

Update on the Better Bus Network Redesign

Riders Advisory Council

April 12, 2023





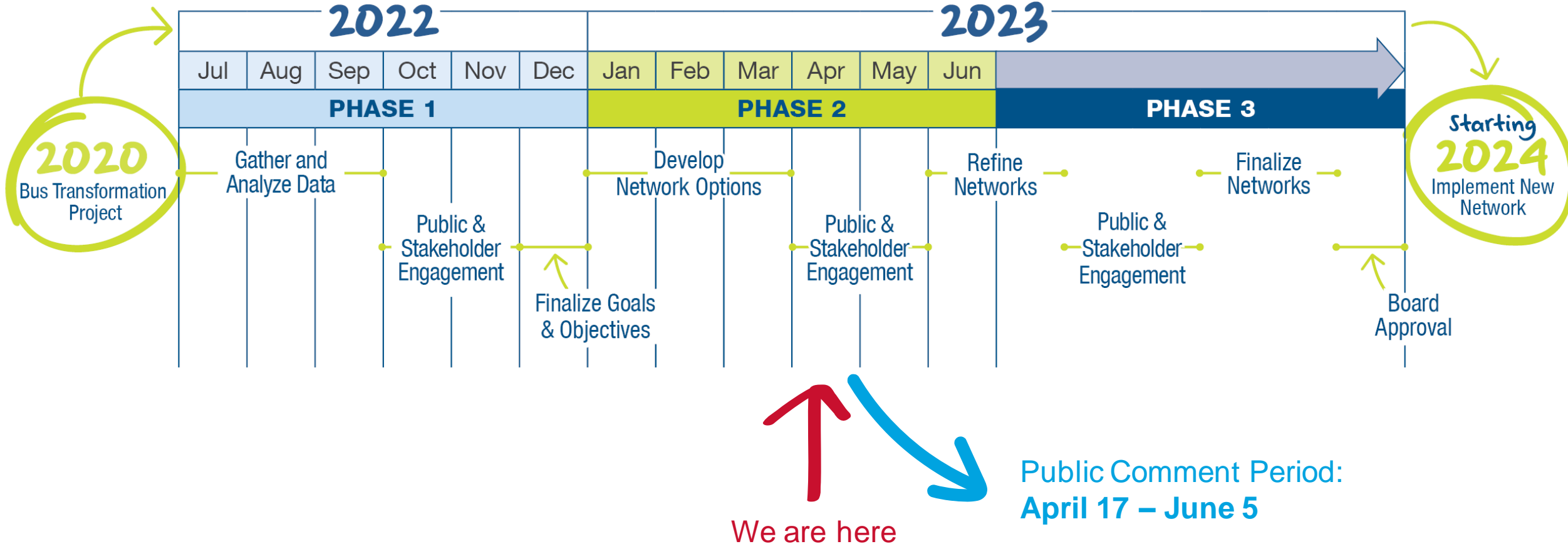
Agenda

- Project Update
- Phase 2 Engagement Plan
- Next Steps
- Discussion / Q&A

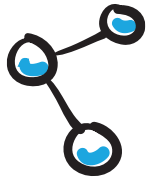


Project Update

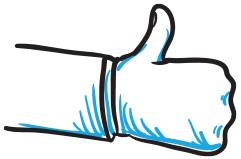
Better Bus Network Redesign Roadmap



The Visionary Network Will Deliver...



- **Regional Connectivity** – Matches when and where people want to travel



- **Quality Customer and Operator Experience** – Provides fast, frequent, and reliable service



- **Equity** – Addresses inequities and increases access to opportunity for disenfranchised communities

To transport more customers, create safer streets, and improve air quality



Our Next Presentation To You in May...

Will include the latest Visionary Network information like:

- Approach to building the network
- Ways the network increases access to bus service at various times of day and days of week
- Ways it provides access to high frequency service to more people at more times of day
- How much time customers will save
- How residents in equity-focused communities will benefit
- How the service will take advantage of dedicated lanes to be more reliable

... and more!

Spring (Phase 2) Engagement

Engagement Goals for Phase 2

- Share a Visionary Network to **gather public feedback – especially from our customers**
- **Increase awareness** of the Network Redesign
- Provide **clear information** and clearly communicate **why we're engaging** and **what we heard**
- Build a bench of **advocates and champions**

How Will We Be Engaging the Public?



