



# Commuter Choice FY 2022 Annual Report

**October 6, 2022**

**Ben Owen**  
*Commuter Choice  
Senior Program Manager*

**Adam Hager**  
*Commuter Choice  
Senior Program Analyst*

# FY 2022 Annual Report



22

Transit, Access  
To Transit & TDM  
Projects in Service  
in Spring 2022

4,000+  
PEOPLE moved each  
weekday



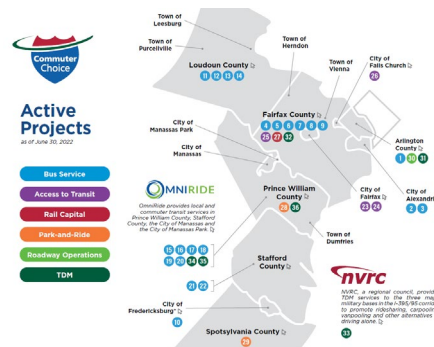
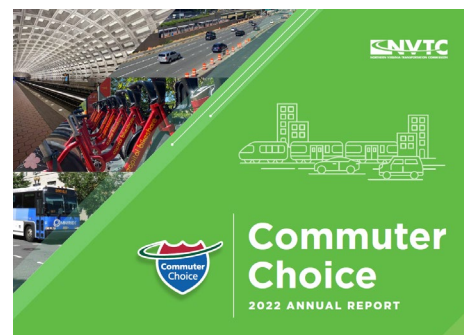
850  
PEOPLE

12 Projects



3,200  
PEOPLE

9 Projects



*Commuter Choice Projects  
moved many more people  
each weekday in Spring 2022  
compared to Spring 2021:*



3x  
as many



7x  
as many

\$24 MILLION  
in regional economic  
benefits from reduced  
travel delay



100  
automobile  
crashes avoided



↓69%  
greenhouse gas  
emission reduction  
relative to single-  
occupancy trips



82 MILLION  
fewer vehicle  
miles traveled



\$12 MILLION  
in fuel cost savings  
for commuters



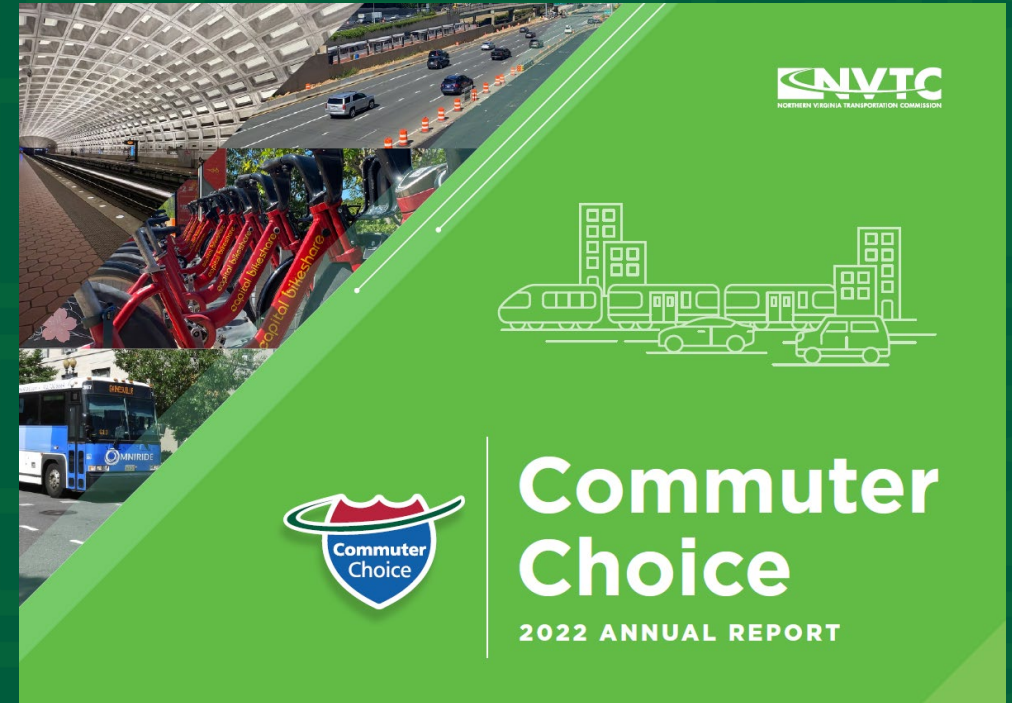
3.5  
MILLION  
trips on the I-66 &  
I-395/95 corridors



