



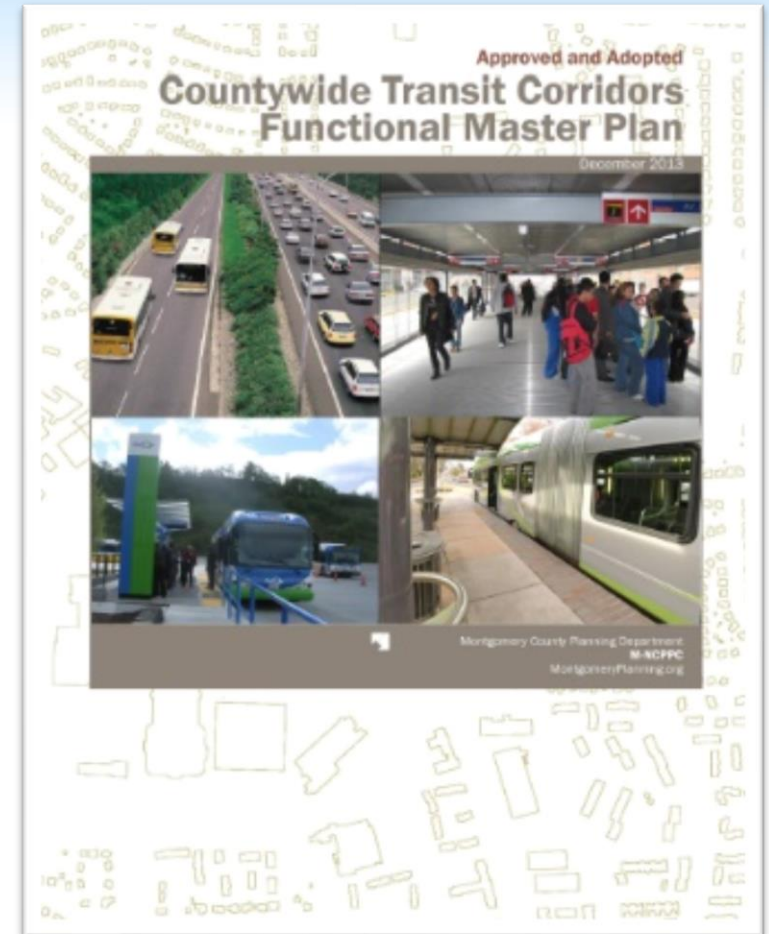
# Bus Rapid Transit in Montgomery County

