



Strategic Plan

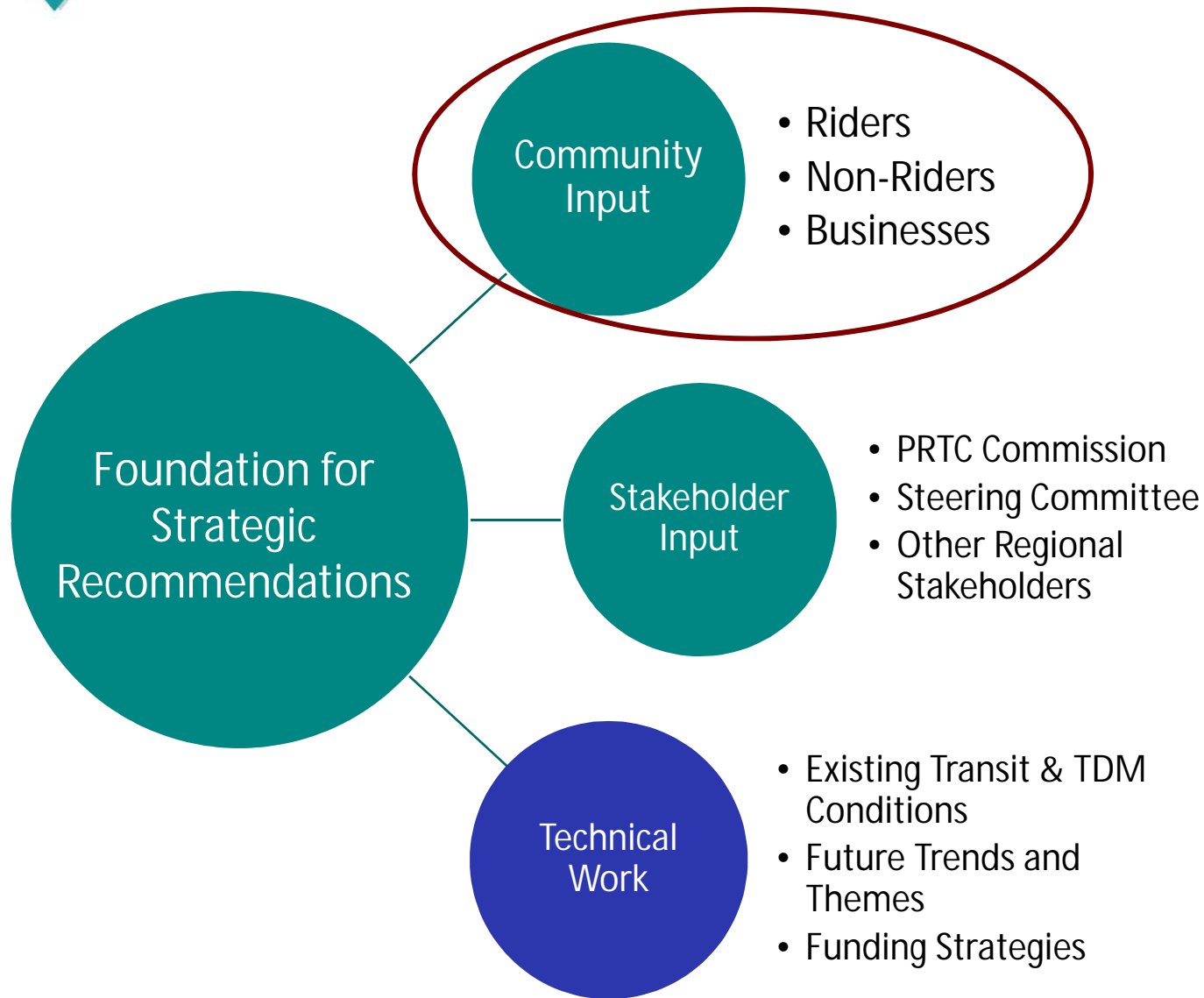
Public and Stakeholder Outreach Summary

Presented to Executive Steering Committee:
May 2017

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Strategic Plan Inputs





Research Objectives and Methodology



Research Objectives

1. Understand both rider and non-rider opinions about commuting, PRTC services, and transit-related issues in the Prince William area.
2. Understand how leaders in business and other community organizations view commuting, PRTC services, and public transit related issues.
3. Measure support for local government funding for public transportation.
4. Identify opportunities for improvement for PRTC and public transit.

Methodology

Under the leadership of Kimley-Horn, SIR deployed two methodologies to gain community insights for strategic planning:

Public input:

- 10-minute online survey of commuters and residents over the age of 18 within the Prince William area.
- SIR used a convenience sampling approach through survey distribution via email to the PRTC and Prince William Chamber data bases, and on websites of PRTC, Prince William County, City of Manassas and Prince William Chamber of Commerce.
- Approximately 725 respondents completed the survey.
- Respondents were both riders and non-riders.
- The data is unweighted.

Business input:

- A total of 40 participants in one-on-one or small group interviews with some of the area's top employers and community organization leaders.

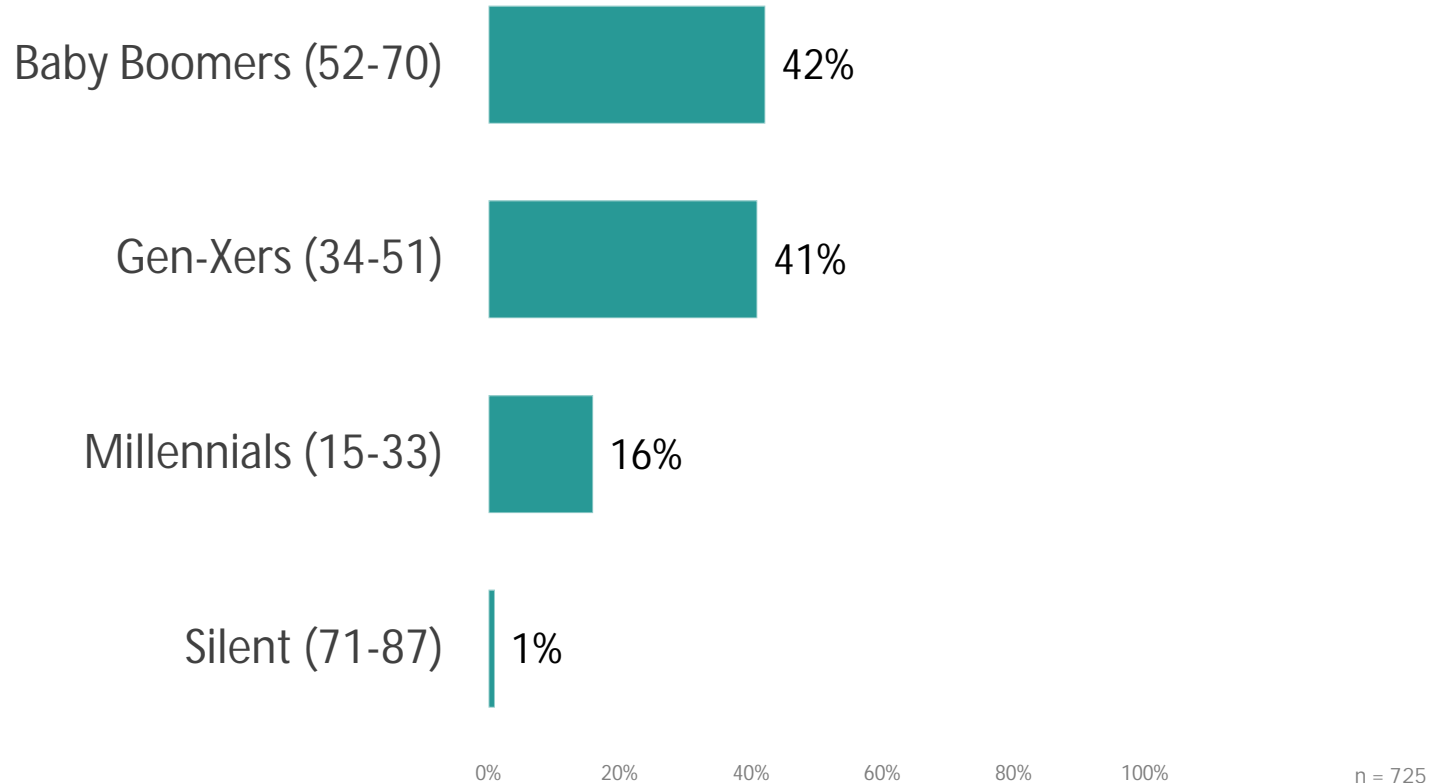


Public Input Survey Respondent Demographic Profile



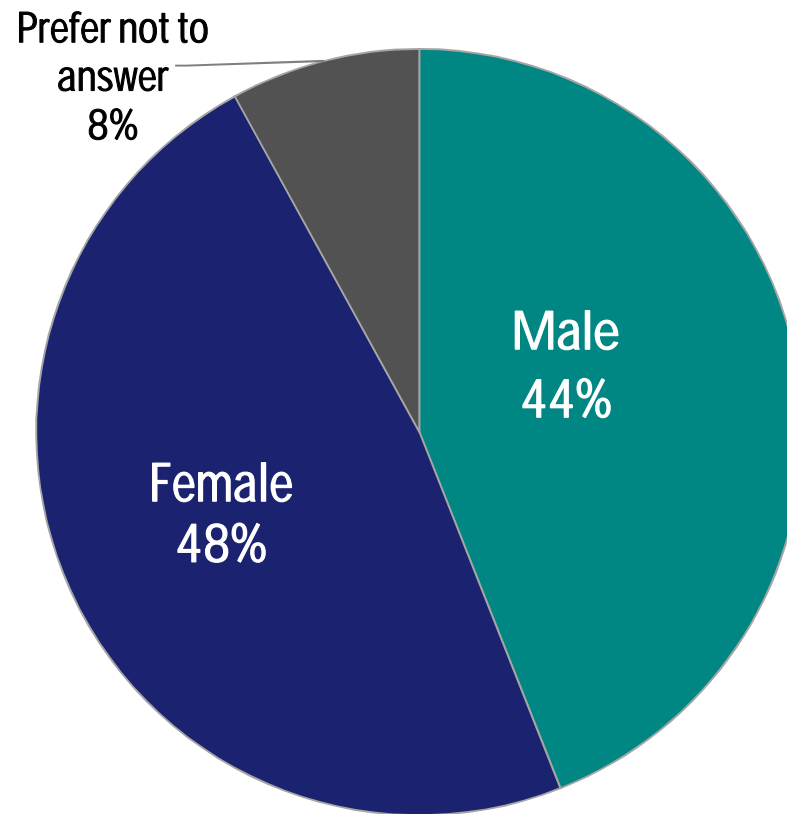
Public Input Survey – Respondent Demographic Profile

