

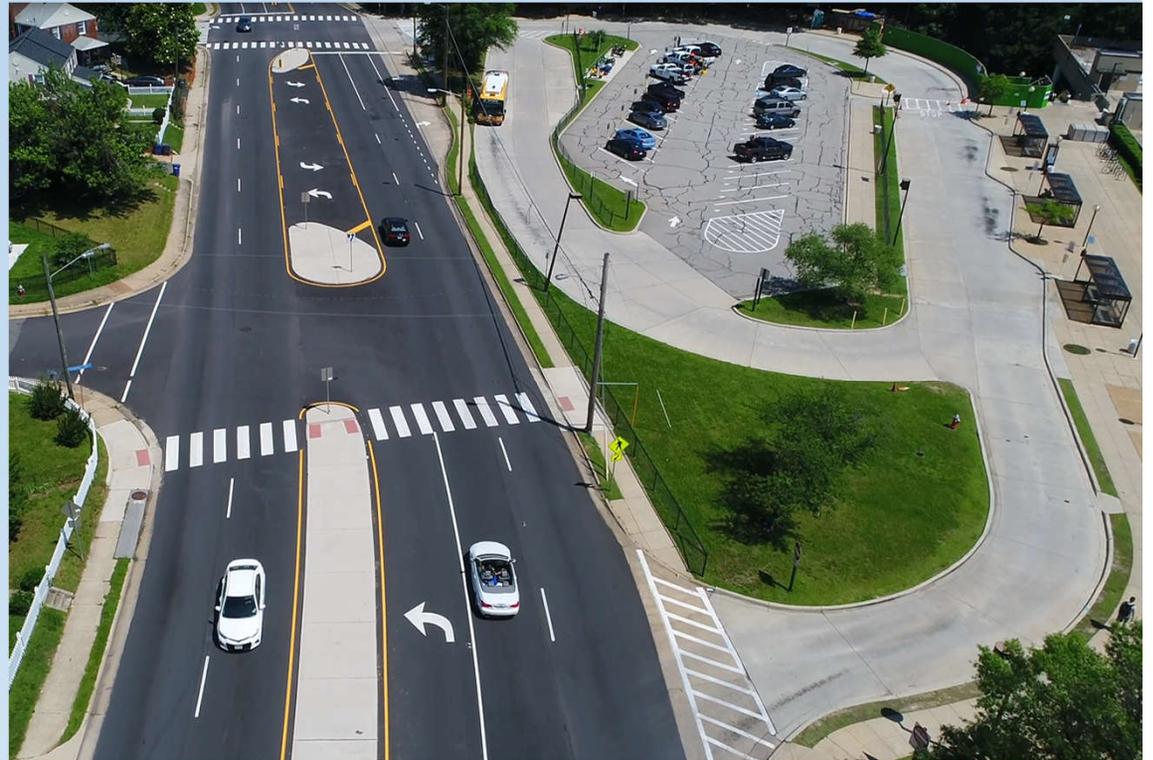


County of Fairfax, Virginia



Richmond Highway Bus Rapid Transit

Executive Committee Meeting #11
April 16, 2021



The Richmond Highway BRT project is funded in part by the Northern Virginia Transportation Authority.





County of Fairfax, Virginia

Agenda

- Introductions
- NEPA Status
- FTA Coordination
- Right of Way
- 12-Month Outlook
- Interactive Map
- Station Design
 - Station Concept Approval
- Branding
 - Branding Concept Approval



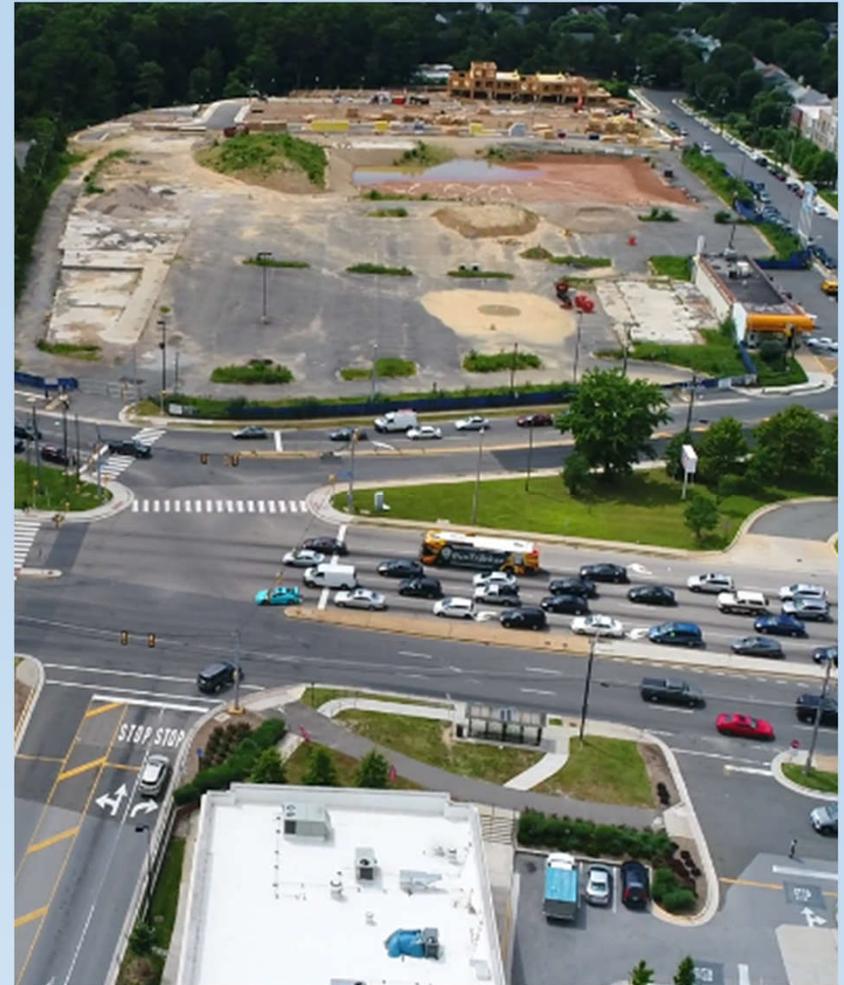


County of Fairfax, Virginia



NEPA Status

- **Section 106 Process**
 - Received Conditional No Adverse Effect from Department of Historic Resources
 - Received comments from four Consulting Parties, including objection from the National Trust for Historic Preservation
 - Working to resolve objection by addressing comments and providing technical memorandum
- **FTA Comments on Categorical Exclusion**
 - Working to update environmental justice analysis and make other edits
 - Updating Section 106 information
- **Concurrence on NEPA document anticipated late Spring 2021**





County of Fairfax, Virginia



FTA Coordination

- **Accepted in New Starts Project Development in March 2020**
- **Intend to request entry into Engineering this summer**
 - NEPA
 - New Starts rating
 - 30% design
 - Project Management Plan
 - Cost estimate
 - Progress on third party agreements
- **Monthly meetings with FTA on-going**
 - Schedule
 - Readiness to enter Engineering
 - Right of way
 - Utility coordination
 - Third Party Agreements
 - Project Management Plan
 - Status of Local Match (for funding)



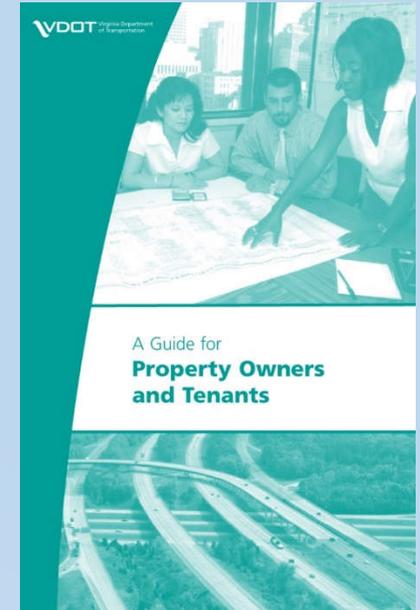


County of Fairfax, Virginia



Right of Way (ROW) Acquisition

- **Early Acquisitions underway**
 - 2 FTA approved sites
 - Official ROW Phase will proceed after NEPA approval
- **Draft Real Estate Acquisition Management Plan to be submitted to FTA for final review**
- **Demolition planning & procurement underway**
- **Continue developing the ROW design & evaluate ROW minimization alternatives**
- **Continue communicating with stakeholders, developers, property owners and general public**



More information on ROW on BRT website





County of Fairfax, Virginia



12-Month Outlook



- **Complete NEPA (Late Spring 2021)**
- **Complete Project Development Phase (Early Summer 2021)**
- **Request to Enter FTA Engineering (Late Summer 2021)**
- **Right of Way (On-going)**
 - Approved advancement of acquisitions underway; demolition & rough grading to follow
 - Program will ramp up following NEPA completion
- **Third Party Coordination underway with VDOT, WMATA & Ft. Belvoir (On-going)**
 - Complete VDOT programmatic agreement (Fall2021)
- **Utility Coordination underway (On-going)**
- **Complete 60% roadway and station design (Early 2022)**
- **Value Engineering & Constructability review (Summer)**
- **Electric Bus technology review (Early 2022)**



