

Washington Region Bus Ridership Trends

Catherine Vanderwaart

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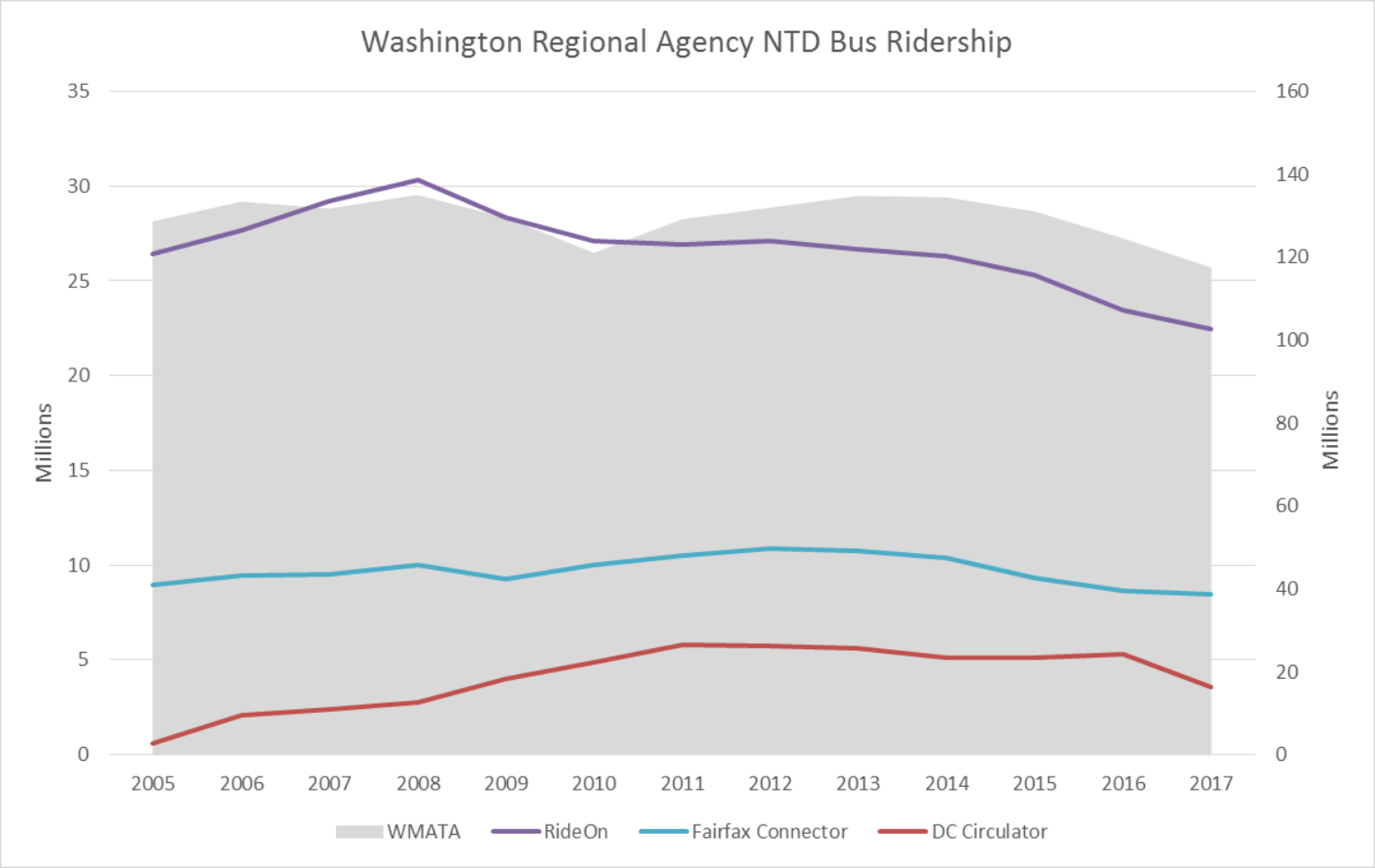


