What words come to mind when you think of "Better Bus"?

comprehensive

transfers

access

network

interested

consistent

convenient

frequent

regional

safe

reliable

affordable

connected

nice shelters

frequency

dependable

on time

clean

accessible

Agenda

- Welcome and Introductions (10 mins)

- Background (15 mins)

- Process and Approach Overview (15 mins)

- Phase 1 Engagement (15 mins)

- Technical Analysis (15 mins)

- Next Steps (5 mins)

- Open Discussion (15 mins)

WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

Meeting Objectives

- Introduce you to Metro's Better Bus Initiative including:

  - What it is and its importance to the community

  - Metro's outreach plan for this fall

- Get your feedback on:

  - Draft purpose statement for Community Connections Committee

  - Ongoing and new engagement opportunities

  - How to make technical analysis useful to you

WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

Welcome and Introductions

Bus Network Redesign Team

Metro

Project Management Team

Planning

Intermodal Planning

Content & Strategic Comms

Supporting Offices

- Bus Transportation
- Bus Services
- Performance
- Government Relations
- Zero-Emission Vehicles
- Bus Priority
- Customer Research
- Marketing & Advertising
- Equal Employment Opportunity

Project Team

Consultant support to undertake a customer-focused, data driven Bus Network Redesign for the region

Kimley»Horn

FOURSQUARE ITP
INTEGRATED TRANSPORTATION PLANNING

CAMBRIDGE SYSTEMATICS

NEONICHE STRATEGIES

Eno Center for Transportation

wba RESEARCH

Program Support Team

Consultant staff augmentation/program support to enhance Metro staff capacity to manage and direct the Bus Network Redesign effort

vhb

S&CO

NELSON NYGAARD

WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

M metro

Community Connections Committee

▪ **Groups that previously participated in Bus Transformation Project (BTP)**

▪ **Organizations that can connect with community, including:**

- **Service & Interest Groups:** Organizations that can help reach target language access, Title VI, non-English speakers, disability stakeholders, or other groups that have historically been overlooked/hard to reach in conversation

- **Transit Advocacy:** Organizations engaged on transit issues across the region

- **Major Employers/Ridership Generators:** Organizations that directly or through membership generate large existing and potential ridership

- **Labor:** Non-transit labor organizations that represent and can help engage existing or potential riders

▪ **Introduce yourself with name and organization now and each time you speak**

Background

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:** More than 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*

WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY
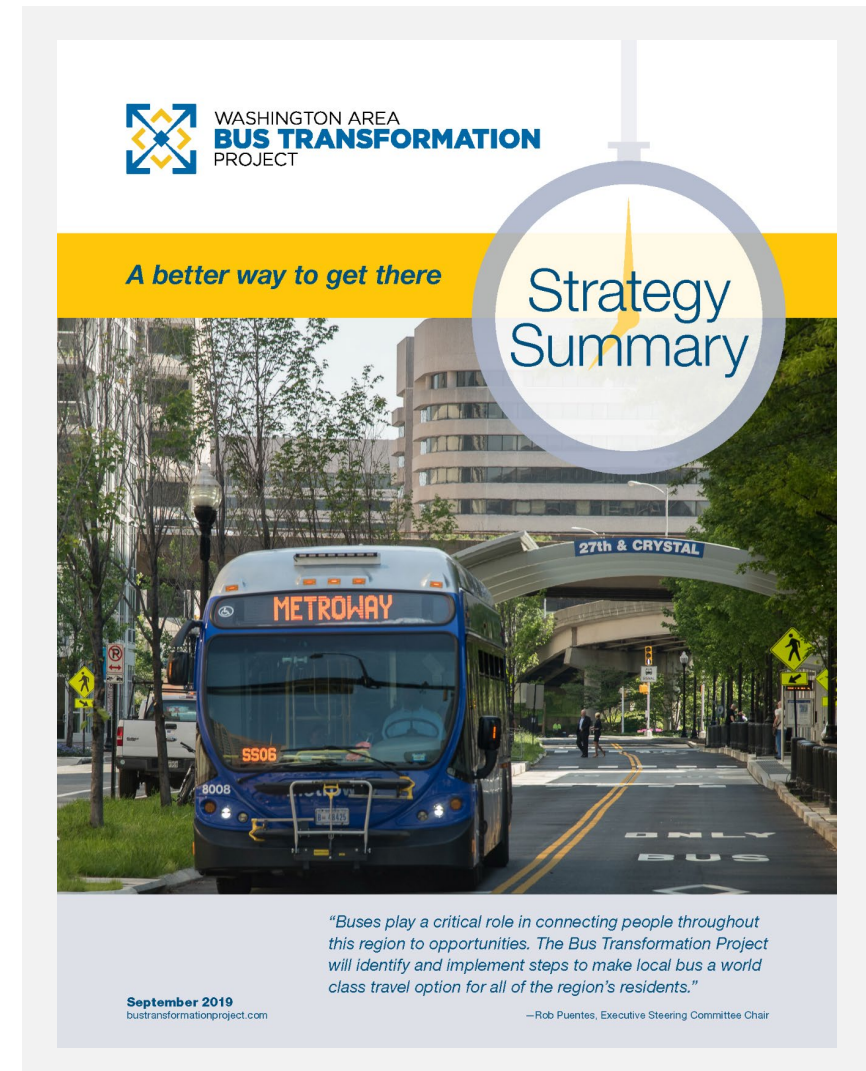
Better Bus Initiative

- New initiative to rethink, redesign, and revitalize bus service

- Represents the advancement of a key recommendation of the Bus Transformation Project

