

Super NoVa Transit/TDM Vision Plan

Commuter Connections Subcommittee

March 20, 2012

Christopher Arabia

Manager of Mobility Programs

Virginia Department of Rail and Public Transportation

Super NoVa Project Overview

(Presented at Governor McDonnell's Transportation Conference)

Create a regional transit and TDM vision that identifies mobility enhancements for the Super NoVa region

Background

- Northern Virginia is the most congested region in Virginia and is affected by travel from two states (WV and MD) and the District of Columbia
- Many people traveling into and through the region have commutes as long as 100 miles in each direction
- Population and employment are projected to grow

Super NoVa Project Overview

Regional Needs

- Mobility
- Transportation choice
- Access to regional destinations
- Contiguous transit services
- Transportation demand management
- Land use/transportation planning coordination

Vision, Mission, and Goals

Vision

The Super NoVa Transit/TDM Plan will identify safe, strategic, and seamless mobility options for rail, transit, and TDM that will be guided by sustained and informed involvement respecting the diverse communities within the greater northern Virginia region called Super NoVa

Mission

Visioning Mobility Beyond Boundaries

Vision, Mission, and Goals

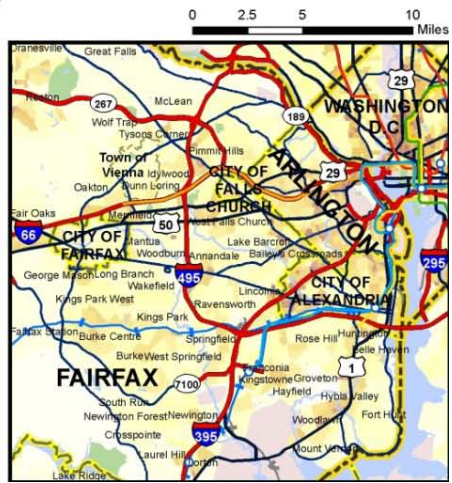
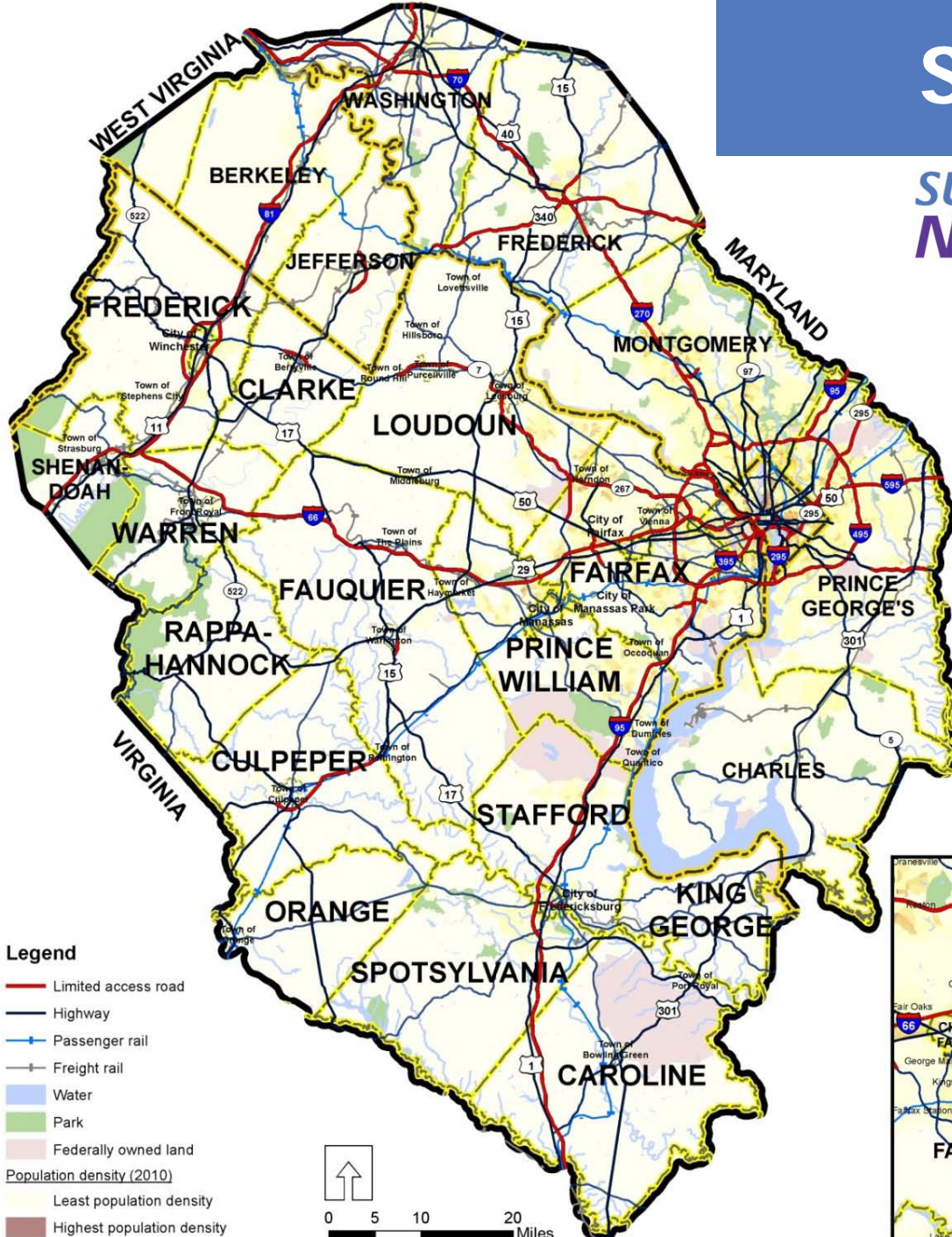
Draft Goals

