NVTC Commission Meeting
May 5, 2022

The meeting will start momentarily.

Meeting materials available at www.novatransit.org
1. Opening Remarks

2. Recognition of New and Departing Commissioners
   • **ACTION ITEM:** Approve a Resolution of Commendation for Jennifer Mitchell

3. **ACTION ITEM:** Approve Minutes of March 3, 2022 Meeting

4. **ACTION ITEM:** Consent Agenda

5. **ACTION ITEM:** Approval of Proposed Amendments to the NVTC FY 2023 General & Administrative Budget

6. Washington Metropolitan Area Transit Authority
   • Report from the Virginia WMATA Board Members
   • Report from the WMATA Committee Chair
     • **ACTION ITEM:** Letter to WMATA Regarding Blue/Orange/Silver Line Study
   • Other WMATA News

7. Report from the Chair of the Program Advisory Committee
   • **ACTION ITEM:** Envision Route 7 Strategic Framework RFP
   • Commuter Choice

8. Legislative Update
   • General Assembly Update
   • Transit Service Delivery Advisory Committee (TSDAC) Update
   • Federal Update

9. Virginia Railway Express
   • CEO Report and Minutes
   • **ACTION ITEM:** Approve Resolution #2476: City of Manassas Park Parking Garage
   • Tariff Changes
   • VRE Crystal City Station Update

10. Department of Rail and Public Transportation

11. Executive Director Report
1. Opening Remarks

2. Recognition of New and Departing Commissioners

   A. Oath of Office for New Commissioner
   B. Recognition of Departing Commissioner
      • **ACTION ITEM:** Approve a Resolution of Commendation for Jennifer Mitchell on Her Departure from NVTC
2.B. Recognition of Departing Commissioner Jennifer Mitchell
3. Approve Minutes

Approve Minutes from the March 3, 2022 Commission Meeting

4. Consent Agenda

A. ACTION: Approve Resolution #2474: NVTC Financial Auditing Services

B. ACTION: Approve Resolution #2475: NVTC Title VI to the Federal Transit Administration (FTA)

C. ACTION: Letter Certifying Receipt of Certain Documents from WMATA Required by State Code

D. ACTION: Letters of Endorsement
   - City of Alexandria’s Application for USDOT RAISE Discretionary Grant
   - City of Alexandria’s Application for the Federal Transit Administration’s Lo-No Bus and Facility Grant Program
   - Arlington County’s Application for USDOT RAISE Discretionary Grant
   - Fairfax County’s Application for the USDOT RAISE Discretionary Grant
   - Loudoun County’s Application USDOT RAISE Discretionary Grant
5. ACTION ITEM: Approval of Proposed Amendment to NVTC’s FY 2023 General and Administrative Budget and Work Plan
6. WMATA

A. Report from the Virginia WMATA Board Members

B. Report from the Chair of the NVTC WMATA Committee

A. ACTION ITEM: Authorize the Chair to Send a Letter to WMATA Regarding Virginia’s Priorities for the Blue/Orange/Silver Line Capacity and Reliability Study

C. Other WMATA News

[Portraits of individuals]
7. Report from the Chair of the Program Advisory Committee

A. Transit Resource Center

- **ACTION ITEM**: Authorize the Executive Director to Issue a Request for Proposals for the Envision Route 7 Bus Rapid Transit (BRT) Strategic Implementation Roadmap

B. Commuter Choice

- I-66 Round Five (FY 2023-2024) Staff Recommended Program of Projects
Envision Route 7 connects Tysons and Mark Center... and serves East Falls Church.
ACTION ITEM: Authorize the Executive Director to Issue a RFP for the Envision Route 7 BRT Strategic Implementation Roadmap

- Complementary effort led by NVTC that will serve as a flexible, adaptable strategic roadmap for the Commission and staff
- Key issues to address:
  - Project Governance
  - Phased Implementation
  - Strategic Funding Decisions
- Engagement with PAC, Commission and at the staff level
- Partnership between Fairfax County and NVTC
- $50,000 (50% NVTC / 50% Fairfax County)
B. I-66 Commuter Choice
FY 2023-2024 Program of Projects Briefing
## Program Development
### Scores and Funding Availability

