

I-66 Express Lanes Inside the Beltway

2017 Marketing & Outreach Campaign

Michelle T. Holland, Communications Manager
Virginia Department of Transportation
June 19, 2018



SITUATION & OBJECTIVES

SITUATION

Transforming the traffic-clogged Interstate 66 is a top priority to the Commonwealth of Virginia.

The nine-mile stretch of I-66, from I-495 (Capital Beltway) to U.S. Route 29 in Rosslyn, faced daily congestion, traffic bottlenecks and unreliable travel times.

On December 4, 2017, the Virginia Department of Transportation (VDOT) converted all lanes on this section of I-66, referred to as I-66 Inside the Beltway, to dynamically-tolled Express Lanes during rush hours in the peak commute direction.

The dynamic tolls would manage demand for the lanes, and deliver free-flowing and more reliable travel for carpoolers, buses and toll-paying drivers on I-66.

As the only interstate in the country limited to High Occupancy Vehicle (HOV)-only traffic during rush hours, solo drivers would have a new option to use the lanes by paying a toll. Vehicles with two or more people would continue to travel the lanes for free.

The I-66 Inside the Beltway Express Lanes are unique –they are the nation’s first peak-period, all lanes, dynamically-tolled roadway.

Ensuring that commuters had a clear understanding of how these new Express Lanes would work was critical to drivers’ safety and the overall success of this initiative. To achieve this goal, VDOT developed and executed a proactive marketing and outreach campaign.

MARKETING & OUTREACH CAMPAIGN OBJECTIVES

- Reach commuters and stakeholders to inform and increase awareness of how the Express Lanes would work including hours of operation, how dynamic tolling works, the need to get an E-ZPass or E-ZPass Flex, exemptions for HOV-2+ vehicles, removal of exemptions for specific audiences, as well as HOV and toll violations.
- Highlight project benefits for key groups.
- Create awareness of use of toll revenue to fund multimodal projects benefiting I-66.

MESSAGES, STRATEGIES & TARGET AUDIENCES

KEY CAMPAIGN MESSAGES

Express Lanes are coming to I-66 Inside the Beltway in December 2017.

Soon, anyone can travel on I-66 Inside the Beltway during rush hour.

If driving alone, you'll need to pay a toll with an E-Zpass. If carpooling, you can travel toll free with an E-Zpass Flex. If traveling by bus, you'll have more choices and a more reliable trip.

Learn more at 66expresslanes.org and improve your commute.

CAMPAIGN ARTWORK



CAMPAIGN STRATEGIES

Paid Media: Radio; Online advertising; Paid social media; Print ads and direct mailer in Washington Post; Print ads in magazines and local newspapers; TV spots; Bus exterior ads; Gas pump toppers

Direct Outreach: Customer-facing website; Earned media (press events and releases); Social media; Digital outreach; On-road signage along I-66; Signage and events at park and ride lots


TARGET AUDIENCE: I-66 COMMUTERS

- Single-Occupancy Vehicle, or “Solo” Drivers
- Carpoolers
- Transit Users
- Transit Operators
- Special User Groups
 - First Responders, Dulles Airport Drivers, Hybrid Drivers, Motorcyclists, Law Enforcement (On-Duty, Off-Duty), Transportation Providers (Bus, taxi, Uber/Lyft, car rental companies)

PAID BROADCAST MEDIA & WEBSITE


Radio was the primary paid media strategy to reach commuters.

RADIO



34MM IMPRESSIONS

- 691 SPOTS/WEEK
- 87.6% OF DMA
- AVERAGE OF 12X EACH



11/13-12/17

Listen to a pre-launch radio spot by clicking the green speaker icon above

NBC4-TV

5MM IMPRESSIONS



- :05 SPOT BILLBOARD FOLLOWING TRAFFIC REPORT • 130 SPOTS
- REACH OF 82% • AVERAGE OF 10X EACH • **OCTOBER-DECEMBER**

Hear the TV voiceover by clicking the Express Lanes graphic above

WEBSITE

194,050 PAGE VIEWS

99,428 VISITS FROM THE SEPTEMBER 5 LAUNCH THROUGH DECEMBER 31, 2017



66expresslanes.org

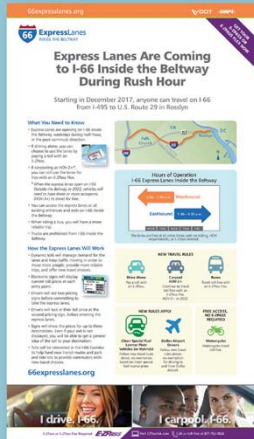
A dedicated customer-facing website was launched in September 2017, providing a one-stop shop of information and resources. Primary call-to-action for most digital and print messaging and advertising.

PAID PRINT ADS

WASHINGTON POST
5MM
TOTAL CIRCULATION

- 3 FULL PAGE
- 3 FULL RUN STICKER AD
- 2 DIRECT MAIL (NOVA ZONED)
- 1 LOCAL LIVING (NOVA ZONED)

11/12, 11/26, 12/10



LOCAL NEWSPAPERS

NOVEMBER - DECEMBER RUN DATES

160,000 TOTAL CIRCULATION

FULL PAGE ADS, FOUR TIMES
CONNECTION NEWSPAPERS: ARLINGTON, FAIRFAX, MCLEAN, CENTRE VIEW, CHANTILLY

FULL PAGE ADS, THREE TIMES
FALLS CHURCH NEWS-PRESS, FAIRFAX SUN GAZETTE, ARLINGTON SUN GAZETTE, INSIDE NOVA PRINCE WILLIAM, LOUDOUN TIMES MIRROR



FOREIGN LANGUAGE NEWSPAPERS

113,000
TOTAL CIRCULATION

FULL PAGE ADS EL TIEMPO LATINO, WASHINGTON HISPANIC, KOREA DAILY
11/3, 12/1, 12/15



MAGAZINES

275,000
TOTAL CIRCULATION

FULL-PAGE ADS—
NORTHERN VIRGINIA,
WASHINGTONIAN
NOVEMBER ISSUES



SOCIAL MEDIA & EMAIL

TWITTER



October 31– December 4

163,045 ORGANIC REACH

23 TWEETS TO
23,800 FOLLOWERS
 204 RETWEETS
 115 LIKES
 77 COMMENTS

FACEBOOK

November 29 – December 4

113,301
 IMPRESSIONS

Geo-targeted, paid promoted posts linking to VDOT's statewide page

58,180 LIKES
57,660 FOLLOWERS



E-BLASTS

August 24 – November 2

Regular email blasts sent to stakeholder list of 6,643



PAID OUTSIDE ADVERTISING

BUS EXTERIOR ADS

20 MM
IMPRESSIONS/MONTH

PRTC OMNIRIDE, FAIRFAX CONNECTOR, LOUDOUN CO. TRANSIT, WMATA METRO BUS
10/2-12/31



GAS PUMP TOPPERS

116,500
IMPRESSIONS

PER STATION/MONTH
35 GAS STATIONS



PARK AND RIDE LOTS

144,000
IMPRESSIONS

10 NORTHERN VIRGINIA LOCATIONS
3600* VISITORS DAILY,

11/3-12/31 *PROJECTED APPROXIMATE FIGURES



EARNED MEDIA

EARNED MEDIA HIGHLIGHTS

125

NEWS STORIES and SEGMENTS

Alexandria News, Arlington Connection, ARL Now, Bacon's Rebellion, Connection Newspapers, Culpeper Star-Exponent, Dale City Patch, DCW 50, Economic 21, Equipment World News, Fairfax News, Fairfax Times, Falls Church News-Press, Fauquier Times, Greater Greater Washington, Inside NOVA, KAZU, KIRO 7, Local DVM, Loudoun Co. Official Website, Loudoun Now, Loudoun Times-Mirror, Loudoun Tribune, NBC 4, News Leader, Oakton Patch, PJ Media, Potomac Local, Prince William Living, Prince William Times, Quartz, Reason Foundation, Richmond Times-Dispatch, The Seattle Times, Slate, Streetsblog USA, US News, Vienna Patch, WAMU, Washington Business Journal, Washington Examiner, Washington Post, Washington Times, WDVM, WHSV, Winchester Star, WJLA, WMAL, WTOP, WTTG, WUSA9, WVTF

Interstate 66 tolling to begin Dec. 4

By Lee Lash | November 22, 2015

Tolling on a portion of Interstate 66 in Northern Virginia will begin Dec. 4, officials with the Virginia Department of Transportation said Thursday.

