



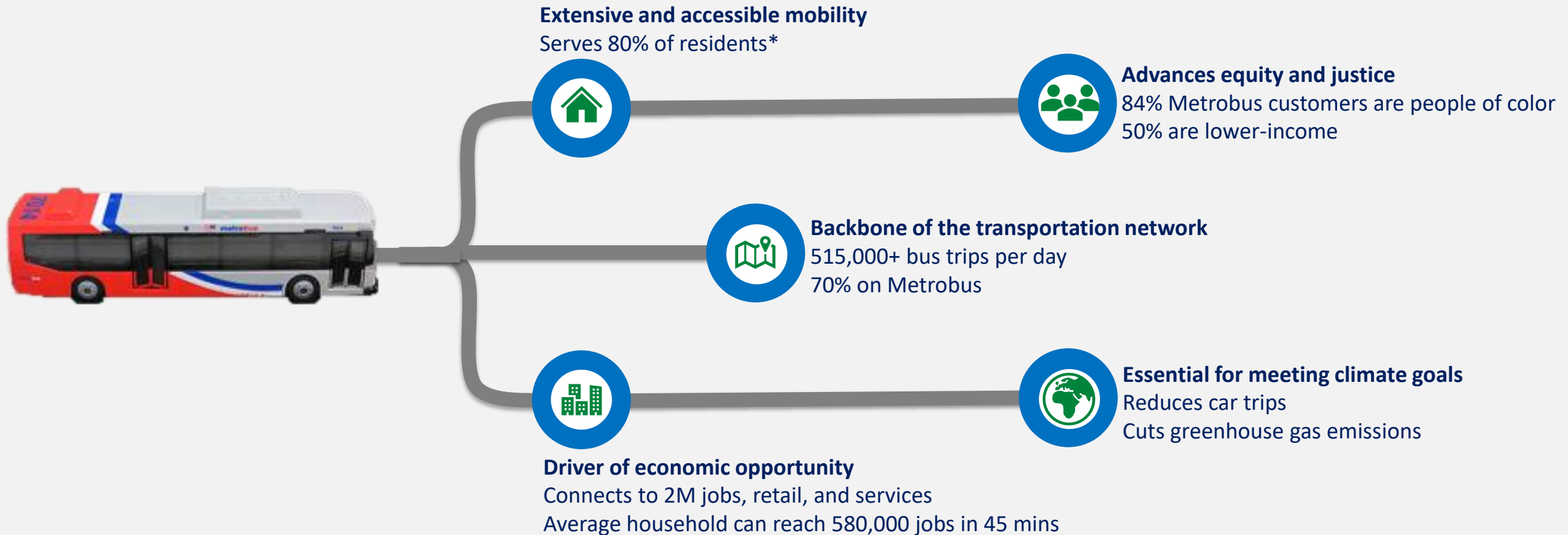
Better Bus

Rise Prince George's

November 9, 2022

The Bus Network Benefits the Region

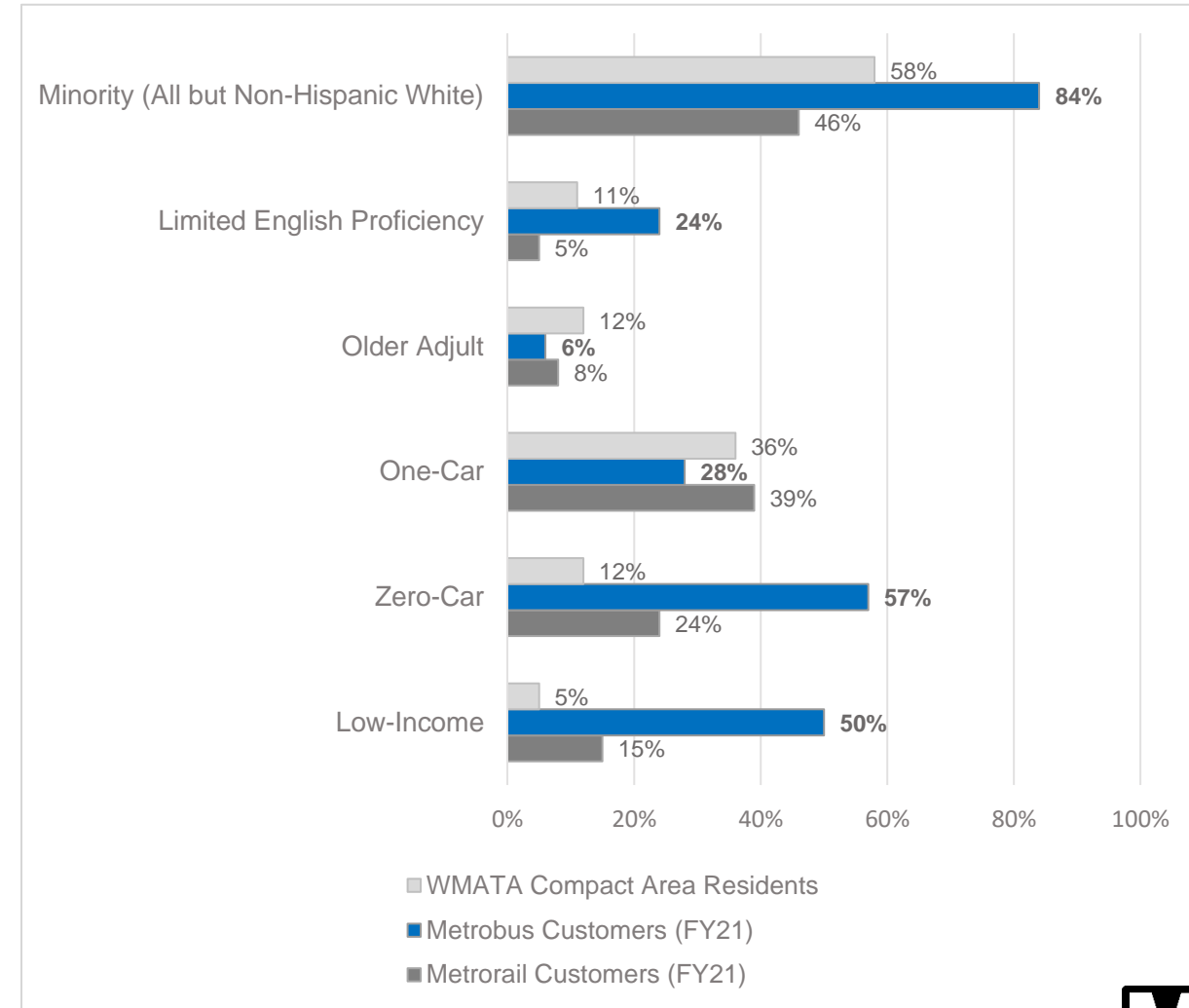
Buses are a **vital service** and an **opportunity connector**



Who Rides the Bus?