Washington Metropolitan Area Transit Authority

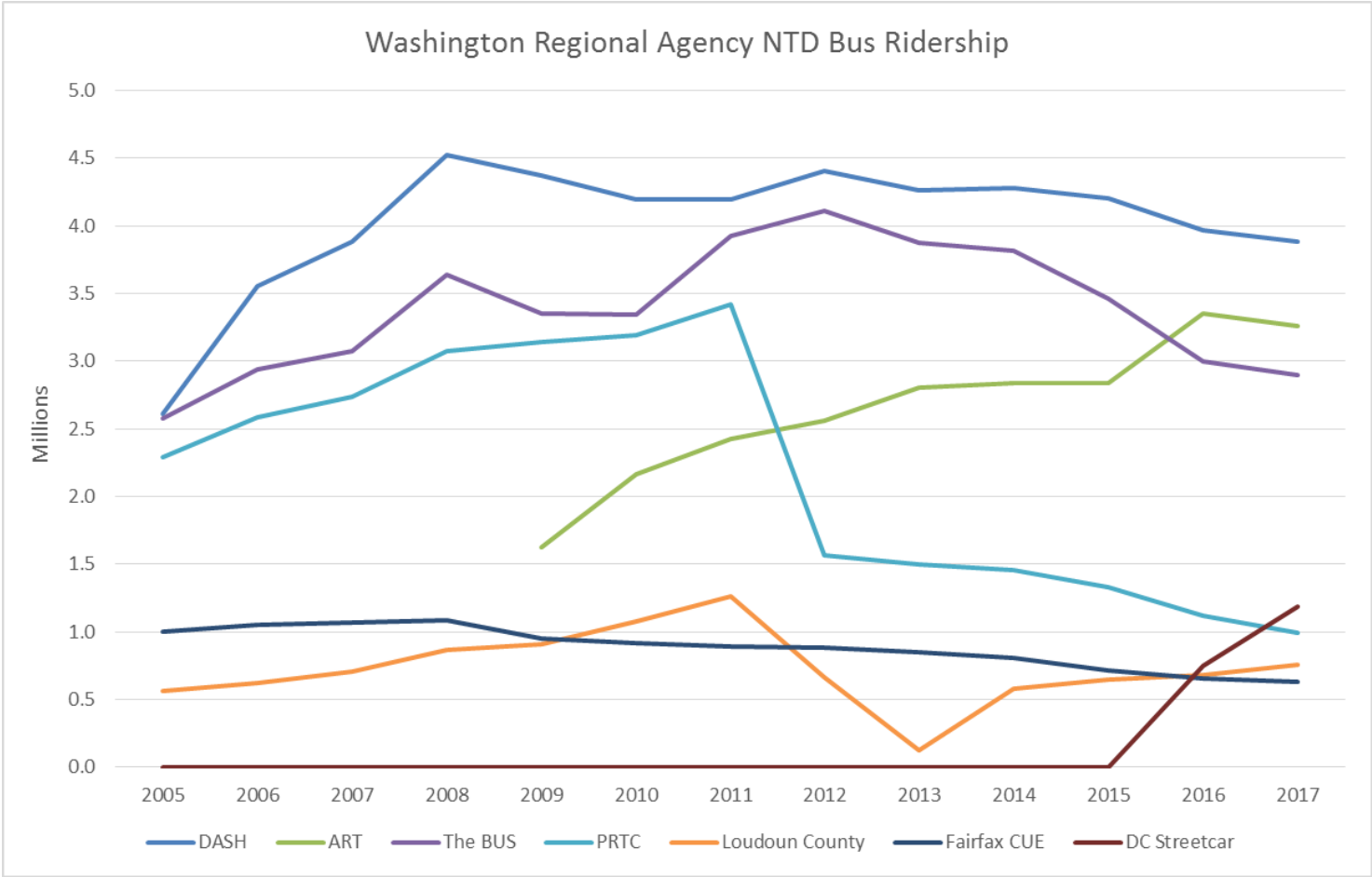
Overview

- Ridership at Washington, DC area agencies
- Ridership at national peer agencies
- Metrobus ridership statistics
- Factors influencing bus ridership

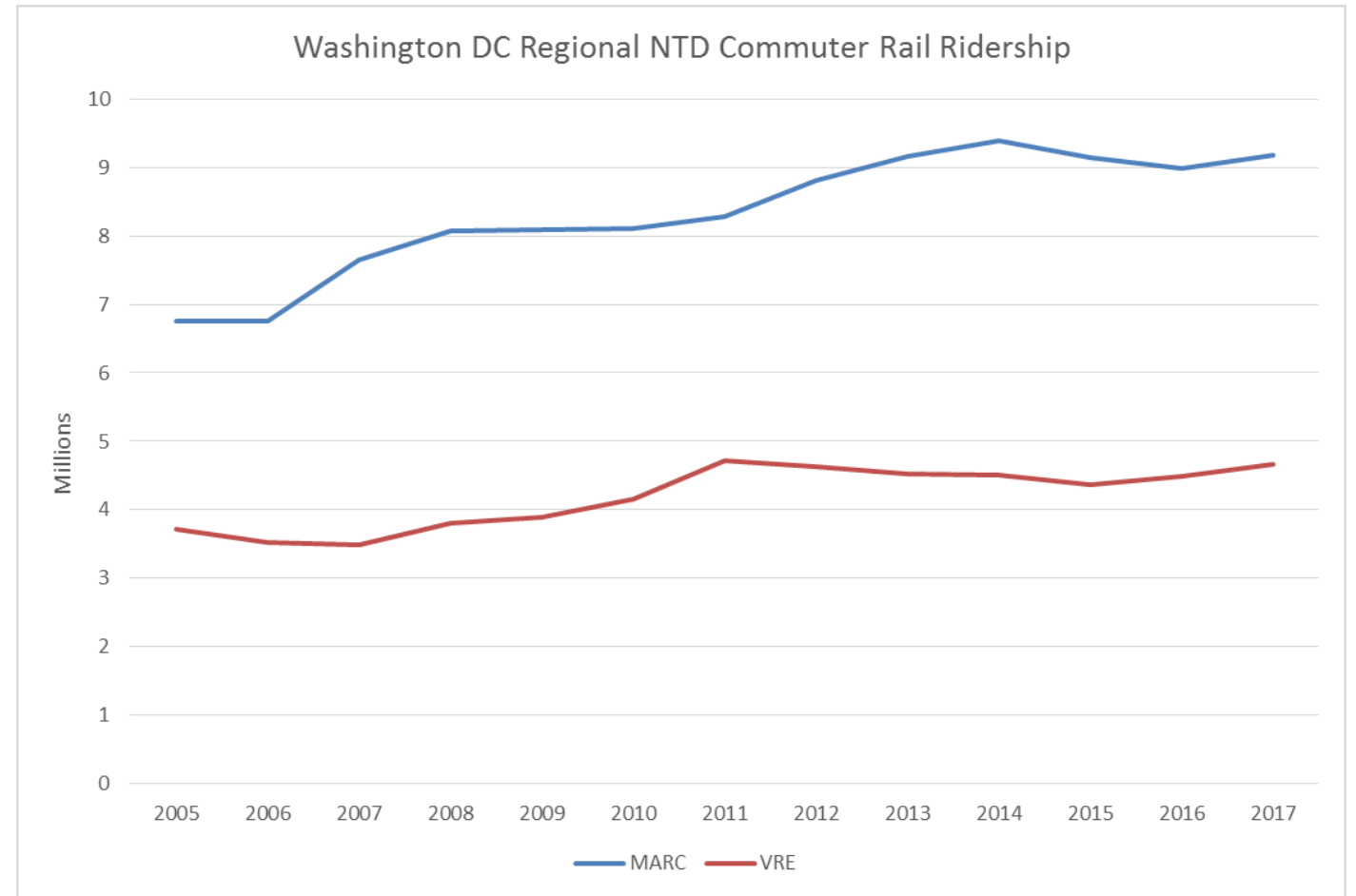
Bus ridership is falling across the region, part 1