The new tolling system will take effect on nearly 10 miles of I-66, from Route 29 in Reston to the Interstate 495. The tolling will be in place weekdays only, during rush hours and in the peak direction. As part of the transition, Virginia will extend the rush-hour periods by 90 minutes in the morning and evening, meaning that the highway will be tolled 5:30 to 9:30 a.m. in the eastbound direction and 3 p.m. westbound.

The lanes will remain free to all users during off-peak hours and weekends.

[Virginia is getting more people will form to transit than I-66 tolling begins]

Solo drivers who are willing to pay will be able to use the lanes during the morning and afternoon rush hours, a change in a decades-long restriction to keep the peak-direction lanes open only to cars with two or more occupants. The lanes will continue to be free for carpools who have a toll transponder set to HOV.

Hybrid drivers, who are allowed to drive solo in HOV lanes, will lose that privilege. They will be tolled if riding alone.

Motorcycles don't need a transponder and can continue to use the lanes free during the tolling hours.

Users should keep in mind that tolls will be collected electronically, which means drivers need an E-ZPass, or an I-66 Express Lanes if they are carpooling. The fee goes allows drivers to use the lanes free when set on carpool mode.

Testing of the new system will continue in the next few weeks to make sure the equipment is working properly, transportation officials said at a briefing with Northern Virginia leaders Thursday. Drivers will notice signs announcing the upcoming change and flashing from the toll gantry as part of the ongoing testing.

Northern Va. transportation projects move forward with hopes of easing congestion

By Kristi King | WTOP.com | November 1, 2015 6:11 am

The largest grant in the country, 30 percent of all the money DC uses on transportation in this area right here, Virginia's Transportation Infrastructure Advisory and Funding Act, DC, 2015, when starting.

STAFFORD COUNTY, Va. — The single, reversible travel lane extending the 95 Express Lanes two miles farther south into Stafford County, Virginia, might seem like a humble addition, but state leaders believe it represents a puzzle piece that will lead to a prettier traffic picture.

"This is another step toward extending the express lanes and providing more reliability and more dependable trips in this corridor," Virginia Department of Transportation Commissioner Charlie Kiparick said after Tuesday's ribbon cutting for the new lane.

The 95 Express Lanes are available to single drivers who pay a toll or High Occupancy Vehicle (HOV) 2+ carpools.

"The project that we built here and that we're opening today will accommodate two southbound lanes in the future," Kiparick said.

"As part of the development of this project, we designed and graded the roadway, the road bed out so that when the express lanes are extended south of here, the second lane will be incorporated as part of that work," Kiparick added.

"This signifies the beginning of things to come," Virginia Transportation Secretary Andrew Jayne said after the ribbon-cutting news conference.

Jayne said plans to extend the 95 Express Lanes an additional 10 miles to Route 17 in Fredericksburg are being finalized now, and that money for the project will come from state, federal and private partners.

"That project will be delivered. We're now working on the final details, and when they're done, there will be an announcement. But I can assure you that that extension will happen," Jayne said.

Cover 10 D.C. the Interstate 95 HOV 3 lanes north of the Capital Beltway will become an extension of the 95 Express Lanes in late 2016. Roadway

How the New I-66 HOT Lanes Will Change Your Commute

By Steve Del Carlo

Northern Virginia's dual HOT (High-Occupancy Toll) lanes project will soon be open to the morning public.

Beginning Dec. 4, rush-hour-only lanes will open on I-66 inside the Beltway, from I-495 east to Route 29 in Reston. State officials say these lanes are unique among toll projects across the country, and differ in important ways from the other two HOT lanes in Northern Virginia along I-495 and I-95.

Here are some key questions and answers to prepare drivers for what to expect, with the help of the Virginia Department of Transportation's tolling director David Caselli.

When will I have to pay the toll?

Only during rush hours and only during the "peak direction," meaning eastbound in the morning and westbound in the afternoon. "This is a pure time facility, which is very unique in the tolling industry," said Caselli.

How is this different from I-66 inside the beltway today?

For the first time, commuters driving by themselves (single-occupant vehicles) will be allowed to use the lanes during rush hour as long as they have an E-ZPass. Today, only HOV-2 carpools are allowed in the lanes during the peak period, with exceptions for emergency vehicles, hybrid owners with clean fuel burner plates, and people driving to and from Dulles Airport.

Once the HOT lanes open in December, the exceptions will disappear. Everyone will need an E-ZPass, including carpools who will need the E-ZPass Plus transponder that will allow them to take advantage of their toll-free trip, Caselli said. There will be no "free lanes" running parallel to the HOT lanes. The Dulles Access Road will continue to exist, however.

Motorcycle riders will see no change.

When will the tolls be charged during the day?

Tolls will be in effect in the eastbound direction from 5:30 to 9:30 a.m. and in the westbound direction from 1 to 7 p.m. At all other times, I-66 inside the Beltway will function just as it does today open to all traffic.

How much will the tolls cost?

It depends on pricing, meaning the amount will change throughout rush hour depending on traffic volume: the more traffic, the higher the toll. "At the decision points where a driver would decide to access the highway, there will be a series of signs that tells you the price to those destinations," Caselli said. "This pricing is based on the number of vehicles in that zone."

MEDIA & STAKEHOLDER EVENT

PRESS EVENT

A key strategy in our outreach and marketing campaign was to initiate high-profile media and stakeholder events.

Ribbon Cutting Event Celebrating I-66 Multimodal Projects

Virginia's former Governor Terry McAuliffe and Secretary of Transportation Aubrey Layne, joined state and local elected officials and partners, to celebrate the launch of the first group of multimodal improvement projects, called "I-66 Commuter Choice" program, which will play an important role in moving more people and reducing congestion on I-66 Inside the Beltway.

The ten new projects, which received a total of \$9.8 million by the Commonwealth, are expected to move as many as 5,000 additional people daily through the I-66 Corridor by the end of the first year of Express Lanes tolling.

Future multimodal projects will be funded by toll revenue generated by the I-66 Inside the Beltway Express Lanes.



Results:

Ribbon Cutting event generated positive media coverage in all major media outlets in Washington, D.C. area, providing an opportunity to inform the public about the Express Lanes opening and showcase the Commonwealth's commitment to reinvesting toll revenue into multimodal improvements benefitting I-66.

RESULTS

PAID CAMPAIGN

Total potential audience-reach of more than 100 million (does not include earned media).

