COMMONWEALTH of VIRGINIA

Office of the Governor

Aubrey L. Layne, Jr.
Secretary of Transportation

February 17, 2016

Members of the General Assembly
General Assembly Building
201 North 9th Street
Richmond, Virginia 23219

Dear General Assembly Members,

Attached for your review is the sixth 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 directs 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 occupancy 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,

Aubrey L. Layne, Jr.

Patrick Henry Building • 1111 East Broad Street • Richmond, Virginia 23219 • (804) 786-8032 • Fax (804) 786-6683 • TTY (800) 828-1120

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. 107

COMMONWEALTH OF VIRGINIA
RICHMOND
2016

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I. PREFACE

In 2010, the General Assembly directed the Secretary of Transportation (§ 33.2-106 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 and responds to that directive. It was developed in coordination with the Virginia Department of Transportation; transit, transportation demand management (TDM), and commuter services agencies; major public transportation stakeholders, including regional metropolitan planning organizations; regional planning district commissions; and other organizations.

The Southeastern Institute of Research, Inc. (SIR) assisted in the preparation of this report.

II. EXECUTIVE SUMMARY

This document is the Secretary of Transportation's report to the Virginia General Assembly summarizing recent efforts undertaken in the Commonwealth of Virginia in fiscal year 2015 (FY15) 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 Chapter 733 of the 2010 Acts of Assembly.

The efforts of the Virginia's Department of Rail and Public Transportation, Department of Transportation, transit agencies and service providers, transportation demand management agencies and programs, and other partners provide mobility options and make Virginia's transportation system more efficient. By focusing on moving people, not just vehicles, state, regional and local agencies provide Virginia's residents and workforce with transportation choices that provide access to jobs, education, healthcare, shopping and entertainment. Multimodal options not only support a strong economy, attract businesses and a 21st century workforce, it also improves the efficiency of our transportation system and maximizes the investment in transportation.

Virginians have more surface travel options than ever before – carpool, vanpool, local bus, commuter bus, bus rapid transit, trolley, light rail, heavy rail (Metrorail), commuter rail (Virginia Railway Express), passenger rail (Amtrak), ferry, carsharing and bikesharing. More of Virginia's workforce is eliminating commute to work trips by teleworking.

Last year (fiscal year 2015) teleworking removed nearly 96 million trips from Virginia's roads and 48 million trips were removed by those that carpool. Virginia's transit services provided nearly 205 million passenger trips, state-sponsored passenger rail services provided more nearly 900,000 passenger trips, and an estimated 5 million additional trips were taken in vanpools. While some of these trips were taken by people who could be considered "transit-dependent," many were taken by those who could have driven alone in their own vehicles, but instead chose another mode. These people are called "choice riders," and more and more of them are choosing to travel using transit, rail, vanpools, carpools, and biking.

The availability and use of these mode options help move more people while optimizing the use of Virginia's roads. Imagine if everyone using transit, vanpools, carpools, and telework each day got into their personal vehicles. Virginia's roadways would come to a standstill. Existing transit and transportation demand management (TDM) services across the Commonwealth add up to one unassailable conclusion – transit and TDM in Virginia are making an impact.

Quality of life, including alternative transportation options, plays a larger role in attracting desirable workers than ever before. These "creative" workers attract employers and act as economic multipliers for the communities in which they reside:

- 86% of Millennials say that is important that their city offer a low-cost public transportation system.
- 66% say that access to high-quality transportation is one of the top three criteria in considering deciding where to live next.
- Three in four say it is likely they will live in a place where they do not need a car to get around.
- 54% of Millennials would consider moving if another city had more and better transit options.

The FY15 Making an Impact Report to the Virginia General Assembly explores the growing importance of transit and TDM for Virginia's economic development and vitality and showcases examples across the state in support of this position.

III. INTRODUCTION

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

> "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 DRPT's sixth annual report. It builds on results documented in the 2014 report.

This report showcases how Virginia's transit, rail, and transportation demand management (TDM) programs are focused on delivering results. Profiles of major initiatives are followed by specific examples of how Virginia's statewide and regional transit and TDM programs are making an impact on Virginia travelers, residents, communities, and the environment.

This report was developed in coordination with transit, commuter services, and rail agencies; major public transportation stakeholders, including regional metropolitan planning organizations; regional planning district commissions; and other organizations. Additional information is available on the websites of both DRPT (www.drpt.virginia.gov) and VDOT (www.virginiadot.org).

IV. THE GROWING IMPORTANCE OF TRANSIT AND TDM IN ECONOMIC DEVELOPMENT

Transportation is driving Virginia's new economic development model and the new Virginia economy. Today, an easy-to-use, interconnected, multimodal transportation infrastructure is vital to a location's overall quality of life, which attracts people and, ultimately, employers with jobs. For a good example, look no further than Tysons Corner, now served by four Metrorail stations, 18 bus routes (many of which feed the Silver Line), 5.5 miles of new bike paths, and a growing carsharing network. Tysons has rapidly evolved into the region's fastest-growing multimodal, transit-oriented activity center, fueled in large part by the new Silver Line service. Already an economic powerhouse, the new, transit-oriented Tysons is home to more than 100,000 jobs, and that figure is growing as employers flock to the area to take advantage of transit's appeal to young professionals.

Economic Development and Site Selection Criteria Today

The emerging economic development model is changing. Over the last few decades, economic success was precipitated by focusing on attracting employers to a community, which in turn attracted people. For decades, economic development professionals followed the model of investing in industrial parks, office parks, and providing financial incentives to lure employers to a region. The goal was to create an attractive place for companies to locate their operations, and if the companies came, workers and tax-paying residents would follow. Build it and companies will come, followed by people.

That model is shifting, thanks in part to the Great Recession and young Millennial workers who often want first to choose a place to live, then find a job. Emerging evidence suggests the model is evolving to one that instead starts by attracting people—the workforce—which in turn brings in employers and growth. Rather than people following jobs, the jobs are following the people. Some call the new model "placemaking," others refer to it as "quality of place." Either way, the idea is to invest time, money, and effort in creating a place that attracts people—and, more specifically, workers—of all ages, and younger workers in particular.

Data from the Bureau of Labor Statistics shows that the workforce is growing. However, the segment of 25- to 54-year-olds is not expecting significant growth; the battle will pick up for younger workers (those ages 16–24), as their labor participation rate is expected to shrink 13.3 percent from 2012 to 2022. Meanwhile, the use of older workers (those ages 55 and older) will increase, as their participation in the workforce is expected to grow 28.8 percent by 2022.

For companies looking to start, expand, or relocate their business, an area's pipeline of workers is the ultimate driving force behind a location decision. Companies expanding or relocating know that the majority of their workers will come from the population already in place—they're following the workers, basing their location decisions on whether an area has the people they want. In effect, most site selection today is really site elimination. If a community or region doesn't have capacity or assets in place—an effective and appealing transit infrastructure, for example—it won't even get on to a company's initial list of potential sites .

The Coming Battle for Creative Workers

Competition for the new "creative class"—innovative, knowledge-based workers in fields like technology, healthcare, engineering, education, and other professions—is heating up between cities and regions looking to expand their economic potency. This race for high-quality workers is the result of three converging trends.

First, technology is shifting future jobs. Technology is transforming and superseding traditional agriculture- or manufacturing-based economies, and talented knowledge workers are flocking to these new industries. Cities and regions in the know realize that attracting this creative class not only produces an economic impact, but also creates additional jobs through employers that follow the talent and entrepreneurs who create new businesses. According to a recent *New York Times* article, every college graduate who takes a job in an innovation industry creates five additional jobs in the city. Increasingly, many companies are finding that shunning isolated corporate campuses and moving to dense urban spaces is a great way to attract talented workers and innovative ideas. Urban environments put companies close to talent as well as other inventive companies, allowing them to share ideas and get into the flow of innovation.

Second, an increasingly distributed workforce means that employees who work remotely can live wherever they choose. Young people and creative professionals are increasingly putting location first—deciding where they want to live first and who they want to work for second. Creative and high-quality workers are increasingly choosing activity-rich areas that offer a high quality of life through amenities like accessibility, diversity, and culture. Any area looking to attract workers must incorporate quality of life into their planning and economic development efforts. And since this group of workers has grown from 33 percent to 50 percent, this imperative is becoming more and more urgent.

Third, demographic trends indicate the number of older workers will increase, while the number of younger workers will decline. According to ten-year projections by the U.S. Census Bureau and the Bureau of Labor Statistics, the key segment of the workforce, those 25 to 54 years old, is not expected to grow, even factoring in immigration. The only growth in the overall size of the labor force will come from the 55+ segment as Boomers reach this age range. Communities will have to both compete for younger workers and attract older workers as more Boomers remain in the workforce.

In response to these three trends, cities and states are recognizing this shift and moving their economic development efforts to placemaking. Realizing that creative workers are leading the way to economic prosperity for companies and communities alike, and that these workers are also choosing vibrant, amenity-rich locations in which to live, successful regions will be those meeting the changing needs of the modern labor force.

Placemaking—the New Economic Development Focus

Placemaking is an approach to the planning, design, and management of public spaces. Its goal is to improve the quality of life in neighborhoods, towns, cities, or regions, and it involves the participation of community members and partners from the public, private, and nonprofit sectors. With the growing importance of creating great places to live, work, and play in order to attract people and then employers, placemaking is rightly becoming a major tenet of the twenty-first-century economic development model. Virginia's towns, cities, and counties can attract people and companies by investing in improvements to roads and the transit infrastructure, creating walkable and bike-friendly neighborhoods and communities, and developing new events and activities to enhance quality of life.

Albeit for difference reasons, all ages and all generations today are moving toward what is called the "15-minute community"—that is, a place where they can live, work, and play all within about a 15-minute radius. The 15-minute conceptual "time limit" is really just an easy way to express personal convenience; it can be 15 or 30 minutes. The 15-minute community can be an extremely high-density downtown area or relatively less dense but still concentrated activity center. Transportation-related

mobility comes into play as walking, biking, taking public transit, and driving less will happen more. Here's a brief overview of the three generations that make up today's workforce:

- Older Boomers (ages 51–69 in 2015) are downsizing from their McMansions in the suburbs to low-maintenance living in activity centers, often in more urban settings, or near healthcare-related services. They are not typically relocating to "senior living" enclaves in sunny climates, but staying in or near their communities, close to their real-world network of family, friends, and associates. More and more, they are transitioning from success to significance, looking for ways to leave their mark. What better place to do so than in the community they are part of today?

- Generation Xers (ages 34–50) are the "latchkey kids" who grew up in an era where the neighborhood essentially raised them. As Gen Xers are now at the family stage of life, they prefer settings where they can safely send their children to neighborhood schools and their workplace is close enough they can attend every school play, sporting event, and activity. For many, this includes the growing trend of distributed workplaces where the home replaces the traditional inner-city office 45 minutes away.

- Millennials (ages 14–33) prefer to live in community with each other, ideally in close proximity in urban settings or activity centers. In a recent Urban Land Institute study, 63 percent report they would prefer to live where a car is not even necessary.

This migration toward urban areas or activity centers is already at play in Virginia's Golden Population Crescent running from Northern Virginia through Richmond and over to Hampton Roads. But this migration is also impacting rural counties in the western half of the Commonwealth. The desire to spend less time traveling and more time living will influence personal and corporate location decisions. The growth of Charlottesville's downtown area and the renaissance of Staunton's downtown are prime examples. When asked what they want out of a city as a place to live, Millennials name the presence of an easy-to-use transit system, bikeability, and walkability as important attributes of their ideal location.

For evidence of this, just look at the new placemaking model in action. From 2008 to 2010, Denver was the nation's top gainer of residents ages 25–34. The Downtown Denver Partnership attributes this growth to its "variety of amenities, multimodal transportation infrastructure, educated population, walkable urban neighborhoods, innovative business climate, and emerging green economy." Portland, too, has a whole lot going for it. Residents are able to save time and money getting around because of increased density, mixed-land usage, a growth boundary, and investments in transit, biking, and walking infrastructure. People and businesses are attracted to the region for its commitment to smart growth and walkability, and young people in particular are calling Portland home—the number of college-educated 25- to 34-year-olds increased by 50 percent in a decade, five times faster than in the nation as a whole. And in 2014, Cleveland ranked as the fifth fastest-growing population of workers with advanced degrees in the nation. According to the Downtown Cleveland Alliance, part of this growth is attributed to "a walkable downtown that attracts and retains talent." The downtown residential population is dominated by young Millennials, and Boomers are also moving to this area at an accelerating pace.

