

Item # 3

Tyson's Express



Background

- Loudoun to Tysons Corner Bus Service developed as part of the Dulles Metrorail TMP

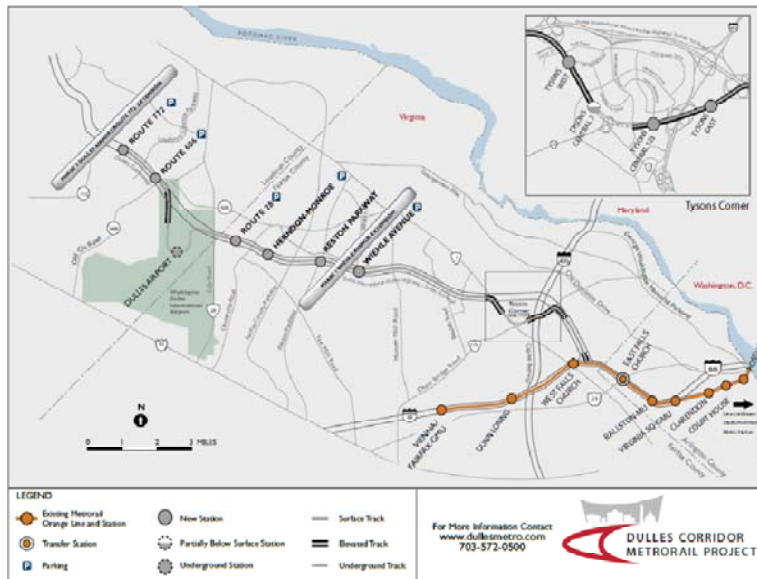


Photo from May 09 Dulles Corridor Metrorail Project Newsletter

Planning

- Hired Tysons Express Transit Manager
- Held two public input meetings in the County
- News Release encouraged residents to complete on line survey
- Collected email addresses from residents interested in service to Tysons
- Worked with contractor to finalize stops



Commuting from Loudoun County to Tysons?

Share your thoughts on new weekday bus service to Tysons from Ashburn and Leesburg



Loudoun County invites participation in the planning of new bus service between Loudoun and Tysons Corner. This service, which is funded by the Dulles Corridor Metrorail Project and managed by LC Transit, will provide morning departures and afternoon and evening returns from park and ride lots in Leesburg and Broadlands South beginning this summer. Bus fare will be \$3 per ride. Share comments with staff from the Loudoun County Office of Transportation Services at one of the public input sessions listed below or contact rideshare@loudoun.gov or call 703-771-5665.

Tuesday, February 16, 2010
ASHBURN

7 p.m. to 8:30 p.m.

Ashburn Library
43316 Hay Road
(near Stone Bridge High School)

Tuesday, February 23, 2010
LEESBURG

7 p.m. to 8:30 p.m.

Loudoun County Government Center
1 Harrison Street, S.E.



Loudoun County, Virginia

www.loudoun.gov

News Release

Office of Public Information

1 Harrison Street, SE, P.O. Box 7000, Mailstop #03, Leesburg, VA 20177-7000

703/777-0113 • Fax 703/771-5841

For Immediate Release
February 26, 2010

Contact: Steven Angulo, Office of Transportation Services
703-777-0119; Steven.Angulo@loudoun.gov

Bus Preference Survey Available for Tysons Commuters

Loudoun County is seeking input from residents who work in Tysons Corner and have an interest in riding the Tysons Express bus service beginning this summer.

Citizens who were unable to take part in the Tysons Express public input sessions conducted by the Loudoun County Office of Transportation Services may provide their comments by participating in the Tysons Express Bus Service Preference Survey up until March 10, 2010. The survey is available online at www.loudoun.gov/bus-tysons. Paper copies of the survey may be obtained by calling 703-777-0119. A free, reloadable SmarTrip® card (\$5.00 value) will be provided to those who work in Tysons Corner, complete the entire survey and provide their names and mailing addresses.

Tysons Express will begin service this summer between park-and-ride lots in Broadlands South and Leesburg and various employment sites in Tysons Corner. Passenger fares will be \$3.00 per ride when paid with a SmarTrip® card or \$3.50 cash per ride.

Tysons Express is being funded by the Dulles Corridor Metrorail Project. The project includes a Transportation Management Plan (TMP) designed to offset the traffic congestion that normally results with construction in or adjacent to a roadway system. One of the primary goals of the TMP is to improve transportation for those traveling from Loudoun County to Tysons Corner during the construction of the rail project.

The new express bus service to Tysons Corner will offer Loudoun County residents the opportunity to avoid the congestion experienced by most motorists traveling in the area. The Loudoun County Board of Supervisors approved the use of TMP funds for this purpose and the Office of Transportation Services has initiated the purchase of four commuter coaches to begin the service.

More information, including a list of frequently asked questions, is available on the Loudoun County website at www.loudoun.gov/bus-tysons.

