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

Hillary Orr
Deputy Director, Transportation and Environmental Services
AGENDA

- Introductions / Roles and Responsibilities / Ground Rules
- Project history
- Related City projects and initiatives
- Project Approach
- Community Engagement Summary
- Vision and Guiding Principles
  - POSSIBLE ACTION ITEM: V-GP Adoption
- Project approach introduction
- Schedule and next meetings
- Public Comment
GOALS OF TONIGHT'S MEETING

• Get to know your fellow Advisory Group Members
• Understanding of the project history and next steps
• Review and possible adoption of the project Vision and Guiding Principles
• Scheduling and main agenda items for future Advisory Group meetings
ROLES, RESPONSIBILITIES, AND GROUND RULES
Roles and Responsibilities

RELAY INFORMATION: Provide information to your groups and neighborhoods for feedback

PARTICIPATE: We encourage all members to be active participants in the discussions and participate in community engagement activities

PROVIDE FEEDBACK: Bring forward opinions and experiences of the groups you represent
Other Logistics

Freedom of Information Act

Hybrid Meetings
- Attendance requirements
- Quorum requirements

Selection of Chair
- Assists staff in development of meeting agendas
- Moderate meetings
  - Keep meeting on schedule
  - Ensure ground rules are followed
**Ground Rules**

**SCHEDULES:** We will respect everyone's busy schedules, starting the meeting promptly at the scheduled time and ending on-time.

**RESPECT:**
- Please listen and express opinions, disagreements, or concerns with respect.
- Do not interrupt someone else when they are speaking.
- Please keep comments/questions short so everyone has time to participate.

**GROUP REPRESENTATION:** For members representing groups, please share the opinions of the group, and note when opinions are personal.

**BUILD ON DECISIONS:** Once decisions have been made, productively build on them.
BACKGROUND
HOW DID WE GET HERE AND HOW ARE WE SETTING DUKE STREET IN MOTION?

2008 Transportation Master Plan identifies Duke Street as one of three high capacity corridors in Alexandria.

2012 Transit Corridors Feasibility Study evaluated transit alternatives for the three high capacity corridors identified in 2008.

2016 Northern Virginia Transportation Authority (NVTA) awards $12 million for environmental work and design for FY20-22.

2020 NVTA grants $75 million in the 2020-2025 Six Year Program to help construct the first phase of improvements identified through the Duke Street In Motion process.

2020 Alexandria Transit Vision Plan adopted by the DASH board, with Duke Street identified as a key all-day, frequent service transit corridor.
Previously Approved Planning Efforts

- **2008 Transportation Master Plan**
  - **Transit Corridors**
    - **Adopted:**
      - City Council
      - Planning Commission
      - Transportation Commission
HOW DID WE GET HERE
AND HOW ARE WE
SETTING DUKE STREET
IN MOTION?

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by the DASH board, with Duke Street identified
as a key all-day, frequent service transit corridor.
Previously Approved Planning Efforts

- 2012 Transportation Corridors Feasibility Study
  - Preferred alternative recommended by previous Advisory Group and adopted by City Council
Previously Approved Planning Efforts

- 2012 Transportation Corridors Feasibility Study
  - Preferred alternative plans:
    
    https://media.alexandriava.gov/docs-archives/tes/info/supplemental=informatio
    n=appendix=forscreen.pdf
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.
  - Upgraded bus stops with enhanced passenger amenities.
  - Transit signal priority (TSP) to improve travel time.
  - Queue jump lanes to allow BRT vehicles to bypass traffic.
  - Vehicles branded for easy recognition by riders.
  - Partial to full time bus lanes.
  - Full separated bus lanes with rail-like service.
HOW DID WE GET HERE AND HOW ARE WE SETTING DUKE STREET IN MOTION?

2008
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2020
Alexandria Transit Vision Plan adopted by the DASH board, with Duke Street identified as a key all-day, frequent service transit corridor.
How far can I travel from Landmark Mall in 30 minutes?

Riders can reach more jobs and opportunities in the 2030 Vision Plan Network than in the Existing network by walking and transit at noon on a weekday.

68% more residents and 205% more jobs accessible than existing network

Duke Street Corridor
How did we get here and how are we setting Duke Street in motion?

