



Virginia Department of Rail and Public Transportation

## CTB Rail and Transit Subcommittee Meeting

### Agenda

VDOT Central District Office

1221 East Broad Street,

Human Resources Training Room

Richmond, VA 23219

8:30 am

February 19, 2019

1. Approval of January 15th Meeting Minutes
2. Director's Update–Jennifer Mitchell
3. Update on Transit Capital Applications-Jennifer DeBruhl
4. Presentation of Rail Programs and Applications (FY20-25)-Rail Staff
5. Amtrak Survey Results-Chris Smith
6. Public Comment



Making Efficient + Responsible Investments In Transit

# Transit Capital Application Update

CTB Rail and Transit Subcommittee – February 19, 2019

Jennifer DeBruhl  
Chief of Public Transportation



Virginia Department of Rail and Public Transportation

# Statewide Transit Capital Prioritization

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- **Effective July 1, 2019**
- **State of Good Repair**
  - » *Based on transit asset management principles, including federal requirements for Transit Asset Management*
- **Major Expansion**
  - » *Based on SMART SCALE factors:*
    - Congestion mitigation
    - Economic development
    - Accessibility
    - Safety
    - Environmental quality
    - Land use

# Applications Received

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- **215 Transit Applications**

- » 71 – Capital (including 5310 – Human Service)
- » 10 – Demonstration
- » 22 – 5310 Operating – Human Service
- » 4 – I-95 Operating
- » 8 – Intern
- » 18 – Mobility Programs (Transportation Demand Management)
- » 43 – Operating Assistance (Public Transit)
- » 15 – Senior Transportation
- » 17 – TDM Operating
- » 7 – Technical Assistance

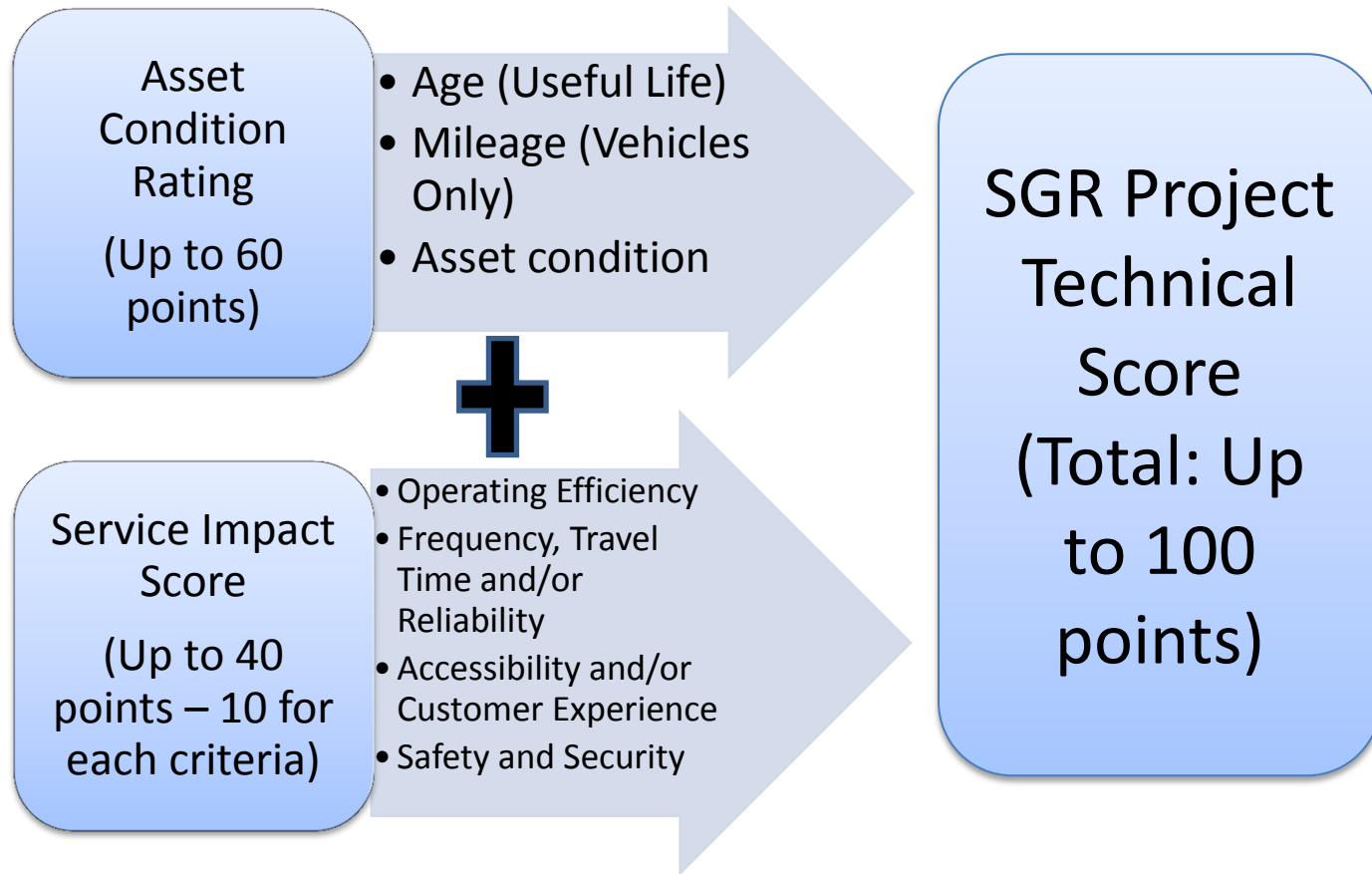
# Eligibility Review

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- **Is the proposed project consistent with allowable uses of funding? (State and/or Federal)**
- **Does the applicant have any existing grants for the same purpose that are not yet under agreement or are underutilized?**
- **Does the applicant have outstanding audit findings that impact eligibility – i.e. maintenance or financial findings?**
- **Is the application consistent with the agency's Transit Development Plan or plan update letter?**
- **Is the application complete?**

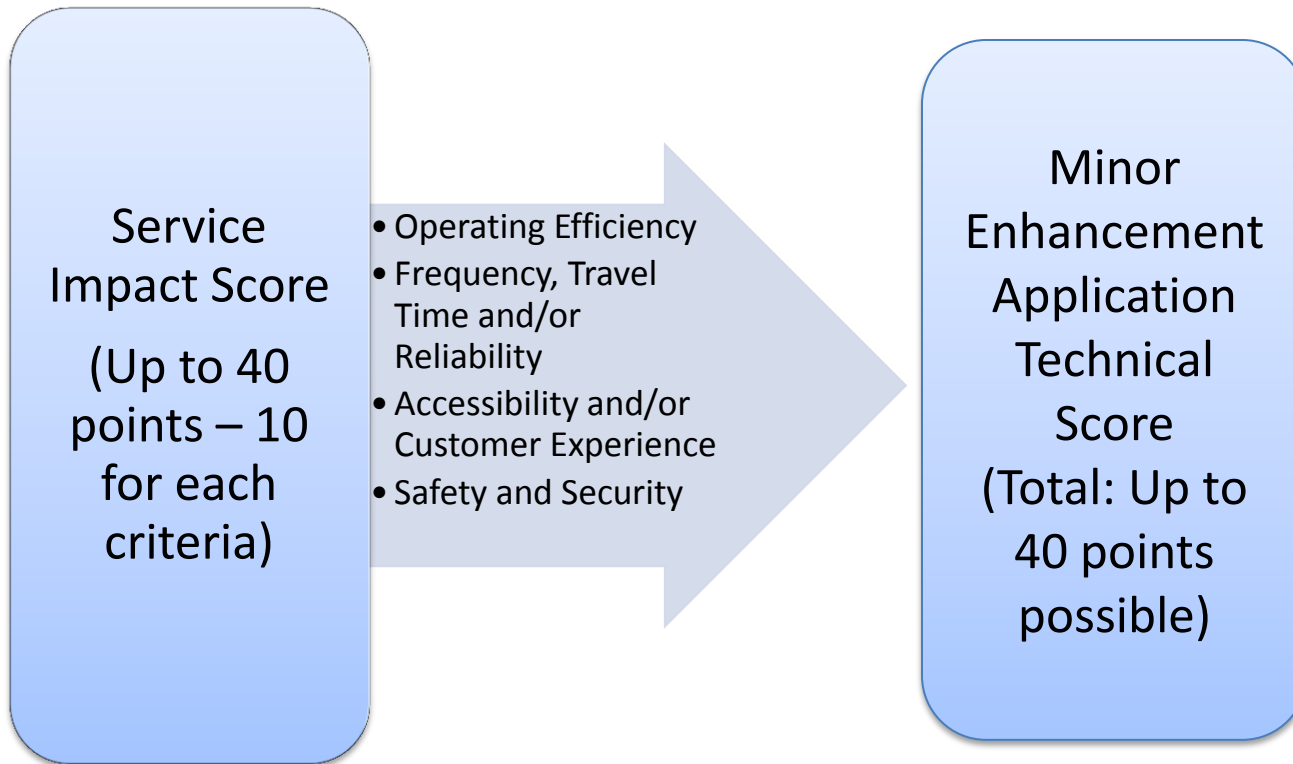
# Scoring Methodology

## State of Good Repair Projects



# Scoring Methodology: Minor Enhancement Projects

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# Major Expansion Projects – Measures by Factor Area

Factor	Measure	Measure Weight
Congestion Mitigation	Change in peak-period transit system ridership attributed to the project	100%
Economic Development	Project consistency with regional and local economic development plans and policies, and support for local development activity	100%
Accessibility	Project improvement in accessibility to jobs and select non-work destinations	50%
	Disadvantaged population (low-income, minority, or limited English proficiency) within walking distance of project	50%
Safety	Project contribution to improving safety and security, reducing risk of fatalities or injuries	100%
Environmental Quality	Reduction in daily vehicle miles traveled resulting from project	100%
Land Use	Transit supportive land use served by the project	100%



# Scoring Underway

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- **State of Good Repair – 277 individual assets, 43 grouped assets**
- **Minor Enhancement – 43 items**
- **Major Expansion – 4 projects**

