



Better Bus Network Redesign

RPTS Meeting

October 18, 2022



Agenda

- Background
- Process and Approach Overview
- Phase 1 Engagement and Analysis
- Next Steps
- Questions

Meeting Objectives: to introduce Metro's Better Bus Initiative and get input on what better bus means to your agency





Background

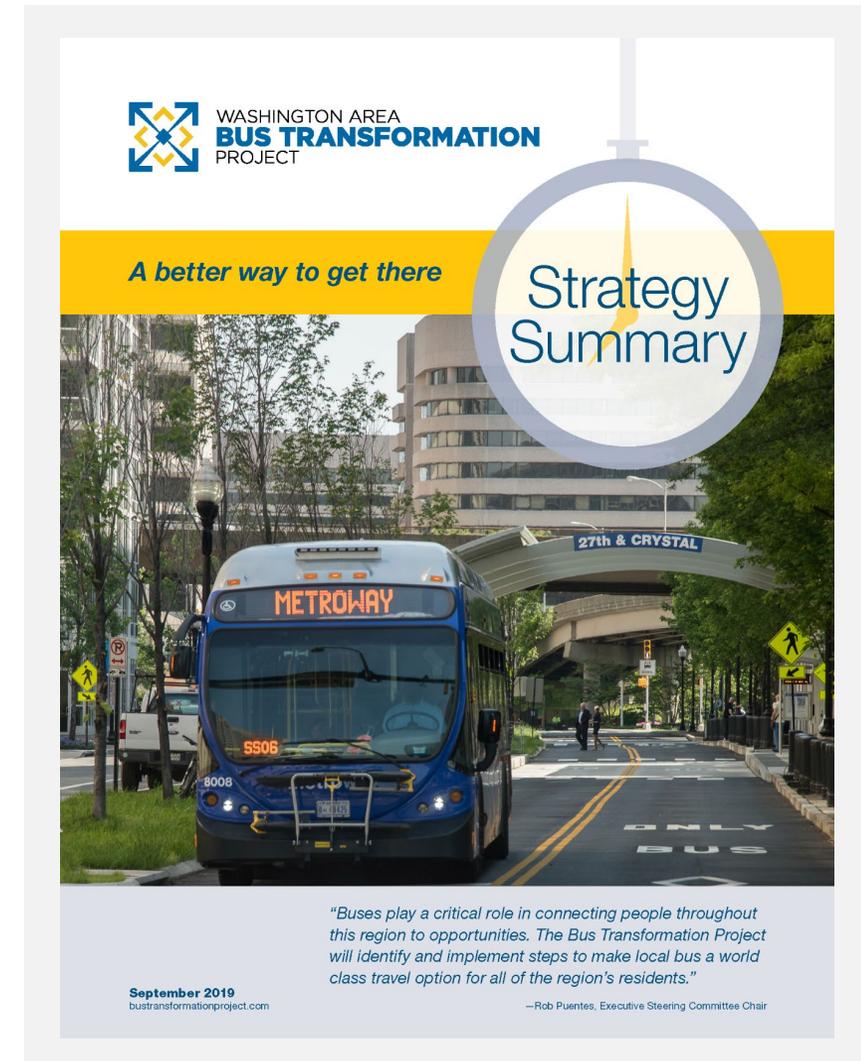


Bus Transformation Project Review

Vision: Bus will be the mode of choice on the region's roads by 2030, serving as the backbone of a strong and inclusive regional mobility system that will support a growing and sustainable economy

