

About the Bus Transformation Project

The **vision, goals, and objectives** for bus in the region are the result of a **collective effort**

Public and Stakeholder Input

Since the project started in September 2018, elected officials, transit agencies, transit advocates, bus operators, bus riders, and many other stakeholders helped to develop the recommendations in the Draft Strategy.


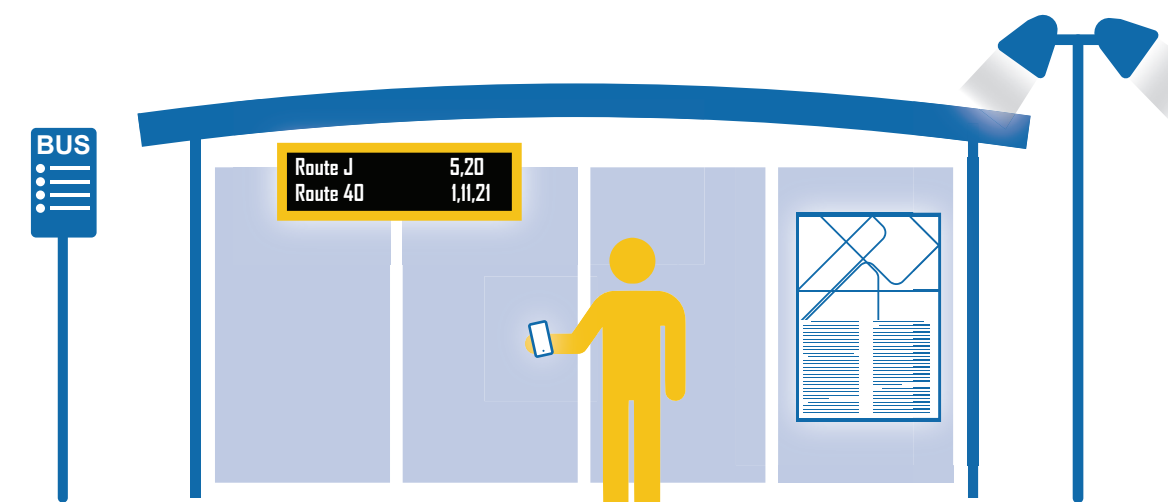
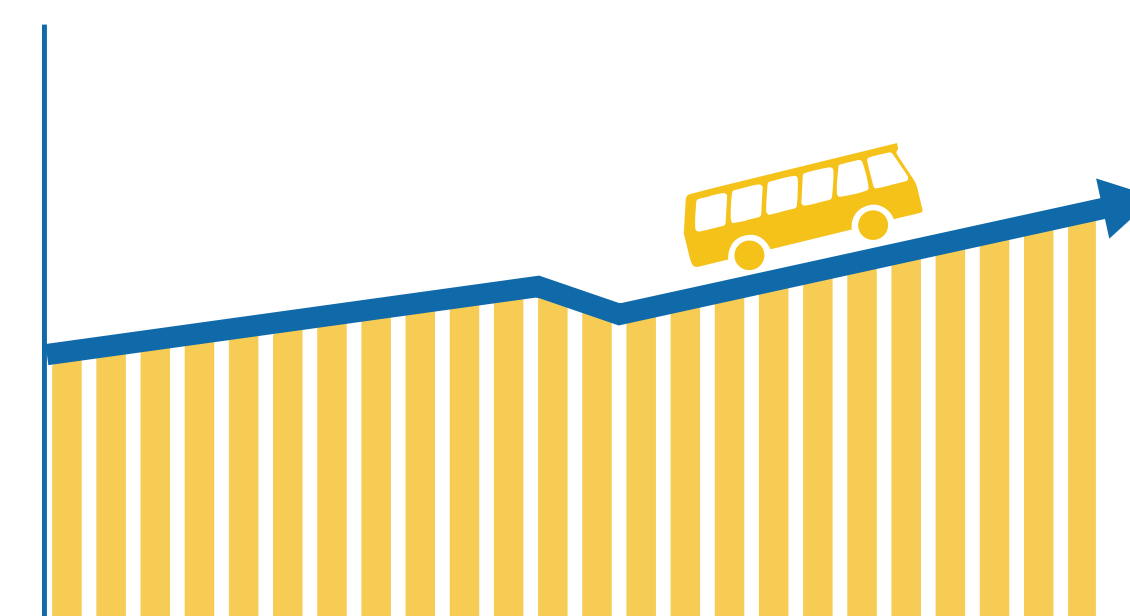


- ❖ 5,679 survey responses
- ❖ 20 regional pop-up events
- ❖ 25 project committee meetings
- ❖ 13 bus operator listening sessions
- ❖ 40 interviews with local jurisdictions and transit agencies
- ❖ 33 project briefings/meetings with elected officials
- ❖ 10,056 people reached by the project Facebook page



About the Bus Transformation Project

Project 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

Project Goals

1	Regional connectivity	Provide reliable on-street transit options that efficiently connect people to places and improve mobility	
2	Rider experience	Ensure a convenient, easy-to-use, user-centered mobility option	
3	Financial stewardship	Maintain a transit mode that is financially sustainable in the long term	
4	Sustainable economic health & access to opportunity	Encourage vibrant, economically-thriving and sustainable communities	
5	Equity	Create a bus system that is affordable and equitable	

