



# Metro Reimagined

 Project Overview  
Metro October 2017



# Reimagining Metro Transit

- **Continuing our Commitment to:**

- Provide mobility based on **existing** and **future** needs
- Value the role of **personal mobility** in the quality of life and economic vitality of the region
- Embrace **best practice strategies** and **innovate mobility options**
- Work with our partners to build an **effective** and **efficient** integrated system
- Progress **within our current and potential financial capacity**

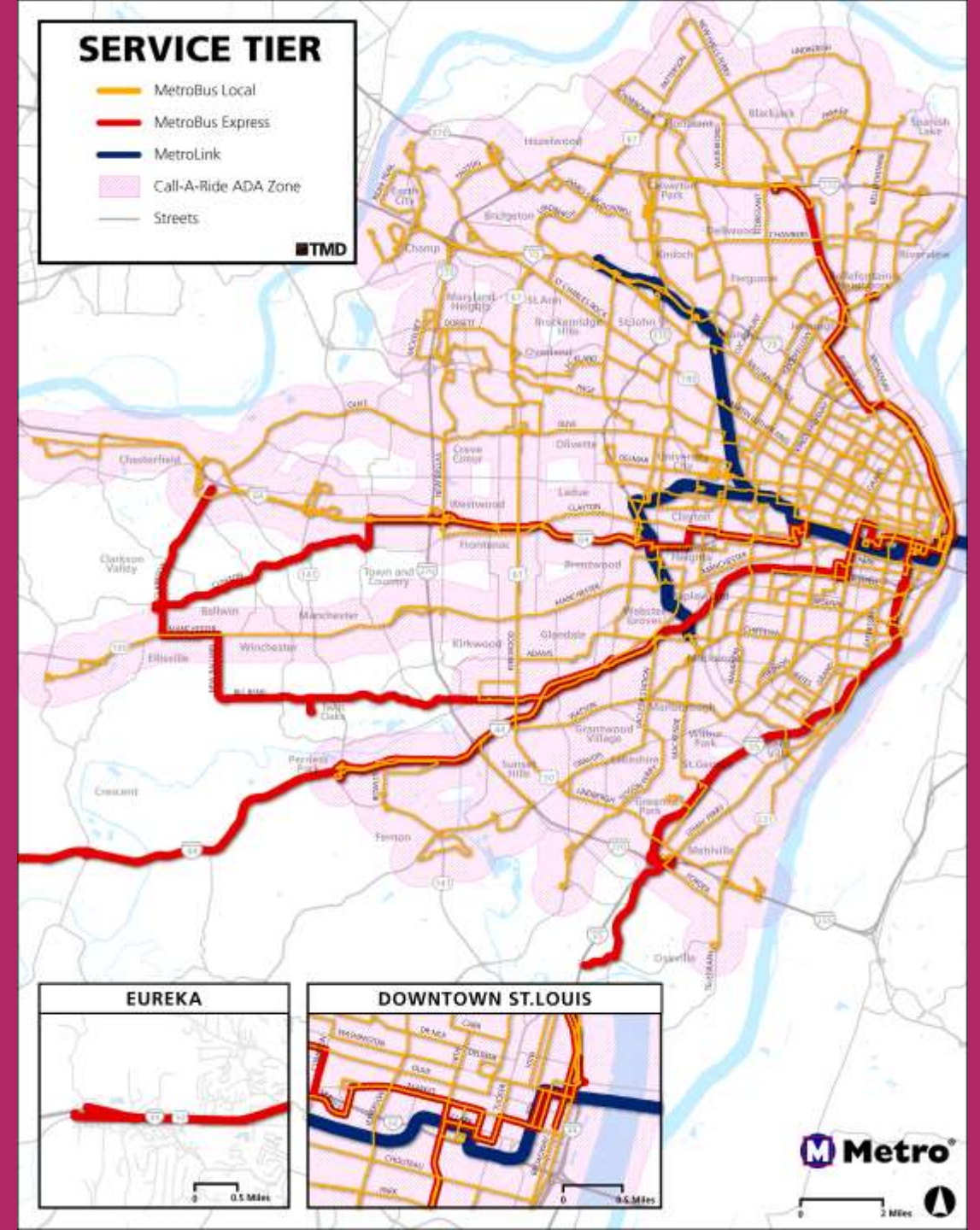
## **Identifying Strategies to Improve:**

