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RTCA Receives Prestigious COG Commuter Connections Award *For linkRTC shuttle service*

Reston, VA—Reston Town Center Association (RTCA) has been awarded the 2023 Employer Services Organization Achievement Award from the Metropolitan Washington Council of Governments (COG), honoring the association's launch of its [linkRTC shuttle service](#).



RTCA Executive Director Robert Goudie receives the award from Reuben B. Collins II, Esq, Chair of the National Capital Region Transportation Planning Board at COG and President of the Charles County Board of County Commissioners. The presentation was made during a ceremony last Friday, June 30, at the National Press Club in Washington, D.C..



The awards annually recognize transportation demand management (TDM) innovators and leaders committed to reducing vehicle trips and miles traveled while creating measurable and sustainable commuter benefits.

“Standing up a shuttle took forward vision from our board of directors, a special commitment from the commercial properties along the route, who are *voluntarily* funding the service, expertise from our friends at Wells + Associates, finding a great operating partner in Reston Limousine, and the County generously providing us a dedicated, sheltered stop at the Metro,” said Robert Goudie, RTCA’s Executive Director. “So to get this early recognition from such a respected, solutions-driven, TDM leader is a big boost and is deeply gratifying to our team.”

The shuttle launched last November, simultaneous with the opening of the Reston Town Center Metro Station and Phase II of the Silver Line. It operates Monday-Friday, 7am-7pm, stopping about every 10 minutes at six stops connecting Metro with Town Center's expanding urban core. Ridership is up 50% in recent months. “That this free, open-to-the-public service is the first of its kind along Phase II of the Silver Line speaks to RTC’s relentless forward lean and differentiation as a livable employment, cultural, and amenity center in the region,” said Mr. Goudie.

A key force in bringing this together has been BXP, which owns core properties along the route and is developing the lots adjacent to the Metro on the north side of the Dulles Toll Road. Those lots will eventually include almost five million square feet of mixed-use development (including office, residential, retail, hotel, and community uses), and with other planned development will essentially double the size of Reston Town Center over the coming decade or so. With an estimated 10,000 employees on or near the shuttle route, Reston Town Center is already one of the largest employment centers in Virginia. Pete Otteni, BXP Executive Vice President and Co-Head of the Washington, D.C. Region, commented, “That last-mile connection that linkRTC provides, weaving Metro into the fabric of Reston Town Center, is an important addition to the multimodal transportation options that those who live, work, and visit here have come to depend upon. And we see that linkage as especially important during this time of such dynamic growth for Town Center.”

Hunter Mill Supervisor Walter Alcorn, who is also an Alternate Director on the Washington Metropolitan Area Transportation Authority (WMATA, the operating authority for Metro), noted, “Transit oriented development works when people can easily get to transit, and that’s why my office was happy to help secure the dedicated pick-up/drop-off spot for linkRTC at the Metro Station. The COG award shines a light on this leading example for how to seamlessly integrate Metro into a transit station area. Congratulations to Reston Town Center Association on this well-deserved recognition.”



Reston Town Center Association

A [COG-produced video that was part of the RTCA presentation](#), and the [COG press release on the awards event](#), can be found at the highlighted links.

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About Reston Town Center Association

Reston Town Center is a major residential, employment, and amenity center for the region. The Association's mission includes support of transit-oriented development, a strong commitment to the arts and community programming, and design review — all in support of advancing RTC both as Reston's downtown and as an exceptional regional destination that is a welcoming place for all.