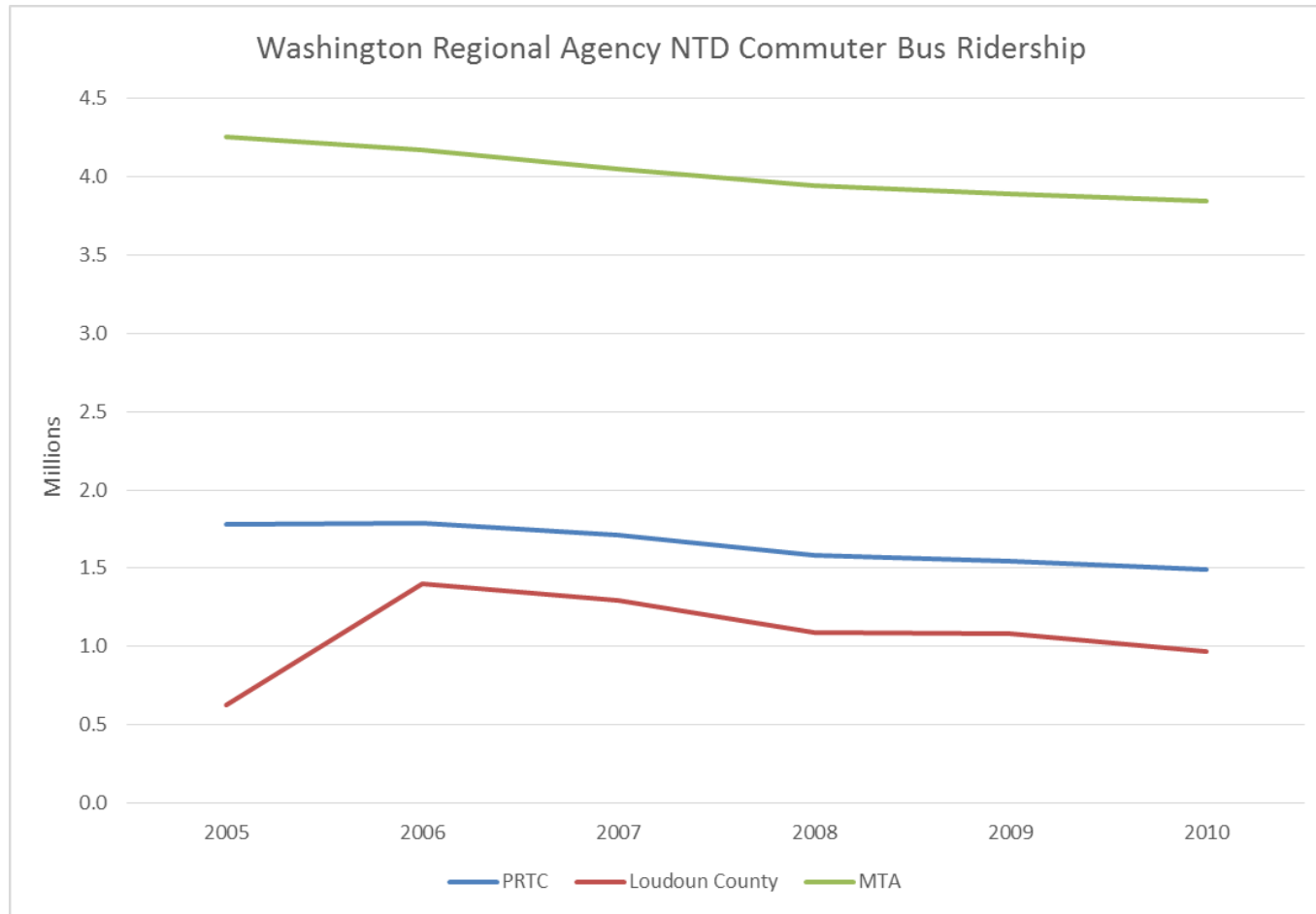
Bus ridership is falling across the region, part 2



