



Washington Metropolitan Area Transit Authority

Regional Mobility Initiative Activity Center Demonstration Program



Presented by:

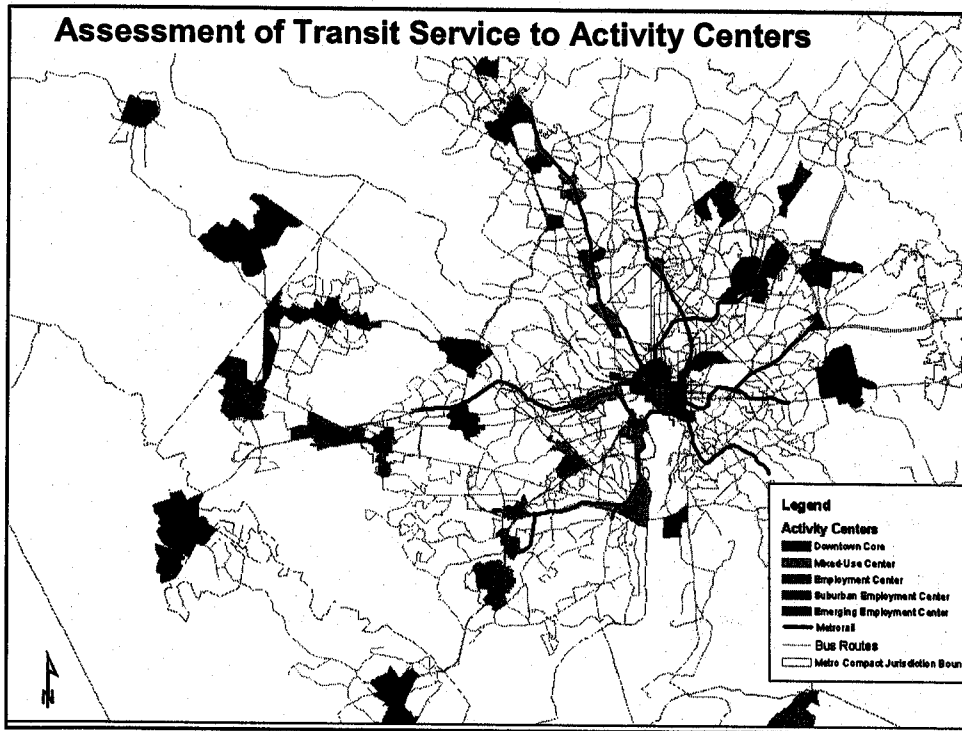
Tom Harrington, Program Manager
Department of Planning and Strategic Programs
Office of Business Planning and Project Development



Background

- MWCOG Regional Activity Centers
- Regional Bus Study findings:
 - Importance of suburban travel markets for ridership potential – difficult markets to serve with transit.
 - Customers desire improved on-time performance, better information, and more convenient stops
- Visits with regional transportation, planning and economic development officials - no single solution to solving the region's mobility crisis.

Conclusion: Opportunity for short-term, low-cost strategies to help achieve WMATA ridership goals.



Purpose & Objectives of Demonstration Program

- **Purpose:** To develop, through public and private sector collaboration, an integrated package of low-cost, short-term transportation management strategies for demonstration in selected regional activity centers.
- **Objectives:** Demonstrate effectiveness of an integrated package of strategies to achieve:
 - Increased transit ridership
 - Improved quality of service for our customers
 - Reduced traffic congestion in and around the centers



Scope of Work

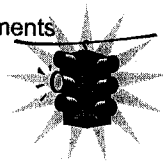
- Develop Toolbox of Strategies
- Select 3-6 regional activity center demonstration sites
- Assess needs of selected regional activity centers
- Identify package of integrated transportation management strategies
- Prepare demonstration site implementation plans
- Implement program over the next 2-5 years
- Evaluate performance of demonstration program

5



Toolbox of Strategies System Management

- Bus operations
 - Bus stop locations
 - Neighborhood and activity center circulators
- Customer facilities
 - Bus shelters
 - Park and ride lots
- Running Way Improvements
 - Signal priority
 - Intersection improvements
 - Bus pull-outs



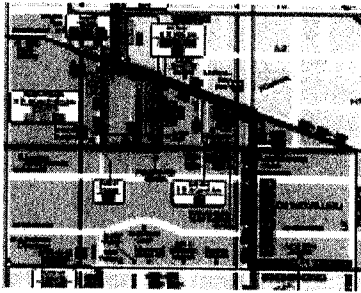
6



Toolbox of Strategies Service Information

- Transit maps
- Signs and wayfinding
- Real-time information
- Trip planning

TheRideGuide

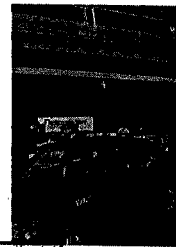


7



Toolbox of Strategies Travel Demand Management

- Transportation Management Associations
- Employer-based programs
- Commuter Connections
- Transit benefits - SmartTrip
- Regional fare integration

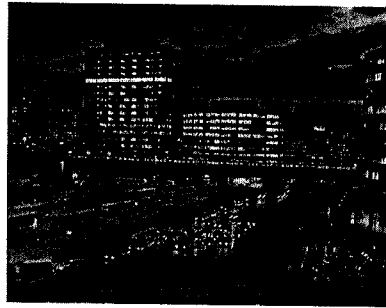


8



Toolbox of Strategies Land Use

- Supportive street design
- Sidewalks
- Bicycle and pedestrian paths
- Transit-oriented development



9



WMATA Sponsors Regional Mobility Session

- Kick-off meeting with regional transportation, planning, economic development officials and staff from local jurisdictions planned for January 9, 2004.
- Agenda:
 - Overview of the Activity Center Demonstration Program
 - Review of national experience with transportation management strategies
 - Discussion of programs and strategies currently implemented around the region

10