Long-Range Transportation Demand Management (TDM) Plan

OmniMatch – Potomac and Rappahannock Transportation Commission (PRTC)

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OmniMatch – Potomac and Rappahannock Transportation Commission (PRTC)

prepared for

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1.0 Purpose of the Plan

Transportation Demand Management (TDM), according to the U.S. Department of Transportation, is any program "designed to reduce demand for transportation through various means, such as use of transit and of alternative work hours." TDM agencies throughout Virginia promote ridesharing and other transportation alternatives to single-occupancy vehicles (SOV) in order to assist individuals seeking transportation options to their workplaces and other destinations, to mitigate congestion on Virginia's roadways, and to reduce environmental impacts caused by vehicle emissions, roadway expansion, and other transportation-related factors. Relative to other transportation programs, most TDM agencies have negligible capital costs and operate using short-term (1-2 year) funding horizons. As a result, many of these agencies have not previously been empowered to fully participate in long-range planning processes.

PRTC

Potomac and Rappahannock Transportation Commission

OmniMatch, a program of the Potomac and Rappahannock Transportation Commission (PRTC) is the designated PRTC service tasked with advancing alternatives to the drive alone commute through innovative programs serving Prince William County and the Cities of Manassas and Manassas Park. As the region's congestion level is expected to increase over the coming years, OmniMatch has begun preparing for future needs today. This document presents OmniMatch's long-range operational plan for 2010 through 2035. It builds upon the successes and challenges of the Prince William County area and the transportation infrastructure that serves the region today. This Plan outlines a strategic framework (goals and objectives) for the agency as well as program enhancements and financial resources that will be necessary to keep the region moving for years to come.

Beginning in 2009, the Virginia Department of Rail and Public Transportation (DRPT) requires all agencies receiving TDM grant funds to prepare, adopt, and submit a long-range TDM Plan for their agency. The purpose of this Plan is to identify and detail the TDM programs currently provided in the agency's service area, to outline potential improvements to be carried out in the Plan's timeframe, and to illustrate the financial resources necessary to implement these programs and improvements. This document will establish the scope and benefits of the TDM agency's programs and act as the basis for DRPT to incorporate TDM programs statewide into all relevant State transportation plans, funding decisions, and programs.

More specifically, each Plan will:

- Serve as a management and policy document for the TDM Agency;
- Provide DRPT with information necessary to fulfill related planning and programming requirements;
- Document current and proposed future operating budgets for the TDM agency; and
- Provide all information necessary to include each TDM program into the Six-Year Improvement Program (SYIP), Statewide Transportation Improvement Program (STIP), Transportation Improvement Program (TIP), and Constrained Long-Range Plan (CLRP).

This Plan incorporates relevant information from the agency's existing TDM planning documents and is consistent with long-range plans prepared by local and regional planning organizations, the Virginia Department of Transportation (VDOT), and DRPT.

2.0 Overview of OmniMatch

2.1 History of TDM Program

Through the 1970s and early 1980s, the TDM program in Prince William County existed as a ridesharing/ridematching program within the County's Public Works Department. Prince William County was one of the first local government members of the Metropolitan Washington Council of Governments (MWCOG) Commuter Connections program (then known as the RideFinders Network).

In 1986, the Potomac Rappahannock Transportation Commission (PRTC) was established to help develop and oversee the Virginia Railway Express (VRE) commuter rail service and to implement bus services for its member governments[1]. After the establishment of PRTC, the OmniMatch program was created and all TDM responsibilities were transferred from Prince William County to the Commission. Today, PRTC provides commuter bus, local bus, and TDM services to Prince William County and the Cities of Manassas and Manassas Park.

The OmniMatch program has historically focused heavily on providing ridematching services to area residents commuting to Northern Virginia and Washington, D.C. In 2002, PRTC began to expand the full-time Rideshare Program Specialist position and the variety of TDM programs offered to provide a more holistic, integrated approach to ridesharing and TDM. In this time, OmniMatch has become a more active member in Commuter Connections, initiated an employer outreach program, adopted a more defined customer service focus, and worked to improve the quality and timeliness of ridematch and transit information. Today, OmniMatch offers residents and employers a range of commuter and travel information, as well as trip planning and ridesharing services.

2.2 Governance & Organizational Structure

2.2.1 Governance

OmniMatch is operated as a program within PRTC, the regional transportation commission representing Prince William, Stafford, and Spotsylvania Counties

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[1] PRTC was established as a Transportation Commission, per Virginia law which authorizes the creation of such transportation districts to facilitate regional transportation solutions to problems.

and the Cities of Manassas, Manassas Park, and Fredericksburg. PRTC is governed by a Board of Commissioners comprised of 15 members:

- Thirteen locally elected officials from the six member jurisdictions:
  - City of Fredericksburg (1);
  - City of Manassas (1);
  - City of Manassas Park (1);
  - Prince William County (6);
  - Stafford County (2); and
  - Spotsylvania County (2).
- Three Commissioners appointed from the General Assembly (one Senator and two Delegates); and
- One Commissioner representing the Virginia Department of Rail and Public Transportation (DRPT).

All OmniMatch activities that have budgetary implications must be presented to and approved by the PRTC Board of Commissioners. OmniMatch also provides the board a monthly report on program performance and activities.

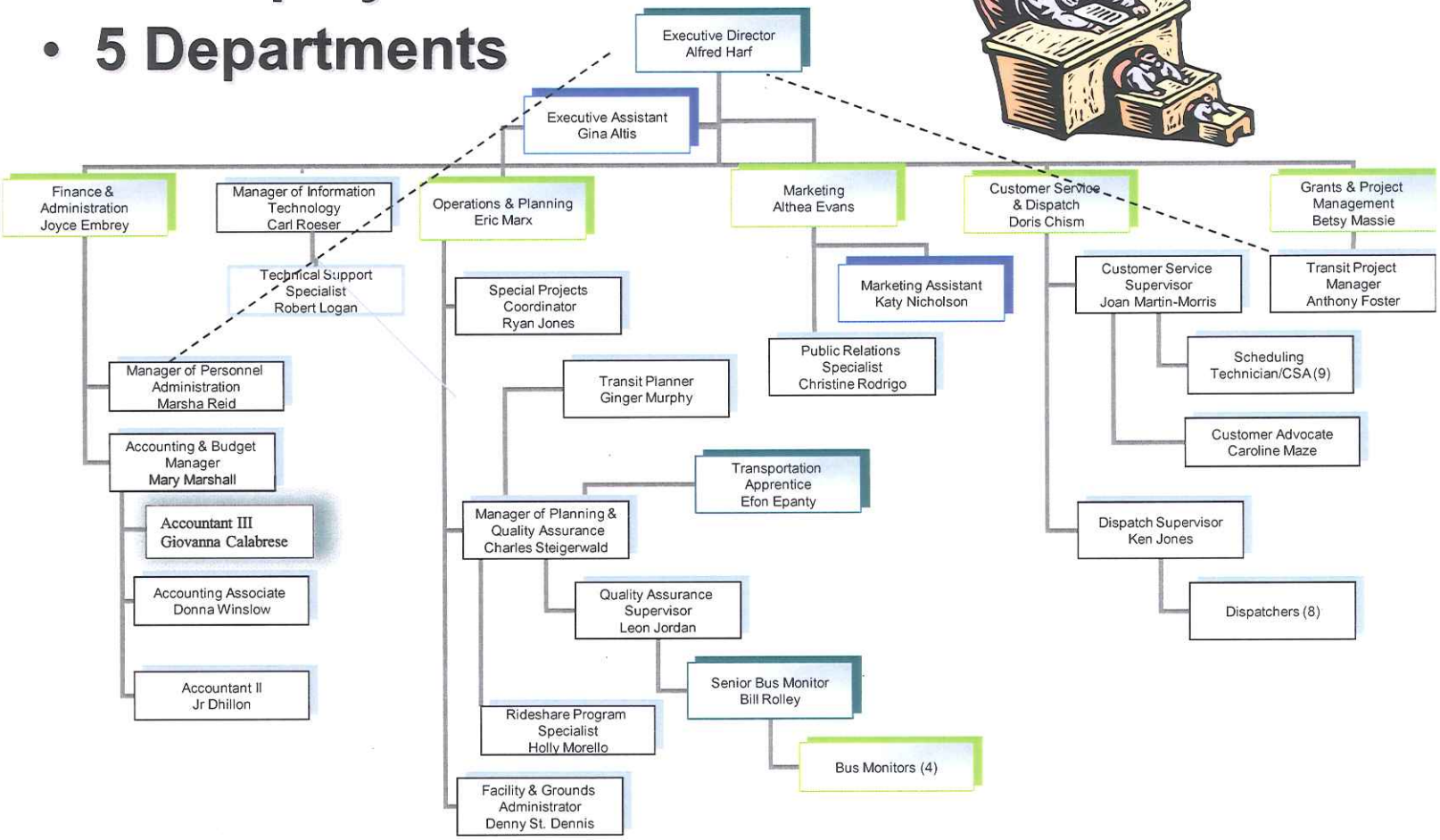
2.2.2 Organizational Structure

PRTC operates transit and ridematching services and coordinates transportation planning, capital project management, policy analysis, and regional transportation studies. OmniMatch is one of three branded programs within PRTC, including OmniLink (local bus) and OmniRide (commuter bus). OmniMatch is a relatively small program - in terms of funding and staff - compared to OmniLink and OmniRide and benefits from multiple shared resources with these programs. For example, all three programs are featured in shared materials produced by PRTC's Marketing Division. OmniMatch has the ability to make most program decisions independently, assuming they do not impact the amount of subsidy requested from PRTC. The administrative structure of PRTC views OmniMatch as a component of PRTC's transit services and supports continued development of the program through staff training and other resources.

Organizationally, OmniMatch is housed within PRTC's Planning and Operations Department, as shown in the Organizational Chart

PRTC Organizational Chart

- **47 Employees**
- **5 Departments**



Source: OmniMatch

. OmniMatch employs one full-time staff member, whose title and major responsibilities are shown in Table 2.1.

. OmniMatch employer services are provided through external contract support.

Table 2.1 OmniMatch Staff Descriptions

FTE	Position	Job Description
1	Rideshare Program Specialist	Administers and markets OmniMatch program, oversees employer outreach contract, provides ridematching and direct customer services.

Source: OmniMatch.

2.2.3 Key Stakeholders

Several local governments and regional agencies comprise OmniMatch's key organizational stakeholder base. These stakeholders are the primary funders, service delivery partners, and beneficiaries of OmniMatch's services, including:

- *PRTC* - As OmniMatch's governing agency and one of its primary funders, PRTC is one of the most important organizational stakeholders for the program. OmniMatch benefits from the joint marketing and services it receives as a program of PRTC, while PRTC benefits from increased awareness of transit options and enhanced customer services (e.g. trip planning, Guaranteed Ride Home) provided by OmniMatch.
- *Metropolitan Washington Council of Governments (MWCOG) and Commuter Connections* - MWCOG is the Metropolitan Planning Organization (MPO) for the Washington, D.C. region and houses Commuter Connections, the region's TDM program. Prince William County was one of the earliest members of the Commuter Connections network, and today OmniMatch partners with Commuter Connections to promote and provide regional TDM, ridematching, and Guaranteed Ride Home services.
- *Prince William County and PRTC member jurisdictions* - Residents, employers, and employees in Prince William County and other PRTC member jurisdictions are key stakeholders - whether they utilize OmniMatch services or not - because they benefit from the services provided. Although the member jurisdiction governments have little direct involvement with the program, OmniMatch's services impact congestion, mobility, and quality of life in each of these areas.
- *DRPT* - DRPT is OmniMatch's primary funding agency and a partner in service delivery. OmniMatch looks to DRPT to support, guide, and promote TDM at the State and regional level.

- *Northern Virginia Transportation Commission (NVTC) and Virginia Railway Express (VRE)* - PRTC partners with NVTC to operate VRE commuter rail service to stations in Virginia and Washington, D.C. NVTC is the regional transportation agency serving Arlington, Fairfax, and Loudoun Counties and the Cities of Alexandria, Fairfax, and Falls Church. The Commission's mission statement includes increasing the use of transit and ridesharing.
- *Virginia Department of Transportation (VDOT)* VDOT owns several of the park-and-ride lots in Prince William County and will be a key stakeholder in expanding these facilities in the future. PRTC and OmniMatch provide de facto marketing for VDOT through their programs. VDOT also supports the OmniMatch program on a jurisdictional level, conducting meetings with Northern VA TDM program administrators.

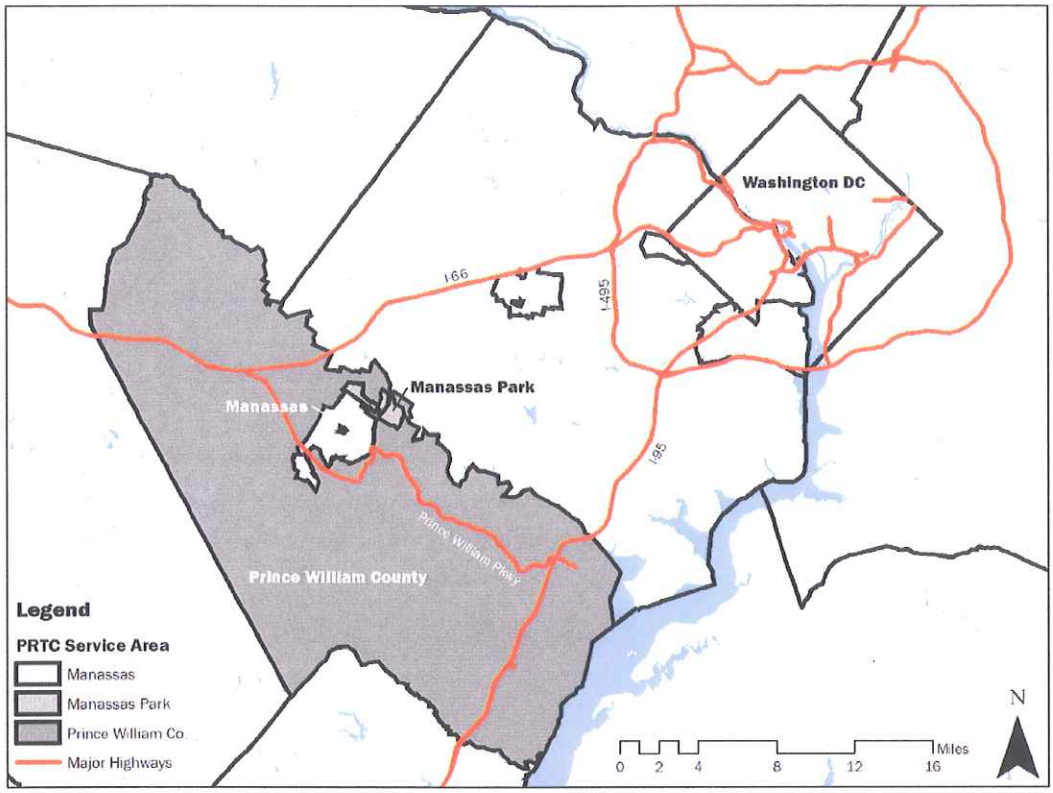
2.3 SERVICE AREA PROFILE

2.3.1 Description of Service Area

OmniMatch provides a range of TDM services to Prince William County and the Cities of Manassas and Manassas Park, located about 25 miles southwest of Washington, D.C. The 330 square-mile service area is home to approximately 453,000 residents and 225,000 jobs.[2]

[2] Virginia Employment Commission 2010 population estimate
LAUS Unit and Bureau of Labor Statistics 2008 employment estimate.

Figure 2.1 Map of PRTC Service Area



Source: PRTC Long-Range Bus Transit Plan.

OmniMatch's service area, shown in Figure 2.1, is primarily suburban in nature and is a major feeder market for Washington, D.C. to the northeast. Prince William County contains several activity centers, including: Potomac Mills Mall, Nissan Pavilion, Quantico Marine Corps Base and Heritage Museum, Innovation Corridor, the City of Manassas, the City of Manassas Park, and the Gainesville and Haymarket areas of Prince William County. Most residential and commercial development in the area is focused around the I-95 and I-66 corridors.

Western Prince William County differs from Eastern Prince William County in terms of commuting behavior, development patterns, and TDM service needs. Eastern Prince William County is characterized by large, medium to high-density pockets of development and concentrated commute patterns. Congestion on I-95 has been a major issue for commuters in this half of the County for many years and, as a result, ridesharing has become an established part of the area's transportation culture. The majority of vanpools in OmniMatch's service area originate from the eastern half of the County. Casual carpooling, or "slugging," is the predominant ridesharing option in the I-95 corridor.

Western Prince William County, on the other hand, is characterized by lower density development and more dispersed commute patterns. This high level of dispersal, combined with the lack of barrier-separated High-Occupancy Vehicle

(HOV) lanes on I-66, has resulted in a lower incentive for commuters in Western Prince William County to utilize high-occupancy modes.

2.3.2 Transportation Facilities

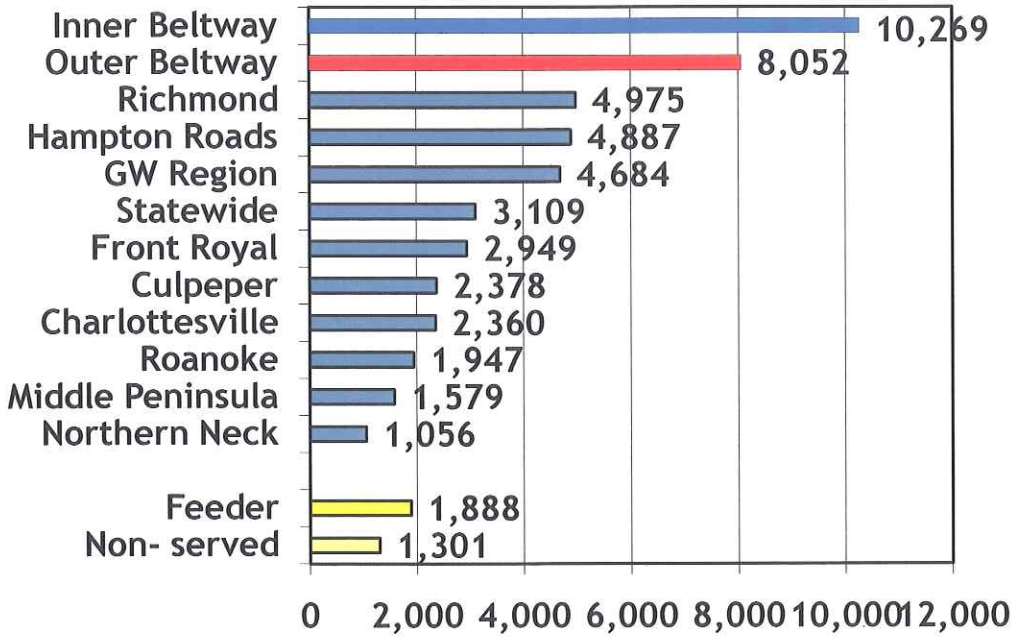
Prince William County and the Cities of Manassas and Manassas Park are served by an extensive multimodal transportation system, including interstate highways, a regional airport, commuter rail, bus, and sidewalks.

