

MOTION:

SECOND:

**RE: APPROVE AND ADOPT THE TRANSIT STRATEGIC PLAN AND THE
TRANSPORTATION DEMAND MANAGEMENT PLAN**

ACTION:

WHEREAS, the Potomac and Rappahannock Transportation Commission (“PRTC” or “Commission”) has developed a Strategic Plan to guide the organization over the next decade; and

WHEREAS, Phase III of the strategic planning effort consists of the production of a Transit Strategic Plan (TSP) and a Transportation Demand Management Plan (TDMP); and

WHEREAS, production of a TSP and a TDMP is required by the Virginia Department of Rail and Public Transportation (VDRPT); and

WHEREAS, PRTC's adopted Public Participation Policy requires a public review including a public hearing prior to the adoption of a proposed transportation plan; and

WHEREAS, management held one virtual and one in-person public hearing along with a public comment period; and

WHEREAS, one (1) comment was received and added to the record and was deemed by management to not affect the TSP as already drafted.

NOW, THEREFORE, BE IT RESOLVED that the Potomac and Rappahannock Transportation Commission does hereby approve and adopt the Transit Strategic Plan and the Transportation Demand Management Plan as presented.

Votes:

Ayes:

Nays:

Abstain:

Absent from Vote:


Alternate Present Not Voting:


Absent from Meeting:



October 29, 2020

TO: Chair Franklin and PRTC Commissioners

FROM: Joe Stainsby 
Chief Development Officer

THROUGH: Robert A. Schneider, PhD 
Executive Director

SUBJECT: Approve and Adopt the Transit Strategic Plan and the
Transportation Demand Management Plan

Recommendation:

Approve and adopt the Transit Strategic Plan and the Transportation Demand Management Plan.

Background:

The Transit Strategic Plan (TSP) and the Transportation Demand Management Plan (TDMP) represent the completion of OmniRide's multi-year, multi-phased Strategic Plan effort. Along with the Commission endorsed Strategic Recommendations, these plans will guide the efforts of the agency over the next decade.

Both the TSP and the TDMP are required of grantees of the Virginia Department of Rail and Public Transportation (VDPRPT). Under current guidelines transit agencies are required to complete a full TSP (major update) every five (5) years with a minor update each year. Minor updates are intended to provide agencies the flexibility to address changes in areas such as: organizational/governance changes, fare changes, new services/facilities, available funding, economic conditions, demographic and employment patterns, and changes in federal and state laws and regulations. They also provide the agencies the opportunity to adjust timelines, add newly developed services and account for changes in financial position. Currently the TDMP has a requirement to complete a new plan every six (6) years, however, VDRPT is developing new requirements that will likely match those of the TSP and require a minor update annually.

Each plan presents a set of proposed service enhancements covering the required planning horizon – 10 years for the TSP and six (6) years for the TDMP – in a fiscally constrained manner. The service enhancements were based on existing plans, stakeholder and public input, and needs assessed during the course of the strategic planning effort. The two (2) plans are being

presented together in an effort to more fully represent the agency's work and reinforce the view of OmniRide as a multimodal service provider.

PRTC's Public Participation Policy requires public input prior to the adoption of any transportation plan. The public participation process is now complete. We held two (2) meetings in addition to an open comment period. The first meeting was a virtual public hearing on October 7, 2020, there was no attendance. The second meeting was an in-person public hearing at the OmniRide Transit Center on October 14, 2020, again there was no attendance. One (1) written comment was received during the public comment period however, the expressed items were deemed by management to not affect the TSP as already drafted. Therefore the plans are submitted for approval without modification.

Fiscal Impact:

No fiscal impact

Transit Strategic Plan

FY 2020-2029

MARCH 2020 – FINAL DRAFT

Prepared For:



Prepared By:

Kimley»Horn



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INTRODUCTION

Background & Purpose

This Transit Strategic Plan (TSP) includes an overview of the existing transit services and ongoing initiatives, outlines a renewed vision and objectives developed as part of the Strategic Planning Process, and proposes specific recommendations that enhance transit options for the greater Prince William community. Additionally, it provides a financial plan that describes the committed and potential revenue sources to implement these improvements. This report has been prepared in a format and structure that meets or exceeds the TSP Guidelines provided by the Virginia Department of Rail and Public Transportation (DRPT), dated October 2018. It covers the fiscal years of FY 2020 through FY 2029. Any variation from the DRPT outline is meant to explain more clearly the subject matter within the sections required by DRPT. This TSP along with OmniRide's completed Transportation Demand Management (TDM) Plan document will be incorporated into OmniRide's comprehensive strategic guidance for the organization.

OmniRide Strategic Planning Process

This TSP is part of the last of three phases of OmniRide's Strategic Planning Process. OmniRide began the process in 2016 to help shape the agency's transportation services for the next decade.

OmniRide is being called upon more than ever to deliver multimodal transportation services to help improve the ways people get around in Northern Virginia and the Fredericksburg Region. Strategically, OmniRide's services go well beyond serving solely a transportation purpose. OmniRide also is instrumental in helping localities achieve their visions for economic success and best practices for land use.

The Strategic Plan connects local visions with strategies and actions that will leverage OmniRide's expertise and transform us into a leading service provider. As the region continues to grow, demographics change, and rapidly evolving technology impacts the ways we travel, the organization seeks to chart a path that ensures that our community is well served into the future.

The three phases of the process are:

- **Phase 1 — Strategies for establishing alternative funding mechanisms and sources:** This phase involved researching existing OmniRide practices and industry best practices to create a comprehensive list of potentially expanded and new funding sources for OmniRide.
- **Phase 2 — Reevaluate vision and identify strategic recommendations.** This phase, which is complete, involved extensive public and stakeholder outreach that led to a renewed vision for OmniRide and the identification of the path forward to achieve that vision.
- **Phase 3 — TSP and TDM Plan.** This phase involves a detailed examination of OmniRide's current transit service and TDM programs to identify fiscally-constrained services for the upcoming years that align with the strategic recommendation from Phase 2.

The strategic planning process is discussed further in Chapter 2 and on the OmniRide website.¹

¹ <https://omniride.com/about/strategic-plan/>



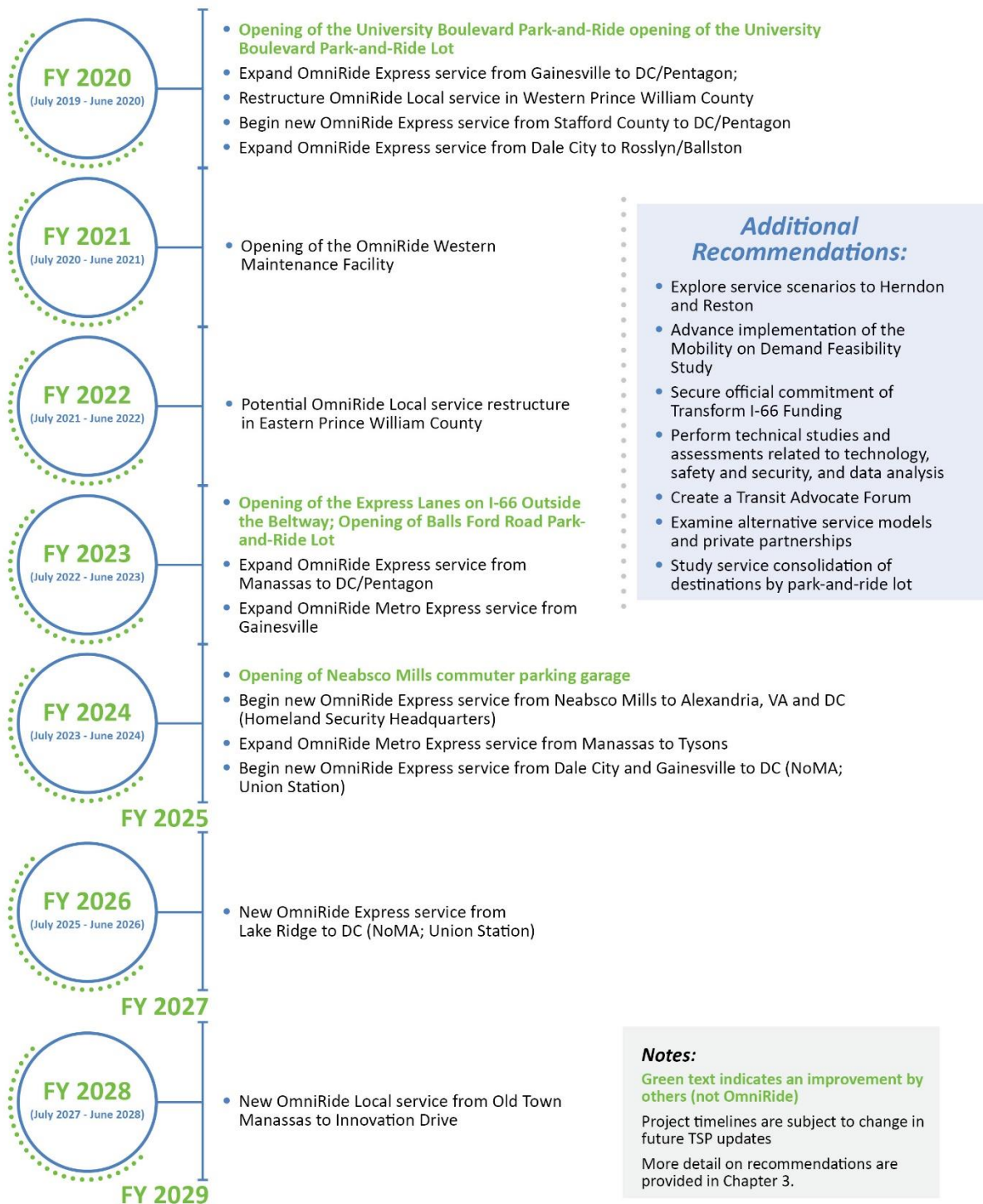
Summary of Service Improvements

The planned service improvements presented in (Chapter 3) are the key component of this plan. The first two chapters form the basis and needs for the improvements and the implementation plan (Chapter 4) and Financial Plan (Chapter 5) present how the improvements will be achieved.

In general, increases to OmniRide service documented in this plan are primarily on the commuter services connecting residents in the greater Prince William County area, including points south, to employment centers in Northern Virginia and Washington, D.C. As the Express Lanes network grows on I-66 and I-95/I-395 and regional population and employment growth increase, there is increasing demand for a reliable, affordable trip. Many of the Express Lanes projects also come with funding sources which make implementing services easier, without increases to local funds. OmniRide is also investing in improving local service; the other main changes include the restructuring of local services to be fixed-route with accompanying paratransit, first in the western part of Prince William County, and then in the eastern portions, building off lessons-learned from the western pilot. OmniRide will also be examining alternative service models and potential partnerships with the private sector to meet the needs of the greater Prince William County area.

The service described in this plan represents the best estimates at the time of developing recommendations and is subject to change to funding availability, concurrent planning efforts, and changing demand. Updates to implementation and potential service destinations will be made during the annual updates to the TSP by OmniRide. The following graphic highlights some of the key anticipated service improvements for OmniRide and other associated regional events.

Major OmniRide Service and Infrastructure Improvement Highlights



CHAPTER 1: SYSTEM OVERVIEW AND STRATEGIC VISION

This chapter provides an overview of OmniRide's transit services and ongoing initiatives and details the agency's strategic priorities. **These strategic priorities form the basis for guiding planning, operational, and financial decision-making for OmniRide's services during the term of this Transit Strategic Plan (FY2020-FY2029).**

System Overview

Located in the greater Prince William County area about 25 miles southwest of Washington, D.C., the Potomac and Rappahannock Transportation Commission (PRTC) is a multimodal, multijurisdictional agency providing transit and transportation demand management (TDM) services operating under the OmniRide brand name and is a partner in several regional services. Services include:

- **OmniRide Express & Metro Express** — high-quality commuter bus service along the I-95 and I-66 corridors to Northern Virginia and Washington, D.C., with connecting service to the Metrorail System
- **OmniRide Local & East-West Express** — local bus service operated in Prince William County and the Cities of Manassas and Manassas Park
- **OmniRide Rideshare** — a free ridesharing service and support for joining carpools or vanpools
- **OmniRide Employer Services** — support for Prince William County-area employers to expand commuter benefit programs.
- **Virginia Railway Express** — in partnership with the Northern Virginia Transportation Commission (NVTC), PRTC governs the operation of the Virginia Railway Express (VRE) commuter rail service. Similar to OmniRide's commuter bus service, VRE operates along the I-95 and I-66 corridors with service to Northern Virginia and Washington, D.C., with connecting service to the Metrorail System
- **Vanpool Alliance** — PRTC provides the administrative home for this regional vanpool program

Services Provided and Areas Served

OmniRide delivers multimodal transportation options to the Greater Prince William County area and Washington, D.C., region through providing commuter and local bus services, fostering ridesharing services, and pioneering discussion and implementation of regional mobility initiatives. This section summarizes the transit services OmniRide offers. OmniRide's ridesharing resources and other initiatives are discussed in the TDM Plan.

OmniRide Express routes provide comfortable and efficient commuter bus service between Prince William County, Northern Virginia, and the Washington, D.C., metropolitan area core. OmniRide Metro Express is a commute and reverse-commute bus service that provides feeder connections to Metrorail stations. OmniRide Local is the local deviated flex-route bus service that allows buses to travel up to ¼ mile off the standard route in addition to designated bus stops. Each of these services is briefly described in this section, while more detailed information and maps can be found in **Appendix A**. All OmniRide's services can be seen on the latest system map on their website².

OmniRide Express and OmniRide Metro Express

OmniRide Express is OmniRide's commuter bus service operating from eastern Prince William County and the Manassas area to destinations such as the Pentagon; Crystal City; the Rosslyn-Ballston corridor; downtown Washington, D.C.; the Washington Navy Yard; the Mark Center; and Tysons Corner. Buses operate on weekdays on both the I-95 and I-66 corridors with service primarily northbound in the mornings and southbound in the evenings. Most OmniRide Express routes also have midday service. There are currently 11 routes operating in the I-95 corridor and five routes in the I-66 corridor (including the Haymarket-Rosslyn/Ballston service implemented in December 2018). OmniRide Express buses serve designated Park and Ride lots near major thoroughfares, while the

² <http://omniride.com/service/map/>



three OmniRide Metro Express routes link destinations in Prince William County with the Tysons Corner (Silver Line) and Franconia-Springfield Metrorail stations (Blue Line).

OmniRide Local

OmniRide local is a deviated flex-route bus service that operates in the more heavily populated areas of Prince William County, Manassas, and Manassas Park. Seven routes currently operate on weekdays, and the four in the eastern part of the county also operate on Saturdays.

Until December 2019, all seven OmniRide Local routes had standard, fixed routes with established bus stops, users can also call OmniRide's customer service center to schedule off-route trips. The availability of the off-route service was limited to destinations no more than $\frac{3}{4}$ of a mile off the standard, fixed route, and it is available to anyone in the community (not only individuals with disabilities).

Under that service model, OmniRide Local qualifies as a demand responsive service based on the requirements set by the Americans with Disabilities Act (ADA) statute and regulations. As such, unlike traditional fixed-route transit services (as defined under the ADA regulations), OmniRide does not need to provide additional ADA-mandated, complementary paratransit service for people with disabilities who cannot, on account of their disabilities, use the fixed-route system.

Beginning in December 2019, paratransit was introduced in western Prince William County and the local routes were shifted to fixed-route service. In addition, the East-West Express provides all-day service from Monday through Friday, connecting the OmniRide Transit Center and the western part of Prince William County. This change is described in chapter 3.

Other Regional Transportation Services

Virginia Railway Express (VRE): PRTC provides administrative services and shares policy-level direction and financial decision-making with the Northern Virginia Transportation Commission (NVTC) for the VRE, a commuter rail operator. VRE provides rail service on two lines (Fredericksburg Line and Manassas Line), which provide service along the I-95 and I-66 corridors to the Washington, D.C., metropolitan area primarily during weekday peak periods³. Within the PRTC boundaries, the Fredericksburg Line serves the Spotsylvania, Fredericksburg, Brooke, Leeland Road, Quantico, Rippon, and Woodbridge stations, while the Manassas line serves the Broad Run, Manassas, and Manassas Park stations. A future station located in Prince William County, called Potomac Shores, is scheduled to open in 2020. Bus connections are possible at the Quantico, Woodbridge, Manassas, and Manassas Park stations. Surface and/or garage parking is available at all six stations in Prince William County, Manassas, and Manassas Park.

Amtrak: VRE offers the Amtrak-Cross Honor Agreement, which allows VRE passengers to also use select Amtrak trains listed on their schedule. Only VRE riders with valid Ten-Trip, Five-Day, Monthly, or VRE-TLC tickets accompanied by a Step-Up ticket are permitted on-board Amtrak trains. Amtrak stations in the county include Manassas, Woodbridge and Quantico⁴.

Martz National Coach Works (NCW): Martz NCW, a private entity not affiliated with OmniRide provides commuter bus service from four Park and Ride lots along the I-95 corridor in Stafford County and Spotsylvania County to the central core of Washington, D.C. Martz NCW currently operates five trips in the morning and five trips in the afternoon in the I-95 corridor⁵. These trips pass through, but do not stop, in Prince William County.

³ VRE System Map: <https://www.vre.org/service/map/>

⁴ Amtrak Map and Information: <https://www.amtrak.com/virginia/traveling-with-amtrak-in-virginia.html>

⁵ Martz schedules and routes: <https://martzgroupva.com/fredericksburg-commuter-ticket-schedules/>



Current/Recent Initiatives

OmniRide is currently in the process of implementing several initiatives identified through earlier strategic planning efforts that will renew its organizational vision (see section 1.2). A few of these key initiatives related to transit include:

- **Leveraging technology and new funding programs to improve service:** The I-66 and I-395 Commuter Choice programs have given OmniRide the opportunity to expand service to areas south of their current service zone and pilot innovative new programs with flexible transit service.
- **Restructuring service in Western Prince William County:** OmniRide is actively considering how the construction of a new maintenance facility, upcoming openings of thousands of Park and Ride spaces, and new funding opportunities through Transportation Management Plans and the Commuter Choice programs can be leveraged to improve and expand service in this area.
- **Convening mobility councils of topics of regional importance:** Building on OmniRide's desire to be more than just a bus service provider, OmniRide has begun to host ongoing discussions and work sessions with key stakeholders on topics such as regional vanpooling initiatives, "slugging," connections between land use and transportation, and human services transportation.
- **Fare Payment:** OmniRide is investigating a mobile ticketing application, having worked with Alexandria's DASH service on their recent mobile ticketing pilot. OmniRide has also formed a partnership with the Northern Virginia Community College Woodbridge campus—offering a semester transit pass for students, faculty, and staff.

Strategic Vision

During OmniRide's Strategic Planning effort, OmniRide identified a new positioning statement for the organization. A positioning statement represents how an organization wants its customers and stakeholders to know and understand it—the one sentence or thought they keep in their minds that helps "position" the organization relative to others. The positioning statement was used as a base for developing themes and strategic recommendations in the four areas of the strategic plan: Organizational, Transit, Transportation Demand Management, and Future Innovation.

While this positioning statement shapes a renewed vision for the organization, the current goals and objectives for OmniRide's transit service represent a combination of goals from the previous Transit Development Plan (TDP) and a new set of objectives developed from the Strategic Planning effort. The following is OmniRide's positioning statement:

For the greater Prince William area's
growing and diverse residents,
organizations, and businesses,
OmniRide 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.

From this positioning statement, a primary theme for transit emerged, forming an overall vision for OmniRide services to:

Recapture market share through improvements to service quality, public-private partnerships, and a performance-driven approach.

This vision for OmniRide’s transit services, as well as the goals, objectives, and service standards detailed in this section will provide the framework for strategic and operational decisions during the span of this plan.

	<h3>Become a Multimodal Leader</h3> <p>Fill the void in transportation and land use decision making by becoming a multimodal leader that brings together public and private interests</p>
	<h3>Recapture Market Share</h3> <p>Recapture market share through improvements to service quality, public-private partnerships and a performance driven approach</p>
	<h3>Build Ambassadors</h3> <p>Build an army of ambassadors through public and private partnerships to promote travel options</p>
	<h3>Quality of Life</h3> <p>Pursue transformational projects that will accelerate the quality of life for Prince William area residents and businesses</p>

Recapturing the market share is one of the key themes identified for OmniRide in the Strategic Planning Process

Goals and Objectives

The goals from the previous Transit Development Plan (TDP) were reviewed alongside existing OmniRide practices and feedback received from the public during Phase II of the Strategic Plan, and it was determined that the intentions of the goal statements are still valid under OmniRide’s new positioning statement. Building off these intentions and using Specific, Measurable, Agreed, Realistic, and Time-bound (SMART) principles, a series of goals and corresponding objectives were created to carry out OmniRide’s vision. OmniRide’s goals are to⁶:

1. Provide an equitable, safe, secure, and integrated transportation system that accommodates the diverse needs of the region
2. Improve the customers’ mobility experiences
3. Promote and implement practices to improve the regional quality of life
4. Improve coordination between transportation, land use, and economic development activities
5. Strategically maximize investment in efficient and effective services

The transit and transit-related future innovation recommendations from OmniRide’s Strategic Planning efforts provide a foundation for OmniRide’s objectives to achieve its goals. **Table 1** outlines each objective, the goal it is targeting, as well as a SMART statement that describes the strategy to fulfill the associated objective.

⁶ Numbers are not meant to indicate priority, just to serve as references to the goals at other points in this chapter

Table 1: Objectives and SMART Statements

Objective	SMART Statement	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5
Implement improvements across all OmniRide's transit services to a level of quality that will attract more riders	Achieve a year-to-year ridership increase 4 of the next 5 years		✓	✓		
Increase and maintain services in high-capacity transit corridors by proactively seeking and leveraging capital and operating funding from state-funded regional Mega Projects	Apply for, receive, and allocate funding each year from the I-66 and I-395 Commuter Choice Program			✓		✓
Use data collection technology to build a business case for public-private partnerships	Achieve reasonable confidence in reporting and using Automated Passenger Counters (APCs) by the end of 2021				✓	
Develop and apply standards and performance measures to analyze efficiencies and identify opportunities for growth	Annually update the performance measures included in this report and use results to inform service development and funding applications		✓	✓		✓
Implement policies requiring activity centers and transit-supportive land uses to be connected by OmniRide services and develop planning procedures that follow and support these policies	Implement a Mobility Council related to land use and transportation coordination and develop follow-up actions with Prince William County by Spring 2020	✓		✓	✓	
Support local and regional efforts to explore new modes of high-capacity transit	Complete at least three feasibility studies that analyze demand and identify next steps in coordination with Prince William County within 5 years			✓	✓	✓
Expand local transit options by leveraging partnerships with Transportation Network Companies (TNC) and other new or emerging service models, while maintaining equity of service	Identify potential flex zones to feed into higher-frequency routes by 2020	✓	✓		✓	
Investigate new service models that allow for the development of easily scalable demand-based services	Implement Wheels to Wellness partnership program by 2020 and identify future potential program expansion	✓	✓	✓		
Focus OmniRide Express service investment to maximize ridership by providing efficient and reliable peak period, peak direction, point-to-point routes	Obtain competitive grant funding for service expansion (frequency or geographic) each year	✓	✓	✓		✓
Focus OmniRide Local service investment to maximize coverage of reliable service to areas with a demonstrated need	Develop and approve policy guidance for how to serve local need either by fixed route or flex service within one year of completion of this plan	✓	✓	✓		
Achieve the highest practical level of safety and security for passengers, employees, and system assets	Achieve a year-to-year reduction of preventable accidents per 100,000 miles on a rolling 4-year average	✓	✓			

Service Design Standards

Service design standards are benchmarks against which a system and its routes are developed and evaluated to determine if existing services should be modified. Service design standards address items such as scheduling and route planning, service reliability, system efficiency, safety and security, customer service, multimodal connectivity, and regulatory compliance. Due to the significant differences in types of service between express and local, different standards have been identified for each type of service. When OmniRide is considering service changes, these service standards presented below will be considered to the extent possible within funding constraints.

Performance monitoring of the service with respect to these standards should be done at least annually. The targets for these standards (shown highlighted in yellow) will be developed based on an understanding of the baseline services described in chapter 2.

OmniRide Express and OmniRide Metro Express

- **Service Frequency** — At least four trips will be provided in each direction between a Park and Ride lot and a designated activity center. Additional express service trips in the peak period shall be based on load factors. New trips for commuter service shall be considered when the average AM peak load factor exceeds 70 percent or when a trip is over capacity four times in a month.
- **Average Load** — The average load per trip over each three-month evaluation period (using normal Monday-Thursday operating conditions) shall not exceed 100 percent of the available seats on board the vehicle.
- **Span of Service** — Express routes operate primarily in the AM and PM peak periods. Additionally, OmniRide shall program at least one midday return trip to each Park and Ride lot in the network, potentially using a midday trip-chaining structure.
- **Vehicle Assignment** — Express service shall use high-capacity vehicles capable of carrying 57 passengers or more.
- **New Service Warrants** — New express service shall be added under the following conditions:
 - When it is required to maintain job or activity center coverage in Northern Virginia, or
 - When overcrowding is experienced on existing routesOmniRide should consider expanding beyond its geographic service area when funding opportunities are available, local support is obtained, and service need is documented in long-range plans.
- **Stop Features** — Park and Ride facilities should have covered waiting areas, benches, and—at minimum—static route signage.

OmniRide Local

- **Service Frequency** — Local service frequency shall be based on route productivity (expressed as boardings per hour), considering cycle length. For weekdays:
 - If fewer than 10 boardings per hour, evaluate service removal or alternative means of coverage such as flexible demand-responsive service
 - If between 10 and 15 boardings per hour, service should operate a 60-minute headway
 - If between 15 and 20 boardings per hour, service should operate a 45-minute headway
 - If between 20 and 30 boardings per hour, service should operate a 30-minute headway
 - If more than 30 boardings per hour, service should operate a 15-minute headway
- **Span of Service** — All local routes shall operate for at least 14 hours on weekdays (Monday–Friday); weekend service will be evaluated on a route-specific basis
- **Vehicle Assignment** — Fixed-route local service will use 30 to 40-foot vehicles. If demand-based modular services are implemented, they will use smaller vehicles.

- **New Service Warrants** — New service shall be evaluated based on analysis of density, equity, and the propensity for the users to use transit. For large-scale developments, service should be evaluated in coordination with local municipalities. As new service is considered, so should the type of service. Flex or demand-response service may be considered in lower density areas or to feed higher frequency routes. Cost considerations associated with paratransit and alternative mobility service shall be evaluated when expanding service areas.
- **Stop Features** — New development or street reconstruction shall include stops with, at a minimum, a concrete passenger waiting area. Benches and covered waiting areas are encouraged for stops adjacent to existing or new development. Where feasible, far-side stops should be implemented in coordination with VDOT and local municipalities. Upgrades to existing stops should be prioritized based on high-ridership locations and community facilities.

The standards described above apply to local service as it is currently structured in the deviated flex service model. OmniRide is currently discussing piloting programs that will test out fixed-route local service with accompanying paratransit and is also discussing developing policy for scenarios in which local service may be replaced by flexible, microtransit-type service. Service standards will need to be reevaluated following an assessment of these changes. When OmniRide is considering the implementation of a shared-mobility or other alternative mobility program, the following should be considered:

- Equity
- Cost per rider
- Customer satisfaction
- Accessibility — temporal, geographic, and physical
- Data agreements

Performance Standards

While service design standards provide guidance for the systemwide network and how it safely and consistently connects the residents of Prince William County, performance standards specifically measure how the transit service is performing. At a minimum, performance standards should quantify the following: ridership, cost efficiency, safety, and system accessibility. The performance standards presented in **Table 2** will be used to measure how existing OmniRide Local and OmniRide Express and Metro Express are performing in these categories. **Table 3** shows the various measures that may be used to measure the performance of paratransit service as well as shared mobility and other pilot programs as these are implemented by OmniRide.

OmniRide's philosophy is that the true measure of success should be the number of customers that are serviced safely, cleanly, and efficiently; customers that experience delays, safety incidents, or unsatisfactory customer service should be discounted from this full number.

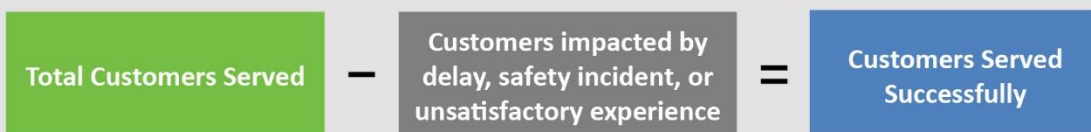


Table 2: Performance Standards for OmniRide Express, Metro Express, and Local

Category	Measures	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5
Ridership	<ul style="list-style-type: none"> Passengers per hour Passengers per mile Passengers per trip Total ridership County mode split Commuter lot usage 	✓		✓		✓
Cost Efficiency	<ul style="list-style-type: none"> Cost per hour Cost per mile Cost per rider Farebox recovery Subsidy per trip 	✓				✓
Safety	<ul style="list-style-type: none"> Miles between service interruptions Preventable passenger injuries Accidents per 10,000 trips Total number of security events (bus, facility, and cyber) 	✓	✓	✓		
System Coverage	<ul style="list-style-type: none"> Jobs within ¼-mile of an OmniRide Local stop Percentage of activity centers in region covered by OmniRide Express 	✓	✓	✓	✓	✓
Service Quality	<ul style="list-style-type: none"> On-time performance Load standards Valid customer complaints per 100,000 revenue miles Percentage of stops with transit amenities (i.e., shelters, benches) 	✓	✓	✓	✓	✓
Service Availability	<ul style="list-style-type: none"> Population within ¼-mile of an OmniRide Local stop Percentage of highest- and high-need census tracts (Demographic EJ Index) within ¼-mile of an OmniRide Local stop 	✓	✓	✓	✓	✓

Table 3: Performance Standards for Paratransit Service, Shared Mobility, and Other Pilot Programs

Category	Measures	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5
Paratransit	<ul style="list-style-type: none"> • Cost per ride • Number of trip requests • Wait time (actual and compared to non-ADA) • Vehicle occupancy 	✓	✓	✓	✓	✓
Shared Mobility and Other Pilots	<ul style="list-style-type: none"> • Cost per ride • Wait time • Monthly ridership • Number of unique users • Average trip rating • Percent of repeat users • Average number of trips per unique user • Percent transit-disadvantaged users • Geographic service area • Service hours 	✓	✓	✓	✓	✓

CHAPTER 2: SYSTEM PERFORMANCE AND OPERATIONS ANALYSIS

Introduction

This chapter is a vital component of OmniRide's Transit Strategic Plan, providing an in-depth evaluation of the existing system, identifying strengths and weaknesses, and pointing the direction towards opportunities for improvements recommended in later chapters.

There are five sections presented here:

- System and Service Data
- Evaluation of Transit Market Demand and Underserved Areas
- Performance Evaluation
- Operating and Network Efficiency Evaluation
- Analysis of Opportunities to Collaborate with Other Transit Providers

System and Service Data

Current Fiscal Year Data

The data presented here is primarily from Fiscal Year 2018, unless otherwise noted, which was the latest available at the time of analysis. OmniRide reports its data to the National Transit Database for two modes, Motorbus and Commuter Bus. Motorbus includes OmniRide Local deviated fixed route services in Prince William County, OmniRide Metro Express service (fixed route to nearby Metrorail stations), and the OmniRide East-West Express (north-south service across the county from Woodbridge to Manassas). Commuter Bus is OmniRide Express service to/from downtown Washington and other major employment destinations in Washington, D.C., and Northern Virginia.

Motorbus Routes:

- Eastern County
 - Dale City
 - Dumfries
 - Route 1
 - Woodbridge/Lake Ridge
- Western County⁷
 - Manassas — North (65)
 - Manassas — South (67)
 - Manassas Park (68)
- East-West Express
- OmniRide Metro Express
 - Linton Hall Metro Express (61)
 - Manassas Metro Express (60)
 - Prince William Metro Express

⁷ Manassas North and South are sometimes combined in reporting. At the time of analysis, Western County routes were structured as a deviated fixed route service before pilot in 2020 began.



Commuter Bus Routes:

- I-95 Corridor
 - Lake Ridge OmniRide Express
 - Lake Ridge-Washington (L-100)
 - Lake Ridge-Pentagon/Crystal City (L-200)
 - Lake Ridge-Mark Center (L-300)
 - Dale City OmniRide Express
 - Dale City-Washington (D-100)
 - Dale City-Pentagon-Rosslyn/Ballston (D-200)
 - Dale City-Washington Navy Yard (D-300)
 - Dale City-Mark Center (D-400)
 - Montclair OmniRide Express
 - Montclair-Washington (MC-100)
 - Montclair-Pentagon (MC-200)
 - South Route 1 (RS)
 - Tysons Corner (T)
 - Stafford-Washington (543)⁸
 - Stafford-Pentagon (942)⁹
- I-66 Corridor
 - Gainesville OmniRide Express
 - Gainesville-Washington (611)
 - Gainesville-Pentagon (612)
 - Haymarket-Rosslyn/Ballston (622)¹⁰
 - Manassas OmniRide Express
 - Manassas-Washington (601)
 - Manassas-Pentagon (602)

⁸ Implemented in FY 2020 and not reflected in FY 2018 data presented

⁹ Implemented in FY 2020 and not reflected in FY 2018 data presented

¹⁰ Implemented in December 2018 and not reflected in FY 2018 data presented



Annual operations data are presented in **Table 4**. In general terms, Motorbus and Commuter Bus each comprise roughly 50 percent of OmniRide's fixed route operation.

Table 4: FY 2018 Annual Operations Data

Category	Motorbus	Commuter Bus	System Total	Source
Service Area [sq miles]	-	-	361	NTD (FY17)
Population	-	-	454,096	NTD (FY17)
Density [people/sq mile]	-	-	1,258	NTD (FY17)
Operating Cost	\$14,387,469	\$15,736,621	\$30,124,090	OmniRide Monthly Service Report for FY18
Ridership	946,516	1,451,086	2,397,602	
Revenue Hours	77,665	68,533	146,198	
Revenue Miles	1,169,842	1,809,470	2,979,311	
Vehicles operating in peak service	36	92	128	NTD (FY17)
Vehicles available for peak service	45	99	144	NTD (FY17)
Trips/Day	213	215	428	Public timetables
Days operated	6	5	-	
Average Headway	Every 60 min	Every 20 min [peak period and direction only]	-	
Daily Route Miles	212	487	699	OmniRide Monthly Service Report for FY18

Note: NTD Service Area consists of Prince William County, Manassas, and Manassas Park

Existing Route Design and Schedule Standards

Proposed service design and schedule standards are presented in Chapter 1 of this Transit Strategic Plan. Many of these are followed in practice today but this will serve as documentation of these standards.

Survey Results

OmniRide regularly surveys its customers to gain a better understanding of demographic profiles, travel patterns, and satisfaction with the service. This section describes findings from the 2017 on-board survey, 2017 customer satisfaction survey, and a Strategic Plan survey.

2017 On-Board Survey

In the fall of 2017, SIR conducted the most recent on-board survey for PRTC, which meets Title VI requirements. The survey was designed to collect key data from riders of the four transit service types operated: OmniRide Local (formerly OmniLink), East-West Express (formerly Cross County Connector), OmniRide Express (formerly OmniRide), and OmniRide Metro Express (formerly Metro Direct). Data collected included:

- Rider characteristics
- Trip characteristics
- Ridership decision factors

The data collection procedure used on-board, self-administered surveys, comparable to the process used in the prior study conducted in 2013. Surveys were conducted on weekdays (Tuesdays through Thursdays) and Saturdays (on routes with Saturday service). All surveys were conducted on afternoon and early evening trips. Separate survey instruments were developed for each of the four systems. Surveys were available in English and Spanish.



In total, 1,167 riders completed the survey. For each route to be represented accurately in the total number of surveys, a weighting procedure was applied. The data expansion process used for this project was the same as that employed in 2006 and 2013, consisting of a response factor, a vehicle factor, and a boarding factor. The expansion process resulted in a final data set of 8,376 weighted surveys. Key findings are summarized in the sections that follow.

Rider Profile

Key rider descriptors included the following observations, based on the weighted data and detailed in **Table 5**:

- Not surprisingly, PRTC predominantly drew riders from Prince William County.
- The gender split was fairly equal across all systems, with slightly more men than women using OmniRide Local, East-West Express, and OmniRide Metro Express.
- OmniRide Express users tended to be older than East-West Express, OmniRide Local, and OmniRide Metro Express users.
- East-West Express riders tended to have more people living in their households than did users of the other PRTC systems.
- OmniRide Local, OmniRide Express, and OmniRide Metro Express users were more likely to be regular PRTC users than were East-West Express users; they were more likely to use the service five or more days a week.
- OmniRide Metro Express riders were more likely to be “new” to the system (started riding within the prior two years) than were OmniRide Local, East-West Express, and OmniRide Express users.
- OmniRide Express users were the most likely to be employed.
- OmniRide Local and East-West Express users were more likely than the other two system users to not have a valid driver’s license.
- OmniRide Express users were less likely than OmniRide Metro Express, OmniRide Local, or East-West Express users to report that they spoke a language other than English at home.
- East-West Express had the lowest percentage of riders who spoke English well/very well.

Table 5: Average Rider Profile

OmniRide Local		East-West Express	
Demographic	Percent	Demographic	Percent
Lived in Prince William County	89.7	Lived in Prince William County	62.0
Male	51.5	Male	56.5
18-34 years of age	41.5	35-54 years of age	45.4
3+ people in household	56.9	3+ people in household	75.6
Rode 5+ days per week	58.8	Rode 5 days per week	30.5
Used OmniRide Local 3+years	48.0	Used East-West Express 3+years	39.8
Employed – full-time or part-time	79.0	Employed – full-time or part-time	80.6
Did not have driver's license	64.1	Had driver's license	37.3
Spoke language other than English at home	24.4	Spoke language other than English at home	37.3
Spoke English only or very well/well (if spoke other language at home)	91.0	Spoke English only or very well/well (if spoke other language at home)	78.7
Income less than \$35,000	61.7	Income less than \$35,000	68.4
Ever subscribed to Rider Express	8.8	Ever subscribed to Rider Express	0.0
OmniRide Express		OmniRide Metro Express	
Demographic	Percent	Demographic	Percent
Lived in Prince William County	87.2	Lived in Prince William County	66.3
Female	52.3	Male	58.4
35-54 years of age	53.7	35-54 years of age	42.3
3+ people in household	56.5	3+ people in household	57.6
Rode 5 days per week	66.3	Rode 5 days per week	57.4
Used OmniRide Express 3+years	65.7	Used Metro Express 1 month-2 years	59.8
Employed – full-time or part-time	98.5	Employed – full-time or part-time	88.9
Had driver's license	96.9	Had driver's license	52.9
Spoke language other than English at home	15.9	Spoke language other than English at home	27.0
Spoke English only or very well/well (if spoke other language at home)	98.7	Spoke English only or very well/well (if spoke other language at home)	93.4
Income greater than \$75,000	83.1	Income \$35,000-\$99,999	43.8
Ever subscribed to Rider Express	42.8	Ever subscribed to Rider Express	11.8

Trip Characteristics

Trip characteristics were mapped by geocoding respondents' home locations by ZIP code. Home locations are shown in the figures that follow, based on the unweighted data. The most common ZIP codes for each were as follows:

- OmniRide Local: 22193 (Dale City) and 22191 (Woodbridge)
- East-West Express: 22193 (Dale City) and 20109 (Bull Run)
- OmniRide Express: 22192 (Lake Ridge) and 22193 (Dale City)
- OmniRide Metro Express: 22192 (Lake Ridge) and 22193 (Dale City)

Figure 1: OmniRide Local Home Location

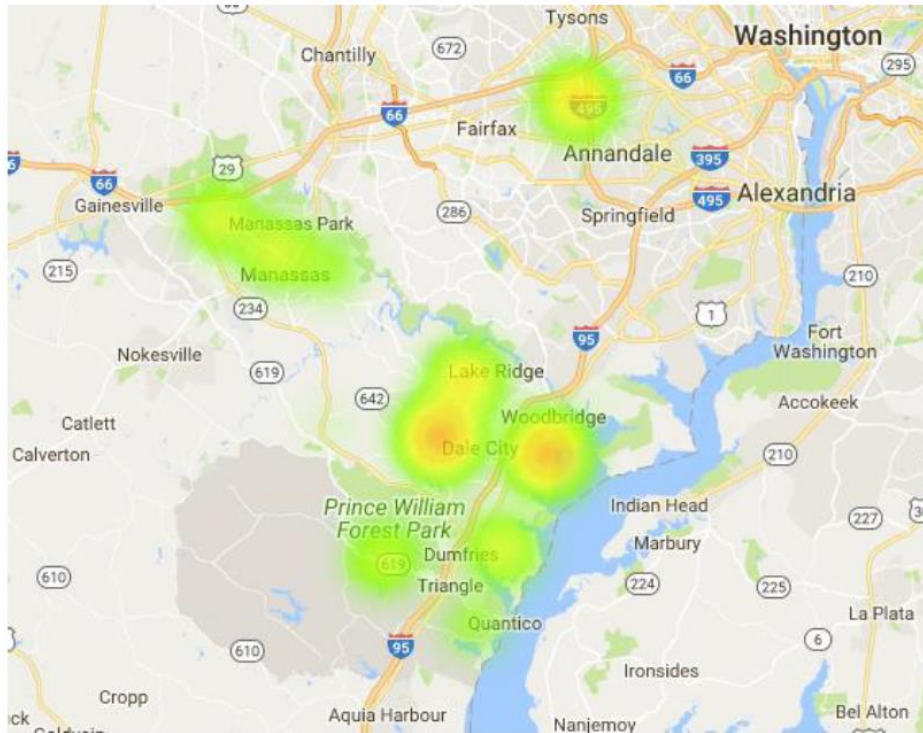


Figure 2: East-West Express Home Location

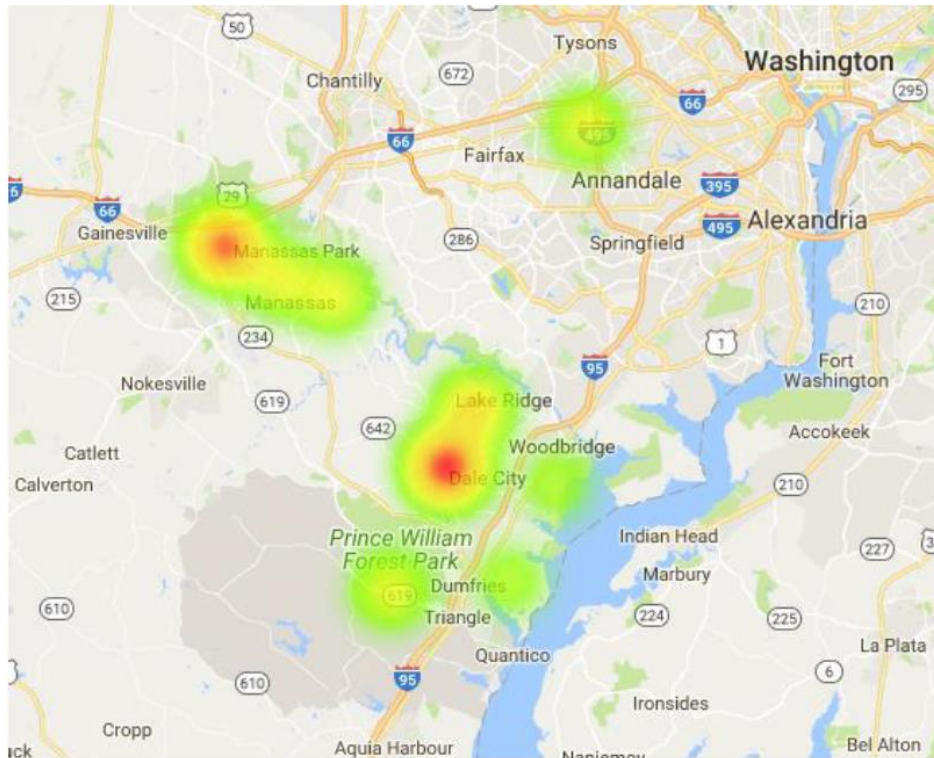


Figure 3: OmniRide Express Home Location

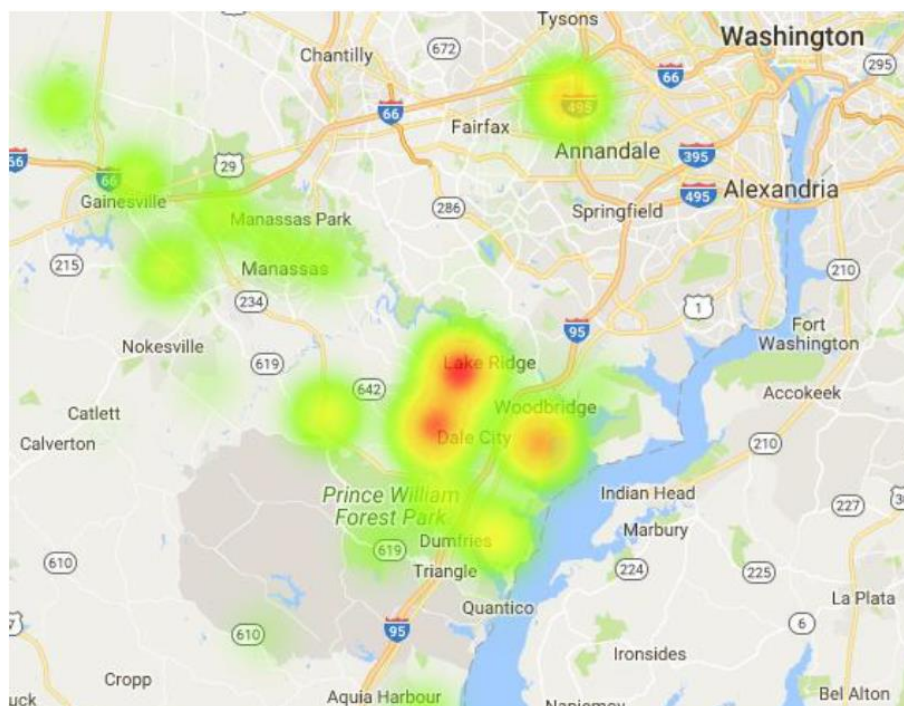
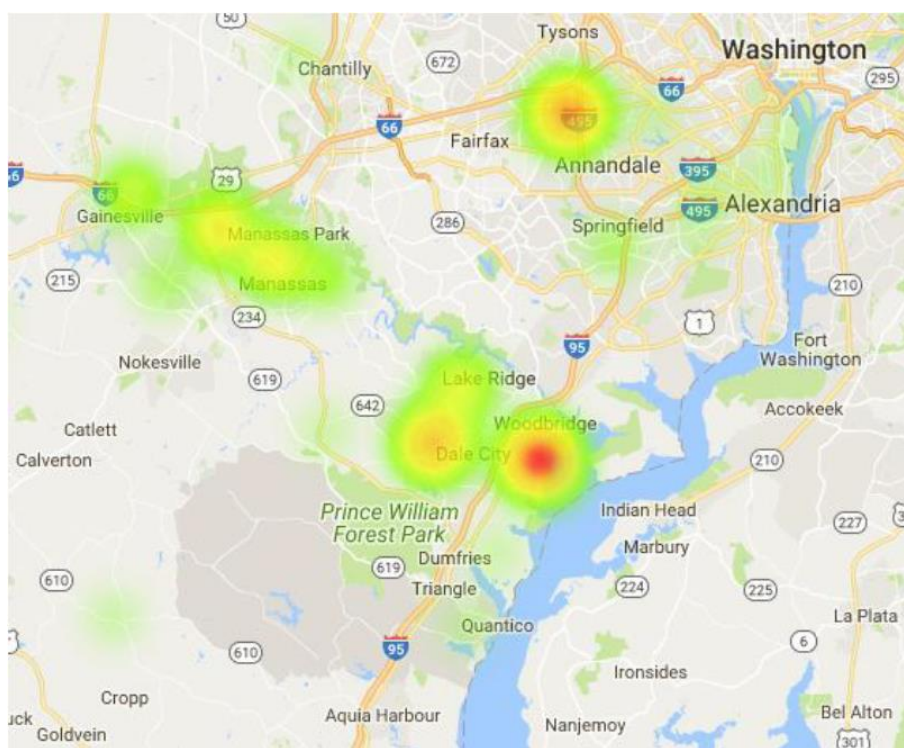


Figure 4: OmniRide Metro Express Home Location





2017 Customer Satisfaction Survey

For many years, OmniRide conducted customer satisfaction surveys of its OmniRide Express (formerly OmniRide) / OmniRide Metro Express (formerly Metro Direct) service and OmniRide Local (formerly OmniLink)/East-West Express (formerly Cross County Connector) service three times a year (fall, winter, and spring), generally corresponding with service change intervals. The most recent survey was completed in June 2017. Survey results are summarized in the sections that follow.

OmniRide Local/East-West Express Service

Key findings of the customer satisfaction survey for the OmniRide Local and East-West Express service are summarized below and presented in **Table 6**:

- Nearly half of respondents indicated they rode because it was their only means of transportation
- Approximately a third indicated affordability and convenience were also reasons to use the service
- Overall, 76 percent rated the service as excellent and only 3 percent rated it as poor
 - Riders gave the highest “excellent” ratings (83 percent) to how safely the drivers operate the buses and the drivers’ knowledge of the service
 - On-time performance received the lowest ratings of the categories. More riders rated on-time performance as “average” (33 percent) or “poor” (7 percent) than any other category. Still, 60 percent rated on-time performance as “excellent.”
- Over 90 percent of riders indicated they were very likely (57 percent) or likely (34 percent) to recommend OmniRide Local/East-West Express service to others
- The most common comments related to:
 - Need for more routes/more buses (13 percent)
 - Need for more weekend service
 - Sunday service (11 percent)
 - Saturday service (4 percent)
 - Weekend service (6 percent)
 - Positive comments (12 percent)
 - Operating policies/performance, most notably on-time performance (11 percent)

OmniRide Express/Metro Express Service

Key findings of the customer satisfaction survey for the OmniRide Express and OmniRide Metro Express service are summarized below and presented in **Table 7**:

- Nearly 80 percent of respondents indicated they rode to avoid stress and traffic
- More than 60 percent indicated convenience and employer-provided SmarTrip/SmartBenefits were also reasons to use the service
- Overall, 73 percent rated the service as excellent and only 3 percent rated it as poor
 - Riders gave the highest “excellent” ratings to the cleanliness of the buses (83 percent) and how safely the drivers operate the buses (79 percent)
 - On-time performance received the lowest ratings of the categories. More riders rated on-time performance as “average” (36 percent) or “poor” (10 percent) than any other category. Still, 55 percent rated on-time performance as “excellent.”
- Over 95 percent of riders indicated they were very likely (63 percent) or likely (33 percent) to recommend OmniRide Express/Metro Express service to others
- The most common comments related to:
 - Operating policies/performance, most notably on-time performance and overcrowding (31 percent)
 - Positive comments (21 percent)
 - Need for more routes/more buses (17 percent)
 - Driver proficiency issues (14 percent)



Table 6: Spring 2017 OmniRide Local/East-West Express (formerly OmniLink/Cross County Connector) Service Customer Satisfaction Survey Results

OmniRide Local/East-West Express - Spring of 2017 (June)									
Reasons to use OmniRide Local/East-West Express		Only means of transportation		Convenience	Affordability	Easy to use	Reliability	Disability	Other reason
		48%	# of respondents	Mean	35%	24%	14%	8%	6%
Service ratings						%	%	%	
		Cleanliness of the buses	532	8.2		72%	26%	2%	
		On-time performance	499	7.6		60%	33%	7%	
		How safely drivers operate the buses	521	8.7		83%	16%	2%	
		Condition of the buses	506	8.5		78%	20%	2%	
		Helpfulness/courtesy of drivers	520	8.6		77%	21%	2%	
		Drivers' knowledge of operations	518	8.8		83%	15%	2%	
		Overall quality of service	517	8.3		76%	20%	4%	
Mean of means and mean of percentage		516		8.4		76%	22%	3%	
Likelihood to recommend OmniRide Local/East-West Express									
			# responding	Very likely	Somewhat likely	Not very likely	Would not recommend it		
			515	57%	34%	7%	3%		
Comments	# of respondents	Pricing practices	Operating practices/performance	Bus design	Desire for additional amenities	Bus main-tenance	Communi-cation issues	Driver proficiency issues	
	202	5%	11%	0%	0%	0%	0%	5%	
		Need Saturday service	Need Sunday service	Need weekend service	Need more routes/buses	Positive comments	Other	Nothing in particular	
		4%	11%	6%	13%	12%	9%	30%	



Table 7 : Spring 2017 OmniRide Express/Metro Express (formerly OmniRide/Metro Direct) Service Customer Satisfaction Survey Results

OmniRide Express/Metro Express - Spring of 2017 (June)										
Reasons to use OmniRide Express/Metro Express	Avoid Stress/traffic	Convenience	Employer provides SmartTrip/SmartBenefits	Save money	Reliability	Comfort	Save time	Other	My only transportation	Disabled - can't drive
	78%	68%	64%	40%	36%	34%	45%	3%	6%	2%
Service ratings		# of respondents	Mean	% Excellent		% Average		% Poor		
Cleanliness of the buses	394	8.6	83%	16%	1%					
On-time performance	394	7.2	55%	36%	10%					
How safely drivers operate the buses	394	8.5	79%	20%	1%					
Condition of the buses	394	7.9	68%	29%	3%					
Helpfulness/courtesy of drivers	392	8.4	77%	22%	1%					
Drivers' knowledge of operations	387	8.3	73%	25%	2%					
Overall quality of service	391	8.1	73%	24%	2%					
Mean of means and mean of percentage	392	8.1	73%	25%	3%					
Likelihood to recommend OmniRide Express/Metro Express	# responding	Very likely	Somewhat likely	Not very likely	Would not recommend it					
	395	63%	33%	3%	1%					
Comments	# of respondents	Need additional routes/ more buses	Operating practices/ performance	Driver proficiency issues	Bus maintenance	Communication issues	Desire for additional amenities	Bus design	Pricing practices	Need weekend service
	267	17%	31%	14%	8%	5%	3%	3%	7%	0%
	Need Sunday Service		Other responses	Nothing in particular	Positive comments					
	0%	10%	15%	21%						

Metroquest Community Survey

As part of OmniRide's strategic planning process, public outreach was conducted using MetroQuest interactive online survey in 2018, which allowed the public to give input to develop specific recommendations. The online interactive survey was open to the public from February 15th to March 15th, 2018. A paper copy of the survey was also made available for those who opted out of the mobile survey or were unable to access it. The survey was promoted through various platforms, including the PRTC website, PRTC email blasts, and other jurisdictional websites. In person outreach to further promote the survey was done on Tuesday, February 27th, 2018.

The survey was comprised of three main exercises that covered the following topic areas:

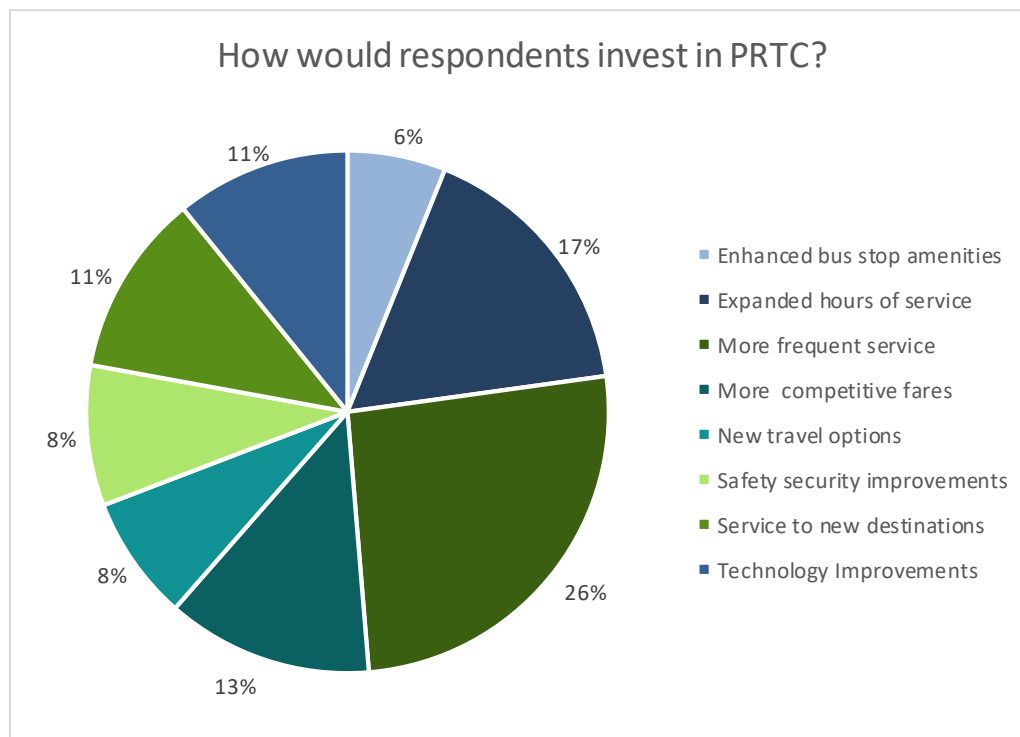
- **Budgeting** — This exercise allowed respondents to identify features they would invest in using 50 coins.
- **Map Your Travel** — This exercise provided insight on different origins and destinations in the PRTC service area and overall region.
- **Priorities** — This exercise asked respondents to rank potential strategies on how well they would improve PRTC service.

There were 616 total survey respondents, 607 of which responded online using the MetroQuest survey. The results of the survey are summarized below.

Budgeting

Figure 5 summarizes the results of the budgeting exercise. Overall, respondents allocated 26 percent of the total budget to more frequent service. Expanded hours of service and more competitive fares were also frequently selected.

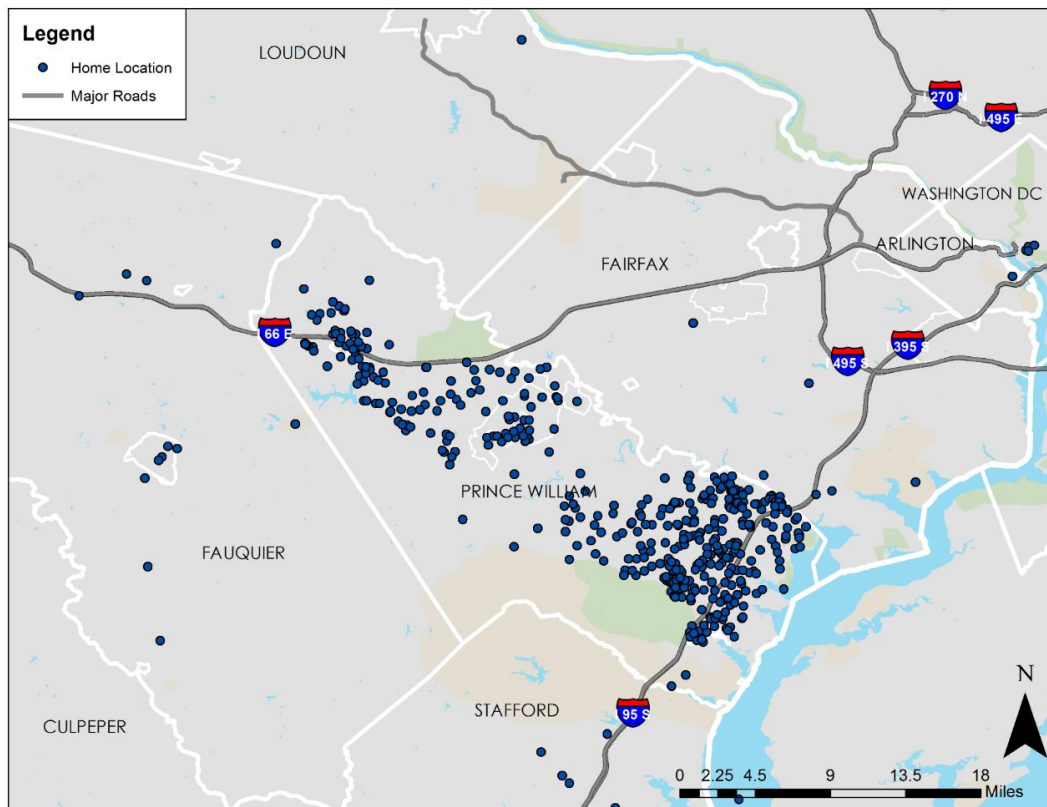
Figure 5: Results of Budgeting Exercise



Map Your Travel

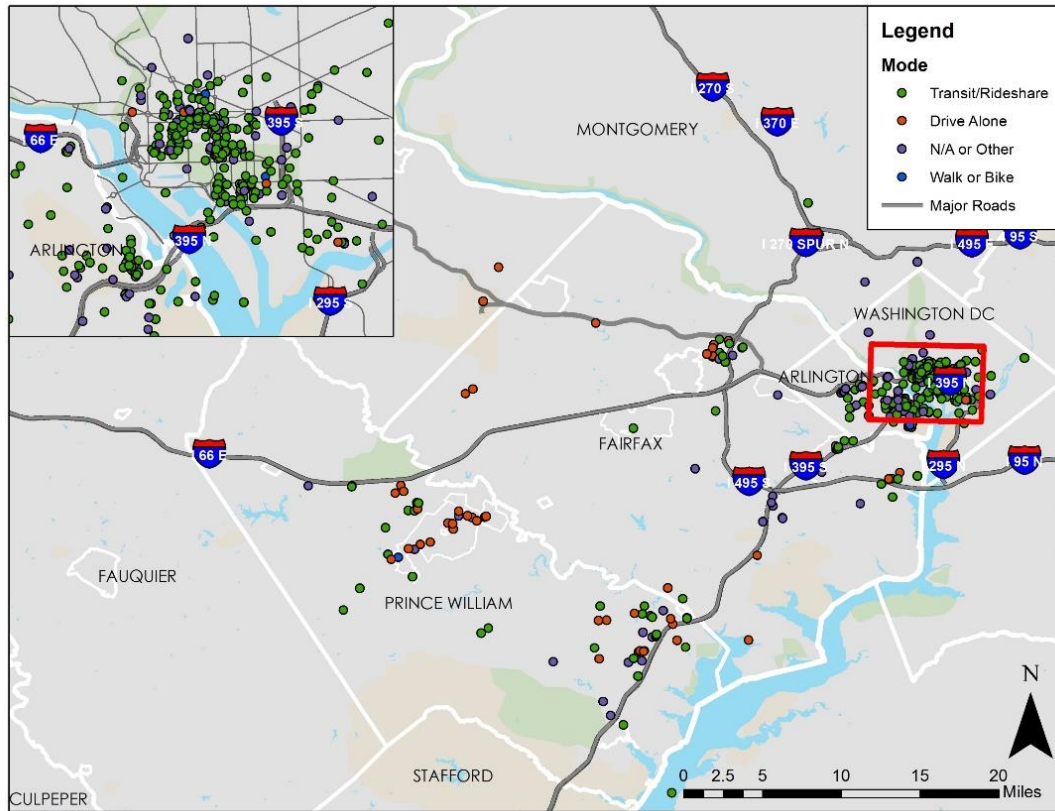
As shown in **Figure 6**, the greatest home location density is concentrated along the I-95 corridor in the Woodbridge and Dale City areas. Manassas and Gainesville were also commonly referenced as home locations. Very few respondents live outside of Prince William County, Manassas, and Manassas Park.

Figure 6: Concentration of Home Markers



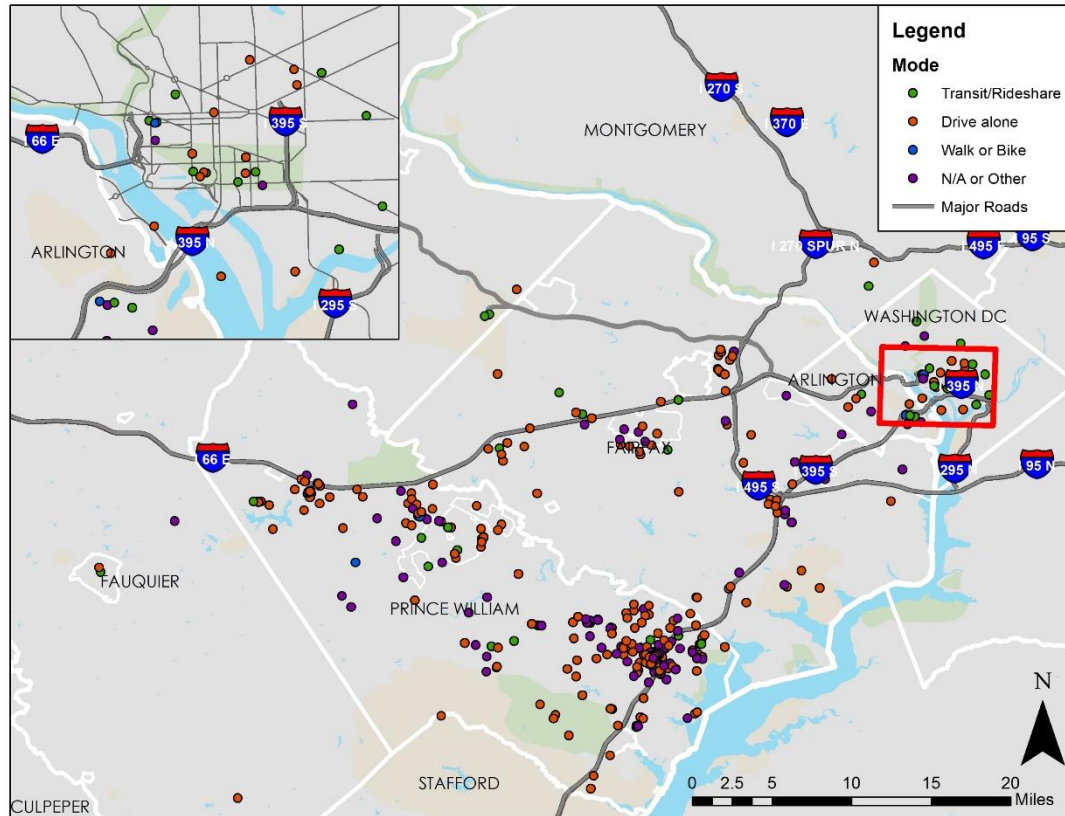
The top work destinations across all survey responses were Arlington and Washington, D.C., as shown in **Figure 7**. Although some respondents did not report a specific mode, the majority (70 percent) listed the bus as their primary mode for work trips. However, most respondents (82 percent) drive alone to reach non-work destinations. For those that choose not to use transit to commute to work, most respondents said they did not do so because there is either no service available or it takes too much time.

Figure 7: Concentration of Work Markers



As shown in **Figure 8** non-work trips were more diverse, but there was a concentration of markers around the Potomac Mills area. Non-work trips include trips made for school, shopping, medical, and recreation purposes. Of particular note is that 70 percent of the non-work trips were within Prince William County.

Figure 8: Concentration of Non-Work Trip Markers

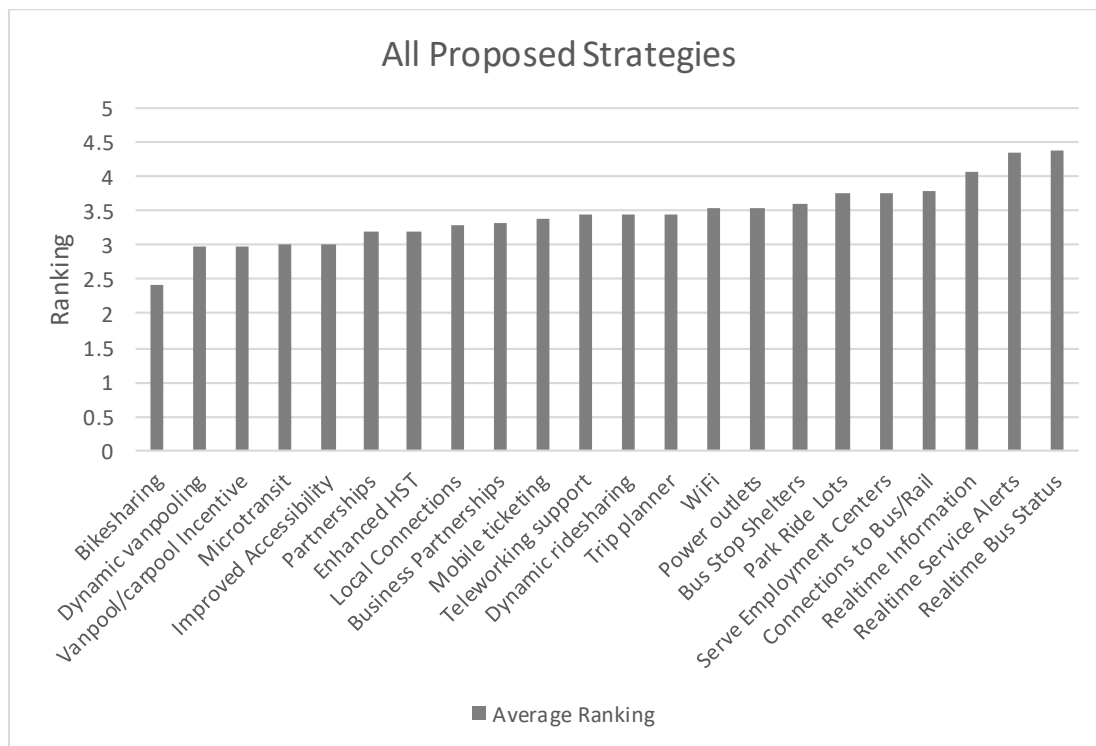


Priorities

Figure 9 summarizes the results of the priorities exercise. Real-time information items were the highest ranked across all categories:

- Real-time bus status = 4.39/5 stars
- Real-time service alerts = 4.36/5 stars
- Real-time information = 4.06/5 stars

Figure 9: Results of Priorities Exercise



The following bullets summarize the main takeaways from the public surveying period:

- More frequent service is where PRTC riders and non-riders would invest resources
- People are overwhelmingly in favor of real-time information on bus arrival and service changes
- Partnerships to increase parking supply could help increase ridership
- There is approximately equal support for bus/rail connections as opposed to employment centers

Support for Transit

Stakeholder Interviews

Four interviews with key regional stakeholders were conducted as part of OmniRide's TDM Plan to determine the level of support for TDM within the community. Those interviewed included:

- Ricardo Canizales — Director of Transportation, Prince William County
- Debbie Jones — President and CEO, Prince William Chamber of Commerce
- Steve Liga — Vice Chair, Greater Prince William Coalition for Human Services
- Honorable Martin Nohe — Coles District Supervisor and OmniRide Commissioner, Prince William County

These interviews also revealed the level of support for transit in the community. Stakeholder interviews were conducted during March and April 2018. Special consideration was placed on selecting individuals with diverse backgrounds and roles within the service area to ensure varied feedback. From the four interviews, the following summarizes several key takeaways for OmniRide's transit program:

- There is value in strengthening OmniRide's role as a solution to congestion and mobility challenges among the public and business community
- The transit service must be easy to understand and use to attract new riders (e.g., the recent rebranding of service types to names reflecting the service provided)
- More robust, reliable, and user-friendly local service is critical to promoting the development and success of Prince William County and should receive more priority than it has in the past

- Groups with the best ability to increase OmniRide's ridership include senior citizens who no longer drive, younger adults who prefer to be "car-free," lower-income residents, and clients and employees of human service agencies
- Cross-county connectivity is an issue, with only one local route due to lack of densities to support more service

Evaluation of Transit Market Demand and Underserved Areas

This section examines land use, employment, and population patterns as well as the existing demographic factors that influence transit demand with a focus on underserved rider communities in Prince William County.

Opportunities for improvement are then provided, including areas with high transit demand or underserved communities that may benefit from additional service. Specific solutions are suggested that will be incorporated into the planned improvements and modifications discussed in Chapter 3.

Transit Demand and Underserved Area Evaluation

This section evaluates demand for OmniRide services and identifies underserved areas by breaking service down into two categories: (1) intra-county service and (2) regional service. Intra-county service includes all OmniRide Local routes and the East-West Express, while regional service includes all OmniRide Express and OmniRide Metro Express routes. It is important to note that these two categories do not directly overlap with how OmniRide reports its service data to the National Transit Database (NTD), and these categories are only used for evaluating transit demand and underserved areas.

Intra-County Service (OmniRide Local and the East-West Express)

OmniRide Local routes and the East-West Express serve the local travel market within Prince William County (the independent Cities of Manassas and Manassas Park are included for this evaluation). As such, it is important to understand the communities that make up OmniRide ridership within Prince William County, particularly those that might be considered transit-dependent. A transit propensity index was created to show census tracts within Prince William County that have comparatively higher concentrations of transit-dependent communities within the County. Factors used in this index include households below poverty level, limited English speakers, percent white/non-Hispanic, percent born outside the US, population older than 65 years old, and zero car ownership. Compared to the Virginia statewide average, Prince William County stands out in a few key demographics:

- Wealthier than average (6.1 percent below poverty level compared to 10.6 percent statewide)
- Higher than average minority populations (42.0 percent white/non-Hispanic compared to 61.5 percent statewide)
- Higher than average foreign-born populations (23.4 percent born outside the US compared to 12.1 percent statewide)

The map shown in **Figure 10** illustrates the transit propensity index. The two darkest green colors represent an above-average concentration of transit-dependent populations within the County and are considered "high-risk" tracts for the purposes of this evaluation. There are 37 high-risk tracts within Prince William County, 36 of which are served by OmniRide Local (up to ¾-mile deviations from the route) or the East-West Express. The one tract not covered by existing services is directly north of I-66 on the western end of the Manassas National Battlefield Park. The groups included in the transit propensity index consists of riders that are most likely to take or need transit. Covering these areas with existing and future service will not only provide meaningful human services transportation but also ensure that those who need it most have a ride to work and other non-work-related trips.

In evaluating transit demand and underserved areas within Prince William County, it is also important to understand how the area will change and grow over the next 10 years. **Table 8** and **Figure 11** show that Prince William County is expected to see significant growth by 2030, exceeding the statewide and nationwide growth expectations.

Figure 10: Transit Propensity Index

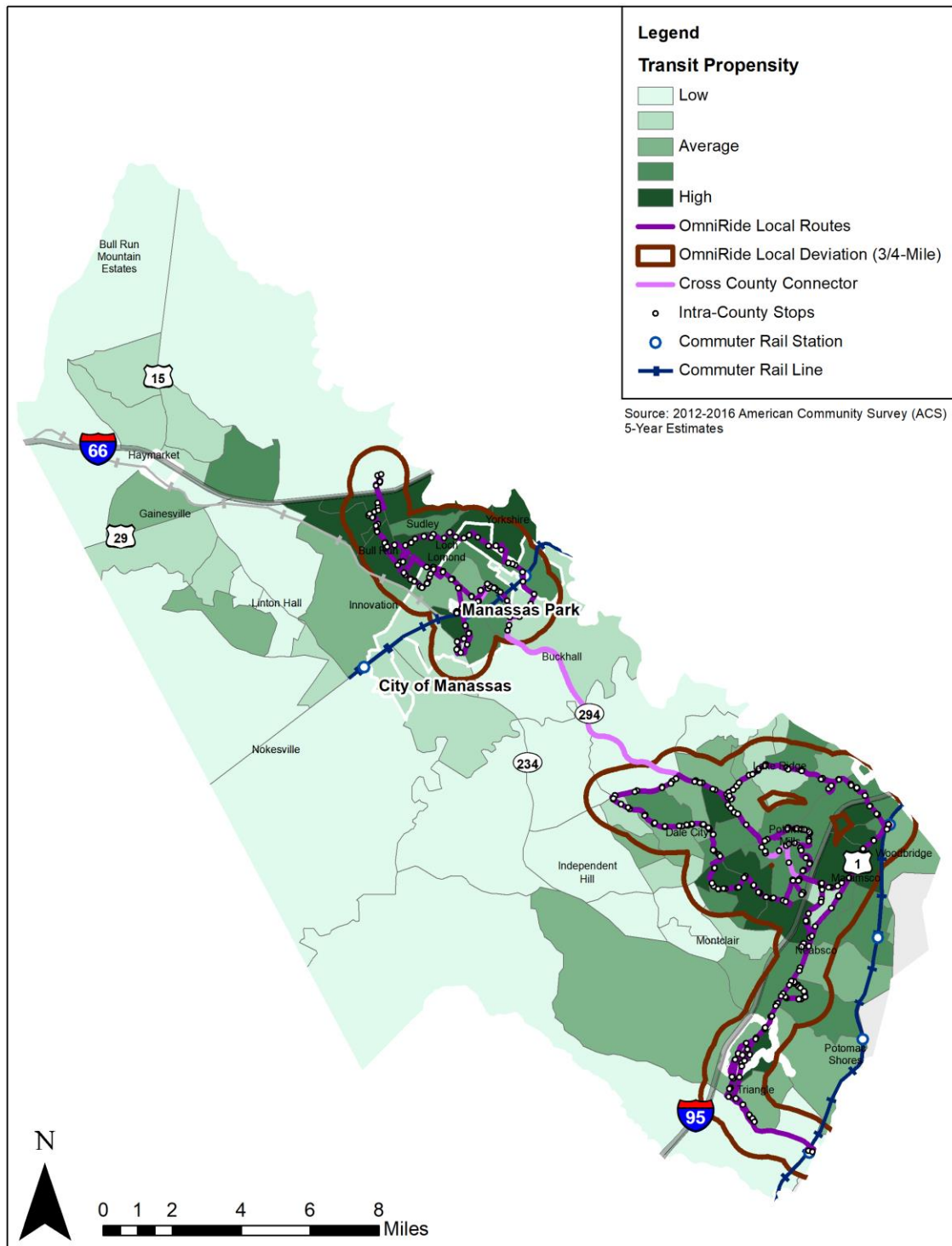
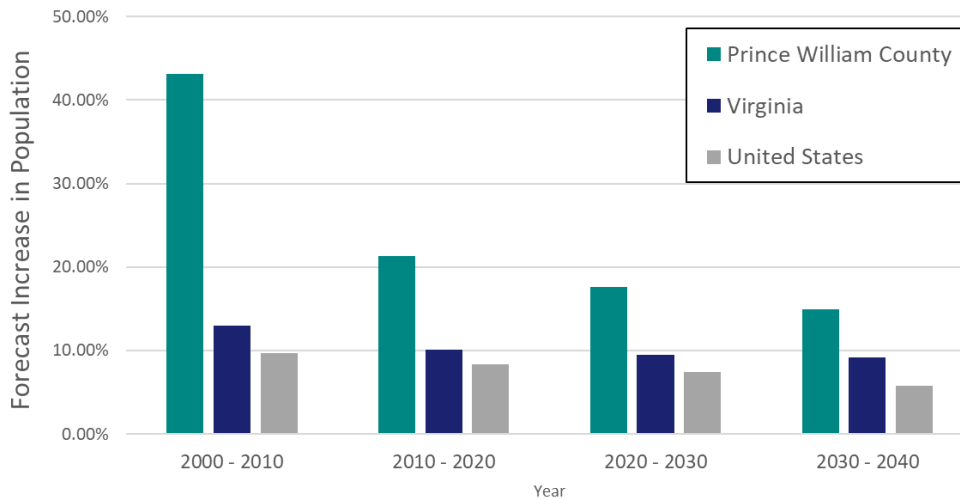


Table 8: Projected Population and Employment Growth

	2020	2030	Percent Change
Population	527,600	592,900	12.4%
Employment	196,400	237,600	21.0%
Total Activity	724,000	830,500	14.7%

Calculations based on data produced by MWCOG Round 9.1 Forecasted Traffic Analysis Zones

Figure 11: Prince William County Population Growth Comparison



Source: Virginia Employment Commission, Economic Information & Analytics; US Census

Additionally, population and employment densities were also incorporated into the intra-county evaluation of transit demand and underserved areas. Using data from the Metropolitan Washington Council of Governments (MWCOG) traffic analysis zones, maps of 2020 and 2030 activity density were developed, shown in **Figure 12** and **Figure 13**, respectively. DRPT's 2013 Multimodal Design Guidelines suggest a activity density (people and jobs per acre) as a key measure of the potential transit market. Based on these guidelines, the following density thresholds and service types were identified¹¹:

- 0-1 people and jobs/acre demand response on a case by case basis
- 2-10 people and jobs/acre demand response
- 11-30 people and jobs/acre fixed route service (60-minute headways)
- 31-45 people and jobs/acre fixed route service (30-minute headways)
- 45-60 people and jobs/acre fixed route service (15-minute headways)
- 60+ people and jobs/acre BRT/LRT/Rail

As shown in the figures, significant growth is expected to be seen over the next 10 years; however, this does not necessarily mean Prince William County will see significant density increases by 2030. Most of the growth will be in areas with under 30 people and jobs per acre. This means that there may be opportunities to expand existing or provide additional fixed-route service with 60-minute headways or to supplement higher-frequency transit with demand-response or alternative mobility services. The specific solutions to fill existing and future coverage gaps and service deficiencies will be discussed in the next section when detailing opportunities for improvement.

¹¹ Activity density thresholds and corresponding service types were modified from the 2013 DRPT Guidelines to fit the local context.

Figure 12: 2020 Future Activity Density

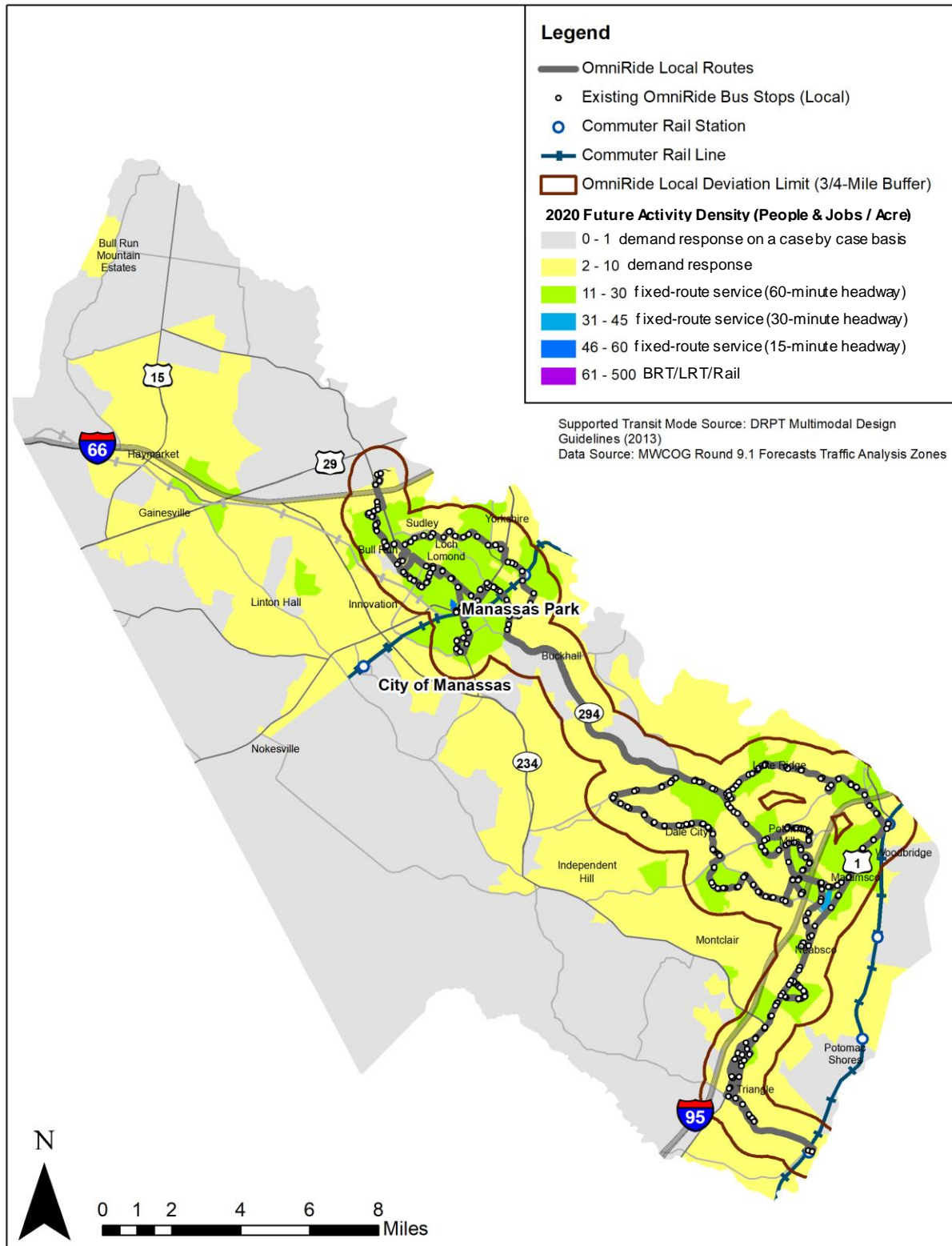
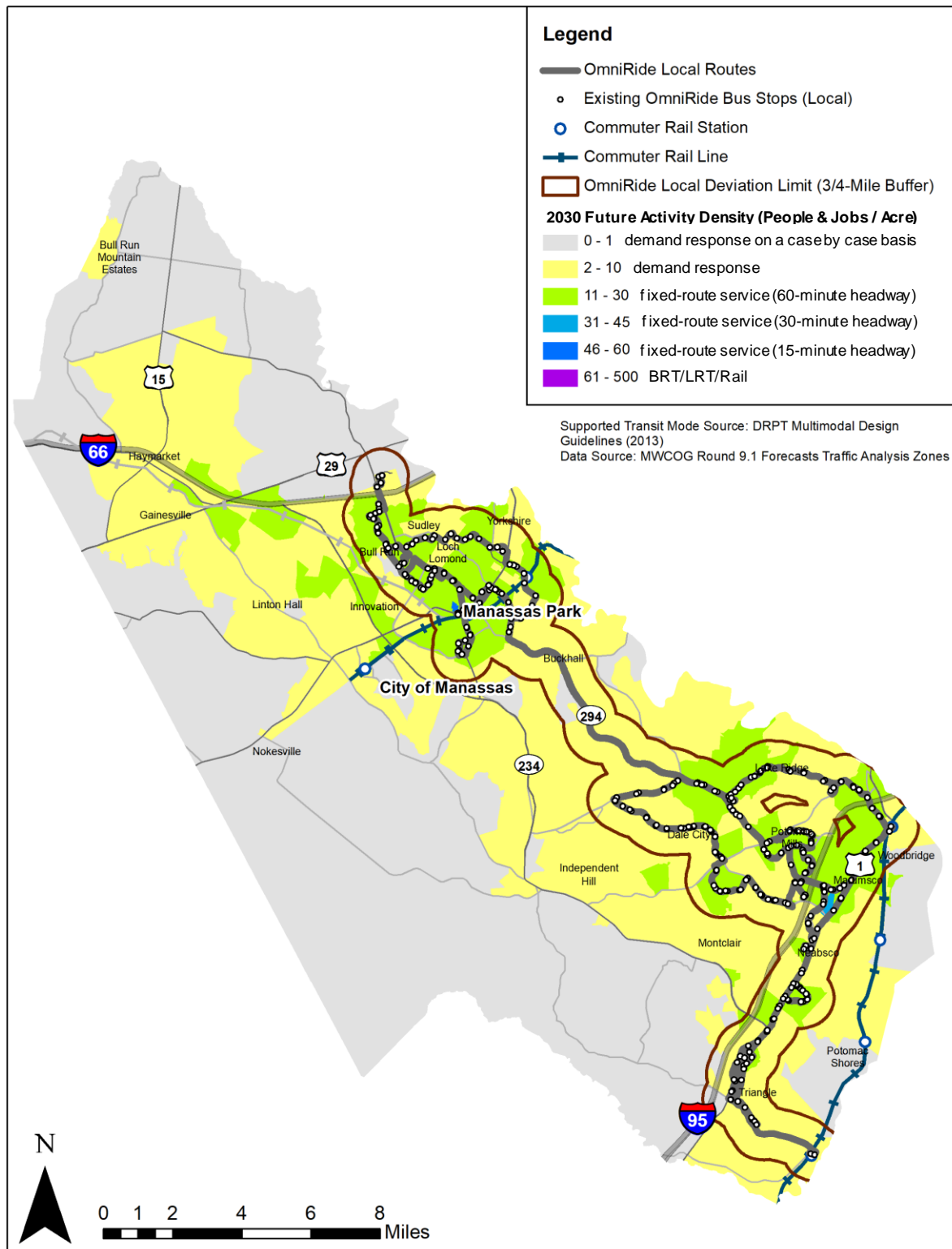


Figure 13: 2030 Activity Density





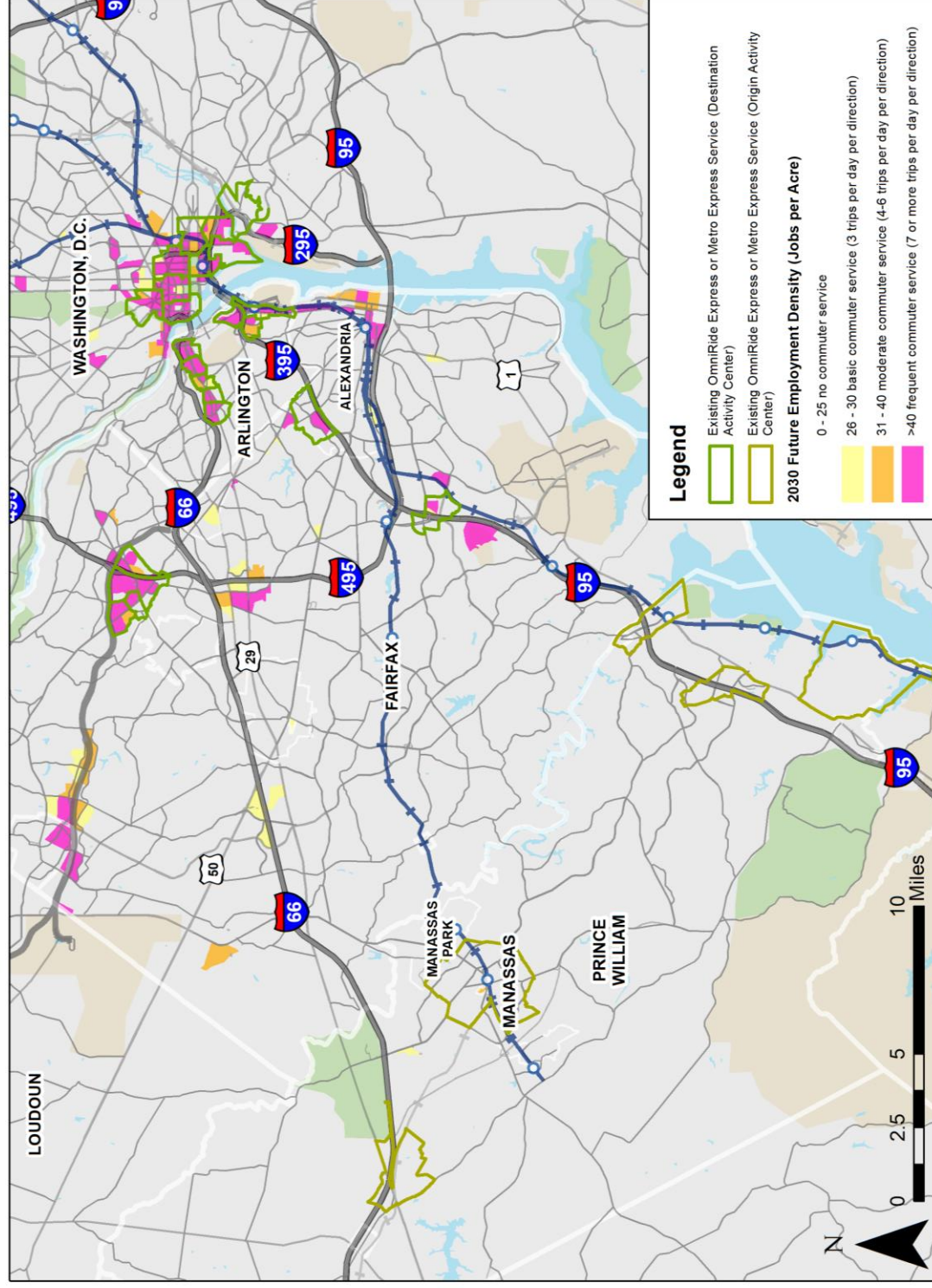
Regional Service (OmniRide Express and Metro Express)

OmniRide Express and Metro Express routes primarily serve a commuter market; therefore, the evaluation of transit market demand and underserved areas was based on employment in the larger Northern Virginia and D.C., region. Using data from MWCOG traffic analysis zones, the map in **Figure 14** was created that shows activity centers with existing OmniRide Express and Metro Express service overlaying 2030 future employment density in the greater region. The following density thresholds were based on 2013 DRPT Guidelines with modifications to levels and corresponding service types to fit the local context:

- < 25 jobs/acre no commuter service
- 26-30 jobs/acre basic commuter service (3 trips per day per direction)
- 31-40 jobs/acre moderate commuter service (4-6 trips per day per direction)
- >40 jobs/acre frequent commuter service (7 or more trips per day per direction)

The results paint an optimistic picture for the continued expansion of commuter bus service. Major activity centers outside existing express service areas will be able to support all levels of commuter service frequency – basic, moderate, and frequent. Based on this map, the specific solutions to fill existing and future coverage gaps and service deficiencies in the regional service area will be discussed in the next section when detailing opportunities for improvement.

