



Better Bus Network Redesign

Riders' Advisory Council

October 5, 2022

Washington Metropolitan Area Transit Authority

Agenda

- Project Overview
- Process and Approach
- Phase I Engagement (October-November)
- Next Steps
- Questions and Discussion

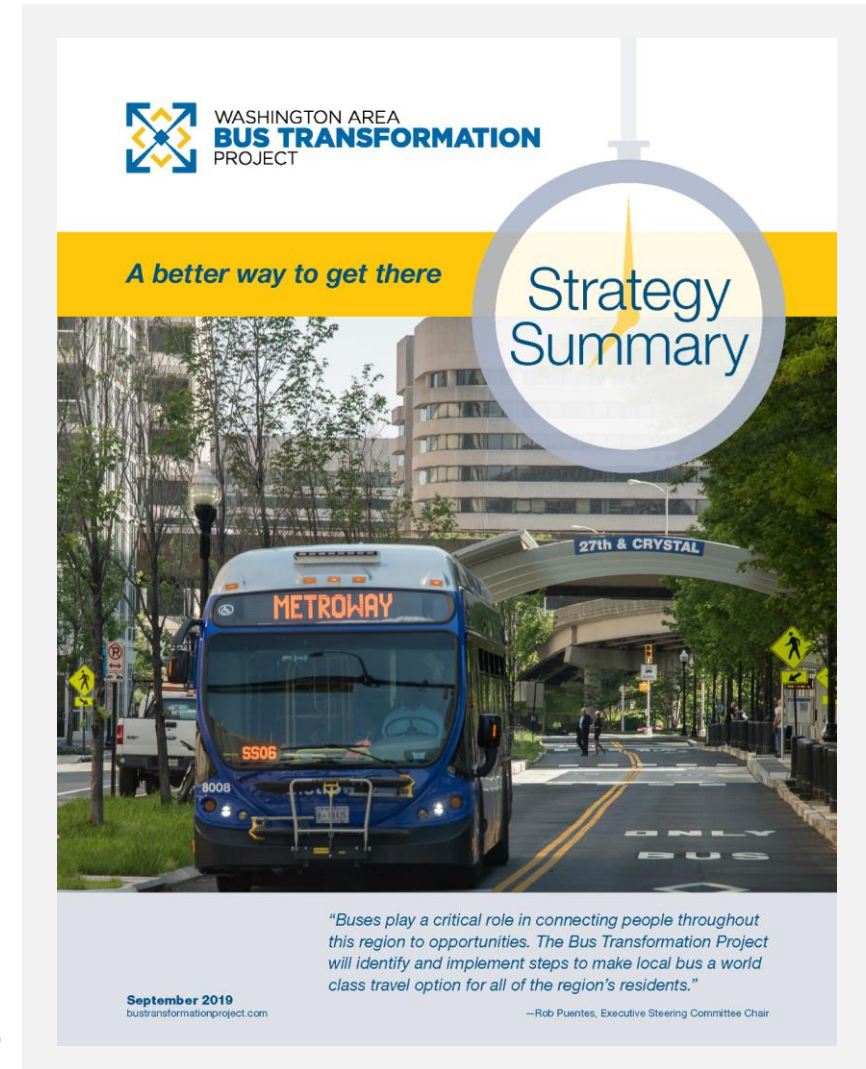
Bus Transformation Project Review

Vision: Bus will be the mode of choice on the region's roads by 2030, serving as the backbone of a strong and inclusive regional mobility system that will support a growing and sustainable economy.

Input: Over a year of public and stakeholder input

Outcome: Four strategies and 26 recommendations to transform the bus system to provide fast, frequent, reliable, affordable service that feels unified and advances transit equity

