



# Better Bus Network Redesign

TPB Access for All Committee

December 16, 2022





# Agenda

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

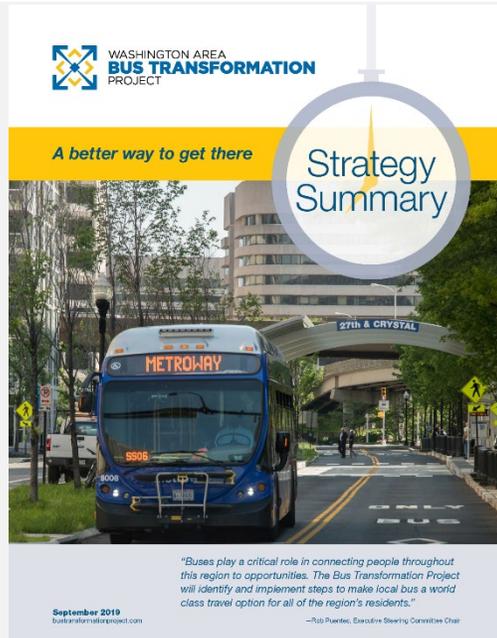
## Meeting Objectives:

Introduce Metro's Better Bus initiative and Network Redesign

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

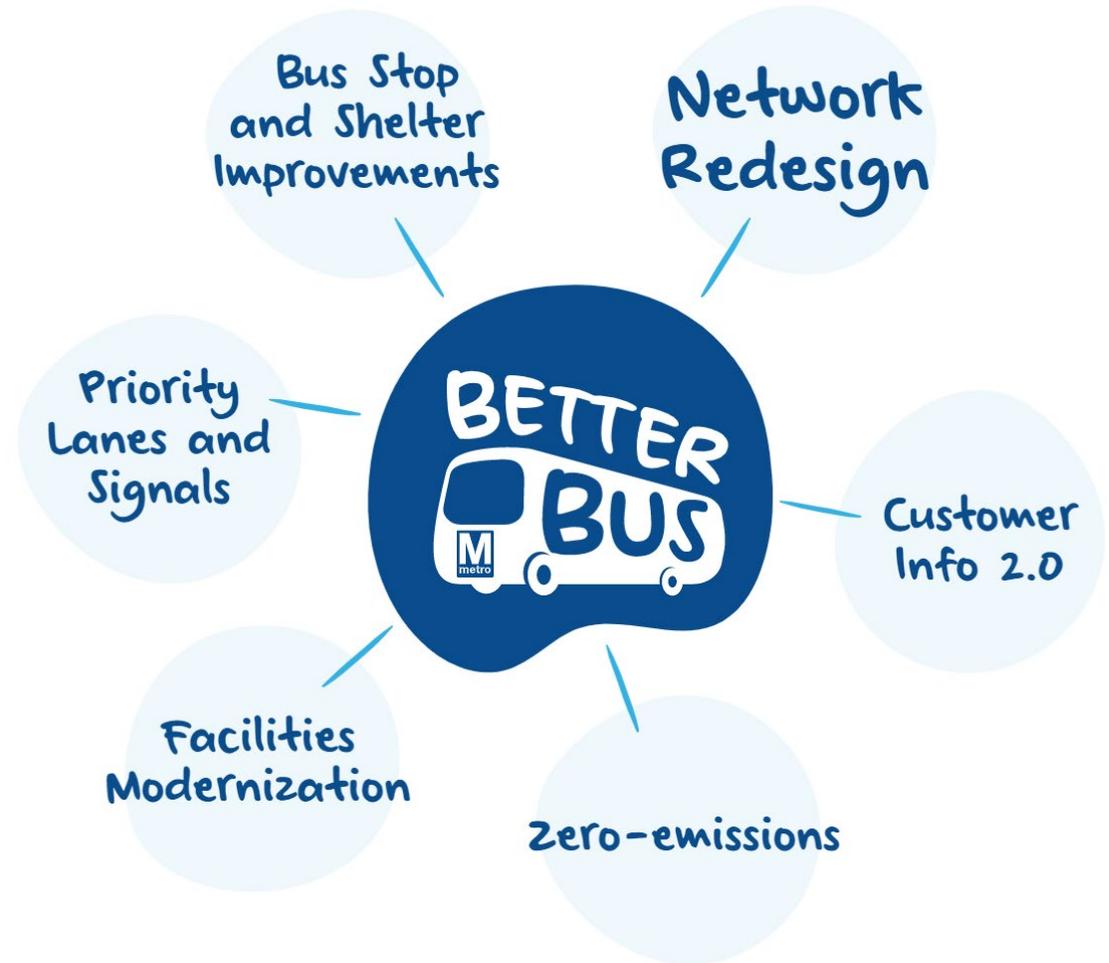


# How Metro is Transforming Metrobus



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

**Outcomes:** 26 recommendations + Action Plan



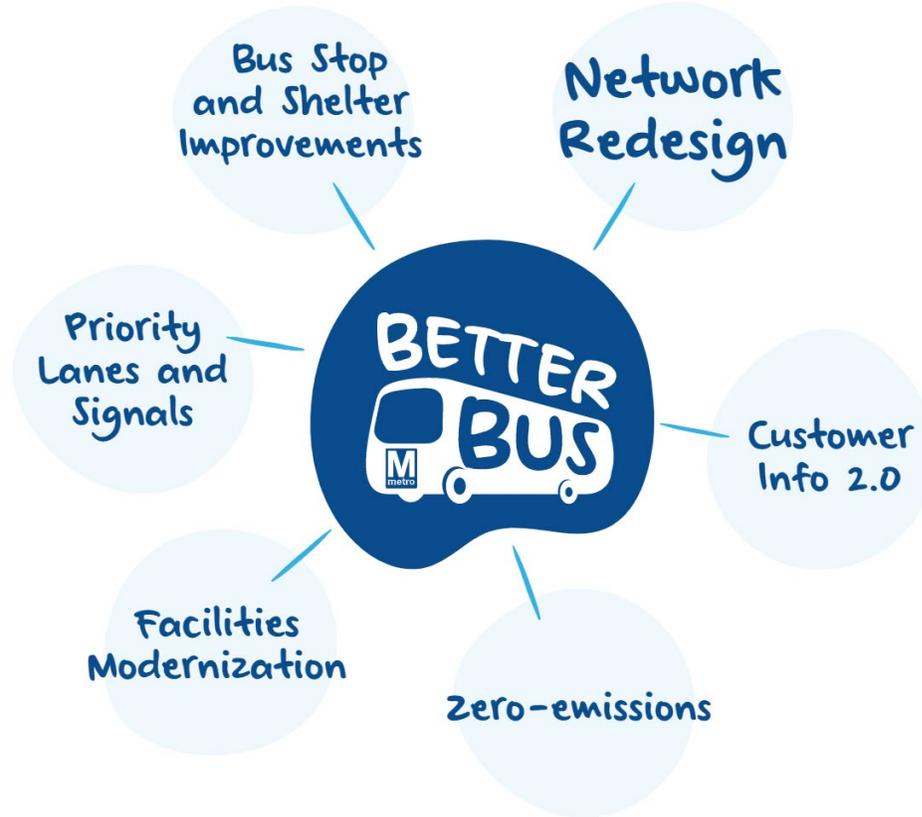
# Better Bus Advances Regional Priorities



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



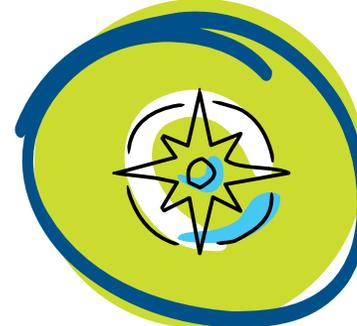
To keep up with our changing region and the people that live and work here