- Radio ads: Combined 34 million impressions
- TV sponsorship ads: 5 million impressions
- Facebook paid ads: 113,301 impressions
- Print campaign: Reaching more than 5.5 million
- Commuter bus exterior ads: 60 million impressions
- Gas pump toppers at 35 stations: 349,500 impressions per station
- Signs at ten park and ride lots in Northern Virginia: 144,000 impressions

EARNED OUTREACH AND MEDIA CAMPAIGN

Festivals and events: 16 events attended by more than 300,000 people

Outreach events during rush hours at commuter parking lots

Customer-focused website: More than 99,42 visits and 194,050 page views since launching on September 5, 2017 to December 31, 2017

On-road signage along and near I-66 reaching thousands of commuters

Tailored outreach materials distributed to special user groups including two mailings of 17,000 letters to registered owners of hybrid vehicles; posters and information at AAA customer stores; and signage and email blasts to the Dulles Airport community

Regular email blasts sent to stakeholder list of 6,643

More than 275 public and stakeholder outreach meetings including formal hearings, public information meetings, elected officials briefings, homeowner and neighborhood briefings, and community festivals

I-66 EXPRESS LANES USAGE DATA FROM FIRST FOUR MONTHS (December 4, 2017 – April 30, 2018)

- Increase in E-ZPass distribution for I-66 travelers:
 - E-ZPass penetration on I-66 increased from 56.7% to 88%
 - 44% of Express Lanes users had E-ZPass in toll mode and 44% were carpoolers with E-ZPass Flex
- 44% of drivers chose to pay a toll to use the Express Lanes, indicating public awareness of the new Express Lanes.



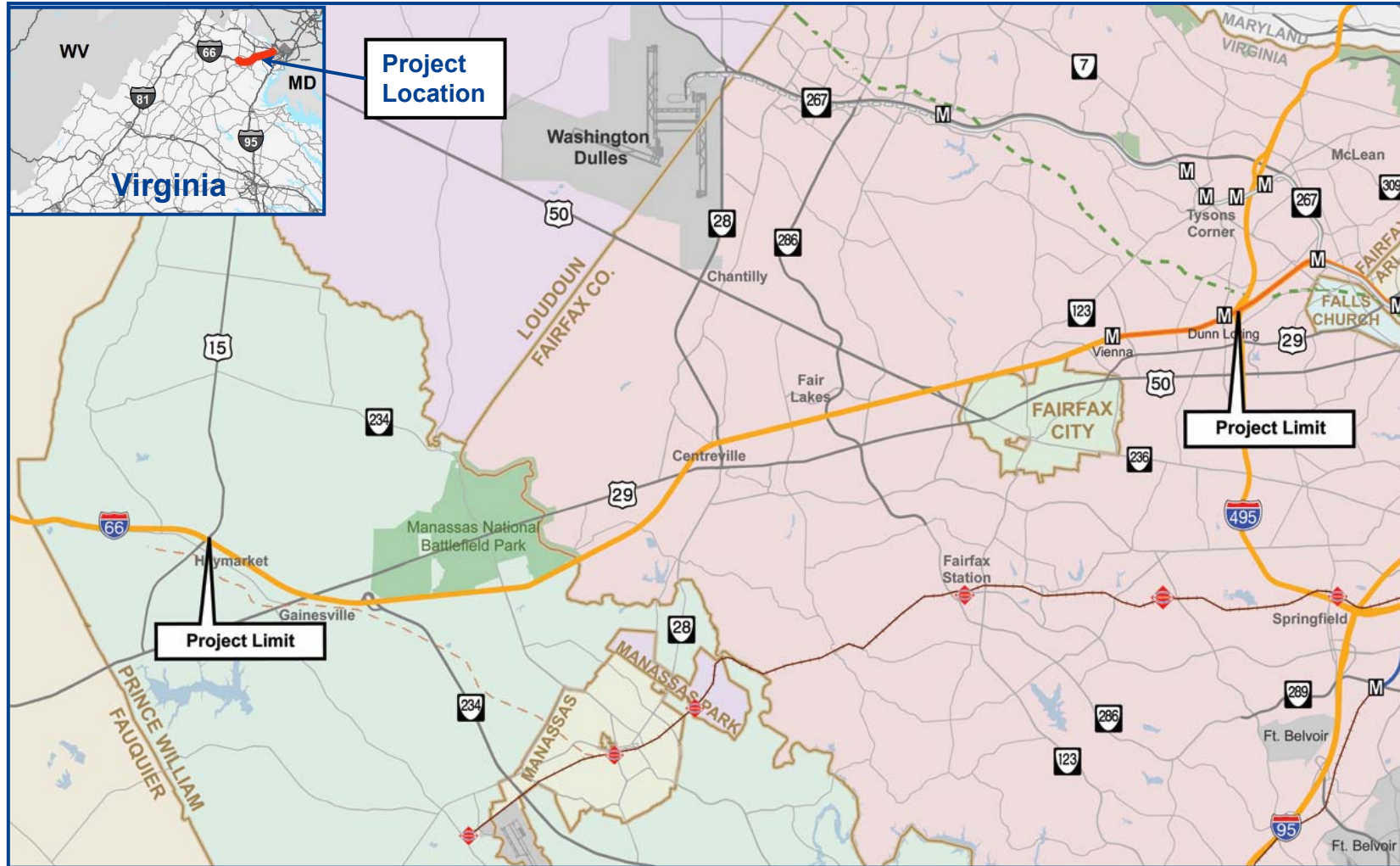
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I-66 Outside the Beltway Project Communications Program



I-66 Outside the Beltway Project Area

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TRANSFORM 66



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Project Scope

Two Express Lanes (convert existing HOV lane & add one lane)

- HOV-3+ and buses travel free
- Non-HOV tolled
- Congestion-based tolls (similar to other Express Lanes in region)
- Converting HOV-2+ to HOV-3+ by 2020, consistent with the region's CLRP

Three regular lanes

- Open to all traffic
- No tolls
- Ramp-to-ramp connections between interchanges (auxiliary lanes)
- Safety, interchange and operational improvements

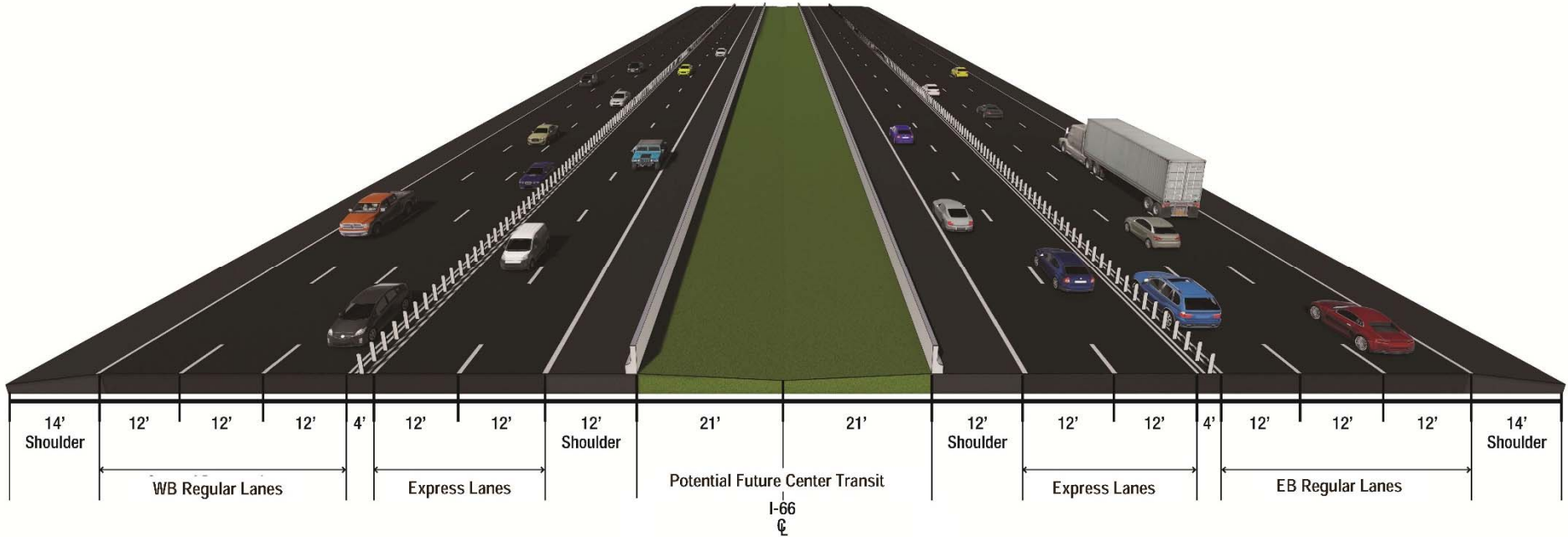
New transit service and other multimodal improvements

