



Date of Council Work Session: September 24, 2012

**TOWN OF LEESBURG
TOWN COUNCIL WORK SESSION**

Subject: Pedestrian Traffic at the Intersection of Edwards Ferry Road and the Route 15 Bypass

Staff Contact: Renee Lafollette, P.E., Director of CPM
Calvin K. Grow, P.E., Transportation Engineer

Recommendation: Capital Projects Management and the Department of Public Works recommend that crosswalks not be installed on the Route 15 Bypass and Edwards Ferry Road due to the traffic volume, speed limits, and multiple turning movements on the Route 15 Bypass.

Issue: Would crosswalks at the Route 15 Bypass and Edwards Ferry Road improve pedestrian safety?

Fiscal Analysis: It is estimated that an additional safety ride bus would cost \$90,000 per year to operate.

Background: Town Council requested staff to invite VDOT traffic engineers to discuss the Route 15 Bypass and Edwards Ferry Road intersection. Topics of discussion were pedestrian safety, Safe-T Ride, interchange, funding potential and schedules. Jerry Pauley, Area Manager, Northern Operation Region, and Farid Bigdeli, P.E., Transportation and Land Use Director for Loudoun County, will be attending the Council Work Session on September 24, 2012. It is Town Staff’s recommendation that crosswalks not be installed at the Route 15 Bypass and Edwards Ferry Road intersection. The addition of pedestrian clearance times would cause substantial delays on an already congested roadway. Due to traffic volumes and speed limits, the Department of Public Works’ assessment is that crosswalks at the Route 15 Bypass would create unsafe conditions for pedestrians.

The Virginia Regional Transit (VRT) Safe-T Ride shuttle has provided a safe way for pedestrians to cross the Bypass. The average waiting time for a bus was found to be 30 minutes. With the addition of a second bus, at an estimated cost of \$90,000, the headway could be reduced to 15 minutes. If VRT does add an additional bus, pedestrian traffic could be reduced but may not be eliminated.

The following chart shows the current ridership for the Safe-T Ride shuttle.

	<u>MON</u>	<u>TUES</u>	<u>WED</u>	<u>THU</u>	<u>FRI</u>	<u>SAT</u>	<u>SUN</u>	Total p/hour
7-8AM	7	8	5	9	7			36
8-9AM	12	18	9	9	15			63
9-10AM	2	9	5	7	11	2	4	40
10-11AM	18	21	17	18	20	4	9	107
11-12PM	23	25	20	22	26	28	31	175
12-1PM	15	19	18	17	21	37	30	157
1-2PM	21	20	18	20	17	24	35	155
2-3PM	16	21	17	20	16	37	21	148
3-4PM	27	25	22	24	28	22	21	169
4-5PM	21	18	15	14	20	15	10	113
5-6PM	15	12	18	12	19	21	7	104
6-7PM	6	10	6	7	8			37
Total p/day	183	206	170	179	208	190	168	1314

Attachments: Bridge and Pedestrian Issues and Related Research February 22, 2011 Memo



Date of Council Meeting: February 22, 2011

**TOWN OF LEESBURG
TOWN WORK SESSION**

Subject: Bicycle and Pedestrian Issues and Related Research

Staff Contacts: Kaj Dentler, Deputy Town Manager *KAD*
Betsy Fields, Research and Communications Manager *BF*
Scott Parker, Assistant to the Town Manager *SP*

Recommendation: Information only

Issue: Report is provided at request of Council members Butler and Hammler

Fiscal Analysis: To be determined dependent upon Council direction.

Background: Council members Dave Butler and Kathryn Hammler have expressed an interest in evaluating bicycle and pedestrian issues in the Town. As such, staff offers this report as a starting point for discussion. This report is broken down into two sections. The first section includes an evaluation of destinations; identification of a major problem area; and a brief summary of VDOT related standards. The second section offers information on standards used to evaluate the commitment of a community to provide a bicycle and pedestrian friendly environment.

SECTION I

Destinations:

- a. The W&OD Trail traverses the Town from northwest to southeast, and is an important amenity and destination that provides significant bicycle and pedestrian connectivity in these directions. The trail could be maximized even further by increasing connections.
- b. Downtown Leesburg has always been considered a desirable destination, and was recently discussed in the context of "how to get there by bicycle" during stakeholder meetings for the Downtown Improvement project. Since the W&OD Trail is a significant asset for the Town, an enhanced connection to the downtown could be considered via Harrison Street at Raflo Park for Market Station, and via South King Street at Georgetown Park for the downtown area.

Informational signage, kiosks, and "stations" for bicyclists could be provided. In an effort to improve visibility, a promotional campaign could be developed to entice bicyclists and pedestrians to the downtown area and Market Station.

- c. Route 15 South, Sycolin Road, and Battlefield Parkway are major thoroughfares that will also provide access to schools, parks, shopping, dining, and the Leesburg Executive Airport. Public transportation improvements are currently underway for all three roadways, and each includes multi-use trails. These trails provide bicycle and pedestrian access to major destinations such as the Village at Leesburg and the Leesburg Corner Premium Outlet Center as indicated below.

Subject: Bicycle and Pedestrian Issues and Related Research

- Village at Leesburg: As the site of a Wegmans, and a large commercial center that includes retail, restaurants, a bowling alley, health club, apartments, a movie theater that is currently under construction, and a future hotel, this area is a major new destination. Road connections in this area accommodate bicycles and pedestrians via River Creek Parkway, and the new Crosstrail Boulevard overpass. Russell Branch Parkway which is currently constructed through the development will ultimately connect to Battlefield Parkway via private development applications proposed for the area. This will provide a significant link that is parallel to Route 7 for bicycles and pedestrians via its incorporated trail. Ultimately, this link will continue to the west via Crosstrail Boulevard into the County through Bolen Park and will intersect with a future extension of Kincaid Boulevard. This particular link will connect all the way to Sycolin Road to provide a vital bicycle and pedestrian trail connection.
- Leesburg Corner Premium Outlet Center: Although a premiere shopping destination, its access is primarily by automobile. This area and the nearby shopping areas on Fort Evans Road are problematic for the incorporation of bike and pedestrian facilities from the north, west, and south as there are no sidewalks or crossings of the Route 15 Bypass or Route 7. Access is available by sidewalk from the east.