Roadways

The roadway system is the most widely used element of the Prince William County transportation network. Interstate 95, located in the eastern portion of the County serves as the area's primary north-south corridor, while I-66 in the northwestern portion of the County serves as the primary east-west corridor. Together, these two roadways carry the majority of traffic through the region. I-95 in Prince William County includes two reversible HOV-3 lanes. I-66 restricts one lane to HOV-2 during peak periods; however, the I-66 lane is not barrier separated and is therefore difficult to enforce.

Due to significant residential growth in the region over the past 10 years, an increase in internal congestion has been noted. I-66 and I-95 experience significant congestion during peak hours as the major "through" routes in the region. While there are many factors to congestion, vehicle miles traveled per road mile is one relatively simple way to calculate the degree of congestion for regional comparison purposes. According to this measure, the Outer Beltway region, which includes Prince William County, has the second highest congestion rate in Virginia (Figure 2.2).

Figure 2.2 Congestion Rates (Vehicle Miles Traveled per Road Mile) in Virginia Regions



Source: Virginia State of the Commute Study, 2007.

Public Transportation

OmniMatch's service area also contains a variety of public transportation services and facilities, including: commuter rail, intercity passenger rail, commuter bus, and local buses.

Operated by PRTC in partnership with the Northern Virginia Transportation Commission (NVTC), VRE provides commuter rail service that connects area residents to transit stations in Northern Virginia and the District of Columbia. VRE serves six stations in Prince William County located along two routes, the Manassas and Fredericksburg lines. Amtrak also operates intercity passenger service on the rail corridor utilized by VRE.

PRTC's Metro Direct bus service provides access to the West-Falls Church, Vienna, and Franconia-Springfield Metrorail stations. OmniRide buses provide commuter service along the I-95 and I-66 corridors to the Washington, D.C. Metropolitan Area. OmniLink and Cross County Connector programs provide local bus services in Prince William County and the Cities of Manassas and Manassas Park.

The PRTC Transit Center, located in Woodbridge, is PRTC's center of operations. The Center also serves as an information center for PRTC's customers and a park-and-ride location for many transit riders and car/vanpools.

Park-and-Ride Lots

At least 18 "official" park-and-ride lots containing over 7,000 parking spaces are located in Prince William County and the Cities of Manassas and Manassas Park, according to the most recent VDOT survey. Official park-and-ride facilities are designated commuter lots maintained by VDOT and parking spaces leased specifically for commuter use. PRTC has supported the development of several park-and-ride lots through proffers[3] and OmniMatch directly leases 220 spaces for car/vanpools.

An additional 5,600 private and "unofficial" park-and-ride spaces are located in lots owned by VRE, shopping centers, and local businesses and churches. Unofficial park-and-ride facilities are lots and spaces not specifically designated for commuters or used by commuters on an informal basis. OmniMatch has informal agreements with several churches and local businesses to allow carpool parking in some spaces

Park-and-ride lots are generally located close to VRE stations or major thoroughfares and are primary stops for OmniRide buses and meeting places for car and vanpools. Several lots near I-95 contain regular "slug-lines", or casual carpool pick-up locations. Figure 2.2 shows the locations of 15 major commuter lots in OmniMatch's service area. Table 2.2 shows the location and number of spaces at each area official park-and-ride lot contained in the VDOT Inventory.

Figure 2.4 shows the current ratio of state-owned park-and-ride spaces to commuters in the Outer Beltway region of Virginia. Although the Outer Beltway has by far the largest total number of state-owned park-and-ride spaces, the ratio of spaces to commuters is relatively low. This data shown is only the state-owned park and ride spaces and should not be confused with the aggregate supply of parking spaces where some regions (e.g., G. W. Region) still suffer from a shortage of parking spaces. As a result, identifying potential new park-and-ride locations and/or expansions will be a key need for the region in the future.

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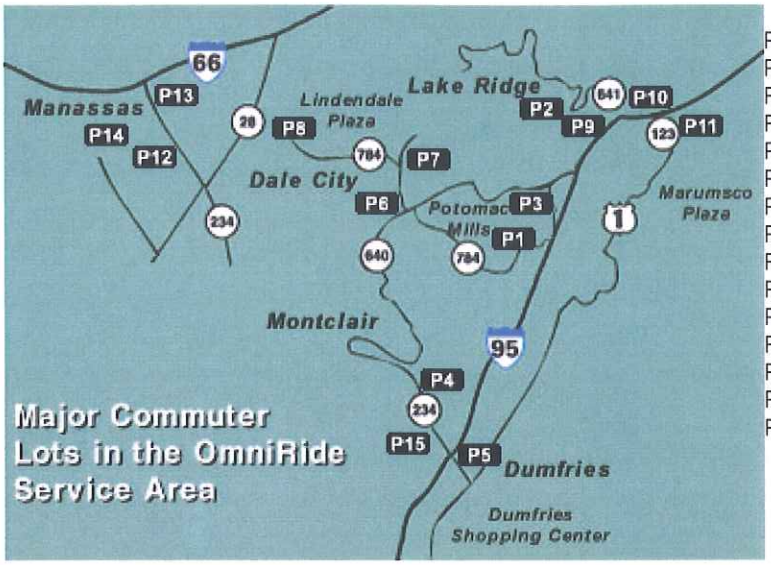
[3] Otherwise known as conditional zoning, proffers provide additional zoning flexibility to local jurisdictions. Virginia law allows counties to accept proffers that mitigate or offset the negative effects of a particular zoning application. In 1976, the Prince William County Zoning Ordinance was amended to include provisions for the acceptance and enforcement of proffers submitted with rezoning applications.

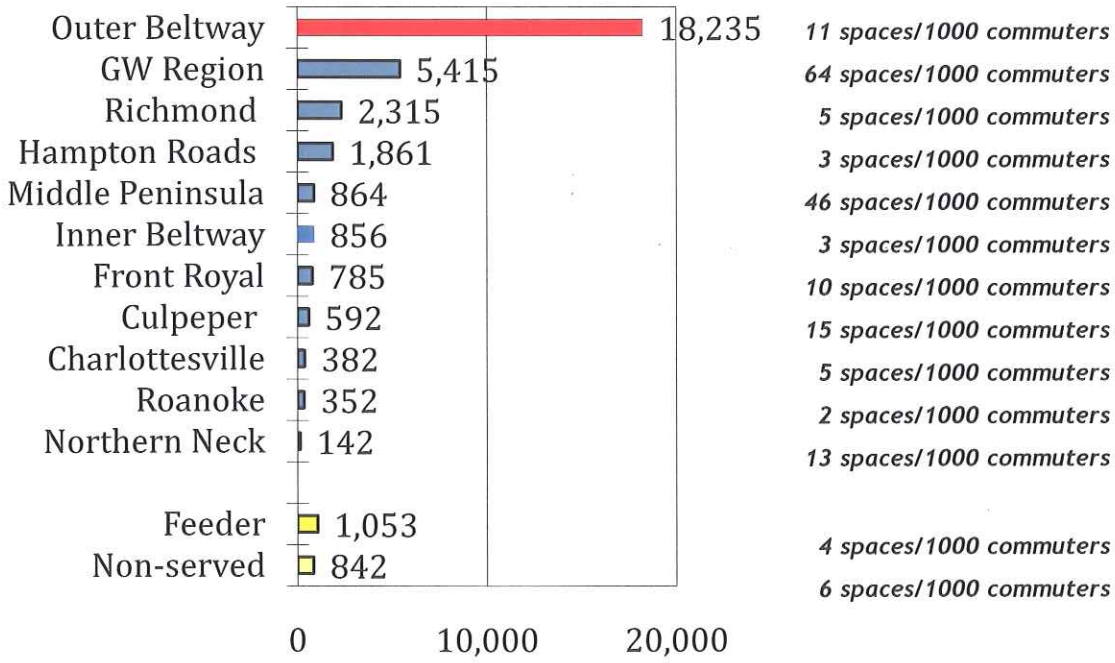
Figure 2.3 Major Commuter Lots in the OmniMatch Service Area



P1 – PRTC Transit Center
P2 – Horner Road
P3 – Potomac Mills
P4 – Montclair
P5 – Route 234 & I-95
P6 – Dale City
P7 – Hillendale
P8 – Lindendale
P9 – Lake Ridge
P10 – Route 123 & Old Bridge Road
P11 – Route 123 & I-95
P12 – Manassas Mall
P13 – Portsmouth
P14 – Limestone Drive
P15 – Brittany

Source: www.prtctransit.org.

Figure 2.4 Ratio of State-Owned Park-and-ride Spaces to Commuters



Source: VDOT, 2006.

Table 2.2 Official Park-and-Ride Locations in the OmniMatch Service Area

Name	Status	Address	City	Number of Spaces	Bus Service?
Horner Road	Official	Prince William Pkwy & I-95	Woodbridge	2,267	Y
Minnieville Rd & Old Bridge Rd	Official	Minnieville Rd & Old Bridge Rd	Woodbridge	700	N
Portsmouth Road	Official	Portsmouth Rd & Williamson Blvd	Manassas	629	Y
Hechingers	Official	Old Bridge Rd & Gordon Blvd	Woodbridge	604	Y
Dale City	Official	Minnievale Rd & Dale Blvd	Woodbridge	595	Y
Route 123	Official	Rt 123 & I-95	Woodbridge	580	Y
Marumsco Plaza	Official	Jefferson Davis Hwy & Longview Dr	Woodbridge	400	Y
Princeton Woods	Official	Dumfries Rd & Jefferson Davis Hwy	Dumfries	272	Y
PRTC Transit Center	Official	Telegraph Rd & Gideon Dr	Woodbridge	265	Y
Hillendale	Official	Dale Blvd & Hillendale Dr	Woodbridge	255	Y
Lindendale	Official	Dale Blvd & Quate Ln	Woodbridge	215	Y
Lake Ridge	Official	Minnieville Rd & Harbor Dr	Woodbridge	200	Y
Prince William Stadium	Official	Prince William Pkwy & County Complex Ct	Woodbridge	53	N
Princedale	Official	Princedale Dr & Dale Blvd	Woodbridge	50	Y
Bethel United Methodist Church	Official	Minnieville Rd & Smoketown Rd	Woodbridge	50	N
Montclair Commuter Lot	Official	Dale Blvd N of Stockbridge Dr.	Dumfries	50	Y
Triangle	Official	Jefferson Davis Hwy & Joplin Rd	Triangle	29	Y
Christ Chapel	Official	13909 Smoketown Rd	Woodbridge	20	N
			Total Official Spaces:	7,234	

Source: VDOT, http://gis.virginiadot.org/website/Layer_Info/Park%20and%20Ride%20Lots.htm.

Note: Data updated Sept. 2008. In some cases nominal Park and Ride facilities are part of a larger parking lot (such as within the parking lots of a shopping mall). In such a case a best estimate was made to determine where commuter parking was expected/allowed, and how many spaces were allocated. While a considerable number of park and ride facilities are included in this data set, it is by no means complete. "Official" lots are continually being added to the system, and unofficial and private lots abound and are growing more numerous as well.

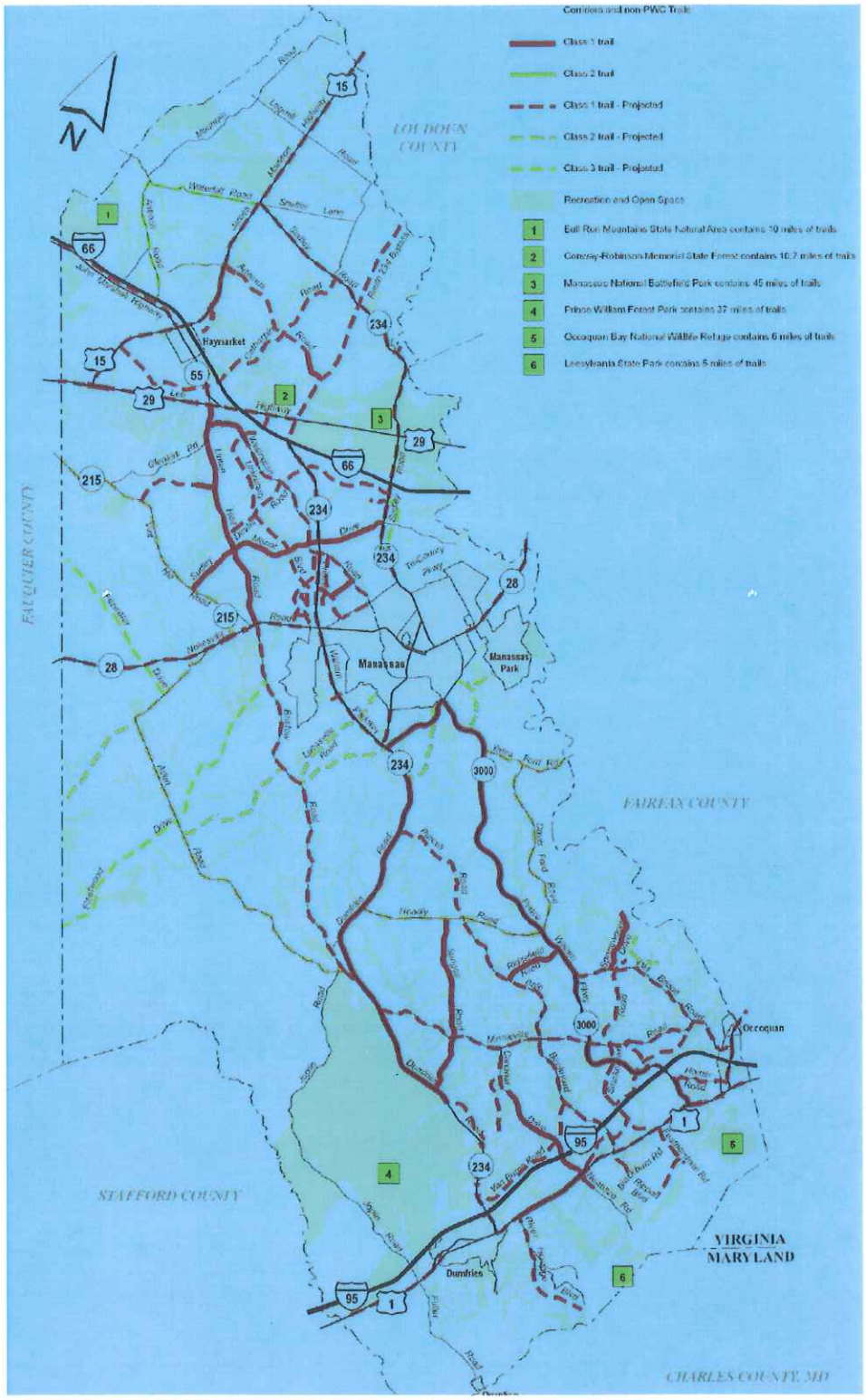
Bicycle and Pedestrian Facilities

OmniMatch's service area is currently home to a limited network of bicycle and pedestrian facilities. Although many recent subdivisions have incorporated sidewalks and/or shared use trails, connectivity between these systems is limited. As the area has grown, however, demand for bicycle and pedestrian facilities has increased and Prince William County is now placing greater emphasis on increasing bicycle and pedestrian options and accessibility. According to the Prince William County Comprehensive Plan:

> *The quality of life for residents of Prince William County is linked closely to the development and management of a well-maintained system of parks, trails, and open space. ... A network of multi-use trails will connect residential areas with county, state, and national parks, forests, and wildlife management areas, as well as with places of cultural and historical interest, schools, retail areas, and transportation nodes. ... A trails network can increase residential and commercial property values, encourage the revitalization of declining areas, attract tourists, and provide an alternative to the use of automobiles that can help reduce traffic congestion.*

Figure 2.5 shows the locations of existing trails and trails that are projected in the Prince William County Comprehensive Plan to be completed during the period covered by this plan. "Trails" in this map include paved multi-purpose trails, designated on-road bicycle routes, and natural surface trails.

Figure 2.5 Existing and Planned Trails



Source: Prince William County 2008 Comprehensive Plan.

2.3.3 Demographic Profile

Changing demographics impact the types of TDM services needed in an area. For example, rapidly growing areas should expect to expand programs and provide a wider range of transportation options (i.e. car-sharing, transit, bike/ped, telework). Areas with growing senior populations may want to explore programs that serve non-work travel needs in addition to more traditional commuter services.

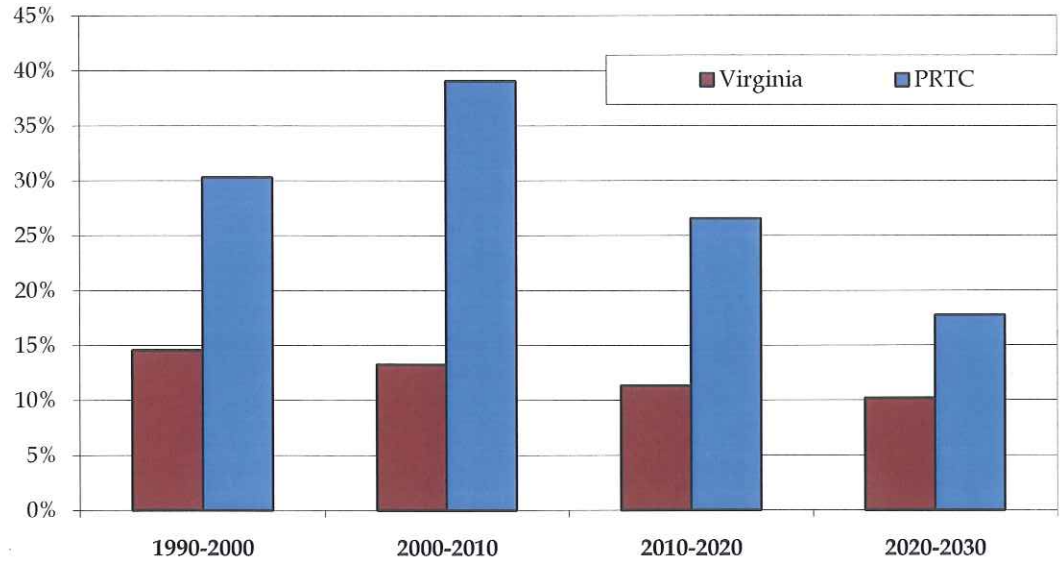
Table 2.3 shows the historic and estimated demographic profile for the OmniMatch service area from 1990 to 2010. Figure 2.3 shows how anticipated growth in the OmniMatch area compares to growth throughout the Commonwealth of Virginia. Since 2000, the population of Prince William County and the Cities of Manassas and Manassas Park has grown at more than double the rate of the Commonwealth as a whole.

Table 2.3 Demographic Profile
1990 to 2010

	1990	2000	2010
Population			
Total Pop.	250,377	326,238	453,646
% Growth	–	30.3%	39.1%
Age Groups (%)			
Under 20	82,878 (33%)	93,585 (29%)	139,194 (31%)
30 to 64	159,332 (64%)	203,149 (62%)	282,809 (62%)
65 and Over	8,167 (3%)	15,817 (5%)	31,643 (7%)

Source: Virginia Employment Commission and US Census Bureau.

Figure 2.6 Population Growth Rates in PRTC and Virginia



Sources: Virginia Employment Commission and US Census Bureau.