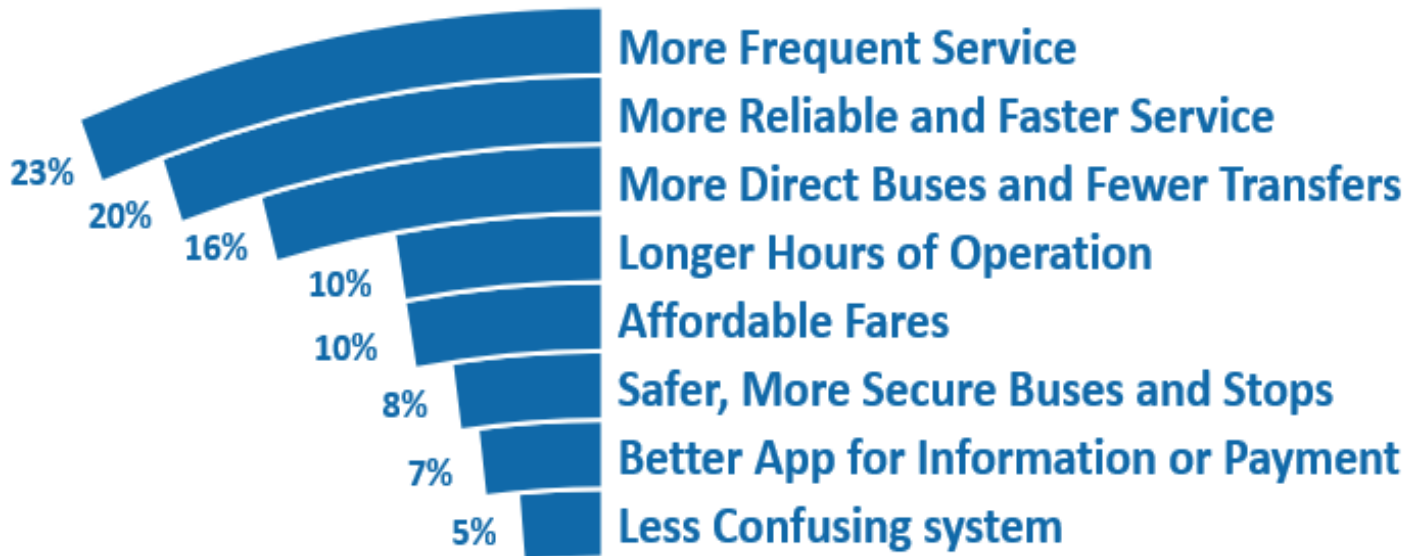
Bus customers in the region are more likely to:

- Live in households that do not have a car;
- Live in households making less than \$30,000 annually;
- Have limited English proficiency; and
- Be persons of color



Customers' Priorities

Survey Results



Bus Transformation Project (2018): Respondents were asked to prioritize improvements to local bus service by apportioning “coins” from a hypothetical budget of 20 coins to eight different categories of improvement types based on their preferences.

Run more buses!

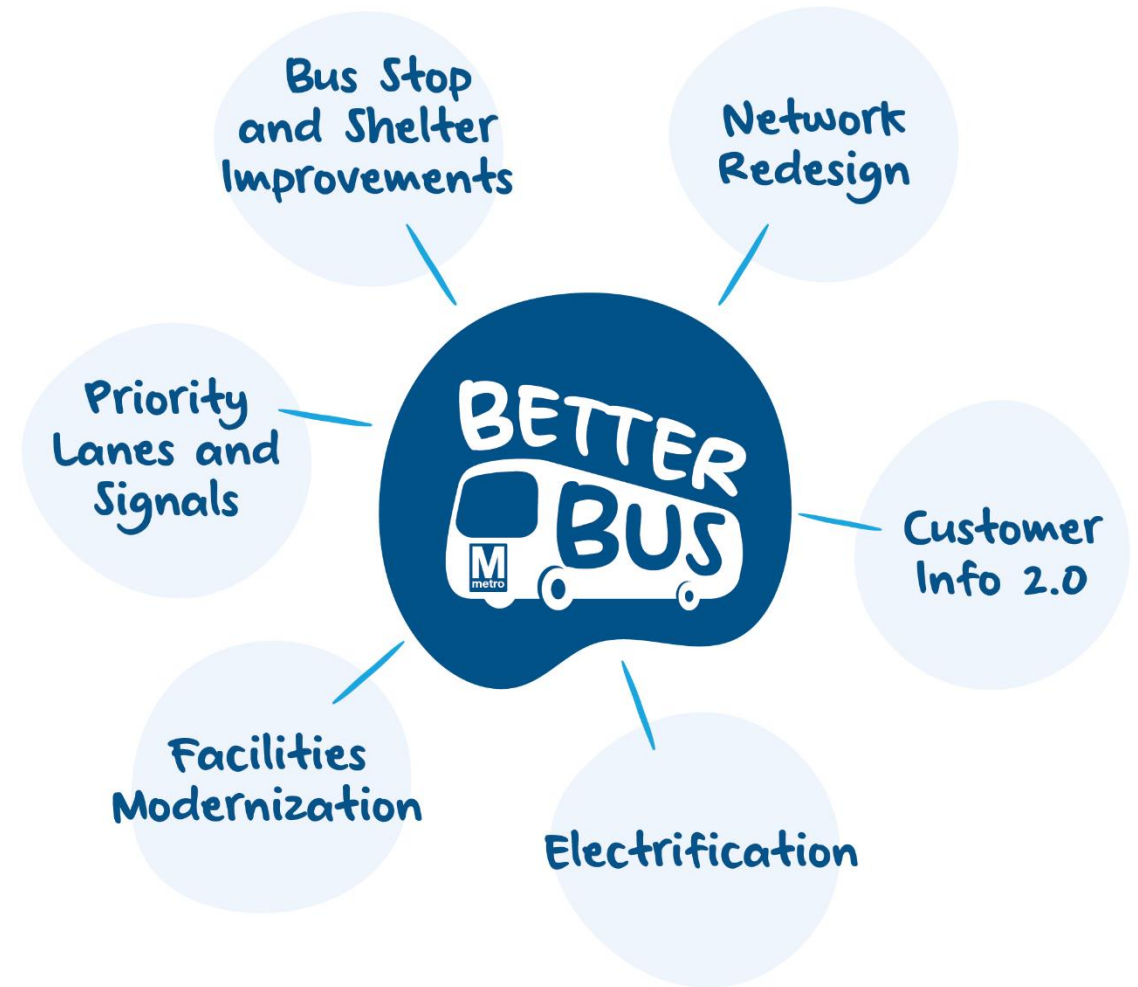
...ridership here would increase exponentially if buses were frequent and preferably in dedicated lanes

