



Washington Metropolitan Area Transit Authority

Advancing Bike/Ped Connections through Transit Performance Indicators

New Partners for Smart Growth Conference

Metro Office of Planning

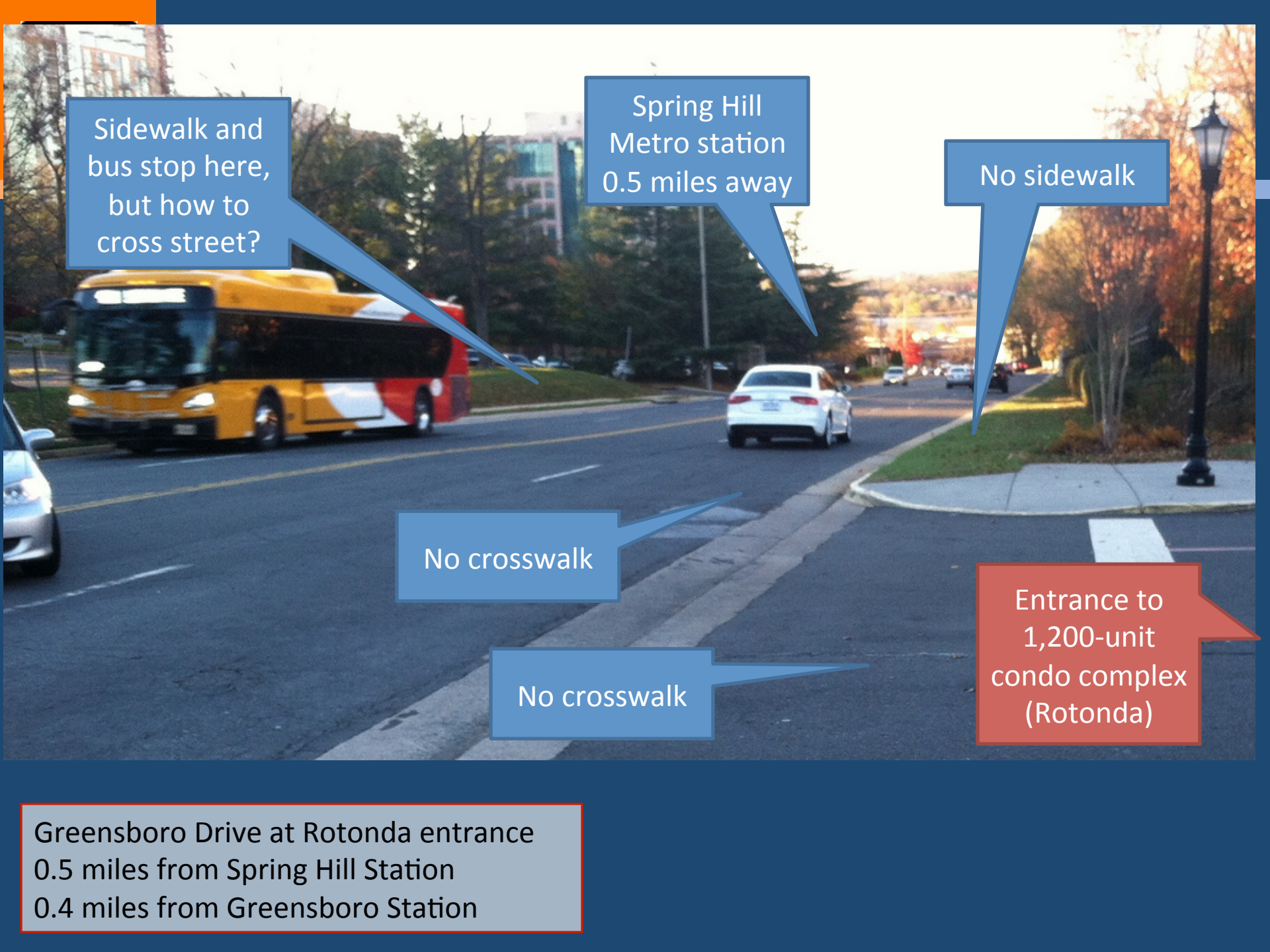
January 2015

A photograph of the Spring Hill station, a large concrete structure with multiple levels and pillars. The station is situated above a multi-lane highway. In the foreground, there is a crosswalk with white stripes on a dark asphalt road. Several cars are visible on the highway, some with their headlights on. The sky is clear and bright. Three blue callout boxes with white text are overlaid on the image. The first callout points to the station name. The second callout points to a gap in the crosswalk. The third callout points to the highway lanes.

