

Better Bus: Listening Session

Transportation Planning Board
Technical Committee

November 4, 2022



Purpose

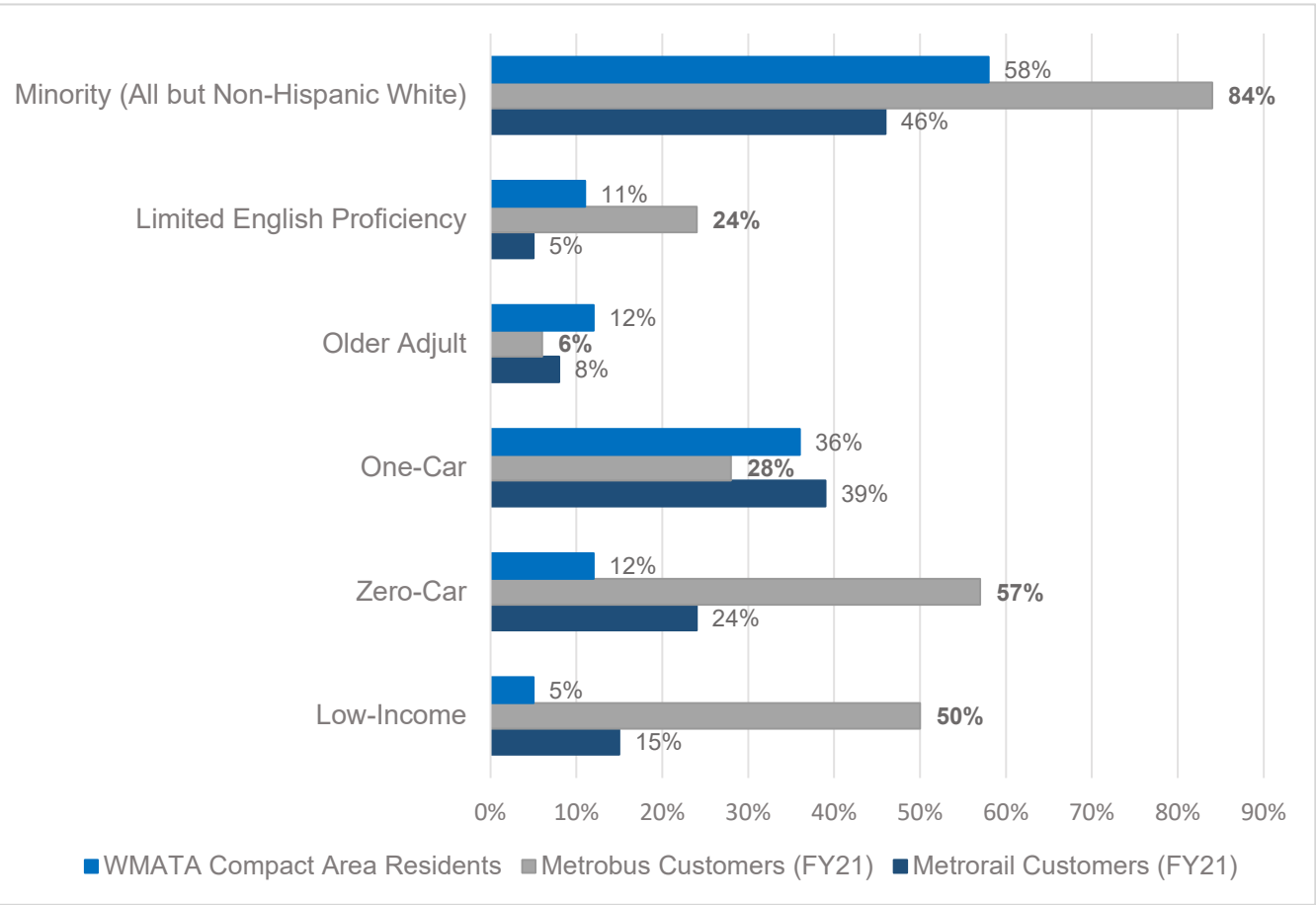
To better understand your agency's or constituents' needs and priorities for improving bus service



Bus Customers Are...

