

GetOnBoardBRT

BUS RAPID TRANSIT IN MONTGOMERY COUNTY

Corridor Advisory Committee Meeting #10 (South) April 3, 2017

WELCOME!

Michael Weinberger

CAC Facilitator

mweinberger@foursquareITP.com

**Feel free to contact me with any
questions!**

CAC Meeting #10 - Agenda

Today's Agenda:

- Introductions – Digital Voting Activity
- Expectations
- Overview of CAC Program Plan and Public Involvement Plan
- Project Schedule and Update
- Topics for future meetings

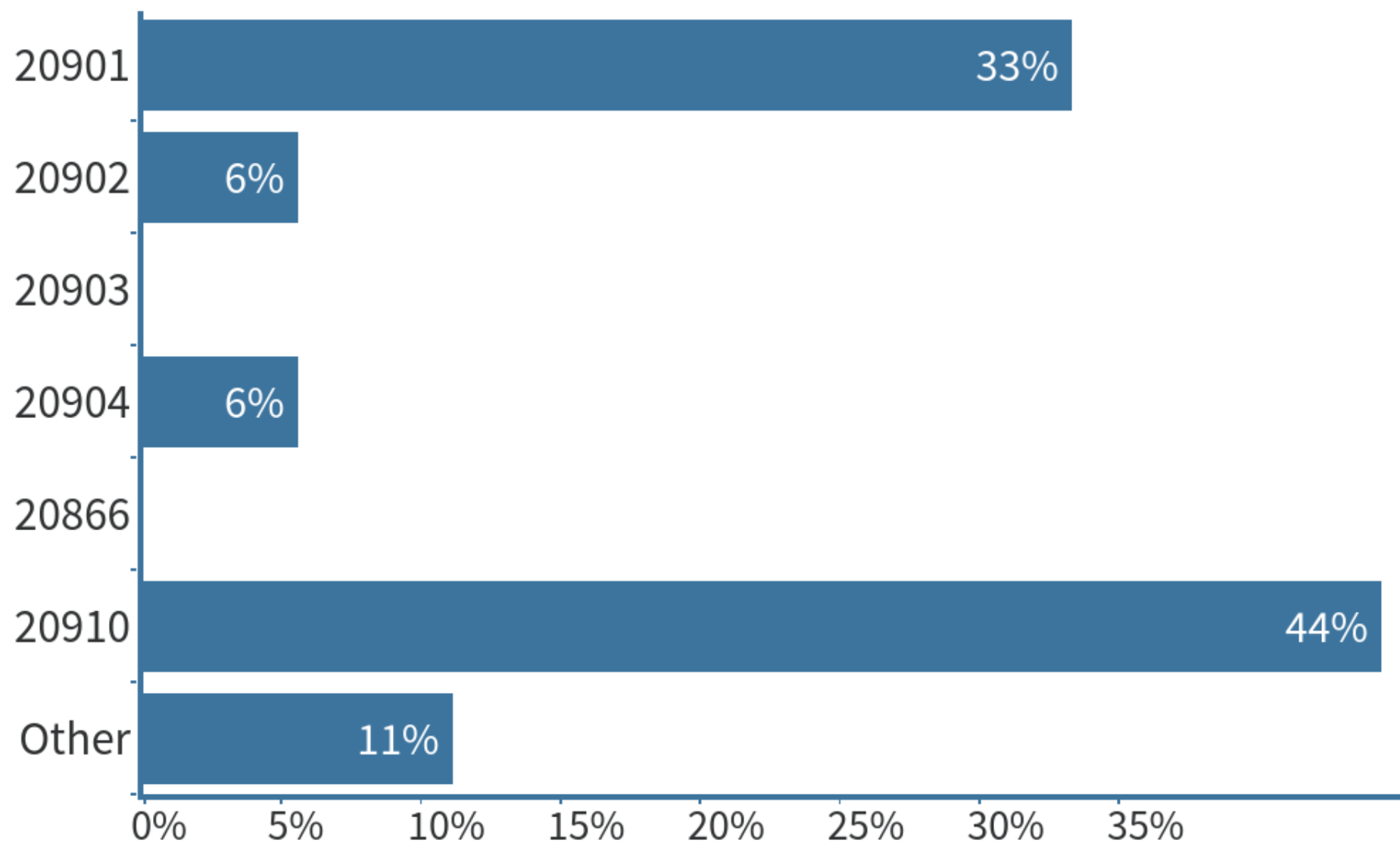
What is the zip code where you live?