Identification of a Major Problem Area:

As illustrated by the attached map, the major regional commuter corridors that divide the Town are the Route 7/15 Bypass, Route 7, and the Dulles Greenway. Each of these roadways are significant obstacles to bicycle and pedestrian connectivity.

According to the Town's Department of Public Works, the number one area of concern and complaint is the Route 15 Bypass in the vicinity of the Leesburg Corner Premium Outlet Center. This roadway is controlled by the Virginia Department of Transportation (VDOT), and is a limited access highway that discourages the use for bicycles and pedestrians. Connectivity in this area was compounded by the closing of Fort Evans Road at its intersection with the Bypass. Currently, well worn foot paths are seen in the area adjacent to the bypass, and a safety fence has been installed in an attempt to keep pedestrians from crossing the Bypass. In addition, a "Safe T Ride" bus program has been implemented to accommodate safe crossings of the Bypass in addition to the Trolley and VRT busses all of which can carry bicycles.

Currently, VDOT will not permit crosswalks or pedestrian control facilities at the intersections that cross the Route 15 Bypass or Route 7. However, VDOT will accommodate such facilities if constructed as part of future road improvements. A good example of this can be found at the Crosstrail Boulevard/Route 7 interchange that was recently built near Wegmans. Another example is the South King Street Trail project at the interchange of South King Street and the Bypass.

Three potential suggestions for improving bicycle and pedestrian access across the Route 7/15 Bypass are listed below for consideration. However, it is important to review the attached staff report from the Department of Public Works dated November 2010 before making a decision on the below suggestions.

Subject: Bicycle and Pedestrian Issues and Related Research

1. To study the feasibility of installing a pedestrian refuge island in this area in conjunction with VDOT. This approach could potentially create a more formalized crossing pattern than currently exists today.
2. To re-evaluate the potential for a bridge crossing over the Bypass for bicycle and pedestrian crossings.
3. To significantly increase the availability and awareness of the "Safety Ride" program.

VDOT Standards for Bicycles on the Road

In Virginia, it is legal for bicycles to be on a roadway with exception for highways in certain circumstances, and there are numerous alternatives to consider. Listed below is brief summary of VDOT and AASHTO (American Association of State Highway and Transportation Officials) design guidelines for accommodating bicycles.

- Shared Roadway (No signage): Under this designation, bicycles may travel on roads without signage and infrastructure improvements. In this case, it is up to the community and to VDOT as to whether or not these facilities should be encouraged as bike corridors.
- Shared Roadway (Signage): Under this designation, signage is used to designate a shared roadway system and/or designated bike routes. In this case, the purpose is to provide continuity to other bicycle trails or lanes, and to designate preferred routes through high-demand corridors.
- Bike Lanes: Bike Lanes are established with appropriate pavement markings and signage along streets in corridors where there is significant bicycle demand, and where there are distinct needs that can be served by them. The purpose is to improve conditions for bicyclists on the streets. Bike Lanes are intended to delineate the right of way assigned to bikes and pedestrians and to provide for more predictable movements of each.
- Shared Use Trails: Generally, shared use trails should be used to serve corridors not served by streets and highways, or where wide right of way exists permitting such facilities to be constructed away from the influence of parallel streets. They should provide opportunities not provided by the road system, and they can provide a recreational opportunity and/or an alternative commuter route.

An analysis of Town streets reveals that not enough right-of-way exists to create designated bike Lanes that meet design safety standards without major land acquisition and reconstruction efforts. Considering that the W&OD Trail is a premier shared use trail, it is appropriate to consider the use of the "signed shared roadway" designation to provide connection to this resource, and to accompanying destinations. Potential designations could include Harrison Street, King Street, and Plaza Street all of which have access to the W&OD Trail.

Subject: Bicycle and Pedestrian Issues and Related Research

SECTION II.

Bicycle and Pedestrian Friendly Community Programs:

There are two established programs that recognize communities with pedestrian and bicycle friendly policies and practices. The two programs are structured almost identically and rely on a scoring system for communities in the areas of planning and engineering; public outreach and education; enforcement; and evaluation. Both programs award four levels of designation (platinum, gold, silver and bronze), and are known as the Bicycle Friendly Community and the Walk Friendly Community.

Program Requirements: Both programs begin with an evaluation of how “walk friendly” or “bicycle friendly” the community currently is. Outlined below are the key benchmarks in each of the evaluation areas.

1. Planning & Engineering
 - Adopted “Complete Streets” ordinance
 - Adopted pedestrian/bicycle network plan
 - Inventory of existing pedestrian/bicycle network & related facilities
 - Action plan to maintain and improve existing network
 - Design standards for new roads include sidewalks/shared trails/bike lanes
 - Shared parking allowances
 - Require bicycle facilities such as parking racks, lockers, etc.
2. Public Outreach & Education
 - Public information efforts (info on website/social media, PSAs, etc.)
 - Direct mail outreach (utility bill inserts, etc.)
 - Bicycle network map (printed or online)
 - Wayfinding signs/kiosks
 - Share the Road signs
 - Participation in Safe Routes to Schools, Bike-to-Work Day and similar programs
 - Safety training/workshops
 - Bicycle Advisory Committee established
 - Bicycle Program Manager designated
3. Enforcement
 - Targeted enforcement programs for pedestrian safety
 - Bicycle-mounted patrol officers
 - Ordinances that treat bicyclists equitably
4. Evaluation
 - Regular process to identify problem areas and needed improvements
 - On-going pedestrian counting program or survey
 - Pedestrian/vehicle and cyclist/vehicle crash data

Subject: Bicycle and Pedestrian Issues and Related Research

The Town has many of these elements already in place. As a result, staff would need only to document them. Once the community assessment is completed, there is no fee to apply for designation, and if recognized, there is no fee to participate in either program. The Walk Friendly Community program accepts applications in June and December, and the Bicycle Friendly Community program accepts applications in February and July.

