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.

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

- wtop
- Alpha Media
- Audacy
- WAMU 88.5
- Radio One
- iHeart Radio

- 93.9 WRKS
- 94.7 FM The Drive
- Total Traffic & Weather Network
- EL Z 107.9
- DC 101

- Majic 102.3 92.7
- The Politics Hour with Kojo Nnamdi
- Washington Commanders
- Big 100
- WPGC 95.5 FM
NovaRides.org

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

• New logo
• New Style Guide/Graphics
Questions?
I-395/95 Commuter Choice
FY 2024-2025 Staff-Recommended
Program of Projects

May 4, 2023

Ben Owen
Commuter Choice
Senior Program Manager

Adam Hager
Commuter Choice
Senior Program Analyst
JCGW-Endorsed Program: The Principles

$88M in funding requests

• 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

$48M available

With a max of $16M for transit operating costs

• 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

35M fewer annual vehicle miles

76% GHG emissions reduction over driving alone

$4M annual savings for commuters in fuel costs

138K hours of delay saved each year

42 automobile crashes avoided each year

+$10M

+$8M

+$1.8M

+$12.3M

+$14.5M

+$5.0M

+$4.4M

FY26-27 Program

FY24-25 Program

* Plus NVTC’s program administration expenses for the FY 2024-2025 period. The amount is being determined.
## JCWG-Endorsed Program: The Projects
### Capital Improvements

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

* 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)

<table>
<thead>
<tr>
<th>Applicant</th>
<th>Title</th>
<th>Proposed Award</th>
<th>Score (100 Points)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DASH</td>
<td>DASH Line 35 Service Enhancement: Van Dorn Street Station to the Pentagon (Continuation) 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.</td>
<td>$7,290,000</td>
<td>72</td>
</tr>
<tr>
<td>Arlington County</td>
<td>Metrobus 16M Service Enhancement: Skyline to Crystal City Expands peak-period local bus service along Columbia Pike from every 12 minutes to every 6 minutes.</td>
<td>$5,000,000</td>
<td>50</td>
</tr>
<tr>
<td>DASH</td>
<td>DASH Line 36A/B Service Enhancement: Mark Center to Potomac Yard-VT Station (Continuation) Continues 15-minute all-day service, seven days per week, between the Mark Center, Shirlington and the Potomac Yard area.</td>
<td>$3,774,000</td>
<td>56</td>
</tr>
<tr>
<td>Fairfax County</td>
<td>Fairfax Connector Route 396: Backlick North Park and Ride to the Pentagon (Continuation) Continues peak-period express bus service between Springfield and the Pentagon operating every 15 to 20 minutes via the 395 Express Lanes.</td>
<td>$1,750,915</td>
<td>65</td>
</tr>
<tr>
<td>OmniRide</td>
<td>OmniRide Route 942: Staffordboro to the Pentagon (Continuation) Continues commuter express service between Stafford County and the Pentagon and adds three morning and three evening trips to meet demand.</td>
<td>$1,638,926</td>
<td>73</td>
</tr>
</tbody>
</table>
## JCWG-Endorsed Program: The Projects
### Service Improvements (2 of 2)

<table>
<thead>
<tr>
<th>Applicant</th>
<th>Title</th>
<th>Proposed Award</th>
<th>Score (100 Points)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virginia Railway Express</td>
<td>TDM Strategy: Amtrak Step-Up Reinstatement on VRE Fredericksburg Line</td>
<td>$1,477,065</td>
<td>72</td>
</tr>
<tr>
<td></td>
<td>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.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OmniRide</td>
<td>OmniRide Route 543: Staffordboro to Downtown Washington, D.C. (Continuation)</td>
<td>$1,025,441</td>
<td>88</td>
</tr>
<tr>
<td></td>
<td>Continues commuter express service between Stafford County and downtown Washington, DC.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OmniRide</td>
<td>OmniRide Route 1 Local Service Enhancement: Quantico to Woodbridge Station (Continuation)</td>
<td>$755,020</td>
<td>51</td>
</tr>
<tr>
<td></td>
<td>Continues expanded peak-period local bus service along U.S. Highway 1 in Prince William County.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OmniRide</td>
<td>OmniRide Prince William Metro Express Service Enhancement: Dale City to Franconia-Springfield Station (Continuation)</td>
<td>$671,678</td>
<td>65</td>
</tr>
<tr>
<td></td>
<td>Continues expanded peak-period service between Woodbridge, Potomac Mills, the Horner Road Commuter Lot and the Franconia-Springfield Station.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OmniRide</td>
<td>OmniRide Route D-200 Service Enhancement: Dale City to Ballston (Continuation)</td>
<td>$304,626</td>
<td>96</td>
</tr>
<tr>
<td></td>
<td>Continues two additional morning and evening commuter express trips between Dale City and the Pentagon, Rosslyn and Ballston.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Program of Projects Next Steps

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

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

- Implementation of funded projects begins