This trend is not relegated solely to downtowns, however. Americans don't necessarily want cities, but better towns and suburbs with a mix of housing, shops, and businesses—the 15-minute community that allows for a "car-lite" lifestyle. For example, the metro areas with the highest percentages of Millennials tend, for the most part, to be not dense, big cities, but either college towns (Austin, Texas, and Columbus, Ohio, for example) or Sun Belt cities. Virginia Beach leads the pack, with 17 percent of its

population ages 20 to 29, compared to 14 percent nationwide. We know that Millennials currently enjoy city-dwelling apartments, but remember that they're moving to the next stage in life; they want the same lifestyle options but larger single-family homes or townhomes in walkable communities. Consider:

- 86% of Millennials say that is important that their city offer a low-cost public transportation system.
- 66% say that access to high-quality transportation is one of the top three criteria in considering deciding where to live next.
- Three in four say it is likely they will live in a place where they do not need a car to get around.
- 54% of Millennials would consider moving if another city had more and better transit options.

From Smart Growth America, to the National Association of Realtors, to AARP, many organizations are focusing efforts on creating more livable places. These run from publishing reports and "toolkits" that teach citizens how to placemake in their community, to lobbying elected officials on Complete Streets and transit-oriented development opportunities. The interest in and support of the placemaking movement has expanded beyond urban planners to the general public, as evidenced by daily summaries of news stories from across America.

Transportation as a Major Attribute of Placemaking

It's easy to see how transportation plays a critical role in placemaking activities. By some estimations, 80 percent of public space is made up of roads and transportation infrastructure. Both Millennials and Boomers—the two largest generations in America—want more and better non-car transportation options, and Millennials already do not rely on cars as their sole means of transportation, instead employing a variety of transportation modes. Moreover, home buyers are willing to pay a premium for walkability and mixed-use communities, those with quick access to shops, work, and entertainment. Transit and transportation demand management, or TDM, are the clear solutions for addressing these stated preferences and fostering a region's long-term economic success.

To see this happening now, look only to recent location decisions by major businesses. In a May 2015 article in *The Washington Post*, Marriott CEO Arne M. Sorenson announced they would likely move their corporate headquarters from Bethesda, Maryland, in the coming years. The article said Sorenson believes that, in order to attract the best talent, he needs a location that would appeal to young workers. Sorenson also said, "I think it's essential we be accessible to Metro, and that limits the options. I think, as with many other things, our younger folks are more inclined to be Metro-accessible and more urban."

Elsewhere, in Richmond, Dixon Hughes Goodman (DHG), one of the nation's top twenty CPA and advisory firms, announced in 2015 it would move its office from the Innsbrook Corporate Center in Henrico County to the James Center in downtown Richmond. Calling downtown Richmond "a natural fit" for the company, DHG Mid-Atlantic Regional Managing Partner Gary Thomson said, "We have identified a downtown location and an environment that will appeal to the next generation of talent." Thomson said young professionals want to live and work in areas where they are close to the office and the entertainment that downtown Richmond offers.

In Tysons , the highly successful commercial district in Fairfax County , a new public-private partnership plans to double the size of the city while encouraging high-volume, transit-oriented growth and reinforcing quality of life. Catalyzed by the opening of the Silver Line last July, The Plan for the Development of Tysons is redeveloping the "edge city" into a modern, pedestrian-friendly, transit-

oriented downtown by managing transportation options to help residents, employees, shoppers, and visitors move easily throughout the city. The plan's primary goal is to reduce demand on the transportation system, especially by single-occupant vehicles, and especially during peak periods. New Metrorail service, telework programs, flexible or alternative work hours, carpool and vanpool services, careshare and bikeshare programs, transit and vanpool subsidies, shower and locker facilities for bikers and walkers, and increased visibility of bus and Metro options are all tactics that Tysons will use to achieve this vision. The Tysons Partnership or TyTran, the Tysons-wide transportation management association, is already working with employers, property managers, and developers to help stakeholders develop and promote traffic management programs and achieve measurable transit efficiency results.

Tysons' move toward transit-oriented development is meeting the future head-on. According to a recent report by McKinsey & Company, 60 percent of the world's population will live in cities by 2030, up from about 50 percent today. Over the same period, more than two billion people worldwide are likely to enter the middle class. The existing urban infrastructure cannot support such an increase in vehicles on the road. To thrive during this coming demographic and geographic shift, cities will have to make public transit, biking, walking, and shared transportation options more available, convenient and attractive.

As incomes and aspirations rise in the coming years, so too will the demand for mobility. Surveys have found that American Millennials are 16 percent less likely to commute by car to work, use public transit almost three times more often, and are 23 percent less interested in owning a car than the generation that precedes them. They are also more likely to use shared transportation services like car sharing and e-hailing. The future of urban transit will need to be more on-demand, with more sharing, and providing a broader spectrum of services. Urban mobility must be lower cost, faster, and safer, with the lines between private and public transport increasingly blurred. Regulators in many parts of the world are actively working on policies that support the massive wave of change sweeping the mobility landscape. A mobility revolution is on the way for much of the world, answering the call for improved quality of life for city residents.

Leaders in economic development across the country fully appreciate and understand the symbiotic relationship between a region's long-term economic success and its transportation system. Site selection decisions always take into consideration access to markets, in- and outflow of materials, commuting times and issues for workers, and availability of non-car options throughout the community. Those with a more robust transportation infrastructure, or those with smaller populations and no discernable commuting-related issues, know that they have advantages when it comes to attracting new investment.

Markets where transportation is not supporting placemaking and creating a better overall quality of place and quality of life face a more difficult future. Communities that leverage their transportation systems are doing so in order to be more competitive. Markets like Portland, Minneapolis, and even Atlanta (which despite gridlock on the highways is experiencing rapid growth along subway and light-rail corridors) are all capturing more than their fair share of new employers. Downtown Chicago is also experiencing a renaissance as companies like McDonald's, Google, United Airlines, Hillshire Farms, Discover, Walgreens, and Motorola have all recently moved from sprawling suburban locations to transit corridors in the central city.

Virginia's Steps to Advance Awareness, Appreciation, and Implementation of Placemaking

With the passage of House Bill 2 (HB2) in 2014, the Commonwealth is taking politics out of transportation planning and funding. As the new website (virginiahb2.org) says, HB2 is "about investing

limited tax dollars in the right projects that meet the most critical transportation needs in Virginia." At the heart of the new law is "scoring" transportation projects based on an objective process that involves public engagement and input. Projects are being scored based on an objective analysis applied statewide. The law is designed to improve transparency and accountability. Once projects are scored, the CTB will use that information to allocate funding.

The Secretariat of Transportation and the Commonwealth Transportation Board (CTB) are responsible for all of Virginia's transportation agencies and assets, from roads to airports to rail to ports. This responsibility includes planning for the Commonwealth's long-range transportation needs. Historically, long-range planning has all too often defaulted to one solution: "build more roads." Now, based on many of the trends mentioned earlier, Secretary Aubrey Layne and the CTB are planning a future transportation system that will drive Virginia's new economy through a more seamless integration of all modes of transportation—cars, transit, commuter trains and buses, light rail, biking trails, walking paths, and more. The VTrans2040 website (vtrans.org/vtrans2040.asp) shares information about the latest thinking behind Virginia's long-range, integrated planning efforts.

Over the past year, the Office of Intermodal Planning and Investment, as part of the VTRans2040 initiative, prepared trend and demographic data on the future of Virginia's regions and produced a 25-minute video to share key findings with local leaders, planners, and officials across Virginia charged with the task of long-range transportation system planning. In addition, the OIPI team, through outside consultants, collected, cultivated, analyzed, and organized over 60 resources on the best thinking on placemaking and transportation available today. Each resource was reviewed and an executive summary prepared so that local transportation planners could quickly determine the relevance and applicability to their region. All of the materials and summaries were then made available on the OIPI VTrans2040 website in a searchable database, along with other current OIPI reports.

In addition, the Deputy Secretary of Transportation for Public Policy, along with consultants from Michael Baker International, have toured the state in 2015 to meet with MPOs and TPOs on long-range planning, how to manage under the new HB2 rules, and best practices in transportation planning across Virginia. These face-to-face sessions have served to bring all areas of the Commonwealth up to speed on the latest tools, thinking, technology, and policy implications for transportation system planning.

Some nongovernmental organizations in the Commonwealth have also provided support to municipal leaders in 2015. Most notably, the Virginia Municipal League launched a program called "The Future of Virginia's 324 Places" to inform local elected officials in Virginia's cities, towns, and counties about key trends impacting the state over the next ten years. A series of articles appeared in their monthly magazine, monthly webinars were conducted, and a majority of their annual conference, where over 400 local officials gathered, focused on key trends and implications for planning. Some key areas of study were transportation and mobility, placemaking, workforce development, education, and economic development.

In communities across Virginia, transit "visioning" exercises are raising awareness of the transit infrastructure's vital role in placemaking and economic competitiveness as well as affording stakeholders and residents opportunities to contribute to the development of these visions. A 2013 Hampton Roads Transportation Planning Organization (HRTPO) regional survey showed residents consistently rank traffic congestion as the region's worst transportation problem, and that expanding the region's transit system is viewed as the most effective way to remedy this issue. The survey results also found residents view an effective transit system as critical for the health and vitality of the Hampton Roads region. Similarly, a recent study of residents in the Richmond area revealed a growing appetite for

investment in the region's transit infrastructure. 79% of the Richmond area residents surveyed felt bus service improves the overall quality of life of residents living in the region and a third of all residents believed improved or expanded bus service is the region's biggest transportation need.

Throughout this report, examples of the growing importance of transit and TDM in advancing Virginia's economic development will be cited. As Virginia competes to attract the workforce of tomorrow, investments in the state's transit infrastructure today will inform the economic vitality of the Commonwealth.

V. MAKING AN IMPACT IN FY15

All across the state, Virginians are on the move in more ways than ever before. Whether commuting to and from work, taking trips for shopping, entertainment, dining, or doctor's appointments, or visiting the state's many attractions, many Virginians are using travel options other than single-occupant vehicles. For many Virginians, travel choices include light rail, heavy rail, ferry, bus, streetcar, trolley, vanpool, carpool, biking, and passenger rail. More and more, these alternative modes are viewed as a viable, holistic transportation system—and they're increasingly being used this way.

Virginia's transit and state-sponsored passenger rail services provided nearly 205 million passenger trips in FY15, and an estimated 5 million additional trips were taken in vanpools. While some of these transit trips were taken by people who could be considered "transit-dependent," many were taken by those who could have driven alone in their own vehicles, but instead chose another mode. These people are called "choice riders," and more and more of them are choosing to travel using transit, rail, vanpools, carpools, and biking. The availability and use of these mode options help move more people while optimizing the use of Virginia's roads. Imagine if everyone using transit, vanpools, carpools, and telework each day got into their personal vehicles; Virginia's roadways would come to a standstill, and we'd see just how much of a change our state's transit planning has made. Existing transit and transportation demand management (TDM) services across the Commonwealth add up to one unassailable conclusion: transit and TDM in Virginia are making an impact.

TRANSIT

There are 54 public transportation services operated by 44 transit agencies in Virginia. These agencies provide bus, commuter rail, light rail, and heavy rail services. Together they provided nearly 205 million passenger trips in FY15.

Dulles Metrorail Extension

The Metropolitan Washington Airports Authority, in cooperation with DRPT, Washington Metropolitan Area Transit Authority (WMATA), Fairfax County, and Loudoun County, is working to complete a 23.1-mile extension of Metrorail in the rapidly growing Dulles Corridor in Fairfax and Loudoun counties. Construction of Phase 1 of the Dulles Metrorail extension was completed in summer 2014 and opened for passenger service on July 26 of that year. Phase I of the new Silver Line includes 11.7 miles of track and five new Metrorail stations. The new Silver Line currently provides rail service connecting downtown Washington with Virginia's largest employment center, Tysons Corner, as well as Reston. The project is now entering the second and final phase, extending the Silver Line into Reston Town Center, Herndon, Washington Dulles International Airport, Route 606, and Ashburn.

Tysons Corner is now served by four metro stations between the Dulles Connector Road and the Dulles Toll Road. The Dulles Corridor Metrorail Project consists of two stations along Route 123, McLean and Tysons Corner, and two in the median of Route 7, Greensboro and Spring Hill. The importance of bringing Metrorail to Tysons apparently cannot be overstated—earlier this year, the *Washington Business Journal* ran a 20-page special advertising supplement in which Brookings Institution scholar Chris Leinberger described Tysons "as the most important placemaking experiment in America."