- High-frequency, fast and reliable bus service during extended peak periods
- Park-and-Ride facilities
- Transportation Demand Management (TDM) strategies
- Bicycle and pedestrian trail and improvements



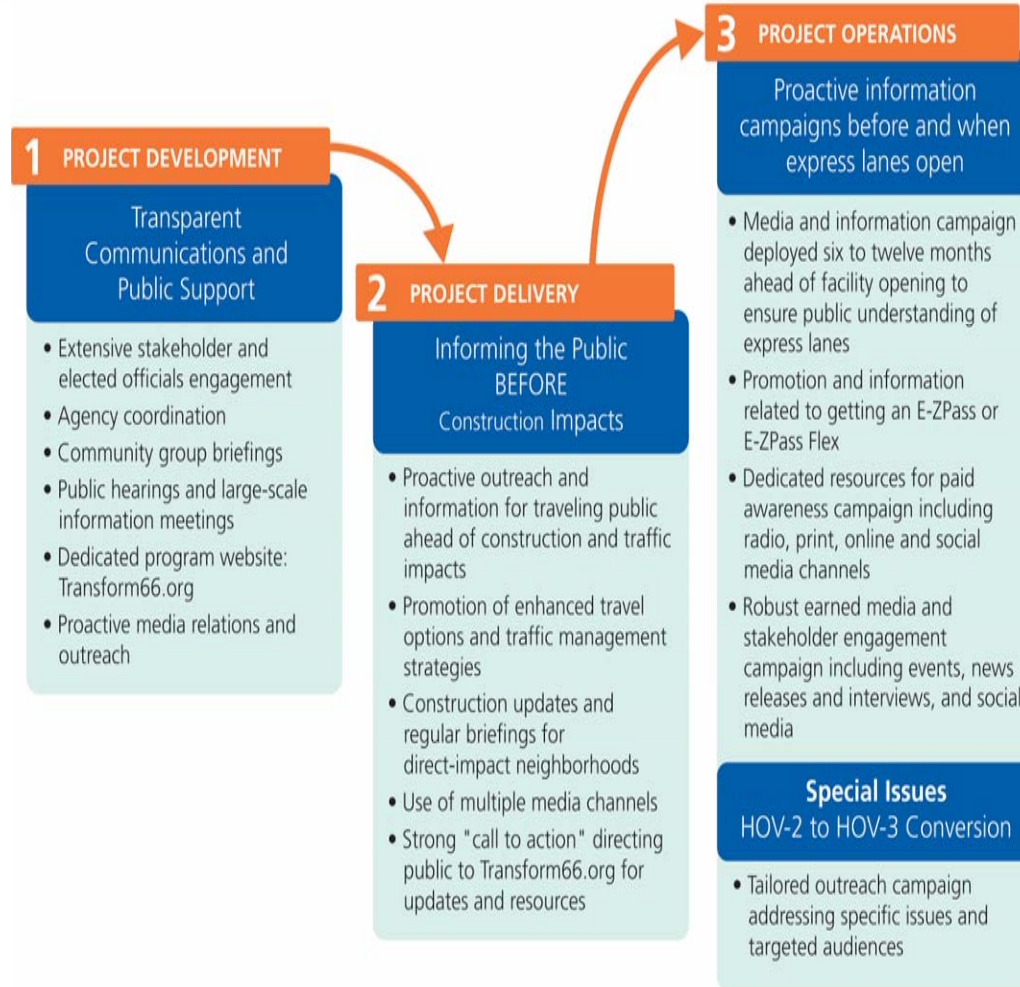
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Preferred Alternative Mainline Cross Section



**Flexible barrier with buffer, median for potential future transit
(with auxiliary lanes, if needed)**

Transform 66: Communications Goals and Objectives





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Project Activities Requiring Communications Support

Project Development

- Tier 2 Environmental Assessment & Preliminary Design
- Procurement Process, Including Selection of Project Delivery Method and Private Partner
- Participation in development of contractual technical requirements
- HOV-2 to HOV-3 Conversion on I-66
- Project Design Revisions

Project Delivery

- Partnered approach with private partner and design-build contractor
- Communications plan that defines roles and responsibilities; VDOT lead
- Construction Activities and Impacts
- Lane Closures and Traffic Shifts/Changes
- Major Construction Milestones
- Ribbon Cutting Ceremonies for Improvements
- Construction or Traffic Emergencies or Major Incidents

Pre-Launch / Operations

- Customer-facing Website
- Marketing and Information Campaign; Private Partner Lead
- Close coordination with District and Central Office leadership



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EFFECTIVE COMMUNICATIONS STRATEGIES AND TOOLS



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Identifying and Assessing Key Stakeholder Groups

Stakeholder Groups
Elected Officials
Localities
Partner agencies
Transit agencies including WMATA, DRPT and VRE
Transit users
Bicycle/Pedestrian Advocates
Environmental Advocates
Direct-impact property homeowners
Nearby school representatives
Community Activists
Hybrid Drivers
Carpool Audiences
Commuters
Special Stakeholder Groups



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Extensive Stakeholder Outreach and Engagement

- Large-scale Public Information Meetings
- Public Hearings
- Close coordination with region's elected officials
 - Northern Va. Congressional Delegation
 - General Assembly members
 - Local officials
- Agency coordination: Stakeholder Technical Agency Group (STAG)
- Community group briefings
 - More than 475 outreach meetings to date
- Community festivals and events

