



CommuterChoice
INSIDE THE BELTWAY

I-66 Commuter Choice

ANNUAL REPORT

Fiscal Year 2018





OVERVIEW

Annual Report – Fiscal Year 2018

Designed to improve the reliability and efficiency of commuting along what former Virginia Governor Terry McAuliffe called one of the nation's most congested interstate corridors, the I-66 Commuter Choice program is moving more people, increasing opportunities to connect from one mode of travel to another, improving transit service, reducing roadway congestion, and increasing travel options.

The I-66 Commuter Choice program is the result of a 40-year Memorandum of Agreement (MOA) between the Northern Virginia Transportation Commission (NVTC) and the Commonwealth of Virginia authorizing NVTC to use revenues from I-66 inside the Beltway to fund multimodal transportation projects that benefit the interstate's toll payers.

The first project funded through I-66 Commuter Choice began operating in December 2016. Others soon followed. In September 2017, Gov. McAuliffe and then Virginia Transportation Secretary Aubrey Layne joined NVTC and a host of dignitaries to celebrate the launch of the I-66 Commuter Choice program. Flanked by buses, bike share and a transit information display, the Governor spoke to the importance of the partnership between the Commonwealth and NVTC in improving the commutes of tens of thousands of Northern Virginians.

While new and enhanced bus service has been key to alleviating congestion, other I-66 Commuter Choice projects – which include a new park-and-ride lot, transit information

screens, and transportation demand management initiatives – play a pivotal role in improving travel in the corridor. I-66 Commuter Choice funds are available to all Virginia Planning District 8 jurisdictions and public transportation providers.

The I-66 Commuter Choice program's first round of projects, approved by the Commonwealth Transportation Board (CTB) in July 2016, resulted in the funding of 10 projects, totaling \$9.8 million. These projects are highlighted in this report. A second round of projects, which the CTB approved in June 2018, resulted in the funding of 13 projects, along with programmatic support, totaling \$12 million. These projects are listed in this report. NVTC reviewed and approved all projects and the programmatic support prior to CTB consideration.

The MOA requires that NVTC provide an annual report to the CTB. In keeping with the requirement, NVTC offers this accounting of projects funded through I-66 Commuter Choice.



