



Customer Services, Operations, and Safety Committee

Board Information Item III-A

September 24, 2009

**Leesburg Pike Metrobus Improvements
Request to Conduct Public Hearing**

Washington Metropolitan Area Transit Authority
Board Action/Information Summary

<input checked="" type="radio"/> Action <input type="radio"/> Information	MEAD Number: 100434	Resolution: <input checked="" type="radio"/> Yes <input type="radio"/> No
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TITLE:

Routes 28A/B Restructuring Public Hearing Request

PURPOSE:

To request Board approval to conduct public hearings on proposed restructuring of the regional Metrobus Leesburg Pike Line.

DESCRIPTION:

Metro, in partnership with the City of Alexandria and Fairfax County, has been studying ways of improving transit service in the Leesburg Pike Corridor. Current 28 line service runs from the King Street Metrorail Station to Tysons Corner Shopping Mall.

The 28 line is one of the highest ridership Metrobus lines in Northern Virginia with approximately 5,000 daily riders. The line connects some of Northern Virginia's highest density residential and commercial neighborhoods including Old Town Alexandria, Southern Towers, Bailey's Crossroads, Seven Corners and Tysons Corner. However, because of its popularity and heavy traffic along its route, the line suffers from frequent overcrowding and poor schedule adherence.

Following extensive public involvement, the study has developed many short-term and long-term recommendations for improvements to service, operations, stops and facilities, customer information, safety and security, traffic operations and management, vehicles and vehicle assignments, and fare collection. The recommended changes to routes and service, which would be the main subject of the public hearing, are described below.

- Combine 28A and 28B routings in Alexandria via King Street, Howard Street, and Braddock Road, to serve Bradlee Shopping Center, TC Williams High School and Alexandria Hospital.
- Introduce peak period, peak direction limited stop service between Tysons Corner and Columbia Pike and Carlin Springs Road.
- Extend weekday service hours by one additional early morning and one additional late night trip to relieve overcrowding and improve service for customers with nontraditional work hours.
- Operate all 28 line service between King Street and Southern Towers as limited stop. All local stops will continue to be served from King Street by Alexandria Transit (DASH).

- Add recovery time at Seven Corners to improve schedule adherence.

FUNDING IMPACT:

Ridership gains and funding anticipated to be provided by Virginia Department of Transportation, which is available for new services, are anticipated to result in regional subsidy neutrality. The final subsidy impact will be subject to the final service plan for which specific funding will be identified and presented to the Board along with the final staff recommendation.

Budget: **Operating Budget, Fiscal 2010**

Office: **BPLN**

Account:

This Action: **\$0**

Remarks: **Minimal Impact**

RECOMMENDATION:

Approval to conduct a public hearing on the proposed restructuring of regional Metrobus Routes 28A and 28B which comprise the Leesburg Pike Line.



WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

Public Hearing for Leesburg Pike Line Improvements

Customer Service, Operations and Safety Committee

September 24, 2009



PURPOSE

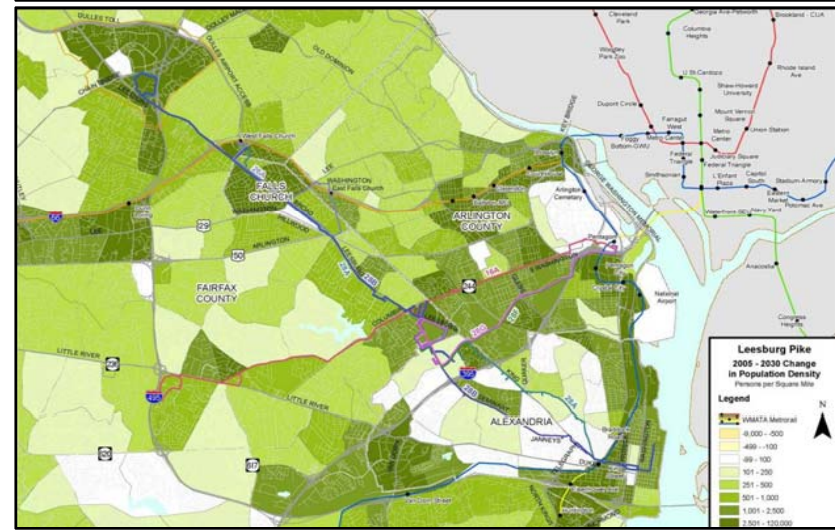
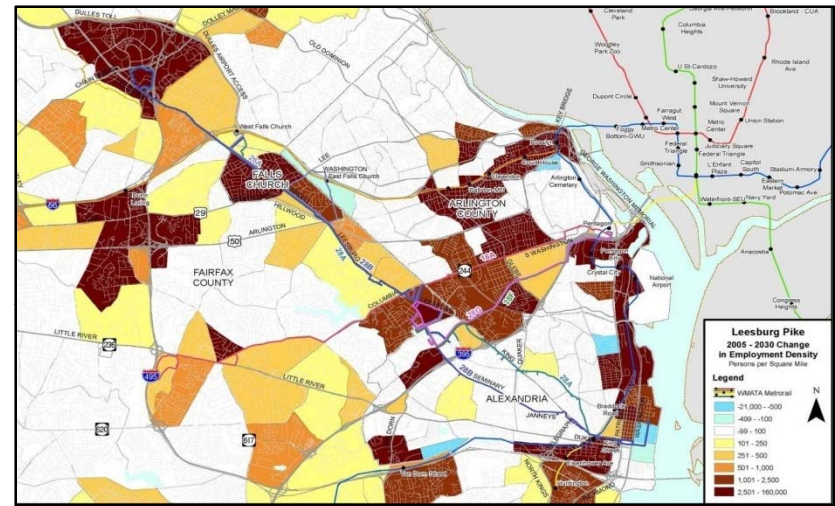
Request approval to conduct a public hearing on proposed restructuring of regional Metrobus Routes 28A and 28B that comprise the Leesburg Pike Line as part of the Bus Priority Corridor Network.