Input: More than a year of public and stakeholder input

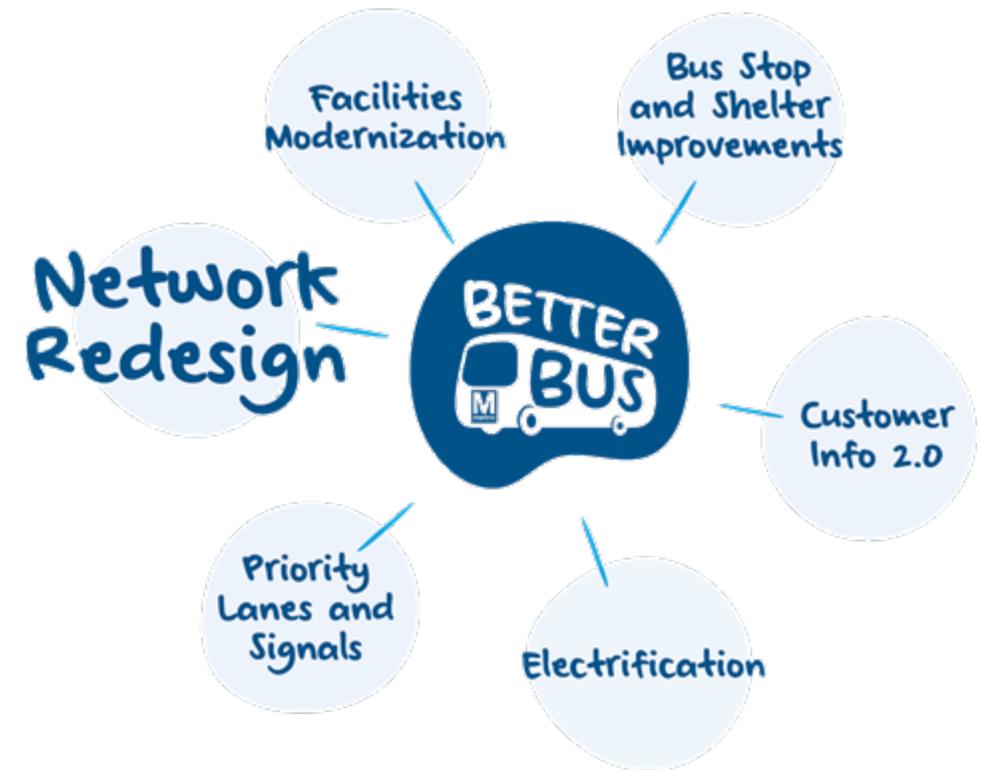
Outcome: Four strategies and 26 recommendations to transform the bus system into a fast, frequent, reliable, affordable service that feels unified and advances transit equity



Adopted in January 2020

Better Bus Initiative

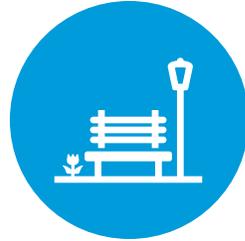
- New initiative to rethink, redesign, and revitalize bus service
- Represents the advancement of a key recommendation of the Bus Transformation Project
- The network redesign project is one of many ongoing and future efforts



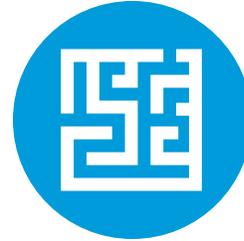
Meeting Our Customers' and the Region's Needs



Access to frequent service



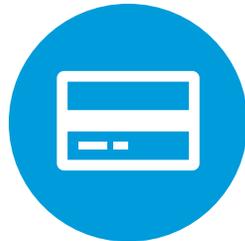
Bus priority infrastructure



Easier to use and understand



Development and travel patterns



Payment systems and fare structure



Access to opportunity for customers



Long-term sustainable, predictable funding model to meet customers' and region's needs

Guiding Principles (Approved September 2022)

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

Network Redesign Outcomes

FY 25 Recommended Network

- Based on service guidelines, customer needs, and equity goals
- Aligned with bus lanes and priority signals
- Renamed routes and new connections

Future Network Recommendations

Meet longer-term goals of

- Increasing mode share and ridership
- Expanding frequency at different times of day/week
- Reducing impacts of climate change

