

Report to the Virginia General Assembly

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



COMMONWEALTH of VIRGINIA

Office of the Governor

Sean T. Connaughton
Secretary of Transportation

November 1, 2012

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

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

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

Dear Governor McDonnell, Senator Newman and Delegate May:

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

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

Sincerely,

A handwritten signature in black ink, appearing to read "Sean T. Connaughton", with a long horizontal flourish extending to the right.

Sean T. Connaughton

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I. Preface

In 2010, the General Assembly directed the Secretary of Transportation (§ 33.1-223.2:24 of the Code of Virginia), in consultation and cooperation with the Commonwealth Transportation Commissioner and the Director of the Department of Rail and Public Transportation, to prepare an annual report detailing the most recent efforts undertaken in the Commonwealth to increase transit use and reduce highway congestion and use of single occupant vehicles. This report was prepared by the Department of Rail and Public Transportation (DRPT) and responds to that directive. It was developed in coordination with the Virginia Department of Transportation; transit and transportation demand management/commuter services agencies; major public transportation stakeholders, including regional Metropolitan Planning Organizations (MPOs); regional Planning District Commissions (PDCs) and other organizations. A survey on annual initiatives was requested from all transit and transportation demand management (TDM) agencies in the Commonwealth in August 2012. The results of those surveys and other information gathering are presented in this report.

Assistance with preparation of this report was provided by the Southeastern Institute of Research (SIR).

II. Executive Summary

This document is the Secretary of Transportation's FY 2012 report to the General Assembly on recent efforts undertaken in the Commonwealth of Virginia 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.

Prepared in consultation and cooperation with the Commonwealth Transportation Commissioner and the Director of the Department of Rail and Public Transportation (DRPT), this report details 1) the major demographic trends reshaping Virginia; 2) FY 2012 passenger rail, transit and transportation demand management (TDM) initiatives recently launched to address these trends; and 3) how these initiatives are advancing the Commonwealth 21st century multimodal transportation system.

Major Demographic Trends Shaping Virginia's Future

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

The U.S. Census Bureau's Population Division projects that Virginia's population will increase by 22 percent by 2030, from 8 to 9.8 million residents (2010 Census). The majority of Virginia's population growth is projected to occur in Virginia's segment of the Golden Crescent, the heavily populated, and most congested, geographic corridor that runs from Baltimore down through Metro Washington and the Richmond region and over to Hampton Roads. The population boom will also change Virginia's racial composition. By the year 2047, demographers expect that Virginia's minority population will become the majority.

As Virginia's population grows, so too will traffic congestion. Despite thoughtful planning efforts to increase Virginia's roadway supply, the Commonwealth cannot keep pace with demand, especially in the urban areas. The lack of transportation funding and lack of space for more roadways creates an imbalance. The result is a growing level of congestion and a decreasing level of access and mobility. Perhaps the most realistic way to address this imbalance is to do a more effective job at managing the demand that is placed on our roadway system; and this is precisely what Virginia's transportation community is doing.

Fiscal Year 2012: Connecting More Partners, People and Places Through 10 Core Strategies

In FY 2012, Virginia made great strides in reducing SOV travel and minimizing congestion by increasing the availability and use of alternative transportation choices – *passenger rail, transit and TDM solutions*. This was accomplished in large part by connecting more transportation partners, people, and places through ten interrelated strategies.

In Virginia, increasing the use of passenger rail, transit and other options to SOV travel (bike, walk and telework) is orchestrated through a unique partnership of state, regional and local agencies, and innovative businesses. Key members of Virginia's rail, transit and TDM community include state transportation agencies, rail partners (intercity passenger rail provider Amtrak, commuter rail provider Virginia Railway Express, CSX and Norfolk Southern), planning district commissions (PDCs), transportation management associations (TMAs), transit agencies, transportation demand management (TDM) agencies or local commuter services programs, private TDM service providers, and hundreds of

public agencies and private-sector businesses through their own employer-based transportation programs.

Together, Virginia's transportation partners connected more residents and travelers across Virginia to travel and traffic information through the latest state-of-the-art information delivery systems. Across the Commonwealth, variable message boards posting travel times were erected, a comprehensive Park and Ride Lot online database was created, and more "next bus" electronic signs were installed than in any year past. Also, transit and TDM agencies took advantage of the growing availability of mobile technology by offering information and services to smart phone and tablet users, while VDOT upgraded and re-launched the Commonwealth's 511 telephone and online traffic information service.

Fiscal Year 2012 Core Strategies: A Multifaceted, Integrated Approach

To make these examples and well over a hundred other rail, transit and TDM initiatives happen in FY 2012, Virginia's passenger rail, transit and TDM community concentrated on 10 core strategies to reduce SOV travel and peak time congestion:

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

This report to the General Assembly is organized around these 10 core strategies. Example initiatives of each strategy are showcased in the body of this report. All of the FY 2012 initiatives, as reported by Virginia's rail, transit and TDM agencies, are presented in the Appendix of this report which is available on DRPT's website – www.drpt.virginia.gov.

Fiscal Year 2012 Outcome: Increasing Use of Alternatives to SOV Travel and Planning for the Road Ahead

The 10 core strategies and related initiatives are making a difference in reducing SOV travel and helping to mitigate congestion.

Between FY 2010 and FY 2012, transit ridership in Virginia increased by nine percent from 180.9 million trips to 196.4 million trips. The state's TDM programs also delivered results. A prime example is the impact Arlington County Commuter Services' program had in eliminating more than 40,000 SOV trips from Northern Virginia's roadway system. Considering that the average lane of interstate highway carries approximately 4,000 to 6,000 vehicles during the daily rush period, this impact is larger than the eight inbound lanes of I-395 and I-66 carry during the three-hour morning rush period, and five times larger than the morning passenger trips made on VRE commuter rail.

Eliminating over 40,000 trips also eliminated over 755,517 vehicle miles traveled (VMT) each business day with a savings of about 31,425 gallons of gas each day and the daily reduction of 695,619 tons of Carbon Dioxide (CO₂), 548 pounds of Nitrogen Oxide (NO_x) and 318 pounds of Volatile Organic Compounds (VOC).

While much was achieved in FY 2012, perhaps one of the most profound accomplishments was the thoughtful planning that was conducted to guide our future rail, transit and TDM strategies and programming. Throughout the year, Virginia's passenger rail, TDM and transit community worked together on a series of comprehensive long-term plans. These included the Super NoVa Transit and Transportation Demand Management Vision Plan, the I-95 Transit and TDM Plan, the VDOT Park and Ride Lot Study, Multimodal and Public Spaces Design Guidelines, the DRPT Business Plan, and the *Statewide Transit and TDM Plan*.

All of these plans will provide guidance and direction for Virginia's rail, transit and TDM programs for years to come. They will also afford the entire transportation community a more integrated and seamless planning and implementation perspective. For example, the *Statewide Transit/TDM Plan* update, scheduled to be completed by the end of 2012, will support the [VTrans 2035 update](#) that is currently under way.

Report Summary

There are two major conclusions from this report to the General Assembly on recent efforts undertaken in Virginia to address highway congestion and Single Occupant Vehicle (SOV) Travel. First, Virginia's passenger rail, transit and TDM community are hard at work. Throughout FY 2012, this community worked together using 10 core strategies to launch over a hundred rail, transit and TDM programming initiatives. Second, these initiatives are making a difference. In FY 2012, Virginia's passenger rail, transit and TDM community demonstrated the power of connecting partners, people and places to help expand the use of alternatives to SOV travel and mitigate congestion. As major demographic trends are expected to increase levels of congestion, especially in the most populated regions of Virginia, more and more demand will be placed on providing alternatives to SOV travel – *passenger rail, transit, and TDM services*.

III. Introduction

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

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

This document is the third annual report and builds upon the results documented in the 2011 report.

This report begins with a brief overview of Virginia’s rail, transit and transportation demand management (TDM) operational infrastructure – who’s involved, what they do and how they do it – followed by a discussion of strategies undertaken during fiscal year 2012 to reduce single occupancy vehicle (SOV) travel and highway congestion. It also presents an overview of the major trends that will affect the future of Virginia’s transportation system and ways that Virginia’s rail, transit and TDM community are planning to address. Throughout this report, references to rail and transit most often refer to increasing usage of transportation options among the segment of the population that has an automobile and could drive, but instead chooses an alternative mode of transportation.

A new addition to this year’s report is the inclusion of the investment in and advancement of passenger rail initiatives throughout the Commonwealth. Although passenger rail is not specifically cited in §33.1-223.2:24, passenger rail does provide efficient and reliable travel alternatives to single occupancy vehicles. Therefore, passenger rail contributes to the Commonwealth’s efforts to reduce congestion by promoting alternative transportation options.

