



NVTC'S 2009 GOALS, OBJECTIVES AND WORKPROGRAM

--Approved: January 8, 2009--



4350 N. Fairfax Drive • Suite 720 • Arlington, Virginia 22203
Tel (703) 524-3322 • Fax (703) 524-1756 • TDD (800) 828-1120 • VA Relay Service
E-mail nvtc.org • Website www.thinkoutsidethecar.org

2009 NVTC Meeting Schedule

[Meetings start at 8:00 P.M.]

<u>MONTH</u>	<u>DATE</u>	<u>AGENDA</u>
January	8	Elect officers. Select WMATA and VRE Board members, VTA representatives and NVTC Legislative Committee members. Conduct a public hearing and approve 2009 goals, schedule and workprogram. Approve FY 2010 VRE budget. Discuss draft NVTC FY 2010 budget.
February	5*	Review progress on state and federal legislative agenda. Approve NVTC and VRE state grant applications.
March	5	Approve FY 2010 NVTC budget. Review progress on state and federal legislative agenda. Review completed 2009 General Assembly session.
April	2	Review progress on WMATA budget for FY 2010.
May	7	Approve comments on WMATA FY 2010 budget.
June	4	Focus on regional transit performance. Renew Falls Church/WMATA/NVTC operating agreement for GEORGE.
July	2	Review mid-year progress on NVTC workprogram. Approve DRPT contracts for NVTC and VRE FY 2010 grants.
August		No Meeting.
September	3	Forward preliminary NVTC FY 2011 budget to local jurisdictions.
October	1	Review quarterly progress on NVTC's workprogram. Approve CTB pre-allocation testimony.
November	5	Approve FY 2009 NVTC and VRE audits.
December	3	Select NVTC Nominating Committee for 2010 officers. Approve legislative agenda for 2010. Review progress on 2009 workprogram and release draft 2010 workprogram for public review and comment.

*February meeting with NVTA in the General Assembly building in Richmond starting at 5:30 p.m.

NVTC EXECUTIVE COMMITTEE
2009 MEETING SCHEDULE

[All meetings 7:30 - 8:00 P.M. prior to NVTC meetings in the small conference room.]

<u>MONTH</u>	<u>DATE</u>	<u>SUBJECT</u>
January	8	Legislative items.
February	5	No meeting.
March	5	Review General Assembly session.
April	2	Review quarterly progress on workprogram.
May	7	Review NVTC policies on topical transit issues.
June	4	Examine VRE performance.
July	2	Mid-year review of progress on workplan. Meet with auditors to preview FY 2009 audit.
August		No meeting.
September	3	Preliminary NVTC FY 2011 budget. Executive director performance review.
October	1	Review quarterly progress on workprogram.
November	5	FY 2009 NVTC and VRE audits.
December	3	Select NVTC Nominating Committee for 2010 officers. Consider 2010 legislative agenda. Review progress on 2009 workprogram and preview 2010 workprogram.

NVTC MANAGEMENT ADVISORY COMMITTEE
2009 MEETING SCHEDULE

[All meetings begin at NVTC at 1:30 P.M. on the third Tuesday of each month. At each meeting the agenda and suggested material for the upcoming NVTC board meeting are reviewed.]

<u>MONTH</u>	<u>DATE</u>	<u>SUBJECT</u>
January	20	FY 2010 state grant application; NVTC administrative budget for FY 2010; NVTC legislative agenda.
February	17	Progress on legislative agenda.
March	17	Review of legislative accomplishments; WMATA FY 2010 budget issues.
April	21	To be determined.
May	19	To be determined.
June	16	Mid-year progress review on NVTC workprogram; authorize funding of scope of work for NTD data collection; authorize funding of scope of work for e-schedules maintenance and promotion.
July		No meeting.
August	18	NVTC preliminary administrative budget for FY 2011.
September	15	Review draft CTB pre-allocation testimony.
October	20	NVTC audit for FY 2009.
November	17	Draft NVTC legislative agenda for 2010; first draft 2010 NVTC work program.
December	15	Proposed 2010 workprogram; VRE and NVTC budgets for FY 2011.

NVTC MISSION STATEMENT

To serve the public by providing a forum for elected officials to achieve an effective regional transportation network. Focusing primarily on transit, NVTC will develop strategies, identify funding sources, advocate for additional funding, prioritize allocations, oversee transit systems such as VRE and WMATA, and pursue new transit programs. NVTC will work to improve mobility, reduce traffic congestion, protect the environment and stimulate the regional economy by increasing transit and ridesharing use.