Generation



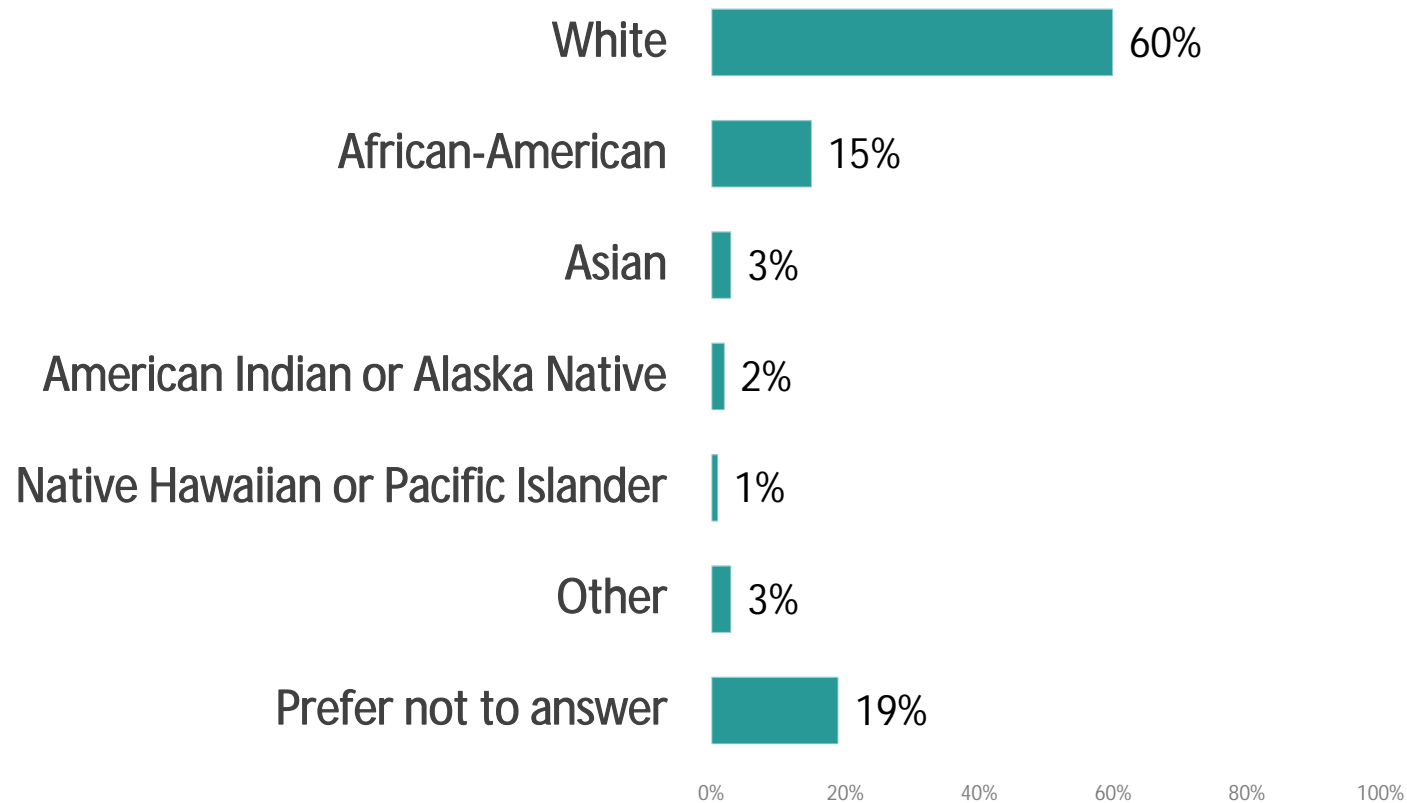
Public Input Survey – Respondent Demographic Profile

Gender



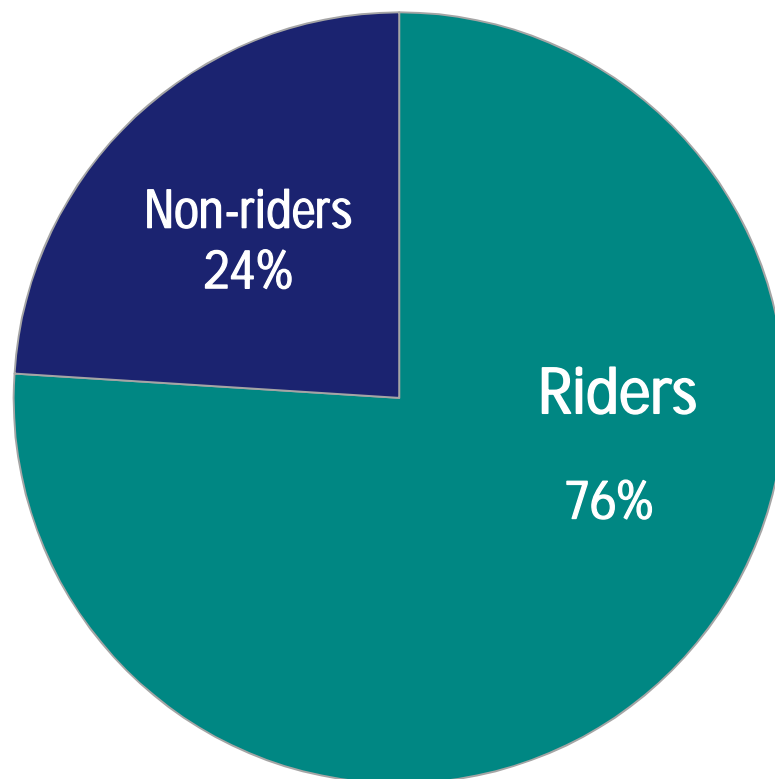
Public Input Survey – Respondent Demographic Profile

Race





Riders v. Non-riders





1 Key Findings – Public Input, Online Survey Verbatim Comments



Key Findings - Public Input Survey Verbatims

1. Traffic congestion is a major concern for the majority of survey respondents, and the inconvenience, stress and worry of congestion have a negative impact on the quality of life for residents.

"Transportation in this area and region is normally a headache."

"There is too much traffic on the roads, taking it longer and longer to get anywhere."

"The issue has reached critical status and needs to be dealt with as soon as possible!"

Key Findings - Public Input Survey Verbatims

2. Respondents recognize that the continuing population growth in the Prince William area will make getting around even harder, and they want more reliable transportation options in the area.

"It is very important that there are plenty of public transportation options in our rapidly growing county."

"The county needs to create and follow a strategy that incentivizes transit-oriented development, so in the next 20 years congestion from future population growth can be minimized."

Key Findings - Public Input Survey Verbatims

3. Respondents feel that growth and congestion are creating an even greater need for PRTC to expand coverage, direct routes, frequency of service, and weekend service.

"PRTC needs to provide service into our neighborhoods to help relieve congestion."

"I want PRTC to expand routes in the center part of the county."

"Add more buses, more to and from DC."

"It would be very helpful if PRTC buses had Sunday service."

Key Findings - Public Input Survey Verbatims

4. An overwhelming majority of respondents feel that government should provide funds to support mass transit to improve traffic, reduce congestion and help the environment.

"Congestion is a huge problem in this area. With local governments continuing to approve more housing developments, creating more commuters, it is important that they also support public transportation to reduce congestion."

"Local governments cut the funding and then PRTC had to cut the service. The elected officials talk about how they support solutions to the transportation problem and then don't back up those statements with dollars."



Key Findings - Public Input Survey Verbatims

5. PRTC is seen as a “bus service,” and survey respondents were not aware that PRTC provides other transit services.

“PRTC is not a multimodal transportation system. It is just buses.”

“To my knowledge, the only mode is bus transportation.”

“From where I live it is not multimodal. It is a single bus route.”

Key Findings - Public Input Survey Verbatims

6. Many survey respondents feel that the positioning statement reflects what PRTC should be and commented that it clearly does not represent what PRTC is today.

"I agree with the statement that is what PRTC should be, but that is not the case."

"Maybe instead of 'PRTC delivers' the statement should say 'strives.' Connections unreliable, parking areas inconvenient, the wait times are long."

"For the statement to be true, PRTC needs to operate cross-county connector on weekends. If I want to shop or eat in Manassas on the weekends, I can't get there, not to mention if you work there."