Figure 14: 2030 Regional Employment Analysis





Transit Demand and Underserved Area Opportunities for Improvement

The main takeaways from the evaluation of transit demand and underserved areas in the previous section suggest two specific opportunities for improvement: (1) to increase frequency and (2) to increase access to service. The existing coverage of intra-county (OmniRide Local and the East-West Express) and regional service (OmniRide Express and OmniRide Metro Express) cover much of the activity density and transit-dependent populations within Prince William County and many of the major activity centers in the greater region. OmniRide can build on these successes by looking at the patterns of future growth of both employment and population to provide higher-frequency transit and wider-scale coverage within the region.

Increase Frequency

Intra-County Service

Two areas stand out as having both the highest density of activity and the highest concentration of transit-dependent populations that are the most likely to use transit: Manassas-Manassas Park and Woodbridge-Dumfries-Southbridge. **Figure 12** and **Figure 13** suggest that specific locations within each area may be supportive of 30-minute headways both in 2020 and 2030. Moreover, **Figure 5** shows that 26 percent of respondents to the 2018 Metroquest Community Survey would invest in more frequent service if they could choose how OmniRide invests in its future, representing the most common response. These two conglomerations of activity provide opportunities for OmniRide to operate smaller headways on select routes within each area.

Regional Service

Figure 14 shows that nearly every activity center with existing OmniRide Express or Metro Express destinations will have job densities of greater than 40 per acre by 2030. This suggests that OmniRide should continue to increase frequencies on existing routes, targeting that every existing Express and Metro Express route has at least seven trips per day per direction by 2030.

Increase Access to Service

Intra-County Service

Figure 13 shows that many areas within Prince William County will be able to support demand-response service by 2030, most notably an increasing area along US 15 and County Road 234. This future growth will continue filling gaps in transit-supportive areas. While OmniRide continues to improve frequency and capacity on its fixed-route service, it may connect these areas of higher activity density through the deployment of flexible or demand-response service. The area surrounding Gainesville and extending directly east along the I-66 corridor provides an opportunity to address gaps in coverage. This area includes the only existing high-risk tract as shown in **Figure 10** and has pockets of activity density that will support fixed-route bus with 60-minute headways by 2030. However, this growth will not necessarily extend continuously to Manassas-Manassas Park, and less-dense areas will remain between the two. Dedicated services should be focused in the areas that are anticipated to have sufficient activity density to support fixed-route service by 2030. Flexible, alternative mobility service areas anchored by major activity centers may allow OmniRide to increase access to service in areas of lower density that are unable to support fixed-route service. Examples of alternative mobility services include a neighborhood flex service or a partnership with a transportation network company (TNC) such as Lyft, Uber, or Via. Although one-seat rides to more isolated areas may not be possible, a balance of fixed-route and alternative mobility services will allow OmniRide to increase access to transit in Prince William County by investing in service improvements that are sensible for the local context.

Regional Service

Figure 14 shows that multiple major activity centers outside of the existing OmniRide Express and Metro Express service area will be capable of supporting all levels of commuter service frequency by 2030. The major activity centers capable of supporting frequent commuter service by 2030 include:

- Reston and Herndon
- Merrifield
- Fort Belvoir
- Alexandria (Eisenhower and King Street)
- Department of Homeland Security (DHS) Southeast Campus (Southeast DC)

Other minor activity centers near Chantilly, Fair Lakes, and Fairfax Corner may be capable of supporting basic and moderate commuter service based on projected 2030 job density. It is important to note that although these regional activity centers may grow to transit-supportive densities by 2030, direct service from Prince William County may not be feasible until certain transportation projects are completed and planning policies enacted that will make commuter service more competitive with driving. Examples of these projects and policies include the completion of Phase II of the Metrorail Silver Line, the reduction of free parking at office locations along the Route 28 and Silver Line corridor, and construction of the Express Lanes along I-66 outside the Beltway.

Performance Evaluation

The performance evaluation is a key component of Chapter 2 because it establishes a baseline of OmniRide's existing performance and determines improvements to that performance. The DRPT guidelines establish that measures should be used to evaluate both systemwide performance along with each type of service. Motorbus and Commuter Bus columns in this section use the routes as defined in Section 1 of this chapter.

Evaluation of Existing System

Performance measures discussed in Chapter 1 were updated with numbers and are presented in **Table 11**. The table includes the following:

- Systemwide Average (or total)
- Motorbus Routes
 - Service-wide Average
 - Performance Measure
 - Routes Performing Under the Measure
- Commuter Bus Routes
 - Service Average
 - Express Performance Measure
 - Express Routes Performing Under the Measure

Performance measures were identified at the route level using the following process:

- Step 1. Route-level data collected
- Step 2. Performance measures calculated for each individual route
- Step 3. The mean and standard deviation calculated for local and express service groups
- Step 4. The performance measure for each category set as one standard deviation from the mean

Trend Analysis

A 4-year trend analysis was completed for both Motorbus and Commuter Bus services using data for fiscal years 2015 through 2018. The 4-year timeframe includes 3 years of NTD-reported data, along with internal information provided by OmniRide for FY18¹². **Table 9** presents trends across several service, efficiency, and financial

¹² NTD data for FY18 are not publicly available as of the writing of this document.



categories, while **Figure 15** through **Figure 23** chart year-over-year trends for each category. Overall, the operating and financial statistics show a negative trend, with costs rising and less service being put out on the street.

For Motorbus bus, the decrease in revenue hours (-16 percent) and revenue miles (-19 percent) has outpaced the decrease in operating cost (-5 percent) over the full four years. Much of this trend can be attributed to the way the First Transit contract is structured. The more service operated, the lower the average cost per revenue hour charged by First Transit. The reverse is also true. As OmniRide cuts service, the cost per hour goes up in the contract. Thus, OmniRide only received a 5% savings in cutting 16% service hours over the four years. Passenger trips decreased 33% over the four years of analysis. Measures of productivity, passengers per revenue hour and passengers per revenue mile, have decreased by 20 and 17 percent, respectively.

Trends for Commuter Bus service are in better shape than local but also have negative trendlines. Operating cost has remained virtually unchanged, but revenue hours (-11%) and revenue miles (-4%) are both down over the same time period. Over the four years of analysis, Commuter Bus ridership has declined 13%. Measures of productivity, passengers per revenue hour and passengers per revenue mile, have decreased by 2 and 9 percent, respectively.

The structure of the First Transit contract is likely a factor in this trend. Because Motorbus and Commuter Bus service are both paid out of the same contract, it is possible that cuts to one service are impacting the bottom line of the other. This could explain why operating cost is down 5% for Motorbus but unchanged for Commuter Bus service.

Table 9: Four-Year Trends for Motorbus and Commuter Bus

	Motorbus			Commuter Bus		
	FY15	FY18	Change (%)	FY15	FY18	Change (%)
Revenue Hours	92,580	77,665	-16%	76,939	68,533	-11%
Revenue Miles	1,448,905	1,169,842	-19%	1,890,230	1,809,470	-4%
Passengers	1,417,246	946,516	-33%	1,659,163	1,451,086	-13%
Operating Costs	\$15,205,086	\$14,387,469	-5%	\$15,710,321	\$15,736,621	0%
Cost per Rev Hour	\$164.24	\$185.25	13%	\$204.19	\$229.62	12%
Cost per Rev Mile	\$10.49	\$12.30	17%	\$8.31	\$8.70	5%
Cost per Passenger Trip	\$10.73	\$15.20	42%	\$9.47	\$10.84	15%
Passengers per Rev Hour	15.3	12.2	-20%	21.6	21.2	-2%
Passengers per Rev Mile	1.0	0.8	-17%	0.9	0.8	-9%

Figure 15: OmniRide FY15-18 Revenue Miles Trend

Figure 16: OmniRide FY15-18 Revenue Hours Trend

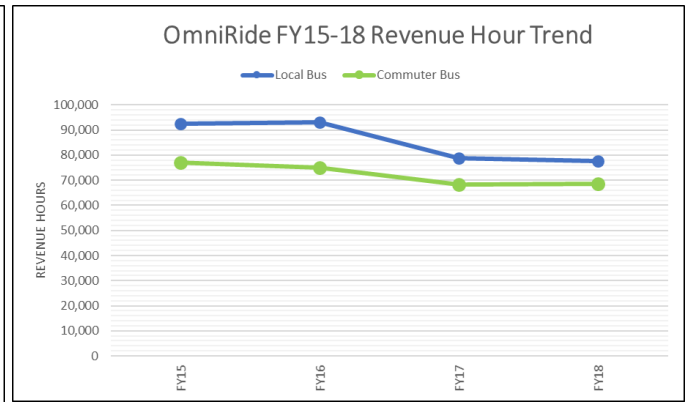
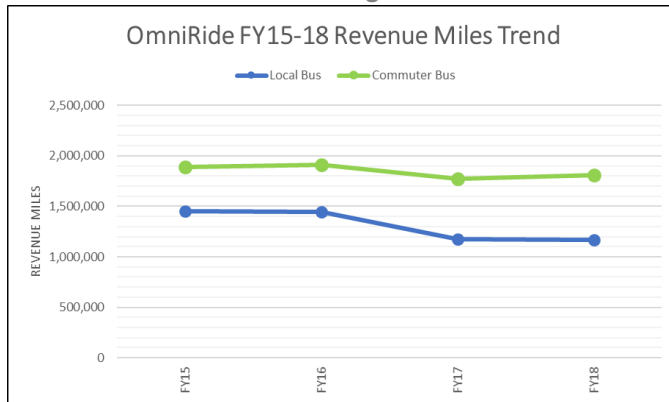


Figure 17: OmniRide FY15-18 Cost per Revenue Mile Trend

Figure 18: OmniRide FY15-18 Cost per Revenue Hour Trend

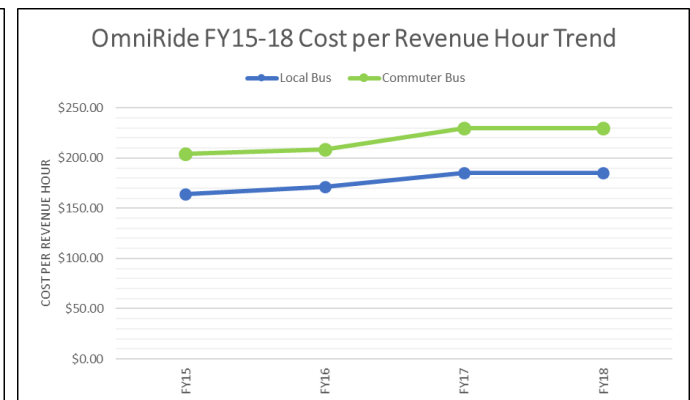
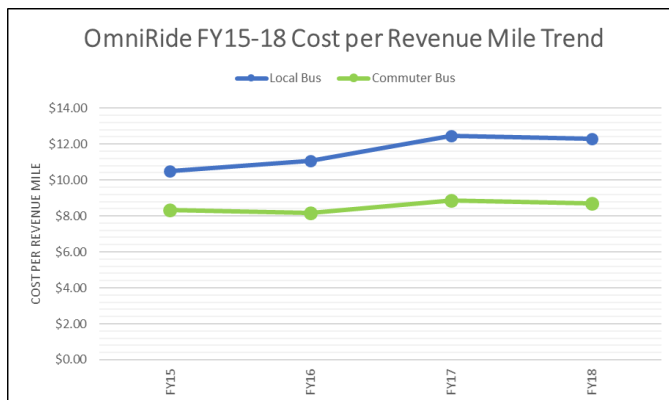


Figure 19: OmniRide FY15-18 Operating Costs Trend

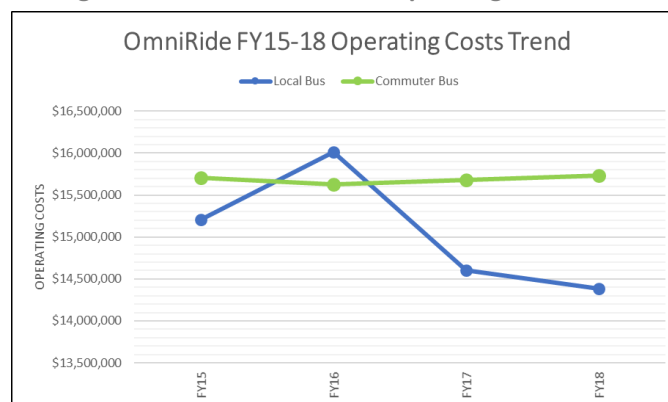


Figure 20: OmniRide FY15-18 Passengers Trend
Figure 21: OmniRide FY15-18 Cost per Passenger Trend

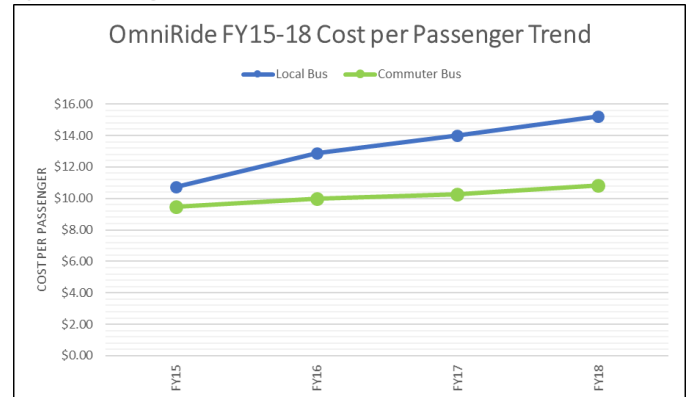
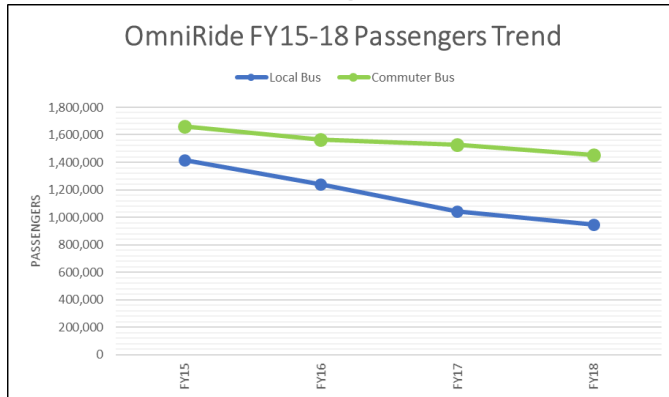
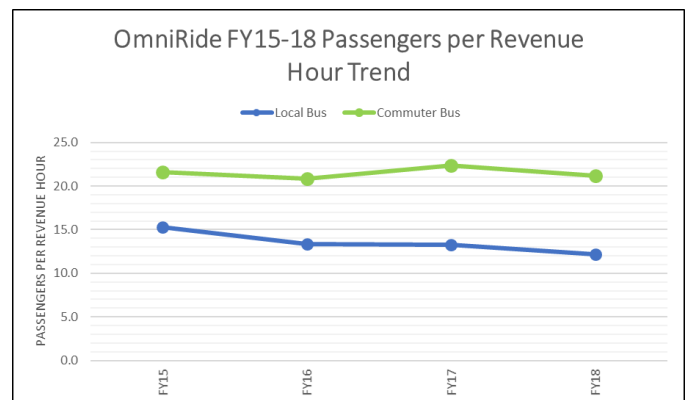
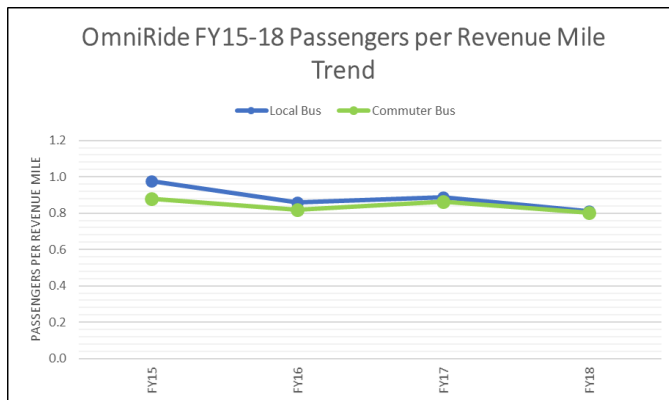


Figure 22: OmniRide FY15-18 Passengers per Revenue Mile Trend
Figure 23: OmniRide FY15-18 Passengers per Revenue Hour Trend



Note that many regional operators in Greater Washington are experiencing trends similar to PRTC, as shown in **Table 10**. While service is being added across the region, passenger trip trends are mostly negative (except for Arlington), and productivities are down across all operators.

Table 10: Six Year Trends for Regional Operators

Operator	Change, FY2010-16					
	Revenue Hours	Revenue Miles	Passenger Trips	Trips per Capita	Trips per rev mi	Trips per rev hr
Fairfax Connector	36%	19%	-7%	-13%	-22%	-32%
PRTC	8%	13%	-12%	-20%	-22%	-18%
Prince George County Transit	18%	23%	-8%	-14%	-25%	-22%
Ride On Montgomery County Transit	5%	7%	-12%	-7%	-12%	-10%
Arlington Transit	94%	104%	56%	49%	-23%	-19%

Additional detail on transit trends for PRTC and Greater Washington is provided in the PRTC Strategic Plan Phase II, specifically in the Condition of Existing Services and Future Trends Summary published in August 2017.



Opportunities for Improvement

Performance measures were evaluated at the route level for both local and Commuter routes, as shown in **Table 12**.

Local Routes

Two local routes stand out for low performance, Manassas and Manassas Park. It is unclear due to aggregation whether Manassas South or Manassas North are dragging down performance; it could be both. These routes were modified in late 2019 as part of OmniRide's western restructuring initiative.

Commuter Routes

Three express routes stand out for having multiple measures below the identified performance standard:

- Lake Ridge-Mark Center (L-300)
- Dale City-Mark Center (D-400)
- Tysons Corner (T)

Each of these routes are subsidized by Virginia funding above normal appropriations because each has been identified as having a strategic purpose. It is possible a market will develop in the coming years as additional development occurs in each job center. If lagging performance continues, these routes may be revised or eliminated, in coordination with DRPT and other stakeholders.

Another area for improvement is overcrowding incidents. Two routes, Dale City-Washington (D-100) and Gainesville-Washington (611), stand out for exceeding the performance measure. The D-100 was overcrowded (defined as having more than 57 passenger on-board the vehicle) approximately 6 percent of its FY18 trips, while the 611 was over 57 passengers on a trip 10 percent of its FY18 trips. While some of this crowding could be due to weather or other unusual circumstances, the data indicate that these routes would be best to add service to help alleviate the issue.



Table 11: Identified Performance Measures

	Systemwide	Motorbus Analysis			Commuter Bus Analysis		
		Average/ Total	Target Performance Measure	Routes Exceeding Target	Average/ Total	Target Performance Measure	Routes Exceeding Target
Ridership	Passengers per revenue hour	16.4	7.8	2	21.2	12.1	3
	Passengers per revenue mile	0.8	0.5	1	0.8	0.4	3
	Passengers per bus trip	21	9	2	24	14	3
Cost Efficiency	Total ridership	2,397,602	n/a	n/a	1,451,086	n/a	n/a
	Cost per revenue hour	\$206.05	\$185.25	0	\$229.62	\$229.62	0
	Cost per revenue mile	\$10.11	\$12.30	3	\$8.70	\$9.99	2
	Farebox recovery	36%	9%	0	60%	34%	3
	Subsidy per passenger trip	\$8.07	\$13.81	2	\$4.32	\$16.45	2
Safety	Preventable accidents per 100k revenue miles	0.76	n/a	n/a	n/a	n/a	n/a
	Service interruptions per 100k revenue miles	23	n/a	n/a	n/a	n/a	n/a
	Preventable injuries per 100k revenue miles	0.4	n/a	n/a	n/a	n/a	n/a
	Total Number of Security Events (Bus, Facility, and Cyber)	25	n/a	n/a	n/a	n/a	n/a
Service Quality	Overcrowding incidents per trip	n/a	n/a	n/a	2%	5%	2
	Valid customer complaints per 100k revenue miles	50.5	21.0	n/a	69.6	n/a	n/a
	Percentage of stops with transit amenities (i.e. shelters, benches)	11.7	20.8	n/a	10.7	25	n/a
System Coverage and Availability	Employment within 3/4 mile of route	n/a	n/a	n/a	n/a	n/a	n/a
	Population within 3/4 mile of route	n/a	295,300	n/a	n/a	n/a	n/a
	Percentage of high-risk tracts served within 3/4 mile of route	n/a	97%	n/a	n/a	n/a	n/a
	Percent of Northern Virginia and DC jobs within 1/2 mile of a destination stop	n/a	n/a	n/a	34%	n/a	n/a
	Percent of identified activity centers within 1/2 mile of a destination stop	n/a	n/a	n/a	23%	n/a	n/a



Table 12: Route Level Performance Measure Analysis

Commuter Bus																										
	Passengers	Revenue hours	Revenue miles	Bus trips	Overcrowd ed trips	Operating cost	Farebox	Boardings per rev hr	Boardings per rev mi	Boardings per trip	Net cost per passenger	Net cost per bus trip	Farebox recovery	Cost per rev hr	Cost per rev mi	Subsidy per pass trip	Percent overcrowd ed									
Lake Ridge-Washington (L-100)	167,843	7,168	162,642	5,802	112	\$1,645,960	\$1,134,828	23.4	1.0	29	\$3.05	\$88.10	69%	\$229.62	\$10.12	\$3.05	2%									
Lake Ridge-Pentagon/Crystal City (L-200)	84,297	3,605	93,895	3,459	45	\$827,883	\$532,063	23.4	0.9	24	\$3.51	\$85.52	64%	\$229.62	\$8.82	\$3.51	1%									
Lake Ridge-Mark Center (L-300)	9,646	1,597	35,068	1,764	2	\$366,650	\$62,509	6.0	0.3	5	\$31.53	\$172.42	17%	\$229.62	\$10.46	\$31.53	0%									
Dale City-Washington (D-100)	326,105	13,422	326,148	9,752	569	\$3,081,983	\$2,176,276	24.3	1.0	33	\$2.78	\$92.87	71%	\$229.62	\$9.45	\$2.78	6%									
Dale City-Pentagon-Rosslyn/Ballston (D-200)	106,896	5,322	136,679	4,461	45	\$1,222,058	\$702,949	20.1	0.8	24	\$4.86	\$116.37	58%	\$229.62	\$8.94	\$4.86	1%									
Dale City-Washington Navy Yard (D-300)	110,082	6,088	140,643	3,937	92	\$1,397,885	\$698,772	18.1	0.8	28	\$6.35	\$177.58	50%	\$229.62	\$9.94	\$6.35	2%									
Dale City-Mark Center (D-400)	14,836	1,449	45,174	1,764	1	\$332,694	\$101,229	10.2	0.3	8	\$15.60	\$131.22	30%	\$229.62	\$7.36	\$15.60	0%									
Gainesville-Washington (G11)	124,212	4,444	111,645	2,995	295	\$1,020,337	\$783,241	28.0	1.1	41	\$1.91	\$79.16	77%	\$229.62	\$9.14	\$1.91	10%									
Gainesville-Pentagon (G12)	61,436	2,151	81,071	2,123	67	\$493,979	\$382,958	28.6	0.8	29	\$1.81	\$52.29	78%	\$229.62	\$6.09	\$1.81	3%									
Montclair-Washington (MC-100)	162,314	6,902	194,500	4,748	187	\$1,584,761	\$1,086,937	23.5	0.8	34	\$3.07	\$104.85	69%	\$229.62	\$8.15	\$3.07	4%									
Montclair-Pentagon (MC-200)	102,056	3,695	137,545	3,876	107	\$848,558	\$669,161	27.6	0.7	26	\$1.76	\$46.28	79%	\$229.62	\$6.17	\$1.76	3%									
South Route 1 (RS)	51,248	2,980	76,549	2,078	8	\$684,254	\$341,513	17.2	0.7	25	\$6.69	\$164.94	50%	\$229.62	\$8.94	\$6.69	0%									
Manassas-Washington (601)	54,799	3,929	98,341	2,745	11	\$902,083	\$340,765	13.9	0.6	20	\$10.24	\$204.49	38%	\$229.62	\$9.17	\$10.24	0%									
Manassas-Pentagon (602)	56,711	3,722	119,669	3,598	8	\$854,565	\$349,961	15.2	0.5	16	\$8.90	\$140.25	41%	\$229.62	\$7.14	\$8.90	0%									
Tysons Corner (T)	18,605	2,060	49,899	1,752	4	\$472,969	\$109,334	9.0	0.4	11	\$19.54	\$207.55	23%	\$229.62	\$9.48	\$19.54	0%									
Motorbus																										
Local																										
Woodbridge/Lake Ridge	224,953	19,932	209,850	13,972	N/A	\$3,692,422	\$208,011	11	1.1	16	\$15.49	\$249.39	6%	\$185.25	\$17.60	\$15.49	N/A									
Dale City	122,970	9,899	156,468	6,171	N/A	\$1,833,862	\$100,076	12	0.8	20	\$14.10	\$280.96	5%	\$185.25	\$11.72	\$14.10	N/A									
Dumfries	159,951	9,990	128,690	6,171	N/A	\$1,850,720	\$138,519	16	1.2	26	\$10.70	\$277.46	7%	\$185.25	\$14.38	\$10.70	N/A									
Route 1	69,320	7,131	106,087	4,033	N/A	\$1,320,970	\$76,567	10	0.7	17	\$17.95	\$308.56	6%	\$185.25	\$12.45	\$17.95	N/A									
Manassas (65/67)	51,461	7,450	70,777	6,096	N/A	\$1,380,079	\$58,573	7	0.7	8	\$25.68	\$216.78	4%	\$185.25	\$19.50	\$25.68	N/A									
Manassas Park (68)	25,804	3,851	39,213	3,048	N/A	\$713,331	\$31,204	7	0.7	8	\$26.43	\$223.79	4%	\$185.25	\$18.19	\$26.43	N/A									
East-West Express	70,732	6,167	127,065	5,588	N/A	\$1,142,459	\$78,393	11	0.6	13	\$15.04	\$190.42	7%	\$185.25	\$8.99	\$15.04	N/A									
Metro Express																										
Prince William	152,476	7,497	173,935	6,425	N/A	\$1,388,806	\$415,428	20	0.9	24	\$6.38	\$151.50	30%	\$185.25	\$7.98	\$6.38	N/A									
Manassas (60)	42,922	4,224	109,628	4,064	N/A	\$782,500	\$127,837	10	0.4	11	\$15.25	\$161.09	16%	\$185.25	\$7.14	\$15.25	N/A									
Linton Hall (61)	25,927	1,524	48,128	2,032	N/A	\$282,321	\$77,109	17	0.5	13	\$7.91	\$100.99	27%	\$185.25	\$5.87	\$7.91	N/A									

Notes:

Data are for FY18

Some routes (e.g., Manassas North and Manassas South) are combined in this analysis due to Omniride accounting practices

Overcrowding is defined as each individual trip with more than 57 passengers on-board, which is the total number of seats available on an MCI Coach operated by Omniride for Commuter service.

Overcrowding is not currently defined for local or Metro Express trips

Operating and Network Efficiency Evaluation

This section presents an efficiency evaluation of OmniRide's current network, with two sections of analysis. The first part is a summary of characteristics for individual routes, broken up into express and local services. This includes information on frequency, span, daily ridership, travel speeds, and on-time performance, along with an evaluation of what works and what may need improvement within the network. The second half of this section evaluates opportunities for improvement based on the efficiency of the existing network.

Commuter Bus Network Efficiency Evaluation

The efficiency of the OmniRide Commuter Bus network is explored in this section. In general, the express services are well used and OmniRide does a good job of reviewing data and updating the services to match customer demand.

Service Characteristics

Service characteristics of each express route are presented in **Table 13**. The table shows one-way trips, span, and daily ridership for each route. One-way trips are broken into Monday through Thursday and Friday entries. OmniRide tends to operate fewer trips on Fridays due to lower demand associated with Federal workers and flexible work arrangements. This represents data as of FY 2018.

In general, the daily ridership tends to match the service levels provided by each route. This is because OmniRide monitors ridership on each express route and adds service when needed. However, there are two routes that show a disparity between the ridership and service levels:

Gainesville-Washington (611): The 611 route ranks fourth in daily ridership but tenth in number of daily one-way trips. While this results in a high average riders per trip average, it indicates OmniRide could consider additional service from Gainesville in the future. One note is that new service from Gainesville is proposed as part of the Transform 66 Outside the Beltway project.

Manassas-Pentagon (602): The 602 route ranks 10th in ridership but seventh in the number of daily one-way trips. This results in the 602 having the 12th worst riders per trip average, with only the three DPRT-supported routes (Tysons Corner, Dale City-Mark Center, and Lake Ridge-Mark Center) performing worse. It is possible that a small reduction of service could be used elsewhere in the route network.

On-time Performance

OmniRide is currently developing methodology and standards to measure on-time performance. The first step in this process is working with their existing datasets to develop an initial baseline for on-time performance after OmniRide's December 2019 service changes have been implemented. On-time performance evaluation will be incorporated into subsequent updates of the TSP.

Commuter Network Design

A map of the OmniRide Commuter Bus network is available [here](#). Because the network generally offers point-to-point service between park and ride lots and activity centers, there are very few transfers between services. One notable exception is the design of return services in the midday and afternoon periods. OmniRide coordinates some routes to share return services. For example, the Dale City-Washington (D-100) schedule also includes a Lake Ridge-Washington (L-100) trip leaving downtown Washington at 6:42pm, with service to the Pentagon. The schedule also includes a Dale City-Washington Navy Yard (D-300) trip leaving the Pentagon and returning to the Dale City Commuter Lot at 8:04pm. This coordination of service stretches OmniRide's limited resources to provide more service to more riders as they navigate the network.

Table 13: Express Route Service Levels

Express	Weekday		
	One-way Trips	Span	Avg. Daily Riders*
Lake Ridge-Washington (L-100)	25 M-Th 17 Friday	5:29a - 8:20p	677
Lake Ridge-Pentagon/Crystal City (L-200)	15 M-Th 11 Friday	5:35a - 8:43p	340
Lake Ridge-Mark Center (L-300)	8 M-Th 5 Friday	5:05a - 6:27p	39
Dale City-Washington (D-100)	41 M-Th 33 Friday	4:25a - 7:54p	1,315
Dale City-Pentagon-Rosslyn/Ballston (D-200)	19 M-Th 15 Friday	4:30a - 8:30p	431
Dale City-Washington Navy Yard (D-300)	16 M-Th 14 Friday	4:15a - 9:03p	444
Dale City-Mark Center (D-400)	7 M-Th 6 Friday	4:45a - 6:22p	60
Gainesville-Washington (611)	12 M-Th 11 Friday	5:13a - 6:56p	501
Gainesville-Pentagon (612)	9 M-Th 9 Friday	4:56a - 9:18p	248
Haymarket-Rosslyn/Ballston (622)	8 M-Th 8 Friday	5:33a - 7:37p	**
Montclair-Washington (MC-100)	20 M-Th 17 Friday	4:29a - 8:53p	654
Montclair-Pentagon (MC-200)	16 M-Th 12 Friday	4:40a - 8:01p	412
South Route 1 (RS)	9 M-Th 7 Friday	5:12a - 7:47p	207
Manassas-Washington (601)	12 M-Th 9 Friday	4:53a - 7:37p	221
Manassas-Pentagon (602)	15 M-Th 12 Friday	4:43a - 9:18p	229
Tysons Corner (T)	8 M-Th 7 Friday	6:20a - 6:45p	75

*Data are for FY18.

**Ridership data not available for Haymarket route.
Service only offered on weekday peaks.

Motorbus Network Efficiency Evaluation

The efficiency of the OmniRide Motorbus network is explored in this section. In general, the Motorbus network is not as well used as the Commuter Bus network. However, much of this is related to land use and the coverage-style nature of the local service in Prince William County. Because of the low-density development pattern and collector/arterial design of the roadway network, most residents who have access to a vehicle in the county choose to drive to conduct their daily lives.

Service Characteristics

Service characteristics for the Motorbus network are presented in **Table 14**. A select number of routes in eastern Prince William County (along the I-95 corridor) also operate on Saturdays. The table shows the average frequency between trips instead of the number of one-way trips. As the table shows, most routes tend to operate every 30 to 40 minutes on weekdays, with longer intervals on Saturdays.



Routes were evaluated on both headway and daily ridership to understand how routes rank within the system. In general, the ridership on the local network matches with the level of service provided, an indication that OmniRide planners keep tabs on the data and adjust routes as needed.

The one exception to this is the Manassas route (which is an aggregation of the Manassas North and Manassas South routes). This route ranks second in the total number of daily trips, but seventh in overall daily ridership. The indication is that the Manassas routes are not performing well relative to other routes in the network and could be adjusted to better connect to destinations that matter in this area. Planned modifications to the western route structure are discussed in Chapter 3.

Table 14: Motorbus Service Levels

Local	Weekday			Saturday		
	Average Headway	Span	Daily Ridership	Average Headway	Span	Daily Ridership
Woodbridge	43 min	5:03a - 10:49p	824	80 min	6:46a - 10:45p	396
Dale City	47 min	5:27a - 10:53p	449	87 min	6:47a - 10:43p	225
Dumfries	47 min	5:16a - 10:37p	591	87 min	6:50a - 10:34p	257
Route 1	73 min	5:25a - 10:21p	255	99 min	7:10a - 10:00p	117
Manassas	37 min	5:56a - 8:38p	208	-	-	-
Manassas Park	75 min	5:28a - 8:38p	104	-	-	-
Cross County	65 min	6:15a - 8:03p	285	-	-	-
Metro Express						
Prince William	48 min	5:00a - 11:18p	561	90 min	7:35a - 11:05p	257
Manassas	62 min	4:10a - 8:38p	173	-	-	-
Linton Hall	110 min	5:03a - 7:42p	105	-	-	-

*Data are for FY18.

On-time Performance

As discussed in Motorbus Network Efficiency Evaluation above, OmniRide is currently developing on-time performance methodology and standards. On-time performance evaluation will be incorporated into subsequent updates of the TSP.

Motorbus Network Design

The OmniRide Motorbus network includes two service types; OmniRide Local routes operating within the county and OmniRide Metro Express routes that connect to Metrorail stations in adjacent Fairfax County. The Local network has two distinct service areas—the western area is focused on communities along I-66, including Manassas and Manassas Park, while the eastern area is focused on communities along I-95.

Connecting the two service areas is the East-West Express, which facilitates east-west travel within the county. The East-West Express has timed transfers from other routes at two transit centers, one in Woodbridge and one in Manassas. This network design allows OmniRide to operate as efficiently as possible with the limited resources provided to the Motorbus network.

Opportunities for Improvement

There appear to be several opportunities for improvement based on the analysis in this section:

- Gainesville-Washington (611): potential to add trips due to the fact that ridership is higher than the provided service levels
- Manassas-Pentagon (602): potential to reduce trips due to underutilization of this service relative to service levels
- Manassas (65/67): revise service to provide better connections to destinations in western service area

Opportunities to Collaborate with Other Transit Providers

This section provides detail on the transit service providers that operate in or near Prince William County. The first section identifies the providers, while the second section provides detail on potential collaboration.

Regional Partners

A total of eight transit operators provide service adjacent to or in Prince William County:

- **WMATA:** The Washington Metropolitan Area Transit Authority (also known as Metro) operates bus and rail services in the District of Columbia, Virginia, and Maryland. No WMATA service enters Prince William County. The closest rail station is the Franconia-Springfield Station at the end of the Blue Line. Only a couple of Metrobus lines operate near Prince William County. The 11Y operates in Mount Vernon and 18H and 18P each operate in Burke.
- **Fairfax Connector:** Fairfax Connector is the local and express bus network operating in Fairfax County, Virginia. Similar to OmniRide, bus service is designed to serve distinct directions and clusters of suburbs. In the southern part of the county, the route network serves Burke, Lorton, Springfield, and Mount Vernon, along with express bus service in the I-95 corridor. In the western part of the county, routes serve Centreville, Chantilly, along with express bus service in the I-66 corridor. A third focus area is the McLean-Tysons-Reston-Herndon corridor along SR 267.
- **VRE:** Virginia Railway Express is the commuter rail provider operating rail service to Alexandria, Crystal City, L'Enfant Plaza, Washington Union Station. VRE operates two lines: the Fredericksburg Line to the south and the Manassas Line to the west. Each line provides service to Prince William County and each provides 16 trips per day (eight in each direction).
- **CUE:** City-University Energysaver is the local bus service for Fairfax City, Virginia. CUE operates two routes and provides connections to George Mason University, the Vienna/Fairfax-GMU Metrorail Station, and circulation throughout the city.
- **DASH:** DASH is the transit service for Alexandria, Virginia. DASH serves both neighborhoods and main thoroughfares. It connects major destinations in the city, including Old Town, four Metrorail stations (Van Dorn, Eisenhower, King Street, and Braddock Road), Northern Virginia Community College, and the Mark Center.
- **ART:** Arlington Transit is the transit service for Arlington, Virginia. Similar to DASH, ART serves both neighborhoods and main thoroughfares. It connects major destinations in the county, including Crystal City, the Pentagon, five Metrorail stations (East Falls Church, Rosslyn, Pentagon, Pentagon City, and Crystal City), and the densely developed Ballston and Virginia Square neighborhoods. ART also provides an important connection at Shirlington Station.
- **Loudoun County Transit:** Loudoun County operates both express and local transit service. Express service connects the county to job centers in Northern Virginia and the District (including Rosslyn, Crystal City, the Pentagon, and downtown Washington). The local bus service tends to be clustered in the more developed



eastern part of the county (which shares a border with Fairfax County), but service is provided west to Leesburg and Purcellville.

- **FRED:** Fredericksburg Transit (aka FRED) is the transit service for Fredericksburg and surrounding cities along I-95 south of Prince William County. FRED serves four distinct markets: the town of Fredericksburg itself, Stafford, Spotsylvania County, and VRE feeder service. The VRE service connects at Quantico Station in Prince William County. All FRED service is deviated fixed route, with a ¾ mile buffer around each route in operation.

Current Collaboration

The transit and TDM operators of Northern Virginia and DC coordinate and collaborate often on regional transit planning initiatives. The following describes some of the major items.

- **I-66 and I-395 Commuter Choice Program** — OmniRide collaborates with the Northern Virginia Transportation Commission (NVTC) to evaluate potential projects under consideration to receive toll revenue from Express Lanes on I-66 (Inside the Beltway) and I-395
- **Transform 66 Outside the Beltway** — OmniRide is working with DRPT and other transit providers in the I-66 corridor to identify transit improvements to receive funding from the proposed Express Lanes on I-66 Outside the Beltway
- **Regional Flexible Vanpooling** — OmniRide is organizing a contingent of the representatives from vanpooling providers and transportation professionals that support vanpooling to discuss the implementation of new vanpool technologies and cross-jurisdictional partnerships
- **Convening mobility councils of topics of regional importance** — Building on OmniRide's desire to be more than just a bus service provider, OmniRide has begun to host ongoing discussions and work sessions with key stakeholders on topics such as regional vanpooling initiatives, "slugging," connections between land use and transportation, and human services transportation.
- **Fare Payment** — OmniRide is investigating a mobile ticketing application, having worked with Alexandria's DASH service and VRE on their recent mobile ticketing pilot.
- **SmarTrip Regional Partners** — OmniRide is a member of the SmarTrip regional partner group that has created and maintains a regionalelectronic fare collection system. OmniRide has been active in the planning for updating the current fare collection system as well as planning for the next generation of fare collection in the region.

Opportunities for Improvement

After consideration of all eight providers adjacent to OmniRide, opportunities for additional coordination are summarized below. It should be noted that OmniRide has made many efforts over the years to coordinate with surrounding providers and some of these issues have been previously discussed or studied.

- **Commuter Bus Layover, Storage, and Staging:** MWCOG conducted a regional bus staging and parking study in March 2015. The study found that there was a specific need for short-term layover for commuter and motorcoach operators and improved curbside capacity for bus staging. As more routes are proposed into Washington, D.C., this continues to be a concern and potential point for further collaboration with regional providers and the District of Columbia.
- **FRED Transit:** There is potential for OmniRide to extend express service to both Stafford County and the independent city of Fredericksburg. FRED already provides some service in the county, including connections to VRE at Quantico. While VRE is the best choice for connecting to Crystal City, L'Enfant Plaza, and Washington Union Station, there are other activity centers in Northern Virginia that may be attractive to Stafford and Fredericksburg riders. Therefore, OmniRide could look consider express service that provides direct connections to the Pentagon, Mark Center, Rosslyn, and Tysons¹³.

¹³ OmniRide has applied for Commuter Choice funding in FY 2020 for new service from Stafford to DC



- **Route 28 between Prince William and Dulles:** The Route 28 corridor runs through three jurisdictions and serves multiple activity centers. Interest in bus service between Prince William and Dulles is long-standing and may best be accomplished through a regional approach.
- **Coordination between Manassas and Centreville Service:** In western Fairfax County, the communities of Centreville and Chantilly sit within 10 miles of Manassas and Manassas Park. Current service stays on each side of the county line, and the Fairfax Connector service is primarily set up to collect passengers in local neighborhoods and deliver them to the Vienna Metrorail station at the end of the Orange Line. Daily transportation needs rarely conform to political boundaries, and there may be some value of extending OmniRide service north into Centreville or extending Fairfax service south towards Manassas. There may be opportunities to connect to VRE or the new Balls Ford Park and Ride lot when it opens in 2022.

CHAPTER 3: PLANNED IMPROVEMENTS AND MODIFICATIONS

Introduction

Chapter 3 identifies and prioritizes service improvements and associated capital improvements for OmniRide's transit services. This chapter begins by discussing the operational considerations and constraints, ridership and operating cost methodology, and needs of the transit system. After the introductory section, this chapter is organized as follows:

- The **planned service improvement** projects section describes specific service changes, detailing impacts to operations, ridership, cost, and service efficiency. Each project description also includes how it supports the needs of the system.
- The **prioritization of planned service improvements** places each of the projects into short-term (1 to 3 years), mid-term (3 to 7 years), and long-term (7 to 10 years) timeframes, highlighting the associated capital and operations costs.
- The **service development** section summarizes the prioritized projects by operational requirements such as service hours and miles.
- The summary of strategic plan recommendations relates recommendations to projects in this chapter.
- The additional recommendations section addresses other studies and initiatives that should be considered in the strategic planning process.

This chapter intends to identify all expected service improvement projects for OmniRide over the next 10 years. All projects are financially constrained and are therefore reasonably attainable over the TSP timeframe based on expected funding and available grant programs. As with any planning effort however, the degree of uncertainty for implementation increases through time. Although all projects here have been examined and prioritized, the implementation of each project may change due to evolving circumstances and other forces outside the control of OmniRide. The service plan will be updated during the annual TSP update process.

Service improvements discussed in this chapter are grouped by service type, following the route naming conventions associated with the rebranding of OmniRide in June 2019. Service improvements are also divided into east and west sides of the county. Western service includes local service within the communities of Manassas, Manassas Park, Haymarket, and Gainesville and express service originating from these areas and traveling along the I-66 corridor. The eastern services include the communities of Dale City, Woodbridge, Lake Ridge, Quantico, Dumfries, Occoquan, and Montclair and travel on the I-95 corridor.

Improvements are identified based on:

- Existing route performance
- Trend and gaps analyses and community survey results presented in Chapter 2
- Existing local and regional plans for OmniRide service
- Workshop and meetings with OmniRide staff
- Input received during the public outreach process
- Stakeholder meetings

Several existing plans and studies provided the foundation for the service needs included in this chapter. These plans include phase I of the Strategic Plan and recent planning efforts such as the restructuring of local bus service, as well as regional planning efforts for express bus services in managed lanes in the I-95 and I-66 corridors.

Ridership and Operating Cost Methodologies

Ridership and operating cost methodologies were developed to help guide the prioritization of projects into short-, mid- and long-term time periods within the 10 years of this TSP. These methodologies were applied to each project presented in this chapter to estimate ridership and operating costs. These estimates were then used to prioritize the projects based on their cost, ridership, and productivity, and place them into short-, mid-, and long-term



timeframes. It should also be noted that to maintain consistency, projects that already applied for Commuter Choice funding maintained existing ridership figures rather than recalculate those estimates. Detailed ridership and operating costs methodologies can be found in **Appendix B**.

Operational Considerations and Constraints

Facility & Capacity Constraints

It is important to note that service expansions in the short-term are constrained by the capacities of existing facilities, namely OmniRide's maintenance facility and commuter lots. OmniRide's existing maintenance facility on the eastern side of the county at the OmniRide Transit Center has been at capacity for several years, meaning there is no room for additional buses to be stored. To alleviate this constraint, as well as reduce deadheading costs for routes operating on the western side of the county, OmniRide has been actively pursuing the development of a western maintenance facility. The intent is to store and maintain the buses used for services on the western side of the service area near where they begin revenue service. Construction of the western maintenance facility near the intersection of Balls Ford Road and Prince William Parkway is well underway and is anticipated to be substantially complete by mid-2020.

An additional constraint on OmniRide Express and Metro Express services is parking capacity at several commuter lots. Until additional parking for passengers is provided at lots that are currently full, OmniRide is at effective capacity on Express and Metro Express service from these lots. Lots without adequate parking space include the Horner Road, Telegraph Road, Route 234 (Montclair) and the Cushing Road lot along I-66. On the eastern side of the county, a new commuter parking facility is being planned in the Neabsco Mills district near the Opitz Boulevard interchange east of I-95. This facility will be developed as a combined transit hub and commuter parking garage, with some of the eastern OmniRide local and commuter routes potentially restructured to serve it. On the western side of the County, the Haymarket Park and Ride at US Route 15 opened in December 2018 and approximately 900 interim spaces opened at the University Boulevard lot in Gainesville in October 2019, which helped to lessen the severity of the constraint.

Funding Considerations

The recommendations in this chapter represent a significant increase in operations from previous years. This is consistent with expected increases in funding from new and expanded funding sources. The Transit/TDM study as part of the Transform 66 project outlined robust additional point-to-point commuter service on the I-66 corridor to be operated by OmniRide and Fairfax Connector. An annual transit payment from the private developer to the Commonwealth toward transit projects in the corridor is included in the project contract documents. OmniRide is anticipating that portions of that money will be allocated to OmniRide to pay for this additional service (capital and operating costs). On the I-66 corridor, another annual funding program through NVTC (Commuter Choice) offers the opportunity for OmniRide to apply for additional funding. The Commuter Choice program is competitive among other regional jurisdictions. On the I-95 corridor, the I-395 Express Lanes project will also generate a payment of approximately \$15 million annually towards transit and TDM projects. The I-395 Commuter Choice program, administered through the Northern Virginia Transportation Commission (NVTC), will allocate funding for this service. Many of the I-95 projects outlined in this chapter would be candidates to compete for that funding.

Capital Cost Methodology

Capital costs for each project listed in this chapter represent the costs for additional vehicles needed to operate this service. Costs are based in FY 2020 dollars and use cost assumptions for vehicle type based on the type of service (such as local or commuter service). Costs in this chapter do not include replacement vehicles or spares. More detail about capital implementation is included in Chapter 4, the Implementation Plan.

Continued Population and Employment Growth

Before specific projects can be determined, needs must be identified. In general, both population (10 percent) and employment (12 percent) are expected to increase in greater Washington Metropolitan Area between 2020 and 2030¹⁴. Prince William County (including the independent cities of Manassas and Manassas Park) will exceed those growth rates, with an expected 12 percent population growth and a 21 percent employment growth. Additionally, as described in Chapter 2 in the Transit Demand and Underserved Area Evaluation, Prince William County has higher than average minority and foreign-born populations, measures that are associated with higher transit propensity. To accommodate growth and limit congestion, additional transit service will be needed both in Prince William County and to activity centers located in Northern Virginia and Washington, D.C. **Table 15** shows the projected employment and population growth in the region. The gaps analysis presented in Chapter 2 goes into greater detail regarding areas within the Omni Ride service area where demographic change could result in an increase in transit ridership.

Table 15: Projected Population and Employment Change

	Population			Employment		
	2020	2030	Change	2020	2030	Change
Prince William County Manassas Manassas Park	527,600	592,900	12%	196,400	237,600	21%
Rest of Northern Virginia	2,455,800	2,771,700	13%	1,457,500	1,667,300	14%
Washington, D.C.	729,500	842,200	15%	846,300	937,900	11%
Maryland	3,717,700	3,973,600	7%	1,813,200	1,992,000	10%
Totals	7,430,500	8,180,400	10%	4,313,400	4,834,800	12%

¹⁴ Based on MWCOG Regional Travel Model Forecast 9.1

Community Engagement Feedback

The results from the community survey (see Chapter 2 for more detailed summary) also support the need for more frequent service and adding service to more destinations. The graphs below show that survey respondents put the most investment in providing more frequent service (26 percent) and that the main barriers to taking transit include the lack of service being available and the trip taking too long. Other responses that were provided in the comments related to overcrowding of some routes and fares being too high.

Figure 24: Community Feedback on Investment Priorities

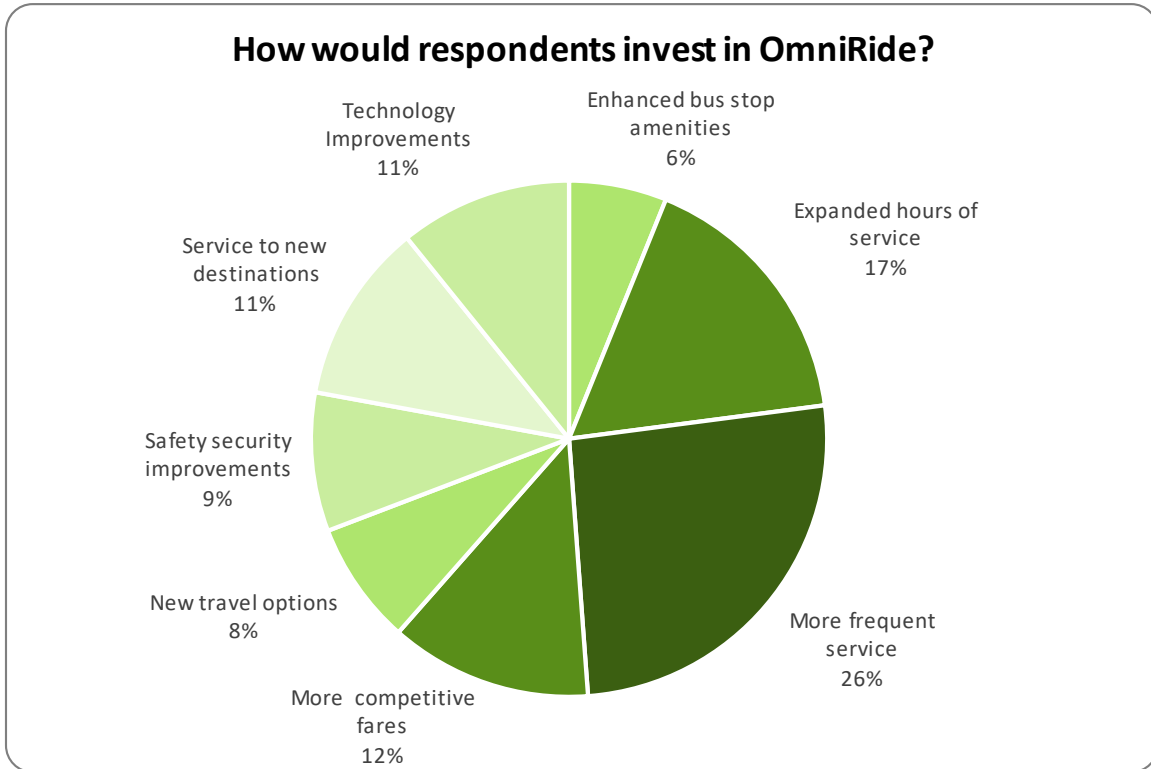
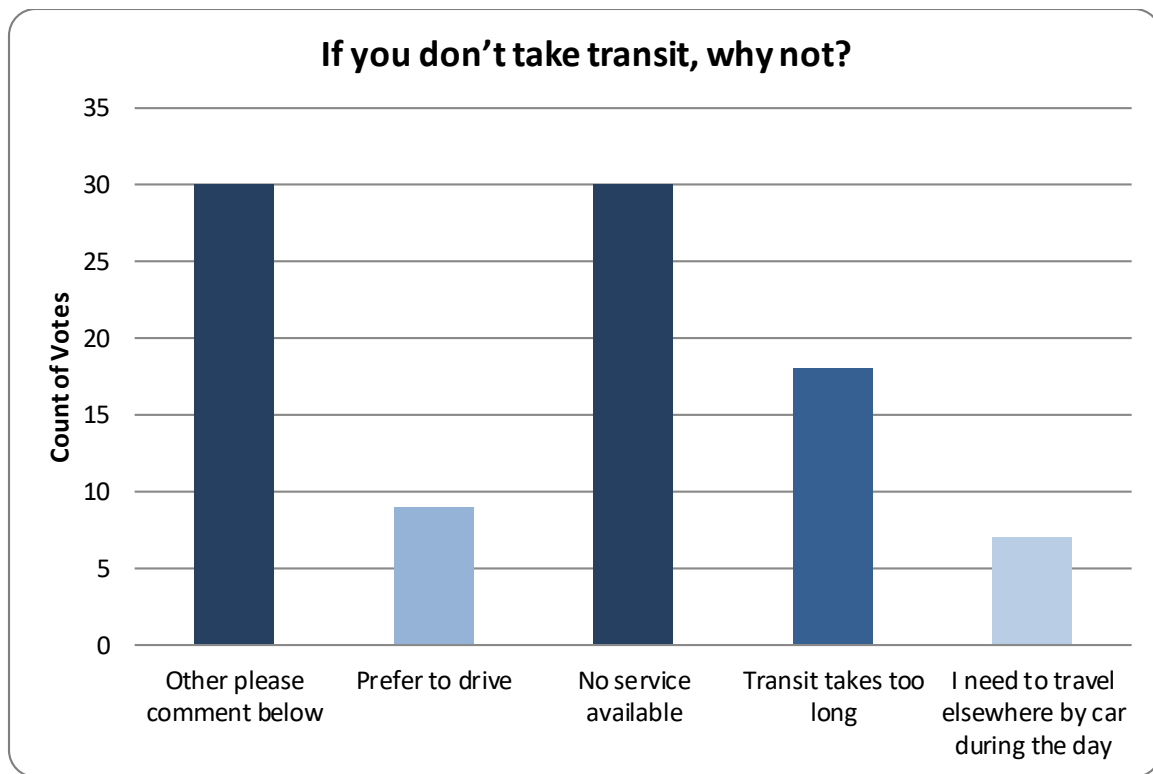


Figure 25: Community Reasoning for Not Taking Transit



OmniRide Local and East-West Express

As the gap analysis in Chapter 2 shows, much of Prince William County has density¹⁵ that indicates it can support fixed route service with an hourly headway (i.e., every 60 minutes). Currently, local service is provided as deviated fixed route, meaning buses can deviate up to ¼ mile from the alignment to pick up or drop off passengers. Although this reduces costs by negating the need for paratransit service, it ultimately is a disservice to fixed route passengers by creating uncertainty in where the bus is located along the alignment. In the Manassas area specifically, the existing local routes (Manassas and Manassas Park OmniRide Local routes) are the two worst-performing routes according to the performance evaluation presented in Chapter 2 for passengers per revenue hour, passengers per trip, and net cost per passenger. Representatives from Manassas and Manassas Park have also been working recently with OmniRide staff to ensure that their jurisdictional subsidies for transit service are being used effectively for the latest existing and proposed land use patterns.

Based on these needs, one proposed project is to restructure OmniRide Local routes to provide fixed route service with underlying paratransit service in both the western and eastern areas of the county. The western areas are anticipated to be used as a pilot to test results before conducting a similar plan for the eastern areas. The goal of this project would be to increase the reliability of the service, reflect current and proposed land use changes, and expand service availability to more potential users. It also provides OmniRide with an opportunity to experiment with a different service model that could potentially be expanded to a broader area if successful. Other identified needs include route alignment changes, service to new areas, and improved frequencies.

OmniRide Metro Express

To complement a restructuring of local routes, as well as the introduction of new commuter lots, there is also an identified need to modify the three existing OmniRide Metro Express routes. Needed modifications include

¹⁵ Expressed as (jobs+population)/acre



improved frequencies and route alignment changes to serve new transfer points and commuter lots, shorten routes, and provide more point-to-point service.

OmniRide Express

OmniRide Express ridership is driven by many factors. At the origin end, demand is a function of parking availability. At the destination end traffic conditions, parking cost and availability, and employment density are all factors.

For this analysis, the study team primarily focused on employment density. The gaps analysis shows expected employment growth throughout Northern Virginia and downtown Washington, D.C. Service needs for I-66 and I-95 corridors are presented below.

I-66 Corridor Service Needs

The I-66 corridor is currently undergoing an enormous change with the construction of Express Lanes. Lanes are already open from I-495 to the Washington, D.C., border in peak period, peak direction. Construction to build new Express Lanes from I-495 west to Gainesville is scheduled for completion in Fall 2022 (FY 2023). Toll revenue is expected to contribute to both operational and capital costs for increased commuter bus service.

Findings from prior I-66 Transit/TDM plans were used as a basis for travel analysis for this corridor. Based on projected employment growth, unconstrained needs identified for travel in the I-66 corridor include new or expanded service to:

- Rosslyn/Ballston (expanded)
- Merrifield (new)
- Capitol Hill and Union Station (new)
- Tysons Corner (expanded)

As Fairfax County and Prince William County look to improve the Route 28 corridor, additional service may be warranted to the locations listed below, especially if high-occupancy vehicle (HOV) lanes are being considered:

- Herndon/Reston (new)
- Chantilly/Westfields (new)

I-95 Corridor Service Needs

In 2014, existing high-occupancy vehicle (HOV) lanes on I-95 were converted to express lanes from I-395 at Edsall Road in Fairfax County to Garrisonville Road in Stafford County. As a subsequent phase, the Commonwealth of Virginia is currently converting the I-395 high occupancy vehicle (HOV) lanes to express lanes and expanding the lanes from two to three lanes between Edsall Road and Eads Street, which opened in November 2019.

To identify potential transit and transportation demand management (TDM) services along the entire Express Lanes corridor to Stafford County, DRPT completed the I-95/I-395 Transit/TDM Study. Potential transit service and facility improvements in the I-95 corridor identified as needs as part of the study include:

- Frequency improvements to existing routes
- Extensions of existing routes to additional destinations
- New OmniRide Express routes
- New OmniRide Local routes (feeder service)
- Additional commuter parking in Prince William County
- Additional vehicle resources



Planned Service Improvements

This section presents specific route improvements based on the needs identified in the Needs Identification section and discussions with OmniRide staff. The planned service improvements are grouped into sections for OmniRide Local and East-West Express, OmniRide Metro Express, and OmniRide Express. Each project begins with a description of service changes followed by details on how the project fulfills needs of the transit system. Operating statistics, as well as estimates for ridership are included for each project. Projects are prioritized and shown by timeline in later sections of the chapter.

Each project in this section is financially constrained, meaning that funding for the project has already been secured or could reasonably be secured in the future. However, simply because a project is included in this section, does not guarantee its implementation. Financial conditions are likely to evolve over time, and projects may ultimately change or become eliminated.

Flexibility in Implementation

The service described in this plan represents the best estimates at the time of developing recommendations (October 2019) and is subject to change to funding availability, concurrent planning efforts, and changing demand. Updates to implementation and potential service destinations will be made during the annual updates to the TSP by OmniRide. Some specific factors that may result in changes to these recommendations are:

- Availability of funding through I-66 Commuter Choice and I-395 Commuter Choice Projects
- Recommendations of the revised Transit/TDM plan and availability of funding through the I-66 Outside the Beltway Transit Payment
- Monitoring performance on routes and changing travel patterns with the opening of the Express Lanes in 2023

OmniRide Local and East-West Express

Project 1. Revise Western Local Service

Project Description:

Western Local service is proposed to revise the three existing local services. The services currently meet at Manassas Mall. The connection point will, however, be shifted to Old Town Manassas. The proposed changes for western local services would take the three existing local routes and convert them into three different routes that terminate in Old Town Manassas. The three proposed routes are:

- Old Town to Northern Virginia Community College (NVCC)
- Old Town to Manassas Park VRE via Liberia Avenue
- Old Town to Park Place via Manassas Drive

The three new western local routes are proposed to operate as true fixed route instead of deviated fixed route. OmniRide is expected to establish a paratransit zone serving trips within $\frac{3}{4}$ mile of the western fixed route alignments. For this project the paratransit service is projected to require two buses during peak periods and one bus during off-peak periods operating a total of 19.5 hours each weekday. **Table 16** presents the operating statistics for Project 1, while **Figure 26** presents the revised route alignments.

In addition, the East-West Express will be modified to terminate in Old Town Manassas (see Project 5 for further detail).

Needs Fulfillment:

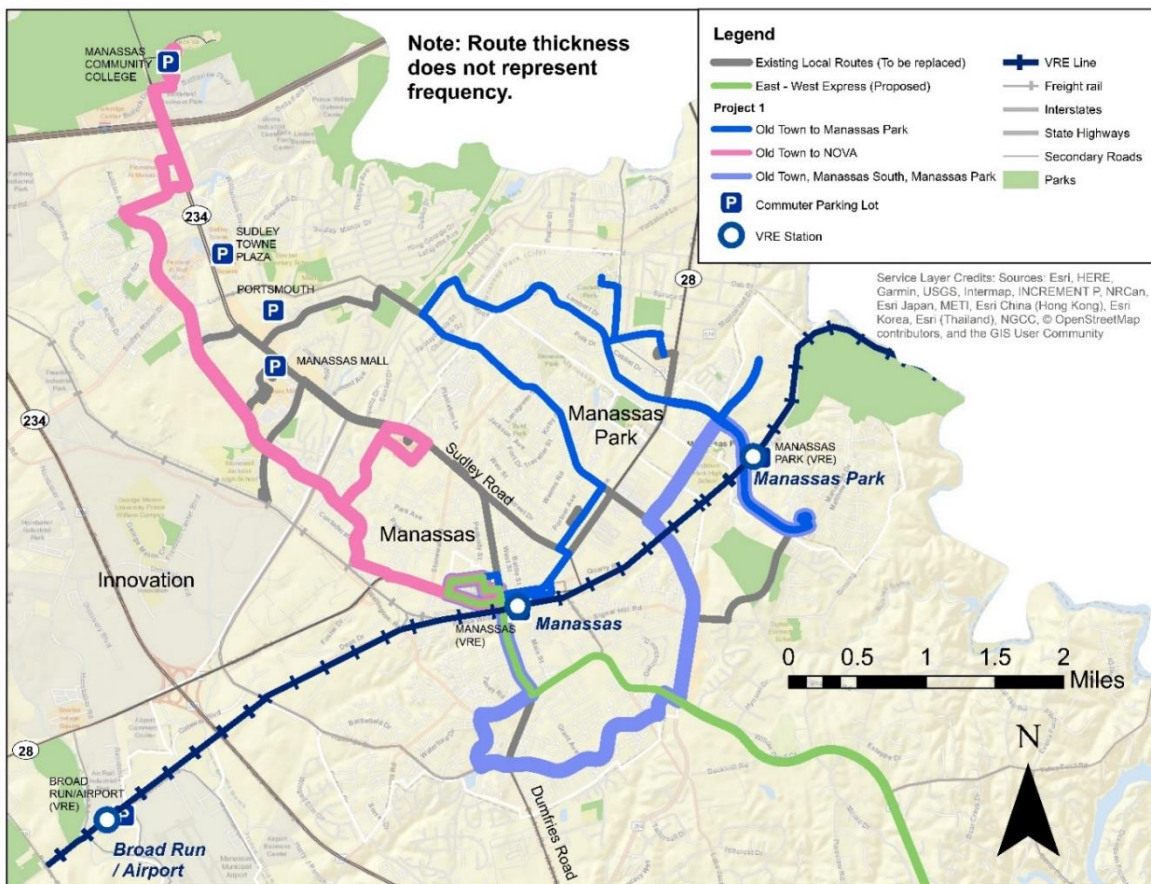
- The current connection point is at Manassas Mall. However, a review of ridership patterns reveals few riders are destined for the mall. Shifting the connection to Old Town Manassas would give riders a better connection to a location with greater ridership demand. The connection gives riders better access to government services as well as the Manassas VRE Station.

- Shifting from deviated fixed route to fixed route will improve on-time performance of the routes. This is expected to improve reliability and connectivity, establishing an expectation that the bus will stay on its alignment at all times.

Table 16: Project 1 Change from Existing in Operating Statistics

Project Description	One-Way Trips	Annual Revenue-Hours	Annual Revenue-Miles	Peak Vehicles	Estimated Riders		Daily Riders per Revenue-Hour	Annual O&M Cost	O&M Cost per Rider	Capital Cost (FY 20)
					Low	High				
Revised Western Local Routes	N/A	3,794	N/A	2	0 (Comparable to Existing)	0 (Comparable to Existing)	N/A	\$567,000	N/A	\$160,000

Figure 26: Project 1 Proposed Service



Project 2. New Local Service to Innovation Drive

Project Description:

Project 2 is a new local route that would operate between the Old Town Manassas hub and Innovation Drive. This area—already developed with large scale corporate campuses—is expected to continue to grow and could be ripe for a new local service in the future. **Table 17** presents the operating statistics for Project 2, while **Figure 27** shows the alignment of the proposed route.

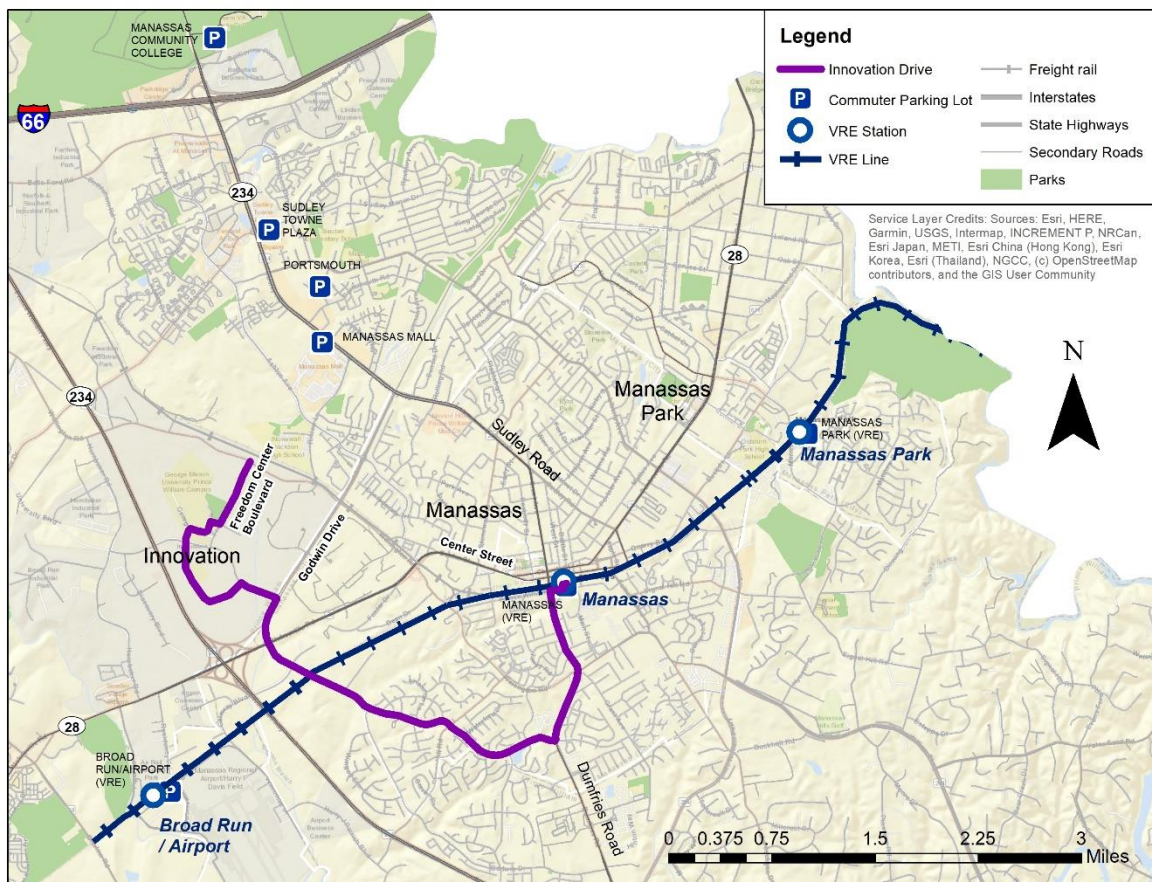
Needs Fulfillment:

- OmniRide would like to continue to grow and expand service where there is opportunity. The proposed Route 2 would connect the growing Innovation Technology Park, including the George Mason University campus already located there, with Manassas and connections to other OmniRide services at the Old Town Manassas connection point.

Table 17: Project 2 Change from Existing in Operating Statistics

Project Description	One-Way Trips	Annual Revenue-Hours	Annual Revenue-Miles	Peak Vehicles	Estimated Riders		Daily Riders per Revenue-Hour	Annual O&M Cost	O&M Cost per Rider	Capital Cost (FY 20)
					Low	High				
Old Town Manassas to Innovation Drive	15	4,047	45,747	1	27,000	36,000	6.7	\$605,000	\$22.41	\$500,000

Figure 27: Project 2 Proposed Service



Project 3. Enhanced Local Bus Service on Route 1

Project Description:

OmniRide currently provides local service along Route 1. Beginning at the Quantico Amtrak Station, the route travels north on Route 1 (Jefferson Davis Highway) through Dumfries and up to Woodbridge, terminating at the Woodbridge VRE Station. The route currently operates six round trips in the AM and seven trips in the PM. This project would increase the number of trips by two round trips in the morning and two in the evening, bringing an additional 15,000 to 23,000 riders annually, as shown in **Table 18**. **Figure 28** shows the revised route alignments for eastern local routes, including service on Route 1.

Needs Fulfillment:

- This route has strong ridership and increasing the number of trips would provide more frequent travel options along the corridor and connections to VRE.

Table 18: Project 3 Change from Existing in Operating Statistics

Project Description	One-Way Trips	Annual Revenue-Hours	Annual Revenue-Miles	Peak Vehicles	Estimated Riders		Daily Riders per Revenue-Hour	Annual O&M Cost	O&M Cost per Rider	Capital Cost (FY 20)
					Low	High				
Enhanced Bus Service on Route 1 Local	8	2,040	28,846	1	15,000	23,000	7.4	\$305,000	\$20.33	\$500,000

Project 4. Revise Eastern Local Routes

Project Description:

The proposed change for eastern local services is to take the four existing local routes and convert them into seven routes that serve more localized areas. The seven proposed routes are:

- Route 234:** operating between Dumfries Walmart and Fortuna
- Dale City:** operating on Dale Blvd between Hoadly Road and the OmniRide transit center with potential extension to the new Neabsco Mills transit hub
- Lake Ridge:** operating between Woodbridge VRE and Hoadly Road at Prince William Parkway
- Lake Ridge to Dumfries:** operating between Tacketts Mill to Dumfries Walmart via Potomac Mills
- North Route 1:** operating on Route 1 between Woodbridge VRE and Dumfries Walmart with potential extension to Neabsco Mills transit hub
- South Route 1:** operating on Route 1 between Dumfries Walmart and Quantico
- Woodbridge:** operating between Woodbridge VRE and Chinn Center via Potomac Mills

All of the existing route alignments would be covered by the new routes, along with new service on Minnieville Road and Route 234. However, this service plan could change depending on OmniRide's experience with western service changes. **Table 19** presents the operating statistics for Project 4, while **Figure 28** shows the proposed network. This is a conceptual network layout that represents the most current assumptions. Further refinement will be required to confirm exact alignments and route connections.

As with western services, the revised eastern network would discontinue the deviated fixed route policy and instead would operate strictly as fixed route. Underlying paratransit will be operated within ¾ mile of the revised eastern local service network. It is assumed at this point that operational changes will be cost-neutral but capital costs will be required for paratransit purchases. This assumption may change depending on the performance of the western service pilot.

Needs Fulfillment:

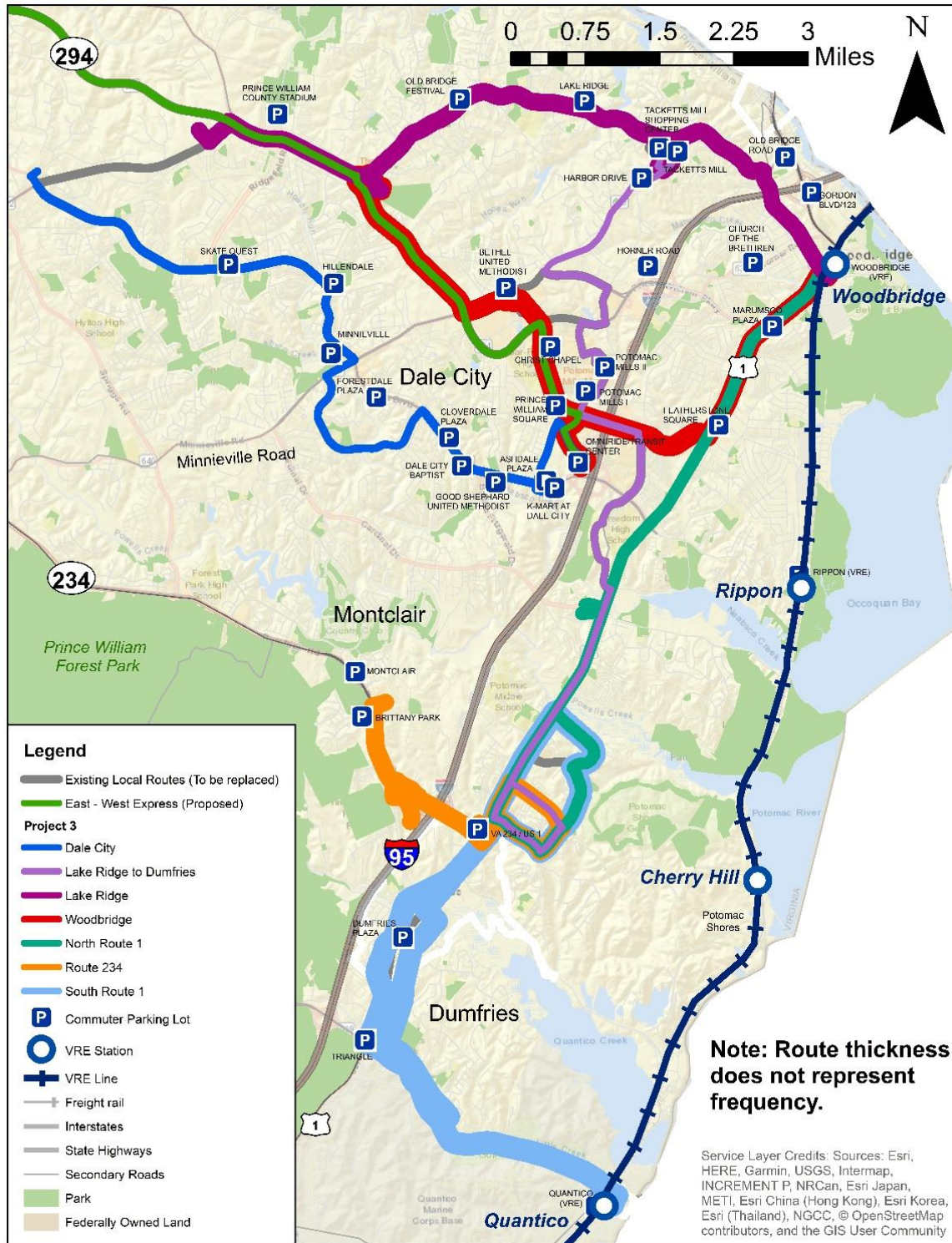
- The revised network would allow OmniRide to better tailor local service to demand. By splitting up routes, OmniRide will be able to increase (or decrease) service frequency as demand warrants on smaller segments. The existing local network was unable to accomplish small scale service improvements because the routes were much longer, which meant more dollars to increase frequency.

- As with the western restructure, operating fixed routes and underlying paratransit instead of deviated fixed routes will improve the on-time performance and reliability of the service.

Table 19: Project 4 Change from Existing in Operating Statistics

Project Description	One-Way Trips	Annual Revenue-Hours	Annual Revenue-Miles	Peak Vehicles	Estimated Riders		Daily Riders per Revenue-Hour	Annual O&M Cost	O&M Cost per Rider	Capital Cost (FY 20)
					Low	High				
Revised Eastern Local Routes	N/A	5,169	N/A	2	52,000	65,000	10.1	\$773,000	\$14.87	\$160,000

Figure 28: Project 4 Proposed Service



Project 5. Revise East-West Express (formerly Cross County Connector)

Project Description:

Changes to local service will mean that the East-West Express service will also change in order to continue to connect local riders on both sides of Prince William County. In the west, the East-West Express will be shortened to connect at the Old Town Hub. In the east, the route will continue to terminate at the OmniRide Transit Center but could change if the proposed Neabsco Mills district commuter parking facility also includes a new transit hub.

Table 20 presents the operating statistics for Project 5, while

Figure 29 shows the revised route alignment. This project is broken up into two phases. The first phase would be the modified alignment and would be implemented at the same time as the restructuring of the eastern and western local routes. The second phase would change the terminus of the route from the existing transit center to the new Neabsco Mills transit hub.

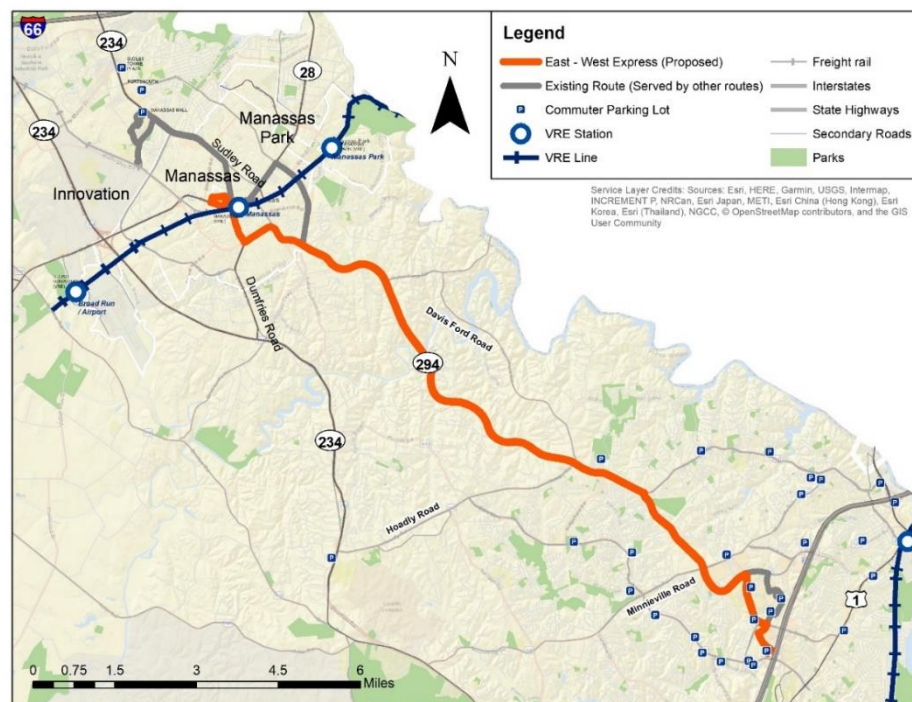
Needs Fulfillment:

- The shortening of the alignment will enable the East-West Express to maintain better on-time performance, and therefore increase the reliability of the service.

Table 20: Project 5 Change from Existing in Operating Statistics

Project Description	One-Way Trips	Annual Revenue-Hours	Annual Revenue-Miles	Peak Vehicles	Estimated Riders		Daily Riders per Revenue-Hour	Annual O&M Cost	O&M Cost per Rider	Capital Cost
					Low	High				
5A. Revised East-West Express (Modified Alignment)	0	0	-20,099	0	N/A	N/A	N/A	\$0	N/A	\$0
5B. Revised East-West Express (Modify Terminus to Neabsco Mills)	0	0	-20,382	0	N/A	N/A	N/A	\$0	N/A	\$0

Figure 29: Project 5 Proposed Service





OmniRide Metro Express

Projects in this section refer to commuter bus service that originates in Prince William County and serves Metrorail stations in Northern Virginia. Each project is described in this section and the origins and destinations are shown in either **Figure 30** (I-66 corridor service) or **Figure 31** (I-95 corridor service).

Project 6. Revise Linton Hall Metro Express

Project Description:

The first phase of this project was implemented in FY 2019 and improved the Linton Hall Metro Express service. One trip was added in each direction, making four total trips in each direction. This route currently begins its trips at the Limestone commuter lot and makes another stop in the county at the Cushing Road commuter lot before getting on I-66 and traveling to the Tysons Corner Metro Station. The second phase will further increase frequency by eight trips in each direction (16 one-way trips), for 12 total trips in each direction (24 one-way trips). **Table 21** presents the operating statistics for Project 6, while **Figure 30** shows the areas served by routes originating along the I-66 corridor, including the Linton Hall Metro Express.

Future consideration will be given to shifting the intermediate stop from the Cushing Road commuter lot to the University Boulevard commuter lot once it is completed. Additionally, future consideration will be given to circulation in the Tysons area, rather than ending at Tysons Corner Metro Station. The time necessary for circulation will be offset by express lane travel time savings.

