REPORT OF THE
SECRETARY OF TRANSPORTATION

How Virginia Is Using Transit and Transportation Demand Management Programs to Address Highway Congestion and Single Occupant Vehicle (SOV) Travel

TO THE GOVERNOR AND
THE GENERAL ASSEMBLY OF VIRGINIA

REPORT DOCUMENT NO. 316

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COMMONWEALTH of VIRGINIA

Office of the Governor

Sean T. Connaughton
Secretary of Transportation

November 1, 2013

The Honorable Robert F. McDonnell, Governor
Patrick Henry Building, 3rd Floor
1111 East Broad Street
Richmond, Virginia 23219

The Honorable Stephen D. Newman
Chairman, Senate Transportation Committee
General Assembly Building, Room 315
Richmond, Virginia 23219

The Honorable Joe T. May
Chairman, House Transportation Committee
General Assembly Building, Room 504
Richmond, Virginia 23219

Dear Governor McDonnell, Senator Newman and Delegate May:

Attached for your review is the fourth annual "How Virginia Is Using Transit and Transportation Demand Management Programs to Address Highway Congestion and Single Occupant Vehicle Travel" as required by Chapter 733 of the 2010 Acts of Assembly, which requires the Secretary of Transportation to:

Report on actions taken by the Commonwealth, local governments and regional transportation authorities to (i) increase transit use and (ii) reduce highway congestion and use of single occupant vehicles through programs and initiatives involving transportation demand management, transit use, telecommuting, carpooling, construction of commuter parking facilities, use of flexible work hours and telecommunications technology.

Sincerely,

Sean T. Connaughton

Table of Contents

I. Preface

In 2010, the General Assembly directed the Secretary of Transportation (§ 33.1-223.2:24 of the Code of Virginia), in consultation and cooperation with the Commonwealth Transportation Commissioner and the Director of the Department of Rail and Public Transportation, to prepare an annual report detailing the most recent efforts undertaken in the Commonwealth to increase transit use and reduce highway congestion and use of single occupant vehicles.

This report was prepared by the Department of Rail and Public Transportation (DRPT) and responds to that directive. It was developed in coordination with the Virginia Department of Transportation; transit and transportation demand management/commuter services agencies; major public transportation stakeholders, including regional Metropolitan Planning Organizations (MPOs); regional Planning District Commissions (PDCs) and other organizations.

A survey on annual initiatives was requested from all transit and transportation demand management (TDM) agencies in the Commonwealth in August 2013. The results of those surveys and other information gathering are presented in this report.

The Southeastern Institute of Research (SIR) provided assistance with preparation of this report.

II. Executive Summary

This document is the Secretary of Transportation's FY 2013 report to the General Assembly summarizing recent efforts undertaken in the Commonwealth of Virginia to leverage the state's investment in passenger rail, transit and transportation demand management (TDM) programs to address highway congestion and Single Occupant Vehicle (SOV) Travel. The report addresses the annual reporting requirement of § 33.1-223.2:24 of the Code of Virginia, Chapter 733 of the 2010 Acts of Assembly.

Prepared in consultation and cooperation with the Commonwealth Transportation Commissioner and the Director of the Department of Rail and Public Transportation (DRPT), this report describes several transcendent trends that are increasing the importance of impact measurement and reporting for transportation systems, in general, and transit and TDM programs, in particular. These trends include the federal transportation legislation – MAP-21, major demographic trends, and an emerging cultural shift to more "walkable," sustainable communities. The report also sites numerous examples of passenger rail, transit and TDM initiatives that address and/or capitalize on these trends and collectively are positioning the Commonwealth of Virginia in a leadership role by deploying an efficient, holistic and impactful multimodal transportation system.

Making An Impact In 2013

Across the nation, the success of transit, rail and TDM programs are being carefully measured and reported upon, often focusing on key metrics, including:

1. Moving People – measuring and reporting ridership of transit, passenger rail, vanpooling and carpooling.

2. Reducing Vehicle Miles Traveled – measuring how transit, rail and TDM programs reduce the use of single occupant vehicle travel.

3. Maintaining modal split – the share of travel by alternative modes compared to single occupancy vehicles while populations and workforces change.

4. Improving Air Quality by Reducing Greenhouse Gas Emissions – measuring the positive impact transit, rail and TDM programs have on air quality.

5. Energy Savings (Gallons of Fuel) – measuring the positive impact transit, rail and TDM programs have on reducing fuel consumption, saving energy and reducing our dependence on foreign oil.

6. Redirecting money back into the local economy.

7. Improving Transportation System Efficiency – How transit, rail and TDM programs make the Commonwealth's transportation system more efficient.

8. Congestion Mitigation – How transit, rail and TDM programs help reduce congestion.

9. Shaping a state's or region's economic development opportunities.

10. Awards and Commendations – While not an official annual performance measure, being recognized from national transportation organizations on how rail, transit and TDM programs are making an impact validates the success of local, regional and statewide programs.

Virginia's transit, rail and TDM programs are delivering results - making an impact - across all ten measures.

Major Tends Shaping Virginia's Future and Increasing the Importance of Impact Reporting

MAP-21, the Moving Ahead for Progress in the 21st Century Act, demands improved transportation investment decision making through performance-based planning and programming. Under MAP-21, performance management, program restructuring, and the creation of two new formula programs have increased accountability for program efficiency and measurable results. During the 2013 Virginia General Assembly Session (Senate Bill 1140) the Transit Service Delivery Advisory Committee (TSDAC) was established to advise DRPT in the development of a distribution process for transit capital and operating funds and help implement performance-based funding for mass transit.

From passenger rail and transit to bicycle and pedestrian paths, Virginia's transit and TDM programs understand, and are poised to flourish within, this new surface transportation landscape. DRPT measures program efficiency, their impacts on modal split, reductions in vehicle miles traveled and other key metrics that quantify program effectiveness. Initiatives like the Super NoVa Transit and TDM Vision Plan, which takes a broader view of what constitutes a region and holistically examines commuting patterns within Northern Virginia, have disregarded traditional jurisdictional boundaries in favor of more comprehensive, efficient and impactful transportation and TDM recommendations.

Seismic demographic trends also continue to reshape America and the Commonwealth of Virginia: population growth; the growth of urban areas; and, the growing diversity of residents. The U.S. Census Bureau's Population Division projects that Virginia's population will increase by 22 percent by 2030, from 8 to 9.8 million residents, based on projections from the 2010 Census. Virginia's largest urban areas will see the majority of this growth, which is consistent with the second biggest demographic force reshaping America – *urbanization*.

Spearheaded by organizations like Smart Growth America, www.smartgrowthamerica.org, and supported by the Federal Highway Administration's (FHWA) Livability Initiative, the emerging cultural shift towards walkable and sustainable communities is taking hold throughout the nation and here in the Commonwealth of Virginia. There is a critical symbiotic relationship between transit and TDM programs and smart growth strategies in evolving urban areas into more sustainable, walkable communities. Smart growth strategies help to develop transportation systems that better serve more people while fostering economic vitality for both

businesses and communities. These strategies include developing and offering a rich mix of transit options like buses, trolleys, subways, light rail, street cars and ferries which accommodate more travelers in the same space and create better options for getting between home and work.

Nationally and in Virginia, many young professionals, typically defined as people under 40, are eschewing car ownership in favor of tapping into the growing menu of transit options in the country's most popular urban areas. The national media regularly reports on young professionals who astutely recognize some of the burdens placed on them from car ownership and the convenience and flexibility of using public transportation. While this trend has car manufacturers scratching their heads, the leadership of forward-looking cities are evolving their transportation infrastructure to offer a broad menu of alternatives to driving alone such as bike and car-sharing services in an effort to attract and retain more young professionals.

Making An Impact with 10 Core Strategies

In FY 2013, Virginia's passenger rail, transit and TDM community continued to concentrate on 10 core strategies to reduce SOV travel and peak time congestion. These strategies include:

1. Understand and Focus on Customer Needs
2. Maintain and Build on Virginia's Current Investment in the Existing Transit and TDM Infrastructure
3. Maximize Efficiency of Existing Transit and TDM Infrastructure
4. Build New Capacity
5. Provide New, Innovative Service Delivery
6. Leveraging Technology to Promote Awareness and Familiarity with Travel Options
7. Build Awareness and Support for Transit, Commuter Services and Other Travel Options
8. Encourage Employer Support and Active Involvement in Offering Transit and Other TDM Alternatives
9. Encouraging Multimodal Commuting Through Innovation
10. Seek New and Sustainable Funding Sources

These 10 core strategies continue to deliver results. In FY 2013, Virginia's passenger rail, transit and TDM programs helped address congestion and reduced SOV travel as measured through modal split, use of transit, ridership on state-sponsored rail service, trips reduced, energy saved and Greenhouse Gases eliminated.

Report Summary

There are several major conclusions from this report to the General Assembly on recent efforts undertaken in Virginia to help mitigate traffic congestion and reduce single occupancy vehicle (SOV) travel. First, the Virginia passenger rail, transit and TDM communities remain committed to making a positive impact. Throughout FY 2013, these transit and TDM professionals have worked collaboratively using ten core strategies to launch a myriad of rail, transit and TDM initiatives. As this report details, these initiatives are making an impact.

DRPT continues to provide leadership helping transit and TDM programs throughout the state to develop and implement innovative programs that produce measurable impacts that reduce vehicle trips, vehicle miles traveled (VMT), vehicle emissions and conserve gasoline. Forward looking strategies like the Super NoVa Transit/ TDM Vision Plan look beyond traditional local, regional and state boundaries to determine how best to move people in and around the greater Northern Virginia area. Looking ahead, DRPT is currently working on developing and collecting even more detailed performance measurements from all of the state's transit and TDM programs to optimize the success and impact of these vital programs.

