Phase one of the regional marketing campaign, "Ride With Us," kicked off June 1st with digital ads targeting riders along the Blue/Yellow Lines.

1.5 million impressions on NoVaRides.org:
- English: 8,609 clicks
- Spanish: 4,253 clicks
Last August, We Set Out To Accomplish:

Must-Achieve “Big Wins”
- 7000-series return/increase frequencies
- Silver Line Opening
- Bus Transformation/ Network Redesign
- FY24 Budget Approval (Closed Budget Gap)
- Board Approved Strategic Transformation Plan
- Potomac Yard/VT Station Opening
- Station Rehabilitation Completion (Orange Line)

Customer Service “Big Wins”
- Signage Improvement (Physical /Digital)
- Cleanliness (Trains and Buses)
- Fare Enforcement (Citations/ Fare Gate Mod)
- Customer Service Training
- More 8-Car Trains/High Frequency Routes
- Body Worn Cameras Program Deployment
- More Consistent Customer Communications
- Increase Enforcement of Bus Lanes/Steps
FY23 - A Year End Review

Rail Customer Satisfaction

- 68% (July 2022)
- 84% HISTORIC HIGH (June 2023)

Bus Customer Satisfaction 69% to 71%
Your Metro, The Way Forward

Strategic Transformation Plan

Your Metro: The Way Forward

Our vision is to be the region’s trusted way to move more people safely and sustainably.

Here’s how we can reach it together:

**SERVICE EXCELLENCE** Deliver safe, reliable, convenient, and enjoyable service for all customers.

**REGIONAL OPPORTUNITY AND PARTNERSHIP** Design transit service to move more people and connect a growing region.

**SUSTAINABILITY** Manage resources responsibly to achieve a sustainable operating, capital, and environmental model.

**TALENTED TEAMS** Attract, develop, and retain top talent where individuals feel valued, supported, and proud of their contribution.

#YourMetro

Washington Metropolitan Area Transit Authority
February 2023
Customer Highlights

- Increased bus and rail services
- Simplifies fares for customers
- New Metro Lift low-income fare program
- Caps Metro Access fares at $4
- Furthers the Better Bus Initiative and enhances safety measures
- Zero-Emission Bus Transition
- 8000-Series Fleet of the Future
- Expanded bus service including the new 16M route to National Landing and the return of the 11Y route from Mt. Vernon to DC
FY23: A BUSY YEAR FOR METRO

- 73% increase in train trips
- 22 miles of new track
- 105% increase in customer engagement responses
- 7 new stations systemwide
- 1M SmarTrip® cards in wallet
- 300+ MTPD community events

- 92.5% on-time MetroAccess pickup performance
- 16% increase in rail satisfaction and 2% increase in bus satisfaction
- 21 new escalators
- 33% exceeded goal on Federal Diverse Business Enterprise
- 1,299 new hires including 605 new bus and rail operators
- $100M invested in transit-oriented development

12,000 employees. Countless achievements. ONE Metro.
Recent Ridership Trends

- Over 1.8M trips to and from Silver Line Phase 2 stations since opening and 610,000 trips to and from Washington Dulles International Airport Station
- McLean Station seeing around 1,000 additional entries in middle of weekday largely due to Capital One return to office policy
- Potomac Yard-VT Station seeing about 1,000 entries per weekday and 800+ entries on weekends
- On June 6th, Metro reached a post-pandemic ridership record with 802,000 rail and bus trips systemwide
- July 4th rail ridership reached 410,000 station entries, a level not seen since 2015
  - 86,000 customers travelled through Rosslyn Tunnel and 43,000 over the Yellow Line Bridge
  - i.e. Franconia-Springfield 11,000 entries and exits, up 51% from Tuesdays in June
Metro and the Region are Growing Together

Within ½ mile of Metrorail stations and bus stops in the Compact area:

- 60% of population • 2.8M people
- 70% of jobs • 1.7M jobs
- 50% of employers • 134,400 businesses

The ½ mile around Metrorail stations is just 3% of the region’s land but contains:

- 30% of property value • $328B
- 40% of jobs
- 65% of new office development
- 50% of new apartments
- 25% of affordable housing
- 13 Fortune 500 headquarters

Sources: U.S. Census Bureau (2020, 2021); MWCOG Multifamily Rental Housing Construction Indicators Report (Oct. 2022); MWCOG Commercial Construction Indicators Report (Jun. 2022)
The Path Forward

- Thanks to federal operating funding, FY24 budget was passed with little impact to customers
- Facing unprecedented shortfalls exceeding $750M starting with the upcoming FY25 budget, which begins July 1, 2024
  - Largely due to loss of federal operating funding, increased costs, and reduced revenue and ridership as a result of the pandemic
- Dedicated Capital Funding fully obligated to debt service by FY30
- Need help from the entire region to identify solutions together
FY2025: Unprecedented Operating Deficits Begin

More than 75% of deficit remains with fully recovered ridership

State and Local Subsidies

Fares and Other Revenues

Federal Relief

Historic Inflation

Pandemic

Project as of June 2023
FY2025 $750M Deficit Drivers in Detail

Jurisdiction Subsidy Credit
$196M
At the onset of the pandemic, Metro provided support to jurisdictions in the form of a subsidy reduction and forgone 3% increases.