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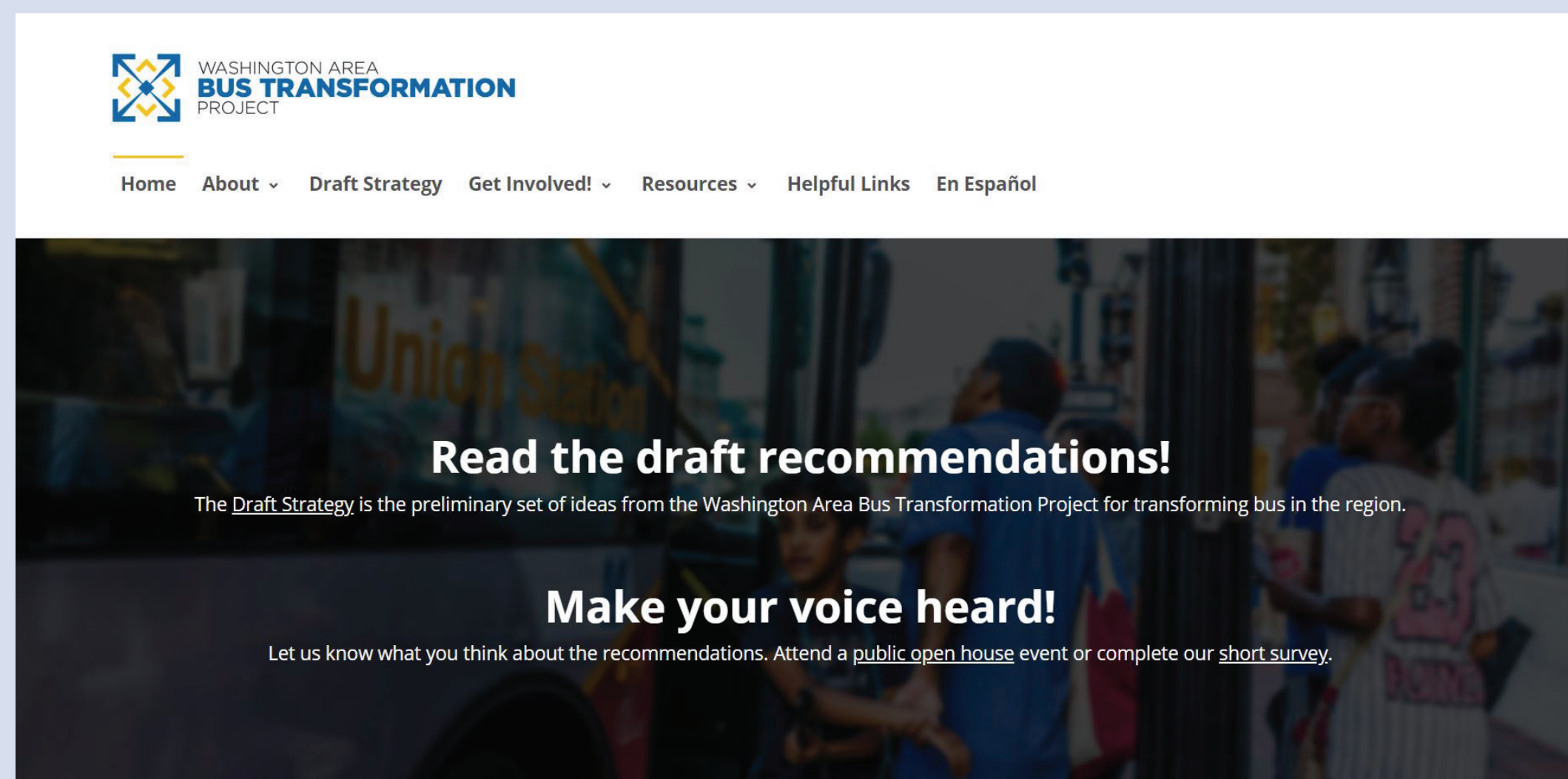
The **Draft Strategy** is what we are **sharing** with you today. We want your **feedback!**

Q: What is the **Draft Strategy**?

A: It is a set of **draft elements** and **recommendations** for regional bus transformation.

Q: What is **your role**?

A: Learn about the **Draft Strategy** and **provide feedback**. Your input is **very important** and will be used to develop a **Final Strategy** and **Implementation Roadmap**.



Visit us at www.BusTransformationProject.com to read more, download the Strategy Summary, and the full Draft Strategy document



Customer-Focused and Easy to Use

MAKE THE BUS CUSTOMER-FOCUSED AND AN EASY-TO-USE OPTION THAT PEOPLE WANT TO RIDE

Proposed Recommendations:

Planning a Trip

- A** Advertise buses (fares, passes, routes, destinations, environmental benefits)
- B** Make maps and route names **easy to understand**
- C** Easily find your bus and pay for your ride from your **phone**

Paying Fares

- D** Make all **discounted fares** the same for all buses (e.g., students, seniors, people with disabilities)
- E** Accept all passes on **all buses** (e.g., Select Pass, weekly bus pass)
- F** **Reduce** the cost of riding the bus for low-income customers
- G** Provide **free transfers** between bus and Metrorail
- H** Increase the number of employers that offer pre-tax **transit benefits**

Riding the Bus

- I** Make every **bus stop** safe, convenient, and accessible (e.g., more lighting, shelters, and information on when the next bus will arrive)
- J** Update **bus technology** (e.g., WiFi, electric buses) for comfort, safety, environmental benefits

Potential Outcomes:

- ☒ Increase transit ridership
- ☒ Make your trip more comfortable and easier to plan
- ☒ Make bus stops safer and more comfortable
- ☒ Reduce congestion
- ☒ Improve air quality