Policy Topics

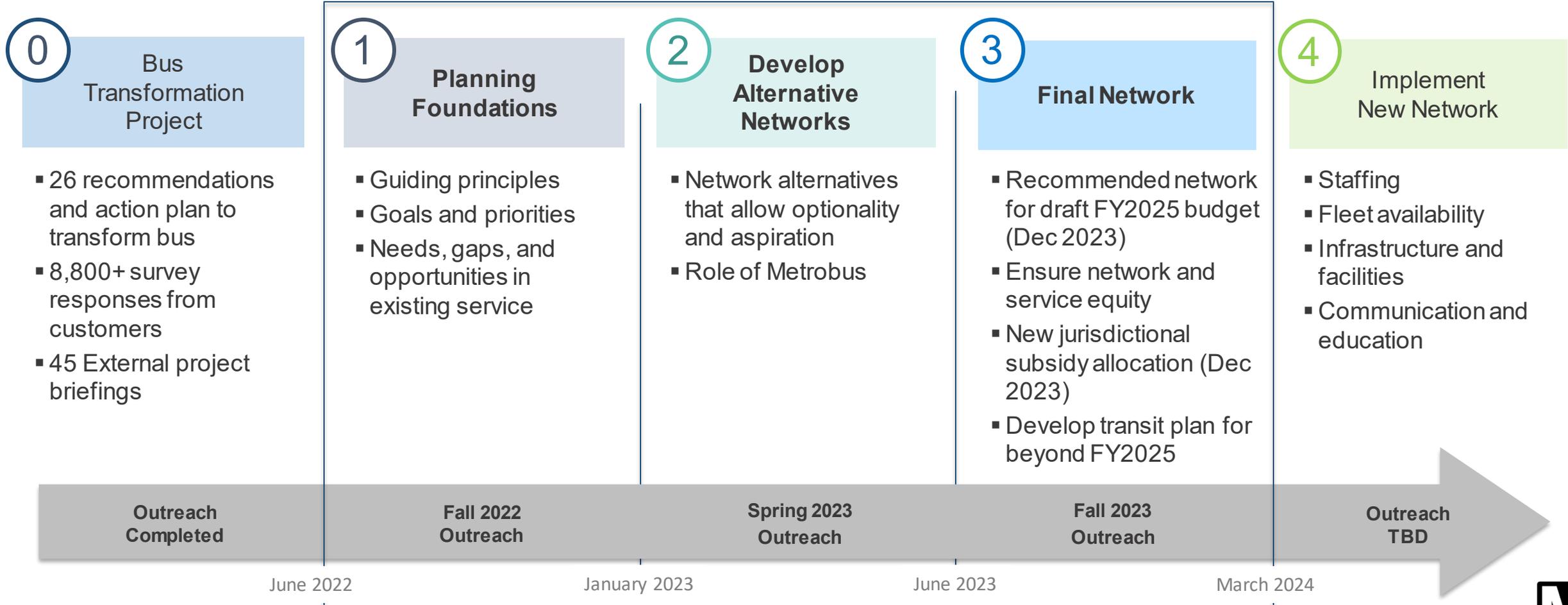
- Metrobus' role and relationship with other providers
- How Metrobus service is funded