BACKGROUND

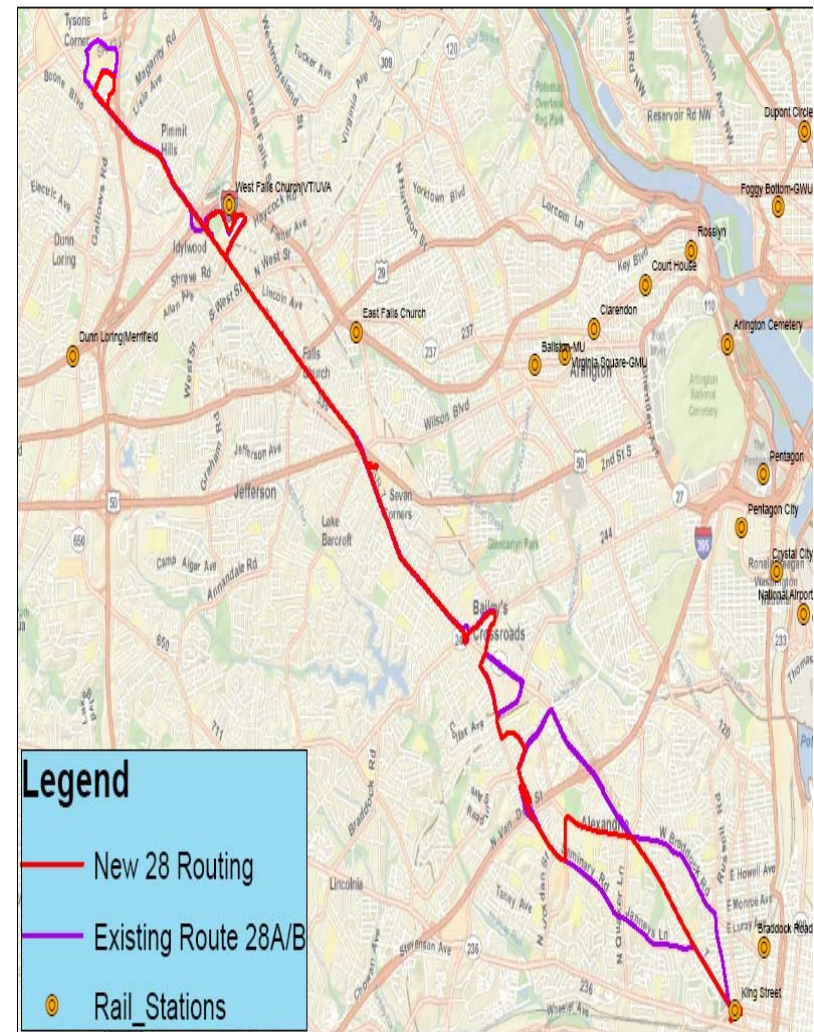
- Carries over 5,000 daily riders
- Travels between Tysons Corner and King Street Metrorail Station
- Poorest weekend on-time performance in June 2009
- Critical issues (2008/2009 study):
 - Improve schedule adherence
 - Shorten travel times
 - Passenger crowding
 - Improve pedestrian access
 - New development planned in corridor





