



Five-Year Strategic Plan

Closeout Report

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Overview

Adopted on November 9, 2017, the Northern Virginia Transportation Authority's (NVTA) Five-Year Strategic Plan serves as a guide for the Authority members and staff to expand upon accomplishments and outline strategic goals of regional prosperity, mobility, innovation and funding. The presentation of each goal contains a preface to provide context and clarity to the goal, strategies and related actions. Achievement of these goals will ensure the Authority continues to grow and strengthen as the regional leader for multimodal transportation planning, programming and funding.

This close-out report is the final step toward finalizing this strategic plan as the Authority develops a new five-year strategic plan. This report provides the accomplishments and current position of the Authority as of May 2024 under the 'Status' column for each goal and the corresponding strategy and action items.

Goals

I. Regional Prosperity

Foster regional prosperity by investing in a sustainable transportation network that supports economic growth, while balancing quality of life.

II. Mobility

Through sound planning and programming, increase transportation connectivity and available transportation options to reduce congestion.

III. Innovation

Lead the region in planning and advocating for emerging transportation technologies which address future transportation, workplace and development trends.

IV. Funding

Support transportation infrastructure development through excellent stewardship of taxpayer dollars, maximizing opportunities from existing sources, and advocating for additional transportation revenues.

VISION



The Northern Virginia Transportation Authority leads Northern Virginia into a transportation future equipped with multimodal transportation options for the community that advance the overall quality of life, environment and economic prosperity for the region. Using innovation, partnerships and collaboration, the NVTA delivers effective long-term planning, transparent policy processes and decision making, as well as efficient allocation of critical transportation resources which advance projects to move Northern Virginia forward as a preeminent region in the country.

Goal I: Regional Prosperity



Foster regional prosperity by investing in a sustainable transportation network that supports economic growth, while balancing quality of life.

Strategy	Action	2024 Status
Regional Coordination <ul style="list-style-type: none"> Coordinate with the Northern Virginia business community to better understand how the NoVA transportation system affects regional prosperity and identify how different types of multimodal regional transportation projects support economic growth and raise quality of life for Northern Virginians. Estimate the economic impact of transportation investments (funded by NVTA and others) in NoVA. 	<ul style="list-style-type: none"> Meet with the economic development groups in each of the nine member jurisdictions (individually or collectively). Meet with at least one Chamber of Commerce in each of the nine member jurisdictions (individually or collectively). Meet with the Greater Washington Board of Trade and a selection of other neighboring business community groups in the Washington D.C. metro region. 	<p>NVTA members and staff are continually engaged with the business community including economic development groups, local and regional chambers of commerce, the Greater Washington Board of Trade and more. Participation in events and presenting to organizations including but not limited to Northern Virginia Transportation Alliance's (Alliance) "What You Need to Know about Transportation" and Policy Maker series, NoVA Chamber's Annual State of Transportation, Rotary clubs, Committee for Dulles' Legislative and Economic Development Committee, Heavy Construction Contractors Association, TAGS (a nonprofit, public-private transportation management association), American Council of Engineering Companies (ACEC), and Bisnow (a B2B platform serving the commercial real estate industry) helps showcase NVTA's role in fostering relationships to support economic growth.</p> <p>In NVTA's current 2024 work, a specific example of NVTA's engagement with the business community is outlined in the development of the Preliminary Deployment Plan for a Regional Bus Rapid Transit System for Northern Virginia (PDP-BRT). The need has been identified for the business community to be involved in the development stages of the plan. The contract work for the PDP-BRT has outlined the objective to meaningfully engage with the business community and a diverse cross section of Northern Virginians to enrich the development of the PDP and to educate the public.</p>
	Conduct and compile objective, independent research, including a periodic update of the George Mason University economic impact analysis and public opinion survey.	Beginning in 2018 after the adoption of NVTA's first Six Year Program (SYP), a contract has been awarded to Chmura Economics & Analytics to complete an Economic Impact Analysis of all NVTA investments. An Economic Impact Analysis has since and will continue to be published after the adoption of every SYP (2018, 2020, 2023). This third-party analysis shows the direct, indirect, and induced economic impact of NVTA's total investments.

