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Washington Area Bus Transformation Project Launches with Regional Summit

WASHINGTON - A regional assembly of transportation, business, and community leaders gathered in Washington, DC this morning to discuss how to improve the National Capital Region's bus system to better serve customers. The group kicked off a year-long study—called the Bus Transformation Project—with a summit this morning that included a panel discussion focused on the current state of the region's bus system. The panel included global transportation experts, including Leon Daniels of Transport for London; Matt George, former CEO of Bridj; and Steve Taylor, General Manager of Mid-Atlantic, Lyft.

The Bus Transformation Project is led by an Executive Steering Committee comprised of regional leaders who bring strategic planning expertise from a variety of perspectives. The committee, chaired by Rob Puentes, President and CEO of the Eno Center for Transportation, is tasked with overseeing a plan that will help guide regional investments in a bus system that will provide convenient, high-quality service to customers in a rapidly changing technological environment, use resources more strategically and efficiently, and compete with other modes of transportation more effectively.

The group's report, due out in Fall 2019, will give Metro, local jurisdictions, and local bus operators in the region (ART, CUE, DASH, DC Circulator, Fairfax Connector, Ride On, and TheBus) a detailed roadmap for making improvements to all aspects of bus service, from service levels and types, to technology, organizational structure, and funding and cost structures. The consulting team supporting the steering committee's report is comprised of AECOM, Boston Consulting Group, Foursquare Integrated Transportation Planning, and NeoNiche Strategies.

Today's attendees included representatives from state and local governments, local bus service providers, community-based organizations, business groups, the labor community, transportation advocates, and think tanks. All attendees have critical roles in the study through participation in project advisory committees.

Public engagement for the project begins later this month and will include a region-wide online mobility survey, as well as pop-up events throughout the region to engage with both bus riders and non-riders and gather responses to the survey.

Based on the survey results and public outreach, the group will develop strategies for consideration. The proposals will be presented during a public event in early 2019 to gather public input on the proposed strategies.

For more information, see: www.bustransformationproject.com

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