

Better Bus: Network Redesign

NVTC/CSG Bus Forum

January 20, 2023



The Need for a Better Bus Network



To keep up with our changing region and the people that live and work here



To better connect people to where they need to go



To promote equity, inclusiveness, and access to opportunity



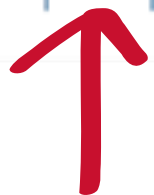
To create a network that is easy to use no matter where you are



To identify a sustainable and predictable funding approach for bus service



Better Bus Network Redesign Roadmap



We are here



Engagement: By the Numbers



Nearly **9,500** interactions
at 18 pop-up events

500+ conversations with
customers at 10 bus stops

6,500+ survey
participants



Outreach to **12,000** Metro employees

Listening sessions with **200+** bus operators



Materials in **10**
languages with **2,500**
QR code scans

7,000+
webpage views

3,000+ e-newsletter
subscribers



45 Technical Committee
members and **39**
Community Connections
Committee members

20+ meetings with elected
officials across the region



890,000+ impressions
on online ads

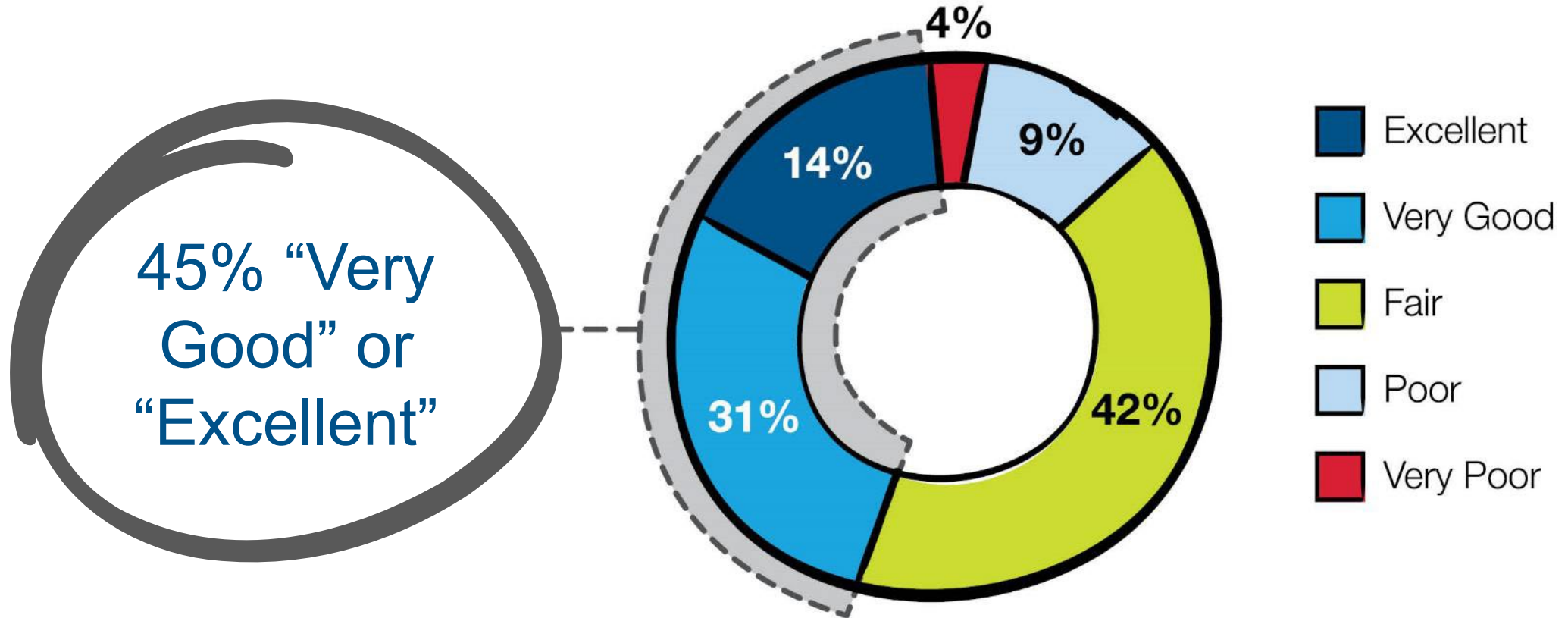
7 ads in **6** languages
in community
newspapers

