

# TRANSFORM 66 OUTSIDE THE BELTWAY PROJECT

TMP Update

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October 16, 2018

# Transform 66 Outside the Beltway Project

## Two Express Lanes

- HOV-3+ and buses travel free
- Non-HOV tolled (Dynamic Tolling)
- Converting HOV-2+ to HOV-3+ at the end of the project

## Three General Purpose Lanes

- Open to all traffic toll-free
- Safety, interchange and operational improvements



# TMP Goal: Reduce Single-Occupancy Vehicles on I-66



Encourage people to: **Carpool | Vanpool | Telework | Commuter Bus**

**Avoid driving alone during the peak period of I-66 construction and beyond**

# TMP Objective: Provide Commuting Alternatives



**Transform Your Trip  
While We Transform 66**

**VDOT provides commuting alternatives to make getting through I-66 construction easier**  
Haymarket park and ride lot | Commuter bus subsidies | New Front Royal bus service | Carpool incentives | Vanpool incentives | Telework assistance for employers

# TMP Strategy: Enhanced Carpool Incentives



**New three-person carpools (also 2-3) receive a \$100 subsidy for the first 90 days over and above Commuter Connections “Pool Rewards” program Administered through MWCOG Commuter Connections | Carpools are eligible for Commuter Connections Guaranteed Ride Home program**

