



Better Bus Network Redesign

TPB Community Advisory Committee

January 12, 2023





Agenda

- Background and Approach
- Phase 1 Overview
- How You and Your Communities Can Get Involved
- Questions & Discussion

Meeting Objectives:

Introduce Metro's Better Bus initiative and Network Redesign

Hear from you about what better bus means to you and your communities

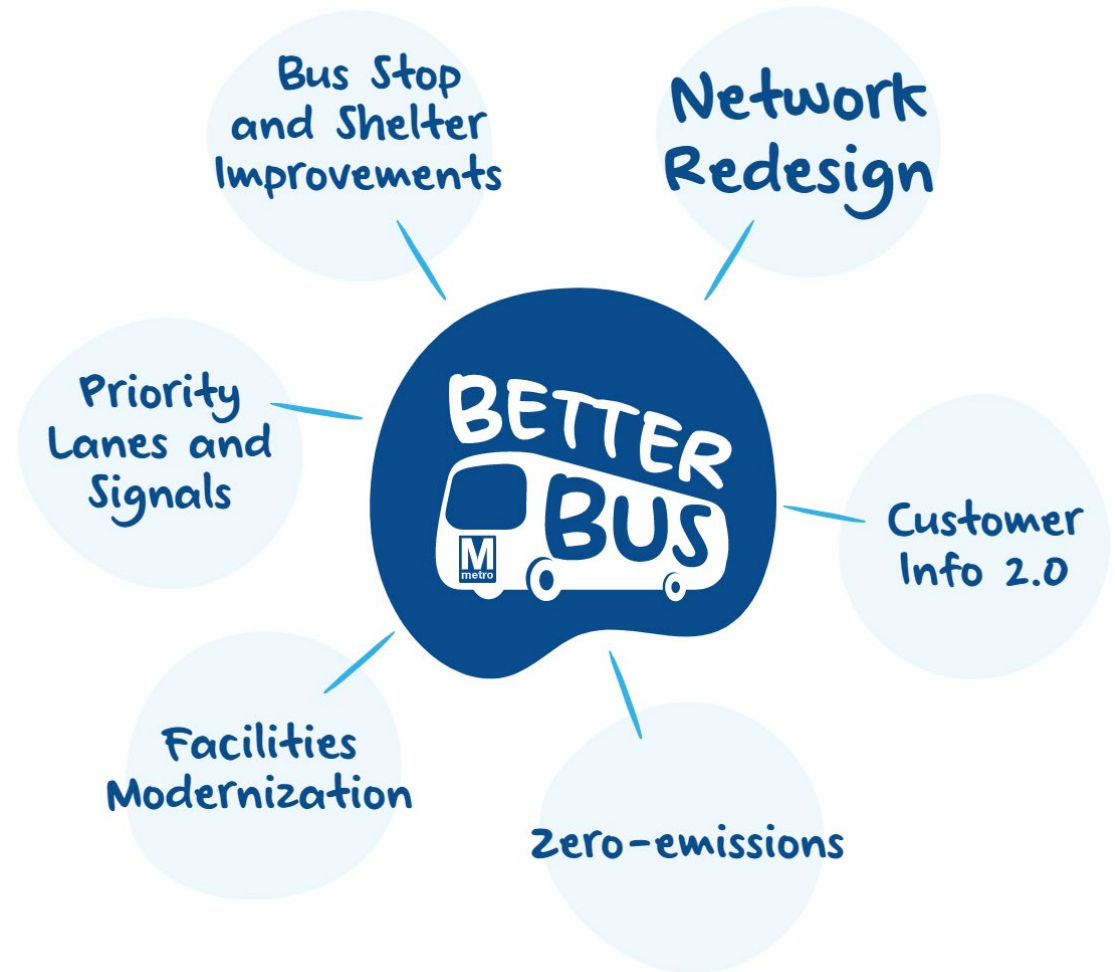


How Metro is Transforming Metrobus



Purpose: Transform bus into a fast, frequent, reliable, affordable system that feels unified

