BUS TRANSFORMATION PROJECT

Technical Team Meeting

November 30, 2018

Agenda

Agenda item	Time
1 Progress Update	5 mins
2 Strategic Considerations Overview of Choices Voting Exercise Discussion	60 mins
3 Strategy Development Overview of Process Analyses to support strategic considerations	20 mins
4 Next Steps & Conclusions	5 mins

Progress Update

Since our last meeting…

Discussed strategic considerations with Project Committees:

- ESC: 10/3 and 11/7
- SAP: 11/5
- WMATA Leadership Team: 10/18 & 11/20

Engaged with riders and non-riders at 20 Pop-Up meetings:

- 7 in DC
- 7 in MD
- 6 in VA

Started regional transit system data analysis:

- Inventorying jurisdictional data received
- Began development of regional service types

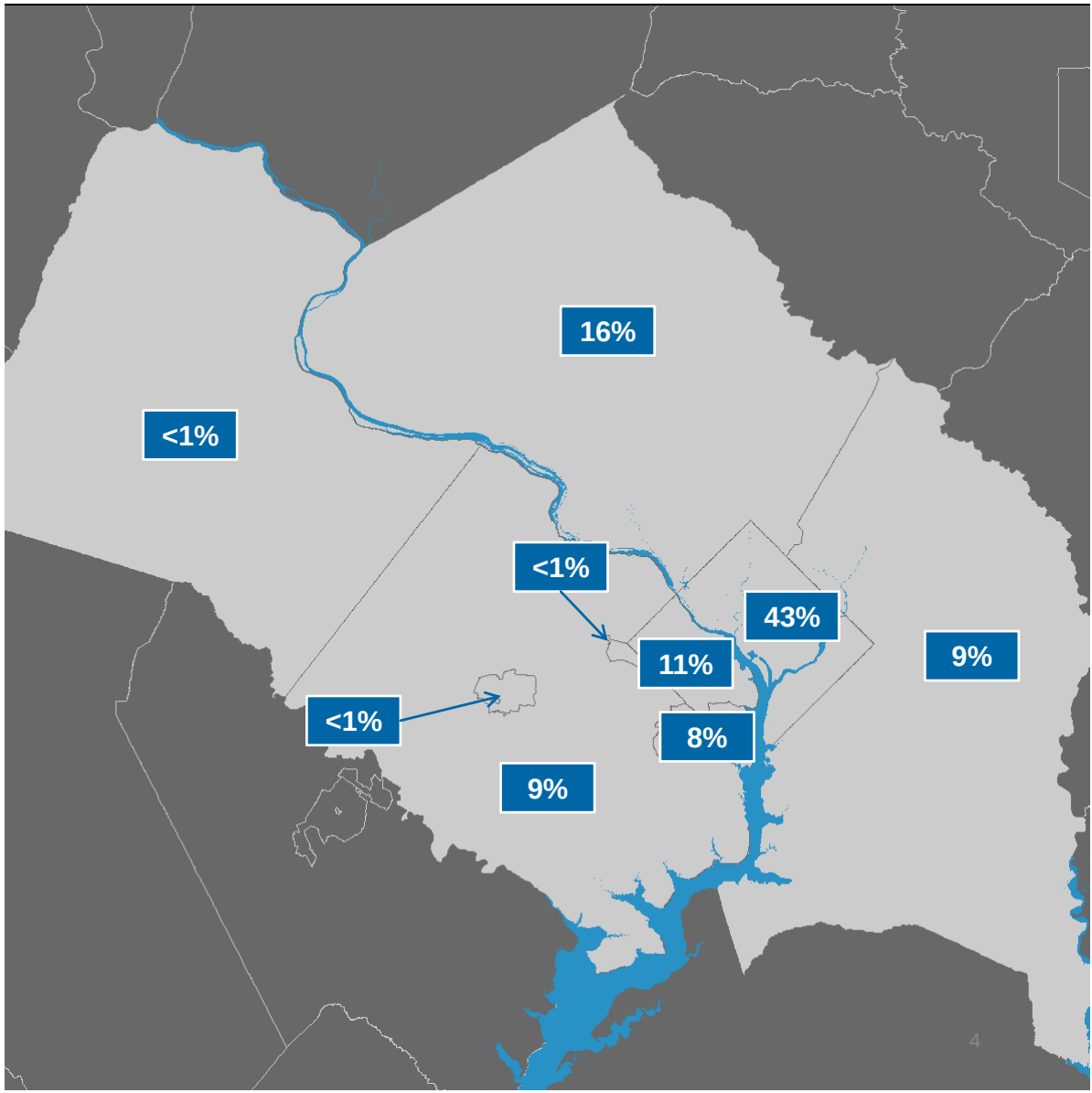
Survey Responses

5,679 completed surveys

Strong geographic distribution of survey responses driven by:

- Geographically distributed pop-up meetings (20)
- Bilingual social media ad campaign
- Coordination with local Chief Information Officers

Geographic distribution is fairly representative of regional bus ridership.



Note: Some respondents (~2%) reside outside of the region, so the totals shown are less than 100%. These percentages are based on the total amount of respondents who gave a location; 30% of survey respondents gave no location information at all.

Survey Responses

16%

of survey respondents are

Low-Income

*Low income defined as living in a household with income less than $30,000 a year

*16% is the % of the respondents who gave income information. Only 11% of all survey respondents indicated that they were low income

62%

of survey respondents ride the bus at least

once per week

45%

of survey respondents report that they are not-white

mirroring the region's racial composition

*45% is the % of the respondents who gave race information. Only 33% of all survey respondents indicated that they were not-white.

Survey Results

Compared to three years ago,

37% ride local bus more often

21% ride local bus less often

Respondents choose to ride the local bus because:

- “It is the closest transit option to my home or work.”
- “It is the most affordable option.”
- “It is easy to use.”

Top 3 responses to the question

Respondents choose not to ride the bus because:

- “The bus comes to infrequently.”
- “The bus is too slow.”
- “Buses don’t go where I need to go.”

