



Better Bus Listening Session

Transportation Planning Board

November 16, 2022



Purpose

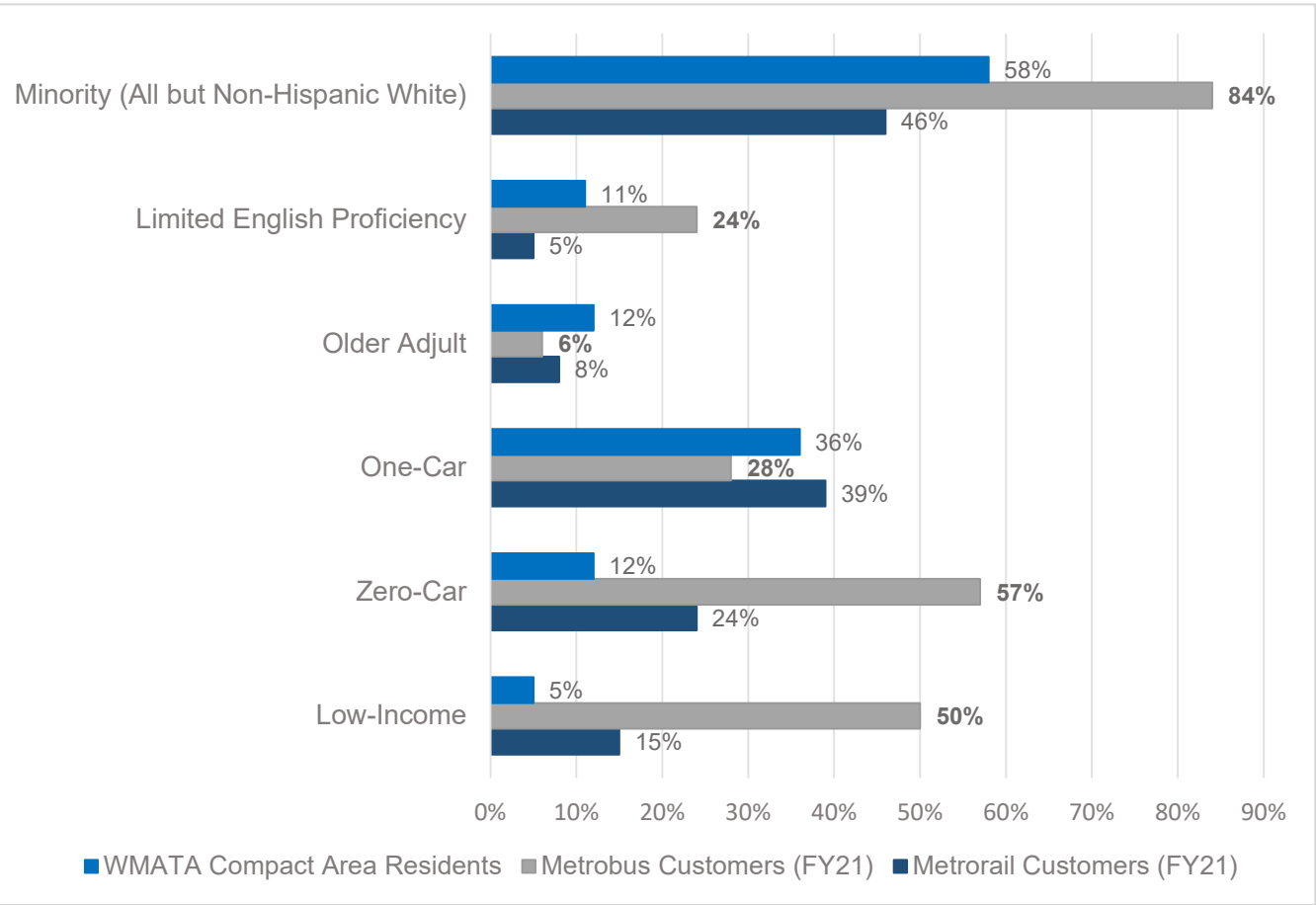
To better understand partners and constituents needs and priorities to improve bus service



Bus Customers Are...

