

**Update on Operations since Nov. 23, 2009** 



### Service Profile

- Midday circulator in central Tysons Corner
- Bus arrives every 10 minutes
- Free!
- Branded for high visibility & easy access
- Great alternative for employees, instead of taking their cars out of the work parking garage to go to lunch or run errands, compounding traffic congestion



### **Operations Profile**

- Operated with eight (plus two strategic) 32-ft.
   ElDorado buses
- Operates weekdays only, from 10:00am to 2:30pm
- Operated by Connector drivers from West Ox garage (MV Transit, contractor)
- Funded by the Metropolitan Washington Airports Authority's Dulles Corridor Metrorail Project



# Ridership

From 11/23/09 through 2/05/10:

- Total number of passenger trips 3,797
- Average trips per day 76 (75.94)



# Ridership

Friday, Feb. 5, 2010 was 50<sup>th</sup> day of service (not including 3 holidays and 2 blizzard days when service did not run)

Most trips in one day: 120 (on 12/04)

Fewest trips in one day: 49 (on 11/24 & 1/22)



### November 23, 2009

- First day of service, a cold rainy Monday before Thanksgiving
- Kick-off event at Tysons Corner Center







# Marketing

- News Release
- Web Site Page
- Take-One Card
- Flyer in English & Spanish
- Poster for employers, public places
- Banner
- Bus Stop Sign
- Ride-Guide at Selected Bus Stops
- Fare Box Cover



### News Release



#### County of Fairfax, Virginia

#### NEWS RELEASE

November 17, 2009 10/010

Contact: Ellen Kamilakis Communications Specialist FCDOTinfo@fairfaxcounty.gov 703-877-5606, TTY 711 (8 a.m. to 4:30 p.m., M-F) 703-324-NEWS (6397) (non-business hours)

#### Tysons Connector: Free Midday Shuttle Starts Nov. 23

Starting Monday, Nov. 23, a new funchtime shuttle service called Tysons Connector will circulate throughout the Tysons Corner core business district, providing free rides to those who live, work, shop, dine or visit there. Tysons Connector buses will operate at 10-minute intervals between 10 a.m. and 2:30 p.m. Monday through Friday. Two routes -- Tysons Connector 1 and 2 -- will serve major employers, residential communities and businesses along the routes, as well as Tysons Corner Center and Tysons Galleria malls.

Operated by Fairfax Connector, Tysons Connector will make it easy for Tysons-area employees, residents, and visitors to park their cars and hop on board the shuttle. New bus stop signs will identify the locations where passengers can board along the soutes. Since the service is free, passengers don't have to use cash or SmarTrip cards to pay a fare. With a bus coming every 10 minutes. Tysons employees will be able to eat and non egrands on their bunch hour without wasting time in traffic or trying to find a parking place.

Holiday shoppers can enjoy a reprieve from traffic and parking bassles, too, since the Tysons Connector starts on Nov. 23, nearly five weeks before Christmas. To celebrate the shuttle's launch, Tysons Corner Center will be giving away restaurant gift certificates (while supplies last) to Tysons Connector riders on Monday, Nov. 23, from 11 a.m. to 1 p.m. Stop by the Tysons Corner Center transit stop (near the Nordstrom's entrance) and pick up information about the Dulles Corridor Metrorail Project as well as other transportation programs and services that make it easier to get around Tysons Corner.

To see the Tysons Connector route map and bus stop locations, and to see an image of the bus stop sign, visit the Fairfax Connector web site at www.fairfax.connector.com.

In addition to the Tysons Connector functime shuttle, commuters from Woodbridge can tavel to Tysons in style on the Tysons Express, new express bus service that operates during weekday rush hours. The Tysons Express is operated by PRTC OmniRide with new buses that feature on-board Wi-Fi. Service started Nov. 9. For route and schedule information, visit www.prtctransit.org.

