



CAPITAL BIKESHARE PROGRAM SEES CONTINUED SUCCESS, GROWTH

Coordination on the part of TPB member jurisdictions has contributed to great success and continued growth of the Capital Bikeshare program throughout the region, according to a briefing provided to the TPB at its October meeting by Jim Sebastian of District Department of Transportation.

Unlike a traditional bike rental, Capital Bikeshare is a form of bicycle transit that is designed primarily for short, one-way trips wherein a user can select a bike from any of the 190 stations in DC, Alexandria, and Arlington, and return it to a station near the user's

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Capital Bikeshare, launched in September 2010, is a form of bicycle transit that includes 1,600 bikes at 190 solar-powered docking stations in DC, Alexandria, and Arlington.

BOARD BRIEFED ON COG ELECTRIC VEHICLE REPORT

Electric vehicles are set to gain in popularity and the region needs to be ready to accommodate them, according to Joan Rohlfs of COG's Department of Environmental Programs.

Rohlfs briefed the TPB at its October 17 meeting on a recent COG report, "Charged Up: Making Metropolitan Washington Electric Vehicle Ready."

The report, which is the work of a task force set up by the Council of Governments in September 2011, predicts rising demand for electric vehicles in future years and identifies the need for state and local gov-

ernments and the private sector to work together to expand electric vehicle infrastructure like charging stations.

Among the benefits of greater electric vehicle use in the region, according to the report: reduced tailpipe emissions of harmful pollutants; fuel cost savings for drivers (electric vehicles cost about four cents per mile to operate compared to 12 cents per mile for gasoline-powered vehicles); and greater energy security thanks to reduced dependence on foreign oil.

Numerous obstacles stand in the way of greater

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Upcoming meetings and items of interest:

TPB Meeting: November 28, 2012

- Appointment of Nominating Committee for Year 2013 TPB Officers
- Briefing on Results from the 2011 Washington-Baltimore Regional Air Passenger Survey

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5 Bus-on-Shoulder Task Force Meets

CAPITAL BIKESHARE

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final destination. The program has over 18,000 regular members, and aims to promote bicycling as a viable transit choice that can be used in place of, or as a complement to, other transportation options such as transit, walking, and driving.

Montgomery County and Rockville are planning to join Capital Bikeshare in the spring of 2013, and the City of College Park has put funding in place to join in the future as well. According to Gary Erenrich of Montgomery County: "Montgomery County and the City of Rockville are enthusiastically waiting to join you next year with 50 docks. That would be a very substantial increase in the program and...we're really looking forward to becoming part of the system."

The spread of the Capital Bikeshare program is due in large part to informal and voluntary regional coordination. Jurisdictions that are part of the program must enter into individual, separate contracts with the Capital Bikeshare provider, and must therefore informally agree to work with each other to reach consensus on programmatic issues when they arise. The members of the Capital Bikeshare program hold weekly coordination meetings, and employ the same contract, which includes a COG contractual add-on arrangement that was used in the original contract between the District and Arlington.

Since its inception, Capital Bikeshare has provided over 3 million trips. The program's success can be measured in a variety of ways. According to data collected by Capital Bikeshare, 80 percent of members have said that they bicycle more often, and 40 percent have said they drive less. In addition to promoting bicycling, it is estimated that Capital Bikeshare has eliminated 5 million vehicle miles of travel. Using Capital Bikeshare can also save people about \$800 a

year, or \$15 per day, in transit or taxi fares, gas, or other transportation-related expenses.

Beyond these quantified measures of success is the overall embracing of something of a paradigm shift in transit options. Dan Emerine, of the District Office of Planning, summarized Capital Bikeshare's impact: "this really is an amazing success story and a great example of the willingness of Washingtonians to latch onto an innovative transportation solution." ♦

UPCOMING NOVEMBER AGENDA ITEMS

The November TPB Meeting is anticipated to include the following:

- Briefing on an Amendment to the FY 2013 Unified Planning Work Program to Revise the Budget and Work elements to reflect final funding allocations.
- Briefing on an Additional Air Quality conformity Analysis to Respond to the EPA Redesignation of the Washington Region under the 2008 Ozone National Ambient Air Quality Standards.
- Briefing on the Draft 2012 CLRP Brochure.
- Briefing on the New Transportation Alternatives program under MAP-21.
- Briefing on the new Section 5310 Enhanced Mobility Program under MAP-21. ♦

"This really is an amazing success story and a great example of the willingness of Washingtonians to latch onto an innovative transportation solution."

*- Dan Emerine, DC
Office of Planning*

FALL STREET SMART CAMPAIGN UNDERWAY

For the first time in its ten year history, the TPB's Street Smart Pedestrian and Bicycle Education and Safety Campaign will become a truly regional program. The Metropolitan Washington Council of Governments (COG) Board of Directors approved the use of COG membership dues to support the Street Smart campaign starting in FY 2013. The campaign has previously operated on funding made available by federal and state agencies, the Washington Metropolitan Area Transit Authority (WMATA), and voluntary contributions from local jurisdictions.