Already an economic powerhouse that is home to five Fortune 500 headquarters, Tysons boasts more office space square footage than all but 12 downtowns in the United States (downtown Los Angeles is

twelfth) and more than downtown Denver, Baltimore, St. Louis, or Phoenix. This new, transit-oriented Tysons is home to more than 100,000 jobs—and that figure is growing as employers flock to the area to take advantage of transit's appeal to young professionals.

For example, last year, Cvent, Inc. moved from its previous headquarters in McLean to Greensboro Station, a brand new, state-of-the-art office building located directly on the Silver Line. Cvent is a publicly held software company serving international clientele through web-based event management, surveys, meeting site selection, and event registration. Even though the new facility is only a half-mile from the company's previous location, the move was a significant change. The move marked Cvent's commitment to fully leveraging the region's transit options for their workforce, not only for their current employees, but for future hires as well. "We're planning to expand pretty rapidly," said chief Cvent executive Reggie Aggarwal prior to the move. "[The location] is a former corporate headquarters, so it's a facility that will better accommodate our future growth."

According to a WAMU story published in early August about Metro's Silver Line ridership, about 17,000 riders board the Silver Line on a typical weekday. This includes more than 9,100 commuters at the Wiehle-Reston East station, the western terminus of Phase 1 that includes a 2,300-space parking garage. About 8,000 riders per weekday are using the four new stations. Given current densities, however, Metro planners have determined that ridership will eventually be closer to 11,000 per day—about 30 percent higher—as the pedestrian and biking infrastructure is completed. The Silver Line is also attracting reverse commuters and evening riders, particularly at Tysons Corner.

Fairfax County staff supported WMATA by conducting extensive and creative outreach for the Silver Line. The outreach was themed "Big Changes for a Brighter Future," with the goal of drawing new riders and informing riders about major service changes. Outreach efforts across multimedia advertising included full-panel bus shelter ads, freestanding banner ads in Tysons Corner Center and Tysons Galleria shopping malls, digital ads via news media (WTOP, *The Washington Post*, Gannett ad network, and others), radio ads (WTOP, Total Traffic network, WASH-FM, and others), and newspaper display ads (in *The Washington Post*'s *Express*, *El Tiempo Latino*, and *El Pregonero*). Staff attended many fairs and festivals to promote the new service (Celebrate Fairfax, Reston Multicultural Festival, Herndon Festival, and several others) and hosted a transportation expo to coincide with the ribbon-cutting ceremony for the Wiehle Metro Station and launch of the new Fairfax Connector service.

The Silver Line is also paying dividends even to those who are not riding on Metrorail. According to a study by Wells & Associates, peak hour traffic at three major intersections along Route 123 has decreased from 7 to 15 percent since the Silver Line opened. Coupled with the addition of 18 bus routes (many of which feed the Silver Line), 5.5 miles of new bike paths, and a growing carsharing network serving the area, Tysons has rapidly evolved into the region's fastest-growing multimodal, transit-oriented activity center, fueled in large part by the new Silver Line service.

Multimodal coordination is ongoing for Phase 2. In conjunction with the Metro Silver Line extension, Fairfax Connector is proceeding with complementary infrastructure improvements. The Innovation Center Metrorail Garage will be a major new transit connection with more than 2,000 new parking spaces, a bus loop, a Kiss and Ride loop, and a Metro Station pedestrian connection. The Herndon Metrorail garage will include a nearly 2,000-space parking structure and associated pedestrian and vehicular connections for Metro Silver Line extension.

Metroway's Potomac Yard Line

Metroway's Potomac Yard line is a new transit service offering a faster trip along Route 1 between the Braddock Road Metrorail Station in Alexandria and the Crystal City Metrorail station in Arlington. Metroway service began running on Sunday, August 24, 2014, and is operated by WMATA. The new Metroway service improves a previous Metrobus route by providing dedicated bus-only lanes (the first in the Washington metropolitan region), consolidated bus stops, more frequent service throughout the day, and service seven days a week. Buses run at frequencies between six minutes during rush hour and 20 minutes on weekends. Metroway's fare is the same as a Metrobus's and can be paid using SmarTrip or with cash. Metroway buses feature unique blue and white branding, making them easy to identify. Metroway platforms are similarly unique and easy-to-find, and feature real-time bus arrival screens that provide information about both Metroway and other Metrobus routes. All buses are accessible and riders are able to enter or exit from any door, cutting down on boarding time.

In its first month of operations, Metroway experienced weekday ridership of nearly 1,500 trips per day. This exceeded the ridership of the 9S bus that Metroway replaced by fifty percent. In January, the city of Alexandria was recognized by the American Council of Engineering Companies of the Metropolitan Washington region at the Engineering Excellence Awards for its Crystal City-Potomac Yard Transitway project. The project received an Honor Award, which recognizes projects that demonstrate a high degree of achievement, value, and ingenuity. The city's project was recognized for its complex design, its engineering solutions that were required to overcome challenges related to the project's location (on the site of a former rail facility), and its construction activities that were required to build a transitway between active lanes of traffic along the Route 1 corridor. The city also received a National Recognition Award in the national ACEC Engineering Excellence Awards competition.

Richmond Bus Rapid Transit

FY15 was a very busy year for the Greater Richmond Transit Company (GRTC). Notably, preliminary design concept plans (the preliminary engineering phase) were completed for the region's new bus rapid transit (BRT) system. BRT is a high-quality, high-capacity rapid transit system that invests in improvements to vehicles, stations, operations, roadways, rights-of-way, intersections, and traffic signals to speed up bus transit service.

The BRT project is a regional collaboration between GRTC, the Virginia Department of Rail and Public Transportation (DRPT), the city of Richmond, Henrico County, and the U.S. Department of Transportation. It will improve transit service, increase quality of life, enhance economic opportunity, revitalize commercial properties, encourage multimodal options, improve safety and efficiency in the corridor for all users, improve environmental sustainability, and stimulate economic development in the city, county, and greater Richmond region.

In September of 2014, GRTC was awarded a $24.9 million TIGER (Transportation Investment Generating Economy Recovery) grant from the U.S. Department of Transportation. This grant will help pay for the construction of the new BRT system, the total estimated project cost of which is $53.8 million. The preliminary engineering phase cost approximately $4 million; of this, $160,000 was funded by the city of Richmond, $640,000 was funded by a DRPT grant, and $3.2 million was funded by the federal Surface Transportation Program. The final design and construction cost for GRTC's BRT project is expected to total $49.8 million. Along with the $24.9 million in funding from the federal TIGER grant, the overall cost of the project will be supported with matching funds from the Commonwealth of Virginia, the city of Richmond, and Henrico County.

Construction will be conducted in phases. GRTC expects to begin construction commitments by August 2016, and construction will last until August 2017. Between September and October 2017, BRT operations will be tested and accepted. BRT passenger operations will begin by October 2017.

Throughout FY15, a series of public meetings were conducted across the region both to solicit stakeholder input and keep the community informed about the new BRT system. These public meetings shared finalized locations for the 14 stations, station designs, proposed new traffic lights and pedestrian crossings, median and lane designs, and parking implications. GRTC also used public input to help name the new BRT system, dubbing it "Pulse" earlier this year. Additionally, GRTC representatives conducted outreach activities with each business located on the proposed BRT corridor. The GRTC Pulse, a 7.6-mile line, is the first step toward improved and expanded regional transit.

Hampton Roads Transit

Earlier this year, Hampton Roads Transit (HRT) released their "Investing in the Region's Future" report, illustrating transit's critical role in supporting the economic health and vitality of the growing region. Drawing from a myriad of data sources, including their own Connect Hampton Roads regional survey, HRT built a compelling argument for dedicated transit funding in a region that is expected to grow by 32 percent and increase employment by 26 percent by 2034. The Connect Hampton Roads regional survey—the most public involvement ever on a transportation-related survey and multimodal planning process in the history of Hampton Roads—has brought the region's citizens together in support of enabling legislation that will allow for dedicated funding of a regional transportation plan.

HRT's "Investing in the Region's Future" report bolsters their position with empirical evidence of HRT's important role in supporting a healthy region as well as the challenges they will face in realizing their vision without sustainable funding. The report also references a number of the region's jurisdictional partners whose comprehensive plans reflect the importance of multimodal transportation to the region. HRT's report is also consistent with the Hampton Roads Transportation Planning Organization (HRTPO) 2012 regional transit vision plan, which states that public transportation will play a critical role in reaching the following goals for the region:

- Provide greater mobility options through an integrated, high-capacity transit system.
- Improve land use and transportation coordination by encouraging transit-supportive development within mixed-use activity centers and corridors.
- Reduce energy consumption, improve air quality, and mitigate climate change impacts with a robust transit system based on renewable energy sources.
- Promote economic growth and regional competitiveness through a transit system that connects major activity and employment centers.

In their quest to convince the Virginia General Assembly to pass enabling legislation in 2016 to complete Connect Hampton Roads, HRT's "Investing in the Region's Future" report points to both their current community impacts as well as the challenge HRT faces in supporting the region. While HRT carried 17.2 million riders on its bus, light rail (the Tide), ferry, and paratransit services in FY14 and removed more than 47,000 vehicles from the region's roads every weekday, traffic congestion continues to get worse. According to the Texas Transportation Institute, congestion in the Hampton Roads region in 2011 caused more than 46 million hours of delays and cost residents $932 million in lost time and productivity. And while public transportation is the region's third fastest growing commute mode during the last eight

years (behind only walking and telecommuting), it only accounts for two percent of the region's commute trips.

Despite efforts to efficiently improve and expand system operations, HRT, with a $62 million capital backlog over the next seven years, does not operate a single bus route with an all-day frequency of 15 minutes or less, the transit industry standard for high-quality transit service. Coupled with an aging bus fleet that is three years older than the Federal Transit Administration's recommended average age, reliability problems and infrequent service are creating headwinds in HRT's efforts to evolve from a "system of last resort," serving primarily those with no access to a personal vehicle, to a high-quality service that both attracts so-called "choice" riders and better serves those who truly need it.

Nevertheless, there is compelling evidence of HRT's significant contribution to the economic vitality of the region. Since the Tide light rail service was launched in 2011, about $1 billion in transit-oriented development has taken place along this 7.4-mile corridor. Coupled with transit's ability to efficiently transport many more people than cars (one light rail train can carry as many as 116 passengers), there is growing acceptance among the region's residents that Hampton Roads cannot afford to build its way out of congestion with roads alone. Indeed, a 2013 HRTPO regional survey showed residents consistently rank traffic congestion as the region's worst transportation problem, and that expanding the region's transit system is the most effective way to remedy this issue. The survey results also found that residents view an effective transit system as critical for the health and vitality of the Hampton Roads region.

The Tide

The Tide is Virginia's first light rail system. It opened for service in Norfolk in August 2011 under the management of Hampton Roads Transit (HRT). The Tide extends 7.4 miles and services eleven stations, providing access to dining, shopping, and entertainment across the city of Norfolk.

HRT is currently studying expansion of The Tide to Virginia Beach through their Virginia Beach Transit Extension Study. Additionally, HRT and the city of Norfolk are in the process of studying and planning a high-capacity transit extension to the Naval Station Norfolk. This work will define potential routes and transit modes in Norfolk that will link The Tide with the Navy base.

Virginia Railway Express

Virginia Railway Express (VRE) provides commuter rail service along the I-66 and I-95 corridors from the Northern Virginia suburbs to Alexandria, Crystal City, and downtown Washington, D.C. VRE operates 30 trains from 18 stations and carries 20,000 passengers per day on average.

The VRE Operations Board adopted the VRE System Plan 2040 in January 2014, providing a framework for VRE system investments and outlining which actions the organization should pursue to best meet regional travel needs through 2040. The plan's recommended investments and expansion will enable VRE to carry over 50,000 weekday trips by 2040, more than doubling the 19,000 daily trips it carries today. Capital and operational investments in the plan include additional rail cars and locomotives, expanded platforms to accommodate longer trains, additional train storage, and service extensions. For the plan to be fully realized, VRE will need DRPT and other railroad partners to improve tracks and relieve bottlenecks.

The plan provides for the logical, incremental expansion of VRE infrastructure and service. This plan includes an initial set of recommendations linked to VRE's six-year Capital Improvement Program to

address short-term growth needs. It also identifies a set of longer-term capacity improvements that offer wide-ranging VRE, intercity passenger rail, and freight benefits, including expansion of the Alexandria-to-L'Enfant railroad corridor, expansion of the Long Bridge over the Potomac River, and triple-tracking of CSX Transportation's Fredericksburg Line. VRE will supplement these major efforts with investments in stations, rolling stock, storage yards, and maintenance facilities, and by extending service into the Gainesville-Haymarket area.

