

As the construction progressed, the temporary single bus lane was replaced by the two lane permanent reversible roadway. By May 1973 the nine mile section of the reversible roadway from Springfield to the Pentagon was completed. By the end of 1975, the entire 11 mile reversible roadway was completed

B. Priority Bus Lanes in Downtown Washington

The final section of the temporary busway extending to the new Center Span Bridge was opened on

April 5, 1971. At the same time, the new Center Span Bridge was opened to buses and a system of peak period priority bus lanes was implemented in downtown Washington. The priority lanes (curb lane for buses and right turning vehicles) were identified by large yellow markings on the pavement, coupled with signs on lamp posts throughout the entire priority lane route. These lanes met with mixed success throughout the project. Any such system requires a high degree of cooperation from the local police department in order



Curb lane markings assisted buses in moving through downtown traffic congestion.

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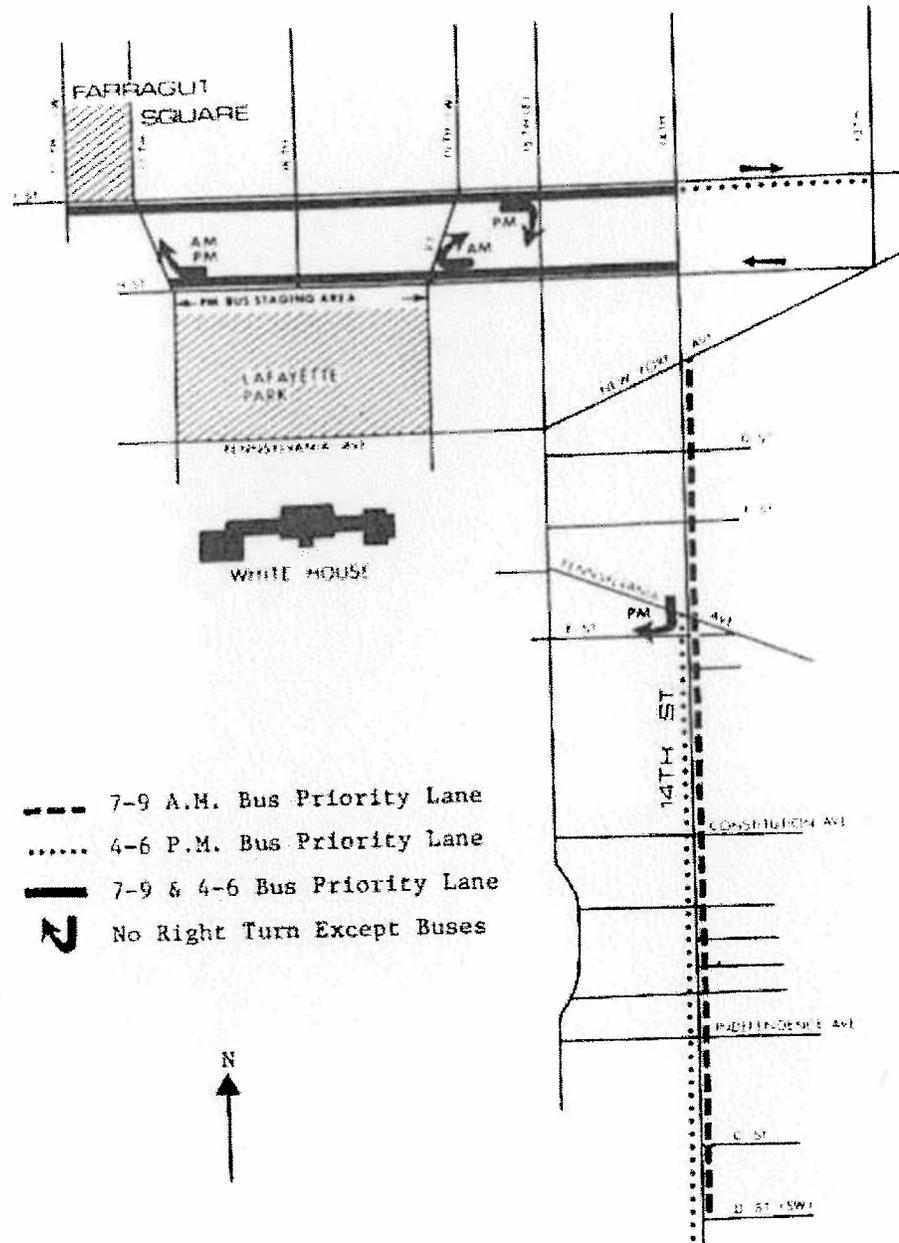


