

# Washington Region Bus Ridership Trends

Catherine Vanderwaart

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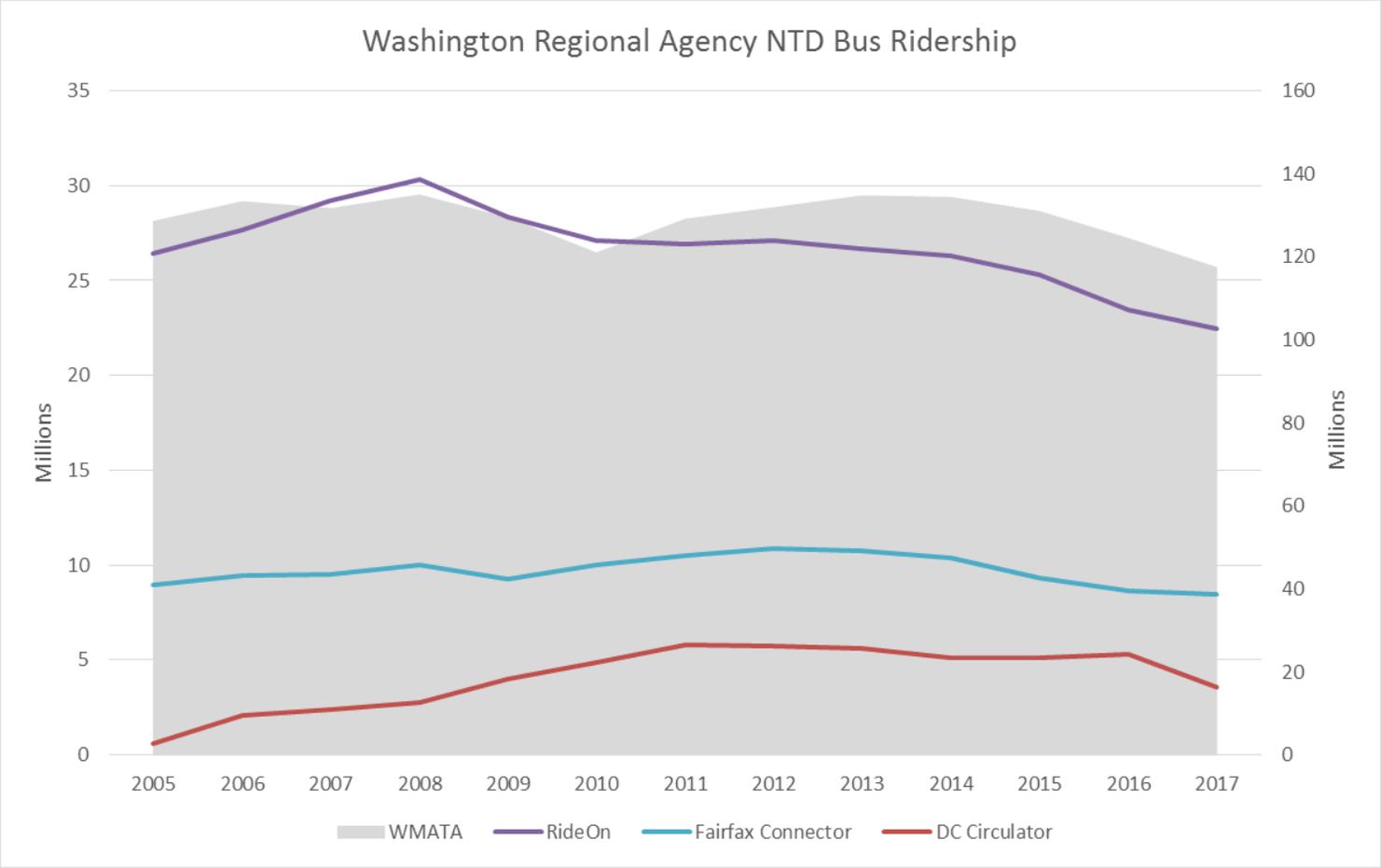
Washington Metropolitan Area Transit Authority

# Overview

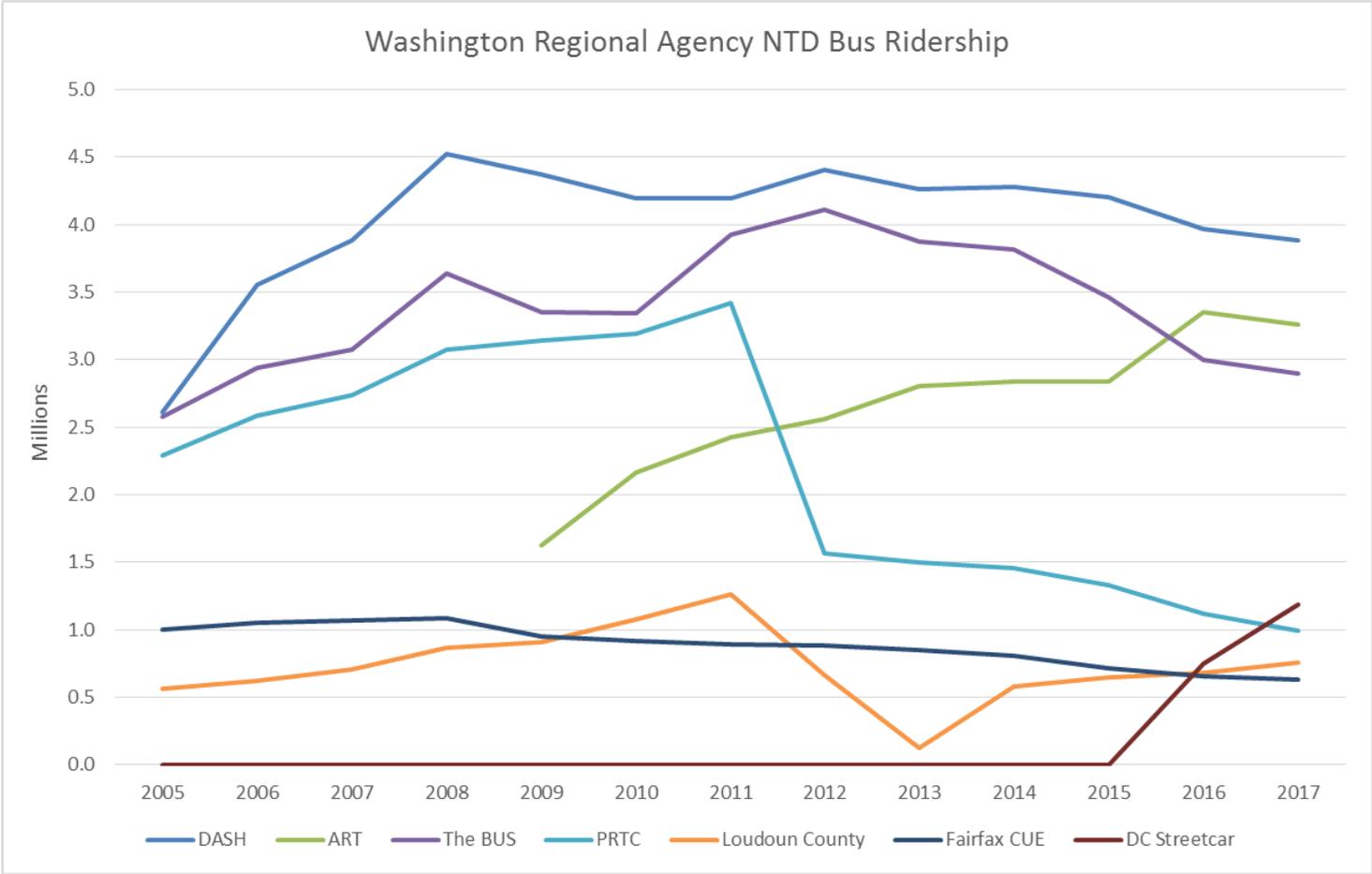
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- Ridership at Washington, DC area agencies
- Ridership at national peer agencies
- Metrobus ridership statistics
- Factors influencing bus ridership