Goal I: Regional Prosperity



Foster regional prosperity by investing in a sustainable transportation network that supports economic growth, while balancing quality of life.

Strategy	Action	2024 Status
Advocacy/Education <ul style="list-style-type: none"> • Increase awareness and understanding of the economic impact of the NVTA's multimodal transportation investments. 	Develop appropriate messaging based on above findings to specific target audiences: <ul style="list-style-type: none"> • NoVA residents and business community • General Assembly members • Local elected officials (county, city, state) • NoVA Congressional caucus • NVTA stakeholders 	<p>NVTA's Communication Plan identifies three goals of expanding awareness, promoting regional impact, and ensuring transparency. Through this plan, NVTA's role and investments have been highlighted across the DMV and beyond.</p> <p>Each year, NVTA creates an Annual Report that showcases NVTA's accomplishments and impacts that occurred throughout the year. These reports are shared with the Virginia General Assembly, local elected officials, stakeholders, and the public. The format of the report has changed throughout the years to provide the most innovative communication method to key audiences. These reports include the finding from the Economic Impact Analysis conducted by Chmura Economics & Analytics</p> <p>NVTA has expanded its video series, creating explainer videos both in-house and through consultant work. This includes videos discussing NVTA's process of planning, programming and funding through TransAction and the Six Year Program, NVTA's funding and economic impact, and NVTA's history.</p>

Goal II: Mobility



Through sound planning and programming, increase transportation connectivity and available transportation options to reduce congestion.

Strategy	Action	2024 Status
Multimodal Regional Transportation Planning and Programming <ul style="list-style-type: none"> • Develop and regularly update TransAction, NVTA's long range multimodal transportation plan for NoVA, utilizing regional corridors. • Develop and regularly update NVTA's Six Year Program, to fund projects that address regional transportation needs in NoVA. • Coordinate with VA, DC, MD and the Transportation Planning Board (TPB) to advance multimodal regional and extra-territorial projects that are important to NoVA. • Refine the principles of long- term benefits. 	<p>Develop a regional performance dashboard on congestion trends, travel demand patterns, incident impacts, etc., that can feed into regional transportation planning and project development.</p>	<p>NVTA launched the NoVA Gateway in 2020 highlighting NVTA investments. This dashboard continues to be utilized by all to receive real time updates on projects funded with NVTA Regional Revenues (70%).</p> <p>The Authority received a demo and update to the dashboard in February 2023. The demo included highlighting the search by feature and the tabulation feature that displays NVTA funding, total cost of the project, and real-time status updates.</p> <p>Efforts have continued to enhance the dashboard and work is underway to include projects funded using Local Distribution Fund (30%) Revenues. These enhancements were requested by Authority members. Additionally, Multimodal Capacity Expansion information (lane miles) for projects using NVTA's Regional Revenues (70%) and/or Local Distribution Fund Revenues (30%) is also planned to be added to the dashboard.</p>
	<p>Develop 'NoVA Transportation Trends' supplement to NVTA's Annual Report, starting w/ 2017.</p>	<p>NVTA staff began presenting travel trends following the COVID-19 pandemic and the dramatic effect it had on both highway and transit travel. Comparing trends from the past 4 years to pre-2019 travel in local bus systems, Metrorail, commuter rail and highway, NVTA staff have shown how each respective mode has recovered. In addition to travel trends, NVTA staff have also reported on office occupancy rates, electric school bus adoption rates, and air travel demands for all three regional airports.</p>

Goal II: Mobility

Through sound planning and programming, increase transportation connectivity and available transportation options to reduce congestion.



