

Commuter Assistance Program Strategic Plan (CAPSP)



Presented by **Kimley»Horn**

Presented for  **MNIRIDE**

*Mobility Councils
6/28-29/2023*

Getting out of the Car:

Strategies for Multimodal Travel



Agenda

- Review of Programs Currently Offered by OmniRide
- Seeking Feedback on Proposed New or Expanded Programs
- Opportunities for Employer and Community Partnerships



Existing OmniRide Programs – TDM and Vanpool

- We help people make the most of existing and new infrastructure through transit, ridesharing, walking, biking and telework.
- OmniRide Ridematching Services
 - Free assistance for Prince William County residents who want to stop driving alone and start ridesharing via carpool/vanpool/slugging
- Vanpool Assistance
 - Financial and ridership maintenance
 - Operate the East Coasts largest vanpool program with Vanpool Alliance. This earns millions annually for the region and provides support to vendors.



Existing OmniRide Programs – Community

- Mobility Councils
 - Vanpool
 - Employer
 - Hispanic
- Employer Programs
 - Free support for all businesses in Prince William, Manassas, and Manassas Park
- Rider Express Alerts
- Mobile Apps
- On-The Go Travel Training
- Youth and Community Engagement



Development of a Commuter Assistance Program Strategic Plan

- Opportunity to develop data-driven strategies that promote multimodal travel
- Includes demographic and travel pattern analysis
- Six-year plan that lays out future strategies
- Required by Virginia DRPT to receive state funding
- Where are we in the process?
 - Developed draft goals and objectives
 - Conducted market assessment
 - Identified draft strategies and potential funding sources



CAPSP Draft Goals

Expand use of
alternatives to
single
occupancy
vehicle travel

Build strategic
partnerships
and develop
effective
organizational
practices

Support local
economic
vitality and
strong
economic
growth

Continue to
engage the
community
and expand
customer
outreach



Market Analysis – Key Findings

- Challenges

- Commuting patterns largely focused on other parts of Northern Virginia and DC
- Ample free parking at many PWC area employers
- Limited transit frequency or coverage in some areas
- Getting the word out broadly and clearly about services and how to use them

- Opportunities

- Network of Park-and-Ride lots and Express Lanes
- Regional programs from Commuter Connections
- Leveraging community partners
- Regional, State, Federal funding sources

To where are residents in the Prince William County area commuting?



Potential New or Expanded Programs



1. Strengthen Data Collection and Distribution

Description

- “Where’s my Bus?” “Where do people get on or off the bus?”
- Additional calibration of existing Automatic Passenger Count and Automatic Vehicle Location sensors
- Better communication on how to use and where to find information

Relevant Customers/Markets

- Beneficial to all customers who rely on real-time information
- Internal and peer agencies communication

Expected Benefits

- Increase capacity for more sophisticated data analysis
- Better communication with customers and regional partners



2. Consolidate Existing Mobile Apps

Description

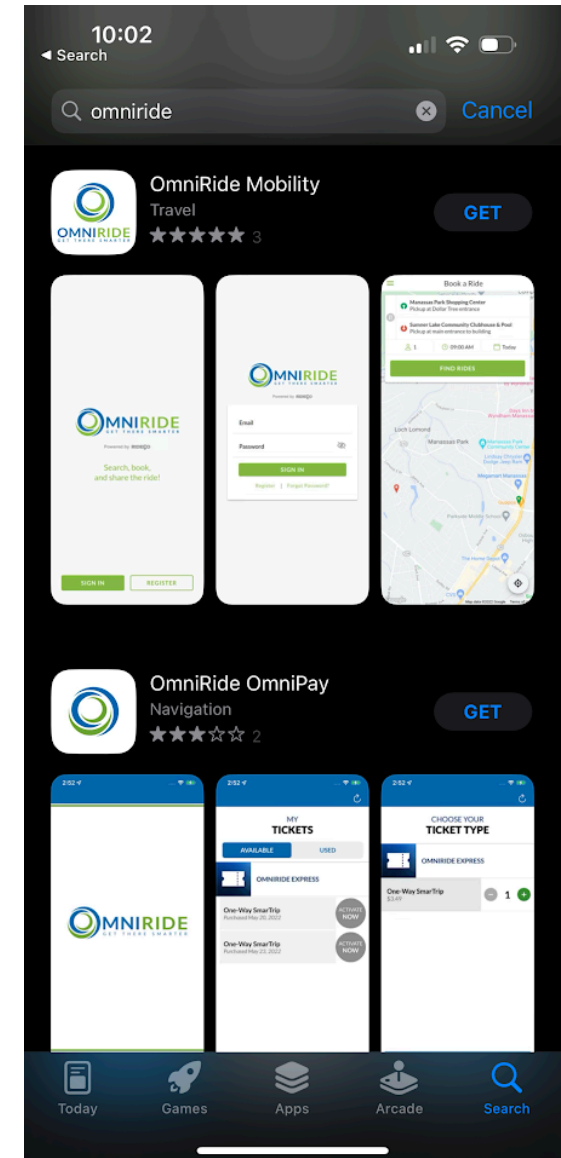
- New mobile app to encompass current 4 mobile apps (OmniPay, OmniRide, OmniRide Mobility, and OmniRide Mobility for Drivers)
- Develop a “One Stop Shop”

