

Update on the Better Bus Network Redesign

Riders Advisory Council

April 3, 2024





Agenda

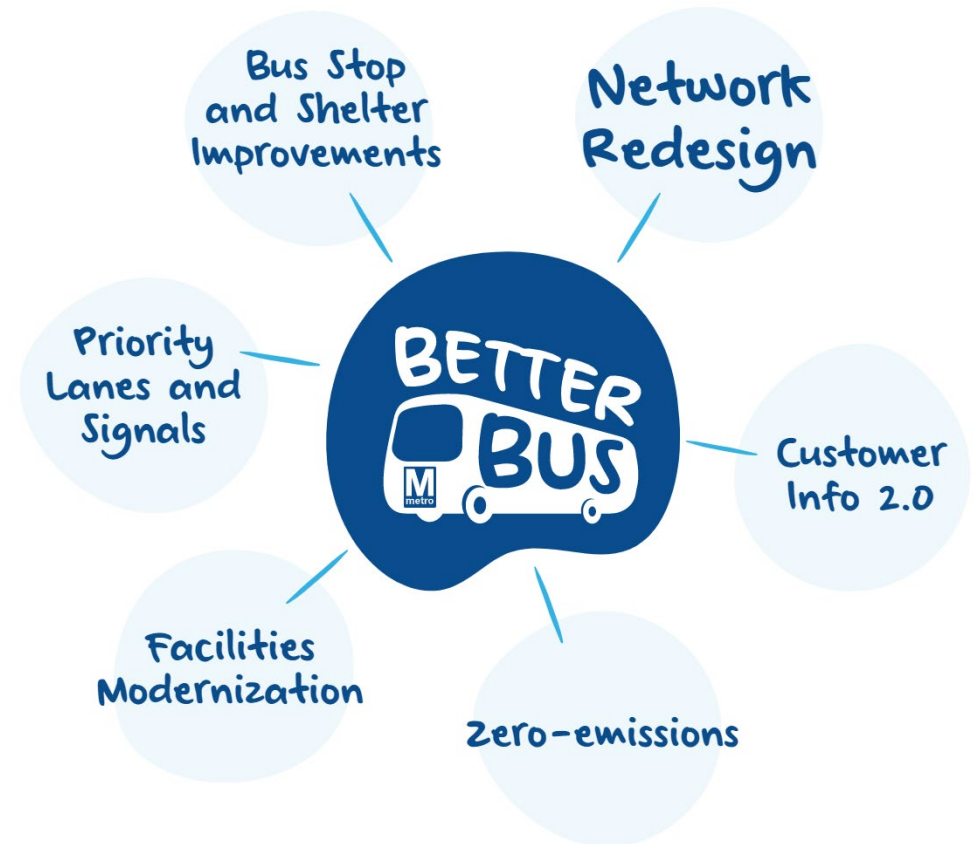
- Project Background & Update
- Phase 3 Engagement Approach
- Next Steps
- Discussion / Q&A



Project Background & Update

What is the Better Bus Network Redesign?

- The Network Redesign is a project to rethink, redesign, and revitalize bus service
- Part of the Better Bus Initiative – which includes many ongoing and future efforts to improve bus service



Why Now?

Buses are a major part of the region's transportation network and were the core of public transportation during the pandemic.



***Our region
is growing***



***People's travel
patterns have changed***



***A need to prioritize the
customer experience***

Project Update



*Shared in
Spring 2023*



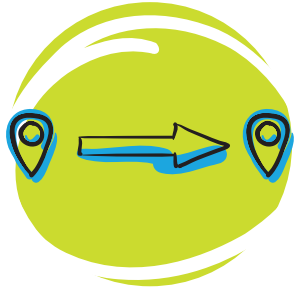
*Primary Focus of
Spring 2024
Outreach*



*Implementing in
Summer 2025*



The Proposed 2025 Better Bus Network...