# TMP Strategy: Vanpool Incentives

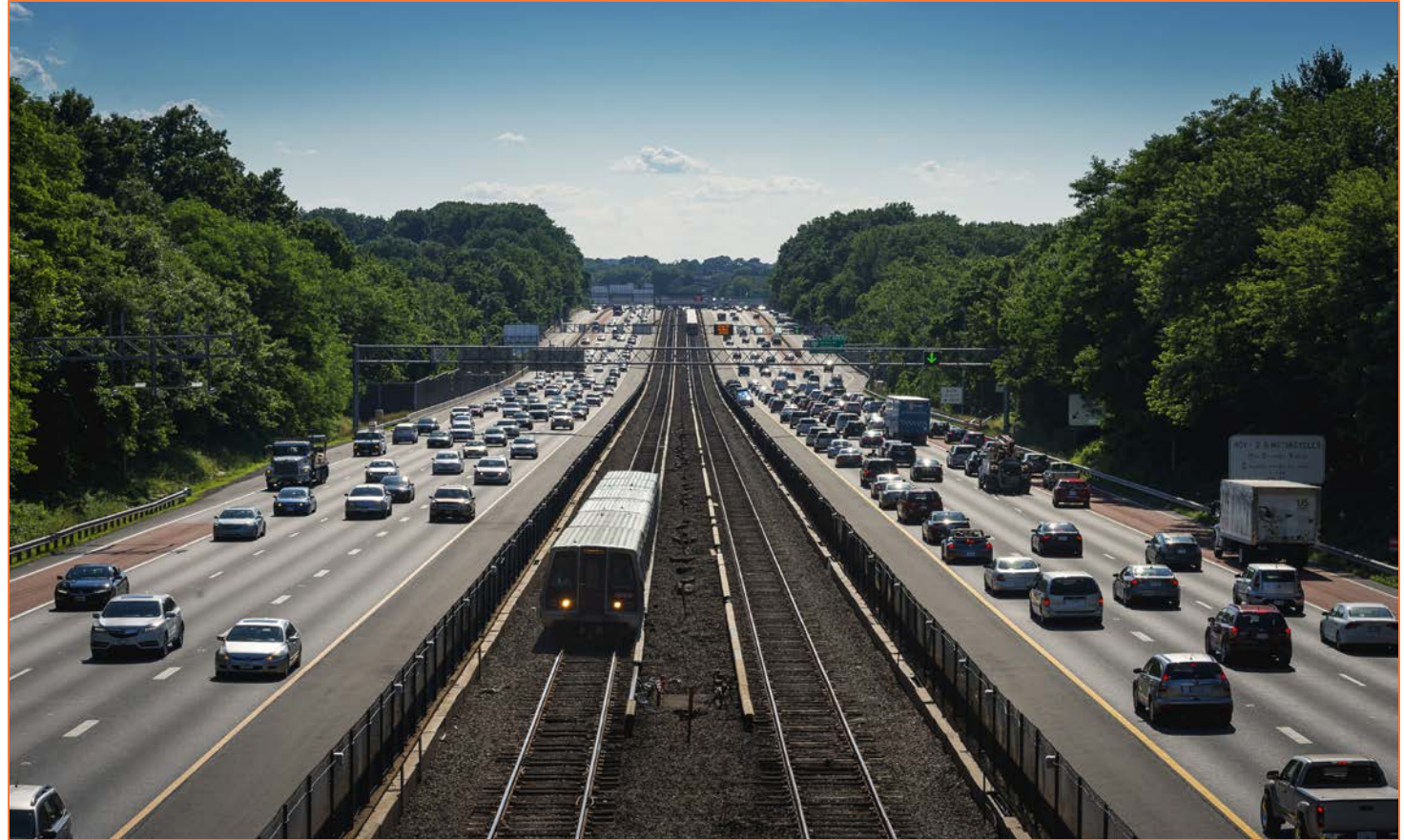


**Encourage and facilitate vanpool formation for people who commute on I-66**

**Administered by Vanpool Alliance | Provides uniform benefits for all jurisdictions on the corridor |**

**Gas card incentives for vans**

# TMP Strategy: Telework Subsidies



**Encourage new telework programs by providing subsidy of up to \$10,000**  
**Administered by Telework!VA | Businesses along the corridor | Promoted by employer outreach staff**

# TMP Communications: **Key Messages**

Commuter Bus, Carpool, Vanpool, Telework.  
**You've got options.**



**Construction is coming | Adjust your travel patterns to avoid congestion | You've got options**



# TMP Communications: Target Audiences

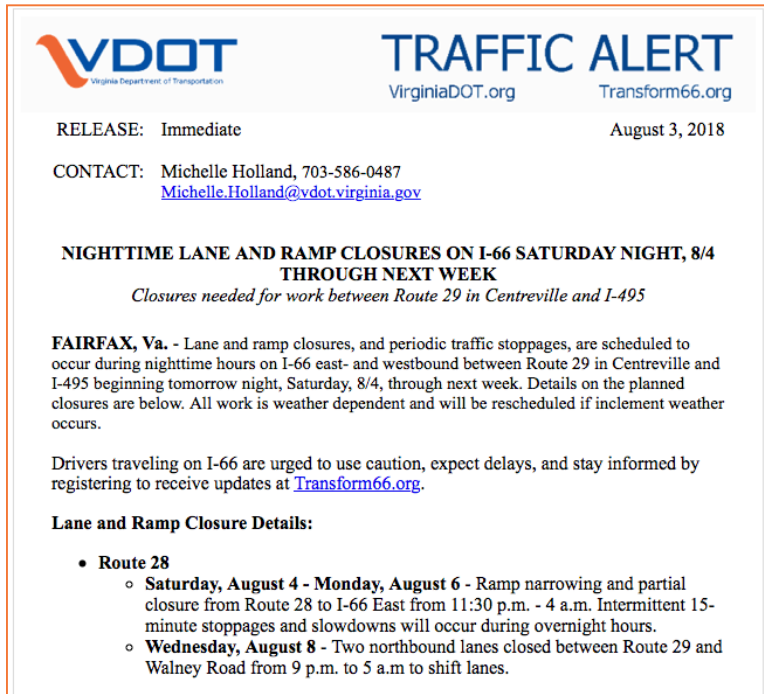


**Public:** I-66 Commuters | Corridor Residents

**Employers:** On the I-66 corridor | Accessed via the I-66 corridor | Public and private sector

**Special:** Government agencies | Elected officials | News media

# TMP Communications: Strategies



**VDOT** Virginia Department of Transportation

**TRAFFIC ALERT**  
VirginiaDOT.org Transform66.org

RELEASE: Immediate August 3, 2018

CONTACT: Michelle Holland, 703-586-0487  
[Michelle.Holland@vdot.virginia.gov](mailto:Michelle.Holland@vdot.virginia.gov)

**NIGHTTIME LANE AND RAMP CLOSURES ON I-66 SATURDAY NIGHT, 8/4 THROUGH NEXT WEEK**  
*Closures needed for work between Route 29 in Centreville and I-495*

**FAIRFAX, Va.** - Lane and ramp closures, and periodic traffic stoppages, are scheduled to occur during nighttime hours on I-66 east- and westbound between Route 29 in Centreville and I-495 beginning tomorrow night, Saturday, 8/4, through next week. Details on the planned closures are below. All work is weather dependent and will be rescheduled if inclement weather occurs.

