



**Northern Virginia Transportation Authority**  
*The Authority for Transportation in Northern Virginia*

**PLANNING COORDINATION ADVISORY COMMITTEE**

**Wednesday, September 22, 2021, 6:30 pm**

**NVTA Office**

**3040 Williams Drive, Suite 200**

**Fairfax, Virginia 22031**

The meeting will be livestreamed on [NVTA's YouTube Channel](#)

**AGENDA**

- I. Call to Order/Welcome** Chair

**Action**

- II. Summary Notes of July 28, 2021 Meeting**  
*Recommended action: Approve meeting notes*

**Discussion/Information**

- III. Updates on TransAction public engagement events** Mr. Jasper, Principal  
Transportation Planning and Programming
- IV. TransAction: Goals, Objectives, and Measures** Mr. Jasper, Principal  
Transportation Planning and Programming
- V. NVTA Update** Ms. Backmon, Chief Executive Officer

**Adjournment**

- VI. Adjourn**

**Next Meeting: October 27, 2021.**



# Northern Virginia Transportation Authority

The Authority for Transportation in Northern Virginia

## PLANNING COORDINATION ADVISORY COMMITTEE Wednesday, July 28, 2021, 6:30 pm Northern Virginia Transportation Authority

### SUMMARY NOTES

#### I. Call to Order/Welcome

Chair Colbert

- Chair Colbert welcomed Committee members and called the meeting to order at 6:35 p.m.
- Attendees:
  - **PCAC Members:** In-person – Chair and Mayor Colbert (Town of Vienna); Supervisor Walter Alcorn (Fairfax County); Supervisor Sylvia Glass (Loudoun County); Supervisor Margaret Angela Franklin (Prince William County); Vice-Mayor Elizabeth Bennett-Parker (City of Alexandria); Council Member Phil Duncan (City of Falls Church); Vice-Mayor Sebesky (City of Manassas).  
Mayor Olem, Town of Herndon, represented Council Member Alam (Town of Herndon).  
Remote - Vice-Chair and Council Member Selonia Miles (Town of Dumfries); Board Member Libbey Garvey (Arlington County); Council Member Stehle (City of Fairfax); Vice-Mayor Preston Banks (City of Manassas Park); Vice-Mayor Marty Martinez (Town of Leesburg).
  - **NVTA Staff:** Monica Backmon (Executive Director); Keith Jasper (Principal, Transportation Planning and Programming); Harun Rashid (Transportation Planner).
  - **Consultant:** Dalia Leven (Cambridge Systematics).

### Action

#### II. Summary Notes of April 28, 2021 Meeting

- The April 28, 2021, meeting summary was approved, with abstentions from members who did not attend the April 28 meeting.

## Discussion/Information

### III. TransAction: Goals and Objectives

Mr. Jasper/Ms. Leven

- NVRTA staff is updating its long-range transportation plan, TransAction. Mr. Jasper presented an overview of the planning process and associated tasks/timeline. He highlighted that public outreach and engagement will play a big role throughout this planning process. In this and subsequent committee meetings, staff is seeking committee members' inputs for the Plan's goals, objectives, and measures. These are dictated by three over-arching principals, also described as core values of – Equity, Safety, and Sustainability. According to current timeline, committee members will recommend a set of goals/objectives/performance measures, and associated weights, to Authority for adoption in November.
- Project consultant Ms. Leven, then discussed core values in details, presenting a table showing how the core values will be holistically addressed for each stage of planning process and products – identifying needs/projects; performance measures; scenario analyses; regional policy development. Responding to a question from Mayor Olem, Ms. Leven explained that safety and equity issues will be addressed by specific objectives and related performance measures, rather than as a part of scenario analyses.
- Following the recently adopted vision statement, there are three broad goals identified to guide the analytical process – Mobility, Accessibility, and Resiliency. Ms. Leven presented their definitions, and a set of potential objectives/performance measures to address these goals. These objectives and performance measures are at a preliminary stage, and shown for illustrative purposes only. During this presentation following questions and comments were addressed:

*How the core values will manifest in these three goals?* Associated objectives for each goal will reflect core values.

*How will the plan address future residential and employment growths in and around small towns like Herndon?* Current estimates and forecasts of residential/employment growths are derived from a process known as Cooperative Forecasts in National Capital Region Transportation Planning Board. These will be utilized in a travel demand model to analyze during needs assessment.

*Why the core value of safety is not identified as a goal?* Because safety is an inherent and fundamental principle in transportation facility design. Also, it is difficult to forecast safety-related metrics.