There is considerable overlap between the two program assessments. Much of the work necessary to complete one assessment will reduce time and effort needed to complete the other assessment. However, the Bicycle Friendly Community assessment contains more items not within the Town's control such as the numbers of specialty bicycle retailers, cycling organizations and bicycle friendly businesses. Completing either program assessment will involve staff from the Executive, Plan Review, Planning & Zoning, Public Works, Police, Parks and Recreation, and Capital Projects departments to gather the significant amount of data needed.

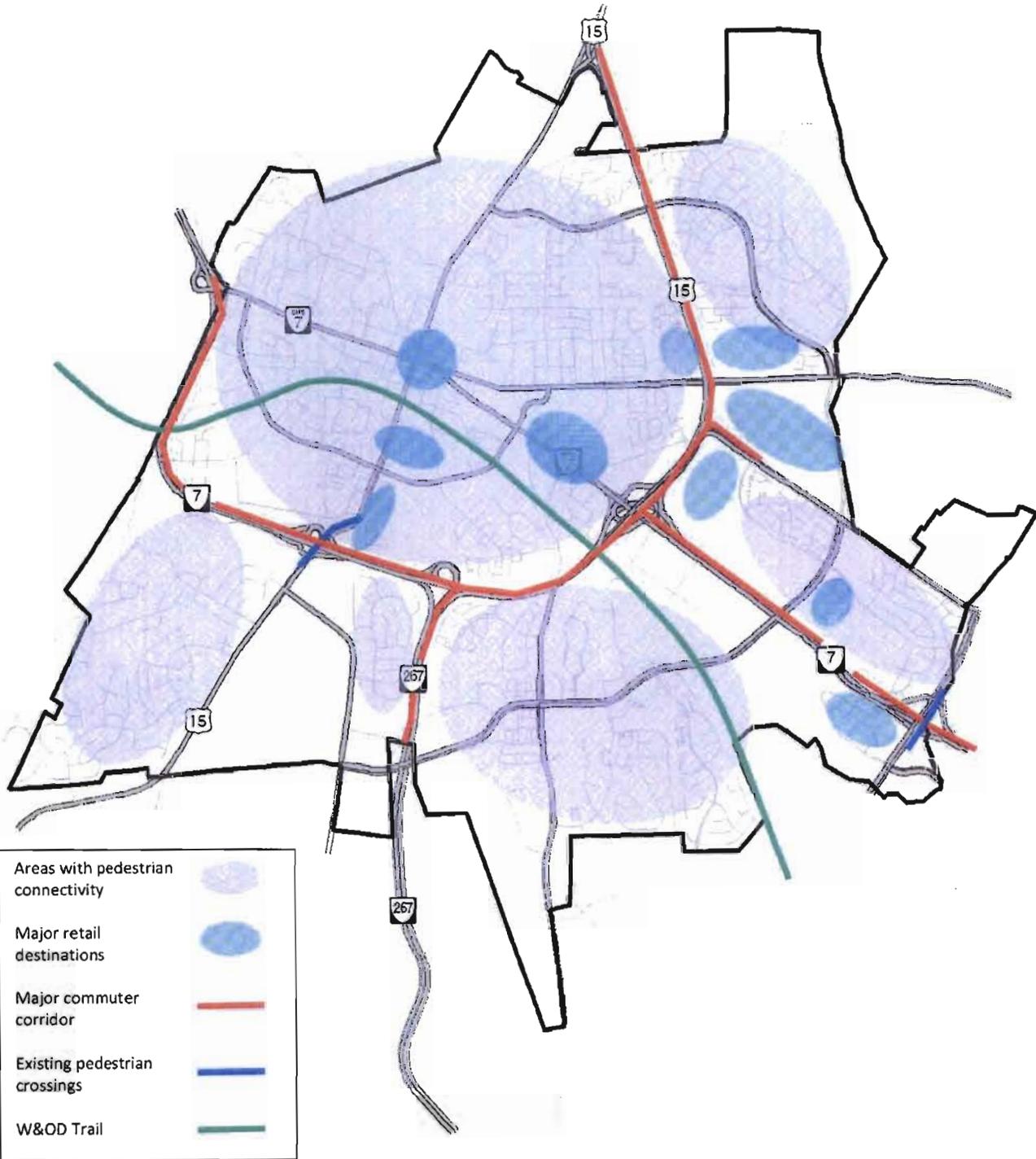
If Town Council is interested in applying to these programs or just wants to use the established program criteria to improve the related conditions in Leesburg, an interdepartmental team could complete the assessment for the Walk Friendly Community program and prepare a report. The areas needing action could be further divided into items that can be easily and inexpensively implemented; items that would require significant time and cost to implement; items that are either outside the Town's responsibility or authority; and items that cannot be implemented. Once that report is completed, staff could make a presentation so that Town Council can decide on what further action, if any, the Town should pursue.

