



Transit and
Commuter Services

Loudoun County Transit and Commuter Services Snapshot

TPB Regional Public Transportation Subcommittee Meeting
June 27, 2023

Purpose: Provide an update on Loudoun County Transit and Commuter Services

- Overview of Transit
 - Types of Transit Services
 - Who are our riders?
 - Snapshot of transit service
 - Pre Pandemic, Post Pandemic, and Today
 - Efforts to increase ridership
- Commuter Services
- Employer Services
- Recent Planning Efforts



Loudoun County Transit

Bus Services and fares

- Commuter bus
- Local bus service
- Paratransit service

Passenger resources

- Park and ride options
- Bike racks on buses
- Bus Biz rider alerts
- Transit app



loudoun.gov/transit

Snapshot: Who are our riders?

Commuter Bus

Race Ethnicity

- Majority white (73.1% of riders) with smaller proportions making up the remaining riders.

Income

- Fewer than 3% with income below \$75,000
- 79.2% Household income of \$150,000 or more
- Overall 97.5% had income in excess of \$75,000

Language Spoken at Home and English Proficiency

- 83.5% do not speak a language other than English

Disability

- 96.1% did not identify as having a disability



Local Bus

Race Ethnicity

- Minority riders makeup 69.1%

Income

- 74.7% fall below low income threshold (High concentration of low income riders at or below \$75,000)

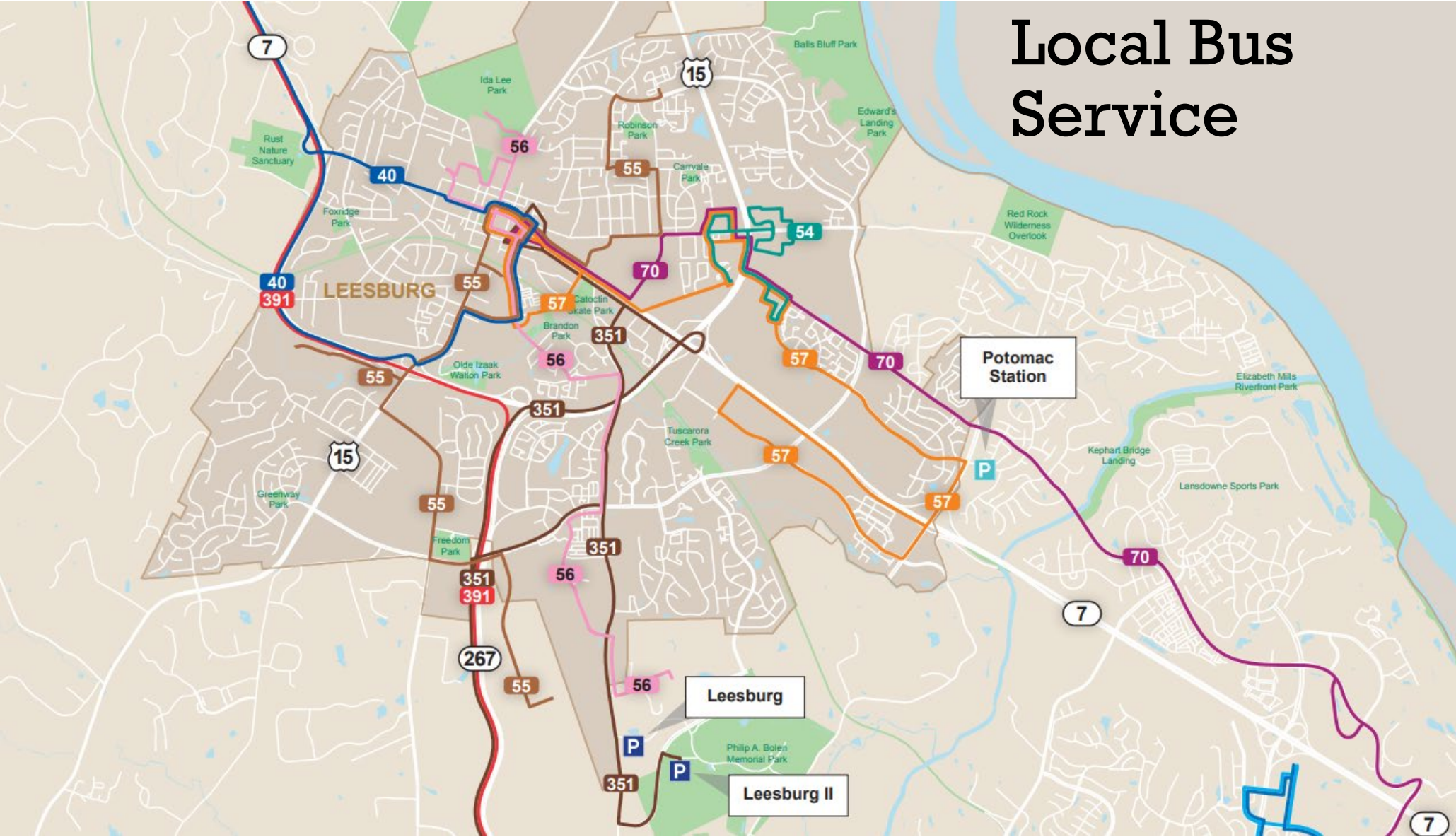
Language Spoken at Home and English Proficiency

- 64.1% speak English at home
- Of the 35.9% who speak a different language at home, Spanish was spoken.