- Create a regionally coordinated comprehensive transit and TDM vision that supports increased mobility and provides greater transportation choice in the northern part of Virginia
- Coordinate the transit and TDM vision with local and regional land use plans
- Address short- and long-term needs of people traveling in Virginia and from Maryland, West Virginia and Washington, D.C., through and into Northern Virginia
- Support economic growth and prosperity in Virginia
- Facilitate a robust public outreach program that will meaningfully involve the public, government agencies, transit providers, and stakeholders throughout the region

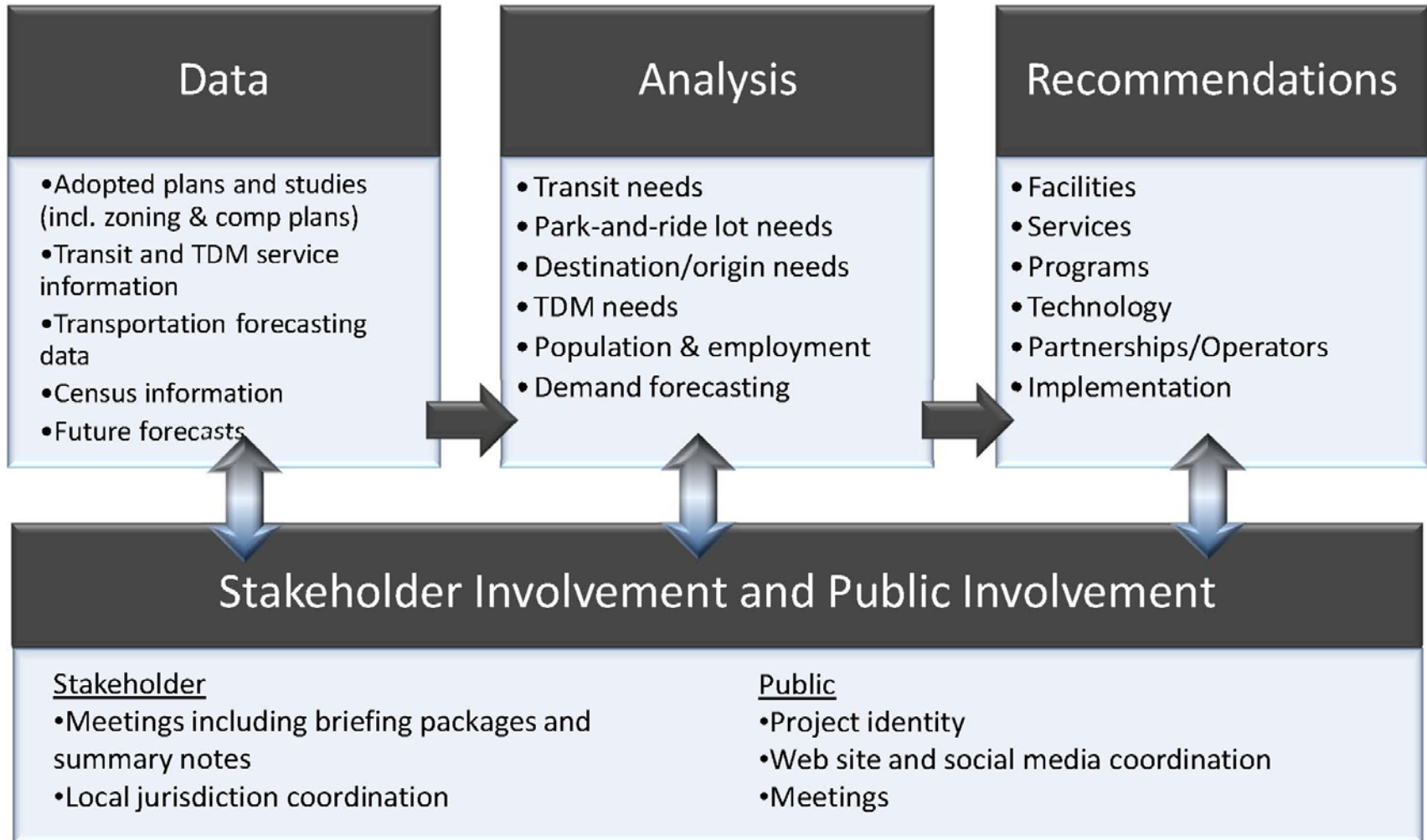
Study Area

**SUPER
NoVa**

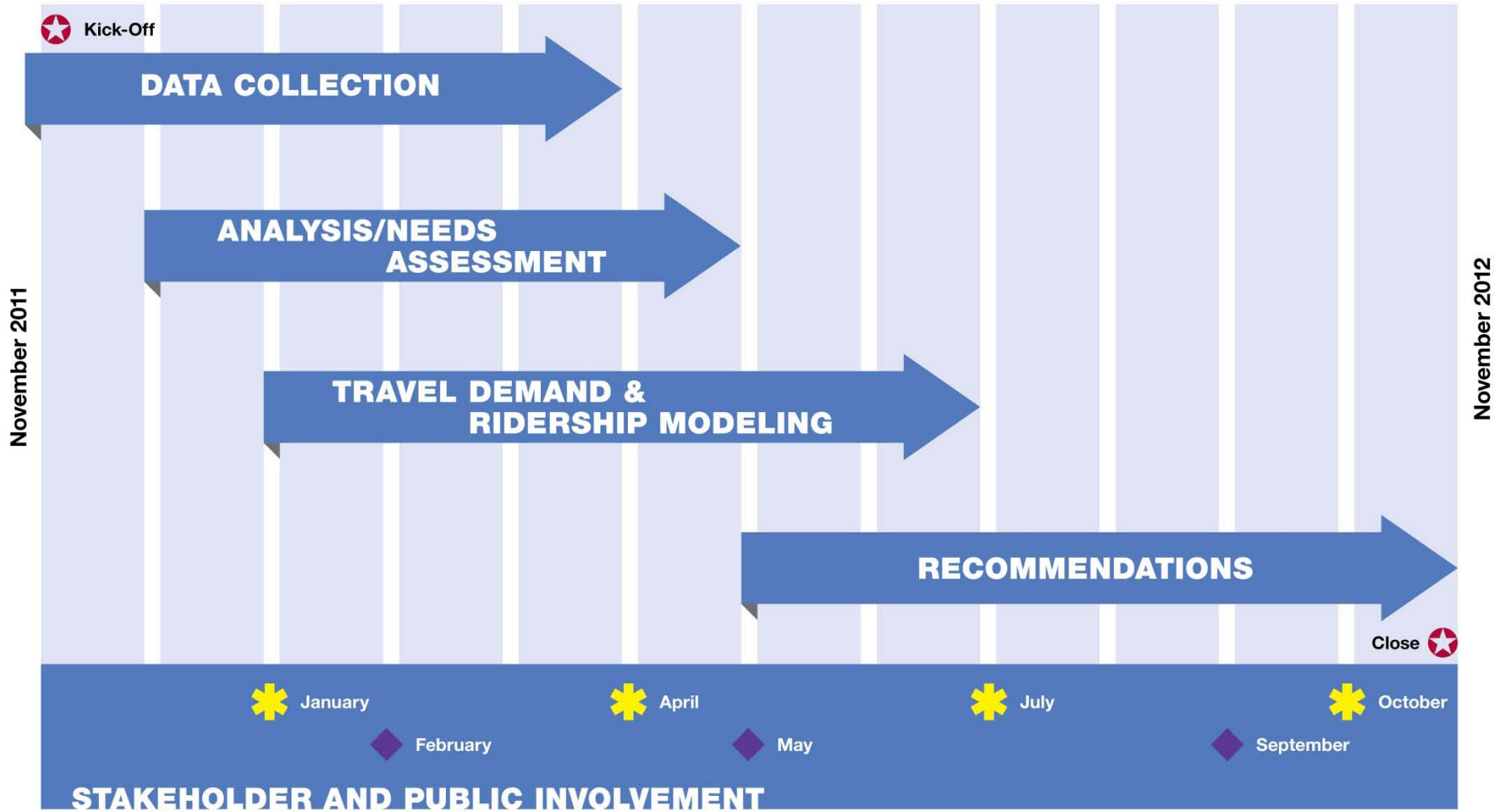
*Transit/TDM Vision Plan
Visioning Mobility Beyond Boundaries*