Table of Contents



FAIRFAX COUNTY

**Fairfax Connector Government Center—
Downtown DC, Route 699**



LOUDOUN COUNTY

Stone Ridge Enhanced Transit



ARLINGTON COUNTY

**Peak Period Service Expansion to Metrobus Route 2A,
Washington Boulevard-Dunn Loring**



PRTC/OMNIRIDE

Gainesville to Pentagon Commuter Service



LOUDOUN COUNTY

Transportation Demand Management



ARLINGTON COUNTY

**Bus Stop Consolidation and Accessibility Improvements
Lee Highway and Washington Blvd.**



CITY OF FALLS CHURCH

Expanded Transit Access, Bike Share



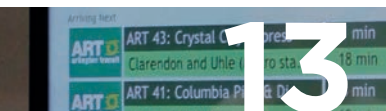
ARLINGTON COUNTY

Peak Period Service Expansion to ART Bus Route 55



ARLINGTON COUNTY

Expanded TDM Outreach to the I-66 Corridor



ARLINGTON COUNTY

Multimodal Real-Time Transportation Information Screens



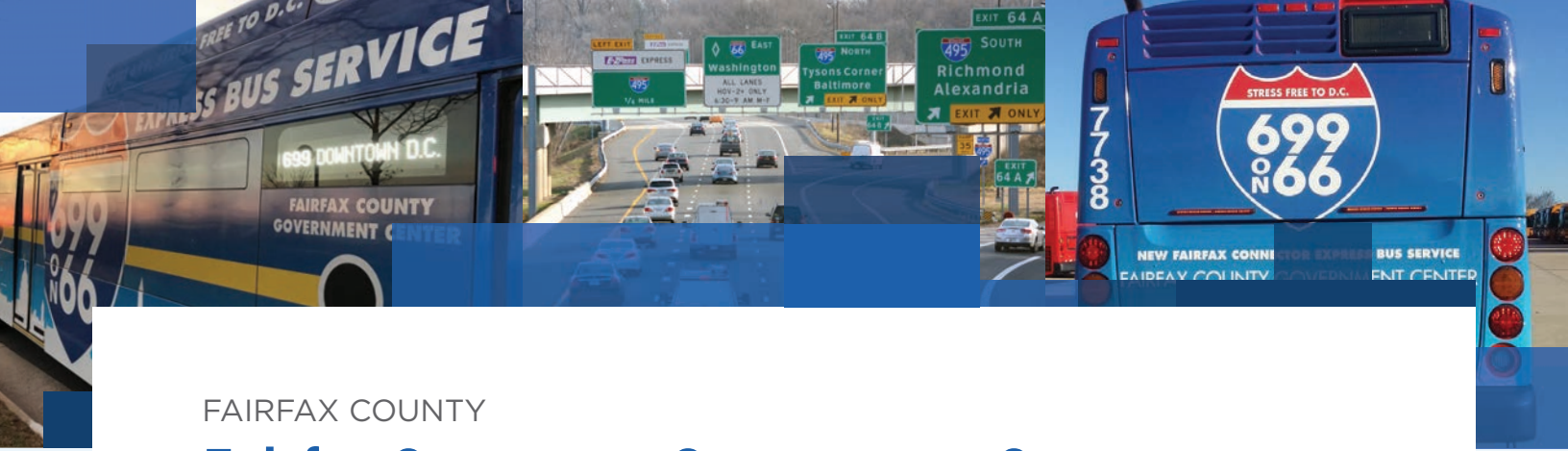
NVTC I-66 COMMUTER CHOICE

Projects Funded in Fiscal Year 2019



NVTC I-66 COMMUTER CHOICE

Eligible Applicants



FAIRFAX COUNTY

Fairfax Connector Government Center – Downtown DC, Route 699



**Funding Through
I-66 Commuter Choice**
\$3,336,836

*Began operating on
December 4, 2017*

Route 699 provides express bus service from the Fairfax County Government Center, where free parking is available, to major regional employment and educational centers – including The George Washington University campus, U.S. Department of State, and World Bank – in Washington, D.C. This Fairfax Connector bus service provides 10 morning rush-hour inbound trips and 10 afternoon rush-hour outbound trips, with departures roughly every 20 minutes.

Project Support

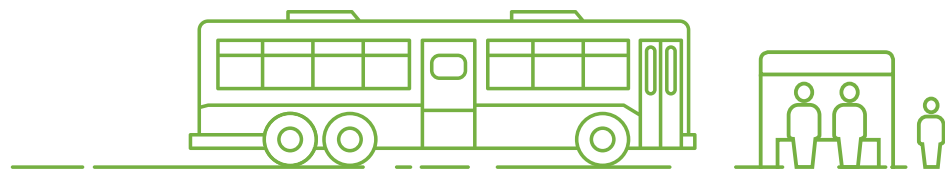
Funds from I-66 Commuter Choice support both the purchase of four new buses and two years of operating costs.

Toll Payer Benefits

By moving more people more efficiently along the interstate, this service is decreasing demand on I-66 inside the Beltway and ensuring consistent travel speeds for toll payers.

Project Status

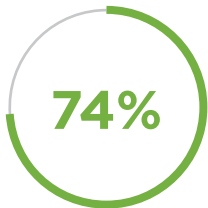
Route 699 is seeing strong ridership in its first year. Branded buses, featuring an oversize graphic announcing 699 on 66, catch the attention of drivers on the interstate. Social media and marketing initiatives have been effective in attracting new riders.





LOUDOUN COUNTY

Stone Ridge Enhanced Transit



**Funding Through
I-66 Commuter Choice**

\$1,940,939

*Began operating on
July 10, 2017*

This 300-space park-and-ride lot serves commuters in and around Aldie, which is among the fastest growing suburbs in the Washington, D.C. region. The new lot triples the capacity of the original Stone Ridge lot. Amenities such as bike lockers help resolve first- and last-mile issues, which occur when homes are too far away for commuters to comfortably walk to a transit stop. Each of the two new Motor Coach Industries buses, which run between Aldie and downtown D.C., provides one morning inbound trip and one afternoon outbound trip.