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

IV. Advancing Virginia's 21st Century Transportation System: Connecting Partners, People and Places

The hallmark of a 21st century transportation system is its ability to move more people in fewer vehicles and help mitigate congestion-related delays. In FY 2012, Virginia continued to advance its reputation as one of the national models for transportation system efficiency by connecting more transportation partners, people and places across the Commonwealth. Through these increased connections, Virginia's Transportation Secretariat ensures that the Commonwealth has a safe and efficient multimodal transportation system that supports continued economic growth and prosperity.

Connecting More of Virginia's Transportation Partners

In Virginia, increasing the use of transit and other alternate modal options is orchestrated through a unique partnership of state, regional and local agencies, and innovative businesses – *Virginia's rail, transit and TDM community*. Key members include:

- Department of Rail and Public Transportation (DRPT)
- Virginia Department of Transportation (VDOT)
- Office of Intermodal Planning and Investment
- Planning District Commissions (PDCs)
- Metropolitan Planning Organizations (MPOs)
- Transportation Management Associations (TMAs)
- 62 transit agencies
- 18 Transportation Demand Management (TDM) agencies or local Commuter Services programs
- Amtrak, Virginia Railway Express, CSX and Norfolk Southern
- Private sector, national and local vanpool companies and NuRide (a national rewards program for commuters who use transit, ridesharing, telework, bike or walk)
- Hundreds of private sector businesses participating in DRPT's Telework!VA program and their own employer-based transportation programs

The productivity of Virginia's transportation industry is directly related to the collaborative spirit and demonstrated partnerships that define this group. Throughout this report, one of the factors of success behind many of the FY 2012 rail, transit and TDM initiatives is the support and collaboration among rail, transit and TDM agencies, PDCs, MPOs and other planning organizations.

Connecting More People to Travel and Traffic Information

In FY 2012 more residents and travelers across Virginia were connected to travel and traffic information through the latest state-of-the-art information delivery systems. Across the Commonwealth, variable message boards posting travel times were erected, a comprehensive Park and Ride Lot online database was created, and more “next bus” electronic signs were installed than in any year past. In addition, VDOT upgraded and re-launched the Commonwealth’s 511 telephone and online traffic information service.

Through the development and deployment of these 21st century travel and traffic technology-based tools, residents and travelers using Virginia’s transportation system are now finding that the travel and traffic information they need to help them get from A to B is just a click or call away.

More convenient and dependable access to travel and traffic information is helping to change the way people use the road system. According to the VDOT 2012 511 Virginia User Study, over 60 percent of motorists now believe they should seek out traffic and travel information *before* taking a trip to help make travel efficient and to help alleviate traffic congestion. This free and up-to-date information is empowering travelers to be part of the congestion mitigation equation. According to the same VDOT 2012 511 Virginia User Study, four in ten 511 Virginia users reported that they changed their travel time or travel route based on information obtained from the 511 Virginia service.

Connecting More Places Across the Commonwealth

The major focus for FY 2012 was connecting more places across the Commonwealth with more alternatives to single occupancy vehicle (SOV) travel. Rail, transit and TDM services (vanpool, carpool, commuter bus, etc.) were all used to make these connections.

Through continued partnership with Amtrak, intercity passenger rail in FY 2012 was expanded for Lynchburg, Charlottesville and Richmond. In March 2012, Amtrak Virginia joined the Presidents Pass program which offers discounts to passengers travelling to the three presidential homes in the Charlottesville area.

Advance work in FY 2012 will see additional rail service connecting Norfolk as well as Richmond in FY 2013. Moreover, the 5,000 average weekday ridership level in FY 2012 experienced by *The Tide*, Virginia’s first light rail system, validated the future promise of rail.

In FY 2012, small transit-intensive cities like Blacksburg, Charlottesville, Harrisonburg and Lynchburg continued to realize the many community-oriented, economic development benefits of transit connections, and new services came on line in Altavista and Pulaski. In its first year, Altavista Community Transit System (ACTS), serving a town of 3,425 people, averaged more than 900 riders per month, connecting people to regional shopping and health care destinations. Pulaski Area Transit (PAT), operated by the New River Valley Agency on Aging & Senior Services provides on-demand, curbside service for both the residents of Pulaski County and the Town of Pulaski. PAT also connects the Town of Pulaski to the New River Community College in Dublin and into the Fairlawn retail area.

V. Major Demographic Trends Call for Enhancements to Virginia’s Multimodal Transportation System

Trend #1: Increasing Population

The 2010 census confirmed once again that America is growing. Today, the United States population stands at approximately 309 million people, having added over 110 million people over the last 50 years.

The U.S. Census Bureau, Population Division, projects this trend will continue. In the next 20 years, the country is expected to grow another 22 percent reaching 373 million by 2030 and will approach 439 million people by 2050. While birth rates and immigration will play a role in just how large the U.S. will ultimately become, there is universal agreement that the U.S. population will continue to grow.

By 2040, the Commonwealth is projected to grow 37 percent from 8 to 11 million residents. Virginia’s largest urban areas will get even bigger, which is consistent with the second biggest demographic force reshaping America – urbanization.

Trend #2: Increasing Urbanization

An increasing percentage of our growing population is living in urban areas. Essentially, America’s population growth story of the last century centers on the rise of cities where urban to rural population has shifted from 40 percent urban in 1900 to now 80 percent urban in the 21st century. This “urbanization” trend is not only playing out in America, but around the world. Most demographers project it will continue as educational, cultural and recreational activities along with jobs are primarily located in urban areas.

The familiar phrase “demography is destiny” is never more apropos than when it’s used with these two well-documented and long-standing trends – Virginia has and will continue to grow. To keep everyone moving, the Commonwealth’s transportation agencies and its partners will have to continue to invest in proven rail, transit and TDM mobility programs.

Trend #3: Increasing Diversity

From 2010 to 2040, Virginia’s overall population is projected to grow by 37 percent from 8 to 11 million residents. At the same time, as the overall population is projected to increase, the Caucasian population is only projected to grow by 10 percent while the minority population will grow by 49 percent. Data from the 2010 U.S. Census Bureau’s American Community Survey indicates that African Americans and Asians are more than three times as likely as Caucasians, as defined by the U.S. Census, to use public transportation as their primary means of travel to work. As well, Hispanics are twice as likely to use public transportation in comparison to Caucasians. By the year 2047, demographers expect that in Virginia the minority will become the majority, and with this diversification will come a greater presence of different ethnic cultures and different languages.

To ensure all of Virginia’s residents and visitors can easily use rail, transit and TDM offerings in the future, everyone in the Commonwealth’s transportation industry will continue to make sure that transportation services are accessible and understood by everyone, including compliance with Title VI and Limited English Proficiency (LEP) requirements. DRPT and several MPOs are leading the way having

successfully undergone comprehensive Title VI reviews in FY 2012. Additionally, transit agencies across the Commonwealth are working to accommodate Low English Proficiency riders by printing materials like schedules into differing languages such as Spanish. As another example, Arlington Transit (ART) continues to put into service low-floor buses that make it easier for everyone to board the bus safely and comfortably. Title VI requires that transit agencies make information about transit service, fares and other programs available in other languages commonly spoken in the service area.

One Consequence of These Immutable Trends: More Congestion

As the population grows in Virginia's urban areas, so, too, does congestion. Our culture's dependency on the car as the primary means of travel, in general, and single occupancy vehicle (SOV) auto travel in particular, translates into an increasing level of congestion. In 1970, there were 111 million registered vehicles. In 1990, the number climbed to 193 million. Today, there are over 250 million registered vehicles in the U.S. During that same period of time, Vehicle Miles Travelled (VMT) in the U.S. rose from 1.1 trillion in 1970 to 2.1 trillion in 1990 to 2.9 trillion in 2011, the most recent year for which the Federal Highway Administration has published data.

Recognizing the correlation between an increasing population and vehicles on the road is key to understanding the congestion equation. Despite our all-out push to increase Virginia's roadway supply, we cannot keep pace with demand, especially in urban areas. The lack of funding and lack of space for more roadways creates an imbalance. The result is an increasing level of congestion and a decreasing level of access and mobility.

The 2011 Urban Mobility Report, published by the Texas Transportation Institute at Texas A&M University, best illustrates increasing congestion and its impact on a number of fronts. According to the Texas Transportation Institute:

- The average amount of delay annually endured by the average commuter was 34 hours, up from 14 hours in 1982.
- The cost of congestion is now more than \$100 billion, nearly \$750 for every commuter in the U.S.
- In Richmond, the average amount of delay endured by the average commuter yearly was 20 hours, up from 4 hours in 1982. Virginia Beach has an average delay annually of 34 hours, up from 14 hours in 1982. Washington, D.C./Northern Virginia has an average delay annually of 74 hours, up from 20 hours in 1982.
- The total cost of congestion in Richmond is \$262 million with an average cost per commuter of \$375. Virginia Beach has a total congestion cost of \$693 million with an average cost per commuter of \$654. Washington, D.C./Northern Virginia has a congestion cost of \$3,849 million with an average cost per commuter of \$1,495.
- In Richmond, the calculated added congestion if public transportation service were discontinued was an annual increase of 571,000 hours delay (one hour delay annually per consumer) with a congestion cost of \$11 million. For Virginia Beach, the annual increase would be 1,300,000 hours delay (two hours delay annually per consumer) with a congestion cost of \$25 million. Washington, D.C./Northern Virginia would experience an annual increase of 35,500,000 hours of delay (18 hours annually per consumer) for a total congestion cost of \$726 million.
- Congestion is becoming a bigger problem outside of "rush hour," with about 40 percent of the delay occurring in the mid-day and overnight hours.