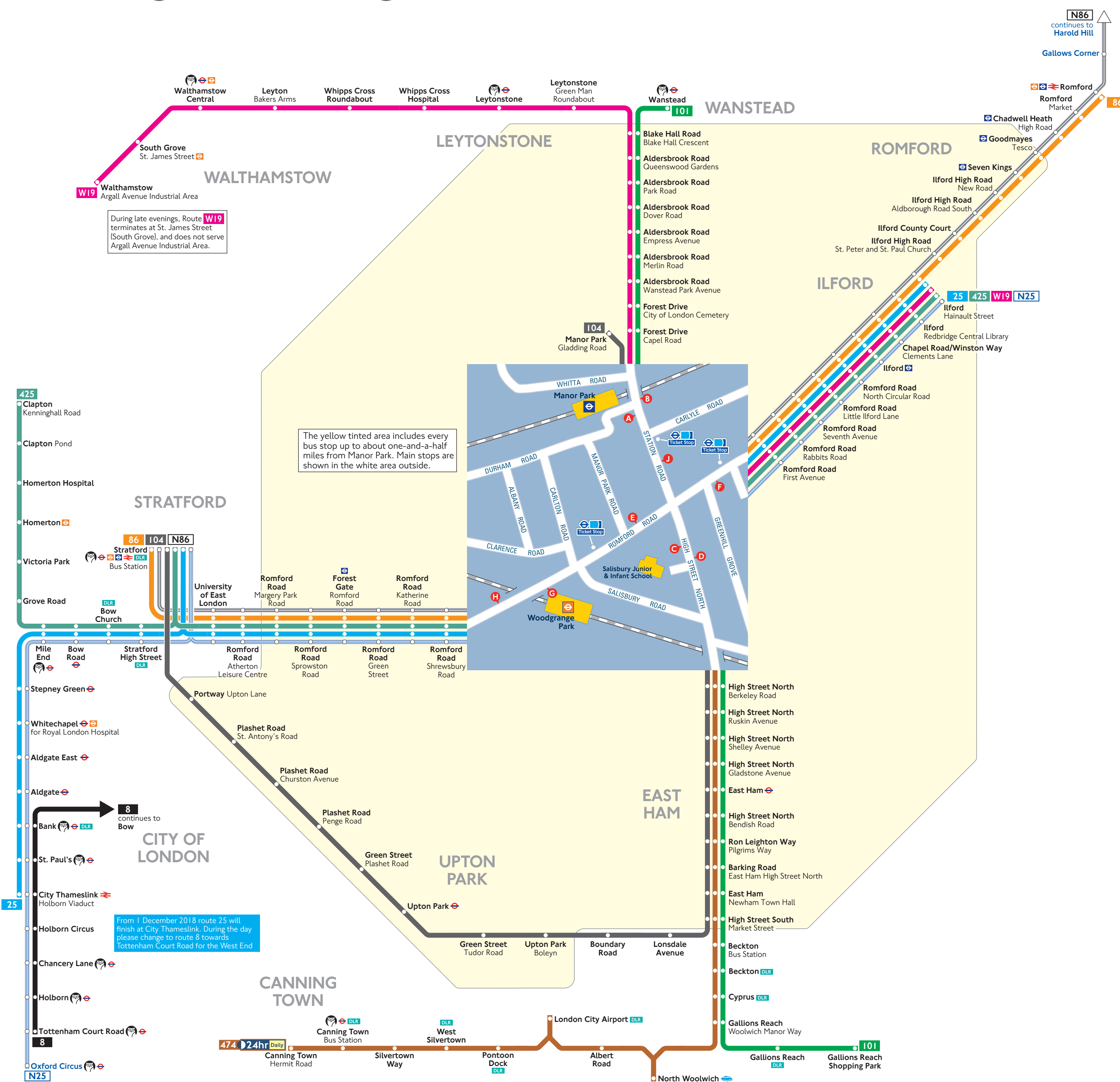
Customer-Focused and Easy to Use

B Make maps and route names easy to understand

❏ Create and Use Legible Maps

Example - London

Map of bus service in a London neighborhood only showing connecting services



❏ Use consistent route naming

Example - Seoul

Bus routes in Seoul are named based on the type of service they provide and where they run

B Blue Buses (Main Line)
Bus Numbers
3 Digit Numbers

- ① 1st digit: departure zone number
- ④ 2nd digit: destination zone number
- ① 3rd digit: route number

G Green Buses (Branch Line)
Bus Numbers
4 Digit Numbers

- ② 1st digit: departure zone number
- ④ 2nd digit: destination zone number
- ① 3rd digit: route number
- ② 4th digit: route number

R Red Buses (Wide Area Line)
Bus Numbers
3 Digit Numbers

- ⑨ 1st digit: departure zone number
- ④ 2nd digit: destination zone number
- ① 3rd digit: route number
- ② 4th digit: route number

Y Yellow Buses (Circular Line)
Bus Numbers
2 Digit Numbers

- ④ 1st digit: departure zone number
- ① 2nd digit: destination zone number



Customer-Focused and Easy to Use

F Reduce fares for low-income residents

- ❏ Provide **discounted fares** for travelers in the region who need it the most
- ❏ Benefits and qualification criteria should be the **same across the region** to lessen the burden on users

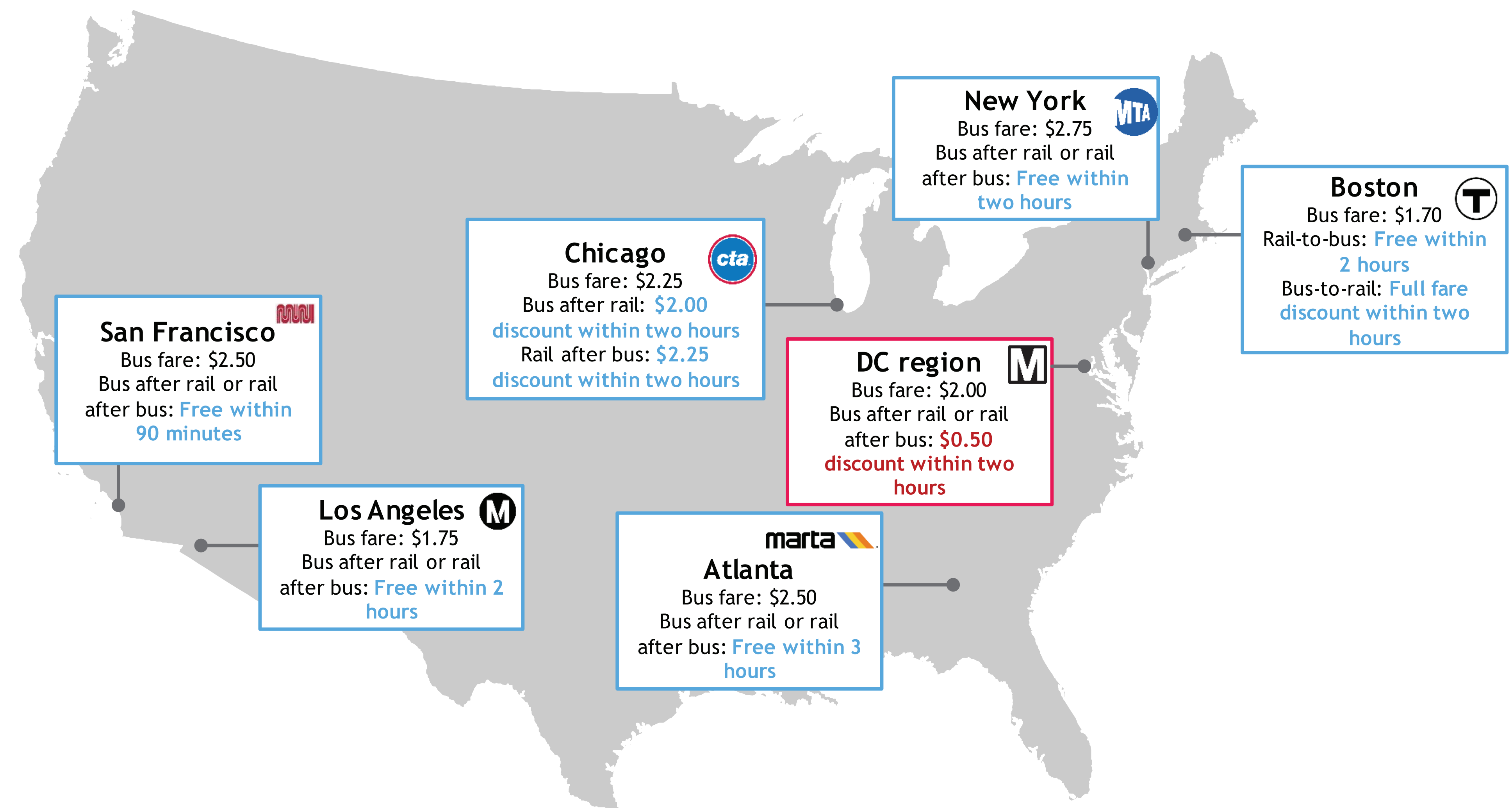
G Free transfers between bus and Metrorail

- ❏ Currently, there is only a 50¢ discount, making rail to bus transfers in DC higher than national peers



DID YOU KNOW...

