



County of Fairfax, Virginia



Richmond Highway Bus Rapid Transit

Executive Committee Meeting #5
August 28, 2019



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





Agenda

- **Project Update**
 - Environmental Documentation
 - VDOT & WMATA Coordination
 - Station Design; Hybla Valley options
- **Cost Estimate/Financial Plan**
- **Schedule**
- **Public Outreach**
 - Aug 22 CAG Meeting Report
 - September 17 PIM3 Agenda
 - Briefings, Social Media, Mailings
- **Branding**
 - RHBRT Branding Process
 - Potential Names
 - Next Steps
- **Discussion**





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Project Update



FCDOT
Serving Fairfax County
for 25 Years and More



Environmental Documentation

- **Categorical Exclusion under development**
 - Lead agency is Federal Transit Administration; Federal Highway Administration is cooperating
 - Technical reports complete for most disciplines; no surprises or significant impacts
- **Impacts to historic properties addressed through Section 106 Consulting Parties process**
 - Meeting September 4 to discuss comments and determine whether additional evaluation is needed
 - Next steps include drafting Effects Assessment and plan to resolve any adverse effects





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Stakeholder Coordination

• VDOT

- Discussions on-going:
 - Mutually beneficial approach to design and construction of BRT-ready bridges and stormwater facilities
 - ITS
 - Traffic
 - Maintenance of structures and stormwater facilities
 - Snow removal
 - Lighting
- All features will be part of MOA

• WMATA

- On-going discussion on shared use of Cinder Bed Maintenance Facility
- Redevelopment of Huntington Station
 - RFQ released; selection of master developer underway
 - Development will affect design of BRT terminus and bus loop

• Ft. Belvoir

- Discussions on CAD Ex
- Station operation at Belvoir Road/Leiber Gate





Station Design Process

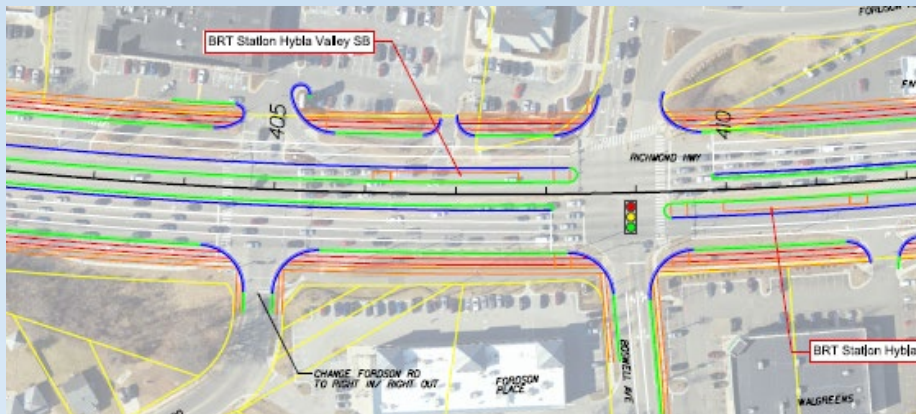
- Continued coordination with project branding and urban design standards (under development)
- Station canopies and bases present high-profile design opportunity
- Architecture will reflect a theme developed from character of corridor
- Team workshop looking at three potential themes
 - Subjects include: History, Ecology, Aviation, Military, Mid-Century, Gateway
- Each theme is associated with specific forms, colors & materials
- Next steps
 - Select theme
 - Develop design concepts
 - Refine concepts
 - Present to Executive Committee and community
- Team will be returning Executive Committee this Winter with themes





Hybla Valley Station Design Options

- Station proposed at Fordson/Boswell intersection
- Southbound BRT platform location is a challenge
- Through summer PI two additional options have been identified
- Current Options
 - Proposed “base” configuration (shown on left)
 - Move SB platform south of Fordson (shown on right)
 - Widen roadway to accommodate southbound left turn





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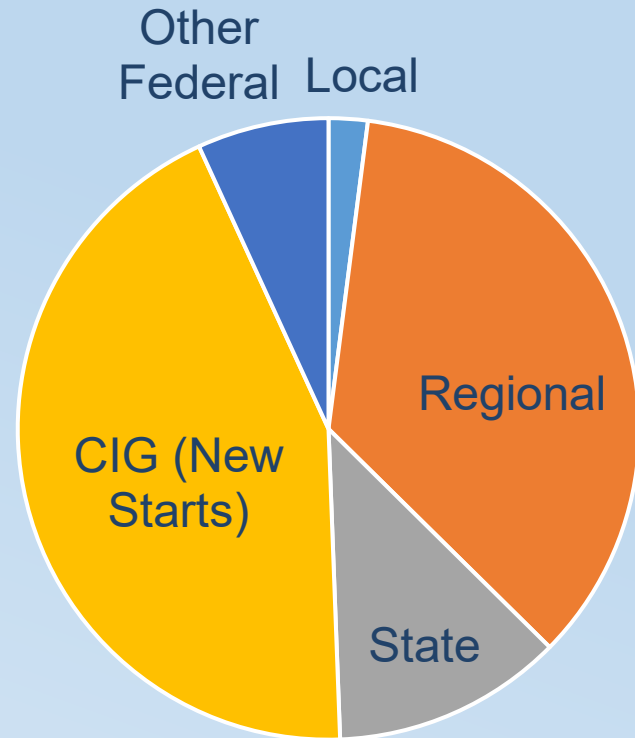
Capital Cost & Financial Plan