To better connect people to where they need to go



To promote equity, inclusiveness, and access to opportunity



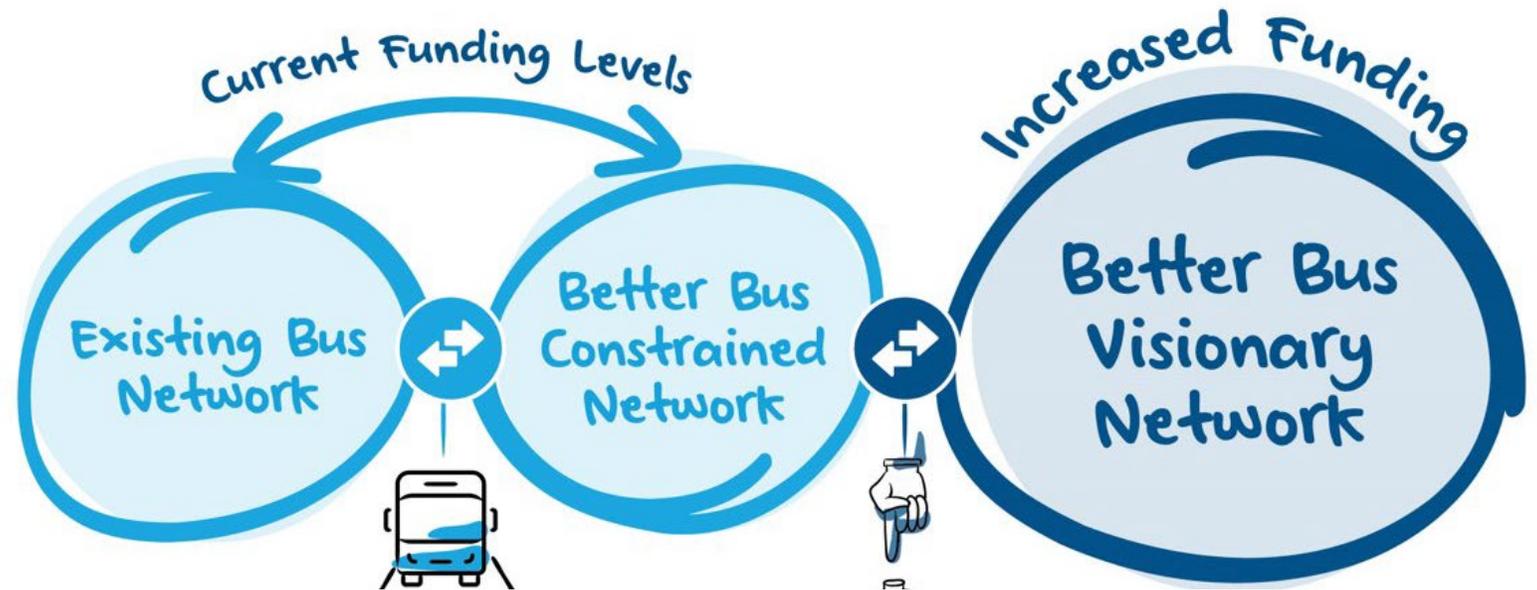
To create a network that is easy to use no matter where you are



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
- An aspirational future network to meet longer-term goals of the region
- Approach to funding Metrobus service across the DMV