Digital signage
at **91** stations





Regional Bus Service is Good, and it Could Be Better



Source: 2022 Public Survey
Overall Rating of Regional Bus Service

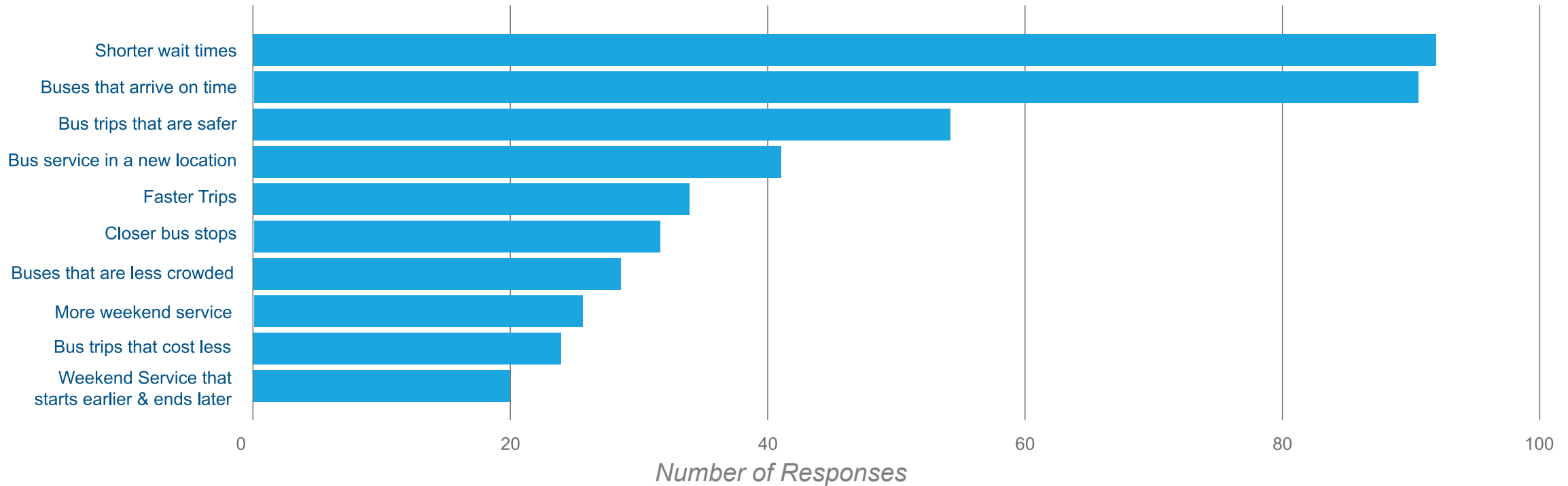




Current and Potential Customer Priorities for Improvement

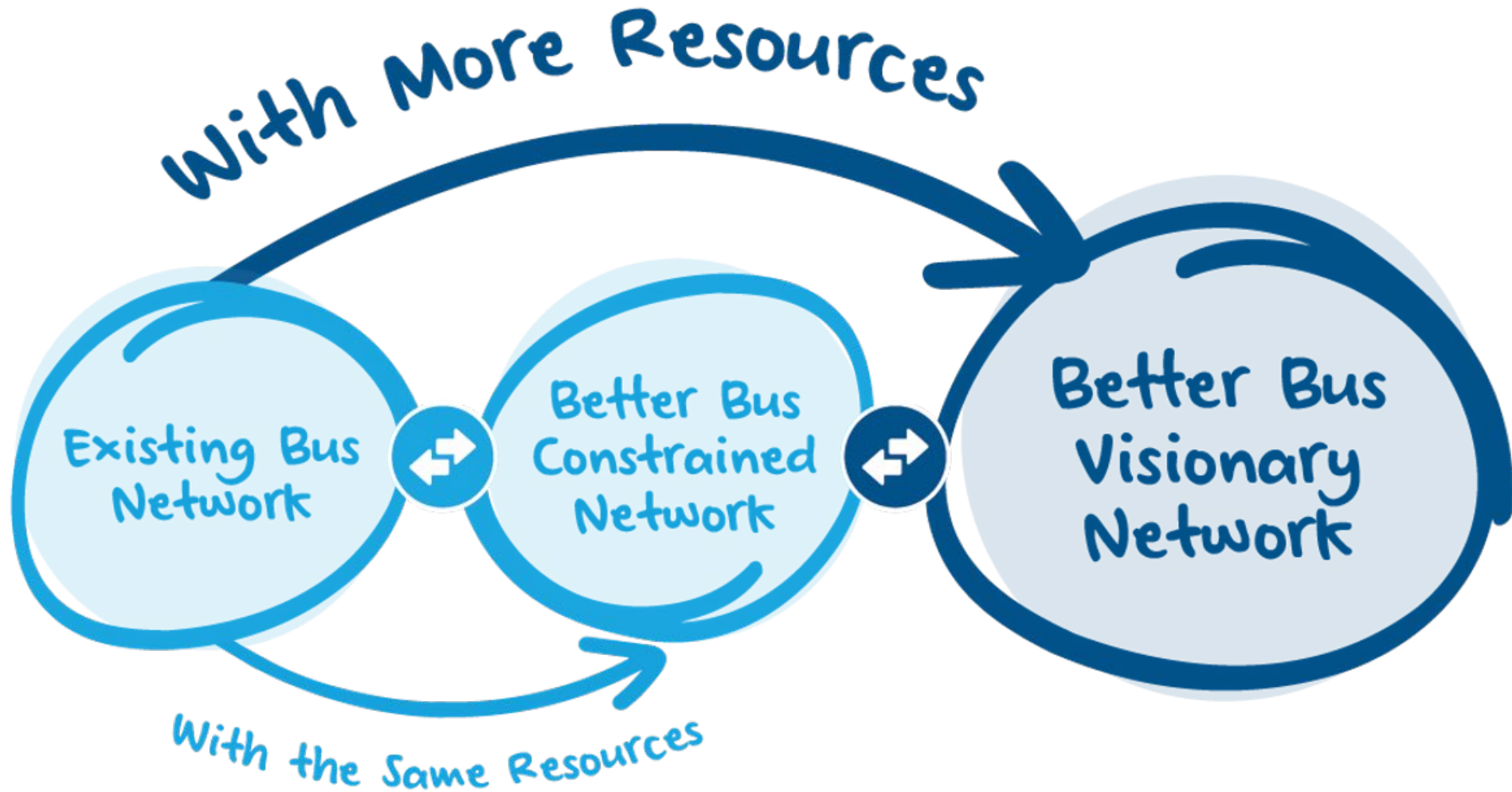
Long wait times and unreliable buses
are the biggest barriers to customers using the bus more

Top 10 Desired Bus Service Improvements

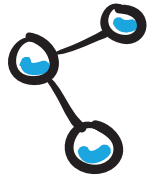




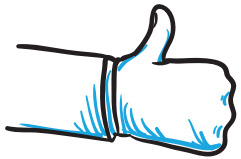
What the Region Gets from the Redesign



A Great Bus System Delivers...



- **Regional Connectivity** – Matches when and where people want to travel



- **Quality Customer and Operator Experience** – Provides fast, frequent, and reliable service

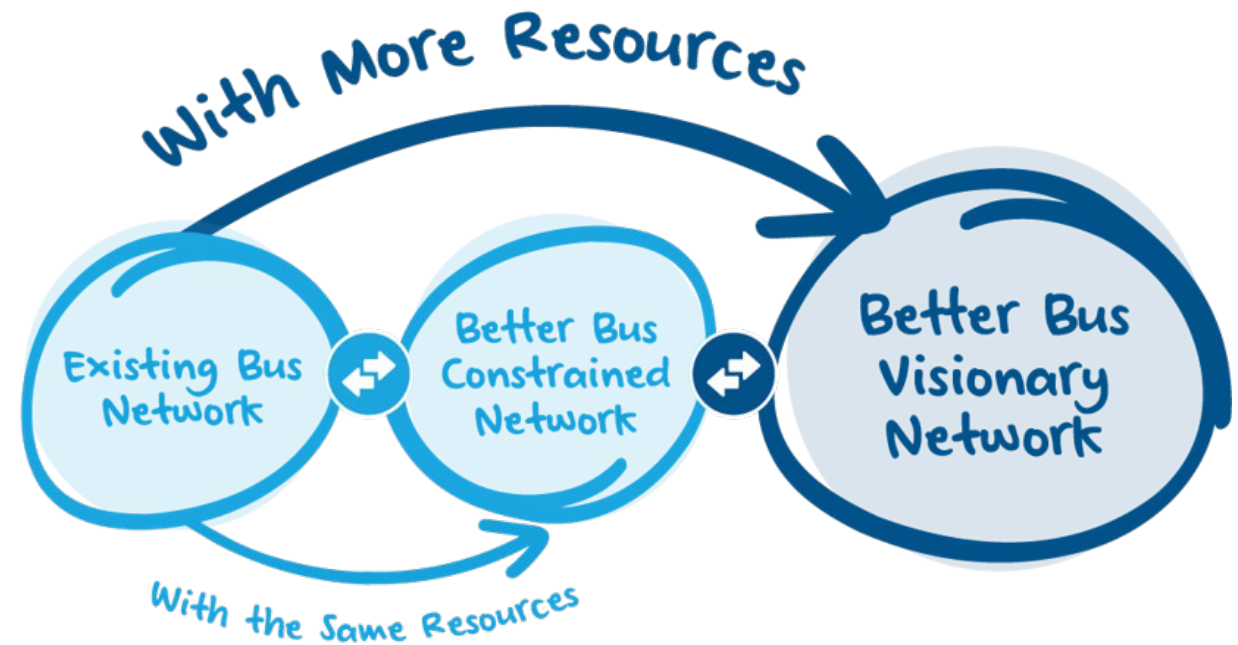


- **Equity** – Addresses inequities and increases access to opportunity for disenfranchised communities

To transport more customers, create safer streets, and improve air quality

Next Steps for the Better Bus Network Redesign

- Designing visionary and constrained networks hand in hand with regional partners
- Continuing to engage elected officials and other audiences
- Preparing to engage public and stakeholders in April and May 2023 with redesigned networks
- Recommended network for draft FY2025 budget (December 2023)



How You Can Get Involved

www.wmata.com/betterbus



Sign up for our e-newsletter to get project updates



Share or post on social media using information in our communications toolkit



Learn what customers said and about the assessment of the market and existing service by reading documents on