



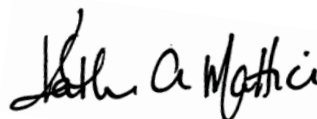
Welcome to the season of back to school, changing leaves and pumpkin spice lattes. It's been a busy summer for NVTC and the agenda for fall promises to accelerate that pace. NVTC staff have spent the summer monitoring the Platform Improvement Program that shut down six WMATA stations in Virginia. We've supported temporary shuttle buses and discounted VRE rides to mitigate the temporary loss of rail service. At the same time, NVTC staff has been working with VRE, PRTC, the City of Alexandria and Fairfax County to prepare our first-ever marketing campaign aimed at getting people to ride transit once the shutdown ends.

Looking ahead, NVTC will publish its second report on the performance and condition of WMATA, which includes our policy priorities for controlling costs and improving operational efficiency. Staff are currently reviewing the list of recommended strategies to improve the efficiency of WMATA operations that span from rebuilding ridership to optimizing revenue opportunities. They are also digging into detailed data on both bus and rail ridership, safety and reliability and other important metrics.

We're also looking forward to our next round of I-66 Commuter Choice applications with a two-year program call for projects planned for November. Through this effort, we are also refining the technical criteria and improving our technical assistance to grantees so that we can continue to select the best performing projects to move commuters through the I-66 corridor.

As you are aware, Virginia has a big election coming up in November. A month later, on December 9<sup>th</sup>, NVTC and PRTC will host our annual Legislative Briefing to outline priorities for the coming legislative session. We've invited Secretary Valentine and the transit leadership from across Northern Virginia to share their priorities and insights with our General Assembly and Congressional members and staff.

And that's just a taste of what lies ahead for us in the coming months. As you pack up your swimsuits and put away your beach chairs, we'll be continuing the hard work that never really takes a summer break.



*Executive Director*

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Northern Virginia Transportation Commission  
 2300 Wilson Blvd., Ste. 230  
 Arlington, VA 22201  
[NVTC@novatransit.org](mailto:NVTC@novatransit.org)  
[www.novatransit.org](http://www.novatransit.org)

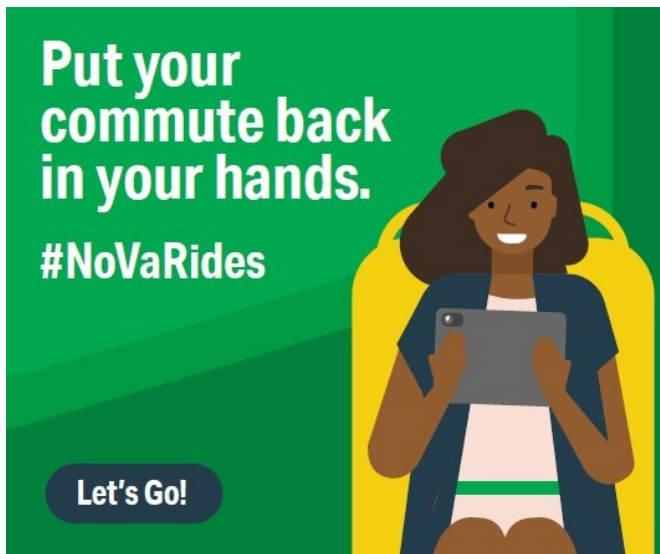


## Key Dates

Sept. 12	I-395/95 Joint Commission Working Group
Sept. 18	NVTC WMATA Committee
Oct. 3	NVTC Commission Meeting
Nov. 14	NVTC Commission Meeting
Dec. 5	NVTC Commission Meeting
Dec. 9	NVTC-PRTC Legislative Briefing
Dec. 18	NVTC WMATA Committee

## Post-shutdown marketing campaign ready for its close-up

NVTC staff members have been collaborating with representatives from Virginia Railway Express, OmniRide, Fairfax County and the City of Alexandria to design and implement the ad campaign that will roll out once the shutdown of six WMATA stations in Virginia ends this fall. Earlier this year, NVTC received a grant from the Virginia Department of Rail and Public Transportation (DRPT) to conduct a 12-week marketing campaign to promote the use of transit. Listeners will hear ads on WTOP and WAMU. People will also see ads on the websites of the two radio stations, as well as dcist.com, which is owned



by WAMU. Additional advertising will appear on Facebook, Twitter, Instagram and in other social and digital outlets. Finally, a 15-second video advertisement will appear in eight movie theaters and on YouTube. DRPT made the 12-week campaign possible by providing 80% of the money, with local partners providing a 20% match.



