

# DRAFT

## PROPOSED SHUTTLE-BUG SERVICE FOR AREA NORTH OF WATERFRONT METRO STATION



**GOVERNMENT OF THE DISTRICT OF COLUMBIA**  
Executive Office of the Mayor  
Office of the Deputy Mayor for Planning and Economic Development

ZONING COMMISSION  
District of Columbia  
CASE NO.05-38A  
EXHIBIT NO.1C

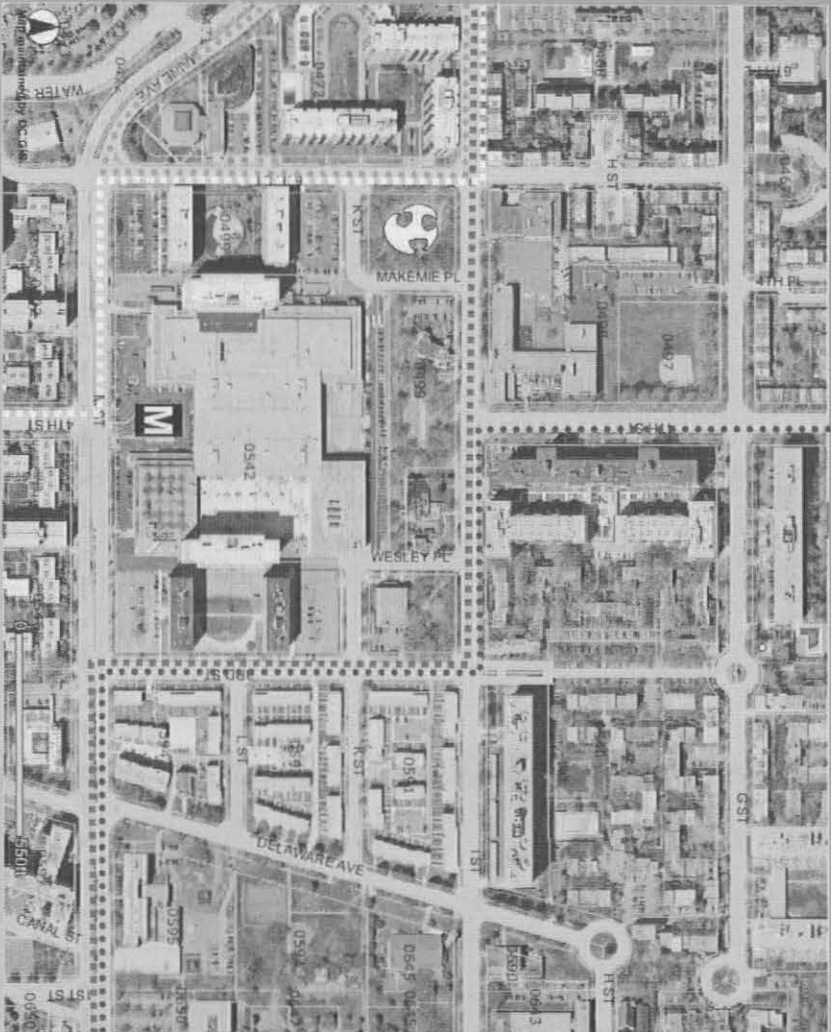
## Shuttle-Bug Is Necessary Because...

- The construction within the “Super Block” inconvenience existing residents leading to lengthier walks. The increase in distance for the residents north of the mall, may be difficult and tiring, especially for older people or residents carrying goods they just purchased at Safeway or CVS.
- The existing bus routes and schedules are inadequate to meet resident’s needs. In addition the cost of the fare may be an additional expense that many can not afford.





# Existing Bus Routes



## Bus Routes

.....  
P1, P2

.....  
Circulator

.....  
V7, V8, V9

.....  
70, 71

.....  
A9, A42, A46, A48



# SWAT's Proposed Route



**Routes**  
Normal  
Midday

-DRAFT



# Alternative Route to Reflect Service for 3<sup>rd</sup> Street Between K and M Streets



**Routes**

- Normal
- MIDDAY

-DRAFT-

# Alternative Route Would Be Inefficient

- On the proposed SWAT route, a stop had been planned at 3rd & K Street, SW. The stop would serve residents of Greenleaf-north, Town Center – north, Capitol Park Plaza and the SW Library. Like other stops proposed by SWAT, this stop was selected with the assistance of a transportation planner from DDOT. It is assumed that residents of Greenleaf South would walk to the mall/metro station, because the distance from the mall and their access has not been changed.
- Concerns regarding traffic congestion at the intersection of 3rd and M Streets, SW. Traffic congestion would significantly impact the schedule of the route, especially during rush hours and thus creating a less reliable mode of transportation.



