

**FAIRFAX COUNTY COMPREHENSIVE TRANSIT PLAN
AND TRANSIT DEVELOPMENT PLAN UPDATE**

**Draft Technical Memorandum 9
Phase One Public Outreach Report**

January 2015

Prepared for:

Fairfax County Department of Transportation

By:



In association with:



**&
WBA Research**

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9. Phase One Public Outreach Report

The *Connections 2015* outreach campaign was a very successful endeavor which utilized creative and dynamic outreach tools to reach a broad spectrum of County residents, employees, and stakeholders and gain meaningful input that can be utilized in the development of the Comprehensive Transit Plan (CTP) / Transit Development Plan (TDP) update. The campaign included online engagement and in-person events (Stakeholder Meetings, Public Workshops, Pop-Up Events, CBO Focus Groups, and Operator Meetings). This report captures the level of participation in the campaign and analyzes feedback provided through the variety of outreach methods.

9.1 Meetings with Critical Partners

An important initial step in the extensive and comprehensive public outreach effort of the overall Fairfax County CTP was meeting with all members of the County Board of Supervisors and key County boards and commissions in order to inform them about the CTP/TDP and the upcoming public engagement, to educate them about the current bus system, and to identify the direction they see as the future of bus service (both Fairfax Connector and Metrobus) in the County. It was also important to have a discussion on the concerns and desires of these key stakeholders, to listen to any questions/concerns they have on the overall project, and to obtain guidance as to which constituencies should be included in the outreach process. All information gathered from these stakeholder interactions was used to authenticate the service recommendations that are developed for the second phase of the project.

In addition to meeting with the critical partners within the County, Fairfax County Department of Transportation convened two technical staff-level committees to include local transit partners in the development of the CTP/TDP: the Technical Advisory Group (TAG) and Regional Advisory Committee (RAC). These regional partners were engaged prior to the start of the outreach effort to educate stakeholders about the CTP/TDP effort and obtain input from these partners.

9.1.1. Key Stakeholder Meetings

In the fall of 2013 and spring of 2014 the project team met with key County stakeholders to describe the purpose of the CTP/TDP, and the process of developing the plan. These stakeholders included:

- **Board of Supervisors**
 - Supervisor Smyth – Providence District - November 4, 2013
 - Supervisor Frey – Sully District - November 4, 2013
 - Supervisor Herrity – Springfield District - November 5, 2013
 - Supervisor McKay – Lee District - November 6, 2013
 - Supervisor Gross – Mason District - November 20, 2013
 - Supervisor Foust- Dranesville District - November 20, 2013
 - Supervisor Hyland – Mount Vernon District - November 21, 2013
 - Supervisor Cook- Braddock District - November 21, 2013
 - Supervisor Hudgins – Hunter Mill District - November 22, 2013

- **County Boards**
 - Transportation Advisory Commission - May 20, 2014
 - Commission on Aging - May 21, 2014
 - Planning Commission - May 21, 2014
 - Mobility and Transportation Commission – May 28, 2014

During the Supervisor and board/commission meetings, general project information was shared, such as the project's scope and goals, and project related questions were answered, such as the approach to the route planning task and what kind of technologies would be considered to improve bus service and customer information. Many questions and comments addressed where new or additional service was needed based off of perception.

In addition to the Board of Supervisors and County commissions and boards, the project Technical Advisory Group and Regional Working Group were engaged prior to the outreach process. The members of these two committees are transit service and planning staff from the following agencies and jurisdictions:

- **Technical Advisory Group**
 - Washington Metropolitan Area Transit Authority (WMATA)
 - City of Fairfax
 - Town of Herndon
 - Town of Vienna
 - Northern Virginia Transportation Commission (NVTC)
- **Regional Working Group**
 - Loudoun County
 - Arlington County
 - City of Alexandria
 - Prince William County
 - City of Falls Church

9.2 Advertising the Public Outreach Process

The Connections 2015 public outreach process was promoted through a combination of digital and print media tools. For the general public, the following approaches were used:

- A press release giving an overview of the campaign as well as information regarding the campaign website, online survey, and outreach events was sent out by FCDOT and served as the project kickoff.
- FCDOT created a landing page on its website (Figure 3) that included an overview of the project; details on outreach events, including dates, times and locations; a link to the *Connections 2015* online survey; and an area where the public could leave comments on transit service in the County.
- FCDOT also created a Spanish Language landing page which included the same information.
- FCDOT created a minute-and-a-half television spot which aired on local access TV in Fairfax County, as well as being published on FCDOT's website and the *Connections 2015* website landing page promoting the campaign.
- A social media toolkit was developed and FCDOT posted on their Facebook and Twitter accounts announcing outreach events, the online survey and online *Ask Fairfax!* chat, and answering the public's questions about events. A hashtag, #FCX2015, was created and used in all social media posts to allow the public to track posts.
- FCDOT sent emails on local listservs giving an overview of the project as well as promoting outreach events.

- FCDOT printed 10,000 post cards to distribute at pop-up events, at transit centers, and place on local buses (Fairfax Connector and Metrobus) to encourage participants to attend one of the six public workshops being held throughout the county or to get involved online.
- FCDOT placed bus card advertisements on all Fairfax Connector and local Metrobuses informing the public about the outreach opportunities of the campaign.
- More detailed flyers with pop-up event dates, workshop dates and *Ask Fairfax!* online chat information were printed by FCDOT in six languages (English, Spanish, Vietnamese, Chinese, Korean and Amharic) and handed out at Community Based Organizations (CBO) focus groups, pop-up events, workshops, and emailed to additional interested parties (Figure 1).
- Coverage was obtained in the Washington Post's Express Newspaper, the Washington Post's Dr. Gridlock Transportation column, RestonNow Blog and The Connection newspaper. Greater Greater Washington also posted a link to the Dr. Gridlock article on the blog and received comments on the project.

9.3 Outreach Programs and Events

The Connections 2015 campaign's outreach efforts centered on 11 public events: four informal Pop-Up Events, six formal Public Workshops, and one *Ask Fairfax!* Virtual Town Hall. The variety of event formats, event activities, and event locations were designed to attract a diverse set of participants including frequent riders, potential riders, and Title VI protected populations. Event locations were selected based on demographic analysis and locations were distributed throughout the service area (Figure 2) to provide convenient opportunities for involvement throughout the County. In addition to the physical events and the Virtual Town Hall, FCDOT engaged interested parties through an online presence and social media. Focus groups were also held with six community-based organizations (CBO's) and discussion sessions were held with Fairfax Connector operators at each of the three divisions.

9.3.1. Website and Online Engagement

Online involvement by participants interested in improving bus service in Fairfax County is an ever-improving and popular medium for feedback. *Connections 2015* was able to generate a tremendous amount of feedback through several different online tools. FCDOT took great efforts to bolster online participation through complex and varied mediums. These included an online survey, a website and online comment form, a virtual town hall and social media platforms Twitter and Facebook.

A landing page on FCDOT's website was created for the *Connections 2015* program (see Figure 3) at <http://www.fairfaxcounty.gov/fcdot/connections2015>. The landing page launched on September 5, 2014 in conjunction with the launch of the outreach campaign. The page included a textual overview of the project and outreach campaign; information about the outreach events, including dates, times, and locations; PDFs of the boards from the public workshops; a link to the *Connections 2015* online survey; and a copy of the existing conditions reports. In addition to the English version pictured in the figure, a page with content translated into the Spanish language was also developed and posted at <http://www.fairfaxcounty.gov/fcdot/conexiones2015>. Also included on the webpage was a separate online form where visitors could quickly and easily leave their comments on the Connector and Metrobus routes serving the County.

Figure 1: Informational Flyer for Public Involvement

Help Shape Fairfax County's Future Bus Network!

We are working to improve bus service in Fairfax County with better connections and better service. A lot of exciting changes have happened recently with the opening of Metro's Silver Line, but we can do even more to improve service with your input.

There are several ways to get involved:

#1 Go Online to fairfaxcounty.gov/fcdot/Connections2015
 Find out more about the existing and future bus system, take a short survey to tell us your transit preferences, and get information about all the events we're having! Also, don't forget that you can tweet us at @ffxconnector or visit our Fairfax Connector Facebook page!

#2 Attend a Workshop
 Stop by one of the six workshops in September and October to learn more about the County's existing transit network and help us plan for the future of Fairfax County's transit system. Participate in a variety of engaging activities and share your ideas!

Annandale	Springfield	Reston
George Mason Library 7001 Little River Turnpike Annandale, VA 22003 Monday, September 15, 2014 6:00pm-8:00pm Bus Service: 29K, 29N	Lynbrook Elementary School 5801 Backlick Road Springfield, VA 22150 Thursday, September 18, 2014 6:00pm-8:00pm Bus Service: 321, 322, 401, 402	Southgate Community Center 12125 Pinecrest Road Reston, VA 20191 Monday, September 22, 2014 6:30pm-8:30pm Bus Service: RIBS 1, RIBS 3
Herndon	Chantilly	Alexandria
Hutchison Elementary School 13209 Parcher Avenue Herndon, VA 20170 Tuesday, September 23, 2014 6:00pm-8:00pm Bus Service: 937, 950	Chantilly Regional Library 4000 Stringfellow Road Chantilly, VA 20151 Thursday, October 9, 2014 6:00pm-8:00pm Bus Service: 605	Mount Eagle Elementary School 616 N. Kings Highway Alexandria, VA 22303 Tuesday, October 14, 2014 6:00pm-8:00pm Bus Service: 151, 152, 161, 162

#3 Attend a Pop-Up Event
 Come to one of the four pop-up events in September and October to learn more about shaping our bus network and take a short survey! There will be giveaways and information if you stop by!

Huntington Metrorail Station	Seven Corners Transit Center	Fairfax Corner Mall	Reston Multicultural Festival
2509 Huntington Avenue Alexandria, VA 22303 Tuesday, September 9, 2014* 4:00-6:00pm Bus Service: 101, 109, 151, 9A	6201 Arlington Boulevard Falls Church, VA 22044 Monday, September 15, 2014* 6:00-8:00pm Bus Service: 1A, 1B, 4A, 26A	4100 Monument Corner Dr. Fairfax, VA 22030 Saturday September 20, 2014* 11:00am-3:00pm Bus Service: 2B, 605, 621, 623	11404 Washington Plaza West Reston, VA 20190 Saturday, September 27, 2014* 11:00am-3:00pm Bus Service: 574, RIBS 1, RIBS 3

#4 Join us for the Ask Fairfax! Online Chat at fairfaxcounty.gov/askfairfax/
 Perfect for anyone who can't make it to a workshop or pop-up event. Fairfax County Department of Transportation staff will be online on **Wednesday, October 8, 2014** from **12:30pm to 1:30pm** answering questions and taking your suggestions related to the County's future bus system. Submit questions and comments before the event or ask questions live during the event. Be sure to check out the website before joining the chat to learn more about the county's existing and future bus system!

*Check for cancellation due to inclement weather and make-up dates online.



Figure 2: Connections 2015 Event Locations

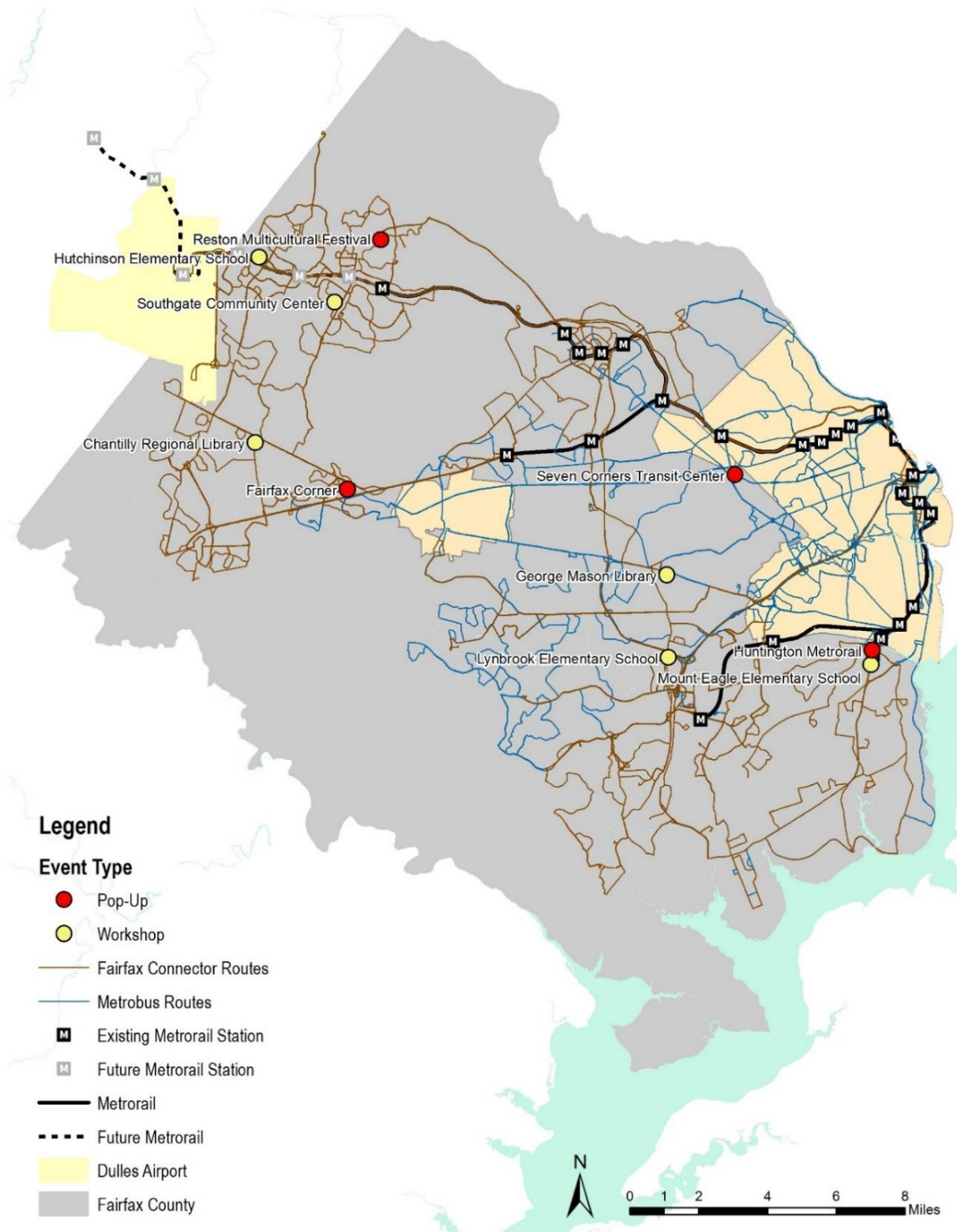


Figure 3: Connections 2015 Website Landing Page

home page > department of transportation

Connections 2015

shaping the bus network

Help Shape Fairfax County's Future Bus Network!

The Fairfax County Department of Transportation (FCDOT) has begun work on its Comprehensive Transit Plan (CTP), a ten-year aspirational plan for Fairfax Connector and Metrobus service within the County. The CTP builds on the County's 2009 Transit Development Plan (TDP), our previous ten-year plan, and will extend our ten-year plan's horizon year from 2020 to 2025.

This plan will be supported by information collected through an extensive outreach effort. Connections 2015. Throughout September and October 2014, we held events and workshops throughout the County to explain our efforts surrounding the CTP and obtain feedback from the public. We also posted an online survey and held an Ask Fairfax online chat to provide multiple methods for those who are interested to join in the campaign to have their voice heard.

With your invaluable input, we will be able to make recommendations toward the improvements of Fairfax County bus service. Fairfax County Department of Transportation (FCDOT) will continue to take your feedback, suggestions, and concerns seriously and we thank you for your participation.

It is important to note that this is not the end of the Connections 2015 campaign. We will be back out in the community in spring 2015 to present recommendations for service improvements and continue to obtain further feedback that will ultimately be included in the CTP. Please stay tuned for more information. We thank you for your suggestions and concerns and look forward to bringing the best service possible as the County changes and grows for years to come.

Want to learn more about the project?

- Fairfax Connector Operations Analysis
- Fairfax County Metrobus Operations Analysis
- Demographics and Travel Forecasts
- Workshop Boards:
 - Connections 2015 Overview
 - Service Concept Planning Activity

In accordance with Title VI and ADA requirements, please contact the Fairfax County Department of Transportation at 703-877-5600, TTY 711 to request reasonable Title VI or ADA accommodations, including printed material in an alternate format or translated and interpreter services for public events. Requests for assistance at public events must be received at least 7 days in advance of the scheduled event.

FCDOT promoted the outreach program and responded to comments through its two most ubiquitous social media products: Facebook and Twitter. Throughout the outreach campaign, a total of 30 announcements were posted to Facebook and Twitter combined. The posts varied in content, from advertising the public outreach events to including live updates and photos of staff and citizens participating in public workshops and pop-up's. The hashtag “#FCX2015” was included on all marketing materials, providing participants easy and quick way to search for information about the project and events on social media platforms.

Table I summarizes the number and type of interaction achieved with followers on social media. Through social media, FCDOT was able to reach over 170 individuals – not counting any individuals who viewed the posts but did not directly comment or like the status.

Table I: Social Media Interactions

Social Media Platform	No. of Likes/Favorites	No. of Shares/Retweets	No. of Mentions	No. of Comments/Feedback	Total Interactions on Social Media
Facebook	97	13	4	32	146
Twitter	7	15	4	--	26

9.3.2. Public Workshops

Overview

Six public workshops, such as the one pictured in Figure 4, were held in September and October 2014 to generate public input and feedback about the participants’ desires for transit improvements, what features they value in transit service, and how transit could serve them better. The workshops facilitated the participation of 67 residents who shared their transit service priorities, travel patterns, concerns, and ideas with the County. The public workshop locations were spread throughout the County, with two meetings each in the Northern and Southern parts of Fairfax County and one each in Western and Central Fairfax County. All workshop locations were transit and ADA accessible, and were selected to provide the greatest level of access not only to the most residents but also to the Title VI and Limited English Proficient (LEP) populations. A summary of the locations, dates, and counts of participants is in Table 2.



Figure 4: George Mason Library Workshop Event

Table 2: Public Workshops

Location	Address	Date and Time	Number of Participants
George Mason Library	7001 Little River Turnpike Annandale, VA 20190	September 15, 2014 6:00pm-8:00pm	5
Lynbrook Elementary School	5801 Backlick Road Springfield, VA 22150	September 18, 2014 6:00pm-8:00pm	9
Southgate Community Center	12125 Pinecrest Road Reston, VA 20191	September 22, 2014 6:30pm-8:30pm	21
Hutchinson Elementary School	13209 Parcher Avenue Herndon, VA 20170	September 23, 2014 6:00pm-8:00pm	23
Chantilly Regional Library	4000 Stringfellow Road Chantilly, VA 20151	October 9, 2014 6:00pm-8:00pm	5
Mount Eagle Elementary School	616 N Kings Highway Alexandria, VA 22303	October 14, 2014 6:00pm-8:00pm	4
Total Participants			67

Eight staff members were present at each public workshop. At least three planning staff were required for each event, two from the consultant team and one from FCDOT who were able to speak knowledgeably about the transit planning process and support the mapping exercise. Five support staff from FCDOT and the consultant team were used to facilitate the other activities. In instances where Metrobus service is robust or essential to the transit network, Metro staff were invited to participate in workshops to answer questions related to Metrobus service.

Meeting Content

All six public workshops followed an open house format, lasting for two hours each, during which participants could join the meeting at any time. At each location participants were encouraged to sign-in and received a feedback form at the sign-in table. Participants were then directed to the three activity areas where staff members would either lead the participants through informational display boards, several interactive exercises, or be on hand to answer any questions. Based on the location and anticipated participation of LEP populations, bilingual staff (Spanish) were present at the Hutchinson, Mount Eagle, and Lynbrook Elementary School workshops.

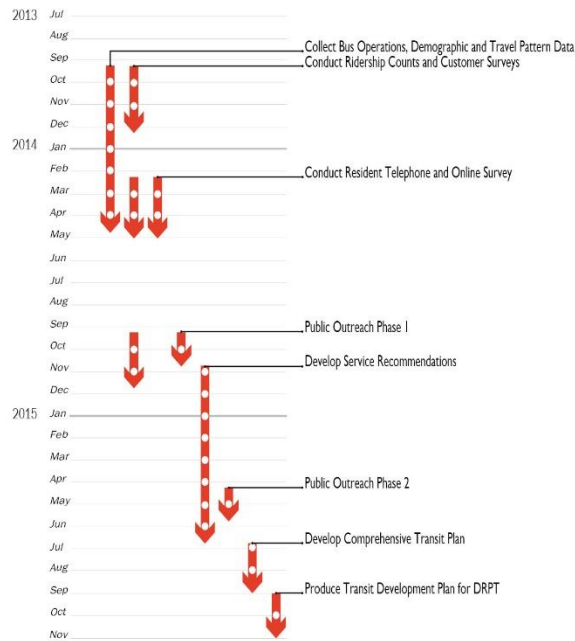
Area 1: Fairfax County Service Planning Background Information Boards and Project Timeline

This area included display boards, such as the one in Figure 5, that provided a guided tour of Fairfax County's existing transit network; a project timeline with the overall *Connections 2015* schedule and CTP/TDP update timeline; and maps related to the County's existing transit needs, and current and projected demographic patterns. This area served to place the purpose of the workshop into a larger context for the participants.

Figure 5: Workshop Background Information Board

PROJECT TIMELINE AND ACCOMPLISHMENTS

Project Timeline



Profile of the Current Bus Network

County Bus Service Areas

- **North** - Fairfax Connector service
Most coverage, primarily circulator routes or Metrorail feeders.
- **South** - Primarily Fairfax Connector service
Primarily longer local routes. Less focused on commuter service and feeding Metrorail.
- **West** - Fairfax Connector service
Focused on commuter service and feeding Metrorail, little service in midday or in evenings, no service on weekends.
- **Central** - Primarily Metrobus service
Mostly off-peak and weekend service, many bus connections to Arlington and Alexandria.



Bus Services Provided

- 84 Fairfax Connector routes using 219 buses each weekday.
- 36 Metrobus lines serving Fairfax County.

Bus System Usage

- Fairfax Connector carried 10,655,021 riders in fiscal year 2014.
- In fiscal year 2014, Connector routes transported 37,047 riders on an average weekday.
- Metrobus routes serving Fairfax County transport another 59,000 weekday riders.
- 13% of County residents have used a bus in the last week.*
- 21% have used a bus in the last three months.*

*Based on resident surveys conducted in the spring of 2014



Area 2: Fairfax County Bus Service Planning Concept Boards

This area comprised display boards, such as the one in Figure 6, that illustrated information on bus service planning, including the types of service changes, along with examples of possible service changes from the 2009 TDP that have yet to be implemented. Participants were given the opportunity to propose future modifications to the network directly to the transit planners who will be analyzing changes to Fairfax Connector and Metrobus service in the County.

Figure 6: Workshop Example Concept Board

CONCEPT: NEW LINKAGES

Route Combination

Combining two routes together based on the best elements of each route can improve productivity and efficiency.

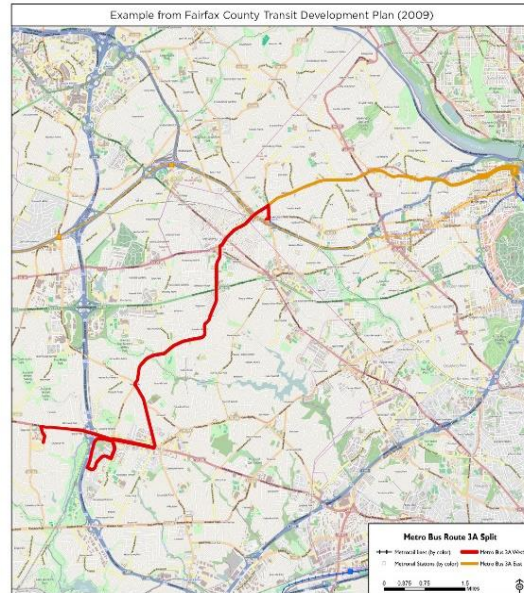
CONCEPT:



Route Splitting

Splitting a route into two routes can help improve the route's on-time reliability, especially in areas with major bottlenecks. It can also allow the part with higher ridership to have more frequent service or longer hours.

CONCEPT:



Question: Are there two routes that you believe should be combined?
Is there a route you believe should be split into two separate routes?



Connections 2015
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Area 3: Public Workshop Exercises

This area was made up of two exercises, both of which mirrored portions of the outreach survey that was being administered at pop-up events and through the *Connections 2015* website.

Bus Service Trade-Off Scenario: As shown in Figure 7, Participants were invited to vote using colored dot stickers on the activity board, for which service elements were most important to their optimal transit experience. In this Bus Service Trade-Off Exercise participants were given four scenarios in which one priority precluded the other. Participants were asked which of the two options was most important to them or rang most true to them, and to place their sticker under the option they preferred. In instances where participants could not decide between the two, they could vote neutrally by placing their sticker in the middle. After each workshop the votes were tallied and considered in the unique context of the workshop location. Transit planners and FCDOT staff were able to use this activity to engage more deeply with residents and riders about their service preferences to better understand why one type of service was preferred over another.

Figure 7: Workshop Trade-Off Exercise

BUS SERVICE TRADE-OFFS



Please indicate your preference for each trade-off using the appropriate colored sticker

LOCAL OR REGIONAL?						
I want more local transit service within Fairfax County.	VeryStrong		Neutral		VeryStrong	I want more transit service that connects Fairfax County to neighboring areas.

CLOSE OR FREQUENT?						
I want a short walk to my bus stop even if it means the bus would run less frequently.	VeryStrong		Neutral		VeryStrong	I would rather walk farther to my bus stop if it means the bus would come more often.

PEAK-FOCUSED OR ALL-DAY SERVICE?						
I want bus service that has high frequency during peak commuting hours even if it means little or no service at other times.	VeryStrong		Neutral		VeryStrong	I want bus service at a moderate frequency all day, including nights and weekends.

FREQUENT OR DIRECT?						
If my bus service runs more frequently, I would be willing to make a transfer.	VeryStrong		Neutral		VeryStrong	I will wait a long time for a bus if it means I don't have to make a transfer.

Origins and Destinations: Participants were given a handout that they could fill in where they identified their home (by the nearest intersection), three places where they went most frequently (regardless of mode), and one location where they had a hard time getting to by transit. Participants would then give their handout to a staff member who mapped their responses instantly on a computer that projected the map on a screen (Figure 8). Participants could use the map to help figure out locations they weren't sure about and also confirm that what they had written was being accurately captured. This exercise helped both transit planners and participants visualize their travel patterns. The data from the exercise was captured in real-time, saved, and compiled



Figure 8: Origin and Destination Activity

for each workshop.

9.3.3. Pop-Up Events

Overview

Four pop-up events, such as the one pictured in Figure 9, were held over the course of the *Connections 2015* fall 2014 campaign. The goal of these events was to generate input from transit users and potential users through the survey. These informal events were intended to attract a diverse audience by meeting people at locations that were convenient to the average transit user or community member; in fact, it was not expected that anyone purposely attend the pop-up events but that the project team would engage with people who were already there. The pop-up events were held at transit centers, in major shopping centers, and at special events with high pedestrian activity. Table 3 lists the location, address, date, and number of participants at the four pop-up events. The number of participants at the pop-up events is based on the number who completed surveys on the handheld tablet computers that were used at each event to administer the brief 5-7 minute survey; more than that number were engaged through discussions and handing out postcards encouraging people in a hurry to participate at a workshop or online.



Figure 9: Seven Corners Pop-Up Event

Table 3: Pop-up Events

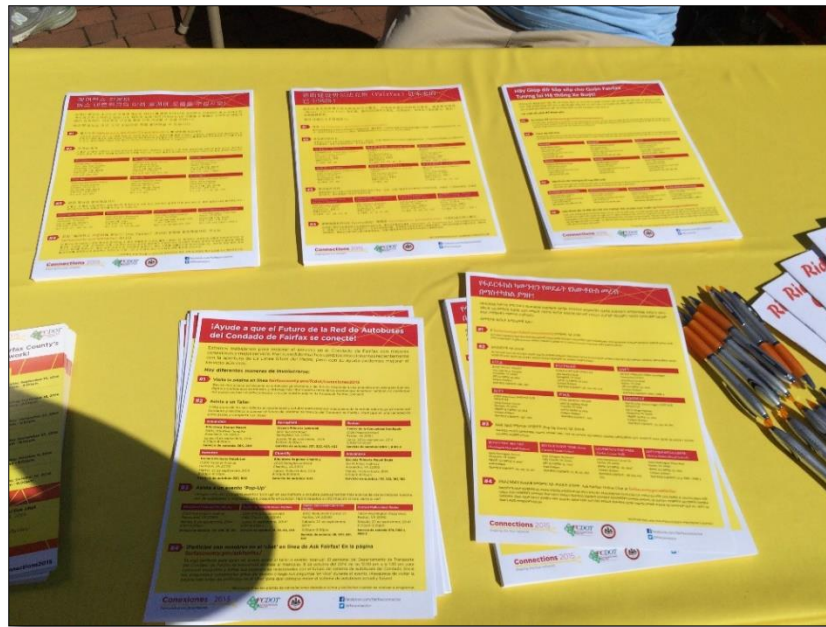
Location	Address	Date	Number of Surveys Completed
Huntington Metrorail Station	2509 Huntington Avenue Alexandria, VA 22303	September 9, 2014 4:00pm-6:00pm	114
Fairfax Corner	11750 Fair Oaks Mall Fairfax, VA 22033	September 20, 2014 11:00am-3:00pm	121
Reston Multicultural Festival	11404 Washington Plaza West Reston, VA 20190	September 27, 2014 11:00am-3:00pm	199
Seven Corners Transit Center	6201 Arlington Boulevard Falls Church, VA 22044	September 30, 2014 4:00pm-6:00pm	79
Total Participants			513

Event Content

Surveys were the main focus of the pop-up events. Six staffers were equipped with tablet computers containing the digital survey. At locations with large LEP communities, survey administrators were either accompanied by a translator or were bilingual themselves. The survey was available in six languages: English, Spanish, Amharic, Mandarin, Vietnamese, and Korean. A small giveaway such as rain ponchos, key chain lights, and ID card holders, was provided to those who completed the survey.

The pop-up setup varied based on the location and was intended to attract the attention of those passing by. At each event the outreach team assembled a tent with a table and chair, displayed a large campaign banner next to the tent, and used easels to display informational boards about the Fairfax County's Comprehensive Transit Plan and the *Connections 2015* outreach campaign. Informational materials were available in six languages, as shown in Figure 10. Staffers reached out to potential respondents by walking around the site, approaching customers waiting at bus stops, or encouraging passersby to take the survey or a postcard about the campaign.

Figure 10: Reston Multicultural Festival Information in Multiple Languages



9.3.4. Ask Fairfax! Online Chat

The Ask Fairfax! Virtual Town Hall has been a very successful method utilized by the County's public affairs office for discussing various topics in the County. The forum for the Fairfax CTP/TDP went live on Wednesday, October 8, 2014 at 12:30pm. Although there was a set date for the live forum, questions could be submitted a week in advance and during the event. Links to the forum were located on the *Connections 2015* website, social media, campaign postcards and flyers. This event was a way to reach a diverse group of people who could not attend one of the in-person meetings. The event was moderated by members of FCDOT's Planning Department. Note: Due to time constraints and volume, not all questions were answered live.

9.3.5. CBO Focus Groups

Community-based organizations (CBOs) provide access to existing community networks which offer important feedback toward the CTP. The *Connections 2015* campaign included six focus group meetings with CBOs as a way to gain input from a variety of populations who would otherwise be unlikely to participate and provide input on their transit needs. The benefit of conducting focus groups, or facilitated discussions, is that there are details that arise that typically would not be captured during a public workshop or survey. This is especially true for concerns of underserved or unserved populations in the County.

Many of the CBO meetings were attended by the staff of various public service organizations and non-profits that could represent the opinions and challenges of their respective constituents. Some of the CBOs that were targeted included those whose members or clients frequent transit so as to obtain feedback from populations who are most familiar with existing service and who will be directly impacted by the changes. Other CBOs were targeted because they supported the needs of the business community, homeowners and other County based interest groups.

Table 4 lists all six CBO meetings that took place over the course of the *Connections 2015* campaign.

Table 4: CBO Focus Group Events

Group	Type	Location	Date
US-I Coalition	Coalition of non-profits and County service agencies in the south County area	Alexandria	September 15, 2014
Greenbriar Homeowners Association	Homeowners Association	Chantilly	September 16, 2014
Cornerstones, Inc.	Nonprofit organization provides support and advocacy for those in need in Northwest portion of the County.	Reston	September 18, 2014
Reston Citizens Association	Reston area community leaders.	Reston	September 29, 2014
Transportation Association of Greater Springfield (TAGS)	Transit services and advocate for business community in Springfield area.	Springfield	October 1, 2014
Dulles Business Park Association	Business community in Dulles area.	Chantilly	October 1, 2014

9.3.6. Fairfax Connector Bus Operator Outreach

Consultant and County staff spent one morning in the operator's break room at each of the three Fairfax Connector bus garages: Herndon (October 10, 2014), West Ox (October 29, 2014), and Huntington (October 30, 2014) in an effort to gather information on concerns with the current route alignments, route timing, and other route related comments and suggestions. Comments gathered from the operators will be used as part of the input for the route recommendations, including places to serve as well as allocated route run time and layover.

Each three hour meeting was held between 9:00AM and 12:00PM in an effort to gather comments from both the morning and afternoon driver shifts. Driver surveys were left behind so that operators who were not able to make the meetings could leave their comments. The surveys were picked up approximately two weeks later, with the comments from those surveys incorporated into these results.

9.4 Digital Survey

9.4.1. Purpose and Content

A digital survey was created in order to easily and quickly gather quantifiable data from outreach participants. The survey was used as a standalone tool online as well as a mobile tool for collecting information from pop-up participants. The survey was comprised of 16 questions and, on average, took respondents 6 minutes to complete (see Appendix A for a copy of the survey instrument). Questions inquired which bus services the respondents used, if any, as well as how often they use bus transit and Metrorail. Other questions asked where respondents traveled, where they would like to travel, where they lived, and basic demographic information. The survey was also used to gather information on rider preferences using the same tradeoff questions that appeared in the tradeoff exercise used at the public workshops. In this way the online survey and mobile survey were used to capture the same input as received at the public workshops and to allow the project team to have a broader cross-section of input.

9.4.2. Survey Administration and General Participation

The *Connections 2015* survey was administered at pop-up events and was also available online throughout the campaign. Marketing materials with the web address of the survey were distributed at pop-up events and public workshops to encourage people reached through those events who did not take the survey at the time to take it online. Additionally, the web address of the survey was printed on bus cards, flyers, and postcards and posted on social media, Fairfax County listservs, and featured in news articles. This made it possible for those who could not attend an event to participate and offer feedback. Ultimately, of the 802 surveys completed during the campaign, 289 were completed through the online link while 513 were completed offline at pop-up events. Those who located the survey online were able to obtain the link to the survey through the FCDOT landing page, the link in the Dr. Gridlock article in the Washington Post, the Reston Now blog and the Greater Greater Washington Blog.

9.5 Inclusive Outreach

The campaign's focus was to acquire feedback on how Fairfax County can improve aspects of bus service both within the County and between the County and other key locations in the region. The first phase of outreach for the CTP/TDP was tasked with collecting the ideas and aspirations of a diverse set of perspectives, including transit riders and non-transit riders alike, as well as the input of minority and low-income populations. In meeting this goal, the campaign exceeded all expectations of the project team and contributed to a rich set of data for the purposes of the bus service planning phase of the CTP/TDP. Demographic information (minority status, income, and ability to speak English) of participants was collected through two methods, a Title VI¹ form that was distributed at workshops and the demographic questions that were requested as a part of the online and pop-up event survey. The demographics of those who participated in the *Ask Fairfax!* Event, focus groups, social media platforms, and through the landing page's comment section were not asked to provide demographic information, so that information was not captured as a part of the report.

¹ Title VI refers to the requirement of the 1964 Civil Right Act that prohibits discrimination against an individual or group, intentional or unintentional, on the basis of to race, color, and national origin in any program or activity receiving federal assistance, including Fairfax Connector and Fairfax County Department of Transportation's transit operations and activities.

9.5.1. Title VI, LEP, and Low Income Inclusion

Table 5 shows that the public outreach programs of the workshops and pop-up events reached more low-income, limited English proficient (LEP), and minority residents than are represented in the overall population. The public workshops were able to capture the largest representation of low-income participants of all the event types. Pop-up event surveys were extremely successful in reaching minority and LEP populations through location selection, the support of translators, and a diverse staffing team. However, the online survey skewed predominantly toward a non-low-income, white, English proficient population and ultimately did not capture a large Title VI and low income respondent group.

Table 5: Demographics of Connections 2015 Participants Compared to the County Average

	Fairfax County (ACS 5 Year 2009-2013)	Connections 2015 Workshops ²	Connections 2015 Pop-Up Survey	Connections 2015 Online Survey
Minority	37%	43%	64%	28%
Low-Income ³	6%	29%	14%	3%
LEP ⁴	7%	7%	13%	0%

In reviewing the results of the demographic details, it is clear that there was a major effort to include minority, low-income and LEP populations in an intentional manner. Minority populations were effectively reached at both workshops and pop-up events, making up more than half of the respondents of the Title VI form provided at the workshops and digital survey conducted at the pop-up events.

Based on responses to the Title VI forms at workshops, African American participants made up 19 percent of the workshops participants, Asian Americans made up seven percent, and Latinos made up four percent of respondents (Figure 11). The online survey had African Americans making up eight percent of the overall respondents, nearly the County average of nine percent. Latinos made up seven percent of the online survey, and Asian Americans made up six percent (Figure 12). At pop-up events, Latinos made up 27 percent of participants, the largest minority group, while 15 percent of respondents were African American, and nine percent of respondents were Asian American (Figure 13). There was a small representation of Native Americans, Asian Pacific Islanders, and individuals who identified as more than one racial category, under one percent, but were still represented within the campaigns participant pool.

² The workshop demographic information was acquired through a Title VI form that was voluntary for participants to complete. Of the 67 individuals that attended, 63 percent of public workshop participants submitted this form.

³ Low-income is defined in Fairfax County as a household income of \$53,650, as defined in FCDOT's Title VI program.

⁴ Connections 2015 survey definition: respondents that indicated that English was not their first language and that they did not speak English well or did not speak English at all. ACS definition: Percent of households where no one age 14 and over speaks English only or speaks English "very well."

Figure 11: Workshop Event Demographics

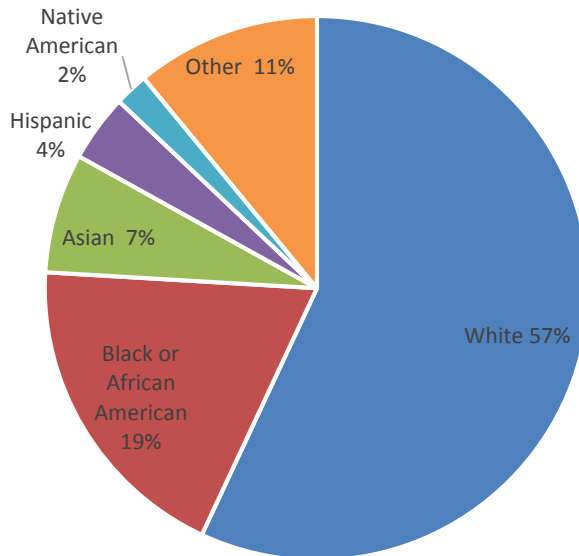


Figure 12: Online Demographic

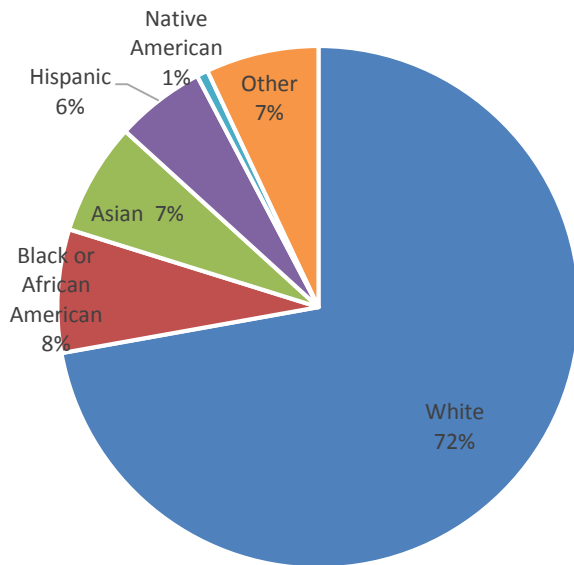
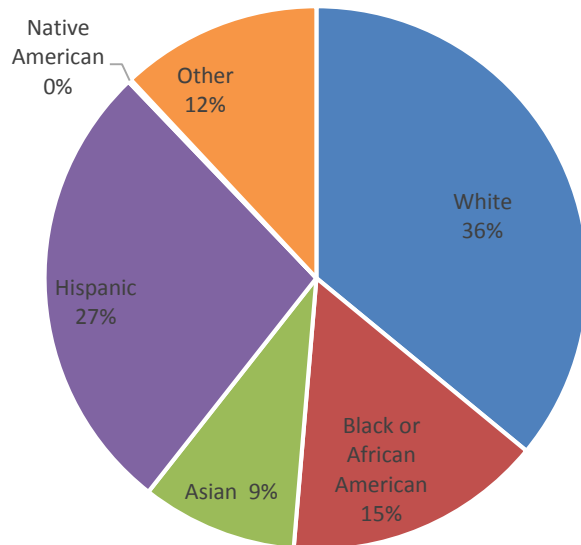


Figure 13: Pop Up Event Demographics



It is important to note that the online survey respondents were 10 percent more likely to provide their income information than those who took the survey offline with the help of a field surveyor. Utilizing online survey tools such as this can encourage more participants to reveal sensitive information.

