



Meeting #2

Community Connections Committee

December 13, 2022

Meeting Objectives

Project Briefing

- Summary of Phase 1 Engagement Findings
- Summary of Technical Analysis

Workshop

- Group Activity on Draft Project Goals and Objectives
- Review and input on Phase 2 Outreach

Better Bus Network Redesign Roadmap

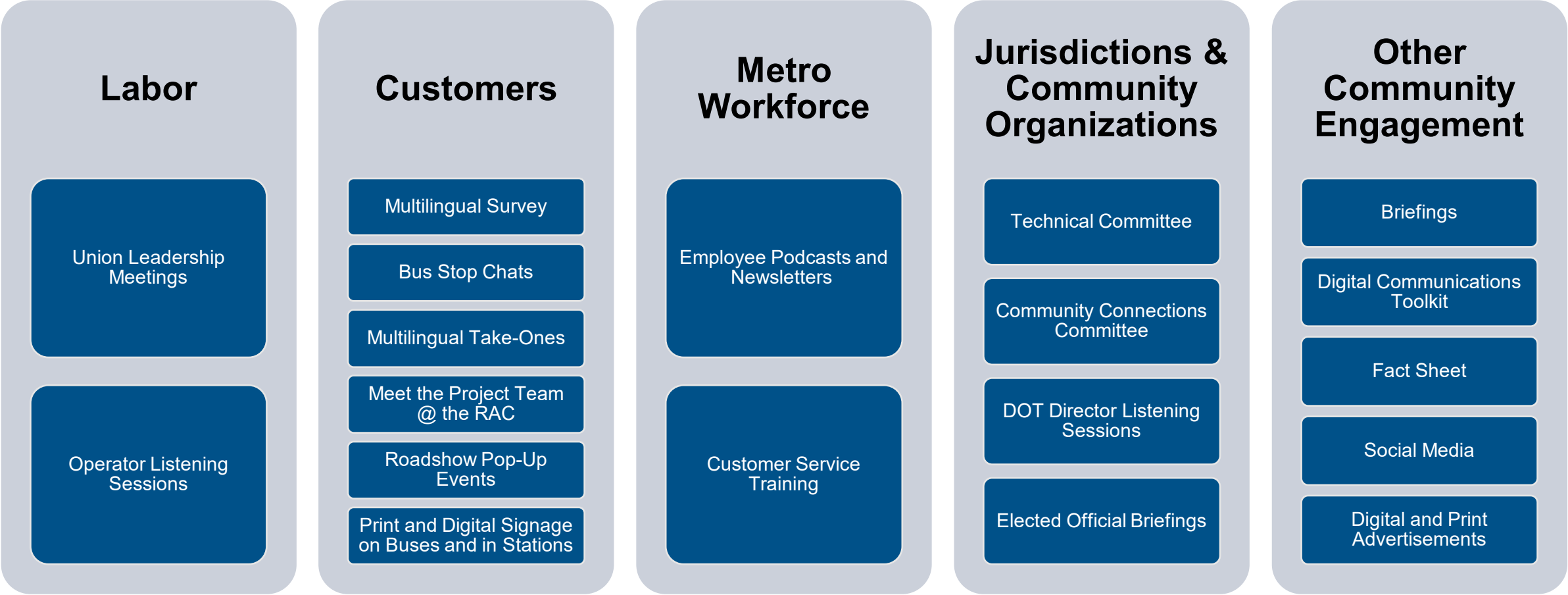




Phase 1 Engagement Summary



Engagement Strategies by Audience





Engagement with the Public

- 11,000+ in-person interactions at public events
- 5,430 surveys completed
- 1,000+ 'Future bus service should be...' cards filled out
- 480+ Priority Pyramids completed
- 44 Video testimonials from customers
- 571 Bus Stop Chats

☐ I ride the _____ bus

☐ I don't ride, I _____ instead

In ONE word...
Today, bus service is...

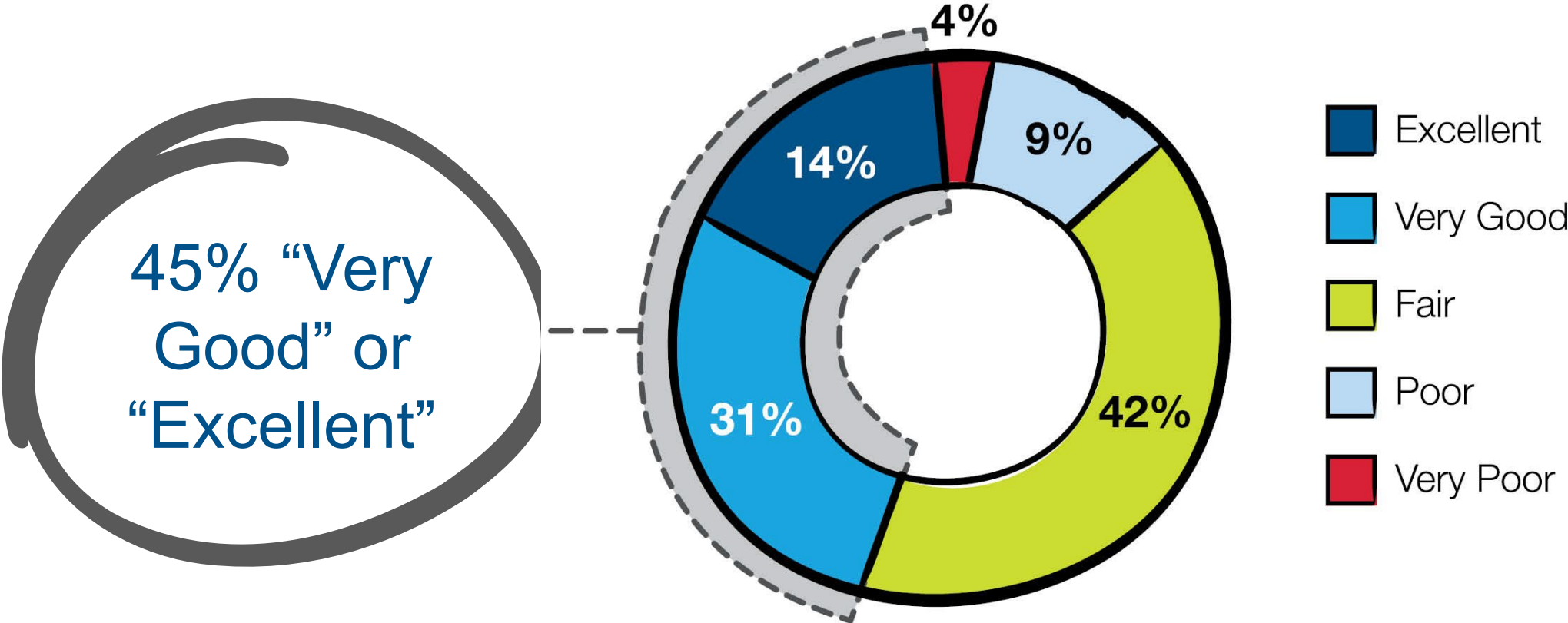
In the future, bus service should be...

