

# Better Bus Network Redesign Update

Regional Public Transportation Subcommittee

January 23, 2024





# Agenda

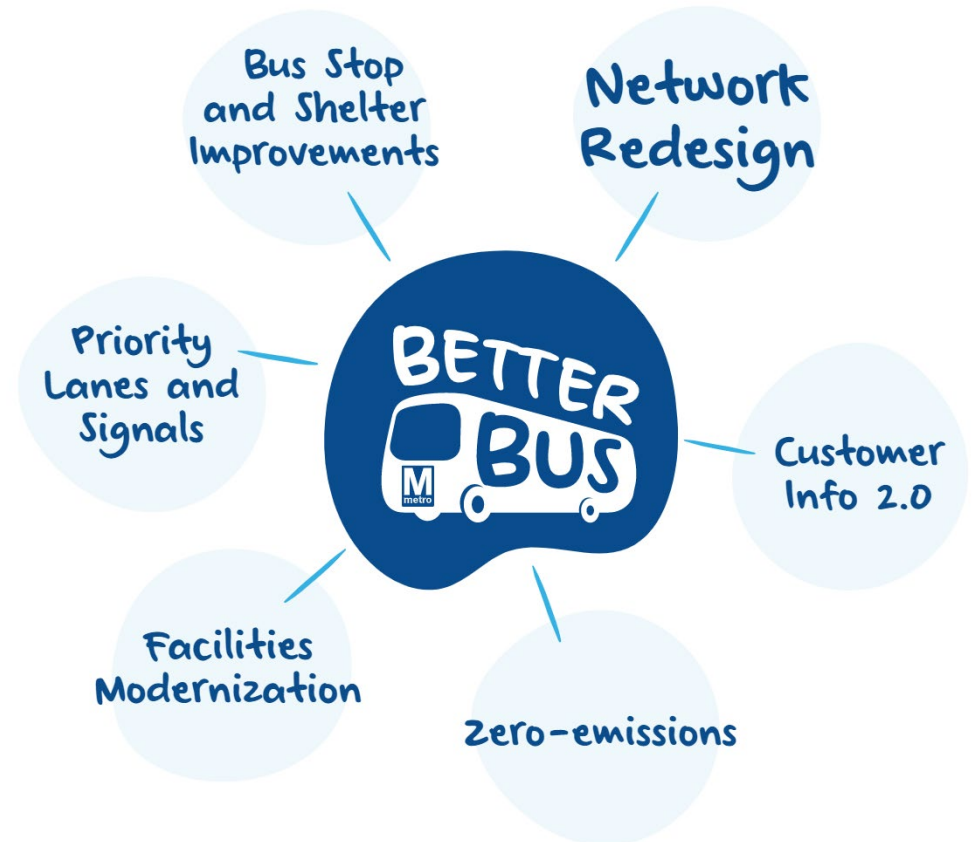
- Project Background and Timeline
- Phase 2 Engagement Results
- Next Steps
- Questions



# Project Background

# What is the Better Bus Network Redesign?

- The Network Redesign is a project to rethink, redesign, and revitalize bus service
- Part of the Better Bus Initiative – which includes many ongoing and future efforts to improve bus service



# Why Redesign the Bus Network?



**To better connect people to where they need to go**



**To promote equity, inclusiveness, and access to opportunity**



**To keep up with our evolving region and the people that live here**



**To create an easy-to-use network, no matter where you are**

# Where We Are

## Project Status

- Shared the draft Visionary Network with the public and stakeholders Spring 2023
- Received 8,000+ route specific comments – Incorporating into Revised Visionary Network and Draft Year One Network

