



Finance and Capital Committee

Action Item III-A

November 7, 2019



**Approval of Public Hearing Staff Report and
Title VI Analysis for Proposed Bus Service
Changes**

Washington Metropolitan Area Transit Authority

Board Action/Information Summary

☒ Action ☐ Information

MEAD Number:
202125

Resolution:
☒ Yes ☐ No

TITLE:

Approval of Public Hearing B19-03 Staff Report

PRESENTATION SUMMARY:

The Finance and Capital Committee is informed about the service changes proposed to provide FY 2020 Bus State of Good Operations (SOGO), and a request to add bus service to be funded by Arlington County. SOGO changes will be effective in June 2020; additional 3Y service will begin in December 2019.

PURPOSE:

Staff is seeking approval of the public hearing B19-03 staff report and Title VI equity analysis, and approval to amend the Operating Budget to add bus service funded by Arlington County.

DESCRIPTION:

At its July 25, 2019 meeting, the Board of Directors approved a public hearing process to gather stakeholder feedback on proposed bus service realignments. Changes to bus service are needed periodically to maintain a State of Good Operations, serve new markets, trim service to make it more efficient, expand capacity where demand has grown, and implement study recommendations.

Docket B19-03 was comprised of changes designed to increase the effectiveness of Metrobus by increasing limited-stop MetroExtra service, extending routes to new and emerging markets, restructuring service to better meet customer demand, and by removing segments of routes with very few riders.

As a result of public feedback received, two of the original service proposals are recommended for Committee approval for implementation as originally proposed, and two proposals have been modified as a result of customer and stakeholder feedback and will be implemented with revisions. One proposal has been removed from consideration.

The proposal to add service, which has been requested by Arlington County and will be funded by the jurisdiction above the 3% operating subsidy cap, will be considered before the final consolidated docket is voted on by the full Board of Directors.

The outreach process for the bus service changes included extensive customer contact, as prescribed by the Federal Transit Administration. The FTA requires agencies to comply with Title VI by establishing a Public Participation Plan (PPP) to engage minority, low income, and Limited English Proficient (LEP) populations in the transportation planning process. The PPP prescribes outreach for any major service change, additions and eliminations.

Between September 14 and October 7, 2019, staff conducted extensive public outreach to solicit input from minority, low income and limited English proficient populations (LEP), which included 27 outreach events, distribution of over 4,400 brochures, completion of over 4,100 online and brochure surveys, 792 written and oral comments collected, and one open house and public hearing. The full Public Participation report is attached.

In compliance with Title VI, staff also performed a Service and Fare Equity Analysis, also attached, on the proposed changes to determine whether there is a disparate impact (DI) on minority populations or a disproportionate burden (DB) on low-income populations. Results from the initial analysis showed that the percentage of minority and low-income ridership benefiting from the service proposal is less than the corresponding system average and would, if not mitigated, trigger both a disparate impact (DI) on minority populations, and a disproportionate burden (DB) on low-income populations.

In accordance with FTA Title VI guidance, staff modified the proposal in order to mitigate the potential DI and DB. As revised, the proposal does not result in a DI on minority populations or a DB on low-income populations.

After extensive customer outreach, impact analysis, and coordination with each jurisdiction, the public hearing staff report forwards for Committee consideration a package of bus service change proposals, including changes to six routes in the District of Columbia, changes to two routes in Virginia, and a change to one route in Maryland that was considered, but not recommended for implementation.

Items are detailed in the attached Public Hearing Staff Report.

Key Highlights:

- Changing demand and changing markets require changing bus service
- Customer feedback supports recommended changes
- Jurisdictions are asking to fund specific improvements

Background and History:

Metrobus State of Good Operations proposals have been presented to the public and the Board of Directors annually since 2011, except for 2016 when proposals were incorporated into the budget process and 2019 when the Washington Area Bus Transformation Project commenced.

Continuous improvements to bus service increases ridership and farebox recovery and ensures that effective service is provided.

Discussion:

Docket B19-03 was comprised of changes designed to increase the effectiveness of Metrobus by increasing limited-stop MetroExtra service, extending routes to new and emerging markets, restructuring service to better meet customer demand, and by removing segments of routes with very few riders.

As a result of public feedback received, two of the original service proposals are recommended for Committee approval for implementation as originally proposed, and two proposals have been modified as a result of customer and stakeholder feedback and will be implemented with revisions. One proposal has been removed from consideration.

One service change proposal, which has been requested by Arlington County and will be funded by the jurisdiction above the 3% operating subsidy cap, will be considered before the final consolidated docket is voted on by the full Board of Directors.

Details on proposals are provided in the attached Public Hearing Staff Report.

FUNDING IMPACT:

Budget	Operating Budget Fiscal 2020	Operating Budget Fiscal 2021
This Action	\$204,463	\$431,544

TIMELINE:

Previous Actions	September 2019 – Customer feedback gathered and analyzed July 2019 – Approval to hold public hearing on State of Good Operations service changes Annual SOGO hearings 2010 - 2015; 2017
Anticipated actions after presentation	Board approval of public hearing staff report, Title VI analysis, and budget approval to add bus service to be funded by Arlington County. Service changes implemented in December 2019 and June 2020.

RECOMMENDATION:

Approval of the Public Hearing B19-03 staff report and Title VI equity analysis, and approval to amend the Operating Budget to add bus service to be funded by Arlington County.

Staff Report and Title VI Equity Analysis

Public Hearing B19-03

Finance and Capital Committee
November 7, 2019



Purpose



Staff is seeking approval of public hearing B19-03 staff report and Title VI equity analysis, and budget approval to add bus service funded by Arlington County

Metrobus Service Proposals – FY2020



- Public Hearing Process for Bus Service Changes on July 25, 2019
- Proposed changes
 - Respond to changes in ridership and market demands
 - Improve on-time performance
 - Increase *MetroExtra* limited-stop service
 - Reduce crowding
 - Respond to local priorities and projects

Public Input

Give Metro your feedback about proposed bus changes!

42, 43 Mount Pleasant

- Alternate every other trip between Route 42 and Route 43 during off-peak periods on weekdays; midday and evenings on Saturday; and mornings and afternoons on Sunday. Route 42 would continue to operate early mornings and late nights daily, and evenings on Sundays.
- The new off-peak Route 43 trips would operate under Dupont Circle between Gallery Place and Mount Pleasant.



Give us your feedback online or tell us in person.

Visit wmata.com/bus to fill out a survey and provide comments. Deadline is 5:00 p.m. on Monday, October 2, 2016.

Come to Metro's headquarters, 600 15th St NW, Washington, DC, on Wednesday, October 2. The open house begins at 4:00 p.m. and ends at 6:00 p.m. The public hearing begins at 6:00 p.m. and ends at 8:00 p.m. or until the last speaker is heard. Speaker registration is on-site only.

Detailed information about these proposed changes are available at wmata.com/bus.

Retweeted by Maarja K.

Cori Zarek @corizarek
a few seconds ago

Kudos to @wmata for thoughtful and inclusive user research - someone riding the S9 today passing out pamphlets describing proposed route changes asking for feedback. In addition to the usual online and in-person ways, they're catching actual customers on the bus - awesome. #ux



Screenshot: @wmata | Twitter response



Timeline

- Sep. 14: Public comment period began/survey opened
- Oct. 2: Open house and public hearing
- Oct. 7: Public comment ends/survey closes

Taking outreach to Metrobus Customers

- Three pop-up events
- 24 on-board ride-alongs between Sep. 17-30
- Proposal brochures on buses; signage at stops along affected routes; website (wmata.com/bus); targeted marketing and media; social media

Title VI Findings Docket B19-03



- Percentage of minority and low income ridership benefiting from the initial service proposal is less than system average
- In accordance with FTA Title VI guidance, staff modified the proposal to mitigate the impact
- As revised, the proposal does not result in a disparate impact on minority populations or a disproportionate burden on low income populations

Metrobus Service Proposals – FY2020

- DC: Expanded 16th Street *MetroExtra* service; implementation of Mount Pleasant Line study recommendations to reduce travel time; route extension to Audi Field
- MD: Respond to jurisdictional program changes for service between New Carrollton, Bowie, and Crofton
- VA: Streamline service pattern in Lincolnia; add grant-funded service on Lee Highway



Estimated Budget Impact

Jurisdiction	Route	Route Name	Miles	Hours	FY2020 Impact	FY2021 Impact
DC	42,43	Mount Pleasant	0	0	-	-
DC	74	Convention Center-Southwest Waterfront	0	0	\$ -	\$ -
DC	S2,S4	16th Street	(110,000)	(11,000)	\$ -	\$ (946,923)
DC	S9	16th Street Limited	110,000	11,000	\$ -	\$ 946,923
VA-FC	7F	Lincolnia-North Fairlington	(13,000)	0	-	-
Regional Total, SOGO			(13,000)	0	\$ -	\$ -
VA	3Y	Lee Highway-Farragut	57,428	4,032	\$ 204,463	\$ 408,925
Regional Total, NVTC Request			57,428	4,032	\$ 204,463	\$ 408,925
TOTAL					\$ 204,463	\$ 408,925

Recommendation

Approval of public hearing B19-03 staff report and Title VI equity analysis

Budget approval to add bus service funded by Arlington County



Appendix – Staff Proposed Actions

District of Columbia

Route(s)	Line Name	Proposal Presented for Public Comment	Recommendation	Public Reaction	Effective Date
42, 43	Mount Pleasant	Convert additional 42 trips to 43 trips, allowing buses to travel under Dupont Circle weekday middays and weekends	Implement Proposal	Favorable	June 2020
74	7 th Street-Convention Ctr- SW Waterfront	Extend the route to serve Buzzard Point and Audi Field; reduce hours of service and increase time between buses to keep changes cost neutral	Implement Proposal	Favorable	June 2020
S2, S4, S9	16 th Street 16 th St Ltd	Convert all S4 service to S2 and S9; reroute S9 to 16 th St, serving some S4 stops between Alaska and Eastern Avenues; increase S9 frequency and extend all trips to Silver Spring	Implement modified proposal that has more S9 stops between Eastern and Alaska	Favorable	June 2020

Appendix – Staff Proposed Actions

Maryland

Route	Line Name	Proposal Presented for Public Comment	Recommendation	Public Reaction	Effective Date
B29	Crofton-New Carrollton	Shorten route to end at Bowie Gateway Center	Do not implement Anne Arundel County will assume responsibility for the lease cost of the Crofton Park and Ride	Negative	December 2019

Appendix – Staff Proposed Actions

Virginia

Route	Line Name	Proposal Presented for Public Comment	Recommendation	Public Reaction	Effective Date
7F	Lincolnia-North Fairlington	Eliminate service along N. Chambliss and N Morgan Streets, and along W Braddock Rd and N Hampton Drive; convert all 7F trips to 7A trips.	Implement modified proposal In response to public feedback, retain service along W Braddock Rd and N Hampton Drive	Neutral	June 2020
3Y	Lee Highway-Farragut Square	Add peak period trips	Arlington County request to be funded by the County with project funding approved in the FY2020 I-66 Commuter Choice Program	Favorable	December 2019