Cost Estimate and Financial Plan

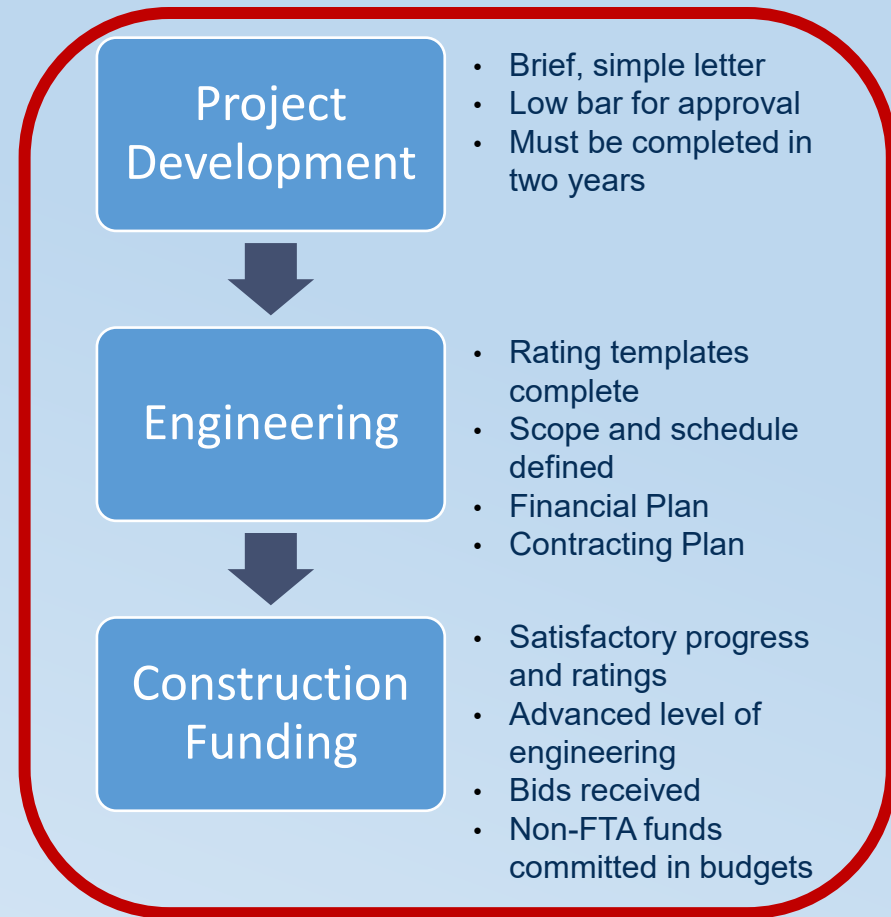
- **Current Project Cost Estimate**
 - \$730M (\$2025)
 - At 20% design, unchanged from prior estimate
 - Updated estimate at 30% design (spring 2020)
- **Funding**
 - Committed
 - DRPT: \$4M (1%)
 - NVTA (FY 18-23): \$250M (34%)
 - CMAQ/RSTP: \$57.5 (8%)
 - Smart Scale: \$50M (7%)
 - Future
 - CMAQ/RSTP: \$23M (3%)
 - NVTA: \$70.4 (10%)
 - Federal CIG: \$288M (39%)





Federal Funding Approach

- **Preliminary financial plan assumes 39% Capital Investment Grant funding (prior plan included 45%)**
- **Multi-step competitive process**
- **Project rated on:**
 - Justification
 - Local Financial Commitment
- **Coordinating closely with FTA and monitoring evolution of program**
 - Dropped CIG share below 40%
 - Carrying generous contingency in cost estimate (20-30%)
 - More than adequate amount of non-federal funds already committed





