

Better Bus: Network Redesign

Executive Committee

January 12, 2023



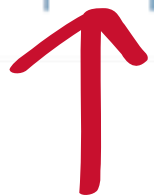
Purpose

- Provide update on Better Bus: Network Redesign





Better Bus Network Redesign Roadmap



We are here





Summary of Customer and Other Audience Engagement

Engagement: By the Numbers



Nearly **9,500** interactions
at 18 pop-up events

500+ conversations with
customers at 10 bus stops



Outreach to **12,000** Metro employees

Listening sessions with **200+** bus operators



Materials in **10**
languages with **2,500**
QR code scans

7,000+
webpage views

3,000+ e-newsletter
subscribers



890,000+ impressions
on online ads

7 ads in **6** languages
in community
newspapers

Digital signage
at **91** stations



45 Technical Committee
members and **39**
Community Connections
Committee members

20+ meetings with elected
officials across the region



Multifaceted Engagement Strategies

E-Newsletter



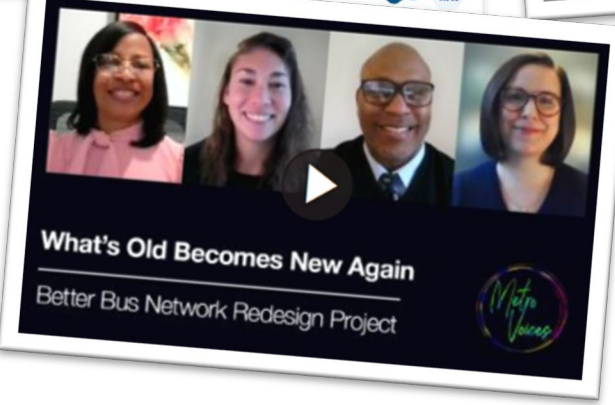
Operator Listening Sessions



Community Newspaper Print Ads

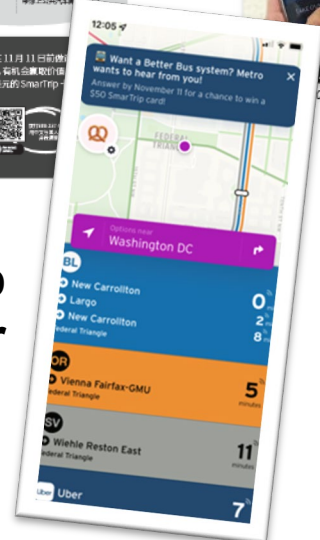


Social Media

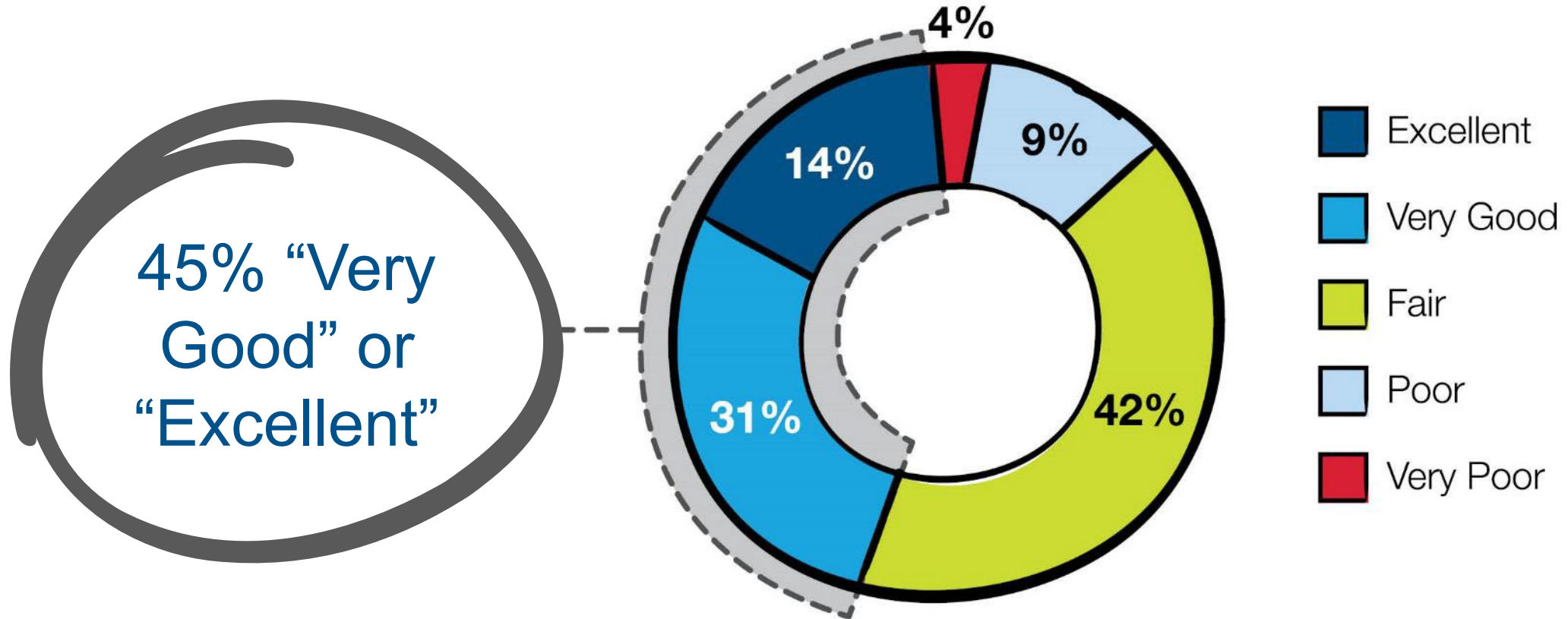


Employee Video Podcast

Transit App Banner



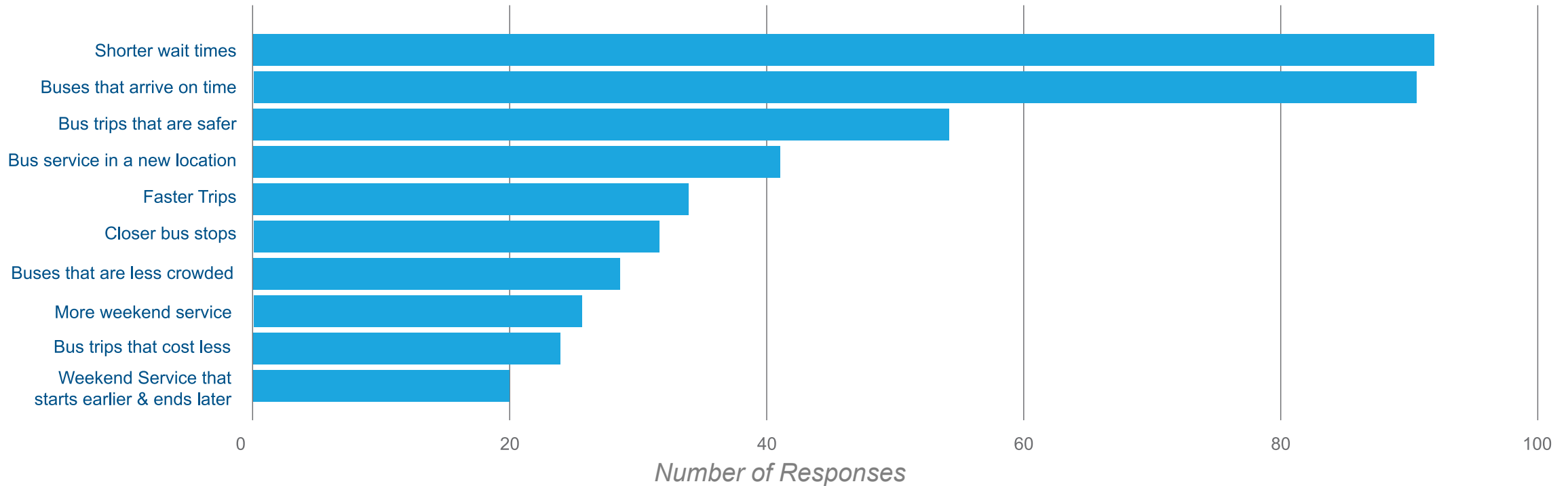
Regional Bus Service is Good, and it Could Be Better