Inflation & Collective Bargaining Agreements
$266M
Metro’s contractual commitments and inflation soared by 10% in one year during the pandemic and FY2025 outlook assumes continued inflation of approximately 5%. Inflation from FY2024 to FY2025 grew on average about 5%.

Decreased Revenue Since Pandemic
$288M
Overall ridership forecast to be approximately 25% below pre-pandemic levels along with greater prevalence of shorter distance trips outside of weekdays. Parking and advertising revenues also impacted.

FY2025 Operating Gap
- 26%
- 38%
- 36%
Balancing Budget with Service Cuts Would Devastate Region

Impacts of a 67% cut to Metro

- Worse service, quality, security, and accessibility
- Stops ridership recovery; below current capacity needs
- Could serve only 300,000 rail and 200,000 bus trips a day
- Triggers transit death spiral

### Failure to Invest in Metro’s Future

<table>
<thead>
<tr>
<th>Ridership Impact</th>
<th>-95M (-40%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FTE Impact</td>
<td>-5,300 (-41%)</td>
</tr>
<tr>
<td>Operating Budget Impact</td>
<td></td>
</tr>
<tr>
<td>Expense</td>
<td>-$947M (-37%)</td>
</tr>
<tr>
<td>Revenue</td>
<td>-$197M (-37%)</td>
</tr>
<tr>
<td>Net</td>
<td>-$750M</td>
</tr>
<tr>
<td>Deficit</td>
<td>$0</td>
</tr>
</tbody>
</table>

Assumes Full Jurisdictional Subsidy

Note: amounts may not sum due to independent rounding
Capital Funding Deficit Approaching

Dedicated capital funding borrowing capacity projected to be exhausted in FY2029 and new capital funding will be needed to address ongoing system safety, renewal and modernization needs.
Thank You!
Zero- and Reduced-Fare Policy
A Northern Virginia and National Perspective

July 2023
A Tale of Transit Fare Policies: Northern Virginia's Seven Bus Providers

**Loudoun County Transit**
- Employer Transit Benefits
- Local Routes $1
- Kids 10 and Under (Local Routes)*

**Fairfax CUE**
- All Routes**

**Fairfax Connector**
- Employer Transit Benefits
- Adults 65 and Older
- Low-Income Households**
- People with Disabilities
- Fairfax Grade 7-12 Students
- Kids 12 and Under*

**OmniRide**
- Employer Transit Benefits
- Adults 60 and Older
- People with Disabilities
- Local Routes

**Arlington Transit (ART)**
- Employer Transit Benefits
- Reduced Fare
- Zero Fare
- Adults 65 and Older
- People with Disabilities
- Arlington K-12 Students

**DASH**
- All Routes**

**Metrobus**
- Employer Transit Benefits
- Adults 65 and Older
- Low-Income Households
- People with Disabilities
- DC K-12 Students

*When accompanied by a paying adult

**Programs funded via DRPT TRIP grant

Source: NVTC and Agency Websites
Considerations for Fare Policy

- Would eliminating fares remove existing funding sources from employers, universities, or schools?
- What percentage of the budget is funded from fare revenue?
- How much does it cost to operate and maintain the fare collection system?
- What are your goals for eliminating fares?

Zero fares but unresolved issues...

**AZ: Tucson public transit fares to stay free through 2023**

The City Council voted unanimously Tuesday to extend the moratorium on fares as it waits for buy-in from other regional entities to raise enough money to keep the local transportation system permanently free for riders.

*By Nicole Ludden
*Source The Arizona Daily Star, Tucson (TNS)*
What’s Happening Nationwide?

Or focused programs to reduce, remove or shift responsibility for fares

“We modeled it to be based on what we expect to be revenue neutral for SEPTA. And then over time we hope to capture the additional ridership and revenue as we induce demand from additional people who want to ride now that they have a pass that feels free to them.”

SEPTA Senior Budget Director

https://whyy.org/articles/septa-key-advantage-institutional-program-expands/
ALEXANDRIA TRANSIT COMPANY

FREE FARE PROGRAM
NVTC PRESENTATION
JULY 6, 2023
FREE FARE PROGRAM OVERVIEW

• Fare Collection Eliminated; September 2021.

• Funded by $7.1m grant and increase in local subsidy.

• Fare Free Framework; September 2021.

• Established Performance Metrics: Ridership, Customer Survey/Feedback, Operator Feedback, Budgetary Impacts, etc.
**SUCCESES**

- Average daily ridership has **doubled in first year** of free fares.

- ~4.5m rides in Fiscal Year 2023: the highest ridership in the history of DASH.