900,000  
hours of travel time savings



**ACTION ITEM:** Authorize the Executive Director to Submit the NVTC Commuter Choice Program FY 2022 Annual Report to the Commonwealth Transportation Board



# I-395/95 Commuter Choice FY 2024-2025 Call for Projects and Proposed Policy Changes

**October 6, 2022**

**Ben Owen**  
*Commuter Choice  
Senior Program Manager*

**Adam Hager**  
*Commuter Choice  
Senior Program Analyst*



# I-395/95 FY 2024-2025 Funding Cycle

**\$45-48M**

available for new projects

## **How could this funding:**

Leverage the 95 Express Lanes Fredericksburg extension?

Support Commonwealth rail plans?

Make transit more attractive to help rebuild ridership?



# I-395/95 FY 2024-2025 Call for Projects Process

## October

- **Oct. 6:** Commission briefings on call for projects and proposed policy changes
- **Late Oct.:** Overview webinar for eligible applicants



## November

- **Nov. 3:** Commission action to open call for projects and adopt policy changes
- **Mid-Nov.:** Application materials available
- **Late Nov.:** One-on-one workshops with applicants to review project ideas



*NVTC staff  
available  
as a  
resource  
during  
application  
period*

## January

- **Jan. 27:** Applications due at the end of the day

# Getting From a Set of Applications to a Program of Projects



**Jan**

- Applications Due End of Month (Jan. 27)

**Feb**

- Eligibility Review (All Applications)

**Mar**

- Technical Evaluation (Eligible Applications)

