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GOVERNMENT OF THE  
DISTRICT OF COLUMBIA  
MURIEL BOWSER, MAYOR

circulator

**MEDIA KIT**

# BACKGROUND

The DC Circulator is a public transit system that connects residents and visitors to the District's most popular destinations. For just \$1, riders can access historic landmarks, entertainment hotspots, business and retail centers and cultural sites. The system includes six routes with more than 139 stops across the District and in Rosslyn, VA. Buses service each stop every 10 minutes and provide more than five million trips annually, making DC Circulator a convenient, affordable and easy-to-access transit option.

A collaborative effort of the District Department of Transportation (DDOT) and the Washington Metropolitan Area Transit Authority (WMATA) help launch the DC Circulator on 2005, and since then it has grown steadily to meet demand, expanding service to some of the District's most frequented destinations (e.g., Georgetown, Union Station, Navy Yard, Anacostia, McPherson Square, Dupont Circle, the National Mall).

The DC Circulator has modernized its fleet with 40 new buses. In harmony with the District's Sustainable DC Plan and related green infrastructure initiatives, eco-friendly buses were sourced for their

clean-air features. 14 of the 40 new buses are Proterra battery-electric Catalyst E2 models—clean, quiet, zero-emission vehicles set to provide more than 4,800,000 trips annually. Additionally, 26 New Flyer Xcelsior models were acquired. This model offers clean diesel, better fuel capacity and leading passenger economy.

Procuring these new buses is a significant step toward achieving the District's vision to become the greenest, most livable city in the United States by 2032. This purchase helps the District achieve several key sustainability targets:

- Increase public transit use to 50% of all commuter trips; and
- Reduce commuter car/taxi trips to 25%.

Riders enjoy amenities such as free on-board Wi-Fi, operator-controlled air conditioning, digital Infotainment displays that provide valuable travel information and USB ports available at every seat.

For more than 13 years, DC Circulator has provided customers a quality travel experience. Thanks to loyal ridership, the system has grown to become the fourth-largest bus system in the region.





100% ELECTRIC | ZERO EMISSIONS

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# DOC CIRCULATOR. BRIEF HISTORY...



# DC CIRCULATOR. A BRIEF HISTORY...

The system launched in 2005 with just two routes: Georgetown - Union Station and Convention Center - SW Waterfront. In 2006, it added the Smithsonian - National Gallery of Art route to connect riders to sites like the Washington Monument and World War II Memorial.

In 2009, after examining ridership and the District's transportation needs, the Woodley Park - Adams Morgan - McPherson Square and Union Station - Navy Yard Metro routes were introduced, replacing the Convention Center - SW Waterfront and Union Station - Navy Yard Metro routes. Then, in 2010, the system ventured beyond the District, adding the Dupont Circle - Rosslyn route to improve transit options for those crossing the DC-Virginia border.

The National Mall route launched in 2015. And now, through a partnership between DDOT, DC Surface Transit and the National Park Service (NPS), DC Circulator is the Mall's exclusive public transit system providing door-to-door transportation to more than 25 museums, monuments and memorials.

In 2018, after an extensive planning and public outreach period, The Union Station - Navy Yard and Potomac Ave - Skyland via Barracks Row routes were realigned to the Eastern Market - L'Enfant Plaza route and Congress Heights - Union Station route to provide year round daily service to emerging activity centers including Congress Heights and the Southwest Waterfront.

# JUST THE FACTS

The DC Circulator is a distinctive bus system committed reliable, accessible, easy-to-access service that connects culture and entertainment.

## COMMITMENTS TO SERVICE

- 10-minute interval service
- ADA accessible
- Bike racks on all buses (two bike capacity)
- Six routes across The District
- Hours of operation vary seasonally

to providing frequent,  
riders to business,

## **MEDIA CONTACT**

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DDOT Communications

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JUST THE FACTS







# WHERE WE GO

- Adams Morgan/Woodley Park/National Zoo
- Capitol Hill/Union Station
- Congress Heights
- Downtown Anacostia
- Downtown DC/Chinatown
- Dupont Circle/Golden Triangle
- Eastern Market
- Georgetown
- Navy Yard/Capital Riverfront
- Rosslyn, Virginia
- Southwest Waterfront
- The National Mall

WHERE WE GO

# ROUTE HOURS OF OP

 **Dupont Circle - Georgetown - Rosslyn**

Sunday - Thursday: 7am - Midnight  
Friday and Saturday: 7am - 3am

 **Georgetown - Union Station**

Monday - Thursday: 6am - Midnight  
Friday: 6am - 3am  
Saturday: 7am - 3am  
Sunday: 7am - Midnight

 **Congress Heights - Union Station**




Weekdays: 6am - 9pm  
Weekends: 7am - 9pm

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# OPERATION

-  **Eastern Market - L'Enfant Plaza**  
Weekdays: 6am - 9pm  
Weekends: 7am - 9pm  
Special service on Nationals and DC United game days
-  **Woodley Park - Adams Morgan - McPherson Square**  
Monday - Thursday: 6am - Midnight  
Friday: 6am - 3:30am  
Saturday: 7am - 3:30am  
Sunday: 7am - Midnight
-  **National Mall**  
Winter Hours (October - March): Weekdays 7am - 7pm; Weekends 9am - 7pm  
Summer (April - September): Weekdays 7am - 8pm; Weekends 9am - 8pm

# HOW TO PAY

Riders may pay using any current SmarTrip<sup>®</sup> card, or using cash or coins with exact change.

