

Town of Vienna, Virginia

Maple Avenue Corridor Multimodal Transportation and Land Use Study

Draft Statement of Work

The Town of Vienna intends to undertake, with participation from the community and the assistance of a consultant, a multimodal transportation study of the Maple Avenue corridor through the Town of Vienna. This study will be coordinated with ongoing land use planning, redevelopment, and rezoning of properties in the Maple Avenue Commercial (MAC) overlay zone.

The purpose of the corridor study will be to develop a set of near- and mid-term recommendations along Maple Avenue for all modes of transportation in coordination with existing and future land uses along the corridor. The study process will involve engaging the public; evaluating existing transportation conditions; development of future traffic volumes, evaluating future transportation conditions; identifying and evaluating near- and mid-term transportation recommendations; and preparing cost estimates and a prioritized implementation plan. Key elements of the approach to the study include:

- Priority-setting: In coordination with the community engagement process, corridor transportation priorities will be identified. The priority-setting exercise will help to guide the engagement process as well as provide guidance for evaluating study recommendations and link directly to study outcomes.
- Community engagement: The Town desires to conduct an inclusive and collaborative community engagement process. The process will involve hosting in-person, hands-on meetings with the community. Meetings would generally be planned to occur in coordination with key deliverables or prior to key decision points of the study. Briefings will be made to Town Council, Planning Commission, and/or Transportation Safety Commission as part of this study. In addition to in-person meetings, the use of Town social media outlets, online engagement, email communication, and the Town website is advised to further community engagement.
- Evaluation of existing transportation conditions: During this phase of the study, information about the existing transportation system—strengths, weaknesses, operations, planned projects, and similar—will be compiled and summarized to help establish a working base of understanding for all study participants. Information such as traffic counts, traffic safety data, intersection levels of service (and queues and delays), sidewalk locations and gaps, bikeway network, and transit facilities and services will be compiled among other information. During this same period, current land use and development conditions in the along the corridor will also be summarized.
- Development of future development-related trips: The number of vehicle trips associated with a single future land use development scenario will be estimated. The scenario is expected to represent the likely combination of properties redeveloping, either by-right or under MAC within a defined time period.
- Evaluation of future transportation conditions: During this phase of the study, the likely impact to the multimodal transportation network resulting from the land use scenario will be evaluated. Challenges and opportunities in transportation mobility and access, with a focus on changes that result from anticipated development, will be documented based on the level of analysis that is appropriate for each of the considered modes of travel.
- Identification and evaluation of potential transportation strategies: An initial set of recommendations that are responsive to the identified near- and mid-term mobility and access challenges along the corridor will be identified. Broadly, transportation considerations include changes to vehicular access, geometric and operational changes to the specific intersections or locations in the corridor, transit service recommendations, enhancements to the bicycle and

pedestrian network, and transportation demand management policies and strategies. In coordination with the community engagement process, strategies will be evaluated with respect to identified corridor priorities. Based on the evaluation, corridor recommendations will be identified.

- Document recommendations: The near-and mid-term transportation recommendations (projects, policies, programs, initiatives, cooperation and coordination, education, and similar) for will be documented. Project development timelines and cost estimates will be developed. The recommendations will be packaged in an implementation plan.
- Optional parking analysis: An analysis of on- and off-street parking supply and demand in the Town in proximity to the Maple Avenue corridor could be conducted to supplement the corridor study. The analysis will document existing conditions and parking requirements of the land use development scenario. Based on findings, parking management strategies will be identified.

Expected Study Duration: 8 to 10 months. The specific duration of the project will be closely tied to the number and depth of community engagement touchpoints. Likewise, the quality of community dialogue and the sustained engagement of the community in the project will be based on a realistic schedule that solicits feedback and input when and where appropriate, while respecting the time and effort involved in the community collaboration process.

Cost Range

Maple Avenue Corridor Transportation and Land Use Study: \$70,000 – \$80,000

Optional Parking Analysis: \$15,000 – \$30,000

Study Area Map

