

ART Forum

Get into ART



ART Route Changes

ART has increased frequency for several routes and added a new route:

ART 41 COLUMBIA PIKE – BALLSTON – COURT HOUSE

- Weekday service runs every 20 minutes
- Saturday service runs every half-hour beginning at 10:00 am
- Sunday service starts at 8:00 am

ART 82 SHIRLINGTON – NAUCK – PENTAGON CITY

- Weekday rush-hour service runs every 15 minutes instead of every half hour

NEW! ART 42 BALLSTON – PENTAGON SATURDAY SHUTTLE

- Saturday service between Ballston Metro station and Pentagon Metro station
- Stops at Navy Annex, Courthouse Road and Clarendon
- Runs from 6:30 am to 7:17 pm
- Replaces Metrobus 24P Saturday service

For schedule and route information, visit www.arlingtontransit.com

County Steers Teens Toward Public Transit Initiative Aims to Reduce Reliance on Cars

By Jerry Markon

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For most teenagers, riding the bus is not the preferred way to get around.

“Most people think it’s not cool,” said Afroza Hossain, a junior at Washington-Lee High School. “I guess it’s because of how we’re portrayed on TV and things like that, that it’s cool to drive a car to school.”

Now, Hossain is joining with Arlington County officials to change that perception. A new program, begun by County Board Chairman Chris Zimmerman (D) but inspired by local teenagers, is aimed at convincing more teenagers to use public transportation. The campaign, called iRide, also encourages use of Metrorail, but its emphasis is on Metrobus and Arlington Transit (ART) buses.

“Kids need to get around. They need to be able to get to jobs, to be able to get to other schools in the county when there are after-school activities,” Zimmerman said. “There aren’t always ways to get around. If you are completely dependent on a car, that means you are dependent on somebody else.”

It is unclear precisely how many Arlington teenagers ride the bus, but a recent survey of students in grades 8 through 11 showed a variety of obstacles to greater ridership.

“They said they didn’t know how to ride the bus, didn’t know where it went... that they needed more information,” said Bobbi Greenberg, transit marketing manager for the county’s Department of Environmental Services, which is coordinating the initiative. “Some said it wasn’t cool to ride the bus. And some said their parents wouldn’t let them, that it’s a safety issue.”

The survey, distributed in Arlington schools in late June, was the first step in a market-



Arlington County Board Chairman, Chris Zimmerman (center), stops by the iRide table at the Active! Involved! Motivated! (AIM) exposition at Thomas Jefferson Community Center.

iRIDE New Teen Fare on ART

As part of the iRide campaign, teen fares on ART buses will be \$0.60 beginning January 1, 2007. Middle and high school teens must show a valid school ID when boarding ART buses to receive the reduced fare. Teens can also purchase an iRide Youth Token sold in bags of 20 for \$10 at any Commuter Store located in Rosslyn, Ballston, or Crystal City.

You Never Have To Wonder When That Train Is Coming Again

Imagine you're at your desk about to leave work and you are wondering, "Do I have time to go to the drug store and pick up something before the next Orange Line train leaves?" You check the web on your desktop or better yet you're already on the street and you check your web enabled phone and voila—it tells

you the next train is leaving for New Carrollton in 15 minutes. You've got time to run an errand and still catch the next train. Well, Metro has just given us this wonderful convenience.

Who doesn't like those nice PIDS (passenger information display system) units on the Metro platforms that tell you when the next few trains will be arriving? This is

the same great, real-time information. Only now it's available at your desktop. Go to www.wmata.com/metrorail/stations.cfm, click on the Metro station you want and then, click on "Next Train Arrival." On your wireless device, just type in www.wmata.com/mobile.

Metro has also begun testing a similar system for buses called NextBus. It's only available on a few test routes now, but someday it should be available system wide. In the meantime, the next best thing for bus riders is CommuterPage.com's handy transit schedules for mobile devices. ■



Pocket Schedules

New ART CNG Refueling Station

Did you know the ART bus you are riding on is probably fueled by clean burning compressed natural gas (CNG)? Twenty-two of ART's 31 buses run on CNG fuel.