WMATA Board Panel Discussion

February 13, 2020

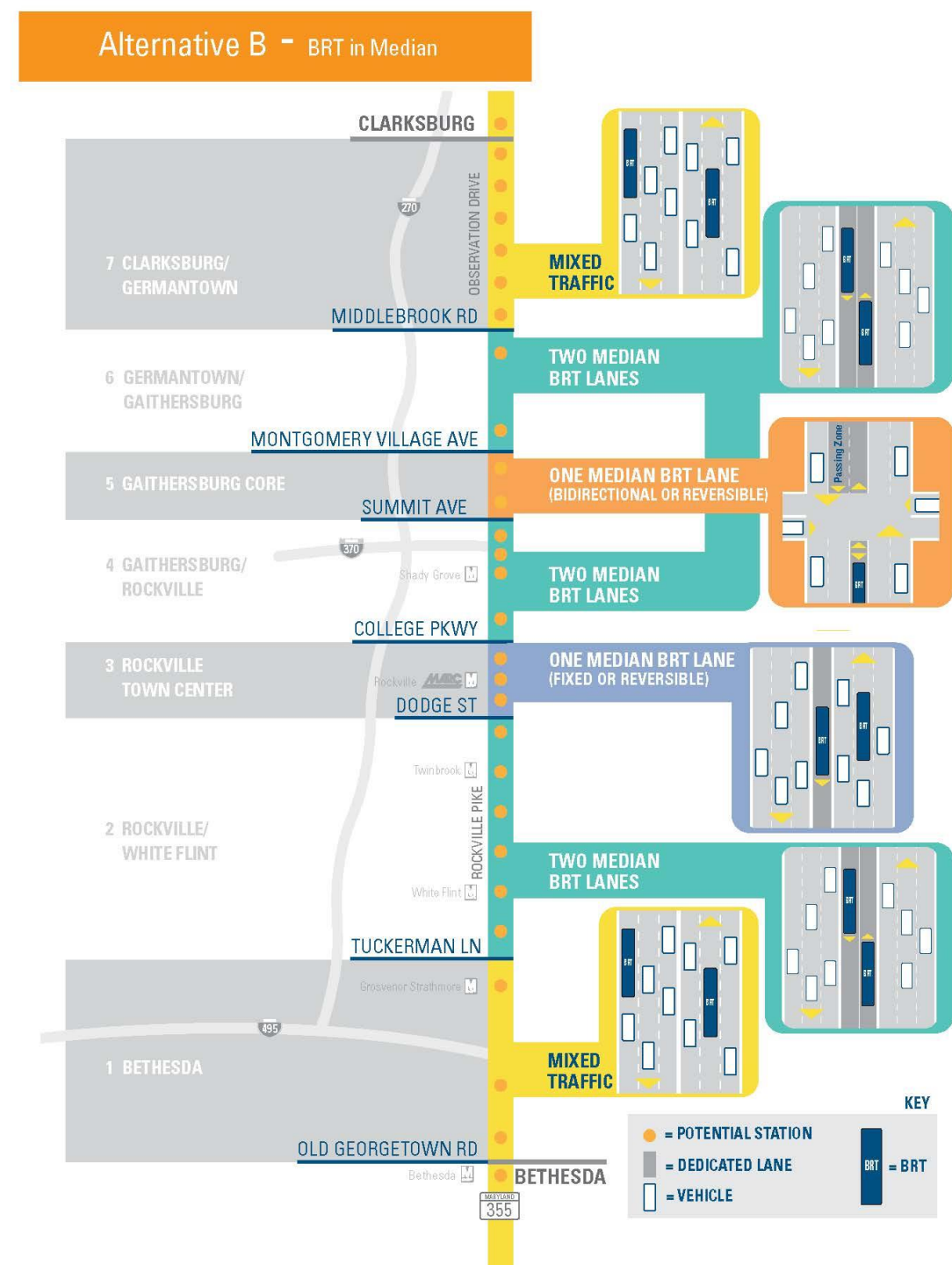
# Montgomery County Vision for BRT

- **Montgomery County Strategic Transit Plan** (1993) proposed BRT as the most appropriate mode for improving transit on the County's busiest corridors
- **Countywide Transit Corridors Functional Master Plan** (2013) and other studies have refined the County's vision and plans for BRT
- Focus has been on a 102-mile network of connected BRT corridors providing high frequency service throughout the County



# Why BRT?

- BRT can be scaled and implemented over time
  - Phasing – Initial vs Final
  - Adapt to land use change
  - Responsive to changing demands
- BRT is not limited to only travel on rails
  - See first point
  - Avoid incidents/closures
- BRT can be constructed for a lower cost compared to other high-quality transit modes
  - US 29 FLASH - \$3M per mile
  - MD 355 FLASH Alternatives - \$7M to \$37M per mile
  - Purple Line (light rail) - \$163M per mile
- BRT can support corridor development/redevelopment





# Branding

- Our leadership wanted to involve the community in the branding process
- Wary of community branding fiascos elsewhere, we took a measured approach that generated enthusiasm and awareness
- Naming the BRT:
  - Community voted on one of 3 names
  - Held random drawings weekly to encourage voting
  - All voters entered into a “grand prize” raffle