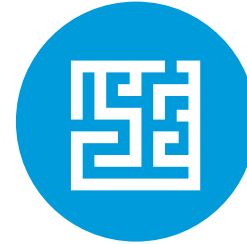- The network redesign project is one of many ongoing and future efforts
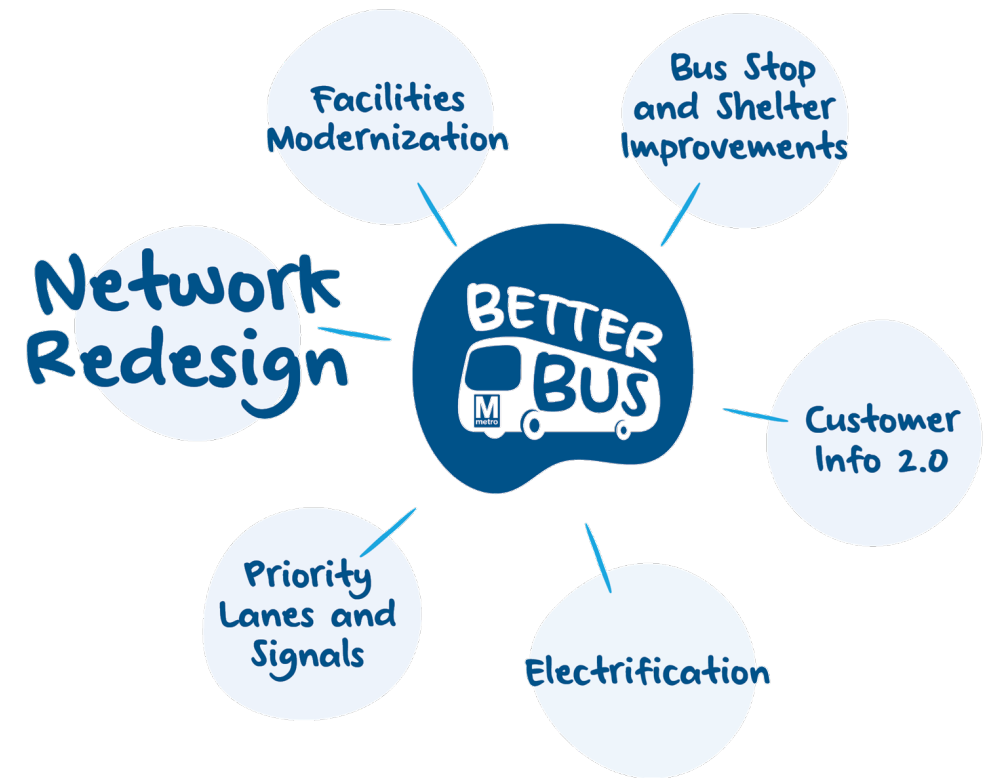
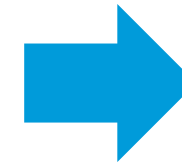# Meeting Our Customers' and the Region's Needs

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

WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

Towards a regional mobility network

| Metrorail | | Bus | | Commuter Rail | | Trails | | Regional Mobility Network |
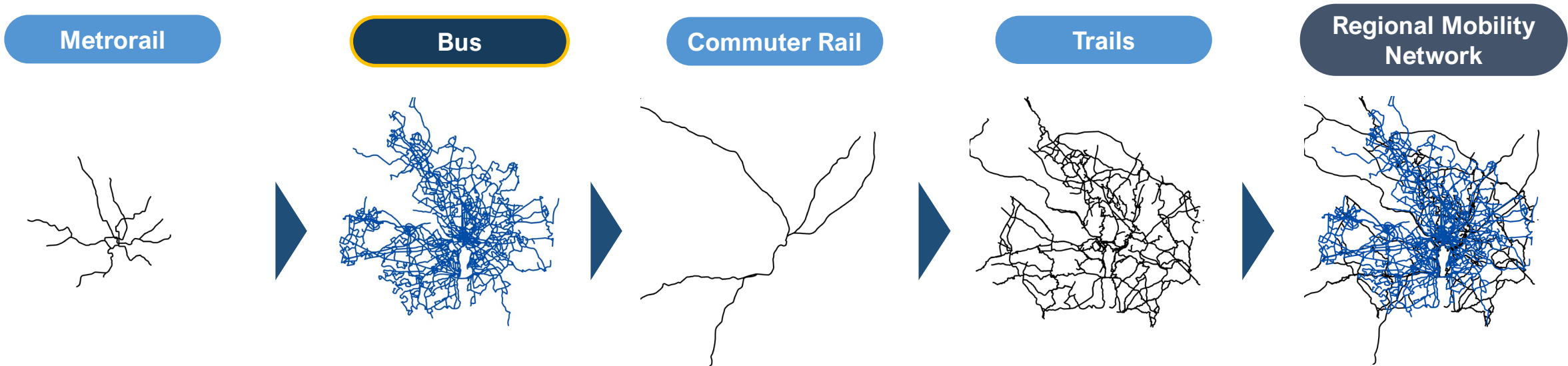
Bus service is a critical piece of the overall regional mobility network

WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

Guiding Principles (Approved 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

Network Redesign Outcomes

FY 25 Recommended Network

- Based on service guidelines, customer needs, and equity goals
- Aligned with bus lanes and priority signals
- Renamed routes and new connections

Future Network Recommendations

Meet longer-term goals of

- Increasing mode share and ridership
- Expanding frequency at different times of day/week
- Reducing impacts of climate change

Policy Topics

- Metrobus' role and relationship with other providers
- How Metrobus service is funded

WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

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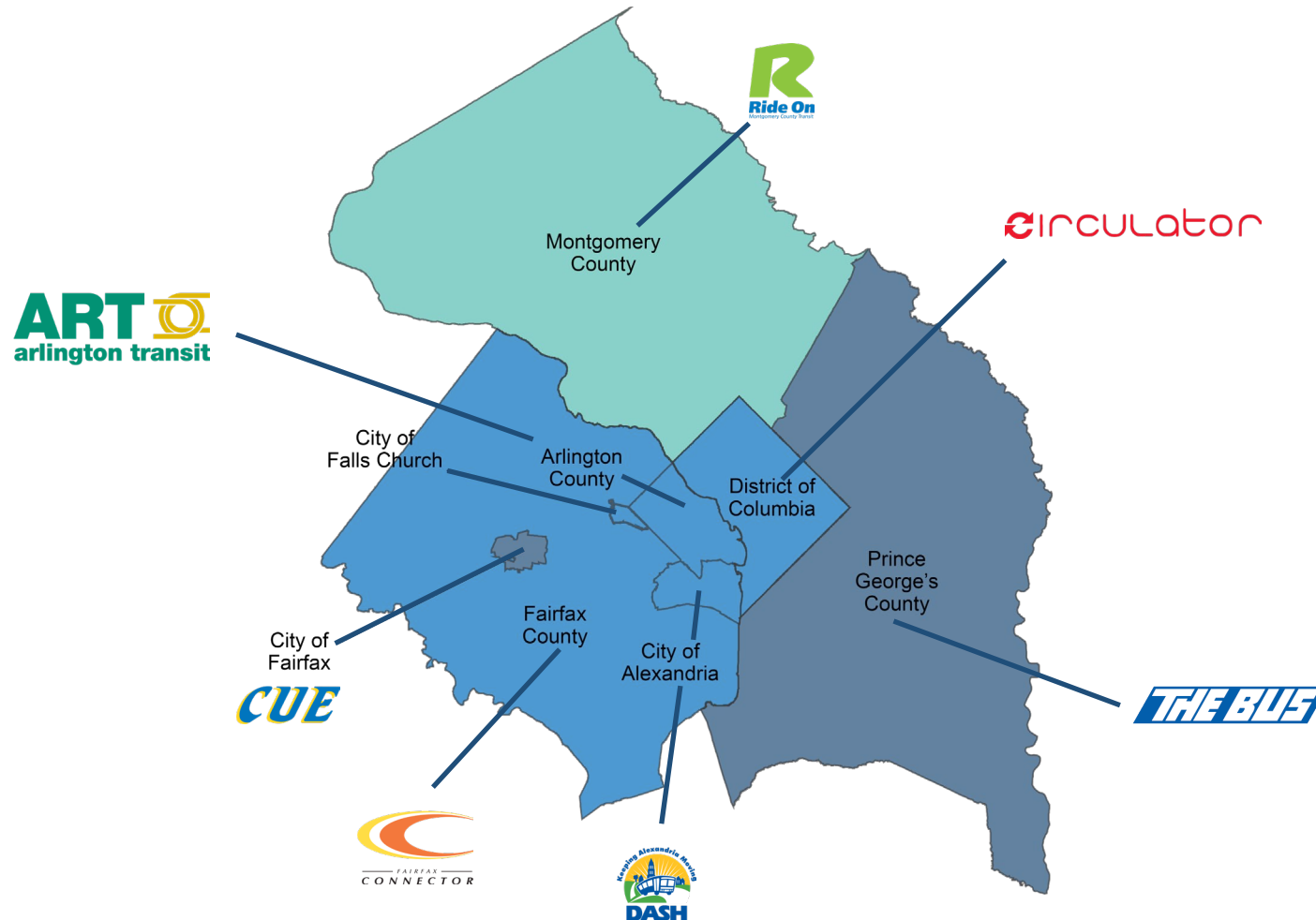
Metro will work collaboratively with each jurisdiction to design or enhance effectiveness of local bus service