GOALS AND ACTIONS FOR 2009*

1. DEVELOP POLICY AND ADVOCATE FAVORABLE LEGISLATION

Goal: Devise and implement legislative strategies based on sound policy analysis to increase transit ridership, obtain adequate funding, and coordinate priorities with members and other agencies.

Actions:

1. With the support of local staff, identify transit issues that require policy decisions and assemble data and perform policy analyses to facilitate those decisions (e.g. fare integration, development of new technology, service expansion, customer safety and system security). Work with local legislative liaisons to develop strategies for improved transit funding and to educate General Assembly members about Northern Virginia's transit needs. Update and distribute tools such as GIS maps of General Assembly districts to illustrate transit service availability and funding needs.
2. Adopt a state and federal legislative agenda and work with local jurisdictions, Virginia Transit Association (VTA) and other groups, as appropriate, to implement the agenda and the supporting NVTC policies. Work with delegations in Richmond and in Washington D.C. as needed to promote NVTC's approved agendas. **Capitalize on opportunities as a new pro-transit administration takes office with a supportive Congress and the need to stimulate the economy. Emphasize a greater role for transit in authorizing the next six years of federal funding programs.** Conduct NVTC's February meeting on Local Government Day at the General Assembly in Richmond, **jointly with the Northern Virginia Transportation Authority.** Obtain reduced rate for on-line legislative monitoring service and share access with member jurisdictions. Provide legislative alerts to commissioners and local staff during the session. Focus on transit funding.
3. Participate on the American Public Transportation Association's (APTA) legislative and commuter rail committees to define and implement a federal legislative strategy as part of a broad, nationwide pro-transit coalition. Provide special assistance to areas contemplating new commuter rail service.
4. Participate on VTA's executive, legislative and ad hoc committees to help define and implement an effective state legislative strategy for the transit industry and strengthen VTA as an organization and keep it responsive to Northern Virginia's concerns. Co-chair VTA events such as the Transit Day rally in Richmond, chair VTA's Legislative Committee, **encourage NVTC board members to serve as VTA officers** and assist transit systems in special legislative promotions with NVTC's public outreach and web-design expertise.

5. Prepare written testimony and appear at the CTB's annual pre-allocation hearings on public transit funding priorities and at the Transportation Planning Board (TPB) and other hearings as appropriate. Advocate NVTC's policies including balanced transportation and stable and reliable funding.
6. **After the November, 2009 elections, prepare and distribute detailed maps for each legislative district showing transit service and funding needs.**
7. **Perform research and policy analyses that support NVTC's legislative positions, such as monitoring the relationship between gas prices, vehicle miles traveled by automobiles and transit ridership.**

***Note : New initiatives for 2009 are shown in bold type.**

2. SEEK AND ADVOCATE FUNDING

Goal: Identify and implement cooperative strategies with member governments to gain additional transit revenues and work to obtain adequate, dedicated, stable and reliable financial support from the federal government and the commonwealth and the private sector.

Actions:

1. Through NVTC's Management Advisory Committee, coordinate with WMATA and local transit systems potential regional CMAQ and RSTP transit project applications to be submitted to the Northern Virginia Transportation Authority (NVTA) by NVTC each year. Apply for funds and prepare air quality analyses at the request of NVTC's jurisdictions (e.g. Air Quality Code Red free bus fares).
2. Produce financial projections and analyze alternative funding mechanisms to bridge the growing gap between transit operating and capital needs versus available financial resources. Actively participate in regional and statewide efforts to define public transit needs and identify funding sources, such as corridor studies, TPB's vision plan and constrained financial plan update, VTrans **2035** and Northern Virginia's **2035** transportation plan update. Analyze funding proposals produced by those studies and identify policy issues for consideration by the commission. Maintain **up to date** PowerPoint presentations on "The Case for Increased Funding of Public Transportation in Northern Virginia," "**How Public Transportation is Organized in Northern Virginia,**" and the "**VRE Chronology**" to help educate elected officials, the media and the public.
3. Identify and seek to implement stable, reliable, permanent and dedicated funding sources for operating and capital expenses for WMATA, VRE and local transit systems. Help coordinate regional efforts and prepare analysis tools, brochures and editorials to promote such funding. Safeguard the current sources of transit funding available to NVTC's local governments.
4. Organize improved information sharing between local governments and the Virginia Department of Taxation and more effective auditing to facilitate efficient collection of NVTC's two percent motor fuels tax and increased knowledge of taxpayer responsibility on the part of gas station owners. Provide office space for an administrative employee of the Department to assist in monitoring compliance. Employ database and spreadsheet models to identify unanticipated **discrepancies** for particular stations and jurisdictions. Monitor the required reconciliation of motor fuels tax collections by jurisdiction. Brief NVTC's MAC group regularly on processes, issues, and solutions.
5. Serve as the central point of contact for Northern Virginia transit system financial information. Periodically update NVTC's guidebook on sources of funding for transit projects. Identify and obtain funding for new transit projects that are recommended by NVTC's jurisdictions.