# Logo Development

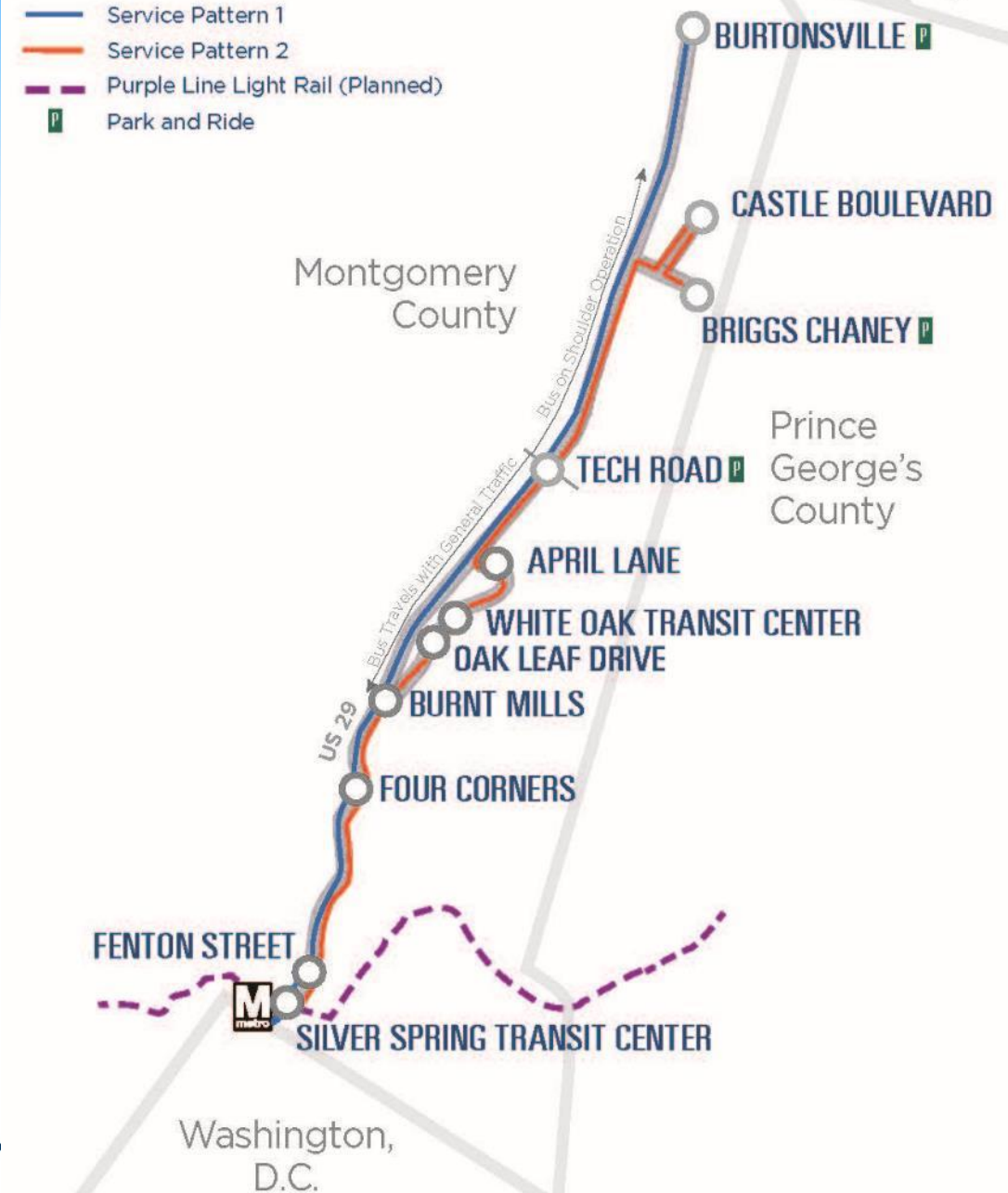
- Logo creation was assigned to a Montgomery College Advanced Graphic Design Class
- Competition also open to any student enrolled at MC
- Cash/Scholarship funds to top 3 designs
- Used student designs as inspiration for our final design