- Regular – \$1
- Senior/Mobility Impaired – 50¢
- DC Students (elementary through high school) – Students won't ride with the DC One Card, now they will ride with a new smart trip card "Kids Ride Free Smart Trip Card"
- Children Under 5 – Free with paying adult rider





PHOTOPLAY

# AN ECO-FRIENDLY FLYER

## NEW FLYER XCELSIOR®

- Runs on clean diesel technology
- Powerful, roof-mounted air conditioning improves customer experience while reducing roadside noise
- Long-lasting LED lighting to improve visibility and reduce maintenance
- Wider door, low-to-floor entrance and sloped 32" wheelchair ramp for improved user convenience
- Decreased noise pollution, both internally and externally
- New passenger amenities including USB ports for charging and two infotainment screens with passenger information
- Free on-board WiFi

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# EET

## PROTERRA CATALYST<sup>®</sup> E2

- Tackles high-mileage transit routes, with a nominal range of up to 250 miles on a single charge
- 100% electric, emitting zero tailpipe emissions or pollutants—reducing CO2 emissions by 243,980 lbs annually per diesel vehicle replaced
- Decreases noise pollution (No combustion engine)
- In-house battery design provides customizable, affordable, safe, powerful energy source
- Most energy-efficient battery-electric bus, with longest range per kWh of any transit vehicle on market
- 30 percent fewer parts—with no liquid fuel or oil changes—reducing maintenance labor
- Achieves 22 MPGe (average diesel and hybrid buses earn 4 MPG and 5 MPG)

NEW HYBRID

# OUR RIDERS

## ROUTE

## RIDERSHIP

Georgetown – Union Station	1,519,631
Woodley Park – Adams Morgan – McPherson Square Metro	1,123,175
Union Station – Navy Yard Metro	344,255
Dupont Circle – Georgetown – Rosslyn	656,683
Potomac Ave Metro – Skyland via Barracks Row	500,517
National Mall	430,492
<b>System Total Actual</b>	<b>4,574,753</b>

*\*Total system-wide ridership for 2016: 5,119,725*

Numbers shown reflect ridership statistics from 2017 calendar year.

Numbers for routes established in 2018 coming soon.





OUR RIDEERS

# DC CIRCULATOR RIDER

## HOUSEHOLD MAKEUP

Percentage of HH with any children under the age of 18 39 %

Percentage of HH with other adults age 18 or older 65 %

## ANNUAL INCOME

Less than \$24,000 25 %

\$24,000 to less than \$36,000 14 %

\$36,000 to less than \$48,000 10 %

\$48,000 to less than \$60,000 10 %

\$60,000 to less than \$72,000 10 %

\$72,000 to less than \$84,000 5 %

\$84,000 to less than \$96,000 5 %

More than \$96,000 21 %

Information gathered from 1,233 surveys of riders between May 1 and May 14, 2018.

# R RIDER PROFILE

## RACE/ETHNICITY

White	35 %
Black or African American	34 %
Asian	13 %
Hispanic/Latino	13 %
American Indian or Alaska Native	3 %
Native Hawaiian or Pacific Islander	1 %

## OTHER TRANSIT OPTIONS

Personal vehicle	33 %
Private ride Provider (Uber, Lyft, etc.)	31 %
Personal Bike	18 %
Carshare membership	6 %
Capital Bikeshare membership	6 %
Motorcycle or motorscooter	2 %



# MULTIMODAL CONNE

## TRIP PURPOSE

### GO TO OR FROM:

Work	23 %
Shopping	14 %
Dining out or a social or entertainment event	12 %
Personal appointment	12 %
A museum	9 %
A business/job related meeting	9 %
An arts or cultural venue	8 %
A medical appointment	8 %
School	5 %

Information gathered from 1,233 surveys of riders between May 1 and May 14, 2018.



# CTIONS



MODERN



# CONNECT WITH US

Riders and friends of DC Circulator can connect with us via our website and social media channels

- [dccirculator.com](http://dccirculator.com)
- [Twitter.com/dccirculator](https://twitter.com/dccirculator)
- [Facebook.com/dccirculator](https://facebook.com/dccirculator)
- [Instagram.com/dc\\_circulator](https://instagram.com/dc_circulator)





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