AMERICAN RIVER TAXI
ART
2010

The ART of Transportation

- Economic and Urban Development
- Private-Public and Intermodal Solution
- Environmentally Friendly
- Community and Culture Development
- Scalable

The Vision of a New River

Reagan Airport

National Harbor

Georgetown

SW Waterfront

Nationals Stadium / The Yards

Poplar Point

Alexandria

The Vision of a New River

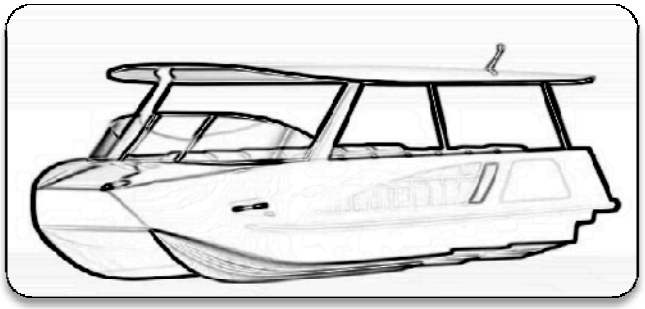
Hybrid Engines

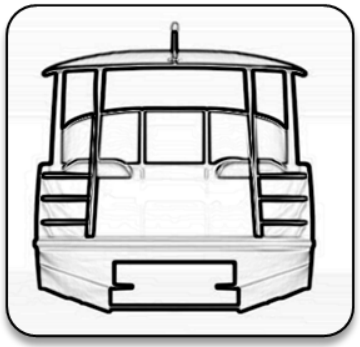
Low Wake Hull and Drives

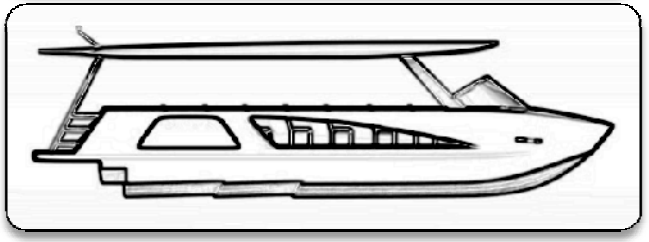
Green Composites

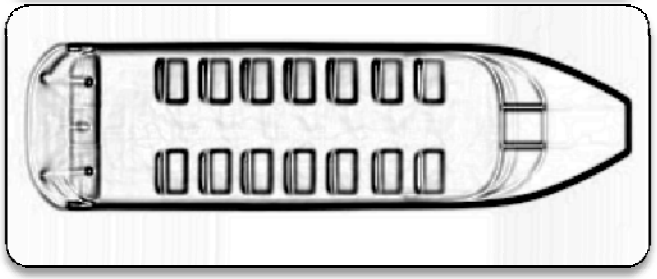
USCG Sub Chapter T

Low Draft, Low Air Draft

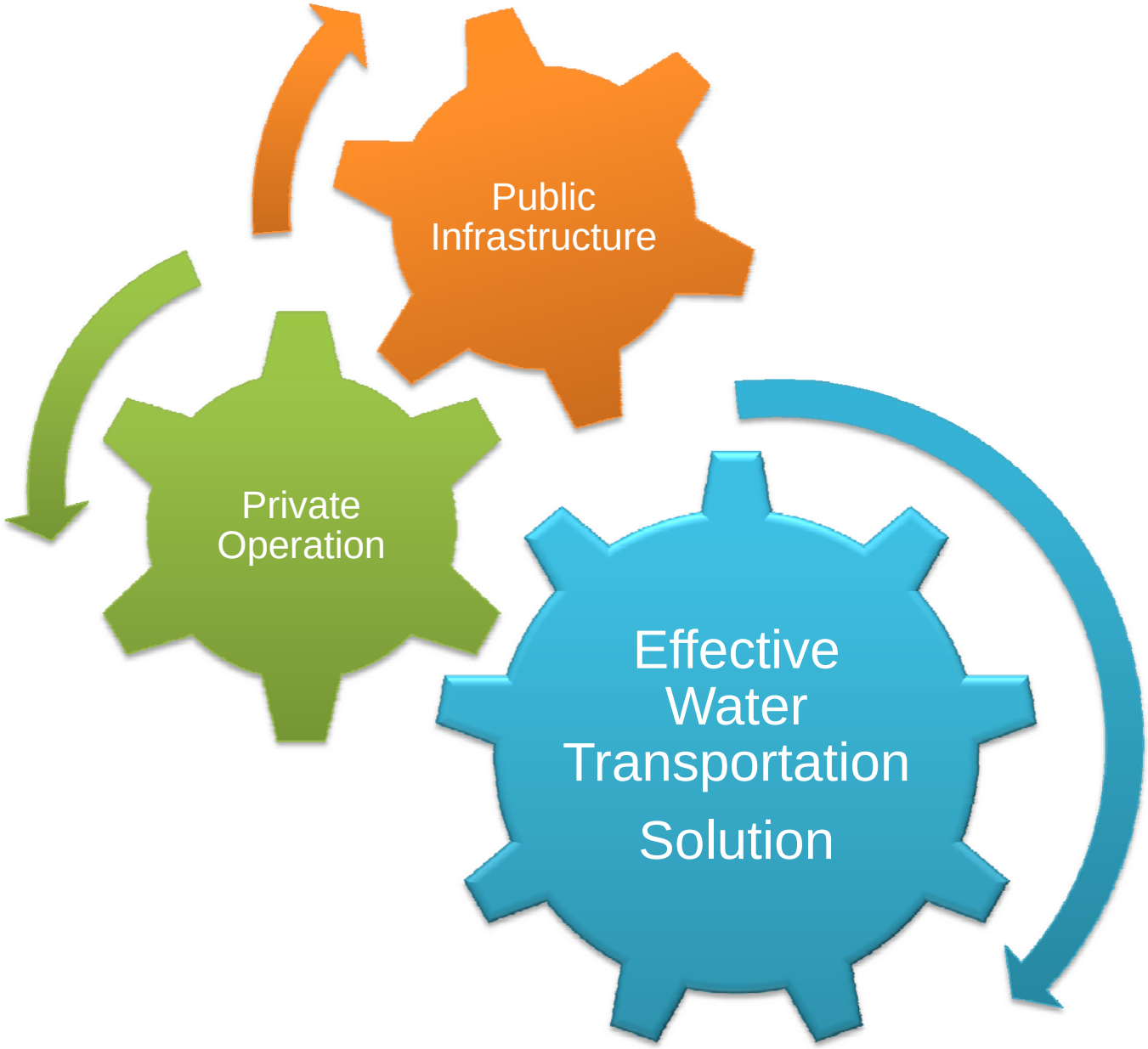




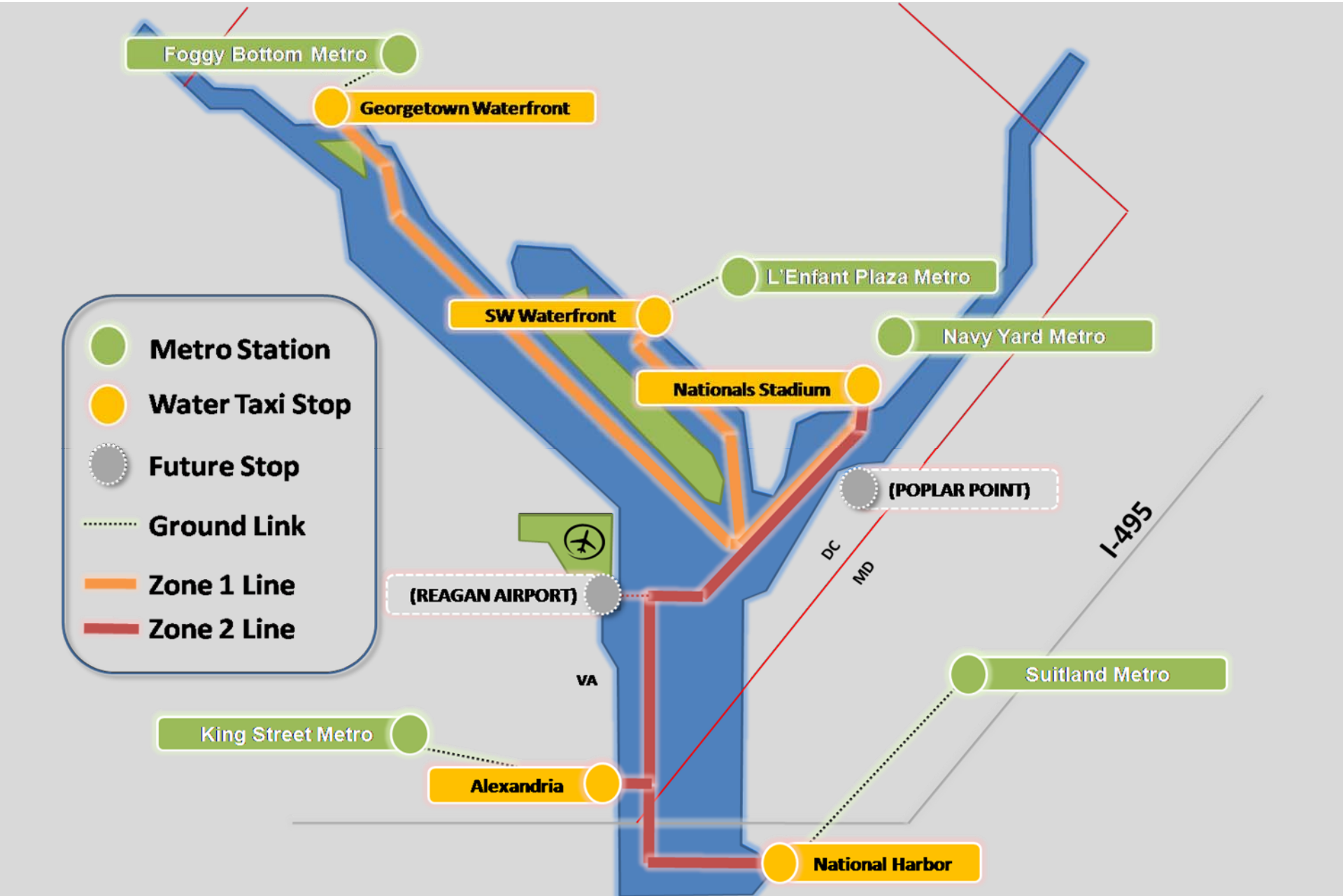