SUBJECT: APPROVAL OF PROPOSED BUS SERVICE CHANGES, TITLE VI EQUITY ANALYSIS, AND AMENDMENT OF FISCAL YEAR 2020 BUDGET

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

WHEREAS, Resolution 2011-30 requires Board approval for operating budget actions that require an adjustment to the total operating budget; and

WHEREAS, Resolution 2019-23 authorized staff to conduct Compact public hearing(s) and undertake the Public Participation Plan required under Title VI of the Civil Rights Act of 1964 on proposed bus service changes; and

WHEREAS, Staff prepared a Title VI Equity Analysis (Attachment A) and a Public Hearing Staff Report (Attachment B) on the proposed bus service changes and determined that the changes, as mitigated, do not trigger a disparate impact (DI) on minority populations nor a disproportionate burden (DB) on low-income populations; and

WHEREAS, Apart from the proposed bus service changes, Arlington County has requested that WMATA provide additional service on Metrobus 3Y in Virginia for two years, to be funded solely through Arlington County's receipt of a grant, which requires an adjustment to the fiscal year (FY) 2020 Operating Budget;

NOW, THEREFORE, be it

RESOLVED, That the Board approves the Title VI Equity Analysis in Attachment A; and be it further

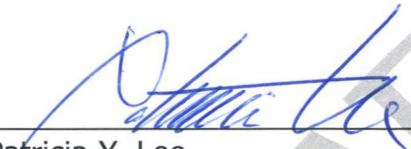
RESOLVED, That the Board approves the Public Hearing Staff Report in Attachment B; and be it further

RESOLVED, That the Board approves the bus service changes proposed by the Public Hearing Staff Report; and be it further

RESOLVED, That the FY 2020 Operating Budget is amended to add \$204,463.00 for expanded Route 3Y service in Virginia to be paid by Arlington County; and be it finally

RESOLVED, That to implement these changes starting on or about December 15, 2019, this Resolution shall be effective immediately.

Reviewed as to form and legal sufficiency,



Patricia Y. Lee
General Counsel

WMATA File Structure Nos.
4.2.2 Fiscal Year Budgets
6.6.4 Bus Route and Service Planning

PROPOSED

M E M O R A N D U M



SUBJECT: Title VI Equity Analysis – 2019 Bus
State of Good Operations

DATE: November 1, 2019

FROM: FAIR – Franklin Jones

THRU: IBOP – John Kuo

TO: GM/CEO – Paul J. Wiedefeld

This memorandum describes the methodology and findings of the Title VI analysis required for the proposed Fall 2019 Metrobus service changes.

I. Conclusion

When a transit agency proposes a major service change, the Federal Transit Administration (FTA), in its Title VI Circular 4702.1B, requires that the transit agency conduct an equity analysis to determine whether the service change will result in a Disparate Impact (DI) on minority riders or a Disproportionate Burden (DB) on low-income riders. As stipulated in the Circular, the proposal is evaluated with regard to both adverse impacts (service reductions) and benefits (service increases).

Results from the initial analysis showed that the percentage of minority and low-income ridership benefiting from the service proposal is less than the corresponding system average and would, if not mitigated, trigger both a disparate impact (DI) on minority populations, and a disproportionate burden (DB) on low-income populations.

In accordance with FTA Title VI guidance, staff modified the proposal in order to mitigate the potential DI and DB. As revised, the proposal does **not** result in a DI on minority populations or a DB on low-income populations.

II. Metrobus Service Change Proposals

Changes in bus service are needed periodically to maintain reliable service, meet changing customer demand, improve efficiency, serve new markets and implement study recommendations. As part of this process, service on underutilized portions of routes is identified and recommended for reduction, with the resulting cost savings used to provide more service on other routes.

Proposals for service changes come from many sources, including customer suggestions, jurisdictional staff, planning studies, and as a result of analysis of

Washington
Metropolitan Area
Transit Authority

route performance including on-time performance, passenger utilization, farebox recovery and other data. The proposals are further shaped by an extensive public outreach process, which includes input from minority, low-income and limited English and no-English proficient populations. The full Public Outreach report is attached to the Board Action/Information Summary (BAIS) for the bus service changes.

A complete list of the Metrobus service changes, which incorporates input from the local jurisdictions and the public is included in the Public Hearing Staff Report attached to the BAIS.

III. Title VI Analysis

When a transit agency proposes a fare change or major service change, including additions to service, the Federal Transit Administration (FTA), in its Title VI Circular 4702.1B, requires that the transit agency conduct an equity analysis to determine whether the fare or service change will result in a DI on minority riders or a DB on low-income riders.

In conducting this equity analysis, Metro used the following survey and operations data to determine which populations would be affected by each proposed service change:

- Metrobus Passenger Survey data (2018)
- Metrobus Farebox data (FY 2019)
- Metrobus Ridecheck data (FY 2019)
- Metrobus Automatic Passenger Counter data (FY2019)

The proposal is evaluated to determine the number of trips the service change will affect, both negatively by service reductions and positively by service increases, relative to system-wide Metrobus ridership. All changes in this analysis are considered major by the Board-adopted definition in Resolution 2013-27. The Board-adopted criteria for determining a major Metrobus service change are summarized below in Table One:

Table One: Major Service Change Definitions – Metrobus

Parameter	Definition
Span	Change in span of service on a line of more than one hour in a single fiscal year.
Frequency	Change in revenue miles on a line of more than 20% in a single fiscal year.
Coverage/Availability	Change in route miles on a line of 15% in a single fiscal year. Projected change of 10% of the riders on a line in a single fiscal year.

Metro calculated the impacted minority and low-income trips as a percentage of all impacted Metrobus trips. Because the proposed service changes affect bus customers, Metro then compared that percentage to the system-wide ridership profile for Metrobus (80.7 percent minority, 46.4 percent low-income).

To determine whether the proposed service changes would result in a disparate impact on minority populations or a disproportionate burden on low-income populations, staff used Metro's Board-approved DI/DB thresholds adopted in Resolution 2013-27 (Table Two).

Table Two: DI/DB Thresholds

Total Daily Riders Impacted	Threshold for Significant Disparity
Up to 10,000	8%
10,001 to 20,000	7%
20,001 to 40,000	6%
Over 40,000	5%

Staff estimates that the major service changes in the proposed service package would adversely impact an average of 1,000 daily trips and benefit an average of 2,600 daily trips. Thus, the DI/DB threshold used for the analysis is eight percent.

Adversely Impacted Trips Analysis

Actions that would negatively affect riders include: increasing headways between buses; reducing hours of service; and eliminating stops or sections of routes.

Table Three - Summary of Adversely Impacted Trips

	Minority Impacted Trips	Low-Income Impacted Trips
Impacted Ratio	53.5%	23.3%
System Average	80.7%	46.4%
Difference	-27.2%	-23.1%
Threshold	8.0%	8.0%
DI/ DB	No	No

Metrobus system-wide ridership is 80.7 percent minority, and 46.4 percent low-income. As shown in Table Three above, the proposed service reductions would adversely impact minority and low-income passengers at a lower rate than the system-wide Metrobus average, at 53.5 percent compared to the 80.7 percent system average for minorities, and 23.3 percent compared to the 46.4 percent system average for low-income passengers. Since minority and low-income customers are adversely impacted at a rate lower than the system average, there is no disparate impact or disproportionate burden.

Benefiting Trips Analysis

The analysis also seeks to evaluate whether the benefits of the proposed service changes would be distributed equitably. Service changes that benefit riders include: providing service to new areas; restructuring service to shorten travel times; and adding more frequent service.

Table Four – Demographic Summary, Initial Proposal

	Minority Impacted Trips	Low-Income Impacted Trips
Impacted Ratio	58.3%	22.7%
System Average	80.7%	46.4%
Difference	-22.4%	-23.7%
Threshold	-8.0%	-8.0%
DI/ DB	Yes	Yes

As shown in Table Four, the initial proposal would benefit minority riders at rate that is 22.4 percent lower than the system average (58.3 percent, compared to 80.7 percent), and benefit low-income passengers at a rate 23.7 percent lower than the system average (22.7 percent compared to 46.4 percent). Thus, the initial proposal in this case would result in a disparate impact on minority customers and a disproportionate burden on low-income customers if not mitigated.

Mitigation

After a review of ridership, operating cost, and demographics of other routes in the Metrobus service area, staff has identified a set of service changes that could mitigate the proposal without significantly increasing operating cost:

- Combine Metrobus routes 90 and 92 into a single route. This will allow the new service to be operated with a managed-headway. The result will be more frequent and reliable service for customers who ride between Anacostia and downtown DC. Service would be maintained on the branch of Route 92 south of Martin Luther King Jr. Avenue by a re-routing of Metrobus route B2.
- Combine Metrobus routes V2 and V4 into a single route. As with 90/92, combining the routes will allow the new service to operate on a managed-headway. The result will be more frequent and reliable service for customers who ride between Anacostia and Capital Heights. Service on the branch of the V4 running along Potomac Avenue would be maintained by a re-routing of Metrobus route B2.

These changes will be studied by Metro's Office of Bus Planning in the coming months, with public outreach to obtain public feedback expected to take place in spring 2020. Based on the results, the proposal will be developed into specific service recommendations that would be brought to the Board for approval in summer or fall of 2020. This process will include an updated Title VI equity analysis that incorporates the final recommendations and the public outreach.

Note that if these changes are not adopted, then Metro would need to develop and implement another mitigation strategy that would address the disparate impact and disproportionate burden created by the original proposal.

In the meantime, staff wanted to ensure that the proposed mitigation is viable in terms of minimize the disparate impact and disproportionate burden. Staff estimates that over 10,000 daily customers could benefit from the improved service. Both the 90/92 and V2/V4 lines serve a customer base that exceeds the Metrobus system average in terms of minority and low-income ridership. On an average weekday, almost 90 percent of 90/92 customers are minority, and 60 percent live in a low-income household. Over 95 percent of V2/V4 customers are minority, and 65 percent live in a low-income household.

Table Five – DI/DB Test, Revised Proposal

	Minority Impacted Trips	Low-Income Impacted Trips
Impacted Ratio	85.0%	53.0%
System Average	80.7%	46.4%
Difference	4.3%	6.6%
Threshold	-7.0%	-7.0%
DI/ DB	No	No

When combined together with the initial service proposal, the modified proposal benefits minority riders at a rate 4.3 percent higher than the system average (85.0 percent compared to 80.7 percent), and low-income riders at a rate 6.6 percent higher than the system average (53.0 percent compared to 46.4 percent). Thus, the revised proposal would not result in a DI on minority riders or a DB on low-income riders.

