

NVTC Commission Meeting

May 5, 2022

The meeting will start momentarily.



Meeting materials available at www.novatransit.org

NVTC May 5, 2022 Meeting Agenda

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



CANEK AGUIRRE

NVTC CHAIR
CITY OF ALEXANDRIA

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



CANEK AGUIRRE
NVTC CHAIR
CITY OF ALEXANDRIA



KATE MATTICE
NVTC EXECUTIVE DIRECTOR



SCOTT KALKWARF
NVTC DIRECTOR OF FINANCE AND
ADMINISTRATION

5. ACTION ITEM: Approval of Proposed Amendment to NVTC's FY 2023 General and Administrative Budget and Work Plan

6. WMATA

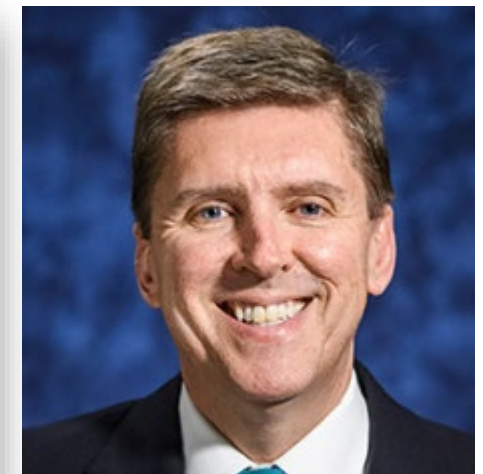
- A. Report from the Virginia WMATA Board Members
- B. Report from the Chair of the NVTC WMATA Committee
 - A. ACTION ITEM:** Authorize the Chair to Send a Letter to WMATA Regarding Virginia's Priorities for the Blue/Orange/Silver Line Capacity and Reliability Study
- C. Other WMATA News



PAUL SMEDBERG
COMMONWEALTH APPOINTEE TO THE
WMATA BOARD OF DIRECTORS



MATT LETOURNEAU
NVTC APPOINTEE TO
THE WMATA BOARD OF DIRECTORS
LOUDOUN COUNTY



WALTER ALCORN
NVTC APPOINTEE TO
NVTC WMATA COMMITTEE CHAIR
FAIRFAX COUNTY

7. Report from the Chair of the Program Advisory Committee



DAVE SNYDER
CHAIR PROGRAM ADVISORY COMMITTEE
CITY OF FALLS CHURCH

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

Bus Rapid
Transit...

connects
Tysons and
Mark
Center...

and serves
East Falls
Church





XAVIER HARMONY
SENIOR PROGRAM MANAGER
TRANSIT RESOURCE CENTER

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)

ENVISION  ROUTE 7

B. I-66 Commuter Choice FY 2023-2024 Program of Projects Briefing



Program Development

Scores and Funding Availability

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

\$21.8M

*total funding request across
nine applications*

\$13.4M

*conservatively expected to be
available for new projects*

Staff-Recommended Program of Projects

Applicant	I-66 Commuter Choice FY 2023-2024 Application	Score (100 Points)	Funding Request
City of Manassas Park	Manassas Park VRE Station Parking Garage	97	\$2,500,000
Arlington County	Ballston-MU Metrorail West Entrance	90	\$4,500,000
OmniRide	Renewal of Bus Service from Gainesville to Pentagon and Navy Yard	83	\$2,560,449
Fairfax County	Renewal of Bus Service from Vienna Metrorail Station to Pentagon	69	\$1,232,850
OmniRide	Renewal of Bus Service from Haymarket to Rosslyn	64	\$947,554
Prince William County	TDM Strategy - Fare Buy-Down on I-66 Commuter Bus Service	60	\$650,000
Total			\$12,390,583

+ 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

Public Comment

April 15 - May 16, 2022



Gracias por tu interés en los proyectos que se encuentran en consideración para el financiamiento del Programa de Commuter 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.

3. If you have not already done so, please review the [I-66 Commuter Choice FY 2023-2024 Project Profiles](#) (click the link to open the profiles). After reviewing the project profiles, please enter your comments below.

* 1. ¿Dónde vive?

La Ciudad de Falls Church

On the next page, you will be able to provide general comments on the program if you wish.

Each text box can have up to 3,000 characters.

* 2. Por favor seleccione el lugar que otro).