Relevant Customers/Markets

- All new and potential mobile app users

Expected Benefits

- One location for all OmniRide functions
- Streamlined user experience
- Less maintenance and coordination of information





3. Support Regional Vanpool Programs

Description

- Build on Vanpool Alliance and MWCOC Flexible Vanpool Programs
- Continue incentives for vanpools through giveaways activities, events, and other outreach

Relevant Customers/Markets

- Most beneficial for commuters along I-66 corridor with added capacity to commuter lots and new Express Lanes

Expected Benefits

- Increase awareness about vanpooling option and available programs
- Reduce SOV trips by filling existing vanpools or starting new ones



**Flexible
Vanpooling**



4. Create Audience-Specific Marketing Materials

Description

- Uniformed marketing and promotional material
- Promotional packets of current services and programs in physical and digital forms
- Tailored marketing to employers, employees, low-income communities, and Hispanic communities

Relevant Customers/Markets

- Employers
- Hispanic communities
- New commuters

Expected Benefits

- More effective outreach
- Consistency in advertising
- Enables consistent and continual updates on marketing
- Provides resources or “toolkits” for partners to use

Questions:

What materials or services would be helpful to promote?

What is the best method for communication?



5. Expand and Strengthen Targeted Engagement Efforts

Description

- Attend additional community events and build partnerships
- Include representatives of each community of interest and translation services when necessary

Relevant Customers/Markets

- Manassas/Manassas Park, North I-95, South I-95
- Commuters within Prince William County Area
- Employers, Hispanic communities, and low-income communities

Expected Benefits

- Meets needs of specific industries and communities
- Informs wider audiences of commuter assistance program
- Enables more in-person interactions with customers and strengthens community presence

Question:

What are some events we could attend or ways to partner?



6. Launch Advertisement and Promotion Campaign for I-66 Corridor Commuter Lots

Description

- Marketing could involve billboards, informational signage, and promotional events at commuter lots
- Park-and-Ride specific information sheets about available commuting options
- Residential outreach within the vicinity of these commuter lots could also be pursued (mailers/door hangers, outreach to homeowner/neighborhood associations, or social media outreach)

Relevant Customers/Markets

- Commuters from Gainesville/Haymarket market area and Manassas/Manassas Park
- Commuters along the I-66 corridor

Expected Benefits

- Increase understanding of mobility services at commuter lots
- Increase rates of alternative mode use
- Opportunity for feedback on gaps in programming or available transportation options





7. Establish a Best Workplaces for Commuters Program

Description

- "Best Workplace for Commuters" (BWC) program provides recognition to local employers that provide transportation benefits to employees
- OmniRide looking to bring program to employers within Prince William County

Relevant Customers/Markets

- Employers and business community of Prince William County

Expected Benefits

- Incentive for workplaces to participate in commuter assistance programming
- Allows local businesses to advertise and attract/retain workforce
- Promotes CAP services without the need for additional efforts from OmniRide





8. Support Development of First Mile/Last Mile Connections

Description

- Working with Prince William County DOT
- Development on first mile/last mile ped/bike connections from transit stops to popular home/work locations
- Potential expansion of microtransit
- Potential future bikeshare opportunities

Relevant Customers/Markets

- Residential and/or higher density areas
- Rail station and park-and-ride vicinities

Expected Benefits

- Makes accessing transit safer and more convenient
- Increase access to popular work/home destinations within the first mile/last mile of transit destinations or origins
- Expands mobility options offered by OmniRide

Question:

Where are some areas that you've seen that need better first/last mile connections?

Discussion



Discussion Questions

- Which of the potential programs seem most valuable or should be prioritized?
- How could your organization be a potential partner?
- What type of program or strategy might be missing?