We're reaching a wide variety of customers in a wide variety of ways at a wide variety of events!
Customers will find the Better Bus blue-shirt teams...

BETTER
BUS



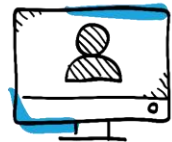
...chatting at pop-ups



...surveying on buses



...interacting on
social media



...informing virtually
at webinars in each
jurisdiction

MD

VA

DC

We're hosting
50 events in 50 days
to celebrate

50
Years
of Metrobus!

...engaging with
community-based
organizations



...listening at
community
workshops



...capturing feedback
through visual
notetaking



...hearing from
youth audiences

Those who can't make it
to our events can visit
wmata.com/betterbus
to explore the new
network and provide
feedback virtually...



...or respond by phone!



Better Bus Experience LIVE!

Community Workshops (5)

- Hosted in areas with proposed service change impacts, with priority on meetings in Equity Focus Communities
- Multiple activity stations, party atmosphere
- Games, prizes, large interactive boards, kids station
- Launch party at THEARC in SE D.C. April 21: 3 – 7 p.m.



...listening at community workshops



...chatting at pop-ups

Roadshow Pop-ups (~15)

- Take the workshop experience on the road to meet customers where they are
- Scaled down workshops with activities, prizes, and more!



Bus Ride-Alongs (26)

- Connecting with riders through scalable interactions with information customized to their route



...surveying on buses

Webinars (3)

- Learning opportunity for those who can't meet us at events
- One focused on each jurisdiction
- Potential for additional co-hosted webinars



...informing virtually at webinars in each jurisdiction

#AskMeAnything on Twitter
Opportunity to address key questions in a dynamic digital setting **#betterbus**

...interacting on social media





- 70% are in equity focus communities
- 85% are within ½ mile of equity focus communities

Workshops

Workshop Location	Date	Time	Jurisdiction
THEARC (Launch Party)	Friday, April 21	3 – 7 PM	DC
West Hyattsville Library	Saturday, May 6	1:30 – 4:30 PM	Maryland
Arlington Central Library	Wednesday, May 10	3 – 7 PM	Virginia
Turkey Thicket Recreation Center	Friday, May 19	3 – 7 PM	DC
Creative Suitland Arts Center	Sunday, May 21	Noon – 3 PM	Maryland

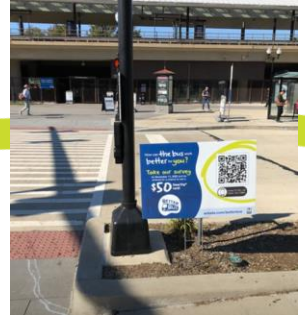
Better Bus Virtual Experience Lab



Experience the
Visionary Network
Online!



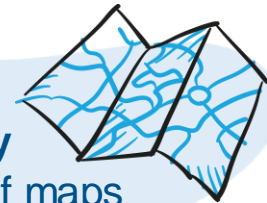
Envision Your Trip
Compare your trip on the
current network to the
Visionary Network



