



WELCOME

*Washington, DC Visitor Transportation Study
for the National Mall and Surrounding Park Areas*

Public Scoping Meetings
and
Alternatives Workshops



Planning Background Station



PROJECT PURPOSE

The purpose of the project is to protect park resources and enhance visitor experience and education by providing a sustainable, integrated, and affordable transportation system for visitors to the national parks and other visitor sites in the Washington DC area.

GOALS FOR TRANSPORTATION SYSTEM

- Develop an identifiable, high quality transportation system appropriate to the NPS and Nation's Capital using context sensitive design.
- Meet visitor mobility needs and enhance their enjoyment by providing a convenient, sustainable transportation system to and among existing and future NPS sites and other visitor destinations in the Nation's Capital.
- Provide a transportation system that offers a comprehensive visitor orientation and educational interpretation service to gain an awareness and understanding of the significance of our Nation's Capital and its memorials, landmarks, and rich cultural heritage.



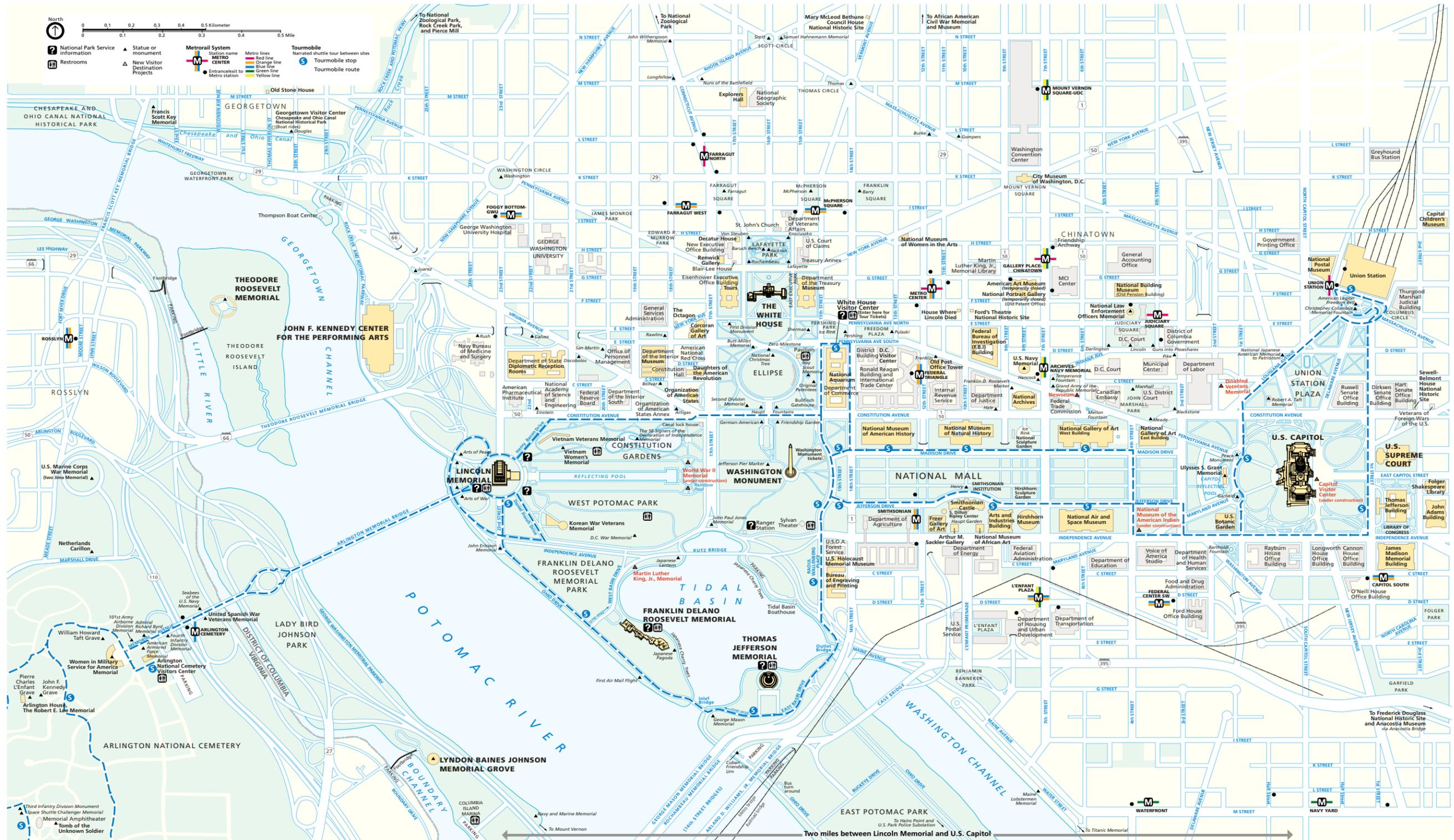
GOALS FOR TRANSPORTATION SYSTEM

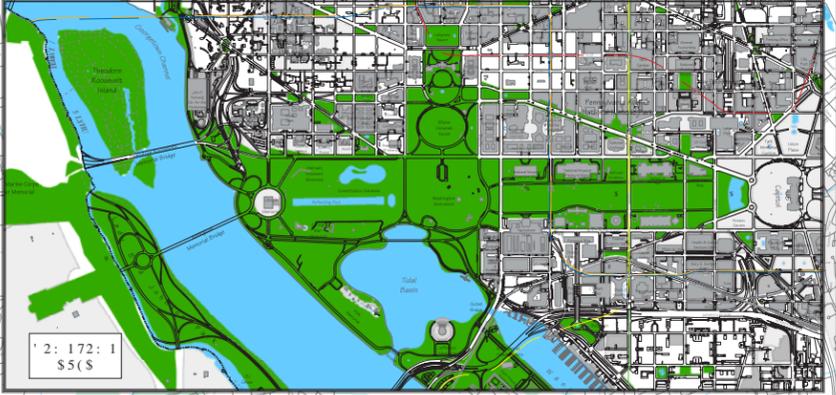
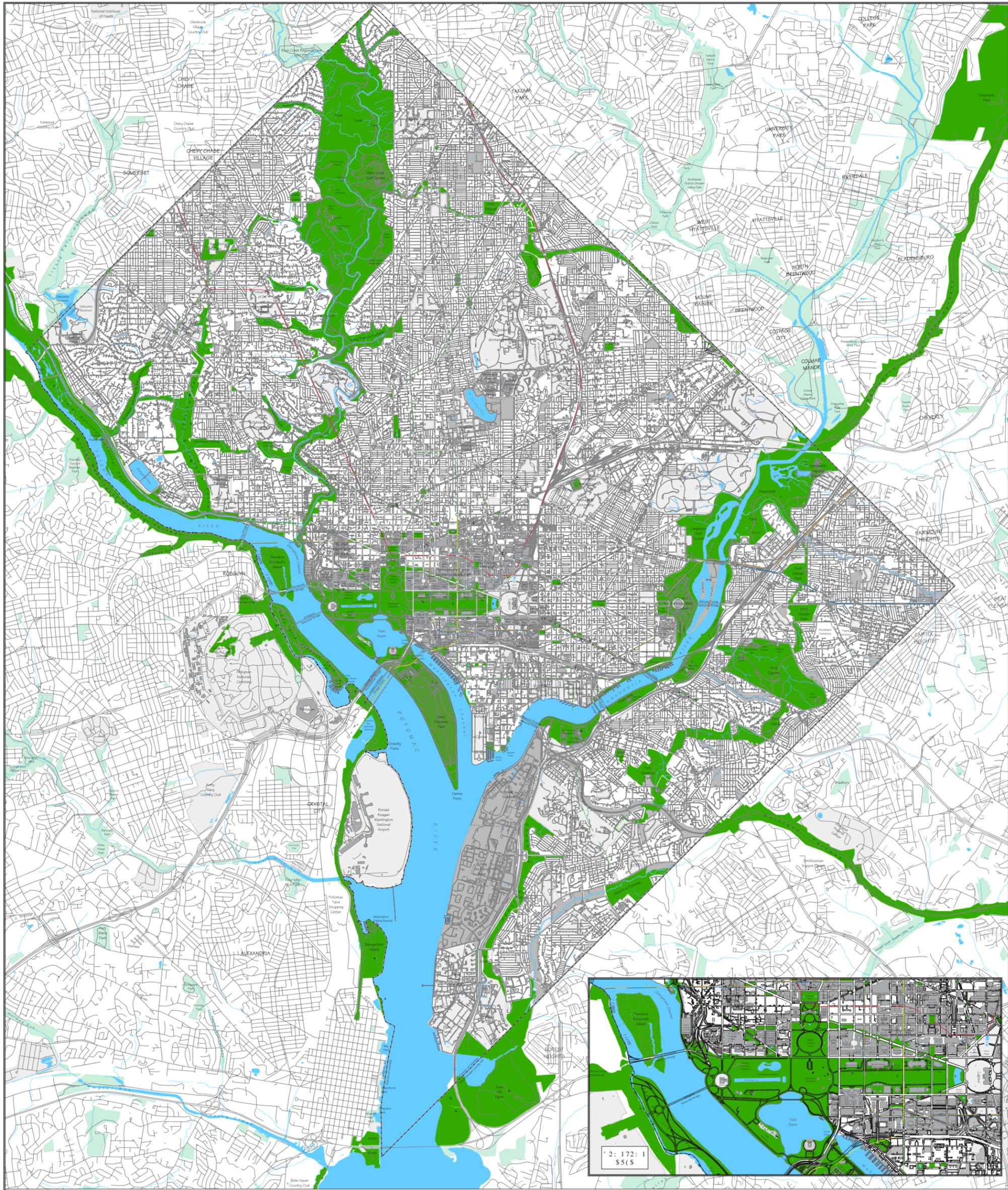
Goals (continued):