Resources:

Walk Friendly Communities	www.walkfriendly.org
League of American Bicyclists	www.bikeleague.org ; www.bicyclefriendlyamerica.org
Pedestrian & Bicycle Information Center	www.pedbikeinfo.org
Alliance for Biking & Walking	www.peoplepoweredmovement.org
Bikes Belong	www.bikesbelong.org
Virginia Bicycling Federation	www.vabike.org

Attachments: 1. Pedestrian Connectivity Map
2. Department of Public Works Staff Report Dated November 8, 2010

Pedestrian Connectivity Concept Map





ATTACHMENT 2

Date of Council Work Session: November 8, 2010

TOWN OF LEESBURG TOWN COUNCIL WORK SESSION

Subject: Analysis of Potential Crosswalks

Staff contact: Calvin K. Grow, P.E., Transportation Engineer ~~CA~~
Michael P. Armstrong, EIT, LSIT, Engineer ~~MA~~

Short-Term Recommendation: It is our recommendation that crosswalks not be installed at any of the following locations at this time. The addition of pedestrian clearance times would cause substantial delays on already congested roadways. Due to traffic volumes and speed limits on the subject roadways, the Department of Public Works and Virginia Department of Transportation assessment is that crosswalks on the Route 15 Bypass would create an unsafe condition for pedestrians. The Leesburg Police Department agrees with this assessment and supports the recommendation.

Long-Term Recommendation: It is our recommendation that grade-separated pedestrian access be provided in conjunction with the planned interchanges for all of these intersections with the exception of the Route 15 Bypass at Fort Evans Road. Pedestrian traffic at Fort Evans Road should be diverted along the east side of the Bypass to a crossing at Edwards Ferry Road. The current Town Plan includes this recommendation, showing grade-separated interchanges on the Route 15 Bypass at Battlefield Parkway and Edwards Ferry Road. The Town Plan also shows an interchange on Route 7 at Battlefield Parkway, and an overpass over the Route 7/15 Bypass at Sycolin Road. Grade-separated interchanges at the intersection of the Route 15 Bypass and Edwards Ferry Road, and the intersection of Route 7 and Battlefield Parkway are already under consideration for the Town Capital Improvements Program. (See attached)

Issues: Would crosswalks on the Route 15 Bypass improve pedestrian safety?

Fiscal Analysis: The recommendations in this item do not impact the Public Works operating budget.

Background: The Department of Public Works received a request from Town Council to analyze and provide recommendations for installing crosswalks at several intersections within the Town. The subject intersections are on the Route 15 Bypass at Battlefield Parkway, Edwards Ferry Road, and Fort Evans Road; on Route 7 at Battlefield Parkway; and on the Route 7/15 Bypass at Sycolin Road. The latter two of these intersections are maintained by VDOT. The following improvements have already been implemented by the Town:

- Fencing has been installed on the west side of the Bypass from Edwards Ferry Road to the existing fence near East Market Street (behind the Hampton Inn).
- Efforts have been made to increase public awareness of the Safe-T-Ride shuttle.
- The Safe-T-Ride shuttle has provided the public with expanded hours.
- During the months of June, July, August, November, December, and January, an additional shuttle bus has been added to the Safe-T-Ride route for peak hours of 8:00 AM to 10:00 AM and 3:00 PM to 8:00 PM. The average headway for one bus was found to be 35 minutes. With the addition of the peak hour bus, the headway was reduced to 15 minutes. (See attached)

Analysis of Potential Crosswalks
November 8, 2010
Page 2 of 3

- Real time next bus arrival indicators have been installed at select bus stops. (See attached)

Although the above mentioned improvements have increased shuttle ridership, pedestrian traffic across the Bypass has not been eliminated.

The time provided for a pedestrian to cross a roadway (pedestrian clearance time) in accordance with the standards in the Manual on Uniform Traffic Control Devices (MUTCD) would cause substantial delays on already congested roadways. The impacts on individual intersections have been outlined below.

Route 15 Bypass at Battlefield Parkway

In order to provide sufficient pedestrian clearance time, approximately 40 seconds would have to be added to the existing signal timing. This amount of time would cause delays in the event that pedestrian signals were activated. Due to the nature of this section of roadway, pedestrians would likely come as a surprise to motorists. A pedestrian would have to cross six lanes of traffic with 33,000 vehicles per day (5,000 vehicles during the peak hour) and four percent truck traffic (1,320 trucks per day). The posted speed limit is 45 MPH and the Route 15 bypass is classified as limited access. Virginia Department of Transportation Traffic Engineer for Loudoun County, Jerry Pauley, recommends against the installation of a pedestrian signal phase because of the number of turning movements, the existing speed limit over 40 MPH, the increased congestion, and the false sense of security that would occur if a pedestrian phase was added. Pedestrian counts performed from 11:15 AM to 1:15 PM and 3:00 PM to 5:00 PM on October 15, 2010 noted a total of 14 pedestrians crossing the Bypass in the vicinity of Battlefield Parkway.

Route 15 Bypass at Edwards Ferry Road

In order to provide sufficient pedestrian clearance time, approximately 35 seconds would have to be added to the existing signal timing. This amount of time would cause delays in the event that pedestrian signals were activated. A pedestrian would have to cross 7 lanes of traffic, including a free flow right-turn lane. Traffic volumes and truck percentages are the same as noted for the Battlefield Parkway intersection. An alternative to traditional pedestrian signals would be a street-crossing system that stops all traffic and allows pedestrians to cross the intersection in every direction at the same time. This alternative would require the same amount of pedestrian clearance time, though causing additional congestion on Edwards Ferry Road and the Route 15 Bypass. Both of these options would result in gridlock at this intersection. Virginia Department of Transportation Traffic Engineer for Loudoun County, Jerry Pauley, recommends against the installation of a pedestrian signal phase because of the number of turning movements, the presence of a free-flow turn lane, the existing speed limit over 40 MPH, the increased congestion, and the false sense of security that would occur if a pedestrian phase was added. Pedestrian counts performed from 10:00 AM to 12:00 PM and 3:00 PM to 5:00 PM on October 13, 2010 noted a total of 17 pedestrians crossing the Bypass in the vicinity of Edwards Ferry Road.