*Shared in Spring 2023*



*Anticipated Sharing in Spring 2024*





# Phase 2 Engagement Results



# Experience LIVE! Events

Meeting People in Their Communities



## Pop-Ups



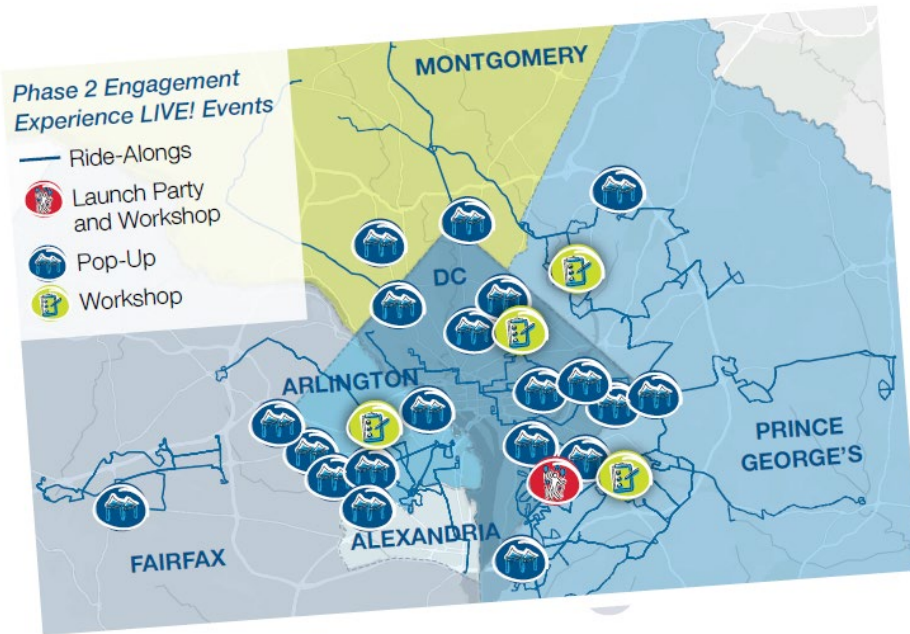
## Workshops



## Webinars



63 events  
62 days



## Bus Ride-Alongs





# Experience LAB

## Interactive Web Experience



**40,489**  
Unique Users

**97,102**  
Page Views  
(10% in Spanish)

**3,278**  
Welcome  
Video Views

# Comment on Your Route Tool

**5,749**  
Comments Received  
Through the "Comment on Your Route Tool"



**1,079**

Likes



**1,943**

Need



**2,727**

Dislikes



# New Trip Planner Tool



An  
Estimated  
**70,000**  
Origins and  
Destinations Searched



**3.6** Minutes  
Average Per Visit  
(compared to industry standard of 54 seconds)

# Map Library

**31,834**  
Downloads



# Engaging Employees

- Operators desire longer breaks
- Opinions varied about the desired length of routes
- Difficult maneuvers was a key concern, including comments about:
  - Tight turns
  - Narrow Streets
  - Traffic blocking stops a turns
  - General congestion



**500+**

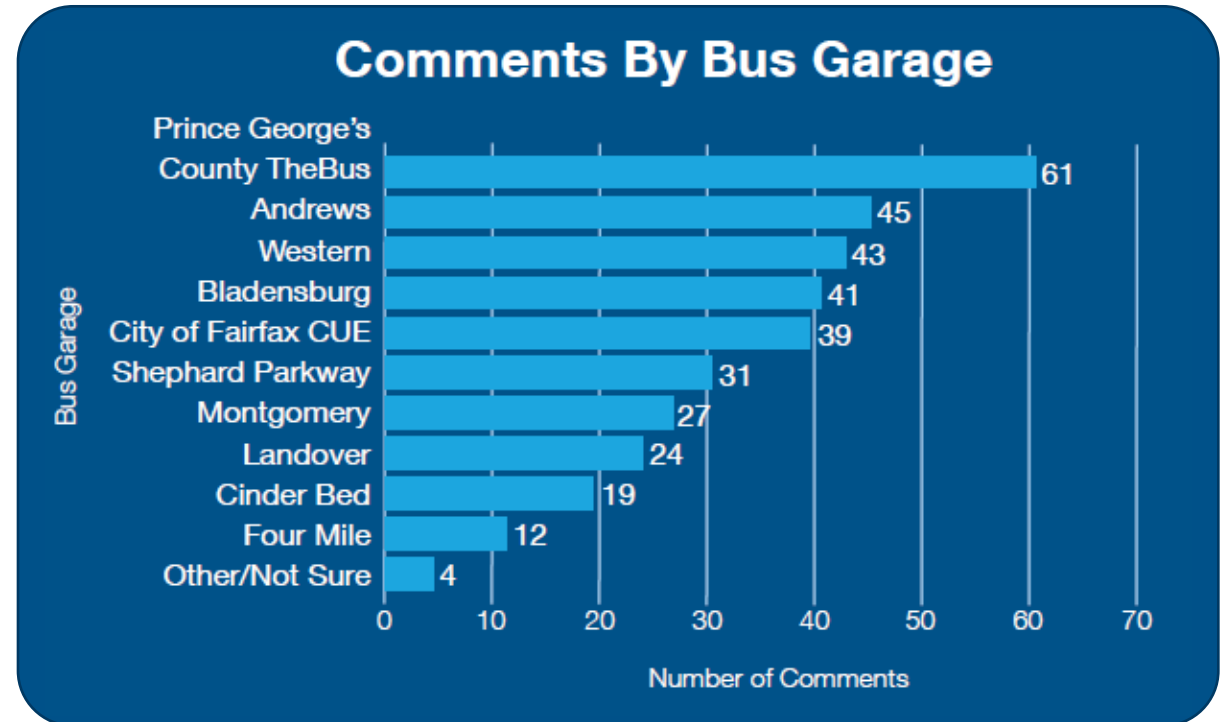
**Bus Operations Staff  
at 11 Preview Parties**