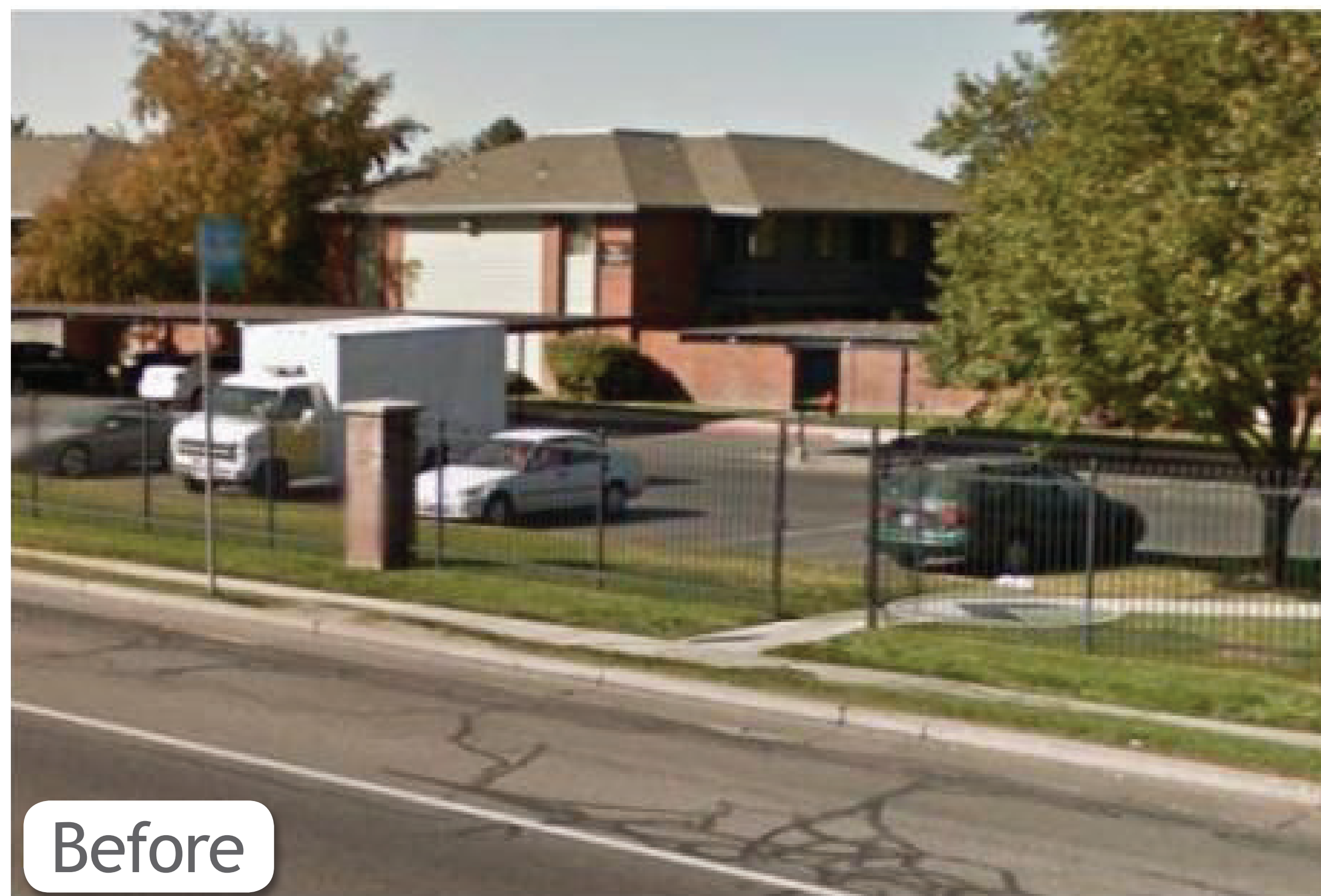
- ❏ **More than half** of Metrobus passengers live in a household that earns less than \$30,000 per year
- ❏ On average, low-income riders spend more than **2x** as much of their after-tax income on public transportation
- ❏ Recent survey indicated that low-income residents think that bus fares should be more affordable



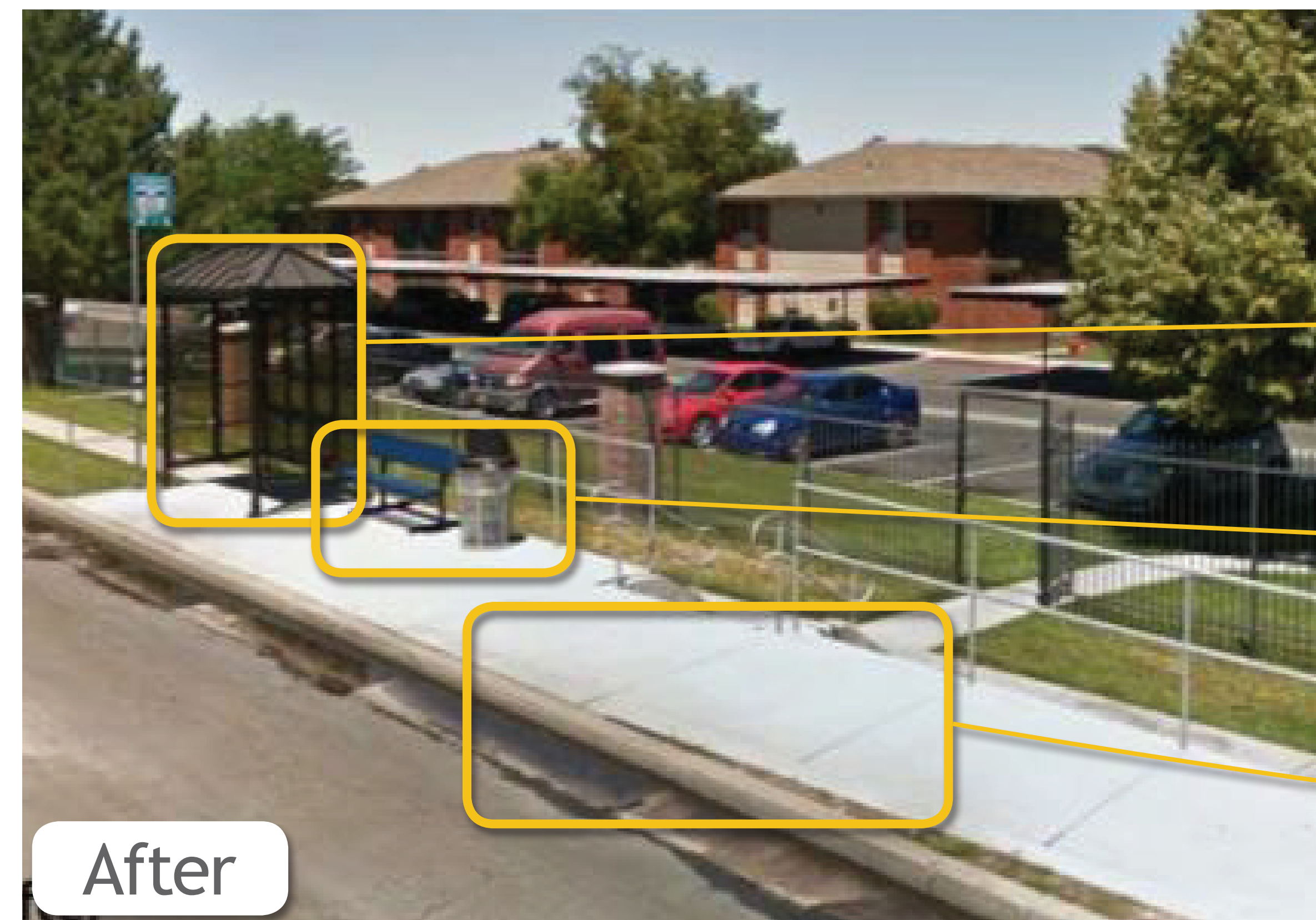


Customer-Focused and Easy to Use

I Make every bus stop safe, convenient, and accessible
(for example, more lighting, shelters, and information about when the next bus will arrive)