Strategy	Action	2024 Status
	Conduct ongoing peer reviews w/ similar regions in U.S. to better understand performance of transportation in NoVA.	<p>NVTA's Preliminary Deployment Plan for a Regional Bus Rapid Transit System in Northern Virginia (PDP-BRT) is a plan to facilitate a seamless connection of current and future BRT segments that once complete, will guarantee a consistent and comprehensive regional approach for future BRT deployment. With the kick-off of the development of the PDP-BRT occurring in October 2023, the first phase included documenting best practices and relevant studies. The research included lessons learned and best practices related to maximizing ridership, cost-effective operations, finance (revenues and costs) and governance options that could be transferable to the regional BRT system.</p> <p>On June 13th, and July 11th respectively, the Authority received presentations from NVTA's consultant team on the key findings from the peer review of BRT systems, including findings related to BRT operations, supportive density and land use, and maximizing ridership.</p>
	Expand analytical capabilities ranging from sketch planning to micro simulation and scenario analysis. <ul style="list-style-type: none"> • Travel demand forecasting • Model simulations 	<p>In August of 2022, NVTA finalized development of an in-house Transportation Modeling/Data Analytics Section of the Transportation Planning and Programming (TPP) team to build the core capabilities and capacity of the modeling and data analytics activities. NVTA model framework is based on Transportation Planning Board's (TPB) model, with a number of enhancements such as introduction of emerging modes (connected and autonomous vehicles (CAVs), transportation network companies (TNCs)).</p> <p>NVTA staff, partnering with TransAction travel model consultant team (staff from Cambridge Systematics and researchers from Arizona State University), held a travel model workshop covering hybrid travel demand modeling in Northern Virginia on March 10, 2023, at the NVTA offices. The event was well-attended by representatives from all government levels including the Federal Highway Administration (FHWA), State Departments of Transportation, Metropolitan Planning Organizations, and local counties. Presentation topics included NVTA's travel model framework, challenges in integrating regional travel demands with mesoscopic traffic simulation,</p>

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Strategy	Action	2024 Status
		<p>NVTA's experiences to apply such an integrated toolset, and recent advances in the field.</p> <p>In November 2023, the Metropolitan Washington Council of Government/Transportation Planning Board (MWCOTG/TPB) invited NVTA's Planning Analytics Manager to chair its Travel Forecasting Subcommittee (TFS) for CY2024. This sub-committee serves as a regional forum to exchange the latest knowledge in the field of travel forecasting and simulations. Regular updates are provided from TPB staff on their development of an advanced travel model framework for the greater Washington D.C. metro area (locally known as Next Generation, or NextGen model). This appointment will further cement NVTA's close ties with TPB staff and the travel forecasting/simulation community, while also continuing to raise NVTA's growing profile in this important field</p>
<p>Advocacy/Education Increase awareness and understanding of the transportation impact of the NVTA's regional transportation investments</p>	<p>Develop appropriate messaging based on above findings to specific target audiences:</p> <ul style="list-style-type: none"> • NoVA residents and business community • General Assembly members • Local elected officials 	<p>NVTA has been invited to present at numerous seminars and conferences on a regional and national level, to showcase NVTA's investments and initiatives. These include Transportation Research Board (TRB) Innovations in Travel Analysis and Planning Conference, Virginia Governor's Transportation Conference, Women in Transportation Seminar (WTS) Annual Conference, Conference of Minority Transportation Officials (COMTO) Annual Conference, Association of Metropolitan Planning Organization (AMPO) Conference, American Council of Engineering Companies (ACEC), and more.</p> <p>NVTA hosts a bi-monthly Northern Virginia Public Information Officer (PIO) meeting which is a collaborative forum for PIOs to discuss NVTA and partner agency initiatives, share challenges, and brainstorm communication opportunities for the future.</p>

Goal III: Innovation



Lead the region in planning and advocating for emerging transportation technologies which address future transportation, workplace and development trends.