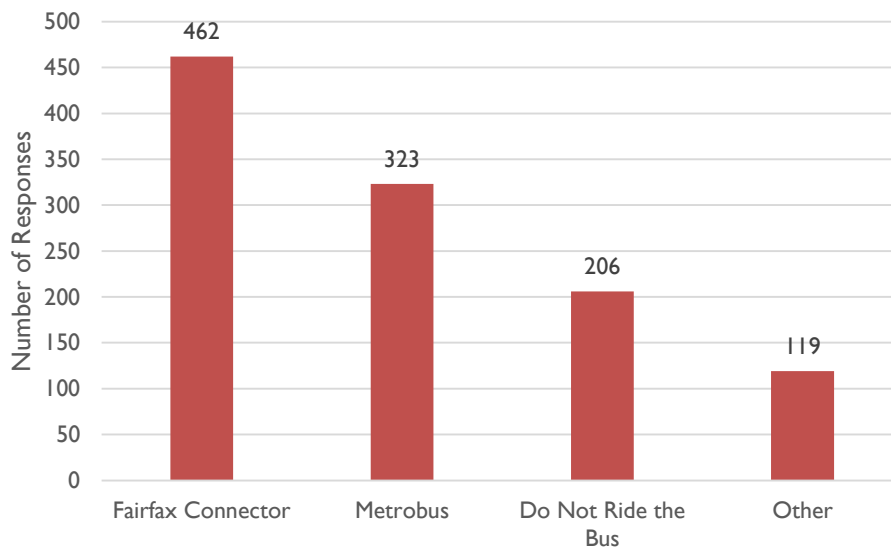
Although the required Title VI and LEP analysis of potential service changes will be conducted as required as a part of the implementation of any service changes, there is ample data that shows how underserved populations were included and engaged as a part of the public outreach process for collecting recommendations. The most successful efforts to include these populations were at pop-up events. This was the goal of this outreach method, and the pop-up events were developed to target

underrepresented communities. Another major component of creating an inclusive outreach process was through the availability of promotional materials. Not only were postcards, bus cards, and flyers printed in six languages, these materials were emailed to CBOs that have high membership of these Title VI populations. Translators were utilized at both workshop and pop-up events, specifically serving Spanish language needs where it appeared to be necessary.

9.5.2. Respondent Transit Usage

The outreach campaign was able to gain input from transit riders and non-riders alike. In the pop-up and online survey, participants were asked three questions to help transit planners better understand how community members currently use their existing transit options. The survey garnered responses from people who indicated their transit usage by bus and rail service. The majority of respondents indicated that they use the Fairfax Connector bus (42 percent) and/or Metrobus (29 percent), while 19 percent of respondents indicated that they do not ride the bus. The survey question also included use of other local buses (DASH, CUE, ART, Loudoun County Transit, PRTC, and TAGS), however so few respondents selected those transit operators that their responses were combined into an “other” category as shown in Figure 14.

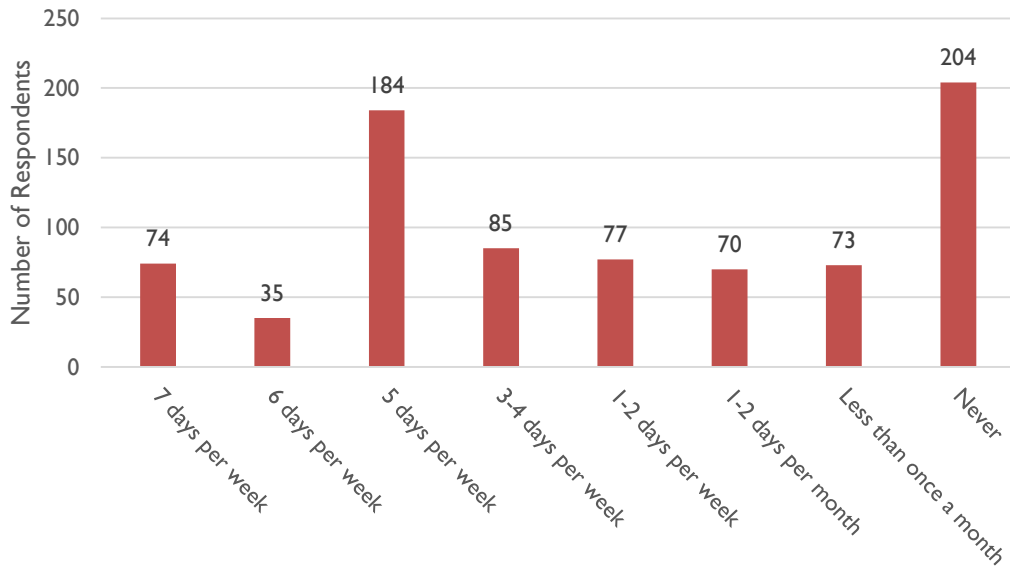
Figure 14: Bus Service(s) that Respondents Ride



Survey respondents were also asked how often they ride the bus in order to better understand how the respondents use bus transit; the results are displayed in Figure 15. **Error! Reference source not found.** Of bus riders, the largest group of respondents indicated that they ride the bus five days a week (31 percent), followed by three to four days per week (14 percent), and one to two days per week (13 percent). Among survey respondents that ride the bus, a minority (18 percent) ride more than five days a week.⁵

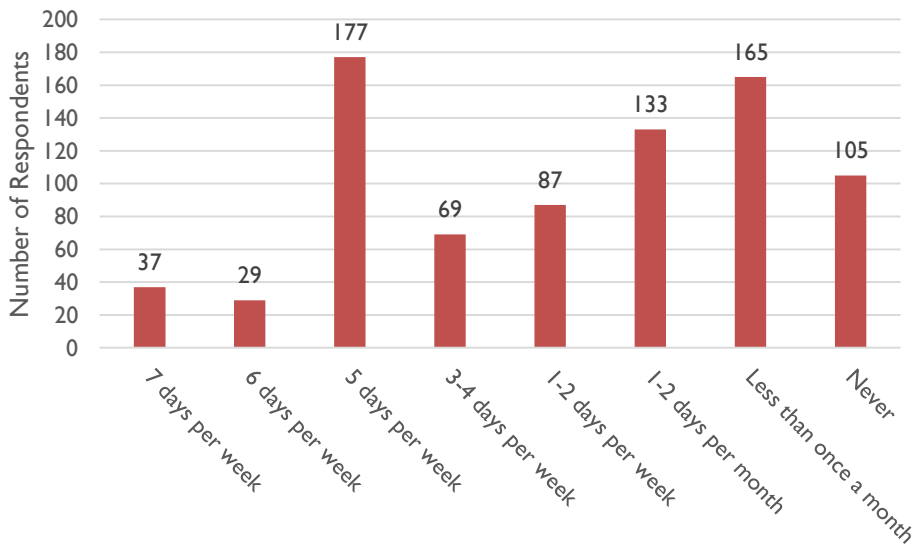
⁵ The number of survey respondents who indicated that they “never” ride the bus (204) is similar, but not identical to the number of survey respondents who indicated that they do not ride any bus service (206). This small difference, along with the 14 respondents who indicated which service they ride, but who then marked “never” regarding how often they ride, suggests that a small group of respondents did not properly fill out this portion of the survey.

Figure 15: Bus Use Frequency



Survey respondents were asked how often they ride Metrorail in order to have a larger picture of their transit use; the results are displayed in Figure 16 **Error! Reference source not found.** More survey respondents use the bus five days a week (184) than ride Metrorail with the same frequency (177). However, overall more respondents indicated that they ride Metrorail (697) with any regularity than ride the bus (598), suggesting that Metrorail is a more popular transportation option than bus for survey respondents.

Figure 16: Metrorail Use Frequency



9.6 General Input Received

9.6.1. Comments

All comments received through all avenues have been compiled into a searchable comment database containing every comment received during the outreach process.

Key Stakeholder Meetings

Overall, 42 comments were collected during these stakeholder and critical person interviews. These comments fall into five categories: Enhanced Bus Service, Increased Service Levels, New Routes, Transit Centers, and Other Comments. Many of these comments reflected the changing nature of the County in terms of revised and expanded transit services needed for constituents and opportunities for future growth of the network to support additional commercial, residential centers and public resources in County.

Website

Overall, 61 unique comments were collected through this online form. Of those 61 comments, 43 mentioned Fairfax Connector, four mentioned a Metrobus service, and 14 did not specify a specific provider.

Social Media

A total of 32 unique comments were collected through Facebook interactions; no responses to the County's Twitter engagement were received. More than half of the comments mentioned a type of service recommendation, the most of common of which was a route realignment suggestion. Note that some comments mentioned more than one theme, and were therefore counted appropriately in the chart below. Although comments were not robust, the value of social media was critical for FCDOT to enhance the digital marketing strategy for *Connections 2015*.

CBO Focus Groups

There were a total of 52 comments collected through the six focus groups. The US-1 Coalition brought forward serious issues for low income riders, including the need for better resources to understand the bus service and improved/increased connections to locations where public services could be obtained (e.g., courts, medical care, and schools). The Greenbriar Homeowners Association provided great feedback on LEP support needed on bus services, east west routes serving the County, and better connections to Loudoun County. The Cornerstones, Inc. meeting focused on increasing the frequency of service, support for Arabic speakers in the public outreach process, and defining areas where bus service could be realigned. The Reston Citizen Association focused on the recently transformed bus service in the northern portion of the County and how the County can improve bus service in the Reston area now that Phase I of the Silver Line has opened. Lastly, the Transportation Association of Greater Springfield (TAGS) identified a need for more cross-county bus service as well as a need for the County's transit plans and bicycle/pedestrian plans to be better integrated. This feedback will certainly support the service planning efforts to develop recommendation for the future bus system.

Ask Fairfax! Online Chat

There were a total of 20 comments that were collected from the forum. The responses were unique to any other event type in that those who participated in the live discussion had the chance to receive a real-time response to their concern or question in writing from an FCDOT staff member. The most commonly requested topic was related to specific route realignments, both related to the service changes associated with the Silver Line and throughout the rest of the County. Other topics included

new routes/new locations that could be served in the County, removal and addition of bus stops, and a request for a status of the County’s real time passenger information system. This format will continue to be a useful tool in future efforts and did yield important feedback for the project.

Operator Outreach

Overall, 172 individual comments were received during the three garage visits. Of those, 60 comments were received from Herndon drivers, 79 comments from Huntington drivers, and 33 comments from West Ox drivers. The 172 comments were then placed into eleven categories based on what the comment was about. Table 6 lists each of the categories and how many comments were received regarding each.

Table 6: Operator Comment Categories

Category	Total Comments	# of Comments: Herndon	# of Comments: Huntington	# of Comments: West Ox
Running Time	76	27	38	11
Other Comments	42	13	21	8
Add/Remove Bus Stops	21	3	12	6
Increased Frequency/Span	13	5	3	5
Transit Centers	7	7	0	0
Route Realignment	5	4	0	1
Fares/Transfers	4	0	3	1
Enhanced Bus Service	1	0	0	1
New Routes	1	0	1	0
Route Extensions	1	1	0	0
Route Splitting	1	0	1	0
Total	172	60	79	33

As the table details, among the operators, running time (76 comments) was the most cited category by a rather large margin. Topics in the “other” category (42 comments) mostly discuss specific dangerous intersections or other cautious bus movements currently being performed due to difficult turns or limited visibility. Additionally, many of the “other” comments identified the need for improved lighting at transit stops and transit facilities across the entire Fairfax Connector service area and for better transit striping, crosswalks, and way-finding so that people, cars and buses all know exactly where they should and should not be.

Another way to consider the results from the operator interviews is to look at the comments by route (i.e., which routes were most often cited by the operators). Table 7 details the top twelve routes in terms of how often they were mentioned by the drivers. It is important to note that while there were a total of 172 comments received, each comment may have had more than one route referenced, so the total number of routes mentioned within a comment was 175, while another 50 comments were not route specific. The service that was mentioned the most often were Route 401, with 13 comments, eight of which were about the running time of the route, followed by Route 171 with 11 comments, eight of which were regarding running time, and Route 553 with 10 comments, with four regarding the

running time. The table also details which comment types were most mentioned by the drivers for each of the most mentioned routes. The table suggests that for nearly every route running time issues were a major concern. Other issues mentioned most often include safety & security, transit centers, increase frequency/span and add/remove bus stops.

Table 7: Most Mentioned Routes by Connector Operators

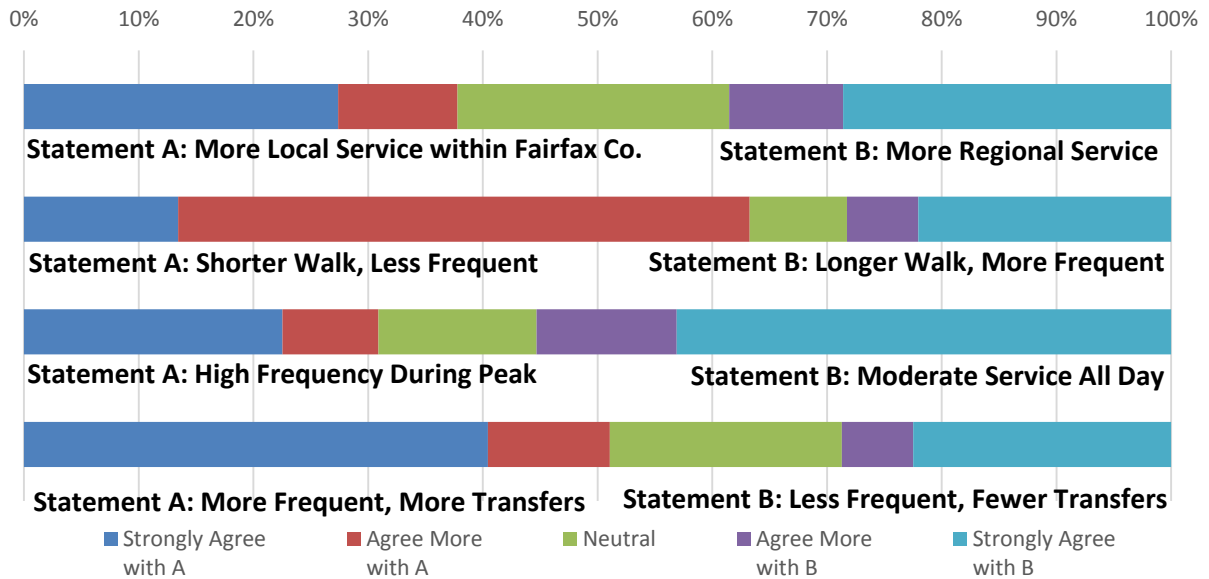
Route	# of Comments	Most Mentioned Comments (# of mentions)
401	13	Running Time Issues (8); N/A (3 – 2 safety & security; 1 customer service)
171	11	Running Time Issues (8); N/A (2 – 1 safety & security; 1 customer service)
553	10	Running Time Issues (4); Transit Centers (3); Increase Frequency/Span (2)
162	9	Running Time Issues (5); N/A (4 – all safety & security)
557	9	Running Time Issues (3); Transit Centers (3)
161	8	N/A (4 – all safety & security); Running Time Issues (3)
402	8	Running Time Issues (3); Increase Frequency/Span (2)
151	5	N/A (3 – 2 safety & security; 1 customer service); Running Time Issues (2)
152	5	Running Time Issues (3); N/A (1 – 1 safety & security; 1 customer service)
371	5	Running Time Issues (3); Add/Remove Bus Stop (2)
631	5	Add/Remove Bus Stop (2)
950	5	Running Time Issues (3)

9.7 Outreach Results and Trends

9.7.1. Trade-Off Activity Results

The trade-off activity was performed in two formats: an interactive format that was used at public workshops and a survey format that was used online and at pop-up events. In the interactive format, participants were asked to use four color coded stickers to choose between two oppositional statements. In the survey format, participants were asked to answer identical trade-off questions to the workshops, however the scale was in a digital touch format that was tallied into the survey’s online database. Figure 17 displays the overall response to the trade-off activity including all event types.

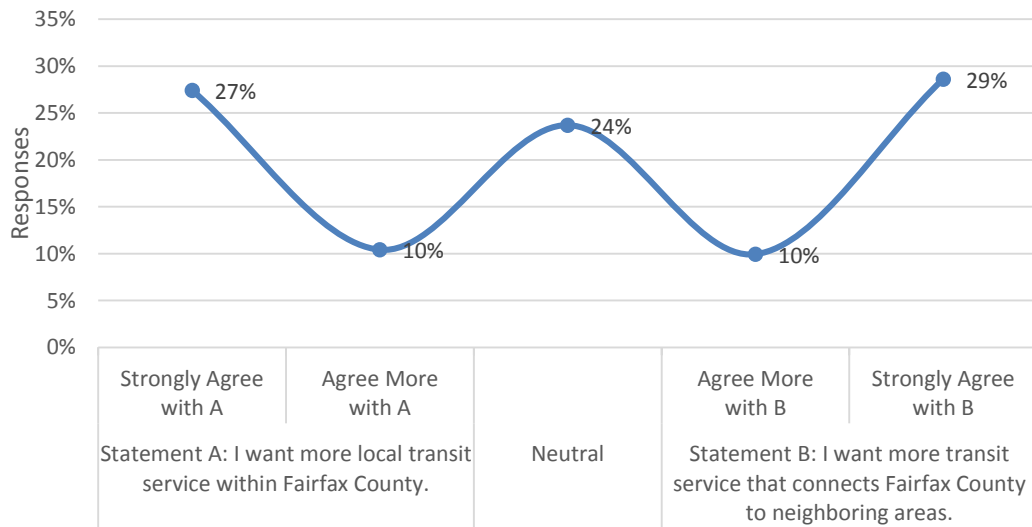
Figure 17: Responses to Tradeoff Questions



Trade-Off One: Local versus Regional Transit

The first trade-off was looking to identify where resources should be focused in providing bus service inside and outside the County. The results for this trade-off (Figure 18) clearly show the opinions were divided across the board. This could be in large part due to the nature of Fairfax County’s geography being so closely tied to the other jurisdictions in the region, as well as the strong need for significant local service. Responses remained varied independent of the income level or the location of the event.

Figure 18: Local Vs Regional Transit

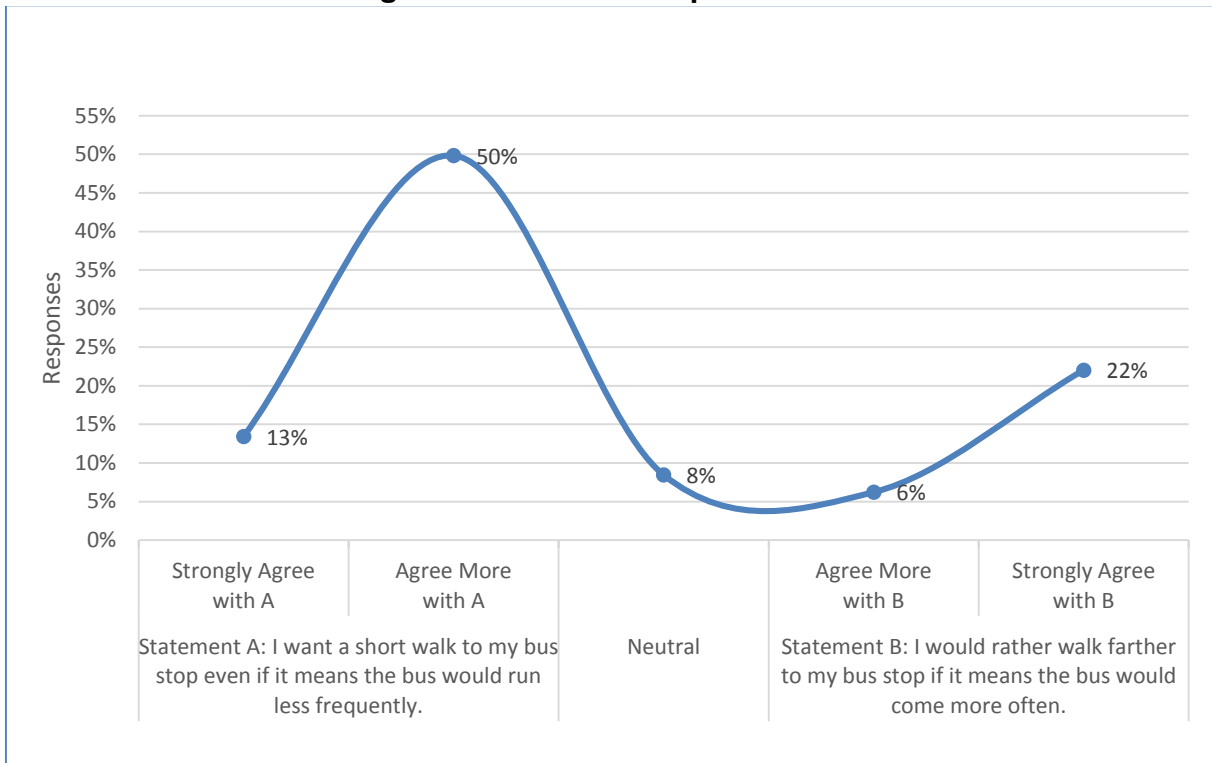


Trade-Off Two: Less Frequent, Shorter Walk Versus More Frequent, Longer Walk

The second trade-off focused on the willingness of a participant to walk a farther in favor of more frequent service. This trade-off does not negate the needs of seniors and persons with disabilities in the provision of transportation services, but instead looks at the value in increasing bus route spacing and removing service redundancies to improve the frequency of service.