2.3.4 Employment Profile

Employment levels can also impact the types of TDM services demanded in an area. For example, areas with high levels of employment will have a greater focus on employer services than areas which are mainly residential. In 2008, total employment in the OmniMatch service area was estimated to be 224,910.[4] Table 2.4 shows the ten largest employers in Prince William County and the Cities of Manassas and Manassas Park in 2009. All of the top ten employers in Prince William County employ over 500 workers. All of the top ten employers in Manassas City employ over 250 workers. In Manassas Park City only the top 4 employers have more than 100 employees.

As shown in Figure 2.7, employment density in Prince William County and the Outer Beltway is significantly lower than the Inner Beltway, but is much higher than urban areas outside of Northern Virginia (e.g. Richmond, Hampton Roads). These densities suggest that transit, vanpools, and other traditional TDM strategies serving residents commuting to the Inner Beltway will be easiest to successfully implement, but density is also sufficient to support programs in high-density employment centers within the Outer Beltway.

Table 2.4 Top 10 Employers in OmniMatch's Service Area

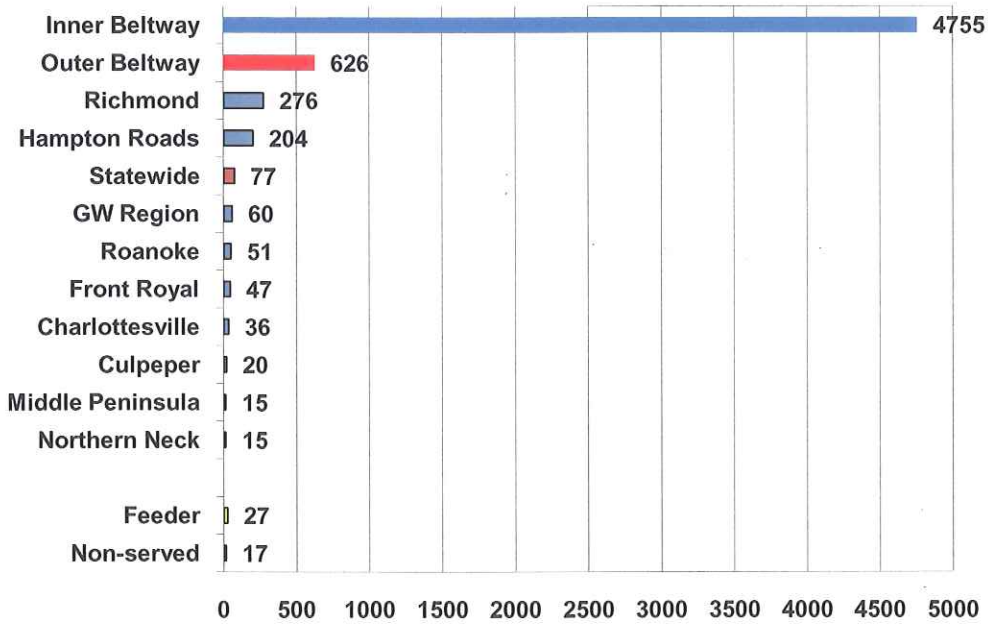
Prince William County	Manassas City	Manassas Park City

[4] LAUS Unit and Bureau of Labor Statistics, 2008.

1. Prince William County School Board	1. Lockheed Martin	1. Manassas Park City School Board
2. US Department of Defense	2. Micron Technology	2. City of Manassas Park
3. County of Prince William	3. Prince William Hospital	3. Finley Asphalt and Sealing
4. Potomac Hospital Corporation	4. City of Manassas School Board	4. Capital Executive Limousine Service
5. Wal Mart	5. County of Prince William	5. Atlas Plumbing LLC
6. Morale Welfare and Recreation	6. City of Manassas	6. QMT Associates
7. Wegmans Store #07	7. BAE Systems Information	7. Owens and Dove, Inc.
8. Target Corp	8. Wal Mart	8. Strittmatter Equipment
9. Northern Virginia Community College	9. Nova Counseling Group Inc	9. Interior Building Systems
10. Prince William County Park	10. Oberon Associates Inc	10. American Stripping Company

Source: Virginia Employment Commission. 50 Largest Employers during 1st Quarter (January, February, March) 2009.

Figure 2.7 Employment Population Density in Virginia Regions



Source: 2000 Census, Employees per square mile.

2.3.5 Existing Travel Patterns

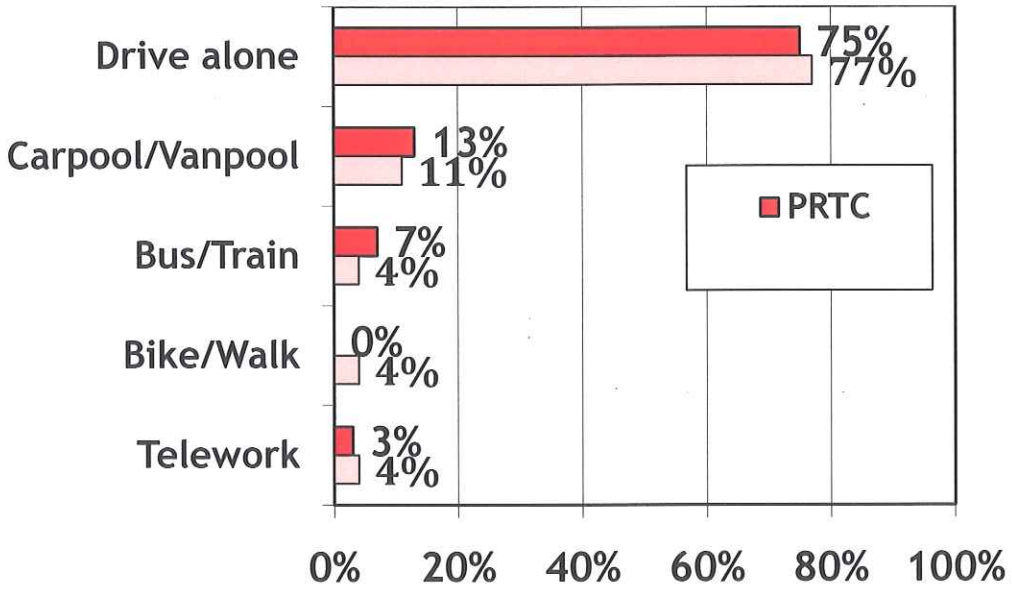
Knowing where and how residents, workers, and visitors travel for work and non-work activities helps determine the services that best fit their needs today and can help identify the types of programs that will attract customers to non-SOV modes in the future. Considering current travel and commute trends,

combined with future development and population projections, can give some clues to what types of services will be needed and where future programs and marketing should be targeted.

Mode Split

Mode split is commonly used as a performance measure for TDM agencies. In Virginia, approximately 77 percent of commuters drive alone, 11 percent carpool or vanpool, 4 percent take transit, 4 percent telework, and 4 percent walk or use other means. Inner Beltway residents have the lowest drive alone rate (56 percent), followed by Outer Beltway and George Washington Region residents (73 percent and 75 percent, respectively). As shown in Figure 2.8, OmniMatch's service area has a higher percentage of transit users and carpool/vanpool commuters than the State average. Less than 1 percent of commuters in OmniMatch's service area reported walking or biking to work.

Figure 2.8 PRTC Mode Split versus Statewide Average Mode Split



Source: Virginia State of the Commute Study, 2007.

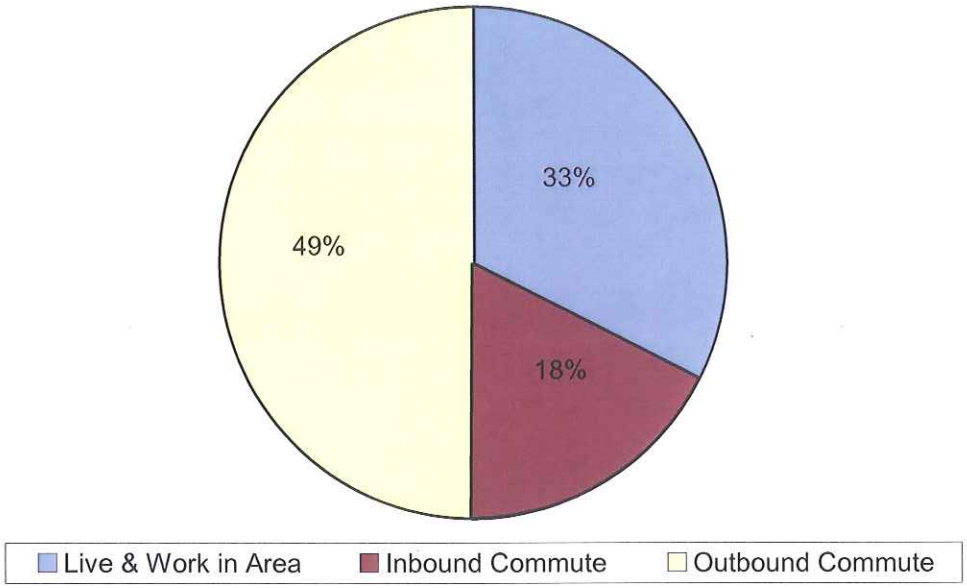
Commuting Patterns

Commuting patterns are one of the largest influences on a TDM agency's programs and customers. Areas with a large percentage of inbound commuters may want to emphasize employer services, while areas with a large percentage of outbound commuters may want to focus on residentially-based programs. Figure 2.9 and Table 2.5 detail current commuting patterns for the OmniMatch service area.

Residents of the Cities of Manassas and Manassas Park and Prince William County make nearly 174,000 work trips on a typical weekday. One third of

residents remain in the OmniMatch service area for work. Nearly one half of residents travel outside of the region for employment. The largest portion of these commuters travel to jobs in the Inner or Outer Beltway regions of Northern Virginia, such as Fairfax and Arlington Counties, Alexandria City, and the District of Columbia. As a result, OmniMatch operates primarily as an origin-based, as opposed to destination-based, TDM program.

Figure 2.9 Commuting Patterns
2000



Source: Virginia Employment Commission.

Table 2.5 Top 10 Areas Residents Commute To & Workers Commute From

Residents of OmniMatch's Service Area Commute to:	# of Residents (%)	Workers in OmniMatch's Service Area Commute From:	# of Workers (%)
Prince William County	55,796 (32%)	Prince William County	57,605 (54%)
Fairfax County	51,431 (30%)	Fairfax County	9,284 (9%)
District of Columbia	16,543 (10%)	Manassas city	9,146 (9%)
Manassas city	11,385 (7%)	Stafford County	8,353 (8%)
Arlington County	10,876 (6%)	Fauquier County	4,362 (4%)
Alexandria city	6,581 (4%)	Spotsylvania County	3,311 (3%)
Loudoun County	4,749 (3%)	Manassas Park city	2,143 (2%)
Fairfax city	4,264 (2%)	Loudoun County	1,161 (1%)
Montgomery County	2,155 (1%)	Warren County	1,071 (1%)
Prince George's County	1,922 (1%)	Culpeper County	1,001 (1%)
Total Resident Commuters:	**173,979**	**Total Workers:**	**106,301**

Source: Virginia Employment Commission, U.S. Census 2000 Journey to Work data

The 2007 State of the Commute survey provides some information about commute and travel patterns within the OmniMatch service area. Some important findings from this study include:

- Average one way commute time/distance (PRTC): *44 minutes / 22 miles*
- Percent of PRTC residents reporting their commute is more difficult than last year: *29%*
- Percent of PRTC residents with no transit in home/work area: *16% home/13% work*
- Projected VMT increase 2000-2025: *81% (NOVA average)*

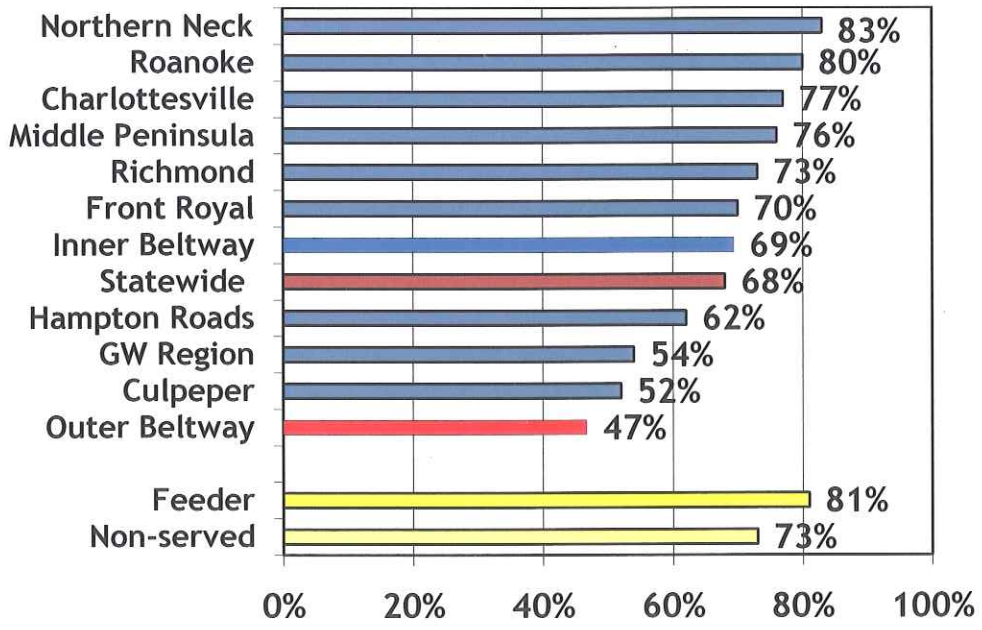
As Table 2.6 and the above statistics show, although OmniMatch area residents have a moderate average commute distance, they have the longest average commute time of any region in Virginia. Given the long travel times required for commuters to travel moderate distances, it is not surprising that Prince William County and the Outer Beltway Region have the lowest percentage of residents who are satisfied with their commute. As Figure 2.10 shows, less than half of Outer Beltway residents report that they are satisfied with their commute. This situation is not likely to improve in the near future as population and vehicle miles traveled in the region continue to rise at a significant rate, worsening existing congestion.

Table 2.6 Average Commute Trip Time and Length

Region	Avg. Trip Time Minutes	Rank	Region	Avg. Trip Length Miles	Rank
GW Region	42	1	GW Region	30	1
Culpeper	40	2	Culpeper	29	2
Outer Beltway	36	3	Front Royal	25	3
Middle Peninsula	33	4	Middle Peninsula	23	4
Front Royal	32	5	Northern Neck	22	5
Inner Beltway	29	6	Non-served	19	6
Northern Neck	29	6	Charlottesville	18	7
Statewide	28	8	Feeder	17	8
Non-served	26	9	Outer Beltway	17	8
Charlottesville	26	9	Statewide	17	8
Feeder	24	11	Richmond	16	11
Hampton Roads	23	12	Hampton Roads	14	12
Richmond	23	12	Roanoke	14	12
Roanoke	20	14	Inner Beltway	10	14

Source: Virginia State of the Commute Study, 2007.

Figure 2.10 Percent Satisfied with their Commute in Virginia Regions



Source: Virginia State of the Commute Study, 2007.

2.4 CURRENT TDM PROGRAMS AND SERVICES

OmniMatch provides a range of TDM services and programs to residents, employees, and employers in Prince William County and the Cities of Manassas and Manassas Park. OmniMatch's services currently focus on three main areas: ridematching, vanpool services, and employer outreach.

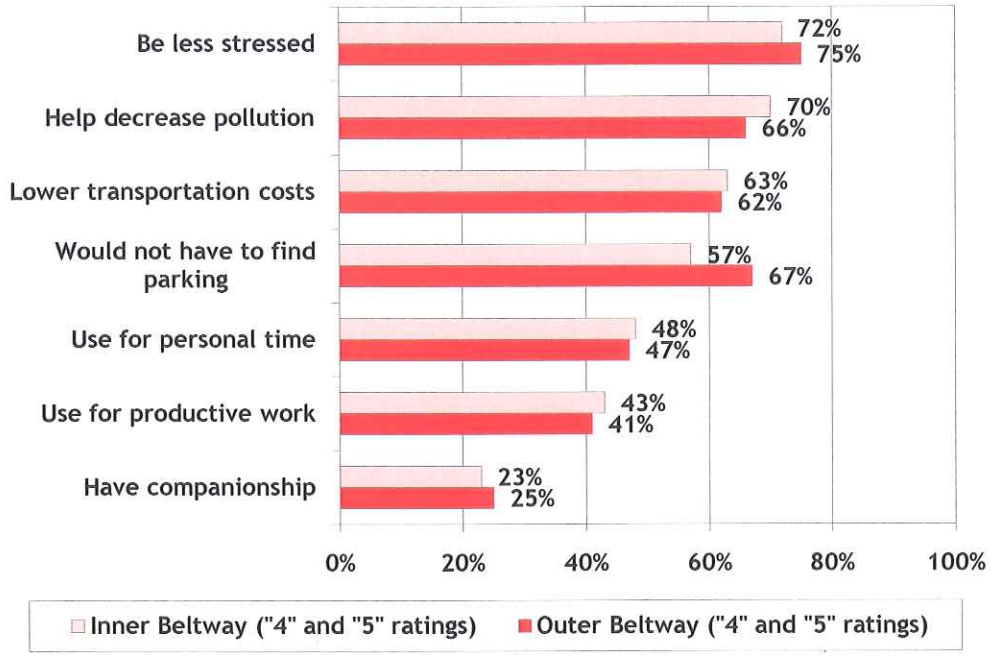
2.4.1 Customers

Disseminating information on the range of transportation options available to residents to enable informed decision-making is the core of OmniMatch's program. With nearly half of residents traveling to Northern Virginia or the District of Columbia each day, the region has developed a well-established commuter culture over the past 30 to 40 years. Carpooling is a well-known transportation option for residents in most of OmniMatch's service area and local name recognition of OmniMatch is among the highest of all TDM programs in Virginia.[5] Personal referrals and word-of-mouth are some of the most common ways that new customers learn about OmniMatch. As a result of this culture, OmniMatch identifies its primary customer base as commuters, particularly those traveling north from Prince William County.

The primary motivations for OmniMatch and other Outer Beltway TDM program customers to use alternative modes, as shown in Figure 2.11, include: avoiding the stress of driving alone, eliminating the need to find parking, reducing pollution, and lowering transportation costs.

[5] 2008 State of the Commute survey

Figure 2.11 Reasons PRTC Commuters Use Alternative Modes



Source: Virginia State of the Commute Study, 2007.

OmniMatch also identifies area employers and individuals who work in or travel through Prince William County as customers, and provides a variety of information for these groups to help reduce single-occupancy vehicle use. For destination-based (employer-end) services outside Prince William County, OmniMatch refers customers to Commuter Connections and other neighboring TDM programs.

2.4.2 Programs and Services

Information about all of OmniMatch's programs and services can be found in the "Ridesharing" section of PRTC's website (www.prtctransit.org), which provides general commute information, ridematch applications, links to OmniRide transit service schedules, and a wealth of other resources. Table 2.7 shows summary statistics for OmniMatch's programs in FY 2008 and 2009. Detailed descriptions of the programs and services provided or administered by OmniMatch are included below.

