



County of Fairfax, Virginia



Richmond Highway Bus Rapid Transit

Executive Committee Meeting #6
December 17, 2019



The Richmond Highway BRT project is funded in part by the Northern Virginia Transportation Authority.





Agenda

- **Project Update**
 - Project Development Letter
 - Schedule
 - NEPA Categorical Exclusion
 - Design
- **Public Outreach**
 - September 2019 PIM
 - Briefings, Social Media, Mailings
- **Branding**
- **Discussion**





County of Fairfax, Virginia

Project Update





County of Fairfax, Virginia



Project Development Letter

- Request to enter first step (Project Development) submitted December 16, 2019
 - 90-day FTA review
 - PD must be completed within two years
- Preliminary financial plan assume 39% FTA Capital Investment Grant funding
- Multi-step competitive process
 - Project rated on Justification & Local Financial Commitment
- Major PD deliverables:
 - NEPA
 - Sources and uses of funding
 - Project rating information (e.g., ridership, cost effectiveness, economic development, environmental benefits)
 - Project Management Plan (e.g., Project Controls, Procurement Plan, Operating Plan, Safety Plan, Real Estate Acquisition Plan)



County of Fairfax, Virginia

To protect and enrich the quality of life for the people, neighborhoods and diverse communities of Fairfax County

December 16, 2019

Ms. Felicia James
Associate Administrator for Planning & Environment
Federal Transit Administration
1200 New Jersey Avenue, SE
Washington, DC 20590

Reference: Request to Enter for Project Development for the Richmond Highway Bus Rapid Transit (BRT) Project, Fairfax, Virginia

Dear Ms. James:

The Fairfax County Department of Transportation (FCDOT) is pleased to submit to the United States Department of Transportation Federal Transit Administration (FTA) our request to enter the Project Development (PD) phase of the FTA Capital Investment Grant program, pursuant to the Fixing America's Surface Transportation Act (FAST) legislation, for the Richmond Highway Bus Rapid Transit Project (BRT). We thank the FTA staff for participating in regular conference calls with FCDOT to discuss the project. The FTA's continued commitment and insight have been invaluable in helping us make significant strides in advancing the project.

This letter describes the work already completed by FCDOT, as well as our ability to meet the FAST requirements, thereby demonstrating FCDOT's readiness to enter and complete PD within the required two-year period. The project is a new, 7.4-mile fixed guideway BRT project in eastern Fairfax County. More than 80 percent of the running way is dedicated for BRT, and the project includes typical BRT features and customer amenities. The BRT alignment follows North Kings Highway and Richmond Highway (U.S. Route 1) from the terminus of the Washington Metropolitan Area Transit Authority's (WMATA) Yellow Line at Huntington Station to Ft. Belvoir, a major U.S. Army installation.

Study Sponsor and Partners Roles and Responsibilities

FCDOT is the study sponsor and has led the planning work to date. The Categorical Exclusion for the Project is being led by the FTA, with the Federal Highway Administration (FHWA), the United States Army Corps of Engineers (USACE), and the Environmental Protection Agency (EPA) as the designated cooperating agencies. Local and state funding partners in this effort include Fairfax County, Virginia Department of Transportation (VDOT), Virginia Department of Rail and Public Transportation (DRPT) and Northern Virginia Transportation Authority (NVT). For additional information about project funding, see the section below titled "Project Development Funding." The roles and responsibilities of FCDOT's partners in the development of the project are as follows:

Fairfax County Department of Transportation
4050 Legato Road, Suite 400
Fairfax, VA 22033-2895
Phone: (703) 877-5600 TTY: 711
Fax: (703) 877-5723
www.fairfaxcounty.gov/fcdot





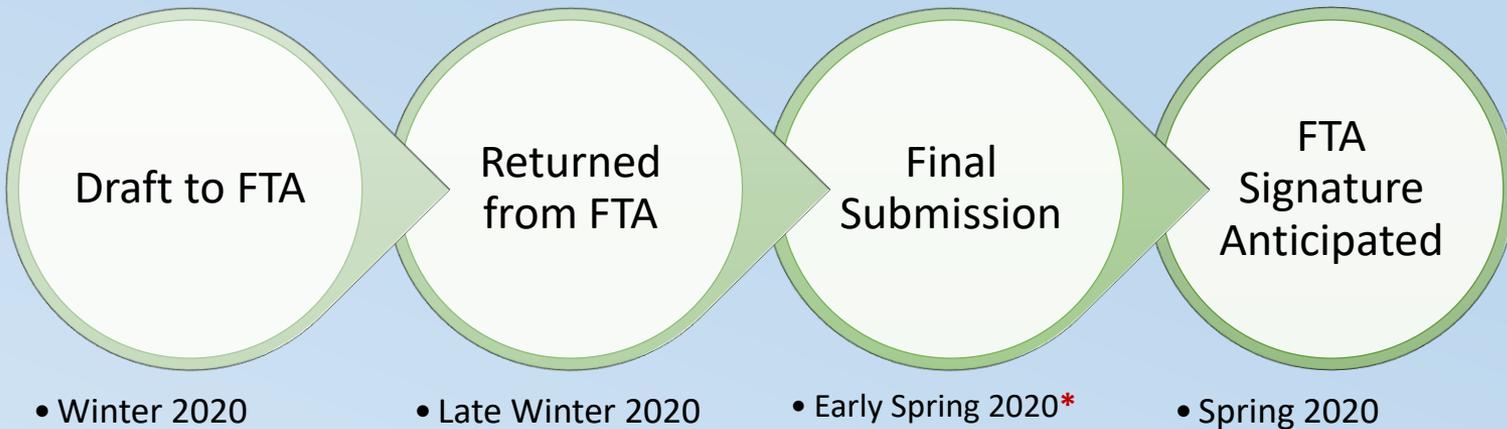
12-Month Outlook

2020 Q1	2020 Q2	2020 Q3	2020 Q4
<ul style="list-style-type: none"> • Public Involvement Meeting • Stakeholder meetings as requested • Progress 30% design • Update schedule based on current design • Select station architecture concept with assistance • FTA funding Coordination • Start to prepare design-build procurement documents 	<ul style="list-style-type: none"> • Stakeholder meetings as requested • Complete environmental documentation • Complete 30% design • FTA approval to enter Project Development • Continue to work on design-build procurement documents 	<ul style="list-style-type: none"> • Stakeholder meetings as requested • Initiate acquisition of long lead-time properties • Continue to work on design-build procurement documents 	<ul style="list-style-type: none"> • Public Involvement Meeting • Stakeholder meetings as requested • Continue to work on design-build procurement documents



