

Promoting Transit Utilization

Transit Accessibility Index (TAI) and
Green Your Meeting (GYM)

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Outline

I. Demand

II. Will They Buy?

III. Illustration: Fairfax County DOT

IV. Next Steps



I. DEMAND

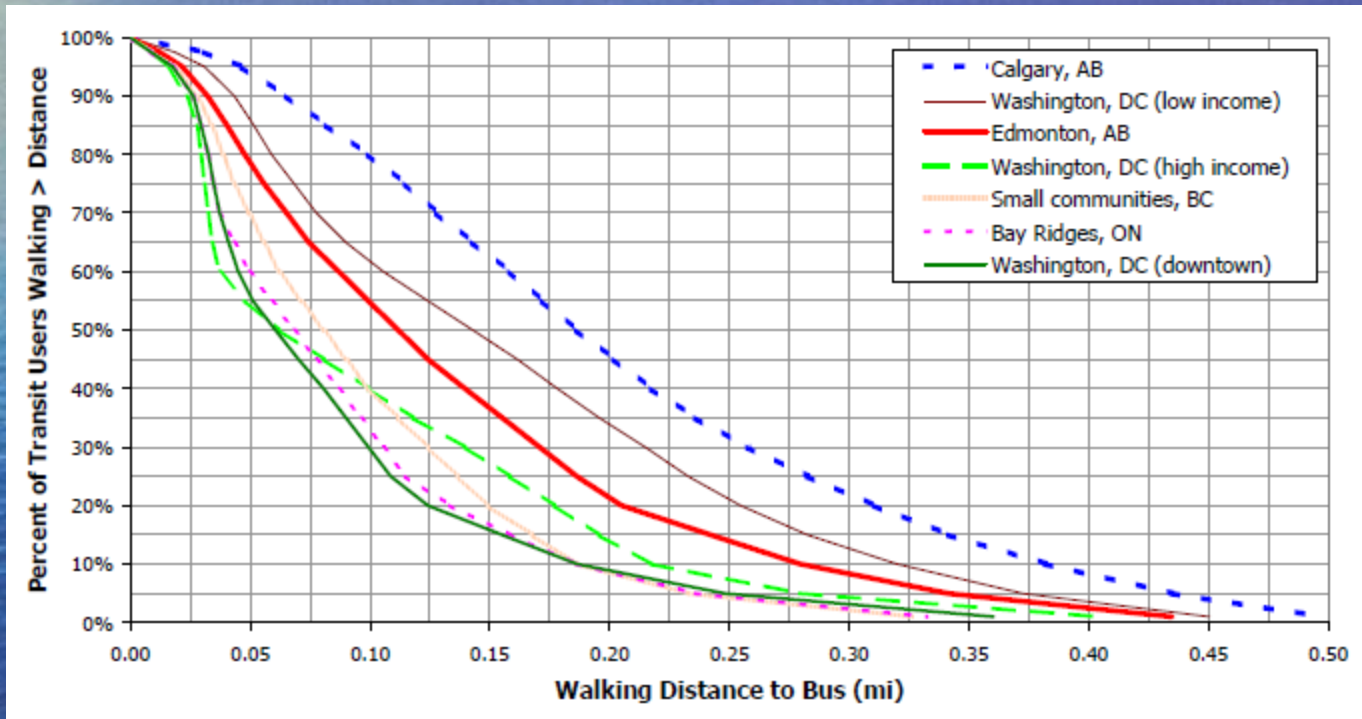
Factors Affecting Demand: Cost and Time

Demand elasticities for car-bus-BART mode choice; assumptions: Model 1, conditional logit model, and conditions of table 5.