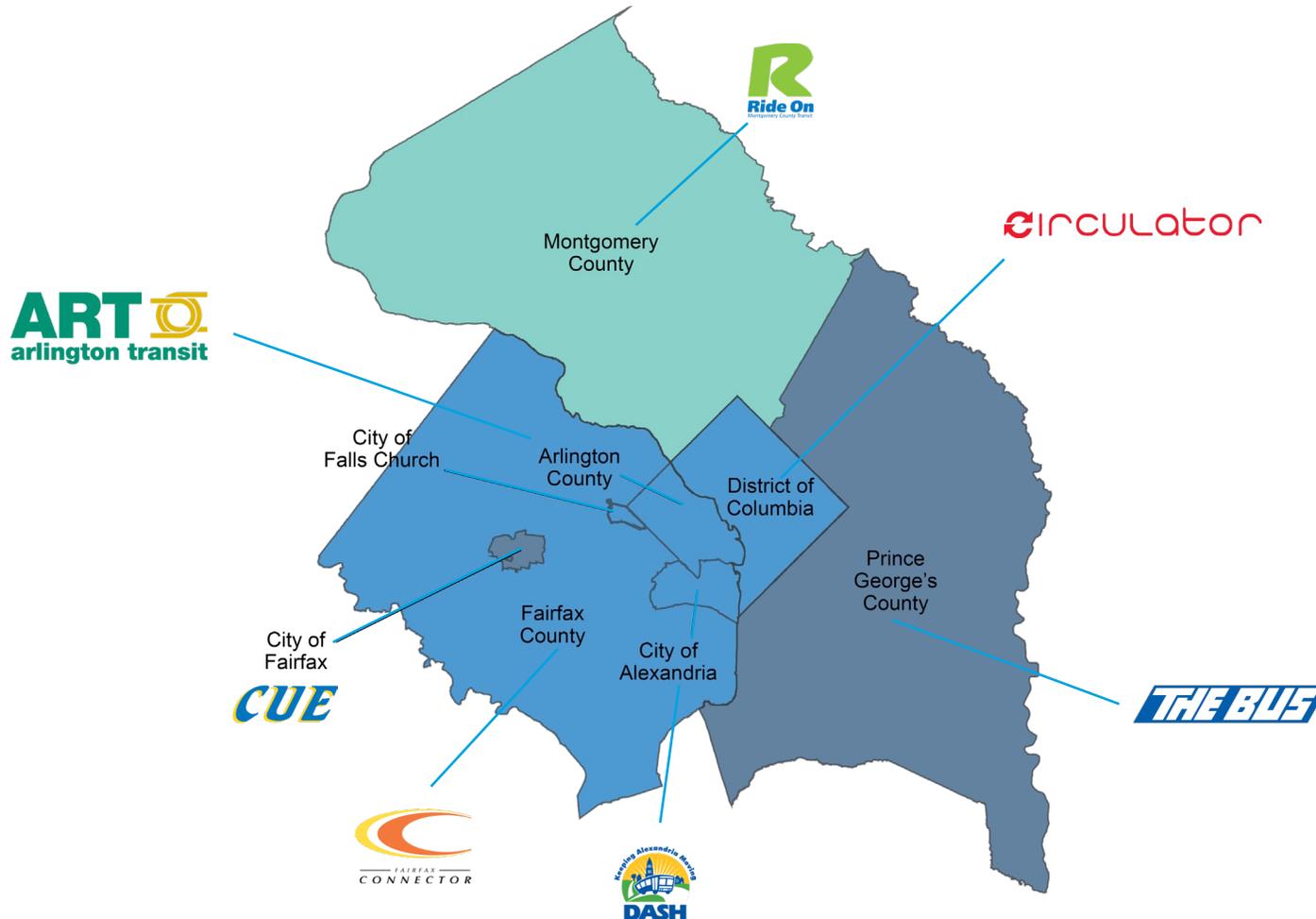


# Guiding Principles

## 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

# Partnering with Local Bus Providers



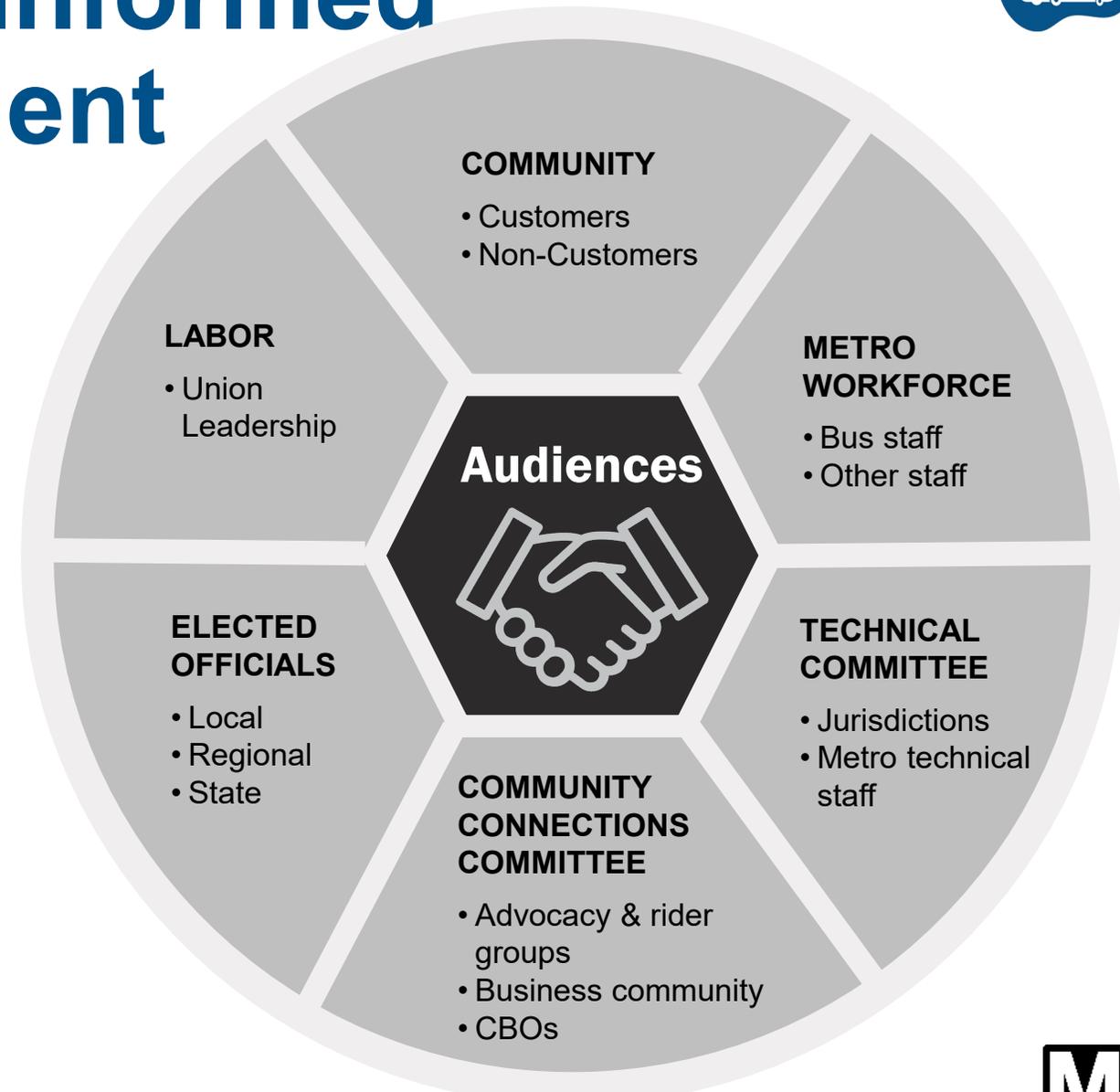
*Metro will work collaboratively with each jurisdiction to design or enhance effectiveness of local bus service*