NEPA Categorical Exclusion (CE)

Will demonstrate that there are no significant environmental impacts



• Winter 2020

• Late Winter 2020

• Early Spring 2020*

• Spring 2020

***Timing contingent on the Section 106 Process**

Topics include:

- Purpose and Need
- Design Description
- Socioeconomics and Land Use

- Natural resources
- Indirect and Cumulative Effects
- Visual Analysis
- Hazardous Materials

- Air Quality
- Noise and Vibration
- Historic architecture and archaeology





County of Fairfax, Virginia

Design – Intersection of Fordson Road & Richmond Highway

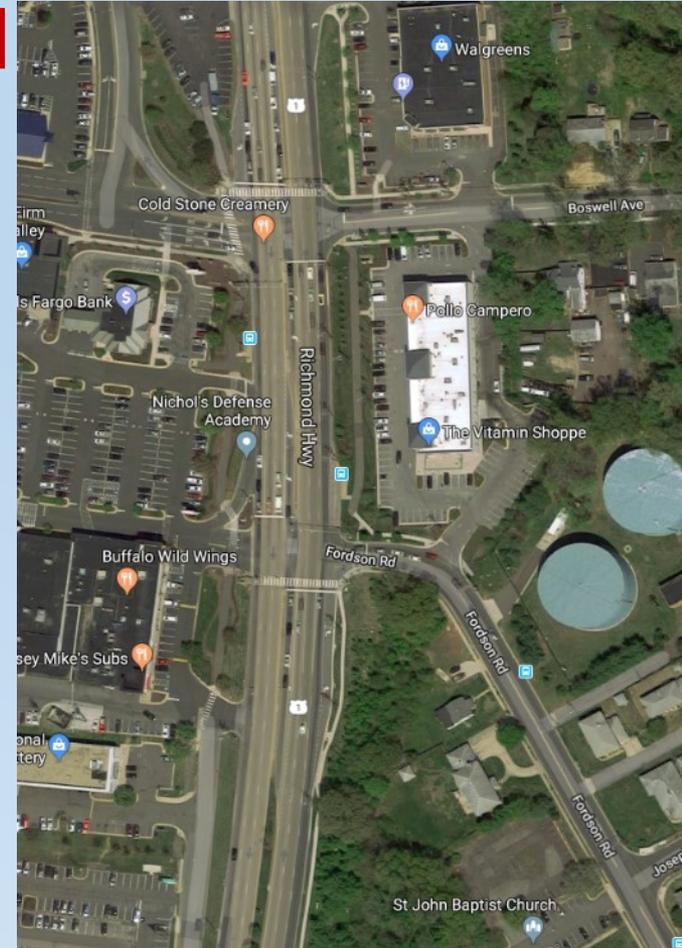


County of Fairfax, Virginia



Fordson Road - Background

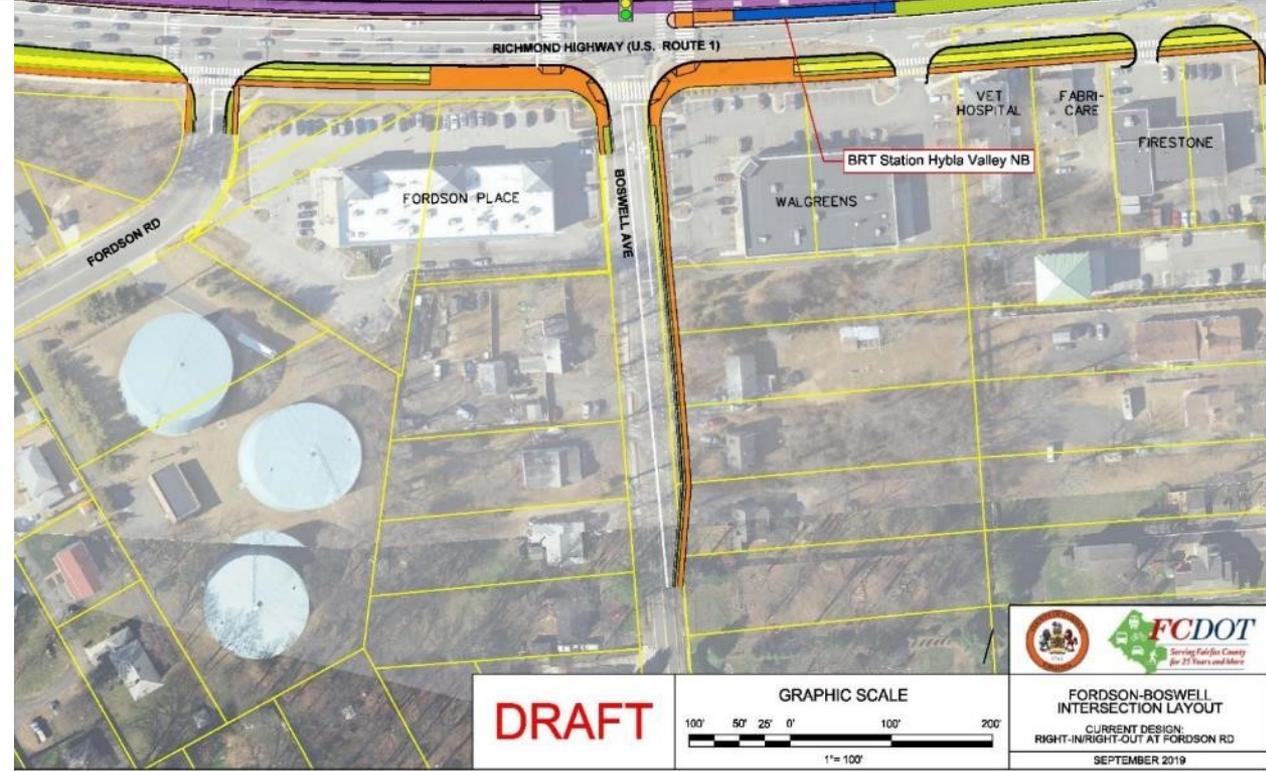
- Location of Hybla Valley BRT Station
- Comprehensive Plan suggests realignment for Fordson Road on the east side of Richmond Highway to Boswell Avenue with an option to consolidate traffic signals on Richmond Highway (with further study)
- Richmond Highway median cannot accommodate Hybla Valley Station and left turn lane
- BRT Team proposed limiting access to Fordson to right in/right out
- With community input, three new alternatives have been identified, totaling 4 options