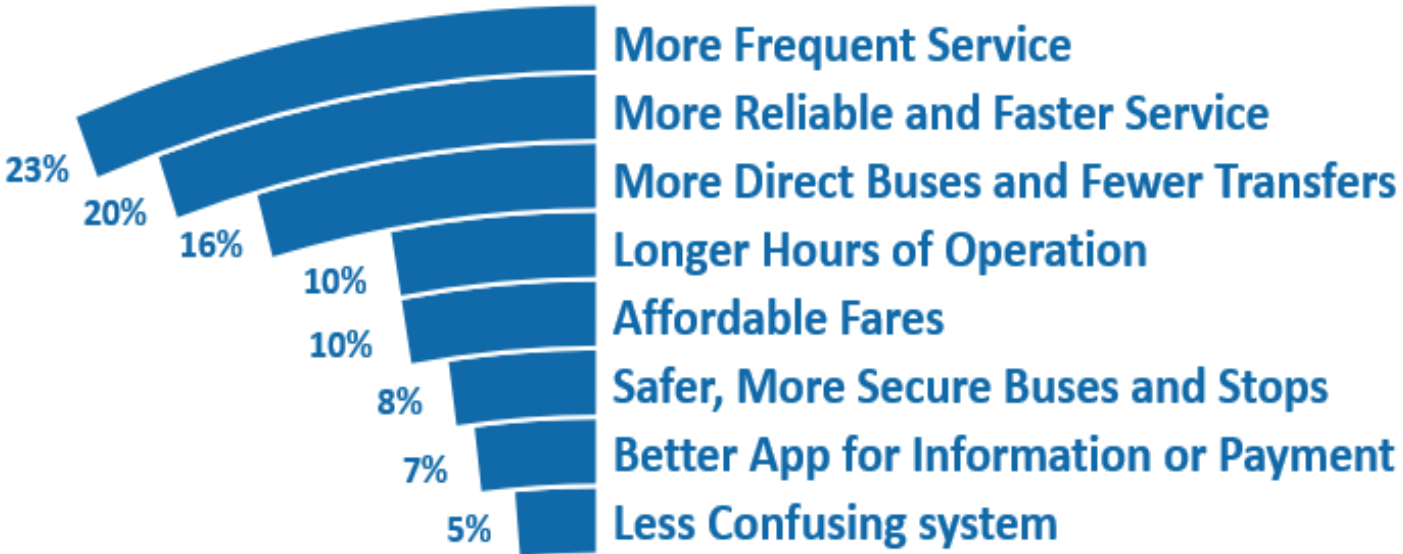
Bus riders in the region are more likely to:

- Live in households that do not have a car;
- Live in households making less than \$30,000 annually;
- Have limited English proficiency; and
- Be persons of color



Bus Customers Want...

Survey Example: Bus Customer Priorities



Bus Transformation Project (2018): Respondents were asked to prioritize improvements to local bus service by apportioning “coins” from a hypothetical budget of 20 coins to eight different categories of improvement types based on their preferences.

Run more buses!

...ridership here would increase exponentially if buses were frequent and preferably in dedicated lanes

Frequent service that is available 7 days a week is critical to building a useful transit network that people can rely on for all their needs

Metro buses come fairly frequently (every 10-15 minutes) which is very convenient because then I can leave work whenever I want and always know a bus will be there soon