# Proposed Weekly Schedule of Operation

Hours Per Day*	Mon	Tue	Wed	Thu	Fri
7:00 AM	0.5	0.5	0.5	0.5	0.5
7:30 AM	0.5	0.5	0.5	0.5	0.5
8:00 AM	0.5	0.5	0.5	0.5	0.5
8:30 AM	0.5	0.5	0.5	0.5	0.5
9:00 AM	0.5	0.5	0.5	0.5	0.5
9:30 AM	0.5	0.5	0.5	0.5	0.5
10:00 AM		0.5			0.5
10:30 AM		0.5			0.5
11:00 AM		0.5			0.5
11:30 AM		0.5			0.5
12:00 PM		0.5			0.5
12:30 PM		0.5			0.5
1:00 PM					
1:30 PM					
2:00 PM					
2:30 PM					
3:00 PM					
3:30 PM					
4:00 PM					
4:30 PM	0.5	0.5	0.5	0.5	0.5
5:00 PM	0.5	0.5	0.5	0.5	0.5
5:30 PM	0.5	0.5	0.5	0.5	0.5
6:00 PM	0.5	0.5	0.5	0.5	0.5
6:30 PM	0.5	0.5	0.5	0.5	0.5
7:00 PM	0.5	0.5	0.5	0.5	0.5
7:30 PM	0.5	0.5	0.5	0.5	0.5
8:00 PM	0.5	0.5	0.5	0.5	0.5
8:30 PM	0.5	0.5	0.5	0.5	0.5
9:00 PM	0.5	0.5	0.5	0.5	0.5
9:30 PM	0.5	0.5	0.5	0.5	0.5
10:00 PM	0.5	0.5	0.5	0.5	0.5
<b>Total Hours</b>	<b>9</b>	<b>12</b>	<b>9</b>	<b>9</b>	<b>12</b>

\*No service on Weekends and Federal / District Holidays

# Fares/Passes

GOVERNMENT OF THE DISTRICT OF COLUMBIA  
Executive Office of the Mayor  
Office of the Deputy Mayor for Planning and Economic Development

- Fares/Passes Not Viable Source to Defray Cost
  - Many residents who live in the target area may not be able afford the additional expense to go to the mall / metro station.
  - Monthly passes will decrease potential ridership. Passes would dissuade:
    - Seniors who are anticipated to use the shuttle on the midday route; two days/week.
    - Occasional riders including visitors of residents north of M Street, SW may not want to buy passes on a monthly basis, not knowing if they would make good use of the shuttle service.
  - Other logistical concerns that need to be addressed:
    - Administrator need to be identified to sale/distribute the passes.
    - Production and cost of the monthly passes.
    - Additional administrative cost not included in the original estimates; ie postage if passes are mailed
  - Cost for implementing fares
    - Cost of a farebox is estimated to cost \$900 (3,600 rides @ \$0.25/ride)
    - Cost of revenue collection may exceed \$8,000 annually (32,000 rides/year @ \$0.25/ride)
    - Over 5,800 fare paying riders (@ \$0.25/fare) per month would need to ride the shuttle in order to recover 10% of the expenses.





# Proposal

- Creation of a free shuttle route that will at most run three years or when a “safe” and convenient north-south thruway through the “Super Block” is provided.
- The Shuttle-Bug route shall run as previously proposed by SWAT, with the schedule as presented in this proposal.
- Financial commitments by the District, Marina View Towers, Town Center, and Waterfront Associates for up-to three years with an annual not-to-exceed amount. In general funds will be provided in monthly installments.
- Shuttle-Bug Committee
  - Comprised of seven (7) voting members
    - Councilman Well’s or his designee [Chair] (1), SWAT (1), ANC 6D02 (1), Arena Stage (1), Marina View Towers (1), Town Center (1), and Waterfront (1). SWAT Shuttle-Bug Consultant shall be a non-voting member of the committee.
  - Duties of Committee:
    - Oversee and facilitate implementation of the Shuttle-Bug service.
    - Oversee procurement of an operations contractor and equipment.
    - Oversee production of a route timetable and service marketing campaign.
    - Set productivity targets and target dates.
    - Review Shuttle-Bug performance. Note: The bus route must be in service for at least nine (9) months before implementing revisions to meet productivity targets. Route and timetable revisions can be made at other times to meet customer demand.
    - At the end of the 18<sup>th</sup> month of service, the committee may have the power (with majority vote) to eliminate the service, if ridership is determined to be low.
- DMPED will request MPD to provide additional police presence surrounding the “Super Block.”