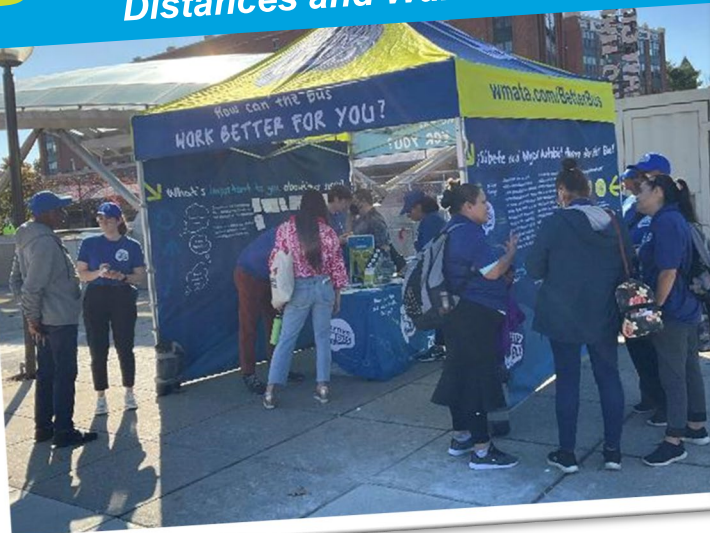
Current and Potential Customer Priorities for Improvement