County of Fairfax, Virginia

Fordson Option A: Right-in/Right-out



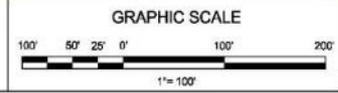
Pros:

- Provides ideal station platform layout
- Removes closely-spaced intersections
- Elimination of signal reduces delay for buses and cars
- Within the 178' footprint

Cons:

- Fordson access limited to right-in/right-out
- Drivers could reroute through other roadways and shopping centers
- Not supported by Gum Springs or Boswell Communities

DRAFT



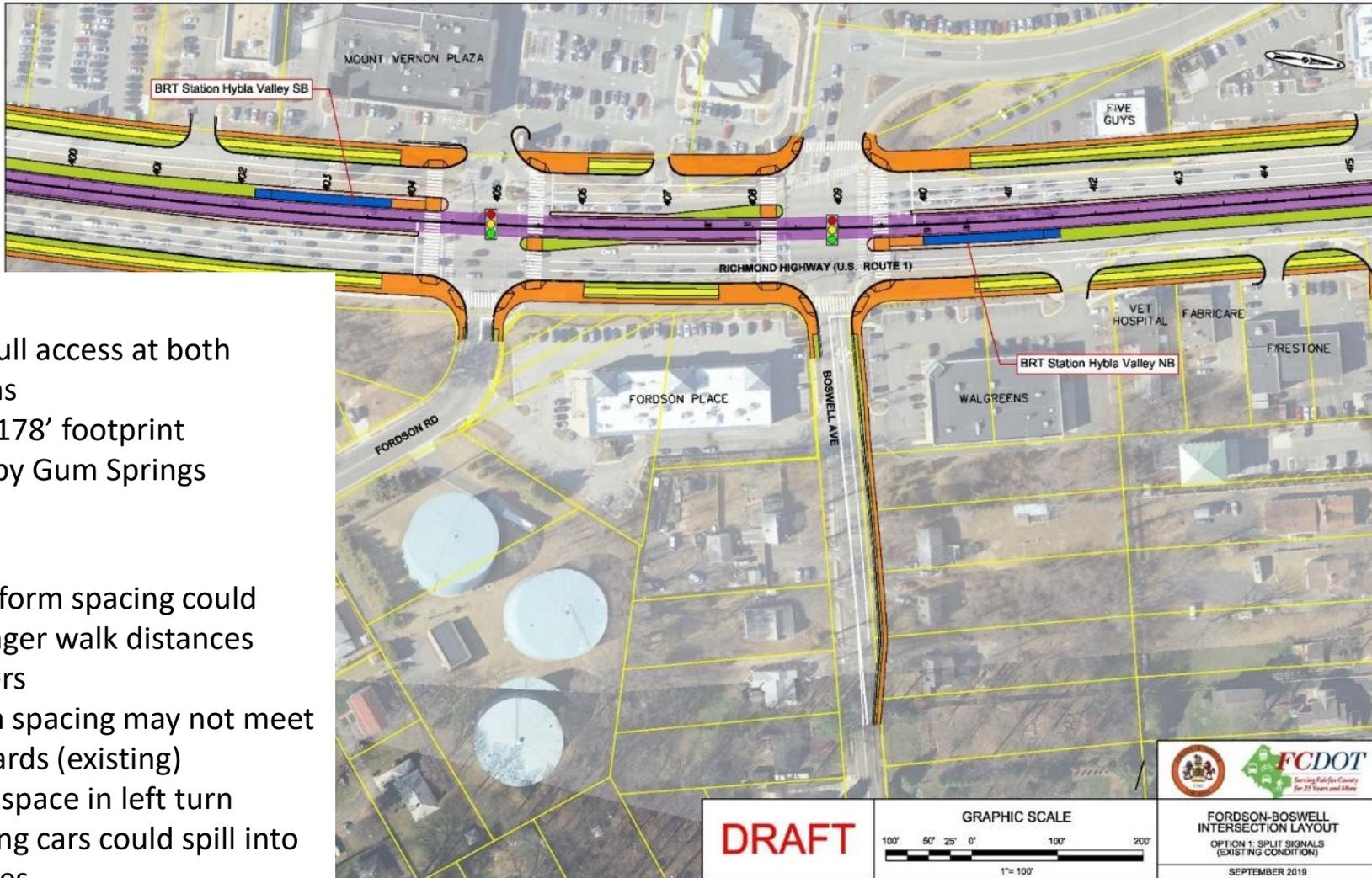
FORDSON-BOSWELL INTERSECTION LAYOUT
CURRENT DESIGN
RIGHT-IN/RIGHT-OUT AT FORDSON RD
SEPTEMBER 2019



County of Fairfax, Virginia



Fordson Option B: Split Station Platforms (new)



Pros:

- Maintains full access at both intersections
- Within the 178' footprint
- Supported by Gum Springs Community

Cons:

- Station platform spacing could result in longer walk distances for BRT riders
- Intersection spacing may not meet state standards (existing)
- Insufficient space in left turn lanes; turning cars could spill into through lanes