Project Support

Funds from I-66 Commuter Choice support the construction of the lot, purchase of two buses, and two years of operating costs.

Toll Payer Benefits

Improved access to commuter buses and increased bus service combine to reduce the number of single-occupancy vehicles on I-66 inside the Beltway, ensuring more consistent travel speeds for toll payers.

Project Status

The Stone Ridge park-and-ride lot nears capacity on a regular basis. The new bus service is being utilized and has attracted new riders. The amenities are well used.





ARLINGTON COUNTY

Peak Period Service Expansion to Metrobus Route 2A, Washington Blvd.-Dunn Loring



**Funding Through
I-66 Commuter Choice**

\$1,000,000

*Began operating on
June 25, 2017*

Increased bus frequency and shorter route run times are designed to make the Metrobus 2A route more attractive to commuters. Currently half of commuters in the 2A service area are destined for jobs in Washington, D.C., according to the Metropolitan Washington Council of Governments Household Travel Survey. The 2A operates on US 29 and Washington Boulevard, adjacent to I-66, and connects three jurisdictions with three Metrorail stations. The 2A now runs every 10 minutes, as opposed to 15, during the morning and afternoon rush hours.

Project Support

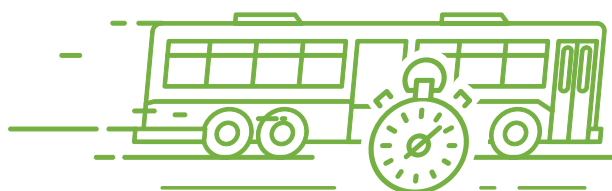
Funds from I-66 Commuter Choice support two years of operating costs for the expanded bus service.

Toll Payer Benefits

Additional rush-hour bus service and reduced travel times on corridors that parallel I-66 inside the Beltway provide passengers with more commuting options and predictability, thereby increasing ridership and removing cars from both the interstate and adjacent roads. A decrease in single-occupancy vehicles on I-66 will allow for more consistent travel speeds for toll payers.

Project Status

Metrobus 2A's expanded service is being utilized by commuters. The 2A will benefit from the completion of Arlington's bus stop consolidation and shelter improvements, also funded through I-66 Commuter Choice, which will increase bus speed along the route.





PRTC/OMNIRIDE

Gainesville to Pentagon Commuter Service



**Funding Through
I-66 Commuter Choice**

\$887,900

*Began operating on
December 12, 2016*

This express bus service connects the rapidly growing community of Gainesville with the Pentagon. The popular service began with eight daily trips, four inbound during morning rush hour and four outbound during afternoon rush hour. After a year, an additional inbound and outbound trip were added. In May 2018, as construction ramped up on I-66 express lanes outside the Beltway, fares on the Gainesville to Pentagon buses were cut in half with funding from the Virginia Department of Transportation.

Project Support

Funds from I-66 Commuter Choice support two-and-a-half years of operating costs, route marketing, communication, and the leasing of additional park-and-ride facility spaces.

Toll Payer Benefits

The shifting of single-occupant vehicle trips to transit trips reduces congestion on I-66. This service is decreasing demand on I-66 inside the Beltway and ensuring consistent travel speeds for toll payers.

Project Status

The Gainesville to Pentagon commuter bus service is among OmniRide's most successful. The route has experienced steady ridership growth since its inception. Ridership received a bump when half-price fares took effect. The service is also attracting new riders, many of whom have become regulars.

Gainesville

Pentagon





LOUDOUN COUNTY

Transportation Demand Management



**Funding Through
I-66 Commuter Choice**
\$623,000

*Began implementation
in late 2017*

This expansion of a successful transportation demand management (TDM) program targets commuters bound for locations along the I-66 corridor inside the Beltway and in Washington, D.C. Currently 83 percent of Loudoun commuters using transit, vanpools or carpools are destined for those locations, according to Metropolitan Washington Council of Governments Household Travel Survey. The TDM program, called I SHARE 66, provides incentives – such as reduced fares on express buses into D.C. or to Orange and Silver Line Metrorail stations, a SmarTrip® card promotion for new Metrorail riders, and financial rewards for new carpools and vanpools – to get commuters out of their single-occupant vehicles.