3. COORDINATE TRANSIT SERVICE

Goal: Work with all public and private transit providers to coordinate all transit service within Northern Virginia, with emphasis on understandable fares, convenient schedules, proper information, good customer service, efficient performance and access by disabled persons. Help to clarify roles of respective agencies and governments to avoid overlaps or gaps in jurisdiction. Work to improve the safe and orderly movement of people and goods, primarily by encouraging greater use of integrated public transit and ridesharing systems. Involve the public in identifying problems and solutions. Use NVTC's management advisory committee as a forum to work out cooperative solutions and keep local governments fully informed. Emphasize better bicycle and pedestrian access to transit facilities and services.

Actions:

1. Work with local governments to coordinate collection and dissemination of performance data for FTA's National Transit Database reports. Collect performance data and maintain a shared database that uses NTD and other sources. Encourage transit systems to use the data to improve efficiency. Publish the data on NVTC's website. Help Northern Virginia's transit systems comply with DRPT's new performance data requirements. **Ensure that the data are consistent, timely and accurate. Determine interest in a regional performance measurement workshop (jointly with DRPT). Develop accurate performance data on per capita transit ridership for those areas actually served by transit. Use GIS to identify populations within range of transit routes. Develop a methodology and share with DRPT for statewide use.**
2. Manage consultants to continue NTD data collection for all of Northern Virginia's transit systems and oversee collective funding of this work that brings at least \$5 million annually of federal revenues to this region.
3. **Assist WMATA and Northern Virginia's transit systems in utilizing SmarTrip fareboxes and implementing efficient regional databases and parts inventories.**
4. Manage a related contract with DRPT for SmarTrip point-of-sale devices for Loudoun County.
5. Assist Northern Virginia's transit systems in planning for the success of the regional **initiatives such as the SmarTrip customer service center/clearinghouse and the elimination of paper transfers.**
6. **Analyze the transit components of the region's ongoing air quality program to ensure the most effective use of federal funds to reduce air pollution and greenhouse gases.**

7. Continue an ongoing project to provide free electronic transit schedules to persons using personal digital assistants and pocket computers. Ensure that transit schedules are kept current, work to expand to the entire metropolitan region and report regularly on performance. Develop an annual operational and promotional budget for funding by the local jurisdictions and manage the agreed upon marketing campaign, including interior bus and bus shelter display ads and website promotions.
8. Support regional pedestrian safety initiatives and encourage bicycle and pedestrian use. Publicize and seek to expand "bike on rail **and bus**" opportunities. Encourage all agencies to incorporate bike and pedestrian access at major transit centers and transfer locations. Assist VDOT in ensuring that the recommendations from its Northern Virginia Regional Bikeway and Trail Network study that focus on connections to transit are implemented. Support initiatives of such groups as the National Center for Bicycling and Walking and its Walkable Communities Workshops. Poll transit systems to determine the extent of bicycles on-board buses and railcars. With this data, propose methods to increase such use.
9. Serve on regional task forces examining options for improved transit, such as WMATA's Regional Mobility Panel and the Pike Transit initiative.
10. Assist Northern Virginia's transit systems in monitoring progress on 511 traveler information telephone systems.
11. Utilize regional bus stop and route network databases to analyze opportunities for transit service improvements, using GIS and other tools. Also consider improvements in bus shelter availability and maintenance.
12. **Identify opportunities to bring together universities and transit systems to enhance access to campuses and relieve parking pressure, partially funded with student fees.**
13. **Renew each June 30th the joint operating agreement with Falls Church, WMATA and NVTC for GEORGE. NVTC controls the buses.**

4. MANAGE GRANTS, CONTRACTS AND TRUST FUNDS

Goal: Facilitate the fair and equitable allocation of costs among governments, persons using transportation services and facilities and others who benefit. Manage grants fairly and effectively, according to state and federal laws and NVTC's policies. Invest trust fund assets prudently to maximize returns consistent with safety.

