

BUS TRANSFORMATION PROJECT

TPB Technical Committee

December 6, 2019



Overview

1. The Need to Transform the Bus
2. Bus Transformation Strategy
3. Action Plan
4. Next Steps



The Need to Transform the Bus

Congestion, affordability, and mobility are major problems in the DC region that will only continue to grow

What can we do?

Bus is a major part of the region's transportation system, carrying 600,000 daily passengers

- Much of our region's population depends on bus as their only way to travel
- Rapid, effective bus service is fundamental to our region's prosperity

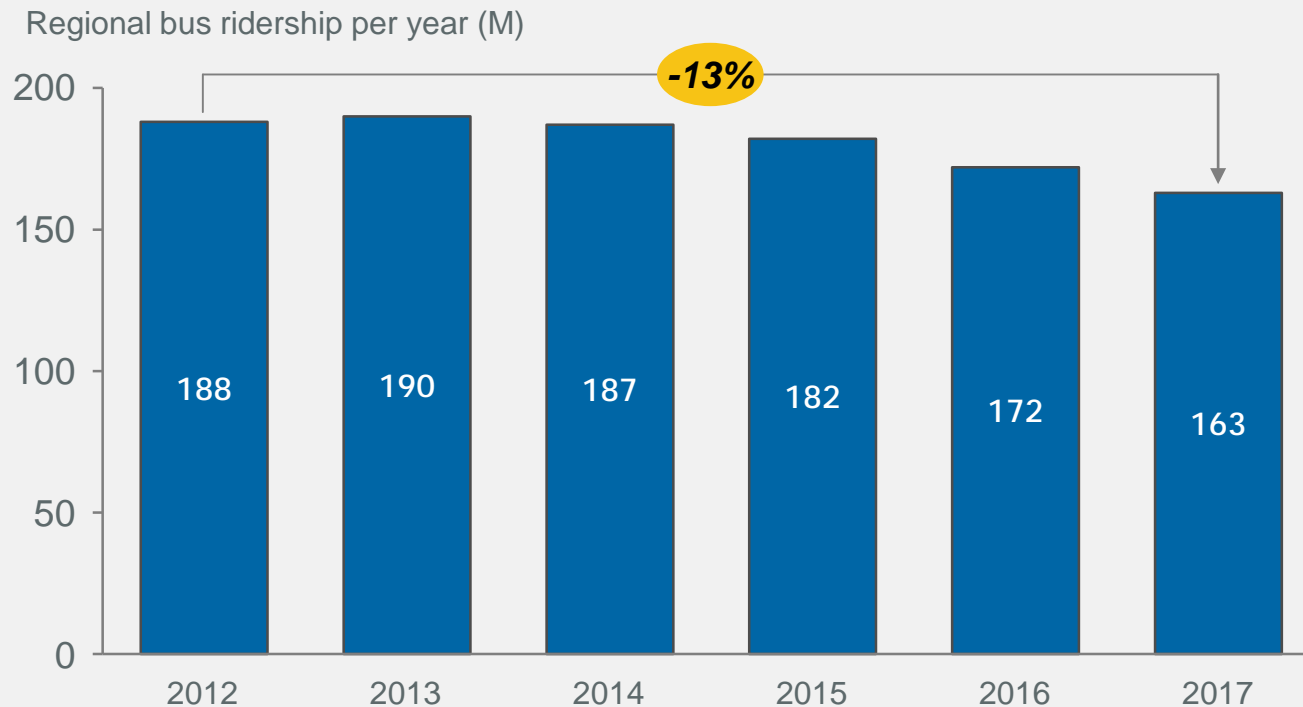
Meanwhile, the world of transportation is innovating rapidly, and our bus system has not kept pace

- Many technology-driven mobility options threaten to make congestion worse
- Cities and regions across the country are contending with many of the same challenges that this region is facing
- Many have made tough policy and operations decisions that have transformed their bus systems, decreased congestion, attracted ridership gains, improved reliability, and created more efficient operations

It is time to transform the region's bus system

The Challenge:

- Customers are turning to other travel options.
- Traditional definitions of bus service are not keeping pace with rapid technology and social change
- Since 2012, bus ridership has fallen by 13 percent across the region



Bus faces several **core challenges** that will continue to grow unless changes are made today:



Meet **customer needs**



Keep up with **changing technology**



Coordinating across region



Maintain **sustainable** cost structure



Deciding how service is paid for

Collaborative transformation: a broad and deep process

Quality bus service is a shared responsibility:

- Bus service providers
- Departments of transportation who own, operate, and enforce streets and curbs
- Funding partners

Working together is critical to ensuring the bus system meets customer needs



More than a year of public and stakeholder input, including:

- 140 participants in September 2018 Kickoff Summit
- 8,800+ public survey responses
- 13 Metrobus operator listening sessions
- 4 Focus Groups
- 23 Executive Steering Committee meetings*
- 16 Technical Team meetings*
- 8 Strategy Advisory Panel meetings*
- 45 External project briefings
- 3 Public Open House events
- 33 Pop-up events
- 14 WMATA Leadership Team meetings*
- 285 Social media posting
- 312,000 people reached via social media

*All project committee members can be found on the last page of the [Strategy Summary](#) and the Action Plan Summary, available on the project website.



Bus Transformation **Strategy**

Strategy Recommendations

The strategy to achieve the vision and goals is built around four recommendations



1

Frequent and Convenient Bus Service

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



2

Bus Priority on Roadways

Give buses priority on roadways to move people quickly and reliably



3

Customer Experience

Create an excellent customer experience to retain and increase ridership

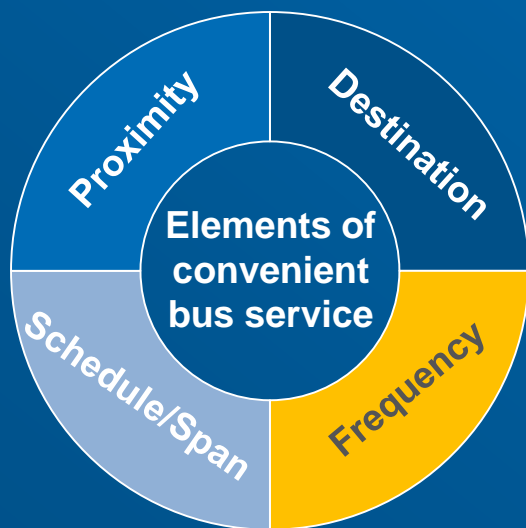


4

Task Force to Implement the Strategy

Empower a publicly appointed Task Force to transform bus and lead the implementation of a truly integrated regional system

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



- (A) **Establish regional standards** across bus systems to provide consistent bus service, tailored by location and time of day
- (B) Collect and **share standardized bus operations and performance data** across agencies to improve transparency and better plan bus service
- (C) **Collaboratively restructure the region’s bus network** to create the most efficient and customer-focused bus system*
 - (D) Cooperatively **assess Metrobus’ current service definitions and funding allocation formula** using the Metro Board’s Authority
 - (E) Leverage existing efforts by transit providers to **operate flexible on-demand services** to supplement the fixed route network where and when warranted

* Through a Mass Transit Plan as required by the WMATA Compact



These recommendations will result in:

- Increased **responsiveness** to customer demand for service
- Increased **access to transit** (frequency, schedule, span)
- Convenient service that is **direct and coordinated** among providers
- Increased bus **ridership**
- More **efficient use of resources**

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

- A Obtain commitments from state and local agencies (including roadway owners) to **adopt consistent guidelines**, bolster jurisdictional capital spending, and expedite coordinated implementation of bus priority
- B Implement enforcement policies that **establish bus priority** and result in reliable and fast service
- C Establish a capital program at Metro that **supports accelerated implementation of bus priority projects** including BRT
- D Support regional congestion mitigation efforts that bolster bus priority and **move more people more efficiently**



These recommendations will result in:

- Reduced **journey time** for bus riders
- Increased **on-time performance**
- Increased **ridership**
- Increased frequency and decreased **bus operating costs**
- Improved **corridor traffic conditions** for all vehicles
- Improved **regional productivity and competitiveness**

3 Create an excellent customer experience to retain and increase ridership

A Equip riders with high-quality, accurate, and easily accessible information to plan a trip

A1: Ensure that accurate, real-time service information for all providers is available in one place

A2: Make bus service easy to understand with legible maps and customer-friendly route names across providers

A3: Expand marketing efforts to enhance visibility of bus options and benefits

B Make paying bus fares easier

B1: Provide free transfers between bus and rail

B2: Provide reduced fare options for low-income riders

B3: Create a mobile solution to plan and pay for trips in one place

B4: Develop new regional passes that work across all providers, and make bus fares clear and understandable

B5: Incentivize more employers to offer transit benefits



These recommendations will result in:

- Increased **customer satisfaction**
- **More affordable transportation** for residents that need it most
- **Increased transit ridership**
- **Less congestion** on our region's roads
- Reduced **safety incident rates** at bus stops and on buses
- Reduced **environmental impact** of transportation

