

# **Dulles Corridor Metrorail Project**

## **Proposed Transportation Management Plan Update**

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# Dulles Rail Project

## Tysons Situation Analysis

- 2nd largest business employment center in DC region
- 2nd largest east coast retail center outside of New York City
- 33% of peak period travel going to other destinations

# Traffic and Congestion in Tysons Corner

## Existing Conditions

- Approximately 45,000 peak period vehicle trips are made to Tysons Corner
  - 81% via SOVs
  - 13% via carpool
  - 5% via transit
- Peak travel periods: 6AM – 9AM; 11AM – 2PM; 3PM – 7PM
- Nearly 25% of commuter traffic originates outside of Virginia

# Mega Projects Coming

**Dulles Corridor Metrorail Phase 1**  
West Falls Church to Wiehle Ave.

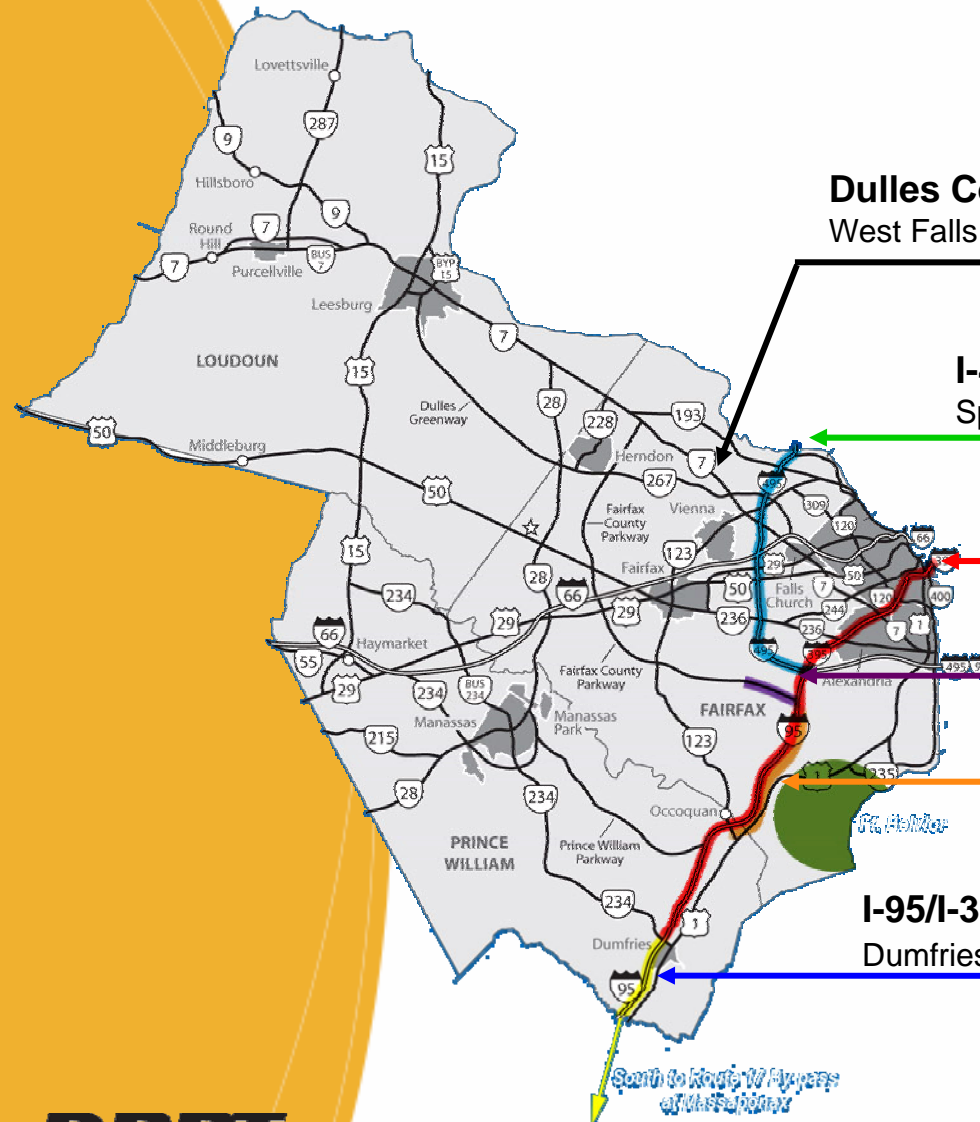
**I-495 HOT Lanes**  
Springfield to Route 193