Virginia Department of Rail and Public Transportation

## Public comments for Commuter Choice on the I-395/95 corridor

Last month, NVTC launched the public comment period for the initial grant cycle for Commuter Choice on the I-395/95 corridor. Members of the public are encouraged to review each of the proposed projects and provide feedback before the deadline on September 6. NVTC and PRTC are hosting simultaneous Open House and Public Hearing events on Thursday, September 5 before the start of each of the Commission meetings. NVTC staff continue to push outreach efforts into digital space by using a geo-targeted social media campaign to encourage participation in the engagement process and by using digital presentations to present information during the Open House event. Eligible project types include new or enhanced local bus or commuter bus service, park and ride lots with access, roadway improvements, transportation system and demand management and vanpooling or carpooling.



**Commute along I-395/95?**  
**Let's talk choices!**

**TELL US WHAT YOU THINK OF THE PROJECT APPLICATIONS!**

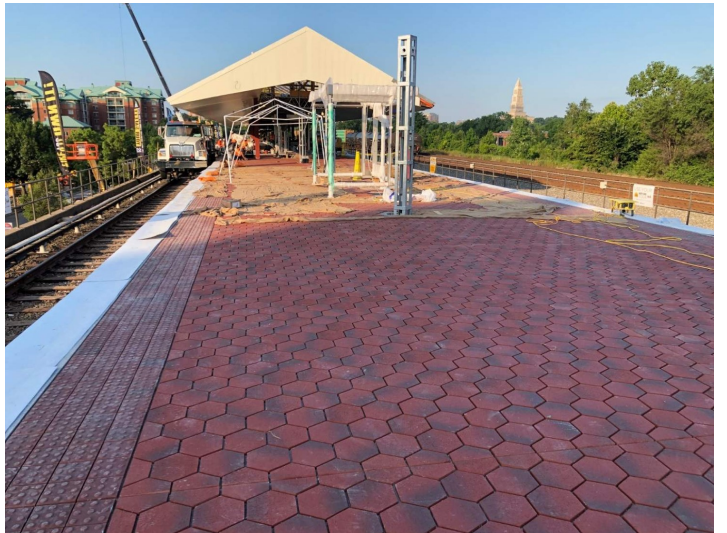
**Submit comments by:**

- Attending an Open House and submitting your comments in person.
- Using the web form at [surveymonkey.com/r/FY20comments](https://surveymonkey.com/r/FY20comments)
- Sending an email to [comment@commuterchoice.org](mailto:comment@commuterchoice.org)
- Leaving a voice message at (703) 239-4719



## Blue and Yellow Line Platform Improvement Program nears end

In May, WMATA closed six Metrorail stations south of National Airport as part of its ongoing [Platform Improvement Project](#). The closure of these Metrorail stations is scheduled to continue until September 8. During the shutdown, WMATA and regional partners are providing bus shuttles and other mitigation services to help riders access the Metrorail stations that remain open. NVTC's Matt Cheng continues to be engaged in meetings with regional partners and WMATA to identify operation improvements and capture lessons learned.



*Construction photos courtesy WMATA*



## Bus farebox upgrade coming

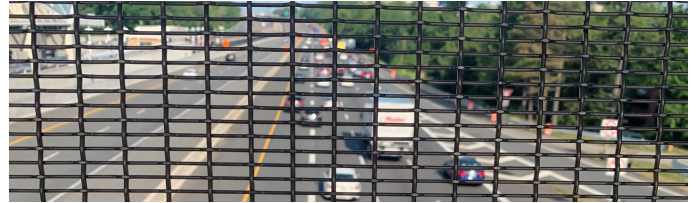
NVTC is working with regional partners and WMATA to upgrade existing fareboxes to keep them running until a longer-term regional solution is determined. The new driver control unit (DCU) tablet is currently undergoing testing by regional partners to ensure that the new tablets and mounts fit properly on each type of bus in each fleet. NVTC has tested the tablet configuration on PRTC's OmniRide and ART buses. The farebox upgrade tests are expected to be completed in the fall of 2019. The work is part of NVTC's effort to lead the planning and coordination of fare collection improvements among the Northern Virginia transit systems.



## VDOT releases quarterly report on I-66 Inside the Beltway

The Virginia Department of Transportation (VDOT) released a quarterly report comparing peak-direction rush hour travel trends in the I-66 Inside the Beltway corridor for the first three months of 2017, 2018 and 2019, before and after the introduction of tolling. Overall, tolling has fostered higher travel speeds and shorter travel times along I-66. NVTC's I-66 Commuter Choice program invests a portion of the I-66 Inside the Beltway toll revenues in transportation projects that move more people through the corridor and expand transportation options. Since 2017, the VDOT report shows an

increase in carpool trips and suggests that the outreach efforts are having a promising impact. While ridership on Metrorail and some of the corridor's express bus service are doing well, the growth in single-occupancy vehicle trips along I-66 indicates an opportunity for continued expansion of the corridor's transportation options.