Construction of VRE's new station in Spotsylvania County is nearly complete and should become operational prior to the end of 2015. The Spotsylvania Station will become the southern terminus for VRE operations on its Fredericksburg Line and consist of a 1,500-space parking lot, a head house with a restroom, and a 700-foot platform with a covered canopy for riders.

Potomac Shores Station is another new VRE station being built by a private developer in Prince William County on the VRE Fredericksburg Line. The station is being constructed by SunCal, one of the largest real estate development companies in the U.S. and specialists in large-scale, mixed-use, master-planned communities. The station is part of the 1,920-acre Potomac Shores master-planned community located on bluffs overlooking the Potomac River in Prince William County. The station is expected to open in 2017 and will quickly become another vital link in the region's commuter rail network. It is an outstanding example of what can be accomplished when the Commonwealth works together with private partners. Through this private-public partnership, the value of SunCal's contribution to Potomac Shores Station will be used to match state funds for platform improvements at Brooke and Leeland Road stations in Stafford County. Other platform improvement projects are advancing at the Alexandria and Rippon Stations.

Eight new Sumitomo bi-level, gallery-style coaches were added to the VRE fleet in FY15. The new coaches are required to provide one new additional train on the VRE Fredericksburg Line, which is planned to begin service commensurate with the opening of Spotsylvania Station in late 2015. The coaches will also help in the upcoming replacement of six 1950s-era gallery coaches that need to be removed from service.

VRE Mobile is a new mobile ticketing system designed to improve and enhance the passenger experience by letting customers utilize transit benefit funds for VRE fare products directly through their smartphones. The app was introduced on May 15, 2015, and was downloaded 5,500 times from May 15 to June 30—accounting for approximately 10 percent of VRE fare sales.

Construction of the new Spotsylvania station and parking lot continued in FY15 and the station is scheduled to open in the first part of FY16.

Virginia Transit Association

During FY15, the Virginia Transit Association (VTA) worked throughout the state as part of a broad coalition of organizations and individuals that promote the use of public transportation. Leveraging their membership in the American Public Transportation Association, the Community Transportation Association of Virginia, the Hampton Roads Public Transportation Alliance, and RVA Rapid Transit, VTA organized and hosted a Legislative Day at the Capitol for transit advocates in January 2015. VTA also actively promoted Stand Up for Public Transportation Day on April 9, 2015.

Additionally, VTA continued building alliances with other statewide organizations. In FY15, VTA focused on realtors and developers, local chambers of commerce, and local transit advocacy groups. The organization also worked to cultivate alliances with Virginia's higher education institutions,

sustainability-focused groups, and health-focused organizations. VTA's coalition of transit supporters includes:

- Richmond Association of REALTORS
- Greater Richmond Chamber of Commerce
- Partnership for Smarter Growth
- Southern Environmental Law Center
- Hampton Roads Public Transportation Alliance
- RVA Rapid Transit
- Smart Growth America
- Bike and pedestrian coalitions
- Virginia chapter of the American Planning Association
- Virginia First Cities Coalition
- Virginia Municipal League
- Virginia Association of Counties

VTA continued to provide their growing membership with professional development opportunities, hosting three educational webinars and their annual VTA conference in FY15. The first webinar was held on September 30, 2014, and featured a DRPT panel called "Transit Funding Challenges Ahead." VTA's second webinar was held in late February and featured FTA and DRPT subject matter experts speaking on changes in procurement processes. Finally, VTA hosted a third webinar on social media tips on April 17.

VANPOOLS

In urban areas, vanpool data, like transit data, can be entered into the National Transit Database (NTD). This database is used, in part, to determine a portion of the funding amounts the U.S. Department of Transportation provides to states—the more data entered, the more funds come to the state. The TDM programs in Northern Virginia, Hampton Roads, and Richmond all collect vanpool data for NTD.

Measuring results and performance is important for all aspects of transportation—look no further than Virginia's vanpool programs:

- Approximately 1,000 vanpools are in operation throughout Virginia, primarily in Northern Virginia, Fredericksburg, Richmond, and the Hampton Roads area.
- The typical commuter vanpool transports about ten people to and from work every day, with vehicles ranging in size from seven- to fifteen-passenger vehicles.
- Approximately 10,000 people in Virginia commute to and from work every day in vanpools, removing about 9,000 vehicles from our roads daily.
- On average, a typical vanpool travels nearly 80 miles per day round-trip.
- With 1,000 vanpools traveling 80 daily round-trip miles each working day, and 252 working days in a year, Virginia's vanpools are traveling about 20,160,000 miles per year!

- With 9,000 vehicles removed from Virginia's roadways daily, each of which would have covered 80 daily round-trip miles in mostly single-occupant vehicles, the state is eliminating 720,000 miles of vehicle travel per day. What's more, doing this 252 working days each year means Virginia's vanpools are eliminating 181,440,000 miles of vehicle travel each year!

- Vanpooling complements transit, helping to extend a transit program's reach by serving routes without the critical mass to cost-effectively support traditional bus service.

- Vanpooling is considered "qualified transit" by the Federal Transit Administration (FTA). Transit programs in Virginia that partner with vanpool operators—including GRTC, HRT, and PRTC—collect and remit their operating data to the National Transit Database (NTD) for additional FTA funding consideration.

- A typical vanpool traveling about 80 daily round-trip miles generates about $12,000 per year in additional 5307 funding allocation.

- While the vast majority of vanpools in Virginia are privately operated and cost the state nothing, approximately 600 vanpool groups are currently participating in NTD reporting relationships with GRTC, HRT, and PRTC, generating additional 5307 funding allocation.

Vanpool Alliance

The Vanpool Alliance program (www.vanpoolalliance.org) is a public-private partnership that was created in 2013 to enhance commuter travel options through vanpooling. New and existing vanpools that originate or complete travel in the Northern Virginia region can enroll in Vanpool Alliance. Participating vanpool groups then report important travel and ridership information to Vanpool Alliance each month. In return, they receive support in marketing their program and maintaining drivers and ridership. Perhaps most importantly to the vanpool riders, participating Vanpool Alliance vanpool groups receive $200 per month per vanpool in exchange for the monthly reports they prepare and submit. 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 region's transportation infrastructure and additional FTA capital allocation for the region's participating transit programs.

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 program is administered by PRTC. 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 will increase through National Transit Database (NTD) reporting.

The Vanpool Alliance program grew by 35.7% over FY15, from 350 to 475 enrolled vanpools. This translates to over 5,500 commuters enrolled in the program today, and over 1.1 million passenger trips in vanpools during FY15! Ensuring that each new vanpool group has adequate ridership and insurance means that not every prospective group's application is approved by Vanpool Alliance; by the end of FY15, Vanpool Alliance had processed about 568 applications to get to the 475 approved vanpool groups participating in the program today.

When an organization begins the NTD reporting process, there is a two-year delay between when they first report and when the FTA begins allocating funds. Even though Vanpool Alliance only reported for a portion of FY14, they recently received their first apportionment notification from the FTA and are

scheduled to receive approximately $1.3 million in additional capital funding in July of 2016. While an exact figure is not currently available, the FTA apportionment to Vanpool Alliance for FY15 is likely to be several times more than the FY14 amount. FY15 capital funding will be paid in 2017.

TDM PROGRAMS

The importance of Virginia's TDM agencies cannot be overstated. Everyday, TDM agencies help commuters, employers, and employees find and take advantage of the state's many travel options. Much of the work of TDM agencies involves behavior change—convincing choice riders that they should use transit, vanpools, or carpools rather than drive alone. They also do a great deal of marketing and promoting of these travel modes, and are responsible for much of the ridership on Virginia's transit systems. TDM agencies work with employers to encourage and help set up transit and vanpool benefit programs, telework programs, carpool incentive programs, and alternative work schedules. Ridematching—or entering commuters' information into a database that matches them with other commuters with a similar commute origin and destination—is still the backbone of the services TDM programs provide.

TDM programs also provide Guaranteed Ride Home (GRH) service, also referred to as Emergency Ride Home. GRH provides commuters who use transit, vanpool, carpool, or bike to work with peace of mind that they will not be stranded at work because they do not have their personal vehicle with them. If a qualifying commuter has to unexpectedly work late, for example, or pick up a sick child from school or daycare, GRH will get them home or to their car.

To meet their objective of decreasing growth of single-occupant vehicle (SOV) travel in Virginia's urban areas during peak travel times, DRPT tracks the number of passenger miles saved by commuter assistance customers. Thanks to the efforts of transit and TDM agencies throughout Virginia, more than 19 million miles of passenger travel (or vehicle miles traveled, VMT) were eliminated statewide in FY15.

GWRideConnect

GWRideConnect is a free ridesharing service that assists commuters seeking daily transportation, such as vanpools, carpools, and buses, from Fredericksburg, Stafford, Spotsylvania, Caroline, and King George counties to employment locations in Washington, D.C., Northern Virginia, Richmond, Dahlgren, and other sites within the Fredericksburg area.

In partnership with VDOT and DRPT, GWRideConnect conducted an I-95 Express Lanes Target Marketing Campaign from May through November of 2014. The marketing campaign consisted of strategies that focused on the specific travel modes of bus, vanpool, and carpool along I-95 in the George Washington region. The goal of the campaign was to decrease the number of single-occupant vehicles that traveled along the I-95 corridor from the George Washington region to destinations north by increasing the number of commuters traveling in vanpools, carpools, or commuter buses. The campaign also sought to increase awareness of GWRideConnect and the programs offered to assist commuters during the construction phase of the I-95 Express Lanes. GWRideConnect targeted each travel mode separately to increase awareness of the distinct benefits that each mode offers to commuters.

The campaign utilized all marketing mediums in the George Washington region: radio, print ads, Facebook and Facebook advertising, GWRideConnect's website, and Google AdWords. The advertising focused on a different mode each month and consistently directed commuters to the GWRideConnect website.

The campaign's impact was both immediate and sustained. During the first month of the campaign, visits to the GWRideConnect website increased by 70 percent. Overall, 27,928 visitors obtained commuter information or assistance from the GWRideConnect website during the six-month campaign, with a record 5,260 visits to the website in October.

The I-95 Express Lanes Target Marketing Campaign did much more than increase the number of visitors to GWRideConnect's website and Facebook page; the additional exposure also helped GWRideConnect to support the formation of 97 new vanpools this fiscal year. These new vanpools effectively removed about 1,164 cars from Virginia's roads every day, or approximately 302,640 cars annually.

GWRideConnect assisted vanpools in the region over 16,000 times this fiscal year. GWRideConnect also operates and promotes AdVANtage, the state's only self-insurance liability protection service for Virginia vanpools. The George Washington region has long been a hotbed for vanpooling—no publicly operated commuter bus services are available, and the private commuter bus operator, Martz National Coach Works, has limited service from the Fredericksburg area to various points within Washington, D.C. Indeed, GWRideConnect lists 400 vanpools in their database traveling to destinations in Northern Virginia, D.C., Richmond, and Dahlgren.

GWRideConnect is also a partner of Vanpool Alliance, a public-private partnership created to enhance commuter travel options through vanpooling, reduce traffic congestion, and improve air quality in the region. New and existing vanpools that originate, travel through, or terminate in the Northern Virginia region are eligible to enroll in Vanpool Alliance. Participating vanpools will help provide ongoing, important information, and, in return, they receive $200 per month per vanpool for their efforts.

PROMOTION OF TRAVEL OPTIONS AND TELEWORK

Virginia's transportation providers conduct a great deal of marketing and promotion for transit and ridesharing. Rather than expecting commuters and employers to seek out transit, vanpools, carpools, and park-and-ride lots with little introduction, transit and TDM organizations know that the public needs to be informed about these services, their benefits, and how to use them—in many cases, a personalized, handholding approach might even be needed. To do this, transportation organizations across Virginia are reaching out to stakeholders in a number of ways, including transportation fairs, employment site promotions, and social media promotions, as well as advertisements in print and on the web, radio, and billboards.

For example, DRPT partners annually with Virginia's transit and TDM programs to promote Try Transit Week in September. In FY15, DRPT promoted their Try Transit Week website and released print and radio advertisements in urban markets, while individual transit and TDM programs conducted local advertising in their respective markets. The initiative encourages the public to enter into a drawing to receive one year of free transit by visiting the Try Transit website and pledging to use transit. This year, many of the transit programs ran additional drawings among pledgers in their respective areas.