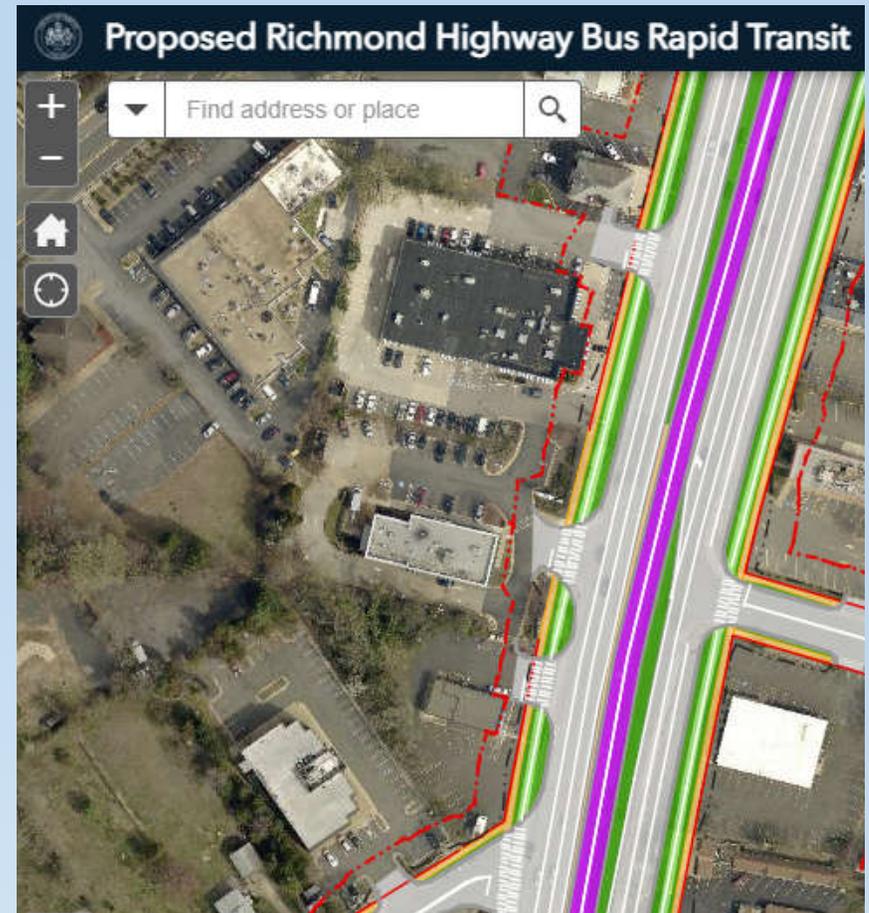


County of Fairfax, Virginia



New Website Interactive Map

- Works like a search engine, e.g., you can search for corridor addresses
- Has all the information from roll plans shown at public meetings
- Shows the VDOT Corridor Improvement Project area but does not have details
- Team will continuously update as needed
- Accessible from project website
<https://fairfaxcountygis.maps.arcgis.com/apps/webappviewer/index.html?id=766fd58287714134956baec51d150bad>





County of Fairfax, Virginia



Survey Outreach for Station Design and Branding

- **Two virtual station design meetings:** Nov. 8 (English) and 9 (Spanish)
- **Two virtual branding meetings:** Jan. 27 (English) and 28 (Spanish)
- **Email listserv announcement and reminders** to 990+ people (Eng./Sp.)
- **Outreach via Fairfax Alerts**
- **Outreach via email** directly to community organizations
- **Food distribution events:** flyers and surveys (Eng./Sp.)
- **Social media ads**
- **Large board at Hyland Center**
- **Bus stop posters**
- **Newsletters and posters at government centers and community centers**

RICHMOND HIGHWAY
Autobús Expreso

El Proyecto Richmond Highway Bus Rapid Transit (BRT) es un esfuerzo para planificar, diseñar y construir un sistema de tránsito rápido entre la estación de Huntington Memorial y Fort Belvoir.

Hasta el 15 de diciembre de 2020, estamos solicitando la opinión de la comunidad sobre dos conceptos preliminares de diseño de estaciones, así como ideas sobre cómo agregar a que el "resaca" del vecindario de la estación de la incorporación al sistema.

Para ver más imágenes, conocer más sobre el proyecto, y saber cómo participar, visite:
<http://fairfaxcounty.gov/transportation/brt-station-design>

Completar una encuesta

- 1 Escanee este código QR:
- 2 O visite: surveyonkey.com/RHRT_web

Concepto 1

RICHMOND HIGHWAY
Bus Rapid Transit

Concepto 1

Concepto 2

Through December 15th, 2020, we are gathering community input about two draft station design concepts, as well as ideas for how you would like the station-area neighborhood "charm" to be incorporated into the station design.

To view more images, learn more about the project, and learn how to [provide your feedback](http://fairfaxcounty.gov/transportation/brt-station-design), please visit:
FairfaxCounty.gov/Transportation/brt-station-design

Take a Survey

- 1 Scan this QR Code:
- 2 Or visit: surveyonkey.com/RHRT_web

There are not physical designs, just 1's and 0's. They do not show all station and station area components that will be involved in the final design.

Fairfax County, Virginia

RICHMOND HIGHWAY
Bus Rapid Transit (BRT)

WE WANT YOUR INPUT!

Which branding option(s) do you like best?

How do you feel about the BRT station design concepts?

Let your voice be heard by completing both the branding survey and the station design survey!

Three Branding Options

Two Station Design Options

RHEX

ONE

Scan for Branding Survey: surveyonkey.com/RHRT_Branding

Scan for Station Design Survey: surveyonkey.com/RHRT_Web

Or visit: fairfaxcounty.gov/transportation/richmond-hwy-brt

Both surveys open through March 1

Fairfax County, Virginia





County of Fairfax, Virginia



Station Design Selection

- Two concepts presented to the public in November
- Online survey open November - March

Concept 1



Concept 2



**Station Design Concept 1
Fall 2020
Richmond Highway BRT
fairfaxcounty.gov/transportation/richmond-hwy-brt**

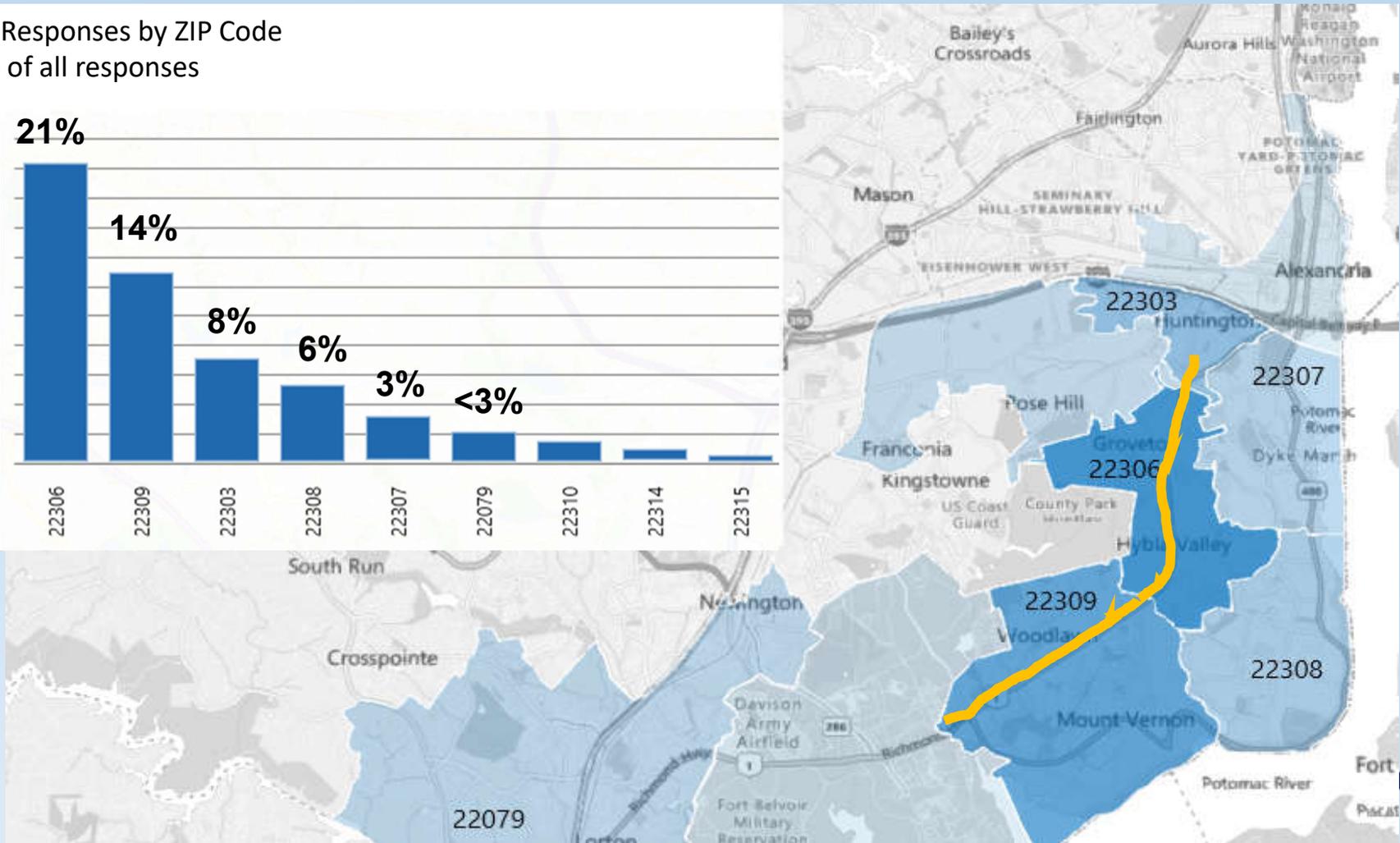
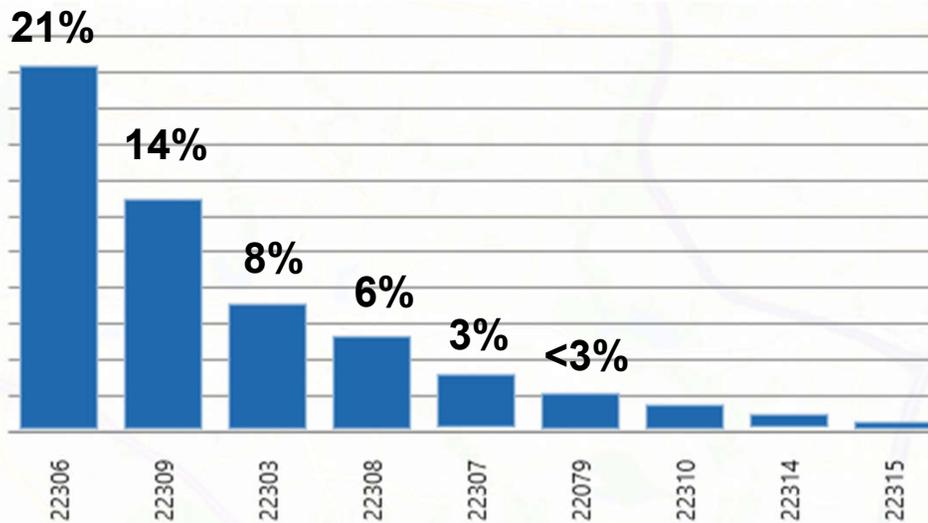
Station Design Concept 2
Fall 2020
Richmond Highway BRT
fairfaxcounty.gov/transportation/richmond-hwy-brt