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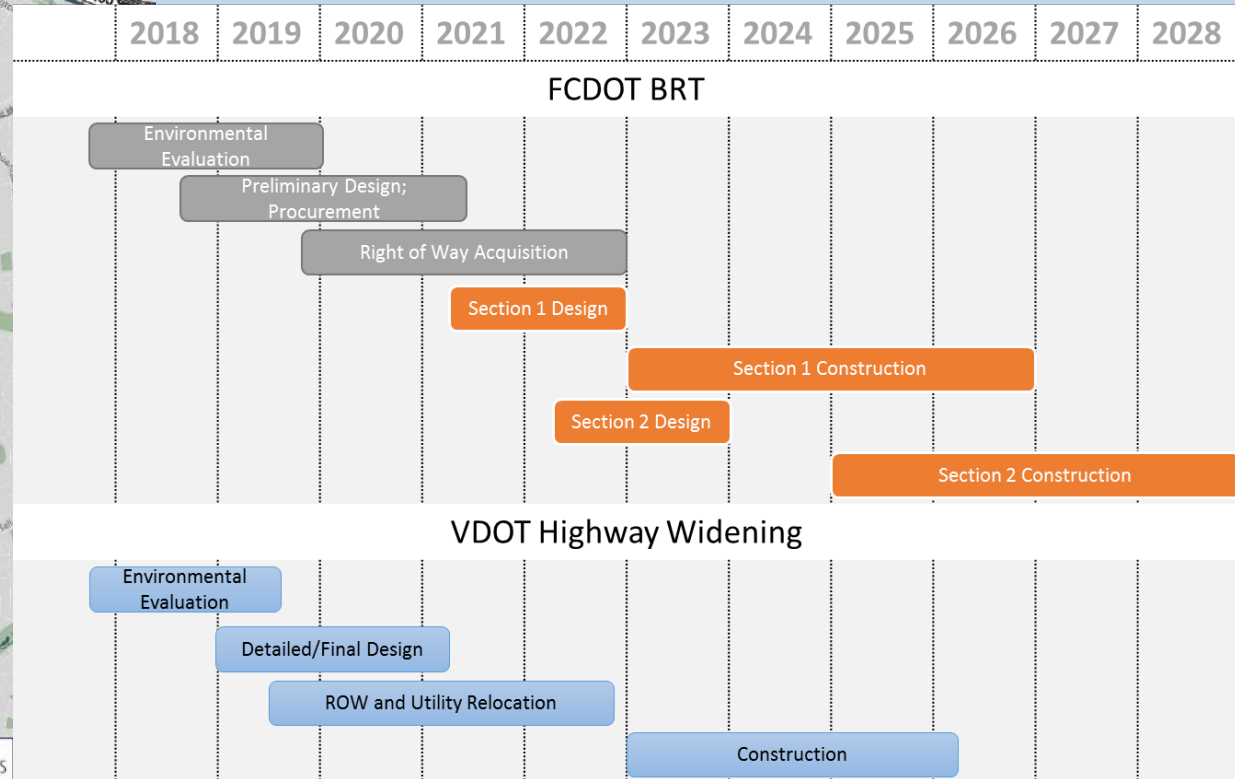
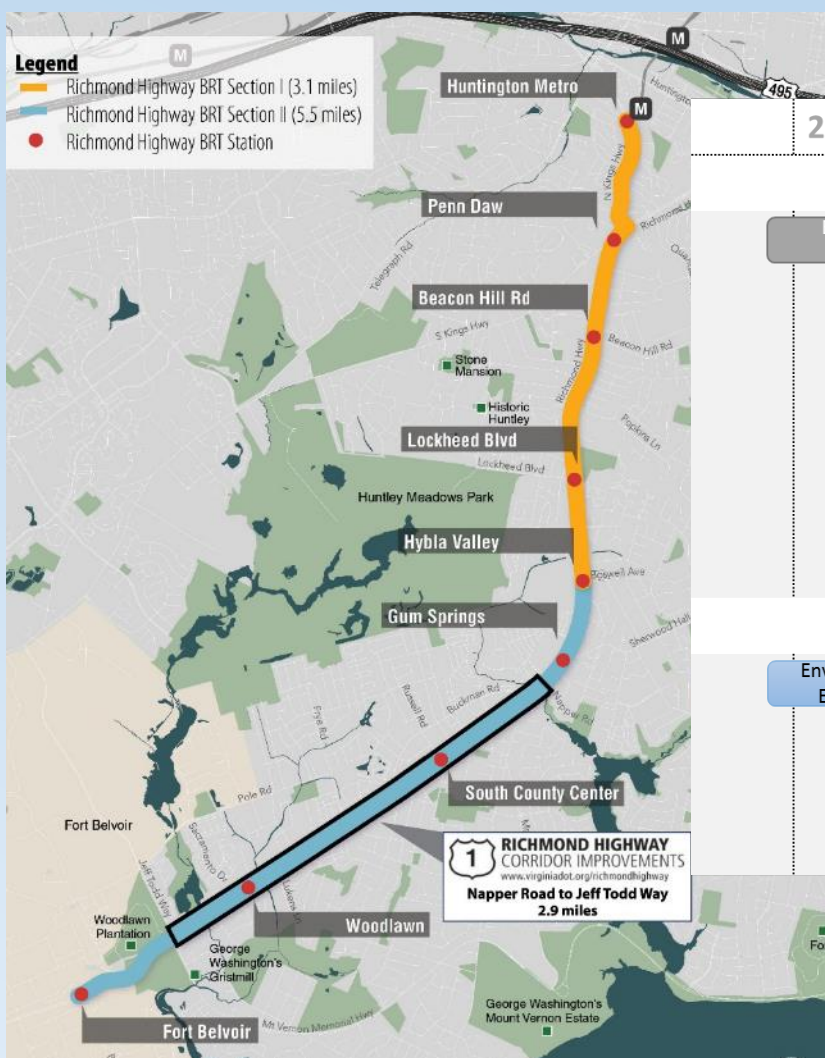
Schedule