# Next Steps

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- Complete scoring of all capital requests
- Perform QA/QC of capital prioritization (using independent contractor)
- Complete coordination with the Department of Environmental Quality on electric bus applications (VW Mitigation Trust)
- Develop draft Six Year Improvement Program and present to CTB in April



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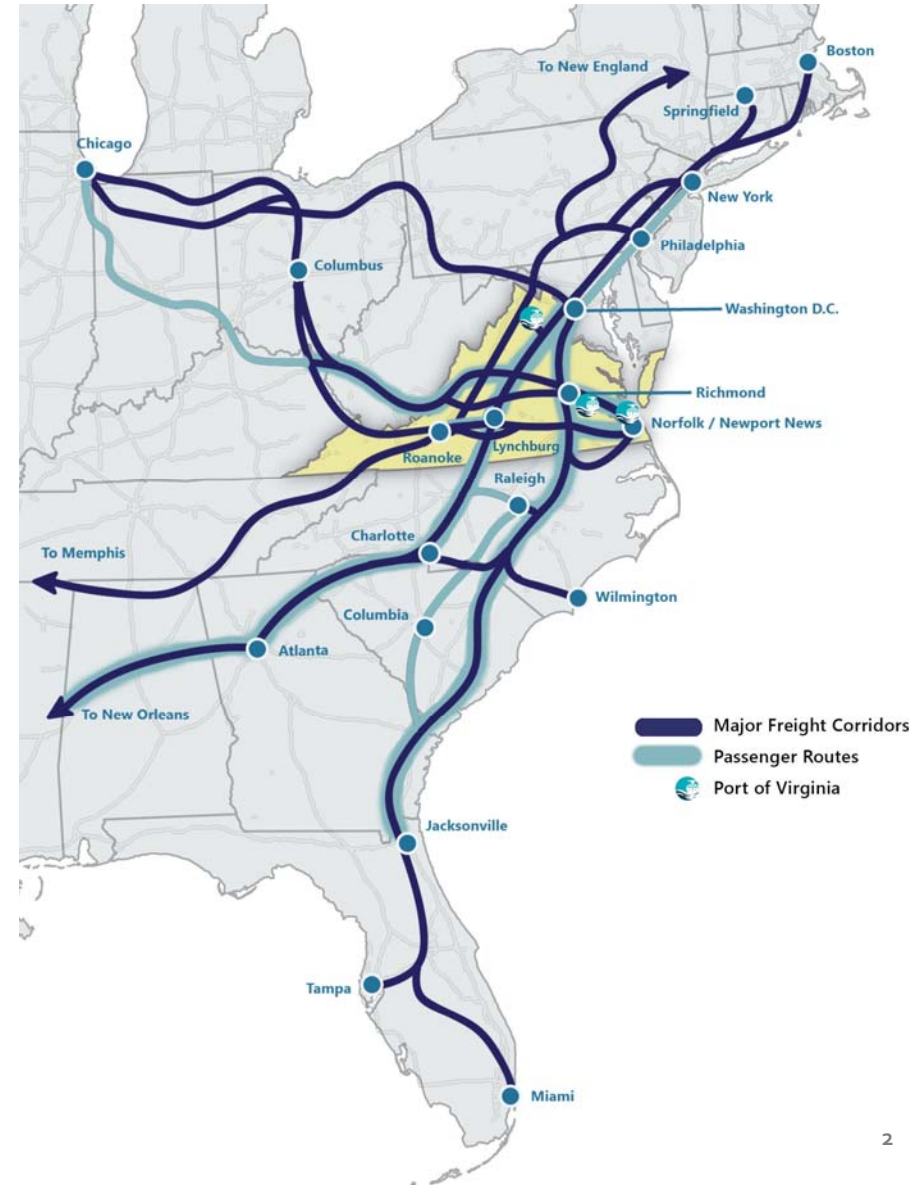
# Rail Programs Application Summary FY 2020-2025

CTB Rail Committee

February 19, 2019

# Agenda

- SYIP Overview
- Programs Overview
- FY2020-2025 Application Summary
- Next Steps

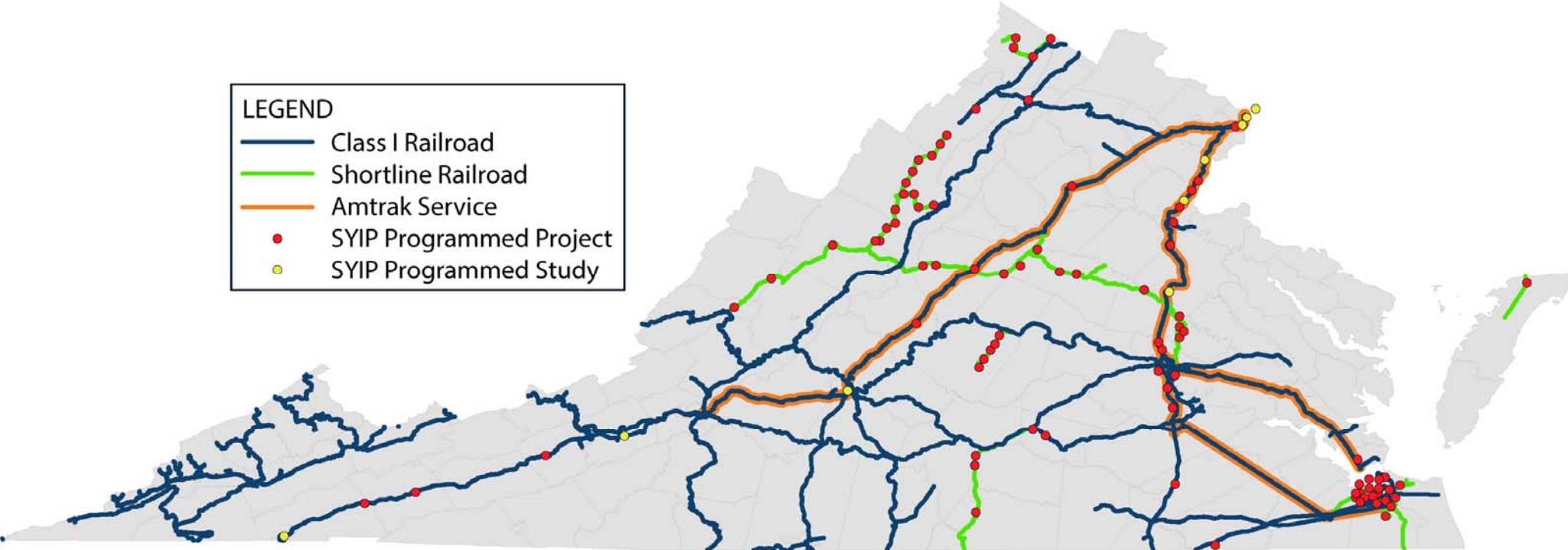


# FY19 – 24 SYIP

## Programmed Rail Projects & Studies

**LEGEND**

- Class I Railroad
- Shortline Railroad
- Amtrak Service
- SYIP Programmed Project
- SYIP Programmed Study



# Existing SYIP Allocations \$1.3 B\*

\*Includes all funding for projects in the 6-year plan,  
including previously allocated funds and non-DRPT funds



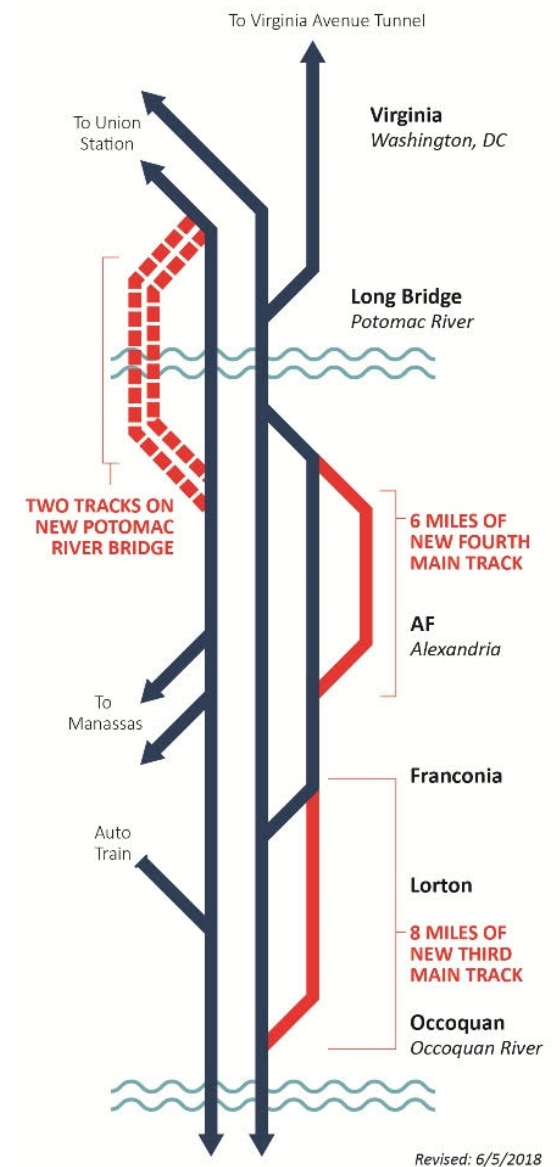
- Intercity Passenger Rail Operating and Capital (IPROC) program and Rail Enhancement Fund (REF) – \$1.2B
  - Supporting passenger and freight needs
  - Funding decisions include BCA analysis and evaluation criteria
- Railway Preservation Fund (RPF) - \$120.5M
  - Partners with VA Short Line railroads by prioritizing needs
  - Supports regional economies and local businesses
- CTB Rail Sub-Committee continually evaluates rail programs



# Rail Planning: Policies & Evaluation Criteria



- VTRANS 2040
- 2017 State Rail Plan
- DC2RVA Tier II EIS
- Station Policy
- CTB Policy Updates



Revised: 6/5/2018



# Rail Programming



## Funding Programs:

- Intercity Passenger Rail Operating and Capital Fund
- Rail Enhancement Fund
- Rail Preservation Fund
- Rail Industrial Access
- Federal Grants
- SmartScale