Try Transit Week

Many transit programs and partnering TDM programs across the state regularly participate in and promote Try Transit Week. DRPT is the sponsor of Try Transit Week, an annual event designed to encourage Virginians to try available public transit options such as buses, passenger rail, or ferry service. Virginia's sixth statewide Try Transit Week occurred from September 15–19, 2014. DRPT and transportation partners across the Commonwealth encouraged Virginians to discover new travel

alternatives while saving time, money, and energy. A state-sponsored "Try Transit Week" pledge entered participants for a chance to win a year of free transit service of their choice, with a grand prize including a pair of round-trip tickets on Amtrak's Northeast Regional. DRPT provided information about the program via www.trytransitweek.org. Transit and TDM agencies promoted the event and offered additional incentives.

- The City of Alexandria marketed Try Transit Week at 11 events. These promotions led to more than 500 pledges.
- Arlington County Commuter Services (ACCS) promoted Try Transit Week with blog posts, social media, websites, press releases, and other events.
- The Fairfax Connector and the Fairfax County Department of Transportation's Transportation Services Group marketed Car Free Day and Try Transit Week on their websites and social media, and through mailings to major employers, subscriber alerts, and email blasts. They hosted a Transportation Expo in the Fairfax County Government Center on World Car Free Day during Try Transit Week. This event included representatives from Metro, VRE, CUE, and other transportation providers.
- Try Transit Week was one of the 43 events that Hampton Roads Transit's TRAFFIX Program took part in this year. With assistance from HRT's outreach staff, TRAFFIX highlighted telework and multiple other transportation alternatives through a five-month advertising campaign for Try Transit Week, as well as through other events. Additionally, the agency initiated a newsletter, started a Facebook page, and created a Twitter account.
- Through a partnership with Bay Transit, the Middle Peninsula Planning District Council (MPPDC) publicized Try Transit Week though press releases, website announcements, and advertisements on local radio stations. In addition to Try Transit Week, the agency promoted the new Gloucester Circulator bus route, Dump the Pump Day, Earth Day, and National Telework Week.
- The Potomac and Rappahannock Transportation Commission (PRTC) showcased Try Transit Week with on-board posters, web and social media postings, and emails.
- The Rappahannock-Rapidan Regional Commission (RRCommute) publicized their Try Transit Week incentives to the region's commuters through Facebook advertisements promoting vanpooling and Bike to Work Day that reached 7,135 people. The organization also distributed RRCommute information at the Madison County Business Expo, Culpeper Air Fest, and at the Department of Defense Transportation Fair.

Telework!VA

DRPT's Telework!VA program is an online resource for businesses, individuals and government agencies looking to learn more about telework or to start or expand a telework program in Virginia.

Virginia companies seeking guidance on how to design a telework program will find all of the tools they need at the Telework!VA website, www.teleworkva.org. Included within this website are step-by-step instructions on how to implement e-learning tools, as well as success stories from companies with proven, successful strategies for planning and managing a telework program. Other insights include

training and managing methods, helpful resources, and tips on how to sell the teleworking program to upper management and staff.

Telework helps reduce the number of commuters on Virginia's roadways. Telework!VA also helps companies attract and retain productive employees, reduce employee absenteeism, and lower operational and recruitment expenses—all through teleworking. Regardless of the size of the business, teleworking can benefit business owners, employees, and the environment.The benefits of a telework program are widespread. According to the International Telework Association and Council, on average, teleworking yields:

- A 22 percent increase in employee productivity.
- A 20 percent decrease in employee turnover.
- A 60 percent decrease in employee absenteeism.

The positive impact on Virginia's transportation infrastructure and our environment is also significant. With fewer cars on the Commonwealth's roads and highways, the environment is safer and healthier for us all. Additionally, teleworking can be a key component of a business continuity plan in the event of bad weather, a pandemic, or any other crisis that closes the central office location for any period of time.

In FY2015, DRPT promoted Telework Week, the first full week in March, through Facebook, online advertising and radio tags. Several TDM agencies partnered with DRPT to promote Telework Week locally through social media, newsletters and their program websites. DRPT also promoted the Telework Tax Credit using similar advertising methods and partnering with TDM agencies.

DRPT partnered with VDOT's Northern Virginia District Office to promote Telework!VA and provide free technical assistance to businesses interested in starting or expanding a telework program for their employees. VDOT provided regional Congestion Mitigation and Air Quality (CMAQ) funds to DRPT for this ongoing effort.

Teleworking, sometimes also referred to as telecommuting, continues to grow in popularity in Virginia. More than 400,000 Virginia resident workers telework at least one day per week and nearly three quarters of a million Virginian's telework sometimes. Each year nearly 95 million trips are removed from Virginia's roads as a result of teleworking.

INFRASTRUCTURAL IMPROVEMENTS THAT ENCOURAGE TRANSIT AND TDM

For a noteworthy example of infrastructural investments that increase the efficiency and boost the utilization of the Commonwealth's transportation system, look no further than the strategic expansion and increased promotion of the state's park-and-ride lot infrastructure.

Express Lanes

Virginia's Express Lanes are dynamically tolled lanes that operate on I-495 and I-95 in Northern Virginia to provide travelers with faster and more predictable travel options. The 495 and 95 Express Lanes connect seamlessly to provide uninterrupted travel from Stafford to Tysons. Together, the 495 and 95 Express Lanes create a region-wide network of free-flowing lanes stretching more than 40 miles. Carpoolers and vanpoolers with three or more people in the vehicle and an E-ZPass Flex set to HOV

mode travel for free, as do motorcyclists and bus riders, while other drivers can pay a toll for a more predictable trip.

The 495 Express Lanes are two high-occupancy vehicle/high-occupancy toll (HOV/HOT) lanes in each direction on the Virginia side of the Capital Beltway from the Springfield Interchange to just north of the Dulles Toll Road.

The 95 Express Lanes consist of 29 miles of HOV/HOT lanes on I-95. This recently completed "megaproject" added much-needed capacity to the existing HOV lanes from Prince William Parkway to the Edsall Road vicinity, and improved the existing two HOV lanes for six miles from Route 234 to Prince William Parkway. A nine-mile reversible two-lane extension of the existing HOV lanes from Dumfries to Garrisonville Road in Stafford County is now helping to alleviate the worst traffic bottleneck in the region.

The 95 Express Lanes opened to traffic on December 14 and tolling began on December 29, 2014. The lanes keep traffic moving by using dynamic tolling, which adjusts tolls based on real-time traffic conditions. The 95 Express Lanes system uses dynamic speed limit signs, lane use management signs, and video technology capable of identifying accidents to help manage traffic. The Express Lanes help maintain travel speeds, make travel times more predictable. and significantly reduce HOV violators. The project includes nine new bridges (four new flyovers) that provide access to the lanes.

Throughout the construction process and since the opening of the 95 Express lanes, VDOT and DRPT have hosted an information-packed website, www.95ExpressLanes.com. This website provides detailed project updates, guidance on how to use and access the 95 Express Lanes, and important information about travel options like carpooling, vanpooling, and commuter bus services that will help the traveling public save time and money.

The website promotes a variety of transit and TDM strategies. These include Fairfax County's Express Connector, which operates a fast and convenient express bus service to Tysons from Lorton, Springfield, and Burke; Saturday bus service between Potomac Mills Mall, PRTC Transit Center, and the Franconia-Springfield Metro Station; and the Tysons Express, operated by PRTC OmniRide, which provides transportation options to commuters traveling on I-66, I-95, and 495. Website visitors can also learn how newly formed carpools and vanpools can register with Commuter Connections' 'Pool Rewards program to earn incentives. Carpoolers and vanpoolers can learn about the expanded commuter lots VDOT built in Stafford and Spotsylvania counties, in addition to lots that were expanded in Prince William and Fairfax counties.

Park-and-Ride

In FY15, expansion of the existing park-and-ride lot infrastructure took place at two facilities in the Fredericksburg area. The Gordon Road/Route 3 park-and-ride lot in Spotsylvania County added 500 new parking spaces to the existing 522 spaces, bringing the total number of parking spaces to 1,052. In Stafford County, 987 new parking spaces were added to the Staffordboro Boulevard (Route 684) park-and-ride lot, more than doubling the lot's capacity to 1,863 total spaces. Construction began in May 2013 on a $12.9 million expansion of the Staffordboro Boulevard park-and-ride facility, which is maintained by VDOT, and was completed in late October 2014. This expanded park-and-ride lot features a designated HOV carpooling (also known as slugging) pick-up area in the new section of the lot with signs directing users to this pickup area. Commuter buses collect passengers at the new bus bay area and follow the expedited traffic patterns to enter and exit the lot. Additionally, the number of handicap-accessible parking spaces at the Staffordboro Boulevard facility has doubled to 28 spaces.

In Gainesville, VDOT opened a new park-and-ride lot just off Interstate 66 to help commuters save time and reduce stress during morning commutes on eastbound I-66. Located just off Balls Ford Road and Cushing Road, the new park-and-ride lot has 433 spaces and provides a direct on-ramp connection to eastbound I-66. This ramp is open only from 5:30 a.m. to 9:30 a.m. and is restricted to buses and vehicles with two or more people in them. In addition, PRTC's OmniRide provides non-stop bus service to the West Falls Church Metro station from the new Cushing Road park-and-ride lot. The $5.9 million lot is operated by VDOT and is outfitted with bus shelters, bicycle racks and lockers, and a high-occupancy vehicle enforcement area for Virginia State Police. Commuters leaving the lot are funneled onto the northbound Virginia 234 ramp to eastbound I-66. Direct bus service between the lot and downtown D.C. is scheduled to begin this fall.

Over the past year, Loudoun County opened two new park-and-ride lots. One of the lots opened as part of a business arrangement with Telos Corporation. This lot has 170 new parking stalls and provides eight peak transit trips between the corporation and Washington, D.C. The other park-and-ride lot is located at the future Loudoun Metrorail Station. This lot has 300 parking spaces and began service with two dedicated buses traveling between Wiehle-Reston East Metrorail Station and Loudoun. LCT also started one new local route, Route 85, to connect South Riding and Stone Ridge area residents and businesses with the Metrorail Silver Line.

Fairfax County is renovating the Reston-Herndon garage. The renovation includes a floor plan reconfiguration, additional workspace, bay floor replacement, and parking lot reconfiguration with 1,950 total spaces connected to Phase 2 of the Metro Silver Line. The Fairfax County Department of Transportation is increasing the capacity and efficiency of the Huntington Garage to include two new maintenance bays, a standalone warehouse, and a parking lot reconfiguration. The Lorton VRE parking lot was expanded by 150 spaces, and the Stringfellow parking lot was expanded by 300 spaces. West Ox was expanded to provide additional maintenance bays, administrative offices, locker rooms, and storage and lunch areas. The Springfield multi-use transit hub was designed in this year. These infrastructure improvements will increase capacity and improve operations.

For GWRideConnect, serving commuters traveling to the Naval Surface Warfare Center in Dahlgren along the Route 3 East corridor includes leasing a 105-space park-and-ride lot for carpoolers and vanpoolers to use as a staging area. Because VDOT does not operate any park-and-ride lots along this corridor, GWRideConnect has been doing so for several years. GWRideConnect also leases a 25-space park-and-ride lot in Ladysmith. This lot primarily serves commuters traveling to the Richmond area, as well as Richmond-based commuters who stop in Caroline County to pick up additional riders in route to northern Virginia or Washington, D.C.

Hampton Roads Transit

Hampton Road Transit (HRT) constructed and commissioned a second elevator and stair tower at the NSU Light Rail Station. The Janaf Transfer Station was rebuilt this past year. The station now is ADA-compliant, showcases new shelters and benches, and has enhanced landscaping and lighting. New bike repair stations were installed at the MacArthur Square light rail station and at the Newport News Transit Center.

Bay Transit

Bay Transit completed a new administration and maintenance facility to serve the Middle Peninsula. The new facility was completed in March and provides space for vehicle maintenance and dispatch and scheduling for the southern portion of the service area. The building is being certified as LEED Gold.

VI. HIGHLIGHTS FROM VIRGINIA'S TRANSIT AND TDM PROGRAMS

FY15 was a successful year for transit and TDM programs across the state. Transit programs contributed to the increased accessibility and economic vitality of their respective regions by implementing new or increased transit service, completing new planning studies, and harnessing the power of technology, mobile applications, and social media. TDM programs helped form new carpools and vanpools, thereby reducing reliance on single-occupant vehicle travel. Additionally, TDM programs offered free transit rides during large marketing efforts such as Try Transit Week, highlighted environmental benefits, utilized social media, and strategized engagement toward youth to build ridership over the long term.