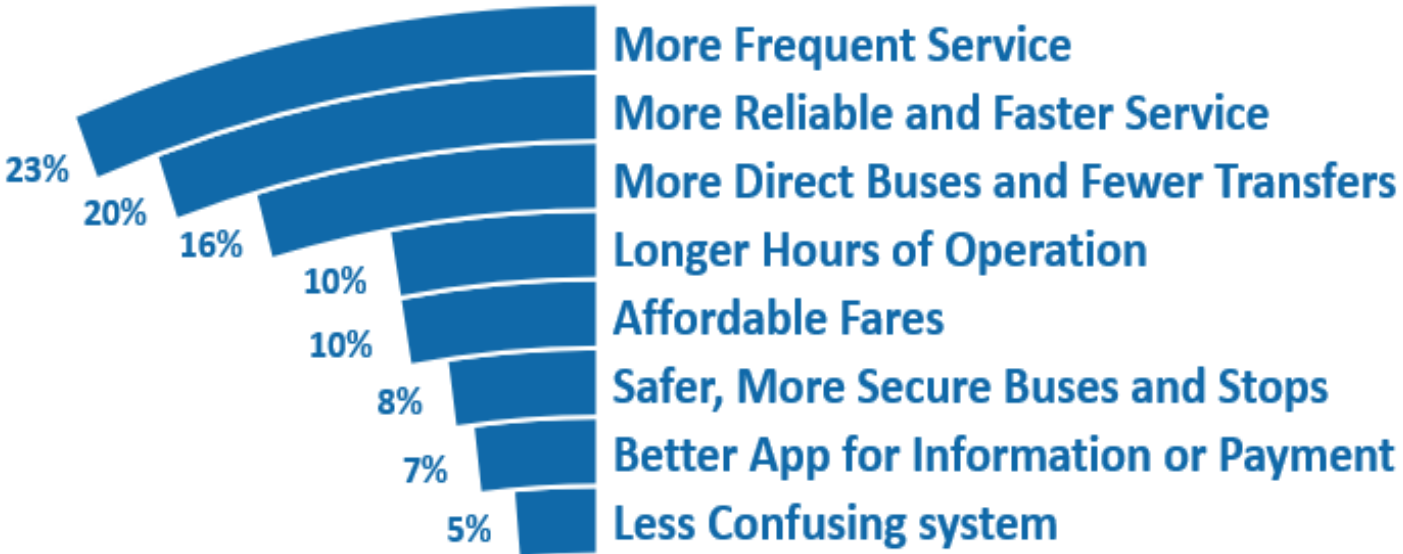
Bus riders in the region are more likely to:

- 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!

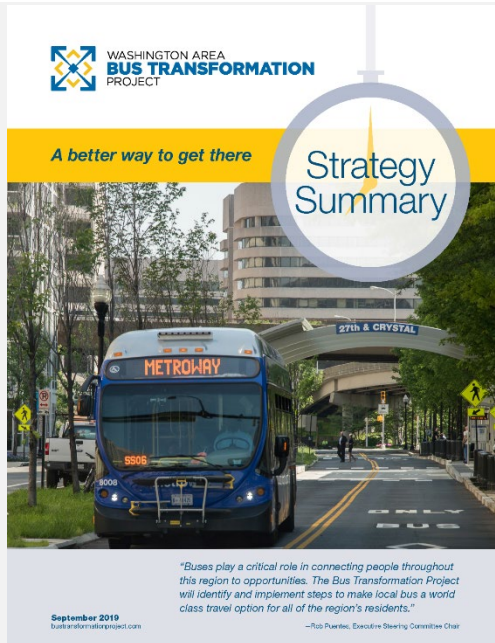
...ridership here would increase exponentially if buses were frequent and preferably in dedicated lanes