III. Introduction

This report was prepared pursuant to § 33.1-223.2:24 of the Code of Virginia, which requires:

> *"The Secretary of Transportation, in consultation and cooperation with the Commonwealth Transportation Commissioner and the Director of the Department of Rail and Public Transportation shall submit annually, not later than November 1, a report to the General Assembly on actions taken by the Commonwealth, local governments and regional transportation authorities to: (i) increase transit use and (ii) reduce highway congestion and use of single occupant vehicles through programs and initiatives involving transportation demand management, transit use, telecommuting, carpooling, construction of commuter parking facilities, use of flexible work hours and telecommunications technology."*

This document is the fourth annual report and builds upon the results documented in the 2012 report.

This report begins with an overview of how Virginia's transit, rail and transportation demand management (TDM) programs are focused on delivering results – *making an impact.* It also presents an overview of the major trends that are making impact reporting more and more important. This is followed by specific examples of how Virginia's statewide and regional transit and TDM initiatives are making an impact.

This report was developed in coordination with transit, commuter services and rail agencies; major public transportation stakeholders, including regional Metropolitan Planning Organizations (MPOs); regional Planning District Commissions (PDCs); and other organizations. Additional information is available on the websites for both DRPT (http://www.drpt.virginia.gov/) and VDOT (http://www.virginiadot.org/).

IV. Making An Impact in 2013

Across America, the success of state and regional level transit, rail and TDM programs are carefully measured and reported on ten key performance areas:

1. Moving People – measuring and reporting ridership of transit, rail, vanpooling and carpooling.

2. Reducing Vehicle Miles Traveled – measuring how transit, rail and TDM reduces the use of single occupant vehicle travel.

3. Maintaining modal split – the share of travel by alternatives to single occupancy vehicle while population and workforce changes.

4. Improving Air Quality by Reducing Greenhouse Gas Emissions – measuring the positive impact transit, rail and TDM programs have on air quality.

5. Energy Savings (Gallons of Fuel) – measuring the positive impact transit, rail and TDM programs have on reducing fuel consumption. Saving energy and our dependence on foreign oil.

6. Redirecting money back into the local economy.

7. Improving Transportation System Efficiency – How transit, rail and TDM programs make the Commonwealth's transportation system more efficient.

8. Congestion Mitigation – How transit, rail and TDM programs help reduce congestion

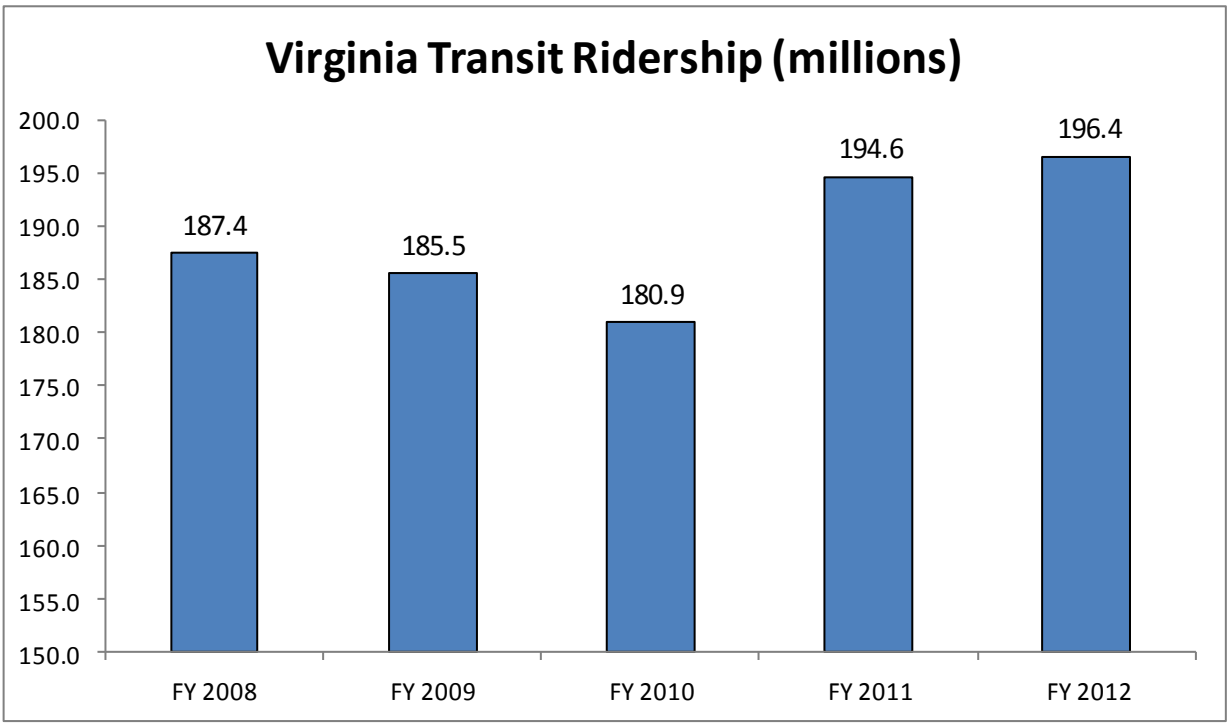
9. Shaping a state's or region's economic development story

10. Awards and Commendations – While not an official annual performance measure, being recognized from national transportation organizations on how rail, transit and TDM programs are making an impact validates the success of local, regional and statewide programs.

Virginia's transit, rail and TDM programs are delivering results - *making an impact* - across all ten measures.

Impact #1: Moving People - Increasing Transit and Rail Ridership

Increasing the ridership of transit agencies across the Commonwealth remains a primary objective of the TDM and transit community in order to reduce SOV congestion. Based on self-reported data, transit ridership has increased since the recession.



Source: Department of Rail and Public Transportation; Ridership figures were self-reported by transit agencies.

- Number of Passenger Trips for Transit Dependent Virginians: Virginians who, through a disability, age or other factors, rely primarily on transit for transportation are an important group to accommodate due to their reliance on public transit to satisfy basic needs. Agencies work to increase mobility for transit dependent Virginians to ensure their access to basic human services like employment, medical care, shopping and social activities.

- Increasing Ridership on State-Sponsored Rail Service: Part of the commitment to maintain, improve and develop railways in Virginia is increasing ridership on these state-sponsored rail services to reduce SOV travel. Amtrak Virginia regional passenger rail activity grew by over 10 percent between FY 2012 and FY 2013, up from 808,771 boardings and alightings in Virginia in FY2012 to 892,430 in FY2013. This was fueled by the continued success of Lynchburg to Washington, D.C. service and the addition of new service to Norfolk in December 2012.

Impact #2: Reducing Trips and Vehicle Miles Traveled (VMT)

DRPT tracks the number of passenger miles of travel saved by commuter assistance customers in Virginia in order to meet their objective of decreasing growth of Single Occupant Vehicles (SOV) travel in Virginia's urban areas during peak travel times. As Virginia emerges from the recession, more and more commuters are heading back to work using sustainable transportation solutions like carpooling, vanpooling and transit. Even when measuring just ridematching services, which are estimated to be about 8% of the typical total, thanks to the efforts of transit and TDM agencies throughout Virginia, in FY 2013 approximately 19.1 million miles of passenger travel (or Vehicle Miles Traveled) was eliminated statewide. The FY 2013 VMT reductions were an impressive 55% improvement from FY 2012 estimates.

Two TDM agencies among the State's 15 different TDM programs, Arlington County Commuter Services (ACCS) and Richmond's RideFinders, conducted detailed program assessments that carefully measured a much broader range of program elements and resulting impacts. These two TDM agencies recently quantified in great detail the impact they have on their respective community in terms of reducing trips and vehicle miles traveled, energy consumption and reduction of inputs affecting air quality. It should be noted that in the case of ACCS, which has a mature transit infrastructure and is part of a major metropolitan region, the detailed program assessment yields impressive results. RideFinders is perhaps a more typical program. Details on these two program evaluations are summarized here:

- In FY 2013, ACCS made it easier for people to switch from driving alone to taking transit, walking, biking, carpooling and vanpooling. ACCS reduced traffic in Arlington County by about 41,128 vehicle trips on the average workday in FY 2013. Eliminating about 41,128 trips also eliminates over 727,933 vehicle miles traveled (VMT) each business day or almost 182 million miles in FY 2013!

- RideFinders offers a myriad of services to support and advance carpooling, vanpooling, transit, teleworking, walking and biking. In 2013, RideFinders completed a comprehensive program evaluation study to quantify the agency's impact on the Richmond region. This study points to a significant impact – RideFinders programs remove over 5,000 vehicle trips from the Richmond region's roadways every day. This amounts to approximately 125,000 vehicle miles reduced daily or nearly 34 million vehicle miles traveled in FY 2013.

Impact #3: Maintaining Virginia's Modal Split

Maintaining the modal split, the share of drive-alone work trips compared to the use of other travel options, is perhaps the most direct indicator of the overall impact of Virginia's rail, transit and TDM community.

Based on the 2010 U.S. American Community Survey Journey to Work data, the share of drive-alone work trips in Virginia was 77.1 percent. This is the exact modal split recorded by the 2000 decennial census – 77.1 percent. While on the surface this result may seem unimpressive, it must be viewed in context. During this same period of time, 2000 to 2010, Virginia's overall

population grew from 7 million to 8 million, adding approximately 950,000 people. As approximately 60 percent of the population works, during the 2000 to 2010 period, Virginia added roughly 570,000 new commuters. Maintaining the SOV modal mix at 77.1 percent means the non-SOV percentage held at 22.9 percent. Applying this percentage to the over half million new commuters means 130,000 more people started ridesharing. Maintaining market share, in this case the share of people who rideshare, is a significant number.