3 Create an excellent customer experience to retain and increase ridership

C Make it safer and more pleasant to ride the bus

C1: Make bus stops and shelters safe, comfortable, accessible, and technology-enabled

C2: Advance technology and programs that improve the safety of everyone on board by partnering with riders, bus operators, and unions

C3: Empower front-line staff to provide exceptional customer service

C4: Ensure that all buses meet the highest standards of comfort and cleanliness

D Pursue innovation and bus improvement

D1: Advance new vehicle technologies to improve bus' environmental footprint and efficiency

D2: Establish a Regional Mobility Innovation Lab to systematically share knowledge and accelerate improvements such as service provision, customer experience, and bus operator and passenger safety



These recommendations will result in:

- Increased **customer satisfaction**
- **More affordable transportation** for residents that need it most
- **Increased transit ridership**
- **Less congestion** on our region's roads
- Reduced **safety incident rates** at bus stops and on buses
- Reduced **environmental impact** of transportation

4 Empower a publicly appointed Task Force to transform bus and lead the implementation of a truly integrated regional system

- A Convene a Task Force to **oversee implementation** of the Strategy and **provide long-term leadership** for the region's bus system
- B Facilitate an independently published **annual progress report** on Bus Transformation Strategy implementation and a **bus performance scorecard** to track the level of service delivered to customers
- C **Develop a platform for rider feedback**, administered by the Task Force, and an ongoing mechanism for incorporating feedback into regular revisions of the Strategy recommendations



These recommendations will result in:

- The public will experience a **unified bus system** that is **customer-responsive**
- **Customer representation** for strong customer accountability
- **Integrated decision making** and efficient use of public resources
- **Better coordination** of operations and facilities, services and guidelines

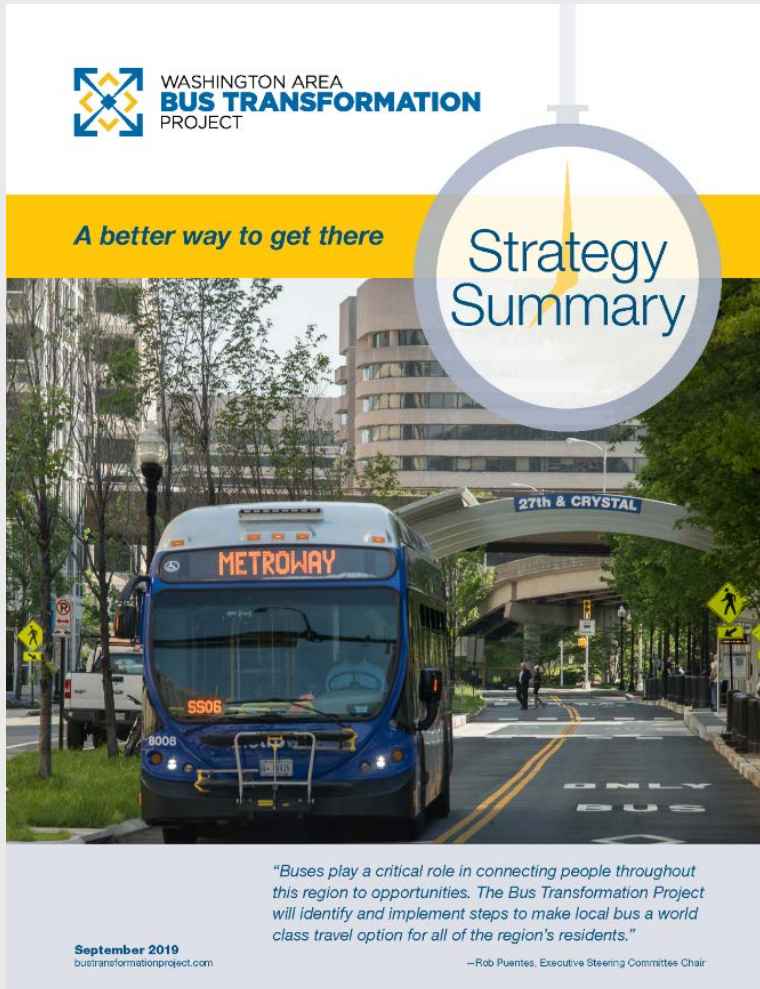


Action Plan



Next Steps

Next Steps to Transform the Bus



- **Present Strategy and seek endorsements** from local and regional councils/boards on Strategy:
 - Metro Board: December 12, 2019
 - TPB: December 18, 2019
 - Local and regional boards: January/February 2020
- **Empower Metro, bus providers, jurisdictions** to:
 - Lead on actions within their control
 - Partner to implement regional actions
- Recognize current financial realities, while maintaining progress to build a bus system that meets customers needs of **a fast, frequent, reliable, affordable system that feels unified**