Project Support

Funds from I-66 Commuter Choice support program marketing and commuter incentives.

Toll Payer Benefits

By creating incentives to use transit, this program reduces the number of single-occupant vehicles on I-66 inside the Beltway and alleviates congestion, ensuring more consistent travel times for toll payers.

Project Status

I SHARE 66's Metro Connection bus subsidy program – which offered free rides to the Wiehle-Reston East Metrorail station from April 16 to June 2, 2018 – saw ridership climb. Newspaper ads and social media alerted residents to the free ride program. I SHARE 66 has helped establish new carpools, rewarding drivers and passengers with gasoline gift cards. The TDM program has distributed SmarTrip® cards to new Loudoun County Transit bus riders, many of whom continue to take transit. Its newly launched website provides transit information and resources to commuters.



ARLINGTON COUNTY

Bus Stop Consolidation and Accessibility Improvements, Lee Hwy. and Washington Blvd.



Funding Through
I-66 Commuter Choice

\$462,000

Implementation
underway

The consolidation of underutilized and closely spaced bus stops along the Lee Highway and Washington Boulevard corridors is designed to reduce travel times and attract new bus riders. Up to 30 bus stops are being retrofitted with bus stop pads and pedestrian facilities – such as sidewalks, curb ramps, and crosswalks – that are compliant with the Americans with Disabilities Act, and enhanced passenger amenities, including shelters, benches and lighting.

Project Support

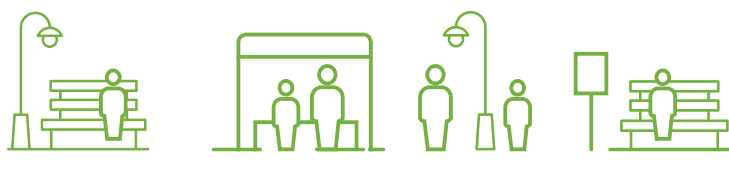
Funds from I-66 Commuter Choice will cover all capital costs.

Toll Payer Benefits

Streamlined bus service, which reduces both the amount of time a bus sits at a stop and the number of stops it makes, will increase bus speed through the corridor, making transit a more attractive commuting option. More accessible bus stops will encourage those with disabilities to use transit. The result will be a reduction in cars on I-66 and parallel roadways.

Project Status

When the project is fully implemented, riders on the Arlington Transit 55 and Metrobus 2A, 3Y, 15L, 38B, 42 and 77 routes will see improvement in bus run times, which will allow them to reach their destinations sooner and the bus routes to increase ridership.





CITY OF FALLS CHURCH

Expanded Transit Access, Bike Share



**Funding Through
I-66 Commuter Choice**

\$462,000

*Implementation
underway*

The addition of up to 16 bike share stations, several adjacent to Metrorail stations, will help solve first- and last-mile issues, which occur when homes and offices are too far away for commuters to comfortably walk to a transit stop, and feed new riders into existing transit services. These bike share docks, designed to fill a gap in the regional bike share network, will expand the distance that commuters will travel to reach a transit station, increase travel options, and reduce pressure on the regional highway system.

Project Support

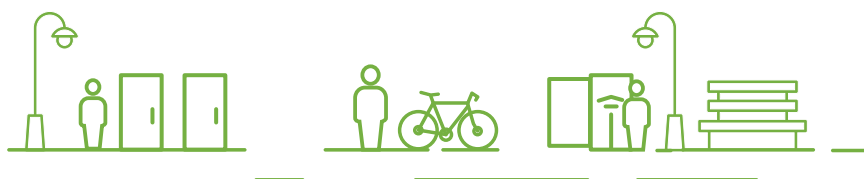
Funds from I-66 Commuter Choice support five years of operating assistance and maintenance for bike share stations along N Washington and S Washington streets (Route 29), W Broad Street (Route 7), and the W&OD Trail in the City of Falls Church.

Toll Payer Benefits

By providing a new option for accessing Metrorail stations, commuters will have an alternative to driving alone. The result will be decreased demand on I-66 inside the Beltway, which will ensure more consistent travel speeds for toll payers.