When poll is active, respond at **PollEv.com/foursquareit585**



Text **FOURSQUAREIT585** to **22333** once to join



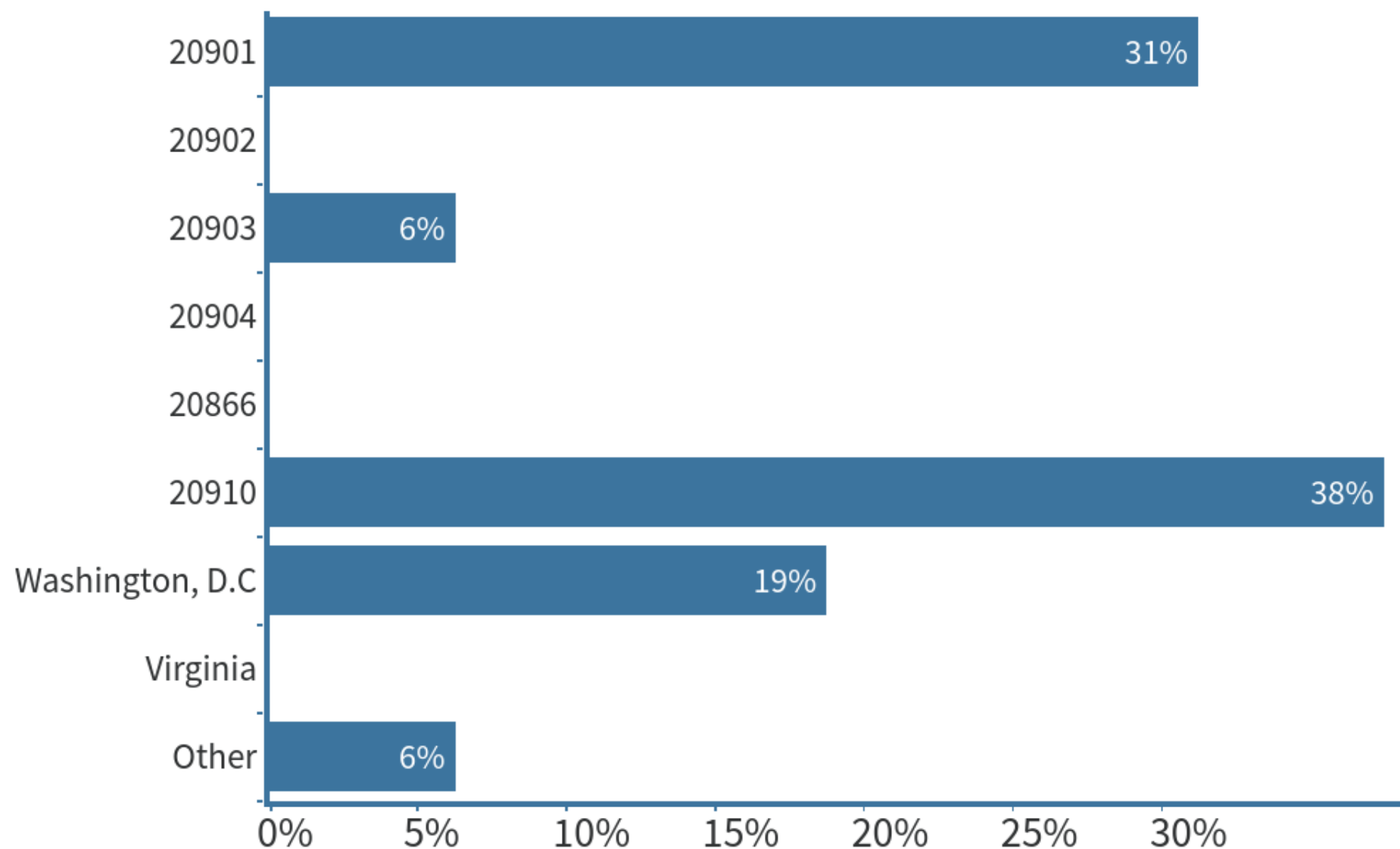
What is the zip code where you work?



When poll is active, respond at **PollEv.com/foursquareit585**



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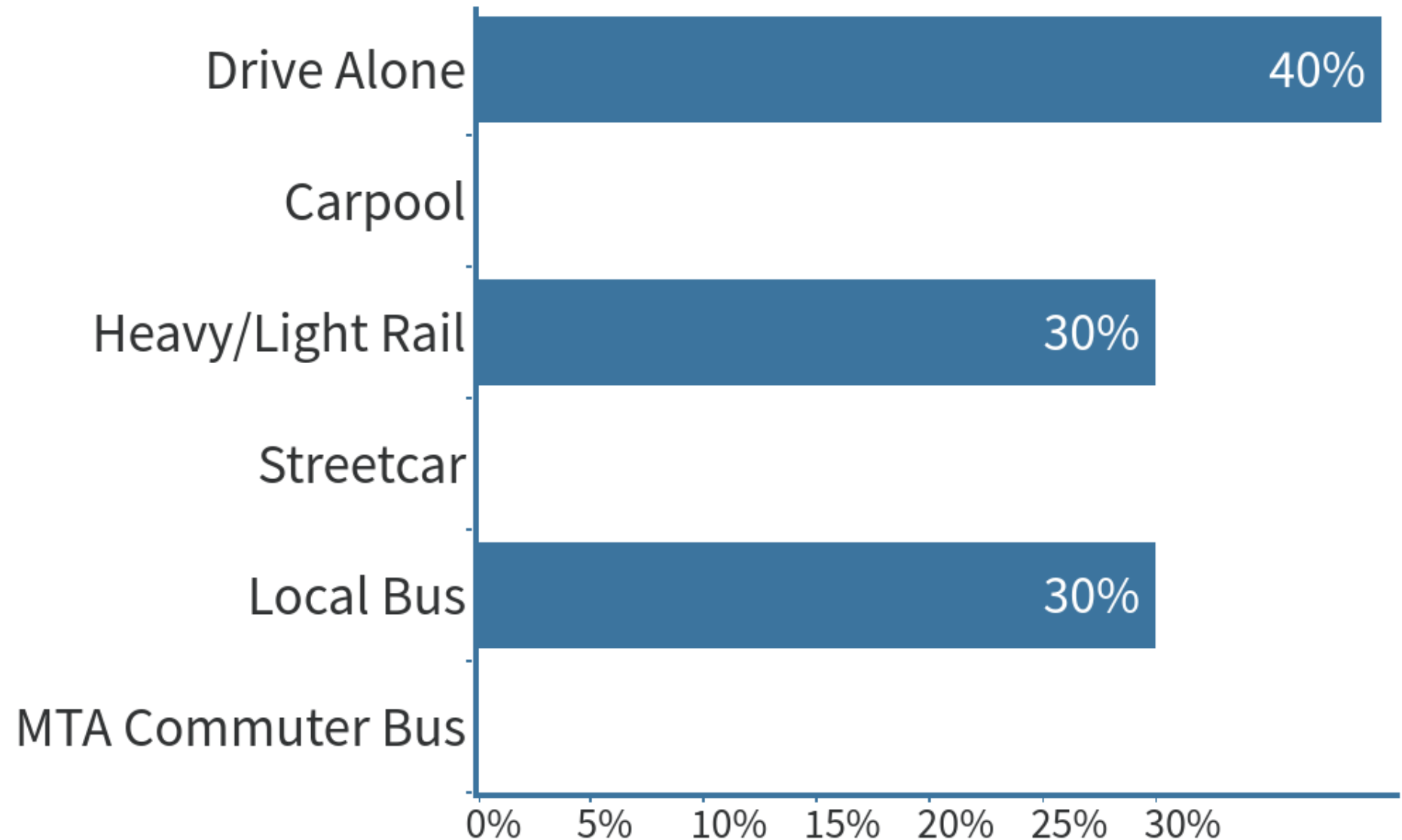
How do you commute to work?



When poll is active, respond at **PollEv.com/foursquareit585**



Text **FOURSQUAREIT585** to **22333** once to join



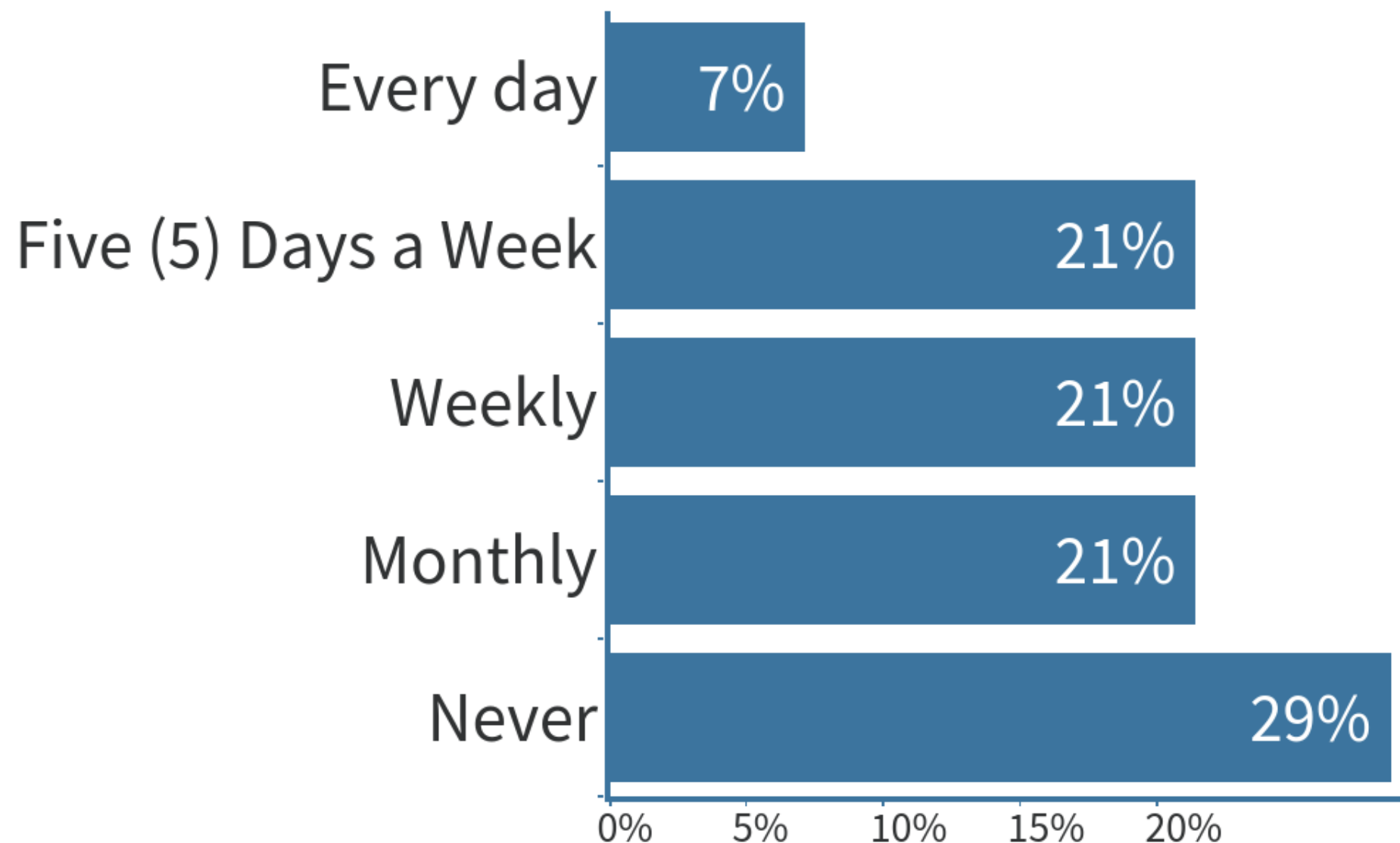
If you use bus service, how often do you ride?



When poll is active, respond at **PollEv.com/foursquareit585**



Text **FOURSQUAREIT585** to **22333** once to join



What word comes to mind when you think of the term "Bus Rapid Transit"?

 Respond at **PollEv.com/foursquareit585**

 Text **FOURSQUAREIT585** to **22333** once to join, then text your message



Which featured BRT elements do you find most important for a successful project?



When poll is active, respond at **PollEv.com/foursquareit585**



Text **FOURSQUAREIT585** to **22333** once to join

Limited-stop premium service

8%

Off-board fare collection

23%

Multiple door boarding

Dedicated busway/lanes

69%

Branding

Transit Signal Priority

0% 10% 20% 30% 40% 50%

What are the biggest selling points for BRT to the public?



When poll is active, respond at **PollEv.com/foursquareit585**



Text **FOURSQUAREIT585** to **22333** once to join



What is the greatest barrier to public buy-in for BRT projects?



When poll is active, respond at **PollEv.com/foursquareit585**



Text **FOURSQUAREIT585** to **22333** once to join



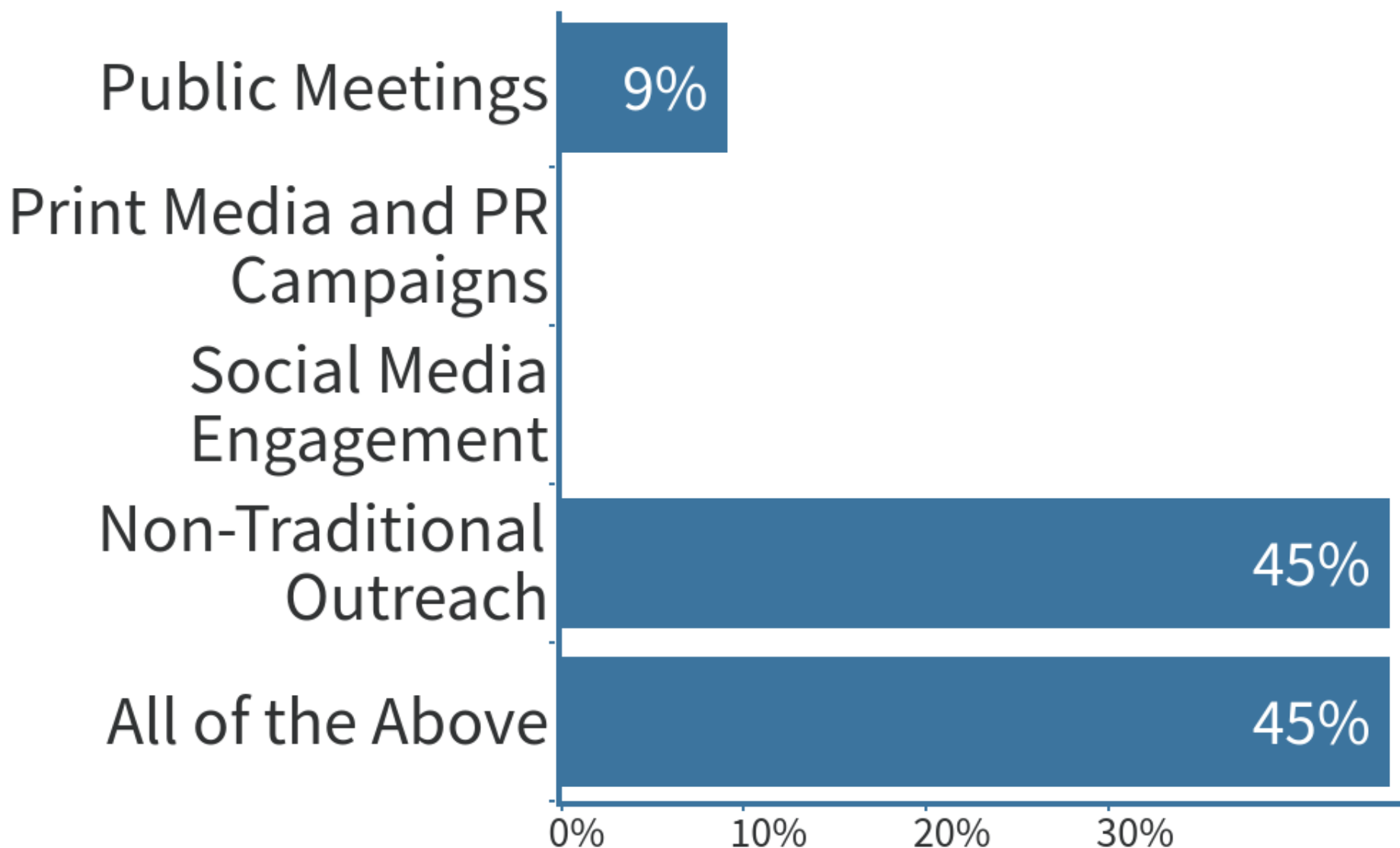
What are the best tools to educate the public about BRT?



When poll is active, respond at **PollEv.com/foursquareit585**



Text **FOURSQUAREIT585** to **22333** once to join



CAC Expectations

- The CACs are advisory committees, and not decision-making groups
- CACs serve as a major component of the overall public outreach process for the BRT corridor studies
- Feedback received at CAC meetings is taken seriously in developing program recommendations and understanding concerns of local communities along the US 29 corridor
- Diverse perspectives on the US 29 project should be encouraged by CAC members at community boards/meetings, local organization meetings, community listservs, and on social media.

US 29 BRT Project Goals

- Improve the quality of transit service
- Improve mobility opportunities and choices
- Enhance quality of life
- Support master planned development
- Provide sustainable and cost-effective transit alternatives

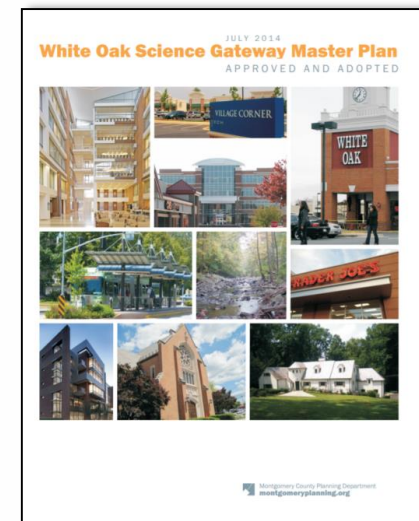


A Snapshot of the US 29 Corridor

- One of busiest transit corridor in Maryland with over **11,000 daily bus trips**
- Bus trips on the corridor average **20 percent** longer than auto trips; up to **60 percent** longer during peak periods
- Highly diverse
 - 65% of residents minority; 32% foreign born
 - 31% of population speaks a language other than English at home
 - 30% of households earn less than half of the area median income
 - 12% have no access to a car; 38% have access to only one vehicle
 - Home to over 9,000 senior citizens and 11,000 people with disabilities

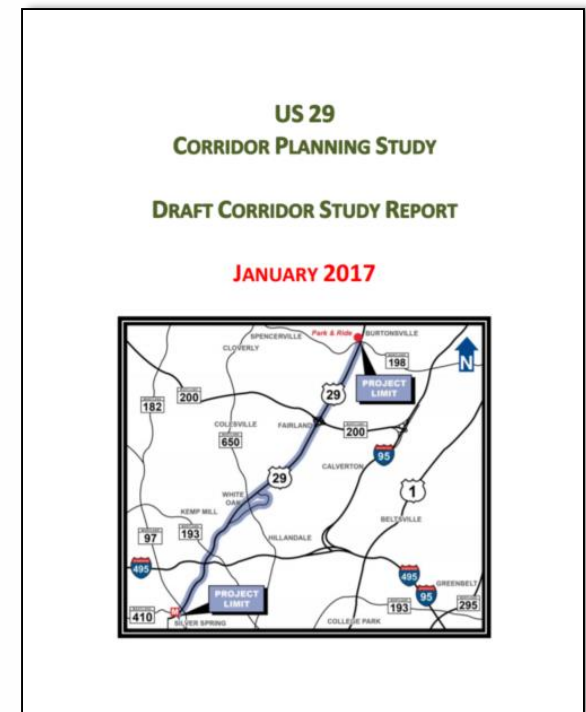
A Snapshot of the US 29 Corridor

- Major job and education centers
 - Food and Drug Administration (FDA)
 - National Oceanic and Atmospheric Administration (NOAA)
 - Discovery Communications Headquarters
- 61,000 jobs along corridor in 2010; projected to over 80,000 in 2040
- Major Planned Development
 - White Oak Science Gateway
 - Downtown Silver Spring
 - Burtonsville



MDOT Study Process Findings (2040 Analysis)

- Station Locations
- Service Plans
- Property and Environmental Impacts
- HOV mode share
- Impacts of new pavement in north
- Traffic Analysis
- Total capital cost : \$80-140 million



MCDOT US 29 Project



Approximately
40% of the
alignment along
US 29 is in
dedicated Bus on
Shoulder lanes