Spring Hill station

No crosswalk yet (is one under construction?)

6-lane highway on either side of station



Sidewalk and bus stop here, but how to cross street?

Spring Hill Metro station 0.5 miles away

No sidewalk

No crosswalk

No crosswalk

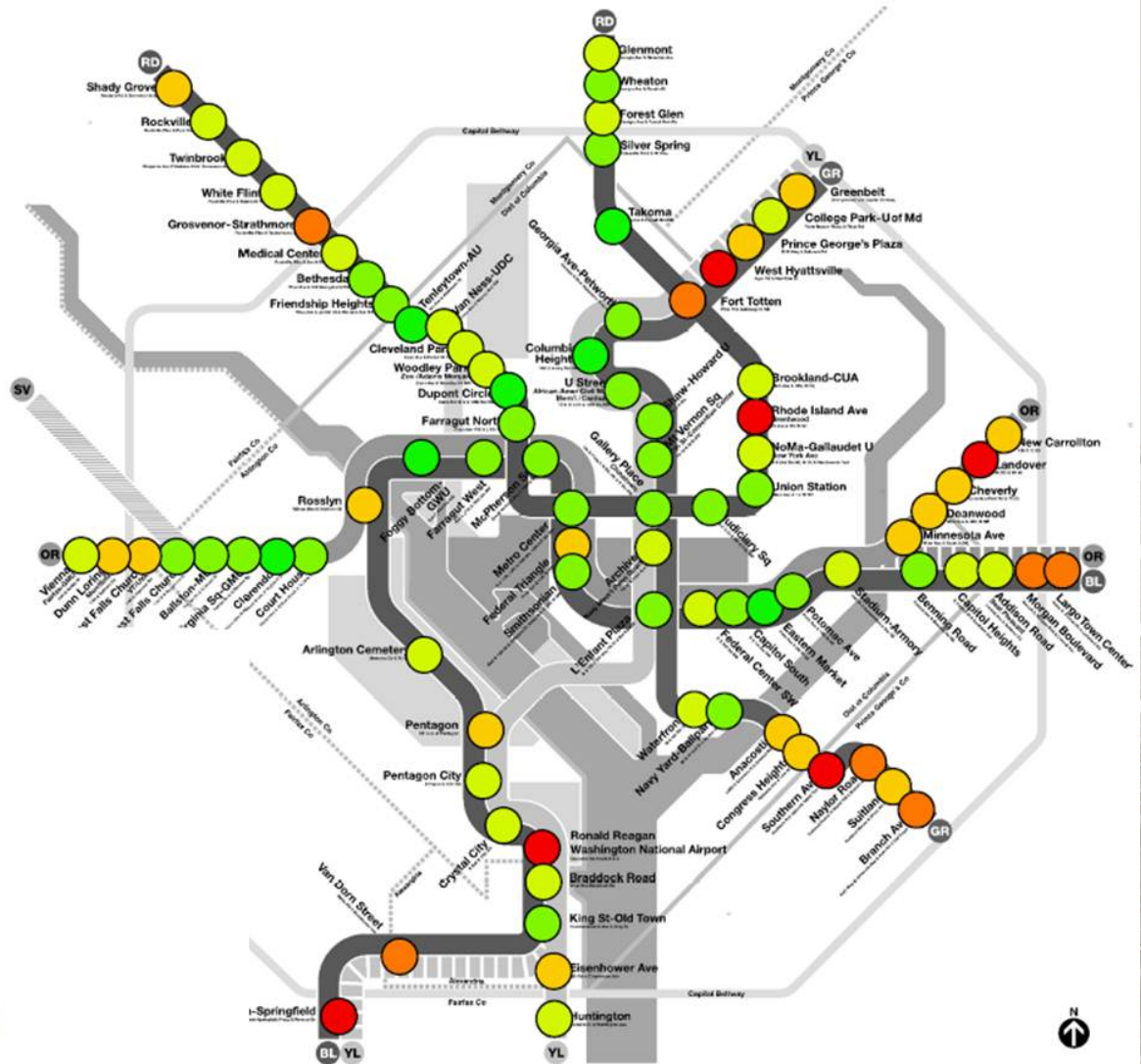
Entrance to 1,200-unit condo complex (Rotonda)

Greensboro Drive at Rotonda entrance
0.5 miles from Spring Hill Station
0.4 miles from Greensboro Station

Not all Stations have TOD!