Project Approach



Preliminary Project Schedule



Legend

- Stakeholder Meeting
- Public Meeting

Public Involvement Plan

- Target Audiences
 - Agency Stakeholders
 - Commuters
 - General Public
- Key Methods for Communication
 - Agency Stakeholder Meetings (4 rounds of meetings)
 - Public Meetings (3 rounds of meetings: winter, spring, summer)
 - Study website (www.SuperNoVaTransitVision.com)
 - Social media (Facebook and Twitter)
 - Email notifications
 - Press Releases/RSS News Feeds
 - Flyers & Informational Handouts
 - Cooperative Partnerships

Round 1 – Agency Stakeholder Meetings

Agency Stakeholders

- Cities, Towns and Counties
- State Agencies
- Federal Agencies
- Military
- Metropolitan Planning Organizations
- Regional Commissions
- Transit Agencies/Providers
- Transportation Management Associations
- Transportation Commissions
- Commuter and Passenger Railroads
- TDM Program Providers
- Transportation Authorities

Tuesday, Jan. 17, 2012

Megaprojects Office

6363 Walker Lane

Springfield, VA 22310

Wednesday, Jan. 18, 2012

Winchester-Frederick MPO

400 Kendrick Lane

Front Royal, VA 22630

Round 1 - Public Meetings

Monday, Feb. 13, 2012

6:30 to 8:30 p.m.

Ida Lee Recreation Center

60 Ida Lee Drive

Leesburg, VA 20175

Tuesday, Feb. 14, 2012

11:30 a.m. to 1:30 p.m.

Shops at 1750 Crystal Drive

1671 Crystal Square Arcade

(Underground, near Rite Aid & Metro)

Arlington, VA 22202

Wednesday, Feb. 15, 2012

6:30 to 8:30 p.m.

Warrenton Community Center

430 E. Shirley Avenue

Warrenton, VA 20186

Thursday Feb. 16, 2012

6:30 to 8:30 p.m.

