Investments that Work

Helping Bus Operations Compete in the District of Columbia

d.

The Big Picture

- **Current Economic Climate**
  - Affordability of Projects/ROI
    - Construction Costs
    - Vehicles
    - ROW

- **Building a M-Modal System**

- **Environmental Impact… Now**

- **Driving Behavioral Change**
  - Affordability
  - Reliability
  - Ease of use
  - Appeal

- **What Kind of Region Do We Want?**

A Transportation network that advances other city goals, especially those related to economic development, social equity, urban form, and environmental quality.

Linkage of transportation improvements to other neighborhood reinvestment, economic development, infrastructure replacement, and capacity building programs.

Increased regional partnerships and cooperation to improve air quality, reduce congestion, and discourage urban sprawl.

d.

Planning

- Develop a long range transit plan that identifies premium transit corridors
  - DDOT, in partnership with WMATA, completed the District of Columbia Alternatives Analysis (DCAA) in 2005
- Utilize the "Complete Streets" concept
- Small-Fast Plans
  - Pilots
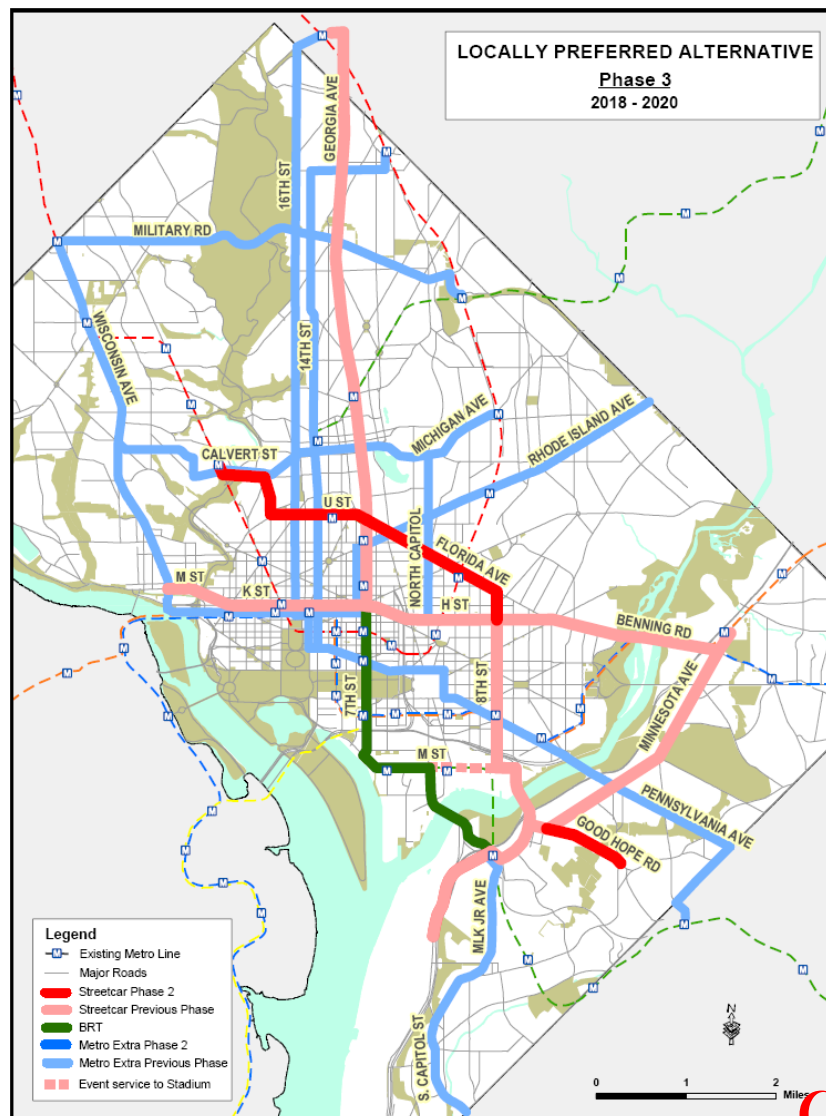
Practical Action… NOW

- Leverage investments from streetscape projects to enhance running ways on transit corridors
  - District Great Streets Program
    - Georgia Ave. NW, H St NE, Benning Road NE, Penn Ave
  - Stimulus Projects
  - Reinvestment Corridors
    - Ballpark District

The Power of Demonstrating/Pilots
  - Signal Priority Demonstration on Georgia Ave. NW
  - Ballpark District – M St. SE/SW

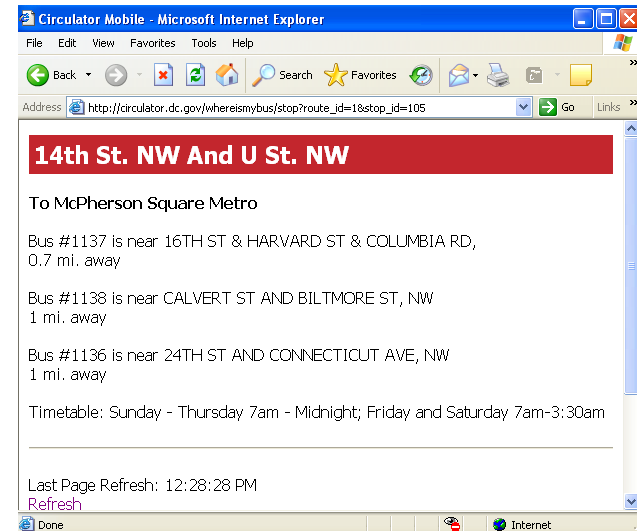d.

Practical Action… NOW… HOW?

- Leverage Existing Assets
  - Traffic Signal Timing and TSP
  - Off Bus fare system utilizing MSM's
  - Create Bus Priority Lanes
  - When Redeveloping, take ROW now
  - Technology   "Where's my bus!?"

The Future

- Plans, Designs for 2050 infrastructure, not 2010

- ARRA Tiger Proposal
  - Regional Rapid Transit System
  - K Street Transitway

- Dedicated ROW

- Multi-Modal Stations
  - Electrification, Smartbike, Carsharing, Streetcar, Bus, Metro
  - Tie together modes with technology
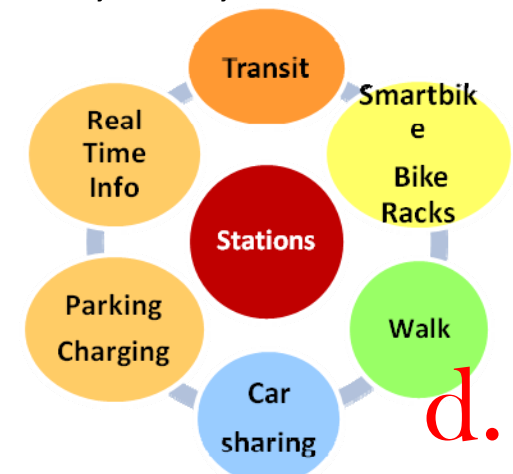
Helping Bus Operations Compete – Challenges

- Overcoming perceptions about Bus Service/Ops
- Getting "buy-in" from stakeholders
- Providing adequate running way improvements to improve the passenger experience
- Need to "look through consumers eyes"
- Regional standardization around technology
- DC ITS Architecture
- Investment