-- more --

To requestress onable ADA óccommodations call: Phone (709) 977-5900

Fairfax County Department of Transportation 6050 Legato Road, Suite 600 Fairfax, VA 22033-2595 Phone: (703) \$77-5600 TTY: 711





#### County of Fairfax, Virginia

#### NEWS RELEASE

Other routes operating in and around Tysons Corner include:

- Fairfax Connector routes 401, 402 (new), 425, 427, 574
- Metrobus 2C, 2T, 3T, 5A, 15K, 15L, 15M, 23A, 23C, 24T, 28A, 28B, 28T
- Connections to other regional transit routes can be made at the West Falls Church Metro Station and the Tysons West\*Park Transit Station.

The Tysons Connector midday shuttle routes are being implemented as a part of the Dulles Corridor Metrorail Project Transportation Management Plan (TMP) which offers transportation options to those who travel in or around Tysons Corner during construction of Dulles Rail. The Tysons Connector is funded by the Metropolitan Washington Airports Authority's Dulles Corridor Metrorail Project TMP. It is part of the first of three phases of enhanced transit in Tysons Corner, accompanying the construction and operation of Dulles

For a pdf of the Tysons Connector route map, see http://www.fairfaxcounty.gov/connector/pdf/tcflyer.pdf

For additional information, visit www.fairfaxconnector.com.

For information about this news item, contact Ellen Kamilakis at 703-877-5606, TTY 711.

To requestressonable ADA

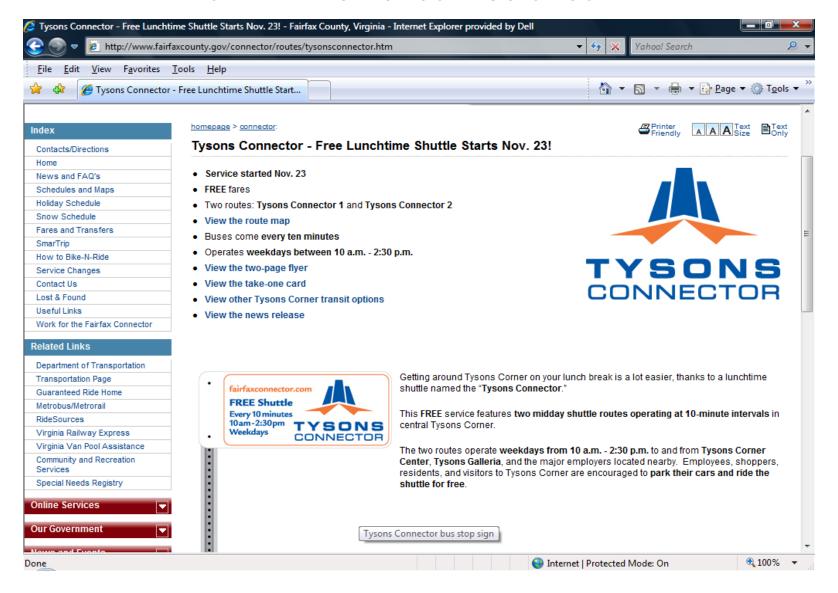
Fairfax County Department of Transportation 6050 Legato Road, Suite 600 Fairfax, VA 22033-2595 Phone: (703) \$77-5600 TTY: 711