November 7, 2019
PUBLIC HEARING STAFF REPORT
DOCKET B19-03: Proposed Metrobus Service Changes

Docket B19-03 was comprised of bus service changes designed to increase the effectiveness of Metrobus by increasing limited-stop *MetroExtra* service, extending routes to new and emerging markets, restructuring service to better meet customer demand, and by removing segments of routes with very few riders.

The Board of Directors approved holding a public hearing on July 25, 2019. Notice of this hearing was made by publication in the Washington Post, and ads were placed in the Washington Hispanic, El Tiempo Latino, the Korean Times, Epoch Times, the African American Newspaper, Atref, and Doi Nay. It was also sent to area libraries for viewing and posted at wmata.com; and signs were placed in buses, rail stations, and MetroAccess vehicles.

Between September 14, 2019 and Monday, October 7, 2019, staff conducted extensive public outreach to solicit input from minority, low income and limited English proficient populations (LEP), which included 27 outreach events, distribution of over 4,400 brochures, completion of over 4,100 online and brochure surveys, 792 written and oral comments collected, and one open house and public hearing.

As a result of the public feedback received, two of the original service proposals are recommended for Committee approval for implementation as originally proposed. Two proposals have been modified as a result of customer and stakeholder feedback and will be implemented with revisions. One proposal has been removed from consideration.

One bus service change proposal, which has been requested by and will be funded by Arlington County, will be considered before the final consolidated docket is voted on by the full Board of Directors.

Details on proposals are provided below.

Proposals for State of Good Operations November 2019

District of Columbia					
Route(s)	Line Name	Proposal Presented for Public Comment	Staff Recommendation	Public Outreach Reaction	Proposed Implementation
42, 43	Mount Pleasant	Convert additional 42 trips to 43 trips, allowing buses to travel under Dupont Circle weekday middays and weekends between Mount Pleasant and Gallery Place	Implement proposal	Favorable	June 2020
74	7th Street-Convention Center-Southwest Waterfront	Extend the route to serve Buzzard Point and Audi Field (DC United stadium); reduce hours of service and increase time between buses to keep changes cost neutral	Implement proposal	Favorable	June 2020
S2, S4 S9	16th Street 16th Street Limited	Convert all S4 service to S2 and S9 service; reroute S9 to travel via 16th Street serving some but not all S4 bus stops between Alaska and Eastern avenues; increase full length S9 frequency; extend all S9 trips to Silver Spring	Implement modified proposal In response to feedback, S9 will serve all stops along 16th Street between Alaska and Eastern avenues NW except at Geranium Street (northbound and southbound) and Portal Drive (northbound only), where very few riders use stops at these two locations and nearby stops are available	Favorable	June 2020

Proposals for State of Good Operations November 2019

Maryland					
Route(s)	Line Name	Proposal Presented for Public Comment	Staff Recommendation	Public Outreach Reaction	Proposed Implementation
B29	Crofton-New Carrollton	Shorten route to end at Bowie Gateway Center	Do not implement Anne Arundel County will assume responsibility for the Crofton park-and-ride agreement	Negative	December 2019

Virginia					
Route(s)	Line Name	Proposal Presented for Public Comment	Staff Recommendation	Public Outreach Reaction	Proposed Implementation
7F	Lincolnia-North Fairlington	Eliminate service along North Chambliss and North Morgan streets, and along West Braddock Road and North Hampton Drive; convert all 7F trips to 7A trips	Implement modified proposal In response to public feedback, retain service along West Braddock Road and North Hampton Drive	Neutral	June 2020

Proposal to Add Bus Service

Virginia					
Route(s)	Line Name	Proposal Presented for Public Comment	Jurisdictional Request	Public Outreach Reaction	Proposed Implementation
3Y	Lee Highway-Farragut Square	Add peak period trips	Arlington County request to be funded by the County with project funding approved in the FY2020 I-66 Commuter Choice Program	Favorable	December 2019

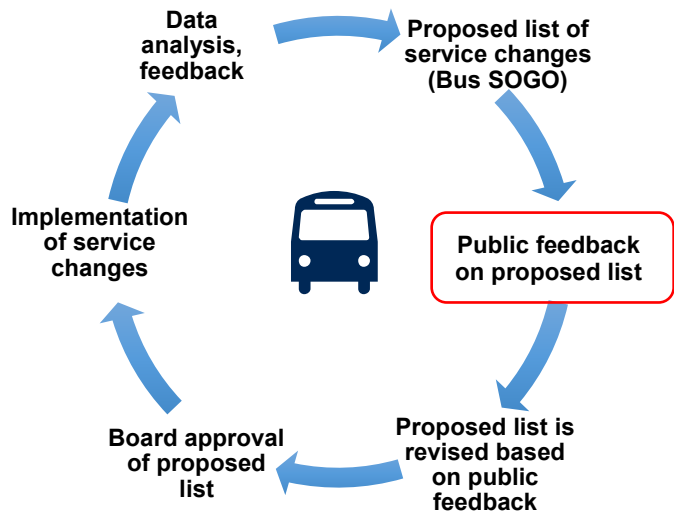


Washington Metropolitan Area Transit Authority
Public Outreach & Input Report

Docket B19-03: Proposed Metrobus Service Changes 2019

INTRODUCTION

Washington Metropolitan Area Transit Authority (WMATA) strives to maintain a state of good operations with its Metrobus service. Metro has once again enlisted the public's feedback on its Metrobus State of Good Operations (SOGO) service package, a set of proposed service adjustments that will serve the greatest number of customers as efficiently and effectively as possible and reflect changes in discretionary travel destinations and ridership demands in communities WMATA serves. Once the feedback is collected, the WMATA Bus Planning staff analyzes the results and works with the jurisdictions to create a final package of service adjustments for Board approval and subsequent implementation over the following year.



Some of these proposals were recommendations from service evaluation studies completed over the last few years, all which included a robust public outreach plan.

The final package of proposals that went to the public for feedback included:

District of Columbia

- 42, 43 Mount Pleasant
- 74 Convention Center
- S2, S4 16th Street
- S9 *MetroExtra* 16th Street Limited

Maryland

- B29 Crofton-New Carrollton

Virginia

- 3Y* Lee Highway-Farragut Square
- 7F, 7Y* Lincolnia-North Fairlington

** Note: Since routes 3Y and 7Y proposals were for additional service only, WMATA's Compact did not require them to be part of the public hearing process.*

A detailed list of these proposals can be reviewed in the Staff Report Attachment.

This report includes an overview of the public participation plan that was followed, as well as a summary of the feedback received from the public from various information channels.

COMMUNICATIONS & OUTREACH TO THE PUBLIC

In order to encourage public feedback on the proposals, as well as to fulfill the Board-approved Public Participation Plan, Metro tailored a communications and outreach plan. This intensive effort was necessary for reaching passengers and communities most impacted by the proposals.

The majority of the communications and outreach effort concentrated on the public comment time period- Saturday, September 14, 2019 through Monday, October 7, 2019. The final plan included the following efforts:

- Outreach Events at bus stops and on-board buses
- Stakeholder Communication
- Targeted Marketing & Media
- Open House & Public Hearing

In order to best manage resources in the allotted amount of time, the majority of outreach efforts focused on the proposed changes that would have the greatest impact on riders (high ridership, segment eliminations, Title VI populations). A demographic overview of the impacted customers can be viewed in the Title VI equity analysis report attachment.

Feedback for the public record was collected through the following sources:

- Paper brochure surveys in English and Spanish collected at outreach events and station survey collection boxes
- Paper brochure surveys in English and Spanish collected at the Open House
- Online surveys in English and Spanish
- Oral and written public testimony at the Public Hearing
- Written comments received by the Board Secretary's Office

Appendix A: Includes written comments from the public hearing, online survey, and paper brochure survey, and comments emailed to the Board Secretary's Office.

Appendix B: Includes the oral testimony from the public hearing.

Over 4,100 responses were received via all communication channels.

Outreach Summary

Metro staff and contractors traveled throughout the region to various bus stops and onboard buses to collect feedback from riders. Locations were chosen to correspond with the routes that had the more impactful proposed changes, along with those with high average weekday, low-income, minority and Limited English Proficient ridership.

For pop-up and ride-along events, outreach teams either stood at select bus stops or rode buses to distribute and collect the paper brochure survey. Team members wore yellow Metro-branded aprons and those who were bilingual wore large pins that identified them as speaking another language. Half of all outreach teams were fluent in Spanish.

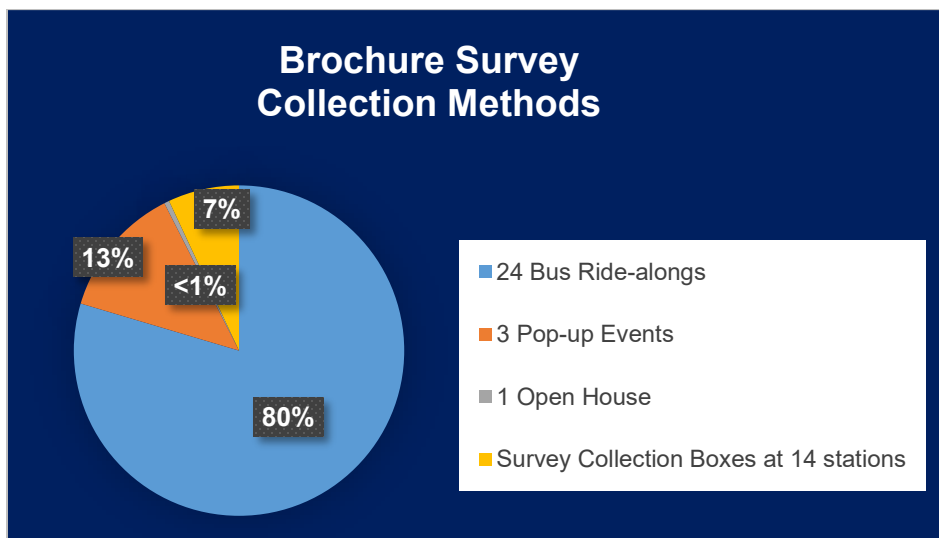


Photos of SOGO 2019 Outreach

At all of these events, team members distributed the English/Spanish brochure survey about the proposed service changes, Metro-branded pencils, and used laminated proposal maps for riders who needed a visual aid. All riders were encouraged to complete the survey questions onboard and return back to a team member or drop it off in a survey collection box located in nearby Metrorail stations. The brochure survey included a statement in Amharic, Chinese, French, Korean, and Vietnamese to call the language line for more information in the respective languages. View copies of the brochure survey on pages 8 and 9.