*Make sure the framework of objectives/performance measures represent all modes of travels, including non-motorized and micro-mobility options.* Yes, the measures will be designed to analyze any potential modal shifts to non-motorized options. Ms. Leven pointed to list of measures that can address this issue.

*We may need to re-think commute time thresholds for auto and transit trips.* These were derived from current practices in peer metro region, and staff are open to suggestions.

*We need to make sure smaller communities' efforts to support transit by increasing land use densities around high-capacity transit stations are reflected adequately. Under Resiliency goal, safety should be defined more explicitly, are we measuring safety of a facility or security of its users? For example, if we are to ensure cyber-security for automated vehicle deployment, we need to address safety more explicitly.*

- In addition to needs assessment, and evaluating sets of projects to address them in a quantitative analytical model framework, the planning process will employ scenario analyses to describe range of uncertainties in the forecasting process. These scenarios are not necessarily the preferred or the 'most likely' future. Ms. Leven presented four scenarios for consideration: Technology – connected/automated/shared/electric vehicles; Transportation pricing/incentives; Climate change; Post pandemic new normal – Telework and e-commerce growth. This presentation was followed by below questions/comments:

*Under these scenarios, how will we test 'concentrated' versus 'dispersed' land use growths?* During this round of plan update, planning team does not intend to test specific land use scenarios, unless to consider post-pandemic land use shifts. Citing results from similar exercises in last round of TransAction update, Mr. Jasper explained that unless there is a drastic change in land use allocation assumption, staff do not expect broadly different results.

- Next step: Planning team will fine-tune the goals/objective/measure framework with inputs from this and other statutory/standing committees, jurisdiction and agency staff working group sessions, and public inputs from various outreach events. The updated version will be presented in the September meeting.

#### **IV. NVTA Update**

Ms. Backmon

Ms. Backmon reminded committee members of the Call for Regional Transportation Projects for NVTA regional funds, as a part of its FY2022-2027 Six Year Program update. Following topics were discussed - deadlines related to submission of applications and related government body resolutions, current estimate of revenues to be allocated, needs for coordination among jurisdictions and agencies (multi-jurisdiction projects), and project eligibility.

#### **V. Adjourn**

Chair Colbert emphasized the need for participation in the TransAction survey and other public outreach events, and mentioned the next meeting to be held on September 22. Meeting was adjourned at 7:25 pm.