FC DOT
Serving Fairfax County for 23 Years and More

FORDSON-BOSWELL INTERSECTION LAYOUT
OPTION 1: SPLIT SIGNALS (EXISTING CONDITION)

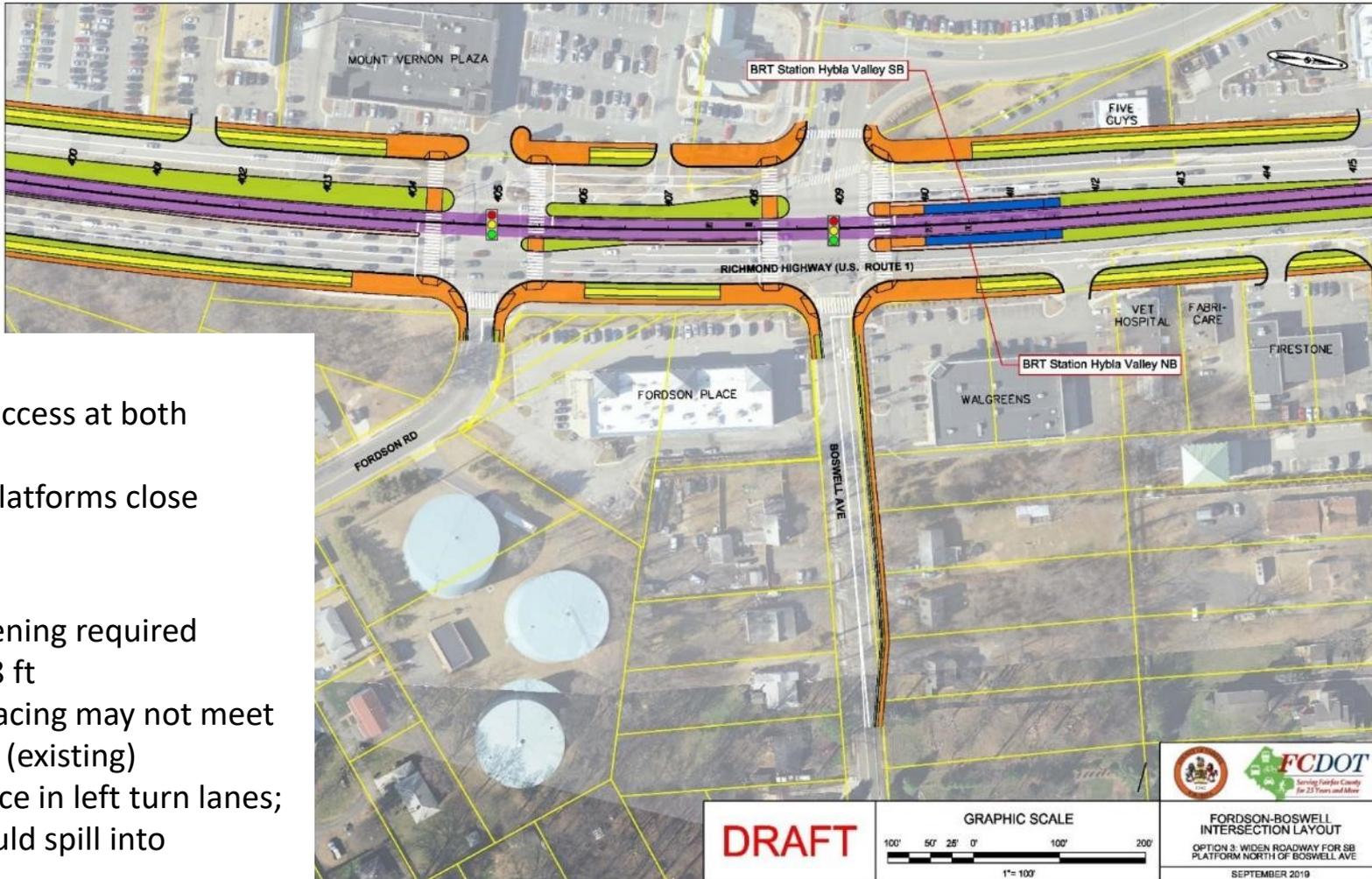
SEPTEMBER 2019



County of Fairfax, Virginia



Fordson Option C: Widen roadway for SB platform north of Boswell Avenue (new)



Pros:

- Maintains full access at both intersections
- Keeps station platforms close together

Cons:

- Additional widening required beyond the 178 ft
- Intersection spacing may not meet state standards (existing)
- Insufficient space in left turn lanes; turning cars could spill into through lanes

