

BUS TRANSFORMATION PROJECT

Draft Strategy Listening Sessions

May 31 and June 3, 2019



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DRAFT



Today's Agenda

- I. Introduction and Overview (15 minutes)
 - a) Stakeholder and public participation activity summary for Draft Strategy feedback period
 - b) Reach of pop-up events and open house events
 - c) Preliminary high-level findings from public survey
- II. Round Robin Feedback (60 minutes)
- III. Open Discussion (40 minutes)
- IV. Next Steps (5 minutes)

Summary of Stakeholder Input and Activity for Draft Strategy

Project Committees

Active engagement by the Executive Steering Committee throughout Strategy development.

Draft Strategy reviewed with Strategy Advisory Panel and Technical Team in April.

Today

Listening sessions for discussion and comment with Strategy Advisory Panel and Technical Team on May 31 and June 3.

Any other written comment requested by June 5.

Public Participation

Opportunities to provide feedback:

- Online survey through June 5
- At 13 regional pop-up events
- At three Public Open House events in Maryland, DC, and Virginia

Full summary to be developed after comment period closes on June 5.

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Elected Officials

Elected officials briefed in January received personalized emails with the Draft Strategy. Written comment requested by May 31.

Executive Steering Committee members maintain contact with officials to address questions and concerns.

Promoting the Survey and Open House Events to Public

1. Sent communications support request email to Technical Team and Strategy Advisory Panel committee members and agency/jurisdictional PIOs
2. Sent elected officials email sharing Draft Strategy documents and informing them of upcoming outreach events, and asked for their support in promoting
3. WMATA reached out to their list of active CBOs (over 1,500 organizations)
4. WMATA sent an e-blast to a sample of their registered SmarTrip/Upass users (almost 17,000 people), asking them to take the survey
5. Radio ads in Spanish on El Zol
6. Social media promotion via Facebook:
 - a) Built project's Facebook page following by encouraging other agencies to share and help build following and making regular and graphically attractive posts
 - b) Paid Spanish advertisement promoting survey and paid boosted posts promoting the open house events

Pop-Up Events

- 13 total. Four each in MD and VA, and five in DC
- Locations chosen based on success from fall pop-up events – mostly Metro stations and transit centers, plus some outdoor market/plaza/park areas and one grocery store
- Pop-up team encouraged passers-by to take the survey on the tablets and distributed postcards
- Surveys completed on-site at pop-up events: Total = 720, Average per event = 55
 - Highest outcomes: Old Town Farmers Market (126), Anacostia (123)
- Postcards distributed: Total = 10,867, Average per event = 836
 - Highest outcome: Silver Spring (2,645)

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Please take a short survey at
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TOGETH

Transforming
the bus system
requires

UNIFIED
REGION
EFFORT

WASHINGTON AREA
BUS TRANSFORM
PROJECT

Open House Events

- Public Attendance
 - Virginia, May 20th: 27
 - DC, May 21st: 58
 - Maryland, May 23rd: 49
- Brief findings from dot sticker activities
 - Overwhelmingly positive response to this question, asked for the first three elements:

If these recommendations were implemented, do you think they would improve local bus service in the region?

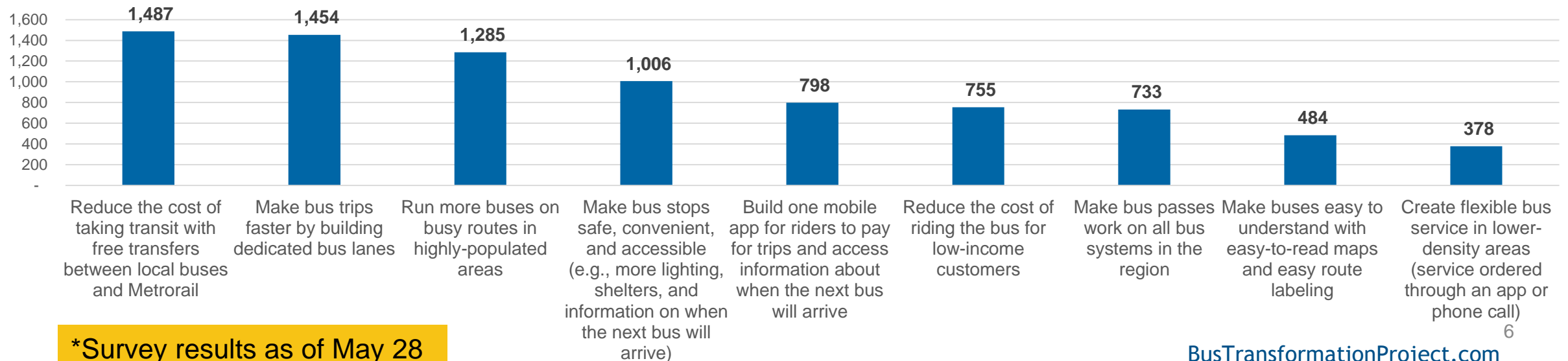
On a scale of 1 (no, I do not) to 5 (yes, very well), 56% of answers were "5" and 31% of answers were "4"



Preliminary Results from Public Survey*

- Three weeks into the public survey* period there are **2,857 responses**
- 96 percent of respondents used the English survey while four percent used the Spanish survey
- 15 percent of respondents who answered the income question and completed the survey are low-income (<\$30,000 annual household income)
- **Highest priority action:** Reduce the cost of taking transit with free transfers between local buses and Metrorail

Prioritized Actions (number of times selected; respondents could select up to three)



*Survey results as of May 28

Purpose of today's session:

For committee members to have an in-person opportunity to provide feedback on the Draft Strategy directly to the project team

Format for the Remainder of the Session

- I. Introduction and Overview (15 minutes)
- II. Round Robin Feedback (60 minutes)
 - a) Dividing into six groups based on the number you received when you signed in.
 - b) Each group will visit each element station.
 - c) At each station you will have the opportunity to discuss the element with a member of the project team and provide written comments on large post-it notes, which will be placed on a poster under two questions: “Recommendations I support – and why” and “Recommendations I DO NOT support – and why.”
- III. Open Discussion (40 minutes) – after the round robin we will reconvene as a group and discuss these questions:
 - a) Since the Draft Strategy was released have you heard anything about it from your constituents that is new or surprising?
 - b) Are there any recommendations that are missing from the Draft Strategy?
 - c) In finalizing the Draft Strategy, what recommendations should be highlighted more prominently and/or how should the recommendations be packaged so that they resonate more?
- IV. Next Steps (5 minutes)

Discussion Questions

1. Since the draft strategy was released have you heard anything about it from your constituents that is new or surprising?
2. Are there any recommendations that are missing from the draft strategy?
3. In finalizing the draft strategy, what recommendations should be highlighted more prominently and/or how should the recommendations be packaged so that they resonate more?