# Rail Programming

## Funding Programs:

- Intercity Passenger Rail Operating and Capital Fund
- Rail Enhancement Fund
- Rail Preservation Fund
- Rail Industrial Access
- Federal Grants
- SmartScale



# Funding Programs Overview

## IPROC

- \$54M Annually
- Match not required
- Amtrak Operations
- Capital Improvements
  
- Amtrak
- CSX/NS

## REF

- \$20M Annually
- Requires 30% Match
- Requires Benefit-Cost Ratio > 1
- Major Capital Projects
  
- VRE
- CSX/NS
- Shortlines
- Port of VA

## RPF

- \$4M Annually
- Requires 30% Match
- Transfer from REF up to \$4M
- State of Good Repair
  
- Shortlines

## RIA

- \$3M Annually
- Requires 30% Match
- Rail Spur and Sidings
- Compliments REF and RPP
  
- New and Expanding Businesses

# Prioritization and Selection Criteria



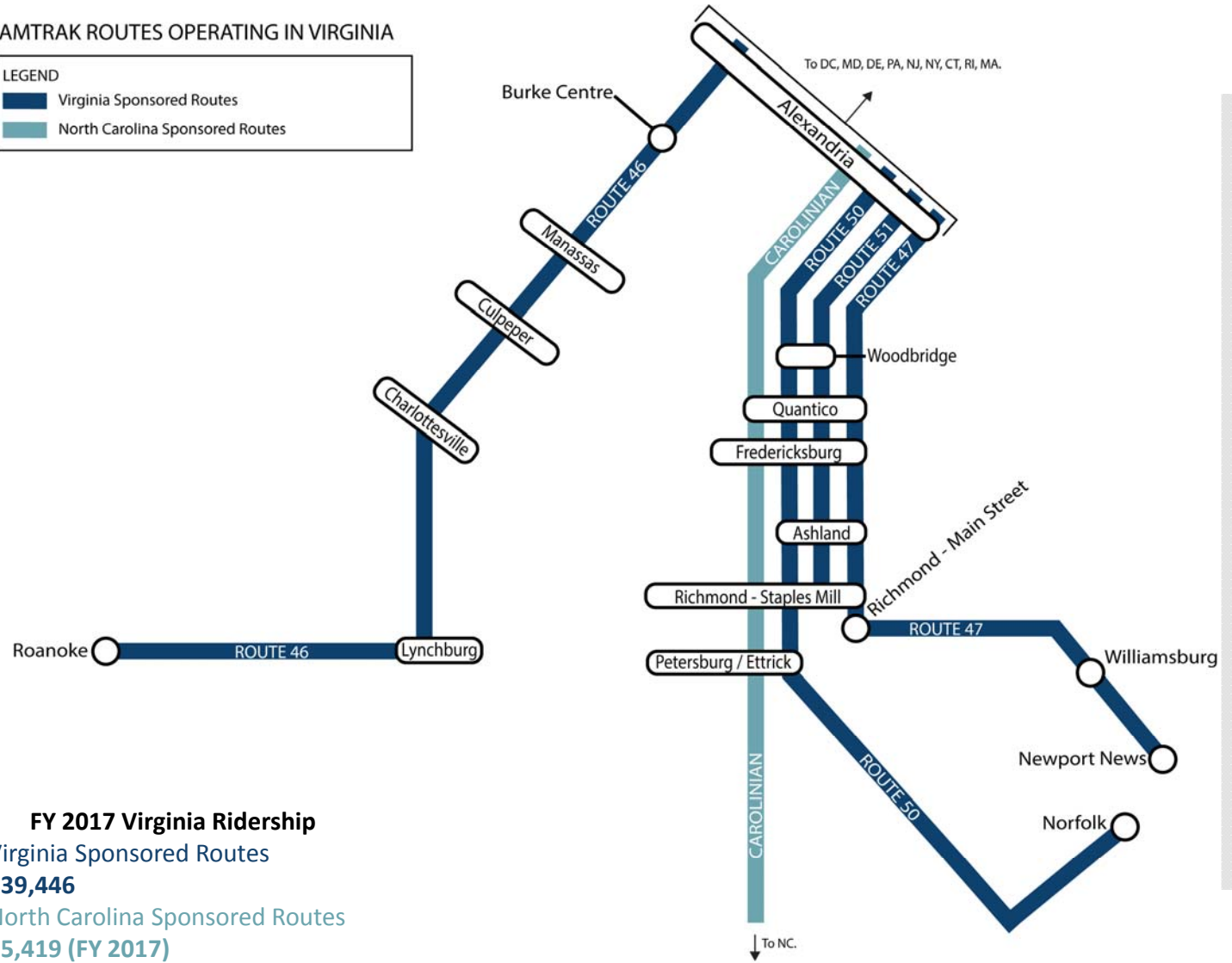
- IPROC Evaluation
  - Network benefit
  - Regional economic, social, and environmental benefits
  - Independent utility
  - Station Stop Policy
- REF: Benefit-Cost Analysis
  - Truck Congestion and pavement savings
  - Safety improvements through accident avoidance
  - Increased passenger ridership
  - Environmental contribution
  - These factors create a NPV and time for project payback
- RPF Selection criteria
  - Preserving economic vitality of VA's short lines
  - Improving market access through infrastructure upgrades
  - Truckloads removed from highway

# State Sponsored Service

## AMTRAK ROUTES OPERATING IN VIRGINIA

LEGEND

- Virginia Sponsored Routes
- North Carolina Sponsored Routes



**FY 2017 Virginia Ridership**  
 Virginia Sponsored Routes  
**839,446**  
 North Carolina Sponsored Routes  
**75,419 (FY 2017)**



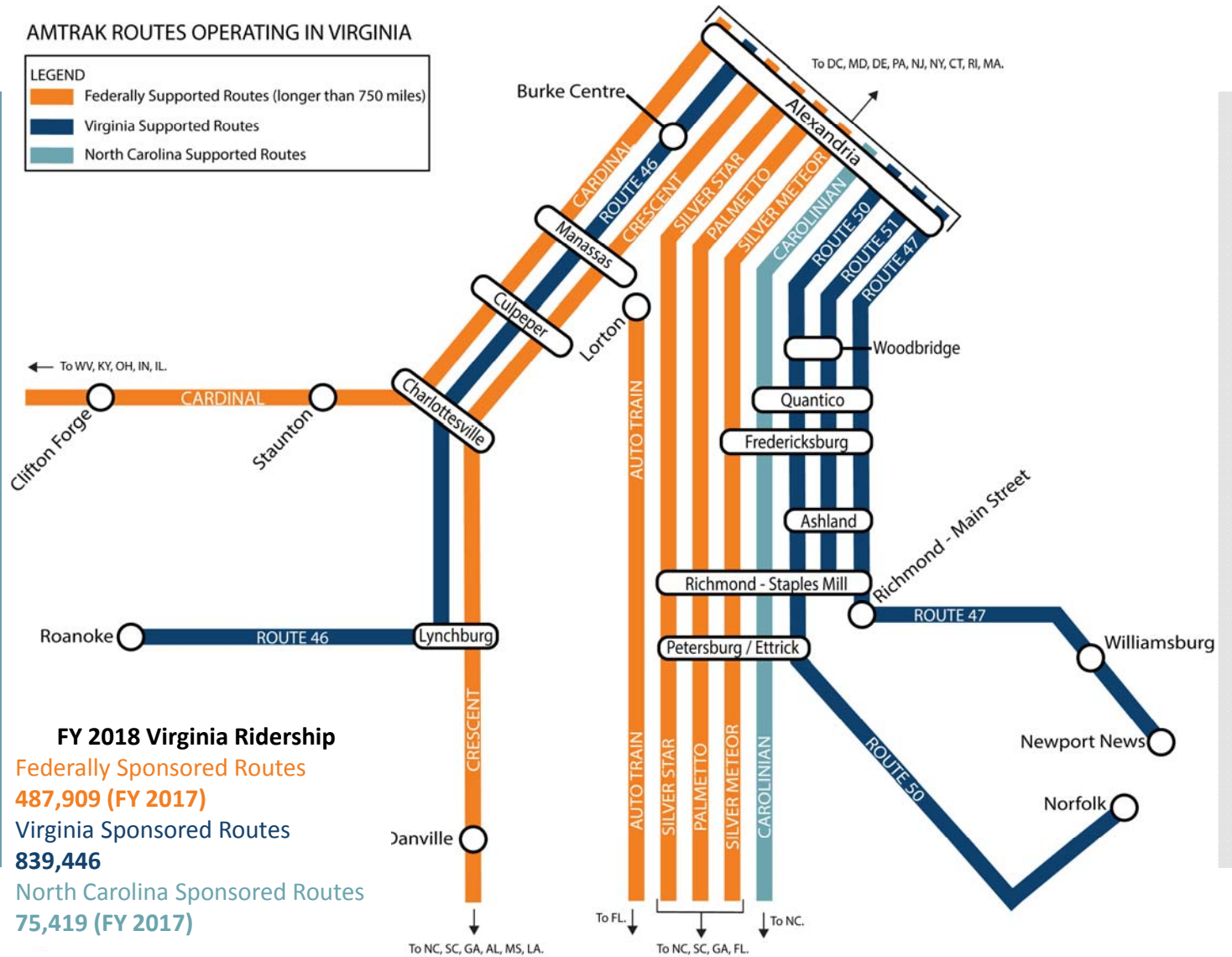


# State Sponsored & Long Distance Service

## AMTRAK ROUTES OPERATING IN VIRGINIA

**LEGEND**

- █ Federally Supported Routes (longer than 750 miles)
- █ Virginia Supported Routes
- █ North Carolina Supported Routes