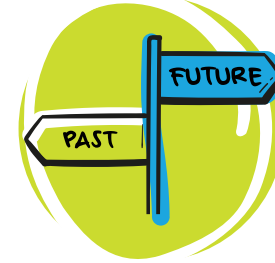
Better connects
the region



Improves access
to better bus service,
especially in evenings
and on the weekends



Advances access
to opportunity for
***Equity Focus
Communities***



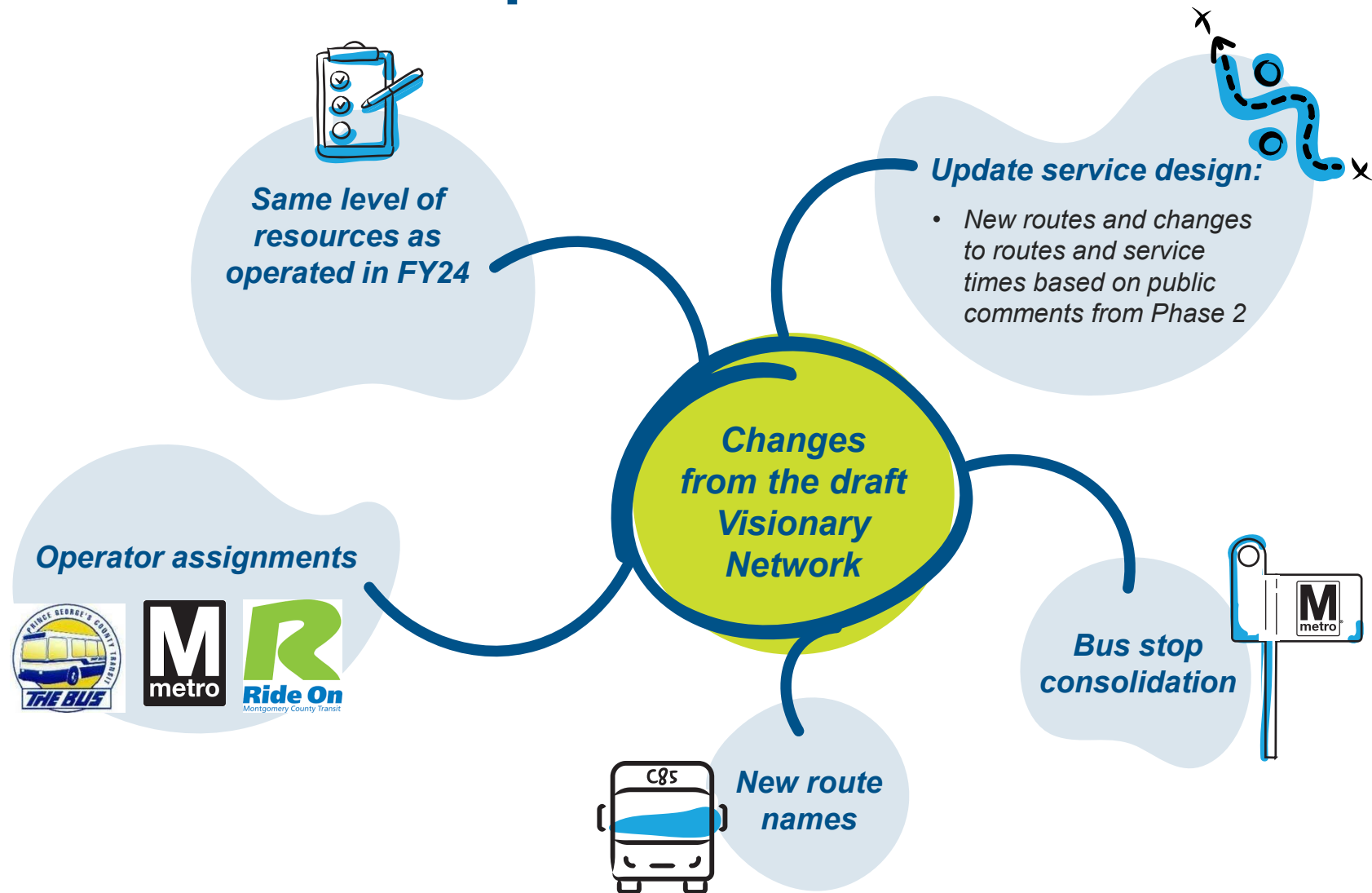
Prepares us
for the future



Makes bus service
more convenient
to use

*All these improvements represent ways that Metro is
being more efficient with resources and improving customer experience*

Included in the Proposed 2025 Better Bus Network





Our Next Presentation To You this Spring...