TRANSIT PROGRAM HIGHLIGHTS

New Routes and Vehicles

Adding service to existing transit routes, opening new routes, or building new transit infrastructure to support service is one of the most visible ways transit programs impact Virginia. Increased service, new routes, and improved facilities serve those who depend on transit for their mobility and shift choice riders from single-occupant vehicles to transit. Many transit programs in Virginia implemented new routes or services in FY15 in order to increase transit ridership.

- Arlington Transit made many system improvements in the past year. In addition to adding an entirely new route (Route 92 to Crystal City, Long Bridge Park, Boeing, and the Pentagon), the schedules for routes 43, 53, 62, and 84 were adjusted to optimize transfers and travel times.

- In July 2014, Alexandria Transit (DASH) launched the AT9 Crosstown Route that increases transit accessibility in the city by providing crosstown connections to areas that were not currently being served by DASH. It provides additional direct transit access between highly visited destinations and new development areas of the city without having to go into Old Town Alexandria or transfer between DASH buses.

- Blacksburg Transit (BT) maintained high ridership through many service enhancements to existing routes. These service changes included adding service on many routes, increasing the route span, or adjusting schedules to make timetables and transfers easier.

- The Greater Lynchburg Transit Company (GLTC) opened a new multimodal Transfer Center that includes City Bus, Amtrak, taxi, and possible future Greyhound connections. This Transfer Center is a secure-access building, has completely new fire alarm and building monitoring systems, and is monitored by a closed-circuit television security system.

- Greene County Transit added two new bus routes in Charlottesville.

- The Farmville Area Bus (FAB) extended the Campus Line in response to the increased number of Longwood University students living off-campus. This newly extended routing better meets the needs of students, enabling them to take transit instead of driving to campus. Additionally, FAB revised the schedule of the PERT Orange Line to accommodate county riders traveling to Farmville.

- The City of Harrisonburg's Department of Public Transportation (HDPT) improved existing infrastructure and created new infrastructure in the past year. The agency built a new

administrative and maintenance facility in August 2014 and installed new shelters at many existing bus stops.

- Potomac and Rappahannock Transportation Commission (PRTC) added trips to the Gainesville OmniRide and adjusted routing on the Manassas and Linton Hall Metro Direct Lines in order to better serve customers. The agency split the existing Montclair route serving the Pentagon and Washington, D.C., into two routes; one route now serves Washington and the other serves the Pentagon. This change provides more reliable service to Pentagon riders and adds capacity.

- Pulaski Area Transit (PAT) capitalized on New River Community College ridership by offering new transit routes between the town of Pulaski and campuses in Dublin and Christiansburg. The 53-mile round-trip service started on April 1, 2015, and has seen ridership double each month (with the exception of July). The agency expects ridership to continue to increase this fall when students return to campus.

- The Williamsburg Area Transit Agency (WATA) implemented new service to the Jamestown area of the Historic Triangle region in January 2015. Because the area was not previously served by public transit, the effectiveness of this demonstration route will be re-evaluated after three years of service. WATA also implemented multiple new bus shelters, landscaping, and bike racks throughout their service area.

- Greater Richmond Transit Company (GRTC) purchased 42 compressed natural gas (CNG) buses and 30 CNG specialized transportation vehicles in FY15, replacing an equivalent number of diesel-powered buses and paratransit vehicles that had reached the end of their useful lives. Compared to diesel-powered vehicles, the 72 new CNG-powered buses and specialized transportation vehicles will provide substantial fuel cost and emissions savings over the life of the vehicles. The resulting savings will both lower GRTC's operating costs and help improve the region's air quality.

Technology and Mobile Applications

Technology can make transit more convenient, easier to understand, and less intimidating for first-time users. In 2015, multiple transit agencies in northern Virginia improved their rider's experience and courted new riders by making technological advances like releasing mobile applications, upgrading websites, or streaming real-time location data.

- Blacksburg Transit (BT) made great strides with their BT4U mobile application. The improved BT4U mobile app allows customers to use their smartphone to easily understand which bus to use and when the bus will be at their stop. BT promoted the application heavily with a new suite of marketing materials, and ultimately achieved over 10,000 downloads!

- Charlottesville Area Transit (CAT) made their already successful mobile application even more user-friendly in 2015. One update to the mobile application shifted the mapping features from Google Maps to the city's interactive mapping system to achieve more development flexibility and enhanced location accuracy. Another update included displaying real-time bus locations—a large improvement over the previous version, which only displayed bus arrivals based on the timetable.

- Greene County Transit (GTC) created a new website that houses all the updated transit information for the agency. This website was linked to the county website for ease of access and publicity.

- Lake Area Bus (LAB) and Halifax Area Rural Transportation (HART) stayed in touch with their riders by continually updated their website and marketing materials with new information.

- Greater Richmond Transit Company (GRTC) finished their first major upgrade to their fare collection technology in 20 years. The new electronic fareboxes provide an improved farebox experience to GRTC customers, and will also open up new ways to pay in the near future. These state-of-the art fareboxes, now in use throughout GRTC's entire fixed-route bus fleet, provide customers with a better experience by expediting boarding and allowing them to pay for their ride with debit cards, credit cards, or any type of electronic fare media. Riders will continue to be able to pay with cash, as well as pre-paid Go Cards, which are sold by over a hundred vendors throughout the region, including CVS, Walgreens, Martin's, and Kroger.

- GRTC also announced the latest release of their popular mobile app, GRTC Transit On The Go!, which went live in early July. The newest version of GRTC's mobile app makes their widely used trip-planning feature from GRTC's website available on the app using Google Transit technology. The app also helps users locate vendors that sell GRTC Go Cards and has an arrival time feature that provides both real-time arrival information and notifications if a bus will be delayed. Search capabilities have also been added within the "Locate" feature, allowing app users to search by stop ID and retrieve walking directions to bus stops. GRTC Transit On The Go! is available in both English and Spanish. A recent study of more than 1,500 current GRTC riders across 24 GRTC routes revealed that GRTC's Transit On The Go! app is widely used. The study found that approximately two-thirds of all GRTC riders have a smartphone, and among riders with smartphones, 59 percent have GRTC's Transit On the Go! mobile app. The study also showed widespread use of GRTC's website, with nearly half of all current riders stating they prefer the website to access GRTC information and the trip planner.

Social Media

Just like travel patterns, communication methods and styles are constantly in flux. Traditional methods of communication—open houses, print media, newsletters—are made more effective when paired with technology and social media. Social media can be an effective way to interact with customers, answer questions, and make announcements about upgrades and new services. Social media can create conversations with new groups of people and can extend the reach and message of transit providers farther than traditional sources. Social media can be particularly effective to communicate with Millennials, a generation believed to be open to transit and yearning for alternative modes of transportation. Many transportation agencies are effectively using social media and innovative communication methods to reach these new audiences and increase transit ridership.

- Arlington Transit (ART) used social media throughout the year to engage with riders and keep them informed of service improvements. A new bus route was advertised by placing flyers at bus stops and Metrorail stations, meeting with business owners, speaking at community events, and posting on social media. These same tactics were used to relay a variety of service improvements to eight other bus routes. Additionally, ART conducted their 2017–2026 Transportation Development Plan (TDP) survey in 2015. A strong social media and web

presence, along with the traditional public meetings and promotion at community events, contributed to the return of 3,371 surveys.

- Bay Transit (BT) opened a Facebook page in 2015.
- Hampton Roads Transit (HRT) harnessed the power of print and social media to get the word out about all the agency has the offer. In addition to traditional media tools, such as news releases and television and newspaper interviews, the agency used Twitter and Facebook to promote Harborfest, a major regional event that HRT serves. The agency saw continued growth in social media feeds over the year: Facebook followers increased by 22 percent, and their Twitter audience grew by 60 percent. Since November 2014 when the agency joined Tumblr, their photo blog has had over 5,053 unique page views. The agency received the 2015 Telly Award in the Bronze Category for the GoPass 365 Campaign, an engagement effort to make riders aware of the convenience of the GoPass365, a fare media that can be used on all forms of public transportation in the region.

Free Fare Promotions

Above and beyond Try Transit Week, many agencies held their own marketing campaign that included free fares or other freebies in order to attract new riders by giving them a risk-free option to try transit.

- For the fifth consecutive summer, a generous citizen in Altavista provided free fares between June and September on the Altavista Community Transit System (ACTS).
- During their annual Customer Appreciation Day, Fredericksburg Regional Transit (FRED) gave away 500 special T-shirts that enabled wearers to ride FRED free on Fridays during the month of August. In addition, FRED gave away a monthly pass, a yearly pass, fare card packets, and FRED-logoed freebies during the event.
- With the hopes of increasing ridership on the Maury Express, the Unified Human Services Transportation Systems (UHSTS) had free fares every Friday in September. For their fortieth anniversary celebration, UHSTS wrapped two new vans with pictures of local landmarks. Both events were publicized through radio, public broadcast system announcements, and the local newspaper.
- In June 2015, ATC partnered with the Advocates for Alexandria Aquatics (AAA), the city of Alexandria Department of Recreation, Parks, and Cultural Activities (RPCA), and Alexandria Transit (DASH) to implement the “Free Pool Bus” during the summer. The Free Pool Bus provided free rides on the A10 route to counteract the concern that the temporary closure of Warwick Pool during the summer would make getting to the Old Town Pool prohibitively difficult (the A10 travels between these two locations). This initiative is a creative and cost-effective solution to get residents affected by the closure to their regular activities.

TDM PROGRAM HIGHLIGHTS

TDM programs actively work to bring about awareness of the variety of transportation options available and to reduce barriers to using modes other than the automobile. TDM programs rely on education, promotion, and programs to change travel patterns. In 2015, Virginia’s TDM programs used a variety of

innovative techniques to bring about long-term travel shifts. Highlights include the use of social media, promoting environmental benefits, and youth engagement.

Social Media

TDM programs used social media along with traditional communications to interact with customers, answer questions, make announcements, and promote their messages.

- Arlington County Commuter Services (ACCS) launched the innovative online trip planner, CarFreeAtoZ.com, to compare biking, walking, bikeshare, bus, rail, and carpooling for a user's trip.

- Dulles Area Transportation Association (DATA) used Facebook and Twitter to promote a variety of major events including Car Free Day, Try Transit Week, and Bike to Work Day. They also began publication of *@livemore*, a free bi-monthly publication in support of DATA's Live More Commute Less® initiative, focusing on activities commuters can enjoy with the time and money they save by making wise commuting choices. The newsletter's reach is quite expansive; in addition to a strong social media presence, over 20,000 copies were distributed at county libraries, government centers, Metro stations, major employers, and other locations in the DATA service area.

- The Fairfax County Department of Transportation (Transportation Services Group) used Twitter and Fairfax Alerts to promote many TDM campaigns and programs such as SmartBenefits Plus50, Telework, NuRide, and Bike to Work Day. The SmartBenefits Plus50 program is a partnership with WMATA's SmartBenefits Program to provide a one-time $50 incentive (pre-loaded on a Smartrip card) to encourage commuters to change mode from driving alone to using public transportation.

- GWRideConnect is making communication with customers effective and more convenient in order to increase ridership. The GWRideConnect website is a one-stop-shop for commuters seeking alternative transportation. With over 4,000 hits per month, the page provides critical information for all modes of TDM and transit users alike. Commuters can go to the Vanpool Connections page to find vanpools with vacancies. Additionally, due to the success of the I-95 Target Marketing Campaign, GWRideConnect continued their Facebook page and initiated Facebook advertising. Their Facebook page has over 6,000 likes and pushes out fresh commuting information three times per week.

- In addition to traditional radio and TV campaign ads, the Northern Shenandoah Valley Regional Commission's (NSVRC) RideSmart program created a Twitter account and started a Facebook page to promote their various outreach events. They held events at the Apple Blossom Mall, Lord Fairfax Community College, and a local vineyard. Comcast Cable and two local radio stations in the Shenandoah Valley were also involved in the success of these events.

Promoting Environmental Benefits

Many TDM programs tapped into customers' interest in the environment by communicating the environmental benefits of reducing reliance on the automobile.

- RideFinders in Richmond had a successful Clean Air Initiative in 2015. As a part of this initiative, RideFinders participated in many local environmental events. They took part in the air quality

8th grade celebration in Hanover County Public Schools and in *Style Weekly*'s RVA Earth Day, where they partnered with the Department of Environmental Quality and the Science Museum to present "Air Quality and You" over lunch. RideFinders also promoted Dump the Pump with a weeklong with challenge on GreenRide.

