



# Ride With Us!

2023 REGIONAL MARKETING CAMPAIGN



# Campaign Overview

Three-month marketing campaign  
(English/Spanish) targeting commuters along the  
Blue/Yellow Line corridors to:

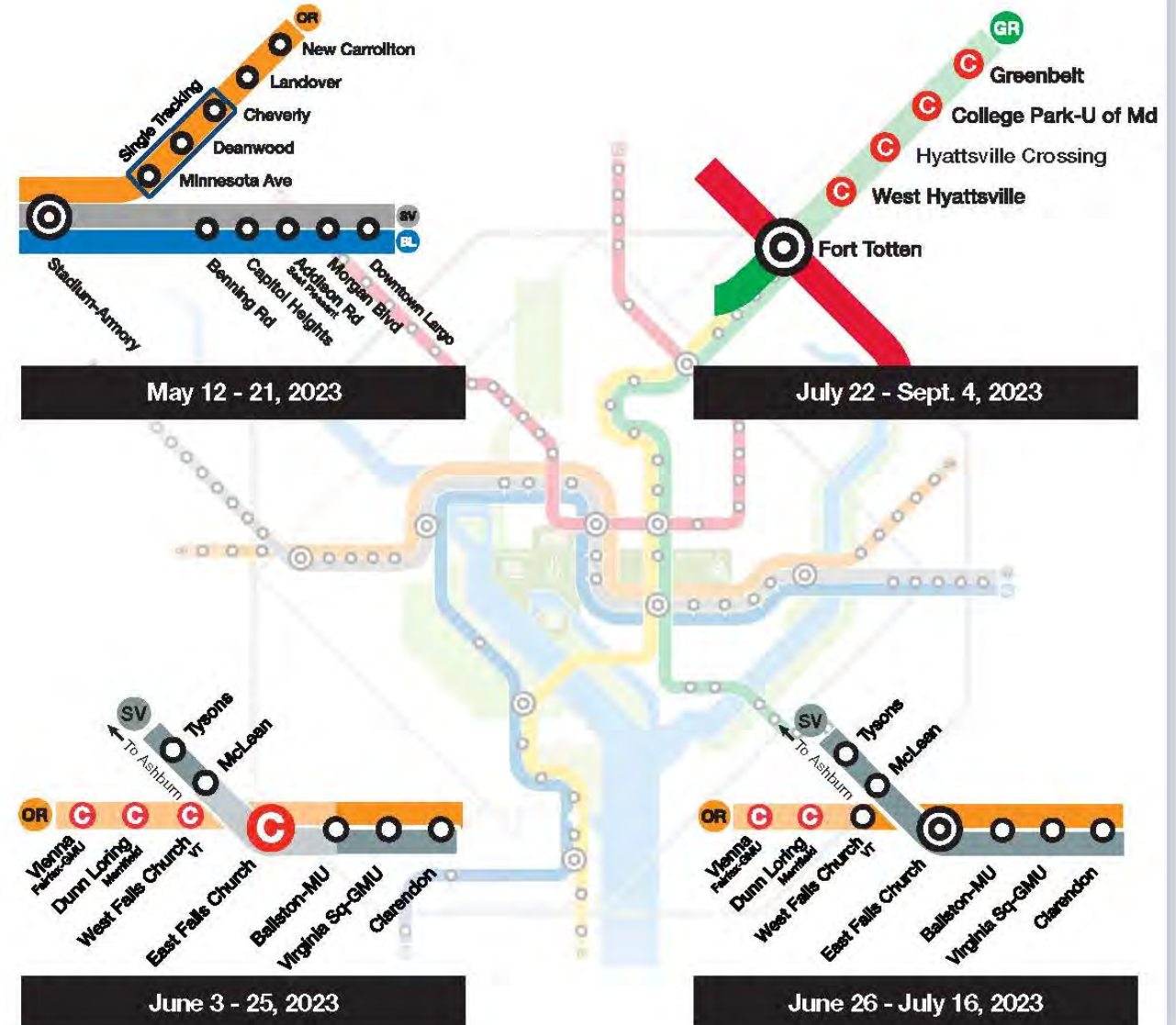
- Support the reopening of the Yellow Line Tunnel/Bridge (**May 7, 2023**)
- Promote the opening of the Potomac Yard Station (**May 19, 2023**)
- Promote public transit use and the NovaRides.org service in the region



# Summer Outages

Maintenance work on the Virginia Orange Line closes East Falls Church to Vienna Metro Stations between June and July.