Elements of MCDOT US 29 Project

- Frequent all-day service
 - 7 days/week
 - Same hours as Metrorail
 - 7.5 minutes peak; 15 minutes off-peak
- Uniquely branded vehicles and stations
- Transit Signal Priority (TSP)
- Bike/pedestrian improvements to facilitate station access, including 10 new bikeshare stations
- Ongoing coordination with Howard County



Elements of BRT

BRT Element		US 29 BRT Details
Runningway	✓	40% in dedicated Bus on Shoulder
Stations	✓	11 level-boarding BRT stations with improved amenities such as real-time info and off-board fare collection
Vehicles	✓	Sleek, articulated BRT vehicles with multiple-door level boarding and interior bike accommodation
Fare Collection	✓	Off-board fare collection
ITS (Technology)	✓	Transit Signal Priority at 15 intersections; real-time arrival info
Service and Operations	✓	Frequent, headway-based service with longer span; integration with local services
Branding	✓	Uniquely branded service, stations, vehicles

Source: National BRT Institute

“Most BRT projects operate in mixed traffic – primarily arterials streets – for 50 percent or more of their routes.”

- GAO Report, 2012

US 29 BRT Project Benefits – Ridership and Transit Reliability

- Projected BRT Ridership

- 2020: 13,000 daily boardings (3,950 *new*)
- 2040: 20,000 daily boardings (5,700 *new*)

The Benefit-Cost Analysis for the US 29 BRT project shows that benefits outweigh costs by a factor of **four**.

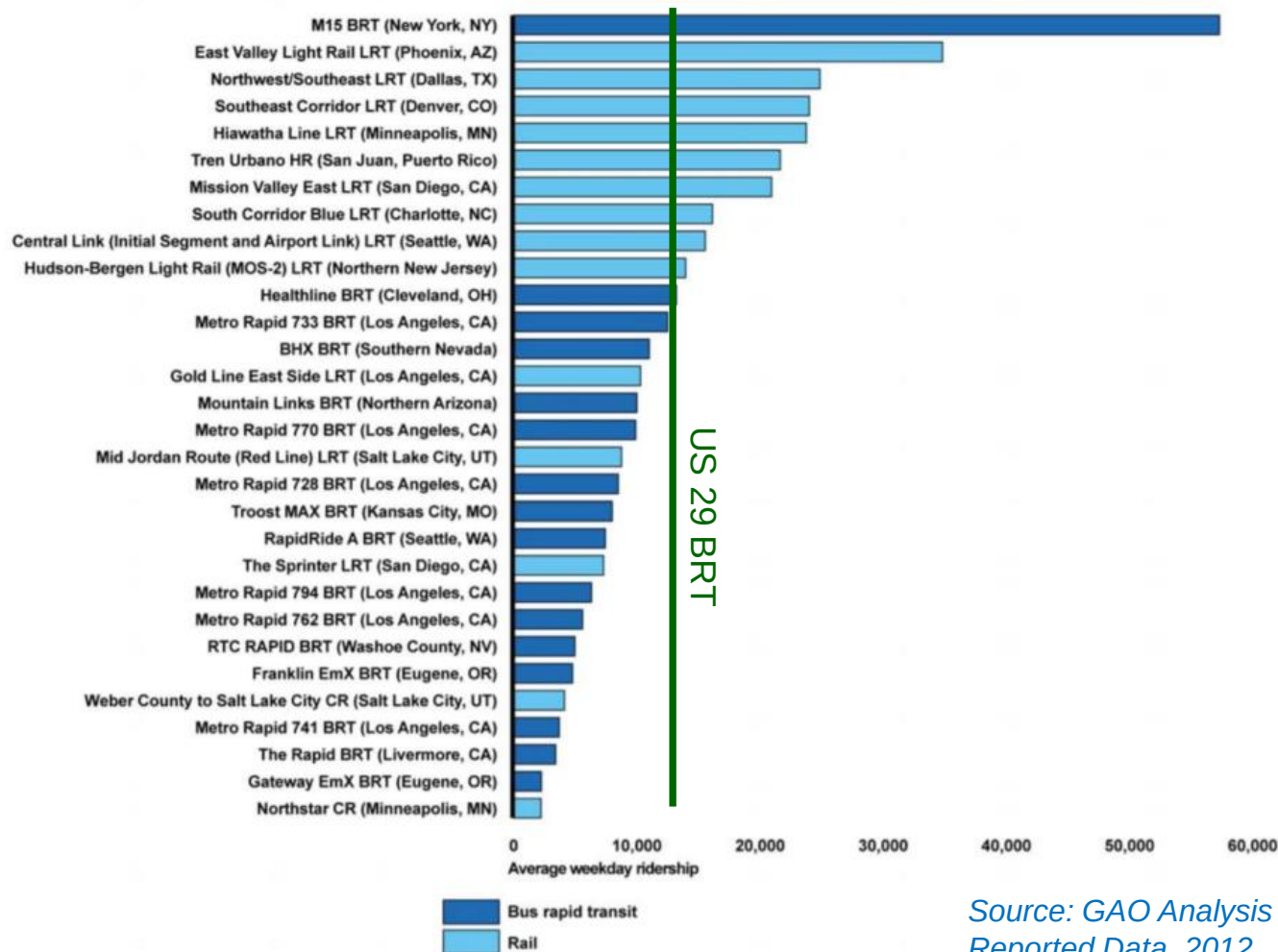
- Improved **transit reliability**

- Current on time performance for local corridor transit services averages **45-77%***
- US 29 BRT will improve reliability through:
 - Bus on Shoulder
 - Transit Signal Priority
 - More efficient operations (level multiple-door vehicle boarding, limited stops, off-board fare collection)

