

TransAction Update

October 4, 2021

presented to

*Planning and Programming Committee
(PPC)*



NVTA's
TransAction
*Transportation Action Plan
for Northern Virginia*

Agenda



1. Public Engagement Update
2. Goals, Objectives, Performance Measures
3. Next Steps



Public Engagement Update



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Phase 1 Engagement Activities

Phase 1

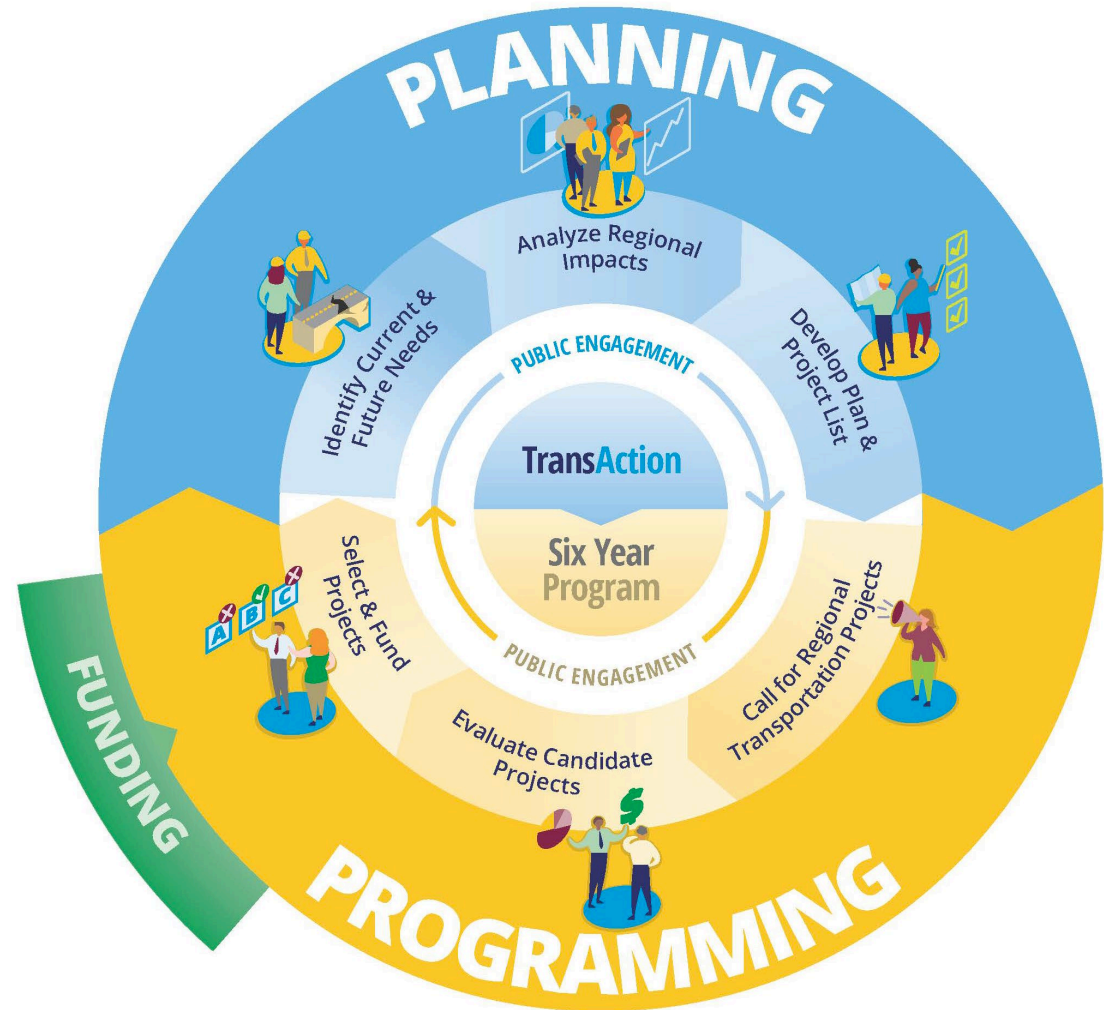
Goals: Build awareness of the project, gather input on needs and objectives

Key Engagement Strategies:

- Online Survey
- Pop-up events
- Virtual Focus Groups
- Live Chat Sessions
- Stakeholder Group

Supporting Initiatives:

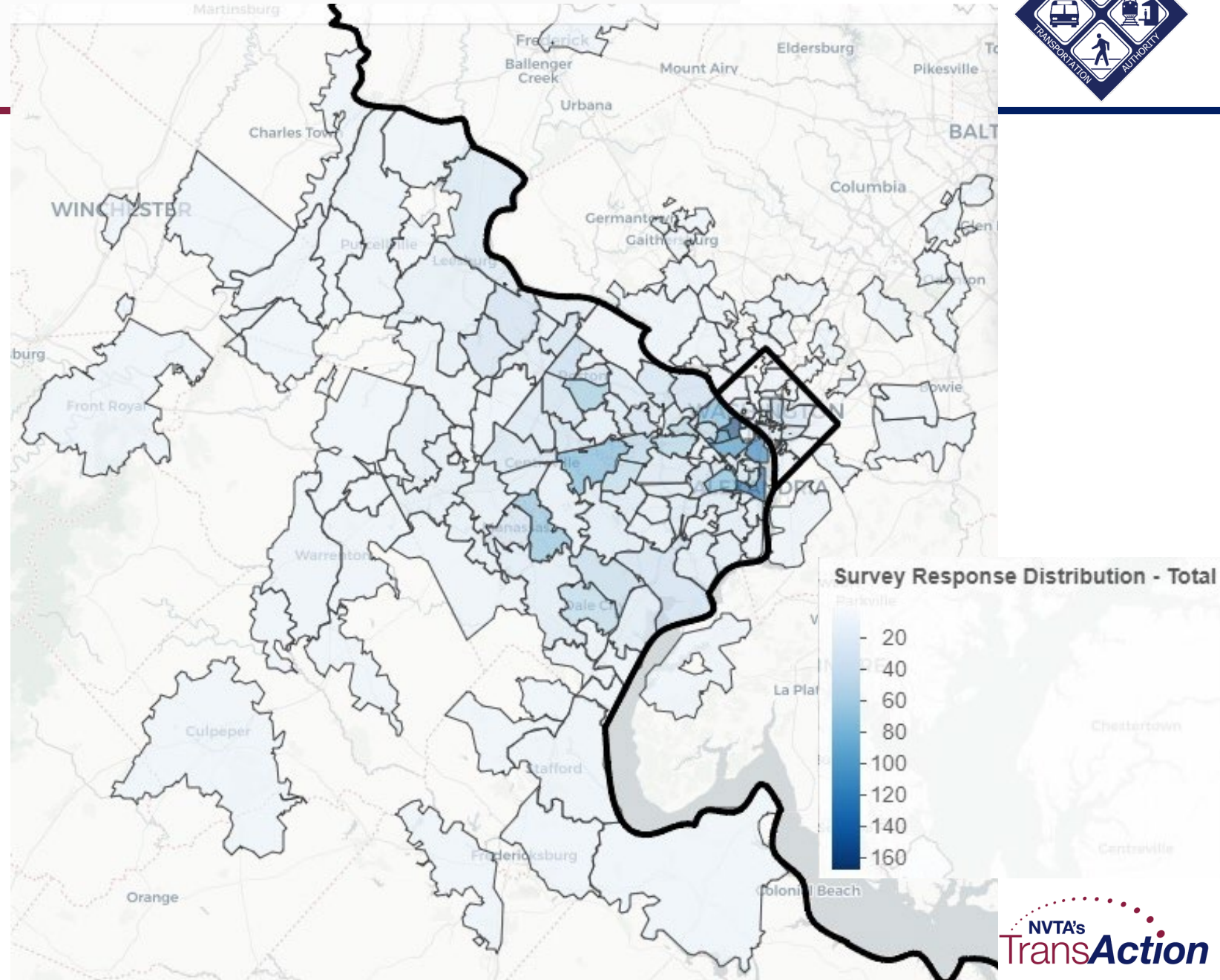
- Website refresh
- Resources and tools for stakeholders
- Social Media Messaging





Survey Update

- » Purpose: seek feedback on travel behaviors, transportation needs and priorities
- » Start Date: August 6th
- » End Date: September 19th
- » Responses :
 - English: 2,164
 - Korean: 89
 - Spanish: 65
 - TOTAL: 2,318



