



County of Fairfax, Virginia



Richmond Highway Bus Rapid Transit

Executive Committee Meeting #13

October 22, 2021



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





County of Fairfax, Virginia



Agenda

- Introductions
- Project Status Update
 - NEPA
 - FTA Coordination
 - Roadway/Station Design Progress
 - Turn Lane Analysis
 - Public Meetings
- Right of Way Acquisition
- 12-Month Outlook
- Branding Recommendation







FTA Coordination

- **Accepted in New Starts Project Development in March 2020**
 - Project listed in FTA FY 2022 Annual Report
 - County costs are now eligible to count toward the local matching funds
- **Will notify FTA of request for entry into Engineering late 2021**
 - Approval takes 6-9 months
- **Meeting regularly with FTA & oversight consultant hired by FTA**
 - Oversight consultant works with project sponsors to assess readiness to advance through process & assists with FTA requirements
- **Entry into Engineering request includes:**
 - Completed environmental document
 - 30% design plans
 - Project Management Plan
 - Cost estimate
 - Progress on third party agreements
 - Financial plan
 - Preliminary project rating



Design Speed

- VDOT approved reducing *design speed* of Richmond Highway from 45 mph to 35 mph
 - New design speed will be reflected in design of BRT and VDOT Widening projects
- Speed study underway by VDOT will determine if the *posted speed* can be reduced now
- Lower speeds allow a more urban, pedestrian-oriented roadway environment
 - Reduces intersection sight distance requirements
 - Reduces deceleration requirements for turn lanes
 - Provide more flexibility for geometrics including tapers



