

Bus Transformation Project

A better way to get there

Washington Area Bus Strategy and Roadmap

Buses are the Lifeblood of the Washington Area

The Washington, DC area relies on an integrated transportation network, and buses are integral to the area's transit system. Free of major infrastructure constraints, buses extend the reach of transit into communities across the region, connecting residents with jobs, education, healthcare, and social events.

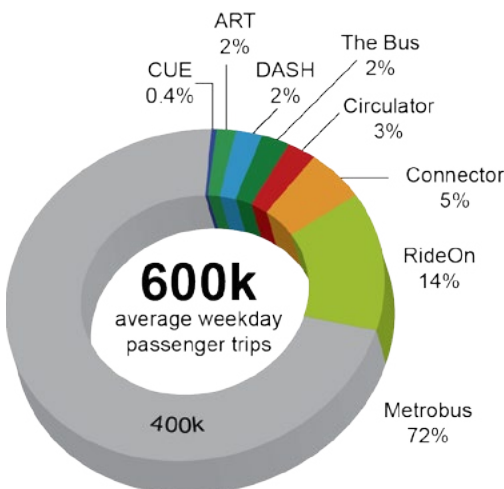
The Region Needs a Strategy and Action

The region's business model for running a sustainable bus network must be updated. In the past few years, options for residents to move around the Washington area have increased dramatically and public transit, especially buses, has tried to keep up. Metro and the jurisdictions have studied and planned tactical, local improvements to bus services, but these ad-hoc improvements have fallen short of stabilizing or strengthening the business model for this century.

The Road Ahead

The Washington area needs to develop a viable 21st Century transit business model that reimagines the future of regional mobility and the long-term role of buses in the region. This effort is an opportunity to improve services for customers, develop better ways to fund the system, create clear expectations for transit agencies and roadway operators, and transform organizations to be nimble in the face of a quickly changing landscape. The **Bus Transformation Project** is a regionally-developed mobility strategy that clearly defines the roles of buses and bus operators, advances innovations, thinks boldly about the future, and creates a roadmap to get us there.

Regional Weekday Passenger Trips



Source: National Transit Database 2015

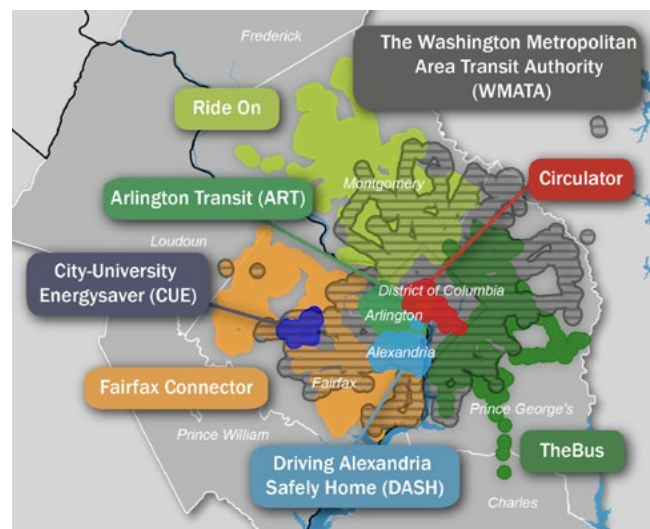
Building a Strategy – Together

Transforming the bus system requires a unified effort by regional stewards, jurisdictional leadership, Departments of Transportation, transit providers, advocates who want transit to succeed, and the customers and businesses who rely on transit. This effort requires thoughtfulness and statesmanship as it will inevitably take on tough choices. Stakeholders will engage at a deep level to understand the consequences of different decisions.

The effort will need to address five core challenges:

We need to...	Challenge details (examples)
1. Better meet customer expectations and demands	<ul style="list-style-type: none"> Customers want reliable, frequent, safe, and faster service Transit industry has not embraced the customer information revolution
2. Quickly adapt to changing technology and mobility landscape	<ul style="list-style-type: none"> Customers expect bus to be better integrated with other mobility options The region has the opportunity to lead in defining and integrating new technologies
3. Address our sub-optimal cost structure	<ul style="list-style-type: none"> Bus operations is highly labor intensive Routes are often congested, or underused, due to mismatches between service and demand
4. Clearly define regional agency roles and responsibilities	<ul style="list-style-type: none"> Transit operators and roadway owners do not share the same incentives Service standards do not clearly define classes of service or guide decisions on who should operate
5. Refresh the approach to determine who pays for bus service	<ul style="list-style-type: none"> Funding formulas need to be tied to benefits of the system Metrobus subsidy growth must be kept under three percent per year

Regional Bus Provider Service Areas



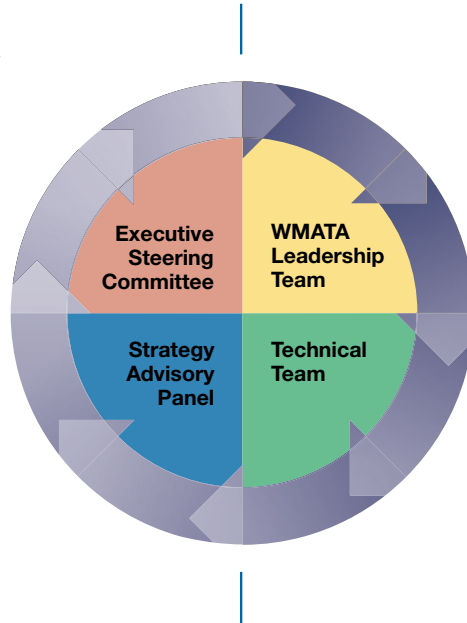
Broad Stakeholder Engagement

Project committee structure aligned for decision making:

Executive Steering Committee

Recognized leaders closely involved with strategy development manage political risk and benefit to the region.

- Transportation thought leaders
- Business leaders
- Regional advocates
- Labor representatives



WMATA Leadership Team

Decision makers within Metro manage evaluation that affects organization and operations.

- PM, Office of Planning
- Bus Planning
- Performance
- Communications
- Chief Operation Officers

Strategy Advisory Panel

Senior staff and appointed members review major work products and advise consultant team.

- Transportation and transit managers
- Citizen appointees
- Operator representatives
- Labor representatives
- Transit advocates

Technical Team

Recognized discipline leaders within Metro and senior jurisdiction transit staff review technical and financial analysis.

- Specialized staff from planning, bus, and performance
- Senior transit staff from each jurisdiction

Public engagement aligned to identify priorities and needs:

- Focus groups of riders and non-riders
- Survey of rider and non-rider priorities
- Public workshops

Stakeholder Focus Groups

Hear from people who are already involved with the system, such as community groups and labor organizations



Public Communications

Offer multiple forms of information to maximize thoughtful input from people across the region



Strategy and Roadmap Schedule

