

Public Feedback on Draft Strategy Summarized from Public Survey Comments and Open House Comments from Spring 2019

Introduction

This document summarizes and quantifies public feedback on the Bus Transformation Project Draft Strategy received at public open houses held in Virginia, Maryland, and the District of Columbia during the week of May 20-24, 2019, and through an online public survey open in May and June 2019. Feedback received at these events is grouped by strategy element and analyzed by comment topics and sentiment. In concert with quantitative survey data, these comments provide a nuanced understanding of public reaction to the Draft Strategy; a full understanding of the public's response to the Draft Strategy requires an analysis of both the quantitative survey data, provided in a separate presentation, and the public comments.

Several common themes were found throughout the comments:

- Overwhelmingly, commenters expressed a desire to improve the existing bus system by providing more frequent service and giving buses priority on the region's roads.
- Commenters broadly supported recommendations that focused on reducing the cost to ride.
- A more unified system was strongly desired, via passes and mobile apps that work across all agencies, consolidating back-office functions, and consistent data standards.
- Commenters were more interested in improving the quality of bus service than they were in who operates bus service.
- Broad support was expressed for better cooperation and accountability, with a focus on improving accountability and quality of service from currently existing entities, as opposed to establishing new ones.

Element 1: Focus on the Customer

- Many commenters were in favor of this element and its recommendations. Positive comments outnumber negative comments on Element 1 by nearly five to one (181 positive comments, 44 negative comments).
- Element 1 recommendations with the most comments:
 - Recommendations within the theme of reducing the cost to ride: free transfer between bus and rail, introducing low-income reduced fare product
 - Among commenters who specifically referenced transfer policies, there were 32 comments in favor of free transfers and no comments opposed to free transfers.
 - "Free transfers to Metrorail are critical. The region's transit system is built around being multi-modal. Why penalize people for using the system as designed?"
 - Ten commenters mentioned the possibility of lower fares for low-income riders, eight of which were in support.

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- Recommendations within the theme of making the bus easier, safer, and more pleasant to use: universal pass product, safer bus stops, mobile real-time info and mobile payment solution
 - Of the 18 comments about pass products that work across all bus systems, all 18 expressed at least partial support for this recommendation.
 - “Simplify, simplify, simplify. One pass should be good for every form of transit in the region: Metro, buses (including the bus between Dulles and Wiehle station), MARC, Baltimore light rail, VRE.”
 - All commenters who mentioned bus stop safety were in favor of it (20 comments total specifically mentioning it), spanning a few different topics: providing better pedestrian connections to bus stops, improving lighting at bus stops, and increasing ADA accessibility.
 - Twenty-nine commenters discussed the importance of real-time information to their commute choices. A representative quote: “My highest priority is an app with ALL bus information in real time, so that when I have to transfer I can choose which route will be fastest and won't miss my bus!”
 - Improving real-time information was generally desired, but there was nuance in the comments about equity issues related to technology. A common sentiment was that real-time information should be rolled out to bus stops simultaneous with any improvements that are made to mobile apps, so that all potential passengers can benefit from the real-time information.
 - A common sentiment was frustration with the element because it doesn't address bus level of service while the purpose of Element 1 is to improve the customer experience.
 - Eighteen commenters specifically called for more bus service in their Element 1 comments. A representative comment: “Buses need to be more reliable and come more often. I can't wait 20 plus minutes for a bus when commuting especially when they aren't running on the timetable. On top of this the rides are extremely slow.”
 - People think that if more bus service was provided and service was more reliable, then more people would ride bus. Commenters also expressed that this is a simple concept and should be emphasized more in this element.
 - Though it was not explicitly mentioned in the recommendations under Element 1, many commenters expressed a desire for dedicated bus lanes throughout the region when commenting on Element 1.
 - Thirty-seven commenters specifically discussed the importance of dedicated lanes, and all comments were supportive.
 - “The Metro bus system is already pretty easy to use. For me the higher priority issues are slow and unreliable service. Please prioritize dedicated bus lanes and making service run on schedule. It's maddening when buses show up 15 or 20 minutes late or don't show up at all.”
 - Thirteen commenters noted the need to consider the needs of older adults and disabled people in this element.
 - A slim majority of comments that mentioned marketing were supportive (nine supportive, eight opposed). Those who were opposed saw marketing efforts as unnecessary and a waste of money, while several marketing proponents suggested that there should be an increase in promoting the point that you can travel virtually anywhere in DC for \$2 on Metrobus.
 - The recommendation to improve maps was mentioned by many commenters, but not all of them saw it as a top priority. Forty-eight comments mentioned better maps, the majority of which were in favor of this as a recommendation, while about one-fifth of those comments suggested that better maps were less important than simpler, straighter routes, or a more intuitive route numbering system.
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- Some people felt that this element had too many recommendations and that BTP would be better suited to focus on a few specific recommendations which are of the highest priority.
 - Recommendations which garnered the fewest comments (which could indicate less interest and/or fewer extreme reactions, either positive or negative) were:
 - “Make bus fares clear and consistent across the region”
 - “Modernize the region's bus fleet with advanced technologies that improve the environment, safety, and the rider experience”
 - Eight commenters addressed modernizing buses. All eight were in favor, and all but one specifically referred to reducing emissions as their desired outcome. A representative quote: “Modernize the fleet of buses, less fossil fuel vehicles and clean modern vehicles will encourage moderate- and high-income citizens to use the bus.”
 - Only five commenters addressed employer transit benefits, but all five expressed support for expanding the reach of employer transit benefits.

Element 2: Prioritize Buses on Major Roads

- Bus priority received wide support from commenters:
 - Over 69 commenters agreed that bus transit needs higher priority on the region's roads than it has now.
 - Twenty-two respondents explicitly expressed support for transit signal prioritization and 165 respondents were in favor of dedicated bus lanes.
 - Eleven commenters requested more limited stop or BRT-like service in the region.
 - Four commenters mentioned that high-frequency service is necessary in dedicated lanes to avoid the perception that the “lane is empty.”
 - “I agree with this. If a bus is carrying 20 times more humans than a car, that bus should have 20 times more importance on the road since roads are about moving humans not cars.”
- There were many comments about Element 2 being a higher priority than Element 1 to accomplish the goal of improving the customer experience, manifesting in a desire for Elements 1 and 2 to be flipped (renumbered).
- Commenters noted that coordination across the region in the form of agreements, policies, and guidelines would be essential to the success of this element.
 - Fifty-eight commenters noted that several aspects of this element would require regional prioritization and coordination, such as congestion pricing that is not restricted by jurisdictional boundaries, common standards for bus lane and priority infrastructure, and better region-wide enforcement from local authorities.
- Enforcing the proper use of bus-only infrastructure was raised as an important issue. Commenters noted that enforcement is required for success of the infrastructure and many commenters feel past enforcement efforts have been subpar.
 - Fifty-six commenters agreed that proper enforcement of bus infrastructure, including bus-only lanes and no-parking zones around bus stops, were crucial to improving bus service.
 - “Agree with all recommendations. Please emphasize the importance of enforcement - particularly automated. There aren't enough police available to patrol and deter violations - it needs to be automated.”