In FY 2013, the Street Smart campaign will receive \$63,000 from COG member dues, ten percent of the total FY 2013 campaign budget of \$623,000. WMATA has renewed its contribution of \$150,000, and the states have allocated \$410,000 from federal traffic safety funding. The local member contribution of \$63,000 represents 1.2 cents per capita from all jurisdictions. In FY 2012, some local jurisdictions voluntarily contributed 5 cents per capita for a local contribution of \$47,000.

The Fall 2012 campaign will launch on Monday, November 12, and run through the Thanksgiving holiday. The Street Smart media event will be on Wednesday, November 14, along the Washington and Old Dominion (W&OD) Trail in Ashburn in Loudoun County, Virginia. State and local officials will join with law enforcement and pedestrian/bicycle safety advocates from across the region to remind residents to remain alert, share the road, and obey traffic laws. The campaign will feature concentrated waves of radio, transit, cable, and internet advertising designed to change driver, pedestrian, and cyclist behavior.

The semi-annual campaigns are held in conjunction with a time change - the switch from Daylight Saving Time to

Standard Time in early November means less daylight in the evenings, potentially compromising drivers' visibility. That can lead to more collisions between motor vehicles and people riding their bikes or walking. A key message of the Street Smart campaign is that whether driving, walking or biking, we all need to pay attention to what we're doing and safely share the road.

The TPB conducts surveys on the effectiveness of the Street Smart campaign. The surveys show improvement over the past ten years: the campaign showed a 24 percentage point increase in message awareness and an 18 percentage point increase in perceived law enforcement.

As a result of all COG member jurisdictions contributing to Street Smart, the campaign will be guided by a newly expanded Street Smart Advisory Group. TPB staff will coordinate this advisory group and continue to work with all partner agencies towards implementing Street Smart goals and synergizing regional transportation safety activities. The role of the advisory group will be to work with TPB staff on the development and conduct of the campaigns, including using a media consultant responsible for developing the content of the campaigns.

The TPB received a request from the TPB's Citizens Advisory Committee (CAC) for one member of the CAC to serve on the Street Smart advisory group. The CAC had reviewed campaign materials in the past, but often after the materials had been produced. 2012 CAC Chair Tina Slater said, "the CAC can serve a unique and critical role in providing citizen perspective on the Street Smart campaign before its release."

For more information and publicity materials, visit www.bestreetsmart.net. ♦



The TPB Street Smart Campaign is a regional bicycle and pedestrian education and safety campaign. The Fall 2012 Campaign launches this month, and will run through Thanksgiving.

COG ELECTRIC VEHICLE REPORT

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adoption of electric vehicles, however.

The report cites limited availability of electric vehicle models in the marketplace on the one hand, and high up-front costs, limited recharging infrastructure, and consumer anxiety about the limited range of electric vehicles on the other. In her presentation, Rohlfs said it's a classic "chicken and egg" dilemma.

The report lays out five recommendations to deal with these challenges, including incentives for consumers to purchase electric vehicles and changes to local zoning codes and other regulations to encourage faster deployment of electric vehicle infrastructure.

One of the recommendations -- for increased public outreach and education about the benefits and practicality of electric vehicle usage -- draws in part from the results of the TPB's household travel survey, carried out in 2007 and 2008.

During the presentation, Rohlfs highlighted findings from the survey showing that 81% of trips made in the region are by car, that the average trip length is just 7.7 miles, and that 90% of trips are less than 20 miles one-way. The survey also found that 96% of shopping trips are less than 20 miles one-way.

This suggests, Rohlfs said, that there is great potential for electric vehicle use in the Washington region, as long as officials can educate the public and alleviate anxiety about the limited range of electric vehicles compared to those powered by gasoline.

Several TPB members expressed interest in the COG report.

One of the main questions raised by Board members was about the future role of the public sector in expanding electric vehicle infrastructure. Board members Patrick Wojahn, Rodney Roberts, and Jason Groth, as well as TPB Chair Todd Turner, all asked about opportunities to increase private sector investment in expanded infrastructure.

Rohlfs said that the report foresees a transition away from public sector involvement and toward developers, building management companies, service stations, and other private sector entities taking on greater responsibility for installing needed infrastructure.

Board Member Tommy Wells of the District of Columbia asked whether the task force had considered opportunities to promote all-electric car-share fleets, like car2go and Zip-Car, as has been done elsewhere in the country. Rohlfs said the task force had engaged the car-sharing companies as well as rental car companies and others who manage fleets in its early meetings.

The report will go to the COG Board of Directors in November for final adoption. The next step, according to Rohlfs, will be to form a regional electric vehicle partnership to make the business case for electric vehicle deployment in the region and to move forward with the recommendations included in the task force report. ♦

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BUS-ON-SHOULDER TASK FORCE MEETS



A TPB Task Force is currently studying the feasibility of operating transit buses on the shoulders of Washington area highways.

shoulders to bypass congestion. Staff also highlighted some of the key issues to consider in evaluating the feasibility of such operations.