County of Fairfax, Virginia

Station Design Survey Responses

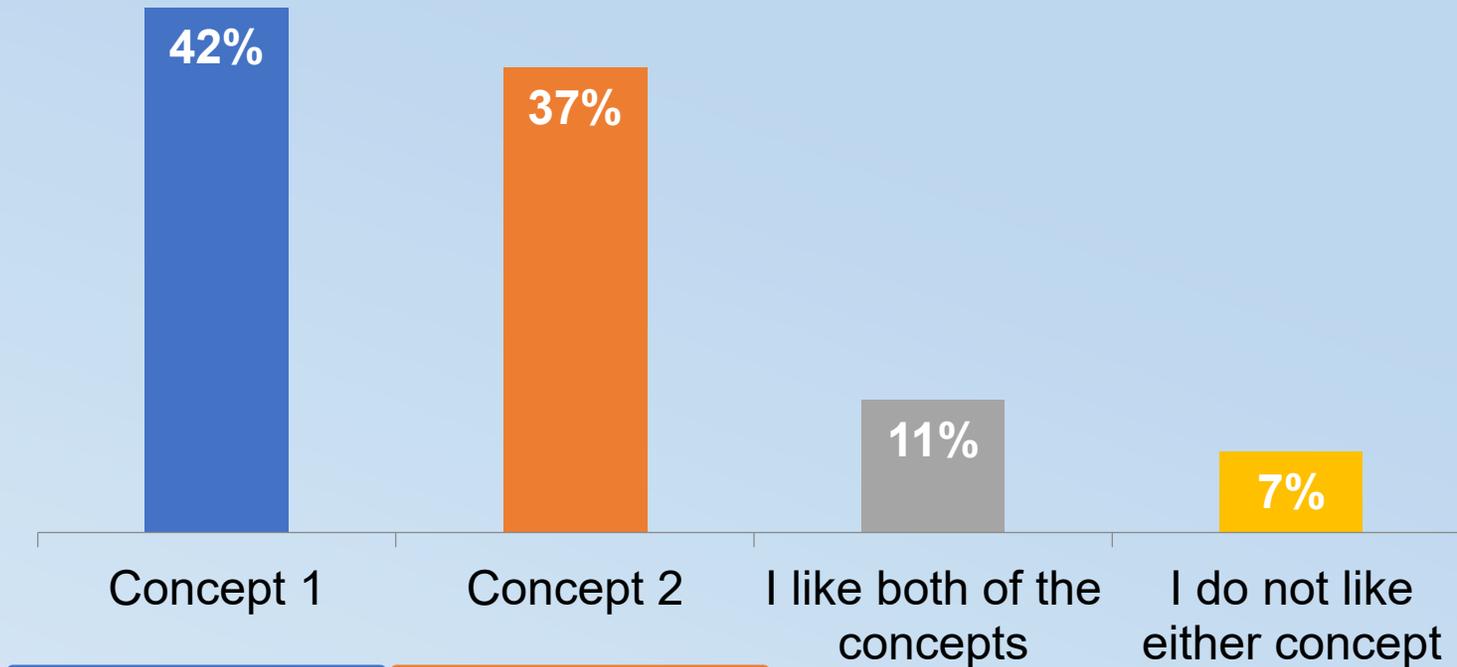
Responses by ZIP Code
% of all responses





County of Fairfax, Virginia

Which concept do you like best overall?





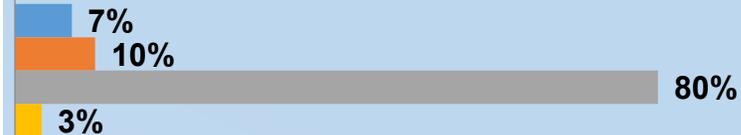
County of Fairfax, Virginia



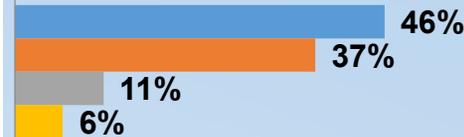
Which concept best addresses the questions below?

■ Concept 1 Only ■ Concept 2 Only ■ Both Concepts ■ Neither Concept

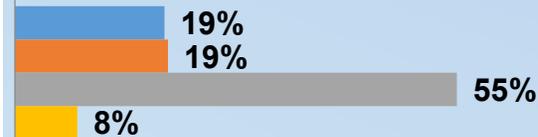
Clarity: Would you know this is a bus station if you approached it from a sidewalk?



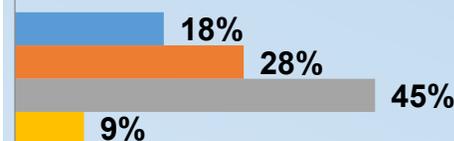
Shape/form: Which canopy shape do you like best?



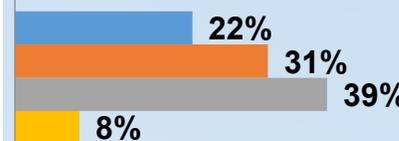
Scale: Do you like the overall size/scale of the station architecture?



Safety: Which concept feels more safe to you, as a potential BRT rider?



Comfort: Which concept feels more comfortable for all users?





County of Fairfax, Virginia



Concept 1 Most Frequent Comments

Comment Category	% Comments
Like the design/theme (modern; sleek; futuristic; more "open")	52%
Suggestions (colors - could look dirty quickly; canopy size; beam design; make signage more bold/obvious)	14%
Do not like the design/theme (aviation; industrial; "dated")	13%
Security features needed (discourage climbing onto roof or beams; vandalism)	7%
Concerns about the design/theme (corridor "fit", colors, etc.)	6%
More protection from weather (rain, sun, road splash)	4% ¹⁵





County of Fairfax, Virginia



Concept 2 Most Frequent Comments

Comment Category	% Comments
Like the design/theme (more traditional; reflects history, community identity; weather protection; clean lines; built-in fare machine)	39%
Do not like the design/theme (more dated/colonial; blocky/bulky form and scale; not relevant to entire corridor)	36%
Suggestions ("lighten up"/soften design; adjust canopy)	8%
More weather protection (wind, rain, cold; concerns about pitched roof and precipitation dripping)	7%
Security features needed (graffiti protection; better visibility)	7%