Project Status

An extensive stakeholder outreach effort – which included meetings, pop-up events, and crowdsource mapping – was used to identify Capital Bikeshare locations in the City of Falls Church. Procurement of bikes and docks is underway.





ARLINGTON COUNTY

Peak Period Service Expansion to ART Bus Route 55



Funding Through I-66 Commuter Choice

\$450,000

Began operating on June 25, 2017

Adding buses to Arlington Transit's 55 route during the morning and afternoon rush hours provides an extra 3.5 round trips daily. The improved frequency is designed to attract new riders, roughly half of whom are destined for jobs in Washington, D.C., according to the Metropolitan Washington Council of Governments Household Travel Survey. The route, which runs along Lee Highway, connects commuters to the East Falls Church and Rosslyn Metrorail stations.

Project Support

Funds from I-66 Commuter Choice cover the rehabilitation of a bus and operating costs for two years.

Toll Payer Benefit

Additional rush-hour bus service on roadways that parallel I-66 inside the Beltway will encourage commuters to use transit, thereby removing cars from both the interstate and adjacent roads. A decrease in single-occupancy vehicles will allow for more consistent travel speeds for toll payers.

Project Status

Buses providing the additional daily round trips are attracting riders heading to both the East Falls Church and Rosslyn Metrorail stations and points in between.





ARLINGTON COUNTY

Expanded TDM Outreach to the I-66 Corridor



**Funding Through
I-66 Commuter Choice**
\$350,000

*Began implementation
in late 2017*

This expansion of a successful transportation demand management (TDM) program, now called Commute66, targets commuters bound for locations along the I-66 corridor inside the Beltway and Washington, D.C. Robust employer and residential outreach, which explain transit options and incentive programs, are designed to reduce single-occupant car trips through the corridor. These initiatives provide convenient connections to existing transit, helping to resolve first- and last-mile issues, which occur when homes and offices are too far away to comfortably walk to a transit stop, and feeding new riders into existing transit services.

Project Support

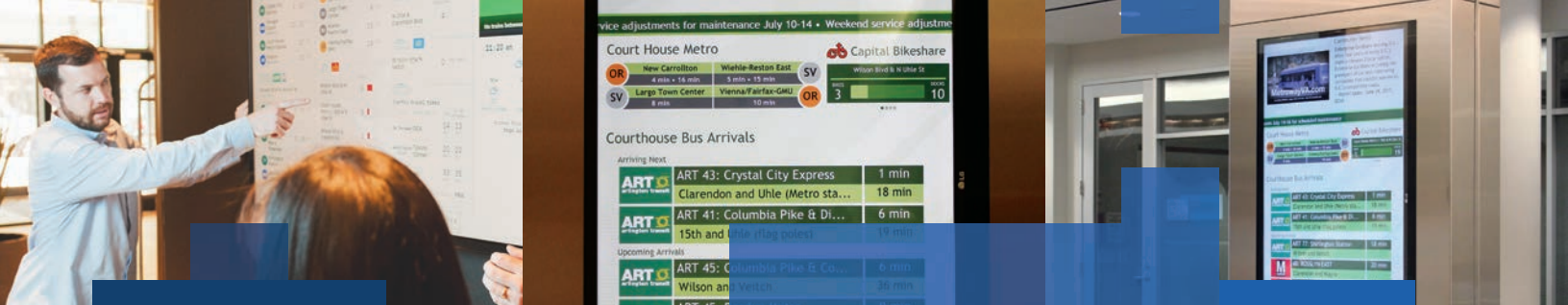
Funds from I-66 Commuter Choice support part-time marketing staff and incentives. Arlington Transportation Partners provides, in kind, a .25 full-time equivalent residential outreach person to complement the grant-funded contract staff.

Toll Payer Benefits

By working with employers and building management firms to create incentives, this project will reduce the number of single-occupancy vehicles on I-66 inside the Beltway, Commute 66 helps alleviate congestion, ensuring more consistent travel times for toll payers.

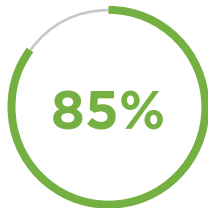
Project Status

A baseline survey, done in coordination with the Metropolitan Washington Council of Governments Commuter Connections, identified both current commuting patterns and the types of amenities and programs that would entice commuters out of their cars. Survey responses have allowed Commute66 to target its efforts on initiatives and incentives that will drive results. Through its partnership with Commuter Connections, Commute66 and Arlington County have become engaged in a larger, regional program. Commute66's new website serves as a commuter resource.



