



FTA'S JARC PROGRAM CASE STUDY

SUBRECIPIENT

Dulles Area Transportation Association (DATA)
1886 Metro Center Drive, Suite 230
Reston, VA 20190
www.datatrans.org

CONTACT

Jim Larsen, Executive Director
(703) 380-5645
jlarsen@datatrans.org

BACKGROUND

DATA is a non-profit, Transportation Management Association (TMA) in the Dulles Corridor (parts of Fairfax, Prince William and Loudoun Counties in Virginia) that works to bring about a more effective transportation system. Its member organizations include businesses, property owners, state and local governments, and other groups concerned with growing traffic congestion and its resulting effect on the area's business environment. Employer outreach efforts are part of DATA's role as an advocate for Transportation Demand Management (TDM) programs.

As part of the National Capital Region Transportation Planning Board's (TPB) fiscal year 2011 solicitation for applications, DATA received \$237,304 (\$189,843 Federal) in U.S. Federal Transit Administration (FTA) Job Access Reverse Commute (JARC) funding for the Rotating RideShare Coordinator project. Funding to continue the work was approved as part of TPB's fiscal year 2013 solicitation for applications and DATA received an additional \$248,640 (\$198,912 Federal) in JARC funding, which is currently being utilized. Finally, in 2016 DATA received \$214,560 (\$171,650 Federal) in reallocated JARC funding to expand the program to Dulles Airport businesses.

PROJECT DESCRIPTION

The Dulles Area Rotating Rideshare Coordinator program offers bilingual on-site ridematching assistance and transportation options education to low income, underserved populations with limited English and computer proficiency working and living in the Dulles Corridor.

Participating employers include hotels (16 during the pilot program), restaurants, a hospital, job placement agencies and Dulles Airport's larger employers. The current iteration includes outreach to residential, community, and faith-based organizations that provide employment counseling and job placement assistance to low-income workers and those transitioning from welfare to work.

The Coordinator visits the locations so he/she can work directly with the employer and employee at the workplace, including during non-traditional hours. The Coordinator provides bilingual English-Spanish on-site ridematching service, helps with identifying appropriate commuting choices, delivers information on bus schedules and bike safety, and provides businesses with ridesharing collateral and appropriate TDM materials they can distribute to their employees.

The initial pilot, funded under the fiscal year 2011 JARC program, provided useful lessons learned and successes used to improve the current iteration. One of those improvements was the development and dissemination of a brochure about the program, available in both Spanish and

English. The program is also evaluated through surveying of participants and employers; changes are instituted based on the feedback.

IMPACT

The program reduces commuter trips and reaches underserved populations where they are - at work.

Employee retention rates are also improved, since individuals sometimes end up leaving positions due to the inability to find viable and reliable transportation.

Most of the local government commuter assistance programs focus on employers of 100 or more. This program reaches smaller businesses that may not be privy to these resources and information.

NEXT STEPS

The Dulles Area Rotating Rideshare Coordinator program is a public-private initiative that could be replicated in other areas.

The program will continue through the end of the contract period, December of 2017, but will need to seek other sources of funding due to the dissolution of FTA's JARC program. However, the lessons learned are valuable to Mobility Management and non-traditional Transportation Demand Management (TDM) initiatives.

MORE INFORMATION

The Metropolitan Washington Council of Governments (COG) served as the designated recipient for the JARC program in the Washington DC-VA-MD Urbanized Area. The National Capital Transportation Planning Board (TPB) at COG solicited and selected projects that aimed to improve mobility for transportation-disadvantaged groups. Currently, COG helps administer the Enhanced Mobility of Seniors and Individuals with Disabilities grant program in the region.

For more information about this project or future solicitations, contact:

Lynn Winchell-Mendy, Grants Manager
(202) 962-3253
lmendy@mwkog.org
www.tpbcoordination.org

June 2017