Strategic Plan Overview

**Phase I**
- Potential Funding Alternatives
- Strategies for establishing alternative funding sources
- Draft report submitted to PRTC in November 2016

**Phase II**
- Strategic Recommendations
- Reevaluate PRTC vision and identify strategic recommendations
- In public review

**Phase III**
- Transit Development Plan (TDP) and Transportation Demand Management (TDM) Plan
- Service Plans based on Strategic Recommendations
- In pre-planning stage

Strategic Recommendations
- Reevaluate PRTC vision and identify strategic recommendations
- In public review
Strategic Plan Lifecycle

**Phase I**
Strategic Funding Plan

**Phase II**
Strategic Recommendations

**Phase III**
Transit Development Plan (TDP)
Transportation Demand Management (TDM) Plan

**TDM Services Implementation**
Changes captured in annual Work Plans
Funding sources planned into annual budget/six-year plans

**Transit Services Implementation**
Semi-annual service changes
Funding sources planned into annual budget/six-year plans

**Organizational Actions**
Continuous

**New Services**
Continuous
Responsive to changing conditions

**Evaluation**
Continuous
Effectiveness of services
Refinement of strategies

**New TDP and TDM Plans**
Reconsideration of Strategic Plan recommendations based on evaluation and changed conditions
Strategic Recommendations

Purpose

• Policy level strategies to guide agency direction
• Actions and resources to support those strategies
• Detailed service plans to be developed in Phase III
Strategic Plan Inputs

**Informational Input**
- Jurisdictional planning documents
- Regional transportation plans
- PRTC system and services analysis
- Regional trends and forecasts
- Regional and national peer systems

**Human Input**
- Strategic Plan Steering Committee
- Stakeholder visioning workshop
- Local business focus groups
- Public survey
- PRTC Commissioners
Strategic Recommendations
Focus Areas and Key Themes

<table>
<thead>
<tr>
<th>Organizational</th>
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<tbody>
<tr>
<td>• Fill the void in transportation and land use decision making by becoming a multimodal leader that brings together public and private interests</td>
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<th>Transit</th>
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<tr>
<td>• Recapture market share through improvements to service quality, public-private partnerships and a performance driven approach</td>
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<tr>
<th>Transportation Demand Management (TDM)</th>
<th>Future Innovation</th>
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<tr>
<td>• Build an army of ambassadors through public and private partnerships to promote alternative options</td>
<td>• Pursue transformational projects that will accelerate the quality of life for Prince William area residents and businesses</td>
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Organizational Recommendations

Objectives

- Maximize opportunities to reduce single occupant driving by engaging in transportation and land development projects at the planning stages
- Strengthen the link between land use and transportation policy making and planning at the local level

Recommendation

Expand PRTC’s role to become the go-to-advisor and partner for multimodal transportation

Actions

- Identify goals for advocacy and coordination of public and private interests to improve multimodal planning and land use development
- Increase PRTC’s commitment to actively participate in regional forums
- Establish agreements with local jurisdictional staff to participate in land development proposal and to participate in working groups for jurisdictional strategic and Comprehensive Plan updates
Organizational Recommendations

Objectives

- Improve efficiency in internal business practices
- Optimize benefit and minimize risk for PRTC in agreements with contractors and other parties

Recommendation

Explore cost-savings opportunities to business practices and contractual agreements

Actions

- Conduct collaborative exercises with staff to identify potential internal business practice improvements and develop an action plan
- Complete the implementation of recommendations from the 2015 RSM audit
- Evaluate existing contract for bus operations and maintenance for potential cost-savings
Organizational Recommendations

Objectives

- Proactively promote and build support for PRTC’s new positioning statement and role within the region
- Gain political support from business leaders who would be in favor of legislation and funding related to improved transportation
- Receive funding from the private sector for services catered to one or more specific businesses or entities

Recommendation

- Build strategic relationships with the business community to gain support for goals and objectives

Actions

- Engage the business community in transportation and land use planning discussions
- Develop materials to share with existing and potential business partners regarding the benefits of multimodal choices and work with major employers to share data and better understand how they can best be served
- Identify business leaders to serve as ambassadors to help educate and share information with their colleagues
Organizational Recommendations

