

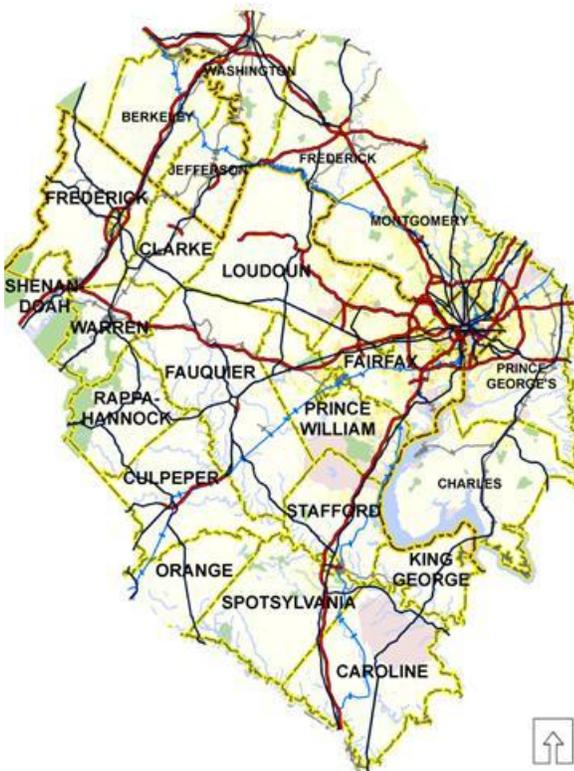
Super Northern Virginia (NoVa) Transit & TDM Vision Plan

Virginia Department of Rail and Public Transportation

December 12, 2011

Project Approach

The following briefly describes the project work plan for the Super Northern Virginia Transit & TDM Vision Plan. It describes key technical work elements as well as the public and stakeholder outreach and involvement approach. The study area is defined as the Northern Virginia area stretching from Winchester to Culpeper to Fredericksburg, north and east. It includes the neighboring influence areas from West Virginia, Maryland and the District of Columbia. The study is a year-long effort.



Stakeholder Involvement and Public Outreach

Coordinated and comprehensive outreach and involvement of stakeholders and the public is an essential aspect of this project. The outreach strategy balances the delivery of information to interested persons with a constructive forum for two-way dialogue.

Activities to be undertaken during the discussion are likely to include:

Project Stakeholder Coordination

The core of regular project dialogue with project stakeholders will be through regularly scheduled working meetings with project stakeholders comprised of local, regional, and state agency staff. These meetings will likely occur within a series of meetings in the months of January, April, July and October.

Local Jurisdiction Coordination

With a broad geography and in many cases, staff with more responsibilities than schedule flexibility, it is inevitable that some stakeholders and some jurisdictions may not be able to participate regularly in scheduled project meetings.

Understanding the importance of comprehensive outreach, in cooperation with DRPT, the study will schedule and meet with potentially disengaged stakeholders on an individual or group basis.

Public Outreach

The public outreach effort planned by the study team will consist of scheduled meetings as well as a project website and social media interaction. The study team will plan and execute a series of public meetings in the months of February, May and September. Public input will be gathered through these meetings as well as on-going through a project website to be launched in December and social medium.

Data Collection and Analysis

Data Collection

The study team will initiate a data collection and information assimilation. Published plans, reports, and studies; geographic information system (GIS) data, forecasts, projections, analytic tools, and other pertinent information will be compiled and processed during this task. The study team will prepare easy to read and digest summary documents of pertinent collected information.

Data Analysis and Needs Assessment

An accurate needs assessment for transit services and TDM programs is the cornerstone that is critical to support this study's eventual recommendations. The study looks at the study areas defined by major travel corridors. Potential subareas are: the I-95 corridor, the I-66 corridor, the Dulles Toll Road/Greenway/Route 7 corridor, and an inner core (i.e., Arlington, Alexandria and portions of Fairfax County). Areas will reflect the distinct characteristics of commuter sheds.

Coordination with neighboring West Virginia, Maryland and the District of Columbia will occur.

Travel Demand and Ridership Modeling

Ridership, or potential demand, are keys in determining if transit service expansion is appropriate for a community. The Super NoVa study area is greater than the area included in any of the individual regional travel demand models. The study team will conduct an order-of-magnitude ridership (demand) evaluation through non-traditional ridership forecasting methods. This approach will be based on a regression analysis that pivots off of actual transit ridership experiences in the study area and similar communities in other metropolitan areas.

Super NoVa Transit & TDM Vision Plan Recommendations

The study will develop a draft and final set of study recommendations. Recommendations will be structured for the short-, mid-, and long-term (2040). The study anticipates that recommendations will be visionary, but grounded in reality (geographically, politically, from a policy perspective, etc.). Capital and operating & maintenance costs will not be developed and/or discussed during the project as this is a vision study.