



NORTHERN VIRGINIA TRANSPORTATION COMMISSION

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Transit Means Business!



Panelists discuss what transit means to business and communities.

Investment in transit is a down payment on Northern Virginia’s economic future. That was the message from business leaders and policy makers participating in *Transit Means Business!*, NVTC’s first annual policy forum on May 8. With reauthorization of the federal surface transportation program stuck in neutral, officials made the case for transit investment, noting that it is key to attracting business and business expansion.

Calling on forum participants to support reauthorization of surface transportation programs, U.S. Deputy Transportation Secretary Victor Mendez noted that there currently is an \$86-billion transit backlog in this country. “That means some people are having a hard time getting to work, and others are forced to drive when they could be taking the subway or the bus,” he said. “And that means more congestion. This ripple of congestion caused by a lack of investment in transit can turn into a tidal wave.”

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Research Links Transit to NoVa’s Economic Health

“If Northern Virginia is going to be able to effectively compete for non-government related, private-sector business development, it must have a state-of-the-art, effective, financially sustainable, and efficient multimodal public transit system.” That is the conclusion of a *new study* by the Center for Regional Analysis at George Mason University. The report, released during the forum, demonstrates the impacts that the regional transit network has had on the economy of Northern Virginia in terms of supporting population and economic growth, and contributing to improved land-use planning and the attendant impacts of taxable property values and enhanced quality of life in the region.

“Businesses are increasingly conscious of the role that transit plays in attracting highly skilled workers,” noted the report. “Increasing the effective labor shed of employees through transit services enhances market efficiencies for employers while simultaneously boosting job opportunities for residents. This allows businesses to better compete in regional, national, and international markets.”



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Transit Means Business Partners

- Alexandria Chamber
- American Public Transportation Association
- Arlington Chamber
- Committee for Dulles
- Dulles Area Transportation Association
- Dulles Corridor Rail Association
- Eno Transportation Foundation
- Fairfax County Chamber
- Falls Church Chamber
- George Mason University
- Greater McLean Chamber
- Greater Reston Chamber
- Greater Springfield Chamber
- Loudoun County Chamber
- Mobility Lab
- Mount Vernon-Lee Chamber
- Northern Virginia Transportation Alliance
- Southeastern Institute of Research
- The Meridian Group
- Tysons Partnership
- Virginia Polytechnic Institute and State University

Transit & Business



“We are faced with a generation of people who are demanding through significant life choices – like where to settle down – and daily decisions – like how to get to work – the very thing we have been working to provide. Public transportation is coming of age, so to speak, and we must maintain our efforts to meet the demand.”

Aubrey Layne
Virginia Transportation Secretary



“Transit and transportation are critical factors when we try and attract businesses. No amount of incentive money makes a bad location attractive.”

Buddy Rizer
Director
Loudoun County Economic Development Authority

Cosponsored by business and research organizations, Transit Means Business! brought together nearly 140 leaders from various sectors to highlight how transit is a key ingredient in economic growth. Investment in transit pays dividends, said Virginia Transportation Secretary Aubrey Layne, pointing to Metrorail’s Silver Line. “Phase One is helping to facilitate the transformation of the Tysons area into an urban, walkable center with 200,000 jobs and 100,000 residents. At the Weihle-Reston East station alone, close to \$1 billion in private investment has been stimulated by the Silver Line,” he said. “This project is a huge economic driver for the Commonwealth because it connects people to opportunity, stimulates localized economic growth, and provides businesses with a wider pool of consumers who can access their goods and services.”

Referring to the Silver Line extension as a “game-changer,” Buddy Rizer said he now finds himself engaging with businesses that previously would not have considered Loudoun County. Rizer, the county’s director of economic development, was part of a lively panel discussion that included business leaders and researchers. The group explored transit’s role in fostering economic competitiveness. Connectivity between Metrorail stations and nearby neighborhoods will be critical to the Silver Line’s success in Loudoun, said Rizer. He urged continued investment in infrastructure so that when the stations open in 2019, pedestrians and bicyclists will have easy access.

Members of the Northern Virginia congressional delegation – Sen. Tim Kaine and Reps. Gerry Connolly and Don Beyer – and NVTC Commissioners Sharon Bulova and Catherine Hudgins, provided additional local, national and international perspectives on the ways in which transit and business are inextricably linked. NVTC Commissioners facilitated roundtable discussions that engaged all participants, allowing them to share what transit means to their business or community. Those stories will serve as a springboard for future research projects. Additional stories also will be secured through a *follow-up survey* that forum registrants have been invited to take online.

Read All about It!

More transportation funds would help NoVa transit
The Washington Post

Transit investment critical to local economy
Fairfax County Times

Making transit part of a country’s culture
Mobility Lab





TRANSIT ATTRACTS TALENT AND CLIENTS



Existing transit and the promise of new transit weigh heavily into B.F. Saul Company's decisions about where to locate its hotels. Such proximity allows the company's Hospitality Group to attract both hourly and salaried employees from a wider geographic area and makes its hotel properties more attractive to travelers. Transit attracts knowledge-based employers, the most important market segment for business-class hotels. With nearly half of its hotels near local airports, B.F. Saul's strategic positioning will provide a competitive advantage when Metro's Silver Line extension to Dulles International Airport opens in 2019. The company's Tysons hotels experienced a positive economic impact when the Silver Line opened last year.

