



**Customer Service and Operations Committee**

**Board Information Item III-A**

**May 9, 2013**

**Crystal City-Potomac Yard Transitway Service Plan**

**Washington Metropolitan Area Transit Authority  
Board Action/Information Summary**

<input type="checkbox"/> Action <input checked="" type="checkbox"/> Information	MEAD Number: 200049	Resolution: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
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**TITLE** Crystal City Potomac Yard Transitway Overview

**PRESENTATION SUMMARY**

Briefing on the Crystal City Potomac Yard (CCPY) Transitway including project update, service overview and branding work.

**PURPOSE**

To brief Committee members on the CCPY Transitway project and Metro's role in assisting Alexandria and Arlington with implementation of the new premium transit service.

**DESCRIPTION**

New transit service will be provided on a five-mile corridor connecting Pentagon City, Crystal City and Braddock Road Metrorail Stations.

**Key Highlights:**

The CCPY corridor will have four-miles of dedicated right-of-way with 33 platforms at 20 station locations, off-board fare collection to speed passenger boarding, and customer amenities at each station. Service will be provided on uniquely branded vehicles that clearly identify the service. Arlington and Alexandria are finalizing the CCPY Transitway operating plan, and associated costs are included in the Metro FY2014 operating budget.

**BACKGROUND AND HISTORY**

On February 28, 2013, the Board approved an amendment to the FY2013 Capital Reimbursable project budget and authorized the General Manager to enter into an agreement with the City of Alexandria to purchase six 40-foot buses for CCPY Transitway.

**DISCUSSION**

The CCPY Transitway will be the first right-of-way dedicated exclusively to premium bus operations in the Washington metropolitan area. Known in the transit industry as bus rapid transit, this Corridor features bus-only lanes that reduce traffic congestion, and enable buses to improve travel time and reliability.

## **Transitway Opening Schedule**

- Braddock Road to Four Mile Run: Spring 2014
- Crystal City Metro to South Glebe: July 2014

Spring 2014 new service will be added between Braddock Road & Crystal City Metro. In July 2014 services will expand to include:

- 9X premium service traveling the entire Transitway from Braddock Road Station to Pentagon City Station – 12 minute frequency
- 9S premium service traveling between Crystal City and Potomac Yard Shopping Center – 12 minute frequency

Eighty percent of the total five-mile corridor will operate in exclusive lanes or dedicated curbside lanes. Project includes 33 high quality accessible service platforms and customer facilities with off-board fare collection. Alexandria and Arlington are designing and building a transitway Corridor and customer facilities that invests \$38 million in premium transit service, expands transit capacity, and reduces roadway congestion.

## **Traffic and Fare Enforcement**

- Enforcement of traffic, parking, and transitway use restrictions responsibility of Arlington County and City of Alexandria
- Jurisdiction over traffic violations, parking restrictions, and permitted transitway use by transit providers provided by City and County police
- Enforcement of fare payment will be provided by Metro

## **Premium Transit Bus Branding Customer Input**

A Joint Project Task Team evaluated characteristics and attributes of the new service that will be communicated through the brand. Metro conducted focus groups in January to test early concepts and ensure that the brand elements effectively communicated the service attributes.

Three focus groups were conducted the last week of January, 2013 and included participants from Maryland, District of Columbia, Arlington and Alexandria. Regional riders were included to ensure the brand would be easily applicable in other corridors as bus rapid transit systems develop. Metro collected customer feedback on several brand names, a variety of color schemes, and graphic elements.

As a second step, online research was used to refine and further narrow the concepts. The survey was promoted through the media, and Arlington and Alexandria promoted participation through outreach to community organizations, civic groups, and local transit advocates. The survey was offered in English and Spanish.

One-third of participants lived in the jurisdictions where this service will be introduced (Alexandria and Arlington). Looking at the data geographically, there was no substantive difference in responses from Alexandria and Arlington residents, vs. those from other jurisdictions.

The demographics were fairly representative of the region with 16% of respondents being African American, 15% low income and 7% Hispanics.