Over 4,400 brochure surveys were distributed during the outreach events. A total of 893 paper brochure surveys were collected from team members and survey collection boxes accounting for over 97% of the brochure survey collection total. Bus ride-alongs were the most successful for collecting paper brochure surveys, with 80% of all paper brochure surveys coming from that type of outreach. Responses received during the open house accounted for less than 1% of all feedback collected during the public comment period. The next two pages gives a more detailed account of outreach event details and distribution numbers.

Bus Stop/Ride-alongs Outreach by the Numbers	
Number of Outreach Shifts	27
Number of Brochure Surveys Distributed	4,429
Number of Brochure Surveys Collected	893



Outreach Event Details & Distribution Numbers

Shift Date (2019)	Shift Starting Location	Shift Time	Route	Total Brochure Surveys Distributed
Tuesday, September 17	Mount Pleasant & Lamont Street	6:00 a.m. – 11:00 a.m.	42, 43	55
	Paul S. Sarbanes Transit Center: Bus Bay 104	3:30 p.m. – 7:30 p.m.	S9	100
Wednesday, September 18	7 th & E Street NW (Gallery Place)	5:15 a.m. – 9:45 a.m.	74	70
	Franklin Square: Bus Bay B	7:00 a.m. – 11:00 a.m.	S9	84
	Connecticut Avenue & Q Street NW (Dupont)	3:00 p.m. – 7:00 p.m.	42	274
Thursday, September 19	Paul S. Sarbanes Transit Center: Bus Bay 103	6:00 a.m. – 11:00 a.m.	S2, S4	150
	7 th & E Street NW (Gallery Place)	3:15 p.m. – 8:15 p.m.	74	70
Saturday, September 21	Mount Pleasant & Lamont Street	9:30 a.m. – 2:30 p.m.	42	100
	10 th & Constitution Avenue (Federal Triangle)	10:00 a.m. – 3:00 p.m.	S2, S4	110
	7 th & E Street NW (Gallery Place)	10:15 a.m. – 3:15 p.m.	74	46
	Paul S. Sarbanes Transit Center: Bus Bay 104	10:15 a.m. – 2:15 p.m.	S9	80
Sunday, September 22	Paul S. Sarbanes Transit Center: Bus Bay 103	10:15 a.m. – 3:15 p.m.	S2, S4	150
Monday, September 23	Paul S. Sarbanes Transit Center: Bus Bay 103	2:45 p.m. – 8:15 p.m.	S2, S4	146
	Paul S. Sarbanes Transit Center: Bus Bay 103 & 104	3:30 p.m. – 7:30 p.m.	S2, S4, S9	113
Tuesday, September 24	7 th & E Street NW (Gallery Place)	5:00 a.m. – 9:30 a.m.	74	100
	9 th & F Street NW (Gallery Place)	10:30 a.m. – 3:00 p.m.	42	100
	Franklin Square – Bus Bay B	3:00 p.m. – 7:30 p.m.	S9	125

Shift Date (2019)	Shift Starting Location	Shift Time	Route	Total Brochure Surveys Distributed
Wednesday, September 25	Paul S. Sarbanes Transit Center: Bus Bay 104	7:30 a.m. – 11:30 a.m.	S9	44
	9 th & F Street NW (Gallery Place)	3:00 p.m. – 7:30 p.m.	42,43	44
	New Carrollton Metrorail Station – Bus Bay A	4:00 p.m. – 6:30 p.m.	B29	100
Thursday, September 26	Mount Pleasant & Lamont Street	6:30 a.m. – 10:30 a.m.	42, 43	100
	10 th & Constitution Avenue	3:15 p.m. – 7:45 p.m.	S2, S4	100
Saturday, September 28	Franklin Square – Bus Bay B	9:45 a.m. – 1:45 p.m.	S9	100
	Paul S. Sarbanes Transit Center: Bus Bay 103	9:15 a.m. – 2:15 p.m.	S2, S4	72
Sunday, September 29	10 th & Constitution Avenue	9:15 a.m. – 1:45 p.m.	S2, S4	150
	7 th & E Street NW (Gallery Place)	9:30 a.m. – 2:30 p.m.	74	100
Monday, September 30	10 th & Constitution Avenue	5:45 a.m. – 10:45 a.m.	S2, S4	90
Survey Collection Boxes				1,500

Brochure Survey: English

[illegible]

DISTRICT OF COLUMBIA PROPOSED CHANGES

42, 43 Mount Pleasant

- Alter route every other trip between Route 42 and Route 43 during off-peak periods on weekdays; midday and evenings on Saturday; and mornings and afternoons on Sunday. Route 42 would continue to operate early mornings and late nights daily, and evenings on Sunday.
- The new off-peak Route 43 trips would operate under Dupont Circle for a faster connection between the Gallery Place and Mount Pleasant, bypassing the stop nearest Dupont Circle Metro Station.
- Red Line connections will be maintained at Dupont Circle Metro Station on Route 42 and at Farragut North Metro Station on routes 42 and 43.
- The last late night trip on Route 42 every night would be eliminated due to low ridership:

- o Weekday trips departing Mount Pleasant at 2:55 a.m. and Gallery Place at 3:20 a.m.
- o Saturday trips departing Mount Pleasant at 2:50 a.m. and Gallery Place at 3:20 a.m.
- o Sunday trips departing Mount Pleasant at 1:35 a.m. and Gallery Place at 2 a.m.

- Schedules would be adjusted slightly to improve on-time performance.

Are you in favor of this proposal?

☐ Yes ☐ No ☐ No opinion
☐ I don't understand the proposal

74 Convention Center-South Waterfront

- Extend Route 74 to serve Buzzard Point and Audi Field (DC United stadium). The proposed extension would operate from H&E & Streets SW via Hill Street, P Street, 2nd Street, V Street, 4th Street, T Street and 2nd Street to P Street SW and resume the current route to K&B 6th Street NW (Convention Center).
- To keep the proposal cost neutral and operate buses on a longer route, the frequencies would decrease slightly and the service hours would be shortened. For an early morning and late night service alternative, Route P3 operates a block from the Waterfront Metro Station on M Street in the directions of Anacostia and Rhode Island Ave Metro Stations.

The table below shows the proposed service hours and frequencies of bus service.

Day	Proposed Service Hours	Current Frequency	Proposed Frequency
M-F	6 a.m. - 11 p.m.	AM Peak Midday PM Peak Evening 20 mins. 20 mins. 20 mins.	16 mins. 20 mins. 16 mins. 30 mins.
S-S	7 a.m. - 10 p.m.	All Day	20/24 mins. 30 mins.

Are you in favor of this proposal?

☐ Yes ☐ No ☐ No opinion
☐ I don't understand the proposal

S2, S4 16th Street and S9 16th Street Limited MetroExtra

- Add additional Route S9 MetroExtra limited-stop service:
 - o Extend the hours of service on weekdays and Saturdays to operate until 11 p.m.
 - o Add new Sunday service from approximately 7 a.m. to 7 p.m.
 - o Increase frequency during peak and off-peak periods (see table on the right).
- Modify Route S9 MetroExtra to serve 16th Street instead of turning onto Alaska and Eastern avenues NW. The new Route S9 routing would serve the existing Route S4 bus stops on 16th Street at Kalama Road, Portal Drive, and Eastern Avenue NW; however, some bus stops in that area normally served by Route S4 would not be served by the new Route S9 routing.
- To simplify and improve service, Route S4 service would be converted into Route S2 (local) and Route S9 MetroExtra (limited-stop). Route S9 MetroExtra service would increase, giving riders faster service along 16th Street NW between Silver Spring and downtown DC.

The table shows the current and proposed frequencies of bus service:

Time Period	MetroExtra S9	Local S2, S4
M-F Peak	10 mins. (shortening trips)	10-12 mins.
M-F Off-peak	20 mins.	15 mins.
SAT Day	20 mins.	15 mins.
SAT Evening	No service	10 mins.
SUN Day	No service	12 mins.

Proposed Frequency (approx.)	MetroExtra S9	Local S2
M-F Peak	6 mins.	12 mins.
M-F Off-peak	15 mins.	15 mins.
SAT Day	15 mins.	15 mins.
SAT Evening	15 mins.	15 mins.
SUN Day	18 mins.	24 mins.

Are you in favor of this proposal?

☐ Yes ☐ No ☐ No opinion
☐ I don't understand the proposal

MARYLAND PROPOSED CHANGES

B29 Crofton-New Carrollton

- Eliminate Route B29 service to Crofton Country Club Park & Ride due to Maryland Transit Administration (MTA) ending its short-term lease with Crofton Country Club.
- Shorten Route B29 to operate between New Carrollton Metro Station and Bowie Gateway Center. Route B29 would continue to operate in a loop along Collington Road, Ocean Highway, and Mitchellville Road. Buses will continue to serve stops along southbound Mitchellville Road only, stops along northbound Mitchellville Road would be eliminated.

Are you in favor of this proposal?

☐ Yes ☐ No ☐ No opinion
☐ I don't understand the proposal

VIRGINIA PROPOSED CHANGES*

3Y Lee Highway-Farragut Square

- Add free morning and three afternoon trips to the schedule.

Are you in favor of this proposal?

☐ Yes ☐ No ☐ No opinion
☐ I don't understand the proposal

7F, 7Y Lincoln-Hill North Fairlington

- Convert all Route 7F service to Route 7A service. Service between Lincoln Hills (N Chambers Street and N Morgan Street) and Park Center (W Braddock Road and N Hampton Drive) would be discontinued. Customers would use Route 7A service at stops along Lincoln Road and N Sawgrass Road.
- Change afternoon peak service on Route 7Y to serve northbound Eagle Street between 15th Street South and Army Navy Drive between DC and the Pentagon.

Are you in favor of this proposal?

☐ Yes ☐ No ☐ No opinion
☐ I don't understand the proposal

*Metro is seeking public feedback as part of the decision-making process regarding proposed changes to routes 3Y and 7Y. However, these proposals are not part of the public hearing process.

Brochure Survey: *en español*

Necesitamos su opinión sobre los cambios propuestos en el servicio de Metrobus.

Distrito de Columbia:
42, 43, 74, S2, S4, S9

Maryland: B29

Virginia: 3Y, 7F, 7Y

Metro está proponiendo cambios en el servicio de algunas rutas de autobuses tomando como base las opiniones de los usuarios y los gobiernos locales, esto con el fin de incrementar la puntualidad y el número de pasajeros y para responder a los estudios de planeación y los cambios en el mercado.

Para obtener más información sobre estas propuestas, visite wmata.com/bus.

Los detalles lo están esperando.

wmata.com/bus
202-637-7000

M metro

PROPORCIONAR SU RETROALIMENTACIÓN

Visite wmata.com/bus, lea las propuestas, complete la encuesta y/o envíe comentarios.