Will include the latest proposed 2025 Better Bus Network information like:

- Approach to building the network
- Ways the network better connects people to jobs and other key destinations
- Ways it provides access to an all-day frequent service network to more people across the region
- 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 3) Engagement

Phase 3 Engagement Goals



Increase Awareness
and **Understanding** of
the proposed 2025
Network



Get the Input We Need, with a
focus on the proposed 2025
Network and Impacted
Audiences



Generate **Support**,
Build **Advocacy**, and
Create **Champions**

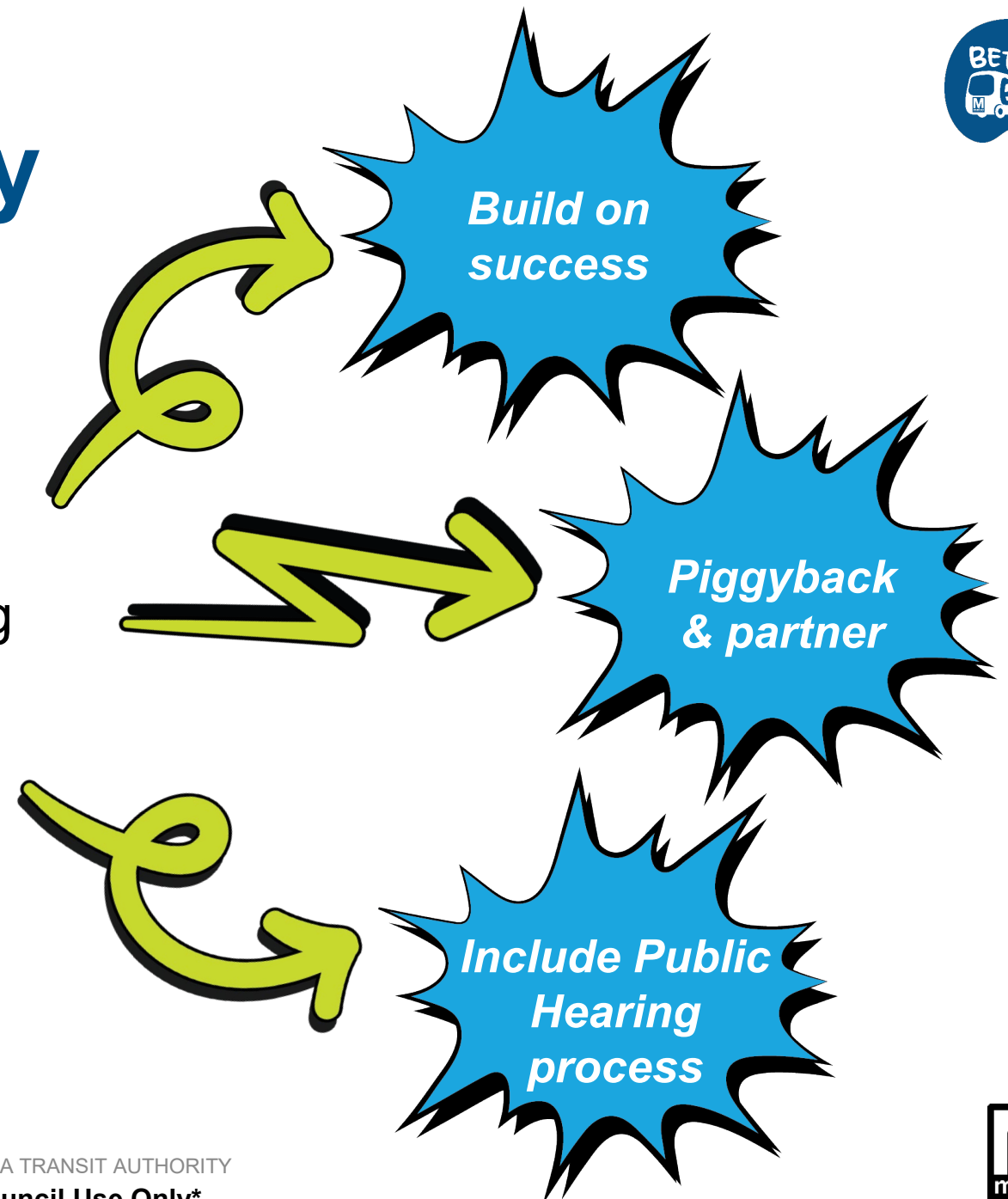
*Phase 3 is your opportunity to provide feedback on
the proposed **2025 Better Bus Network** before it is implemented*