RECOMMENDED SERVICE IMPROVEMENTS

- Combine 28A and 28B Routings
- Reroute eastern segment to serve additional trip generators
- Operate all 28 service between King Street and Southern Towers as limited stop
- Operate peak period limited stop service between Bailey's Crossroads and Tysons Corner
- Extend service hours
- Change routing at Tysons Corner to make approach to shopping center more direct
- Add recovery time at 7 Corners to increase reliability





PRIORITY CORRIDOR NETWORK ELEMENTS

Element	Action
Service Type, Frequency, Span of Coverage	Provide Metrobus Express and Local Service as per service plan
Service Personnel and Operations Strategies	Work with supervisors to develop strategies to improve on-time performance
Customer Information Systems/Strategies	New service plan will be promoted in English and Spanish
Fare Payment Strategy	Use of SmartTrip® will be encouraged in promotional materials
Safety, Security, and Incident Response	Safety enhancements are planned or under construction at several high use stops
Bus Stops and Customer Facilities	New shelters will be installed when Fairfax bus stop advertising contract is finalized.
Traffic Operations and Management Strategies	Project team is working with VDOT on implementation of signal priority and queue jump lanes in corridor
Local Commitment	Received grant from VDOT to implement new service plan



PERFORMANCE MEASURES

Bus Productivity Measure	June 2009 Productivity	June 2011 Goal
Daily Passengers	5,342	5,894
Passengers per trip	58	62
Fare Box Cost Recovery	32%	32%
Operating Speed	14 mph	+15% improvement (limited stop)



FINANCIAL IMPACTS

Item	FY10 (January-June)	FY11
Revenue		
VDOT Grant (3 years)	\$102,500	\$205,000
Increased Fare Box	\$ 80,592	\$161,184
Total	\$183,092	\$366,184
Expenses		
	\$182,000	\$364,000
Subsidy		
	(\$ 1,092)	(\$ 2,184)

The final subsidy impact will be subject to the final service plan recommendations for which specific funding recommendations will be developed and presented to the Board along with the final staff recommendation.



RECOMMENDATION

Approve request to conduct a public hearing on proposed restructuring of regional Metrobus Routes 28A and 28B that comprise the Leesburg Pike Line as part of the Metrobus Priority Corridor Network.