**Comment on
Your Route**
Leave route-by-route
feedback on an
interactive comment map

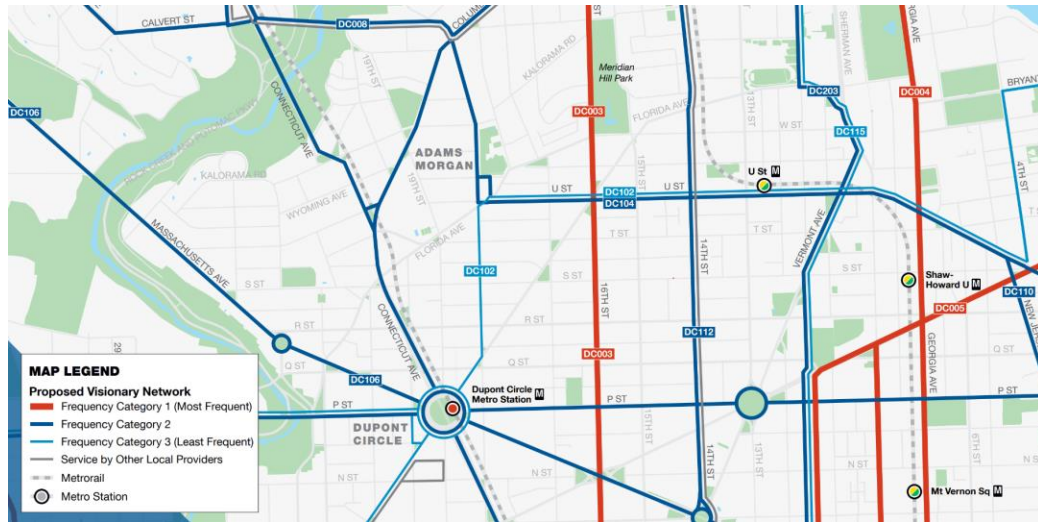


Map Library
Explore an atlas of maps
of the Visionary Network,
including route profiles



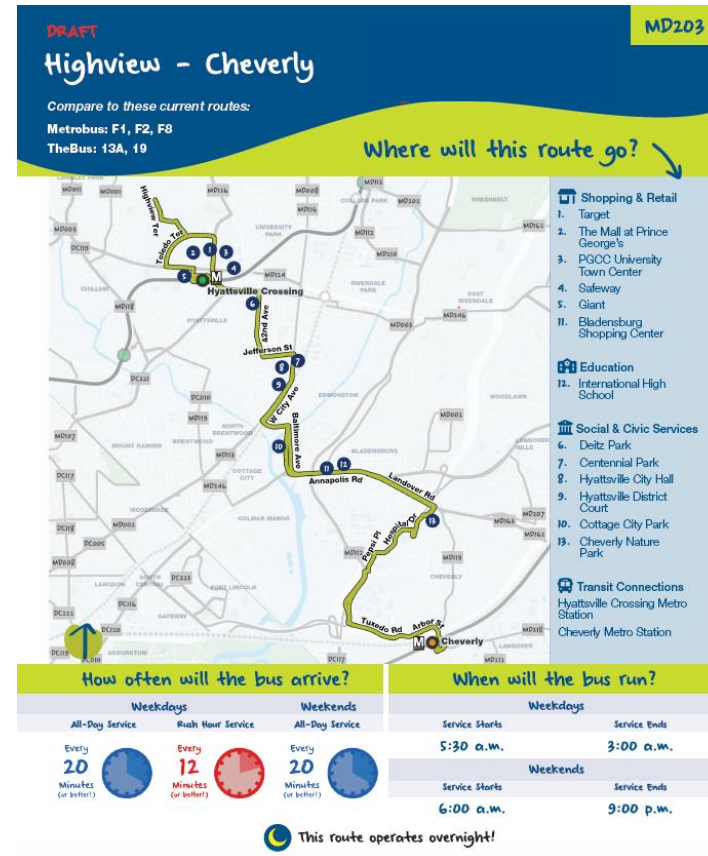
What Information Will We Share?

Example Static Network Map



- Overview of the draft Visionary Network
- Not screen-readable

Example Route Profile



- Depicts the draft Visionary route, points of interest, similar existing routes, and information about frequency and span of service (when the bus will run)
- Route map will have alt text explaining termini
- Our team will ensure reading order makes sense and conveys the clearest information for screen-readers

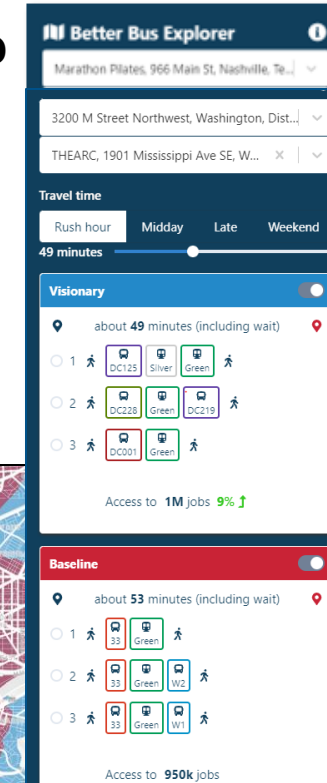
What Information Will We Share?