Engagement Strategy

Incorporate **Phase 2 successes & lessons learned**

Reach **more communities** while being more efficient with resources

Get fall **Board adoption** to enable 2025 **implementation**



Better Bus Discovery Tour

Metro-led Events

Discovery Days

- One in **each state-level jurisdiction** held mid-late June
- Interactive “**expo**” to **learn** about **proposed network** & **provide feedback**
- **Separate Public Hearing** room
- **Additional** virtual Public Hearings

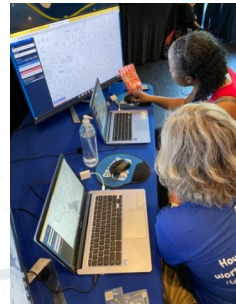
Public
Hearing
Included

Pop-Ups

- Will target high-change areas, high ridership, equity focus communities

Ride-Alongs

- Focus on **high-change routes** & areas **not reached** by other events



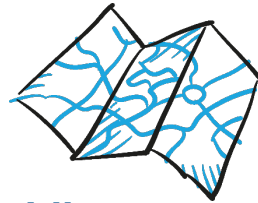
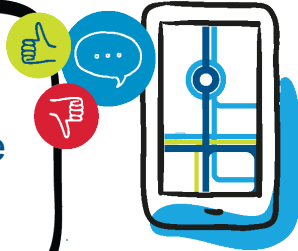
Multiple Ways Metro is Seeking Feedback



Interactive Digital Experience

Comment on Your Route

Leave route-by-route feedback on an interactive map



Map Library

Explore an atlas of maps and route profiles, including revised Visionary Network



Survey

Tell us what you think of the Proposed Network

Robust Stakeholder Engagement

- **Committees & advisory boards:** RAC, AAC, Community Connections Committee (CCC)
- **Youth.** Focus groups & Youth Advisory Council involvement.
- **Union leadership.** Mock schedule committee with manifest.

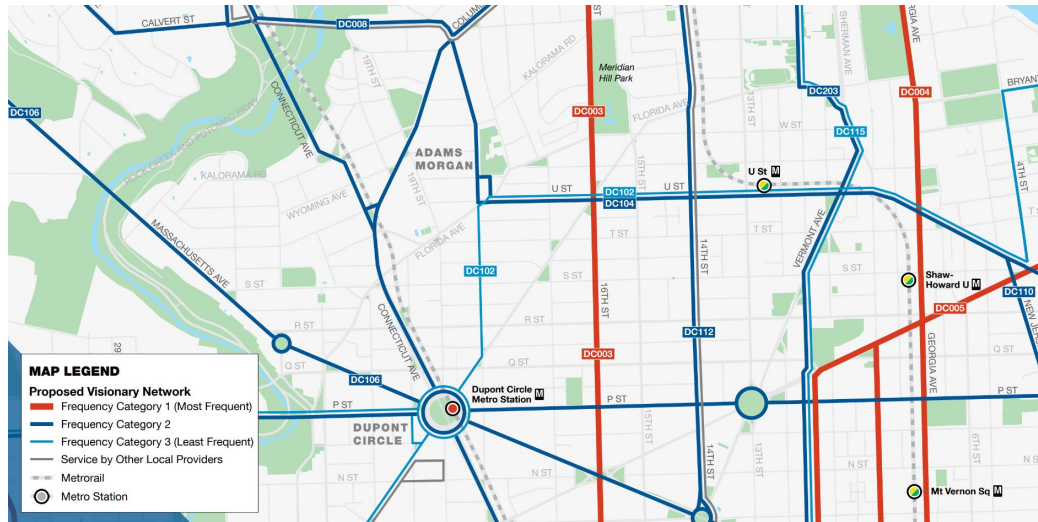
Heavy involvement in identifying partner-led events and toolkit distribution

- **Elected officials**
- **Community-based organizations & advocates**
- **Employees.** Targeted efforts to engage more bus operations staff.