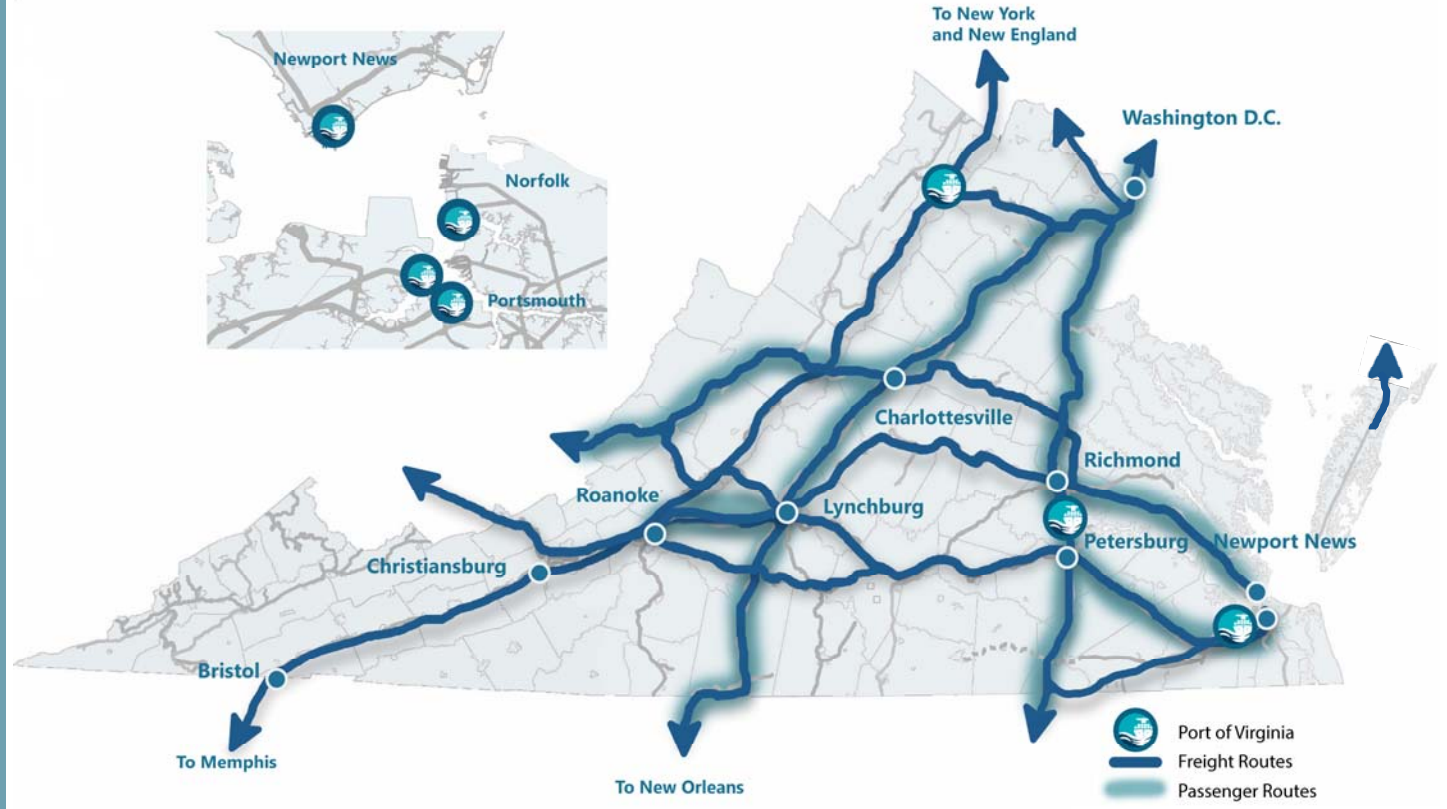
### FY 2018 Virginia Ridership

Federally Sponsored Routes  
**487,909 (FY 2017)**

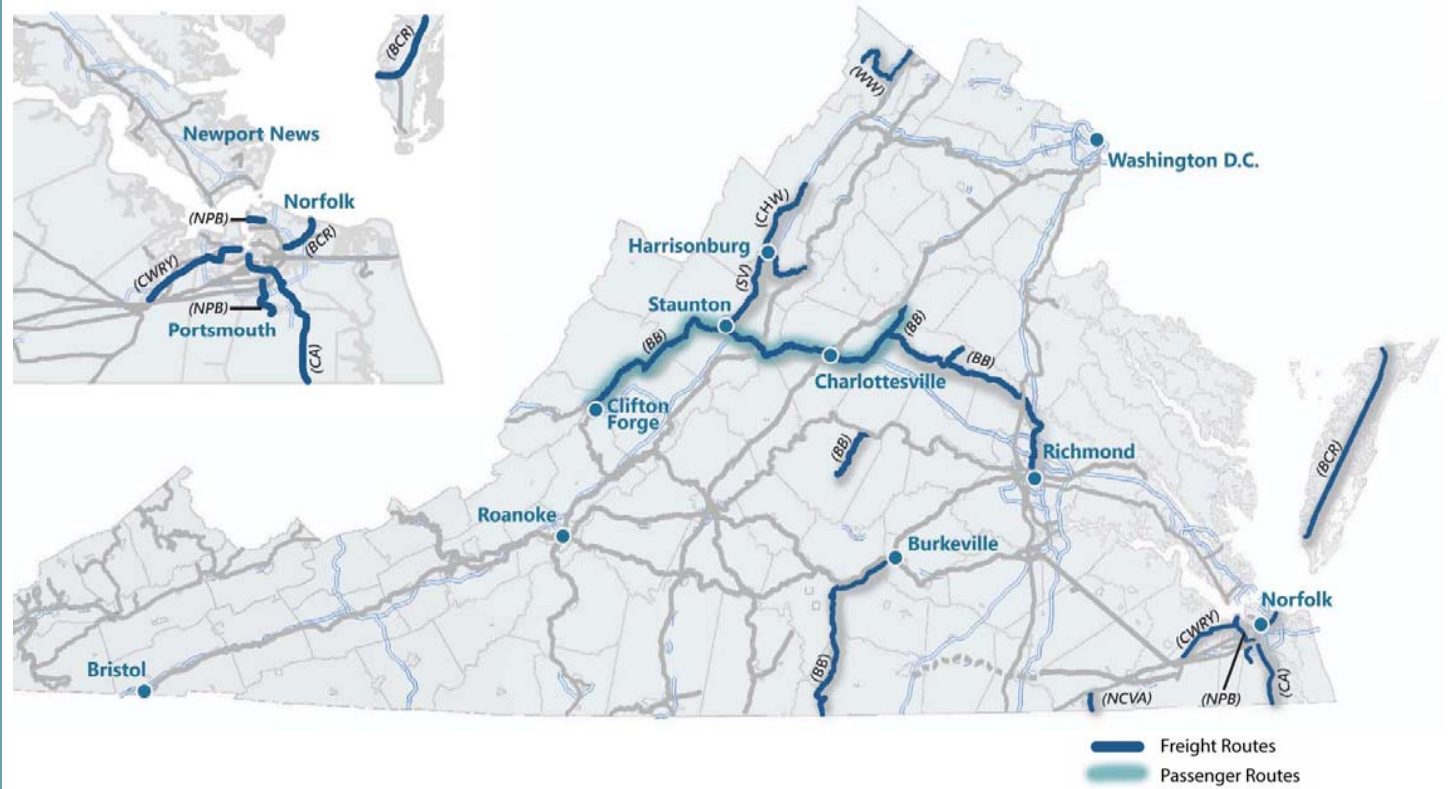
Virginia Sponsored Routes  
**839,446**

North Carolina Sponsored Routes  
**75,419 (FY 2017)**

# Freight and Passenger Network



# Shortline Network





# Rail Program Top Priorities FY2020-2025



- Focus on joint freight/passenger rail corridors
- Major rail projects
  - Atlantic Gateway/4<sup>th</sup> Track
  - Long Bridge
  - VRE Platform and Track Improvements - \$42.7M
  - Newport News Station – \$20.5M
  - Port Projects – \$54.4M



# Rail Program Applications FY20-25

Intercity Passenger Rail Op & Cap Fund	Project	Total Project Cost	Request for State Funds
Bedford, Virginia	Station Stop: Platform and Track	\$10.0M	\$9.8M
Chesterfield, Virginia	Ettrick Station Improvements	\$11.3M	\$8.2M
Rail Enhancement Fund	Project	Total Project Cost	Request for State Funds
Virginia Railway Express	Crystal City Station Construction	\$44.5M	\$31.2M
Rail Preservation Fund	Applications	Request	Request for State Funds
Buckingham Branch	4	\$ 9.8M	\$6.8M State
Chesapeake & Albemarle	1	\$ 4.2M	\$2.9M State
Norfolk & Portsmouth Beltline	4	\$12.9M	\$9.1M State
Shenandoah Valley	5	\$ 2.0M	\$1.4M State
<b>RPP Subtotal</b>	<b>14</b>	<b>\$28.9M</b>	<b>\$20.2M State</b>
<b>Total</b>	<b>17</b>	<b>\$94.7M</b>	<b>\$69.4M State</b>