Route 15 Bypass at Fort Evans Road

The installation of a crosswalk at this intersection would require significant changes to the current roadway and traffic signal configuration. In order for pedestrians to cross the Route 15 Bypass, it would be necessary to interrupt the flow of southbound traffic, which is currently a free flow condition. Such changes would be of substantial cost to the Town, while causing major delays in traffic. This section of the Route 15 Bypass has traffic volumes of 53,000 vehicles per day (8,000

ATTACHMENT 2

Analysis of Potential Crosswalks
November 8, 2010
Page 3 of 3

vehicles during the peak hour) and four percent truck traffic (2,120 trucks per day). Pedestrian counts performed from 10:00 AM to 12:00 PM and 3:00 PM to 5:00 PM on October 13, 2010 noted a total of 22 pedestrians crossing the Bypass in the vicinity of Fort Evans Road.

Route 7 at Battlefield Parkway

This intersection is under VDOT control.

Route 7/15 Bypass at Sycolin Road

This intersection is under VDOT control.

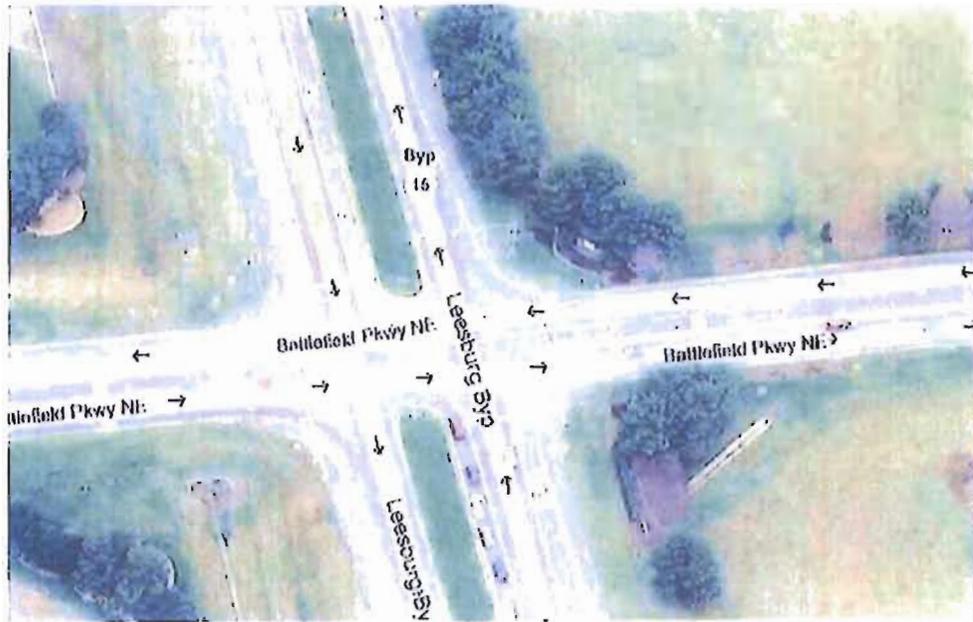
Attachments: Photographs

Map of Existing Pedestrian Foot Paths

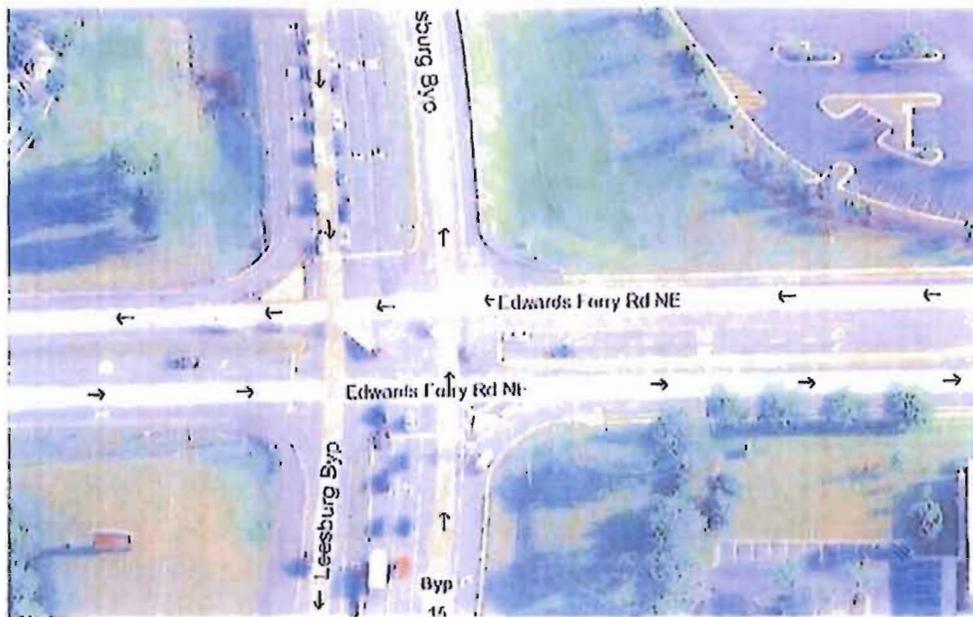
Future Capital Projects FY 2011-2015

Leesburg Town Plan Roadway Network Policy Map

(Two) Town of Leesburg News Release for Safe-T-Ride



Intersection of Route 15 Bypass and Battlefield Parkway

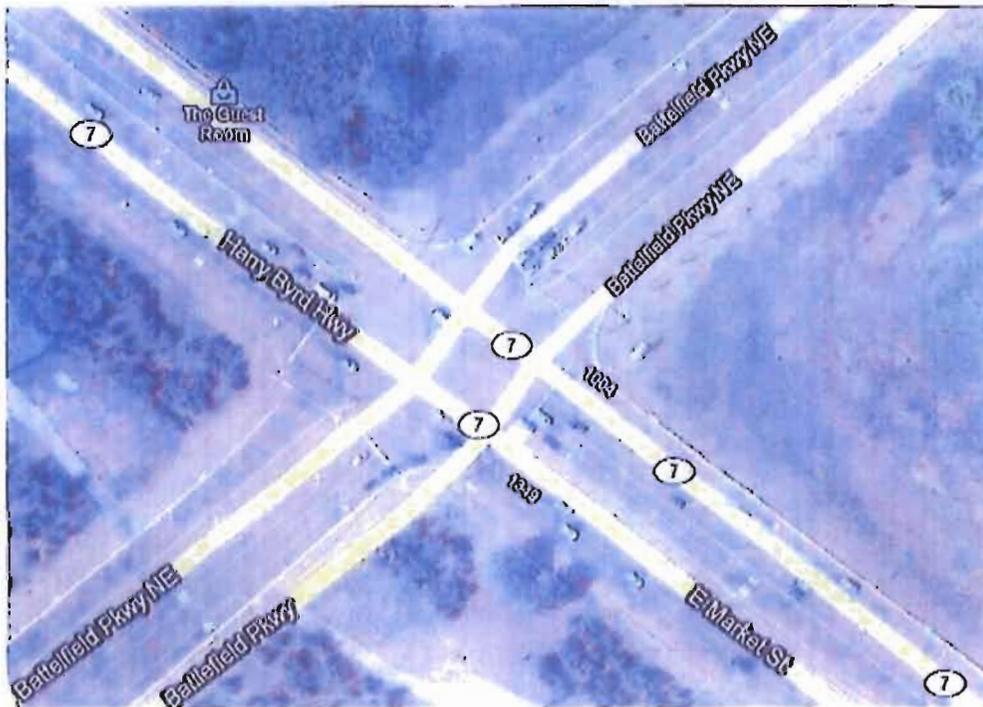


Intersection of Route 15 Bypass and Edwards Ferry Road

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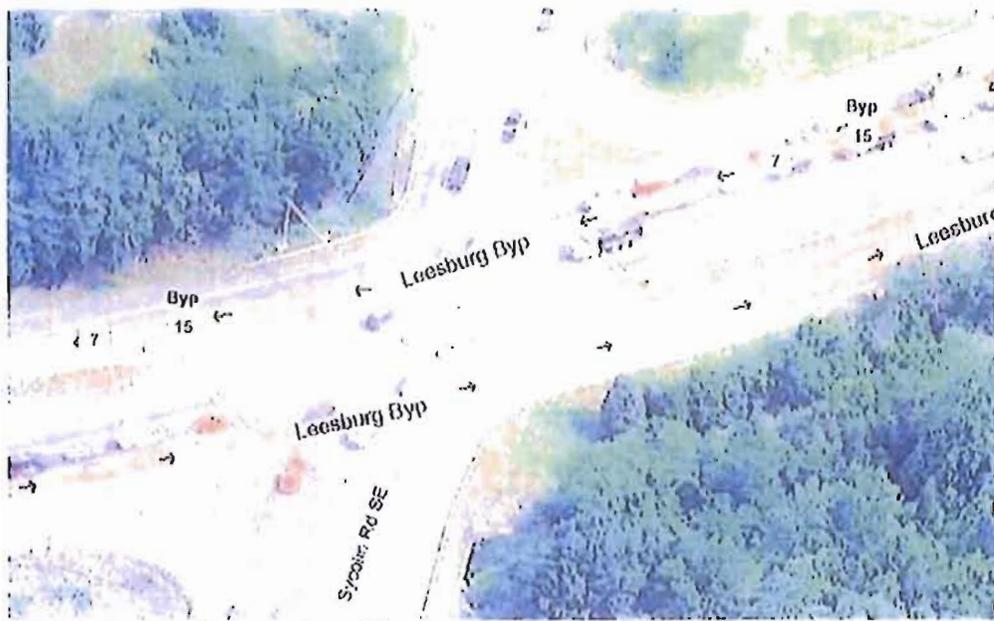