**Legend**

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

# 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

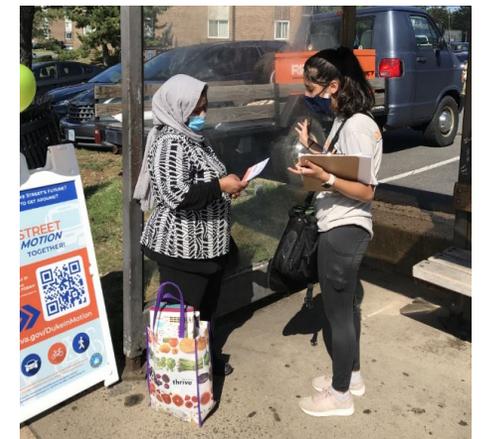


# Engaging Customers

- Project Webpage – English and Spanish (with translation widget capabilities for select other languages)
- Printed take-one cards in all 9 of Metro's languages
- Online public survey in English and Spanish
- Digital Communications Toolkit in English and Spanish
  - Newsletter and social media copy
  - Supporting images
  - Digital copies of the take-ones in all languages



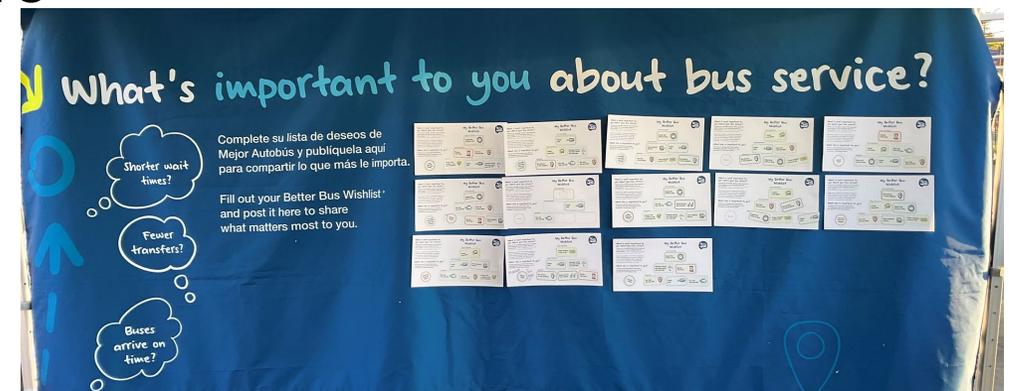
“Roadshow”  
Pop-Up Events



Bus Stop Chats

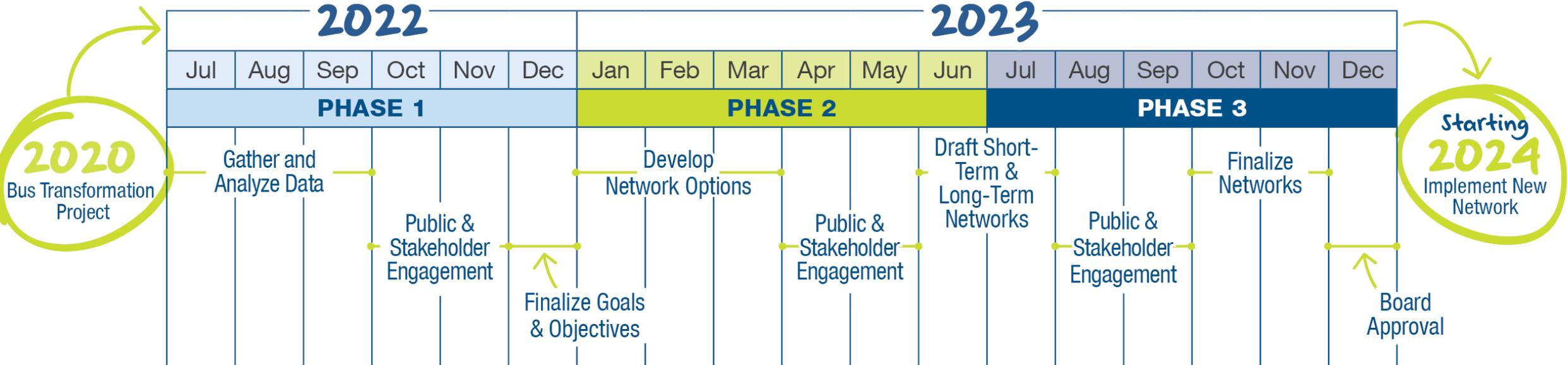
# Customer Input: Themes

- What we heard:
  - Overall satisfaction with regional bus service is GOOD
  - Majority are traveling to WORK
  - Most important improvement is ON-TIME PERFORMANCE
- Customer priorities
  - #1 top of the pyramid sticker is 'Buses that arrive on time'
  - 'More weekend service' and 'Shorter wait time' on second tier
- What does Better Bus look like in the future
  1. Clean
  2. Arrive on Time
  3. More frequent
  4. Faster
  5. Safe