Elasticity with respect to:	Car demand	Bus demand	BART demand
Income (with a ceiling of \$10,000)	0.15	-0.25	-0.29
Car cost	-0.47	0.81	0.82
Car on-vehicle time	-0.22	0.36	0.41
Bus cost	0.12	-0.58	0.28
Bus on-vehicle time	0.14	-0.60	0.23
Bus walk time	0.00	0.00	0.00
Bus first wait time	0.05	-0.19	0.06
Bus transfer wait time	0.07	-0.29	0.09
BART cost	0.13	0.25	-0.86
BART on-vehicle time	0.10	0.13	-0.60
BART walk time	0.00	0.00	0.00
BART first wait time	0.02	0.03	-0.12
BART transfer wait time	0.11	0.16	-0.66

Daniel McFadden, Measurement of Urban Travel Demand, 1974

Bus Riders Walk .5 Miles or Less



Transit Capacity and Quality of Service Manual, 2nd Ed. (TCQSM), Transit Cooperative Research Program (TCRP), Transportation Research Board (TRB)



II. WILL THEY BUY?

Momentum: An Excellent Plan

- Make no small plans for Metro
- Recognize Metro is critical to the region's future
- Keep rebuilding
- Reduce crowding
- Provide better customer information
- Ensure stable funding

 *Now Add: Sales and Marketing*

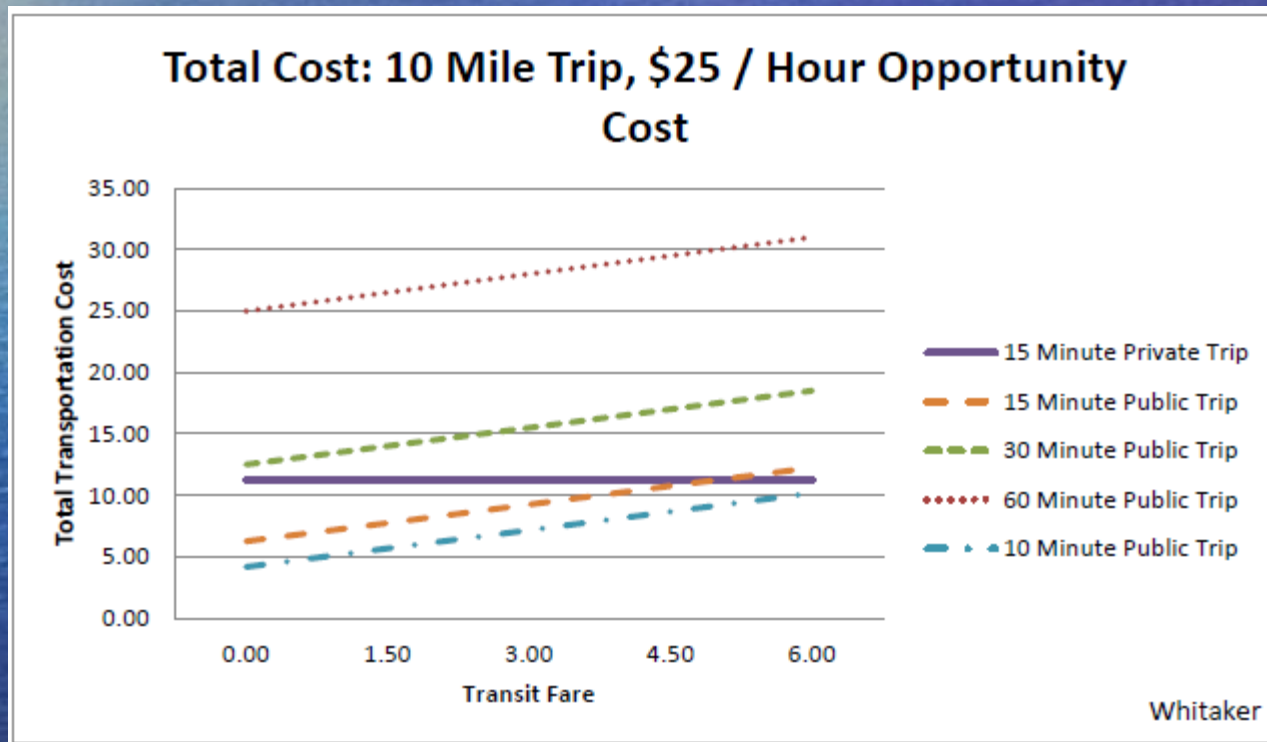
Transit Accessibility Index (TAI)

