Agenda Item 10-C
Action Item

To: Chair Cristol and the VRE Operations Board
From: Doug Allen
Date: January 18, 2019
Re: Resolution of Support for Prince William County’s FY 2020 I-66 Commuter Choice Program Application for the I-66 Mobility Education Campaign and Transportation Demand Management Project

Recommendation:

The VRE Operations Board is asked to support and endorse the application by Prince William County to the Northern Virginia Transportation Commission (NVTC) Fiscal Year (FY) 2020 I-66 Commuter Choice program for the I-66 Mobility Education Campaign and Transportation Demand Management project.

Summary:

Prince William County submitted an application for the I-66 Mobility Education Campaign and Transportation Demand Management Project to the NVTC I-66 Commuter Choice Program for FY 2020 funding consideration. If selected for funding, Prince William County will create a transportation demand management (TDM) program targeting commuters along the I-66 corridor that will provide awareness of alternative non-Single Occupancy Vehicle (SOV) mobility options, including VRE service, for Prince William County residents and other commuters in the region. The County is asking the VRE Operations Board for their support and endorsement of this application.
**Background:**

The I-66 Commuter Choice Program allocates toll revenues generated from I-66 inside the Beltway for capital and operating projects submitted by jurisdictions and public transportation providers in Virginia Planning District 8. The Program goals are to move more people, enhance transportation connectivity, improve transit service, reduce roadway congestion, and increase travel options to benefit the users of the portion of I-66 beginning at the Beltway and ending at U.S. Route 29 in the Rosslyn area of Arlington County, VA. NVTC issued a Call for Projects in November 2018 to solicit multimodal projects from eligible jurisdictions and transit service providers that can achieve the program goals and benefit toll users.

Prince William County applied for the development and implementation of a TDM marketing and education campaign that will provide awareness of alternative I-66 corridor non-SOV mobility options. The campaign will target Prince William County residents but will be produced in a way that can be used by the entire region. The project will benefit the toll payers by reducing the number of SOVs on I-66, inside the Capital Beltway, and increasing the use of other transportation alternatives. The campaign includes providing information and creating awareness for VRE’s Manassas Line Improvement Project, including the Broad Run Expansion Project. This project complements the VRE Manassas Line Improvement Project by informing and targeting commuters along the I-66 corridor.

**Fiscal Impact:**

There is no fiscal impact.
Virginia Railway Express
Operations Board

Resolution
10C-01-2019

Resolution of Support for Prince William County’s FY 2020 I-66 Commuter Choice Program Application for the I-66 Mobility Education Campaign and Transportation Demand Management Project

WHEREAS, the Northern Virginia Transportation Commission (NVTC) has issued a Call for Projects for consideration for funding with expected Fiscal Year (FY) 2020 I-66 Inside the Beltway toll revenues available through the I-66 Commuter Choice Program; and,

WHEREAS, Prince William County submitted an application for the I-66 Mobility Education Campaign and Transportation Demand Management Project for I-66 Commuter Choice Program funding consideration.; and,

WHEREAS, if selected for funding, Prince William County will create a transportation demand management program (TDM) targeting commuters along the I-66 corridor that will provide awareness of alternative I-66 mobility options to Prince William County residents and other commuters in the region; and,

WHEREAS, I-66 Mobility Education Campaign and TDM Project complements the VRE Broad Run Expansion Project by informing and targeting commuters along the I-66 corridor of alternatives to single occupancy vehicle trips;

NOW, THEREFORE, BE IT RESOLVED THAT, the VRE Operations Board does hereby support and endorse Prince William County’s FY 2020 I-66 Commuter Choice Program application for the I-66 Mobility Education Campaign and Transportation Demand Management Project.

Approved this 18th day of January 2019

________________________________________
Katie Cristol
Chair

________________________________________
John Cook
Secretary