Impact #4: Improving Air Quality

As with measurements for reducing vehicle miles traveled (VMT), statewide estimates for improvements in air quality tend to be understated and the most accurate impact calculations are available on a local level from ACCS and RideFinders. Arlington County Commuter Services (ACCS) reduction of 41,128 vehicle trips per day in FY 2013 means improving air quality in the county. ACCS demonstrated it is making an impact and improving air quality by reducing CO_2 emissions by 682,267 pounds/ day or 170,566,750 pounds in FY 2013.

RideFinders' TDM programs eliminated the need for over 5,000 vehicle trips in the Richmond region per day in FY 2013. This amounts to approximately 88,000 pounds of harmful air pollutants being eliminated daily as RideFinders helped commuters eliminate about 33,800,000 pounds of Greenhouse Gases from the atmosphere in FY 2013.

Impact #5: Energy Savings (Gallons of Fuel) – measuring the positive impact transit and TDM programs have on reducing fuel consumption.

Conservative estimates for statewide fuel savings resulting from the over 19 million VMT reductions realized in FY 2013 from ridematching alone indicate at least 776,107 gallons of fuel were saved by the customers of Virginia's TDM programs alone! Multiplying this number by a factor of 10 or 12 shows the real magnitude of just the State's TDM programs in realizing fuel savings. However, as with the statewide estimates for eliminated vehicle trips and the resulting VMT reductions, more sophisticated and perhaps more accurate individual program assessments reveal a much more impressive savings. In Arlington County alone, transit and TDM programs there saved commuters nearly 7.6 million gallons of gasoline during FY 2013 while RideFinders helped save over 1.9 million gallons of gasoline during the same period.

Impact #6: Redirecting money back into the local economy.

When commuters don't have to spend as much money on gas, they can use the money that they save for other endeavors like saving for college tuitions, making home improvements, going out to dinner or simply buying essentials like food and clothing. According to the University of Michigan's Transportation Research Institute (UMTRI), the average fuel efficiency of cars and light trucks in the US increased to 24.6 miles per gallon (mpg) in 2013, improving by 4.5 mpg since 2007. Conservatively, in FY 2013, just ridematching through TDM programs in the state helped commuters save 776,107 gallons of gasoline. According to the Virginia Department of Motor Vehicles, the price of regular gasoline is expected to average $3.56 per

gallon in 2013 and $3.39 per gallon in 2014, compared with $3.63 per gallon in 2012. Assuming a gallon of gasoline typically cost $3.56 in FY 2013, over $2,762,000 just from ridematching through TDM programs was saved at gas pumps around the state and redirected back into local economies throughout Virginia.

Impact # 7: Improving Transportation System Efficiency – How transit and TDM programs make the Commonwealth's transportation system more efficient.

The recently released Super NoVa Transit & TDM Vision Plan, which will be discussed in more detail later in this report, takes a broader view of what constitutes a region and holistically examines commuting patterns within Northern Virginia. Disregarding traditional jurisdictional boundaries in favor of more comprehensive, efficient and impactful transportation and TDM enhancements mean more and better commuting options for Virginians.

At the July 18, 2012 meeting of the Transportation Planning Board (TPB), it was requested that a task force be established to identify promising locations in the National Capital Region to operate buses on the shoulders of highways. This task force brought together the stakeholder agencies, including transit operators, departments of transportation, and local jurisdictions, to coordinate an assessment of the experience and potential for Bus on Shoulder (BOS) operations on the region's freeways and major arterials. The task force oversaw a scoping of potential locations for BOS, including a high-level benefit-cost analysis of implementing BOS along select corridors and bus routes. Bus on shoulder use helps to keep buses moving in heavy traffic.

Impact #8: Mitigating Congestion

While ACCS and RideFinders are serving two totally different kinds of markets, they are serving the same cause – mitigating congestion; and, both programs are making a significant impact in this regard.

Every day, ACCS' TDM programs remove over 40,000 cars from Northern Virginia's crowded roadway system. Considering that the average lane of interstate highway carries approximately 4,000 to 6,000 vehicles during the daily rush period, this impact is larger than the eight inbound lanes of I-395 and I-66 carry during the three-hour morning rush period, and five times larger than the morning passenger trips made on the VRE commuter rail.

Every day, RideFinders' TDM programs remove over 5,000 cars from the Richmond region's transportation system. To put 5,000 vehicles into perspective, every morning rush period, about 5,000 cars speed along in each direction on I-95 by the historic Old Main Street Train Station clock tower. Imagine, 5,000 more cars being added to Richmond's roads every day. The Richmond region's mobility and accessibility would certainly be compromised.

According to the Texas Transportation Institute:

- In Richmond, the calculated added congestion if public transportation service were discontinued would be an annual increase of 571,000 hours delay with a congestion cost of $11 million.

- For Virginia Beach, the annual increase would be 1,300,000 hours delay with a congestion cost of $25 million.
- Washington, D.C./Northern Virginia would experience an annual increase of 35,500,000 hours of delay for a total congestion cost of $726 million.

Impact #9: Shaping Virginia's 21st century image as a place to live, work, and play

Nationally, many young professionals, typically defined as people under 40, are eschewing car ownership in favor of tapping into the growing menu of transit options in the country's most popular urban areas. In his August 21, 2013 story entitled, *"Why Millennials Are Ditching Cars and Redefining Ownership,"* NPR's Noah Nelson interviewed young professionals in Los Angeles who astutely recognized some of the burdens placed on them by car ownership and the convenience and flexibility of using public transportation. While this trend has car manufacturers scratching their heads, the leadership of forward-looking cities are evolving their transportation infrastructure to offer a broad menu of alternatives to driving alone such as bike and car-sharing services in an effort to attract more young professionals.

Many young professionals in Virginia, sometimes referred to as Millennials, (those born between 1983 and 2001) and younger Generation Xers (those born from 1965 to 1982), consider an easy to use, comprehensive transit system a critical reason to live, work, play and stay in a community. A recently completed study in Arlington revealed a strong correlation between readily available transit and TDM choices and the overall attractiveness of the area to young professionals.

The overarching goals of the recently completed Arlington Economic Development Young Professional Study sought to understand the following:

- Why do young people come to Arlington?
- Why do they stay?
- Why do they leave?
- What would attract their peers and what would cause them to stay?
- What specifically do we need to do in Arlington to attract and retain the world's best and brightest young people?

The study was administered through a 15-minute online survey, conducted from June 24–July 8, 2013 among 400 young professionals who live, live and work or only work in Arlington. Not surprisingly, the most important finding when it comes to choosing a place to live is that it's all about jobs. Young professionals in Arlington chose the County primarily because of a job rather than focusing on the location itself or the people who live there. Respondents say Arlington County is a great place to live and an excellent place for young professionals to grow in their careers. A variety of employment options and affordable housing options are all key factors for a livable city according to young professionals in Arlington.

Safety, employment and housing options are considered the most important attributes by those who live and work in Arlington but 75% of the respondents rated "has easy public

transportation" as very important, the fifth most important consideration out of 22 choices. When it comes to actually rating satisfaction with Arlington across those 22 attributes, "has easy public transportation" was rated highest across the board.

Key Factors for a Livable City:

Live and Work	Live	Work
Is safe	Is safe	Affordability of housing options
Has a variety of employment options	Has a variety of employment options	Is safe
Affordability of housing options	Offers a great food scene	Has a variety of employment options
Offers a great food scene	Affordability of housing options	Offers outdoor recreation options
Has easy public transportation	**Has easy public transportation**	Has good school systems

Impact #10: Awards and Commendations

While national recognition is not an annual program performance measure, it is a encouraging to have Virginia's rail, transit, and TDM programs' performance recognized by national transportation organizations including the American Passenger Transportation Association (APTA), the Community Transportation Association of America (CTAA), and the Association for Commuter Transportation (ACT). In FY 2013, transit and TDM programs throughout Virginia were recognized many times by national organizations. Highlights include:

<u>Hampton Roads Transit:</u>

Elizabeth River Star Business award: HRT received the highest level award by the Elizabeth River Foundation for environmental compliance and stewardship in the community for their efforts at all of HRT's facilities.

APTA Sustainability Commitment Award: HRT was one of only 7 transit agencies in the country to receive the “Gold Level” recognition award for measuring and tracking their sustainability metrics and initiatives.

Loudoun County Transit:

Nancy Gourley, Transit and Commuter Services Division Manager, received the 2012 Government Individual Award from Virginia Regional Transit.

Blacksburg Transit:

APTA *Adwheel* Award - Grand Award Winner - Illustrated Vehicle: "There's a Better Way to Reach People" articulated bus advertising the advertising program.
APTA *Adwheel* Award - First Place: "There's a Better Way to Reach People" marketing campaign featuring bus ads and direct mail.
VTA Outstanding Marketing: Comprehensive Marketing Campaign for BT4U

RideFinders (Richmond):

Award of Merit, Integrated Communications Category, Public Relations Society of America, Richmond Chapter: "Fall in Love with Vanpooling Starring Vanity Vanpool." Vanity Vanpool encourages commuters to stop driving alone and fall in love with vanpooling by joining her and other vanpoolers. This message was the hallmark of the “Fall of in Love with Vanpooling” campaign, an integrated communications program that included compelling branding, community outreach, print collateral, social media outreach, partnerships, movie theaters and traditional media marketing.

Award of Merit, Community Relations Category, Public Relations Society of America Richmond Chapter: "Satellite Office: RideFinders Partners with Chesterfield Towne Center." Supported by market research, RideFinders realized it was time to open a “satellite” office to reach new commuters, increase awareness and visibility and create a positive relationship with a community mainstay. The six-month piloted partnership with Chesterfield Towne Center (CTC) provided a unique opportunity to educate mall employees and shoppers about its program and services and encourage participation in alternative transportation such as carpooling, transit and vanpooling.