- Measure:
 - Particular location (venue)
 - Time and day of week
 - Direction Specific:
 - Originating locations independent of destinations
 - Terminating locations independent of origination
- Interpretation:
 - TAI 1.0: transit is as fast as driving
 - TAI 3.0: transit takes three times as long

Green Your Meeting (GYM)

- A demand side approach to behavioral change.
- Plan meetings around transit accessibility.
- If TOD is the future, GYM is today--it utilizes the present "as built" environment.

Opportunity Cost, TAI, And Rational Mode Choice



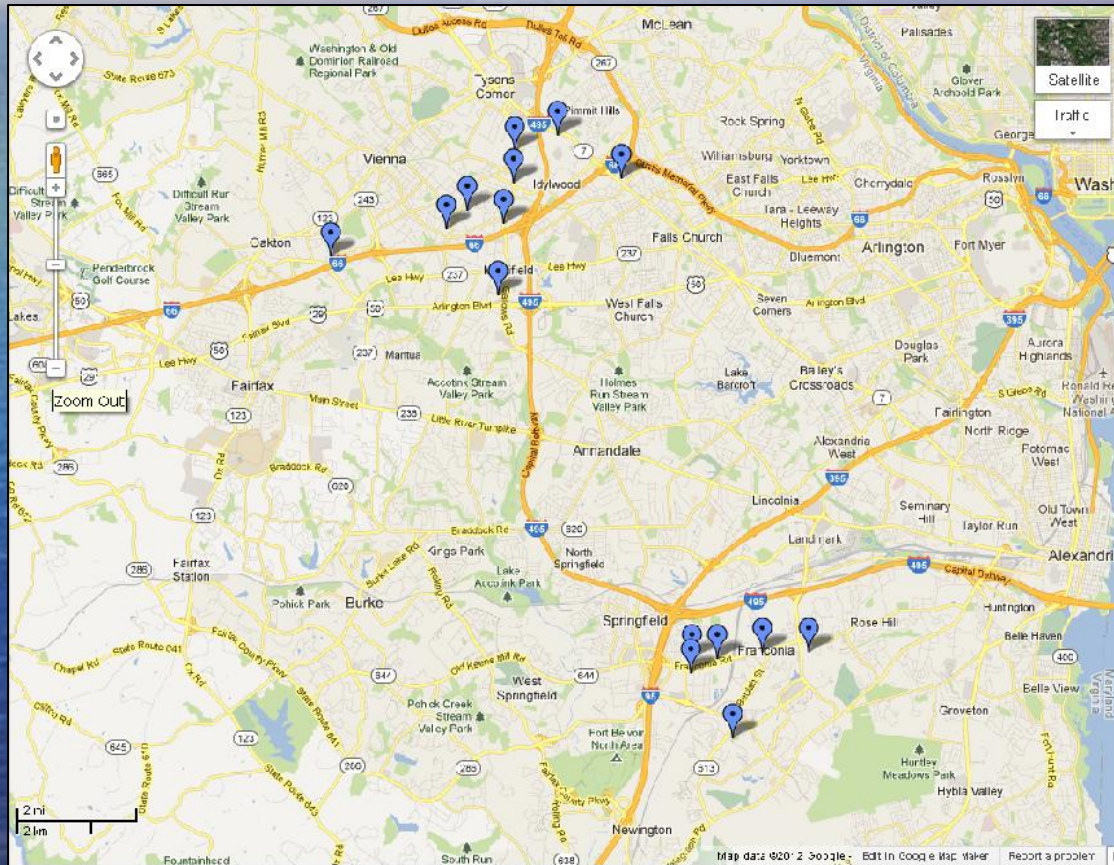


**III. ILLUSTRATION: FAIRFAX
COUNTY DOT (FCDOT) PUBLIC
MEETINGS**

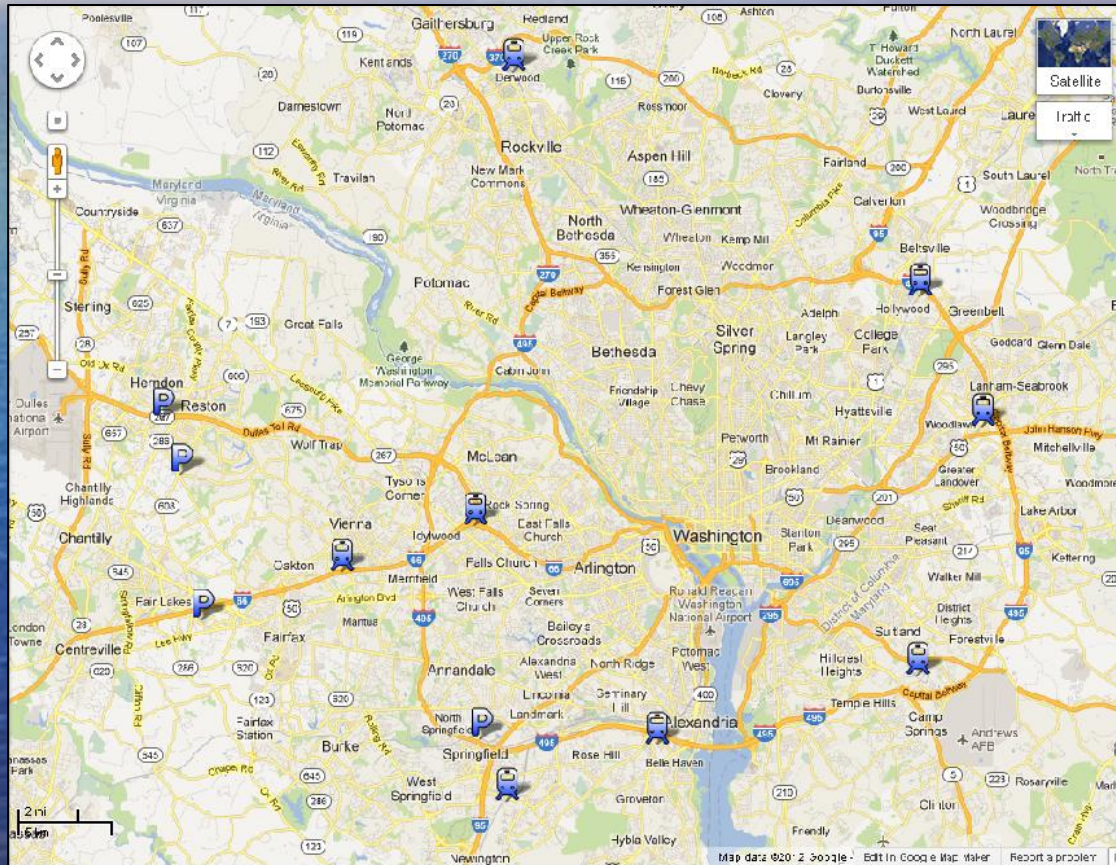
Meeting Requirements

- Two Public Meetings to Review FCDOT Plans
- Evening 6-8:30 PM
- Distributed Geographically
- Close to Metro Lines
- 15 Potential Public Facilities