**I-95/395 HOT Lanes Northern Section**  
Eads Street to Dumfries Road

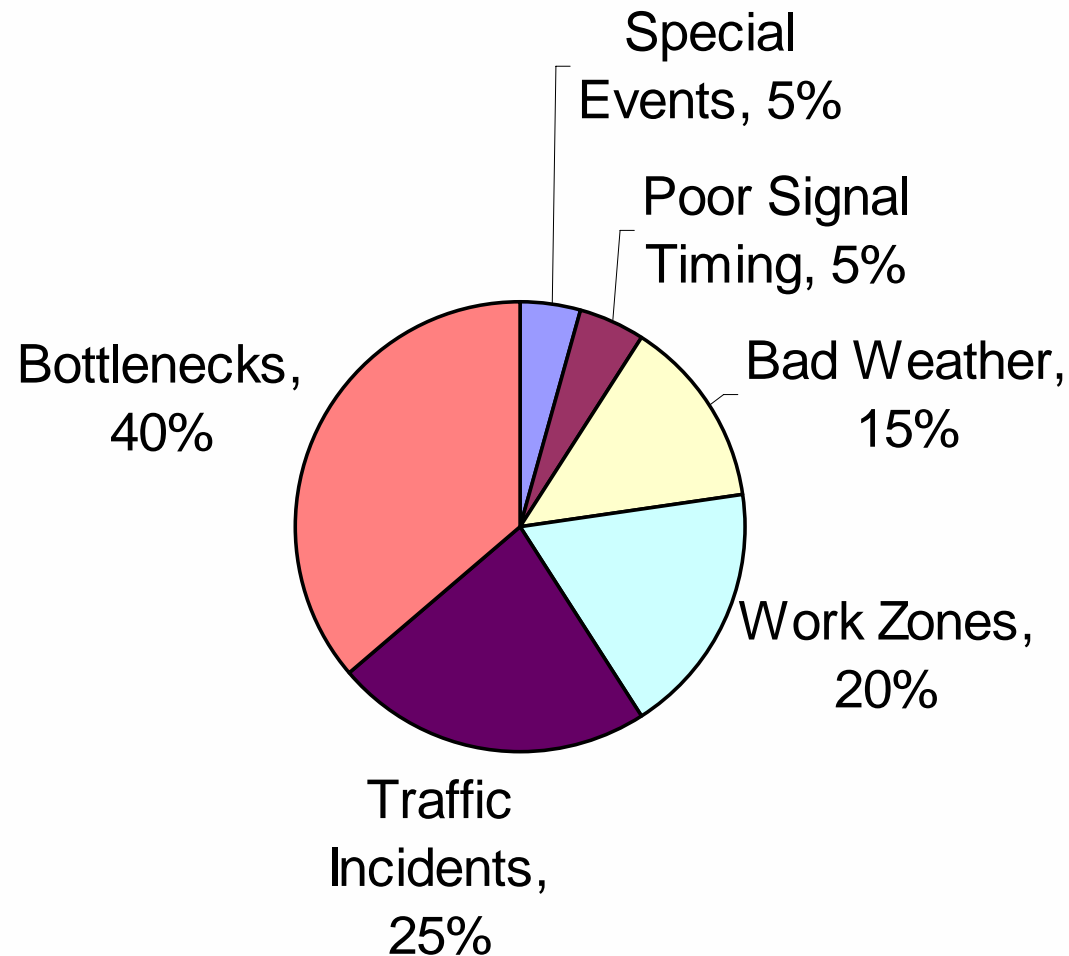
**Fairfax County Parkway (I-95 to Rolling Road)  
& BRAC-related projects**