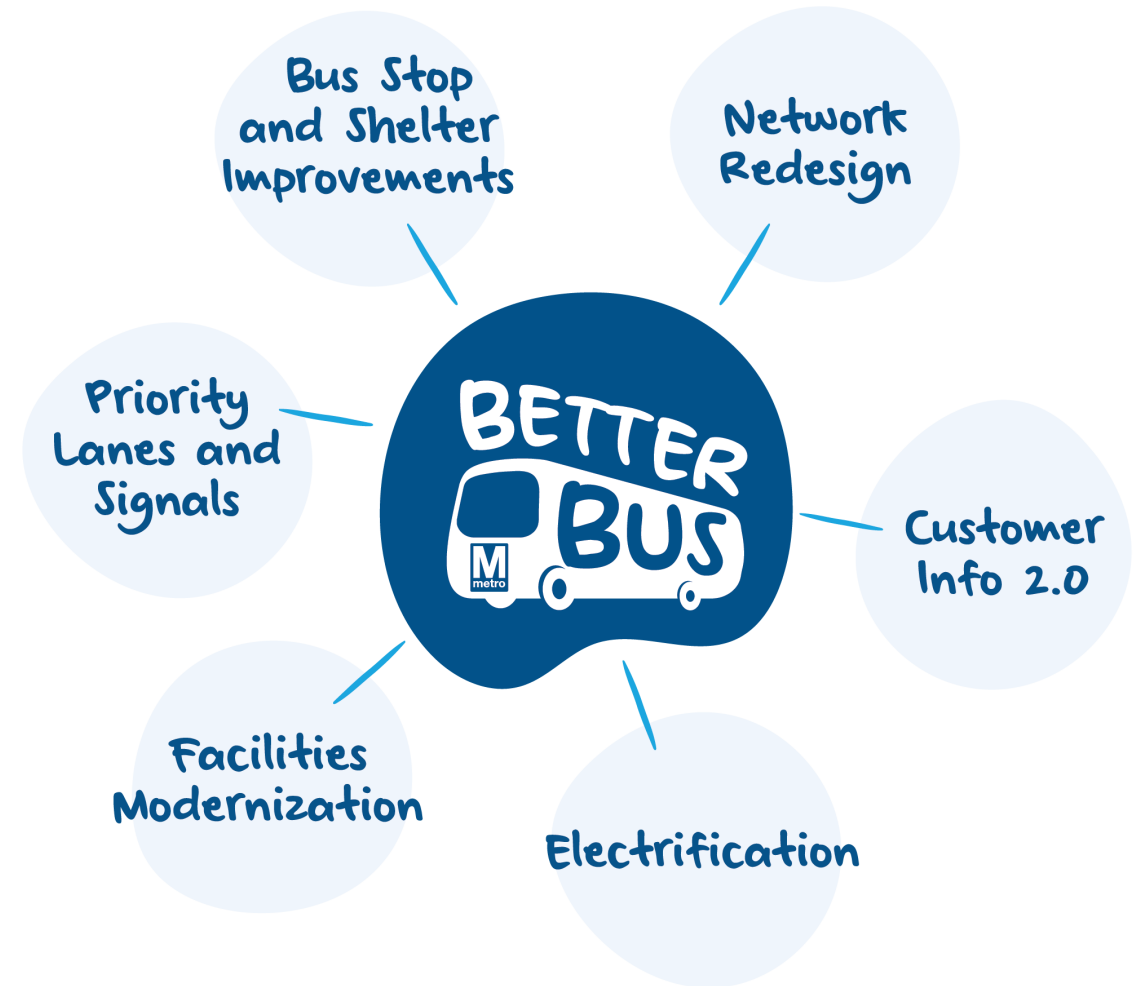


Better Bus Will Deliver...