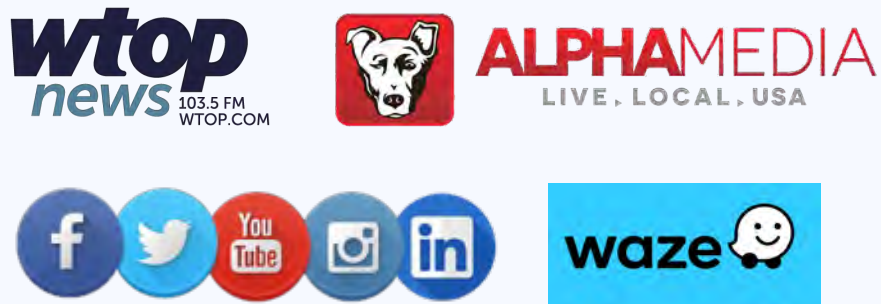
Metro: <https://wmata.com/about/news/2023-Major-Construction-travel-alternatives.cfm>



# Campaign Strategy

## Phase One (June 1): Digital/Social Media

Includes geo-targeted social media ads, video streaming, website display ads, targeted email ads, and dedicated advertising on the Waze mobile app.



## Phase Two (July 17): Radio/Streaming/Social

Includes phase one tactics **in addition to** radio and audio streaming, podcasts and sponsorship of the Washington Commanders pre-season events.

