

# Richmond Regional Park & Ride Investment Strategy

Community Transportation Advisory Committee  
Briefing

July 18, 2019

# Why is this project important?

*Form the foundation for leveraging park and ride lots in the Richmond region as a travel demand management strategy to enhance mobility*

- Facilitate the identification of park and ride needs areas and project recommendations
- Prioritize park and ride projects with the greatest regional benefits
- Develop implementation strategies to advance and promote park and ride projects

# Previous Park and Ride Efforts

**This study builds upon previously completed statewide park and ride studies:**

1. VDOT Statewide Park & Ride Study
2. VDOT Park & Ride Investment Strategy

**Major Takeaway from VDOT Studies: *Park and ride is best planned at the regional level***

# Desired Outcomes

- Develop a regional strategy for park and ride
- Provide jurisdictions with the foundation and support to advance park and ride projects locally
  - Implementation strategies
  - Identification of potential funding sources
- Identify park and ride needs that will feed into the next Long Range Transportation Plan (LRTP), ***plan2045*** (to be completed in October 2021)

# Project Scope

- Existing Conditions
- Needs Evaluation
- Project Recommendations
- Implementation Strategy
- Funding Needs and Potential Funding Sources

**Schedule:** September 2018 – July 2019

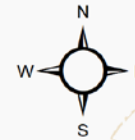
# Study Advisory Group

- Town of Ashland
- Charles City County
- Chesterfield County
- Goochland County
- Hanover County
- Henrico County
- New Kent County
- Powhatan County
- City of Richmond
- GRTC
- RideFinders
- DRPT
- VDOT