*RideOn goal is 90%

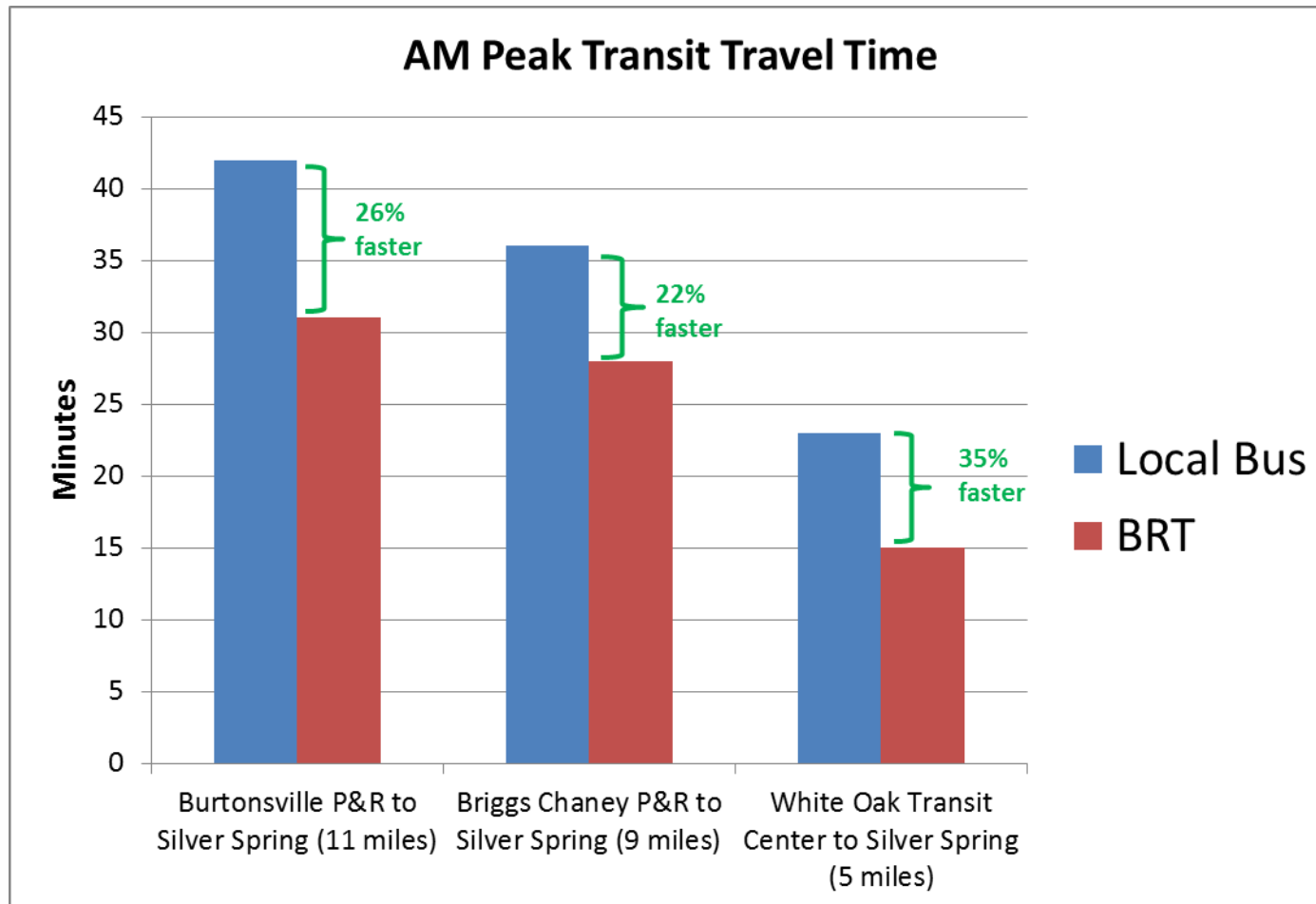
US 29 BRT Compared to Other BRTs – *Ridership*

Average Daily Ridership One Year After Opening



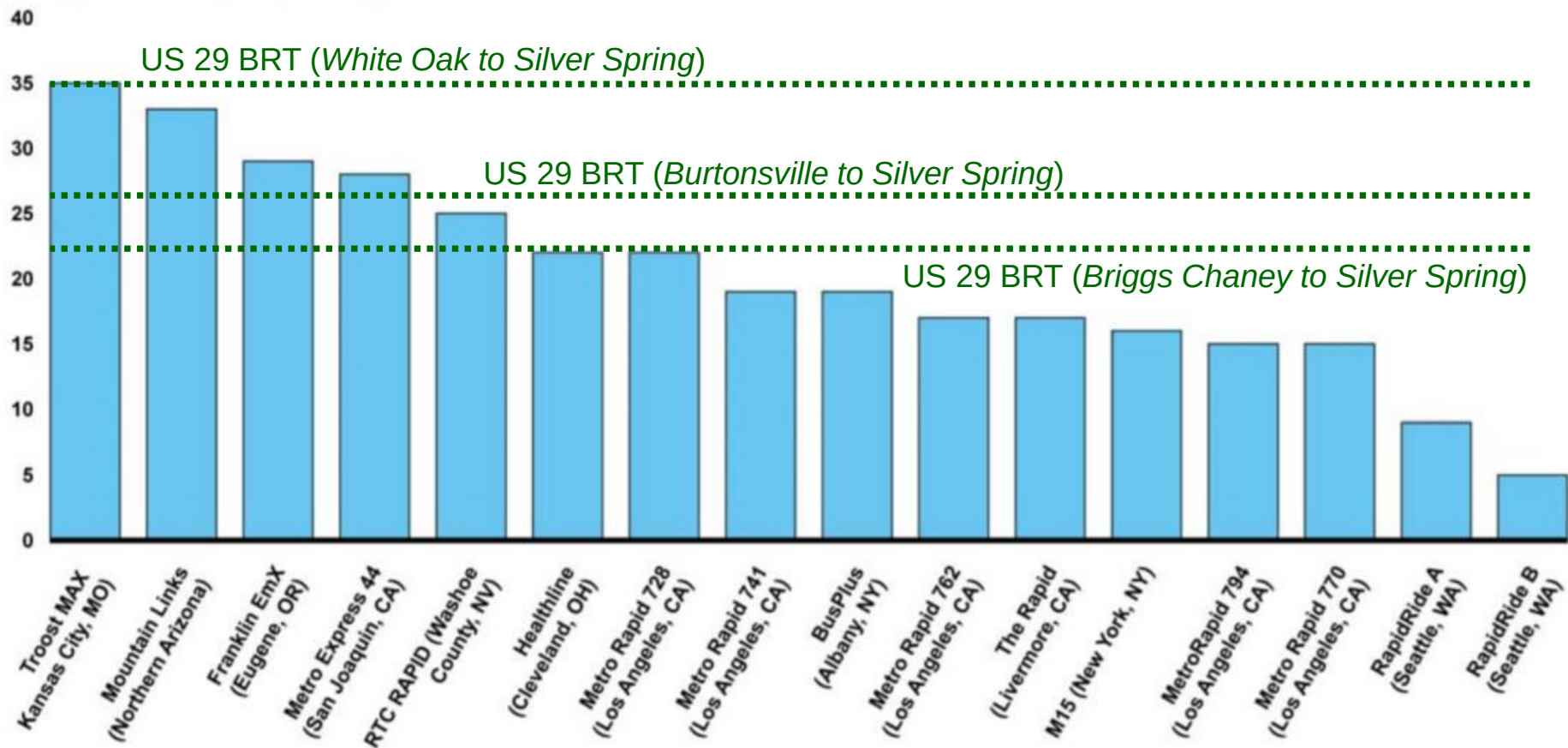
Source: GAO Analysis of Transit Agency
Reported Data, 2012

