

I-66 Outside the Beltway

Northern Virginia Transportation Authority

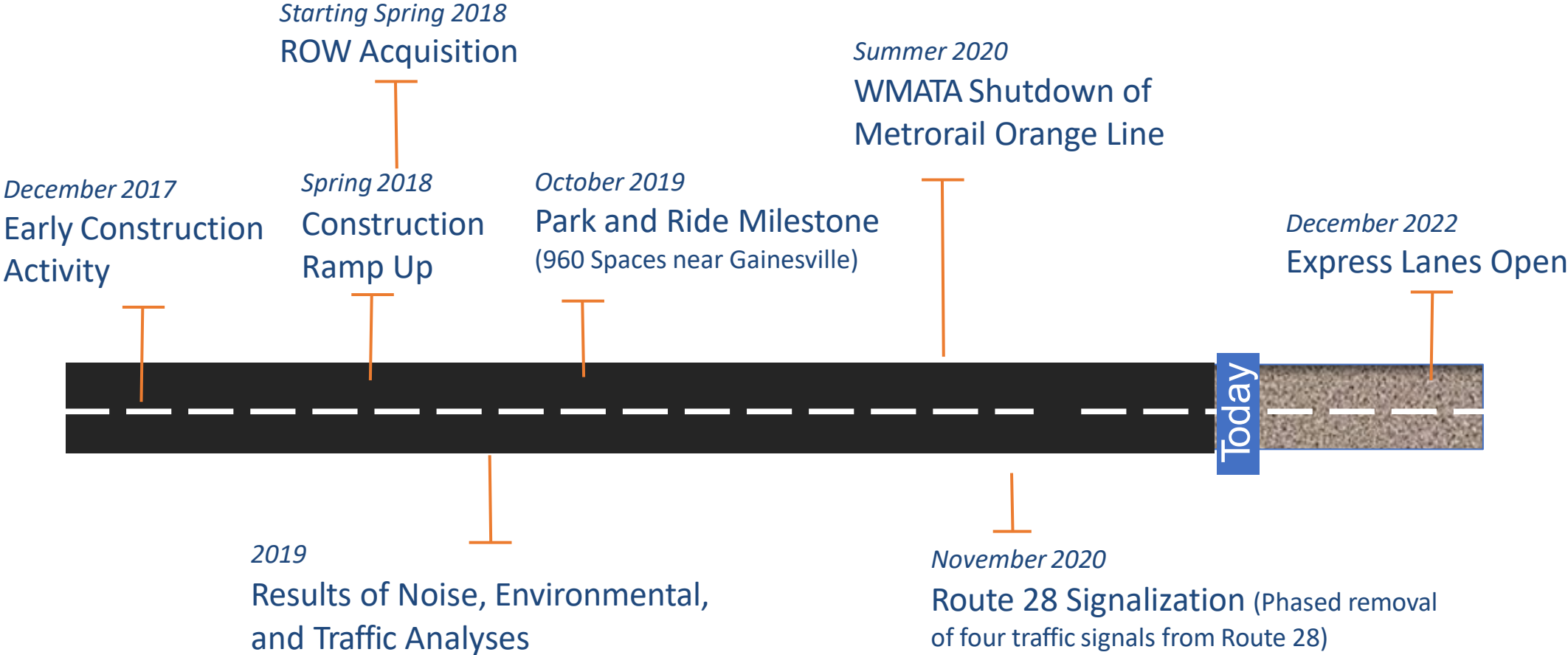
Susan Shaw, P.E., Northern Virginia Megaprojects Director
Virginia Department of Transportation

June 9, 2022

Construction Progress Video



Project Roadmap



Major Work Remaining

- Finishing Express Lanes
- Finishing ramps/access points
- Installing toll gantries and signage
- Testing system
- Shifting traffic to new lanes



Express Lanes opening planned December 2022.

Some additional work will continue through mid-2023.

Upcoming Lane Closures and Other Traffic Impacts

- Final paving: Gainesville to Centreville
 - I-66 East: June 7 – 13
 - I-66 West: June 21 - 27
- Bridge beam installation
- Concrete deck pours for flyover ramps (Manassas, Centreville, Dunn Loring, I-495)
- Concrete deck pours at new bridges (Gallows Road, Route 50, Route 28)