As shown in Figure 19, only about one fourth of respondents favored a farther walk if it meant that transit service would be more frequent. Conversely, over half of the respondents felt very strongly about maintaining a short walk at the expense of service frequency. This may be in large part due to poor pedestrian connections in some portions of the County. It should also be noted that income level did not have a major impact on the responses to the second trade off.

Figure 19: Close Vs. Frequent Service



Trade-Off Three: High Peak versus Moderate All Day Frequency

The third trade-off inquired about respondents' priority toward allocating resources toward high frequency peak service or moderate all day service. This question truly investigates the value of servicing various schedule needs of riders. Individuals that work traditional 9:00am to 5:00pm jobs benefit from the high peak period service whereas those with non-traditional schedules or those who use the service as their primary mode of transportation for errands, medical appointments, and recreation benefit from a moderate all day frequency. The results of this trade-off (Figure 20) show over half of respondents favoring all day moderate service. Over 30 percent of respondents requested high peak service. The third trade-off has a lower level of neutral responses than the other trade-offs. Additionally, income level did have a sizable impact on the results of the trade-off, as shown in Figure 21. Low-income respondents favored moderate frequency all day as a group, likely reflective of more non-traditional working hour schedules and more use of the system for non-work trips.

Figure 20: Peak Focused Vs. All Day Service

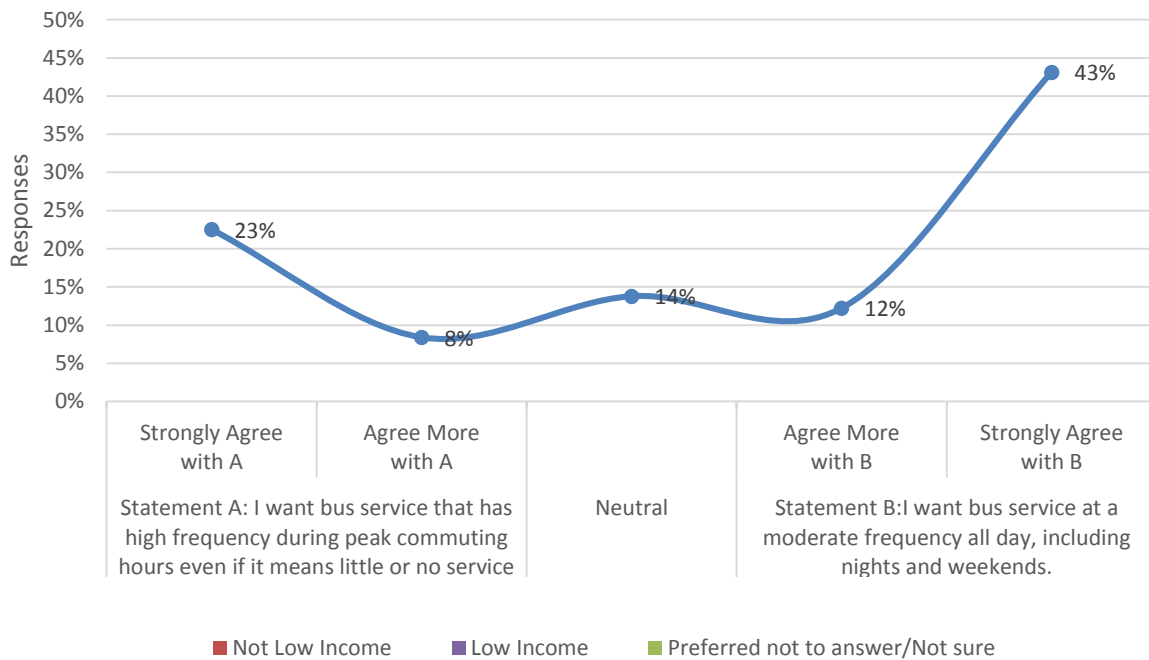
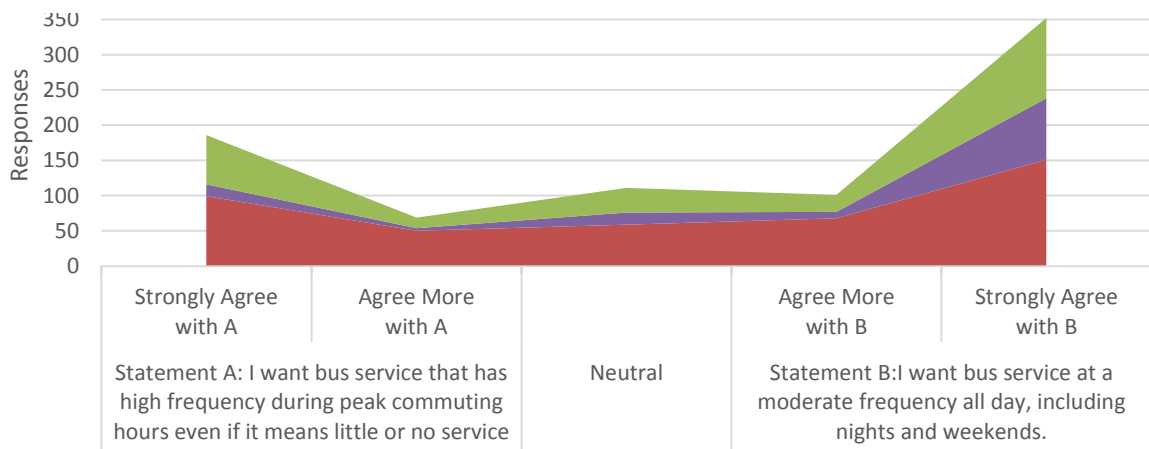


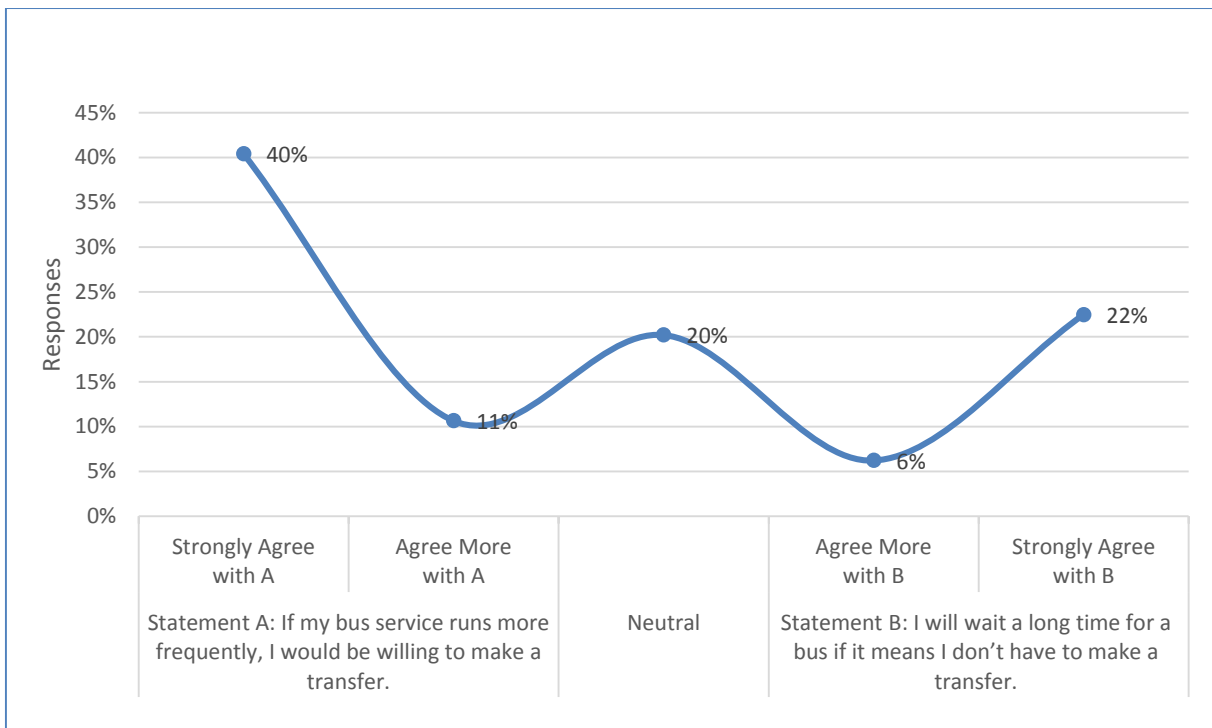
Figure 21: Peak Focused Vs. All Day Service by Income Level



Trade-Off Four: More Frequent, More Transfers Versus Less Frequent, Fewer Transfer

The fourth trade-off was focused on how important it is for riders to avoid transferring between services at the expense of frequency. As seen in Figure 22, over half of respondents noted that they were willing to transfer if it meant the service would run more frequently. The strong affirmative of the second statement, “I will wait a long time for a bus if it means that I don’t have to make a transfer,” had the smallest percentage of respondents of any of the trade-offs listed in the activity. This may indicate that although transferring creates difficulty for riders, service frequency appears to be a priority.

Figure 22: Frequent vs. Direct Service



Result by Event Type

The results of the tradeoff exercise by event location provides insight into how different mediums provided varying results. The workshop events had the smallest number of participants, but overall the respondents at these events leaned toward the second option within each of the first three tradeoffs. The workshop results were also very uniform without much diversity of opinion; this could be because participants could see the responses of others. The online survey responses also were more uniform in response, likely due to the self-selection of participants. Lastly, the pop-up events, which by far had the largest number of participants, most closely influenced the overall results presented above and were more diverse than the results from the workshops and online survey. Details on trade off results by event type (and online) are located in Appendix B.

9.7.2. Origin-Destination Exercise Results

The origin-destination exercise was performed in two formats: an interactive format that was used at public workshops and a survey format that was used online and at pop-up events. In the interactive

format participants were asked to locate the general proximity of their home, three destinations they most often travel to (regardless of mode), and then a destination they have difficulty reaching or wish they could reach easier by transit. In the survey format, participants were asked to enter their home zip code and then choose their three most frequent destinations from a list. An “other” category allowed participants to write in any destination that was not listed. Survey participants were also asked to select a destination they have difficulty reaching using transit from a list, which also included an “other” category.

The two formats for this exercise were combined, yielding 815 participants (287 from online surveys, 495 from surveys conducted at pop-up events, and 33 from workshops) across the County and therefore, travel patterns across the County. All of the origins, destinations and desired destinations were geocoded in order to perform a spatial analysis of the exercise results and also aid in the subsequent service planning portion of this CTP/TDP.

It is critical to be reminded that the results presented in this section are only representative of the 815 people who provided information. It is not intended to be statistically significant nor represent even coverage across the county. The data gleaned from this exercise will be utilized only in close consultation with regional travel patterns identified from regional data sets. However, it is representative of a broad and inclusive outreach process where 815 participants identified 815 origins, 2,560 frequent destinations, and 544 destinations where participants would like to go by transit. These locations were all mapped to show general desire lines within and outside the County.

Origins

Origins in the exercise were concentrated in five areas: Reston-Herndon, Fair Oaks, George Mason, Bailey’s Crossroads/Lake Barcroft/Seven Corners, and the US-1 corridor between Huntington and Hybla Valley. West Falls Church, Annandale, and Mount Vernon were also identified frequently (see Figure 23). Overall, Reston had the highest number of origins and was significantly higher than any other area of the county. This is likely due to its higher population density, high concentration of Fairfax Connector routes, the high amount of surveys completed at events in the Reston area, and high rider interest as a result of the recent Silver Line related service changes. Table 8 lists the top origins selected in this exercise, aggregated to census-designated places and zip code location names.

Destinations

Destinations recorded in the exercise captured respondents’ most frequent destinations, regardless of their mode of travel. Destinations were concentrated in major employment and activity centers both within and outside the county. The highest concentrations within the county were in Tysons Corner, Herndon, Merrifield, Seven Corners (West Falls Church), Fair Oaks, and Springfield. Outside the county, the highest concentrations were in downtown Washington DC, Arlington, Alexandria, and the Dulles/Route 28 area. Overall, Washington DC had the highest number of destinations, followed by Tysons Corner and Herndon. Figure 24 illustrates the concentrations of destinations chosen in this exercise. Table 8 lists the top destinations and the number of responses, aggregated to census-designated places and zip code names.

Desired Destinations

The top “desired destinations,” or destinations that were chosen as difficult to reach or desired to reach using transit, were also concentrated in areas both within and outside the county. The top locations selected within the county were in Tysons Corner, Reston-Herndon, Fair Oaks, Fairfax City, Merrifield, Seven Corners (West Falls Church), Springfield and Fort Belvoir. Outside the county, the top locations selected included the Dulles/Route 28 area (Sterling), downtown Washington, Alexandria, Arlington, Montgomery County, Maryland, and Prince George’s County, Maryland. All of these locations have

existing transit services, though the connections may not be convenient. The origin-destination pairs are discussed below. Figure 25 illustrates the concentrations of “desired destinations” and Table 10 summarizes the top locations selected in the exercise, aggregated to census-designated places and zip codes.

Table 8: Top Origins Selected

Origin Location	Number
Reston	216
Herndon	71
Hybla Valley	49
George Mason	40
Lake Barcroft	39
Huntington	34
Fairfax City	26
Mount Vernon	22
West Falls Church	20
Annandale	16

Table 9: Top Destinations

Destination Location	Number
Washington	525
Tysons Corner	351
Herndon	308
Arlington	215
Alexandria	168
Merrifield	166
West Falls Church	141
Fairfax City	125
Fair Oaks	117
Springfield	113
Sterling (Dulles/Rte 28)	111

Table 10: Top Desired Destinations

Desired Destination	Number
Tysons Corner	66
Sterling	64
Washington	55
Rockville	45
Capitol Heights	40
Alexandria	35
Fair Oaks	35
Herndon	30
Merrifield	26
Fairfax City	25
West Falls Church	22