### Web Page

### on www.fairfaxconnector.com

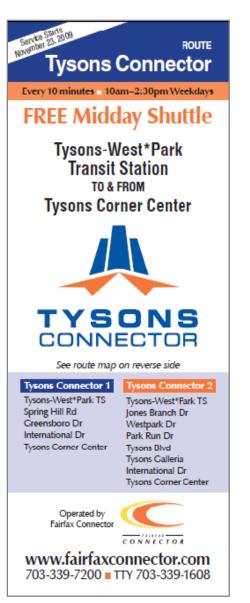


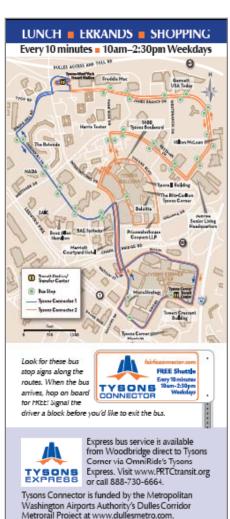


### Take-One Card

Distributed door-to-door to Tysons Employers, Residents, Businesses along routes

Basic Passenger Info Piece Available on buses and at Connector outlets





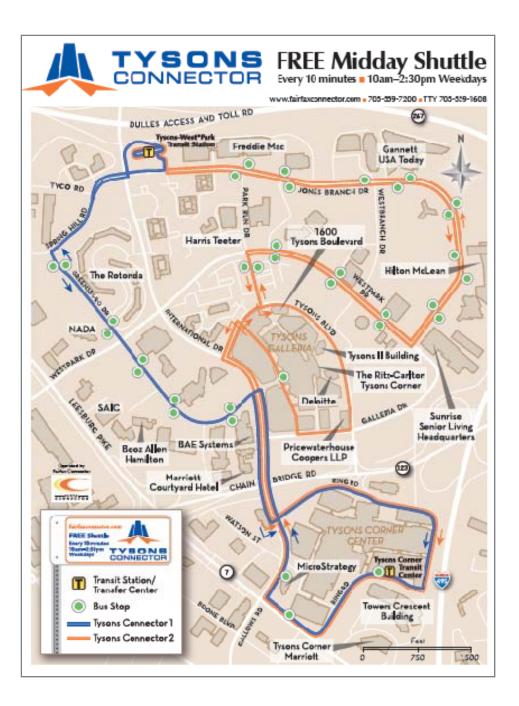
Tysons Express is funded by Virginia Megaprojects

S | If accommodations or alternative formats are needed, call the Fairfux County Department of Transportation at 703-877-5600, TTY 711

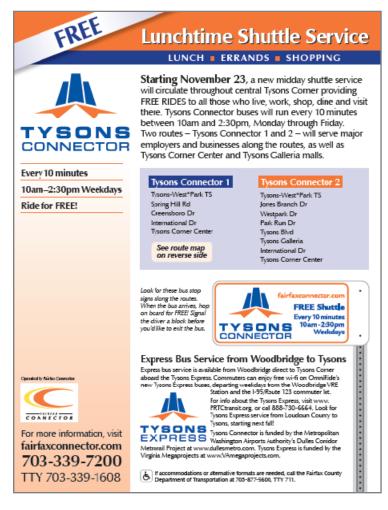
Print Date 11/23/09

at www.VAmegaprojects.com.

Effective Date 11/23/09

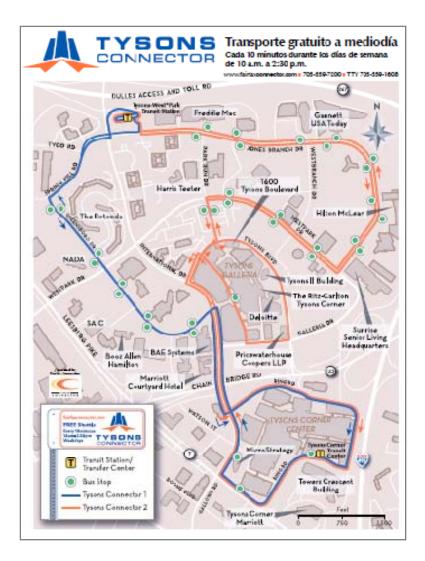


# Flyer in English Detailed Map & Info



## Flyer in Spanish

### Detailed Map & Info



# PRONTO

#### Servicio de transporte GRATIS a la hora del almuerzo

#### LUNCH | ERRANDS | SHOPPING



Cada 10 minutos

Durante los dias de semana de 10 a.m. a 2:30 p.m.

Viaje GRATIS!

A partir del 23 de noviembre, en el horario del mediodía se iniciará un nuevo servicio de transporte a lo largo de Tysons Comer central que ofrecerá VIAJES CRATIS para quienes trabajan, van de compras, van a comer o realizan actividades comerciales en esa zona. Los autobuses de Tysons Connector tendrán una frecuencia de 10 minutos, entre las 10 a.m. y las 2:30 p.m. de lunes a viernes. Hay dos recorridos – Tysons Connector 1 y 2 – los cuales proveerán el servicio a los principales empleadiores y comercios a lo largo de toda la ruta, así como también a Tysons Comer Center y los malls de Tysons Calleria.