**Apr**

- Public Comment Opens
- JCWG Meets to Consider/Endorse Program of Projects

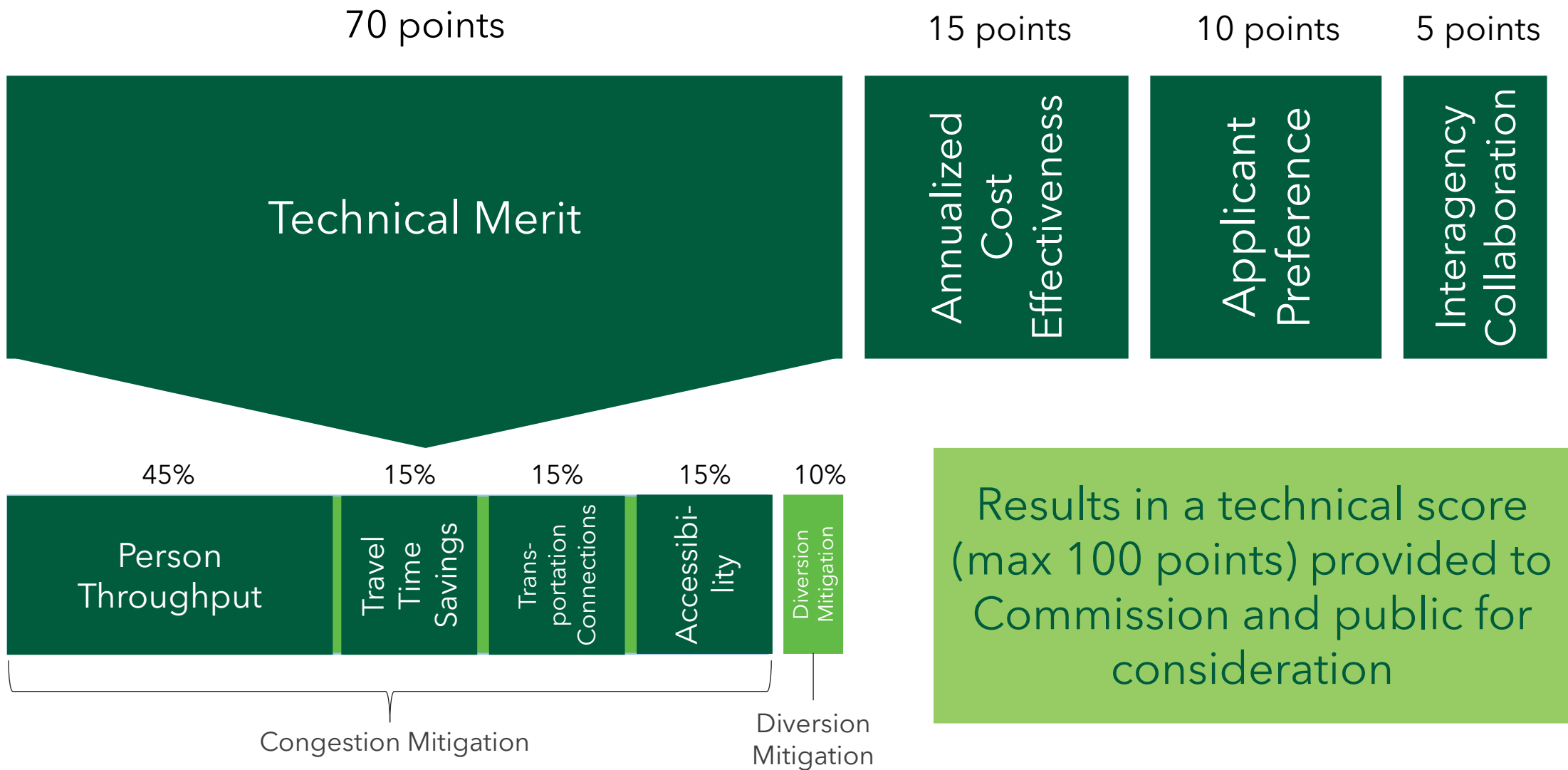
**May**

- Commission Briefing on JCWG-Endorsed Program of Projects
- Public Comment Closes

**Jun**

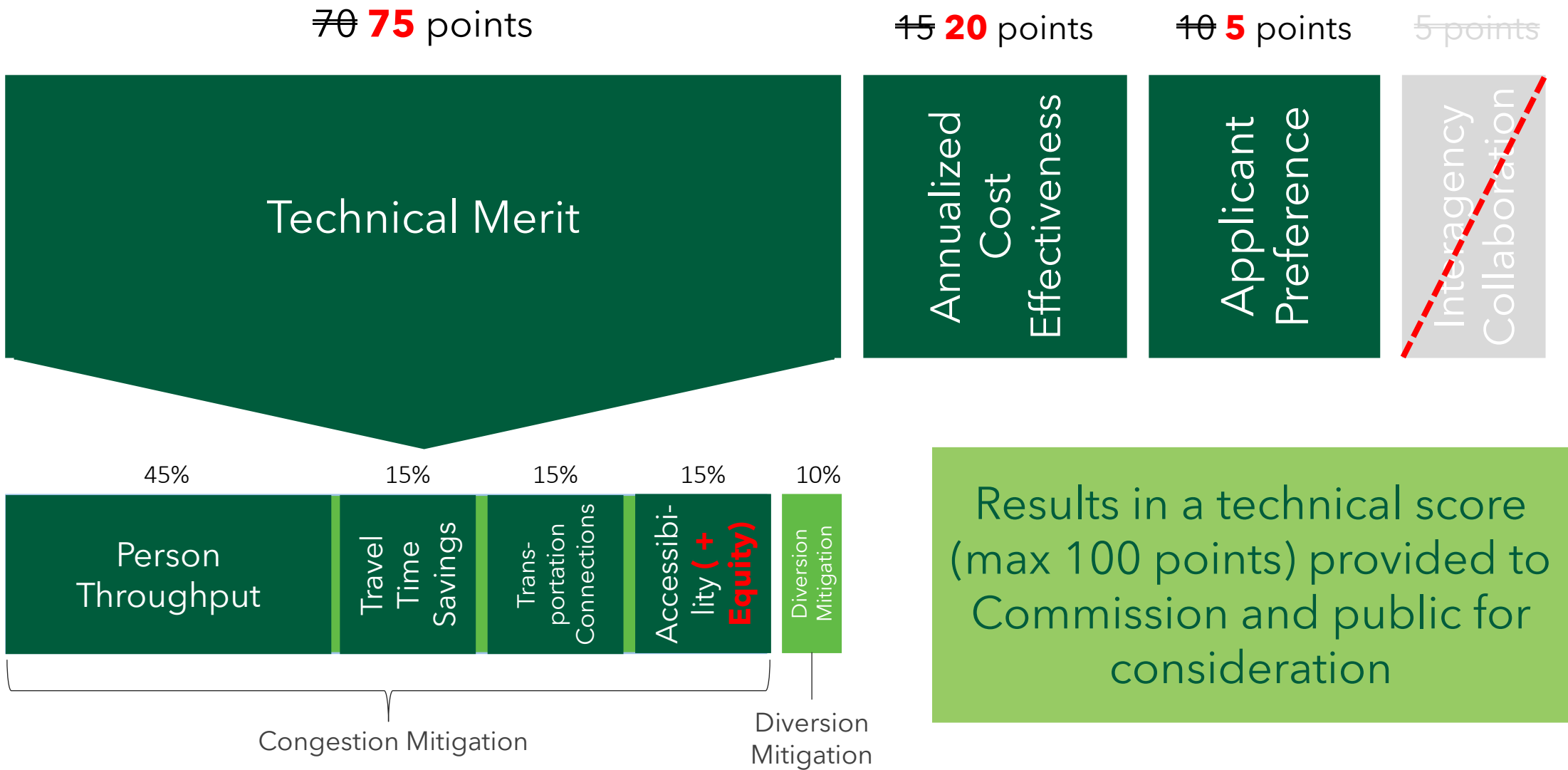
- Commission Action to Adopt Program of Projects
- Commonwealth Transportation Board Approves Program of Projects