Proposed routes include:

- 6A. Linton Hall Metro Express (add one trip in each direction)
- 6B. Linton Hall Metro Express (add eight trips in each direction)

Needs Fulfillment:

- The additional trips are helping OmniRide keep pace with the increasing demand for commuter services in the area.

Table 21: Project 6 Change from Existing in Operating Statistics

Project Description	One-Way Trips	Annual Revenue-Hours	Annual Revenue-Miles	Peak Vehicles	Estimated Riders		Daily Riders per Revenue-Hour	Annual O&M Cost	O&M Cost per Rider	Capital Cost (FY 20)
					Low	High				
6A. Linton Hall Metro Express (Increase Frequency)	2	566	17,238	2	7,000	9,000	12.4	\$85,000	\$12.14	\$1,000,000
6B. Linton Hall Metro Express (Further Increase Frequency)	16	3,305	115,668	6	49,000	65,000	14.8	\$494,000	\$10.08	\$3,000,000

Project 7. Revise Manassas Metro Express

Project Description:

Project 7 includes **three** phased improvements to the Manassas Metro Express—7A, 7B, and 7C. In Project 7A, the Manassas Metro Express will begin to operate from the Manassas Old Town hub concurrent with the western local service change. In Project 7B the Manassas Metro Express will expand service to the new Balls Ford commuter lot. The additional time required to serve the new Balls Ford commuter lot will be offset by the express lanes on I-66, leading to cost-neutrality. Depending on the reduction in cycle time of this service with the use of the express lanes, additional circulation in Tysons may be considered. In Project 7C, the Manassas Metro Express will increase service to 32 one-way trips (doubling the current number of 16 one-way trips). The additional trips are assumed to operate in the middle of the day, restoring all day service on this route.

Table 22 presents the operating statistics for Project 7, while Figure 30 shows the areas served by routes originating along the I-66 corridor, including the Manassas Metro Express.

Needs Fulfillment:

- This project will take advantage of the anticipated reduction in travel times on I-66, enabling the route to serve more commuter lots without additional resources.
- Increasing the service on this route by 100% will keep up with the increasing demand for service along the I-66 corridor.

Table 22: Project 7 Change from Existing in Operating Statistics

Project Description	One-Way Trips	Annual Revenue-Hours	Annual Revenue-Miles	Peak Vehicles	Estimated Riders		Daily Riders per Revenue-Hour	Annual O&M Cost	O&M Cost per Rider	Capital Cost (FY 20)
					Low	High				
7A. Manassas Metro Express (Old Town Manassas Terminus)	0	0	-11,003	0	N/A	N/A	N/A	\$0	N/A	\$0
7B. Manassas Metro Express (Additional Service to Balls Ford)	0	0	2,445	0	N/A	N/A	N/A	\$0	N/A	\$0
7C. Manassas Metro Express (Increase trips)	16	4,226	4,746	0	56,000	70,000	13.3	\$632,000	\$11.29	\$0

Project 8. Revise Prince William Metro Express

Project Description:

Project 8 would occur in two phases. In the first phase, Project 8 would increase the frequency of the Prince William Metro Express. The headway changes from the existing 35-40 minutes to 20-25 minutes by increasing the number of vehicles in service from two to three. In the second phase, Project 8 would modify the terminus of the route to the new transit hub at Neabsco Mills, when it is built. The second phase is considered to be cost neutral or may even have some minor cost savings because it would likely reduce the revenue miles needed. **Table 23** presents the operating statistics for Project 8, while Figure 31 shows the areas served by routes originating along the I-95 corridor, including the Prince William Metro Express.

Needs Fulfillment:

- Increasing the number of trips on the Prince William Metro Express would help OmniRide keep up with the demand for service.

Table 23: Project 8 Change from Existing in Operating Statistics

Project Description	One-Way Trips	Annual Revenue-Hours	Annual Revenue-Miles	Peak Vehicles	Estimated Riders		Daily Riders per Revenue-Hour	Annual O&M Cost	O&M Cost per Rider	Capital Cost (FY 20)
					Low	High				
8A. Prince William Metro Express (Increase Frequency)	8	2,040	61,810	1	16,000	24,000	7.8	\$305,000	\$19.06	\$500,000
8B. Prince William Metro Express (Modify terminus to Neabsco Mills)	0	0	-2,687	0	N/A	N/A	N/A	0	N/A	\$0



OmniRide Express

Projects 9 through 16 for OmniRide Express service changes are presented below. Each project is organized by proposed commuter lot. These projects are primarily about serving new/emerging employment markets in Northern Virginia and the District. Each project is described in this section and the origins and destinations are shown in either **Figure 30** (I-66 corridor service) or **Figure 31** (I-95 corridor service).

Project 9. Add Balls Ford Road/Revise Portsmouth Commuter Services

Project Description:

In Project 9, OmniRide would do two things concurrently to revise commuter services in Manassas.

1. When the Balls Ford Road commuter lot opens, new services would operate to downtown Washington, D.C., and the Pentagon.
2. Eliminate the service for the 601 (formerly M-100) and 602 (formerly M-200) operating from the Portsmouth Commuter Lot.

Table 24 provides operating statistics and ridership estimates, while **Figure 30** shows the areas served by the impacted routes originating along the I-66 corridor.

Proposed routes include:

- 9A. Balls Ford Commuter Lot to Downtown DC (611, 601, 602)
- 9B. Balls Ford Commuter Lot to Pentagon (611, 601, 602)

Needs Fulfillment:

- The Balls Ford Commuter Lot will increase the supply of commuter parking in the I-66 corridor and help alleviate some of the overcrowding in nearby lots.

Table 24: Project 9 Change from Existing in Operating Statistics

Project Description	One-Way Trips	Annual Revenue-Hours	Annual Revenue-Miles	Peak Vehicles	Estimated Riders		Daily Riders per Revenue-Hour	Annual O&M Cost	O&M Cost per Rider	Capital Cost (FY 20)
					Low	High				
9A. Revised Manassas-Balls Ford to DC	4	655	47,484	-1	22,000	30,000	14.5	\$227,000	\$10.32	\$0
9B. Revised Manassas-Balls Ford to Pentagon	0	864	24,168	1						



Project 10. New Bus Service from Haymarket to Rosslyn

Project Description:

This project was implemented in FY 2019 and provides new commuter services between the recently opened Haymarket commuter Lot and Rosslyn/Ballston. **Table 25** provides operating and ridership estimates, while **Figure 30** shows the areas served by routes originating along the I-66 corridor, including this proposed service.

Needs Fulfillment:

- The Haymarket commuter lot would extend the reach of OmniRide services westward, increasing the reach of the services to more commuters.

Table 25: Project 10 Change from Existing in Operating Statistics

Project Description	One-Way Trips	Annual Revenue-Hours	Annual Revenue-Miles	Peak Vehicles	Estimated Riders		Daily Riders per Revenue-Hour	Annual O&M Cost	O&M Cost per Rider	Capital Cost (FY 20)
					Low	High				
New Bus Service from Haymarket to Rosslyn	8	2,558	71,400	1	13,000	20,000	5.1	\$382,000	\$29.38	\$622,000

Project 11. Enhanced Bus Service from Gainesville

Project Description:

In Project 11, OmniRide would operate existing Gainesville and new commuter services to various regional activity centers. Existing Gainesville-Pentagon service will relocate from the Cushing Park and Ride lot to the new spaces that open at the University Boulevard lot. Existing service to Washington, D.C., is expected to remain from Cushing although the potential to shift to University may be evaluated. **Table 26** shows the operational impact of each change along with associated ridership estimates, while Figure 30 shows the areas served by the impacted routes originating along the I-66 corridor.

Proposed routes include:

- 11A. Enhance Bus Service from Gainesville (Cushing) to DC (611)
- 11B. Enhance Bus Service from Gainesville (University to Pentagon/L'Enfant/Navy Yard)

Needs Fulfillment:

- Shifting the existing Gainesville-Pentagon services to University Boulevard will ease pressure off the Cushing Road commuter lot and provide direct access to the Express Lanes.

Table 26: Project 11 Change from Existing in Operating Statistics

Project Description	One-Way Trips	Annual Revenue-Hours	Annual Revenue-Miles	Peak Vehicles	Estimated Riders		Daily Riders per Revenue-Hour	Annual O&M Cost	O&M Cost per Rider	Capital Cost (FY 20)
					Low	High				
11A. Enhanced Bus Service from Gainesville (Cushing) to DC (611)	4	1,301	35,700	2	4,000	6,000	3.1	\$194,000	\$48.50	\$1,244,000
11B. Enhanced Bus Service from Gainesville (University) to Pentagon (612)	8	765	6,324	3	4,000	6,000	5.2	\$114,000	\$28.50	\$1,866,000



Project 12. Neabsco Mills District Transit Hub Services

Project Description:

In Project 12, OmniRide would operate new commuter services between the proposed Neabsco Mills district commuter parking facility and Saint Elizabeth's (Homeland Security Headquarters (HQ)) (Southeast DC) and Eisenhower Avenue (Alexandria). This may be implemented as an extension of services to Navy Yard. **Table 27** shows the proposed changes including operational requirements and impacts to ridership. **Figure 31** shows the areas served by the impacted routes originating along the I-95 corridor.

Proposed routes include:

- 12A. Neabsco Mills District Commuter Parking Facility to Southeast DC
- 12B. Neabsco Mills District Commuter Parking Facility to Eisenhower Avenue

Needs Fulfillment:

- The need for a new transit station is fulfilled with the construction of the Neabsco Mills district commuter parking facility. The new service in Project 12 would take advantage of the opportunities the new transit hub would provide.
- New destinations not currently served by OmniRide would be served by these services

Table 27: Project 12 Change from Existing in Operating Statistics

Project Description	One-Way Trips	Annual Revenue-Hours	Annual Revenue-Miles	Peak Vehicles	Estimated Riders		Daily Riders per Revenue-Hour	Annual O&M Cost	O&M Cost per Rider	Capital Cost (FY 20)
					Low	High				
12A. Neabsco Mills District to Southeast DC	8	1,591	55,692	3	19,000	26,000	11.9	\$238,000	\$12.53	\$1,866,000
12B. Neabsco Mills District to Eisenhower Ave	8	1,224	42,840	3	16,000	22,000	13.1	\$183,000	\$11.44	\$1,866,000

Project 13. New Service to Near East (DC)

Project Description:

In Project 13, OmniRide would add new express service destined for the Capitol Hill and Union Station areas east of downtown Washington, D.C. (referred to as Near East). Four new routes would be operated—one each from Dale City, Gainesville University Boulevard, and Lake Ridge. Each route would operate eight total trips a day (4 AM inbound and 4 PM outbound). **Table 28** provides operating and ridership estimates, while Figure 30 and Figure 31 show the areas served by the impacted routes originating along the I-66 and I-95 corridors, respectively.

Routes impacted include:

- 13A. Dale City-Near East
- 13B. University Blvd Commuter Lot-Near East
- 13C. Lake Ridge-Near East

Needs Fulfillment:

- This service would provide access to the growing employment area east of the traditional downtown core
- This project has a very strong potential to address some or all of the I-395 Commuter Choice Improvement Goals
- This project closely aligns to regional priorities recommended by a working group of jurisdictional representatives

Table 28: Project 13 Change from Existing in Operating Statistics

Project Description	One-Way Trips	Annual Revenue-Hours	Annual Revenue-Miles	Peak Vehicles	Estimated Riders		Daily Riders per Revenue-Hour	Annual O&M Cost	O&M Cost per Rider	Capital Cost (FY 20)
					Low	High				
13A. Dale City to Near East	8	1,935	67,728	3	28,000	38,000	14.5	\$289,000	\$10.32	\$1,866,000
13B. Gainesville to Near East	8	2,129	74,501	3	31,000	42,000	14.6	\$318,000	\$10.26	\$1,866,000
13C. Lake Ridge to Near East	8	1,550	54,264	3	23,000	30,000	14.8	\$232,000	\$10.09	\$1,866,000

Project 14. Enhanced Bus Service from Dale City to Rosslyn/Ballston

Project Description:

Project 14 would increase service from Dale City and Horner Road Commuter lots to Rosslyn/Ballston by adding two AM and two PM trips to the route. **Table 29** provides operating and ridership estimates, while Figure 31 shows the areas served by routes originating along the I-66 corridor, including this service.

Needs Fulfillment:

- This project has strong potential to address some of the I-395/95 Commuter Choice Improvement Goals

Table 29: Project 14 Change From Existing in Operating Statistics

Project Description	One-Way Trips	Annual Revenue-Hours	Annual Revenue-Miles	Peak Vehicles	Estimated Riders		Daily Riders per Revenue-Hour	Annual O&M Cost	O&M Cost per Rider	Capital Cost (FY 20)
					Low	High				
Enhanced Bus Service from Dale City to Rosslyn/Ballston (D-200)	4	1,267	31,538	2	7,000	11,000	5.5	\$190,000	\$27.14	\$1,244,000

Project 15. New Bus Service from Staffordboro to Washington, D.C.

Project Description:

This project would create service from Staffordboro Commuter Lot to major employment areas in downtown Washington, D.C., including Metro Center, Archives, Smithsonian, and L'Enfant Plaza. **Table 30** provides operating and ridership estimates, while **Figure 31** shows the areas served by routes originating along the I-95 corridor, including this service.

Needs Fulfillment:

- This project has strong potential to address some of the I-395/95 Commuter Choice Improvement Goals
- This project expands service to Stafford County which does not currently have publicly-funded commuter bus service into Washington, D.C.

Table 30: Project 15 Change from Existing in Operating Statistics

Project Description	One-Way Trips	Annual Revenue-Hours	Annual Revenue-Miles	Peak Vehicles	Estimated Riders		Daily Riders per Revenue-Hour	Annual O&M Cost	O&M Cost per Rider	Capital Cost (FY 20)
					Low	High				
New Bus Service Staffordboro Commuter Lot to Downtown D.C.	8	3,060	83,538	4	31,000	47,000	10.1	\$458,000	\$14.77	\$2,488,000



Project 16. New Bus Service from Staffordboro to Pentagon

Project Description:

This project would add service from the Staffordboro commuter lot to the Pentagon via I-395 Express Lanes. **Table 31** provides operating and ridership estimates, while **Figure 31** shows the areas served by routes originating along the I-95 corridor, including this service.

Needs Fulfillment:

- This project expands service to Stafford County which does not currently have publicly-funded commuter bus service into Washington, D.C.

Table 31: Project 16 Change from Existing in Operating Statistics

Project Description	One-Way Trips	Annual Revenue-Hours	Annual Revenue-Miles	Peak Vehicles	Estimated Riders		Daily Riders per Revenue-Hour	Annual O&M Cost	O&M Cost per Rider	Capital Cost (FY 20)
					Low	High				
New Bus Service Staffordboro Commuter Lot to Pentagon	8	2,040	75,582	4	24,000	37,000	11.8	\$305,000	\$12.71	\$2,488,000

Figure 30: I-66 Corridor Metro Express and Express Service Areas

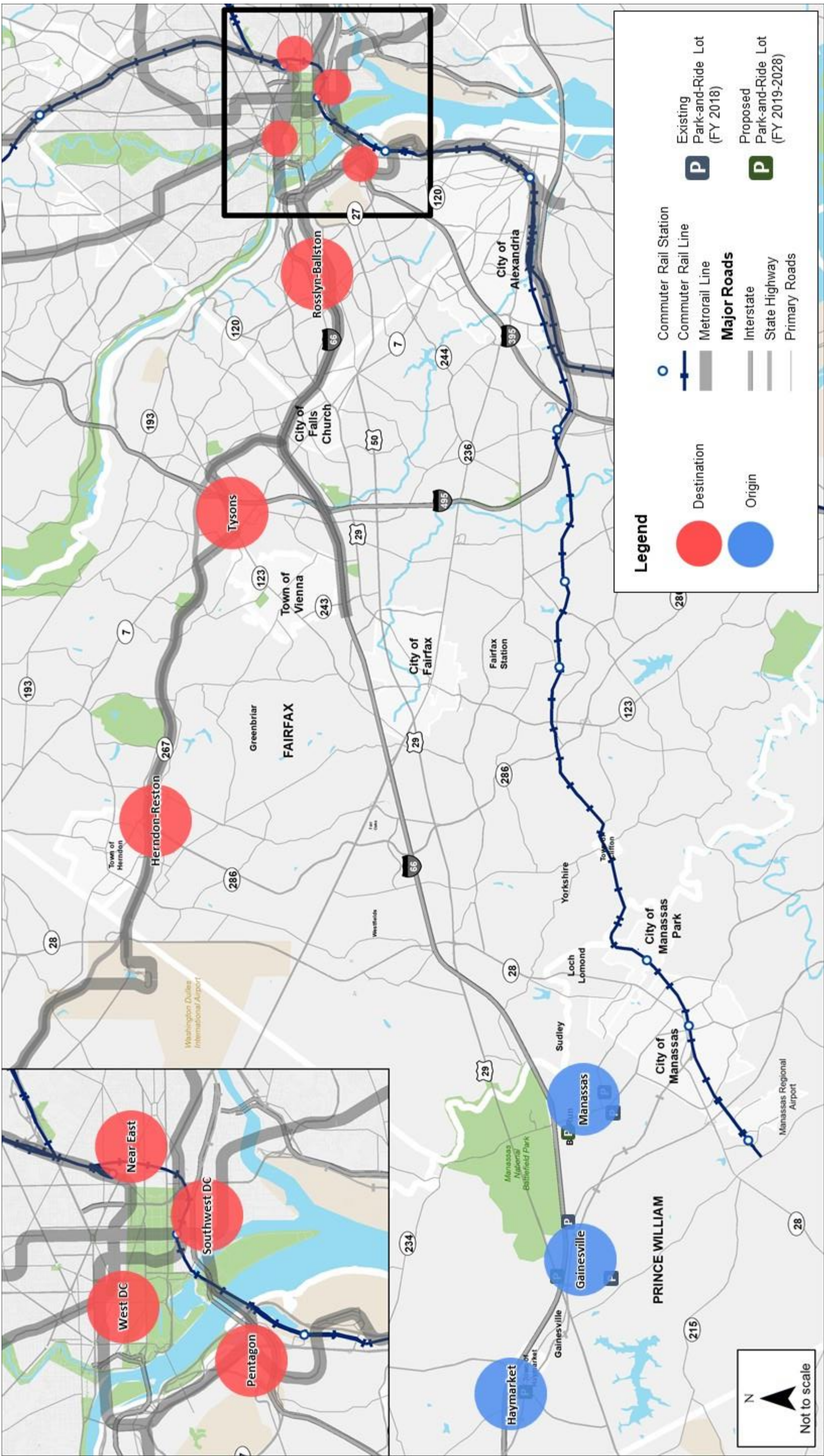
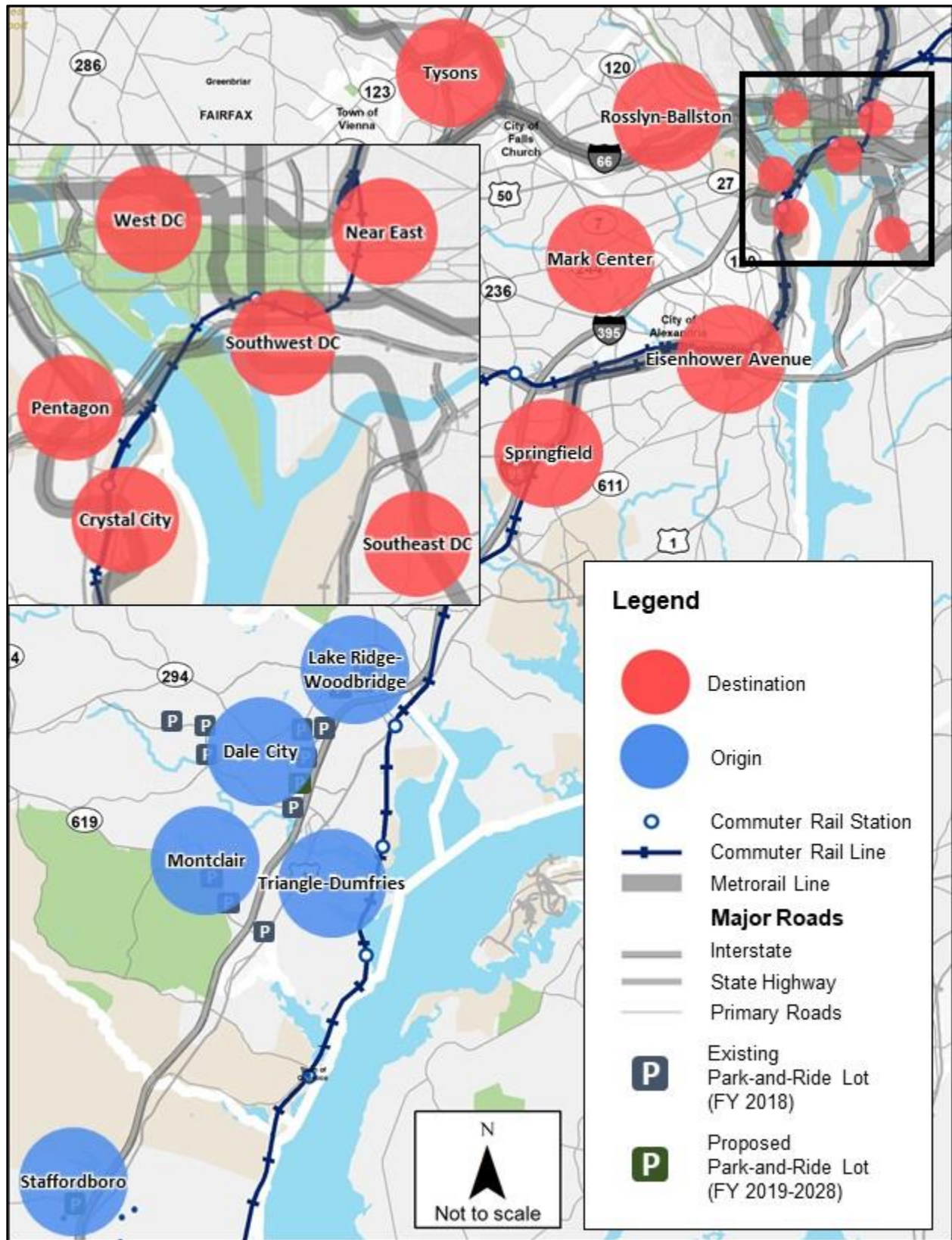


Figure 31: I-95 Corridor Metro Express and Express Service Areas





Prioritization of Planned Service Improvements

The proposed projects in the previous section were fit into a prioritized service plan based on several factors including cost, project readiness, and needs fulfillment. In placing the projects into the 10-year TSP timeframe, OmniRide has a prioritized plan to approach future funding needs.



Table 32 shows each of the projects placed into the 10-year timeframe with an implementation year, O&M cost, capital cost, and funding strategy. It is important to note; however, that these years represent the implementation plans at the time of this TSP and are subject to change as funding availability becomes clearer.

Projects were placed into three time periods that correlate to the 10 years of this TSP:

- Short (FY 2019-2022)
- Mid (FY 2023-2026)
- Long (FY 2027-2029)

A total of 28 projects are anticipated to be implemented over the course of the TSP. A variety of funding sources are assumed, such as I-66 Commuter Choice, I-395/95 Commuter Choice, local funding from Prince William County, City of Manassas, City of Manassas Park, and the Transform I-66 Transit Payment. While most of the projects require funding, several of the projects can be implemented with no additional costs. In fact, some projects may yield a small decrease in O&M costs because of a reduction in revenue miles. Because of the method in calculating O&M costs; however, these minor cost savings are not displayed in Table 32.

The most recent fiscal year plus the first 3 years of anticipated service improvements make up the short-term plan (FY 2019 – 2022). This timeframe includes 13 projects accumulating to \$3.68 million additional O&M costs annually. The mid-term plan, (FY 2023 – 2026) includes 14 more projects, adding another \$3.64 million to the annual O&M costs of the system. Lastly, the long-term component (FY 2027 – 2029) of this plan includes one project worth \$0.47 million. Should OmniRide implement every project in the service improvements, the O&M cost will increase by a total of \$7.78 million annually.

Table 32: Summary of Prioritized Service Improvements

Timeframe	Implementation Year	Project Number	Project Description	Incremental O&M Cost	Cumulative O&M Cost	Funding Strategy
Short	2019	6A	Linton Hall Metro Express	\$85,000	\$85,000	I-66 Commuter Choice
		10	New Bus Service from Haymarket to Rosslyn	\$382,000	\$467,000	I-66 Commuter Choice
	2020	3	Enhanced Bus Service on Route 1 Local	\$305,000	\$1,339,000	I-395/95 Commuter Choice
		5A	Revised East-West Express	\$0	\$1,339,000	N/A
		7A	Manassas Metro Express	\$0	\$1,339,000	N/A
		8A	Prince William Metro Express	\$305,000	\$1,644,000	I-395/95 Commuter Choice
		11A	Enhanced Bus Service from Gainesville (Cushing) to DC (611)	\$194,000	\$1,838,000	I-66 Commuter Choice
		11B	Enhanced Bus Service from Gainesville (Cushing) to Pentagon (612)	\$114,000	\$1,952,000	I-66 Commuter Choice
		14	Enhanced Bus Service from Dale City to Rosslyn/Ballston (D-200)	\$190,000	\$2,142,000	I-395/95 Commuter Choice
		15	New Bus Service Staffordboro Commuter Lot to Downtown D.C.	\$458,000	\$2,600,000	I-395/95 Commuter Choice
		16	New Bus Service Staffordboro Commuter Lot to Pentagon	\$305,000	\$2,905,000	I-395/95 Commuter Choice
		1	Revised Western Local Routes	\$567,000	\$1,034,000	PWC, City of Manassas, and City of Manassas Park
	2021	-	-	-	-	-
	2022	4	Revised Eastern Local Routes	\$773,000	\$3,678,000	PWC
Mid	2023	5B	Revised East-West Express	\$0	\$3,678,000	N/A
		7B	Manassas Metro Express	\$0	\$3,678,000	N/A
		8B	Prince William Metro Express	\$0	\$3,678,000	N/A
		9A	Revised Manassas-Balls Ford to DC	\$227,000	\$3,905,000	Transform I-66/TDM Plan
		9B	Revised Manassas-Balls Ford to Pentagon			
		6B	Linton Hall Metro Express	\$494,000	\$4,399,000	I-66 Commuter Choice
	2024	7C	Manassas Metro Express	\$632,000	\$5,031,000	Transform I-66/TDM Plan
		13A	Dale City to Near East	\$289,000	\$5,320,000	I-395/95 Commuter Choice
		13B	Gainesville to Near East	\$318,000	\$5,638,000	I-66 Commuter Choice
		12A	Neabsco Mills District to Homeland Security HQ	\$238,000	\$5,876,000	I-395/95 Commuter Choice
		12B	Neabsco Mills District to Eisenhower Ave	\$183,000	\$6,059,000	I-395/95 Commuter Choice
	2025	-	-	-	-	-
	2026	13C	Lake Ridge to Near East	\$232,000	\$6,291,000	I-395/95 Commuter Choice
Long	2027	-	-	-	-	-
	2028	2	Old Town Manassas to Innovation Drive	\$605,000	\$6,896,000	Local Funding
	2029	-	-	-	-	-



Service Development

To keep up with the increasing demand for transit service in the region, OmniRide intends to increase service significantly over the course of the 10-year TSP timeframe. This section provides a year-by-year summary of service changes and summarizes the impacts on revenue hours and miles, so OmniRide can anticipate the resulting service requirements. **Table 33** shows the anticipated implementation of projects, as well as the incremental change in revenue hours and revenue miles annually. Cumulative changes in revenue hours and miles are also shown to reveal the projected overall service additions. Although the projects are clearly organized in **Table 33** into specific years, the actual implementation of these projects should be expected to change as various external forces evolve and influence the funding landscape. The remainder of this section describes the services changes for each year in the TSP timeframe.

Table 33: Summary of Service Development

Timeframe	Implementation Year (FY)	Project Number	Project Description	Incremental Revenue-Hours	Incremental Revenue-Miles	Cumulative Revenue-Hours	Cumulative Revenue-Miles
Short	2019	6A	Linton Hall Metro Express	566	17,238	566	17,238
		10	New Bus Service from Haymarket to Rosslyn	2,558	71,400	3,124	88,638
	2020	3	Enhanced Bus Service on Route 1 Local	2,040	28,846	5,164	117,484
		5A	Revised East-West Express	0	-20,099	5,164	97,384
		7A	Manassas Metro Express	0	-11,003	5,164	86,382
		8A	Prince William Metro Express	2,040	61,810	7,204	148,192
		11A	Enhanced Bus Service from Gainesville (Cushing) to DC (611)	1,301	35,700	8,504	183,892
		11B	Enhanced Bus Service from Gainesville (Cushing) to Pentagon (612)	765	6,324	9,269	190,216
		14	Enhanced Bus Service from Dale City to Rosslyn/Ballston (D-200)	1,267	31,538	10,537	221,754
		15	New Bus Service Staffordboro Commuter Lot to Downtown D.C.	3,060	83,538	13,597	305,292
		16	New Bus Service Staffordboro Commuter Lot to Pentagon	2,040	75,582	15,637	380,874
		1	Revised Western Local Routes	3,794	N/A	19,431	380,874
	2021	-	-	-	-	19,431	380,874
	2022	4	Revised Eastern Local Routes	5,169	N/A	24,600	380,874
Mid	2023	5B	Revised East-West Express	0	-283	24,600	380,591
		7B	Manassas Metro Express	0	13,448	24,600	394,039
		8B	Prince William Metro Express	0	-2,687	24,600	391,351
		9A	Revised Manassas-Balls Ford to DC	655	47,484	25,255	438,835
		9B	Revised Manassas-Balls Ford to Pentagon	864	24,168	26,120	463,003
		6B	Linton Hall Metro Express	3,305	115,668	29,424	578,671
	2024	7C	Manassas Metro Express	4,226	15,749	33,651	594,420
		13A	Dale City to Near East	1,935	67,728	35,586	662,148
		13B	Gainesville to Near East	2,129	74,501	37,714	736,649
		12A	Neabsco Mills District to Homeland Security HQ	1,591	55,692	39,306	792,341
		12B	Neabsco Mills District to Eisenhower Ave	1,224	42,840	40,530	835,181
	2025	-	-	-	-	40,530	835,181
	2026	13C	Lake Ridge to Near East	1,550	54,264	42,080	889,445
Long	2027	-	-	-	-	42,080	889,445
	2028	2	Old Town Manassas to Innovation Drive	4,047	45,747	46,127	935,192
	2029	-	-	-	-	46,127	935,192

Short-Term Plan (FY 2019-2022)

In the short-term plan, OmniRide is expected to focus on improvements to existing services, including the restructuring of local services on both the east and west sides of Prince William County and extension of existing services into the east side of the downtown Washington, D.C., core. **Figure 32** and **Figure 33** show Metro Express and Express service along the I-66 and I-95 corridors, respectively, through FY 2018.

Figure 32: FY 2018 I-66 Service Schematic

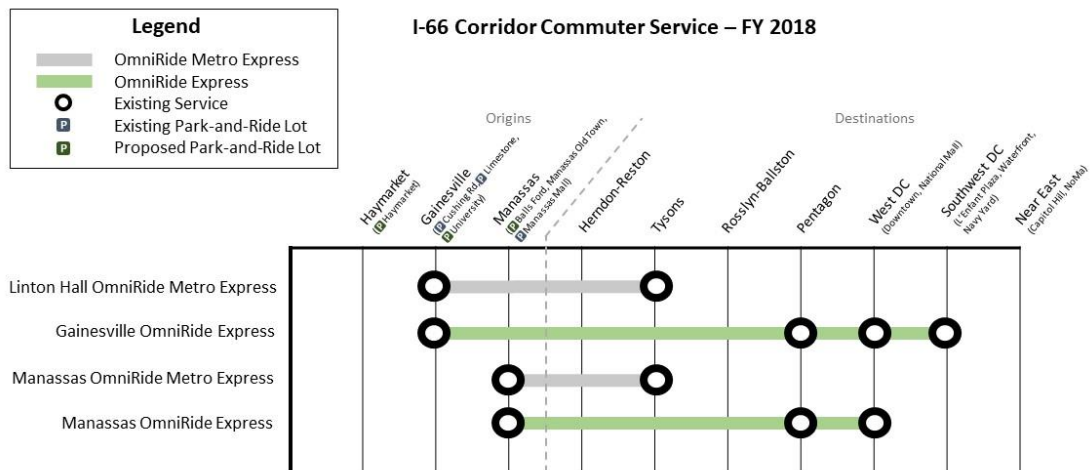
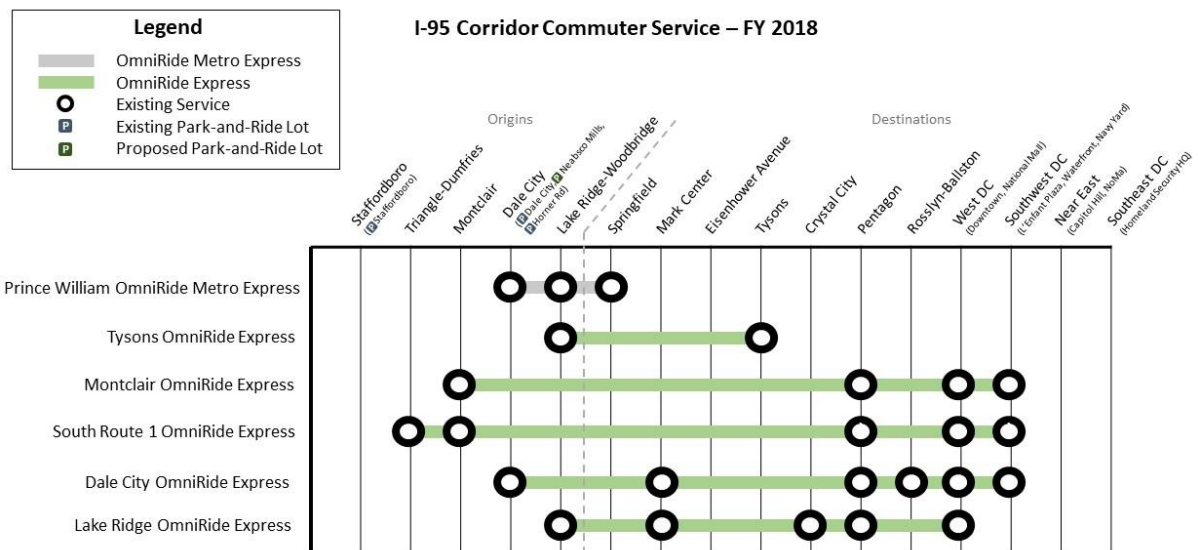


Figure 33: FY 2018 I-95 Corridor Service Schematic

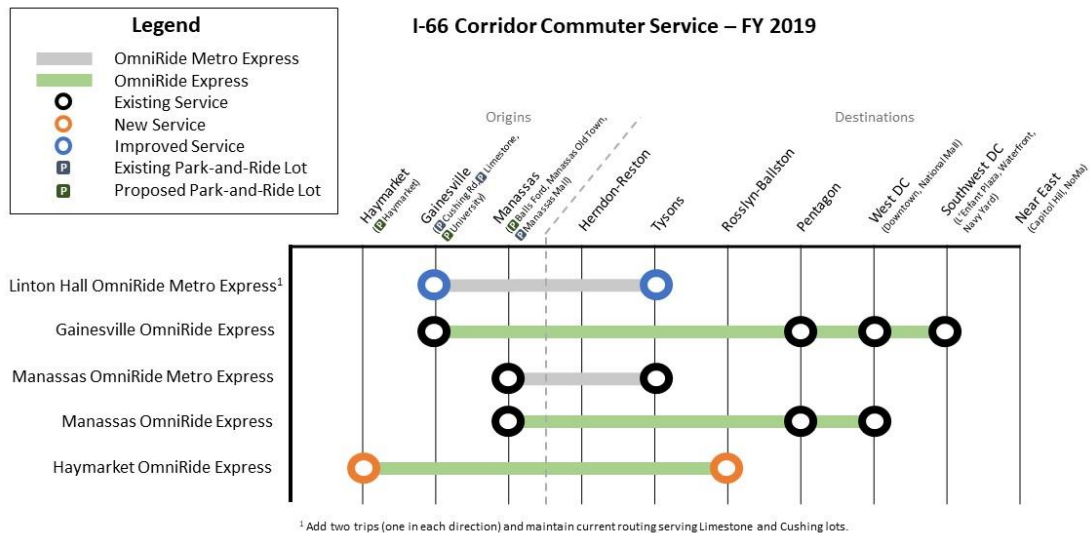




FY 2019

In FY 2019, OmniRide implemented two projects. First, concurrent with the opening of the Haymarket Commuter Lot, OmniRide began operation of its new Haymarket-Rosslyn/Ballston express route. This route operates four trips a day in each direction (Project 10). Another FY 2019 change was the introduction of one additional trip in each direction for the Linton Hall Metro Express route (Project 6A). **Figure 34** shows Metro Express and Express service changes along the I-66 corridor through FY 2019.

Figure 34: FY 2019 I-66 Corridor Service Schematic



FY 2020

In FY 2020, OmniRide will restructure the western local services, including revised alignments and frequencies, a new hub in Old Town Manassas, and the introduction of paratransit service (Project 1). Additionally, the Route 1 local service's aligned will be revised, and the trip frequency will increase in both the mornings and the evenings (Project 3). The East-West Express's route will be shorted to connect at the Manassas Old Town Hub to the west and to terminate at the OmniRide Transit Center to the east (Project 5A).

FY 2020 will include improvements to the Manassas Metro Express route by shifting the route to terminate at the Manassas Old Town hub (Project 7A). The Prince William Metro Express route will be improved in conjunction with the revised local services, increasing frequency and changing the trip headways from the existing 35-40 minutes to 20-25 minutes (Project 8A). Service from Gainesville to the Pentagon will be enhanced by shifting from existing lots to the new University Boulevard lot to ease pressure off the Cushing Road commuter lot and to gain direct access to the future Express Lanes (Project 11A/11B). Shifting the services to the University Boulevard lot in FY 2020 will allow commuters to become used to the new location before the Express Lanes open.

FY 2020 will also see enhanced service from Dale City to Rosslyn/Ballston by increasing AM and PM trips (Project 14) as well as new service from Staffordboro to DC and the Pentagon (Project 15/16).

Figure 35 and **Figure 36** show Metro Express and Express service changes along the I-66 and I-95 corridors, respectively, through FY 2020.

Figure 35: FY 2020 I-66 Corridor Service Schematic

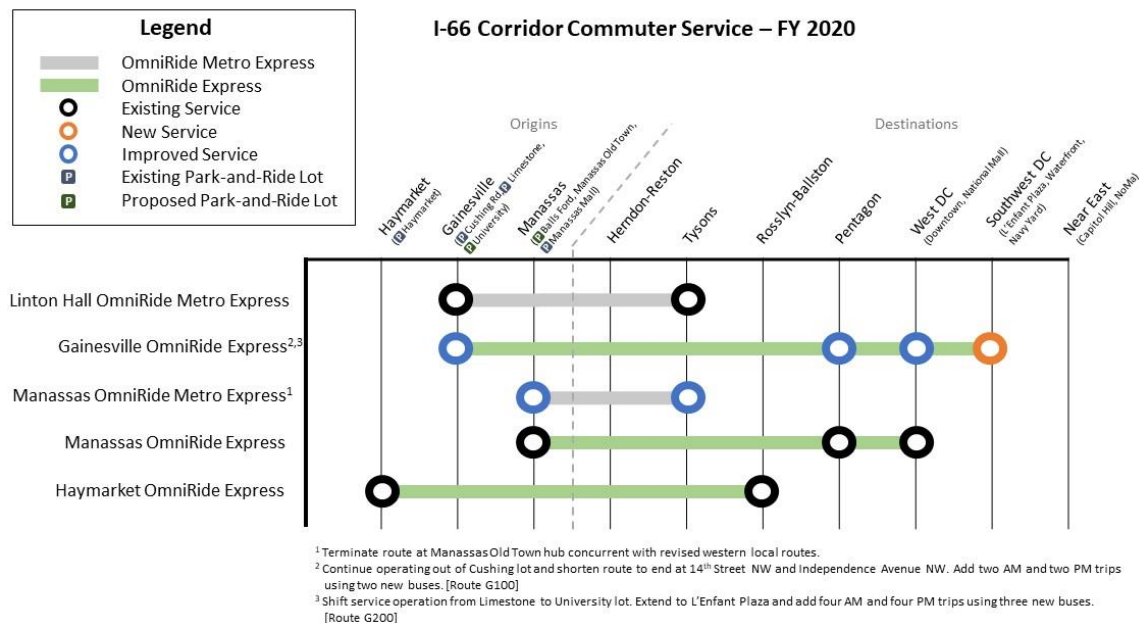
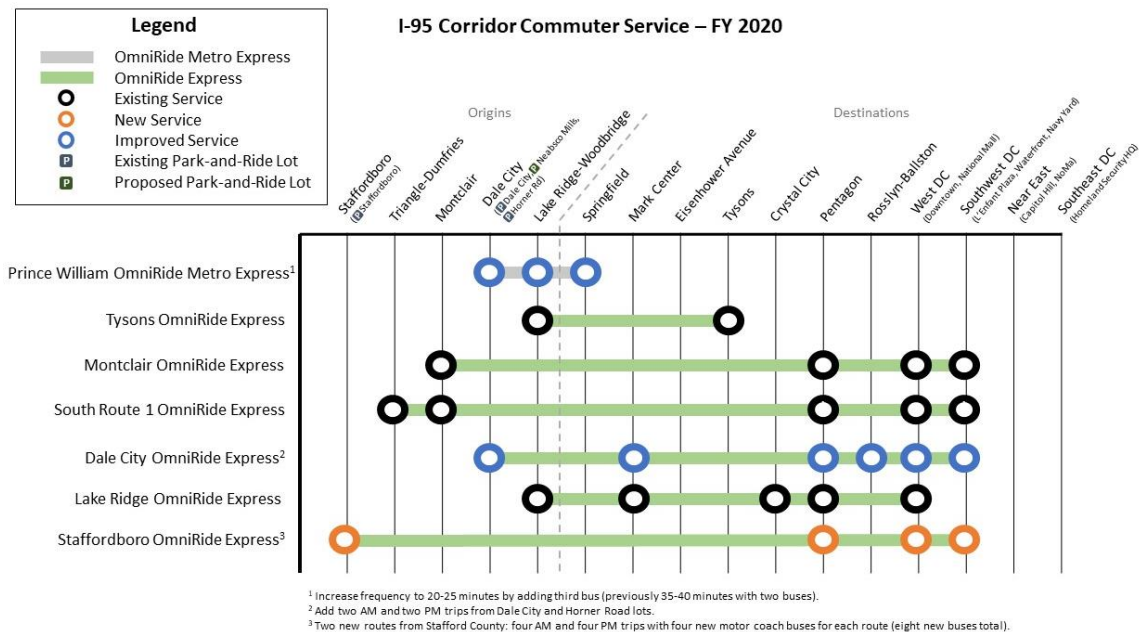


Figure 36: FY 2020 I-95 Corridor Service Schematic



FY 2021

Changes to local, Metro Express, or Express services are not planned during this fiscal year.

FY 2022

In FY 2022, OmniRide will restructure the eastern local services pending the success of the western changes, including revised alignments and frequencies for existing services, introduction of new service on both Route 234 and Minnieville Road, new connections to Route 1, and the introduction of paratransit service (Project 4). Metro Express and Express service changes along the I-66 and I-95 corridors are not planned during this fiscal year.



Mid-Term Plan (FY 2023-2026)

The mid-term plan focuses almost exclusively on the introduction of new services to correspond with the opening of I-66 managed lanes between Gainesville and I-495, which will include additional operating dollars for OmniRide to operate new service in the corridor. On the I-95 corridor the Neabsco Mills district commuter parking facility will open, along with the introduction of new and revised services.

FY 2023

The opening of the Balls Ford Commuter Lot will also impact service, with the Manassas Metro Express adding serving to this lot (Project 7B). Service from Manassas to Pentagon/DC will be restricted to operate from Balls Ford—601 (formerly M-100) and 602 (formerly M-200) routes in Manassas will reduce service as commuters shift to the Balls Ford Commuter Lot and services (Project 9A/9B). Frequency will further increase for the Linton Hall Metro Express service, operating from the new University Commuter Lot to Tysons (Project 6B). **Figure 37** and **Figure 38** show Metro Express and Express service changes along the I-66 and I-95 corridors, respectively, through FY 2023.

With the opening of the I-66 Express Lanes providing a more reliable trip and more Park and Ride spaces, OmniRide should look to increase frequency on high-performing routes using potential time savings from travel time as well as additional available funding from the Outside the Beltway Transit payment.

With the opening of the new transit hub at Neabsco Mills, several of the eastern local routes will be modified to serve Neabsco Mills, including the revised East-West Express (Project 5B). The Prince William Metro Express will also be modified to end at Neabsco Mills, which is expected to at least be cost-neutral with potential cost savings (Project 8B). The routes from Dale City going to Washington, Pentagon and Rosslyn/Ballston, and Navy Yard will be restructured to serve the Neabsco Mills transit hub.

Figure 37: FY 2023 I-66 Corridor Service Schematic

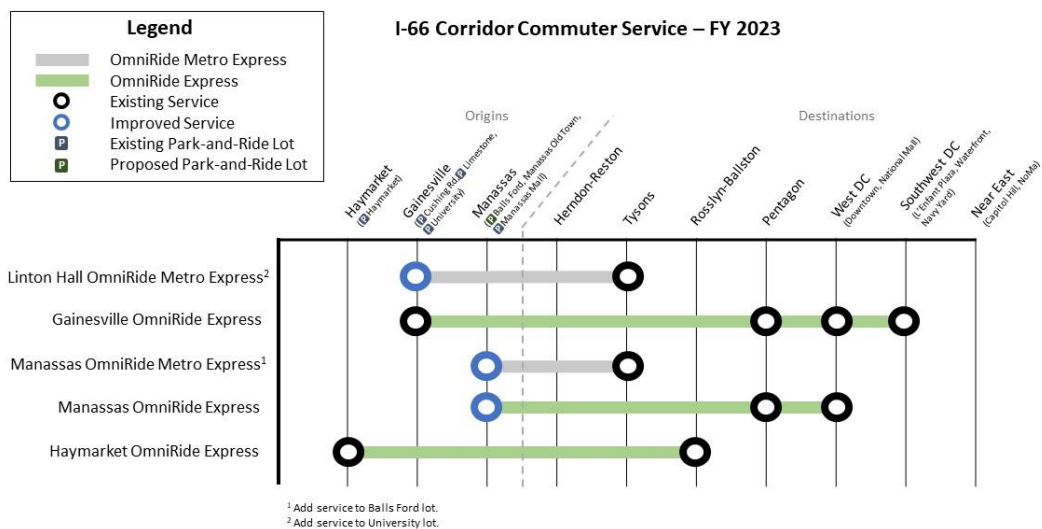
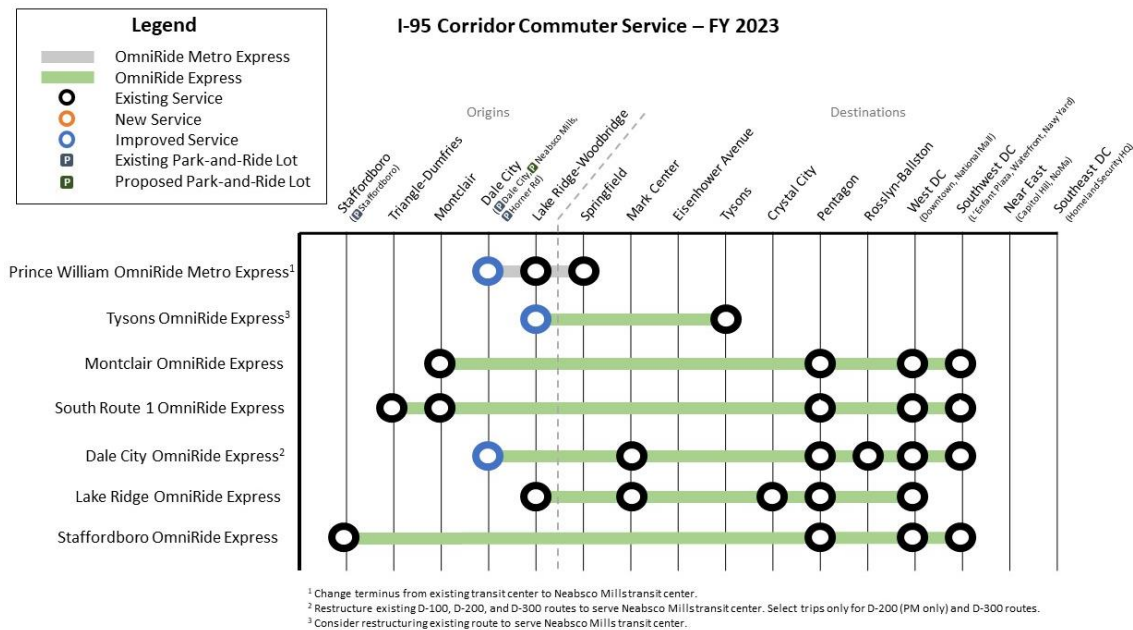


Figure 38: FY 2023 I-95 Corridor Service Schematic



FY 2024

In FY 2024, OmniRide will increase service on the Manassas Metro Express, doubling it to 32 one-way trips (Project 7C). New service will also be added from the University lot in Gainesville to areas in the Near East area of Washington, D.C., such as Capitol Hill or Union Station (Project 13B). Four trips a day in each direction would operate for this route.

Along the I-95 Corridor, service will also be implemented from Dale City to Near East (Project 13A), while new commuter services will be added from the Neabsco Mills hub to Southeast DC and Eisenhower Avenue (Project 12A/12B). **Figure 39** and **Figure 40** show Metro Express and Express service changes along the I-66 and I-95 corridors, respectively, through FY 2024. Changes to local routes are not planned during this fiscal year.

Figure 39: FY 2024 I-66 Corridor Service Schematic

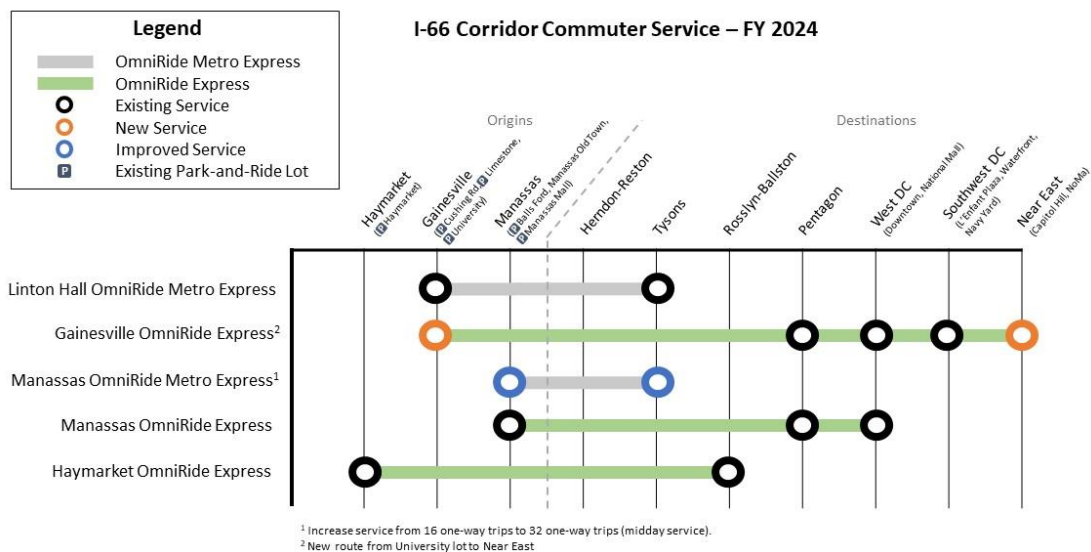
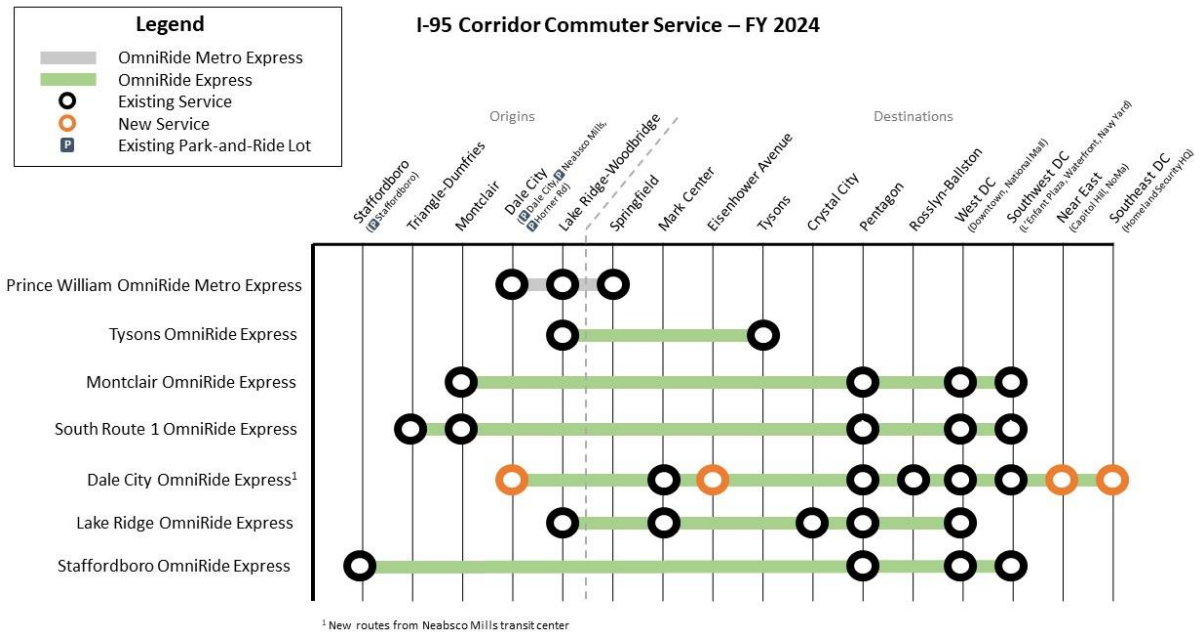


Figure 40: FY 2024 I-95 Corridor Service Schematic



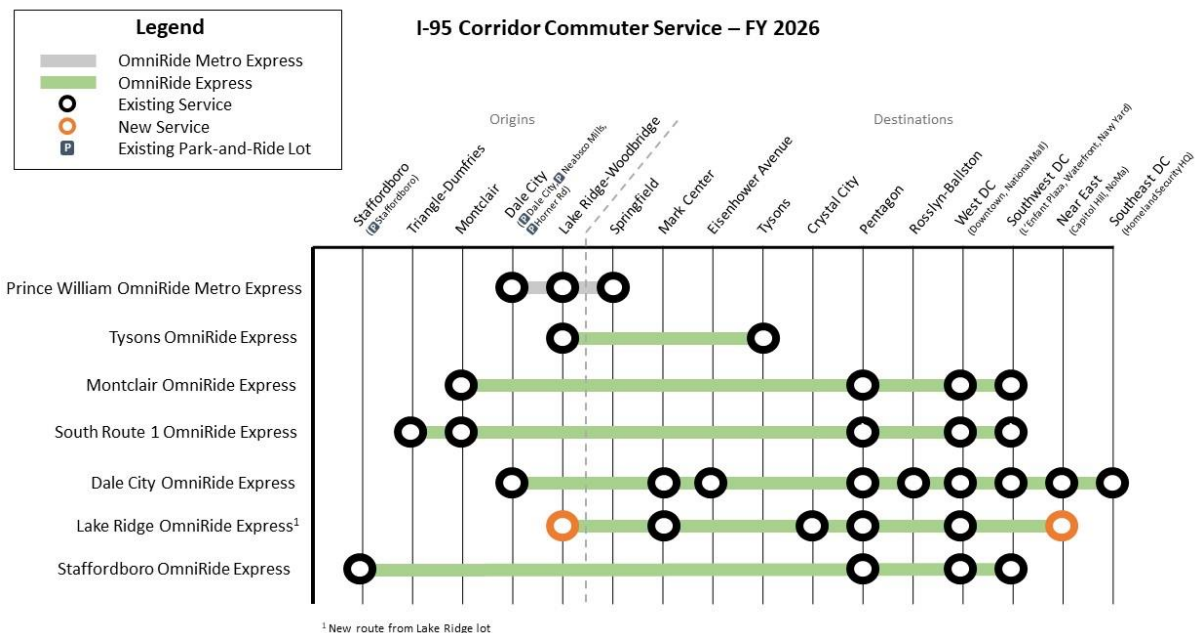
FY 2025

Changes to local, Metro Express, or Express services are not planned during this fiscal year.

FY 2026

One new route would begin operation in FY 2026, connecting Lake Ridge to the Near East area in Washington, D.C. (Project 13C). Changes to local routes and Metro Express or Express services along the I-66 corridor are not planned during this fiscal year.

Figure 41: FY 2026 I-95 Corridor Service Schematic





Long-Term Plan (FY 2027-2029)

FY 2027

Changes to local, Metro Express, or Express services are not planned during this fiscal year.

FY 2028

In FY 2028, OmniRide will begin operating a new local service from the Old Town Manassas hub to Innovation Drive (Project 2). Metro Express and Express service changes along the I-66 and I-95 corridors are not planned during this fiscal year.

FY 2029

Changes to local, Metro Express, or Express services are not planned during this fiscal year. **Figure 42** and **Figure 43** show Metro Express and Express service along the I-66 and I-95 corridors, respectively, through FY 2029.

Figure 42: FY 2029 I-66 Corridor Service Schematic

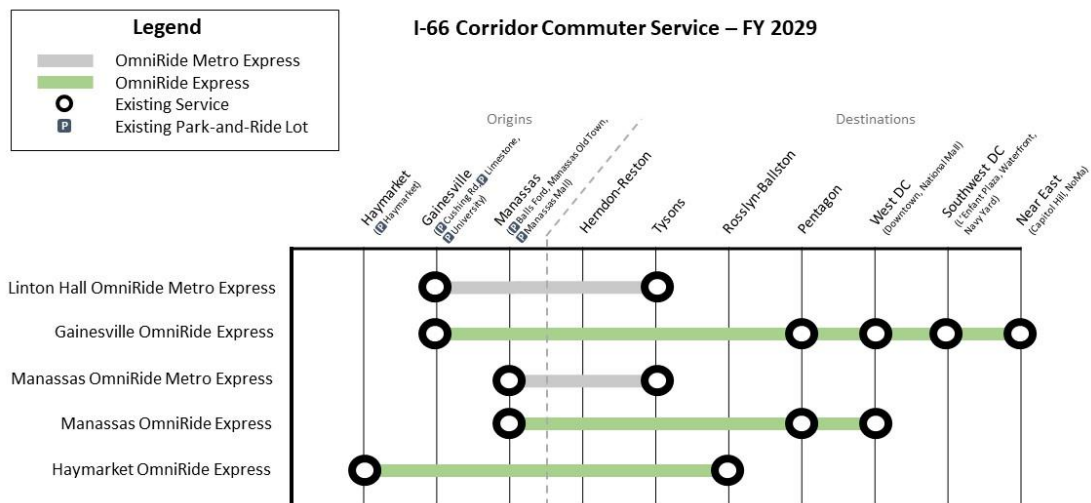
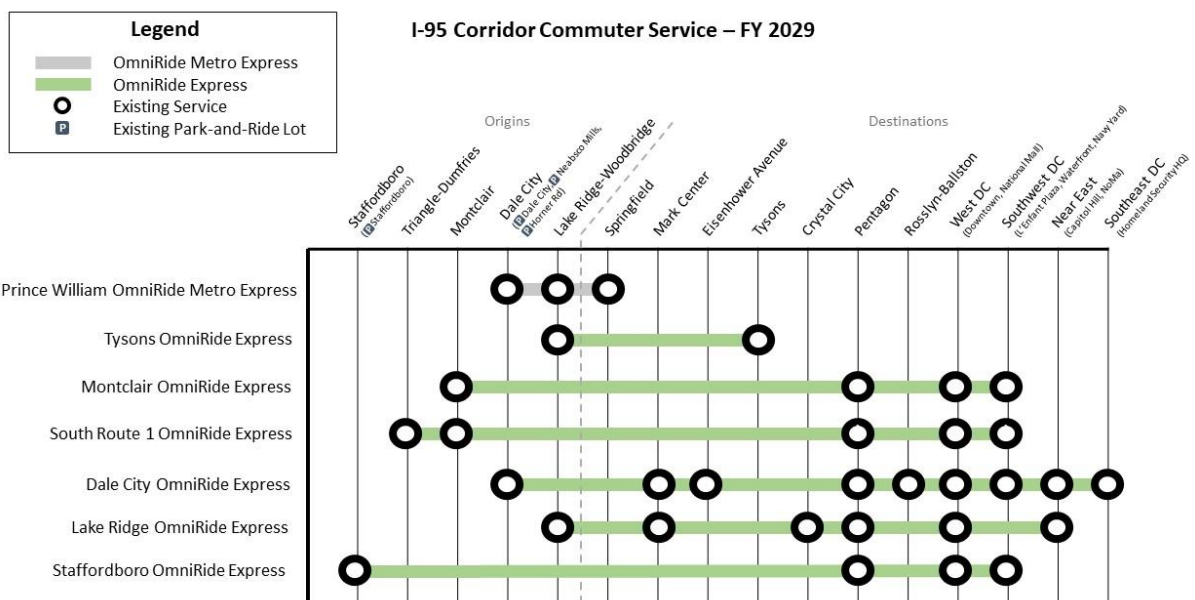


Figure 43: FY 2029 I-95 Corridor Service Schematic



Additional Recommendations

The following recommendations are potential considerations, studies, or initiatives that are recommended for OmniRide related to transit. Most would not require additional funding unless otherwise noted.

- A. **Secure official commitment from the Commonwealth regarding I-66 Funding** — As mentioned above, there is funding that has been allocated for transit services in the I-66 corridor as part of the Transform 66 project and the plan proposing additional service. It would be beneficial for OmniRide to work with VDOT and DRPT to develop a Memorandum of Agreement or Memorandum of Understanding (MOA or MOU) to outline confirmation and further specifics and amounts of this payment. The current contractual document can be found on the project website¹⁶.
- B. **Explore service options to Herndon and Reston** — One of the draft recommendations of the I-66 Outside the Beltway plan was to implement service from Manassas to Reston via the Route 28 corridor. Further study is required for this market to understand the travel time savings with a modified Route 28 corridor, specific routing and stops within Herndon/Reston area, and an analysis of parking availability and pricing at key destinations.
- C. **Advance Implementation of Mobility on Demand Feasibility Study** — The Mobility on Demand Healthcare Access Feasibility Study, completed in 2018, outlined a proposed model for moving forward a reservation system to supplement the existing Wheels to Wellness Program. If OmniRide can receive additional operational funding for this program and start-up funding for the program, this initiative can be advanced. More detail is provided in the TDM Plan.
- D. **Technical Studies and Assessments** — Potential initiatives or studies should be done to address needs identified in earlier chapters of the TSP. These would require technical assistance or other grants from DRPT, assuming the use of outside consultant support. Potential topic areas include:
 - a. Automated Passenger Counter (APC) calibration and setup on additional buses
 - b. Detailed ridership data analysis and trends report
 - c. Midday layover/storage study (in partnership with other transit operators)
 - d. Safety and Security Plan update
 - e. Fare structure changes (work group already underway)
 - f. Detailed routing analysis for Washington, D.C., routes
 - g. Pilot program assessment for Western Service Restructuring
 - h. Completion of Transit Asset Management (TAM) Plan
 - i. Facility condition assessment for OmniRide Transit Center
- E. **Create a Transit Advocate Forum** — Designed to be built from the stakeholder focus group, create and maintain a forum designed to encourage public input on targeted improvements and specific initiatives.
- F. **Coordinate with Prince William County Small Area Plan Process** — As Prince William County conducts small area plans for various sections of the county, it is important that OmniRide be at the table for discussions to factor in local service connections and infrastructure considerations.
- G. **Examine Alternative Service Scenarios** — OmniRide has expressed interest in exploring the feasibility of how introducing microtransit services or partnerships with Transportation Network Companies (TNCs) might allow for reallocation of resources currently devoted to fixed-route services.
- H. **Examine Consolidation of Destinations by Park-and-Ride Lot** — OmniRide has expressed an interest in examining the costs and benefits of assigning destinations by Park and Ride lots to simplify service patterns. For example, in the I-66 corridors, perhaps all the Tysons service would run out of one lot (Cushing for example). A more detailed study of operational cost differences and potential changes in ridership would need to be conducted before moving forward with these changes. If OmniRide were to advance this study with consultant support, additional funding would likely be required.

¹⁶ <http://www.p3virginia.org/wp-content/uploads/2016/11/Transform-66-First-Amendment-to-CA-Redacted-for-Web-c.pdf>

Summary of Strategic Plan Transit Recommendations

During phase I of the Strategic Plan process, OmniRide developed five strategic recommendations related to transit. **Table 34** below shows how the recommendations presented in this chapter help advance these recommendations.

Table 34: Comparison with Strategic Recommendations

Strategic Recommendation	Relation to Chapter 4 Recommendations
Implement improvements across all OmniRide's transit services to a level of quality that will attract more riders	<ul style="list-style-type: none"> Restructured local routes in western county and eastern county to more efficiently service residents and jobs Expanding commuter service serving more origins and more destinations
Increase and maintain services in high-capacity transit corridors by proactively seeking and leveraging capital and operating funding	<ul style="list-style-type: none"> Expanding commuter service serving more origins and more destinations Increasing frequent service along major corridors (such as Route 1) in Prince William County
Utilize data collection technology to build a business case for public-private partnerships	<ul style="list-style-type: none"> Addressed in additional study recommendations
Develop and apply standards and performance measures to analyze efficiencies and identify opportunities for growth through a TSP	<ul style="list-style-type: none"> This chapter represents the main substance of the TSP which outlines the proposed service improvements
Implement policies requiring activity centers and transit-supportive land uses to be connected by PRTC services and develop supportive procedures	<ul style="list-style-type: none"> These recommendations that enhance service to/from major recommendations and the stakeholder focus group have set the stage for continuing conversations with local partners

CHAPTER 4: IMPLEMENTATION PLAN

This implementation plan details the capital improvements and associated timing needed to support the service enhancements of the TSP. Capital investments in rolling stock, facilities, passenger amenities, and technology will be needed as existing assets reach the end of their useful life cycle and new assets are implemented. Effective communication of service improvements will also be necessary through new branding and marketing. This TSP covers capital expenditures from FY 2019 through FY 2029 associated with existing service and proposed service in Chapter 3. OmniRide is also currently in the process of developing its Transit Asset Management (TAM) Plan per state and federal requirements. This TAM Plan will guide the rolling stock and facility changes necessary for OmniRide to maintain a State of Good Repair (SGR). In general, this chapter shows the capital expenditures necessary to implement the proposed projects presented in Chapter 3. Chapter 5 will focus on funding and cashflow analysis.

Asset Management

Transit Asset Management (TAM) Plan

OmniRide, as of December 2019, had completed its TAM Plan per the Federal Transit Administration (FTA) requirements for a Tier II system based on the number of buses in peak fixed-route service in 2018. As of June 2019, the number of buses had exceeded the threshold for a Tier II system which requires a Tier 1 plan. OmniRide is currently in coordination with FTA regarding the process to update the TAM plan¹⁷ to meeting the requirements for a Tier 1 system.

Vehicle Fleet Policies

An overview of OmniRide's existing fleet is contained in **Appendix A**. As of December 2019, OmniRide owns a total of 161 buses for fixed and deviated-fixed-route service, two vehicles for paratransit services, and four support vehicles. OmniRide's bus fleet is split between its express commuter services (OmniRide Express and OmniRide Metro Express) and its local routes (OmniRide Local) with 133 buses and 28 buses, respectively. **Table 35** provides details on OmniRide's fleet types existing and future vehicle types, useful lifespans, assumed costs, overhaul timeframes, and other relevant notes.

Table 35: Overview of Fleet Types and Policies

Fleet Type	Existing Primary Vehicle Type	Vehicle Type for Future Purchases	Assumed Useful Life	Assumed Cost (FY 2020)	Overhaul Timeframe
OmniRide Express	MCI 45-foot bus	MCI 45-foot bus	16	\$622,000	8 years
OmniRide Metro Express	Gillig 40-foot bus	Gillig 35-40' bus	12	\$500,000	N/A
OmniRide Local	Gillig 30-foot bus	Gillig 35-40' bus	12	\$500,000	N/A
Paratransit/Demand Response	N/A	12-passenger van	5	\$80,000	N/A
Non-Revenue/Support	Ford Explorer, Ford Escape (2), Chevy Colorado	SUV/pickup truck	12	\$40,000	N/A

Additionally, some other overarching policies related to vehicles are followed by OmniRide. In general, vehicles are budgeted for and purchased one year prior to implementation. This was the assumption used to prepare the capital costs in this chapter. One exception to this rule is paratransit vehicles, which were budgeted for in the same year as they are expected to go into operation.

¹⁷ <https://www.transit.dot.gov/TAM/TAMPlans>



OmniRide must maintain a 20 percent spare ratio for their overall fleet. For assumption purchases in this chapter, the number of vehicles of each type purchased in each year was multiplied by 1.2 and rounded up to account for spares.

OmniRide is also considering electric vehicles for some of their fleet within the timeframe of the TSP. The first target area would be the Western Local service in the Manassas area. OmniRide should conduct a more detailed study of potential costs and benefits, as well as an analysis of infrastructure needs to accommodate the vehicles. As this discussion progresses, it will be updated in future TSP updates.

When a vehicle reaches the end of its useful life, the general policy of OmniRide is to dispose of the vehicle by selling it via public auction.

Maintenance and Operations Facilities Policies

Today, the existing OmniRide Transit Center serves as the only storage and maintenance facility. The Transit Center also provides space for the administrative functions of both PRTC and the operations and maintenance contractor. Generally speaking, routine facility maintenance is shared between the two parties and divided by physical area of responsibility (for example, routine maintenance in the vehicle repair shop is a contractor responsibility). The facility stores more than 160 buses and is above capacity for comfortably storing and maintaining the vehicles; OmniRide has used off-site space to store contingency vehicles. All routes currently must deadhead back to this storage facility. Upgrading or replacing systems in this facility are based on previously conducted facility assessments. OmniRide is aiming to conduct a new facility assessment in FY 2020 or FY 2021 and download that information into facility assessment maintenance plan software. There is also a need for longer-term non-critical repair and rehabilitation of the Transit Center.

A Western Maintenance Facility is currently under construction and expected to be completed mid-2020. This will accommodate, at minimum, the western local service and the I-66 commuter service routes. It will fit approximately 90 buses and will also serve as office space for some OmniRide and contractor staff.

OmniRide has also leased office space for some of its TDM and commuter services staff at a location close to the Transit Center. It is assumed that this space will no longer be needed once the Western Maintenance Facility is complete.

Passenger Facilities and Amenities Policies

Some of the relevant recommendations from Phase II of the Strategic Plan were to:

- Implement improvements across all of PRTC's transit services to a level of quality that will attract more riders
- Implement policies requiring activity centers and transit-supportive land uses to be connected by PRTC services and develop supportive procedures
- Proactively engage in the development and improvement of Park and Ride facilities

Passenger facilities for OmniRide service can generally be grouped into four categories. OmniRide involvement and ownership varies depending on the category as described below.

- **OmniRide Transit Facility** — OmniRide owns and maintains passenger amenities at this facility such as bus shelters, benches, and lighting.
- **Local bus stops along Prince William County public or private roads** — OmniRide owns and maintains the shelters and other amenities at bus stops in Prince William County. For stops along public roadways, OmniRide consults with VDOT and the jurisdiction on stop placement and design. For stops on private roadways, OmniRide works in cooperation with the landowner.
- **Park and Ride lots for commuter services** — Primarily VDOT or other owner of the Park and Ride facility owns and maintains amenities. OmniRide is responsible for updating the static maps and signage when service changes occur.
- **Bus stops at the destination end of commuter service** — OmniRide coordinates with the appropriate locality regarding stop location and signage.

Chapter 1 of the TSP included the following service design standards related to passenger amenities:

- **Commuter** — Park-and-ride facilities should have covered waiting areas, benches, and at minimum, static route signage.
- **Local** — New development or street reconstruction shall include stops with, at a minimum, a concrete passenger waiting area. Benches and covered waiting areas are encouraged for stops adjacent to existing or new development. Where feasible, far-side stops should be implemented in coordination with VDOT and local municipalities. Upgrades to existing stops should be prioritized based on high-ridership locations and community facilities.

Technology and ITS Policies

This section describes policies for updating technology and Intelligent Transportation Systems (ITS) such as Computer-Aided Dispatch/Automatic Vehicle Location (CAD/AVL) systems, automatic passenger counts (APCs), scheduling software, fare processing equipment, and data processing hardware or software. An inventory of the systems that OmniRide uses can be found in **Appendix A**.

Some of the relevant recommendations from Phase II of the Strategic Plan were to:

- Use data collection technology to build a business case for public-private partnerships
- Complete calibration of APC units
- Seek out new data sources and research best practices for data use
- Investigate new service models that allow for the development of easily scalable demand-based services
- Identify adaptations and resources that support the latest trends and technology in commuter through updating the TDM plan

OmniRide is currently analyzing APC data and methodology to achieve reasonable confidence in these results. Until this is achieved, OmniRide's policy is to use farebox numbers to report ridership. OmniRide is looking to upgrade its fare technology in the upcoming 3 to 5 years, which would require the installation of new technology on approximately 170 vehicles.

In coordination with partner agencies in the Northern Virginia region, OmniRide is pursuing a joint deployment of a regional mobile ticketing platform. An issue with the vendor has delayed the process, but the multijurisdictional group will continue to pursue mobile ticketing moving forward. Furthermore, OmniRide has applied for a DRPT demonstration grant of \$100,000 to employ on-board camera systems on its commuter buses.

Capital Implementation Plan

This implementation plan will be used to meet OmniRide's capital needs to both maintain its State of Good Repair and to execute the planned service developments set forth in Chapter 3 of the TSP. Each implementation step is directly tied to a proposed service improvement or expansion as well as a potential funding source.

Rolling Stock

Over the years outlined in the TSP, it will be necessary to replace existing vehicles to maintain good conditions and present-day service levels. Moreover, expansion vehicle investments will be necessary to support mid-term and long-term goals. The following sections detail those capital needs to both maintain and expand OmniRide services. Costs in this chapter are shown in year of expenditure dollars using a 3 percent escalation rate unless otherwise noted.

Proposed Improvements and Expansion Vehicles

Table 36: Proposed Service Improvements and Expansions by Year

Implementation Year	Purchase Year	Project Number	Project Description	Peak Vehicles	Service Type	Funding Strategy
2019	2018	6A	Linton Hall Metro Express	2	Metro Express	I-66 Commuter Choice
		10	New Bus Service from Haymarket to Rosslyn	1	Express	I-66 Commuter Choice
2020	2019	3	Enhanced Bus Service on Route 1 Local	1	Local	I-395/95 Commuter Choice
		5A	Revised East-West Express	0	Local	N/A
		7A	Manassas Metro Express	0	Metro Express	N/A
		8A	Prince William Metro Express	1	Metro Express	I-395/95 Commuter Choice
		11A	Enhanced Bus Service from Gainesville (Cushing) to DC (611)	2	Express	I-66 Commuter Choice
		11B	Enhanced Bus Service from Gainesville (Cushing) to Pentagon (612)	3	Express	I-66 Commuter Choice
		14	Enhanced Bus Service from Dale City to Rosslyn/Ballston (D-200)	2	Express	I-395/95 Commuter Choice
		15	New Bus Service Staffordboro Commuter Lot to Downtown D.C.	4	Express	I-395/95 Commuter Choice
		16	New Bus Service Staffordboro Commuter Lot to Pentagon	4	Express	I-395/95 Commuter Choice
	2020	1	Revised Western Local Routes	2	Paratransit	PWC, City of Manassas, and City of Manassas Park
2022	2022	4	Revised Eastern Local Routes	2	Paratransit	PWC
2023		5B	Revised East-West Express	0	Local	N/A
		7B	Manassas Metro Express	0	Metro Express	N/A
		8B	Prince William Metro Express	1	Metro Express	N/A
		9A	Revised Manassas-Balls Ford to DC	-1	Express	Transform I-66/TDM Plan
		9B	Revised Manassas-Balls Ford to Pentagon	1	Express	Transform I-66/TDM Plan
		6B	Linton Hall Metro Express	6	Metro Express	I-66 Commuter Choice
2024	2023	7C	Manassas Metro Express	0	Metro Express	Transform I-66/TDM Plan
		13A	Dale City to Near East	3	Express	I-395/95 Commuter Choice
		13B	Gainesville to Near East	3	Express	I-66 Commuter Choice
		12A	Neabsco Mills District to Homeland Security HQ	3	Express	I-395/95 Commuter Choice
		12B	Neabsco Mills District to Eisenhower Ave	3	Express	I-395/95 Commuter Choice
2026	2025	13C	Lake Ridge to Near East	3	Express	I-395/95 Commuter Choice
2028	2027	2	Old Town Manassas to Innovation Drive	1	Local	Local Funding

Table 36 shows the planned service improvements and expansions outlined in Chapter 3, while **Table 37** summarizes the vehicle capital needs associated with those projects by the fiscal year of purchase. More than 25 vehicles will be purchased between FY 2022 and FY 2023, largely due to the planned improvements and expansions for several Express and Metro Express services. Note that Table 37 includes the spare bus calculations by year, whereas Table 36 shows the additional vehicles required to operate the service.

Table 37: Improvement and Expansion Vehicle Purchases by Year and Type

		Purchase Year (FY)										
		2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029
Expand												
OmniRide Express Fleet	45-foot Buses	18	0	0	0	15	0	4	0	0	0	0
OmniRide Metro Express and Local Fleet	35-40-foot Buses	3	0	0	9	0	0	0	0	2	0	0
Paratransit Fleet	12-Passenger Vans	0	2	0	3	0	0	0	0	0	0	0
Total Vehicles (Peak + 20% Contingency)		21	2	0	12	15	0	4	0	2	0	0
Total Cost of Expansion (\$1000s – Year of Expenditure (YOE))		\$12,326	\$160	\$0	\$5,029	\$10,195	\$0	\$2,884	\$0	\$1,230	\$0	\$0

Replacement Vehicles

Table 38 summarizes the replacement vehicle capital needs due vehicles reaching their ends of useful life. These include both existing vehicles in OmniRide’s inventory as well as vehicles that will be purchases as part of planned improvements and expansions outlined in Chapter 3.

Table 38: Replacement Vehicle Purchases by Year and Type

		Replacement Year (FY)										
		2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029
Replace												
OmniRide Express Fleet	45-foot Buses	1	2	4	10	0	11	8	4	4	5	0
OmniRide Metro Express and Local Fleet	35-40-foot Buses	0	1	2	0	18	11	0	6	7	0	0
Paratransit Fleet	12-Passenger Vans	0	0	0	0	0	0	2	0	3	0	0
Total Vehicles		1	3	6	10	18	22	10	10	14	5	0
Total Cost of Replacement (\$1000s - YOE)		\$604	\$1,744	\$3,593	\$6,599	\$9,835	\$13,891	\$5,954	\$6,553	\$7,660	\$3,940	\$0

Vehicle Purchases

Table 39 summarizes the total vehicle capital needs over the years outlined in the TSP. These purchases include all vehicles outlined in both planned improvement and expansion vehicles outlined in Table 37 and replacement vehicles outlined in Table 38.

Table 39: Total Vehicle Purchases by Year and Type

		Purchase Year (FY)										
		2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029
Bus Purchases												
OmniRide Express Fleet	45-foot Buses	19	2	4	10	15	11	12	4	4	5	0
OmniRide Metro Express and Local Fleet	35-40-foot Buses	3	1	2	9	18	11	0	6	9	0	0
Paratransit Fleet	12-Passenger Vans	0	3	0	3	0	0	2	0	3	0	0
Total Vehicles		22	6	6	22	33	22	15	10	16	5	0
Total Cost of Purchases (\$1000s - YOE)		\$12,930	\$1,984	\$3,593	\$11,627	\$20,030	\$13,891	\$8,838	\$6,553	\$8,890	\$3,940	\$0

Vehicle Overhauls

Table 40 summarizes the planned mid-life overhauls for OmniRide vehicles to maintain good condition to reach a vehicle’s full useful life. The only vehicle type in the OmniRide inventory that requires an overhaul is the 45-foot bus used for its OmniRide Express fleet. This overhaul occurs 8 years into the vehicle’s use (9 years after purchase) for a total useful life of 16 years. The assumed cost for a mid-life overhaul is \$275,000.

Table 40: Vehicle Overhauls by Year

		Purchase Year (FY)										
		2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029
Bus Purchases												
OmniRide Express Fleet	45-foot Buses	4	5	0	1	0	12	17	13	9	18	0
Total Cost of Purchases (\$1000s - YOE)		\$1,068	\$1,375	\$0	\$292	\$0	\$3,714	\$5,420	\$4,269	\$3,044	\$6,271	\$0

¹ Planned vehicle overhauls for FY 2026 total to 37 vehicles based on vehicle lives. 12 overhauls each were removed from FY 2026 and added to FY 2024 and FY 2025 to more evenly distribute.

Additional Capital Needs

Passenger Facilities and Amenities

OmniRide currently owns and maintains bus stop shelters at its existing transit facility and has plans for passenger amenity improvements at two hub facilities in Prince William County, including the western hub in Old Town Manassas. **Table 41** details the purchases necessary over the years in the TSP to maintain and expand OmniRide passenger facilities and amenities.

Table 41: Passenger Facilities and Amenities Capital Needs

		Purchase Year (FY)										
		2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029
Purchases												
Western Hub (shelters and other passenger amenities)				\$2,500,000								
Eastern Hub (shelters and other passenger amenities)						\$2,500,000						
Bus Stop Shelters			\$78,000		\$100,000		\$100,000		\$100,000		\$100,000	
Total Cost of Purchases		\$0	\$78,000	\$2,500,000	\$100,000	\$2,500,000	\$100,000	\$0	\$100,000	\$0	\$100,000	\$0

Technology and ITS

OmniRide plans to upgrade its farebox system in every vehicle in its inventory over the course of several years and additionally to purchase data processing hardware and software. **Table 42** outlines the technology and ITS capital needs over the years outlined in the TSP.

Table 42: Technology and ITS Capital Needs

		Purchase Year (FY)										
		2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029
Purchases												
Farebox Upgrades				\$453.4	\$453.3	\$453.3						
ADP Hardware		\$838.8	\$817.6	\$20.5	\$99.7	\$86.9	\$79.1	\$251.7	\$313.5	\$313.5	\$313.5	\$313.5
ADP Software		\$8.2	\$48.5	\$17	\$16.5	\$20.2	\$19.7	\$19.2	\$21.3	\$21.3	\$21.3	\$21.3
Total Cost of Purchases (\$1000s)		\$847	\$600.6	\$490.9	\$569.5	\$560.4	\$98.8	\$270.9	\$334.8	\$334.8	\$334.8	\$334.8

¹ ADP hardware and software costs for FY 2026-2029 were calculated based on budgeted capital needs for FY 2019 – 2025.

CHAPTER 5: FINANCIAL PLAN

The financial plan of the TSP projects the expected operating and capital costs over the next 10 years and assigns these costs to various anticipated funding sources. This chapter is divided into three sections on costs and funding sources: operating and maintenance costs and funding sources, capital costs and funding sources, and approach to achieving anticipated revenues. The values presented in each section are based on data provided by DRPT and OmniRide staff. Projections for future years are calculated using a combination of forecasts provided by OmniRide staff, the FY20 DRPT Six Year Improvement Program (SYIP), and standard escalation rates. As with any projection, it is important to note that the uncertainty increases through time and therefore values and figures are subject to change over time. All costs in this chapter have been inflated to year of expenditure dollars (YOE\$), accounting for the minimum 3 percent annual factor specified in the DRPT TSP Guidelines. For a retrospective look into OmniRide's annual costs and funding sources, please refer to **Appendix B**.

Operating and Maintenance Costs and Funding Sources

The most current data available for the financial plan is for FY20, which is used here as a baseline for future years. From FY20 to FY29, the annual operating costs for the existing transit system are expected to increase from \$33,288,000 to \$43,433,000. This increase of \$10,145,000 is due to inflation alone, based on a 3 percent annual rate. When taking into account service changes described in Chapter 3, the annual operating costs increase from \$33,288,000 to \$48,640,000 over the same time period, representing a total increase of \$15,352,000 (46 percent). **Table 43** shows the total number of hours in the existing system, as well as when and how much service increases as a result of the service improvements detailed in Chapter 3.

Operating and maintenance costs and funding sources are summarized in **Table 44** and **Table 45**, showing costs and funding amounts with service changes implemented and without service changes implemented, respectively. Each table shows the breakdown of funding sources, each of which is described in greater detail below, along with any assumptions that were used in calculating the figures. Graphical representation of these trends can be seen in **Figure 44** and **Figure 45**.

Federal Funding

Federal funding is expected from FTA Section 5307 for all years in the TSP. Table 44 and Table 45 summarize the estimates for anticipated year-by-year federal funds provided by OmniRide. To keep up with inflation, federal funding estimates were inflated by 3 percent annually. Overall, federal funds for operating and maintenance are expected to decrease over time. This is in part because FTA's 2015 *State of Good Repair Grants Program: Final Circular* clarified that buses operating in HOT lanes are not eligible for FTA Section 5337 State of Good Repair High Intensity Motorbus funding. This decision was contrary to prior assumptions that OmniRide would be permitted to use these funds for bus service in HOT lanes. Therefore, in FY24, the year following when Express Lanes on I-66 outside the Beltway are implemented, OmniRide will lose more than \$600,000 in FTA State of Good Repair High Intensity Motorbus funding. After FY24, federal funding is anticipated to remain constant, except for inflation. Federal funding is expected to be consistent between the scenario with service changes and the scenario without service changes.

State Funding

The FY20 operating and maintenance funding provided by the state comes directly from the SYIP. For FY21 – 29, funding estimates are inflated by 3 percent annually. Overall, state operating assistance is expected to increase from \$5,336,000 to \$6,963,000 over the course of 10 years, representing \$1,626,000 in additional funding. State operating assistance was assumed to be consistent between the scenario with and without service changes.

It should be noted here that the actual state funding will depend on the performance of OmniRide compared to the performance of other transit systems in the Commonwealth. Previously, funding was calculated based on each



agency's operating cost relative to the total operating cost of all transit agencies that receive state funding assistance. In 2018; however, the Virginia General Assembly passed a statute requiring transit grant funding to be based on transit performance (Section 33.2-1526.1 of the Code of Virginia). Performance-based funding begins in FY20 as a transition year and becomes fully implemented in FY21, with a funding formula that accounts for agency size and a three-year performance trend. Sizing metrics are used to correlate funding allocations with the size of the agency with the following percentages:

- Operating Cost (60 percent in FY20 and 50 percent after)
- Ridership (20 percent in FY20 and 30 percent after)
- Revenue vehicle hours (10 percent)
- Revenue vehicle miles (10%)

A statewide comparison of all agencies receiving state assistance is then performed based on the following five performance metrics:

- Passengers per revenue vehicle hour
- Passengers per revenue vehicle miles
- Operating cost per revenue vehicle hour
- Operating cost per revenue vehicle mile
- Operating cost per passenger

It is because of the uncertainty of the comparative performance that the state funding for OmniRide is calculated based on an annual inflation rate. Future TSP efforts will benefit from the availability of historical performance-based funding.