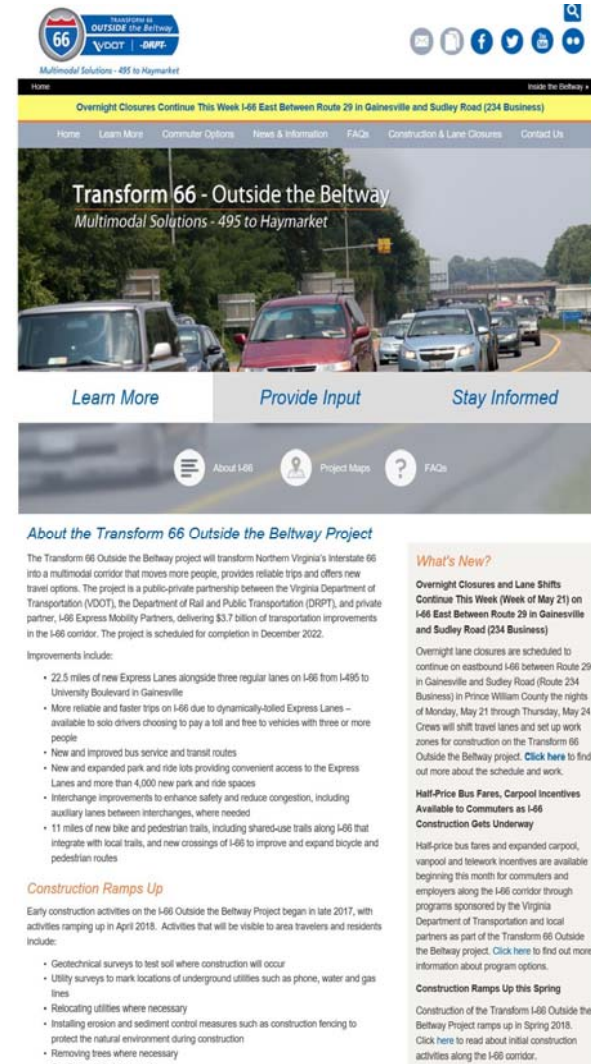




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Dedicated Project Website: Transform66.org

- May 2018 traffic
 - 4,150 site visits, 3,070 unique visitors, 1,780 new visitors
 - Busiest mid-week (125-250 visits per day), slowest on weekends (50-100)
 - Average visit 2.7 pages, 6:46 time spent on site
- Since 2015 launch
 - 172,761 site visits, 110,630 unique visitors
- Most popular pages
 - Construction and Lane Closures
 - Maps
 - FAQs
 - Learn More
 - Commuter Options
 - Design Public Hearings



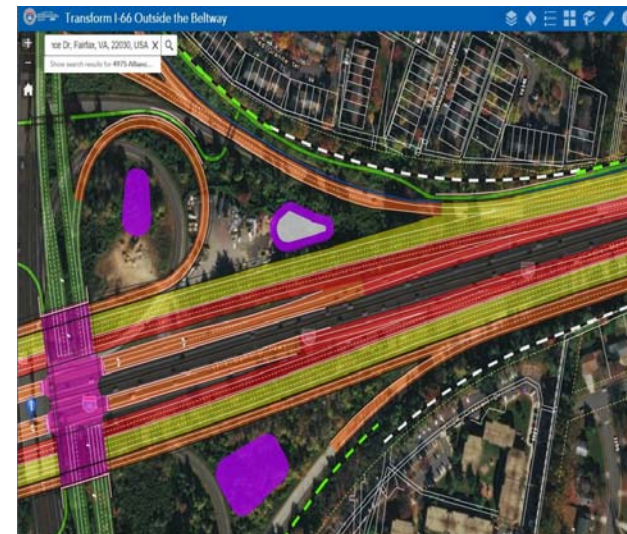
TRANSFORM 66



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Interactive Map Tool

- Residents, travelers, interest groups, elected officials want to see the project plans to better understand the project
- Team launched an interactive map on the project website in November 2017 ahead of design public hearings
- Maps page is third visited page on the site