- There was some confusion around Recommendation 2E (coordination with regional congestion mitigation efforts), as some people assumed that this was referring to charging peak-hour fare premiums on buses. However, 15 people who seemed to understand the intent behind congestion pricing supported its implementation.

Element 3: Make Service Consistently Convenient

- Comments focused on providing more and better bus service, with an overwhelming sentiment to make the existing system function better by providing more frequent service.
 - A desire for increased frequency was mentioned by 61 commenters as crucial to improving existing routes/corridors.
 - “Frequent needs to be reliably frequent. The bus needs to arrive when it’s supposed to arrive. The failure to do so is probably the most frustrating thing about riding the bus, and the thing that keeps some people from doing it at all.”
- There were many comments about the present lack of schedule coordination across the region, difficulty of having to use multiple apps, and not being able to pay with a single source across multiple modes and operators.
 - Fifteen commenters lamented that transferring between routes and providers was a deterrent to using bus due to non-coordinated schedules and/or fare penalties.
- There was support for a bus network redesign, aligning the routes with where people want to go, and making the entire system easier to understand and use:
 - Thirty-six people thought that a redesign was a smart idea and multiple people cited the Houston bus network redesign as an example.
 - Ten commenters noted that determining the right amount of service should not be based on existing ridership because if bus was better, then more people would ride (use transit demand measures instead of ridership).
- Commenters noted that better coordination between agencies is critical for this element to succeed.
- Commenters noted that consistent service planning guidelines could make the bus system easier to understand for users.
 - Thirty-eight commenters acknowledged that better regional coordination was crucial to this project, from setting common standards regarding frequency to creating a unified regional bus network.
- Nineteen commenters thought that bus service should provide more direct connections, with some thinking that Metro-to-Metro station routes are not efficient.
- A desire to have more late-night service was a major concern for 40 people and a desire for more off-peak service was expressed by 20 commenters. Late-night bus routes mimicking Metrorail lines was a common request.
- There was a mix of strong support for and concerns about recommending flexible service:
 - Fifty-seven commenters were optimistic about flexible service as an alternative to fixed-route service for serving specific populations/transit needs.
 - Commenters noted the following concerns with flexible bus service:
 - Fourteen respondents thought that flexible service may be a possible transit solution but that it should not be the main focus of the Strategy.

- Sixteen respondents said it may be difficult to implement flexible service and possibly not cost-effective.
- Fourteen respondents thought that subsidizing TNCs is not the best use of funding in general or that it would be hard to compete with the private sector.
- Six respondents wanted to make sure that if implemented, flexible service would be accessible to all people.

Element 4: Balance Local and Regional Responsibilities

- Commenters expressed support for consolidating service to fewer providers or fewer brand names:
 - One suggestion was to have a single “local” brand of bus for service within jurisdictions and that Metrobus would provide regional service across jurisdictions. Six commenters were in favor of a unified regional brand even if it were to be operated by local transit agencies and not a region-wide system.
 - There were many calls for a single system/single operator:
 - Nineteen comments were in favor of reducing the number of operators or moving to a single system/operator.
 - “In an ideal world, I think our region would be better off with a single provider for all bus service, rather than the balkanized system we have now.”
 - “We should not go to the balkanized bus service that brought about WMATA...this would be a huge mistake”
- Concerns about jurisdictions taking on more service:
 - Eight commenters noted concern about local providers taking on more service because they were concerned with their local provider being able to handle more routes or they preferred a local provider to meet local needs.
 - “As a Prince George’s County resident, I am nervous about transferring local routes to the county’s TheBus network when TheBus still hasn’t shown that it’s capable of operating weekend and evening service.”
- There was general support for WMATA operating regional needs, particularly inter-jurisdictional service:
 - Nineteen commenters were in favor of WMATA focusing on regional routes and travel patterns.
 - Commenters generally support the idea of regional bus service being defined as service designed to meet regional demand that crosses jurisdictions (“follow the demand, not boundaries”).
- However, the public feels that it is more important to provide better service than to worry about who is operating that service.
 - Generally, commenters expressed concern that this element will ultimately result in less service being available, rising fares, or other undesirable side effects.
 - Thirty-six comments were explicit in saying that service provided is more important than who is providing it.
 - “Service quality and consistent branding are ore important than operator.”
- Other Comments:
 - This element seems to have been difficult for public survey-takers to understand, and many people requested more information, context, and detail to understand what is being proposed.

- Eighteen commenters were in favor of revising the cost model used to fund WMATA by local jurisdictions.
- “10 years seems like a really long time. By the time you are done with the transition conditions are likely to be completely different.”

Element 5: Coordinate Support Functions to Drive Innovation

- Comments on the recommendation to consolidate back office functions:
 - General support:
 - There were 116 positive comments about this element, as compared to 20 negative comments. A common theme was that consolidating back-office functions would reduce siloing and promote cooperation between agencies.
 - “Consolidation and cooperation across jurisdictions is important.”
 - “There’s no doubt that have 20 companies running individual bus services is not cost-efficient and enhances discrepancies and discordance in the system.”
 - “While I understand the politics involved, consolidating operations and reducing administrative costs will free up more funding for transportation spending.”
 - Concern about the upfront challenges in bringing all the agencies to the table to work together constructively:
 - Twelve comments discussed the political challenges involved in getting all the agencies to work together, including comments about local bus systems potentially being opposed to this idea and transit workers’ unions potentially being opposed due to the possibility of job losses.
- Comments on the Innovation Lab recommendation range from strongly agree to strongly disagree:
 - Twelve commenters expressed support for the Innovation Lab while 13 were opposed.
 - Fourteen comments were neutral on the subject or expressed a need for more information about the Innovation Lab before passing judgment on it. Commenters noted that more clarity is needed in the Strategy about who will start and oversee operations; need greater detail on focus, metrics, and outcomes.
 - Some who didn’t think the Innovation Lab was a good idea thought that existing entities already fulfilled this role, some were concerned about “studying and analyzing issues to death,” and some thought that diverting time and money from implementing more frequent buses and dedicated bus lanes would not be a good use of resources.
 - Twenty-seven comments addressed specific concerns with the Innovation Lab. The most common concern mentioned was that the Innovation Lab would divert resources from improving the bus system.
 - “Innovation isn’t needed, the solutions are well-known but unsexy. More frequent buses, more routes, more dedicated bus lanes.”
- The recommendation for data standardization had the strongest support within this element. Most commenters on this topic (of which there were 33) thought this a ‘no-brainer,’ or were surprised it was not already in place.