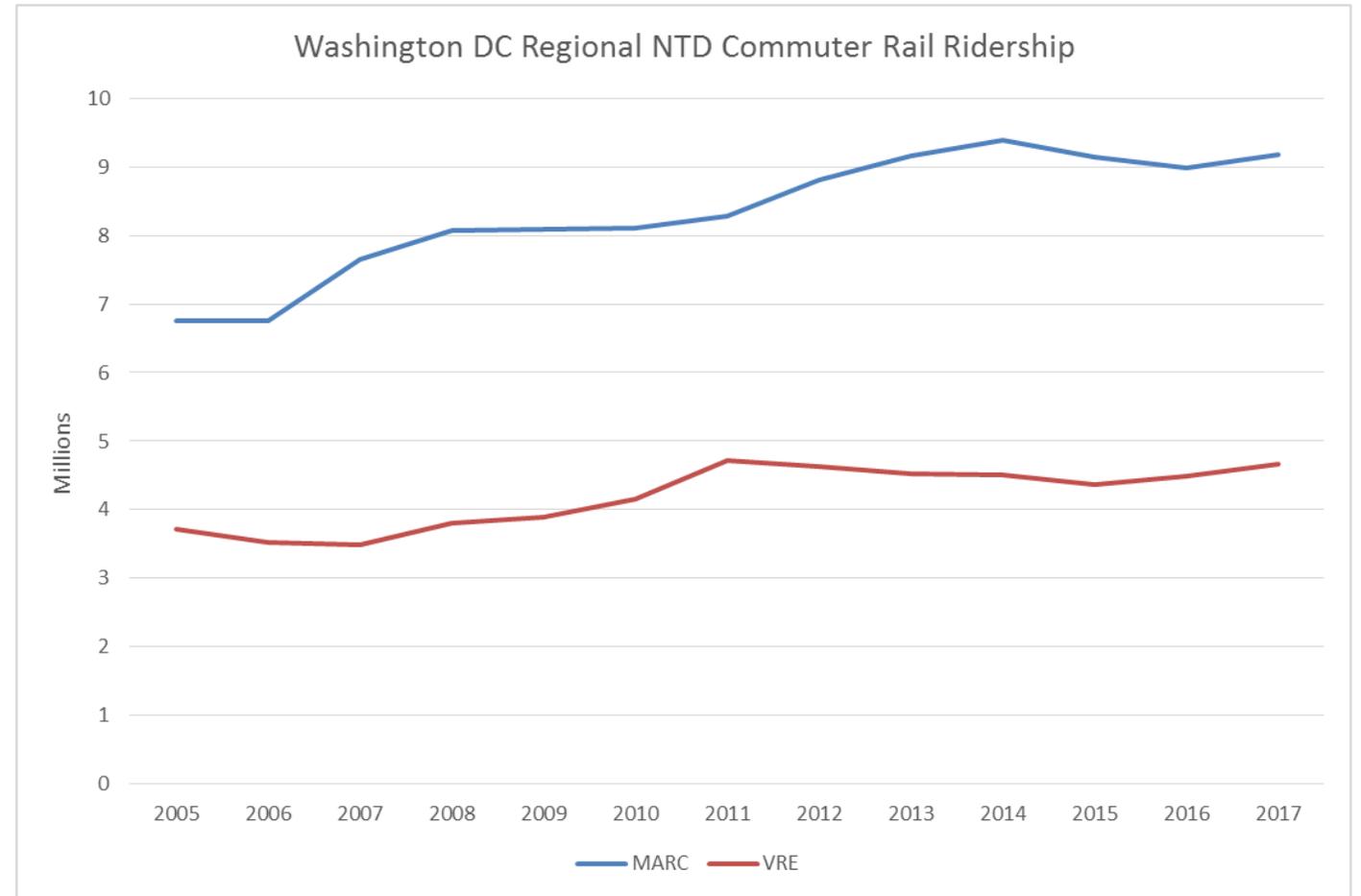
# Bus ridership is falling across the region, part 1



