

Bus Transformation Project

Progress Report by the MetroNow Coalition

September 28, 2021



**GREATER WASHINGTON
PARTNERSHIP**

FROM BALTIMORE TO RICHMOND
FOSTERING UNITY
ADVANCING GROWTH





What is the Greater Washington Partnership?

What is the MetroNow Coalition?

**What is the Bus Transformation Project
Progress Report?**

How can your agency participate?

Agenda

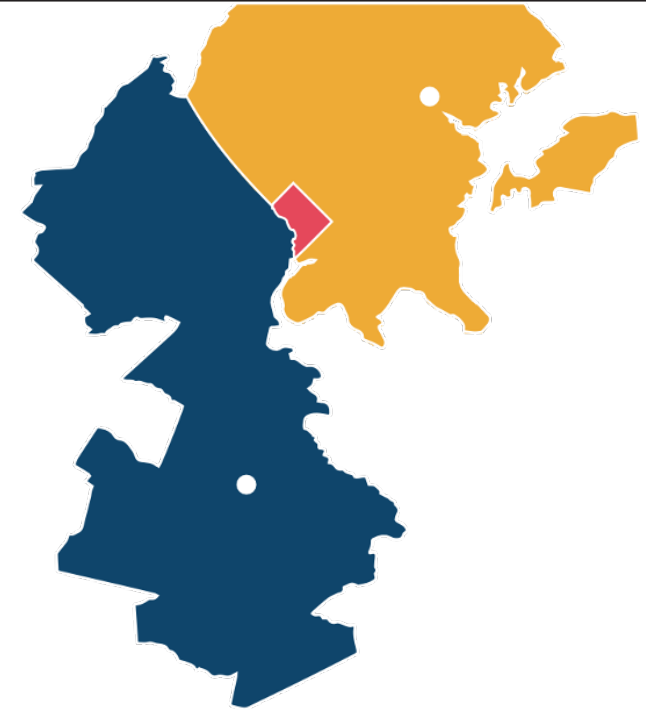
THE CAPITAL REGION FROM BALTIMORE TO RICHMOND



Our region has great diversity, tremendous assets, and immense potential. We have an intertwined economic future and our ability to thrive depends on the success of us all.

The super-region of Maryland, Virginia and the District – from Baltimore to Richmond – is the 3rd largest economy in the US and the 7th largest in the world.

The Partnership is uniquely positioned, with a broad coalition, to understand the gaps and identify goals across the Region, to track specific progress against those goals, and to catalyze solutions that benefit us all.



115

federal labs and federally-funded research and development centers



46%

of the population 25 years+ hold Bachelor's degree or higher



184

languages spoken; 175 international embassies

FORTUNE
1000

53

Fortune 1000 companies headquartered in MD, DC, VA



4

significant airports, two major shipping ports



OUR BOARD MEMBERS

The leadership and employees of our partner companies drive our agenda to catalyze solutions at pace and scale for the region.

We bring long-term perspectives and fact-based solutions to drive impact.

We give back to our community and foster a truly inclusive economy that creates opportunity for all.

OUR BOARD EMPLOYS MORE THAN 230,000
PEOPLE IN THE CAPITAL REGION

Akin Gump
STRAUSS HAUER & FELD LLP

amazon

Capital One

CLARK
CONSTRUCTION

Deloitte.

Dominion Energy

EY

FEDERAL RESERVE BANK OF RICHMOND

GENERAL DYNAMICS

Georgetown University

HOWARD UNIVERSITY

INOVA

JBG SMITH

JOHNS HOPKINS UNIVERSITY

JPMORGAN CHASE & CO.