Spotswood Baptist Church

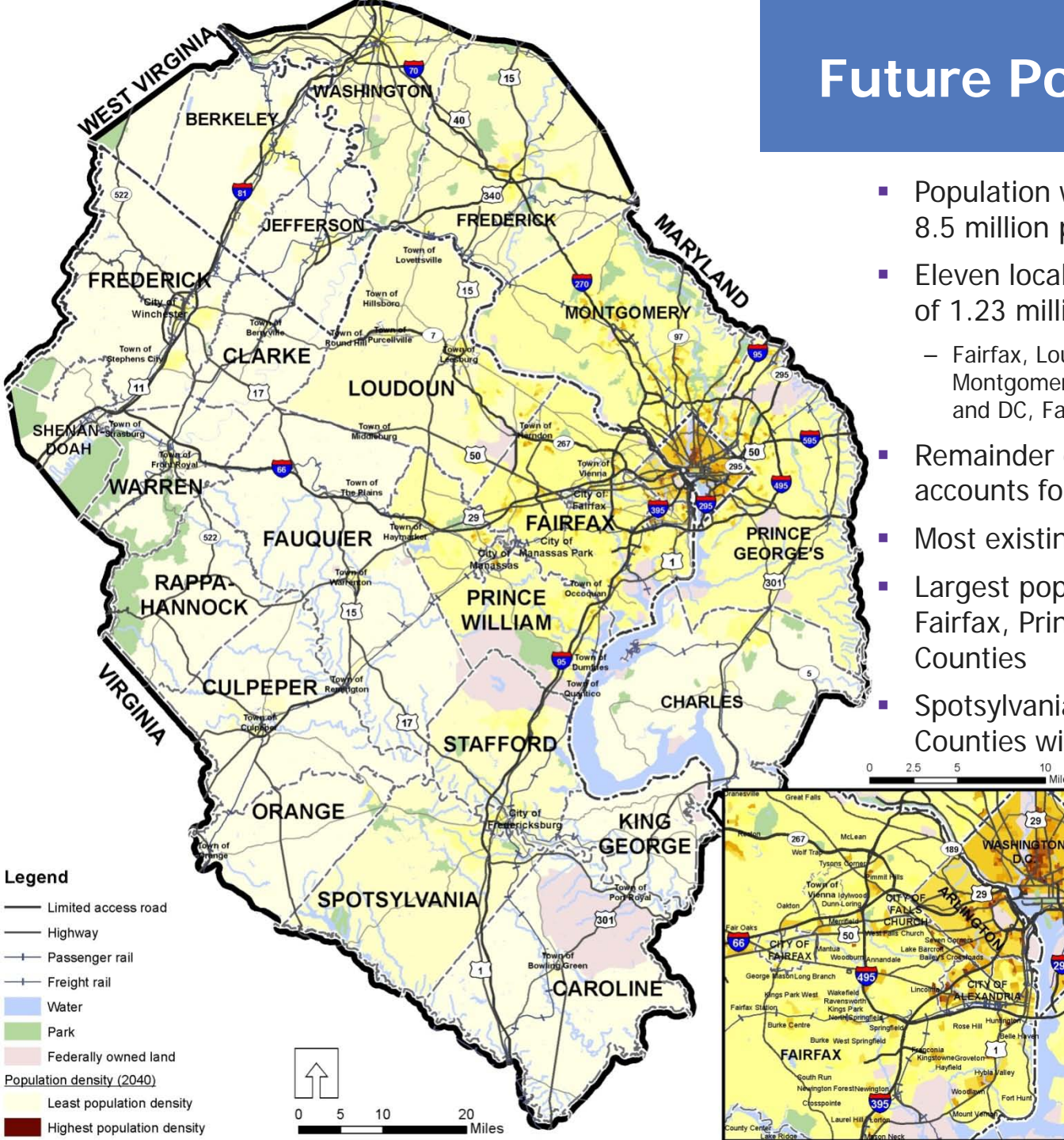
4009 Lafayette Blvd.

Fredericksburg, VA 22408

Plans Considered

- Transportation Plans (different geographic areas)
- Policy Plans
- Comprehensive/General Plans
- Corridor Studies
- Area Plans
- **TDM Plans**
- Transit Plans
- Rail Plans
- Land Use Plans
- Vision Plans
- Scenario Plans

Future Population (2040)