#### Tysons Connector 1

Tysons\*West\*Park TS Spring Hill Rd Creensboro Dr International Dr Tysons Corner Center

> Veia el mapa de riuta en el reverso

#### Tysons Connector 2

Tysons: West\*Park TS Jones Branch Dr Westpark Dr Park Run Dr Tysons Bhd Tysons Calleria International Dr Tysons Corner Center

Surque effor carteler indicadorer de las paradas de autobús en el trayecto de las rutas. A la llegada del autobús l'aborde totalmente CRATAS Culando dese bajas, avise al conductor con una cuadra de anticipación.



Servicio de autobús directo desde Woodbridge hasta Tysons Tysons Express ofrece ede servicio desde Woodbridge directo hasta Tysons Corner.

Las passes on podas a dentata de la conseión wil-n totalmente grabulta a bordo de las nuevas umidades de la Comisión de Tramportación de Potomas y Rappahamonó, que asien desde Woodbridge VMZ Station y a tibro para abordar de la 1-95, floute 125, durante los días de semana. Fara comanitar más



125, darante los días de semana. Para consultar más información respecto al servicio de Typona Expreso, viobe www.PETChanat.org, o llame al 855-750-6564. Bisaque el servicio de Typona Expreso desde Loudoun County hasta Typona, a partir del práximo otros.

TYSONS Typons Connector set if inspiration por all Dulles Corridor

EXPRESS Metoral Project de Metopolitan Washington Airports

Authority, para must información vide virtus dell'amento com. Typons Express edid

financiado por Virginia Megoryojeta, vivand-Mesoponigota.

Simmerita adaptaciones comenciales a que selícitar enta información en formate aformativa. Sonor al Deputamente de Transportacion del Constato de Parito Párito Consti, Deputament el Constiguido de 70-107-100. ETY 271.



Para mayor información, visite fairfaxconnector.com 703-339-7200 TTY 703-339-1608



### Poster

For lobbies, break-rooms, Information Desks, etc.





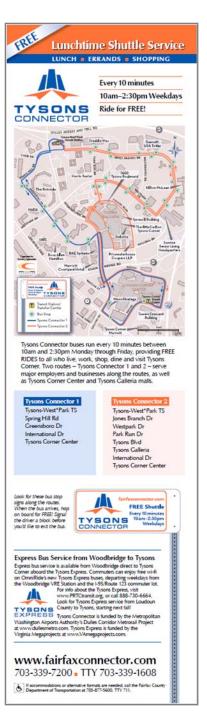
### Banner w/Bus Stop Sign





### Ride-Guide Panel

Framed Info on Selected Bus Stops





## Vinyl Cover for Fare Box

Prevents Passengers from Depositing Money





# Tysons Corner Center

VDOT's Traveler Info Screens throughout Mall





# Tysons Corner Bus

32' ElDorado, existing paint scheme





# Friendly Drivers



Good Afternoon!

Come on-board and ride for free!



## Comfortable Ride





### Bus Wraps

 Tysons Connector buses will be wrapped in a branded design that will increase visibility and recognition of the service





### Bus Wraps

 Design is being produced through VDOT as part of Dulles Rail Transportation Management Program





### Bus Wraps

 Wrap is designed to coordinate with PRTC's and Loudoun's "Tysons Express" services







## Tentative Bus Wrap Schedule

- 2/16/10 -- Pulsar expects to receive proofs of wrap design from vendor.
- 2/17/10 -- Pulsar will review proofs and respond to vendor.
- 2/18/10 -- If approved by Pulsar, the wrap design will be formatted for large-scale printing; this is a tedious process and may take (a week?). Vendor will contact Connector to set up installation dates.
- 2/25/10 -- Once the design has been formatted, printing will begin. Printing takes 2-3 days.
- 3/<u>03</u>/10 -- Printing of wraps should be completed.
- 3/<u>04</u>/10 -- Installation begins on the 10 Tysons Connector buses at West Ox garage. Vendor will complete one bus per day, so the first wrapped bus should be on the street Monday, March 8th. Another wrapped bus should follow on subsequent days.
- 3/22/10 -- The last wrapped bus should be on the street by Monday, March 22.



## Thanks for your support!

### Please direct any questions to:

- Beth Francis
- Transportation Marketing Section, TSD, FCDOT
- 703-877-5602 direct
- 703-877-5600 front desk
- Margaret.Francis@FairfaxCounty.gov