



Network Redesign – Weathering the storm and building a community

➤ **VTA – September 25, 2021**

OmniRide: Who we are...

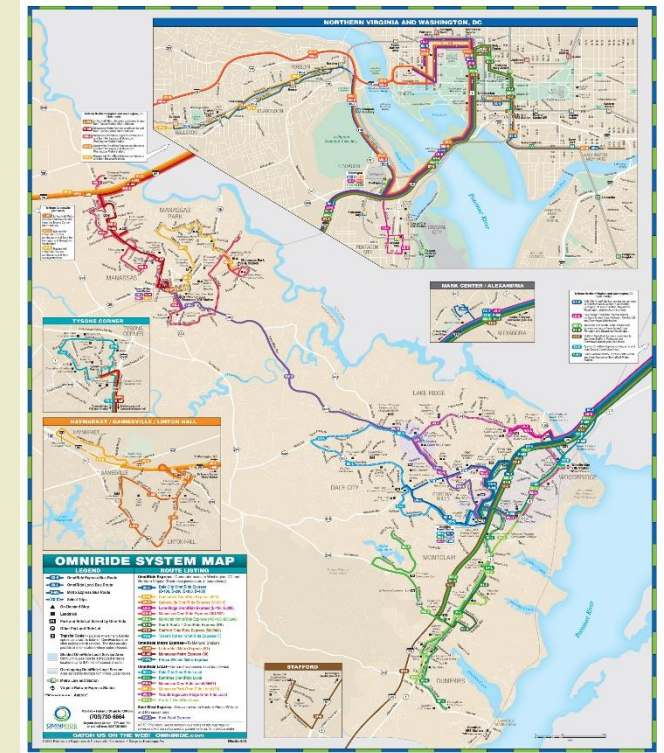


- Transit operations (local & express)
- Co-owners of VRE
- Alternative mode developers
- Regional leaders

OmniRide: Who we are...



- 165 buses
- Service footprint:
 - DC / Tyson's Corner/ Pentagon
 - Haymarket I-66 / Stafford I-95
 - Points in-between



OmniRide: Who we are...



- 250 employees (200+ contracted)
- 18 Commissioners:
 - 6 jurisdictions + DRPT + GenAssembly
 - Almost ALL elected
- \$32M budget

OmniRide: Impact...(pre-COVID)



- 18,000 car trips a day off the road
- Collect \$11M annually in fares
- Quality of life
- Most cost-effective system in the region

Covid Response

1. OMNIRIDE adjusted service and provided PPE for staff

- Implemented Friday level of service for commuter bus effective June 22, 2020
 - Temporarily suspended state funded Dale City and Lake Ridge to Mark Center and Tysons-Woodbridge commuter routes based on very low ridership. Will evaluate options for service going forward
- Providing operators and other front-line staff PPE (masks, sanitizer, blocking of seats)
- Limited number of passengers per bus
- Implemented state and Federal policies for face mask requirement for passengers
- Free fares on local bus; Smartrip only for commuter bus
- Operator barriers for local and commuter buses
- Added hand sanitizing dispensers to entire fleet
- Added strategic buses when possible to limit overcrowding due to reduced seating capacity
- PPE for vanpool program



2. Continued monitoring of passenger loads; continued additional cleaning protocols and social distancing.

The Problem

- Improve Ridership and Network, doesn't impact budget
- Better Communicate what we do as we move towards being Mobility Agency
- Make community feel more invested
- Use technology where appropriate to be smarter



Looking West

Highlights:

- All western County Commuter, Metro Express, Local and Paratransit services will operate from this facility
- Allow for future expansion of western County services
- Initially 1/3 of OMNIRIDE's 150 vehicles will be housed
- Less deadhead to serve our community better



Garnering Feedback

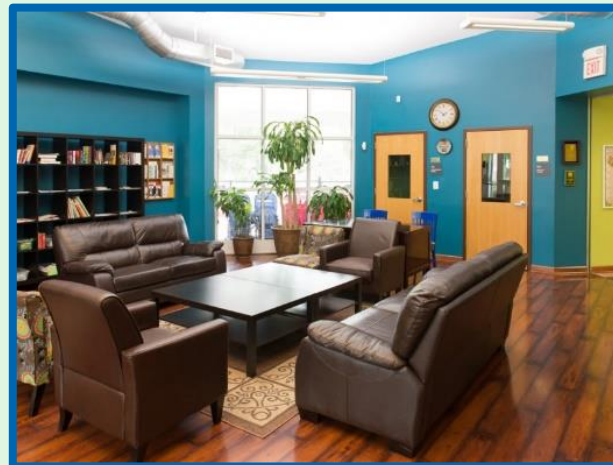
- OMNIRIDE runs three mobility councils made up of stakeholders and general public :
 - Vanpool Council active (partner Vanpool Alliance), assisted in the development of Vanpool Parking Benefit project for Commuter Choice.
 - Business Council active (partner GMU), working to develop travel tracking information for employers.
 - Hispanic Council – all schedules in Spanish, translation at all events.
 - **Increased outreach for service changes, town halls, riding on buses**