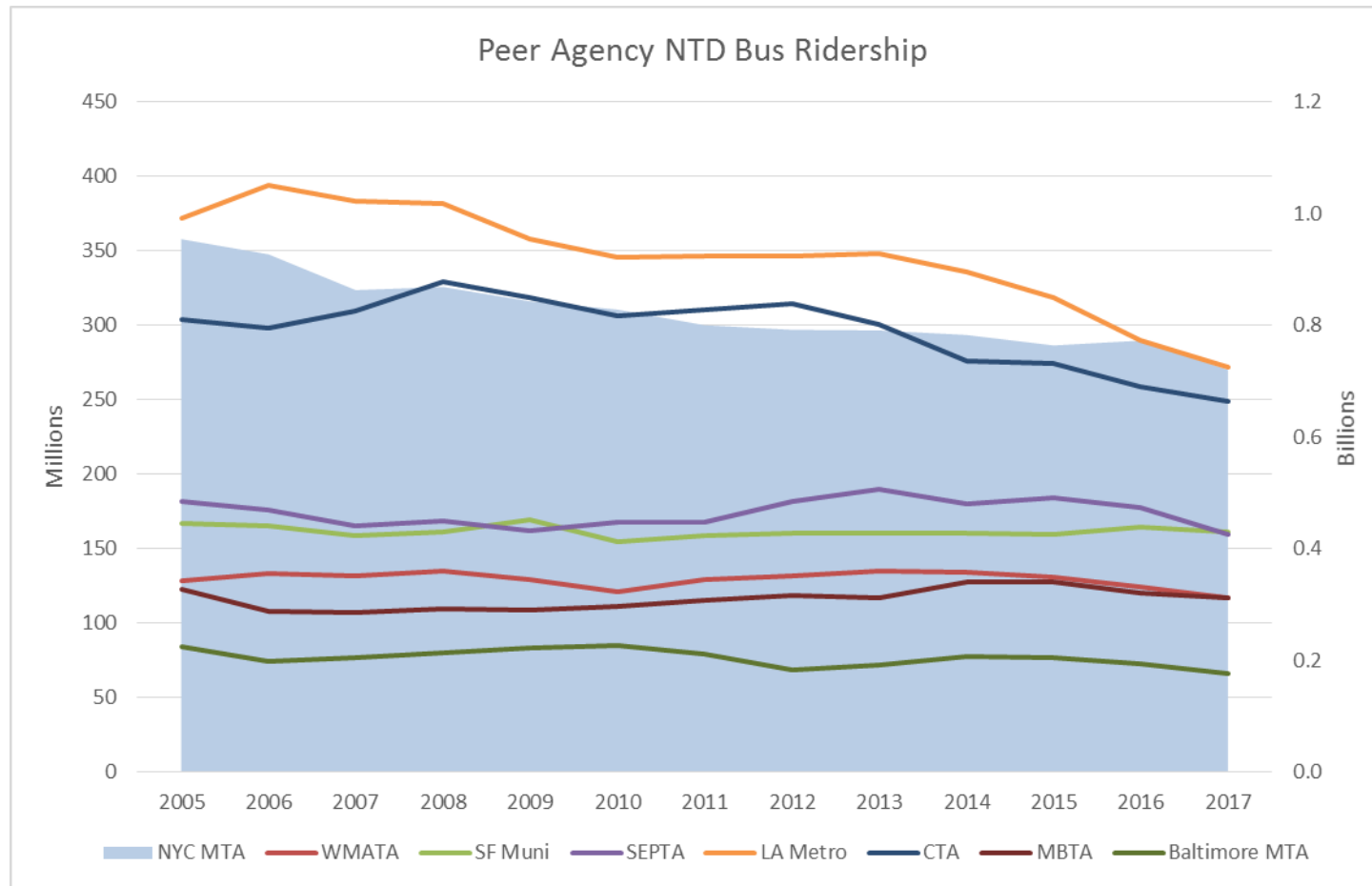
Commuter rail is faring better



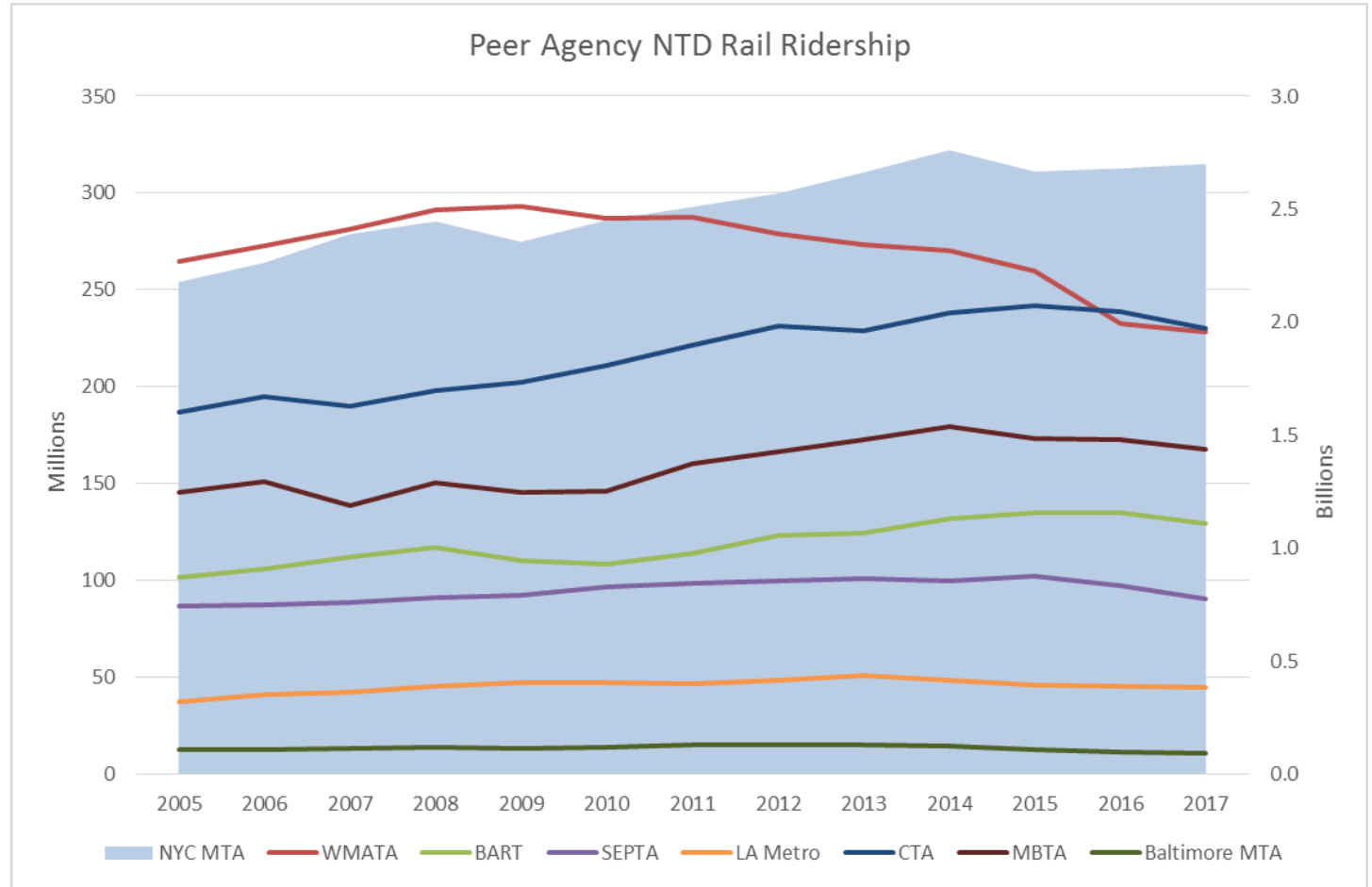