**I-95 4th Lane**  
Newington to Route 123

**I-95/I-395 HOT Lanes Southern Section**  
Dumfries Road to Massaponax



# Resulting Congestion



# Approach Managing Congestion

<u>Incident Management</u>	<u>Congestion Management</u>	<u>Emergency Operations</u>	<u>Traveler Information</u>
Safety Service Patrol	Signal Optimization	VA Operational Information System	511 Virginia
CAD Integration	Demand Management -Transit/TDM -Tele-work -Flextime	Portable Devices	Dynamic Message Signs
Virginia Operational Information System	HOV facilities	Evacuation Planning	TrafficLand
Dynamic Message Signs	CAD Integration	CAD Integration	Data Sharing Agreements
Highway Advisory Radio	Dynamic Message Signs	Trans. Emergency Operations Center	Private Sector Information Providers
Portable Devices	Highway Advisory Radio	Continuity of Operations Plan	Highway Advisory Radio
Regional Incident Coordination	Travel Time		

# Managing Mobility During Construction

## Transportation Management Plan Goals

- Sustain Economic Activity
  - Conduct of Business
  - Customer Access
  - Employee Access
- Ensure Traffic Flow
  - Optimize Efficiency of Existing System
  - Reduce Peak Period Travel Demand
- Safety
  - Travelers
  - Construction Workers
- Air Quality Impacts/Quality of Life
  - Transportation Choices
  - Information

# TMP Strategy

- Coordinate concurrent projects to minimize impacts on motorists/commuters
- Minimize potential for motorist confusion
- Maximize efficiency of mitigation activities
- Address challenges for maintenance of traffic
- Minimize impact on economic activity during construction



# Dulles Rail TMP

## Goals

- Remove vehicles from construction zones
- Respond quickly to incidents
- Improve flow on local area roads
- Enhance alternative commute options
- Provide information for travel decision-making