La Ciudad de Alexandria

Arlington County -
Ballston-MU
Metrorail West
Entrance:

Fairfax County -
Renewal of Bus
Service from Vienna
Metrorail Station to
Pentagon:

Fairfax County -
Enhanced Bus
Service from
Springfield Park-
and-Ride to
Pentagon:

<https://bit.ly/66input> (English)
<https://bit.ly/66comentarios> (Spanish)

Survey Form

Project Profiles

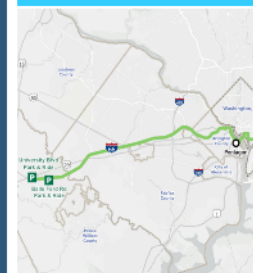
OMNIRIDE

RENEWAL OF BUS SERVICE FROM GAINESVILLE TO PENTAGON AND NAVY YARD

Funded in the FY 2017, FY 2020 and FY 2021, 2022 cycles of I-66 Commuter Choice, this project supports the continued operation of Omniride's popular express bus service between the University Boulevard Park and Ride lot in Gainesville and the Pentagon and Navy Yard. The route has seen rebounding ridership in recent months that is expected to grow further once the Outside the Beltway express lanes open in late 2022.

The renewal would continue operations support for 24 months, with an ex-route stop to be added in the Manassas area at the new Balls Ford Road commuter lot that will soon open.

Funding Request: \$2,560,449

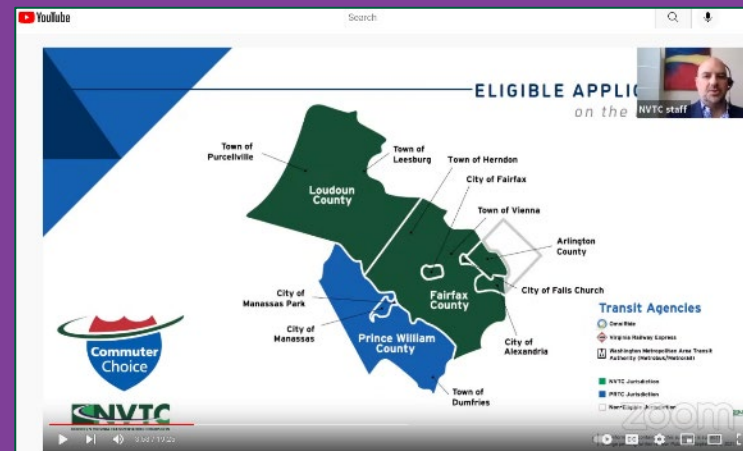


Application Scores

Measure	Score
Technical Merit (up to 70 points) How effectively does the project address the corridor improvement goals? (see About the Program, slide 3)	63
Annualized Cost Effectiveness Up to 15 points How does the Technical Merit score compare to the requested Commuter Choice funding per year of benefit that the investment would provide?	5
Applicant Preference (up to 10 points) Did the applicant identify the project as the top priority of their submitters to this funding round?	10
Interagency Collaboration (up to 5 points) Was the project coordinated with other jurisdictions or agencies in the region?	5
Total Application Score	83

I-66 COMMUTER CHOICE FY 2023-2024 PROJECT PROFILES

Thank you for reviewing the projects under consideration for I-66 Commuter Choice FY 2023-2024 funding. To learn more about Commuter Choice, visit novatransit.org.



