Transportation Demand Management Plan
FY 2019-2024

Prepared For:
Potomac and Rappahannock Transportation Commission

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EXECUTIVE SUMMARY

This Transportation Demand Management (TDM) Plan is a component of OmniRide’s Strategic Planning efforts. It includes an overview of the TDM program, outlines a renewed vision and objectives developed as part of the Strategic Planning Process, and proposes specific recommendations that enhance mobility options for the greater Prince William community. This plan assumes the continuation of core TDM programs and recommends enhancements and new services to help meet the vision expressed in the Strategic Recommendations.

EXISTING TDM SERVICES

Ridematching

Ridematching is the core of OmniRide’s TDM services. This service is administered through a database program that matches commuters who want to carpool or vanpool with other commuters with similar origins, destinations, routes, and travel-time-of-day preferences. The OmniRide Rideshare program has historically focused on providing ridematching services and individualized trip planning for area residents commuting into Northern Virginia and Washington, DC. OmniRide Rideshare remains an active member of Commuter Connections and through the use of an extensive regional database, OmniRide Rideshare links commuters who have similar work hours, origination, and destination points. The individualized trip planning services that OmniRide Rideshare provides go well beyond simply providing applicants with a list of potential rideshare matches. OmniRide Rideshare also taps into their regional knowledge by providing commuters with relevant information about transit options, area Park & Ride Lots, slugging information and occasionally reaching out to potential carpool or vanpool partners on behalf of the new applicant.

Vanpool Support

Vanpool Incentives Programs

In cooperation with the Virginia Department of Rail and Public Transportation (DRPT) program financial assistance is available for the following projects:

- To help start new vanpools (VanStart)
- To help keep existing vanpools operating when more than one vanpool rider leaves the vanpool (VanSave)
- To sustain vanpools
- To increase vanpool ridership

The OmniRide Rideshare VanStart program is designed to provide financial support for new vanpool formations. The program temporarily subsidizes empty seats during the critical start-up phase of new vanpools.

The OmniRide Rideshare VanSave program is designed to assist established vanpools that are experiencing an unexpected loss of passengers and are at risk of disbanding due to lost ridership.

Vanpool Alliance

Vanpool Alliance is a public-private partnership between PRTC, GWRC, NVTC, DRPT, and vanpool operators. Vanpool Alliance was created in 2013 to enhance commuter travel options through vanpooling, reduce traffic congestion, improve air quality in the region, and increase federal formula funds earned by the region through reporting vanpool data to the National Transit Database.
Vanpools that originate from, travel through, or terminate within the Northern Virginia Region are eligible to enroll in the Vanpool Alliance program. In return for reporting their vanpooling data to Vanpool Alliance, program participants receive support in marketing their services, help with maintaining drivers and ridership, and receive $200/month per vanpool for their involvement and vanpool data reporting.

**Residential Outreach**
OmniRide’s marketing and communications staff conduct residential outreach efforts on behalf of both PRTC and OmniRide Rideshare. PRTC’s residential outreach materials package OmniRide Rideshare’s services as a part of OmniRide’s collective “family of services”.

**Employer Outreach**
OmniRide staff actively promote all OmniRide services, including OmniRide Rideshare, through an ongoing employer outreach program across the Prince William area. Branded as “OmniRide Employer Services,” this service helps Prince William County employers create and expand commuter benefit programs. For employers, the program helps to expand sustainability initiatives and provides them with valuable workforce recruitment and retention tools. OmniRide Employer Services is a free service available to all businesses in Prince William County, Manassas, and Manassas Park.

**Building Private Sector Partnerships**
OmniRide’s employer outreach program will take on a more important role for the organization in the near future. The strategic planning process initiated in 2016 included recommendations for increased and enhanced outreach with area businesses. During the next several years as OmniRide begins executing the strategic plan’s recommendations, OmniRide Employer Services will lead the effort to further develop these critical relationships.

**GOALS, AND OBJECTIVES**
During Phase II of the strategic planning process PRTC identified a renewed vision for the organization. The goals and objectives for OmniRide’s TDM services represent a combination of refreshing goals from the previous TDMP and incorporation of this renewed vision into a new set of objectives developed from the Strategic Plan recommendations.