McKinsey & Company

MedStar Health

Microsoft

MONUMENTAL

NORTHROP GRUMMAN

RALLY

SAIC

T.Rowe Price

UNDER ARMOUR

01. MODERNIZE INTERCITY AND COMMUTER RAIL

ACTION 1.1

Streamline planning and secure funding for projects that remove bottlenecks limiting the rail system's speed, frequency, reliability, and growth

RECOMMENDED NEXT MOVES

- ▶ The Capital Region's congressional delegation should work with the FRA to streamline environmental review processes for both Union Station and Long Bridge
- ▶ Amtrak, in partnership with MDOT and the congressional delegation, should identify its funding strategy to replace the B&P Tunnels, including federal and state funds
- ▶ MDOT should work with Amtrak and the Capital Region's congressional delegation to secure funding to expand rail capacity at BWI Airport
- ▶ Virginia and the District should work with the congressional delegation to secure FRA and FTA grants to expand and enhance Long Bridge
- ▶ The congressional delegation should secure flexibility for Amtrak and state DOTs to use local and targeted hire preferences for these projects

ACTION 1.2

Create a redevelopment compact to expand and modernize Union Station; redevelop Baltimore Penn Station and Staples Mill Station

RECOMMENDED NEXT MOVES

- ▶ Amtrak, VRE, MARC, WMATA, and the private developer should agree to recommendations for a federally authorized redevelopment compact
- ▶ Baltimore Penn Station's master developer should coordinate with public stakeholders to complete a visionary station development plan and move to construct projects starting in 2020
- ▶ Amtrak, Virginia, and Henrico County should complete a Staples Mill Station redevelopment plan and secure funding to redevelop the station building

ACTION 1.3

Create a seamless commuter rail network by expanding and integrating MARC and VRE services

02. IMPROVE ROADWAY AND TRAIL PERFORMANCE

ACTION 2.1

Expand and coordinate the region's highway performance-driven toll lane network

RECOMMENDED NEXT MOVES

- ▶ The Capital Region should apply the Partnership's performance-driven tolling principles to all future toll roads and when modifying existing toll facilities
- ▶ Public agencies should conduct robust and broad public engagement to develop goals, performance metrics, and public benefit assessments for each tolling project
- ▶ Maryland should establish regionally coordinated performance-driven tolled lanes on segments of I-495 and I-270 and apply revenues to key corridor enhancements
- ▶ Congress, supported by the Maryland congressional delegation, should direct the National Park Service to lease the federally owned segment of the Baltimore-Washington Parkway to Maryland
- ▶ MDOT and the BMC should study the implementation of a performance-driven tolling system on the Baltimore Beltway and I-97

ACTION 2.2

Investigate a system to charge drivers entering the Washington metro area's most congested central business districts

RECOMMENDED NEXT MOVES

- ▶ DDOT and Arlington County, in consultation with MWCOG, should study and make recommendations on the feasibility of decongestion pricing zones in the Washington metro area
- ▶ DDOT and Arlington County should provide a report and recommendations to MDOT, VDOT, and MWCOG within 12 months on the feasibility of a decongestion pricing zone

ACTION 2.3

Complete the Baltimore Greenway Trails Network and Capital Trails Network, and establish a Richmond trail network strategy

03. CREATE HIGH-PERFORMING PUBLIC TRANSIT

ACTION 3.1

Increase the speed and reliability of Baltimore's transit system while establishing a bold vision for an expanded system

RECOMMENDED NEXT MOVES

- ▶ MTA, in partnership with elected officials and stakeholders, should create the region's long-range transit plan to improve the existing transit system and prioritize investments to further expansion of rapid transit services, including in key corridors such as the Route 40
- ▶ MTA, Baltimore city, and the area's counties should deliver ready-to-go projects while the plan is being developed, including projects to improve the BaltimoreLink system
- ▶ MTA should increase transparency and public reporting of real-time performance metrics for its bus and rail systems, including on-time performance by route and time of day

ACTION 3.2

Optimize Washington's bus network and enhance coordination of the metro area's public transportation options