Element 6: Strengthen Regional Cooperation to Transform the Bus System

- Overall, there were a mix of positive and negative responses, including multiple requests for more information and detail.
 - Of 286 total comments on this element, 24 requested a need for additional details on this recommendation.
 - “The devil is in the details.”
- Comments on the recommendation to start a task force:
 - Overall general support for this recommendation.
 - There were many comments about how the task force needed to move quickly and credibly.
 - Some skeptics questioned whether a task force was a strong enough entity to get the Strategy implementation on-track and to ensure it is maintained.
 - There were questions and concerns about whether there is value in creating a new entity, as it may not be a necessary step, and could result in additional bureaucracy and inaction:
 - Eighteen comments expressed skepticism about the need for another transit planning agency in the region.
 - “Accountability is important but establishing another regional task force is not the way to go with this. We already have the COG/TPB Public Transportation Committee and TPB for regional coordination. In addition, with many of the routes being turned back to locals, there will be less need for regional coordination and reporting.”
 - “Please don't create any more 'authorities' or governing groups. That is unnecessary bureaucracy. Hold the people in place now accountable or replace them. Do not add more layers...you have to show the public some progress quickly.”
 - “Having a short-term regional task force could be successful, but they must make sure to engage all departments that could be involved in the project during the whole process and not silo off responsibilities/decisions.”
- Comments on the recommendation to hold transportation agencies accountable:
 - General support, but most people wanted more details on what ‘accountable’ meant, and how this would be imposed on transportation and transit agencies.
 - Forty-three comments discussed accountability for transit providers.
 - “Performance management and accountability are key to long-term, sustainable success.”
 - Some thought the focus should be on shared goals and creating incentives.
 - “The effort should be hands-on, driven by local knowledge, cooperative, market-based, and not driven by regulations and penalties.”
- Comments on the recommendation for a bus scorecard:
 - General support for the scorecard as the best way to hold agencies accountable.
 - Twenty-nine commenters specifically mentioned the scorecard, with all but one offering at least partial support for the idea.
 - “Sounded like a necessity.”
 - “I highly recommend publishing annual reports and scorecards and widely distributing them throughout the region.”

BUS TRANSFORMATION PROJECT

Public Input on Draft Strategy: Survey Results

July 2019



BusTransformationProject.com

DRAFT



Characteristics of Survey Respondents

Total respondents = 2,905

	Count	Share
Language of Survey Taken		
English	2,968	95%
Spanish	155	5%
Respondent Bus Usage		
Regular*	1,646	63%
Not-regular	964	37%
Respondent Household Income		
Low-income**	327	15%
Not low-income	1,876	85%
Respondent Race/Ethnicity		
White	1,407	47%
Non-white***	1,590	53%

Note: Language of Survey Taken is the only category that has a full count for every respondent – all the other categories were optional for respondents.

* Regular bus rider: Respondents who reported they ride the bus at least once per week. Across the region, 49 percent of bus riders are regular riders, and these riders take 91 percent of all bus trips.

** Low-income: Respondents who reported their household annual income as less than \$30,000, which is WMATA’s definition of low-income in its Title VI Plan. Fifty-two percent of Metrobus riders are low-income.

*** Non-white: Respondents who selected any race or ethnicity choice other than white, which includes American Indian or Alaska Native, Asian, Black or African-American, Hawaiian or other Pacific Islander, Hispanic, Two or more races, or Other. Eighty-one percent of Metrobus riders are non-white.

Jurisdiction of Residence of Survey Respondents

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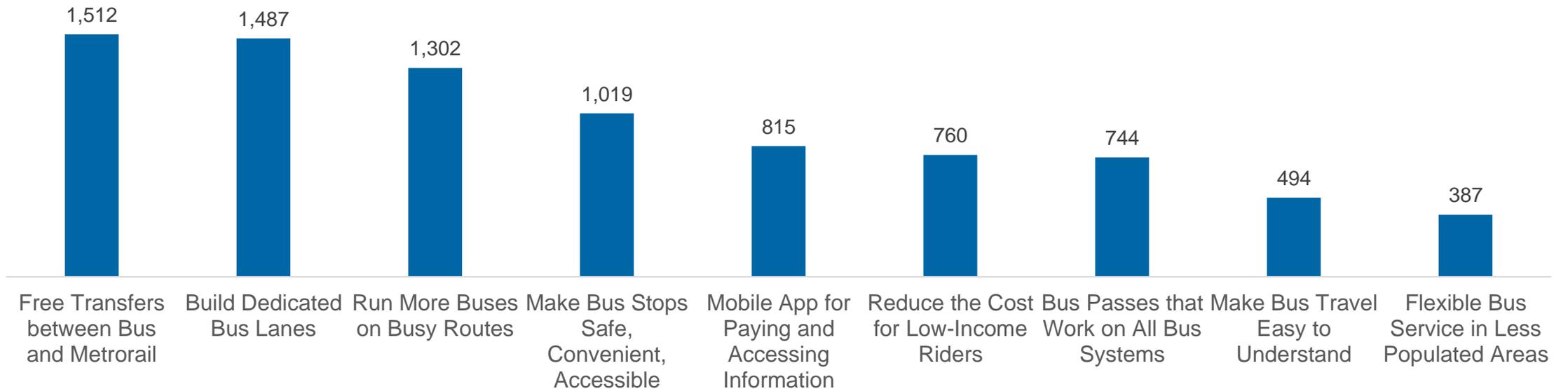
	Count	Share
District of Columbia	1,087	44%
Montgomery County	359	15%
Prince George's County	244	10%
Arlington County	242	10%
Fairfax County	233	9%
City of Alexandria	143	6%
Other (outside of WMATA region)	122	5%
Loudoun County	20	1%
City of Falls Church	8	<1%
City of Fairfax	7	<1%

Share of regional bus ridership within jurisdiction

37%
23%
12%
7%
10%
5%
n/a
n/a
<1%
1%

Note: Respondents who did not share their zip code are not included in this table.