Outcomes: 26 recommendations + Action Plan



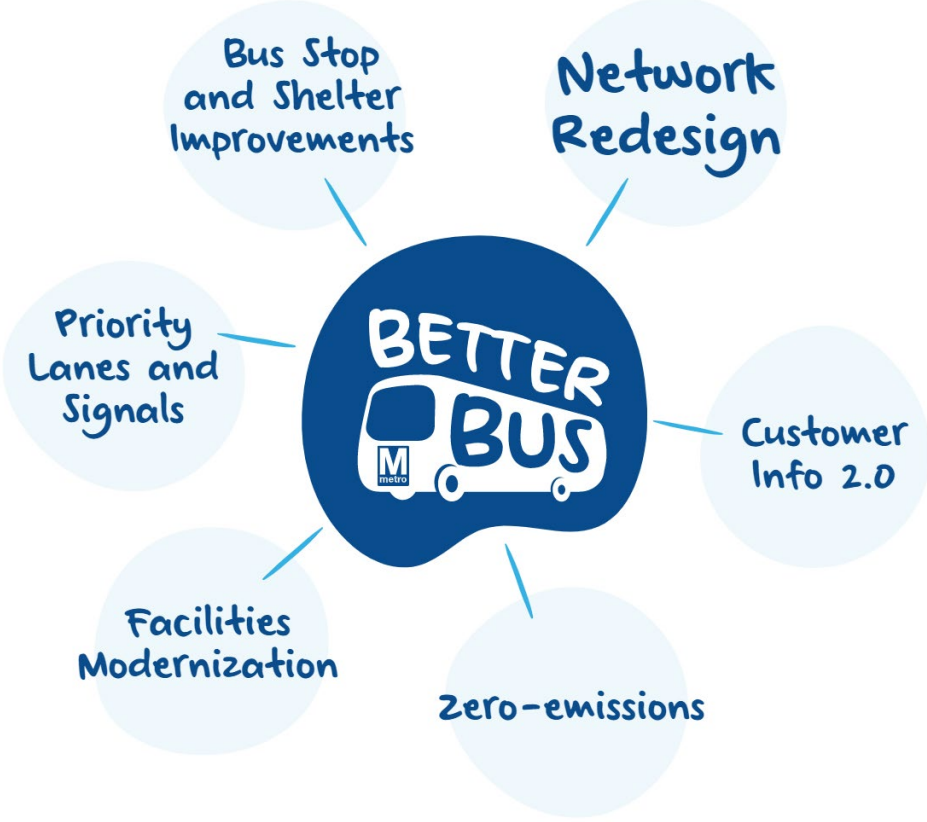
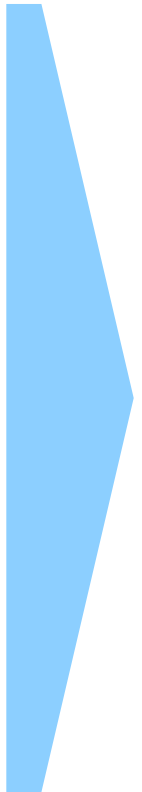
Better Bus Advances Regional Priorities



Region's Plans and Priorities

Region Forward

METROPOLITAN WASHINGTON 2030
CLIMATE AND ENERGY ACTION PLAN
November 2020



- Reduce greenhouse gases (GHG)
-50% by 2030, -80% by 2050
- Reduce vehicle miles traveled (VMT)
- Increase the share of transit, walking, biking
- Center equity in regional plans