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Schedule





12-Month Outlook

2019 Q4	2020 Q1	2020 Q2	2020 Q3
<ul style="list-style-type: none"> • Public Involvement Meetings • Section 106 Consulting Parties meeting • Obtain NEPA clearance • Request to enter FTA Project Development • Determine station architecture concept • Update schedule 	<ul style="list-style-type: none"> • Public Involvement Meetings • Progress design toward 30% • FTA Funding Coordination 	<ul style="list-style-type: none"> • Public Involvement Meetings • Initiate acquisition of long lead-time properties • Complete 30% design • Updated cost estimate • FTA approval to enter Project Development 	<ul style="list-style-type: none"> • Public Involvement Meetings • Prepare design-build procurement documents



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Public Outreach





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Public Outreach Approach

- **Public Involvement Meetings**
 - Previously held April 2018 & January 2019
 - Next up: September 2019
- **Summer “Mini Meetings”**
 - 6 total; 1 in Spanish
- **Community Advisory Group**
- **Corridor Engagement**
- **Newsletters**
- **Project Webpage, Story Map & Social Media**



www.fairfaxcounty.gov/transportation/richmond-hwy-brt



August 22 CAG Highlights

- **Agenda included:**
 - Project Updates
 - Summer public involvement efforts
 - Information about September public information meeting
 - Solicited input on branding
- **Comments**
 - Questions about Collard and Popkins realignments
 - Questions about Fordson realignment
 - Input on brand development





September 17 Public Involvement Meeting

- Bryant High School
- Open house from 6:30 – 8:30 PM; presentation at 7 PM



- **Presentation**

- Project Overview
- Project Updates
- About Tonight
 - Design
 - What to look for
- Next Steps & Staying Involved
- Q&A



- **Open House Stations**

- Background
- Map & Schedule
- What is BRT?
- Environmental Evaluation
- Project Design/Roll Plans
- BRT Stations
- Ridership & Traffic Analysis
- Branding





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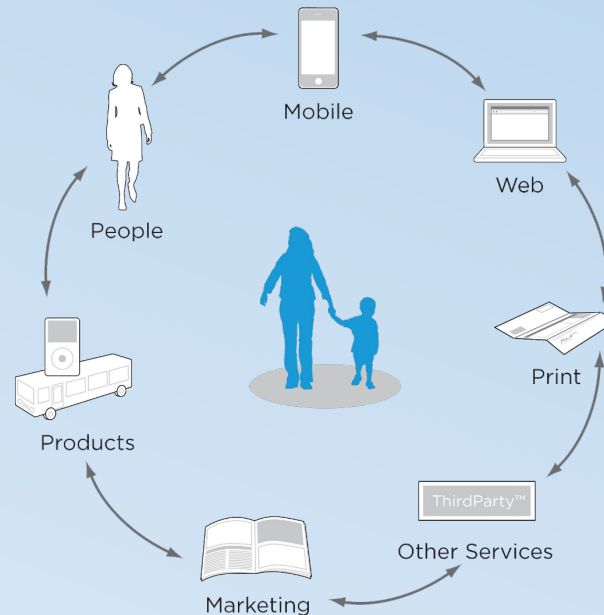
Branding





What is a Brand?

A Brand is the way that consumers (or your target audience) identifies and experiences a service, product, or person, from the look, taste, feel, and sound. A Brand is all of the customer touchpoints as experienced by our senses.





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What is a Brand?





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Best Practices - Nike



'Just Do It' 30th Anniversary

- **Capitalized** on controversy by using Colin Kaepernick as face of the campaign
- Revived a raging debate in U.S. that started in 2016 when Kaepernick, began kneeling during the "Star Spangled Banner" to protest racial injustice
- Campaign announced with a **tweet** by Kaepernick
 - Has generated **\$43 million** in **free** advertising
- With initial 3% dip to Nike share prices, stock currently near all time high
 - Has sold **61% more** merchandise since release of ad