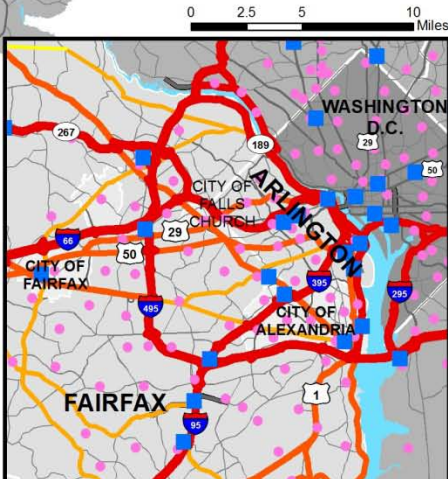
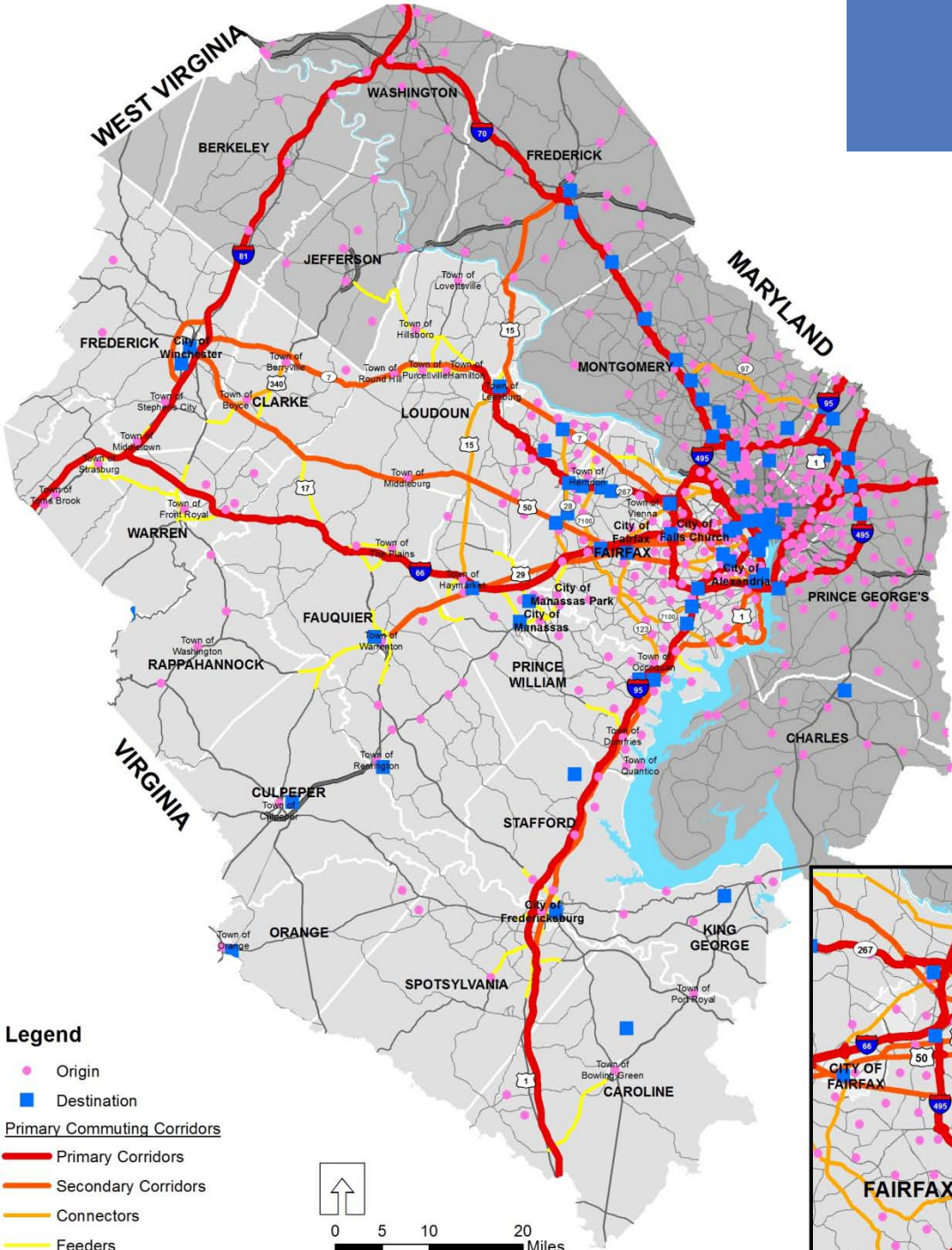
- Population will grow to more than 8.5 million people from >6 million
- Eleven localities will account for the addition of 1.23 million people
 - Fairfax, Loudoun, Arlington, Prince William, Montgomery, Prince Georges, and Frederick Counties and DC, Falls Church, Alexandria, and Fairfax City
- Remainder of the region (21 jurisdictions) accounts for an additional 900,000 people
- Most existing rural areas will stay rural
- Largest population increases are projected in Fairfax, Prince William, and Montgomery Counties
- Spotsylvania, Stafford, and Culpeper Counties will more than double in population