# TransAction Work Session

*Project Update*

September 22, 2021

*presented to*

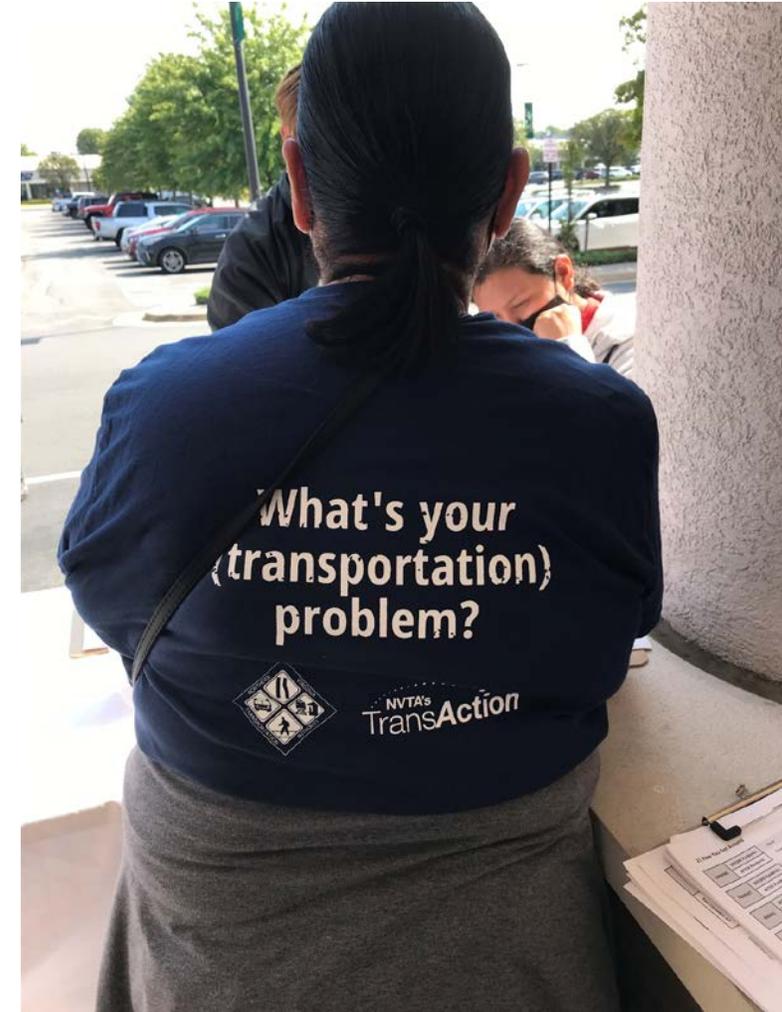
**PCAC**



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for Northern Virginia*

# Agenda

1. Public Engagement Update
2. Goals, Objectives, Performance Measures
3. Next Steps



# Public Engagement Update



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# Phase 1 Engagement Activities

## Phase 1

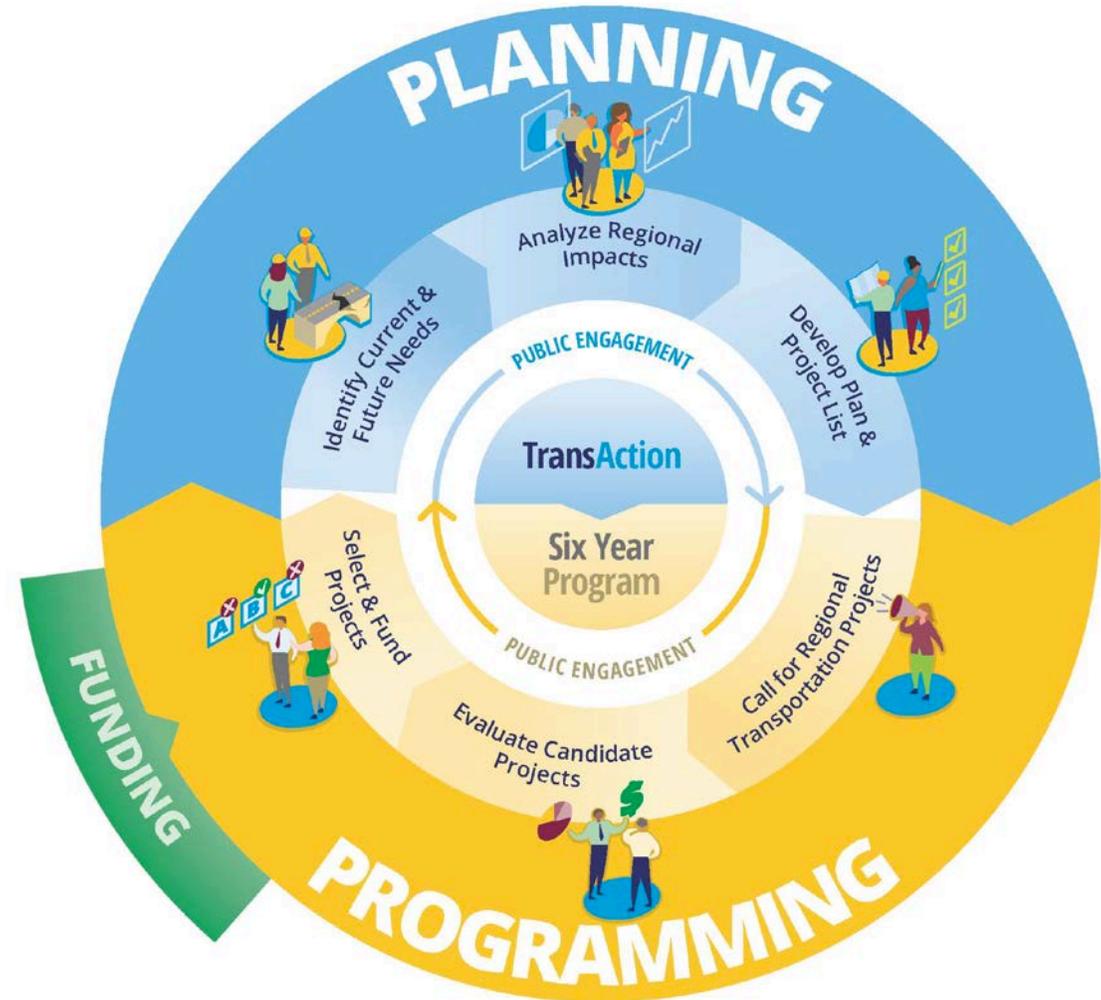
**Goals: Build awareness of the project, gather input on needs and objectives**

### Key Engagement Strategies:

- Online Survey
- Pop-up events
- Virtual Focus Groups
- Live Chat Sessions
- Stakeholder Group