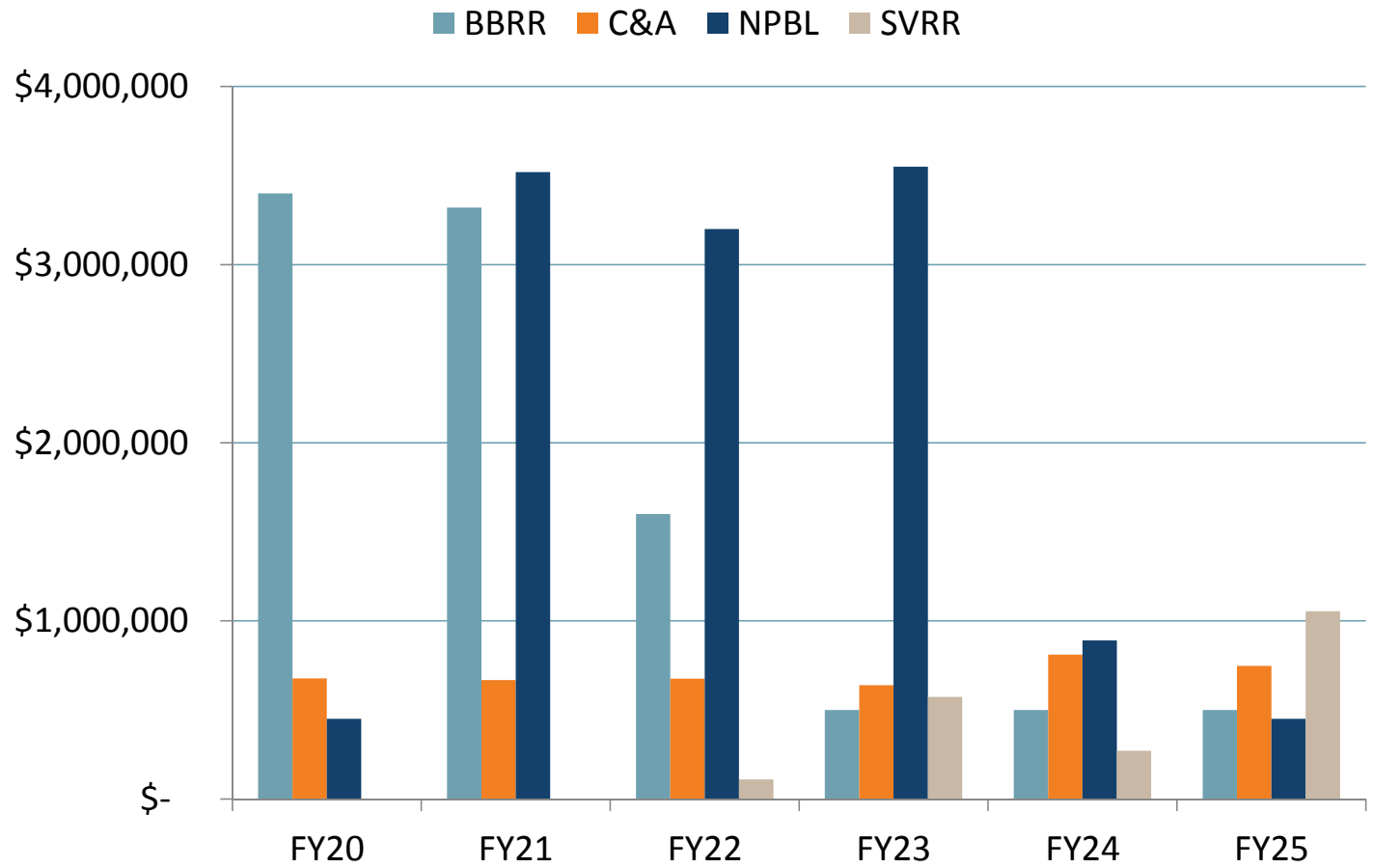
# Rail Preservation Fund FY2020-2025 Applications



	SOGR: Class 2 TSS 286K weight	Supports past RPP and DRPT Investments	Provides Capacity and Supports Customer Growth	Meets State Rail Plan Priorities and Policies
Evaluation Priorities	✓	✓	✓	✓

- Applications are primarily for state of good repair
- Funding requests are further prioritized by Shortlines & DRPT staff

# Requests by RPF Applicant FY 2020-2025



# Allocations and Unobligated Funds: FY19-24

RPP	FY19	FY20	FY21	FY22	FY23	FY24	TOTAL
Allocated	\$8.1	\$6.5	\$6.8	\$4.8	\$5.2	\$4.2	\$35.6
Unobligated	\$0	\$0	\$0	\$0	\$0	\$0	\$0
REF	FY19	FY20	FY21	FY22	FY23	FY24	TOTAL
Allocated	\$17.5	\$19.4	\$5.7	\$0	\$0	\$0	\$42.6
Unobligated	\$11.7	\$10.7	\$23.5	\$44.0	\$64.1	\$85.2	\$239.2
IPROC	FY19	FY20	FY21	FY22	FY23	FY24	TOTAL
Allocated	\$45.8	\$46.0	\$47.0	\$50.7	\$51.8	\$20.8	\$262.1
Unobligated	\$14.5	\$21.5	\$28.6	\$35.2	\$42.0	\$80.9	\$222.7

(In Millions)

Next Steps for  
FY20-25  
Recommendations  
to CTB

Evaluate Applications

Program for High Priority  
Projects

Determine Funding  
Availability

Recommend Draft SYIP  
FY2020-2025





Virginia Department of Rail and Public Transportation

Thank you!

Questions?



Virginia Department of Rail and Public Transportation

# Passenger Rail Quantitative Survey

CTB Rail and Public Transportation Subcommittee

February 19, 2019

**Chris Smith**

Director of Policy,  
Communications,  
and Legislative  
Affairs

**Jane Broadbent**

Sr. Strategist,  
Siddall  
Communications



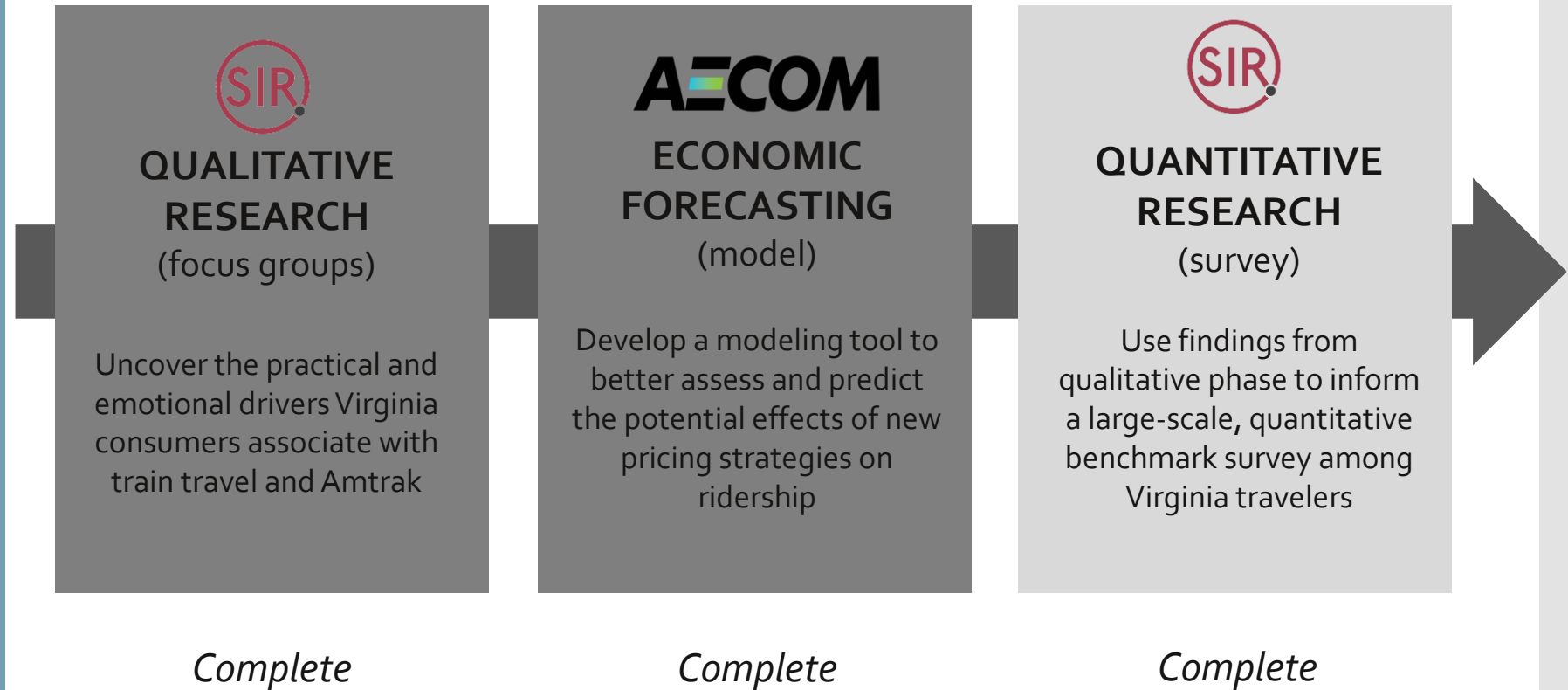
## Project Goal

# Increase Ridership

- Understand current train travel perceptions
- Understand current ridership barriers and develop strategies to overcome them
- Identify key consumer insights to leverage for creative messaging
- Forecast the impact of these efforts through on-going measurement and assessment



# Project Overview



# Qualitative Focus Group Objectives

- How can we better meet existing and potential Virginia rider demands?
- How can we identify and develop focused messaging to new and existing Virginia customers?
- How can we raise awareness of the role of the Commonwealth in providing Amtrak services to Virginians?

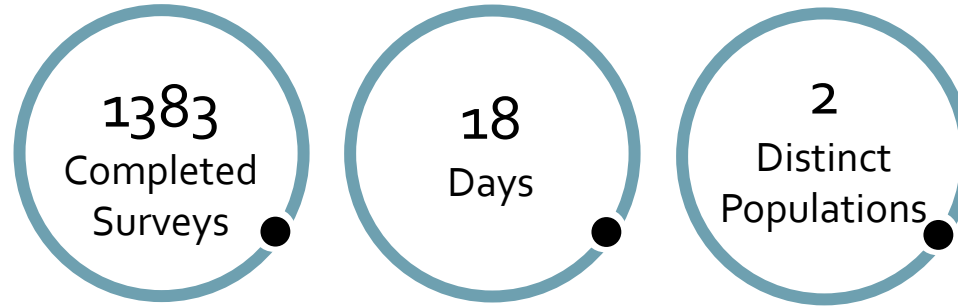


# Methodology

- Conducted a 15-minute online survey among current and prospective riders. The questionnaire was created by SIR in collaboration with Siddall Communications, LLC.
- Targeted groups
  - Leisure riders
  - Business riders
  - College/University riders
  - Non-riders (Prospective)
- Sample sources
  - DRPT
  - SIR panel partners



# Survey Results By-The-Numbers



Analyzing the results revealed two distinct populations within the sample:

**the General Virginia rider** and **the VHSR rider**.

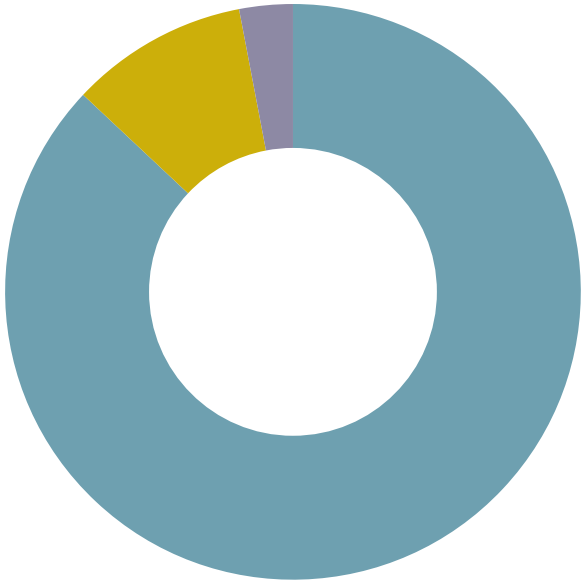
In short, the General Virginia rider skewed female, younger, and a lower HHI; while the VHSR skewed male, older, and a higher HHI.