**Premium Bus Branding Final design**

The final design for the bus livery is a popular blue color. The name of the service, “MetroWay” is joined by an arrow graphic that expresses rapid movement. The final design will be carried over into station signage and customer information materials. The design is versatile enough to work in Maryland and the District of Columbia, and can be combined with a specific Corridor name, once selected by jurisdictional partners to create a sense of place for the service, while highlighting connectivity with the Metro system.

**ALTERNATIVES**

This project is requested jointly by the City of Alexandria and Arlington County.

**FUNDING IMPACT**

This is an information item only.

**MEAD AMOUNT**

\$0

**TIMELINE**

<b>Previous Actions</b>	February 28, 2013 - Board approval of an amendment to the FY2013 Capital Reimbursable project budget and authorization for the General Manager to enter into an agreement with the City of Alexandria to purchase six 40-foot buses for Crystal City Potomac Yard (CCPY) Transitway. May 2013- Inclusion of transitway operating costs in Metro's FY 2014 operating budget.
<b>Anticipated actions after presentation</b>	Collaborative work by Metro, Alexandria, and Arlington to begin Crystal City Potomac Yard Transitway operation in the Spring of 2014.

**RECOMMENDATION**

None



Washington Metropolitan Area Transit Authority

# Crystal City – Potomac Yard Transitway Update

Customer Service and Operations Committee  
May 9, 2013



# Purpose

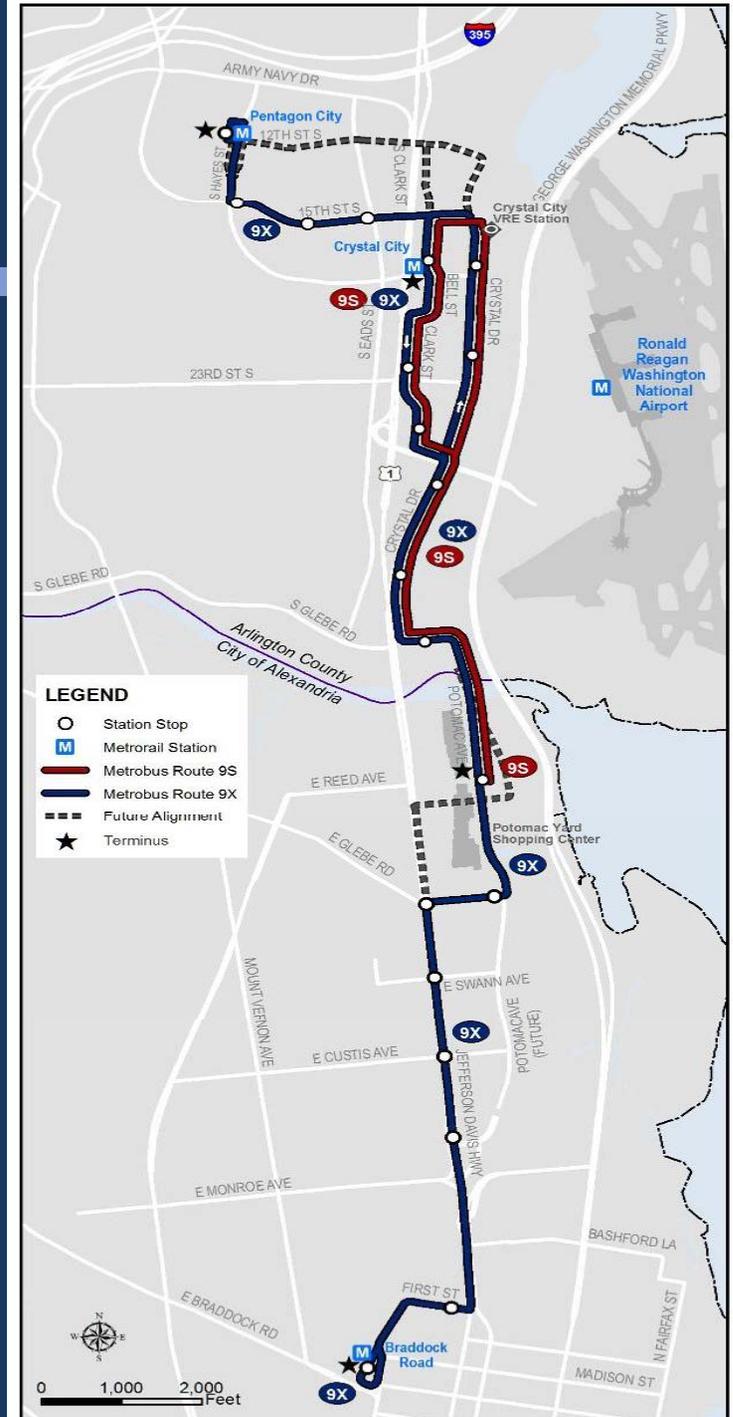
- Project update
- Service overview
- Branding work