###

Marketing

- **Dulles Rail TMP marketing**
 - Logo
 - Flyers
 - Bus Wraps
 - Employer Solutions Team





EXPRESS YOURSELF

Loudoun → Tysons Corner

HELPFUL COMMUTER SERVICES

SmarTrip® Card Benefits

SmarTrip® cards make it quick and easy to pay fares on public transportation, including Tysons Express. Like a debit card, once you've added cash to your SmarTrip card, simply tap it against the farebox and go. In addition to cash-free convenience and faster boarding, SmarTrip fares are discounted. Cards can be purchased at the Loudoun County Government Center in Leesburg, select Metrorail stations and online at smartrip.com.

Guaranteed Ride Home Program

If you take the bus, you can get a free emergency ride home in the event of illness, personal emergency or unscheduled overtime. To register, call Commuter Connections at 800-745-8IDE or visit commuterconnections.org.

Brought To You By

Tysons Express serving Loudoun is operated by Loudoun County Transit and funded by the Metropolitan Washington Airports Authority's Dulles Corridor Metrorail Project. Tysons bus services are part of Virginia Megaprojects – a series of large scale transportation improvements designed to ease congestion in Northern Virginia. For more information on construction and all the transportation alternatives in and around Tysons Corner, visit GoTysons.org.

New Service Begins June 21

On June 21, the NEW Tysons Express commuter coach bus service will take its first passengers from Loudoun to Tysons Corner. Step aboard, and you'll enjoy a relaxing, comfortable ride that's free from navigating traffic.

You'll save time too. Buses will travel the Dulles Greenway and the Dulles Airport Access Road. Riding the bus should reduce the travel time of driving a car.

Schedules, Fares and Features

- Seven morning and seven evening trips each weekday
- Morning pickups at the new Leesburg Park & Ride Lot off Sycolin Road between 5:39 am and 8:20 am, and at the Broadlands Southside Park & Ride Lot between 5:50 am and 8:36 am
- Evening pickups at 18 stops in Tysons Corner, including major employment sites, between 3:30 pm and 6:51 pm
- One-way fares are just \$3.00 with a SmarTrip card, or \$3.50 with cash
- New coach buses feature free WiFi, reclining seats, overhead lighting and restrooms

TYSONS EXPRESS ROUTE



The Tysons Express route was established to help commuters during the construction of Metrorail to Dulles and the I-495 HOT lanes.

877-GO-LCBUS
loudoun.gov/bus-tysons

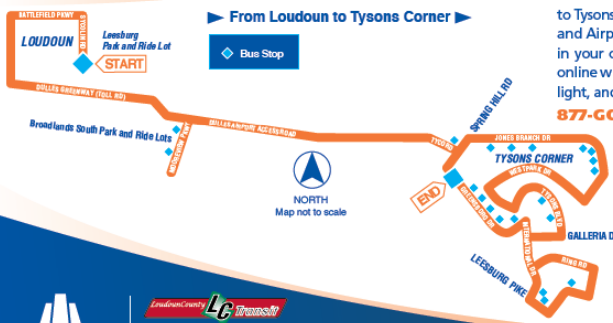
EXPRESS YOURSELF

TO TYSONS CORNER

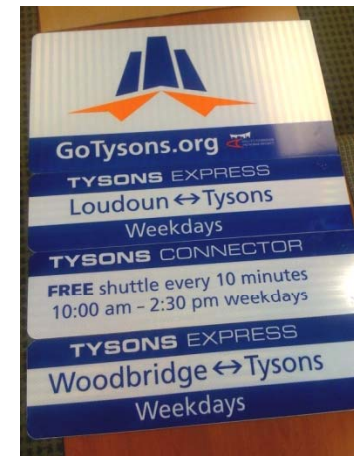
Tysons Express Service Begins June 21

Step aboard the NEW Tysons Express commuter coach bus service and enjoy a relaxing, comfortable ride from Loudoun to Tysons Corner. The Tysons Express travels the Dulles Greenway and Airport Access Road, so it's often faster than driving alone in your car. It's like finding time you never knew you had. Go online with free WiFi. Or tilt your seat back, flip on the overhead light, and catch up on a good book.

877-GO-LCBUS | loudoun.gov/bus-tysons



Tysons Express serving Loudoun is provided by Loudoun County Transit and funded by the Metropolitan Washington Airports Authority's Dulles Corridor Metrorail Project. For schedules, construction updates, and information on transportation alternatives in and around Tysons Corner, visit GoTysons.org.



