

December 2017		Implementation Actions				Investment	
Recommendation	Immediate (within 1 year)	Short-Term (within 4 years)	Medium Term (within 7 years)	Longer-Term (7+ years)	Continual (Best Management Practice)	Relative Level (Resources and Staff)	Potential Funding Sources (From Phase I)
<b>Organizational</b>							
1	Expand PRTC's role to become the go-to-advisor and partner for multimodal transportation in the greater Prince William area	<input type="checkbox"/> Identify specific new goals for advocacy and coordination of public and private interests	<input type="checkbox"/> Establish agreements to participate in land development proposal reviews <input type="checkbox"/> Participate in working groups for jurisdictional planning			<input type="checkbox"/> Increase PRTC's commitment to actively participate in regional transportation forums	\$ Capital: N/A Operating: N/A Other: Assumed to be achieved using current staffing and resources
2	Explore cost-savings opportunities to business practices and contractual agreements	<input type="checkbox"/> Conduct exercises with staff to identify potential internal improvements and develop an action plan <input type="checkbox"/> Evaluate existing contract for bus operations and maintenance	<input type="checkbox"/> Complete the implementation of recommendations from the 2015 audit (PRTC Operational Analysis, conducted by RSM)			\$\$	Capital: DRPT Capital Assistance Operating: N/A Other: N/A
3	Build strategic relationships with the business community to gain support for goals and objectives	<input type="checkbox"/> Develop a presentation and/or promotional materials to share with existing and potential business partners <input type="checkbox"/> Identify business leaders to serve as ambassadors to educate and share information with their colleagues				\$	Capital: N/A Operating: N/A Other: Assumed to be achieved using current staffing and resources
4	Seek out opportunities to leverage new funding sources independently and through partnerships					\$	Capital: N/A Operating: N/A Other: Assumed to be achieved using current staffing and resources

Note: See recommendation write-ups for full text versions of the recommendations and actions as well as additional supporting information for each recommendation

**Key**

Investment Level	
\$	Low - Generally under \$50,000; Non-recurring costs; Utilizes existing resources and staff
\$\$	Moderate - Generally between \$50,000 and \$250,000 capital or total annual recurring costs; May require new resources or staff

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Expense Type	
	Assumed to be achieved using existing resources
	Primarily one-time expenses
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<b>Transit</b>								
1	<b>Implement improvements across all of PRTC's transit services to a level of quality that will attract more riders</b>	<input type="checkbox"/> As part of the Transit Development Plan (TDP), evaluate OmniRide and OmniLink service at the route level and identify service improvements	<input type="checkbox"/> Improve on-board bus amenities such as WiFi and power outlets on new bus purchases <input type="checkbox"/> Implement TDP recommendations <input type="checkbox"/> Create and maintain a forum designed to encourage public input on targeted improvements and specific initiatives	<input type="checkbox"/> Implement TDP recommendations	<input type="checkbox"/> Monitor passenger satisfaction with PRTC's real-time transit information <input type="checkbox"/> Work with VDOT to monitor occupancy of park-and-ride lots in real-time <input type="checkbox"/> Work with local jurisdictions to explore lot expansion options	\$\$\$\$	Capital: » DRPT Capital Assistance » Local Match » Private Partnerships » Transform66 and I-95/395 Transit TDM Plan  Operating: » DRPT Operating Assistance » Local Match » Private Partnerships » Transform66 and I-95/395 Transit TDM Plan  Other: N/A	
2	<b>Increase and maintain services in high-capacity transit corridors by proactively seeking and leveraging capital and operating funding</b>	<input type="checkbox"/> Request official acknowledgement of Transform 66 funding <input type="checkbox"/> Coordinate with NVTC and DRPT to assert PRTC into I-395/I-95 project selection process			<input type="checkbox"/> Continue to play a role in partnering on all major transportation projects relevant to PRTC services		\$	Capital: N/A  Operating: N/A  Other: Assumed to be achieved using current staffing and resources
3	<b>Utilize data collection technology to build a business case for public-private partnerships</b>	<input type="checkbox"/> Complete calibration of Automatic Passenger Counters (APC) units to at least 95% accuracy <input type="checkbox"/> Seek out new data sources and research best practices for data use <input type="checkbox"/> Identify a range of potential partnership arrangements/opportunities	<input type="checkbox"/> Reach out to identified potential partners to begin discussions on existing and new services <input type="checkbox"/> Establish official agreement and implement one or more public-private partnerships <input type="checkbox"/> Review success of the pilot program and adjust as needed			\$	Capital: » Partnerships with major employers » DRPT Capital Assistance  Operating: » Partnerships with major employers » DRPT Operating Assistance  Other: N/A	
4	<b>Develop and apply standards and performance measures to analyze efficiencies and identify opportunities for growth through a Transit Development Plan (TDP)</b>	<input type="checkbox"/> Obtain approval in FY18 for a Technical Assistance grant <input type="checkbox"/> Prepare draft TDP <input type="checkbox"/> Adopt the major update of TDP and submit to DRPT					\$	Capital: N/A  Operating: N/A  Other: » DRPT Technical Assistance » Local Match
5	<b>Implement policies requiring activity centers and transit-supportive land uses to be connected by PRTC services and develop supportive procedures</b>	<input type="checkbox"/> Create a task force consisting of local planning department and PRTC staff representatives to draft policies and procedures	<input type="checkbox"/> Develop internal planning procedures and policies that emphasize connecting activity centers		<input type="checkbox"/> Support local planning department staff in working with local jurisdiction leaders to update local requirements <input type="checkbox"/> Implement and actively manage resulting procedures and policies	\$	Capital: N/A  Operating: N/A  Other: Assumed to be achieved using current staffing and resources	