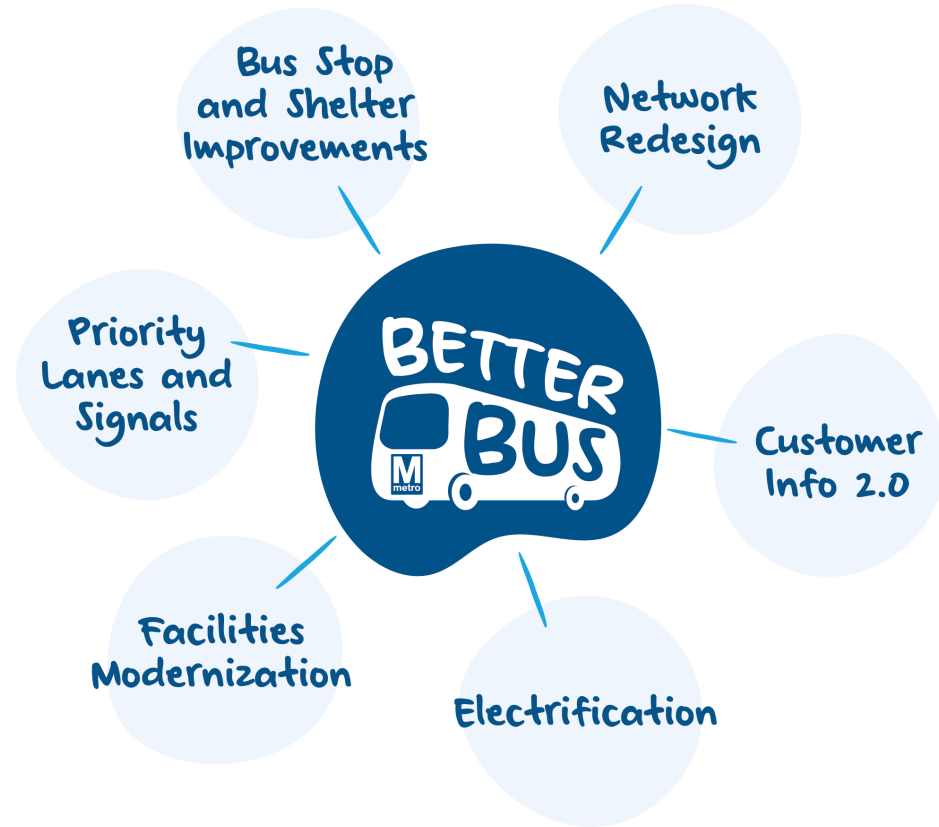
Purpose: Transform bus into a fast, frequent, reliable, affordable system that feels unified





Outcomes: 26 recommendations + Action Plan



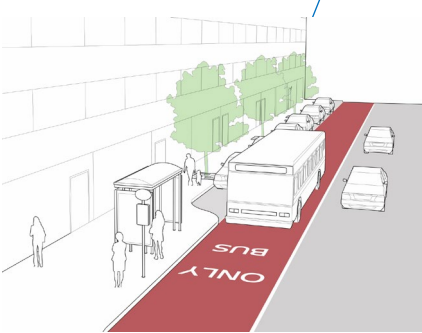
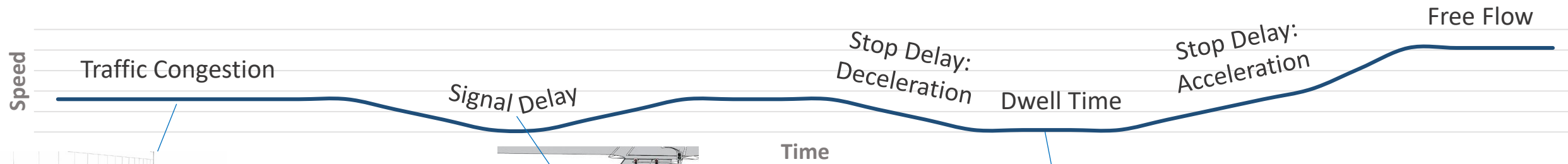
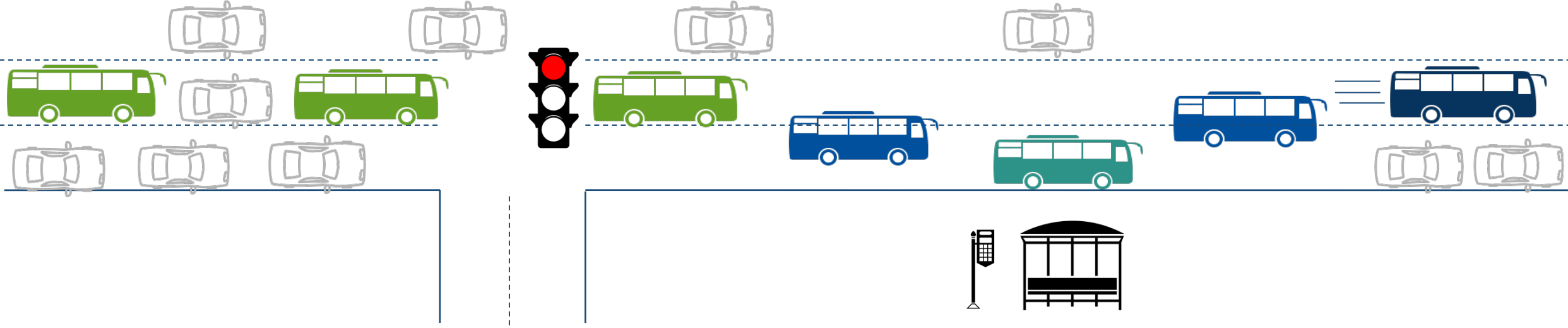
Better Bus Advances Regional Priorities