RECOMMENDED NEXT MOVES

- ▶ The region's transit providers, MWCOG, MDOT, DDOT, Virginia DRPT, and NVTC should establish a new committee to coordinate service and fares across all public transportation systems in the Washington metro area
- ▶ WMATA should coordinate with local jurisdictions and MDOT, DDOT, and VDOT to harmonize bus service across all providers in the Washington metro area
- ▶ Local jurisdictions, MDOT, DDOT, and VDOT, WMATA and other transit providers should establish regional policies for bus priority treatments
- ▶ County and city governments should quickly complete ready-to-go bus improvement projects, such as the District's 16th Street project and Montgomery County's BRT project on US 29

ACTION 3.3

Expand rapid transit options to

04. GROW EMPLOYER MOBILITY PROGRAMS

ACTION 4.1

Challenge the region's employers to implement game-changing commuter programs to enhance talent attraction and collectively reduce congestion during peak travel periods

RECOMMENDED NEXT MOVES

- ▶ Employers that comprise the Partnership should lead the Capital Region Employer Mobility Challenge by adopting best practice and innovative employer mobility program
- ▶ Employers throughout the Capital Region should join the Partnership in the Capital Region Employer Mobility Challenge to deliver benefits for the transportation system

ACTION 4.2

Enhance the effectiveness of public commuter programs to increase their use by private employers—to complement an expanded employer commitment

RECOMMENDED NEXT MOVES

- ▶ MDOT, DDOT, VDOT, and MPOs should establish uniform performance metrics for commuter mobility programs to focus public funding on the programs and services that have the greatest impact on travel choices
- ▶ MDOT, DDOT, VDOT, and the MPOs should survey existing commuter mobility programs in the region and identify opportunities to enhance, leverage, and coordinate these ongoing activities
- ▶ MDOT, DDOT, and VDOT should deploy a bi-annual standardized employee survey at urban area worksites that employ 100 or more employees to establish a baseline and measure progress
- ▶ The region's transportation agencies should create and market discounted employer bulk transit and bike share purchase programs modeled on successful programs deployed in peer regions

05. EXPAND ACCESS TO OPPORTUNITY

ACTION 5.1

Increase density and ensure inclusive development in areas near rapid transit corridors

RECOMMENDED NEXT MOVES

- ▶ Local governments, supported by the MPOs and transit agencies, should conduct zoning and accessibility studies for each rail and high-frequency transit stop
- ▶ Maryland, the District, Virginia, and local governments should adopt economic development regulations that prioritize and incentivize inclusive TOD
- ▶ State and local jurisdictions should adopt laws requiring corridor community preservation and improvement plans be completed no less than 12 months prior to a new rapid transit corridor project opening
- ▶ Public and private employers should prioritize multi-modal access as a key factor in future job site selections—and public agencies should incentivize this development pattern
- ▶ The states, in partnership with MPOs and local jurisdictions, should use public funding to attract private resources to capitalize an Equitable Access TOD Fund

ACTION 5.2

Adopt local and targeted hiring procurement and contracting policies

RECOMMENDED NEXT MOVES

- ▶ State and local transportation agencies should adopt local and targeted hiring and contracting policies to maximize the region's return on transportation investments and ensure family supporting wages
- ▶ The Capital Region federal delegation should empower local and state governments to use local and targeted hiring practices for all federally funded transportation projects
- ▶ Community-based organizations and construction apprenticeship readiness programs should be deployed to increase job placement for local residents

06. ENABLE TECHNOLOGY-DRIVEN FUTURE

ACTION 6.1

Build regional data management system to power all technology actions and improve regional mobility

RECOMMENDED NEXT MOVES

- ▶ MDOT, DDOT, VDOT, and the MPOs should develop an umbrella open data regulatory framework and procurement standards
- ▶ MDOT, DDOT, and VDOT, in collaboration with the MPOs and large transit agencies, should develop a digital data master plan
- ▶ MDOT, DDOT, and VDOT should fund a research program for higher education institutions to study and recommend updates to the region's transportation analyses and tools
- ▶ Transportation agencies should partner with local technology companies, higher education institutions, and other technology stakeholders to train staff and search for opportunities to pool data and expertise

ACTION 6.2

Enable the creation of Integrated Mobility platforms for all public and private mobility options

