

# DUKE STREET

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## *IN MOTION*

September Small  
Group Meetings

[alexandriava.gov/DukeInMotion](http://alexandriava.gov/DukeInMotion)

\$87M in Northern Virginia Transportation Authority regional revenues are being utilized towards this Duke Street Transitway project.



# AGENDA

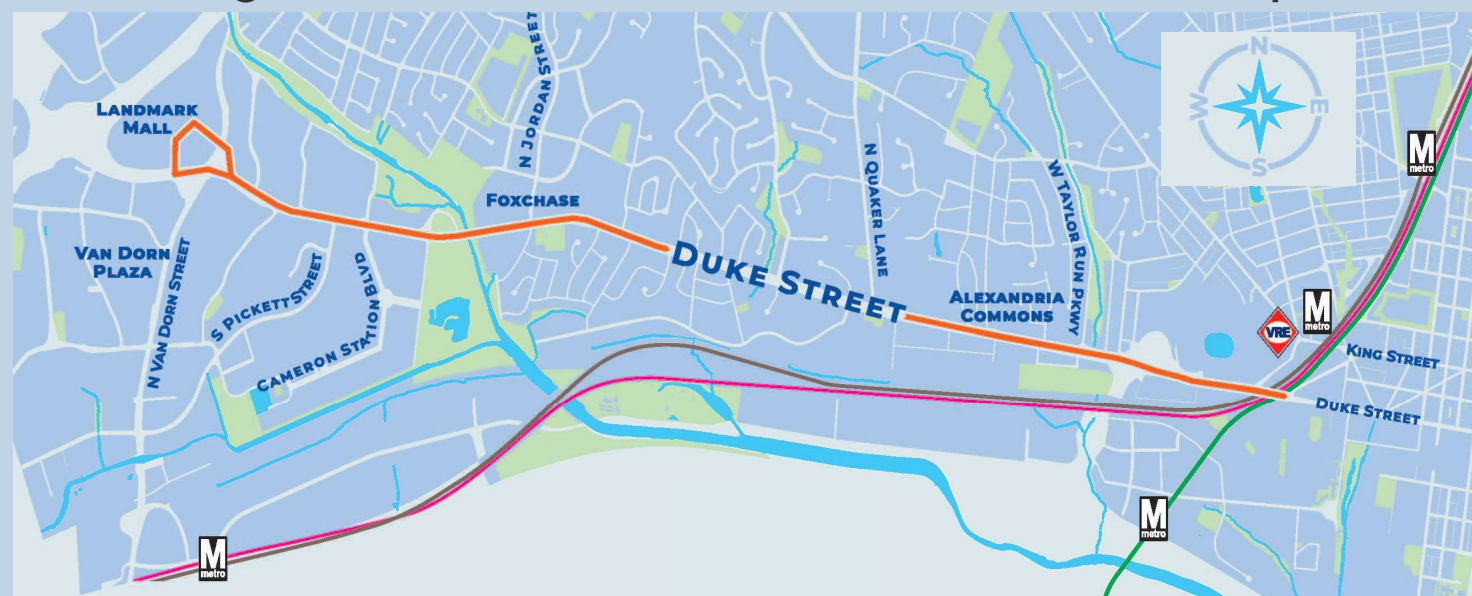
- Background: What and Why
- Phase I Visioning
- Phase II Process
- Upcoming Engagement



