

Expanded TDM Outreach to the I-66 Corridor

Applicant:

Arlington County

Proposed Opening Date:

January 1, 2017

Description:

This project includes the implementation of one year of proven commuter transportation demand management (TDM) programs to alleviate congestion, maximize the use of multimodal transportation options, reduce subsidies required for Metrorail services, improve job access and reduce emissions. Contracted staff will provide robust employer and residential outreach and education services including a focus on new carpool and vanpool initiatives.

These new initiatives will provide a powerful new way to serve residents who lack convenient connections to existing transit by serving as a new type of first mile/ last mile connection, thereby feeding new riders into existing transit services. The promotional element will be an essential supporting component for many proposed I-66 enhanced transit and TDM services. Arlington Transportation Partners will provide, in kind, a .25 full-time equivalent residential outreach person to complement the grant-funded contract staff.

Multimodal Transportation Improvement Type:



Transportation Demand
Management

Benefit to Tollpayers:

This project will benefit the toll-paying users of I-66 by providing information, incentives and encouragement to choose multimodal commute options, thereby removing vehicles from I-66 and parallel roads.

Documented in:

Arlington County Commuter Services Strategic Plan
VDOT 2012 I-66 Multimodal Study Inside the Beltway



Benefit Evaluation:

Evaluation Criteria	Weighted Benefit Score
Person Throughput (up to 45 points) Project will manage peak period, peak direction travel demand in the corridor by seeking to change travel behavior by providing information or incentives.	15
Peak Period Travel Time (up to 15 points) Project is likely to result in significant reductions (30 percent or greater) in inbound AM peak hour total travel time per person.	10
Connectivity (up to 15 points) Project provides new modal connections and/or further promotes transportation choice.	10
Accessibility (up to 15 points) Project addresses, improves, or enhances “first/last mile” travel between home/employment locations and transit or carpool/vanpool facilities.	10
Diversion Mitigation (up to 10 points) Project provides operational or geometric changes along a roadway in the corridor that may be used by trips that are diverted from I-66 due to tolling or HOV restrictions.	7
Total Component Benefit Score	52

Cost Evaluation:

Total Project Cost	\$ 390,000
Funding Request	\$ 350,000
Percent of Project Costs Requested	90%
Cost Effectiveness Score (Total Component Benefit Score/Funding Request)	148

Additional Information:

TDM consistently makes people aware of travel choices and connections they did not realize they had. Often the connection between modes is complicated or requires research that people do not do on their own, but the intensive information and personal connection of TDM helps people do so. Providing comprehensive information, incentives, and encouragement makes a big difference in people’s awareness and use of options.

All TDM programs around the country use outreach as an essential component of getting travelers to use alternatives to driving. Integrating the availability of new enhanced transit and TDM services being proposed for I-66 funding into this outreach effort will be essential in getting commuters to become aware of such options and make them much more likely to use them. In this respect, this project is an important element for the success of many of the other proposed I-66 projects.

The Transform 66 Multimodal Project is done in conjunction with:

