

The Bus Transformation Project

The strategy to fast, frequent, reliable, affordable bus service.

The Bus Transformation Strategy provides key recommendations to transform the bus system across the region. For more information, please visit www.bustransformationproject.com.

The Strategy's Four Recommendations

These key recommendations were created with bus providers, riders and non-riders, bus operators, cities and counties, transit and rider advocates, community organizations, and the business community.



1

Provide frequent and convenient bus service that connects communities and promotes housing affordability, regional equity, and economic growth.



2

Give buses priority on roadways to move people quickly and reliably.



3

Create an excellent customer experience to retain and increase ridership.



4

Empower a publicly appointed task force to transform bus and lead the implementation of a truly integrated regional system.

Strategy Highlights



Frequent & Convenient Bus Service:

- Consistent and attractive bus service across the region
- A bus network that connects people and places at times of day when they need to travel



Bus Priority on Roadways:

- Buses that bypass traffic on the busiest corridors
- Predictable and reliable bus service that customers can trust



Excellent Customer Experience:

- Increased safety for riders and bus operators
- More affordable fares for those who need it most and easier fare payment for everyone
- Accurate information so you can be confident in the time needed to travel



Leadership to Transform Bus:

- Strong and specific approach to turn the Strategy into reality
- Annual progress report so you know that progress is happening

Acting on the Strategy will transform bus service...

from **Wondering when the bus will come**



MAKE BUS THE EASY FIRST CHOICE



to **Frequent and predictable**

from **Slow and stuck in traffic**



PRIORITIZE BUSES ON MAJOR ROADWAYS



to **Fast trips where you want to go**

from **Last resort**



FOCUS ON THE CUSTOMER



to **Appealing and desirable**

from **Region divided**



STRENGTHEN REGIONAL COOPERATION



to **Stronger together**

Did you know?

- ✓ Buses carry more than 600,000 riders each weekday in the metropolitan region.
- ✓ The region has nine bus service providers.
- ✓ Only 48% of the population in the region has access to high-frequency service during peak periods.
- ✓ Growth in traffic over the past 10 years has slowed buses, representing more than 3.8 million hours lost each year, and a cost to WMATA of more than \$30 million annually.

Public input has been integral from the beginning!

Engagement activities have included:*

- 8,800** Survey responses to date
- 3** Public open house events
- 33** Pop-up events
- 45** External project briefings
- 55** Project Committee Meetings
- 243** Social media postings
- 185,750** People reached via social media

* As of 2019

Major themes from the Public Survey:



Free transfers between bus and Metrorail

“Free transfers to Metrorail is critical. The region’s transit system is built around being multi-modal. Why penalize people for using the system as designed?”



Build dedicated bus lanes

“Yes yes yes to dedicated bus lanes. Yes and more yes”
“Enforcement programs for bus lanes are critical!”



Run more buses on busy routes

“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.”

The Bus Transformation Project at a Glance

Next Steps: From Strategy to Action

Now that the Strategy and recommendations are complete, the next step is to develop the Action Plan to make the recommendations a reality over the next 10 years.

Currently in development, the Action Plan will factor in the existing work of operators and jurisdictions, quick wins for gaining momentum, and the best sequence for implementing the recommendations. **Stay tuned for the release of this important plan by the end of 2019!**