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

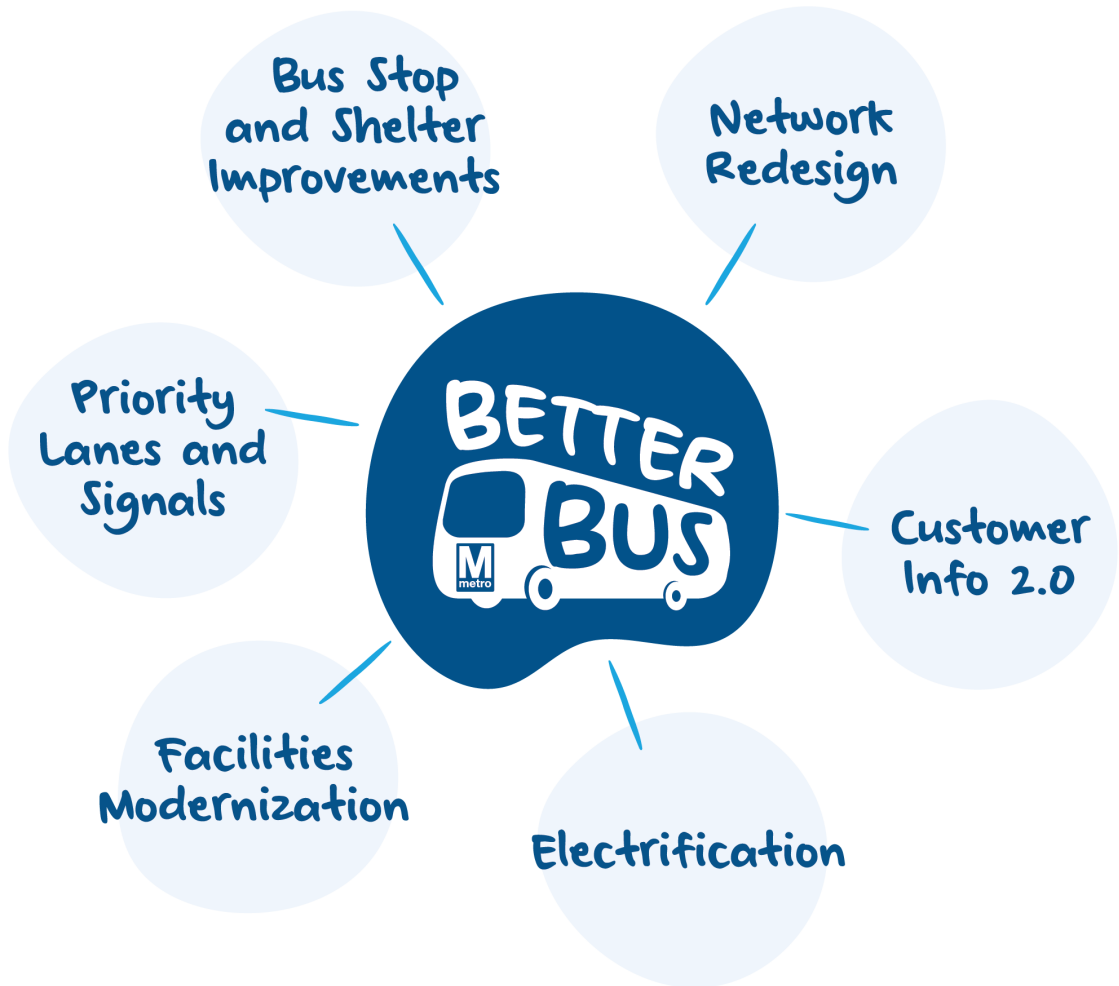


Better Bus Will Deliver...



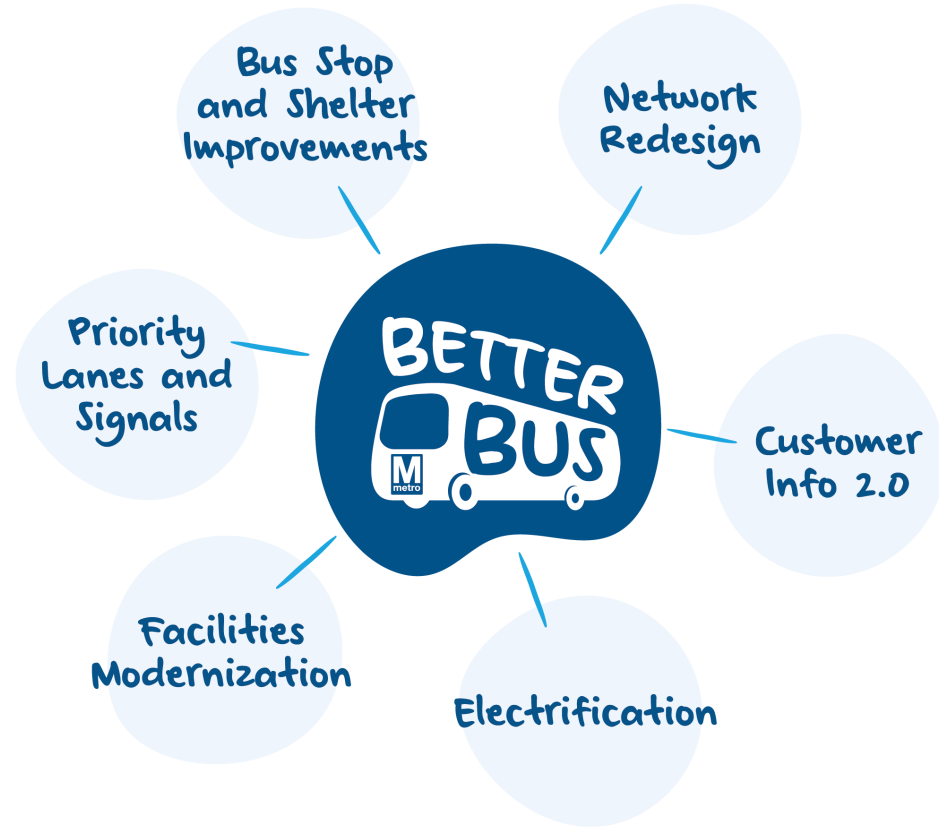
Purpose: Transform bus into a fast, frequent, reliable, affordable system that feels unified