Pop-Up Events

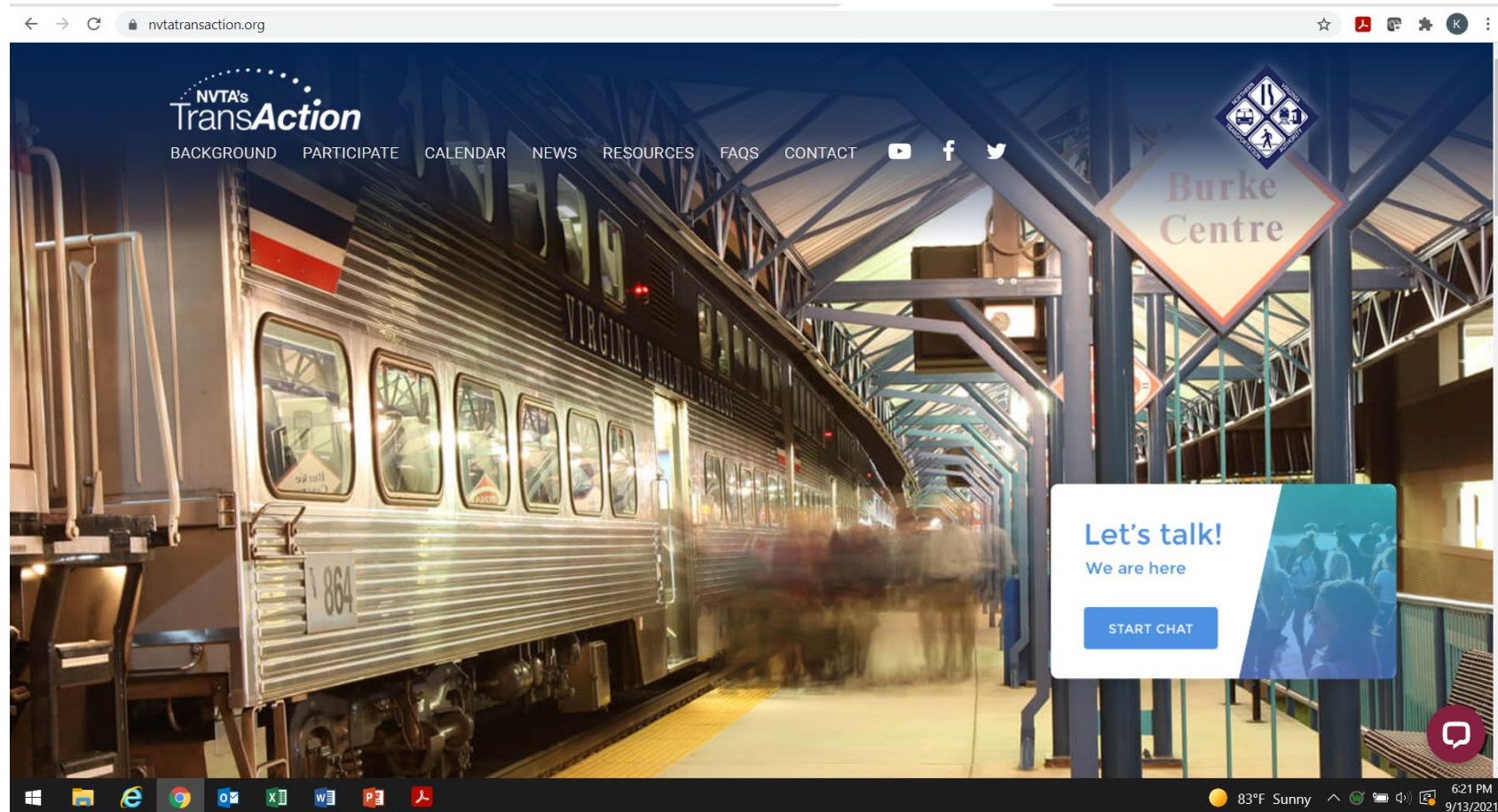
- » Purpose: awareness raising, encourage survey participation
- » 12 outdoor/in-person events, located with a focus on Equity Emphasis Areas
 - August 25th thru September 15th
 - Weekdays, mostly late afternoon/early evening; Weekends, mostly midday/early afternoon
 - Translators available (varies by location)
 - Spanish
 - Korean
 - Amharic
 - Vietnamese



Live Chats



- » Purpose: making NVTA staff available for one-on-one conversations with citizens, awareness raising, encourage survey participation
- » Promoted four Live Chat sessions
 - August 26th thru September 16th
 - Thursdays, 1:00pm – 3:00pm
 - Randomly at other times
 - English language only
- » Experimental