Farebox Revenue

FY20 farebox revenue was obtained from the FY20 SYIP. For the scenario without service changes, this value was inflated by 3 percent annually. From FY20 to FY29, fares are expected to increase from \$10,841,000 to \$14,145,000, representing a total annual increase of \$3,304,000. For the scenario with service changes, fare estimates through FY26 were provided by OmniRide that consider the additional ridership projected through the various additions in service. For FY27–FY29, fares were inflated by 3% annually. Fare revenues therefore increase from \$10,841,000 to \$21,593,000 from FY20–FY29, which is an overall increase of \$10,752,000 annually. This large increase occurs because nearly all of the additional service that OmniRide plans to implement over the TSP timeframe will be Express or Metro Express service, which typically has relatively high farebox revenues.

Advertising Funds

The FY20 funding from advertising comes from the FY20 SYIP. There are no plans for increasing the amount of advertising, and therefore advertising only increases by an inflation factor of 3 percent annually. This translates to an increase of \$18,000—going from \$60,000 in FY20 to \$78,000 in FY29. This remains accurate for both the service changes scenario as well as the no service changes scenario.

Local Funding

The local funding is anticipated to come from the regional motor fuels tax supplemented by general funds if necessary, calculated here as the remainder of funding necessary to balance the operating budget after all other funding sources are accounted for. For the scenario without any service changes, the local funding increases from \$9,175,000 in FY20 to \$14,584,000 in FY29, which represents a total increase of \$5,409,000 over the 10-year timeframe. For the scenario with service changes implemented, the local general funds total \$9,175,000 in FY20 and \$9,252,000 in FY29, for an increase of only \$77,000 over the same 10-year timeframe (including inflation). The large difference in increases in local funding requirements come primarily because the projected increase in fares from additional service in the scenario with service changes.



I-95 HOT Lanes Funding

Funding from the I-95 HOT Lanes is shown in both the scenario with service plans as well as the scenario without service plans at \$868,000 annually. This is funding that has been allocated to OmniRide from the Commonwealth to support specific commuter services on I-95. This funding source is anticipated to increase at the rate of 3 percent annually to account for inflation in both scenarios, which comes to \$1,132,000 annually by FY29.

I-66 Commuter Choice Funding

Commuter Choice grants are anticipated to account for a significant portion of the additional funding required to implement new services over the next ten years. In the scenario without service changes, there are no additional Commuter Choice funds assumed over the FY20 base year of \$799,000 annually, and therefore only increases via a 3 percent inflation factor annually. By FY29, the I-66 Commuter Choice funding would then account for about \$1,043,000 annually. For the service changes scenario, I-66 Commuter Choice funds is expected to increase because of both inflation as well as new funding for additional services from Chapter 3. The increases in I-66 Commuter Choice Funding bring the total in FY29 to \$1,535,000, an increase of \$492,000 compared to the no changes scenario. Routes that are currently funded through I-66 Commuter Choice include:

- Gainesville to Pentagon Service (Funding began FY17 and increased in FY20)
- Linton Hall Metro Express (Funding began FY19)
- Gainesville to Washington (Funding began in FY20)
- Haymarket to Rosslyn (Funding began in FY20)

I-66 Commuter Choice funding is expected to continue to be applied to future increases in services along those routes as well as:

- Gainesville to Downtown East

I-395/95 Commuter Choice Funding

Like I-66 Commuter Choice, additional I-395/95 Commuter Choice funding is expected to become available with the many service additions discussed in Chapter 3. Funding for services in FY20 is included in both scenarios that do and do not account for future service changes. Future years in the no service changes scenario inflates the FY20 funding by 3 percent annually. The service changes scenario accounts for anticipated funding through additional services from Chapter 3. In FY20 I-395/95 Commuter Choice Funding source is expected to account for about \$1,805,000 of the total operating budget in both scenarios. This includes:

- Dale City to Ballston (2 morning and 2 afternoon trips)
- Prince William Metro Express
- Route 1 Local
- Stafford to DC
- Stafford to Pentagon

This figure increases by \$550,000 due to inflation alone by FY29, totaling \$2,365,000 annually. When accounting for additional services and associated funding, funding increases to \$3,224,000 by FY29. This represents an increase of \$1,419,000. Additional routes assumed to take advantage of the I-395 Commuter Choice funding source include:

- Dale City to Downtown East
- Neabsco Mills to Homeland Security
- Neabsco Mills to Eisenhower Avenue (Alexandria)

Transform I-66/TDM Plan Funding

The Transform I-66 Transit/TDM Plan funding is expected to increase revenues by \$1,450,000 in FY23 when the Manassas Metro Express from (described in Chapter 3) is implemented. Revenues are anticipated to increase to about \$1,731,000 in FY29, as the cost to operate it increases due to inflation. Current assumptions anticipate that expansion to the following routes will receive funding through the Transform 66 program:

- Manassas to Tysons (Manassas Metro Express)
- Manassas to DC
- Manassas to Reston¹⁸

Figure 44: Summary of Operating and Maintenance Revenues by Source without Service Changes

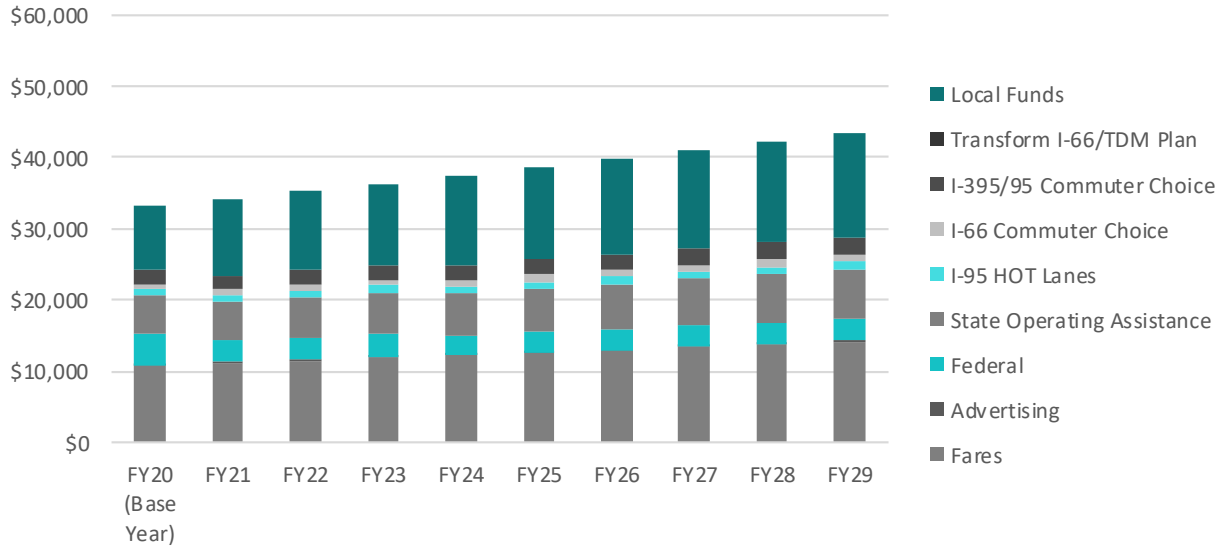
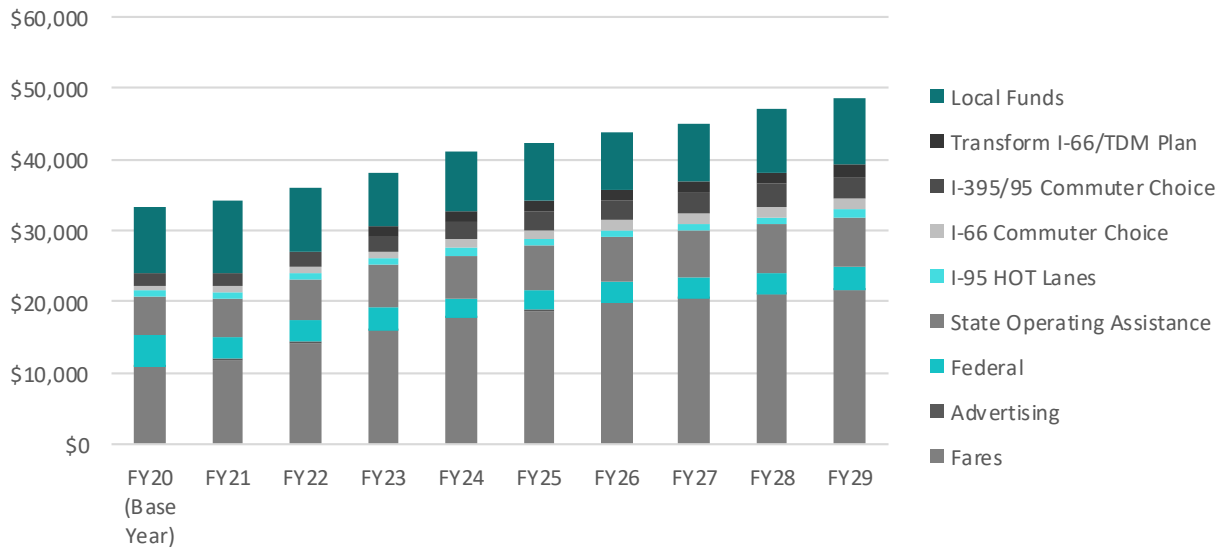


Figure 45: Summary of Operating and Maintenance Revenues by Source with Service Changes



¹⁸ Manassas to Reston service is noted for further study in Chapter 3.



Table 43: Operating and Maintenance Revenues Service Additions Summary (\$1000s)

	FY20	FY21	FY22	FY23	FY24	FY25	FY26	FY27	FY28	FY29
Existing System										
Revenue Hours	179,000	179,000	179,000	179,000	179,000	179,000	179,000	179,000	179,000	179,000
Operating Costs	\$33,288	\$34,286	\$35,315	\$36,374	\$37,465	\$38,589	\$39,747	\$40,939	\$42,168	\$43,433
Service Additions										
Revenue Hours	-	-	5,169	4,824	11,105	-	1,550	-	4,047	-
Operating Cost	-	-	\$820	\$788	\$1,868	-	\$277	-	\$766	-
Cumulative Operating Cost	-	-	\$820	\$1,633	\$3,550	\$3,656	\$4,043	\$4,164	\$5,056	\$5,207
Totals										
Total Revenue Hours	179,000	179,000	184,169	188,993	200,099	200,099	201,649	201,649	205,696	205,696
Total Operating Cost	\$33,288	\$34,286	\$36,135	\$38,007	\$41,015	\$42,246	\$43,790	\$45,104	\$47,223	\$48,640

1. FY20 revenue hours are estimates provided by OmniRide.
2. FY20 operating cost from SYIP. FY21–29 operating costs assume 3% annual inflation rate
3. All costs are in year of expenditure dollars



Table 44: Operating and Maintenance Revenues without Service Changes (\$1000s)

	FY20 (Base Year)	FY21	FY22	FY23	FY24	FY25	FY26	FY27	FY28	FY29
Revenue Hours	179,000	179,000	179,000	179,000	179,000	179,000	179,000	179,000	179,000	179,000
Total Operating Cost	\$33,288	\$34,286	\$35,315	\$36,374	\$37,465	\$38,589	\$39,747	\$40,939	\$42,168	\$43,433
Expected Revenue Source										
Fares	\$10,841	\$11,167	\$11,502	\$11,847	\$12,202	\$12,568	\$12,945	\$13,333	\$13,733	\$14,145
Advertising	\$60	\$62	\$64	\$66	\$68	\$70	\$72	\$74	\$76	\$78
Federal	\$4,403	\$3,131	\$3,225	\$3,322	\$2,701	\$2,782	\$2,866	\$2,952	\$3,040	\$3,131
State Operating Assistance	\$5,336	\$5,496	\$5,661	\$5,831	\$6,006	\$6,186	\$6,372	\$6,563	\$6,760	\$6,963
I-95 HOT Lanes	\$868	\$894	\$921	\$948	\$977	\$1,006	\$1,036	\$1,067	\$1,099	\$1,132
I-66 Commuter Choice	\$799	\$823	\$848	\$873	\$899	\$926	\$954	\$983	\$1,012	\$1,043
I-395/95 Commuter Choice	\$1,805	\$1,859	\$1,915	\$1,973	\$2,032	\$2,093	\$2,156	\$2,220	\$2,287	\$2,356
Transform I-66/TDM Plan	-	-	-	-	-	-	-	-	-	-
Local General Funds	\$9,175	\$10,854	\$11,179	\$11,515	\$12,580	\$12,958	\$13,347	\$13,747	\$14,159	\$14,584

1. FY20 revenue hour estimate provided by OmniRide. FY21–FY29 revenue hours remain constant.
2. FY20 operating cost is from SYIP. FY21–29 assume a 3% annual inflation rate.
3. FY20 fare revenue is from SYIP. FY21–FY29 assume a 3% annual inflation rate.
4. FY20 advertising is from SYIP. FY21–FY29 assume a 3% annual inflation rate.
5. FY20 federal funding is from SYIP. FY21–24 provided by OmniRide and assume a 3% annual inflation rate.
6. FY20 state operating assistance is from SYIP. FY21–FY29 assume a 3% annual inflation rate.
7. FY20 I-95 HOT Lanes assistance is from FY20 SYIP. FY21–FY29 assume a 3% annual inflation rate.
8. FY20 I-66 Commuter Choice assistance calculated using annual revenue hour estimates less fare revenue estimates. FY21–FY29 assume a 3% annual inflation rate.
9. FY20 I-395/95 Commuter Choice assistance calculated using annual revenue hour estimates less fare revenue estimates. FY21–FY29 assume a 3% annual inflation rate.
10. FY20–FY29 assume no Transform I-66/TDM Plan assistance.
11. FY20–FY29 local general funds capture remaining amount of funds required.



Table 45: Operating and Maintenance Revenues with Service Changes (\$1000s)

	FY20 (Base Year)	FY21	FY22	FY23	FY24	FY25	FY26	FY27	FY28	FY29
Revenue Hours	179,000	179,000	184,169	188,993	200,099	200,099	201,649	201,649	205,696	205,696
Total Operating Cost	\$33,288	\$34,286	\$36,135	\$38,007	\$41,015	\$42,246	\$43,790	\$45,104	\$47,223	\$48,640
Expected Revenue Source										
Fares	\$10,841	\$11,846	\$14,250	\$15,938	\$17,797	\$18,757	\$19,761	\$20,354	\$20,964	\$21,593
Advertising	\$60	\$62	\$64	\$66	\$68	\$70	\$72	\$74	\$76	\$78
Federal	\$4,403	\$3,131	\$3,225	\$3,322	\$2,701	\$2,782	\$2,866	\$2,952	\$3,040	\$3,131
State Operating Assistance	\$5,336	\$5,496	\$5,661	\$5,831	\$6,006	\$6,186	\$6,372	\$6,563	\$6,760	\$6,963
I-95 HOT Lanes	\$868	\$894	\$921	\$948	\$977	\$1,006	\$1,036	\$1,067	\$1,099	\$1,132
I-66 Commuter Choice	\$799	\$851	\$904	\$958	\$1,170	\$1,239	\$1,309	\$1,382	\$1,457	\$1,535
I-395/95 Commuter Choice	\$1,805	\$1,879	\$1,956	\$2,034	\$2,502	\$2,610	\$2,847	\$2,969	\$3,095	\$3,224
Transform I-66/TDM Plan	-	-	-	\$1,450	\$1,494	\$1,538	\$1,584	\$1,632	\$1,681	\$1,731
Local General Funds	\$9,175	\$10,127	\$9,155	\$7,459	\$8,301	\$8,059	\$7,943	\$8,111	\$9,051	\$9,252

1. FY20 revenue hour estimate provided by OmniRide. FY21–FY29 revenue hours increase based on Chapter 3 service changes.
2. FY20 operating cost from SYIP. FY21–FY29 increase based on Chapter 3 service changes with a 3% annual inflation rate.
3. FY20 fare revenue from SYIP. FY21–26 provided by OmniRide. FY27–29 assume a 3% annual inflation rate.
4. FY20 advertising from SYIP. FY21–FY29 assume a 3% annual inflation rate.
5. FY20 federal funding from SYIP. FY21–24 provided by OmniRide with a 3% annual inflation rate.
6. FY20 state operating assistance from SYIP. FY21–FY29 assume a 3% annual inflation rate.
7. FY20 I-95 HOT Lanes assistance from FY20 SYIP. FY21–FY29 assume funding for service plan additions from Chapter 3 with a 3% annual inflation rate.
8. FY20 I-66 Commuter Choice assistance calculated using annual revenue hour estimates less fare revenue estimates. FY21–FY29 assume funding for service plan additions from Chapter 3 with a 3% annual inflation rate.
9. FY20 I-395/95 Commuter Choice assistance calculated using annual revenue hour estimates less fare revenue estimates. FY21–FY29 assume funding for service plan additions from Chapter 3 with a 3% annual inflation rate.
10. FY20–FY22 assume no Transform I-66/TDM Plan assistance. FY23–FY29 assume funding for service plan additions from Chapter 3 with a 3% annual inflation rate.
11. FY20–FY29 local general funds capture remaining amount of funds required.

Capital Costs and Funding Sources

Capital costs are organized here into categories for vehicles, facility and amenities, and technology and ITS.

Vehicle Costs and Funding Sources

The costs associated with vehicle procurement are driven by the implementation plan in Chapter 4. OmniRide will require funding for vehicles every year for the next 10 years to replace or overhaul vehicles, as well as purchase vehicles for expansion of service. **Table 46** summarizes the anticipated costs associated with vehicle procurement by vehicle type and includes a breakdown of the anticipated funding sources and amounts.

In the case of expansion for Express or Metro Express, funding sources consider the Commuter Choice or Transform I-66/TDM Plan funding, where vehicles for specific projects are expected to be covered 100% by the respective funding program. For all other vehicle funding needs, such as vehicle replacements and overhauls of existing buses, a 50 percent, 34 percent, 16 percent split from federal, state, and local funding is anticipated, respectively.

Overall, the greatest need for vehicle procurement occurs in FY23, where a total of \$20,030,000 in vehicle costs is anticipated. Over the 10 years, the average annual need for vehicle funding is about \$8,032,000.

Facility and Amenities Costs and Funding Sources

Table 47 summarizes the facility and amenities funding needs over the TSP lifecycle. Anticipated costs for the western hub, the eastern hub, and bus stop shelters described in Chapter 4 are shown again, but with anticipated funding sources tied to each. Federal funding is estimated to account for 50 percent of the annual funding needs, state funding is estimated to account for 34 percent, while local funding is estimated to account for the remaining 16 percent.

Technology and ITS Costs and Funding Sources

Chapter 4 of the TSP includes a section on the technology and ITS needs and associated costs over the lifespan of the TSP. **Table 48** summarizes the total costs for technology and ITS into federal, state, and local funding categories under the assumption of a 50 percent, 34 percent, 16 percent split. FY20 represents the greatest need in this category, totaling \$866, primarily from ADP hardware expenses.



Table 46: Vehicle Funding Plan Summary (\$1000s)

	FY20	FY21	FY22	FY23	FY24	FY25	FY26	FY27	FY28	FY29
Anticipated Costs										
OmniRide Express Fleet	\$1,244	\$2,563	\$6,599	\$10,195	\$7,701	\$8,653	\$2,971	\$3,060	\$3,940	-
OmniRide Metro Express and Local Fleet	\$500	\$1,030	\$4,774	\$9,835	\$6,190	-	\$3,582	\$5,534	-	-
Paratransit Fleet	\$240	-	\$255	-	-	\$185	-	\$295	-	-
OmniRide Express Fleet Overhauls	\$240	-	\$255	-	-	\$185	-	\$295	-	-
Total	\$2,224	\$3,593	\$11,882	\$20,030	\$13,891	\$9,024	\$6,553	\$9,185	\$3,940	\$0
Anticipated Funding Sources										
I-66 Commuter Choice	-	-	\$3,183	\$2,039	-	-	-	-	-	-
I-395/95 Commuter Choice	-	-	-	\$6,117	-	\$2,163	-	-	-	-
Transform I-66/TDM Plan	-	-	-	-	-	-	-	-	-	-
Federal	\$1,112	\$1,796	\$4,350	\$5,937	\$6,946	\$3,430	\$3,276	\$4,592	\$1,970	-
State	\$756	\$1,221	\$2,958	\$4,037	\$4,723	\$2,333	\$2,228	\$3,123	\$1,339	-
Local	\$356	\$575	\$1,392	\$1,900	\$2,223	\$1,098	\$1,048	\$1,470	\$630	-

1. Vehicle improvement costs identified in Chapter 4 of TSP
2. Some vehicle purchases are assumed to be funded with Commuter Choice and Transform I-66/TDM Plan funding. Details can be found in Chapter 4.
3. Vehicle purchases assume 50% funding from FTA, 34% from State, and 16% from local government for any remaining funding needs
4. All costs are in year of expenditure dollars

Table 47: Facility and Amenities Funding Plan Summary (\$1000s)

	FY20	FY21	FY22	FY23	FY24	FY25	FY26	FY27	FY28	FY29
Anticipated Costs										
Western Hub (shelters and other passenger amenities)	-	\$2,500	-	-	-	-	-	-	-	-
Eastern Hub (shelters and other passenger amenities)	-	-	-	\$2,500	-	-	-	-	-	-
Bus Stop Shelters	\$78	-	\$100	-	\$100	-	\$100	-	\$100	-
Total	\$78	\$2,500	\$100	\$2,500	\$100	-	\$100	-	\$100	-
Anticipated Funding Sources										
Federal	\$39	\$1,250	\$50	\$1,250	\$50	-	\$50	-	\$50	-
State	\$27	\$850	\$34	\$850	\$34	-	\$34	-	\$34	-
Local	\$12	\$400	\$16	\$400	\$16	-	\$16	-	\$16	-

1. Facility and amenity improvement costs identified in Chapter 4 of TSP
2. Facility and Amenity purchases assume 50% funding from FTA, 34% from state, and 16% from local government
3. All costs are in year of expenditure dollars.

Table 48: Technology and ITS Funding Plan Summary

	FY20	FY21	FY22	FY23	FY24	FY25	FY26	FY27	FY28	FY29
Anticipated Costs										
Farebox Upgrades	-	\$453	\$453	\$453	-	-	-	-	-	-
ADP Hardware	\$818	\$21	\$100	\$87	\$79	\$252	\$314	\$314	\$314	\$314
ADP Software	\$49	\$17	\$17	\$20	\$20	\$19	\$21	\$21	\$21	\$21
Total	\$866	\$491	\$570	\$560	\$99	\$271	\$335	\$335	\$335	\$335
Anticipated Funding Sources										
Federal	\$433	\$245	\$285	\$280	\$49	\$135	\$167	\$167	\$167	\$167
State	\$294	\$167	\$194	\$191	\$34	\$92	\$114	\$114	\$114	\$114
Local	\$139	\$79	\$91	\$90	\$16	\$43	\$54	\$54	\$54	\$54

1. Technology and ITS improvement costs identified in Chapter 4 of TSP
2. Technology and ITS purchases assume 50% funding from FTA, 34% from state, and 16% from local government
3. All costs are in year of expenditure dollars.

Approach to Achieving Anticipated Revenue

In general, increases to OmniRide service proposed in this plan are primarily on the commuter services connecting residents in the greater Prince William County area, including points south, to employment centers in Northern Virginia and Washington, D.C. As the Express Lanes network grows on I-66 and I-95/I-395 and regional population and employment growth increase, there is increasing demand for a reliable, affordable trip. Many of the Express Lanes projects also come with funding sources which make implementing services easier, without increases to local funds. The other main changes proposed in this TSP include the restructuring of local services to be fixed-route with accompanying paratransit, first in the western part of Prince William County, and then in the eastern portions, building off lessons-learned from the western pilot. If there are increases in net costs from this local restructuring, that cost is assumed to be provided by a mix of federal, state, and local funding. The following sections highlight the process and assumptions for two of the specific grant programs critical to OmniRide's ability to continue and expand commuter bus service.

Commuter Choice Program

The Commuter Choice programs for I-66 and I-395 are led primarily by NVTC, with support from PRTC on the I-395 program. They are each a competitive grant program for which eligible organizations can submit potential projects to compete for approximately \$10-15 million annually from toll revenue. Beginning in 2020, applications will be for a two-year period, and are due in February to coincide with DRPT grant cycles. The programs alternate years – for example, I-395 applications were submitted in 2019, and I-66 applications are due in February 2020. OmniRide should actively prepare applications for appropriate service, considering lead time for funding as well as the requirement that each project can currently account for up to two years of operational funding. This means that OmniRide would have to reapply to be able to continue receiving that funding. Capital expenditures for bus and other purchases is also eligible. Funding received is reimbursable from NVTC, pending documentation related to route performance. Based on the timing of the grant cycle, OmniRide may elect to advance application for some of the projects. If so, updates would be made during the TSP process.

Transform I-66

DRPT recently led an update to the 2016 Transit/TDM Plan, which has provided renewed service recommendations to receive an approximately \$800 million transit payment amount over the course of the next 60 years. The agreement between the Commonwealth of Virginia and the private concessionaire in charge of building, operating, and maintaining the Express Lanes on I-66 outside the Beltway stipulates that this money should go to multimodal improvements in the I-66 corridor. Although some of the funding will be provided to increase rail service in the corridor, there are commitments to fund increased bus service provided by OmniRide and Fairfax Connector. The latest recommendations for service are presented in the December 2019 presentation to the Commonwealth Transportation Board (CTB) which included three OmniRide routes^[1]. Two of these routes are currently included in this TSP and another (service to Reston) is identified for further study. It is approximated that this will provide OmniRide approximately \$1.5 million annually in FY23 and increase with inflation following that. Additional capital contributions are expected based on the number of vehicles required. Following the official completion of this study, OmniRide should coordinate with DRPT and other Commonwealth entities to enter into an agreement of specific amounts and timing.

Continual Monitoring

There are many factors that can contribute to changes in costs and anticipated revenues and these changes will need to be continually monitored. OmniRide is currently restructuring their contractor procurement, which will change the operating cost structure and amount that OmniRide pays its operator. The opening of the bi-directional Express Lanes on I-66 will likely save significant deadhead time that buses face currently in congestion returning.

^[1] http://www.ctb.virginia.gov/resources/2019/dec/pres/4_66.pdf



Ridership fluctuations will also affect farebox recovery. Grant applications may not be successful. All these potential variables will affect the inflow of revenue and actual costs. OmniRide will update this information annually during the update letter.

In the case of the identified funding not being available, OmniRide will look at alternative options including prioritizing available funding based on the highest need, seeking out additional funding sources, or exploring cost-reductions in other areas. Phase I of the Strategic Plan identified a series of potential funding sources^[2] from private, internal, local, external, state, and federal sources and Phase II of the Strategic Plan process documented recommendations related to funding such as “seeking out opportunities to leverage new funding sources independently and through partnerships.”

^[2] <https://omniride.com/omniride/assets/File/Strategic-Plan-Potential-Funding-Strategies-List.pdf>



APPENDIX A: AGENCY PROFILE AND SYSTEM OVERVIEW

Introduction

The Potomac and Rappahannock Transportation Commission (PRTC) is a multimodal, multijurisdictional agency representing the greater Prince William County area. Located in Virginia about 25 miles southwest of Washington, D.C., PRTC, operating under the name OmniRide, provides commuter bus service along the busy I-95 and I-66 corridors to points north (OmniRide Express & Metro Express), and local bus services in Prince William County and the cities of Manassas and Manassas Park (OmniRide Local and East-West Express). PRTC also offers OmniRide Rideshare, a free ridesharing service, and OmniRide Employer Services to help Prince William area employers expand commuter benefit programs and is the administrative home of the Vanpool Alliance regional vanpool program. Operated by PRTC in partnership with the Northern Virginia Transportation Commission (NVTC), the Virginia Railway Express (VRE) provides commuter rail service along the Manassas and Fredericksburg lines, connecting to transit providers at stations in Virginia and the District of Columbia.

This chapter provides a summary of the transit-related elements of the organization.

History

Officially, PRTC is a regional transportation district comprised of six jurisdictions: Prince William, Stafford, and Spotsylvania Counties and the Cities of Manassas, Manassas Park, and Fredericksburg. Virginia law authorizes the creation of transportation districts to facilitate regional transportation solutions to problems that transcend individual localities' borders. With that aim, PRTC was established in 1986 to help create and oversee the Virginia Railway Express (VRE) commuter rail service and to assume responsibility for bus service implementation as its member governments saw fit, using what was then a 2.0 percent motor fuels tax levied on retail fuel sales as a source of local funding in combination with federal and state funds. The 2.0 percent motor fuels tax was statutorily amended in 2010, so it is now a 2.1 percent motor fuels tax levied on distributors selling fuel to area retailers. Until the early 1980s, commuter bus service was operated on a private, for-profit basis by a now-defunct operator (Colonial Transit). Prince William County began subsidizing Colonial Transit when the business was no longer profitable and eventually took full responsibility by competitively procuring, then managing, a contract operator. PRTC assumed responsibility of the commuter bus operation and ridesharing (carpool/vanpool) program in 1990. Local bus services (flex-route and VRE feeder) began in 1995. By 2000, financial resources used to fund poorly patronized feeder bus service was re-deployed to expand flex-route service operating hours by 50 percent and resulted in a 100 percent increase in patronage. All PRTC bus service operations and maintenance continue to be competitively procured.

Today, PRTC offers a comprehensive network of commuter and local bus services in Prince William County and the Cities of Manassas and Manassas Park, as well as a free ridesharing service. In addition, PRTC continues to operate VRE in partnership with NVTC, which represents the Counties of Arlington, Fairfax, and Loudoun and the Cities of Alexandria, Fairfax, and Falls Church. PRTC operates from its management, operations, and maintenance headquarters at the PRTC Transit Center, which also serves as the main transit center.

PRTC makes service changes twice a year (Spring and Fall). In between regular service changes, PRTC has often found it necessary to make changes to relieve overcrowding on commuter bus routes and achieve better utilization of service. PRTC keeps a regularly updated document of detailed service changes with the most recent changes. The following briefly summarizes major changes to OmniRide services by year and season from 2017 through 2019:

- **Spring/Summer 2017 Service Change**
 - OmniRide retimed several morning and evening OmniRide Express routes as well as peak hour service on the eastern OmniRide Local services. The agency also reduced service redundancies in Manassas by revising Manassas Metro Express service to begin and end most trips at Manassas Mall rather than Manassas Junction. Finally, proposed FY 2018 fares were increased for all levels by an average of 5 percent.
- **Fall/Winter 2017 Service Change**
 - OmniRide retimed several morning and evening OmniRide Express routes and reallocated trips where possible. Friday trips were added where possible across several routes and a new AM/PM Gainesville-Pentagon trip was added as well. Other OmniRide Express changes included revisions to the Lake Ridge-Crystal City and Dale City-Navy Yard routes to include service to the 18th Street bus bays and L'Enfant Plaza, respectively. OmniRide Local service changes included adjustments to several routes to better match East-West Express service and to serve the Woodbridge VRE station.
- **Summer 2018 Service Change**
 - OmniRide adjusted and retimed several OmniRide Express routes and reallocated trips where possible. East-West Express trips were also adjusted. Finally, the CLX commuter lot shuttle was eliminated due to the addition of later evening trips on parallel service.
- **Winter 2018 Service Change**
 - OmniRide added new OmniRide Express service between the VDOT Commuter Lot in Haymarket and the Rosslyn-Ballston corridor and made minor adjustments to the Dale City-Navy Yard and Gainesville-Washington OmniRide Express routes. The agency also added one new morning and evening trip for the Linton Hall Metro Express route.
- **Winter 2019 Service Change (*These changes are covered in the TSP document for FY 20*)**
 - OmniRide expanded service in Gainesville with Commuter Choice funds, extended its Gainesville-Pentagon route to L'Enfant Plaza and Navy Yard in Washington, D.C., and added trips. The agency restructured its Manassas and Gainesville OmniRide Express routes to terminate at 14th Street NW and Independence Avenue NW rather than L'Enfant Plaza and eliminated the Dale City-Navy Yard segment between the Dale City Commuter Lot and the Lindendale Commuter Lot. Additionally, OmniRide completely overhauled its OmniRide Local services in western Prince William County, retimed most commuter routes, and revised route numbering to Manassas and Gainesville transit services.

Governance and Organizational Structure

PRTC's governing structure consists of a 17-member board of commissioners that includes 13 locally elected officials from its six member jurisdictions: Prince William County (6), Stafford County (2), City of Manassas (1), City of Manassas Park (1), City of Fredericksburg (1), and Spotsylvania County (2). Three of the commissioners are appointed from the General Assembly (one Senator and two Delegates). The other commissioner represents the Virginia Department of Rail and Public Transportation (DRPT).

Presently, PRTC's members rely exclusively on the 2.1 percent motor fuels tax to meet their respective local subsidy obligations (at times in the past, Prince William County has supplemented its motor fuels tax with general fund appropriations). Other funding sources include passenger fares and advertising as well as federal and state funding. Stafford County, the City of Fredericksburg, and Spotsylvania County confine their PRTC service sponsorship to VRE, while Prince William County and the Cities of Manassas and Manassas Park sponsor both PRTC bus services and VRE.

The following is a list of the 17 current Commissioners as of January 2020:



Executive Board

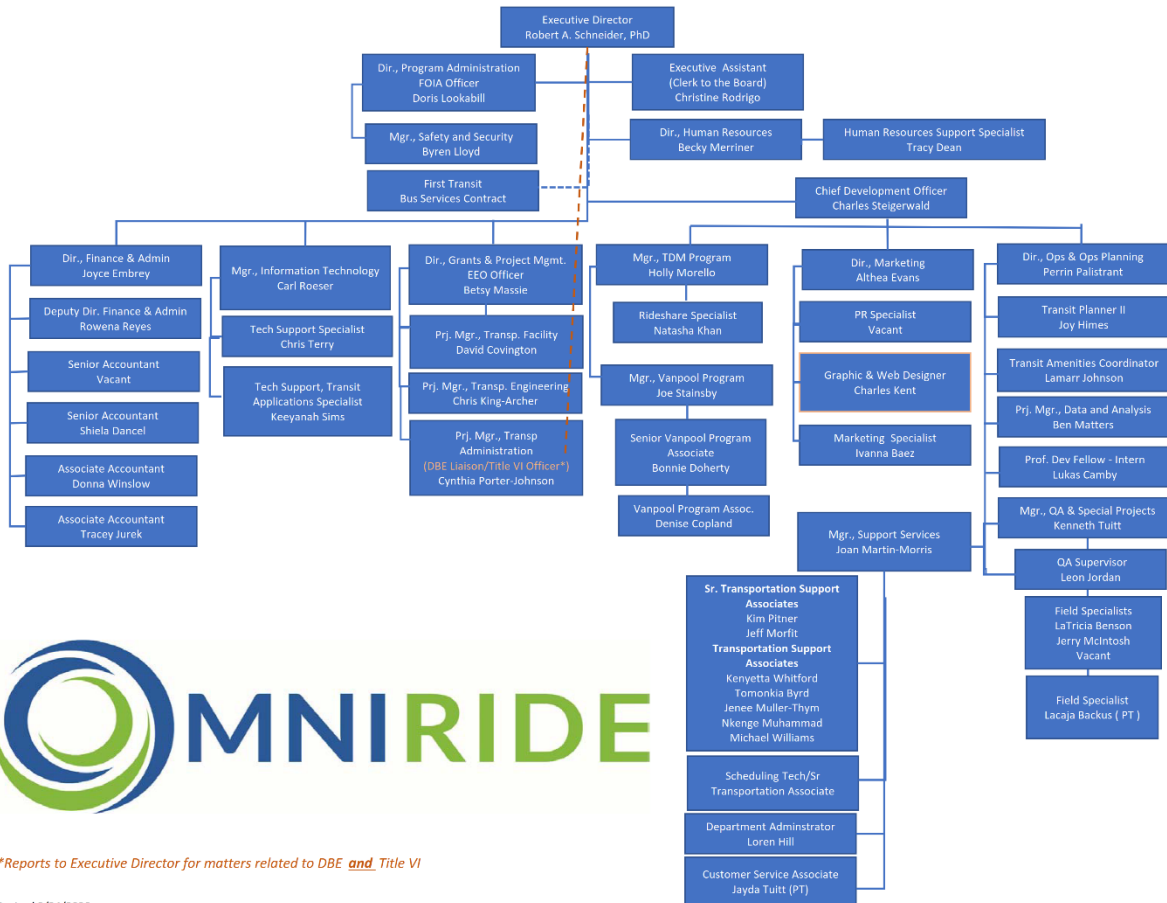
- Honorable Margaret Angela Franklin—Prince William County (Chairman)
- Honorable Pamela J. Sebesky—City of Manassas (Vice Chairman)
- Honorable Cindy Shelton—Stafford County (Secretary)
- Honorable Deborah Frazier—Spotsylvania County (Treasurer)
- Honorable Andrea Bailey—Prince William County (At-Large)
- Honorable Jeanette Rishell—City of Manassas Park (At-Large)

Commission Members

- Honorable Victor Angry - Prince William County
- Honorable Andrea Bailey—Prince William County
- Honorable Jeanine M. Lawson—Prince William County
- Honorable Kenny Boddye—Prince William County
- Honorable Margaret Angela Franklin—Prince William County
- Honorable Yesli Vega—Prince William County
- Honorable Tinesha Allen—Stafford County
- Honorable Cindy Shelton—Stafford County
- Honorable Pamela J. Sebesky—City of Manassas
- Honorable Jeanette Rishell—City of Manassas Park
- Honorable Matthew “Matt” J. Kelly—City of Fredericksburg
- Honorable Gary F. Skinner—Spotsylvania County
- Honorable Deborah Frazier—Spotsylvania County
- Honorable George L. Barker—Virginia State Senate
- Ms. Jennifer Mitchell—Department of Rail and Public Transportation

Organizational Structure

The figure on the following page details the current OmniRide organizational chart as of February 24, 2020. All other personnel are employees of First Transit, PRTC’s current contract service provider, who is managed by PRTC’s Director of Planning and Operations. An on-site First Transit General Manager directs the maintenance and transportation operations. First Transit’s PRTC staff is currently comprised of 240 employees in four departments, including 162 bus operators. PRTC bus operators and maintenance technicians are unionized, and are represented by the American Federation of State, County, and Municipal Employees (AFSCME).



Services Provided and Areas Served

PRTC, operating as OmniRide, provides commuter and local bus services, as well as ridematching services. OmniRide Express routes provide comfortable and efficient commuter bus service between Prince William County, Washington, D.C., and Northern Virginia. Metro Express is a commute and reverse-commute bus service that provides connections to Metrorail stations. OmniRide Local is PRTC's local bus service that allows buses to travel up to 3/4 mile off the standard route, in addition to designated bus stops. Each of these services is more fully described in this section. PRTC's ridematching program, OmniRide Rideshare and other commuting services are discussed in the Transit and TDM Plan.

Transit Services

OmniRide Express

OmniRide Express is PRTC's commuter bus service operating from the Prince William area to destinations such as the Pentagon, Crystal City, the Rosslyn-Ballston corridor, downtown Washington D.C., the Washington Navy Yard, the Mark Center, and Tysons Corner. Buses operate only on weekdays on both the I-95 and I-66 corridors with service primarily northbound in the mornings and southbound in the evenings. Most OmniRide routes also have midday service. There are currently 11 routes operating in the I-95 corridor and five routes in the I-66 corridor (including the Haymarket-Rosslyn/Ballston service implemented in December 2018). OmniRide buses serve designated Park and Ride lots near major thoroughfares, as discussed below.



Within OmniRide services, PRTC also operates Metro Express routes providing all-day service between eastern Prince William and the Franconia-Springfield Metro Station and rush-hour service between western Prince William and the Tysons Corner Metro Station. **Table 1** summarizes key operational characteristics for the OmniRide Express and Metro Express services as of December 2017.

Table 1: OmniRide Express and Metro Express Routes

Route Name	Route ID	AM Service		PM Service		Midday Service?	Weekend Service?
		Span of Service	Peak Frequency	Span of Service	Peak Frequency		
OmniRide Express							
Dale City-Washington	D-100	4:25-8:20 AM	10 min	12:00-8:02 PM	10 min	Yes	No
Dale City-Pentagon-Rosslyn/Ballston	D-200	4:30-7:32 AM	15 min	12:28-8:02 PM	15 min	Yes	No
Dale City-Washington Navy Yard	D-300	4:15-6:45 AM	25 min	12:15-7:42 PM	15 min	Yes	No
Dale City-Mark Center	D-400	4:45-6:30 AM	25 min	3:15-5:25 PM	35 min	No	No
Gainesville-Washington	611	5:10-7:45 AM	25 min	12:34-5:50 PM	25 min	Yes	No
Gainesville-Pentagon	612	4:53-7:25 AM	20 min	12:34-8:02 PM	25 min	Yes	No
Lake Ridge-Washington	L-100	5:29-8:47 AM	15 min	12:00-7:26 PM	15 min	Yes	No
Lake Ridge-Pentagon/Crystal City	L-200	5:35-8:47 AM	15 min	12:21-7:50 PM	15 min	Yes	No
Lake Ridge-Mark Center	L-300	5:05-6:50 AM	25 min	3:20-5:35 PM	35 min	No	No
Manassas-Pentagon	602	4:40-7:00 AM	20 min	12:34-8:02 PM	20 min	Yes	No
Manassas-Washington	601	4:50-6:40 AM	15 min	3:15-5:45 PM	25 min	No	Yes
Montclair-Pentagon	MC-200	4:40-7:37 AM	15 min	12:34-8:02 PM	15 min	Yes	No
Montclair-Washington	MC-100	4:29-7:37 AM	15 min	12:08-7:30 PM	15 min	Yes	No
South Route 1	RS	5:13-7:23 AM	25 min	12:06-7:28 PM	20 min	Yes	No
Tysons Corner	T	6:20-8:05 AM	20 min	4:00-6:00 PM	25 min	No	No
Metro Express							
Linton Hall Metro Express	61	5:12-7:15 AM	40 min	4:40-6:40 PM	40 min	No	No
Manassas Metro Express	60	4:10-9:57 AM	40 min	3:10-7:25 PM	25 min	No	No
Prince William Metro Express	PWME	5:00-11:20 AM	20-30 min	12:05-11:05 PM	25-90 min	Yes	Yes

Notes:

Peak frequency is the approximate headway (time between buses) during the busiest time of the morning or afternoon

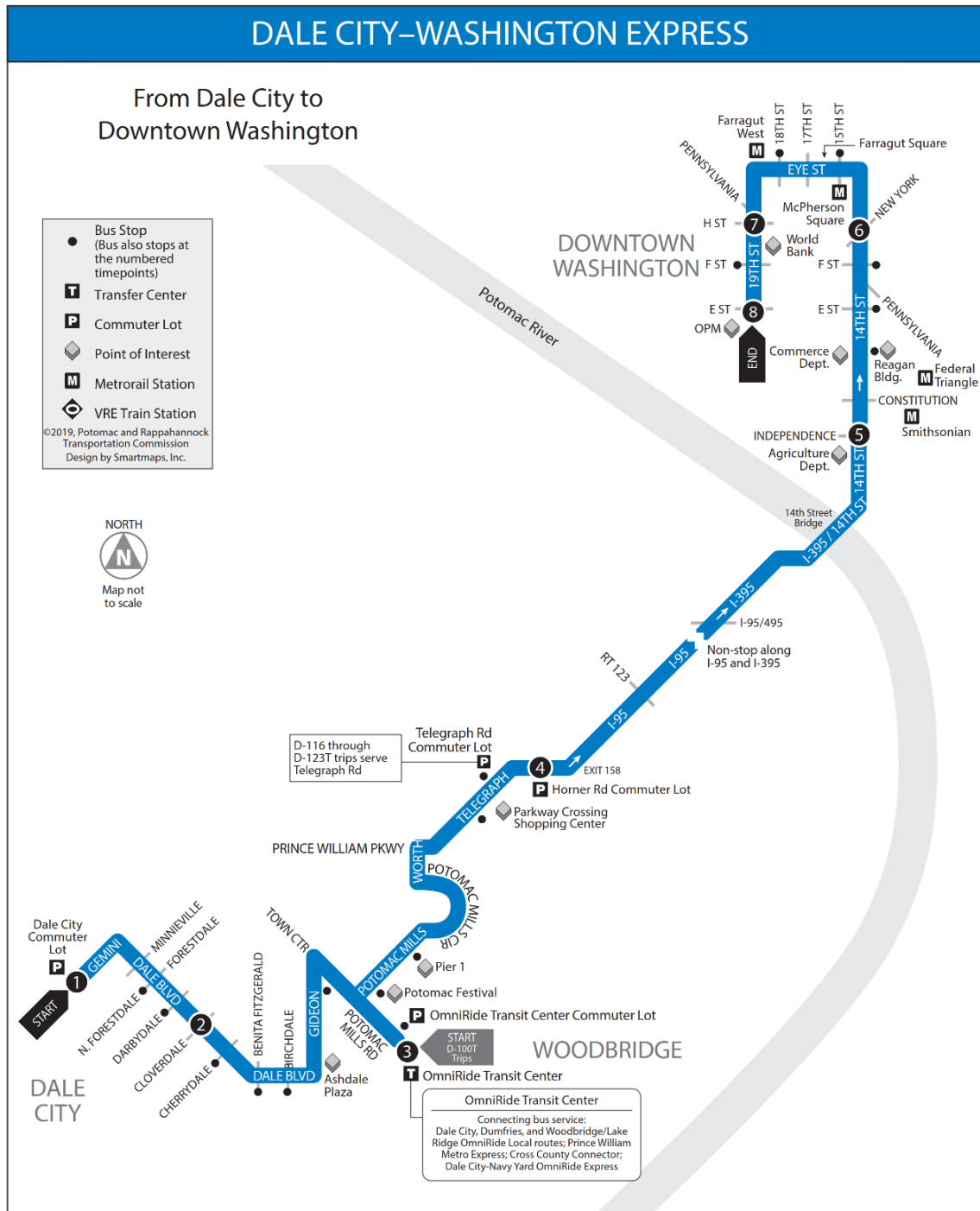
Span of service is assumed to be the time the first bus of the period begins to the time the last bus of the period ends

Routes

The following section provides a summary of each route and a sample route map for one direction of each route.

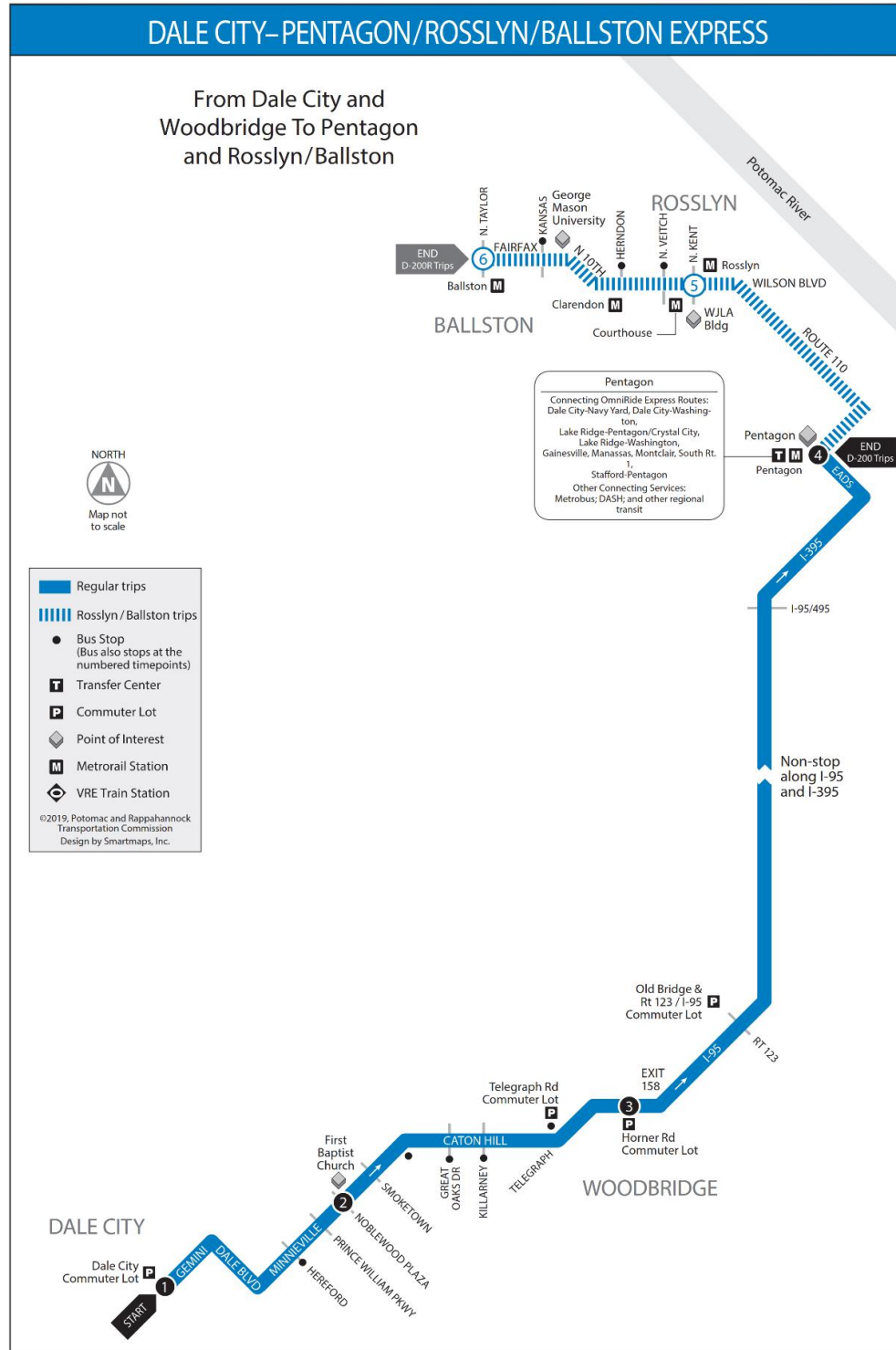
Dale City–Washington (D-100)

Route D-100 originates at the PRTC Transit Center and makes stops within Dale City, including the Dale City and Horner Road commuter lots, before traveling to downtown Washington, D.C., via I-95 and I-395.



Dale City–Pentagon and Rosslyn/Ballston (D-200)

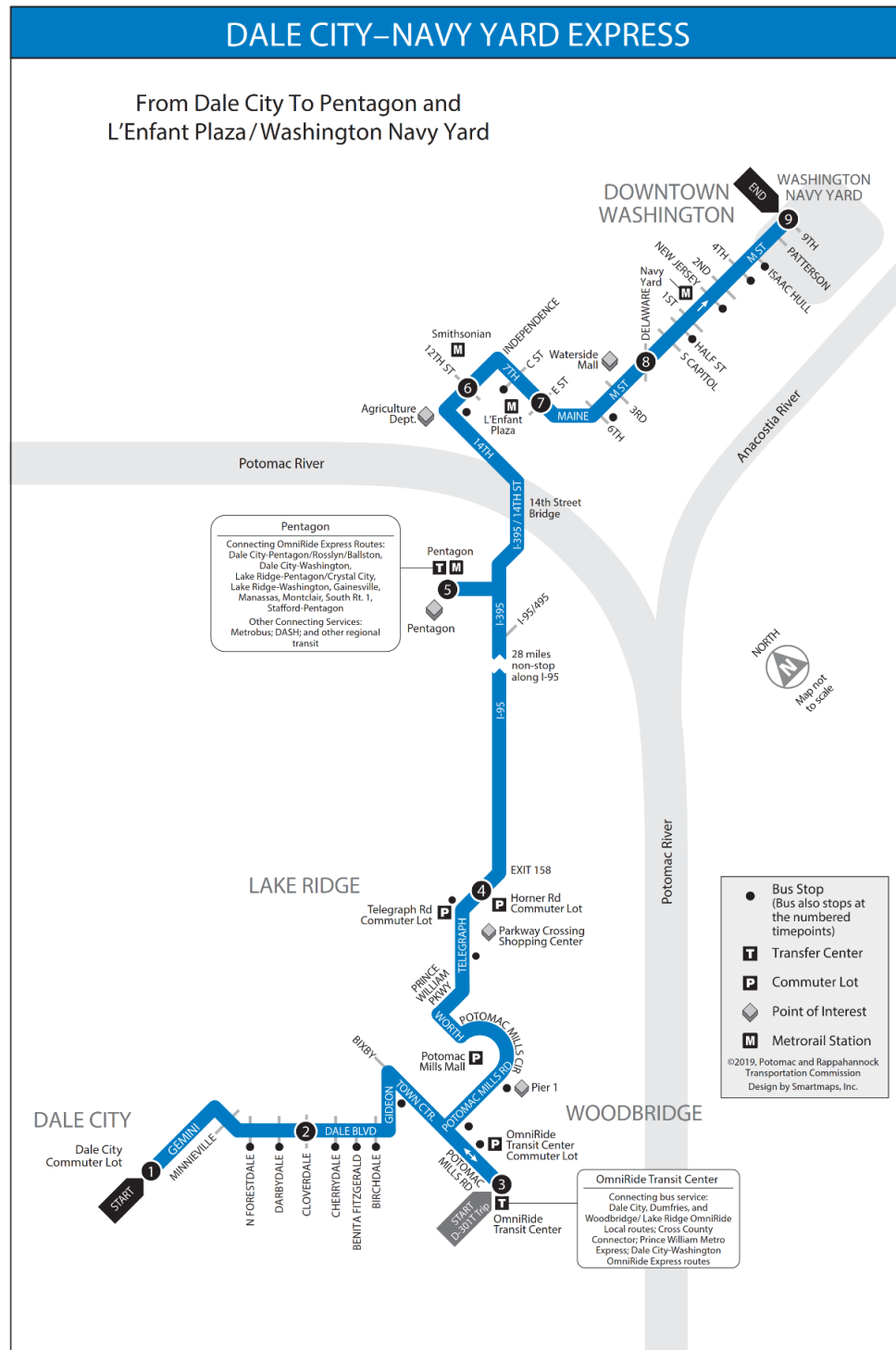
Route D-200 serves as a primary connector between the Dale City area and the Pentagon and Rosslyn/Ballston. The route makes stops at three commuter lots, including the Dale City and Horner Road commuter lots, before traveling non-stop along I-95 and I-395.





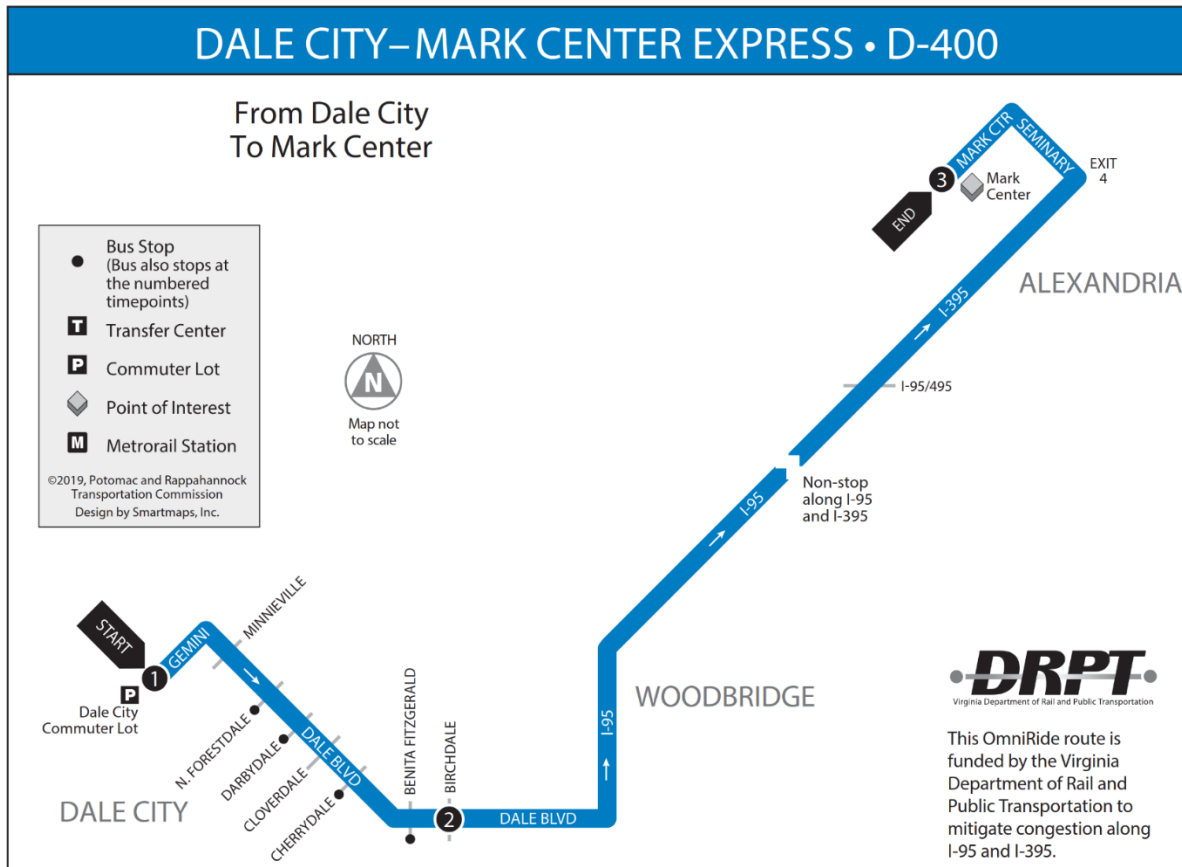
Dale City–Washington Navy Yard (D-300)

Route D-300 provides service between eastern Prince William County, the Pentagon, and downtown Washington, D.C. The route makes stops at several commuter lots, including the Dale City Commuter Lot, as well as other locations along Dale Boulevard before traveling towards Washington, D.C. The route also makes several key stops within Washington, D.C., such as the Smithsonian Metro Station.



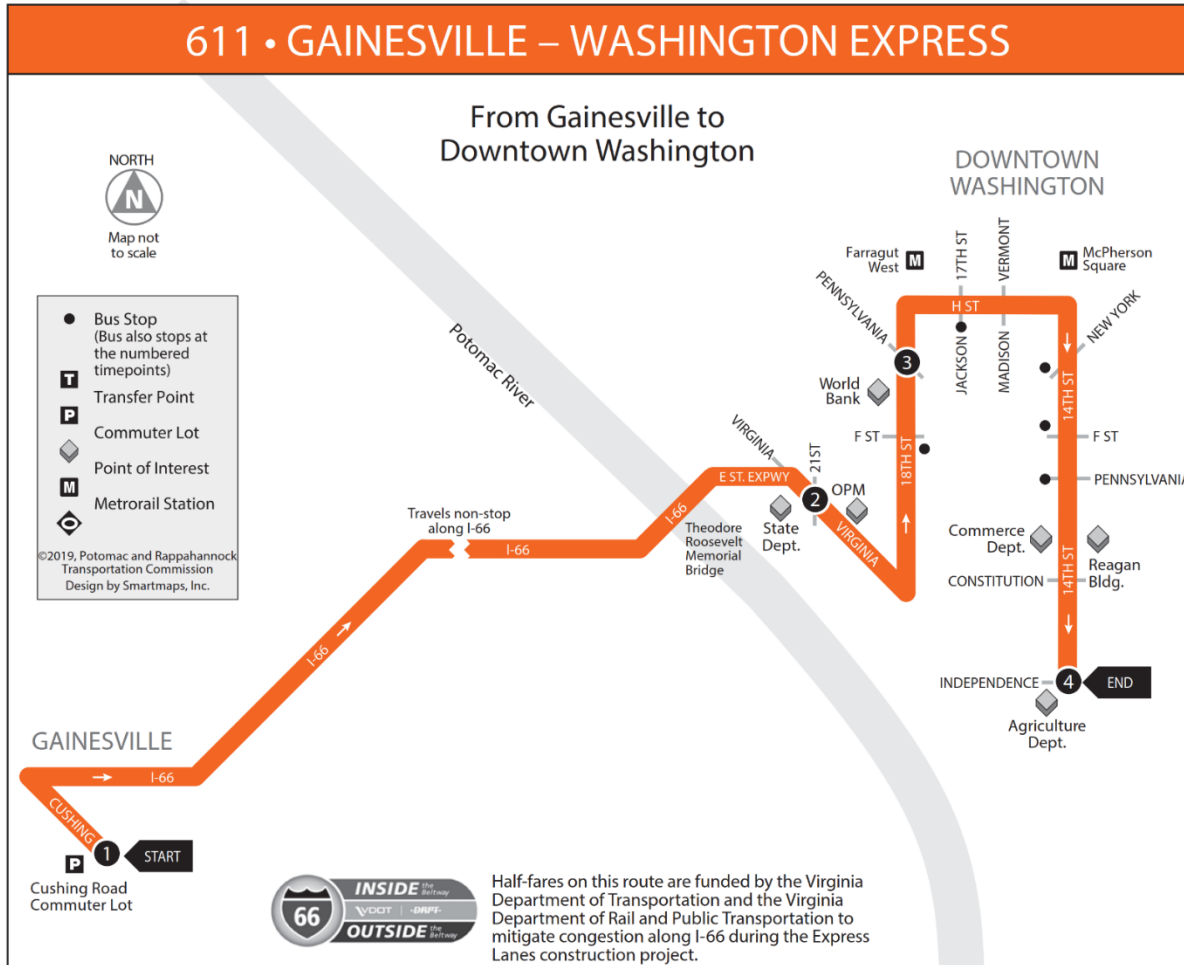
Dale City–Mark Center (D-400)

Route D-400 makes stops at three key locations: Dale City Commuter Lot, Birchdale, and Mark Center. The route makes a few additional stops along Dale Boulevard before traveling non-stop to Alexandria.



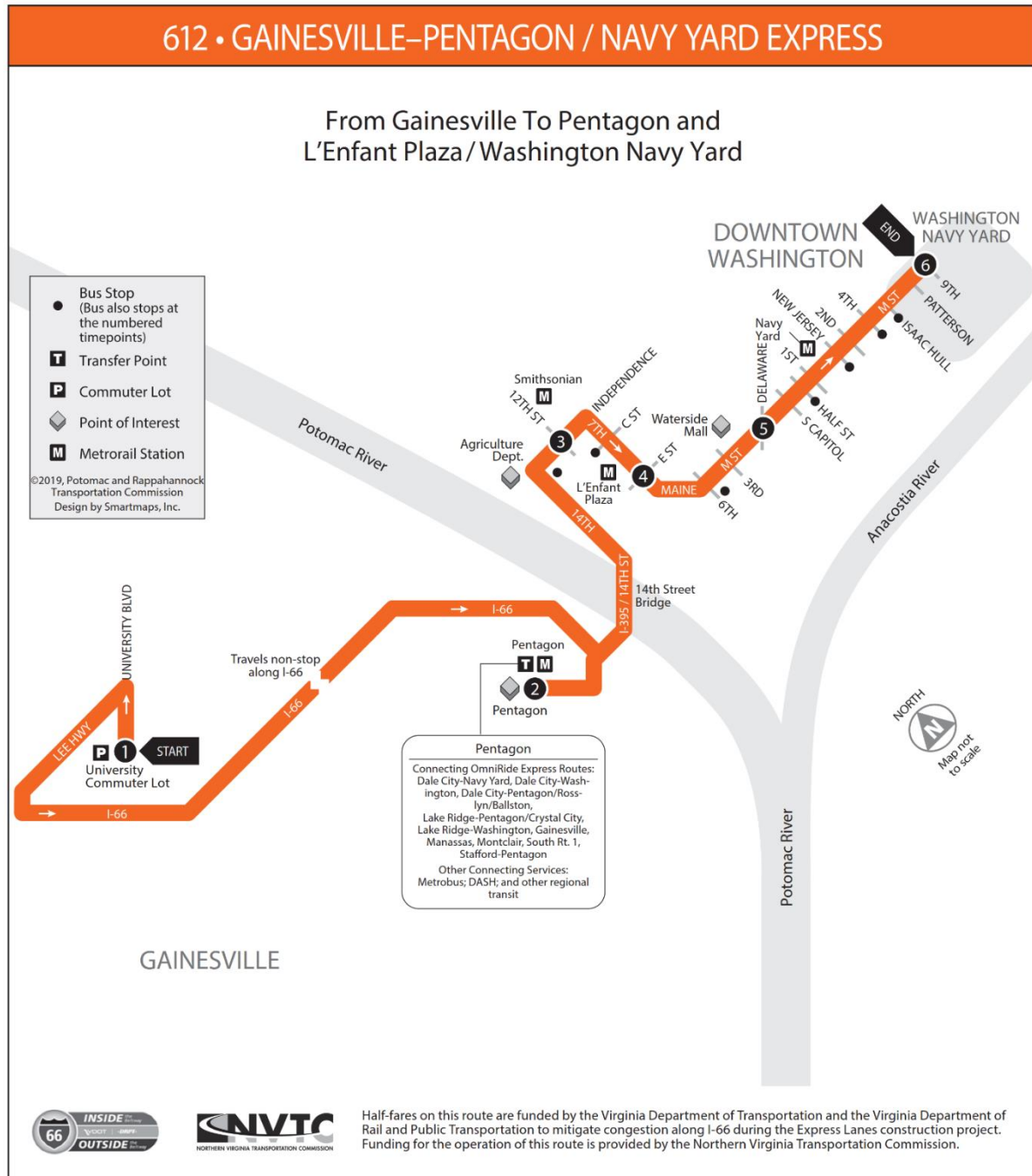
Gainesville–Washington (611)

Route 611 travels between the Cushing Road Commuter Lot in Gainesville and downtown Washington, DC via I-66. Within Washington, D.C., stops are made at the State Department, Pennsylvania Avenue, and 14th Street, among many others.



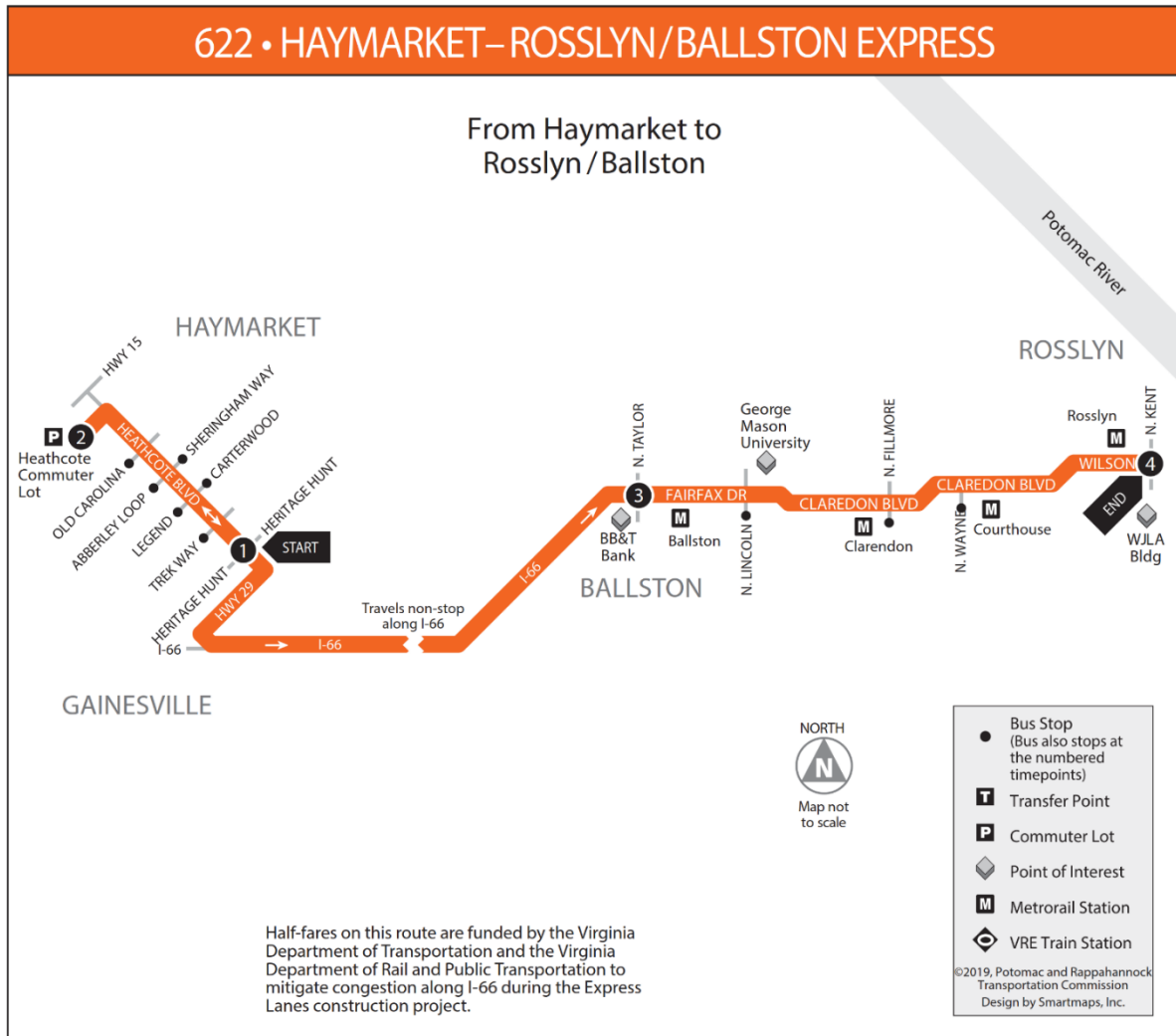
Gainesville–Pentagon–L’Enfant Plaza (612)

This route includes stops at: University Commuter Lot, the Pentagon, L’Enfant Plaza and Navy Yard, with intermediate stops located along Independence Avenue, 7th Street, and M Street. The route travels non-stop on I-66 and is funded as a part of the Transform 66 Commuter Choice Multimodal program.



Haymarket–Rosslyn/Ballston (622)¹

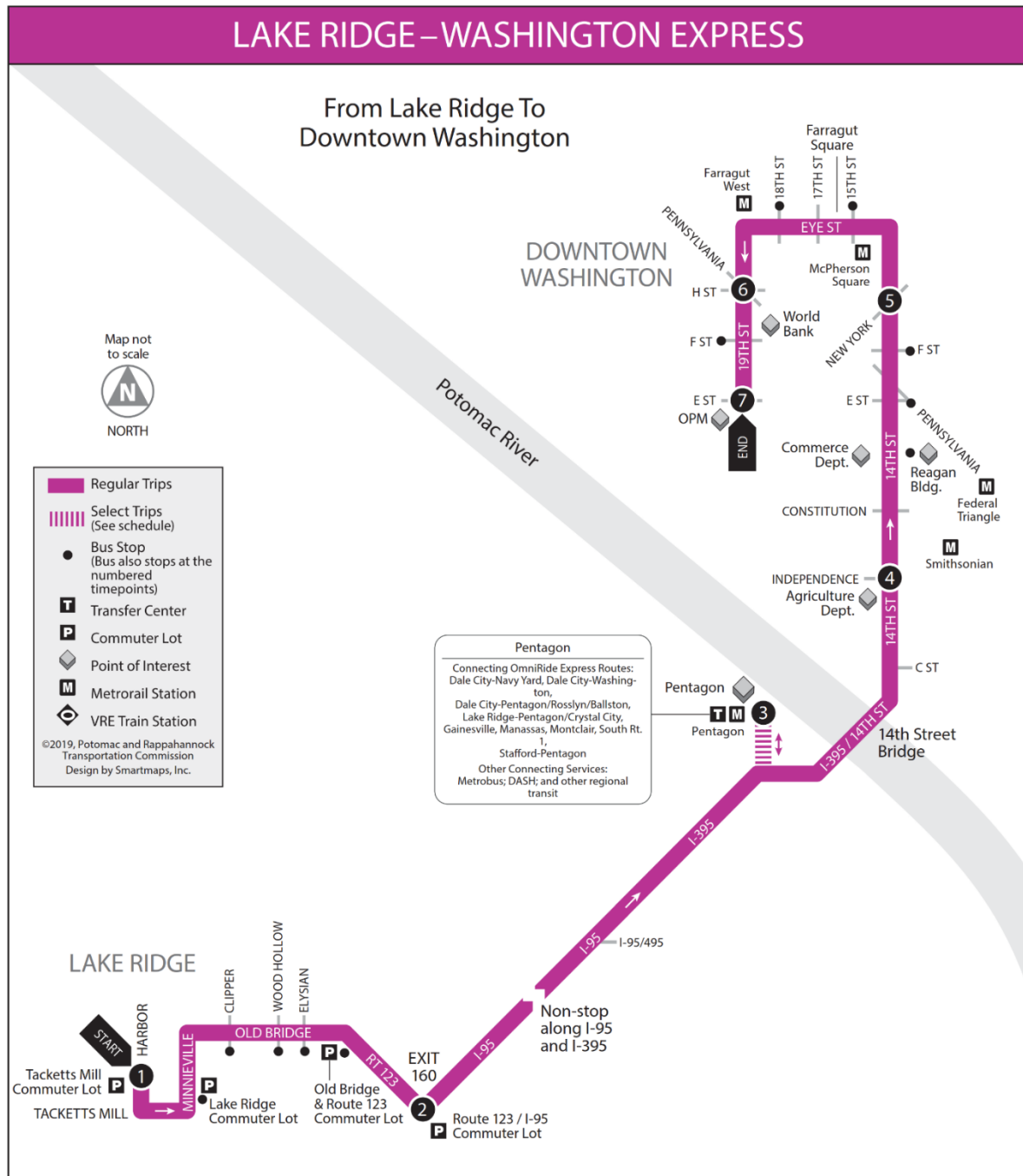
This route connects Haymarket and Gainesville to the Metrorail stations on the Rosslyn-Ballston Corridor. Points of interest along the way include: the Heathcote Commuter Lot, George Mason University's Arlington Campus, Arlington County Courthouse, and Rosslyn. Funding is sourced from the I-66 Commuter Choice program.



¹ Not included in data analysis due to implementation occurring after most recent dataset timespan

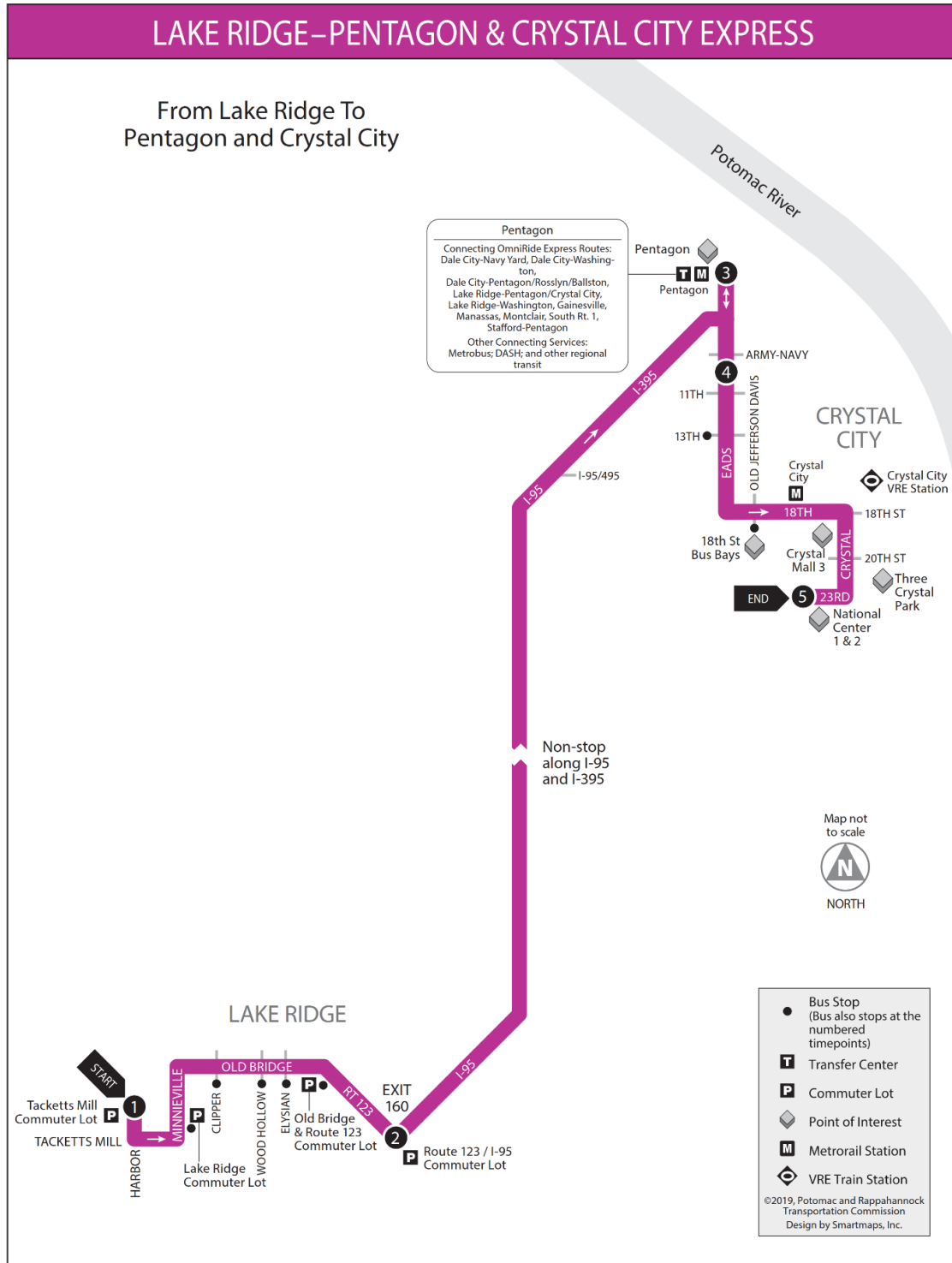
Lake Ridge–Washington (L-100)

Route L-100 serves as a link between Lake Ridge and downtown Washington, D.C., and makes select trips to the Pentagon as well. It makes stops at four commuter lots in the Lake Ridge area: Tacketts Mill, Lake Ridge, Old Bridge and Route 123, and Route 123/I-95. Key stops within Washington, D.C., include: Independence Avenue & 14th Street, New York Avenue & 14th Street, Pennsylvania Avenue & 19th Street, and the US Office of Personnel Management.



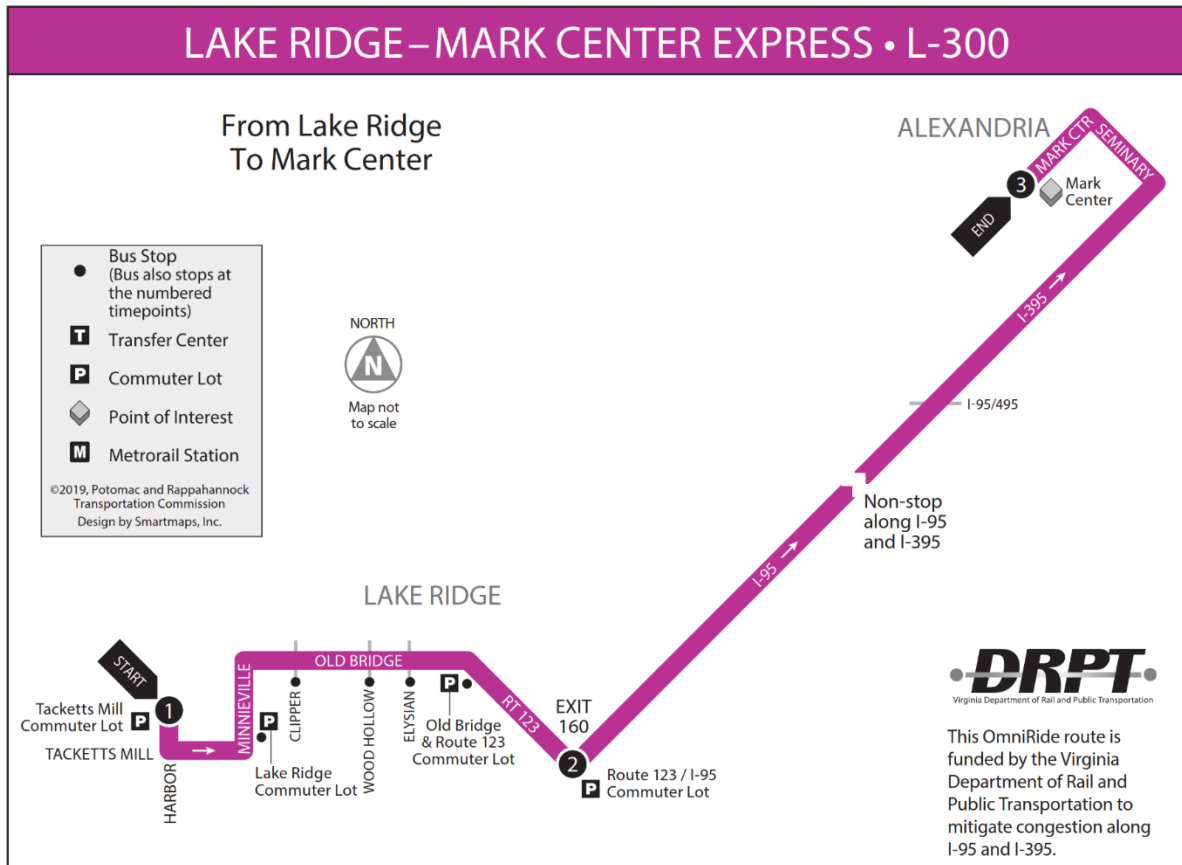
Lake Ridge–Pentagon and Crystal City (L-200)

Route L-200 travels between Lake Ridge, the Pentagon, and Crystal City. The route makes stops along Minnieville Road and Old Bridge Road and picks up passengers at four commuter lot locations: Tacketts Mill, Lake Ridge, Old Bridge & Route 123, and Route 123/I-95. At Crystal City, passengers have access to the VRE station.



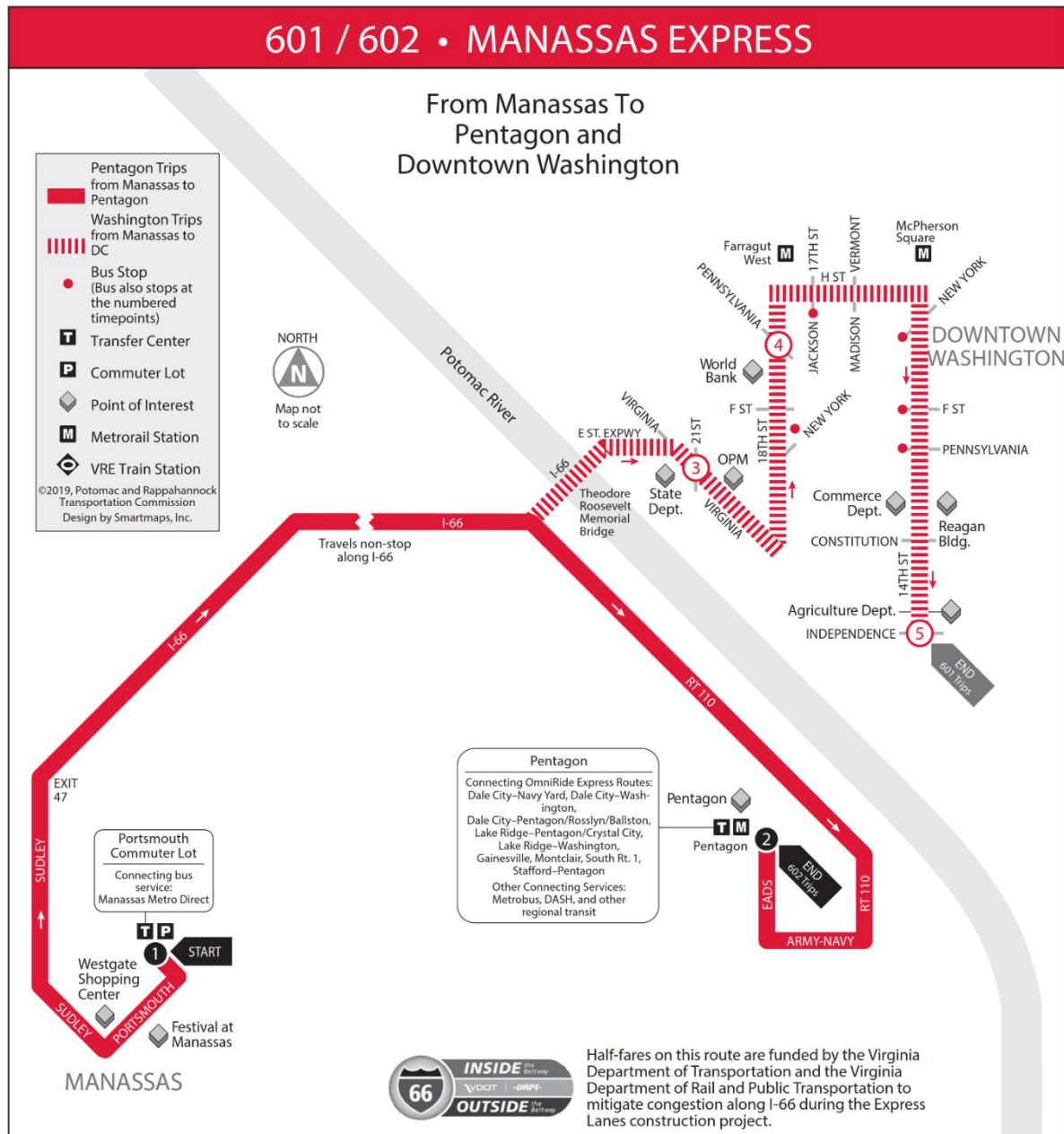
Lake Ridge–Mark Center (L-300)

Route L-300 connects Lake Ridge to Mark Center in Alexandria. Like other Lake Ridge Routes, route L-300 makes stops at four commuter lot locations: Tacketts Mill, Lake Ridge, Old Bridge & Route 123, and Route 123/I-95.