County of Fairfax, Virginia

Comments About Both Concepts

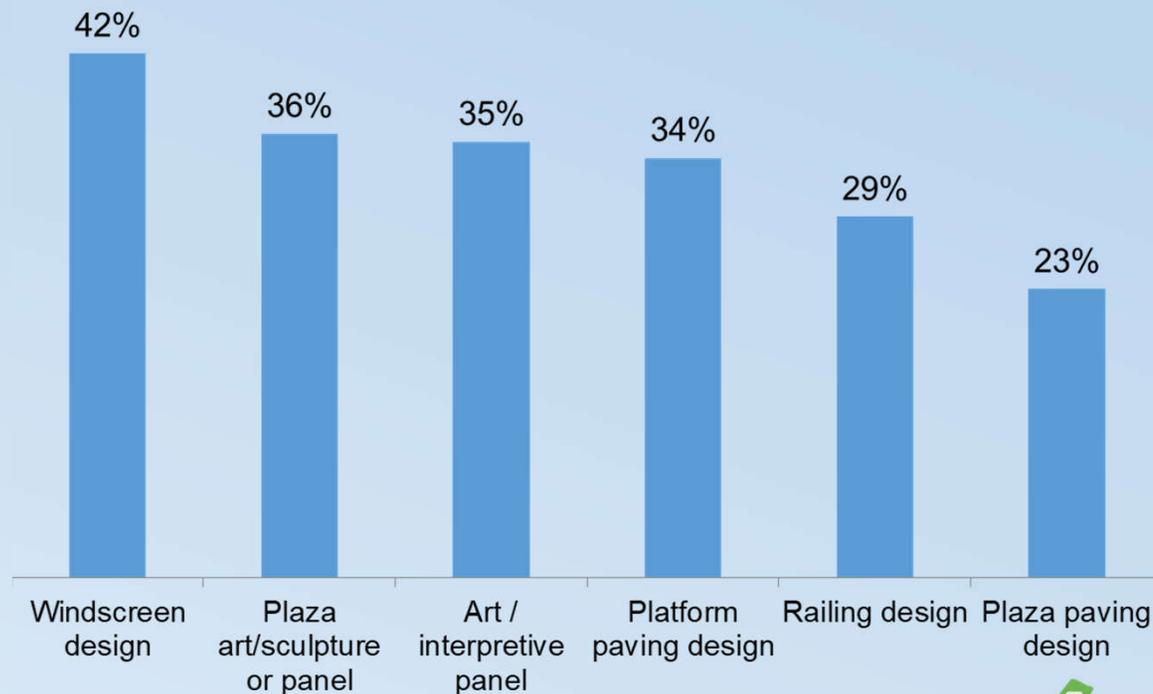
Comment Category	% Comments
More weather protection (sun, wind, rain)	30%
Positive comments (general)	18%
Security/safety features needed (vandalism protection, safety at stations and crossings)	12%
Materials; colors	10%
Suggestions (general)	7%
Eco-features - solar; trees/landscaping	6%
Cost	6%
Negative comments (general)	6%
Questions (construction considerations)	5%





County of Fairfax, Virginia

Which types of station components do you like best in terms of showcasing neighborhood "charm" or characteristics unique to each neighborhood?

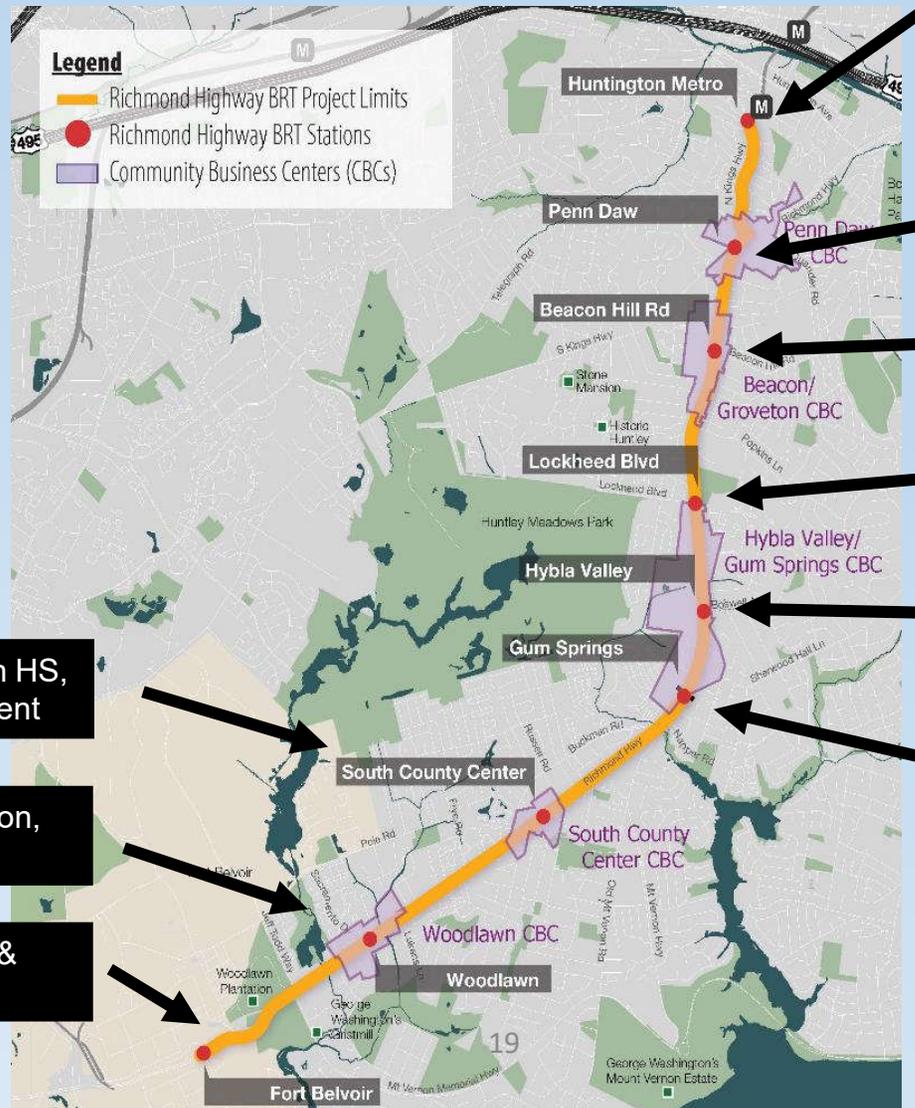




County of Fairfax, Virginia



Ideas Related to Community Charm By Station Area



History of Route 1, diverse culture, gateway to FFX and Old Town Alexandria, nature, Metro

History & culture, nature, community crossroads

Historic airport, view

History & culture, Huntley Meadows Park

History & culture, nature, Huntley Meadows Park

Gum Springs/African American history

Original Mt. Vernon HS, County government

History (Mt. Vernon, Woodlawn)

Military culture & history





County of Fairfax, Virginia



Recommendation & Next Steps

- **Staff recommendation**
 - Continue with Concept 1
 - Community charm elements narrowed to
 - Windscreen
 - Plaza art/sculpture
 - Panel
- **Executive Committee Approval**
- **Next Steps**
 - Publicize selected concept
 - Initiate community charm engagement





County of Fairfax, Virginia



BRT System Branding

- Brand will identify & market the system
 - Name
 - Logo
 - Colors
 - More





County of Fairfax, Virginia

Branding Survey Responses

- **Online Survey**
 - English & Spanish
 - January 27- March 5th



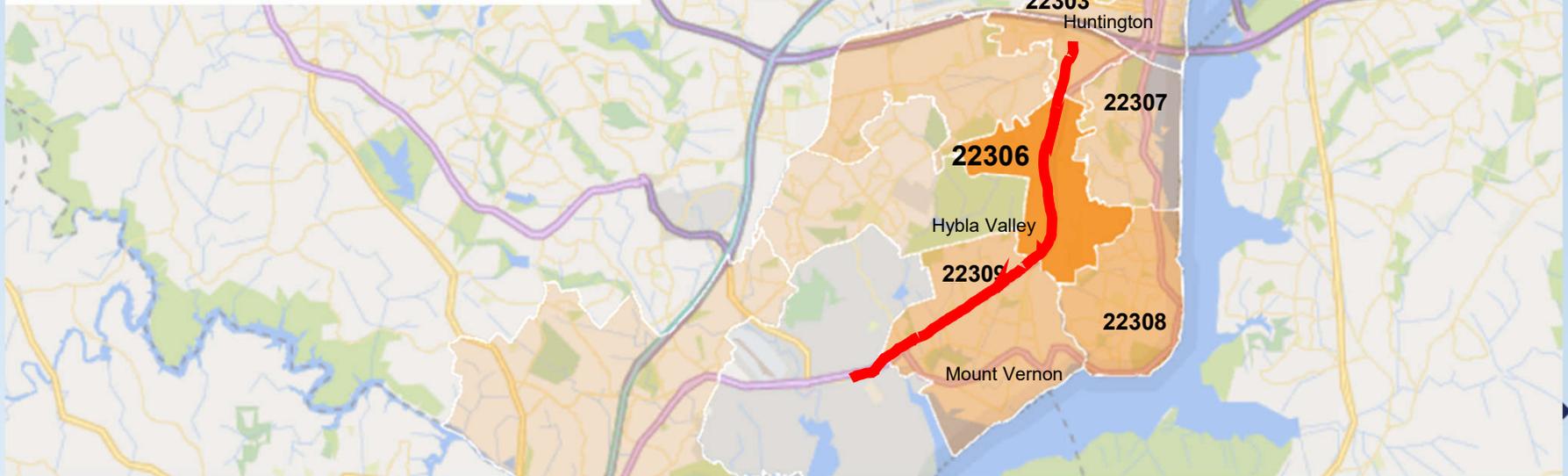
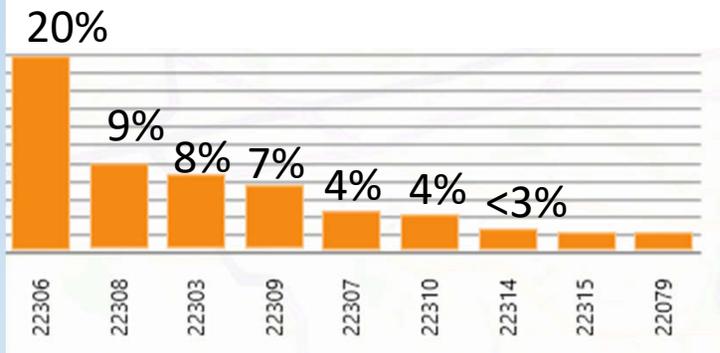


County of Fairfax, Virginia



Q:What is the zip code of your primary residence?