VRE:

Government Finance Officers Association - Certificate of Achievement for Excellence in Financial Reporting: the 6th consecutive year VRE has received this award.

Winchester Transit**:**

Access Independence, Inc. *Extra Mile Award*: Award recognizing Winchester Transit staff for providing an exceptional Win-Tran Guide accommodating the needs of unique riders of Trolley, Para-Transit and fixed-route busses in Winchester.

PRTC:

APTA *AdWheel* Award - Grand Award Winner - Public Relations/Awareness or Educational Campaign: "Your Ride to a Better Environment."
APTA *AdWheel* Award – Grand Award Winner - Public Relations/Awareness or Educational Special Event: "PRTC 25th Anniversary Celebration" for middle school youth outreach program and promotion of PRTC's 25th Anniversary.
Rideshare Specialist Holly Morello received DATA's Mobility Management Partner award for her role in advancing regional cooperation through her participation on several Commuter Connections committees and subcommittees as well as increased cooperation between DATA and PRTC's employer outreach program.

Arlington County Commuter Services:

2012 MarCom Gold Award for web video/branded content, Go Green Advertising Awards for special video production, American Advertising Awards Silver ADDY for public service – digital advertising, 2013 Communicator Gold Award of Excellence for online video, 2013 TMSA Compass Award of Merit for integrated campaign.

Bike Award: Promoted and participated in the National Bike Challenge. BikeArlington team won the small business award for the top ridership in the nation.

City of Alexandria:

Commuter Connections - 2013 Employer Organizational Achievement: The City's Local Motion Program received the Employer Services Organization Achievement Award from the Metropolitan Washington Council of Governments at the 16th annual Commuter Connections Employer Recognition Awards ceremony on Tuesday, July 25. The award recognized the City's Commuter Challenge campaign, held in early April, which included 14 companies and more than 500 employees who participated in a fun, friendly competition to encourage participants to drive alone less and use alternative methods of transportation. The two-week competition reduced vehicle miles traveled by 64,000 and saved 2,500 gallons of gas.

V. Major Trends Increasing the Importance of Performance Reporting

Several transcendent trends are increasing the importance of impact measurement and reporting for transportation systems, in general, and transit and TDM programs, in particular. These include the federal transportation legislation – MAP-21, major demographic trends, and an emerging cultural shift to more "walkable," sustainable communities.

Trend #1: MAP-21 – The Moving Ahead for Progress in the 21st Century Act is ushering in a new era of impact measurement and reporting.

As the first long-term highway authorization enacted since 2005, the Moving Ahead for Progress in the 21st Century Act (MAP-21) ushered in much more than $105 billion in funding for surface transportation programs for FY 2013 and 2014. MAP-21 also demands improved transportation investment decision making through performance-based planning and programming. Under MAP-21, performance management, program restructuring, and the creation of two new formula programs have increased accountability for program efficiency and measurable results. In keeping with its focus for the last three years, the Federal Highway Administration (FHWA) continues to work closely with stakeholders to ensure local communities offer multimodal, sustainable transportation options that make a measurable impact.

From passenger rail and transit to bicycle and pedestrian paths, Virginia's transit and TDM programs understand, and are poised to flourish within, this new surface transportation landscape. The Department of Rail and Public Transportation measures program efficiency, their impacts on modal split, reductions in vehicle miles traveled and other key metrics that quantify program effectiveness. Initiatives like the Super NoVa Transit & TDM Vision Plan, which takes a broader view of what constitutes a region and holistically examines commuting patterns within Northern Virginia, have disregarded traditional jurisdictional boundaries in favor of more comprehensive, efficient and impactful transportation and TDM recommendations that will achieve mobility beyond boundaries. The Super NoVaTransit & TDM Vision Plan strategic regional focus, as evidenced by PRTC's soon-to-be launched Vanpool Incentive Program, will discount end-user costs for vanpoolers throughout the region, boost participation, and generate additional FTA capital funding for the participating transit programs.

As Governor McDonnell observed when announcing the initiation of DRPT's Super NoVa Transit & TDM Vision Plan, "Northern Virginia is the most congested region in Virginia, and it is projected to continue to grow both in population and employment." Developing and implementing a geographically broader vision and plan for transit and TDM programs in Northern Virginia proactively confronts this challenge in an innovative, integrated and efficient manner. The impacts of these regional TDM programs will be discussed in greater detail later in this document.

Trend #2: Major Demographic Trends are making it increasingly important for transit and TDM to work. Impact measuring and reporting makes this case.

Three seismic demographic trends continue to reshape America and the Commonwealth of Virginia: population growth; the growth of urban areas; and, the growing diversity of residents.

The U.S. Census Bureau's Population Division projects that Virginia's population will increase by 22 percent by 2030, from 8 to 9.8 million residents, based on projections from the 2010 Census. Virginia's largest urban areas will see the majority of this growth, which is consistent with the second biggest demographic force reshaping America – *urbanization*. Most of Virginia's population growth is projected to occur in Virginia's segment of the Golden Crescent, the heavily populated, and most congested, geographic corridor that runs from Baltimore down through Metro Washington and the Richmond region and over to Hampton Roads.

The population boom will also change Virginia's racial composition. While Virginia's overall population is projected to increase by 22 percent by 2030, the white and non-white population segments are projected to grow by 10 and 49 percent, respectively. Based on these projections, by the year 2047, demographers expect that Virginia's minority population will become the majority.

As Virginia's population grows, so, too, will traffic congestion. Our culture's dependency on the car as the primary means of travel, in general, and single occupancy vehicle travel (SOV) auto travel, in particular, translates into increasing levels of congestion. Recognizing the correlation between an increasing population and vehicles on the road is key to understanding the congestion equation. Despite our all-out push to increase Virginia's roadway supply, the Commonwealth cannot keep pace with demand, especially in the urban areas. The lack of funding and lack of space for more roadways creates an imbalance. The result: an increasing level of congestion and a decreasing level of access and mobility. Over the next 25 years, two-thirds of Virginia's I-95 infrastructure will be at or above capacity, resulting in an increase in travel times of as high as 40 percent.

As Virginia's population continues to increase, especially in the already heavily populated urban areas, the need for alternative transportation choices – *passenger rail, transit and TDM solutions* – to help reduce SOV travel and minimize congestion will continue to increase. Virginia's increasing diversity will also shape how these solutions are packaged and promoted. In order to fund and deliver these choices, a strong case for deployment or return on investment is becoming increasingly important. Having unassailable impact performance measures in place will answer this call.

Trend #3: An emerging cultural shift to more "walkable" and sustainable communities is making specific impact data more important.

Spearheaded by organizations like Smart Growth America, www.smartgrowthamerica.org, and governmentally supported by the Federal Highway Administration's (FHWA) Livability Initiative, the emerging cultural shift towards walkable and sustainable communities is taking hold throughout the nation and here in the Commonwealth of Virginia. Smart Growth America, the

FHWA's Livable Communities webpage, http://www.fhwa.dot.gov/livability/, as well as updates from the Department of Housing and Urban Development (HUD), Department of Transportation (DOT), and Environmental Protection Agency (EPA) Interagency Partnership for Sustainable Communities, all offer empirical evidence of the growth and benefits of walkable communities.

There is a critical symbiotic relationship between transit and TDM programs and smart growth strategies in evolving into a more sustainable, walkable community. Smart growth strategies help to develop transportation systems that better serve more people while fostering economic vitality for both businesses and communities. These strategies include developing and offering a rich mix of transit options like buses, trolleys, subways, light rail, street cars and ferries which accommodate more travelers in the same space and create better options for getting between home and work. Streets designed for all kinds of travelers make neighborhoods safer and more appealing. And investments in road maintenance, rather than new construction, cut expenses, concentrate development and benefit the environment.

People want more transportation choices, whether it's to save money on gas, to get into shape by walking or biking to their destinations, or to have a more relaxing commute. Communities can provide these choices by making it easy for residents and visitors to drive, walk, bike, or take transit. Large or small, every community can use smart growth techniques and give people the freedom to choose how they get around.

As Smart Growth America observes, "Smart growth transportation strategies help families, too. The average American family spends more than 50% of their household budget on housing and transportation costs combined, and that's simply too much. Smart growth transportation strategies help reduce that cost and help families prosper." And smart growth transportation strategies are impactful, creating a more efficient transportation infrastructure and helping to reduce traffic congestion. Providing Virginia's commuters with easy access to public transportation reduces congestion by carrying more people in the same road space as evidenced by the increased load capacity of Virginia's HOV network. As Virginia's transit and TDM programs work to reduce congestion, commutes become easier and less costly for Virginians and businesses they work for. Nationwide, the cost and time lost from traffic congestion would be 15 percent worse without public transportation and TDM programs.

The Arlington County Commuter Services (ACCS) "WalkArlington" initiative, www.WalkArlington.com, has been getting more people walking to promote health, improve the environment, boost Arlington's economic vitality and develop walking into a viable commuting option. The results of their efforts have been impressive with 56% of people surveyed in 2011 saying they walk for all or part of their commute at least once a week. 15% said that walking was their primary mode of transportation to work. Those with longer walking commutes are also using other forms of transit such as a bus or the Metro.

WalkArlington strives to get more people walking more of the time. Performance measurements of their efforts has helped ACCS build a "success cycle" resulting in almost 1 in 3 people reporting increasing their walking behavior since they started using WalkArlington

resources and services. The early adopters have evolved into outspoken advocates of walking as WalkArlington enjoys a get an overall "Net Promoter Score" of 49% with 60% of those surveyed saying they were somewhat/very likely to recommend WalkArlington to a friend.