Representatives of several transportation agencies and transit operating agencies attended the meeting. Staff from the Virginia and Maryland departments of transpor-

A task force set up by the TPB to study the feasibility of more extensive “bus-on-shoulder” operations in the Washington region met for the first time on October 17, immediately prior to the TPB’s regular monthly meeting.

Board Member Carol Krimm, who represents the City of Frederick, chaired the meeting. TPB staff provided an overview of the experiences of other metropolitan areas in allowing transit buses to use highway

tation reported on their experience with existing bus-on-shoulder operations -- in Virginia on a portion of the Dulles Airport Access Road, and in Maryland on US 29 near Burtonsville.

Staff from the Virginia Department of Transportation also gave a presentation to the task force on a current study of bus-on-shoulder feasibility for the I-66 corridor inside the Beltway.

Krimm and Board Member Chris Zimmerman, who represents Arlington County, are co-chairing the task force, which was established by the TPB at its July meeting. Krimm and Zimmerman have both said that expanding bus-on-shoulder operations could help the region make better use of existing infrastructure to move more people more effectively.

The task force will meet two more times -- in January and April of 2013 -- before issuing a final report to the Board in May. ♦

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TPB staff announces upcoming board and committee meetings; release of key studies, presentations, reports, and publications; public comment periods; and other relevant information. ♦

Bids and Solicitations

For current COG solicitations available for bid/proposals, please visit “Doing Business with COG:” www.mwcog.org/doingbusiness/cogbid/ ♦

TPB terminology

AFA	Access for All Advisory Committee
ARRA	American Recovery and Reinvestment Act of 2009
CAC	Citizens Advisory Committee
CLRP	Constrained Long-Range Transportation Plan
COG	Metropolitan Washington Council of Governments
DDOT	District Department of Transportation
FHWA	Federal Highway Administration
FTA	Federal Transit Administration
MDOT	Maryland Department of Transportation
MPO	Metropolitan Planning Organization
NVTA	Northern Virginia Transportation Authority
RTPP	Regional Transportation Priorities Plan
TIP	Transportation Improvement Program
TPB	Transportation Planning Board
VDOT	Virginia Department of Transportation
WMATA	Washington Metropolitan Area Transit Authority

CALENDAR OF EVENTS

All meetings are at COG unless otherwise indicated. If you are in need of special assistance to participate in meetings, please call (202) 962-3315 or (202) 962-3213 (TDD). Bicycle racks are located in the parking garage at 777 N. Capitol St., N.E. (Enter from 1st St., N.E.).

November 2012

- 2 TPB Technical Committee (9 am)
- 3 TPB Steering Committee (noon)
- 8 Human Service Transportation Coordination Task Force (12:30 pm)
- 13 MOITS Technical Subcommittee (12:30 pm)
- 14 Bike to Work Day Steering Committee (10 am)
- 15 Aviation Technical Subcommittee (10:30 am)
- 15 TPB Citizens Advisory Committee (6 pm)
- 20 Commuter Connections Subcommittee (noon)
- 20 TDM Evaluation Group (10 am)
- 27 Regional Bus Subcommittee (noon)
- 28 Transportation Planning Board (noon)**
- 30 Travel Forecasting Subcommittee (9:30 am)

Note: The TPB meeting will take place one week later than the normal schedule due to the Thanksgiving Day holiday.

December 2012

- 7 TPB Technical Committee (9 am)
- 7 TPB Steering Committee (noon)
- 12 Regional Taxicab Regulators Task Force (1 pm)
- 13 Human Service Transportation Coordination Task Force (12:30 pm)
- 13 TPB Citizens Advisory Committee (6 pm)
- 18 Ridematching Committee (10 am)
- 18 Regional TDM Marketing Group (noon)
- 18 TDM Evaluation (2 pm)
- 19 Transportation Planning Board (noon)**

January 2013

- 9 Bike to Work Day Steering Committee (10 am)
- 10 Human Service Transportation Coordination Task Force (12:30 pm)
- 11 TPB Technical Committee (9 am)
- 11 TPB Steering Committee (noon)
- 17 TPB Citizens Advisory Committee (6 pm)
- 22 Regional Bus Subcommittee (noon)
- 23 Bus-on-Shoulder Task Force Meeting #2 (10 am)
- 23 Transportation Planning Board (noon)**
- 24 Aviation Technical Subcommittee (10:30 am)
- 25 Travel Forecasting Subcommittee (9:30 am)
- 31 TPB Access for All Advisory Committee (noon)

Note: The TPB meeting and several other committee meetings will take place one week later than the normal schedule due to the New Year's Day holiday. Please check above to confirm the date and time of your meeting.

This document is available in alternative formats upon request. Please contact Deborah Kerson Bilek at (202) 962-3317, dbilek@mwkog.org, or (202) 962-3213 (TDD). Allow seven working days for preparation of material.

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