OK

BETTER BUS



Regional Bus Service is Good, but it Could Be Better



Source:
Overall Rating of Regional Bus Service
Base: All Survey Respondents




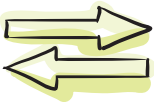



Both Current and Potential Customers Seek Fast, Frequent, and Reliable Service

Top 3 Factors Influencing Rating of Bus Service


Current Customers


Buses that get me where I need to go 


Quick & Easy Transfers 

Reliable Service 

Potential Customers

Reliable Service 

Shorter wait times 

Bus service in new locations 

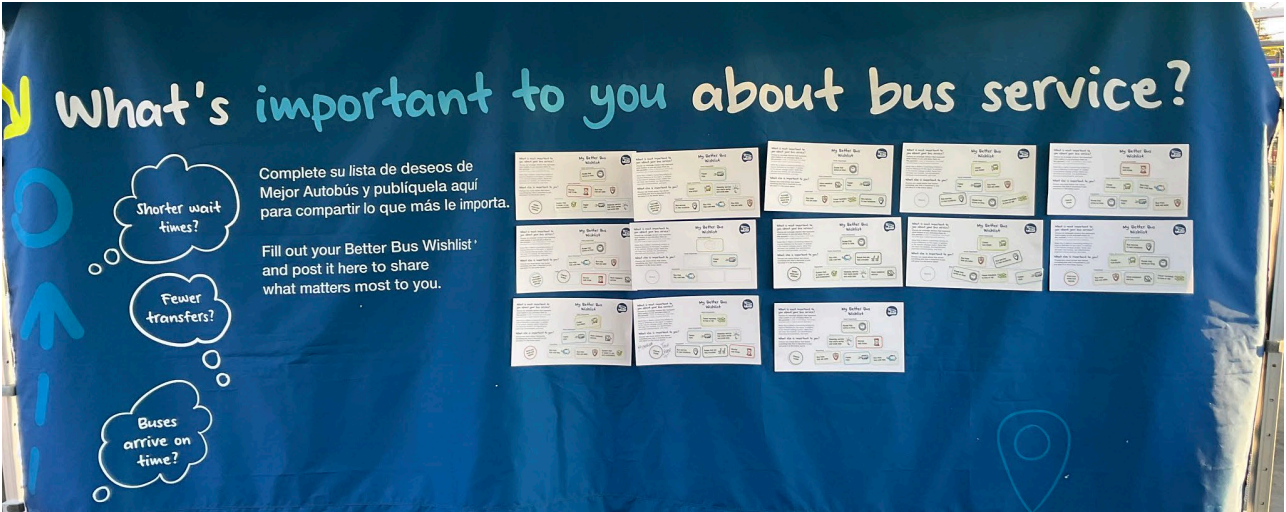
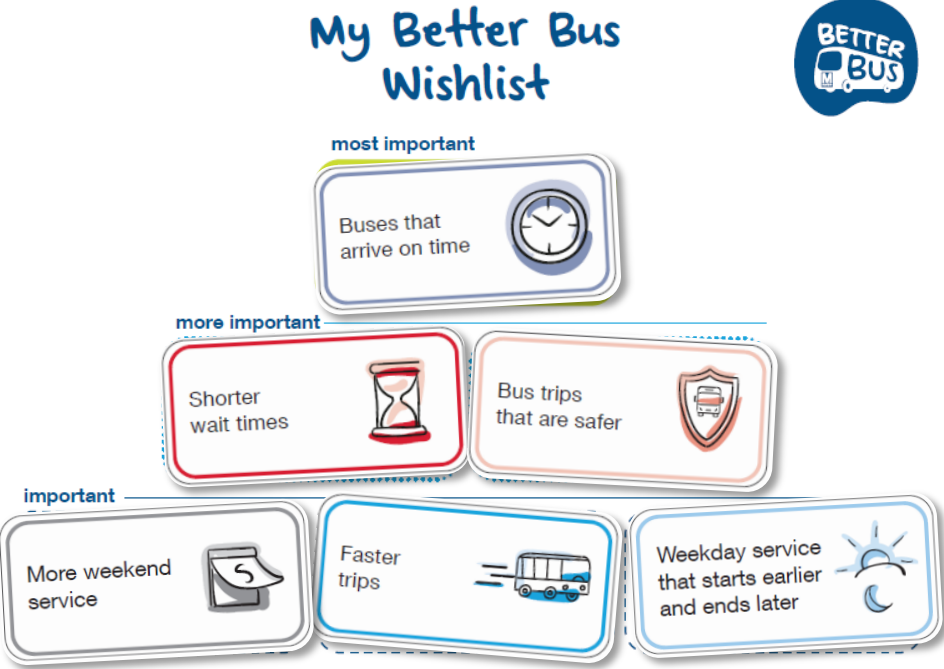
Source: Phase 1 Survey





Time is Critical to Service Satisfaction

“Buses Arrive On Time” and “Shorter Wait Times” cited as most important factor in priority exercise



Source: Phase 1 Priority Pyramid Exercise





Bus Service Can Serve More Types of Trips at More Times



Source: Phase 1 Survey



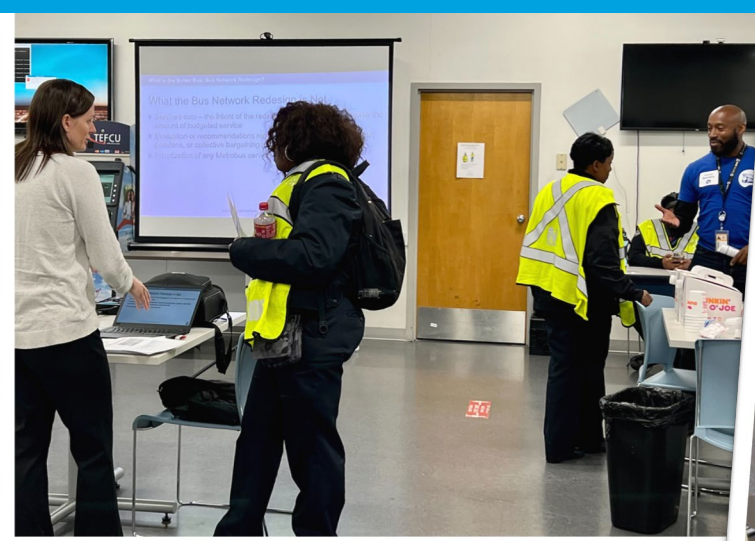


Additional Takeaways From Phase 1 Engagement

Inequities Exist in Reported Walk Distances and Wait Times



Quality of Life is Essential in Attracting and Retaining Bus Operators



Opportunities exist for Metro to work more transparently with regional partners



A Majority of Current Bus Customers Surveyed Ride the Same Amount or More than pre-COVID

Regional Bus Connections are Critical



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Discussion

Did you hear any feedback on Phase 1?

What did you think was successful? What are areas for enhancement?