Top 10 Desired Bus Service Improvements



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

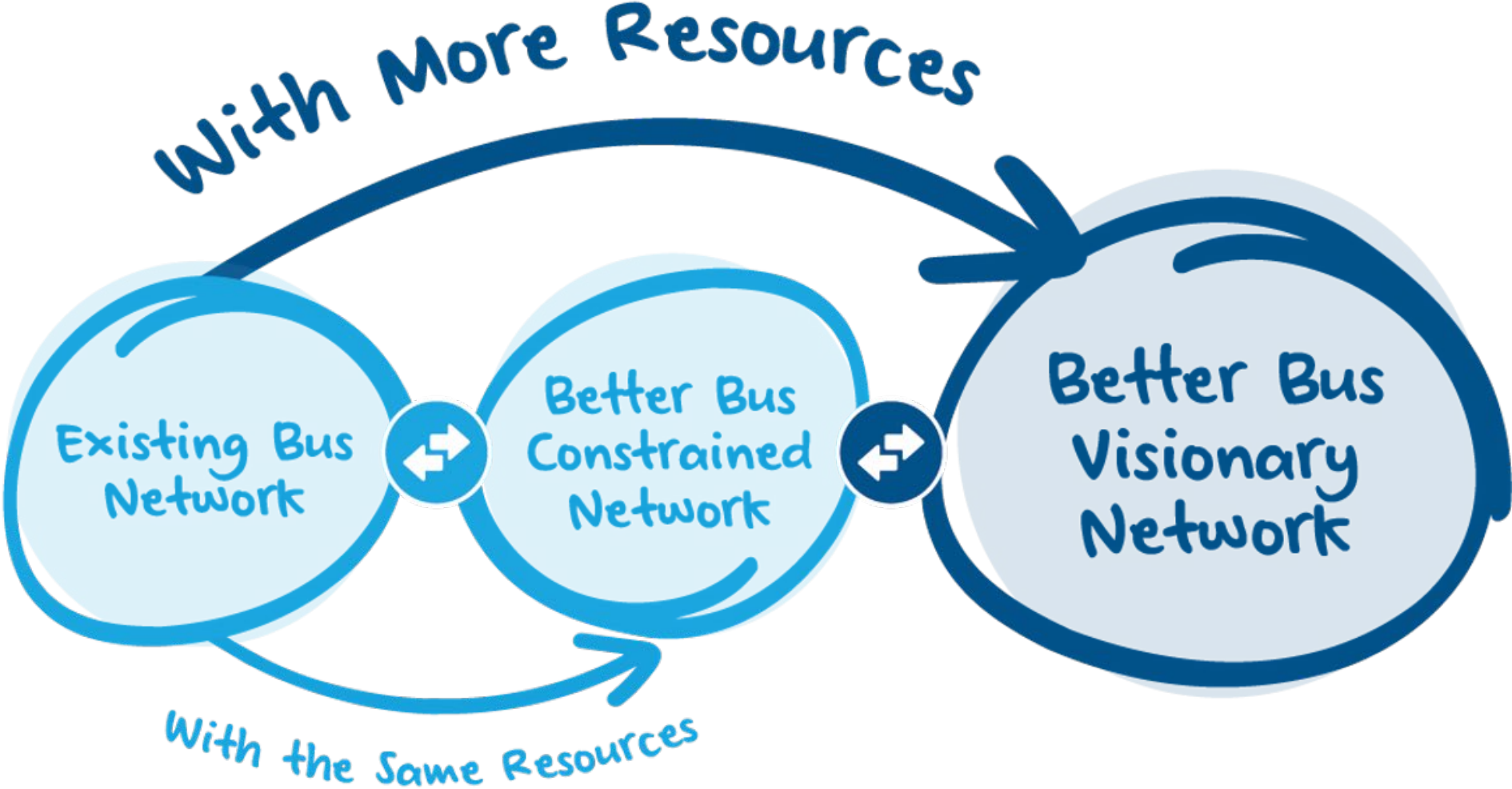
Regional Bus Connections are Critical



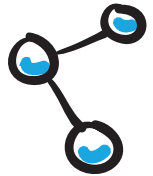
Vision for a Better Bus Network



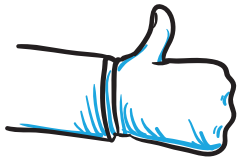
What the Region Gets from the Redesign



A Great Bus System Delivers...



- **Regional Connectivity** – Matches when and where people want to travel



- **Quality Customer and Operator Experience** – Provides fast, frequent, and reliable service