### Supporting Initiatives:

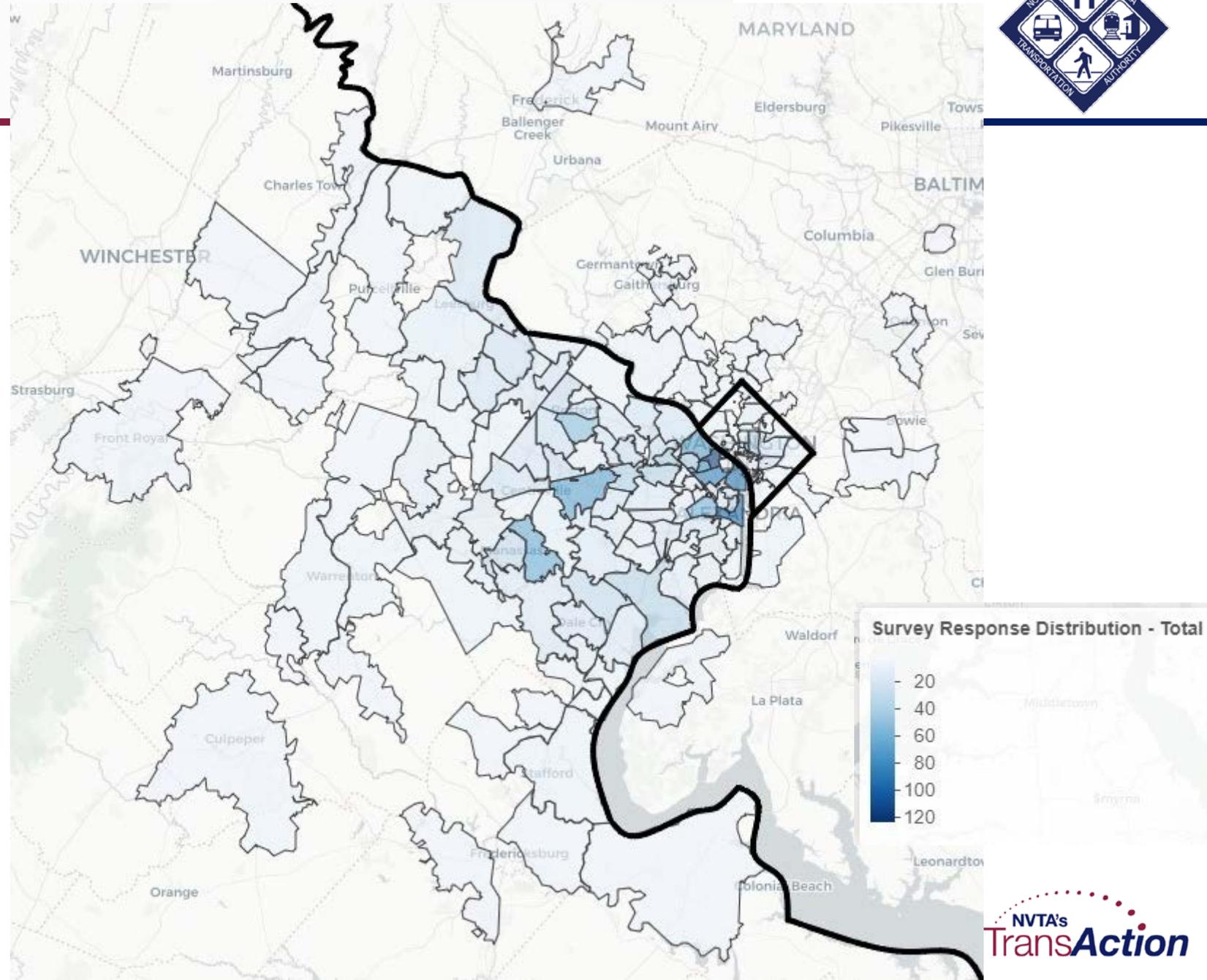
- Website refresh
- Resources and tools for stakeholders
- Social Media Messaging



# Survey Update



- » Purpose: seek feedback on travel behaviors, transportation needs and priorities
- » Start Date: August 6<sup>th</sup>
- » End Date: September 19<sup>th</sup>
- » Responses to date (as of September 14<sup>th</sup>):
  - English: 1,925
  - Korean: 82
  - Spanish: 53
  - TOTAL: 2,060



# Pop-Up Events

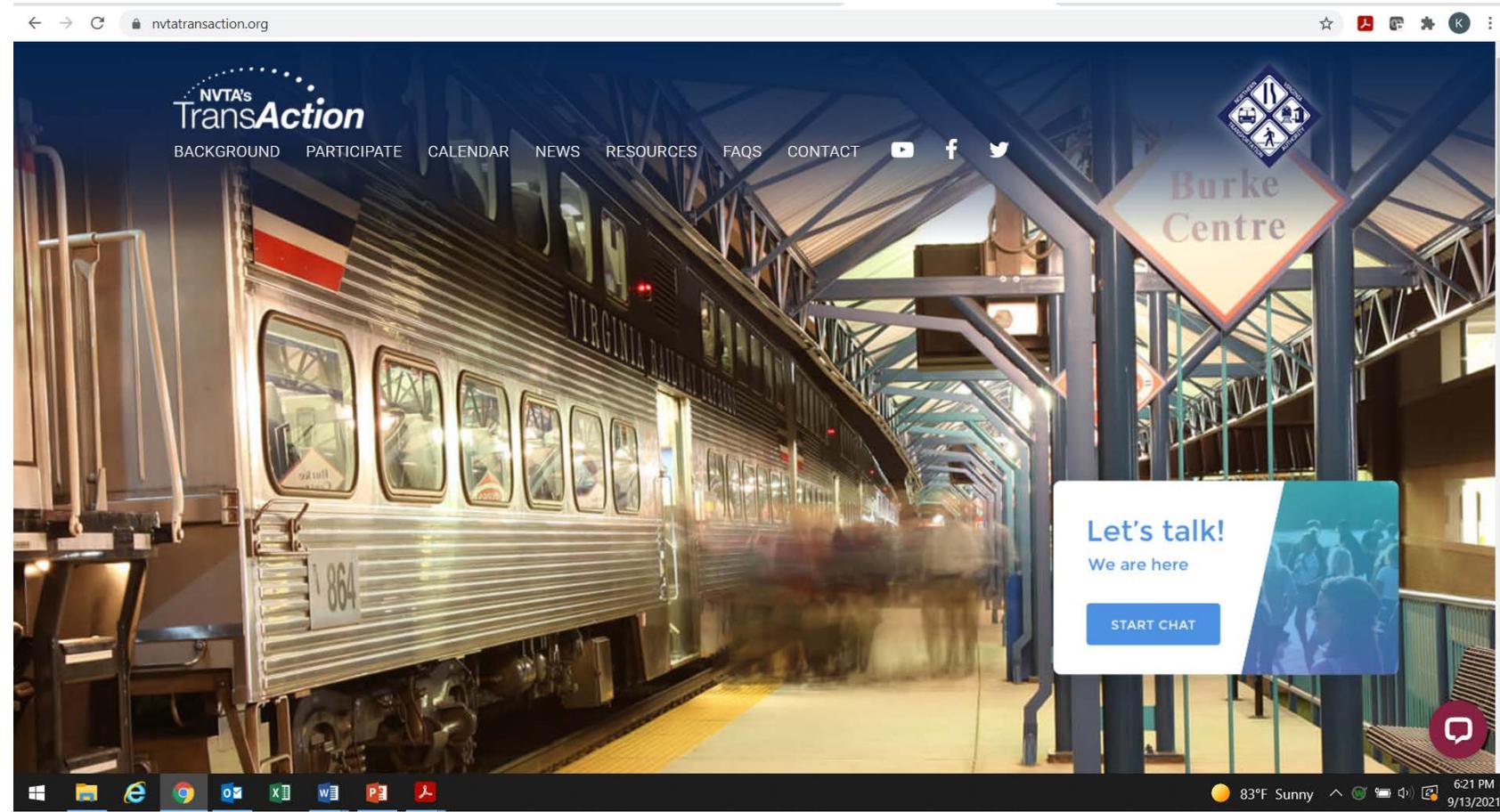
- » Purpose: awareness raising, encourage survey participation
- » 12 outdoor/in-person events, located with a focus on Equity Emphasis Areas
  - August 25<sup>th</sup> thru September 15<sup>th</sup>
  - Weekdays, mostly late afternoon/early evening; Weekends, mostly midday/early afternoon
  - Translators available (varies by location)
    - Spanish
    - Korean
    - Amharic
    - Vietnamese





# Live Chats

- » Purpose: making NVTA staff available for one-on-one conversations with citizens, awareness raising, encourage survey participation
- » Promoted four Live Chat sessions
  - August 26<sup>th</sup> thru September 16<sup>th</sup>
  - Thursdays, 1:00pm – 3:00pm
  - Randomly at other times
  - English language only
- » Experimental





# Stakeholder Group

- » Purpose: create a new line of communications with organizations that represent citizens and businesses, amplify NVTA's messaging, provide feedback to NVTA, awareness raising
- » Augments, but does not replace, access to NVTA
- » Currently comprises approximately 50 organizations
  - Organizations mostly representing citizens
    - Civic groups
    - Advocacy groups
  - Organizations mostly representing businesses
    - Chambers of Commerce
    - Business Associations
- » Initially drawn from NVTA Mail Chimp databases, but expected to grow over time
- » Meet 3-4 times per year to share information and feedback on NVTA's primary responsibilities (Planning and Programming)
- » First meeting in October 2021



# Focus Groups – Key Findings

» Eight online discussion groups held July 20-29, 2021

- 95 total participants
- Two groups of each of four market segments

» Discussion Topics:

- Current travel choices
- Issues getting around in NoVA
- Core Values
- Prioritization of objectives
- Types of transportation improvements
- Emerging travel options

## Transit Focused:

Residents of Arlington, Alexandria, or with 1 mile of Metrorail station

## Non-Transit Focused:

Residents of other areas in Northern Virginia

## Title VI Populations:

Those who belong to a protected Title VI group

## Non-Title VI Populations:

General Population

# Focus Groups – Travel Choices and Issues



- » Focus was on pre-pandemic travel patterns and expected travel post-pandemic
  - Single occupancy vehicles (SOV) are chosen specifically for their reliability and flexibility
  - Metrorail was used (pre-pandemic) to get to work or for occasional discretionary into DC
    - Limited use/awareness of other transit options
    - Those without transit access explained that they would be more willing to use public transportation if they understood it better
  - Housing prices make it more difficult to live close to a Metro station
  - Those currently telecommuting generally expect that they will continue telecommuting in the future at a minimum of a hybrid schedule

# Focus Groups – Core Values



» How focus group participants think about Equity

What does Equity mean?

Overall, participants identified “Equity” as relating to fairness. That is, a transportation system that serves everyone fairly.

How is the region doing on Equity?

Northern Virginia has some work to do to address equity: it feels to many that decisions are made to prioritize wealthier areas in the region

How should NVTA consider/ incorporate Equity?

More fairly distribute projects and improvements geographically and to help lower-income residents

# Focus Groups – Core Values



» How focus group participants think about Sustainability

What does Sustainability mean?

Sustainability, for nearly all respondents, first brought to mind thoughts of maintenance and infrastructure that is built to last

How is the region doing on Sustainability?

Considerations such as responsibility to the environment are nearly always trumped by the importance of their commute

How should NVTA consider/ incorporate Sustainability?

NVTA needs to work to make sustainable choices and modes work for people

# Focus Groups – Core Values



» How focus group participants think about Safety

What does Safety mean?

Two components were highlighted: safety from crime and safety from accidents

How is the region doing on Safety?

Metro was often mentioned by participants concerned with safety.

How should NVTA consider/ incorporate Safety?

NVTA should encourage safe driving practices and work to provide things like safer bike lanes, proper maintenance of roads and bridges, and more crosswalks and sidewalks to promote pedestrian safety



# Focus Groups – Priorities

## » Objectives

- Highest priorities across groups were to reduce congestion and delay
- Those who live in areas without Metro access were more likely to see expansion of transportation choices as a high priority

## » Improvements

- “Build new roads or widen roads” was chosen by majority of participants
  - But vocal minority of participants pointed out that over the years, building new roads or widening roads has not seemed to help the traffic situation

## » Emerging technology

- “Get roads ready for automated vehicles” was viewed as a low short-term priority, but it should be a priority for the future
- Most are open to owning an electric car, but identified potential drawbacks - car’s range and availability of charging stations (i.e., range anxiety), the lack of infrastructure in their homes, and concerns about using clean or dirty energy to charge their cars

# Goals, Objectives & Measures



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for Northern Virginia*



# Development & Approval Process

## Schedule for Approval of Objectives, Weights & Measures

- » June: Identification of relevant questions to include in public engagement efforts
- » July: Initial discussions with NVTA committees (PPC, TAC, PCAC)
- » Summer: Public Engagement
- » September: Discuss preliminary results of public engagement with NVTA committees; additional discussion with NVTA committees on goals, objectives, and measures
- » October: NVTA committees recommend measures to NVTA for action in November
- » November: NVTA committees recommend weights to NVTA for action in December



# New Vision Statement

“Northern Virginia will plan for, and invest in, a safe, equitable, sustainable, and integrated multimodal transportation system that enhances quality of life, strengthens the economy, and builds resilience.”



