



# US340 CORRIDOR - EAST GATEWAY PLAN

## INNOVATIVE TOOLS & DATA

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# Presentation Outline:



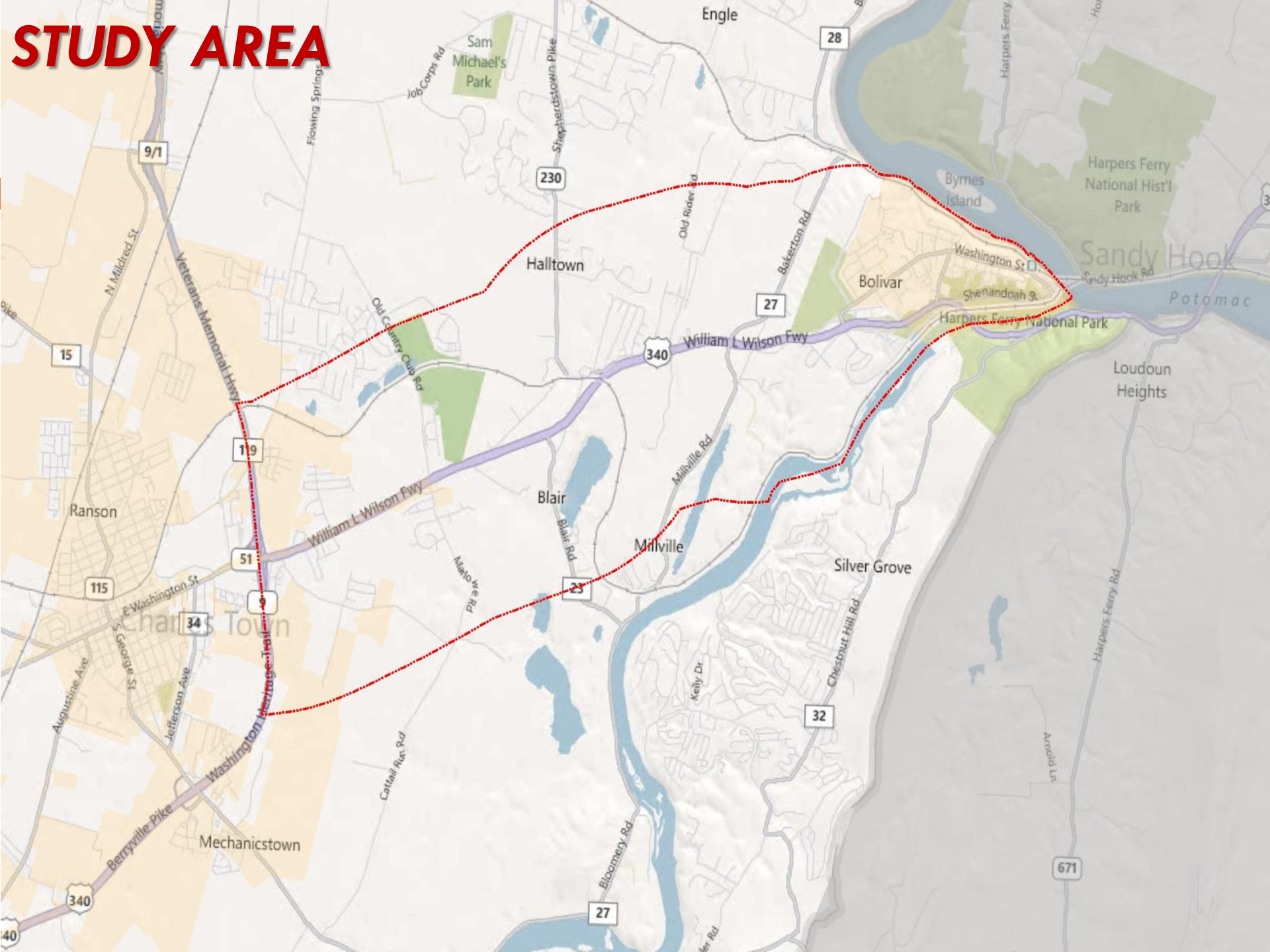
- Background
- Project Overview
- Innovative Tools and Data
- MetroQuest Public Involvement – Phase 1
- TomTom GPS data
- MetroQuest Public Involvement – Phase 2

# Background:



- US340 East – seven mile four-lane divided expressway from Charles Town to Harpers Ferry.
- Corridor has experienced residential and commercial growth.
- Historic and environmental resources in area.
- Severe congestion point at WV/VA/MD intersection.
- Identified as “High Accident Corridor” in LRTP.
- Currently LOS is “E”, projected to drop to “F”.

