



Strategic Plan Update PRTC Commission Meeting November 7th, 2019

Positioning Statement

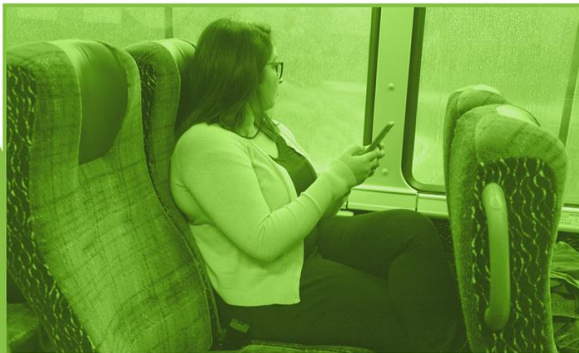
“For the greater Prince William area’s growing and diverse residents, organizations, and businesses, PRTC is the organization that delivers a multimodal transportation system, connecting the area’s network of convenient, livable activity centers to one another and to the larger region in a way that makes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



ITEM 10.1
November 7, 2019
PRTC Regular Meeting



Transportation Demand Management Plan



TDM Plan

- Previous plan completed in 2010
- Required by DRPT
- Along with the Transit Strategic Plan the final phase of the OmniRide Strategic Plan
- Informed by Strategic Recommendations
- Six year planning horizon



Plan Structure

- Program Overview
- Existing Services
- Goals and Objectives
- Operations Review
- Service Plan
- Financial Plan
- Monitoring and Evaluation



Goals

- Build strategic partnerships
- Increase awareness of TDM services
- Expand use of alternative travel
- Expand travel options for underserved populations
- Support local economic vitality
- Continue to engage the community and expand customer outreach



Objectives

- Investing in additional staff resources
- Strengthen relationships with private-sector stakeholders
- Increase access to commuter information
- Expand efforts to promote and register vanpools
- Engage in the development of park-and-ride facilities
- Collaborate with local jurisdictions on new mobility solutions



Objectives

- Ensure the goals and objectives are consistent with DRPT's performance measurement standards
- Continuously measure and monitor performance and benefits
- Develop a program narrative that can be shared with key stakeholders and the general public.



TDM Service Plan



Leveraging Technology



- Establish Flexible Vanpool Program
- Develop Real-Time Information application
- Develop Mobile Ticketing application
- Develop Mobility as a Service Platform
- Flexible commuter lot shuttle
- Wheels to Wellness program enhancements
- Modernize and update website

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



Financial Plan - Funded

- Establish Flexible Vanpool Program
- Develop Real-Time Information application
- Flexible commuter lot shuttle
- Modernize and update website
- Encourage Slugging on the I-66 Corridor



Financial Plan – Potentially Accommodated

- Develop a narrative of program benefits
- Launch targeted social media campaigns
- Expanded outreach to community events
- Establish Mobility Councils with private and public stakeholders



Financial Plan - Unfunded



- Develop Mobile Ticketing application
- Develop Mobility as a Service Platform
- Wheels to Wellness program enhancements
- Increase Spanish language outreach
- Establish an employer's partners program

Staffing



- Current staffing capabilities – 3 FTE (does not include Vanpool Alliance staff)
- Current staffing funded through VDRPT 80/20 grant
- Additional staffing needs by 2024 for full plan implementation – 2 FTE

Program Evaluation

- VDRPT developing TDM performances measures
- Focus on ROI of individual program elements
- Use data from evaluation to develop program narrative



Thank you!

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