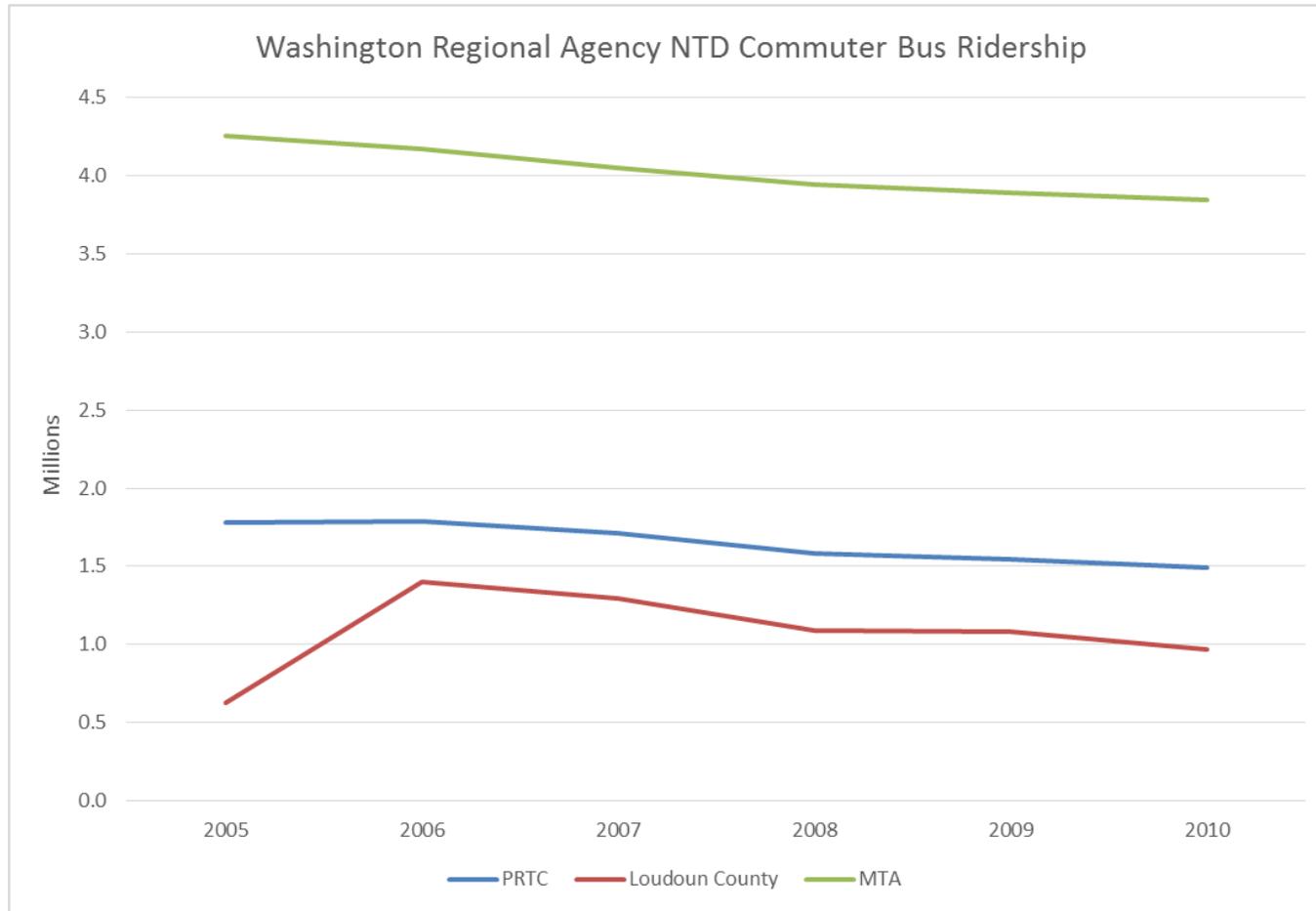
# Bus ridership is falling across the region, part 2