# US 29 FLASH

- 14 miles from the Silver Spring Transit Center to Burtonsville
  - \$40M project cost (\$3M per mile)
  - \$10M TIGER grant
- Frequent all-day service
  - 7 days/week
  - Similar hours to Metrorail
  - 7.5 minutes peak; 15 minutes off-peak
- 11 Stations (18 platforms)
- Bus on shoulder north of Tech Road (~40%)

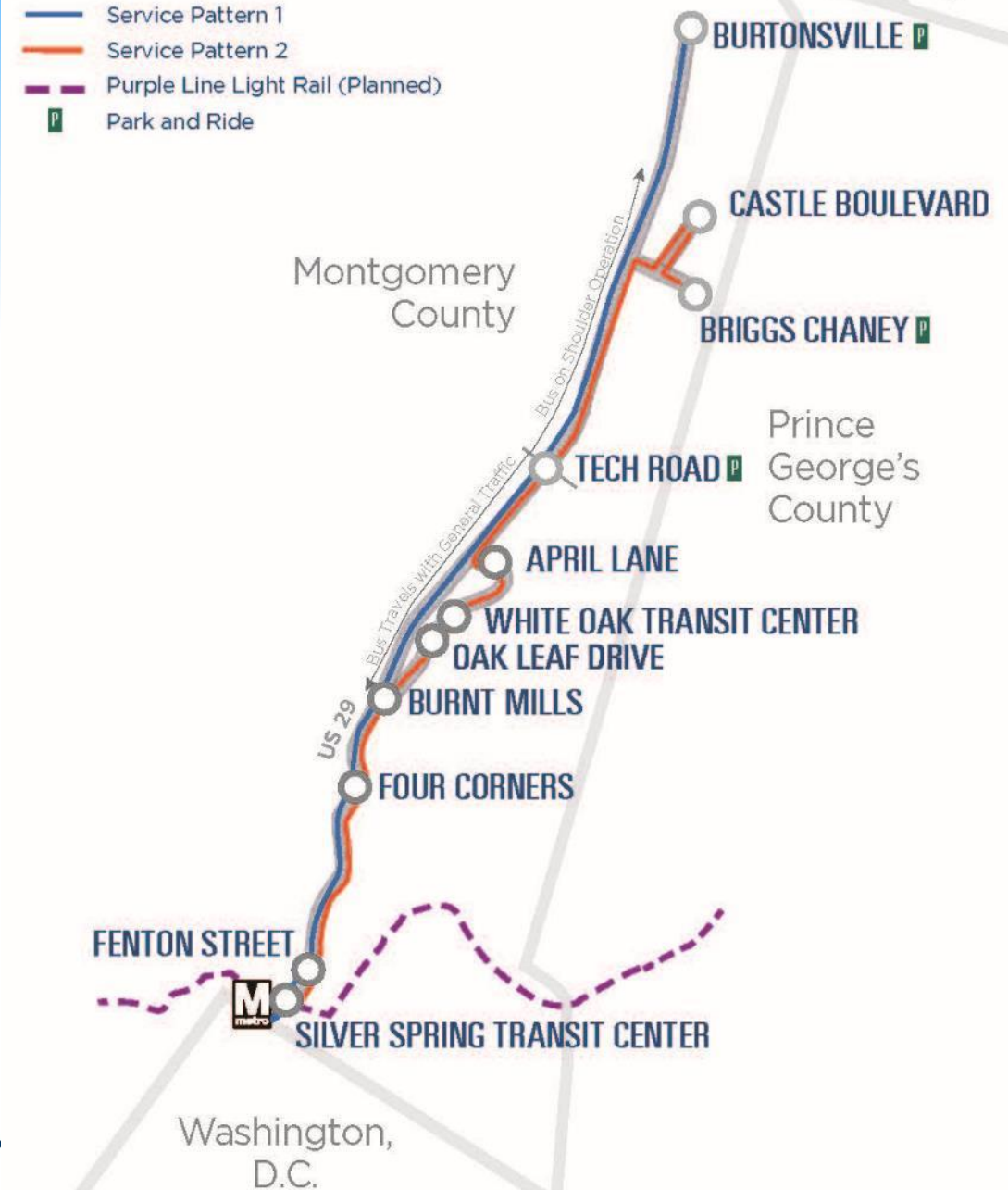
## US 29 BRT OPERATIONS PLAN



# US 29 FLASH

- Two service patterns:
  - Burtonsville to Silver Spring
    - US 29 only
    - Peak period only (15 minutes)
  - Briggs Chaney to Silver Spring
    - US 29 and key activity centers
    - All day service (15 minutes)
- Forecasted 20,000 daily riders (2040)
- Modeled 30% travel time savings over existing transit trip

## US 29 BRT OPERATIONS PLAN





# US 29 FLASH Features

New, enhanced vehicles that accommodate bicycles onboard and are equipped with Wi-Fi and USB ports



Community-friendly design with enhanced pedestrian and bicycle facilities



New, comfortable stations that provide weather protection

Pre-payment kiosks, and real-time transit information (via message boards)



Near-level boarding through all doors



Transit Signal Priority (TSP)





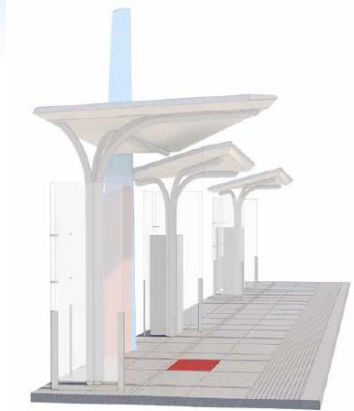
# FLASH Stations

- Station prototype development through MWCOG TLC Grant (2017)
- Station characteristics
  - Easy to Find and Use
  - Accessible
  - Safe and Comfortable
  - Adaptable and Context Sensitive
  - Maintainable
  - A Good Life-Cycle Investment



# BRT Stations and Art

## Neighborhood oriented art



## Art as a branding element



# Bus Design

- Leadership wanted something eye catching and very different from other buses on the road