## Core Values:

Overarching principles for TransAction that are part of the Vision statement and should be incorporated into the process and resulting plan.

Vision statement approved by NVTA in December 2020.

# Core Values

## » Equity



- Ensure fairness in mobility and accessibility to meet the needs of the region/sub-regions/communities
- Facilitate social and economic opportunities by providing equitable levels of access to affordable and reliable transportation option to serve the needs of all, and in particular underserved populations (e.g., low-income, minority, elderly, children, people with Limited English Proficiency (LEP), people with disabilities)

## » Sustainability



- Focus on meeting the needs of the present without compromising the ability of future generations to meet their needs
- Consider three pillars of sustainability : economic, environmental, and social

## » Safety



- Minimize transportation system fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all



Source: BetterBikeShare.org



# Key Feedback from the PCAC

- » Resiliency Goal seems too undefined (“unusual conditions”)
  - Action: Refined Goal based on FHWA definition of resiliency (see slide 22)
- » Definition of safety needs to be expanded to include personal safety (particularly related to public transit)
  - Action: Updated objective (see slide 26)
- » Focus objectives and measures on improving the pedestrian environment to encourage non-motorized transit and improvement transit access
  - Action: Updated objectives (see slide 25)



# Key Feedback from the PPC

- » Resiliency Goal doesn't seem to match committee members' ideas of resiliency. "Unusual conditions" seems particularly problematic.
  - Action: Refined Goal based on FHWA definition of resiliency (see slide 22)
- » Emissions reduction objective/measure needs to consider decreasing idling
  - Action: Performance Measure stratifies VMT by speed (see slide 24)



# Key Feedback from TAC

- » Safety objective and measure needs to account for all modes, not just drivers
  - Action: Measure and methodology incorporates all modes and personal security (see slide 26)
- » Resiliency Goal doesn't seem to match committee members' ideas of resiliency. "Unusual conditions" seems particularly problematic.
  - Action: Refined Goal based on FHWA definition of resiliency (see slide 22)
- » Objectives need to account for all aspects of usability (e.g., affordability, disability, cost, etc.)
  - Action: Some aspects incorporated into revised accessibility objective/measure. Others not incorporated primarily because NVTA cannot affect them (see slide 25)
- » Emissions reduction objective/measure needs to consider decreasing idling
  - Action: Performance Measure stratifies VMT by speed (see slide 24)
- » Discussion about measures for congestion/delay – potentially accounting for delay based on the length of a given trip
  - Action: Not changed. Internal discussions and other stakeholder discussions indicate that all delay should be counted as the same.



# Updated Goals

Proposed Goals	Original (July versions)	Notes
<p><b>Mobility:</b> Enhance quality of life of Northern Virginians by improving performance of the multimodal transportation system</p>	<p><b>Mobility:</b> Enhance quality of life by improving the mobility of Northern Virginians on the region’s multimodal transportation system</p>	<p>Improved legibility</p>
<p><b>Accessibility:</b> Strengthen the region’s economy by increasing access to jobs, employees, markets, and destinations for all communities</p>	<p><b>Accessibility:</b> Strengthen the region’s economy by increasing access to jobs, employees, markets, and destinations</p>	<p>Incorporate equity at the goal level</p>
<p><b>Resiliency:</b> Improve the transportation system’s ability to anticipate, prepare for, and adapt to changing conditions and withstand, respond to, and recover rapidly from disruptions.</p>	<p><b>Resiliency:</b> Enhance operational performance of the multimodal transportation system during unusual conditions and its ability to recover from disruptions</p>	<p>Based on <a href="#">FHWA’s definition of resilience</a></p>



# Objectives & Performance Measures

## » Performance Measures:

- Will be used to evaluate the impacts of potential projects and measure progress towards goals and objectives
- Each performance measure can be weighted differently (to be determined later in the Fall)

## » Performance Measures should:

- Incorporate all modes and project types
- Reflect Core Values
- Be simple enough and few enough measures for the public to understand



# Updated Objectives & Proposed Measures

» **Mobility:** Enhance quality of life of Northern Virginians by improving performance of the multimodal transportation system