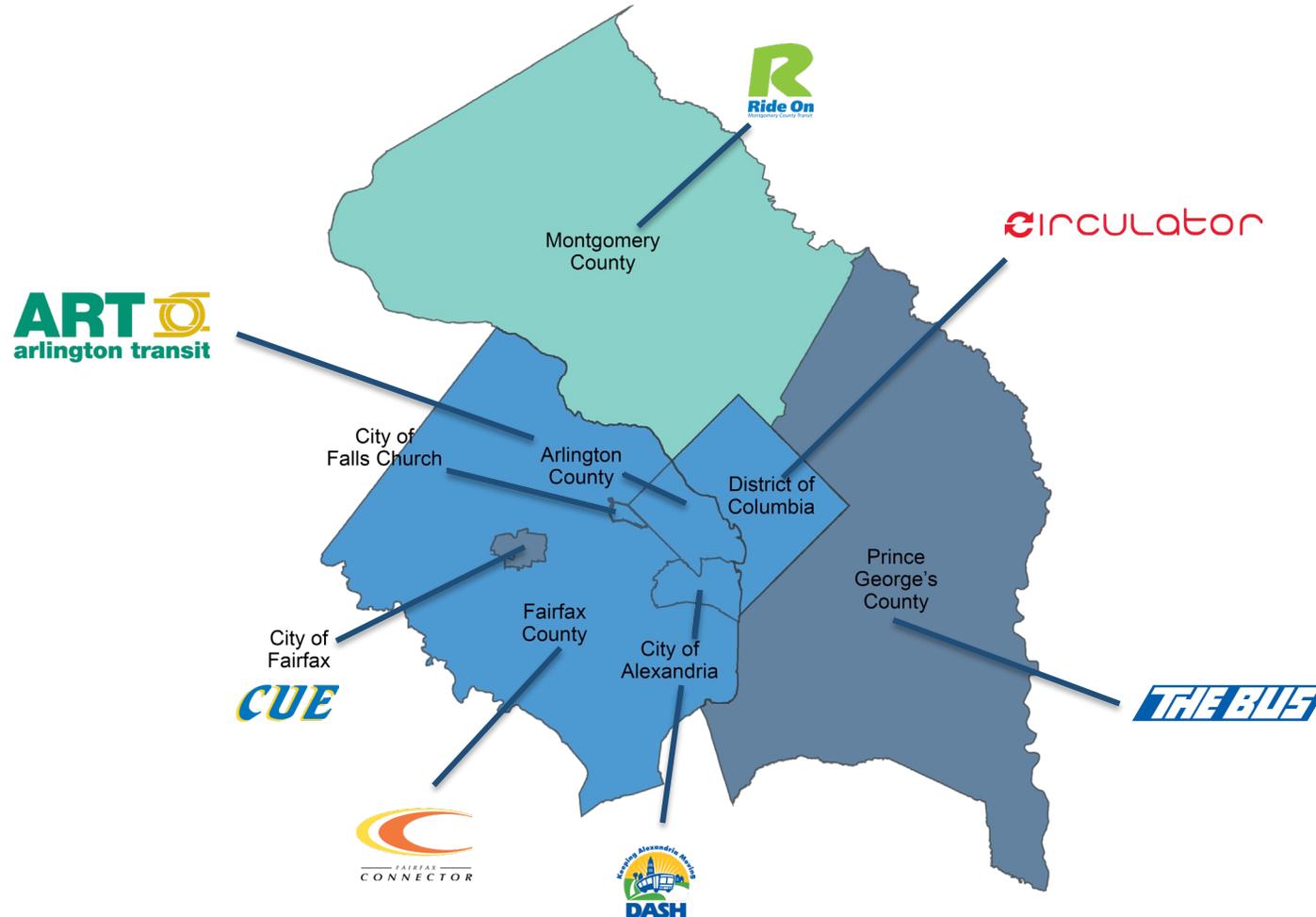
Project Process and Approach



Better Bus Initiative | Roadmap



Partnering with Local Bus Providers