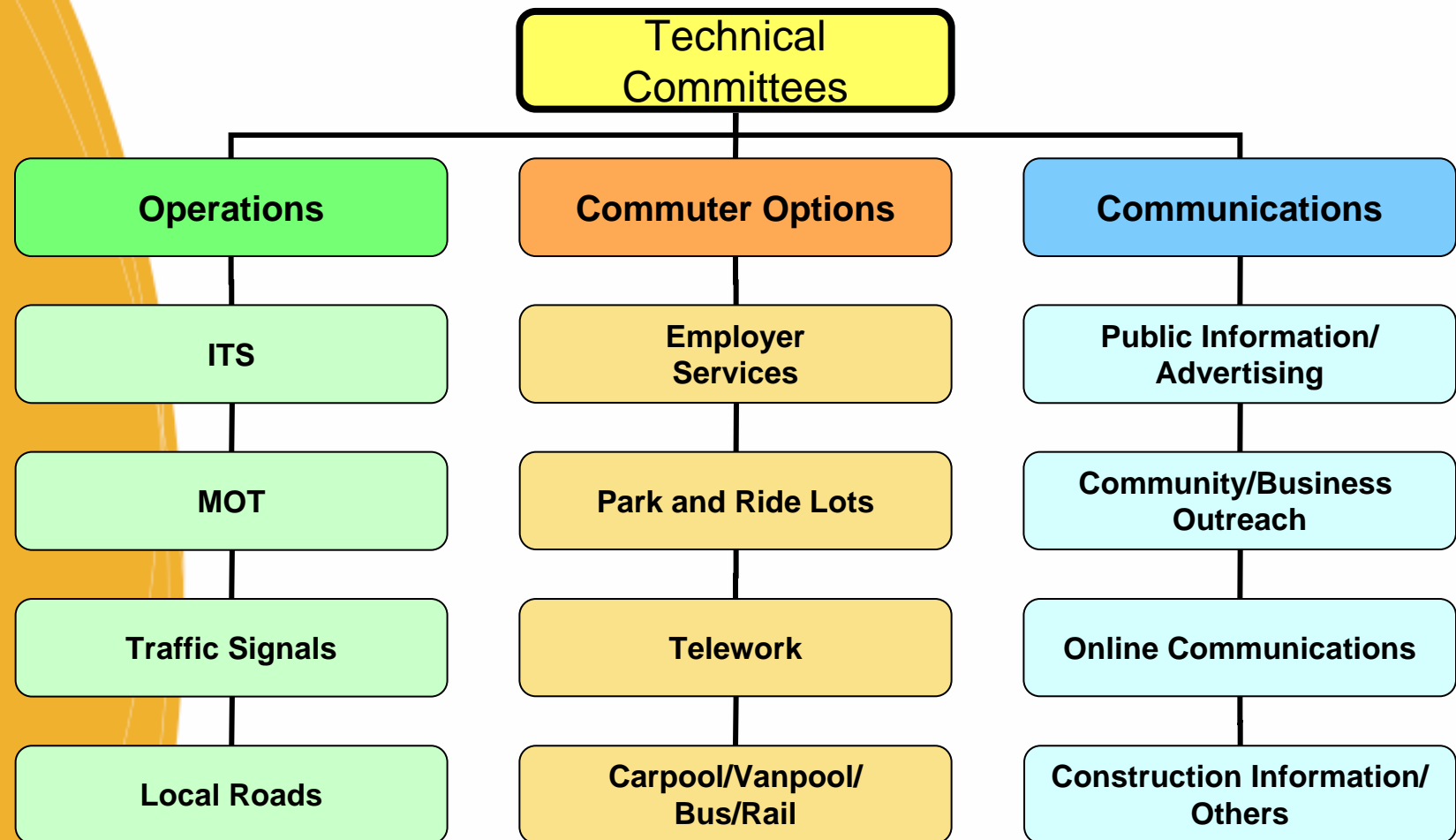
# Dulles Rail TMP

## Structure

- Working Committee
  - DRPT
  - MWAA
  - WMATA
  - VDOT
  - FHWA
  - FCDOT
  - LCDOT
- Technical Subcommittees
  - Operations
  - Commuter Options
  - Communications

# Dulles Rail TMP

## Committee Focus



# Dulles Rail TMP

## Operations Focus

- Safety service patrols
- Incident management
- Local road improvements (traffic)
- Emergency response
- Continuity of operations
- Construction traffic flow
- Coordinated sequence of other maintenance and construction in the area
- ITS communications and operations applications
- Maintenance of Traffic (MOT)

# Maintenance of Traffic

- Focus on moving vehicles and people through the construction zone
  - Ensure safety
  - Ensure access to businesses and residences
- Modeled after successful MOT for Springfield Interchange and Woodrow Wilson Bridge
  - Enhanced to include destination traffic (work and retail)
- Includes standard FHWA/VDOT requirements

# Commuter Program Goals

- Optimize the transportation system's performance for commute and non-commute trips
- Plan, establish, maintain, improve, and promote non-SOV alternative transportation commute strategies that provide mobility and transportation choices while improving the quality of life

## Commuter Options Research

- Conducted 8 Focus Groups – 2005
  - Small Tysons businesses (2)
  - Tysons Retail shoppers (2)
  - Tysons Pass-Through Commuters (2)
  - Tysons Destination Commuters (2)
- Conducted 1000+ Telephone Interviews - 2006
  - Revealed alternative commute solutions most likely to be used
  - Mode benefit optimization

## Commute Modes Tested\*

- Carpool/Vanpool
- Express Bus
- Local Bus
- Shuttle Bus
- Telework
- Variable Work Hours

\*Based on Focus Group Research



## Commuting Support Programs Tested

- Guaranteed Ride Home
- Employer services
- Incentives
- Ridematching services
- FlexCar/ZipCar
- Circulator service
- Alternative work schedules

# Incentive Programs Tested

- “Work-credit” buses
- Universal fare pass program
- Fare Buy-down
- Carpool Incentive Program