1. Ridership
2. Customer experience
3. Cost effectiveness



# Transit Service Tiers

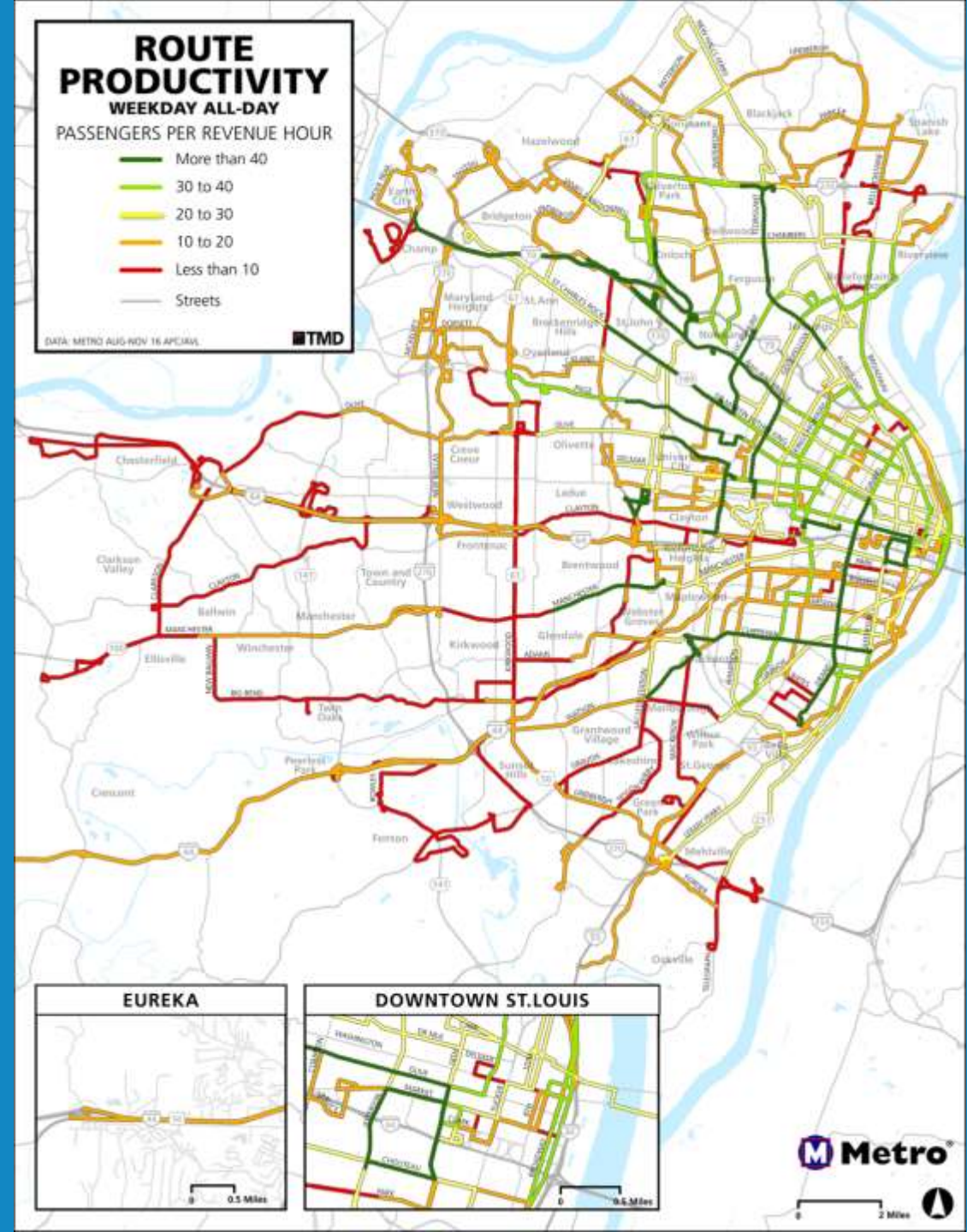
- Two MetroBus Service Tiers
  - Local & Express
- Large variation in local routes
- Fulfill different network roles
  - Structural spine
  - Neighborhood circulators
- Significant gap between rail & bus
- Moving forward:
  - *Differentiate between service types*
  - *Match service options to transit markets*



# Today's Key Corridors

- Examined productivity of different route sections, not just full routes
- Top ten routes account for **nearly 50 percent** of all MetroBus local boardings

- |       |       |
|-------|-------|
| • #70 | • #94 |
| • #95 | • #10 |
| • #11 | • #61 |
| • #90 | • #30 |
| • #74 | • #35 |





# Network Building Blocks

- Above average frequencies
- Above average productivity
- Investments to these 10 routes would improve service for **nearly 50 percent** of all MetroBus riders