Before



Shelters

Benches and trash bins

Wide sidewalks

Example - Salt Lake City
Bus stop improvements made by the Utah Transit Authority



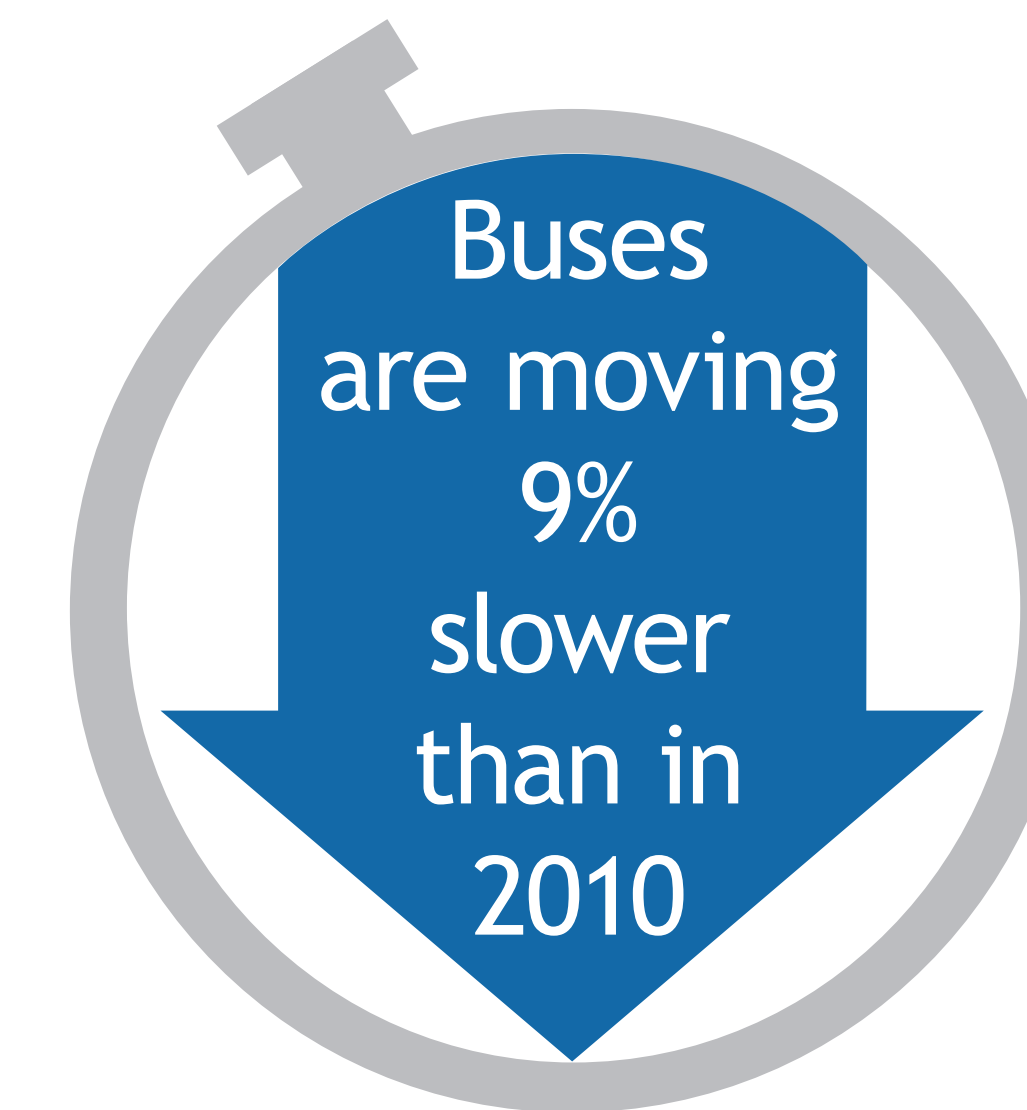
Example - Next Bus Information



Give Priority to Buses

GIVE PRIORITY TO BUSES TO EFFICIENTLY MOVE PEOPLE QUICKLY AND RELIABLY







The DC region has the second worst traffic in the country. Buses are getting slower because they are stuck in traffic.



Proposed Recommendations:

- A** Ask elected officials to commit to prioritize transit to move more people faster
- B** Adopt transit priority guidelines across the region to select corridors for improvements
- C** Enforce existing and future bus priority (e.g., tickets for parking in bus lanes)
- D** Create financial incentives to cities and counties to prioritize transit
- E** Support efforts to reduce congestion (e.g. congestion pricing, curb management, and parking limitations)

Potential Outcomes:

-  Faster trips for bus riders
-  Better reliability for bus riders
-  Higher transit ridership
-  Lower bus operating costs
-  Improved traffic conditions for everyone
-  A stronger regional economy



Ways to Prioritize the Bus



Transit Signal Priority (TSP)

Allows buses to ‘talk’ to traffic signals, resulting in either longer green lights or shorter red lights that help buses get through intersections faster



Dedicated Bus Lane

Special lanes that are either only for bus (image A) or can be flexible and be used for bus at certain times/days (image B)