SUPER NoVa *Transit/TDM Vision Plan
Visioning Mobility Beyond Boundaries*

Travel Patterns

- Patterns are largely radial west and south of Fairfax and Prince William counties
- East and north of Fairfax County, travel directions are more dispersed



Transportation Assessment

Local Transit Service Coverage

- Service decreases significantly outside the core of the region
- In rural areas, transit primarily serves “places” and key corridors
- Demand response service is provided throughout the study area

Park and Ride Lots

- Many, but not all, served by transit

Metrorail, Commuter Rail & Amtrak Service Coverage

- Metrorail and Metrobus serve the urban core and some inner ring suburbs
- Area is served by MARC, VRE, and Amtrak
- I-270 and I-95 corridors are well-served by rail
- I-66 corridor is less served by rail
- With the exception of Culpeper, predominantly rural areas have no service

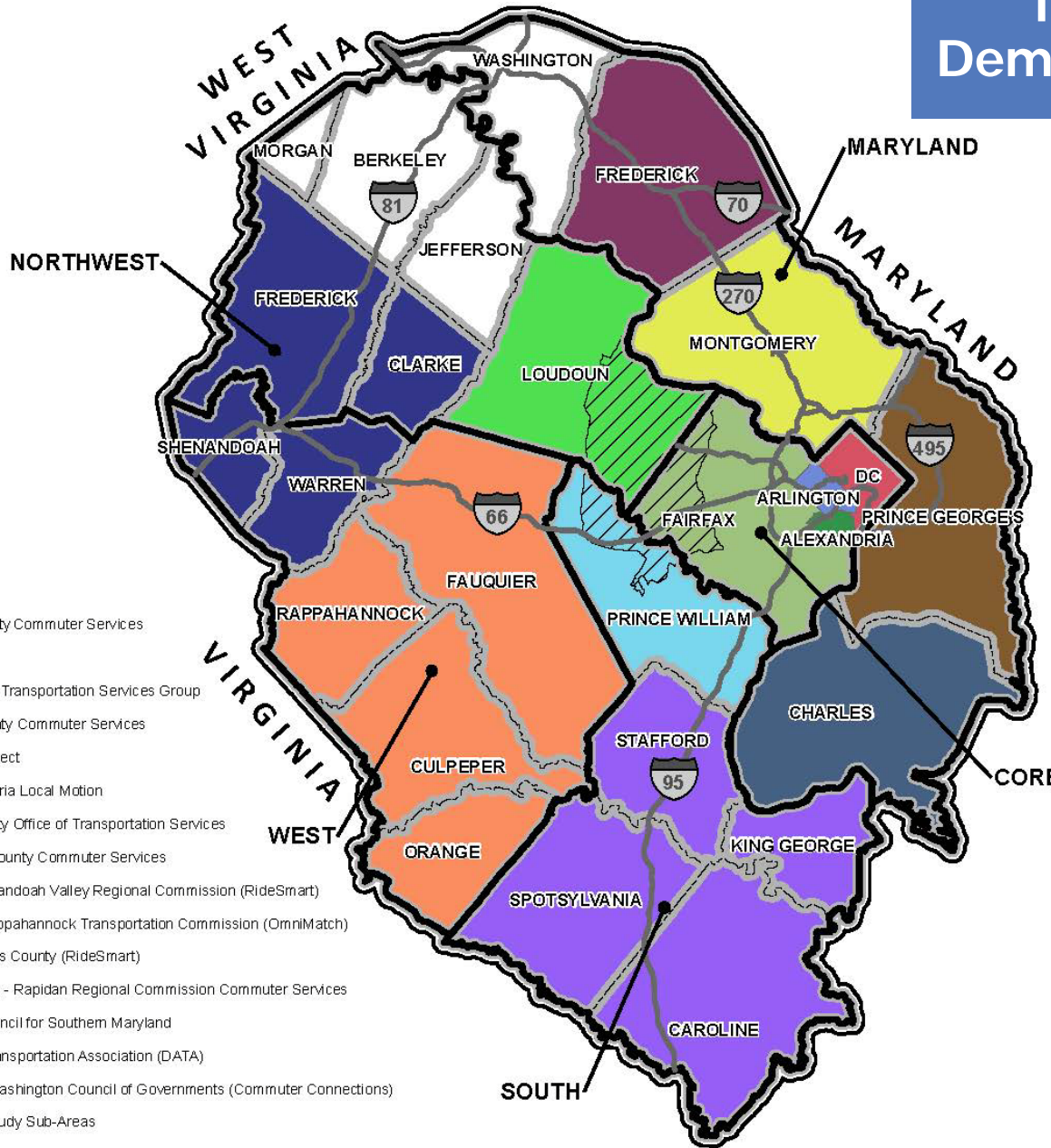
Proposed Major Transit Projects

- Columbia Pike Streetcar
- Corridor Cities Transitway
- Crystal City/Potomac Yard Transitway
- DC Streetcar System
- Dulles Corridor Metrorail (Silver Line)
- MD 5/US 301 Transit Service Strategic Plan
- Potomac Yard Metrorail station
- Purple Line Light Rail Transit
- Van Dorn/Beauregard Transitway
- VRE Extensions to Spotsylvania and Haymarket

Transportation Demand Management

TDM Agencies

- Arlington County Commuter Services
- goDCgo
- Fairfax County Transportation Services Group
- Frederick County Commuter Services
- GW Ride Connect
- City of Alexandria Local Motion
- Loudoun County Office of Transportation Services
- Montgomery County Commuter Services
- Northern Shenandoah Valley Regional Commission (RideSmart)
- Potomac & Rappahannock Transportation Commission (OmniMatch)
- Prince George's County (RideSmart)
- Rappahannock - Rapidan Regional Commission Commuter Services
- Tri-County Council for Southern Maryland
- Dulles Area Transportation Association (DATA)
- Metropolitan Washington Council of Governments (Commuter Connections)
- Super NoVa Study Sub-Areas



Note: Commuter Connections is a network of TDM programs in Northern Virginia, Maryland and the District of Columbia. All TDM agencies in the Super NoVa study area are members of the Commuter Connections network and share a central ride-matching system and database operated by MWCOC

Transportation Demand Management Programs

- Commuter Connections website & phone number
- Local Commuter Connections network member websites & phone numbers