# Market Challenges

- **Dispersed activity centers**
  - Social service locations
  - Healthcare facilities
  - Suburban employment centers
- **Challenging roadway network**
- **Minimal incentives for transit**
  - Short automobile commuting times
  - Cheap and available parking
  - Inexpensive gas
  - New competing mobility options (TNCs, microtransit)

# Service Challenges

- **Need for frequency and requirement for coverage** reduces market capture and network effectiveness
  - Need focus on improved customer network experience
  - Network needs more frequency and provide faster direct travel
- **Matching service strategies to diverse markets**
  - Lack of enhanced bus transit options
  - Need for alternative mobility strategies where fixed-route (local and express) isn't working

# Opportunities

1. Multiple high performing corridors become **building blocks for a frequent urban core network**
2. New transit facilities focus mobility & public services around **key community places**
3. New mobility options **cover gaps in the system** and replace underperforming fixed-route transit
4. New information, scheduling, and payment technology allow **“seamless” integration** with other mobility choices





# Network Design & Service Strategies

What network and service design principles form the Plan framework?

# Network Design Principles

- **Move to best practice market and consumer-based approach**
  - Create a simple, easy to understand network
  - Focus transit investment where it can provide the most mobility
  - Build a purposeful network
- **Transit solutions should match market opportunities**
  - Major travel demand corridors – bus or rail transit
  - Transit-centric areas – transit networks with spontaneous use frequencies
    - minimum 15-minutes; desired 10-minutes
  - Automobile-centric markets
    - fixed-route service where demand warrants and transit is competitive
  - Improve mobility needs for neighborhoods with few options



## Urban Core

- Higher densities
- Transit-centric
- Parking limited
- Walkable
- High street connectivity
- Shorter trips
- Compact trip-making
- ***High transit expectation***



## Inner Suburban

- Mix of lower densities
- Auto-centric
- Abundant parking
- Limited walkability
- Limited street connectivity
- Long trips
- Dispersed trip-making
- ***Moderate transit expectation***



## Outer Suburban

- Lower density
- Auto-dependent
- Free parking
- Restricted walkability
- Few street options
- Longest trips
- Isolated trip-making
- ***Less transit expectation***