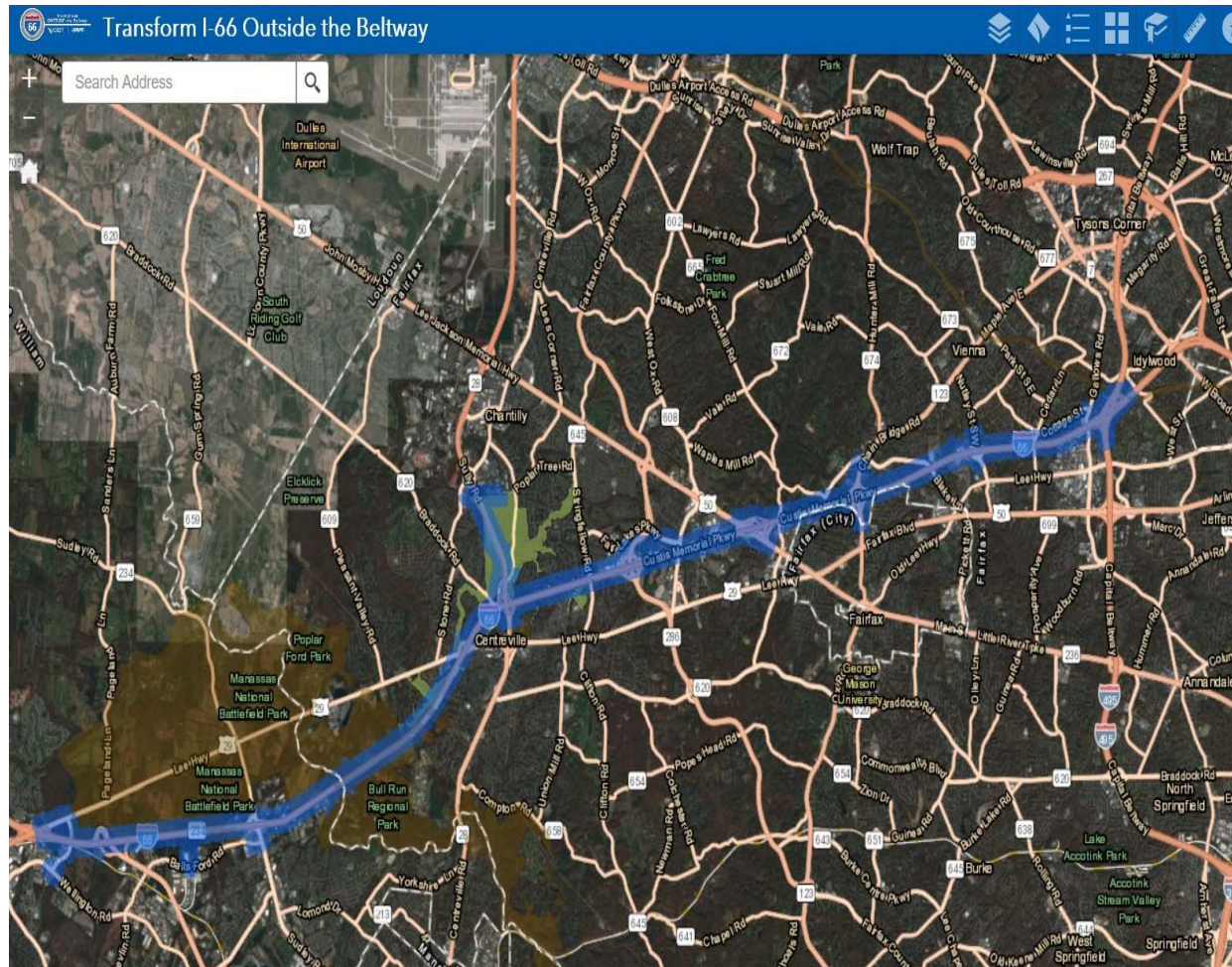


TRANSFORM 66
OUTSIDE the Beltway

VDOT | DRPT

Interactive Map: Full Project Corridor

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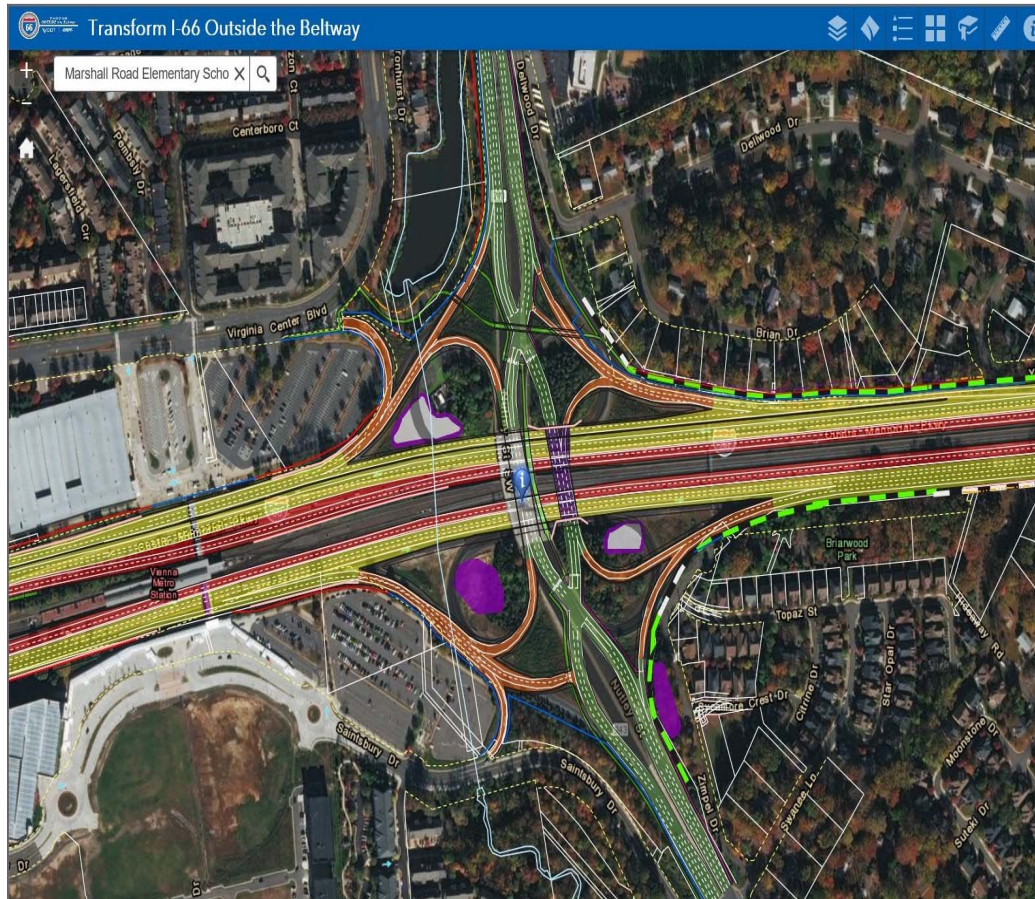


TRANSFORM 66



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Interactive Map: Interchange Views

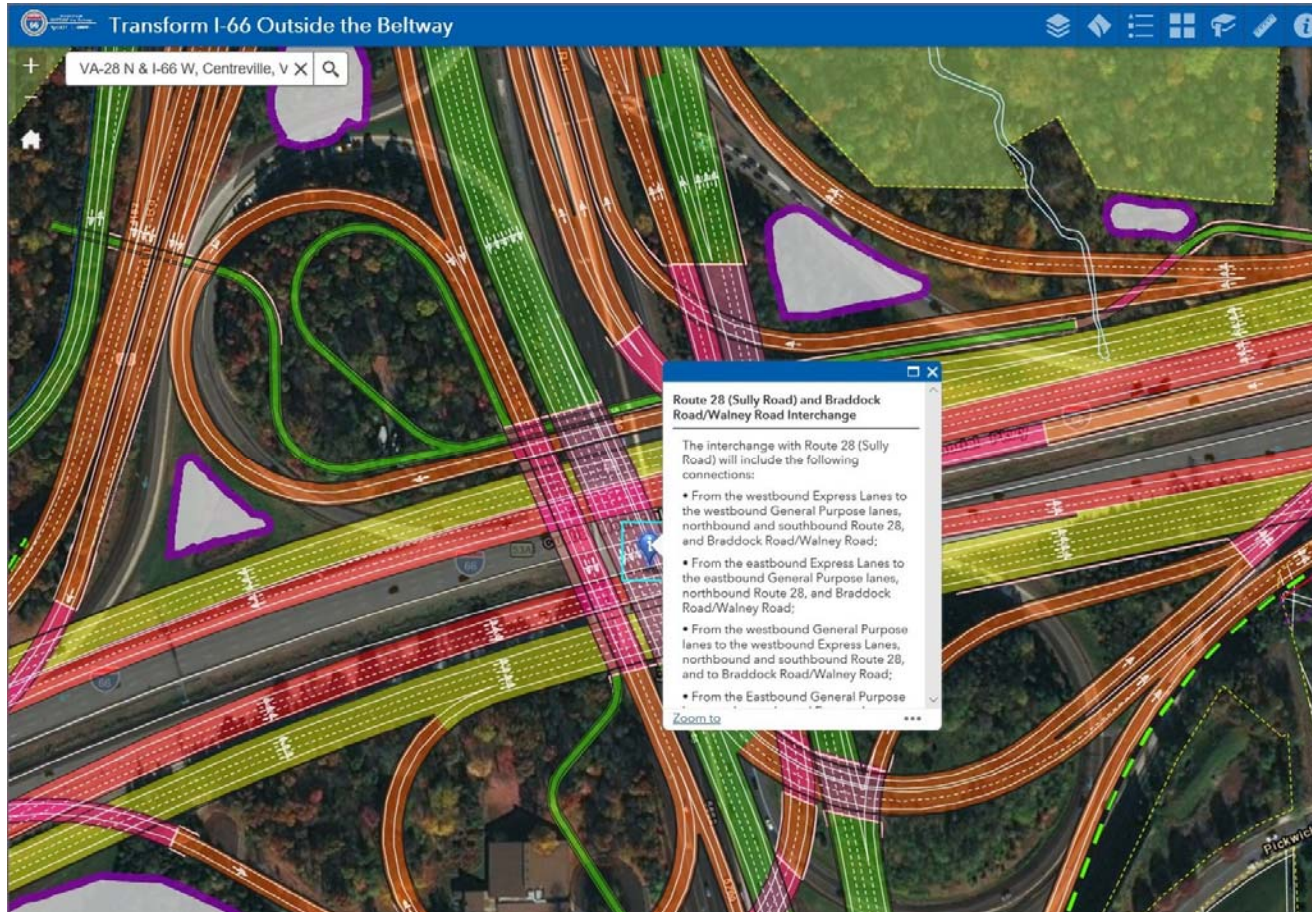


TRANSFORM 66



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Interactive Map: Interchange Details