The buses can't stop at the nearest gas station to fuel up because they require special CNG refueling stations. ART was using WMATA's facility at the Four Mile Garage to fuel up. But now after three years of planning and almost a year in construction, ART's new compressed natural gas (CNG) fueling site is expected to be fully operational the end of December. The new CNG fueling site is located at the Arlington Trade Center on South 28th Street.

The CNG site represents one very important piece of ART's long term plan to build an infrastructure to support the future of Arlington Transit." ■



ART's new compressed natural gas refueling site.



COMMUTER STORE

The Commuter Store is your one-stop shop for all schedules, tickets, tokens and passes for the region's transit systems. The courteous and knowledgeable staff will assist you in planning the best way for you to travel, whether by bus, rail, carpool, vanpool, or bicycle.

LOCATIONS

■ CRYSTAL CITY

Crystal City Shops North
1615-B Crystal Square Arcade
(Directly across from Hamburger Hamlet)

Hours: Mon.-Fri. 10:00 a.m.-7:00 p.m.

■ BALLSTON

Ballston Common Mall
Suite 1244, 4238 Wilson Blvd.
Hours: Mon.-Fri. 10:00 a.m.-7:00 p.m.
Sat. 10:00 a.m.-3:00 p.m.

■ ROSSLYN

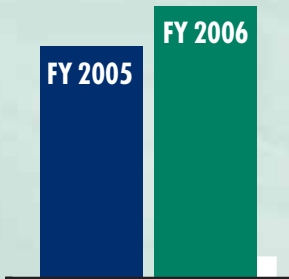
Rosslyn Metro Center Mall, Level 2
1700 N. Moore Street
Hours: Mon.-Fri. 10:00 a.m.-7:00 p.m.

■ COMMUTERDIRECT.COM

Can't make it to one of our stores? Order online at commuterdirect.com and have your tickets, tokens, or passes delivered directly to your home or office.



Arlington Transit FY '06 Highlights



RIDERSHIP

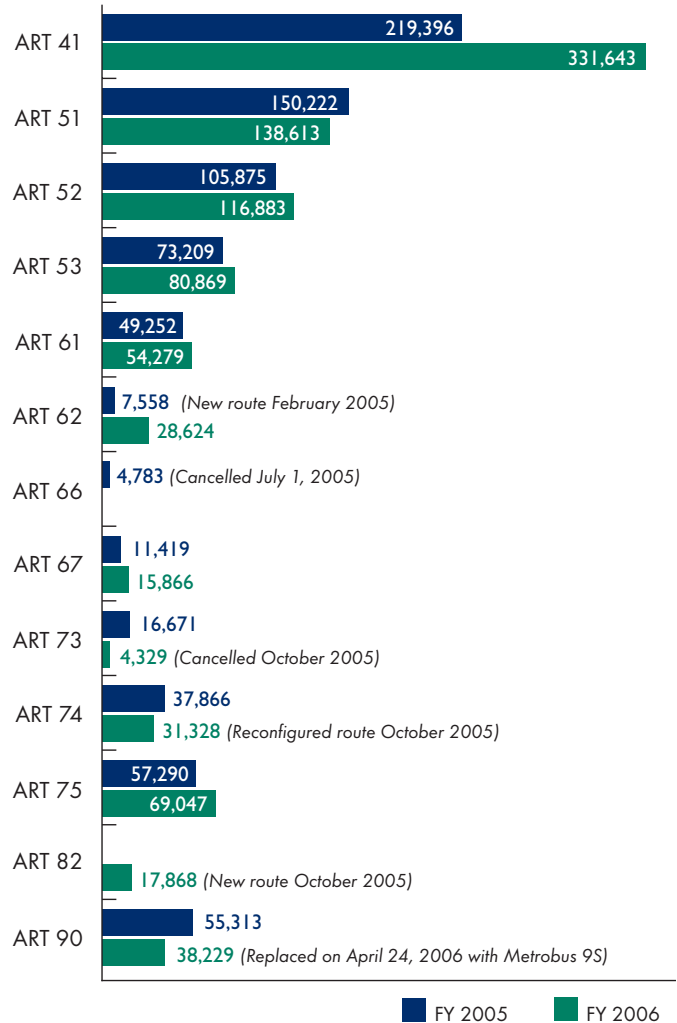
- FY '05 788,854
- FY '06 926,574
- + 18.7% increase