**Goals**
The goals from the previous TDMP were reviewed and it was determined that the intentions of the goal statements still are valid under PRTC’s renewed vision. The goals have been modified slightly:

- Build strategic partnerships and develop effective organizational practices
- Increase awareness of and customer satisfaction with TDM services
- Expand use of alternatives to single occupancy vehicle travel
- Expand travel options for underserved populations
- Support local economic vitality and strong economic growth
- Continue to engage the community and expand customer outreach
Objectives

Many of the TDM and TDM-related recommendations from the Strategic Plan also represent OmniRide’s objectives for TDM. Some objectives have been added to ensure consistency with DRPT TDM Plan requirements. The objectives related to TDM are:

- Reduce drive alone market by investing in additional staff resources to promote transit, ridesharing, and other TDM strategies inside and outside of the PRTC area
- Strengthen relationships with Prince William County area businesses and private-sector stakeholders
- Increase ease of access to and supply of available commuter information
- Expand efforts to promote and register vanpools
- Proactively engage in the development and improvement of park-and-ride facilities
- Identify adaptations that support the latest trends and technology in commuting through updating the Transportation Demand Management (TDM) Plan
- Collaborate with local jurisdictions on the investigation and implementation of new mobility solutions such as bikesharing and carsharing
- Ensure the goals and objectives for OmniRide’s TDM program are consistent with DRPT’s data collection and performance measurement standards
- Continuously measure and monitor the PRTC TDM program’s performance and benefits to provide empirical evidence of the program’s community impact and estimated return on investment (ROI)
- Using data gathered in the performance measurement process, develop a program narrative that can be shared with key stakeholders and the general public.

Summary of Service Recommendations

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<table>
<thead>
<tr>
<th>OmniRide Theme</th>
<th>Initiative</th>
<th>Expansion or New</th>
<th>Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leveraging Technology</td>
<td>Establish Flexible Vanpool Program</td>
<td>New</td>
<td>High</td>
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<td></td>
<td>Develop mobile application (Real-Time Information)</td>
<td>New</td>
<td>High</td>
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<tr>
<td></td>
<td>Develop mobile application (Mobile Ticketing)</td>
<td>New</td>
<td>High</td>
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<tr>
<td></td>
<td>Develop mobile application (Mobility as a Service Platform)</td>
<td>New</td>
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<tr>
<td></td>
<td>Modernize and update website</td>
<td>Expansion</td>
<td>High</td>
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<tr>
<td></td>
<td>Flexible commuter lot shuttle program</td>
<td>New</td>
<td>High</td>
</tr>
<tr>
<td></td>
<td>Implement Wheels to Wellness program enhancements</td>
<td>Expansion</td>
<td>High</td>
</tr>
<tr>
<td>Increasing Awareness</td>
<td>Develop a compelling narrative of program benefits</td>
<td>New</td>
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<tr>
<td></td>
<td>Launch targeted social media campaigns</td>
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<td>Medium</td>
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<tr>
<td></td>
<td>Increase Spanish language outreach</td>
<td>Expansion</td>
<td>Medium</td>
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<tr>
<td></td>
<td>Encourage Casual Carpooling on the I-66 Corridor</td>
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<td>Medium</td>
</tr>
<tr>
<td>Building Community Partnerships</td>
<td>Expanded outreach to community events</td>
<td>Expansion</td>
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<tr>
<td></td>
<td>Establish Mobility Councils with private and public stakeholders</td>
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<td>High</td>
</tr>
<tr>
<td></td>
<td>Establish an employer’s partners program</td>
<td>New</td>
<td>Low</td>
</tr>
</tbody>
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Consistency with Strategic Plan

These TDM recommendations strongly support OmniRide’s renewed vision which makes OmniRide an organization that delivers a multimodal transportation system and connects communities. Strategic Plan recommendations that are directly advanced by the improvements proposed in the TDM Plan include:

- Expand PRTC’s role to become the go-to advisor and partner for multimodal transportation in the greater Prince William County area
- Strengthen relations with Prince William County area businesses and private-sector stakeholders
- Increase ease of access to and supply of commuter information
- Expand efforts to promote and register vanpools
- Identify adaptations and resources that support the latest trends and technology in commuting

Updating the TDM Plan

The continued growth in the Northern Virginia region requires the Prince William County area to prepare for significant changes in coming years. This TDMP identifies goals, objectives, and strategies that will guide services and programs through the six-year horizon it covers to prepare for the changes that come with growth.

OmniRide is committed to the successful implementation of this TDMP and will periodically monitor and evaluate its progress, a continual process that ensures it is a living document. A full TDMP will be completed every six (6) years per DRPT requirements with minor updates completed as needed in the years between.

As part of OmniRide’s continual evaluation, monitoring, and improvement efforts, TDM program staff will actively remain abreast of industry trends and developing services and technologies. This will be done through engagement with industry groups such as the Association for Commuter Transportation, the Shared-Use Mobility Center, and Center for Urban Transportation Research. OmniRide TDM staff will apply the evaluation and ROI tools used to monitor existing services as well stakeholder engagement to determine which opportunities for new service concepts to pursue and how best to implement new services.