Actions:

1. Use NVTC's subsidy allocation model to incorporate the most recent WMATA and local budget information on transit costs, revenues and subsidies. Using NVTC's adopted allocation formula, determine each local government's share of NVTC assistance. Use their percentages to apportion shares of local contributions to NVTC's administrative budget. Maintain detailed spreadsheets to calculate NVTC's formula. Provide early estimates each year to assist local governments in budget planning.
2. Prepare and submit NVTC and VRE state grant applications (approximately \$200 million) due on February 1, 2009, using DRPT's automated OLGA system.
3. Manage state grants to prepare proper billings, obtain timely reimbursements and file quarterly progress reports. Reprogram funds as needed, in consultation with NVTC's Management Advisory Committee, to be certain grant funds are spent on eligible projects within the state time limits (**e.g. Burke Centre VRE canopy, Route 1 transit improvements**). Work with grantor agencies to achieve the maximum feasible flexibility in using the funds in order to meet expiration deadlines with no loss of funds. **Obtain agreements with sub-recipients to ensure compliance.**
4. Prepare timely and accurate quarterly cash flow forecasts of transit assistance sources and uses for NVTC's local jurisdictions. Assist local jurisdictions in spending promptly the proceeds of state bond issues.
5. Prepare financial reports for NVTC's annual audit. Manage a multi-year audit services contract. Accomplish an unqualified auditors' opinion and provide to the appropriate regulatory agencies. Anticipate concerns of outside auditors and work to alleviate in advance any such concerns. Develop and implement appropriate responses to any concerns of auditors contained in management letters.
6. Respond to DRPT's new audit initiatives and grant policies and work with NVTC's jurisdictions to fine-tune the new procedures, if necessary, so they work to the advantage of all parties. Encourage DRPT to provide timely grant contracts.
7. Maintain up-to-date compilations of state and federal grant regulations. Ensure staff is adequately trained in grant and project management and alerted to any changes in regulations. Maintain current procurement documents to facilitate prompt release of authorized requests for proposals and invitations for bids. **Obtain agreements with sub-recipients to ensure compliance.**

8. Promote NVTC as an effective grant-management agency to assist NVTC's jurisdictions. Approach other agencies to have NVTC apply for and manage such grants as CMAQ/ RSTP.
9. **Manage** federal funds on behalf of Alexandria for demonstrations of new bus technologies. Procure consulting assistance and manage projects for the city, **including a real-time bus arrival information system. Work to integrate this system with WMATA's regional database.**
10. Apply for federal funds on behalf of Fairfax County for bus facility and service improvements in the Route 1 corridor. Work with Fairfax County's project manager to ensure timely compliance with all federal grant regulations.
11. Work with Alexandria and Arlington to apply for federal funds for BRT service improvements in the Crystal City/Potomac Yard corridor, for subsequent citywide transit improvements in Alexandria, and for access improvements in Rosslyn. If it is mutually agreed to proceed, seek authorization to execute administrative agreements with those jurisdictions. The agreements would specify the respective management responsibilities of all the parties and the timing of the future grant applications that NVTC will be called upon to submit.
12. **Manage NVTA's regional transportation plan update (TransAction 2035).**
13. **If asked by participating jurisdictions, serve as project manager for regional streetcar/light rail projects and assist jurisdictions in considering new and expanded projects.**
14. Provide accounting services to NVTA without charge **and manage any required NVTA audits. Also maintain financial records, obtain any needed insurance and notify regulatory agencies.**
15. Continue to publicize the results of the Phase 1 and Phase 2 **NVTC senior mobility studies.** Work with transit systems to test and implement the recommendations.
16. To facilitate NVTC management accountability, accomplish performance-based budgeting. The proposed FY 2010 budget incorporates 12 performance measures for NVTC's administrative and financial management functions as well as seven measures for the planning, project management, public outreach and legislative functions.
17. **Cooperate with DRPT to promote NVTC's MARTHA project that developed and tested** low-cost software using cell-phones mounted on buses to locate vehicles and allow customers to receive real-time arrival information. Provide the results for use at smaller transit systems around the commonwealth **using open source software protocols. Develop a guidebook for transit systems to select appropriate bus arrival products. Seek a grant to modify MARTHA system to import Google Transit's route and stop data directly. Report to**