Region's Plans and Priorities

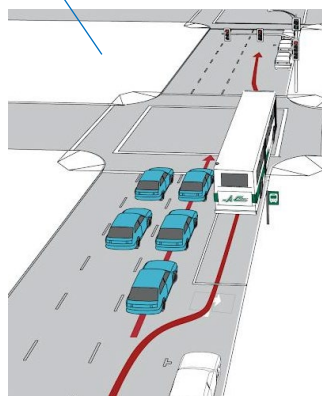


-  Reduce greenhouse gases (GHG)
-50% by 2030, -80% by 2050
-  Reduce vehicle miles traveled (VMT)
-  Increase the share of transit, walking, biking
-  Center equity in regional plans

Bus Priority Treatments Improve Speed and Reliability in Major Bus Corridors



1. Dedicated Bus Lanes
2. Automated Violation Detection System



3. Transit Signal Priority
4. Queue Jumps



5. All-Door Boarding
 - Floating Bus Stops
 - Stop Consolidation

Upcoming Bus Priority Projects in CY 2023



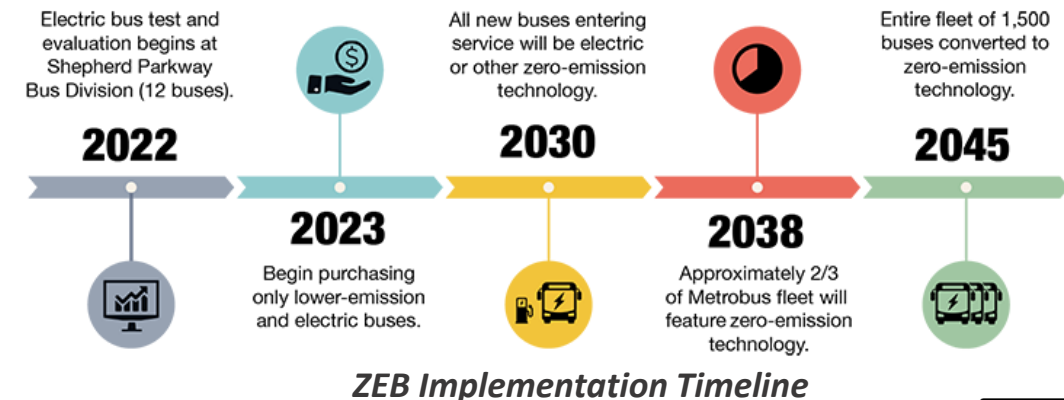
- Design of tactical bus lanes in Prince George's and Montgomery Counties
- Automated camera enforcement of bus lanes in partnership with the District of Columbia
- All-door boarding on three pilot bus routes in Virginia, District of Columbia, and Maryland
- Maintenance and program improvement of Transit Signal Priority (currently over 250 intersections in DC and VA)
- Queue jumps and other targeted treatments for congestion hot-spots for buses

Zero Emission Bus (ZEB) Program

- In June of 2021, Metro's Board of Directors adopted a resolution that requires Metro to:
 - Transition to a 100 percent ZEB fleet by 2045
 - 100 percent of bus purchases ZEBs starting in 2030
- Two programs underway to realize this goal:
 - Test and Evaluation Program to acquire and test vehicles, chargers, equipment, and software to determine what works
 - Charger and bus equipment over next 12 months
 - Testing through 2024
 - ZEB Transition Plan to define steps towards ZEB goals
 - Plan expected early 2023
 - Near-term standard will be battery electric
 - Started designing key bus facilities to support ZEB standard
 - Rehabbed Northern garage scheduled to open early 2027