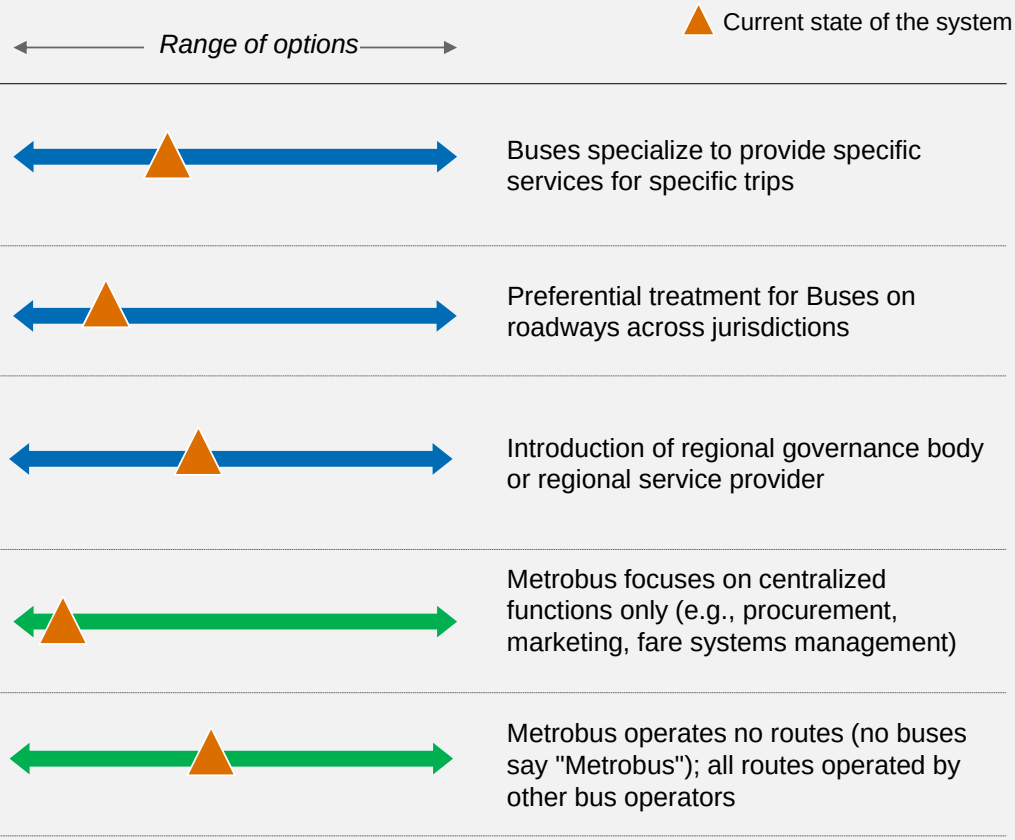
Top 3 responses to the question

Strategic Considerations

PRELIMINARY

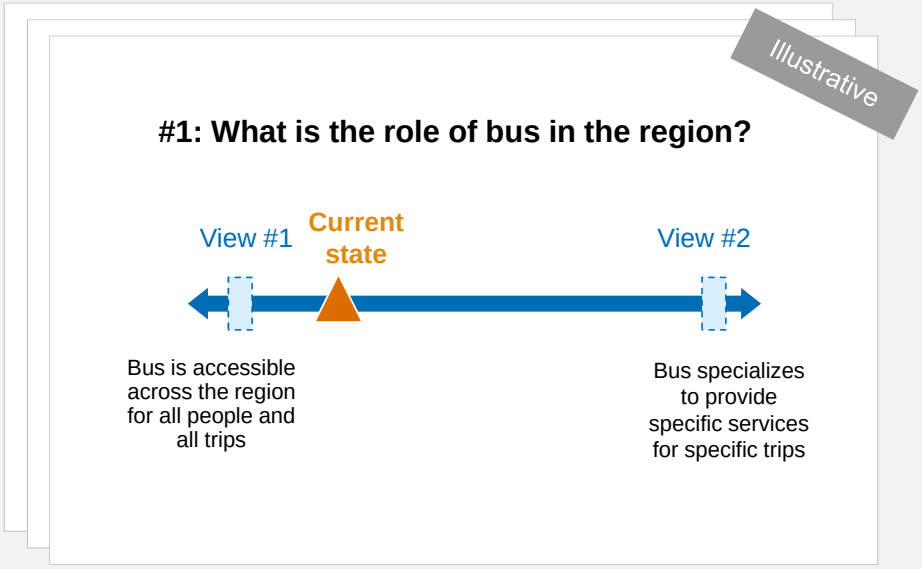
Strategic considerations

Questions to be considered in sequential order



Live poll: Share your initial views on each strategic consideration

Considerations #1-5: Vote for the point on spectrum where region **should** land



To join the live poll:

From your cell phone…

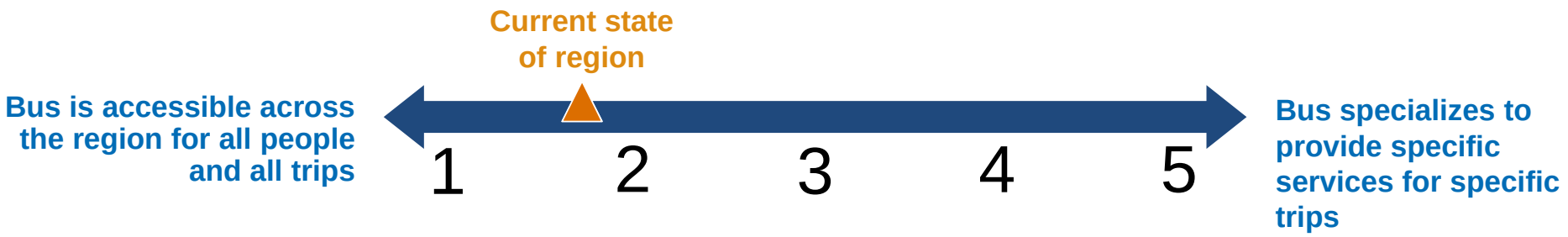
Send a text to the phone number: **22333**

The content of your text should be: **Buses**

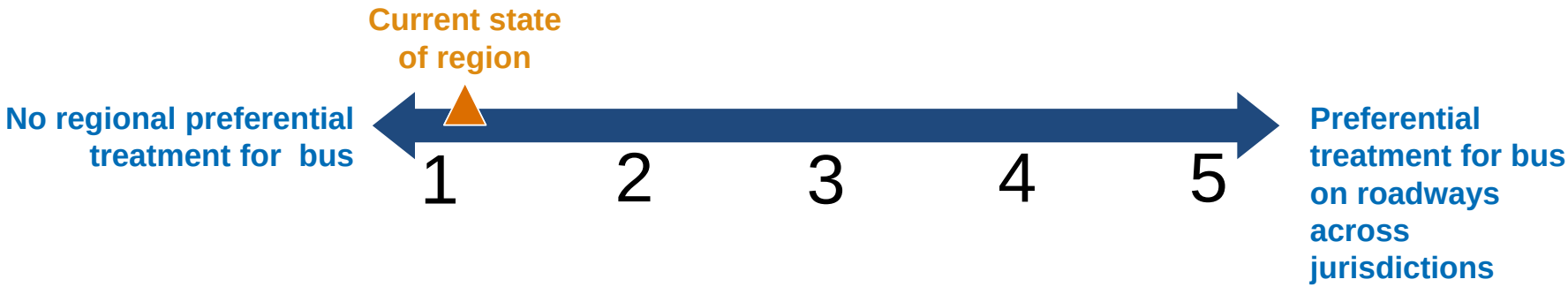
From your computer or tablet…

Go to **PollEv.com/BUSES**

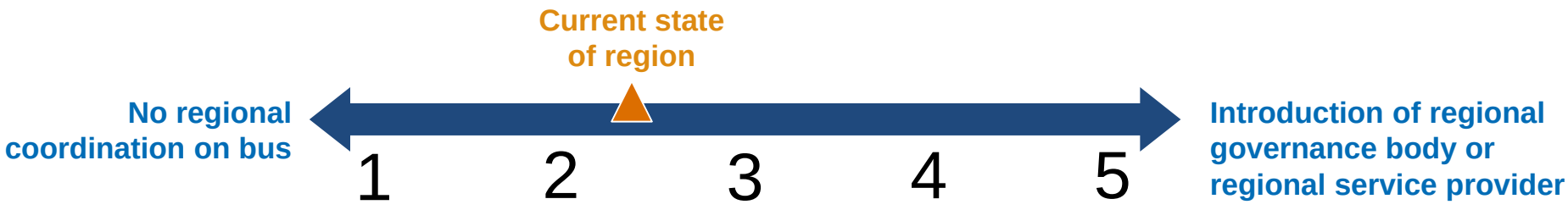
Role of bus?


Current state of region
Bus is accessible across the region for all people and all trips
1
2
3
4
5
Bus specializes to provide specific services for specific trips

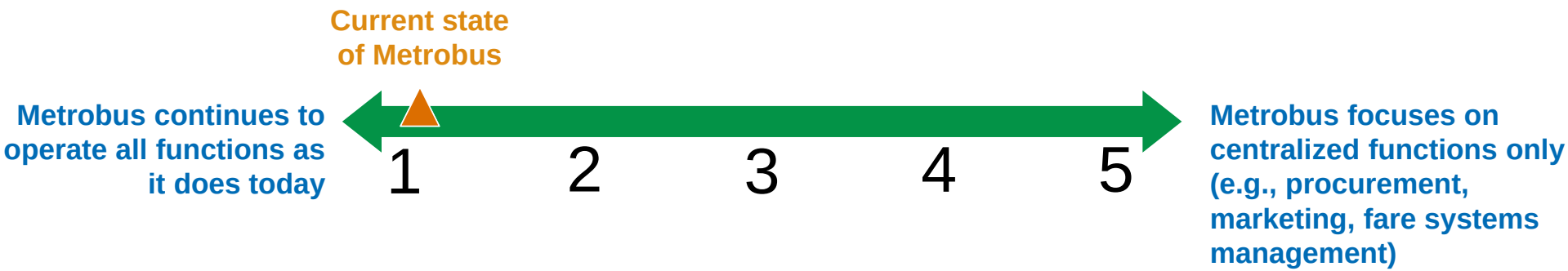
Level of regional commitment to speeding up bus?