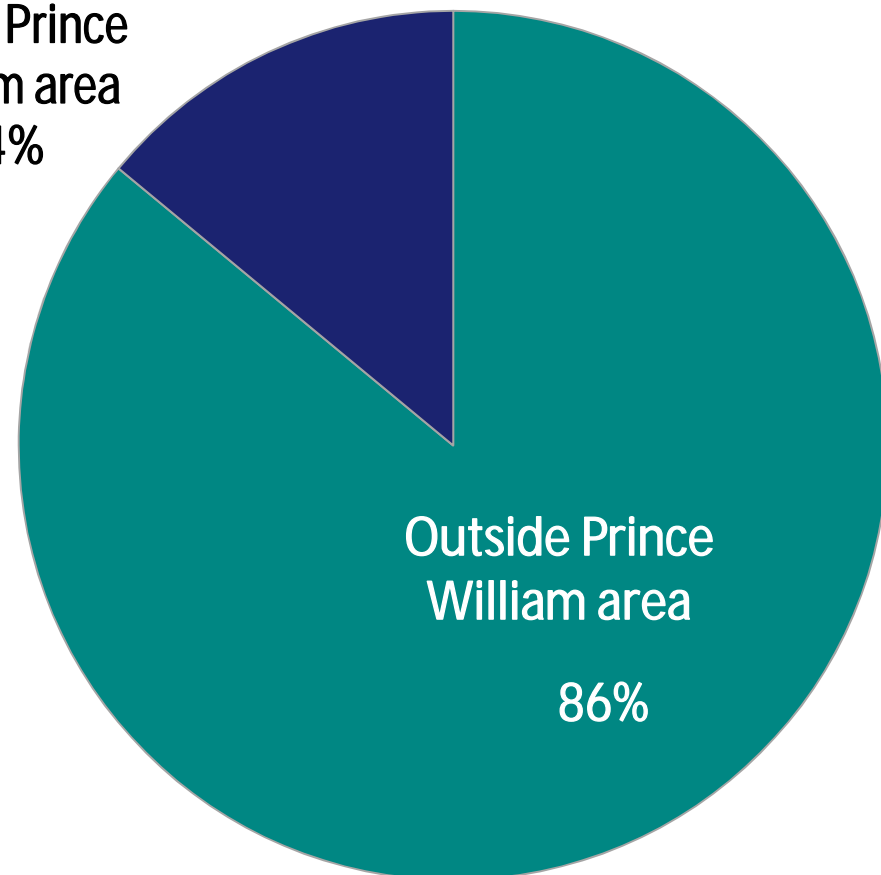
2 Public Input Survey Results – Commute



Public Input Survey Results - Commute

Most respondents (86%) work outside of the Prince William area.

Within Prince
William area
14%



Outside Prince
William area

86%

Q3: What is the destination for
your commute?

Online Survey
2017

n = 668

Riders and non-riders associate the word “traffic” with traveling in and around the Prince William area.



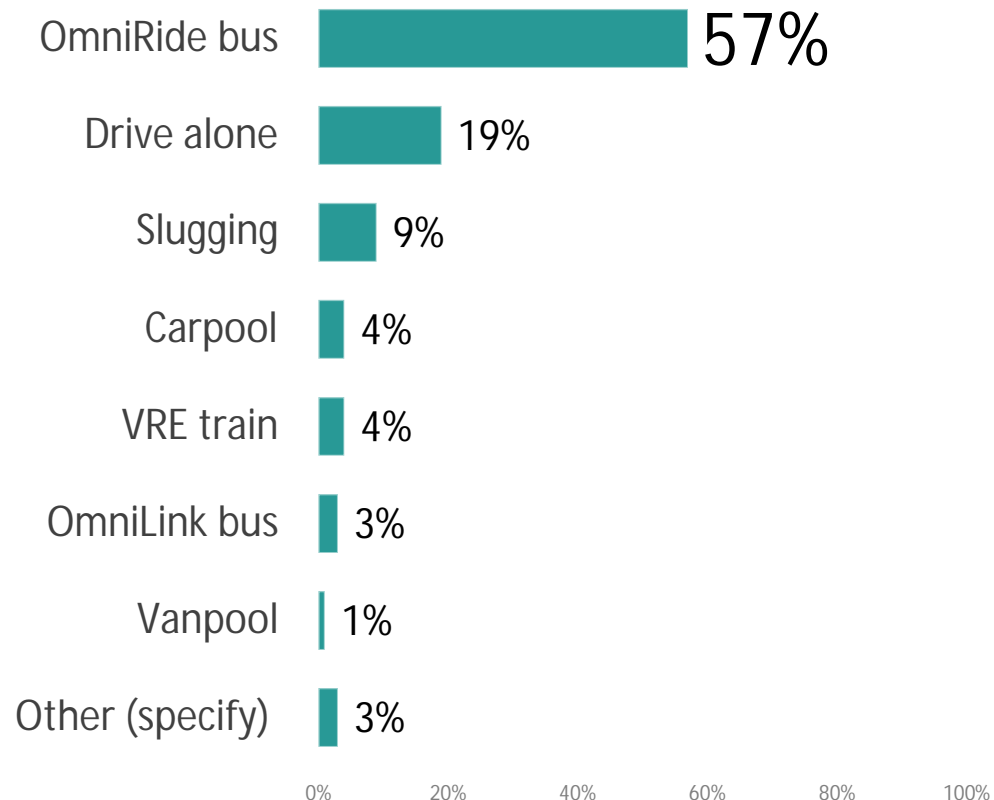
Q1: What are the first three words that come to mind when you think about traveling in and around the Prince William area (Prince William County, City of Manassas, City of Manassas Park)?

n = 725

Public Input Survey Results - Commute

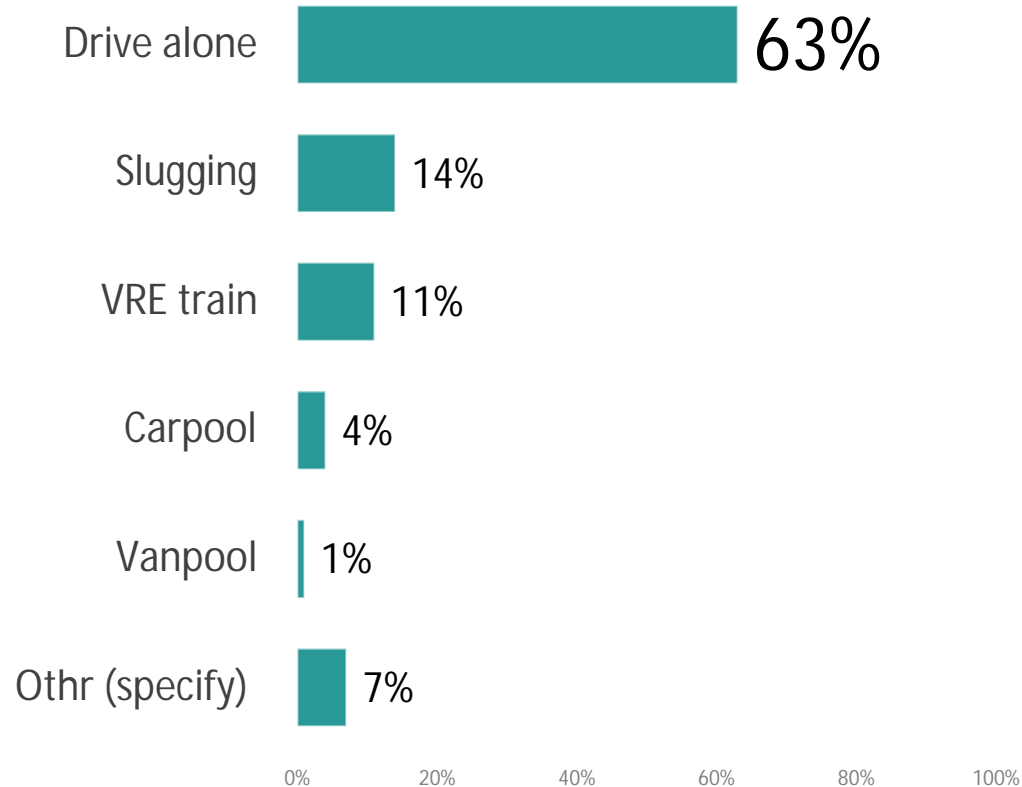
More than half of respondents (57%) use **OmniRide** bus as their preferred choice of transportation to commute to work.

Q4: What type of transportation do you typically use to commute to work? If you use more than one type of transportation, select the type that you use the most.





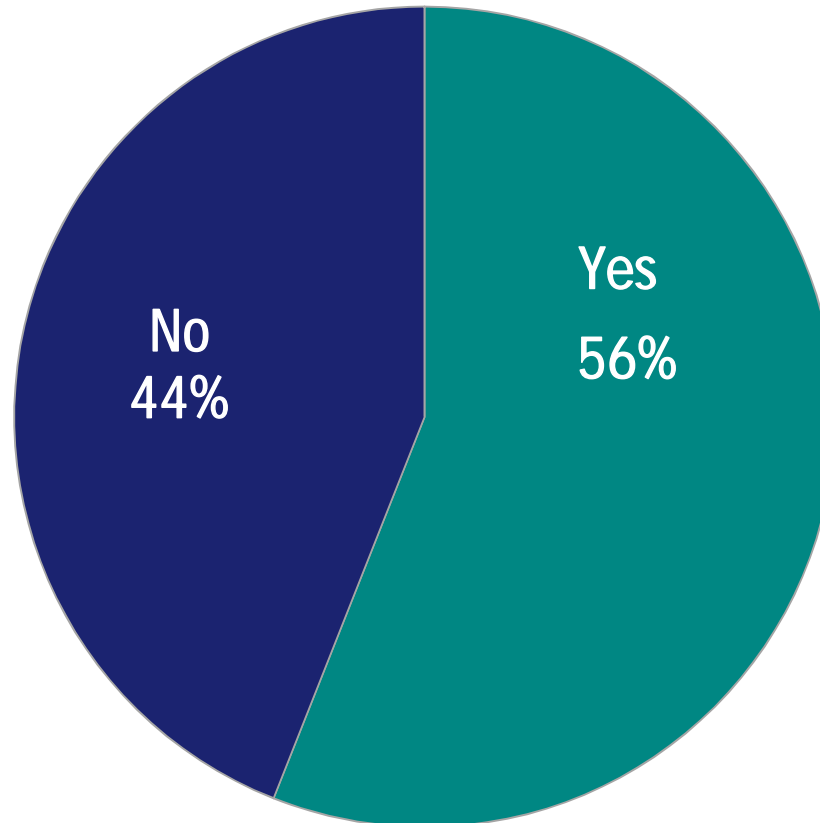
Nearly two-thirds of non-riders (63%) drive alone to work.