Outcomes: 26 recommendations + Action Plan



Better Bus Advances Regional Priorities

Region's Plans and Priorities

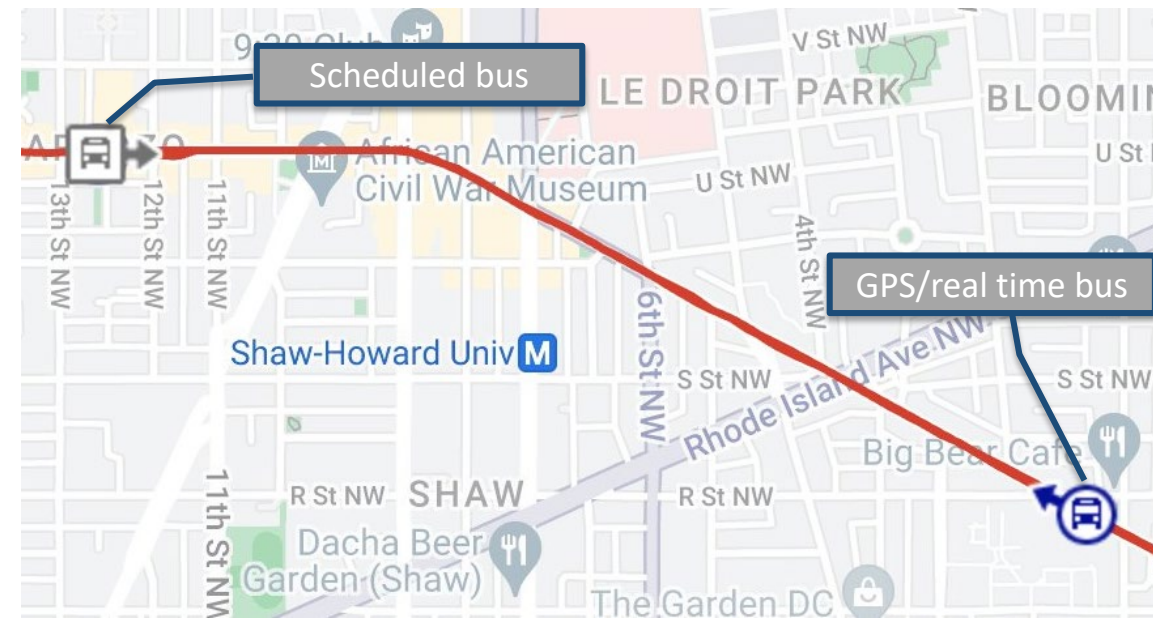


-  Reduce greenhouse gases (GHG)
-50% by 2030, -80% by 2050
-  Reduce vehicle miles traveled (VMT)
-  Increase the share of transit, walking, biking
-  Center equity in regional plans

