



## Minutes

**PROJECT:** Richmond Highway BRT Executive Committee Meeting #5

**DATE & TIME:** August 28, 2018 1 - 4 PM

**LOCATION:** Mt. Vernon District Office

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Attendees:

Jeff McKay, Supervisor – Lee  
Dan Storck, Supervisor – Mt. Vernon  
Vanessa Aguayo, FCDOT  
Monica Backmon, NVTA  
Tom Biesiadny, FCDOT  
Barbara Byron, OCR  
Helen Cuervo, VDOT  
Clinton Edwards, DRPT  
Tom Fahrney, FCDOT  
Robin Geiger, FCDOT  
Taylor Holland, BOS  
Todd Horsley, DRPT

Sally Kidalov, MVBOS  
Ron Lilley, FCDOT  
Doug Miller, FCDOT  
Christine Morin, MVBOS  
Anna Smith, MVBOS  
Eric Teitelman, FCDOT  
Lara Hegler, PMC  
Henry Kay, PMC  
Jenny Koch, PMC  
Camille Montanez, PMC  
Lauren Ottaviano, PMC  
Jim Wright, PMC

Tom Biesiadny opened the meeting. Vanessa Aguayo reviewed the agenda.

Jim Wright presented the project branding initiative. A good brand reflects the way consumers experience a product. Customers will be loyal to a product with a good brand. Camille Montanez presented case studies of Nike, Under Armour, and Uber as well as BRT lines in Richmond, Latin America, and Indonesia. Camille said a brand should resonate and connect with customers and potential customers, foster ownership by customers, and leverage the system's assets.

Jim reviewed the brand development process which included a Brand Development Team as well as input from the Community Advisory Group. The process has taken eight months and winnowed 82 ideas for names down to four names and preliminary concepts for logos. The four names include Freq, Zipper, Centro, and Beacon. Executive Committee members shared their reactions which included:

- Beacon is compelling but unacceptable because it refers to a specific location in the corridor rather than the entire corridor
- Freq connotes dissonance
- Reconsideration of retaining and refreshing REX which is self-explanatory and has a “regal” connotation
- Centro focuses too much on one demographic; corridor is diverse
- Zipper and Freq imply movement; others do not



- Expressing movement and speed is important
- Zipper implies a time advantage over driving
- “The Zip” and “Zip Line” were suggested
- “B” was suggested (i.e., beehive, shorthand for Bus)
- “RUSH” was suggested

Barbara Byron asked about the second tier of names. Jim said that out of respect for the process he would prefer to work the recommended shortlist or have an opportunity to further develop other names and bring them back to the Executive Committee. Tom said we could go back to the Brand Development Team and bring back more ideas. Eric Teitelman asked if it was important to consider corridor-wide branding. The committee agreed to focus on the BRT. Supervisor Storck recommended further developing Zipper or Zip, rejecting the others, and bringing back additional options. The committee agreed.

Doug Miller reviewed progress on environmental documentation. There is a Section 106 Consulting Parties meeting on September 4, 2019. Vanessa described on-going coordination with VDOT, WMATA, and Ft. Belvoir. Vanessa described the station design process. Themes are under development, and we will bring recommendation to the committee at one of the next two meetings. Vanessa reviewed a specific intersection design issue at Hybla Valley station. The community prefers to keep the intersections as they are today, even if it means separating the north and southbound platforms.

Vanessa and Henry Kay reviewed the current cost estimate which is unchanged at \$730 million in 2025 dollars. Henry said the financial plan assumes 39% FTA New Starts funds which was reduced from 45% in order to be as competitive as possible. The project is closely monitoring the direction of the program. Supervisor Storck asked if the current estimate reflects the Lieber Gate terminus. Vanessa confirmed that it does.

Vanessa reviewed the program schedule and the 12-month outlook. Vanessa reviewed the outreach strategy, highlights from the August 22, 2019 Community Advisory Group meeting, and the upcoming September 17 Public Involvement Meeting. The PIM will include a presentation of roll maps that show limits of disturbance. Supervisor Storck asked if it is correct to characterize the limits as “worst case.” Tom confirmed that it is.

Vanessa said the next meeting will be in December, but we may need to meet sooner about branding.

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



RICHMOND HIGHWAY BRT PROGRAM  
SIGN-IN SHEET



DATE: August 28, 2019

MEETING PURPOSE: Executive Committee Meeting #5

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