Legend

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

WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

Questions and Discussion

Project Process and Approach

Better Bus Initiative | Roadmap

0 Bus Transformation Project

- 26 recommendations and action plan to transform bus
- 8,800+ survey responses from customers
- 45 External project briefings

1 **Planning Foundations**

- Guiding principles
- Goals and priorities
- Needs, gaps, and opportunities in existing service

2 **Develop Alternative Networks**

- Network alternatives that allow optionality and aspiration
- Role of Metrobus

3 **Final Network**

- Recommended network for draft FY2025 budget (Dec 2023)
- Ensure network and service equity
- New jurisdictional subsidy allocation (Dec 2023)
- Develop transit plan for beyond FY2025

4 Implement New Network

- Staffing
- Fleet availability
- Infrastructure and facilities
- Communication and education

| Outreach Completed | Fall 2022 Outreach | Spring 2023 Outreach | Fall 2023 Outreach | Outreach TBD |

June 2022   January 2023   June 2023   March 2024

WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

Engage Public and Stakeholders with Purpose

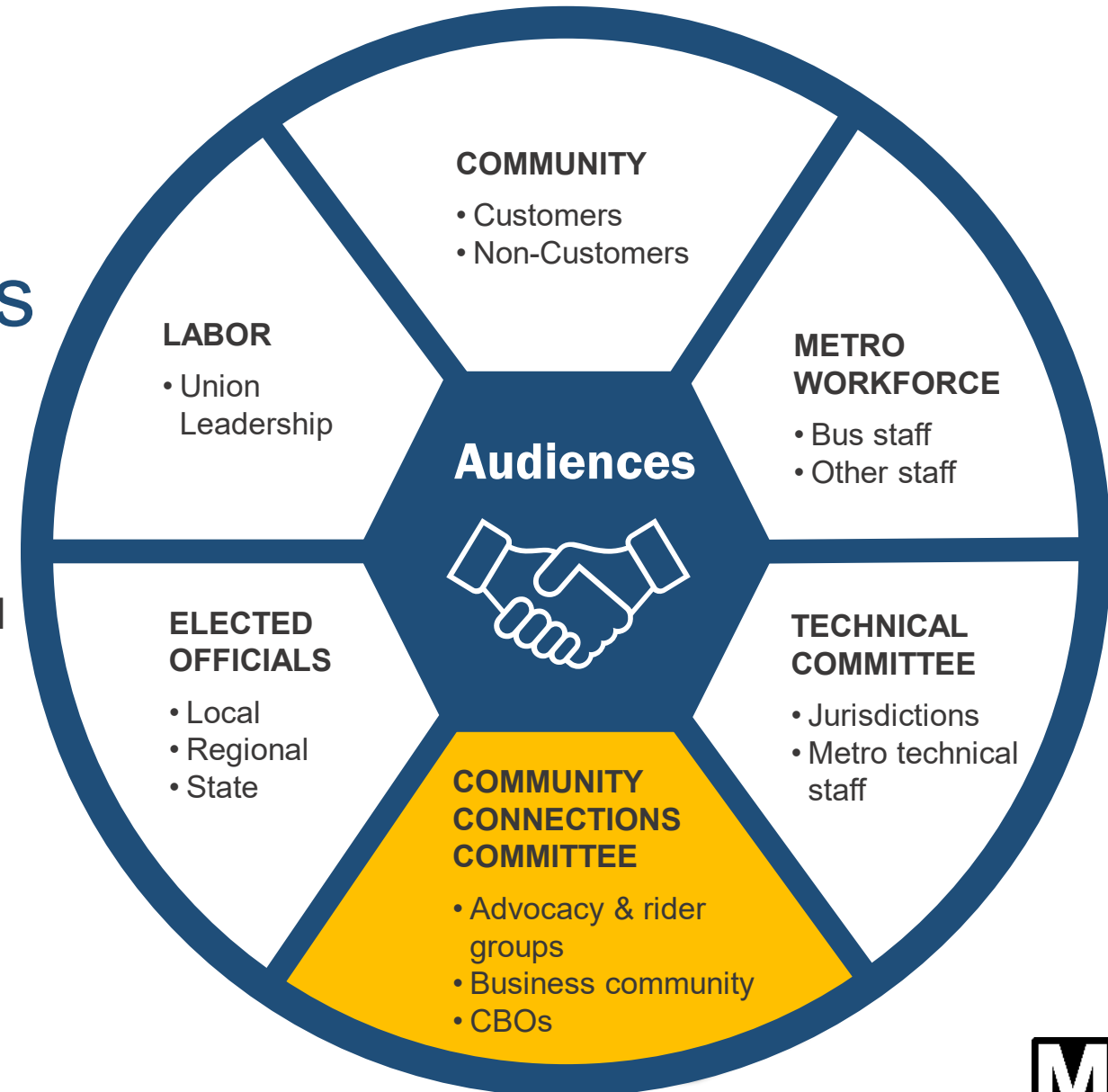| Phase 1 Planning Foundations	Phase 2 Tradeoffs	Phase 3 Recommendations
Fall 2022 (October Public Launch)	Spring 2023	Fall 2023
Primary Outreach Goals		
▪ Communicate service redesign purpose and benefits ▪ Understand priorities to inform project goals ▪ Identify bus service gaps, needs, and opportunities	▪ Convey outcomes and tradeoffs of future network alternatives ▪ Seek feedback on alternatives ▪ Obtain route-specific comments ▪ Discuss future role of Metrobus	▪ Convey potential outcomes of recommended networks ▪ Obtain route-specific comments ▪ Build support for recommended networks