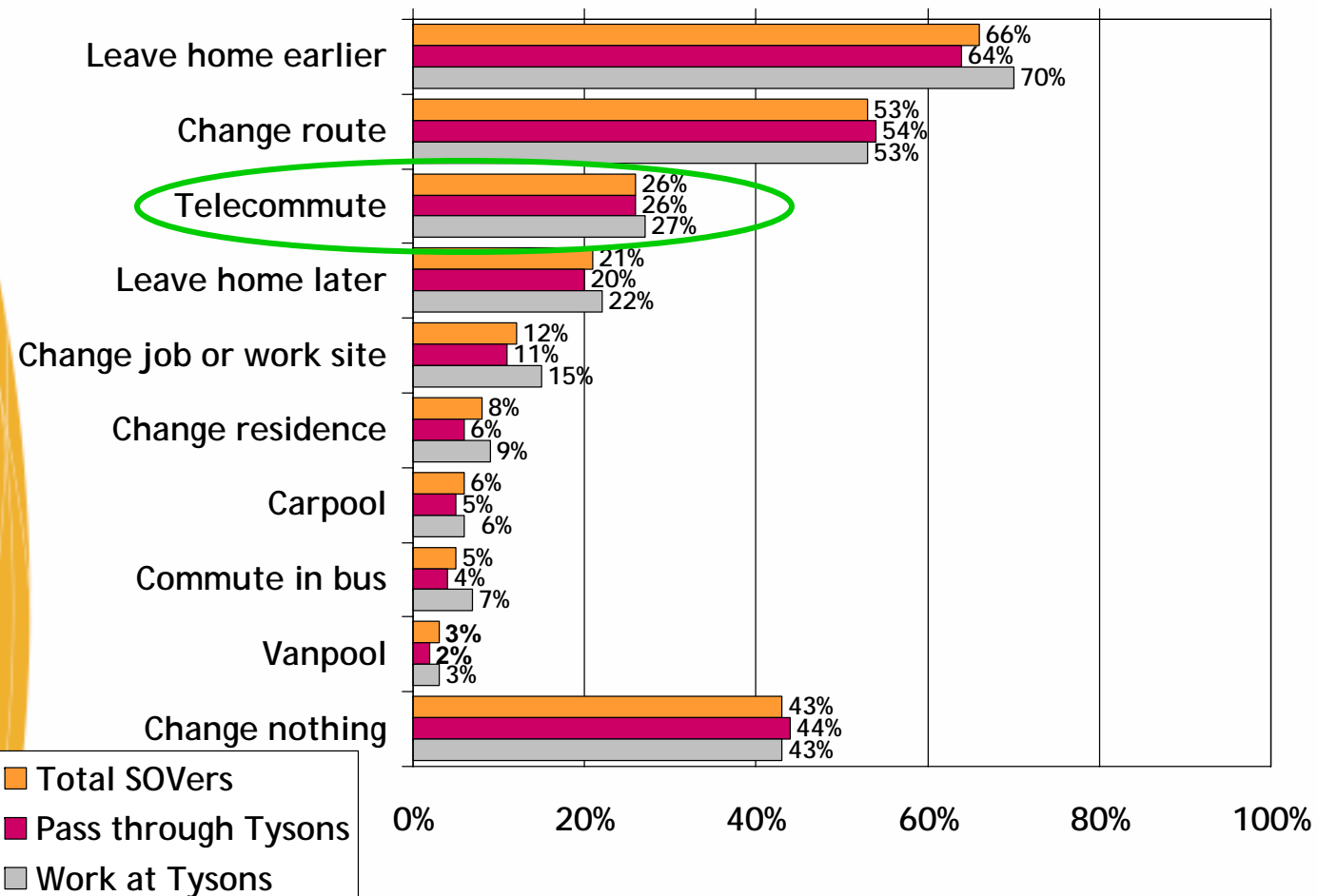
# Selected Research

## Key Findings

- Commuters will also change their commute behavior in response to higher gas prices – but less so than in response to the construction.
- “Time” is important. But, a time savings of 10 minutes or less is not sufficiently persuasive for SOVers to give up their SOV.
- At longer construction delays, SOVers are more willing to try alternatives.

