





May 2, 2019

TO: Madam Chair Anderson and PRTC Commissioners

FROM: Chuck Steigerwald   
Director of Strategic Planning

THROUGH: Robert A. Schneider, PhD   
Executive Director

SUBJECT: Staff Endorsement of Prince William County's Application for FY2020 I-395/95 Commuter Choice Program Project

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In April of 2019 the Northern Virginia Transportation Commission (NVTC) issued a call for projects to be funded under the initial I-395/95 Commuter Choice program. A total of \$15 million will be disbursed using an evaluation and selection process for proposed projects similar to previous I-66 Commuter Choice programs. This process includes the formation of both staff and Commissioner evaluation working groups, which PRTC staff has been a participant in. Project applications are due to NVTC by May 15, 2019. Funding for selected projects would be available in October of 2019.

Prince William County (PWC) has proposed as a project a promotional campaign focused on mobility options in the I-395/95 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 of the 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
  - PRTC / OmniRide Services
  - Information on Park and Ride lots along I-95
  - PWC projects that facilitate mobility and access to transit and park and ride lots
  - I-95/395 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.

The purpose of the project is to create a transportation demand management program by targeting commuters along the I-395/95 corridor. The program will focus on a marketing and education campaign that will provide awareness to alternative I-395/95 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-395/95 and increasing the use of other transportation alternatives.

Staff has reviewed Prince William County's proposal and has determined that it will be a valuable project in the corridor and will have a positive impact for Prince William County residents. We look forward to coordinating with County staff on project implementation should it be selected for funding.