

MOTION:

SECOND:

**RE: APPROVAL OF THE POTOMAC AND RAPPAHANNOCK TRANSPORTATION
COMMISSION’S EXECUTIVE DIRECTOR’S INCENTIVE MEASURES FOR FY 2021**

ACTION:

WHEREAS, the Potomac and Rappahannock Transportation Commission (“PRTC” or the “Commission”) establishes incentive measures for Executive Director to be evaluated during the annual performance evaluation; and

WHEREAS, the attached list of incentive measures was presented to the Commission for approval.

NOW, THEREFORE, BE IT RESOLVED that the Potomac and Rappahannock Transportation Commission does hereby approve the Executive Director’s incentive measures for FY2021.

Votes:

Ayes:

Nays:

Abstain:

Absent from Vote:

Alternate Present Not Voting:

Absent from Meeting:

PRTC Executive Director Incentive Measures for FY 2021

(July 1, 2020 – June 30, 2021)

1. DEI Strategic Plan: Implementation of Plan Goals and Culture Change Initiative

- Onboard Keolis with expectations on internal processes, communications, services, safety, and engagement and identify Keolis staff members to join the DEI Working Group within 30 days of service start (currently First Transit involvement)
- Develop staff-led process for progress reporting to employees and commissioners for metrics/measurable outcomes.
- Share relevant diversity dashboard information and progress toward diversity goals in newsletters, and a new diversity webpage that highlights the progress of diversity efforts at OmniRide.
- Complete training for unconscious bias in key professional areas (i.e., talent development, communication) with targeted hiring and promotion training for supervisors.
- Communicate compensation and class study recommendations to support pay equity by December 2020 Commission Meeting.
- Review all job descriptions to ensure inclusive language standards (including review by legal counsel). Review of current policies, practices and procedures for inclusivity and cultural sensitivity in consideration of the wide range of cultures that we interact with and serve.
- Implement a series of team building activities for staff resulting in improved teamwork and communication.

2. Strategic Plan: Building the Partnerships

- Business Community:
 - Develop presentation for employers and business groups describing the benefits of OmniRide services. Present to a minimum of 5 major employers.
 - Working through the OmniRide Employer Council and Prince William Chamber of Commerce identify business ambassadors and establish ambassador program to provide levels of recognition for area businesses.
 - Implement a transit pass program at a minimum of two organizations.
 - Through OmniRide Employer Services program and OmniRide Employer Council develop Prince William Area Best Workplaces for Commuters. Develop recognition and award process and events.
 - Secure external funding for recognition and other activities and develop promotional initiative with business partners.
- Develop and implement outreach program focused on Prince William area Hispanic communities and use of OmniRide services.
 - Implement OmniRide Hispanic Council.
 - Identify community ambassadors to assist with organizing efforts and messaging.
 - Identify outreach elements to be implemented and secure funding for these efforts in following annual budgets.
 - Arrange for outreach staff presence at a minimum of two community events in the third and fourth quarters of the fiscal year.

PRTC Executive Director Incentive Measures for FY 2021

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- 3. Strategic Plan: Eastern Service & Menu of Services**—applying lessons learned from the Western Service Restructure, develop restructured service for Eastern Prince William. Metrics include:
 - Development of options for cost-neutral and enhanced-existing service models, with projected costs by service level and route.
 - Development of options for enhanced-coverage service models for transit access in new areas, with projected costs by service level, mode and area served.
 - Development of projected capital needs based on service models including costs and timelines. Needs should include fleet, technology, shelters and amenities.
 - Defined public outreach: At least 12 public in-person/virtual meetings with targeted partnerships including, at minimum:
 - Town of Dumfries, Town of Occoquan, Town of Quantico
 - Prince William Office on Aging; Human Services Alliance
 - Offices of Board of Supervisors for Woodbridge, Occoquan, Potomac, Neabsco, and Coles Districts
 - Forecasted service demand with a 5-year horizon based on adopted small area plans or known construction and development.
- 4. Maintain revenue sources and increase revenues.**
 - Identify cost savings while maintaining service levels.
 - Identify and secure new revenues for capital resources, transit service expansion, and mobility enhancements while protecting localized operating funds using creative means that leverage outside revenue resources.
 - Presentation of itemized budget document to jurisdictions, staff and commissioners to improve budget transparency.
 - Presentation of proposed budget to OmniRide staff in spring of 2021.
- 5. Develop communication plan for OmniRide workforce which complements the DEI Strategic Plan.**
 - Executive Director will create and implement an action plan surrounding interpersonal skills, resilience, self-confidence and self-awareness.
 - In coordination with Keolis GM, conduct quarterly internal outreach drop-in sessions with Keolis staff members and advertise open office hours at both locations.
 - Work with Keolis GM in the execution of their internal communication plan for employee, management and PRTC staff engagement.
 - Facilitate two OmniRide town hall meetings with OmniRide Staff to include PRTC ED, Commissioners, and Keolis GM.
 - Develop OmniRide Annual Report based on a calendar year.