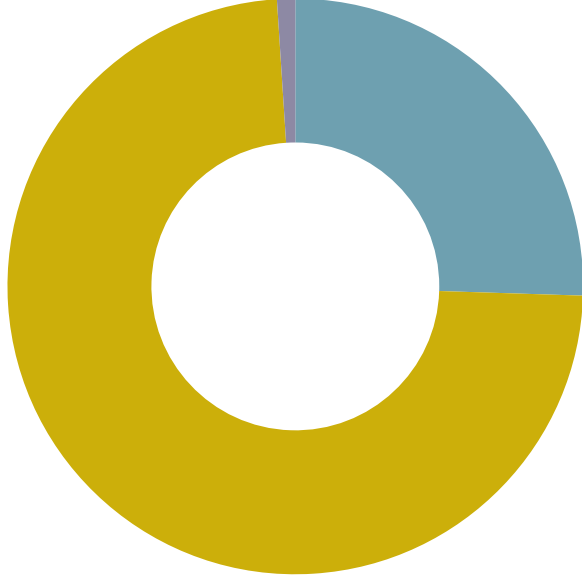
# GENERAL TRAVEL

Despite preferences for car and air travel, train travel is often being considered especially for leisure trips. Any travel mode needs to be clean, reliable, comfortable and safe.

# Primary Travel Reasons



■ Leisure ■ Business ■ Student/Military











■ Leisure ■ Business ■ Student/Military

Nine in ten respondents primarily travel for leisure

# Transportation Mode by Travel Reason

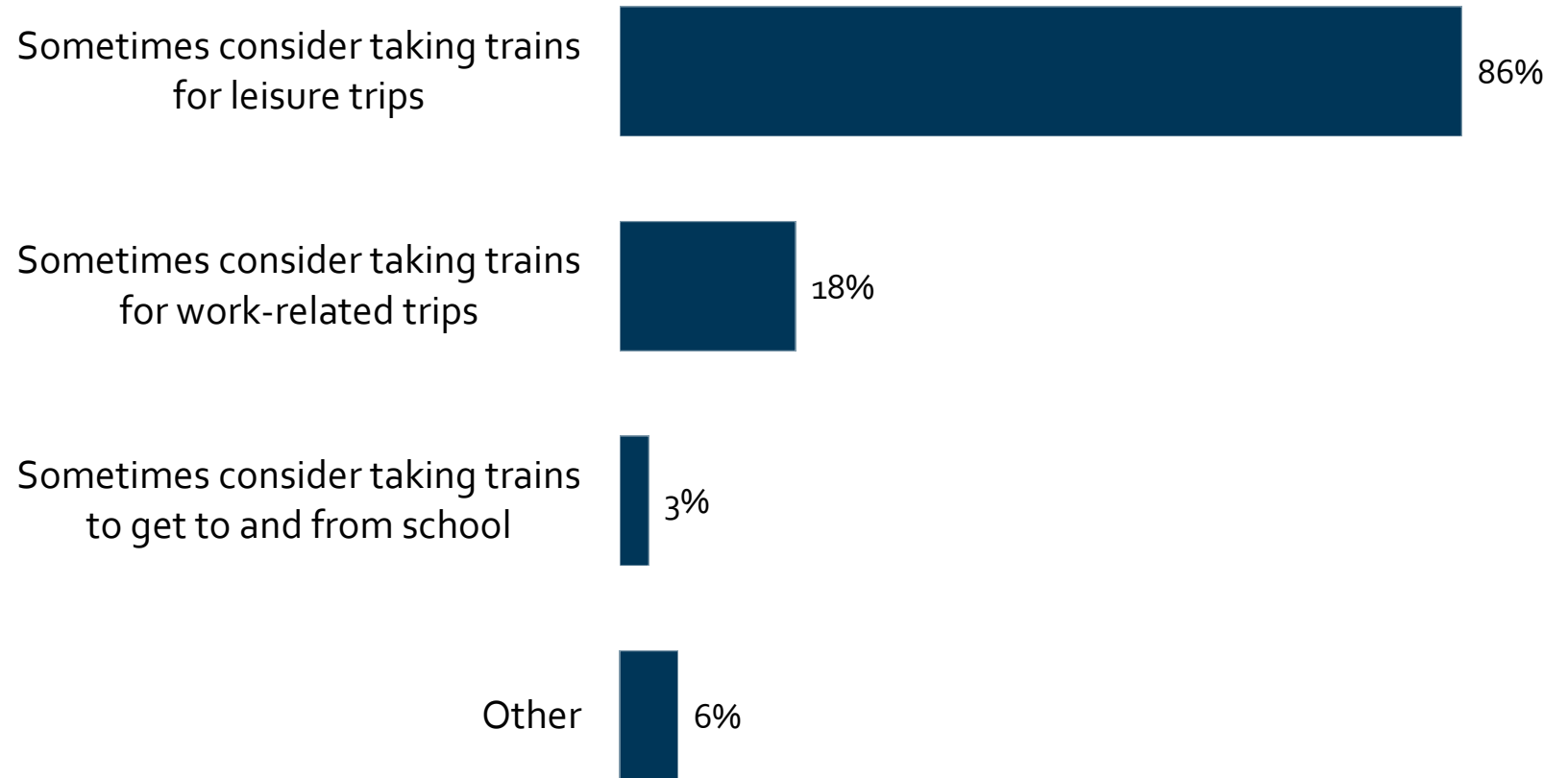
- Leisure travelers are the largest target for train ridership
- New opportunities exist for Business and other groups travelers

	 <u>TRAIN</u>	 <u>CAR</u>	 <u>BUS</u>	 <u>PLANE</u>
 Leisure	64% 84%	61%	21%	86%
 Business	44% 72%	69%	14%	55%
 Student	38% 50%	28%	34%	65%
 Military	26% 55%	58%	28%	44%