*All nine Metrobus divisions,  
TheBus, and CUE*



**360+**

**Written  
Comments  
Received**



# Phase 2 By The Numbers

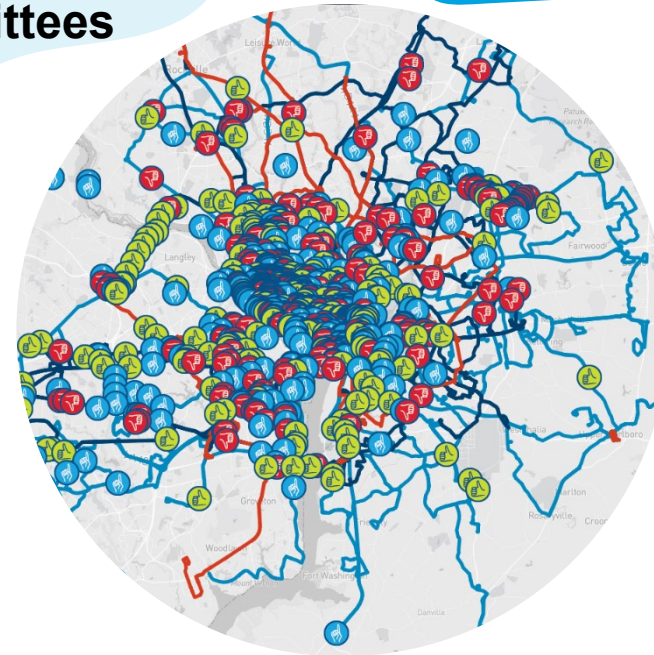
**20,000+**  
interactions at 60+  
public events  
(21% non-English)

**500+**  
bus operations staff  
at 11 Preview Parties

Briefed  
**110+ elected officials**  
and **15+ advocacy**  
groups, CBOs, and  
committees

**8,000+**  
comments on  
routes

*10.5% of daily ridership*



**40,000+** Visitors to the  
Experience Lab page,  
Multilingual advertising  
through **21 outlets**,  
**600,000+** social media  
impressions,



# What we Learned



**20,000+**  
in-person interactions

**600,000+**  
social media impressions



"It would be really beneficial to the residents of this area to have a line that goes more directly to Union Station. This would provide much more convenient access to Amtrak and the Red Line!"

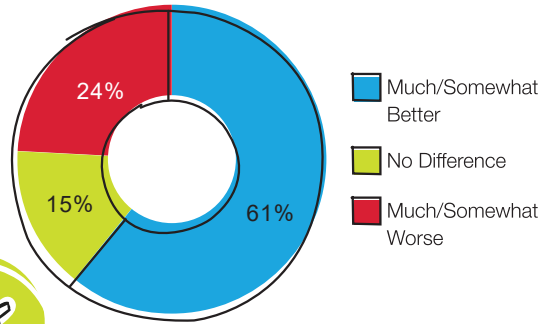


"I love the VA487! Beauregard Ave is a busy corridor and having an extra route that gets on I-395 earlier at Seminary Road instead of King Street will be great!"