# MD 355 FLASH

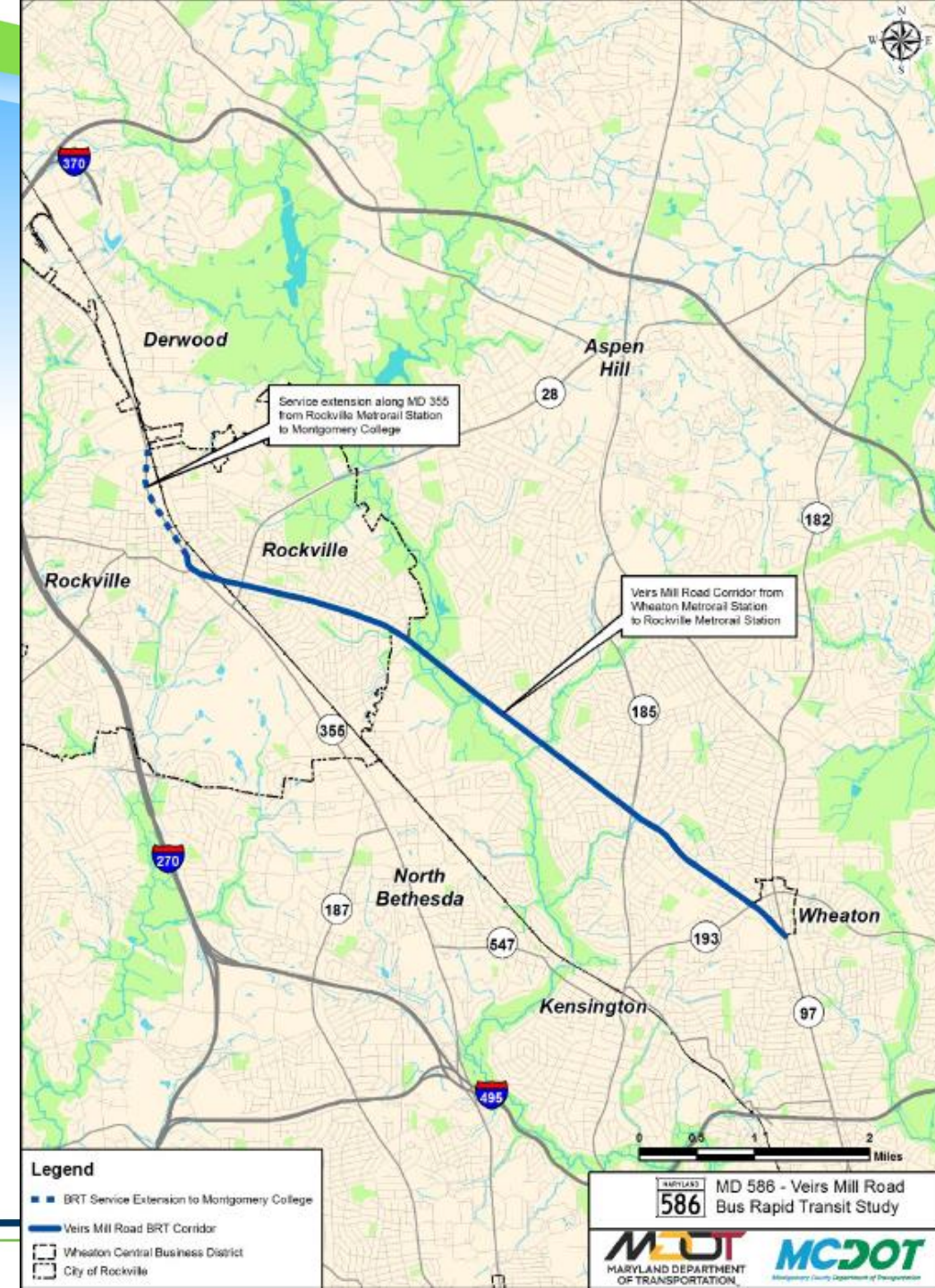
- 22 miles long
  - From Bethesda to Clarksburg
  - Diverse corridor
- Provide a new transit service with greater travel speed and frequency to
  - Improve corridor mobility
  - Respond to existing and future demands
- Completed planning to identify a preferred alternative; initiated design
- Released Request for Information (RFI) September 23<sup>rd</sup> seeking ideas on
  - Design
  - Operation
  - Delivery
  - Funding/Financing





# MD 586 FLASH

- 7.6 miles long
  - From Wheaton to Rockville
  - Busy E/W corridor with high transit ridership
- MDOT completed the AA in 2017
  - Recommended alternative – BRT in mixed traffic with queue jumps
  - Retain Master Plan alternative of curb running BRT
- \$79M project cost
- Preliminary Engineering initiated



# Other BRT Studies

- US29 Mobility Study - Compliment the investment in BRT on US 29 by improving
  - Corridor travel time & reliability
  - Ped/Bike access
  - Safety
- Corridor Cities Transitway (State of Maryland project) - preliminary design complete
- Funding has been identified for the following:
  - Planning for New Hampshire Avenue (FY22)
  - Planning for North Bethesda Transitway (FY24)



# RideOn extRa

**LESS STOP. MORE GO!**

Service began October 2, 2017

- Limited Stop Service
- Lakeforest Transit Center to Medical Center Station
- 10 minute headways (530a-9:30a & 330p-730p)
- 14 dedicated specially branded buses

Infotainment monitors inside the buses

WiFi and USB charging outlets on buses

- Transit Signal Priority (TSP)
- 12 bus stops in each direction w/real time information monitors
- Overlay of current Routes 46 and 55



# Regional Coordination Issues

- Network integration
- Fare technology and policy
- Facility needs (O&M)



# Contacts

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