TRANSFORM 66

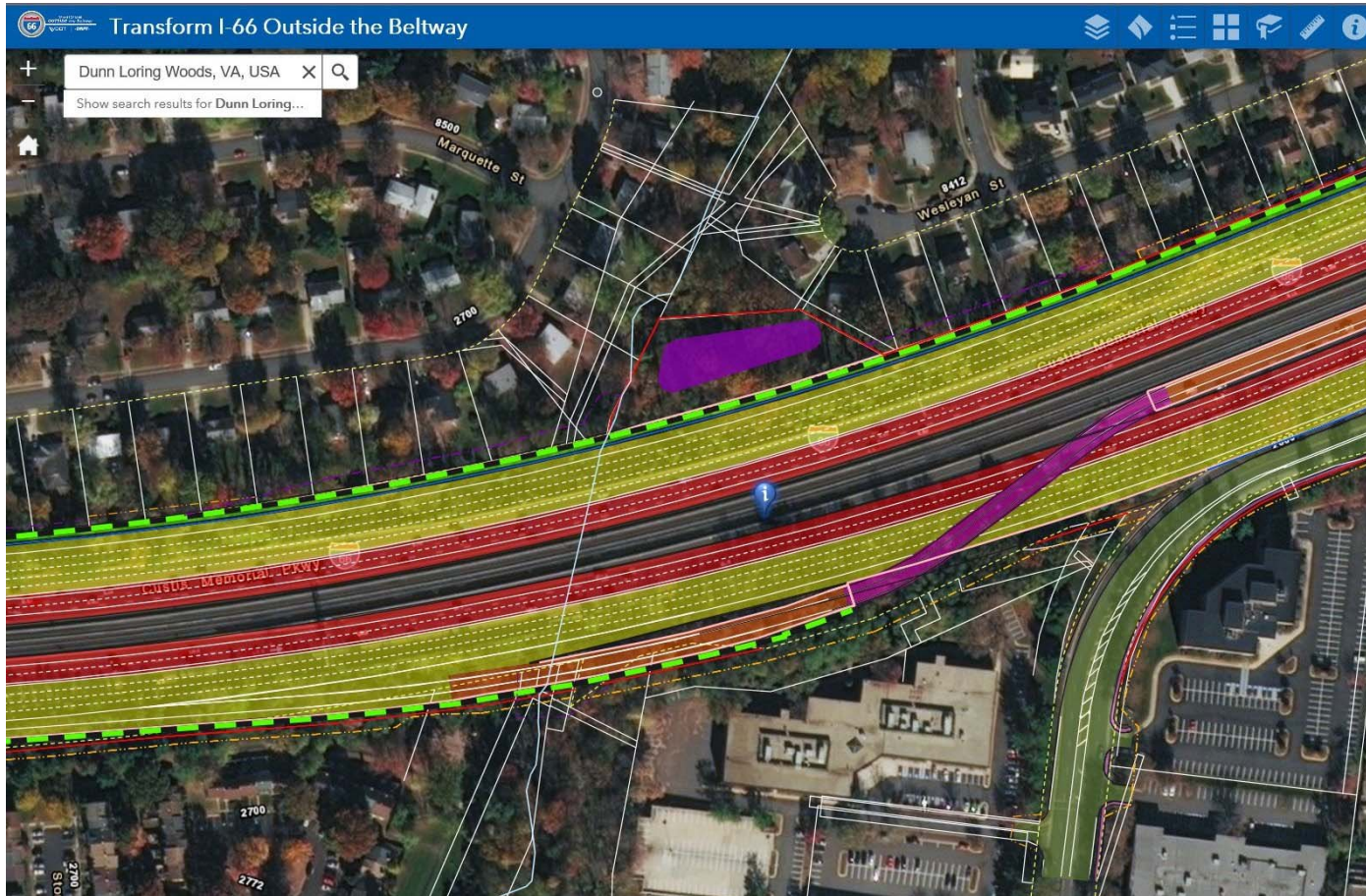


TRANSFORM 66
OUTSIDE the Beltway

VDOT | DRPT

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Interactive Map: Neighborhood Views



TRANSFORM 66



TRANSFORM 66
OUTSIDE the Beltway

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Interactive Map: Property-level Views

Transform I-66 Outside the Beltway

13600 Fox Meadow Ct, Centrevi X

Show search results for 13600 Fox M...

Fox Meadow Ct

Parcels: 0542 06 A

PIN	0542 06 A
PARCEL_KEY	117,304.00
PARCEL_TYPE	ORDINARY
SRC_CONTROL	UNKN

Zoom to

TRANSFORM 66



TRANSFORM 66
OUTSIDE the Beltway

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Interactive Map: Future Improvements

Transform I-66 Outside the Beltway

park and ride, gainesville va

Show search results for university blv...

Lee Hwy

University Blvd

Norfolk Southern Railroad

(1 of 2)

Gainesville Bus Service Information

- Beginning opening year, peak-period commuter bus service* to:
 - Reston (every 25 minutes)
 - Tysons Corner (every 30 minutes)
 - Washington, DC (every 20 minutes)
- Four bus bays, covered waiting areas, real-time and static parking and bus service information

*Service plan to be confirmed prior to project opening year.

Zoom to

TRANSFORM 66



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Email Blasts

Project uses Constant Contact to communicate regularly to stakeholders:

- Elected officials, news media, community members
- 6,643 “subscribers” as of May 2018
- Typical open rates > 35%

Communications include:

- Traffic alerts about construction work that closes lanes
- Monthly e-newsletter
- Notices about public information meetings
- Media advisories



TRANSFORM 66
OUTSIDE the Beltway

VDOT | DRPT

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Sample Email Blasts

Transform 66 Updates
FRIDAY, JUNE 2, 2017


Transforming 66 Outside the Beltway
Public Information Meetings on June 12, 14 and 15

VDOT and I-66 Express Mobility Partners (66 EMP), the partner selected to deliver the 66 Outside the Beltway project, are hosting public meetings at the following locations and times:

- Monday, June 12, 2017**
Oakton High School Cafeteria
2900 Sutton Road, Vienna, VA 22181
- Wednesday, June 14, 2017**
Stone Middle School Cafeteria
5500 Sully Park Drive, Centreville, VA 20120
- Thursday, June 15, 2017**
Piney Branch Elementary School Cafeteria/Gym
8301 Linton Hall Road, Bristow, VA 20136

All meeting times are 6-8:30 p.m. A brief presentation will be held at 7 p.m., followed by a question-and-answer session. Information will be provided on the current project status and schedule. 66 EMP concept plans, and upcoming activities in the I-66 corridor. Technical staff will be on hand to answer one-on-one questions before and after the presentation.

Additionally, our project team has been active in smaller-group settings, holding more than 35 briefings for community groups and elected officials since January. If your community would like to request an in-person briefing, please email Transform66@vdot.virginia.gov and a member of our project outreach staff will contact you. Our team also is appearing at several Northern Virginia festivals and fairs throughout the spring, summer and fall. Please consider visiting our station at [these](#) events.



The Transform 66 Outreach Team briefs festival-goers about the project.

VDOT Virginia Department of Transportation
TRAFFIC ALERT
VirginiaDOT.org

RELEASE: Immediate
CONTACT: Michelle Holland, 703-586-0487
Michelle.Holland@vdot.virginia.gov

CONSTRUCTION RAMP UP THIS MONTH ON I-66 OUTSIDE THE BELTWAY
Traffic shifts, barrier installation, and survey and utility work to get up and running.

FAIRFAX, Va. - The Virginia Department of Transportation (VDOT) announced that starting in late March, crews will begin installing concrete barriers, setting up work zones on sections of I-66 Outside the Beltway, ramping up on the Transform I-66 initiative. This early work will allow heavier construction on the new express lanes and other improvements that are being built along the project corridor on I-66 between I-495 and Gainesville. Construction design-build project is scheduled to run until late 2022.

Four travel lanes will remain open during peak periods throughout HOV-2 regulations on I-66 remaining in effect on weekdays from 6:00 a.m. to 3:00 p.m. in the eastbound direction and 3-7 p.m. in the westbound direction. Lane closures during mid-day periods on weekdays, as well as during weekends.

In addition to roadway work, other early construction activities this month include relocating utilities where necessary, grading, installing erosion and sediment control measures such as concrete curbs, and the natural environment during construction, and removing vegetation.