# Better Bus Network Redesign Roadmap



**We are here**





# How You and Your Communities Can Get Involved

[www.wmata.com/betterbus](http://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



# Discussion Questions

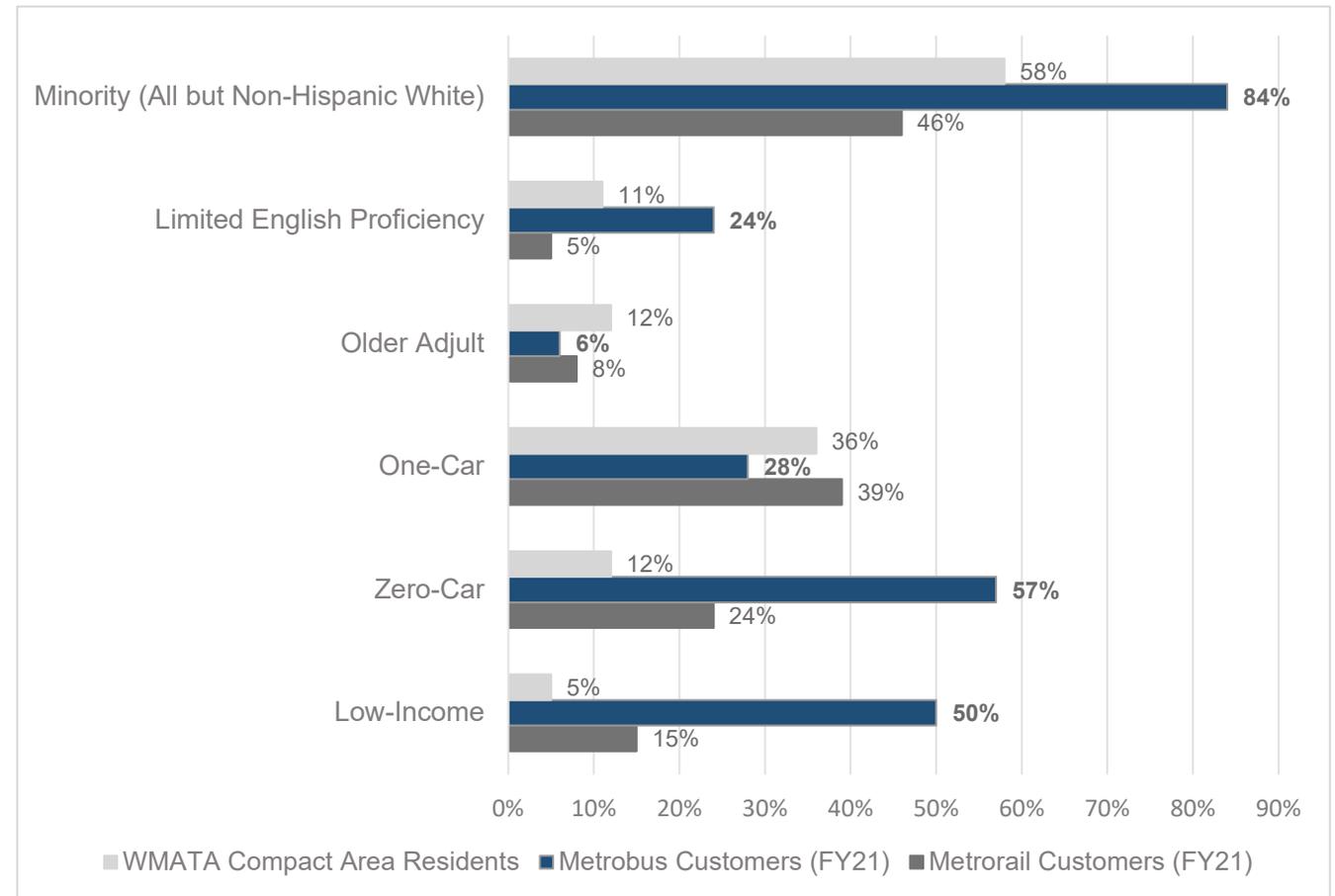
1. What does Better Bus mean to you and your communities?
2. What would make a network redesign successful?
3. What would make a network redesign unsuccessful?