Intersection of Route 15 Bypass and Fort Evans Road

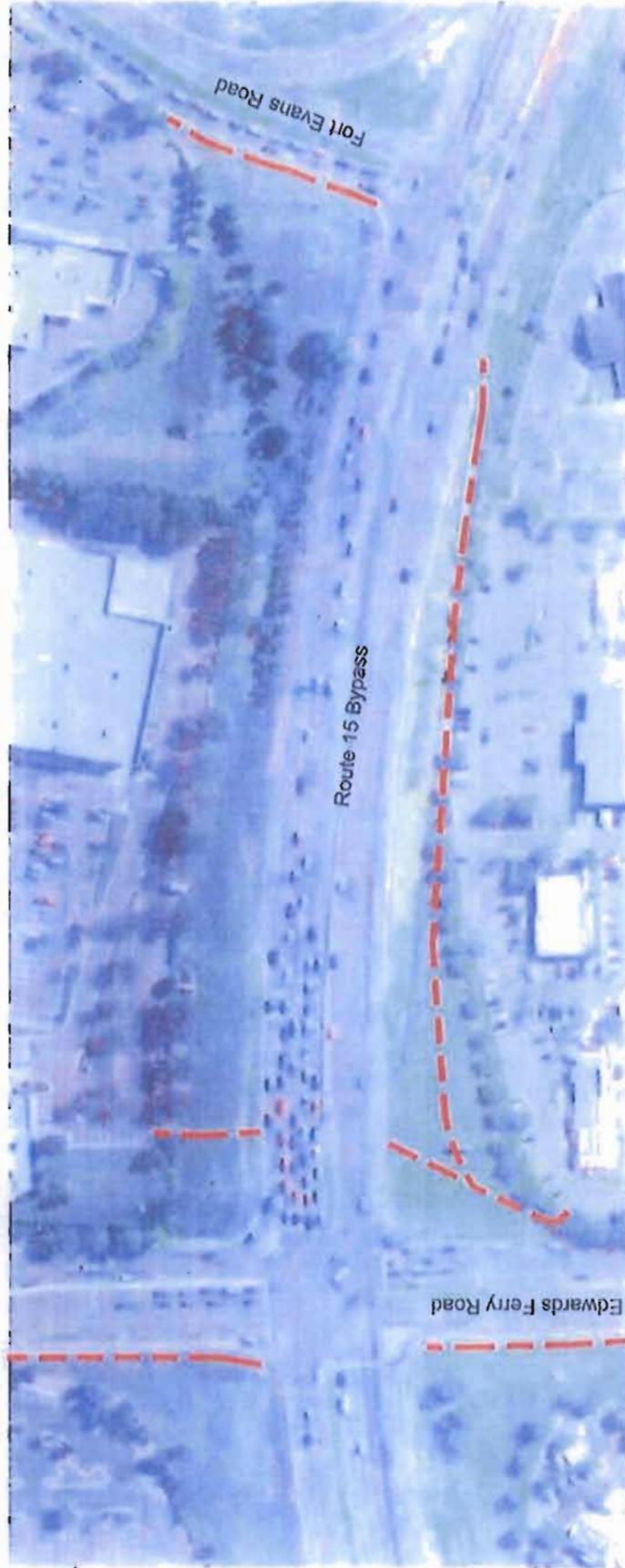


Intersection of Route 7 and Battlefield Parkway

ATTACHMENT 2



Intersection of Route 7/15 Bypass and Sycolin Road



--- Existing Pedestrian Foot Paths

FUTURE CAPITAL PROJECTS (continued)

STREETS, HIGHWAYS, BUILDINGS, AND GROUNDS (continued)

Advanced Transportation Management System, Phase II

Electronic connection of existing traffic signals along Edwards Ferry and Fort Evans Road to allow monitoring of the system from a control center in Ferra Hall to improve congestion and air quality by enhancing traffic flow.

Battlefield at Route 7 Interchange

Construct a grade separated interchange at this location. This part of Route 7 is maintained by VDOT. Project should be funded by VDOT.

Edwards Ferry Road Sidewalk – North Side

Install sidewalk along the north side of Edwards Ferry Road from Shenandoah Building to Heritage Way.

Evergreen Mill Road Improvements

Design and construction of 4-laning of Evergreen Mill Road between South King Street and Battlefield parkway at the south corporate limits, including sidewalk and multi-use trail.

Harrison Street Extension

Extend Harrison Street from North Street to Oakcrest Manor Drive.

Lawson Road Bicycle/Pedestrian Crossing of Tuscarora Creek

Design and construction of a new stream crossing to provide bicycle and pedestrian access to the W&OD Trail from residential communities.

North King Street at North Street Traffic Signal

Loudoun County has proffered a signal at that location. This signal will be needed when the courthouse expansion project is completed.

South King Street at Davis Avenue Sidewalk

Install sidewalk on both sides of Davis Avenue from South King Street to the Valley View Drive intersection.

West Market Street/Morven Park Road/Loudoun Street Intersection Improvements

Design and construction of intersection improvements to improve vehicular and pedestrian safety and traffic congestion. Study completed in March 2009 on potential design options.

STORM DRAINAGE

PROJECT

PROJECT SUMMARY

Royal Street East Storm Drainage Improvements

Install curb and gutter on East Royal Street between Harrison Street at Market Station and the Tollhouse Plaza shopping center. Recommendation of study is that this becomes a maintenance project.

South Street at South King Street

Storm drainage improvements to alleviate flooding of a single family home at the corner of South Street and South King Street. Project dependent upon future Waterford development.

FUTURE CAPITAL PROJECTS

7.10 PRIORITY FUTURE CAPITAL PROJECTS

The following is a list of projects that are priorities for future inclusion in the Capital Improvements Program based upon funding availability and the priorities of the Town Council. Costs are estimates only and are subject to change. Projects below are not listed in any particular order of importance.

PROJECT	PROJECT SUMMARY	ESTIMATED COST	STATUS
Church Street Improvements Phase II (07304)	Project includes extension of paved roadway approximately 200 feet towards the W&OD Trail to connect to future private development. The project includes construction of a Crescent District water feature at the southern end of Church Street adjacent to the proposed Waterford Development project.	\$225,000	Awaiting progress of future private development
Downtown Improvements Phase II (NEW)	Additional infrastructure improvements for the downtown area. Specific projects to be evaluated after first phase of improvements are completed.	\$725,000	Awaiting funding
Edwards Ferry Road at Leesburg Bypass Interchange (09307)	The area surrounding the intersection between Edwards Ferry Road and the Leesburg Bypass has experienced significant commercial growth during the past 15 years. As a result, traffic volumes are beyond the capacity of the existing at-grade intersection, and the area routinely experiences significant congestion and traffic delays. This project will develop a new grade-separated interchange which will improve traffic flow and will provide pedestrian access across the bypass. The cost estimate will be revised based on preliminary design.	\$35,000,000	Awaiting funding
Edwards Ferry Road Widening Improvements (NEW)	A recent analysis by VDOT ranked this project as third most effective in the region for reducing traffic delays. Widening of the roadway by approximately 1,000 linear feet between Battlefield Shopping Center and Battlefield Parkway. This will complete Edwards Ferry Road as a four lane divided roadway between the Bypass and the eastern town limits (previously CIP project #10301)	\$1,000,000	Awaiting funding
Ida Lee Soccer/Lacrosse Field No. 3 (01301)	Development of a third irrigated soccer/lacrosse field at Ida Lee Park. Plans are ready to be approved.	\$400,000	Awaiting funding