Frequent service that is available 7 days a week is critical to building a useful transit network that people can rely on for all their needs

Metro buses come fairly frequently (every 10-15 minutes) which is very convenient because then I can leave work whenever I want and always know a bus will be there soon

Metro's Better Bus Initiative

- Rethink, redesign, and revitalize Metrobus
- Advance key recommendations from the Bus Transformation Project
- The network redesign is one of many ongoing and future efforts





Network Redesign

The Need for a Better Bus Network



To keep up with
our changing
region and the
people that live
and work here



To better connect
people to where
they need to go



To promote equity,
inclusiveness, and
access to opportunity



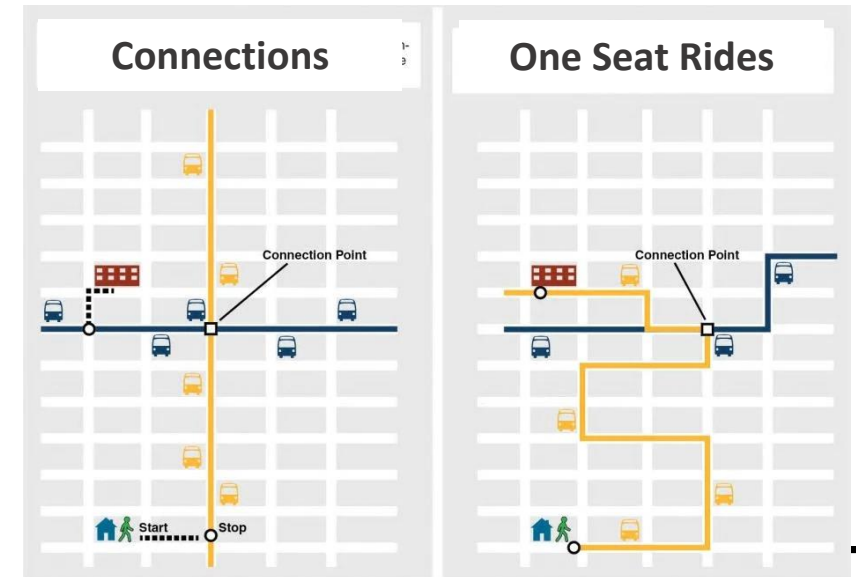
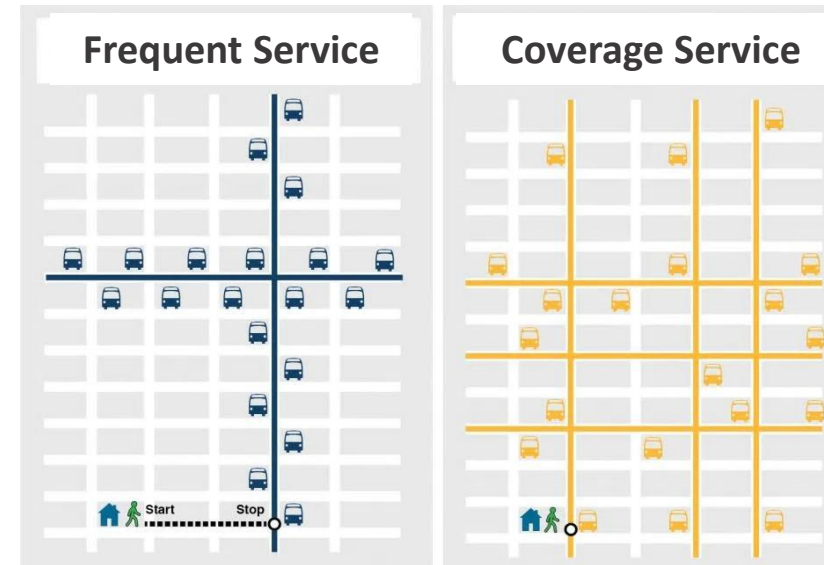
To create a network
that is easy to use
no matter where
you are



To identify a
sustainable and
predictable funding
approach for bus
service

Outcomes

- A new network and service plan to be implemented in FY2025
- An aspirational future network to meet longer-term goals of the region
- Clear definition of Metrobus' role in Prince George's County
- Approach to funding Metrobus service across the DMV