Q4: What type of transportation do you typically use to commute to work? If you use more than one type of transportation, select the type that you use the most.

n = 153

Over half of respondents (56%) use **multiple** modes of transportation to commute to work.

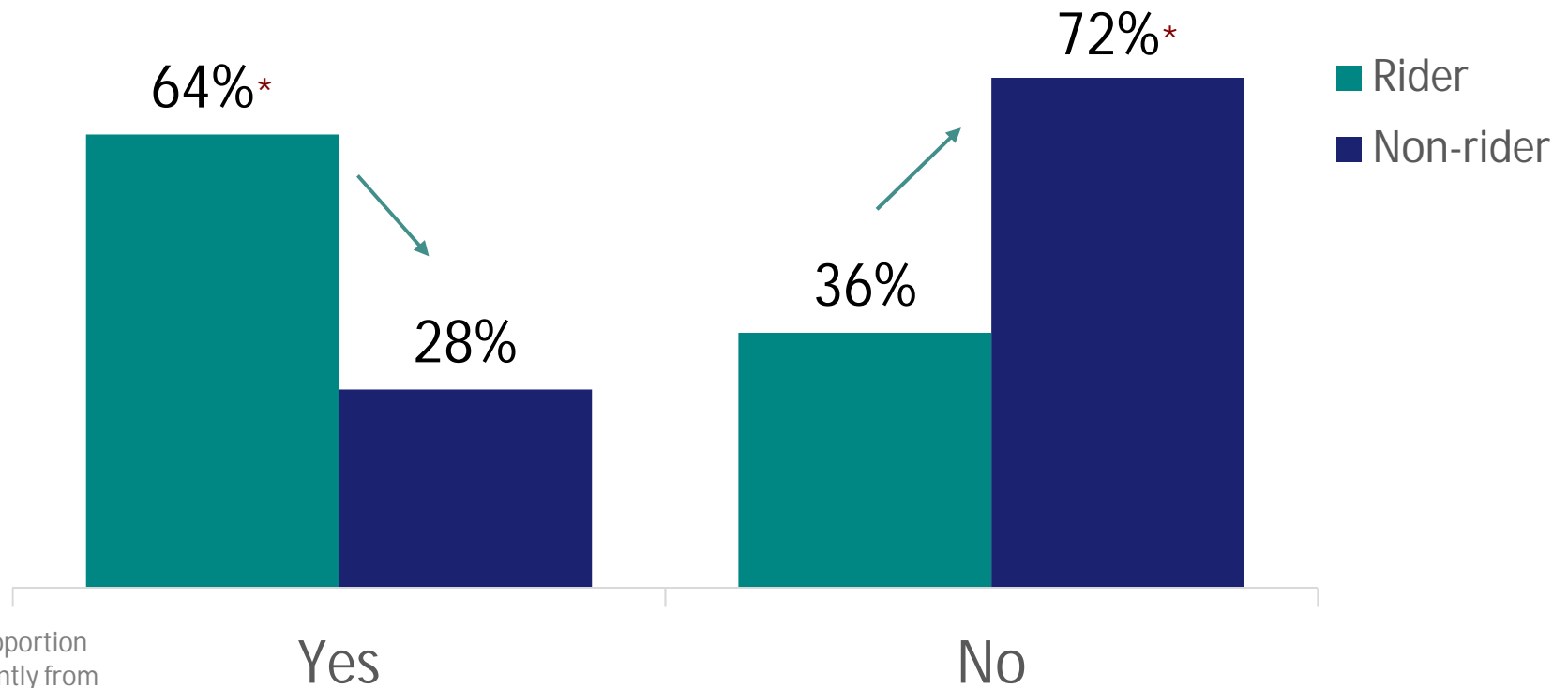


Q5: Do you use more than one type of transportation to commute to work?

n = 668

Public Input Survey Results - Commute

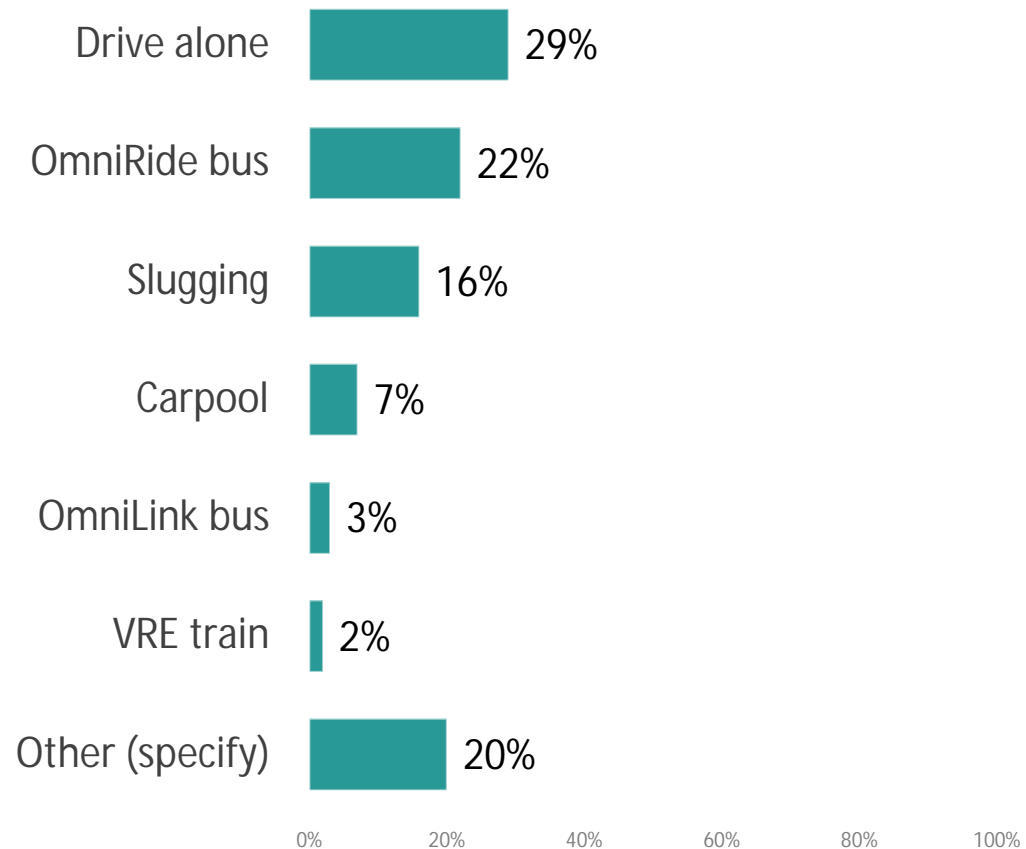
PRTC riders are significantly more likely to use more than one type of transportation to commute to work.



* Indicates proportion differs significantly from that of other travelers, at a 95% confidence level.

Public Input Survey Results - Commute

Drive alone is the second most preferred mode of transportation to commute to work.

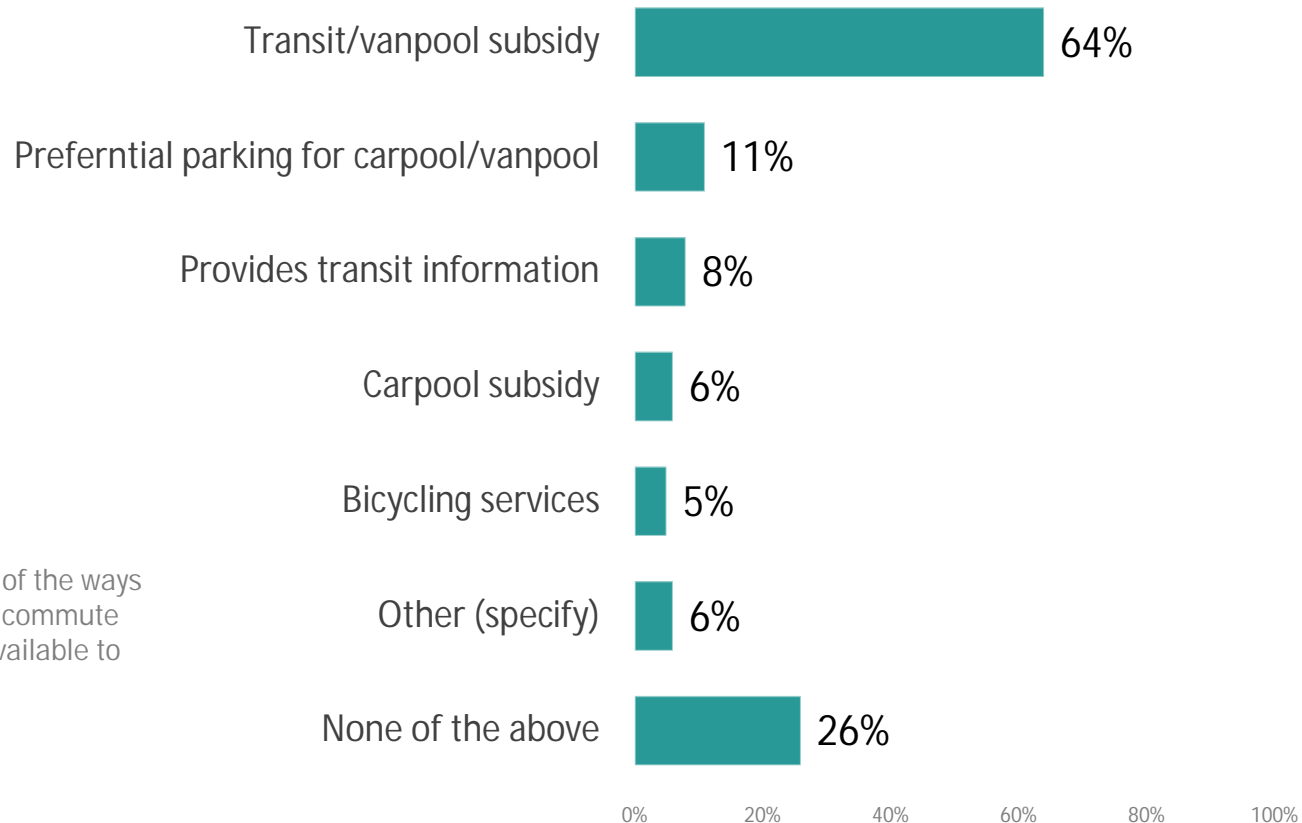


Q5: What is the second-most common type of transportation that you use to commute to work.