Project Goals and Objectives





Goals & Objectives Introduction



Equity Plan in parallel to ensure that equity is an input and consideration throughout the project

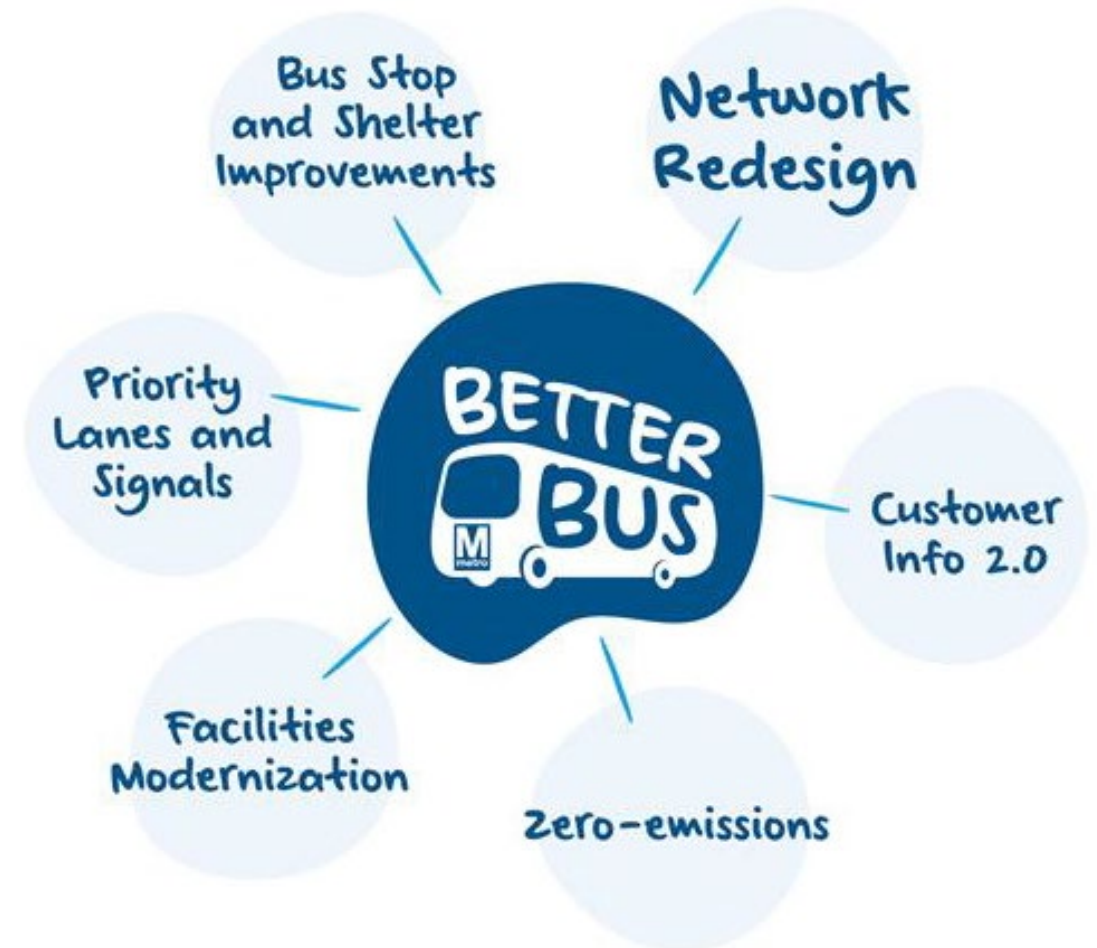
Draft Network Redesign Goals & Objectives



Goal	Goal Statement	Objective
Regional Connectivity	Provide bus service that matches when and where people want to travel	Better match service with need and demand
		Connect people to key destinations (jobs, groceries, medical & educational facilities)
		Provide bus service that gets people where they want to go quickly
Customer and Operator Experience	Make the bus system fast, frequent, reliable, and convenient for both riders and operators	Provide more frequent, all-day service
		Design a faster, more reliable bus network
Equity	Build a bus system that addresses inequities and increases access to opportunity for historically disenfranchised residents and communities	Ensure service addresses inequities and increases access to opportunity for historically disenfranchised communities

Broader Better Bus Considerations

- Environmental Sustainability
- Cost Effectiveness
- All Customer Needs Accommodation
- Operator Recruitment and Retention
- Facilities
- Technology
- Communication



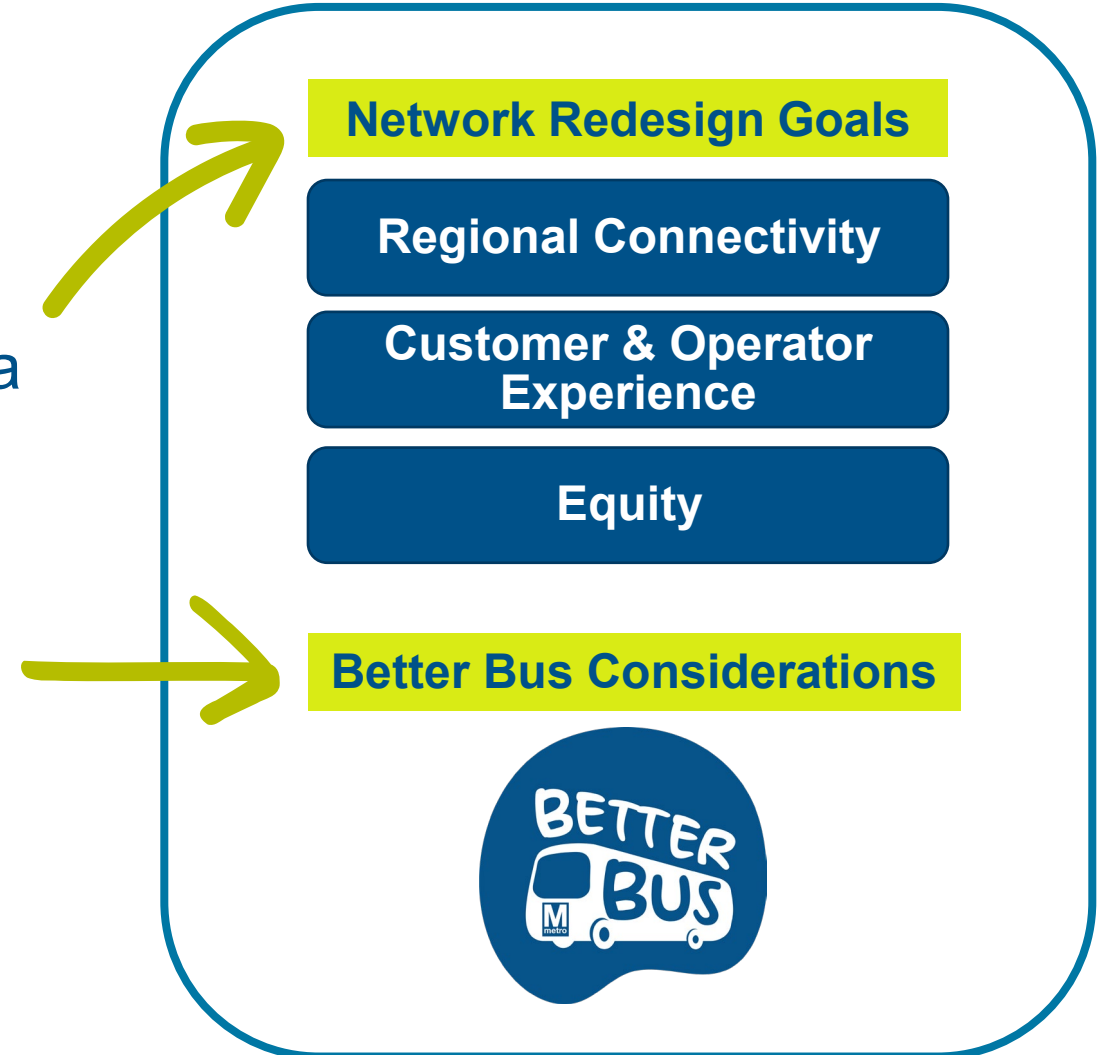
Purpose of Network Redesign

Goals & Objectives

Focus: Elements that will directly influence the design and/or selection of a bus network.

Focus:

- Important elements for bus service that are beyond the scope of a network redesign
- Metrics that will be measured but not directly used to design or compare alternatives





Group Activity



Group Activity

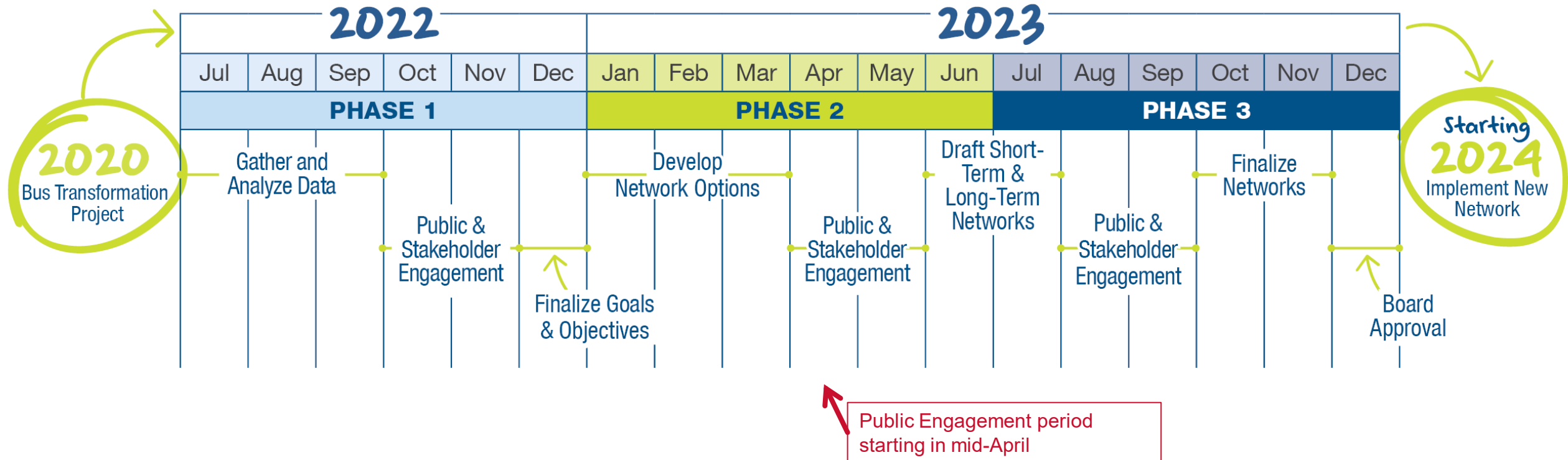
- **Purpose:** Provide feedback on Proposed Goals and Objectives
- **Prompt:** *The most critical outcomes that my organization will need to know to support or endorse a proposed network design are _____.*
- **Directions:** Review proposed Goal and Objective statements and additional Broader Bus Considerations
 - **Colored Sticker:** Up to 2 most critical objectives
 - **Sticky Note:** New idea or suggested wording change
 - **Virtual Accommodation:** [Interactive Board](#) (Tutorial Will Be Provided)



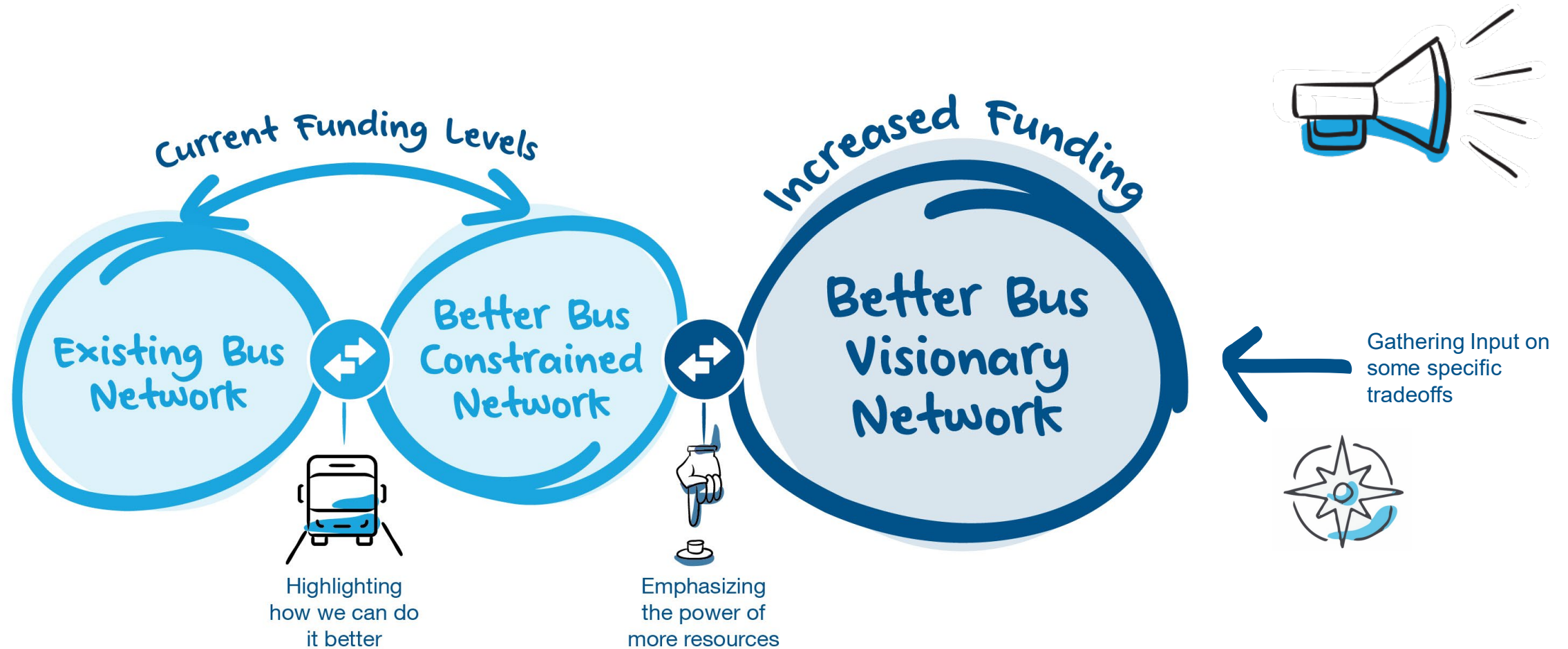
Phase 2 Look Ahead



Better Bus Network Redesign Roadmap



Public Feedback Needed During Phase II



Phase 2 Outreach Goals

- **Obtain the input needed** from the public and stakeholders to gain an understanding of the priorities and needs of a diverse region and inform the design of the final constrained and visionary network.
- **Ensure ongoing awareness** of the project among bus customers and stakeholders, both internal and external.
- **Provide information and input tools that are understandable**
- Empower internal and external **stakeholders to become advocates for the project** and the visionary network
- Ensure the public and stakeholders **understand how we used their input in Phase 1 and how we will use their input in Phase 2**