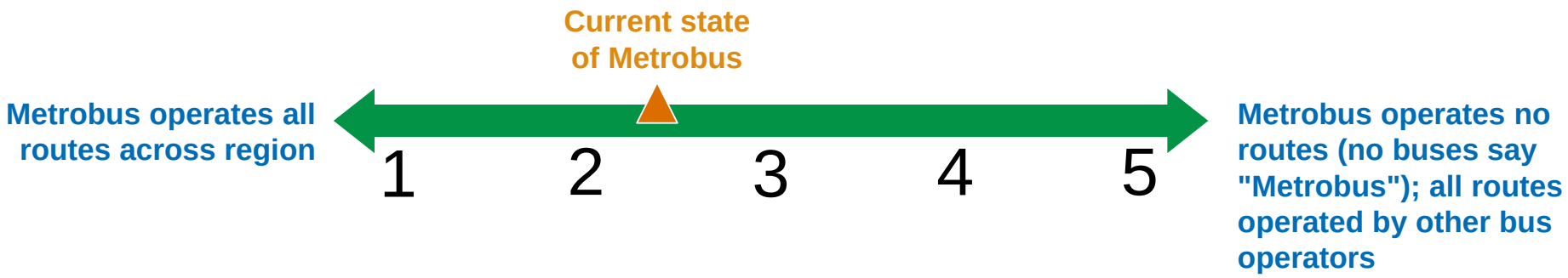
Regional governance / delivery model for bus?



What business should Metrobus be in?



What services should Metrobus operate?



Discussion of poll results

Strategy Development & Analysis

Analyses to develop strategic direction

Regional

1 What is the role of ‘Buses’ in the region (multi-passenger, publicly available vehicles)?

Planned Analysis	Input Data
• Develop density thresholds by service classification • Analyze impacts of setting service levels across the region based on the density thresholds • Compare costs for different scenarios	• Existing route network • Existing revenue hours • Transit potential/propensity analysis • Operating costs

Draft

Analyses to develop strategic direction

Regional

2 Level of regional commitment to speeding up bus?

Planned Analysis	Input Data
Analyze the benefits and costs of prioritizing bus under two scenarios: 1. Currently planned bus lanes + targeted TSP 2. Bus Lanes + integrated TSP throughout the Priority Corridor Network	• Jurisdiction BRT corridor studies and deployments • Performance data from jurisdictional TSP deployments • Priority Corridor Network travel time and reliability experience • Peer region experience—specific KPIs and costs

Draft

Analyses to develop strategic direction

Regional

3 What is the regional governance / delivery model for bus?

Planned Analysis	Input Data
• Define 2-3 potential organizational models for bus service in the region • Assess benefits and challenges associated with implementation	• Benchmark data on key characteristics of regional organization in similar regions o Structure o Responsibility o Level of authority o Funding requirements

Draft

Analyses to develop strategic direction

Metrobus

4

What is the right business model for Metrobus?

Planned Analysis	Input Data
Identify 2-3 potential support-as-a-service models for Metrobus, including: • *Functions*: What specific support does Metrobus offer (e.g., marketing, procurement, digital)? • *Engagement model*: How does Metrobus engage with other operators? • *Funding*: How does Metrobus charge for centralized support provided to other operators?	Benchmark data on key characteristics of centralized support organizations in similar regions • Amount spent on centralized functions • Estimated scale efficiencies

Draft

Analyses to develop strategic direction

Metrobus

5 What services should Metrobus operate?

Planned Analysis	Input Data
Analyze costs and risks of alternative Metrobus operating scenarios, including the cost burden to each jurisdiction Example scenarios: 1. Metrobus only operating interjurisdictional routes 2. Metrobus operating interjurisdictional routes, Metrorail feeder routes, and/or along high density corridors.	• Service type definitions • Operating cost per route/hour/agency • Route level ridership • Current and alternative cost allocation formulas

Draft

Next Steps

Next Steps

What	When
Operator Survey open	until December 16
Elected Official and Board Member outreach	ongoing through December and January
Schedule a conversation with your department/director/leadership, etc…. Which goals are their priorities? What are their “non-negotiables”?	

Next Meeting: January 25, 10:00 am