Overall Recommendation Preferences – Raw Count

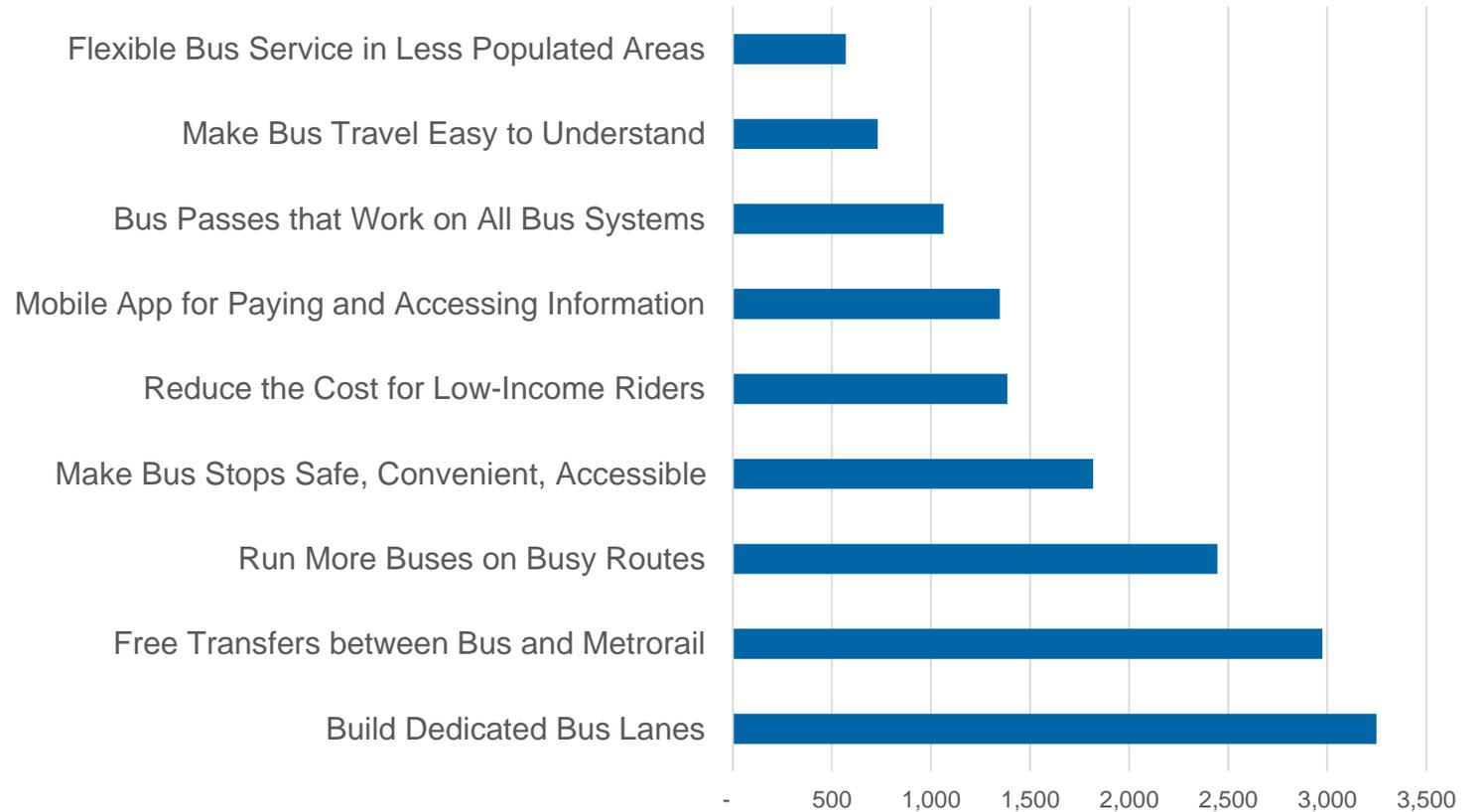


Respondents were asked to choose up to three recommendations out of nine provided. They were asked to choose the ones they thought were the highest priority for action. This graph shows the raw numbers of how many times each recommendation was chosen.

Overall Recommendation Preferences – Weighted Rank

Respondents were then presented with the recommendations they selected in the previous question (they could have chosen up to three) – and were asked to rank them in order of importance from one to three.

This chart shows the recommendations by weighted rank score (higher numbers of respondents and higher rank combined to create an overall score).*



* Detailed methodology is shown in the appendix

Key Findings: Overall Recommendation Preferences

- The recommendations in the top tier of respondents' priorities, whether by raw count or ranked preferences are: “free transfers between bus and Metrorail,” “build dedicated bus lanes,” and “run more buses on busy routes.”
- “Free transfers” edged out “dedicated bus lanes” on the raw count of recommendations, but when considering the respondents' weighted preferences, “build dedicated bus lanes” was the highest ranked.
- Overall, there is strong support for recommendations which would reduce the cost to ride the bus, whether through making transfers between bus and rail free or by reducing the cost to ride for low-income customers.
- Providing “flexible bus service in less populated areas” is the recommendation that was selected the least amount of times in both the raw count of preferences and in the weighted preferences.

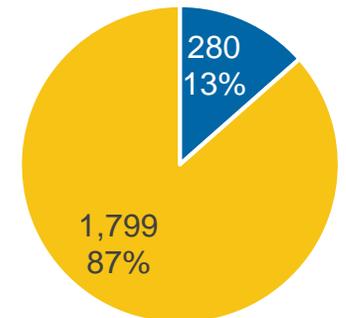
Key Findings: Overall Recommendation Preferences (continued)

- “Making bus stops safer, convenient, and more accessible” is the fourth highest priority when considering the weighted ranked scores and the raw counts, meaning this is a notable priority among respondents.
- Respondents expressed middling preference for making it easier to find information about bus and paying for the bus: “bus passes that work on all bus systems” and “mobile app for paying and accessing information.”