Responses by ZIP Code
% of total responses

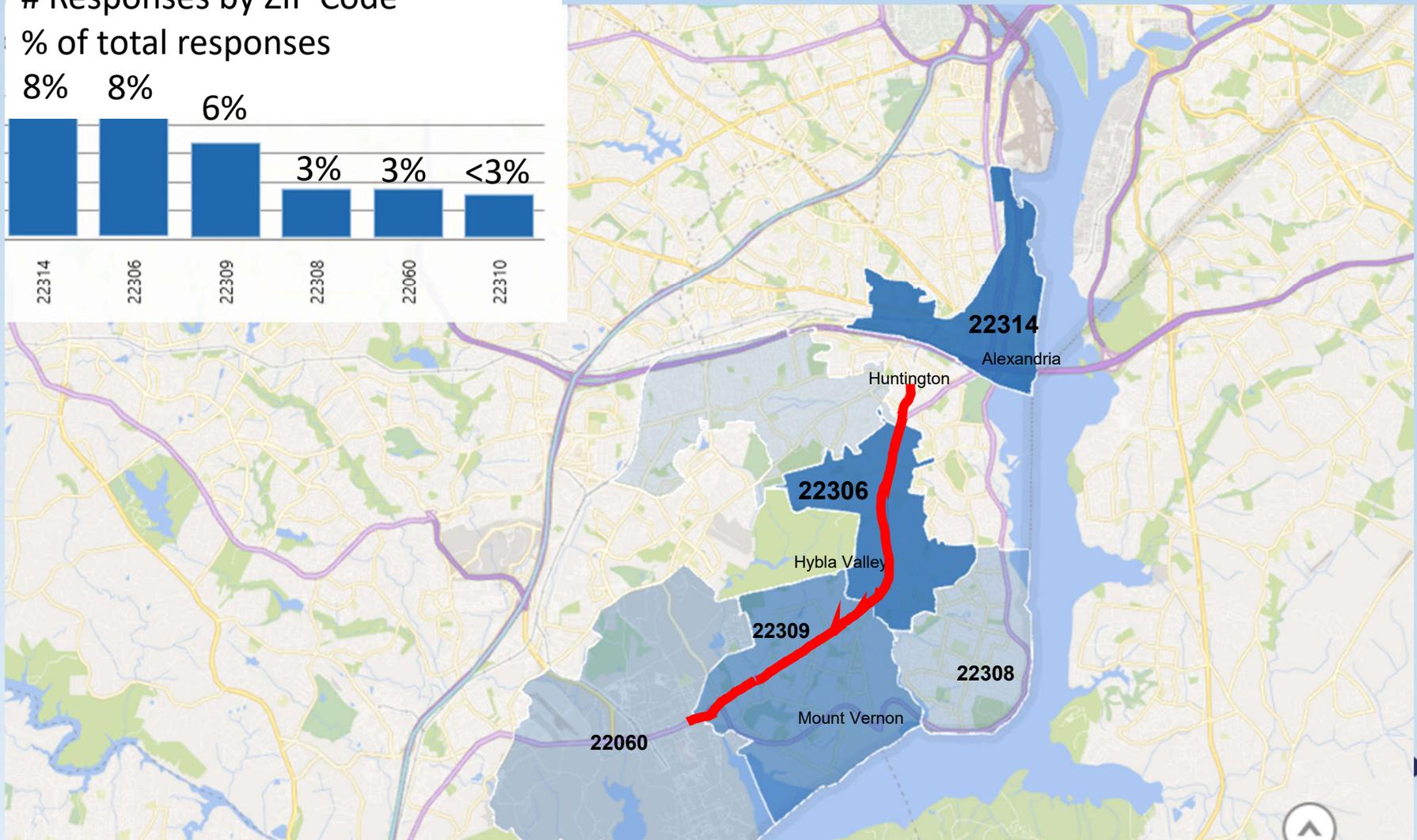
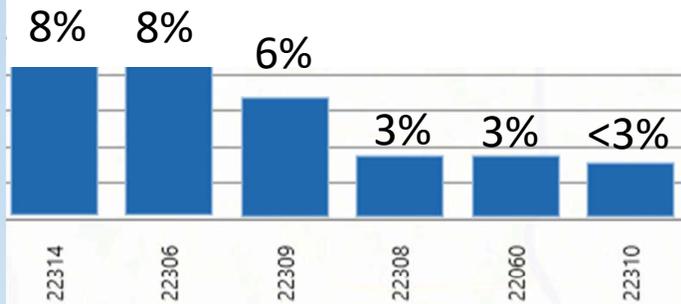




County of Fairfax, Virginia

Q:What is the zip code of your primary workplace?

Responses by ZIP Code
% of total responses





County of Fairfax, Virginia

Key Touchpoints

1. Brand name
2. Brand description
3. Color logo
4. Bus design
5. Cumulative/overarching Brand recommendation





County of Fairfax, Virginia

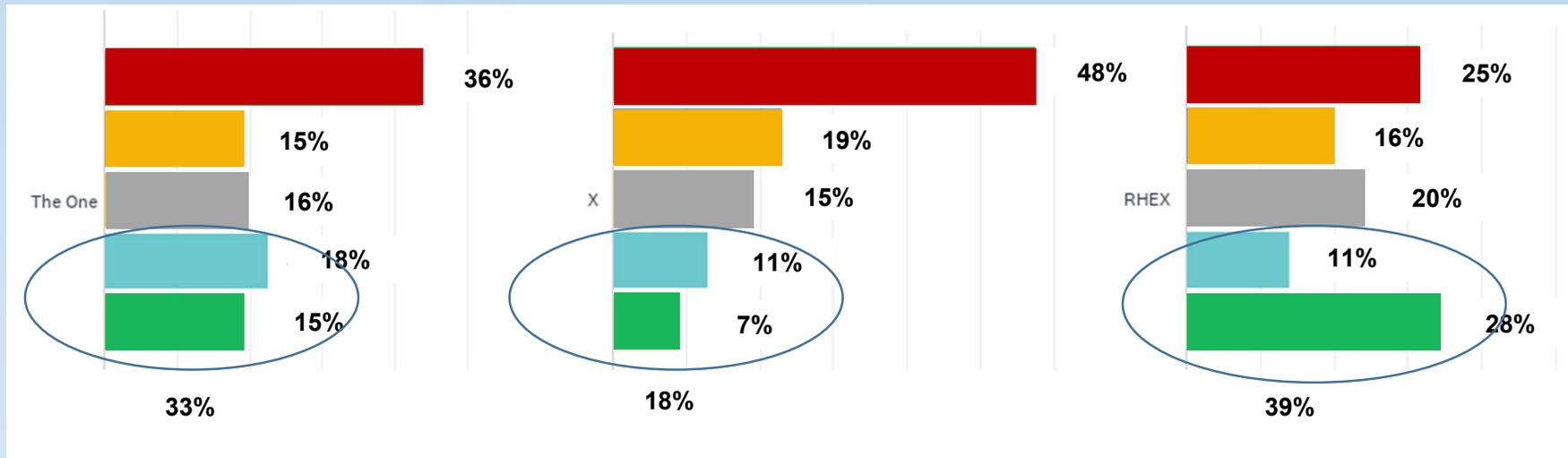
Brand Name

Q: Please use a scale from "1" to "5" where "5" is strongly agree this BRT brand is the best and "1" is strongly disagree that this BRT brand is the best.

THE ONE

X

RHEX



Strongly Disagree (1) 2 3 4 Strongly Agree (5)



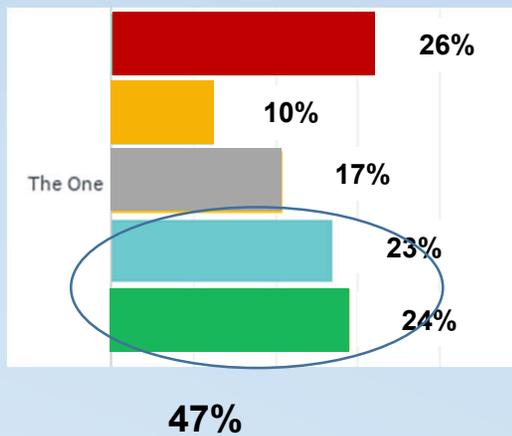


County of Fairfax, Virginia

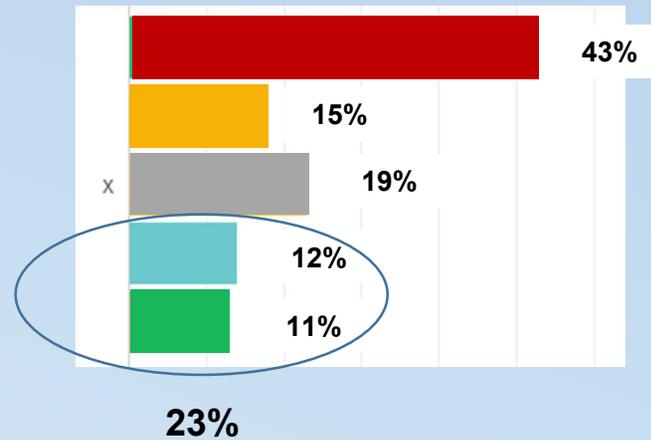
Brand Name – With Written Descriptions

Q; With this additional information about the name of each brand, please use a scale from “1” to “5” where “5” is strongly agree this BRT brand is the best and “1” is strongly disagree that this BRT brand is the best.

