Tysons Community Alliance

TCA Work Program for Executive Committee Direction and Board Monitoring: Transportation and Mobility Department

Key EC Question: Which activities are priorities and which should be deprioritized? Are these the right time horizons, or should projects be moved up to near-term or deferred to mid-term? Which activities are missing?

Near-Term Activities (i.e. 6-12 months):

1. Walk, Bike, Roll Transportation Demand Management Campaign

2. Master List of Tysons Priority Projects

3. Bike, Ped, and Motorized Travel Assessment & KPIs for Dashboard

Mid-Term Activities (i.e., 12-18 months)

4. Tysons-focused and Branded TDM Materials

5. Bike and Ped Accessibility Study

Additionally, staff proposes the following ongoing activities to liaise with, engage and educate stakeholders on transportation:

1. "Transport for Tysons" Road Show
2. TDM Outreach at 2-3 Additional Events
3. Support for FCDOT Managed Parking Study
4. Mobility Roundtables on Transportation Technology
5. Annual Tysons Transportation Open House
6. Tysons Transportation Teammates

EC feedback on priorities within this function is also invited

Strategic Plan Link	Program Function	Necessary Programmatic Infrastructure	Activities and KPIs	Impact Indicator
Theme 2.1 Theme 3.1 Theme 3.2 Theme 5.2	**TDM Program** – Build & Maintain a Tysons-wide TDM Program prioritizing our unique needs	▪ Collaborate with FCCS to understand their work program and parterning opportunities ▪ Participate and engage in regional/statewide inititaves for multimodal access and SOV trip reduction ▪ Establish TCA as Virginia Department of Rail and Public Transportation grantee/TDM provider ▪ Build relationships with key stakeholders to effectively disseminate and market TDM activities and incentives ▪ Establish and refine mobility sub-brand strategy and messaging framework (within Tysons brand ecosystem) ▪ Build survey that yields insights into mobility use and satisfaction	**Walk, Bike, Roll Transportation Demand Management campaign** with marketing, engagement and outreach, and targeted incentives to promote use of multimodal infrastructure and options Output measures associated with Walk, Bike, Roll may include: ○ Social media engagement, participants, contact registrations ○ # maps/brochures/apps downloaded/distributed ○ # popup events held to assist in download, sign up, and use of apps, maps, and incentives ○ # property managers and/or employers promoting the campaign ○ # in-person contacts made at events ○ # registrations for Fall challenge that will gamify, incentivize, and track walk/bike/roll trips *Forecasted percent of resources: 25%*	Usage Data for: CaBi ridership Bird trips Pedestrian visits Bicycle visits (relative to same period prior year) Increase in awareness and use of walking and bicycling resources based on survey feedback and challenge tracking
Theme 1.2 Theme 3.2 Theme 3.3	**TDM Program** – Build & Maintain a Tysons-wide TDM Program prioritizing our unique needs	▪ Establish and refine mobility sub-brand strategy and messaging framework (within Tysons brand ecosystem) ▪ Conduct independent assessment of accuracy and user-friendliness of available mobility information and tools	**Tysons Focused TDM Materials**– Digital and printed information hyper-focused on transportation infrastructure and services in Tysons and complementing material by Fairfax County and other Work with Communication Dept. to integrate	Transit ridership CaBi ridership Bird trips Pedestrian visits Bicycle visits Modeshare