Strategy	Action	2024 Status
Regional Coordination <ul style="list-style-type: none"> Promote multimodal initiatives such as Integrated Corridor Management (ICM). 	<p>Coordinate with VDOT and DRPT on implementation of ICM and associated regional components, including expanded regional Travel Demand Management (TDM.)</p>	<p>NVTA is partnering with the Virginia Department of Transportation (VDOT) and the Virginia Department of Rail and Public Transportation (DRPT) on developing Regional Multi-Modal Mobility Program (RM3P). RM3P will use information and communications technologies to provide travelers, commuters, service providers and transportation system operators with tools that optimize system performance, improve travel time reliability, and support on-demand multimodal trip options. Funding for RM3P (\$15 million) was secured through the Commonwealth's Innovation and Technology Transportation Fund (ITTF).</p> <p>Three out of four elements of RM3P have progressed from the procurement stage. A kick-off presentation for the third RM3P program element to get underway Dynamic Incentivization (DI) occurred on March 27, 2024. The DI 'soft launch', in which Northern Virginians will be able to directly interact with RM3P for the first time, will take place in early CY2025. DI is an innovative collaboration between VDOT, DRPT, NVTA, and many stakeholders across the region.</p>
Multimodal Regional Transportation Planning <ul style="list-style-type: none"> Plan for emerging transportation technologies and related trends. 	<p>At the national and regional level, monitor emerging technology trends and associated changes in travel behaviors, e.g., vehicle ownership, mobility as a service, and shared vehicle use.</p>	<p>On May 13, 2021, the Authority adopted the inaugural Transportation Technology Strategic Plan (TTSP) which included an Action Plan and Eight Strategies. The TTSP was designed to foster a proactive approach to innovation that advances the vision and goals for Northern Virginia while reducing congestion. The TTSP is comprised of a series of strategies that have each been evaluated in terms of NVTA's three Core Values of Equity, Safety, and Sustainability.</p> <p>On November 3, 2022, the Authority adopted the first substantial update to the TTSP which included expanding two strategies and adding a ninth new strategy that focuses on emerging technologies in transit.</p>

Goal III: Innovation



Lead the region in planning and advocating for emerging transportation technologies which address future transportation, workplace and development trends.

Strategy	Action	2024 Status
	Conduct and compile objective, independent research on the positive and negative impacts of emerging transportation technologies.	<p>To best accommodate the current observed pace of innovation, the strategies of the TTSP provide a high-level overview of their respective topics and strive to incorporate flexibility into the possible NVTA roles proposed to address them. Actions included in the Action Plan of the TTSP are traceable to at least one of the TTSP strategies and include measure(s) of effectiveness.</p> <p>Beginning in 2015, NVTA conducted perception surveys asking residents detailed questions on their perspective of different transportation modalities around the region. Five perception surveys have been conducted, the most recent occurring in the fall of 2023. The most recent survey includes questions regarding self-driving vehicles and Bus Rapid Transit (BRT).</p>
	Conduct studies of regional deployments of emerging transportation technologies.	NVTA staff continue to track deployments of transportation technologies around the D.C. region, throughout Virginia and the globe via the TTSP. These deployments are recapped in NVTA's newsletter, Driven by Innovation (DBI). The Transportation Technology Committee (TTC) members keep NVTA staff abreast of other emerging technology trends.
	Develop policy guidance as needed to support regional deployments of emerging transportation technologies.	The TTSP aims to achieve a proactive approach that will leverage transportation technologies that support NVTA's vision, and mitigate those that do not through planning, policy, advocacy, funding, and other means. The TTSP has been used to inform NVTA's Legislative Program beginning in 2022 and throughout subsequent years. With the TTSP providing a foundation, NVTA's Legislative Program includes a priority to "support the use of effective transportation technologies". The TTSP also informs numerous NVTA work products and initiatives.

Goal III: Innovation



Lead the region in planning and advocating for emerging transportation technologies which address future transportation, workplace and development trends.