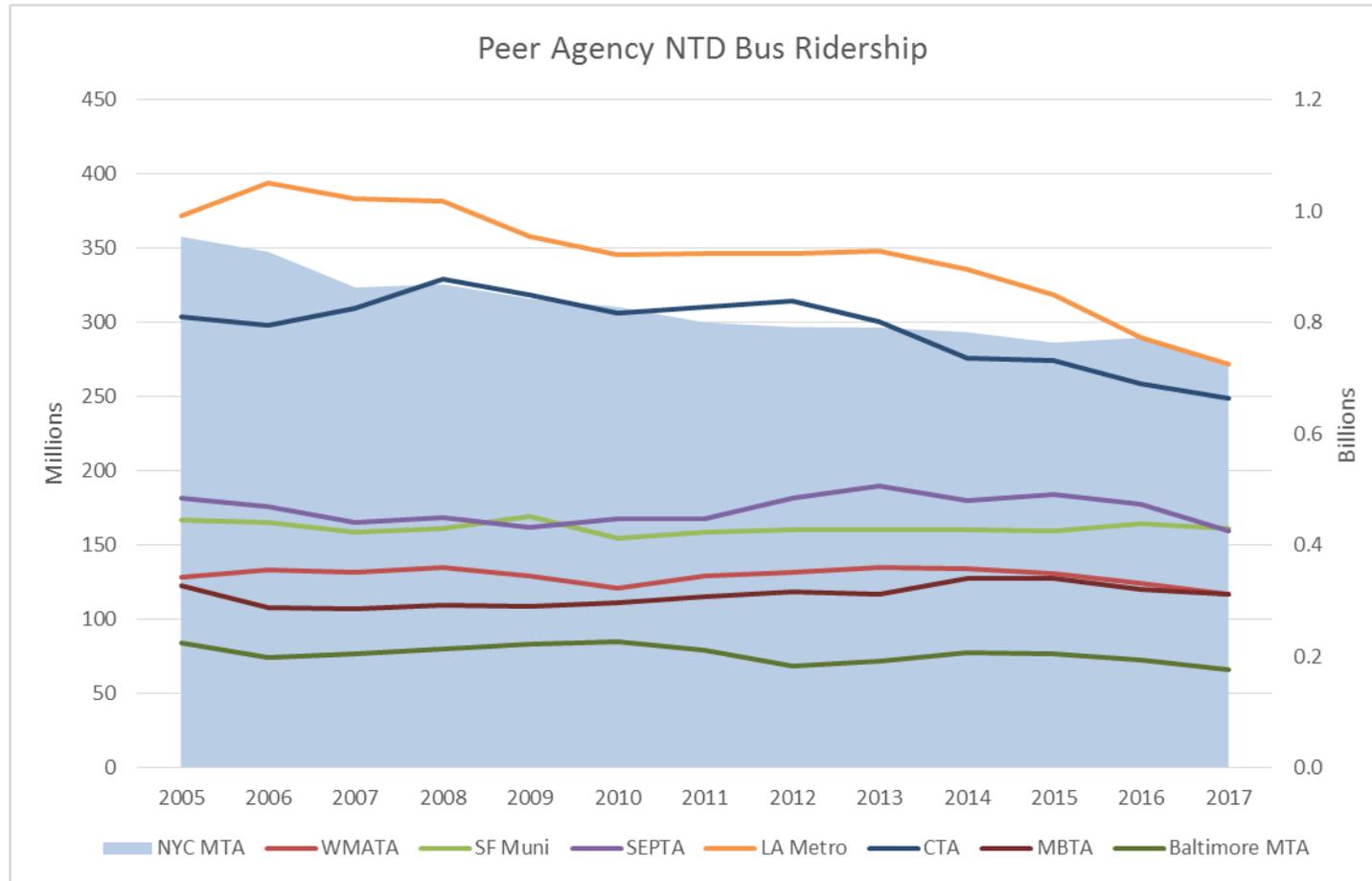
# Commuter rail is faring better



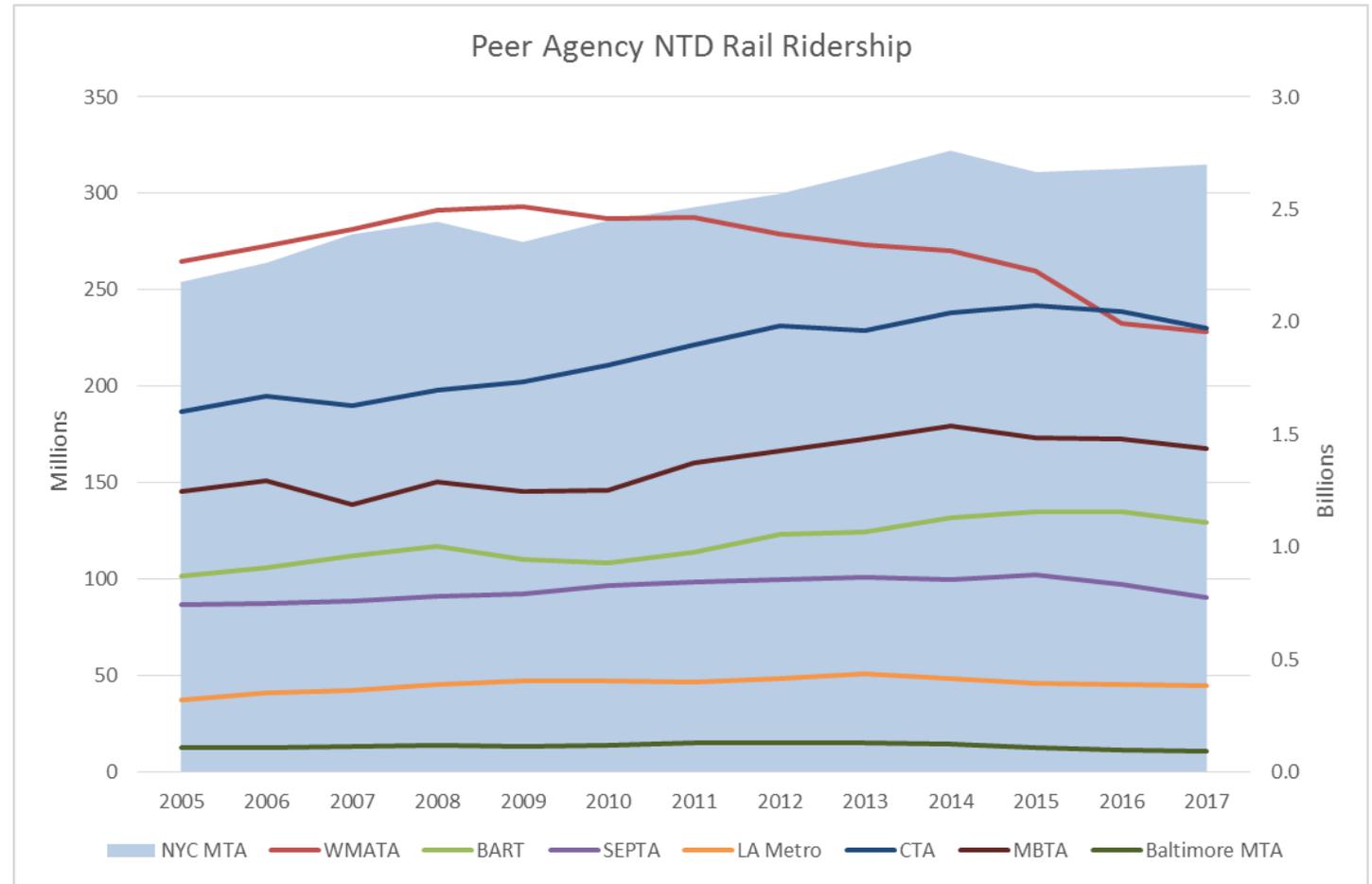