# Current Technical Evaluation Process





# Proposed Technical Evaluation Process



# RIDERSHIP & FARE REVENUE



- FY 2023 average ridership projected at 8,000/day – steadily increasing over 12 months, ~\$25 million fare revenue
- FY 2024 preliminary ridership projected at 10,000/day, ~\$29 million fare revenue
- Expect average fare to decline from current levels as shorter trips return and ticket buying behavior evolves
- No fare changes recommended by staff

# OUTLOOK ON PANDEMIC RELIEF FUNDS

- CARES Act funds (\$7 million remaining) on track to be fully expended by FY2023-Q1, will transition to using American Rescue Plan (ARP) funds
- Deficit in preliminary FY2024 budget is \$32 million – would be supported by ARP funds
- Dollar-for-dollar tradeoffs in pandemic relief vs. other revenue sources

# STATE & LOCAL ASSISTANCE

- Preliminary budget includes \$18.3 million jurisdictional subsidy:
  - Return to FY 2021 level
  - Relief provided in both FY 2022 (\$4.8 million) and FY 2023 (\$13.5 million)
- Allocation of subsidy will depend on rider survey results:
  - Will have preliminary results for review at November Board meeting
- VPRA providing track access fee reimbursement, DRPT providing state operating assistance



# TRV & PLANNED ADDITIONAL SERVICE

- First opportunity to improve service frequency as part of TRV
- Not included in preliminary budget
- Estimated net cost of new round-trip train on each line:
  - Fredericksburg: \$2.5 million
  - Manassas: \$2.1 million
- If consensus is to introduce service in FY 2024, incremental costs and revenues will be incorporated into budget