Esta encuesta en papel. Lea las propuestas, luego busque el ? que se encuentra al lado de cada propuesta para proporcionar su retroalimentación. Asegúrese de llenar una encuesta por cada propuesta que desea comentar. La encuesta puede ser enviada a un embudojador de Metro identificado con un signo o depositarla en una caja de recolección en una de las estaciones de Metrorail:

Farragut West	Metro Center	Pentagon City
Geffery Place	New Carrollton	Silver Spring
Linden Plaza	Pentagon	Waterfront
McPherson Sq		

La reunión pública será abierta al público y a la audiencia pública, el día viernes 18 de octubre de 2019 en Metro Headquarters, 800 E Street NE, Washington, DC 20002. La reunión pública comenzará a las 4:30 p.m. y terminará a las 6:00 p.m. El último orador será invitado a hablar a las 5:30 p.m. Las inscripciones son obligatorias antes del miércoles, 17 de octubre de 2019.

Se aceptarán comentarios escritos durante la reunión pública. Los comentarios deben ser entregados en persona o enviados por correo electrónico a publiccomment@wmata.com. Los comentarios deben ser recibidos antes del miércoles 17 de octubre de 2019. Algunos comentarios pueden ser considerados para ser incluidos en el informe final de la Junta de Supervisores de Metro.

El transporte de Metro no es responsable de lesiones o daños personales o materiales que ocurran durante la reunión pública. No se permite fumar, beber alcohol ni consumir drogas ilegales durante la reunión pública. Se requiere identificación válida para asistir a la reunión pública. El acceso a la reunión pública es gratuito.

El transporte de Metro no es responsable de lesiones o daños personales o materiales que ocurran durante la reunión pública. No se permite fumar, beber alcohol ni consumir drogas ilegales durante la reunión pública. Se requiere identificación válida para asistir a la reunión pública. El acceso a la reunión pública es gratuito.

CAMBIOS PROPUESTOS EN EL DISTRITO DE COLUMBIA

Rutas 42 y 43 Mount Pleasant

- Durante las horas de máximo tránsito en los dos últimos domingos, al medio día y en la noche de sábado, y en las mañanas y tardes del domingo anterior cada dos semáforos de la ruta entre la 42 y la ruta 43. Las 42: 42 controlará función de semáforo en la mañana y en la noche, y el semáforo 43 los domingos por la noche.
- Los nuevos semáforos de la ruta 43 en horas de máximo tráfico continuarán operando de semáforo. El Duplicé Cilec para tener una conexión directa que se extiende entre Galiery Plaza y Mount Pleasant, rodeando las paradas cercanas a la estación de Metrolink de Duplicé Cilec.
- Se mantendrán las conexiones de la línea roja a la estación de Metrolink de Duplicé Cilec en la 42 y en la estación de Metrolink de Paragang en las rutas 42 y 43.

Ruta 74 Convention Center-Southwest Waterfront

- Estimar el área de cobrimiento de la ruta 74 para proporcionar servicio en Buzzard Point y Auld Road (estación DC Unit). La extensión propuesta funcionaría desde Half Street y O Street SW, pasando por Half Street, P Street, 2nd Street, V Street, M Street, T Street y 2nd Street, hasta P Street SW, y finalmente la ruta actual hacia K Street y 6th Street NW (Convention Center).
- Para que la propuesta sea siendo de costo neutro y operar los autobuses en una ruta más larga, se reducirán las frecuencias ligeramente a las horas de servicio se acordaron. Para tener una alternativa al servicio de la mañana y de la noche, la ruta P6 funciona a una cuadra de la estación de Metrolink de Waterfront en M Street en la dirección de las estaciones de Metrolink de Anacostia y

Rutas S2 y S4 16th Street
Ruta S9 16th Street Limited

- Agregar un servicio adicional de paradas serpentea en la ruta S16 de MetroExtra:
 - Extender las horas de servicio durante los días entre semana y los sábados para funcionar hasta las 11 p.m.
 - Agregar un NUEVO servicio los domingos, desde las 7 a.m. hasta las 7 p.m. aproximadamente
 - Incrementar la frecuencia durante las horas pico y las horas de mínimo tráfico (ver la tabla siguiente).
- Modificar la ruta S16 de MetroExtra para brindar servicio en 16th Street en lugar de girar en Alaska Avenue e Eastern Avenue NW. El nuevo recorrido

Periodo	MetroExtra 99	Local 92, 54
Horario de días entre semana	10 min. (Vajes cortos y largos)	10-12 min.
Horas de máximo tráfico durante días entre semana	20 min.	15 min.
Sábado durante el día	20 min.	15 min.
Sábado durante la noche	Sin servicio	10 min.
Quintazo	El servicio	El servicio

- Se eliminó el último servicio nocturno de la ruta 42 debido al bajo número de pasajeros.
- Los servicios de la ruta en días entre semana pasaron de 14 a 13 servicios en la línea.

Día	Horas de servicio propuestas		Frecuencia actual	Frecuencia propuesta
L-V	6 hrs. - 11 p.m.	Horas pico de la mañana Medio día Horas pico del atarde Noche	12 min. 20 min. 20 min. 20-30 min.	15 min. 25 min. 15 min. 30 min.
S-D	7 hrs. - 10 p.m.	Todo el día	20-30 min.	30 min.

? ¿Está a favor de la propuesta?

☐ Sí ☐ No ☐ Sin opinar

☐ No entiendo la propuesta

- Para simplificar y mejorar el servicio, se convertirá el servicio de la ruta S4 en ruta S2 (local) y ruta S9

Variable	Wentworth	Laurel, CA
Horario de días entre semana	6 min.	12 min.
Horas de mínimo tráfico durante días entre semana	15 min.	15 min.
Sábado durante el día	15 min.	15 min.
Sábado durante la noche	15 min.	15 min.

1. *Journal of the American Medical Association*, 2000; 283: 2689-2695.

? ¿Está a favor de la propuesta?

☐ Sí ☐ No ☐ Sin opinión

CAMBIOS PROPUESTOS EN MARYLAND

**Ruta B29 Crofton-
New Carrollton**

- Eliminar el servicio de la ruta B20 en el Park & Ride de Crofton Country Club debido a que la Administración de Tránsito de Maryland (MTA) anunció esta financia su contrato de arrendamiento del Park-and-ride con Crofton Country Club.
- Acortar el servicio de la ruta B20 para funcionar entre la estación de Metrolink de New Carrollton y Bowie Gateway Center. La ruta B20 seguirá funcionando en un trayecto circular a lo largo de Collington Road, Crain Highway y Mitchellville Road. Los autobuses seguirán prefiriendo seguir únicamente en las paradas de Mitchellville Road sentido sur. Se eliminarán las paradas de autobús de Mitchellville Road en sentido norte.

? ¿Está a favor de la propuesta?

☐ Sí ☐ No ☐ Sin opinión

☐ No entiendo la propuesta

CAMBIOS PROPUESTOS EN VIRGINIA*

*Ruta 3Y Lee Highway-
Farragut Square*

- Agregar al itinerario tres servicios de la ruta en la mañana y tres en la tarde.

? ¿Está a favor de la propuesta?

☐ Sí ☐ No ☐ Sin opinión

☐ No entiendo la propuesta

Ruta 7F, 7Y Lincolnia-
North Fairlington

- Convertir todos los servicios de la ruta 7F en servicios de la ruta 7A. Se discontinuará el servicio entre Lincoln Hills (N Chambliss Street y N Morgan Street) y Park Center (W Braddock Road and N Hampton Drive). Los pasajeros usarán el servicio de la ruta 7A en Lincoln Hills y N Beauregard Street.
- Cambiar el servicio en hora pico en la tarde de la ruta 77 para prestar servicio en Eads Street (servicio norte entre 15th Street South y Army Navy Drive, entre el DC y el Pontotom).

? ¿Está a favor de la propuesta?
☐ Sí ☐ No ☐ Sin opinión
☐ No entiendo la propuesta

* Como parte del proceso de toma de decisiones con relación a los cambios propuestos en las rutas 3Y y 7Y, Metro quiere recibir los comentarios del público. No obstante, estas propuestas no forman parte del proceso de la audiencia pública.

CUÉNTENOS ACERCA DE USTED.

Metro hace las siguientes preguntas para obtener información demográfica actual que le ayuda con la planificación futura del servicio de autobuses y para cumplir con las regulaciones del gobierno federal cuando se realizan cambios en el servicio.

? ¿Se puede agregar saldo a la tarjeta SmarTrip® en línea?

¿Está registrada su tarjeta SmarTrip®?
☐ Sí ☐ No ☐ No estoy seguro(a)

¿En qué año nació?

¿Cuál es su sexo?

¿Es usted de origen hispano o latino?

¿Cuál de las siguientes lo describe mejor?

☐ Afroamericano o negro

☐ Indígena estadounidense o nativo de Alaska

☐ Hawaiano o de otra isla del Pacífico

¿Cuáles son sus ingresos?

☐ \$100,000 a \$149,999
☐ \$150,000 a \$199,999
☐ \$200,000 a \$249,999
☐ \$250,000 a \$299,999
☐ \$300,000 a \$349,999
☐ \$350,000 a \$399,999
☐ \$400,000 a \$449,999
☐ \$450,000 a \$499,999
☐ \$500,000 a \$549,999
☐ \$550,000 a \$599,999
☐ \$600,000 a \$649,999
☐ \$650,000 a \$699,999
☐ \$700,000 a \$749,999
☐ \$750,000 a \$799,999
☐ \$800,000 a \$849,999
☐ \$850,000 a \$899,999
☐ \$900,000 a \$949,999
☐ \$950,000 a \$999,999
☐ \$1,000,000 or more

☐ \$75,000 to \$99,999

COMENTARIOS:

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a thin black border around its edges.

¿Tiene más para decir? Visite wmata.com/bus para brindar comentarios adicionales por escrito.

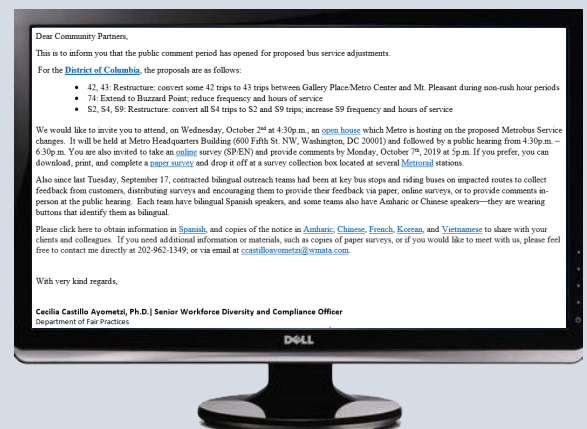
Stakeholder Communication

Local stakeholders helped spread the word and encouraged feedback from their constituents about the proposed service changes.