# STUDY AREA



# Project Overview



- Receive public input on East Corridor in regards to transportation, land use, community, economic development, historic preservation and trails.
- Collect traffic counts, turning movements and speed data.
- Develop alternative land use scenarios from feedback.
- Enhance regional travel demand model and use to determine effect of scenarios on transportation.
- Refine scenarios into vision based on model results, transition into planning and zoning ordinances.
- Jefferson County Planning, WVDOT and HEPMPO, with Michael Baker Jr., Inc.

# Innovative Tools & Data



[rt340.metroquest.com](http://rt340.metroquest.com)

## What does MetroQuest Provide?

### The Services



- Facilitation
- Training
- Workshop Development
- Promotions
- Professional Services

Project Team  
Effort



### The Content



- Content Development
  - Modeling & Scenarios
- Content Integration



### The Experience



- User Experience
  - Standard Templates
  - Custom Templates



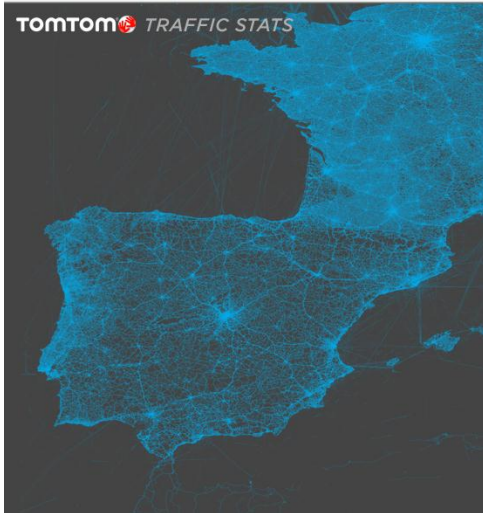
### The Software



- 4 platforms
- Hosting
- Support
- Maintenance
- Reporting

# Innovative Tools & Data

**TOMTOM**  [trafficstats.tomtom.com](https://trafficstats.tomtom.com)



## Product Features

- 1. Broad coverage**  
Actual speed and travel time information available for highways, urban and rural arterials, secondary roads throughout Europe and North America, including cross-border movements
- 2. Reliable statistics**  
Aggregates anonymous actual speed data from tens-of-millions of GPS devices
- 3. Detailed granularity**  
Available for all road segments, ranging from around 1 metre (1 yard) to 1.6 kms (1 mile) in length, at any hour of the day, during any period of time (for example, weekday-morning rush hour during winter months)
- 4. Growing dataset**  
Over 2.5 trillion speed measurements available and always growing
- 5. Green investment**  
Promotes environmental friendliness and energy efficiency since no roadside equipment, surveys or other field technology is required
- 6. Highly customised**  
Choose if you want to take holidays or extreme situations such as weather conditions into account; Results can be delivered in several formats, including tables, charts, GIS overlays
- 7. Fast results**  
Recent and historical speed measurements at your finger tips within 24 hours

# Public Involvement – Phase 1



- Develop public engagement software using existing MetroQuest templates.
- Two separate input phases of study: existing corridor conditions and showcase alternative land use scenarios.
- Project Team worked to identify content and structure.
- **Goals:**
  - ▣ Make friendly and aesthetically pleasing.
  - ▣ Collect wide breadth of qualitative and geographic data.



# 1 Our Challenge *How should the corridor evolve?*

CHALLENGE



## US 340 Corridor East Gateway Plan

2

PRIORITIES

3

INTERACTIVE MAP

4

SURVEY

5

STAY INVOLVED

Slide 1 of 3

This study, being performed by the Jefferson County Departments of Planning & Zoning, is a collaborative process to create a small area plan using citizen input related to land use management and future planning efforts.



1

CHALLENGE

2

PRIORITIES

## Priorities What is important to you?

Higher Priority  
↑

Easy car travel

Paths for walking, biking, and hiking

Drag your highest priorities above this line.

Residential development

Corridor beautification

Traffic safety

Design standards for new development

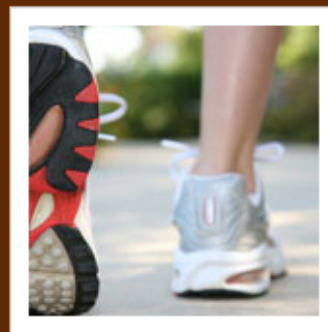
Historic resources

Employment opportunities

Retail / Commercial Development

Open spaces, Farmland and Rural

+ Suggest another priority




### Paths for walking, biking and hiking

Enhance trails to improve recreational opportunities and to provide an alternative means for travel within the corridor.

Priority ranked 2 of 2.