But commuter buses aren't



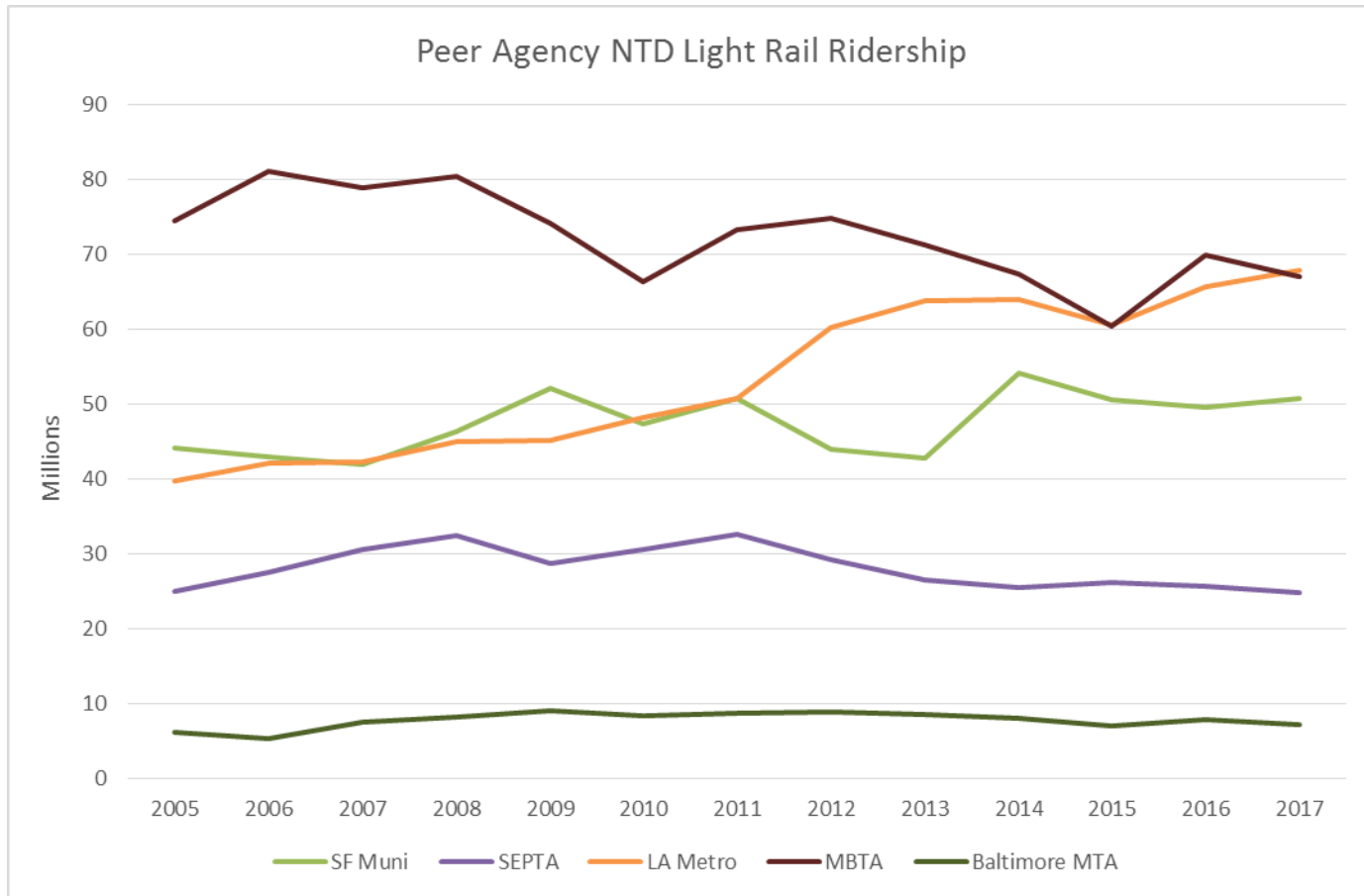
Bus ridership is down nationally