- The Office of Government Relations provided information on the proposals to local, state jurisdictional and Congressional staff. Staff addressed follow up questions to the plan to ensure elected officials and their staff had a thorough understanding of the options.
- Metro employees were notified of the proposals through the General Manager's weekly email message on September 20, 2019 and an employee communications email on October 1, 2019.
- The Office of Equal Employment Opportunity (OEEO) systematically identified all Community Based Organizations (CBOs) being affected by the proposed service changes and sent messages, unique to each CBO, to inform them about changes being proposed for bus lines servicing areas near each CBO's location.
 - Each tailored message invited representatives to meet with Metro, if necessary, to provide additional feedback. It also included links to the online survey, information in languages other than English for those CBOs serving various linguistic minorities, and an invitation to attend the open house and public hearing.
 - There was a second message sent to remind CBOs, that were unable to attend the open house and public hearing, of the approaching deadline to provide feedback via Metro's online bilingual (SP/ENG) survey.
 - Using this systematic process, OEEO reached out to 564 individuals, working at 862 organizations in each of the two messages sent to representatives of the various Community Based Organizations.



Screenshot (condensed):
General Manager's Weekly Email



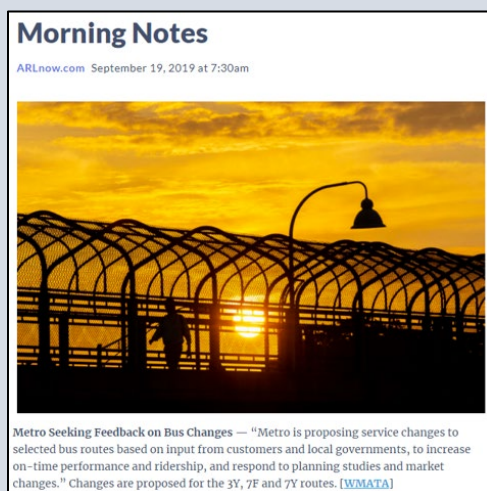
Screenshot: Tailored email to D.C. Community Based Organizations | Sent via OEEO

Targeted Marketing & Media

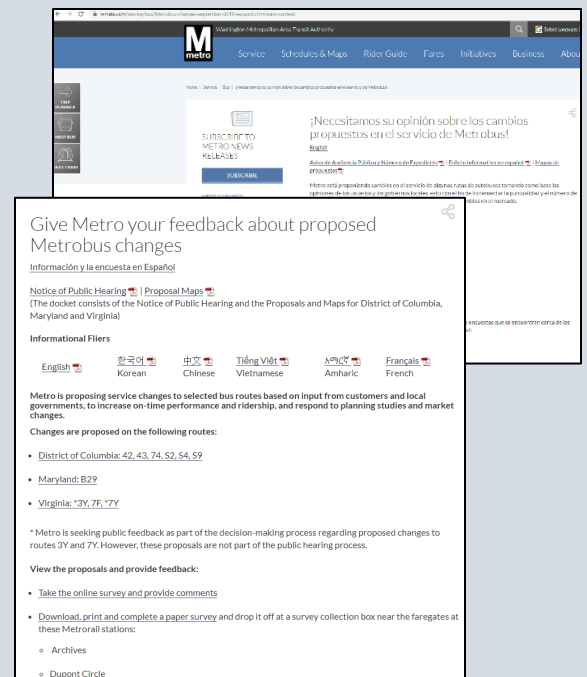
Metro used targeted marketing and media strategies to increase awareness and encourage feedback on the proposals.

Digital & Online Media:

- A webpage created on wmata.com/bus informed customers about the proposals and how customers could provide feedback, including the survey link. The webpage was also professionally translated into Spanish, and contained pdf fliers in Amharic, Chinese, French, Korean, and Vietnamese.
 - This page generated 3,924 page views and of those nearly 67% (2630) were unique page views with 117 Spanish page views.
- Direct emails were sent to registered SmarTrip® card customers who boarded one of the impacted routes at least once in the past 90 days. The emails invited customers to complete an online survey as well as an invitation to attend the public hearing. A total of 20,000 emails were sent.
- A press release on October 1, 2019 was issued and distributed to more than 22,000 subscribers and received approximately 845 page views online, and of those nearly 92% (785) were unique page views.
- Various online media outlets reported the proposed changes: ARLNow.com (Sept 19) and dc.curbed.com (Oct 3)



Screenshot (condensed):
ARLnow.com



Screenshots: wmata.com/bus |
English & Spanish project webpages



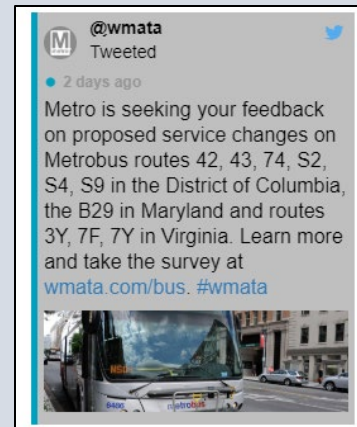
Image: Direct Email to Registered SmarTrip® Cards on impacted bus routes | English/Spanish

Social Media:

- Metro's social media accounts via Facebook and Twitter were used to post information about the proposals including an advisory was sent to impacted riders.
 - Five Facebook posts with 2,049 impressions (the number of times a post from the page is displayed) and 40 engagements
 - Five Tweets with 91,117 impressions (the number of times the tweet showed up in somebody's timeline) and 578 engagements

Print Media:

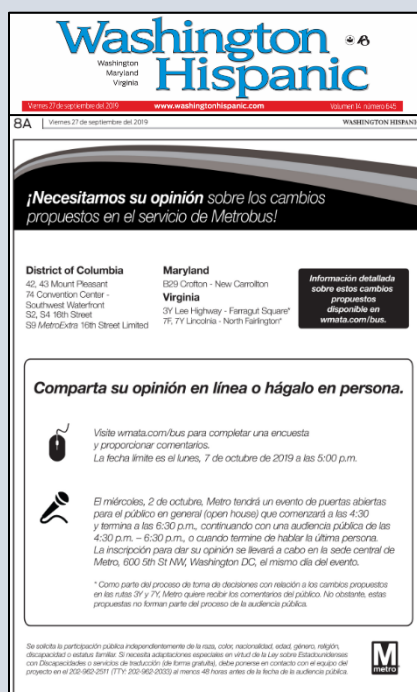
- Legal notices were placed in the *Washington Post* on Saturday, September 14, 2019, and Saturday, September 21, 2019, notifying the public of the opportunities to provide public comment.
- Advertisements were placed in newspapers throughout the region, including media in multiple languages:
 - *The Afro* (English)
 - *El Tiempo Latino* (Spanish)
 - *Washington Hispanic* (Spanish)
 - *Korean Times* (Korean)
 - *Epoch Times* (Chinese)
 - *Atref* (Amharic)
 - *Doi Nay* (Vietnamese)



Screenshot: @wmata | Twitter



Screenshot: @wmata | Twitter response



Screenshot: Washington Hispanic local Hispanic/Latino newspaper



Screenshot: The Epoch Times local Chinese newspaper



Screenshot: @Metro Forward | Facebook

Other Targeted Marketing Strategies:

- Copies of the English/Spanish dockets were sent to all jurisdictional libraries.
- Survey collection boxes with copies of the brochure survey were installed at 14 Metrorail stations that were close to the impacted routes:
 - Archives, Dupont Circle, East Falls Church, Farragut North, Farragut West, Gallery Place, L'Enfant Plaza, McPherson Sq, Metro Center, New Carrollton, Pentagon, Pentagon City, Silver Spring, Waterfront
- A detailed sign plan was implemented to further communication efforts. All printed signs included Spanish as well as project information statements in Amharic, Chinese, French, Korean, and Vietnamese.
 - Over 75 detailed bus stop signs were posted at select bus stops along impacted routes.
 - A large informational project sign was posted inside all 91 Metrorail station mezzanines.
 - A smaller informational project sign was posted in the Bus Information Center onboard all Metrobuses and MetroAccess vehicles.
 - The bus stops along the impacted routes that have the real-time arrival signs, the digital bus stop signs, displayed targeted messages in both English and Spanish.



Survey Collection Box & Sign | English/Spanish



Bus Stop Sign |Route B29 | separate English/Spanish

Give Metro your feedback about proposed bus changes!

¡Necesitamos su opinión sobre los cambios propuestos en el servicio de Metrobus!

District of Columbia
42, 43 Mount Pleasant
74 Convention Center - Southwest Waterfront
S2, S4 16th Street
S8 MetroExtra 16th Street Limited

Maryland
B29 Crofton - New Carrollton
Virginia
3Y Lee Highway - Farragut Square
7Y, 7Y Lincolnia - North Fairlington

Detailed information about these proposed changes are available at wmata.com/bus.
Información detallada sobre estos cambios propuestos disponible en wmata.com/bus.

Give us your feedback online or tell us in person. Comparta su opinión en línea o hágalo en persona.

Visit www.wmata.com/bus to tell us your feedback online. (Visit www.wmata.com/bus to tell us your feedback online.)
Visite www.wmata.com/bus para contarle su opinión en línea. (Visite www.wmata.com/bus para contarle su opinión en línea.)

Call Metrobus at 302-637-7000 to tell us your feedback by phone. (Call Metrobus at 302-637-7000 to tell us your feedback by phone.)
Llámenos al 302-637-7000 para contarle su opinión por teléfono. (Llámenos al 302-637-7000 para contarle su opinión por teléfono.)

Drop off your feedback at the Metrobus Information Center located at 42, 43 Mount Pleasant. (Drop off your feedback at the Metrobus Information Center located at 42, 43 Mount Pleasant.)
Déjela en el Centro de Información de Metrobus ubicado en 42, 43 Mount Pleasant. (Déjela en el Centro de Información de Metrobus ubicado en 42, 43 Mount Pleasant.)

Bus Information Center Sign | English/Spanish

Open House & Public Hearing

Metro hosted an open house and public hearing on Wednesday, October 2, 2019 at WMATA Headquarters, 600 5th St NW, Washington D.C. Both the open house and public hearing began at 4:30 p.m. ensure customers could participate and make their connections home.

The open house provided the opportunity for attendees to speak one-on-one with staff members from the Office of Bus Planning about the proposals and attendees were able to complete the paper brochure survey on-site. Three paper brochure surveys and one comment card were completed.

The public hearing followed WMATA's standard public hearing procedures. At the beginning of the hearing, Metro Board Member Paul Smedberg read a prepared statement outlining the public hearing process, and WMATA Bus Planning and Scheduling Director Jim Hamre presented an overview of the proposals.