# But commuter buses aren't



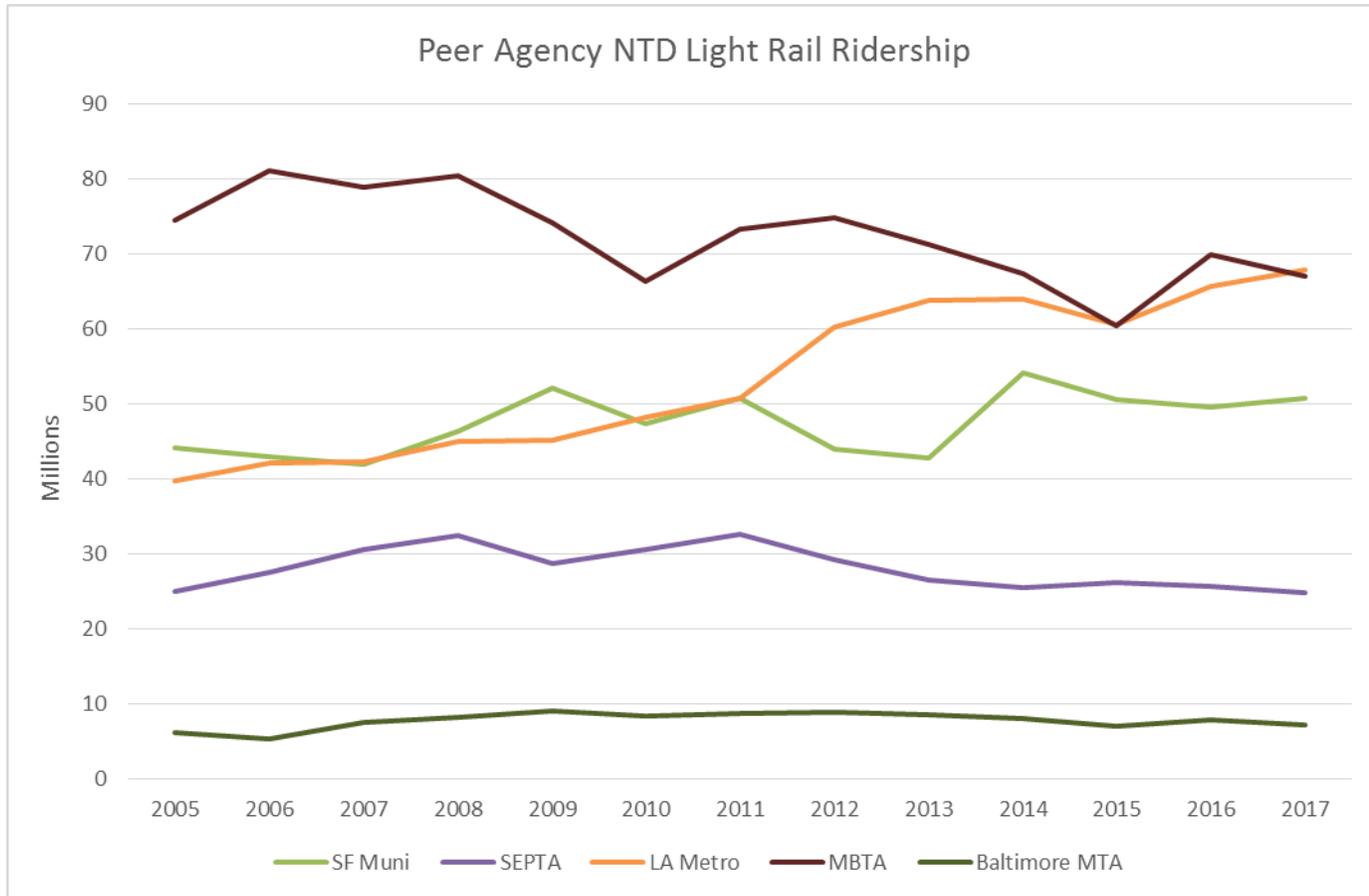
# Bus ridership is down nationally