Disability

- 90.3% did not identify as having a disability

Local Bus Service



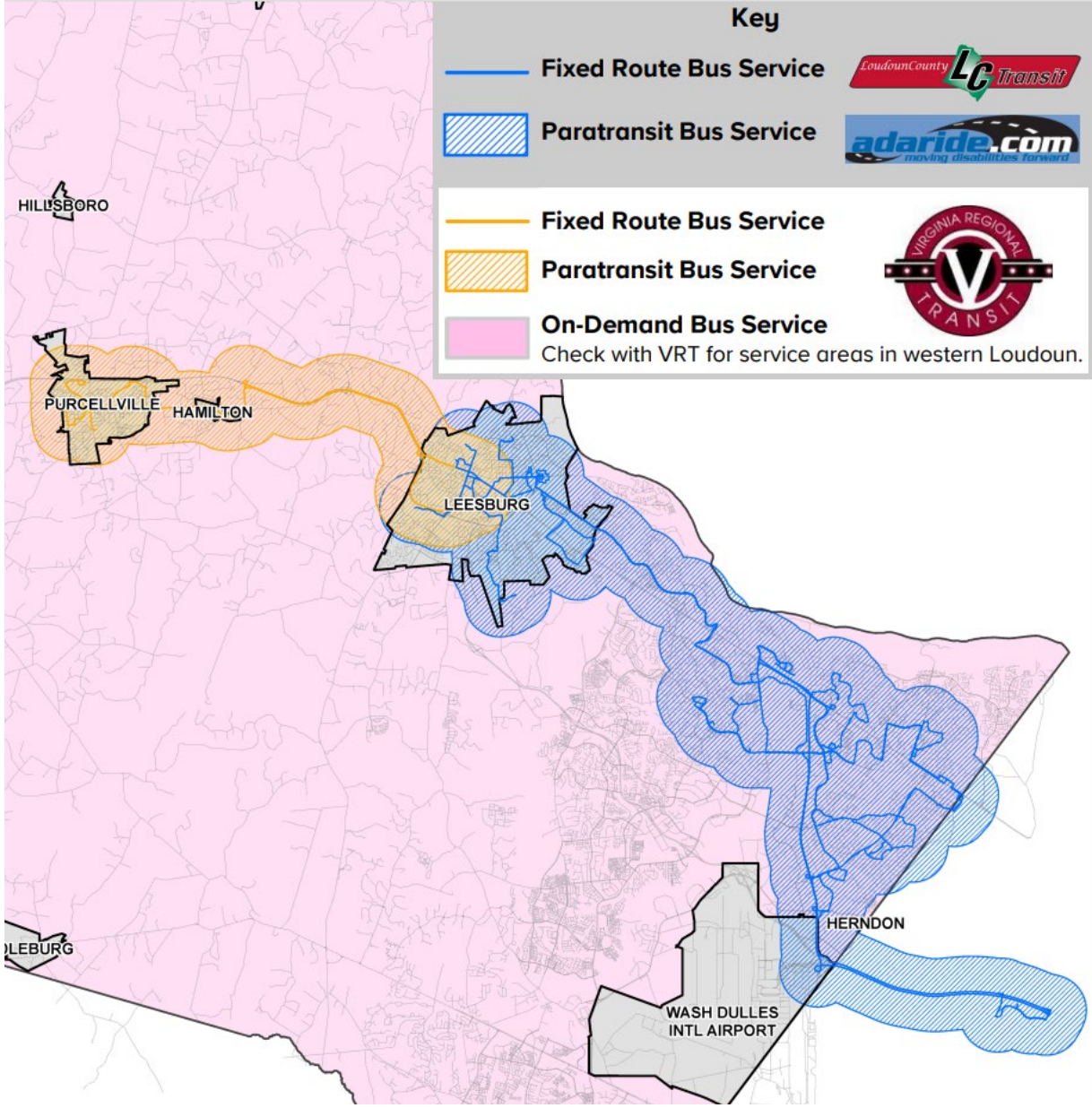
Commuter Bus Service



- 12 routes with service to/from Rosslyn, Crystal City, the Pentagon, and Washington DC
- Operates Mon-Fri Excluding Federal Holidays during peak hours