Customer Information 2.0

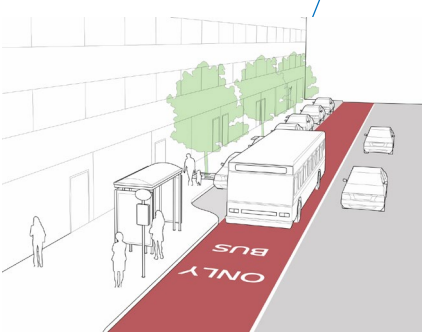
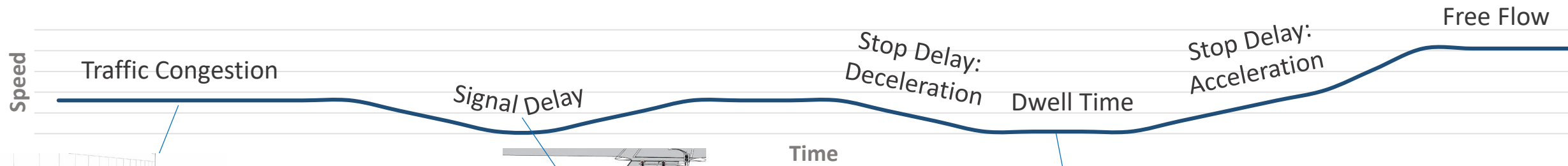
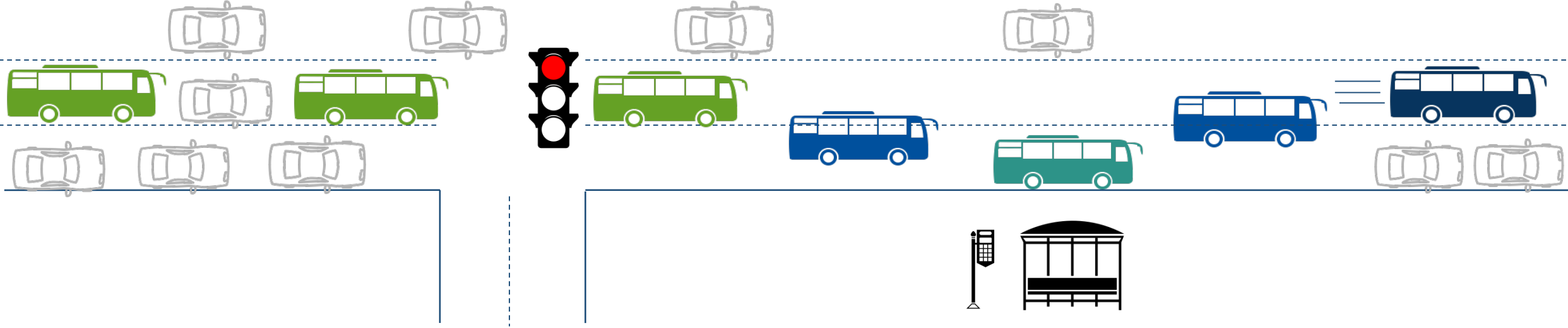
Software upgrades that:

- 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

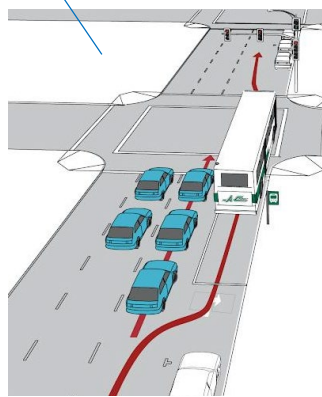


- H ST NW + 6TH ST NW
- H ST NW + 7TH ST NW 🚌 approaching ● Crowded
- H ST NW + 9TH ST NW
- H ST NW + 11TH ST NW
- FRANKLIN SQUARE + BUS BAY A
- I ST NW + 15TH ST NW 🚌 < 1 stop away (Schedule Data)
- H ST NW + 16TH ST NW 🚌 approaching ● No Crowding

Bus Priority 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



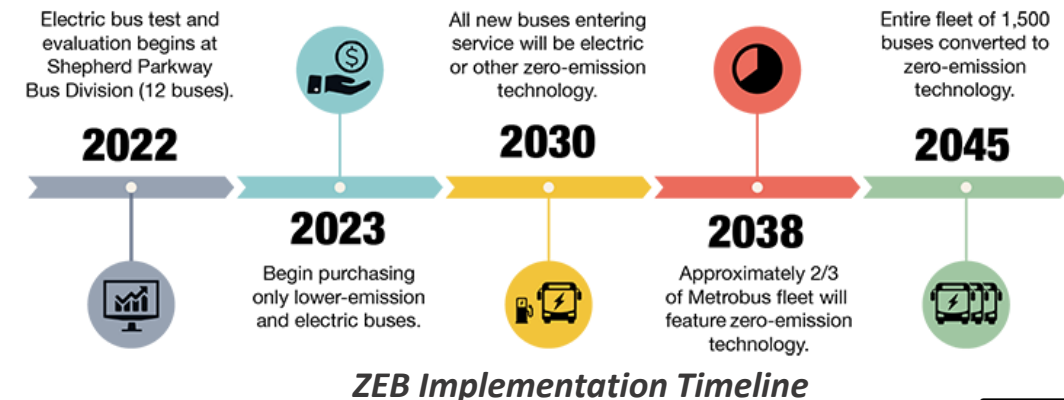
- Design of tactical bus lanes in Prince George's and Montgomery Counties
- Automated camera enforcement of bus lanes in partnership with the District of Columbia
- All-door boarding on three pilot bus routes in Virginia, District of Columbia, and Maryland
- Maintenance and program improvement of Transit 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