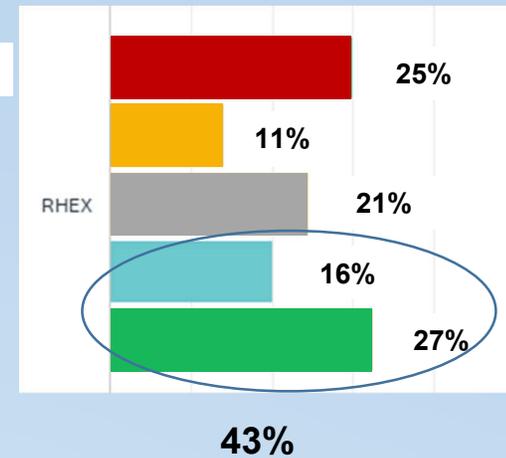
The One



X



RHEX



■ Strongly Disagree (1)
 ■ 2
 ■ 3
 ■ 4
 ■ Strongly Agree (5)

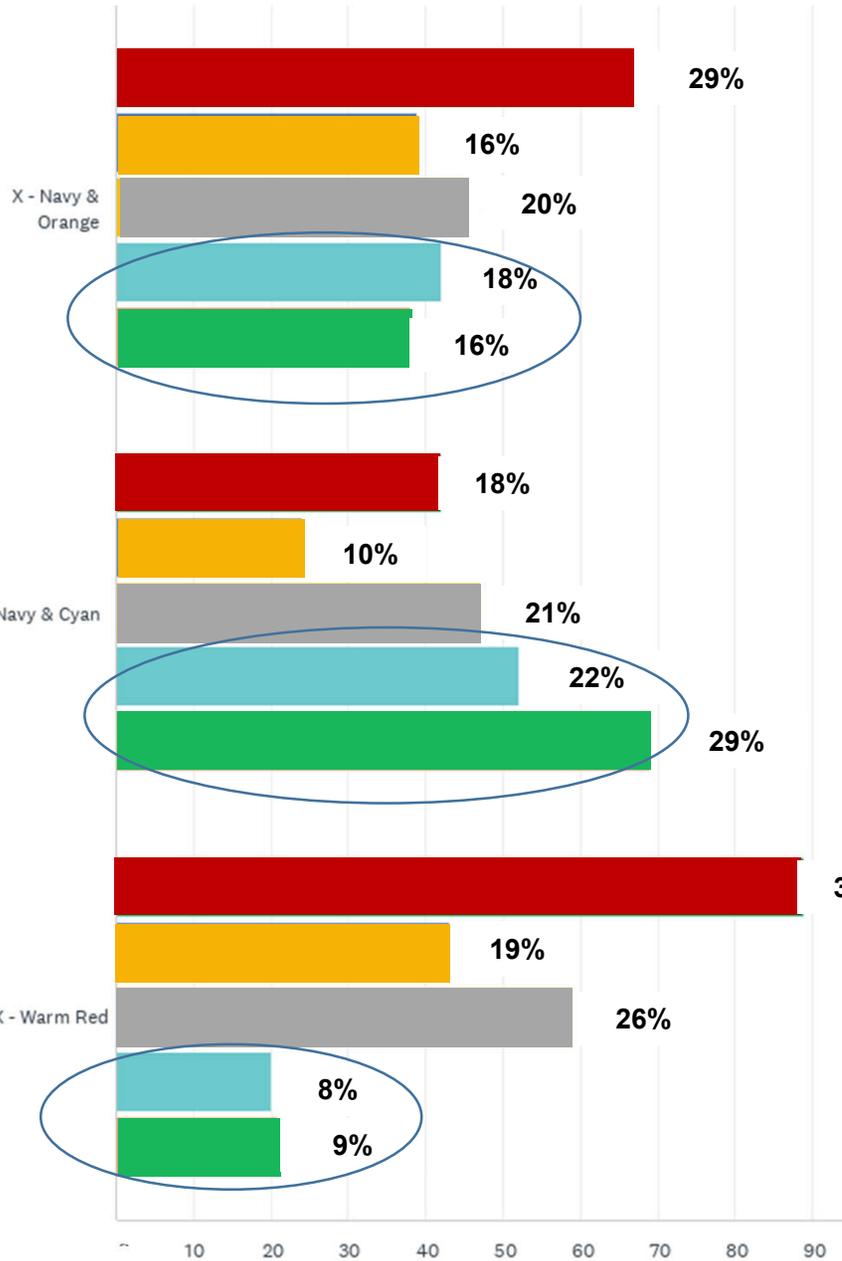




County of Fairfax, Virginia



Q: X: Taking into consideration the name, the description and the logo in black and white and color, please use a scale from "1" to "5" where "5" is strongly agree this BRT brand is the best and "1" is strongly disagree that this BRT brand is the best.



34%

51%

17%

Strongly Disagree (1) 2 3 4 Strongly Agree (5)

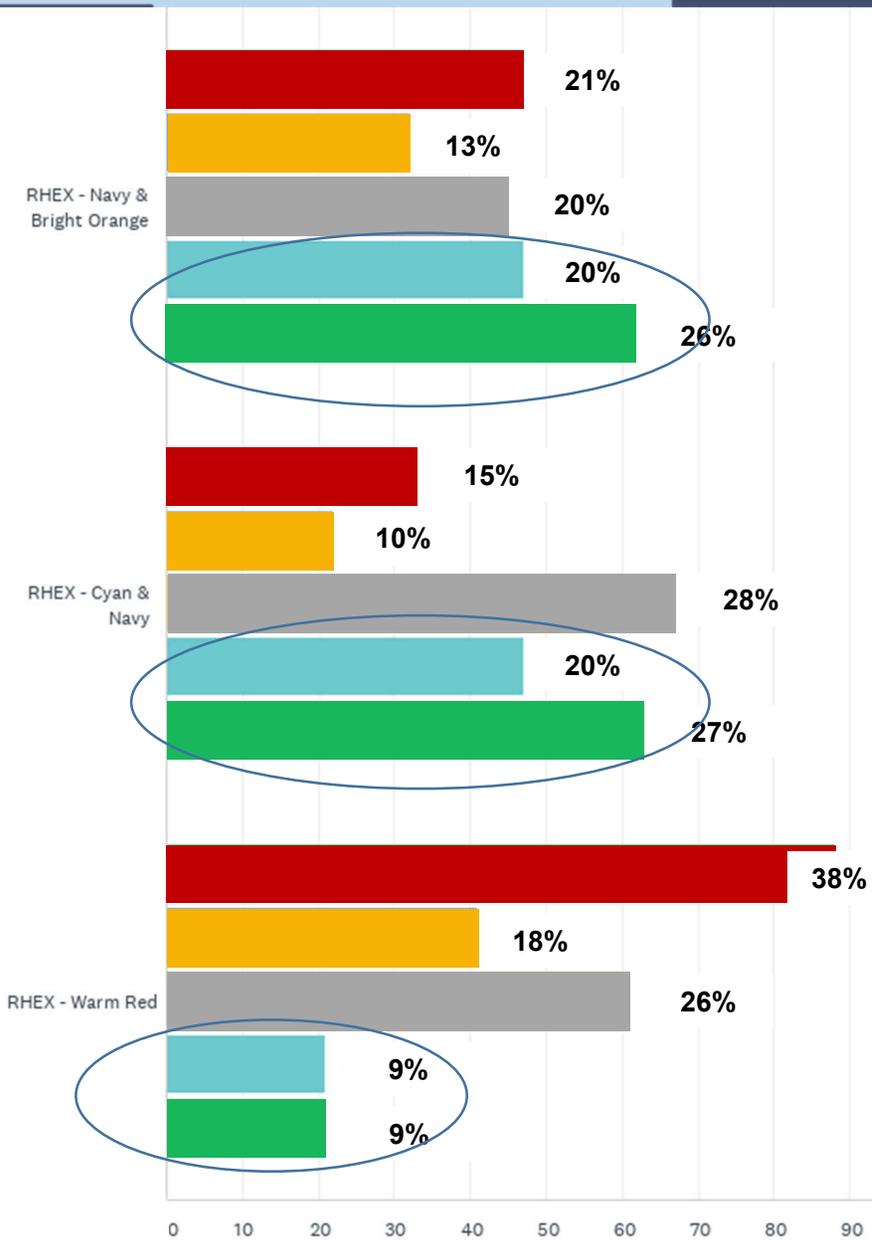




County of Fairfax, Virginia



Q: RHEX: Taking into consideration the name, the description and the logo in black and white and color, please use a scale from "1" to "5" where "5" is strongly agree this BRT brand is the best and "1" is strongly disagree that this BRT brand is the best.



