



## Strategic Plan Update PRTC Commission Meeting September 6, 2018

Chuck Steigerwald  
Director of Strategic Planning

## TDP/TDMP Focus Group August 18th

- Commissioners, local stakeholders, partner agencies
- 28 attendees
- PWC, Manassas, Manassas Park, NOVA, GMU, PW Chamber, FAMPO, FCDOT, Area Agency on Aging, VDRPT, VRE, PHF

## TDP/TDMP Focus Group Agenda

- TDP/TDMP Overview and Update
- Preview of Draft Recommendations
- Group Discussions and Input

## Discussion Question #1

What employers or organizations would be beneficial partners for PRTC to pursue?

- Schools and universities
- Hospitals and medical centers
- Federal government

## Discussion Question #2

When considering local service, do you prefer the transit route network prioritize offering service to as much of the community as possible or only to areas that will generate the most ridership?

- Geographic coverage - 50%
- Ridership - 50%

## Discussion Question #3

In considering expansion of commuter service, would you prioritize increasing service to existing destinations or expansion to new locations?

- Existing destinations - 36%
- New locations - 64%



### Discussion Question #4

Is it more important for OmniRide to pursue technology solutions that increase access to services, improve internal processes, or use of social media to gain insight into rider needs?

- Technology/access - 44%
- Improve internal processes - 56%
- Social media - 0%

### Discussion Question #5

What are the most effective ways to communicate information about OmniRide services?

- Through mobile application - 44%
- Website updates - 22%
- Social media - 18%

## TDP/TDMP Focus Group Big Take-aways

- Importance of strong messaging on benefits in building partnerships
- Balance of geographic coverage and demand-based services
- Interest in extending transit to southern PRTC jurisdictions
- Route 28 infrastructure (HOV)

## TDP/TDMP Focus Group Big Take-aways

- Partner with other providers on user-facing technology
- Outreach to underserved populations through community leaders
- Buy-in from local business community and elected officials is critical
- Build inclusive processes around partnerships

## Coming Up Next

Mobility on Demand Feasibility Study results