



## Minutes

**PROJECT:** Richmond Highway BRT Executive Committee Meeting #6

**DATE & TIME:** December 17, 2019 1 - 3 PM

**LOCATION:** Mt. Vernon Governmental Center

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Attendees:

Vanessa Aguayo, FCDOT  
Monica Backmon, NVTA  
Jim Beall, FCDOT  
Tom Biesiadny, FCDOT  
Barbara Byron, OCR  
Tom Fahrney, FCDOT  
Robin Geiger, FCDOT  
Taylor Holland, BOS  
Sally Kidalov, MVBOS  
Ron Lilley, FCDOT  
Christine Morin, MVBOS  
Dan Storck, Supervisor – Mt. Vernon

Eric Teitelman, FCDOT  
  
Andy Ankowski, PMC  
Seth Garland, PMC  
Lara Hegler, PMC  
Laura Jeffords, PMC  
Henry Kay, PMC  
Jenny Koch, PMC  
Camille Montanez, PMC  
Lauren Ottaviano, PMC  
Jim Wright, PMC

Tom Biesiadny opened the meeting and reviewed the agenda.

Vanessa Aguayo reported that the County sent the request to enter Project Development to FTA. FTA has 90 days to review the request, and after the project is accepted into FTA's process the County has two years to complete the work needed to move to the next step.

Vanessa reviewed the 12-month schedule outlook. The first quarter of 2020 will include a public information meeting; selection of a station architectural concept; FTA coordination; and initiation of draft of design-build procurement documents. In the second quarter we plan to complete the 30% plans and receive FTA approval to enter Project Development.

Vanessa reviewed progress on the Categorical Exclusion. Submission to FTA is scheduled for early spring, depending on the Section 106 coordination process. We are working to minimize impacts to A&A Rentals which is an historic resource.

Vanessa reviewed options for the Fordson Road intersection and accommodation of the Hybla Valley BRT station. Because we could not accommodate a left turn lane and the station within the right of way, we proposed a right in/right out configuration. The community did not support that concept, so we developed three new options. Option B separates the station platforms; Option C widens the roadway to accommodate a southbound platform north of Boswell Avenue; and Option D widens the roadway to accommodate a southbound platform south of Boswell



Avenue. A community surveyed showed supported for Option B. The Community Advisory Group prefers B or D. Tom said Option B may be the best compromise.

Supervisor Dan Storck asked whether separating the platforms is done elsewhere. Tom said it is done elsewhere, and he thought it would not be much of an inconvenience because the platforms are visible from one another and one platform or the other could be closer to the riders' destination. Barbara Byron said Option A is not acceptable, and she prefers options that do not further widen the roadway. The committee discussed the additional right of way requirements for Options C and D which would be significant. Vanessa said she would provide an estimate of amount of additional right of way needed for Options C and D. Supervisor Storck said he would confer with the community and would report back by the end of January. Vanessa said she would investigate any data that is available about the station walkshed.

Vanessa reported on the September public information meeting. Turnout was high, and attendees were able to review the plans. The County prepared a narrated version of the presentation which will be posted on the project website in early January 2020. In response to a request from Supervisor Storck, Vanessa will provide a map of addresses that receive project mailings. Follow-up meetings were held with St. Louis Church, the Gum Springs Community Association, and the Hybla Valley Farms Civic Association which is concerned about the impacts of a sidewalk on the north side of Boswell Avenue. Barbara said a sidewalk on one side was adequate. Supervisor Storck said it was important to invest in pedestrian infrastructure for the long term, and that he be included in the final decision. Tom said the County installs sidewalks as a matter of policy. Vanessa reviewed the responses to a community survey and said another public meeting is planned for the first quarter of 2020.

Jim Wright discussed the role of branding in the success of the BRT project. He said that in response to direction from the Executive Committee at its August meeting the team came up with six to eight new options and narrowed the list to five. Camille Montanez reviewed the brand development process which included market research, utilization of a Brand Development Team, and a presentation to the Citizen Advisory Group. Camille said the Executive Committee was looking for a brand that reflected either the speed of the service or the character of the corridor.

Jim presented the new brand name options: Zipper, Zipline, X, The One, and Rhythm. Supervisor Storck said he was not satisfied with any of the names but thought Zipline was best among them. Taylor Holland said Supervisor Jeff McKay preferred to keep REX. Supervisor Storck prefers the name to reflect the unique natural assets of the corridor. A constituent suggested "Eagle Line" or "Eagle 1." He said other branding initiatives are underway, and the efforts needs to blend. Barbara said her reaction is similar and recommended looking again at REX with an updated typology. Jim said the Branding Development Team preferred a new name to go along with a new service. Eric Teitelman said there is an opportunity to express the brand in the station architecture. Tom suggested we consider the people who are growing up in the corridor today.

Supervisor Storck said the people of the corridor are diverse, and BRT will connect them. The One is his least favorite because it does not connote diversity. He said he does not like Zipper, Rhythm, or X. Zipline offers something, but does not offer enough.

Taylor said the local connection does not come across in Rhythm and Barbara said it does not pick up on either speed or community. Eric said he favors X which his modern, refers to the



corridor's aviation history, and modernizes REX. Supervisor Storck said X is an unknown and stands in when you have nothing else to say. In response to the discussion Jim said we want to stay away from a specific community reference, and he can adapt any design to bring in history and environment. Tom offered RIVVY as an additional idea. Barbara suggested RHIVVY. Tom asked the committee to narrow the list to two or three that we can take to focus groups. Following some discussion, the consensus shortlist was REX, The One, RIVVY, and an Eagle variation.

Tom said the next meeting will be in February and we will need an hour to review station architectural concepts. Vanessa said she would find a 2-1/2 hour block to allow time for both architecture and branding.

With no further discussion the meeting was adjourned at approximately 3 PM.