US 29 BRT Project Benefits – Improved Transit Travel Time



US 29 BRT Compared to Other BRTs – Travel Time Savings

Change in travel time (as a percentage) over previous bus service



US 29 BRT Project Benefits – Economic Impact

- Development of the White Oak Science Gateway depends heavily upon the presence of US 29 BRT and its capacity to enhance mobility.
 - 7 million square feet of commercial space
 - > 20,000 jobs
 - 5,300 additional dwelling units
- Project estimated to result in **\$269-520 million net benefit**
- Estimated Operational Phase Impacts
 - 85 permanent jobs in Montgomery County
 - \$6.5 million annual labor income
 - \$13.4 million additional annual business sales

Source: MCDOT TIGER grant application,
Economic Impact Analysis, Sage Policy Group

US 29 BRT Project Benefits – Accessibility

- Increases regional connections and access to a fast-growing jobs corridor
- US 29 BRT will improve transit access and provide upward mobility for transit-dependent populations
 - Currently minimal off-peak transit service on the corridor
 - BRT will significantly increase span and frequency of service
 - Local routes will be integrated and improved

US 29 BRT Project Benefits – Route Efficiency and Coverage

- Existing local service will be evaluated to interface with BRT and potentially provide **improved frequency and/or coverage into neighborhoods**
- Potential strategies:
 - Adjust frequency
 - Adjust span of service
 - Relocate stops
 - Change alignments
 - Extend routes
 - Limited stop overlay
 - Neighborhood circulators

US 29 BRT Estimated Infrastructure Cost

Project Element	Estimated Cost
BRT Stations and Stops	\$13,000,000
Transit Signal Priority	\$1,000,000
Vehicles	\$14,000,000
Bicycle & Pedestrian Improvements	\$2,000,000
Overhead & Grant Administration	\$1,500,000
TOTAL	\$31,500,000
Federal TIGER Funds	\$10,000,000
County Contribution	\$21,500,000

MCDOT anticipates that the majority of TIGER funding will be used towards station and pedestrian improvement construction

Estimated annual operating cost: \$7.5 million

Note: County's FY17-22 budget already included \$6.5 million for US 29 BRT planning and design

TIGER Grant

- USDOT Program – **T**ransportation **I**nvestment **G**enerating **E**conomic **R**ecovery
- \$500 million made available nationwide in FY16
- **Highly** competitive (3-5% of grant requests awarded)
- \$10 million Federal grant awarded for US 29 BRT
 - Award based on demonstrated benefits of project with respect to grant criteria (*economic competitiveness, quality of life, environmental sustainability*)
 - Tremendous opportunity for federal investment in East County
 - Provides national visibility to Montgomery County's BRT program

The logo for the TIGER Grant, featuring the word "TIGER" in a bold, sans-serif font. The letters "T", "I", "G", and "E" are orange with black diagonal stripes, while the letter "R" is solid black.The logo for "GetOnBoardBRT" with the tagline "BUS RAPID TRANSIT IN MONTGOMERY COUNTY". The text "GetOnBoardBRT" is in a large, sans-serif font, with "Get" in orange, "OnBoard" in green, and "BRT" in blue. Below it, the tagline "BUS RAPID TRANSIT IN MONTGOMERY COUNTY" is in a smaller, green, sans-serif font.

GetOnBoardBRT
BUS RAPID TRANSIT IN MONTGOMERY COUNTY

Status of TIGER grant

- Developing positive relationship with FTA
- Grant agreement by June 2017
- Elements required to secure grant
 - Final scope of work (*in progress*)
 - Inclusion of project in STIP/CLRP (*March 2017*)
 - All local funding approved in CIP (*May 2017*)
 - NEPA complete (*June 2017*)

US 29 Project Schedule



Detailed Project Schedule



Questions



CAC Program Schedule

Meeting Dates	Meeting Topics
CAC #10 – Week of April 3, 2017	• Introductions • Expectations • Overview of CAC Program Plan and Public Involvement Plan • Topics for future meetings • Project Schedule and Update
CAC #11 – Weeks of May 15 and May 22, 2017	• Station Siting • Station Architecture • Service Planning Overview
CAC #12 – Week of June 12, 2017¹	• Bicycle and Pedestrian Accommodations • Transit Signal Priority • Environmental Documentation
CAC #13 – Week of August 28, 2017¹	• BRT Operations Plan/Local Bus Service Plan Overview • Stormwater Management/Low Impact Development • Review of Project Impacts
CAC #14 – Week of September 25, 2017¹	• Other Topics of Interest to CAC members • Project Status/Outreach Update • Next Steps

¹ Meeting may be subject to schedule adjustment due to project updates or meeting site availability

Public Involvement Plan

- The overarching goal of the outreach effort is to educate the public of the project objectives and engage with stakeholders to collect meaningful feedback
- A wide variety of public engagement tactics will be used to reach diverse audiences
- The outreach efforts build on the “Get on Board BRT” outreach program launched by Montgomery County in fall 2016
- This phase of the outreach schedule spans from March 2017 through October 2017.
- Topics include the distinction between local bus and BRT, the nature of the US 29 alignment, project impacts, and passenger amenities.

Outreach Strategy

Written Outreach

- Monthly e-newsletter
 - Sent to all individuals in database
- Paragraph updates for other newsletters
 - Municipal, County, State, and Federal elected officials' newsletters
- Mailed newsletters
 - Individuals on mailing list

Outreach Strategy

In-Person Outreach

Outreach	Groups and Residents Engaged
School outreach	• Paint Branch High School • Blair High School • Eastern Middle School • St. Bernadette's Outreach includes school plays, Back to School Nights, and sporting events
Umbrella Civic Groups	Includes citizens' associations in East Silver Spring, South Four corners, Northwood Four Corners, and Calverton as well as the Presidents' Council in Silver Spring
Silver Spring Opinion Leaders Groups	Includes Advisory boards in Silver Spring and East County
Large Residential Communities	• Enclave rental apartments • Riderwood
Religious Institutions	Includes churches, temples, and religious centers
Outdoor Pools	• Martin Luther King County Pool • Community pools during swim meets
Shopping Centers	Includes shopping centers in White Oak, Burnt Mills, Woodmoor, WesTech, Briggs Chaney, and Burtonsville
Event Tabling	Includes the Silver Spring Farmer's Market, concert series, and Burtonsville Day
County Parks	Includes playing fields in Indian Spring Terrace Local Park.