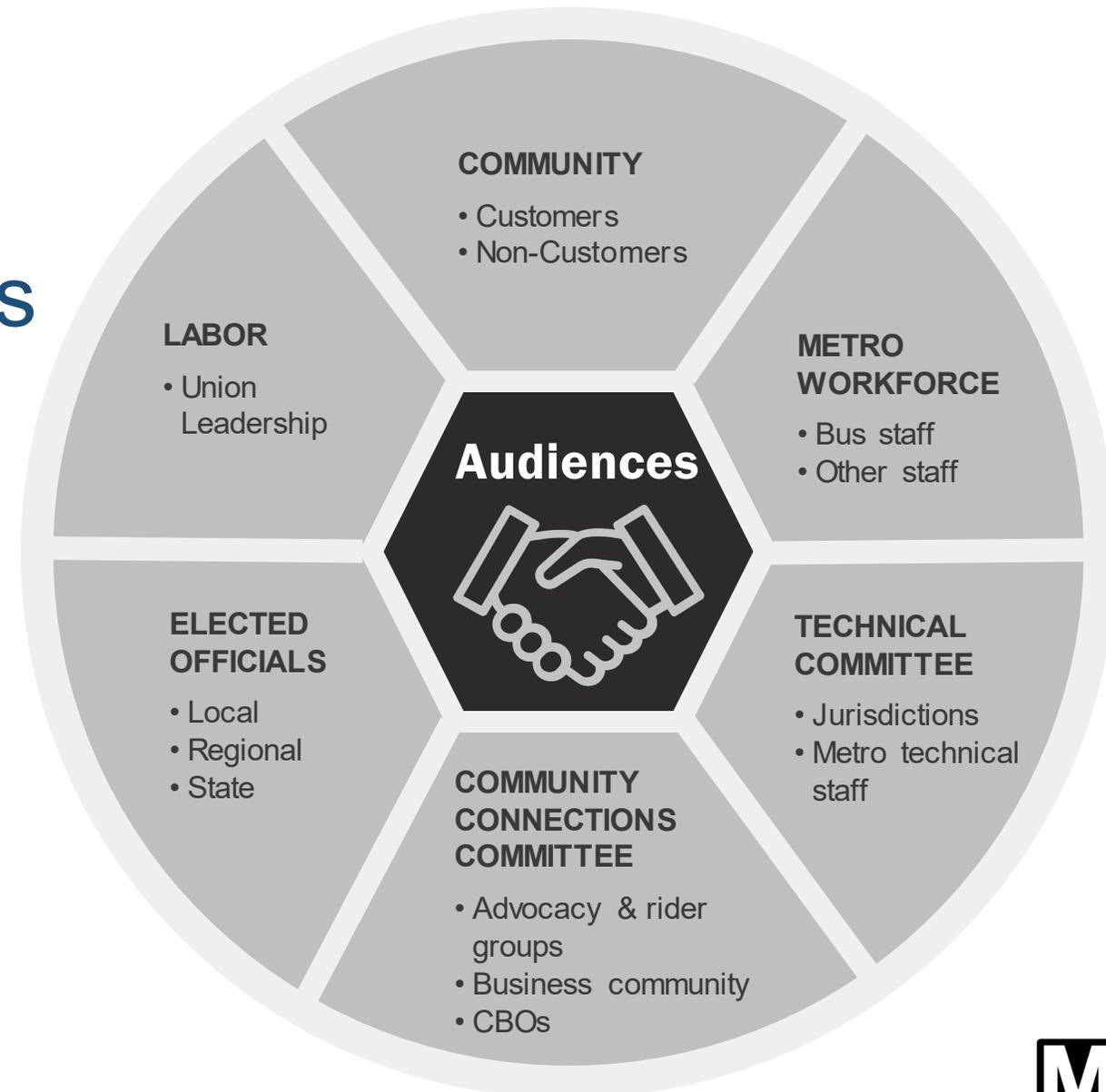
Metro will work collaboratively with each jurisdiction to design or enhance effectiveness of local bus service