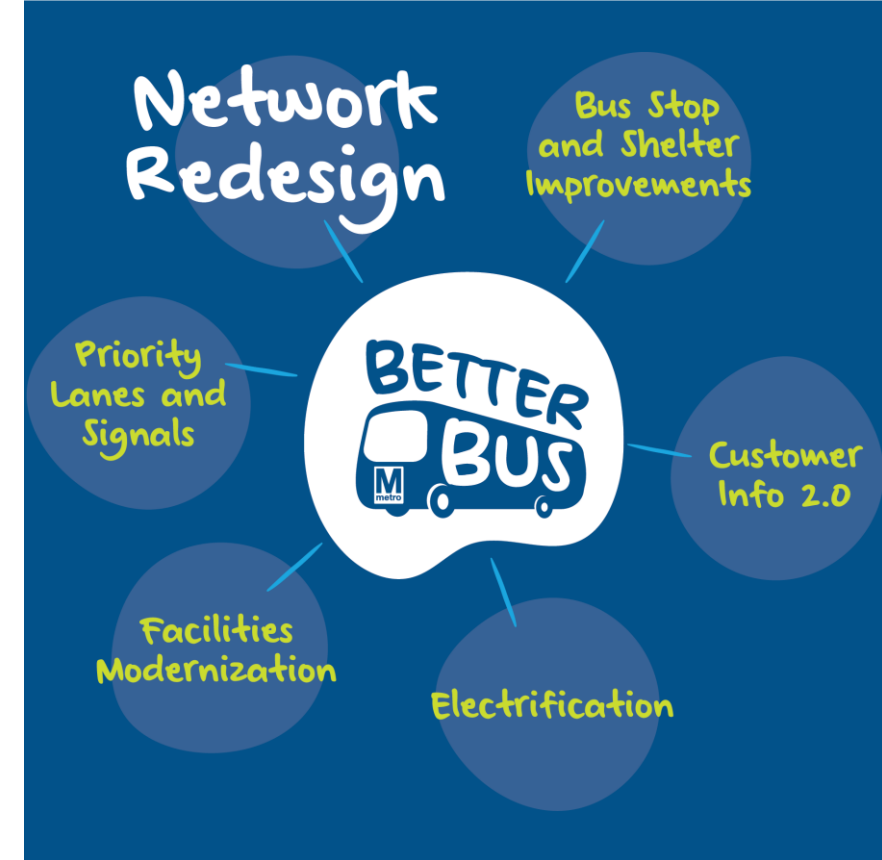
*Adopted in
January 2020*



Better Bus Initiative



- New initiative to rethink, redesign, and revitalize bus service
- Represents the advancement of a key recommendation of the Bus Transformation Project
- The network redesign project is one of many ongoing and future efforts



Meeting Our Customers' and the Region's Needs



Increase access to frequent service



Optimize and expand bus priority infrastructure



Make the system easier to use and understand



Long-term sustainable, predictable funding model to meet customers' and region's needs