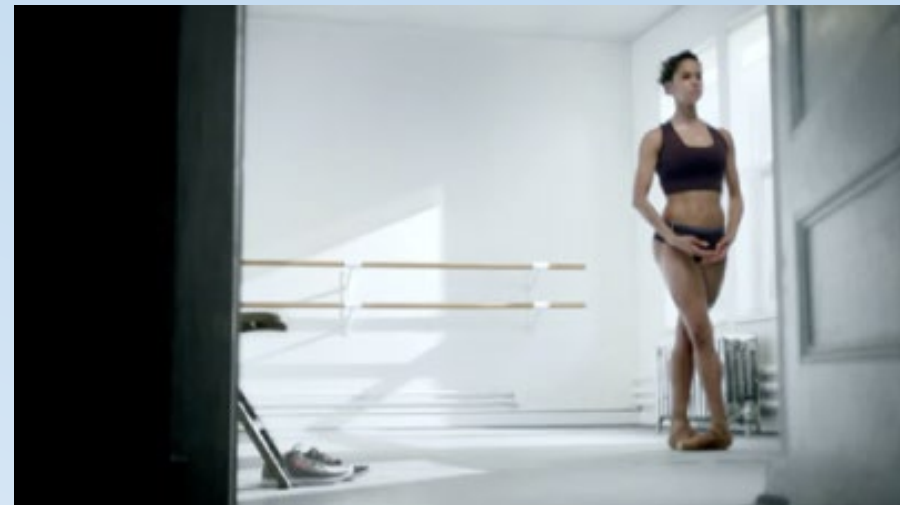


Best Practices – Under Armour



“I Will What I Want”

- Under Armour wanted to **change** their **perception** of sweaty athletes lifting weights, football players jumping in and out of tires and bulky competitors training for hours, attempting to rebrand by **targeting women**.
- The “I Will What I Want” campaign, which stems from Under Armour’s iconic ‘**I Will**’ trademark, centers around empowering women, breaking down stereotypes and promoting a positive body image
- Their mission is to “create a movement of WILL thru innovation and action” with the hashtag **#IWILLWHATIWANT** for followers to be connected to this community and movement through various social media channels





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Best Practices - Uber

“Doors are always opening”

- Uber launched a new campaign- purely **emotional**
- Presenting different situations of people using the service of Uber with a metaphor of **opportunities** that happened every time a **door opens**





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Uber





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Key Insights

- Have a **fresh brand identity** that communicates service **benefits**
- Help customers easily **connect** and **engage** with the brand/service (i.e., I see myself using this brand)
- Make the brand **aspirational** (our better selves vs. who we are today)
- Brand should **resonate and connect** with broad target audiences (age, cultures, economics status, education, etc.)
- Helps consumers feel **heard**





Rio Metro Regional Transit District - Albuquerque, NM

- Rio Metro, under the brand Rail Runner Express, have developed a mascot that is used at events and promotions (including partner events)
- It began with a name selection promotion and now **Trax** is available for **community events, school education or safety programs** and as a regular at the Isotopes games – the Triple-A Affiliate of the Colorado Rockies





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GRTC Pulse BRT – Richmond, VA

- Dedicated **bus lanes** in the median and along the curb (varies by area)
- **Pre-payment** fare collection
- Frequency **10 minutes** during peak travel time
- **Benefits** from project:
 - Increase bus speeds, improve pedestrian safety with improved crosswalks and pedestrian refuge areas at station platforms
 - **Connects** cyclists to many popular biking destinations along the route
 - Free **Wi-Fi** on-board





Metrobús – Mexico City, Mexico

- Bus Operations Mixed
 - **Public & Private** companies owning and running the buses
- Decisions regarding planning were made with **no public participation**, only public officials
- Median stations for buses double as **pedestrian islands**
- Riders purchase **passes** from **kiosk** – swipe it at **turnstiles**





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TransJakarta – Indonesia

- **Worlds longest BRT system**
 - 143 miles in length
- Operate at **2-3 minute intervals** during rush hour
 - 3-4 minutes during the off peak period
- To encourage more people to use public transportation, they **offered free bus tickets** after the launch of their 11th corridor