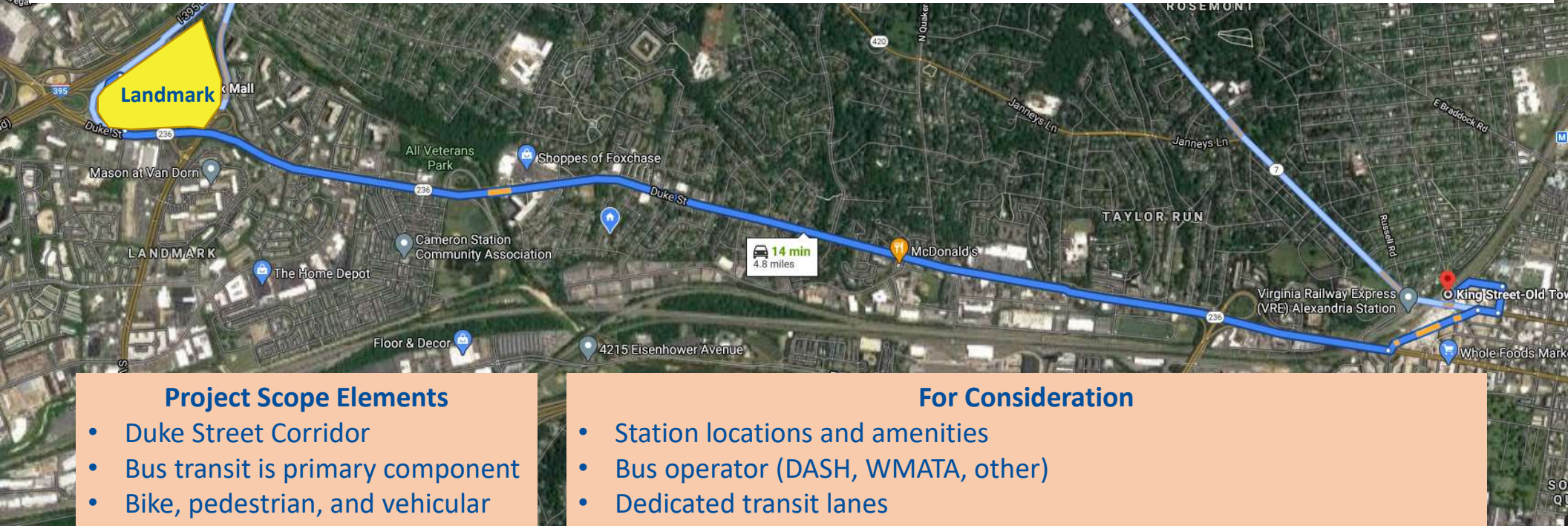
# BACKGROUND

## WHAT IS “DUKE STREET *IN MOTION*”?

- **Duke Street *IN MOTION*** is a project focused on ensuring that transit improvements in the Duke Street corridor, from Landmark Mall to the King Street Metro Station, provide efficient transportation options that align with all users’ needs, wants, and expectations.



# Duke Street in Motion Corridor Study Area Elements and Considerations



## Project Scope Elements

- Duke Street Corridor
- Bus transit is primary component
- Bike, pedestrian, and vehicular elements may be addressed in relation to transit

## For Consideration

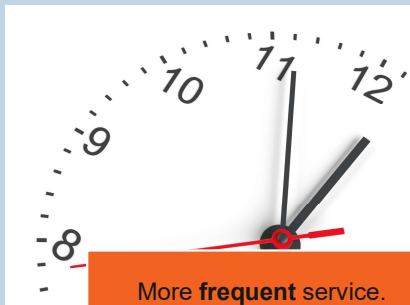
- Station locations and amenities
- Bus operator (DASH, WMATA, other)
- Dedicated transit lanes
- Role of service roads
- Bike lanes, trails, sidewalks, landscaping, utilities
- Signal improvements (TSP)
- Suggestions that come out of the Duke Street in Motion process

# HOW DID WE GET HERE AND HOW ARE WE SETTING **DUKE STREET** ? *IN MOTION*



# WHAT IS BUS RAPID TRANSIT (BRT)?

- An integrated, flexible system of facilities, equipment, services, and amenities that **improve the speed, reliability, and identity of bus transit**. May include:

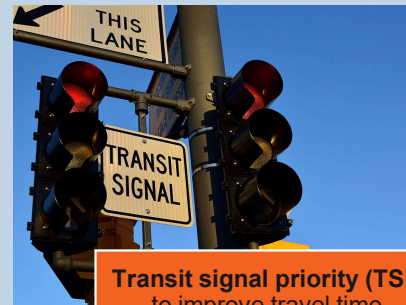


More **frequent** service.

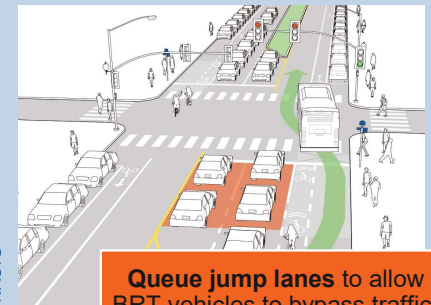
The Vine (Steve Morgan, Wikipedia)