The Need for a Better Bus Network



To keep up with our changing region and the people that live and work here



To better connect people to where they need to go



To promote equity, inclusiveness, and access to opportunity



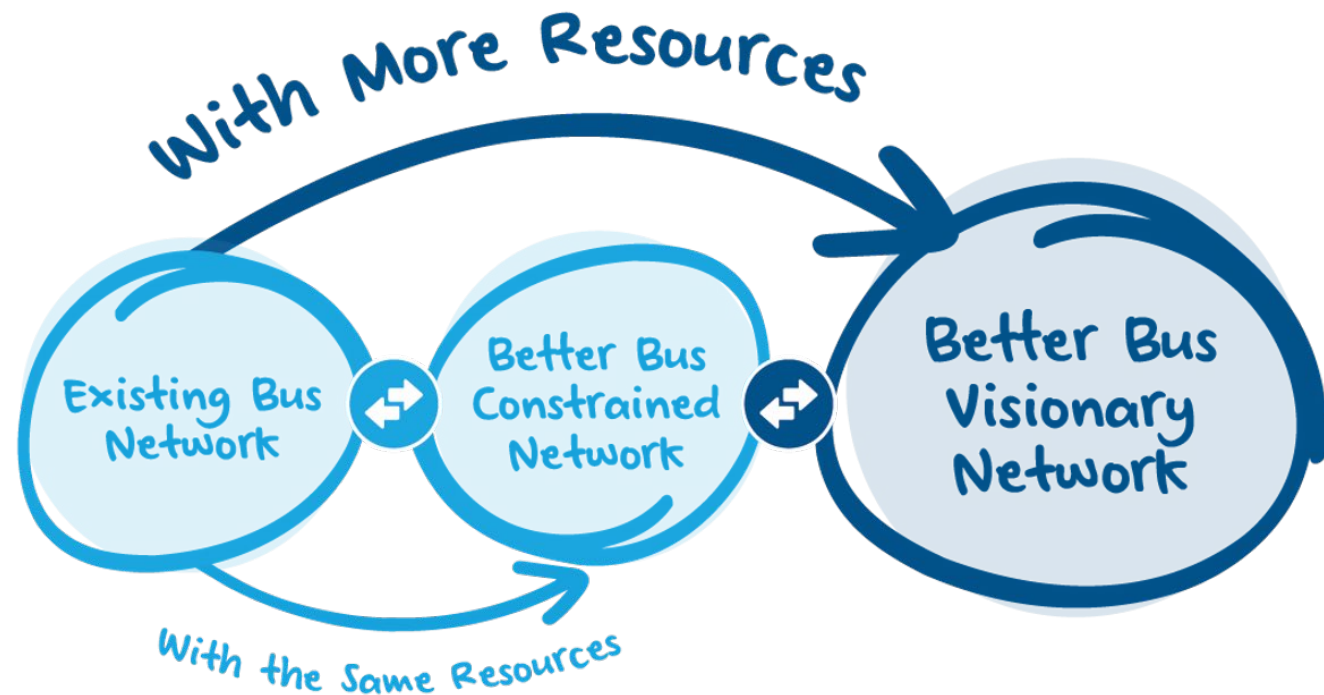
To create a network that is easy to use no matter where you are



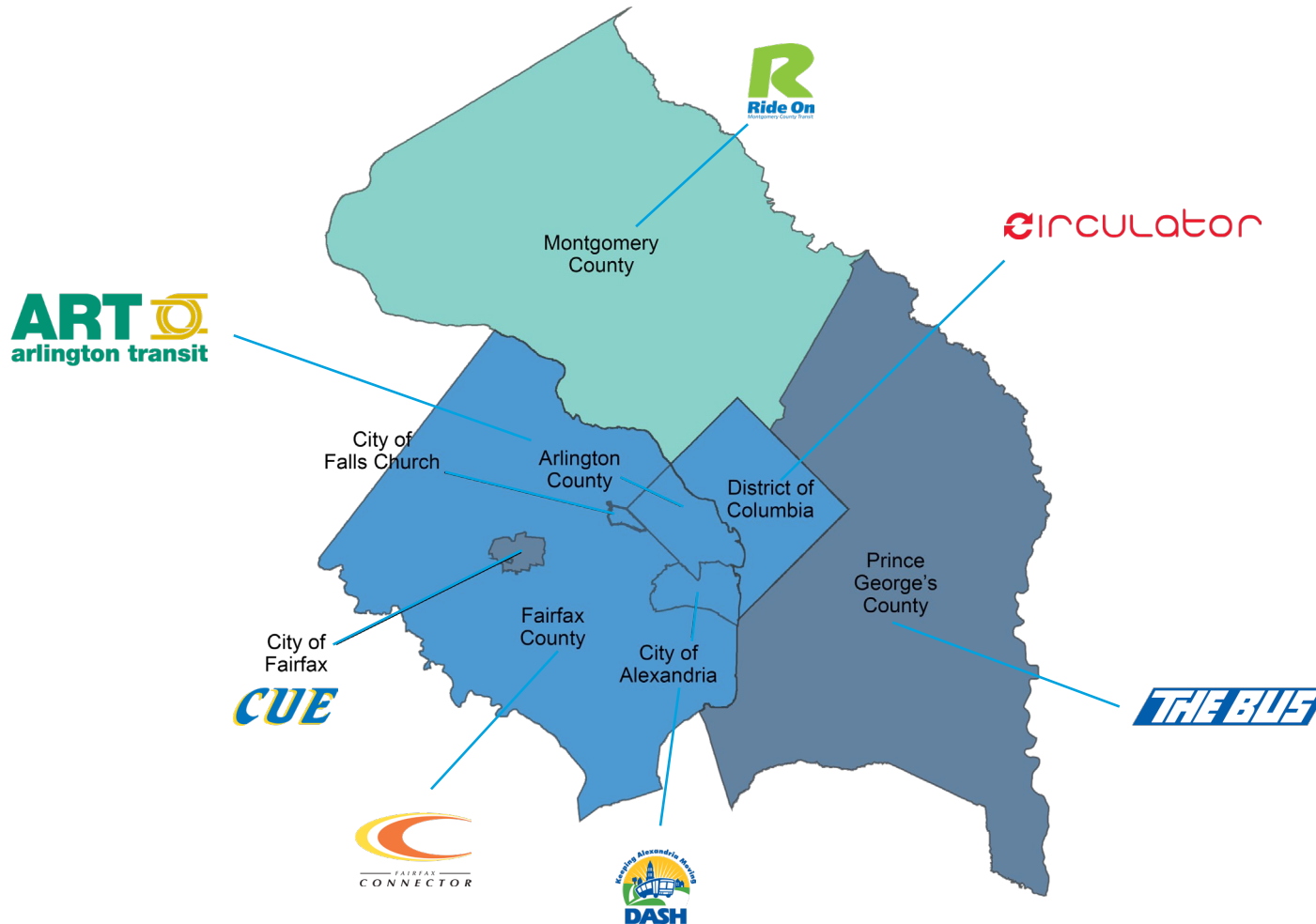
To identify a sustainable and predictable funding approach for bus service