# Key Commuter Behavior Findings

## Based on 30 Minute Delay



# SOV Commuter Mode Choice

## Based on 30 Minute Delay

- **Top Priority**
  - Telecommute
  - Express Bus
- **Second Priority**
  - Earn Rewards
- **Third Priority**
  - FlexCar/ZipCar
  - PNR Lots
  - Guaranteed Ride Home

# Selected Research

## Other Key Findings

- Employer ride-matching services preferred
- Shuttle to satellite park and ride lots is appealing
- Multiple choices and services essential to achieve maximum congestion relief
- Employers must play an active role providing and supporting commuter assistance services and incentives

## Global Communications Approach

- Media/Community/Business/Stakeholder Relations
- Employer Outreach Communications
- Online Communications (alerts, advertising)
- Crisis Communications Plan
- Construction Information
- Project Information
- Commuting Solutions Information

# Dulles Rail TMP

## Communications Options

- Newspaper
- Radio
- Online advertising
- E-mail alerts
- Periodic Newsletter
- Informational Video
- Collateral Materials
- Toll Free Number
- Signage
- Direct mail
- Community briefings/events
- Speaker's Bureau
- Presentations/Events



# Dulles Rail TMP

## Status Update

- Financially Constrained Plan Developed
  - Operations Plan
  - Commuter Options Plan
  - Communications Plan

# Dulles Rail TMP

## Proposed Operations Plan

- *Maintenance of Traffic*
  - *Constantly changing and updated*
  - *Coordinated with other construction projects*
- Hot spot roadway improvements

Approved or Existing Programs (italics)

# Dulles Rail TMP

## Proposed Operations Plan (cont.)

- ITS/Incident Management
  - Additional police and safety service patrols
  - Traffic Signal modifications
  - Additional traffic monitoring staff
  - Variable Message Signs
  - *Additional traffic cameras*

Approved or Existing Programs (*italics*)

## Proposed Commuter Options Plan

- *Aggressive Employer Services Technical Assistance Team*
- *Telework*
  - *Telework!VA Business Incentive Program*
  - *Management teleworker training program, eLearning modules*
  - *Dedicated staff experts for technical assistance*