- 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



Metrobus Battery Electric Bus



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

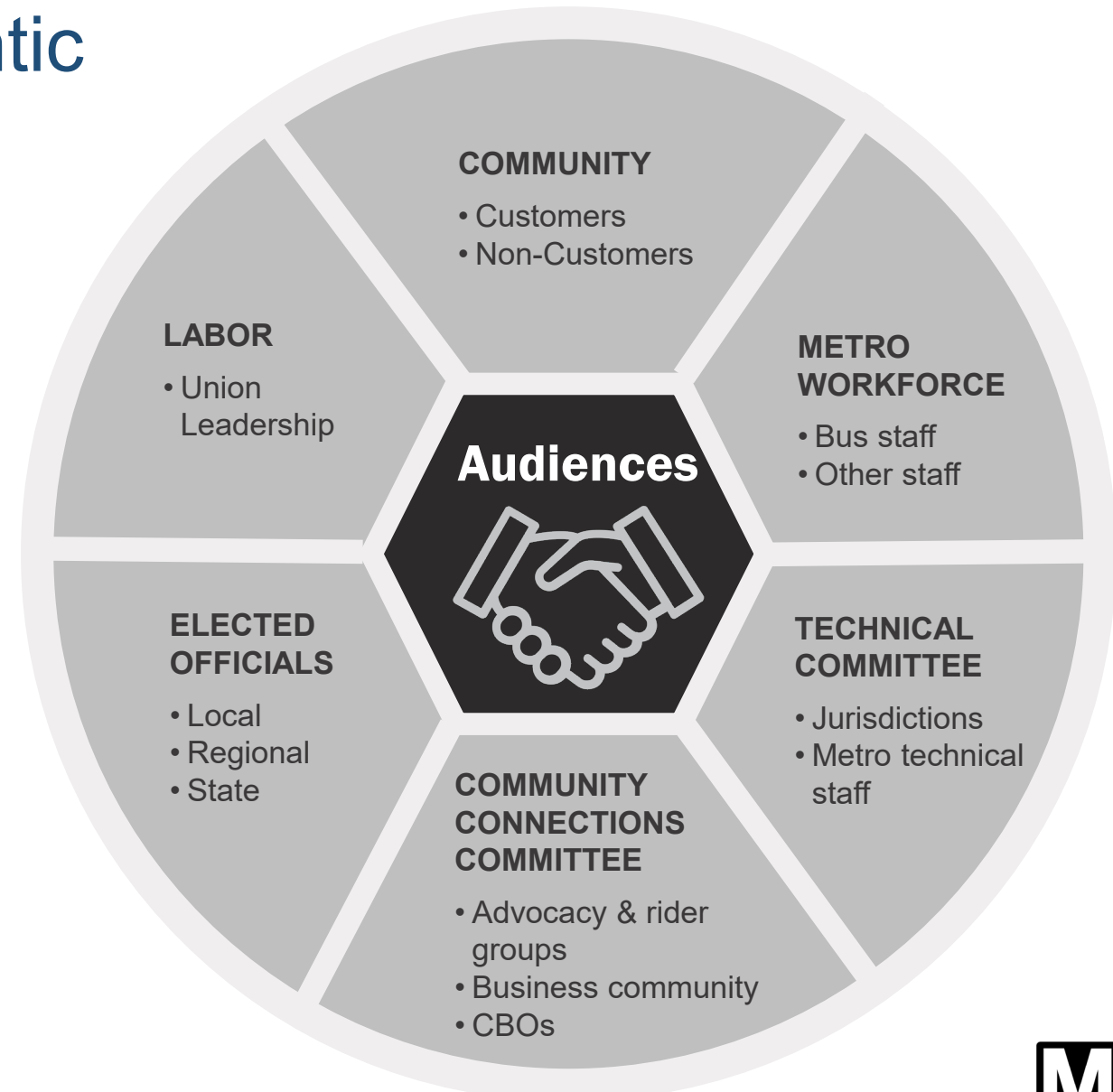
Guiding Principles

Principles that will guide project approach and decisions

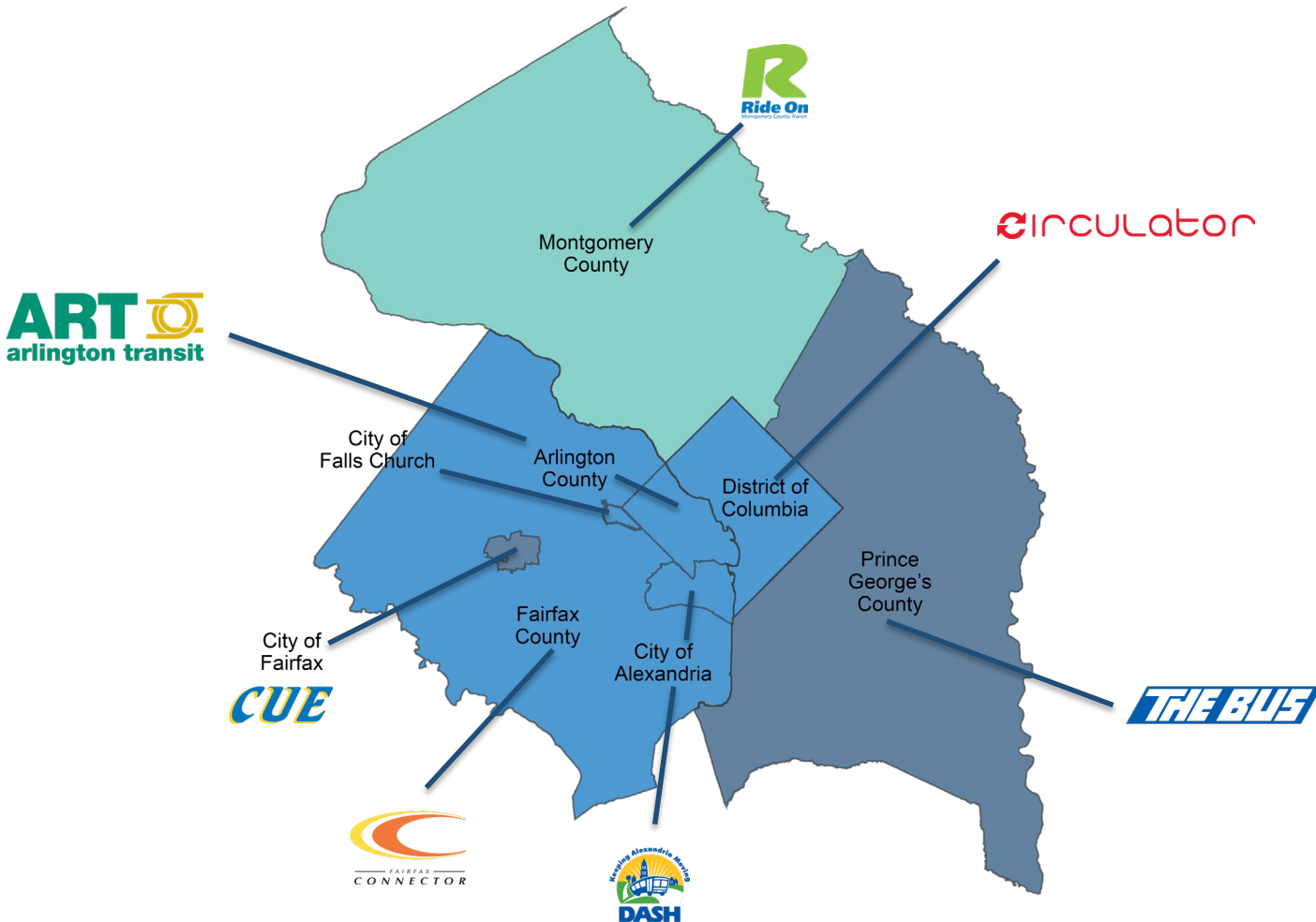
- Ensure a customer-focused and regional perspective
- Engage and communicate authentically, inclusively, and transparently
- Ensure equity is a value throughout the project
- Allow customers' input, region's needs, data, and service guidelines to drive decisions
- Attract customers with frequent, reliable,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