## Hill visits help inform and shape NVTC legislative priorities

With FAST Act reauthorization looming and the need for continued dedicated funding for WMATA, Kate Mattice has been meeting with key Congressional staff to share NVTC's priorities and hear about potential legislative actions at the federal level. Following the announcement of the Senate Committee on Environment and Public Works' America's Transportation Infrastructure Act, there is some small movement on the FAST Act reauthorization, albeit only focused on highway and planning provisions. Alas, we are still awaiting action by the Senate Banking, Housing and Urban Affairs (transit) and Senate Finance Committee (revenues), as well as any action on the House, before the legislative package will take formal shape. Dedicated funding for WMATA (a/k/a PRIIA reauthorization) is also on a slow path, as the co-sponsors on both the House and Senate look for a

legislative vehicle for action. The most pressing issue is to see an annual appropriation for the dedicated funding in the upcoming FY2020 Federal appropriations bills.



## NVTC Welcomes New Staff Member



Tenley O'Hara joined NVTC as an Administrative Assistant. Tenley received a B.A. in Government from William & Mary in 2017 and has been working in communications and education for the past two years. Most recently she was a Homebound Education Tutor where she developed project-based learning activities for a child who was in between schooling systems. Prior to that she was a Communications Associate for a local campaign where she helped increase voter outreach on various digital media platforms.

## NVTC staff rides self-driving shuttle

NVTC staff Dan Goldfarb, Patricia Happ, Dinah Girma, Matt Friedman and Joey de St. Aubin visited Joint Base Meyer-Henderson Hall in Arlington to ride "Olli," an autonomous shuttle bus. Olli's creator, Local Motors, is testing the vehicle during a 90-day pilot study on the self-contained base. Officials say they are exploring ways to move people more efficiently across the 270 acre site.



## Virginia transit associations identify shared priorities

Kate Mattice, NVTC Commissioner Dave Snyder, and DRPT Director Jennifer Mitchell joined colleagues from the Virginia Transit Association and the Community Transportation Association of Virginia to dive into how the two trade associations can better collaborate to improve transit in the Commonwealth. At this first-ever joint retreat, the two associations recognized that despite their unique roles, there are several opportunities for collaboration, especially in the areas of legislative engagement, development of young professionals, and sharing the story of transit's impact across the Commonwealth. A joint steering committee comprised of the two associations, including Kate, will look to operationalize the recommendations for consideration by their respective boards this fall.



## West Falls Church



The Northern Virginia Transportation Authority (NVTA) in conjunction with the City of Falls Church broke ground in August on multimodal improvements to the intersection of Route 7 and Haycock Road. The purpose of the project is to reduce congestion for all modes near the George Mason High School and West Falls Church Metro station. The improvements will include improved pedestrian crossings, bus stop enhancements, and bicycle access improvements. This project is in the corridor of the NVTC-led Envision Route 7 Bus Rapid Transit (BRT) study.



## OmniRide



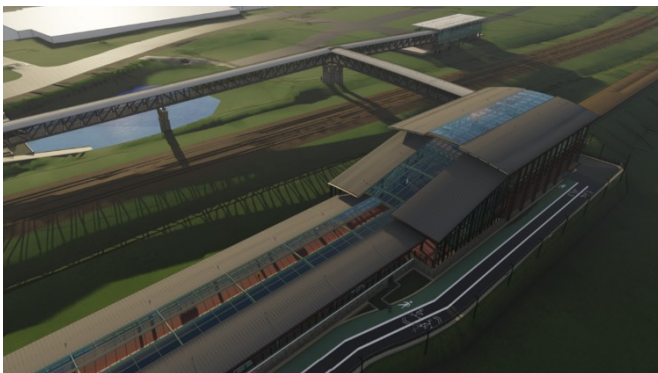
OmniRide is partnering with Northern Virginia Community College to offer a bus pass for students, faculty, and staff of the school Woodbridge and Manassas campuses. The pass, which will cost \$80 for the semester, will give users unlimited rides on OmniRide Local, Cross County Connector, and Metro Express buses. OmniRide stationed representatives at the school's Woodbridge campus during registration to answer questions and encourage students to use alternative modes of transportation to get to campus and work.



## Potomac Yard Metro



The construction team for the Potomac Yard infill Metro station released the first video fly-through renderings of proposed design of the new station. The videos give future riders a chance to see what the station will look like when it opens, possibly as early as 2022. Site work began this summer and most aspects of the design have been approved. The station will be located on the Blue and Yellow Lines between Ronald Reagan Washington National Airport and Braddock Road stations.



## Virginia Breeze



Virginia Breeze, the bus system formed as a partnership between the Department of Rail and Public Transportation (DRPT) and Megabus, has exceeded initial ridership estimates by over 200%. The Breeze, which currently serves seven stops between Blacksburg and Washington, DC, is now up for possible expansion. Two new routes are proposed by DRPT for the system, one originating in Danville and terminating in Washington via Charlottesville and another from Martinsville to Richmond.