ATTACHMENT 2

Calvin Grow

From: Betsy Fields
Sent: Thursday, June 17, 2010 2:18 PM
To: Betsy Fields
Subject: News Release: Leesburg Safe-T-Ride Increases Service During Peak Times
Attachments: TOL PR 2010-06-17 Safe-T-Ride.pdf; image003.jpg@01CB0E26.F75AA4D0



the hometown of the 21st century

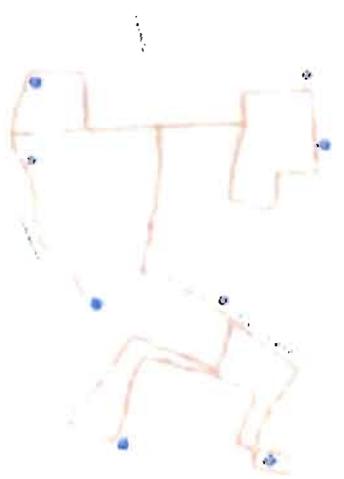
Town of Leesburg News Release

For Immediate Release

Contact:
Michael Socha, General Manager
Virginia Regional Transit
mike@vatransit.org
877-777-2708

Leesburg Safe-T-Ride Increases Service During Peak Times

Free Route 15 Bypass shuttle service will have an additional bus in service during morning and afternoon peak hours through the summer



Leesburg, VA (June 17, 2010) – During June, July and August, the Leesburg Safe-T-Ride will place an additional shuttle bus in service during peak ridership hours of 8:00 to 10:00 a.m. and 3:00 to 8:00 p.m., Monday through Friday. The additional bus will minimize passenger wait time during these peak times.

The Leesburg Safe-T-Ride is a free shuttle service, funded by the Town of Leesburg and operated by Virginia Regional Transit (VRT), providing pedestrians with a safe alternative to crossing the Route 15 Bypass on foot in the vicinity of Fort Evans and Edwards Ferry Roads. The shuttle route includes stops at the Leesburg Corner Premium Outlets, Fort Evans Plaza I, Battlefield Shopping Center (Shoppers Food Warehouse), Loudoun County's Shenandoah Building, the Montessori School, Evans Ridge Apartments and

ATTACHMENT 2

Battlefield Marketplace (Costco). All of the buses are fully ADA-accessible and equipped with bike racks for additional passenger convenience.

The Leesburg Safe-T-Ride operates seven days a week. During the summer months and during the holiday shopping season, the Safe-T-Ride operates from 7:00 a.m. to 8:00 p.m., Monday through Friday. At other times, the shuttle operates from 7:00 a.m. to 7:00 p.m., Monday through Friday. On Saturdays and Sundays, the shuttle service runs from 9:00 a.m. to 6:00 p.m. during the entire year.

#

Betsy Fields, CEcD

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The logo for the Town of Leesburg, featuring the word "Leesburg" in a stylized, cursive script font. The letters are primarily black with a red outline and a yellow-to-orange gradient shadow effect behind the text.

the hometown of the 21st century



the hometown of the 21st century

Town of Leesburg

News Release

For Immediate Release

Contact:

Kathleen Leidlch, AICP
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703-771-2709

Michael Socha, General Manager
Virginia Regional Transit
mike@vatransit.org
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Real Time Next Bus Arrival Indicator Signs Installed At Leesburg Safe-T-Ride Bus Stops

**Ribbon cutting for grant-funded project scheduled for Tuesday, July 13, 2010 at
10:00 a.m. at the Shenandoah Building bus stop**

Leesburg, VA (July 6, 2010) – Town of Leesburg and Virginia Regional Transit officials will celebrate the installation of real-time transit information signs at four bus stops on the Leesburg Safe-T-Ride shuttle route with a ribbon cutting on Tuesday, July 13, 2010 at 10:00 a.m. The ribbon cutting will take place at the bus stop by the Shenandoah Building at 102 Heritage Way NE.

The new signs, which are solar-powered, have been installed at bus stops at the Evans Ridge Apartments, Leesburg Corner Premium Outlets, Heritage Way at Adams Drive, and the Shenandoah Building. A fifth sign will be installed near the Shoppers Food Warehouse in Battlefield Shopping Center in the near future. The signs will give passengers at these stops an accurate arrival time for the next bus. The Safe-T-Ride shuttle runs on a continuous loop, taking approximately 30 minutes for each complete circuit of the route.





"Because the Safe-T-Ride is a continuous-loop service, there are no specific times for the shuttle to be at certain stops," explained Michael Socha, general manager for Virginia Regional Transit. "Not knowing when the next shuttle will arrive, sometimes potential passengers will opt to cross the bypass on foot, which is dangerous. Our hope is that the new signs will encourage people to wait for the next bus."

The Leesburg Safe-T-Ride is a free shuttle service, funded by the Town of Leesburg and operated by Virginia Regional Transit (VRT), providing pedestrians with a safe alternative to crossing the Route 15 Bypass on foot in the vicinity of Fort Evans and Edwards Ferry Roads. The shuttle route operates seven days a week. During the summer months and during the holiday shopping season, the Safe-T-Ride operates from 7:00 a.m. to 8:00 p.m., Monday through Friday. At other times, the shuttle operates from 7:00 a.m. to 7:00 p.m., Monday through Friday. On Saturdays and Sundays, the shuttle service runs from 9:00 a.m. to 6:00 p.m. during the entire year.

The new real time transit information signs were funded with a Community Development Block Grant (CDBG) through Loudoun County. In late 2008, Town staff included the signs among a list of potential CDBG projects and the Council selected the signs for a grant application in December 2008. The application was submitted to Loudoun County in January 2009. The Town received notification that the project had received grant funding in July 2009. The total cost for the installation of the five signs will be \$26,890. The grant provided \$24,201 and the remaining \$2,689 (a 10% match) was provided jointly by Virginia Regional Transit and the Town of Leesburg. The Town's contribution was an in-kind donation of staff time to install the solar panel poles, valued at \$1,344.50. Town staff worked with Virginia Regional Transit and the vendor, Home2Phone, a Great Falls-based company, on the implementation of the project.

At the ribbon cutting on Tuesday, VRT will also unveil the new Safe-T-Ride shuttle bus, featuring a graphic wrap with the new Safe-T-Ride logo. VRT and Town officials hope that the new shuttle bus will increase ridership by attracting more attention to the free service.



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