DRAFT

GRAPHIC SCALE



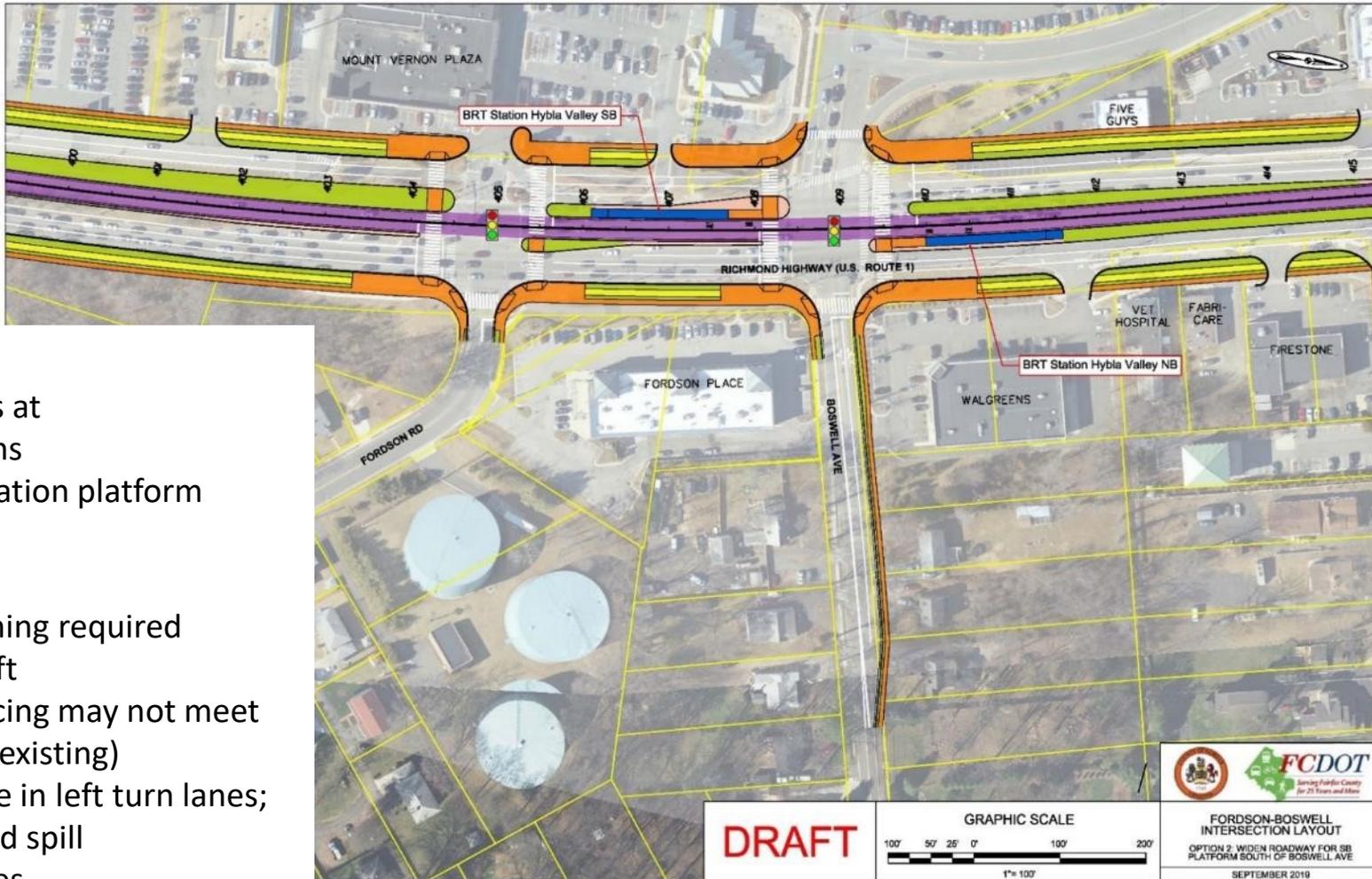
FORDSON-BOSWELL INTERSECTION LAYOUT
OPTION 3: WIDEN ROADWAY FOR SB PLATFORM NORTH OF BOSWELL AVE
SEPTEMBER 2019



County of Fairfax, Virginia



Fordson Option D: Widen roadway for SB platform south of Boswell Avenue (new)



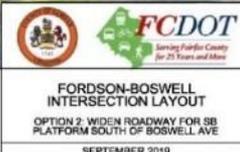
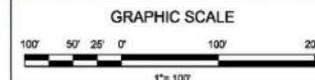
Pros:

- Maintains access at both intersections
- Provides ideal station platform layout

Cons:

- Additional widening required beyond the 178 ft
- Intersection spacing may not meet state standards (existing)
- Insufficient space in left turn lanes; turning cars could spill into through lanes

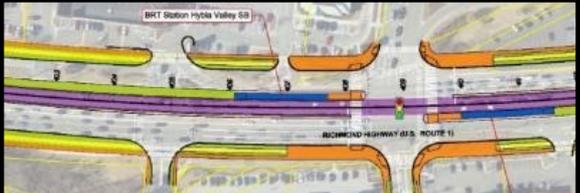
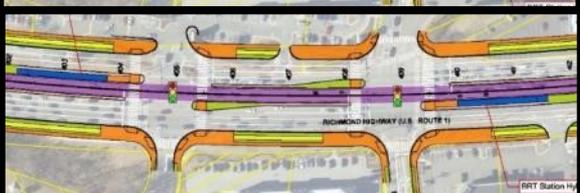
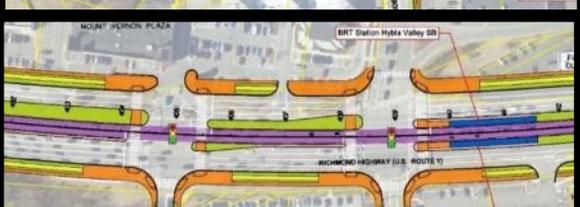
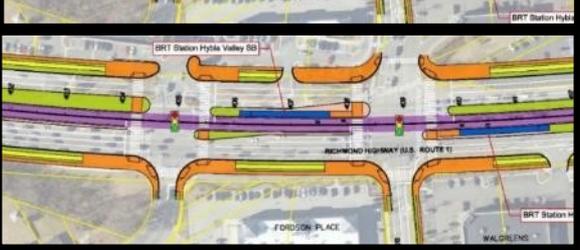
DRAFT





County of Fairfax, Virginia

Summary of Fordson Road Options

Fordson Road Options	Maintains Access to Fordson	Within 178' Footprint	Typ. Station Platform location
<p>A</p> 	NO	YES	YES
<p>B</p> 	YES	YES	NO
<p>C</p> 	YES	NO (10-12' of additional ROW may be needed)	NO
<p>D</p> 	YES	NO (10-12' of additional ROW may be needed)	YES