Further, the Texas Transportation Institute projects congestion will get worse in the near future, as the average commuter is estimated to see an additional three hours of delay by 2015 and seven hours by 2020. By 2015, the cost of gridlock in the U.S. will rise from \$101 billion to \$133 billion – more than \$900 for every commuter, and the amount of wasted fuel will jump from 1.9 billion gallons to 2.5 billion gallons – enough to fill more than 275,000 gasoline tanker trucks. Virginia could be hit hard, too. Over the next 25 years, two-thirds of Virginia's I-95 infrastructure will be at or above capacity, resulting in an increase in travel times of as high as 40 percent. This is simply not acceptable for Virginia and her residents, visitors and businesses.

New Seniors – Aging Baby Boomers

The proportion of people age 65 and over in Virginia will increase from about 12 percent to 19 percent, and there will be approximately 2 million individuals age 65 or older in 2035 compared to 1 million in 2010. This shift has serious implications for the transportation system as a whole and especially for public transportation. Increases in the senior population and/or non-driver population will lead to increased demand for travel options, particularly non-work related mass transit options.

New Generation of Workers – The Millennials

Millennials, also known as Gen Ys (9- to 29-year-olds today), the youngest generation, are poised to make a huge impact on the use of travel options in America and across Virginia. According to research conducted by the Southeastern Institute of Research, Millennials have tried transit options at a higher rate than any other generation. During the most recent recession, Millennials were 6 to 8 percent more likely than Baby Boomers or Gen X to use a commuter bus one or two days a week to save money according to this research.

While Millennials make up a small percentage of the workforce now (25 percent to 35 percent), they will make up the majority of the workforce in years to come, surpassing the smaller Gen X and Baby Boomer generations. It will be these future workers who will shape our companies, cities and transportation systems, making travel options the focus of Virginia's transportation system.

VI. Virginia's Transit and TDM Community's Multifaceted Approach, Related Strategies and Highlights of Most Recent Initiatives

10 Strategic Imperatives

There are 10 core strategies that make up Virginia's transit and TDM community's coordinated, multifaceted approach. In this section, a brief description of each strategy is presented, followed by highlights of supporting initiatives that have been completed by TDM or Transit Agencies, the Commonwealth, local governments and regional transportation authorities throughout FY 2012. These 10 strategies are listed below, and the following pages identify examples of FY 2012 initiatives related to each strategy.

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

It should be noted that the reported "*examples of recent initiatives*" represent just a sample of all of the actions conducted by the 17 TDM agencies, 62 transit agencies and various PDCs and MPOs in FY 2012. A more complete inventory of actions can be found on DRPT's website at www.drpt.virginia.gov with a complete list of all agencies used in this report. FY 2012 accomplishments related to passenger rail in Virginia are summarized in a separate section.

Strategy #1: Understand and Focus on Customer Needs

Examples of FY 2012 Initiatives:

- **TRAFFIX's 2012 TDM Program was inspired by 10,000 voices.** The Hampton Roads Transportation Planning Organization (HRTPO) performed an online commuter survey for those commuting to the Norfolk Naval Base. Through TRAFFIX's relationship with the military, over 100+ military commands participated with over 10,000 responses to the survey. The survey findings and related insights inspired and directed TRAFFIX's overall 2012 customer-centric plan. Major findings included a desire for more bus service to military bases, interest in shuttles and circulators on base and willingness to use high speed rail for travel outside of Hampton Roads. The full report can be found at this address:

www.hrtpo.org/MTG_AGNDS/HRTPO/2012/hrtpo092012/Military%20Commuter%20Survey%20012%20FINAL%20Report.pdf

- **In FY 2012, the Virginia Railway Express (VRE) held a "Meet the Management" event at every**

VRE station. The annual “Meet the Management” events were staged by VRE commuter rail staff and management to listen to riders, to thank them for their business and to answer any questions they had.

- **GRTC and RideFinders used technology to stay close to the customer.** GRTC created a bus service trip planner using Google maps. RideFinders installed two stand-alone self-help ADA compliant kiosks in their downtown Richmond commuter store. The kiosks allow pedestrian traffic to use the GRTC Google Trip planner, print transit schedules, register for ridesharing and RideFinders’ Emergency Ride Home Program (ERH), and connect to traffic conditions through VDOT’s 511 website, Richmond Regional Planning District Commission, City of Richmond, GRTC and other commuter-related websites.
- **RideFinders’ consumer research pointed to credit card payment options for commuter store purchases.** Consumer research indicated that RideFinders’ commuter store customers wanted alternative ways to pay for transit fare media other than with cash and check. RideFinders immediately seized this service opportunity by introducing “Square Card” for customer convenience and low cost transaction fees. Square card enabled RideFinders to start accepting credit card payments via iPhone, iPad or iPod touch.
- **The City of Alexandria deployed a highly customized marketing campaign based on target customer needs.** In FY 2012, the City of Alexandria built upon its successful “*Employer Individualized Marketing Program*” through the continued use of advanced survey techniques to segment the population into broad opportunity segments based on respondents’ willingness to use sustainable transportation modes. Marketing messages advancing commute options were then tailored to the specific needs of each segment, resulting in a significantly greater mode shift than traditional broad base or mass-marketing TDM campaigns.
- **Arlington County Commuter Services (ACCS) made it easier for customers to ride the bus.** In FY 2012, ACCS distributed thousands of new transit service maps and schedules. This was facilitated by the installation of new map and schedule holders at approximately 800 ART bus stops. In addition, ACCS repaired or replaced over 65 ART bus stop signs due to vandalism, storms or accidents.

Strategy #2: Maintain and Build on Virginia’s Current Investment in the Existing Transit and TDM Infrastructure

Examples of FY 2012 Initiatives:

- **GWRideConnect facilitated vanpool formation, maintenance and assistance throughout FY 2012.** GWRideConnect helped form 50 new vanpools across the region while maintaining the existing fleet of over 400 vanpools.
- **In FY 2012, RideFinders expanded its vanpool program.** Two new vanpool providers were added (Safety Van Xpress and Enterprise) to increase vanpool capacity and introduce price competition in the Richmond market. As a result, vanpool numbers increased by 8.7 percent. Vanpool formation meetings were conducted at John Tyler Community College for commuters affected by route changes to the 95 Express Commuter bus.

- **Charlottesville JAUNT Foothills Express added a third day of service connecting Culpeper, Madison and Charlottesville.** Charlottesville JAUNT Nelson County Midday Service added a third day of service from rural Nelson County to Charlottesville.
- **DRPT implemented key strategies.** DRPT implemented transit and TDM strategies as part of the Transportation Management Plans for the I-495 HOT Lanes, I-95 HOV/HOT Lanes and the Dulles Metrorail projects.
- **Danville Transit System expanded its paratransit service.** On October 1, 2012, Danville Transit expanded its paratransit operation and merged its service with Danville's Senior Transportation program, a service currently provided through Danville Parks and Recreation and financed with Federal Transit Administration Section 5317 New Freedom Program funds. This service is a coordinated effort with Senior Transportation and the private sector. Danville Transit has been awarded a New Freedom grant to support this new service and will use automated scheduling software to reduce service duplication.

Strategy #3: Maximize Efficiency of Existing Transit and TDM Infrastructure

Examples of FY 2012 Initiatives:

- **In FY 2012, VRE rolled out a number of technology upgrades to maximize its commuter rail service.** The VRE commuter rail added real-time train location information to variable message signs (VMS) at VRE stations. VRE's automated fare collection system was upgraded with major hardware/software features. The fare collection system now includes an update of the audio messaging system for visually impaired users. Ticket vending machines (TVM) were added to stations while expanding the number of TVMs at the Woodbridge, Manassas Park and Broad Run stations.
- **HRT-TRAFFIX increased NuRide membership.** Registering with NuRide allows commuters to earn rewards for not driving alone when commuting to work. NuRide's database increased by 570 people this past fiscal year. Currently there are a total of 4,442 commuters registered with NuRide with 59 percent participation sharing a ride. A total of 437 organizations are represented. The average age of those registered is 38.7 years with 49 percent male and 51 percent female.
- **PRTC OmniMatch Vanpool Incentive Program continued to gain traction in 2012.** PRTC staff continued to work with NVTC, GWRC and DRPT on the implementation of a vanpool incentive program linking National Transit Database data collection and vanpool incentives. Previously, the federal funding formula using NTD data only included transit passenger miles. By allowing vanpool programs to report their information and receive funding, there is a new incentive for vanpool programs. Recent milestones include obtaining startup funding provided by DRPT, executing a Memorandum of Understanding (MOU) and starting preparations for program implementation. Implementation is anticipated in mid-FY 2013.
- **Winchester Transit modified routes and re-aligned connecting routes to improve service frequency.** Winchester Transit made strategic changes which realigned transit resources. Changes were made while working to ensure that they were as cost-neutral as possible, while boosting revenue generation time. Due to ongoing trip needs for Shenandoah University students to get to the Valley Medical Center on Amherst Street, Winchester Transit linked the Apple Blossom Mall Route with the Amherst Route, ensuring that riders no longer have to wait 30 minutes at the

transfer location to access the Amherst Route. This trip need was met without additional cost or changes to the actual routes. The mid-day gap on the Amherst Route was also closed to maintain hourly headways Monday-Friday. This improvement added an additional 30 minutes of revenue service each weekday to the Amherst Route. Winchester transit also split the Northside Route, creating a Northside East and Northside West route using an alternating pattern resulting in the end points being served on every other run. This change was also cost neutral, except for changes to public information.