- RIDE Solutions organized their second Sustainable Transportation Conference in Roanoke in cooperation with the Cabell Brand Foundation and the Virginia Tech Carilion School of Medicine. This conference educated area leaders and advocates on TDM issues with a heavy focus on technology like automated vehicles. As part of National Bike Month, RIDE Solutions carried out an annual Clean Commute Challenge, which was expanded to include a trip-logging contest and non-commute trips. The Clean Commute Challenge involved teams and commuters from all over southwestern Virginia.

Major Promotions and Advocacy

In addition to Try Transit Week, Virginia TDM agencies participated in number of promotional events.

- Arlington County Commuter Services (ACCS) advocated for transit and TDM by:
  - Hosting National Walk@Lunch Day and Bike to Work Day.
  - Attending ACT Public Policy Summit.
  - Serving as at-large member of ACT national board.
  - Partnering with mobilitylab.org to produce three short videos and two infographics to promote TDM. The site saw a 60 percent increase in page views this year.

- The city of Alexandria had a busy and successful year of TDM promotion. The city promoted TDM at 63 city events, had direct contact with 348 employers, made almost 20,000 estimated customer engagements, and ultimately had 3,793 pledges to use an alternative mode of transportation sometime that year. The high number of pledges certainly contributed to the resounding success of the city's third annual Commuter Challenge in April. The competition encourages Alexandria employers and employees to leave their cars at home and try another transportation option. Thirty-seven companies participated, and the trip-shift that occurred over the nearly two-week challenge resulted in 58,432 fewer single-occupant miles traveled, 28 tons less pollution created, 2,219 gallons of fuel saved, and $31,664 in transportation costs saved. These results more than doubled last year's Commuter Challenge results.

Youth Engagement

Many TDM programs have initiated youth-specific engagement strategies in order to introduce youth to alternative modes of transportation and get them comfortable with riding transit. Promoting transit at colleges, high schools, and middle schools can be an effective way to change travel patterns over the long term. If a student learns to ride transit when they are young, they may continue to use transit as they grow into adulthood.

- The Northern Neck Planning District Commission (NeckRide) focused much of its community outreach in 2015 toward youth. The agency had advertisements run on the radio during school sporting events and bought large advertisements in yearbooks of four school districts in the Northern Neck region. The agency also used online advertising to reach a wider audience, including youth. The agency purchased a "button ad" in the online edition of the Rappahannock Record, a website averaging 200,000 views per month.

- The Potomac and Rappahannock Transportation Commission (PRTC) gave 20 presentations at area schools promoting transit use to elementary and middle school students. For the summer, the agency set flyers and brochures about the teen summer pass to local churches. PRTC staffed a table to provide information about the agency's transit and ridesharing services at the family-friendly Community Expo at the Potomac Nationals Stadium.

City of Alexandria's TMP Ordinance

A transportation management plan (TMP) is a site-specific plan of TDM strategies to encourage residents and employees to take public transportation, walk, bike, or share a ride as opposed to driving alone. By ordinance, the city of Alexandria's development review process requires a TMP, depending on the size of the development. The program requires development projects of a certain size to fund a TMP that includes programming to incentivize non-drive-alone transportation (e.g., offering transit subsidies) and disincentivize driving alone (e.g., market-rate parking fees).

In May 1987, Alexandria's city council approved the city's first Transportation Management Plan Ordinance, Section 11-700. The purpose of the ordinance was not to limit the number of developments or the size of a development, but to address the problem of congestion by managing the transportation demand of a given development.

The ordinance requires that projects submit a Special Use Permit application, which must include a multimodal transportation study and a TMP. The thresholds for developments requiring a TMP are as follows:

- Residential: 20 dwelling units or more.
- Commercial: 10,000 square feet or more.
- Retail: 10,000 square feet or more.
- Hotel: 30 rooms or more.
- Industrial: 30,000 square feet or more.
- Mixed use: Each use is separately assessed (see ordinance for details).

On December 14, 2010, the Alexandria City Council directed staff to move forward with recommendations to improve the TMP program. Additional outreach was conducted with TMP coordinators, civic associations, business groups, transportation planners, and land use attorneys.

The ordinance was updated last year to address major program elements that were identified as areas that needed to be amended in order to improve the existing TMP program. TMP program updates and improvements included:

- Evaluate and adjust TMP requirements every 2–3 years over the life of the TMP.
- Incorporate an administrative fee for noncompliance.
- Expand the citywide TDM program, Local Motion.
- Establish equitable triggers and fee structure, and lower the threshold for TMPs.
- Establish TMP partnerships to encourage collaboration among neighboring developments.

Currently, there are approximately 65 active TMPs in the city and 35 pipeline developments. Pipeline developments have approved TMP conditions but have not been constructed yet.

VII. PLANNING FOR THE FUTURE

COMMUTER AND PASSENGER RAIL

DRPT's Rail Division supports both freight and passenger rail initiatives in Virginia through funding and advocacy for railroad network improvements. Improvements are implemented through four grant programs, with funds from other sources, such as the federal government, leveraged when possible. The Rail Division has three general areas of focus: passenger rail, freight rail, and special projects.

Passenger rail funding includes the operation of intercity passenger rail services and capital improvements to the railroad network and passenger rail equipment. DRPT provides grant funds to six regional Amtrak trains on four routes:

- Route 46: one daily round trip from Lynchburg to Washington, D.C., and the Northeast Corridor
- Route 47: two daily round trips from Newport News to Washington, D.C., and the Northeast Corridor
- Route 50: one daily round trip from Norfolk to Washington, D.C., and the Northeast Corridor
- Route 51: two daily round trips from Richmond to Washington, D.C., and the Northeast Corridor

The Rail Division coordinates with Amtrak, Virginia Railway Express, other states, local metropolitan planning organizations, and agencies on passenger rail operations, planning, and development.

Southeast High Speed Rail Corridor

DRPT has been working with North Carolina, South Carolina, and Georgia to advance high-speed rail in the southeast. The corridor will connect Washington, D.C., Richmond, Raleigh, Charlotte, and Atlanta with a spur from Richmond to Hampton Roads.

The Tier II Draft Environmental Impact Statement (EIS), which covers the portion of the Southeast High-Speed Rail (SEHSR) corridor between Richmond and Raleigh, was published for public review and comment in summer 2010.

The project team has finalized the document and submitted it to the Federal Railroad Administration for a Record of Decision. The team anticipates a Record of Decision in 2015.

Washington, D.C.to Richmond High-Speed Rail Project

This project will complete an environmental review and preliminary engineering study for intercity passenger rail improvements in the planned Southeast High-Speed Rail (SEHSR) corridor, which will run from south of Richmond to Washington, D.C. The hiring process for contractors began in FY14, and the contract was awarded and finalized in FY15.

The Federal Railroad Administration (FRA) and Virginia DRPT propose passenger rail service and rail infrastructure improvements in the north-south travel corridor between Washington, D.C., and Richmond. These passenger rail service and rail infrastructure improvements are collectively known as the Washington, D.C.-to-Richmond Southeast High-Speed Rail project (DC2RVA). The project will deliver higher-speed passenger rail service, increase passenger and freight rail capacity, and improve passenger rail service frequency and reliability in the corridor. As this corridor is shared by growing volumes of passenger, commuter, and freight rail traffic, the project provides a competitive option for travelers

going between Washington, D.C., and Richmond and those traveling to and from adjacent connecting corridors. The project corridor is a 123-mile active rail corridor owned by CSX Transportation, Inc. (CSXT) that roughly parallels Interstate 95 between Washington and Richmond. In addition to CSXT freight activity, Amtrak and Virginia Railway Express (VRE) operate passenger service on the corridor.

FRA and DRPT conducted scoping to guide the development of the Tier II EIS for the project. The scoping process invites comments from interested agencies and the public to ensure the full range of issues related to the project are addressed, reasonable alternatives are considered, and significant issues are identified. To provide an early and open scoping process, DRPT and FRA employed many forms of outreach to engage diverse audiences, inform them of the project, and enable them to contribute their input. These efforts culminated in one agency scoping meeting, four in-person public scoping meetings, and one self-guided online meeting. In total, 3,307 parties participated in the scoping process, providing 1,625 scoping comments.

The scoping program yielded an outpouring of public interest and input. Public comments ranged from general support or opposition to very specific remarks on particular locations and resources. They also included several logistical comments and questions related to the scoping meetings and comment process, such as requests for meeting accommodations for sign language, comments on website function, and information requests.

Of the 1,614 public comments received, 1,220 of them were form letters. DRPT received multiple copies of two form letters during the scoping, one from Virginians for High Speed Rail, and another from the East Coast Greenway Alliance. The rest were unique letters, emails, comment forms, or telephone comments, though many of them touched on similar themes.

In June, U.S. Transportation Secretary Anthony Foxx announced a $1 million planning grant for the project and said that he will be working with the Federal Railroad Administration to get monthly updates in hopes of pushing SEHSR closer to reality. The $2 billion leg from Richmond to Washington has been discussed for more than a decade, and officials have said recently that its completion is likely another decade away. Foxx said that the D.C.-to-Richmond route could be a valuable test case to persuade states farther south to buy into high-speed rail, and the secretary is eager to move forward with actual implementation.

The 123-mile stretch of track is planned as part of a larger initiative to connect high-speed rail that already runs from Boston to Washington as far south as Jacksonville, Florida. The trains would travel up to 90 miles per hour and could cut up to half an hour off the travel time from Richmond to Washington while also adding needed capacity for freight trains. The D.C.-to-Richmond segment is in the second stage of a two-tiered federal review, through which a series of specific routing options are being developed and studied for environmental and other impacts.

Regional Amtrak Service

According to Virginians for High-Speed Rail, Virginia has four of the six top-performing regional passenger train routes in the country, and the Richmond-to-Washington, D.C., Amtrak route has seen ridership rise more than 200 percent since 2006. Virginia financially supports four Amtrak routes that connect the Commonwealth to destinations in the Northeast. This information is reported on the federal fiscal year (FFY) schedule (October–September). FFY15 ridership for state-supported trains through June of 2015 is listed below:

- Lynchburg (one daily roundtrip between Lynchburg and Washington, D.C./Northeast Corridor): Ridership increased 3.8 percent from 138,684 in 2014 to 143,978 in 2015.
- Newport News (two daily roundtrips between Newport News and Washington, D.C./Northeast Corridor): Ridership increased 3.0 percent from 249,236 in 2014 to 256,641 in 2015.
- Norfolk (one daily roundtrip between Norfolk and Washington, D.C./Northeast Corridor): Ridership increased 2.8 percent from 110,986 in 2014 to 114,066 in 2015.
- Richmond (two daily roundtrips between Richmond and Washington, D.C./Northeast Corridor): Ridership increased by 0.9 percent from 138,665 in 2014 to 139,925 in 2015.

Amtrak Service to Roanoke to Begin in 2017

Amtrak service to Roanoke, an extension of the highly successful Lynchburg train, is among the most anticipated projects from DRPT. DRPT has partnered with Amtrak, Norfolk Southern, and the city of Roanoke to bring intercity passenger rail service back to the Star City for the first time in more than 34 years.

Roanoke is the latest step for Virginia in leading the way as one of the few states in the country to successfully negotiate the addition of new intercity passenger rail service in major rail corridors, balancing freight and economic development needs with additional intercity passenger rail options. On November 12, 2014, Governor Terry McAuliffe, Secretary Aubrey Layne, Amtrak, Norfolk Southern, and the city of Roanoke announced the beginning of phase one of construction to bring Amtrak service back to Roanoke. Part of the construction includes track additions and realignments, signal and communication upgrades along the route, and a platform and train-servicing facility in downtown Roanoke.

Presently, an existing “bus bridge” connects Roanoke to the Kemper Street Amtrak Station in Lynchburg. The popularity of this bus bridge proved that a stop in Roanoke was needed and welcomed. The expected start date for Amtrak service to Roanoke is 2017.

The Commonwealth of Virginia presently invests in six state-sponsored trains that are an extension of the Northeast Regional service: Lynchburg, which started in October 2009; a Richmond train, which began in July 2010; the extension of the Richmond train to establish the Norfolk route, which debuted in December 2012; and the successful transition of two existing Amtrak routes originating in Newport News and two additional routes in Richmond in October 2013.