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Paratransit Service



Ridership Snapshot: The past and today

Transit	Pre-Pandemic	Post - Pandemic	Strike	Today (5/23)
Local Bus	12 routes/~ 1000 Daily Riders	~ 850 Daily Riders	~ 750 Daily Riders	~1300 Daily Riders
Commuter Bus	~4000-4500 Daily Riders	~500 Daily Riders	0	~1300 Daily Riders
Paratransit	~45 Daily Riders	~75 Daily Riders	~ 55 Daily Daily Riders	~70 Daily Riders

Commuter Services

Assist public with options:

- Transit
- Carpools/vanpools
- Biking/walking to work

Access to incentives:

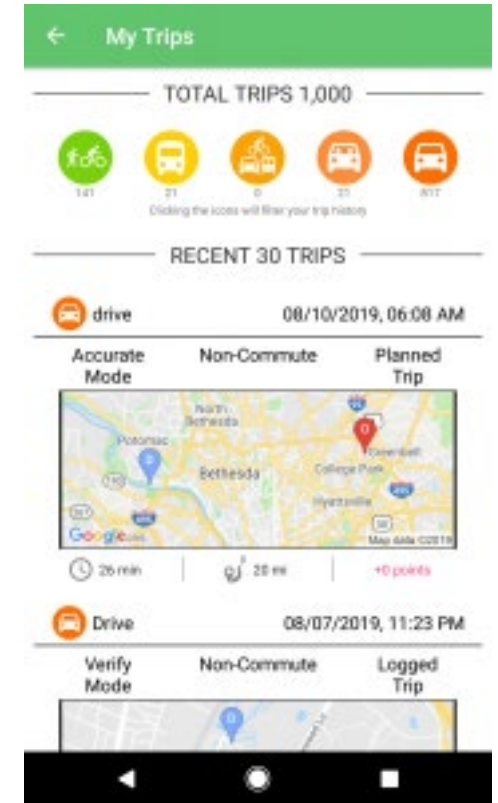
- incenTrip
- Guaranteed Ride Home



Visit: [Loudoun.gov/commute](https://loudoun.gov/commute)

What is incenTrip?

- Earn Cash by Choosing a smart commute!
- App users can earn up to \$600 per calendar year by traveling via transit, bike, walking, carpool, or vanpool.



[Visit: Loudoun.gov/commute](http://Loudoun.gov/commute)

Benefits of Guaranteed Ride Home

- Provides commuters who take transit, carpool, vanpool, bike or walk to work at least twice a week with up to six FREE reliable rides home when an unexpected emergency arises.

FREE RIDE GUARANTEED!

GET A FREE GUARANTEED RIDE HOME, EVEN IF YOU'RE COMMUTING JUST A FEW TIMES A WEEK.

- UNEXPECTED EMERGENCIES
- UNSCHEDULED OVERTIME

SIGN UP TODAY FOR FREE!

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

Some restrictions apply.

The advertisement features a central image of a white car with its trunk open. To the left is the 'Commuter Connections' logo, and to the right is a green speech bubble containing a yellow smiley face emoji.

[Visit: Loudoun.gov/commute](https://loudoun.gov/commute)

Employer Services

- Assessment of commuting patterns.
- Personalized trip planning.
- Carpool and vanpool formation.
- Transportation e-newsletter.
- Recognition opportunities.
- Transit benefit assistance.



Re-Discover Your Ride (Transit)

- **Goal:** To increase public awareness about Loudoun County Transit services and Covid safety procedures.
- **Timeline:** January to March 2022
- **Funding:** DRPT grant
- **Languages:** English & Spanish
- **Venues:** Radio, Social Media, Digital Display and Digital out-of-home (DOOH)
- **Results:**
 - Top message was public health
 - 9.6 M impressions
 - 47,000 CTR @ loudoun.gov/riderinformation



Let's Go

- **Goal:** To increase public awareness of Loudoun County's commuting options.
- **Timeline:** May and June 2022
- **Funding:** DRPT grant
- **Languages:** English & Spanish
- **Venues:** Social Media, Google Display, Wunderkind Display, DOOH and Radio
- **Messages:** About Loudoun County's -
 - cost-effective commuting options
 - transit system
 - commuting programs (via DRPT and Commuter Connections)



Recent Planning Efforts

- Paratransit Service Area Boundary Study (FY2023)
- Park and Ride Lot Study (FY2021)
- Title VI Program Update (FY2023)
- Commuter Assistance Program Strategic Plan (ongoing)
- Transit Strategic Plan (ongoing)



Questions?

Thank you!

For more information or assistance:

703-771-5665

[VISIT: Loudoun.gov/transit](https://www.loudoun.gov/transit)

[EMAIL: transit@loudoun.gov](mailto:transit@loudoun.gov)