46%

47%

18%

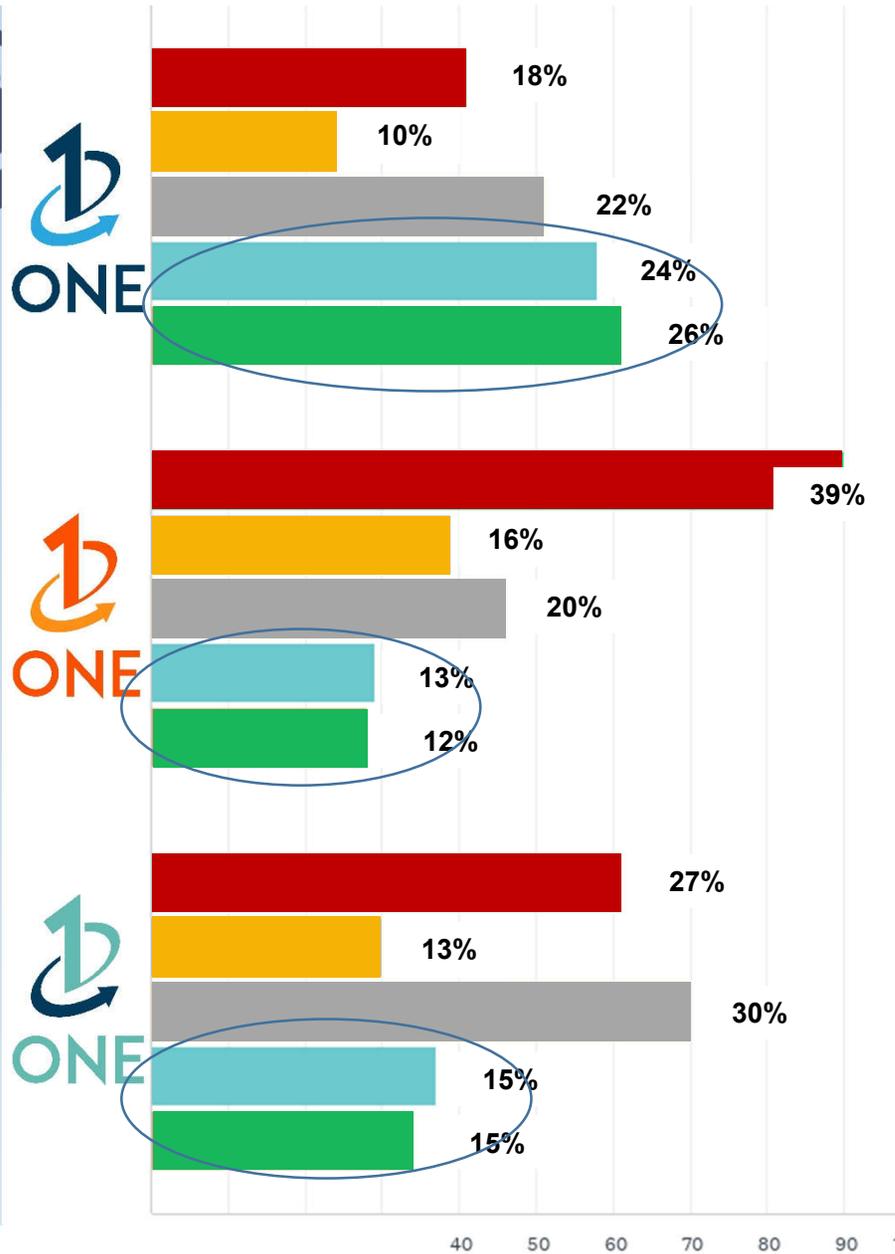
Strongly Disagree (1) 2 3 4 Strongly Agree (5)





County of Fairfax, Virginia

Q: The One: Taking into consideration the name, the description and the logo in black and white and color, please use a scale from "1" to "5" where "5" is strongly agree this BRT brand is the best and "1" is strongly disagree that this BRT brand is the best.



50%

25%

30%

■ Strongly Disagree (1)
 ■ 2
 ■ 3
 ■ 4
 ■ Strongly Agree (5)





County of Fairfax, Virginia

Feedback on Logos

1st



51%

2nd



50%

3rd



47%



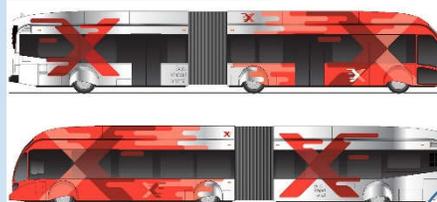
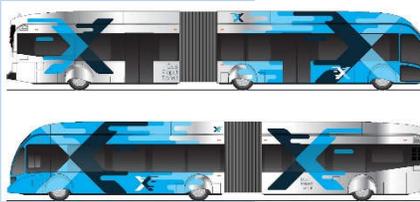
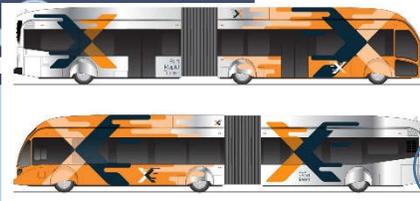
46%





County of Fairfax, Virginia

Q: X: Taking into consideration the name, the description, the logo in black and white and color, and the bus vehicle design, please use a scale from "1" to "5" where "5" is strongly agree this BRT brand is the best and "1" is strongly disagree that this BRT brand is the best.



28%

47%

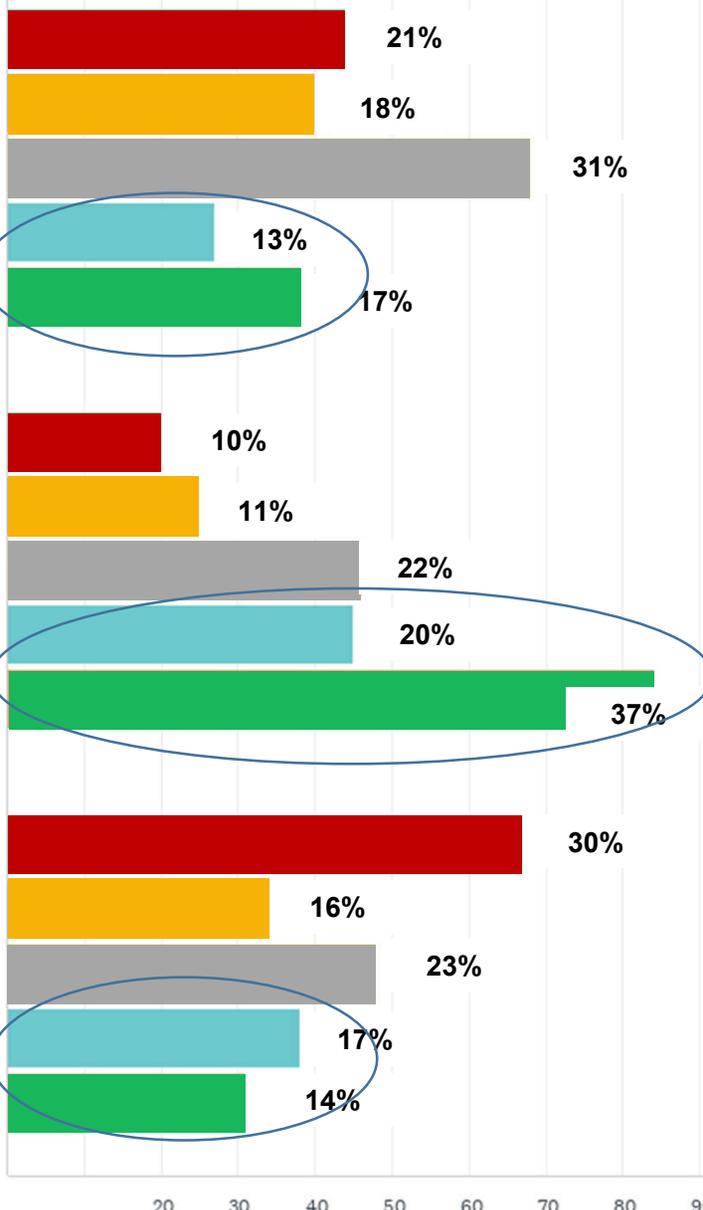
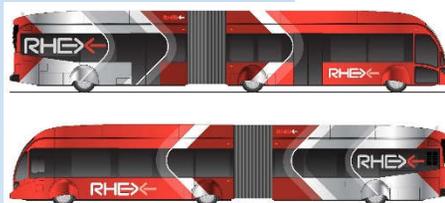
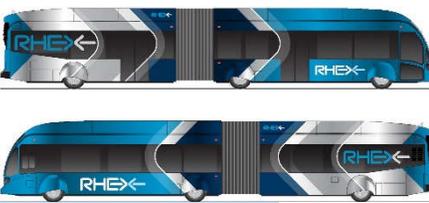
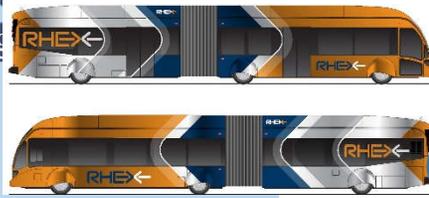
29%





County of Fairfax, Virginia

Q: RHEX: Taking into consideration the name, the description, the logo in black and white and color, and the bus vehicle design, please use a scale from "1" to "5" where "5" is strongly agree this BRT brand is the best and "1" is strongly disagree that this BRT brand is the best.