Manassas (601/602)

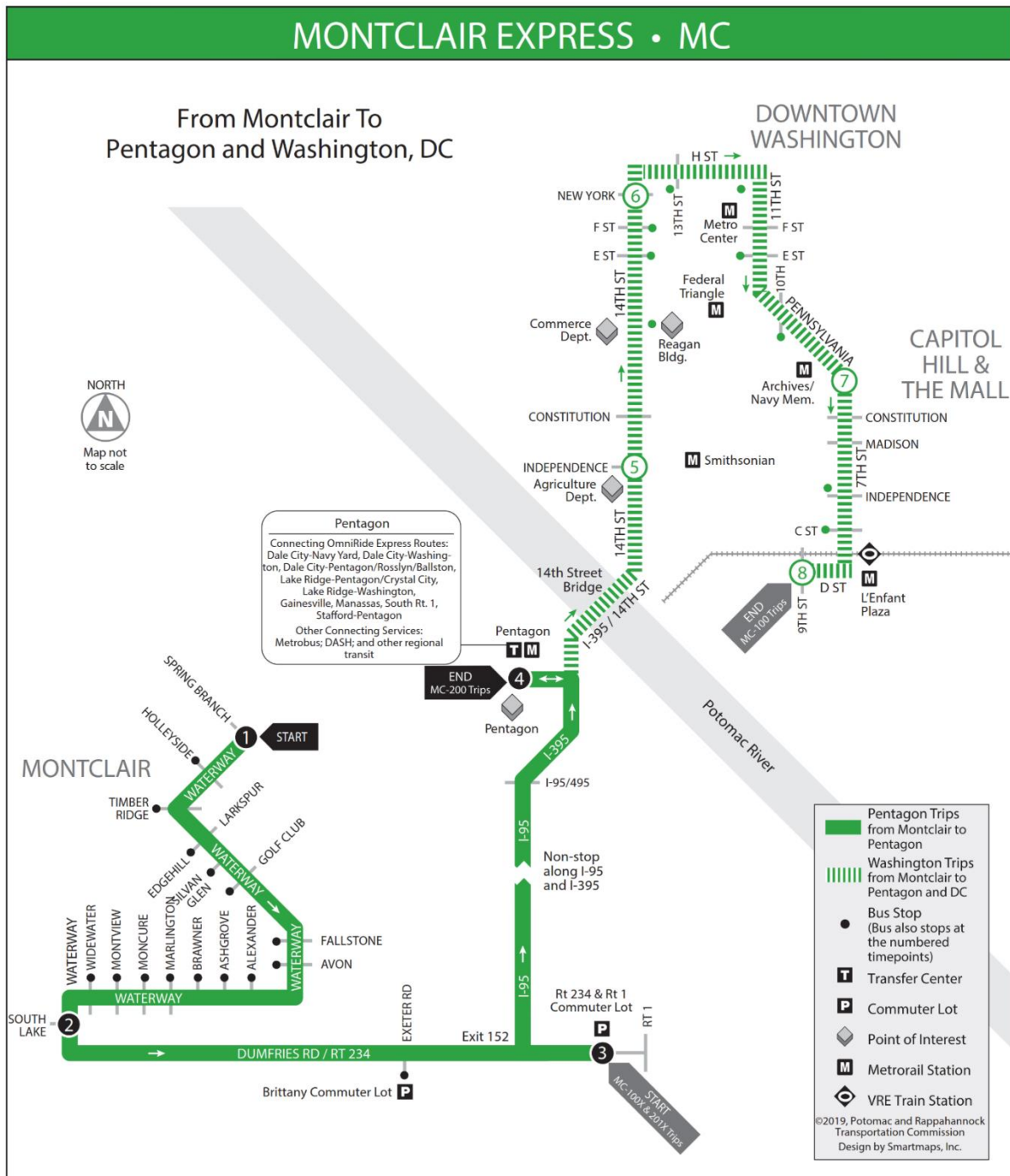
This route (formerly M-100/M-200) provides service between Manassas, the Pentagon, and downtown Washington, D.C. The route departs Manassas at the Portsmouth Commuter Lot, which is accessible via Manassas Metro Express and travels non-stop on I-66. Within Washington, D.C., the route provides access to the State Department, World Bank, Commerce Department, and several Metrorail stations.





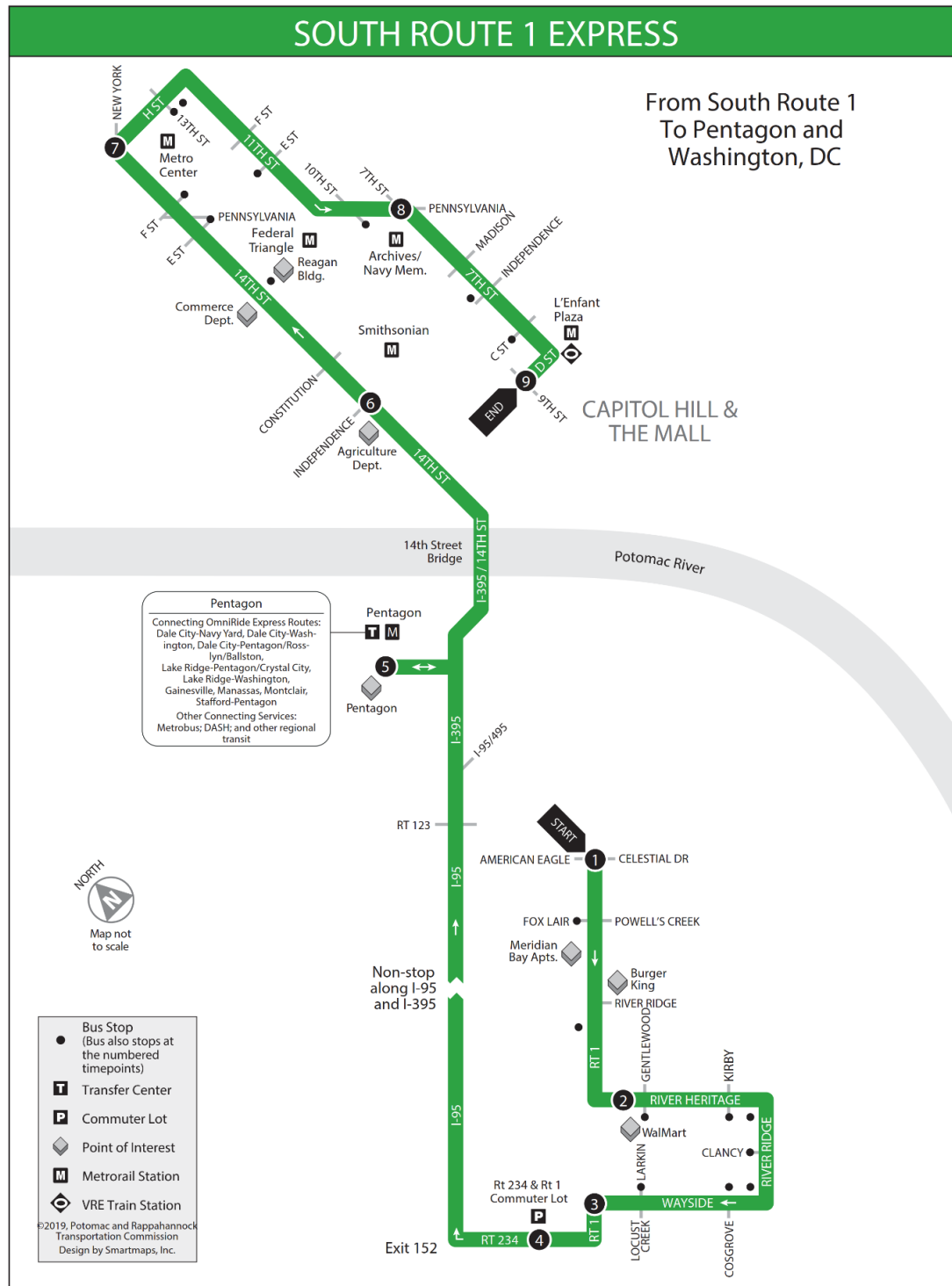
Montclair (MC-100/MC-200)

The Montclair route provides service between Montclair, the Pentagon, and downtown Washington, D.C. There are several stops made along Waterway Drive and Route 234, including the Brittany and Route 234 and Route 1 commuter lots. Within Washington, D.C., the route provides access to the Commerce Department, Agriculture Department, Capitol Hill, National Mall, and several Metrorail stations.



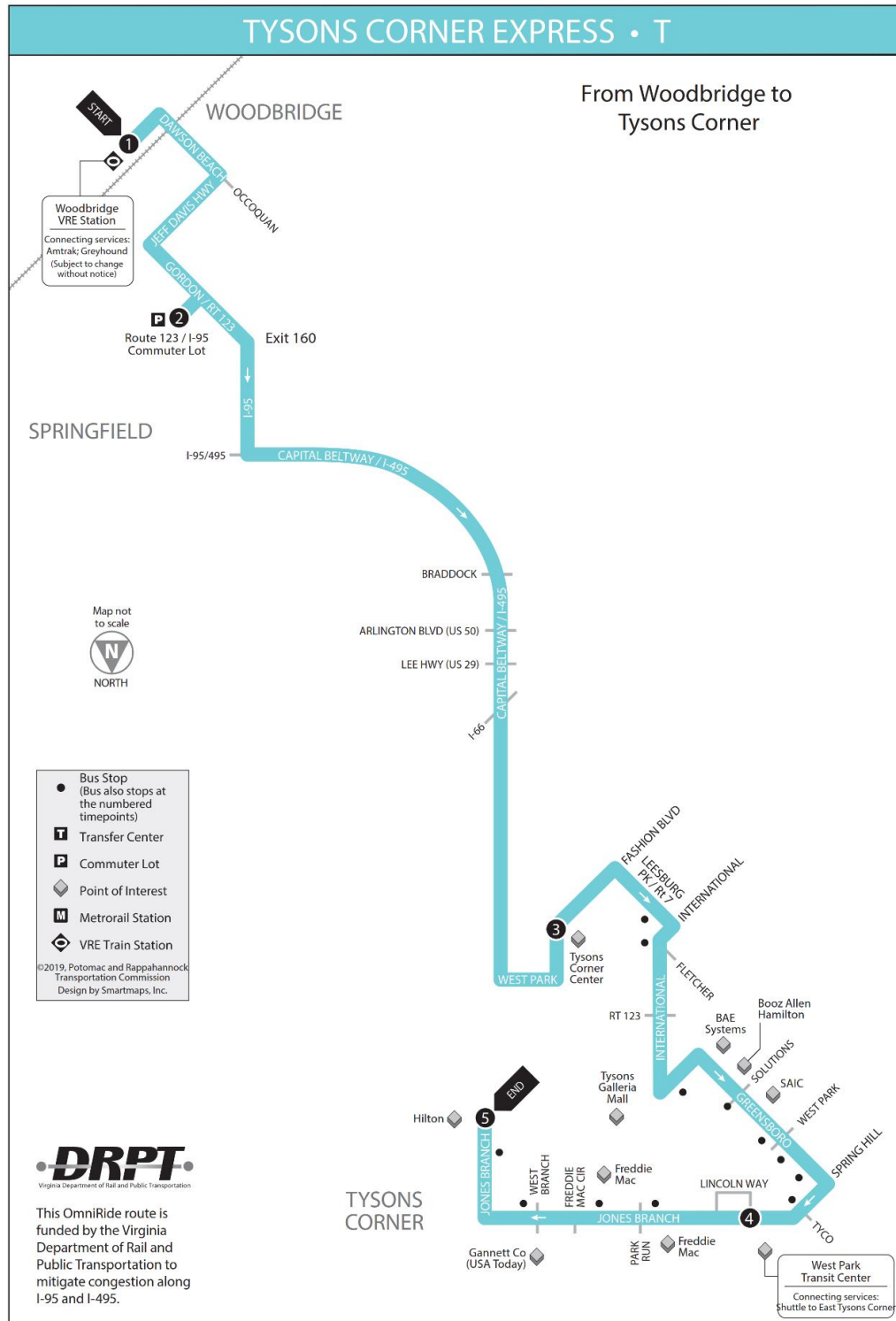
South Route 1 (RS)

This route connects the Dumfries area to downtown Washington, D.C. and the Pentagon via I-95 and I-395. Along with stops on Route 1 and surrounding residential streets, the RS route also stops at the Route 234 and Route 1 Commuter Lot located off Route 234. Within Washington, D.C., this route provides access to a variety of locations along 14th Street, Capitol Hill, National Mall, and several Metro stations.



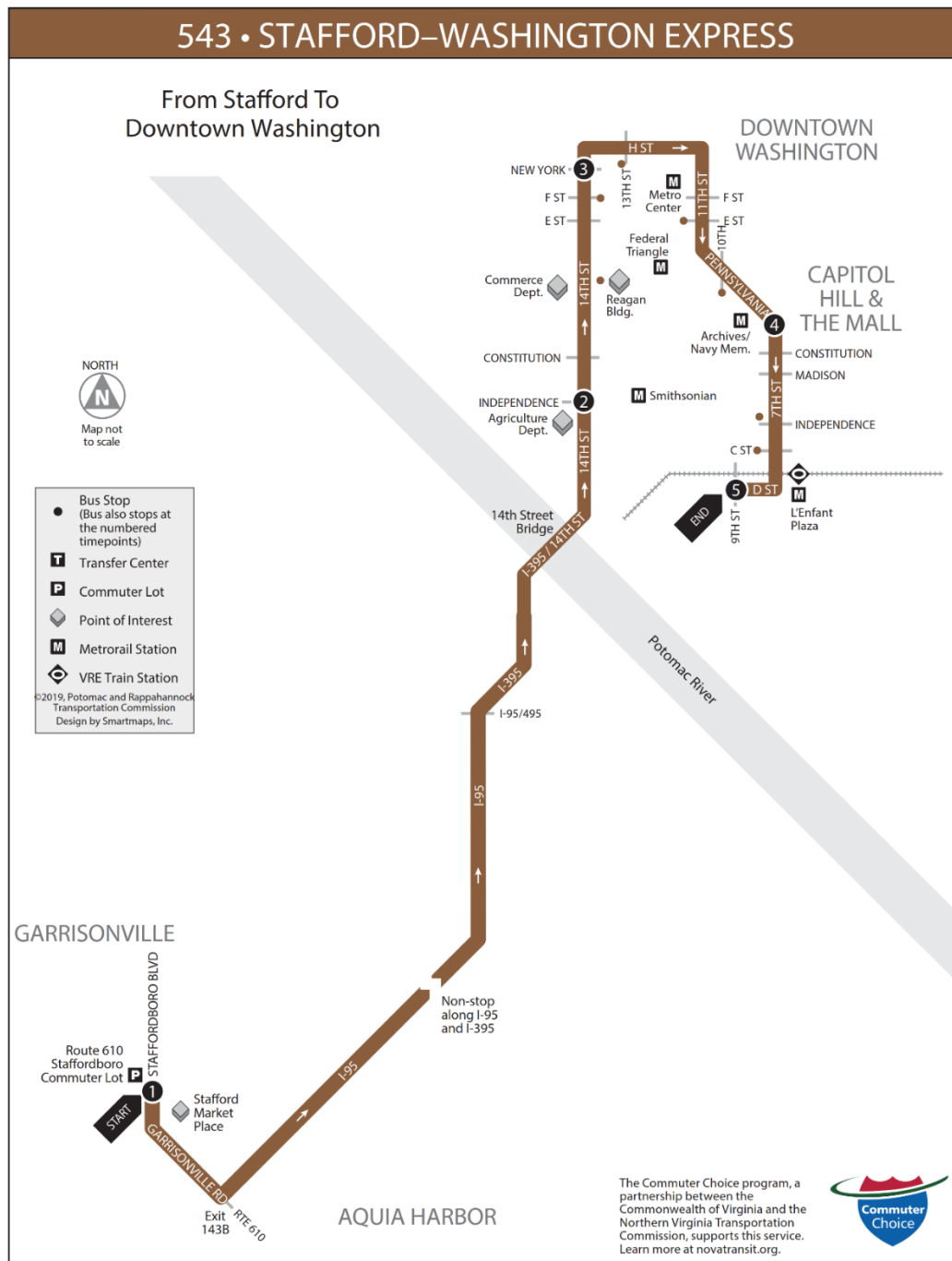
Tysons Corner (T)

The Tysons Corner route travels between the Woodbridge VRE Station and Tysons Corner Center, making several stops along the way. Some key stops include the Route 123/I-95 Commuter Lot and the West Park Transit Center, which provides connecting transit services.



Stafford–Washington (543)²

This route connects Staffordboro to downtown Washington, D.C., and the L'Enfant Plaza area. Stops along the way include: the Staffordboro Commuter Lot, 14th St SW & Independence Ave SW, 14th Street NW & New York Ave NW, Pennsylvania Ave NW & 7th St NW, and D St SW & 9th St SW. Funding is sourced from the I-395/95 Commuter Choice program.

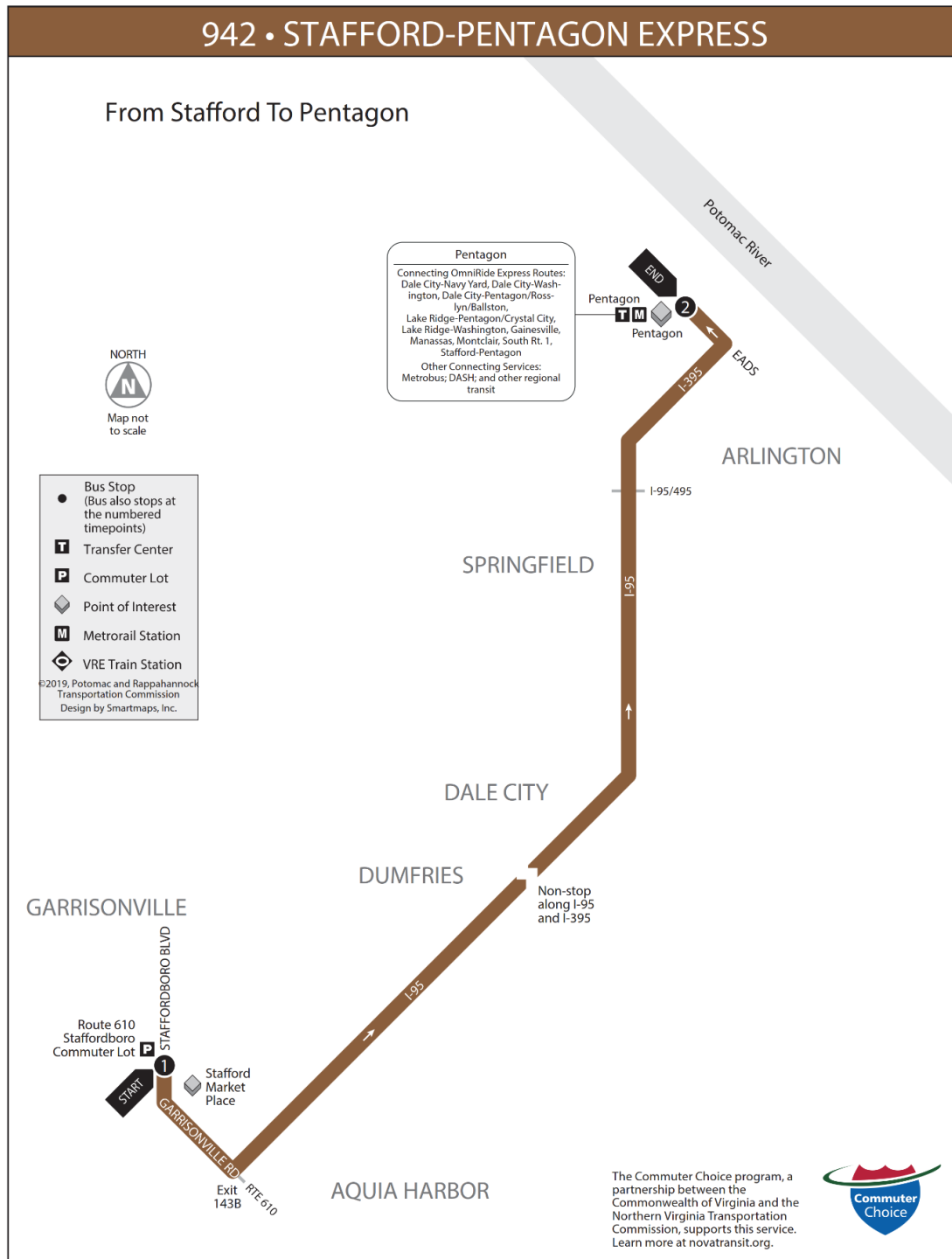


² Not included in data analysis due to implementation occurring after most recent dataset timespan



Stafford–Pentagon (942)³

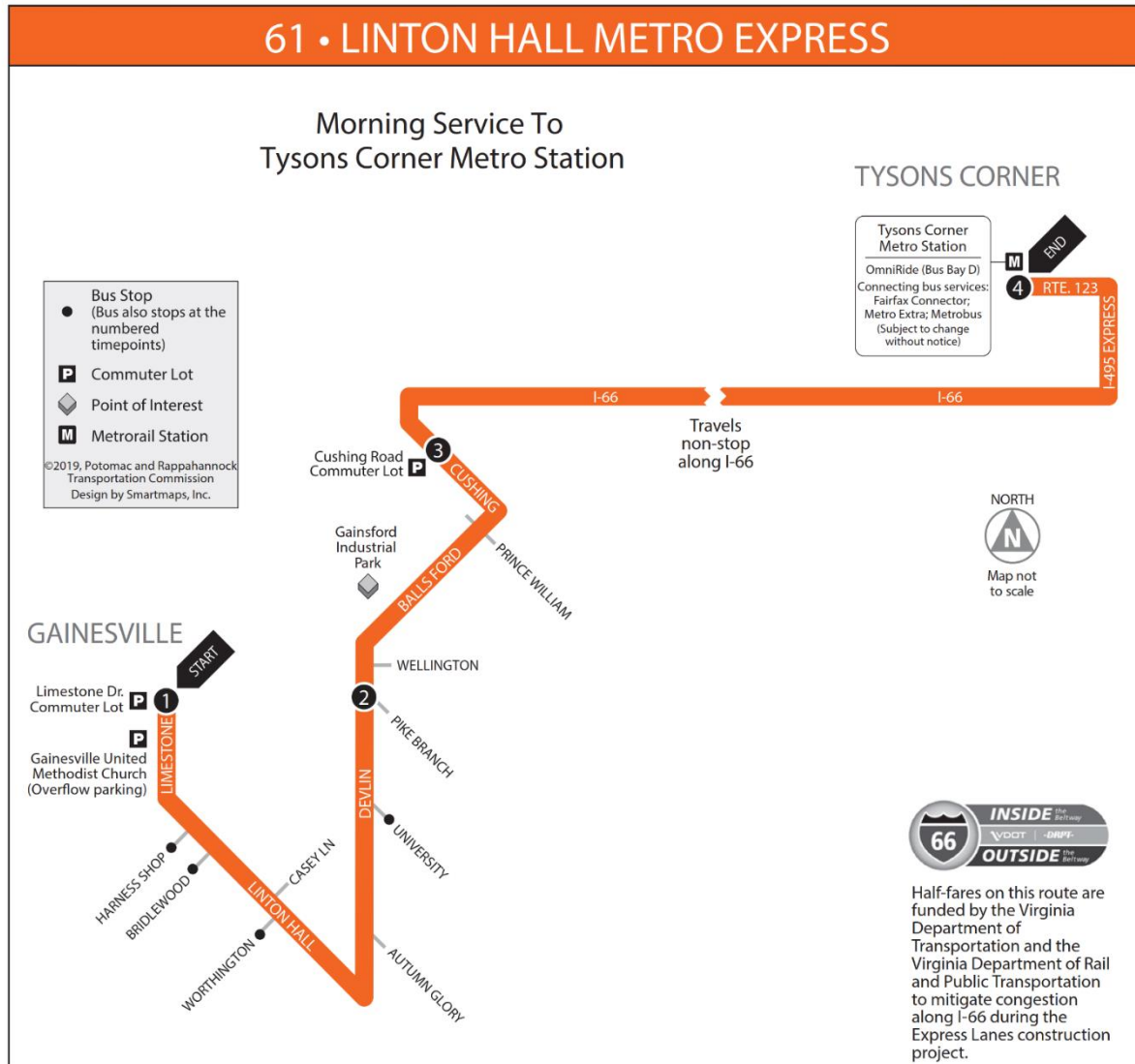
This route provides express service between the Staffordboro Commuter Lot and the Pentagon. Funding is sourced from the I-395/95 Commuter Choice program.



³ Not included in data analysis due to implementation occurring after most recent dataset timespan

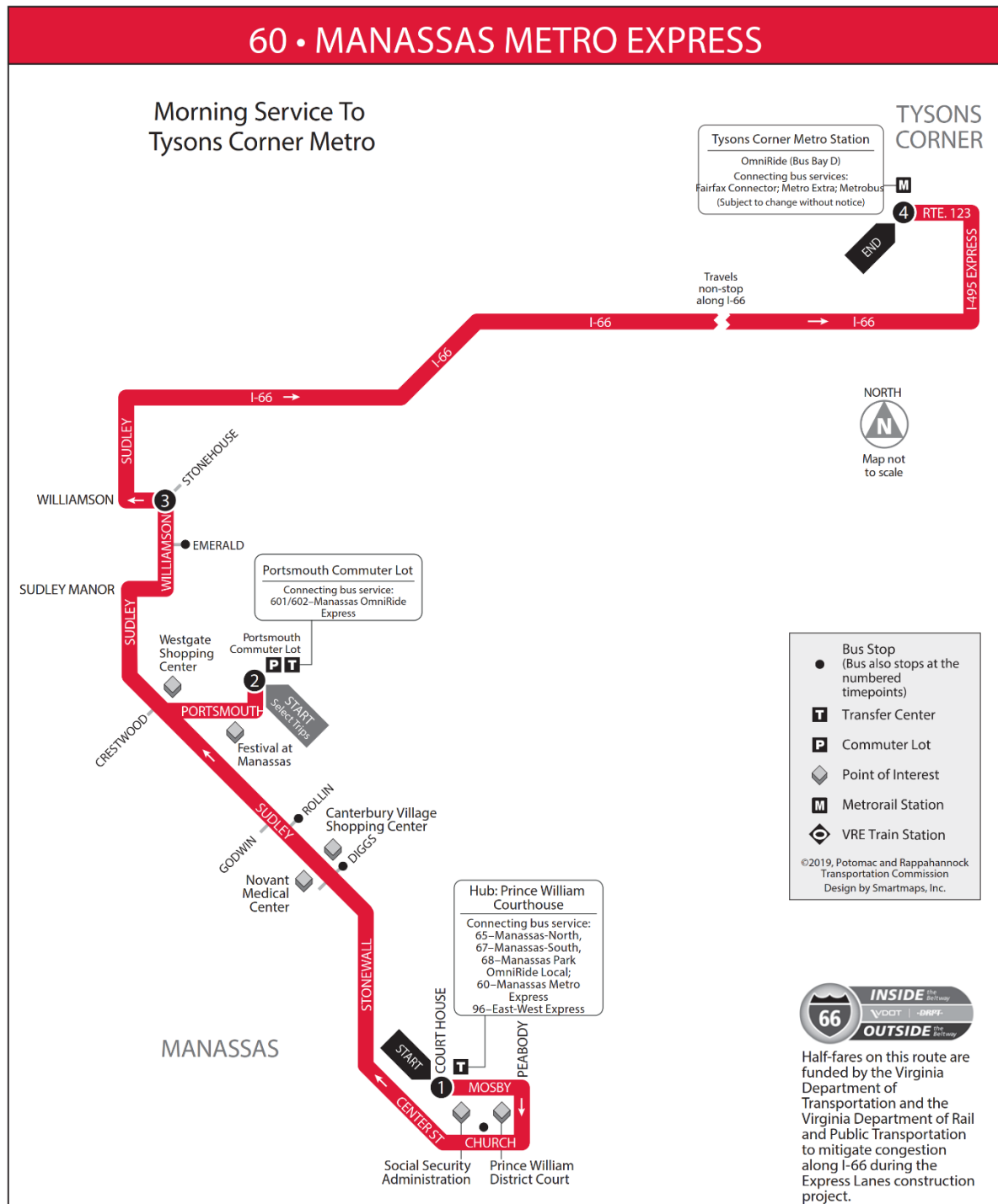
Linton Hall Metro Express (61)

The Linton Hall Metro Express route travels between Gainesville and the Tysons Corner Metro Station, where additional transit connections are available. Key route stops include the Limestone Drive Commuter Lot, Pike Branch, and the Cushing Road Commuter Lot.



Manassas Metro Express (60)

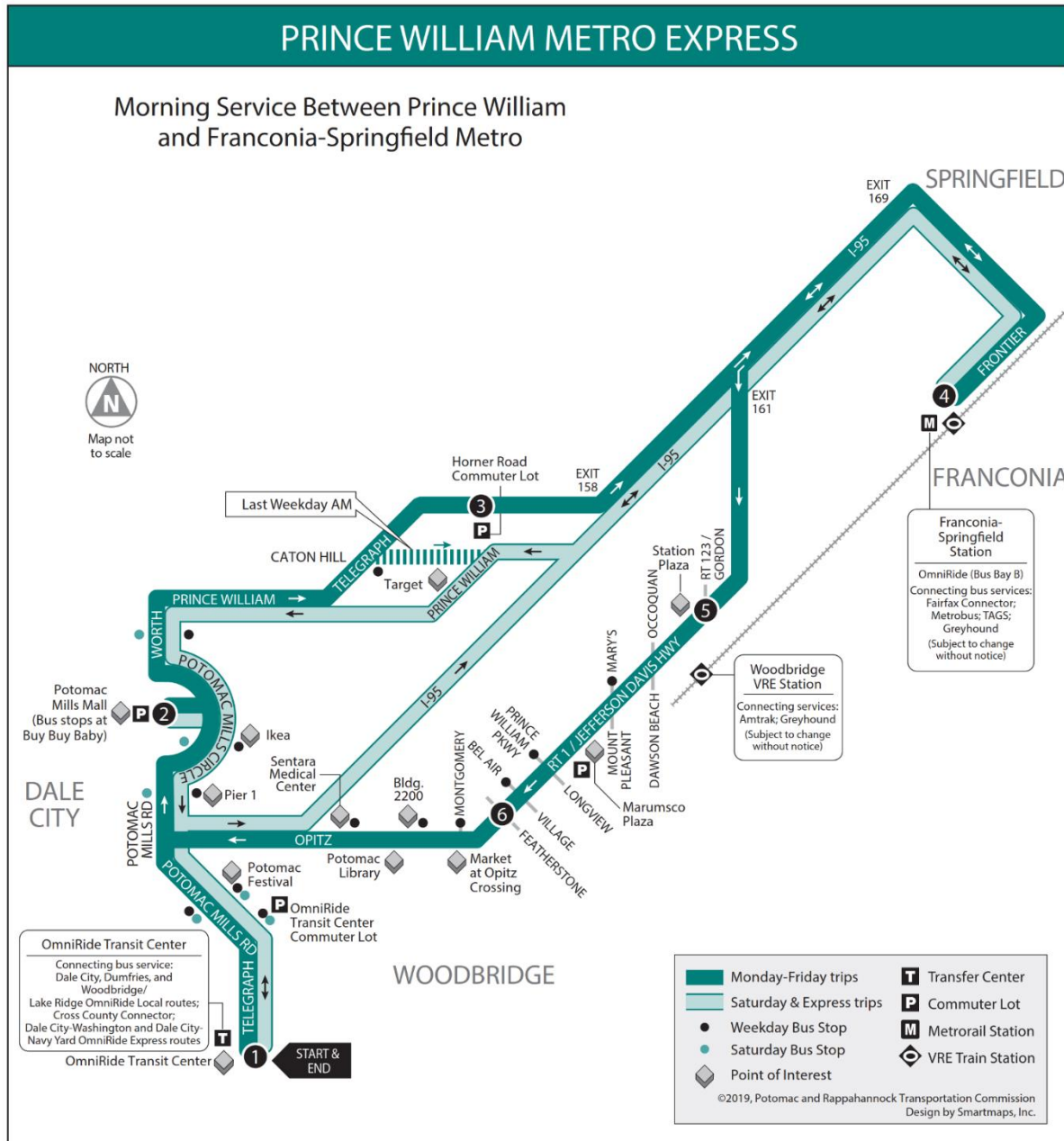
This route provides service between Manassas and the Tysons Corner Metro Station, where additional transit connections are available. The Manassas Metro Express Route mainly operates along Sudley Road, stopping at Manassas Mall, the Portsmouth Commuter Lot, and Stonehouse. However, select trips are made to locations in Old Town Manassas, including the Manassas VRE Station.





Prince William Metro Express

This route provides service between Prince William County and the Franconia-Springfield Metro Station. Weekday service includes stops along Route 1 and Telegraph Road, as well as several stops near Potomac Mills Mall. Service is reduced on weekends with the elimination of Route 1 service.





OmniRide Local

OmniRide Local is PRTC's local, demand-response/flex route bus service that operates in the more heavily populated areas of Prince William County, Manassas, and Manassas Park. Six routes currently operate on weekdays, four of which also operate on Saturdays in the eastern part of the county.

While all six OmniRide Local routes have standard fixed routes with established bus stops, users can also call PRTC's customer service center to schedule off-route trips. The availability of the off-route service is limited to destinations no more than ¾ of a mile off the standard fixed route, and it is available to anyone in the community (not only individuals with disabilities). In addition, the East-West Express provides all-day service, Monday through Friday, connecting the PRTC Transit Center and the western part of Prince William County.

Under the current service model, OmniRide Local qualifies as a demand responsive service based on the requirements set by the Americans with Disabilities Act (ADA) statute and regulations. As such, unlike traditional fixed route transit services (as defined under the ADA regulations), PRTC does not need to provide additional ADA-mandated, complementary paratransit service for people with disabilities who cannot, on account of their disabilities, use the fixed route system. **Table 2** and **Table 3** summarize key operational characteristics for OmniRide Local services and East-West Express service respectively.

Table 2: OmniRide Local Routes

Route Name	Route ID	AM Service		PM Service		Midday Service?	Weekend Service?
		Span of Service	Peak Frequency	Span of Service	Peak Frequency		
OmniRide Local							
Dale City	-	5:27–11:26 AM	35 min	12:24–9:21 PM	25 min	Yes	Yes
Dumfries	-	5:16–11:28 AM	25 min	12:27–9:18 PM	25 min	Yes	Yes
Manassas – North	65	5:24–10:30 AM	90 min	12:00–7:30 PM	90 min	Yes	No
Manassas – South	67	7:30–10:30 AM	90 min	12:00–7:30 PM	90 min	Yes	No
Manassas Park	68	7:30–10:30 AM	90 min	12:00–6:00 PM	90 min	Yes	No
Route 1	-	5:30–11:09 AM	45 min	12:50–9:38 PM	60 min	Yes	Yes
Woodbridge/Lake Ridge	-	5:18–11:40 AM	25 min	12:20–10:05 PM	30 min	Yes	Yes

*Reflects FY19 service updates (analysis in report based on FY18 ridership data)

Table 3: East-West Express

Route Name	Route ID	All-Day Service		Midday Service?	Weekend Service?
		Span of Service	Peak Frequency		
East-West Express					
Eastbound	-	6:00 AM–7:30 PM	45 min	Yes	No
Westbound	-	5:15 AM–6:45 PM	45 min	Yes	No

Notes:

Peak frequency is the approximate headway (time between buses) during the busiest time of the morning or afternoon

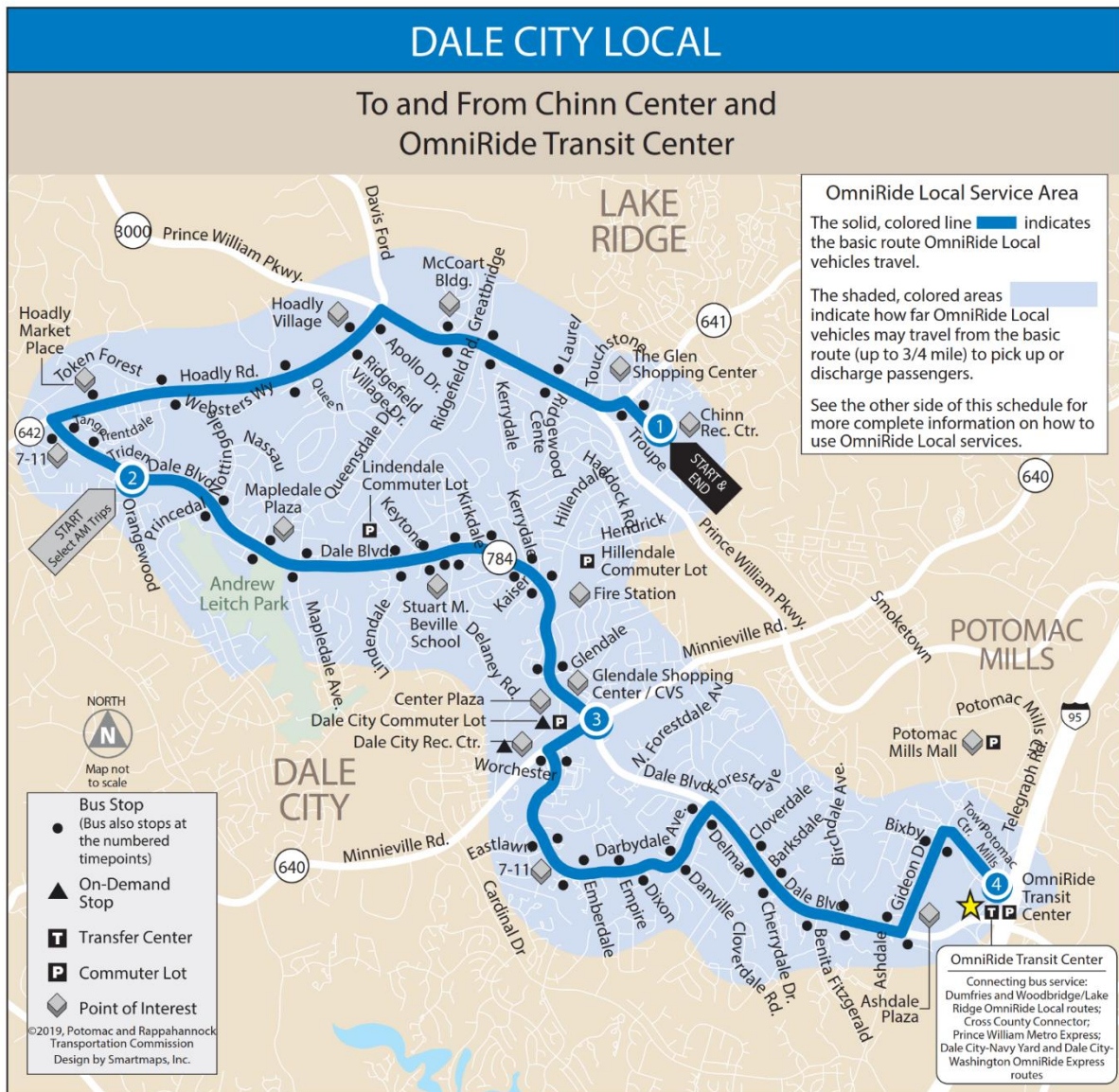
Span of service is assumed to be the time the first bus of the period begins to the time the last bus of the period ends

Routes

The following section provides a summary of each route and a sample route map for one direction of each route.

Dale City

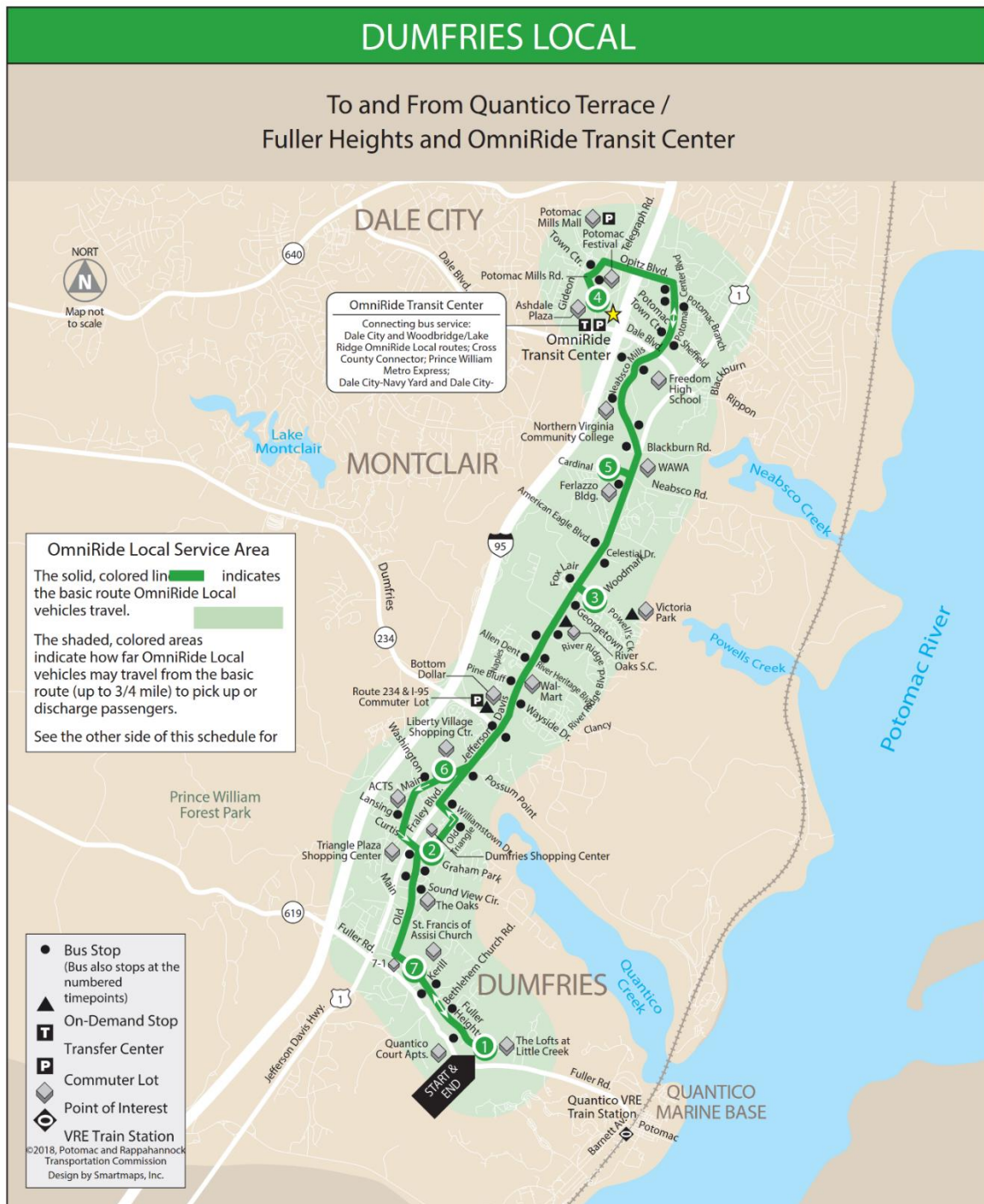
The Dale City route is a local route that travels to and from Chinn Recreational Center and PRTC Transit Center. Some key stops include Dale Boulevard & Orangewood Road, Dale Boulevard & Minnieville Road, and several commuter lots.





Dumfries

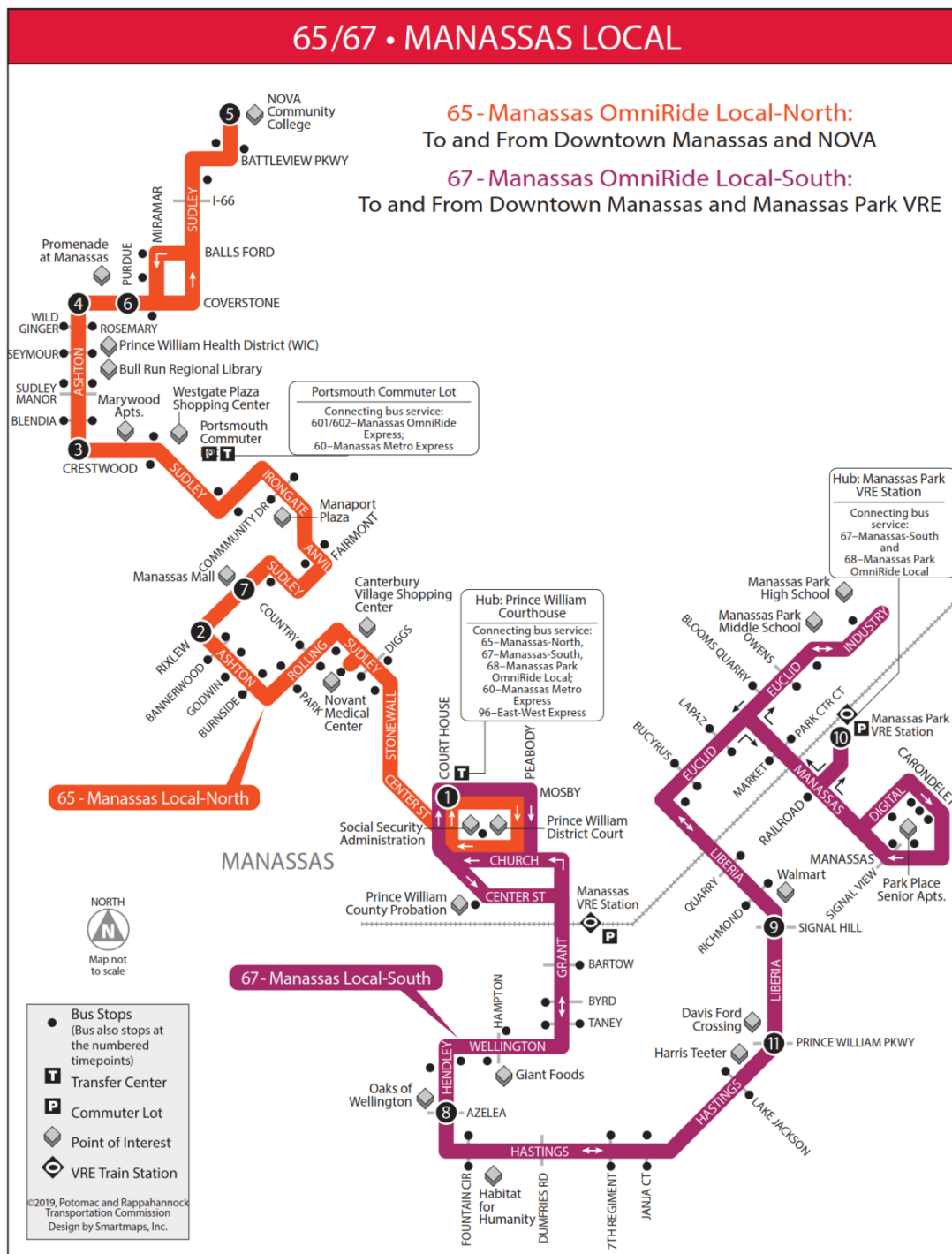
The Dumfries route is a local route that travels to and from Quantico Terrace/Fuller Heights and PRTC Transit Center. It travels primarily on Route 1 and provides access to several shopping centers, Walmart, Freedom High School, Northern Virginia Community College–Woodbridge Campus, and the Route 234/I-95 Commuter Lot.





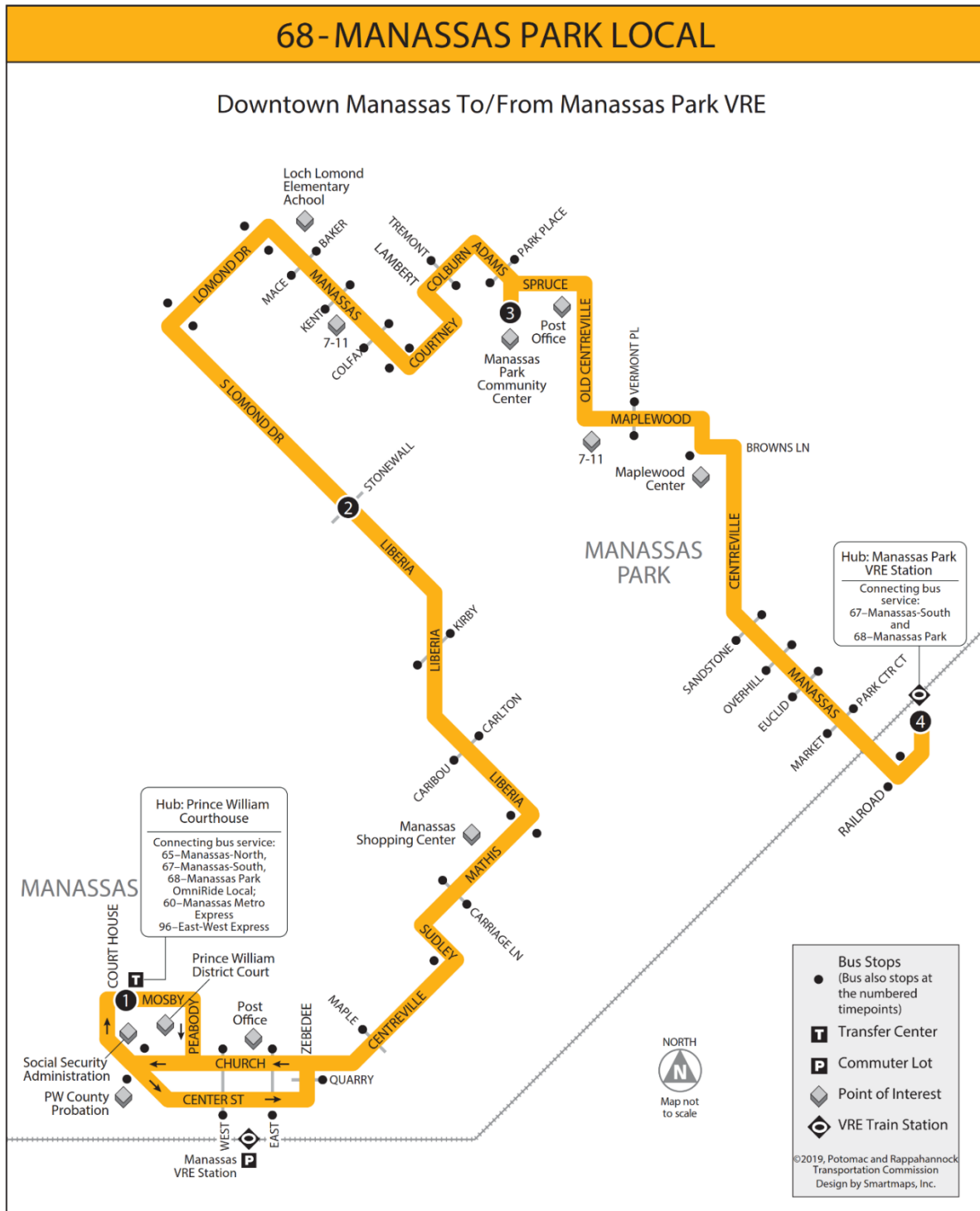
Manassas (65/67)

The Manassas service was recently restructured. The Route 65 covers the Manassas North area serving the new western hub near the Prince William County (PWC) courthouse, Novant Medical, Manassas Mall and NOVA-Manassas campus, with service through many high-density residential complexes along Ashton Avenue and the Sudley north area. Route 67 operates the Manassas South area, serving the western hub near the PWC courthouse, Georgetown South, Oaks of Wellington, Liberia business corridor, and Manassas Park VRE.



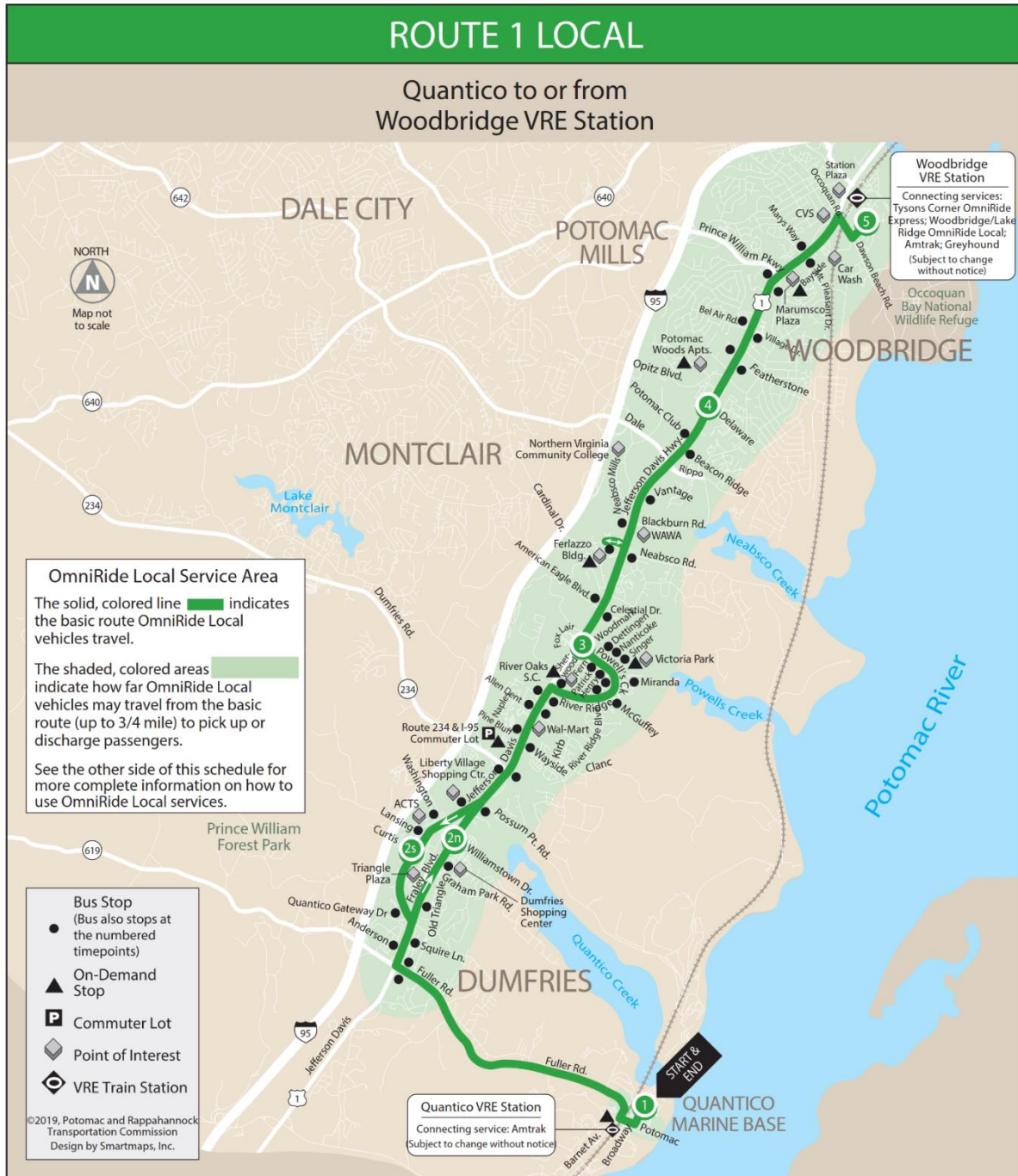
Manassas Park (68)

The Manassas Park Route 68 operates from the western hub near the PWC courthouse and operates bi-directionally through Manassas Park serving high-density housing, Manassas Park Community Center, Manassas Park City Hall, and other developments along Manassas Drive.



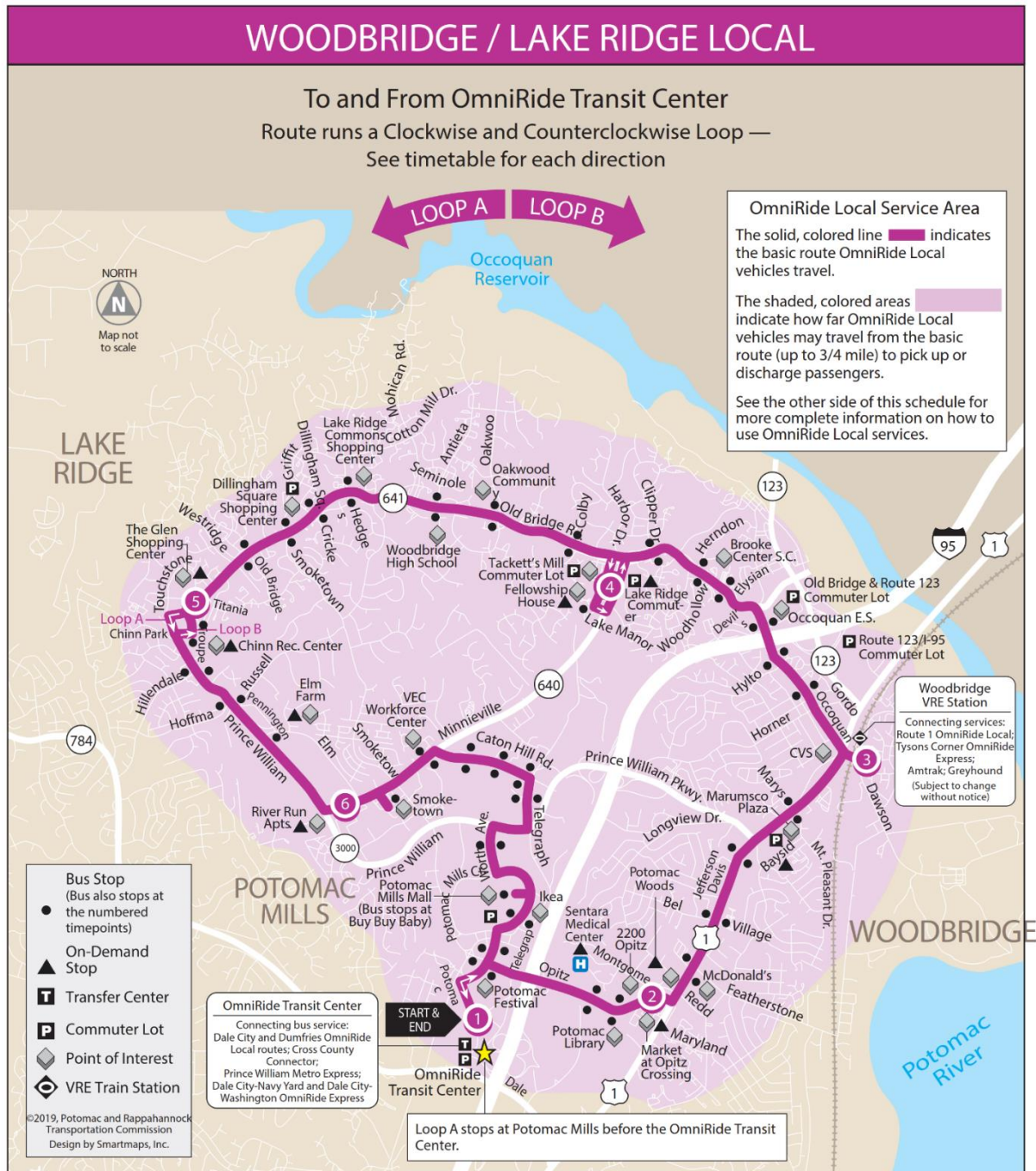
Route 1

The Route 1 route is a local route that travels to and from the Town of Quantico and the Woodbridge VRE Station. It travels primarily on Route 1 and provides access to several shopping centers, Walmart, and the Route 234/I-95 Commuter Lot.



Woodbridge/Lake Ridge

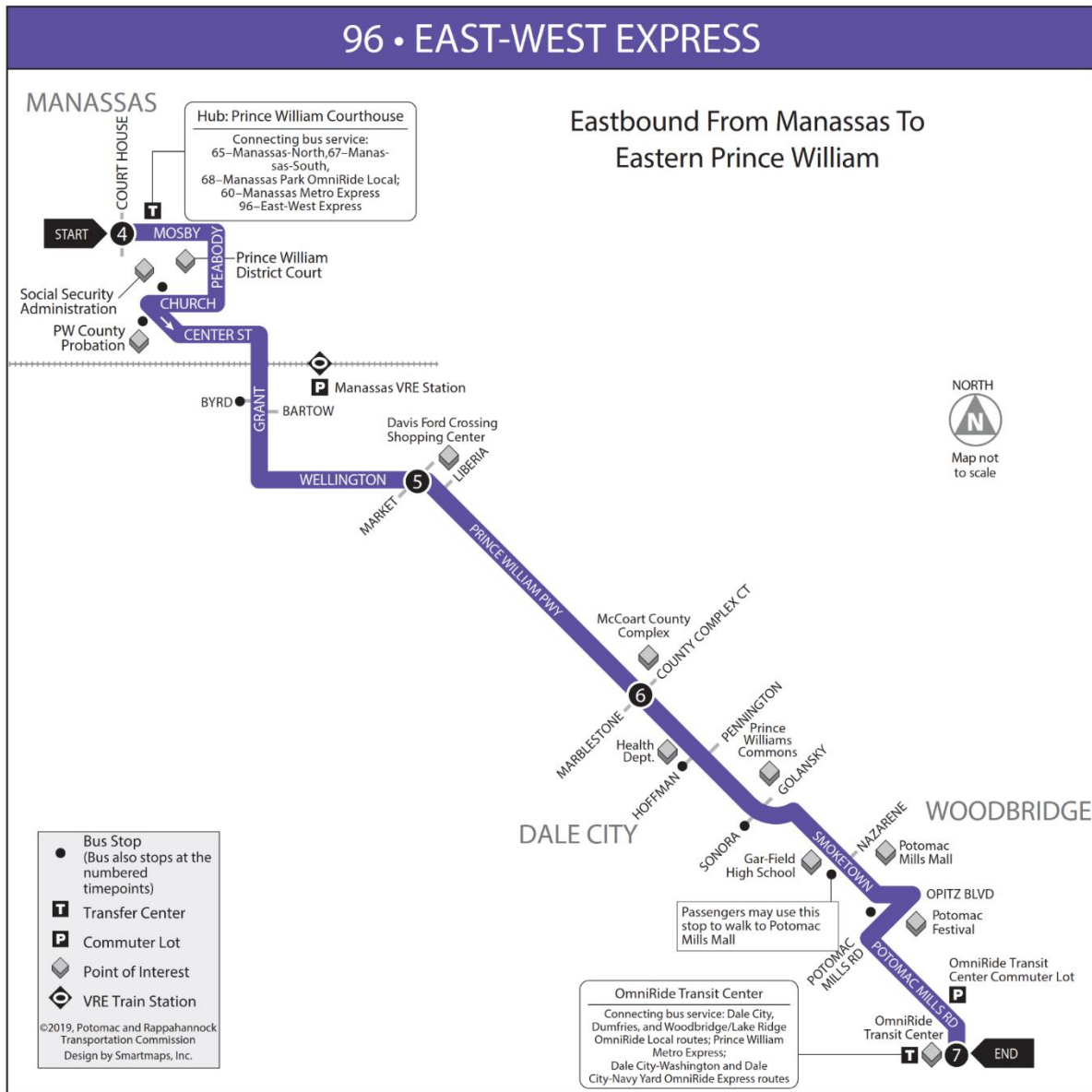
The Woodbridge/Lake Ridge route is a local route that consists of two loops, Loop A and Loop B. Loop A runs counterclockwise to and from the PRTC Transit Center and Loop B runs clockwise. Some key stops include: Woodbridge VRE Station, Tackett's Mill Commuter Lot, VEC Workforce Center, Potomac Mills Mall, Oakwood Community Center, Potomac Library, and several shopping centers.





East-West Express

East-West Express buses connect eastern Prince William and the Manassas area, via Prince William Parkway. Passengers may transfer to or from both OmniRide commuter buses and local OmniRide routes at designated bus stops along the route. East-West Express buses provide access to Prince William County offices and major shopping locations on both ends of the route.



Pedestrian and Bicycle Accommodations

All OmniRide Local and East-West Express buses have bike racks below the front windshield, as do most Metro Express buses. OmniRide Express buses do not have bike racks. The bike racks can accommodate two bicycles at a time. There is no additional charge for using the bike rack. Passengers are responsible for loading and unloading their bikes.



Accommodations for People with Disabilities

Passengers who use wheelchairs may board PRTC buses at any regular bus stop. All PRTC buses are wheelchair-accessible and have designated Priority Seating. Priority Seating is intended to serve persons who are permanently or temporarily disabled, as well as elderly passengers. To use Priority Seating, passengers must obtain a Priority Seating Permit from PRTC, which can be done after seeing a physician. OmniRide Local riders can also call ahead to arrange off-route service to locations within ¾-mile off a standard route. PRTC also provides services to hearing impaired individuals through the Virginia Relay Center. PRTC's reasonable Accommodation Policy and methods for filing a complaint with PRTC can be found on their website.⁴

Design Guidelines Stop and Stations

PRTC provides benches and shelters at select stops. As of June 20th, 2017, PRTC had 87 bus shelters, as shown in **Table 4**. Although PRTC currently does not have established design guidelines for OmniRide bus stops and shelters, it adopted a bus shelter siting and lighting plan in 2007. It establishes warrants for the placement of shelters and those with lighting. PRTC installs regular sized shelters, as well as "sombbrero" shelters in locations that cannot accommodate regular sized shelters or have extensive underground utilities.

Table 4: PRTC Bus Shelter Listing

PRTC Bus Shelter Listing – FY 2017		
Shelter Number	Address Description	PRTC Stop ID Number
1	13025 Chinn Park Drive, Woodbridge, VA 22192	4
2	15941 Donald Curtis Drive, Woodbridge, VA 22191	5
3	Broadway Street (NB) before 4 th Avenue, Quantico, VA 22134	7
4	WALMART (Manassas Mall): 8300 Sudley Road, Manassas, VA 2010	1921
5	Wellington Road (EB) before Hampton Road, Manassas, VA 20110	1559
6	Nova Way (NB) after Battlefield Parkway, Manassas, VA 20109	1566
7	Route 1 (NB) before Dumfries Road, Dumfries, VA 22026	114
8	Route 1 (SB) & Squire Lane, Triangle, VA 22172	120
9	Route 1 (NB) after Wayside Drive, Dumfries, VA 22026	283
10	Powells Creek Boulevard (WB) after Sherwood Place, Woodbridge, VA 22191	122
11	Manassas Drive (EB) before Signal View Drive, Manassas Park, VA 20111	220
12	Sudley Road (NB) after Digges Road, Manassas, VA 20110	224
13	Ashton Avenue (NB) after Donegan Drive, Manassas, VA 20109	250
14	Ashton Avenue (SB) after Seymour Road, Manassas, VA 20109	228
15	Coverstone Road (WB) before Ashton Avenue, Manassas, VA 20109	251
16	Church Street (WB) after Peabody Street, Manassas VA 20110	253
17	Gideon Drive (SB) after Bixby Road, Woodbridge, VA 22192	262
18	Dale Blvd (NB) after Gerry Ln, Dale City, VA 22193	263

⁴ <http://www.prtctransit.org/about-us/accessibility.html>

PRTC Bus Shelter Listing – FY 2017		
Shelter Number	Address Description	PRTC Stop ID Number
19	Route 1 (SB) before Wayside Drive, Dumfries, VA 22026	1761
20	Route 1 (NB) after River Heritage Boulevard, Woodbridge, VA 22191	284
21	Prince William Parkway (NB) before County Complex Court, Woodbridge, VA 22192	305
22	Dale Boulevard (SB) before Minneville Road, Dale City, VA 22193	316
23	Darbydale Avenue (SB) after Eastlawn Avenue, Dale City, VA 22193	318
24	Dale Boulevard (SB) before Cherrydale Drive, Dale City, VA 22193	322
25	Dale Boulevard (NB) before Ashdale Avenue, Dale City, VA 22193	326
26	Dale Boulevard (NB) before Barksdale Drive, Dale City, VA 22193	328
27	Dale Boulevard (NB) before Nottingdale Drive, Dale City, VA 22193	337
28	Prince William Parkway (EB) after Marblestone Drive, Woodbridge, VA 22192	340
29	Dale Boulevard (EB) after Orangewood Drive, Dale City, VA 22193	342
30	Old Bridge Road (EB) before Wood Hollow Drive, Occoquan, VA 22191	352
31	Old Bridge Road (WB) after Oakwood Drive, Woodbridge, VA 22192	354
32	Route 1 (SB) after Prince William Parkway, Woodbridge, VA 22191	380
33	Route 1 - VRE Pedestrian Drop-off, Woodbridge, VA 22191	382
34	Route 1 (SB) after Dumfries Rd, Dumfries, VA 22026	377
35	Prince William Parkway (EB) after Hoffman Dr, Woodbridge, VA 22192	384
36	Potomac Mills Mall, 2700 Potomac Mills Circle, (1) Woodbridge, VA 22192	1834
37	Potomac Mills Mall, 2700 Potomac Mills Circle, (2) Woodbridge, VA 22192	1834
38	Route 1 (SB) after Occoquan Road, Woodbridge, VA 22191	393
39	Potomac Center Boulevard (NB) before Sheffield Hill Way, Dale City, VA 22193	1804
40	Prince William Parkway (NB) before Greatbridge Road, Woodbridge, VA 22192	395
41	Smoketown Road (SB) at Gar-Field HS, Woodbridge, VA 22192	1612
42	Crestwood Drive (WB) before Ashton Avenue, Manassas, VA 20109	403
43	Manassas Drive & Sandstone Way, Manassas Park, VA 20111	144
44	Opitz Boulevard (EB) before Potomac Center Blvd, Woodbridge, VA 22191	418
45	Opitz Road (EB) before Malloy Court Road, Woodbridge, VA 22191	419
46	Dale Boulevard (SB) after Mapledale Avenue, Dale City, VA 22193	430
47	Dale Blvd (SB) before Cloverdale Road, Dale City, VA 22193	438
48	Darbydale Avenue (NB) before Worchester Drive, Dale City, VA 22193	435
49	Route 1 (NB) before Featherstone Road, Woodbridge, VA 22191	1928
50	Worth Avenue (SB) after Prince William Parkway, Woodbridge, VA 22192	460

PRTC Bus Shelter Listing – FY 2017		
Shelter Number	Address Description	PRTC Stop ID Number
51	Potomac Mills Road (NB) after Opitz Drive, Woodbridge, VA 22192	465
52	Old Bridge Road (EB) before Luca Station Way, Woodbridge, VA 22192	474
53	Route 1 (SB) before Featherstone Road, Woodbridge, VA 22191	1929
54	Optiz Boulevard (EB) before Potomac Center Boulevard, Woodbridge, VA 22191	476
55	Lindendale Commuter Lot Dale Boulevard & Quate Lane, Dale City, VA 22193	600
56	Dumfries Road (SB) before Exeter Drive, Brittany, VA 22026	917
57	Optiz Road (WB) before Montgomery Avenue, Woodbridge, VA 22191	1311
58	Sudley Road (SB) before Digges Road, Manassas, VA 20110	1551
59	Manassas Drive (NB) before Park Center Court, Manassas, VA 20111	1572
60	Manassas Drive (EB) before Kent Drive, Manassas Park, VA 20111	1590
61	Old Triangle Road (NB) before Steele Court, Dumfries, VA 22026	1652
62	Old Triangle Road (NB) before Kearsarge Drive, Dumfries, VA 22026	1653
63	Route 1 (NB) after Squire Lane, Triangle, VA 22172	1657
64	Route 1 (NB) before Neabsco Road, Woodbridge, VA 22191	1654
65	Limestone Commuter Lot, Gainesville, VA 20155	1705
66	Old Triangle Road (NB) before Soundview Circle, Triangle, VA 22172	1760
67	Quantico Terrace Drive (EB) before Fuller Heights Road, Triangle, VA 22172	1758
68	Hoadly Road (EB) before Apollo Drive, Woodbridge, VA 22192	1794
69	Potomac Mills Road (WB) after Telegraph Road, Woodbridge, VA 22192	1826
70	Bayside Avenue (EB) before Longview Drive, Woodbridge, VA 22191	-
71	Prince William Parkway (EB) after Smoketown Road, Woodbridge, VA 22192	-
72	Old Bridge Road (EB) before Old Bridge Lane, Woodbridge, VA 22192	363
73	Old Bridge Road (EB) after Smoketown Road, Woodbridge, VA 22192	41
74	Old Bridge Road (EB) before Cricket Lane, Woodbridge, VA 22192	364
76	Prince William Parkway (EB) before Ridgewood Center Drive, Woodbridge, VA 22192	1931
77	Manassas Drive (WB) after Andrews Drive, Manassas Park, VA 20111	-
78	Crestwood Drive (EB) after Ashton Avenue, Manassas, VA 20109	-
79	Neabsco Mills Road (SB) before S College Drive, Woodbridge, VA 22191	407
80	Dale Boulevard (EB) before Delaney Road, Woodbridge, VA 22193	431
81	Neabsco Mills Road (NB) after N College Drive, Woodbridge, VA 22191	1693
82	Prince William Parkway (WB) before Trowbridge Drive, Woodbridge, VA 22192	389
83	Prince William Parkway (WB) before Hillendale Drive, Woodbridge, VA 22192	361

PRTC Bus Shelter Listing – FY 2017		
Shelter Number	Address Description	PRTC Stop ID Number
84	Prince William Parkway (EB) before Hillendale Drive, Woodbridge, VA 22192	44
85	Route 1 (SB) before Delaware Drive, Woodbridge, VA 22191	1927
86	Route 1 (NB) before Delaware Drive, Woodbridge, VA 22191	1708
87	Potomac Mills Road (NB) before Opitz Blvd, Woodbridge, VA 22192	464



Additional Transportation Services

There are several other transit services provided in the PRTC region. Most are designed to provide commuter service to the Washington, D.C., area and are identified below.

Virginia Railway Express (VRE) — PRTC provides administrative services and shares policy level direction and financial decision making with NVTC for the VRE, a commuter rail operator. VRE provides rail service on two lines, from Fredericksburg and from Manassas, to the Washington D.C., metropolitan area primarily during weekday peak periods. Within the PRTC boundaries, the Fredericksburg line serves the Spotsylvania, Fredericksburg, Brooke, Leeland Road, Quantico, Rippon, and Woodbridge stations, while the Manassas line serves the Broad Run, Manassas, and Manassas Park stations. A future station located in Prince William County, called Potomac Shores, is currently scheduled to open in 2020. Bus connections are possible at the Quantico, Woodbridge, Manassas, and Manassas Park stations. Surface and/or garage parking is available at all six stations in Prince William County, Manassas, and Manassas Park.

Amtrak — VRE offers the Amtrak-Cross Honor Agreement, which allows VRE passengers to also use the Amtrak trains listed on their schedule. Only VRE riders with valid Ten-Trip, Five-Day, Monthly, or VRE-TLC tickets accompanied by a Step-Up ticket are permitted on-board Amtrak trains. Amtrak stations in the county include Manassas, Woodbridge, and Quantico.

Martz National Coach Works (NCW) — Martz NCW provides commuter bus service from four Park and Ride lots along the I-95 corridor in Stafford County, Spotsylvania County, and Fredericksburg to the central core of Washington, D.C. Martz NCW currently operates seven trips in the morning and six trips in the afternoon in the I-95 corridor. These trips pass through, but do not stop in, Prince William County.



Fare Structure, Payments, and Purchasing

Table 5 through **Table 7** show the fare structure for OmniRide Express, OmniRide Metro Express, and OmniRide Local bus services, as of March 2020.

Table 5: OmniRide Express Fares

Service/Fare Product	Cost to Passenger
Regular Fares:	
One-Way Cash Fare to/from Northern Virginia, Washington	\$9.20
One-Way SmarTrip Fare	\$6.90
Local Destinations Within Prince William Area	\$1.55
Local Bus DayPass (SmarTrip ONLY)	\$3.60
Local Bus Weekly Pass (SmarTrip ONLY)	\$14.35
Reduced Fares:	
One-Way Fare	\$4.60
Local Bus DayPass (SmarTrip ONLY)	\$1.80
Local Bus Weekly Pass (SmarTrip ONLY)	\$7.15

Table 6: OmniRide Metro Express Fares

Service/Fare Product	Cost to Passenger
Regular Fares:	
One Way Cash Fare to/from Metro Station	\$4.25
SmarTrip Fare	\$3.45
Local Destinations Within Prince William Area	\$1.55
Local Bus DayPass (SmarTrip ONLY)	\$3.60
Local Bus Weekly Pass (SmarTrip ONLY)	\$14.35
Reduced Fares:	
One-Way Fare	\$2.10
Local Bus DayPass (SmarTrip ONLY)	\$1.80
Local Bus Weekly Pass (SmarTrip ONLY)	\$7.15

Table 7: OmniRide Local & East-West Express Fares

Service/Fare Product	Cost to Passenger
Regular Fares:	
One Way Cash Fare	\$1.55
One Way SmarTrip Fare	\$1.55
10-Pack of Tokens	\$15.50
Local Bus Day Pass (SmarTrip ONLY)	\$3.60
Local Bus Weekly Pass (SmarTrip ONLY)	\$14.35
Off-route Trip Surcharge	\$1.55
Reduced Fares:	
One Way	\$0.75
10-Pack of Tokens	\$7.50
Local Bus Day Pass (SmarTrip ONLY)	\$1.80
Local Bus Weekly Pass (SmarTrip ONLY)	\$7.15
Off-route Trip Surcharge	EXEMPT

PRTC is part of the regional SmarTrip program and SmarTrip cards are accepted on all PRTC buses. Bus riders can also pay using exact cash fare or bus tokens.

Transit benefits may also be used towards PRTC bus fares. The monthly benefit can be any amount an employer chooses to provide, although a maximum of \$270 per month is allowable tax-free or pre-tax to employees. Using a convenient web-based program, employers assign the dollar value of an employee's monthly SmartBenefits directly to the employee's SmarTrip card. The benefit is also accepted in participating vanpools. The SmartBenefits program is administered through the Washington Metropolitan Area Transit Authority (WMATA).

Local bus passes must be purchased on PRTC buses or at the OmniRide Transit Center using a SmarTrip card. Day passes are good for local travel within Prince William, Manassas, and Manassas Park all day from first use. Local bus weekly passes are also available and must be purchased on PRTC buses using a SmarTrip card. A weekly pass is good for local travel within Prince William, Manassas, and Manassas Park for seven consecutive days from the date it is first used.

Reduced fare eligibility is applicable to adults 60 years and older, persons with a disability, or persons presenting a valid Medicare card. Senior citizen verification may be required. Riders eligible for reduced fares on PRTC buses must pay with cash or WMATA-issued (65+) Senior SmarTrip card or Metro Disability ID/SmarTrip card. To be eligible for a WMATA-issued SmarTrip card, passengers must be 65 or older. Passengers meeting PRTC's reduced fare eligibility may apply for a Reduced Fare Eligibility Card.

Children 5 and under ride free with a fare-paying adult (limit two per paying adult). Children 8 and under cannot ride unattended.

For all but seniors and people with disabilities, an off-route trip surcharge applies to all OmniRide Local pick-ups and drop-offs at locations not along the standard local route, including on-demand stops. In addition to the designated bus stops, there are some locations that are on-demand bus stops. On-demand stops are designated with a triangle on route maps. Major commuter parking lots served by OmniRide commuter buses and local



Virginia Railway Express stations and many senior living communities are some of the on-demand stops served by OmniRide Local buses.

For transfers between PRTC buses and VRE trains, the following rules apply:

- VRE monthly passholders—boarding a PRTC bus at a VRE Station or the bus stop nearest a VRE Station ride free. When riding a PRTC bus to get to a VRE station, the applicable bus fare is required.
- ALL other VRE pass holders—required to pay applicable bus fare when traveling to and from VRE stations.

Transit Asset Management – Existing Fleet and Facilities

Fleet

Table 8 and **Table 9** summarize PRTC’s existing fleet as of November 2019.

Table 8: OmniRide Local Existing Fleet

OmniRide Local Fleet									
Model Year	Make	Number of Buses	Size	Fiscal Year Placed in Service	Life for Replacement (Years)	Fiscal Year to be Replaced	Budgeted Replacement Year	Overhaul (Years)	Fiscal Year to be Funded & Overhauled
2004	Gillig 30 foot	1	30 ft	2005	9	2014	Replaced	-	-
2006	Gillig 30 foot	4	30 ft	2007	9	2016	2015	-	-
2010	Gillig 30 foot	1	30 ft	2011	9	2020	2019	-	-
2013	Gillig 30 foot	5	30 ft	2013	9	2022	2021	-	-
2013	Gillig 30 foot	11	30 ft	2014	9	2023	2022	-	-
2016	Gillig 30 foot	6	30 ft	2016	9	2025	2024	-	-
Anticipated Disposals (FY20)		0							
Total OmniRide Local Fleet		28							

Table 9: OmniRide Express and Metro Express Existing Fleet

OmniRide Express and Metro Express Fleet									
Model Year	Make	Number of Buses	Size	Fiscal Year Placed in Service	Life for Replacement (Years)	Fiscal Year to be Replaced	Budgeted Replacement Year	Overhaul (Years)	Fiscal Year to be Funded & Overhauled
2002	MCI	5	45 ft	2002	15	2017	Replaced	-	-
2002	MCI	16	45 ft	2002	16	2018	Replaced	-	-
2002	MCI	17	45 ft	2002	17	2019	Replaced	-	-
2003	MCI	4	45 ft	2004	16	2020	Replaced	-	-
2003	MCI	1	45 ft	2004	16	2020	2019	-	-
2003	MCI	2	45 ft	2004	16	2020	2020	-	-
2005	MCI	4	45 ft	2005	16	2021	2021	-	-
2005	Gillig 40 foot	3	40 ft	2005	12	2017	2017	-	-
2005	Gillig 40 foot	1	40 ft	2005	12	2017	2017	-	-
2006	MCI	10	45 ft	2006	16	2022	2022	-	-
2006	Gillig 40 foot	1	40 ft	2007	12	2022	2021	-	-
2008	MCI	11	45 ft	2008	16	2024	2024	8	2016
2009	MCI	8	45 ft	2009	16	2025	2025	8	2017
2009	MCI	4	45 ft	2010	16	2026	2026	8	2018
2010	Gillig 40 foot	1	40 ft	2011	16	2022	2021	-	-
2011	MCI	4	45 ft	2011	16	2027	2027	8	2019
2012	Gillig 40 foot	13	40 ft	2013	16	2024	2023	-	-
2012	MCI	5	45 ft	2012	16	2028	2028	8	2020
2014	MCI	1	45 ft	2014	16	2030	2030	8	2022
2016	MCI	5	45 ft	2017	16	2033	2033	8	2025
2016	Gillig 40 foot	7	40 ft	2016	16	2028	2027	-	-
2019	MCI	37	45 ft	2019	16	2034	2033	8	2026
2019	Gillig 40 foot	3	40 ft	2019	16	2031	2030	-	-
2020	MCI	7	45 ft	2020	16	2035	2034	8	2027
Anticipated Disposals (FY20)		37							
Total OmniRide Fleet		133							



Facilities

PRTC Transit Center — The PRTC Transit Center is located just south of Potomac Mills Mall in Woodbridge. The facility houses the administrative offices and a transit center. The Transit Center facility serves as the main transfer point for PRTC's customers and includes a public Customer Service desk, customer facilities, and dedicated route berthing locations. The transit center includes a Park and Ride lot on site.

Park and Ride Lots — There are currently over 10,700 parking spaces in approximately 40 Park and Ride lots in Prince William County, Manassas, and Manassas Park, many of which are served by OmniRide routes. Most of the lots are owned and maintained by the Virginia Department of Transportation (VDOT). These lots provide convenient, well maintained and free parking lots in local neighborhoods throughout PRTC's service area. As a public service, many churches and retail outlets also designate sections of their parking lots for commuter parking. These lots also serve as meeting areas for vanpools and carpools. Lot use tends to be highest at the larger VDOT-owned and maintained lots, with some operating at or above capacity. At the VDOT lots, PRTC does not own or maintain any of the transit facilities such as benches or shelters.

Western Maintenance Facility — PRTC has applied for the final piece of necessary funding to construct a Western Maintenance Facility located in the Gainesville area. This facility has been designed and is ready for construction, but PRTC has needed additional funding. The proposed \$11.1 million funding will come from the Transform 66 Outside the Beltway Concessionaire Payment, administered by the Northern Virginia Transportation Authority (NVTa). Funding decisions were approved by the Commonwealth Transportation Board (CTB) in January 2018 and PRTC anticipates substantial completion by May of 2020.

Transit Security Program

PRTC currently has two documents dedicated to protecting riders, employees, and the public: *The Emergency Service Plan for Winter Weather and Other Emergency Conditions* and a *Visitors Policy*. The *Emergency Service Plan*, which was last updated in October 2017, establishes a clear plan for the public and for PRTC/First Transit to follow to operate a safe transit system during emergencies. The document also establishes clear criteria and timing for deciding when to implement the *Emergency Service Plan*, further promoting consistency. The *Visitors Policy* outlines PRTC's rules for receiving visitors at PRTC facilities. The main objective of the document is to ensure that visitors do not pose threats to PRTC property, distract employees, or be exposed to dangerous situations and environments.

Intelligent Transportation Systems (ITS) Programs

PRTC has an Intelligent Transportation Systems (ITS) program to improve efficiency of operations and provide information to customers. Recently an inventory and assessment of PRTC's ITS infrastructure conducted for a DRPT study concluded that PRTC ITS includes the following elements:

- **Computer-aid dispatch/automated vehicle location (CAD/AVL):** Vehicle tracking and monitoring relayed to a central system
- **Automatic passenger counter (APC):** devices that automatically count boarding and alighting passengers
- **Automated voice annunciator (AVA):** prerecorded audio and visual announcements triggered by GPS signal
- **Electronic registering farebox (ERF):** scan and assess the value of fare media presented by boarding passengers and stores information on the transaction
- **Mobile data terminals/tablets (MDT):** on-board devices for operator data input/text communication often with real-time location capabilities
- **Cameras:** Video monitoring or recording of activity on-board transit vehicles
- **Silent Alarm:** Allows operator to discretely notify the dispatcher of an emergency situation
- **General Transit Feed Specification (GTFS):** public data feed of static transit schedule



- **Trip Planner:** Interactive service provided via internet, mobile device, or kiosk for identifying best travel route
- **IVR/SMS:** Interactive voice response system or short message service for providing traveler information via telephone or text message
- **Scheduling Software:** Software for trip building, run cutting, vehicle assignments, operator assignment, etc.
- **Maintenance Management:** Maintenance management software for tracking vehicle health, maintenance inspections, and repairs
- **Yard Management:** Yard management software for real-time asset location for optimized yard operations
- **Security Cameras:** Video monitoring or recording of activity at transit facilities (stations, yard, etc.)

Public-Facing Technology

- Real-time information OmniRide branded app through Ride Systems
- GTFS data available through the OmniRide website

Data Collection and Ridership/Revenue Reporting Method

Data collection, processing, verification, and reporting processes are employed by PRTC for performance data reporting to its stakeholders and funding partners. As part of the Transit Data and Performance Study for DRPT, PRTC's data collection process was summarized in **Figure 1**.

Coordination with Other Transportation Service Providers

Transportation Network Companies

Transportation Network Companies (TNCs) such as Uber and Lyft are playing an increasing role in how people get around. The effect of these TNCs is more commonly felt in urban environments but suburban areas like Prince William County are served by these companies as well, albeit with lower reliability and coverage. Data is not usually shared by the private entities, but it is safe to assume that some trips that could be made by OmniRide Local service are being made using TNCs. PRTC in 2016 initiated a request for information (RFI) to interested TNCs regarding the potential to partner on developing a flexible-route microtransit-type service. Conversations were held with multiple entities although there were no official partnerships at this time.

Wheels to Wellness

PRTC's Wheels-to-Wellness program provides travel assistance via an agreement with local taxi providers that eligible residents in Prince William County, the City of Manassas, and the City of Manassas Park can use to access health services.

To qualify, applicants must be:

- 80 years old or older; OR
- Disabled as defined by the Americans with Disabilities Act; AND/OR
- Have income that is no greater than 1.9 times the federal poverty level and NOT BE eligible for Medicaid transportation services

In addition, the applicant must reside in Prince William County, Manassas City, or Manassas Park City, although trips do not have to begin or end in those areas.

During the eligibility certification process, participants will learn the maximum fare per trip and the amount of their monthly transportation benefit. Participants are responsible for paying a \$3 co-pay for each one-way trip, as well as any remaining fare balance after the Wheels-to-Wellness payment. Participants will make their own travel arrangements with specified cab companies and wheel chair-accessible commercial vehicle service providers under contract to PRTC.

Public Outreach/Engagement/Involvement

The Potomac and Rappahannock Transportation Commission (PRTC) is strongly committed to seeking and encouraging public participation in the overall regional transportation planning process and in the planning process for its individual issues, initiatives, proposed plans, proposed budgets, capital and/or operating projects. Public meetings, newsletters, fact sheets, email messages, and websites are just a few examples of the types of strategies that are used in its effort to solicit participation from the public.

Public Hearings

Fare increases and major service changes require a public review, including a public hearing. Although all public hearings are to be held on workdays, the time of the hearing depends on the availability of the affected citizens. Public hearing notifications must be advertised at least 30 days in advance of the hearing date. Any other significant changes to PRTC standards of service also require a public review, but a public hearing is not required unless one is requested by a member of the public.