Legend

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

Inclusive and Authentic Outreach and Engagement Informs Policy and Decisions

- 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

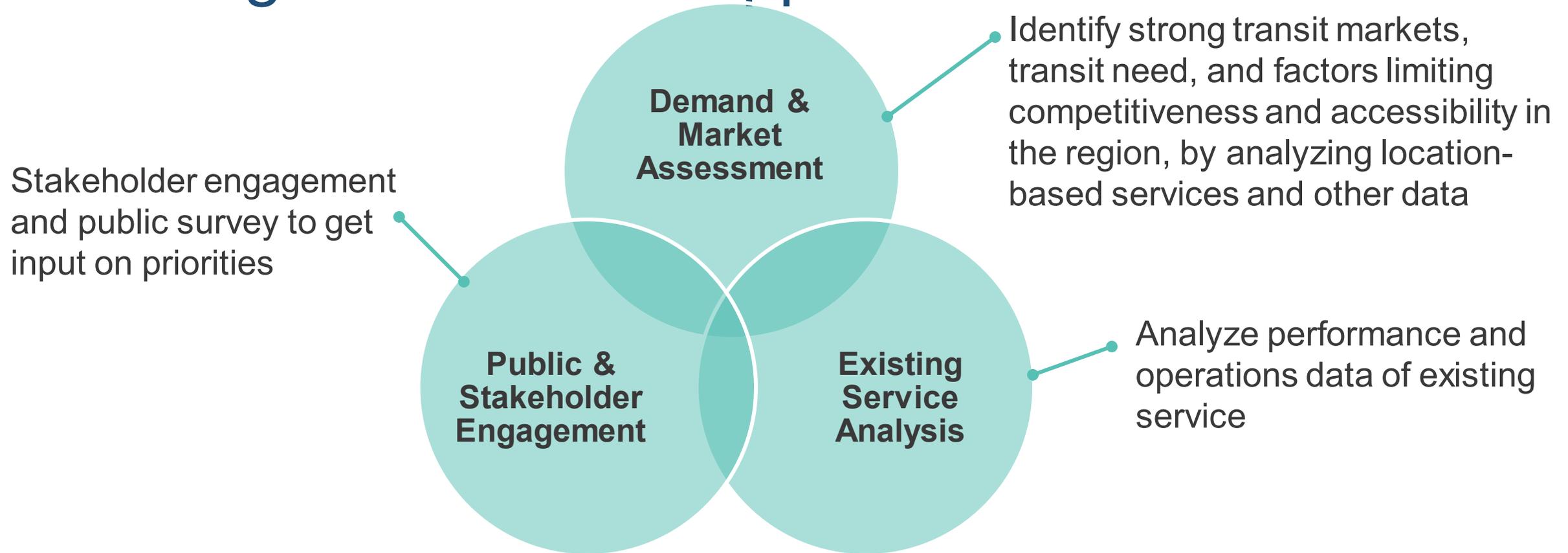




Planning Foundations: Engagement & Technical Analysis

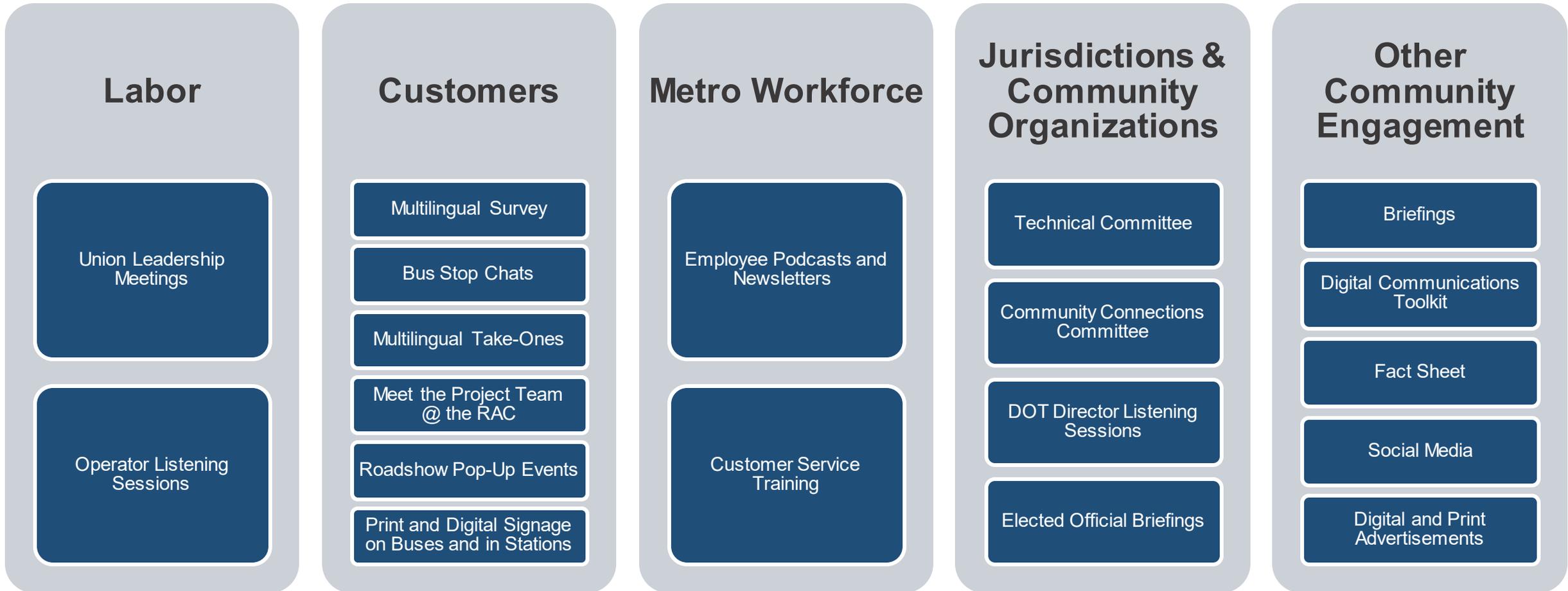


Planning Foundations Approach



- **Outputs:** Goals and Objectives, Analytics Dashboards, and Summary Report of findings to guide and support the creation of network alternatives in Phase 2

Engagement Strategies by Audience



Online Engagement

Project Webpage (wmata.com/betterbus)

- Primary hub for information, including...
 - Project details and timeline
 - How to share input and get involved
 - Public survey
 - Public events
 - Frequently-asked questions
 - E-newsletter sign-up

Public Survey

- Seeking feedback on...
 - What works well today
 - Barriers to using the bus
 - Desired outcomes for a bus network redesign
 - Usage behavior changes from pre-COVID
 - Familiarity and understanding of the bus system
- Inform project goals, objectives, and metrics
- Launched on October 7, open thru November 11
- Available online (English and Spanish) and via phone (all other Metro languages)

In-Person Engagement

15 “Roadshow”
Pop-Up Events



9 Bus Stop Chats



Meet the Project Team
at the RAC on Nov. 9



Existing Service Analysis

- **Goal:** What is working and not working about service today? Are we focusing service where it is needed?

Comprised of 3 Analyses:

Operational Analysis Identify level of service, delays, missed trips, and crowding by route	Equity Analysis Identify service value in vulnerable populations by line	Transfer Facility Analysis Identify passenger and layover facilities that may have bus capacity constraints (or spare room).