n = 384

Public Input Survey Results - Commute

Two thirds of respondents (64%) state that their employer provides transit/vanpool subsidies for those who commute to work.



Q8: Please select any of the ways your employer makes commute services or benefits available to you.

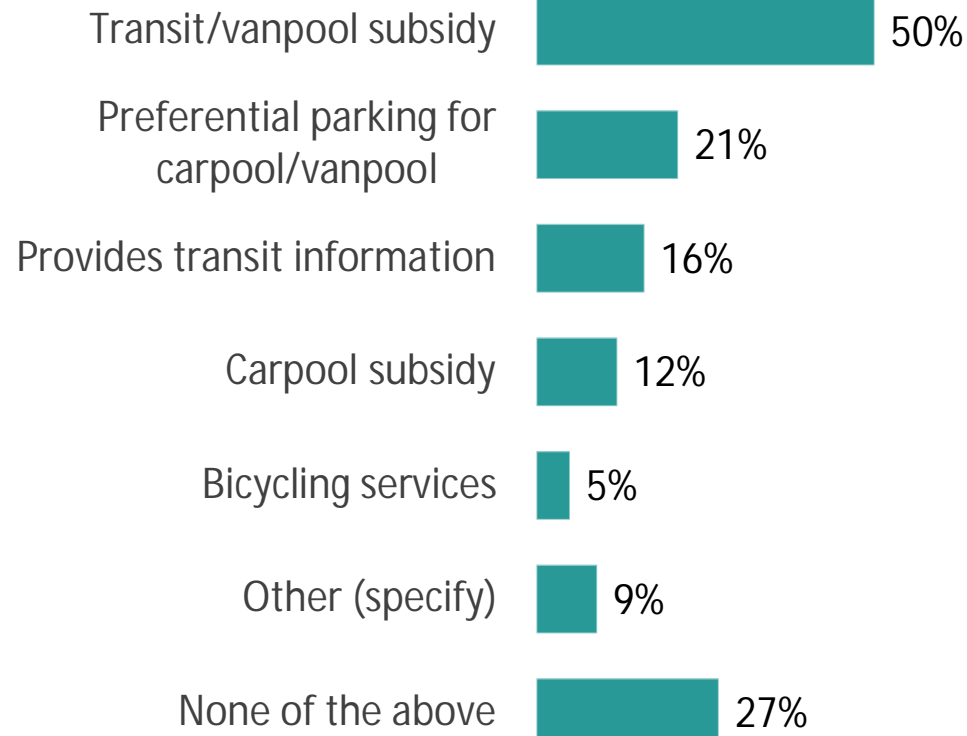
n = 688

Public Input Survey Results - Commute

Half of the respondents whose employer does not currently provide commute services or benefits would like to see their employer provide transit/vanpool subsidies

This question was asked among those whose employer does not currently provide commute services or benefits (Q8).

Q9: You indicated that your employer doesn't currently provide commute services or benefits. Please select any of the ways you would like your employer to support your commute.



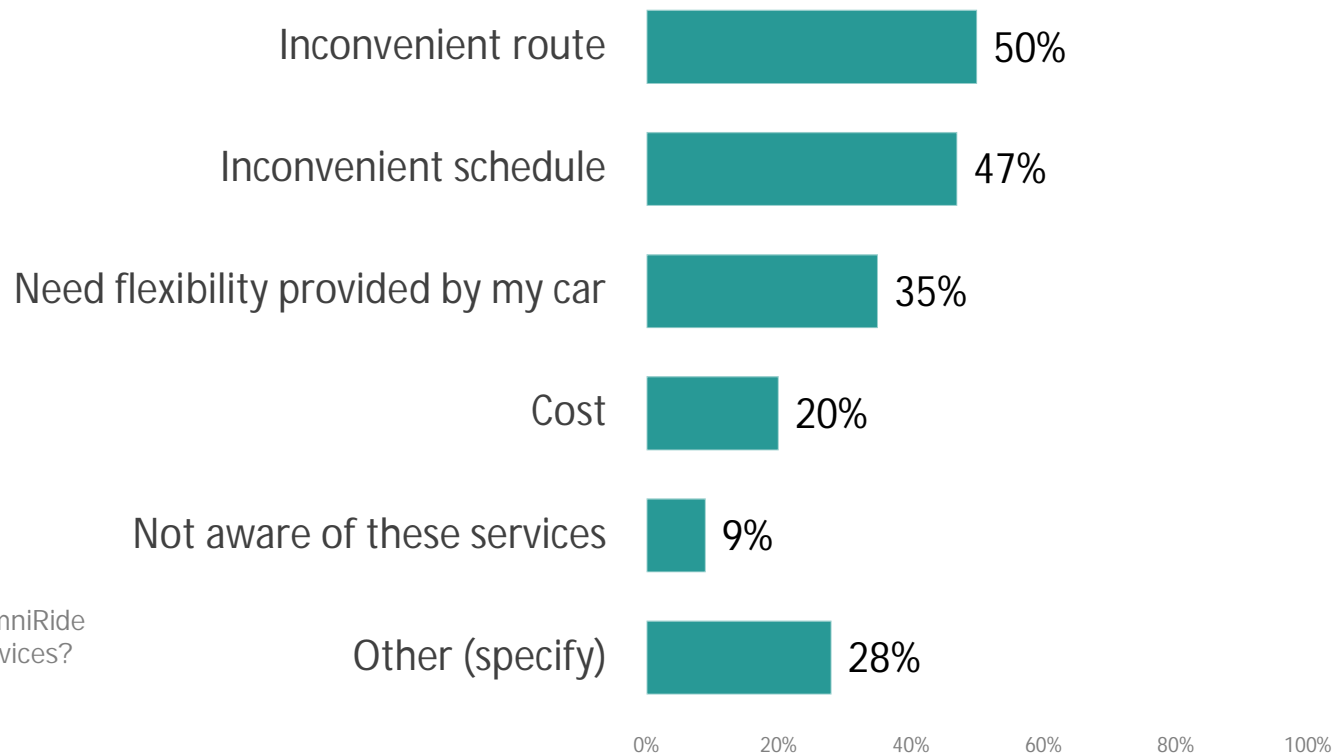
n = 104

Public Input Survey Results - Commute

The principal reasons respondents do not use OmniRide or OmniLink to commute to work are because of an inconvenient route or inconvenient schedule.

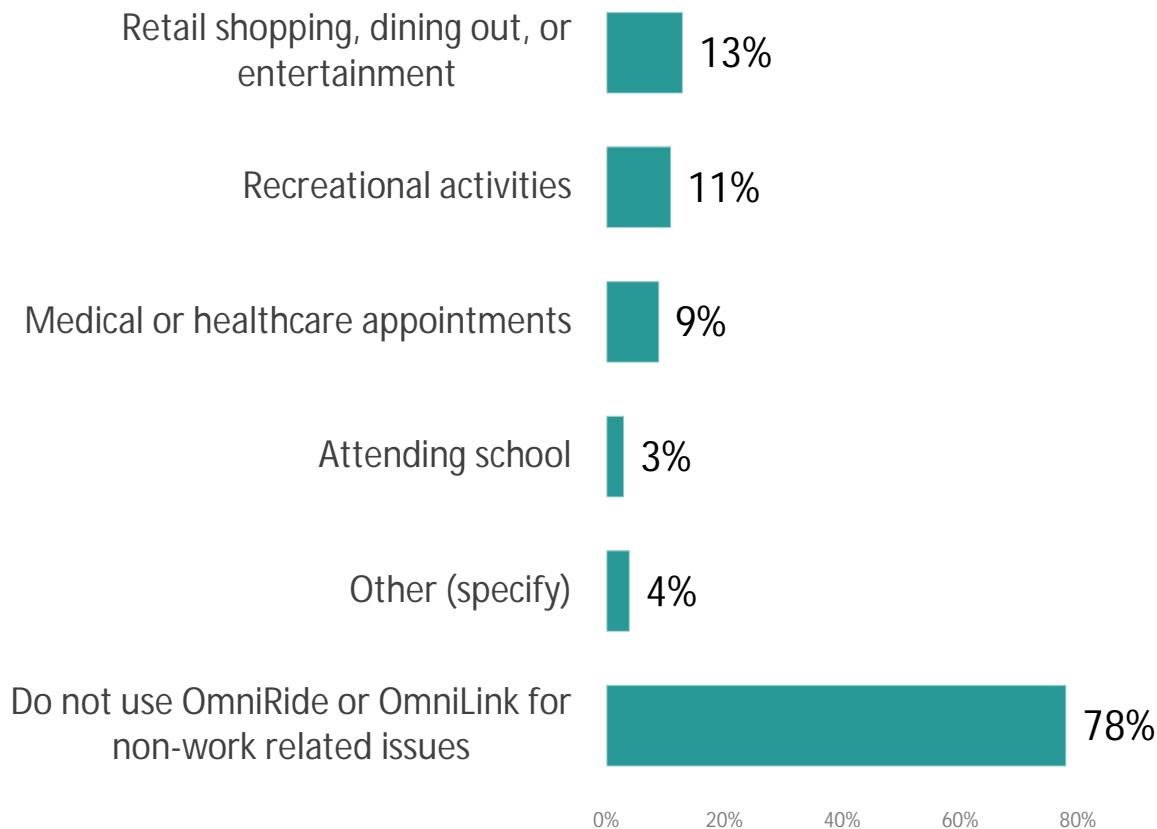
This question was asked among those who do not use OmniRide or OmniLink to commute to work (Q4 and Q5).