Example Interactive Map



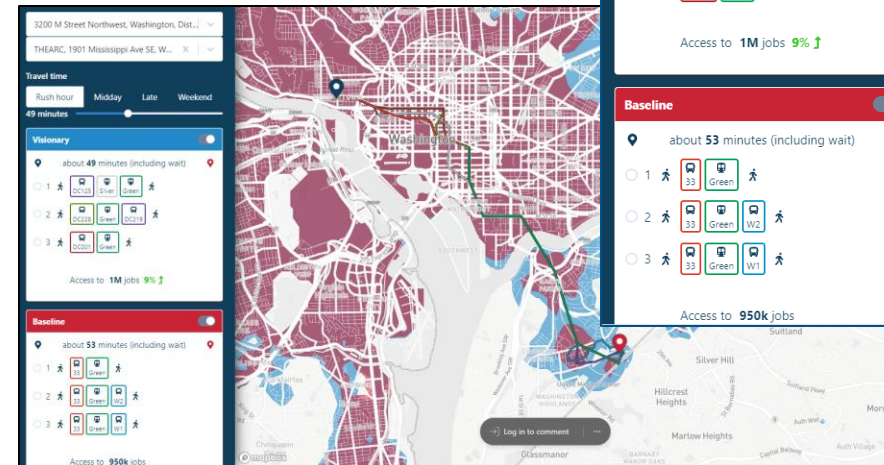
- Users will be able to compare existing routes to draft Visionary routes and provide route-specific comments for Metro review
- This map is screen-reader compatible and is capable of reading points of interest and other map labels

Example Trip Planner (Mobile Version)



- Users will be able to compare their common trips between the existing network and the Visionary Network, including the wait between transfers
- The trip planner side-bar interface is screen-readable

Example Trip Planner (Web Version)



We Want to Hear from Everyone!

- Providing information **in nine languages**
- Prioritizing locations accessible to **people of color, low-income residents, and people with disabilities**
- Hitting the **airwaves** and **local papers**
- Offering **print** and **phone-based input options** as well as digital
- Covering our system with **flyers, posters, yard signs, and screens**
- **Testing our message and engagement tools** early to ensure they **resonate and are intuitive to our diverse region**, including people of various races, levels of education, and comfort with digital tools