Drivers traveling on I-66 are urged to use caution, expect delays, and stay informed by registering to receive updates at [Transform66.org](http://Transform66.org).

**Lane and Ramp Closure Details:**

- **Route 28**
  - **Saturday, August 4 - Monday, August 6** - Ramp narrowing and partial closure from Route 28 to I-66 East from 11:30 p.m. - 4 a.m. Intermittent 15-minute stoppages and slowdowns will occur during overnight hours.
  - **Wednesday, August 8** - Two northbound lanes closed between Route 29 and Walney Road from 9 p.m. to 5 a.m. to shift lanes.



**VDOT** Virginia Department of Transportation

**Transform Your Trip While We Transform 66**

Construction is underway to transform 22.5-miles of I-66 Outside the Beltway, from I-495 to near Route 29 in Gainesville. Major road work will continue until late 2022, when the new express lanes are scheduled to open. To help commuters and other travelers keep moving through construction, VDOT is providing new transit and commuter options along the I-66 corridor.

**PROJECT FEATURES**

- Multimodal improvements to 22.5 miles of I-66
- Two Express Lanes in each direction from I-495 to Gainesville
- Three general purpose lanes in each direction
- Median space reserved for future transit
- HOV and transit access to Express Lanes
- Improved park and ride options with access to Express Lanes
- Bike-pedestrian trail integrated with existing and planned trails

**You've Got Options**

**Take the Bus**

Taking the bus on I-66 during construction is more affordable with half price bus fares through 2020.

- **Half-price fares** are available on Omniride I-66 bus routes from Gainesville and Manassas
- **Ride for \$1** on select Fairfax Connector bus routes that operate on I-66 with access to the Vienna Metro.
- **Commuter bus service from Front Royal.** The Northern Shenandoah Valley Regional Commission plans to launch new commuter bus service from Front Royal to Washington D.C., with stops tentatively planned at Rosslyn and Metro Center. This service is anticipated to begin in early June 2018. Stay tuned for more details.



**Form a Vanpool**

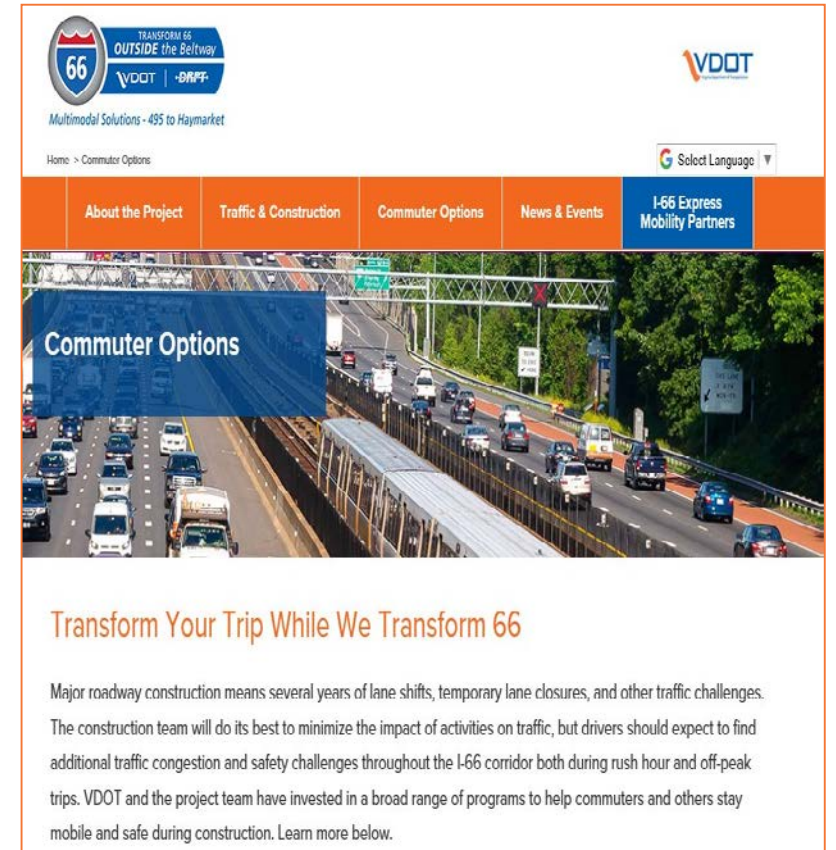
Starting or joining a vanpool with other commuters traveling on I-66 is more affordable during construction. Incentives for people creating new vanpools on I-66 include:

- \$200-per-seat subsidy (prorated over four months)
- \$350 gas card incentive for operators of 10+passenger vans on I-66
- Free SmartTrip Cards with a preloaded subsidy for I-66 vanpool riders

**Vanpool Alliance**, the region's vanpool formation resource, can help commuters find and join a vanpool, and can provide more information on how to benefit from starting or joining an I-66 vanpool during construction.



[More commuter options](#)



**TRANSFORM 66**  
**OUTSIDE the Beltway**  
VDOT -DRPF

Multimodal Solutions - 495 to Haymarket

Home > Commuter Options

Select Language

About the Project Traffic & Construction **Commuter Options** News & Events I-66 Express Mobility Partners

**Commuter Options**

**Transform Your Trip While We Transform 66**

Major roadway construction means several years of lane shifts, temporary lane closures, and other traffic challenges. The construction team will do its best to minimize the impact of activities on traffic, but drivers should expect to find additional traffic congestion and safety challenges throughout the I-66 corridor both during rush hour and off-peak trips. VDOT and the project team have invested in a broad range of programs to help commuters and others stay mobile and safe during construction. Learn more below.

Coordinated plan with messages designed to motivate to take action

Paid advertising | Media relations | Employer outreach | Partner outreach | Social media | Events |

Online resources

# TMP Communications: Strategies

 Vanpool Alliance shared a post.  
June 8 · 🌐




Commuter Bus. Carpool.  
Vanpool. Telework.  
**You've got options.**

Learn more at  
**Transform66.org**


Potomac and Rappahannock Transportation Commission  
June 8 · 🌐 Like Page

Drive I-66? Instead, hop on OmniRide and take advantage of half-fares during Express Lanes construction! Or get incentives to start a carpool or vanpool. Learn more at [http://www.virginiadot.org/.../half-price\\_bus\\_fares\\_carpool12...](http://www.virginiadot.org/.../half-price_bus_fares_carpool12...)

 **Free Commuting Assistance for the Northern Shenandoah Valley** ...  
Sponsored · 🌐

A resource for alternative commuting solutions from Front Royal to DC . We help people find better ways to get to work through ride sharing.

**Ride with us from Front Royal to DC**



Learn more at [ridesmartva.org](http://ridesmartva.org)