Segmented Strategic Marketing



- Looking at Network to where we SHOULD have riders
- Georgetown South – townhomes in Manassas
- Bi-lingual materials
- Meet with community management
- Community Events



New Modes



What is the right choice for you?



Ridership Model

- This model is geared to higher density areas
- Majority of area served
- Frequent service (5-15 mins.)
- Low-density areas get no service



Coverage Model

- Everyone has transit service
- Lower frequency (30-60 mins.)
- Circuitous routings

Same # of buses

FLEXIBILITY!

OmniRide exploring Micro-Transit

- Same operational cost + Tech = ZONE
- "Coverage" philosophy
- After hours/weekends
- Low Density
- Blended services



What is Microtransit?

- A service model that sits between traditional fixed-route transit and taxis
- Technology enables flexibly created routes and on-demand scheduling
- Ad-hoc pickup and drop-off points, within a few minutes walk of multiple customers
- Generally limited service zones
- Vehicle variety
- Vendors include Transloc, DemandTrans, Via, Transdev, RideCo

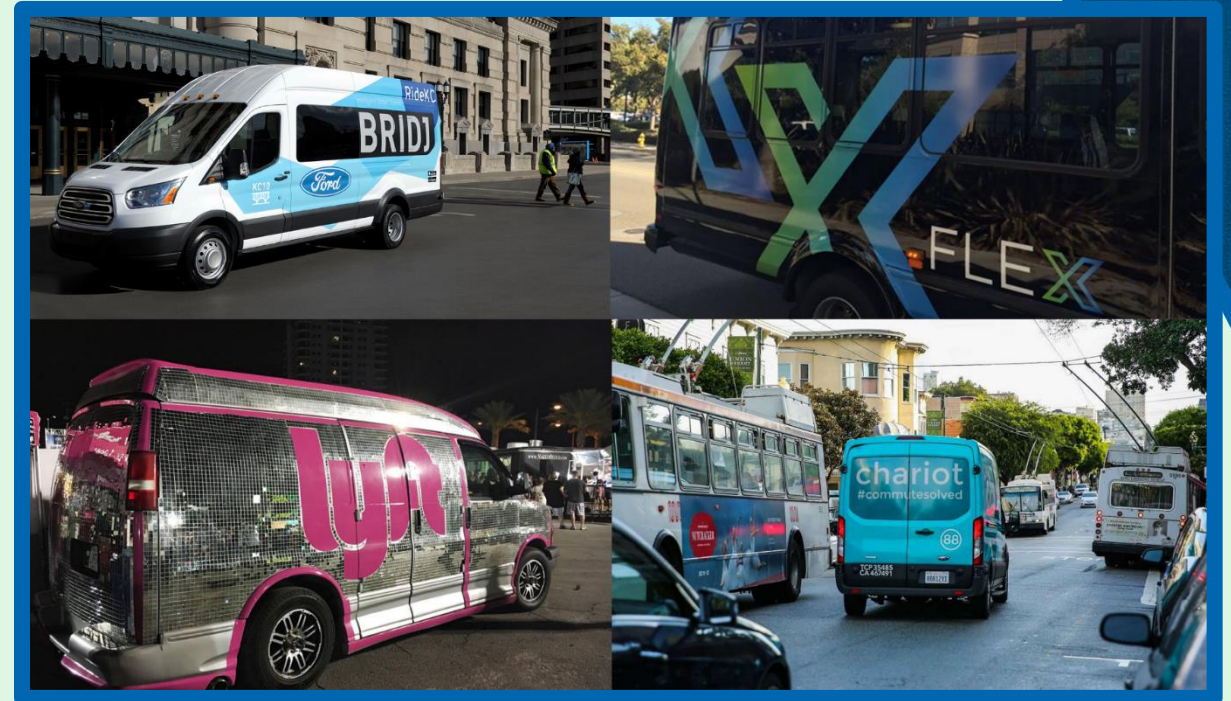


Proposed Solution

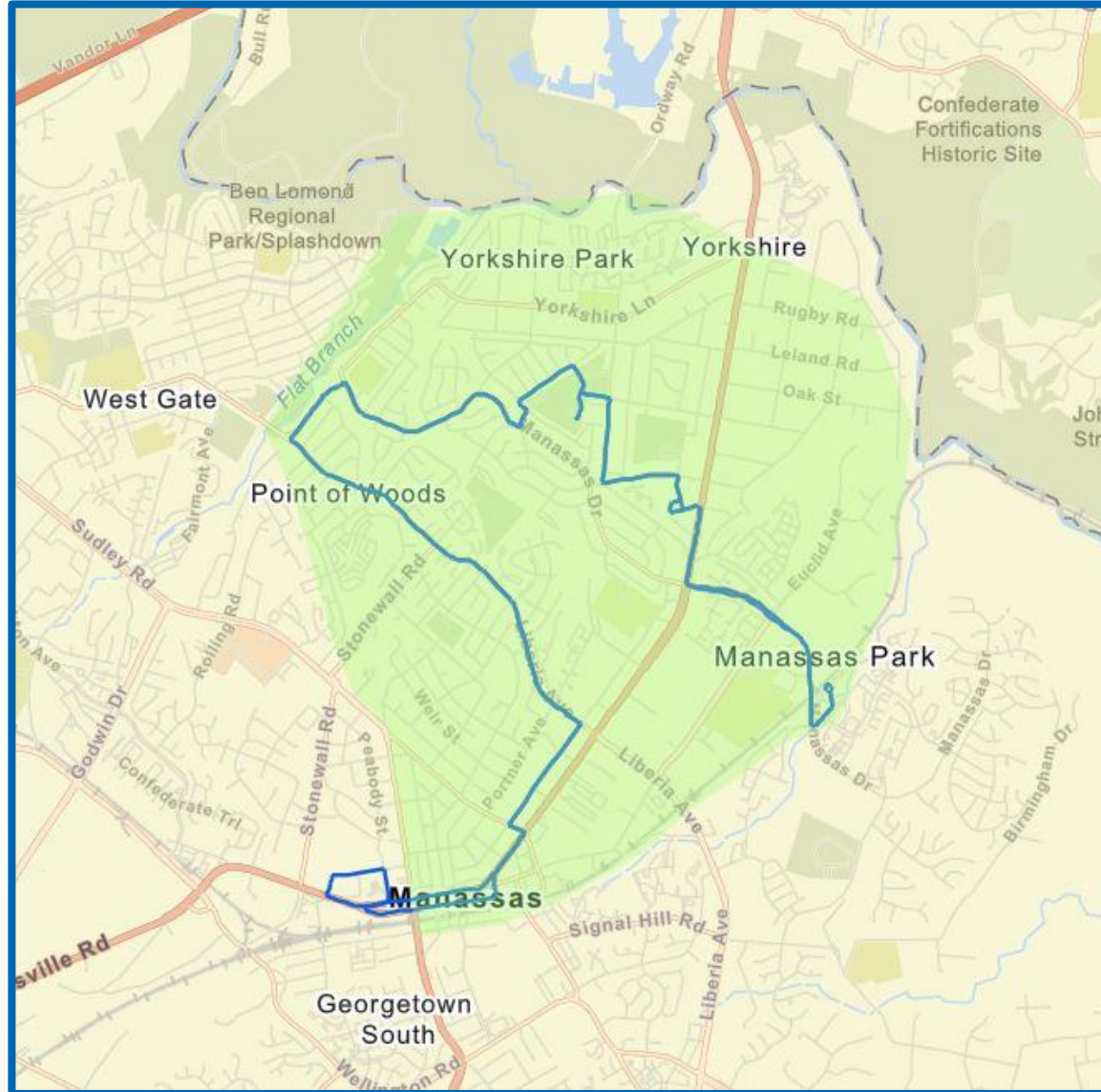
Microtransit / On-demand Transit



- Better headways
- Efficiency
- Budget neutral, possibility for outright savings over time
- Improved perception of right size vehicle for service. Initially paratransit vehicle, later cutaway
- Better than current 90-minute frequency as dispatched on demand basis



Proposed coverage Zone



Advantages

- Fills gaps and extends reach of transit – serving locations or times of day with lower demand
- Complements fixed route transit by providing first/last mile service
- Addresses jurisdictional equity, connects more communities to the regional network
- Improves customer experience; introduces new riders to transit
- Data represents user needs - can adjust service to better meet demand





Thank You! Any Questions?

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