Strategy	Action	2024 Status
Multimodal Regional Transportation Planning Plan for emerging transportation technologies and related trends.	Host regional discussions and events that identify/address the barriers to emerging transportation technologies and facilitate their deployment in a manner that is beneficial to the region.	Beginning in 2016, each year NVTa in partnership with the Intelligent Transportation Society of Virginia (ITSVA) hosts the Annual Northern Virginia Transportation Roundtable, gathering experts from the public and private sectors, to discuss innovation in transportation and impacts on the region. The most recent 2023 Roundtable showcased two panels: Equitable and Sustainable Transportation Panel and Safe and Innovative Transportation Systems Panel. Panelists touched on microtransit, an upcoming electric vehicle (EV) parking pilot project in Fairfax County, and insights on an array of innovations being developed in the automotive and public transit industries.
Advocacy/Education Develop and implement an advocacy and education strategy for emerging transportation technologies and shared mobility opportunities.	Work collaboratively with the region on public outreach regarding emerging technology and shared mobility.	In 2018, NVTa created a newsletter called Driven by Innovation (DBI) that highlights the latest transportation technology trends across the globe and transportation technology activities happening in Northern Virginia. DBI also dives into specific strategies and actions outlined in the TTSP. This newsletter is shared via email with subscribers, featured on NVTa's newsletter webpage, and shared through LinkedIn's newsletter feature.
	Increase advocacy and education of emerging transportation technologies.	In 2022, NVTa staff conducted a pilot of a series of virtual InNoVation Lunch and Learns designed to provide opportunities for pragmatic information exchange about technologies or innovations that are feasible immediately or in the near future (1-5 years). Each session focused on topics supported by the TTSP and was relevant to Bus Rapid Transit. After a successful pilot series, NVTa staff hosted a summer 2023 series and winter 2023-2024 series that were open to the public and NVTa partners. Topics included Intelligent Transportation System (ITS), Artificial Intelligence in Transportation, and more.

Goal IV: Funding



Support transportation infrastructure development through excellent stewardship of taxpayer dollars, maximizing opportunities from existing sources, and advocating for additional transportation revenues.

Strategy	Action	2024 Status
Transparency/Stewardship/Accountability <ul style="list-style-type: none"> • Ensure NVTa's funding information is transparent and available. • Cement the NVTa's reputation as a predictable long-term funding partner. • Protect and enhance the NVTa's credit rating. • Protect the NVTa's regional transportation investments. • Streamline the Six Year Program project application process. 	Disseminate accurate financial information amongst member jurisdictions and the public with clarity and transparency	<p>NVTa continues to receive unmodified (clean) audit opinions each year. Unique to NVTa, project funding details are incorporated into the Financial Statements for transparent presentation, and NVTa's website includes posting of up-to-date financial reports on revenue, operating budget and investment portfolio. These reports are presented at the Finance Committee and Authority meetings, which are open and live streamed to the public.</p> <p>The audited Financial Statements and regular financial reports are used by the nation's top three credit rating agencies: Moody's, Fitch, as well as Standard and Poor's, to affirm NVTa's credit rating as AA+, outlook stable. This is the highest rating the Authority is able to receive since the General Assembly determines the funding sources through legislation.</p> <p>Further, expanded project financial information (inclusive of projects funding through Local Distribution Fund or 30% transfers) is included in the Annual Virginia Joint Commission on Transportation Accountability and audited financial statements.</p> <p>On September 14, 2023, the Authority recently recognized the transfer of \$1 billion in Local Distribution Funds for use on projects selected solely by member jurisdictions.</p>
	Develop and implement multi-year funding strategies in support of NVTa Programs.	With the Authority's strong balance sheet, investments and funding policies, NVTa was able to develop a funding strategy for the SYP. Beginning in 2018, NVTa implemented out-year funding with the inaugural Six Year Program. In June 2018, the first Six Year Program (SYP) was adopted, funding fiscal years 2018-2023. In July 2020, the FY 2020-2025 SYP was adopted, funding projects in FY24 and FY25. In July 2022, the FY2022-2027 SYP was adopted, funding