Key: green = general VA population, orange = VHSR



# Prospective Train Rider Demand



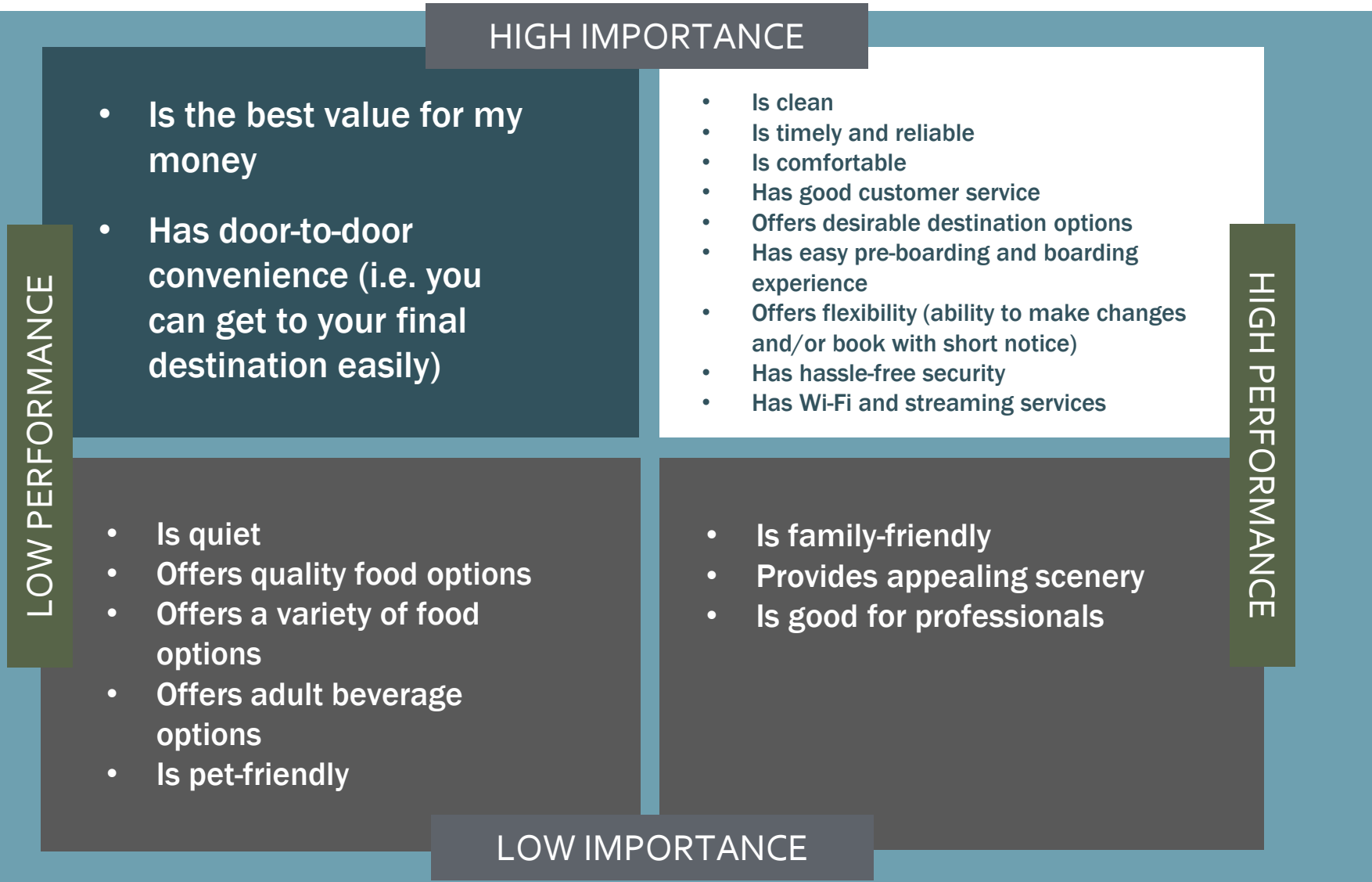
# Current Rider Perceptions



## Supports focus group findings

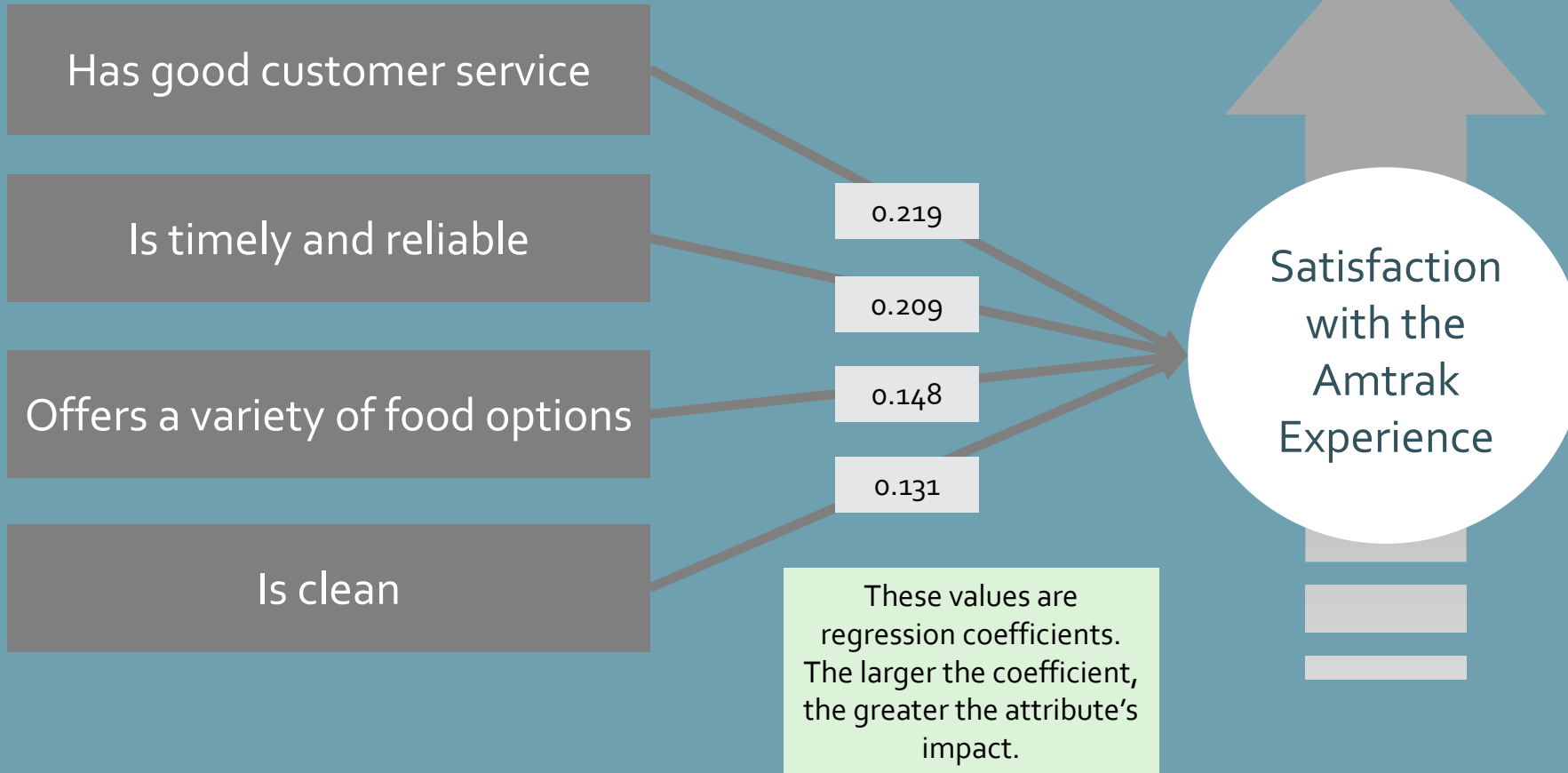
- 67% of respondents would take the train
- Four in five respondents are satisfied with their train travel experience.
- Satisfaction with train travel is significantly higher than satisfaction with Amtrak
- Avoiding traffic are reported as the greatest benefits to traveling by train in Virginia.
- Destinations and stations are reported as the greatest barriers to traveling by train in Virginia.

# Opportunity Mapping



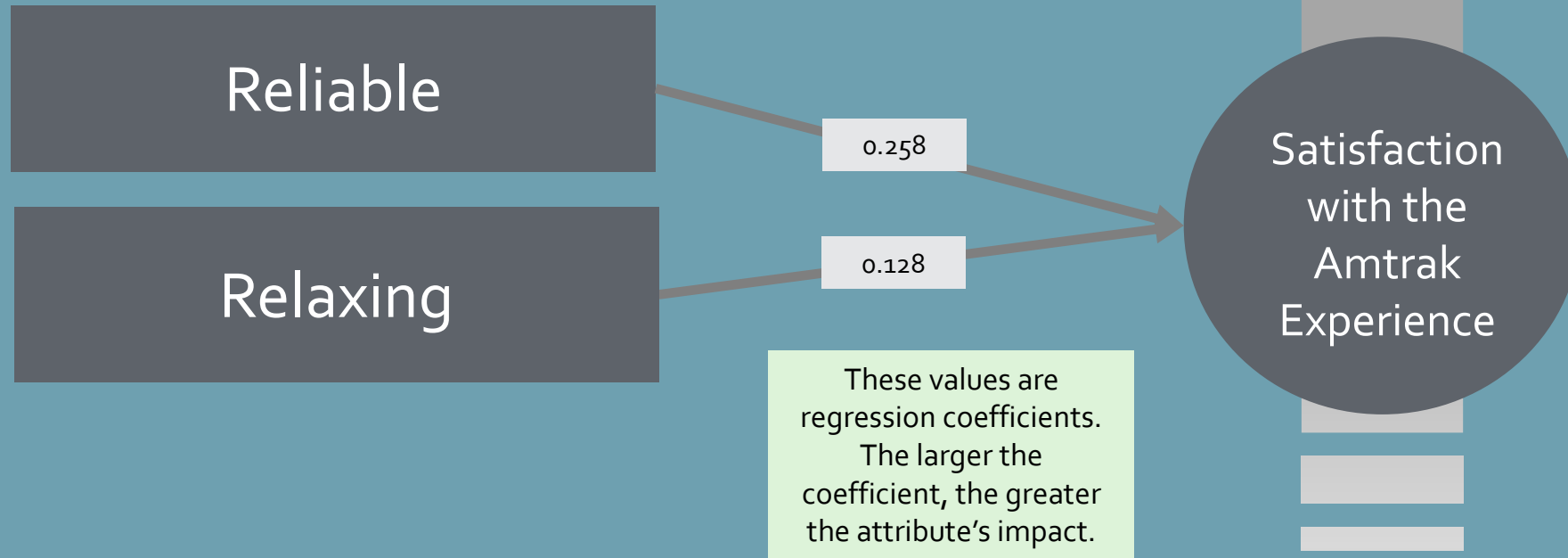
Average performance of attributes  $\square$  Average importance of attributes

Driver Analysis identify the specific attributes driving a key measure – as those attributes increase, so should the overall key measure rating.



## Rational Driver Analysis

Driver Analysis identify the specific attributes driving a key measure – as those attributes increase, so should the overall key measure rating.

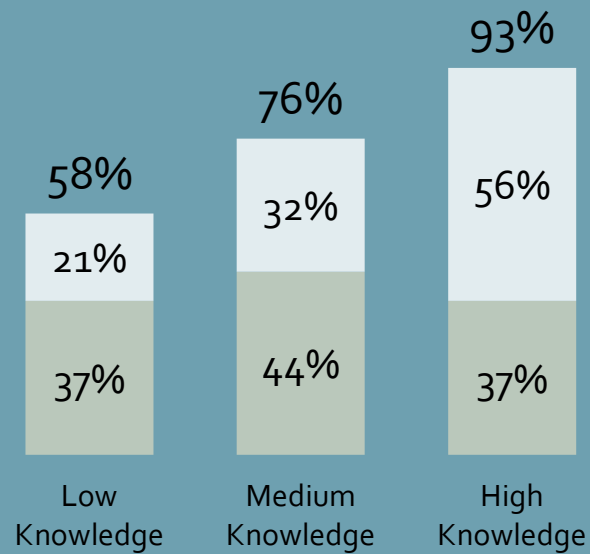


# Emotional Driver Analysis

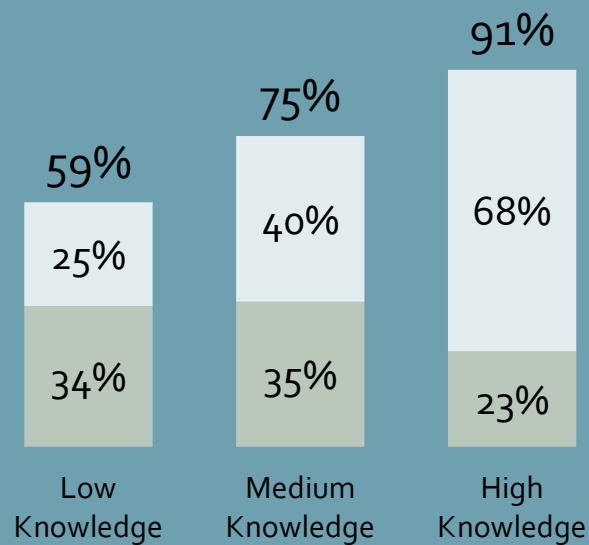
# DRPT's Role

DRPT mission awareness increases  
consideration of Amtrak in the  
Commonwealth.