- 2008 Transportation Master Plan identifies Duke Street as one of three high capacity corridors in Alexandria.
- 2012 Transit Corridors Feasibility Study evaluated transit alternatives for the three high capacity corridors identified in 2008.
- 2016 Northern Virginia Transportation Authority (NVTA) awards $12 million for environmental work and design for FY20-22.
- 2020 Alexandria Transit Vision Plan adopted by the DASH board, with Duke Street identified as a key all-day, frequent service transit corridor.
- 2021 Development of Alternatives and final Concept Plan
- 2022 Duke Street In Motion kicks off with Community Visioning
- 2023 Environmental Analysis and Design Phases
- 2024 Construction begins for corridor improvements

There will be many opportunities for community input throughout the project.
Duke Street in Motion Corridor Study Area Elements and Considerations

Project Scope Elements
• Corridor location: Landmark to King Street Metrorail via Duke Street
• Bus transit is primary component
• Bike, pedestrian, and vehicular elements may be addressed in relation to transit

Alternatives 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
RELATED CITY PROJECTS AND INITIATIVES
• West Taylor Run Parkway Intersection Improvement
• Smart Mobility:
  – Fiber Optic Traffic connection
  – Adaptive Traffic Signals and
  – Transit Signal Priority
• Duke Street Traffic Mitigation Pilot
• Landmark Mall Redevelopment
  – Landmark Mall Transit Center
• Witter Wheeler Feasibility and Campus Master Plan
SMART MOBILITY PROJECTS

Using Technology to better manage our transportation systems

- Fiber Optic Traffic connection
- Adaptive Traffic Signals
- Transit Signal Priority
- StreetLight data

Source: U.S.DOT
LANDMARK MALL REDEVELOPMENT PROPOSED
SITE PLAN

- New internal street grid
- External roadway improvements
- Transit hub
- Bike lanes
- Pedestrian/Bicycle Enhancements (non-applicant work)
PROJECT APPROACH
PROJECT PROCESS

• Scope

• Major milestones

• Deliverables
CORRIDOR SEGMENTS AND ISSUES

SEGMENT 1 - Landmark Mall to Jordan
- Higher density
- 6-lane section
- Frontage road for business

SEGMENT 2A – Jordan to Wheeler
- Access to transit
- 4-lane section
- Frontage road for residential and business

SEGMENT 2B – Wheeler to Roth
- Transitional cross-section
- Business access
- Traffic operations

SEGMENT 3 - Roth to King St Metro Station
- Access to transit
- Regional traffic access
- Traffic operations
OUTREACH PLAN

- **Two rounds** of community engagement
  - #1: To obtain feedback of **alternatives**
  - #2: To present **preferred alternative** and phasing / implementation plan

- Advisory Group to provide initial review and comment prior to finalizing alternatives for public comment

- At least three alternatives per segment for first round of public comment
SPRING/SUMMER 2021
COMMUNITY ENGAGEMENT
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.
OVERVIEW OF ACTIVITIES
PHASE 1
Community Visioning

• A community vision statement and guiding principles describe a desired outcome for the future.

• These will be used to guide and evaluate the conceptual planning efforts.

• **Goal**: Corridor vision reflective of the needs of entire Duke Street community

• Used a variety of outreach strategies, emphasizing groups that aren’t typically represented
THE DUKE STREET COMMUNITY

Race/ethnicity:
Darker green = higher % non-Hispanic white

Household income:
Darker purple = higher income
DUKE STREET IN MOTION WEEK
AND RELATED EVENTS & ACTIVITIES

• **Outreach** through social media, email, flyers, lawn signs, door hangers, etc.

• **Pop-up events & bus stop chats**
  – Bilingual street teams
  – Bus stop chats
  – Grocery stores
  – Public parks and library
  – Apartment / condo complexes
  – Laundromats

• **Web-based feedback form**
  – Feedback form and materials also in Spanish and Amharic.
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.
FULL SUMMARY IS AVAILABLE

Visit the website to download the summary document: alexandriava.gov/DukeInMotion
FINDINGS: BUS RIDING FREQUENCY

Many people would consider riding the bus more often if options were improved, safer, and more efficient.

- 47% of all respondents said they would ride or would consider riding the bus more often if improved, safer, and more efficient options were provided.
- 72% of respondents who currently ride the bus 1-5 times per month said the same.
FINDINGS: IMPROVEMENTS & AMENITIES

Most people are interested in seeing changes that would improve the bus riding experience.

<table>
<thead>
<tr>
<th>Access</th>
<th>All Respondents</th>
<th>Current Bus Riders</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>58% would like to see improved pedestrian and bicycle access to/from bus stops.</td>
<td>68% of current bus riders would like to see improved pedestrian and bicycle access to/from bus stops.</td>
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<tr>
<td>Amenities</td>
<td>68% said bus stop improvements were “very” or “somewhat” important.</td>
<td>78% said bus stop improvements were “very” or “somewhat” important.</td>
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<tr>
<td>System</td>
<td>51% of respondents are interested in bus signal priority improvements.</td>
<td>62% of current bus riders are interested in bus signal priority improvements.</td>
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<td>48% are interested in dedicated bus lanes.</td>
<td>57% are interested in dedicated bus lanes.</td>
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Most people are interested in seeing changes that would improve the bus riding experience.
FINDINGS: TRAVEL TIME & EFFICIENCY

Most are interested in traveling more efficiently.

- 88% of all respondents AND current bus riders selected reduced traffic as an important priority for future improvements.
- Current bus riders selected “congestion” as a top challenge less often than the average survey respondent (57% vs. 64%).