**Upgraded bus stops** with enhanced passenger amenities.

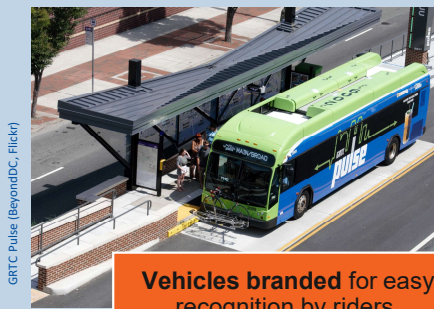


**Transit signal priority (TSP)** to improve travel time.



NACTO

**Queue jump lanes** to allow BRT vehicles to bypass traffic.



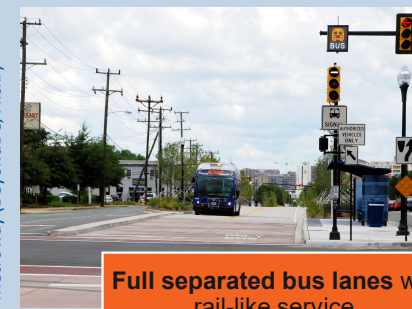
GRTC Pulse (BeyondDC, Flickr)

**Vehicles branded** for easy recognition by riders.



1 Street bus lane (BeyondDC, Flickr)

**Partial to full time bus lanes.**



Metroway (BeyondDC, Flickr)

**Full separated bus lanes** with rail-like service.

# WHY TRANSIT - CAPACITY



 PRIVATE MOTOR VEHICLES  
600–1,600/HR

 MIXED TRAFFIC WITH FREQUENT BUSES  
1,000–2,800/HR

 TWO-WAY PROTECTED BIKEWAY  
7,500/HR

 DEDICATED TRANSIT LANES  
4,000–8,000/HR

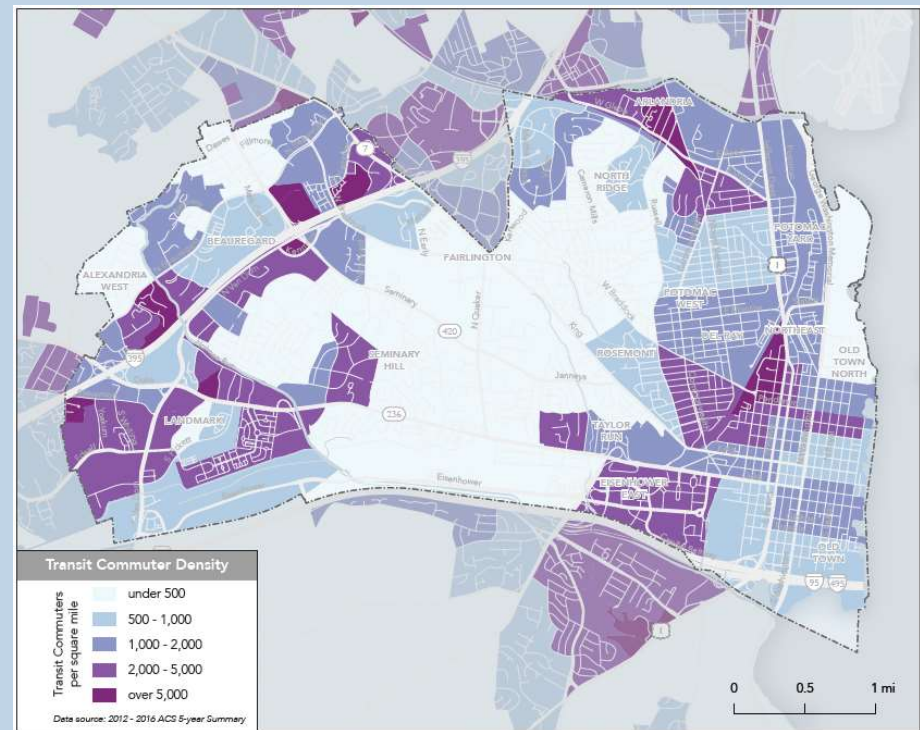
 SIDEWALK  
9,000/HR

 ON-STREET TRANSITWAY, BUS OR RAIL  
10,000–25,000/HR



# WHY TRANSIT – ALREADY HIGH USAGE AROUND DUKE STREET

- Duke St – Highest ridership corridor in the City
- Local DASH route - 30
- Regional WMATA route – 28A
  - Columbia Pike/Bailey’s Crossroads
  - Seven Corners
  - Falls Church
  - Tysons Corners
- Regional WMATA – 29K and 29N
  - Lincolnia
  - Annandale
  - George Mason



# PHASE I VISIONING

# MANY PEOPLE PARTICIPATED!







- 1,785 responses on the feedback form
- 3,587 project handouts distributed
- 6,393 received City T&ES eNews blast
- 95,889 reached on social media
- 22 community pop-up events
- 92 webinar attendees

## Engagement Demographics

- **Pop-up events:** Most strategically located to reach & collect input from minority, low-income, marginalized non-English speaking community members.
- **Bus-stop chats:** 83% of participants at bus stop chats were minority members of the community (51% Hispanic, 29% Black, 3% Asian or other).
- **Feedback form:** Relative to the overall demographic composition of the corridor's population, feedback form responses had higher % of responses from affluent and white individuals, as well as from homeowners.