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<b>Transportation Demand Management (TDM)</b>							
1	<b>Reduce drive alone market by investing in additional staff resources to promote transit, ridesharing, and other TDM strategies</b>	<input type="checkbox"/> Request and gain approval for additional staff resources <input type="checkbox"/> Develop and implement a system to measure outreach efforts and impacts	<input type="checkbox"/> Hire one or two additional full-time TDM staff members		<input type="checkbox"/> Actively engage new staff with professional development resources to accelerate their growth <input type="checkbox"/> Leverage additional resources made available through Transform66 and the I-95/395 Transit/TDM Plan	\$\$	Capital: N/A Operating: N/A Other: » DRPT TDM Program » Transform66 » Local Match » I-95/I-395 Transit TDM Plan
2	<b>Strengthen relationships with Prince William County area businesses and private sector stakeholders</b>	<input type="checkbox"/> Develop and implement a system to measure outreach efforts and impacts			<input type="checkbox"/> Work with economic development groups to better position Omni SmartCommute program services <input type="checkbox"/> Focus relationship development efforts to help address employee recruitment and retention challenges	\$	Capital: N/A Operating: N/A Other: » Assumed to be achieved using current staffing and resources
3	<b>Increase ease of access to and supply of commuter information</b>	<input type="checkbox"/> Add additional commuter information to existing website such as park-and-ride links, vanpool rosters, and commute cost calculator <input type="checkbox"/> Develop a Spanish-language version of the PRTC website <input type="checkbox"/> Examine the costs and benefits of rebranding PRTCs services into a more consistent look and feel	<input type="checkbox"/> Either reconfigure the PRTC website for responsive design or develop a mobile app <input type="checkbox"/> Create a stand-alone Omni SmartCommute Program services information kiosk that can be set up in public spaces of PWC area employers <input type="checkbox"/> Seek reciprocal linking arrangements with other entities to direct commuters to PRTC Website			\$\$	Capital: N/A Operating: Other: DRPT TDM Program
4	<b>Expand efforts to promote and register vanpools</b>	<input type="checkbox"/> Develop an outreach plan in coordination with Vanpool Alliance and other regional partners	<input type="checkbox"/> Work with DRPT to find and enroll PWC area vanpools not participating in National Transit Database (NTD) reporting	<input type="checkbox"/> Test and deploy advancements in automated data collection for vanpools to improve NTD reporting <input type="checkbox"/> Promote vanpooling in the Express Lanes on I-66 (Expected opening: 2022)	<input type="checkbox"/> Promote the purpose and importance of NTD reporting to educate vanpoolers <input type="checkbox"/> Promote vanpooling as part of PRTC's multimodal system of services	\$\$	Capital: N/A Operating: N/A Other: » DRPT TDM Program » Transform66 » I-95/I-395 Transit TDM Plan
5	<b>Proactively engage in the development and improvement of park-and-ride facilities</b>	<input type="checkbox"/> Add a link to VDOT's interactive park-and-ride website to the OmniMatch page(s) <input type="checkbox"/> Actively participate in the design and implementation of Transform66 park-and-ride facilities	<input type="checkbox"/> Actively participate in the design and implementation of Transform66 park-and-ride facilities		<input type="checkbox"/> Share feedback from riders and other PRTC users with VDOT related to access and safety <input type="checkbox"/> Advocate for the importance of amenities at park-and-rides that increase user comfort and may attract more riders <input type="checkbox"/> Engage with additional shopping centers/large retailers about using their parking lots for informal park-and-ride use <input type="checkbox"/> Meet regularly with VDOT about expanding existing park-and-ride facilities and adding new locations	\$	Capital: N/A Operating: N/A Other: Assumed to be achieved using current staffing and resources
6	<b>Identify adaptations and resources that support the latest trends and technology in commuting through updating the TDM plan</b>	<input type="checkbox"/> Obtain approval in FY18 for a grant to fund PRTC staff support <input type="checkbox"/> Prepare draft TDM plan <input type="checkbox"/> Adopt the major update of the TDM plan and submit to DRPT in 2018				\$	Capital: N/A Operating: N/A Other: DRPT Technical Assistance