Align network with development and travel patterns

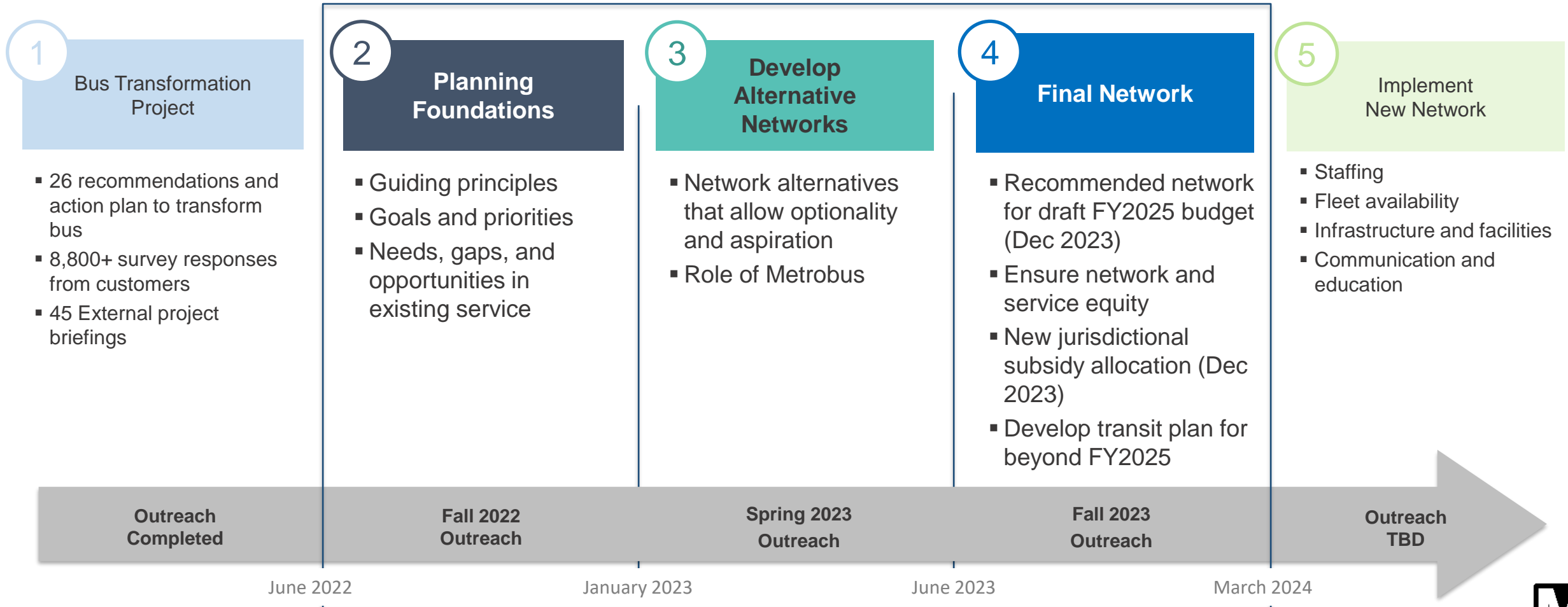


Align payment systems and fare structure



Increase access to opportunity for customers

Network Redesign | Roadmap

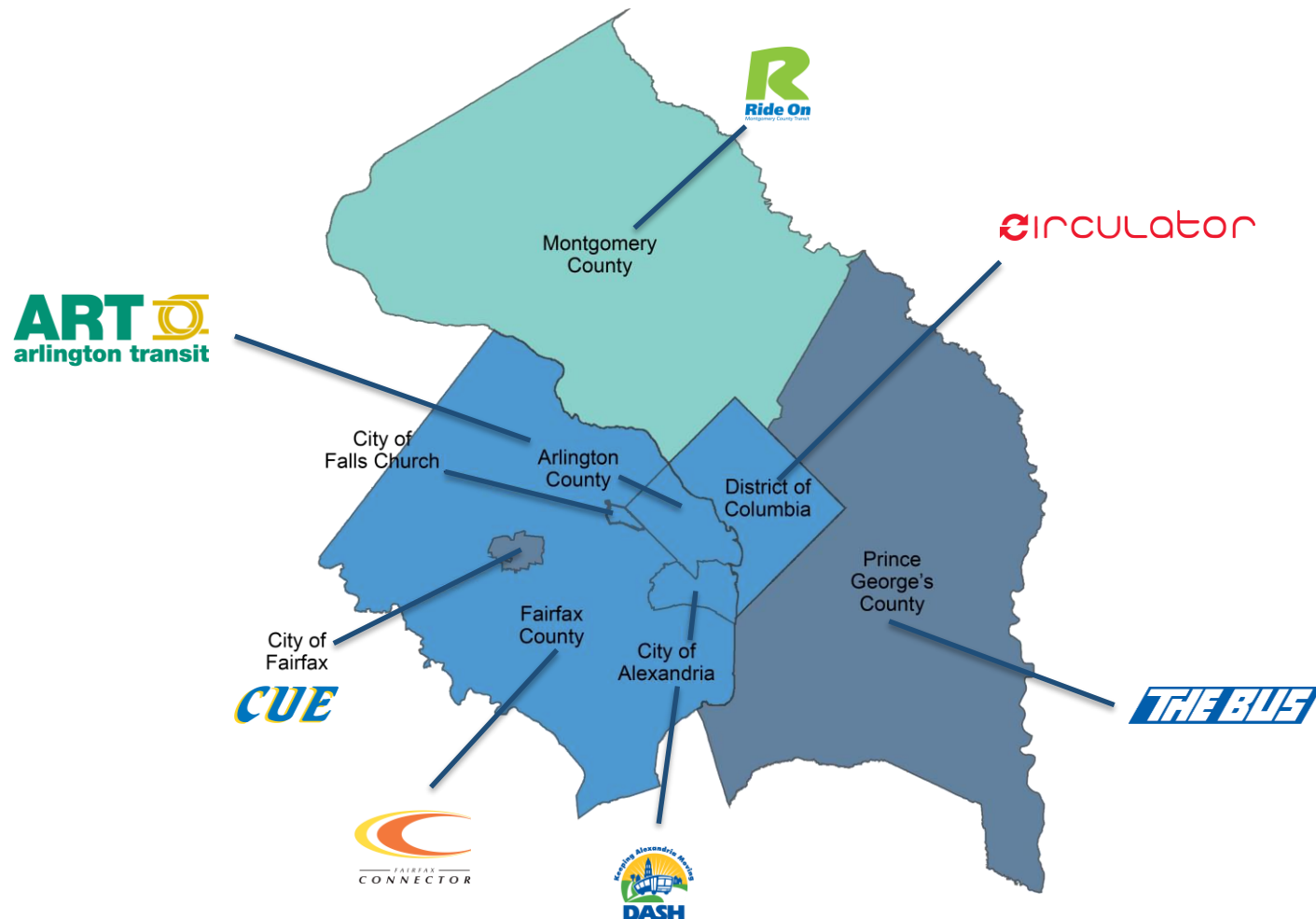


Guiding Principles (Adopted September 2022)

Principles that will guide project approach and decisions




- Ensure a customer-focused and regional perspective