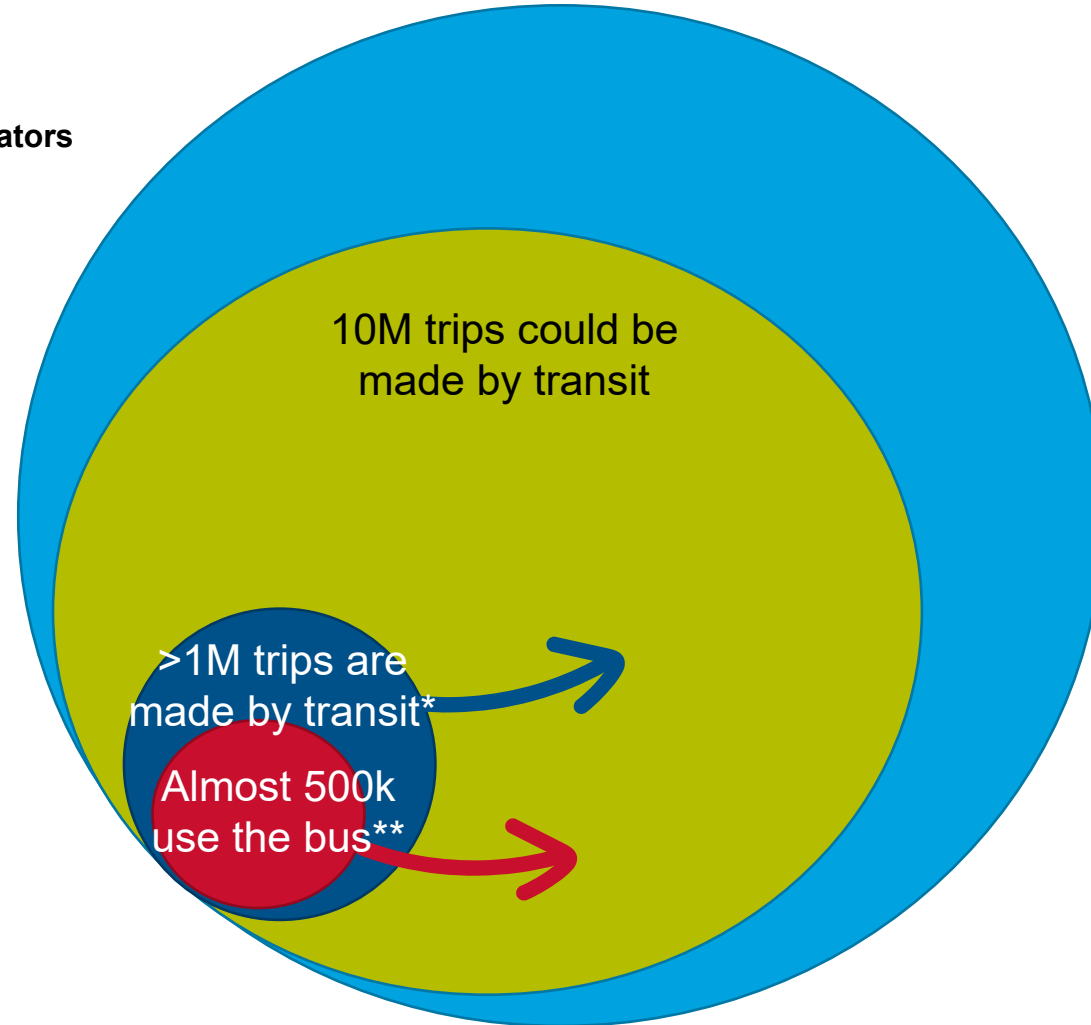


- **Equity** – Addresses inequities and increases access to opportunity for disenfranchised communities



Travel in the WMATA Bus Compact Area

*Transit = All bus + all rail operators
**Bus = All bus providers



While 76% of weekday trips in the region could have used transit in 2019, only 8% of trips *actually did*

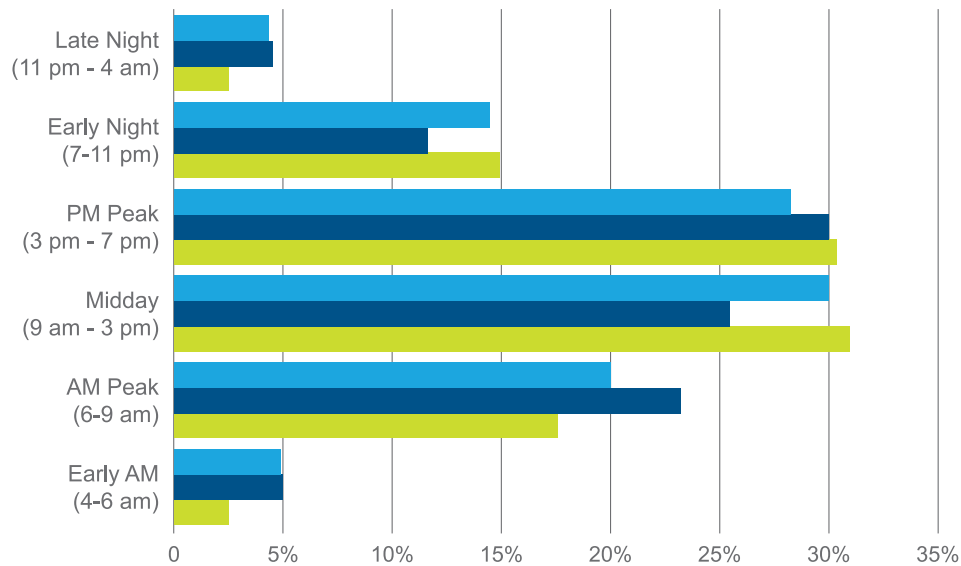
42% of survey respondents report regular use of multiple bus providers