Table 2.7 OmniMatch Program Statistics

Fiscal Year	New PRTC Applications Processed	Other Applications Processed	Passengers Served Per Day	Passengers Served Per Month
2008	1,148	533	–	–
2009	1,142	638	30,282	638,628

Note: "New PRTC Applications Processed" include all new customers inquiring about rideshare options in Prince William County and the Cities of Manassas and Manassas Park.
"Other Applications Processed" include reapplicants, deletions and commuters contacted as a follow-up interested in remaining in the program.
"Passenger Per Day" count is based on average passenger occupancy rate of 13 per maxi-van and 5 per mini-van.
"Passengers Per Month" is former figure multiplied by number of days per month.

Source: OmniMatch.

Carpool/Ridematching

OmniMatch supports an extensive carpool and vanpool fleet serving residents who work in the District of Columbia, Arlington County, City of Alexandria, and other areas. As OmniMatch's name implies, ridematching is a major service provided by the program. The majority of OmniMatch's initial contacts with commuters and employers are related to carpool/vanpool start-up or ridematching.

The regional ridematching database in the Washington, D.C. metropolitan area is administered through MWCOG's Commuter Connections program. Residents and employees in OmniMatch's service area have the option of using Commuter Connections' online tool to receive instant ridematching information. OmniMatch's website also contains a Match Request Form that commuters may complete to receive one-on-one trip-planning or ridematching assistance from the OmniMatch Program Specialist and/or to request information on additional transportation options and programs (e.g. transit, vanpool, telework, slugging, Guaranteed Ride Home).

There are approximately 2,000 active ridematching applicants from the OmniMatch service area in the Commuter Connections database. Over 1,000 new applicants are added to the database annually and have a matchlist generated. The OmniMatch Program Specialist contacts all active rideshare applicants at specified time intervals to follow-up and determines if the individual wants to remain in the ridematching program.

Vanpool Matching/Leasing

Prince William County is one of the largest vanpool markets in Virginia, and vanpool formation and maintenance is one of OmniMatch's primary focuses. The OmniMatch Rideshare Program Specialist assists individuals with vanpool

ridematching using the Commuter Connections online tool. OmniMatch also supports existing vanpools and promotes establishment of new vanpools by providing:

- Technical assistance for commuters to lease and start their own vanpool;
- VanStart/VanSave subsidies to help start a new vanpool or to temporarily cover vacant seats in an existing vanpool[6]; and
- Assistance for Prince William County residents to take advantage of the Personal Property Tax Relief program for vanpools.

Guaranteed Ride Home

The Guaranteed Ride Home (GRH) program in the Washington D.C. area is administered on a regional basis by Commuter Connections. OmniMatch staff promotes GRH and helps individuals to sign up for the program.

Employer Services

OmniMatch annually contracts its Employer Services Program. Employer outreach in Prince William County and the Cities of Manassas and Manassas Park is currently provided through contract by UrbanTrans. Via UrbanTrans, OmniMatch works with large employers - 100 or more employees - to promote transit and high occupancy commute modes and helps employers to:

- Implement commuter benefit and incentive programs;
- Establish telework programs with assistance through TeleworkVA!;
- Survey employee transportation needs and preferences;
- Train Employee Transportation Coordinators (ETCs);
- Map employee locations to plan potential carpool/vanpool routes; and
- Develop additional TDM programs and services.

There are currently over 200 employers in OmniMatch's service area with over 100 employees. Of these employers, 13 have an active, Level 3 or 4 TDM

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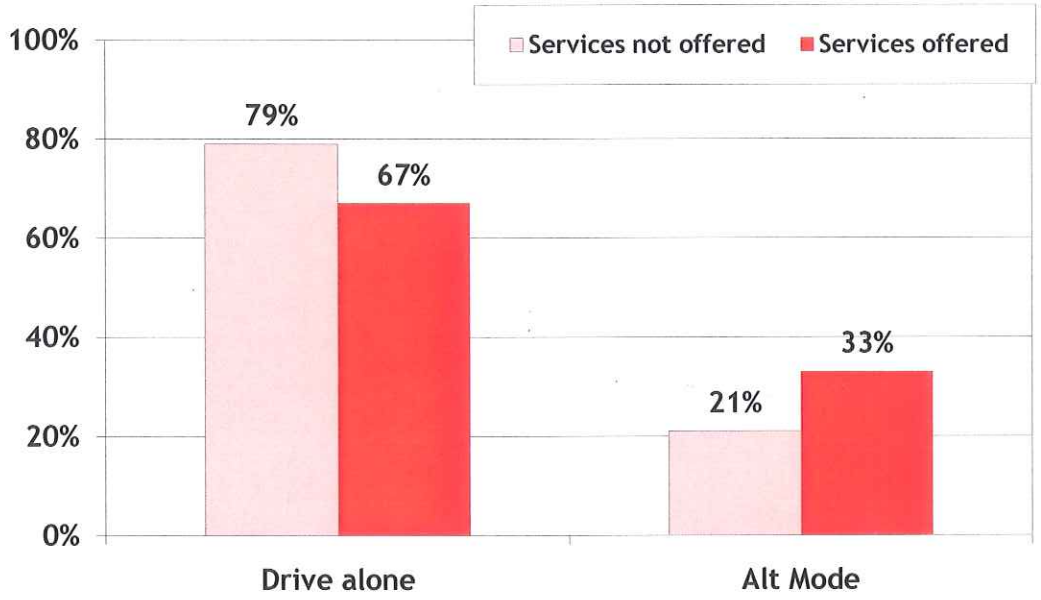
[6] The Virginia Van Start Program temporarily subsidizes empty seats during the critical start-up phase of new vanpools. The program is open to all new vanpools that register for assistance with a local Rideshare Program. The Virginia Van Save Program for existing vanpools is designed to assist established vanpools experiencing emergency loss of passengers. An eligible vanpool owner/operator may apply for Van Save assistance a maximum of once every 12 months per van. Assistance for both programs is granted at the discretion of the local Rideshare Program based on eligibility of the applicant.

program.[7] Employer outreach funds are limited to private and non-profit employers, which limits the number of large area employers OmniMatch can impact. This program currently is funded through a $40,000 annual direct grant from VDOT.

Going forward, there is potential for bringing the employer outreach branch of OmniMatch's services in-house, however, this will require additional resources and density of large employers interested in providing TDM programs as a benefit to employees. This trend is just beginning with the arrival of General Dynamics, Northrup Grumman, Raytheon, and other large employers in the area. Current efforts to help employers establish and provide TDM services have had a noticeable impact on commuters' mode choices in Prince William County and the Outer Beltway. As Figure 2.12 shows, Outer Beltway residents whose employers provide commuter benefits such as HOV parking or transit subsidies are much less likely to drive alone and more likely to use alternative modes.

Figure 2.12 Primary Mode if Employer Makes TDM Services Available



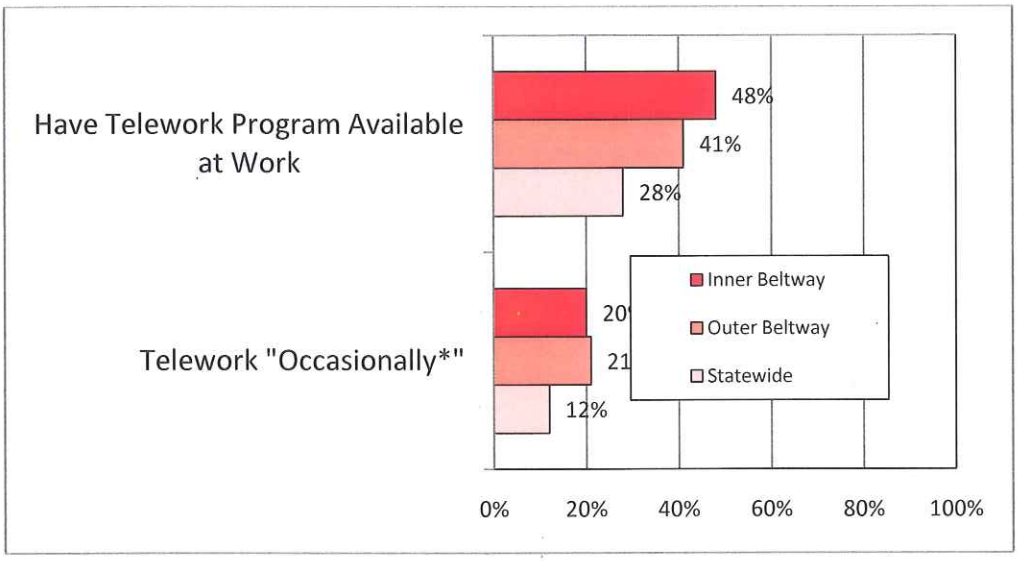
Source: Virginia State of the Commute Study, 2007,

[7] Employers are classified by levels that correspond to the Metropolitan Washington Council of Governments Commuter Connections' Employer Services criteria (Level-1 - meeting with a company; Level-2 - buy in, information distribution; Level-3 - Metrochek and other high level programs; Level-4 - shuttle and other capital expenses and more.)

Telework

All aspects of OmniMatch's telework program are managed by UrbanTrans as a component of the employer outreach contract. As Figure 2.13 and Table 2.8 show, the percentage of teleworkers in the Outer Beltway is nearly double the State average and there is potential to expand this market even farther. In 2007, 31 percent of non-teleworkers stated that they "could and would" telework if offered the opportunity. In the Outer Beltway, this equals approximately 208,600 potential new teleworkers.

Figure 2.13 Teleworkers and Telework Programs in PRTC



Source: Virginia State of the Commute Study, 2007.

Table 2.8 Potential New Teleworkers

	Statewide	Outer Beltway
Non-teleworkers who:		
Have TW-appropriate job responsibilities	31%	37%
Are interested in TW	24%	31%
- Occasional	15%	20%
- Regular	9%	11%
Potential New Teleworkers	**751,000**	**208,600**

Source: Virginia State of the Commute Study, 2007.

Bicycling/Walking

UrbanTrans provides bicycling and walking information to employers as a component of the employer outreach contract. OmniMatch does not currently have any direct interaction with residents regarding bicycle/pedestrian options. Going forward, the program will explore ways to support the multimodal vision of the Prince William County Comprehensive Plan by supporting development of bicycle and pedestrian facilities and promoting bicycling and walking as a transportation option.

Public Transportation

As a program within PRTC, the regional public transportation provider, disseminating transit information is another of OmniMatch's major responsibilities. The Rideshare Program Specialist provides customers with information, schedules, and maps for PRTC services and other transit options available to Prince William County area residents.

Marketing

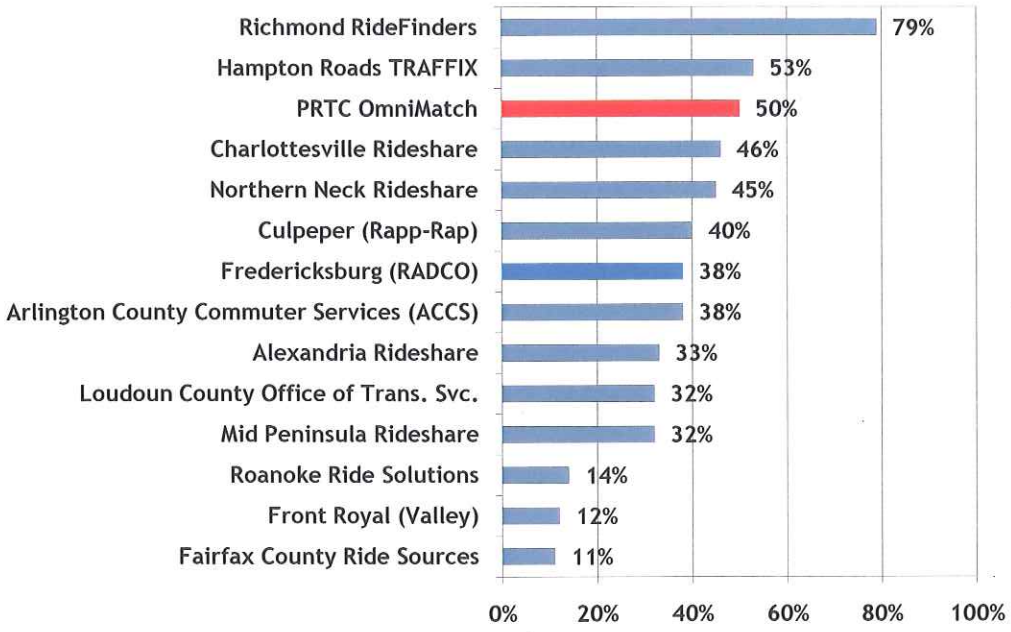
OmniMatch is co-marketed with PRTC's other transit services, OmniLink and OmniRide. Historically, OmniMatch has focused its marketing efforts on area residents who commute to work in Northern Virginia and the District of Columbia. OmniMatch uses a variety of methods to increase awareness of its services. These include:

- OmniMatch information and service links on PRTC's website;
- Newspaper ads in:
  - Washington Post;
  - Potomac News;
  - Old Bridge Observer; and
  - Bull Run Observer.
- Quarterly ads in Leisure Magazine;
- Full-page advertisement in the Potomac Nationals Baseball Program;
- Military base directory listings;
- Chamber of Commerce directory listings; and
- Yellow Pages listings.

OmniMatch also heavily promotes Teen Pass during the summer months using TEIF grant funds. The Teen Summer Pass costs $25 and gives teens unlimited rides on local OmniLink and Cross County Connector buses throughout the summer. As an additional incentive for teens to try the program, PRTC offers a free gift with each Summer Pass purchase and discounted tickets to Potomac Nationals baseball games for Pass holders.

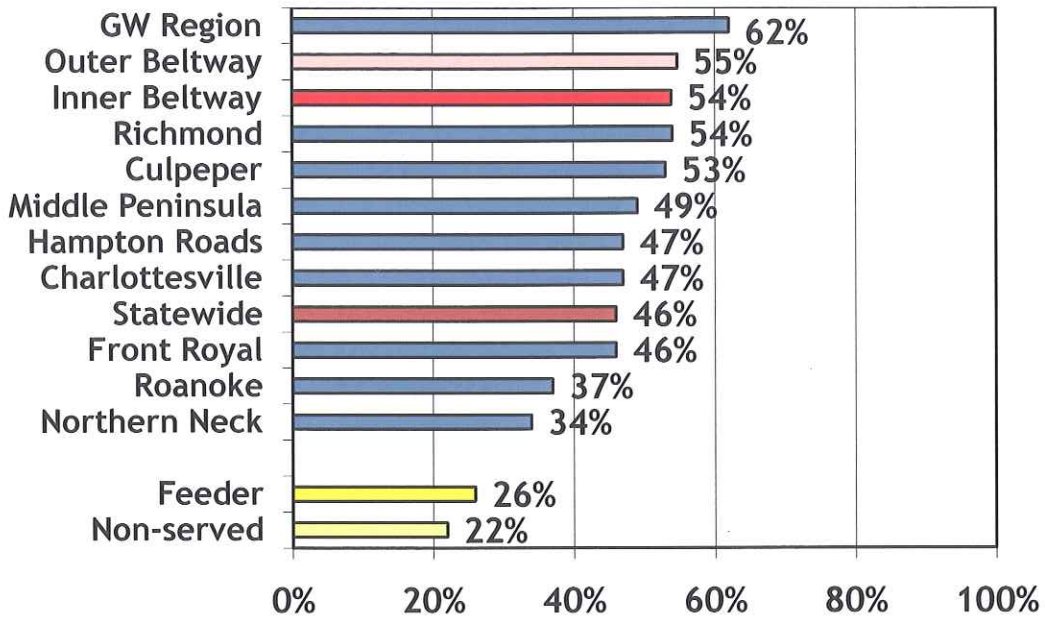
Overall, OmniMatch's marketing efforts have been relatively successful. Local name recognition for the OmniMatch program is high, with half of residents surveyed in 2007 stating they were aware of the program (Figure 2.14). Advertising recall for OmniMatch and other Outer Beltway TDM programs is also relatively high compared to other regions (Figure 2.15).

Figure 2.14 Awareness of Rideshare Program



Source: Virginia State of the Commute Study, 2007.

Figure 2.15 Advertising Recall



Source: Virginia State of the Commute Study, 2007.

Other TDM Services & Activities

OmniMatch also administers or promotes the following programs and services:

- **SmartBenefits Centers** – Eleven SmartBenefits Centers located throughout OmniMatch's service area provide locations for customers to purchase and/or add fare money to SmarTrip cards, which are operated by the Washington Metropolitan Area Transit Authority (WMATA). The PRTC Transit Center location also offers SmartTrip voucher redemption for vanpool operators.

- **Slugging** – OmniMatch provides information about "slugging", or casual carpooling, to interested commuters. OmniMatch's Match Request form incorporates questions about slugging and the Rideshare Program Specialist refers customers to the website sluglines.com for additional information. Approximately 6,000 commuters use casual carpooling to commute along the I-95 corridor.

- **Proffers** – The proffer system in Prince William County is a major tool for encouraging many types of developmental improvements that support a multimodal and high quality of life in the County. Although this program is administered by the County Department of Planning and Zoning and not PRTC, proffers are frequently used to ensure that land developers construct sidewalks, trails, bus stops, and other transit/TDM-supporting elements on their sites. OmniMatch is engaged to a small degree in the proffers process.

2.4.3 Related Mobility Programs

OmniMatch's current services are primarily focused on commuter transportation alternatives. However, there are other programs within Prince William County and the Cities of Manassas and Manassas Park that provide related services to improve mobility and transportation options for other groups of the population. Some of these groups include:

- Human service transportation programs:
  - ARC of Greater Prince William - ARC provides services for over 1,500 persons with developmental disabilities. The agency has a fleet of 26 vehicles, with transportation provided each weekday to and from the adult day program, three mobile work crews, a vocational enclave, employment sites, numerous recreation events, medical appointments, grocery shopping, etc. During the weekends, ARC provides transportation services for agency sponsored recreation events and/or community integration activities by the residential programs.
  - Helping Hand Transportation - Helping Hand provides transportation services for both individuals and organizations. Services for individuals include transportation to regional airports and medical appointments. The agency's staff includes over 200 CD and non-CDL drivers and schedulers.
- Taxi and bus service providers:
  - Atlas Limousine & Sedan Service Inc., Woodbridge, VA;
  - Dale City Taxi, Woodbridge, VA;
  - Greyhound Lines, intercity bus services that stops in Woodbridge, VA;
  - Hallie International Bus Services, Woodbridge, VA;
  - Jett Travels Bus Charters, Woodbridge, VA;
  - Manassas Cab Co., Woodbridge, VA;
  - New World Tours Inc., Bristow, VA;
  - Northern Virginia Airport Shuttle, Woodbridge, VA;
  - Scenic America Inc., Bristow, VA; and
  - Yellow Cab Taxi & Sedan Service, Woodbridge, VA.

PRTC, in partnership with the Prince William Area Agency on Aging are currently beginning development of a Mobility Management Plan which will define:

- The unmet transportation needs of individuals living in the greater Prince William Area who are aged 60 and older, disabled, and/or low-income;
- The resources required to meet these unmet needs; and

- The institutional arrangements best suited to address these needs.

OmniMatch staff will support development of the Plan and explore ways that the TDM program may support coordinated delivery of mobility services in the future.