Q7: Why do you not use OmniRide or OmniLink commuter services?



Public Input Survey Results - Commute

Over three quarters of respondents (78%) do not use OmniRide or OmniLink for non-work related travel.

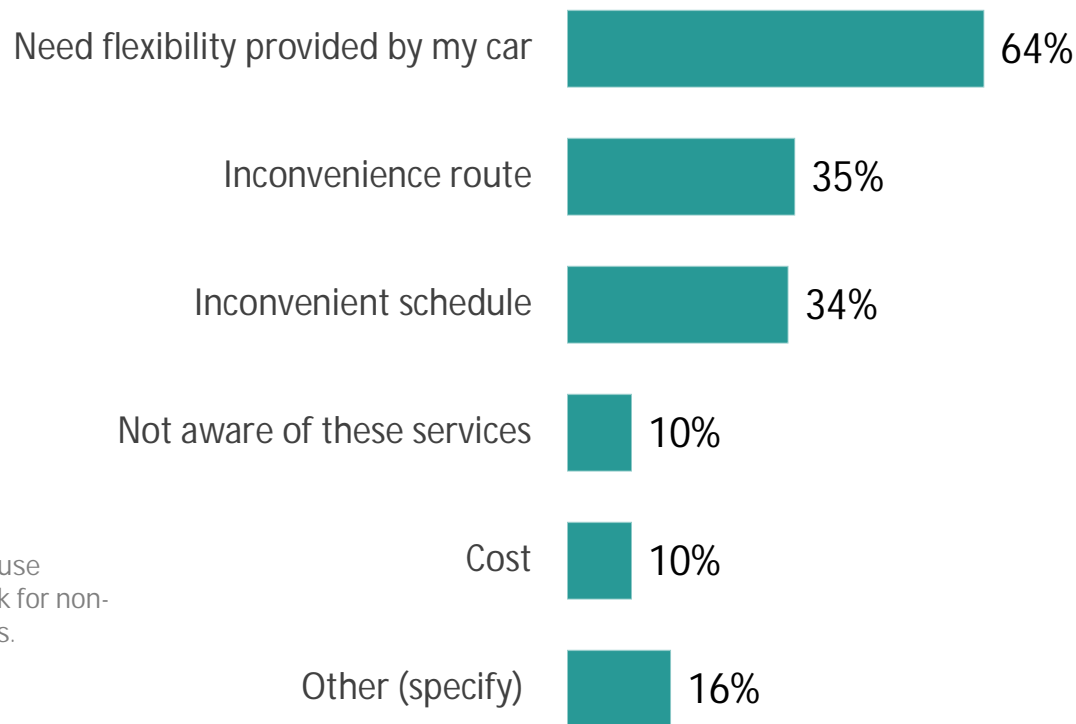


Q10: Please select any non-work related reasons you use OmniRide or OmniLink.

n = 725

Public Input Survey Results - Commute

Two thirds of respondents (64%) do not use OmniRide or OmniLink for non-work related purposes because they need the flexibility provided by their car.



Q11: Why do you not use OmniRide or OmniLink for non-work related purposes.

n = 725

0% 20% 40% 60% 80% 100%



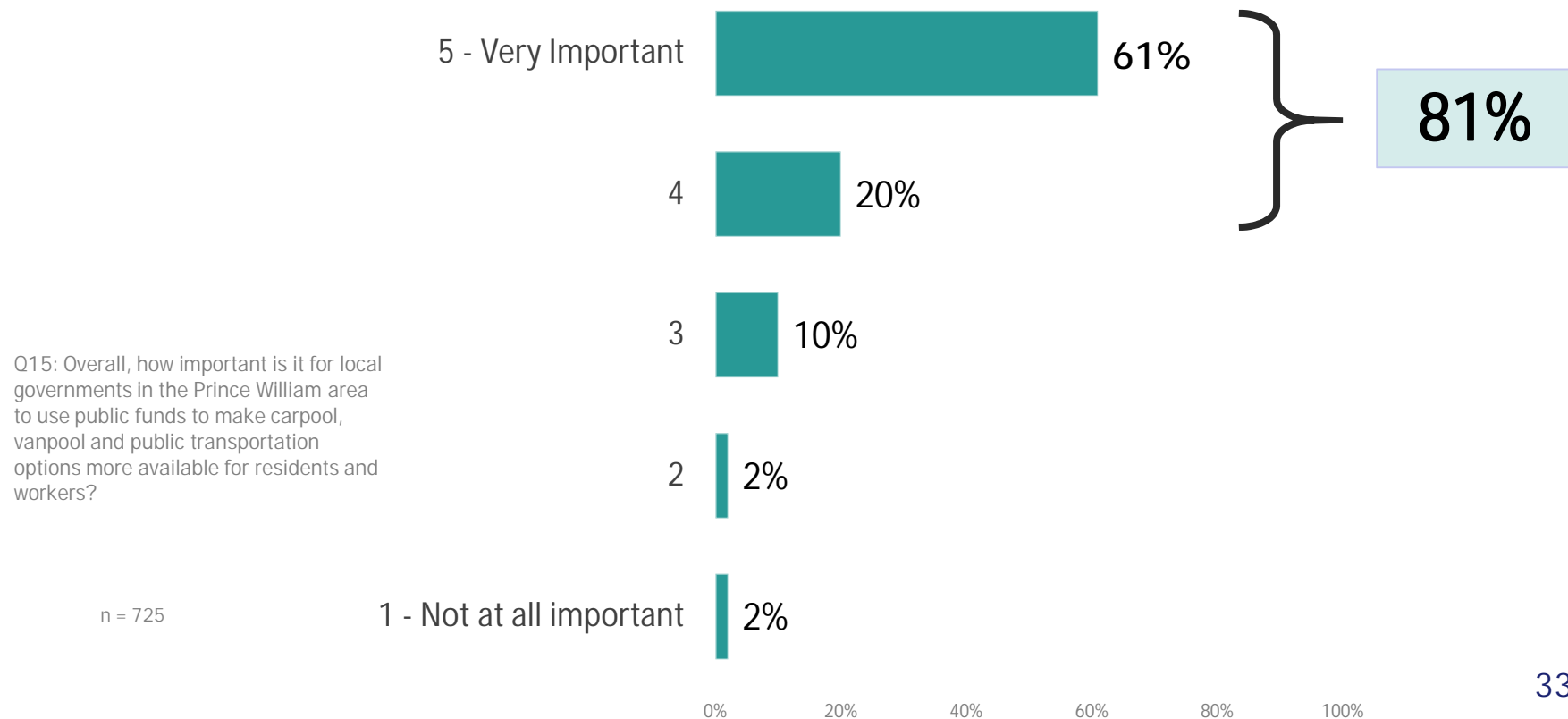
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Public Input Survey Results— Local Government Involvement



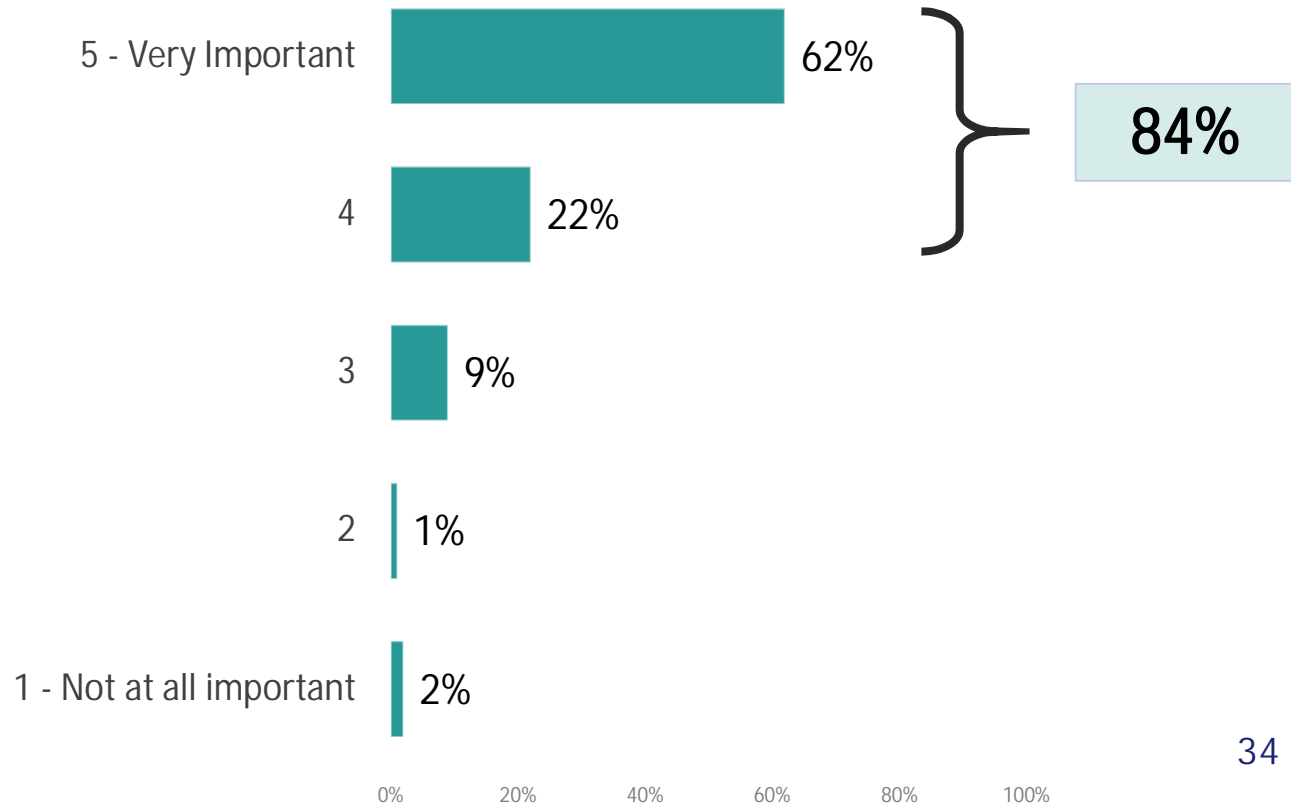
Public Input Survey Results – Local Government Involvement