Better Bus Network Redesign Roadmap



How You Can Get Involved

www.wmata.com/betterbus



Sign up for our e-newsletter to get project updates



Fill out the survey – open through November 11th

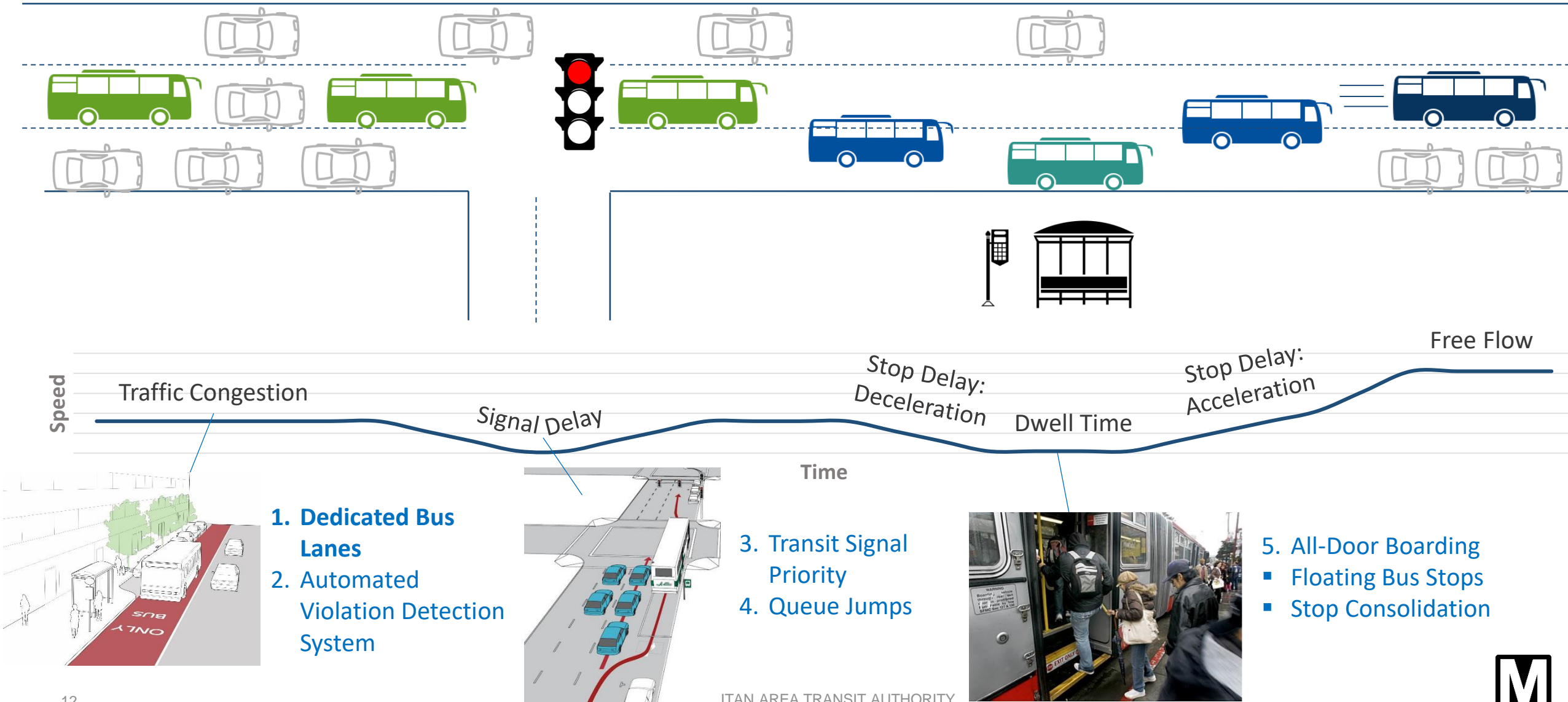


Share or post on social media or through your communities using information in our communications toolkit



Bus Priority

Priority Treatments help Improve Bus Speed and Reliability



Tactical Bus Lanes Project

- Partnership with MDOT SHA and Prince George's County
- Final design for a demonstration, quick-build bus lane project in Suitland on Silver Hill Road



Bus lanes in Washington, DC

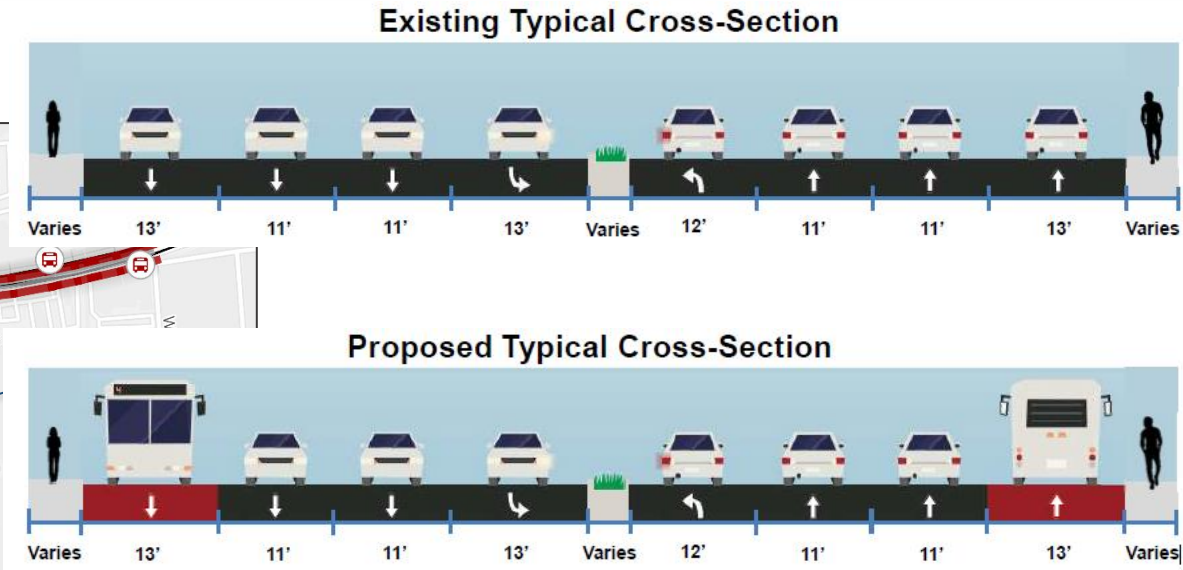
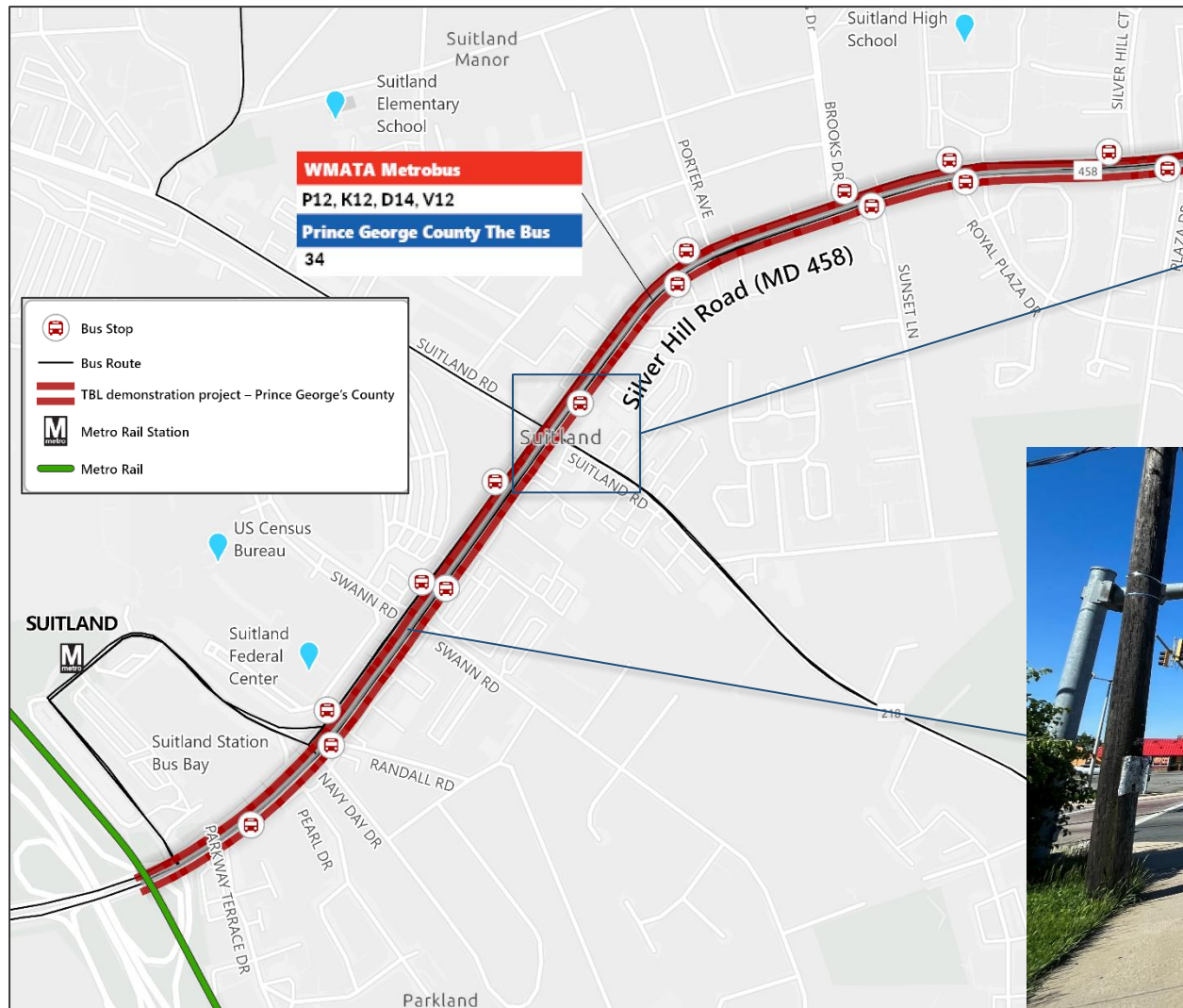
Why Silver Hill Road?

