



Washington Metropolitan Area Transit Authority

Bus Service National Harbor to Alexandria Pilot Program

DRAFT

Finance Committee
June 9, 2016



Purpose

To obtain Board of Directors approval to establish a pilot program of bus service between National Harbor and Alexandria.



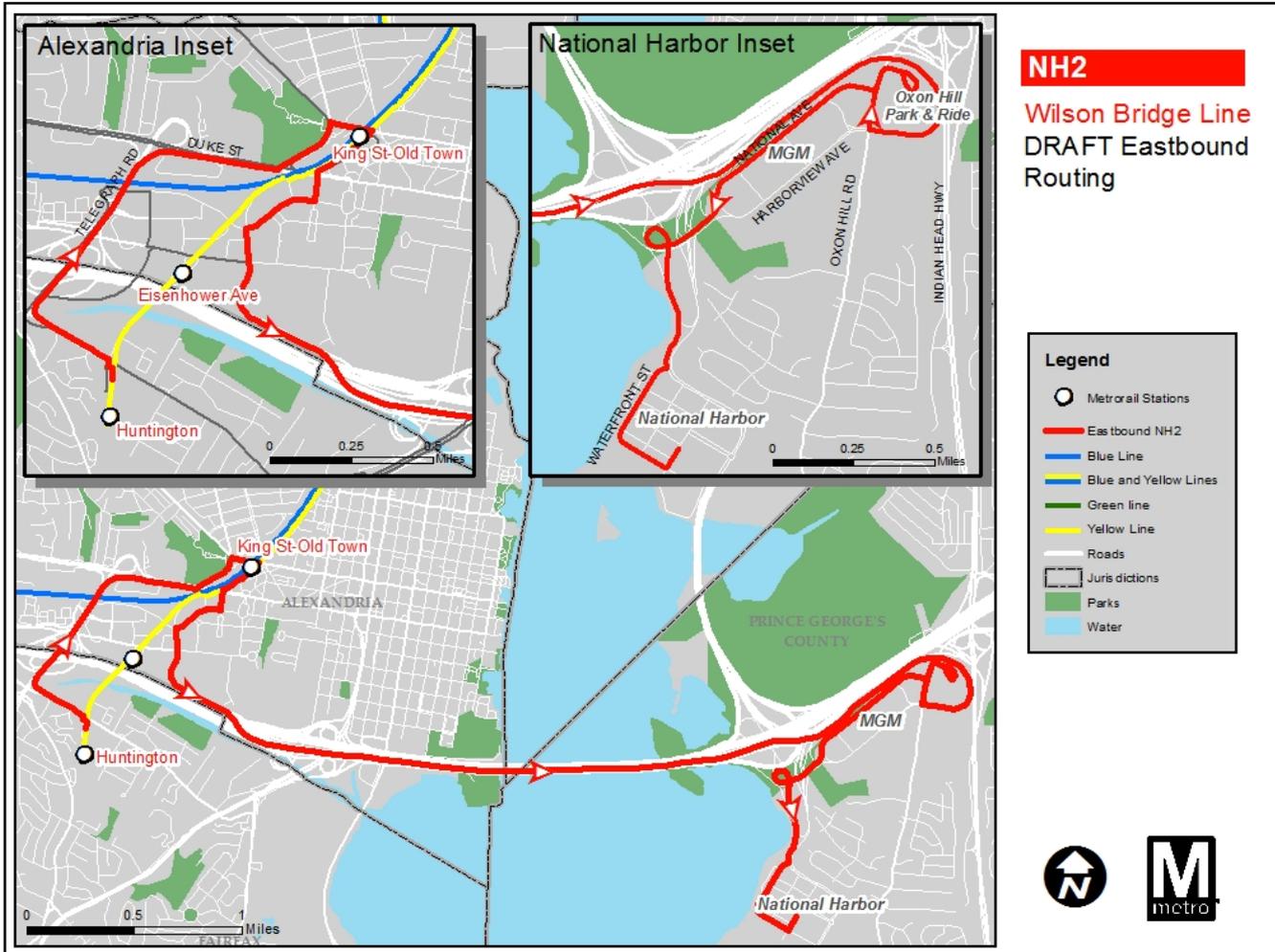


Need for Bus Connection

- National Harbor opened in 2008; Tanger shopping opened Nov 2013; MGM Casino complex set to open Nov 2016. At completion will have:
 - Two convention centers
 - Casino
 - Seven hotels, restaurants, theatre, and 3,800 residents
- Alexandria - King Street area
 - US District Court, Patent and Trade Office
 - 1M+ sq ft office space
 - Eight hotels, theatre
 - Multiple transit connections
- Transportation plans for Fairfax, Alexandria, and Prince George's County recommend adding this connection.



Proposed Service



- Buses in each direction every 30 minutes
- Service 5AM – 1AM, 365 days/year



Estimated Costs and Funding

- Annual operating cost: \$3 million
 - 230,00 annual riders
 - Farebox recovery 10.1%
- Annual subsidy: \$2.8 million
 - \$500,000 from National Harbor





Next Steps

- Service operated as a pilot October 2016 to June 2017
- Service evaluation in Spring 2017 to assess ridership, cost recovery, future demand, and demographics of riders
- If evaluation criteria are met, service would be incorporated as a regional route in the Fiscal Year 2018 budget



Recommendation

- Board of Directors approval to establish a pilot program of bus service between National Harbor and Alexandria.