Would you like to add a comment?

 Add a comment about this priority

3

INTERACTIVE MAP

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STAY INVOLVED

1

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INTERACTIVE MAP

# Interactive Map Help us identify specific needs and improvements

➔ Drag markers on to the map to give us input for specific locations.

- Travel Destinations
- Strengths + Weaknesses
- Improvements + Additions

### What would you like to see happen in the US 340 East Gateway Corridor?

- Residential 
- Shops 
- Recreation 
- Preservation 
- Employment 
- Transportation 



4

SURVEY

5

STAY INVOLVED

1

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SURVEY

# Survey



Please complete a brief survey of your travel within the corridor and your insights on a future vision.

- Transportation Improvements...
- Land use changes...
- Look and feel...
- Biking, walking, and hiking...
- Where do you live...
- Where do you work...
- Travel frequency...

What improvements are most needed for biking, walking, and hiking in the 340 East Gateway corridor?

- Sidewalk / bike lanes along 340
- Connect trails to destinations
- Better river access
- Trail - Harpers Ferry to Charles Town
- Parking for trail access
- No improvements needed
- Other

5

STAY INVOLVED

1 CHALLENGE

2 PRIORITIES

3 INTERACTIVE MAP

4 SURVEY

5 STAY INVOLVED

# Stay Involved

**Thank you for your participation.**

The information you provided will assist Jefferson County in determining needs/priorities and crafting a future vision for the East Gateway corridor.



Please visit [Jefferson County's project website](#) to learn more about this project and upcoming events.



Provide email address to stay involved

and receive project related emails:

Tell us about yourself (optional)

Please enter as much information as you are comfortable providing. This information helps us understand your input better.

Government

Male

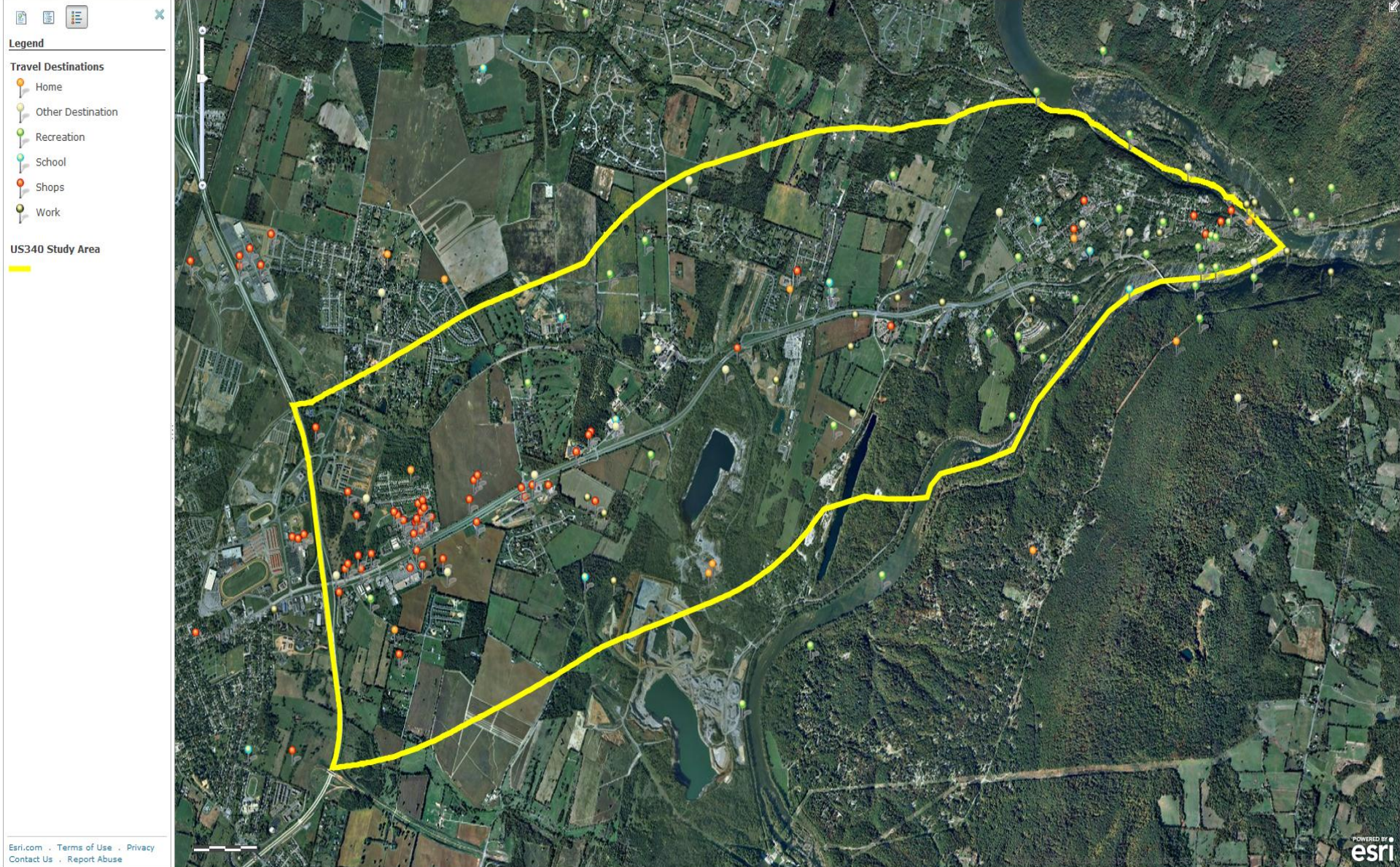
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I'm here to help

Jefferson County Commission  
West Virginia



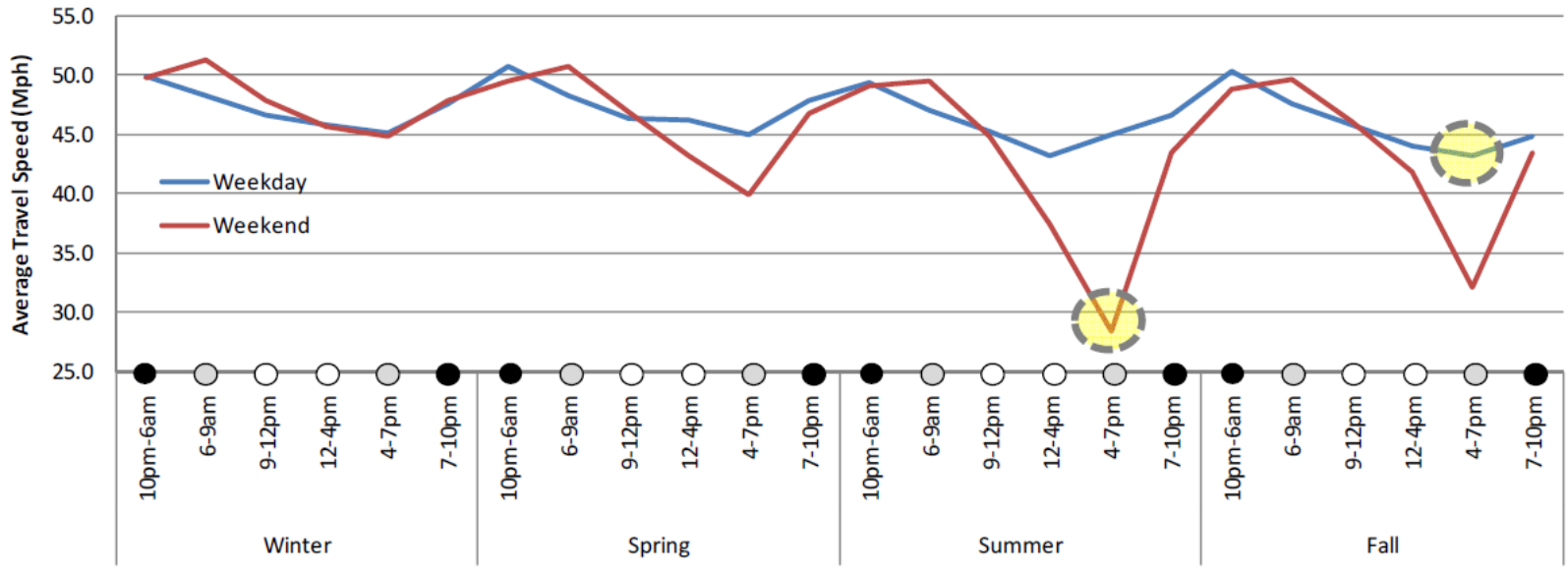


# TomTom GPS Data



- Significant seasonal traffic patterns on corridor.
- Purchased access to TomTom Traffic Stats Portal.
- TomTom GPS user community voluntarily share usage statistics.
- Pulled speed data from 2008-11, analyzed temporal and spatial differences.