Four out of five of respondents (81%) believe it is important or very important for local governments in the Prince William area to use public funds to make public transportation options more available for residents and workers.



Public Input Survey Results – Local Government Involvement

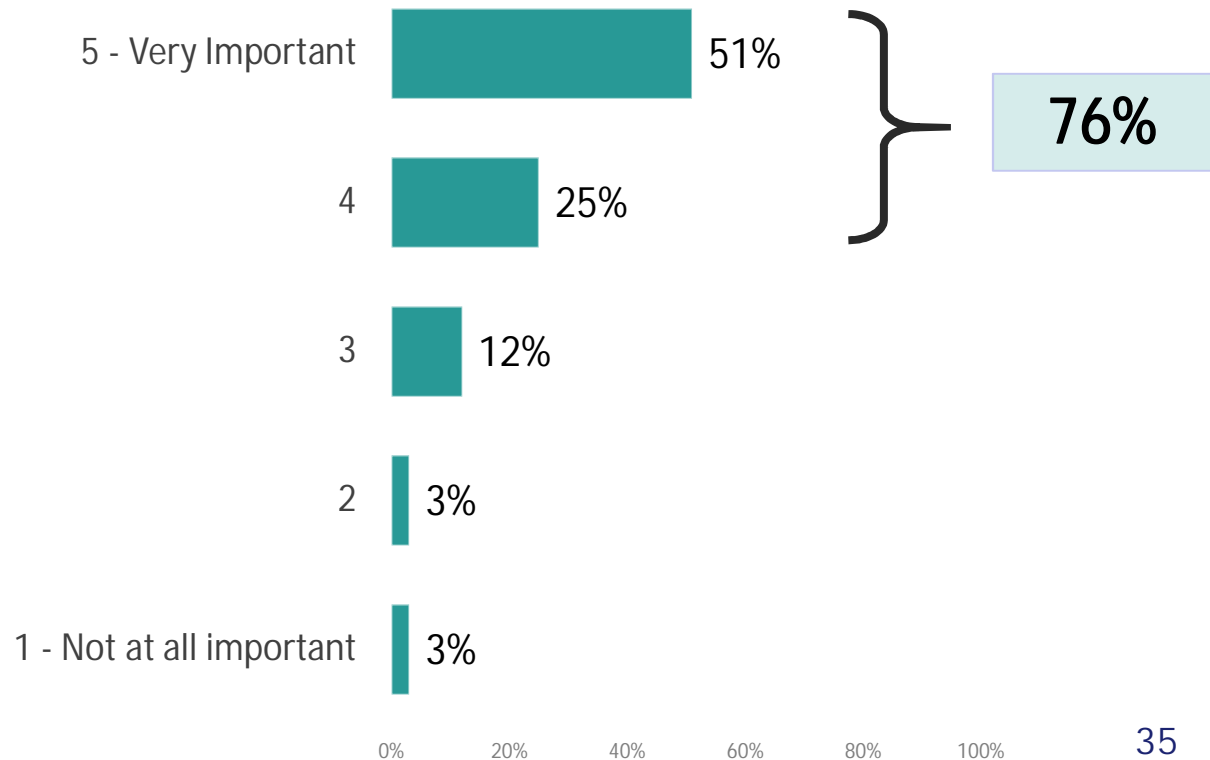
Four out of five respondents (84%) believe it is important or very important for local governments in the Prince William area to create and follow policies that encourage and support public transportation in new residential and/or commercial developments.



Q17: Overall, how important is it for local governments in the Prince William area to create and follow policies that encourage and support public transportation in new residential and/or commercial development?

Public Input Survey Results – Local Government Involvement

Three quarters of respondents (76%) believe it is important or very important for local governments in the Prince William area to use public funds to provide transportation services to connect major locations together in the Prince William area.

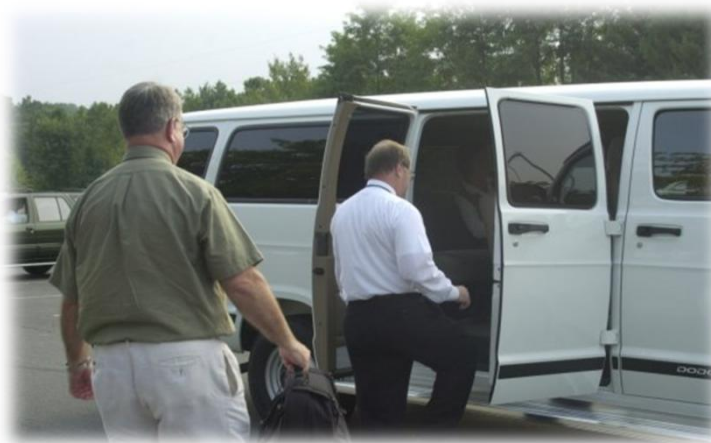


Q18: How important is it for local governments in the Prince William area to use public funds to provide transportation services to connect major locations together in the Prince William area?

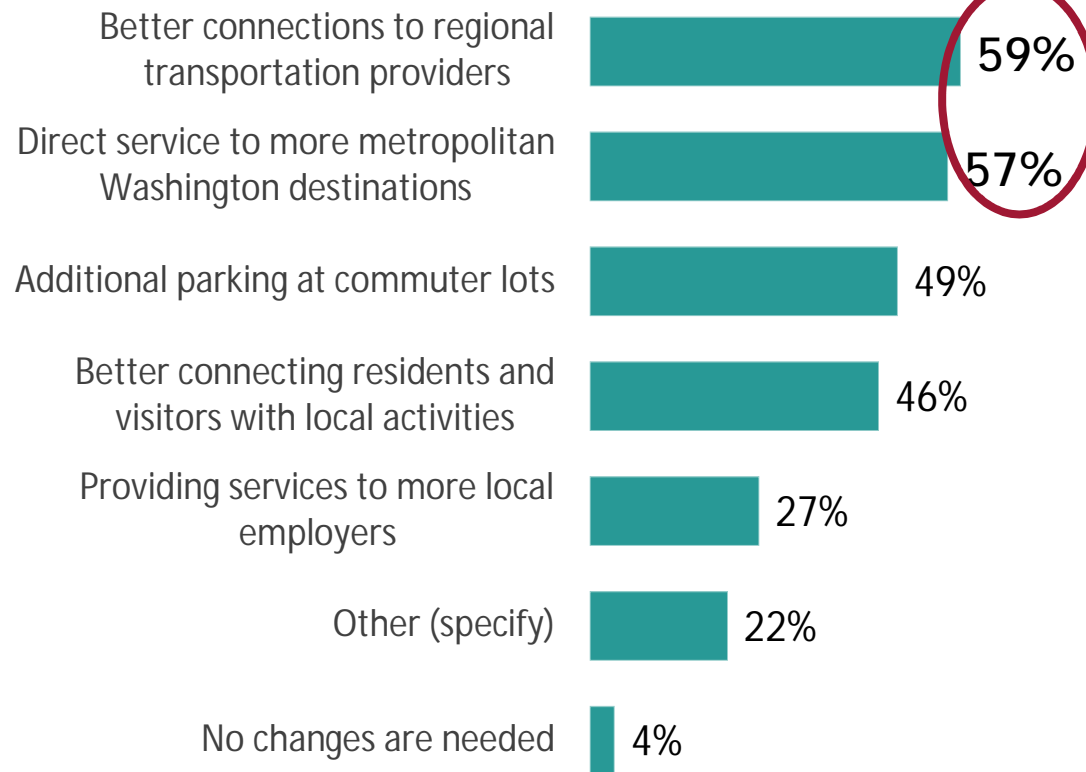


4

Public Input Survey Results – PRTC Improvements



Over half of respondents believe that public transportation can be improved by better connections to other regional transportation providers and direct service to more metropolitan Washington destinations.