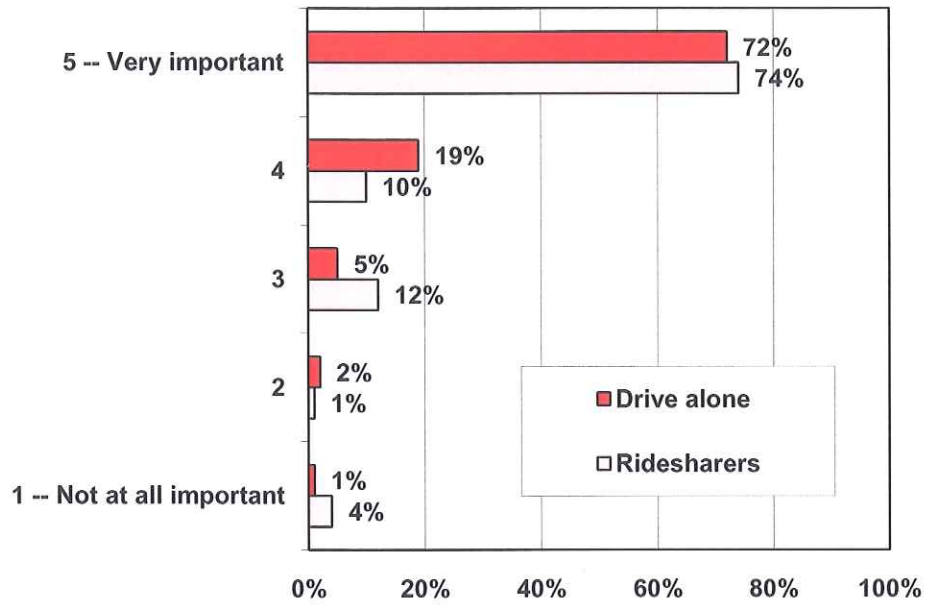
3.0 Future OmniMatch Service Area Profile

This plan is designed to address the TDM needs of Prince William County and the Cities of Manassas and Manassas Park in the short- (one to six years), medium- (seven to 15 years), and long-term (16 to 25 years). This chapter addresses how the region is expected to change over these time horizons.

Over the next 25 years, Prince William County and the Cities of Manassas and Manassas Park will continue to grow and change substantially, as they have over the previous 25 years. One of the most significant concerns identified in local comprehensive plans in the area is the cost of providing quality public services – particularly schools and roads – to a burgeoning population. For example, each lane mile of road constructed is estimated to cost $4.6 million (2007 dollars), and local revenues – heavily dependent upon residential tax dollars– are stretched to plan and program public services and facilities for existing residents. Efficient service delivery and well-coordinated development with multiple transportation options will be key to meeting future growth and travel needs in and around Prince William County.

In this environment, innovative and effective TDM services and strategies will play an important role in serving the area's transportation needs. As Figure 3.1 shows, support for future investment in transit and TDM in Prince William County and the Outer Beltway Region is high among both single-occupancy vehicle commuters and ridesharers.

Figure 3.1 Percent of Commuters Who Think It's Important to Invest in Transit/TDM



Source: Virginia State of the Commute Study, 2007.

3.1 PROJECTED DEMOGRAPHICS

Prince William County is the third most populous jurisdiction in Virginia. In December 2006, the population was estimated to be 378,455. This figure represents roughly a 34.8 percent growth from the 2000 population of 280,813. The County has projected a 2030 population of 555,012. Population projections for OmniMatch's entire service area, which includes Prince William County and the Cities of Manassas and Manassas Park, are shown in Table 3.1. Although the rate of population growth is expected to slow somewhat in the future as the service area becomes more built-out, the region expects to add over 100,000 new residents during each ten year period from 2000 to 2030. This population growth will increase pressure on the area's transportation infrastructure and emphasize the need for ridesharing and other TDM approaches as options to expand the area's roadway infrastructure become more difficult / cost prohibitive, and the County searches for lower-cost options to transport residents to jobs.

Also of interest is the projected age structure of residents. The aging of the "baby-boom" population is anticipated to significantly impact public budgets due to a dramatic increase in the number of individuals dependent on public health care insurance and social security programs over the next 20 years. The percentage of area residents over age 65 is expected to more than double between 2000 and 2030, from 5 percent to 11 percent. This change is less extreme

than what is expected in other areas of the State, but will have a significant impact on public budgets and transportation needs nonetheless.

Table 3.1 Demographic Changes
2000 to 2030

	1990	2000	2010	2020	2030
Population					
Total Pop.	250,377	326,238	453,646	574,060	675,841
% Growth	--	30.3%	39.1%	26.5%	17.7%
Age Groups (%)					
Under 20	82,878 (33%)	93,585 (29%)	139,194 (31%)	171,894 (30%)	201,280 (30%)
30 to 64	159,332 (64%)	203,149 (62%)	282,809 (62%)	348,181 (61%)	399,416 (59%)
65 and Over	8,167 (3%)	15,817 (5%)	31,643 (7%)	53,985 (9%)	75,145 (11%)

Source: Virginia Employment Commission and US Census Bureau (Prince William County, Manassas City, Manassas Park City).

3.2 PROJECTED EMPLOYMENT

Employment is also expected to increase in the OmniMatch service area in the future. Table 3.2 shows that employment is expected to increase by more than 21 percent between 2008 and 2018, adding nearly 48,000 new jobs. The annual growth in jobs is not anticipated to keep pace with population growth, however, meaning many residents will continue to commute outside of the region for work.

Table 3.2 Estimated Employment Levels

	Estimated 2008	Estimated 2018	Change	% Change	Annual Growth
Total Employment*	224,910	272,816	47,906	21.30%	1.90%

Source: 2008 LAUS Unit and Bureau of Labor Statistics employment (Prince William County, Manassas City, Manassas Park City), projected using projected annual growth rate for Virginia Employment Commission, Combined Projections Area (LWIA XI and LWIA XII).

3.3 AREAS OF GROWTH

To meet citizen demands for quality services and manage growth, Prince William County has designated a "Rural Area" for 10-acre residential lots and rural clusters and a "Development Area" in which future development will be focused. The intent of this change is to allow the County to concentrate spending to catch up with existing infrastructure demand and to encourage full utilization of existing infrastructure.

3.3.1 Transportation Facilities

Several major transportation projects are currently under development in the Prince William County area that will influence future travel patterns in the region, including:

- **I-95 High Occupancy Toll (HOT) lanes -** HOT lanes are limited access lanes that provide free access to HOV-3+, transit and motorcycles. Other vehicles that don't meet the occupancy requirements can pay a toll to use the lanes for a faster and more reliable travel option. If implemented, the I-95/395 HOT lanes will connect to the I-495 Capital Beltway HOT lanes, creating a free-flowing transit network from Spotsylvania to employment destinations at the Pentagon, City of Alexandria, Tysons Corner, and the Dulles Corridor. These HOT lanes would mitigate some rush hour congestion and are seen as a means of encouraging transit, carpooling and vanpooling by virtue of investments in those modes as adjuncts to the HOT lanes project (e.g., expanded park and ride lots and transit improvements such as new buses, stations, and routes). The project is envisioned to be built in two sections. The northern section would add another lane in what is now the HOV facility for 28 miles from the Pentagon to Dumfries., with all three lanes becoming tolled. The southern section would build two new tolled lanes another 28 miles south to Spotsylvania County.
- **I-95 Widening -** This $123 million project will add a fourth lane in each direction of I-95 along the six-mile stretch between Route 123 and Fairfax County Parkway to relieve chronic bottlenecking and improve traffic flow to and from the recently completed Springfield Interchange. The project began in early 2008 and is expected to be completed in 2011
- **I-66 Widening and HOV extension -** Two lanes - one regular and one HOV - are being added to I-66 in each direction from the Route 234 bypass to Route 29 in Gainesville. In addition, new ramps will be built at the I-66/Route 29 interchange. Construction will be finished in August 2010.
- **Gainesville Area Improvements -** To relieve congestion in and around the rapidly growing Gainesville area the interchange at Route 29 and Linton Hall Road is being redesigned. The project involves elevating Route 29 over the railroad tracks and under Linton Hall Road, building new ramps at the I-66 interchange and adding a lane on Route 29 from I-66 to Virginia Oaks. Construction will begin in 2010 and will be completed in 2014.
- **VRE Capital Improvements -** VRE is planning a number of improvements, including adding approximately 250 spaces to the parking facilities at Brooke and Leland Road stations, constructing a second platform and Kiss and Ride facility at the Woodbridge Station, and acquiring new locomotives for its fleet.
- **Route 1 Improvements** - The Route 1 Location Study identifies the location of the right-of-way required for the widening of US Route 1 to six lanes,

with a median, sidewalk, bike path, and landscaping. A feasibility study is also being conducted for a bus rapid transit system that would run along Route 1. Dedicated lanes, road widening, and schedule variations are being studied.

- **Transit Improvements** - The 2008 Prince William County Comprehensive Plan and PRTC Long Range Bus Transit Plan identify a variety of transit improvements - bus routes, commuter rail stations, park-and-ride lots, and transit centers - that are planned to address unmet existing and anticipated future demand in the area. A feasibility study is also being conducted for a commuter ferry that would run between Prince William County and Washington DC.

3.3.2 Activity Centers

The transportation enhancements described above and continued population growth is expected to impact the locations and types of activity centers located in OmniMatch's service area. Historically the region has served primarily as a bedroom community for workers commuting to jobs in Northern Virginia and the District of Columbia. This will continue to be an important role for the area going forward. For example, the towns of Gainesville and Haymarket along the I-66 corridor are expected to continue growing residentially at a rapid rate. This continued residential growth and new commercial growth will be facilitated by improvements to Route 29 that mitigate congestion caused by bottlenecks in the area.

The region also expects to attract a growing number of employers and commercial activity centers over the next 20 years. The Federal Base Realignment and Closure (BRAC) program, which will result nearly 3,000 new jobs at Quantico Marine Base and over 20,000 new jobs at Fort Belvoir by 2011, will fuel residential growth throughout OmniMatch's service area, attract additional employers, and necessitate regional retail and commercial growth to serve the growing population. In addition to BRAC jobs, new activity centers are expected to form in the Prince William County and Manassas area centered on large employer "campuses" being developed in the region. Anticipated activity centers addressed through individual "sector plans" in the area include:

- **Innovation** - The Innovation development in the Manassas area will contain approximately 37,000 jobs (primarily in the advanced technology sector) centered around the Prince William County George Mason University campus when completed.

- **Government Center** - Government Center will be a privately developed, government-oriented, mixed-use development centered on the Prince William Parkway. It will encompass an area of approximately 1,600 acres that is largely undeveloped but almost completely surrounded by existing development, bounded on the north by the Occoquan River; on the south by

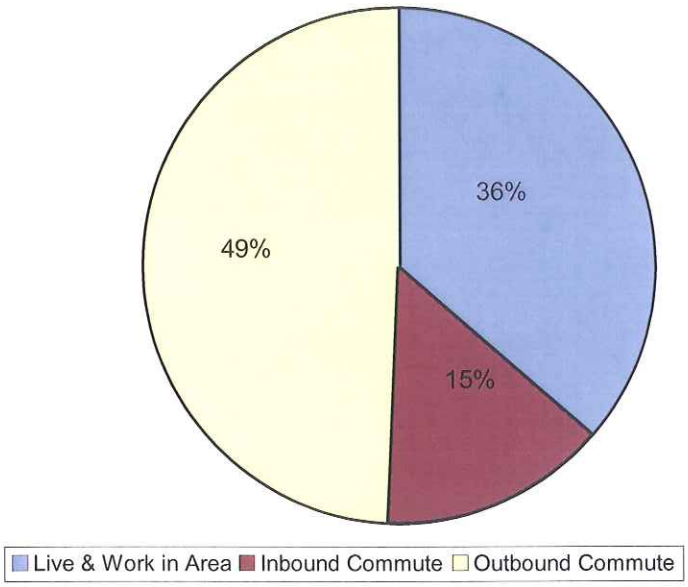
Dale City; on the east by the Westridge, Laurel Hills, and The Glen developments; and on the west by Beacon Hill and Windsor developments.

- **Neabsco Creek Waterfront Area** – New development and marina-related uses are anticipated along the Neabsco Creek Waterfront.
- **Parkway Employment Center** – This 890-acre area is part of the southern edge of the National Capital area and lies at a gateway entrance to Prince William County from I-95, which carries over 195,000 vehicles per day. The undeveloped land now separates the residential neighborhoods to the north and west from the Potomac Mills retail complex to the south. The Parkway Employment Center will provide opportunities for high-quality employment and, more specifically, encourage the location of Class A office uses and other non-retail employment uses such as research and development facilities.
- **Potomac Communities** – The communities along the Route 1 corridor in Prince William County are expected to grow and develop as an activity center in the future due to new jobs and residents associated with BRAC.

3.4 Projected Travel Patterns

Changes in demographics, development patterns, and transportation infrastructure will all affect the travel patterns in and around the OmniMatch service area. Travel projections generated using MWCOG's regional model (Figure 3.2) show that in 2030, a larger portion of residents in OmniMatch's service area will work within the area; however, nearly half of residents will continue to commute outside the area to Washington, DC and employment centers in Northern Virginia.

Figure 3.2 Projected 2030 Commuting Patterns



Source: MWCOG Model Version 2.2 results.

Based on the MWCOG model and developments and demographic trends documented in the previous sections, several changes in travel patterns are possible, including:

- An estimated 81 percent increase in VMT across northern Virginia between 2005 and 2025 will increase congestion throughout the OmniMatch service area.
- Growing population, local employment centers, and non-work trip opportunities may result in congestion outside of the typical I-95 and I-66 corridors.
- Northern Virginia and Washington, D.C. will continue to be the primary commuter destinations due to employment growth lagging behind population growth, but work destinations in this region will continue to become more dispersed and include a growing number of trips to Arlington County, the City of Alexandria, and other Northern Virginia activity centers (particularly those accessible by Metrorail).
- New employment and activity centers in Prince William County (Innovation, Potomac Communities, Government Center, and Western/I-66 Corridor) will increase demand for intra-county movement.
- A growing, aging population and an increase in mixed-use development throughout the region will result in an increase in non-work related travel.
- Increased HOV lane capacity and the shift to HOV-3 restrictions on I-95 and I-66 may cause an increase in carpooling, vanpooling, and slugging.

- The construction of park and ride lots along I-95 and increased transit service and stops may cause an increase in transit mode share.
- Continued dispersion of development in the region, driven by the quest for lower cost housing at the edges of the region, combined with increasing job dispersion will present a challenge to developing economical transit and/or vanpool services for a significant portion of area residents.
- A growing number of high-wage, professional workers and jobs in Prince William County and increasing availability of high-speed internet and services may increase the number of area residents who telework occasionally and regularly.
- Increased interest in bicycling and walking, growing mixed-use developments and local employment opportunities, and local policies requiring consideration of bicycle and pedestrian access as a component of major roadway improvements may increase bicycle and pedestrian mode share for non-work trips and intra-regional work trips.

3.5 EXTERNAL TRENDS

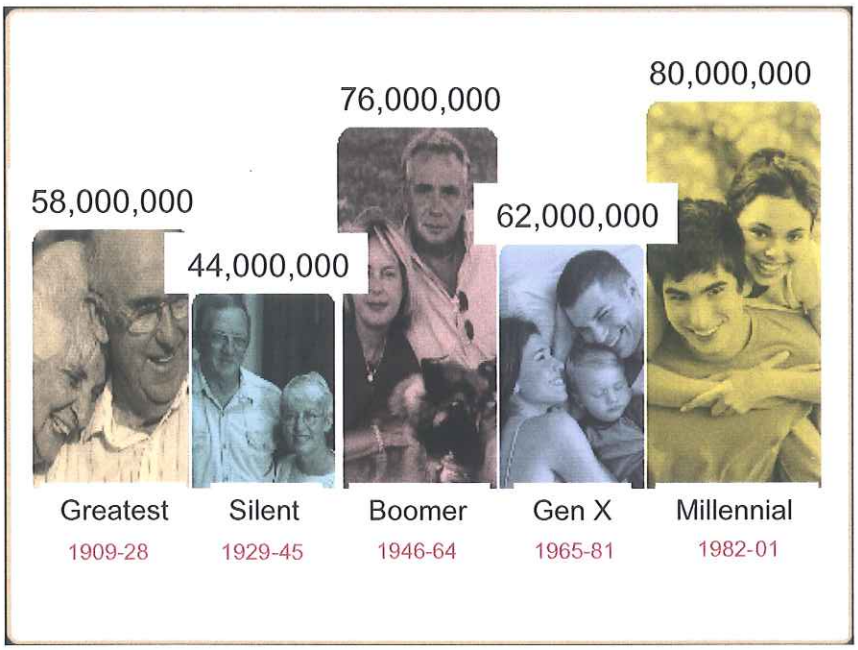
In addition to the projected demographic and developments trends that will affect TDM in the area, there are a number of external trends and factors that are likely to influence and shape OmniMatch's future. Some of these forces are described in this section.

3.5.1 New Generation of Workers

America's youngest generation, the Millennials (sometimes called Gen Ys or Echo Boomers), are poised to make a huge impact on ridesharing modes and ridesharing support services for years to come. There are two primary factors that will fuel this change.

First, the sheer size of the Millennial population suggests that they will influence society, just as the unusually large Baby Boomer generation did and still does today. When compared to the other generations, Millennials represent the largest generation alive today – 80 million strong as shown in Figure 3.3.

Figure 3.3 Size & Age Profile of U.S. Generations



Source: SIR Boomer Project.

Second, over the past two years, Millennials have shifted to and remained in non-SOV work commute modes at a greater rate than any older generation. Even the recent fall in gas prices has not reversed this promising trend among Millennials. Given the cause-oriented generational values and sheer size of this generation, Millennials will have a big impact on ridesharing and may represent a tremendous opportunity to significantly shift America's modal split.

Millennials are also leading the way in reshaping rideshare support services. Just three years ago, most ridematching was done through large government-sponsored, centralized databases. Today, many commercial enterprises are tapping into commuters' need for hyper-social connectivity by offering ridematching as part of social networks - Craigslist, Facebook, Goloco.org, Ridebuzz.org, Greenyour.com, and even the Dave Matthews Band website. Millennials are leading the adoption curve of this new technology and new ways to share a ride.

While Millennials make up a small percentage of the workforce now, they will make up the majority of the work force in years to come, surpassing the older generations just ahead of them - the smaller Gen X and baby Boomers. It will be these future workers - ten and twenty years from now - that will shape how our companies, cities, and transportation systems of the future will run.

3.5.2 Environmentalism and Sustainability

One of the most recent social movements being fueled by Millennials, as well as older generations, is the green or sustainability movement. When it comes to

TDM, there are both consumer-driven and business-driven forces at work. Residents of the OmniMatch service area have shown a strong interest and support for this movement, and the view that ridesharing and TDM are the green alternatives to drive alone commuting could help TDM gain ground in some markets. As was shown previously in Figure 2.11, decreasing pollution was listed as the third most compelling reason for commuters to use an alternate mode of transportation. Reducing stress and the need to find parking are the largest motivations for using alternate modes in the Outer Beltway region.

Perhaps the more powerful green influence in the TDM world is what's happening with businesses. More and more companies want to be perceived as being green. In a recent SIR Study for the *Older Dominion Partnership*, 50% of the CEOs in Virginia want their companies to be perceived as *"being green."* To this end, companies are embracing green practices and looking for ways to showcase their corporate greenness.

