



## **Market Analysis Finds Commuter Ferry Service Viable**

(July 14, 2015 – Merrifield, Virginia) A market analysis performed for the Northern Virginia Regional Commission has found that commuter ferry services on the Occoquan, Potomac and Anacostia Rivers has a sustainable market and, through earlier studies is feasible. The study was conducted by Nelson/Nygaard Consulting Associates.

“I am excited about the results of the market analysis”, said NVRC Executive Director Mark Gibb. “Funding is available to establish adequate shore-side facilities and assist in service startup. Several of these routes have strong long-term, viable markets that could add depth to the greater metropolitan Washington, DC multi-modal transportation options.”

We have seen it work in other cities,” said Prince William Supervisor Frank Principi (D-Woodbridge District). “Fast ferry service gets cars off the road and doubles as a draw for tourists who want to experience all that the region has to offer, from the Smithsonian Museums in D.C. to the National Museum of the Marine Corps in Prince William. Adding fast ferry service to our transportation options would be an economic boon for the entire National Capital Region.”

The market analysis revealed the following:

- Four corridors were found to have financially sustainable market demand.
- One corridor was found to be a viable market for access to a military installation.
- One corridor was found to have potential, but is not financially sustainable under today’s conditions.

The six corridors selected were based on market size and travel time, they include:

- SE and SW Washington, DC to the City of Alexandria
- National Airport/Crystal City to SE and SW Washington, DC
- Joint Base Anacostia/Bolling and Department of Homeland Security HQ to City of Alexandria
- Woodbridge (Eastern Prince William County) to SE Washington, DC

The shorter connections between Alexandria and Washington, DC including Joint Base Anacostia-Bolling and Reagan National Airport and Washington, DC have the market potential that could be pursued and are likely, in the long-term, to be commercially viable and operate without a public subsidy.

The key issues for the next implementation steps include: governance, environmental review, finance and operations planning.

The effort to establish ferry service on the Potomac recently received US Maritime Administration (MARAD) designation, which makes it eligible for further funding. MARAD will host a Fast Ferry Summit in the Fall 2015 that will include a presentation on the Market Analysis that was just completed; a panel on the best practices for Fast Ferry Service in other places in the USA, including: NY/NJ, San Francisco, Seattle, and Hampton Roads; Breakout sessions for the following topics: Finance, Environmental, Governance, and Operations; Political, Government, Funding Support.