# Existing Conditions

# Existing + Programmed Park & Ride Lots

Spotsylvania



## Legend

Richmond TPO Study

Jurisdictions

### Existing Park And Ride Lot Locations

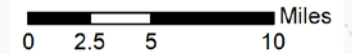
Official Lots

Unofficial/Private Lots

Lots Outside of TPO Study

### Programmed Park And Ride Lot Locations

Funded SMART SCALE Lots



Louisa

Caroline

Hanover

King William

Ashland

Goochland

Powhatan

Richmond

Henrico

New Kent

Amelia

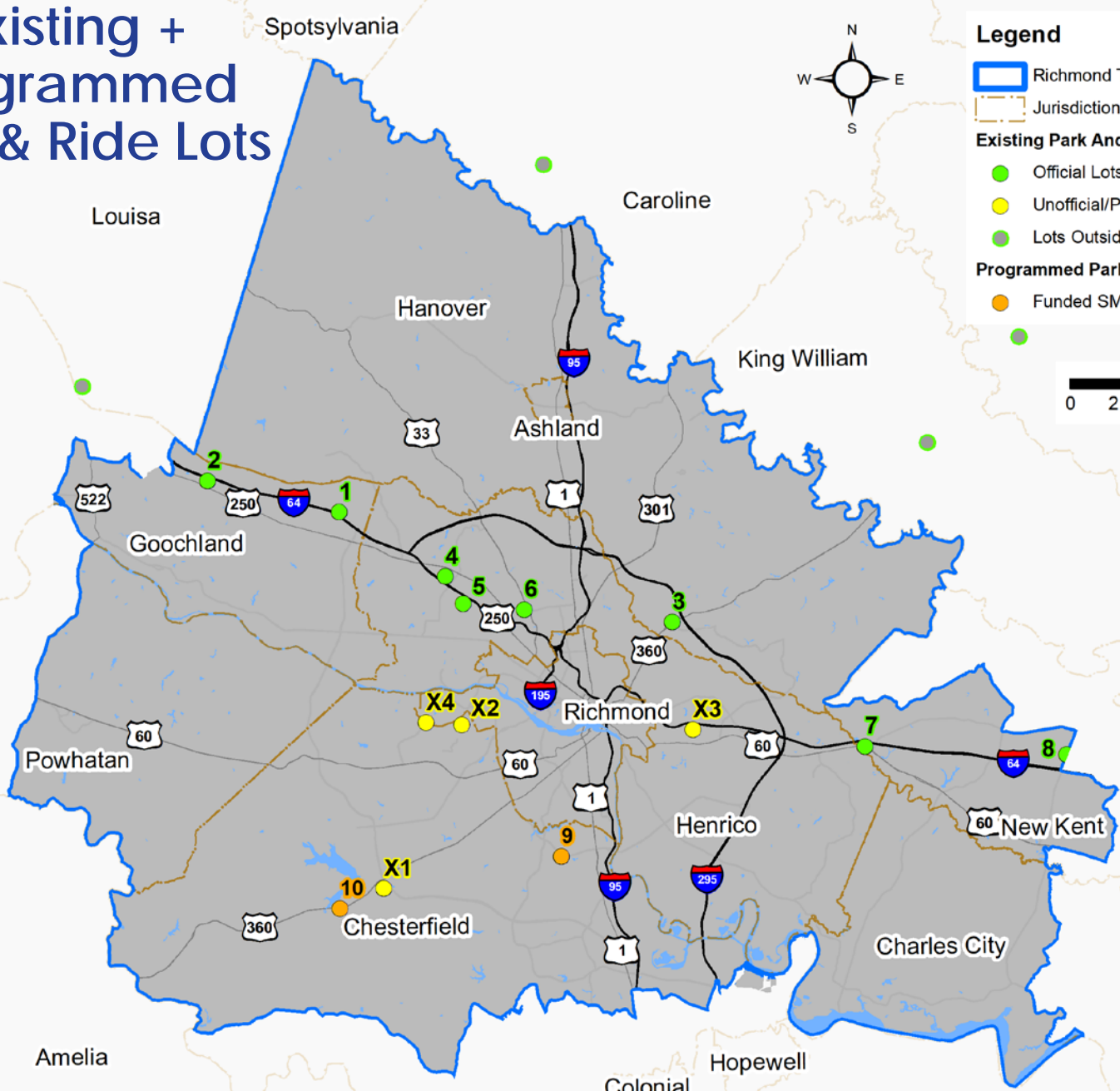
Chesterfield

Charles City

Colonial Heights

Hopewell

Prince George





# Needs Evaluation

# Overall Methodology

- Identify and evaluate potential locations for park and ride investments that align with regional needs

## Needs Evaluation

### Phase I – Baseline Census Tract Scoring

- Identify census tract with highest need for park and rides
- Three goal areas with equal weighting

### Phase II – Added-Value Adjustments

- Allows for consideration of qualitative factors
- Based on input from Study Advisory Group
- Result: Identify high-need areas

Census Tract Level

## Recommendations

### Recommendation Development

- Identify locations within tracts for lot improvements
- Consider existing and programmed lots
- Planning-level cost estimates
- Up to 10 recommendations
- Consider EJ populations

Lot Level

# Phase I: Needs Evaluation Goal Areas

- **Multimodal Connectivity** – Provide an integrated multimodal network
- **Access** – Serve the most people who can benefit from park and ride
- **Congestion Mitigation** – Reduce the demand on the roadway network

# Phase I: Baseline Census Tract Scoring

Goal Area	Factor	Max Score Factor	Max Goal Area Score	Max Overall Score
<b>Multimodal Connectivity</b>	Proximity to Existing Transit	10	10	30
	Proximity to Proposed Transit	10		
	Proximity to Vanpool Origins	10		
<b>Access</b>	Density of Working Population	10	10	
	Anticipated Population Growth	10		
	SOV Commuting Mode Split	10		
<b>Congestion Mitigation</b>	Commute Time	10	10	
	Priority Investment Area (PIA)	10		