- Over 12,000 riders use buses on this corridor on an average weekday
- 12 buses per hour; Metrobus speeds vary between 7 to 18 miles per hour
- This project advances one of the projects identified in the County's Transitway Systems Planning Study

Why "Tactical" Bus Lanes?

- Quick-build using red paint and signs only, no construction
- Bus riders experience benefits faster
- Demonstration projects can be modified and improved easily
- Help jump start more projects

Silver Hill Road (MD 458)

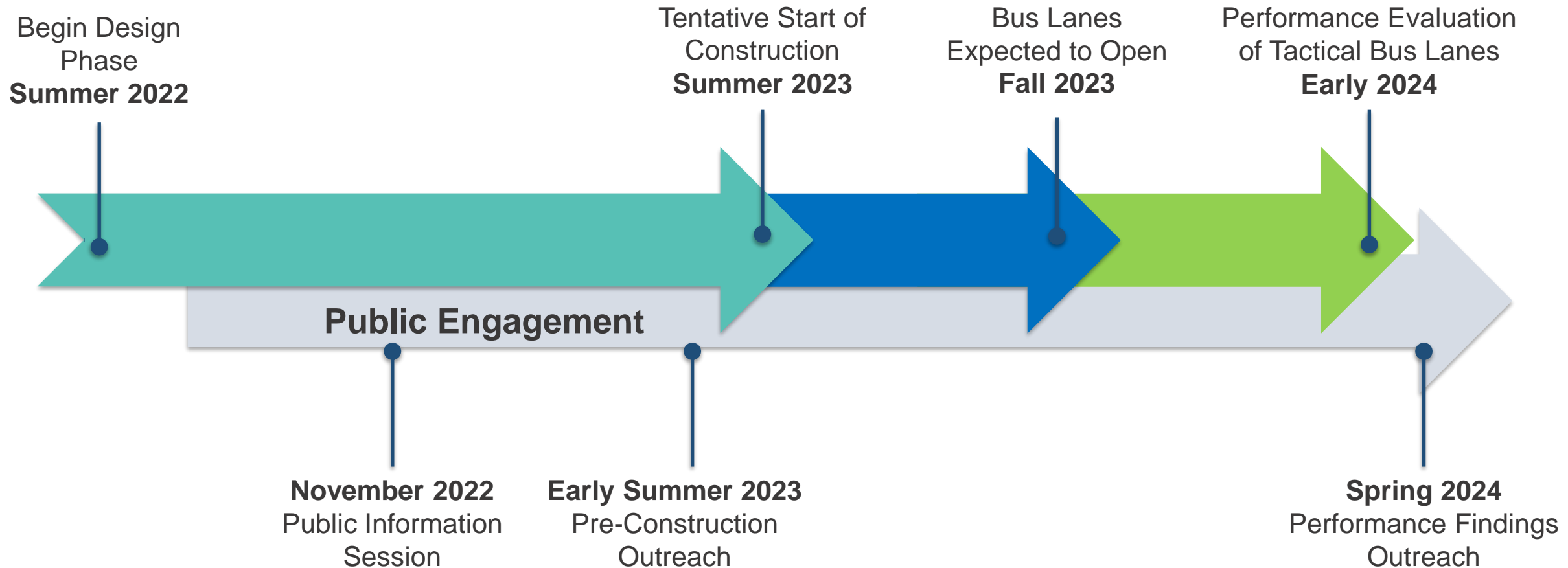


Suitland Metrorail Station to West Avenue

WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

www.wmata.com/betterbus

Project Schedule



Project Website and Concept Plans

- <https://www.wmata.com/initiatives/strategic-plans/Bus-Lanes/>
- <https://www.wmata.com/initiatives/strategic-plans/Bus-Lanes/upload/Silver-Hill-Rd-30-TBL-Submission-102522.pdf>