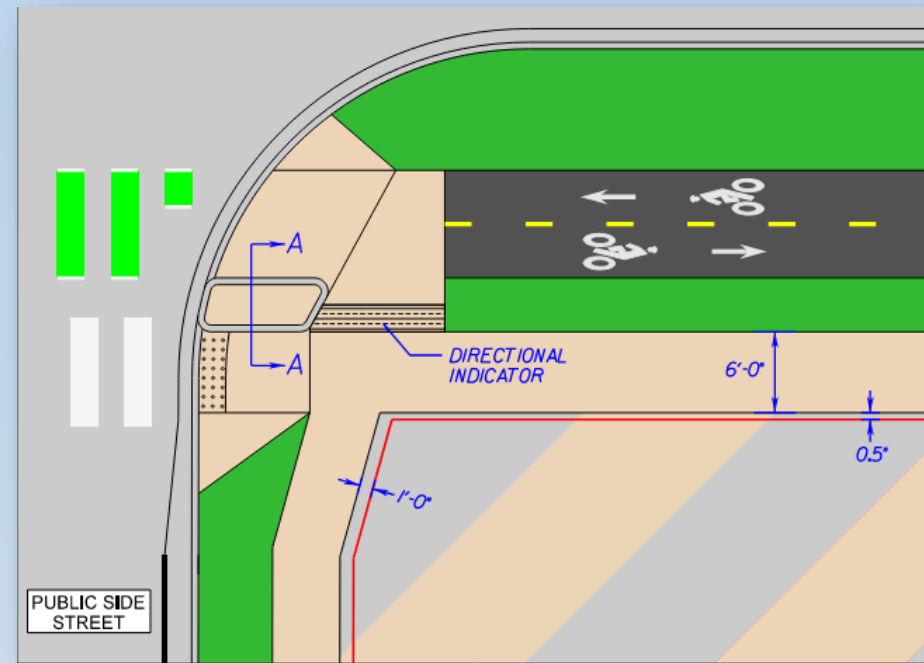


County of Fairfax, Virginia



Design Progress

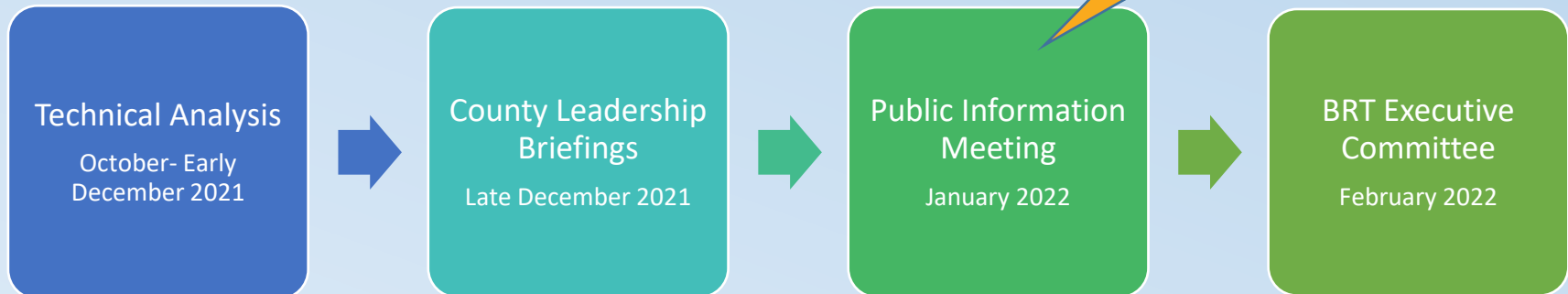
- Advancing toward 60% design; complete in Spring 2022
- Current focus of attention:
 - Roadway & intersection design refinements
 - Pedestrian safety features
 - Stormwater management & landscaping
 - Stations & structures
 - Construction phasing
 - Areas needed temporarily during construction
 - Utility easements
 - Minimizing property impacts





Turn Lane Analysis

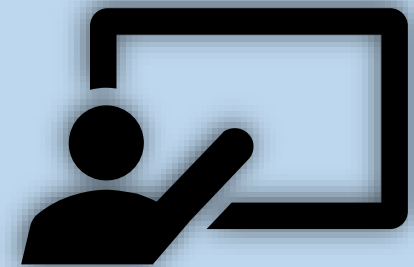
- Board of Supervisors Design Endorsement included direction to review roadway typical section for opportunities to reduce width
- Analysis of turn lanes underway to determine if number of lanes can be reduced
- Turn lane analysis will include:
 - Impacts to BRT & traffic operations
 - Opportunities to improve pedestrians/bike safety
 - VDOT coordination





Public Involvement

- **Right of Way Public Meeting**
 - WebEx scheduled for October 25
 - Topics
 - Acquisition process
 - Relocation benefits
 - Schedule
 - Publicized via Supervisors' offices, BRT Constant Contact list, flyers, media outreach, News Release
- **Branding Reveal -- November 5**
- **Community Charm Conversations -- Spring 2022**
- **Community pop-ups -- On-going**





Right of Way Status

- **Surveys & environmental investigation completed Spring 2021**
 - Included notification letters
 - Only type of letter County has sent out
- **ROW process to begin Spring 2022**
 - Following NEPA
 - Permission of Access letter sent to the property owners after winter holidays
 - Whole Parcel Acquisitions are first due to complexity, relocation needs & schedule risk
 - Federal approval for two early acquisitions; now underway



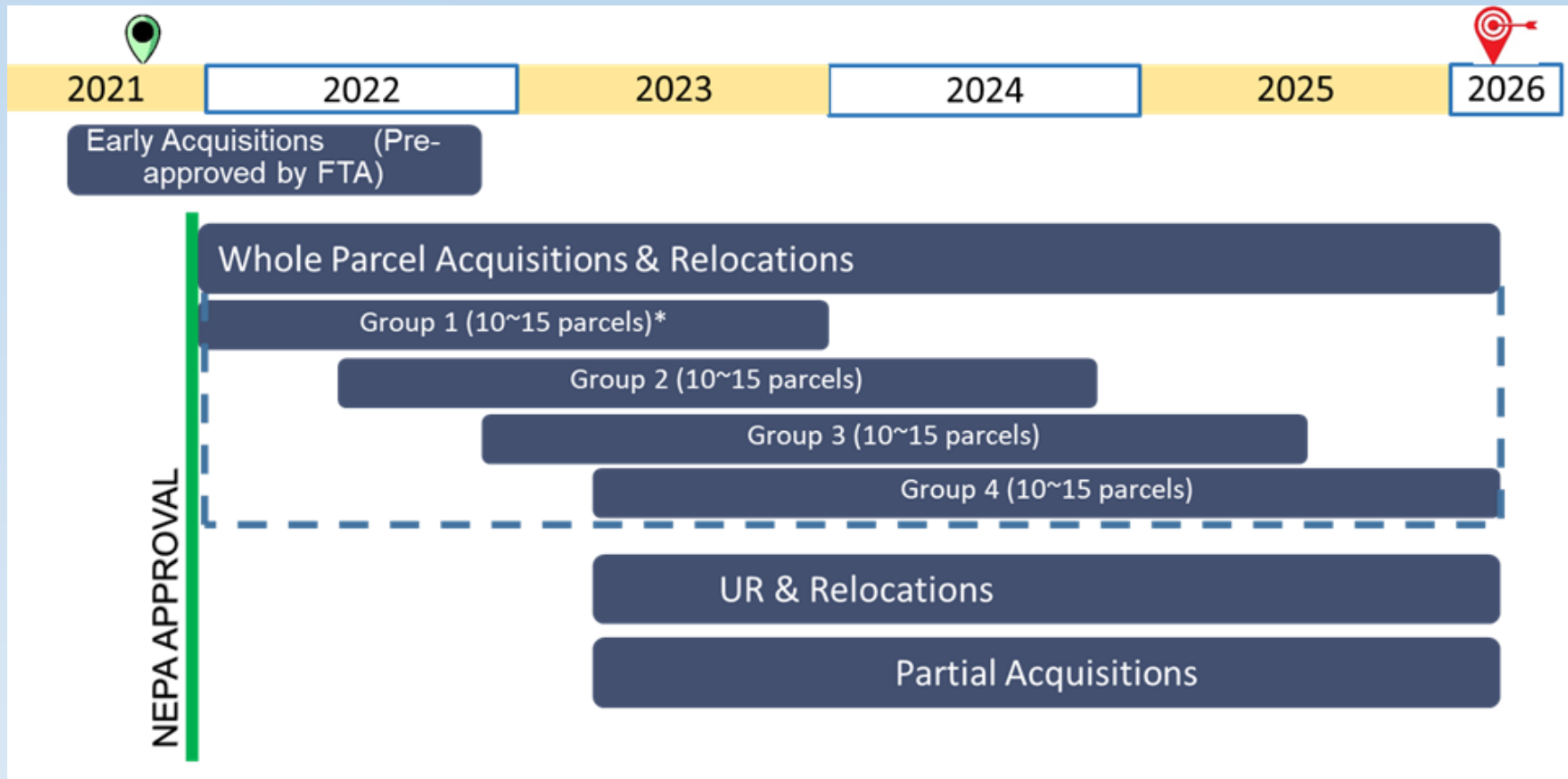
Summary of Current ROW Acquisitions

RHBRT (Sections 1 & 2)	Commercial	Residential	Other	Religious Institution	School	Total
Whole Parcel Acquisition	33	16	0	1	0	50
Uneconomic Remnant (UR)	15	3	0	0	0	18
Minimal Acquisition (ROW and Easement)	69	27	1	4	1	102
Minimal Acquisition (Easement Only)	26	11	0	1	1	39
	143	57	1	6	2	209

- Approximately 209 parcels may be impacted by ROW acquisition
 - 68 Whole Parcel Acquisitions or Uneconomic Remnants (UR)
 - 141 Partial Acquisitions
 - Total number of parcels impacted by BRT has been **reduced from 225 to 209** through design refinements
- Subject to change as design, turn lane analysis & utility coordination continues



Anticipated Acquisition Schedule



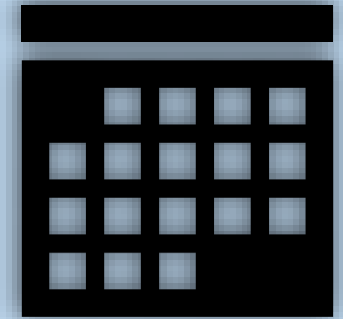
* Prioritization and groupings are conceptual and will be updated based on progress





12-Month Outlook

- **FTA Categorical Exclusion signature (Late 2021)**
- **Branding Rollout (Fall 2021)**
- **Notification to Enter FTA Engineering (Fall 2021)**
- **Complete 60% Roadway & Station Design (Early 2022)**
- **Approval to Enter FTA Engineering (Spring/Summer 2022)**
- **Right-of-Way Acquisition/Demolition (Underway)**
- **Third Party Coordination (Underway)**
 - Complete VDOT programmatic agreement (Early 2022)
- **Utility Coordination (Underway)**
 - Establish easements; initiate design of relocation
- **Battery electric bus review (Early 2022)**





County of Fairfax, Virginia



Branding Recommendation



Recap

- Branding Team has been collaborating with the Supervisors since April
- Based on results from focus groups and an online survey, the team created multiple variations of the brand (logo & bus designs)
- In September, the Supervisors concurred with the brand designs we are presenting
- A Brand Standards Guide and Branding templates were developed to implement the brand

Initial Variations Selected



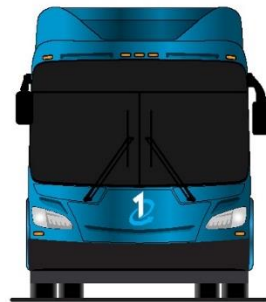
RHBRT Brand

Richmond Highway BRT Brand: “The One”



"The One" Comparison





Richmond Highway Bus Rapid Transit





RHBRT Branded Station Design

Design Selected

BLUE STATION - FRONT 1

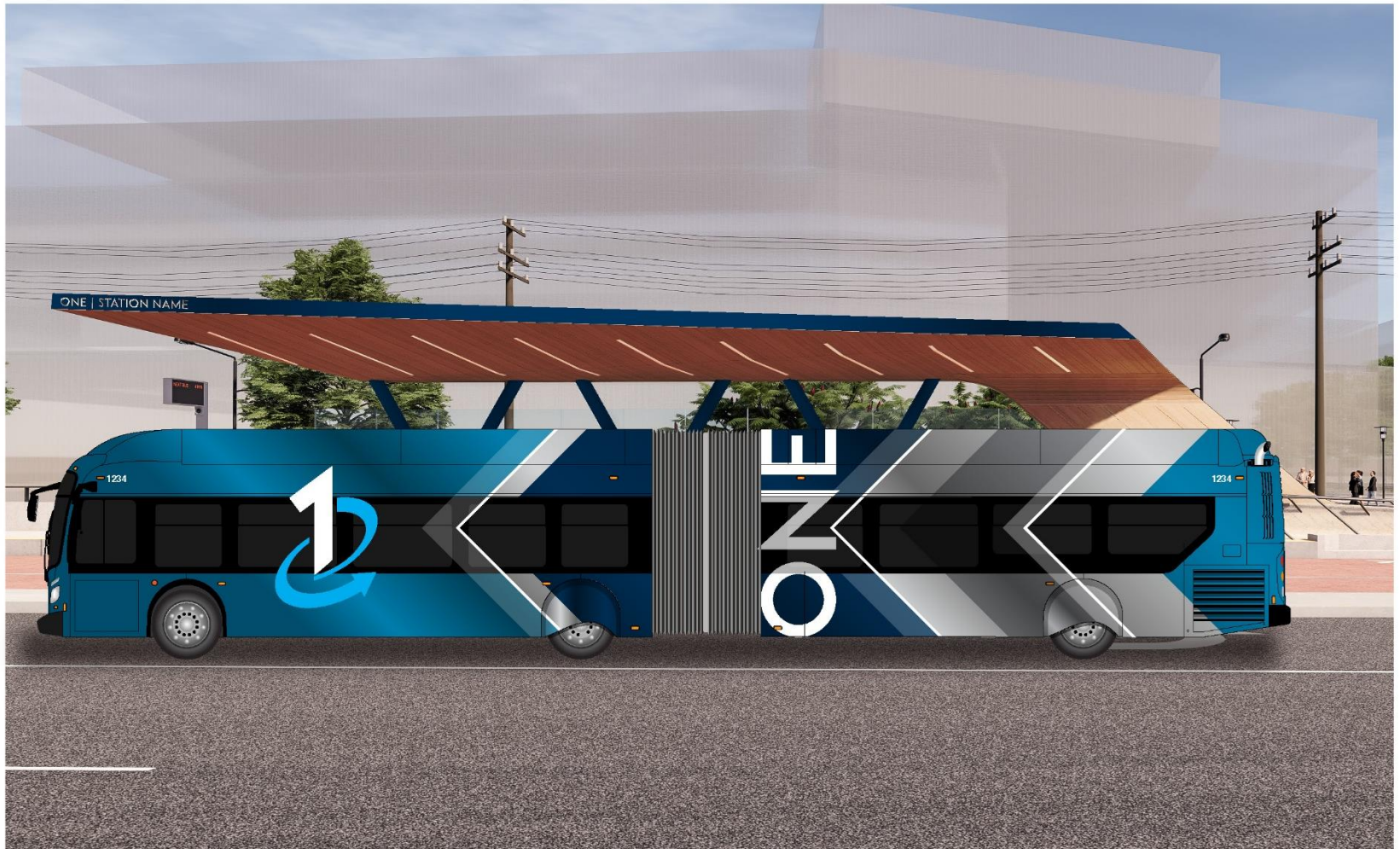
Metallic dark blue with metallic dark blue columns. Large logo on the stem of the structure in color. Lettering on the overhang in metallic silver. Metallic dark blue pylon with silver/color logo and type.



Design Selected

BLUE STATION - FRONT 1

Metallic dark blue with metallic dark blue columns. Large logo on the stem of the structure in color. Lettering on the overhang in metallic silver. Metallic dark blue pylon with silver/color logo and type.



Design Selected

BLUE STATION - FRONT 1

Station name on the lip and service name on the stem are in silver.



Back Up Design

STATION 2 - FRONT 1

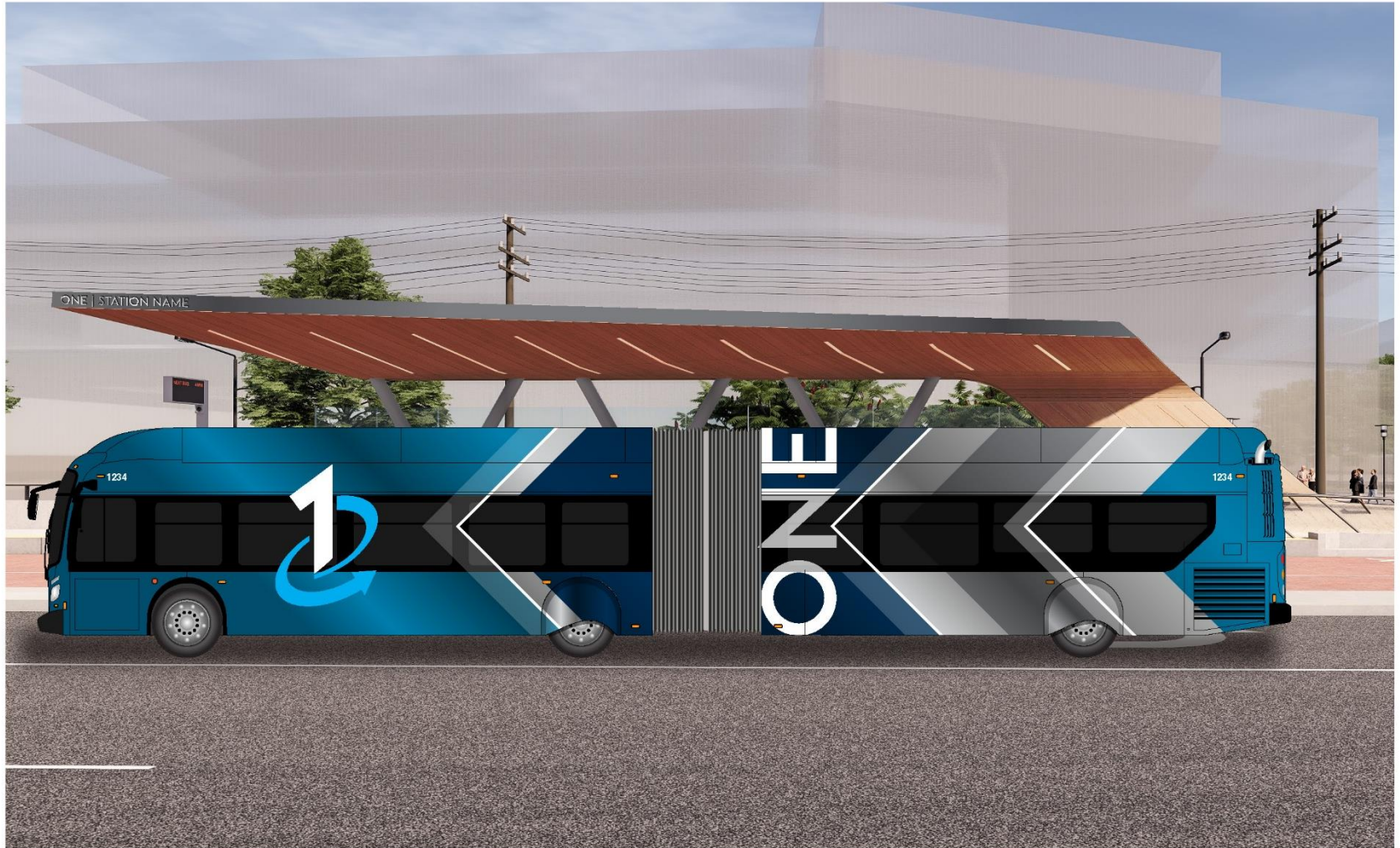
Metallic dark grey with metallic dark grey columns. Silver type and dark metallic grey logo. Dark metallic grey pylon with silver logo and type.



Back Up Design

STATION 2 - FRONT 1

Metallic dark grey with metallic dark grey columns. Silver type and dark metallic grey logo. Dark metallic grey pylon with silver logo and type.



Back Up Design

STATION 2 - BACK 1

Station name on the lip and service name on the stem are in silver.



Station Designs Recap



Branding Guidelines Briefing

- Ensure consistent implementation and use of the new RHBRT “The One” brand. Regardless of the branding need (e.g., brochure, email, general communications, social/digital/web/mobile, news releases, stakeholder outreach, PowerPoint presentations, collateral, signage and more) it should reflect **one voice, one look, one style and one tone**.
- **Rule of 7** – It takes a citizen or consumer to experience a brand seven times before we can ensure we have gained some level of brand awareness. So, it’s essential that our communications all share a unified voice, to build awareness, engagement, use, and understanding.

The Brand Name: “The One”

- Short and simple name, so it’s easy for people to learn and recall
- References the place that our buses run, up and down Route 1, so everyone in the community can understand its location
- It speaks to the uniqueness of the service too – if you’re looking for a fast, frequent, traffic-free way to travel along the Richmond Highway Corridor, this is **the one way** to do it!
- The first for Fairfax County

“The One” Written

- When written, “The One” is always **two separate** words, with the first letter of each word capitalized

The One

“The One” Logo

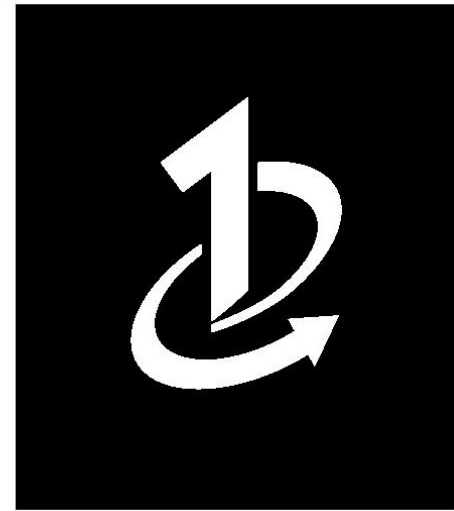
- The logo is the most important visual expression of “The One” brand and **should appear on everything we produce**
- Its sharp-edged numeral 1 communicates a modern, high-tech aesthetic and its circular motion lines represent easy, continuous movement all throughout the region



- The logo is drawn, so **don't modify it**. You may only use the logos and color variations shown here and on the following page

Logo Reversed

- When the design of a particular communications piece requires the logo to appear on a dark background, the following reversed logos should be used



Logo Single Color

- When the design requires the logo to appear in a single color or grayscale, the following should be used



- Note that the numeral 1 is always displayed at 100% opacity, while the swirl elements may be displayed at either 100% opacity (top row), or 30% opacity (bottom row)

Supporting Design Element

- While the logo must always appear in “The One” communications, an additional all-type supporting design element may optionally be added to designs when appropriate
- This element may be rotated up to 90° in either direction and in one of the 3 different colors to ensure legibility

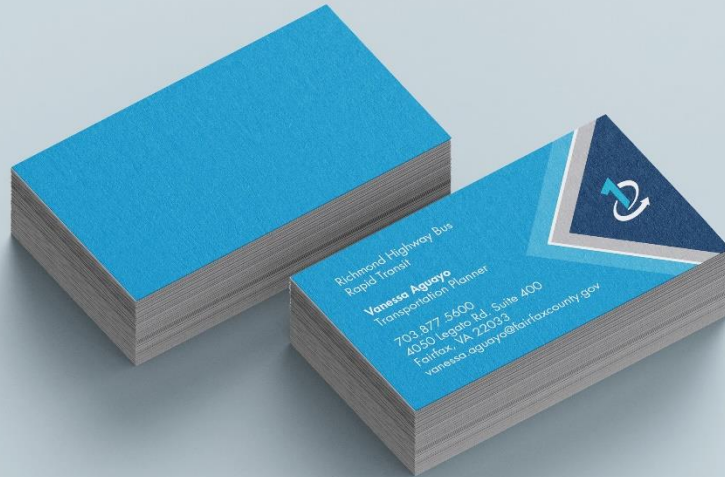


- Note that design element **does not replace the logo** and **should not be placed** directly next to the logo

Branding Templates

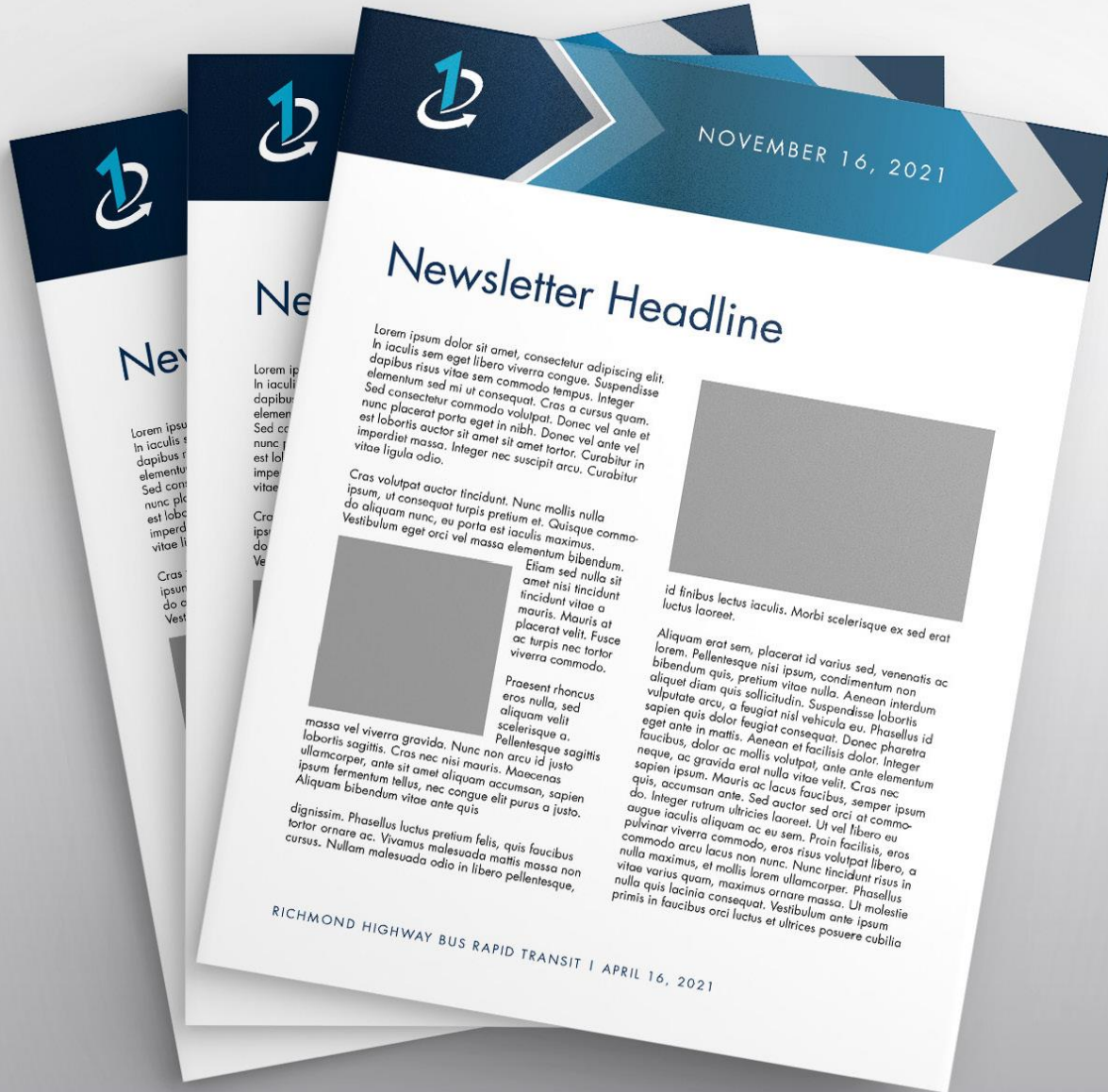


Business Cards




Richmond Highway Bus Rapid Transit

Newsletters




Presentations



**RICHMOND HIGHWAY
BUS RAPID TRANSIT**

Executive Committee Meeting #11
April 16, 2021



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NEPA STATUS

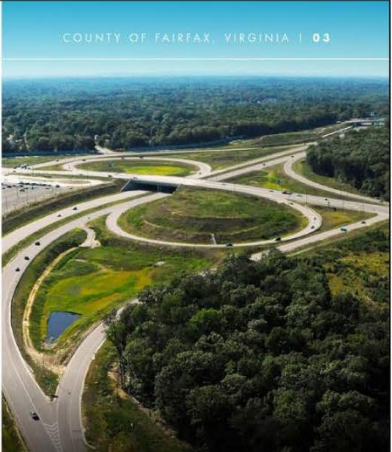
Section 106 Process

- 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



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 | 02



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FTA COORDINATION

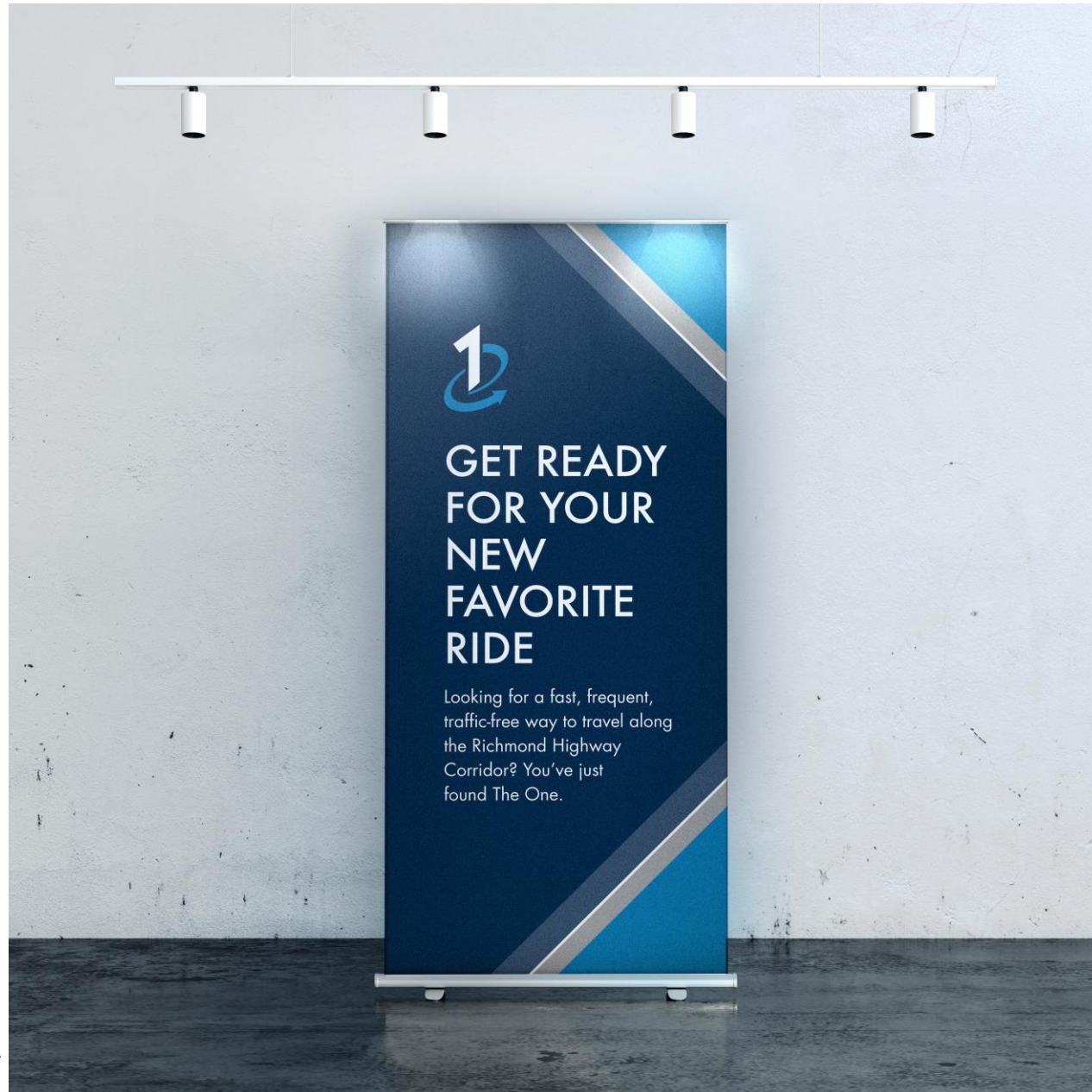
- Accepted in New Starts Project Development in March 2020
- Intend to request entry into Engineering this summer
 - NEPA
 - New Starts rating
 - 30% design
 - Project Management Plan
 - Cost estimate
 - Progress on third party agreements
- Monthly meetings with FTA on-going
 - Schedule
 - Readiness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



Reports



Banners (Events)



Richmond Highway Bus



Next Steps

- Secure final approval on Branding (Logo, Bus Design & Guidelines)
 - October 22, 2021
- In person branding launch event November
 - November 5, 2021 (11am-1pm)
 - Location: TBD