NVTC's board on the status of real-time bus arrival systems among NVTC's jurisdictions, including costs and benefits of each. Assist Falls Church with implementing the MARTHA system, including operating staff and customer surveys, if asked.

18. **Complete the final report on** a grant-funded contract to equip four city of Fairfax CUE buses with hydrogen fuel injection systems to demonstrate for at least 9 months the air quality and fuel efficiency benefits compared to costs. **Publicize the results to assist transit systems elsewhere. Seek to develop similar technologies using lessons learned.**

5. PROVIDE OVERSIGHT FOR WMATA AND VRE

Goal: Exercise leadership on issues pertaining to oversight of the WMATA and VRE systems, particularly budget and finance, to reduce costs and control the growth of local subsidies and fares while improving service quality. Effectively manage ongoing transit services for which NVTC is responsible and develop efficient management structures that facilitate regional cooperation and support.

Actions:

1. In January, appoint Virginia's two principal and two alternate members of the WMATA Board of Directors. Provide staff support to WMATA Board members. As needed, facilitate caucuses of Virginia's Board members and their staffs to develop consensus positions prior to committee and board meetings. Keep NVTC commissioners informed of pending WMATA Board decisions of regional significance. **Invite WMATA'S General Manager periodically to brief the entire NVTC Board on important issues.**
2. Monitor the development of WMATA's budget. Provide recommendations to local jurisdictions and the WMATA Board, as appropriate. **Help determine service reductions of \$73 million needed to balance the FY 2010 budget.**
3. Participate actively on WMATA's Jurisdictional Coordinating Committee.
4. Work with NVTC's MAC group to monitor WMATA's MetroAccess, focusing on cost sharing and performance issues.
5. Assist local and state officials in obtaining **\$1.5 billion of** dedicated funding **authorized by Congress** for WMATA.
6. As co-owner of VRE (with assets of \$217 million, outstanding debt issued by NVTC of \$83 million and annual operating/capital budgets of over \$60 million) appoint NVTC's principal and alternate members of the VRE Operations Board, maintain close communications with PRTC and VRE staff, coordinate presentation of action items to the VRE Board and commissions, and monitor ongoing operations for consistency with the Master Agreement and approved budgets, customer service quality and NVTC jurisdictions' interests.
7. Support the VRE team as it negotiates with DRPT, CSXT, Norfolk Southern and Amtrak to agree on multi-year access and operations contracts and to clarify and accomplish rail service priorities in the Richmond-Washington, DC corridor.
8. Support annual VRE customer service surveys each spring and ridership surveys each October, by reviewing the design of the survey and providing zip code verification.

9. As agreed with VRE management, assist in implementation of VRE projects as well as in the implementation of the VRE strategic plan and other initiatives. Focus on policy analysis (e.g. cost and service neutrality for new VRE entrants).
10. **Protect NVTC's interests as additional jurisdictions are encouraged to join PRTC and become participating VRE members.**

6. COORDINATE REGIONAL EFFORTS

Goal: Support coordinated regional efforts to improve air quality, conserve energy, boost the economy, respond to emergencies and integrate land use and transportation. Pursue new transit opportunities and actively support telework.

Actions:

1. Seek opportunities to act on NVTC's policy of preserving future transit rights-of-way (e.g. on I-66) and WMATA's and VRE's policies promoting transit-oriented development.
2. Monitor the implementation by VDOT and the Virginia State Police of revised and improved policies for notifying and consulting with transit systems when lifting HOV restrictions during traffic emergencies. Support enhanced enforcement on all HOV facilities and utilize VDOT's promised real-time database to analyze performance and recommend solutions.
3. Participate in planning, preliminary engineering and environmental analysis for transit in the Dulles Corridor and other locations such as the Capital Beltway and I-95/395 as requested by WMATA, VDOT, DRPT and/or local jurisdictions. For example, at VDOT's request represent transit's interests on a subcommittee of the Operations Committee for the I-95 Beltway HOT lanes project. NVTC is also a core project partner on VDOT/ FHWA's Integrated Corridor Management Initiative for I-66/50/29 (in Phase 1 a concept of operations is being developed). NVTC is also a stakeholder in the ongoing EIS review for the 14th Street Bridge project and is represented on a multi-agency Capital Beltway Southside study.
4. Advocate coordination of the transit, vanpool and ridesharing components of planning studies by MWCOG, VDOT, DRPT, NVTA and others, and provide data if applicable.
5. Assist NVTC commissioners who are members of NVTA, TPB, and other regional groups and provide data, responses, NVTC meeting summaries and recommendations to these organizations as appropriate.
6. Work to establish NVTC as the chief advocate of Intelligent Transportation Systems (ITS) investments for transit, not by competing for scarce funding but by conducting low-cost demonstrations, evaluating the results, and more actively encouraging all of NVTC's transit providers to adopt similar technologies. Examples include: web-based automated bus stop information signs; on-board bus stop enunciators; passenger counters; automated maintenance devices; parking carousels; variable pricing of roads and parking; parking capacity electronic message signs; and alternative fuel technologies. Promote joint procurements for uniformity and cost saving. Advocate inter-operability. Help educate board members and the public. Utilize NVTC's web-based ITS performance methodology and link to similar methods made available by

USDOT. Complete evaluation reports on lessons learned from demonstrations of new technology for grant-funding agencies and other interested parties. **Coordinate comments for DRPT's ITS plan, with emphasis on non-proprietary devices and software, integration and proper ITS regional architecture. With DRPT, conduct an ITS Vendor Workshop focusing on integration of systems and open sources.**

7. Develop information from research on this and other regions to help NVTA, WMATA and other transit organizations define lower-cost strategies for meeting congestion challenges in the short term using such mechanisms as exclusive transit lanes, bus rapid transit, priority lanes, queue jumping, jitneys, route-deviation transit, **vanpools** and real-time information devices. Publicize the results and work to achieve public acceptance. Work with the local jurisdictions to initiate appropriate demonstrations of these mechanisms. **For example, consider ways in which vanpools could be encouraged with seed money, gas cards or temporary paid drivers. Obtain data on current vanpool use (origins/destinations) and examine whether data can be obtained to qualify WMATA to receive more FTA formula funds. Explore improved connections to VRE stations and other suburb to suburb commutes via taxis and vanpools.**
8. From various published forecasts, plans and corridor studies, assemble mode split and other data to provide a convenient source of comprehensive transit market performance data. Use the data to encourage efficient transit management, expanded transit ridership and greater public awareness. Use newly available statistically significant traffic counts by MWCOG/TPB of persons traveling in Northern Virginia's major corridors. Advocate continued and expanded funding for these corridor traffic counts. Make this information available in user-friendly formats on NVTC's website. Work to expand the counts and mode share calculations.
9. Actively promote telework initiatives and encourage the commonwealth to take the lead with its own employees and the private sector.
10. Assist transit systems, VDOT, DRPT, TPB, MWCOG and others in developing and testing coordinated regional emergency response plans. Focus on developing a unified transit position to facilitate these plans. Update a series of transit emergency response plans, focusing on key station areas in Northern Virginia, **Maryland and D.C. via the Regional Bus Operators Group meeting at WMATA.** Considerations include bus re-routing, traffic signalization, signs, and communications. Monitor MWCOG's RESF 1 process for responses to severe emergencies and assist in developing MWCOG's Regional Transportation Coordination Plan for incidents of less severity.
11. Examine public-private HOT lane proposals for the Beltway, I-95 and elsewhere and work to ensure adequate transit access and the use of toll revenues to help support transit operations. Actively participate on the new DRPT Transit Advisory Committee to articulate transit concerns and resolve any issues. Take

the lead in assertively presenting a coordinated transit plan **that protects the interests of transit systems and their customers.**

