

BUS TRANSFORMATION PROJECT

Technical Team Meeting
September 28, 2018



Agenda

Agenda item	Time
1 Highlights from Kickoff Summit	15 mins
2 Draft Goals	15 mins
3 Group Work Sessions: Goals, Objectives, and Performance Metrics	30 mins
4 Work Session Reporting - by groups	10 mins
5 Next Steps	10 mins



Kickoff Summit

September 12, 2018

Over 110 attendees



**Introduction by GM
Paul Wiedefeld**



A Panel Discussion on the Future of Bus highlighted the need to define a priorities and non-negotiables in the region



Leon Daniels, Transport for London

Matt George, former CEO of Bridj

Steve Taylor, General Manager of Mid-Atlantic, Lyft

Rich Davey, Boston Consulting Group

A presentation on **The Bus System Today** provided an overview of the background for the study, including the **Key Challenges** facing bus and Metrobus regionally



What are the goals for a good bus system?

- Support and stimulate economic development and growth in the region
- Provide an equitable and affordable transit option for all
- Meet customer needs and expectations for service experience
- Reduce traffic congestion and efficiently move people between points
- Promote community development
- Improve environmental sustainability



What are enablers for an effective bus system?

- Sustainable funding for capital improvements and operational expenses
- Infrastructure and technology for customer service and operational improvements
- Decision-making that links service decisions with right-of-way decisions
- Strategic and operation partnerships to fulfill needs
- Policy, political will, and regional coordination to speed up decision-making and implementation across all facets of the bus system
- Media and marketing to improve the perception and reputation of bus





Draft Goals

INTERIM - FOR DISCUSSION

Draft Goals are focused around 5 key areas

1

Regional mobility

Provide a **safe and reliable** transit option that **efficiently connects** people to places in the region

2

Rider-centricity

Deliver a **convenient, user-centered** mobility option that provides integrated information on services

3

Financial stewardship

Maintain a transit mode that is **financially sustainable** in the long-term

4

Economic Growth

Support **economic development** across the region

5

Accessibility

Ensure **affordable, equitable** opportunities for people to access transportation



Break-Out Groups

1. Discuss the Goal and come to consensus on what it means
2. Refine objectives: add, delete or edit
3. Make suggestions on performance metrics for key objectives

Select a presenter for a 90 second report to the group

Regional Mobility

GOAL: Provide a **safe and reliable** transit option that manages congestion by **efficiently connecting** people to places in the region

Objectives

- a. Provide a reliable way for riders to reach their destinations
- b. Provide transit service that is time-competitive with other modes
- c. Manage congestion by increasing transit market share
- d. Enhance integration of bus with other transportation modes
- e. Invest in transit facilities and assets that improve accessibility (e.g., transit priority)

Example Performance Measures

- End to end travel time by line
- Headway variability
- Average daily ridership by line
- Number of ADA accessible stops

Regional Connectivity

GOAL: Provide **reliable** transit options that **efficiently connect** people to places and improve mobility

Objectives

- a) Provide a reliable way for riders to reach their destinations
- b) Provide transit service that is time-competitive with other modes
- c) Mitigate congestion by increasing transit market share
- d) Enhance integration of bus systems and bus with other transit modes
- e) Invest in transit facilities and assets that provide person throughput

Example Performance Measures

- 1) Average travel speed
- 2) Ratio of travel time to drive time on key trips
- 3) Amount of bus priority treatments (number of intersections with TSP, number of bus lane miles)
- 4) Percent of region with access to high frequency, local, all times, peak, weekend, etc.
- 5) Percent of jobs accessible within 30 min, 45 min, etc.
- 6) Transit mode share and person throughput

Rider-centricity

GOAL: Deliver a **convenient, user-centered** mobility option that provides integrated information on services

Objectives

- a. Invest in and apply technologies to provide a world-class transit system including and beyond bus
- b. Maintain high customer satisfaction with transit service and customer focus
- c. Provide clear, accurate, and integrated service information
- d. Provide a seamless customer experience in planning trips on and using on all transit modes (e.g., all bus operators, rail, TNC, bike share)
- g. Provide safe and secure operations and customer facilities for passengers