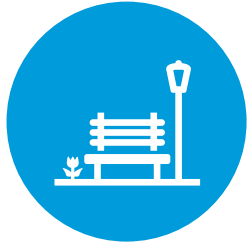
Metrobus Battery Electric Bus



Better 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

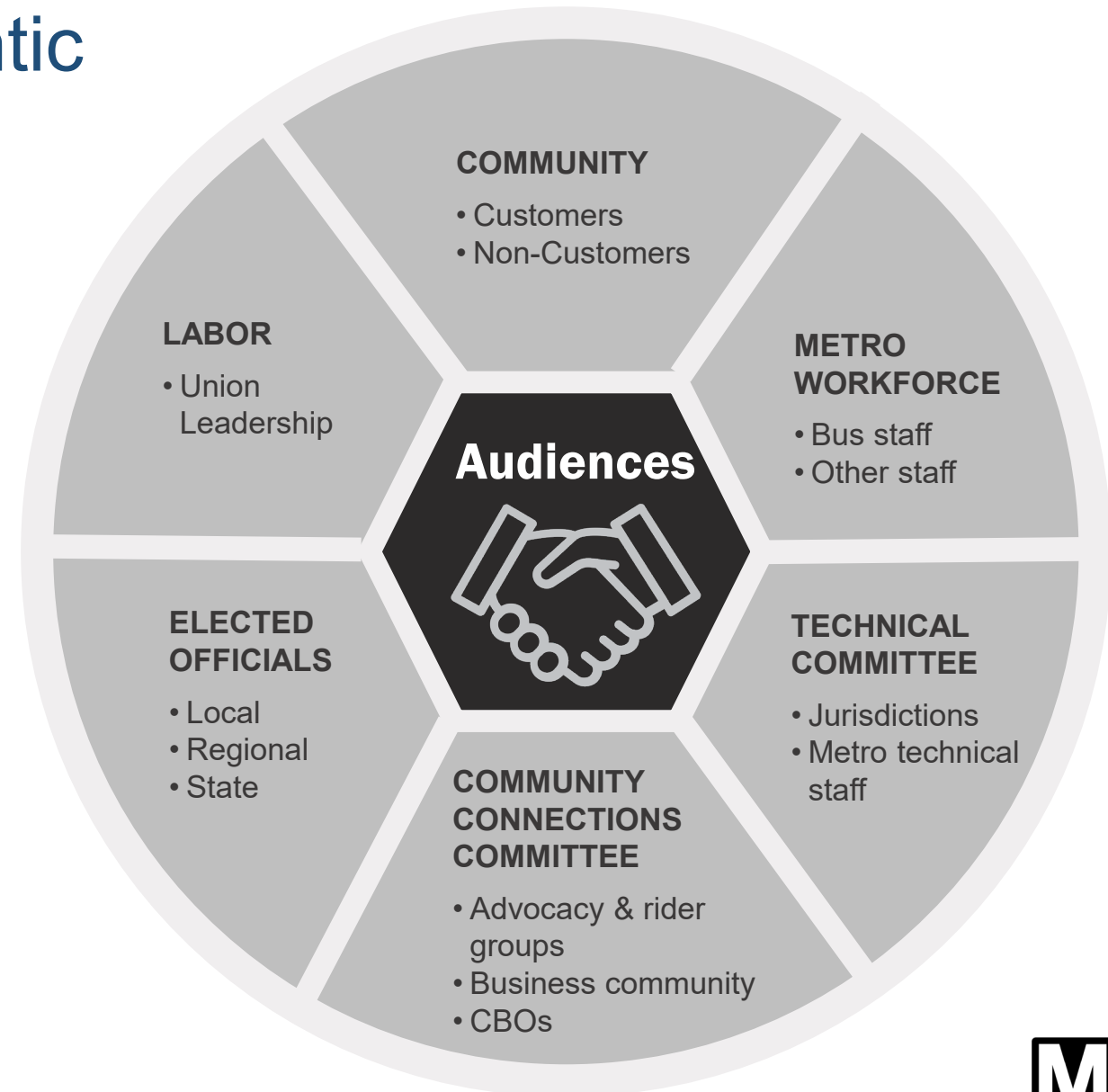
Guiding Principles

Principles that will guide project approach and decisions

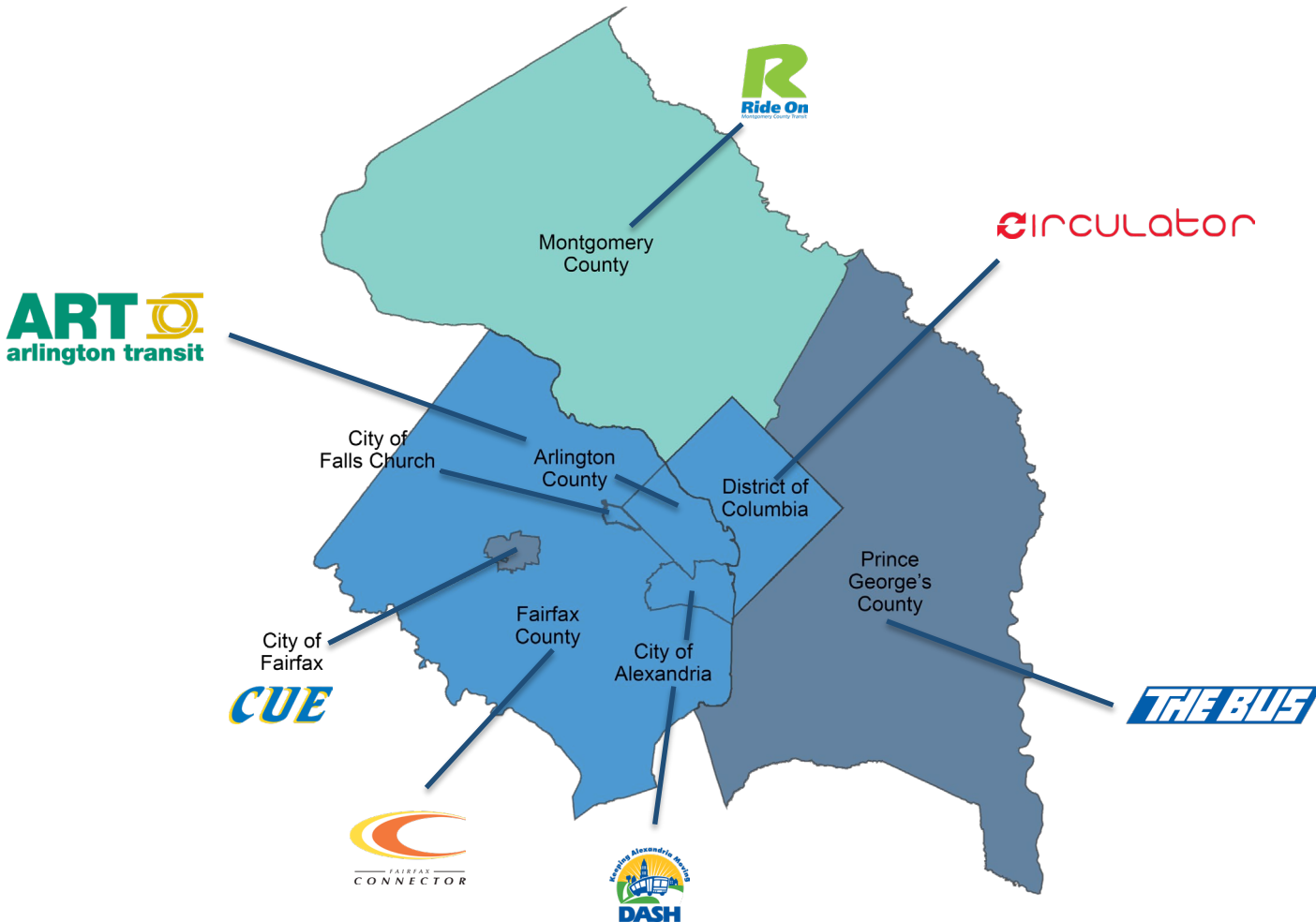
- Ensure a customer-focused and regional perspective
- Engage and communicate authentically, inclusively, and transparently
- Ensure equity is a value throughout the project
- Allow customers' input, region's needs, data, and service guidelines to drive decisions
- Attract customers with frequent, reliable,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