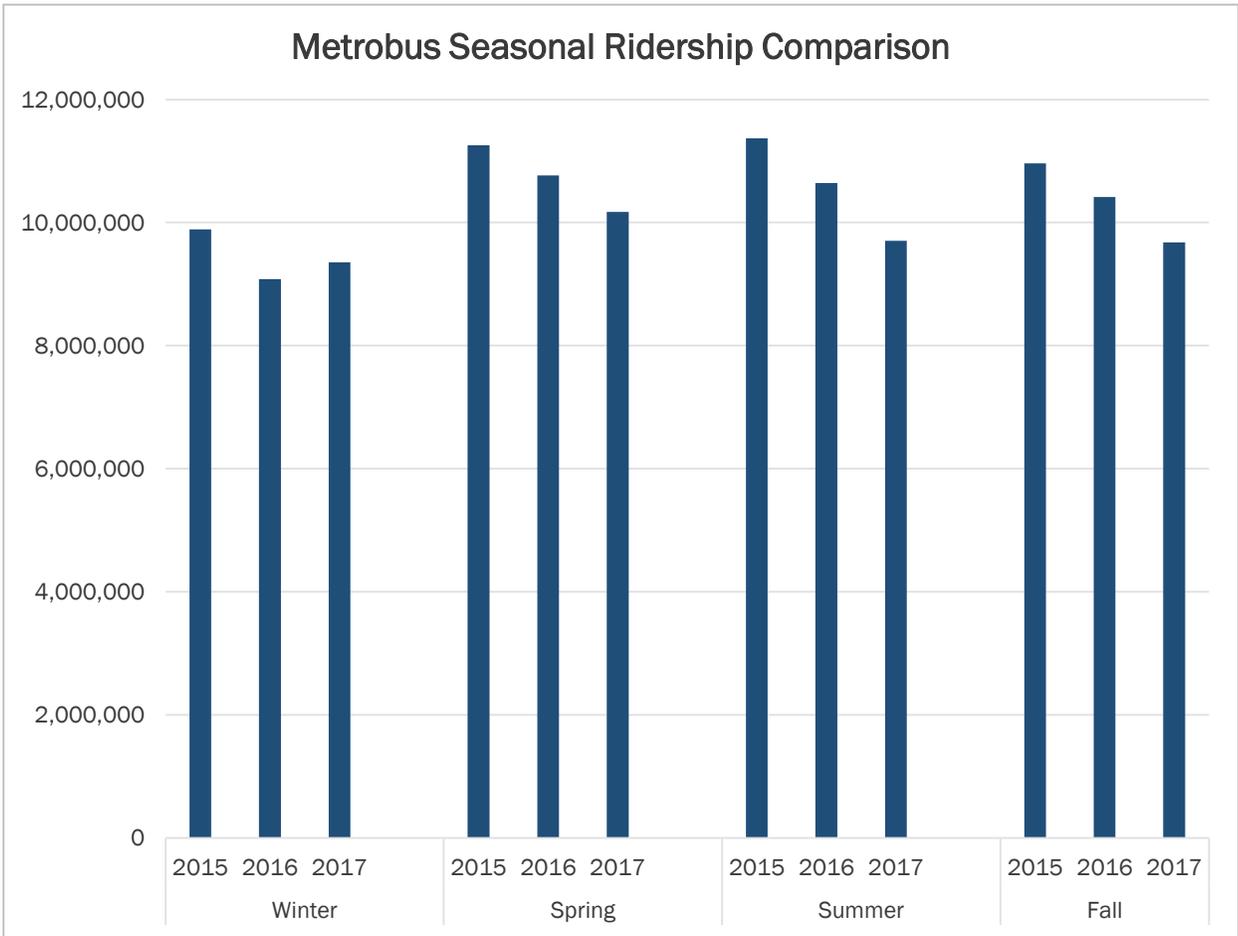
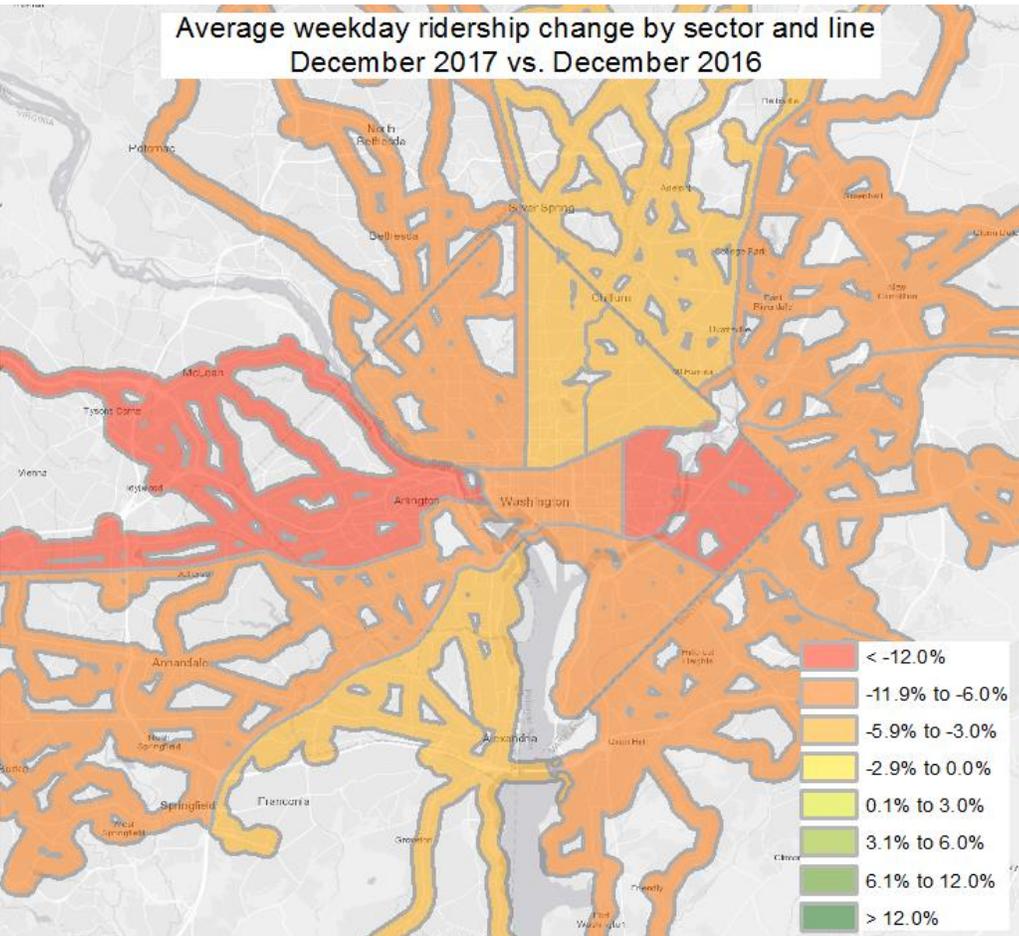
# So is rail, outside New York