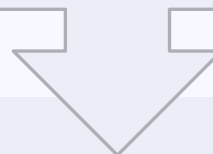




# Expanded Reach



**ALPHAMEDIA**  
LIVE, LOCAL, USA



**Total Traffic**  
& Weather Network

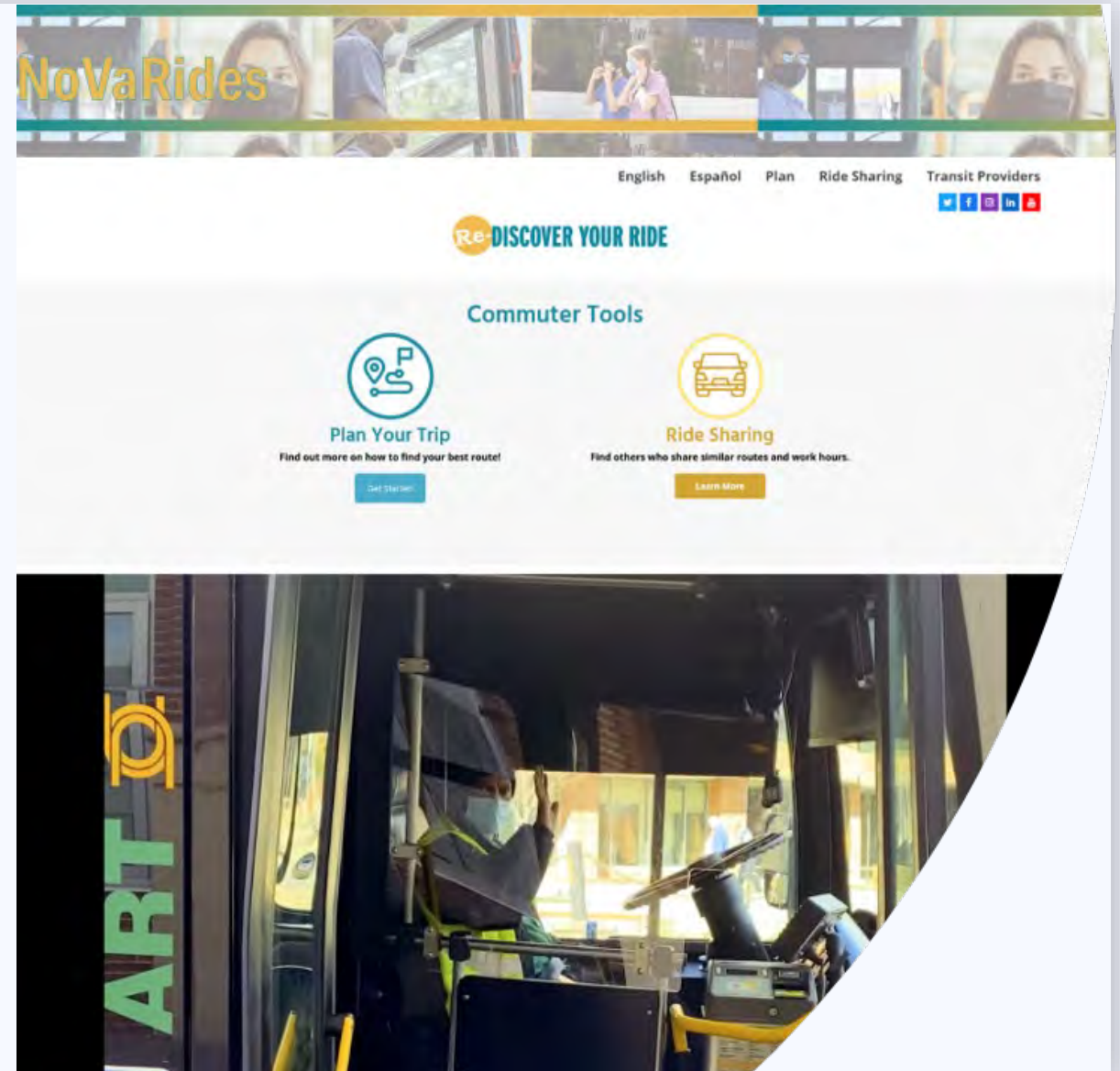


# NovaRides.org

Rebranding the NovaRides.org English and Spanish landing pages to include:

- New logo
- New Style Guide/Graphics

**NOVA  
RIDES**





# Questions?





# I-395/95 Commuter Choice FY 2024-2025 Staff-Recommended Program of Projects

**May 4, 2023**

**Ben Owen**  
Commuter Choice  
Senior Program Manager

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# JCWG-Endorsed Program: The Principles

**\$88M**

in funding  
requests

**\$48M**

available

With a max of

**\$16M**

for transit operating  
costs

- **Maximize the use of available funding**

- Transformative larger capital proposals: split funding over this and the next (FY26-27) program
- Transit services: continue funding for high-performing service enhancements and strategic further expansions

- **Distribution of funds**

- Strong set of applications; ensure all applicants receive funding at least for their highest-priority projects
- Support a variety of regional transit initiatives