Stakeholder Group

- » Purpose: create a new line of communications with organizations that represent citizens and businesses, amplify NVTA's messaging, provide feedback to NVTA, awareness raising
- » Augments, but does not replace, access to NVTA
- » Currently comprises approximately 50 organizations
 - Organizations mostly representing citizens
 - Civic groups
 - Advocacy groups
 - Organizations mostly representing businesses
 - Chambers of Commerce
 - Business Associations
- » Initially drawn from NVTA Mail Chimp databases, but expected to grow over time
- » Meet 3-4 times per year to share information and feedback on NVTA's primary responsibilities (Planning and Programming)
- » First meeting in October 2021



Focus Groups – Key Findings

» Eight online discussion groups held July 20-29, 2021

- 95 total participants
- Two groups of each of four market segments

» Discussion Topics:

- Current travel choices
- Issues getting around in NoVA
- Core Values
- Prioritization of objectives
- Types of transportation improvements
- Emerging travel options

Transit Focused:

Residents of Arlington, Alexandria,
or with 1 mile of Metrorail station

Non-Transit Focused:

Residents of other areas in Northern
Virginia

Title VI Populations:

Those who belong to a protected
Title VI group

Non-Title VI Populations:

General Population

Focus Groups – Travel Choices and Issues



- » Focus was on pre-pandemic travel patterns and expected travel post-pandemic
 - Single occupancy vehicles (SOV) are chosen specifically for their reliability and flexibility
 - Metrorail was used (pre-pandemic) to get to work or for occasional discretionary into DC
 - Limited use/awareness of other transit options
 - Those without transit access explained that they would be more willing to use public transportation if they understood it better
 - Housing prices make it more difficult to live close to a Metro station
 - Those currently telecommuting generally expect that they will continue telecommuting in the future at a minimum of a hybrid schedule

Focus Groups – Core Values



» How focus group participants think about Equity

What does Equity mean?

Overall, participants identified “Equity” as relating to fairness. That is, a transportation system that serves everyone fairly.

How is the region doing on Equity?

Northern Virginia has some work to do to address equity: it feels to many that decisions are made to prioritize wealthier areas in the region

How should NVRTA consider/ incorporate Equity?

More fairly distribute projects and improvements geographically and to help lower-income residents

Focus Groups – Core Values



» How focus group participants think about Sustainability

What does Sustainability mean?

Sustainability, for nearly all respondents, first brought to mind thoughts of maintenance and infrastructure that is built to last

How is the region doing on Sustainability?

Considerations such as responsibility to the environment are nearly always trumped by the importance of their commute

How should NVTA consider/ incorporate Sustainability?

NVTA needs to work to make sustainable choices and modes work for people

Focus Groups – Core Values



» How focus group participants think about Safety

What does Safety mean?

Two components were highlighted: safety from crime and safety from accidents

How is the region doing on Safety?

Metro was often mentioned by participants concerned with safety.

How should NVTA consider/ incorporate Safety?

NVTA should encourage safe driving practices and work to provide things like safer bike lanes, proper maintenance of roads and bridges, and more crosswalks and sidewalks to promote pedestrian safety



Focus Groups – Priorities

» Objectives

- Highest priorities across groups were to reduce congestion and delay
- Those who live in areas without Metro access were more likely to see expansion of transportation choices as a high priority

» Improvements

- “Build new roads or widen roads” was chosen by majority of participants
 - But vocal minority of participants pointed out that over the years, building new roads or widening roads has not seemed to help the traffic situation

» Emerging technology

- “Get roads ready for automated vehicles” was viewed as a low short-term priority, but it should be a priority for the future
- Most are open to owning an electric car, but identified potential drawbacks - car’s range and availability of charging stations (i.e., range anxiety), the lack of infrastructure in their homes, and concerns about using clean or dirty energy to charge their cars

Goals, Objectives & Measures



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Development & Approval Process

Schedule for Approval of Objectives, Weights & Measures

- » June: Identification of relevant questions to include in public engagement efforts
- » July: Initial discussions with NVTA committees (PPC, TAC, PCAC)
- » Summer: Public Engagement
- » September: Discuss preliminary results of public engagement with NVTA committees; additional discussion with NVTA committees on goals, objectives, and measures
 - PCAC: September 22
 - TAC: September 29
 - PPC: October 4



New Vision Statement

“Northern Virginia will plan for, and invest in, a safe, equitable, sustainable, and integrated multimodal transportation system that enhances quality of life, strengthens the economy, and builds resilience.”