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



DAVID MEYER

LEGISLATIVE & POLICY COMMITTEE CHAIR
CITY OF FAIRFAX

8. Report from the Chair of the Legislative and Policy Committee

- A. General Assembly
- B. TSDAC Update
- C. Federal Update



KATE MATTICE

NVTC EXECUTIVE DIRECTOR



AIMEE PERRON-SEIBERT

NVTC LEGISLATIVE LIAISON

9. Virginia Railway Express



JAMES WALKINSHAW
SECRETARY, VRE OPERATIONS BOARD
FAIRFAX COUNTY

- 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





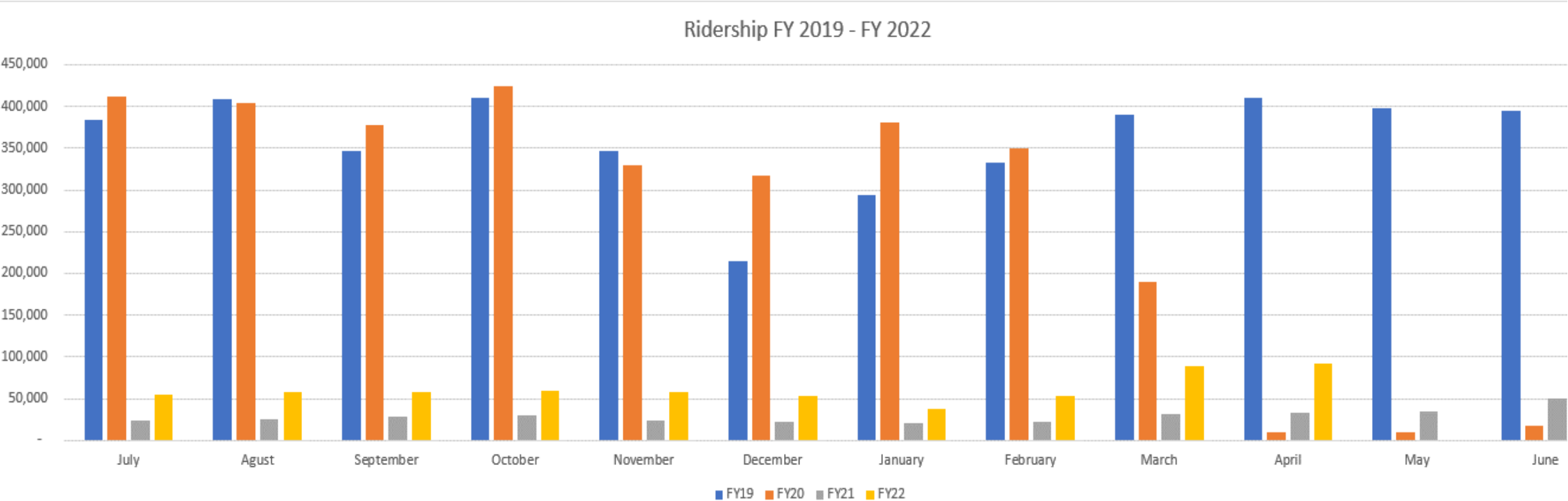
RIDERSHIP RECOVERY EFFORTS

Joe Swartz

Director of Government and Community Affairs

May 5, 2022

VRE AVERAGE DAILY RIDERSHIP FY 19 - FY 22





Virginia Railway Express Marketing Campaign 2022

MEDIA ASSETS										
			FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT
MEDIA	AD UNIT	DESCRIPTION / TARGETING								
Streamed Audio Impressions Total: 624,875	:15/:30 Non-Skippable Audio	15/:30 /:60 non- skippable audio that will be consumed by iHeart Radio App 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.								
Email Marketing Impressions Total: 375,000	Custom Email	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 1%. We will reach 250K email addresses under the classification of commuters or federal workers in the VA area.								
Geo-Fencing/Blueprinting Impression Total: 666,533	Mobile App Display	100% Mobile App display ads through 150K apps Targeting through location of train stations/billboards/offices/federal government buildings Targeting mobile ID's classified as "Commuters" because of the frequent travel of their mobile ID								
Programmatic Display Impression Total: 833,167	Desktop & Mobile Display	Desktop + Mobile display ads on a network of external websites that iHeartMedia has in its database Display ads will be targeted to a specific behavior/audience/keywords/contextual/etc.								
OTT Video Streaming	:15-:30 Non-Skippable Video Unit	:15/:30 non-skippable 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								
Social Media	TBD on platform	Leverage any of the 8 social media platforms: Facebook, Instagram, Tik Tok, Snapchat, YouTube, LinkedIn, Pinterest, Redditt Target by audience/geography								

= campaigns have been committed

= campaigns under consideration

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

moving forward

TOGETHER



Local Transit Partners

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



This campaign is sponsored by the Virginia Department of Rail and Public Transportation.