RECOMMENDED NEXT MOVES

- ▶ MDOT, DDOT, VDOT, Amtrak, VRE, and the transit agencies should establish strategic goals and plans for an integrated Mobility platform for all public and private trip planning and ticketing region
- ▶ All transit agencies and public bikeshare systems in the region should incorporate fare capping and pilot integration of their systems into a seamless payment platform
- ▶ MDOT, DDOT, VDOT, and transit agencies should pursue regional and national funding to move toward seamless ticketing across all mobility options

ACTION 6.3

Deploy regionally coordinated smart traffic signals to reduce vehicle congestion and speed up bus travel

RECOMMENDED NEXT MOVES

- ▶ MDOT, DDOT, and VDOT should fund a research program to recommend best practices for traffic signal hierarchy prioritization

07. REFORM GOVERNANCE AND FUNDING

ACTION 7.1

Measure and report the outcomes and equity benefits of each capital transportation investment

RECOMMENDED NEXT MOVES

- ▶ The DC government, RRTPO, and BMC should establish a transparent performance-driven project scoring program to prioritize plans and make transportation investments
- ▶ MDOT should publicly review its performance-driven project scoring program (Chapter 30) after its first funding cycle to ensure it delivers the intended outcome
- ▶ WMATA should develop a transparent performance-driven project selection program that focuses on regional benefit and removes politics from significant funding decisions
- ▶ MDOT, DDOT, VDOT, MPOs, and transit agencies should establish regionally aligned performance criteria with equitable access as a primary performance measure for plans, investments, and project development

ACTION 7.2

Create a new regional governance structure for Baltimore public transportation

RECOMMENDED NEXT MOVES

- ▶ With support from the governor, elected officials, and stakeholders, the General Assembly should establish a blue-ribbon panel to recommend reforms to MTA's governance and funding structure
- ▶ The blue-ribbon panel should make recommendations to the General Assembly within 16 months regarding key issues and necessary next steps

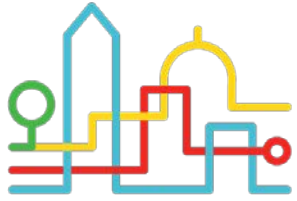
ACTION 7.3

Increase federal transportation investments to better maintain the existing system and complete critical capital investments

RECOMMENDED NEXT MOVES

- ▶ The U.S. Congress should increase revenues raised for transportation investments, starting