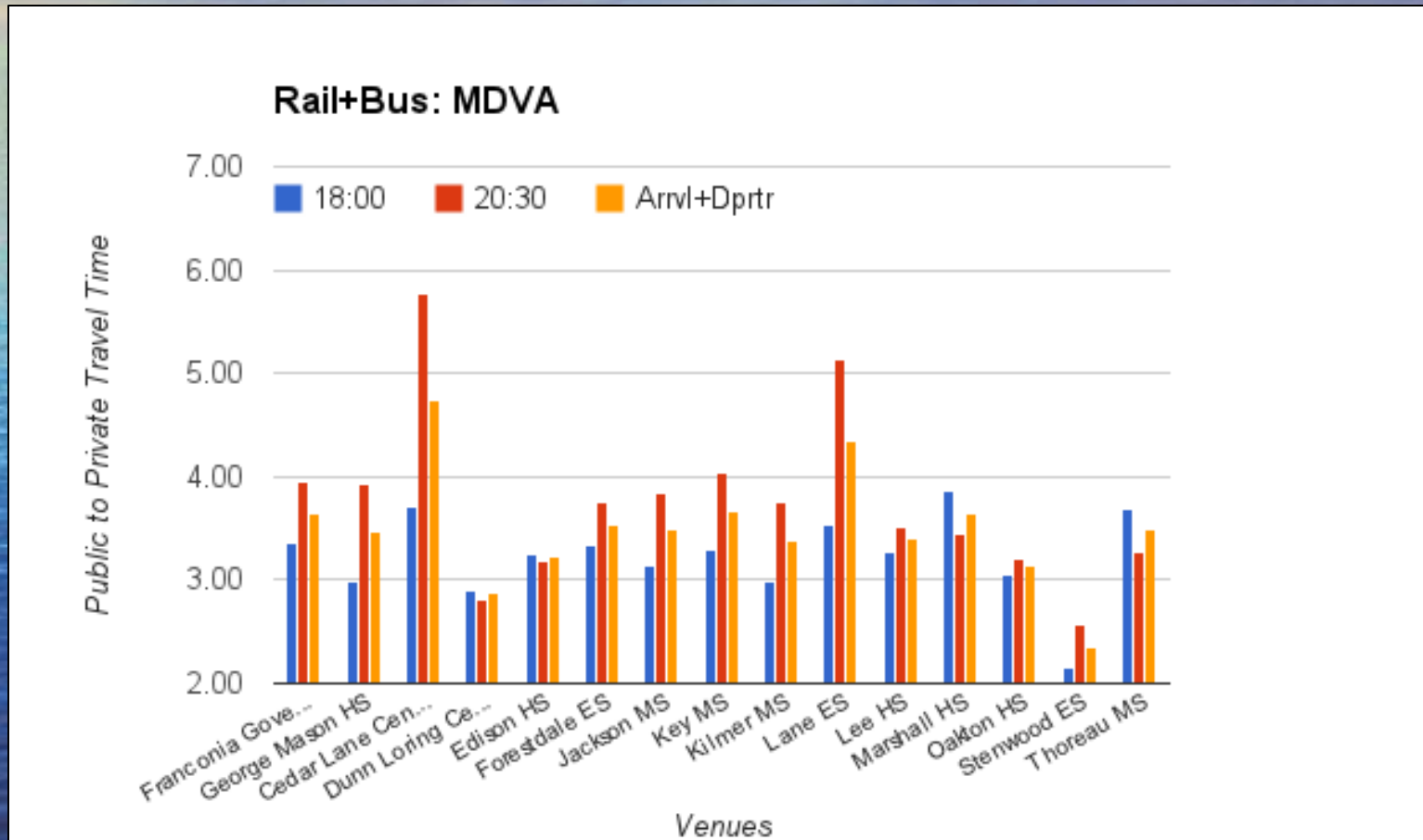
Potential Locations



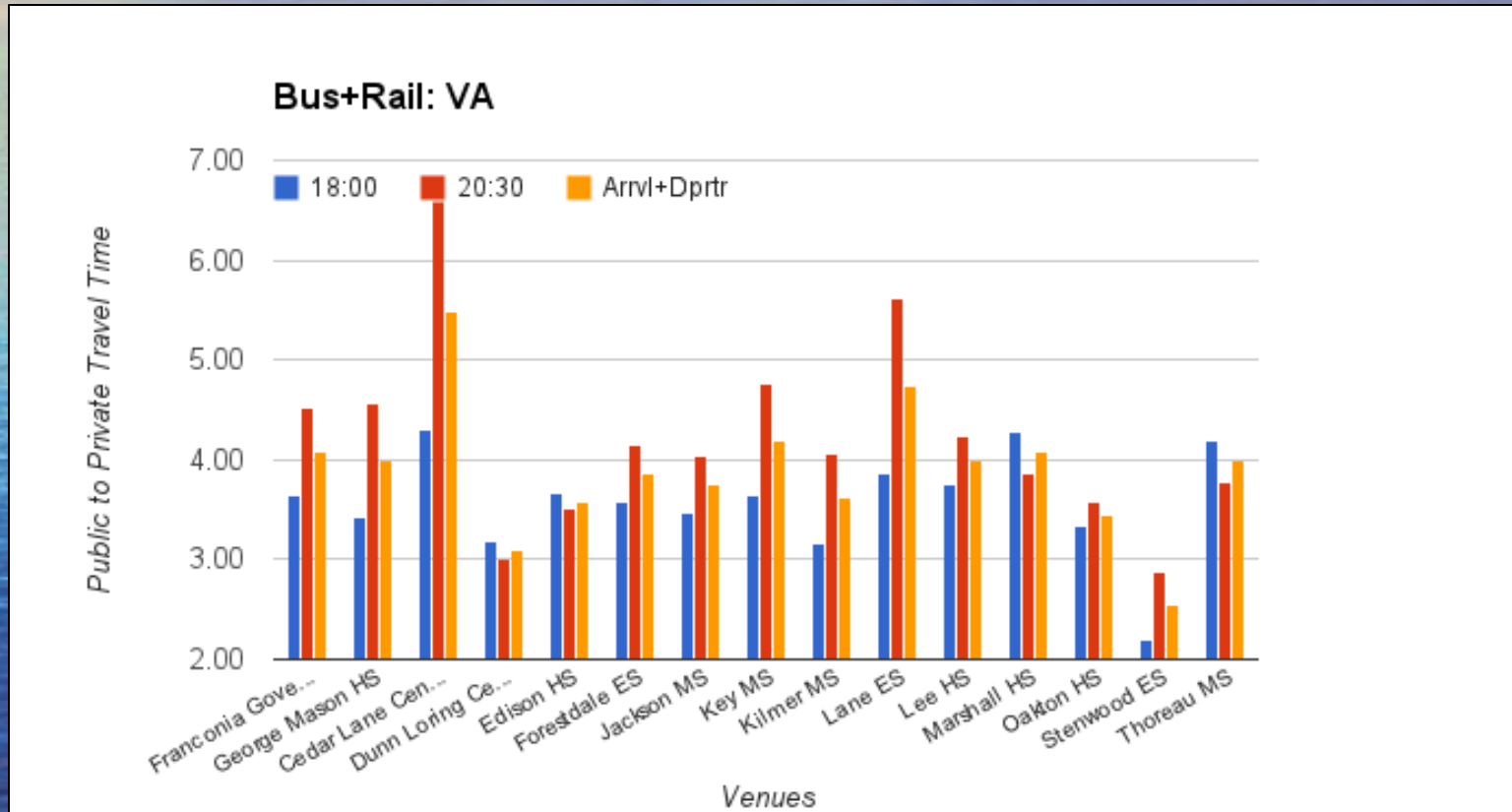
Sample Starting / Ending Points



TAI: Maryland and Virginia



TAI: Virginia Only





IV. NEXT STEPS

WMATA's Support

- Endorse Green Your Meeting
- Sponsor TAI Calculation in WMATA territory

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