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Key Takeaways

- 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**

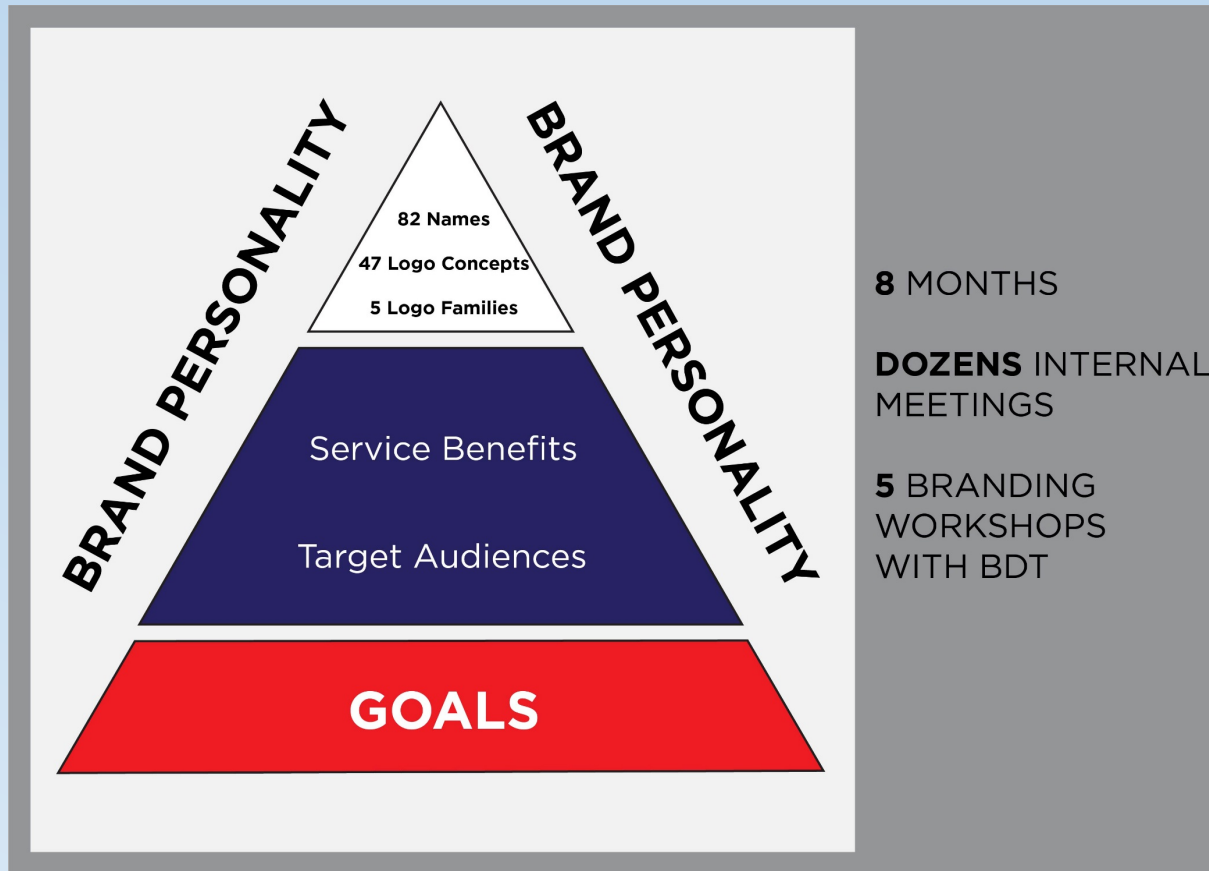




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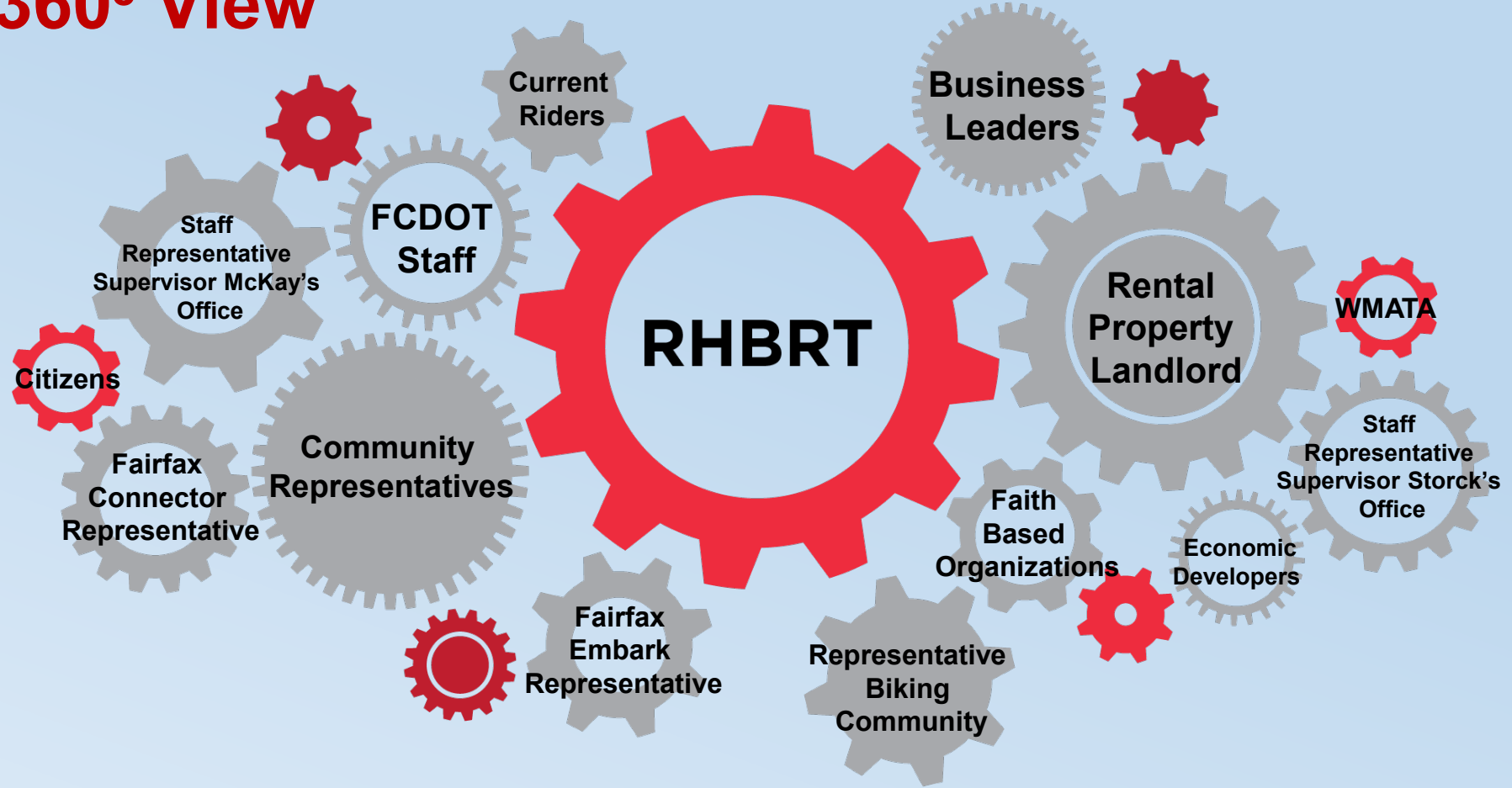
RHBRT Branding Process