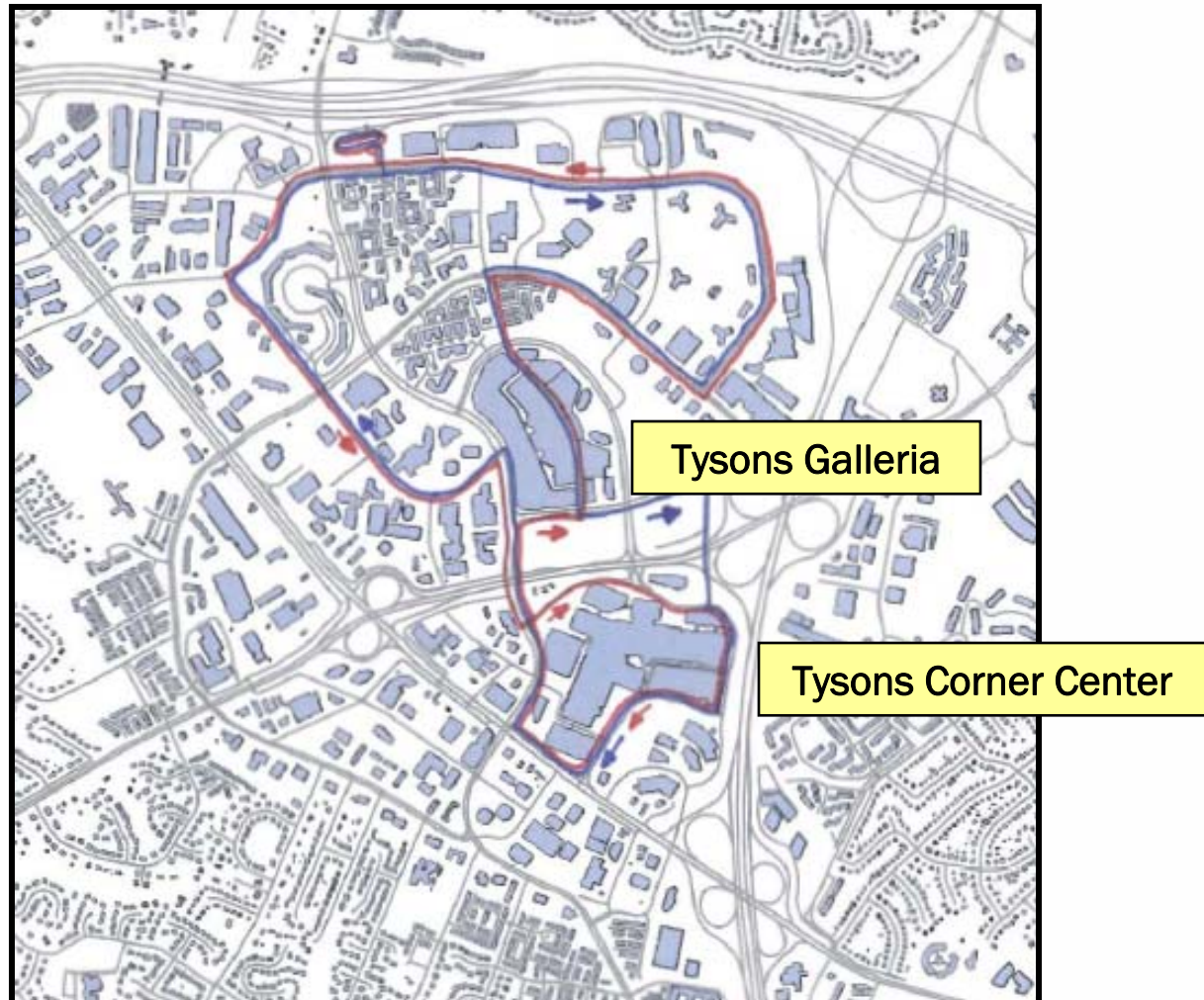
Approved or Existing Programs (*italics*)

## Proposed Commuter Options Plan (cont.)

- Express Bus
  - Leesburg/Ashburn/Herndon new service
- *Carpool/Vanpool Matching Services*
- *Variable Work Hours*
- Circulator Bus
  - Free service

Approved or Existing Programs (italics)

## The logo for the Virginia Department of Rail and Public Transportation (DRPT) is located at the bottom of the page. It features the acronym "DRPT" in a large, bold, black sans-serif font. A horizontal red line with circular end caps passes through the middle of the letters. Below the acronym, the text "Virginia Department of Rail and Public Transportation" is written in a smaller, black, sans-serif font. At the very bottom, the tagline "The Shortest Distance Between Two Points" is displayed in a red, italicized, sans-serif font. The entire logo is set against a background of a large, curved, golden-yellow shape that dominates the right side of the page.



## Proposed Commuter Options Plan (cont.)

- *Guaranteed Ride Home*
- Smart Trip Subsidy Program (Commuter Choice)
- *Carpool Incentive Program (NuRide)*
- FlexCar/ZipCar
- Loudoun Park and Ride Lot Expansion
- *Employer Onsite Information Program*

Approved or Existing Programs (italics)

# Dulles Rail TMP

## Proposed Communications Plan

- *Public Information and Community Outreach*
  - *Dulles TMP Website*
- Advertising
  - Broadcast
  - Print
  - Online
  - Transit
- Kiosk or Information Center
  - Under negotiation

Approved or Existing Programs (italics)



# Dulles Rail TMP

## Next Steps

- Approve final TMP
- Begin implementation
- Merge with regional Mega TMP

# Dulles Rail TMP

## How You Can Help

- Become an Employee Transportation Champion (ETC) within your company
- Work with employees and neighbors to reduce the number of vehicles traveling in the construction zone
- Spread the word about these programs
- Sign up for e-mails notices and project updates