3.5.3 Growing Involvement of Employers in TDM

Over the past few years, the labor shortage, green movement, and corporate experiences with TDM have helped the TDM cause reach the tipping point in employer appreciation and use. Corporate America has now realized that it is in their self-interest to embrace TDM programs to boost recruitment, retention, employee productivity, etc. Consequently, more and more companies are offering TDM services and programs and/or considering launching additional TDM services in the future. This trend creates an opportunity for OmniMatch to connect with the growing number of companies in Prince William County and surrounding areas.

3.5.4 Changing Nature of Work

One of the more subtle reasons behind employers' relatively recent acceptance of employer-based TDM services is the changing nature of work. More and more employers recognize that work is not some place you go, but rather something you do. Enlightened employers are measuring employee productivity not by time clocks but rather by outcomes - they are slowly evolving to a distributed workforce model.

This realization has been fueled by the pre-recession 2009 labor shortage and will be accelerated, again, by the significant labor shortages projected in the coming decade when millions of Baby Boomers slow down or exit the labor market altogether. Employers desire to cater to their labor forces' physical work space desires often translates into compressed work weeks, greater flexibility to come and go, and the ability to work from off site locations.

An early indicator of the powerful impact that the changing nature of work will have on commute patterns is the rise in popularity of telework. Teleworking offers the biggest opportunity to reduce vehicle miles traveled across the region as it basically eliminates the need for the trip altogether. Today, 3 percent of the

workforce in OmniMatch's service area telecommutes. Also, according to the 2007 State of the Commute Survey, 31 percent of non-teleworkers in the area would telework at least occasionally if given the opportunity.

3.5.5 Automobile Cost of Operation

Discussing the future of roads and highways most often leads to some form of user fees - tolls, increased gas taxes, congestion pricing, or VMT tax. Other forms of roadway pricing may also be introduced in the future and no matter what form these user fees take, it seems likely that at some point within the long-term timeframe of this plan, some type of user fee will be enacted on at least some portion of the roadway network. It can therefore be assumed that it will cost more to operate an automobile in the future.

Gasoline prices are another unknown element of the future of TDM; most industry leaders are in agreement that gas prices will be higher in the future. How much higher and when the increase will occur is still unknown, but with the 2008 spike in gasoline prices as an indicator, the price increase will likely have a major impact on the choice and use of travel modes.

4.0 OmniMatch Strategic Plan

As OmniMatch's service area continues to grow and change over the short-, medium-, and long-term, the services required and desired by residents will change as well. The customer base that OmniMatch serves will also grow and may change to include a more diverse group of employees, employers, and non-commuters (students, tourists, seniors). New services to serve new needs will need to be developed, in addition to expanding existing services and programs to better meet the needs of all stakeholders.

This section outlines the strategic framework that will guide the growth and development of OmniMatch and its services over the short-, medium-, and long-terms. An analysis of the program's strength's weaknesses, opportunities, and threats in light of current area needs and projected changes in the future was conducted to produce goals and objectives the program will work towards, strategies the program will pursue to achieve their goals, and performance measures to monitor the program's progress.

4.1 Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis

A SWOT analysis provides an organized framework for evaluating an agency and the environment in which it operates. This analysis highlights strengths as areas in which OmniMatch already excels, while recognizing weaknesses as areas in which OmniMatch should work to improve its programming. Opportunities are elements that OmniMatch could use to its strategic advantage and convert into strengths, while threats are factors or events that could turn into weaknesses if not addressed proactively.

4.1.1 Strengths

- Dedicated, knowledgeable staff are committed to the mission of the TDM program and PRTC, have institutional knowledge and experience, and are familiar with the transportation needs of area commuters.
- Program has gradually expanded its services over the past five years and is willing to attempt new initiatives and expand the role of the TDM program.
- There is high-level support within PRTC for current TDM programs and additional support is provided to increase the training and knowledge base of TDM staff.
- Integration of OmniMatch within PRTC allows the program to coordinate their services to support regional transit and to leverage support services (e.g. marketing, GIS mapping) to enhance the TDM program. Integration of

OmniMatch and PRTC also allows the program to provide customers a mix of services in one location.

- PRTC is a well-known agency and highly-regarded by the public. OmniMatch maintains a high level of customer service and has high name recognition in the area.
- Strong working relationship with regional TDM programs and other regional partners.
- Concentrated, high-volume commuter destinations in Washington, D.C. and Northern Virginia.
- Well-maintained and strategically located commuter lots serve carpools, vanpools, rail, buses, and "slug" commuters.
- Historically strong support for VRE and PRTC transit services from local governments and residents.

4.1.2 Weaknesses

- Current economic conditions make obtaining local and State funding for new and/or expanded programs difficult.
- Small size of staff (one full-time employee) limits the number of applicants that can be assisted, the amount of TDM outreach and coordination that can be done, and the time that can be devoted to supporting new initiatives.
- Jobs housing balance in Prince William County is unfavorable. While the County has aspirations and becoming more of a workplace and the projections presented earlier in the report signify some anticipated gains in that regard, a very large segment of the County resident population will continue to be jobholders outside the County.
- Awareness of OmniMatch's programs and services is perceived to be low among local employers.
- Comparatively low development densities that are not conducive to transit use.
- Historically among the longest commute times/distances in the State due to growing congestion and the County's role as a bedroom community on the periphery of the Washington Metropolitan Area.
- Slowing of the real estate market has weakened opportunities for the program to engage real estate agents and developers.
- Limited number of local bicycle and pedestrian facilities and lack of connectivity between sidewalks, trails, and destinations in areas where facilities do exist.

4.1.3 Opportunities

- Established "commuter culture" where residents are familiar with a range of travel options (e.g. carpool, vanpool, commuter bus, slugging) and ridesharing is common among "choice" travelers presents opportunities to expand OmniMatch's customer base.
- Local government is supportive of local and long-distance commuter needs.
- Commuting infrastructure is in place and commuter infrastructure improvements on major travel corridors (e.g. I-95 HOT lanes, barrier separated I-66 HOV lanes) will promote alternative mode use.
- Nearby availability of options in addition to PRTC services (e.g. other regional TDM agencies, VRE, Metro, FRED) present opportunities to collaborate and provide seamless regional TDM/transit that serves a wide variety of trips.
- Declining home prices and growth of local military bases spurring relocation to the Prince William County area create opportunities to continually expand OmniMatch's customer base and to educate new residents about transportation options before they establish their travel routine.
- Local jurisdictions have begun using PRTC as an informational resource regarding transit opportunities and proffers. As these relationships grow PRTC and OmniMatch could also establish themselves as the regional resource for TDM information and advice.
- Base Realignment and Closure (BRAC) expansions at Fort Belvoir and Quantico Marine Corps Base are considering TDM strategies and present opportunities for collaboration.

4.1.4 Threats

- Population growth on western side of Prince William County where fewer travel options are in existence.
- Current local land use, transportation, and development policies are focused on growing employer and resident bases, but do not emphasize trip reduction measures. Growth guided by these policies may be difficult to retrofit to serve increased demand for transit, ridesharing, and non-motorized transportation in the future.
- Continued suburban development that encourages vehicle ownership and use.
- Dispersed local employment and low-density land uses will continue to be difficult to serve via transit, carpools, and vanpools.
- Local employers have not needed to focus on trip reduction in the past due to plentiful free parking and local employees' willingness to endure congestion on local roads as long as they aren't commuting long distances (e.g. I-66 or I-

95 to Northern Virginia). This trend is likely to continue unless congestion and gas prices dramatically increase or employers are educated about TDM through OmniMatch outreach.

- Emphasis on high-end, campus style business development.
- Continued room for residential growth and the relative low cost of housing.
- High number of choice travelers.
- High rate of population turnover due to large military and Federal government employee presence makes marketing and education a continual high-ranking need.
- Growing elderly population will require new and expanded alternative transportation services.
- Funding constraints pose a serious management challenge to simply sustain existing services, let alone expand them.

4.2 OMNIMATCH MISSION & VISION

PRTC and OmniMatch do not currently have formally adopted mission or vision statements. Based on visioning exercises conducted for this plan, the following vision was drafted for OmniMatch:

Twenty years from now, the OmniMatch service area will be a growing, vibrant suburban community. The region will be home to a diverse community of young professionals and families and contain a balanced mix of land uses including residential clusters, mixed use developments, and a growing number of jobs in high-tech and other targeted industries. Although many residents will continue travel to neighboring communities for employment, these commuters will have options for traveling to these destinations, including rail, local and commuter buses, carpools, vanpools, and casual carpooling (slugging). All residents, including the elderly, will also have transportation options for trips to shopping and other destinations near home (bike/ped, etc.). This multimodal environment will support social and economic benefits for the area, including: increased mobility/accessibility, high quality of life, increased efficiency of the transportation network, and cost savings for residents, employers, and local governments.

This vision was informed by the vision statements contained in the comprehensive plans of OmniMatch's member jurisdictions, shown below.

4.2.1 Prince William County Vision

The 2008 Prince William County Comprehensive Plan outlines the following four general goals and associated objectives as the "vision" for the area:

- Strong economic growth:
  - New and expanded employment opportunities.
  - An improved County tax base - higher ratio of jobs to houses, non-residential uses to residential uses.
  - Higher-income professional jobs and higher-income housing.
  - Greater number of targeted industries, and the development and expansion of certain existing County-based companies.
  - Public and private investment to encourage quality economic growth.
- Affordable, practical, and fiscally sound residential and economic development:
  - Infill development, mixed-use, and development of already developed areas within the development densities indicated in the Long-Range Land Use Plan, to maximize efficiency of existing infrastructure.
  - Updated levels of public service standards.
  - Capital Improvements Program and operating budget reflective of Comprehensive Plan policies and action strategies.
- Prince William County as an attractive, "livable" community:
  - Good community design to ensure a high quality of life for County residents and to attract targeted businesses.
  - Preservation of areas of rural character and significant cultural/historical resources.
  - Revitalization of older commercial and residential areas of the County.
  - Sound environmental quality.
  - A variety of land use types and densities, to make the County an interesting place to live or visit.
- Cost-effective and Plan-based transportation systems:
  - Roadway widths and locations determined by existing and planned densities.
  - Major new roadways to serve development.
  - Regional mass transportation "hubs" to develop at high-density mixed-use with transit-oriented land uses.

4.2.2 City of Manassas Vision

The City of Manassas's vision is currently being updated as part of the 2008 Comprehensive Plan update process. The vision included in the earlier Manassas 2002 Comprehensive Plan was:

Our vision for the City of Manassas is one that protects its history, values its present, and plans for its future in an informed, resolute manner.

We believe that balancing our historical legacy with the evolving character of Manassas should govern its future development. Our priority is to enable the City to preserve its distinctive character by providing the necessary guidance for its growth and change. We envision a city that, through a combination of preservation, in-fill development, and redevelopment, continues to evolve as the most attractive, livable city in the metropolitan Washington, DC area.

Our intent is to balance the need for quality housing for all citizens with the need for businesses to sustain the quality of life we offer in the City. We picture attractive streetscapes, pedestrian-friendly walkways, bicycle pathways, and open green spaces that will afford an aesthetically pleasing ambiance. We assume the continuation of our superior school system, self-sufficient municipality, high-quality public services, and abundance of culturally diverse activities that enrich the quality of life for our citizens. We seek to lay the groundwork for the variety of employment opportunities required to support our increasingly diverse population. These attributes, and more, contribute to the charm and sense of place that is Manassas.

4.2.3 City of Manassas Park Vision

The City of Manassas Park's 2007 Comprehensive Plan update contains a similar vision that emphasizes multimodal transportation options and preserving high-quality of life:

Manassas Park will be an attractive community with many tree-lined streets, a citywide system of sidewalks and parks, and revitalized, well-maintained neighborhoods. Transportation services will be safe, convenient and diverse, including a high capacity road system and commuter rail service. Diverse and vibrant shopping and employment areas will be convenient to neighborhoods, yet residential areas will be protected from industrial uses. The city will be socially unified and will retain its "small town" character, with a strong new "downtown" fostered by the new Park Center. High quality city services such as schools and public safety will be funded from a wide range of sources, including businesses, residents, and State and Federal grants. The city will maintain strong regional ties to its neighboring jurisdictions, while maintaining a strong sense of identity and pride in its local community

4.3 GOALS, OBJECTIVES, AND STRATEGIES

4.3.1 Coordination with Other Plans & Programs

This long-range TDM plan was developed in coordination with relevant existing plans developed at the local, regional, and State level. Key stakeholders and staff from related programs were also engaged in the planning process to the extent possible. The following plans were reviewed as part of the planning process:

- PRTC Long-Range Bus Transit Plan (2007);
- Prince William County Comprehensive Plan (2008);
- Prince William County Strategic Plan (2008);
- Manassas Park Comprehensive Plan (2007);
- Manassas Comprehensive Plan (ongoing);
- MWCOG Constrained Long-Range Transportation Plan (2009);
- Northern Virginia Coordinated Human Services Mobility Plan (2008); and
- VTrans 2035 (ongoing).

The visions, goals, objectives, and future activities contained in these plans informed and shaped the content of this Plan. The goals and objectives adopted in this Plan are designed to support these plans in order to assist OmniMatch, its stakeholders and local jurisdictions, and the Commonwealth of Virginia achieve their collective vision.

4.3.2 Process for Developing Goals & Objectives

The goals and objectives contained in this plan were developed through a collaborative process involving OmniMatch and PRTC staff with assistance and input from Cambridge Systematics, LDA Consulting, Southeastern Institute of Research (SIR), and Center for Urban Transportation Research (CUTR). The process to identify and refine programmatic goals, objectives, and performance measures included:

- Review of existing OmniMatch documents to understand the role and services of the program;
- Interviews with OmniMatch and PRTC staff to identify existing and future program needs;
- Review of all comprehensive plans and other documents created by PRTC and its member jurisdictions;
- Development of a SWOT analysis based on the reviewed documents;
- Formation of draft TDM goals based on:

- Existing vision statements and transportation or TDM-related goals and objectives in reviewed documents; and
- Interviews and SWOT analysis.

- Review and revision of goals and objectives by OmniMatch staff.

During the development of goals, objectives, and performance standards for this plan, the following definitions were used:

- **Goal** – is a broad, qualitative statement of what the agency hopes to achieve.
- **Objective** – is a specific, measurable statement of what will be done to achieve goals.
- **Strategy** – is a statement of the approach or method the program will pursue to attain goals and objectives.
- **Performance Standard (Measure)** – is a quantitative or qualitative characterization of performance that evaluates the efficiency or effectiveness in conducting business operations.

4.3.3 Agency Goals, Objectives, and Strategies

Following the process described in Section 4.3.2, OmniMatch has identified the following long-term goals (see Table 4.1 for a complete list of associated objectives and strategies):

1. **Build strategic partnerships and develop effective organizational practices.**
   - As a small TDM program, OmniMatch must leverage its resources to maximize the efficiency and impact of the services it delivers. Key to this process is developing effective organizational practices that support OmniMatch's core services and help the program to grow as new needs and opportunities arise. Areas of focus may include: developing mechanisms to ensure accurate, up-to-date information in ridematching databases; building staff knowledge and expertise through professional development; and establishing regular communication with customers and stakeholders to identify needs and to consistently measure customer satisfaction. In order to develop local support and "buy-in", OmniMatch will need to illustrate the impact of its services, both in terms of the number of residents and employers directly served and the program's influence on larger regional issues that impact non-customer groups (e.g. VMT reduced, air quality impacts). These tools will help OmniMatch to develop and nurture partnerships with major stakeholders, which will in turn help to broaden the range and impact of TDM services in the region. In the long-term, OmniMatch strives to establish itself as the acknowledged "go to" source for TDM/transportation information and assistance in Prince William County, Manassas, and Manassas Park.

2. **Increase customer satisfaction and awareness of TDM services.**

   - Rideshare marketing builds awareness and trial of services. OmniMatch must build awareness of its services through marketing and outreach efforts to stimulate greater use of rideshare services. Virginia State of the Commute data suggests that OmniMatch has the highest name recognition in Northern Virginia. OmniMatch also prides itself in providing a high quality customer service and benefits from a high level of word of mouth advertising. To maintain this high level of awareness in the face of the region's rapid population turnover rate OmniMatch should continue to invest in consistent and ongoing marketing efforts. These efforts should focus on perceived personal benefits of ridesharing and transit, which are the most persuasive messages in the Prince William County region: saving time, money, stress, and the need to find parking. Targeting awareness building efforts at new residents moving into area may also be effective at increasing rideshare trial.

3. **Expand use of alternatives to single-occupancy vehicle travel.**

   - OmniMatch must continue to take advantage of a primed market. Almost half of the region's workers commute outside the region and have long and/or congested commutes. Congestion is projected to increase in the future, residents are reporting a lower level of satisfaction with their commute, and expanding transit/rideshare infrastructure such as the HOV/HOT lanes on I-66 and I-95 are creating new motivations for individuals to rideshare. OmniMatch must capitalize on these trends and continue to market the full-range of transportation options available to residents of the Prince William County area, including: bus, rail, bicycling, walking, slugging, and car/vanpool. In the short term, OmniMatch will continue to focus its programs on long distance commuters as the primary market opportunity. In the medium and long-terms, the program will explore options for expanding services to meet local needs as local employment opportunities and trips increase. Any such expansion is dependent on increased financial resources, which cannot be local resources (at least not alone) owing to the scarcity of local resources.

4. **Expand travel options for underserved populations.**

   - OmniMatch's service area is home to a growing and increasingly diverse population including seniors, immigrant communities, disabled individuals, and others with unique transportation needs that may not be adequately served by current services. OmniMatch can play a valuable role in connecting these underserved populations to transportation options available in the Prince William County area both by acting as a transportation information clearinghouse for area residents and by supporting local/regional efforts to identify, implement, and/or expand

services that meet these residents' needs. Naturally this too is dependent on increased financial resources.

5. **Support economic vitality and strong economic growth in Prince William County, Manassas, and Manassas Park.**

   - OmniMatch employer outreach, currently provided through contract, will continue to support local employers to establish TDM services and encourage employees to use rideshare alternatives. These efforts support the goals laid out in the Prince William County, Manassas, and Manassas Park Comprehensive Plans, which call for the region to maximize the efficiency of existing infrastructure and to provide enhanced services that attract new businesses and promote economic growth. As more businesses come to the area and the jobs housing balance in the region begins to level, these services will play an increasingly important role in mitigating local congestion and providing transportation options for local commuters. In the short term, with so many residents commuting to the Washington Metropolitan Area, OmniMatch must continue to identify ways to include their rideshare messages and materials in other Northern Virginia rideshare agencies' business outreach efforts. Telework!VA infrastructure tools and assistance also represent an opportunity for OmniMatch to obtain a significant return for little investment.

Table 4.1 outlines the specific TDM goals, objectives, and strategies that OmniMatch will pursue over the short-, medium-, and long-term.

Over the short-term, the focus of OmniMatch's growth will be on developing working partnerships with key stakeholders and expanding the program's involvement in local and regional planning and development efforts. While OmniMatch may develop new programs as needs and/or opportunities arise over the short-term, program enhancements during this period will center upon expanding the program's role as an "information clearinghouse" and elevating the role of OmniMatch and TDM in existing planning processes (e.g. proffers, park and ride creation).