How It All Works



Where Do We Go?



How It All Works: Part 2

How do we plug in to the Public System?

Our local Transportation Partner provides Direct Access

Metro Transfer Services are included with each guest ticket!

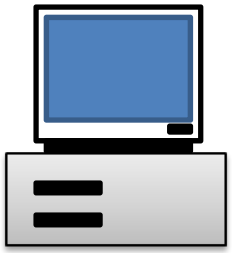
1

2

3

Making it Easy, Opening Access

Web



Vessel

Intermodal

Kiosk

Features	Opportunities For Development
Access system in many ways	Advertising availability at many levels
Track boats on maps	Kiosks at “retail/hotel/restaurant” partners
Reload fare-card for fast use	Goal to create demand at water stops
	Marketing concepts that support infrastructure development
	High visibility

Keeping it Green

One of the First Green Passenger Vessels in the US

Conceptualized as Green Solution

Manufacturing uses Green Process

Hybrid Engines are utilized

Use of Recycled Products and Supplies

Reduces traffic and pollution by reducing cars on the road

Certified by nationally recognized PVA Waters program

Environmental Support to Local Waters

Community and Culture Development

We Must:

- **Demonstrate Sustainability**
- **Demonstrate Reliability**
- **Demonstrate Ease of Use**
- **Demonstrate Year Round Availability**

We Shall:

- **Promote Safety on Water**
- **Provide Education Experiences**
- **Promote Clean Water Ways**
- **Promote Local Economy Near Riverfront**

“Guest First” Service

Constant Guest-First Model

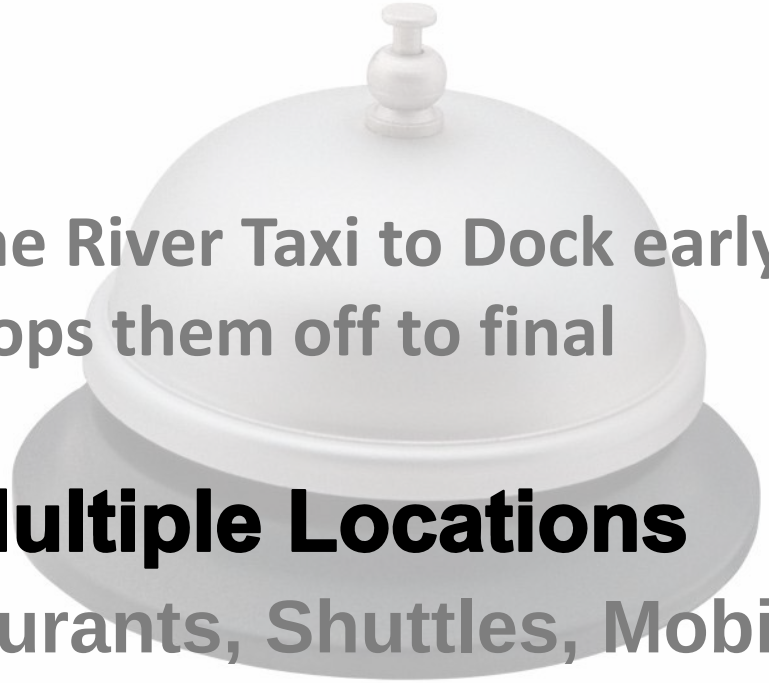
All Crew members trained on “Guest First” Relationships