Network Redesign Outcomes

- A new network and service plan to be implemented in FY2025
- A visionary network to meet longer-term goals of the region
- Approach to funding bus service across the DMV



Partnering with Local Bus Providers



Metro will work collaboratively with each jurisdiction to design or enhance effectiveness of local bus service

Legend

- Evaluate both Metrobus and Local Provider
- Evaluate Metrobus only
- Partner on Ride On Reimagined



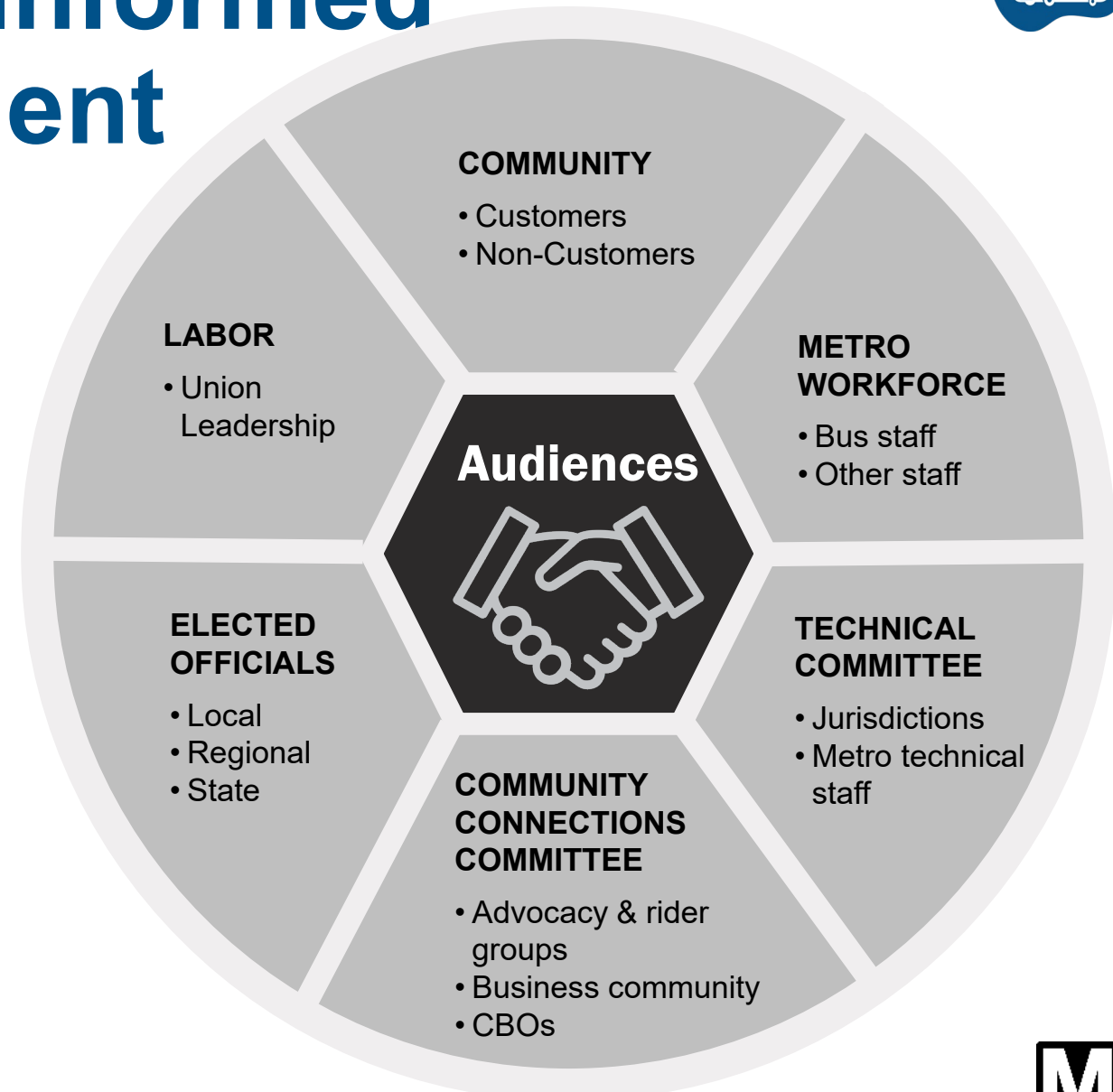
Guiding Principles

Principles that will guide project approach and decisions

- Ensure a customer-focused and regional perspective
- Engage and communicate authentically, inclusively, and transparently
- Ensure equity is a value throughout the project
- Allow customers' input, region's needs, data, and service guidelines to drive decisions
- Attract customers with frequent, reliable, connective service
- Make cost-effective and data-driven business decisions

Policy and Decisions Informed by Inclusive Engagement

- Focus on customer needs and benefits
- Engage all audiences during all phases
- Engage customers and potential customers where they are, with a focus on historically underrepresented communities
- Communicate across multiple media
- Ensure plans, scenarios, and messages are accessible and understandable
- Work with partners to extend reach of engagement