# Phase I Evaluation Baseline Scoring

Spotsylvania

Louisa

Caroline

King William

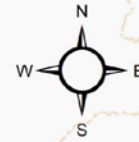
Powhatan

Amelia

Colonial  
Heights

Hopewell

Prince George



## Legend

Richmond TPO Study Area

Jurisdictions

### Existing Park And Ride Lot Locations

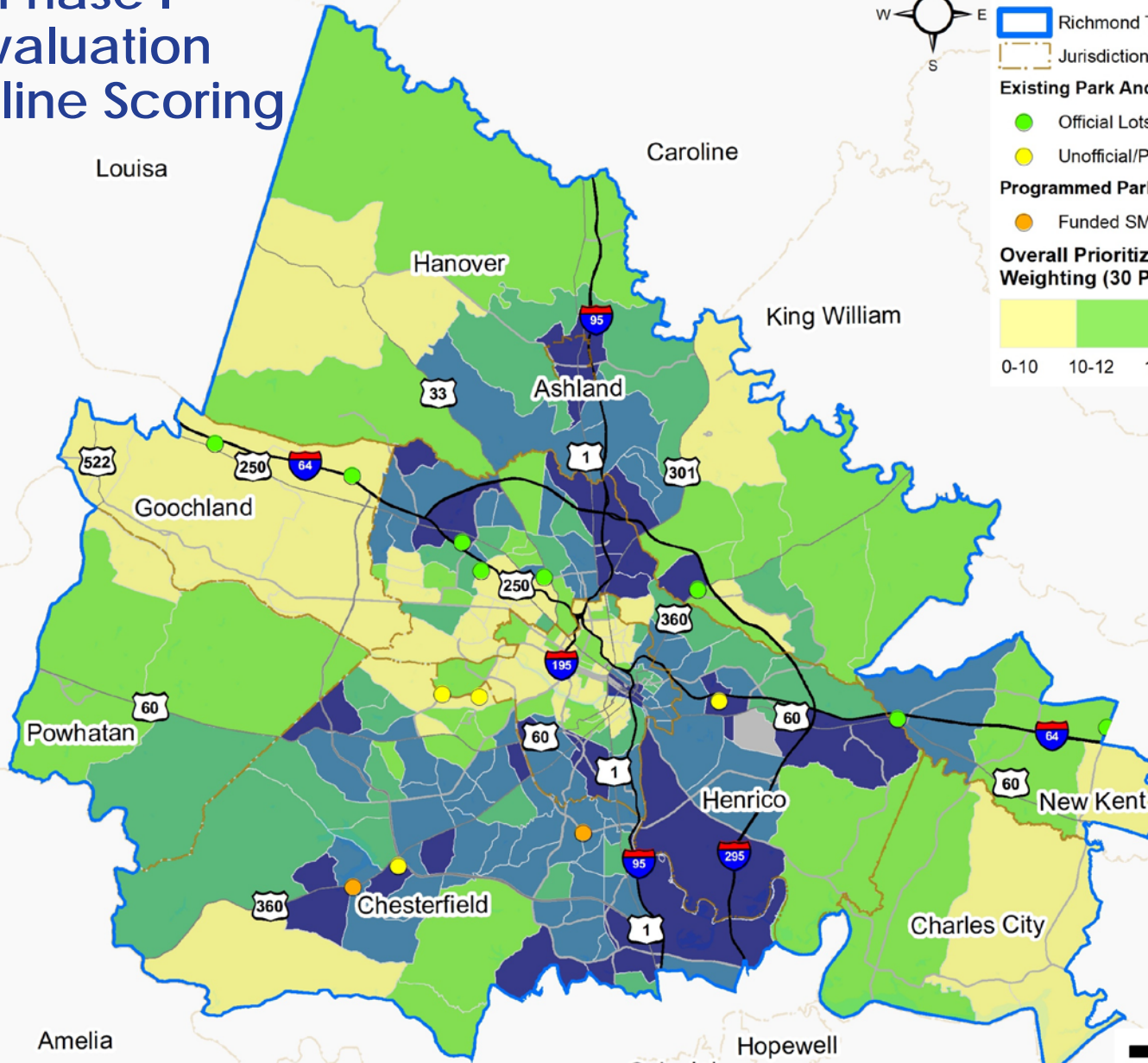
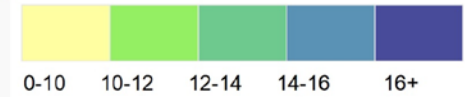
Official Lots