12. Assist area transit agencies and local governments in resolving an effort by the Fredericksburg Area MPO to divert some federal transit formula assistance away from WMATA. NVTC opposes this diversion.
13. Assist area transit agencies and local governments in preparing for the expected disruptions due to the Base Realignment and Closure Commission's recommendations to shift tens of thousands of new jobs to Ft. Belvoir/Engineering Proving Ground. Help articulate and advocate comprehensive transit improvements.
14. Assist other MWCOG groups working for cleaner air, including MWAQC and Clean Air Partners with an emphasis on reducing greenhouse gases through transit use.
15. **Coordinate access to potential ferry demonstrations originating in Prince William County that may seek to serve one or more of NVTC's jurisdictions.**
16. **Look for opportunities to apply lessons learned in NVTC's senior mobility study, parts 1 and 2, including enhanced travel training.**
17. **Help coordinate transit planning for Inauguration Day.**

7. DELIVER PUBLIC INFORMATION, MARKETING AND CUSTOMER SERVICE

Goal: Reach out to transit customers and the general public, listen to customer concerns and implement improvements to boost regional transit ridership.

Actions:

1. Serve as the central point of contact for the news media, interest groups and the general public for transit issues in Northern Virginia, making referrals to other transit agencies and local governments when appropriate. Initiate contacts with media representatives via calls and visits. Provide NVTC's reports, analyses and policies with easy to understand explanations of their content and significance. Help transit systems prepare to respond effectively to media and other public inquiries during emergencies and at other times by sponsoring seminars on best practices. Establish media opportunities for NVTC board members to promote NVTC's mission.
2. Assist NVTA's public outreach mission actively **maintain NVTA's "virtual office" and website, and lead public outreach for NVTA's regional transportation plan update (TransAction 2035).**
3. Provide the following resources to the public utilizing enhanced graphics and GIS-mapping:
 - a. Maintain and improve NVTC's website, to focus on informing the public about opportunities to be involved in regional transit and ridesharing planning;
 - b. Distribute NVTC's brochure, reports and agendas to encourage more public involvement, again emphasizing easy-to-use web-based applications;
 - c. Publish electronically an annual NVTC Handbook to provide a detailed description of the commission's history, mission and accomplishments, including the commission's workprogram, policies and by-laws;
 - d. Link to other regional transit databases to provide information about regional transit services to better inform the public;
 - e. Maintain a transit system performance database;
 - f. Staff transit information booths at fairs and other public events;
 - g. Prepare NVTC faxed/e-mailed alerts to persons wishing to be kept informed on some or all transit issues in Northern Virginia, with direct links to NVTC's website;
 - h. Distribute periodic "transit nuggets" with information about transit's success in a catchy format that can be posted on web-sites and used by transit advocates in educating the public;

- i. Provide draft letters on NVTC's website for the use of citizens wishing to support NVTC's legislative and policy positions. Provide links to other groups supporting these positions; and
 - j. Continue distribution of NVTC's monthly meeting materials primarily via NVTC's website with e-mailed notices.
 - k. Provide timely material for "blog sites" on relevant topics.
4. Survey WMATA, VRE and local jurisdictions to compile innovative marketing activities, host coordination meetings, facilitate transit topics for the Marketing and Outreach Specialists Consortium and the Northern Virginia Public Information Officers and report at least annually to the commission and jurisdictions. Cooperate with DRPT in establishing an annual statewide conference for Virginia transit communicators to share insights. Assist APTA in marketing and public information activities. Help plan VTA conferences.
 5. Continue technical support for transit stores and Transportation Management Associations (e.g., serve on Boards of Directors and consultant selection committees). Assist with logo design, marketing, consultant selection, performance evaluation, fare collection, web design and customer service issues. **Compile and post on NVTC's website a list of transit stores and TMA's in the region.**
 6. Look for opportunities to partner in order to stage events **and promotions** that will emphasize the effectiveness of transit and ridesharing and the need for additional transit funding (**e.g. Greater Washington Board of Trade, Google.**)
 7. **After the November, 2009 elections**, conduct periodic tours of transit systems and transit-oriented development for legislators and senior state officials, with the cooperation of NVTC's transit systems and local legislative liaisons.
 8. Monitor NVTC and NVTA website performance with monthly and quarterly compilations of user statistics.
 9. Reach out to "electronic hitchhiking" firms (e.g. NuRide) and car-sharing organizations (e.g. Zip Car) for joint promotion opportunities.
 10. Help the region's transit systems receive recognition for outstanding achievements by pursuing awards (such as APTA's Ad Wheel for marketing excellence).

