# Slide 1:

# Presentation Title: Better Bus Network Redesign, TPB Access for All Committee, December 16, 2022

Slide 2: 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 and Hear from you about what better bus means to you and your communities

Slide 3: How Metro is Transforming Metrobus

* Purpose: Transform bus into a fast, frequent, reliable, affordable system that feels unifies
* Outcomes: 26 recommendations and Action Plan
* Can include:
  + Bus Stop and Shelter Improvements
  + Network Redesign
  + Customer Info 2.0
  + Zero-emissions
  + Facilities Modernization
  + Priority Lanes and Signals

Slide 4: Better Bus Advances Regional Priorities

Graphic that identifies TPB regional plans and priorities (visualize 2045, Region Forward, and Climate Action Plan). Followed by Better Bus factors, then four factors that Better Bus supports: Reduce greenhouse gases, Reduce vehicle miles traveled, increase share of transit, walking, and biking, and center equity in regional plans.

Slide 5: 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

Slide 6: Network Redesign Outcomes

* A new network and service plan to be implement in FY 2025
* An aspiration future network to meet longer-term goals of the region
* Approach to funding Metrobus service across the DMV

Slide 7: Guiding Principles

Principles that will guide project approach and decisions

* Ensure a customer-focues and regional perspective
* Engage and communicate authentically, inclusively, and transparently
* Ensure equity is a value throughout the projects
* 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

Slide 8: Partnering with Local Bus Providers

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

Map image that shows the local bus provider for jurisdictions in WMATA compact area

* Evaluate both Metrobus and local provider: Fairfax City CUE, Prince George’s County THE BUS
* Evaluate Metrobus only: Fairfax Connector, Alexandria DASH, ART, DC Circulator
* Partner on Ride on Reimagine: Ride On

Slide 9: Policy and Decision 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

Image of various audiences Better Bus aims to engage

Slide 10: 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

Slide 11: 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
  + Clean
  + Arrive on Time
  + More frequent
  + Faster
  + Safe

Slide 12: Better Bus Network Redesign Roadmap

Image of timeline going from 2022 through 2023. Identifies Dec 2022 as the end of Phase 1, then Jan through Jun 2023 for Phase 2, and July through Dec 2023 as Phase 3. Then in 2024 begin implementing new network

Slide 13: How You and Your Communities Can Get Involved

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

Sign-up for our e-newsletters to get project updates

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

Slide 14: Discussion Questions

* What doe Better Bus mean to you and your communities?
* What would make a network redesign successful?
* What would make a network redesign unsuccessful?