Recommendation Preferences by Income



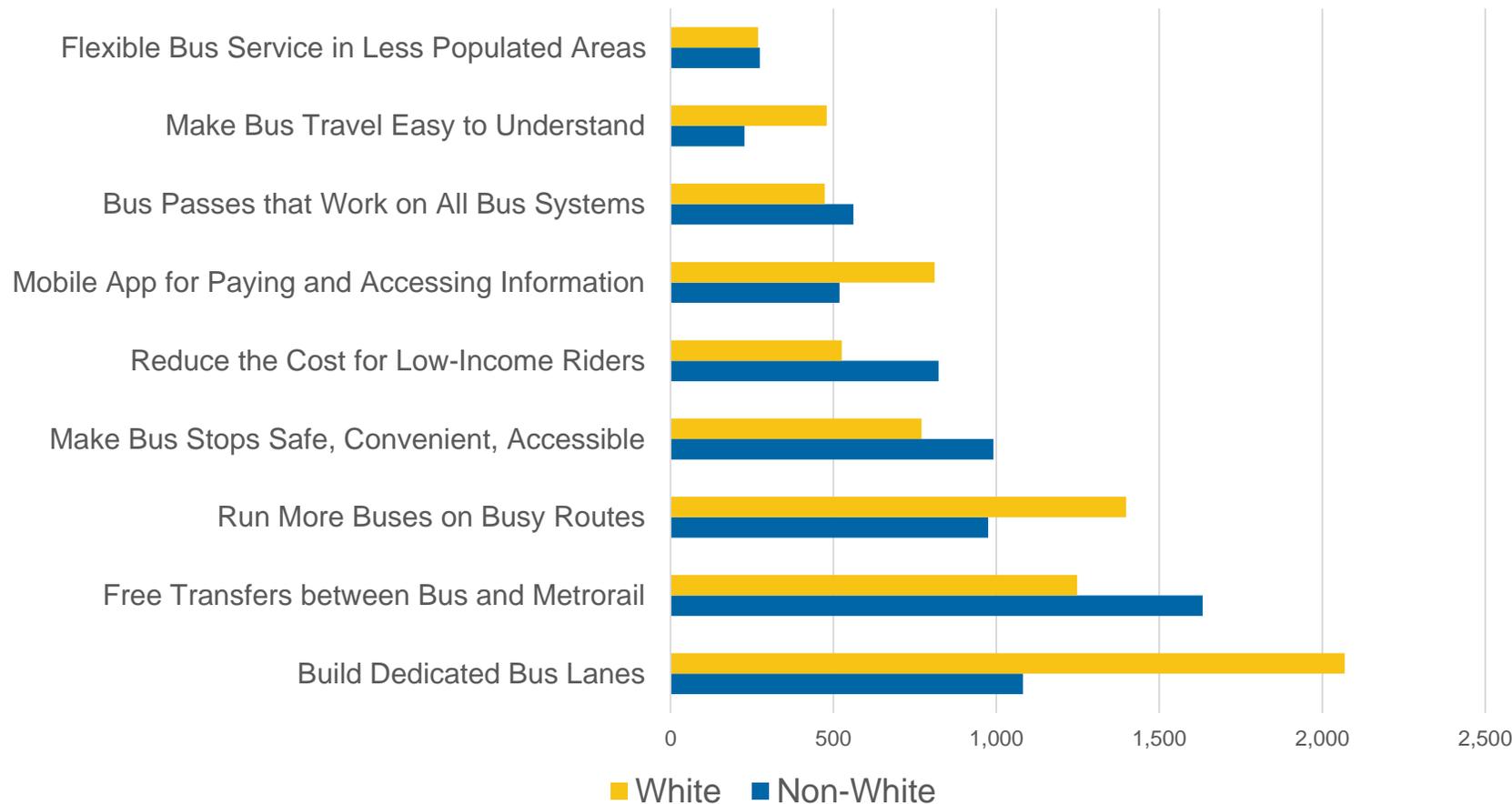
The bar chart compares the weighted ranked scores of low-income (respondents who reported their household annual income as less than \$30,000) and non-low-income respondents. Because these groups have different quantities of respondents, the pie chart is included to provide context – the number and share of responses to this question by group are shown (respondents were counted if they answered both the income and recommendation ranking questions).



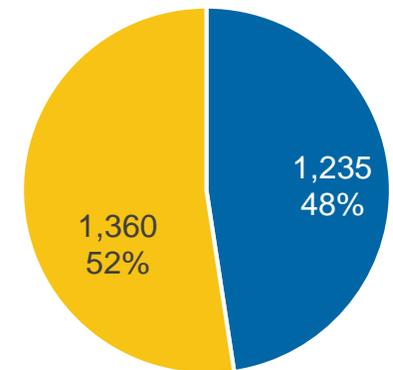
Key Findings: Recommendation Preferences by Income

- Recommendations to reduce the cost to customers have strong support across the income spectrum, although these recommendations are a higher priority for low-income respondents compared to non-low-income respondents:
 - “Free transfers” was the highest ranked priority for low-income respondents and for non-low-income respondents it was the second-highest priority.
 - “Reduce the cost for low-income riders” was the second highest priority for low-income respondents, compared to non-low-income respondents, for whom it ranked sixth.
- Recommendations to speed up buses and provide more bus service were relatively higher priorities for non-low-income respondents compared to low-income respondents, although the low-income respondents demonstrated that this is still an important recommendation (“build dedicated bus lanes” and “run more buses on busy routes”).