Revised Objectives	Proposed Measures	Analysis Methodology
Reduce congestion and delay*	<ul style="list-style-type: none"><li>Total person-hours of delay in cars and on transit (two separate metrics)</li></ul>	<ul style="list-style-type: none"><li>Model</li></ul> 
Improve travel time reliability*	<ul style="list-style-type: none"><li>Congestion duration</li><li>Transit person-miles with dedicated/priority ROW</li></ul>	<ul style="list-style-type: none"><li>Model</li></ul>
Reduce transportation related emissions	<ul style="list-style-type: none"><li>VMT by non-Zero Emissions Vehicles (ZEV) stratified by speed</li></ul>	<ul style="list-style-type: none"><li>Model</li><li>Assumptions of baseline ZEV market penetration</li></ul> 

\*Objectives align with HB599 requirements



# Updated Objectives & Proposed Measures

» **Accessibility:** Strengthen the region’s economy by increasing access to jobs, employees, markets, and destinations for all communities

Revised Objectives	Proposed Measures	Analysis Methodology
Improve Access to jobs*	Access to jobs within 45 minutes by auto or 60 minutes by transit (region wide and by EEA populations)	<ul style="list-style-type: none"> <li>Model </li> </ul>
Reduce dependence on driving alone by improving conditions for people accessing transit and using other modes	Qualitative: <ul style="list-style-type: none"> <li>Improve access to high-capacity transit</li> <li>Improve walk/bike environment, including disabled access</li> <li>Improve availability of information about travel options</li> </ul>	<ul style="list-style-type: none"> <li>Project descriptions   </li> </ul>

\*Objectives align with HB599 requirements



# Updated Objectives & Proposed Measures

» **Resiliency:** Improve the transportation system’s ability to anticipate, prepare for, and adapt to changing conditions and withstand, respond to, and recover rapidly from disruptions.

Revised Objectives	Proposed Measures	Analysis Methodology
Improve safety and security of the multimodal transportation system	Potential for crash reduction	<ul style="list-style-type: none"><li>Crash reduction factors (similar to SMARTSCALE methodology)</li></ul> 
Maintain operations of the regional transportation system during extreme conditions*	Person-hours of delay caused by 10% increase in peak hour demand	<ul style="list-style-type: none"><li>Model</li></ul> 

\*Objectives align with HB599 requirements

# Next Steps



NVTA's  
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# Development & Approval Process

## Tentative Schedule for Approval of Objectives, Weights & Measures

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# Reference Slides



# Goals



## » Proposed TransAction Goals

- 1. Mobility:** Enhance quality of life of Northern Virginians by improving performance of the multimodal transportation system
- 2. Accessibility:** Strengthen the region's economy by increasing access to jobs, employees, markets, and destinations for all communities
- 3. Resiliency:** Improve the transportation system's ability to anticipate, prepare for, and adapt to changing conditions and withstand, respond to, and recover rapidly from disruptions.



# Previous TransAction

## » Vision Statement:

“In the 21st century, Northern Virginia will develop and sustain a multimodal transportation system that enhances quality of life and supports economic growth.

Investments in the system will provide effective transportation benefits, promote areas of concentrated growth, manage both demand and capacity, and employ the best technology, joining rail, roadway, bus, air, water, pedestrian, and bicycle facilities into an interconnected network that is fiscally sustainable.”

Goal	Objective	Performance Measure	Weight
Goal 1: Enhance quality of life and economic strength of Northern Virginia through transportation	Reduce congestion and crowding experienced by travelers in the region	Total person hours of delay*	10%
		Transit crowding*	5%
		Person hours of congested travel in automobiles*	5%
		Person hours of congested travel in transit vehicles*	5%
	Improve travel time reliability	Congestion severity: maximum travel time ratio	5%
		Congestion duration*	10%
	Increase access to jobs, employees, markets, and destinations	Percent of jobs/population within 1/2 mile of high frequency and/or high performance transit	5%
		Access to jobs within 45 minutes by auto or within 60 minutes by transit*	5%
	Improve connections among and within areas of concentrated growth	Average travel time per motorized trip between Regional Activity Centers	5%
		Walkable/bikeable environment within a Regional Activity Center	5%
Goal 2: Enable optimal use of the transportation network and leverage the existing network	Improve the safety of transportation network	Safety of the transportation system	5%
	Increase integration between modes and systems	First and last mile connections	10%
	Provide more route and mode options to expand travel choices and improve resiliency of the system	Share of travel by non-SOV modes	10%
	Sustain and improve operation of the regional system	Person hours of travel caused by 10% increase in PM peak hour demand*	5%
Goal 3: Reduce negative impacts of transportation on communities and the environment	Reduce transportation related emissions	Vehicle miles traveled (VMT) by speed	10%

\* Measure included in HB 599 rating process.