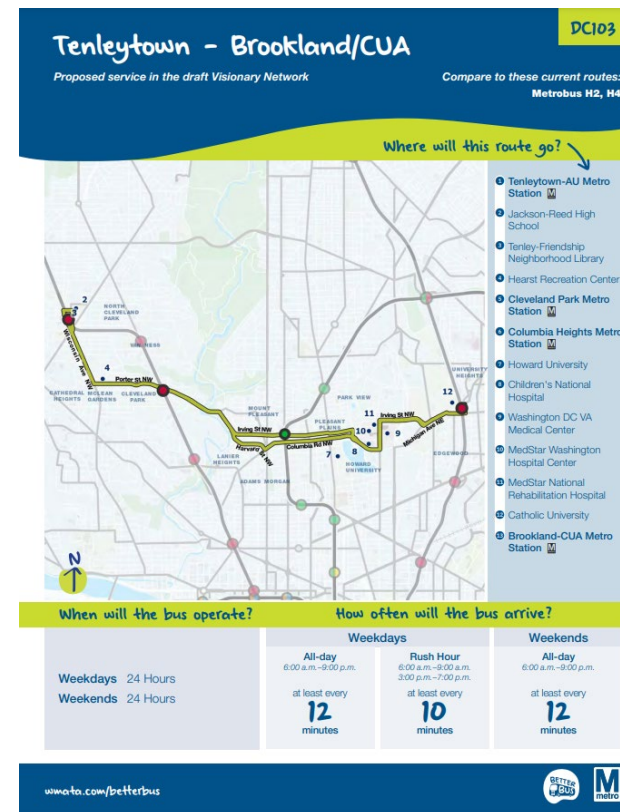
What Information Will We Share?

Example Static Network Map (Spring 2023)



- Overview of the draft Visionary Network from Spring 2023 outreach
- Not screen-readable

Example Route Profile (Spring 2023)



- 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

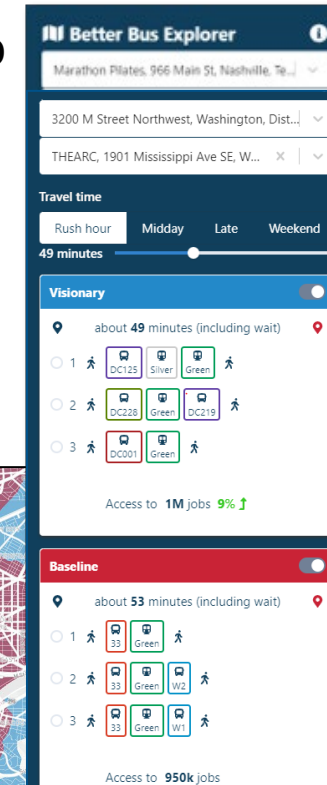
What Information Will We Share?

Example Interactive Map (Spring 2023)



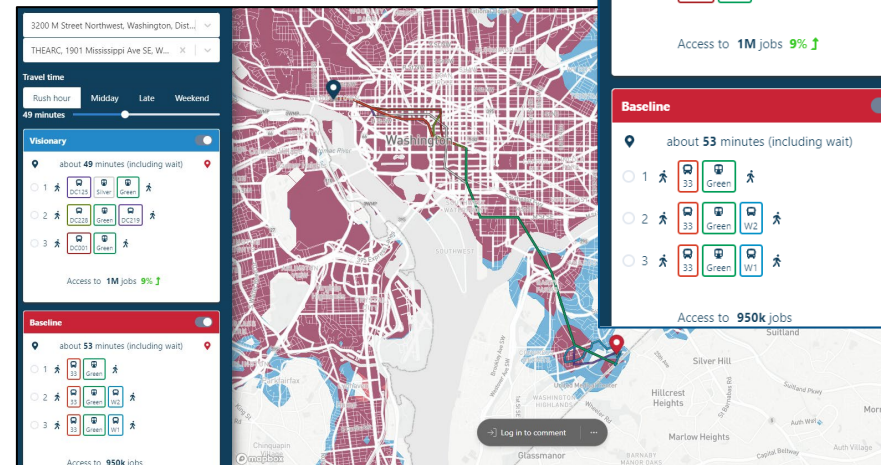
- Users will be able to compare existing routes to proposed 2025 Better Bus Network routes and provide route-specific comments for Metro review
- This map is screen-reader compatible and is capable of reading points of interest and other map labels

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 2023)





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 June** with detailed information about the proposed 2025 Better Bus 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 graphic of an upward-pointing arrow is positioned to the left of the 'Thank you!' text.

Thank you!