Initial construction activities will occur in the following locations:

- Eastbound I-66 at I-495/Capital Beltway (mile marker 50.0 - 50.5)
- Both directions on I-66 between Chain Bridge Road and Waples Mill Road (mile marker 59.9-58.9 in the westbound direction and 58.8 - 59.9 in the eastbound direction)
- Both directions on Route 28 north of I-66 between north of Braddock and Walney Roads
- Both directions on I-66 near Gainesville between Front Royal and University Boulevard (mile marker 43.2 - 46.5)
- University Boulevard park and ride lot near the interchange

Travelers are advised that as construction ramps up, there will be "Red X" signs in use between Route 50 and the Traffic Management (ATM) system, which will be used to manage traffic. Travelers can sign up to receive regular construction and lane closure information at www.vdot.virginia.gov/transform66.org.

When the project is complete, the transformed I-66 will ease congestion and move more people along the 22.5-mile corridor.

The Transform 66 Outside the Beltway Project, which will deliver \$3.7 billion of transportation improvements in the I-66 corridor, is a public-private partnership between VDOT, the Department of Rail and Public Transportation and private partner I-66 Express Mobility Partners. Project construction is being led by design-build contractor FAM Construction, LLC, a partnership between Ferrovial Agroman US and Allan Myers, VA.

TRANSFORM 66 Outside the Beltway
I-66 express mobility partners
fam construction, LLC

Project Update: May 2018

We're transforming I-66 to provide safer, more reliable travel options for more people across Northern Virginia. By the end of 2022, the Transform 66 Outside the Beltway project will add Express Lanes stretching 22.5 miles from the Capital Beltway to Route 29 in Gainesville, rebuild major interchanges along the I-66 corridor, create thousands of new park and ride spaces, and expand trail options for cyclists and pedestrians.

VDOT, Local Agencies Providing Commuters with Options, Incentives During Construction

Half-price bus fares and expanded carpool, vanpool, and telework incentives are available beginning this month for commuters and employers along the I-66 corridor through programs sponsored by VDOT and local partners as part of the Transform 66 project. The programs encourage Northern Virginia residents and workers to find alternatives to driving alone on I-66 as construction accelerates in the project corridor.

Highlights include:

- Half-price fares on PRTC Omniride I-66 bus routes from Gainesville and Manassas
- Ride for \$1 on select Fairfax Connector bus routes that operate on I-66 with service to the Vienna Metro
- New commuter bus service from Front Royal to Washington, D.C.
- Incentives to form a vanpool on I-66
- Incentives for new carpools on I-66
- Incentives and employer assistance to establish telework programs

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

Learn More



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Media Relations

- Proactive, media relations strategy using events, targeted pitching, one-on-one interviews and/or briefings, and responsive media relations
- Leverage long-established relationships with news media at staff and agency level
- Identify and prepare strong, willing spokesperson(s) for project
- Understanding of media requests that require elevation to Central Office and/or Office of the Secretary





Multimodal Solutions - 495 to Haymarket

- Provide travelers and direct impact communities with advance and real-time information about lane closures and construction information through:
 - Transform66.org
 - News media
 - Stakeholder E-blasts (6,643 subscribers, 18 E-blasts so far in 2018)
 - VDOT's Northern Virginia Twitter
 - Virginia 511
 - Variable Message Signs
 - Community and homeowner association meetings

Construction Communications



Virginia Department of Transportation

TRAFFIC ALERT

VirginiaDOT.org Transform66.org

RELEASE: Immediate
March 8, 2018

CONTACT: Michelle Holland, 703-586-0487
Michelle.Holland@vdot.virginia.gov

CONSTRUCTION RAMP UP THIS MONTH ON I-66 OUTSIDE THE BELTWAY
Traffic shifts, barrier installation, and survey and utility work to get underway

FAIRFAX, Va. - The Virginia Department of Transportation (VDOT) announced today that starting in late March, crews will begin installing concrete barriers, shifting lanes and setting up work zones on sections of I-66 Outside the Beltway, ramping up construction on the Transform I-66 initiative. This early work will allow heavier construction to begin on the new express lanes and other improvements that are being built along the 22.5-mile project corridor on I-66 between I-495 and Gainesville. Construction on the \$2.3 billion design-build project is scheduled to run until late 2022.

Four travel lanes will remain open during peak periods throughout construction, with HOV-2 regulations on I-66 remaining in effect on weekdays from 5:30-9:30 a.m. in the eastbound direction and 3-7 p.m. in the westbound direction. Lane closures will occur during mid-day periods on weekdays, as well as during weekends and overnight hours.

In addition to roadway work, other early construction activities that will get underway this month include relocating utilities where necessary, grading and drainage work, installing erosion and sediment control measures such as construction fencing to protect the natural environment during construction, and removing trees where necessary.

Initial construction activities will occur in the following areas:

- Eastbound I-66 at I-495/Capital Beltway (mile marker 64.8-65.5)
- Both directions on I-66 between Chain Bridge Road (Route 123) and east of Waples Mill Road (mile marker 59.9-58.9 in the westbound direction; mile marker 58.8 - 59.9 in the eastbound direction)
- Both directions on Route 28 north of I-66 between Westfields Boulevard and just north of Braddock and Walney Roads

Gainesville between Route 29 and west of Sudley (mile marker 65.5) and ride lot near Gainesville (east of Route 29)

Construction ramps up and lane shifts are implemented on I-66 between Route 50 and I-495, which were part of VDOT's HOV-2 system, will be taken out of service.

Regular construction and lane closure updates at Transform66.org

I-66 will ease congestion and move more people

The Transform I-66 Project, which will deliver \$3.7 billion of improvements to the I-66 corridor, is a public-private partnership between the Virginia Department of Public Transportation and private partner I-66 LLC. Construction is being led by design-build contractor HOK and managed by partnership between Ferrovial Agroman US and Allan Myers, Inc.



TRANSFORM 66



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Transportation Management Plan During Construction

- Programs to keep commuters moving, reduce number of single-occupant drivers, and promote use of transit and alternative travel strategies during construction
- I-66 Outside the Beltway TMP:
 - 50% fare subsidies on local commuter buses
 - New bus service from Front Royal to Washington, DC
 - \$100 incentives for new HOV-3+ carpoolers
 - \$200-per-seat subsidy for new vanpools; \$350 gas card incentives for 10+ passenger vans; \$100 for smaller vans
 - Up to \$10,000 for new telework programs
- New park and ride lot in Haymarket
- Early delivery milestone of 960 parking spaces at future University Boulevard park and ride lot



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



TRANSFORM 66



Multimodal Solutions - 495 to Haymarket

How Public Involvement Has Shaped Project Outcomes

- Identified best solutions
 - Public involvement during Tier 1 and Tier 2 Environmental Assessments
 - Ensure space for future transit on I-66
- Refined project designs to:
 - Minimize project footprint and right of way impacts
 - Eliminate unpopular flyover ramp
 - Build bike and pedestrian trail and connections parallel to I-66 and on new bridge crossings, consistent with local government plans and balancing needs of adjacent homeowners and bicycle stakeholder groups
- Studied, selected and executed most effective and publicly-beneficial project-delivery method
- Trucks on the Express Lanes





Key Upcoming Milestones

Milestone	Date
Additional Traffic and Environmental Studies	Spring 2018
Final Noise Study	Spring 2018
Park and Ride Milestone (960 spaces near Gainesville)	Summer 2019
Route 28 Signalization (Remove 4 traffic signals from Route 28)	Summer 2020
Express Lanes Open	December 2022



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Transform66.org

TRANSFORM 66