ARLINGTON COUNTY

Multimodal Real-Time Transportation Information Screens



**Funding Through
I-66 Commuter Choice**
\$250,000

*Implementation
underway*

Real-time information on transit arrivals, Capital Bikeshare and Zipcar availability, and I-66 travel times and toll rates complements Arlington County's successful transportation demand management program. Multimodal real-time transportation screens, which provide dynamic information, are planned for Metrorail stations, high-utilization bus stops, and residential and office buildings in the Rosslyn-Ballston corridor.

Project Support

Funds from I-66 Commuter Choice support the purchase of up to 30 screens and one year of annual costs.

Toll Payer Benefits

Comprehensive, up-to-the minute information allows commuters to make informed travel choices, increasing transit use. By reducing the number of single-occupant vehicles on I-66 inside the Beltway, this project helps alleviate congestion, ensuring more consistent travel times for toll payers.

Project Status

To date, screens have been installed at the Ballston Commuter Store and Arlington Central Library. A Memorandum of Agreement (MOA) that will allow the installation of a screen has been signed with a condominium in the corridor and other MOAs are pending. Arlington County is working with the Metropolitan Washington Council of Governments Commuter Connections program to monitor the impact the screens have on travel behavior in the corridor and reduce the use of single-occupant vehicles for commuting.