Objectives

- Secure funding for capital projects and/or pilots for implementing new services or technologies
- Engage in mutually beneficial partnerships with Prince William County and/or other jurisdictions and agencies to address regional transportation challenges
- Free up current sources of funding and use them to increase service levels in areas where demand warrants

Recommendation

Seek out opportunities to leverage new funding sources independently and through partnerships with regional public and private entities

Actions

- Identify and prioritize potential funding partners and initiatives through existing regional forums
- Collaboratively develop goals, scope, schedule and budget for joint initiatives
- Coordinate with agency providing funding and prepare funding applications
## Transit Recommendations

### Objectives

<table>
<thead>
<tr>
<th>Recommendation</th>
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<tbody>
<tr>
<td>Enable passengers on PRTC buses to be more productive while riding and improve real-time transit data for passengers</td>
<td>Work with VDOT to monitor occupancy of park-and-ride lots in real-time and work with VDOT and local jurisdictions to explore expansion options at overcrowded lots</td>
</tr>
<tr>
<td>Monitor and respond to demand for commuter service on I-95/395 and I-66 and right-size service levels to make service more attractive and meet current and future demands</td>
<td>Evaluate OmniRide service at the route level and identify service and new market opportunities and evaluate OmniLink service at the route level and identify service improvements to address performance in existing markets and expansion in new markets</td>
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<tr>
<td>Explore ways to make local service more productive, improve on-time performance and better connect activity centers</td>
<td>Implement service improvements to a level of quality that will attract choice riders</td>
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Enable passengers on PRTC buses to be more productive while riding and improve real-time transit data for passengers

Monitor and respond to demand for commuter service on I-95/395 and I-66 and right-size service levels to make service more attractive and meet current and future demands

Explore ways to make local service more productive, improve on-time performance and better connect activity centers

Implement service improvements to a level of quality that will attract choice riders
Objectives

Support the planning and integration of PRTC services into high-capacity transit corridors

Proactively seek and leverage transit and TDM capital and operating funding provided by the Commonwealth for these corridors

Proactively advocate for funding of PRTC capital and operating needs in high-capacity transit corridors

Recommendation

Increase and maintain services in high-capacity transit corridors by proactively seeking and leveraging capital and operating funding

Actions

Coordinate with the Northern Virginia Transportation Commission (NVTC) and DRPT to assert PRTC into project selection process for the I-95/I-395 transit funding payment

Request official acknowledgement of the intention for funding from the Transform I-66 transit funding payment to be distributed to PRTC

Continue to play a major role in partnering on all major transportation projects relevant to PRTC services including rail extensions, Jefferson Davis Highway bus rapid transit, Potomac high-speed ferry and other initiatives
Transit Recommendations

Objectives

- Leverage the availability of other data sources to help build the business case for transit in general as well as specific new services.
- Increase private investment by using agency data to build a business case for partnerships between PRTC and major employers, universities and high density residential developments.

Recommendation

Utilize data collection technology to build a business case for public-private partnerships.

Actions

- Seek out new data sources and research best practices for data use.
- Identify a range of potential partnership opportunities by identifying high trip-generators and reach out to identified potential partners to begin discussions of modifications to existing services or new services.
- Establish official agreement and implement one or more public-private partnerships for a pilot period, review the success of the pilot program and adjust partnership model as needed.
Potomac and Rappahannock Transportation Commission

Transit Recommendations

Objectives

- Develop goals, objectives and service design standards to achieve PRTC’s position statement
- Detail and prioritize service and capital improvements to increase efficiency and productivity and better align service with PRTC’s markets
- Provide a constrained outlook for service changes and support for state grant funding requests

Recommendation

- Develop and apply standards and performance measures to analyze efficiencies and identify opportunities for growth through a detailed Transit Development Plan

Actions

- Prepare draft TDP, including performance measures and targets
- Adopt the major update of TDP and submit to DRPT in 2018
Transit Recommendations

Objectives

- Build on recent Prince William County, Manassas and Manassas Park efforts to foster transit oriented growth
- Strengthen local policies to require major activity centers and transit-supportive land uses be connected by PRTC services
- Develop and implement planning procedures that follow and support these policies

Recommendation

Implement policies requiring activity centers and transit-supportive land uses to be connected by PRTC services and develop planning procedures that follow and support these policies.

Actions

- Create a task force consisting of local planning department and PRTC staff representatives to draft overarching policies and procedures that include PRTC staff in the review process
- Support local planning department staff in working with local jurisdiction leaders to incorporate the policies and procedures into local requirements, implement and actively manage resulting planning procedures and policies
- Develop internal planning procedures and policies that emphasize connecting activity centers
## TDM Recommendations

### Objectives

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<tr>
<td>Improve individualized trip planning through OmniMatch’s ridematching services</td>
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<tr>
<td>Increase OmniRide usage</td>
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<tr>
<td>Increase usage of the Omni SmartCommute program by employers in the Prince William area</td>
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### Actions

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<tr>
<td>Gain approval for and hire additional full-time staff devoted to supporting OmniMatch and Omni SmartCommute, actively engage staff with professional development resources to accelerate their growth</td>
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<tr>
<td>Develop and implement a system to measure and monitor effectiveness by employing a CRM-solution to empirically measure outreach efforts and impacts</td>
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<tr>
<td>Leverage additional resources made available through Transform 66 and the I95/395 Transit/TDM Plan</td>
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### Recommendation

Reduce drive alone market by investing in additional staff resources to promote TDM strategies inside and outside of the PRTC service area.
TDM Recommendations

Objectives

- Increase usage of the Omni SmartCommute program by employers in the Prince William area
- Increase the number of employers that offer their employees a commuting benefit
- Leverage the trend of low unemployment across Virginia to position Omni SmartCommute program services as a critical employee recruitment and retention tool

Recommendation

Strengthen relationships with Prince William County area businesses and private sector stakeholders

Actions

- Work with the Prince William County Chamber of Commerce and economic development groups to better position Omni SmartCommute program services as part of the area’s overall economic development and employer recruitment efforts
- Focus relationship development efforts with employers’ HR and facility management staff to help address employee recruitment and retention challenges, staff parking limitations and expansion planning
- Develop and implement a system to measure and monitor effectiveness by employing a CRM-solution to empirically measure employer outreach efforts and impacts
TDM Recommendations

Objectives

- Increase the amount of commuter information available on PRTC’s website
- Make it easier to access commuter information for all users
- Reduce confusion regarding the differences between PRTC brands

Recommendation

Increase ease of access to and supply of commuter information

Actions

- Design and implement changes to the PRTC website to improve access to information for all populations and user types.
- Expand the amount and utility of information available through partnerships with other organizations, research alternative information delivery methods, and monitor communication trends for adaptation.
- Examine the costs and benefits of rebranding PRTC’s services into a more consistent look and feel.
Potomac and Rappahannock Transportation Commission

TDM Recommendations

**Objectives**

- Promote vanpooling as part of PRTC’s multimodal system of services, increase vanpooling in markets not well served by transit and build the vanpooling market on the I-66 corridor as part of Transform 66
- Increase employer recognition of vanpooling as an effective recruitment and retention tool and effective parking mitigation tool
- Generate additional federal formula funding for PRTC by increasing the number of vanpools enrolled in the Vanpool Alliance program

**Recommendation**

- Expand efforts to promote and register vanpools

**Actions**

- Bolster efforts by Vanpool Alliance to promote vanpooling among Prince William County commuters by developing an outreach plan, coordinate with regional partners to promote vanpooling in the I-66 corridor
- Promote the purpose and importance of NTD reporting among vanpool operators
- Research, test and deploy automated data collection methods for vanpool data reporting
TDM Recommendations

**Objectives**

- Improve the safety and convenience of park-and-ride lots in the Prince William area
- Reduce the drive alone rate of Prince William area residents
- Nurture the formation of new carpool and vanpool groups by helping to increase the number of park-and-ride facilities

**Recommendation**

Proactively engage in the development and improvement of park-and-ride facilities

**Actions**

- Proactively engage in the development and design review of VDOT park-and-ride facilities, particularly along the I-66 and I-95 corridors
- Advocate for the importance of amenities at park-and-ride lots that increase user comfort and may attract more users, Share feedback from riders and other PRTC users with VDOT to identify and address safety concerns at park-and-ride lots
- Meet regularly with VDOT about expanding or adding park-and-ride facilities, engage with additional private land owners about use of space for park-and-ride facilities
TDM Recommendations