		▪ Develop map layers of transportation systems and incorporate Tysons	and apply brand qualities into transportation messaging and program strategy (e.g. innovation) Output measures: ○ # maps/brochures/apps downloaded/distributed *Forecasted percent of resources: 5%*	
Theme 3.1 Theme 3.2 Theme 3.3	**Capital Projects & Service/ Operations Gaps** - Identify & address capital projects, services, and operations gaps in the Tysons Mobility Network	▪ Engage key stakeholders on FCDOT generated list of unfunded bike-ped improvements ▪ Conduct independent assessment of gaps in mobility infrastructure or needs for enhancing functionality, including field survey and monitoring ▪ Leverage "lessons learned" from pilot improvements to identify larger scale policy or programmatic fixes to inform TCA program development in future years	**Master List of Tysons Priority Projects**– Develop and curate a map/list of necessary Tysons transportation capital improvement projects ○ # rounds of updates to map/data ○ # events or opportunities for feedback *Forecasted percent of resources: 5%*	TCA Transportation Perception Survey, specifically change in self-reported awareness, efficacy and mobility experience
Theme 3.1 Theme 3.2 Theme 3.3	**Capital Projects & Service/ Operations Gaps** - Identify & address capital projects, services, and operations gaps in the Tysons Mobility Network	▪ Research project background, proffers, and TCA relationships to identify an appropriate process to advance the project ▪ Work with FCDOT and VDOT to identify and execute permitting ▪ Develop scope and budget for project execution	**Capital Improvement Projects** - Execute 1-2 bike-ped improvement(s) enhancing connectivity and safety ○ # projects investigated/advanced through planning, funding, design, or construction/implementation phase *Forecasted percent of resources: 15%*	Ped counts before/after
Theme 1.2 Theme 2.1 Theme 3.1	**Planning & Policy** – Collaborate and incubate planning & policy to	▪ Idenitfy data and methodology to conduct assessment including case study of previous FCDOT studies	**Bike, Ped, and Motorized Travel Assessment & KPIs for Dashboard** (near-term)	Walkscore Bikescore CaBi ridership

Theme 3.2 Theme 3.3	enhance mobility & access to, from & within Tysons	▪ Identify and overcome limitations of data availability and accuracy including scrubbing base layers produced by the county ▪ Conduct field assessment to ground truth base layers and findings	**Bike & Ped Accessibility Study** (12-18 months) ○ # rounds of updates to map/data ○ # maps/report distributed/downloaded *Forecasted percent of resources: 5%*	Bird trips Pedestrian visits Bicycle visits Modeshare
Theme 1.2 Theme 3.2 Theme 5.2	**Planning and Policy, Field Assessment & Stakeholder Liaison, and TDM Program**	*For Road Show:* ▪ Establish and refine mobility sub-brand strategy and messaging framework (within Tysons brand ecosystem) ▪ Build relationships with organizations and stakeholders to effectively disseminate and market TCA's Transportation Work Program and partner in achieving results *For staffing / supporting TDM outreach:* ▪ Establish and refine mobility sub-brand strategy and messaging framework (within Tysons brand ecosystem) ▪ Develop map layers of transportation systems and incorporate Tysons landmarks and places for context ▪ Identify locations and partner organizations for transportation fairs, events and outreach *For policy support to FCDOT:* ▪ Audit existing condition of mobility infrastructure and scrub county generated maps/data	**Stakeholder Outreach, Engagement and Education Activities, including:** 1. **"Transport for Tysons" Road Show**. Presentation to educate stakeholders on the role Transportation has played in the evolution of Tysons and TCA's initiatives and priorities. 2. **TDM Outreach at 2-3 additional events.** Provide transportation and TDM information and support the staffing of key mobility-related events, e.g. Bike to Work Day, Pedal with Petals Family Bike Ride 3. **Support for FCDOT Managed Parking Study.** Deeply support county/regional partner study and/or surveys focused on a core Tysons issue 4. **Mobility Roundtables on Transportation Technology** 5. **Annual Tysons Transportation Open House featuring VDOT and FCDOT** 6. *Tysons Transportation Teammates:* use Tysons Teammates platform for deeper engagement with transportation issues Output Measures May Include:	TCA Transportation Perception Survey, specifically change in self-reported awareness, efficacy and mobility experience

		• Conduct TCA analysis of existing conditions and TCA survey data • Review project funding sources and obstacles • Generate initial list and vet with multi-sector stakeholder group *For Mobility Roundtables:* • Identify a schedule and potential participants for roundtables • Prepare read-ahead materials or resources with clear expectations for roundtable sessions • Identify and engage required support including facilitator, event space, meals, etc. Prepare a plan for dissemination and/or adoption of findings and recommendations *For Transportation Open House* • Collaborate with FCDOT and VDOT on hosting event • Identify appropriate location and coordinate happy hour food/drink • Boost event registration by partnering with local agencies/businesses on outreach • Develop TCA displays and handouts •	1. # of presentations given in person and online views of presentation 2. # properties studied 3. % response rate for surveys 4. # focus groups held 5. # events held/supported 6. # leads for FCCS to set up commuter programs 7. # in-person contacts made at events 8. # registrations for event 9. # in-person contacts made at events *Forecasted percent of resources: 25%*	