MetroNow

TIME FOR BETTER TRANSIT

Coalition for Smarter Growth

Federal City Council

Greater Washington Board of Trade

Greater Washington Partnership

Northern Virginia Chamber of Commerce

Prince George's Chamber of Commerce

The 2030 Group

Tysons Partnership



Metro Solutions

1. Better Governance
2. Dedicated Funding
3. Improved Operations

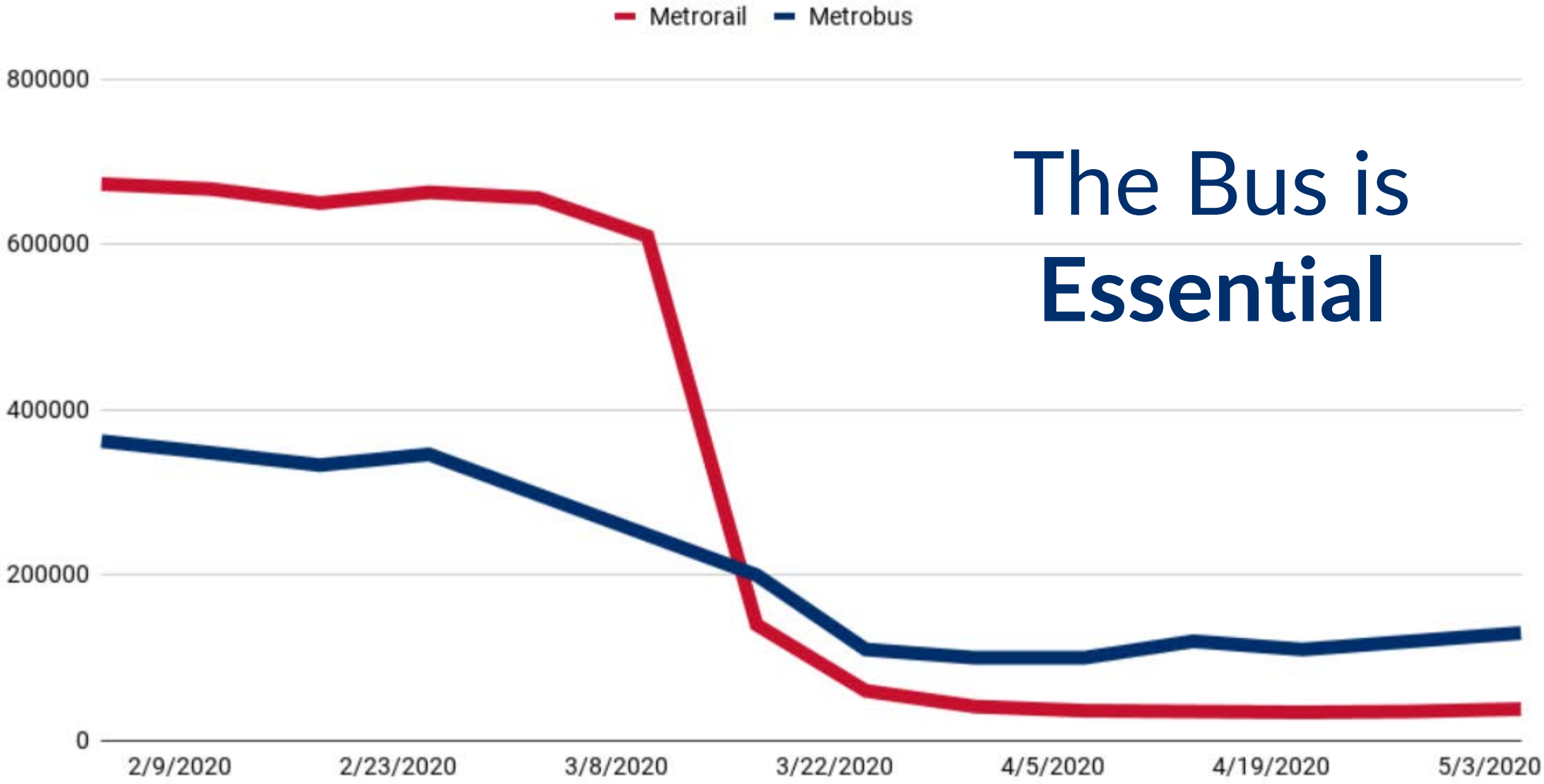


Bus Solutions

1. Prioritize Buses on Roads
2. Adopt Equitable Fare Policies
3. Regional Coordination
4. Better Data and Reporting

Metrorail and Metrobus Weekday Ridership During First Weeks of COVID-19 Shutdowns

Tuesday Ridership



**The Bus is
Essential**

Bus Transformation Project Progress Report



Bus Transformation Project (2019)

1. Provide frequent and convenient bus service
2. Give buses priority on roadways
3. Create an excellent customer experience
4. Empower a publicly appointed task force to transform the bus

Initiative Y: Facilitate an independently published annual Progress Report on Bus Transformation Strategy implementation and a Bus Performance Scorecard to track the level of service delivered to customers

Goals:

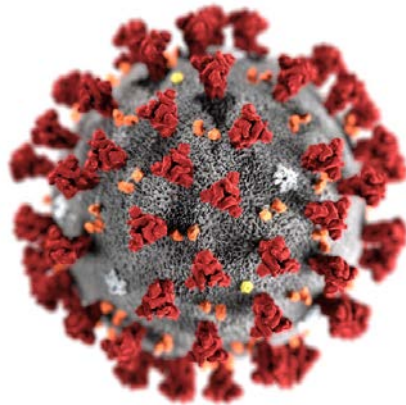
1. Reinvigorate bus transformation
2. Use report as advocacy tool
3. Regional call to action to prioritize bus
4. Celebrate progress



Measuring Bus Transformation Project Progress: Complicating Factors

Bus Transformation Project includes **26 distinct initiatives** across four recommendations

Action Plan includes **111 recommended action steps**, with different timelines and lead actors



Each agency has their own respective plans, timetables, budgets, data, etc.