- **DRPT provided assistance to agencies to support TDPs.** DRPT linked transit planning and programming by providing technical assistance to transit agencies to support the development of their Transit Development Plans (TDPs), which guide funding decisions. All TDPs were developed by Dec. 1, 2011, with annual updates every year and a major update required every six years.
- **PRTC OmniLink realigns routing for better service delivery.** Woodbridge/Lake Ridge OmniLink route was realigned to provide direct access to several locations including the Prince William Workforce Center.
- **DRPT ensured agency compliance through redesigning its guidelines.** DRPT enhanced the efficiency of the transit and TDM portion of DRPT's compliance program by consolidating and streamlining performance review programs.
- **Fairfax DOT Launched MetroMatch (Transit Benefit Incentives).** Under this plan, the employer receives a 50 percent match for each employee participating in the program. Fairfax County reimburses the company the cost, per participant, per month. Over a six-month period, the employer will receive 50 percent in matching funds.

Strategy #4: Build New Capacity

Examples of FY 2012 Initiatives:

- **HRT approved a vanpool program expansion.** The TRAFFIX vanpool program has a waiting list of 40 prospective lessees. Funding for 20 new replacement vans has been approved with an expected delivery date of Fall 2013.
- **Loudoun Office of Transportation Services (OTS) supported new fixed route bus service in FY 2012.** Staff worked very closely with Virginia Regional Transit staff to prepare for the launch of new fixed bus routes in April 2012. The new routes included one inter-county connector with adjacent Fairfax County (the Herndon Monroe Express) and one brand new local route (Sugarland Run Connector) serving an area of the county with a large transit dependent population that was previously not being served by transit. Three existing routes were modified to make them more efficient, increase ridership and improve on-time performance.

Strategy #5: Provide New, Innovative Service Delivery

Examples of FY 2012 Initiatives:

- **HRT Tide Light Rail Service continued its fantastic success started in FY 2011.** The coordination of bus support and express shuttle service was well integrated in the service delivery. HRT hit the mark in all areas: the personal touch by Tide guides; hand ticket sales by customer service; on-site monitoring and maintenance of the ticket vending machines and other equipment; safety

coordination with their partner cities and federal agencies; the cleanliness of their stations and points of contact with customers; timely and relevant media coverage; and, the strategic monitoring of all operations. HRT is averaging over 5,000 weekday passengers on light rail and carried nearly 1.5 million passengers in FY 2012.

- **RideShare (Thomas Jefferson Planning District Commission) introduced SchoolPool Matching System.** RideShare introduced an online matching system for the SchoolPool program at www.RideShareInfo.org. SchoolPool is a free service started in 2003 to connect parents of children who attend the same school and are interested in sharing driving duties. In addition, SchoolPool can match parents who want to form bicycling and walking groups to school for their children. Until FY 2012, parents had only one method – calling RideShare – to use the SchoolPool program, and information was sent by U.S. postal mail. In the online matching system, parents can set up a profile and then search at their leisure for carpool matches. Since the launch of the new online service, RideShare’s SchoolPool program was featured on CBS 19 News, the Daily Progress and Albemarle Family Magazine.
- **ART implemented Super Stops on Columbia Pike.** Arlington County’s Transit Bureau is in the process of replacing existing bus stops along the major bus transit corridor of Columbia Pike with larger, enhanced bus stops called Super Stops. In FY 2012, ART began construction of the first Super Stop prototype bus shelter on Columbia Pike at the Walter Reed intersection and prepared final design specs for a second prototype at the Barton intersection. Each Super Stop consists of a wider sidewalk with a 10” high curb for easier bus boarding, a large (24’ X 15’) architect-designed bus shelter with enhanced lighting and ample seating, electronic information and printed information including maps for bus routes and immediate area, new security features and improved landscaping. Arlington’s Super Stops will total 24 stops on Columbia Pike, which is a major transit corridor currently serving an average of 16,000 bus riders each weekday – the highest bus ridership of any corridor in Northern Virginia.
- **ART installed new passenger information improvements.** ART added real-time Connexionz Bus Finders at 10 bus stops, developed RealTime bus arrival information software and installed two real-time transit video displays in the Arlington County Office building lobby. These technology-supported improvements provided the public with real-time arrival information of bus and rail services.

Strategy #6: Leverage Technology to Promote Awareness and Familiarity with Travel Options

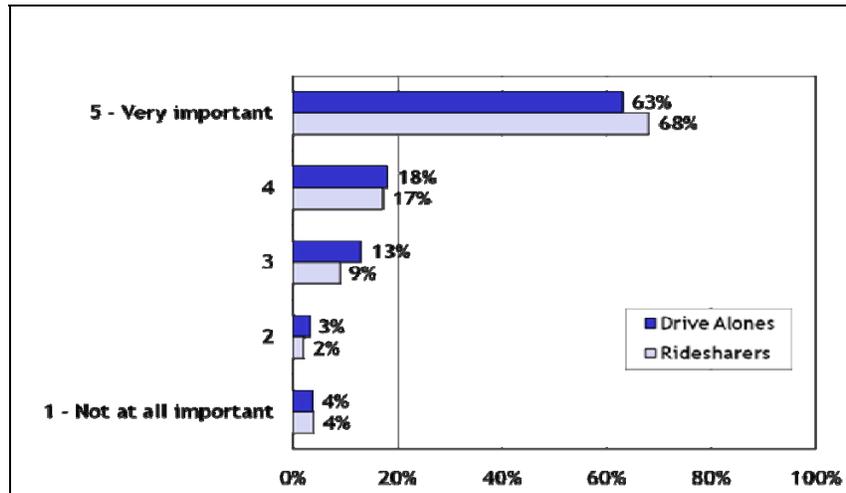
Examples of FY 2012 Initiatives:

- **PRTC introduced electronic weekly and daily bus passes.** In FY 2012, PRTC's local bus day pass was converted from paper media to SmarTrip cards, and a new local bus weekly pass was introduced (also on SmarTrip cards). Both passes provide a discount over regular fare travel.
- **Fairfax CUE Bus developed an interactive voice recognition system (VRS).** CUE bus currently has a real time arrival information system, which is only accessible through the Internet. This new VRS system will enable anyone with a phone to call the service, punch in the bus stop number and have a voice message provide an arrival time for the next bus at the bus stop.
- **Harrisonburg Department of Public Transportation (HDPT) added NextBus service to its stops.** In FY 2012, HDPT added NextBus to its transit service. NextBus provides real-time information to passengers through mobile devices, touch-tone phones and web browsers to see exactly where their bus is and its predicted time of arrival. Combining GPS and cellular technology, HDPT buses communicate with servers to upload the bus's location and rate of speed throughout the day. Using historic data, it provides predictive data to help commuters. In an effort to alert people to this new service, HDPT also installed 281 new bus stop signs with the necessary information to access the NextBus service. The benefits also include reducing two-way radio traffic from drivers by allowing them to keep informed of each other's locations, as well as providing informational aid to dispatchers who can scan and detect abnormalities such as tardiness or route deviations.
- **Agencies across Virginia strived to use social media to encourage alternative transportation.** Recognizing the power of social media and increasing awareness through the Internet, efforts were made across the state by numerous agencies to enhance and build on their social media presence. Increasing their social media influence allows for large-scale, affordable distribution of marketing information and subsequent word-of-mouth awareness. Agencies like JAUNT, Virginia Railway Express, Fairfax DOT, Richmond RideFinders, Arlington Transportation Partners and both WalkArlington and BikeArlington have been successful in their online social marketing efforts by increasing followers.

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

Studies show that people who drive alone in cars are aware of the ways in which the ridesharing programs benefit their own driving experience and overall quality of life. In the 2007 Virginia State of the Commute Study, a telephone survey of 7,000 Virginia commuters, 75 percent of drive-alone commuters said they benefited in some way from other people who rideshare. Statewide, the top two perceived societal benefits included less congestion and improved air quality. The 2007 Virginia State of the Commute Study also revealed that citizens who drive alone also support Virginia's investment in ridesharing at nearly the same rate as people who rideshare.