Recommendation Preferences by Race/Ethnicity



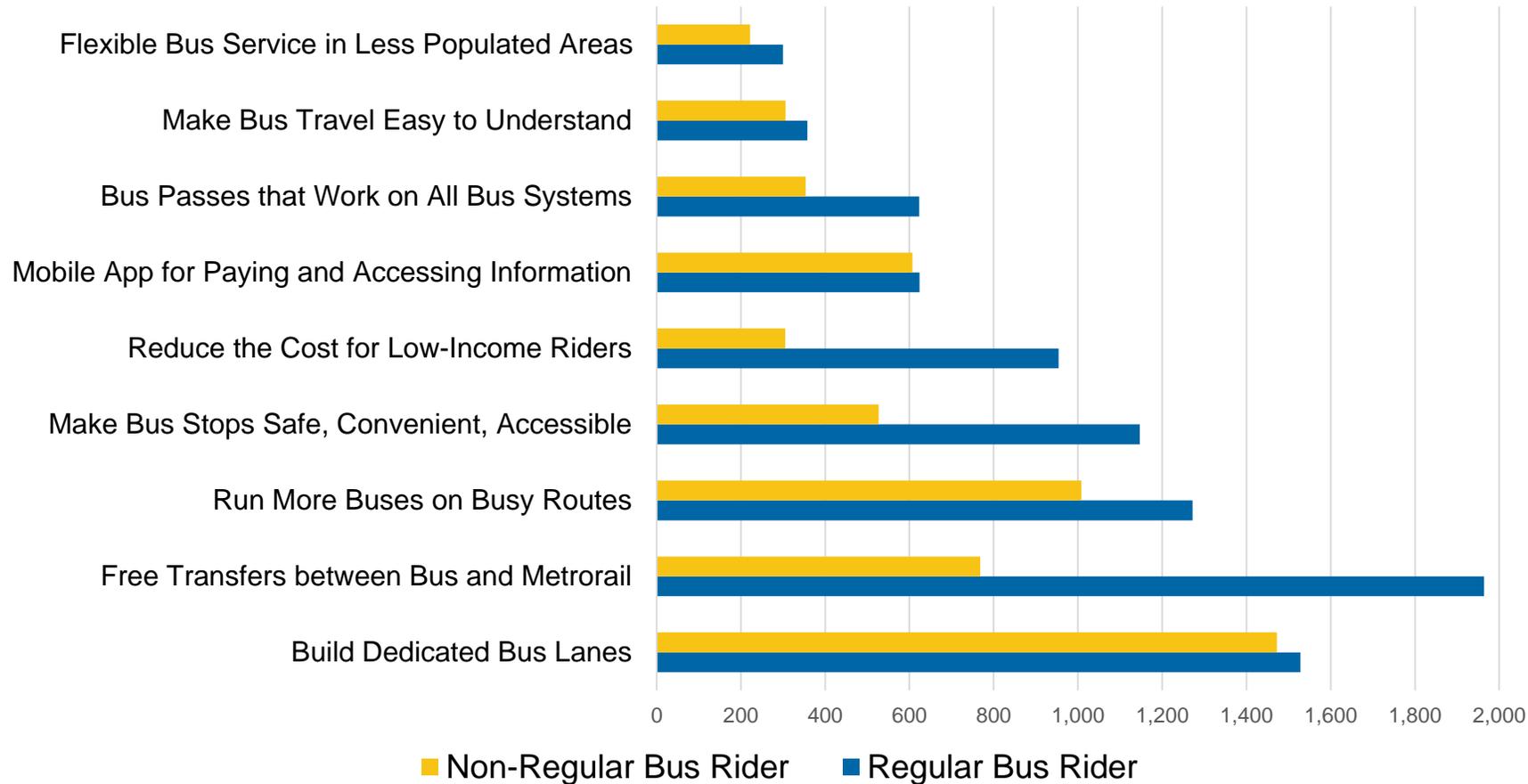
The bar chart compares the weighted ranked scores of white and non-white respondents. Because these groups have different quantities of respondents, the pie chart is included to provide context – the number and share of responses to this question by group are shown (respondents were counted if they answered both the race/ethnicity and recommendation ranking questions).



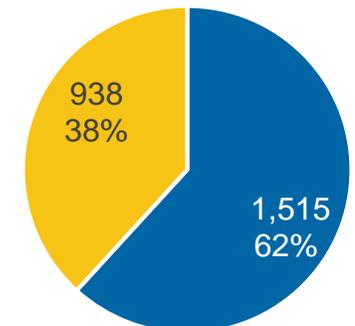
Key Findings: Recommendation Preferences by Race/Ethnicity

- White and non-white respondents indicated strong support for “dedicated bus lanes,” “free transfers between bus and Metrorail,” and “run more buses on busy routes.”
- Recommendations to reduce the cost to the rider are a higher priority for non-white respondents compared to white respondents; free transfers rank first, and reducing the cost for low-income riders ranks fifth according to non-white respondents, while these recommendations rank third and sixth, respectively, for white respondents.
- Non-white respondents prioritized “make bus stops safe, convenient, accessible” more than white respondents did.

Recommendation Preferences by Frequency of Bus Use



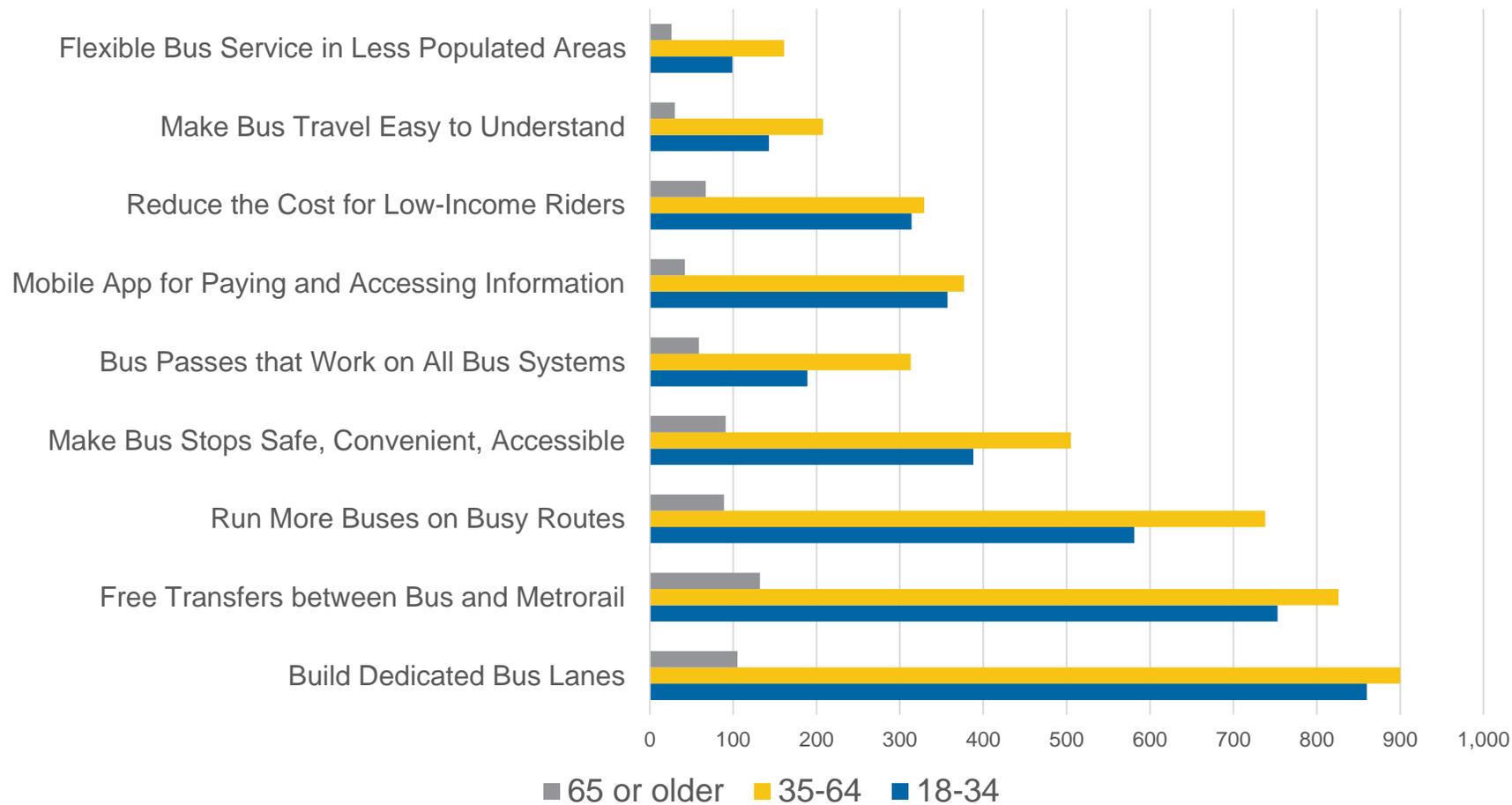
The bar chart compares the weighted ranked scores of regular bus riders (respondents who reported they ride the bus at least once per week) and non-regular bus riders. Because these groups have different quantities of respondents, the pie chart is included to provide context – the number and share of responses to this question by group are shown (respondents were counted if they answered both the bus usage and recommendation ranking questions).