## Satisfaction with Amtrak



## Interest in Amtrak for next out-of-town trip



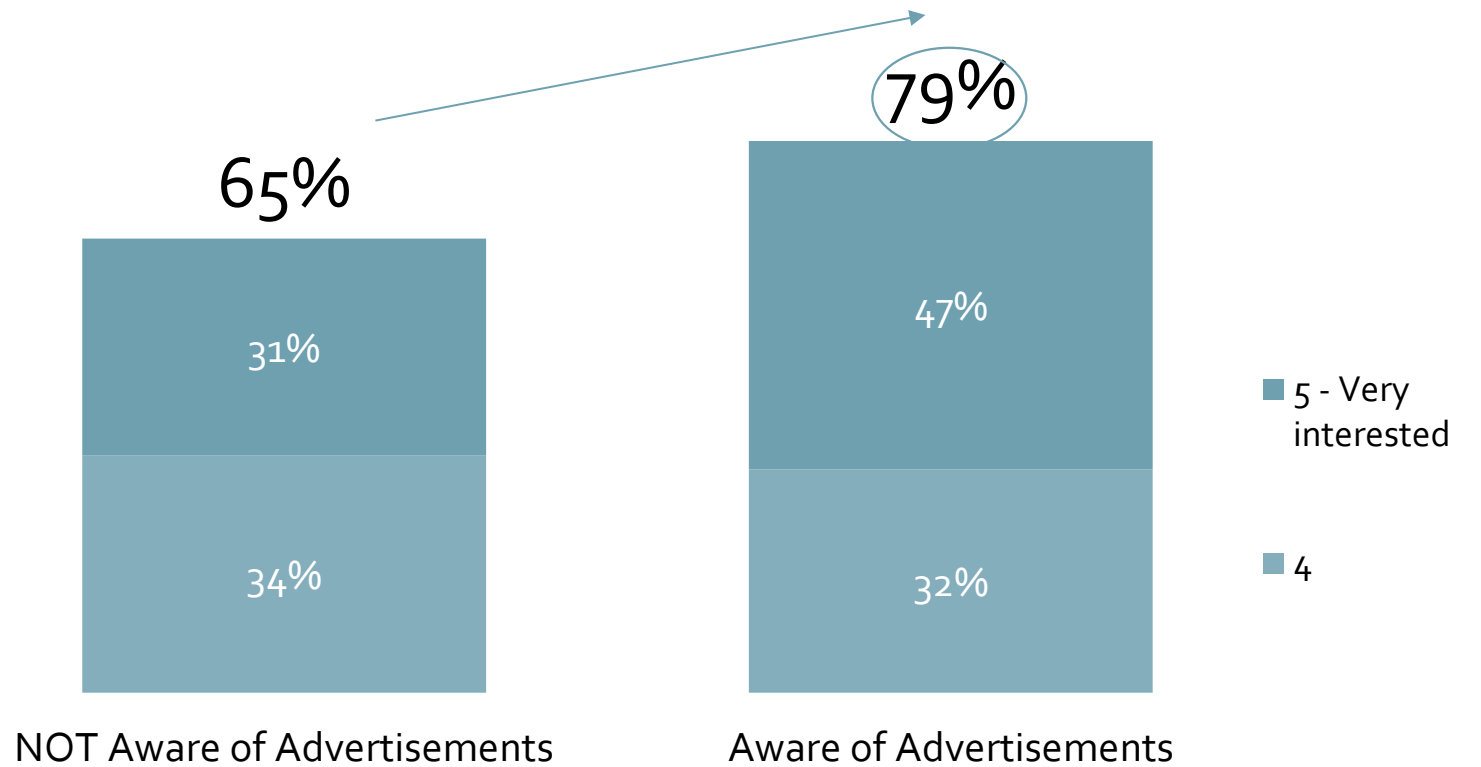
High Knowledge Score n = 97  
Med Knowledge Score n = 564  
Low Knowledge Score n = 364

## Knowledge Score

# Impact of Advertising



## INTEREST IN TAKING AMTRAK



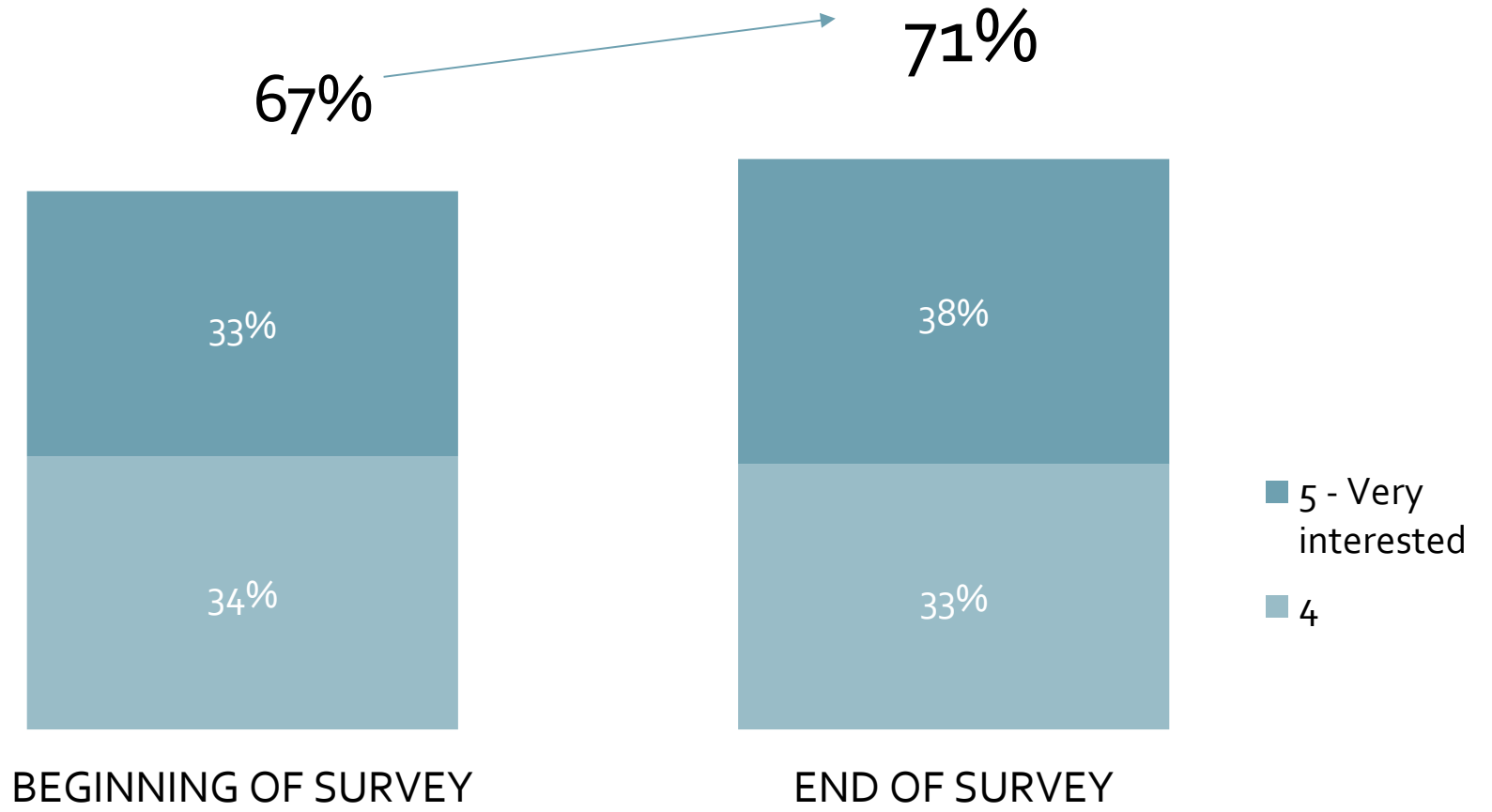
Aware of Ads n = 266  
Not aware of ads n = 518



# Survey Lift



## INTEREST IN TRAIN / AMTRAK TRAVEL



Business travelers had the biggest lift in Amtrak interest from beginning to end of survey (64% to 75%)

# Implications and Recommendations

FINDING	IMPLICATION & RECOMMENDATIONS	NEXT STEPS
<p>Amtrak is winning on sentiment, but losing on service. Fundamental practical issues such as reliability, schedules, and routes get in the way of truly loving Amtrak.</p>	<p>Messaging should be focused on rational aspects of travel where perception gaps exist (i.e. timeliness, reliability, value, and door-to-door convenience) and DRPT's service improvement plan.</p>	<p><b>Service Improvement Plan</b></p>
<p>DRPT mission awareness increases consideration of Amtrak in the Commonwealth.</p>	<p>For families in particular, let more customers know about DRPT's mission and how it relates to Amtrak travel.</p>	<p><b>Increase Commonwealth Visibility</b></p>
<p>The more someone knows about Amtrak in the Commonwealth, the higher their satisfaction ratings and interest in traveling with Amtrak. Knowledge about DRPT's service plan especially lifts these ratings.</p>	<p>Reach out to people with the Service Improvement Plan. Emphasize DRPT's service improvement plan specifics in communications with prospective and current riders.</p>	<p><b>Implementation and Promotion of Virginia Specific Discounts and Options</b></p>

# Implications and Recommendations

FINDING	IMPLICATION & RECOMMENDATIONS	NEXT STEPS
<p>Advertising recall for Amtrak is low, but has a significant impact.</p>	<p>Increased media spend, especially for messages about service improvements, could go a long way toward increasing satisfaction ratings and interest in taking Amtrak in the future.</p>	<p><b>Continuously Review and Improve Marketing Strategies</b></p>
<p>Amtrak stations are often mentioned as a barrier to train travel, and specifics need to be addressed.</p>	<p>There is no one solution for overall station improvement. Each station has individual issues to be addressed. Quantico Station may need special attention to improve military perceptions of Amtrak.</p>	<p><b>Statewide Station Assessment</b></p>
<p>With lower ratings for trains and Amtrak all around, Millennials need a closer eye.</p>	<p>Less than expected satisfaction and NPS scores from Millennials warrant a closer look from Amtrak, and a communications focus on riders ages 35 and under.</p>	<p><b>All of the Above</b></p>



Virginia Department of Rail and Public Transportation

**Thank You**

CTB Rail and Public Transportation Subcommittee

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