Re-**DISCOVER**  
**YOUR RIDE**

Re-**DESCUBRA**  
**SU VIAJE**



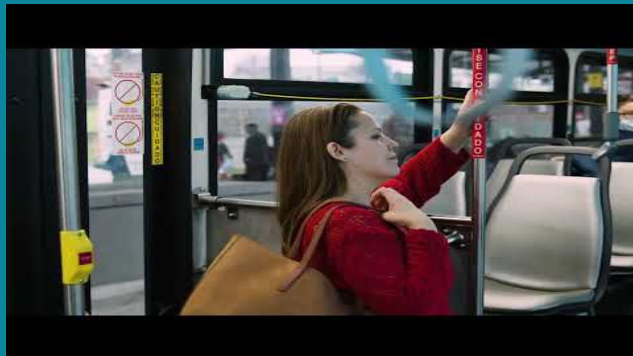


# Re-DISCOVER YOUR RIDE

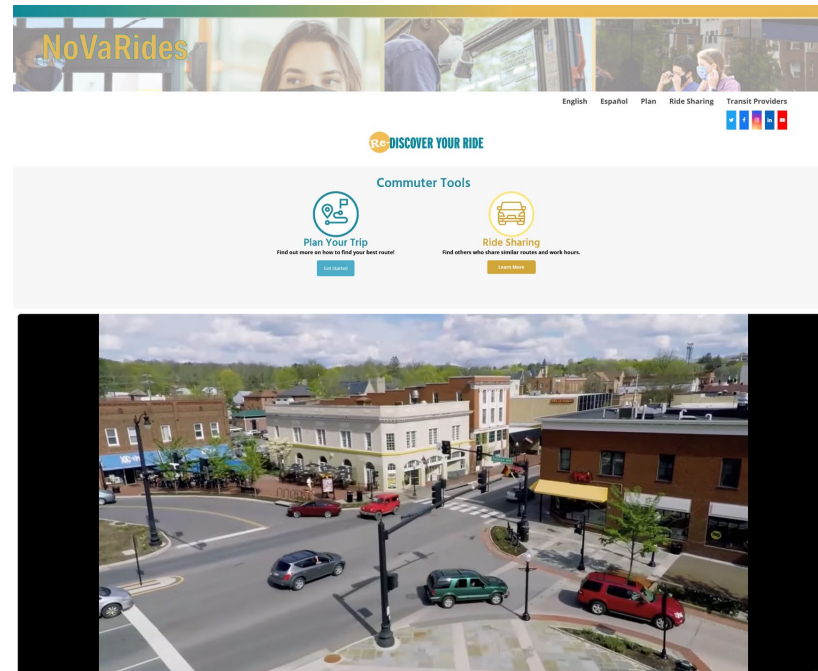


Over 9,200 radio ads  
aired between July and  
September

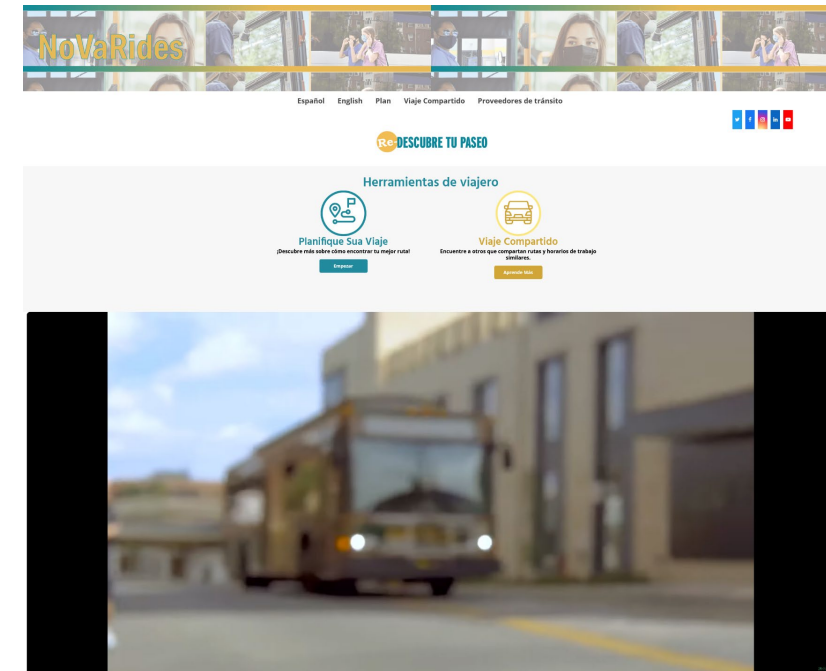
- 62.5% lift in website traffic (339 visits/day)
- 189% over pre-pandemic campaign