Importance of Investing in Transportation Options



Questions: (Even though you might not carpool, vanpool or ride a bus), how important to you is it that Virginia invests in programs to support and make these transportation options more available to commuters?

Source: 2007 Virginia State of the Commute Study

Examples of FY 2012 Initiatives:

- **Fairfax DOT partnered with Transurban to begin promotion of the new I-495 Express Toll Lanes opening December 2012.** Fairfax DOT began working with Transurban to promote new Express Lanes opening December 2012. Fairfax DOT developed strategies to promote new commute options provided by the express lanes based on specific goals, audiences, messages, channels and tools. Marketing and outreach included development and printing of posters, table-tops, tri-folds or pamphlets, banners and advertisements. Fairfax DOT coordinated messages from the Board of Supervisors with Fluor Transurban, prepared employers for the Express Lanes using Internet Toolkit, prepared text explaining how the express lanes will work. FCDOT also attended a series of outreach events at employer sites in Tysons Corner (Capitol One, MicroStrategy, SAIC and Keep Tysons Moving Event), focused on distributing information by using an email blast to employers with information to share with their employees, and prepared materials to share with employees such as maps, fact sheets, posters and PowerPoint presentations.
- **ACCS wrote, filmed and edited six episodes of “The Car-Free Diet Show” for viewing on the YouTube Car-Free Diet Channel and Arlington TV.** ACCS developed the Car-Free Diet Resource Guide brochure with a transit map and matrix inserted in The Citizen newsletter. ACCS added 73 new Car-Free Diet Retail Partners for a total of 343 Partners.
- **The City of Alexandria engaged new homeowners.** Every three months, a welcome packet was sent to homeowners who purchased a home in Alexandria during the previous three months. The welcome packet included brochures, resources and website information about all travel options in the city.
- **RideFinders created an innovative marketing partnership with Chesterfield Towne Center to advance ridesharing.** RideFinders launched a six-month pilot partnership establishing the Guest Services desk as a satellite office at the Chesterfield Towne Center with RideFinders information

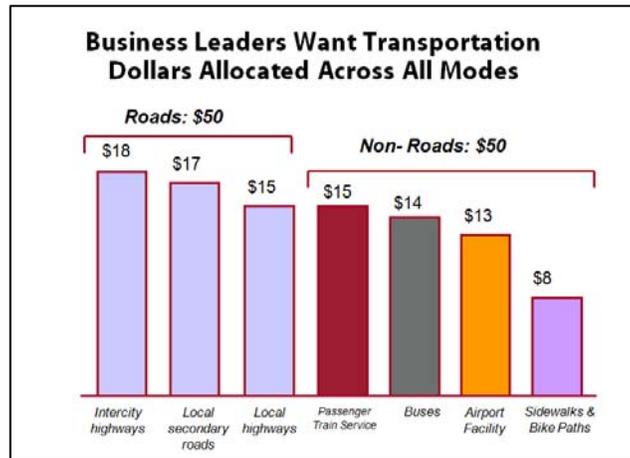
displayed and available for distribution. Chesterfield Towne Center staff was and continues to be able to answer inquiries about RideFinders and accept registrations. There is additional marquee messaging and 10 banners in the food court. The partnership includes newsletter articles to mall employees and inclusion in the newsletter to mall shoppers. Chesterfield Towne Center is the third largest employer in Chesterfield County. “Virginia This Morning,” a local news program on CBS 6, ran a segment highlighting this innovative arrangement.

- **The City of Alexandria renewed its carshare incentive program Carshare Alexandria!, which covers the cost of new members' annual and first year membership fees.** This program encourages more people to try carshare using a low risk method and low out-of-pocket expenses.
- **The City of Alexandria’s bi-annual newsletter about TDM and commuting news and events was created.** It will be distributed to select ZIP codes and through a wide range of other channels. This newsletter will educate more residents and employees about alternative modes of transportation while increasing the brand awareness of and website traffic to Alexandria’s rideshare organization – Local Motion.
- **VRE mailed a brochure to real estate agents surrounding select VRE commuter rail stations offering two free ride certificates as a settlement gift.** This “Free Riders at Settlement Program” is a great example of marketing rideshare during a change in behavior or routine – moving to a new location with new commuting patterns.
- **GRTC teamed up with the mayor’s office.** Following Hurricane Irene in August 2011, the Richmond Region experienced major power outages for many days. As a result, GRTC, in conjunction with the Mayor's Office, provided supermarket shuttles from housing projects to area supermarkets. The community was notified of the service via press releases and TV news coverage.
- **NeckRide.org held a collaborative effort among the Northern Neck Tourism Commission, NeckRide and Bay Transit to provide free transportation at public events.** NeckRide.org provided free transportation among five of eight locations that participated in the “Down on the Farm” 2012 event. The Northern Neck Tourism Commission organized participating farms and locations. Five buses from Bay Transit were used to transport the public during the event. The public used and appreciated the free transportation services provided and witnessed public and private entities working together to make the service available. This collaborative approach is an effective model that NeckRide will continue to use with other Northern Neck events that involve public participation. Details and photographs of Down on the Farm 2012 can be found at www.neckride.org/DOTF2012.html.
- **RIDE Solutions participated in the New River Valley NRV Job Fair.** Ride Solutions participated in the expo for exposure to businesses and job seekers. They also developed relationships with fair planners and prompted transit availability not otherwise promoted for job seeker participants.

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

When asked how they would allocate transportation funds in their community (\$100 in this study), business leaders allocated at least half of the funding to non-road infrastructure – transit, carpool

support, walking and biking trails, etc. The most recent example of this finding is from the 2008 GRTC/RideFinders' Study.



Source: 2008 GRTC/RideFinders' Study

Given employers' interest in all commute options, members of the transit and TDM community place a great deal of emphasis on business-to-business outreach and engagement.

Examples of FY 2012 Initiatives:

- **HRT TRAFFIX/TDM Program reached out to employers/employees commuting into downtown Norfolk to support *The Tide*.** HRT gave presentations to downtown employers and provided printed schedules for their employees. Staff also assisted with park and ride duty on several occasions informing people where to park and how to catch *The Tide*.
- **The City of Alexandria Mark Center/BRAC-133 prepared for the transition associated with the opening of BRAC-133.** A series of TDM outreach events were held for employees at the facility. A special emphasis was placed on educating employees before the facility opened and during the first week when commuting patterns were being established.
- **VRE attended transit fairs at Fort Belvoir and Crystal City to educate BRAC employees who were relocating on available transit options.** The VRE commuter rail presented a display and provided schedules, rider's guides, and commuter information and answered questions.
- **Charlottesville JAUNT and the Charlottesville Regional Chamber of Commerce orchestrated the Better Business Challenge, an effort to improve environmental impact of area businesses.** This effort won the Green Leader Award for the construction of a rain garden next to the parking lot that improved water quality for a nearby stream and solved sinkhole problems.
- **Loudoun continued the Office of Transportation Services Green Business Challenge.** The OTS Employer Outreach program again sponsored the three-part "Green Business Challenge Summer Coffee Series" entitled "Wake up to a Greener Loudoun." Through participation in the Challenge, Loudoun businesses were directed on how to potentially reduce their carbon footprint. The Summer Coffee Series provided the opportunity for companies and organizations in Loudoun to learn more about the Challenge and ask questions about how businesses are graded using metrics in the form of a scorecard which rank businesses on environmental friendliness. Staff participation on the Green Business Challenge committee allowed for the introduction of a new transportation

metrics category in the scoring sheets, which previously only included energy efficiency, recycling, water, education and outreach.

- **RIDE Solutions (New River Valley) participated in the region's Livability Initiative.** Local business representatives were exposed to the RIDE Solutions program through workgroups that were part of this initiative. RIDE Solutions promoted transportation sustainability within the Livability Initiative's goals to encourage businesses to shift operations to greener practices.
- **In FY 2012, Arlington Transportation Partners' (ATP) Employer-Residential-Development Services ended the year with over 700 employers in the network.** Four hundred and sixty-five of these employers offer a transit benefit to over 150,000 employees – the highest rate in the D.C. region. In FY 2012, ATP also sold four Arlington Capital Bikeshare Corporate Memberships and assisted six new companies in applying for Bicycle Friendly Business status through the League of American Bicyclists. The quarterly Solutions newsletter was distributed to 48,000 (three publications) and e-Solutions electronic newsletter was distributed to 1,800 key employer contacts.
- **RideShare of Thomas Jefferson Planning District Commission (TJPDC) launched the Better Business Challenge, a friendly competition among businesses to incorporate sustainable practices in their day-to-day operations.** Over 100 Charlottesville area businesses participated. During one of the Challenge's monthly workshops, RideShare Program Manager Lisa Horanyi gave a presentation on the tools that RideShare offers, as well as what some employers in the area are doing to make better use of these resources. Participants learned ways to save by making smarter purchases as well as making small changes to habits with water usage and driving.

