

Public Meeting



Washington DC Visitor Transportation Study
for the National Mall and Surrounding Park Areas

Meeting Purpose



1) Share the up-coming decision-making process with the public.

What is the process?

Who will make the decisions?

How are public comments incorporated?

2) Provide an additional opportunity for any comments on the study.



Why Plan?

- Visitor transportation has been provided since 1969
- Expiration of existing concession contract means planning for the future transportation is imperative
- Opportunities - new technology can improve system efficiency and visitor experience



NPS Visitor Transportation Goals Still Valid Since 1960s

- Provide Visitor Transit
- Educate Visitors
- Reduce Vehicle Pollution
- Reduce Traffic Volume

Washington DC Visitor Transportation Study
for the National Mall and Surrounding Park Areas



NPS Planning Framework

“The National Park Service will use planning to bring logic, analysis, public involvement, and accountability into the decision-making process.”



Decision-Making Guidance:

Project goals

NPS Policy/Alternate Transportation Policy

Legal and jurisdictional parameters – Secretary of the Interior/NPS responsibility to maintain National Parks - “exclusive charge and control over the Mall.”

Newsletter No. 2 Alternatives



How did NPS develop the range of alternatives?

- Public meetings and comments
- Visitor Surveys
- Contacts with agencies and stakeholders
- Downtown Circulator proposal included



What Is The Process?

Choosing By Advantages, will...

- Be used to vet and refine the alternatives presented in Newsletter No.2
- Determine a recommended service concept for NPS

Choosing By Advantages, will not ...

- Select future service provider(s) at this time

Overview of Choosing By Advantages



- What is CBA?
- Why use CBA?
- Who is Involved?
- Basic Steps of CBA
- Expected Outcomes





What is CBA?

Choosing by Advantages is:

A process of making sound, clear, and defensible decisions

- A method of improving or developing alternatives
- A method of documenting decisions
- A method of making better decisions!!!

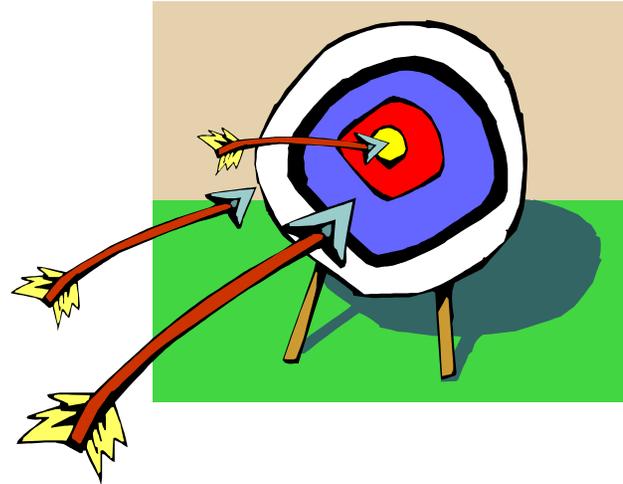
Determines **value** by identifying the most important advantages for an appropriate cost

Decisions are based on the importance of advantages



CBA is more effective than:

- Discussion and Description
- Listing “Pros” and “Cons”
- Weighted Criteria Matrix
- Choosing By What a Person in Power Wants
- Choosing By Chance, Darts or Arrows



Why CBA?



Decision-making focuses on the **DIFFERENCES** between alternatives

Decisions must be **ANCHORED** to the importance of differences in alternatives

Associated attributes of differences

Project goals, policy, law

Stakeholder and user viewpoints considered

Widely used and accepted throughout NPS

“CBA is the preferred evaluation method where critical non-monetary benefits need to be evaluated.” DO 90-VA



Who Will Make the Decisions?



Consensus Decision Making & Key Disciplines

NPS Team:

- 1) Core team of NPS decision makers representing different viewpoints, constituencies, and expertise

Examples: management, transportation planning, visitor use, resource protection, security, partnerships, park operations, regional transportation planning, contracting and commercial operations, funding, facility planning

- 2) NPS Consultants – Technical experts in transportation, operational and financial planning

The Basic Steps of CBA: Evaluation Factors



Protect Public And Employee Health, Safety, and Welfare

Security and access to visitor destinations

Ease of street operations

Safe multi-modal operations

Vehicles

Protect Natural and Cultural Resources

Character of cultural landscape protected

Visitor facilities / transit stops

Air quality improvement



Provide for Visitor Enjoyment Through Improved Educational and Recreational Opportunities

Service Focus / Markets to be Served

Range of Bus Services

Ease of use/Transit Integration

Stop Locations

Visitor Education

Level of Service

Multi-Modal Services

Evaluation Factors



Improve Operations (efficiency, reliability, sustainability)

- Complexity of transit operations
- Scale of transit operations
- Operational facility requirements

Other Advantages to NPS

- Access to non-NPS destinations
- Regional Transit Compatibility
- Parking and Tour Bus Management



The Basic Steps of CBA

- 1) Identify **Evaluation Categories** or areas of difference
- 2) Summarize the **Attributes** of each alternative
- 3) Decide/describe the **Advantages** of each attribute
- 4) Decide the **Importance** of each attribute
- 5) Weigh **Costs** with **Total Importance** of advantages
- 6) Decision **Summarized** (report will be included in public documentation)

Basic CBA Steps: Choosing a Campsite



Decision: Which of three campsites should I chose?