- Provide and encourage the use of a visitor transportation system that supplements and is integrated with the existing urban transportation network and that maximizes direct and convenient connections to mass transit (Metro) and other transportation systems (i.e. roadways and parking facilities, and other commercial, private and public service providers).
- Pursue a model transportation solution that creatively explores all opportunities to work or partner with government agencies and public and private transit service providers to help fulfill the mission of the NPS.
- Develop an easy-to-use transportation ticketing and payment system that is affordable, flexible and coordinated with other transportation providers.



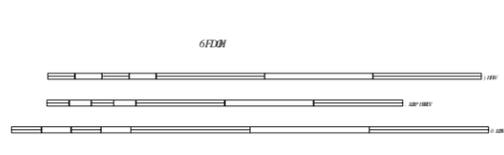
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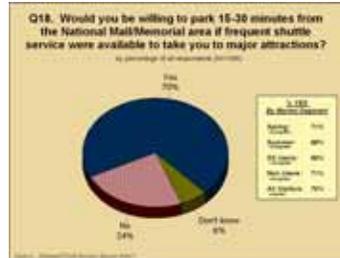
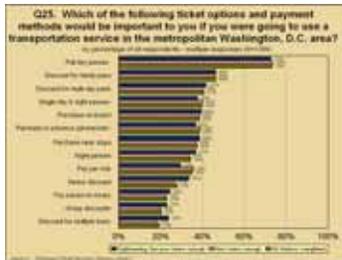
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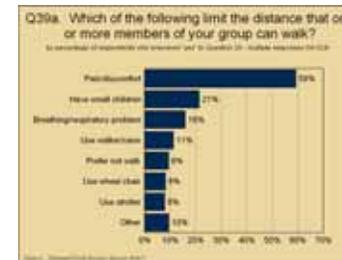
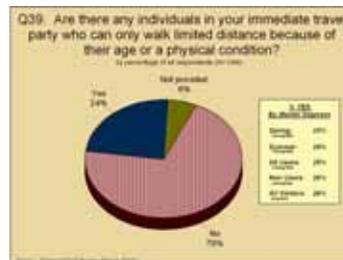
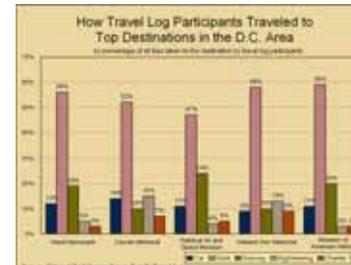