Strategy #9: Encourage Multimodal Commuting Through Innovation

Examples of FY 2012 Initiatives:

- **DRPT Multimodal and Public Space Design Guidelines.** DRPT has taken a leadership role in developing Statewide Multimodal and Public Space Design Guidelines that will facilitate a common language and systematic approach to identifying and implementing multimodal places and corridors.
- **Fairfax DOT began Bike Benefit Match Program in FY 2012.** Employers received a cash incentive for each employee participating in a verifiable Bike to Work Program. Fairfax County's program will reimburse the company for 50 percent of the cost, per participant per month, up to \$50. Over a six-month period, the employer will receive \$50 in matching funds.
- **DRPT encouraged multimodal transportation in FY 2012.** DRPT participated with VDOT in two important multimodal corridor studies on I-66: "Inside the Beltway" and "Outside the Beltway." These studies identify and target specific multi-modal transportation improvements for the corridor. The first tier of recommended improvements includes increasing the HOV occupancy restriction on I-66 from HOV 2+ to 3+, completing the Silver Line Metrorail extension from Loudoun County, and implementing the Active Traffic Management element of an Integrated Corridor Management system. Second tier improvements include new transit services and TDM programs recommended by the 2009 DRPT I-66 Transit/TDM Study along with portions of the WMATA enhancement plan to address Metrorail core capacity concerns.
- **ACCS promoted Arlington County's national Gold-Level "Walk Friendly Community" designation via development of Walk Friendly Community Walkabout nomination campaign and execution of inaugural Walk Friendly Community Walkabout (Arlington Ridge-Aurora Highlands in June 2012).** ACCS developed, mapped and promoted two new neighborhood Walkabout routes: Columbia Pike Town Center West/Pike Hike II Walkabout and Arlington Ridge-Aurora Highlands Walk Friendly Community Walkabout. ACCS held four "live" Walkabout events in Columbia Pike (in partnership with the Arlington County Fair), Ballston (in partnership with the Children and Nature Network), HighView Park (in partnership with the Feel the Heritage Festival/Department of Parks and Recreation), and Arlington Ridge/Aurora Highlands (inaugural Walk Friendly Community Walkabout in partnership with Civic Association/residents). ACCS planned and coordinated the Walk and Bike to School Day event in partnership with Arlington Public Schools, supporting more than 600 participants at 2011 McKinley Elementary School and participation of students and schools county-wide; and was invited to participate in national Walk and Bike to School Day focus group.
- **DRPT in cooperation with VDOT, the Department of Aviation, Department of Motor Vehicles, and Virginia Port Authority is developing VTrans 2035 under the direction of the Office of Intermodal Planning and Investment (OIPI).** VTrans 2035 is an update of the 2035 Virginia Surface Transportation Plan (VSTP) with ongoing collaboration between OIPI, DRPT and other transportation agencies of the Commonwealth. It prioritizes transit, TDM and rail recommendations with road, bridge and highway recommendations into a single long-range transportation plan for the Commonwealth. The plan seeks to expand local transit service as well as coverage areas and also makes major capital investments in high capacity transit service. It prioritizes long-term projects and investments including improvements to transit, rail, highway,

freight and intelligent transportation systems while maintaining State of Good Repair for transit systems. Public meetings were held in August 2012. The next plan, VTrans 2040, is scheduled to be completed by 2015 with input from DRPT.

- **DRPT is working with the Office of Intermodal Planning and Investment Corridor (OIPI) on the North-South Corridor in Northern Virginia as part of the continuing Corridors of Statewide Significance (COSS) process.** Corridors of Statewide Significance were codified in 2009, with specific corridors being designated as COSS due to their importance as integrated, multimodal networks of transportation facilities, which connect major population and economic centers of activity in the Commonwealth. The North-South Corridor in Northern Virginia was added in 2011 as a step in developing strategies to invest in a multimodal network of transportation facilities including transit in this corridor. DRPT has been actively engaged in the process since that time. The project is scheduled for completion by December 2012.
- **DRPT provided financial assistance to implement a formal telework program.** Qualifying private businesses could receive up to \$50,000 to develop formal telework programs. This offer was directed to businesses in the MegaProjects construction areas of Tysons Corner and along I-495.
- **DRPT encouraged telework through tax incentives.** DRPT promoted the new telework tax credit to encourage private-sector telework and reduce single occupant vehicle travel.
- **RideFinders tied into the National Telework Week Campaign.** This included direct appeals for employees to pledge to telework during the week of March 5-9, 2012 and receive a free Telework!VA T-shirt from RideFinders. Full-page ads were placed in the Richmond Times-Dispatch and the Richmond Free Press featuring the Telework!VA program, current participant logos and the Air Quality hero Telework Tech.
- **RideFinders continued to support and recruit program participants in the Telework!VA incentive program.** RideFinders provided technical consulting assistance to the City of Richmond for implementation into their Sustainability Program, produced six employer case studies and employer success stories commercials, and updated their website with new telework tax credit program information and link.

Strategy #10: Seek New and Sustainable Funding Sources

Improving the mobility of goods and people while expanding transportation choices in the Commonwealth requires sustained and dedicated funding. In FY 2012, a major effort was launched to examine more closely the potential of sustainable transit funding.

Examples of FY 2012 Initiatives:

- **2HRT GoPass 365 Program Attracts “Choice Riders.”** The challenge was to attract new riders into HRT’s system to fill the empty seats. The users of the HRT system are mostly a transit-dependent population (nearly 75 percent). The goal was to grow a larger “choice rider” market. As a means of growing the ridership base, HRT introduced the GoPass 365 Program, a program that offers employers, employees and college students the opportunity to ride any HRT service without being charged at the point of entry. Any company or educational institution could enroll. The incentive was a discounted fare and community mindedness. The annual fee was based upon the size of the company, and all educational institutions were charged one flat fee. In the short time the program has been in existence, HRT has signed up 71,000 people to participate in the program and has

generated \$700,000 in new revenue. At the same time, HRT attracted new customers to its transit and light rail services, people who otherwise would have never thought of riding transit and the light rail. After eight months, 706,000 passenger trips were added to their FY 2012 ridership totals.

- **Hampton Roads Transit Begins In-House Sales and Advertising Initiative.** At the same time of introducing the GoPass 365 Program, HRT brought sales and advertising in-house and no longer used an outside contractor. To date, HRT's small sales force has quadrupled sales since the responsibility came in-house and has sold nearly \$1 million in bus ads, train and bus wraps and platform sales compared to \$250,000 through contracted services.
- **PRTC Expands Reach of Teen Summer Pass Program.** The Teen Summer Pass is a discounted pass for teens used in summer months to get them familiar and comfortable with public transit. PRTC made passes more accessible by establishing five sales outlets within the community. Encouraging transit use and adoption at an earlier age translates to a community more involved in utilizing and funding transit programs through ticket revenue.
- **PRTC Designed Transportation Voucher Program for Sentara Hospital Service Area.** In FY 2012, PRTC completed program design, secured grant funding from the Potomac Health Foundation (PHF) and began preparations for program implementation. The program will lessen the out-of-pocket cost that seniors, people with disabilities and low-income households residing within the service area of the Sentara Hospital in Woodbridge incur for taxicab and special service transportation services for health-related trip-making that is beyond the capability of existing public transportation services. Implementation is anticipated in mid-FY 2013.
- **The Senate Joint Resolution 297 Study was launched in FY 2012 to examine new funding models.** SJR 297 is a resolution passed by the General Assembly in 2010 that directs DRPT to conduct a comprehensive study that examines transit funding with respect to performance, prioritization, stability, and allocation. The SJ297 study is being conducted by DRPT in close cooperation with transit stakeholders, transit systems, local governments, metropolitan planning organizations and other interested parties and will be completed for the 2013 Regular Session of the General Assembly

Innovative transit agencies across the Commonwealth seeking sustainable funding also built upon successful public-private partnerships and added new funding sources:

- **Blacksburg Transit obtained local support from both private and public institutions.** Blacksburg Transit - which is operated by the Town of Blacksburg with support from Virginia Polytechnic Institute (Virginia Tech), the Town of Christiansburg, and the MPO - provides several mass transit and on-demand transit routes. The service includes a variety of routes for area citizens ranging from employment-oriented routes to neighborhood connectors to shopping/commerce routes and student transportation. In FY 2012, Blacksburg Transit had 3.5 million riders.
- **The City of Radford worked with Radford University to provide expanded student transit service.** The City of Radford formed a partnership with Radford University to work together in FY 2012 to expand transit services for students and residents beyond the downtown area around the Radford University campus through a variety of new fixed routes. The new service expanded the traditional Tartan system to increase accessibility within the city, Fairlawn in Pulaski County, medical centers in Montgomery County, and other important regional connections.