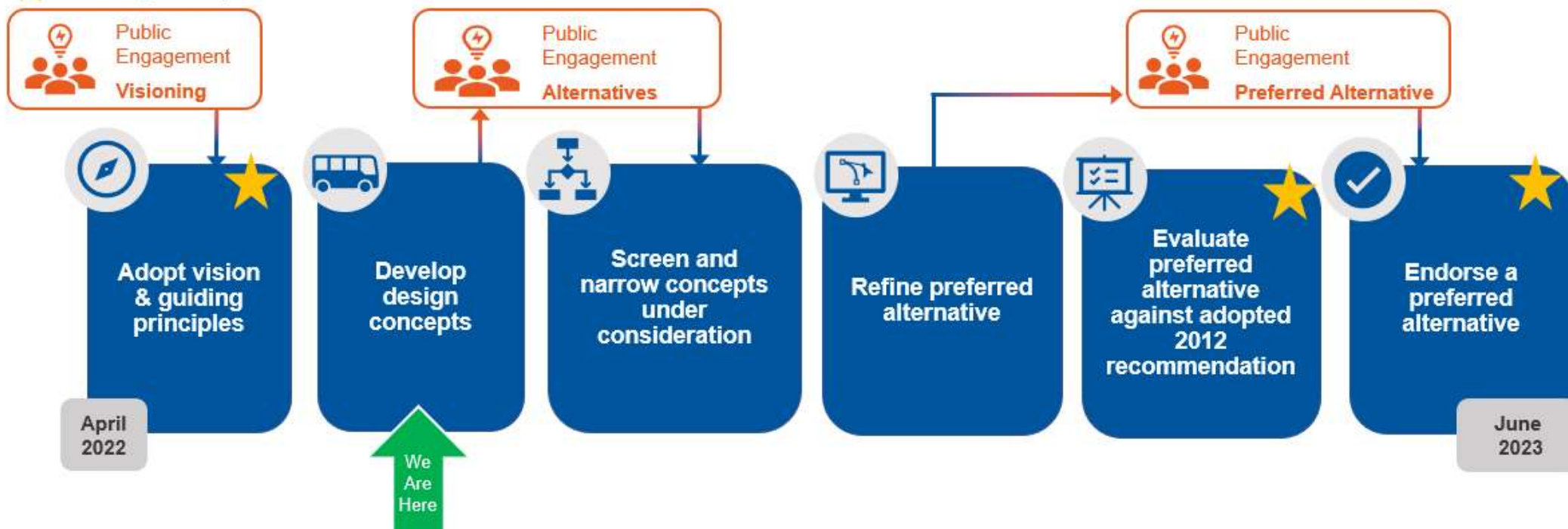
# VISION AND GUIDING PRINCIPLES

-  **Convenient:** Make bus travel more predictable, frequent, and comfortable
-  **Efficient:** Improve mobility for all Duke Street travelers
-  **Equitable:** Use enhanced bus transit to support equitable access for a diversity of people and places
-  **Safe:** Ensure safety and accessibility for those connecting to and riding the bus, as well as other travelers
-  **Vibrant:** Create and enhance thriving and future corridor destinations that improve resident quality of life and boost the local economy
-  **Sustainable:** Contribute positively to the environment, now and in the future

# PHASE II CONCEPT DEVELOPMENT

# CONCEPT DEVELOPMENT PROCESS

★ Advisory Group Action



# OCTOBER ENGAGEMENT

1 recorded webinar

3 segment focused  
in-person events

1 corridor-wide open  
house

~10 pop-up events

4 focus groups

Feedback form

Online FAQs

\*\*Specific dates and  
informational  
materials will be  
released after 9/15\*\*

# ASKS

- Participate in October engagement!
- Share information with your networks
- Consider providing a letter to the Advisory Group



# QUESTIONS?



# THANK YOU

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