Projects Funded in Fiscal Year 2019

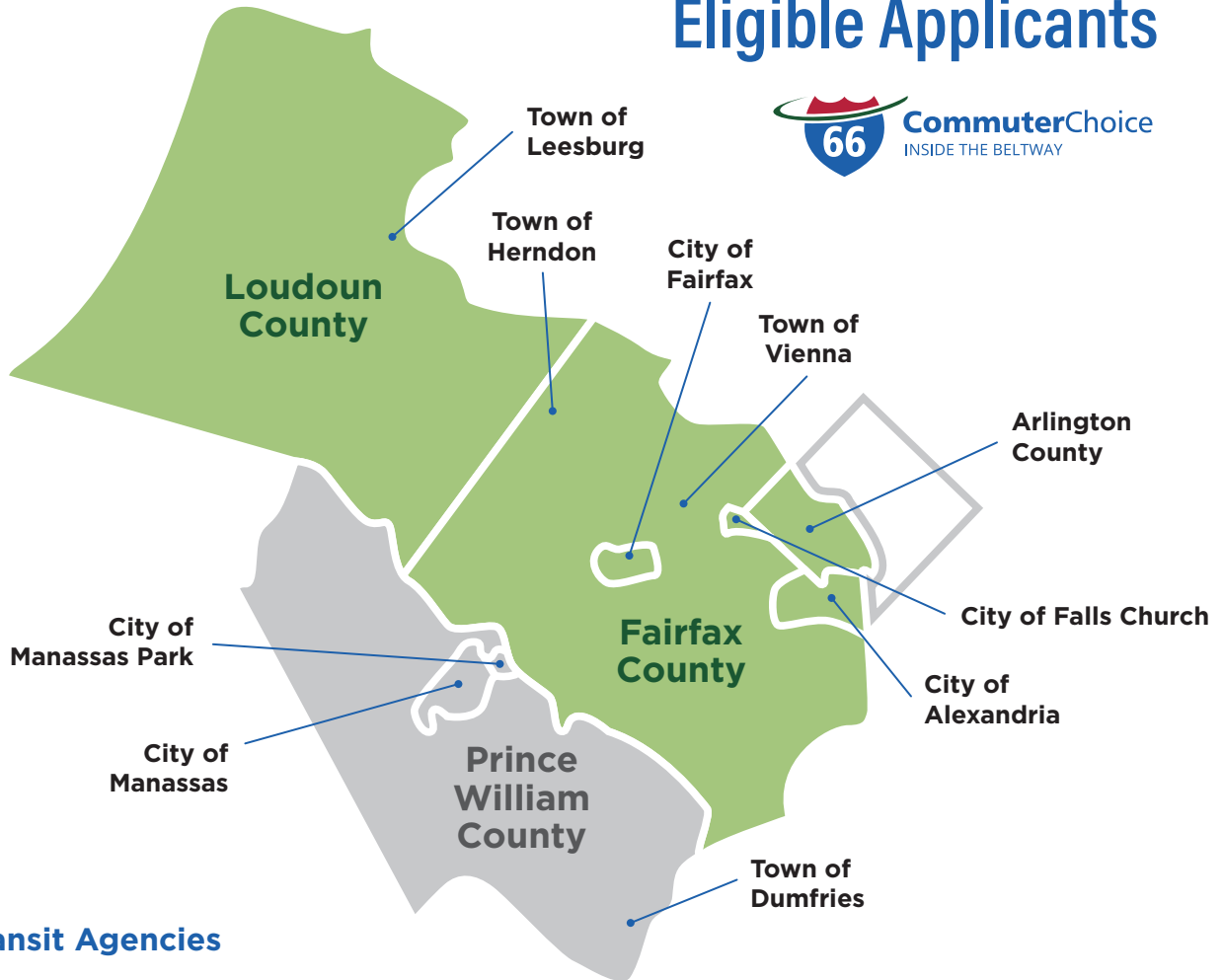
Project	Funding*	Overview	Toll Payer Benefits
FAIRFAX COUNTY Fairfax Connector Express Bus Service Between Vienna/Fairfax-GMU and Pentagon Metrorail Stations	\$3,452,618 (93%)	Links the Vienna/Fairfax-GMU Metrorail station to the Pentagon Transit Center via express bus service. Four new buses will provide eight inbound and eight outbound trips.	Providing an alternative to single-occupant vehicles will help reduce peak period congestion on I-66 inside the Beltway, resulting in lower tolls.
LOUDOUN COUNTY Loudoun County Transit Metro Connection Route 88X Extension to Dulles South	\$1,706,040 (100%)	Extends Loudoun County Transit's 88X service to a new western terminus in the Dulles South area. Two new buses will be added to continue the existing level of service.	Providing an alternative to single-occupant vehicles will help reduce peak period congestion on I-66 inside the Beltway, resulting in lower tolls.
PRTC/OMNIRIDE On-Demand Commuter Lot Shuttles in Prince William County	\$1,087,796 (100%)	Links Gainesville/Haymarket neighborhoods to nearby commuter lots via free, on-demand shuttles. Funding will cover the purchase of vehicles, on-board vehicle hardware, transit operation, and promotion.	Linking neighborhoods with area commuter lots will encourage and reinforce rush hour ridesharing by removing single-occupant vehicles from I-66 inside the Beltway during rush hour.
LOUDOUN COUNTY Transit Metro Connection from New Purcellville Park and Ride	\$1,065,960 (100%)	Links the Town of Purcellville and Wiehle-Reston East Metrorail station via new bus service. Includes the leasing of at least 80 commuter parking spaces and operation of three buses providing nine morning and afternoon trips.	Providing an alternative to single-occupant vehicles will help reduce peak period congestion on I-66 inside the Beltway, resulting in lower tolls.
CITY OF FAIRFAX CUE Access and Technology Improvements	\$965,000 (100%)	Improves access and comfort at CUE bus stops through the installation of shelters, benches, signage, and real-time transit information displays. A marketing campaign will increase awareness of CUE.	Improving access to Metrorail via CUE will encourage more people to ride transit, thereby removing cars from I-66 and the parallel commuting routes.
CITY OF FALLS CHURCH Metrobus Route 3T Extension and Service Expansion	\$845,754 (100%)	Restores direct Metrobus service between West Falls Church-VT/UVA and East Falls Church Metrorail stations. The expanded 3T route will feature bi-directional, peak-period service with 24-minute headways.	Restoring direct bus service between two Metrorail stations will make transit more attractive. This service will encourage residents and workers to use transit, rather than driving, thereby helping to reduce tolls on I-66.
FAIRFAX COUNTY I-66 Corridor Vienna/Merrifield Bike Share Expansion	\$497,100 (100%)	Adds 10 new bike share stations, connecting residents to the Vienna/Fairfax-GMU and Dunn Loring-Merrifield Metrorail stations and regional trails.	Providing easy and low-cost access to mass transit will decrease the number of single-occupant vehicles both inside and outside the Beltway, thereby reducing congestion for toll payers.