Objectives

- Improve the efficiency and effectiveness of the TDM programs and services
- Maximize investment of public funds and achieve the greatest possible public benefit
- Provide the basis for inclusion of an operator’s operating and capital programs in regional and state-wide planning and programming documents

Recommendation

Identify adaptations and resources that support the latest trends and technology in commuting through updating the Transportation Demand Management (TDM) plan

Actions

- Obtain Commonwealth Transportation Board approval in the FY18 Six-Year Improvement for a DRPT grant to fund PRTC staff support to develop the TDP
- Prepare draft TDM plan, including performance measures and targets
- Adopt the major update of the TDM plan
Future Innovation Recommendations

Objectives

- Promote transit-oriented development in the Prince William area that is supportive of high-capacity transit investments

Recommendation

Support local and regional efforts to explore new modes of High-Capacity Transit

Actions

- Provide subject matter expertise to project sponsors during the planning and design of new corridors that will help maximize the use of transit
- Continue to actively participate in the planning for high-capacity transit on Jefferson Davis Highway (Route 1) in Fairfax County to the north and high-speed ferry planning
- Continue to engage in regional and state planning efforts that seek to identify and develop high-capacity transit corridors
- In collaboration with Prince William County prioritize elements of the transit vision to advance to feasibility studies, secure funding for at least three feasibility studies, complete at least three feasibility studies that identify next steps in advancing the initiatives
- Continue to actively participate in the planning for high-capacity transit on Jefferson Davis Highway (Route 1) in Fairfax County to the north and high-speed ferry planning
**Future Innovation Recommendations**

**Objectives**

- Supplement OmniLink routes with additional service from TNCs or similar emerging service model
- Ultimately reduce operating and capital expenses for OmniLink

**Recommendation**

Expand local transit options by leveraging partnerships with Transportation Network Companies (TNC) and other new or emerging service models, while maintaining equity of service

**Actions**

- Complete TNC healthcare access study (grant received from Potomac Health Foundation to assess feasibility of using TNC’s to provide access to healthcare providers)
- Engage in proactive outreach to build partnerships and identify feasible opportunities that create mutual benefit
- Implement pilot program in one or two geographic areas during limited operating hours, monitor and track performance, scale successful operations to a larger geographic area and operating period
Develop Future Innovation Recommendations for the Potomac and Rappahannock Transportation Commission (PRTC)

**Objective:**
- Contribute to placemaking by providing more mobility choices in areas of high population and employment densities
- Expand PRTC’s role beyond transit service and TDM strategies to deliver more of a multimodal transit system

**Recommendation:**
- Collaborate with local jurisdictions on the investigation and implementation of new mobility solutions such as bikesharing and carsharing

**Action:**
- Partner with Prince William County to conduct a feasibility assessment to research best practices in implementing these types of systems in similar geographic and socioeconomic areas
- Issue an RFI to identify institutions, employers, or private developers who might be interested in partnering in implementation
- Identify and prioritize locations for a pilot program within the PRTC service area, seek funding to implement a pilot program in at least one area
**Future Innovation Recommendations**

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<td>Increase operational efficiency through adjusting service patterns to meet real-time demand</td>
<td>Optimize routing and bus vehicle size to meet real-time demand</td>
<td>Conduct a best practices assessment of dynamic demand-based service models</td>
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<td>Accommodate travel in unplanned circumstances such as a rail malfunction or an emergency evacuation</td>
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<td>Conduct cost-benefit analysis to analyze potential effectiveness and risks associated with multiple service models</td>
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<tr>
<td>Investigate new service models that allow for the development of easily scalable demand-based services</td>
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<td>Based on cost-benefit analysis and stakeholder input, identify potential pilot projects</td>
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Next Steps

- Seek endorsement of the Strategic Recommendations from the PRTC Board
- Complete the Transit Development Plan and Transportation Demand Management Plan
- Plan implementation
- Monitoring of Plan progress and evaluation of strategies
- Plan revision based on monitoring, evaluation and changed conditions over time