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Strategy	Action	2024 Status
		<p>projects in FY26 and FY27. Most recently in July 2024, the FY2024-2029 SYP was adopted funding projects in FY28 and FY29. In total, NVTA has invested \$3.8 billion toward 140 projects.</p> <p>Using the strength of the Authority's Balance Sheet and working closely with the external independent auditor, NVTA staff have developed a 'forward appropriation' process. This process utilizes the Authority's strong financial position to self-fund projects which are able to move forward earlier than the fiscal year originally approved.</p> <p>The forward appropriation process allows the Authority to advance projects without issuing debt. This process provides \$200 million in financing cost savings over 20 years.</p>
	Work regionally in the development of conservative revenue estimates.	The latest revenue estimates have taken into account multi-year economic pressures, including the effects of; the COVID-19 pandemic, rising inflation, interest rates, and the potential for a recession, due to various domestic and international factors. Additionally, the forecast for the next six years is based on each jurisdiction's prior 30-year history of sales and grantor's tax receipts from pre-pandemic, pandemic, and post-pandemic periods. Furthermore, revenue estimates have incorporated information from the Commonwealth's Department of Taxation and the Department of Transportation's Chief Financial Officer.
	Achieve clean audit opinions.	NVTA annually receives a clean audit. This is an ongoing annual goal for the purposes of transparency and maintaining the AA+ credit rating.
	Exercise prudent use of debt capacity, recognizing the impact on annual PayGo availability.	Developed funding and appropriation plan for the SYP which includes 14 calculation steps beyond the initial revenue estimates. Some of these steps are based on current known data points, and some are based on estimates extended over a six-year horizon. NVTA has not needed to use any debt capacity.
	Ensure compliance of all current and proposed activities with:	Clean audit opinion noted no compliance deficiencies with state or federal regulations.

Goal IV: Funding



Support transportation infrastructure development through excellent stewardship of taxpayer dollars, maximizing opportunities from existing sources, and advocating for additional transportation revenues.

Strategy	Action	2024 Status
	<ul style="list-style-type: none"> Investment Policy Debt Policy Post Issuance and Tax Compliance Policy State, Federal and IRS Regulatory Requirements 	<p>Revisions of the Authority's Financial Policies since 2021 include:</p> <ul style="list-style-type: none"> Revisions to Policy 19 to distribute Interstate Operations and Enhancement Program revenue and Commonwealth Transportation Fund Transfer revenue based on the ratio of the prior 12 fiscal months of Sales Tax receipts. Revise Policy 29 to implement an 18-month deadline for project sponsors to submit invoices for reimbursement and implement a duplicate reimbursement request identification and funds recovery process. Two updates to the Investment Policy in 2022: 1.) Deletion of Overnight Repurchase Agreements from the list of permitted instruments. 2.) Modification of performance benchmarks to better match the maturing of the portfolio and level of operational sophistication. <p>NVTA remains in compliance with all Security and Exchange Commission annual requirements for post debt issuance disclosure, arbitrage disclosure and reporting.</p>
	Build capacity to receive, administer and account for federal and state grants.	The adoption of the FY2025 Operating Budget identifies the initiative and related resources required for NVTA to receive, administer, and account for grant funding. This includes two positions, one on the TTP team and one on the finance team, to support efforts in grant management.
	Build capacity to ensure fulfillment of project scope of approved regional projects, including implementation of a monitoring system.	<p>NVTA's Program Information Management and Monitoring System (PIMMS) is now undergoing Phase 5 of updates. The following enhancements are being added to the system:</p> <p>Develop a Local 30% Project module including an interactive map and sortable project list</p> <p>Update main navigation under Projects on the public facing dashboard to provide users with the ability to select either Regional, Local or both for their projects.</p> <p>Add lane-mile data to be displayed on the dashboard.</p>

Goal IV: Funding



Support transportation infrastructure development through excellent stewardship of taxpayer dollars, maximizing opportunities from existing sources, and advocating for additional transportation revenues.