Arlington is also a great place to get around by bicycle. Boasting more than one hundred miles of multi-use trails, on-street bike lanes, and designated bike routes, today it is easier than ever for cyclists to get where they need to go in Arlington County. Through the ACCS "BikeArlington" program, commuting by bicycle is one of many viable commuting options residents enjoy. BikeArligton's goal is to get more Arlingtonians biking more often, whether they're commuting, shopping, or just having fun.

The measurable success of programs such as Arlington County's is inspiring more planners and communities to embrace walkable community design. Virginia's transit and TDM programs are essential partners in helping to bring this emerging trend to more and more communities throughout the Commonwealth.

VI. Virginia's Transit & TDM Programs Are Making An Impact with 10 Core Strategies

In FY 2013, Virginia's passenger rail, transit and TDM community continued to concentrate on 10 core strategies to reduce SOV travel and peak time congestion. These strategies include:

1. Understand and Focus on Customer Needs
2. Maintain and Build on Virginia's Current Investment in the Existing Transit and TDM Infrastructure
3. Maximize Efficiency of Existing Transit and TDM Infrastructure
4. Build New Capacity
5. Provide New, Innovative Service Delivery
6. Leveraging Technology to Promote Awareness and Familiarity with Travel Options
7. Build Awareness and Support for Transit, Commuter Services and Other Travel Options
8. Encourage Employer Support and Active Involvement in Offering Transit and Other TDM Alternatives
9. Encouraging Multimodal Commuting Through Innovation
10. Seek New and Sustainable Funding Sources

These 10 core strategies continue to deliver results. In FY 2013, Virginia's passenger rail, transit and TDM programs helped address congestion and reduced SOV travel as measured through modal split, use of transit, ridership on state-sponsored rail service, trips reduced, energy saved and air quality inputs eliminated.

"Making an Impact" examples are presented below. Please note that a complete list of Virginia's passenger rail, transit and TDM community's FY 2013 initiatives is detailed in the Appendix of this FY 2013 Report to the General Assembly. This Appendix document is available on DRPT's website – www.drpt.virginia.gov.

1. Understand and Focus on Customer Needs:

a. JAUNT (Charlottesville): Thanks to a Senior Grant from DRPT, JAUNT started a shuttle service connecting a low-income senior housing project with the fixed route bus system. Big buses could not reach this community and the existing bus stop was up a steep hill, which made it very difficult for seniors to navigate.

b. PRTC: Eight (8) trips were added to relieve persistent overcrowding on commuter trips and enhance capacity during peak travel times.

c. DATA: Reached out to Dulles Airport area hotels and other businesses to place a bilingual ride share coordinator on site. This program, utilizing Commuter Connections ridematching software, assists underserved populations who may not have access to, or the facility to operate computers. During FY 2013, DATA's rideshare coordinator was on site at over 20 airport area hotels and businesses.

d. Blacksburg Transit: Additional service was added to the Senior Transportation-funded Tuesday Route to now include service on Wednesdays.

e. Arlington County Commuter Services (ACCS): Awarded a grant from DRPT for TDM Marketing to the Hispanic Community. Recruited and hired a Spanish Language Marketing Specialist to serve as the liaison promoting County programs and services to the Spanish speaking population. Worked with Southeastern Institute of Research (SIR) to write and conduct a survey aimed at the Hispanic community to find out their views on transportation issues; received 277 responses in both online and in-person field surveying. Reached out to Hispanic organizations in the County including tenants associations, community groups, educational groups, religious groups, sports groups, and health groups in order to serve our community's rapidly growing Latino population. Also began the transcreation of all relevant web content on the ACCS website into Spanish. Attended and exhibited at Hispanic events promoting ACCS' programs.

f. Harrisonburg Department of Public Transportation (HDPT): Participated in Regional Coordinated Human Services Mobility Plan (CHSM) team meeting to discuss transportation needs, strategies and grant opportunities.

g. RideFinders: As part of RideFinders' ongoing assessment of their impact on the Richmond Region, so called "Choice" and Express bus riders were surveyed on GRTC buses. On-board surveys of riders on both Express and Fixed-route GRTC buses were done in June to determine how frequently they rode GRTC buses, how many miles they commuted each work day and the mode they used prior to transit. Respondents were also asked if information, services or benefits they received through RideFinders influenced them in switching to transit. A final report was presented to RideFinders on October 9th.

2. Maintain and Build on Virginia's Current Investment in the Existing Transit and TDM Infrastructure:

a. One of the major findings revealed in a Statewide Park and Ride Lot Inventory and Usage Study that was completed in early 2013 was the need for a new, user-friendly Park and Ride Lot website to help commuters make better use the nearly 300 Park and Ride facilities across the state. Park and Ride lots are typically used as staging areas for carpool and vanpool groups. To address this need, a new website was

developed in FY 2013 and launched in early FY 2014. The website uses a Google Map interface to assist travelers with locating Park and Ride lots as well as giving them access to information about transportation options at each lot, specific amenities such as bike racks and lockers, bus shelters and lighting. The new website can be found at: www.virginiadot.org/parkandride.

b. A recently approved new I-395 HOV ramp to Seminary Road will give buses, carpools, and vanpools a direct exit from the I-395 HOV lanes helping to serve increasing numbers of military personnel and DoD civilians commuting to the Mark Center as a result of the BRAC initiative.

c. Ride Solutions, Lynchburg: Launched RIDE Solutions services in Region 2000 to serve the greater Lynchburg region. A robust marketing and PR effort was undertaken to launch this expansion into Lynchburg using social media - targeted Facebook and Google Adwords ads as well as a robust PR initiative through Kelly Hitchcock working local TV and radio.

3. Maximize Efficiency of Existing Transit and TDM Infrastructure:

a. PRTC: The OmniRide Tysons Express route began operating over the I-495 Express Lanes. Service through the Express Lanes began on the day the lanes opened reducing travel times by more than 10 minutes on each trip.

b. Fairfax County NoVa region already has a number of effective TDM agencies whose reach extends throughout the area. These agencies provide a wide range of programs and services that offer people opportunities to travel differently, or in some cases, save the trip altogether. The continued growth of the region has amplified the need for an expansion of the programs and services offered by these agencies, as well as greater coordination among the agencies themselves. The Vision Plan recommends three general strategies for TDM based on land use and travel characteristics within the region. These general strategies are the following:

- Inner ring - Promote a “car-free” lifestyle with multimodal options for all trips at all times of the day.
- Middle ring - Promote a “car-light” lifestyle by having TDM focus on providing programs and services to offer non single-occupant auto options for work trips as well as some high volume non-work trips.
- Outer ring - Focus TDM programs and services on providing access to employment and essential services.

c. Shifting commuting trips to different times of the day (peak shedding, telecommuting initiatives)

d. CNG powered buses at GRTC: Ribbon Cutting Ceremony officiated by Richmond Mayor Dwight C. Jones on August 1, 2013, for the new GRTC CNG city buses. Mayor Jones led the maiden trip of the CNG bus from GRTC headquarters to Richmond City Hall. Local leaders and the media attended event.

e. At the July 18, 2012 meeting of the Transportation Planning Board (TPB), it was requested that a task force be established to identify promising locations in the National Capital Region to operate buses on the shoulders of highways. This task force brought together the stakeholder agencies, including transit operators, departments of transportation, and local jurisdictions, to coordinate an assessment of the experience and potential for Bus on Shoulder (BOS) operations on the region's freeways and major arterials. The task force oversaw a scoping of potential locations for BOS, including a high-level benefit-cost analysis of implementing BOS along select corridors and bus routes. Bus on shoulder use helps to keep buses moving in heavy traffic. The National Capital Region already has some local experience with BOS, along a short section (1.3 mi) of the Dulles Airport Access Highway (VA 267) for bus access to the West Falls Church Metrorail Station, and along the shoulders of Columbia Pike (US 29) near Burtonsville, MD. In addition, several other cities across the United States, the Netherlands and Canada also have BOS service; of these, the twin cities of Minneapolis and St. Paul have the most-developed network with over 280 miles of BOS corridors. The planning study, which was completed in September, 2013, identified best practices related to BOS systems, determined potential locations, and evaluated operational as well as design and safety issues related to a pilot BOS implementation on I-66 inside the Beltway. Five (5) pilot BOS locations were identified in the study, and preliminary engineering has begun for those locations. A possible pilot program could be implemented in 2014.

4. Build New Capacity:

a. Arlington County: Capital Bikeshare Expansion – Service was expanded into Columbia Pike, Shirlington, and Fairlington as well as adding more stations in the Rosslyn-Ballston corridor. Total stations in Arlington increased from 42 stations at the end of FY12 to 54 stations at the end of FY13.

b. VRE: Expanded seating capacity by adding coaches to existing trains in January and July 2013. This increased the seating capacity by approximately 400 seats each AM and PM peak period.

c. Loudon County Transit: Opened a 100 space Park and Ride Lot in the community of Brambleton (near Ashburn, VA). Bus service was also established at the lot with three morning trips to Rosslyn and the District of Columbia and four return trips back to the lot. The lot has a bus shelter, bus schedule holder and an information kiosk. Many passengers walk to the lot since it is easily accessible by local residents.

d. Fairfax County: Three Express Lane routes began operation (one in January 2013, and two in March 2013) providing a bus connection between southern parts of

Fairfax County and Tysons Corner. The new express routes are 493 (Lorton-Tysons), 494 (Springfield-Tysons) and 495 (Burke-Tysons).

e. Hampton Roads Transit (HRT): The MAX Route 965 began on October 28, 2012 and provides AM and PM peak period express service from Patrick Henry Mall in Newport News to the Naval Station Norfolk. The new local bus Route 22 also began in October 2012 and provides all day service in an area of Virgnina Beach that previously had no local bus service. The Route 22 serves the Bayside and Haygood communities connecting the Newtown Road light rail station with the Navy's Joint Expeditionary Base at Little Creek. Finally, also implemented in October 2012 was the first "Limited Stop" service in the HRT system. The Route 28 begins at the Virginia Beach Oceanfront and connects to the end-of-line light rail station at Newtown Road. With only 8 stops along Virginia Beach Blvd, the Route 28 saves the bus rider during peak operating times, nearly 45 minutes between the Oceanfront and downtown Norfolk.