- Engage and communicate authentically, inclusively, and transparently
- Ensure equity is a value throughout the project
- 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

Partnering with Local Bus Providers



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

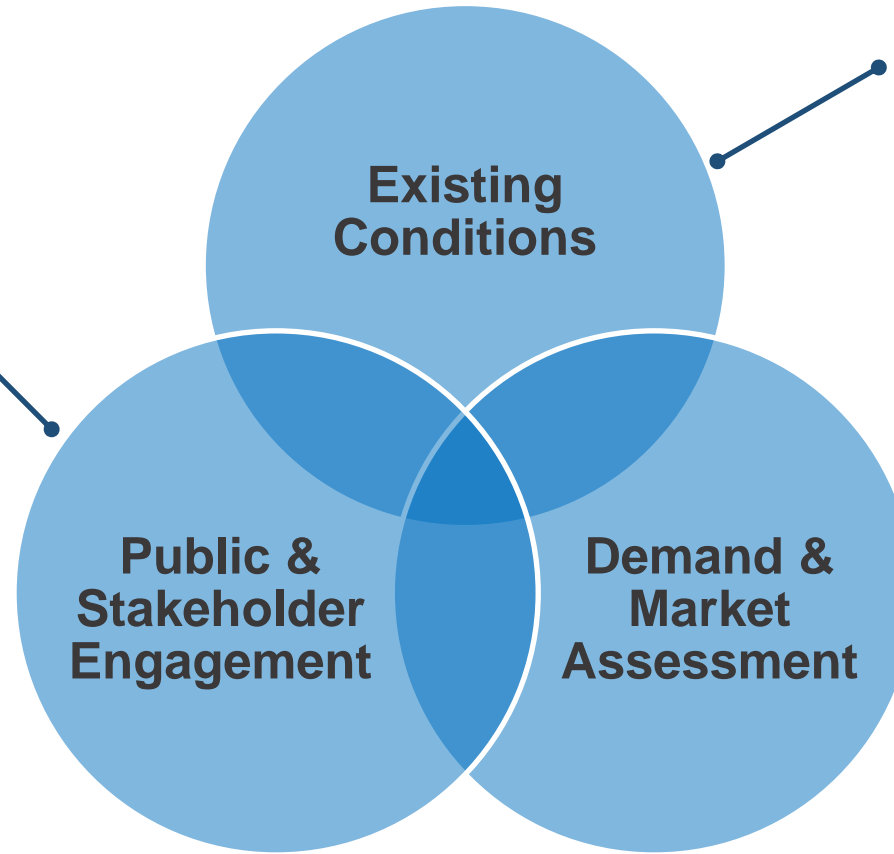
Legend

-  Evaluate both Metrobus and Local Provider
-  Evaluate Metrobus only
-  Partner on Ride On Reimagined