- Substantial **ridership increases** observed mid-days, evenings and weekends.

- Eliminated fare disputes.

- Reduced **dwell time**.

**CHALLENGES**

- Periodic **overcrowding** seen on some lines due to student riders.

- Slight increase in **loitering** on buses.

- Increase in driver **assaults** (non fare related)

- Slight increase in trash/litter/vandalism.
MONTHLY DASH RIDERSHIP FY17 - CURRENT

DASH Total Monthly Ridership (FY2017-FY2023)
CUSTOMER SURVEY (2022)

• **71%** of riders responding they are **riding DASH more** because it is free (**80% among low-income riders**).

• **22%** of riders new to **DASH** in last year; top factors: increased frequency (52%) and free fares (44%).

• **67%** responding that free fares **improved their perception** of DASH service.

• **Primary concerns**: overcrowding and feelings of onboard safety/comfort.
CUSTOMER SURVEY (FALL 2022)

"Most Important" Factors for DASH Customers Who Are Riding More Often

- Increased Frequency: 40.0%
- Longer Service Hours: 25.0%
- More Useful Routes: 25.0%
- Free Fares: 45.0%
- Higher Fuel Prices: 15.0%
- COVID Recovery: 30.0%
- Environmental/Climate: 30.0%
NEXT STEPS

• Automated Passenger Counting Technology
• Removal of Fare Box Equipment
• Sustaining Funding for Fare Free
• Continued Passenger Surveys
• Enhanced Partnerships with School System
• Mitigating Passenger Behavior Challenges
Thank You,
Questions?

Email: JOSH.BAKER@ALEXANDRIAVA.GOV
Website: DASHBUS.COM
DBE Program and Goal Setting
Leveling the Playing Field for Disadvantaged Businesses in Northern Virginia

NVTC Commission
July 6, 2023

Brittany Sumpter, JD
Senior Grants and Procurement Manager
DBE Liaison Officer
What is a DBE?

Disadvantaged Business Enterprises ("DBEs") are small businesses that are owned and controlled by socially and economically disadvantaged individuals and have been certified as such by the state where they wish to operate as a DBE.

- African Americans
- Hispanic Americans
- Native Americans
- Asian Americans
- Women

Personal Net Worth (PNW) that does not exceed $1.32 million
Objective of the DBE Program

What are we trying to accomplish?

**Remove barriers** to the participation of DBEs in federal funded contracts.

**Level playing field** on which DBEs can compete fairly for federal funded contracts.

**Develop firms** that can compete successfully in the marketplace outside the DBE program.
FTA recipients who reasonably anticipate awarding more than $250,000 in FTA funds in prime contracts in a Federal fiscal year must develop **overall goals** for DBE participation in FTA-assisted contracts once **every three years**.

<table>
<thead>
<tr>
<th>Project Name</th>
<th>FTA Assistance</th>
</tr>
</thead>
<tbody>
<tr>
<td>NVTC</td>
<td></td>
</tr>
<tr>
<td>Route 7 Design and NEPA Analysis</td>
<td>$ 2,000,000</td>
</tr>
<tr>
<td>City of Alexandria</td>
<td></td>
</tr>
<tr>
<td>Eisenhower Avenue Pedestrian Improvements</td>
<td>$ 3,334,716</td>
</tr>
<tr>
<td>Phase II</td>
<td></td>
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<tr>
<td>Potomac Yard - Metroway Extension to the North</td>
<td>$ 1,256,416</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$ 6,591,132</strong></td>
</tr>
</tbody>
</table>

NVTC’s anticipated FTA-funded projects that will be awarded over the next three years.
Methodology
How is this goal calculated?

1. Unbundle large projects into smaller work categories
2. Account for all DBE firms in market area using Virginia DBE Directory
3. Account for all firms (DBE and non-DBE) in market area using U.S. Census Database
4. Calculate goal using federal DBE Goal Formula
5. Determine if an adjustment is necessary

Overall DBE Goal
16%
How to “Meet” the Goal?

- Establish DBE Goals on all FTA funded contracts
- Ensure bidders demonstrate **good faith efforts** to meet the established DBE Goal before awarding a contract
- Conduct **site visits** to ensure DBE firms are being used
- Verify **Prompt Payment** to DBE Firms
- Consult with DBE Firms
- Report participation to FTA
Performance
How are we doing?

- Obtained **14% DBE Participation** in new contracts
- Subcontracts awarded to **Hispanic American, Asian-Pacific American and women owned businesses**
- Over **$1.6 million** paid to DBEs in ongoing contracts

*Data retrieved from DBE Semi-annual reports submitted to FTA during FFY 2020 - 2022*
Beyond the Goal
Proactive Engagement

✓ Technical assistance to jurisdictional staff

✓ Public outreach to DBE firms

✓ NOVA DBE Roundtable

Highly encourage Small, Women-owned, and Minority-owned Business (SWaM) and Service Disabled Veteran-Owned Business utilization in non-federal procurements
Thank You.