Measuring Bus Transformation Project Progress: Report Strategy

26 Initiative Pages

- What & Why
- Action Steps Tracker
- Key Progress
- Data Visualization / Image
- Recommended Next Step



Acknowledge unprecedented challenges brought by the COVID-19 pandemic and that transit agencies took extraordinary measures to ensure health and safety of operators and riders

Highlight progress agencies have made on BTP related initiatives. Avoid comparing apples to oranges.



Bus Transformation Project 2021 Progress Report

PROGRESS

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On-Track
but At-Risk

Provide frequent and convenient bus service



Give buses priority on roadways



Create an excellent customer experience



Public Task Force to Empower the Bus



PROVIDE FREQUENT AND CONVENIENT BUS SERVICE

A

Establish regional standards across bus systems to provide consistent bus service, tailored by location and time of day.



Off-Track

Consistent, predictable services levels create a more consistent customer experience across the region and across transit agencies. Reliable service encourages more ridership. Today, riders must look up the unique service schedule for each route, which changes by time of day and by transit agency.

METRONOW SAYS: MAKE SERVICE INTUITIVE

No one should have to wonder when the next bus is coming. Whether in Virginia, Maryland, or the District of Columbia, a rider should be able to arrive at a bus stop and easily understand the schedule and know when the next bus should arrive based on the type of route and time of day. Buses must run more regularly on weekends.

KEY PROGRESS

- WMATA adopted "Bus Service Guidelines for Metrobus" (Dec 2020)
- WMATA produces [Annual Line Performance Report](#) outlining where service standards are being met (FY 2020)
- WMATA adopts [frequent, all-day, seven days a week service pattern](#) for 36 high ridership bus routes (Sep 2021)
- Alexandria's DASH introduces [frequent, all-day bus network](#) on major transit corridors (Sep 2021)

ACTION STEPS TRACKER

TARGET COMPLETION DATE: 2021

- 1. Convene regional service standards working group for bus providers
- 2. Define regionally acceptable min. service standards and when & where standards are not currently met
- 3. Gain approval/endorsement on regional min. service standards from all transit providers and the WMATA Board
- 4. Identify areas where current service does not meet the service standards and where funding/other constraints prevent service standards from being met
- 5. Develop plans to overcome obstacles and allocation of funding for bus service



- 1 Service Classifications group routes by the purpose they serve
 - 2 Service Tiers group routes by the density in which they operate in
- A | densely populated corridors such as 16th Street in the District
 - B | moderate density areas such as Arlington Blvd. in Fairfax County
 - C | lower density residential areas such as Bowie or Burke

RECOMMENDED NEXT STEP

A regional bus planning working group should define minimum standards for span and frequency of service for high-ridership bus routes across the region and each agency should create a plan to implement those minimum service standards on 10%+ of their highest-ridership routes within two years.



Requests from Local Transit Operator Agencies

1. Consolidate progress your agency/jurisdiction has made since 2019 against the three BTP recommendations directly related to agencies.
 1. Provide frequent and convenient bus service
 2. Give buses priority on roadways
 3. Create an excellent customer experience

This can be in a format easiest for you, e.g., press releases, links, email bullets, etc. We can provide prompting questions, based on the recommendations.

1. Schedule a meeting with John Hillegass in October to discuss progress you would like to consider being highlighted in the report.
2. Review and provide feedback on draft report in late October/early November.

THANK YOU

John Hillegass

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FOSTERING UNITY. ADVANCING GROWTH.