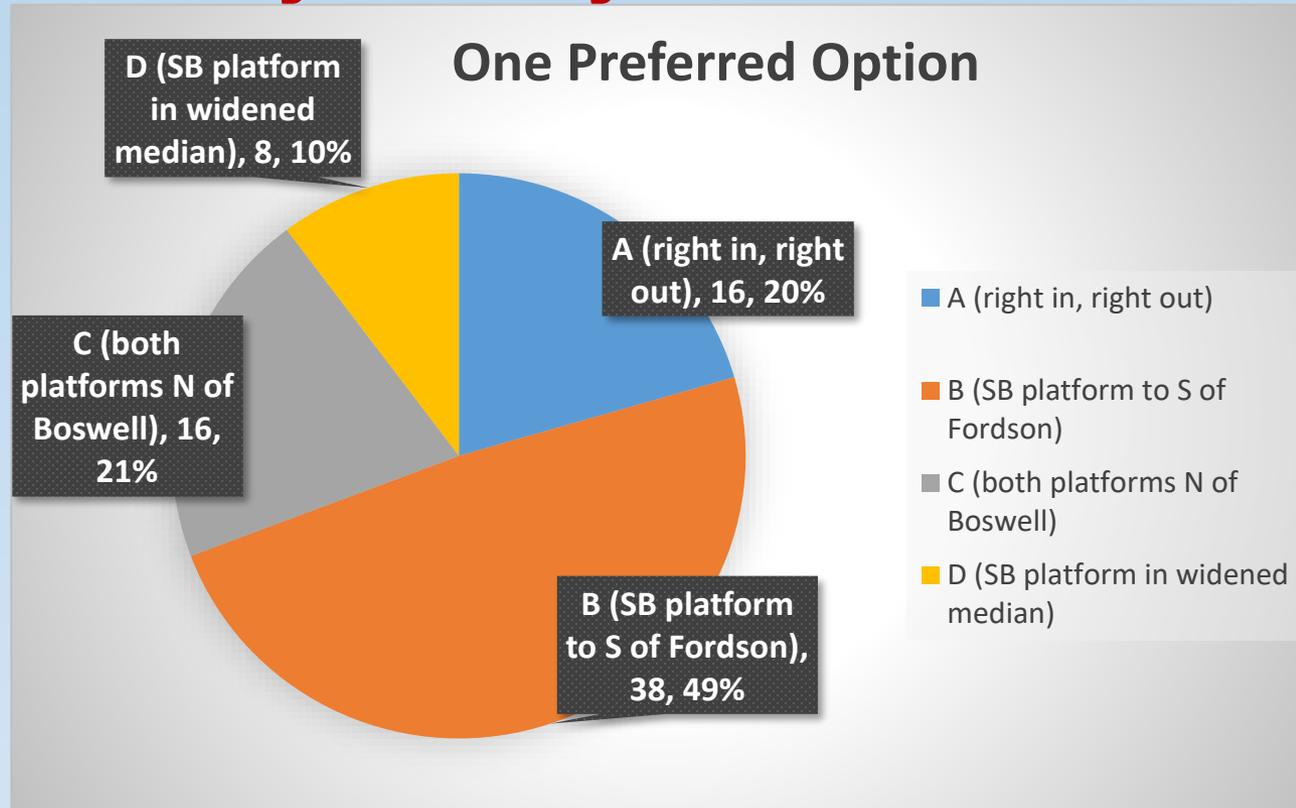
Fordson Community Survey

- 89 responses to survey
- 11 respondents selected more than one option
- 9 of those had No Option A chosen (82%)

Notable Comments:

- New Gum Springs Community Association endorsed Option B
- Coalition for Smarter Growth (with other organizations) endorsed Option B
- South County Task Force supports New Gum Springs' selection of Option B
- RHBRT Community Advisory Group leans toward Options B and D; one member prefers Option A

One Preferred Option





County of Fairfax, Virginia

Design – BRT Station Architecture



Station Architectural Design Process

- **Station canopies and bases present high-profile design opportunity**
- **Architecture will reflect one or more corridor “themes”**
 - History & Ecology
 - Aviation & Military
 - Corridor/Gateway
- **Next Steps**
 - Continuing coordination with project branding and urban design standards (under development)
 - Develop design concepts
 - Present to Executive Committee and community (Winter 2020)





County of Fairfax, Virginia



History & Ecology

Resources



Mount Vernon



Huntley Meadows Park

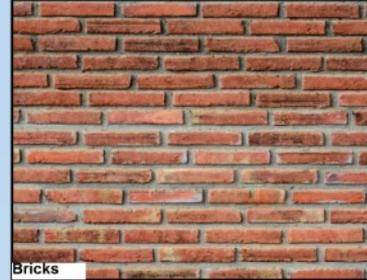


George Washington Gristmill

Colors



Materials



Bricks



Wooden Panels



Stone

Inspirations





County of Fairfax, Virginia



Aviation & Military

Resources

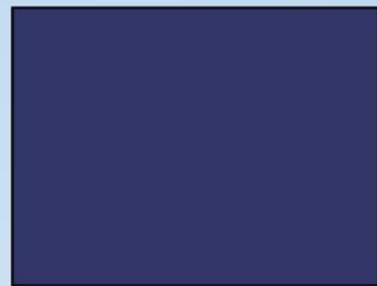


Beacon Field Airport (1937)

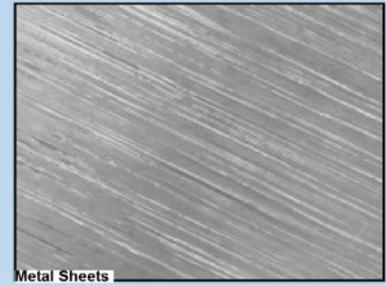
Colors



Aeronca Model K



Materials



Metal Sheets

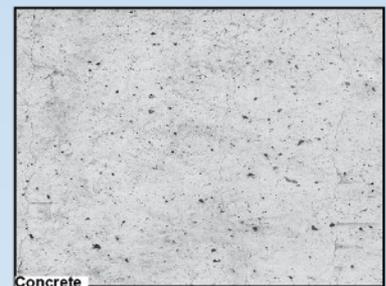
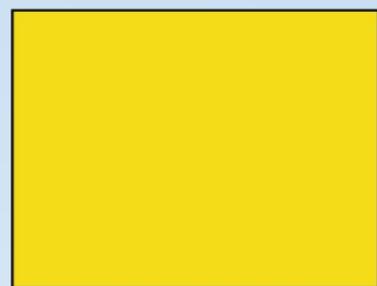
Inspirations