## NoVaRides.org page views:

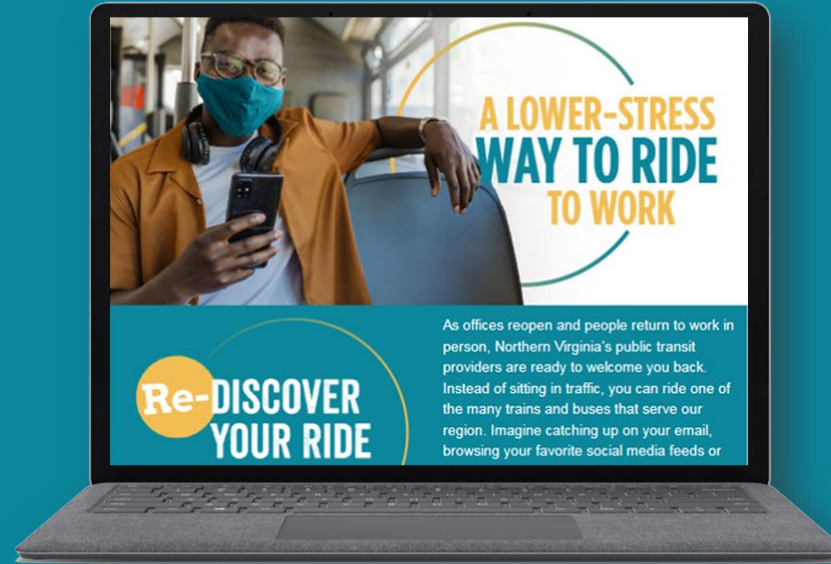


English: 50,000 views



Spanish: 14,000 views

# Re-**DISCOVER** YOUR RIDE



## Twitter:

- 591,895 impressions
- 122,928 clicks
- English: 79,810 clicks
- Spanish: 43,118 clicks

**Average Click-Through Rate (CTR): 23%**

\*Industry average is 0.28%



¡Nos estamos ocupando de todo para que usted pueda **viajar con tranquilidad!**





# Re-**DISCOVER** YOUR RIDE



We've  
got this.

So you  
can relax  
and ride!

Re-**DISCOVER**  
YOUR RIDE



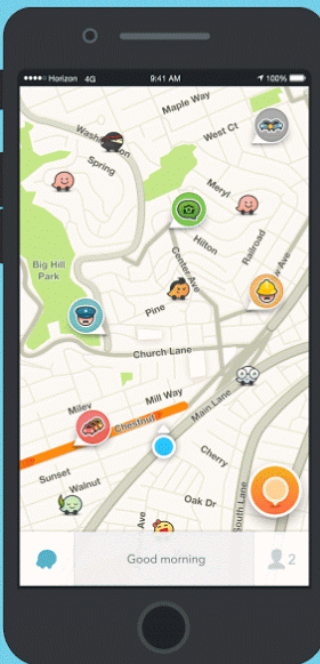
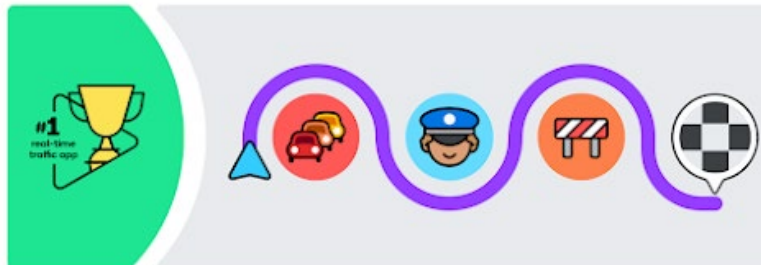
¡Nos estamos  
ocupando de  
todo para que  
usted pueda

viajar con  
tranquilidad!

Re-**DESCUBRA**  
SU VIAJE



Get the best routes with real-time alerts  
for traffic, police, accidents & more



Around You	
<b>Wiehle-Reston East Metro Station Parking</b> 1908 Reston Station Blvd, Reston, Virginia	5.4 miles
<b>Parking - Braddock Road Rail Station</b> Alexandria, Virginia	23 miles
<b>McLean Station Kiss and Ride</b> 7597 Colshire Drive, McLean, VA	12 miles
<b>Spring Hill Metro Kiss and Ride Lot</b> 1576 Spring Hill Road, Vienna, VA	11 miles
<b>Kiss And Ride</b> 5011 Village Fountain Place, Centreville, VA	9.9 miles
<b>Herndon Monroe Deck Kiss &amp; Ride</b> 12530 Sunrise Valley Dr, Reston, Virginia	3.6 miles
<b>Vienna Metro South Kiss &amp; Ride</b> Saintsbury Dr, Oakton, Virginia	12 miles

**waze**

## August Insights:

- 548,987 impressions
- 7,700 clicks



# NVTC Post-Shutdown Marketing

- NVTC will seek a grant from DRPT and a local match to conduct a “return to ridership” marketing campaign
- If awarded, NVTC will lead a collaborative marketing effort on-air and online targeted to potential Northern Virginia riders
- The marketing campaign would complement efforts by Metro and NoVa providers

# Questions?





# NVTC Commission is in Closed Session.

**For the listening public, if there is an interruption in the live feed, please go to NVTC's YouTube channel to connect to a new live feed.**



# **NVTC Commission is back in Open Session.**

Vice-Chair Palchik will request a motion to certify the Closed Session.