Appendix

Changes from the Draft Strategy

Bus Provider and Agency Progress to Date on Recommendations

Changes from the Draft Strategy

Structural Changes:

- Streamlined from six key recommendations to four
- Final strategy includes 26 recommendations

New Recommendations Based Public Feedback:

- A regional rider feedback platform as a response to public input that riders should be a part of shaping their system
- On-board safety for drivers and passengers
- Bus cleanliness and comfort based
- Customer service based

Other Changes Based on Stakeholder Feedback:

- No longer proposed transferring service between bus providers, but does propose revisiting the definition of “regional” bus routes by the WMATA Board
- Removed recommendation to consolidate back-office functions
- The recommended Task Force is not necessary to jumpstart Bus Transformation, but the Strategy still recommends that the region work together to identify a version of collaboration that elevates bus in the region and creates a more unified system for the customer

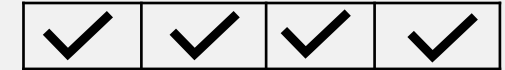
1 Provide frequent and convenient bus service

Survey Findings: Progress to Date

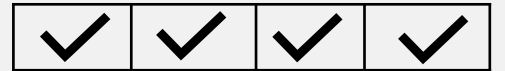


- A** Establish regional standards
- B** Collect and share standardized bus operations and performance data
- C** Collaboratively restructure the region's bus network
- D** Cooperatively assess Metrobus' current service definitions and funding allocation
- E** Leverage existing efforts by transit providers to operate flexible on-demand services

WMATA developed service guidelines (2015) with the region, but not Board adopted. Other agencies have standards and/or performance metrics



AVL and APCs on most buses in region; Level and sophistication of data cleaning and analysis varies



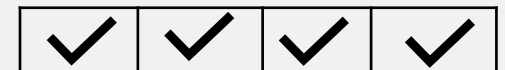
Nothing has been done at a full regional level. VA agencies have and will continue to review entire network (by jurisdiction) through required TDP and TSP process. DC local bus study completed in 2014; Circulator TDP updated in 2017. Prince George's Transit Vision Plan



Progress made through first part of Bus Transformation Project

No survey question

Montgomery County and DDOT have pilot programs. Other jurisdictions have studied it or are currently studying it. Prince George's has limited call-a-ride services open to all



Note: Checkmarks indicate some level of progress, not necessarily completion. Progress-to-date information is current as of October 2019. Refer to the full Action Plan for more details.

2 Give buses priority on roadways

- F Obtain commitments from state and local agencies (including roadway owners) to expedite bus priority
- G Implement enforcement policies that establish bus priority
- H Establish a capital program at WMATA that supports accelerated implementation
- I Support regional congestion mitigation efforts that bolster bus priority

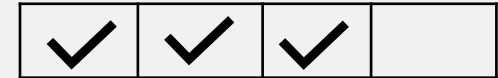
Survey Findings: Progress to Date



No commitments exist to expedite bus priority measures. Implementation decisions implemented on a case by case basis. 2015 Metrobus service standards included priority. DDOT has made H&I Street bus lanes permanent, Arlington/Alexandria have Metroway, Fairfax Co and Montgomery working on several corridors



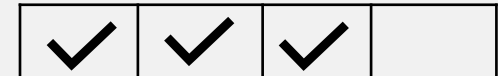
Traffic Incident Management Enhancement Taskforce (TIME) as part of TPB/COG. MCDOT, DDOT, VDOT, all expressed support for this. Plus "general agreement that it's good to pursue." TPB Bus Lane Enforcement Study from 2017. Varying implementations of automated enforcement allowed in different jurisdictions



No progress to date

No survey question

Some work being done, e.g. DDOT study in FY20 budget. VDOT has congestion pricing on Express Lanes. MD is considering managed lanes



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3 Create an excellent customer experience

Equip riders with high-quality, accurate, and easily accessible information

J: Real-time service information for all providers available in one place

K: Legible maps and customer-friendly route names across providers

L: Expand marketing efforts to enhance visibility of bus

Make paying bus fares easier.

