

ITEM 9 – Information

April 17, 2013

Briefing on Activities to Increase Ridership on the Metrobus System

Staff Recommendation: Receive briefing on on-going activities and initiatives to increase ridership on the Metrobus system.

Issues: None

Background: In response to a request at the February 20 TPB meeting, WMATA staff will review on-going activities and initiatives to increase ridership on the Metrobus system.



Washington Metropolitan Area Transit Authority

Technologies and Programs that Encourage Metrobus Ridership

National Capital Region Transportation Planning Board

April 17, 2013



Metro Supports Bus Ridership by...

- Using advanced technology to provide customer information & enhance bus operations
- Conducting planning studies to evaluate and enhance bus service
- Engaging public to assess and improve service quality





Customer Information System Technologies

- Real-time bus arrival predictions
 - Customer information server interfaced to CAD/AVL to receive bus schedule and adherence information
 - Customers get bus arrival predictions through websites, text messages, voice calls, and smart phones
 - Next Bus receives more than 3M inquiries each month; 30% of trips





Customer Information System Technologies

- Customer Information System Signage
 - 50 signs distributed throughout the operational area displaying bus arrival information
 - Plans to install hundreds of LCD and LED signs at bus shelters and transit centers





On-Board & Back-End Technologies that Support Metrobus Operations

- In process of implementing Consolidated Ancillary Bus Equipment and Fixed-end Systems project
 - Replaces on-board technologies and back-end CAD/AVL system in the bus operations control center



Back-End

AVL- incident & on-time performance monitoring

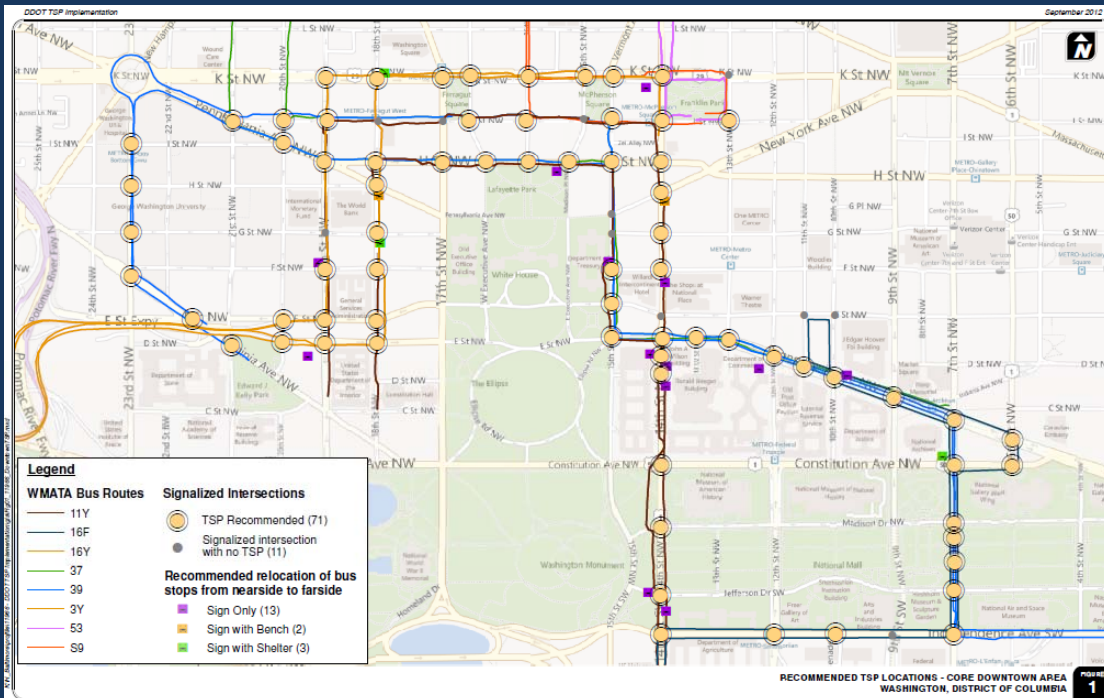
On-Board

Next stop and public service announcement, destination signs, AVL, automatic passenger counters, vehicle health monitors



Improved Operations with Metrobus System Technology

- Currently operating transit signal priority technology on Georgia Avenue and Columbia Pike
- New transit signal priority installation
 - Funded by the TPB's TIGER Grant
 - VA Rt. 7 and up to six additional corridors



Recommended TSP locations in the Downtown core



Additional Efforts that Encourage Metrobus Ridership

- Bus driver training
- On-board cameras
- On-time performance
- New Shepherd Parkway facility
- Expanded service
- Limited stop service
- User surveys
- New bus maps





Metrobus Planning, Development, and Implementation

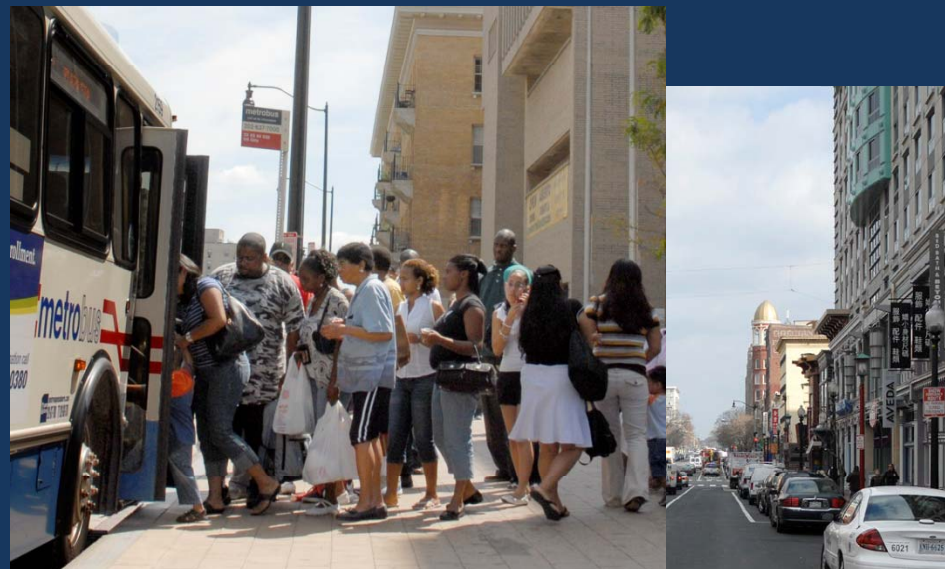
- Regional Bus Study
- Priority Corridor Network
- Crystal City/Potomac Yard Transit Improvement Project
- Bus Priority Studies
 - H&I Streets Bus Lane Study
 - Service Evaluation Studies





Challenges

- Traffic congestion/reliability
- Increased dwell times
- Funding fleet expansion
- Right-of-Way issues
- Meeting demand





Thank you for your attention...

Questions?