Many would like to have more predictability in bus arrival times.

- 65% of all respondents and 74% of current bus riders would like to see real-time bus arrival information at bus stops.
VISION AND GUIDING PRINCIPLES
Guiding Principles

To achieve our Vision, we must consider the following Guiding Principles in the development of capital investments and operational alternatives for the corridor:

(Note: The Guiding Principles and related Objectives will be tied to measurable characteristics of the design alternatives.)

Convenient: Make bus travel more predictable, frequent, and comfortable.

- Objectives:
  - Increased bus frequency.
  - Presence of real-time arrival information at bus stations.
  - Improved transit reliability.
  - Improved boarding/shielding and onboard experience.
  - Improved ease of use and understanding of bus system/service.
  - Improved bus station shelters and amenities.

Efficient: Improve mobility for all Duke Street travelers.

- Objectives:
  - Improved bus travel times and efficiency.
  - Improved bicycle and pedestrian access to bus stations.
  - Improved first and last mile travel options with additional shared mobility devices.
  - Improved digital convenience for fare collection and service information/updates.
  - Limited or no negative travel time impacts to non-transport vehicles.

Equitable: Use enhanced bus transit to support equitable access for a diversity of people and places.

- Objectives:
  - Bus stations located near to high ridership/high need communities.
  - Improved station and bus vehicle amenities that respond to community needs, including improved wi-fi service on buses.
  - Improved ADA access to stations and crosswalks.
  - More or improved sidewalks that serve the corridor and connect to stations.
  - More or improved bike lanes or trails.
  - Improved access to businesses and services that frequently serve transit-dependent residents.

Safe: Ensure safety and accessibility for those connecting to and riding the bus, as well as other travelers.

- Objectives:
  - Additional pedestrian and bicycle crossing locations and improved crosswalk timings.
  - Improved corridor and intersection safety.
  - Reduced person-vehicle interaction/conflict locations (e.g., driveways, uncontrolled access).
  - Limited or no increase in cut-through traffic in neighborhoods.
  - Increased visibility of passengers at bus stations.

Vibrant: Create and enhance thriving and future corridor destinations that improve resident quality of life and boost the local economy.

- Objectives:
  - String of bus stations within walking distance to area attractions/services, as well as future development areas.
  - Improved access to jobs.
  - Improved access to retail and recreation.
  - Improved station amenities.
  - Improved Duke Street streetscapes.
  - Coordinated planning efforts with land use to complement transit-oriented development.

Sustainable: Contribute positively to the environment, now and in the future.

- Objectives:
  - Reduced vehicle emissions (including those related to the bus transit vehicle while traveling and idling).
  - Improved (or no negative impacts to) stormwater management.
  - Increased tree canopy volume.
SCHEDULE AND MILESTONES
## Proposed Project Schedule

<table>
<thead>
<tr>
<th>Milestones</th>
<th>2022</th>
<th>2023</th>
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<tr>
<td>那么简单</td>
<td>APR</td>
<td>MAY</td>
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<tr>
<td>Notice to Proceed</td>
<td>AG1</td>
<td>AG2</td>
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<td>Baseline Data Collection</td>
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<td>Review Phase I Visioning</td>
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<td>Design Workshop</td>
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<td>Establish Baseline Conditions</td>
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<td>Establish Conceptual Alternatives</td>
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<td>Acceptance of Alternative Concepts by T&amp;ES for Soliciting Public Input</td>
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<tr>
<td>Community Engagement (CE) 1</td>
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<tr>
<td>Select Two Corridor Alternatives Based on Public and T&amp;ES Input</td>
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<tr>
<td>Survey Basemap/Utilities*</td>
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<td>Perform VISSIM Analysis</td>
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<tr>
<td>Develop PA Concept (10%) Design</td>
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<tr>
<td>Acceptance of PA by T&amp;ES</td>
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<td>Community Engagement (CE) 2 to Present PA and Potential Phasing/Implementation, and Receive Feedback</td>
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<tr>
<td>Refine PA Based on Public Input</td>
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<tr>
<td>City to Secure Approvals</td>
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<tr>
<td>Arrive at final PA</td>
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<tr>
<td>Develop PA Report</td>
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*Milestones
ADVISORY GROUP SCHEDULE AND MEETING GOALS

• **APRIL 2022:** Introduction, background, Vision and Guiding Principles review and potential adoption

• **MAY 2022:** Review of 2012 adopted plan and / or additional alternatives, Vision and Guiding Principles adoption (if necessary), input on outreach plan

• **JULY 2022:** Initial review and comment on draft alternatives, followed by 1st round of public input in August and September

• **SEPTEMBER 2022:** Review of public input and final comments on alternatives

• **OCTOBER 2022:** Endorsement of alternatives to move forward to TC/CC

• **FEBRUARY 2023:** Review of elements for inclusion in preferred alternative, followed by 2nd round of public input in March and April

• **JUNE 2023:** Final endorsement of preferred alternative