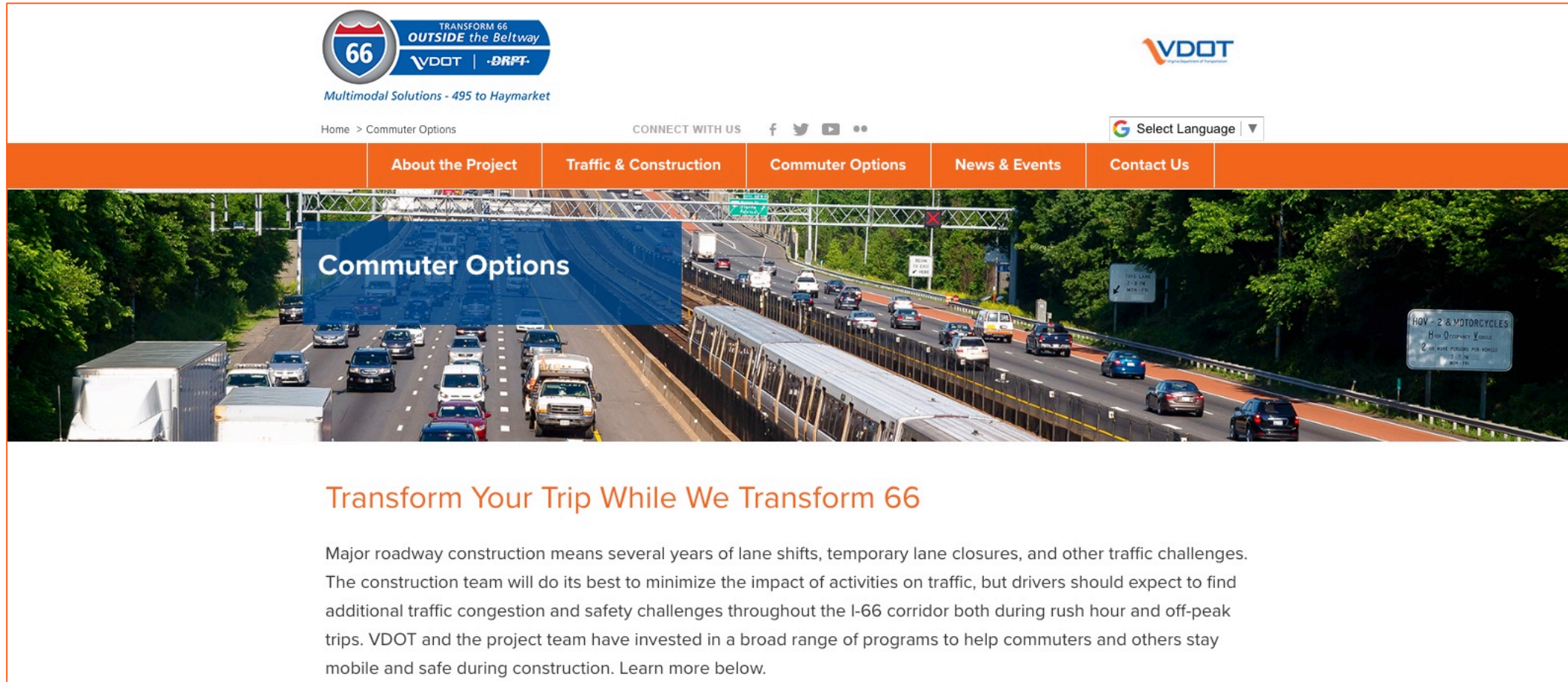
- Wi-Fi
- Charge stations
- Restrooms
- Free water

[ridesmartva.org](http://ridesmartva.org)  
**Want a better commute to work?** SIGN UP  
**Get your tickets now!**

Coordinated plan with messages designed to motivate to take action

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Online resources

# Stay Informed: Resources



The screenshot shows the top portion of the Transform 66 website. At the top left is the logo for 'TRANSFORM 66 OUTSIDE the Beltway' with 'VDOT' and 'DRPT' logos below it, and the text 'Multimodal Solutions - 495 to Haymarket'. To the right is the 'VDOT' logo. Below the logo is a navigation bar with 'Home > Commuter Options' and 'CONNECT WITH US' with social media icons for Facebook, Twitter, YouTube, and LinkedIn. A 'Select Language' dropdown menu is also present. Below the navigation bar is a horizontal menu with orange tabs for 'About the Project', 'Traffic & Construction', 'Commuter Options', 'News & Events', and 'Contact Us'. The main content area features a large image of a multi-lane highway with a blue semi-transparent overlay containing the text 'Commuter Options'. Below the image is a white text box with the heading 'Transform Your Trip While We Transform 66' and a paragraph of text.

## Transform Your Trip While We Transform 66

Major roadway construction means several years of lane shifts, temporary lane closures, and other traffic challenges. The construction team will do its best to minimize the impact of activities on traffic, but drivers should expect to find additional traffic congestion and safety challenges throughout the I-66 corridor both during rush hour and off-peak trips. VDOT and the project team have invested in a broad range of programs to help commuters and others stay mobile and safe during construction. Learn more below.

[Transform66.org](https://transform66.org) | [Project email updates](#) | [511 Virginia](#) | [Follow VDOT on Twitter \(@VaDOTNOVA\)](#)

TRANSFORM 66

THANK YOU!  
STAY INFORMED – Sign Up for Alerts @  
[Transform66.org](https://transform66.org)

Help Spread the Word!