Integrated Into Public Transportation System

Shuttle conveniently connects to closest Metro station

Guest Service Recovery

IE: A lightning storm causes the River Taxi to Dock early. Shuttle picks up guests and drops them off to final destination



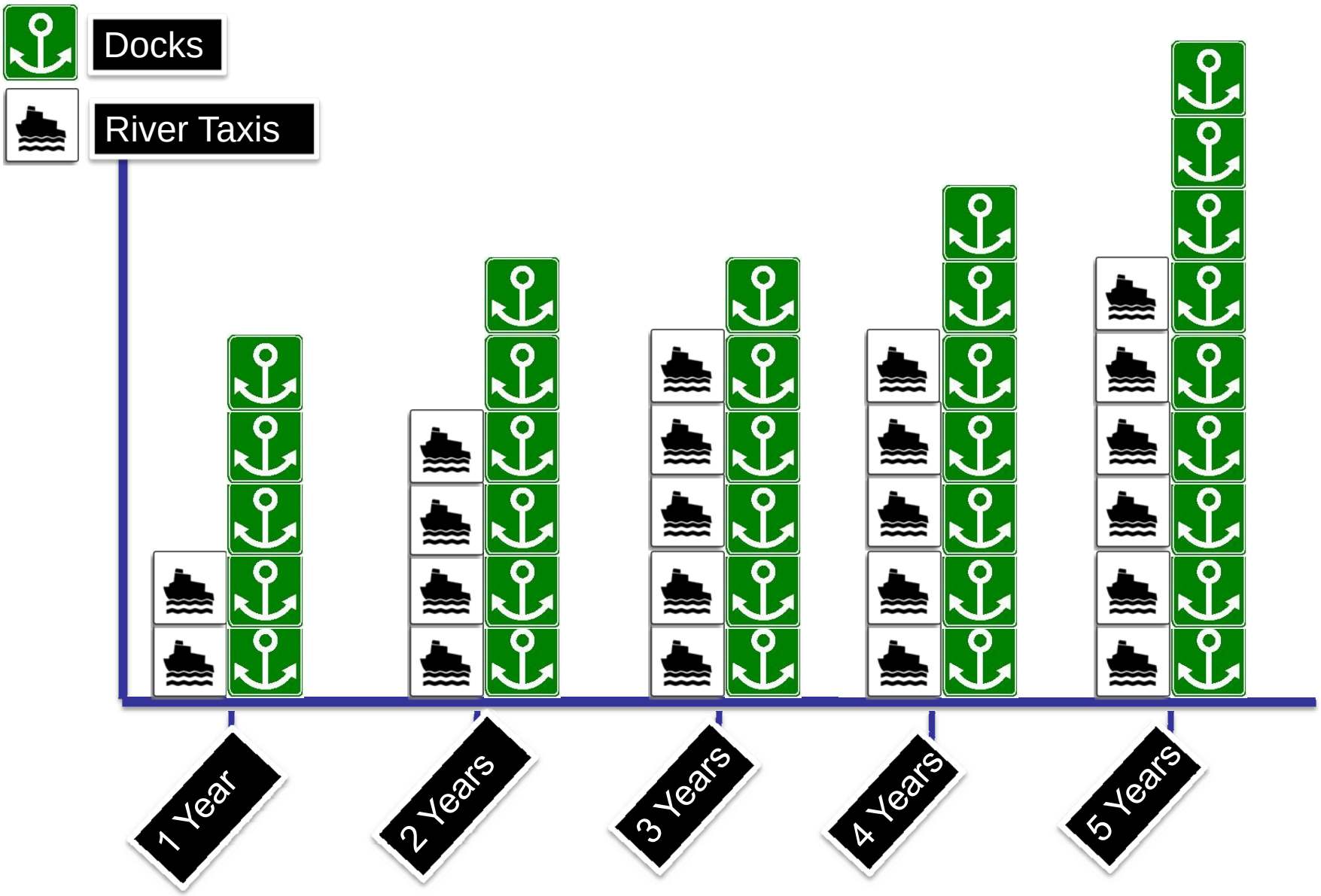
Ticket Purchases From Multiple Locations

Web, Kiosk, Hotels, Restaurants, Shuttles, Mobile Apps

Aggressive Growth

- Years 1 - 2 – Focus on initial demonstration of reliable, sustainable, safe water transportation system.
- Years 3 – 4 – Strengthen reliability and daily use by extending hours and adding boats.
- Years 5 and Beyond – Continue to build upon successes and integrate current systems.
- 5 Year End Goal: Serving community with 8 boats, in 3 zones with transfer points.

Matching Growth of Docks



CAPITAL RIVER SERVICES AND AMERICAN RIVER TAXI

THANK YOU FOR ALLOWING US TO SHARE THIS VISION WITH YOU