

**MOTION:**

**SECOND:**

**RE:                AUTHORIZATION TO COMMENCE THE PROCUREMENT PROCESS FOR CONSULTANT ASSISTANCE IN SUPPORT OF THE I-66 SLUG LINE PROMOTION PROJECT**

**WHEREAS**, a slug line promotion project was selected for funding through the I-66 Commuter Choice program; and

**WHEREAS**, consultant assistance is necessary for implementation and completion of the project; and

**WHEREAS**, a scope of work has been developed; and

**WHEREAS**, management will return to the Commission for authorization to enter into a contractual agreement based on the procurement results.

**NOW, THEREFORE, BE IT RESOLVED** that the Potomac and Rappahannock Transportation Commission does hereby authorize the commencement of the procurement process for consultant assistance in support of the I-66 Slug Line Promotion Project.

**Votes:**

**Ayes:**

**Nays:**

**Abstentions:**

**Absent from Vote:**

**Alternate Present Not Voting:**

**Absent from Meeting:**



May 28, 2020

TO: Chair Franklin and PRTC Commissioners

FROM: Charles Steigerwald <sup>CS</sup>  
Chief Development Officer

THROUGH: Robert A. Schneider, PhD   
Executive Director

SUBJECT: Authorization to Commence the Procurement Process for Consultant Assistance  
In Support of the I-66 Slug Line Promotion Project

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Recommendation:

Authorize the commencement of the procurement process for consultant assistance in support of the I-66 Slug Line Promotion Project.

Background:

In June of 2019 the Commonwealth Transportation Board (CTB) approved the FY2020 I-66 Commuter Choice program of projects. Included in this program of projects was funding for OmniRide's I-66 Slug Lines Promotion Project. This project is intended to assist with the development of slug lines in the I-66 corridor in anticipation of the opening of the I-66 Outside the Beltway Express Lanes.

Management has developed a Scope of Work (attached) and is prepared to seek consultant assistance with the project. The Scope of Work includes assistance with the formation of a Slug Line Council, measurement of slug line activity in the I-66 corridor, development of promotional material, and relationship building with jurisdictional partners.

Management will return to the Commission for authorization to enter into a contractual agreement at the end of the procurement process.

Fiscal Impact:

Commuter Choice would provide 100 percent funding for this project.

Attachment: As stated

## Scope of Work for I-66 Slug Lines Promotion

### Introduction

Slugging (sometimes referred to as casual carpooling) has long been a significant and critical commute mode in Northern Virginia – particularly in the I-95/395 corridor where population densities, a large network of park-and-ride lots, and effective Express/HOV-3 lanes have supported the activity. Ridesharing activity, including slugging, has not been near as robust in the I-66 corridor in part because that corridor has lacked the park-and-ride network and an effective Express/HOV system. This will change over the next few years with the construction of Express Lanes on I-66 outside the Capitol Beltway and a number of new park-and-ride lots to support ridesharing activity and transit operations. The Potomac and Rappahannock Transportation Commission (PRTC) is uniquely positioned to support the growth of slugging and other ridesharing activity in the I-66 corridor as the operator of OmniRide transit and Transportation Demand Management services in Prince William County and the Cities of Manassas and Manassas Park. Prince William County is the home of the region's largest commuter lot (Horner Road commuter lot), which serves as the most popular origin point for slugging activity in the I-95 corridor. PRTC has long promoted slugging through the OmniRide Rideshare program and our transit operations serve as an important alternative option for slugging riders.

To support a growing ridesharing culture in general, and slugging specifically, in the I-66 corridor, PRTC seeks to identify and overcome barriers to the development of the activity. Most importantly, this project intends to provide support to the slugging community while respecting the community's long-established independence and position as the original crowd-sourced commute mode. PRTC feels that these have been, and will continue to be, key elements in the success of slugging. PRTC's work as the administrative home of the Vanpool Alliance program can serve as a template for supporting a long-established commute mode without encroaching on the mode's market-driven approach and independent nature.

### Purpose

PRTC is seeking consultant assistance with the marketing and promotion of slug lines in the I-66 corridor. While slugging has been present and robust in the I-95 corridor in Northern Virginia for several decades, the activity is not as well developed in the I-66 corridor. The lack of reliable High Occupancy Vehicle (HOV) lanes, a relatively broad dispersal of origin/destination pairs, and a lack of commuter parking have acted to suppress ridesharing in general and slugging in particular.

The construction of Express Lanes as part of the Transform66 project will alter these conditions to be more favorable to ridesharing activity. The Transform66 project includes express toll/HOV lanes between the Gainesville area in Prince William County and the Potomac River, conversion of the existing HOV-2 usage rule to HOV-3, and the construction of several large commuter lots in the corridor. As the infrastructure to support slugging activity is built it will be important to build the proper culture to do the same.

PRTC is interested in working with the slugging community to promote the activity as an effective ridesharing and travel strategy, build and improve relations between the slugging community and local governments, and assist with the implementation of improvements to ensure operational efficiencies.

The intention is to work cooperatively with the slugging community in such a way that PRTC is able to leverage our relationships and other resources to promote and enhance the activity in the I-66 corridor.

## Scope of Work

PRTC intends to procure these services on a task order basis and the actual tasks over the term of the contract will vary. At a minimum, the consultant should assume that the following services would be provided:

- Quarterly observation and recording of slug line activity in the I-66 corridor including counts of participation riders and drivers.
  - Deliverable – Quarterly census report tracking number of riders, number of drivers and hours of activity at each known major activity location. Report will track activity by quarter and fiscal year.
- Assisting with the implementation of a slugging council to provide a forum for the exchange of information and ideas including presence at quarterly council meetings and communication of council activities.
  - Deliverable – Meeting announcements and agenda. Meeting summaries communicated out to the slugging community through existing outlets including social media.
- Identification of and developing relationships with key staff at impacted jurisdictions and agencies in order to effectively advocate for the interests of the slugging community.
  - Deliverable – continuously updated jurisdictional/agency contact list.
  - Issues/action matrix listing major community concerns, appropriate jurisdictional/agency contacts for action, and actions taken.
  - Relationship building with jurisdictional and agency staff should focus on cooperation and developing partnerships.
- Assisting with the development and implementation of promotional campaigns and materials.
  - Campaigns and materials shall be developed in cooperation with the slugging community through the slugging council. Materials should be appropriate for distribution at active slugging locations and through existing outlets including social media.
  - Deliverable – draft narrative describing the extent, development, and impact of slugging in the I-66 corridor.
- Provide operational support for existing and emerging slug lines.
  - Develop recommendations for traffic flows, origin/destination pairs, signage and other potential infrastructure improvements at slug line locations. Work cooperatively with the slugging community and jurisdictional/agency contacts to implement any changes.
- Project Management.
  - Includes monthly invoicing for work performed, development and maintenance of task and project schedule(s), monthly (at a minimum) progress meetings with PRTC, and other tasks related to project management best practices.

Additional tasks may be identified during the term of the contract through the consultants work with the slugging council and discussions with jurisdictional, and agency partners. Tasks, including those listed above, may change based upon available resources.