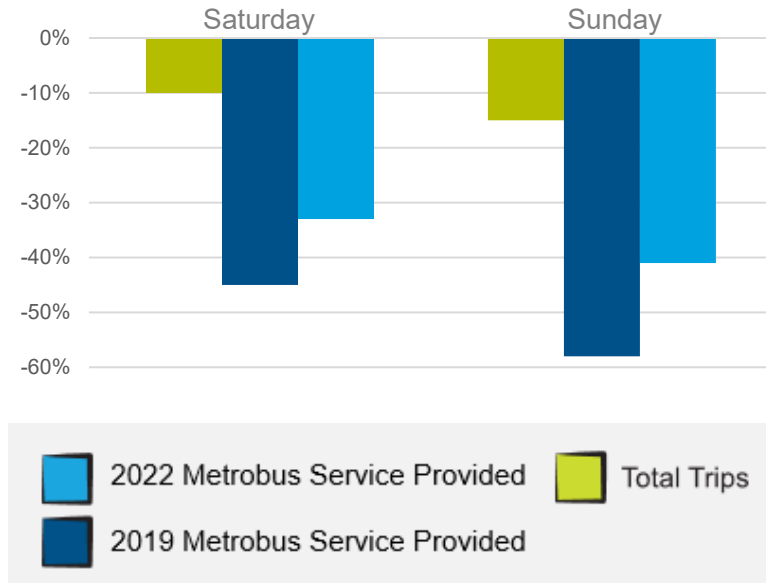
Designing for When People Travel

- 48% of trips in the region occur during the peak periods
- 46% of trips occurred during the midday and early night - more since the pandemic

Weekday Distribution of Trips and Metrobus Service



Weekend Trips and Metrobus Service as Compared to Weekdays



A great bus system operates quality service for trips that happen at any time



Service changes since 2019 have better aligned service with demand across the day and the week, but more could be done



Designing to serve customer's complete daily travel

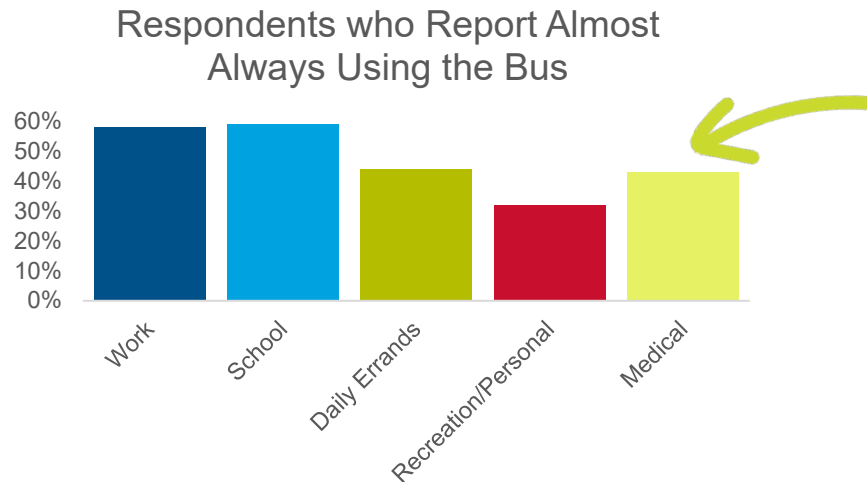
A great bus system serves a wide range of trip purposes

The redesigned network will:

Provide convenient connections to essential services, especially for Equity Focus Communities

Improve connections to diverse job centers across the region

Almost 60% report using the bus to get to work and school almost all the time



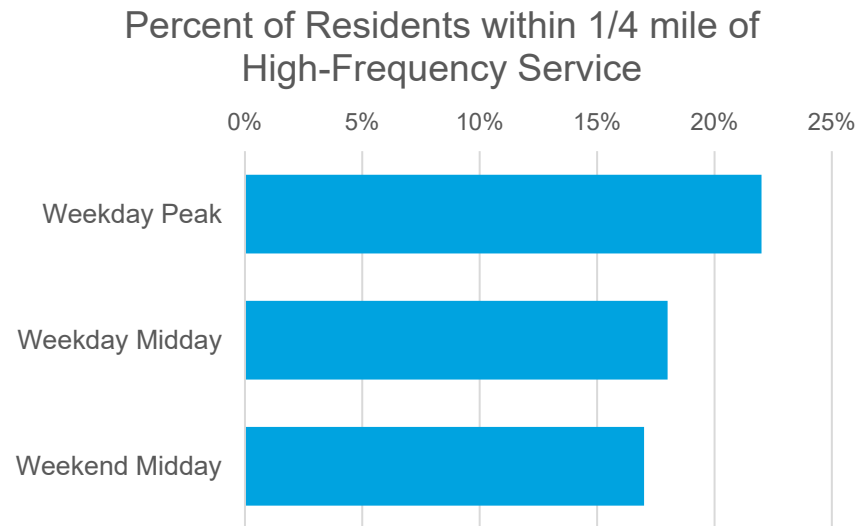
More than 40% report almost always using the bus for errands and medical needs