30%

57%

31%

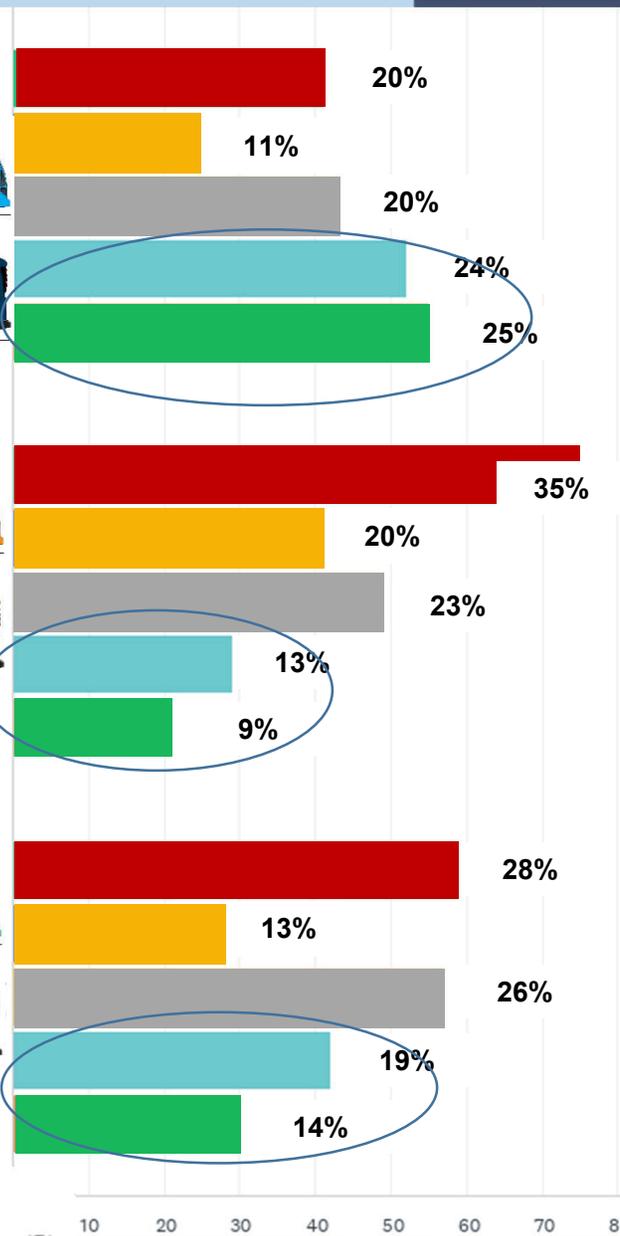
Strongly Disagree (1) 2 3 4 Strongly Agree (5)





County of Fairfax, Virginia

Q: The One: Taking into consideration the name, the description, the logo in black and white and color, and the bus vehicle design, please use a scale from "1" to "5" where "5" is strongly agree this BRT brand is the best and "1" is strongly disagree that this BRT brand is the best.



49%

22%

33%

■ Strongly Disagree (1)
 ■ 2
 ■ 3
 ■ 4
 ■ Strongly Agree (5)

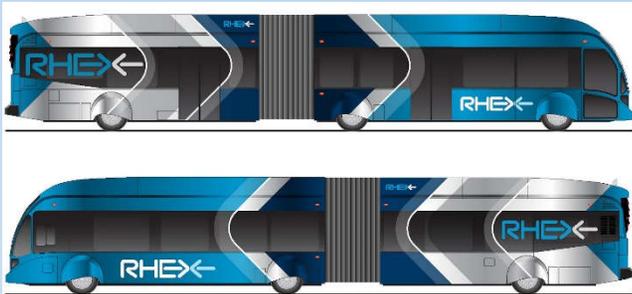
10 20 30 40 50 60 70 80



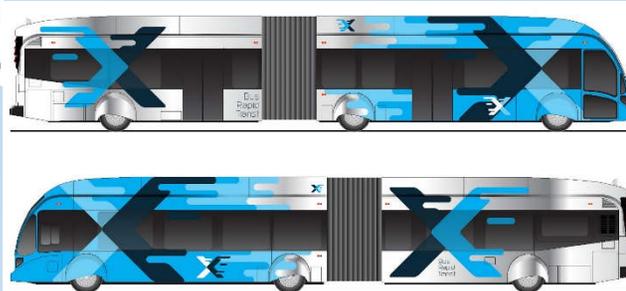


County of Fairfax, Virginia

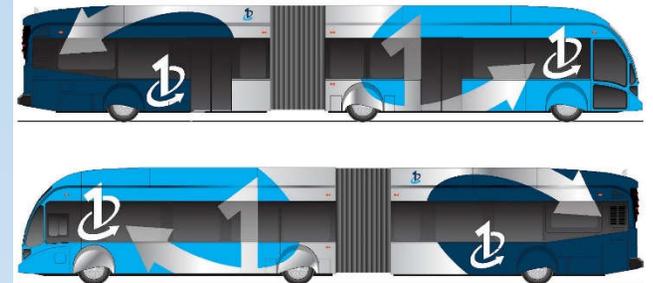
Top 3 Bus Designs



57%



49%



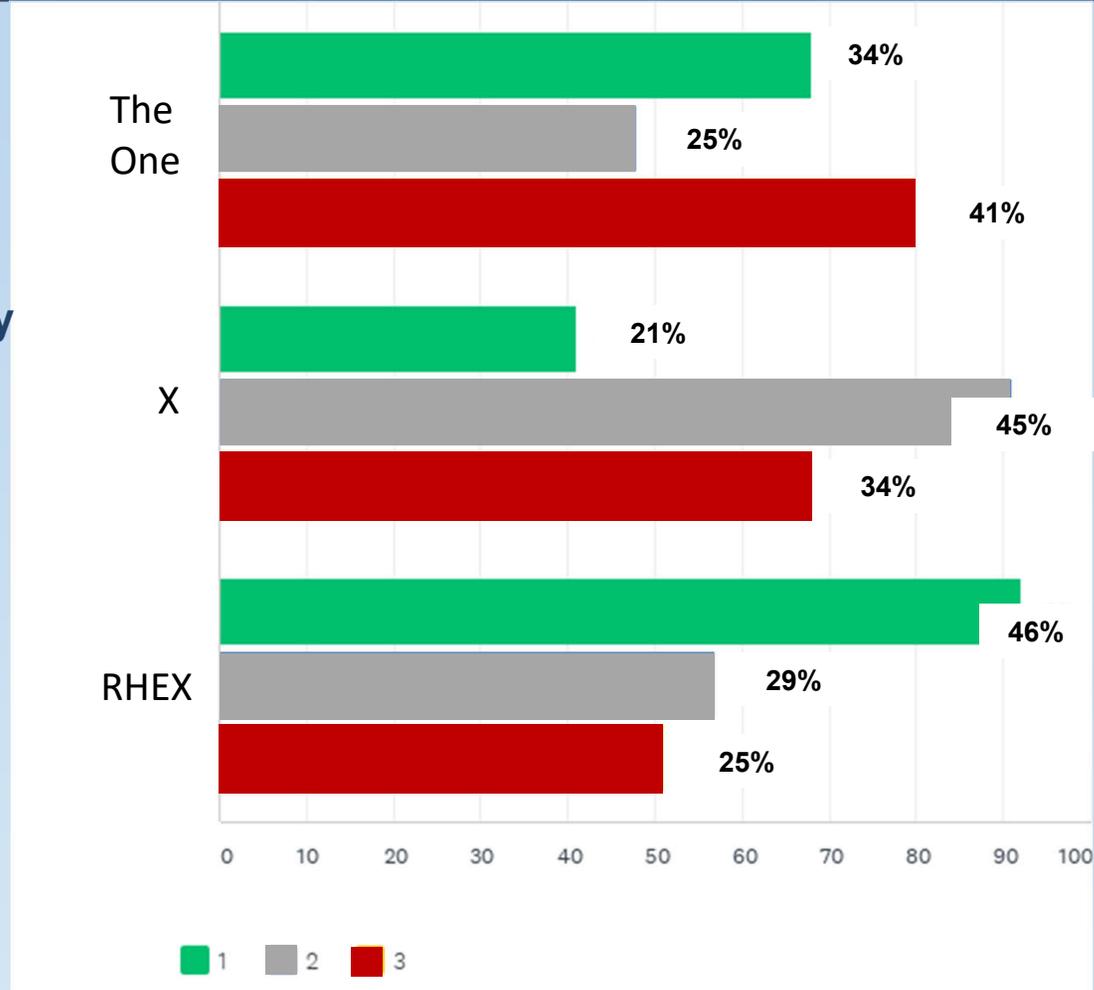
47%





County of Fairfax, Virginia

Q: Considering what you saw on the survey and what you'd like the Richmond Highway Corridor to be on the future, please rank the BRT brands in order of preference (1 – Preferred Brand; 3 – Least Preferred Brand)



2

3

1

Cumulative Brand Preference





County of Fairfax, Virginia

Brand Feedback Comparison

Online Survey

Name	Name + Description	Logo (color)	Bus Design	Cumulative
RHEX	The One	X	RHEX	RHEX
The One	RHEX	The One	The One	The One
X	X	RHEX	X	X

Focus Groups

	1 st	2 nd	3 rd
North	X	The One	RHEX
South	The One		
Hispanic	RHEX		
Youth	The One	X	RHEX





County of Fairfax, Virginia



Brand Recommendation

Taking into consideration the responses received from the online survey and the results of the focus groups, the recommendation for the RHBRT brand is “The One”



The One

- Connection to Route 1
- Gives sense of community/unity
- Preferred brand in Youth Focus Groups (represents those who will ride the service for the longest period of time)
- Blue color combination preferred overall



RHEX

- Insufficient differentiation, i.e., no point of just adding an “H” to an existing name and calling it a new brand
- Might confuse people
- Strongest negative reaction from focus groups

X

- Negative connotation “X” = cancelled or X-rated movie
- Ambiguous
- No connection to the corridor





County of Fairfax, Virginia



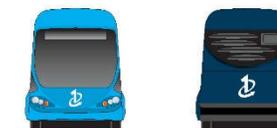
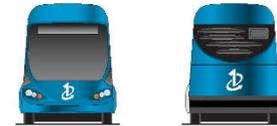
Logo & Color Recommendation



- **Staff Recommendation: The One**

- ✓ Blue tones
- ✓ Further refine logo and bus design

- **Executive Committee Approval**
- **Next**





County of Fairfax, Virginia

Discussion