   Norfolk is the home of Virginia's first light rail system, The Tide, which opened in August 2011 and almost immediately began surpassing ridership projections. Today, The Tide carries about 5,300 passengers each weekday and 4,600 on a typical Saturday. In 2012, the Hampton Roads Transportation Planning Organization conducted a survey that found reducing highway congestions was the number one concern of area residents. With the world's largest Naval Base, Naval Station Norfolk, employing nearly 75,000 military and civilian personnel, HRT is exploring expanding the Tide to help serve the base.

5. Provide New, Innovative Service Delivery:

a. GRTC: Launched its first mobile apps for iPhone and Android. It provides real-time bus tracker information, locates nearby bus stops, stores favorite bus stops and routes, and provides service updates. The new mobile apps allows customers to have direct, real-time communication with GRTC.

b. Hampton Roads Transit: Implemented Wi-Fi on the Light Rail trains for passenger utilization while in transit. Nine rail vehicles were outfitted with wireless access points.

c. Blacksburg Transit: For the first time, BT has ordered and received several solar bus shelters; the first two solar shelters will be installed at the Torgersen Hall stop on the Virginia Tech campus. Additional solar shelters are to be installed throughout the system in FY 2014.

d. PRTC: The recently launched Vanpool Alliance Program allows new and existing vanpools that originate or complete travel in the Northern Virginia Region to enroll in Vanpool Alliance. Participating vanpools help provide ongoing, important information and in return receive support in marketing their program, help with maintaining drivers and ridership, and receive $200/month per

vanpool for their efforts. Saving $2,400 annually by enrolling in the Vanpool Alliance program means not only lower end user costs for commuters who vanpool, but improved carrying capacity for the northern Virginia Region's transportation infrastructure.

6. Leveraging Technology to Promote Awareness and Familiarity with Travel Options:

a. Ride Solutions: Working with Trillium Transit, Ride Solutions brought all of the local transit systems online with Google Transit. A multimedia marketing campaign initiated in December included television and print ads, social media, and bus ads to promote the new service. Strategic marketing was also done with employer partners like Virginia Western Community College to promote ridership among tech-savvy students.

b. Loudon County: Created a new page on the website for vanpools to list details about vanpools with empty seats.

c. Fairfax County: Assisted NVRC in implementing a project to bring real-time ridesharing to DoD employees and contractors who were directly impacted by relocations resulting from the Base Realignment and Closure (BRAC) initiative. Commuters traveling along the I-95/395/495 and Route 1 corridors are the immediate beneficiaries.

d. DATA: The new, groundbreaking E3Calc (Employee, Environmental and Emissions Calculator) allows businesses to calculate the impact their employees' commuting practices have on the company's carbon footprint, including the contribution, if applicable, of fleet operations and local/long distance business travel. Additional modules calculate "what if" analyses on potential changes in commuting patterns and the cost/benefit of instituting TDM programs. During FY 2013, E3Calc surveys were performed at the following businesses: PB Americas, Southland Industries, Quest Diagnostics (2), Dewberry (2), Hyatt Dulles, The Aerospace Corporation (2), and NOVEC (6).

e. Marion Public Transit: Published 5317-New Freedom schedules to Google Transit and continued to publish route schedules through their website.

f. Blacksburg Transit: Deployed new technologies including LED Sign & Live Map view at www.BT4U.org. The BT4U service has seen a usage increase of 350% from 100 text messages per day to 350 texts per day a year later.

7. Build Awareness and Support for Transit, Commuter Services and Other Travel Options:

a. Hampton Roads Transit: Received the "Gold Level" recognition award. HRT was one of only 7 transit agencies in country receiving the Gold Level award for measuring and tracking our sustainability metrics and initiatives.

b. PRTC: With an eye toward the future, PRTC continued their “Teen Summer Pass” program, which is funded by DRPT. Discounted passes are offered to teens during the summer months to get them familiar and comfortable with public transit. PRTC added value to the passes by establishing partnerships with "teen friendly" businesses, to offer discounts to teens who show passes and continued the use of remote sales outlets established in 2012 to expand the distribution channels available to teenagers who buy the passes.

c. Fairfax County: Participated in Car Free Day by promoting on social media, and partnering with MWCOG to place advertisements in the exterior ad space on the buses.

d. Loudon County: A marketing campaign to coincide with the Virginia Megaprojects "millionth rider" of transportation options utilized to reduce congestion in the Silver Line of Metrorail and the 495 Express Lanes was launched by Loudoun County. Newspaper ads were placed weeks before Earth Day (free ride day) and press releases were sent out along with emails to the general public.

e. GRTC: Conducted monthly 4 minute live interviews with following features:

- Provided an overview of improved customer service in connection with “Get Ready to Connect” campaign.
- Promoted vanpooling, featuring new “Fall in Love with Vanpooling” commercial.
- Introduced GRTC’s new real time bus tracking technology for riders.
- Provided an overview about Transfer Centers and their value to Richmond-area transit users.
- Provided an overview of services offered by RideFinders (a division of GRTC).
- Introduced the new GRTC app.
- RideFinders promoted its Clean Air Champion event in partnership with the Richmond Flying Squirrels.
- Alerted the public about seasonal service from Richmond to Kings Dominion in partnership with the Mayor's Youth Academy and Kings Dominion.
- Initiated new “Richmond Rides” program, operated under the 501-c-3 authority of GRTC’s, RideFinders. Its purpose is to purchase GoCards (fare medium) from GRTC at face value and resell them at a 50% discount to partner social service and governmental agencies to be distributed to the poor. Initial funding was received from the Richmond City Mayor's Office. Fundraising efforts are in place to assure that this will be a self-sustaining program.

f. Arlington County:

- "Car-Free Diet" - launched a new feature on the Car-Free Diet Partners page of the website that links each Partner to a location map with real-time transit information, as well as Capital Bikeshare and Zipcar locations and availability. This real-time transit feature will be expanded to other sites and be available to other County departments to use.
- "BikeArlington" - coordinated and planned Bike to Work Day pit stops in Rosslyn and Ballston (and assisted with Crystal City and a new afternoon stop in East Falls Church). There were more than 2,220 registered riders throughout Arlington's four stops, and Rosslyn had highest number of registered rider of any stop regionally, with 965 riders.
- "WalkArlington" - planned and coordinated 14th annual Walk and Bike to School Day event in October 2012, in partnership with Arlington Public Schools; supported more than 600 participants at 2012 focus school and encouraged and supported participation of students and schools County-wide.

8. Encourage Employer Support and Active Involvement in Offering Transit and Other TDM Alternatives:

a. Thomas Jefferson PDC: Held a workshop for employers during RideShare Week in October 2012. The workshop included presentations from RideShare, DRPT (telework tax benefit) and an experienced teleworker in the Charlottesville area. The event was attended by representatives from a few large area employers and also received media coverage.

b. City of Alexandria: Introduced "Commuter Challenge," a friendly competition between Alexandria-area employers that encourages all forms of alternative transportation: walking, biking, carpooling/vanpooling, bus, train, trolley, and teleworking. The Challenge ran from April 1 - April 12. Employees of participating companies recorded a daily commute log online. Employees had an opportunity to win a prize during the Challenge and three Employer Grand Prizes were awarded at the conclusion of the event.

c. Arlington County: Arlington Transportation Partners set up a "Workplace Commute Champions" program, a new client recognition and encouragement program designed to raise existing clients up to higher levels of participation and to entice new clients to engage with ATP through peer encouragement. Thirty Workplace Commute Champions were secured when the program was launched.

d. PRTC OmniMatch: Attended a number of commuter fairs including events at Fort Belvoir (3), Lockheed Martin (PWC facility), several employers in the Tysons

Corner area, Mark Center, Joint Base Bolling/Anacostia, and the Pentagon promoting transit and TDM.

e. Rappahannock-Rapidan Regional Commission – RRCommute: Distributed information to approximately 25 participants at Orange County Business Expo.

9. Encouraging Multimodal Commuting Through Innovation:

a. ACCS: "Car-Free Diet" marketing initiatives included launching a new feature on the Car-Free Diet Partners page on the website that links each Partner to a location map with real-time transit information, as well as Capital Bikeshare and Zipcar locations and availability. This real-time transit feature will be expanded to other sites and available to other County departments to use. Placed targeted banner ads on Google and Facebook to direct traffic to our websites. These targeted ads produced 134,689 impressions which resulted in 10,005 views on carfreediet.com.

b. Ride Solutions, Roanoke: During their annual month long effort to promote clean commuting each May, Ride Solutions focused upon bike commuting for Bike Month. Events were held in both Roanoke and Lynchburg, with several Bike to Work Day events and lots of media coverage. Ride Solutions awarded trophies and bike racks to a number of individuals and a business, VDEQ, whose employees logged the largest number of clean miles for the month. In FY 2013, RIDE Solutions has added a number of the region's most respected employers to its roster of partners, including AECOM, Norfolk and Southern, and the law firm Gentry, Locke, Rakes and Moore. Currently, RIDE Solutions works with 42 employers representing nearly 44,000 employees in central and southwest Virginia. Ride Solutions also debuted their new website with member registration and online maintenance, online Guaranteed Ride Home access, a new bicycle "trip logger" and other enhanced services.