Figure 2. Peak Period Priority Lanes in Downtown Washington, D.C.,



Table 6

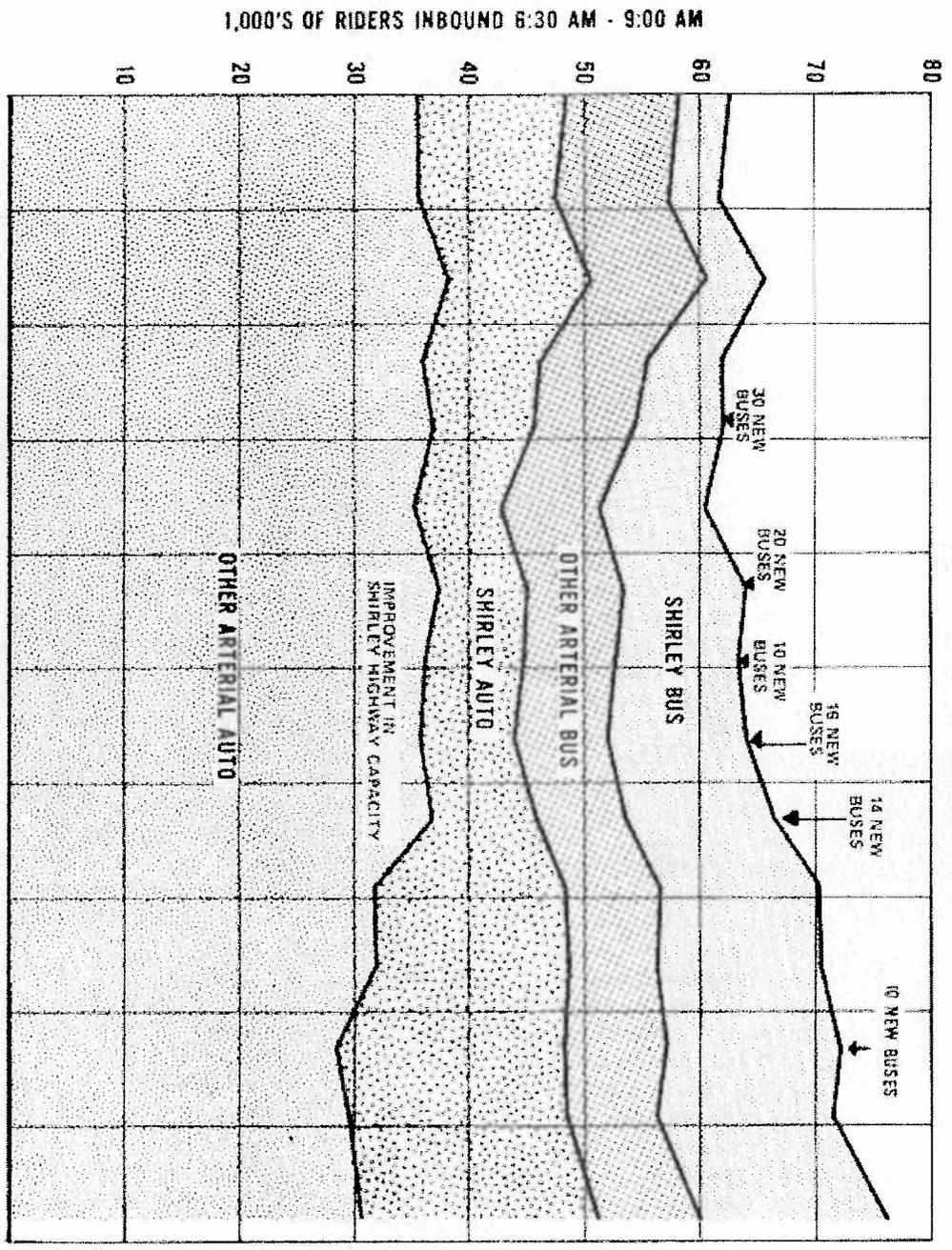
SHIRLEY HIGHWAY EXPRESS BUS PROJECT

Comparison of Passengers Using Busway
Preceding and Following Inauguration of
NVTC Service on June 14, 1971