Advertisement

Adequate advertisement is required for all public hearings, as well as for public hearing request periods. This includes newspaper advertisements published once a week for two consecutive weeks in general circulation and Spanish-language newspapers. These ads are required to include requests for special assistance, such as a sign language or foreign language interpreter. Announcements should also be included in PRTC Board Meetings, on PRTC's website, and as post notices on the transit vehicles.

Depending on the affected population, additional advertisement may need to be placed in community gathering spaces, such as libraries, senior centers, community centers, and schools.

Comment Period

All citizens can comment on proposed changes either by attending a public hearing or submitting them in writing. Citizens may submit written comments as late as 7 days after a public hearing. If a public hearing is not required nor requested, public comments regarding proposed actions will be considered up to 30 days following the date of the notice soliciting public comment or invitation to request a public hearing. Public comments can be submitted via email or hard copy.

Strategic Plan Public Engagement

As part of this strategic planning process, multiple forms of outreach with stakeholders and the public were conducted. Public input opportunities include:

- Online visioning survey which asked respondents about PRTC's new positioning statement (725 respondents based on a convenience sample of riders and non-riders)
- One-on-one or small group interviews with some of the area's top employers and community organization leaders (40 total participants)
- Public hearings which presented the strategic recommendations for public input
- MetroQuest online interactive survey which allowed the public to give input to develop specific recommendations (616 total respondents—online and paper copies)

Summaries of the results from these outreach efforts are included within the chapters.

Current Initiatives

As described in Chapter 1 of this TSP, OmniRide is currently in the process of implementing several initiatives identified through earlier strategic planning efforts that will renew its organizational vision (see section 1.2). A few of these key initiatives related to transit include:

- **Leveraging technology and new funding programs to improve service** — The I-66 and I-395 Commuter Choice programs have given OmniRide the opportunity to expand service to areas south of their current service zone and pilot innovative new programs with flexible transit service.
- **Restructuring service in Western Prince William County** — OmniRide is actively considering how the construction of a new maintenance, upcoming openings of thousands of Park and Ride spaces, and new funding opportunities through Transportation Management Plans and the Commuter Choice programs can be leveraged to improve and expand service in this area.
- **Convening mobility councils of topics of regional importance** — Building on OmniRide's desire to be more than just a bus service provider, OmniRide has begun to host ongoing discussions and work sessions with key stakeholders on topics such as regional vanpooling initiatives, "slugging," connections between land use and transportation, and human services transportation.
- **Fare Payment** — OmniRide is investigating a mobile ticketing application, having worked with Alexandria's DASH service on their recent mobile ticketing pilot. OmniRide has also formed a partnership with the Northern Virginia Community College Woodbridge campus, offering a semester transit pass for students, faculty, and staff.

APPENDIX B: SUPPLEMENTARY INFORMATION

Ridership and Operating Cost Methodologies (Chapter 3)

The following methodologies were applied to each project presented in the Planned Service Improvements section in Chapter 3 to estimate ridership and operating costs. These estimates were then used to prioritize the projects based on their cost, ridership, and productivity, and place them into short-, mid-, and long-term timeframes.

Ridership Methodology

For this TSP, ridership has been enumerated using two separate methodologies. First, if projects have already been evaluated and included in a commuter choice funding application, the ridership figures for those projects are carried over into this report for consistency. However, to show the innate uncertainty in ridership projections, the ridership figures from the commuter choice applications are shown as a range of (\pm)20 percent of the estimated ridership. If ridership was not readily available, as in the case for projects not already evaluated for commuter choice funding, the ridership was estimated as a function of the service added and the density of the place being served. Ridership for these projects was calculated using the following formula:

$$\text{Estimated Additional Daily Riders} = \text{Additional Revenue Hours for Project} \times [\text{Adjusted Productivity}]$$

$$\text{Where adjusted productivity} = \text{existing productivity} \times \text{elasticity} \times \text{density adjustment}$$

Existing Productivity

Ridership productivity for the existing OmniRide system includes the following⁵:

- Local services average 12.5 riders per revenue hour
- Metro Express services average 16.4 riders per revenue hour
- Express services average 22.3 riders per revenue hour

Productivity is in riders per revenue hour because it matches the elasticities listed in the next section.

Elasticity

Ridership elasticity is the change in ridership based on change in service. An elasticity of 1.0 means a 1 percent change in service means a 1 percent change in ridership. Elasticity can be different depending on the service change scenario.

- Geographic service expansion: Based on research in *TCRP Report 95* Chapter 10 on Bus Routing and Coverage⁶, for this TSP we designate an elasticity range between 0.6 and 0.8 for service expansion projects.
- Frequency adjustments: Based on research in *TCRP Report 95* Chapter 9 on Transit Scheduling and Frequency⁷, for this TSP we designate an elasticity range between 0.4 and 0.6 for frequency adjustments.
- Span adjustments: Based on research in *TCRP Report 95* Chapter 9 on Transit Scheduling and Frequency⁸, for this TSP we designate an elasticity range between 0.6 and 0.8 for span adjustments.

⁵ Calculated using FY16 data

⁶ TCRP Report 95, Chapter 10, page 10-5.

⁷ TCRP Report 95, Chapter 9, page 9-8.

⁸ TCRP Report 95, Chapter 9, page 9-13.



- Travel time improvements: Based on research in *TCRP Report 95* Chapter 9 on Transit Scheduling and Frequency⁹, for this TSP we designate an elasticity range between 1.0 and 1.1 for travel time improvements.

Density Adjustment

Because other parts of this ridership equation are generalized, the density adjustment is a way to control for variations in density in Northern Virginia and the greater Washington, D.C., region. It is defined as the ratio between the density of the area to be served and the existing systemwide average.

For local services, density is defined as the sum of jobs and population per acre within ½ mile of stops on the existing local bus network. For express services, density is calculated as jobs per acre within ½ mile of stops at the destination end of the trip. Metro Express is assumed to not have a density adjustment because this type of service is heavily dependent on additional travel (the connection to the WMATA Metrorail system), so gauging the density of the final destination is impossible.

For each type of service, density adjustment was rated on a high/medium/low scale:

- High: densities are more than three times the systemwide average. Density adjustment is 1.10.
- Medium: densities are between one and three times the systemwide average. Density adjustment is 1.00.
- Low: densities are below the systemwide average. Density adjustment is 0.90.

Additional Revenue Hours for Proposed Project

For each project proposed as part of the TSP, the additional number of revenue hours required to operate the proposed service are estimated. These hours are then used to estimate the expected ridership for each project.

Operating Cost Methodology

All costs in this document are presented in FY20 dollars. Operating cost is calculated using the FY20 cost per revenue hour provided by OmniRide through their operations contract with First Transit. Due to the differences in Friday service, the First Transit contract pays a different rate Monday–Thursday than Friday service. Costs used in this analysis include:

- Monday–Thursday cost per revenue hour: \$148.54
- Friday cost per revenue hour: \$153.53

⁹ TCRP Report 95, Chapter 9, page 9-8.



Five-Year Retrospective of Finances (Chapter 5)

The five-year retrospective of finances summarizes data obtained through the National Transit Database (NTD) for FY14–FY18. This section includes tables on operating revenues and capital revenues. Expenses for both operating and capital are summarized into a single table.

Five-Year Retrospective of Operating Revenues

Fiscal Year	Farebox Revenue	Federal	State	Local	Other	Total
FY14	\$14,425,948	\$4,491,809	\$6,824,222	\$7,856,447	\$1,136,522	\$34,734,948
FY15	\$18,426,838	\$2,456,799	\$6,440,329	\$11,074,352	\$1,849,264	\$40,247,582
FY16	\$20,178,521	\$4,276,365	\$6,169,354	\$8,995,028	\$1,568,687	\$41,187,955
FY17	\$21,309,173	\$4,054,918	\$8,040,964	\$8,077,229	\$222,696	\$41,704,980
FY18	\$21,222,360	\$4,042,402	\$7,356,704	\$9,576,634	N/A	\$42,198,100

Five-Year Retrospective of Capital Revenues

Fiscal Year	Federal	State	Local	Total
FY14	\$7,398,742	\$6,227,975	\$1,606,109	\$15,232,826
FY15	\$2,298,151	\$835,482	\$315,928	\$3,449,561
FY16	\$1,478,104	\$4,807,094	\$982,697	\$7,267,895
FY17	\$598,793	\$2,499,243	\$831,067	\$3,929,103
FY18	\$144,130	\$1,340,829	\$495,380	\$1,980,339

Five-Year Retrospective of Operating and Capital Expenses

Fiscal Year	Operating				Capital			
	Commuter Bus	Bus	Vanpool	Total	Commuter Bus	Bus	Vanpool	Total
FY14	\$16,157,004	\$15,060,974	\$1,547,204	\$32,765,182	\$10,858,215	\$4,265,445	\$109,165	\$15,232,825
FY15	\$15,710,321	\$15,205,086	\$4,982,212	\$35,897,619	\$3,438,296	\$0	\$11,264	\$3,449,560
FY16	\$15,628,352	\$16,008,950	\$5,010,869	\$36,648,171	\$4,755,577	\$2,478,234	\$34,084	\$7,267,895
FY17	\$15,680,277	\$14,603,402	\$5,816,325	\$36,100,004	\$3,864,415	\$0	\$64,688	\$3,929,103
FY18	\$16,516,089	\$14,960,705	\$6,906,382	\$38,383,176	\$1,980,339	\$0	\$0	\$1,980,339



Transportation Demand Management Plan FY 2019-2024

Prepared For:

Potomac and Rappahannock Transportation Commission

Prepared By:

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April 2019

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INTRODUCTION

This Transportation Demand Management (TDM) Plan is a component of OmniRide's Strategic Planning efforts. It includes an overview of the TDM program, outlines a renewed vision and objectives developed as part of the Strategic Planning Process, and proposes specific recommendations that enhance mobility options for the greater Prince William community. Additionally, it provides a financial plan that describes the committed and potential revenue sources to implement these improvements.

This report has been prepared in a format and structure that meets or exceeds the TDM Plan Requirements provided by the Virginia Department of Rail and Public Transportation (DRPT), dated December 2013. Any variation from the DRPT outline is meant to explicate more clearly the subject matter within the sections required by DRPT.

It is anticipated that when OmniRide completes its Transit Strategic Plan in 2019, based on the new (October 2018) DRPT guidelines, this TDM Plan document will be incorporated into a more comprehensive guiding document for the organization.



CHAPTER 1 – OVERVIEW OF THE TRANSPORTATION DEMAND MANAGEMENT PROGRAM

History

Throughout the 1970s and early 1980s, the TDM program in Prince William County existed as a ridesharing/ridematching program within the County's Public Works Department. Prince William County was one of the first local government members of the Metropolitan Washington Council of Governments (MWCOC) Commuter Connections Program, then known as the RideFinders Network.

In 1986, the Potomac and Rappahannock Transportation Commission (PRTC) was established to help develop and oversee the Virginia Railway Express (VRE) commuter rail service and to implement bus services for its member governments. After the establishment of PRTC, the OmniMatch program was created and all TDM responsibilities were transferred from Prince William County to the Commission. Today, PRTC provides commuter bus, local bus, and TDM services to Prince William County and the Cities of Manassas and Manassas Park under the OmniRide brand. In 2018, OmniMatch was rebranded as OmniRide Rideshare as part of an agency-wide rebranding.

The OmniRide Rideshare program has historically focused heavily on providing ridematching services to area residents commuting to Northern Virginia and Washington, DC. In 2002, PRTC began to expand the full-time Rideshare Program Specialist position and the variety of TDM programs offered to provide a more holistic, integrated approach to ridesharing and TDM. In this time, OmniRide Rideshare has become a more active member in Commuter Connections, initiated an employer outreach program, adopted a more defined customer service focus, and worked to improve the quality and timeliness of ridematch and transit information. Today, OmniRide Rideshare offers residents and employers a range of commuter and travel information, as well as trip planning and ridesharing services.

In 2010 PRTC, along with DRPT, the George Washington Regional Commission (GWRC), and the Northern Virginia Transportation Commission (NVTC), initiated a study to make recommendations on the implementation of a regional vanpool program designed to support vanpooling while capturing federal formula funds for the region. The study, completed in November of 2011, informed the drafting and execution of a Memorandum of Understanding (MOU) between PRTC, NVTC, and GWRC. Signed in July of 2012, the MOU defined the allocation process for federal funds generated by the program and made PRTC the administrator of the program. The program was launched in October of 2013 and began reporting data to the National Transit Database in January of 2014. As of this date, the program has over 600 vanpools enrolled and is generating federal formula funds in excess of program costs.

In 2017, OmniRide added a part-time Ridematching Associate position to allow the Employer Services program to be brought in-house. Up to this time a contractor had been engaged to perform outreach to employers. This change is allowing the organization to build better partnerships with the local business community.

In 2019, this part-time position was made into a full-time position. During the Strategic Visioning Process (Phase II), OmniRide developed a new positioning statement and objectives related to TDM, striving to embrace emerging mobility trends and increase the amount and awareness of travel choices.

Governance

PRTC's governing structure consists of a 17-member board of commissioners that includes 13 locally elected officials from its six member jurisdictions: Prince William County (6), Stafford County (2), City of Manassas (1), City of Manassas Park (1), City of Fredericksburg (1), and Spotsylvania County (2). Three of the commissioners are appointed from the General Assembly (recent General Assembly legislation allowed the Speaker of the House of Delegates to appoint a citizen to fill one of these seats). The other commissioner represents DRPT.

Presently, PRTC's members rely exclusively on the 2.1% regional motor fuels tax to meet their respective local subsidy obligations (at times in the past, Prince William County has supplemented its motor fuels tax with general fund appropriations). Other funding sources include passenger fares and advertising, as well as federal and state funding. Stafford County, the City of Fredericksburg, and Spotsylvania County limit their PRTC service sponsorship to VRE, while Prince William County and the Cities of Manassas and Manassas Park sponsor both OmniRide bus and TDM services, as well as VRE.

The following is a list of the 16 current Commissioners as of March 2019:

Executive Committee

- Honorable Ruth M. Anderson – Prince William County (Chair)
- Honorable Pamela J. Sebesky – City of Manassas (Vice Chair)
- Honorable Wendy Maurer – Stafford County (Secretary)
- Honorable Gary F. Skinner – Spotsylvania County (Treasurer)
- Honorable Frank J. Principi – Prince William County (Immediate Past Chairman)
- Honorable Jeanette Rishell – City of Manassas Park (At Large)

Commission Members

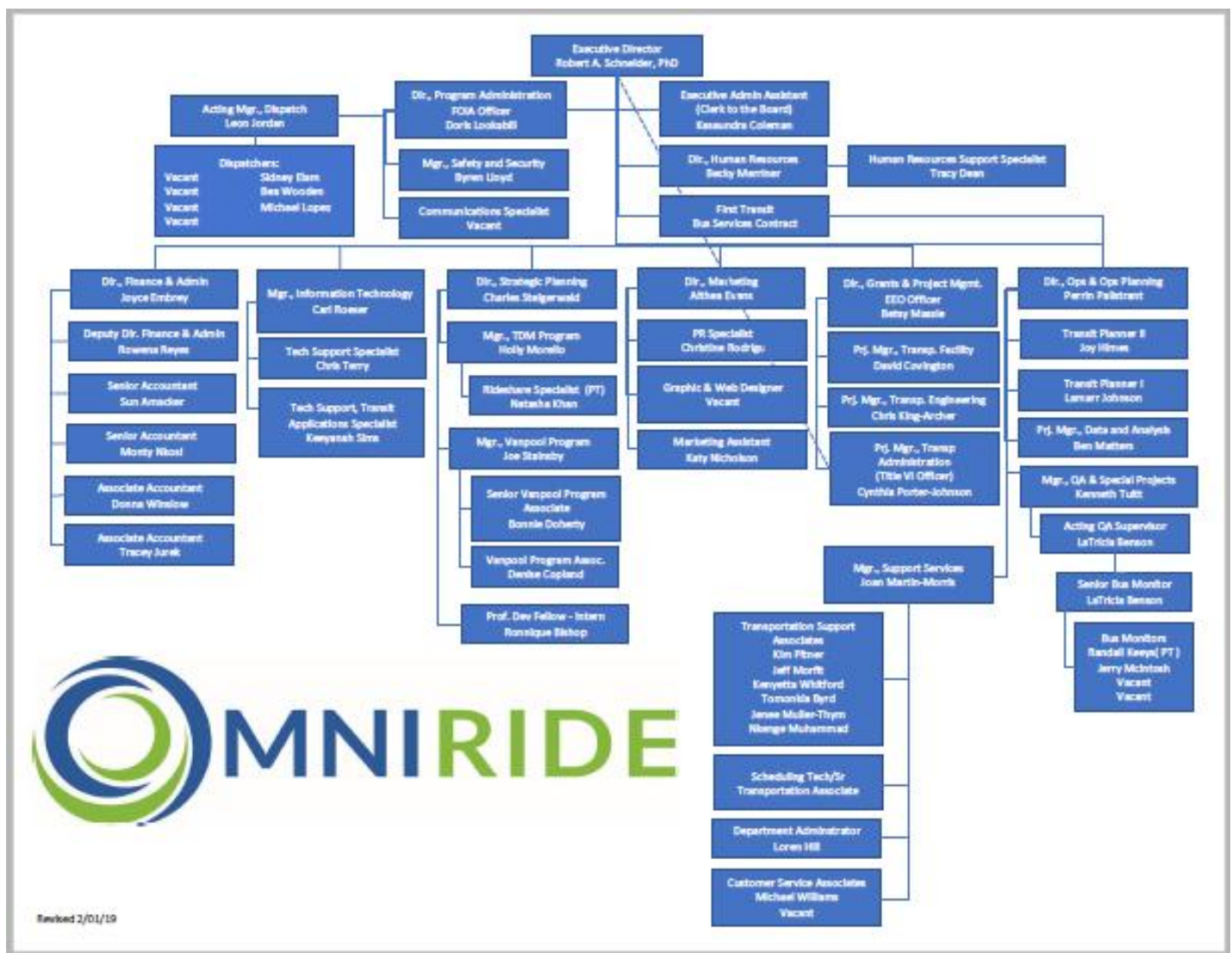
- Honorable Maureen S. Caddigan – Prince William County
- Honorable Jeanine M. Lawson – Prince William County
- Honorable Ruth M. Anderson – Prince William County
- Honorable Martin "Marty" E. Nohe – Prince William County
- Honorable Frank J. Principi – Prince William County
- Honorable Wendy Maurer – Stafford County
- Honorable L. Mark Dudenhefer – Stafford County
- Honorable Pamela J. Sebesky – City of Manassas
- Honorable Jeanette Rishell – City of Manassas Park
- Honorable Matthew "Matt" J. Kelly – City of Fredericksburg
- Honorable Gary F. Skinner – Spotsylvania County
- Honorable Paul D. Trampe – Spotsylvania County
- Honorable George L. Barker – Virginia State Senate
- Honorable Robert M. "Bob" Thomas Jr. – Virginia House of Delegates
- Ms. Rojan Robotham – Speaker of the House of Delegates Appointee
- Ms. Jennifer Mitchell – Department of Rail and Public Transportation

Organizational Structure and Staffing

During the time of publishing this document, OmniRide is undergoing organizational restructuring¹. Currently, staff focused on TDM are housed under the Director of Strategic Planning, who reports to the Executive Director. These TDM-related staff positions include:

- Director of Strategic Planning
- TDM Program Manager
- Rideshare Program Assistant
- Vanpool Program Manager
- Senior Vanpool Program Associate
- Vanpool Program Associate

Figure 1: OmniRide Organizational Chart



¹ Organizational chart as of January 2019 is included below



This department works closely with other departments, especially Marketing & Communications and Operations & Operations Planning to carry out the TDM services.

TDM Service Area

Service Area Characteristics

OmniRide Rideshare provides a range of TDM services to Prince William County and the Cities of Manassas and Manassas Park, located roughly 25 miles southwest of Washington, DC. According to the Virginia Employment Commission (VEC) Community Profiles², the 330-square-mile service area is home to approximately 510,000 residents and 264,000 jobs. In Prince William County alone, there are 128,340 employees. There are 22,415 and 3,545 employees in Manassas and Manassas Park, respectively. The top industries by employment for Prince William County, Manassas, and Manassas Park are identified in Table 1.

Table 1: Top Industries in the PRTC Service Area by Employment

Prince William County	Manassas	Manassas Park
<ul style="list-style-type: none">Retail Trade (21,776 employees)	<ul style="list-style-type: none">Health Care and Social Assistance (3,910 employees)	<ul style="list-style-type: none">Construction (1,186 employees)
<ul style="list-style-type: none">Local Government (18,018 employees)	<ul style="list-style-type: none">Professional/Scientific/Technical Services (3,127 employees)	<ul style="list-style-type: none">Local Government (804 employees)
<ul style="list-style-type: none">Accommodation and Food Services (14,329 employees)	<ul style="list-style-type: none">Accommodation and Food Services (2,191 employees)	<ul style="list-style-type: none">Administrative and Support and Waste Management (332 employees)

The largest employers in Prince William County, Manassas, and Manassas Park are identified in Table 2.

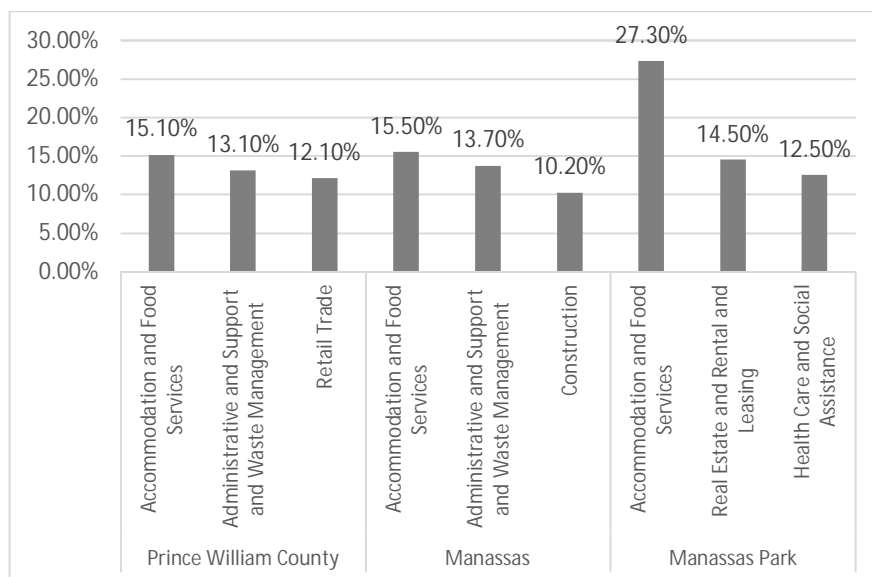
Table 2: Largest Employers in the PRTC Service Area

Prince William County	Manassas	Manassas Park
<ul style="list-style-type: none">Prince William County School Board	<ul style="list-style-type: none">Prince William Hospital	<ul style="list-style-type: none">Manassas Park City School Board
<ul style="list-style-type: none">County of Prince William	<ul style="list-style-type: none">Micron Technology	<ul style="list-style-type: none">City of Manassas Park
<ul style="list-style-type: none">U.S. Department of Defense	<ul style="list-style-type: none">City of Manassas School Board	<ul style="list-style-type: none">Atlas Plumbing, LLC

Employment turnover varies across the OmniRide service area jurisdictions. Prince William County and the City of Manassas both have employment turnover rates that are approximately 15% or lower across all industries. The accommodations and food services industry had the highest turnover rates of 15.1% and 15.5% for Prince William County and Manassas, respectively. The highest turnover rate for Manassas Park (27.3%) was significantly higher than that of Prince William County and Manassas, despite it being within the same industry. The highest three turnover rates by industry are reported for each jurisdiction in Figure 2.

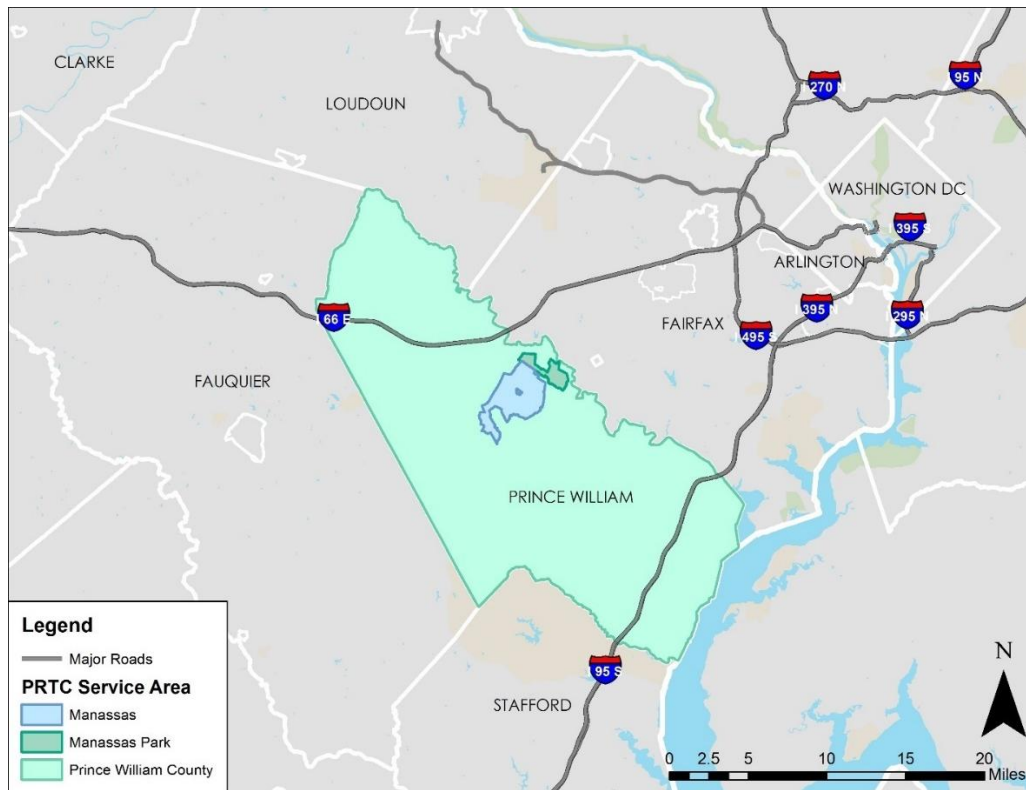
² <https://data.virginialmi.com/gspub/index.asp?docid=342>

Figure 2: Average Employment Turnover by Industry in the PRTC Service Area



OmniRide Rideshare's service area, shown in Figure 3, is primarily suburban in nature and is a major feeder market for Washington, DC, to the northeast. The Prince William County area contains several activity centers, including: Potomac Mills, Woodbridge, Bull Run-Sudley Area, Quantico Marine Corps Base and Heritage Museum, Innovation Corridor, the City of Manassas, the City of Manassas Park, and the Gainesville and Haymarket areas of Prince William County. Most residential and commercial development in the area is focused around the I-95 and I-66 corridors.

Figure 3: TDM Service Area



Travel Patterns

Western Prince William County differs from Eastern Prince William County in terms of commuting behavior, development patterns, and TDM service needs. Eastern Prince William County is characterized by large, medium to high-density pockets of development and concentrated commute patterns³. Congestion on I-95 has been a major issue for commuters in this half of the County for many years and, as a result, ridesharing has become an established part of the area's transportation culture. The majority of vanpools in OmniRide Rideshare's service area originate from the eastern half of the County. Casual carpooling, or "slugging," is the predominant ridesharing option in the I-95 corridor.

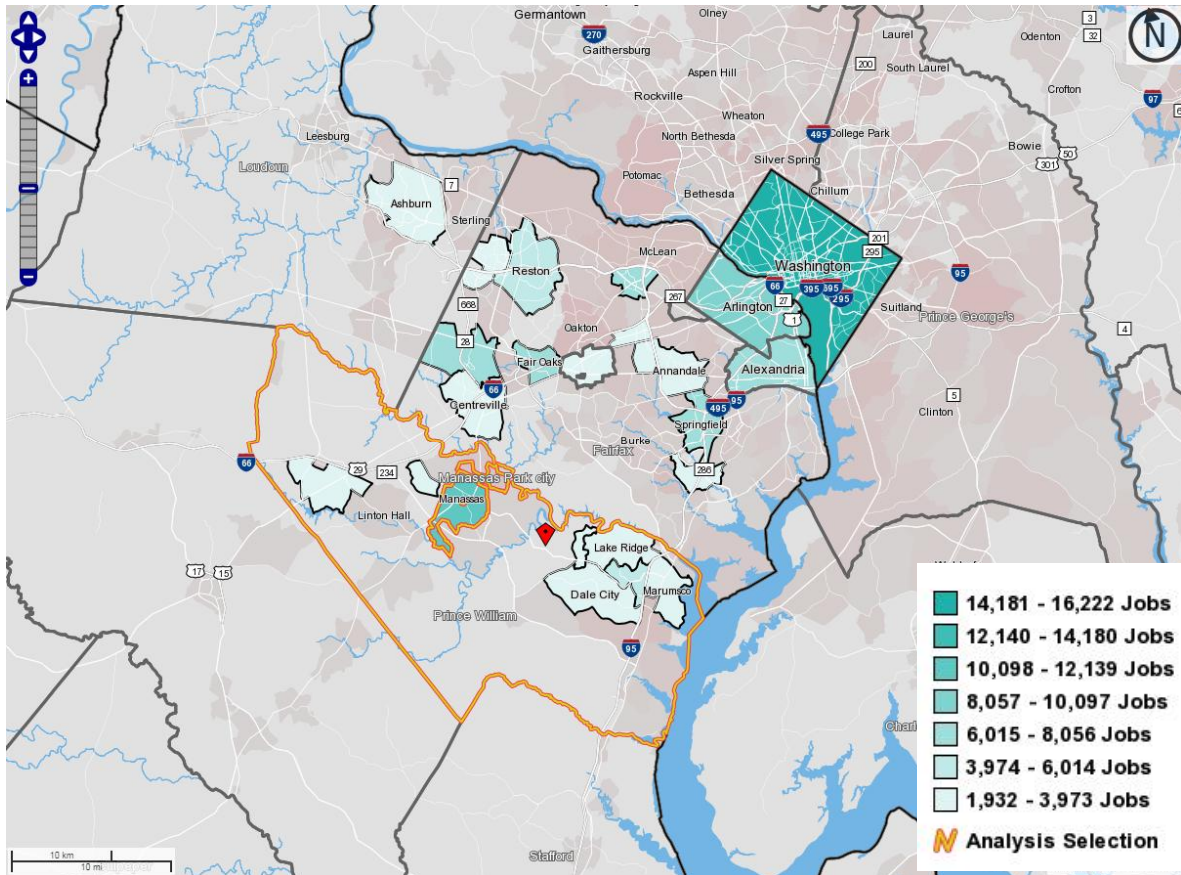
Western Prince William County is characterized by lower density development and more disperse commute patterns. In the past, there has been little incentive for commuters in Western Prince William County to utilize high-occupancy modes due to the limitations of the current High-Occupancy Vehicles (HOV) facilities on I-66. However, this is beginning to change with the introduction of the Transform 66 project which will construct two Express Lanes in each direction in addition to the three general purpose lanes, new park-and-ride facilities, and expanded transit service. The I-66 Inside the Beltway program, which went into effect in December 2017, now allows solo drivers to use the interstate during peak hours in exchange for paying a toll. Carpools and vanpools, transit, on-duty law enforcement, and first responders do not have to pay the toll. The I-66 Outside the Beltway project is also expected to influence commuter patterns along the I-66 corridor when it opens in 2022.

³ Unless otherwise noted, the travel pattern data and graphics presented in this section is from the US Census Longitudinal Employer-Household Dynamics (LEHD) data for 2015. It should be noted that some federal jobs are not included in this data set due to privacy restrictions.

As of 2015, approximately 67,300 people both worked and lived within the OmniRide service area. Over 159,000 people live in Prince William County, Manassas, or Manassas Park and commute outside of the service area for work. This is approximately double the number of people that commute into the service area. Common work destinations outside of the service area include Washington, DC, Arlington County, and Alexandria. However, the City of Manassas still attracts a significant portion of employed population living in Prince William County. Results of a work destination analysis are shown in

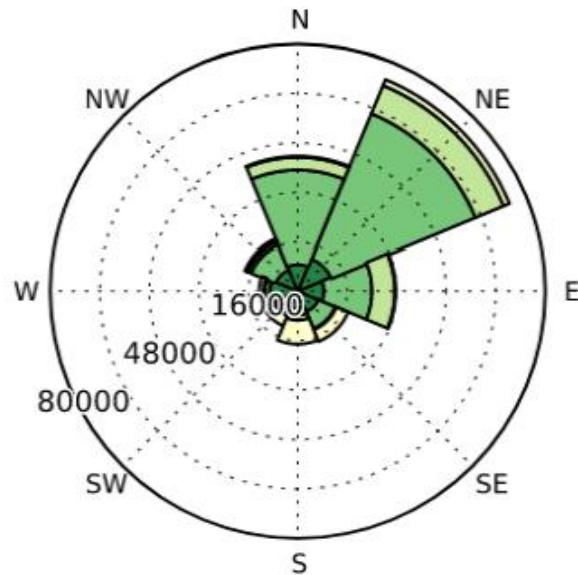
Figure 4.

Figure 4: Work Destinations for Service Area Residents



These same commuter patterns can be seen in Figure 5. Over 50 percent of the residents employed outside of the service area commute 10 to 24 miles each way. Most commuters are shown traveling in the northeast direction, towards the Washington, DC, area.

Figure 5: Commute Distance and Direction for Study Area Workers

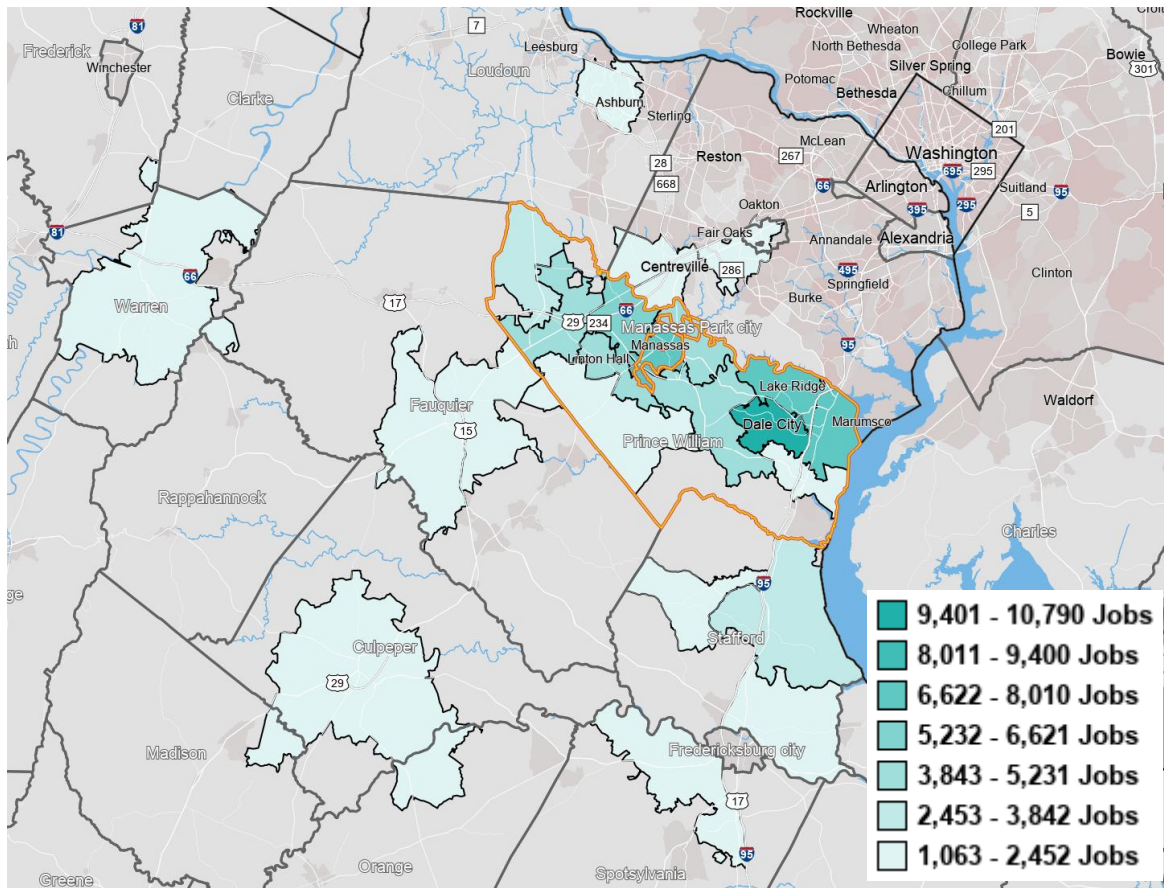


Jobs by Distance - Home Census Block to Work Census Block		
	2015	
	Count	Share
Total All Jobs	227,319	100.0%
Less than 10 miles	64,954	28.6%
10 to 24 miles	116,083	51.1%
25 to 50 miles	26,032	11.5%
Greater than 50 miles	20,250	8.9%

A small portion of employed residents travel greater than 50 miles to work, but the majority of these commuters travel southbound, most likely towards Fredericksburg.

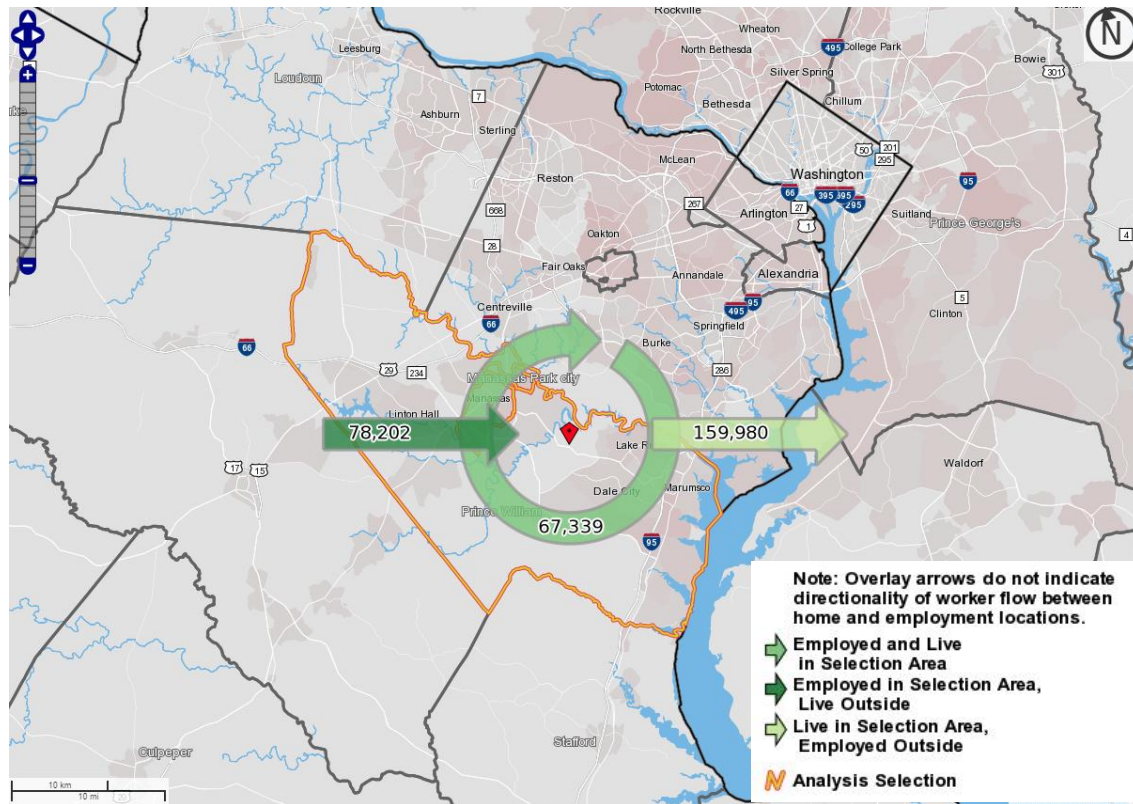
As shown in Figure 6, a large portion of people who work in the OmniRide service area live in the service area as well. The top 10 residential zip codes of service area workers are within the service area. Small concentrations of people commute from Fairfax, Fauquier, Stafford, and Loudoun into Prince William County.

Figure 6: Home Destinations for Service Area Employees



Approximately 67,000 people both live and work within the OmniRide Service Area. Although an additional 78,000 people commute into the area for work, approximately 160,000 commute outside of Prince William County, Manassas, and Manassas Park. The inflow and outflow of people can be seen in Figure 7.

Figure 7: Inflow and Outflow Analysis of OmniRide Service Area



Levels of Transit Services

Prince William County and the Cities of Manassas and Manassas Park are served by a variety of public transportation services and facilities, including commuter rail, intercity passenger rail, commuter bus, and local buses.

- **Rail:** Sponsored by PRTC in partnership with NVTC, VRE provides commuter rail service that connects area residents to transit stations in Northern Virginia and Washington, DC. VRE serves six stations in the greater Prince William area located along two routes: the Manassas and Fredericksburg lines. Amtrak also operates intercity passenger service on the rail corridors utilized by VRE.
- **Commuter Bus:** OmniRide Express is OmniRide's commuter bus service. OmniRide offers convenient weekday service from locations throughout Prince William County along the I-95 corridor, and Manassas and Gainesville areas along the I-66 corridor, to destinations that include the Mark Center, Pentagon, Crystal City, Rosslyn/Ballston, Tysons Corner, downtown Washington, DC, and the Washington Navy Yard. In addition to morning and evening commuter service, midday service is available on most routes. OmniRide's commuter bus service also includes Metro Express buses, which provide weekday connecting service to nearby Franconia-Springfield and Tysons Corner Metrorail Stations.
- **Fixed Route Bus:** OmniRide Local is the local (demand responsive) bus service that operates in Eastern Prince William County and the Manassas area. OmniLink was designed to meet the transportation needs of the entire community, including individuals who may have difficulty getting to established bus stops.



Unlike a traditional public bus service that operates only along a designated route, with advanced notice OmniLink buses can be rerouted to serve locations up to ¾ mile off the route when there is time available in the schedule.

- OmniRide Rideshare: OmniRide Rideshare is a free, personalized ridematching service for carpoolers and vanpoolers. Through the use of an extensive regional database, OmniRide Rideshare links commuters who have similar work hours, origination, and destination points. Carpool and vanpool incentives and programs are included in this category.

Partnerships

Commuter Connections

Commuter Connections is a regional network of transportation organizations coordinated by MWCOG. The network provides commuters with information on travel options and also helps employers establish commuting benefits and assistance programs, including telework/telecommute programs, for their employees. The services provided by Commuter Connections include carpool/vanpool matching, transit route and schedule information, a regional Guaranteed Ride Home program, bicycle to work information, park-and-ride lot and HOV lane information, commuter information kiosks, commuter information services through the Commuter Connections internet site, and employer services. All services are provided free to the public and to the region's employers.

Commuter Connections provides and maintains the regional ridematching database used by its regional partners, including PRTC, and promotes alternative commute modes through region-wide advertising, including roadside signs found throughout Prince William County. To facilitate enrollments, OmniRide Rideshare offers both their "Request Form" as well as a link to the Commuter Connections enrollment form on their website. Commuters can also call an OmniRide Rideshare representative at any time Mondays through Fridays from 8:30 AM to 5:00 PM to enroll over the phone.

Commonwealth of Virginia

DRPT provides the majority of funding for OmniRide Ridesharing services, and the Virginia Department of Transportation (VDOT) provides all of the funding for OmniRide Employer Services activities. These partners are critical to the success of OmniRide TDM programs. DRPT also provides funding for enhanced vanpool incentives to Vanpool Alliance (see below) through the Vanpool!VA program.

Vanpool Alliance

The Vanpool Alliance is a public-private partnership between PRTC, GWRC, NVTC, DRPT, and regional and national vanpool operators. Vanpool Alliance was created in 2013 to enhance commuter travel options through vanpooling, while reducing traffic congestion and improving air quality in the region. The Vanpool Alliance program is administered by three PRTC staff, but is funded by the different regional entities using the federal formula funds generated by the program. Funding received from vanpool reporting is also divided among the regional entities. More details about Vanpool Alliance is provided in Chapter 2.

Northern Virginia TDM Coordination

OmniRide Rideshare participates in regular coordination with regional TDM entities in Northern Virginia and the larger Capital Region through the MWCOG Commuter Connections Subcommittee, VDOT- or DRPT-led meetings with Northern Virginia TDM agencies, and as-needed project specific coordination. Recently, OmniRide has initiated regional coordination regarding the development of a flexible vanpooling program as part of the I-66 Commuter Choice program.

Association for Commuter Transportation

OmniRide staff are actively involved in the Chesapeake Chapter of the Association for Commuter Transportation (ACT). All members of ACT become members of a local chapter if they live in an area where one of the 12 chapters is established. Chapters are formed to carry out the aims and purposes of ACT on a local or regional basis. Each chapter publishes a newsletter for its members, holds regional meetings and conferences, conducts seminars or workshops designed to enhance professional development, and keeps members up-to-date on state and local issues affecting the industry. Chapters target their services and programs for their membership territory. Chapters also provide their members with excellent networking opportunities, allowing them to share information and to make new contacts. In her capacity as membership chair of the Chesapeake Chapter, Holly Morello, TDM Program Manager at OmniRide, helps to grow the chapter and educate new members.

Public Outreach / Participation

OmniRide is strongly committed to seeking and encouraging public participation in the overall regional transportation planning process and in the planning process for its individual issues, initiatives, proposed plans, proposed budgets, capital and/or operating projects. Public meetings, newsletters, fact sheets, email messages, and websites are just a few examples of the types of strategies that are used in its effort to solicit participation from the public.

Strategic Plan Public Engagement

As part of this strategic planning process, multiple forms of outreach with stakeholders and the public were conducted. Public input opportunities included:

- Online visioning survey which asked respondents about PRTC's new positioning statement
- Public hearings which presented the strategic recommendations for public input
- MetroQuest online interactive survey which allowed the public to give input to develop specific recommendations

The MetroQuest online interactive survey was open to the public from February 15th to March 15th, 2018. There were 616 total survey respondents and 607 responded online using the MetroQuest survey. In person outreach to further promote the survey was done on Tuesday, February 27th, 2018. The results of the survey can be found in Chapter 4 and Appendix A.

CHAPTER 2 – EXISTING TDM SERVICES AND STAFFING

This chapter contains descriptions of all the services and programs provided by PRTC’s program and staff used for the implementation of the TDM services.

Ridematching

Ridematching is the core of OmniRide’s TDM services. This service is administered through a database program that matches commuters who want to carpool or vanpool with other commuters with similar origins, destinations, routes, and travel-time-of-day preferences. This database of individuals is the base of participants for many of the other services that the TDM program provides.

The OmniRide Rideshare program has historically focused on providing ridematching services and individualized trip planning for area residents commuting into Northern Virginia and Washington, DC. Beginning in 2002, PRTC began expanding the OmniRide Rideshare program to offer a broader, more holistic package of TDM services. Today, OmniRide Rideshare remains an active member of Commuter Connections and offers residents and employers a range of commuter and travel information, as well as trip planning and ridesharing services such as carpooling and vanpooling. PRTC’s partnership with NVTC, GWRC, and the DRPT in supporting vanpooling and NTD reporting across the region are described in the Vanpool Alliance section below.

Through the use of an extensive regional database, OmniRide Rideshare links commuters who have similar work hours, origination, and destination points. Potential users can call or complete an online Match Request form to begin the process. The individualized trip planning services that OmniRide Rideshare provides go well beyond simply providing applicants with a list of potential rideshare matches. OmniRide Rideshare also taps into their regional knowledge by providing commuters with relevant information about area Park & Ride Lots, slugging information and occasionally reaching out to potential carpool or vanpool partners on behalf of the new applicant. This is especially helpful for people in the database who have asked not to be contacted directly by prospective ridesharing partners, or when a relatively new vanpool turns out to be an ideal match for the new applicant.

Vanpool Assistance

Vanpool!VA’s Vanpool Incentives Programs

DRPT created the Vanpool!VA program to increase the number of vanpools and the use of vanpooling in the Commonwealth of Virginia. The Vanpool!VA program was developed with input from commuter assistance programs, transit agencies, and vanpool service providers.

Vanpool!VA program financial assistance is available for the following projects:

- To help start new vanpools (VanStart)
- To help keep existing vanpools operating when more than one vanpool rider leaves the vanpool (VanSave)
- To sustain vanpools
- To increase vanpool ridership

The OmniRide Rideshare VanStart program for new vanpools is designed to provide financial support for new vanpool formations. The program temporarily subsidizes empty seats during the critical start-up phase of new vanpools and is open to all new vanpools registered with, and requesting assistance from, OmniRide Rideshare. The VanStart formation incentive is offered for up to a four-month period when a vanpool begins. The maximum amount of VanStart support a new vanpool group can receive is a function of the size of the vanpool vehicle and the number of empty seats the new vanpool begins with. Larger 15-passenger vanpool vehicles are eligible to receive up to four seats worth of subsidy during their first month of operation, three the second month, two the



third month and, if necessary, one seat subsidy their fourth and final month of VanStart program eligibility. For 12-passenger vans, the empty seat subsidies are for up to three seats the first month, two the second month, and one the third and final month of VanStart program eligibility. New vanpool groups using seven-passenger vehicles are eligible to participate in the VanStart program for up to three months through a 2-1-1 empty seat subsidy arrangement.

The OmniRide Rideshare VanSave program is designed to assist established vanpools that are experiencing an unexpected loss of passengers and are at risk of disbanding due to lost ridership. An eligible vanpool group must be registered with the PRTC rideshare database, have been in operation for a minimum of six months, and may apply for assistance a maximum of once every 12 months per vanpool. The VanSave incentives are administered exactly like the VanStart program with 15-passenger vanpools receiving financial assistance for up to four months and paying for four, three, two, and one empty seat during this period. For 12-passenger vans, the VanSave empty seat subsidies are for up to three seats the first month, two the second month, and one the third and final month of eligibility. Vanpool groups using seven-passenger vehicles are eligible to receive subsidies through the VanSave program for a maximum of three months through a 2-1-1 empty seat subsidy arrangement.

OmniRide Rideshare carefully manages both of these DRPT-funded vanpool assistance programs and keeps record of all VanStart and VanSave financial assistance. For FY 2017, the total VanStart and VanSave program expenditures were \$5,280, with five new vanpool groups receiving VanStart assistance and three existing vanpool groups using the VanSave program's financial support to help them overcome unexpected rider losses.

Vanpool Alliance Program

Vanpool Alliance is a public-private partnership between PRTC, GWRC, NVTC, DRPT, and vanpool operators. Vanpool Alliance was created in 2013 to enhance commuter travel options through vanpooling, reduce traffic congestion, improve air quality in the region, and increase federal formula funds earned by the region through reporting vanpool data to the National Transit Database.

Vanpools that originate from, travel through, or terminate within the Northern Virginia Region are eligible to enroll in the Vanpool Alliance program. Each month, participating vanpools report important vehicle and passenger commuting information that is ultimately reported to the Federal Transit Administration (FTA). In return for reporting their vanpooling data to Vanpool Alliance, program participants receive support in marketing their services, help with maintaining drivers and ridership, and receive \$200/month per vanpool for their involvement and vanpool data reporting.

Currently, the Vanpool Alliance program is administered by three full-time PRTC employees. PRTC was awarded grant funding from DRPT's Vanpool!VA program to add a third full-time employee to support the program as it shifts from a focus on enrolling existing vanpool groups into the program to actively promoting vanpooling and supporting new vanpool formations along the I-66 catchment area. Vanpool!VA also funded an increased monthly payment for new vanpools that participate in Vanpool Alliance. Vanpool Alliance is also administering VanStart financial assistance for vanpool groups that are organized to serve the I-66 corridor under the I-66 Outside the Beltway TMP.

Flexible Vanpooling

In addition to expanding Vanpool Alliance's program focus to the I-66 corridor, PRTC has been awarded funding from the I-66 Commuter Choice Program to implement a "flexible vanpooling" program. The proposed program would use technology to allow registered riders to transfer between vanpools and unregistered users to join ad-hoc trips. This would allow vanpools to operate in a more flexible manner and meet more riders' needs. The requested funding would allow for program startup, marketing, and a user incentive for four years. Vanpool Alliance is leading a group of regional providers in developing an approach for flexible vanpooling.



Residential Outreach

OmniRide's marketing and communications staff conduct all residential outreach efforts on behalf of both PRTC and OmniRide Rideshare. PRTC's residential outreach materials package OmniRide Rideshare's services as a part of OmniRide's collective "family of services" and are disseminated in welcome kits to new Prince William County homeowners and residents. PRTC is also in the beginning stages of increasing their collaboration with realtors in the county.

Employer Outreach

OmniRide staff actively promote all OmniRide services, including OmniRide Rideshare, through an ongoing employer outreach program across Prince William County. Branded as "OmniRide Employer Services," this service helps Prince William County employers create and expand commuter benefit programs to help their employees reduce commute-related stress and save money. For employers, the program helps to expand sustainability initiatives and provides them with valuable workforce recruitment and retention tools. OmniRide Employer Services is a free service available to all businesses in Prince William County, Manassas, and Manassas Park.

In prior years, OmniRide Employer Service outsourced responsibility for ongoing employer marketing and outreach to a third-party contractor. In July of 2016, OmniRide decided it would be more cost-effective and efficient to bring ongoing employer outreach efforts in-house. Since that time, the TDM Program Manager has assumed responsibility for employer outreach efforts.

To maximize the impact of employer outreach efforts, the program targets employers in the County with 100 or more employees on-site. Marketing efforts are supplemented with special projects in the spring and fall, such as a "web hunt," an interactive online campaign that sought to educate commuters about teleworking and other alternatives to SOV travel.

The OmniRide Employer Services program services include:

- Employee Commute Surveys – Omni SmartCommute provides employers with the research that holds key insights into their staff's commuting behavior. Employers use this data to determine employee interest in commuter benefit programs, as well as which types of benefits and programs might be most beneficial and effective for their organization. Employee commute surveys can be conducted on paper or online in both English and Spanish.
- Telework Programs – Telework programs allow a company's employees to avoid the hassles of a daily commute as well as address weather related commuting disruptions. Telework programs are often highly valued by employees, and numerous studies have shown that employees that participate in a telework program are more productive.
- Emergency Preparedness – A snowstorm or natural disaster doesn't mean that a business needs to shut down. Omni SmartCommute helps Prince William County employers to be prepared for an emergency, and to develop a business continuity plan to keep their business open by helping employees with their commutes during a crisis. An established telework program is a key component to emergency preparedness.
- Transit Subsidies – Employees who take public transportation including VRE, OmniLink, Metrobus or ride in vanpools are eligible to set aside up to \$255 of their salary each month for their commuting costs. Employers can also provide up to \$255 per month directly to employees as a tax-free benefit. The SmartBenefits program administered by the Washington Metropolitan Area Transportation Authority (Metro) helps employers manage their employees' transit benefits for free.
- Carpool/Vanpool Formation – Omni SmartCommute helps employers' staff find colleagues interested in starting a carpool or vanpool. Omni SmartCommute can also help employers' workforces tap into the ridesharing programs run by OmniRide Rideshare, Commuter Connections, and others to find commuters with similar origin and destination points looking to share rides to work.

- Biking/Walking to Work – Employers can become a bike-friendly workplace by providing their staff with places to lock up bikes and change for work. Biking is an affordable and a healthy way to get to work. Omni SmartCommute has tips and ideas for how to make a company bike-friendly.
- Alternative Work Schedules – Whether it's allowing employees to work more hours over fewer days or letting them choose what time they arrive and depart each day, alternative work schedules are a great way to help employees with their commutes. Alternative work schedules keep employees off the roads during rush hour and can help them achieve a better work/life balance.
- Parking Management – Overflowing parking lots are easily controlled when employees start carpooling, vanpooling, and working from home. Omni SmartCommute works with employers to develop strategies for maximizing staff parking by offering employee incentives to not drive alone.

Building Private Sector Partnerships

OmniRide's employer outreach program will take on a more important role for the organization in the near future. The strategic planning process initiated in 2016 included recommendations for increased and enhanced outreach with area businesses. During the next several years as OmniRide begins executing the strategic plan's recommendations, OmniRide Employer Services will lead the effort and the employer outreach will include leveraging stakeholder interviews conducted in 2016 to further develop these critical relationships. As part of the TDM Plan process, additional stakeholder interviews and a focus-group will be conducted to gain insight into the planning process and build relationships. Similarly, the program will collaborate with major activity centers in the area as well as more senior level representatives among these key private sector stakeholders to expand collaboration. More detailed recommendations will be provided in later chapters.

Telework

OmniRide Rideshare does not heavily promote teleworking among their TDM services. However, employers that are interested in telework are referred to DRPT's Telework!VA website and program administrator whenever a request for information on teleworking is made. PRTC also plans to include a link to the DRPT Telework!VA website as part of their website redesign scheduled for 2019.

Marketing and Promotion

Advertising

OmniRide Rideshare is co-marketed with PRTC's "family of services". Historically, OmniRide Rideshare has focused its marketing efforts on area residents who commute to work in Northern Virginia and the District of Columbia. The program uses a variety of methods to increase awareness of its services, including:

- Newspaper ads in:
 - *Washington Post*
 - *El Tiempo Latino*
 - *Potomac News*
 - *Old Bridge Observer*
 - *Bull Run Observer*
- Manassas Observer Quarterly ads in *Leisure Magazine*
- *Washington FAMILY Magazine*
- Local newspapers on military installations (the *Quantico Sentry* and *Belvoir Eagle*)
- Washington Post On-Line

The exception to this family of services advertising approach is occasional advertising campaigns focused exclusively on ridematching services. A ridematching print advertising campaign was conducted in *El Tiempo*



Latino, a Spanish-language free-circulation weekly newspaper published in Washington, DC, in June and September of 2017. OmniRide Rideshare also ran 15-second, “free, personalized ridematch” promotions at area movie theaters during the last two weeks of September. The movie theater advertising spots ran before every showing of every movie, as well as on screens in the theaters’ lobbies.

Website

As part of their strategic planning initiative, PRTC has embarked on a rebranding initiative to move the PRTC identity from current perceptions to desired perceptions. This rebranding will include a complete redesign of the PRTC website. Currently, there is a main page within the PRTC website devoted to OmniRide Rideshare, which is accessed through the Ridesharing tab on the home page with some links to additional information about the following:

- Match Requests
- Commuter lot locations (and associated bus service)
- Incentives for vanpooling and carpooling
- Regional commuter initiatives
- Slugging

This website redesign will also integrate web communications best practices that will help grow awareness and use of OmniRide Rideshare’s services. Today, more than four in ten visits to the internet are via mobile devices, and the use of mobile devices to access the internet is even greater among Millennials. With each passing year, more and more people are getting information from the internet through their smartphones and tablets. Desktop-only configurations are no longer viable ways to maximize the visibility and use of commuter assistance programs’ websites or ridematching systems. PRTC recognizes that taking a “mobile first” philosophy in redesigning their website is critical as an increasingly large percentage of the population are now smartphone dependent. According to a January 2017 Pew Research study, 77% of Americans have smartphones and 12% of Americans are now smartphone-dependent. This means their only way to access the Internet, and PRTC’s website, is through their smartphone.

Guaranteed/Emergency Ride Home Program

Guaranteed Ride Home Program

OmniRide customers are eligible for Guaranteed Ride Home program (GRH) services provided through Commuter Connections. Commuters who are registered in the Commuter Connections GRH program and who regularly (twice a week) carpool, vanpool, bike, walk, or take transit to work are eligible to receive a free and reliable ride home when one of life’s unexpected emergencies arise. Commuters may take advantage of GRH up to four times per year to get home for unexpected emergencies such as a personal illness or a sick child. GRH can also be used for unscheduled overtime when your employer mandates that you must stay late. Knowing there is a guaranteed ride home allows one to use commuting options like carpools, vanpools, and transit with peace of mind and confidence. To apply and participate in the Commuter Connections GRH program, people must also be registered and have an account with Commuter Connections.

Bikesharing

Currently, bikesharing programs do not exist in the Prince William County area. PRTC has indicated in its Strategic Plan (December 2017) that it desires to play a leading role in bringing bikeshare to the area.



Carsharing

Currently, PRTC does not play a role with any carsharing companies in the Prince William County area.

Commuter Stores

Currently, OmniRide does not operate any commuter stores, but does provide direct customer information services including the sale of transit fare media at the OmniRide Transit Center. OmniRide does partner with other jurisdictions such as Arlington County, so that PRTC transit and commuting information is available and transit fares can be sold at other Commuter Stores.

School Pool

Currently, PRTC does not operate a program that provides assistance specifically to students and parents of students for trips to and from school.

Other Services

OmniRide Rideshare provides several other services for the commuting public. OmniRide Rideshare staff administer a program that allows Prince William County residents to take advantage of the personal property tax relief program for vanpools. They also advocate for the proper design of area commuter lots to better accommodate slug lines and carpool and vanpool staging.

CHAPTER 3 – MISSION, GOALS, AND OBJECTIVES

During Phase II of the strategic planning process, PRTC identified a new positioning statement for the organization. A positioning statement represents how an organization wants its customers and stakeholders to know and understand it—the one sentence or thought they keep in their minds that helps “position” the organization relative to others. The positioning statement was used as a base for developing themes and strategic recommendations in the four areas of the strategic plan: Organizational, Transit, Transportation Demand Management, and Future Innovation.

While this positioning statement shapes a renewed vision for the organization, the current goals and objectives for OmniRide’s TDM services represent a combination of refreshing goals from the previous TDMP and a new set of objectives developed from the Strategic Plan recommendations. This chapter presents the overarching policy that guides OmniRide’s TDM services.

PRTC’s Positioning Statement

The following is PRTC’s 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.

Themes

The primary overarching theme for the TDM elements of the Strategic Plan is to:

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

Other key themes developed as part of the Strategic Plan include:

- Organizational – Fill the void in transportation and land use decision making by becoming a multimodal leader that brings together public and private interests.
- Transit – Recapture market share through improvements to service quality, public-private partnerships, and a performance-driven approach.
- Future Innovation – Pursue transformational projects that will accelerate the quality of life for Prince William area residents and businesses.

Goals

The goals from the previous TDMP were reviewed and it was determined that the intentions of the goal statements still are valid under PRTC’s new positioning statement. The goals have been modified slightly and one goal has been incorporated from the previous TDMP. The new set of goals are:

- Build strategic partnerships and develop effective organizational practices
- Increase awareness of and customer satisfaction with TDM services
- Expand use of alternatives to single occupancy vehicle travel
- Expand travel options for underserved populations
- Support local economic vitality and strong economic growth
- Continue to engage the community and expand customer outreach

Objectives

Many of the TDM and TDM-related future innovation recommendations from the Strategic Plan also represent OmniRide's objectives for TDM. A series of implementation actions are identified to help meet these objectives and can be found in the Strategic Plan⁴. Some of these actions will be addressed in the TDMP and some are longer-term items as well as ongoing best practices. Some objectives have been added to ensure consistency with DRPT TDM Plan requirements. The objectives related to TDM are:

- Reduce drive alone market by investing in additional staff resources to promote transit, ridesharing, and other TDM strategies inside and outside of the PRTC area
- Strengthen relationships with Prince William County area businesses and private-sector stakeholders
- Increase ease of access to and supply of available commuter information
- Expand efforts to promote and register vanpools
- Proactively engage in the development and improvement of park-and-ride facilities
- Identify adaptations that support the latest trends and technology in commuting through updating the Transportation Demand Management (TDM) Plan (Phase III of the Strategic Plan)
- Collaborate with local jurisdictions on the investigation and implementation of new mobility solutions such as bikesharing and carsharing
- Ensure the goals and objectives for OmniRide's TDM program are consistent with DRPT's data collection and performance measurement standards
- Continuously measure and monitor the PRTC TDM program's performance and benefits to provide empirical evidence of the program's community impact and estimated return on investment (ROI), including:
 - Awareness, attitudes, participation and satisfaction with services and programs
 - Placements: new alternative mode users (carpooling, vanpooling, transit use, teleworking, etc.)
 - Vehicle trips reduced: SOV cars taken off the road
 - VMT reductions
 - Emissions reduced
 - Energy/Fuel saved
- Using data gathered in the performance measurement process, develop a program narrative that can be shared with key stakeholders and the general public.

Chapter 7 will go into greater detail describing the methods, frequency, and type of data collection OmniRide will use to monitor and measure the impacts of individual TDM services and the OmniRide TDM program as a whole.

⁴ http://www.prtctransit.org/about-us/strategic_plan.html; <http://www.prtctransit.org/docs/PRTC-Recommendations-Summary.pdf>

CHAPTER 4 – TDM PROGRAM ORGANIZATION AND OPERATIONS REVIEW

Chapter 4 of the TDMP describes some of the key evaluation processes that were conducted to assess the program services and organizations structure. The chapter covers:

- Interviews with regional stakeholders
- Stakeholder focus group
- Evaluation of recent trends in program usage
- Land use trends
- TDM program peer review
- Existing and potential technology use

Stakeholder Interviews

Four interviews with key regional stakeholders are required as part of OmniRide's TDM Plan to determine the level of support for TDM within the community. Stakeholder interviews were conducted during March and April of 2018. Special consideration was placed on selecting individuals with diverse backgrounds and roles within the service area to ensure varied feedback. The interviews, which were approximately one-hour long, included targeted questions based on the individual's area of expertise but also allowed for open dialogue. The following section introduces the interviewed stakeholders and summarizes key points from each discussion.

Ricardo Canizales – Director of Transportation, Prince William County

Mr. Canizales is currently serving as the transportation director for Prince William County. He has worked for Prince William County's Department of Transportation for 14 years and was previously the Transportation Planning Division Chief. Prince William County's Department of Transportation is about to begin work on its comprehensive plan, which will focus on multimodalism.

Key Takeaways

- A robust transportation network and multimodalism impact economic development, safety, and security. This statement is reinforced by the County's recently updated Strategic Plan, which includes mobility as one of its key initiatives. The Department of Transportation keeps VRE, OmniRide, VDOT, and other agencies regularly updated and extends invitations to be active participants in the planning process.
- The relationship between OmniRide and Prince William County's Department of Transportation has improved over time. Both agencies are aware that they must rely on each other in order to improve the transportation network and strengthen Prince William County. As a result, there has been an increase in coordination between the two agencies, especially during the planning phase of projects.
- OmniRide has a vital role in identifying gaps in the future transit network. As Prince William County's Department of Transportation works on its Comprehensive Plan, it will look towards OmniRide to provide insight on the future of the County's transit network. This includes highlighting areas that could be improved.
- One of the biggest issues OmniRide has is lack of capacity in park-and-ride lots along the I-95 corridor. The majority of the lots on the eastern side of the County are at capacity by 8:00 am. In order to accommodate additional OmniRide passengers, these lots will have to be expanded.
- Location of commuter lots is critical. Although many lots fill up quickly, some lots are underutilized, such as the Old Bridge Road and Route 123 Commuter Lot. Lot utilization depends on proximity and access to I-95: the easier the access, the higher the occupancy. The County is currently conducting a location study to

determine the best location for a 1400-space parking garage in the eastern end of the County. The garage would not only provide additional parking, but could also include a OmniRide transfer station.

- In order to strengthen the County and encourage people to stay, the Board must invest in local service. Agencies are often told they must work to incentivize people to stay within the County, but must also provide for commuters. These goals can conflict with each other when funding is an issue, but equal importance must be placed on the local network.
- OmniRide should use the County's Strategic Plan as leverage. The County's Board has made it a priority to strengthen the County, but OmniRide cannot create a robust local network without adequate funding. This needs to be stressed in order for OmniRide to get the support and investment it needs from the Board.
- Prince William County is still a suburban community. Although the County is located just outside of Washington, DC, and Arlington County, other more urban modes, such as bikeshare, haven't been heavily requested.
- Prince William County's Department of Transportation is still working on improving pedestrian connectivity within the area. There have been several sidewalk and path projects completed across the County, many of which have included coordination with OmniRide. By coordinating with OmniRide early in the developmental stages of sidewalk projects, both the department and OmniRide can ensure that adequate pedestrian and transit facilities are incorporated into the network.
- Although the County's transit infrastructure isn't robust yet, planning documents, including small area plans, are starting to address it.
- As the western end of the County continues to grow, transit will grow along with it. The construction of the western maintenance facility will also help foster some of that growth and will lead to the development of newer, more efficient routes.
- Cross-county connectivity will likely remain an issue for some time. The middle of the County still lacks the density needed to sustain fixed route service.
- Additional differentiation between OmniLink and OmniRide would be helpful. Several people, even County employees, get the two services confused. OminLink and OmniRide are two very different services and they should be named according to the types of routes they offer.
- There are many opportunities for OmniRide to partner with Prince William County Department of Transportation. OmniRide is currently working with the department to install new bus shelters along northern Route 1 once widening is completed. Additionally, the Route 28 project in Manassas requires the completion of an environmental study, which will include a transit element OmniRide could assist with. Widening on Balls Ford Road is planned to terminate in front of the proposed maintenance facility, creating an ideal opportunity for additional coordination between both agencies.

Debbie Jones – President and CEO, Prince William Chamber of Commerce

Ms. Jones currently serves the president and CEO of the Prince William Chamber of Commerce, where she has been employed since 1990. As CEO of the Prince William County Chamber of Commerce, Ms. Jones oversees a variety of smaller councils and works to connect people to people, projects to people, and companies to companies. OmniRide is currently a member organization of the Chamber of Commerce and is looking to expand its connections and develop meaningful partnerships with other member organizations.

Key Takeaways

- Cross county travel is a huge challenge for many residents and organizations. The area has gone through a lot of development, but there is still some disconnect between the eastern and western sides of the County. Although there are some transit options, most of the routes are considered long and time-consuming, making driving the more appealing option. However, this is difficult for people that either cannot drive or don't own a car.
- Transportation is an issue that comes up often when meeting with member organizations. Although there isn't a specific committee dedicated to transportation issues, they are often discussed during different council meetings as transportation issues impact many members.
- The majority of the Chamber's members do not commute outside of its footprint, which includes Prince William County, Manassas, and Manassas Park. Since the Chamber of Commerce serves restaurants, businesses, and organizations within the service area, the majority of its members commute within the area, which could benefit from more robust local bus service.
- Businesses have to adapt in order to manage transportation issues. This is especially true for businesses that must travel to clients to provide a service. Often times, losing time on the road equates to losing money, so businesses have to plan efficiently.
- Member organizations, especially non-profits, are always looking for better transportation options for their clients and employees. Didlake, which is a provider of contract services and rehabilitative services, is a great example of an organization that must frequently rely on different transportation options to connect clients to jobs in the area. Public transit, especially OmniRide, could assist clients who don't drive to reach their destinations.
- Two groups that could impact OmniRide's ridership the most are the elderly who no longer drive and the younger adults who are more likely to choose not to. Although there is a large elderly population that has stopped driving, many assisted living locations are still underserved by local transit. There is also a growing population of younger adults that would prefer not to own personal vehicles. However, many believe that Prince William County isn't set up for transit dependency.
- It's critical to reeducate people on transit and the opportunities it can offer. Transit is often seen as a mode reserved for a lower-income group and this attitude needs to change in order to increase ridership. Improved outreach and better facilities, including buses, could help the public see OmniRide as a desirable option that's suited for everyone.
- Many residents of Prince William County don't think of OmniRide when they think of public transportation. Although many residents recognize the OmniRide commuter services, many people don't consider OmniRide when they're looking for local transportation options. However, OmniRide can provide the solutions, but it must first establish consistency and reliability within the service area.
- There are specific employers within the service area that are worth reaching out to. OmniRide can utilize its connection to the Chamber of Commerce to gather information on the best organizations to reach out to and facilitate meaningful discussions. Some organizations worth considering include: Sentara Hospital, Novant Health Medical Center, George Mason University, Freedom Aquatic and Recreational Center, and various assisted living communities.



Steve Liga – Vice Chair, Greater Prince William Coalition for Human Services

Mr. Liga is currently serving as the vice chair of the Greater Prince William Coalition for Human Services, as well as the chief executive officer for Action in Community Through Service (ACTS). The Coalition for Human Services has worked with OmniRide in the past to ensure adequate transit accessibility for its clients and volunteers.

Key Takeaways

- Transportation impacts all human service organizations. The Coalition for Human Services, which is comprised of approximately 100 member organizations, often discusses transportation at meetings. Almost all organizations depend on local transportation to some degree.
- Many clients depend on OmniRide local bus service to travel to and from work. There are OmniRide bus stops currently located near many of ACTS's locations, which make it convenient for clients to travel to work using the local bus service.
- Local bus service is also used by volunteers. Not only do volunteers use local bus routes to reach different offices, but they are also used by food pantry volunteers on grocery trips.
- Case management representatives assist clients by arranging transportation to and from different appointments. Although taxi services are sometimes utilized, representatives most often rely on local bus service to transport their clients.
- ACTS Domestic Violence Services uses several hundred dollars' worth of bus tokens for client use. These bus tokens are taken out of the ACTS budget. ACTS does not receive any financial assistance or subsidies from OmniRide. The remaining departments do not have bus tokens built into their budgets and therefore rely on donations to assist with transportation costs.
- Driving around Prince William County is seen as very intimidating for many older adults, some of which choose not to drive as a result. It is important that the service be easy to understand and to use.
- The biggest barrier to increased use of local service is the lack of desirable stop locations. Although there are stops located conveniently near ACTS locations, some key destinations are inaccessible via local bus routes. This makes it difficult for clients to rely on the local bus service.
- There is a need to make local service as robust as possible. As funding is allocated, priority is often placed on the commuter bus service, but adequate local bus service is critical to promoting the development of Prince William County.
- There is potential in partnerships with TNCs. The Family Services Center, located in Dumfries, VA, could act as a Transportation Network Company (TNC) hub due to the high amounts of visitation. Although TNCs could be a viable alternative for some clients, the digital interface could create challenges in engaging the elderly population. However, transportation assistance could be incorporated as a potential future service.
- Better differentiation between OmniLink and OmniRide would make using transit less confusing for the public. People often get confused between the two services, which impacts ridership. By improving the differentiation between the two services, the public is more likely to understand the services better.
- Additional dialogue between OmniRide representatives and case managers would be effective in improving communication and relaying important information to constituents. This forum could be established through the Coalition for Human Services and could organize regular meetings with OmniRide staff.
- When making changes to local service, it is critical to keep the elderly and minority populations in mind. These groups, while being the most disadvantaged, could benefit the most from OmniRide service. Improved understanding of OmniRide's services would not only assist these populations, but it would also benefit OmniRide by increasing ridership on local bus routes.



Honorable Martin Nohe – Coles District Supervisor and OmniRide Commissioner, Prince William County

Supervisor Martin Nohe currently serves as Coles District Supervisor and a OmniRide Commissioner for Prince William County. Supervisor Nohe serves on many boards and committees that work on transportation issues at the local, regional, and state level including being Chairman of the Northern Virginia Transportation Authority (NVTA) since 2009 and the National Capital Transportation Planning Board (TPB) in 2019.

Key Takeaways

- OmniRide needs to stop being a transport agency and become a mobility agency. Supervisor Nohe believes OmniRide is too focused on serving people at commuter lots when they should be concerned with the overall community's mobility. There needs to be a shift in culture in order to enhance service.
- It is important that OmniRide establish whether to serve Prince William County, Manassas, and Manassas Park, or all six jurisdictions. What Prince William County wants and needs is likely to be different from what Spotsylvania and Manassas may want and need. The distinction needs to be made and OmniRide's vision and goals must stem from that.
- Prince William County has had a culture of only "needing" roads and has strained its investment in transit. Roads only mean something if they can transport people efficiently.
- Despite wanting to strengthen employment within Prince William County, most policies and projects are geared towards assisting the 70% of the population that commutes outside of the County, especially when resources are scarce. The County has invested a lot of resources in the construction of new commuter lots and the VRE expansion, but has not invested in infrastructure that supports intra-County transportation. In order to bring jobs into the County, those currently commuting out of the County need to be incentivized to make a change.
- OmniRide and Prince William County don't have the proper information to determine where origins/destinations should be. OmniRide excels at connecting the "dots" using routes, but there is a lack of information on where certain destinations are located. As a result, there could be large areas with riders that need to be served, but OmniRide doesn't have the ability to get to them.
- TDM is successful when there is a perception that you can change a person's utility. It is critical for OmniRide to sell the idea of a better quality of life, not just a bus ticket. For example, by riding on a OmniRide bus, riders could gain free time and eliminate frustration from no longer sitting in traffic. This improvement needs to be the selling point.
- Market research can help leaders make more intelligent investments as well as promote targeted changes, but it is difficult to get political support for feasibility studies.

Overall Takeaways

From the four interviews, the following summarizes the thematic takeaways for OmniRide's TDM program:

- Human services organizations, like ACTS, could benefit from specialized outreach and/or training to assist the populations they serve
- The County is looking to OmniRide to help realize its land use vision and strategic plan
 - Providing input and analysis on transit components of comprehensive planning elements
 - Smaller-scale construction projects
- Recent increase in outreach and involvement has been well received and should be sustained and/or increased
- Value in strengthening OmniRide's role as a solution to congestion and mobility challenges among the public and business community

Stakeholder Focus Group

OmniRide held a focus group half-day workshop on August 17, 2018 at the Chinn Park Regional Library in Woodbridge, VA to share updates on the strategic planning process and gain feedback on potential recommendations. A wide range of stakeholder interest groups were represented in the approximately 33 attendees, including OmniRide commission members, other transit/TDM providers, community and business organizations, and special interest groups. Potential recommendations were categorized into five groupings. For each grouping, the participants participated in a live-polling exercise and small group discussion. The full summary is included as an appendix. Some of the results related to TDM are excerpted below.

Potential Partnerships

Question: What employers or organizations would be beneficial partners for OmniRide to pursue?

Responses:

- Schools and universities (Northern Virginia Community College, George Mason University, public schools) – 11 responses
- Hospitals and medical centers (Novant Health) – 8 responses
- Federal government (FBI, Pentagon, USDOD) – 6 responses
- Prince William Chamber – 2 responses
- Quantico and Fort Belvoir – 2 responses
- Fairfax County government and schools – 2 responses
- Micron – 3 responses
- Others
 - Senior centers
 - Transit mobility organizations
 - HOAs
 - Potomac Mills
 - United Way
 - Innovation Park
 - Parks and recreation
 - Job training centers
 - Coalition for Human Services
 - Virginia GrandDriver
 - Goodwill

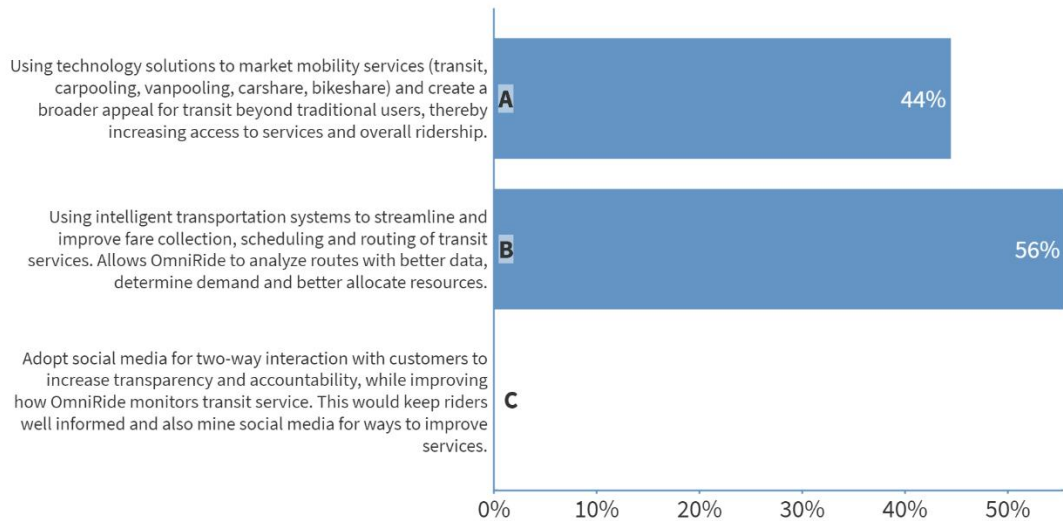
Key Discussion Points

- It is important to provide meaningful destinations for employees. This includes providing more direct, point-to-point service.
- Traffic mitigation and eliminating parking problems are primary selling points for OmniRide
- Some examples of successful partnerships include: GRTC and VCU, ART and Arlington County Government
- It would be helpful for OmniRide to meet with various community groups in-person to better understand individual needs of organizations; especially true for the growing aging population
- Suggestion to build partnerships with residential and commercial property management companies to be able to cover multiple properties with single relationships
- Important for information to flow through HR so employees are informed
- Some examples of information that could be helpful to know about how OmniRide is influencing the community include: customer satisfaction information, environmental impact data, and average cost-savings statistics. This information could allow users to view transit use as an improvement to overall quality of life.

Levering Technology

Question (27 responses): Which option below is the most important for OmniRide to pursue?

Figure 8: Leveraging Technology Focus Group Responses



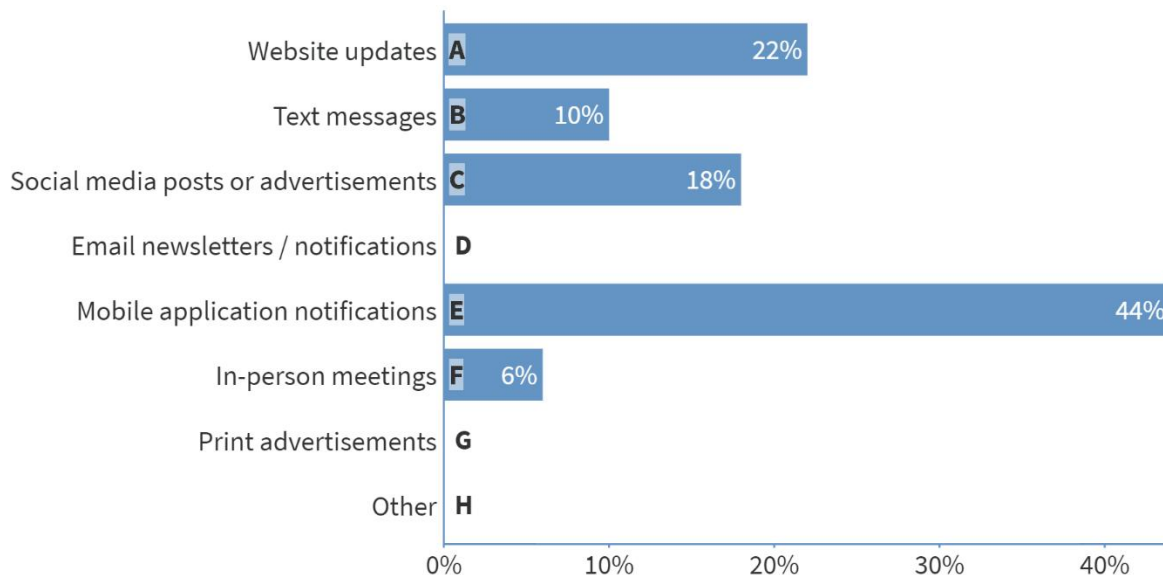
Key Discussion Points

- Along with integrated payment methods, participants would like to see an OmniRide mobile application that incorporates information from other transit partners, including VRE and Washington Metropolitan Washington Area Transportation Authority (WMATA). This would allow users to move seamlessly between public transportation systems and modes.
- Requests for integration with VRE information and slug-line information
- Real-time information is a must-have. Many riders would like to see real-time fares and travel time, similar to what is provided by TNCs.
- A frequent rider program could be beneficial in incentivizing commuter transit service
- It was interesting to see that no participants selected the social media interaction option in the polling above; potentially due to people only desiring one-way communication from OmniRide
- Barrier to the commuter lot program would be determining how long it takes before the shuttle shows up – potentially missing the bus

Increasing Awareness and Accessibility

Question: What do you think are the most effective ways to communicate information about OmniRide services? (50 total responses)

Figure 9: Increasing Awareness and Accessibility Focus Group Responses



Key Discussion Points

- Mobile app notifications were the most preferred communication method
- An effective campaign utilizes all communication channels to transmit information (example: VRE)
- It would be effective to identify leaders in communities and schedule in-person discussions with them to promote transportation related services. This would make it easier to engage with traditionally underserved populations.
- Important to not forget the aging and less-technologically capable individuals with outreach
- Suggestion to try a free-ride opportunity to become familiar with the service
- Suggested getting testimonials of OmniRide customer
- Communicating with local businesses is critical. It would be beneficial to talk with employers and make them feel like a part of the process. Not only would employers feel more inclined to advocate for transit service, but it could allow for the development of new routes for employees.
- Overall, participants agreed that in-person meetings would be most effective in connecting with many communities in the region
- Noted that elected leader support for investment in transit is critical

Community Survey

As part of this strategic planning process, public outreach was conducted using MetroQuest interactive online survey, which allowed the public to give input to develop specific recommendations. The MetroQuest online interactive survey was open to the public from February 15th to March 15th, 2018. A paper copy of the survey was also made available for those who opted out of the mobile survey or were unable to access it. The survey was promoted through various platforms, including the OmniRide website, OmniRide email blasts, and other jurisdictional websites. In person outreach to further promote the survey was done on Tuesday, February 27th, 2018.

The survey was comprised of three main exercises that covered the following topic areas:

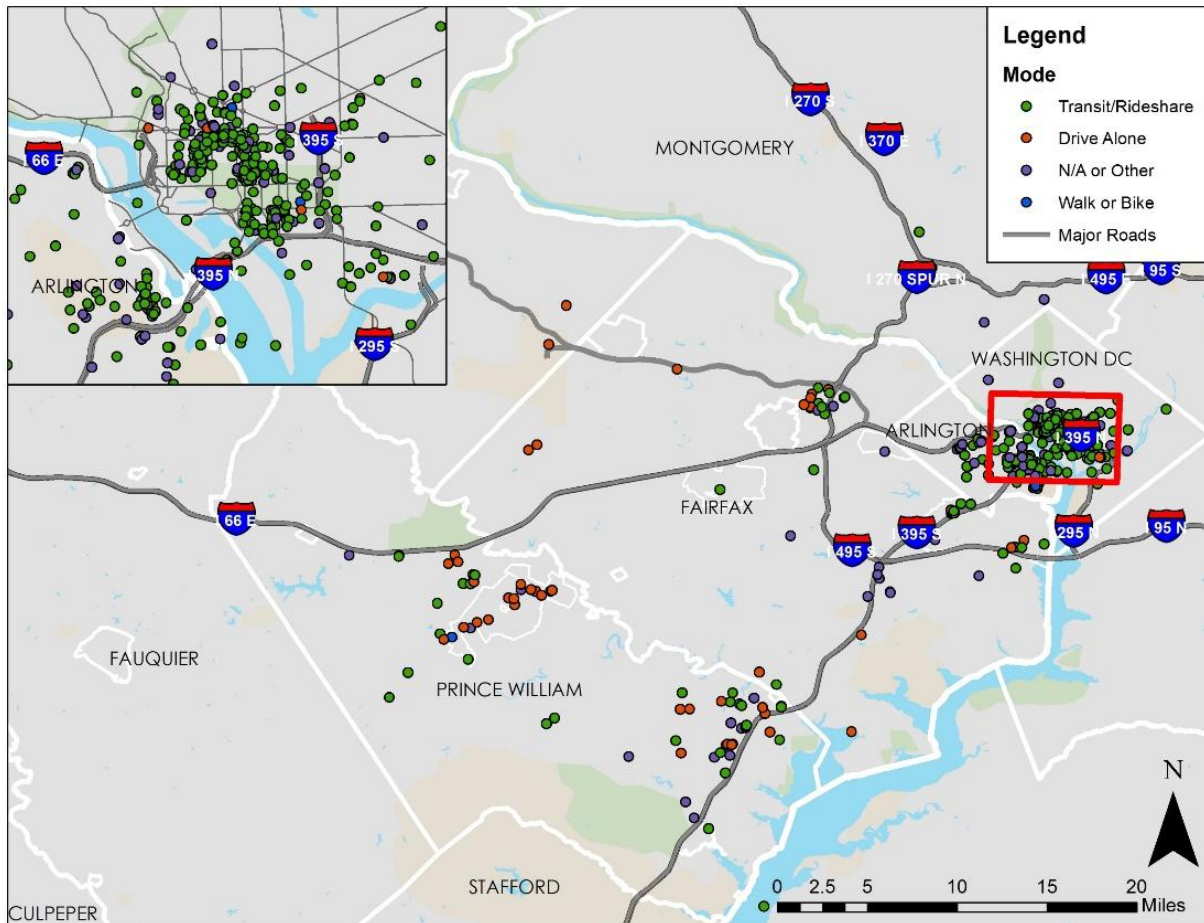
- Map Your Travel – This exercise provided insight on different origins and destinations in the OmniRide service area and overall region.
- Priorities – This exercise asked respondents to rank potential strategies on how well they would improve OmniRide service. A section specifically focused on TDM strategies was included.
- Budgeting – This exercise allowed respondents to identify features they would invest in using 50 “coins”.

