

ITEM 11-F
October 4, 2018
PRTC Regular Meeting
Res. No. 18-10-____

MOTION:

SECOND:

**RE: AUTHORIZATION TO PURSUE AND APPLY FOR GRANT FUNDING FOR
IMPLEMENTATION OF MOBILITY-ON-DEMAND FEASIBILITY STUDY
RECOMMENDATIONS**

ACTION:

WHEREAS, in June 2017 the Potomac and Rappahannock Transportation Commission (PRTC) was awarded a Howard L. Greenhouse Large Grant from the Potomac Health Foundation to undertake a Mobility-on-Demand Feasibility Study (the Study); and

WHEREAS, at its July 2017 meeting the Commission authorized the Executive Director to accept the grant funds; and

WHEREAS, the Study was completed in June 2018 and included recommendations for service development and implementation; and

WHEREAS, implementation of the Study recommendations is in keeping with PRTC's Strategic Recommendations; and

WHEREAS, the Federal Transit Administration (FTA) recently announced funding for the Innovative Coordinated Access and Mobility Pilot Program; and

WHEREAS, management might identify additional grant funding opportunities in the future;

NOW, THEREFORE, BE IT RESOLVED that the Potomac and Rappahannock Transportation Commission does hereby authorize the Executive Director to pursue and apply for grant funding for implementation of the Mobility-on-Demand Feasibility Study recommendations.

Votes:

Ayes:

Nays:

Abstain:

Absent from Vote:


Alternate Present Not Voting:


Absent from Meeting:



October 4, 2018

TO: Madam Chair Anderson and PRTC Commissioners

FROM: Chuck Steigerwald 
Director of Strategic Planning

THROUGH: Robert A. Schneider, PhD 
Executive Director

SUBJECT: Authorization to Pursue and Apply for Grant Funding for Implementation of
Mobility-On-Demand Feasibility Study Recommendations

Recommendation:

Authorize the Executive Director to pursue and apply grant funding for implementation of Mobility-on-Demand Feasibility Study recommendations.

Background:

In June 2017 the Potomac and Rappahannock Transportation Commission (PRTC) was awarded a Howard L. Greenhouse Large Grant from the Potomac Health Foundation to undertake a Mobility-on-Demand Feasibility Study. The general purpose of the study was to determine whether services provided by Transportation Network Companies (TNCs) might be leveraged to improve healthcare access among underserved populations. Management selected Kimley-Horn to provide consultant assistance with the study and work began in November of 2017.

The study researched existing and planned mobility programs through interviews with subject matter experts, peer reviews, discussions with TNCs and healthcare providers, and the review of industry publications. These program reviews and conversations included:

- NVRides and Fairfax County Human Services Transportation
- the Greater Richmond Transit Company and Virginia Commonwealth University
- the Atlanta Regional Commission (Rides to Wellness program)
- Uber

In addition, the study reviewed existing state and federal regulation of TNCs.

For the purposes of program classification the study identified three basic service models:

- Taxi/TNS/Transit Subsidy Programs
- On-Demand Flexible Transit
- Aggregate Provider

To help guide conversations and further organize data collection four subject areas were created:

- Program Delivery and Operations
- Funding and Payment Process
- Challenges and Barriers
- Lessons Learned

The results of this research were used to develop evaluation measures and criteria, develop preliminary program alternatives, and inform alternative scoring and analysis. Four core components of evaluation were identified:

- Mobility
- Accessibility
- Program Delivery
- Funding

Within these core components, additional criteria were developed to allow for a more focused and detailed analysis and evaluation.

Four preliminary program alternatives were developed:

- Use of a reservation company
- Direct partnership with one or more TNCs
- Simple expansion of existing Wheels-to-Wellness program
- A suite of programs tailored to individual needs within the community

Applying the core components and evaluation criteria, the alternatives were independently scored by members of the project team. Team members then gathered for a more detailed discussion of alternative evaluation. Based on this process a preferred alternative was developed consisting of the basic framework of the reservation company alternative

supplemented by features of other preliminary alternatives. This alternative is largely modeled after existing programs in the Richmond area.

In brief, the preferred alternative would allow PRTC to leverage services provided by TNCs without the administrative burden of maintaining direct relationships by using the existing relationships established by the reservation company. Additionally, the reservation company would provide the necessary software for trip scheduling, payment, and customer support. This software could eventually be included in a broad Mobility as a Service program that supports trip planning, scheduling, and payment options for the entire community and for multiple modes of transportation.

On September 13, 2018 the Federal Transit Administration announced a grant funding opportunity for the Innovative Coordinated Access and Mobility (ICAM) Pilot Program. Under the ICAM Pilot Program, funds will be awarded competitively to finance innovative capital projects for the transportation disadvantaged that will improve the coordination of transportation services and non-emergency medical transportation services. The grant would fund an eighteen month pilot project. The grant would require a 20% local match and management has identified “soft match” available through the Vanpool Alliance program as the likely source of matching funds.

Grant applications are due November 13th, 2018. A separate resolution seeking authorization to accept grant funding will be brought before the Commission should PRTC be awarded the funding. Should PRTC not be awarded the ICAM Pilot Program funds or those grant funds are insufficient to cover project costs management will continue to seek additional funding opportunities.

Fiscal impact:

Management intends to use “soft match” to provide the required local matching funds.