<table>
<thead>
<tr>
<th>Applicant</th>
<th>I-66 Commuter Choice FY 2023-2024 Application</th>
<th>Score (100 Points)</th>
<th>Funding Request</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Manassas Park</td>
<td>Manassas Park VRE Station Parking Garage</td>
<td>97</td>
<td>$2,500,000</td>
</tr>
<tr>
<td>Arlington County</td>
<td>Ballston-MU Metrorail West Entrance</td>
<td>90</td>
<td>$4,500,000</td>
</tr>
<tr>
<td>OmniRide</td>
<td>Renewal of Bus Service from Gainesville to Pentagon and Navy Yard</td>
<td>83</td>
<td>$2,560,449</td>
</tr>
<tr>
<td>Fairfax County</td>
<td>Renewal of Bus Service from Vienna Metrorail Station to Pentagon</td>
<td>69</td>
<td>$1,232,850</td>
</tr>
<tr>
<td>OmniRide</td>
<td>Renewal of Bus Service from Haymarket to Rosslyn</td>
<td>64</td>
<td>$947,554</td>
</tr>
<tr>
<td>Prince William County</td>
<td>TDM Strategy - Fare Buy-Down on I-66 Commuter Bus Service</td>
<td>60</td>
<td>$650,000</td>
</tr>
<tr>
<td>Fairfax County</td>
<td>Trail Access to Vienna Metrorail Station</td>
<td>57</td>
<td>$2,200,000</td>
</tr>
<tr>
<td>Fairfax County</td>
<td>Enhanced Bus Service from Stringfellow Park-and-Ride to Pentagon</td>
<td>47</td>
<td>$2,876,812</td>
</tr>
<tr>
<td>Fairfax County</td>
<td>Trail Access to Monument Drive Commuter Garage</td>
<td>40</td>
<td>$4,361,458</td>
</tr>
</tbody>
</table>

**$21.8M**

total funding request across nine applications

**$13.4M**

conservatively expected to be available for new projects
### Staff-Recommended Program of Projects

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<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>$12,390,583</strong></td>
</tr>
</tbody>
</table>

+ program administration costs (TBD)

- **4,000** daily trips
- **16M** fewer annual vehicle miles
- **83K** hours of delay saved each year
- **84%** GHG emissions reduction over driving alone
- **$2M** annual savings for commuters in fuel costs
Gracias por su interés en los proyectos que se encuentran en consideración para el financiamiento del Programa de Comuter Choice de I-66. Tus opiniones serán compartidas con los encargados de la región que consideran los proyectos que serán propuestos a jurisdicciones y agencia de transporte para la mejor movilidad de personas, expandir las opciones de transporte y crear una mejor red de transporte para el corredor de I-66.

Survey Form

1. ¿Dónde vive?
   La Ciudad de Falls Church
   Each text box can have up to 3,000 characters.

2. Por favor seleccione el lugar que otro).
   Arlington County -
   Metrorail West Entrance
   Fairfax County -
   Renewal of Bus Service From Vienna
   Metrorail Station to Pentagon
   Fairfax County -
   Enhanced Bus Service From Straddley Park and Ride to Pentagon

https://bit.ly/66input (English)

OMINRIDE
RENEWAL OF BUS SERVICE FROM GAINESVILLE TO PENTAGON AND NAVY YARD

Virtual Town Hall

¿Hablas español? Todos los materiales de comentarios públicos están en español
Next Steps

**MAY**
- Commission and CTB briefings on proposed Program of Projects
- Public comment concludes May 16

**JUNE**
- Approval of Program of Projects by Commission and CTB
- Distribution of project agreements

**JULY**
- Implementation of funded projects begins

**ONGOING**
- Recipients report on project status and performance
- NVTC administers funds, monitors project implementation and develops annual reports on funded projects
8. Report from the Chair of the Legislative and Policy Committee

A. General Assembly
B. TSDAC Update
C. Federal Update
9. Virginia Railway Express

A. VRE CEO Report and Minutes

B. **ACTION ITEM:** Approve Resolution #2476: Authorize the VRE CEO to Execute a Deed of Ground Lease and Parking Garage Agreement with the Economic Development Authority of City of Manassas Park and the City of Manassas Park for a Parking Garage at the VRE Manassas Park Station

