



# Strategic Plan Update PRTC Commission Meeting October 3rd, 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.”



OMNIRIDE  
GET THERE SMARTER

## TDM Focus Area

TDM includes services provided by PRTC including OmniMatch and Omni SmartCommute, as well as partnerships with other agencies and organizations to promote the use of alternatives to driving alone.



## TDM Key Theme

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



# TDM Recommendations



## Building an Army

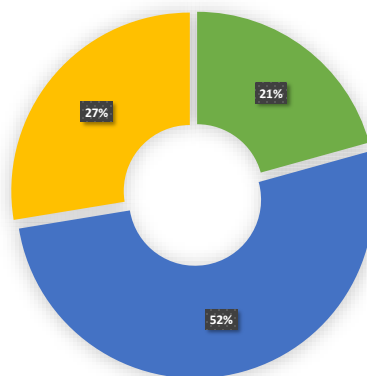


- Reduce drive alone market by investing in additional staff resources to promote transit, ridesharing and other TDM strategies inside and outside of the PRTC service area.
- Strengthen relationships with Prince William County area businesses and private sector stakeholders.
- Increase ease of access to and supply of commuter information.

## To Promote Options

- Expand efforts to promote and register vanpools.
- Proactively engage in the development and improvement of park-and-ride facilities.
- Identify adaptations and resources that support the latest trends and technology in commuting through updating the Transportation Demand Management (TDM) plan.

### Focus Area - TDM



■ Complete ■ In Progress ■ Not Started

# TDM Recommendations Progress



## Progress on TDM Actions



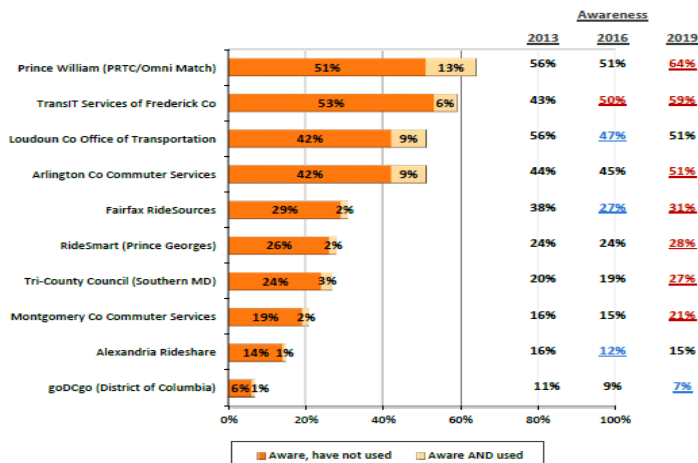
- Rebrand PRTC's services for a more consistent look and feel.
- Hire additional full-time TDM staff members.
- Work with economic development groups to better position Omni SmartCommute program services.
- Promote vanpooling on I-66.
- Participate in design and implementation of Transform66 park-&-rides.

# Progress on TDM Actions

- Prepared draft TDM plan. November update will cover the plan.
- Leverage additional resources made available through Transform66 and the I-95/I-395 Transit/TDM plan and other alternative funding sources.
- Develop an outreach plan with Vanpool Alliance.

Figure 76  
Heard of/Used Local Jurisdiction Commute Assistance Program

(2019: Prince William n = 769; Frederick n = 711, Loudoun n = 760, Arlington n = 1,220, Fairfax n = 1,534, Prince George's n = 1,316, Southern Maryland n = 1,443; Montgomery n = 1,330, Alexandria n = 908, District of Columbia n = 2,845)  
(Red highlighting for 2016 and 2019 awareness totals denotes statistically higher percentages from the previous year; blue highlighting indicates statistically lower percentages from the previous year)







Thank you!

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