Figure 23: Concentrations of Origin Locations Selected in OD Exercise

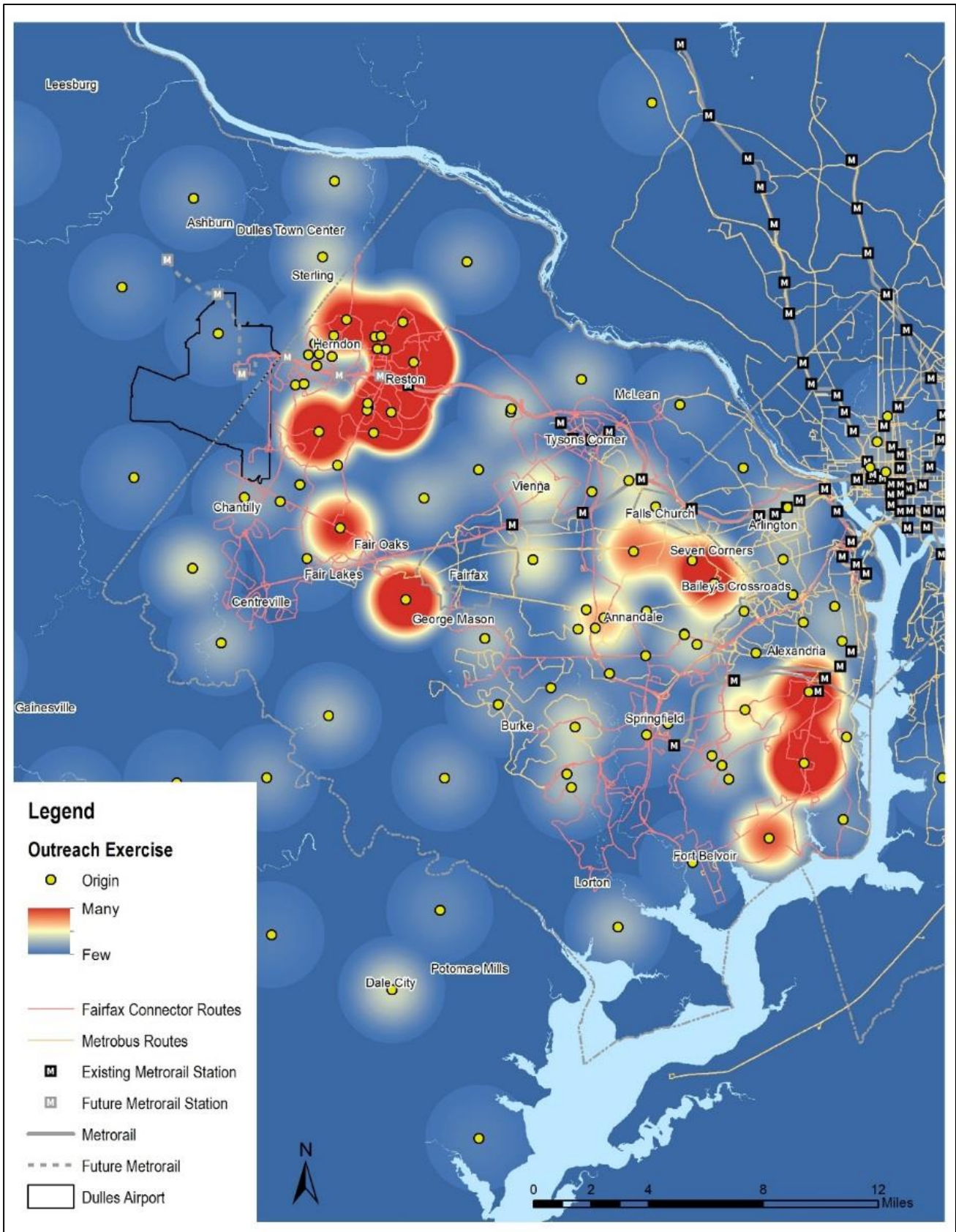


Figure 24: Concentrations of Destinations Selected in OD Exercise

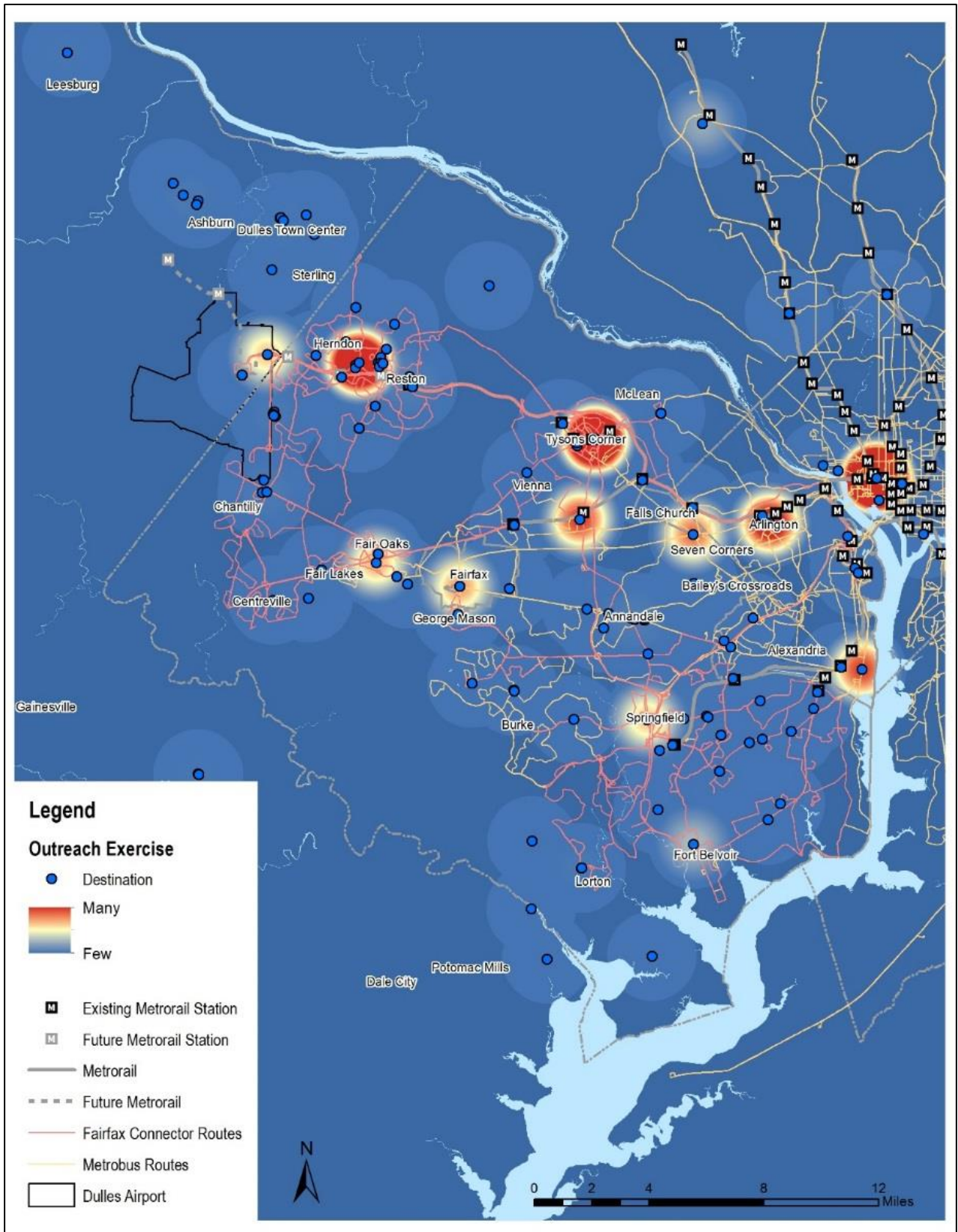
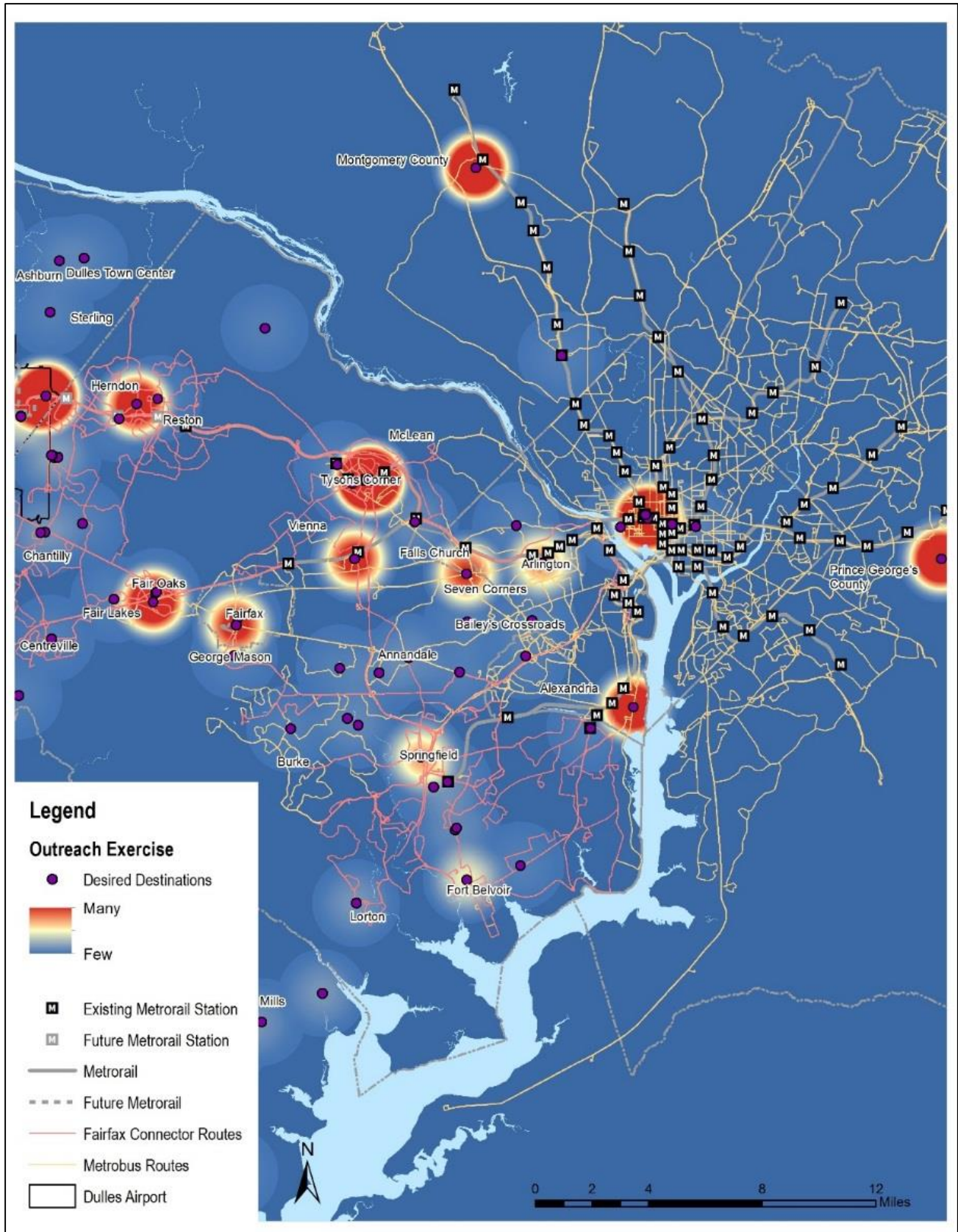


Figure 25: Concentrations of Desired Destinations Selected in OD Exercise



Origin-Destination Pairs

All of the origins and destinations selected by participants at public workshops were geocoded and then aggregated to the zip code boundaries into which they fell.⁶ These origins and destinations were then added to the zip codes and places selected by pop-up participants and online participants. The links between participants' origins and their destinations were maintained in this process in order to build an aggregate network of origin-destination pair desires between zip codes around the region. Ensuring that there is adequate transit service between the top pairs will be a significant component of the service planning process of this CTP/TDP.

Overall 2,560 origin-destination pairs were geocoded and aggregated to zip code pairs (shown in Figure 26). As a result of the large number of surveys conducted at the Reston Multicultural Festival, several of the top origin-destination pairs originated in Reston, specifically to other major activity centers, including Washington DC, Herndon, Tysons Corner, Sterling (Dulles/Route 28), and Arlington. Hybla Valley to Washington DC and Alexandria, and Herndon to Washington DC were also top pairs.

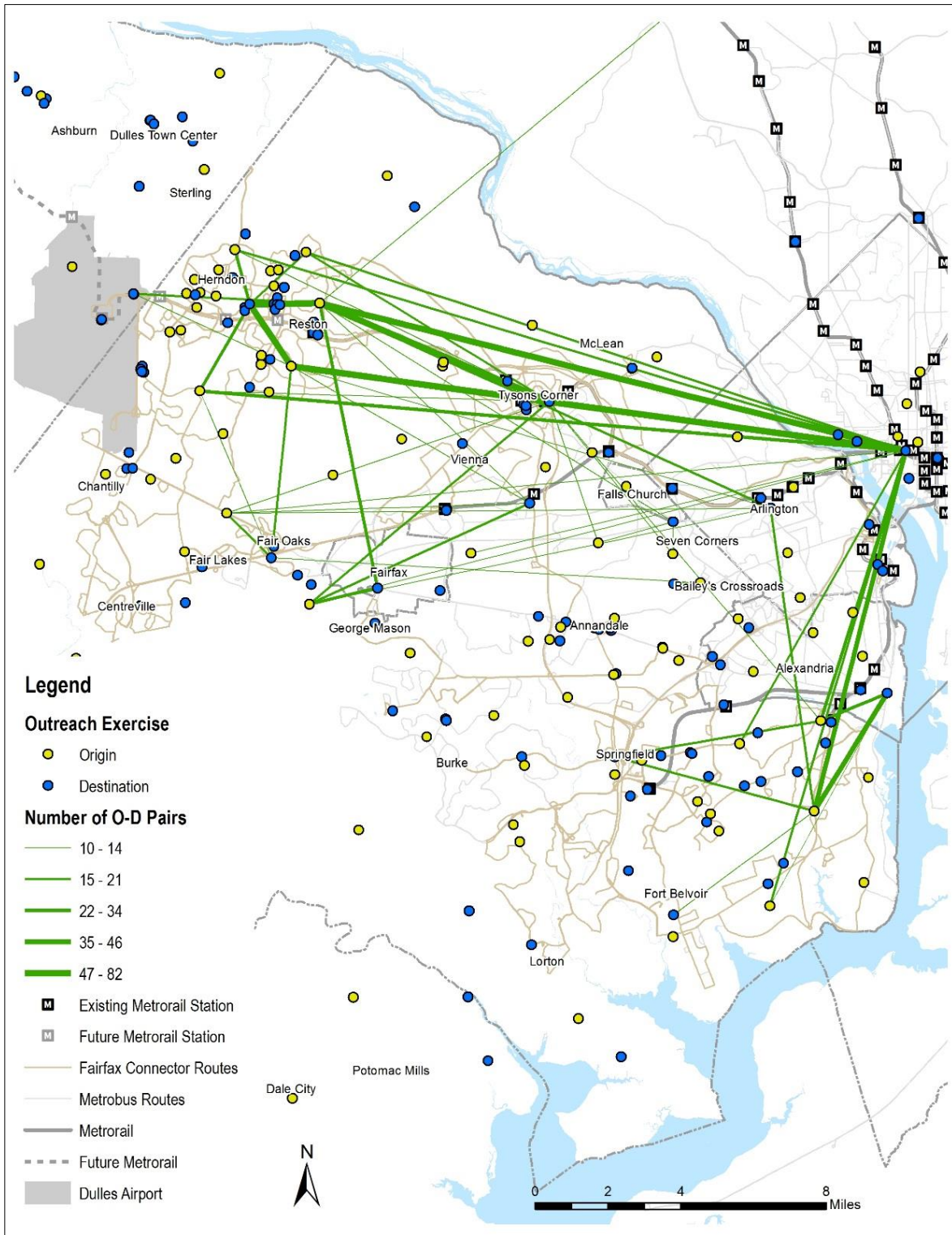
Table I I summarizes these top origin-destination pairs. While trips between major generators in all of these pairs can be accomplished using existing transit services, this information will be used in the service planning process to ensure adequate service levels and service coverage.

Table I I: Top Origin-Destination Pairs

Origin-Destination	Number
Reston to Washington	168
Reston to Herndon	144
Reston to Tysons Corner	131
Hybla Valley to Washington	46
Hybla Valley to Alexandria	40
Reston to Sterling	39
Herndon to Washington	34
Reston to Arlington	34

⁶ While actual point location for origins and destinations were provided at the public workshops, only zip codes were provided in the survey; all locations were therefore aggregated to the zip code level to make responses from different sources comparable.

Figure 26: Top Origin-Destination Pairs Selected



Origin-Desired Destination Pairs

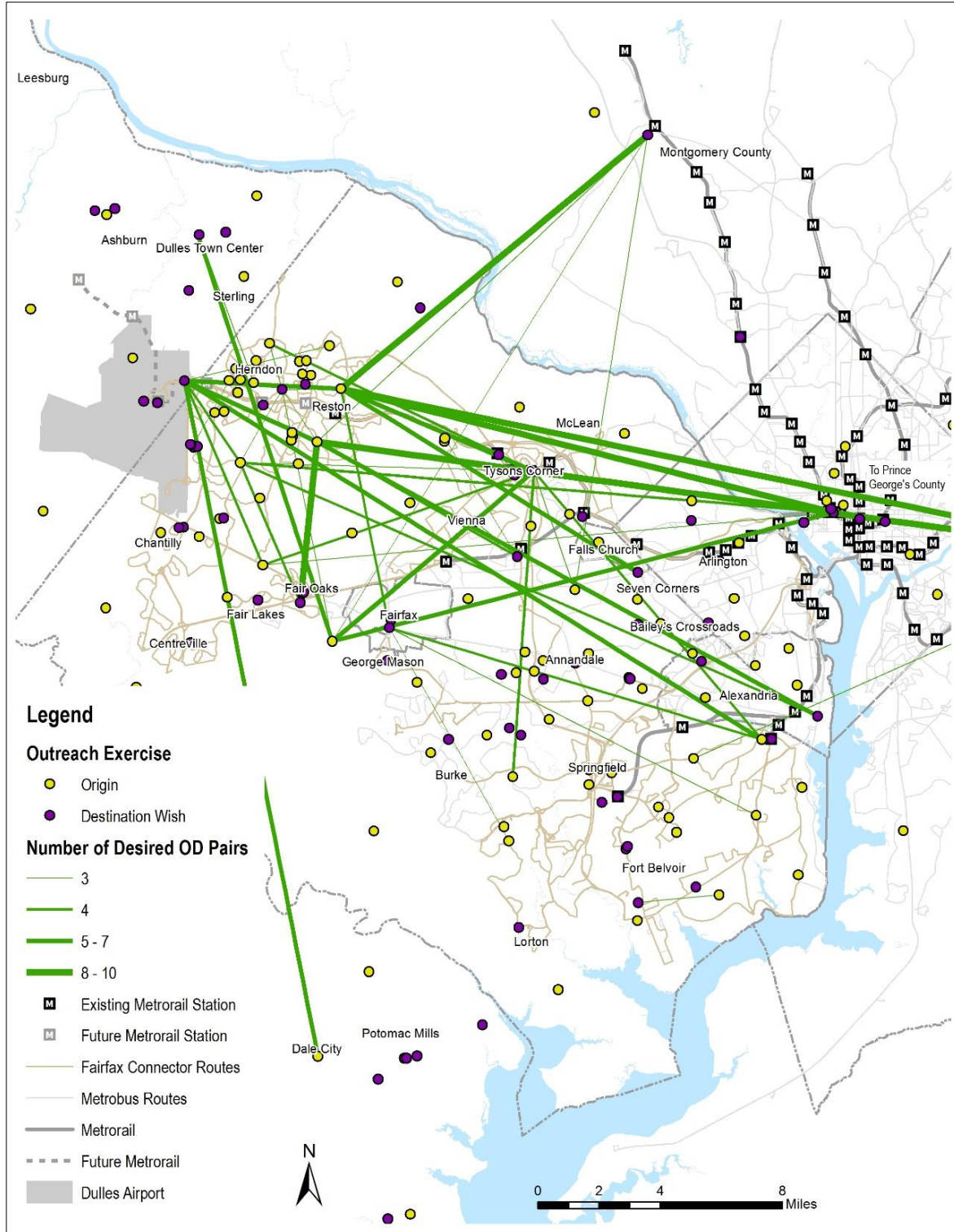
The same process used for the frequent origin-destination pairs was used for the origin to desired destination by transit pairs, resulting in an aggregate network of pairs between zip codes. For these pairs, the service planning process will evaluate the true demand between the locations and make decisions on whether or not new services or increased service levels on existing services is warranted.

Overall, 544 origin-desired destination pairs were able to be geocoded and aggregated to zip code pairs (shown in Figure 27). The top origin-desired destination pairs were between Reston and other locations, with four of the top five pairs being between Reston and jurisdictions outside of Fairfax County. This included Prince George’s County, Montgomery County, Washington DC, and Alexandria. All of these pairs would require connections with other transit agencies if operated by Fairfax Connector, or they could potentially be served by Metrobus. Other top pairs included Reston to other Fairfax County locations, including Fair Oaks, Herndon, Tysons Corner and Merrifield. Other top pairs included George Mason to Sterling, Tysons Corner and Washington DC; Herndon to Alexandria; and Huntington to Sterling. Interestingly enough, one additional top pair was between two locations outside of Fairfax County: Dale City (Prince William County) to Sterling (Dulles/Route 28 in Loudoun County). Table 12 summarizes the top origin-desired destination pairs.

Table 12: Top Origin-Desired Destination Pairs

Origin-Desired Destination	Number
Reston to Prince George’s County	19
Reston to Montgomery County	15
Reston to Washington	15
Reston to Sterling (Dulles/Rte 28)	14
Reston to Alexandria	9
Reston to Fair Oaks	9
Reston to Herndon	8
Reston to Tysons Corner	8
Reston to Merrifield	7
Dale City to Sterling	6
Reston to Fairfax City	6
Reston to West Falls Church	6
Herndon to Alexandria	5
George Mason to Sterling (Dulles/Rte 28)	5
George Mason to Tysons Corner	5
George Mason to Washington	5
Huntington to Sterling (Dulles/Rte 28)	5

Figure 27: Top Origin-Desired Destination Pairs



Results by Event

The results of the exercise by event location provide insight into trip patterns in different sections of the county. Generally, origins selected at public workshops tended to be close to the workshop locations, as most people attended after returning home from work. Origins selected from pop-up locations however, were more randomly located, as they were generally held during commuting times at major generators or on weekends at major generators. Attendees of pop-ups therefore, with the exception of the Reston Multicultural Festival, were more likely to be farther away from their residences. Online entry origins were more representative of the county as a whole, with most origins generally coming from the more densely populated areas of the county.

Details on origin-destination and origin-desired destination pairs for each event (and online) are located in Appendix C.

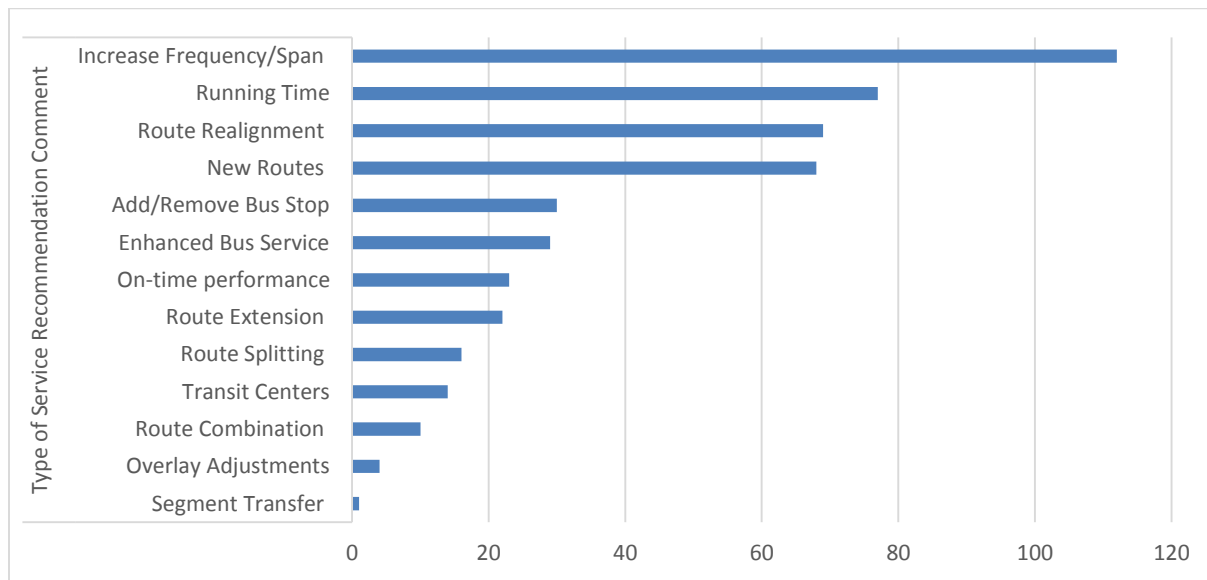
9.8 Overall Participant Feedback

The feedback received for those participating in public outreach events, both through online interactions and at in person events, were collected and categorized for the purposes of the service planning process. Although the efforts around the CTP/TDP are mainly focused on bus service planning feedback, information regarding other features of providing quality bus service were collected and categorized in support of improving the overall provision of transit services in the County. The three major categories in which comments were defined were Service Planning, Customer Service, and Resource Information. Figures 28 - 30 provide a summary of the most prominent comment subcategories in each of the three major categories. (There were comments that could not be defined in these areas that were still considered, but were not reflected as themes in this effort.)

9.8.1. Service Planning Comments

The most common request in improving overall service quality was increasing the frequency and span of service. Many participants felt that bus services started too late / ended too early and that the frequency of service could be amplified in the county. The second most common comment was provided by bus operators on the need to create more realistic running times when scheduling Metrobus and Fairfax Connector service.

Figure 28: Service Planning Recommendations by Category

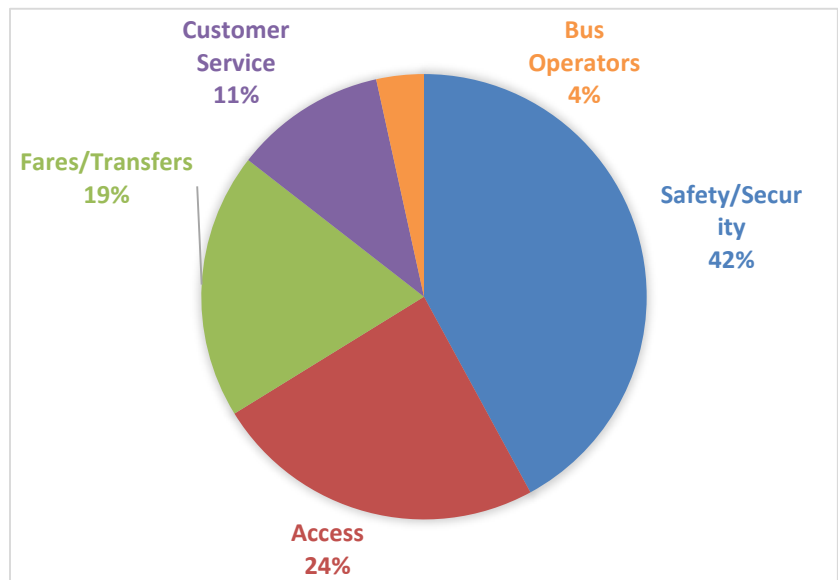


Other major themes that were discussed by participants were the need to realign specific routes to better serve riders, the introduction of new routes and new locations to be served by transit in the county, as well as the addition or removal of bus stops. There were also comments requesting the extending, splitting, or combining of bus routes, as well as transfer of route segments, but these were far less common than the other planning requests. This is not to say that these service concepts were not important to participants, as several of these categories are more obscure in nature, but they were less commonly collected during the campaign. Other service planning comments which were of note included the improvements to existing transit centers and new locations for transit centers that would benefit passenger transfers and public safety; implementation of enhanced bus service (such as a Bus Rapid Transit style service) to increase reliability and speed; and issues with on time performance, reducing fare costs, and making effective transfers between routes.

9.8.2. Customer Service Comments

Comments that were related to the quality of customer service was the second most significant comment area, making up 22 percent of overall themes noted in the outreach effort. The largest customer service comment noted by participants was the need for increased security and safety when using the service and through roadway features and improved passenger amenities. The second largest concern was accessibility of the service for persons with disabilities and seniors. Other major comment areas were related to the fare and transfer issues, quality of the customer call center and the courtesy of bus operators.

Figure 29: Customer Service Comments by Category

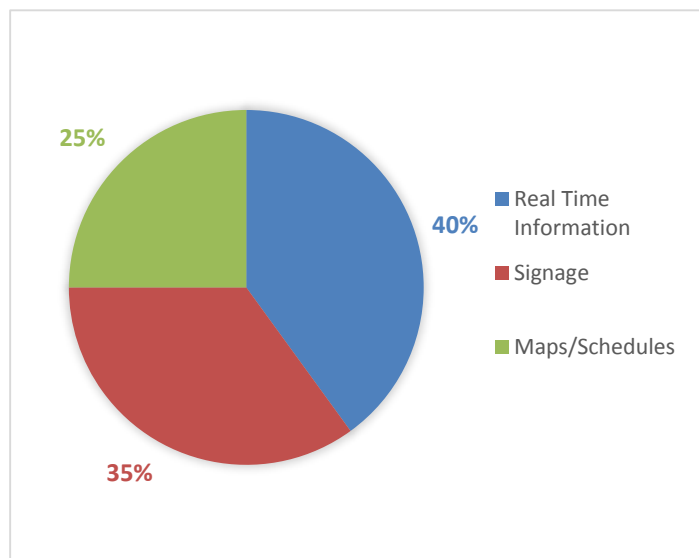


The overall perception of the service as a friendly, accessible, and safe service is a goal that was repeated by participants in their comments and is a goal toward which FCDOT strives. These comments will be shared with the customer service and operations departments.

9.8.3. Resource Information Comments

The third largest comment area was improved resource information. As important as revising and updating the bus network is for the experience of existing and potential transit users, the resources that define and clarify the transit network are just as critical for attracting new riders and supporting existing riders. The most significant resource need that was presented in the majority of event formats was the need for Fairfax Connector bus service to provide real time arrival information in the field and online. The second largest comment area was for clear and legible signage at Metrorail stations and at bus stops. The other major theme of resource support was making map/schedule information more readily available and updating maps to reflect new and current conditions. It is clear by the comments that were received as a part of the campaign that if resources are updated, improved, and more accessible that this could increase interest in the service and improve the comfort level passengers will have with using bus service in the County.

Figure 30: Resource Information by Category



Appendix A: Survey Instrument

1. Which bus service(s) do you ride (choose all services that apply)?

*

- Fairfax Connector
- Metrobus
- CUE
- PRTC
- ART
- DASH
- TAGS
- Loudoun County
- None
- Other

2. How often do you ride the bus? *

- 7 days per week
- 6 days per week
- 5 days per week
- 3-4 days per week
- 1-2 days per week
- 1-2 days per month
- Less than one day per month
- Never

3. How often do you ride Metrorail? *

- 7 days per week
- 6 days per week
- 5 days per week
- 3-4 days per week
- 1-2 days per week
- 1-2 days per month
- Less than one day per month
- Never

4. Move the tab closest to the statement that you feel most strongly toward:

- **Statement A** - I want more local transit service within Fairfax County.
- **Statement B** - I want more transit service that connects Fairfax County to neighboring areas.

*

Statement A Neutral Statement B

5. Move the tab closest to the statement that you feel most strongly toward:

- **Statement A** - I want a short walk to my bus stop even if it means the bus would run less frequently.
- **Statement B** - I would rather walk farther to my bus stop if it means the bus would come more often.

*

Statement A Neutral Statement B

6. Move the tab closest to the statement that you feel most strongly toward:

- **Statement A** - I want bus service that has high frequency during peak commuting hours even if it means little or no service at other times.
- **Statement B** - I want bus service at a moderate frequency all day, including nights and weekends.

*

Statement
A

Neutral

Statement
B

7. Move the tab closest to the statement that you feel most strongly toward:

- **Statement A** - If my bus service runs more frequently, I would be willing to make a transfer.
- **Statement B** - I will wait a long time for a bus if it means I don't have to make a transfer.

*

Statement
A

Neutral

Statement
B

8. Where do you live (Please provide us with your zip code)?

9. Please indicate the top three destinations you travel to the most: (Choose Three) *

Choice 1

Choice 2

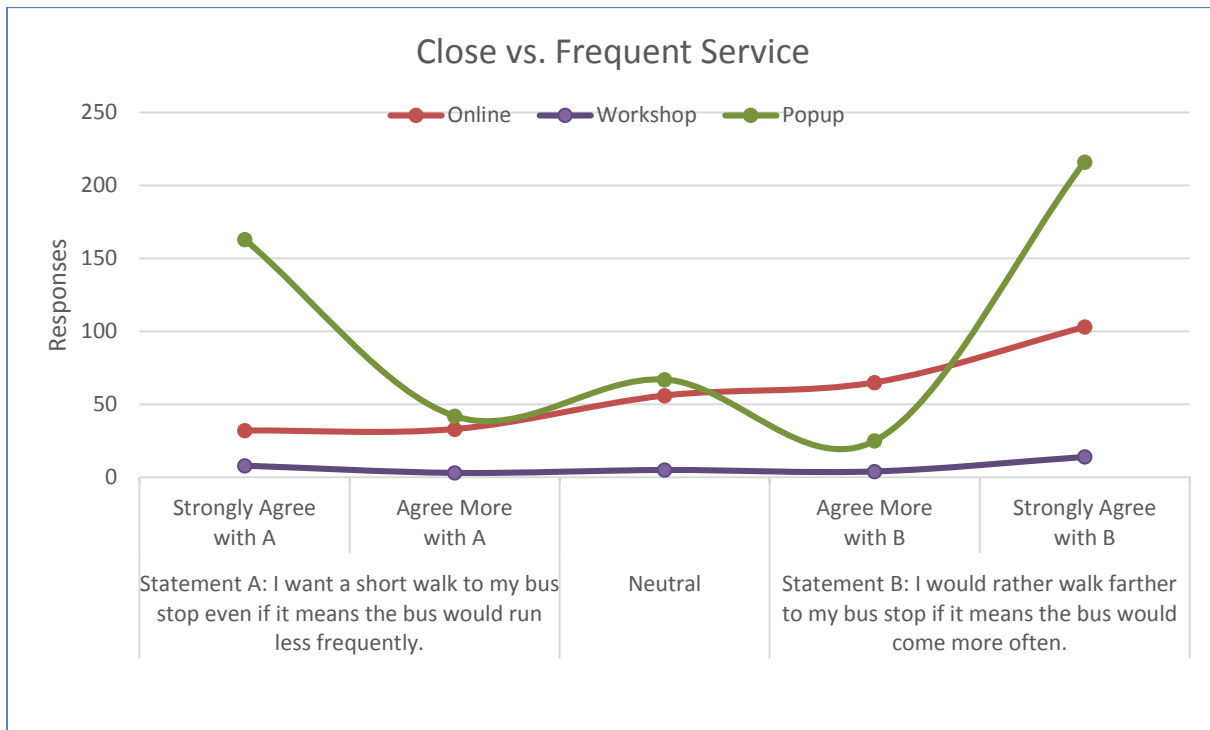
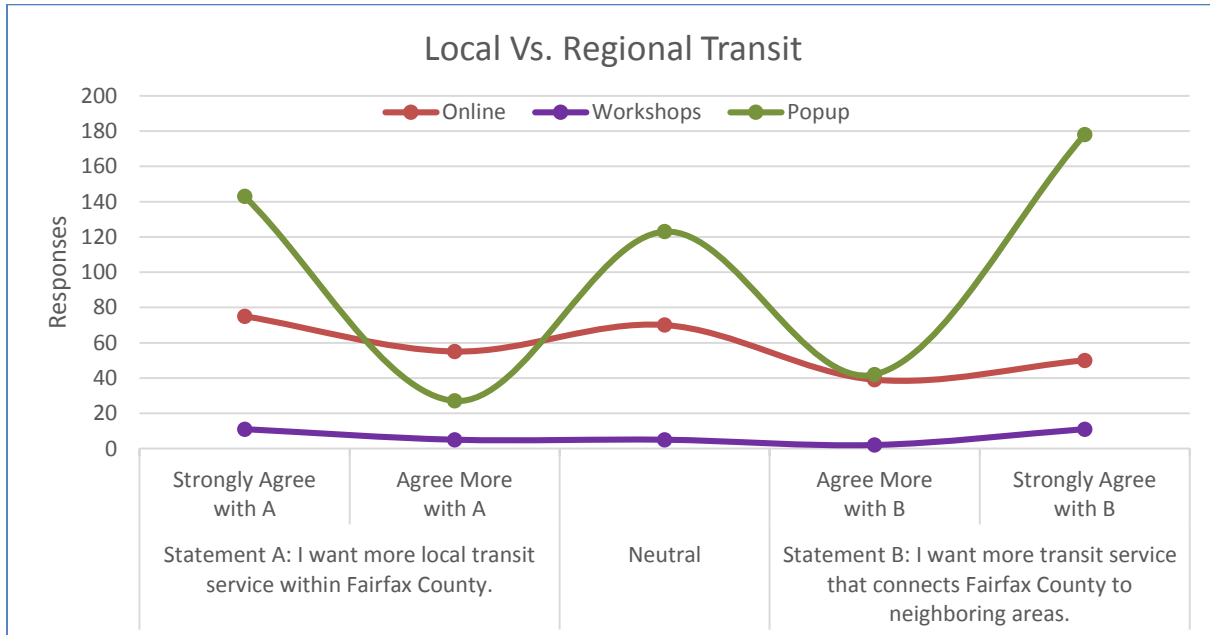
Choice 3

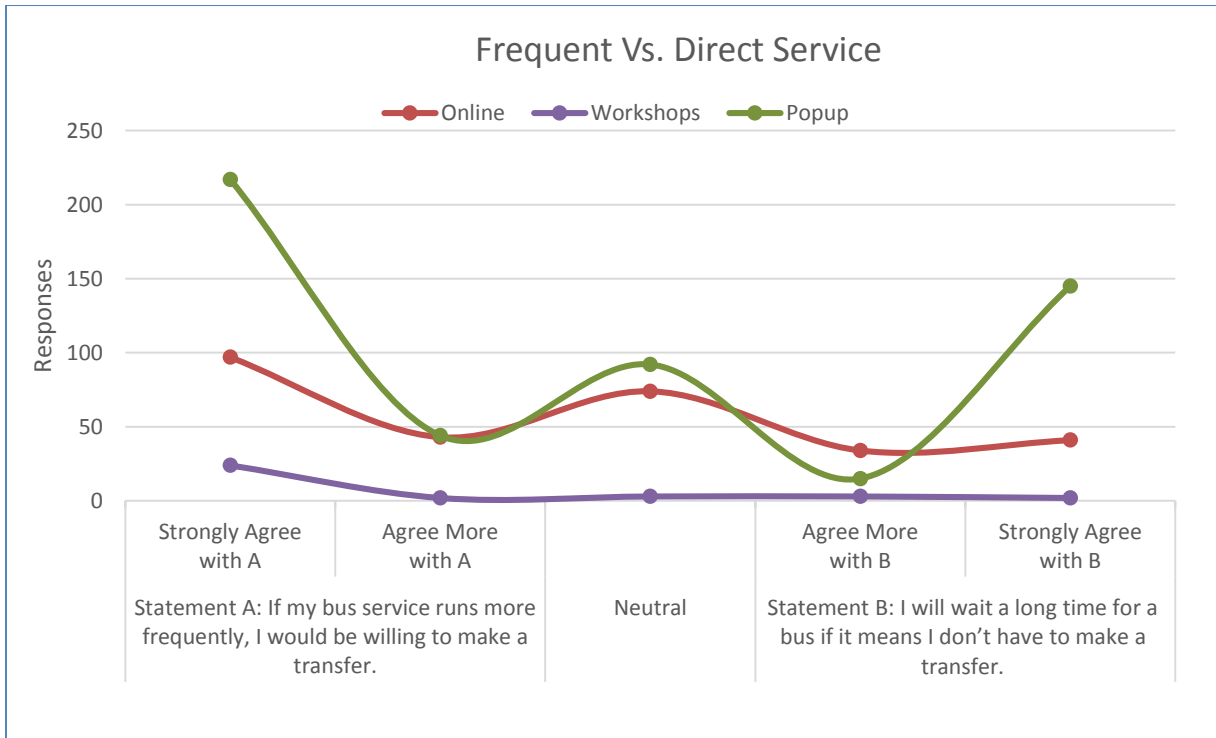
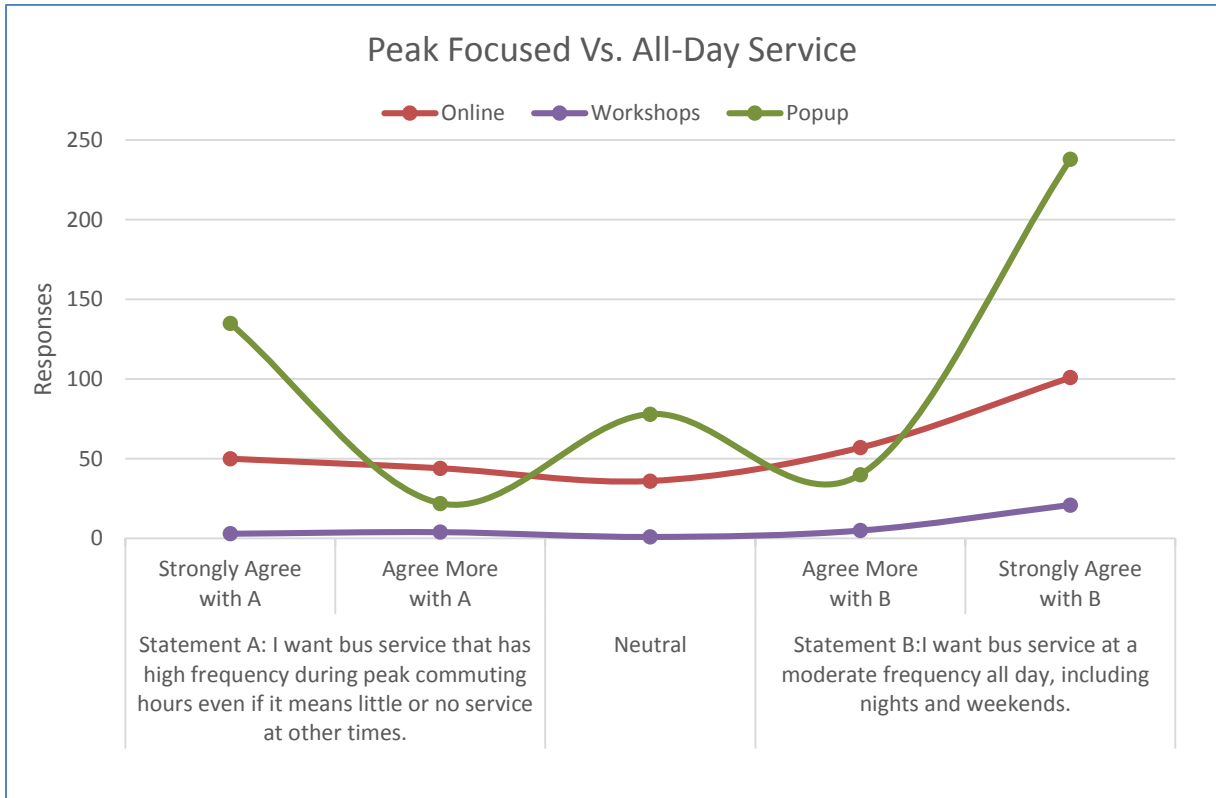
10. Is there a location you travel to frequently that was not listed above? If so, where?

11. Is there any destination that you would like to travel to by bus or train but find that it is too difficult to get to? (Choose One) *

- Tysons/McLean
- Vienna/Merrifield
- Government Center/Fair Oaks/Fair Lakes
- Falls Church/7 Corners/Bailey's Crossroads/Skyline
- Fairfax City/George Mason
- Ft. Belvoir
- Springfield
- Reston/Herndon
- Route 28/Dulles area
- DC
- Arlington County (including the Pentagon and Reagan National Airport)
- Alexandria
- Montgomery County, MD
- Prince Georges County, MD
- None
- Other

Appendix B: Trade-Off Results by Event Type





Appendix C: Origin-Destination Analysis by Event

Origin-Destination Pairs by Event

Pop-Ups		
Event	Origin-Destination	Number
Fairfax Corner	Reston to Herndon	17
	Reston to Washington	17
	Reston to Tysons Corner	12
Huntington	Hybla Valley to Washington	35
	Hybla Valley to Alexandria	34
	Huntington to Washington	26
	Huntington to Alexandria	23
Reston	Reston to Washington	86
	Reston to Tysons Corner	81
	Reston to Herndon	67
	Reston to Sterling	25
	Lake Barcroft to West Falls Church	24
	Lake Barcroft to Tysons Corner	20
Seven Corners	George Mason to Tysons Corner	13
	George Mason to Merrifield	11
	Centreville to Washington	6
	Fairfax City to Arlington	6
	Fairfax City to Merrifield	6
	Fairfax City to Washington	6

Public Workshops		
Event	Origin-Destination	Number
Annandale	Annandale Internal	3
	Lincolnia to Alexandria	3
Chantilly	Franklin Farm to Reston	2
	Chantilly to Reston	1
	Franklin Farm to Burke Centre	1
Hutchison (Herndon)	Herndon Internal	5
Lynbrook (Springfield)	Herndon to Reston	2
	Newington Forest to Reston	2
	Springfield to Annandale	1
Southgate (Reston)	Wakefield to Burke	1
	Reston Internal	12
	Reston to Springfield	2

Online		
Event	Origin-Destination	Number
Online	Reston to Washington	61
	Reston to Herndon	56
	Reston to Tysons Corner	37
	Herndon Internal	35
	Reston to Arlington	23
	Herndon to Washington	21
	Reston to Fair Oaks	13
	Reston to Sterling	11
	Herndon to Arlington	10
	George Mason to Fair Oaks	9
	Hybla Valley to Washington	9
	Reston to Montgomery County	9

Origin-Desired Destination Pairs by Event

Pop-Ups		
Event	Origin-Desired Destination	Number
Fairfax Corner	Dale City to Sterling (Dulles)	6
	Reston to Tysons Corner	6
	Reston to Washington	3
Huntington	Huntington to Sterling (Dulles)	4
	Huntington to Tysons Corner	4
Reston	Reston to Prince George's County	18
	Reston to Washington	9
	Reston to Montgomery County	8
	Reston to Sterling (Dulles)	8
	Reston to Fairfax City	6
	Reston to Merrifield	5
Seven Corners	George Mason to Tysons Corner	4
	Fairfax City to Tysons Corner	3
	George Mason to Washington	3
	Centreville to Tysons Corner	2
	Clifton to Washington	2
	Fairfax City to Montgomery County	2

Public Workshops		
Event	Origin-Desired Destination	Number
Annandale	Annandale Internal	1
	Annandale to Potomac Mills	1
	Lincolnia Internal	1
	Lincolnia to Woodlawn	1
Chantilly	Chantilly to Fair Oaks	1
	Franklini Farm to Sterling (Dulles)	1
	Greenbriar to Sterling (Dulles)	1
Hutchison (Herndon)	Herndon Internal	3
	Herndon to Ashburn	1
	Herndon to Centreville	1
	Herndon to Washington	1
Lynbrook (Springfield)	McNair to Herndon	1
	Kingstowne to Huntington	1
	Springfield to Washington	1
Southgate (Reston)	West Springfield to Springfield	1
	Reston to Idylwood	2
	Reston Internal	1
	Wolf Trap to Reston	1

Online		
Event	Origin-Desired Destination	Number
Online	Reston to Fair Oaks	7
	Reston to Alexandria	6
	Reston to Herndon	6
	Reston to Montgomery County	6
	Reston to Sterling (Dulles)	6
	Arlington to Sterling (Dulles)	3
	Herndon to Alexandria	3
	George Mason to Sterling (Dulles)	3
	Herndon Internal	3
	Reston to Arlington	3
	Reston to Leesburg	3
	Reston to Washington	3
West Springfield to Tysons Corner	3	
Wolf Trap to Merrifield	3	

Connections 2015

shaping the bus network

DEFINING THE COMPREHENSIVE TRANSIT PLAN

Overview

Fairfax County Department of Transportation is working on improving bus service with better connections and better service through the development of its 10-year Comprehensive Transit Plan. The County is embarking on an outreach effort, “**Connections 2015**,” to obtain public input on how it can improve and expand Fairfax Connector and Metrobus service, which will ultimately support the development of the plan. A lot of exciting changes to the County’s bus services have happened recently with the opening of Metro’s Silver Line, but more can be done for the entire County. Public participation and input is key to the success of the plan.