# Appendix

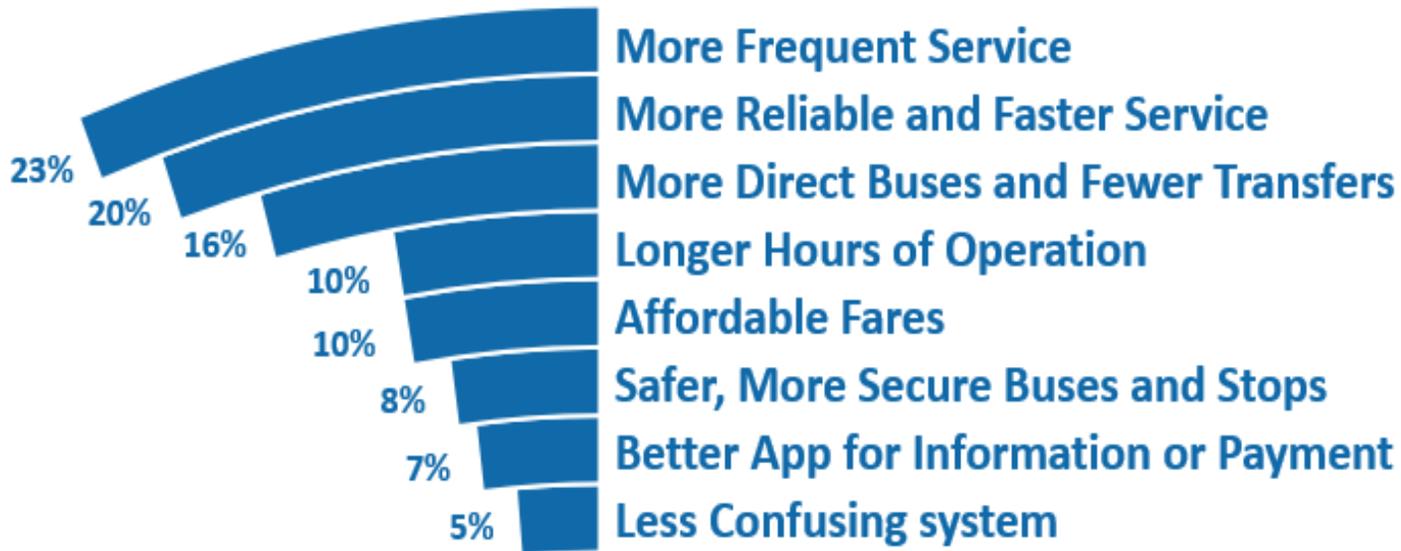
# Bus Customers Are More Likely To...

- 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

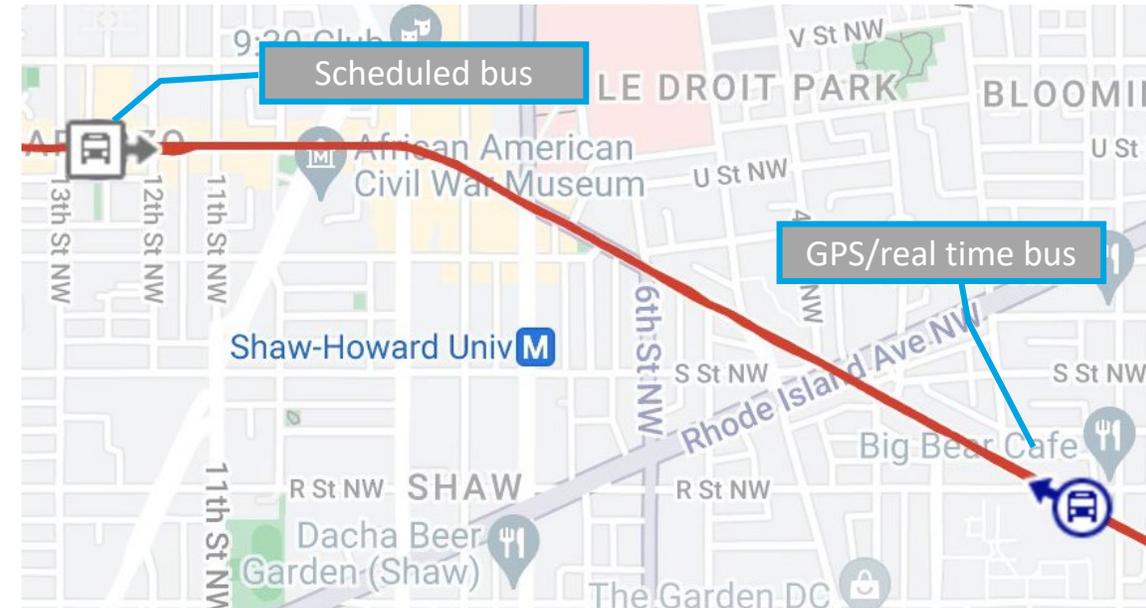
Frequent service that is available 7 days a week is critical to building a useful transit network that people can rely on for all their needs