# JCWG-Endorsed Program: The Numbers

**\$48M**

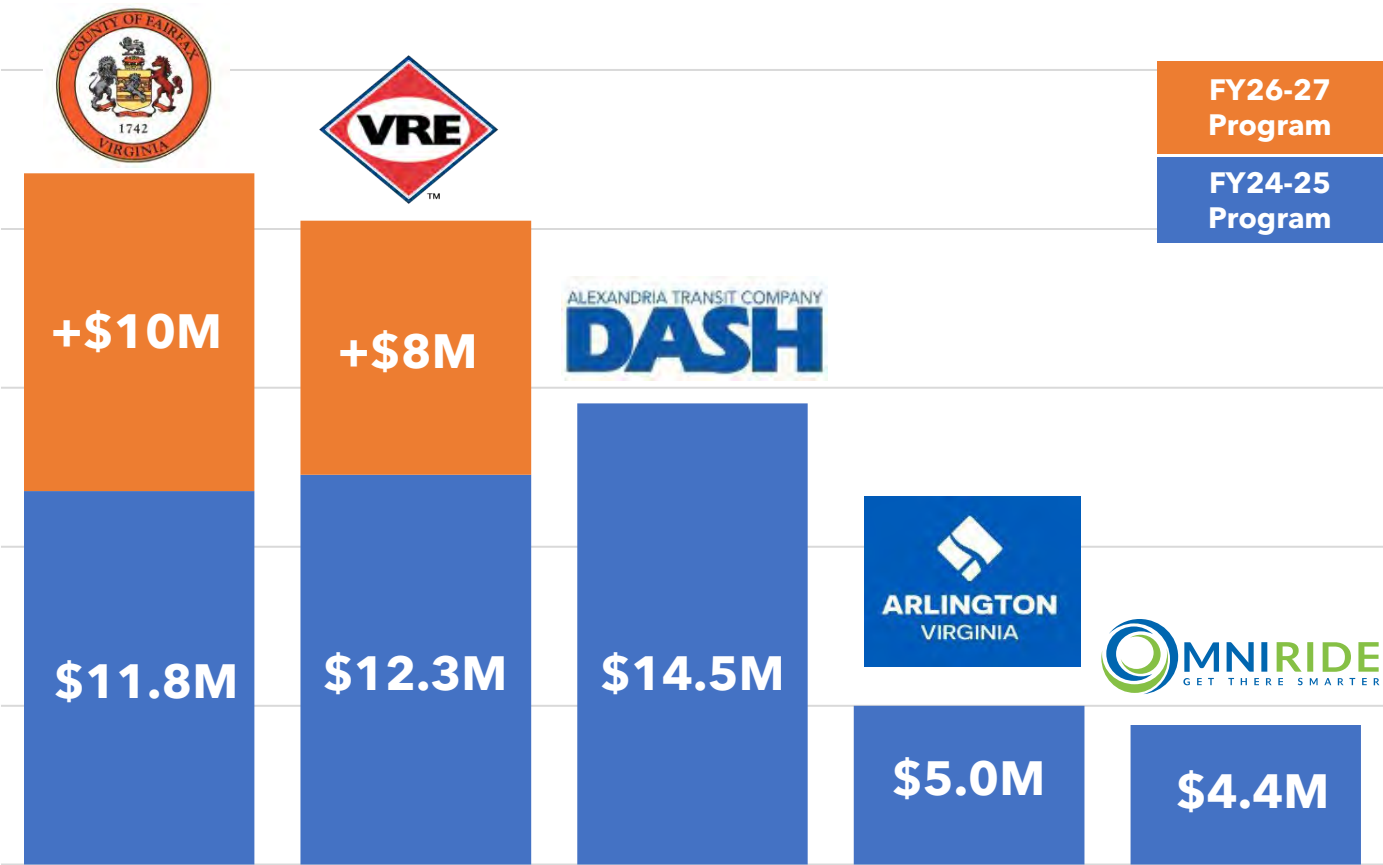
total award to **13** of the **16**  
eligible applications \*

**\$16M**

of a max of **\$16M** allocated  
to transit operating costs

**11,000**  
daily trips

**76%**  
GHG emissions  
**reduction** over  
driving alone



**35M**  
**fewer** annual  
vehicle miles

**\$4M**  
annual **savings**  
for commuters in  
fuel costs

**138K**  
hours of delay  
**saved** each year

**42**  
automobile  
crashes **avoided**  
each year

\* Plus NVTC's program administration expenses for the FY 2024-2025 period.  
The amount is being determined.

# JCWG-Endorsed Program: The Projects

## Capital Improvements



Applicant	Title	Proposed Award	Score (100 Points)
Virginia Railway Express	<b>Crystal City Station Expansion</b> Relocates and expands the commuter rail station to enable simultaneous boarding of two full-length trains and allow Amtrak trains to serve the station.	\$10,786,281 *	73
Fairfax County	<b>Richmond Highway Bus Rapid Transit Implementation: Fort Belvoir to Huntington Station</b> Constructs a seven-mile, nine-station bus rapid transit line operating in new median lanes along U.S. Highway 1.	\$10,000,000 **	77
DASH	<b>DASH Line 35 Bus Fleet Capacity Expansion with Electric Buses: Van Dorn Street Station to the Pentagon</b> Deploys two additional 60-foot electric buses to meet anticipated ridership growth.	\$3,452,000	45

\* Total funding request is \$18,786,281. The remaining \$8,000,000 would be fulfilled in the FY 2026-2027 Program of Projects.