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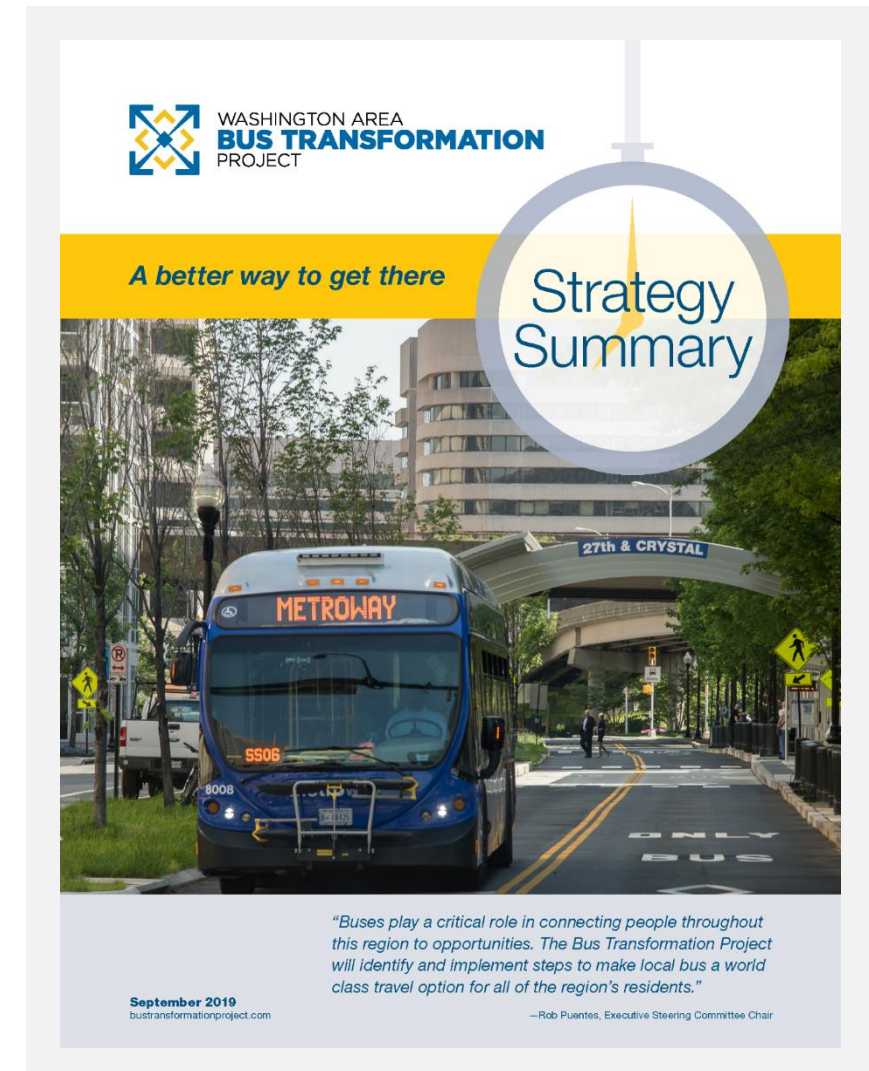
Appendix

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

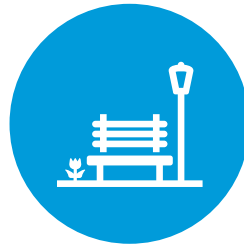
Outcome: Four strategies and 26 recommendations to transform the bus system into a fast, frequent, reliable, affordable service that feels unified and advances transit equity



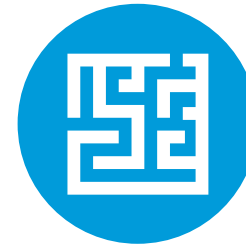
Meeting Our Customers' and the Region's Needs Through the Network Redesign



Access to frequent service



Bus priority infrastructure



Easier to use and understand



Development and travel patterns



Payment systems and fare structure



Access to opportunity for customers



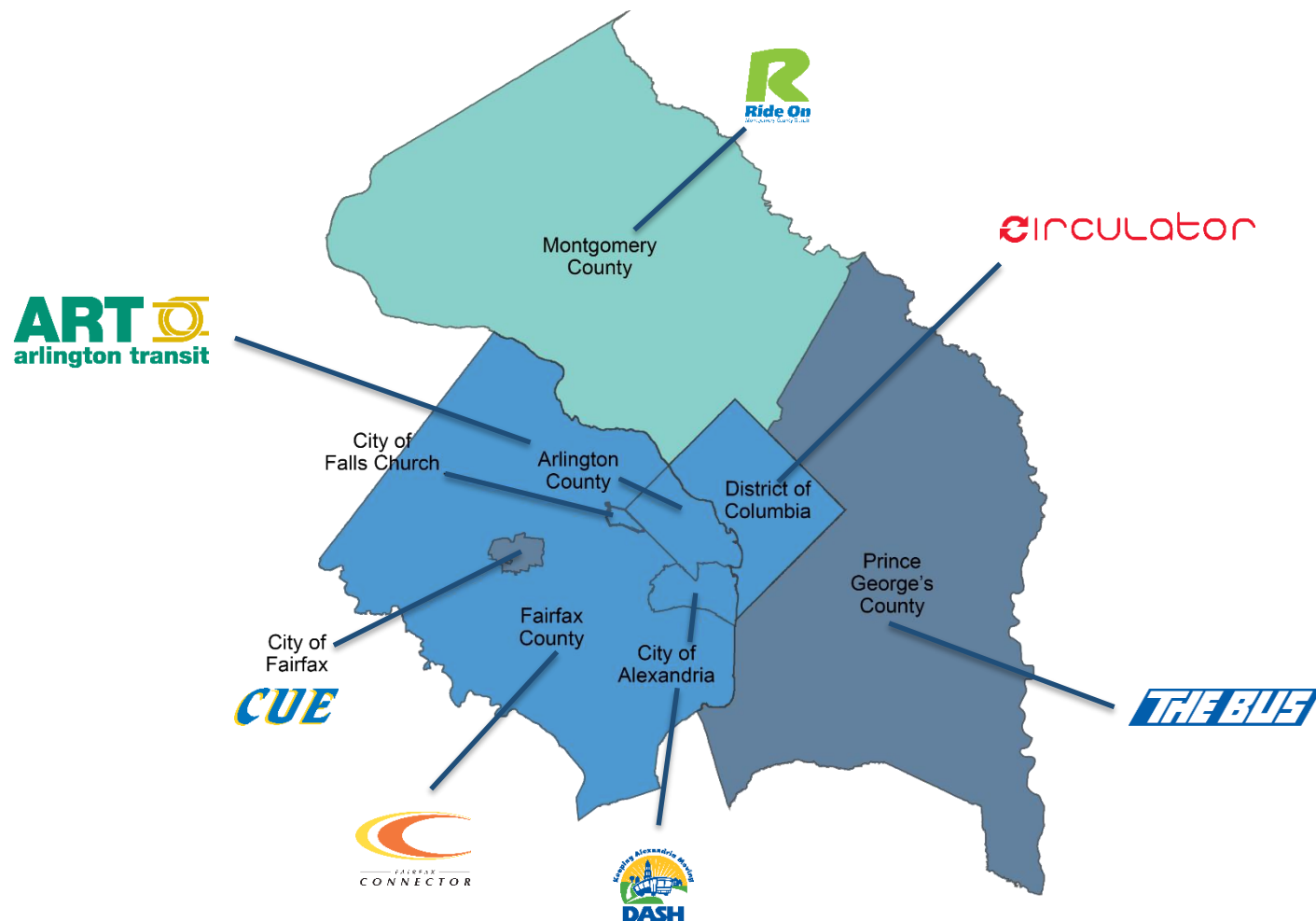
Long-term sustainable, predictable funding model to meet customers' and region's needs