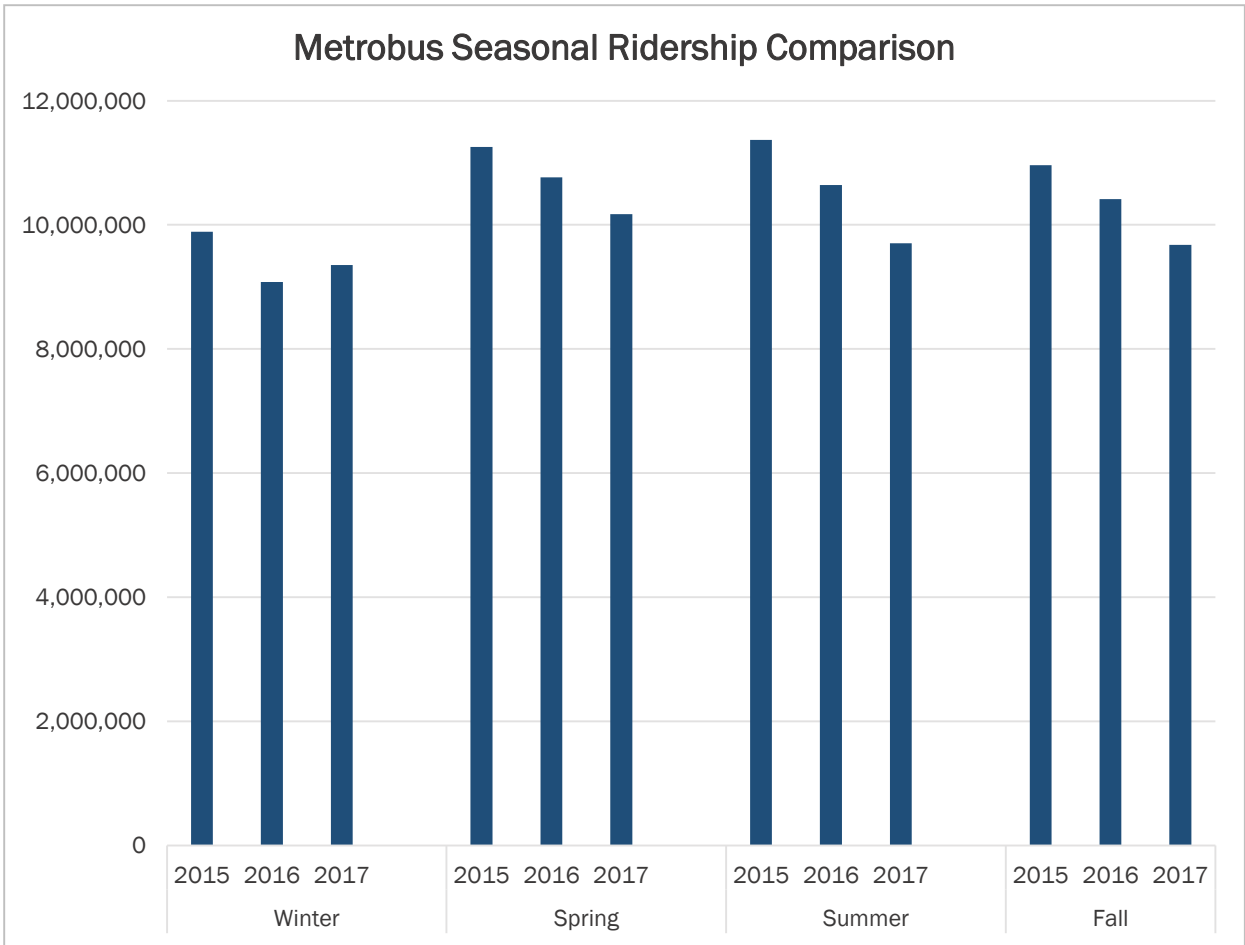
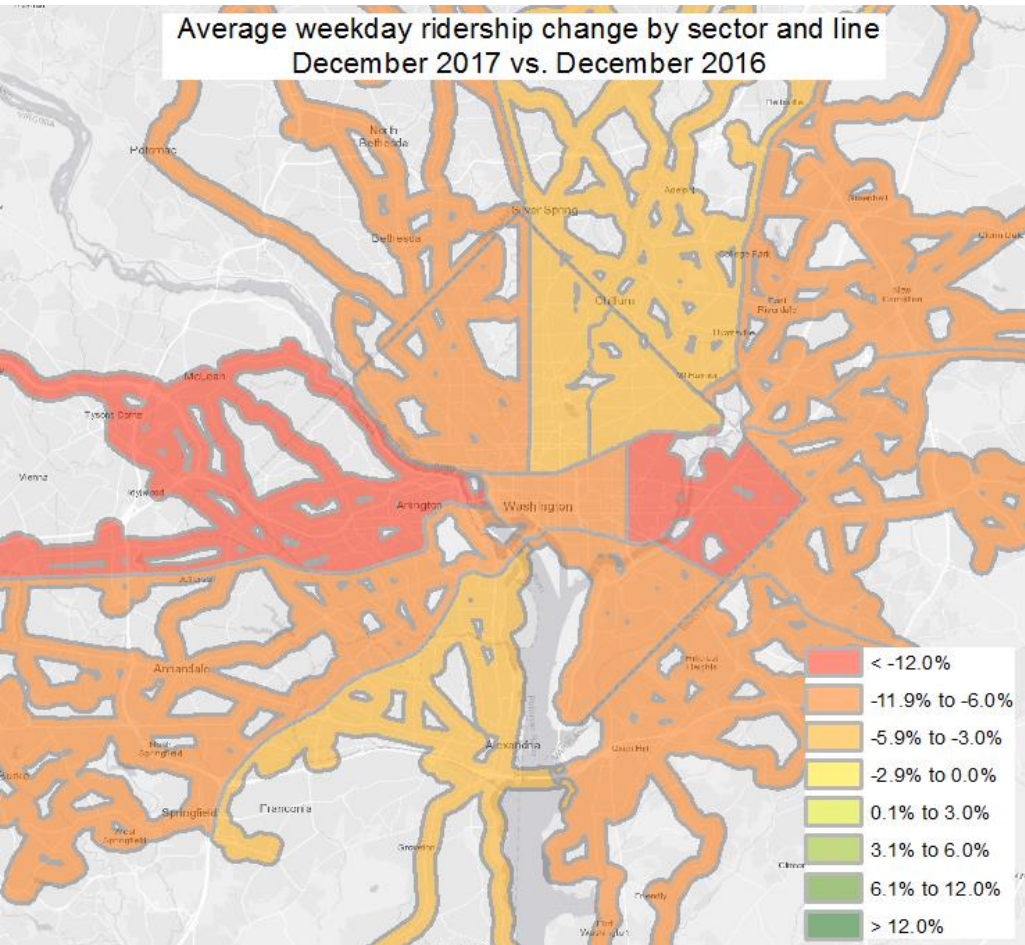
So is rail, outside New York