**MetroLink Light Rail**



**Enhanced Bus Transit**



**Frequent Local Bus**



**Supporting Local Bus**



**Community Mobility**

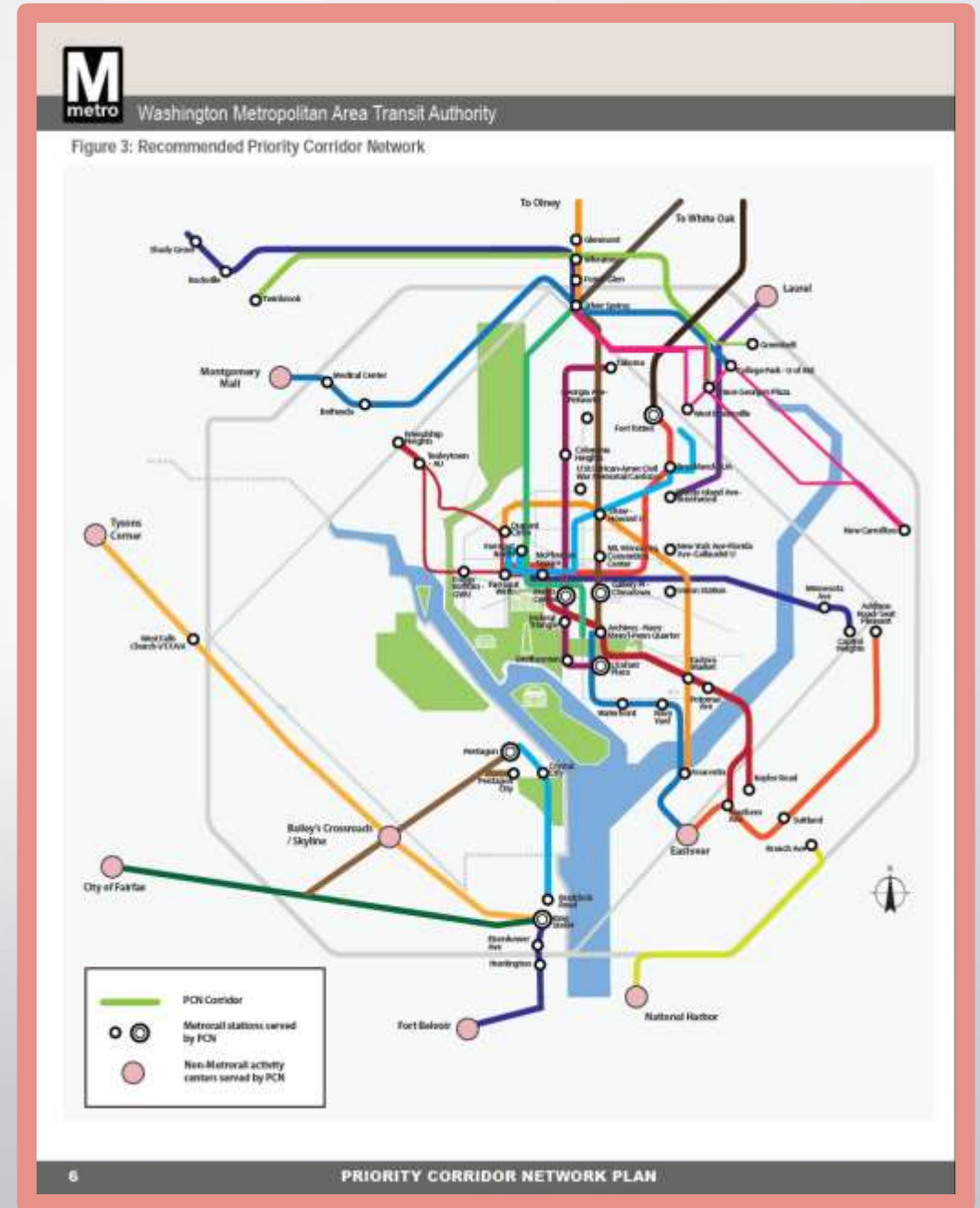
## **Core Area Mobility Options**



# Washington, DC Metro PRIORITY CORE NETWORK

- Enhanced bus service
- Frequent service with limited stops
- Signal prioritization
- Passenger amenities