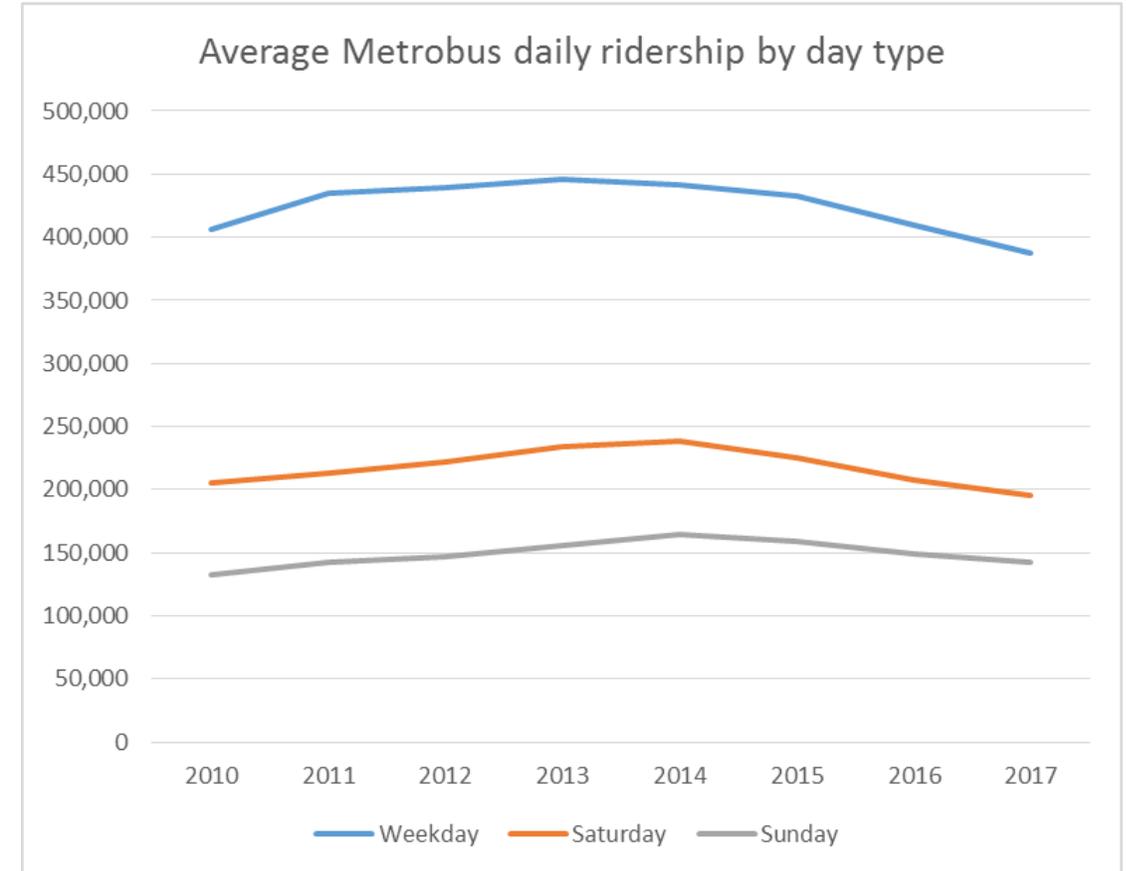
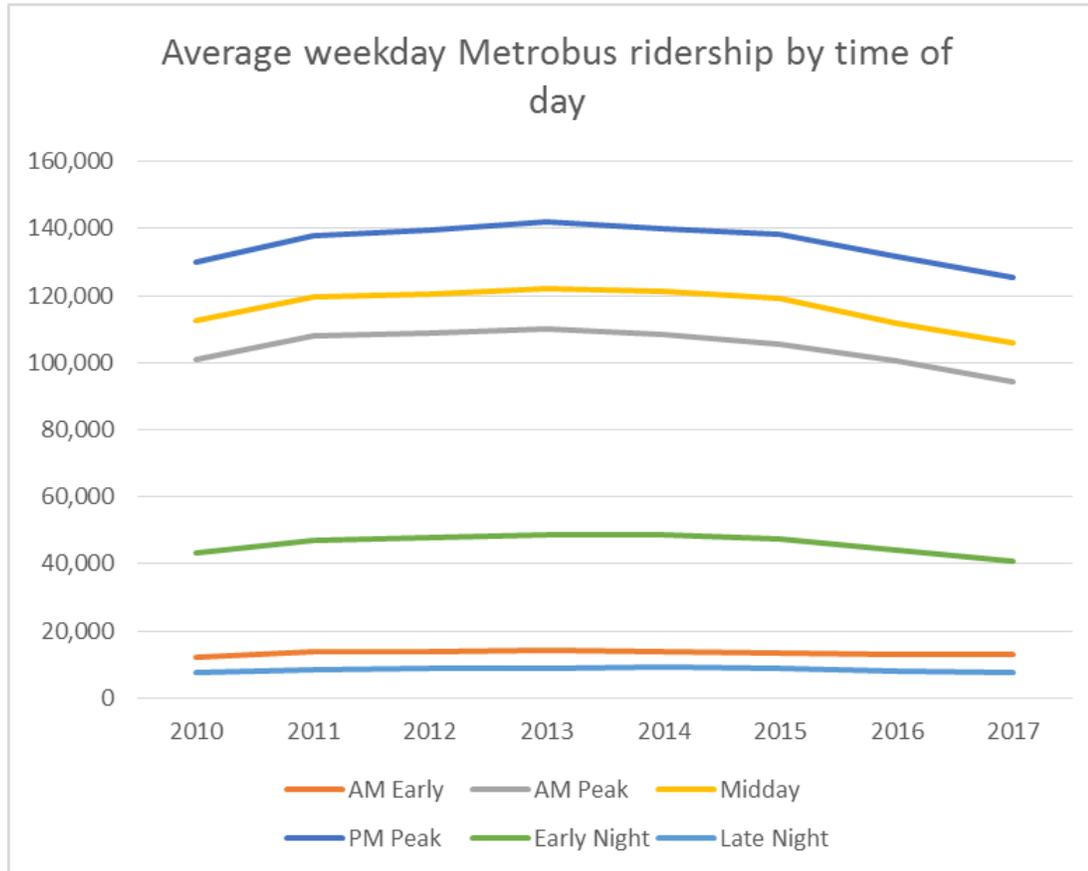
# Light rail is mixed