Phase 2 outreach considerations

- Network tradeoffs may require more in-depth engagement from members of the public
- Will require ways to communicate system-level benefits/opportunities and route-level changes
- Customer feedback is very important in refining networks before Phase 3 outreach (late summer)

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Discussion

Are the Phase 2 engagement goals clear?

Do you have ideas for how we can get more in depth feedback from equity focus communities?

How can we keep your organization engaged as we move toward Phase 2?



Technical Analysis Highlights

Our analysis helps us understand how well bus service is:



Needed

Do buses serve communities who are most likely to ride?

We evaluate and review:

- Socioeconomic and land use characteristics
- Current transit ridership
- Service efficiency

Convenient

Where do buses provide reasonable travel times?

We evaluate and review:

- Total travel time, including walking to/from the bus stop, waiting for the bus, and riding the bus
- Transfers

Useful

Do buses connect people to where they want to go?

We evaluate and review:

- Access to hospitals
- Access to grocery stores
- Access to educational facilities
- Access to jobs

Available

Where and when is bus service available now?



We evaluate and review:

- Service Frequency
- Hours of Operation



Preferred

Does bus service align with public preferences?

We evaluate and review:


- Priorities from 12,000+ public interactions



Bringing these analyses together, we identify how, where, and when the bus system could be improved.

How do people travel in the Region?

On an average weekday more than 13M trips are made in the DMV.

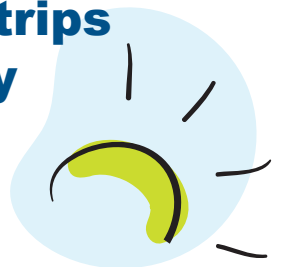


**AVERAGE TRIP IS
5.8 MILES LONG**

**OF WEEKDAY TRIPS
38% ARE
WORK
RELATED**



**> 30% of weekday trips
occur in the midday
>30 % of weekday
trips occur in the
evening peak**



*Weekend trips are a little longer than
weekday trips, but people make*

**13% FEWER
OF THEM**

**OF WEEKEND
TRIPS ONLY
10% ARE
WORK RELATED**

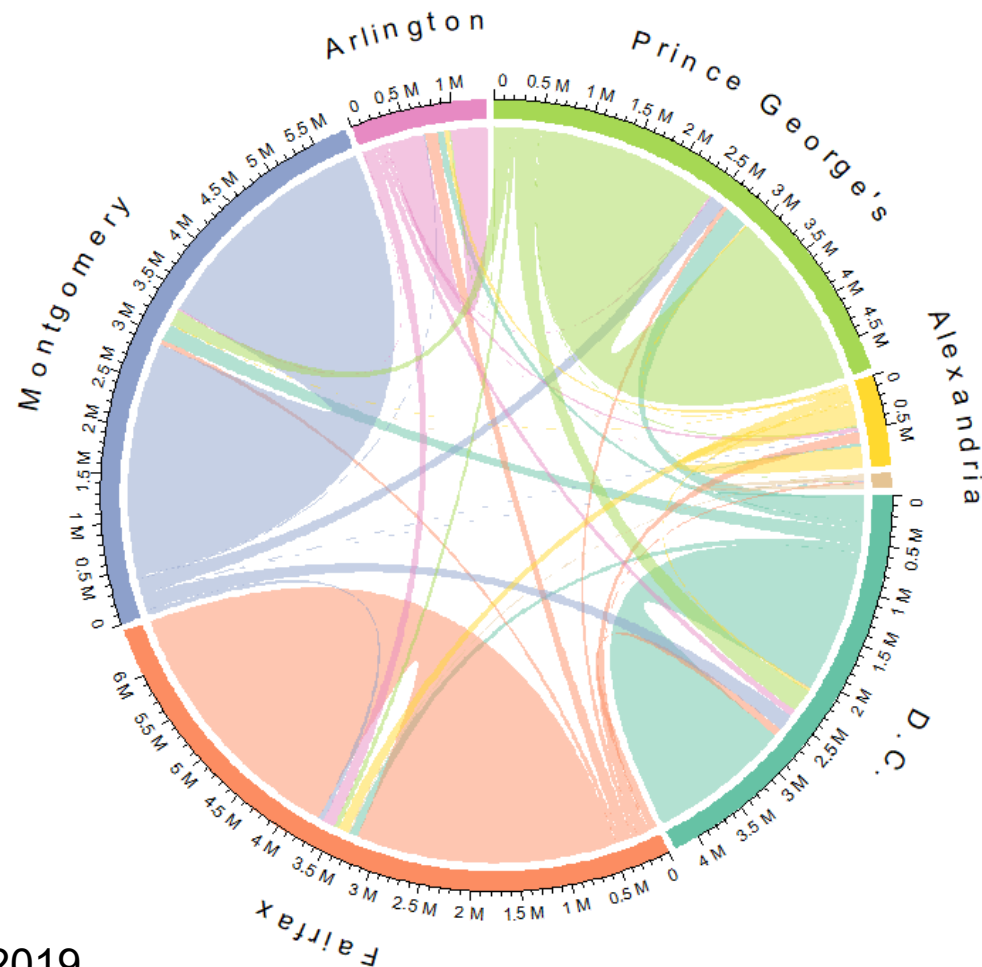


**MORE THAN
40% OF WEEKEND
TRAVEL**

occurs during the midday

Where are people traveling?

Almost 80% of trips occur within the same jurisdiction.



Transit Travel in the region

Approximately 8% of weekday trips are made by transit. Around half of transit trips use the bus.