VIII. Passenger Rail Initiatives

- **Virginia DRPT and North Carolina Department of Transportation (NCDOT) Recommend Rail Alternatives to Federal Railroad Administration (FRA).** In FY 2012, Virginia DRPT and NCDOT submitted the Southeast High Speed Rail (SEHSR) Tier II Environmental Impact Statement (EIS) Recommendation Report to FRA. The Recommendation Report identifies the two states' recommendations for the preferred rail alternative for each of the 26 sections of the SEHSR corridor between Richmond and Raleigh. The recommendations are based on public, local government and agency comments received on the Draft EIS, which was published in May 2010 and presented to the public in a series of meetings along the corridor in Virginia and North Carolina. The Final Tier II EIS, incorporating FRA's comments, is expected in 2013. Other inputs include assessment of community and environmental impacts, operability, constructability and costs. The report is available to the public via the SEHSR website www.sehsr.org and DRPT's website www.drpt.virginia.gov.
- **Virginia DRPT Finalizes Tier I EIS for the Richmond to Hampton Roads Passenger Rail Project.** In December 2009, the FRA and DRPT issued the Tier I Draft EIS for the Richmond to Hampton Roads Passenger Rail Project for public comment and advertised dates for public hearings in accordance with FRA guidelines. As a result of the analysis conducted as part of the Tier I Draft EIS and public comments received on the document, DRPT recommended and the CTB endorsed higher-speed Southside service with a maximum authorized speed (MAS) of up to 90 mph and conventional speed service on the Peninsula (Resolution of the CTB, Feb. 17, 2012). FRA concurred in the Commonwealth's identification of the Preferred Alternative for this Tier I Final EIS and the Record of Decision (ROD) is expected before the end of 2012.
- **Virginia DRPT initiates Tier II EIS for the Richmond Area to Potomac Segment of the Southeast High Speed Rail Corridor.** On June 28, 2010, FRA issued a Notice of Funding Availability (NOFA) in the Federal Register for the High Speed Intercity Passenger Rail (HSIPR) Program. In response, DRPT submitted an application to complete Tier II PE and NEPA review for the Richmond Area to Potomac River Segment (RAPS) of the SEHSR corridor. On the basis of this evaluation, the U.S. Secretary of Transportation selected the Commonwealth of Virginia for an award, through a cooperative agreement between FRA and DRPT, of \$44,308,000.
- **In FY 2012, detailed plans were formulated to extend Amtrak Virginia's Northeast Regional Service.** Plans were established for intercity regional service to and from Norfolk providing a same-seat trip from Norfolk to Washington, D.C., Baltimore, New York City and as far north as Boston. This new services will provide for an alternative way to get to and from Southside Hampton Roads while easing congestion on high-traffic roadways. Necessary track and roadway improvements were completed in 2012, and service is expected to begin in December 2012.
- **Amtrak Virginia joins the Presidents Passport – a travel program for visits to presidential homes.** Amtrak, a provider of intercity passenger rail, joins the Presidents Passport travel program, which offers tourists special promotions, discounts and travel tips for visits to the three presidential homes of Jefferson, Madison and Monroe in the Charlottesville area in FY 2012. The Presidents Passport provides travelers the opportunity to explore the Charlottesville area, its three presidential homes – Monticello, Montpelier and Ash Lawn-Highland – and soak up the rich

historical and cultural offerings. The Presidents Passport as a travel sponsor offers 40 percent off companion fares on trips to and from Charlottesville.

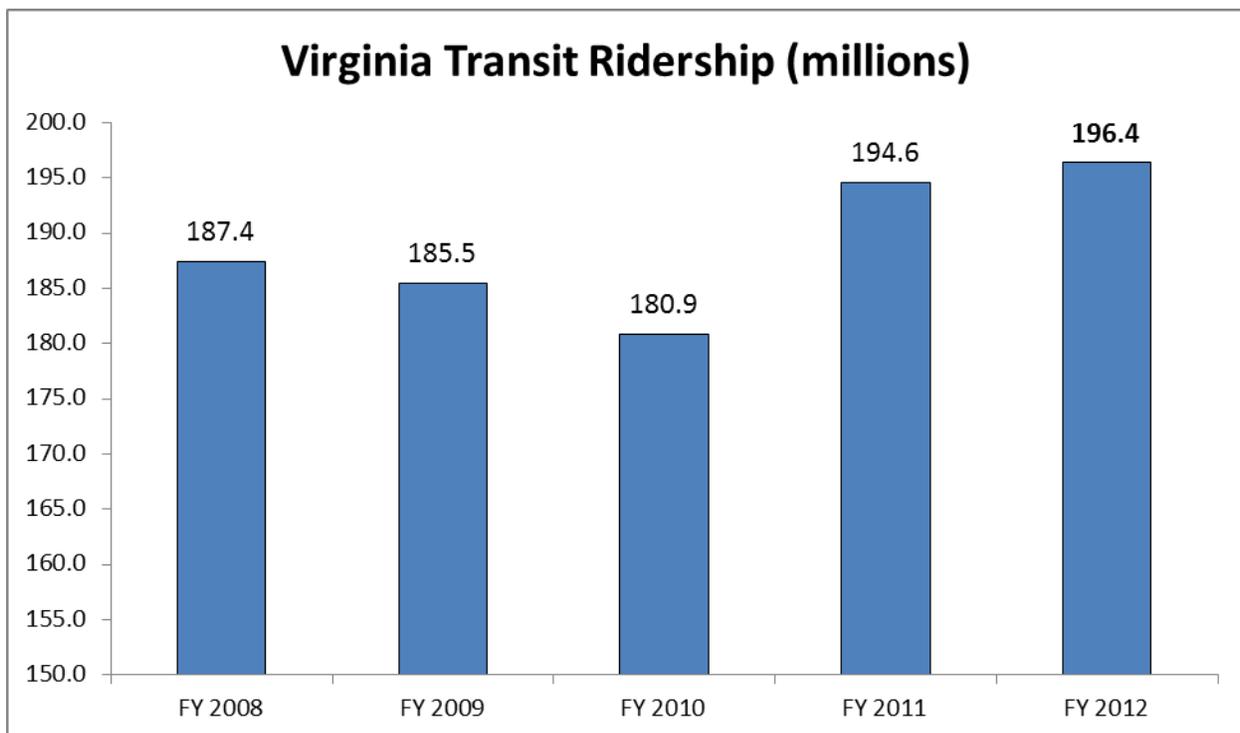
- **Virginia State Rail Plan.** DRPT is updating the Commonwealth's Statewide Rail Plan. This plan will provide guidance and direction for rail development by addressing existing rail infrastructure, current trends in passenger and freight rail, future needs and financing plans to meet our growing needs. The State Rail Plan will support the VTrans 2035 update that is currently under way. The plan update is scheduled to be completed by the end of 2012.

IX. Overall Results – Virginia’s Transit and TDM Community Delivers Results

There are multiple ways to define success when it comes to the impact of Virginia’s efforts to use transit and TDM programs to address congestion and reduce SOV travel. Virginia’s transit and TDM community focuses on outcomes, such as increases in transit use and the level of transit use per capita, the change in modal split, the number of trips reduced, energy saved, and air quality pollutants eliminated.

Impact #1: In FY 2012, Statewide Transit Ridership Continues to Trend Up

Increasing the ridership of transit agencies across the Commonwealth remains a primary objective of the TDM and transit community in order to reduce SOV congestion. Based on self-reported data, transit ridership has increased by 9 percent statewide since FY 2010. Furthermore, the FY 2012 ridership gains represent a continuing positive growth trend, as FY 2011 saw a significant increase over FY 2010.



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

Along with increasing statewide ridership, DRPT tracks other metrics as part of its Strategic Plan to determine the performance of the department in a variety of ways:

- **Passenger Miles of Travel Saved by Commuters.** DRPT tracks the number of passenger miles of travel saved by commuter assistance customers in Virginia in order to meet their objective of decreasing growth of SOV travel in Virginia's urban areas during peak travel times. In FY 2012, commuter assistance customers successfully avoided or saved 12.3 million miles of travel. The mid- to long-term goal is 17 million.
- **Number of Passenger Trips for Transit Dependent Virginians.** Virginians who, through a disability, age or other factors, rely primarily on transit for transportation are an important group to accommodate due to their reliance on public transit to satisfy basic needs. Agencies work to increase mobility for transit dependent Virginians to ensure their access to basic human services like employment, medical care, shopping and social activities. In FY 2012, approximately 1.3 million trips were provided for transit dependent Virginians, a 62 percent increase since FY 2009.
- **Increasing Ridership on State-Sponsored Rail Service.** Part of the commitment to maintain, improve and develop railways in Virginia is increasing commuter ridership on these state-sponsored rail services to reduce SOV travel. DRPT measures the increase in ridership on these state-sponsored rail services in order determine the success of agency efforts. In FY 2012 there was a ridership increase of approximately 263,000 passenger trips.