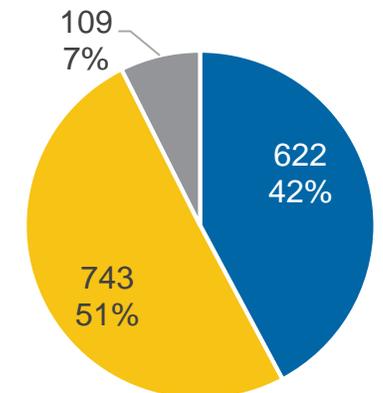
Key Findings: Recommendation Preferences by Frequency of Bus Use

- Within the regular bus rider group, free transfers between bus and rail is by far the highest ranked priority.
- Non-regular riders' top two priorities are “dedicated bus lanes” and “run more buses on busy routes,” indicating that reliability, frequency, and time savings are important to attracting non-regular riders.
- Recommendations to reduce costs to the user and make bus stops safer were ranked as higher priorities for regular bus riders compared to non-regular bus riders.
- “Mobile app for paying and accessing information” was ranked as a higher priority by non-regular bus riders compared to regular bus riders.

Recommendation Preferences by Age



The bar chart compares the weighted ranked scores by age group. Because the groups have different quantities of respondents, the pie chart is included to provide context – the number and share of responses to this question by group are shown (respondents were counted if they answered both the age and recommendation ranking questions).



Key Findings: Recommendation Preferences by Age

- Age did not play a notable role in respondents' preferences for the recommendations.
- One small difference between age groups was that respondents age 65 or older said their highest ranked priority is free transfers between bus and rail whereas the other two age groups said building dedicated lanes is their highest priority.
- The 18-34 and 35-64 age groups prioritized the recommendations in the same order as each other.

Recommendation Preferences by Jurisdiction of Residence

	Washington, DC	Montgomery County	Prince George's County	Fairfax County	Arlington County	City of Alexandria	Loudoun County	Out of town*
Build Dedicated Bus Lanes	24%	19%	15%	17%	20%	21%	25%	21%
Free Transfers between Bus and Metrorail	19%	19%	21%	19%	19%	15%	16%	19%
Run More Buses on Busy Routes	18%	14%	14%	15%	15%	16%	12%	14%
Make Bus Stops Safe, Convenient, Accessible	10%	14%	15%	10%	11%	9%	11%	12%
Bus Passes that Work on All Bus Systems	6%	7%	8%	9%	7%	8%	9%	8%
Mobile App for Paying and Accessing Information	7%	10%	8%	12%	13%	14%	9%	8%
Reduce the Cost for Low-Income Riders	10%	9%	10%	6%	7%	5%	6%	10%
Make Bus Travel Easy to Understand	4%	4%	4%	7%	6%	6%	7%	5%
Flexible Bus Service in Less Populated Areas	3%	5%	5%	5%	3%	5%	5%	3%
	100%	100%	100%	100%	100%	100%	100%	100%

* Out of Town includes those respondents who provided a home zip code that is outside of WMATA Compact jurisdictions and does not include respondents who did not indicate a home zip code. Analysis for this question was not included for City of Fairfax and Falls Church respondents due to their low number of respondents.

Key Findings: Recommendation Preferences by Jurisdiction of Residence

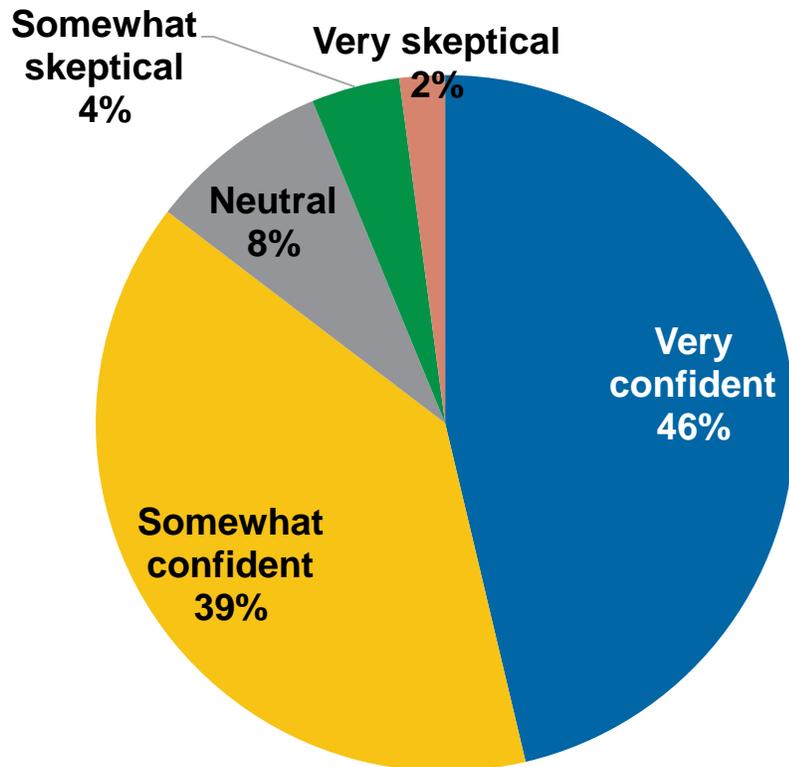
- The chart on the previous slide compares the weighted ranked scores of respondents by jurisdiction of residence, with the percentages indicating the share of weighted ranked scores for each recommendation from respondents within each jurisdiction. The highest ranked recommendation for each jurisdiction is highlighted in green.
- Respondents from Montgomery County equally prioritized building dedicated bus lanes and providing free transfers between bus and rail. Residents of Arlington County, the City of Alexandria, and Loudoun County all ranked building dedicated lanes as their top priority. Respondents from the remaining jurisdictions ranked free transfers between Metrorail and bus as their top priority.
- Fairfax County, Arlington, and Alexandria residents prioritized a mobile app for paying and accessing information at a higher rate than respondents from other jurisdictions.
- Reducing the cost to ride bus for low-income riders was a higher priority for out-of-town residents, and residents of the Maryland counties and DC, compared to respondents from Virginia.