What is the Comprehensive Transit Plan (CTP)?

- Compares current bus service to travel patterns and needs.
- Recommends service and facility adjustments to meet ten year demand.
- Results in a prioritized plan for needed bus service and facility improvements from FY2016 - FY2025.
- Will be used to create a new Transit Development Plan (TDP) - a six year plan that is limited to available funding and is required every six years by the Virginia Department of Rail and Public Transportation (DRPT).



IMPROVING REGIONAL TRANSPORTATION

What is the Relationship Between the CTP and Other Studies in the Region



What has Been Accomplished Since the Last TDP in 2009

Fairfax Connector

Route	Proposal	Action Taken
151/152	Improve peak, mid-day and Saturday headways	Route 151 Headway and service improvements, add 1 improvements proposed as future action
171	Restructure route to terminate at Lorton VRE train station	Route now terminates at Lorton VRE train station
305/307	Restructure routes	New route 305 established
310	Increase Frequency	Peak and midday headways improved
331/332	Restructure routes	Replaced with new routes 333/334
371	New route as part of 171 restructuring	Route 371 established with 171 change; later restructured with new 372 and 373
380	Revise route	New routes 395 established
401/402	Adjust routing in Tysons and increase frequency	Implemented
434	New route: Kirby Road	Not implemented; 734 implemented instead
461	New route to replace segments of old 463	Implemented
462	Restructure to serve Silver Line; improve service	Implemented
463	Restructure to serve Silver Line; improve service	Implemented
505	Eliminate with Silver Line opening	Changed into RTC-Wiehle shuttle
551	Eliminate with Silver Line opening	Preserved and expanded
552	Truncate to Wiehle/Reston East; improve service	Implemented

Fairfax Connector

Route	Proposal	Action Taken
553	Truncate to Wiehle/Reston East; improve service	Implemented
554	Truncate to Wiehle/Reston East; improve service	Implemented
557	Truncate to Wiehle/Reston East; improve service	Implemented
574	Adjust routing; improve service	Implemented but with different routing in Tysons
585	Restructure/extend to Dulles Discovery	Implemented
595/597	Eliminate with Silver Line opening	Combined into new 599
721	New route: McLean Connector	Implemented
923	New Herndon circulator	Reworked as new 937
924	Extend to Wiehle/Reston East	Implemented
926	Extend to Wiehle/Reston East	Implemented
927	Extend to Wiehle/Reston East	Restructured
929	Extend to Wiehle/Reston East and restructure	Implemented
950	Truncate to Wiehle/Reston East; improve service	Implemented
951/952	Eliminate/replace by 959	Restructured instead
980	Reduce service/truncate to Wiehle/Reston East	Implemented
981	New route to serve Dulles Corridor	Implemented in 2012; truncated to Wiehle-Reston East with Silver Line opening
RIBS 4	Improve frequency	Restructured
New	BRAC shuttle proposals	New route 335 established
New	HOT Lane proposals	New routes 493, 494, and 495 established

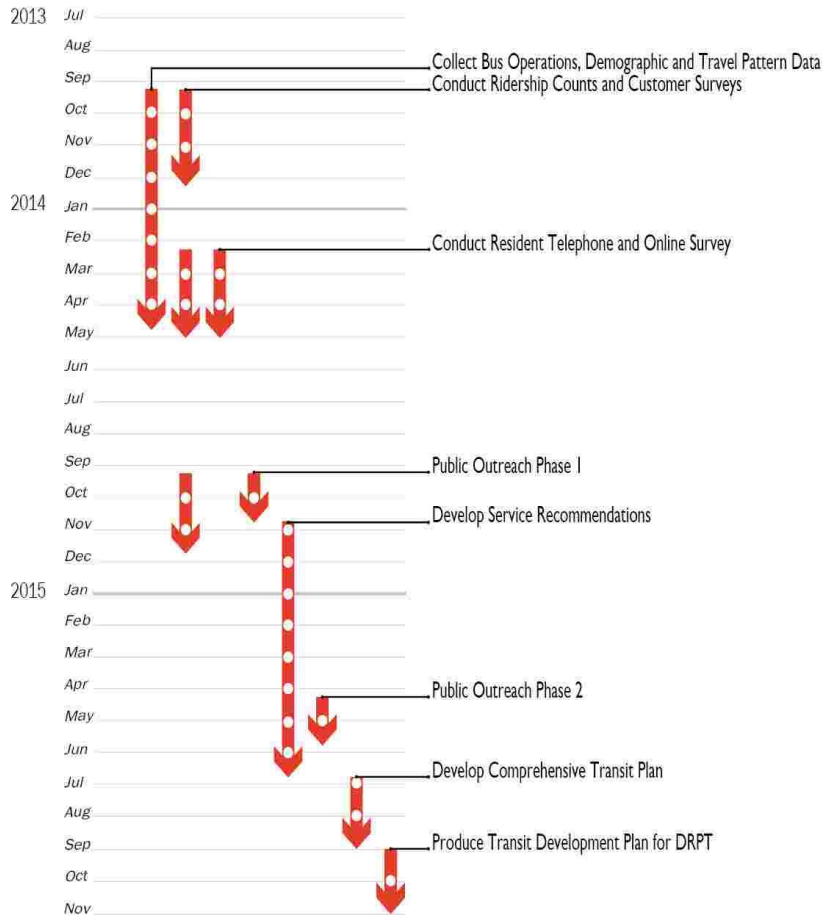
Metrobus

Route	Proposal	Action Taken
1C	Restructure service at western end	Implemented but with different alignment
2B	Restructure; split at Dunn Loring	Implemented
2T	Restructure to serve Silver Line	Implemented
7A.F	Simplify route	Implemented for peak period service
15KL	Replace with shuttle to Rosslyn	Not implemented as proposed; extended to East Falls Church to replace 24T
24T	Streamline	Replaced by 15K/L east of VA-123; replaced by 724 west of VA-123
28X	Limited-stop overlay on 28 line	Implemented
29KN	Improve peak and mid-day headway	Midday headways improved
29N	Extend to Vienna Metrorail and add Sunday Service	Implemented
REX	Restructure route and enhance schedule	Headway improvements



PROJECT TIMELINE AND ACCOMPLISHMENTS

Project Timeline



Profile of the Current Bus Network

County Bus Service Areas

- **North** - Fairfax Connector service
Most coverage, primarily circulator routes or Metrorail feeders.
- **South** - Primarily Fairfax Connector service
Primarily longer local routes. Less focused on commuter service and feeding Metrorail.
- **West** - Fairfax Connector service
Focused on commuter service and feeding Metrorail, little service in midday or in evenings, no service on weekends.
- **Central** - Primarily Metrobus service
Mostly off-peak and weekend service, many bus connections to Arlington and Alexandria.



Bus Services Provided

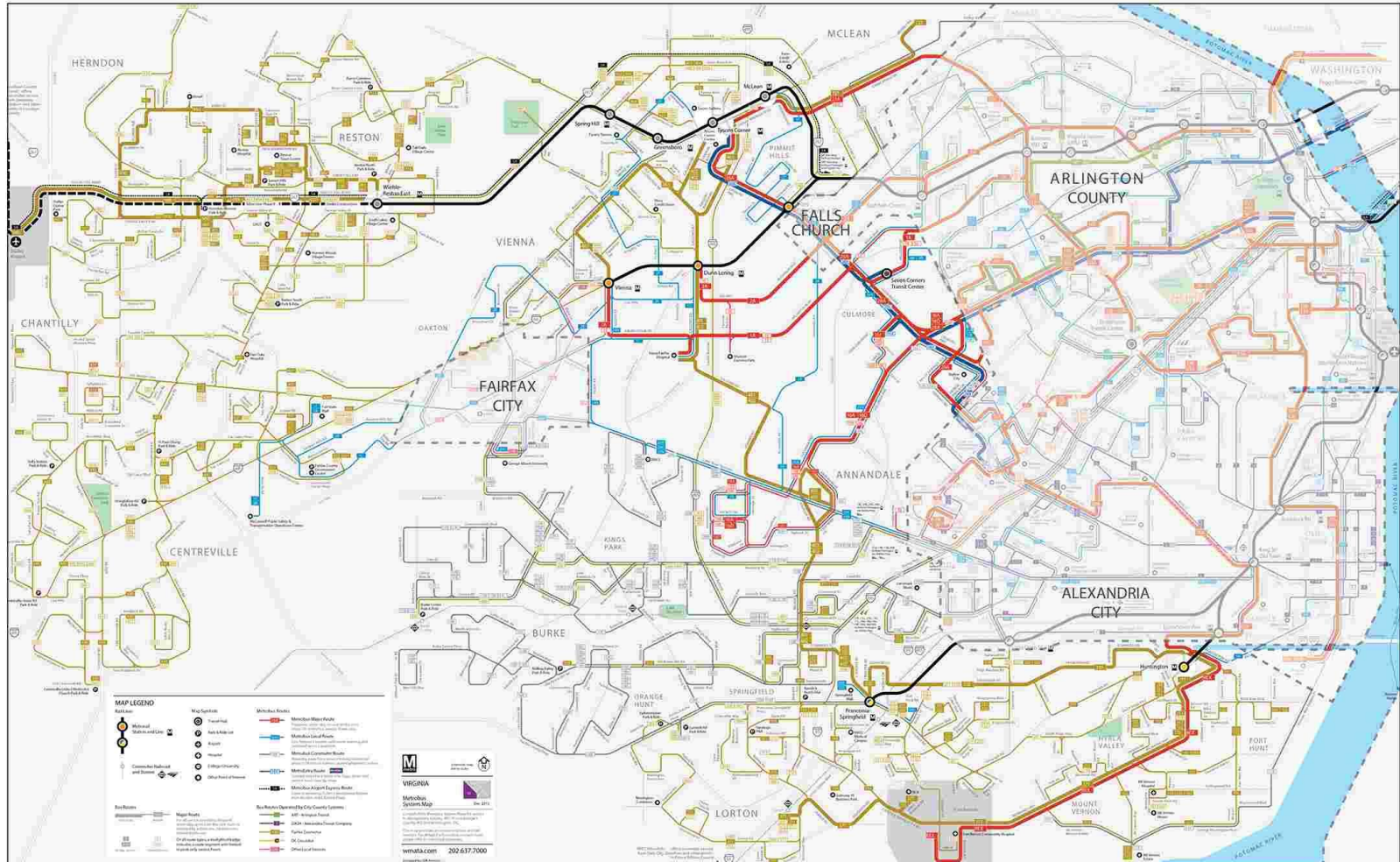
- 84 Fairfax Connector routes using 219 buses each weekday.
- 36 Metrobus lines serving Fairfax County.

Bus System Usage

- Fairfax Connector carried 10,655,021 riders in fiscal year 2014.
- In fiscal year 2014, Connector routes transported 37,047 riders on an average weekday.
- Metrobus routes serving Fairfax County transport another 59,000 weekday riders.
- 13% of County residents have used a bus in the last week.*
- 21% have used a bus in the last three months.*

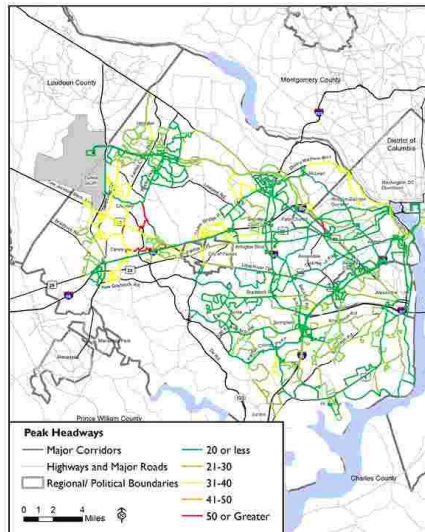
*Based on resident surveys conducted in the spring of 2014

BUS NETWORK IN NORTHERN VIRGINIA



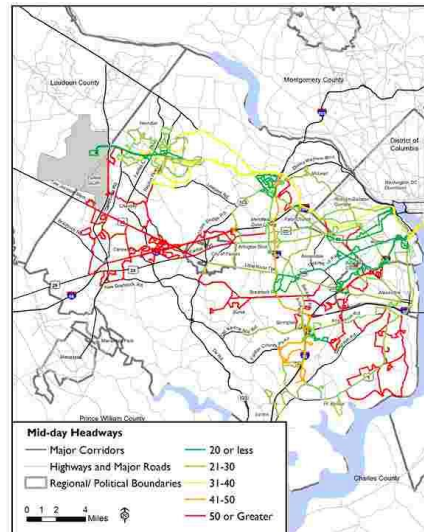
FREQUENCY OF BUS SERVICE

Peak Service



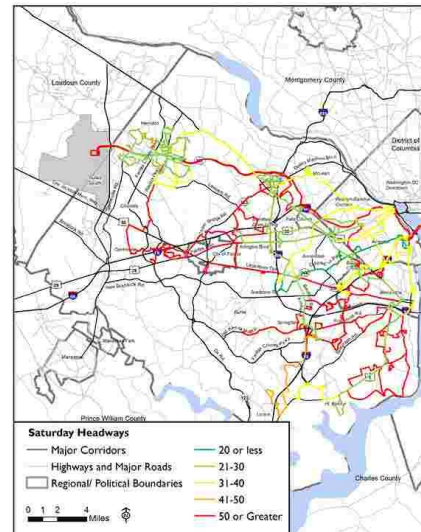
Most routes run at least every 30 minutes in peak periods. Route coverage is most extensive during the morning and afternoon rush hour. Routes include commuter services to Metrorail as well as local bus routes.

Mid-day Service



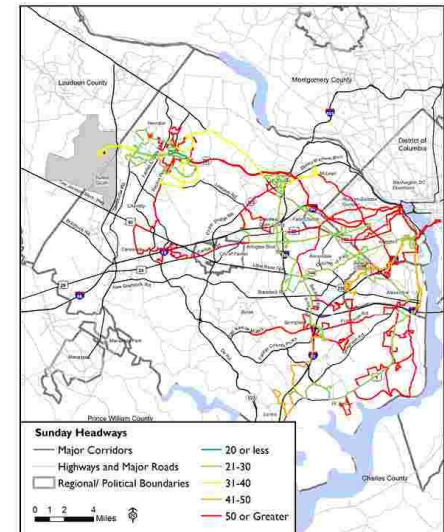
Service is less frequent during the midday and in the evening. Many peak period commuter routes don't operate at this time.

Saturday Service



Fewer routes operate on Saturdays. Some still operate every 30 minutes while many operate only hourly.

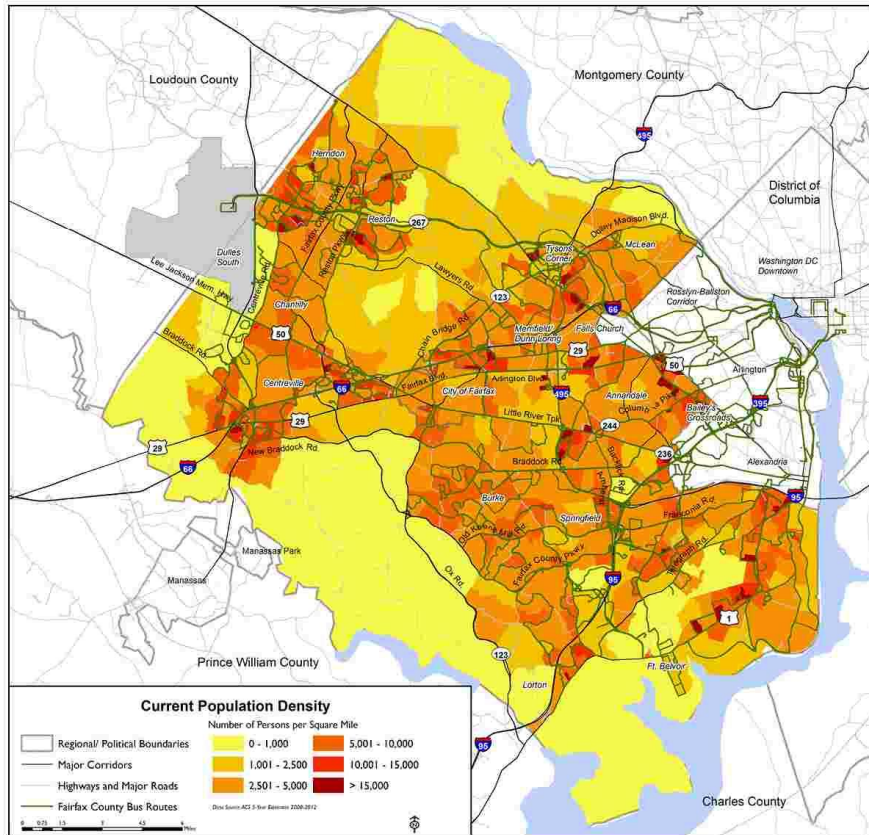
Sunday Service



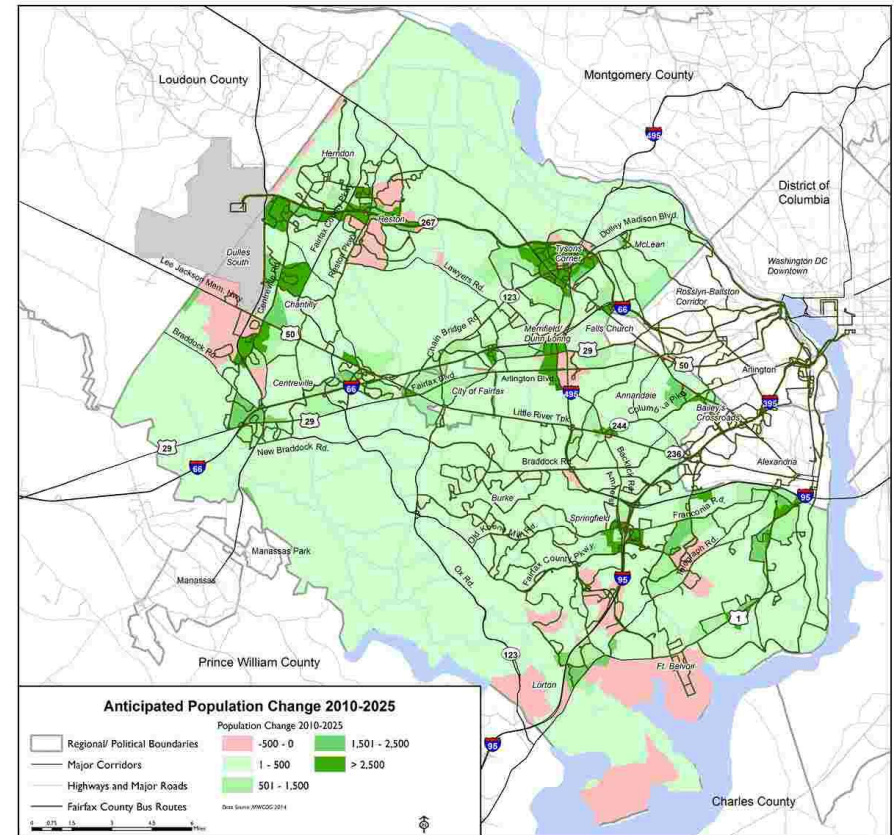
Fewer than half of all routes operate on Sundays. The majority of them operate only hourly.



FAIRFAX COUNTY POPULATION



Bus service attracts the most riders in areas with higher population density. The highest population densities in Fairfax County are in the eastern half of the County and in the west in Reston, Herndon, Chantilly and Centreville.