Impact #2: Virginia's Modal Split Is Maintained

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

Based on the 2010 U.S. American Community Survey Journey to Work data, the share of drive-alone work trips in Virginia was 77.1 percent. This is the exact modal split recorded by the 2000 decennial census – 77.1 percent. While on the surface this result may seem unimpressive, it must be viewed in context. During this same period of time, 2000 to 2010, Virginia's overall population grew from 7 million to 8 million, adding approximately 950,000 people. As approximately 60 percent of the population works, during the 2000 to 2010 period, Virginia added roughly 570,000 new commuters. Maintaining the SOV modal mix at 77.1 percent means the non-SOV percentage held at 22.9 percent. Applying this percentage to the over half million new commuters means 130,000 more people started ridesharing. Maintaining market share, in this case the share of people who rideshare, is a significant number.

Impact #3: Trips Reduced, Vehicle Miles Traveled, Energy Saved and Air Quality Improved

Thanks to the efforts by the transit and TDM agencies of Virginia, in FY 2012, approximately 12.3 million passenger miles traveled were saved or reduced statewide by customers of commuter assistance agencies. Among these agencies are the Arlington County Commuter Services (ACCS) and Richmond RideFinders. These two are some of Virginia's major TDM agencies that have recently quantified in great detail the impact they have on their respective community in terms of reducing trips and vehicle miles traveled, energy consumption and reduction of inputs affecting air quality. Details on these two program evaluations are summarized here.

- **Arlington County Commuter Services (ACCS) makes it easier for people to switch from driving alone to taking transit, walking, biking, carpooling and vanpooling.** ACCS reduced traffic in Arlington by about 44,600 vehicle trips on the average workday in FY 2012. Eliminating about 45,000 trips also eliminates over 756,000 vehicle miles traveled (VMT) each business day with a savings of about 31,000 gallons of gas each day.
- **RideFinders offers a myriad of services to support and advance carpooling, vanpooling, transit, teleworking, walking and biking.** In 2012, RideFinders launched a comprehensive program evaluation study to quantify the agency’s impact on the Richmond region. While this study is still under way, preliminary findings point to a significant impact – RideFinders programs remove over 5,000 vehicle trips from the Richmond region’s roadways every day. This amounts to approximately 125,000 vehicle miles reduced daily. Reducing the vehicle miles traveled daily by 125,000 translates into an estimated daily energy savings of nearly 5,400 gallons of gasoline per day. In addition, approximately 88,000 pounds in harmful air pollutants are prevented daily resulting in avoiding 32 million pounds of carbon dioxide on an annual basis.

Impact #4: Congestion Mitigated

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

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

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

According to the Texas Transportation Institute:

- In Richmond, the calculated added congestion if public transportation service were discontinued would be an annual increase of 571,000 hours delay with a congestion cost of \$11 million.
- For Virginia Beach, the annual increase would be 1,300,000 hours delay with a congestion cost of \$25 million.
- Washington, D.C./Northern Virginia would experience an annual increase of 35,500,000 hours of delay for a total congestion cost of \$726 million.

X. Planning for the Future

In FY 2012, a number of significant strategic planning initiatives were launched. Highlights include:

- **During FY12, DRPT completed nine transit studies and planning initiatives:**

- Craig County Transit Service Feasibility Study
- Southampton Transit Service Feasibility Study
- VRE Transit Development Plan
- I-95 Transit and TDM Plan
- Graham Transit Development Plan
- Chincoteague Transit Development Plan
- Lake County Area on Aging Transit Development Plan
- Mountain Empire Transit Development Plan
- Green County Transit Development Plan

- **Super NoVa Study:**

The Commonwealth of Virginia has embarked on the Super NoVa Transit and TDM Vision Plan Study. DRPT defined a super region for this planning effort that encompasses all of the localities comprising Northern Virginia and the localities extending from Northern Virginia to Caroline County on the south, Culpeper County on the west and Frederick County to the northwest. It also includes input from Maryland, West Virginia and the District of Columbia representatives.

The Vision Plan will evaluate current transit service and TDM programs; existing and future land use, population and employment conditions; travel patterns and trends; and projected travel demand as a basis for the development of a multi-horizon vision for transit and TDM in the super region. The multi-horizon vision plan will focus on the near-, mid- and long-term periods between today and 2040. It will identify a wide range of transit mode and transportation program enhancements for:

- Local, express, rapid and priority bus
- Fixed guideway transit-streetcar, light rail transit, heavy rail transit, commuter rail and intercity passenger rail
- TDM

The Super NoVa Transit and TDM Vision Plan will recognize the purposeful connection between land use and transportation, today and into the future. The Vision Plan will identify realistic, but visionary, strategies for enhancing people's mobility through multi-occupant auto travel under both current and future conditions. Planning efforts of the study will culminate in the development of recommendations for a wide range of transit modes as well as TDM programs and infrastructure.

- **I-95 Transit and TDM Plan:**

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

agency staff.

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

- **The Senate Joint Resolution 297 Study was launched in FY 2012 to examine issues related to public transportation.** SJR 297 is a resolution passed by the General Assembly in 2010 that directs DRPT to conduct a comprehensive study that examines transit funding with respect to performance, prioritization, stability, and allocation. The SJR 297 study is being conducted by DRPT in close cooperation with transit stakeholders, transit systems, local governments, metropolitan planning organizations and other interested parties and will be completed for the 2012 Regular Session of the General Assembly.

- **HOV/Bus/HOT Lanes Project:**

VDOT is partnering with Fluor-Transurban in the development of high-occupancy toll (HOT) lane projects for I-95 and the Capital Beltway/Interstate 495. The projects are designed to help alleviate congestion.

The I-95 Express Lanes project will expand the existing HOV lanes on I-95 from two to three lanes and extend two new lanes south to Massaponax. Two HOV/Bus/HOT lanes will be added in each direction between the Springfield Interchange and just north of the Dulles Toll Road as part of the Capital Beltway/I-495 project. All of these lanes will become HOV/Bus/HOT lanes – meaning buses and carpools with three or more people can continue to use the lanes for free, while non-HOV motorists can choose to pay a toll and access the lanes as well.

The new I-95 lanes will be reversible, meaning traffic operations personnel will use them to move traffic into the region during peak in-bound commute times and out of the region during peak out-bound periods, like the HOV lanes are used today. The Capital Beltway HOV/Bus/HOT lanes will not be reversible.

- **Park and Ride Lot Study:**

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

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

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

- **Statewide Transit and TDM Plan:**

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

- Existing public transportation conditions in the Commonwealth
- Guidelines for transit and TDM levels of service that recognize the broad range of area-types within which transit and TDM services must be provided
- A blueprint for addressing needs for the future, with a focus on supporting the Commonwealth's key investment priorities within a changing population dynamic and on ensuring that transit systems achieve and maintain a "state of good repair"
- Recommendations to the Surface Transportation Plan
- Guidance on fiscal requirements and strategies to maximize Virginia's investment in public transportation

The Transit/TDM Plan update will support the VTrans 2035 update that is currently under way. The plan update is scheduled to be completed by the end of 2012.

XI. Summary

This report to the General Assembly highlights the initiatives undertaken in FY 2012 by Virginia's passenger rail, transit and TDM community. Presented here are the major trends reshaping Virginia, 10 core strategies, examples of program initiatives for each of these strategies, and planning efforts for the future. The Appendix of this document, detailing the more than hundred initiatives conducted in FY 2012 by dozens of transit and TDM agencies across the Commonwealth, is posted on the DRPT website.

The overarching conclusions of this report are twofold. First, throughout FY 2012, Virginia's passenger rail, transit and TDM community orchestrated a significant number of rail, transit and TDM initiatives. Second, these initiatives made a difference.

More than in any fiscal year in the past, Virginia's passenger rail, transit and TDM community connected transportation industry partners. Industry partners joined together through the planning and implementation of transportation initiatives, connecting more people with the latest travel information tools available, and linked more places with alternatives to single vehicle occupancy (SOV) travel, expanding the reach of Virginia's overall multi-modal system.

Through the thoughtful and seamless implementation of 10 core strategies throughout FY 2012, Virginia's passenger rail, transit and TDM community demonstrated the power of these enhanced connections to help manage congestion and expand the use of alternatives to SOV travel. Where high quality transit exists, commuters have demonstrated their willingness to switch from SOV travel to transit. A good example is the Northern Virginia region where, according to the 2010 American Community Survey, combined transit and Metrorail account for 14.8% of work trips compared to the national average of just 5.2% for transit.

As major demographic trends reshape the future of Virginia, greater demand will be placed on alternative transportation choices to move even more people efficiently and help minimize the expected growing levels of congestion. Transportation and Infrastructure is one of ten factors used by CNBC in its annual America's Top States for Business Study, where in 2012 Virginia fell from number 1 to number 3, primarily due to lower rankings in two categories – 'Transportation and Infrastructure' and 'Economy'. For Virginia to remain one of the top states in which to do business, we must continue to direct more intellectual and financial investment in these innovative passenger rail, transit and TDM services, proven alternatives to the SOV commute. Through this investment, we can keep Virginian moving and preserve the Commonwealth's reputation as the best state to live, work and play.

XII. Appendix

Recent Initiative Reports

Detailed reports on FY 2012 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