There were 616 total survey respondents, 607 of which responded online using the MetroQuest survey. The results of the TDM portion of the survey are summarized below and additional information can be found in the Public Survey Summary Appendix. 85% of respondents were non-riders whereas 11% of respondents had used the OmniRide ridematching service.

Commuting Patterns

The top work destinations across all survey responses were Arlington and Washington, DC, as shown in Figure 10. Once participants placed the work marker on the map, they were given the option to report a primary mode for that trip purpose. Although some respondents did not report a specific mode, the majority (70%) listed the bus as their primary mode for work trips. For those that choose not to use transit to commute to work, the majority of respondents said they did not do so because there is either no service available or it takes too much time.

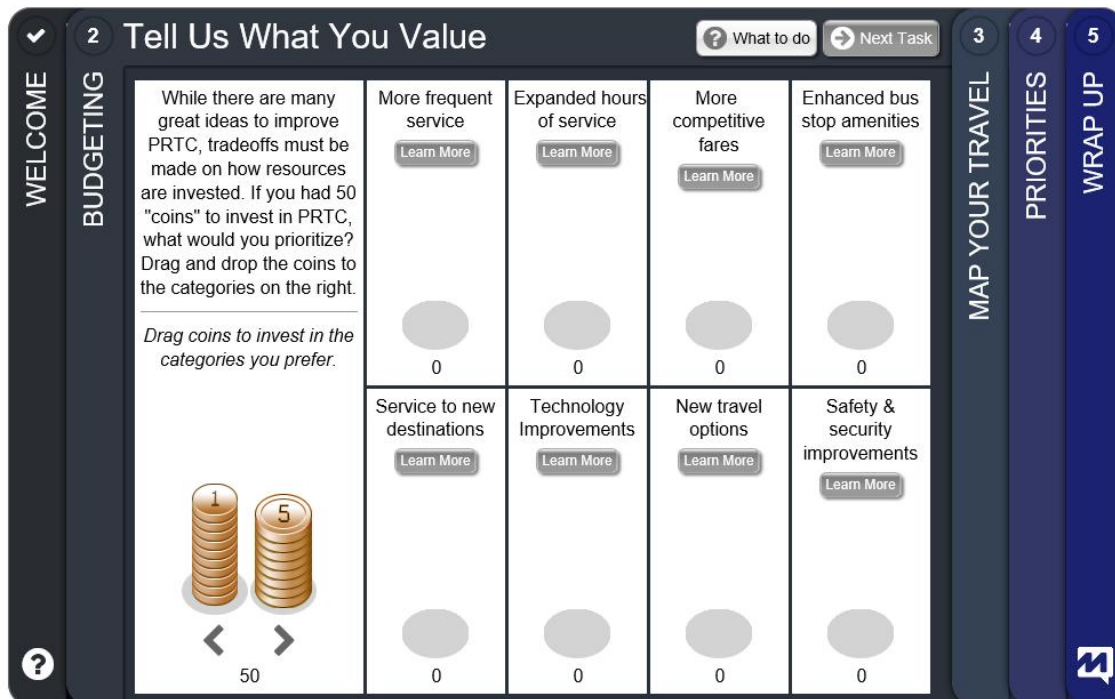
Figure 10: Concentration of Work Markers



Priorities

One of the first questions asked respondents to divide up a given amount of “investment” into the above categories. Many of the categories were related to transit service, but two of the categories that are generally related to TDM are technology improvements and new travel options. These percentages represent the portion of the overall investment of OmniRide so while the shares may seem low, these numbers are relatively consistent with the overall breakdown of expenditures for OmniRide (transit service requires much more investment than TDM programs).

Figure 11: Investment Priorities



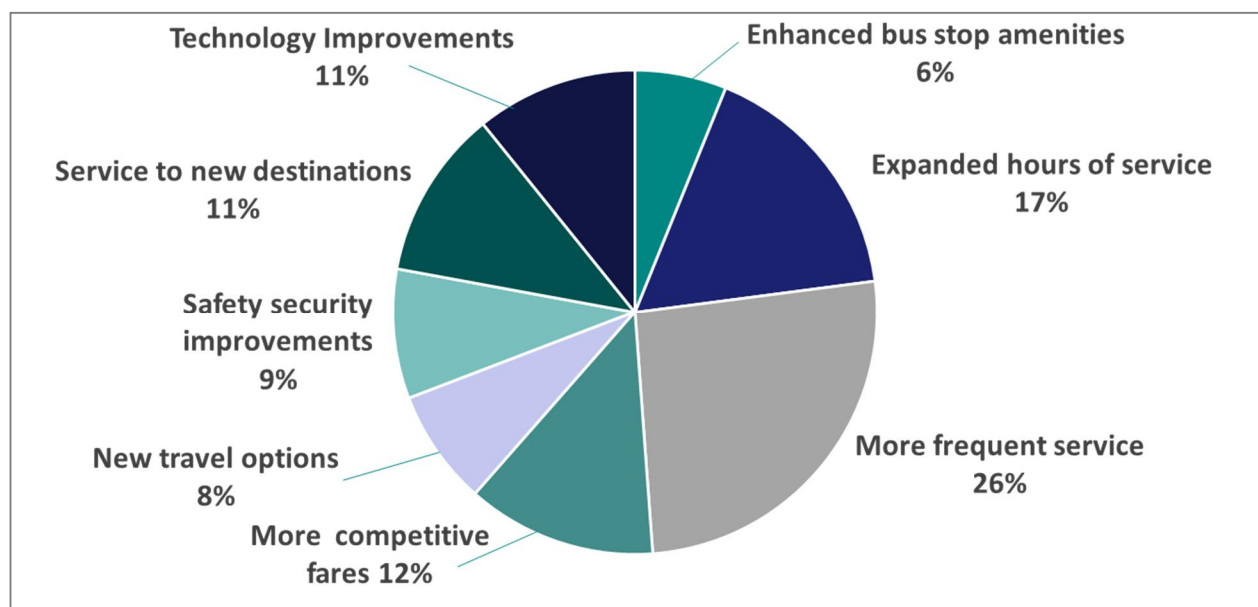
2 Tell Us What You Value

While there are many great ideas to improve PRTC, tradeoffs must be made on how resources are invested. If you had 50 "coins" to invest in PRTC, what would you prioritize? Drag and drop the coins to the categories on the right.

Drag coins to invest in the categories you prefer.

50

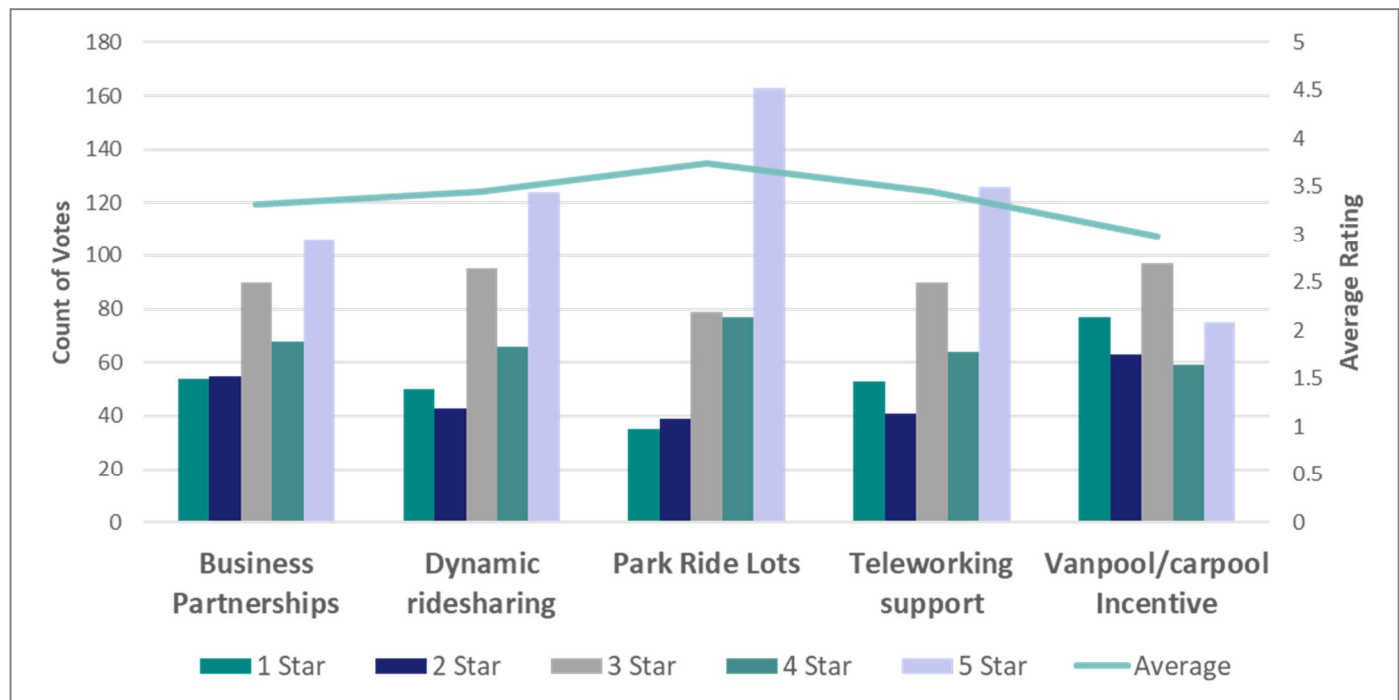
More frequent service Learn More	Expanded hours of service Learn More	More competitive fares Learn More	Enhanced bus stop amenities Learn More
0	0	0	0
Service to new destinations Learn More	Technology Improvements Learn More	New travel options Learn More	Safety & security improvements Learn More
0	0	0	0



Commuter Choices

Figure 12 summarizes the results of the TDM portion of the priorities exercise. Expanded park-and-ride lots received the most 5-star rankings out of all the other options provided. Teleworking support and dynamic ridesharing were also viewed favorably. Vanpooling and carpooling incentives received the worst overall score, with an average score of 2.97.

Figure 12: Results of Commuter Choices Priority Exercise



Changes in Program Trends

Ridematching

At the end of March 2018, COG and its member TDM agencies served 17,665 commuters registered in ridematching. This is an increase of 507 registrants during the quarter, up from 17,158 at the end of December 2017. Year over year there was a decrease of 1,192 from 18,857 in the system at the end of March 2017. At the beginning of this fiscal year, July 1, 2017, Commuter Connections served 18,435 ride matching customers. There has been a decrease of 770 registrants during the fiscal year (Source: Commuter Connections' Quarterly Work Program Progress Report, January – March 2018).

In FY 2018, the number of active Prince William County residents registered in the Commuter Connections database were 1,753. In FY 2017, a total of 1,766 Prince William County residents were registered in the Commuter Connections a decrease of less than one percent.

Vanpooling

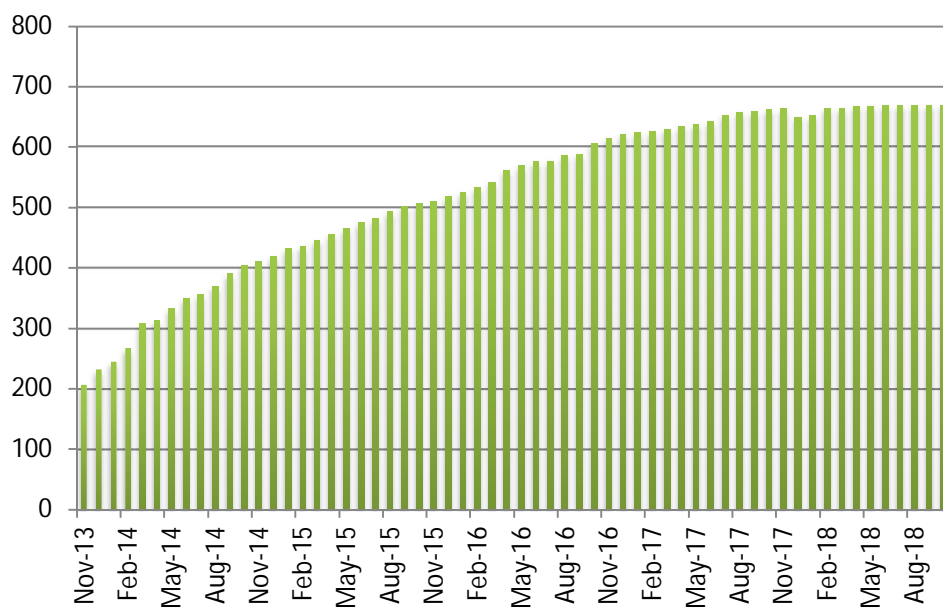
VanStart and VanSave

OmniRide Rideshare carefully manages both of these DRPT-funded vanpool assistance programs (described in Chapter 2) and keeps record of all VanStart and VanSave financial assistance. For FY 2017, the total VanStart and VanSave program expenditures were \$5,280 with five new vanpool groups receiving VanStart assistance, and three existing vanpool groups using the VanSave program's financial support to help them overcome unexpected rider losses. In FY 2018, the total VanStart and VanSave expenditures were \$3,370 with a total of five vanpools receiving assistance. The \$1,900 difference is partially attributable to the availability of funding for vanpool assistance through the I-395 Express Lanes TMP.

Vanpool Enrollment with the Vanpool Alliance

The Vanpool Alliance has enjoyed substantial growth in vanpooling in recent years, shown in Figure 13, and some of these vanpools originate from, or are destined to, Prince William County. As the Vanpool Alliance enrolls more new and existing vanpools into their program, the total amount of National Transit Database (NTD) reporting remitted to the Federal Transit Administration (FTA) also increases. This additional NTD reporting bolsters future earned federal formula funds for OmniRide. With this goal in mind, the Vanpool Alliance continues to actively promote and grow the vanpool program through their ongoing marketing efforts and, more recently, by targeting the high-potential I-66 corridor. The program has over 600 enrolled vans, and more than 500 of those vans now report their data monthly. Many of these vanpools were already in operation, especially along the I-95 corridor, and have enrolled with the Vanpool Alliance and initiated NTD reporting.

Figure 13: Vanpool Alliance Vanpool Enrollment

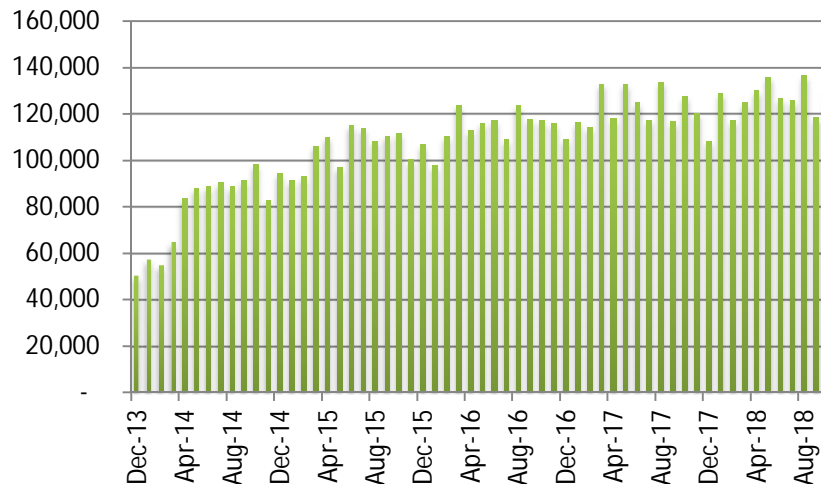


While Prince William County is more of a pass through for many of the 622 vanpools enrolled in the Vanpool Alliance program, there are 69 vanpools originating from the county and two vanpools that are destined to the county. In total, 467 commuters vanpool from Prince William County every day and 16 commute to Prince William County in vanpools. The Vanpool Alliance program is healthy and has exceeded its enrollment goals. The Vanpool Alliance reports 97 vanpool groups joined and started reporting their NTD data in 2015, and 91 vanpool groups joined in 2016 and started reporting their NTD data. Many of these vanpools travel through Prince William County and earn federal formula funds for OmniRide. In total, there are 7,493 commuters registered with the Vanpool Alliance program as either active vanpool riders or actively seeking to join a vanpool, making the Vanpool Alliance program the largest of its kind in Virginia. In comparison, there are currently 144 vanpools in operation and reporting NTD data in the RideFinders service area in the Richmond region and about 60 in operation and reporting NTD data in the TRAFFIX service area in Hampton Roads.

Simply helping to keep the existing 622 vanpools' ridership at sustainable levels is a substantial undertaking. The Vanpool Alliance program is administering several elements of the I-66 Outside the Beltway Transportation Management Plan. These responsibilities include managing incentive programs to help start new vanpools and sustain existing vanpools, as well as promote vanpooling throughout the I-66 catchment area during construction.

It should be noted that even with significant new efforts to promote vanpooling in the region, the Vanpool Alliance program is unlikely to experience the robust growth it has enjoyed since late 2013 as the vast majority of the 622 vanpools now in the program were already in operation. Like so many transit operations across Virginia, low gas prices have contributed to a slow growth of new vanpools in operation in the Commonwealth. The Vanpool Alliance program is consistently reporting about 120,000 passenger trips per month (See Figure 14).

Figure 14: Vanpool Alliance Passenger Trips



Fully unencumbered net program earnings (the gross program earnings less the program expenses) will be realized by FY 2019. Projected FY 2020 earned funds are conservatively estimated in part because of potential changes to federal funding formulas and the anticipated plateauing of enrollment of new vanpools into the Vanpool Alliance program. The highlighted column in Table 3 below shows OmniRide's anticipated net earnings for FY 2018 – FY 2020.

Table 3: Revenue and Expenses for Vanpool Alliance

Fiscal Year	Earned Funds	Cost	Earned Above Cost	Total Local to be Repaid	Net Earnings	NVTC	PRTC	GWRC
FY17	\$1,805,000	\$1,360,299	\$444,700	\$741,650	-	-	-	-
FY18	\$4,729,021	\$1,629,800	\$3,099,221	\$296,949	\$2,802,271	\$1,401,135	\$997,517	\$700,567
FY19	\$5,766,768	\$1,635,794	\$4,130,947	-	\$4,130,947	\$2,065,487	\$1,032,743	\$1,032,743
FY20	\$6,000,000	\$1,641,967	\$4,358,032	-	\$4,358,032	\$2,179,016	\$1,089,508	\$1,089,508

It is important to restate that none of the 622 vanpools enrolled in the Vanpool Alliance program are owned or operated by OmniRide, which means they are very efficient in generating additional formula funds for OmniRide from the FTA.

Land Use

Documented Plans

Prince William County and the Cities of Manassas and Manassas Park have documented future forecast land use through their comprehensive plans. Individual, more focused efforts such as small area plans and strategic plans seem to build towards implementation of these land use changes. Some key elements of the plans related to land use are summarized below. Maps of the future land use can be found in the Appendix.

Prince William County Comprehensive Plan

Prince William County is currently updating its comprehensive plan, as well as completing various small area plans, to direct growth in key locations throughout the County. Although the comprehensive plan update will cover the entire county, emphasis will be placed on the following areas recommended for planning review and update: North Woodbridge, Parkway Employment Center, Innovation, Fairgrounds/New Dominion Area, Independent Hill, Triangle, and Yorkshire. The plan update will also include an update to the proposed long-range land use plan.

City of Manassas Comprehensive Plan

The City of Manassas last completed its Comprehensive Plan in 2013 and is currently undergoing an update as of 2018. As part of this update, the City will also be completing its first Transportation Master Plan to guide future transportation investments and improve mobility in the City. The 2013 plan identified six “character areas” within the City. The Business Corridors represent the highest concentrations of retail, service, and office uses often designed to accommodate regional transportation. Old Town Manassas, which falls in the Business Corridor, is the targeted site for OmniRide’s proposed new hub for local service in the western part of the County.

City of Manassas Park Comprehensive Plan

The City of Manassas Park has a future land use map which identifies areas for three redevelopment districts that could be potential areas for transit-oriented development. The City of Manassas Park has adopted an aggressive strategy to encourage non-residential development by providing certain development incentives for eligible projects in specific areas of the city. These are the City Center, Four Corners, and the Conner Center. The City's economic development assets include a commuter rail station on the VRE and Amtrak lines going into Washington's Union Station, and title to 24.4 acres of developable land in the City's center around the commuter station⁵.

⁵ <https://www.cityofmanassaspark.us/city-services/economic-development.html>

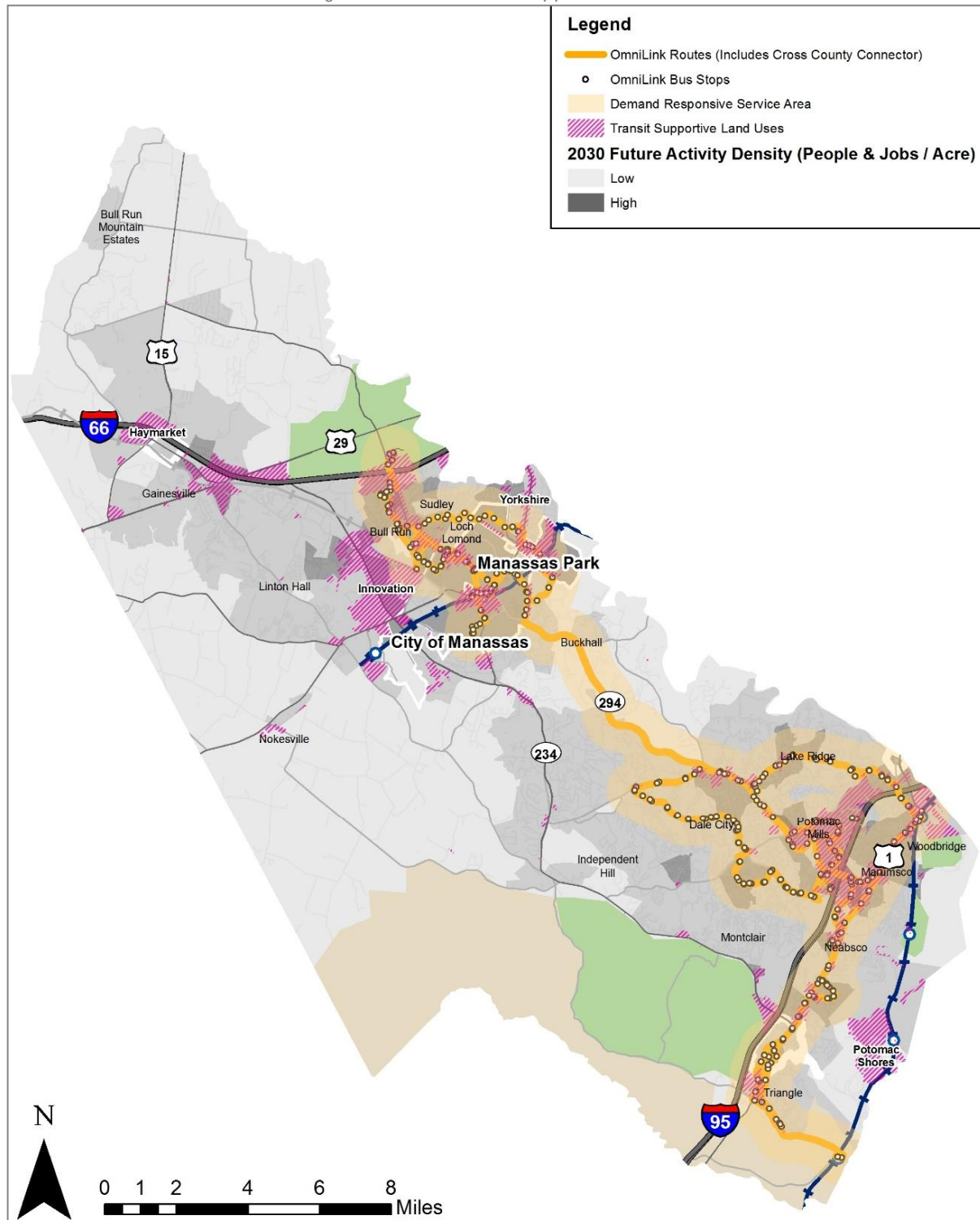
Transit Supportive Land Uses

Prince William County, Manassas, and Manassas Park are some of the fastest growing areas in the region. Prince William County alone is the fourth fastest growing county in the state of Virginia and experienced a population increase of 43% between 2000 and 2010⁶. Based on the future land use documented in these comprehensive plans, the project team developed a map of transit-supportive land use areas within PRTC's bus-sponsoring jurisdictions. These areas included centers of commerce, regional employment centers, centers of community, mass transit nodes, and Potomac communities. These areas were identified due to their proximity to different multimodal transportation options, high employment densities, and/or mixed-use characteristics. As shown in Figure 15 most of the transit-supportive land use is currently concentrated in Woodbridge, Dale City, Manassas, and Gainesville.

Prince William County recently received a planning assistance grant from the Metropolitan Washington Council of Governments Transportation/Land Use Connections Program to study mixed-use and multi-modal connectivity opportunities in the Innovation Park and Gainesville study areas. The report, which was completed in November 2017, identifies opportunities to improve the multi-modal transportation network and acts as the foundation for the Innovation Park small area plan. The Innovation Park small area plan is expected to highlight the potential for mixed-used developments and improved transportation infrastructure. Along with Innovation Park, the County is also working on completing small area plans for Dale City, North Woodbridge, Parkway Employment Center, and Route 29, all of which are expected to see an increase in mixed-use development.

⁶ <http://www.pwcecondev.org/demographics>

Figure 15: Local Transit Supportive Land Uses



Planned Commuter Lot Expansions

As the area continues to grow, there has been an increased need to accommodate additional commuters and transit riders. Prince William County is currently completing a feasibility study for the planning and construction of a new parking facility and garage along the I-95 corridor near the existing transit center, but closer to commercial developments. The facility would not only increase the amount of available commuter parking, but it would also act as a new transfer point for local riders. OmniRide has been actively involved in the planning process.

Emphasis has also been placed on the I-66 corridor, especially with the completion of Transform 66 Inside/Outside the Beltway. Several new commuter lots are being constructed along I-66 in areas such as Haymarket and Gainesville that will not only support additional transit service, but carpooling and vanpooling as well. Table 4 summarizes the planned expansion of proposed lots in the I-66 corridor.

Table 4: Planned Commuter Lot Expansions (I-66 Corridor)

Lot Location	Type of Lot	Access to I-66 (at Express Lanes expected opening in 2022)	Short/Mid-Term Changes (Funded)	Long-Term Changes (Planned)
Haymarket (I-66/Route 15)	New Lot	Via general purpose lanes at I-66/Route 15	230 spaces by early 2019	Expansion to 600 spaces
Cushing Road	Expansion	Existing direct access ramp to general purpose lanes	None	Expansion to over 1,400 spaces
Gainesville (University Boulevard/I-66)	New Lot	Direct access ramp to/from Express Lanes at University Boulevard	Approximately 960 spaces by fall 2019; Expansion to over 2,000 spaces by project opening in 2022	Expansion to over 2,400 spaces
Manassas (Balls Ford Road, west of Sudley Road)	New Lot	Direct access ramp from lot to/from Express Lanes	Approximately 1,100 spaces by project opening in 2022	None

Note: Represents latest available plans as of April 2019.

TDM Program Peer Reviews

Three TDM program peer reviews, one examining a commuter assistance program outside of Virginia, are required as part of OmniRide's TDMP. A review of three peer agencies' operations was conducted from February 14th through February 23rd to gain an understanding of the OmniRide Rideshare program's relative performance and to explore new ideas for OmniRide's future programs, services, organizational structure, regional role, budgets, and funding. Peers were selected based on service area, population and employment density, proximity to large regional job centers, and existing transit service similar to Prince William County. Each of the three TDM programs recommended for peer reviews were approved by OmniRide prior to initiating any outreach to the candidate programs.

The TDM program peer reviews included hour-long interviews with each programs' leadership. To facilitate rich discussion, the project team provided each TDM program leader with a brief overview of our planning efforts to date and an advance copy of the interview questions to help them prepare for the telephone interview.

To position the peer reviews to also inform OmniRide's strategic and transit plans, the project team explored how the TDM programs interact with the transit services in their respective areas and examined program funding synergies. For example, we inquired about funding that must be split between transit and TDM, and how these organizations go about allocating these funds for maximum benefit.

Table 5 provides a summary of the interviews conducted. The peer interview questionnaire, along with a more detailed summary of each additional interview, is included in the appendix.

Table 5: Peer Review Participants

Peer TDM Program and Metropolitan Area(s) Served	Interviewee(s) and Title(s)	Interview Date
Loudoun County Commuter Services (LCCS) Loudoun County	Sharon Affinito, Transportation Planner/TDM Program Manager	February 16, 2018
Regional Planning Commission of Greater Birmingham's (RPCGB) CommuteSmart Birmingham, Huntsville, Montgomery, Mobile	Scott Tillman, Director of Planning & Operations; Lisa Smith, CommuteSmart Program Manager	February 22, 2018
RideFinders, a division of GRTC Transit System Central Virginia (City of Richmond, City of Hopewell, City of Petersburg, Charles City County, Town of Ashland, City of Colonial Heights, Chesterfield County, Goochland County, Hanover County, Henrico County, New Kent County, and Powhatan County)	Von Tisdale, Executive Director	February 23, 2018

Basic Commute Profiles

Table 6 summarizes the basic commute profile for each of the peer programs. For comparison, information regarding OmniRide's service area is included in the table's last row. While LCCS covers a single jurisdiction, RPCGB's CommuteSmart and RideFinders serve multiple counties and/or cities. Totals in Table 6 were calculated based on total regions served, rather than on enrollees in any agency programs.

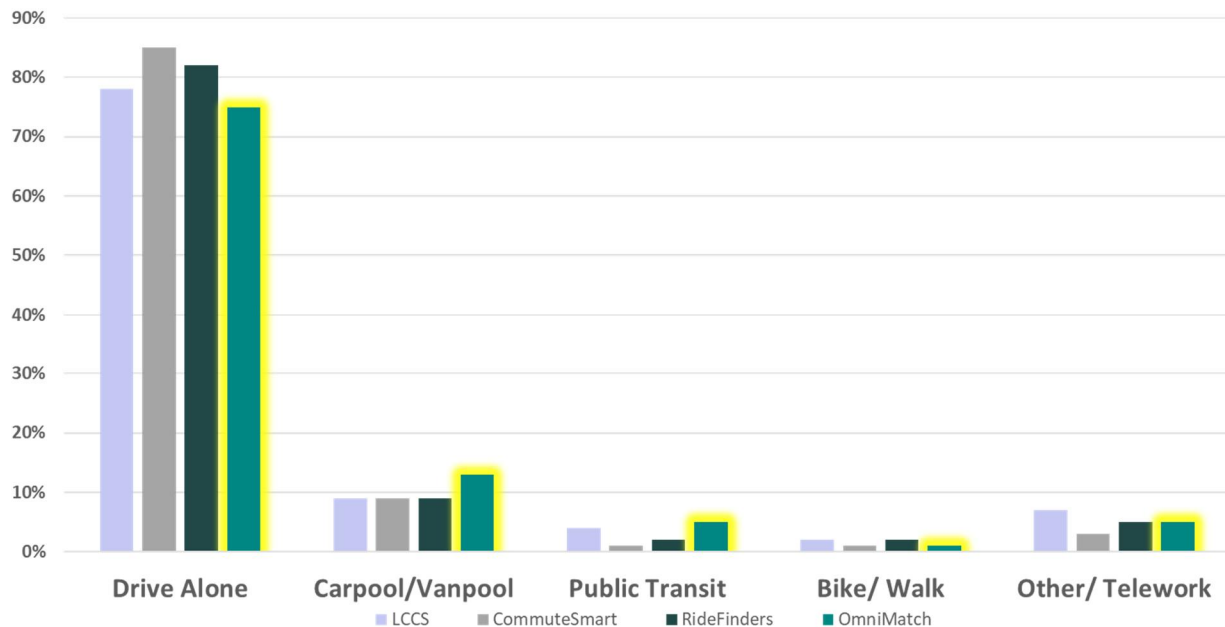
Table 6: Peer Program Service Area Profiles

Peer Program	Service Area	Service Area Population	Median Household Income
LCCS	517 square miles	326,477	\$122,238
CommuteSmart	5,280 square miles	1,147,417	\$34,883
RideFinders	5,181 square miles	1,000,000	\$61,124
OmniRide Rideshare	360 square miles	457,000	\$98,000

Sources: FY 2019 OmniRide TDM Operating Assistance Grant Annual Work Plan, 2012 - 2016 U.S. Census American Community Survey, 2015 DRPT Statewide Travel Study

Regional mode splits from peer programs are shown in Figure 16, below.

Figure 16: Peer Program Regional Mode Splits



Organizational Structure and Staffing

Table 7 summarizes the organizational structure and staffing for each of the peer programs. For comparison, information regarding OmniRide's service area is included in the table's last row.

Table 7: Peer Program Organizational Structure and Staffing

Peer Program	Organizational Structure	Staffing (FTEs)
LCCS	A program of the Transportation Planning and Operations division within the Department of Transportation and Capital Infrastructure (TCI)	3 FTEs: <ul style="list-style-type: none"> • Transportation Planner • Commuter Services Specialist • Employer Outreach Specialist
CommuteSmart	An initiative of the Regional Planning Commission of Greater Birmingham (RPCGB)	5 FTEs: <ul style="list-style-type: none"> • Program Manager • Business Outreach Manager • Outreach Coordinator • Outreach Coordinator • Special Projects Coordinator
RideFinders	A division of the GRTC Transit System	6 FTEs: <ul style="list-style-type: none"> • Executive Director • Program Manager • Account Executive • Account Executive • Client Services Coordinator • Customer Relationship Specialist
OmniRide Rideshare	A program of the Potomac and Rappahannock Transportation Commission (PRTC) Commission and a member of MWCOG's Commuter Connections network	2.5FTEs: <ul style="list-style-type: none"> • TDM Program Manager • Rideshare Program Assistant • Customer Service Agent

Program Services Offered

Table 8: Peer Program Services Table 8 summarizes the program services offered from each of the peer programs. For comparison, information regarding OmniRide's program services are included in the table's last row. All peer programs interviewed provide foundational services including: ride-matching, carpool and vanpool formation assistance, and directly provide or support emergency ride home programs. Particularly innovative services include:

- LCCS conducts vanpool formation events at park-and-ride lots throughout the region, especially at locations where commuter buses are overcrowded, or service will soon be curtailed or eliminated. They have also partnered with Loudoun County and NeoNiche Strategies, LLC, to conduct targeted marketing to Loudoun County residents at Farmer's Markets.
- CommuteSmart uses incentive programs to entice new commuters to enroll in their "GetGreen" program and encourages existing program participants to continue their use of sustainable transportation solutions and log their travel data through "CommuterClub." Commuters who are new to CommuteSmart start out in the GetGreen program. In the GetGreen program, new participants earn \$1 per day in the first 90 days, up to \$70. In FY 2017, CommuteSmart outreach events, social media, advertising, and employer engagement yielded 866 GetGreen enrollees. These participants logged approximately 646,867 vehicle miles reduced last year, or an average of 747 miles reduced per participant. The GetGreen program cost \$29,403 or 5 cents per vehicle mile reduced.

Once commuters complete their first 90-days, they are moved to the CommuterClub program to encourage the continued use of alternative commutes. Commuters who continue to log at least 20 alternative commutes receive a \$25 gift card quarterly. CommuterClub participants choose from one of seven gift card options including Chevron/Texaco, Publix, BJCTA Transit Pass, Cahaba Cycles, CVS, The Summit, and Express Oil Change. There were 762 new commuters registered in CommuterClub in 2017. The CommuterClub program cost \$161,870 in fiscal year 2017 and resulted in the elimination of 8,693,403 vehicle miles from the region's roadways. As such, the program cost approximately 2 cents per vehicle mile reduced.

- In 2001, RideFinders launched a new ground-level ozone awareness campaign. The "Get Aware of Your Air" initiative helped teach about the dangers of ground-level ozone to the region. Today, RideFinders continues this successful campaign through a partnership with GRTC and the Virginia Department of Environmental Quality (DEQ). Through DEQ, the RideFinders website and mobile apps provide daily "Ozone Alerts" summarizing the region's air quality and promoting services such as carpooling, public transportation, biking, and walking—particularly during the ozone season (May through September)—to help the region combat ground-level ozone. RideFinders also partners annually with DEQ to update their air quality brochure and collateral materials with the latest information from the EPA. In 2013, RideFinders produced their first region-wide public service announcement in partnership with DEQ and continue promoting ozone awareness to this day.

RideFinders also partners with GRTC's marketing department for the Clean Air Campaign. The Clean Air Campaign builds awareness and educates the public through a variety of venues, including direct mailers to households and employers; radio, television, website, newspaper, social media, and phone book advertisements and banner ads; keyword search engine sponsorships; bus advertisements; and special event advertising.

Table 8: Peer Program Services

Peer Program	Programs and Services Offered	Available (and planned) Transit Services	Most Important/Successful Commuter Services
LCCS	<ul style="list-style-type: none"> Ridematching (Commuter Connections) NuRide rewards and incentives (ends in June 2018) Carpool and vanpool formation assistance Vanpool incentive programs Emergency Ride Home Travel information and assistance Promotion of alternative travel options (Telework, etc.) Cycling promotion (including to park-and-ride lots) Employer outreach Residential outreach Developing TDM-related proffers Social media promotions (Facebook) 	<ul style="list-style-type: none"> Loudoun County Transit (LC Transit): local, paratransit and premium commuter bus services Metrorail Silver Line - Phase 2 extension 	<ul style="list-style-type: none"> Personalized trip planning Transit and rideshare rewards LC Transit services (commuter bus) Vanpool formation events at area park-and-ride lots
CommuteSmart	<ul style="list-style-type: none"> Ridematching (Base, now only supported by Media Beef) GetGreen and CommuterClub incentives programs Carpool and vanpool formation assistance Vanpool incentives programs Emergency Ride Home Promotion of alternative travel options (Telework, etc.) Cycling promotion (including 	<ul style="list-style-type: none"> BJCTA's Max Transit Future BRT service 	<ul style="list-style-type: none"> CommuteSmart's GetGreen and CommuterClub incentives programs which drive program participation
RideFinders	<ul style="list-style-type: none"> Ridematching (NuRide) NuRide rewards and incentives Carpool and vanpool formation assistance Vanpool incentive programs Emergency Ride Home Travel information and assistance GRTC transit information and sale of fare media Promotion of alternative travel options (Telework, etc.) Bike and pedestrian commuter services Employer-based marketing (and development of an ETC network) Residential outreach Employer relocation and site analysis services Commuter Choice promotion Regional park-and-ride infrastructure promotion Clean Air Campaign 	<ul style="list-style-type: none"> GRTC GRTC's Pulse BRT service (Summer '18) CARE On-Demand (partners UZURV and RoundTrip) Petersburg Area Transit 	<ul style="list-style-type: none"> Robust commuter vanpooling program with RideFinders-branded fleet graphics Cultivating and nurturing a substantial network of Employee Transportation Coordinators (ETCs) among area employers
OmniRide Rideshare	<ul style="list-style-type: none"> Ridematching (Commuter Connections) Carpool and vanpool formation assistance Vanpool incentive programs Vanpool Alliance Emergency Ride Home NTD reporting Travel information and assistance Promotion of alternative travel options Employer outreach 	<ul style="list-style-type: none"> OmniRide local and commuter bus (OmniRide Express, OmniRide Local, Metro Express) Commuter rail (VRE) Demand responsive Connections to Amtrak 	<ul style="list-style-type: none"> Personalized trip planning

Employer Services Offered

Table 9 summarizes the employer services offered from each of the peer programs. While each of the peer programs interviewed had varying staff sizes, organizational structures, budgets, and external resources, they all provide employer services. Specific examples of employer services programs include:

- LCCS employer services helps businesses develop successful workplace commuting programs. LCCS employer services include:
 - Assessing employees commuting patterns to the workplace
 - Confidential employee commute surveys
 - Information on qualified transportation fringe benefits
 - Carpool and vanpool formation services
 - Information on park-and-ride locations
 - Route and schedule information for local and regional transit
 - Formation and expansion of telework programs
 - Onsite transportation displays
 - Work site events

Since 2005, a full-time staff member has provided outreach and assistance to employers to promote transit and high-occupancy commute modes and encourage and assist employers with employee commute benefits and incentives. The employer outreach specialist gives presentations at employer sites and participates in special on-site events to disseminate information about transportation alternatives within the county. LCCS staff coordinates with the Dulles Area Transportation Association (DATA) and actively participates in employer council meetings. LCCS also works closely with the Chamber of Commerce and the Leesburg-Greater Loudoun chapter of the Society for Human Resources Management (SHRM).

- CommuteSmart recognizes employers with whom they collaborate through their “Partners Program.” Gold, Silver, Bronze, and Community Partners are recognized each year in the CommuteSmart annual report. In 2017, CommuteSmart recognized 119 partners ranging from Gold Partners such as the University of Alabama Birmingham, Alabama Power and HealthSouth to Community Partners including the Alabama Partners for Clean Air, the Hoover Area Chamber of Commerce and Zyp Bikeshare. The partner levels are determined by a variety of considerations including how many events they do per year, how willing they are to promote the CommuteSmart program with employees, and if they have any other smart commute offerings (i.e. bike racks, bus stops, bus tokens available, CommuteSmart parking spaces, CommuteSmart vanpool spaces).
- RideFinders has helped establish a substantial network of Employee Transportation Coordinators (ETCs) throughout the region. ETCs are dedicated transportation champions in the workplace, serving as liaison between the employer and RideFinders. RideFinders offers free training and recognition opportunities for the volunteer ETC. ETCs assist their fellow employees by:
 - Distributing RideFinders brochures and posting flyers.
 - Emailing Ozone Action Days alerts provided by RideFinders. ETCs are at the heart of RideFinders’ efforts to help Richmond stay out of the red during Air Quality Action Days.
 - Encouraging ridesharing and commuter programs.

Table 9: Peer Program Employer Services

Peer Program	Employer Services Offered	Most Popular Employer Programs
LCCS	<ul style="list-style-type: none"> Employer based marketing 	<ul style="list-style-type: none"> Collaboration with the Leesburg-Greater Loudoun chapter of SHRM and sponsored Chamber of Commerce networking events.
CommuteSmart	<ul style="list-style-type: none"> Employer based marketing 	<ul style="list-style-type: none"> Employer Partners Program
RideFinders	<ul style="list-style-type: none"> Employer based marketing Established and supports a regional network of approximately 300 Employee Transportation Coordinators (ETCs) Establishing and helping implement tax-free transportation benefits programs (Commuter Choice) Employer Relocation and Site Analysis Services 	<ul style="list-style-type: none"> ETC network
OmniRide Rideshare	<ul style="list-style-type: none"> Employer based marketing (brought "in-house" in 2016) 	<ul style="list-style-type: none"> OmniRide Employer Services Program Services Special/Events and Challenges

Program Marketing Efforts

summarizes the program marketing conducted by each of the peer programs. While each of the peer programs interviewed had varying marketing budgets and external resources, they all conduct some form of program marketing. Not surprisingly, many of the programs now focus on marketing using social media campaigns where the return on investment is more easily measured. Specific examples of program marketing efforts conducted by each of the peer programs include:

- LCCS promotes and markets their theme of providing county residents with “transportation options.” LCCS staff use a combination of outreach methods including newspaper advertisements, posters in government facilities, website advertisements, brochures and promotional souvenirs. LCCS also uses electronic information dissemination, working directly with the county’s Public Affairs and Communication Office staff. LCCS also maintains a very active Facebook page with over 700 followers. Constant Contact emails to residents and businesses, as well as further development of the LCCS website are also being explored. LCCS spends advertising dollars as follows: 5% on Facebook; 25% on Google Ad words and web advertising; and the remaining on newspapers. LCCS just embarked on a partnership with Loudoun County Public Libraries to sponsor their Summer Reading Program in exchange for exposure in print, website, and social media throughout the duration of the program.
- In 2017, CommuteSmart’s media strategies included creating a new advertisement for radio and television, along with ads on print, digital media, and use of on-site events. Various promotional items, information pamphlets, and social media reinforced the program brand and provided additional education for interested parties. Additionally, CommuteSmart provided air quality alert day notifications using media notifications, Alabama Department of Transportation (ALDOT) message boards, special advertisements on AL.com, and multiple radio websites. CommuteSmart spent a total of \$75,698 for TV, radio, print, and digital advertising in 2017.
- RideFinders’ employer outreach services are also critical to the program’s success. Each month 150 introductory letters are sent to employers across the region followed by post card reminders and follow-up telephone calls. The RideFinders ETC Network provides training for new ETCs and best practice sharing opportunities for existing ETCs. New ETC’s receive certificates of appreciation from RideFinders as well as an ETC handbook. Quarterly telephone conference calls among the ETC advisory group keep these stakeholders current on new RideFinders and/or GRTC services. A recognition event for the ETC Network is being planned for Try Transit Week in September. Finally, RideFinders will soon be recognizing an “ETC of the Month” on their website to acknowledge the contributions from these important partners.

Table 10: Program Marketing Efforts

Peer Program	Annual Program Marketing Budget	Program Marketing Efforts
LCCS	\$114,080	Facebook advertising, Google Ad Words, advertising in area theaters, and customized LCCS program information and branded tent for their Farmers' Market program (part of their \$31,360 budget for printing and reproduction).
CommuteSmart	\$75,698	TV, radio, print and digital advertising
RideFinders	Not available	TV, radio, print and digital advertising. Partnered with Allegheny Image Factory and Frequency Pictures, LLC to produce a series of video shorts found on Vimeo, RideFinders' Facebook page, as well as repurposed for TV and social media advertising. Media budget split 75/25 between social media/digital platforms and traditional TV.
OmniRide Rideshare	\$65,800	Seasonal marketing campaign and new resident pack mailings, print, in-theater, and digital advertising.

Future Initiatives

Table 11 summarizes some of the initiatives that the peer review program is considering in the short- to mid-term timeframes.

Table 11: Future Outlook for TDM Program

Peer Program	Program Marketing Efforts
LCCS	<ul style="list-style-type: none"> • Raising program awareness and visibility through Facebook and allocating more of their advertising budget to pay-per-click and other measurable social media marketing programs to better quantify advertising ROI. • Community outreach and marketing to Loudoun County residents at the county Farmers Markets. • Coordination with the Leesburg-Greater Loudoun chapter of SHRM, DATA, and the local chamber of commerce. • Videos that can be used to both educate and persuade people and can be repurposed for social media advertising.
CommuteSmart	<ul style="list-style-type: none"> • Recognizing employers and other key stakeholders (BBA) with whom they collaborate through the CommuteSmart Partners Program. • Promoting CommuteSmart with fleet markings on vanpools • GetGreen incentives program to entice commuters to enroll in their program. • Updated, responsively-designed program website.
RideFinders	<ul style="list-style-type: none"> • Promoting RideFinders with fleet markings on vanpools (literally rolling billboards) and on GRTC buses. • Integrating RideFinders community impact data into GRTC's and promoting their collective impacts as part of an ongoing reputation management campaign. • Nurturing the existing RideFinders ETC Network and offering training, etc. to expand it. • Promoting their Allegheny Image Factory/Frequency Pictures-produced videos through social media and television. • Engaging key stakeholders through the RideFinders Advisory Board.

Key Takeaways

The items below in Table 12 represent the project team's analysis on some of the initiatives that seem most relevant and could have the greatest impact on OmniRide Rideshare. It is recommended that OmniRide Rideshare consider implementing these specific strategies.

Table 12: Key Peer Review Takeaways

Key Takeaways	Peer Agency
<ul style="list-style-type: none"> Boosting their presence on social media, especially Facebook, and allocating more of their advertising budget to pay-per-click and other measurable social media marketing campaigns to better quantify advertising ROI. Continuing active community outreach and marketing to Loudoun County residents at the county Farmers Markets. Coordination with the Leesburg-Greater Loudoun chapter of SHRM, DATA, and the local chamber of commerce. 	<ul style="list-style-type: none"> LCCS
<ul style="list-style-type: none"> Increasing collaboration with all CommuteSmart Partners Partnering closely with the new UAB TDM Program Manager (a former CommuteSmart employee) to expand the CommuteSmart program at the urban campus. Migrating to a new, state-of-the-art ridematching system. 	<ul style="list-style-type: none"> CommuteSmart
<ul style="list-style-type: none"> Expanding employer and community outreach efforts including the use of the RideFinders mobile commuter store. Nurturing the existing RideFinders ETC Network and offering training, etc. to expand it. Promoting their Allegheny Image Factory/Frequency Pictures-produced videos through social media (75%) and television (25%). 	<ul style="list-style-type: none"> RideFinders

Existing and Emerging Technologies

Regional Ridesharing Focus Areas

To stay abreast of technological innovations impacting transportation demand management and ridematching systems, the Commuter Connections Ridematching Committee meets to discuss technical issues and make improvements to the regional TDM software system once a quarter. There are several recently implemented and/or planned innovations to the Commuter Connections ridematching system, including:

- CarpoolNow Mobile App Enhancements:
 - By the end of March 2018, a total of 1,821 iOS and 740 Android users had downloaded the new on-demand ridematching app.
 - A new incentive program is in place to encourage commuters to use the CarpoolNow mobile app. Certain commuters whose trips pass through Howard County, MD are eligible to receive incentive payments. Drivers who give rides to instant carpool partners can earn dollar rewards for each trip they drive.
 - Push notifications including “idle notification,” “new rider notification.”
 - Transit and traditional carpool match suggestions for riders not paired with a driver within 3 minutes.
 - Howard County, MD Driver Incentive—to be region wide in FY 2019 (after July 1, 2018).
- Commuter Connections Mobile App Enhancements
- Enhancements to incenTRIP, the University of Maryland’s new multimodal trip planning app
 - Flextime Rewards Program (including congestion notifications).
 - GRH trip request function.
 - Bike routing overhaul.
 - New routing algorithm and newly digitized trail and street networks.
- Unified GIS Stream to power the online Park-and-Ride lot map, TDM System landmarks and lots, and printed edition of the Park-and-Ride lot map.

Flexible Vanpooling

Flexible vanpooling uses technology to give riders, registered with a vanpool or not, flexibility in modifying their commutes. Participating vanpools would use rostering and fare payment software, which would include smartphone and desktop applications, to allow riders registered in one vanpool to ride with another and unregistered riders to catch a one-time ride. OmniRide plans on implementing flexible vanpooling in May 2019.

Mobile Applications and Ticketing

Increasingly, people are using their phones to get real-time information, service updates, and to purchase tickets if possible. At the focus group, mobile notifications received this highest number of votes by far as the preferred communication method. Findings were echoed in the public survey where real-time information was voted the most favorably. Mobile ticketing allows passengers to order, pay for, and display tickets on their cellphones. Not only does this save time and improve customer convenience, but it also reduces the costs associated with traditional paper-based ticketing production and distribution. In addition, mobile ticketing provides greater flexibility in the type and number of fare products that an agency can offer and allows for greater integration with real-time information and trip planning applications. Many transit providers across the country, such as Alabama Department of Transportation, are currently releasing mobile ticketing applications as a way to increase ticket



accessibility and, therefore, ridership. Despite the many advantages of mobile ticketing, there are drawbacks as well. Not all people own a cellphone, and mobile ticketing applications have struggled to serve unbanked and underbanked populations, which means that other payment methods must be available. Mobile ticketing can also be seen as unreliable due to limited battery life of smart phones. OmniRide is developing a mobile application and is currently in discussions with regional providers regarding the potential for mobile ticketing and plans to implement mobile ticketing within the next year.

Collaboration with TNCs

Many transit providers are examining partnerships with TNCs such as Uber and Lyft, to fill the gaps in transit service. TNCs allow users to arrange a pick-up in real time, select the type of service at several different price points, and calculate a fare quote and travel time estimate. Using real-time tracking, TNC users are also given information on the location of nearby drivers, a description of the assigned vehicle for pick-up, arrival time updates, and a GPS-based route map. Additional detail about potential partnerships OmniRide is exploring with TNCs can be found in the TDP. Some specific areas OmniRide is looking to partner with TNCs are:

- Enhancements to Wheels-to-Wellness Program – OmniRide recently completed a study looking at options to expand and modernize the Wheels to Wellness program, which provides subsidized service to healthcare related appointments. The recommended alternative was to use a platform that acts as a reservation company and can book trips using TNCs or taxis as needs allow.
- Commuter Lot On-Demand Shuttle Programs – TNCs (or their routing algorithms) may be used as a potential service model for the program OmniRide has funded through the Commuter Choice program for on-demand shuttles to commuter lots.

CHAPTER 5 – SERVICE CHANGES AND EXPANSION PLAN

This chapter describes the proposed changes to OmniRide’s TDM program. Each recommendation is broken down to provide a description of the recommendation, rationale of why it is needed, anticipated costs and staffing considerations, and the expected benefits of implementation. These recommendations were developed based on analysis of the existing system, feedback received during the public survey process, stakeholder feedback, and the strategic recommendations developed as part of Phase II of the Strategic Plan.

Three themes or “buckets” have been identified to organize these TDM recommendations—Leveraging Technology, Increasing Awareness, and Building Community Partnerships. Each plan or program comes together across these three areas to form a holistic structure that will address the goals and objectives of the TDM program, as well as the needs of Prince William County residents.

In addition, marketing communications and community outreach initiatives are included as an integral part of the recommendations below. Those initiatives are essential to the overall success of TDM program areas and represent the recommendation that OmniRide adopt a stronger marketing communications role.

Together, these recommendations will help attract and educate riders for existing and new service initiatives, address ongoing challenges of attracting additional riders for core services—especially newcomers to the PWC area, and build greater government and community support for public transit from OmniRide. Without question, the most effective public transit organizations across the nation are those with a visible brand presence and positive reputation in the community.

Summary of Recommendations

Table 13 below represents a summary of the TDM recommendations. Further details are presented in the narrative sections that follow. The following is an explanation of the terms used in the summary table. While costs and staffing are referenced in this chapter, a more detailed breakdown will be presented in Chapter 6, the financial plan.

- Expansion or New – Whether this program expands on existing efforts or it is a new initiative
- Priority – Importance and urgency of implementing the TDM program
- Assumed Start Year – Fiscal Year in which the program is anticipated to begin
- Base Year Cost – One-time start-up costs associated with the program (see narrative for explanation of what is covered by the costs)
- Annual Cost – Ongoing annual costs (not including staff labor) for operations of the TDM program. Annual costs are assumed to begin the year of the base year, unless otherwise noted. More detailed year-by-year costs will be presented in Chapter 6.
- Assumed Staffing – Level and type of staffing required to implement the incentive. More detailed staffing needs will be presented in Chapter 6.
- DRPT Category – This column notes which category or categories the recommendation falls under according to the DRPT TDM requirements

Table 13: Summary of Recommendations

OmniRide Theme	Recommendation	Initiative	Expansion or New	Priority	Assumed Start Year	Base Year Cost	Ongoing Cost	Assumed Staffing	DRPT Category
Leveraging Technology	A	Establish Flexible Vanpool Program	New	High	FY 2019	\$180,000	\$68,800	Staff + Vendor	Vanpool Programs
	B1	Develop mobile application (Real-Time Information)	New	High	FY 2019	\$67,187	\$37,500	Staff + Vendor	Marketing and Promotion
	B2	Develop mobile application (Mobile Ticketing)	New	High	FY 2020	\$243,000	\$168,000	Staff + Vendor	Marketing and Promotion
	B3	Develop mobile application (Mobility as a Service Platform)	New	Medium	FY2024	\$100,000	\$0	Staff + Vendor	Marketing and Promotion
	C	Modernize and update website	Expansion	High	FY 2019	\$74,000	\$1,300	Staff + Consultant	Marketing and Promotion
	D	Flexible commuter lot shuttle program	New	High	FY 2019	\$505,000	\$290,600	Staff + Vendor	Other Services
	E	Implement Wheels to Wellness program enhancements	Expansion	High	FY 2020	\$8,375	\$137,940	Staff + Consultant	Other Services
Increasing Awareness	F	Develop a compelling narrative of program benefits	New	High	FY 2020	\$15,000	\$0	Staff + Consultant	Marketing and Promotion
	G	Launch targeted social media campaigns	New	Medium	FY 2021	\$37,500	\$40,000	Staff + Consultant	Marketing and Promotion
	H	Increase Spanish language outreach	Expansion	Medium	FY 2021	\$15,000	\$6,000	Staff + Consultant	Marketing and Promotion
	I	Encourage Casual Carpooling on the I-66 Corridor	New	Medium	FY 2022	\$0	\$0	Staff	Ridematching
Building Community Partnerships	J	Expanded outreach to community events	Expansion	High	FY 2020	\$5,000	\$30,000	Staff + Consultant	Marketing and Promotion
	K	Establish Mobility Councils with private and public stakeholders	New	High	FY 2019	\$0	\$0	Staff	Marketing and Promotion
	L	Establish an employer's partners program	New	Low	FY 2022	\$20,000	\$25,000	Staff + Consultant	Employer Outreach

Notes

B1. Real-time Information Base year costs represents a pro-rated annual rate for a three-year contract. This cost is applied to FY 2019 through FY 2021.

D. Annual operations cost begin one year after program startup (2020)

Leveraging Technology

A. Establish Flexible Vanpool Program

Description

This formal program would use technology to give riders, registered with a vanpool or not, flexibility in modifying their commutes. Participating vanpools would use rostering and fare payment software, which would include smartphone and desktop applications, to allow riders registered in one vanpool to ride with another and unregistered riders to catch a one-time ride. It will also provide a stipend for monthly participation to the vanpools. The program would organize existing vanpools between Western Prince William County and the Rosslyn/Ballston corridor, and promote the creation of new vanpools in the corridor.

Rationale

Commuting patterns are changing, and there is a decline in the number of people who are commuting the same way five days a week. As such, it can be difficult to establish a permanent pattern with a standard group, and, often, seats in vanpools are left empty. In addition to the peak-period, peak-direction tolls on I-66 inside the Beltway already open, the I-66 Express Lanes outside the Beltway will be opening in 2022, implementing a toll for users with fewer than three travelers.

Costs and Staffing

The cost for the program over two years is \$317,600, and it will be funded by the NVTC Commuter Choice Program (application approved during FY 2018). It includes \$180,000 of initial start-up funds, including the software application and the on-board hardware, and \$68,800 of annual costs for two years. Program setup and operations are expected to begin in FY 2019 and PRTC staff will lead this effort. Coordination will be required with the technology vendor for the application or platform. For the program to continue for longer than two years, additional funding would be required.

Benefits

- Allows riders to switch between vanpools of varying schedule but common origin-destination patterns
- Increases flexibility for commuters with changing schedules
- Provides additional HOV travel choices for those interested in trying vanpooling

B. Develop Mobile Applications

Recommendations B1 through B3 relate to mobile application developments OmniRide is working on currently or plans to work on in the future. There may be opportunities to integrate the app functions as the complexity of the app grows.

B1. Real-Time Information Application

Description

OmniRide is currently working with an application developer after issuing a Request for Proposals (RFP) to develop an OmniRide app. It is expected that this application will be used to disseminate static schedule and real-time vehicle location and expected arrival location.

Rationale

Life today is lived on-the-go, and people use their mobile phones for all aspects of communication. It is the most efficient way to reach the most people; riders and nonriders on the TDM survey indicated that real-time information was the highest rated of potential improvements to the system. Stakeholders also indicated that mobile application notification was the most effective way to communicate information about OmniRide services.

Costs & Staffing

A cost proposal was submitted with the responses to the RFP. The application developer is responsible for set-up and maintenance of the application so OmniRide staff involvement in maintenance is likely limited. The contract is approximately \$201,000 over three years with annual costs of \$37,500 to maintain the application.

Benefits

- Riders can receive real-time information and notifications, so they know when their bus is arriving
- Real-time service alerts can be sent out over the application to notify riders quickly
- Has the potential to be expanded to include mobile ticketing or on-demand mobility options in the future

B2. Mobile Ticketing Application

Description

OmniRide aims to expand the real-time information mobile application to allow for the purchasing of tickets. Passengers would be able to ride the bus without needing to have a fare card or exact change. Multiple technology companies currently have platforms that allow this. OmniRide and Alexandria's DASH system plan to work together on exploring options to advance the process and select a potential platform. The infrastructure and processes on the buses would need to be adapted as well to allow for this system.

Rationale

Mobile ticketing has become a regional priority, in discussions led by NVTC known as "next generation fare payment" to look at future replacements or supplements to SmarTrip. In Winter 2019, the Northern Virginia transit agencies gathered for a workshop on mobile ticketing at which multiple vendors were present. Having to reload a fare card or having cash can be a barrier for some riders to ride the bus. Mobile ticketing can also allow for more last-minute rides. It is currently very difficult and time consuming to reload a fare card on a mobile phone. Mobile ticketing will also give OmniRide more local flexibility in implementing fare products and promotions.

Costs & Staffing

Mobile ticketing application costs consist of upfront development and hardware validator costs, annual licensing and maintenance costs, and annual transaction fees. The costs for initial implementation can vary depending on



the vendor and approach taken, but is assumed to be \$243,000, which incorporates the upfront cost for the product development. The validators (physical hardware) to place on buses will be accounted for in the transit capital plan. Annual operations and maintenance costs are \$168,000, which include licensing, transactions fees, and maintenance⁷.

Benefits

- Increases available payment options for users; does not require user to have cash or a SmarTrip card
- Allows flexibility for last-minute trips, without requiring a pre-conceived SmarTrip reload
- Mobile ticketing also provides origin-destination data for passengers, including alighting data using Bluetooth
- The application has the potential to be more fully expanded to include on-demand mobility options in the future

B3. Full Mobility as a Service Platform

Description

OmniRide aims to expand the real-time information and mobile ticketing application to develop full mobility as a service (MaaS) platform. A full MaaS platform allows for multimodal trip planning, trip payment, subscription bases, and customer service. OmniRide would use the platform as a mobility manager to aggregate transportation service options and allow customers to look, book, and pay for trips through the application. The application could integrate with other modes such as on-demand services, ride hailing, car sharing, bike sharing, and parking. This concept is rapidly evolving and OmniRide will continue to monitor different platforms and options in the years ahead of implementation.

Rationale

This recommendation aligns strongly with the desire of OmniRide to become more of a mobility agency than just a bus provider. Individuals are focused on the best way to get from point A to B, and trends are leading towards all mobility options being aggregated. OmniRide desires to serve as a facilitator in this role and needs a platform.

Costs & Staffing

The cost for the platform consists of upfront development and integration costs, and annual licensing and maintenance costs. As this is a very dynamic concept, it is difficult to identify specific costs, especially for adopting in FY 2024. Due to this, an estimated \$100,000 upfront investment is being used and will be updated in subsequent documents.

Benefits

- Users have all travel choices aggregated into one location and systems are integrated
- Cost efficiencies can be obtained by addressing mobility needs through more cost-effective services (i.e. lower-demand trips being served by microtransit rather than a large bus)

⁷ This assumes mobile ticketing on a fleet of 282 buses, a 10% transaction fee, and a mobile adoption rate of 5%.

C. Modernize and Update Website

Description

OmniRide is currently redesigning the website to have a newer look and feel, improve navigation, and ease accessibility of information to its users. The website reconstruction will be mobile-responsive and will also present the new branding of OmniRide across the organization's services. It also will boldly represent the new OmniRide brand identity as a modern, efficient transit organization serving the public interests of the Prince William County area.

Rationale

The PRTC website has not had significant updates for a long time. OmniRide is going through a rebranding and the mobile app and website will be two new ways to share the brand with the public. Users of the website have noted that it can be difficult to navigate on a mobile phone or different browsers.

Costs and Staffing

PRTC staff work to update and maintain content on the website, and PRTC also has a contract with a third-party firm for web maintenance and support. PRTC is working with another third-party consultant regarding the messaging and communication aspects of the website. The initial base-year cost for modernizing and updating the website is \$74,000 with annual maintenance costs of \$1,300. FY 2019 is the start year, as OmniRide is currently updating the website.

Benefits

- Website redesign provides a more user-friendly interface, with the most important needs of riders up-front and centered on the home page:
 - More robust trip planning solutions
 - Fully responsive design optimized for on-the-go mobile devices
 - Easier access to destination and time schedules, using a revised user interface
- Allows OmniRide to promote the organization's new brand and the integration of its services

D. Flexible Commuter Lot Shuttle Program

Description

This program would create on-demand shuttles between neighborhoods and area commuter lots in Prince William County. This technology-enabled service would allow riders to request a ride through a software interface which would then dynamically route vehicle drivers in real-time directly to those commuters' locations. The software interface could be created in a way that is similar in function to popular ridesharing services, and the service itself has the ability to be scaled up depending on the vehicle size being used.

Rationale

The first-mile/last-mile problem of getting riders to and from mass transit is often the most challenging part of transit planning. This provides another choice for riders to travel directly to regional transit without the need to use single-occupancy vehicles.

Costs and Staffing

The cost of the program for the initial startup is \$505,000. This covers the purchase of a software application, on-board hardware, software maintenance and support, promotion, and purchase of vehicles. Beginning in FY 2020, operations would cost \$290,600 and would include the cost for contracted operating costs, fuel, software maintenance/support, and program promotion. PRTC staff will lead this effort. Coordination will be required with the technology vendor for the application or platform. This strategy is assumed to end after FY 2022 to coincide with the additional parking capacity opening in the I-66 corridor.

Benefits

- Connects residents to regional point-to-point commuter bus
- Increases regional transit ridership without increasing parking demand on area commuter lots
- Reduces single-occupancy trips
- Provides opportunity for improved coordination between OmniRide and area developers

E. Implement Wheels to Wellness Program Enhancements

Description

OmniRide set out to develop a feasible solution for flexible transportation to and from non-emergency medical appointments for the residents of the Prince William area of Virginia. The solution is intended to be a modernization of the existing Wheels to Wellness Program, which provides taxi vouchers to eligible individuals for trips to non-emergency medical appointments. The preferred alternative, based on a 2018 study, is framed around a partnership between PRTC and a contracted reservation company. The reservation company receives and assigns rides to various service providers based on the needs of the user. This model has the potential to be expanded in the future to include the full suite of PRTC services in the mobility-on-demand service model.

Rationale

OmniRide had been experiencing low usage and funding shortages for the existing Wheels to Wellness Program and was looking for ways to modernize the program. One of the obvious challenges is to make the program accessible to those without mobile phones or with disabilities, which does limit the potential options. However, if those individuals are provided with a viable option to use the service, other booking and trip methods can be used. Other areas, like Boston and Pinellas, Florida, saw shifts in paratransit usage when introducing pilot programs involving TNCs like Uber and Lyft. Greater Richmond Transit Company (GRTC) currently operates a similar reservation system-based program.

Costs and Staffing

Staff resources would be required, predominately during the setup phase to coordinate getting the program up and running, and procuring the necessary third parties. Once the infrastructure of the program is up and running, marketing and communication of the program would be key. External parties could include consultants, partner organizations, technology platforms, or external stakeholders. Based on coordination with one potential vendor for the reservation system, costs have been assumed to be approximately \$140,000 annually, which include the System and technology maintenance, and program operating subsidy. An initial cost of approximately \$8,000 is needed to set up the technology platform.

Benefits

- Easier to use system for non-emergency healthcare transportation services
- Streamlines and secures financial tracking and trip reporting
- Flexible to incorporate multiple modes to service individual's needs (including volunteers)

Increasing Awareness and Accessibility

F. Develop a Compelling Narrative of Program Benefits

Description

The traditional measurements of the impact of public transit organizations (measures like passengers per revenue hour) do not effectively communicate rider or community benefits. A strategy should be developed with a compelling narrative that highlights and summarizes program benefits, demonstrating the value of the system to current and prospective riders, as well as a broader audience outside OmniRide. This would focus on rider satisfaction and employer and community benefits. Quantifiable statistics, or logic, and personal, emotional stories should be used to support this strategy, such as:

- How many people use OmniRide to get to their job?
- How many employers rely on OmniRide to get their employees to work, or examples of employers who rely on OmniRide for their workers or customers?
- What percentage of the County is within a given distance of bus service?
- Personal stories from a diverse group of individuals of the importance to OmniRide to the lives of residents, ranging from stress relief of not commuting (i.e. Get There Smarter.) to the one-car or no-car family that gets to work every day thanks to OmniRide.
- Cost savings from commuting vs. fuel, tools, and parking (as well as aggravation).
- Estimated reduction of SOVs traveling on I-95, and the reduction of fossil fuels and greenhouse gases due to the number of passengers traveling with OmniRide.

This program should be linked to the performance measures component of the TDP, as well as the TDM Plan, and should also have a link to local strategic plan goals. The new OmniRide narrative will be captured in a messaging platform with specific, accurate, and timely facts and benefits about public transit and OmniRide service. This will build off the strategic brand positioning “placemat” created in early 2018, which was created to support and advance OmniRide’s strategic plan. In addition, a “placemat” will be created that brings together all the key messaging into a single, front-and-back document for consistent and easy use by OmniRide staff.

Rationale

To fully convey the benefits of a transit system and help build support in the community, OmniRide should develop a summary of program benefits that can be used in marketing communications and as message points when talking to decision makers. This will support OmniRide’s marketing and community outreach to large employers or institutions in the area to build partnerships and to potentially be used in requests for additional funding for services. Additionally, OmniRide’s role in helping solve regional challenges such as economic development, workforce attraction, congestion management, and access to medical care and education, can be included.

Costs and Staffing

Outside counsel will work closely with OmniRide staff to research and prepare the narrative and key benefit-oriented messaging/statements. The cost for this support is estimated at \$15,000 for year one. This does not include any additional survey costs to collect information from commuters.

Benefits

- Helps convey the benefit of OmniRide’s services to the greater Prince William County area and region
- Addresses “What’s In It for Me” with personal cost savings and stress relief
- Provides benchmarks on which to measure success, and provides the opportunity to show improvement
- Provides new messaging for marketing communications to expand awareness of OmniRide

G. Launch Targeted Social Media Campaigns

Description

A highly targeted, engaging social media outreach campaign will enhance engagement with current riders and increase awareness and market penetration with potential riders in the Prince William County area. This strategy also will be used to educate and instruct potential riders on how to access and use OmniRide services and enhance OmniRide's brand presence and reputation as the area's leading public transit agency. Additionally, social media can be used to highlight staff accomplishments and how staff is serving the community, which supports internal morale and OmniRide culture.

Utilizing a series of compelling graphics and short, fifteen-to-thirty-second video montages with clear calls to action, this campaign will simultaneously increase broad awareness of the organization while also connecting individuals to OmniRide's webpage and digital assets. Additionally, social media marketing tactics can be used to promote public hearings or input sessions associated with any outreach process.

Considering the generational diversity of the Prince William area, utilizing Facebook and Instagram's advertising tools will help fill in the gaps left by other traditional outreach efforts. In addition, the associated comment sections with each ad will provide further anecdotal, qualitative sentiment regarding OmniRide and the outreach efforts themselves.

Specific demographic, geospatial, and temporal targeting allows the agency to reach specific types of users or riders, even in specific areas and windows of time. One example—announcing a route change to a bus line in a coordinated message across Facebook, Twitter, and Instagram, and boosting the message to target users within the zip codes of Prince William County during the agency's operating hours.

Rationale

The nature of media and digital communication is changing, with social media becoming an increasingly important method. Peer agencies have found that digital communication is the most effective way to inform organizations and communities about programs and services. In the survey conducted as part of the TDMP outreach, respondents to a survey indicated they were nearly twice as likely to consider social media as an effective tool for information dissemination over local newspapers.

Costs and Staffing

Costs would be associated with developing the messaging and graphics of the communication and for purchasing the advertisements on platforms such as Facebook. A consultant is assumed to be hired to assist with program startup and to develop initial collateral to be used for the advertisements. Estimated costs for outside consultant support include:

- \$7,500 startup costs for planning
- \$25,000 annual cost for monthly social media management, including creating posts in advance and graphics
- \$7,500 for social media promotions, which are out-of-pocket costs to promote on Facebook, Instagram, or LinkedIn
- \$37,500 to produce digital assets, including four videos and shooting B-roll for OmniRide library for additional use

In the meantime, outside counsel will advise OmniRide on exploring opportunities to use its existing advertising budget on additional digital platforms. OmniRide staff would also be involved to review and approve content and issue posts beyond what is being developed by the consultant.



Benefits

- Provides the ability to target specific types of users (e.g. ADA riders, youth, non-English speakers, geographic specific)
- Increases efficiency by reaching a larger and more market focused audience at a significantly lower cost than traditional media
- Allows the agency to combine elements of both traditional and digital media
- Boosts the new OmniRide brand identity

H. Increase Spanish Language Outreach

Description

This increased outreach effort can be incorporated into existing efforts by providing more Spanish-language versions of existing materials and resources, print and digital. Additional resources might include the introduction of travel trainings in Spanish. Targeted outreach can focus on Spanish-speaking community groups, and social media campaigns can be used to reach Spanish-language social media sites and radio stations.

Rationale

According to the Department of Economic Development, approximately one-fifth (22%) of Prince William County's population is Hispanic, and nearly one-third (30%) of the population speaks a language other than English. Moreover, the Hispanic population is the fastest growing population in the United States. It can be expected that a growing number of riders will want or need Spanish-language resources.

Costs and Staffing

Costs and staff time are related to developing and translating more promotional and instructional materials to Spanish. Outside counsel will work closely with OmniRide staff to research and prepare the narrative and key benefit-oriented messaging/statements. The cost for this support is estimated at \$15,000 for year one. Additional printing expenses are included as well for a total of \$6,000 annually.

Benefits

- Increases ridership, particularly among underserved populations
- Increases understanding of the service by a wider audience
- Provides a more welcoming experience for non-English-speaking riders
- Reduces communication issues between English-speaking drivers and non-English-speaking riders

I. Encourage Casual Carpooling on the I-66 Corridor

Description

The Transform 66 improvements on the I-66 corridor bring the infrastructure and time savings for vehicles which can travel in the Express lanes. OmniRide should look for opportunities to promote casual carpooling (slugging) options to potential corridor users, especially when the new Express Lanes are open on I-66. Rather than try to create an app or their own system, it is recommended to embrace what others are doing to help facilitate discussions with the slugging community and promote available options. The recommended venue for this effort would be the Mobility Councils (see recommendation K). Appropriate disclaimers will be needed that OmniRide is not liable for these services, nor is it subsidizing them.

Rationale

Individuals have already begun to develop communities for casual carpooling (or slugging) and are looking to build the commuter base. Current carpool methods of matching and filling out forms are experiencing low usage and the process has modernized. Companies like Waze are starting carpool options and mobile applications, so people can match in real-time. When the I-66 Express Lanes open, they will be free for vehicles with three or more passengers (HOV-3). Park-and-ride lots on I-66 are being designed to accommodate this type of carpooling.

Costs and Staffing

This strategy would not require additional costs unless a marketing advertising campaign was done. Staffing needs include communication staff and potentially coordination with external individuals and organizations.

Benefits

- OmniRide is helping more people move around Prince William County and the region without investing in new technology or operations
- Fewer single-occupant vehicles are on the road and HOV riders can use the Express Lanes for free
- Additional commute choices for people in Prince William County

Building Community Partnerships

J. Expanded Outreach to Community Events

Description

Community outreach is an opportunity to share the benefits of reducing single-occupancy vehicles (SOVs) on the road and to promote the use of public transportation. OmniRide has experience sponsoring and participating in community events over the years, and should build upon this success by creating a more robust community engagement program across the Prince William County area. A more intentional community outreach effort would provide an opportunity to demonstrate the new and updated OmniRide brand organization, and, most importantly, educate, inform, and engage the public on transit benefits and new services or changes. Peer agencies have successfully used this approach to increase awareness and attract new riders.

Potential community events that could be targeted for expanded outreach include: Chamber of Commerce meetings, concerts and events at Jiffy Lube Live, farmers markets, and charity events like 5K walk/runs. The agency itself may choose to engage directly with the community or use a contractor to assist with the process. OmniRide staff are already very engaged at community events, but their availability may be limited due to other commitments.

Additional opportunities to collaborate with the community, in addition to the “Mobility Councils,” include:

- Create a digital “support group.” A digital support group could include hundreds of individuals who sign up for email updates, connect with other supporters, and engage with OmniRide during community events and on social media.
- Plan and participate in regular community events or info sessions. Host and/or attend regular community events. These can be open houses where people can learn more about OmniRide, job fairs, festivals, or regular bi-monthly or quarterly meetings. This also includes attending regular civic meetings, local government meetings, and visiting churches and other faith-based organizations.

Rationale

OmniRide has years of experience with community events, and a more aggressive outreach effort will provide brand marketing awareness and personal interactions in the community to better inform residents and connect with the needs of the community. These are ideal opportunities to create awareness, educate, and advocate for positive changes in mobility.

Costs & Staffing

This strategy would be developed by OmniRide staff with the support of outside counsel. Working together, they would identify successful outreach efforts of the past and target additional events and organizations for important connections, sponsorships, and partnerships. The additional outreach is expected to begin in FY 2019-2020, with estimated costs as follows:

- \$5,000 for startup strategy and planning with outside counsel
- \$20,000 annually for new printed collateral materials and promotional items
- \$10,000 for annual community sponsorships

Benefits

- Engages the community without the need to organize events by meeting people where they are
- Expands understanding with OmniRide as a mobility organization
- Highlights OmniRide’s role as improving the quality of life in the Prince William County area
- Promotes the benefits of alternative modes of transportation
- Informs and reminds the community of its transportation choices beyond SOVs

K. Establish Mobility Councils with Private and Public Stakeholders

Description

This strategy was developed as part of earlier phases of the Strategic Plan and was progressed through stakeholder interviews and the stakeholder focus group meeting during this phase. The feedback OmniRide hears is that community stakeholders and other neighboring transit agencies and jurisdictions want to be involved in the conversation about how to improve mobility in the greater Prince William Area. Similar to the “Greenhouse” concept which OmniRide experimented with earlier in 2018 internally, this would bring together interested stakeholders for topic-specific quarterly meetings. Potential topics include vanpooling, slugging, employer’s council, and human services transportation.

Rationale

OmniRide is looking for ways to expand awareness about its organization and change its perception to be more than just the bus provider. Additionally, in the past there have been challenges to support funding for OmniRide at the local level; these focus groups could help build support among decision-makers.

Costs and Staffing

This strategy would not require additional costs. Staffing needs include time to establish the councils, coordinate and prepare for events, and follow up on specific actions. These would begin in FY 2019.

Benefits

- Establish forum for continuing productive engagement
- Build partnerships around specific topics
- Formalize relationships
- Identify shared areas of concern and work towards solutions

L. Establish an Employer's Partners Program

Description

An employer partners program recognizes employers and their efforts in annual reports and other publicly-facing documents. A potential organizational structure might include a hierarchy of partners such as Gold, Silver, Bronze, and Community Partners employers. Other aspects of the program might include welcoming new partners in both monthly reports and on the TDM program's website, as well as showcasing a "Partner of the Month" on the website and relevant social media pages. An Employer Partner would also be appointed to the program's advisory board. Finally, employee transportation coordinators (ETCs) may be deputized to support employer outreach efforts. ETCs can support ongoing promotional efforts, facilitate commuter choice benefits for employees using qualifying transit and the implementation of no-cost commuter benefits such as preferential parking, disseminate ozone alerts and social media marketing, and serve on the advisory board, among other things.

Rationale

Many employers struggle with the same issues around transportation and mobility. Many people want jobs that have flexible options. By promoting collaboration and providing businesses and commuters with resources and incentives to utilize all transportation options, more economical and sustainable transportation may be pursued. This makes jobs more attractive to current and prospective employees and helps keep and attract new jobs in Prince William County.

Costs and Staffing

It is assumed that consultant support would be needed to help start up the program, including organization of the structure and process of the program and to recruit potential members. Once the program is set up, it is assumed that it would be operated and maintained through OmniRide staff. The program startup costs are assumed to be \$20,000 and \$25,000 is included annually for program promotion and an annual event.

Benefits

- Fosters good will between the agency and employers
- Provides additional resources for disseminating information and supporting active campaigns
- Encourages employer participation by providing community visibility

Consistency with Strategic Plan

These TDM recommendations strongly support OmniRide's new positioning statement which makes OmniRide an organization that delivers a multimodal transportation system and connects communities. Strategic Plan recommendations that are directly advanced by the improvements proposed in this chapter include:

- Expand PRTC's role to become the go-to advisor and partner for multimodal transportation in the greater Prince William County area
- Strengthen relations with Prince William County area businesses and private-sector stakeholders
- Increase ease of access to and supply of commuter information
- Expand efforts to promote and register vanpools
- Identify adaptations and resources that support the latest trends and technology in commuting

CHAPTER 6 – FINANCIAL PLAN

A crucial objective of this plan is to propose a progressive but financially-sustainable program for PRTC over the next six years. Operating budgets must account for a variety of considerations: expense forecasts; revenue projections from local, regional, state, and federal sources; labor and contractor agreements; and other sources of cost and revenue. With these considerations, regional priorities and policies must also continue to be supported.

Introduction

This financial plan includes an existing, “baseline” forecasted budget. This budget reflects the services currently available continued over the six-year horizon of this plan. This program represents the minimal program PRTC can implement based on known sources of funding and limited expansion of services within the constraints of guaranteed funding. Additionally, a full financial plan is shown that accounts for additional and expanded services that PRTC could provide to further the County’s goals for improved mobility. The full financial plan includes implementation of the recommendations presented in Chapter 5. This plan, however, leaves major budget shortfalls for which additional revenue will need to be identified.

Sources of funding for the baseline and full financial plans consist of the DRPT rideshare grant and the corresponding Prince William County local match to this grant. Moreover, the full financial plan accounts for committed funds from NVTC Commuter Choice grants.

Although this financial plan considers efforts undertaken under the OmniRide Rideshare program brand, it’s important to note that this does not capture all of PRTC’s TDM programs and projects. The OmniRide Employer Services program and PRTC-administered Vanpool Alliance program have their own funding streams and are not directly supported by DRPT funding. They do, however, exist as complementary parts of a holistic suite of programs and services.

Existing Operating Plan

To develop baseline projections for PRTC’s financial future, existing budgets and expenses were reviewed. Information from DRPT grant program applications and FY 2019-2024 budget projections were used to establish PRTC’s financial status to the horizon year for this plan. PRTC is forecasted to receive \$156,000 yearly from fiscal years 2019 through 2024 from DRPT’s rideshare grant, which will be combined with Prince William County’s yearly local match at 20% of DRPT funds. Table 14 below details annual revenue and cost items from fiscal year 2019 through 2024, showing a balanced budget based on existing sources of guaranteed funding.