*Core Area Mobility Options*





**Frequent Local Bus**



**Supporting Local Bus**



**Commuter Mobility**



**Community Mobility**

# Inner Suburb Mobility Options

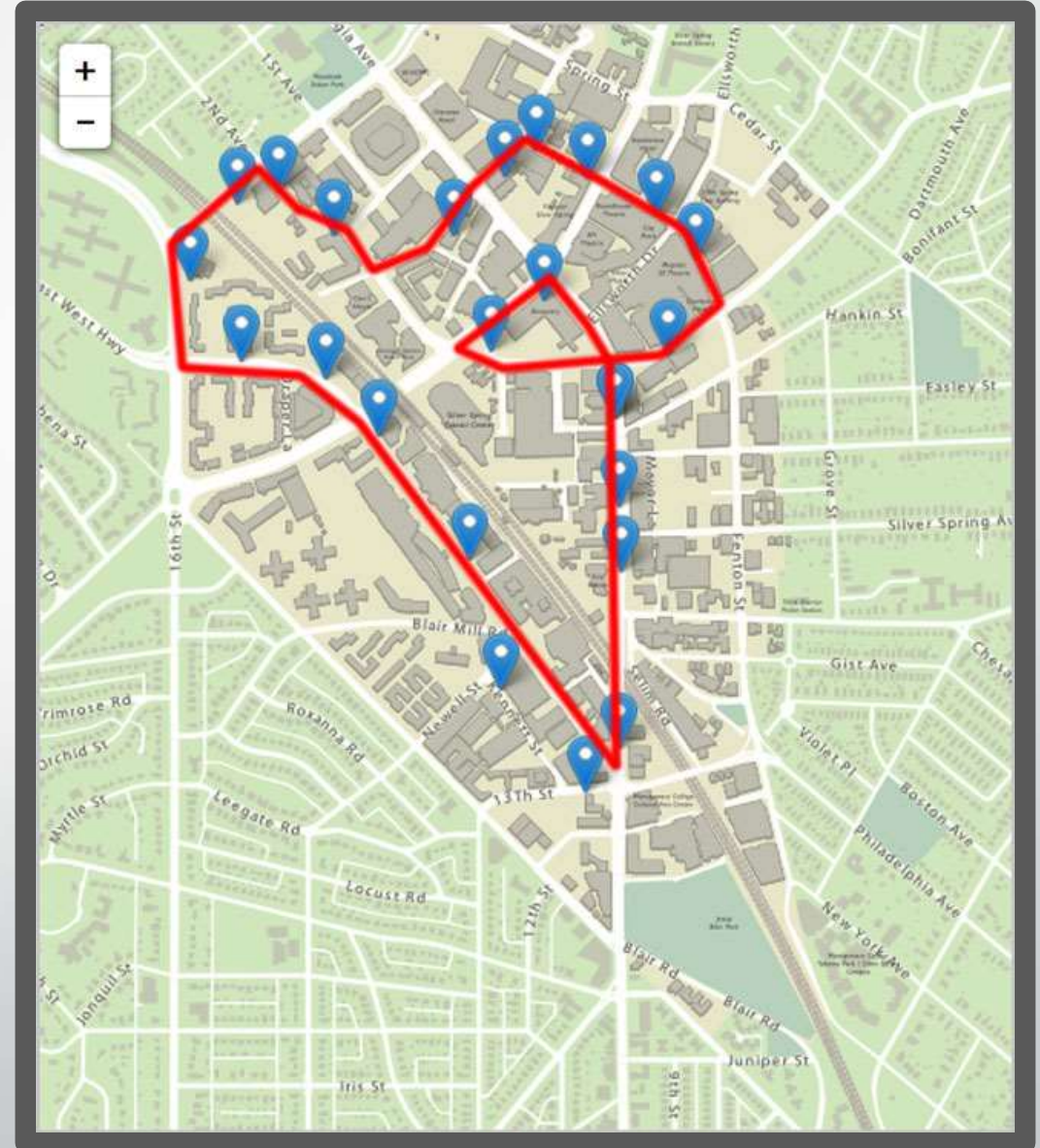




# Senior Communities LOCAL CIRCULATORS

- Service for specific populations
- Commonly used destinations
- Shorter routes
- Tailored to needs

*Inner Suburb Mobility Options*





**Local Bus**



**Commute Mobility**



**Community Mobility**

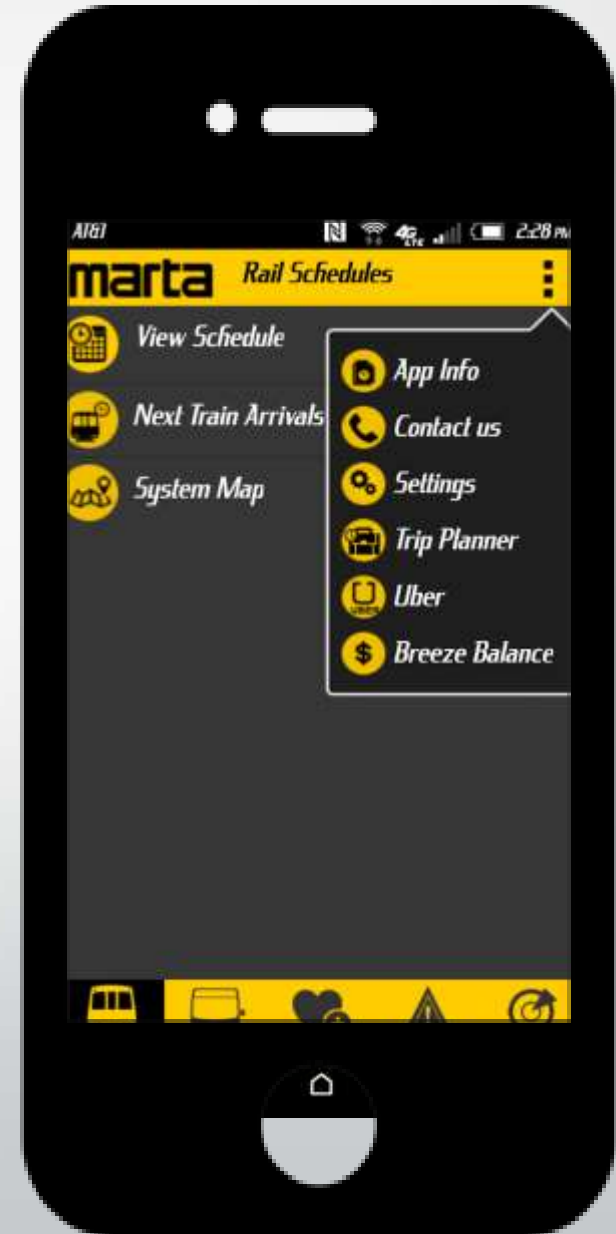
# Outer Suburb Mobility Options



# Atlanta, GA MARTA FIRST MILE / LAST MILE

- Trip completion with Uber
- Public / Private partnerships
- Mobile app technology
  - On the Go App
  - Google Transit Trip Planner

*Outer Ring Mobility Options*







# Building a Sustainable Plan

Layering Service Types to Create an Integrated Network

# Integrated Mobility is Key

1. Fixed-route transit
2. TNC's, Microtransit
3. Ridesharing
4. Carsharing
5. Bikesharing
6. One-stop shopping:  
Integrated pricing



# Current Work



Continue in-person community engagement



Develop service design principles



Develop draft network plan