Designing for where people need bus service

- 74% of residents of the WMATA Compact Area live within 1/4 mile of a bus stop
 - 22% live near high-frequency service during the peak periods
 - 18% live near high-frequency service during the weekday midday
 - 17% live near high-frequency service during the weekend midday
- Metro's investment in the Frequent Service Network resulted in 2X better ridership recovery on those routes since the pandemic



The redesigned network will:

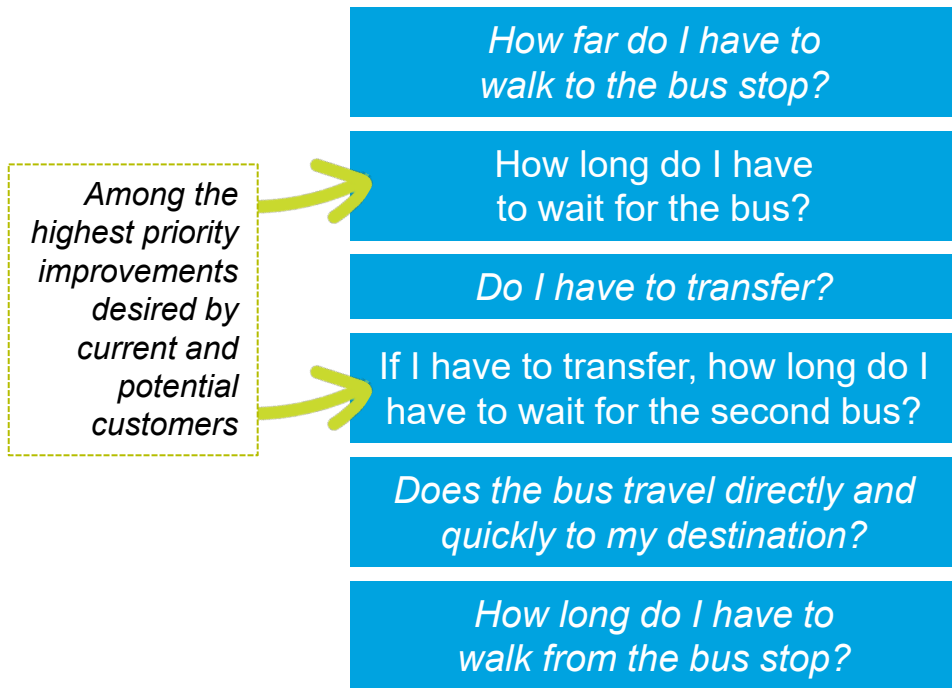
Maintain coverage for communities that rely on transit

Expand access to high-frequency service all day and all week



Designing for bus service that is convenient to use

- Customers make decisions about how to travel based on what is most convenient for them



- For short trips, customers consider options with short wait times and no transfers to be convenient
- For long trips, customers consider direct, fast bus routes with well-timed transfers to be convenient
 - Limited stop service benefits customers making long trips
 - Branching service also tends to benefit customers making long trips

The redesigned network will:

- Increase high-frequency service where customers are making shorter trips
- Rethink use of limited-stop and branching service to identify where they can provide the most benefit
- Improve transfers across the system
- Provide direct service where demand supports



Designing Service that is reliable to ride and operate

- Metrobuses were on-time 78% of the time in 2022
 - Reliable service was a priority improvement requested by both existing and potential customers
- Reliability improved by up to 18% on three corridors where bus lanes were added in 2020
- Bus operators report difficulty in maintaining schedules and taking relief breaks