In the medium term (seven to 15 years), OmniMatch will continue to provide a solid base of services to area residents, employees, and employers. The program will also build upon existing services and partnerships to build the foundations for new programs and services. These programs may move beyond serving the needs of northbound commuters and cater to new customer groups, serve unmet needs, and increase the local and regional impact of the TDM program.

More substantial changes and/or additions are planned for the long-range timeframe of 16 to 25 years.

Implementing these strategies will require additional funding and resources. Resources required to implement the strategies outlined in Table 4.1 (e.g. staff, operating/administrative costs, subsidies) are addressed in Section 5 of this plan.

Table 4.1 OmniMatch Goals, Objectives, and Strategies

1. Goal : Build strategic partnerships and develop effective organizational practices.

1.1. Objective: Develop efficient organizational practices to maximize the impact of TDM efforts.

Short-Term Strategies (one to six years):

1.1.1. Develop a set of program performance measures to document OmniMatch's success, demonstrate the value of services provided, and "sell" the program to potential partners, customers, and stakeholders.

1.1.2. Continue to conduct regular follow-up with customers to ensure accuracy of ridematch database information, assess customer satisfaction, and identify additional service needs.

1.1.3. Pursue professional development opportunities.

1.1.4. Partner with MWCOG, DRPT, and other Washington Area TDM agencies to improve the user-friendliness of the online ridematching database and results reporting.

Medium-Term Strategies (seven to 15 years):

1.1.5. Explore opportunities to enhance the OmniMatch website and use other technologies to increase the accessibility of OmniMatch services and other commuter/transportation information.

1.1.6. Identify new/expanded potential funding sources for TDM programs and services.

Long-Term Strategies (16 to 25 years):

1.1.7. Continue to explore new technologies and capitalize on opportunities to streamline operations and program delivery.

1.1.8. Identify opportunities to develop revenue sources for TDM programs (e.g. fare media sales, impact fees)

1.2. Objective: Expand strategic partnerships to establish OmniMatch as the "go to" source for TDM/commuter information and to increase the visibility of TDM in area planning processes.

Short-Term Strategies (one to six years):

1.2.1. Continue to partner with MWCOG, DRPT, DATA, and regional TDM agencies to market services, coordinate service delivery, and identify solutions to mobility issues at the corridor, regional, and statewide level.

1.2.2. Continue to participate in regional TDM planning efforts (e.g. I-95 and I-66 HOV/HOT lanes, BRAC, Mega Projects) through attendance at planning meetings, participation on Advisory Committees, etc.

1.2.3. Continue developing relationships with local and regional planning staff. In particular, begin a conversation with Prince William County planning staff to:

- Increase OmniMatch staff's knowledge of local planning and site plan review processes;
- Increase Prince William County staff's familiarity with OmniMatch's services and the broader definition of TDM;
- Identify potential areas/opportunities for information exchange, consultation, and/or

collaboration (e.g., proffers); and

- Encourage and facilitate integration of TDM into county land use and transportation planning.

Medium-Term Strategies (seven to 15 years):

1.2.4. Continue to identify key stakeholders (e.g. economic development agencies, Chambers of Commerce, schools, home owners associations) and present information about OmniMatch and TDM opportunities at meetings.

1.2.5. Continue to develop partnerships with local jurisdiction planning staff. Explore opportunities to serve as a consultant/resource for local jurisdictions and developers to incorporate TDM practices and opportunities into plans (e.g., Comprehensive Plan updates, regional Transportation Management Guide, development TDM plans).

Long-Term Strategies (16 to 25 years):

1.2.6. Continue to serve as a TDM consultant/resource for local jurisdictions, developers, and others.

1.2.7. Partner with local planning departments to research and establish TDM standards as a component of site plan review (e.g., thresholds for different types of development). Support Prince William County Comprehensive Plan strategy to provide trip generation credits to major developments for providing enforceable transit, flex time, or other travel demand reduction techniques in their TDM plans.

2. Goal : Increase customer satisfaction and awareness of TDM services.

2.1. Objective: Increase awareness of OmniMatch and its services through targeted marketing efforts.

Short-Term Strategies (one to six years):

2.1.1. Increase organizational knowledge and "buy-in" within PRTC. Develop a training or awareness program to educate employees and associates at all levels about the role of OmniMatch and TDM.

2.1.2. Continue current marketing efforts to maintain a high level of awareness of OmniMatch and its services in light of the high rate of residential turnover. Explore opportunities to conduct additional targeted marketing to new residents by partnering with military bases, real estate agents, and others to distribute materials, conduct presentations, provide on-site ridematching assistance, etc.

2.1.3. Continue work with local Chambers of Commerce to help increase program awareness among employers.

Medium-Term Strategies (seven to 15 years):

2.1.4. Develop a formal marketing plan identifying direct marketing strategies to increase ridesharing trial among OmniMatch's primary opportunity market (long-distance commuters) as well as among local commuters.

2.1.5. Foster relationships with local news media to establish OmniMatch as a resource for commuter-related news/information.

2.1.6. Develop a local/regional advocacy network for TDM.

Long-Term Strategies (16 to 25 years):

2.1.7. Explore the feasibility of developing a Smart Benefits center or other "commuter store"

style facility to increase the community presence and accessibility of OmniMatch and its services.

2.1.8. Continue to maintain a marketing plan, identify new opportunity markets, and engage in direct marketing activities.

2.2. Objective: Maintain a high customer satisfaction rate.

Short-Term Strategies (one to six years):

2.2.1. Continue to provide a high level of service to commuters and monitor customer results (e.g. ridematch, mode switch), additional needs, and satisfaction through regular follow-up.

2.2.2. Grow and expand services to meet the growing and changing needs of the population.

Medium- and Long-Term Strategies (seven to 25 years):

2.2.3. Continue to grow and expand services to meet the growing and changing needs of the population.

3. Goal : Expand use of alternatives to single occupancy vehicle travel.

3.1. Objective: Increase the number of vanpools and carpools serving area residents and employees.

Short-Term Strategies (one to six years):

3.1.1. Maintain and grow the ridematching database to achieve the Prince William County Strategic Plan goal of 5.34 million rideshare rides by 2012.

3.1.2. Work to reduce perceived barriers to non-SOV use by documenting and marketing the dependability, cost and time savings of ridesharing and alternative modes.

3.1.3. Participate in the planning study that PRTC in cooperation with the Northern Virginia Transportation Commission, the George Washington Regional Commission, and others are poised to begin regarding vanpool reporting to the National Transit Database to generate additional National Capitol Region Section 5307 earnings to provide vanpool subsidy incentives and fund other Section 5307-qualifying investments . Explore this as a possible means to obtain additional State support and investment in vanpools.

Medium-Term Strategies (seven to 15 years):

3.1.4. Consider hiring additional rideshare program staff to support commuter assistance program operations as required and step up promotion of "TDM programs / transit" awareness on the I-95 corridor and in feeder markets throughout the region.

3.1.5. Explore new or enhanced programs and services to facilitate ridesharing for "non-traditional" trips (e.g., non-work trips, intra-county commuters; commuters traveling to Fairfax County, Fort Belvoir, etc.).

3.1.6. Explore innovative ridematching, rideshare incentive, and other private sector programs (e.g., NuRide, ZimRide) as potential means to enhance or streamline existing ridematching services.

Long-Term Strategies (16 to 25 years):

3.1.7. Continue to explore new, expanded, and/or enhanced services to fit the needs of area car/vanpoolers.

3.1.8. Develop incentives to encourage carpooling and vanpooling.

3.2. Objective: Support increased use of transit services for local and long-distance trips.

Short-Term Strategies (one to six years):

3.2.1. Promote new and expanded express/commuter bus services serving the I-95 corridor HOV/HOT lanes.

3.2.2. Continue to promote OmniRide, OmniLink, VRE, Metro, and other regional transit services.

3.2.3. Continue to participate in and promote Smart Benefits, TeenPass, and other programs that incentivize transit/ridesharing and encourage new customers to try transit/ridesharing.

Medium- and Long-Term Strategies (seven to 25 years):

3.2.4. Explore the feasibility of implementing neighborhood-based shuttles, employer-based shuttles, or other means to provide an efficiently designed feeder network to commuter rail stations and other transit centers (as outlined in the Prince William County Comprehensive Plan).

3.2.5. Support PRTC in researching new or enhanced routes to serve for "non-traditional" trips (e.g., non-work trips, intra-county commuters; commuters traveling to Fairfax County, Fort Belvoir, etc.).

3.3. Objective: Support development of infrastructure improvements that serves the needs of non-SOV users.

Short-Term Strategies (one to six years):

3.3.1. Support Prince William County as it pursues increased Federal and State funding for the construction of permanent high-occupancy vehicle (HOV) facilities on I-66 and to hasten the extension of VDOT's I-66 median HOV lane installation.

3.3.2. Work with VRE and member governments on the prospective adoption of a station access policy that encourages carpooling and other shared ride modes of access.

3.3.3. Support efforts to develop and expand park and ride facilities as a component of the I-95/I-66 HOV/HOT lanes project and as outlined in other regional planning documents.

Medium-Term Strategies (seven to 15 years):

3.3.4. Partner with Prince William County to encourage the development of a safe and continuous system of sidewalks, bike lanes, and/or trails within the rights-of-way of new and existing parkways, arterials, collector roads, and residential streets.

3.3.5. Support development of commuter lots serving transit, car/vanpools, and slug lines at or near entrances to HOV lanes.

Long-Term Strategies (16 to 25 years):

3.3.6. Explore the feasibility of implementing a carsharing program in residential and activity centers to reduce the need for automobile ownership.

3.3.7. Continue to partner with Prince William County and others to increase

bicycle/pedestrian mode split.

4. Goal : Expand travel options for underserved populations

4.1. Objective: Increase the accessibility of OmniMatch services to the region's increasingly diverse population.

Short-Term Strategies (one to six years):

4.1.1. Develop outreach materials targeted to underserved populations (e.g. bilingual informational brochures)

4.1.2. Explore partnering with area schools to create and manage a school pool program. Explore opportunities to develop HOV parking at area schools to encourage early adoption of ridesharing.

4.1.3. Research the characteristics and transportation needs of the underserved population in OmniMatch's service area (e.g. geographic location, age groups, ethnicity).

Medium-Term Strategies (seven to 15 years):

4.1.4. Explore services that serve non-work trips and employees with non-standard work hours.

4.1.5. Conduct outreach to area universities (George Mason University, Northern Virginia Community College, etc..) to discuss student and employee transportation needs and explore potential areas for collaboration.

4.1.6. Develop a bicycle safety education program targeted at the region's growing Latino community.

4.1.7. Develop and implement an education program on services currently available to underserved populations.

Long-Term Strategies (16 to 25 years):

4.1.8. Continue to research and implement services to meet the transportation needs of underserved communities.

4.2. Objective: Expand services that support the human mobility needs of area residents.

Short-Term Strategies (one to six years):

4.2.1. Support development and delivery of the Mobility Management Plan (estimated to be completed in 2010 or 2011) and other regional Human Service Mobility Plans.

4.2.2. Assist in development and maintenance of an inventory of existing human service mobility providers in the OmniMatch service area. Serve as a central information source for area residents in need of mobility services.

4.2.3. Continue to support implementation of the Mobility Management Plan, coordinated delivery of mobility services.

4.2.4. Support the regional Human Service Mobility Coordinator if this position is created.

4.2.5. Explore the feasibility of developing a volunteer driver program, possibly in coordination with the planned volunteer program in the Fredericksburg area.

5. **Goal : Support economic vitality and strong economic growth in Prince William County, Manassas, and Manassas Park**

   5.1. *Objective: Expand services to local employers and increase the number of employers offering TDM services to employees.*

   Short-Term Strategies (one to six years):

   5.1.1. Increase direct OmniMatch staff involvement in the employer outreach program.

   5.1.2. Partner with major employers in the Washington Metropolitan Area that area residents commute to and with TDM agencies serving major employment destination areas to distribute OmniMatch materials

   5.1.3. Support the Prince William County Economic Development Office in recruiting employers to the area.

   5.1.4. Coordinate with the Transportation Coordinators at Quantico and other military bases to develop services that meet current and new BRAC employees' transportation needs, market programs, and maximize ridesharing.

   5.1.5. Continue to market Telework!VA and support Prince William County in encouraging the development and operation of remote work centers in the I-95 and I-66 corridors.

   Medium-Term Strategies (seven to 15 years):

   5.1.6. Identify businesses located on priority highly congested corridors for targeted employer outreach.

   5.1.7. Consider expanding the employer outreach program contract or directly providing employer services. In particular, explore the possibility of expanding the employer outreach program to assist public sector employers as well as private and non-profit employers.

   5.1.8. Work with campus-style employer developments to develop shuttle services, HOV parking, promote LEED transportation strategies, etc.

   Long-Term Strategies (16 to 25 years):

   5.1.9. Continue to partner with the Prince William County Economic Development office and other regional economic development agencies to conduct outreach to new employers moving to area.

4.3.4 Potential Partnerships

Implementing short-, medium-, and long-term strategies will involve strengthening relationships with existing stakeholders and service delivery partners, as well as establishing new relationships. Existing and potential new partnerships that will support OmniMatch's program enhancement strategies include:

- *PRTC* – Although the location of OmniMatch within PRTC's organizational structure may change over the period covered in this plan, it is anticipated that PRTC will continue to house the TDM program and market its services alongside the Commission's other branded programs. PRTC may be able to support OmniMatch by funding professional development of staff by

assisting the OmniMatch staff to identify and apply for new State or Federal grants.

- *Prince William County and PRTC member jurisdictions* – Prince William County and other local jurisdictions will be a key partner in implementing the strategies outlined in this plan. Over the course of this plan, OmniMatch will continue to develop relationships with local jurisdictions' planning staff and to establish itself as a resource to support these jurisdictions both in day to day planning activities as well as in achieving the broader vision and goals outlined in their Comprehensive Plans.
- *Metropolitan Washington Council of Governments (MWCOG) and Commuter Connections* – Prince William County was one of the earliest members of the Commuter Connections network and OmniMatch will continue to partner with MWCOG to promote and provide regional TDM, ridematching, and Guaranteed Ride Home services. MWCOG is also responsible for the development of specified plans and programs to comply with Federal transportation and air quality requirements, including: an air quality adequate Transportation Improvement Plan and Constrained Long-Range Plan. In the future, OmniMatch may partner with MWCOG to help improve the online ridematching database and/or to obtain funding for new TDM projects that provide air quality benefits to the region.
- *Other Regional TDM Agencies and TMAs* – OmniMatch will also partner with other regional TDM agencies in order to more efficiently provide services, develop regional programs/solutions, and start up new programs. For example, GWRideConnect will be a key partner in developing and/or marketing services to serve the I-95 corridor, Fairfax County Transportation Services serves the destination end of many of OmniMatch customers' commutes, and the Dulles Area Transportation Association (DATA) will be an important partner to implement services on the Route 28 corridor.
- *DRPT* – Over the timeframe addressed in this plan, OmniMatch will continue to rely on DRPT as a major partner for funding and service delivery. OmniMatch looks to DRPT to support, guide, and promote TDM at the State and regional level.
- *NVTA* – NVTA is responsible for developing an unconstrained long-range transportation plan and a six-year improvement plan that includes transit projects around the region. They are also responsible for approving the Federal Congestion Mitigation Air Quality program and the Regional Surface Transportation Program Funds for Northern Virginia. These programs currently fund PRTC bus replacement programs, OmniMatch, bus shelters, commuter rail parking projects, and other jurisdictional projects. OmniMatch will continue to partner with NVTA to identify new service needs and funding opportunities.
- *Local employers and other private entities* – Private businesses and independent entities (e.g., agencies, non-profits) are key partners in supporting TDM.

They can supply, through leases, park and ride lots and other facilities. OmniMatch will increase its involvement with local employers over the course of this plan in order to achieve its objective of increasing the number of businesses that offer their employees TDM services. As the number of large employers in the Prince William County area grows, OmniMatch's involvement with them, whether directly or through contracted employer outreach services, will also grow. In some areas, OmniMatch could partner with local businesses to form a Transportation Management Association.

- *VDOT* - VDOT owns several of the park-and-ride lots in Prince William County and will be a key stakeholder in expanding these facilities in the future.
- *Citizens* - The County's citizens are important partners in the multimodal transportation system. Citizens are not only customers, but they serve as partners in the financing, planning, and operation of the program. Carpooling and slugging are primarily citizen-driven. Through citizen surveys and focus groups Omnimatch can determine what services to plan and expand to meet citizen's needs.
- *Developers* - The developer community is an important partner in TDM. They are able to, through the proffer system, fund improvements such as sidewalk/trail connections and transit stops/shelters or donating land for commuter parking facilities. They are also essential in undertaking individual projects, such as building parking facilities and VRE stations.
- *Home Owners Associations* - More and more neighborhoods are controlled by HOA's. HOA's are both a key partner for marketing and are a potential advocate for TDM in the proffer and development processes, due to the fact that many HOA's have oversight and responsibility for amenities within the development.
- *Human service mobility providers* - Other agencies provide transportation services for senior and disabled residents and trips that cannot be served by traditional transit or ridesharing services. These mobility providers will be a key partner for OmniMatch to achieve its goal of serving currently underserved residents. A coordinated human services mobility management planning study is currently underway as a joint venture between PRTC and the Prince William Area Agency on Aging (AAA) which will fashion a plan providing for this sort of partnering.
- *Local school districts and universities* - Schools and universities present a large untapped opportunity market for TDM, particularly in an era of rising transportation costs and shrinking education budgets. OmniMatch will begin to develop partnerships with Prince William County Public Schools and area universities to identify service needs and opportunities.

4.4 PROGRAM MONITORING AND EVALUATION

This section outlines the criteria that will be used to monitor and evaluate the program goals, objectives, and strategies listed above. Wherever possible, these criteria will be quantitative in nature.

OmniMatch currently tracks several performance measures to monitor program delivery and performance. The Rideshare Program Specialist conducts follow-up with all ridematch applicants within one month and emails all active rideshare applicants at specific intervals to follow-up and determine if the individual wants to remain in the ridematching program. Current performance results show that in FY 2009, over 698,000 passengers were transported in PRTC-affiliated carpools and vanpools.[8]

OmniMatch is also monitored through several State and regional studies conducted by MWCOG and other outside agencies. These resources serve as a starting point to evaluate the impact of the program and monitor OmniMatch's progress towards its goals and objectives.

[8] PRTC Media Kit. www.prtctransit.org

Table 4.2 shows the methods OmniMatch uses to collect program performance data and the frequency with which various surveys are conducted.

Table 4.2 OmniMatch Data Collection

Data Collection Activity	Biennial/ Triennial	Annual	Semi-annual	Quarterly/ Monthly
Applicant follow-up				Within month of application
Applicant survey			X	
Employer survey		X		
COG surveys			X	
State of the Commute survey	X			

Source: OmniMatch

Performance measures monitored through these instruments provide OmniMatch a means of monitoring the number of individuals provided information, the number of carpools and vanpools served, and the impact of the program's services. Table 4.3 lists performance measures currently monitored through the surveys listed above that OmniMatch can potentially use to monitor the goals and objectives contained in this plan. The measures are organized by category. Some performance measures listed below have been tracked over multiple years, but others are relatively new.