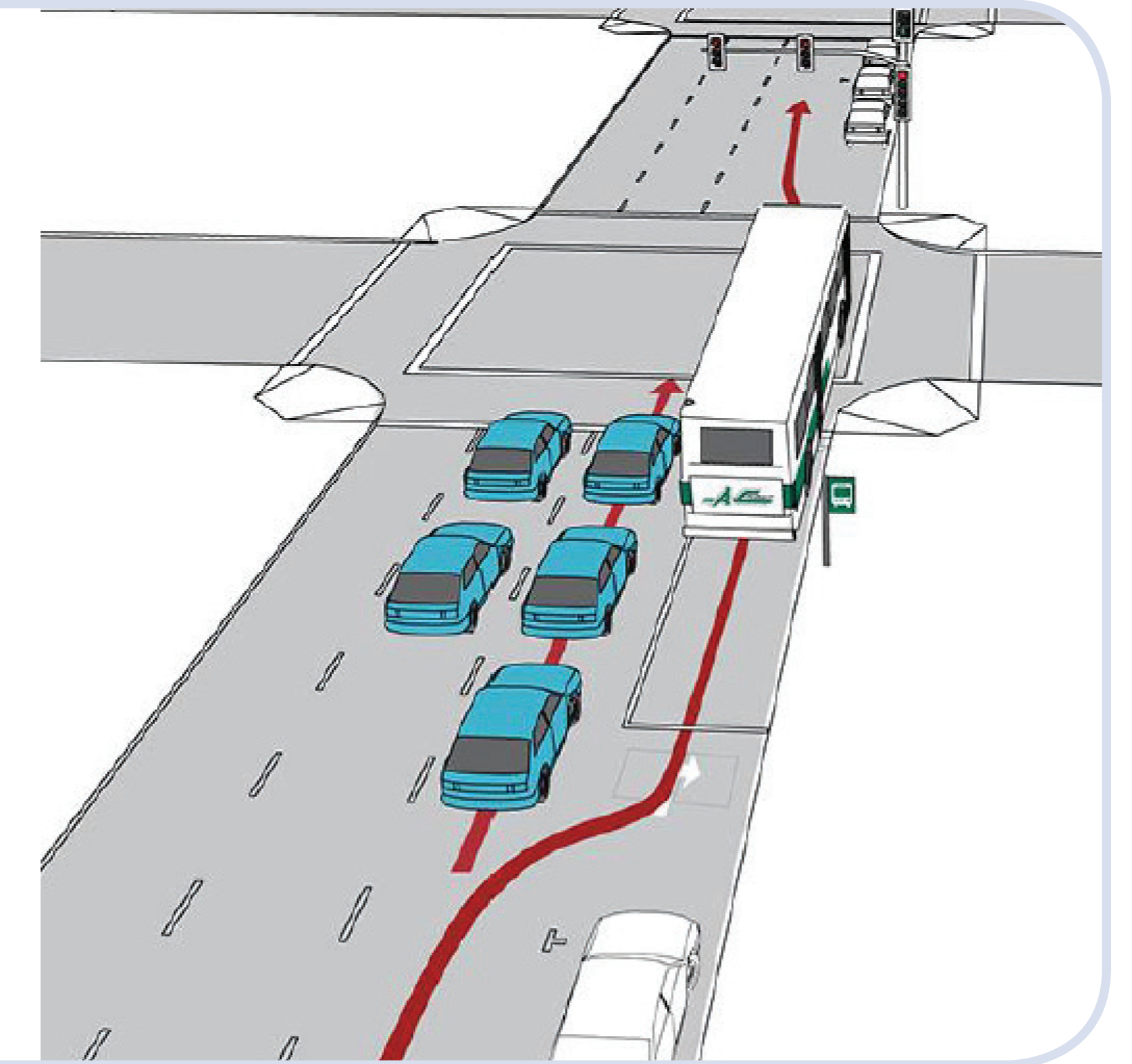


Parking Limitations

Restrict parking in bus lanes, bus stops and other areas where buses face delays

Queue Jumps

Allows buses to skirt around, or “jump” past other vehicles at an intersection and then merge back into the lane after signal



All-Door Boarding

Allow passengers to board through front and rear doors to decrease the time spent loading passengers at bus stops



Off-Board Fare Payment

Passengers pay fares before boarding, decreasing time spent loading passengers at stops





Bus Priority: What Do You Think?

If these recommendations were implemented, do you think they would improve local bus service in the region?



Do you agree with this statement?

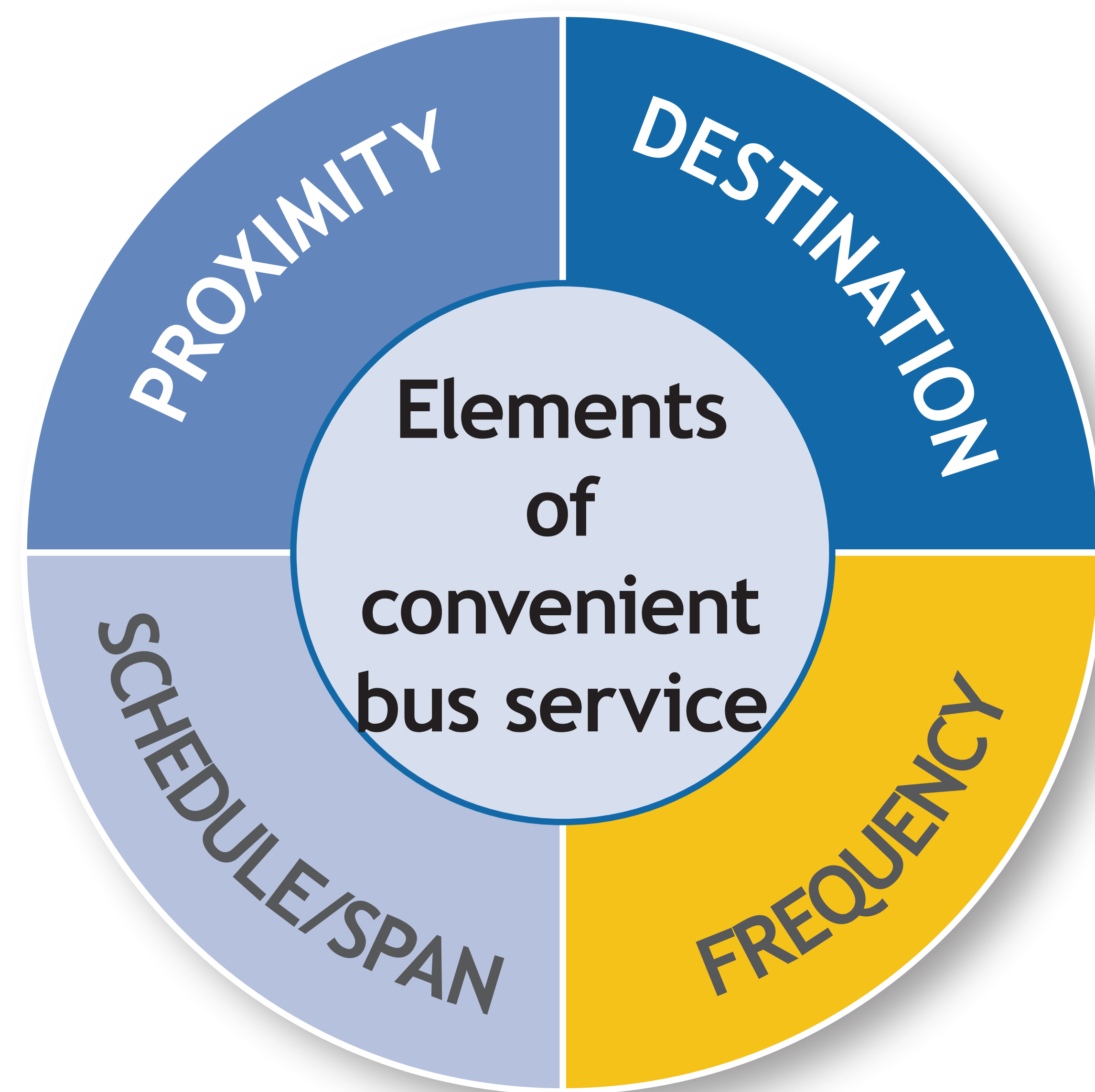
Governments in the region should invest in making buses move faster on roads in the region.