Engagement: By the Numbers



Nearly **9,500** interactions
at 18 pop-up events

500+ conversations with
customers at 10 bus stops

6,500+ survey
participants



Outreach to **12,000** Metro employees

Listening sessions with **200+** bus operators



Materials in **10**
languages with **2,500**
QR code scans

7,000+
webpage views

3,000+ e-newsletter
subscribers



45 Technical Committee
members and **39**
Community Connections
Committee members

20+ meetings with elected
officials across the region



890,000+ impressions
on online ads

7 ads in **6** languages
in community
newspapers

Digital signage
at **91** stations

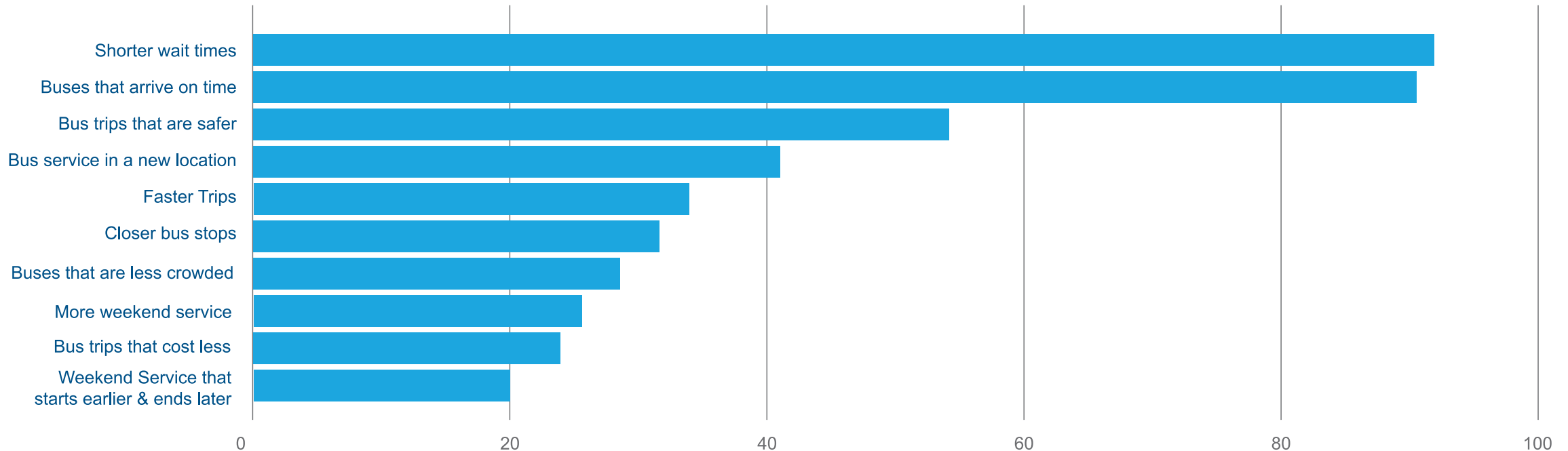




Current and Potential Customer Priorities for Improvement

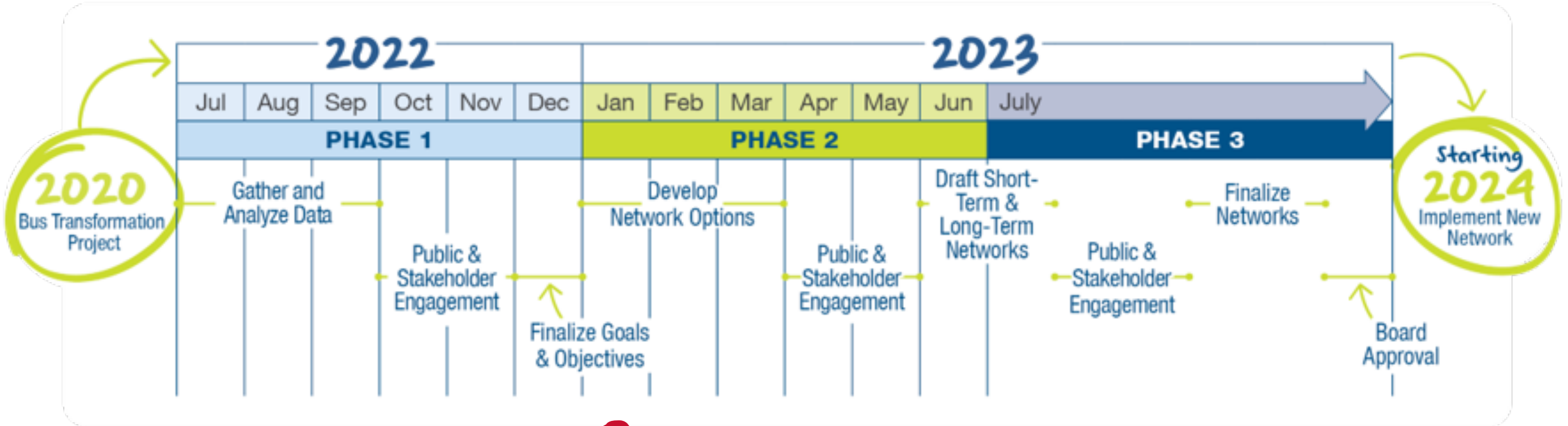
Long wait times and unreliable buses are the biggest barriers to customers using the bus more

Top 10 Desired Bus Service Improvements





Better Bus Network Redesign Roadmap



We are here





How You and Your Communities Can Get Involved

www.wmata.com/betterbus



Sign up for our e-newsletter to get project updates



Share or post on social media using information in our communications toolkit



Learn what customers said and the assessment of the market and existing service by reading documents on www.wmata.com/betterbus



Discussion Questions

1. What does Better Bus mean to you and your communities?
2. What would make a network redesign successful?
3. What would make a network redesign unsuccessful?