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

Audiences

COMMUNITY
- Customers
- Non-Customers

METRO WORKFORCE
- Bus staff
- Other staff

LABOR
- Union Leadership

TECHNICAL COMMITTEE
- Jurisdictions
- Metro technical staff

ELECTED OFFICIALS
- Local
- Regional
- State

COMMUNITY CONNECTIONS COMMITTEE
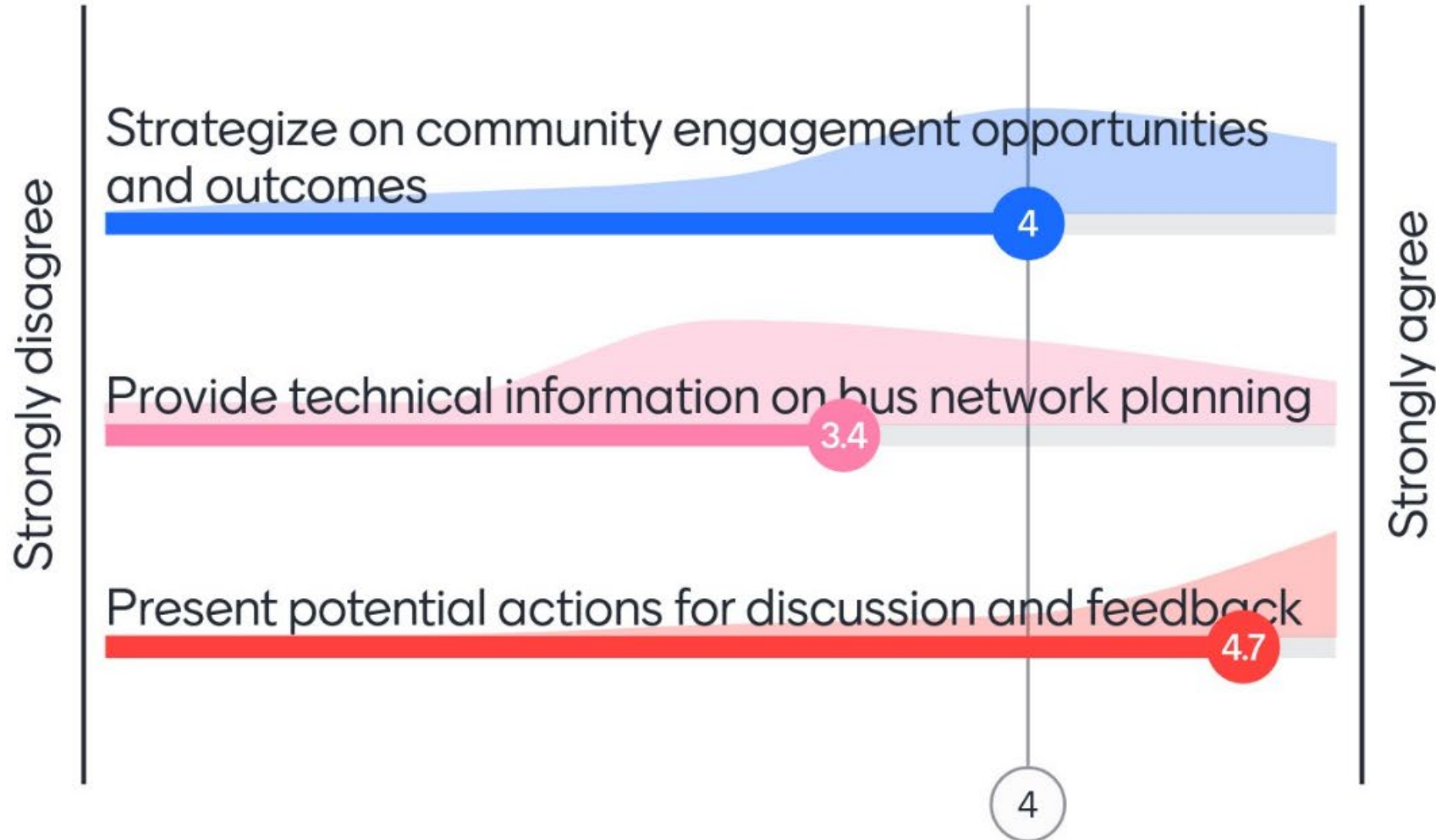- Advocacy & rider groups
- Business community
- CBOs

Proposed Community Connections Committee Purpose Statement:

- *Serve as a link* between the Metro team and the broader public, *extending the reach of engagement* to ensure everyone's voice is heard and *serving as a sounding board* for actions to build a better bus network that meets the needs of existing and future customers across the region.

Questions and Discussion

Phase I Engagement Overview

Phase 1 Approach
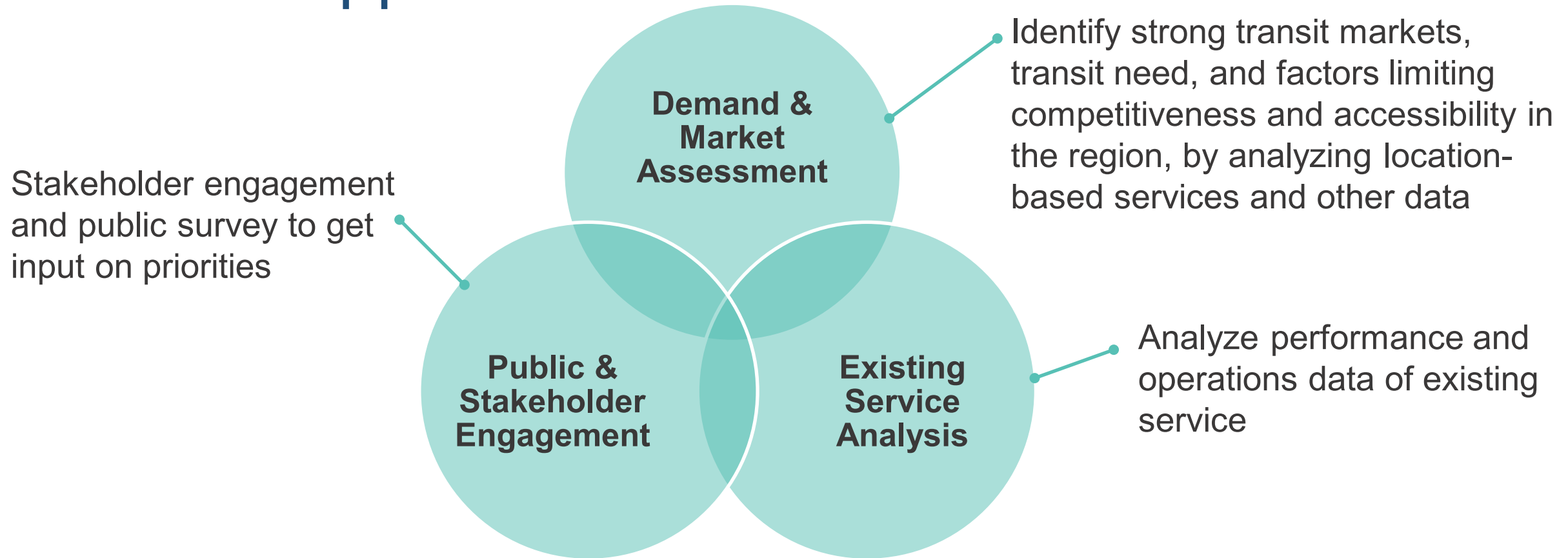
Demand & Market Assessment