### Route 340 East Bound Average Corridor Speeds (2008-2011)

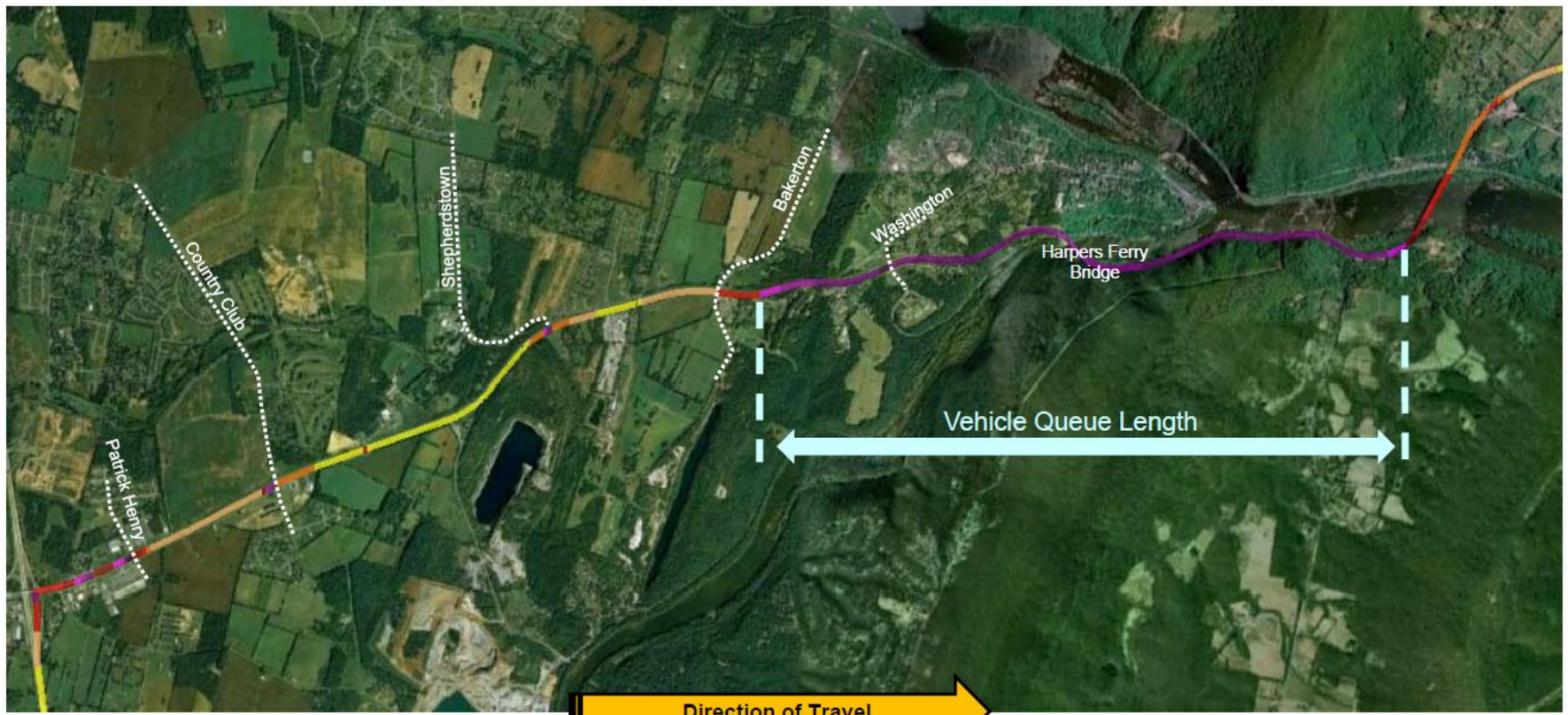


- ❑ **Worst Weekend: Summer 4-7pm**
- ❑ **Worst Weekday: Fall 4-7pm**



# East Bound Speeds by Section

Summer Weekend : 4-7pm



Satellite Map View from Google Earth

# Public Involvement – Phase 2



- Let user's visualize potential scenario options
- Provide information on how key user priorities will be affected by each scenario.
  - ▣ Travel modeling support
  - ▣ Other performance measure assessments
- Obtain feedback and visions on alternative land use scenarios.
- Use above data to craft a vision for the corridor study area

### 3 Scenarios

SCENARIOS

- Scenario A A
- Scenario B B
- Scenario C C
- Scenario D D








View:





 Make choices to see future consequences.

Order priorities by:

You have not chosen any priorities. At random:

- Reduced traffic congestion 
- Safer neighborhoods 
- More high quality jobs 
- More transportation options 
- Lower carbon emissions 
- Improving education 
- Affordable housing options 


worse than today   better than today

### 3 Rate Us How are we doing?

RATE US

Here are your top five priorities.  
Let us know how we are doing on your top priorities by selecting a star rating for each. You can include a comment with each if you wish.

1: Green Transportation



How are we doing with providing effective, green transportation options?

poorly       well

# Questions?



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