Table 14: Baseline Forecasted Budget

Revenues/Funding & Expenses		Fiscal Year					
		2019	2020	2021	2022	2023	2024
<u>Revenues/Funding</u>							
Department of Rail and Public Transportation (DRPT) – Rideshare Grant		\$156,000	\$156,000	\$156,000	\$156,000	\$156,000	\$156,000
Prince William County Local Match – DRPT Rideshare Grant		\$39,000	\$39,000	\$39,000	\$39,000	\$39,000	\$39,000
Total Revenues – Base Budget		\$195,000	\$195,000	\$195,000	\$195,000	\$195,000	\$195,000
<u>Program Costs</u>							
Admin.	COG Fees	\$1,700	\$1,700	\$1,700	\$1,700	\$1,700	\$1,700
	Supplies – Office and Operating	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,000
	Training and Education	\$400	\$400	\$400	\$400	\$400	\$400
	ACT Membership	\$600	\$600	\$600	\$600	\$600	\$600
	Sub-Total	\$5,200	\$5,200	\$5,200	\$5,200	\$5,200	\$4,700
Marketing	Advertising	\$56,600	\$59,200	\$56,800	\$53,500	\$50,500	\$46,800
	Printing	\$23,000	\$20,600	\$20,000	\$20,000	\$20,000	\$20,000
	Professional Services – Web Support, promotional material	\$10,300	\$10,600	\$10,900	\$11,200	\$11,500	\$11,800
	Postage & Shipping	\$100	\$100	\$100	\$100	\$100	\$100
	Sub-Total	\$90,000	\$90,500	\$87,800	\$84,800	\$82,100	\$78,700
Misc.	Travel and Conference (includes ACT Leadership in 2016)	\$2,900	\$3,400	\$3,400	\$3,400	\$3,400	\$3,400
	Van Pool Assistance	\$12,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
	Bus operations support for youth outreach	\$500	\$500	\$500	\$500	\$500	\$500
	Sub-Total	\$15,400	\$13,900	\$13,900	\$13,900	\$13,900	\$13,900
Salaries and Fringe	TDM Program Manager	\$40,780	\$42,200	\$43,700	\$45,300	\$46,800	\$48,900
	Director of Strategic Planning	\$7,000	\$7,300	\$7,600	\$7,900	\$8,200	\$8,600
	Rideshare Program Assistant	\$27,020	\$25,900	\$26,400	\$27,200	\$27,700	\$28,500
	Customer Service Agent	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,500
	Public Relations Specialist	\$8,200	\$8,600	\$9,000	\$9,300	\$9,700	\$10,200
	Sub-Total	\$84,400	\$85,400	\$88,100	\$91,100	\$93,800	\$97,700
Total Expenses – Base Budget		\$195,000	\$195,000	\$195,000	\$195,000	\$195,000	\$195,000

Full Financial Plan

The full financial plan details a fully forecasted budget to address the expansion of PRTC services and programs. Table 15 below summarizes forecasted expenses and overall budget shortfalls through the six-year horizon if PRTC is to only maintain guaranteed and committed funding. The needs in additional funding range from \$180,000 in FY 2019 to \$712,400 by FY 2024. These account for costs associated with the startup of each program, as well as the ongoing operations. There are, however, a variety of potential sources of funding to allow for the implementation of the financial plan. These include:

- Transform 66 (Outside the Beltway) Grants and Toll revenues from VDOT and DRPT
- Additional I-66 Commuter Choice Project Applications
- 395 Express Lanes Project Toll Revenues from VDOT and Transurban – \$15 million allotted annually for transit payment

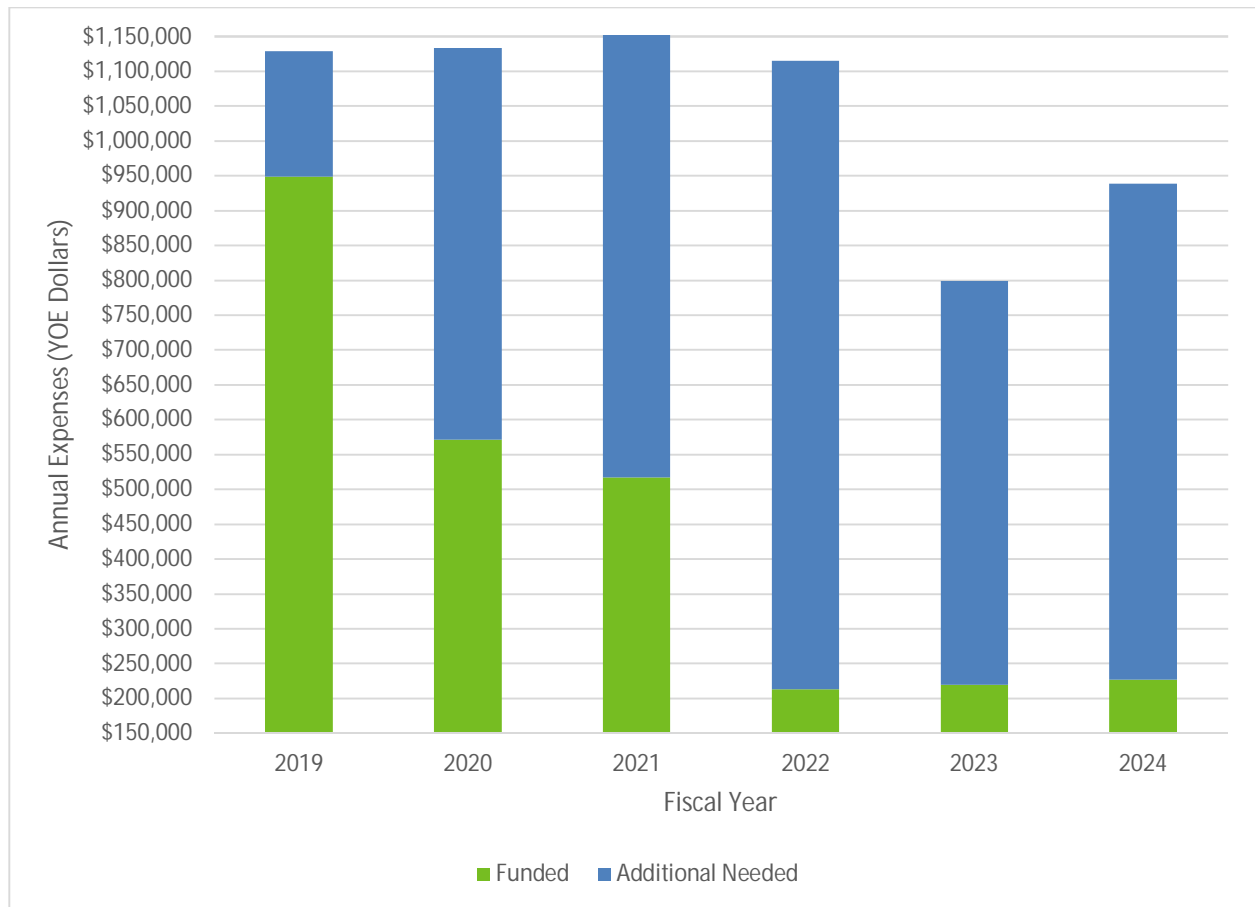
- NVRTA (70% Regional Funds) – For partnerships with other jurisdictions or transit agencies related to capital expenditures
- Increasing existing or levying new local taxes
- Federal Transit Administration (FTA) Mobility-on-Demand Sandbox Program and upcoming Integrated Mobility Initiative
- Other sources listed in Strategic Plan Phase 1 – Potential Funding Strategies – www.prtctransit.org/docs/Strategic-Plan-Potential-Funding-Strategies-List.pdf

In Table 15 below, total revenues and funding are shown first. These include revenues from the base budget (Table 14) and committed Commuter Choice grants from NVTC. Program costs are then detailed, totaled, and escalated on an annual basis at a rate of 2%. It should be noted that program costs include base year and annual costs (breakdown can be found in Chapter 5). Finally, annual budget shortfalls are shown at the bottom.

Table 15: Full Forecasted Budget

Revenues/Funding & Expenses	Fiscal Year					
	2019	2020	2021	2022	2023	2024
Revenues/Funding						
Total Revenues – Base Budget	\$195,000	\$195,000	\$195,000	\$195,000	\$195,000	\$195,000
NVTC Commuter Choice Grants (Committed)	\$753,800	\$359,403	\$292,193			
Total Revenues – Full Plan (FY 2019 Dollars)	\$948,800	\$554,403	\$487,193	\$195,000	\$195,000	\$195,000
Total Revenues – Full Plan (YOE Dollars)	\$948,800	\$571,000	\$516,900	\$213,100	\$219,500	\$226,100
Program Costs						
Total Expenses – Base Budget	\$195,000	\$195,000	\$195,000	\$195,000	\$195,000	\$195,000
Establish Flexible Vanpool Program	\$248,800	\$68,800	\$68,800	\$68,800	\$68,800	\$68,800
Develop mobile application (Real-Time Information)	\$104,687	\$104,687	\$104,687	\$37,500	\$37,500	\$37,500
Develop mobile application (Mobile Ticketing)		\$243,000	\$168,000	\$168,000	\$168,000	\$168,000
Develop mobile application (Mobility as a Service Platform)						\$100,000
Complete Website updates	\$75,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300
Flexible commuter lot shuttle program	\$505,000	\$290,600	\$290,600	\$290,600		
Implement Wheels to Wellness program enhancements		\$146,315	\$137,940	\$137,940	\$137,940	\$137,940
Develop summary of program benefits		\$15,000	\$0	\$0	\$0	\$0
Launch targeted social media campaigns			\$77,500	\$40,000	\$40,000	\$40,000
Increase Spanish language outreach			\$21,000	\$6,000	\$6,000	\$6,000
Encourage casual carpooling in the I-66 corridor				\$0	\$0	\$0
Expanded outreach to community events		\$35,000	\$30,000	\$30,000	\$30,000	\$30,000
Establish Mobility Councils with private and public stakeholders	\$0	\$0	\$0	\$0	\$0	\$0
Establish a partner's program, including a network of Employee Transportation Coordinators (ETCs) among county employers				\$45,000	\$25,000	\$25,000
Total Expenses – Full Plan (FY 2019 Dollars)	\$1,128,787	\$1,099,702	\$1,094,827	\$1,020,140	\$709,540	\$809,540
Total Expenses – Full Plan (YOE Dollars)	\$1,128,800	\$1,663,100	\$1,161,500	\$1,114,700	\$798,600	\$938,500
Additional Need (YOE Dollars)	\$180,000	\$1,092,100	\$644,600	\$901,600	\$579,100	\$712,400

Figure 17: Funding Needs and Availability



Staffing

As of December 2018, OmniRide has about 1.2 full time equivalent (FTE) staff that are devoted to the TDM program. These 1.2 FTE are made up of partial commitments from five staff members. In the short-term, OmniRide has reached an agreement with DRPT to increase this to two FTE by making one part-time staff member full time, and at the same time, removing TDM responsibilities from two others with current minor roles. The 2.0 FTE is in addition to the time of the Director of Strategic Planning, who also leads the TDM program.

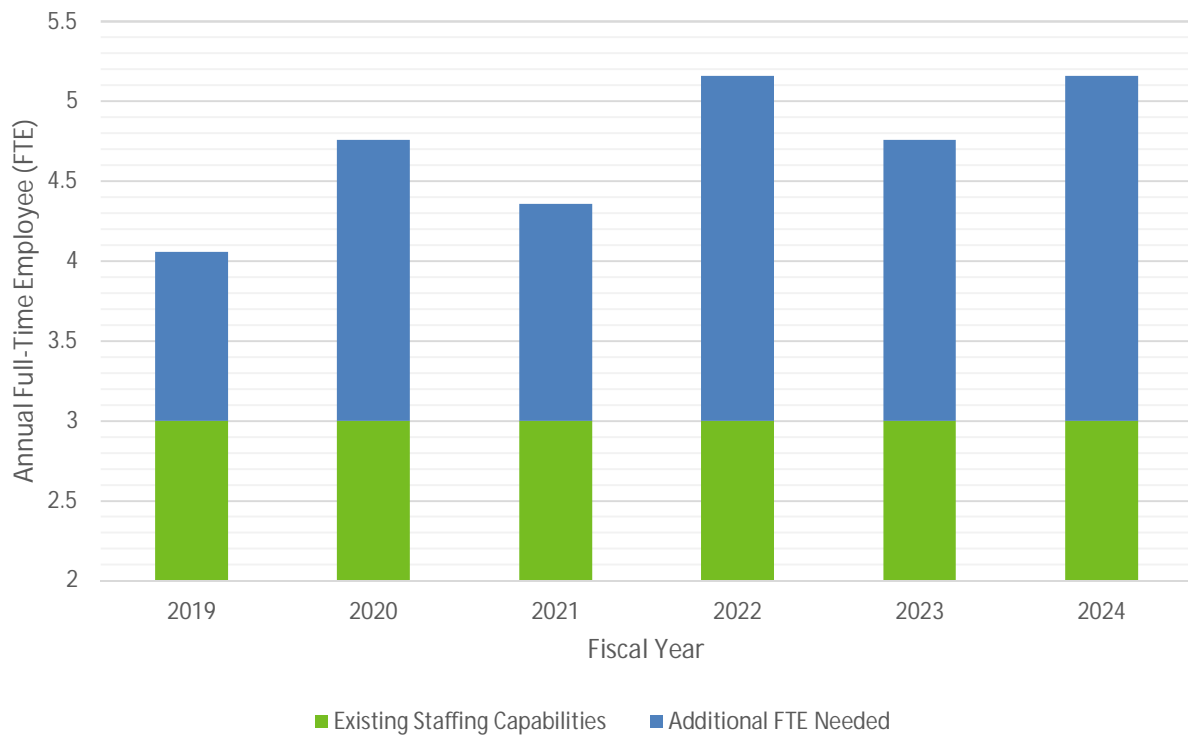
The strategies described above would add additional staffing needs to the program. Considering both the initial year and ongoing efforts needed if all the programs are implemented, OmniRide's TDM staffing needs may reach more than 5 FTEs, at the maximum point in FY 2022 and FY 2024. OmniRide staff have noted that any needs over 3.0 FTE would reach the "tipping point" of when additional staff would need to be hired; this is the point where existing staff cannot adjust existing responsibilities to meet the program needs effectively.

Table 16 below describes the approximate total staff needs, assuming the programs above are implemented. Staffing is funded by DRPT and local match.

Table 16: Full Staffing Plan

Staffing Capabilities/Needs (FTE)	Fiscal Year					
	2019	2020	2021	2022	2023	2024
<u>Existing Staffing Needs</u>						
Total Staffing Capabilities	3.0	3.0	3.0	3.0	3.0	3.0
Total Staffing Needs	2.06	2.06	2.06	2.06	2.06	2.06
<u>Program Startup and Operation Staffing Needs</u>						
Establish Flexible Vanpool Program	0.6	0.2	0.2	0.2	0.2	0.2
Develop mobile application (Real-Time Information)	0.2	0.1	0.1	0.1	0.1	0.1
Develop mobile application (Mobile Ticketing)		0.2	0.1	0.1	0.1	0.1
Develop mobile application (Mobility as a Service Platform)						0.4
Complete Website updates	0.4	0.2	0.2	0.2	0.2	0.2
Flexible commuter lot shuttle program	0.6	0.2	0.2	0.2		
Implement Wheels to Wellness program enhancements		1.0	0.5	0.5	0.5	0.5
Develop summary of program benefits		0.2	0.2	0.2	0.2	0.2
Launch targeted social media campaigns			0.1	0.1	0.1	0.1
Increase Spanish language outreach			0.1	0.1	0.1	0.1
Encourage casual carpooling in the I-66 corridor				0.2	0.2	0.2
Expanded outreach to community events		0.4	0.4	0.4	0.4	0.4
Establish Mobility Councils with private and public stakeholders	0.2	0.2	0.2	0.2	0.2	0.2
Establish a partner's program, including a network of Employee Transportation Coordinators (ETCs) among county employers				0.6	0.4	0.4
Total Staffing Needs – Program Startup	2.0	2.7	2.3	3.1	2.7	3.1
Total Staffing Needs – Full Plan	4.06	4.76	4.36	5.16	4.76	5.16
Total Staffing Capabilities	3.0	3.0	3.0	3.0	3.0	3.0
Additional FTE Needed	1.06	1.76	1.36	2.16	1.76	2.16

Figure 18: Staffing Needs and Availability



CHAPTERS 7 & 8 – TDM PROGRAM AND TDMP MONITORING AND EVALUATION

Note: Due to overlapping nature, the content that meets the requirements for Chapter 8 in the DRPT TDM Plan requirements is included in this chapter.

This chapter of OmniRide's TDM plan describes the types of data collected and methods used to monitor and measure the results of individual TDM services and the TDM program itself. Although DRPT's statewide data collection and performance measure standards are currently being refined, the recommendations included in this chapter are in line with the guidelines for what will be required to request grant funding. If the Commonwealth does go to performance-based TDM funding, this chapter helps OmniRide prepare by developing a system to quantitatively report on program performance.

The specific data and performance measures in this chapter illustrate ways to meet the TDM goals outlined in Chapter 3 of this document:

- Build strategic partnerships and develop effective organization practices
- Increase awareness of and customer satisfaction with TDM services
- Expand use of alternatives to single occupancy vehicle travel
- Expand travel options for underserved populations
- Support local economic vitality and strong economic growth
- Continue to engage the community and expand customer outreach

Additionally, these data and performance measures will be used to change and improve the TDM program moving forward into the six-year horizon. This will ensure that the TDM program is centered around these strategic goals and the objectives set to meet them.

Program Identification

An important first step to monitoring and evaluating OmniRide's TDM program is to identify the services offered by the agency. OmniRide currently offers all services in-house and does not have partner-implemented services beyond participation in the regional Commuter Connections program and coordination with Prince William County. All TDM services should be contributing data that can be used to track and measure the impact of the TDM program. Chapter 2 of this document contains descriptions of all the services and programs provided by OmniRide's TDM program and staff used for the implementation of the TDM services. Table 17 below summarizes that information and additionally shows future services OmniRide intends to offer.

Table 17: Existing and Future TDM Programs/Services

Existing Programs/Services
Ridematching
Vanpool assistance (Vanpool!VA, VanStart, VanSave, Vanpool Alliance Program)
Communications and marketing (resident outreach, advertising, website)
Employer outreach (OmniRide Employer Services)
Guaranteed/Emergency Ride Home Program (through Commuter Connections)
Wheels-to-Wellness (medical transportation assistance program)
Future Programs/Services
Flexible vanpooling
Flexible commuter lot shuttle
Mobile applications (real-time information, mobile ticketing, Mobility as a Service platform)
Expanded communications and marketing (program benefits narrative, targeted social media, Spanish-language outreach, community events)
Casual Carpooling Promotion
Mobility councils
Employer partners program

Performance Measures

Performance measures can be either output-based or outcome-based, depending on the purpose of a given metric. Output-based metrics measure the level of an activity or the use of a service, such as the number of applications received, meetings attended, or contacts made. Outcome-based metrics measure changes that occur as a result of specific activities such as shifts from single-occupancy vehicles to other forms of transportation or increases in pedestrian/bike mode share. Table 18 below shows OmniRide's TDM-related objectives set out as part of the larger Strategic Plan and detailed in Chapter 3 of this document.

Table 18: TDM-Related Objectives from the Strategic Plan

Objective Number	Description
1	Reduce drive alone market by investing in additional staff resources to promote transit, ridesharing, and other TDM strategies inside and outside of the OmniRide area
2	Strengthen relationships with Prince William County area businesses and private sector stakeholders
3	Increase ease of access to and supply of available commuter information
4	Expand efforts to promote and register vanpools
5	Proactively engage in the development and improvement of park-and-ride facilities
6	Identify applications that support the latest trends and technology in commuting through updating the Transportation Demand Management (TDM) Plan, (Phase III of the Strategic Plan)
7	Collaborate with local jurisdictions on the investigation and implementation of new mobility solutions such as bikesharing and carsharing
8	Ensure the goals and objectives for OmniRide's TDM program are consistent with DRPT's data collection and performance measurement standards
9	Continuously measure and monitor the OmniRide TDM program's performance and benefits to provide empirical evidence of the program's community impact and estimated return on investment (ROI)
10	Using data gathered in the performance measurement process, develop a program narrative that can be shared with key stakeholders and the general public

Table 19 shows the performance measures that may be used to quantify the impact of OmniRide's TDM program and the services there within, as well as specifying which TDM-related objective each performance measure targets. DRPT's data collection and performance measurement standards are used as guidance for measuring TDM services and programs; therefore, it can be assumed that all performance measures will meet Objective #8 and be consistent with these standards. It also should be noted that additional performance measures may be appropriate and may change as deemed necessary. Moreover, some performance measures will only be used in the future after relevant services are implemented.

Table 19: TDM Performance Measures

Type of Metric	Method/Measure	Objectives Targeted									
		1	2	3	4	5	6	7	8	9	10
Output-Based	Commuters requesting ridematching	X		X					X		
	Commuters matched to a ride	X							X		
	Total riders in program-supported vanpools				X				X		
	Total riders in flexible vanpool program				X		X	X	X		
	Total riders in flexible commuter lot shuttle program					X	X	X	X		
	Unique OmniRide website visitors	X		X					X		X
	Mobile application downloads	X		X			X		X		
	Tickets purchased with mobile application	X					X		X		
	Community events attended	X							X		X
	Commuters registering for challenges (Bike to Work, Try Transit, etc.)	X							X		X
	Commuters in program area who are targeted with messaging	X		X					X		X
	Total social media impressions (likes, shares, clicks etc.)	X		X					X		X
	Total weekday OmniRide boardings	X							X		
	Total weekday OmniRide express commuter boardings	X							X		
	Total weekday OmniRide local boardings	X							X		
	Total weekday vehicles parked in Park-and-Ride facilities	X				X			X		
	Total participants in Wheels to Wellness program	X							X		
	Total rides provided by Wheels to Wellness program	X							X		
	Total businesses contacted by OmniRide Employer Services	X	X	X					X		
	Total businesses participating in OmniRide Employer Services		X	X					X		
	Total employees at worksites with low/moderate level of commute support services (commute information, flextime, preferential parking, etc.)		X						X		
	Total employees at worksites with high level of commute support services (financial incentives, parking charges, shuttles to transit, etc.)		X						X		
	Total mobility council meetings/events		X					X	X		X
	Total participants in mobility councils		X					X	X		X
	Number of casual carpool promotional messages and events	X							X		X
Outcome-Based	Vehicle trips reduced								X	X	X
	Vehicle miles of travel (VMT) reduced								X	X	X
	Hours of peak period travel delay reduced								X	X	X
	Gallons of gasoline saved								X	X	X
	Lane miles of roadway not needed to be built								X	X	X
	Reductions in nitrogen oxides (NOx)								X	X	X
	Reductions in volatile organic compounds (VOC)								X	X	X
	Reductions in carbon dioxide (CO2)								X	X	X

*Bolded performance measures would only be used in the future, after the implementation of the relevant program.

TDM Program Evaluation

When looking at the monitoring and evaluation process, it is important to distinguish between the individual TDM services and strategies offered by OmniRide and the overall TDM program itself. The proposed process for monitoring and evaluating OmniRide's overall TDM program is a more holistic look at how the Prince William County area can move away from single-occupancy vehicle ridership and provide a broader range of transportation choices. Figure 19 below illustrates the cyclical nature of that process that will enable OmniRide to continuously improve its TDM program and ensure the success of its individual services and programs.

Figure 19: TDM Program Continuous-Improvement Process



The continuous-improvement process generally follows this order, repeating itself in a cyclical nature through each iteration of the TDM program:

1. **Identify Services and Strategies** – All existing services and programs that make up OmniRide's TDM program should be identified, as well as any future expansions or additions. Chapter 2 of this document details existing TDM services and staffing, while Chapter 5 discusses service changes and the program expansion plan.
2. **Define Performance Measures** – Each TDM service or program should be collecting useful data to monitor its implementation and success, and it is important clearly define who is responsible for collecting such data when considering performance measures. Table 19 in this chapter lists potential performance measures that can quantify the ways in which services and programs are meeting the TDM-related objectives of the Strategic Plan shown in Table 18.

3. Implement Services and Strategies – Careful considerations should be made to ensure that DRPT’s data collection and performance measurement standards are followed throughout the implementation of individual services and programs.
4. Monitor Performance – As the services are implemented, they should be continually assessed for performance. The performance monitoring process will have its own individualized structure that follows a modified social marketing model to address social behavioral changes that must be made to reduce dependency on single-occupancy vehicles. Figure 20 and the section below detail that process.
5. Identify Successes and Opportunities for Improvement – TDM program successes must be conveyed to the public in a clear and quantifiable manner to encourage its continued growth. This can include illustrating the output-based measures, as well as converting those measures into outcome-based information. Additionally, collected data should help identify opportunities for improvement to focus future efforts.

Monitoring Performance

The Federal Highway Administration (FHWA) has in the past provided grants to entities to create calculators for agencies to quantify the return on investment (ROI) for the services they provide through their TDM programs. One such partnership with Mobility Lab, a program of Arlington County, Virginia’s Commuter Services Bureau, produced *The Transportation Demand Management Return on Investment Calculator*⁸ and a helpful user manual to guide agencies through its implementation. In the current iteration of its TDM program, OmniRide is not ready to completely transform its performance monitoring process in a way that can rely solely on ROI calculators. It can, however, use the ROI tools available to establish the base conditions of its existing TDM program and begin to use the performance monitoring continuum in Figure 20 to guide its program toward these ROI calculators in a way that will sustain social behavioral change.

Figure 20: Performance Monitoring Continuum



Source: FHWA – *The Transportation Demand Management Return on Investment Calculator User Manual*

⁸ <https://mobilitylab.org/calculators/>

Step 2 of the TDM Program Continuous-Improvement Process defines the performance measures that may be used to quantify the implementation and success of services and programs, and Table 19 lists the many possible measures. Most of these measures focus on how many people are using a service or are being directly impacted by a message or program. However, not every service or program is at the same stage of implementation and may not be prepared for the collection of certain information. Participation measures are important and essential, but they are not the only measures available to track performance.

The process below is based on guidance found in the aforementioned FHWA ROI calculator user manual, and it details a suggested order for defining and implementing performance measures in a way that will most effectively influence social behavioral change. The first five steps of this process—awareness, attitudes, participation, satisfaction, and mode utilization—should be the primary focus of performance measures for OmniRide, as they are the steps that must first be taken to change behaviors. In general, OmniRide currently has information from previous surveys, or outreach conducted during the strategic plan through step three of this process.

1. Awareness – measures that assess commuters’ knowledge of TDM services and alternatives to driving alone as well as their availability
Examples – percentage of commuters aware of ridematching; percentage of commuters who have seen or heard an OmniRide advertisement
2. Attitudes – measures that assess commuters’ willingness to consider TDM services and alternatives to driving alone
Examples – percentage of commuters willing to use a vanpool; percentage of commuters who believe having access to different mobility choices is important to quality of life
3. Participation – measures that assess how many and which types of people are using TDM services
Examples – total participants in Wheels to Wellness program; commuters requesting ridematching
4. Satisfaction – measures that assess commuters’ satisfaction with TDM services and programs and how they are delivered
Examples – percentage of riders who are satisfied with the usefulness of vanpool programs; percentage of commuters who are likely to recommend using park-and-ride facilities
5. Mode Utilization – measures that assess the use of alternative mobility choices encouraged by TDM services and programs
Examples – percentage of users who decrease their time driving alone

The sixth step in this process – mode change influence – seeks to measure how the TDM program is influencing commuters’ choice, recognizing that there may be factors outside of TDM services and programs that affect people’s mobility decisions.

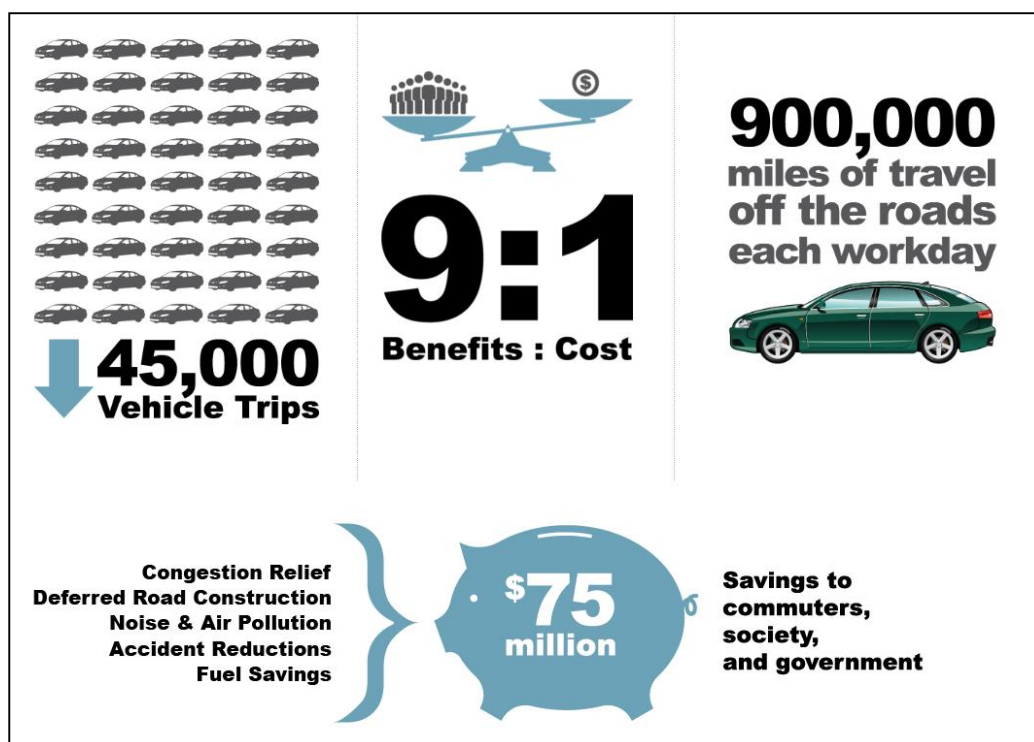
6. Mode Change Influence – measures that assess how TDM services and programs affect commuters’ mobility decisions
Examples – percentage of commuters who said TDM advertising influenced them to try a mode of transportation other than driving alone; percentage of commuters who are likely to drive alone if the ridematching program is not available

Finally, the impacts of TDM services and programs as well as the overall TDM program should be measured. These should be measures that are uniform and can be used to measure the impact of any TDM service.

7. Impacts – measures that assess contributions to local, regional, or state-wide mobility and environmental goals and objectives
Examples – vehicle trips reduced, vehicle miles of travel reduced, emissions reduced

Some of these performance measures, particularly outcome-based measures shown in Figure 21 and those related to vehicle trip reductions, can use assumptions for certain services but should always use local data when available. Any previous survey data conducted for OmniRide should supplement performance measures when at all possible.

Figure 21: Example Infographic from Arlington County Demonstrating Program Impacts



As part of the efforts to finalize OmniRide's Strategic Plan by completing the Transit Strategic Plan Requirements, consultant staff will assist OmniRide in using the ROI calculator to understand the current impact of OmniRide services, as well as understand the potential impact of the proposed transit and TDM recommendations.

Updating the TDM Plan

The continued growth in the Northern Virginia region requires Prince William County to prepare for significant changes in coming years. This TDMP identifies goals, objectives, and strategies that will guide services and programs through the six-year horizon it covers to prepare for the changes that come with growth.

OmniRide is committed to the successful implementation of this TDMP and will periodically monitor and evaluate its progress, a continual process that ensures it is a living document. A full TDMP will be completed every six (6) years per DRPT requirements with minor updates completed as needed in the years between.

Progress towards achieving the recommendations in this document and the overall Strategic Plan must be tracked thoroughly. Updates on the Strategic Plan progress and ongoing initiatives are made at every PRTC Commission meeting by OmniRide staff.

As part of OmniRide's continual evaluation, monitoring, and improvement efforts, TDM program staff will actively remain abreast of industry trends and developing services and technologies. This will be done through engagement with industry groups such as the Association for Commuter Transportation, the Shared-Use Mobility Center, and Center for Urban Transportation Research. OmniRide TDM staff will apply the evaluation and ROI tools



used to monitor existing services as well stakeholder engagement to determine which opportunities for new service concepts to pursue and how best to implement new services.

This document not only details the existing programs and services offered by PRTC but describes a multitude of expanded and additional services to be implemented. This plan shows needs beyond the level of funding that currently exists, and this plan must be adapted to the final level of funding that becomes available.



Transit Strategic Plan and Transportation Demand Management Plan Public Participation Presentation

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.”

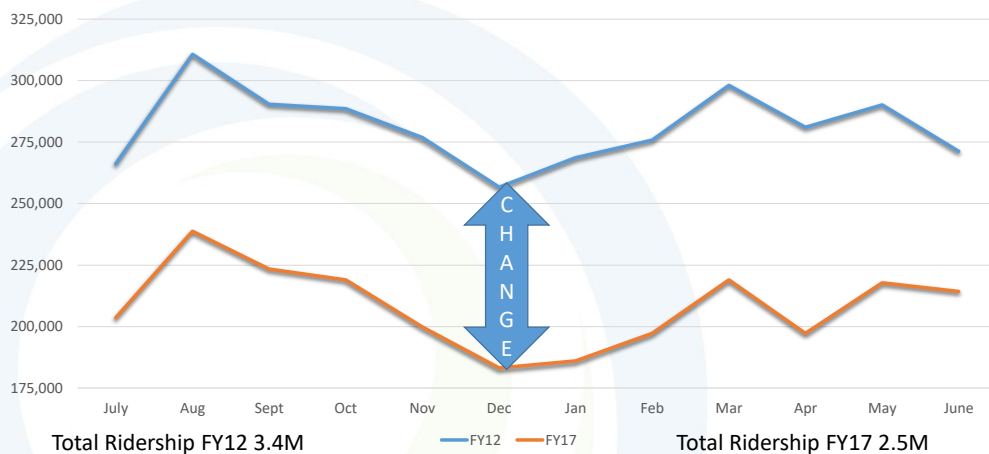


OMNIRIDE
GET THERE SMARTER

Signaling Change



Total Weekday Ridership FY12 vs FY17



Strategic Planning Timeline



May 2016 – Phase I, Potential Funding Alternatives, begins (completed in November)

August 2016 – Strategic Plan Steering Committee formed

December 2016 - Strategic Visioning Retreat

December 2017 - Phase II, Strategic Recommendations, completed

TSP and TDMP



Meet DRPT requirements

Align with Strategic Recommendations

Align with jurisdictional goals

Align with state and regional plans and efforts

Fiscally constrained

Responsive to known trends and conditions

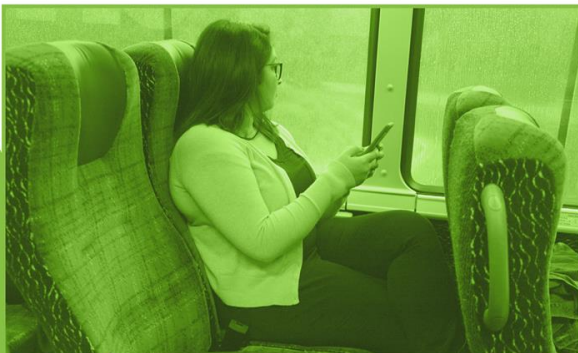
Reasonable and achievable

Updated annually

Transportation Demand Management Plan



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



TDM Plan



Previous plan
completed in 2010

Required by DRPT

Along with the Transit
Strategic Plan the final
phase of the OmniRide
Strategic Plan

Six year planning
horizon

Informed by Strategic
Recommendations

Plan Structure



Program Overview

Existing Services

Goals and Objectives

Operations Review

Service Plan

Financial Plan

Monitoring and Evaluation

Strategic Recommendations - TDM



- Reduce drive alone market by investing in staff resources to promote TDM strategies.
- Strengthen relationships with Prince William area businesses and private sector stakeholders.
- Increase ease of access to commuter information.
- Expand efforts to promote and register vanpools.
- Proactively engage in the development of park-and-ride facilities.
- Identify resources that support the latest trends in commuting through updating the TDM plan.

Goals



- Build strategic partnerships
- Increase awareness of TDM services
- Expand use of alternative travel
- Expand travel options for underserved populations
- Support local economic vitality
- Continue to engage the community and expand customer outreach

Objectives



- Strengthen relationships with private-sector stakeholders.
- Increase access to commuter information.
- Expand efforts to promote and register vanpools.
- Engage in the development of park-and-ride facilities.
- Collaborate with local jurisdictions on new mobility solutions.

Objectives



- Identify adaptations that support the latest trends and technology in commuting.
- Continuously measure and monitor performance and benefits.
- Develop a program narrative that can be shared with key stakeholders and the general public.
- Ensure the goals and objectives are consistent with DRPT's performance measurement standards.
- Invest in additional staff resources.

Increasing Awareness



Develop a narrative of program benefits

Launch targeted social media campaigns

Increase Spanish language outreach

Encourage Slugging on the I-66 Corridor

Building Partnerships



Expand outreach to community events

Establish Mobility Councils with private and public stakeholders

Establish an employer's partners program

Leveraging Technology



Modernize and update website

Develop Real-Time Information application

Develop Mobile Ticketing application

Develop Mobility as a Service Platform

Flexible commuter lot shuttle

Wheels to Wellness program enhancements

Establish Flexible Vanpool Program

Performance Measurement



Ridematching

- Commuter information requests
- Commuters placed in alternate mode

Vanpool

- Total vanpool riders
- Total supported vanpools

Outreach

- Number of community events attended
- Unique website visitors

Employer Services

- Businesses contacted by OmniRide Employer Services
- Businesses participating in OmniRide employer programs

Mobility Councils

- Number of council events
- Number of council participants

Program Outcomes

- Vehicle trips and vehicle miles travelled reduced
- Peak period travel delay reduced

Transit Strategic Plan

Key Theme: Recapture market share through improvements to service quality, public-private partnerships, and a performance-driven approach.



TSP

Previous plan
completed in 2012

Required by DRPT

Along with the TDM
Plan the final phase
of the OmniRide
Strategic Plan

Ten year planning
horizon

Informed by
Strategic
Recommendations



Plan Structure



System Overview and Strategic Vision

System Performance and Operations Analysis

Planned Improvements and Modifications

Implementation Plan

Financial Plan

Strategic Recommendations - Transit



Implement service improvements to a level of quality that will attract more riders.

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

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

Develop and apply standards and performance measures through a Transit Strategic Plan (TSP).

Implement policies requiring activity centers and transit-supportive land uses to be connected by PRTC services.

Goals

Improve the customers' mobility experiences.

Provide an equitable, safe, secure, and integrated transportation system that accommodates the diverse needs of the region.

Improve coordination between transportation, land use, and economic development activities.

Strategically maximize investment in efficient and effective services.

Promote and implement practices to improve the regional quality of life

Objectives

Implement service improvements to a level of quality that will attract more riders.

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

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

Develop and apply standards and performance measures through a Transit Strategic Plan (TSP).

Implement policies requiring activity centers and transit-supportive land uses to be connected by PRTC services.

Objectives



- Focus OmniRide Express service investment to maximize ridership by providing efficient and reliable peak period, peak direction, point-to-point routes.
- Achieve the highest practical level of safety and security for passengers, employees, and system assets.
- Investigate new service models that allow for the development of easily scalable demand-based services.
- Support local and regional efforts to explore new modes of high-capacity transit.
- Focus OmniRide Local service investment to maximize coverage of reliable service to areas with a demonstrated need.
- Expand local transit options by leveraging partnerships with new or emerging service models while maintaining equity of service.

Short Term: Present - 2022



Revise Eastern Local Routes

- Four existing local routes converted into seven routes that serve more localized areas
- Revised network would allow service to be better tailored to demand
- Operate fixed routes and underlying paratransit

Other recommendations achieved in recent service changes

- Western local service restructuring
- I-66 Commuter Choice services
- I-395/95 Commuter Choice services

Mid Term: 2023 - 2026



Neabsco
Mills Garage

- East-West Express and Prince William Metro Express revised to serve Neabsco Mills transit hub
- New Commuter Express routes to St. Elizabeth's and Eisenhower Avenue

I-66 Express
Lanes

- Manassas Metro Express and Commuter Express revised to serve Balls Ford Commuter Lot
- Linton Hall Metro Direct increased frequency
- New Commuter Express route – Gainesville/Near East (NoMA)
- All-day, bi-directional service on Manassas Metro Express

I-95/395

- New Commuter Express routes – Dale City and Lake Ridge to Near East (NoMA)

Long Term: 2027 - 2029



New route

- OmniRide Local - Old Town Manassas/Innovation

Performance Measurement



Ridership

- Total ridership
- Riders per hour/mile/trip

Cost Efficiency

- Farebox recovery
- Cost per hour/mile/trip

Safety

- Miles between service interruptions
- Preventable accidents/injuries

System Coverage

- Local – jobs within ¼ mile of route
- Express – activity centers served

Service Quality

- On-time performance
- Customer complaints

Service Availability

- Population within ¼ mile of Local stop
- High-need population within ¼ mile of Local stop



Thank you!

Joe Stainsby
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703-580-6169

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703-580-6162

OmniRide.com

From: [Perrin Palistrant](#)
To: [Mark Scheufler](#); [Christine Rodrigo](#); [Franklin, Margaret](#)
Cc: [psebesky@manassasva.gov](#); [abailey@pwcgov.org](#); [Jeanette Rishell](#); [vsangry@pwcgov.org](#); [Vega, Yesli](#); [Boddye, Kenny](#); [Lawson, Jeanine M.](#); [d.shuemaker@manassasparkva.gov](#); [DellCarter@house.virginia.gov](#); [district39@senate.virginia.gov](#); [jennifer.debruhl@drpt.virginia.gov](#); [Horsley, Todd \(DRPT\)](#); [steve.pittard@drpt.virginia.gov](#); [jennifer.mitchell@drpt.virginia.gov](#); [DeIDRoem@house.virginia.gov](#); [deleguzman@house.virginia.gov](#); [Joe Stainsby](#); [Bob Schneider](#)
Subject: RE: Transportation Demand Management Plan and Transit Strategic Plan public comments
Date: Wednesday, October 21, 2020 8:20:34 AM
Attachments: [image002.png](#)

Good afternoon Mark,

Thank you very much for your comments regarding the Draft Strategic Plan. As Christine mentioned, your comments will be part of the public comment process.

I have attached the link to our website that provides the various links to the full plan, both the Transit Demand Management Plan as well as the Transit Strategic Plan. It also includes the presentation that we had prepared for the public hearings. The full draft reports are included in this link. <http://omniride.com/news/public-hearings/proposed-transportation-demand-management-plan-tdmp-and-transit-strategic-plan-tsp/>

Regarding your comments and suggestions, the intention of the TSP is to be a guide as to where we go in the future as a transit provider. There are a number of unmet needs that we have and many of the recommended transit improvements meet the following goals:

- 1) Cost neutrality
- 2) Utilizing funding from various grant opportunities (i.e. Commuter Choice, I-66 Outside the Beltway)
- 3) Addressing Customer Comments for services to areas not currently served by either commuter or local bus (i.e service to NoMA and Eisenhower Ave.)
- 4) Restructuring of local services to better match densities on both sides of the County
- 5) Improved connectivity to the regional transit network
- 6) Supporting new commuter infrastructure

Your points are appreciated, and as the TSP will help us to follow as we enhance services, there are always opportunities to evolve and look at other options depending on what types of development or funding opportunities exist. As we've seen, the COVID-19 pandemic completely changed the scope of how people commute to work or do any type of travel in less than a year. This document will continue to be relevant and allow us to continue to evolve and restructure as we adapt to brand new travel patterns that did not exist pre-pandemic.

With our regional transit network, there are significant opportunities to coordinate services to enhance coexistence of VRE and OmniRide services, even in similar corridors, focusing on new developments brought on by Phase II of the Silver Line to the Dulles Corridor and potential for connectivity into Loudoun or western Fairfax County and focusing on the redevelopment of areas along the Route 1 corridor, supporting the future Neabsco Commuter garage, even in the potential of providing transit in different ways (Flexible transportation, new vanpool or rideshare

opportunities along corridors other than along I-66 and I-95 that may not support traditional transit initially, for example).

We have exciting times ahead of us and having the TSP in place allows us to have a starting point. It's not to be seen as the ending point, but gives us that ability to rethink, reshape and restructure appropriately and being good stewards of our public funding.

Thank you,

Perrin Palistrant

From: Mark Scheufler [mailto:scheufler@gmail.com]

Sent: Friday, October 16, 2020 1:56 PM

To: Christine Rodrigo <crodrigo@omniride.com>; Franklin, Margaret <mfranklin@pwcgov.org>

Cc: psebesky@manassasva.gov; abailey@pwcgov.org; Jeanette Rishell

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<bschneider@omniride.com>; Perrin Palistrant <ppalistrant@omniride.com>

Subject: Transportation Demand Management Plan and Transit Strategic Plan public comments

Please consider the following comments to the Proposed Transportation Demand Management Plan (TDMP) and Transit Strategic Plan (TSP):

1. It would be helpful if the full Transit Strategic Plan document was released to review as part of the public hearing (Only 3 pages of TSP provided)

2. Please consider evaluating Bus Rapid Transit along Route 1 between Dumfries and North Woodbridge in dedicated lanes in the TSP. In segments with 6 lanes, two lanes could be converted from General Purpose to Bus Lanes or BAT Lanes. The lanes could be opened to all vehicles if there are major incidents on I-95.

Justification: We need to provide more frequent/reliable transit options in Prince William County and integrate land use and transportation planning together, while reducing VMT to meet GHG reduction goals set by the MWCOG. Route 1 is a very

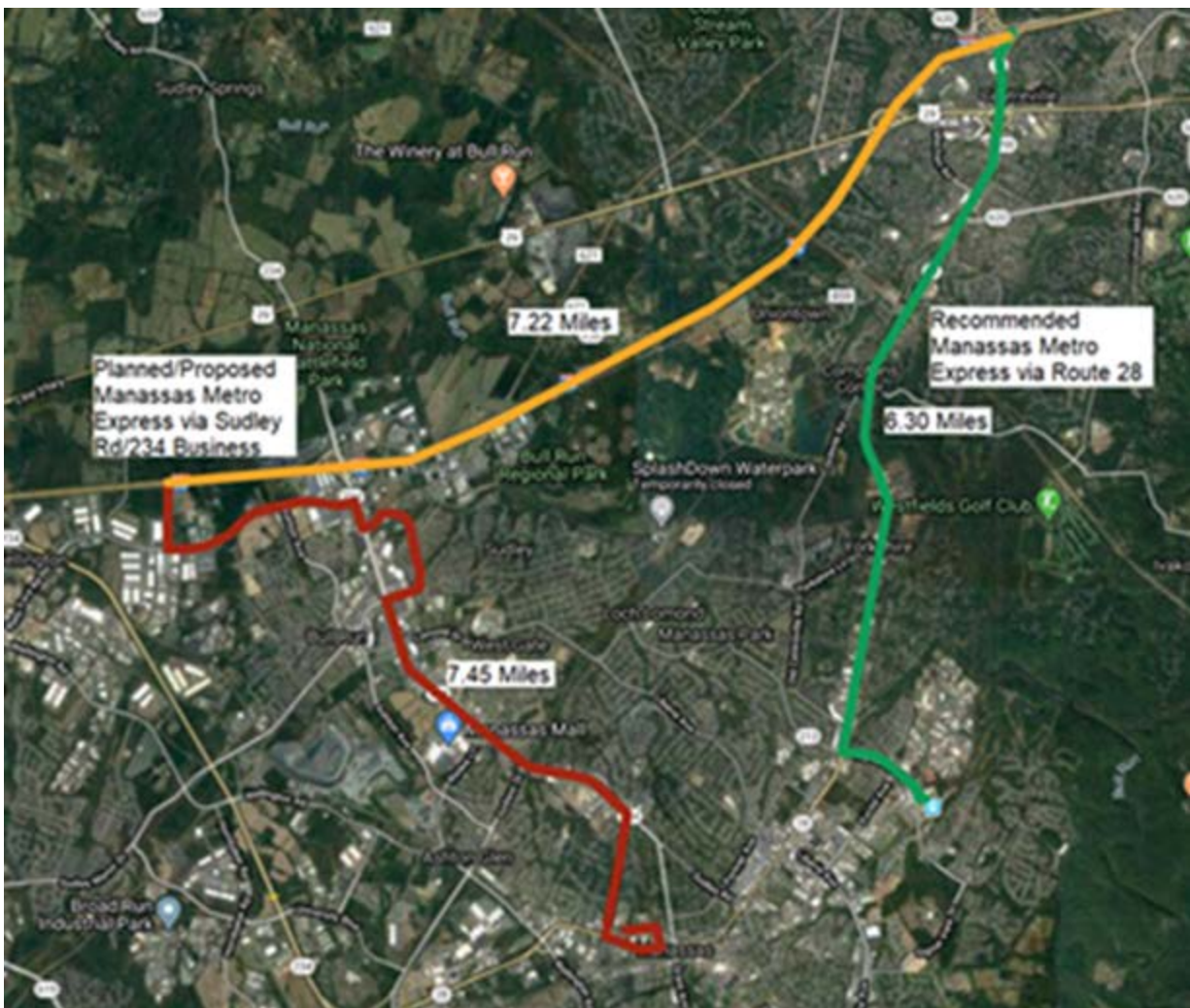
unpleasant experience for non-vehicle users.

3. Please consider rethinking service to Near East (NoMA) and Eisenhower Avenue/Alexandria in the TSP. Both of these areas are already served by the Virginia Railway Express.

Justification: PWC taxpayers should not pay double subsidies for bus and rail serving the same location and competing for riders. Getting through DC streets to the Union Station area is unreliable and is better accomplished by rail. Direct commuter service to St. Elizabeth's/Joint Base Anacostia-Bolling via I-395 express/I-695 is a more reliable route.

4. Please consider transitioning the "[Manassas Metro Express Service](#)" from 234 Business/Sudley Rd corridor to the Route 28 corridor to keep the service "fiscally" constrained in the TSP. It is recommended the transition occur on I-66 toll day one/Route 28 Centreville widening complete.

Justification: As currently planned/proposed, the "Manassas Metro Express Service" would travel 7.45 Miles from the PWC Courthouse "Hub" to the future Balls Ford Road P&R lot to access the I-66 Express Lanes. The bus would then need to travel 7.22 Miles to the I-66/Route 28 Interchange **(14.67 Miles)**. If the "Manassas Metro Express Service" was transitioned to start at the Manassas Park VRE "Hub" and use Manassas Dr and Route 28, it would only need to travel 6.3 Miles to access the I-66 Express Lanes. **(6.3 Miles)**. If the change were to be completed, I would recommend the Linton Hall Metro Express Service use the Balls Ford Road P&R lot to support the current Manassas Metro Express riders that may not find it convenient to get to the Manassas Park VRE station "Hub".



Below are additional reasons to implement this route.

1. Manassas Park is starting the process of adding over 500+ additional residential dwelling units next to the Manassas Park VRE station
2. Even before the additional units come online, Manassas Park has the highest residential density in the Greater Prince William County area. This will allow people to walk to the bus starting point next to the parking garage. (Getting people to walk to the transit/bus station is important)
3. Manassas Park VRE station is a good place to capture potential transit users funneling up from mid-county to commute on Route 28
4. A 600 space parking garage will be opening in 2022-2023 next to the Manassas Park VRE station.
5. Long Bridge will not be complete until 2027 or later, so VRE service will remain the same until the bottleneck is fixed, so parking will be available at the MP station.
6. Orchard Bridge near to the Bull Run, is a large residential node that is not served by transit.

7. Tysons is a central location along the Silver Line if users want to go to DC/Arlington or Reston/Herndon/Dulles.
8. This route could be funded through the I-66 OTB Transit Fund
9. If funded, the Centreville Rd Route 28 STARS project could also improve travel times for transit buses.
10. When the I-66 Improvements are complete Route 28 North of I-66 will provide less reliable travel times/more congestion, thus a route only on Route 28 will not provide a travel time savings to potential transit users.
11. The job centers on Route 28 north of I-66 and the Dulles Corridor are spread out and have ample free parking available, so the cost/benefit of using transit decreases when travel times are longer using transit.
12. It is recommended the Balls Ford Rd P&R and University Blvd P&R serve the Reston/Herndon/Chantilly area based on the travel time savings gained by using the I-66 Express Lanes between Route 234 and Route 28.
13. The PWC Yorkshire Small Area could identify opportunities for dedicated bus transit lanes in the Route 28 corridor. (**See Attachment**)

5. With Waymo starting limited Level 4 service this year, Please consider a pilot program to deploy **Omniride branded autonomous transit vehicles** (Waymo, Telsa Model Y) as part of the TSP. It would be possible to provide fixed route Level 4 autonomous transit service between the Balls Ford Road P&R and the Vienna Metro Station by late 2022 via the I-66 express lanes. (**See Attachment**)

Justification: The main benefit is it can provide all day service cost effectively because it can be scaled to the demand. This would help workers with an irregular work schedule and would help develop slugging in the corridor by providing a backup option if needed. The service could be free of charge with a subsidy from the toll lane transit payment. Also, the P&R lot is in the zip code (20109) with the lowest per capita income in NOVA. I think this would help Omniride/Prince William County become a market leader in this type of service that could be scaled across the county. For a late 2022 start, planning needs to start soon.

Thanks,
Mark Scheufler
PWC Resident

Route 28 Corridor Recommendation (Revitalize Yorkshire)



Recommendation: Develop a new four-lane multimodal street one block west of the existing Route 28 that will provide additional roadway and dedicated bus transit lane capacity.

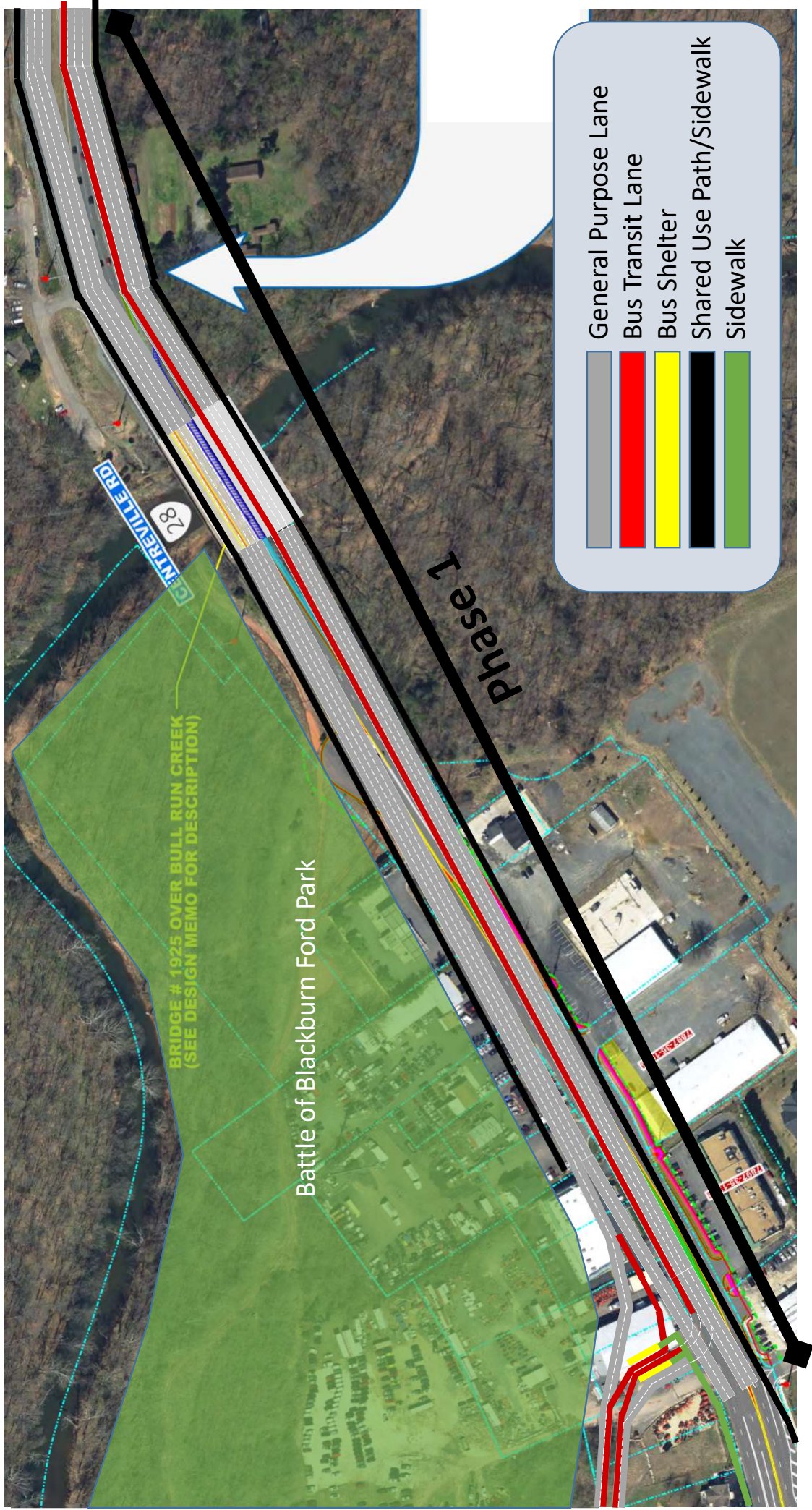
Justification: A new four-lane multimodal street will provide long term economic development opportunities, additional roadway capacity while having limited impacts on existing businesses adjacent to Route 28. This alignment will allow Yorkshire to develop as an activity center as guided through the Yorkshire Small Area and can be done in conjunction with the Route 28 STARS improvement recommendations. It also aligns with the Route 28 High Capacity Transit element in the NVTa Transaction Plan.

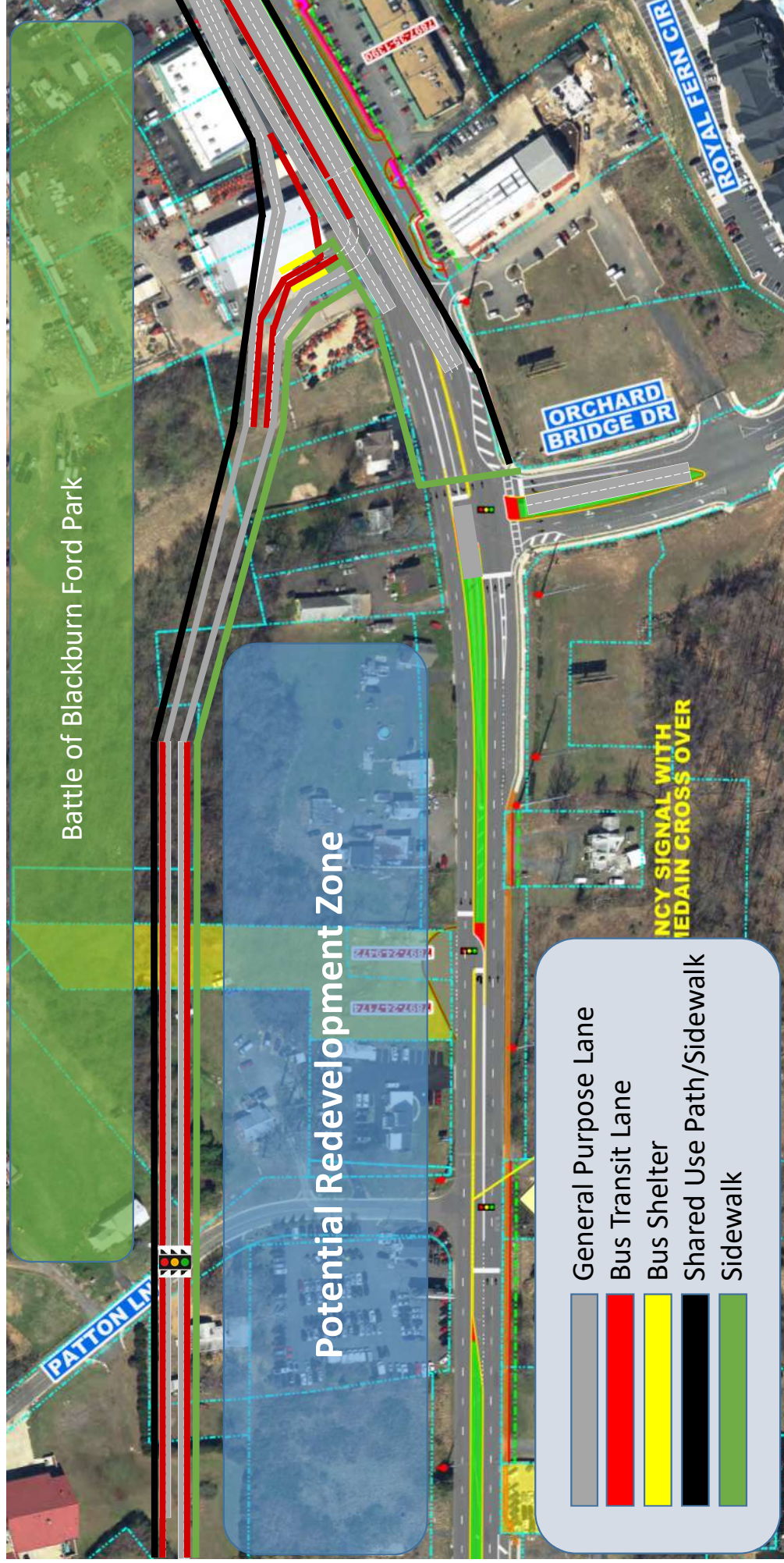
Phase 1: Orchard Bridge Dr. to Compton Rd (New Bull Run Bridge)

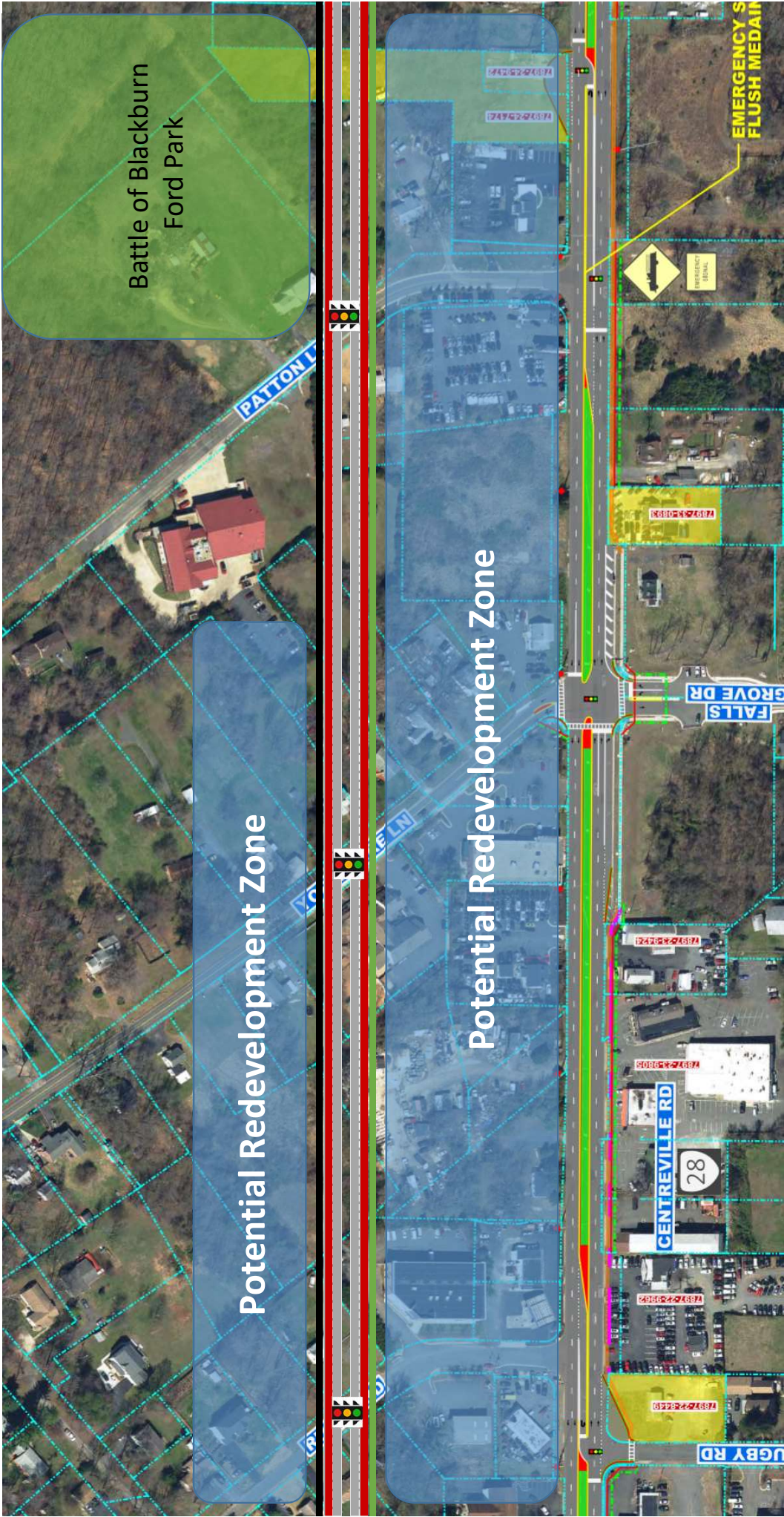
Phase 2: Manassas Dr. to Orchard Bridge Dr. (New Four Lane Alignment)

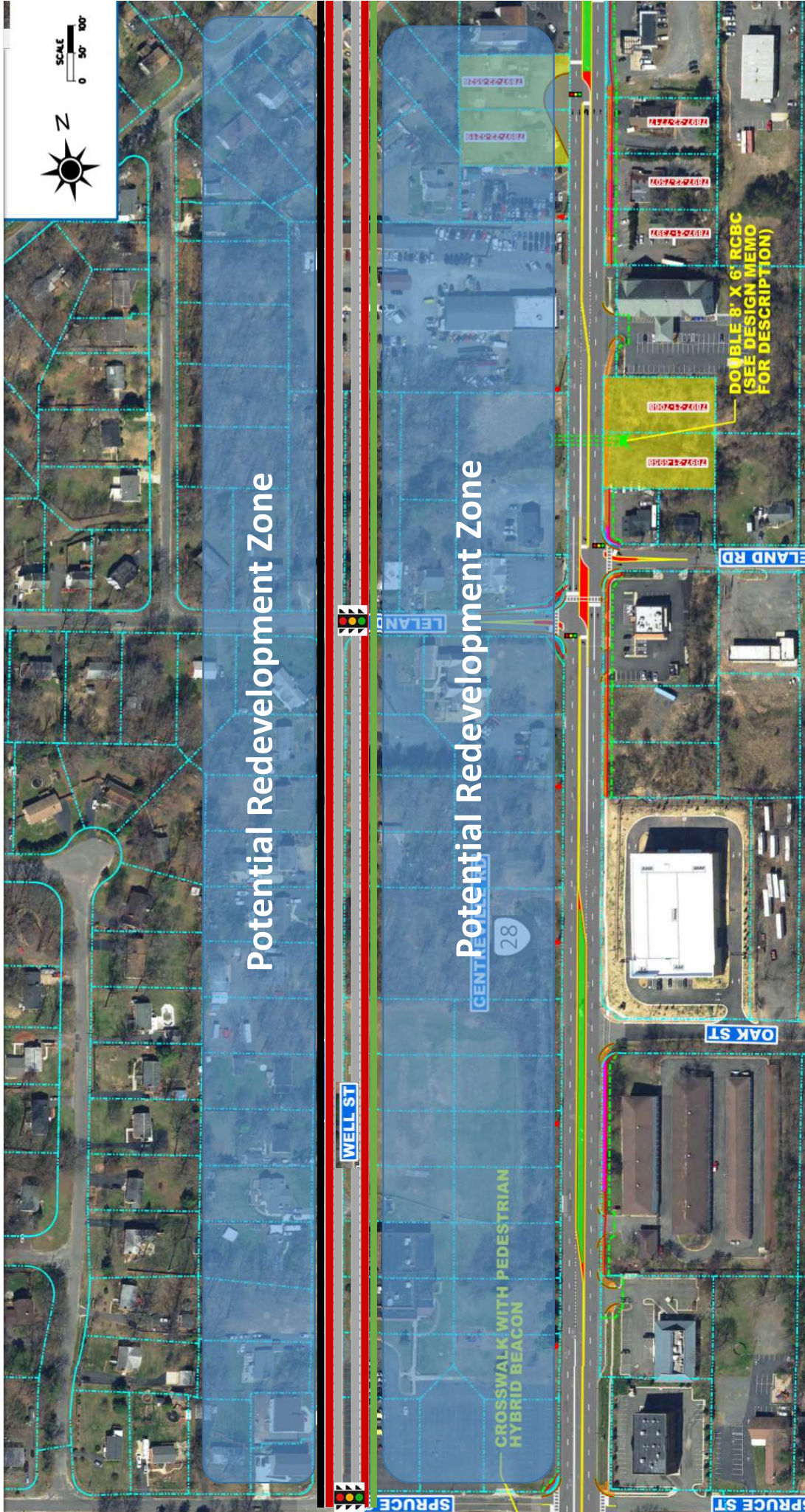
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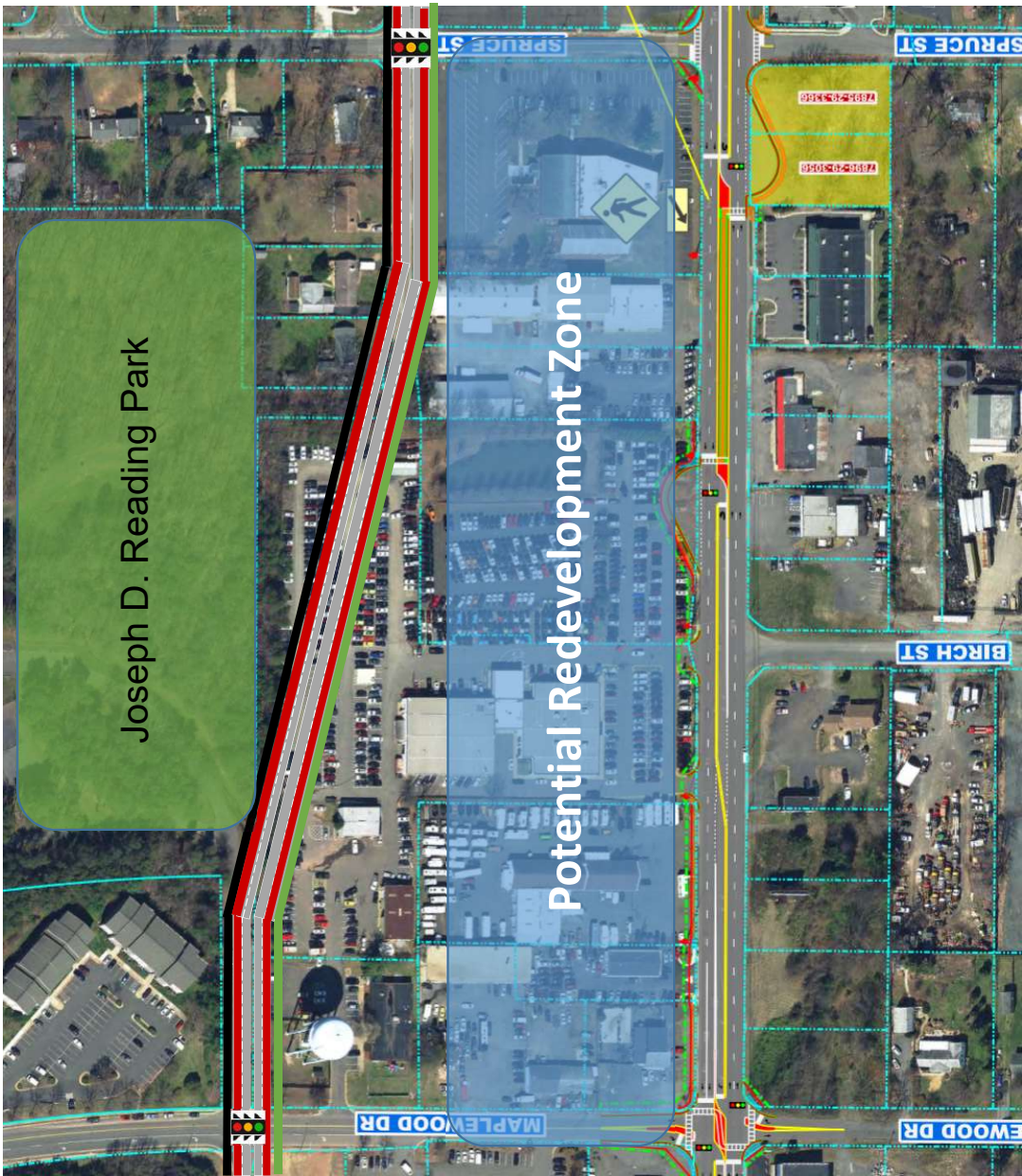
Phase 1

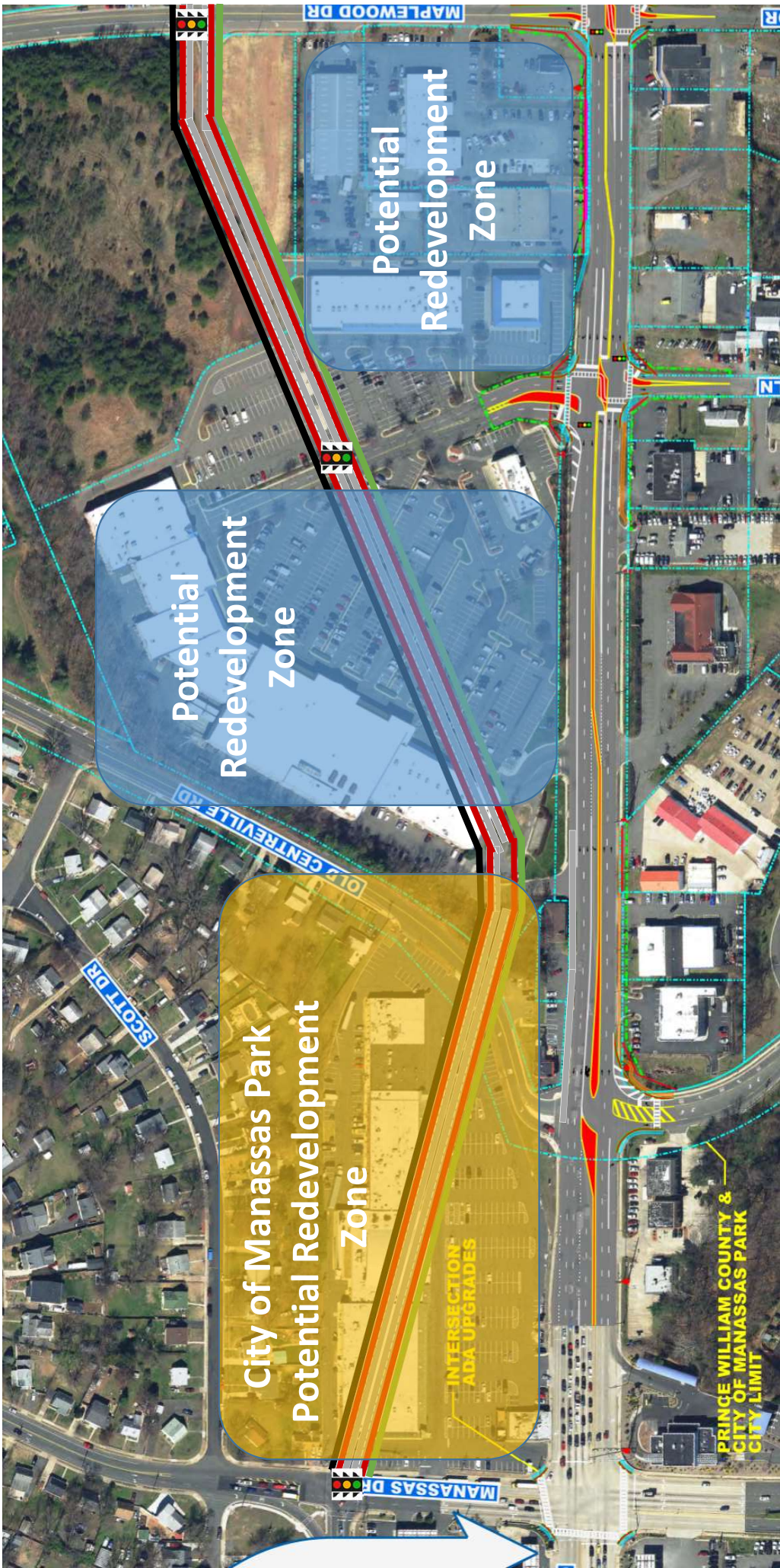








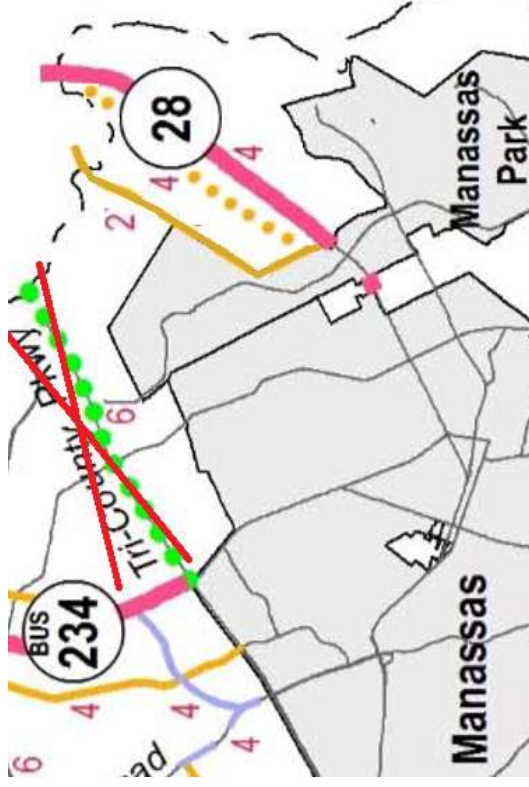




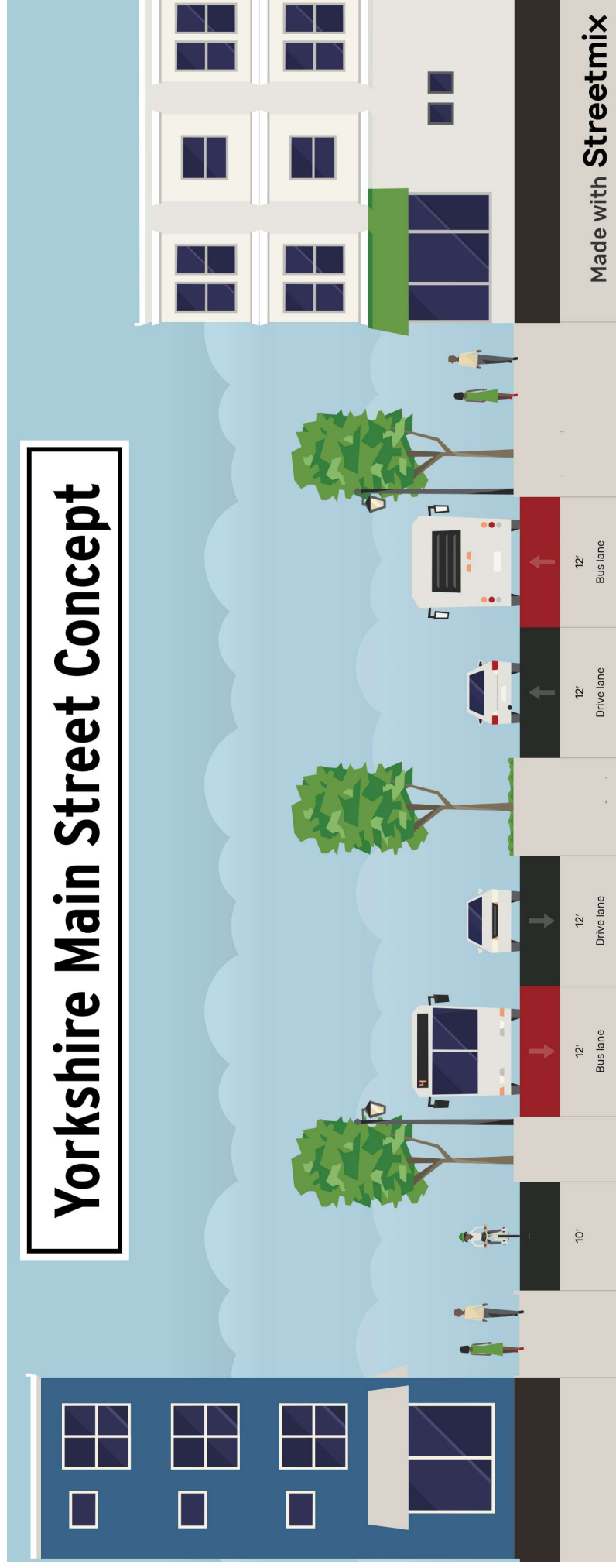
Recommended Comprehensive Plan Update

- a. Remove the Tri-County Parkway
- b. Reduce Old Centreville Rd from 4 to 2 lanes
- c. Add a new four-lane street one block west of existing corridor (2 General Purpose Lanes, 2 Bus Transit Lanes)

Justification: It is unlikely the Tri-County Parkway Alignment will be constructed in the next 30 years if ever. The expansion of Old Centreville Road would have significant residential ROW impacts with limited economic development opportunities. A new four lane street one block west of the existing Route 28 corridor provides economic development opportunities, additional roadway capacity and limited impacts on existing businesses adjacent to Route 28



Yorkshire Main Street Concept



- "Bus lane" would be signed for exclusive use by buses, HOV, right-turning vehicles, and bicyclists
- Sidewalk width will depend on adjacent development

Created by Mark Scheufler
scheufler@gmail.com

Autonomous Electric Transit Vehicle Service using the future I-66 Express Lanes



Need

- A low cost all day transit service between Prince William County and the Washington DC Metrorail System along the I-66 corridor.



Current Situation

- Fairfax Connector and OmniRide currently provide downtown express and metro feeder transit bus service along the I-66 corridor west of the Vienna Metro Station from there governing jurisdictions during peak commuting time
- Limited off peak service is offered due to separate services, low farebox recovery, limited parking facilities, low density land use and travel time reliability.

Opportunity

- Virginia is overseeing the addition of two managed toll lanes in each direction plus 3,000+ P&R spaces along I-66 between I-495 and Gainesville that will open in 2022.
- The concessionaire will provide two escalating transit payments per year starting in 2023 plus \$79M prior to the start of tolling.



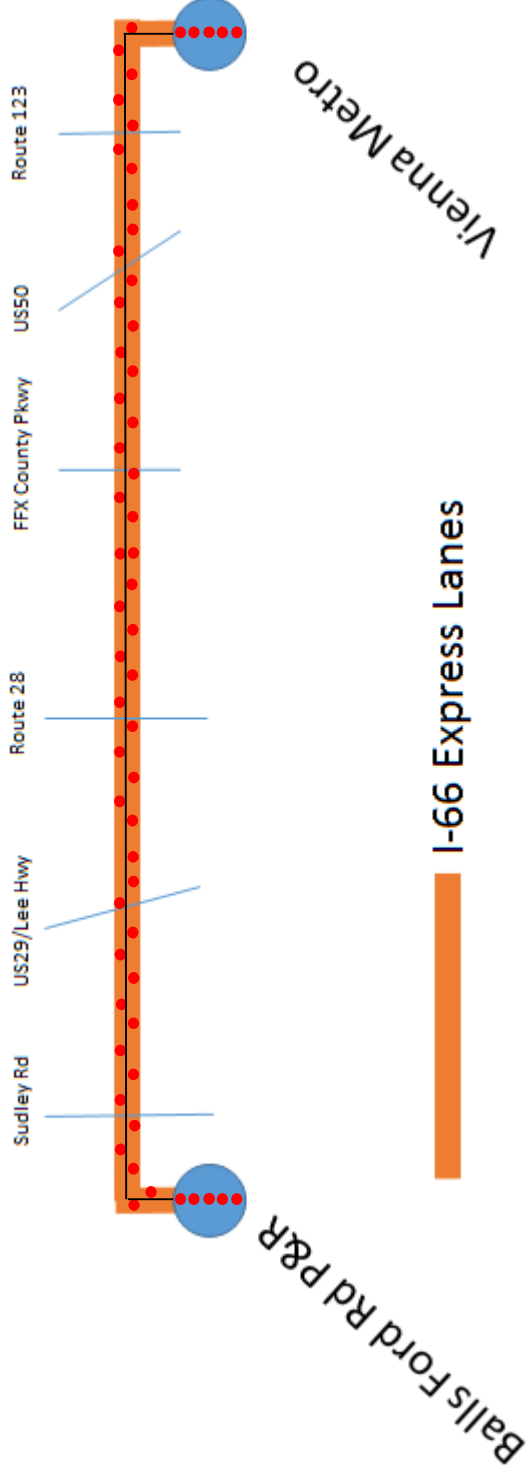
Future Balls Ford Road P&R Lot – Source: Transform 66



Vienna Metro Station – Source: Transform 66

Innovative Transportation Product

Autonomous electric vehicles connecting the future Balls Ford Road Park and Ride in Manassas with the Vienna Orange Line Metro station via the I-66 Express Lanes.



Project Recommendations

Peak Service: One car per minute (4 Passengers) – 240+ people per hour

Off-Peak Service: On-Demand (1-4 Passengers per car)

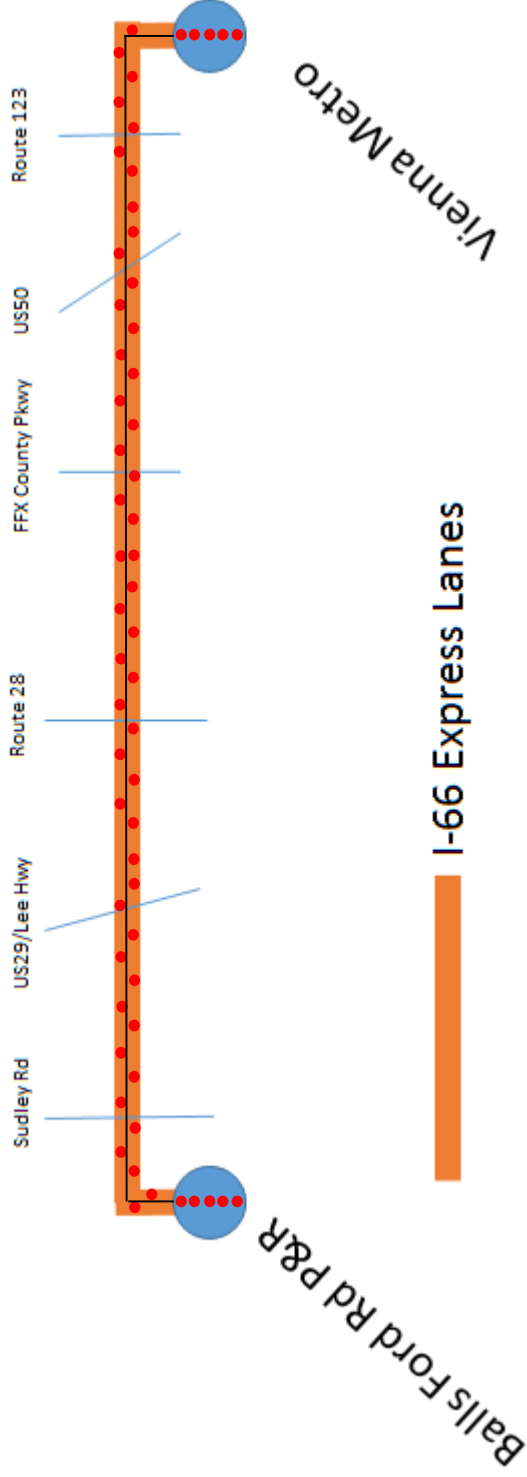
Fare: None (with reservation via phone application)

Pickup: Five cars waiting at each location during operating hours

Number of Cars needed to run service: 60 cars (50 + 10 spares)

Zero Occupancy Vehicles: Possible in non-peak direction

Service Cost: Based on Competitive Procurement



Public-Private Partnership (P3)

Private Responsibility

- Autonomous Bus Technology (Ex. Tesla FSD, Waymo)
- 60 Autonomous Electric Cars (Capacity - 4), 70 mph (Ex. Tesla Model 3)
- Operations/Maintenance of Cars
- Electrical Power and Power Stations
- Insurance Liability

Public Responsibility

- Funding (Toll Revenue)
- Oversight (DRPT, PRTC and NVTC)
- Marketing/Customer Service (NVTC/PRTC)
- Access to Maintenance/Storage at PRTC Western Facility
- Space at Balls Ford Rd P&R and Vienna Bus Bay



Benefits

Fosters public/private sector collaboration

- Leverages private sector autonomous technology knowledge

Develops creative new transportation modalities

- Provides an additional transportation option along the I-66 corridor
- Concept can be implemented across the country

Encourages multimodal solutions

- Induces additional mass transit usage

Enhances quality of life through access to jobs, medical care, housing, and recreation

- Provides access to the jobs and services network adjacent to the Washington DC Metro rail stations

Expands opportunities for disadvantaged populations

- Balls Ford Road P&R Lot is in Zip Code 20109 (Manassas) which has the lowest per capita income in Northern Virginia
- All day service provides transit during off-peak hours to support irregular work schedule

Environmental Sustainability

Service Cost Estimate

Capital Cost: \$50,000 per car x 60 cars = \$3,000,000

Operational Cost:

Operational Cost Per Mile		Operational Cost per Year		Subsidy per rider		Assumptions	
\$	0.10	\$	437,500.00	\$	0.86	Roundtrips per vehcile per day - Weekday	10
\$	0.15	\$	656,250.00	\$	1.29	Roundtrips per vehicle per day - Weekend/Holiday	5
\$	0.20	\$	875,000.00	\$	1.72	Riders per Roundtrip - Weekday	3.5
\$	0.25	\$	1,093,750.00	\$	2.15	Riders per Roundtrip - Weekend/Holiday	2.5
\$	0.30	\$	1,312,500.00	\$	2.58	Roundtrip Distance (Miles)	35
\$	0.35	\$	1,531,250.00	\$	3.01	Vehicles	50
\$	0.40	\$	1,750,000.00	\$	3.44	Days per year - Weekday	250
\$	0.45	\$	1,968,750.00	\$	3.87	Days per year - Weekend/Holiday	115
\$	0.50	\$	2,187,500.00	\$	4.29	Riders per year - Weekday	437500
\$	0.55	\$	2,406,250.00	\$	4.72	Riders per year - Weekend	71875
\$	0.60	\$	2,625,000.00	\$	5.15	Riders per year	509375
\$	0.65	\$	2,843,750.00	\$	5.58		
\$	0.70	\$	3,062,500.00	\$	6.01		