Identify strong transit markets, transit need, and factors limiting competitiveness and accessibility in the region, by analyzing location-based services and other data

Stakeholder engagement and public survey to get input on priorities

Public & Stakeholder Engagement

Existing Service Analysis

Analyze performance and operations data of existing service

- **Outputs:** Goals and Objectives, Analytics Dashboards, and Summary Report of findings to guide and support the creation of network alternatives in Phase 2

Engagement Strategies by Audience

Labor	Customers	Metro Workforce	Jurisdictions & Community Organizations	Other Community Engagement
Union Leadership Meetings	Multilingual Survey	Employee Podcasts and Newsletters	Technical Committee	Briefings
Operator Listening Sessions	Bus Stop Chats	Customer Service Training	Community Connections Committee	Digital Communications Toolkit
	Multilingual Take-Ones		DOT Director Listening Sessions	Fact Sheet
	Meet the Project Team @ the RAC		Elected Official Briefings	Social Media
	Roadshow Pop-Up Events			Digital and Print Advertisements
	Print and Digital Signage on Buses and in Stations			

Online Engagement

Project Webpage (wmata.com/betterbus)

- 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

- Launched on October 7, open thru November 11

- Available online (English and Spanish) and via phone (all other Metro languages)

In-Person Engagement

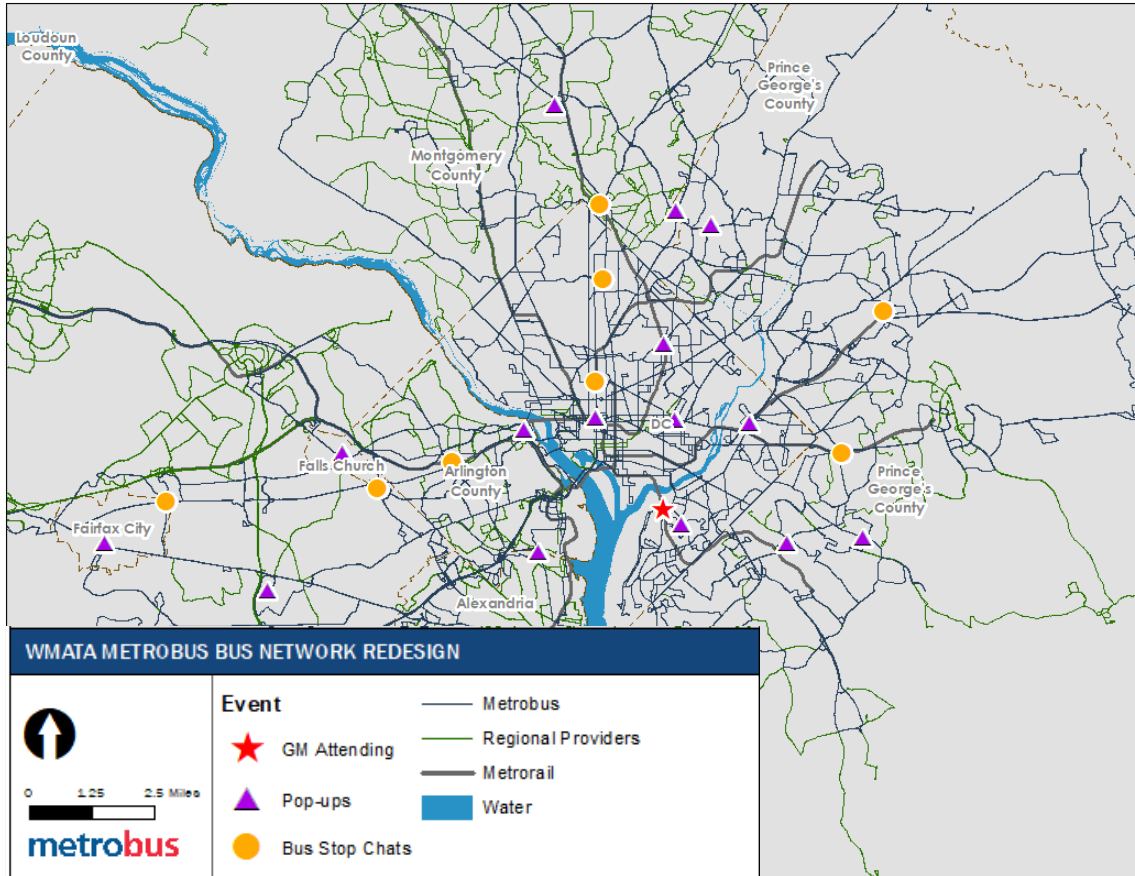**15 "Roadshow" Pop-Up Events**

9 Bus Stop Chats

Meet the Project Team at the RAC on Nov. 9

In-Person Engagement Event Locations

WMATA METROBUS BUS NETWORK REDESIGN

Event
- ★ GM Attending
- ▲ Pop-ups
- ● Bus Stop Chats

- — Metrobus
- — Regional Providers
- — Metrorail
- ■ Water

0   1.25   2.5 Miles

metrobus

Pop-Up Event Schedule ▲

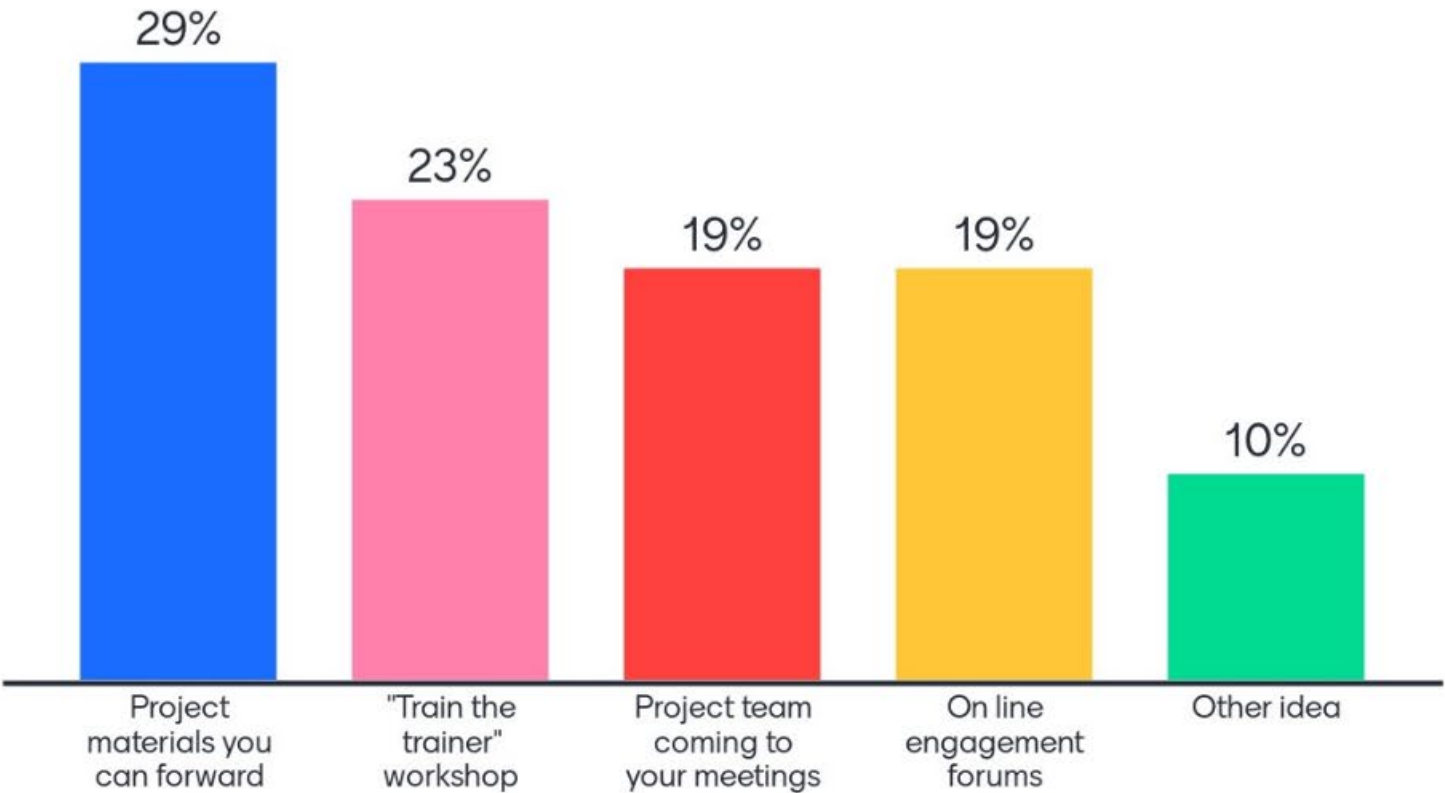| Location	Jurisdiction	Date and Time
City of Fairfax Fall Festival	Fairfax City	Oct. 8, 10 a.m. – 5 p.m.