Core Values:

Overarching principles for TransAction that are part of the Vision statement and should be incorporated into the process and resulting plan.

Vision statement approved by NVTA in December 2020.

Core Values

» Equity



- Ensure fairness in mobility and accessibility to meet the needs of the region/sub-regions/communities
- Facilitate social and economic opportunities by providing equitable levels of access to affordable and reliable transportation option to serve the needs of all, and in particular underserved populations (e.g., low-income, minority, elderly, children, people with Limited English Proficiency (LEP), people with disabilities)

» Sustainability



- Focus on meeting the needs of the present without compromising the ability of future generations to meet their needs
- Consider three pillars of sustainability : economic, environmental, and social

» Safety



- Minimize transportation system fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all



Source: BetterBikeShare.org



Key Feedback from the July 12th PPC

- » Resiliency Goal doesn't seem to match committee members' ideas of resiliency. "Unusual conditions" seems particularly problematic.
 - Action: Refined Goal based on FHWA definition of resiliency (see slide 22)
- » Emissions reduction objective/measure needs to consider decreasing idling
 - Action: Performance Measure stratifies VMT by speed (see slide 24)



Key Feedback from the July 21st TAC

- » Safety objective and measure needs to account for all modes, not just drivers
 - Action: Measure and methodology incorporates all modes and personal security (see slide 26)
- » Resiliency Goal doesn't seem to match committee members' ideas of resiliency. "Unusual conditions" seems particularly problematic.
 - Action: Refined Goal based on FHWA definition of resiliency (see slide 22)
- » Objectives need to account for all aspects of usability (e.g., affordability, disability, cost, etc.)
 - Action: Some aspects incorporated into revised accessibility objective/measure. Others not incorporated primarily because NVTA cannot affect them (see slide 25)
- » Emissions reduction objective/measure needs to consider decreasing idling
 - Action: Performance Measure stratifies VMT by speed (see slide 24)
- » Discussion about measures for congestion/delay – potentially accounting for delay based on the length of a given trip
 - Action: Not changed. Internal discussions and other stakeholder discussions indicate that all delay should be counted as the same.



Key Feedback from the July 28th PCAC

- » Resiliency Goal seems too undefined (“unusual conditions”)
 - Action: Refined Goal based on FHWA definition of resiliency (see slide 22)
- » Definition of safety needs to be expanded to include personal safety (particularly related to public transit)
 - Action: Updated objective (see slide 26)
- » Focus objectives and measures on improving the pedestrian environment to encourage non-motorized transit and improvement transit access
 - Action: Updated objectives (see slide 25)



Updated Goals

Proposed Goals	Original (July versions)	Notes
Mobility: Enhance quality of life of Northern Virginians by improving performance of the multimodal transportation system	Mobility: Enhance quality of life by improving the mobility of Northern Virginians on the region's multimodal transportation system	Improved legibility
Accessibility: Strengthen the region's economy by increasing access to jobs, employees, markets, and destinations for all communities	Accessibility: Strengthen the region's economy by increasing access to jobs, employees, markets, and destinations	Incorporate equity at the goal level
Resiliency: Improve the transportation system's ability to anticipate, prepare for, and adapt to changing conditions and withstand, respond to, and recover rapidly from disruptions.	Resiliency: Enhance operational performance of the multimodal transportation system during unusual conditions and its ability to recover from disruptions	Based on FHWA's definition of resilience

Objectives & Performance Measures

» Performance Measures:



- Will be used to evaluate the impacts of potential projects and measure progress towards goals and objectives
- Each performance measure can be weighted differently (to be determined later in the Fall)

» Performance Measures should:

- Incorporate all modes and project types
- Reflect Core Values
- Be simple enough and few enough measures for the public to understand

Updated Objectives & Proposed Measures

» **Mobility:** Enhance quality of life of Northern Virginians by improving performance of the multimodal transportation system





Revised Objectives	Proposed Measures	Analysis Methodology
Reduce congestion and delay*	<ul style="list-style-type: none"> Total person-hours of delay in cars and on transit (two separate metrics) 	<ul style="list-style-type: none"> Model 
Improve travel time reliability*	<ul style="list-style-type: none"> Congestion duration Transit person-miles with dedicated/priority ROW 	<ul style="list-style-type: none"> Model
Reduce transportation related emissions	<ul style="list-style-type: none"> VMT by non-Zero Emissions Vehicles (ZEV) stratified by speed 	<ul style="list-style-type: none"> Model Assumptions of baseline ZEV market penetration 

