



CarFree **A** to **Z**



## Background

- Arlington's Transit Tech Initiative
  - DRPT Grant
  - Conveyal
    - Open transport data such as GTFS & OpenStreet Map
    - Multi-modal trip planning engines like OpenTrip Planner
    - Web-based visualization tools such as the D3 library



- Region's first multi-modal trip planning and comparison tool
  - Turn-by-turn directions
  - Travel times
  - Costs
  - Calories burned
  - ART, DASH, DC Circulator, Fairfax Connector, MTA, PRTC, Ride-On, VRE, and WMATA



- Launched September 2014 – Beta testing
  - Full-page spread in The Citizen newsletter
    - Delivered to 115,000 households
  - Hand-outs at Commuter Stores and events
  - Blogs on Mobility Lab, CommuterPage
  - Social media postings
  - Article in Greater, Greater Washington
  - Presentations at community groups



- Future additions include:
  - Capital Bikeshare
  - Park & Ride Lots
  - Third Party Carpool/Vanpool integration
  - Detail comparison view
  - Workplace commuter challenges



- Regional tool – help get the word out
- Demonstration