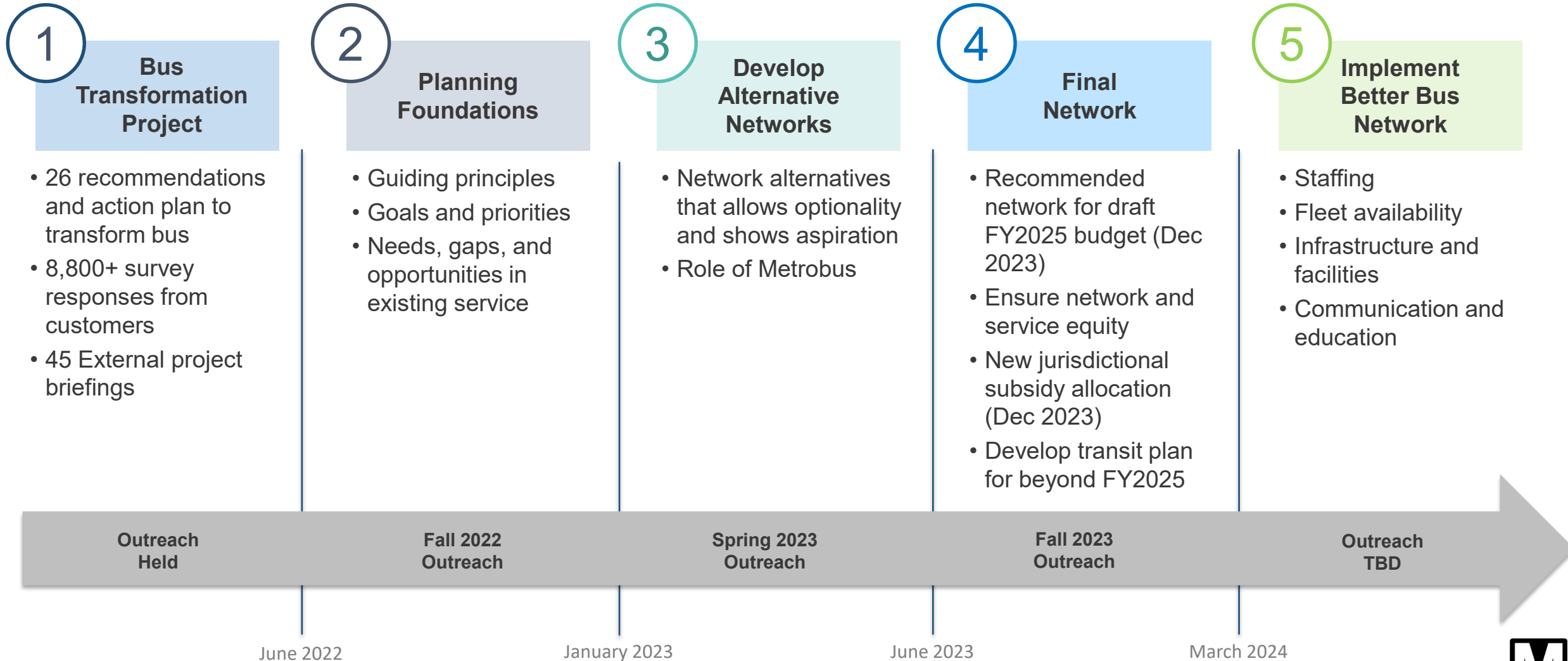


Metro will work collaboratively with each jurisdiction to design or enhance effectiveness of local bus service

Legend

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

Service Redesign | Roadmap

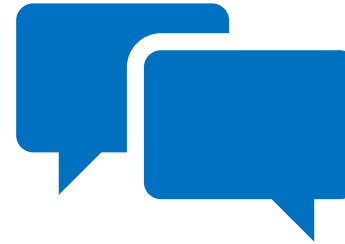


How You and Your Constituents Can Get Involved

www.wmata.com/betterbus



Sign up for our e-newsletter to get project updates



Share or post on social media or through your communities using information in our communications toolkit

We Want to Hear from You!

- As a regional leader, what does Better Bus mean to you, and for your constituents?
- What opportunities do you see to make buses better in your community? In the region?
- How can we, as TPB, prioritize transit improvements against other needs?