOLVED that the Potomac and Rappahannock Transportation Commission does hereby authorize the Executive Director to submit a mid-cycle state grant application to support the Platform Improvement project by marketing existing transit services,

implementing TDM strategies, and adding additional trips to existing OMNIRIDE transit services, if necessary.

BE IT FURTHER RESOLVED that adding additional trips to existing OMNIRIDE transit services would only occur if services experience persistent overcrowding due to increased ridership demand.

Votes:

Ayes:

Abstain:

Nays:

Absent from Vote:


Alternate Present Not Voting:


Absent from Meeting:



March 5, 2020

TO: Chair Franklin and PRTC Commissioners

FROM: Perrin Palistrant 
Director of Operations and Operations Planning

THROUGH: Robert A. Schneider, PhD 
Executive Director

SUBJECT: Authorization to Submit a Mid-Cycle Grant to Market Existing Services, Add Additional Commuter Express Trips to Alleviate Overcrowding, and Implement Transportation Demand Management Strategies During the Summer 2020 Metrorail Shutdown

Recommendation:

Authorization to submit a mid-cycle grant to market existing services, add additional commuter express trips to alleviate overcrowding, and implement Transportation Demand Management (TDM) strategies during the Summer 2020 Metrorail shutdown.

Background:

In an effort to support the region during the WMATA Platform Improvement Project taking place on its Orange Line between Memorial Day and Labor Day 2020, staff evaluated available resources and developed strategies for opportunities to promote our existing services, add additional trips to alleviate overcrowding, if it occurred, as a result of increased ridership demand, and enhanced TDM activities. These efforts are designed to not only benefit existing passengers, but offer options to potential new passengers to reduce impacts to the road network inside the Beltway that may result from the rail station closures.

Various TDM and marketing strategies to promote existing commuter options are:

- Promotion of Manassas and Linton Hall Metro Express, Gainesville to Pentagon, Gainesville to DC, Haymarket to Rosslyn-Ballston, Manassas to DC, and Manassas to Pentagon services that allow access to alternate rail stations, provide direct service to various employment centers and connections to other regional transit providers

- Promotion of under-utilized commuter lots with available transit service (i.e. Portsmouth and Limestone Commuter Lots)
- Promote vanpooling (available seats on existing vanpools) via the Vanpool Alliance website and Facebook page, as well as, providing brochures on all Manassas and Linton Hall Metro Express buses
- Promote additional Vanpool Alliance incentives for new vans formed in affected areas, as well as, promoting vanpooling to vanpool owner/operators as a new business opportunity via the Vanpool Alliance website and Facebook page
- Provide information about the overall project as well as TDM alternatives via our website and Facebook page and through our responses to OmniMatch inquiries where the commute will be impacted by the Platform Shutdown

Prince William County Department of Transportation will also promote our transit services on their website. And, as noted above, additional trips would only be added to existing transit services if overcrowding occurred.

OMNIRIDE staff presented this mitigation plan to the Virginia Department of Rail and Public Transportation (DRPT) in late-February. DRPT will gather proposals from the various Northern Virginia transit agencies to ensure the strategies mesh, with no overlap or conflicts, and will compile the proposals into a cohesive regional strategy. The intent is to present the regional strategy to the Commonwealth Transportation Board (CTB) in March. Individual agencies would then apply for a mid-cycle state grant to access the available funding in early April.

Fiscal Impact

The mid-cycle grant would provide 80 percent of the funding, with a local match of 20 percent. The estimated cost to implement the strategies mentioned above is \$87,378. A maximum of \$37,378 (\$29,902 of state funding and \$7,476 of local funding) would only be used to alleviate overcrowding on existing trips if overcrowding occurs. A maximum of \$50,000 (\$40,000 of state funding and \$10,000 of local funding) would be used to support marketing and TDM efforts.

Federal:	\$0
State:	\$69,902 (80 percent grant)
Local:	\$17,476
	Fredericksburg: \$0
	Manassas: \$0
	Manassas Park: \$0
	Prince William: \$17,476
	Spotsylvania: \$0
	Stafford: \$0
Total:	<u>\$87,378</u>