



RESOLUTION #2460

SUBJECT: Authorize the Executive Director to Apply to DRPT for Transit Recovery Marketing Initiative Funds and to Execute a Memorandum of Agreement with Local Jurisdictions for the Local Match

WHEREAS: The Department of Rail and Public Transportation (DRPT) identified a need to conduct a statewide marketing plan to bring back transit riders who stopped using transit or are hesitant to use transit because of COVID-19 and its variants;

WHEREAS: DRPT is accepting proposals for marketing campaigns to improve the public's confidence in transit services in order to increase ridership on Virginia's transit services from public transportation service providers, planning district commissions, regional planning commissions, metropolitan planning organizations, local governments and transportation management associations through November 1, 2021;

WHEREAS: The Federal Transit Administration (FTA) has allocated funding from the COVID Research Demonstration Grant program to conduct research and develop messaging and marketing tools and DRPT has \$2 million available for funding throughout the Commonwealth;

WHEREAS: NVTC will request \$500,000 to develop and implement a marketing effort to bring back riders who stopped using transit or are hesitant to use transit because of COVID-19 or its variants;

WHEREAS: Application requirements favor coordination with other agencies;

WHEREAS: The funding requires a local match of 20% (\$100,000) and NVTC will seek matching funds from the cities of Alexandria, Falls Church and Fairfax, the counties of Arlington, Fairfax and Loudoun, the Virginia Railway Express and OmniRide; and

WHEREAS: The Commission has consistently supported efforts to improve Metrorail and transit ridership.

NOW, THEREFORE, BE IT RESOLVED that the Northern Virginia Transportation Commission hereby authorizes the executive director, or her designee, to apply to the Department of Rail and Public Transportation for Transit Recovery Marketing Initiative Funds, to execute the associated funding agreement with DRPT, and to execute a Memorandum of Agreement with local jurisdictions and transit agencies to provide the 20% local match required for the grant.

Approved this 7th day of October 2021.



Dalia Palchik
Secretary-Treasurer



Katie Cristol
Chair