Example Performance Measures

- Customer satisfaction rating
- Number of app uses
- Number of transfers between modes
- Incident rates at bus stops and on buses

Rider Experience

GOAL: Deliver a **convenient, easy-to-use, user-centered** mobility option

Objectives

- a) Maintain high customer satisfaction with transit service and focus on retaining customers
- b) Provide clear, accurate, integrated service information across all regional operators
- c) Provide a seamless customer experience in planning, paying for, and using all modes (e.g., all bus operators, rail, TNC, bike share)
- d) Provide safe and secure operations and customer facilities for passengers
- e) Provide a comfortable, stress-free experience for passengers while waiting, riding, and transferring
- f) Improve the image of bus with the public and policy makers

Example Performance Measures

- 1) Customer satisfaction ratings
- 2) Number of app uses and fare payments via apps
- 3) Number of transfers between modes
- 4) Average dwell times
- 5) Average travel speeds
- 6) Incident rates at bus stops and on buses
- 7) Crowding/load factor during peak periods
- 8) Number/percent of bus stops with key amenities (i.e. seating, shelter)

Financial Stewardship

GOAL: Maintain a transit mode that is **financially sustainable** in the long-term

Objectives

- a. Maximize value to the public delivered by bus system assets and operations
- b. Ensure cost-efficient and cost-stable operation of bus services
- c. Align expenditures and funding allocation with desired strategic goals and outcomes
- d. Build and nurture a diverse, high-performing workforce

Example Performance Measures

- Cost per revenue hour and revenue mile
- Costs by function (operations, maintenance, administration)
- Costs devoted to strategic initiatives
- Workforce retention and promotion rates

Financial Stewardship

GOAL: Maintain a transit mode that is **financially sustainable** in the long-term

Objectives

- a) Maximize value to the region's taxpayers by bus system assets
- b) Ensure cost-efficient and cost-stable operation of bus services
- c) Align funding allocation with strategic goals and outcomes
- d) Provide transparent and understandable reporting on financial performance to the public

Example Performance Measures

- 1) Cost growth per revenue hour and revenue mile
 - 2) Subsidy and capital Return on Investment linked specifically to other goals
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Economic Growth

GOAL: Support **economic development** across the region

Objectives

- a. Leverage transit investments to catalyze new economic development (e.g. new business hub, housing)

Example Performance Measures

- Employer survey on value of transit for business
- County/City Manager survey on transit return on investment

Sustainable Economic Growth and Opportunity

GOAL: Encourage vibrant, economically thriving and sustainable communities

Objectives

Example Performance Measures

- | | |
|----------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| a) Leverage transit investment to catalyze new economic development | 1) Employer survey and/or County/City Manager survey on transit value for business and development |
| b) Encourage mobility options that support region's workforce, including frontline bus operators | 2) Employee survey on value of transit for workforce |
| c) Minimize environmental impact of transit | 3) Per capita vehicle miles traveled; energy consumed and/or greenhouse gas emissions by bus fleets |
| d) Encourage transit-oriented development that takes into account housing affordability and low-car lifestyles | 4) Percentage of people with no personal vehicle using bus; Housing + Transportation Affordability Index (cost burden of housing and transportation expenses placed on typical household in area) |

Accessibility

GOAL: Ensure **affordable, equitable** opportunities for people to access transportation

Objectives

- a. Offer affordable mobility options for transit-dependent populations (e.g., low-income, seniors, individuals with no vehicle)
- b. Enhance mobility options for people with disabilities
- c. Provide access to transit service in an equitable manner in line with strategic goals and outcomes

Example Performance Measures

- Fare to income ratio for riders
- Percentage of transit dependent population served by high-frequency service
- Percentage of regional employment accessible within 45 minute transit ride
- Number of ADA accessible stops