BUS TRIPS TEND TO BE SHORTER THAN AVERAGE

(4.6 Miles)



TRANSIT TRIPS ARE MORE LIKELY TO OCCUR IN THE MORNING & EVENING PEAKS



TRANSIT TRIPS ARE MORE LIKELY TO BE REGULAR COMMUTES TO WORK OR SCHOOL



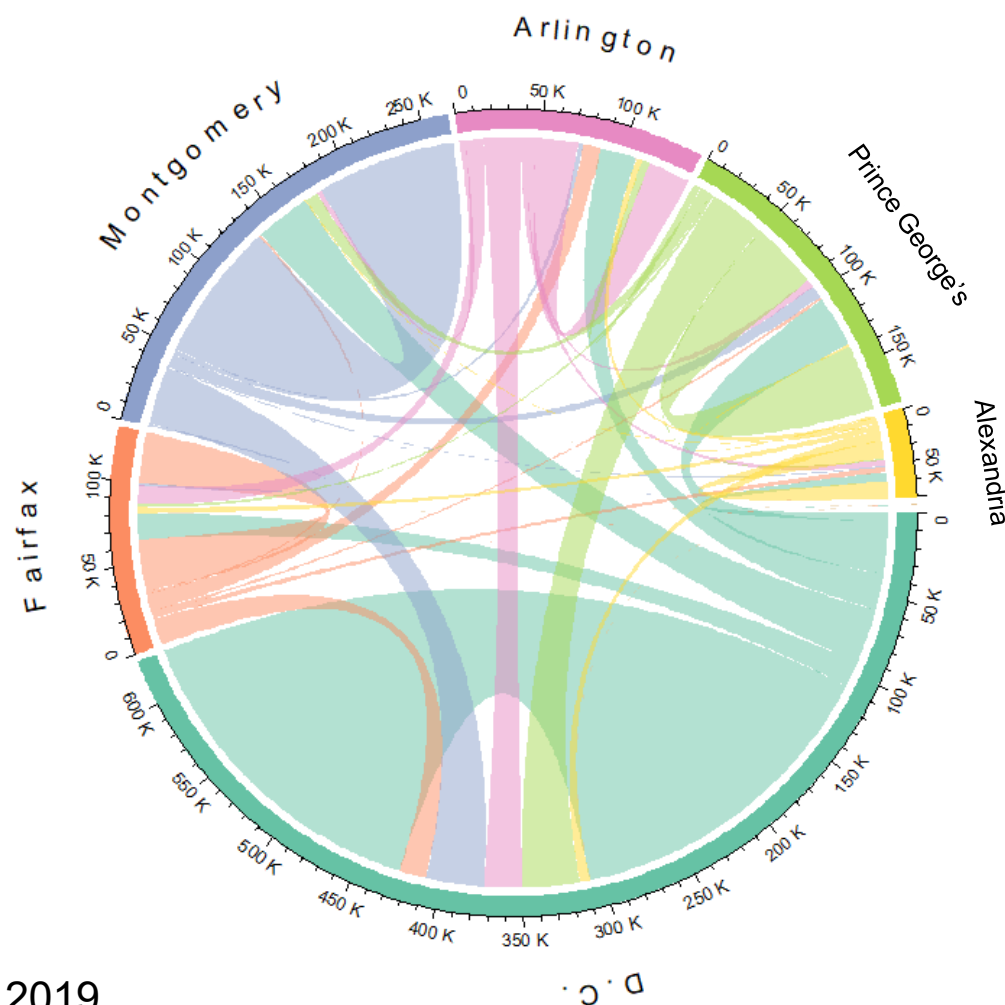
TRANSIT TRIPS ARE MORE LIKELY TO BE MADE BY EQUITY FOCUS COMMUNITIES

LESS THAN 5% OF WEEKEND TRIPS use transit

Where are people traveling by transit?



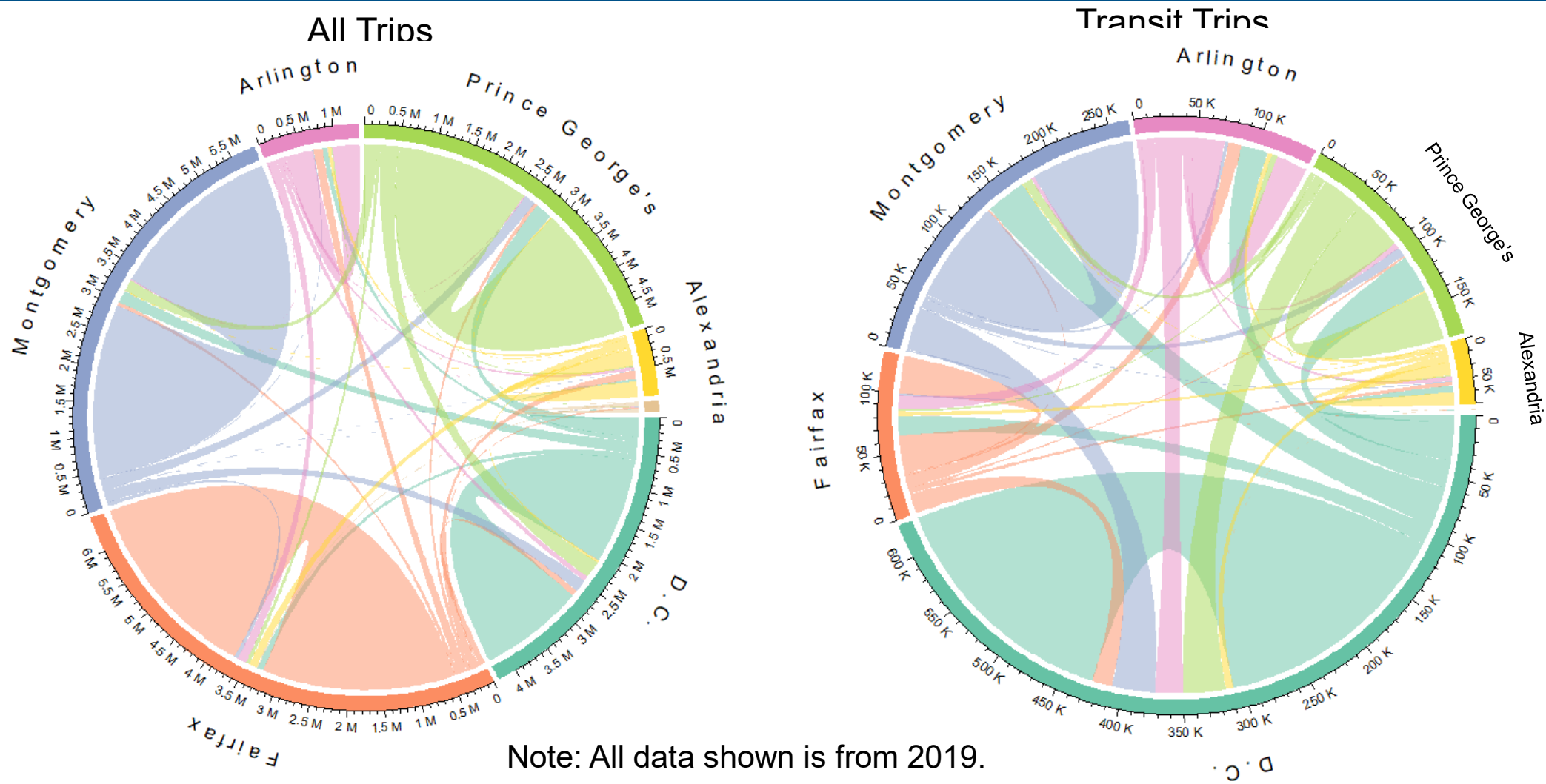
Transit trips are more likely to cross jurisdictional boundaries, particularly into DC.



Where are people traveling by transit?