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

Partnering with Local Bus Providers

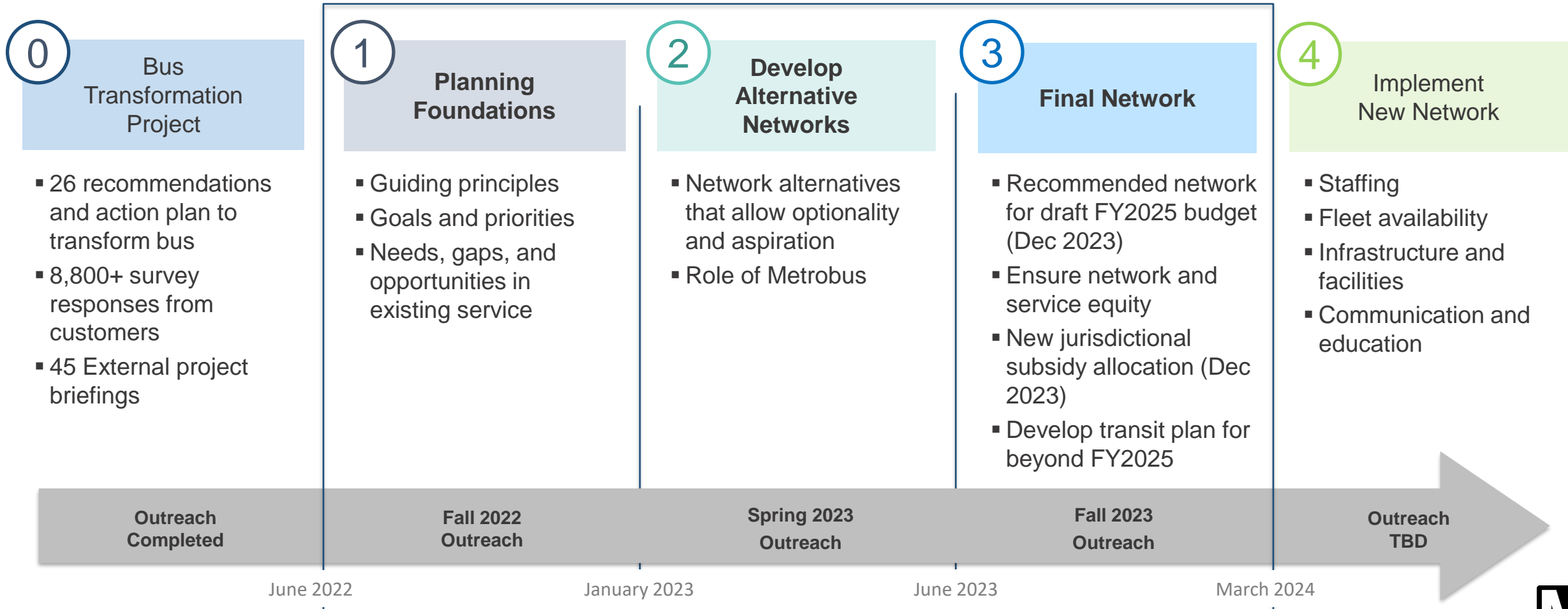


Metro will work collaboratively with each jurisdiction to design or enhance effectiveness of local bus service