The redesigned network will:

Use dedicated bus lanes and transit priority across the region

Shorten bus routes where appropriate to make routes easier to operate on schedule



Designing to Build Equity

- Approximately 25% of all trips in the region are made by residents of Equity Focus Communities (EFCs) – but they make more than 50% of Metrobus trips
 - Tend to make more trips early in the morning, evening and late at night
 - 35% more likely to commute on the weekends
 - More likely to live with ¼ mile of a bus stop
 - More likely to live near high-frequency bus service
 - Have access to fewer jobs within 45 mins on transit
 - Have access to fewer colleges/universities and grocery stores within 30 mins on transit

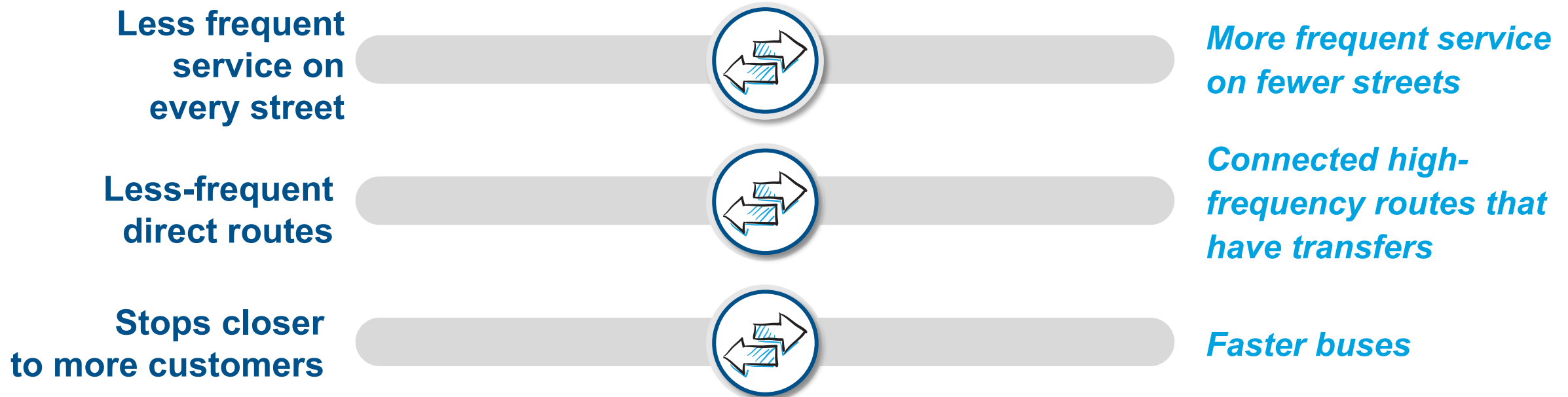
The redesigned network will:

Continue to focus resources in EFCs and for other groups that rely heavily on bus

Continue to improve access to opportunity in communities that need it the most

Even Great Bus Systems Must Make Tradeoffs

Designing a Bus Network requires tradeoffs in how resources are applied. Decisions will be needed about the extent to which network should provide for:



A Great Bus System Also Includes



Legible, intuitive, coordinated, and accessible information to plan, pay, and ride, regardless of the operator



Clean, comfortable, secure vehicles that are environmentally sustainable



Transit hubs with **seamless connections** to transit, bikeshare, and carshare, providing safe, secure, easy to use transfers



Exceptional customer experience from start to finish



Transit priority and enforced, dedicated lanes to enable reliable service



Bus stops with shelters, seating, lighting, and accurate real-time information, connected with sidewalks and safe pedestrian crossings



Consistent work schedules and attractive facilities that improve quality of life for front-line staff

Next Steps for the Better Bus Network Redesign

- Designing visionary and constrained networks hand in hand with regional partners
- Continuing to engage elected officials and other audiences
- Preparing to engage public and stakeholders in April and May 2023 with redesigned networks
- Recommended network for draft FY2025 budget (December 2023)