Unofficial/Private Lots

### Programmed Park And Ride Lot Locations

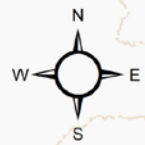
Funded SMART SCALE Lots

### Overall Prioritization Score - Equal Goal Weighting (30 Pts Max)



# Phase I Highest Scoring Census Tracts

Spotsylvania



## Legend

- Richmond TPO Study Area
  - Jurisdictions
  - Highest Scoring Census Tracts
- Existing Park And Ride Lot Locations**
- Official Lots
  - Unofficial/Private Lots
- Programmed Park And Ride Lot Locations**
- Funded SMART SCALE Lots

Louisa

Caroline

Hanover

King William

King & Queen

Ashland

Goochland

Powhatan

Henrico

New Kent

Chesterfield

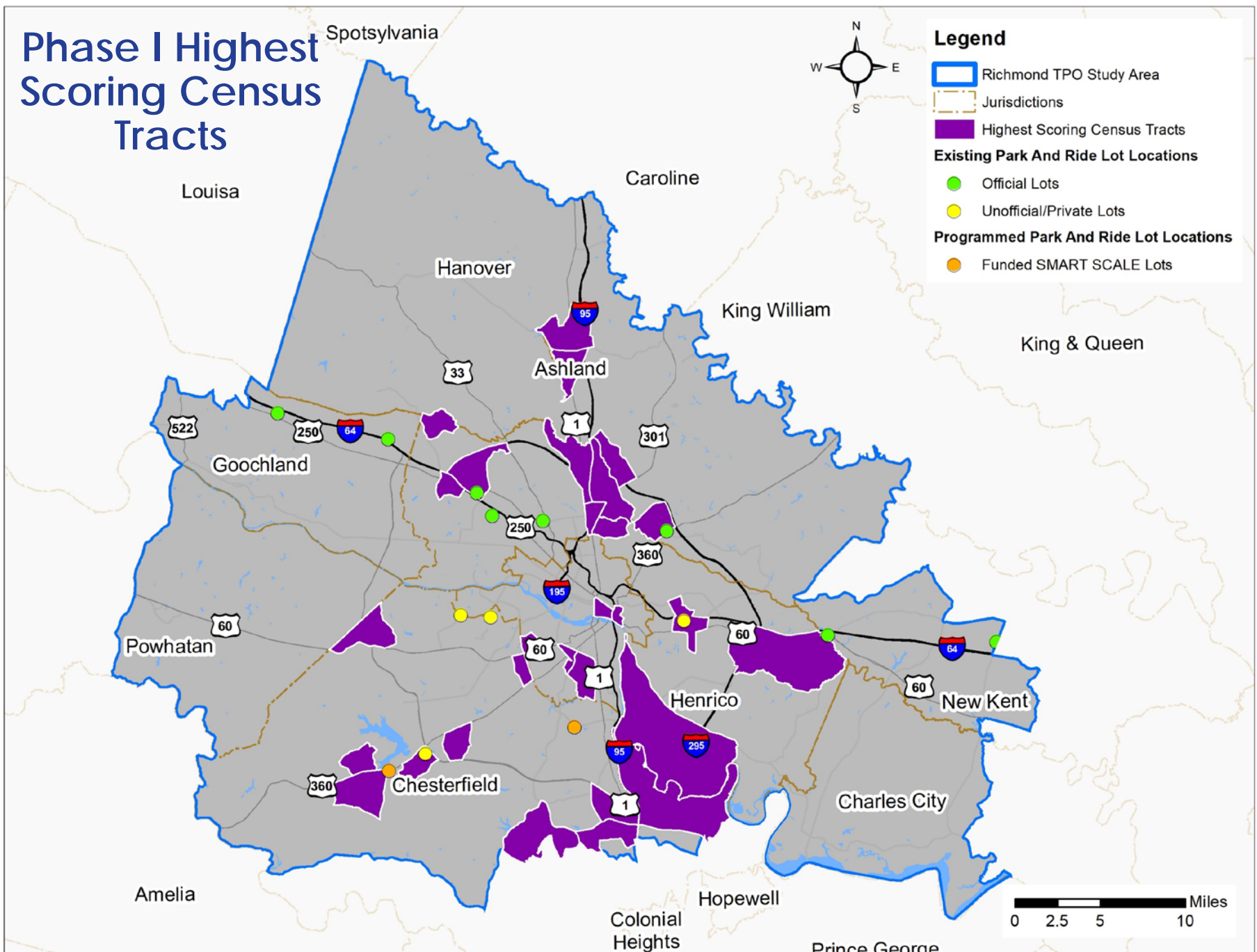
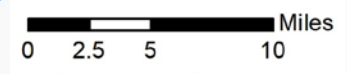
Charles City