Key Findings: Recommendation Preferences by Language Survey Taken In

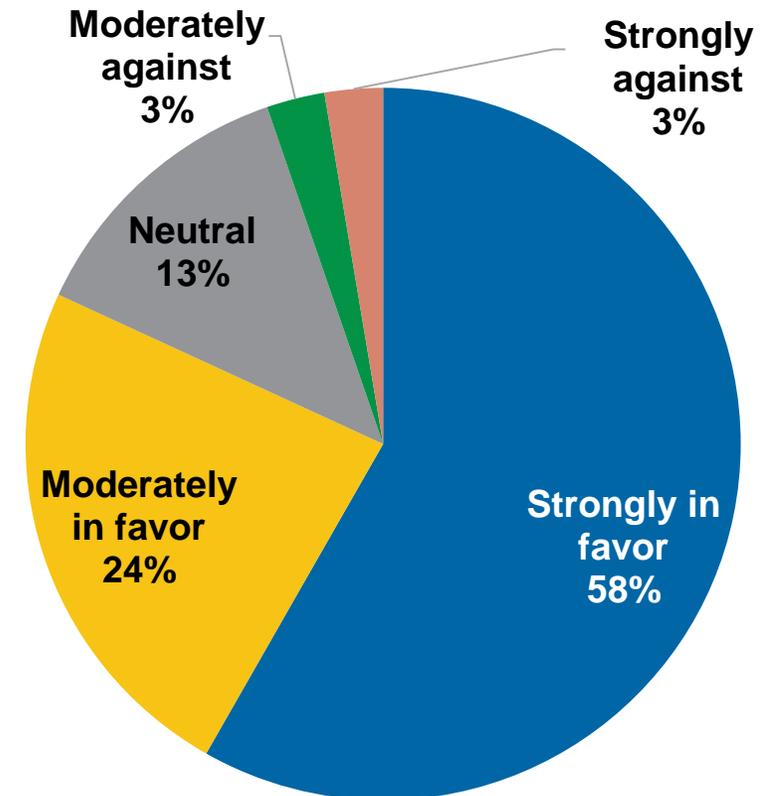
- The key findings comparing the weighted preferences by language the survey was taken in include:
 - The top priority for Spanish-language survey takers was free transfers between rail and bus, whereas for English-language survey takers it was building dedicated bus lanes.
 - Making bus stops safer and reducing the cost for low-income riders were tied for the second highest priorities among Spanish-language survey takers, while for English-language survey takers these preferences were ranked fourth and fifth, respectively.

Overall Support for Bus Transformation Project

How confident are you that the listed ideas will transform bus service in the Washington area?



Are you in favor of investing public dollars to implement the measures proposed by the Bus Transformation Project?



Overall Support for Bus Transformation Project by Level of Bus Use

How confident are you that the listed ideas will transform bus service in the Washington area?

Regular Bus Riders

- 47 percent are very confident
- Only seven percent are somewhat or very skeptical

Non-Regular Bus Riders

- 45 percent are very confident
- Only five percent are somewhat or very skeptical

Are you in favor of investing public dollars to implement the measures proposed by the Bus Transformation Project?

Regular Bus Riders

- 54 percent are strongly in favor
- Only seven percent are moderately or strongly against

Non-Regular Bus Riders

- 67 percent are strongly in favor
- Only two percent are moderately or strongly against

Overall Support for Bus Transformation Project by Income Level

How confident are you that the listed ideas will transform bus service in the Washington area?

Are you in favor of investing public dollars to implement the measures proposed by the Bus Transformation Project?

Low-Income Respondents

- 55 percent are very confident
- Only eight percent are somewhat or very skeptical

Low-Income Respondents

- 50 percent are strongly in favor
- Only nine percent are moderately or strongly against

Non-Low-Income Respondents

- 46 percent are very confident
- Only five percent are somewhat or very skeptical

Non-Low-Income Respondents

- 62 percent are strongly in favor
- Only three percent are moderately or strongly against

Appendix: Weighted Ranked Score Methodology (1)

Why? Using the weighted ranked score allows for deeper analysis into how respondents prioritize the recommendations in the Draft Strategy.

How? Respondents were asked to rank their top three recommendations in order of priority. By assigning weights to each ranked recommendation based on the level of priority, we can then add up all the weighted scores and see the overall relative important of each recommendation in comparison to the rest.

The ranked score was calculated by summing the weighted scores as follows:

- Number one priority score = 3
- Number two priority score = 2
- Number three priority score = 1

Appendix: Weighted Ranked Score Methodology (2)

Considerations

When using the weighted ranked score to analyze the responses from different groups (such as low-income and not low-income respondents), the score numbers themselves cannot be compared between groups because each group has differing respondent counts. For example, if there are 500 low-income respondents and 1,000 non-low-income respondents, the sum of the weighted scores from the non-low-income respondents will be much larger quantities. This could potentially make the results appear to show that the responses from the non-low-income group have more weight or more importance, which is not the case. It could also cause incorrect interpretations that low-income respondents ranked the recommendations lower overall, which is not the case either – there are just fewer low-income respondents compared to non-low-income respondents.

The weighted ranked score is useful for comparing recommendation preferences within groups. For example, it is possible to say that for low-income respondents, a recommendation received a 40 percent higher weighted ranked score than another recommendation did. It is possible to determine the order of preferences for recommendations within groups, and to also compare the order of preferences for recommendations between groups (which does not require using the scores themselves, but the order of the recommendations based on the scores).