Informed by Inclusive and Authentic Outreach and 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



Partnering with Local Bus Providers in the Compact Area

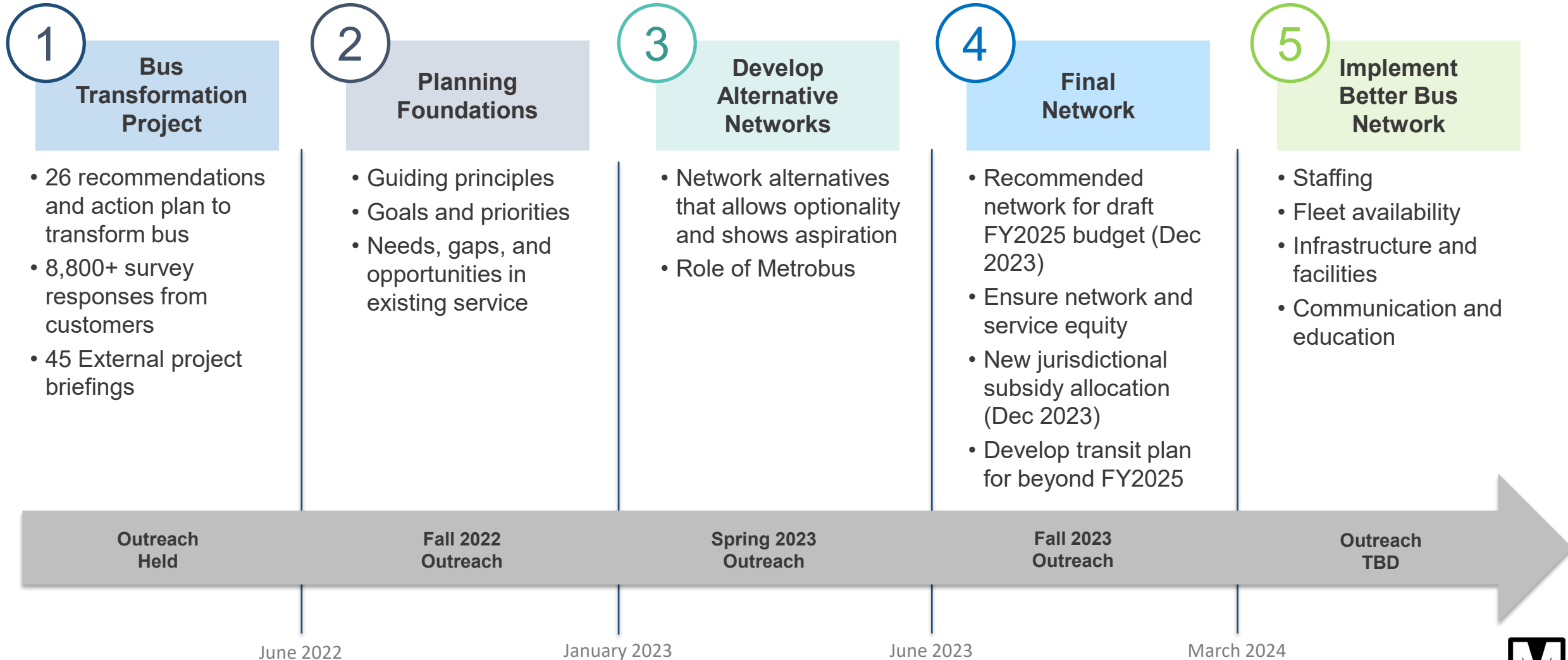


Metro will work collaboratively with each jurisdiction to design or enhance effectiveness of local bus service

Legend

- Dark Blue: Evaluate both Metrobus and Local Provider
- Blue: Evaluate Metrobus only
- Light Green: Partner on Ride On Reimagined

Service Redesign | Roadmap



Discussion Questions – TPB Tech

- What does Better Bus mean to your jurisdiction and the region?
- What are your jurisdiction's priorities to improve bus service?
- What are the opportunities for making bus better in your jurisdiction?
- What are the barriers to making it happen?