Marketing

- **Events**

- “Keep Tysons Moving”
- Earth Day Fairs
- “Unlock Gridlock”
- Employer Transportation Fairs/Events (17 so far)



Marketing



Bus Service from Leesburg & Broadlands South to Tysons Corner with shuttle service available to Tysons East

Morning Schedule – Departures from Leesburg (Shelter 6) and Broadlands to Tysons Corner																							
Route	Leesburg - Shelter 6	Broadlands - Market Plaza	Market Plaza & Hite	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	
TC1	7:10	7:50	8:55	6:19	6:20	6:26	6:27	6:28	6:29	6:29	6:30	6:31	6:35	6:36	6:43	6:44	6:44	6:49	6:50	6:51	6:52	6:52	6:52
TC2	6:29	6:20	6:25	6:49	6:50	6:56	6:57	6:58	6:59	6:59	7:00	7:01	7:05	7:06	-	-	-	7:10	7:11	7:12	7:13	7:13	7:13
TC3	8:14	8:05	8:50	7:14	7:15	7:21	7:22	7:23	7:24	7:24	7:25	7:26	7:30	7:31	-	-	-	7:35	7:36	7:37	7:38	7:38	7:38
TC4	7:04	7:35	7:20	7:44	7:45	7:51	7:52	7:53	7:54	7:54	7:55	7:56	8:00	8:01	8:08	8:09	8:09	8:14	8:15	8:16	8:17	8:17	8:17
TC5	7:32	7:43	7:48	8:12	8:13	8:19	8:20	8:21	8:22	8:22	8:23	8:24	8:28	8:29	-	-	-	8:33	8:34	8:35	8:36	8:36	8:36
TC6	7:55	8:06	8:11	8:35	8:36	8:42	8:43	8:44	8:45	8:45	8:46	8:47	8:51	8:52	-	-	-	8:56	8:57	8:58	8:59	8:59	8:59
TC7	8:20	8:31	8:36	9:00	9:01	9:07	9:08	9:09	9:10	9:10	9:11	9:12	9:16	9:17	9:24	9:25	9:25	9:30	9:31	9:32	9:33	9:33	9:33

AM SHUTTLE SERVICE					
Route	Leesburg	Broadlands - Hite Plaza	Broadlands - Market Plaza	West Park Transit Station	Other
SH1	6:02	6:33	6:18	-	6:59
SH2	-	-	-	7:21	7:31
SH3	-	-	-	7:51	8:01
SH4	-	-	-	8:21	8:33
SH5	-	-	-	8:51	9:03

Bus Fares:
 SmarTrip® \$3.00
 Cash \$3.50
FREE WIFI

703-771-5665
www.loudoun.gov/bus-tysons

- OTS marketing
 - Newspaper ads
 - Posters in buildings and at the lots
 - Bus schedules distributed to public buildings
 - Email blasts
 - Press Release

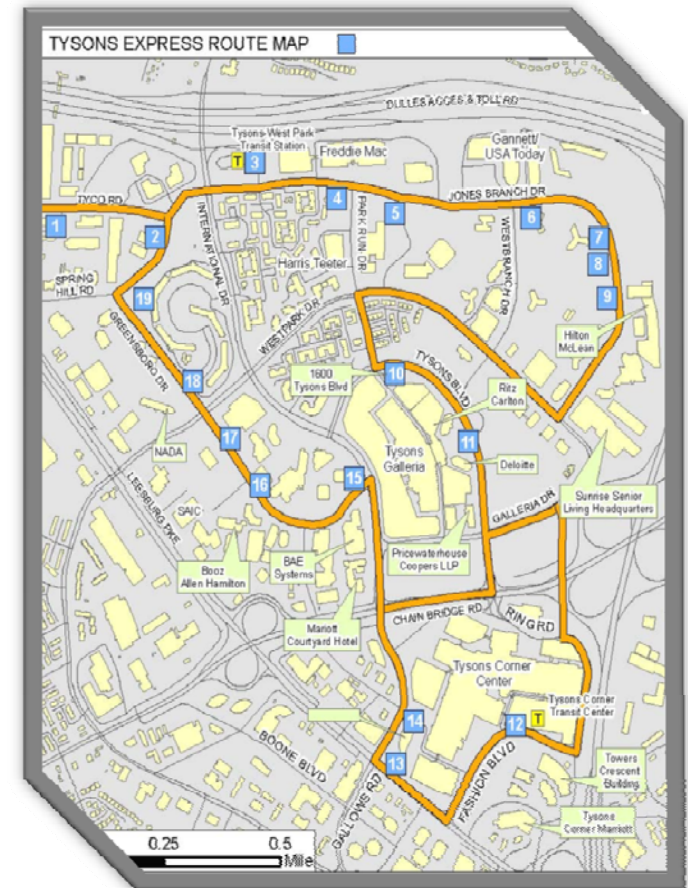
Launch Event

June 17, 2010



Service Description

- 4 buses that operate 7 AM and 7 PM trips
- Leesburg and Broadlands South park and ride lots
- 18 stops in Tysons Corner
- Tysons East stops added in September
- \$3 w/smartrip card or \$3.50 cash



Statistics

	Average Daily Ridership	Total Monthly Ridership
July	144	3022
August	164	3611
September	249	5239
October	274	5750
November	251	5277
December	205	4296
January	240	4802
February	255	5098

Notables:

337 passenger trips
on 3/2/11

February: average
passenger load
Monday thru
Thursday – 280