Tensile Fabric



Hybla Valley's Eaglerock biplanes



Concrete





County of Fairfax, Virginia



Corridor/Gateway

Resources



Mid-century Modern House



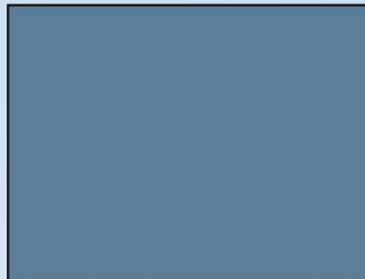
Huntington Metro Station

Washington DC, VA



Krispy Kreme sign, Richmond Highway

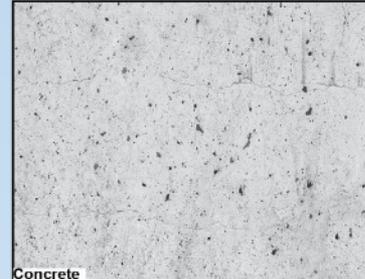
Colors



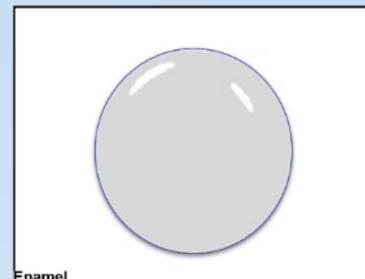
Materials



Wooden Panels



Concrete



Enamel

Inspirations





County of Fairfax, Virginia



Public Outreach





Public Information Meeting #3

- **Sept 17, 2019 – Bryant High School**
 - 250+ Attendees
 - Presentation/Overview
 - Displays of 20% Design Layout
 - Noted Fordson Options under consideration
 - Q&A
 - Asked for input via surveys (hand-outs and online)
- **Presentation and materials from meeting are on website**
- **We will be uploading a recording of the presentation to website**



County of Fairfax, Virginia

Additional Community Meetings

- **Saint Louis Church (Popkins Lane @ Route 1)**
 - Oct. 24, 2019
 - 200+ attendees
 - Overview w/ focus on Popkins/Collard area
 - Q&A
 - Requested input via survey (online and hand-out)
- **Gum Springs Community Association**
 - Oct. 8, 2019
 - Approx. 25 attendees
 - Focus on Fordson Road intersection
 - Attendees opposed turning restrictions at Fordson Road intersection
 - Other concerns included property impacts of the project in the area
- **Hybla Valley Farms Civic Association**
 - December 02, 2019
 - Approx. a dozen attendees
 - Overview with focus on Boswell Rd
 - Attendees opposed sidewalk along North side of Boswell
 - Other concerns included property impacts within area
- **PIM 4 expected in first quarter of 2020**





County of Fairfax, Virginia

PIM 3 Comment & Survey Responses

- 130 survey responses
- Main comment themes/categories:
 - Fordson intersection concerns
 - St. Louis church impacts
 - Preservation of Historic Resources
 - Socio-economic impacts – displacement
 - Cost/benefit uncertainty
- Plan to summarize comments as much as possible with expanded Frequently Asked Questions (FAQ) on website (before end of year)





County of Fairfax, Virginia

Branding





County of Fairfax, Virginia

02

Branding
Recap to
CAG

03

Executive
Committee
Presentation

04

Developed New
Names &
Designs

01

Presented &
Selected Final
Designs

BRT Brand
Development

05

Feedback
&
Consensus





Market and Industry Best Practice Research

- **Key Insights**
- **Give “ownership” of the riding experience to the consumer by:**
 - Tapping into existing regional pride and culture
 - Including aspirational tone to demonstrate vision for the future
 - Adapting the service(s) to meet potential customers need(s)
- **Leverage the system’s assets (e.g., station construction signage [Coming Soon], on-board experience, exterior/interior of the vehicles, at station, website/mobile app, etc.) as a method to increase their brand awareness**