11. Upgrade NVTC's equipment and meeting facilities to improve public access. With budgeted funds, procure a new telephone system. Consider installation of an overhead projector, web-cam and sound system. Investigate streaming video of NVTC meetings.
12. Seek funding for additional public surveys, focus groups and "coffee talks" to test innovative fare and service initiatives.
13. Produce low-cost videos for the web on such topics as the "Agony of Auto Commuting;" "Adventures on the Bus;" "Seniors on Transit;" etc.
14. **Develop cooperative region-wide programs to introduce teenagers to transit, building on the success of Arlington's "I Ride" initiative.**
15. **Implement NVTC's federal Title VI program with active outreach to immigrants, simplified messages and NVTC/NVTA website accommodations.**



NVTC 2009 WORK PROGRAM

List of Products/Projects

<u>Goal #</u>	<u>Products/Projects</u>
1. Policy and Advocacy	<ul style="list-style-type: none">-GIS maps of General Assembly districts showing transit routes and state transit funding shortfalls.-Annual state and federal legislative agenda.-Annual Virginia Transit Association legislative agenda.-Provide subscription legislative tracking service to NVTC/PRTC jurisdictions/agencies.-Post November, 2009 legislative tour of Northern Virginia transit and transit-oriented development.-CTB pre-allocation testimony.
2. Funding	<ul style="list-style-type: none">-Maintain PowerPoint presentations on the "Case for Increased Funding of Public Transit in Northern Virginia," "How Transit is Organized in Northern Virginia," and the "VRE Chronology."-Reports to MAC and NVTC on reconciliation of Department of Taxation's motor fuel tax collections (\$40 million annually.)-On-line guidebook on sources of funding for transit projects.



3. Coordination

-Manage consultants and auditors for collection and filing of National Transit Database reports (yields \$6 million for WMATA annually).

-Manage and promote regional e-schedule project.

4. Grants/Contracts/Trust Funds

-Maintain and update NVTC's subsidy allocation model (up to \$200 million distributed annually).

-Apply on behalf of NVTC jurisdictions, WMATA and VRE for state grants (eligibility of up to \$300 million).

-Provide up to 365 progress reports in FY 2009 to DRPT on WMATA and jurisdiction grant-funded projects, expected to double in FY 2010.

-Manage jurisdiction trust fund accounts (average over \$100 million).

-Prepare financial statements for fiscal year independent audits of NVTC and NVTA.

-Manage NVTA's transportation plan update (TransAction 2030 Update @ \$1 million).

-Manage Alexandria's federal grant-funded city wide bus technology project (\$1 million +), and obtain funds for its share of the Potomac Yard project (\$5 million authorized) and Eisenhower Valley transit improvements (\$1.9 million).

-Manage Arlington's federal grants for Potomac Yard (\$1.2 million so far) and authorized to obtain funds for CNG buses, Rosslyn Metrorail and other improvements totaling \$7.1 million.

-Obtain authorized federal funding for Fairfax County's projects in Route 1 corridor, Metro Matters, and access ramp improvements at Vienna Metro totaling \$51.0 million.

- Obtain authorized federal grant funding of \$2.1 million for Falls Church's intermodal transit center.

- Produce and adhere to performance based annual administration budget (\$1 million +).

- Implement low-cost software for automated bus location in Falls Church (MARTHA for GEORGE).

- Execute contract to provide buses for Falls Church's GEORGE.

- Manage test of hydrogen fuel injection technology in the city of Fairfax's CUE buses (\$100,000).

5. WMATA and VRE

- Appoint WMATA and VRE Board members.

- Responsible for VRE assets co-owned with PRTC of \$266 million.

- Help produce coordinated WMATA service reduction plan to balance FY 2010 budget.

6. Coordinated Regional Efforts

- Maintain transit performance on-line database.

- Using GIS tools, develop a report on per-capita transit ridership in areas actually served by transit.

- Direct annual mode share corridor studies and reports with VDOT and MWCOG.

- Conduct an ITS Vendor Workshop with DRPT focusing on integration of systems and open sources.

- Help produce coordinated transit plan for Inauguration Day.

7. Public Outreach

- Maintain, improve and promote NVTC's website as the primary source of transit performance data for the region.

- Direct NVTA's public outreach mission and maintain website.

- Direct public outreach for NVTA's regional transportation plan update (TransAction 2035).

-Produce podcasts to promote transit use.

-Maintain e-schedules for transit customers using NVTC's consultant.