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360° View





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Richmond Highway BRT Target Audience

Primary

Residents

Existing riders

Potential Riders - Peak

- Employed
- Live within 5 miles of a BRT station or within 20 miles of the end of the BRT route

Potential Riders - Off-Peak Recreational

- Need/desire to go to location along BRT route
 - Entertainment/Event/Dining
 - Education
 - Healthcare
 - Seniors
- Live within 5 miles of a BRT station or within 20 miles of the end of the BRT route

High school students

Multicultural

Tourists/Hospitality

Employers

- Sr HR Staff
- C-Level Executives





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Richmond Highway BRT Target Audience

Internal

Leadership

Supervisors

Employees

- Customer-facing staff

County Executives

County Departments

- Schools
- Workforce development
- Economic development
- Police
- Tourism
- Social Services
- Library
- Community Centers

Elected leaders

- Board of Supervisors





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Richmond Highway BRT Target Audience

Secondary

Non-Users

Cyclists/Walkers

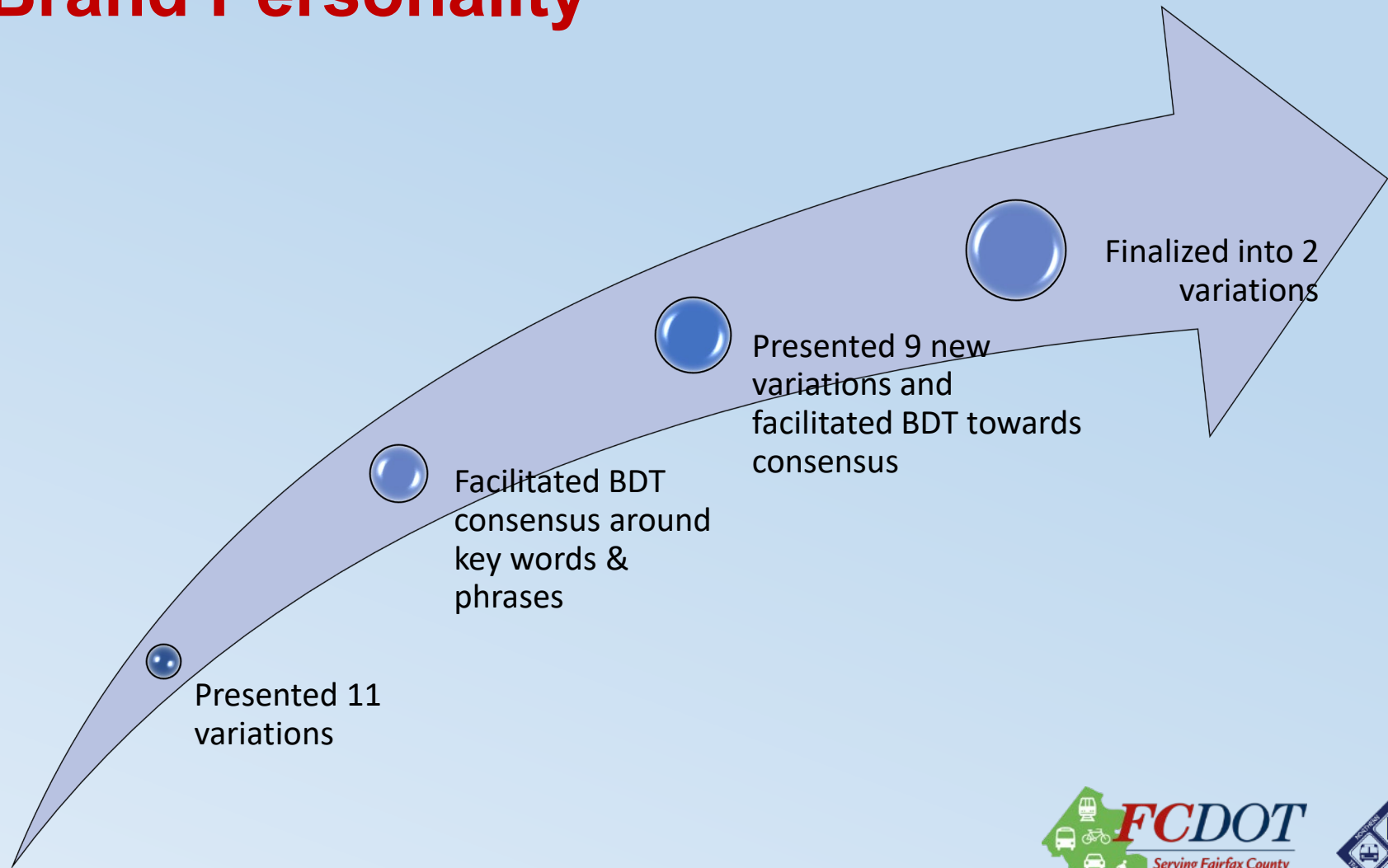
Other government agencies

- Federal
- State
- Military





Brand Personality





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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