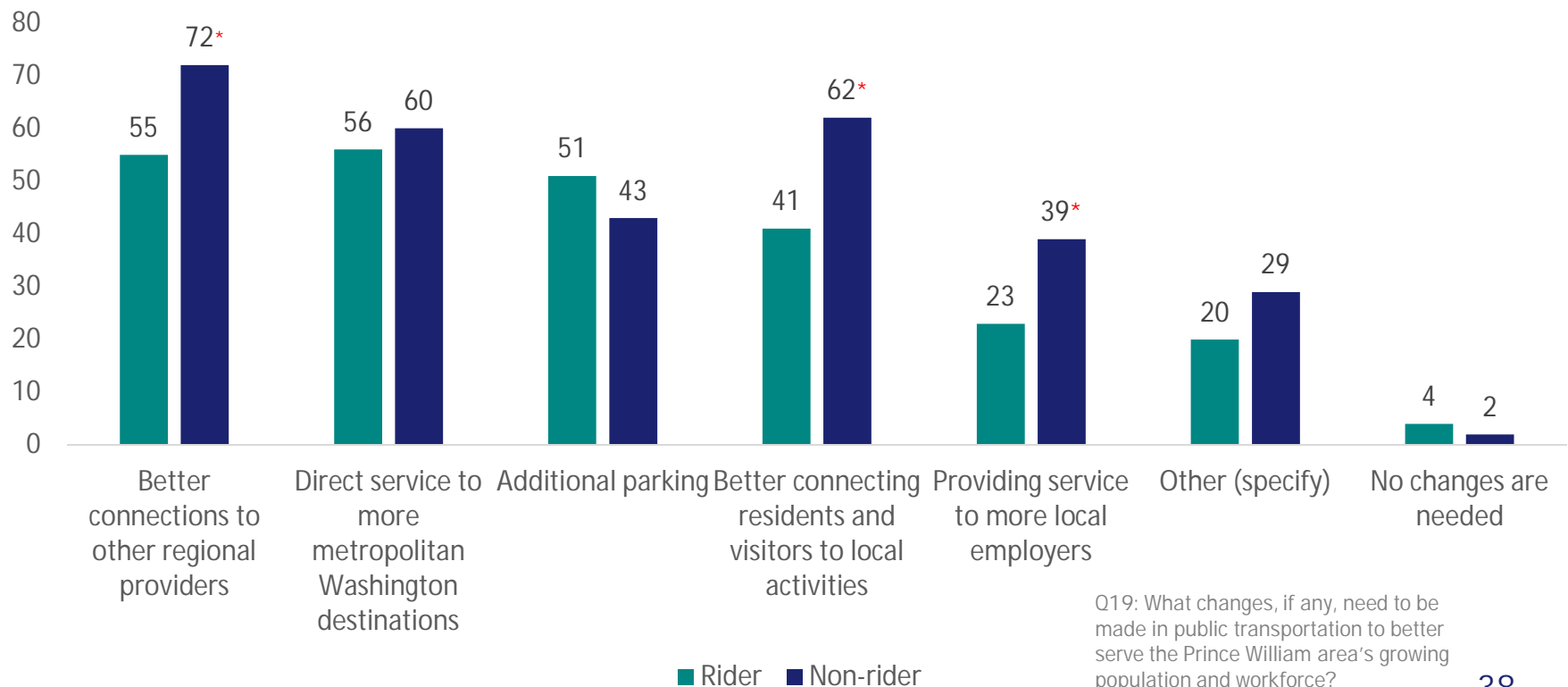


Q19: What changes, if any, need to be made in public transportation to better serve the Prince William area's growing population and workforce?

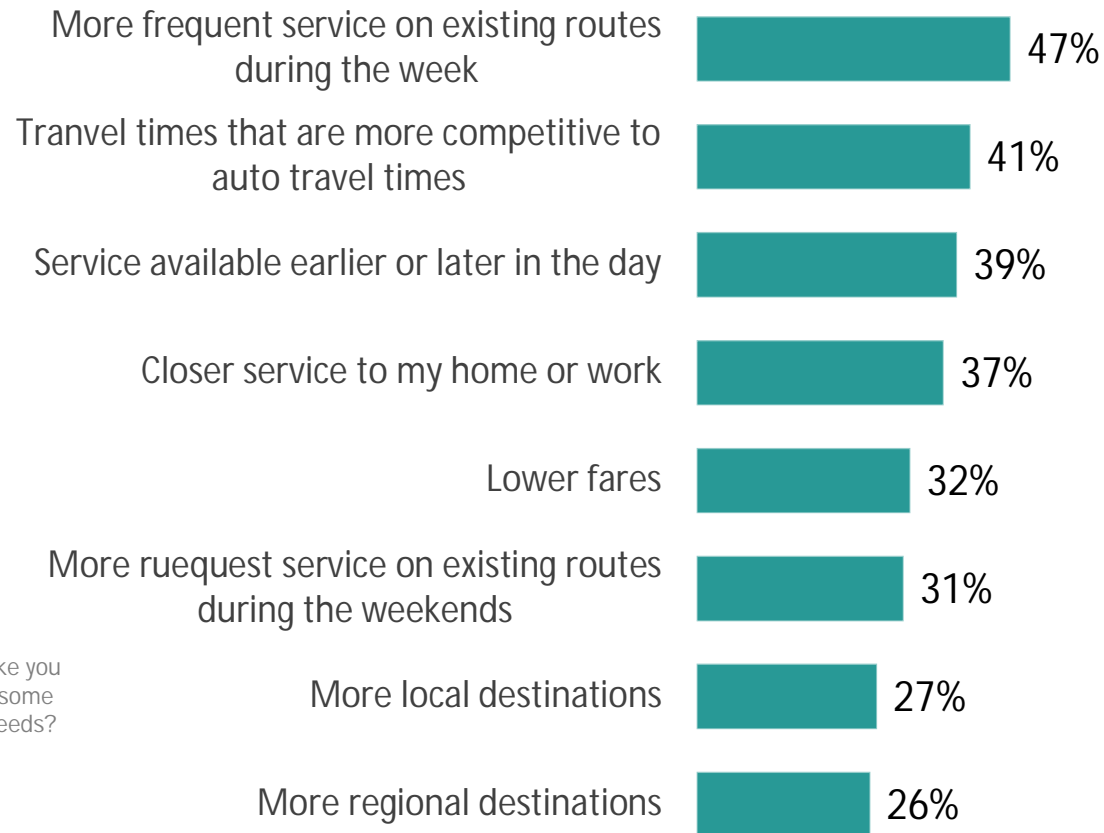
n = 725

0% 20% 40% 60% 80% 100%

Non-riders are significantly more likely to believe that public transportation can be improved by better connections to other regional transportation providers and better connections to local activities.



Almost half of both riders and non-riders would consider OmniRide/OmniLink for some or more of their transportation needs if there were more frequent services on existing routes during the week.



Q20: What, if anything, would make you consider OmniRide/OmniLink for some (or more) of your transportation needs?

n = 725



5

Key Findings—Employer Outreach Interviews



Participating Employers

- Prince William Chamber staff – with directors of: economic development and public affairs, communications and community outreach
- Prince William Chamber focus groups with board members and members of three committees: economic development, human services and veterans affairs
- Prince William County Department of Economic Development
- George Mason University
- NOVA Community College
- Novant Health System
- Didlake (Goodwill-like organization with 1,200 employees)
- COPT (REIT that operates data storage centers throughout the county)

1. Traffic congestion is the number one topic of discussion by business, with concerns about the stress and uncertainty of employee commuting time, and the high cost and uncertainty of delivering products and services to customers inside and outside the county.

“Our employees start every morning talking about encountering traffic on the way to work.”

“Customer deliveries are a nightmare in Prince William and getting out of here to go to DC or Baltimore. You can send someone on a delivery route and have no idea when they will get there.”

2. Business leaders are encouraged to hear from PRTC and learn about the new strategic plan, and they believe that public and private interests need to come together to plan for the future and begin investing in transit now.

“We’ve been talking about congestion for the 28 years I’ve owned a business here, but we keep falling farther behind.”

“We need more forward thinking and PRTC needs to communicate the way of the future.”

“Everybody wants to do something about transportation in Prince William, but nobody knows what anybody else is doing.”

3. Business leaders believe that public investments in transportation are vital to the profitability of local companies and the economic well being of the area, but they feel that county elected officials are opposed to investing in transit.

“We cannot build our way out of this mess with more roads. The county must invest in transit.”

“Your (PRTC’s) hardest job is turning around the members of your board who are opposed to what you are doing.”

4. Employers believe that land use planning tied to transportation is the key to the future and quality of economic growth in the Prince William area.

“Greater density development with transit tied in is a key, but projects are not getting approved because of the deadlock on the proffers issue.”

“The politicians in West County are opposed to any density. Period.”

“A robust transportation system is a vital part of any community for a diversified, growing economy.”

5. Employers want PRTC to be the leader in convening both public and private interests to come together to develop transportation solutions in the Prince William area.

“Leadership in transportation is long overdue for the Prince William area, and there is both a need and an opportunity for PRTC to assume that role.”

“PRTC should be on the Chamber board, participate in committees, attend our meetings.”

“We welcome PRTC leadership. The county government has not demonstrated the interest or ability to solve the problem, and there is no one else equipped for the task.”



Strategic Plan

5 Considerations for Engagement

1

LEAD

The void in transportation leadership in the Prince William area provides an opportunity for PRTC to be the go-to resource for bringing together the private and public sectors to come up with transit solutions.

2 PAINT-THE-PICTURE

The vision for the future of multi-modal transportation and land use needs to be communicated to the community to stimulate change, including a description of opportunities and the consequences of not changing.

3**PARTICIPATE**

The impassioned interest that both business and the public have in solving transportation problems provides an opportunity for PRTC to be a part of decisions about the interconnectivity of transit with economic development, land use planning, education and human services.

4 PROMOTE

Business needs to better understand the services and expertise of PRTC, the benefits of its services and the specific advantages PRTC provides the community.

5

RENEW

The time is right for PRTC to reintroduce itself to business and the public as the organization planning for the future while serving the community's interest today.