Getting the Word Out

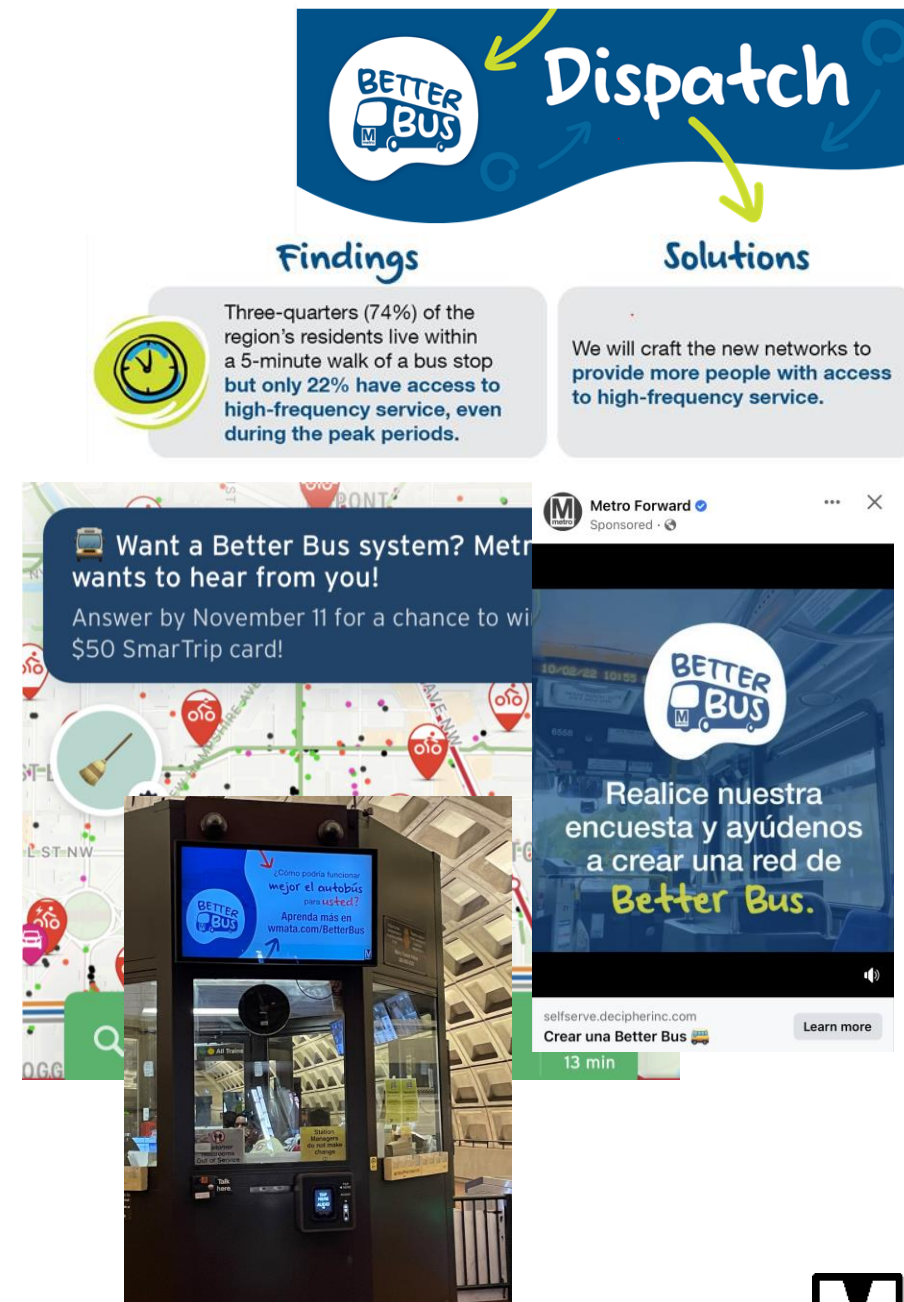
- **Print**

- Bus info center signs, take-ones (on buses), bus cards
- Door hangers around workshop locations and in intentionally-selected areas
- Multilingual ads (El Tiempo, Korean Times, Doi Nay, Atref, etc.) + Spanish radio ads