Martha's Table at the Commons	DC	Oct. 11, 11 a.m. – 4 p.m.
Minnesota Ave Metro Station/Bus Bays	DC	Oct. 12, 7 a.m. – 11 a.m.
Brookland-CUA Metro Station/Bus Bays	DC	Oct. 13, 2 p.m. – 6 p.m.
Anacostia 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, 2 p.m. – 6 p.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.

* *Pending events*

Bus Stop Chats ●

9 Locations Around Region (List Available)

Engagement Resources

- Project Webpage – English and Spanish (with translation widget capabilities for select other languages)

- Printed take-one cards in all 9 of Metro's languages

- Digital Communications Toolkit in English and Spanish

  - Newsletter and social media copy

  - Supporting images

  - Digital copies (PDFs) of the take-ones in all languages

WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

How can this team best support you in getting the word out to your community?

29%	23%	19%	19%	10%
Project materials you can forward	"Train the trainer" workshop	Project team coming to your meetings	On line engagement forums	Other idea

Questions and Discussion

Technical Analysis: Phase 1

Demand & Market Assessment

Phase 1 Approach
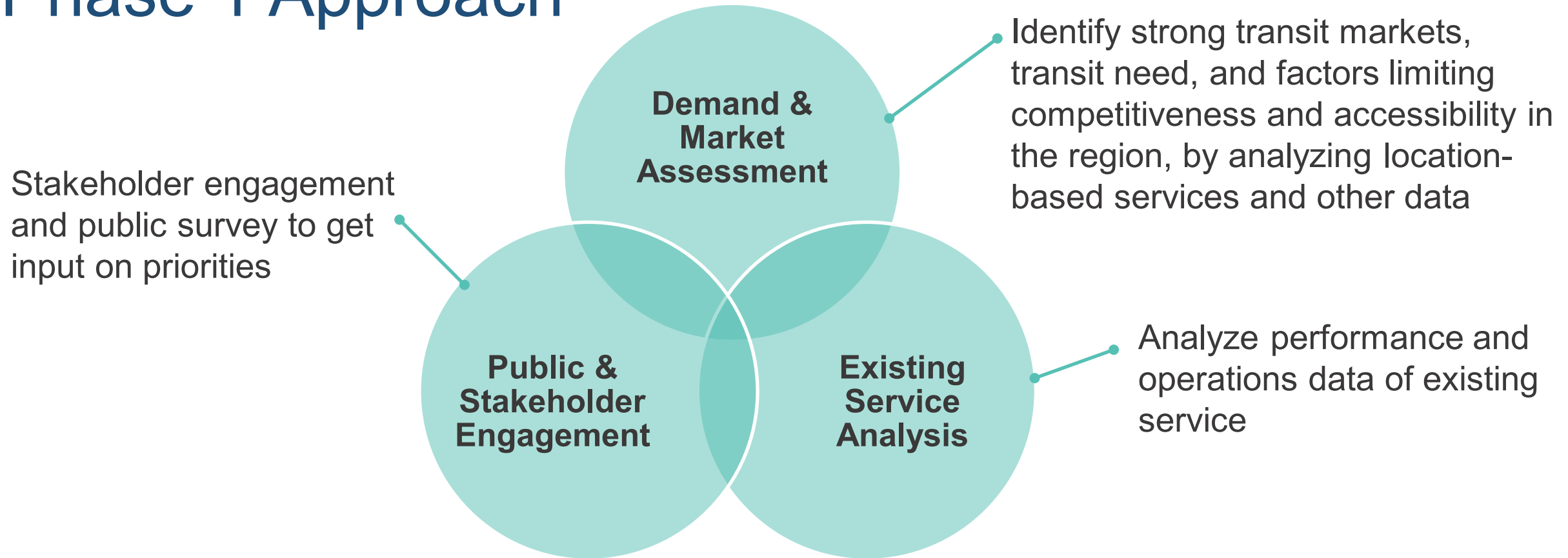
Identify strong transit markets, transit need, and factors limiting competitiveness and accessibility in the region, by analyzing location-based services and other data

Stakeholder engagement and public survey to get input on priorities

Demand & Market Assessment

Public & Stakeholder Engagement

Existing Service Analysis

Analyze performance and operations data of existing service

- **Outputs:** Goals and Objectives, Analytics Dashboards, and Summary Report of findings to guide and support the creation of network alternatives in Phase 2

Existing Service Analysis

- **Goal:** What is working and not working about service today? Are we focusing service where it is needed?