WASHINGTON, DC VISITOR TRANSPORTATION SURVEY

Ticketing and Remote Parking Preferences:



Travel Characteristics:





SUCCESSFUL TOOLS FROM OTHER CITIES

The NPS collected information from five cases study cities:
(Boston, Philadelphia, Savannah, Orlando and London)

GENERAL TRANSPORTATION MANAGEMENT STRATEGIES

Collaborate with other stakeholders:

- Convene a Task Force on Tourism Transportation
- Explore visitor card that combines public transit and/or visitor transportation pass with discounted admission to destinations

Leverage existing assets by providing more public transit information:

- Improve trip-planning information and assistance
 - On-site and transportation hub (airports/rail stations) kiosks, maps and schedules
 - Ensure high-profile presence on regional 511 telephone information system
 - Web based visitor trip planning tools

Promote walking and bicycling:

- Provide pedestrian-oriented information to promote walking and bicycle use in the city: signs, blazes, kiosk maps, and bicycle facilities (paths/parking)
- Ensure walking routes are continuous and security barriers do not create long detours
- Provide bicycle pre-trip information

Promote and advantage transit use:

- Provide better bus information in brochures and at bus stops
- Provide transit-supportive facilities and services:
 - Enforce no vehicle parking at transit stops
 - Construct dedicated transit lanes
 - Provide real-time information to passengers
 - Provide signal priority to transit vehicles

Implement transportation demand management strategies to deal with cars and tour buses:

- Consider traffic controls and additional costs on cars and tour buses, such as parking fees
- Explore "pay-and-display" parking meter to fine-tune parking charges in response to time of day or season - accept credit and debit cards

Study the feasibility of a gateway visitor center



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VISITOR TRANSPORTATION SERVICES

Service characteristics and pricing:

- Market exists for both un-narrated and narrated services.
- Narrated services typically 90-110 minute loops with 15 to 20 stops, all day tickets from \$20-25, twenty to thirty minute frequency

Vehicle types:

- Chose vehicles that are attractive and unique
- Vehicles should be sensitive to the context in which they operate
- Explore mix of vehicle sizes and types (mini buses, trolleys, low floor and double-decker)

Types of routes and services

- Public is interested in unconventional tours, unique themes and customizing their trip
- Consider use of multiple interconnecting routes for the cost of a single ticket
- Explore longer excursions that take visitors to sights that are off of the usual tourist trail
- Explore alternate modes of travel within the routes - studying water-based or bicycle options

Connections to parking, transit, and hotels:

- Make sure stops connect with local public transit services and downtown parking facilities
- Share stops with public transit services
- Explore providing transportation to and from suburban and in-town hotels

Ticket purchases:

- Include multiple ticket-purchase options, (in advance, telephone, internet, \ street-side kiosk, or on- board)
- Consider hand-held credit card payment options

Interpretation:

- Include messages about resource protection.
- Flexible messages or delivery, e.g. multilingual options or kid's focused activities

Funding:

- Explore various models for funding capital and operating expenses
- Explore cooperative funding agreements with public sector and public-private partnerships

Ongoing visitor feedback should be used to improve service and visitor information