| | <u>June 1, 1971</u> | | <u>October 1974</u> | | <u>Net Increase in Passengers Since June 1, 1971</u> |
|---------------------------|---------------------|--------------|---------------------|-----------------|--|
| | <u>AB&W</u> | <u>WMAVA</u> | <u>NVTC</u> | <u>COMBINED</u> | |
| <u>AM Rush</u> | | | | | |
| Springfield Turkeycock | 600 | 1,032 | 2,941 | 3,973 | 3,373 |
| Seminary Road | 3,041 | 3,587 | 3,934 | 7,521 | 4,480 |
| Shirlington | <u>2,016</u> | <u>1,974</u> | <u>234</u> | <u>2,212</u> | <u>196</u> |
| TOTAL | 5,657 | 6,593 | 7,113 | 13,706 | 8,049 |
| <u>PM Rush</u> | | | | | |
| Springfield Turkeycock | 514 | 941 | 2,623 | 3,564 | 3,050 |
| Seminary Road | 2,585 | 3,583 | 3,290 | 6,873 | 4,288 |
| Shirlington | <u>1,615</u> | <u>1,692</u> | <u>209</u> | <u>1,901</u> | <u>286</u> |
| TOTAL | 4,714 | 6,216 | 6,122 | 12,338 | 7,624 |
| TOTAL AM & PM | 10,371 | 12,809 | 13,235 | 26,044 | 15,673 |

*AB&W Prior to February 3, 1973

Figure 4
**TRENDS IN PEOPLE MOVEMENT IN SHIRLEY CORRIDOR
INBOUND A.M. PEAK HOURS**



Shirley Highway bus patronage has grown more rapidly in recent years than other methods of transportation for commuting.

Table 7

Landmark Center Passenger Count

| Route | No. of Trips | Number of Passengers | | |
|-------|--------------|----------------------|-----------|---------------------------------|
| | | Boarding | Alighting | No on Bus Departing Count Point |
| 17G,H | 27 | 19 | 22 | 177 |
| 18G,H | 41 | 23 | 20 | 224 |
| 26A,B | 15 | 47 | 31 | 83 |
| 29L | 29 | 19 | 13 | 133 |
| TOTAL | 112 | 108 | 86 | 617 |

hoped for success despite extensive publicity, coupled with schedule and route modifications. A mid-day passenger count was made on August 22, 1973, at which time all 90 project buses had already been put in service and substantial marketing efforts had been employed for the off-peak routes. The count was taken at a bus stop in the Landmark Shopping Center and while it does not represent a count of all mid-day riders on project buses it does give an indication of patronage at the peak load points of routes 17, 18, and 29. The results of this count are summarized in Table 7 above.

In May of 1975, ridership was compiled on the mid-day service and although the survey was taken after

the end of the demonstration period of the project it is the only comprehensive data which reflects ridership on the mid-day routes. The figures may be slightly inflated due to heavy ridership on inbound trips just after 9:00 AM and on outbound trips just prior to 4:00 PM: (See Table 8)

C. Reverse Commute

Ridership on the two principle reverse flow routes 19Y and 27Y climbed steadily since inception of the service in the first quarter of 1973.

This service was operated between Farragut Square in downtown Washington and two government office buildings in a newly-developed

Table 8

Survey of Mid-Day Routes, May 1975

| Route | No. of Bus Trips | No. of Passengers | Ave. Pass. per Trip |
|---------|------------------|-------------------|---------------------|
| 17G & H | 34 | 437 | 12.9 |
| 18G | 33 | 504 | 15.3 |
| 26A & G | 15 | 450 | 30.0 |
| 27H | 28 | 270 | 9.6 |
| 29L | 31 | 503 | 16.2 |
| TOTAL | 141 | 2,164 | 15.3 |

industrial park in Alexandria. In the case of Route 19Y six trips in both the AM and PM peak were initiated in March of 1973. Patronage climbed slowly from 43 persons on the first day of service up to 278 five months later. Similarly, Route 27Y with its four AM and PM rush hour trips attracted new riders from the beginning. First day ridership on the route was 20 patrons which a count one month later showed 130 passengers. Both routes operated via the Pentagon and Shirlington shopping center.

As noted earlier, this service was actively sought by employees at both the Hoffman and A.M.C. Buildings, thus there was a ready-built market before the service ever started. The continued rise in ridership is also reflective of the fact that virtually no other bus service was available to these two sites. Lastly, both the project sponsor and the users participated actively in promoting the service.



The increased people moving capacity of the exclusive bus lane is demonstrated in the above photo.

THIS LANE
BUSES ONLY