"The more transit advantages you have, the better off you are when competing for guests and clients as well as a qualified workforce.... Talented team members and increased demand from clients equals greater success."



Mark G. Carrier, President, B.F. Saul Company Hospitality Group

B. F. Saul Company Hospitality Group is the hospitality subsidiary of one of the largest, private, diversified commercial real estate concerns focused in the Washington, DC area. Utilizing time-proven investment principles, quality operations, focused management, and a true commitment to team members and guests, the organization has built a prosperous and positive history of success that spans over 120 years.



NVTC's business profiles highlighted local companies, including B.F. Saul Company Hospitality Group, that value transit. Its president, Mark G. Carrier, took part in both the panel and roundtable discussions, explaining how existing transit and the promise of new transit weigh heavily into the company's decisions about where to

Transit-Accessible Jobs by Transit System

Transit System	Number of Stops (Nov. 2014)	Transit-Accessible Employment (MWC0G 2010)
ART	562	144,829
Connector	2667	329,290
CUE	255	17,126
DASH	623	85,411
LCT	94	106,148
Metrobus	3,109	420,523
Metrorail	26	79,979
PRTC	555	149,026
VRE	16	15,609

Nine Businesses that Benefit from Transit

The *Transit Means Business!* research reception showcased nine local businesses that value transit. Cvent, for example, left a corporate campus in McLean for office space near Metro's Greensboro Station after an internal study found that a majority of its 645 employees lived in transit-accessible locales. The company, which plans to grow its workforce by 500, is leveraging the appeal of the Silver Line in its employee recruitment and retention strategies. In Old Town, restaurateur Jody Manor incorporates the area's transit-rich environment into his employee recruitment and retention strategy for the Bittersweet Catering, Café and Bakery and the Waterfront Market and Café. A free trolley, which runs every 15 minutes between the King Street Metro Station and the Potomac River, provides tourists and workers easy access to the restaurants.

Business profiles include:

- B.F. Saul Company Hospitality Group
- Bittersweet Catering & Café/Waterfront Market & Café
- Comstock Partners, LLC
- Cvent
- Donohoe Hospitality Services
- George Mason University
- Mill Creek Residential
- SunCal/Potomac Shores
- Vornado/Charles E. Smith



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Transit & Jobs

That helps to explain why more than half of all jobs in Northern Virginia are already within a quarter-mile of a transit facility. A cooperative study by NVTC and Virginia Polytechnic Institute and State University details the importance of proximity to transit based on job characteristics such as age, income, education and industry, and provides data for the number of transit-accessible jobs by transit system. The analysis, which includes the 12 jurisdictions represented by NVTC and the Potomac and Rappahannock Transportation Commission, shows the greatest variation in transit-accessible jobs based on industry. Public administration had the greatest percentage of transit-accessible jobs, at 75 percent, with management and professional, scientific and technical services at 71 and 68 percent, respectively. Employee age produced the least variation, with the number of transit-accessible jobs holding steady at 58 percent for workers age 29 or younger, 30-54 and 55 or older. Meanwhile, 62 percent of the highest paying jobs – those where pay exceeded \$3,333 per month – were within a quarter-mile of a transit facility, whereas 53 percent of jobs paying between \$1,251-\$3,333 and 54 percent of jobs paying \$1,250 or less per month had the same proximity.

Sustaining the Energy of Transit Means Business !

Will you help fuel the excitement generated by the speakers, panelists and roundtable participants at NVTC's Transit Means Business?

This NVTC Forum highlighted new research on transit's role in the regional economy, let business leaders and researchers share what transit means to companies, and laid the foundation for a network of business leaders interested in transit regionally and statewide. The energy from the forum was palpable, as was the almost universal sentiment that the conversation between business leaders and elected and appointed officials continue.

A good way to start is with the *online survey*. Or, just send me an email with your ideas.

- √ Tell us about transit's impact on your company or in your community;
- √ Let us know if you will participate in a business profile;
- √ Volunteer to sponsor new research;
- √ Suggest a follow-up event; or
- √ Recommend how to sustain this network of business leaders and researchers in other parts of the Commonwealth.

In the meantime, we are putting the finishing touches on a wrap up on the forum, including copies of the research reports and the outcomes of the roundtable discussions. If there is something specific you would like to see included, let me know.

Thank you!
Kelley Coyner
NVTC Executive Director
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Transit Means Business! Facts

More than half of all jobs in Northern Virginia are within a quarter-mile of a transit facility.

Nearly 20 development projects, with an estimated value of more than \$18 billion, align the Silver Line corridor.

Twenty-million square feet of new office space under development in Tysons will increase its massive job pool (nearly the same size as downtown Baltimore) by 40 percent.

Fairfax County receives around \$30 million in property tax revenues annually from properties within a half-mile of its five existing non-Silver Line stations.

About 30 percent of Virginians between the ages of 18 and 24 who are eligible for a driver's license choose not to have one.

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Kelley Coyner