--	---	---

Results will be presented on two interactive dashboards and summarized in a report.

Includes Metrobus,
TheBus & CUE

Demand & Market Assessment

- **Goal:** What trips could best be served by a redesigned network? How well we are serving the region and connecting local communities?

Comprised of 3 Analyses:

Transit Propensity Analysis

Identify areas with **high likelihood to need and use transit**

Transit Competitiveness Analysis

Identify **market opportunities** and potential factors affecting low market share

Transit Accessibility Analysis

Identify **gaps with low access** to key destinations and activity centers

Results will be presented across three interactive dashboards and summarized in a report on what we are now and what we should be in the future.

Bringing It Together

- Results will demonstrate:
 - Markets where transit demand exists
 - Places where current bus service is not competitive
 - Accessibility under current service for various communities to key destinations
- Add in results of Phase 1 Engagement to inform:
 - Route-level redesign recommendations
 - Post-redesign comparative evaluations

Discussion Questions

1. What are your organization's desired outcomes from the Network Redesign effort for Metrobus?
2. A successful network redesign will < _____ >
3. An unsuccessful redesign will < _____ >

Next Steps | Fall 2022

- Help get the word out about outreach events, website and public survey
- Finalize project goals, objectives, and metrics
- Complete and publish existing conditions and market assessment findings
 - Annual Line Performance Report (FY19, FY20 and FY21)
 - Market assessment of pre- and post-pandemic data
- Update Metro Board on Planning Foundations findings