# Overview

- Regional connection to the Metrorail system via Pentagon City, Crystal City and Braddock Road stations
- Five-mile corridor
  - Four miles of dedicated right of way
  - 33 platforms at 20 station locations
- Service starts spring 2014
- 3,570 daily riders expected by 2017





# Transitway Operations Management Plan





# Planned Premium Transit Operating Plan on CCPY Transitway

Section	Lines	Peak Frequency	Off-Peak Frequency	Weekend Frequency
Pentagon City Station to Crystal City Station	9X	12 minutes	12 minutes	15 minutes
Crystal City Station to South Glebe Road	9S, 9X	6 minutes	12 minutes	15 minutes
South Glebe Road to Braddock Road Station	9X	12 minutes	12 minutes	15 minutes



# Premium Transit Service Plan - Proposed for Initial Operations





# Alexandria & Arlington Transitway Facility Plan





# Traffic and Fare Enforcement Plan

- City and County
  - Enforce traffic, parking, and use restrictions
- Metro
  - Enforce fare payment





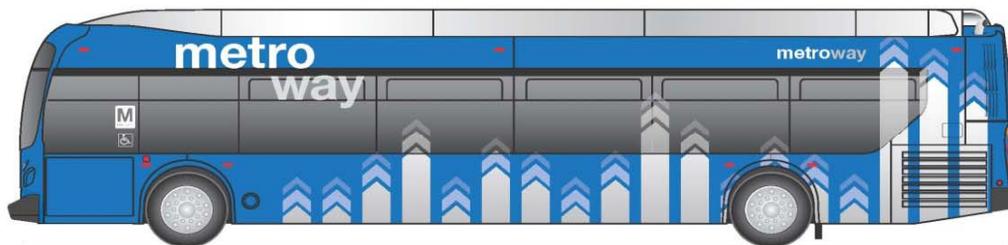
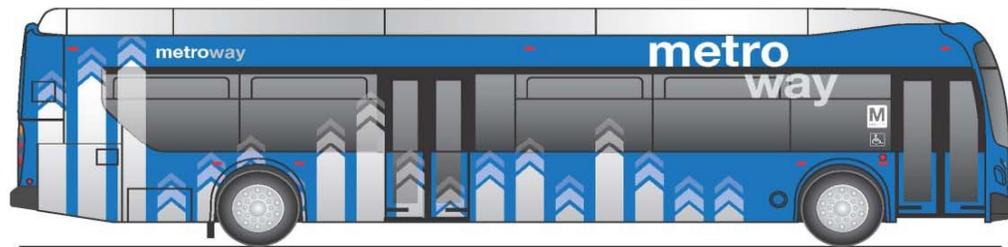
# Premium Transit Bus Branding Customer Input

- Customer input used to develop brands
- Ensure brand elements communicate service attributes
- Socialize brand concepts regionally





# Premium Transit Bus Branding Final Design



BAR WAY

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## Next Steps

- Implementation plan provides critical path schedule to implement service in Spring 2014.
  - Obtain new buses
  - Develop new Corridor line name
  - Implement marketing and promotion program
  - Support real time passenger information
  - Implement fare collection equipment and tactics