Comprised of 3 Analyses:		
Operational Analysis	**Equity Analysis**	**Transfer Facility Analysis**
Identify **level of service**, **delays**, **missed trips**, and **crowding** by route	Identify service value in **vulnerable populations** by line	Identify passenger and layover facilities that may have **bus capacity constraints** (or spare room).

Results will be presented on two interactive dashboards and summarized in a report.

Includes Metrobus, TheBus & CUE

Demand & Market Assessment

▪ **Goal:** What trips could best be served by a redesigned network? How well we are serving the region and connecting local communities?

| Comprised of 3 Analyses:		
Transit Propensity Analysis Identify areas with **high likelihood to need and use transit**	**Transit Competitiveness Analysis** Identify **market opportunities** and potential factors affecting low market share	**Transit Accessibility Analysis** Identify **gaps with low access** to key destinations and activity centers

Results will be presented across three interactive dashboards and summarized in a report on what we are now and what we should be in the future.

WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

Where People Need Transit

- **Transit Propensity Indices**: Scoring areas in the region according to likelihood of transit use given a reasonable option. Focuses on locations of:

  - Transit-oriented and vulnerable populations

  - Commuter origin and destinations

  - Activity destinations (retail, recreation, medical and school facilities)

Illustrative

Activity Destinations Index
0.000 – 0.273
0.273 – 0.787
0.787 – 1.537
1.537 – 2.552
2.552 – 3.232
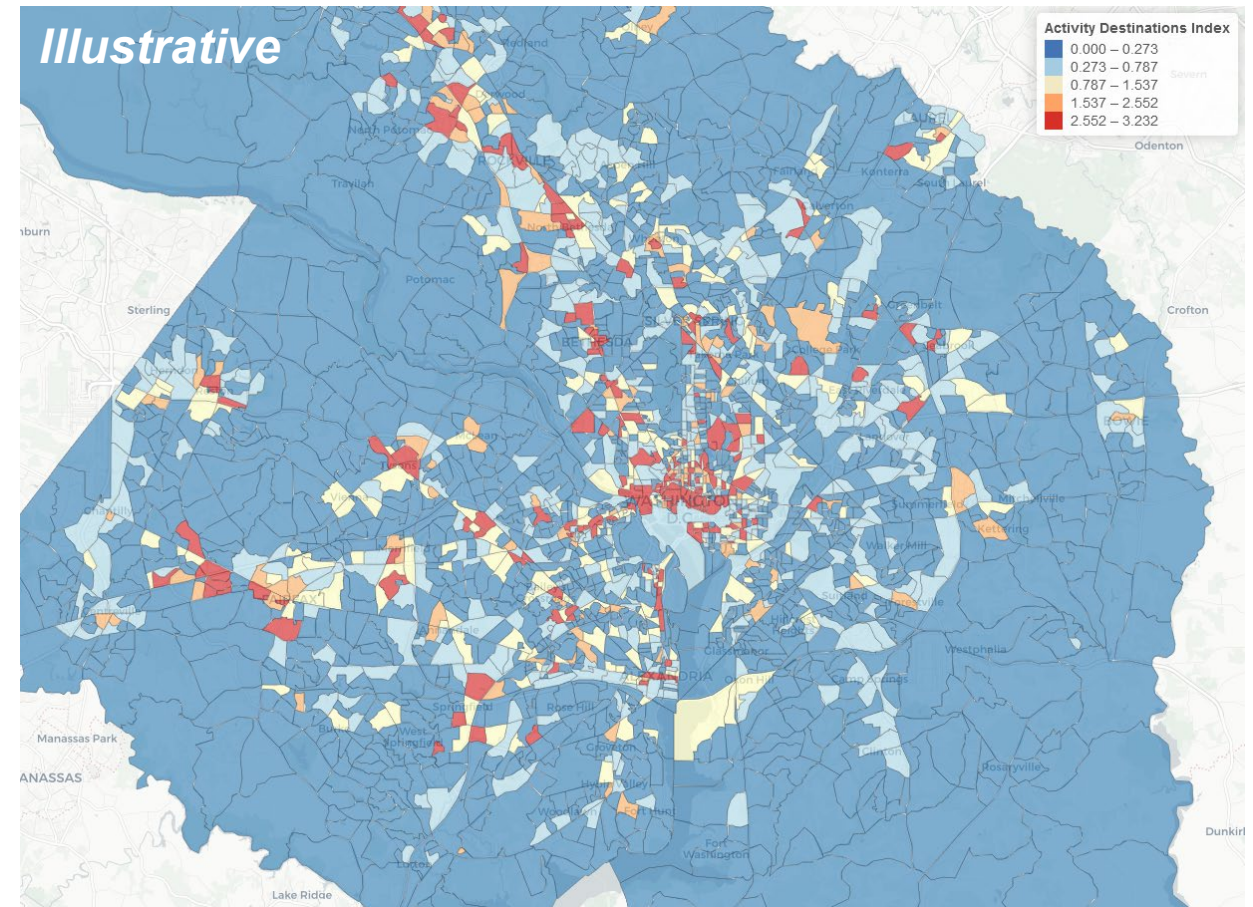
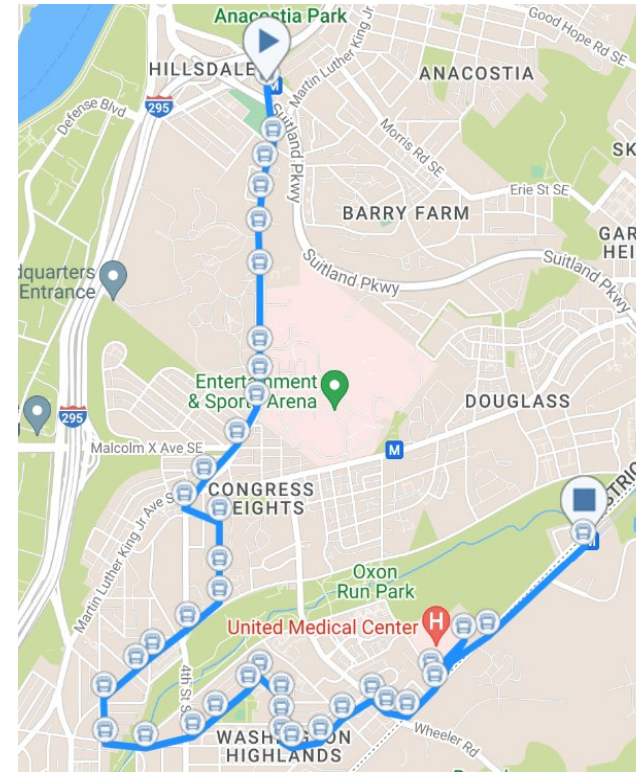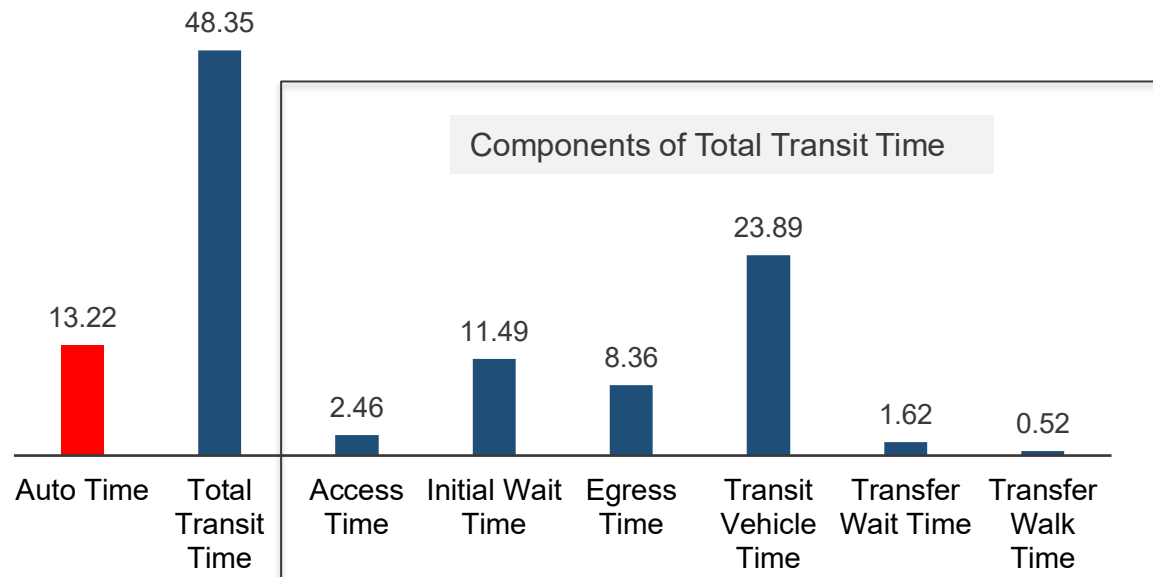# Where Transit is Competitive