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<b>Future Innovation</b>								
1	<b>Support local and regional efforts to explore new modes of High-Capacity Transit</b>	<input type="checkbox"/> Prioritize elements of PWC transit vision to advance to feasibility studies	<input type="checkbox"/> Secure funding for at least three feasibility studies in coordination with PWC	<input type="checkbox"/> Complete at least three feasibility studies that analyze demand and identify next steps in coordination with PWC		<input type="checkbox"/> Continue to actively participate in the planning for high-capacity transit on Route 1 and NVRC high-speed ferry <input type="checkbox"/> Continue to engage in regional and state planning efforts that seek to identify and develop high-capacity transit corridors	Capital: N/A Operating: N/A Other: » DRPT Technical Assistance » NVTA local or regional funds	
2	<b>Expand local transit by leveraging partnerships with Transportation Network Companies (TNC) and other service models</b>	<input type="checkbox"/> Engage in proactive outreach to build partnerships and identify feasible opportunities that create mutual benefit <input type="checkbox"/> Complete TNC healthcare access study (grant received from Potomac Health Foundation)	<input type="checkbox"/> Engage in proactive outreach to build partnerships and identify feasible opportunities that create mutual benefit	<input type="checkbox"/> Implement pilot program in one or two geographic areas during limited operating hours	<input type="checkbox"/> Scale successful operations to a larger geographic area and operating period	<input type="checkbox"/> Monitor and track performance	Capital: N/A Operating: » DRPT Operating Assistance » TIGER Grant Other: » DRPT Technical Assistance » FTA Section 5312 Public Transportation Innovation » Smart Scale » Increased local funding » TIGER Grant » Smart Scale » Regional NVTA Funds » Partnerships with TNCs	
3	<b>Collaborate with local jurisdictions on the investigation and implementation of new mobility solutions (bikesharing and carsharing)</b>		<input type="checkbox"/> Partner with PWC to conduct a feasibility assessment to research best practices in implementing these systems <input type="checkbox"/> Identify and prioritize locations for a pilot program within the PRTC service area	<input type="checkbox"/> Issue an RFI to identify institutions, employers, or private developers who might be interested in partnerships <input type="checkbox"/> Seek grant funding to implement a pilot program			Capital and Operating: » Smart Scale » NVTA/DRPT TDM Assistance » Transform66 and I-95/I-395 Transit TDM Plan Other: » DRPT Technical Assistance » NVTA local or regional funds » Increased local funding	
4	<b>Investigate new service models that allow for the development of easily scalable demand-based services</b>	<input type="checkbox"/> Conduct a best practices assesment of dynamic demand-based service models	<input type="checkbox"/> Conduct cost-benefit analysis to analyze potential effectiveness and risks associated with multiple service models	<input type="checkbox"/> Based on cost-benefit analysis and stakeholder input, identify potential pilot projects			Capital: N/A Operating: N/A Other: » DRPT Technical Assistance » CMAQ » Partnerships with TNCs	

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