Technical Approach (Phase 1)

Stakeholder **engagement**
and public survey to get
input on **priorities**

Goal: Guide and
support the creation of
network alternatives in
Phase 2



Analyze **performance** and
operations data of existing service

Identify **strong transit
markets**, transit **need**, and
factors limiting
competitiveness and
accessibility in the region, by
analyzing location-based
services and other data (both
current and 2019)

Inclusive and Authentic Outreach and Engagement Informs Policy and Decisions

- 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



Engagement Strategies by Audience

Labor

Union Leadership Meetings

Operator Listening Sessions

Customers

Multilingual Survey

Bus Stop Chats

Multilingual Take-Ones

Meet the Project Team @ the RAC

Roadshow Pop-Up Events

Print and Digital Signage on Buses and in Stations

Metro Workforce

Employee Podcasts and Newsletters

Customer Service Training

Jurisdictions & Community Organizations

Technical Committee

Community Connections Committee

DOT Director Listening Sessions

Elected Official Briefings

Other Community Engagement

Briefings

Digital Communications Toolkit

Fact Sheet

Social Media

Digital and Print Advertisements

Online Engagement

Project Webpage

- Primary hub for information, including...
 - Project details and timeline
 - How to share input and get involved
 - Public survey
 - Public events
 - Frequently-asked questions
 - E-newsletter sign-up

Public Survey

- Seeking feedback on...
 - What works well today
 - Barriers to using the bus
 - Desired outcomes for a bus network redesign
 - Usage behavior changes from pre-COVID
 - Familiarity and understanding of the bus system
- Inform project goals, objectives, and metrics
- Launching on October 7, open thru November 11
- Available online (English and Spanish) and via phone (all other Metro languages)