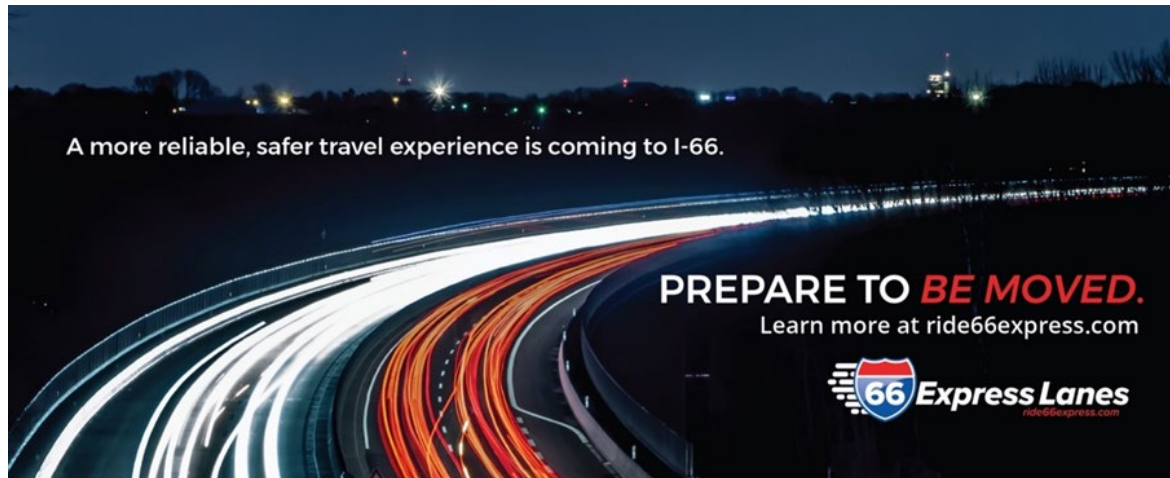


Project Communications to Public

- Construction-related communications continue
 - Overnight and daytime travel impacts on I-66 for paving, overhead work, traffic shifts
 - Travel pattern changes through interchanges
- Express Lanes Opening (“Toll Day One”)
 - How to use Express Lanes (tolling, access points, E-ZPass, etc.)
 - Changes for drivers in general purpose lanes
- HOV and Transit Promotion
 - Promote carpool, van pool, and mass transit use of new facility
 - HOV-2+ -> HOV-3+ conversion (including I-66 Inside the Beltway)

Upcoming Marketing Campaign

- I-66 Express Mobility Partners marketing efforts are ramping up
- Brand message: “Our mission is to move more people safely and efficiently, getting them to the moments that matter most.”



Pre-opening: “Prepare to be moved.”



Post-opening: “Sit less. Live more.”

Rollout Schedule for Marketing and Outreach

| Channel | Timeframe | Description |
|------------------------------|--|---|
| Paid Media | Pre-/post-opening (starting late summer 2022) | Radio; local print and online publications |
| Earned Media | Pre-/post-opening (in progress) | News releases, reporter interviews, media events and availabilities, drive tours of corridor |
| Paid Social / Display | Pre-/post-opening (starting mid-summer 2022) | Facebook, Instagram, Google Display within tight radial areas, limited schedule |
| Organic Social | Pre-/post-opening (in progress) | Facebook, Twitter (Consistent posting to maintain awareness and community presence) |
| Direct Mail | Pre-/post-opening (starting mid-summer 2022) | Uniquely and directly connect with hard-to-reach operations managers, fleet supervisors, and facility decision-makers |
| Community Events | Pre-/post-opening (starting May 2022) | <ul style="list-style-type: none"> • Viva Vienna May 2022 (Multiple Days) • City of Fairfax Fall Festival - Oct. 8 2022 • Starlight Cinema Series - August 2022 • Prince William County Fair - August 2022 (Multiple days) • Mosaic District Festival – September 2022 • Haymarket Day (October 2022) • Fauquier County Fair • Downtown Manassas Events |
| Special Events | Pre-opening (starting late summer or early fall) | <ul style="list-style-type: none"> • Pop-up Events at Park and Ride Lots and/or key retail locations • Elected Officials and Media Briefing(s) • Ribbon Cutting Ceremony (Opening Express Lanes) • Ribbon Cutting Ceremony (Bike and Pedestrian Trail) |

Promoting Express Lanes Carpooling and Transit Usage

- VDOT will be promoting carpool, vanpool, and commuter bus use of the Express Lanes
 - Message: Carpool, vanpool, and commuter bus using the new 66 Express Lanes will be fast, reliable, and toll-free
- Connector and OmniRide will have new and improved access points to and from the 66 Express Lanes
 - New Park and Ride lots at University Boulevard (Gainesville); Balls Ford (Manassas); Monument Drive (Fairfax, in 2023)
 - Improved access at Stringfellow Park and Ride, Vienna Metro
- Commuter bus fare discounts, vanpool formation benefits, and financial incentives for new three-person carpools will continue for three months after opening



April 22, 2022

Commuter Bus, Carpool, Vanpool, Telework.
You've got options.



December 2022: HOV-2+ to HOV-3+ Conversion

- I-66 corridor from Haymarket to Washington, D.C. will change from HOV-2+ to HOV-3+, including 66 Express Lanes Inside the Beltway
 - Consistent with other Northern Virginia Express Lanes on I-495, I-95 and I-395 Express Lanes
- Drivers will need E-ZPass Flex to use Express Lanes for free
- VDOT, Department of Rail and Public Transportation (DRPT), and partners will be promoting multi-modal travel on Express Lanes
- Enhanced incentives for new HOV-3+ carpoolers using I-66 starting August 1
 - Available to new carpools and existing two-person carpools that are adding a rider
 - Administered through Commuter Connections



Transit Funding Payments (Concessionaire to DRPT)

- June 2021: \$21.25 Million
 - \$5.08 M – Fairfax County bus purchase
 - \$2.54 M – OmniRide bus purchase
 - \$5.0 M – I-66 Commuter Choice Program
 - \$8.63 M – VRE future rail service on Manassas Line
- *June 2022: \$21.25 Million*
 - *\$4.6 M – Fairfax County bus service*
 - *\$2.6 M – OmniRide bus service*
 - *\$1.94 M – DRPT for future bus operations, as identified*
 - *\$5.125 M – I-66 Commuter Choice Program*
 - *\$6.985 M – DRPT for VRE future rail service on Manassas Line*
- 2023: \$36.5 Million, \$5.5 Million
 - \$31.247 M – DRPT to distribute funding between future I-66 bus service (Fairfax Connector, OmniRide)
 - \$5.253 M – I-66 Commuter Choice Program