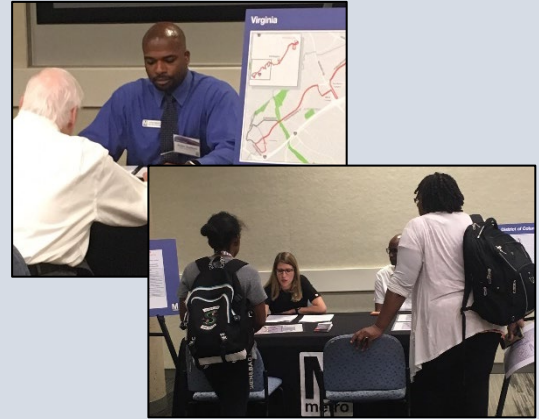
Signage throughout the open house and public hearing was in English and Spanish. WMATA headquarters is ADA accessible and conveniently located next to Gallery Place and Judiciary Sq Metrorail stations and multiple bus lines.

The oral testimony from the speakers at the public hearing accounted for less than 1% of all feedback collected during the public comment period.

Open House # of Attendees	Public Hearing # of Speakers	# of Brochure Surveys/ Comment Cards Collected	# of Brochure Surveys Distributed
24	24	4	19

Appendix A: Includes written comments from the public hearing, online survey, and paper brochure survey, and comments emailed to WMATA's Office of the Board Secretary.

Appendix B: Includes the oral testimony from the public hearing.



Photos: SOGO 2019 Open House



Photos: SOGO 2019 Open House

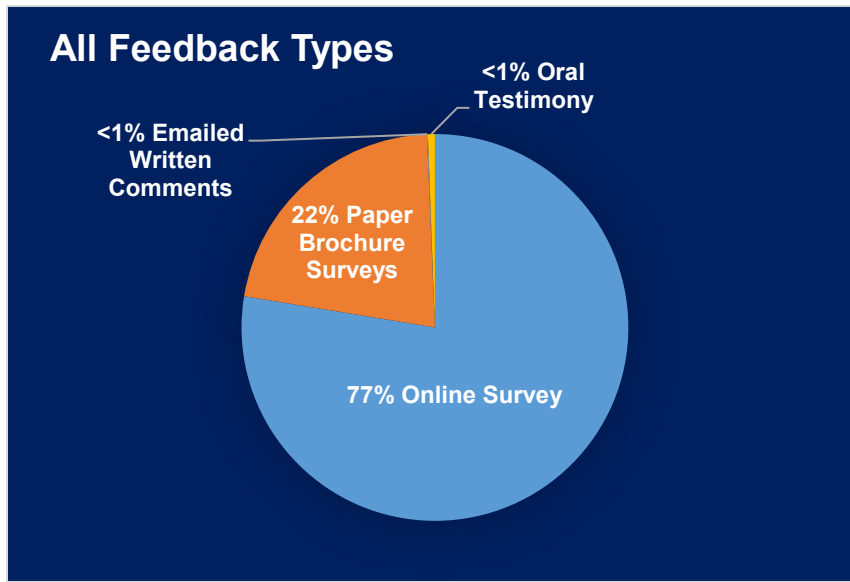


Photos: SOGO 2019 Public Hearing

PUBLIC INPUT RESULTS

Metro collected public input through surveys, written comments (online or letters sent to Board Secretary's Office), and oral testimony at the public hearing during the public comment period from Saturday, September 14 through 5:00 p.m. Monday, October 7, 2019. **Metro received over 4,100 responses about the proposed service changes.**

More than 98% of the input received came in using the survey tool, either online or the paper brochure survey. Oral testimony at the public hearing accounted for less than 1%.



Feedback Type	Quantities
Online Survey - wmata.com/bus	1,136
Online Survey - Direct Email	2,048
Paper Brochure Survey - Outreach Events & Survey Collection Boxes	893
Written Comments - Emailed to Board Secretary's Office	3
Public Hearing Oral Testimony	24
Total	4,117

Survey Results

Beginning Saturday, September 14 through Monday, October 7 until 5:00 p.m., the public had the opportunity to provide their input on the proposed bus changes via a survey. There were two identical surveys created for this effort. The paper brochure survey, all-in-one communication piece, was distributed at various outreach events. The online survey was available on wmata.com/bus and a link to the online survey was also emailed to users of the affected routes. **Over 4,000 responses were completed during the public comment period.**

To gauge the level of impact the proposed changes would have on riders, survey respondents were asked to rate each of the proposed changes that may impact them. Respondents rated whether they were in favor (yes), not in favor (no), had no opinion of the proposed changes, or did not understand the proposal.

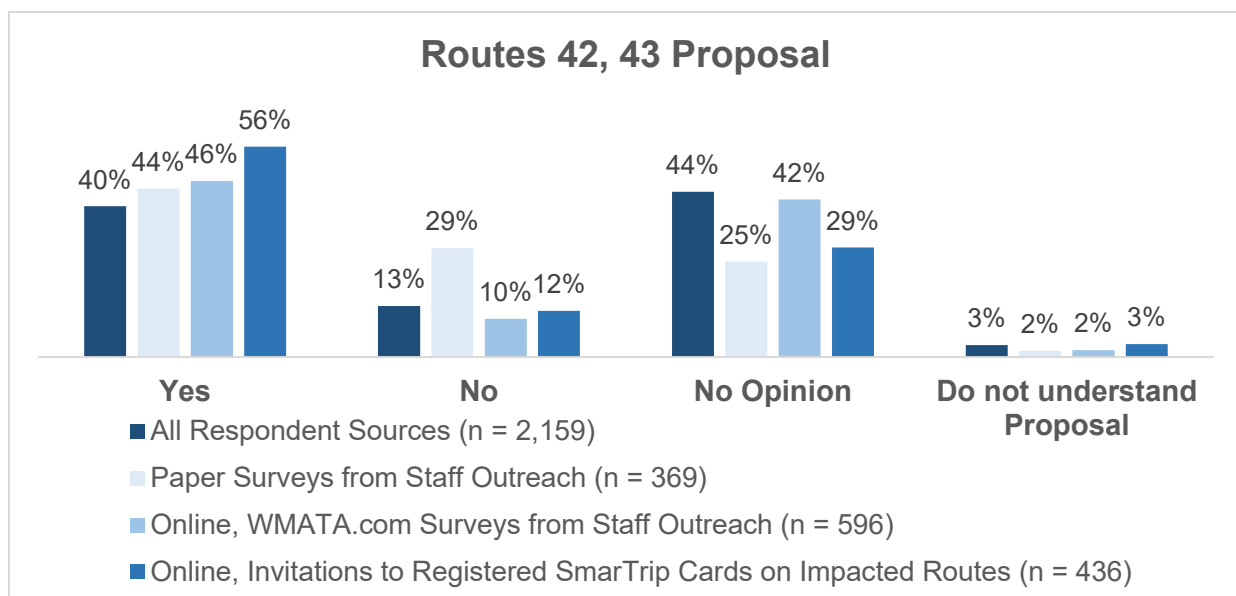
The following survey response segments are shown for each proposal:

1. The overall response from all respondent sources (both paper and online survey instruments).
2. The response from respondents who provided feedback via the paper survey instrument.
3. The response from respondents who provided feedback via the online survey instrument on WMATA.com.
4. The response from respondents who were invited to complete the survey online via email because their registered SmarTrip® card had used the impacted bus route or routes at last once in the last 90 days.

Reactions to the DC Bus Proposals

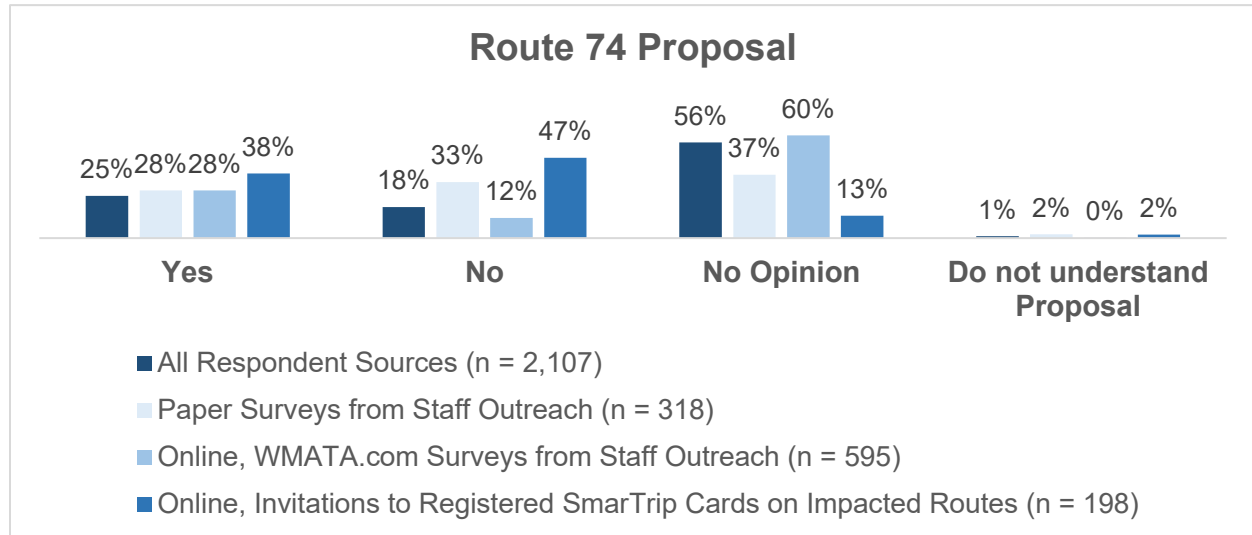
Routes 42, 43 Mount Pleasant

The responses are favorable to the proposed changes to routes 42 and 43. Across all respondent sources, 40% are in favor, 13% of are not in favor, and 44% express no opinion. Among respondents known to ride these bus routes, those in favor of the proposal increases to 56% with 12% not in favor and 29% expressing no opinion.



