What is The Bus Transformation Project?

The Washington area needs to develop a viable transit business model that reimagines the future of regional mobility and the long-term role of buses in the region.

This effort is an opportunity to improve services for customers, develop better ways to fund the system, create clearer roles for the region’s transit agencies and roadway operators, and transform the service providers to be nimble in the face of a quickly changing landscape. Specifically, this project will answer the following questions:

1. What is the role of Bus in the region?
2. What services should Metrobus operate?
3. What is the regional commitment to Bus?
4. What regional business functions should WMATA provide?
5. What regional structures are needed?

What is the Project Process?

1. Look at Current Status of System
   - Who governs?
   - Who funds?
   - Who uses services?
   - What is the experience?
   - Who can access?
   - How is the system performing?

2. Identify Challenges and Set Strategic Direction
   - Define core strategic considerations for bus in the region and understand stakeholder perspectives on where region should land

3. Develop Draft Strategy
   - Conduct focused analysis to develop draft strategy, including high-level understanding of key costs and benefits

4. Align on Final Strategy
   - Refine strategy and define expected outcomes

5. Develop 10-year Roadmap
   - Identify specific actions required to achieve strategy vision at:
     - 1 year
     - 3 years
     - 5 years
     - 10 years

STAKEHOLDER ENGAGEMENT
The Project consists of a committee structure aligned for decision making:

**WMATA Leadership Team**
Decision makers within Metro manage evaluation that affects organization and operations.
- PM, Office of Planning
- Bus Planning
- Performance
- Communications
- Chief Operation Officers

**Technical Team**
Recognized discipline leaders within Metro and senior jurisdiction transit staff review technical and financial analysis.
- Specialized staff from planning, bus, and performance
- Senior transit staff from each jurisdiction

**Executive Steering Committee**
Recognized leaders closely involved with strategy development manage political risk and benefit to the region.
- Transportation thought leaders
- Business leaders
- Regional advocates
- Labor representatives

**Strategy Advisory Panel**
Senior staff and appointed members review major work products and advise consultant team.
- Transportation and transit managers
- Citizen appointees
- Operator representatives
- Labor representatives
- Transit advocates

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### Who is Driving this Bus?

To-date*, the Project has included extensive public outreach and stakeholder engagement, including:

- 5,679 Survey Responses from the General Public
- Kickoff Summit with 140+ Participants
- Interviews with 40 Stakeholders
- 6 Executive Steering Committee Meetings
- 5 WMATA Leadership Team Briefings
- 3 Technical Team Meetings
- 1 Strategy Advisory Panel Meeting
- 13 Metrobus Division Engagement Events
- 93 postings on social media by 10 different agencies
- 20 Public Pop-Up Events

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### Who have we heard from?

**Kickoff Summit**

**Community Pop ups**

**Executive Steering Committee**

*As of January 2019

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### What did the public say?

The Bus Transformation Project’s public mobility survey ran between September and November 2018 and received 5,679 responses through a combination of online engagement and community events throughout the region.

There was a strong consensus about the highest priorities* for bus service! Respondents collectively assign about 60 percent of their preferred priority to:

- More frequent service
- More reliable and faster service
- More direct buses and fewer transfers.

The top three priorities – frequent service, reliable and faster service, and more direct buses – were the same for both frequent riders and non-riders alike!

*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.