## The Visionary Network will make the bus better

61% of respondents had a positive impression of the draft Visionary Network.

### Overall Impressions of the Visionary Network



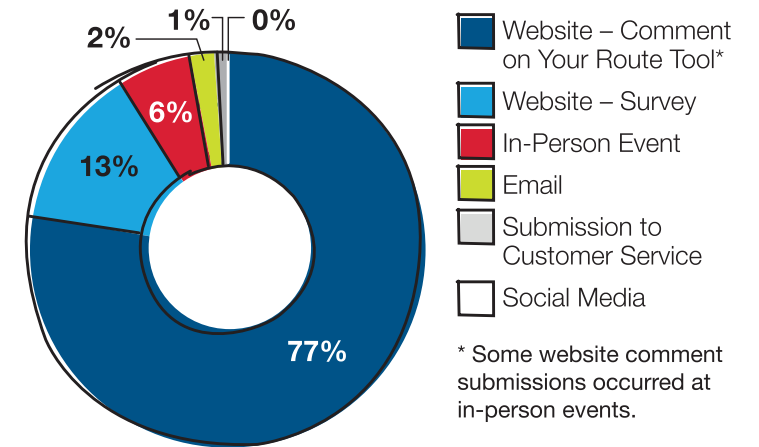
**40,000**  
unique website users

**8,000+**  
comments on routes

**20+**  
features in local, regional, and national news outlets

## We received more than 8,000 comments on routes

Comments came from a variety of sources:



\* Some website comment submissions occurred at in-person events.





# How We're Using this Input

- We ensured that **comments received through various inputs** – on the map, verbally at events, web survey, etc. – were **compatible** and **easy to integrate**
- We created a **comment dashboard**
- Our bus service planners read every single one of the **8,000+ comments!**



With a focus on collecting specific comments and an understanding of preferences, we now have the information we need to create the future bus network that the region deserves.



Route*	Name	Similar Current Routes	Comment Summary
DC108	Duke Ellington Bridge – Anacostia	90, 92, 96	<ul style="list-style-type: none"> <li>• Many comments requesting bus lanes on U Street NW/Florida Avenue NW</li> <li>• Strong support for both the DC108 and DC109 routes going to Adams Morgan; some comments requesting the route continue to Woodley Park to offer a direct Metrorail connection (or further into Northwest DC) rather than ending at the Duke Ellington Bridge terminal</li> <li>• Several comments requesting that either the DC108 or DC109 routes travel to Navy Yard</li> </ul>



# Network Design

# Revised Visionary Network at a Glance

Revisions to the Visionary Network were made based on:



- Comments and ideas from the public, stakeholders and elected officials
- Data on travel needs and demand



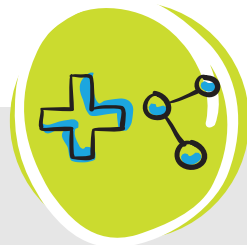
Revisions continue to prioritize **equity, connectivity, and the customer and operator experience**



Expanded frequent service



More service all day/all week



Increase crosstown & cross-county connections



Service is easier to understand along major routes



Direct, frequent routes connecting key destinations & transit hubs



Extended service beyond jurisdictional borders

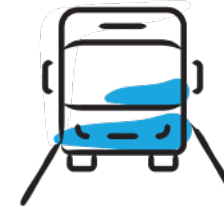


# What is a Year One Network?

**Transformative** bus service that

- Is **equitable**,
- Provides a base network that can be **built upon in the future**,
- Reallocates resources to best meet **goals for bus service**, and
- Can be delivered with **resources available today**

Metro and partners resources include



The Year One Network is the **first step** to implement the Visionary Network



# Next Steps





# Next Steps

- Finalizing Revised Visionary and draft Year One networks
- Develop engagement plans, tools and materials



# Thank you!

# Questions?

