Agenda Item 9-H
Action Item

To: Chair Cristol and the VRE Operations Board

From: Doug Allen

Date: May 17, 2019

Re: Resolution of Support for Prince William County’s FY 2020 I-395/95 Commuter Choice Program Application for the I-395/95 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-395/95 Commuter Choice program for the I-395/95 Mobility Education Campaign and Transportation Demand Management project.

Summary:

Prince William County submitted an application for the I-395/95 Mobility Education Campaign and Transportation Demand Management Project to the NVTC I-395/95 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-95 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-395/95 Commuter Choice Program allocates toll revenues generated from I-395 Express Lanes for capital and operating projects submitted by jurisdictions and public transportation providers in the NVTC and Potomac and Rappahannock Transportation Commission (PRTC) areas. NVTC is managing the program on behalf of the two Commissions.

The Program goals are to maximize person throughput and implement multimodal improvements that improve mobility, support new and diverse travel choices, and enhance transportation safety and travel reliability. NVTC issued a call for projects on April 4, 2019 to solicit projects from eligible jurisdictions and transit service providers that can achieve the improvement goals and will benefit toll users, with a focus on projects ready on Toll Day 1 for the extended I-395 Express Lanes.

Prince William County has submitted an application to the program for the development and implementation of a TDM marketing and education campaign that will provide awareness of alternative I-395/95 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-395/95 and increasing the use of other transportation alternatives. The campaign will include providing information and creating awareness of VRE’s Fredericksburg Line Improvements, including those at Rippon Station, Quantico Station, and Potomac Shores Station. This project complements the VRE Fredericksburg Line Improvements by informing commuters along the I-395/95 corridor of the enhancements to our system.

This application is focused on commuters in the I-395/95 corridor and eastern portion of Prince William County. In January 2019 the VRE Operations Board endorsed a similar application by Prince William County to the I-66 Commuter Choice program for the I-66 Mobility Education Campaign and Transportation Demand Management Project, which focuses on commuters in the I-66 corridor and the western portion of the county.

**Fiscal Impact:**

There is no fiscal impact.
Resolution of Support for Prince William County's FY 2020 I-395/95 Commuter Choice Program Application for the I-395/95 Mobility Education Campaign and Transportation Demand Management Project

WHEREAS, the Northern Virginia Transportation Commission (NVTC) and the Potomac and Rappahannock Transportation Commission (PRTC) issued a Call for Projects for consideration for the FY2020 I-395/95 Commuter Choice program; and,

WHEREAS, Prince William County submitted an application for the I-395/95 Mobility Education Campaign and Transportation Demand Management Project for I-395/95 Commuter Choice Program funding consideration; and,

WHEREAS, if selected for funding, Prince William County will create a transportation demand management program targeting commuters along the I-395/95 corridor that will provide awareness of alternative I-395/95 mobility options to Prince William County residents and other commuters in the region; and,

WHEREAS, the I-395/95 Mobility Education Campaign and TDM Project complements VRE’s Fredericksburg Line Improvements, including those at Rippon Station, Quantico Station, and Potomac Shores Station, by informing commuters along the I-395/95 corridor of the enhancements to our system;

NOW, THEREFORE, BE IT RESOLVED THAT, the VRE Operations Board does hereby support and endorse Prince William County’s FY 2020 I-395/95 Commuter Choice Program application for the I-395/95 Mobility Education Campaign and Transportation Demand Management Project.

Approved this 17th day of May 2019

______________________________
Katie Cristol
Chair

______________________________
John Cook
Secretary