18.7%

SERVICE CHANGES

- ART 41 increased Saturday Service by adding earlier morning service and decreased headway from 30 to 20 minutes weekdays after 11:00 am through the evening rush.
- ART revised ART 74, discontinued ART 73 and added new ART 82.
- ART 90 discontinued and replaced with Metrobus 9S.
- ART 75 added two new evening in bound rush hour trips.
- ART instituted the use of ART Full Fare Tokens and ART Rail Tokens.

ART ROUTE RIDERSHIP



■ FY 2005 ■ FY 2006

Help Improve Arlington County's Transportation System and Services

We are trying to make it easier to get around Arlington County and the region. This is your chance to provide input through an easy online survey. A few minutes filling out this survey now may help save you time in the future for years to come. Just go to the following Internet address to share your opinion with us: www.CommuterPage.com/survey

Thank you for helping us better serve you.





Winter Weather Preparedness

Don't be caught unprepared by severe weather this winter. Plan ahead and have resources ready when the snow starts to fall. Go to www.ArlingtonTransit.com, click on the "Severe Weather Policy" box on the left. Or, ask your bus driver for a snow map flyer for your route.

SEVERE WEATHER SERVICE LEVELS

During severe weather, ART has three levels of service operation:

- **LIMITED:** Modified Routes / Some Delays In Service
- **SEVERE:** Greatly Modified Routes / Limited Service / Expect Delays (some routes could be cancelled)
- **NO SERVICE:** Route Canceled

Please note: Routes may be operating on different levels of service depending on road and traffic conditions.

Find all Arlington County cancellations, closings and delays and severe weather-related topics at: arlingtonva.us/Portals/Topics/TopicsWeatherWinter.aspx ■

Teen Transit — continued from page 1

ing campaign that is gathering steam. Working with an 18-member Teen Transit Advisory Board, the county recently sponsored an event at the Thomas Jefferson Community Center at which teenage board members handed out T-shirts and Frisbees, along with information about local transit. About 300 people attended.

"That was just sort of to create a buzz about it," Greenberg said.

Officials and teenagers are now trying to create a simplified transit map highlighting places where teenagers in the survey said they like to go, such as Ballston Common Mall and Clarendon. Plans call for putting a kiosk with transit maps and iRide materials in each middle and high school and developing a Web site.

The county is also considering creating a 60-cent student fare on ART buses—which now charge \$1.25 one way—and plans to ask Metro to introduce a similar student fare for Metrobus, which also charges \$1.25.

Hossain, who serves on the advisory board and, with

another student, recently made a presentation to the County Board about the program, said she is encouraged so far. "When we actually explain it to people, they are more interested," she said. "I have a few friends who have gotten tickets lately. If teens rode the buses, that wouldn't be a problem. It would save time, and you wouldn't have to depend on your parents."

It would also create adult bus riders, county officials said. "I think if we start them as transit riders young, they are more likely to be transit users when they grow up," Zimmerman said.

Zimmerman began the initiative in January after hearing that some county teenagers had expressed an interest in riding the bus more often. The county budgeted \$25,000 for the program this year and is hoping to make it permanent.

County officials said they have been pleased by how well the initiative has worked so far. "The teenagers are pretty much directing it," Greenberg said. "I've been really pleasantly surprised at their enthusiasm and willingness to show up for meetings and do some work. I didn't know how exciting transit would be to a teen." ■



Members of the Teen Transit Advisory Board help spread the word about iRide at the AIM exposition.