\*\* Total funding request is \$20,000,000. The remaining \$10,000,000 would be fulfilled in the FY 2026-2027 Program of Projects. for the Richmond Highway Bus Rapid Transit Implementation.

Taken together, \$18,000,000 of the available funding in the FY 2026-2027 Program of Projects would be programmed in advance.

# JCWG-Endorsed Program: The Projects

## Service Improvements (1 of 2)



Applicant	Title	Proposed Award	Score (100 Points)
DASH	<b>DASH Line 35 Service Enhancement: Van Dorn Street Station to the Pentagon (Continuation)</b> Continues 10-minute all-day weekday service and 15-minute all-day weekend service between Alexandria's West End and the Pentagon via the 395 Express Lanes.	\$7,290,000	72
Arlington County	<b>Metrobus 16M Service Enhancement: Skyline to Crystal City</b> Expands peak-period local bus service along Columbia Pike from every 12 minutes to every 6 minutes.	\$5,000,000	50
DASH	<b>DASH Line 36A/B Service Enhancement: Mark Center to Potomac Yard-VT Station (Continuation)</b> Continues 15-minute all-day service, seven days per week, between the Mark Center, Shirlington and the Potomac Yard area.	\$3,774,000	56
Fairfax County	<b>Fairfax Connector Route 396: Backlick North Park and Ride to the Pentagon (Continuation)</b> Continues peak-period express bus service between Springfield and the Pentagon operating every 15 to 20 minutes via the 395 Express Lanes.	\$1,750,915	65
OmniRide	<b>OmniRide Route 942: Staffordboro to the Pentagon (Continuation)</b> Continues commuter express service between Stafford County and the Pentagon and adds three morning and three evening trips to meet demand.	\$1,638,926	73



# JCWG-Endorsed Program: The Projects

## Service Improvements (2 of 2)



Applicant	Title	Proposed Award	Score (100 Points)
Virginia Railway Express	<b>TDM Strategy: Amtrak Step-Up Reinstatement on VRE Fredericksburg Line</b> Allows VRE multi-ride pass holders to travel between Northern Virginia and D.C. on select Amtrak Northeast Regional trains serving VRE's Fredericksburg Line at no additional charge. Subsidizes Amtrak per-boarding fees for 24 months.	\$1,477,065	72
OmniRide	<b>OmniRide Route 543: Staffordboro to Downtown Washington, D.C. (Continuation)</b> Continues commuter express service between Stafford County and downtown Washington, DC.	\$1,025,441	88
OmniRide	<b>OmniRide Route 1 Local Service Enhancement: Quantico to Woodbridge Station (Continuation)</b> Continues expanded peak-period local bus service along U.S. Highway 1 in Prince William County.	\$755,020	51
OmniRide	<b>OmniRide Prince William Metro Express Service Enhancement: Dale City to Franconia-Springfield Station (Continuation)</b> Continues expanded peak-period service between Woodbridge, Potomac Mills, the Horner Road Commuter Lot and the Franconia-Springfield Station.	\$671,678	65
OmniRide	<b>OmniRide Route D-200 Service Enhancement: Dale City to Ballston (Continuation)</b> Continues two additional morning and evening commuter express trips between Dale City and the Pentagon, Rosslyn and Ballston.	\$304,626	96

# Program of Projects Next Steps

**May**

- Commission briefings on proposed Program of Projects
- Public comment concludes May 15

**June**

- Approval of Program of Projects by Commissions and (via DRPT's Six Year Improvement Program) CTB
- Distribution of project agreements

**July**

- Implementation of funded projects begins

# Thank You.

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<http://www.novatransit.org/programs/commuterchoice/>



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