Transit trips are more likely to cross jurisdictional boundaries, particularly into DC.



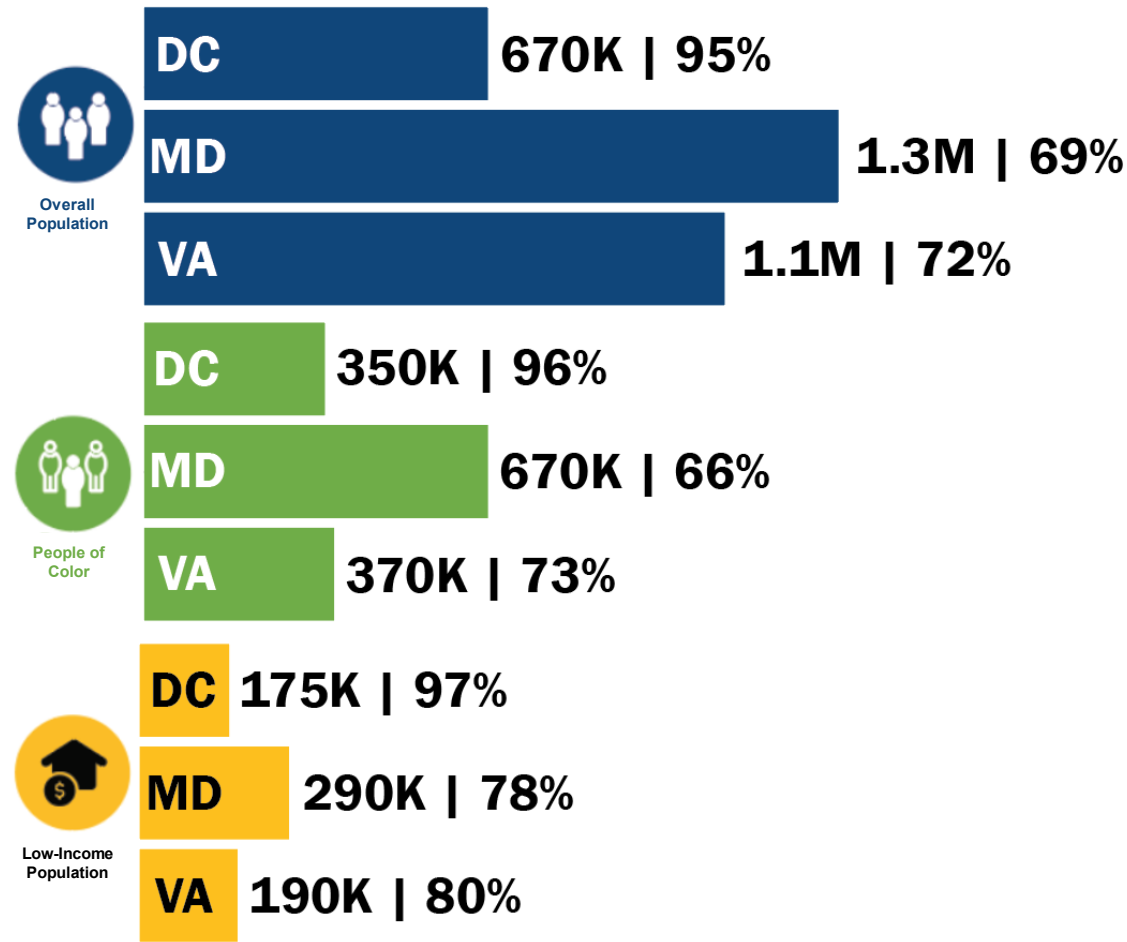
Note: All data shown is from 2019.



Who is able to access bus transit?

Across the Metrobus Compact Area, 74% of people, 74% of people of color and 83% of low-income populations have access to transit*.

Low-income populations have better access to bus service than the average resident.

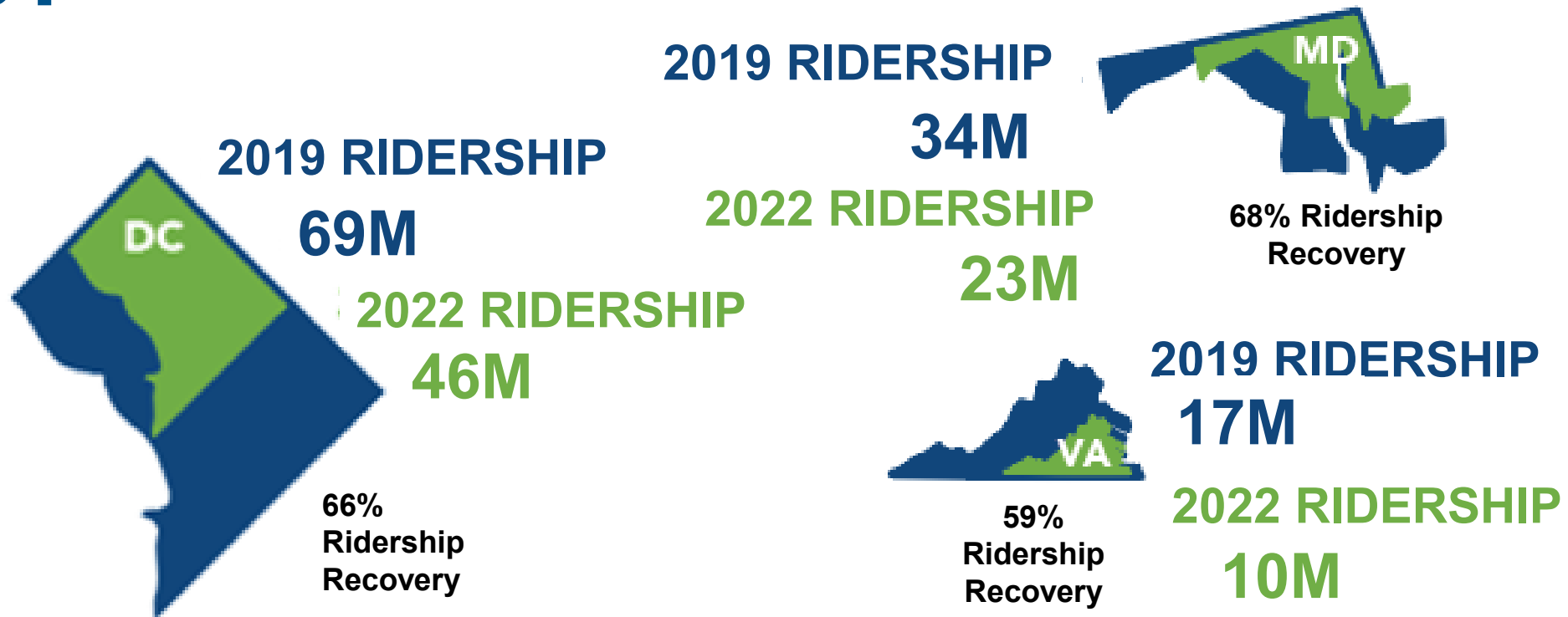


*Residents located within a ¼ mile of a Metrobus, The Bus, CUE, Ride On, Connector, ART, DASH or Circulator bus stop



Where has ridership (Metrobus, The Bus, CUE) recovered from the pandemic?