*Objectives align with HB599 requirements



Updated Objectives & Proposed Measures



» **Accessibility:** Strengthen the region's economy by increasing access to jobs, employees, markets, and destinations for all communities

Revised Objectives	Proposed Measures	Analysis Methodology
Improve Access to jobs*	Access to jobs within 45 minutes by auto or 60 minutes by transit (region wide and by EEA populations)	<ul style="list-style-type: none">Model 
Reduce dependence on driving alone by improving conditions for people accessing transit and using other modes	Qualitative: <ul style="list-style-type: none">Improve access to high-capacity transitImprove walk/bike environment, including disabled accessImprove availability of information about travel options	<ul style="list-style-type: none">Project descriptions   

*Objectives align with HB599 requirements

Updated Objectives & Proposed Measures

- » **Resiliency:** Improve the transportation system's ability to anticipate, prepare for, and adapt to changing conditions and withstand, respond to, and recover rapidly from disruptions.

Revised Objectives	Proposed Measures	Analysis Methodology
Improve safety and security of the multimodal transportation system	Potential for crash reduction	<ul style="list-style-type: none">Crash reduction factors (similar to SMARTSCALE methodology) 
Maintain operations of the regional transportation system during extreme conditions*	Person-hours of delay caused by 10% increase in peak hour demand	<ul style="list-style-type: none">Model 

*Objectives align with HB599 requirements

Next Steps



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Development & Approval Process

Tentative Schedule for Approval of Objectives, Weights & Measures

- » June: Identification of relevant questions to include in public engagement efforts
- » July: Initial discussions with NVTA committees (PPC, TAC, PCAC)
- » Summer: Public Engagement
- » September: Discuss preliminary results of public engagement with NVTA committees; additional discussion with NVTA committees on goals, objectives, and measures
- » **October: NVTA committees recommend measures to NVTA for action in November** (TAC 10/20, PCAC 10/27, PPC - TBD)
- » **November: NVTA committees recommend weights to NVTA for action in December** (TAC 11/22, PCAC 12/1, PPC – TBD)

Reference Slides



Goals



» Proposed TransAction Goals

1. **Mobility:** Enhance quality of life of Northern Virginians by improving performance of the multimodal transportation system
2. **Accessibility:** Strengthen the region's economy by increasing access to jobs, employees, markets, and destinations for all communities
3. **Resiliency:** Improve the transportation system's ability to anticipate, prepare for, and adapt to changing conditions and withstand, respond to, and recover rapidly from disruptions.



Previous TransAction

» Vision Statement:

“In the 21st century, Northern Virginia will develop and sustain a multimodal transportation system that enhances quality of life and supports economic growth.

Investments in the system will provide effective transportation benefits, promote areas of concentrated growth, manage both demand and capacity, and employ the best technology, joining rail, roadway, bus, air, water, pedestrian, and bicycle facilities into an interconnected network that is fiscally sustainable.”

Goal	Objective	Performance Measure	Weight
Goal 1: Enhance quality of life and economic strength of Northern Virginia through transportation	Reduce congestion and crowding experienced by travelers in the region	Total person hours of delay*	10%
		Transit crowding*	5%
		Person hours of congested travel in automobiles*	5%
		Person hours of congested travel in transit vehicles*	5%
	Improve travel time reliability	Congestion severity: maximum travel time ratio	5%
		Congestion duration*	10%
	Increase access to jobs, employees, markets, and destinations	Percent of jobs/population within 1/2 mile of high frequency and/or high performance transit	5%
		Access to jobs within 45 minutes by auto or within 60 minutes by transit*	5%
Goal 2: Enable optimal use of the transportation network and leverage the existing network	Improve connections among and within areas of concentrated growth	Average travel time per motorized trip between Regional Activity Centers	5%
		Walkable/bikeable environment within a Regional Activity Center	5%
	Improve the safety of transportation network	Safety of the transportation system	5%
	Increase integration between modes and systems	First and last mile connections	10%
	Provide more route and mode options to expand travel choices and improve resiliency of the system	Share of travel by non-SOV modes	10%
Goal 3: Reduce negative impacts of transportation on communities and the environment	Sustain and improve operation of the regional system	Person hours of travel caused by 10% increase in PM peak hour demand*	5%
		Vehicle miles traveled (VMT) by speed	10%

* Measure included in HB 599 rating process.