The agreement between Virginia and Amtrak is part of Section 209 of the Passenger Rail Investment and Improvement Act of 2008 (PRIIA), a federal law that requires Amtrak to work with the 19 affected states to establish a consistent cost-sharing methodology for the 28 corridor routes of less than 750 miles in order to ensure fair and equitable treatment of all states.

ROUTE 1 MULTIMODAL ALTERNATIVES ANALYSIS

In FY15 DRPT completed a Multimodal Alternatives Analysis for an approximately 16-mile segment of Route 1 from I-495/Huntington Metro through Fairfax County to the VRE station at Woodbridge in Prince William County. The study was conducted in collaboration with Fairfax County, Prince William

County, the Virginia Department of Transportation (VDOT), and the Office of Intermodal Planning and Investment (OIPI). The study evaluated the benefits, costs, and impacts of implementing multimodal improvements to the corridor that will best meet the needs of both the communities along the corridor as well as those of travelers going to and through this heavily used section of Route 1.

In October 2014, the fifteen members of the project Executive Steering Committee adopted a resolution in support of the study's final recommendations. In December 2014, the Fairfax County Transportation Commission was updated on the study and the final report was completed in January of 2015. In January 2015, the bus rapid transit (BRT) plan was submitted by Fairfax County for public comment for the Metropolitan Washington Council of Governments' 2015 update of the region's Constrained Long Range Plan (CLRP).

The study recommended constructing a BRT system in three phases in the short term and a three-mile extension of the Metrorail Yellow Line to Hybla Valley in the long term. The first two phases of the BRTsystem between Huntington and Fort Belvoir are being carried forward by Fairfax County for implementation. The selected Metrorail-BRT hybrid alternative would produce many benefits for multimodal transportation in the region. By 2035, daily projected ridership for the corridor is expected to be 26,500. By 2035, the corridor is expected to transport over 6,000 transit-dependent riders and attract 4,750 new transit riders. The Metrorail-BRT hybrid alternative is expected to eliminate 45,000 vehicle miles traveled in the corridor and divert 1,200 trips from I-95/I-395. To maximize the quality of public transit service, development patterns must support higher density populations, a mix of uses, and pedestrian access to stations.

Fairfax County will be conducting a study to develop the design and environmental impacts of a BRT system. Concurrently, Fairfax County has undertaken Embark Richmond Highway, an initiative focused on creating a multimodal future for the Richmond Highway Corridor. This effort will refine the recommendations from the Route 1 Multimodal Alternatives Analysis and provide more detailed guidance in the County's Comprehensive Plan for the implementation of transit in the corridor. It will consider land use density and mix for the areas within a one-half mile radius of proposed stations, urban design, and public facilities. Embark Richmond Highway includes an Advisory Group and community outreach.

TRANSIT DEVELOPMENT PLANS

All transit agencies are required to create a Transit Development Plan (TDP) that the agency follows for implementing effective and efficient transit service, including capital and operating funding needs. In FY2015 TDPs were developed or started by Alexandria DASH, Bay Transit, Blackstone Area Bus System, Bristol Transit, Danville Transit, Fairfax County, Farmville Area Bus, Central Shenandoah Planning District Commission/Brite, Virginia Regional Transit and Williamsburg Area Transit Authority.

TRANSPORTATION DEMAND MANAGEMENT PLANS

All TDM agencies are required to create a Transportation Demand Management Plan (TDMP) that the agency follows for implementing effective and efficient TDM program, including capital and operating funding needs. In FY2015 TDMPs were developed or started by Fairfax County, Dulles Area

Transportation Association, Loudoun County, Middle Peninsula Planning District Commission, Northern Neck Planning District Commission, Northern Shenandoah Valley Regional Commission and Thomas Jefferson Planning District Commission.

TRANSFORM 66

Transform 66: Outside the Beltway

Project Overview

The Virginia Department of Transportation (VDOT) and the Virginia Department of Rail and Public Transportation (DRPT), in cooperation with local, state, and federal stakeholders, are evaluating improvement alternatives for the I-66 corridor from US 15 in Prince William County to I-495 in Fairfax County. Under the proposed multimodal project, I-66 would be improved to provide:

- Three regular lanes and two Express Lanes (free for HOV 3+ or dynamically tolled) in each direction
- High-frequency, fast, and reliable bus service during extended peak periods
- Five new or expanded park-and-ride facilities with a total of approximately 6,500 spaces by 2040
- Transportation Demand Management (TDM) strategies
- Bicycle and pedestrian trail and improvements

Transit Recommendations

The preferred transit service plan consists of a combination of existing local and new or expanded corridor-focused transit services. Existing commuter bus service in the corridor will be expanded to provide one-seat rides with reliable travel times on routes serving major activity centers in Northern Virginia and the District of Columbia. Services would primarily use the Express Lanes through direct or nearly-direct connections with project park-and-ride facilities in Prince William and Fairfax Counties. By 2025 the plan recommends 13 commuter bus routes with up to approximately 10,000 forecast daily riders. By 2040, 20 routes are forecast to carry up to approximately 13,400 riders per day.

TDM Recommendations

TDM strategies developed specifically for the I-66 corridor will supplement ongoing TDM efforts in the region, including those in Fairfax County and Prince William County, and will promote both the new

I-66 transit service and park-and-ride facilities as well as ridesharing opportunities with the opening of the I-66 Express Lanes. Project TDM recommendations include:

- I-66 corridor marketing and outreach
- Limited-time fare discounts for new transit users
- Financial incentives and assistance with the formation of carpools and vanpools
- Support of bicycle and pedestrian travel within the corridor
- HOV-2 to HOV-3 conversion awareness
- Expanded employer outreach
- Innovative first/last mile solutions

Expected Outcomes

Some of the expected benefits of the implementation of the Express Lanes and multimodal improvements include:

- Moving more people through the I-66 corridor with fewer vehicles
- More one-seat transit rides to existing and new destinations around the northern Virginia region
- Reliable transit travel time due to the use of the Express Lanes
- Expanded and new park-and-ride facilities with multimodal access and connections
- Expanded transportation choices
- Support and incentives for non-single occupant vehicle travel

Transform 66: Inside the Beltway

Project Overview

The Virginia Department of Transportation (VDOT) and the Virginia Department of Rail and Public Transportation (DRPT), in cooperation with local, state, and federal stakeholders, are evaluating improvement alternatives for the I-66 corridor from I-495 in Fairfax County to US 29 in Arlington County. The multimodal project is focused on moving more people, improving connectivity in the corridor, and providing new travel options. The project is evaluating the following improvements:

- Enhanced bus service
- Bicycle and pedestrian access and connections
- Transportation Demand Management strategies to manage travel demand and promote alternative travel options
- Integrated Corridor Management involving operational and safety enhancements
- Tolling in both directions during peak periods only, with HOV-3+ vehicles riding for free
- Consideration of future widening

Process

The solutions that are being considered resulted from recommendations from VDOT and DRPT's Final Report of the I-66 Multimodal Study Inside the Beltway, completed in June 2012, as well as refinements in the August 2013 Supplemental Report. In January 2015, the team kicked off efforts to advance the multimodal improvements from the studies. A tolling and revenue study is underway and the team is working with the Federal Highway Administration to determine the appropriate process needed to advance the project. Tolling construction and the first group of multimodal solutions are expected to begin in 2016, with tolling scheduled to start in 2017. It is envisioned that VDOT would manage the tolling on I-66 Inside the Beltway. All toll revenues would be used by VDOT to design, build, operate and maintain the toll facility, and to support multimodal improvements that benefit users of I-66 Inside the Beltway. Transit service and infrastructure and TDM strategies are integral components of the multimodal project package being considered. The Multimodal Study recommended new priority bus routes on I-66, US 29, and US 50, Metrorail station improvements, service enhancements for numerous bus routes, rideshare and telework programs, and support and incentives for new carpools and vanpools.

Expected Outcomes

Some of the expected benefits of the implementation of the Express Lanes and multimodal improvements include:

- Moving more people through the I-66 Inside corridor – up to 40,000 more people per day
- Enhance connectivity in the corridor
- Provide more travel choices
- Enhance transit operations
- Improve reliability for all travelers
- Provide seamless connectivity to the region's more than 40-miles of existing and planned Express Lanes

VIII. AWARDS AND COMMENDATIONS

VTA Awards

Every year, many of the men and women behind Virginia's transit and TDM agencies—and the agencies themselves—are recognized by state and national transportation organizations for their great service, hard work, and success. At the Virginia Transit Association's (VTA) annual conference in Williamsburg in May the following individuals and organizations were recognized:

Individual Award

The Transit Professional Distinguished Service Award is named after Helen Poore who was an outstanding transit manager at Charlottesville Transit from 1973-2003. Ms. Poore achieved national recognition as the industry's first woman transit manager and she was a founding member of VTA. VTA presents this award annually to a transit professional (or professionals) who, over the course of their career(s), has made outstanding contributions to public transportation in their locality and across Virginia.

The 2015 recipient of VTA's Helen Poore Transit Professional Distinguished Service Award was Mr. Al Harf, who served for 17 years as Executive Director of the Potomac and Rappahannock Transportation Commission (PRTC), the Northern Virginia area public transit operator sponsored by the five local governments. Before joining PRTC, Mr. Harf served in a variety of progressively more responsible management positions spanning his 45-year career, including positions at NJ TRANSIT, the New Jersey Department of Transportation (NJDOT), and the Federal Transit Administration (FTA). Mr. Harf recently retired from PRTC. During his nearly two decade tenure at PRTC, Harf helped improve the commutes of thousands of area residents, proudly introduced new transportation options for those with limited choices, and made enhancements to service whenever possible to better serve the customers and their communities.

Program Award

- Blacksburg Transit was recognized by the VTA in the *Outstanding Program* category for the development and implementation of the BT4U Mobile app.

Outstanding Public Transportation Marketing Awards

- Alexandria's DASH System won the Marketing Award for their "Dashing for 30 Years: Past, Present, and Future" Marketing Campaign.
- The Marketing Honorable Mention Award went to WMATA for its Silver Line Campaign. With the opening of the long-awaited Silver Line in 2014, WMATA's objective was to convince non-transit riders to ride the new line by raising awareness about this new mobility option. The campaign consisted of television ads, print, native advertising and outdoor signage as well as other non-traditional mediums. First a humorous teaser campaign defined what people would get out of the Silver Line – new and better jobs, a social life, and family fun. Second, a launch campaign featuring upbeat songs and high energy dancing and created excitement around the actual opening and conveyed the joy of bringing the Silver Line to the region.

Other Awards

- Arlington County Commuter Services had a comic book like piece called La Dieta Fotonovela that won a First Place *AdWheel Award* in the Print Media category. Car-Free Diet Countless Car-Free Trips campaign received the *"Communicator Award"* in the Green/Eco-Friendly category and the *MarCom Gold Award* in the Integrated Marketing/Promo category. They also received the *Constant Contact All Star Award* for a consistently high click-through rate on the Mobility Lab Express Newsletter.

- The IT department of Charlottesville Area Transit (CAT) won the *Governor's Award* for their mobile app. To date the app has received over 15,000 downloads, maintains a 4+ rating in both the Google Play and iTunes stores, and has reduced print costs for Rider's Guides.

- Fairfax County leads the nation with 47 of the "Best Workplaces for Commuters" sites. Ten new Fairfax County Employers and two Best Sites received national recognition for implementing major trip reduction programs this year. The agency received the *"Commuter Friendly Community Award"* and implemented the "Fairfax First 50" Award. Fairfax County's Transportation Services also won the *Commuter Connections* award for their creation and implementation of the SmartBenefits Plus50 program.

- Greater Lynchburg Transit Company's transfer station commercial received *"Best Commercial"* from the Virginia Association of Broadcasters from the local television station (WSET-TV)

- Hampton Roads Transit (HRT) received the *2015 Bronze Telly Award* in the Transportation category Category for the GoPass 365 marketing campaign.

- The Potomac and Rappahannock Transportation Commission (PRTC) received the *Potomac Health Foundation's Best Practice Award* for the Wheels to Wellness taxi voucher program.

- RIDE Solutions received the *Governor's Transportation Safety Award* for bike/pedestrian safety in June.

- RADAR - Unified Human Services Transportation Systems, Inc. (UHSTS) celebrated their 40th anniversary this past year and was nominated for the Roanoke Regional Chamber of Commerce Small Business of the Year Award.

- For the eighth consecutive year, the Government Finance Officers Association awarded Virginia Railway Express (VRE) a *Certificate of Achievement for Excellent in Financial Reporting*.

IX. APPENDIX

Reports on FY15 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.