Table 4.3 Potential OmniMatch Performance Measures

Performance Measure	Population	Data Source	Updated
Leading Indicators:			
Avg. commute length (min)	Residents/Employees	MWCOG SOC 2007	Triennially
Desire to/interest in telecommuting (%)	Residents	MWCOG SOC 2007	Triennially
Dissatisfied with commute (%)	Residents	VA SOC 2007	
Distance to work (mi)	Residents/Employees	MWCOG SOC 2007	Triennially
Vehicle Ownership (%)	Residents	VA SOC 2007	
Mode Split:			
SOV - Commute (%)	Residents	MWCOG SOC 2007	Triennially
Transit - Commute (%)	Residents	VA SOC 2007	
Carpool/Vanpool - Commute (%)	Residents	MWCOG SOC 2007	Triennially
Commute by train (%)	Residents	MWCOG SOC 2007	Triennially
Commute by bus (%)	Residents	MWCOG SOC 2007	Triennially
Commute by bike (%)	Residents	MWCOG SOC 2007	Triennially
Commute by walking (%)	Residents	MWCOG SOC 2007	Triennially
Transportation Use:			
Daily VMT (000)	OmniMatch area	VA SOC 2007	

Performance Measure	Population	Data Source	Updated
PRTC Annual Unlinked Trips (000)	OmniMatch area	VA SOC 2007	
Use HOV (%)	Residents/Employees	MWCOG SOC 2007	Triennially
Infrastructure:			
Employer offers free on-site parking (%)	Residents/Employees	MWCOG SOC 2007	Triennially
HOV Available (%)	Residents/Employees	MWCOG SOC 2007	Triennially
Less than half a mile to nearest bus stop from home (%)	Residents/Employees	MWCOG SOC 2007	Triennially
Less than half a mile to nearest train station from home (%)	Residents/Employees	MWCOG SOC 2007	Triennially
Park and ride lot use (%)	Residents	VA SOC 2007	
OmniMatch Program Impacts:			
Contacted OmniMatch (%)	Residents/Employees	MWCOG SOC 2007	Triennially
Receive ride match lists (%)	Residents	VA SOC 2007	
New PRTC applications processed	Resident/Employees	OmniMatch	Monthly
Other applications processed	Residents/Employees	OmniMatch	Monthly
Number of vanpools (maxi & mini)	Residents/Employees	OmniMatch	Monthly
Passengers per day & month	Residents/Employees	OmniMatch	Monthly
Using workplace-based TDM programs (%)	Residents/Employees	VA SOC 2007	
Commute Difficulty Vs Last year - % Easier	Residents/Employees	MWCOG SOC 2007	Triennially
Commute Difficulty Vs Last year - % more difficult	Residents/Employees	MWCOG SOC 2007	Triennially
Employer offers commute incentives/support services (%)	Residents/Employees	MWCOG SOC 2004	Triennially
Offered workplace-based TDM programs (%)	Residents/Employees	MWCOG SOC 2007	Triennially
Rideshare after ride matching services are offered (%)	Employees	VA SOC 2007	
Service Awareness and Use:			
Aware/use commuter connections (%)	Residents/Employees	MWCOG SOC 2001	Triennially
Aware of OmniMatch (%)	Residents/Employees	MWCOG SOC 2004	Triennially
Knew of a commute info resource organization (%)	Residents/Employees	MWCOG SOC 2007	Triennially
Aware of GRH (%)	Residents/Employees	MWCOG SOC 2004	Triennially
Use WMATA website (%)	Residents/Employees	MWCOG SOC 2001	Triennially
Used commute info resource organization (%)	Residents/Employees	MWCOG SOC 2007	Triennially
Employer Conditions			

Performance Measure	Population	Data Source	Updated
Compressed work schedule (%)	Residents/Employees	MWCOG SOC 2004	Triennially
Flextime (%)	Residents/Employees	MWCOG SOC 2001	Triennially
Job responsibilities do not allow telecommuting (%)	Residents/Employees	MWCOG SOC 2007	Triennially
Standard work schedule (%)	Residents/Employees	MWCOG SOC 2001	Triennially
Telework 1+ days (%)	Residents/Employees	MWCOG SOC 2007	Triennially
Telework offered by employer (%)	Residents	VA SOC 2007	
Teleworking (%)	Residents/Employees	MWCOG SOC 2007	Triennially

5.0 Financial Plan

5.1 Current Budget and Financial Resources

This section presents the current and historic budget and funding sources for the OmniMatch program. In FY 2010, OmniMatch's annual budget is $150,000. Since the formation of the program, OmniMatch's primary funding source has been an annual State TDM grant awarded by DRPT, which the program uses to leverage local gas tax funds for a 20 percent match.

OmniMatch's annual budget represents less than 1 percent of PRTC's $21.3 million total operating budget.[9] Table 5.1 shows the breakdown of OmniMatch's direct operating budgets over the last three years.[10] As a result of being housed within PRTC's Customer Service and Dispatch Division, OmniMatch has also benefited from shared PRTC resources (e.g., marketing and overhead), which are not distinguishable in PRTC's budget and are not included in this table. The majority of OmniMatch's direct funds are dedicated to program administration and marketing of non-SOV transportation options. OmniMatch contracts its Employer Services program annually through a separate $40,000 VDOT grant, which is not included in OmniMatch or PRTC's operating budgets.

Table 5.1 OmniMatch FY 2008 – 2010 Operating Budgets

Expenses	FY 2008	FY 2009	FY 2010
Program Staff & Administration	$63,683	$71,101	$71,101
Marketing & Promotion	$31,113	$48,915	$48,915
Incentives & Subsidies	$3,200	$400	$400
Consultant Services	$17,912	$14,043	$14,043
Travel & Training	$4,092	$2,790	$2,790
Total	*$120,000*	*$137,250*	*$137,250*

Source: OmniMatch

[9] FY 2010 Rail and Public Transportation Improvement Program. Total excludes capital budget and VRE.

[10] Prior to FY 2008, PRTC tracked rideshare expenses differently, so budget comparisons to previous years are not possible.

Revenues for PRTC's operations are obtained from a variety of Federal, State, and local sources, as well as PRTC farebox and operating revenues. PRTC's member jurisdictions rely on a 2.1% Motor Fuels Tax to meet their respective local subsidy obligations. Membership in PRTC allows local jurisdictions to collect the 2.1% Motor Fuels Tax for transportation improvements within the region. [11] Prince William County has also used general fund appropriations to a small degree when necessary as a supplement, though not in the recent past.

Revenues for OmniMatch's operations are obtained from State and local sources. Currently, all State funds for the TDM program come from DRPT TDM grants, which are not a completely reliable funding source. Local funding is provided by the dedicated 2.1% gas tax that is shared by PRTC and VRE. The amounts PRTC and OmniMatch have received from each of these funding sources over the past five years are shown in Table 5.2.

Table 5.2 PRTC & OmniMatch FY 2006 – 2010 Operating Revenue Sources

Income	FY 2006	FY 2007	FY 2008	FY 2009	FY 2010
PRTC					
Farebox & Operating Revenues	$ 5,958,577	$ 6,470,367	$ 8,129,600	$ 7,925,700	$ 8,819,300
FTA Section 5307 Program	$ 1,900,000	$ 1,981,892	$ 1,972,300	$ 2,945,300	$ 2,402,400
Federal CMAQ Program	$ 300,000	$ 300,000	$ 300,000	$ 300,000	$ 300,000
Federal JARC program	$ 287,109	$ 334,021	-	-	-
FHWA CMP	$ 254,842	-	-	-	-
Homeland Security	-	-	-	$ 250,000	-
State Funds	$ 3,120,349	$ 2,974,478	$ 3,429,044	$ 3,987,981	$ 3,841,776
Local Funds	$ 7,010,152	$ 9,040,200	$ 9,870,056	$10,745,120	$ 5,918,224
Total	*$18,831,029*	*$21,100,958*	*$23,701,000*	*$26,154,101*	*$21,281,700*
OmniMatch					
State TDM Grant	$120,000	$120,000	$ 96,000	$109,800	$120,000
Local Funds	$ 30,000	$ 30,000	$ 24,000	$ 27,450	$ 30,000
Total	*$150,000*	*$150,000*	*$120,000*	*$137,250*	*$150,000*

[11] Stafford County and the City of Fredericksburg confine their PRTC service sponsorship to VRE, while Prince William County and the Cities of Manassas and Manassas Park sponsor both PRTC bus services and VRE.

Source: OmniMatch and DRPT FY 06 – FY10 Rail and Public Transportation Improvement Programs.

TDM-related capital expenses such as commuter buses, park and ride lots, and transit shelters are included in PRTC's capital budget and funded through a variety of Federal and State sources. OmniMatch staff advises on these projects, but the program does not have any direct capital expenditures.

5.2 FUTURE FINANCIAL RESOURCES

The following section discusses potential funding sources for the short-, mid-, and long-term financial needs identified in the implementation plan. For the purpose of this plan, constrained and unconstrained funding scenarios are considered. The constrained scenario assumes that DRPT funding for the program will remain constant over the first six-year covered by this plan. This funding scenario will allow OmniMatch to continue its current programs, but will not enable OmniMatch to increase staff salary and benefits or to expand programs. The unconstrained scenario considers funding requirements to enhance existing services and initiate the programs outlined in the implementation plan if grants and additional funding are identified.

5.2.1 Short-Term

In the constrained scenario, OmniMatch's annual budget will remain constant at $150,000 per year over the short-term. No expansion of existing programs or implementation of new programs will occur unless additional local funds are made available or new State and Federal funding sources are identified.

Unconstrained Program Description

Table 5.3 shows the estimated annual budget for services and programs that would be added to the baseline program over the short-term timeframe (one to six years) if additional grants and funding become available. Specific program programs and their costs are described below. New programs are distributed over the six-year time period based upon priority and readiness for implementation. Improvements are also distributed to maintain a relatively stable increase in funding requirements.

Table 5.3 Unconstrained Short-Term Program Plan and Expenses

	Year 1 (FY 2011)	Year 2 (FY 2012)	Year 3 (FY 2013)	Year 4 (FY 2014)	Year 5 (FY 2015)	Year 6 (FY 2016)
Program Staff & Administration	$74,656	$78,389	$82,308	$86,424	$90,745	$95,282
Marketing & Promotion	$51,361	$53,929	$56,625	$59,456	$62,429	$65,550
Incentives & Subsidies	$420	$441	$463	$486	$511	$537
Consultant Services	$14,745	$15,482	$16,257	$17,070	$17,923	$18,819
Travel & Training	$2,930	$3,076	$3,230	$3,392	$3,561	$3,739
Total	*$144,113*	*$151,318*	*$158,884*	*$166,827*	*$175,170*	*$183,929*

The unconstrained program includes at least a 5 percent annual increase in each budget category in order to account for inflation, increases in staff wages and benefits, and natural growth of OmniMatch's existing programs and services. The included program components and their estimated costs are discussed in more detail below:

- *Program Staff & Administration* – This program element includes the cost of wages and benefits for OmniMatch employees to administer and operate TDM programs, including: ridematching, employer outreach, transit promotion, planning activities, and other commuter assistance programs. Budget estimates included in

Table 5.3 assume a 5 percent annual increase in this category to account for cost of living adjustments, increases in wages and benefits, and growth of administrative duties as OmniMatch's program grows.

- *Marketing & Promotion* - Over the short-term, OmniMatch will continue its marketing efforts to promote TDM and transit in the PRTC service area and will begin to increase targeted marketing efforts in order to maximize awareness and utilization of its services. MWCOG will also continue to conduct regional TDM marketing in the region and throughout the Washington Metropolitan Area. It is assumed that in the short-term, OmniMatch will require 5 percent annual budget increases to maintain current marketing efforts and begin some new marketing/promotional efforts targeted at increasing awareness among specific audiences or increasing use of specific programs (e.g. AdVANtage vanpool liability self-insurance).
- *Travel & Training* - In order to encourage professional development among OmniMatch staff so that they may continue to provide a high quality service, budget estimates include funding for events such as the Annual ACT Conference, trainings conducted through CUTR, etc. In the short-term, it is assumed that the OmniMatch travel and training program component budgets will increase at 5 percent annual rate.
- *Subsidies* - Over the short-term, OmniMatch will continue to administer subsidy programs that it currently participates in and may begin to explore new subsidy/incentive programs to increase rideshare use. Current subsidy programs include SmartBenefits and VanStart/VanSave, which can help to create a new vanpool or maintain an existing vanpool in need of a new passenger for approximately $1,500 per van per year ($12/day per van over 6 months).[12]

Potential Funding Sources

Prediction of potential future revenues is difficult given the uncertainty of Federal funds that will be made available in the next Federal transportation authorization bill. Federal transportation funding bills also tend to be for six-year periods of time, which means that there will likely be five Federal transportation funding bills over the life of this long-range plan. Assuming they are included in the next authorization bill, PRTC may continue to utilize several Federal funding programs they have used in the past, including CMAQ grants (through MWCOG), Job Access Reverse Commute (JARC) grants, and FTA 5307 Large Urban Area Formula Grants. Although OmniMatch has not been a direct recipient of these funds in the past, PRTC could lobby for direct allocation of

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[12] I-95/I-395 Transit/TDM Study and I-66 Transit/TDM Study: TDM Program Benefit and Cost Estimates

CMAQ funds or independently apply for JARC grants to fund new and/or expanded services in the future.

State funds will likely continue to be a key funding source for OmniMatch over the next six years. An annual DRPT TDM grant has historically been OmniMatch's primary source of funding, but over the last several years the amount available through these grants has been slightly unstable. For example, in FY 2009 OmniMatch's DRPT grant was reduced by 8.5 percent. Additional potential State funding sources, which are primarily administered by DRPT, include:

- *TDM/Commuter Assistance* - These grants support administration of OmniMatch and other regional TDM programs. TDM grants require a 20 percent local match. If additional funding is made available through this program, OmniMatch could request funds for additional staff, marketing, or administration of any of the programs listed in the unconstrained program description above.
- *Transportation Efficiency Improvement Fund (TEIF)* - These grants support a variety of TDM projects and programs and could be used to support any of the programs listed in the unconstrained program description above. TEIF grants require a 20 percent local match. The total amount of funding available Statewide through the TEIF program is projected to remain flat over the next six years, so competition for these funds will likely increase over time.
- *Demonstration Project Assistance* - These grants assist communities to increase the efficiency or utilization of public or public-private transportation service by implementing innovative projects. Grants cover up to 95 percent of eligible expenses. In the past, TDM agencies have obtained Demonstration Project Assistance funding to develop new commuter bus routes and other commuter services.
- *Technical Assistance* - These grants support planning or technical assistance to help improve or initiate public transportation or commuter assistance services. Technical Assistance grants require a 50 percent local match.
- *Senior Transportation Program* - These grants support projects and programs that improve mobility for senior citizens. Grants cover up to 95 percent of eligible expenses.

Opportunities to finance TDM and transportation projects using local funds are severely limited over the next six years due to the current and projected state of the region's economy and a variety of other factors. The program's primary source of local funding, the dedicated 2.1 percent gas tax shared by PRTC and VRE, is susceptible to fluctuates in an era of volatile gas prices that have impacted sales and VMT trends nationwide. Moreover, total County-sponsored transit/TDM expenditures eclipse the current 2.1% revenue yield by some three million dollars annually, meaning that that source of local funding alone is

insufficient to sustain existing County-sponsored transit/TDM expenditures let alone expanded services. Opportunities for additional funding through other local revenue streams are also limited in the current economy. Prince William County's primary revenue source is the real estate tax, and based on County revenue projections residential values have decreased by 15 percent and 10 percent during calendar years 2007 and 2008, respectively. Values were projected to decline an additional 5 percent in 2009 before beginning a slow recovery. The County is also approaching the upper limit of its debt capacity ratio (10 percent). Total County general revenue increased only 2.5 percent in FY 2008.

Public-private funding of projects is an option in Prince William County through the Public Private Transportation Act (PPTA) or through the Proffer system. The PPTA was written to encourage private investment in the provision of public infrastructure and allows private entities to design and build transportation facilities. Through the Proffer system developers agree to contribute funds or to construct certain infrastructure as part of the zoning process to obtain approval for a particular development application. Prince William County currently collects the following proffers for residential housing units for transportation improvements Countywide:

- Single Family $17,926
- Townhouse $15,196
- Multifamily $10,887

5.2.2 Medium- and Long-Term

Unconstrained Program Description

It is difficult to estimate annual budgetary needs over the medium- and long-term, but it is assumed that the unconstrained program will continue to include at least a 5 percent annual increase in each budget category in order to account for inflation, increases in staff wages and benefits, and growth of OmniMatch's existing programs and services. Several major program components that will require additional funding in the medium- and long-term include:

- *Program Staff & Administration* –As OmniMatch continues to grow and develops its programs, it may need to add additional staff. These staff will manage the growing workload of the program and may also be selected from candidates with particular backgrounds (e.g., planning, advocacy, employer outreach) in order to broaden the expertise and knowledge base of the program. Additional administrative needs may include technology enhancements to maintain and improve TDM databases and ensure that OmniMatch's services are made conveniently available through the most current outlets (e.g. social media, "iPhone" applications).

- *Marketing & Promotion* - In the medium- and long-term, OmniMatch will continue marketing efforts to promote TDM and transit in the PRTC service area. In order to target and maximize the effectiveness of these efforts, the agency may choose to pursue additional funding to develop a formal marketing plan with assistance from a marketing firm. Additional funding may also be needed to implement the recommendations of the marketing plan.
- *Travel & Training* - It is assumed that the OmniMatch travel and training program component budgets will continue to increase at a 5 percent annual rate.
- *Subsidies* - OmniMatch will continue to support ridesharing in the PRTC service area by providing subsidies to maintain and form new vanpools and carpools. Funding requirements for existing programs such as VanStart/VanSave are not expected to change from the short-term. Estimated costs for potential new incentive/subsidy programs funded through I-95 HOT Lanes project dollars are:
  - *Vanpool driver incentive* - This program would provide incentives to encourage new individuals to become vanpool drivers and to help retain existing vanpool drivers. Estimated cost is $250 per driver per year (about $1/day).
  - *Carpool start-up incentive* - This program would provide a three to six month carpool incentive for commuters to start-up and maintain a new carpool. Estimated cost is $100 per person ($3/day for 90 days) plus administration.
  - *NuRide Carpool incentives* - This program would provide incentives for individuals to use the NuRide online service. Estimated cost is $10 per month per person.[13]
- *Other program elements* - Funding needs for these projects will depend upon the specific services and facilities that are identified in future updates of local comprehensive plans and planning studies.

Potential Funding Sources

As previously mentioned, prediction of future revenues is difficult given the uncertainty of Federal, State, and local funds that will be made available in the next Federal transportation authorization bill and subsequent State and local legislation. Most potential short-term funding sources will continue to be the sources of funding for OmniMatch in the medium- and long-term. However, the program may be able to supplement State funding with additional local public/private investments as the region grows and OmniMatch develops

[13] Source: I-95/I-395 Transit/TDM Study

stronger relationships with local employers and jurisdictions. For example, as OmniMatch continues to develop relationships with local planning departments, there may be opportunities to fund site-specific TDM improvements through the Proffer system.