*Amount funded through I-66 Commuter Choice (% of total project funded through I-66 Commuter Choice)

Project	Funding*	Overview	Toll Payer Benefits
ARLINGTON COUNTY I-66 Corridor Intelligent Transportation System Enhancements	\$400,000 <i>(100%)</i>	Improves Arlington County's real-time traffic monitoring system so the county can better respond to special events and incidents in the corridor.	Collecting and sharing traffic data will help improve incident management and response in the corridor, reducing congestion and lowering tolls.
ARLINGTON COUNTY Traffic Management Center	\$400,000 <i>(100%)</i>	Upgrades to Arlington County's Traffic Management Center will allow the county to maximize its new intelligent transportation system capabilities and respond to incidents as observed in real time.	Increasing resources for the Traffic Management Center will improve operations throughout the I-66 corridor and aid with incident management. The result will be reduced congestion and lower toll prices.
ARLINGTON COUNTY Expanded TDM Outreach to the I-66 Corridor	\$350,000 <i>(100%)</i>	Expands Arlington County's transportation demand management program, which provides transit incentives to commuters. Funding would cover the hiring of two staff.	Providing information, incentives and encouragement will allow solo drivers to choose from other commuting options, removing vehicles from the I-66 corridor and lowering tolls.
PRTC/OMNIRIDE Flexible Vanpool Program	\$317,600 <i>(100%)</i>	Develops and provides rostering and fare payment software to allow riders registered with one vanpool to ride with another and unregistered riders to catch a one-time ride.	Increasing rush hour ridership would help remove single-occupant vehicles from the corridor during rush hour and lower tolls on I-66 inside the Beltway.
PRTC/OMNIRIDE OmniRide Linton Hall Metro Direct Bus Service Enhancement	\$134,200 <i>(100%)</i>	Adds one morning and afternoon trip between Linton Hall and the Tysons Corner Metrorail station to serve more riders during I-66 construction and support transit and transportation demand management plans.	Increasing rush hour ridership would help remove single-occupant vehicles from the corridor during rush hour and lower tolls on I-66 inside the Beltway.
CITY OF MANASSAS Bicycle Parking Improvements at Manassas VRE Station	\$55,000 <i>(100%)</i>	Adds new sheltered bike racks, up to 10 bicycle lockers, and a bicycle repair stand to provide safe and convenient long-term bicycle parking, making bikes more attractive as a first- and last-mile option for Virginia Railway Express and Amtrak riders.	Providing safe and convenient long-term bicycle parking will improve access to VRE's Manassas Line, thereby encouraging I-66 commuters to take the train. The result would be reduced congestion and lower tolls on the interstate.
NORTHERN VIRGINIA TRANSPORTATION COMMISSION I-66 Commuter Choice Marketing and Outreach	\$400,000 <i>(100%)</i>	Adds a dedicated manager to allow NVTC to coordinate I-66 Commuter Choice outreach and marketing efforts across jurisdictions.	Coordinating marketing and outreach will allow NVTC and its jurisdictions to reach additional audiences with information about transportation alternatives in the corridor, helping to reduce the number of single occupant vehicles in the I-66 corridor.
NORTHERN VIRGINIA TRANSPORTATION COMMISSION I-66 Commuter Choice Program Administration, Evaluation, and Oversight	\$400,000 <i>(100%)</i>	Adds a dedicated program manager to allow NVTC to assume the administration, evaluation and oversight efforts necessary to ensure the success of the I-66 Commuter Choice program.	Increasing evaluation and oversight will ensure that funded projects meet their goals, helping to move more people more efficiently through the I-66 corridor.



Eligible Applicants



Transit Agencies

- Virginia Railway Express
- PRTC/OmniRide
- Washington Metropolitan Area Transit Authority (Metrobus/Metrorail)

- NVTC Jurisdiction
- Non-NVTC Jurisdiction
- Non-Eligible Jurisdiction



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