Amelia

Colonial Heights

Hopewell

Prince George



# Phase II: Added-Value Adjustments

- The Study Advisory Group identified high-priority park and ride investment areas with demonstrated needs not identified in Phase I:
  - Area near Pulse BRT western termini
  - Area near unofficial park and ride lots at Bon Air Baptist Church and Huguenot United Methodist Church

# Needs Areas

Spotsylvania



## Legend

- Richmond TPO Study Area
- Jurisdictions
- Highest Scoring Census Tracts
- Existing Park And Ride Lot Locations**
  - Official Lots
  - Unofficial/Private Lots
- Programmed Park And Ride Lot Locations**
  - Funded SMART SCALE Lots
  - Data Driven Needs Areas (Phase I)
  - Added Value Needs Areas (Phase II)

Louisa

Caroline

Hanover

King William

**A**  
Ashland

**B**

**C**

**D**

**E**

**G**

**H**

**I**

**J**

**F**

**K**

**L**

**M**

Powhatan

Henrico

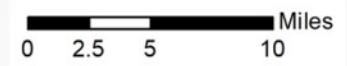
New Kent

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Prince George





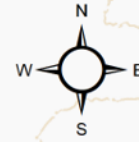
# Project Recommendations

# Project Recommendation Process

- Identify locations where needs may already be met
- For areas where need was not met, identify targeted project recommendation areas
  - Estimated parking demand
  - Estimated acreage
  - Planning-level cost estimates
  - Features and amenities
- Continued regional coordination as specific parcels are identified and recommendations are further developed

# Project Recommendation Areas

Spotsylvania



## Legend

- Richmond TPO Study Area
- Jurisdictions
- Highest Scoring Census Tracts
- Project Recommendation Area
- Existing Park And Ride Lot Locations**
  - Official Lots
  - Unofficial/Private Lots
- Programmed Park And Ride Lot Locations**
  - Funded SMART SCALE Lots