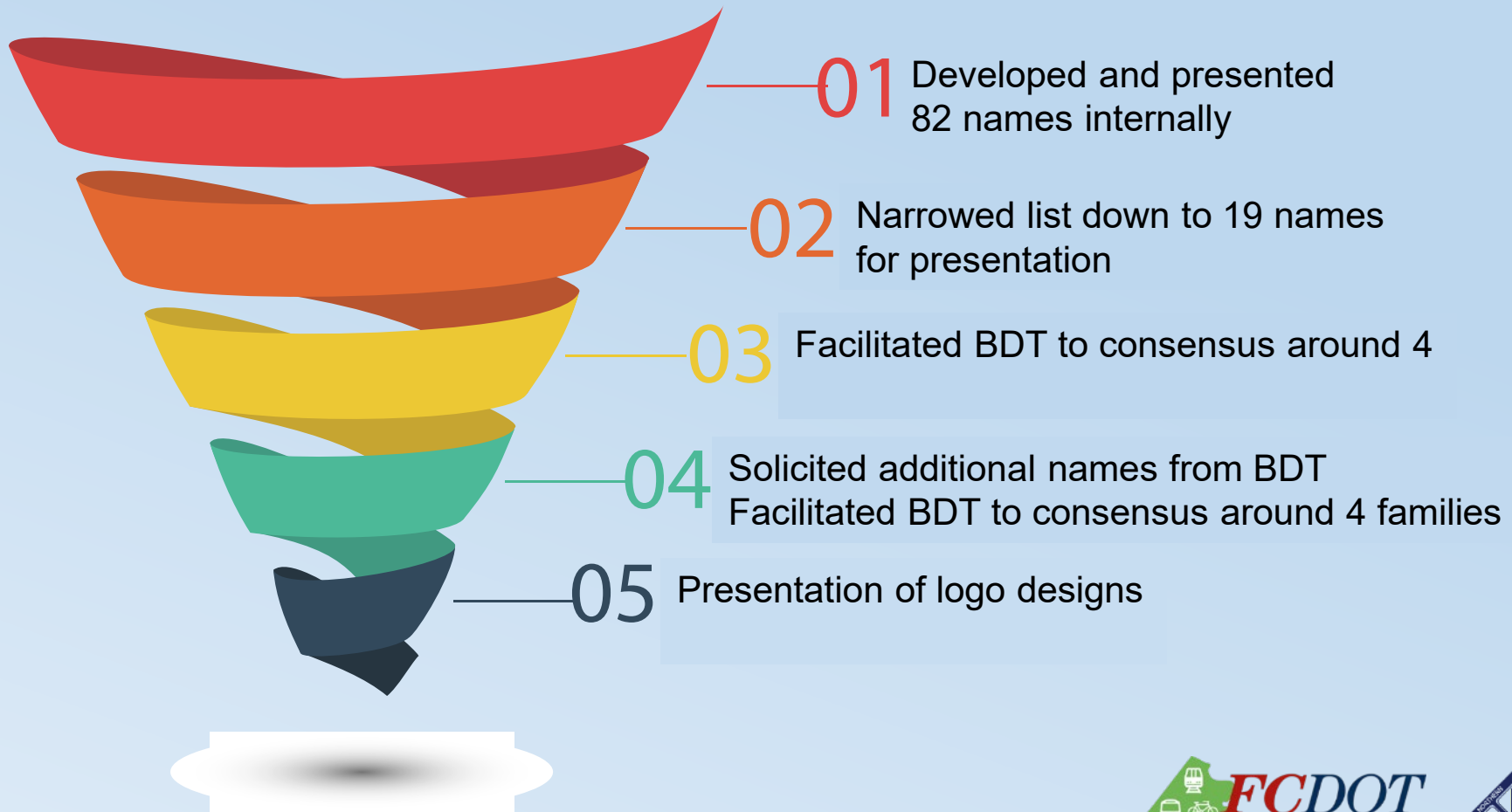
System Focus

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 connectivity between our close-knit neighborhoods and will facilitate sustainable economic vitality





RHBRT Names





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Branding Next Steps

- Narrow down designs to 2-3
- Test designs at Focus Groups in September/October
- Develop and deliver open online survey to select name/design in October/November
- Present final designs to Executive Committee in December





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Discussion