- Ridematching
- Guaranteed Ride Home program
- Regional & local marketing and promotions
- Car-Free Day/Bike to Work Day/Try Transit Week/Amtrak Virginia
- Employer outreach programs
- Telework!VA & Virginia's Telework Tax Credit
- Federal agency telework and commuter benefit requirements
- Sluglines
- NuRide
- Pool Rewards

Regional Transportation Management Plans

I-495 Capital Beltway

HOT Lanes & Dulles Metrorail Extension TMPs

Comprehensive business outreach and employee/commuter assistance

- Employer Solutions Team
- Commuter Connections network carpooling/vanpool matching & Guaranteed Ride Home
- VanStart/VanSave assistance
- New \$50/month vanpools
- Tysons Express bus service (Woodbridge to Tysons & Loudoun to Tysons)
- Park-and-ride lots
- NuRide
- Telework!VA – business telework program development and financial assistance
- Shuttle services

BRAC

- Telework
- Alternative work schedules
- Rideshare websites
- Shuttle service
- Parking management policies
- Pilot dynamic ridematching program

Next Steps

- Feedback and validation
- Continue data collection
- Data analysis and needs assessment
- Transit and TDM service methodologies
- Gap analysis
- Travel demand and ridership modeling
- Round 2 of Public Meetings and Agency Stakeholder Meetings

Opportunities for Input

- We want to hear your ideas on...
 - What is working today?
 - What isn't working today?
 - How would you improve transit and TDM in the Super NoVa area?
 - What are the most significant transportation issues?
 - What would encourage you to make fewer single-occupant vehicle trips?
 - How do we move people in the study area in the next 30 years?

Agency Stakeholder Assistance

What can your organization do to help?

Help us reach: Your customers, boards and commissions, civic groups, citizen advisory committees, neighborhood groups, elderly, disabled, minority, ESL groups

- Talk to colleagues and partners about the study
- Link your website to the study website
- Post study information on your organization's website
- Include the study in social media
- Include/Forward information in e-blasts, newsletters
- Seat drops
- Interior Bus Cards as PSAs
- Shelter signage/Point of Purchase signage
- Announce Public Meetings
- Provide information using local cable access stations

Follow the Project and Stay Connected

Project Website www.supernovatransitvision.com



www.facebook.com/supernovatransitTDM



www.twitter.com/SNoVaTransitTDM