Legend

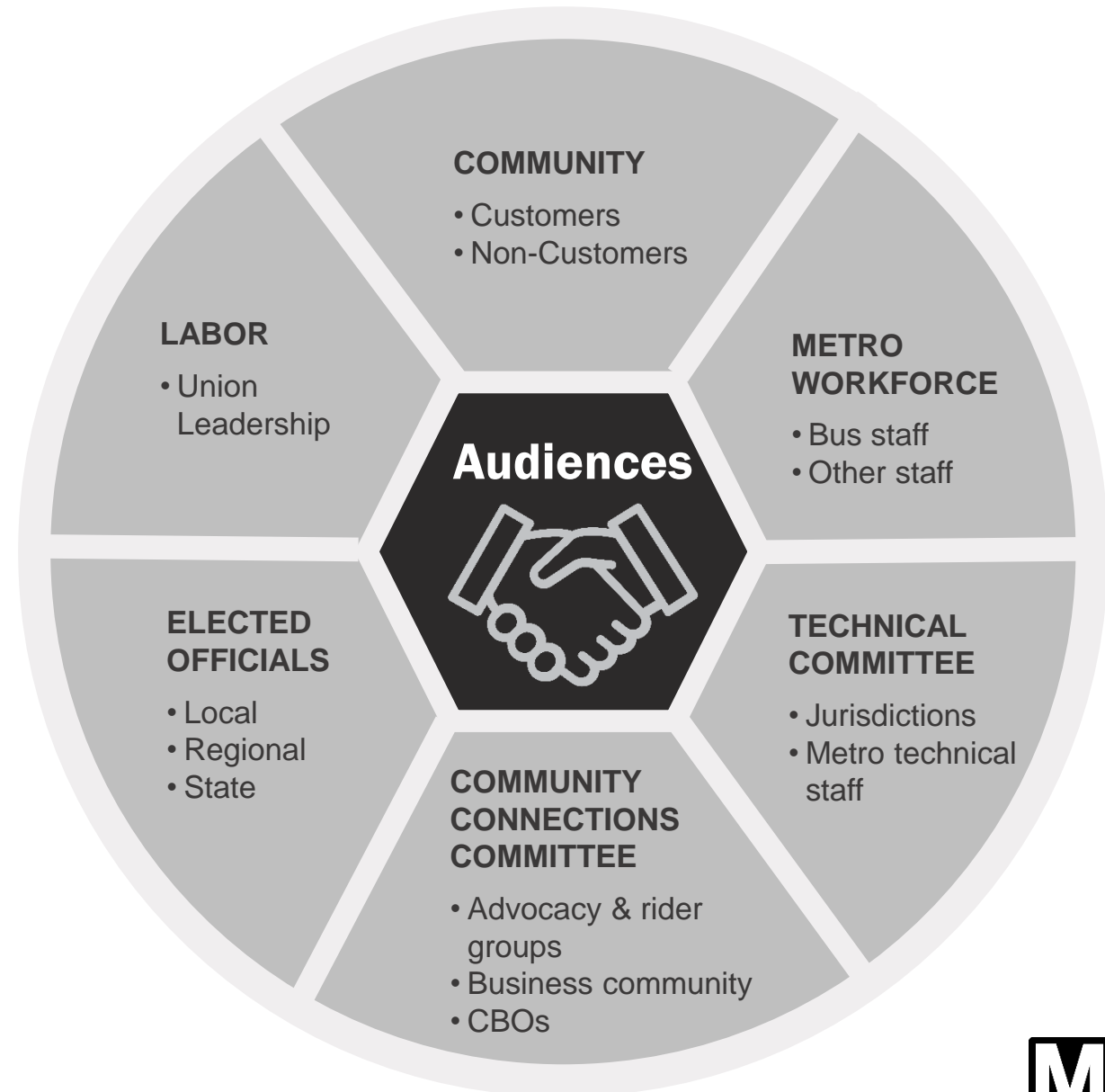
-  Evaluate both Metrobus and Local Provider
-  Evaluate Metrobus only
-  Partner on Ride On Reimagined

Better Bus Initiative | Roadmap



Policy and Decisions will be Informed by Inclusive and Authentic Engagement

- 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



Bus' Value to the Region

- In FY 19, Metrobus and regional bus operators carried over 500,000 passenger trips.
- 18,000 daily transfers between Metrobus and other local systems; 49,000 transfers between Metrobus routes.
- 85% of bus passengers completed trips independent of rail.
- 80% of region's residents live within ¼ mile of bus stops in regional network.
- 65% of the Compact Area's jobs are near high-frequency bus service.

Engagement Strategies by Audience

Labor

Union Leadership Meetings

Operator Listening Sessions

Customers

Multilingual Survey

Bus Stop Chats

Multilingual Take-Ones

Meet the Project Team @ the RAC

Roadshow Pop-Up Events

Print and Digital Signage on Buses and in Stations

Metro Workforce

Employee Podcasts and Newsletters

Customer Service Training

Jurisdictions & Community Organizations

Technical Committee

Community Connections Committee

DOT Director Listening Sessions

Elected Official Briefings

Other Community Engagement

Briefings

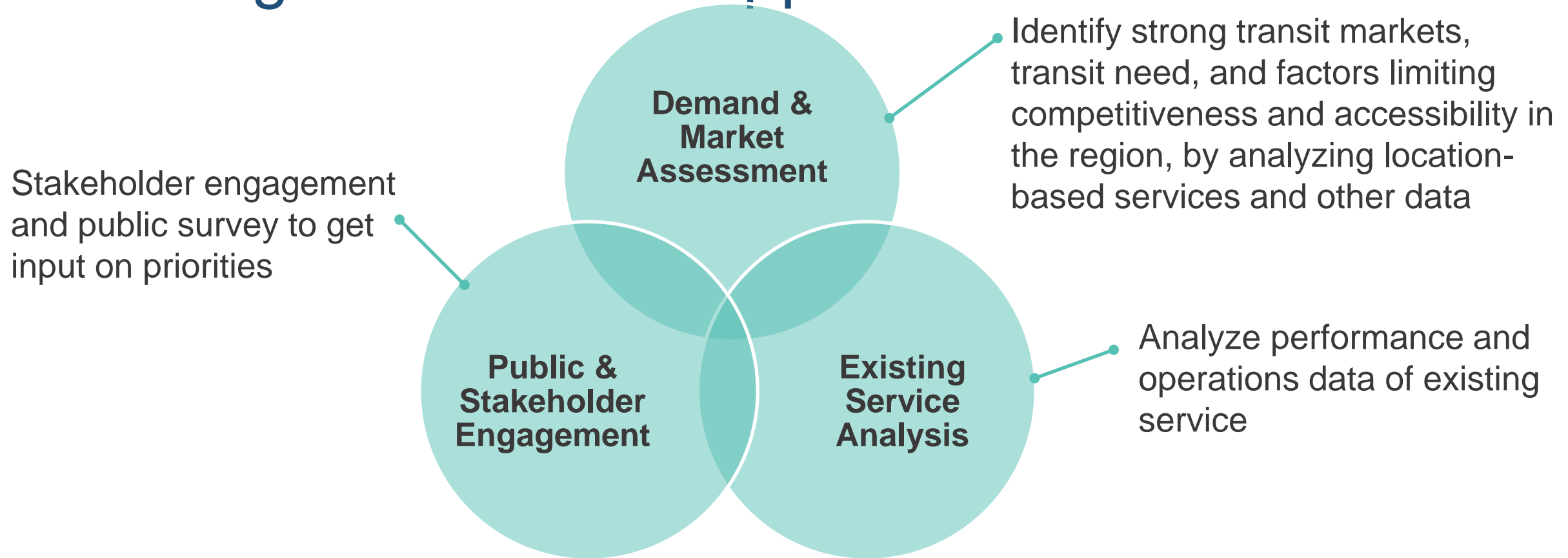
Digital Communications Toolkit

Fact Sheet

Social Media

Digital and Print Advertisements

Planning Foundations Approach



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