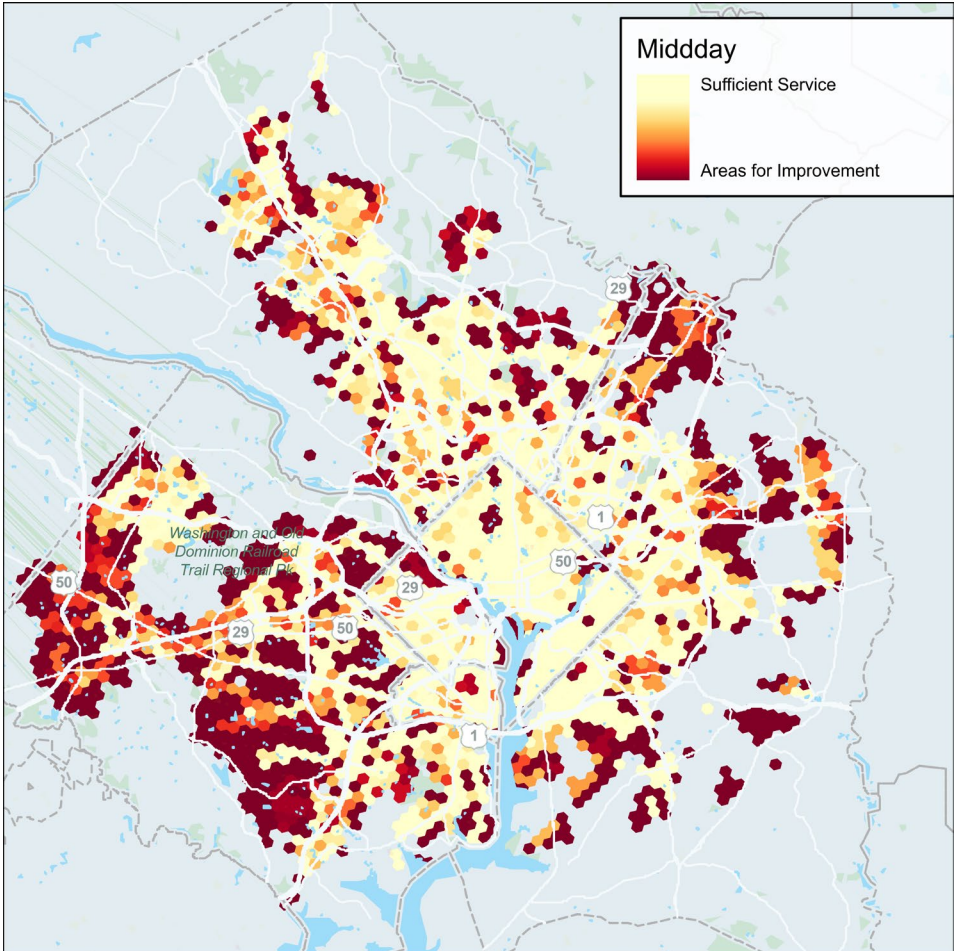
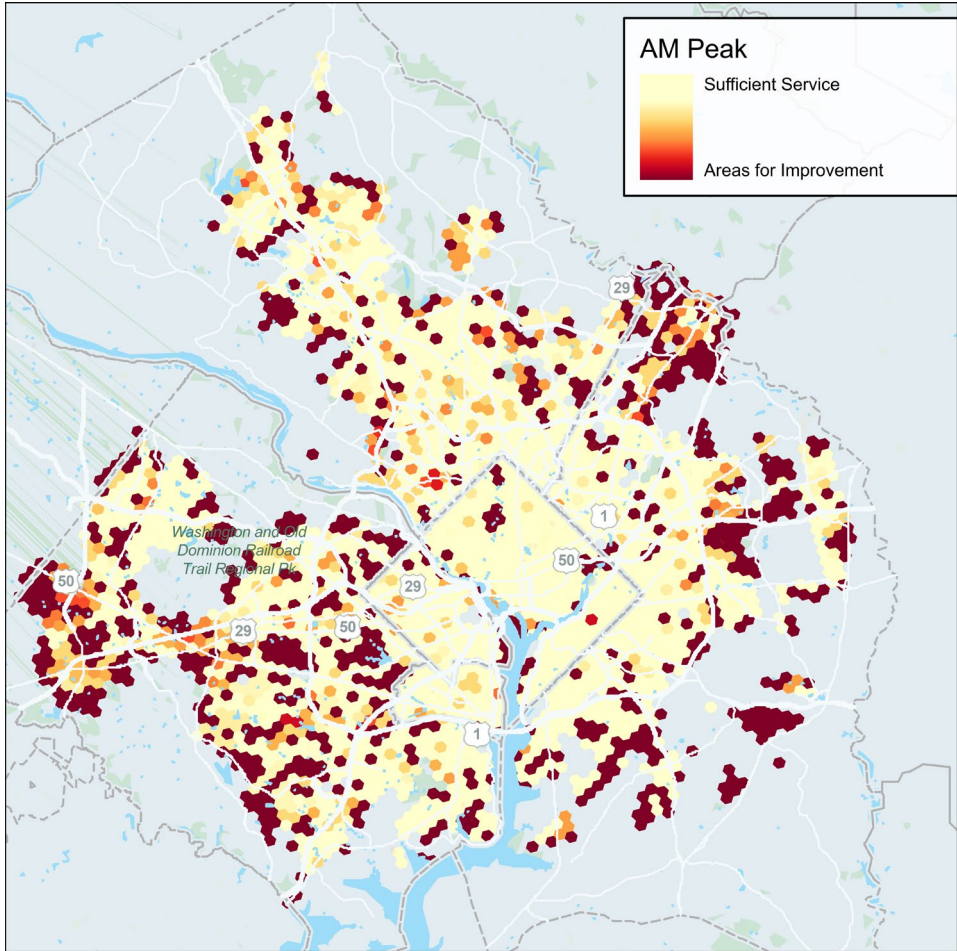
Bus ridership recovery on these systems has been strongest in Maryland post-pandemic.





Where does service not meet demand?

34% of areas that would support additional service during the AM peak are covered, and 47% during the Middyay.



Where does the transit system offer a reasonable option for customers?


Many people don't take transit because it would take too long.

AVERAGE TRANSIT TRIP IS LONGER THAN DRIVING
3x

RAIL TRIPS AVERAGE LONGER THAN DRIVING
2.6x



BUS TRIPS AVERAGE LONGER THAN DRIVING
3.5x



"I absolutely hate driving, but it's hard to want to take a bus when it turns a 15-20 minute drive into an hour, and I'm forced to walk for half of it."

- Customer Social Media Comment

But transit provides a more reasonable option:

- During the morning and evening peaks – when congestion is at its worst
- For trips that start/end near frequent transit service
- For longer trips between 15-50 miles
- For trips made by equity focus communities
- For trips made by low-income populations





Discussion

Does anything stand out to you from the Technical Analysis?
How can we make this understandable to a broad audience?