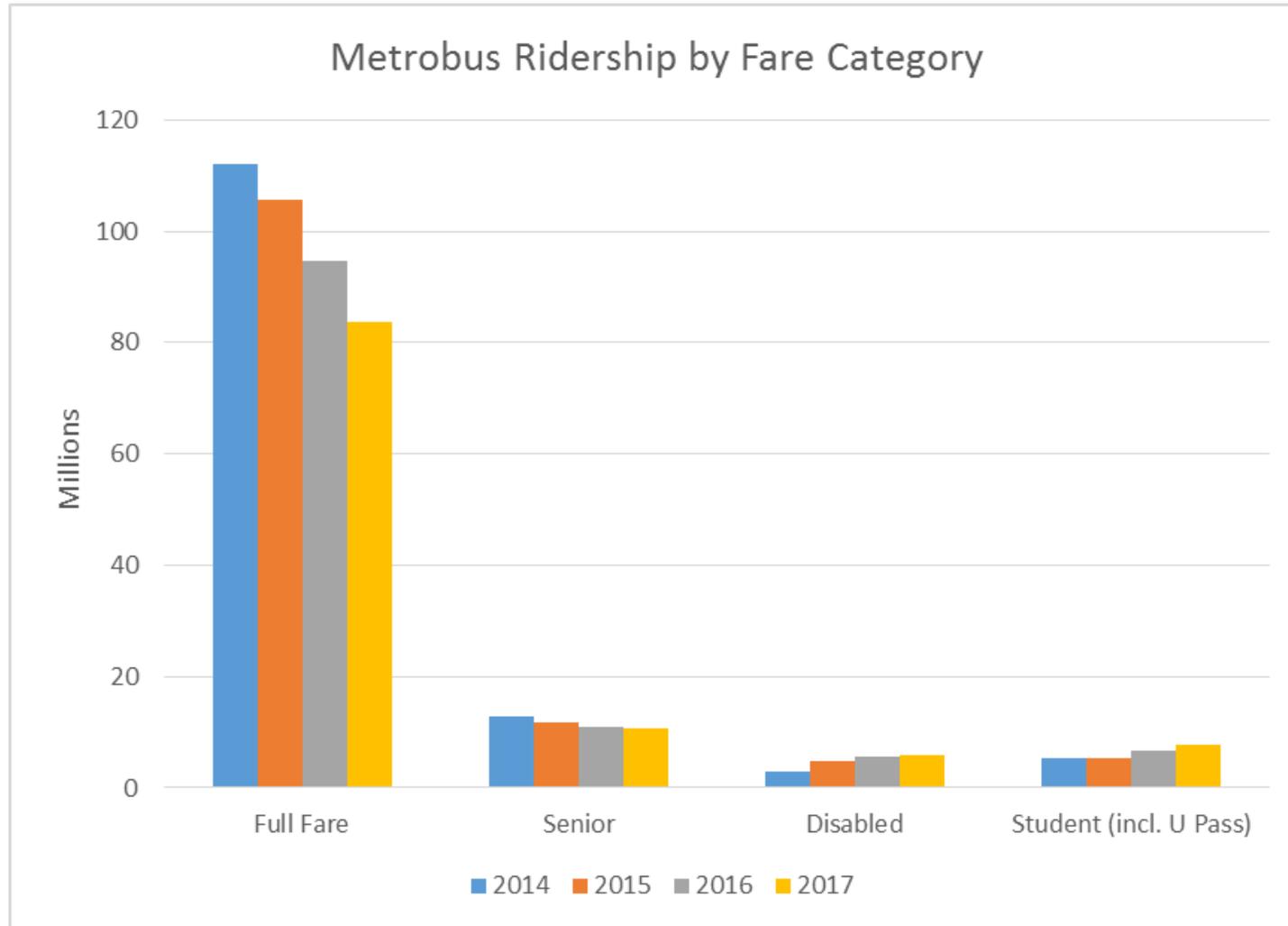
# Metrobus ridership is down across geography, seasons...



# Times of day, days of the week...



# But only some fare types



# So why is ridership falling?

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- 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

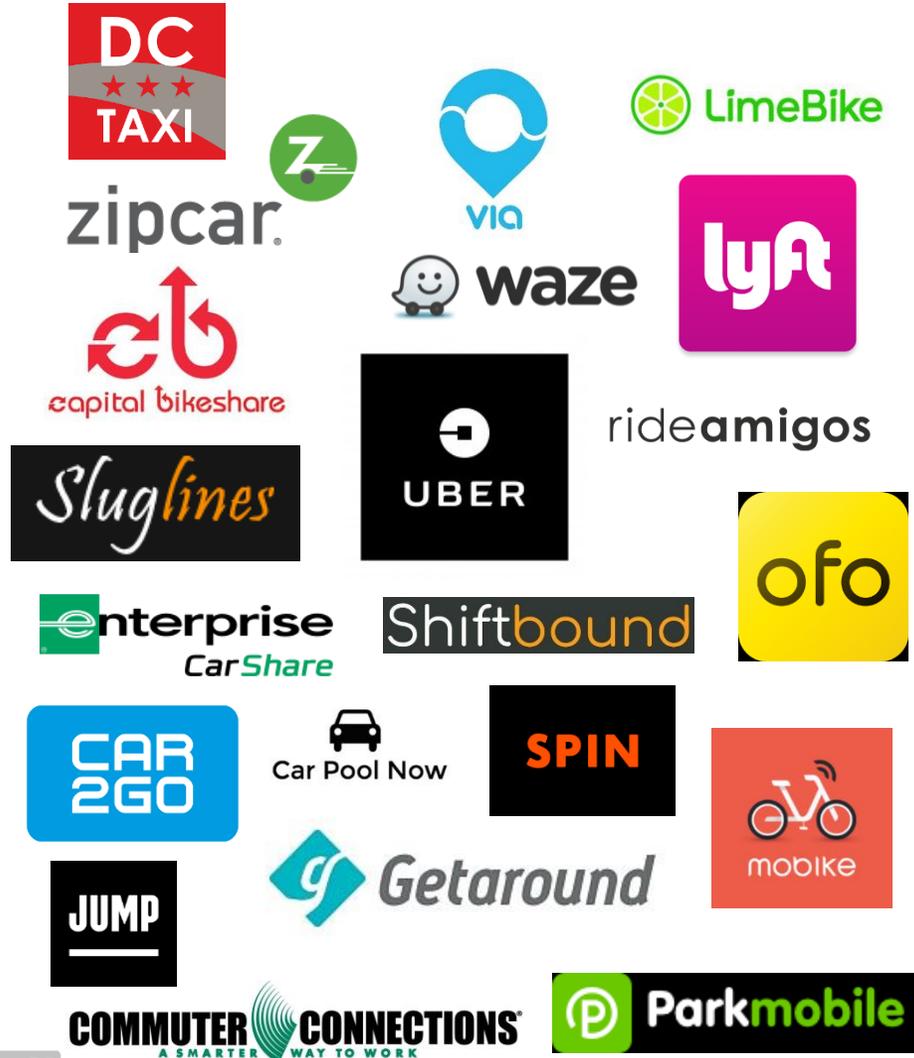
# Potential drivers of bus ridership: Factors within agencies' control (broadly speaking)

- 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

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