10. Seek New and Sustainable Funding Sources:

a. A region-wide National Transit Database (NTD) Reporting Program called the "Vanpool Alliance" was launched by PRTC on October 4th, 2013. This PRTC-managed program will generate FTA capital funding from the vehicle and passenger miles traveled by all participating vanpools in the Super NoVa region.

b. VRE: Held a Legislative Reception in Richmond on February 7, 2013. A VRE train was on display so that General Assembly members could see up close what they were investing in. Members of the General Assembly were also recognized for their support.

VII. Planning For the Future

DRPT is continually planning for increases in transit, rail and TDM services to better serve the Commonwealth. Much of this planning is conducted in partnership with other transportation agencies, such as VDOT, transit agencies, TDM agencies, railroad companies and regional and local planning organizations.

During FY13, DRPT completed six planning initiatives:

- Super NoVa Transit and Transportation Demand Management Vision Plan (November 2012)
- Transit Development Plan Annual Update for all transit agencies (December 2012)
- Transit Development Plan Guidelines update (February 2013)
- Multimodal System Design Guidelines (full draft March 2013)
- Statewide Transit and Transportation Demand Management Plan (draft May 2013)
- Statewide Rail Plan (draft August 2013)

During FY13, DRPT began working on the following planning initiatives:

- Route 1 Multimodal Alternatives Analysis
- Super NoVa Action Plan
- Altavista Transit Development Plan
- District III Transit Development Plan
- STAR Transit Development Plan
- Suffolk Transit Development Plan
- Radford Transit Development Plan

Multimodal System Design Guidelines

In March 2013, DRPT released a full draft of statewide guidelines for multi-modal planning and design at the regional, community and corridor scales. The Commonwealth of Virginia over the past few years has embraced the goal of providing its citizens, businesses and visitors with a better multimodal and intermodal transportation system. To assist in implementing this goal, DRPT undertook the development of these guidelines for planning and designing multimodal places and corridors.

A final draft was received in October 2013. When implemented, the Multimodal System Design Guidelines will provide a holistic framework for multimodal planning with a step-by-step process of identifying centers of activity, designating connected networks for all travel modes, and designing and retrofitting specific corridors that fit with the surrounding context. This process can be applied to the full range of contexts throughout Virginia to plan connected regional transportation networks to serve all travel modes. DRPT is working with VDOT which is currently in the process of updating its Road Design Manual to incorporate the guidelines. DRPT is also working with local governments around the Commonwealth that are implementing the Multimodal System Design Guidelines.

Super NoVa Transit & TDM Vision Plan and Action Plan

In FY 2012, the Commonwealth of Virginia initiated development of a Super NoVa Transit & TDM Vision Plan. On December 6, 2012, Governor Bob McDonnell announced the final results of the study, which include transit and transportation demand management (TDM) enhancements needed to keep Northern Virginia moving. Led by the Virginia Department of Rail and Public Transportation (DRPT), the vision plan outlines policy, program, infrastructure, and service recommendations for Virginia in a super region that extends from the District of Columbia through Frederick (MD), Winchester, Warrenton, Culpeper, Orange, Caroline County, and Prince George's and Montgomery Counties in Maryland and the pan-handle of West Virginia.

After releasing the final Super NoVa Transit & TDM Vision Plan in November 2012, DRPT began work on developing an Action Plan to refine and implement the recommendations of the Vision Plan. The development process for the Action Plan formally kicked off in June 2013. DRPT convened a Super NoVa Transit & TDM Regional Consortium consisting of elected officials from the Northern Virginia Regional Commission, the Rappahannock-Rapidan Regional Commission, the Northern Shenandoah Regional Commission, the George Washington Regional Commission, the Northern Virginia Transportation Commission, the Northern Virginia Transportation Alliance and the Commonwealth Transportation Board. A stakeholder subcommittee consisting of representatives from cities, counties, transit agencies, planning agencies and state agencies oversaw development of the Action Plan. The Regional Consortium is expected to continue meeting to coordinate implementation of the Super NoVa Transit & TDM Action Plan in 2014.

"This study focused on a very broad area looking beyond traditional local, regional and state boundaries," said Governor McDonnell. "The commuting patterns of our workforce and future population trends were closely studied to determine how best to move people in and around the super region. The result is a solid plan that provides transit and TDM recommendations to address the transportation challenges into the future."

The Super NoVa Transit & TDM Vision Plan approaches transit and TDM with a great sense of regionalism, cooperation, and coordination. "We have fulfilled our mission to vision mobility beyond boundaries," said Secretary Sean T. Connaughton. "If we are to achieve mobility beyond boundaries, the positive dialogue initiated by this study must continue."

The plan offers a bold vision for mobility beyond boundaries in the greater Northern Virginia area through strategic investments in transit and TDM. Highlights of the plan include:

- **Realization of growth.** The super region will grow from 6 million to 8 million people by 2040.
- **Urbanization.** The super region's urban center will expand dramatically over the next 30 years and encompass eastern Loudoun County and parts of Prince William County.

- **Expansion of high-capacity transit.** The plan lays out a vision for potential significant expansion of heavy rail, streetcar, bus rapid transit, and rapid bus across the region.
- **Expansion of regional and local transit.** The vision plan illustrates an extensive regional bus network as well as an expansion of local transit services.
- **Hubs.** A network of transit hubs are envisioned across the region. These hubs will connect people and places with transportation services and provide significant links for last mile connections and TDM opportunities including bike.
- **Transit facilities.** Super regional cooperation on the planning and development of storage, maintenance, and other critical facilities.
- **Transportation demand management.** Efficient expansion of effective programs and services to offer travelers an increasing number of choices whether they choose or have to live "car free, "car light," or with easy access to a personal vehicle.
- **Policies.** Initial language on policies addressing planning, marketing, coordination, operations, facilities, access, and transportation demand management.

The Super NoVa Transit & TDM Vision Plan development process was a successful start to broader regional coordination of transit and TDM. Actions will need to follow to support facility, service, and policy recommendations outlined in the vision plan. Achieving mobility beyond boundaries will take commitment and collective planning from local, regional, state, and federal officials as well as the traveling public.

A great example of broader regional coordination is the new “Vanpool Alliance” program. According to the new Vanpool Alliance website, www.vanpoolallience.org, this public-private partnership was created to enhance commuter travel options through vanpooling, reduce traffic congestion, and improve air quality in the Northern Virginia region.

New and existing vanpools that originate or complete travel in the Northern Virginia Region are now eligible to enroll in Vanpool Alliance. Participating vanpools help provide ongoing, important information and in return receive support in marketing their program, help with maintaining drivers and ridership, and receive $200/month per vanpool for their efforts. Saving $2,400 annually by enrolling in the Vanpool Alliance program means not only lower end user costs for commuters who vanpool, but improved carrying capacity for the northern Virginia Region’s transportation infrastructure and additional FTA capital allocation for the participating transit programs.

The Vanpool Alliance is a cooperative effort between the George Washington Regional Commission (GWRC), the Northern Virginia Transportation Commission (NVTC) and the Potomac and Rappahannock Transportation Commission (PRTC). This innovative new program is administered by PRTC. To promote this new initiative as efficiently as possible, Vanpool Alliance’s marketing efforts initially will target the larger (20+) private vanpool vendors to

ensure enrollment of the largest number of vanpools into the program as quickly as possible. As more and more vanpools begin reporting their vehicle and passenger miles traveled to Vanpool Alliance, future FTA capital allocations to the participating transit programs grow through National Transit Database (NTD) reporting.

I-95 Transit and TDM Plan

In conjunction with the I-95 Express Lanes Project, a recommended plan has been developed to enhance transit and TDM in the corridor. DRPT managed the study and was guided by a Technical Advisory Committee consisting of local, state, regional and federal jurisdictional/ agency staff.

The study addressed two goals: 1) maintain transit and High Occupancy Vehicle (HOV) ridership and 2) maximize the capacity of the I-95 Express Lanes and fully utilize the features to attract new transit and HOV riders. The recommendations included increased commuter bus service and new or expanded Park and Ride lots. TDM recommendations included an increase in carpooling, vanpooling and ad hoc informal carpooling to utilize the I-95 Express Lanes (also known as 'slugging').

Transit Services Delivery Advisory Committee (TSDAC) Senate Bill 1140

During the 2013 General Assembly Session, the Transit Service Delivery Advisory Committee (TSDAC) was established by Senate Bill 1140 to advise DRPT in the development of a distribution process for transit capital and operating funds. The committee consists of representatives from the Virginia Transit Association (VTA), Community Transportation Association of Virginia (CTAV), Virginia Municipal League (VML), Virginia Association of Counties (VACO), and DRPT.

- Commonwealth Mass Transit Fund. Implements performance-based funding for mass transit for revenues generated above $160 million in 2014 and after. Creates the Transit Service Delivery Advisory Committee to advise the Department of Rail and Public Transportation on the distribution of such funds and how transit systems can incorporate the metrics into their transit development plans.

- The 2013 General Assembly passed Senate Bill 1140, which requires the Commonwealth Transportation Board (CTB) to allocate revenues generated for the Commonwealth Mast Transit Fund for 2014 and succeeding years as follows:

  - Funds shall be distributed among operating, capital, and special projects in order to respond to the needs of the transit community;

  - At least 72 percent shall be allocated to support operating costs of transit providers and distributed by the Commonwealth Transportation Board based on service delivery factors, based on effectiveness and efficiency, as established by the Commonwealth Transportation Board;

  - Funds for special programs, which shall include ridesharing, transportation demand management assistance, shall not exceed 3 percent of the funds and may be allocated

to any local governing body, planning district commission, transportation district commission, or public transit corporation, or maybe used directly by the Department of Rail and Public Transportation;

- 25 percent of the funds shall be allocated and distributed utilizing a tiered approach evaluated by the Transit Service Delivery Advisory Committee along with the Director of DRPT and established by the Commonwealth Transportation Board for capital purposes based on asset need and anticipated state participation level and revenues;

- The Commonwealth Transportation Board may consider transfer of funds capital and special projects to operating assistance in times of economic distress or statewide special need

The Department of Rail and Public Transportation may reserve a balance of up to five percent of the Commonwealth Mass Transit Fund revenues in order to assure better stability in providing operating and capital funding to transit entities from year to year.