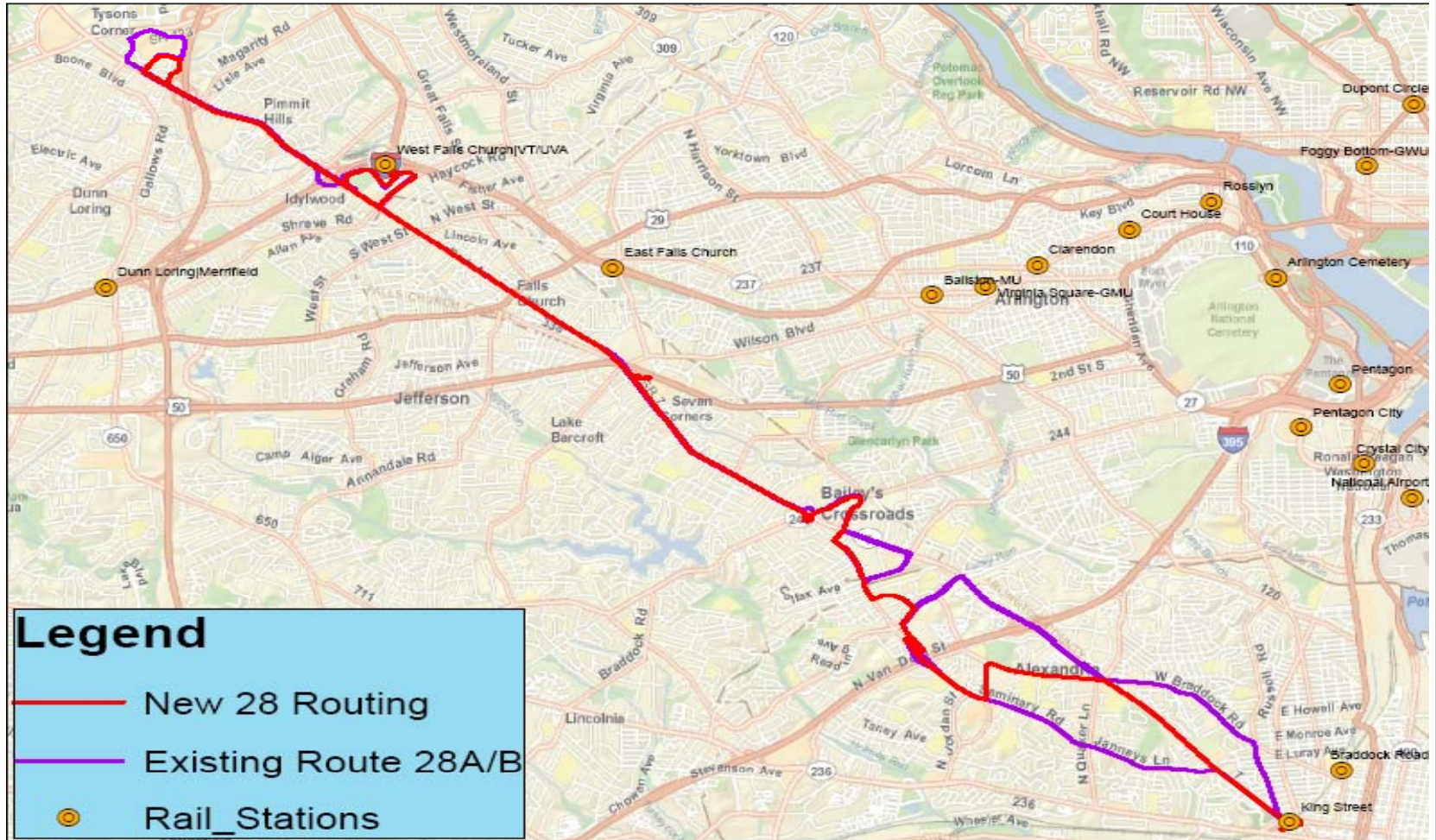


Next Steps

- Hold public hearing in October 2009
- Bring to Board for final approval in November 2009
- Start new service December 2009



APPENDIX



SUBJECT: REGIONAL METROBUS LEESBURG PIKE LINE RESTRUCTURING -
AUTHORIZATION TO HOLD PUBLIC HEARING

PROPOSED
RESOLUTION
OF THE
BOARD OF DIRECTORS
OF THE
WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

WHEREAS, The 28 Line is one of the highest ridership Metrobus Lines in Northern Virginia with approximately 5,000 daily riders. The line connects some of Northern Virginia's highest density residential and commercial neighborhoods including Old Town Alexandria, Southern Towers, Bailey's Crossroads, Seven Corners and Tysons Corner; and

WHEREAS, The 28 Line has long suffered from continuing performance-related issues including on-time adherence, traffic congestion and passenger crowding; and

WHEREAS, In Winter 2009, Metro, in partnership with the City of Alexandria and Fairfax County, studied ways of improving transit service in the Leesburg Pike Corridor; and

WHEREAS, This study process included substantial public input and participation in developing recommendations to respond to consumer needs, minimize costs and enhance line effectiveness and performance; and

WHEREAS, Staff worked with the City of Alexandria and Fairfax County to prepare recommendations for the implementation of an integrated, comprehensive and coordinated strategy of operational and service enhancements, a summary of which is shown on Attachment A; now, therefore be it

RESOLVED, That the Board of Directors authorizes staff to hold a public hearing on the proposed service plan; and be it further

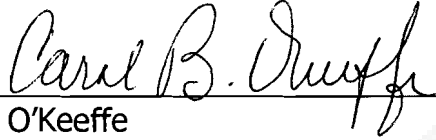
RESOLVED, That the General Manager, in coordination with the Board of Directors, will establish the date, time and location of the hearing; and be it further

RESOLVED, That the Board of Directors authorizes the General Manager to release the Public Hearing Staff Report for public comment, as soon as the Staff Report is available, subject to later submission of the Staff Report Supplement, with final staff

recommendations, to the Board of Directors for its approval. All Board members will receive the Staff Report concurrently with its release for public review; and be it finally

RESOLVED, That this Resolution shall be effective immediately.

Reviewed as to form and legal sufficiency,



Carol B. O'Keeffe
General Counsel

Exhibit A

Route	Proposed Service Change
28A 28B	<ul style="list-style-type: none">• 28A service to be combined with 28B service, to form a consolidated route 28.• Consolidated route 28 will travel from King Street Metro, along King Street, Howard Road, and Seminary Road to Southern Towers, from there it will continue on the existing 28B routing.• All route 28 Service between King Street and Southern Towers will be limited stop. (DASH will provide local service)• Recovery time will be added at 7 Corners.• All west bound buses will be rerouted and access Tysons Corner Transit Center via Towers Crescent Drive. (Access is currently provided via International Drive).• One additional early morning and one additional late evening trip will be added to schedule.• Peak period, peak direction limited stop service will be introduced between Tysons Corner and Columbia Pike.