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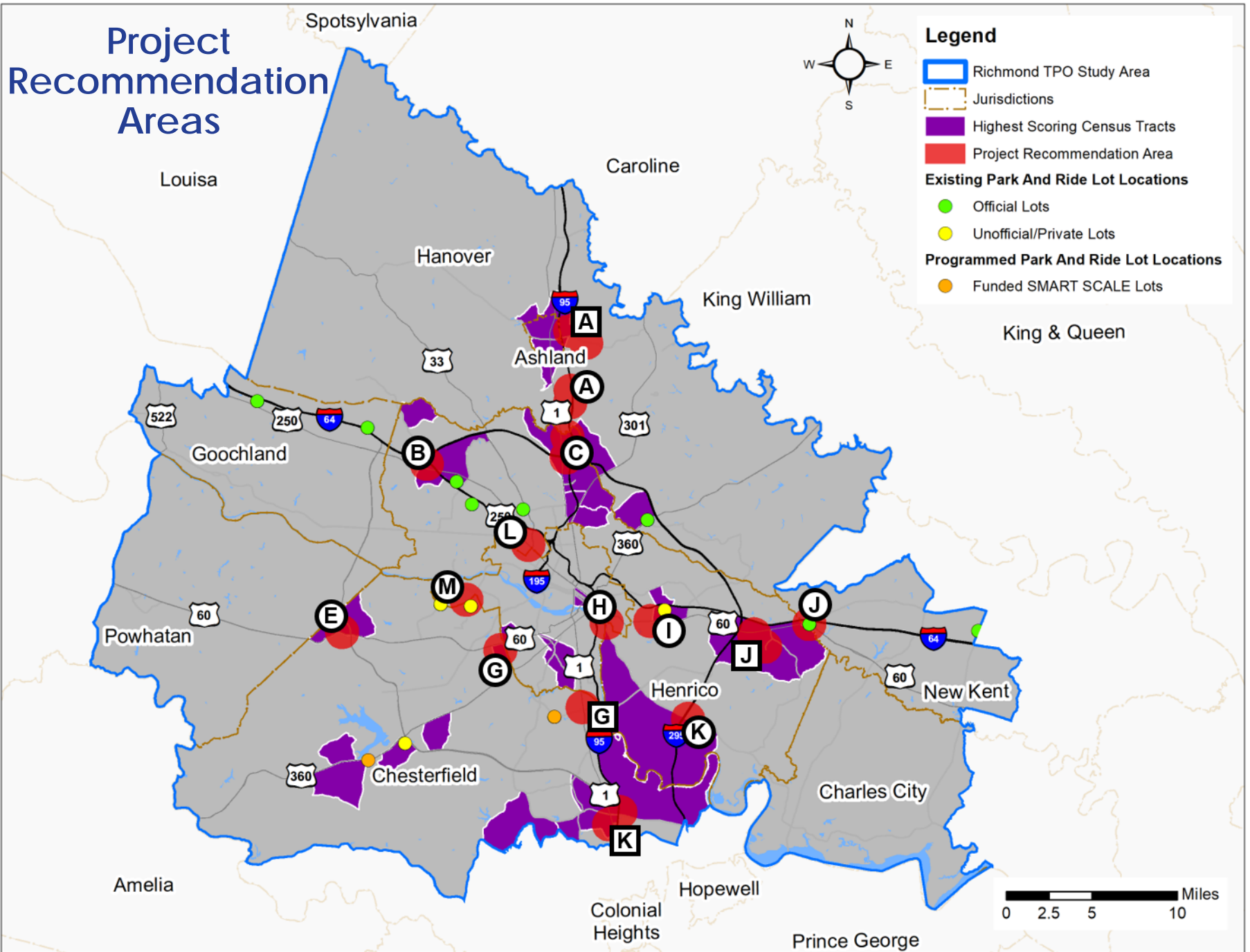
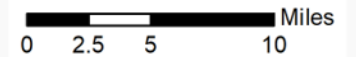
Charles City

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Prince George



# Implementation Strategy & Funding

# Implementation Strategy

- Goal of the implementation strategy is to provide jurisdictions with the foundation and support to advance park and ride projects locally
  - Implementation timeframes
  - Stakeholder roles and responsibilities
  - Considerations during planning and design
  - Potential funding sources
  - Ongoing considerations after lot is built

# Next Steps

- **Finalize Implementation Strategy and Funding**
  - Technical Memo IV/V
- **Study Advisory Group Meeting #4**
  - Final meeting to be scheduled for summer timeframe
- **Compile Final Report and Story Map**
  - TPO staff led effort