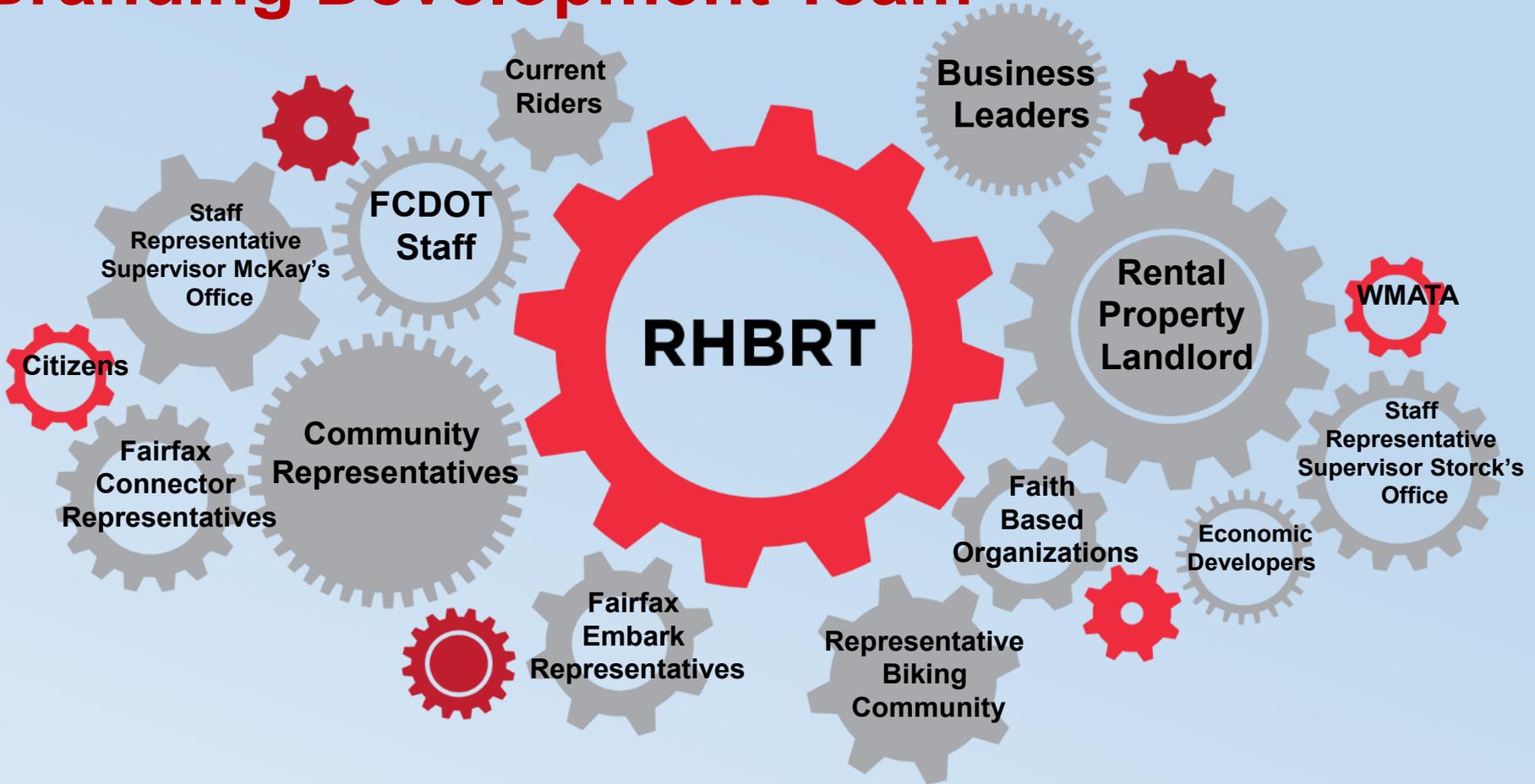
County of Fairfax, Virginia





County of Fairfax, Virginia

Branding Development Team





BDT Meetings

Workshop #1

October 2018

- What is a brand?
- What is a BRT?
- Best Practices
- Needs, Purposes & Guiding Principles
- Target Audience
- Brand Personality

Workshop #2

January 2019

- SWOT Analysis
- Project/Service Benefits
- Key Messages
- Brand Personality
- Names' Presentation

Workshop #3

April 2019

- Final Brand Personality
- Revised names selected
- BDT presented new names
- Presented designs





Workshop #4

May 2019

- Presented final names
- Revised designs

Workshop #5

June 2019

- Selected final designs

Presentation to Citizen Advisory Group (CAG)

August 2019

- Branding Recap
- Ranked designs





Presentation to Executive Committee (August 2019)

Direction to reconsider brands
(saving 1) that pay off either of
the two key benefits of the BRT:

Speed

Characteristics/Culture
of the Corridor





Workshop #6

December 2019

- Update & Recap
- Presented new names
- Presented new designs
- Selected designs

Presentation to Citizen Advisory Group (CAG)

December 2019

- Branding recap
- Presented new names & designs
- Ranked designs





County of Fairfax, Virginia

Brand Personality





Consumer Focus

Riding the Richmond Highway BRT is a convenient relaxing way for me to get where I need to go on a safe, dependable and accessible service that saves me valuable time





County of Fairfax, Virginia

System Focus

With the Richmond Highway BRT, the corridor will have the cornerstone for greater development with walkable and bikeable living, shopping, working and recreation that reflect the close-knit neighborhoods and will facilitate sustainable economic vitality





County of Fairfax, Virginia

Brand Names





County of Fairfax, Virginia



Brand Designs





County of Fairfax, Virginia



Branding Next Steps

- Narrow down designs to 2-3
- Test designs at Focus Groups in Spring 2020
- Develop and deliver open online survey to select name/design
- Present final designs to Executive Committee in Q2-Q3 2020





County of Fairfax, Virginia

Discussion





County of Fairfax, Virginia



Station Canopy Design





County of Fairfax, Virginia

Option A





County of Fairfax, Virginia



Option A – Supportive Views





County of Fairfax, Virginia

Option B





County of Fairfax, Virginia



Option B – Supportive Views





County of Fairfax, Virginia

Option C

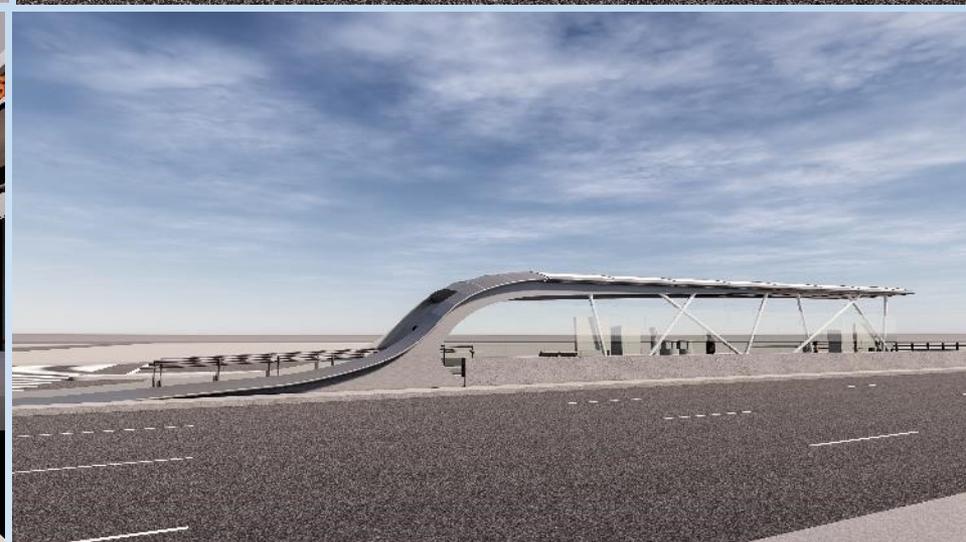




County of Fairfax, Virginia



Option C – Supportive Views





County of Fairfax, Virginia

Option D





County of Fairfax, Virginia



Option D – Supportive Views





County of Fairfax, Virginia

Option E





County of Fairfax, Virginia



Option E – Supportive Views





County of Fairfax, Virginia

Option F





County of Fairfax, Virginia

Option F – Supportive Views