C. VRE Tariff Changes

D. VRE Crystal City Station Update
RIDERSHIP RECOVERY EFFORTS

Joe Swartz
Director of Government and Community Affairs

May 5, 2022
# Virginia Railway Express Marketing Campaign 2022

## Media

<table>
<thead>
<tr>
<th>Media</th>
<th>Activity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Streamed Audio</td>
<td>15-30 Sec Non-Skipable Audio</td>
<td>15/30/60 non-skipable audio that will be consumed by listeners who are streaming their digital radio stations/playlists over 250+ platforms/devices. These VRE audio ads will be targeted to listeners who are in the key VRE Virginia zip codes.</td>
</tr>
<tr>
<td>Email Marketing</td>
<td>Custom Email</td>
<td>White-labeled email deployments sent to subscribers who are classified as “Commuters” and/or “Federal Government workers” Subscribers are all opted in and spam compliant. Guaranteed open rates of 10% and click rates of 3. We will reach 350K email addresses under the classification of commuters or federal workers in the VA area.</td>
</tr>
<tr>
<td>Geo-Fencing/Blueprinting</td>
<td>Mobile App Display</td>
<td>100% Mobile App display ads through 150K apps targeting through location on train stations/airport/office/federal government buildings Targeting mobile ID’s classified as “Commuters” because of the frequent travel of their mobile ID.</td>
</tr>
<tr>
<td>Programmatic Display</td>
<td>Desktop &amp; Mobile Display</td>
<td>Desktop + Mobile display ads on a network of external websites that haveMedia in its database Display ads will be targeted to a specific behavior/audience/keywords/contextual/etc.</td>
</tr>
<tr>
<td>OTT Video Streaming</td>
<td>15-30 Sec Non-Skipable Video VUI</td>
<td>15/30 non-skipable video ads that are consumed by TV viewers who are streaming on Smart TV’s and/or streaming devices (Roku, Firestick, Amazon Firestick, etc.) 40+ direct publisher relationships and large screen prioritization 1:1 targeted video ad to “Commuters,” “Government Workers” “News/Talk” publishers</td>
</tr>
<tr>
<td>Social Media</td>
<td>TBD on platform</td>
<td>Leverage any of the 8 social media platforms: Facebook, Instagram, TikTok, Snapchat, YouTube, LinkedIn, Pinterest, Reddit. Target by audience/geography</td>
</tr>
</tbody>
</table>

### Campaigns

- **Campaigns have been committed**: Marked with a yellow background.
- **Campaigns under consideration**: Marked with a gray background.
POTENTIAL RIDERS
Meeting Them Where They Are

COMMUNITY EVENTS
Farmers Markets

Fairs

Festivals

BUSINESS COMMUNITY
Chambers of Commerce

Real Estate & Leasing Agents
JURISDICTIONS

ELECTED OFFICIALS
REGIONAL PARTNERS

Local Transit Partners

Find a local transit option for traveling across Northern Virginia or into the District.

- ART: Arlington Transit
- Fairfax Connector
- CUE
- DASH
- M: Metrorail
- Loudoun County Transit
- OmniRide
- VRE

This campaign is sponsored by the Virginia Department of Rail and Public Transportation.
Metro’s Yellow Line bridge over Potomac will close for about eight months beginning this fall

A 40-year-old bridge and tunnel will be rehabilitated while a connection between the District and National Airport will be disrupted.

Transit officials announced a slate of construction projects this week that will disrupt transit service and temporarily shut down several stations for upgrades and repairs. Among the projects is a seven- or eight-month shutdown of Yellow Line service between L’Enfant Plaza in the District and Arlington’s Pentagon station beginning in September.
RIDERSHIP RECOVERY EFFORTS – QUESTIONS?
10. Department of Rail and Public Transportation

A. DRPT Monthly Report
11. Executive Director’s Report: March 2022 Highlights

- I-495 Express Lanes Northern Extension (495 Next) Groundbreaking
- APTA Legislative Conference
- Nova transit-oriented development highlighted at panel
11. Executive Director’s Report: April 2022 Highlights

NVTC helps region prepare for Yellow/Blue Line construction
11. Executive Director’s Report: Regional Public Meeting
Upcoming Events

**NVTC Legislative Committee**
May 25, 2022 at 8:30AM

**NVTC’s WMATA Committee**
June 16, 2022 at 6PM
Questions?

A. Commissioner comments and questions

B. Reminder: Next Commission Meeting is **June 2, 2022**
Meeting is adjourned. Thank you for attending!

Visit us at www.novatransit.org