1. **4 Evaluation Factors:** distance to water, slope of tent spot, table and privacy
2. **Attribute** of each factor
3. Determine **Advantages**

Basic CBA Steps: NPS Visitor Transportation Study Example



Decision: What is the recommended service concept?



1. Many Evaluation Factors

Efficiency / Simplicity of Transit Operations

2. Attribute(s) of Factor

Number of routes; Route miles; Vehicle miles; One-way versus two-way, E.G. Alt BB 2 route

3. Determine Advantages

Relative Advantage of Fewer Routes and Miles

CBA– campground example



CBA graphic format tracks importance of decisions

FACTOR	ALTERNATIVES					
	SITE NO. 8		SITE NO. 19		SITE NO. 23	
FACTOR 1 – Water						
Attributes	• 60 Feet Away		• 260 Feet Away		• 150 Feet Away	
Advantages	200Feet Closer		40		110 Feet Closer	
FACTOR 2 – Tent Spot						
Attributes	• Moderately Level		• Almost Level		• <u>Quite Sloping</u>	
Advantages	Moderately more Level		30		Much more Level	
FACTOR 3 - Table						
Attributes	• Without		• <u>Without</u>		• With	
Advantages					With versus Without	
FACTOR 4 - Privacy						
Attributes	• Close sites • <u>Near Road</u>		• screened • distant sites		• screened • Close sites	
Advantages			Much More Privacy due to screening and remoteness		100	
					Moderately more Privacy due to screening	
TOTAL IMPORTANCES OF ADVANTAGES	70		170		140	

Least Preferred attribute

Advantage statement

Most advantageous attributes

Paramount Advantage (sets benchmark)

Total Importance Points of an alternative

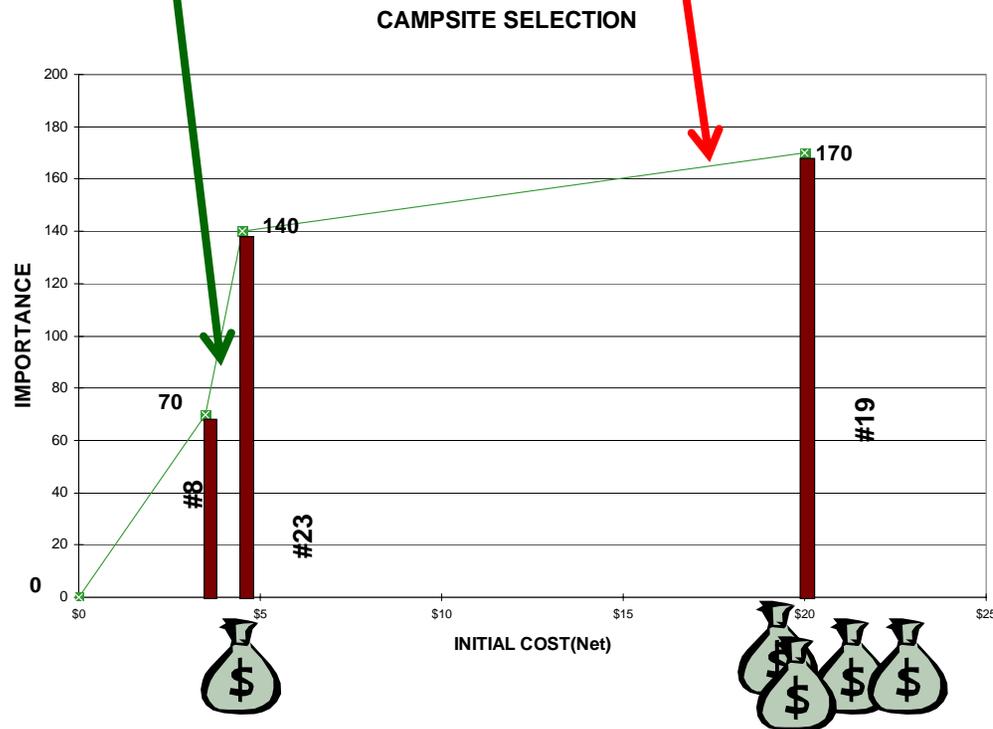
Basic Steps – Cost Assessment



What are the value trade-offs of alternatives?

Steep slope up is big increase in value

Shallow or little slope is not much increase in value



Importance to Cost Graph

CBA for NPS Visitor Transportation Study



Evaluate non-monetary and monetary factors

Multiple levels of decision making

Transportation Vision

Multi-Modal Services

Visitor Core Area Bus Service

Arlington National Cemetery Service

Vehicles / Fuels / Service Characteristics

Outcome of CBA – Recommended Service Concept

Specific Operator Decision Not Part of CBA



What Has NPS Heard?

Visitors

markets exist for multiple types of transit (educational, orientation, and mobility)

convenience and coordination with Metrorail

Washington Agencies

be compatible with regional transportation, parking and tour bus goals

plan cooperatively with other agencies

support increased multi-modal use of bicycling

co-locate stops and coordinate ticketing with Metrorail

provide frequent low-cost transit for local users and visitors

Tour Bus Industry

desire accommodation of industry needs (buses provide transit for a great many visitors)

How Are Public Comments Incorporated?



- 1. On-going public meetings for comments and review of study**
- 2. Comments and ideas to date provide framework for NPS evaluation**
- 3. Continued Public Comments Welcome**