In-Person Engagement

15 “Roadshow” Pop-Up Events



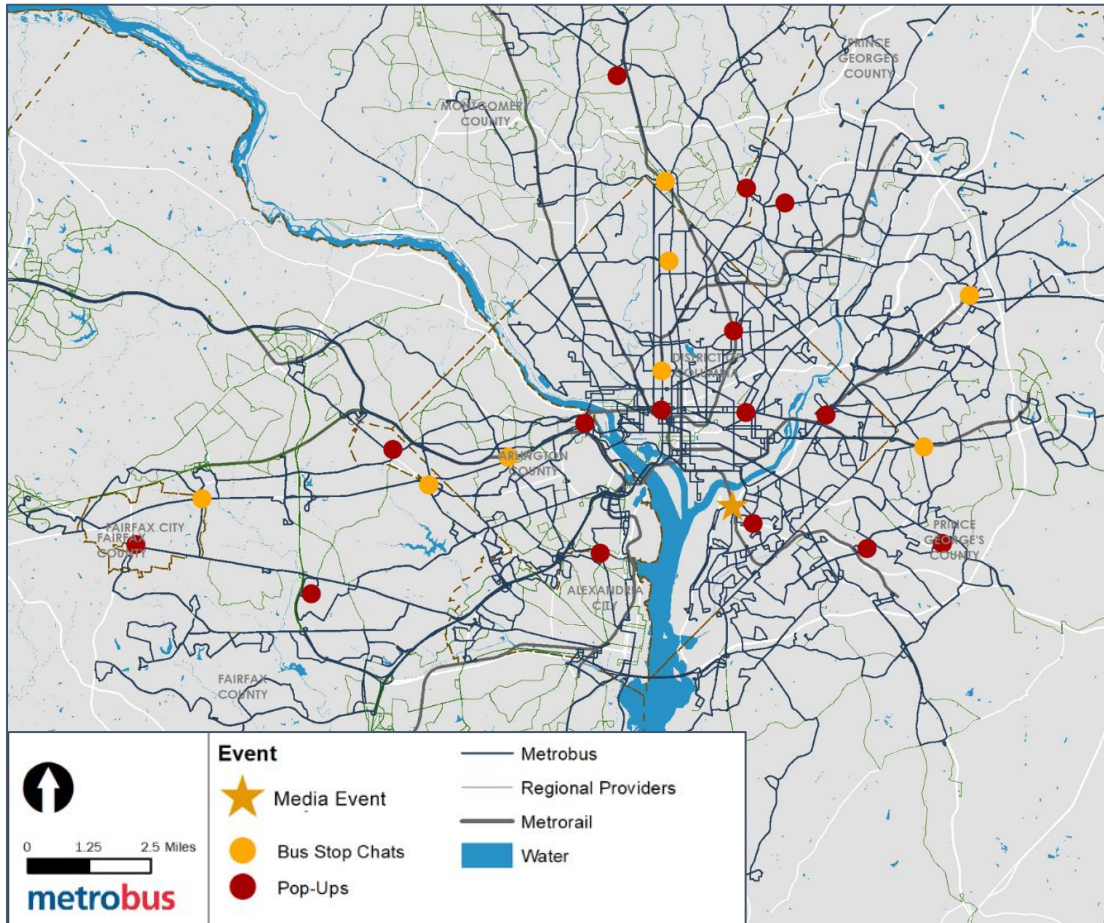
9 Bus Stop Chats



Meet the Project Team at the RAC



In-Person Engagement Event Locations



● Pop-Up Events

Location	Jurisdiction	Date and Time
City of Fairfax Fall Festival	Fairfax City	Oct. 8, 10 a.m. – 5 p.m.
Martha's Table at the Commons	DC	Oct. 11, 11 a.m. – 4 p.m.
Minnesota Ave Metro Station/Bus Bays	DC	Oct. 12, 7 a.m. – 11 a.m.
Brookland-CUA Metro Station/Bus Bays	DC	Oct. 13, 2 p.m. – 6 p.m.
Anacostia Metro Station ★	DC	Oct. 14, 7 a.m. – 11 a.m.
ALIVE! Food Distribution	Alexandria	Oct. 14, 4 p.m. – 6:30 p.m.
Mega Mart (Adelphi)	Prince George's	Oct. 15, 12 p.m. – 4 p.m.
Shoppers Food Warehouse at Penn Mar	Prince George's	Oct. 16, 12 p.m. – 4 p.m.
Rosslyn Metro Station/Bus Bays	Arlington	Oct. 18, 3 p.m. – 7 p.m.
Takoma-Langley Crossroads Transit Center	Montgomery	Oct. 20, 5 a.m. – 9 a.m.
Falls Church Farmers Market	City of Falls Church	Oct. 22, 8 a.m. – 12 p.m.
Westfield Wheaton	Montgomery	Oct. 23, 12 p.m. – 4 p.m.
McPherson Sq Metro Station/Franklin Sq Bus Bays*	DC	Oct. 25, 3 p.m. – 7p.m.
Fresh Farm H Street Farmers Market*	DC	Oct. 29, 9 a.m.- 12:30 p.m.
Capital Farmers Market – Harvest Festival	Prince George's	Oct. 30, 12 p.m. – 4 p.m.
H-Mart (Annandale)	Fairfax	Nov. 5, 1 p.m. – 5 p.m.

★ Media event

* Pending events

Help Us Spread the Word!

- Visit and share the **project webpage** – wmata.com/betterbus
- Leverage the **digital Communications Toolkit** to share information on your social media channels and newsletters
- Encourage your communities to take the **public survey**
- Spread the word about (and attend!) **pop-up events**
- Sign up for the **e-newsletter**

Next Steps

- **Friday, October 7: Launch!**
 - Project webpage
 - Public survey
 - Pop-up events and bus stop chats thru November 11
- **Meet the Project Team at the Riders' Advisory Council**
 - **Wednesday, November 9** (prior to scheduled RAC meeting)
 - In-person at Metro HQ with virtual options
 - Opportunity for informal conversations with the project team (Open to RAC members and the public)



Questions and Discussion

What are you most interested in providing feedback on?

What will help you spread the word to your communities?

What questions do you have about the project and the process?

How do you want to be engaged and how frequently do you want to hear from us?