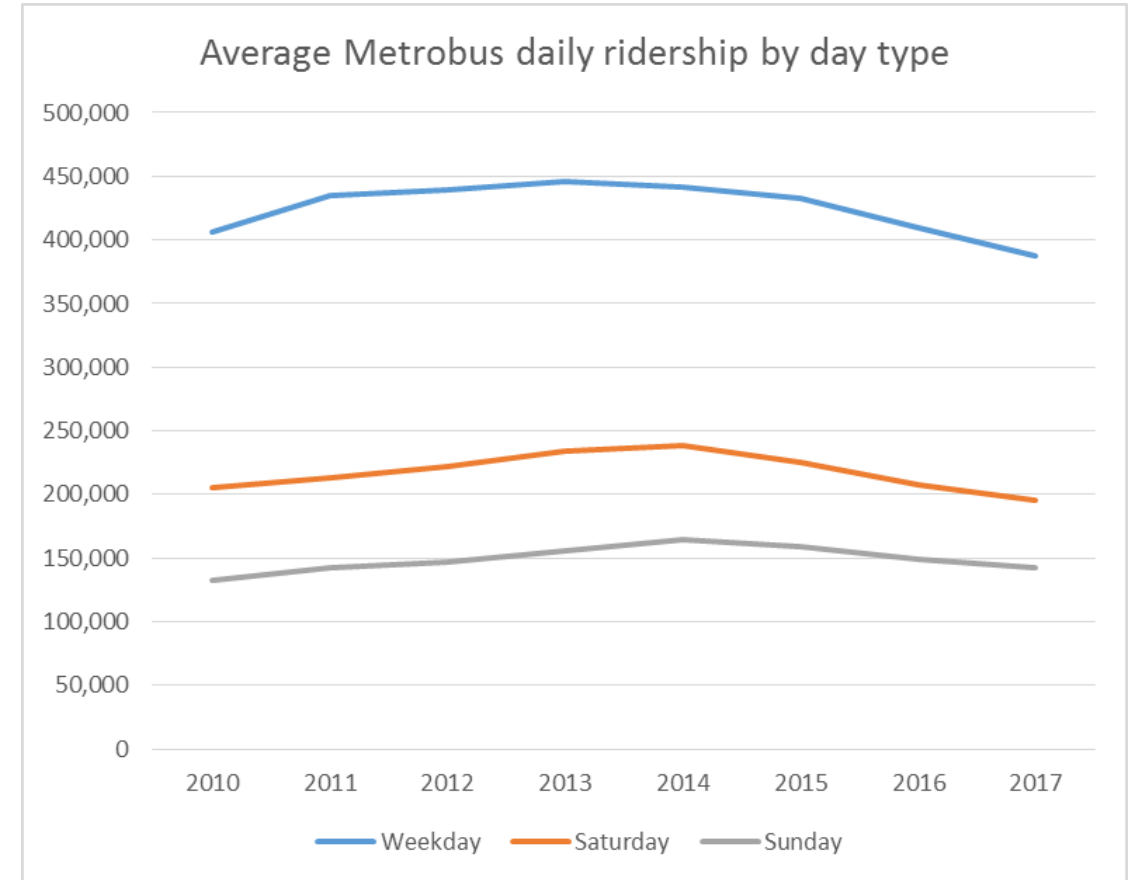
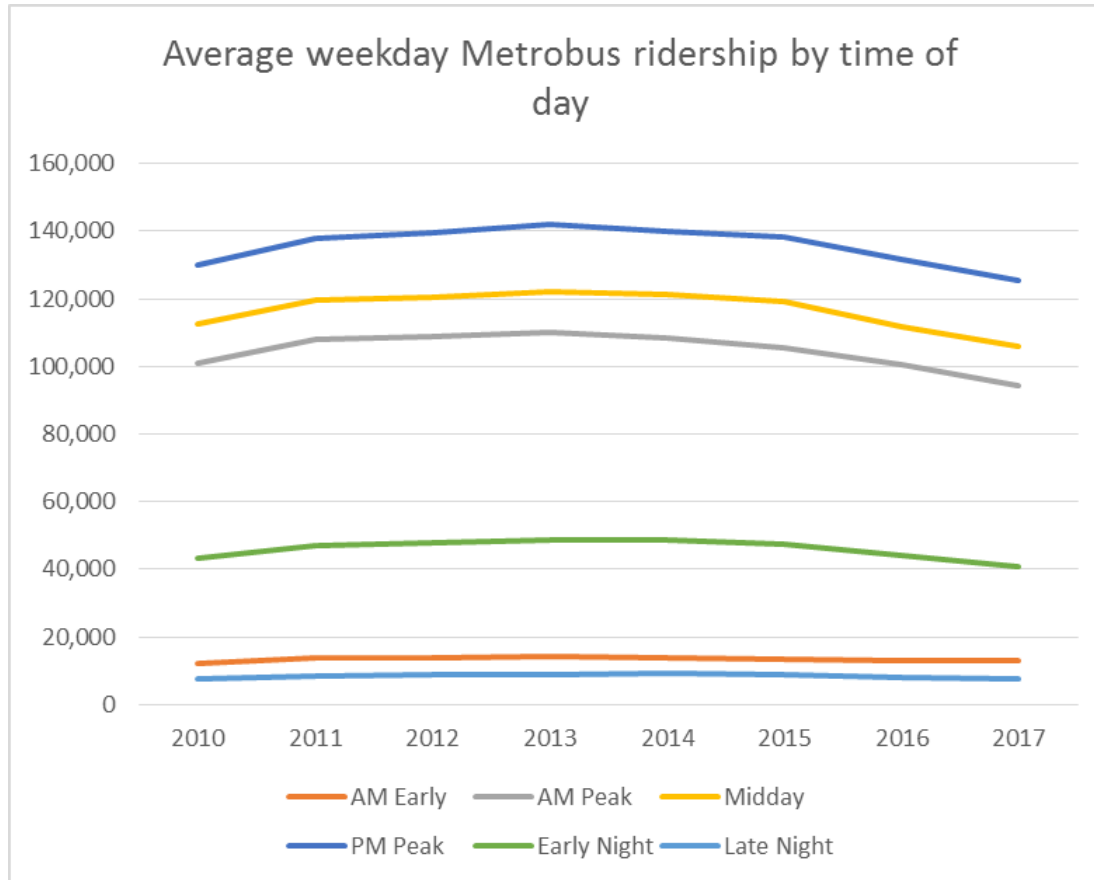
Light rail is mixed