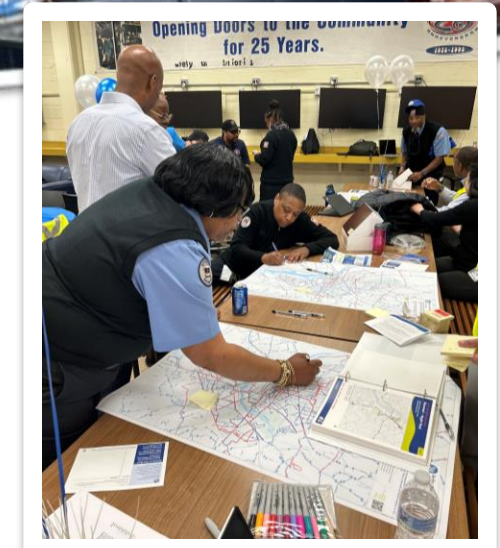
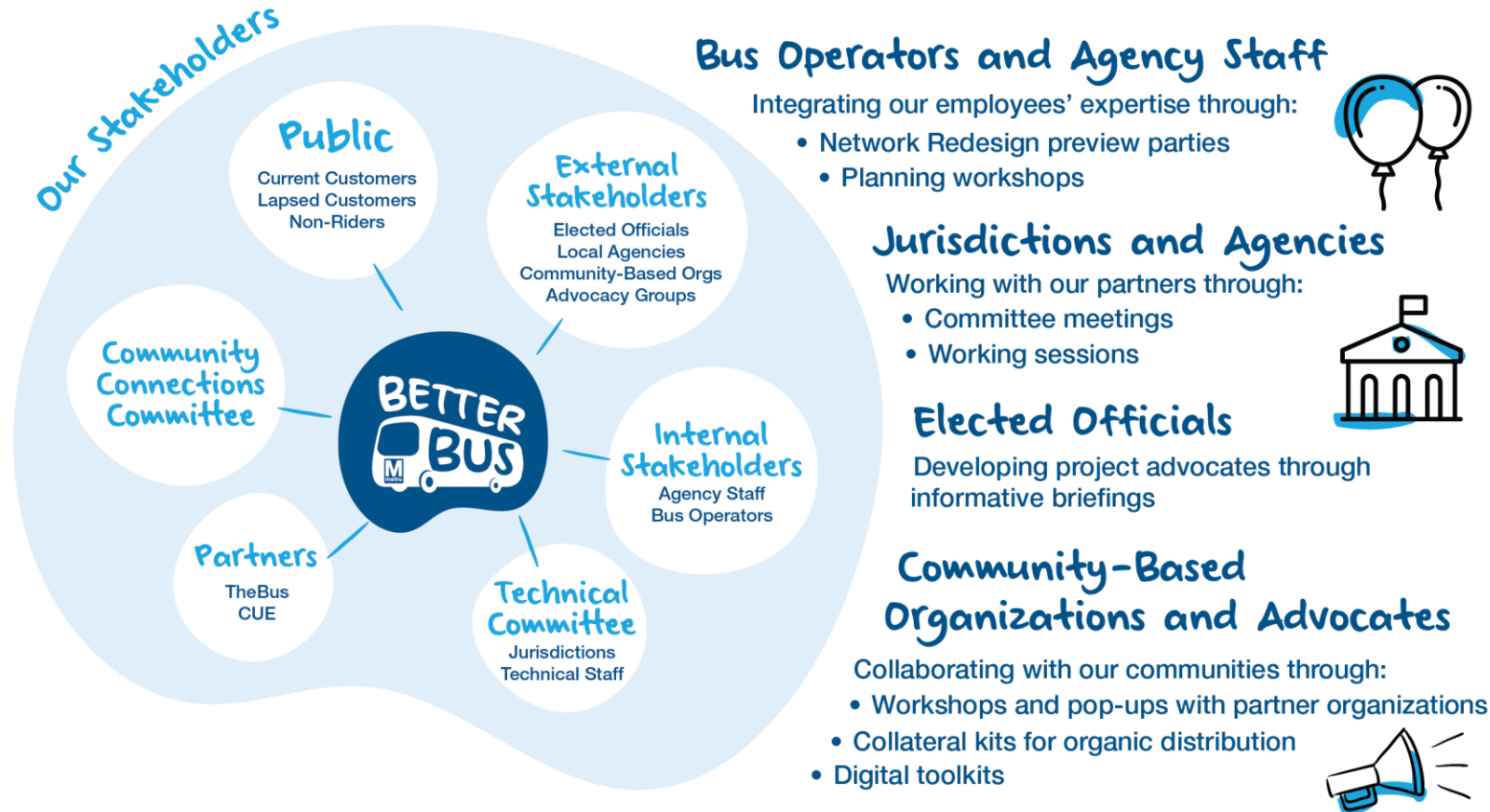
.... nearly all ads in English and Spanish, and many in more languages!

- **Digital**

- Monthly Better Bus Dispatch (e-newsletter, ~3,000 subscribers)
- Social media (paid, geotargeted to equity-focus communities, drive virtual engagement and event participation)
- Digital media and app advertising (e.g., TransitApp)
- Digital signage (Metro offices, station screens)
- Videos



How Will We Be Engaging Other Audiences?



A large, light blue dashed arrow pointing upwards and to the right is positioned to the left of the 'Next Steps' text.

Next Steps



Our Asks for You

- If you haven't already... sign up for our e-newsletter, the Better Bus Dispatch, at wmata.com/betterbus
- Tell everyone you know about the new bus network and why they should provide their input
- Help spread the word through social media, digital or print newsletters, posters (we'll bring you a collateral kit!)
- As you are able, attend an event – and invite others to come as well!

Next Presentation

- **We will be coming back to you in May** with detailed information about the Visionary Network and the technical process used to develop it.
- Please let us know if there are specific questions you have about the network so we can prepare to address them!

Discussion / Q&A

A large, light blue arrow pointing upwards and to the right is positioned to the left of the 'Thank you!' text.

Thank you!

Can we clarify anything?