How much of the area within a half-mile of the station can you walk to?)

- 20% - 30%
- 31% - 45%
- 46% - 60%
- 61% - 75%
- 76% - 90%
- 91% - 100%





Planning Response Key Performance Indicator (KPI)

Grow Near Transit

- Transit-oriented development
- Zoning
- Planning



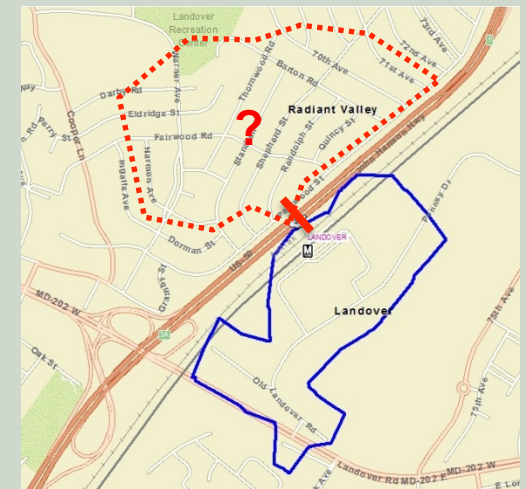
Expand Transit

- Expand bus routes
- Build new Metrorail lines and stations



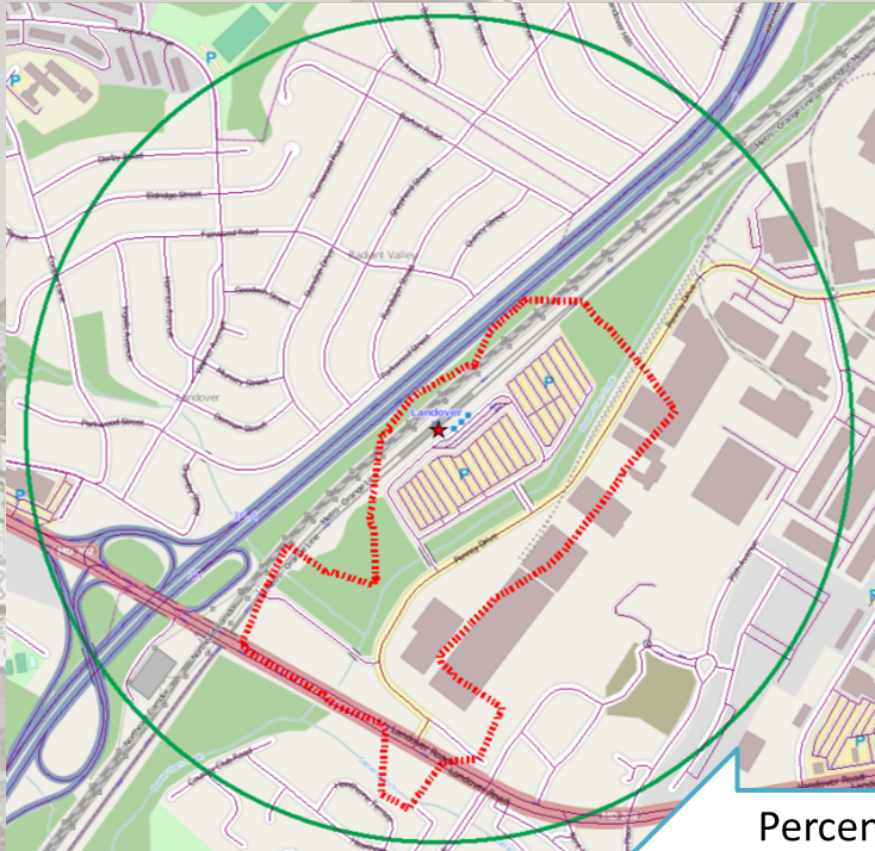
Improve Access to Your Stations

- Fix pedestrian barriers
- Build paths and sidewalks



Campaign – Transit Walksheds

Landover



21%

Takoma

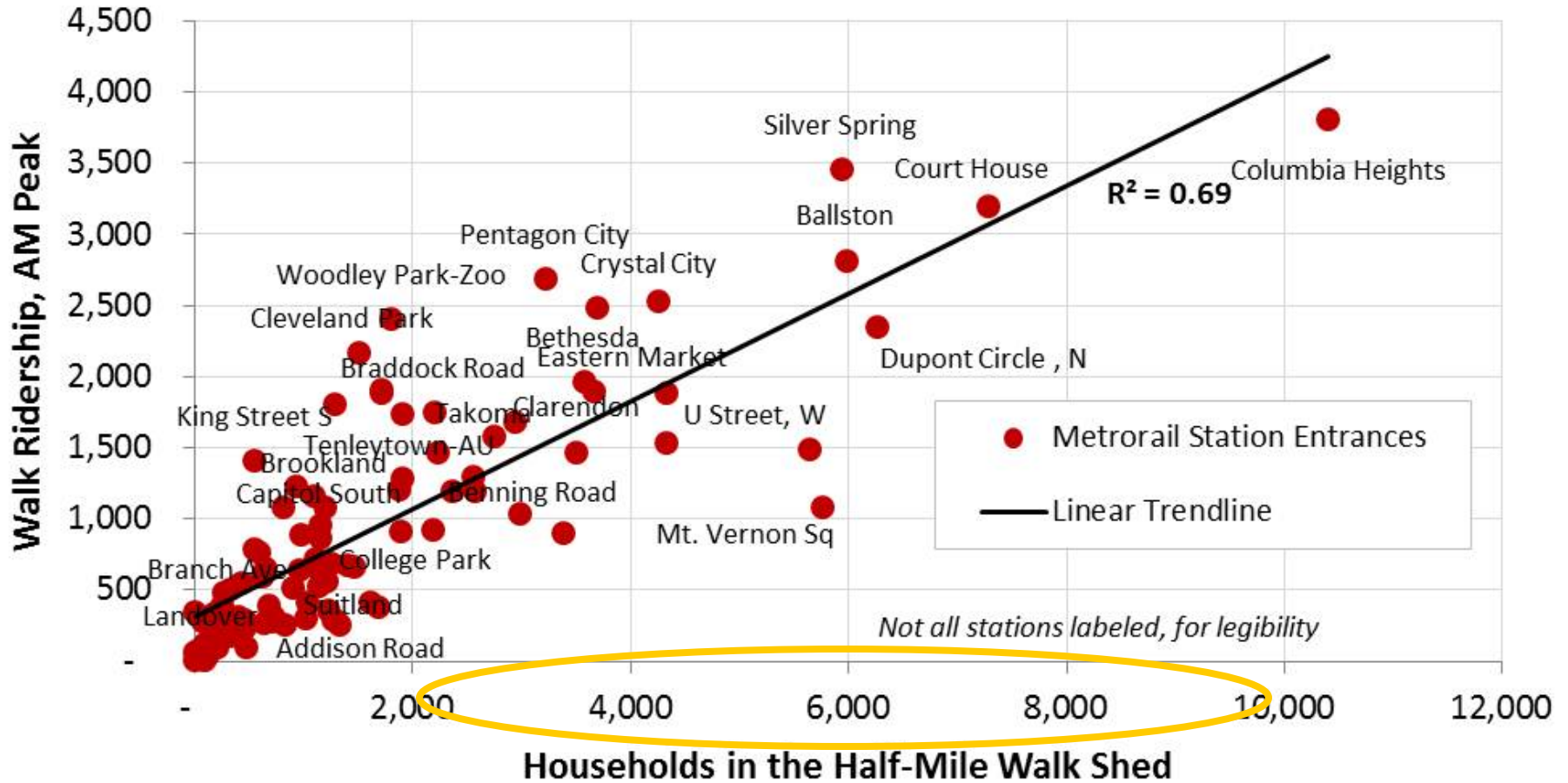


91%

Percent of land within half-mile actually reachable on foot

Images at same scale

Campaign - Transit Walksheds and Ridership



Lessons – Follow the Money!



Connecting these communities to Metro at Southern Ave could result in over 800 new trips per day and up to \$550,000 in fare revenue per year.

For each new 225-unit apartment/condo building near transit, we should see 160 new peak riders/day, and around \$135,000/year in revenue



Next Steps

- Metro Strategic Investment Plan
- Return on Investment Analyses
- Regular Reporting
- Identify Employment Data!
- Continually Refine Methodology



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