Provide Frequent and Convenient Bus Service

PROVIDE FREQUENT AND CONVENIENT BUS SERVICE TO IMPROVE QUALITY OF LIFE IN THE REGION



Proposed Recommendations:

- A** Redesign the bus network to connect people quickly and easily to the places they want to go
- B** Adopt consistent guidelines across the region to provide customers with the right amount of bus service by location and time of day
- C** Create flexible bus service in lower-density areas (service ordered through an app or phone call)

Potential Outcomes

- ✦ Increase access to transit service, including more frequent service and/or longer service hours
- ✦ Provide better transit service in places it will be used
- ✦ Better match service with customer demand
- ✦ Increase bus ridership
- ✦ Improve cost efficiency

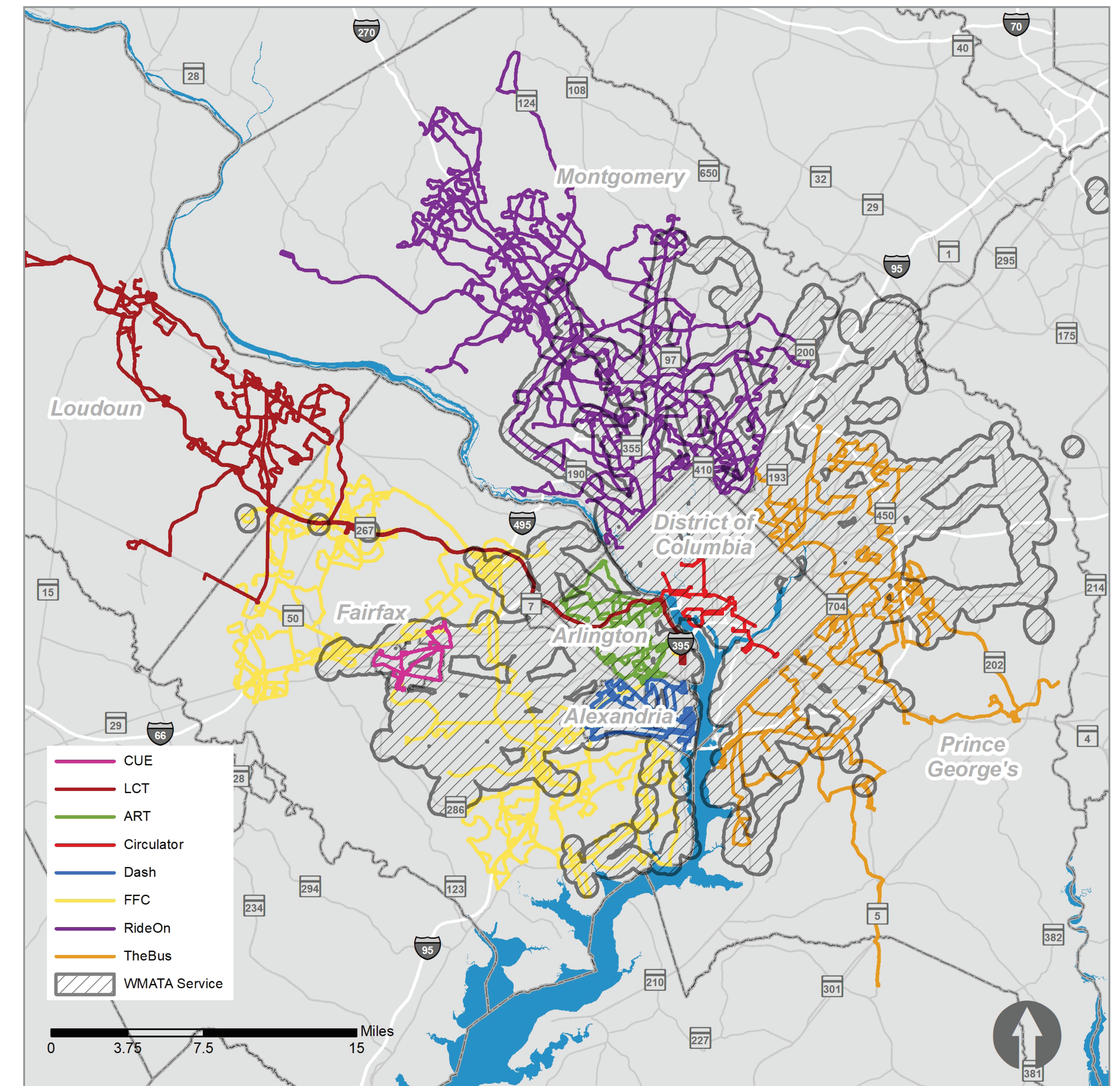


Provide Frequent and Convenient Bus Service

- A** Redesign the bus network to connect people quickly and easily to the places they want to go

Redesigning the regional bus network will:

- ✦ Evaluate the regional bus network as a whole at the same time
- ✦ Apply service and priority guidelines to balance bus service across the region
- ✦ Better match where riders want to go with bus service and routes
- ✦ Identify opportunities to apply service differently—more frequently, on weekends, different geographies—based on where people live, work, and play.



Bus service planning is currently done by each agency and not part of a regional planning process



Provide Frequent and Convenient Bus Service

C Create flexible bus service in lower-density areas (service ordered through an app or phone call)

Flexible service offers a number of advantages over traditional bus in low-demand areas, such as:

- ❖ **Increased access:** Flexible service models can provide a transit option for a wide range of neighborhoods and times of day
- ❖ **Door-to-door:** Service can directly connect passengers to their destination or to high-frequency transit, like Metrorail stations
- ❖ **Better service to high-need users:** Users needing accommodations, such as seniors and persons with disabilities, can be better served with on-demand transit
- ❖ **Technology-enabled:** App-based on-demand services provide a convenient way to request and pay for services