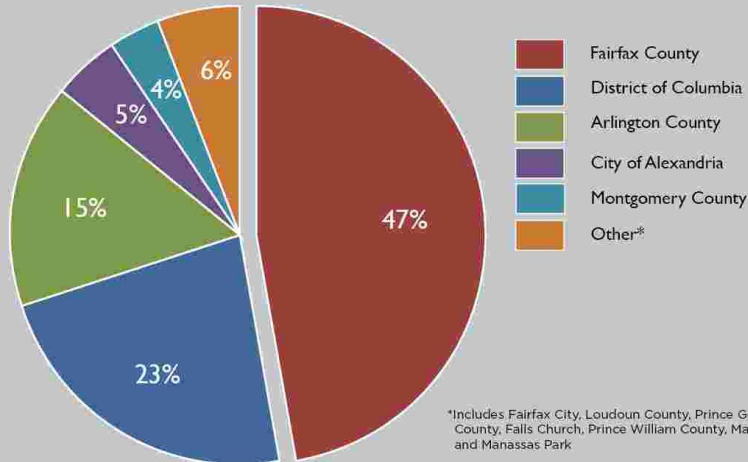
The population of Fairfax County is expected to grow by almost 10% by 2025. Some of the places with the highest expected population growth are:

- Tysons Corner
- Merrifield
- Reston
- Springfield
- Chantilly
- Herndon



FAIRFAX COUNTY EMPLOYMENT

Location of Employment for County Residents

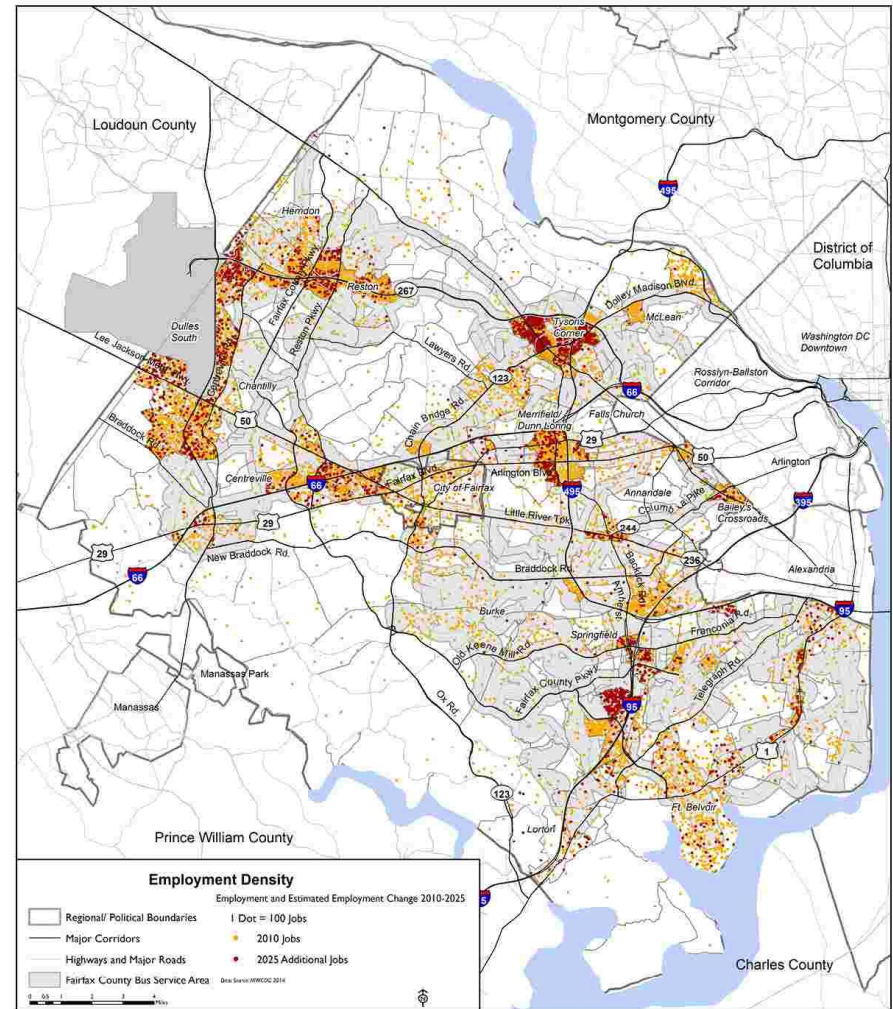


Nearly half of Fairfax County residents work in the County. Over 90% work in Fairfax, DC, Arlington or Alexandria.

Jobs in Fairfax County are concentrated in a few major employment centers. Job growth is forecast mostly in existing activity centers in the County, which include:

- Tysons Corner
- Merrifield
- Route 28
- Springfield/Ft Belvoir
- Reston-Herndon
- Government Center

Data Source: MWCOG Cooperative Forecasts Round 8.2



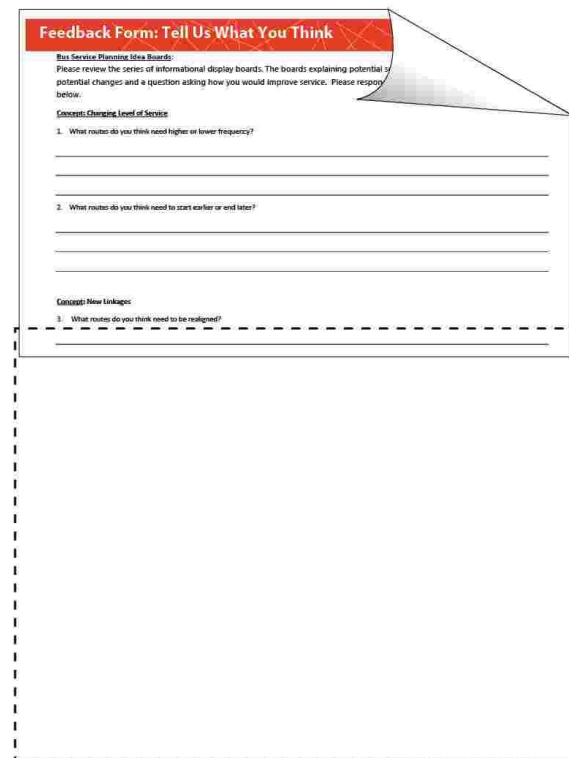
SERVICE IMPROVEMENT CONCEPTS

Introduction

The County would like to hear from you about how to improve bus service in Fairfax County. The following boards show examples of different ways to improve bus service in the County and respond to future growth. **Please let us know where you think these approaches might be effective on the provided feedback forms.**

Concepts

- Increase Frequency
- Route Realignment
- Route Combination
- Route Extension
- Overlays
- Extend Hours of Service
- Segment Transfer
- Route Splitting
- New Routes
- Enhanced Bus Service



The image shows a feedback form titled "Feedback Form: Tell Us What You Think". The form is divided into three sections: "Bus Service Planning Idea Boards", "Concept: Changing Level of Service", and "Concept: New Linkages". Each section contains a question and a set of horizontal lines for writing answers. The form is presented as a document with a folded top-right corner, and a large dashed rectangular box is positioned below it, likely indicating where to place the completed form.

We need your input!



CONCEPT: CHANGING LEVEL OF SERVICE

Increase Frequency

There are routes that may require an increase in frequency, often due to overcrowding or high demand. Increasing the amount of service offered by increasing the frequency of the bus can help alleviate overcrowding and provide riders with a better quality service.

CONCEPT:



Question: What routes do you think need higher frequency?



Extend Hours of Service

There are routes that may be able to attract riders outside of their current operating hours. Increasing the amount of service offered by adding trips earlier in the morning, later in the evening, or on weekends can allow more people to use the service for more different types of trips.

CONCEPT:



Question: What routes do you think need to start earlier, end later, or need weekend service?

Connections 2015
shaping the bus network

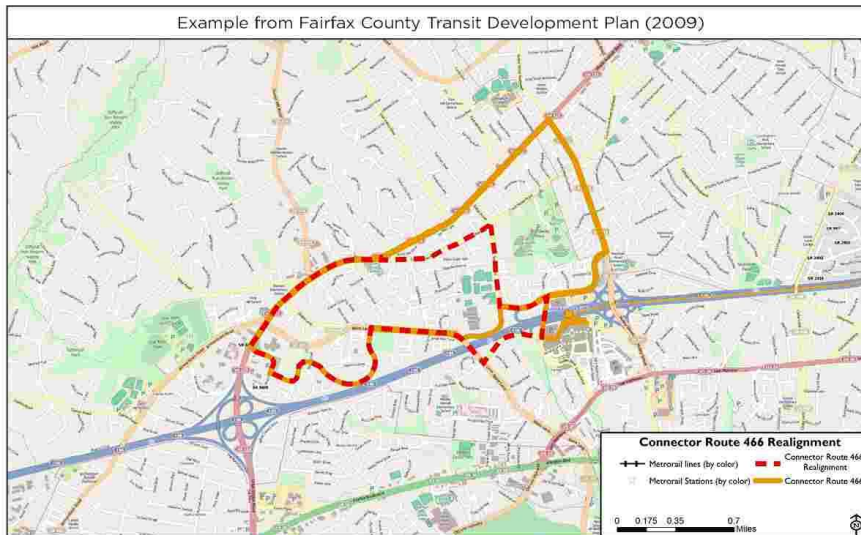
CONCEPT: NEW LINKAGES

Route Realignment

A route may be more efficient, attract greater ridership and/or provide better transfer connections if it were to operate on a different alignment.



Example from Fairfax County Transit Development Plan (2009)



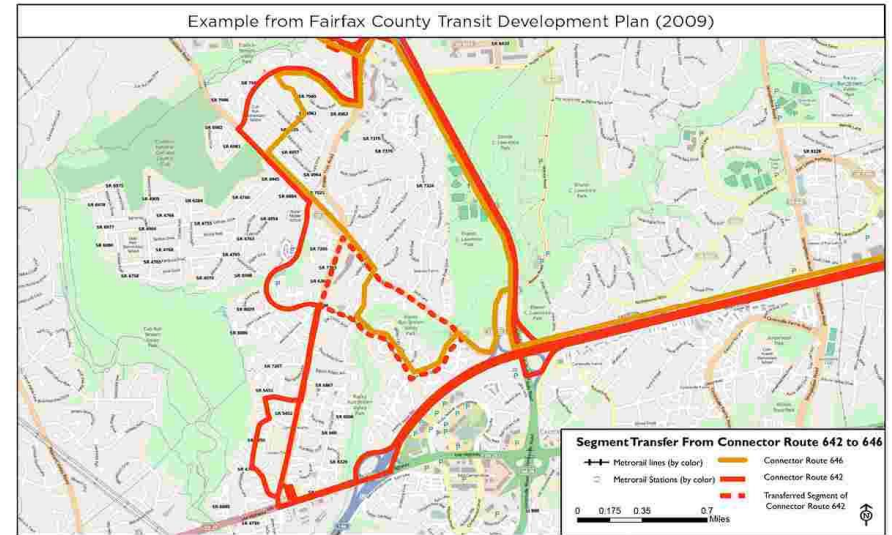
Question: What routes do you think need to be realigned?

Segment Transfer

Service can become more efficient if a portion of one route were to be transferred or added to the alignment of another route.



Example from Fairfax County Transit Development Plan (2009)



Question: Are there segments of an existing route that you believe would make more sense transferred to another route?



CONCEPT: NEW LINKAGES

Route Combination

Combining two routes together based on the best elements of each route can improve productivity and efficiency.

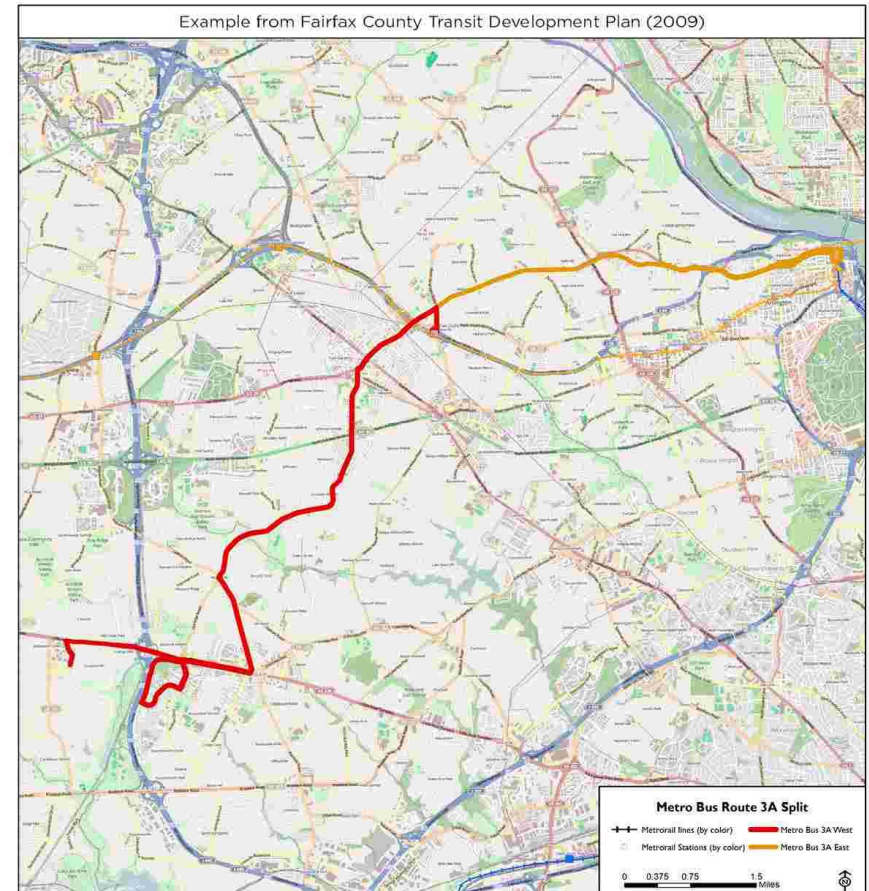
CONCEPT:



Route Splitting

Splitting a route into two routes can help improve the route's on-time reliability, especially in areas with major bottlenecks. It can also allow the part with higher ridership to have more frequent service or longer hours.

CONCEPT:



Question: Are there two routes that you believe should be combined?
Is there a route you believe should be split into two separate routes?



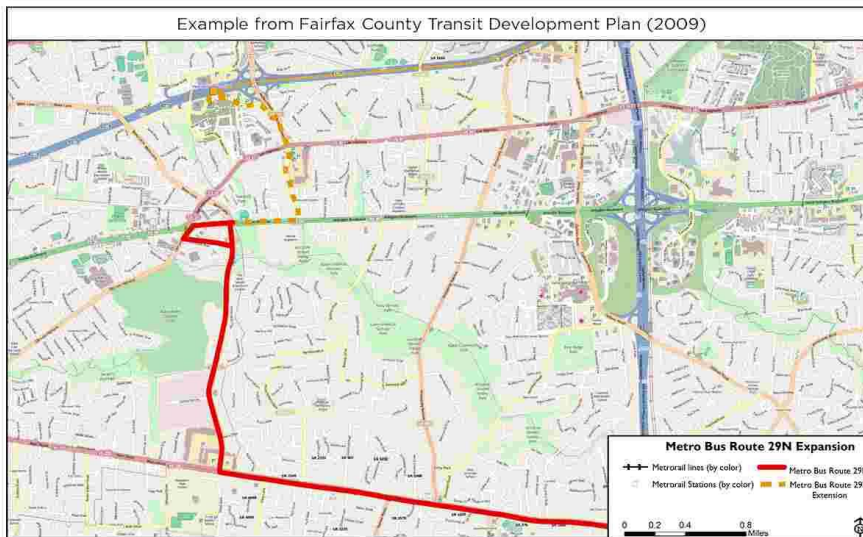
CONCEPT: NEW MARKETS

Route Extension

A route's alignment can be lengthened in order to offer service to a new or developing market, serve an area not currently served by transit, or provide a new connection to another destination or bus route.



Example from Fairfax County Transit Development Plan (2009)



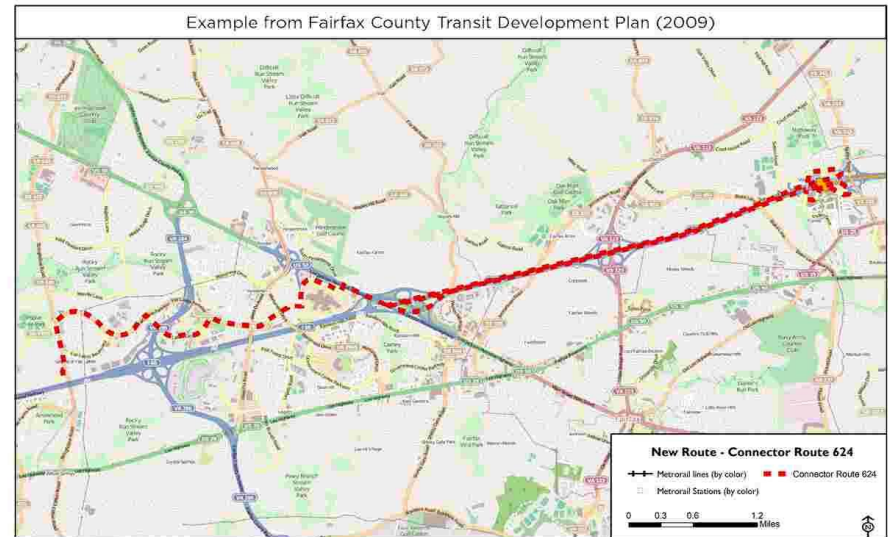
Question: Are there any areas where you believe a route should be extended to serve?

New Routes

A new route can be developed to meet the needs of new transit corridors or markets.



Example from Fairfax County Transit Development Plan (2009)



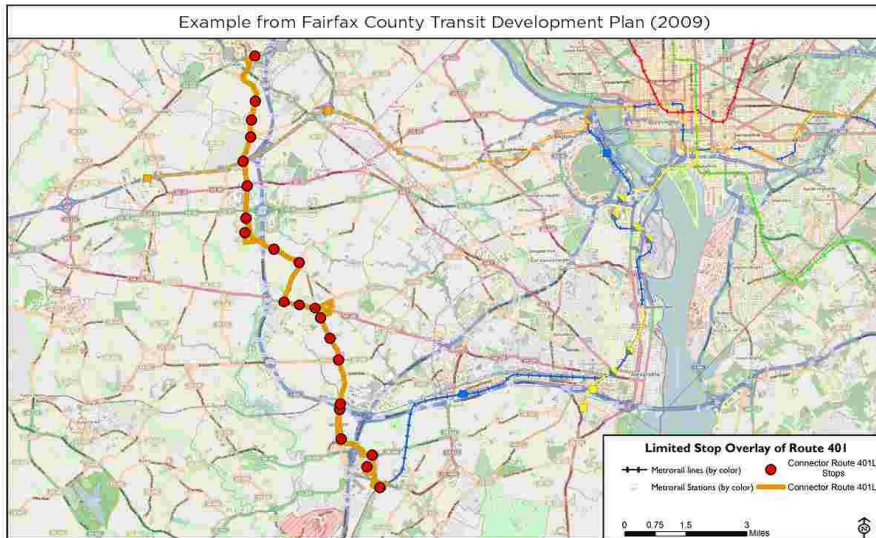
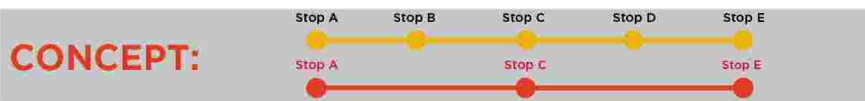
Question: Are there any areas where new routes should be developed to meet the new demands?



CONCEPT: NEW LIMITED STOP SERVICE

Overlays

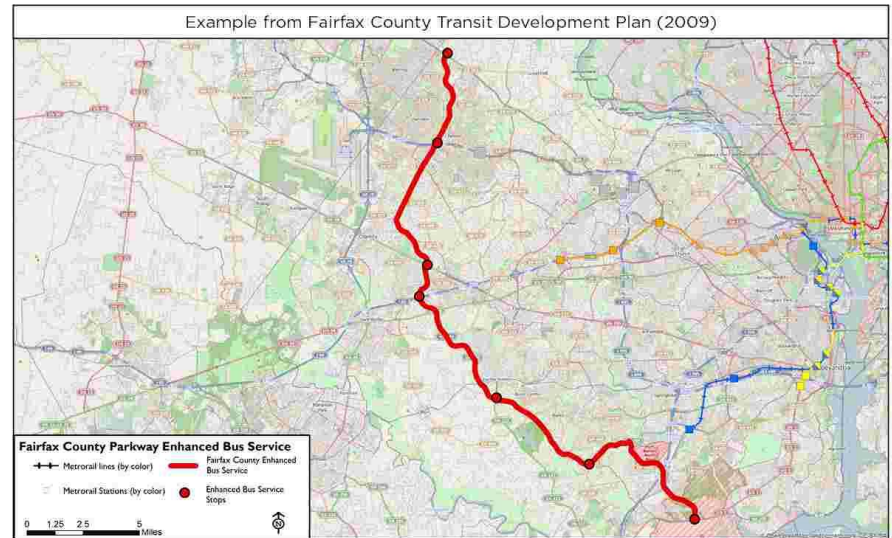
In a heavily traveled corridor a route that makes fewer stops could provide faster peak-period service while keeping regular local route service in place.



Question: Are there any areas that you believe should be served by an overlay route during peak periods?

Enhanced Bus Service

Express routes or enhanced bus service with just a few stops could provide fast cross-county connections and linkages to major centers inside and outside of Fairfax County.



Question: Are there any corridors or connections in or around the County that would be ideal candidates for enhanced bus service?