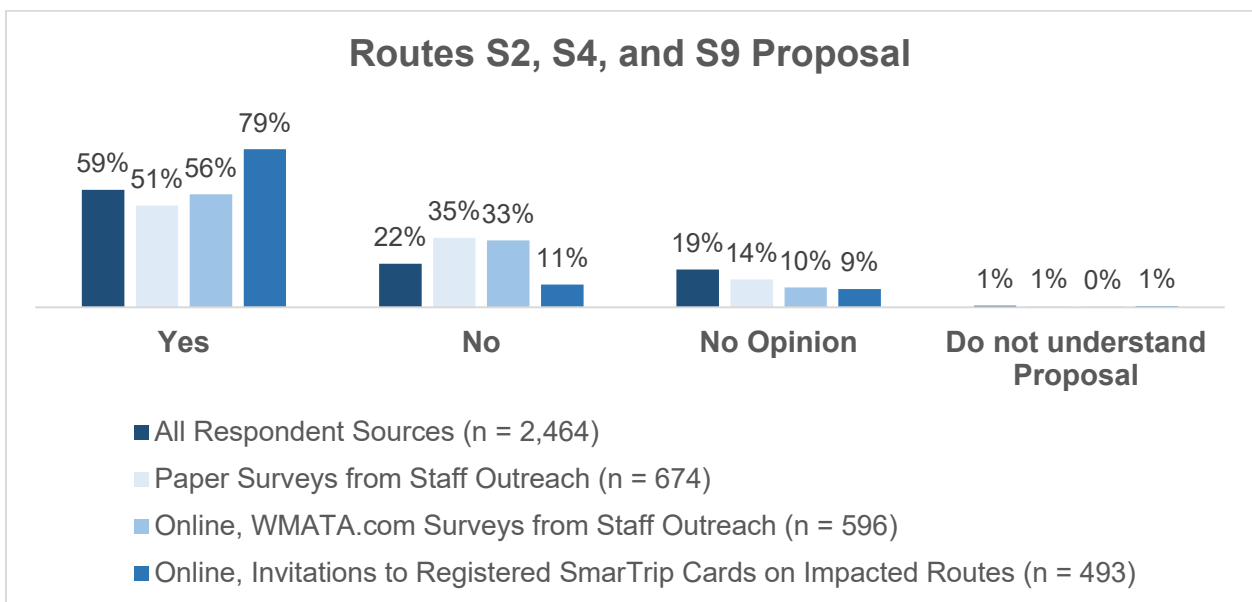
Route 74 Convention Center

The responses are mixed to the proposed change extending Route 74 to serve Audi Stadium. Across all respondent sources, respondents are largely indifferent with 56% expressing no opinion, 25% are in favor, and 18% are not in favor. However, among respondents known to use Route 74, 47% are not in favor, 38% are in favor, and 13% express no opinion.



Routes S2, S4 16th Street and S9 MetroExtra 16th Street Limited

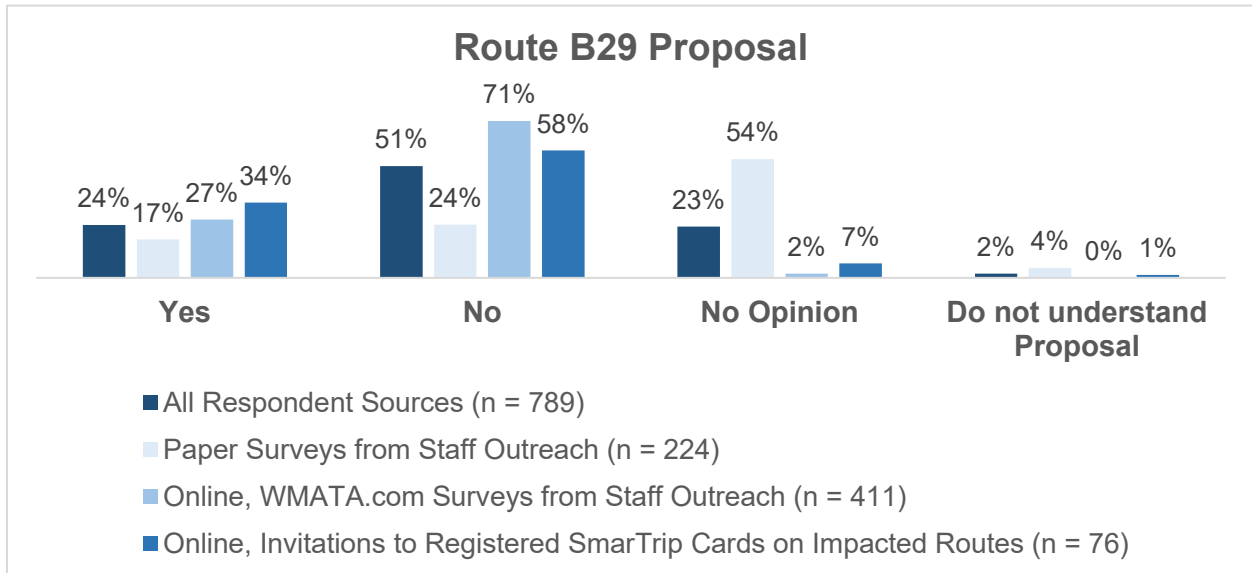
The responses are favorable to the proposed changes to Routes S2, S4, and S9. Across all respondent sources, 59% are in favor, 22% are not in favor, and 19% express no opinion. Among respondents known to ride these bus routes, those in favor of the proposal increases to 79% with 11% not in favor and 9% expressing no opinion.



Reactions to the Maryland Bus Proposals

Route B29 Crofton-New Carrollton

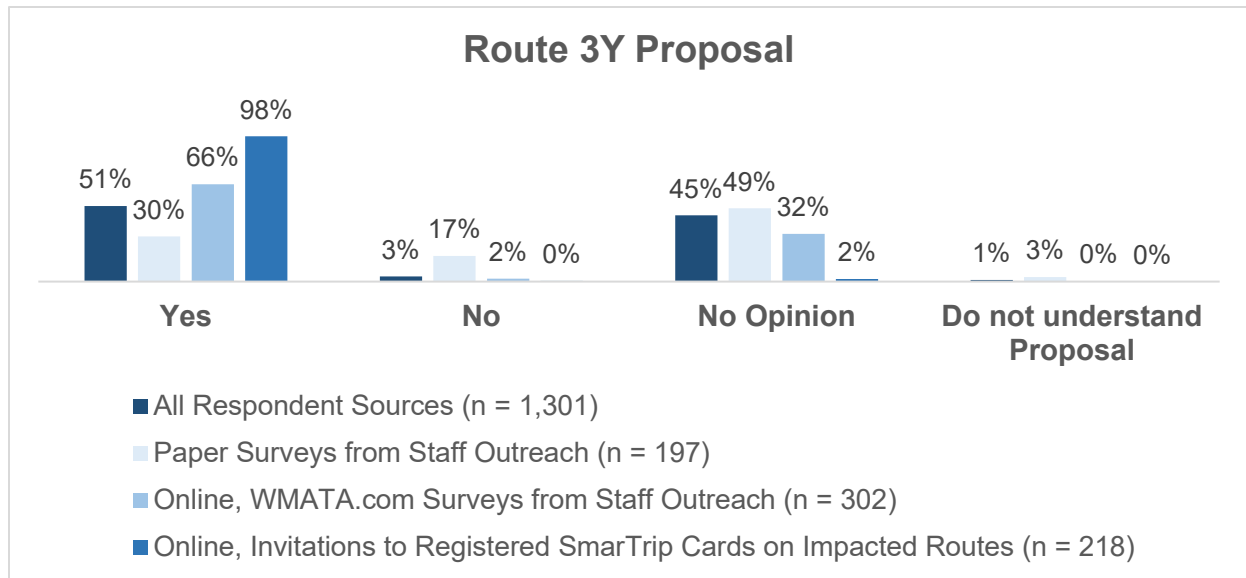
The respondents are opposed to the proposed change to Route B29. Across all respondent sources, 51% of respondents are not in favor, 24% are in favor, and 23% express no opinion. Among respondents known to use Route B29, those against the proposal increases to 58%, 34% are in favor and 7% express no opinion.



Reactions to the Virginia Bus Proposals

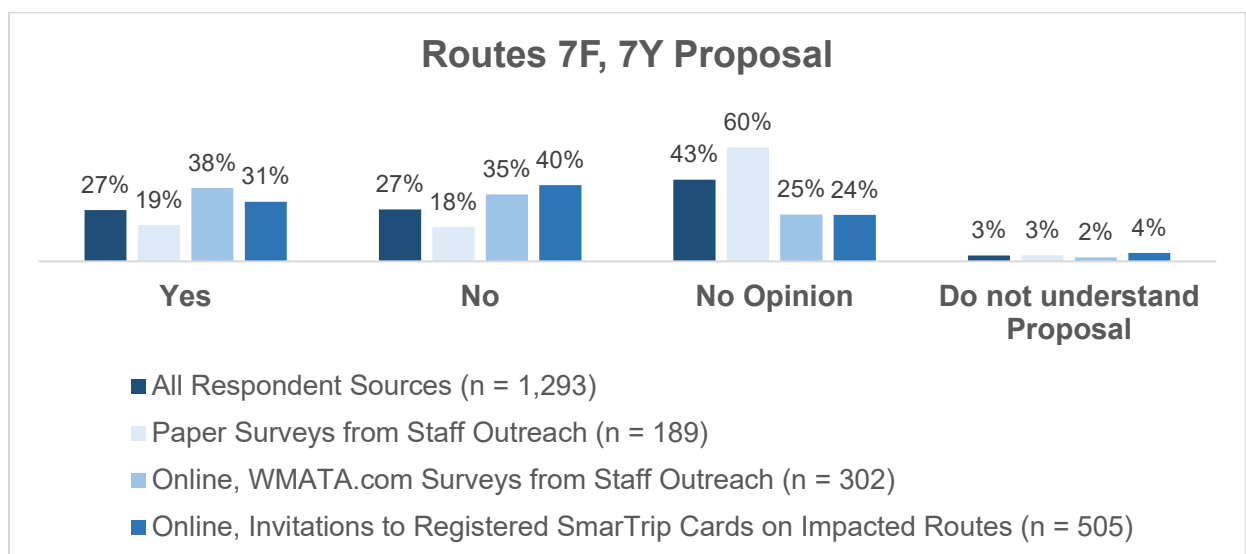
3Y Lee Highway-Farragut Square

The responses are favorable to the proposal to add additional trips to Route 3Y. Across all respondent sources, 51% are in favor, 3% are not in favor, and 45% express no opinion. Among respondents known to use Route 3Y, those in favor increases to 98%.



7F, 7Y Lincolnia-North Fairlington

The responses are mixed to the proposed changes to Routes 7F and 7Y. Across all respondent sources, 43% express no opinion, 27% are in favor, and 27% of respondents are not in favor. However, among respondents known to use these routes, 40% are not in favor, 31% are in favor, and 24% express no opinion.



Demographics

Metro's strategy to collect feedback in multiple ways, in-person and online, helps to encourage participation from members of low-income, minorities, and Limited English and Non-English proficient riders. Evidenced by the charts below, the type of outreach influenced the rate of participation from these groups. For example, the brochure paper survey that was distributed at outreach events was crucial for capturing low-income, Hispanic/Latino and other minority riders. In-person feedback collection was especially important to reach Limited English Proficient populations. Six percent of all surveys were completed in Spanish.

SOGO 2019 Demographics		Overall	Online Survey	Paper Survey
Household Income	Low-income	8%	4%	24%
	Income > \$30k	80%	81%	76%
	Prefer not to answer	12%	15%	n/a
Hispanic	Yes	14%	7%	40%
	No	78%	82%	60%
	Prefer not to answer	9%	11%	n/a
Race	African American or Black	19%	16%	38%
	Asian	7%	7%	11%
	White	67%	72%	42%
	Native American/Alaskan American	2%	1%	6%
	Hawaiian/Pacific Islander	1%	1%	1%
	Other	4%	4%	3%