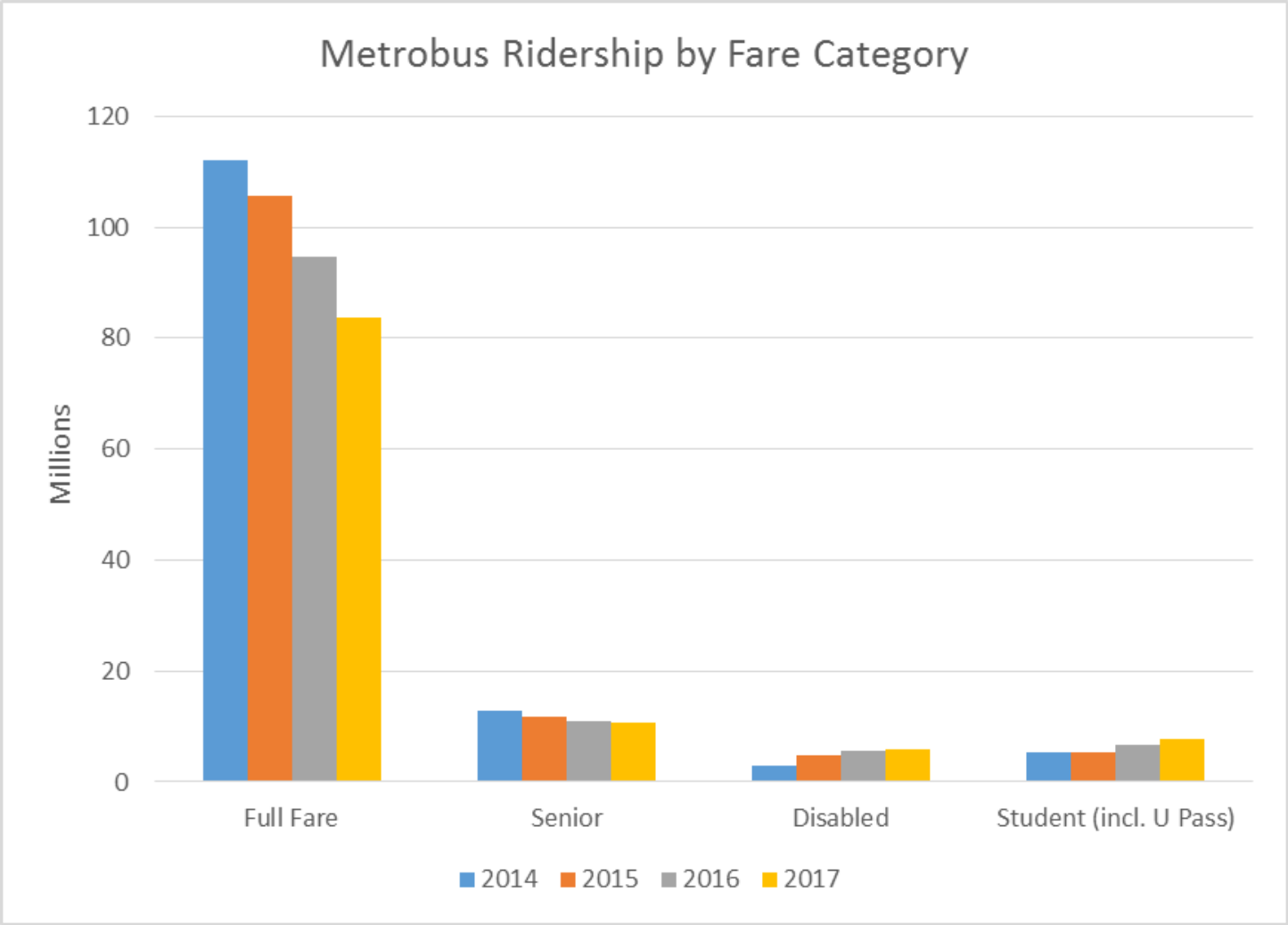
Metrobus ridership is down across geography, seasons...



Times of day, days of the week...



But only some fare types



So why is ridership falling?

- There is no one single cause of ridership decline
- Metro's new ridership model provides statistical evidence for some factors
- Anecdotal evidence, surveys, and other data sources suggest additional factors

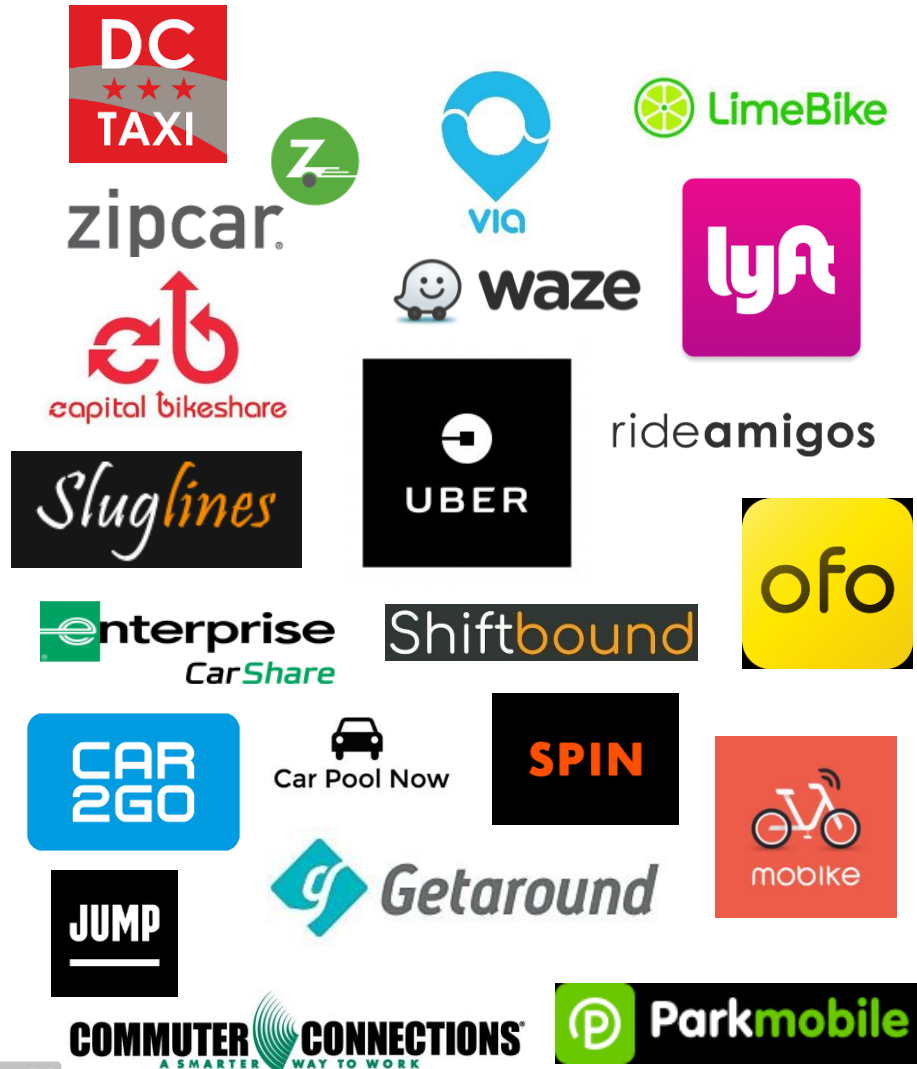
Potential drivers of bus ridership: Factors within agencies' control (broadly speaking)

- Service levels (*revenue hours*)
- Service quality (*average bus speeds*)
- Safety and security
- *Fares*
- Customer experience
- Public perceptions of transit agencies

Metro has been able to model a statistical relationship between ridership and the variables in italics.



Potential drivers of bus ridership: Factors outside agencies' control



- *Gas prices*
- *Population*
- *Employment*
- Demographic shifts
- Land use
- *Weather (rainy days)*
- *Federal closures*
- *Tourism*
- *Special events*
- Changes in mobility:
 - Telework
 - TNCs
 - *Capital Bikeshare*
 - Dockless bikeshare
 - Parking cost and availability
 - Traffic conditions

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