

Loudoun County Transportation Demand Management

Applicant:

Loudoun County

Proposed Opening Date:

July 1, 2017

Description:

This project includes the implementation of a set of transportation demand management (TDM) programs for a one-year promotional period in order to provide incentives for non-single occupancy vehicle travel through the I-66 inside the Beltway corridor. The program includes reduced fares for buses connecting county residents to Metrorail stations; a SmarTrip promotion for new Metrorail riders; an expansion of the Rideshare Rewards carpool program; and fuel and cost reimbursements for new vanpools.

The project application will support one year of funding for an expanded TDM incentive program and associated TDM marketing in Loudoun County.

Multimodal Transportation Improvement Type:



Transportation Demand
Management

Benefit to Tollpayers:

This program will have an immediate impact, benefiting tollpayers by reducing the number of single-occupancy vehicles (SOV) on I-66 inside the Beltway and providing direct, tangible payments for the use of transportation alternatives. The program is scalable, depending on the desired benefit or availability of funding. Finally, the program will be designed to reach Loudoun County residents at their jobs within the corridor through partnerships with other jurisdictions in the region.

Documented in:

Loudoun County Vision Long-Range Plan
Loudoun County Countywide Transportation Plan (2010)



Benefit Evaluation:

Evaluation Criteria	Weighted Benefit Score
<i>Person Throughput (up to 45 points)</i> Project is likely to result in a significant increase in the corridor's peak period, peak direction person throughput (greater than 1 percent of the baseline). The project will move a higher ratio people to vehicles compared to existing conditions.	45
<i>Peak Period Travel Time (up to 15 points)</i> Project is likely to result in significant reductions (30 percent or greater) in inbound AM peak hour total travel time per person.	10
<i>Connectivity (up to 15 points)</i> Project provides new modal connections and/or further promotes transportation choice.	15
<i>Accessibility (up to 15 points)</i> Project addresses, improves, or enhances "first/last mile" travel between home/employment locations and transit or carpool/vanpool facilities.	15
<i>Diversion Mitigation (up to 10 points)</i> 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
<i>Total Component Benefit Score</i>	92

Cost Evaluation:

<i>Total Project Cost</i>	\$ 623,000
<i>Funding Request</i>	\$ 623,000
<i>Percent of Project Costs Requested</i>	100%
<i>Cost Effectiveness Score</i> <i>(Total Component Benefit Score/Funding Request)</i>	147

The Transform 66 Multimodal Project is done in conjunction with:

