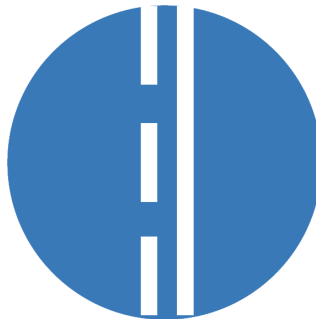




Commuter Choice

INSIDE THE BELTWAY

FY 2018 Profiles of Approved Projects





Commuter Choice

INSIDE THE BELTWAY

**For More Information Contact:
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August 21, 2018

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Fairfax Connector Express Bus Service between Vienna/Fairfax-GMU and Pentagon Metrorail Stations

Applicant:
Fairfax County

Proposed Opening:
May 2019

Project Type:
New Bus Service



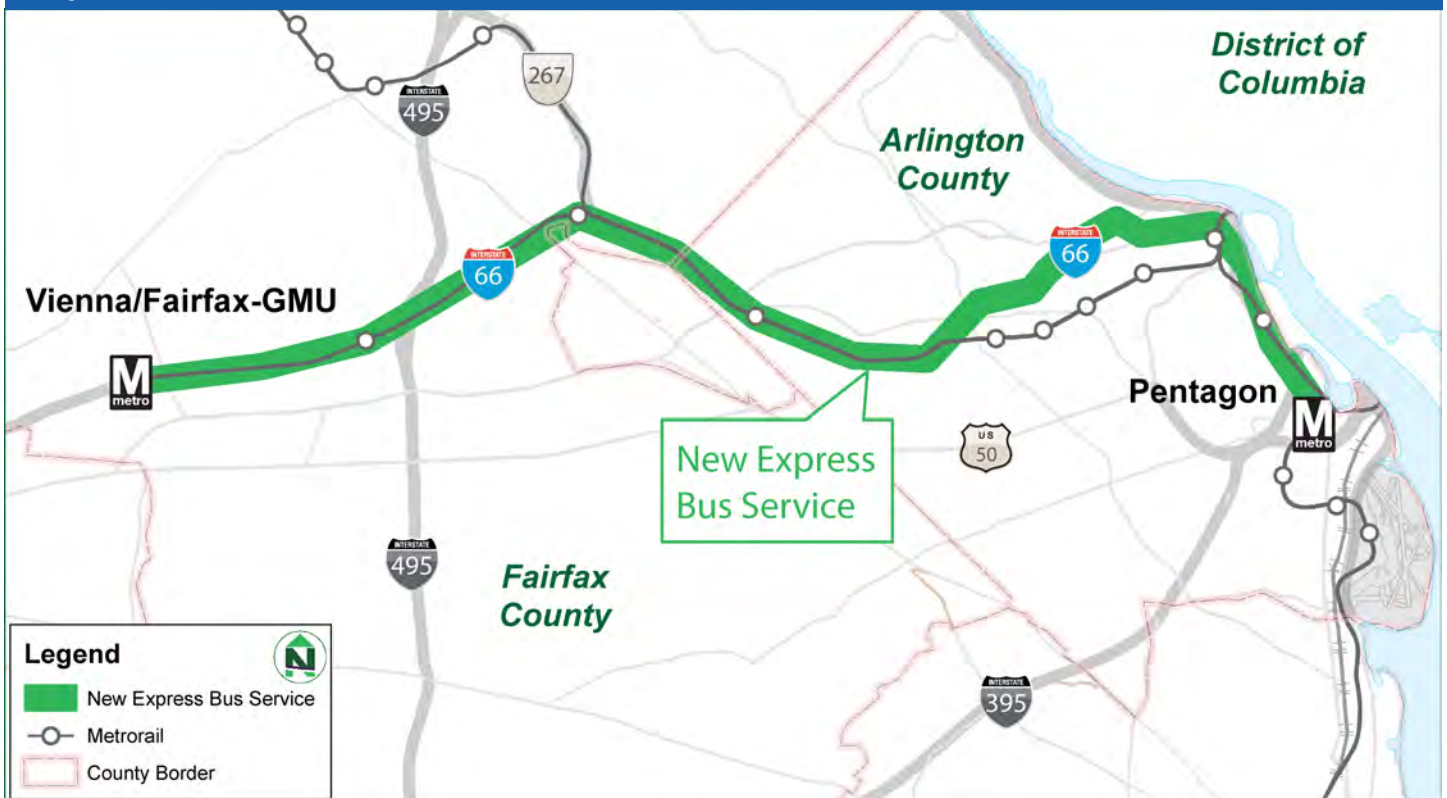
Benefit to Toll Payers:

This project will provide an alternative to single occupant vehicles, reducing peak-period congestion on I-66 inside the Beltway, resulting in lower tolls.

Description:

New express bus service will link the Vienna/Fairfax-GMU Metrorail station to the Pentagon Transit Center. Four new buses will provide 8 inbound morning and 8 outbound afternoon trips.

Project Location



Fairfax Connector Express Bus Service between Vienna/Fairfax-GMU and Pentagon Metrorail Stations

Evaluation Criteria*	Weighted Benefit Score**
Person Throughput (up to 45 points) To move more people through the corridor efficiently.	30
Peak Period Travel Time (up to 15 points) To provide consistent travel during congested periods for users of the corridor and improves operational efficiency of the transportation network.	15
Connectivity (up to 15 points) To create, complete, or link transportation network elements and/or modes.	10
Accessibility (up to 15 points) To provide people access to opportunities.	15
Diversion Mitigation (up to 10 points) To mitigate the impacts of trips diverted from I-66 inside the Beltway as a result of tolling and/or high occupancy vehicle restrictions.	10
Benefit Score Summation	80
Funding Request	\$4,488,500***
Cost Effectiveness Score (Total Project Benefit Score/Funding Request X 10 ⁶)	18

*Applications were evaluated using criteria approved by the Commission in March 2016.
 More information is available at novatransit.org/i66commuterchoice.

**Weighted Benefit Score is rounded

***Actual funding reduced to \$3,452,618

Loudoun County Transit Metro Connection Route 88X Extension to Dulles South

Applicant:
Loudoun County

Proposed Opening:
October 2018

Project Type:
Enhanced Bus Service



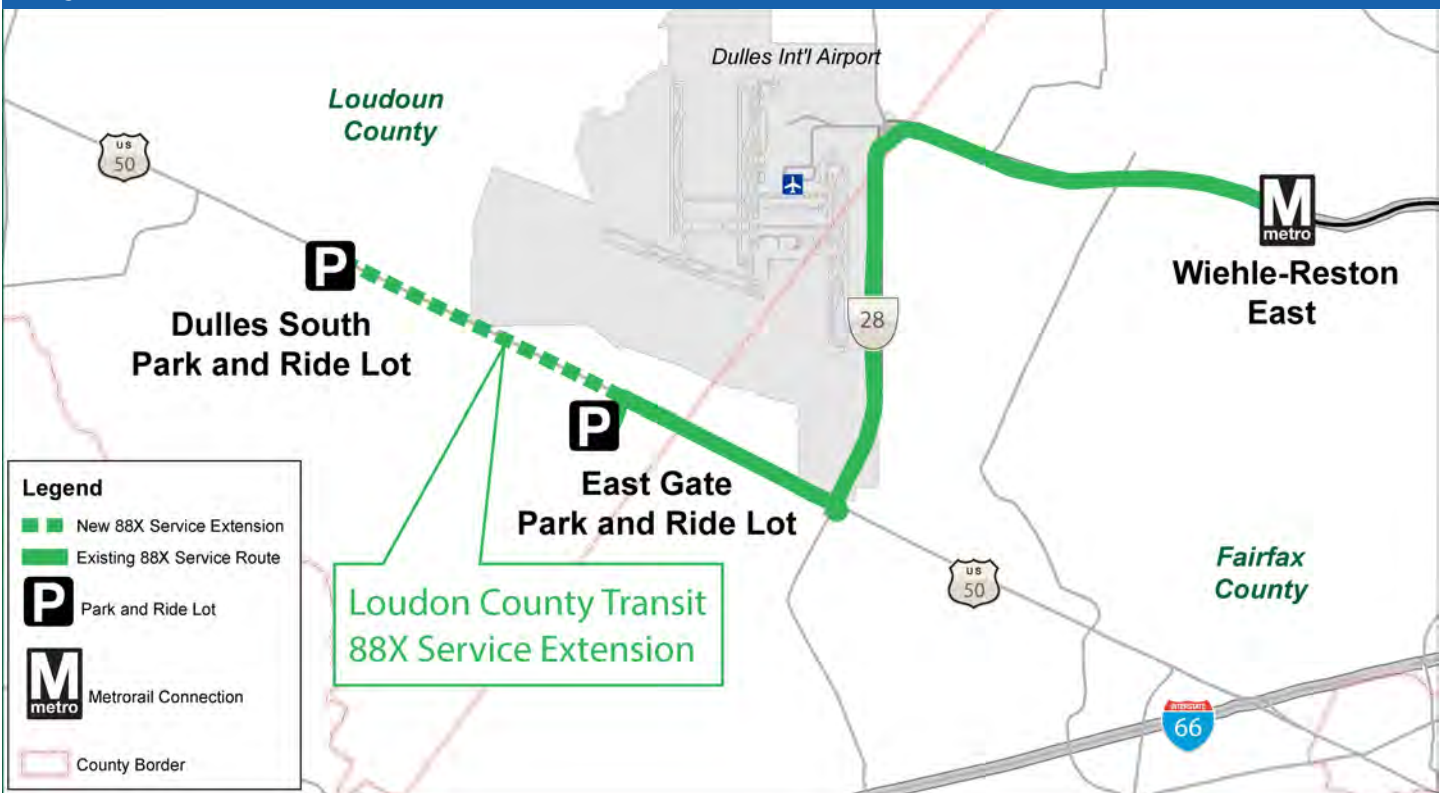
Benefit to Toll Payers:

By providing an alternative to single occupant vehicles, this project will help reduce peak period congestion on I-66 inside the Beltway, resulting in lower tolls.

Description:

To add a pick-up/drop-off location to route 88X, Loudoun County Transit requires two new buses. That will allow the transit agency to continue the existing level of service, with 28-minute headways, from the Dulles South area to the Wiehle-Reston East Metrorail station during peak periods, while accommodating an additional stop for morning pick-ups and afternoon drop-offs at the Dulles South Park and Ride Lot.

Project Location



Loudoun County Transit Metro Connection Route 88X Extension to Dulles South

Evaluation Criteria*	Weighted Benefit Score**
Person Throughput (up to 45 points) To move more people through the corridor efficiently.	30
Peak Period Travel Time (up to 15 points) To provide consistent travel during congested periods for users of the corridor and improves operational efficiency of the transportation network.	5
Connectivity (up to 15 points) To create, complete, or link transportation network elements and/or modes.	10
Accessibility (up to 15 points) To provide people access to opportunities.	10
Diversion Mitigation (up to 10 points) To mitigate the impacts of trips diverted from I-66 inside the Beltway as a result of tolling and/or high occupancy vehicle restrictions.	10
Benefit Score Summation	65
Funding Request	\$1,706,040
Cost Effectiveness Score (Total Project Benefit Score/Funding Request X 10 ⁶)	38

*Applications were evaluated using criteria approved by the Commission in March 2016. More information is available at novatransit.org/i66commuterchoice.

**Weighted Benefit Score is rounded

On-Demand Commuter Lot Shuttles in Prince William County

Applicant:

Potomac and Rappahannock Transportation Commission

Proposed Opening:

July 2019

Project Type:

Access to Transit



Benefit to Toll Payers:

Linking neighborhoods with area commuter lots will encourage and reinforce peak-period ridesharing by removing single occupant vehicles from I-66 inside the Beltway in the morning and afternoon rush hours.

Description:

Free on-demand shuttles, operating between Gainesville/Haymarket neighborhoods and nearby commuter lots, will help resolve the lack of spots at area park and ride lots. A software interface will allow vehicle operators to respond to commuter requests with dynamic, real-time routing. Funding will cover the purchase of vehicles, on-board vehicle hardware, transit operations, and promotion.



On-Demand Commuter Lot Shuttles in Prince William County

Evaluation Criteria*	Weighted Benefit Score**
Person Throughput (up to 45 points) To move more people through the corridor efficiently.	30
Peak Period Travel Time (up to 15 points) To provide consistent travel during congested periods for users of the corridor and improves operational efficiency of the transportation network.	5
Connectivity (up to 15 points) To create, complete, or link transportation network elements and/or modes.	10
Accessibility (up to 15 points) To provide people access to opportunities.	5
Diversion Mitigation (up to 10 points) To mitigate the impacts of trips diverted from I-66 inside the Beltway as a result of tolling and/or high occupancy vehicle restrictions.	7
Benefit Score Summation	57
Funding Request	\$1,087,796
Cost Effectiveness Score (Total Project Benefit Score/Funding Request X 10 ⁶)	52

*Applications were evaluated using criteria approved by the Commission in March 2016. More information is available at novatransit.org/i66commuterchoice.

**Weighted Benefit Score is rounded

Loudoun County Transit Metro Connection from New Purcellville Park and Ride

Applicant:
Loudoun County

Proposed Opening:
September 2018

Project Type:
Enhanced Bus Service



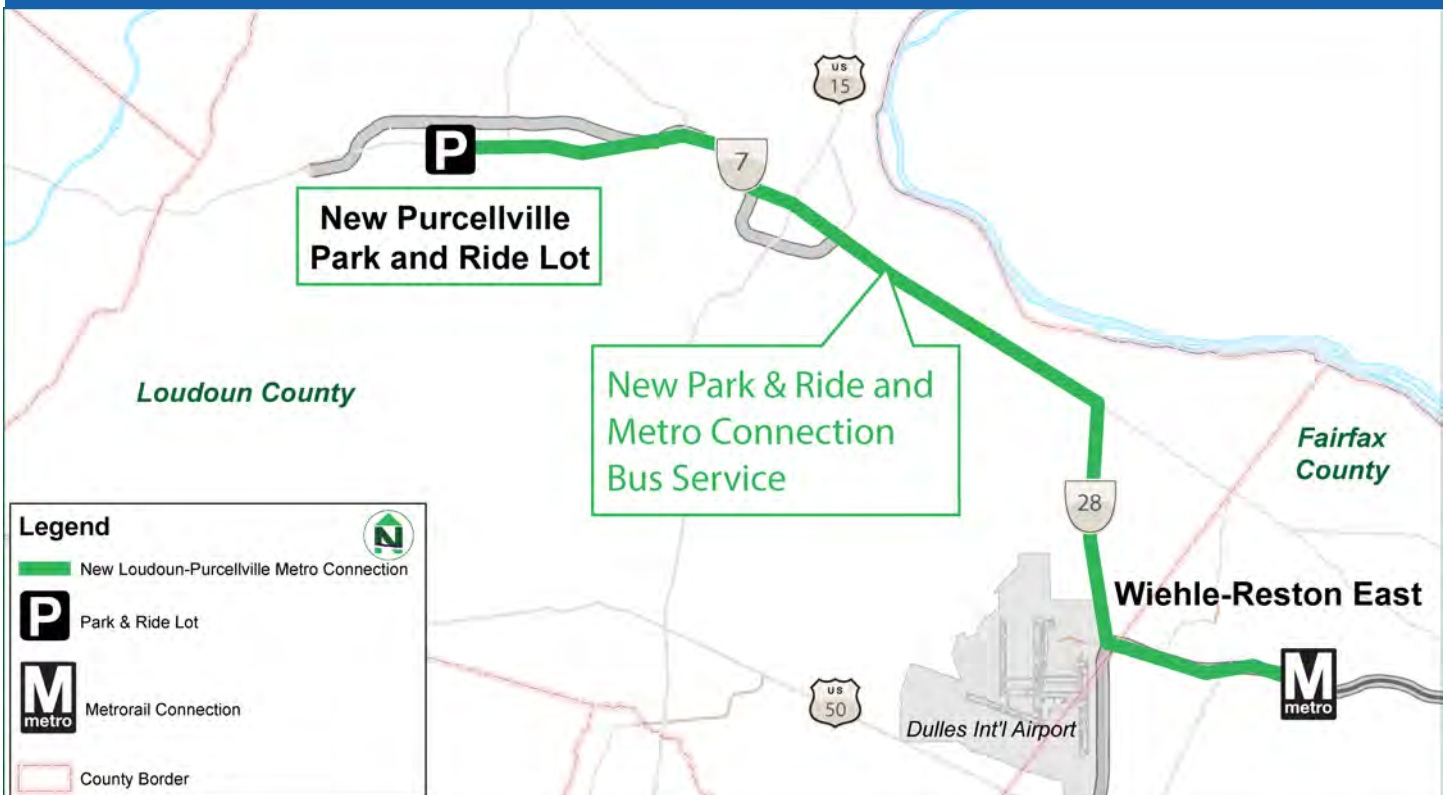
Benefit to Toll Payers:

By providing an alternative to single occupant vehicles, this project will help reduce peak period congestion on I-66 inside the Beltway, resulting in lower tolls.

Description:

To begin bus service between the Town of Purcellville and Wiehle-Reston East Metrorail station, Loudoun County Transit must lease no fewer than 80 existing parking spaces for commuters. Three buses will make a total of nine morning and afternoon trips, providing new transit options to commuters in the western part of the county.

Project Location



Loudoun County Transit Metro Connection from New Purcellville Park and Ride

Evaluation Criteria*	Weighted Benefit Score**
Person Throughput (up to 45 points) To move more people through the corridor efficiently.	30
Peak Period Travel Time (up to 15 points) To provide consistent travel during congested periods for users of the corridor and improves operational efficiency of the transportation network.	10
Connectivity (up to 15 points) To create, complete, or link transportation network elements and/or modes.	15
Accessibility (up to 15 points) To provide people access to opportunities.	10
Diversion Mitigation (up to 10 points) To mitigate the impacts of trips diverted from I-66 inside the Beltway as a result of tolling and/or high occupancy vehicle restrictions.	10
Benefit Score Summation	75
Funding Request	\$1,065,960
Cost Effectiveness Score (Total Project Benefit Score/Funding Request X 10 ⁶)	70

*Applications were evaluated using criteria approved by the Commission in March 2016.
 More information is available at novatransit.org/i66commuterchoice.

**Weighted Benefit Score is rounded

CUE Access and Technology Improvements

Applicant:
City of Fairfax

Proposed Opening:
March 2021

Project Type:
Access to Transit



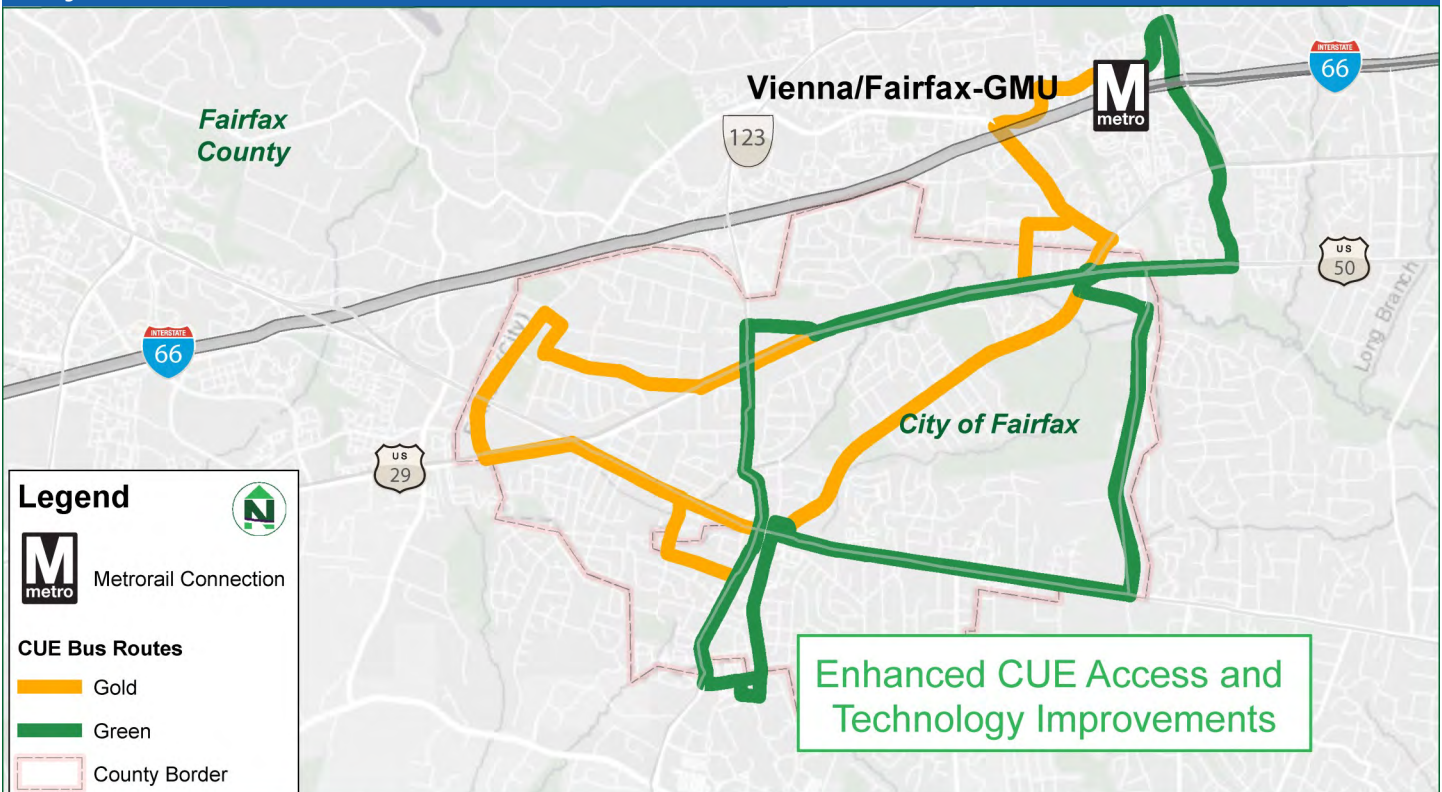
Benefit to Toll Payers:

This project will improve access to Metrorail via CUE and provide riders with improved real-time information about multimodal transit options. This will encourage more people to ride transit, thus removing cars from I-66 and the parallel commuting routes.

Description:

Improving access to and comfort at CUE bus stops and providing real-time transit arrival information at high ridership stops in the City of Fairfax are the project's goals. Funds will cover the cost of identifying and prioritizing the locations and types of improvements – such as shelters, benches, signage, and real-time transit arrival info – to be made at CUE stops. The purchase and installation of improvements, a marketing campaign to increase awareness of CUE, and installation of transit information screens at major activity centers also will be funded.

Project Location



CUE Access and Technology Improvements

Evaluation Criteria*	Weighted Benefit Score**
Person Throughput (up to 45 points) To move more people through the corridor efficiently.	30
Peak Period Travel Time (up to 15 points) To provide consistent travel during congested periods for users of the corridor and improves operational efficiency of the transportation network.	0
Connectivity (up to 15 points) To create, complete, or link transportation network elements and/or modes.	15
Accessibility (up to 15 points) To provide people access to opportunities.	15
Diversion Mitigation (up to 10 points) To mitigate the impacts of trips diverted from I-66 inside the Beltway as a result of tolling and/or high occupancy vehicle restrictions.	10
Benefit Score Summation	70
Funding Request	\$965,000
Cost Effectiveness Score (Total Project Benefit Score/Funding Request X 10 ⁶)	73

*Applications were evaluated using criteria approved by the Commission in March 2016. More information is available at novatransit.org/i66commuterchoice.

**Weighted Benefit Score is rounded

Metrobus Route 3T Extension and Service Expansion

Applicant:
City of Falls Church

Proposed Opening:
January 2019

Project Type:
Enhanced Bus Service



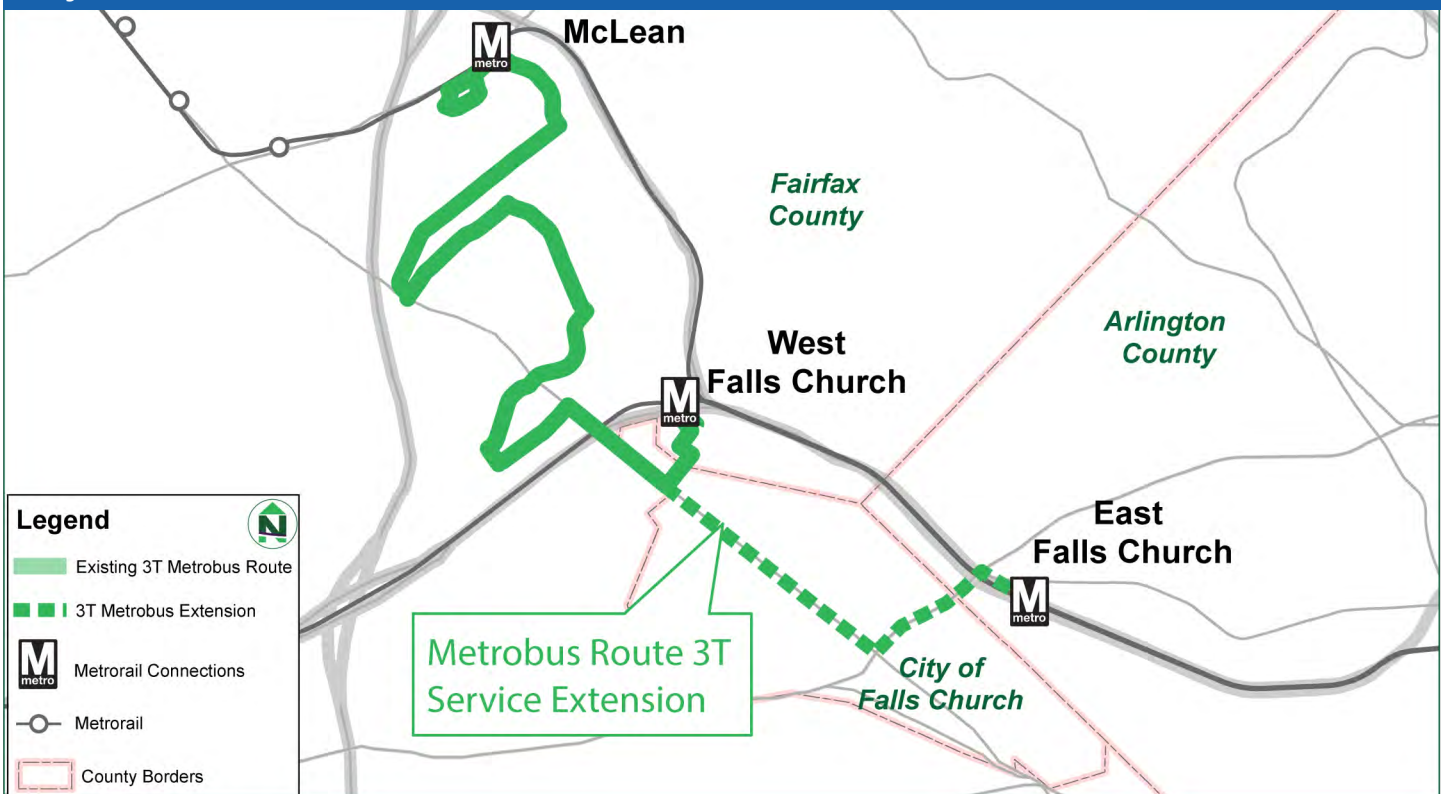
Benefit to Toll Payers:

The restoration of direct bus service between two Metrorail stations will make transit more attractive to those who live and work in the City of Falls Church. This service will encourage residents and workers to use transit, rather than driving, thereby helping to reduce the tolls on I-66.

Description:

This project restores direct Metrobus service between the West Falls Church-VT/UVA and East Falls Church Metrorail stations via West Broad and North Washington streets. The 3T – which will feature bi-directional, peak-period service with 20-minute headways – will provide an attractive alternative to existing Metrobus 28A service.

Project Location



Metrobus Route 3T Extension and Service Expansion

Evaluation Criteria*	Weighted Benefit Score**
Person Throughput (up to 45 points) To move more people through the corridor efficiently.	30
Peak Period Travel Time (up to 15 points) To provide consistent travel during congested periods for users of the corridor and improves operational efficiency of the transportation network.	0
Connectivity (up to 15 points) To create, complete, or link transportation network elements and/or modes.	15
Accessibility (up to 15 points) To provide people access to opportunities.	15
Diversion Mitigation (up to 10 points) To mitigate the impacts of trips diverted from I-66 inside the Beltway as a result of tolling and/or high occupancy vehicle restrictions.	10
Benefit Score Summation	70
Funding Request	\$845,754
Cost Effectiveness Score (Total Project Benefit Score/Funding Request X 10 ⁶)	83

*Applications were evaluated using criteria approved by the Commission in March 2016. More information is available at novatransit.org/i66commuterchoice.

**Weighted Benefit Score is rounded

I-66 Corridor Vienna/Merrifield Bike Share Expansion

Applicant:

Fairfax County

Proposed Opening:

March 2019

Project Type:

Access to Transit



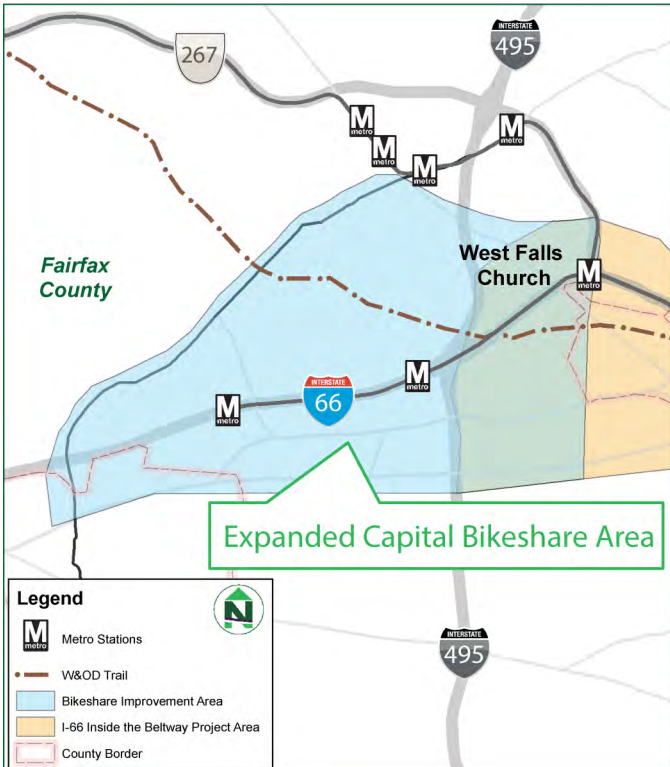
Benefit to Toll Payers:

Providing easy and low-cost access to mass transit will decrease the number of single-occupant vehicles both inside and outside the Beltway, thereby reducing congestion for toll payers.

Description:

The expansion of Fairfax County's Capital Bikeshare program will connect residents to the Vienna/Fairfax-GMU and Dunn Loring-Merrifield Metrorail stations as well as the future I-66 trail and Washington and Old Dominion Railroad Regional Park (W&OD). The proposed service area extends to the Gallows Road/I-495 intersection and includes Inova Fairfax's campuses. These 10 new bike share stations will improve connectivity between Tysons and Merrifield along Gallows Road and to Capital Bikeshare stations in Falls Church via W&OD.

Project Location



I-66 Corridor Vienna/Merrifield Bike Share Expansion

Evaluation Criteria*	Weighted Benefit Score**
Person Throughput (up to 45 points) To move more people through the corridor efficiently.	30
Peak Period Travel Time (up to 15 points) To provide consistent travel during congested periods for users of the corridor and improves operational efficiency of the transportation network.	5
Connectivity (up to 15 points) To create, complete, or link transportation network elements and/or modes.	15
Accessibility (up to 15 points) To provide people access to opportunities.	15
Diversion Mitigation (up to 10 points) To mitigate the impacts of trips diverted from I-66 inside the Beltway as a result of tolling and/or high occupancy vehicle restrictions.	3
Benefit Score Summation	68
Funding Request	\$497,100
Cost Effectiveness Score (Total Project Benefit Score/Funding Request X 10 ⁶)	137

*Applications were evaluated using criteria approved by the Commission in March 2016. More information is available at novatransit.org/i66commuterchoice.

**Weighted Benefit Score is rounded

I-66 Corridor ITS Enhancements

Applicant:
Arlington County

Proposed Opening:
January 2019

Project Type:
Roadway Operations



Benefit to Toll Payers:

The information collected from additional ITS devices and sharing of this data will help improve operations throughout the corridor, including parallel routes and aid with incident management. The result will be reduced congestion and lower toll prices.

Description:

The ability of Arlington County to monitor real-time traffic conditions and construction zones and to respond to special events and incidents will be significantly improved through the strengthening and enhancement of its intelligent transportation systems infrastructure. The county will be able to share video feeds and data with county residents and regional partners, such as the Metropolitan Washington Council of Governments, and the Virginia and District of Columbia Department of Transportation.



I-66 Corridor ITS Enhancements

Evaluation Criteria*	Weighted Benefit Score**
Person Throughput (up to 45 points) To move more people through the corridor efficiently.	0
Peak Period Travel Time (up to 15 points) To provide consistent travel during congested periods for users of the corridor and improves operational efficiency of the transportation network.	0
Connectivity (up to 15 points) To create, complete, or link transportation network elements and/or modes.	5
Accessibility (up to 15 points) To provide people access to opportunities.	0
Diversion Mitigation (up to 10 points) To mitigate the impacts of trips diverted from I-66 inside the Beltway as a result of tolling and/or high occupancy vehicle restrictions.	3
Benefit Score Summation	8 ***
Funding Request	\$400,000
Cost Effectiveness Score (Total Project Benefit Score/Funding Request X 10 ⁶)	21

*Applications were evaluated using criteria approved by the Commission in March 2016. More information is available at novatransit.org/i66commuterchoice.

**Weighted Benefit Score is rounded

***The Commission determined that this project would provide significant benefit to the toll payers, as it would allow for faster response to incidents on I-66 and parallel routes. The Commission recognized that these types of benefits were not adequately captured using the benefit scoring methodology approved in 2016.

Traffic Management Center

Applicant:
Arlington County

Proposed Opening:
October 2018

Project Type:
Roadway Operations



Benefit to Toll Payers:

Increased resources for the Traffic Management Center will help improve operations throughout the I-66 corridor and aid with incident management. The result will be reduced congestion and lower toll prices.

Description:

Upgrades to Arlington's Traffic Management Center (TMC) will allow the county to maximize its new intelligent transportation system (ITS) capabilities by centralizing data from field devices to improve real-time management of the traffic system. This funding will staff the TMC during business hours to allow the county to respond to incidents as observed in real-time. The additional staff will use the improved ITS capabilities to identify problems in real-time and to coordinate with partner agencies to adjust aid in response to incidents and to improve traffic conditions.



Traffic Management Center

Evaluation Criteria*	Weighted Benefit Score**
Person Throughput (up to 45 points) To move more people through the corridor efficiently.	0
Peak Period Travel Time (up to 15 points) To provide consistent travel during congested periods for users of the corridor and improves operational efficiency of the transportation network.	5
Connectivity (up to 15 points) To create, complete, or link transportation network elements and/or modes.	5
Accessibility (up to 15 points) To provide people access to opportunities.	0
Diversion Mitigation (up to 10 points) To mitigate the impacts of trips diverted from I-66 inside the Beltway as a result of tolling and/or high occupancy vehicle restrictions.	3
Benefit Score Summation	13***
Funding Request	\$400,000
Cost Effectiveness Score (Total Project Benefit Score/Funding Request X 10 ⁶)	33

*Applications were evaluated using criteria approved by the Commission in March 2016.
 More information is available at novatransit.org/i66commuterchoice.

**Weighted Benefit Score is rounded

***The Commission determined that this project would provide significant benefit to the toll payers, as it would allow for faster response to incidents on I-66 and parallel routes. The Commission recognized that these types of benefits were not adequately captured using the benefit scoring methodology approved in 2016.

Expanded TDM Outreach to the I-66 Corridor

Applicant:
Arlington County

Proposed Opening:
September 2018

Project Type:
Transportation Demand
Management



Benefit to Toll Payers:

The information, incentives and encouragement provided, will allow solo drivers to choose from several multimodal commuting options, helping to remove vehicles from I-66 and parallel roads.

Description:

To continue its work toward alleviating congestion, maximizing the efficiencies of transportation systems, promoting Metrorail, improving job access and reducing emissions in the I-66 corridor, Arlington County Commuter Services (ACCS) is requesting a second round of funding for 66Commute. During its inaugural year, ACCS established the relationships necessary to achieve behavioral change. Additional funding will allow ACCS to focus on promoting telework and flexible work schedules. ACCS will hire two staff – one for marketing, another for outreach – to enhance its robust employer and residential outreach and educational services. Arlington Transportation Partners will provide in-kind a quarter-time residential outreach person to complement the grant-funded staff.

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OVERVIEW

PROJECTS

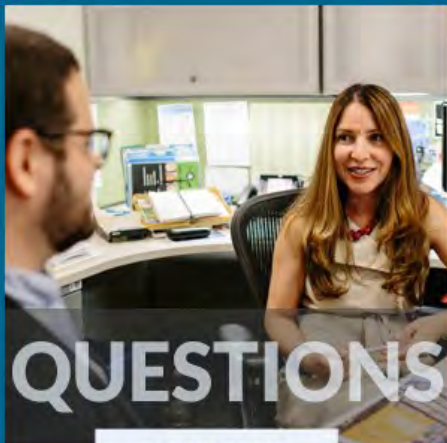
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Expanded TDM Outreach to the I-66 Corridor

Evaluation Criteria*	Weighted Benefit Score**
Person Throughput (up to 45 points) To move more people through the corridor efficiently.	30
Peak Period Travel Time (up to 15 points) To provide consistent travel during congested periods for users of the corridor and improves operational efficiency of the transportation network.	10
Connectivity (up to 15 points) To create, complete, or link transportation network elements and/or modes.	10
Accessibility (up to 15 points) To provide people access to opportunities.	10
Diversion Mitigation (up to 10 points) To mitigate the impacts of trips diverted from I-66 inside the Beltway as a result of tolling and/or high occupancy vehicle restrictions.	7
Benefit Score Summation	67
Funding Request	\$350,000
Cost Effectiveness Score (Total Project Benefit Score/Funding Request X 10 ⁶)	190

*Applications were evaluated using criteria approved by the Commission in March 2016. More information is available at novatransit.org/i66commuterchoice.

**Weighted Benefit Score is rounded

Expanded TDM Outreach to the I-66 Corridor

Applicant:
Arlington County

Proposed Opening:
September 2018

Project Type:
Transportation Demand
Management



Benefit to Toll Payers:

The information, incentives and encouragement provided, will allow solo drivers to choose from several multimodal commuting options, helping to remove vehicles from I-66 and parallel roads.

Description:

To continue its work toward alleviating congestion, maximizing the efficiencies of transportation systems, promoting Metrorail, improving job access and reducing emissions in the I-66 corridor, Arlington County Commuter Services (ACCS) is requesting a second round of funding for 66Commute. During its inaugural year, ACCS established the relationships necessary to achieve behavioral change. Additional funding will allow ACCS to focus on promoting telework and flexible work schedules. ACCS will hire two staff – one for marketing, another for outreach – to enhance its robust employer and residential outreach and educational services. Arlington Transportation Partners will provide in-kind a quarter-time residential outreach person to complement the grant-funded staff.

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OVERVIEW

PROJECTS

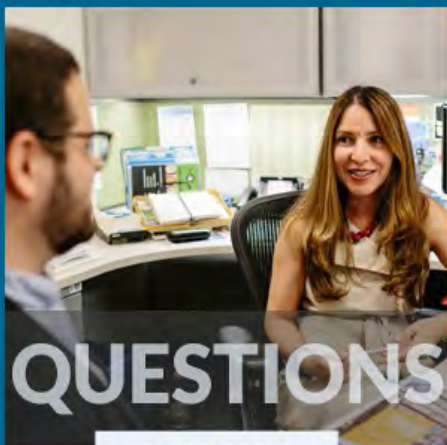
FAQ

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Expanded TDM Outreach to the I-66 Corridor

Evaluation Criteria*	Weighted Benefit Score**
Person Throughput (up to 45 points) To move more people through the corridor efficiently.	30
Peak Period Travel Time (up to 15 points) To provide consistent travel during congested periods for users of the corridor and improves operational efficiency of the transportation network.	10
Connectivity (up to 15 points) To create, complete, or link transportation network elements and/or modes.	10
Accessibility (up to 15 points) To provide people access to opportunities.	10
Diversion Mitigation (up to 10 points) To mitigate the impacts of trips diverted from I-66 inside the Beltway as a result of tolling and/or high occupancy vehicle restrictions.	7
Benefit Score Summation	67
Funding Request	\$350,000
Cost Effectiveness Score (Total Project Benefit Score/Funding Request X 10 ⁶)	190

*Applications were evaluated using criteria approved by the Commission in March 2016. More information is available at novatransit.org/i66commuterchoice.

**Weighted Benefit Score is rounded

Flexible Vanpool Program

Applicant:
Potomac and Rappahannock Transportation Commission

Proposed Opening:
May 2019

Project Type:
Vanpool or Carpool



Benefit to Toll Payers:

By increasing peak period ridership, this project will help remove single occupancy vehicles from the roadway during peak periods and lower tolls on I-66 inside the Beltway.

Description:

This formal program will use technology to give riders, registered with a vanpool or not, flexibility in modifying their commutes. Participating vanpools will use rostering and fare payment software, which will include smartphone and desktop applications, to allow riders registered in one vanpool to ride with another and unregistered riders to catch a one-time ride.



Flexible Vanpool Program

Evaluation Criteria*	Weighted Benefit Score**
Person Throughput (up to 45 points) To move more people through the corridor efficiently.	30
Peak Period Travel Time (up to 15 points) To provide consistent travel during congested periods for users of the corridor and improves operational efficiency of the transportation network.	5
Connectivity (up to 15 points) To create, complete, or link transportation network elements and/or modes.	10
Accessibility (up to 15 points) To provide people access to opportunities.	10
Diversion Mitigation (up to 10 points) To mitigate the impacts of trips diverted from I-66 inside the Beltway as a result of tolling and/or high occupancy vehicle restrictions.	7
Benefit Score Summation	62
Funding Request	\$317,600
Cost Effectiveness Score (Total Project Benefit Score/Funding Request X 10 ⁶)	194

*Applications were evaluated using criteria approved by the Commission in March 2016. More information is available at novatransit.org/i66commuterchoice.

**Weighted Benefit Score is rounded

OmniRide Linton Hall Metro Direct Bus Service Enhancement

Applicant:
Potomac and Rappahannock Transportation Commission

Proposed Opening:
August 2018

Project Type:
Enhanced Bus Service



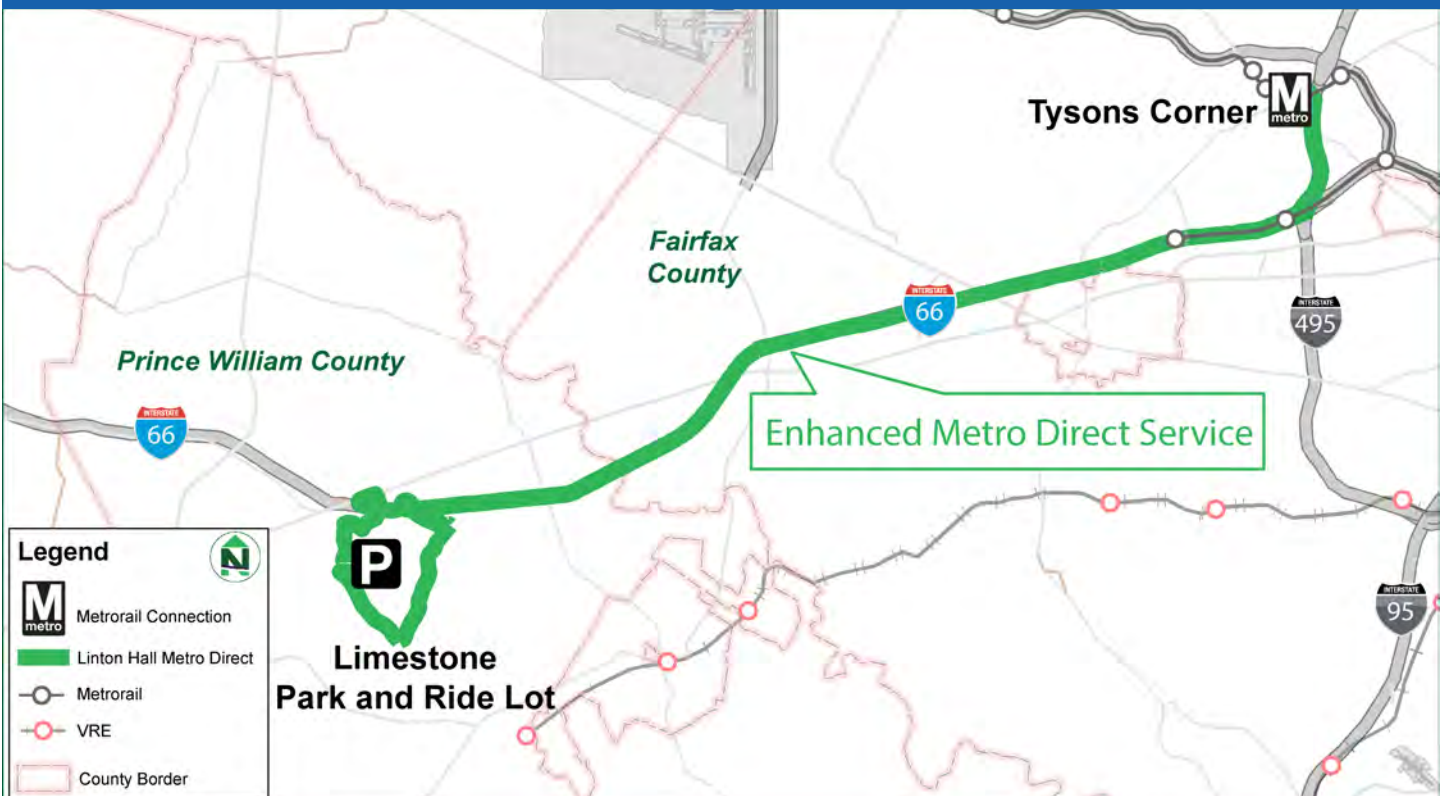
Benefit to Toll Payers:

By increasing peak period ridership, this project will remove single occupancy vehicles from the roadway during peak periods and lower tolls on I-66 inside the Beltway.

Description:

Increased service – an additional morning and evening trip – on OmniRide’s Metro Direct route between Linton Hall and the Tysons Corner Metrorail station will allow the bus system to serve more riders during I-66 construction and support transit and transportation demand management plans.

Project Location



OmniRide Linton Hall Metro Direct Bus Service Enhancement

Evaluation Criteria*	Weighted Benefit Score**
Person Throughput (up to 45 points) To move more people through the corridor efficiently.	30
Peak Period Travel Time (up to 15 points) To provide consistent travel during congested periods for users of the corridor and improves operational efficiency of the transportation network.	5
Connectivity (up to 15 points) To create, complete, or link transportation network elements and/or modes.	15
Accessibility (up to 15 points) To provide people access to opportunities.	15
Diversion Mitigation (up to 10 points) To mitigate the impacts of trips diverted from I-66 inside the Beltway as a result of tolling and/or high occupancy vehicle restrictions.	10
Benefit Score Summation	75
Funding Request	\$134,200
Cost Effectiveness Score (Total Project Benefit Score/Funding Request X 10 ⁶)	559

*Applications were evaluated using criteria approved by the Commission in March 2016. More information is available at novatransit.org/i66commuterchoice.

**Weighted Benefit Score is rounded

Bicycle Parking Improvements at Manassas VRE Station

Applicant:

City of Manassas

Project Type:

Access to Transit



Proposed Opening:

September 2018

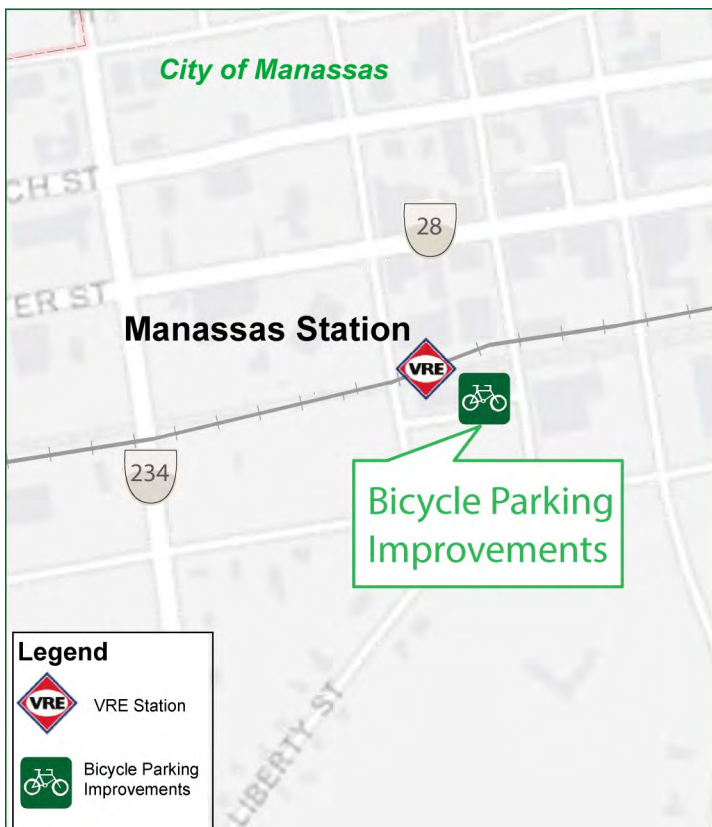
Benefit to Toll Payers:

Safe and convenient long-term bicycle parking will increase multimodal connections and improve access to VRE's Manassas Line, thereby encouraging I-66 commuters to take the train. The result will be reduced congestion and lower tolls.

Description:

The improvement of bicycle parking facilities at Virginia Railway Express' (VRE) Manassas station will make using bikes for first- and last-mile trips more attractive for those riding VRE or Amtrak. New, sheltered bike racks, 10 bicycle lockers and a bicycle repair stand will provide safe and convenient long-term bicycle parking options.

Project Location



Bicycle Parking Improvements at Manassas VRE Station

Evaluation Criteria*	Weighted Benefit Score**
Person Throughput (up to 45 points) To move more people through the corridor efficiently.	15
Peak Period Travel Time (up to 15 points) To provide consistent travel during congested periods for users of the corridor and improves operational efficiency of the transportation network.	10
Connectivity (up to 15 points) To create, complete, or link transportation network elements and/or modes.	10
Accessibility (up to 15 points) To provide people access to opportunities.	5
Diversion Mitigation (up to 10 points) To mitigate the impacts of trips diverted from I-66 inside the Beltway as a result of tolling and/or high occupancy vehicle restrictions.	3
Benefit Score Summation	43
Funding Request	\$55,000
Cost Effectiveness Score (Total Project Benefit Score/Funding Request X 10 ⁶)	788

*Applications were evaluated using criteria approved by the Commission in March 2016. More information is available at novatransit.org/i66commuterchoice.

**Weighted Benefit Score is rounded

I-66 Commuter Choice Marketing and Outreach

Applicant:

Northern Virginia Transportation Commission

Project Type:

Program Administration

Amount Requested:

\$400,000

Proposed Opening:

July 2018

Benefit to Toll Payers:

A coordinated marketing and outreach program will allow NVTC and its jurisdictions to reach additional audiences with information about transportation alternatives in the corridor, helping to reduce the number of single occupant vehicles in the I-66 corridor.

Description:

NVTC will assume the responsibilities of coordinating outreach and marketing to encourage the use of transit and carpools for commuters using the I-66 corridor Inside the Beltway. These efforts were previously managed and funded by the Virginia Department of Transportation. This initial funding will allow for the hiring of a project manager for I-66 Commuter Choice outreach and marketing to coordinate such efforts across jurisdictions, identify gaps in efforts, and initiate a campaign to expand knowledge of transportation alternatives along this corridor.

Program Administration, Evaluation and Oversight

Applicant:

Northern Virginia Transportation Commission

Project Type:

Program Administration

Amount Requested:

\$400,000

Proposed Opening:

July 2018

Benefit to Toll Payers:

Increased evaluation and oversight will ensure that funded projects meet their goals, helping to move more people more efficiently through the I-66 corridor.

Description:

This effort will fund the administration, evaluation and oversight efforts necessary for NVTC to successfully manage the I-66 Commuter Choice program. As this is a competitive program with required reporting of near- and long-term outcomes, these funds will support the call for projects, technical evaluation, financial and program management, and project and program evaluation. VDOT previously funded consulting services to support these efforts. This funding would move the efforts in-house to be managed and funded directly by NVTC.