- Identify places and connections where customers experience:
  - high wait times
  - poor frequency
  - travel times that are not competitive with auto
  - poor access to transit
- When matched with bus route trips, we can evaluate effectiveness of existing service and identify areas where service changes would be most beneficial
- Identify places that have high overall travel but low transit share as market opportunities

WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

Example: Transit Competitiveness

Evaluate individual transit time components to measure transit competitiveness

Example of WMATA A2 Anacostia – Washington
Highlands Line
Weekday AM Peak

Components of Total Transit Time

Auto Time	13.22	
Total Transit Time	48.35	
Access Time	2.46	
Initial Wait Time	11.49	
Egress Time	8.36	
Transit Vehicle Time	23.89	
Transfer Wait Time	1.62	
Transfer Walk Time	0.52	

Example takeaways:
1. This is an uncompetitive service (transit takes 3.7x as long as auto)
2. Initial wait time (47% of out of in-vehicle travel time) and transit in-vehicle time are biggest factors

Recommendation:
- Increase frequency and reduce in-vehicle travel time to be competitive for these trips

Where People Can Access Transit

Generate composite accessibility scores based on:

▪ Transit access to destinations within 15 mins, 30 min and 45 mins

▪ Destination Categories (to be refined)

- Low-wage Jobs
- Grocery Stores
- Medical Facilities
- Educational Facilities
- Activity Centers (based on travel patterns)

▪ Equity vs Non-equity Travel

▪ Percent of competitively accessible destinations

WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY
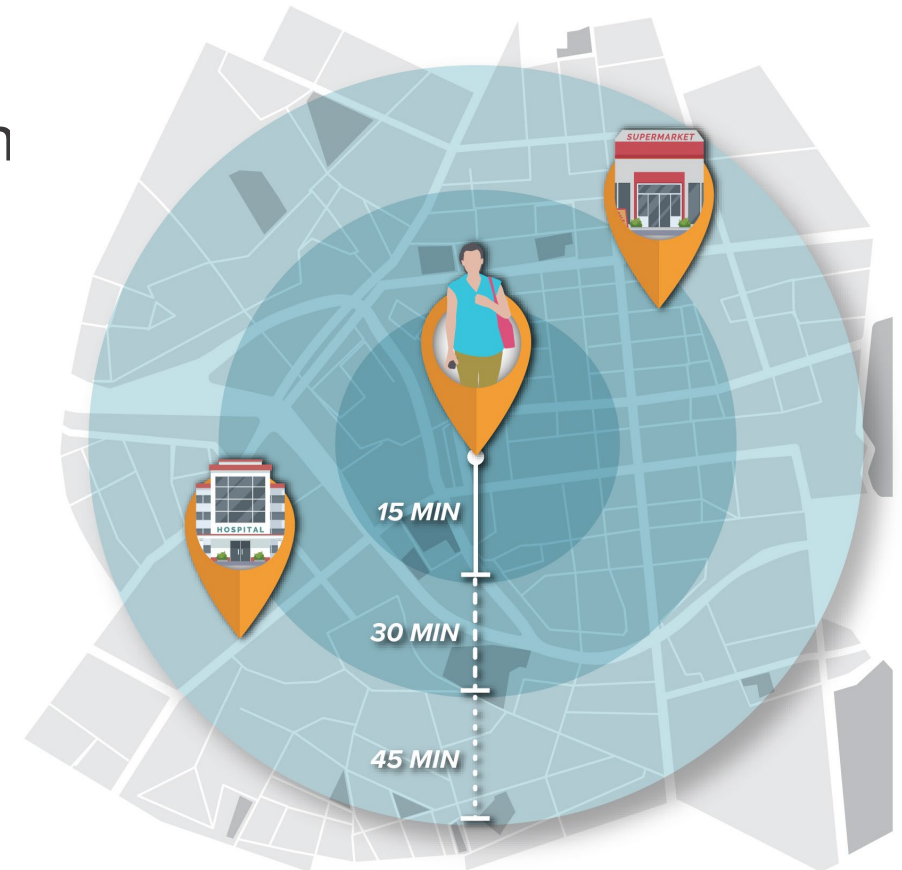
Bringing It Together

- Results will demonstrate:

  - Markets where transit demand exists

  - Places where current bus service is not competitive

  - Accessibility under current service for various communities to key destinations

- Add in results of Phase 1 Engagement to inform:

  - Route-level redesign recommendations

  - Post-redesign comparative evaluations

WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

Next Steps

- Help get the word out about outreach events, website and public survey

- CCC Meeting in mid-December (date TBD) to share results of Phase 1 engagement and technical analysis

- Winter 2023 discussion of Phase 2 engagement approach

WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

Questions and Discussion