YELLOW LINE SHUTDOWN MITIGATION STRATEGIES

The Washington Post

Democracy Dies in Darkness

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



JENNIFER DEBRUHL

*ACTING DIRECTOR, VIRGINIA DEPARTMENT
OF RAIL AND PUBLIC TRANSPORTATION*



11. Executive Director's Report: March 2022 Highlights



**I-495 Express Lanes
Northern Extension
(495 Next) Groundbreaking**

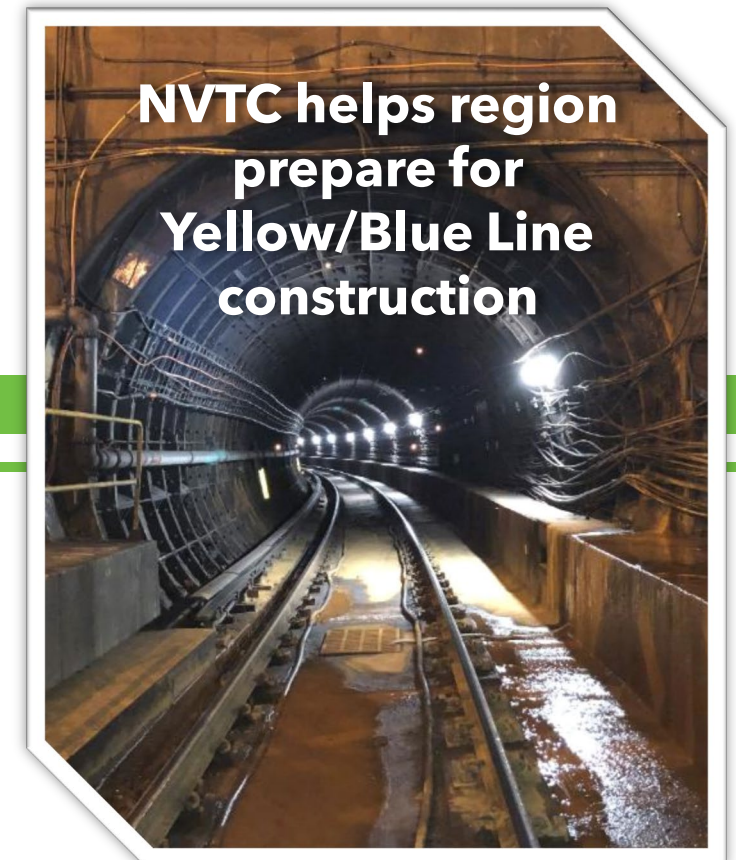
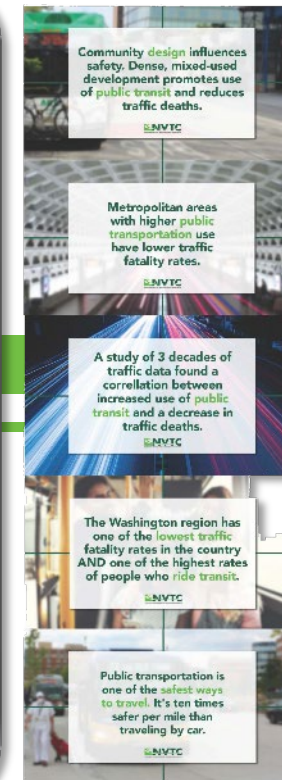
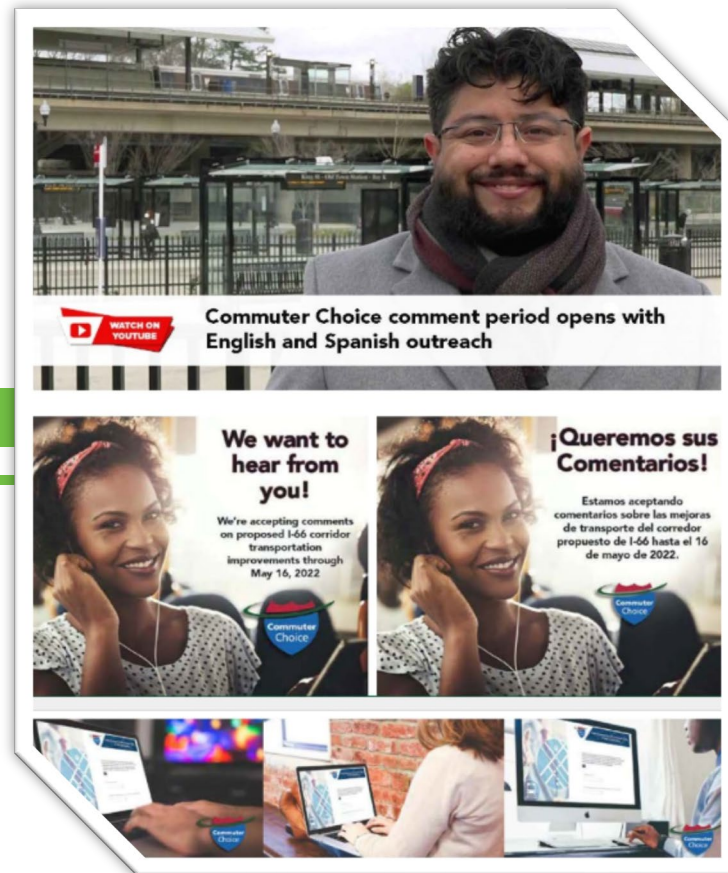


**APTA Legislative
Conference**



**Nova transit-oriented
development
highlighted at panel**

11. Executive Director's Report: April 2022 Highlights



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**



CANEK AGUIRRE

NVTC CHAIR
CITY OF ALEXANDRIA

NVTC Commission Meeting

March 3, 2022

Meeting is adjourned. Thank you for attending!



CANEK AGUIRRE
NVTC CHAIR
CITY OF ALEXANDRIA



DALIA PALCHIK
NVTC VICE CHAIR
FAIRFAX COUNTY



MATT de FERRANTI
NVTC SECRETARY-TREASURER
ARLINGTON COUNTY

Visit us at www.novatransit.org