M: Provide full transfer discount between bus and rail

N: Provide reduced fare options for low-income riders

O: Create a mobile solution to plan and pay for trips in one place

P: Develop regional passes that work across all providers, and make bus fares clear and understandable

Q: Incentivize more employers to offer transit benefits

Survey Findings: Progress to Date



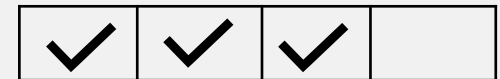
All agencies report progress but not completely implemented at this time.



Other than the WMATA-published map, there are no system-wide maps. Have not started route renumbering

No survey question

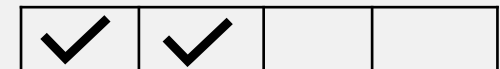
Bus marketing is thus far piecemeal on individual services - MD 355 Ride On 101, DC Circulator, etc.



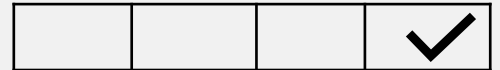
WMATA proposed as part of FY21 operating budget



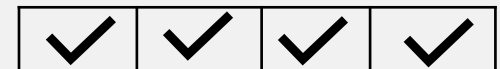
Various subsidy programs in multiple jurisdictions, and some free fares (e.g., CUE). DC/WMATA planning pilot



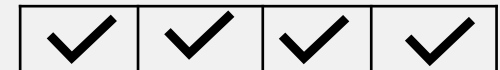
WMATA is working on a mobile payment solution



WMATA has added Metrobus to its monthly unlimited rail pass. Most bus operators in the region already accept the WMATA Weekly Unlimited Bus Pass



Many jurisdictions already have programs: Arlington, Fairfax, Alexandria, DC, and parts of Montgomery



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T: Empower front-line staff to provide exceptional customer service

U: Ensure that all buses meet the highest standards of comfort and cleanliness

Pursue innovation and bus improvement.

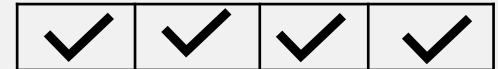
V: Advance new vehicle technologies to improve bus' environmental footprint and efficiency

W: Establish a Regional Mobility Innovation Lab to systematically share knowledge and accelerate improvements

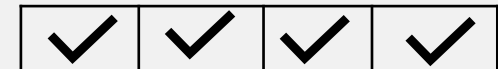
Survey Findings: Progress to Date



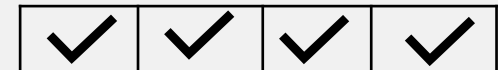
VDOT, WMATA, Fairfax County already have guidelines. City of Fairfax is in the process of developing. Alexandria and Prince George's use WMATA's standards



All agencies have passenger and driver safety features, and are planning for improvements



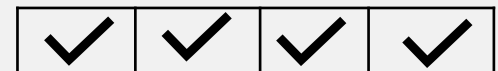
All providers include customer service in operator training efforts, although some are provided by the contractor. Alexandria and FCDOT have incentive programs



Operators have individual standards

No survey question

Five agencies currently doing or moving toward electric bus procurement (WMATA, Circulator, Ride On, DASH, The Bus) with expected implementation around 2021. VDOT and DRPT are also moving forward with EV buses. AV shuttles being tested in VA



TPB Regional Public Transportation Subcommittee and WMATA JCC are two existing forums for ad-hoc information sharing

No survey question

Note: Checkmarks indicate some level of progress, not necessarily completion. Progress-to-date information is current as of October 2019. Refer to the full Action Plan for more details.

4

Empower a publicly appointed Task Force to transform bus

X Convene a Task Force to oversee implementation of the Strategy and provide long-term leadership for the regional bus system with membership

Y Annual progress report on Bus Transformation Strategy implementation and a bus performance scorecard

Z Develop a platform for rider feedback, administered by the Task Force, and an ongoing mechanism for incorporating feedback

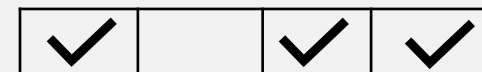
Survey Findings: Progress to Date



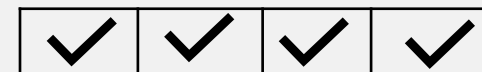
No agencies have committed to date; revisit the structure and timing of this recommendation

No survey question

Bus performance scorecard - some start from CSG report (just Metrobus in DC). Performance metrics are published by DASH, Metrobus, City of Fairfax, Fairfax County, MCDOT. DRPT and NVTC collect and publish performance metrics for all agencies



RACs exists at WMATA and Prince George's County. DASH is forming advisory committees. Other agencies have ways for riders to provide feedback on service



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