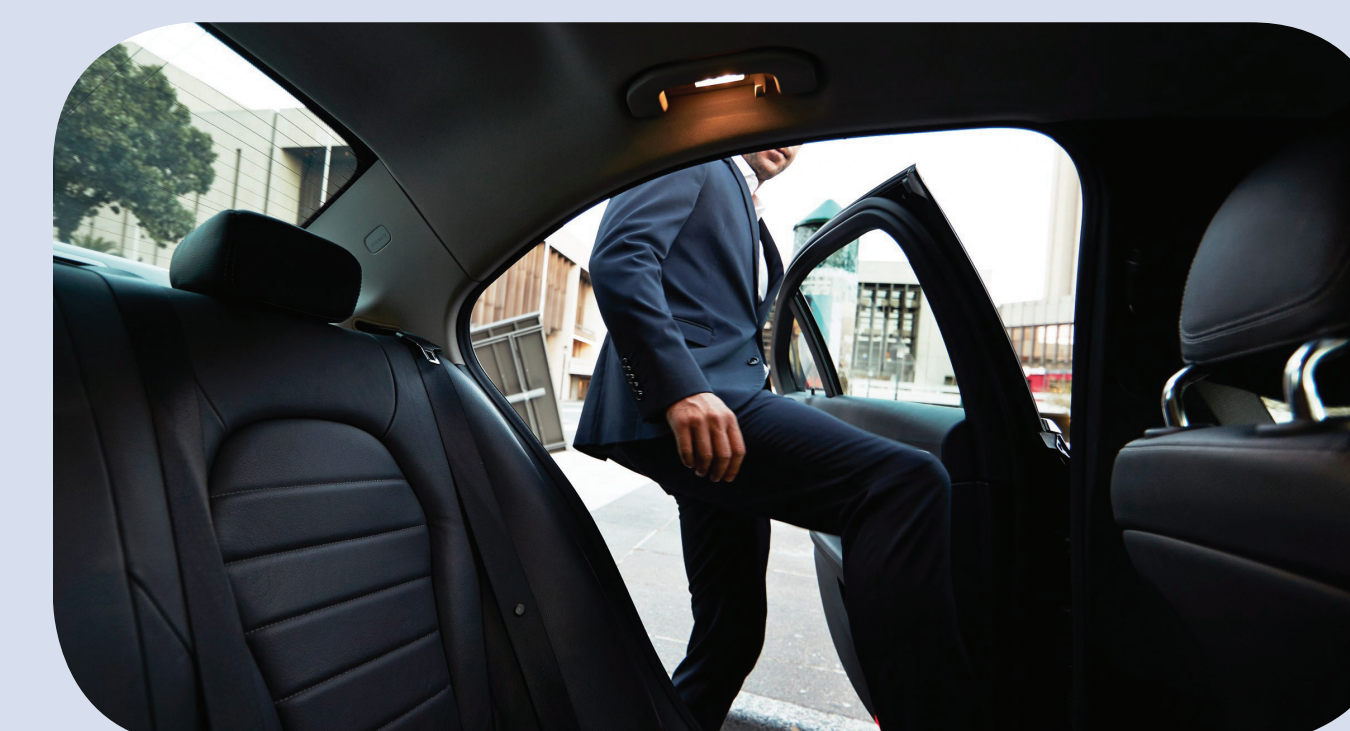
There are many types of flexible service. A few examples are:



Small bus that deviates off its route to serve requests for service within a predefined zone



Small bus or van that picks people up within a predefined zone and brings them to fixed route bus or rail service



Subsidized ridehail vehicle for service within a predefined zone, potentially for lower-demand times and days



Frequent and Convenient Service: What Do You Think?

If these recommendations were implemented, do you think they would improve local bus service in the region?



If transit agencies in the region implemented flexible, on-demand transit that served your home or destinations, would you use it?

YES	POSSIBLY	NO	NOT SURE



Balance Responsibilities

BALANCE LOCAL AND REGIONAL BUS SYSTEM RESPONSIBILITIES

Proposed Recommendations:



- A** Position the regional bus system to provide the services that meet regional needs
- B** Revise the cost cities, counties, and states pay WMATA for local service to better match the actual cost of providing the service
- C** Develop a 10-year plan to optimally allocate services between bus systems for applicable routes

Potential Outcomes

- ✘ Better match service with customer demand
- ✘ Lower the cost to provide bus service in the region
- ✘ Improve coordination across the region
- ✘ Make bus service more responsive to changing rider needs

Service Provider: What Do You Think?

Which bus would you prefer to serve your neighborhood? Why do you feel that way?
Tell us **why** on a **post-it note** and place it in the area that **you prefer**.

	YOUR LOCAL BUS PROVIDER IN YOUR JURISDICTION	IT DOESN'T MATTER TO ME
		



Streamline Back-Office Functions

STREAMLINE BACK-OFFICE FUNCTIONS AND SHARE INNOVATION ACROSS BUS SYSTEMS IN THE REGION

Many key back-office activities are duplicated at agencies across the region



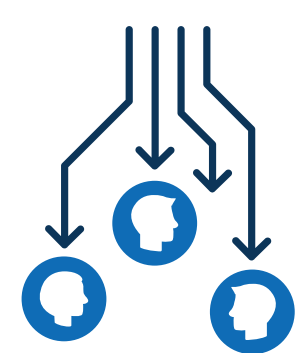
Customer service



Business development



Procurement & contract admin



Marketing & communications



Payment systems mgmt.



Human resources



Risk mgmt. & security



Vehicle maintenance








Sign & stop maintenance

Proposed Recommendations:

- A** Consolidate **back-office support functions** (call center, vehicle overhaul, etc.)
- B** Establish a Regional Mobility **Innovation Lab** focused on customer experience
- C** Develop **regional standards for bus data** collection, formatting, sharing, and analysis

Potential Outcomes

-  Lower costs which can be devoted to improving bus service
-  More consistent service for riders
-  Better bus service aligned with rider needs
-  Higher transit ridership
-  Better rider experience



Strong Regional Leadership, Coordination, and Collaboration

ESTABLISH A **REGIONAL STEWARD** TO TRANSFORM THE BUS SYSTEM

Proposed Recommendations:

- A** Create a task force that is responsible for implementing the Bus Transformation Strategy
- B** Hold transportation and transit agencies accountable for prioritizing bus
- C** Publish an annual report card to show implementation progress to the public

Potential Outcomes:

- ✘ Ensure that decisions are customer-focused
- ✘ Better bus service for riders
- ✘ Improve transportation coordination across the region
- ✘ Make it easier to use the bus and other travel options in the region
- ✘ Increase cost efficiency



Today, more than a dozen local, state, and regional agencies are responsible for decisions and funding that affect bus.

The recommendation I support the **most** is:

Write the recommendation on a post-it note and place it below.

The recommendation I **least support** or **do not support** is:

Write the recommendation on a post-it note and place it below.

Do you have an **idea** for an **additional recommendation**?

Write the recommendation(s) on a post-it note and place it below.

How to Stay Involved

Make sure you provide your **email address** at our **Welcome Table** or through the **survey** in order to sign up to **receive updates** about the project.

Make the Bus Work Better for You!

Learn how and get involved:

BusTransformationProject.com

Tell Us What You Think!

Visit our website to let your voice be heard
By providing comments, you can enter for a chance to WIN one of five \$50 SmarTrip® Cards

Follow us on Facebook for the latest updates and news

#BusTransformationProject

#BetterWayToGetThere