The TSDAC and DRPT have developed a performance-based operating assistance funding allocation methodology that will be implemented in a phased approach over a three year period. The performance metrics to be used in the methodology include: net cost per rider, riders per revenue mile, and riders per revenue hour. These performance metrics reflect both the efficiency and effectiveness of the transit service operations. The transit systems will be sized based on equally on their total operating cost and total ridership. The Commonwealth Transportation Board passed a resolution for the performance-based operating assistance allocation methodology on October 17, 2014. The TSDAC and DRPT are currently developing the capital allocation methodology based on a tiered approach. The capital allocation methodology is expected to be finalized prior to the FY 2015 capital application period.

Express Lanes Projects

The Express Lanes on I-495 opened to the public on November 17, 2012. These lanes added capacity to 495 by providing two additional travel lanes in each direction from the Springfield interchange to the Dulles Toll Road, a total of 14 miles. The 495 Express Lanes are tolled lanes that operate alongside existing highway lanes and provide users with a faster more reliable travel option. The 495 Express Lanes were built under a public-private partnership between VDOT and a Flour-Transurban and are a good example of how a public-private partnership project can not only provide additional road capacity, but also provide better options for transit service, carpools and vanpools. Travelers on the Express Lanes with fewer than three occupants in the vehicle must pay a toll. However, carpools and vanpools with three or more occupants can travel the Express Lanes for free. Users of the Express Lanes must have an E-ZPass transponder to pay tolls electronically. Electronic tolling and the open toll lanes mean travelers do not have to slow down to pay the toll. Dynamic toll pricing keeps the lanes free flowing by use of technology that constantly monitors traffic speeds. A technological byproduct of the Express Lanes project is creation of the new E-ZPass Flex which allows travelers to switch between toll paying and HOV-3 mode so travelers do not pay a toll when they have three or or more occupants. The faster and more predictable travel has provided an opportunity to put bus service on 495. Travel on 495 has always been unpredictable and congested during the peak travel times and are a deterrent to providing good bus service. With the Express Lanes,

PRTC and Fairfax County's Fairfax Connector now can provide bus service that is reliable and faster.

Another Express Lanes project has begun on I-95. This public-private partnership will expand the existing HOV lanes on I-95 from two to three lanes from Edsall Road to Dumfries and extend two new lanes from Dumfries to Massaponax. The existing HOV lanes within the project boundaries will be converted to the tolled Express Lanes to provide and tie into the 495 Express Lanes.

The new I-95 lanes will be reversible, meaning traffic VDOT operations personnel will use them to move traffic into the region during peak in-bound commute times and out of the region during peak out-bound periods, like the HOV lanes are used today. The Capital Beltway 495 Express Lanes will not be reversible. The 95 Express Lanes will operate in the same manner as the 495 Express Lanes with dynamic electronic tolling and free to vehicles with three or more occupants.

As with the construction of the Express Lanes on 495, a Transportation Management Plan (TMP) has been developed and implemented for construction of the 95 Express Lanes. The TMP includes transit and TDM programs and services designed to remove automobiles from I-95 during construction. VDOT and DRPT have partnered with PRTC, Fairfax County and the George Washington Regional Commission to implement the TMP's transit and TDM strategies.

Park and Ride Lot Study

VDOT launched the Statewide Park and Ride Lot Study to gain an accurate and updated inventory of its Park and Ride Lot assets across the state. Additionally, this study includes the development of a long-range strategic plan on acquiring, managing and promoting Virginia's Park and Ride Lot infrastructure.

One of the innovative deliverables from this study is an interactive Park and Ride Lot statewide map populated by the data collected from an audit of Virginia's existing lots – both formal and informal Park and Ride Lots across the Commonwealth. Data collected included the number of cars, amenities and condition of the lots. This robust database has been packaged as a consumer-friendly Park and Ride Lot online search tool which will ultimately be utilized by all TDM and Transit agencies across the Commonwealth.

This project is yet another example of connecting organizations and transit and TDM services across Virginia to get the most out of our transportation system.

Statewide Transit and TDM Plan

DRPT is updating the Commonwealth's Statewide Transit and Transportation Demand Management Plan (Transit/TDM Plan). This plan will provide guidance and direction for transit and TDM development by addressing:

- Existing public transportation conditions in the Commonwealth
- Guidelines for transit and TDM levels of service that recognize the broad range of area-types within which transit and TDM services must be provided

- A blueprint for addressing needs for the future, with a focus on supporting the Commonwealth's key investment priorities within a changing population dynamic and on ensuring that transit systems achieve and maintain a "state of good repair"

- Recommendations to the Surface Transportation Plan

- Guidance on fiscal requirements and strategies to maximize Virginia's investment in public transportation

The Transit/TDM Plan update will support the VTrans 2035 update.

Route 1 Multimodal Alternatives Analysis

In June 2013, DRPT began an Alternatives Analysis study of the Route 1 corridor. The study focuses on a 14-mile stretch of Richmond Highway from the I-96/495 Beltway through Fairfax County to Route 123 at Woodbridge in Prince William County. The Alternatives Analysis builds on previous work such as the VDOT Centerline Study and the DRPT SJR 292 Report as well as the Fairfax County and Prince William County Comprehensive Plans. The analysis will define key transportation issues for local and through travelers, and consider a range of transportation solutions to address these issues and future travel needs. Solutions for consideration will include a combination of transit, roadway and pedestrian and bicycle improvements. Land use scenarios will be conducted that corresponds to a major transit capital investment such as Bus Rapid Transit (BRT), Light Rail Transit (LRT) and Heavy Rail Transit (HRT). An economic impact analysis that identifies return on investment as it relates to increased tax base, jobs and housing will be conducted as well as a funding analysis that identifies potential mechanisms and the capital and operating cost associated with each transit alternative and highway improvement identified. Through stakeholder participation, public input and technical analysis, the study will result in a recommended program of transportation improvements and a Locally Preferred Alternative for transit.

DRPT is partnering with VDOT, the Office of Intermodal Planning and Investment, Fairfax County and Prince William County to oversee and direct management of this project. A Technical Advisory Committee that consists of all of the PMT members plus the Federal Transit Administration (FTA), the Federal Highway Administration (FHWA), Fort Belvoir, City of Alexandria, the Washington Metropolitan Transit Authority (WMATA), the Potomac & Rappahannock Transportation Commission (PRTC) the Northern Virginia Transportation Commission (NVTC) and the Southeast Fairfax Economic Development Corporation has been formed to provide input to the project. An Executive Steering Committee (ESC) consisting of state and local elected officials and appointed officials from the Commonwealth Transportation Board (CTB) provides high level policy direction for the project. Finally a Citizen Involvement Committee (CIC) consisting of local business, property owners, chambers of commerce, housing organizations, environmental organizations, neighborhood associations, planning and transportation commissioners from Fairfax and Prince William Counties and Citizens District Associations provide direction to the project. The study is expected to be completed in the summer of 2014.

Broad Street Rapid Transit Study

DRPT and the Greater Richmond Transit Company (GRTC) continue to study rapid transit improvements from Willow Lawn to Rocketts Landing in Richmond. Broad Street is central to the economic activity of the Richmond metropolitan area, linking residential areas east and west of the corridor with business and commercial areas in downtown Richmond, as well as industrial land uses immediately north of the corridor. The study team evaluated different approaches to introducing Bus Rapid Transit (BRT) to a Broad Street and developed a Build Alternative that was presented to the public. The study team has been working on a number of activities in order to reach consensus on a Locally Preferred Alternative to move forward in the transit planning process with the goal of securing federal funding for the project and constructing it within the next several years.

Naval Station, Norfolk – Transit Extension Study

Hampton Roads Transit and the City of Norfolk are in the early phases of the corridor planning process for possible high capacity transit extension to the Naval Station in Norfolk. The work will define potential routes and transit modes that will link The Tide light rail system with the Navy base. The study will have three planning phases and span about 15 months. Each phase begins with a public workshop to generate community involvement and understanding. The study team has held six public workshops to date. Workshops have focused on the purpose and need of the study and to broadly define possible routes for consideration.

Virginia Beach Transit Extension Study

This study is examining the best transit options for a former freight rail right of way that runs from Newton Road to Birdneck Road in Virginia Beach. It includes options for extending transit service east of Birdneck Road to the Oceanfront area. The study is a multi-phased process that included planning, design, funding, construction and operational needs of the transit project. The project is currently in the planning and early design phase and will develop and evaluate alternatives for a transit extension that will include what type of mode of transit and type of transit vehicle would work best.

Southeast High Speed Rail

DRPT continues to work with railroad stakeholders and North Carolina's Department of Transportation to bring high speed passenger rail service to the southeast corridor from Washington DC to Richmond to Raleigh and Charlotte. DRPT is currently using funding from the Federal Railroad Administration (FRA) to conduct an environmental study and preliminary engineering on the Richmond to the Potomac Area segment of the corridor. Another environmental study is underway for the Richmond to Raleigh area. This study is expected to be completed in 2014 and will result in preliminary design of the recommended corridor and identify potential environmental impacts. The District of Columbia's Department of Transportation is conducting a study of the Long Bridge to identify improvements to the only railroad bridge that connects the District of Columbia to Virginia.

VIII. Appendix

Reports on recent initiatives from transit and TDM agencies across Virginia that were provided as input to this report are available on DRPT's website, www.drpt.virginia.gov.