Strategy	Action	2024 Status
		<p>From previous phase updates, PIMMS is now equipped with a Jurisdiction Administrator ('super-user') admin role, where a designated staff member in a jurisdiction/agency can manage staff access/access levels to staff within their organization. Also, this Jurisdiction Administrator can provide access to a particular project to an outside organization's staff. This is helpful in cases where a project is being administered by a different entity than the project sponsor.</p> <p>Project sponsors are now utilizing the system for all project administration tasks – reimbursement requests, cost/schedule updates (when necessary), and monthly project status updates.</p>
	Implement a cost-effective online project application system that reduces jurisdictional and NVTAs staff time expended on preparing and reviewing responses to NVTAs Calls for Regional Transportation Projects.	Beginning in 2020, and for each call for regional transportation projects since, applications are received through PIMMS. This significantly reduces jurisdictional and NVTAs staff time and effort in preparing and reviewing applications. Each year, NVTAs enhances PIMMS to operate more efficiently. This also allows seamless transition to Standard Project Agreements (SPAs), schedule and scope updates, and reimbursement requests.
Regional Coordination Coordinate across the region to enhance funding of transportation infrastructure.	Identify and support opportunities for joint and solo applications to regional, state and federal sources for economy of scale, efficiency and competitiveness.	<p>Per the Code of Virginia, NVTAs serves as an advocate for the transportation needs of Northern Virginia before the state and federal government. NVTAs accomplishes this through providing letters of endorsement for jurisdictions and regional agencies applications for funding.</p> <p>A recent example, the Federal Highway Administration has issued nearly \$830 million in Promoting Resilient Operations for Transformative, Efficient, and Cost-saving Transportation or "PROTECT" discretionary grant program funding to 80 projects nationwide. This includes VDOT receiving over \$5.4 million to install a weather and traffic monitoring system that will facilitate emergency evacuations due to extreme weather events in Virginia's Tidewater and Chesapeake region. NVTAs provided a letter of endorsement for VDOT's grant application in August 2023.</p>

Goal IV: Funding



Support transportation infrastructure development through excellent stewardship of taxpayer dollars, maximizing opportunities from existing sources, and advocating for additional transportation revenues.

Strategy	Action	2024 Status
	Pursue grant opportunities on behalf of the region.	The adoption of the FY2025 Operating Budget identifies the initiative and related resources required for NVTA to pursue grant opportunities on behalf of the region. NVTA aims to pursue this initiative on behalf of the region by establishing an in-house federal/state transportation funding program. This program will enable NVTA to access federal and state transportation revenue sources, diversifying NVTA revenues. The initiative involves the addition of NVTA staff and on-call consultants.
Advocacy/Education Protect and increase the Authority's fiscal strength.	Enhance existing strong ties to the General Assembly to elevate/strengthen awareness of NVTA's role and represent NVTA's interests to protect and enhance funding legislation for regional projects.	NVTA's legislative consultant works closely with the Virginia General Assembly, the NVTA Chair and NVTA CEO, to meet the legislative priorities outlined in NVTA's Legislative Program, including protecting and enhancing funding legislation. Each year, NVTA's Annual Report is provided to the General Assembly and as needed, NVTA's CEO briefs the General Assembly members on NVTA's investments, economic impacts, and initiatives.
	Support regional efforts to identify funding for operating and capital costs to meet current and future travel demand and emerging transportation technologies.	The TTSP outlines roles NVTA can take toward utilizing the TTSP in funding decisions, policy adoption, and advocacy through the region. NVTA's CEO remains engaged with stakeholders and regional partners to stay abreast of transportation needs. Recent efforts include involvement in the Metropolitan Washington Council of Governments (COG)'s Government Partner Advisory Group that will help inform COG's focused effort to envision seamless, efficient, equitable, reliable, and sustainable mobility solutions. Additionally, NVTA's CEO is a member of the technical working group to the SJ28 Joint Subcommittee to Study Growing Transit Needs in Northern Virginia.

Goal IV: Funding



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Strategy	Action	2024 Status
	Work with the business community to protect and enhance funding legislation.	NVTA's CEO is continually engaged with the Northern Virginia Transportation Alliance, the Greater Washington Board of Trade and chambers of commerce throughout NoVA to actively participate in events related to transportation. At these events, NVTA's investments and economic impact are highlighted, along with the need to protect and enhance transportation funding for the ever growing and diverse transportation needs of the region.