Equity

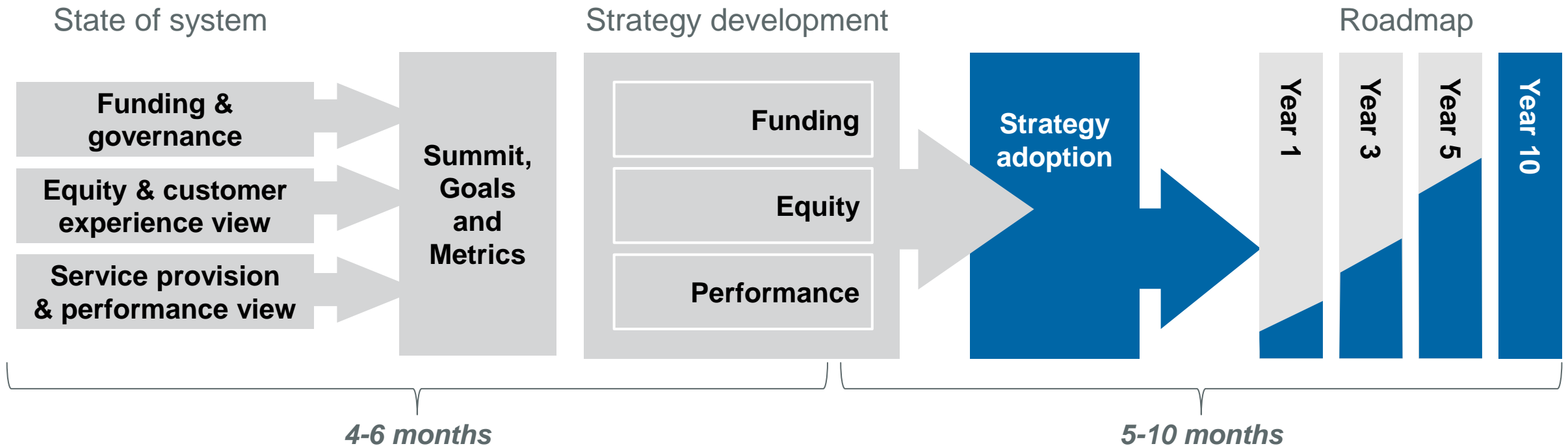
GOAL: **Reduce barriers** to public transportation

Objectives	Example Performance Measures
a) Offer affordable mobility options for transit-dependent populations (e.g., low-income, seniors, individuals with no vehicle)	1) Fare to income ratio for riders 2) Percentage of transit dependent population served by high-frequency service
b) Enhance options for people with disabilities to access public transportation	3) Percentage of regional employment accessible within 45-minute transit ride
c) Provide access to transit service in an equitable manner in line with resources	4) Number of ADA accessible stops and pathways to stops 5) Conversion rate from MetroAccess to fixed route
d) Provide transfers in an equitable manner	6) Travel time, number of transfers, quality of transfer locations 7) Ratio of resources to riders (includes information resources), particularly riders who are low income and transit dependent




Next Steps

Goals and objectives will be used in developing strategy



Data Needs from local transit providers

- Route level ridership
 - Route level scheduled revenue miles and hours
 - Stop-level ridership by route
 - Standard and measure of on-time performance
 - Route cost
 - Route revenue
 - Average maximum load
 - Listing of routes that have been reclassified since 2008 (regional vs. non-regional)
 - Listing of routes that have switched operators since 2008 (WMATA vs. local operator)
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- 2017 Data

Upcoming Public Engagement Events

Location	Date
Village at Shirlington	September 29, 12pm – 4pm
Reston Town Center: Live More Block Party	October 3, 11am – 2pm
Takoma Langley Crossroads Transit Center	October 15, 3pm – 7pm
Minnesota Avenue Farmers Market	October 18, 2pm – 5pm
Pentagon Metro/Transit Center	October 22, 3pm – 7pm
Giant Food on Alabama Ave SE	October 27, 10am – 2pm
Seven Corners Transit Center	November 5, 3pm – 7pm
9 more awaiting confirmation...	

Homework Assignments

Assignment	Deadline
Provide additional comments on goals, objectives, and performance metrics	October 5
Schedule a conversation with your department/director/leadership, etc.... Which goals are their priorities? What are their “non-negotiables”?	November 5
Develop a draft list of strategies that we can and should pursue and send to project team	November 16



Next Meeting: November 30, 10:00 am