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

# Customer Information 2.0

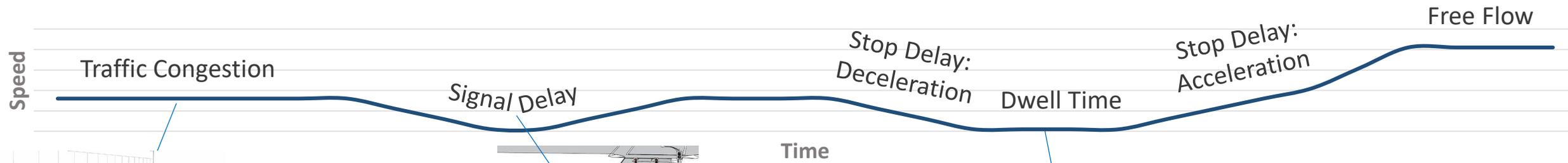
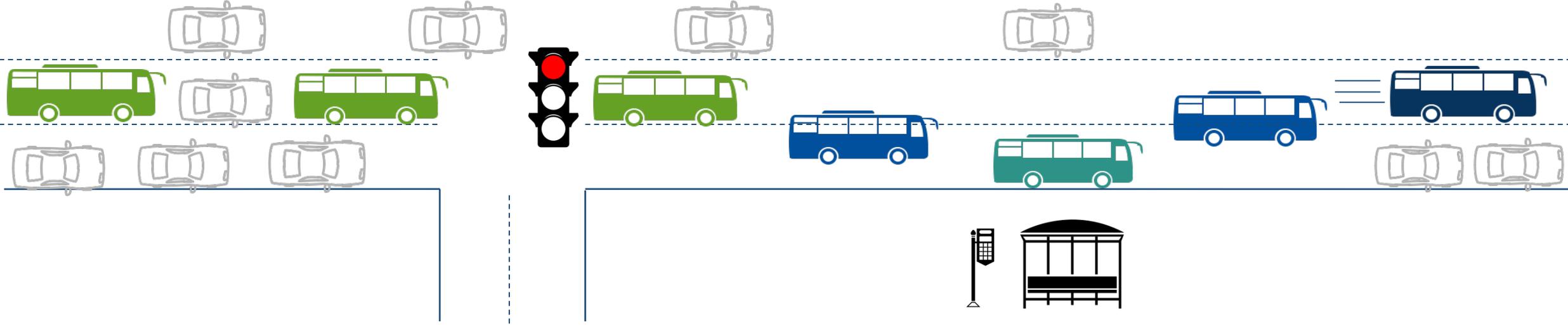
Software upgrades that:

- Remove “ghost buses” from BusETA
- Show cancelled trips in real-time info
- Provide stop-specific alerts (e.g. closures, relocation)
- Show real-time information when running inclement weather schedules
- Show detours on bus signage

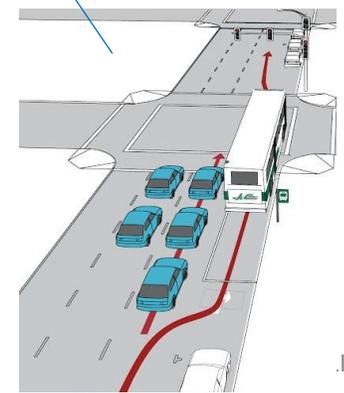


- H ST NW + 6TH ST NW
- H ST NW + 7TH ST NW **approaching** **Crowded**
- H ST NW + 9TH ST NW
- H ST NW + 11TH ST NW
- FRANKLIN SQUARE + BUS BAY A
- I ST NW + 15TH ST NW **< 1 stop away** (Schedule Data)
- H ST NW + 16TH ST NW **approaching** **No Crowding**

# Bus Priority Treatment Opportunities



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

# 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

- Transitioning to ZEBs will improve regional air quality, reduce greenhouse gas emissions and provide customers with a quieter, more comfortable ride.
- Metro’s commitments include:
  - Transition to a 100 percent ZEB fleet by 2045
  - Purchase only ZEBs starting in 2030
- Activities underway to realize these goals:
  - Currently converting Northern and Bladensburg garages to support ZEB operations
  - Test and Evaluation Program to acquire and test vehicles, chargers, equipment, and software to determine what works
  - Transition Plan to be complete by December defining process to convert all vehicles and facilities