Outreach Strategy

Pop-Up Events

- Events will happen at community locations and transit centers along the project corridor
- Participants will complete a digital and print survey
- “Get on Board BRT” themed giveaways will be used as incentives for public participation.

Spring Open Houses: March 2017

Each open house location covered a key part of the project:

- Silver Spring Civic Center covered the southern portion of the project's service area;
- Montgomery Blair High School represented a key constituency in the central portion of the service area; and
- White Oak Community Center represented the northern portion of the service area.

Open House Event Location	Date and Time
Silver Spring Civic Center 1 Veterans Place Silver Spring, MD 20910	Tuesday, March 7, 2017 6:30pm-8:30pm
Montgomery Blair High School 51 University Boulevard Silver Spring, MD 20901	Monday, March 13, 2017 7:00pm-9:00pm
White Oak Community Center 1700 April Lane Silver Spring, MD 20904	Wednesday March 15, 2017 6:30pm-8:30pm

Spring Open Houses: March 2017

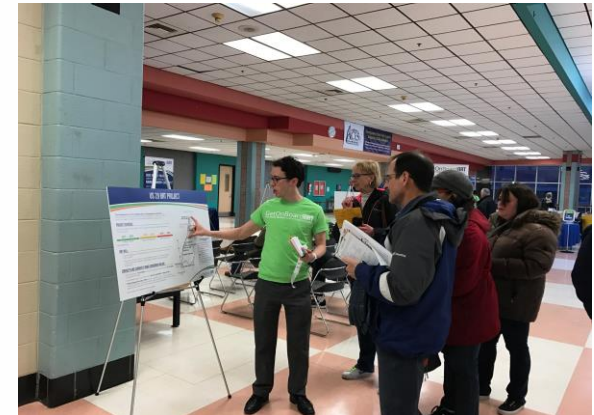
Area 1: Welcome to Get on Board BRT!

Area 2: Explore the US 29 BRT Corridor

Area 3: Improve Local Bus Service.

Area 4: Learn about BRT Station Design

Area 5: How to Stay Involved



Project Team Member explains the US 29 Corridor to community members at an open house on March 13, 2017



Community member completes the trade-off activity at the Open House on March 15, 2017.

✓ 190 Event Attendees

✓ Nearly 100 comment cards collected

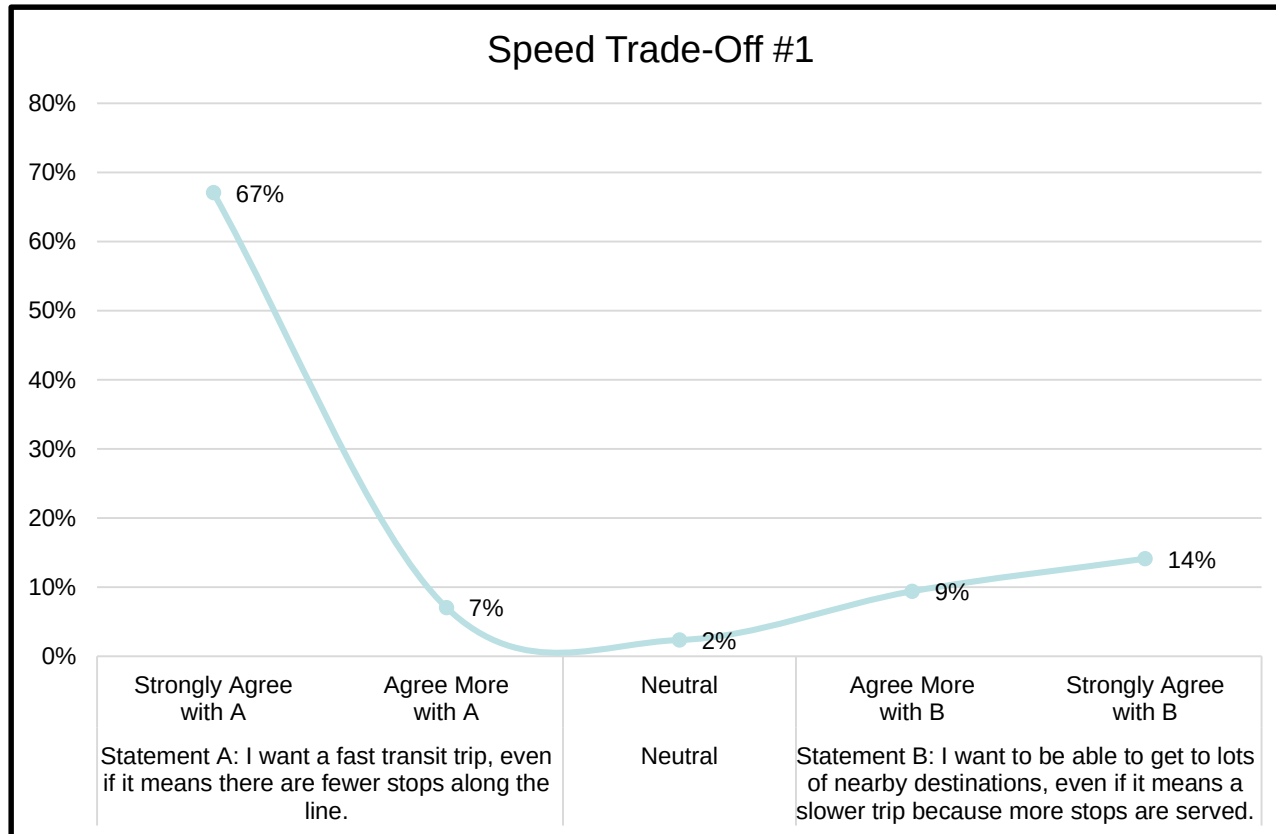
✓ Comments will be tabulated for project design

Virtual Open House

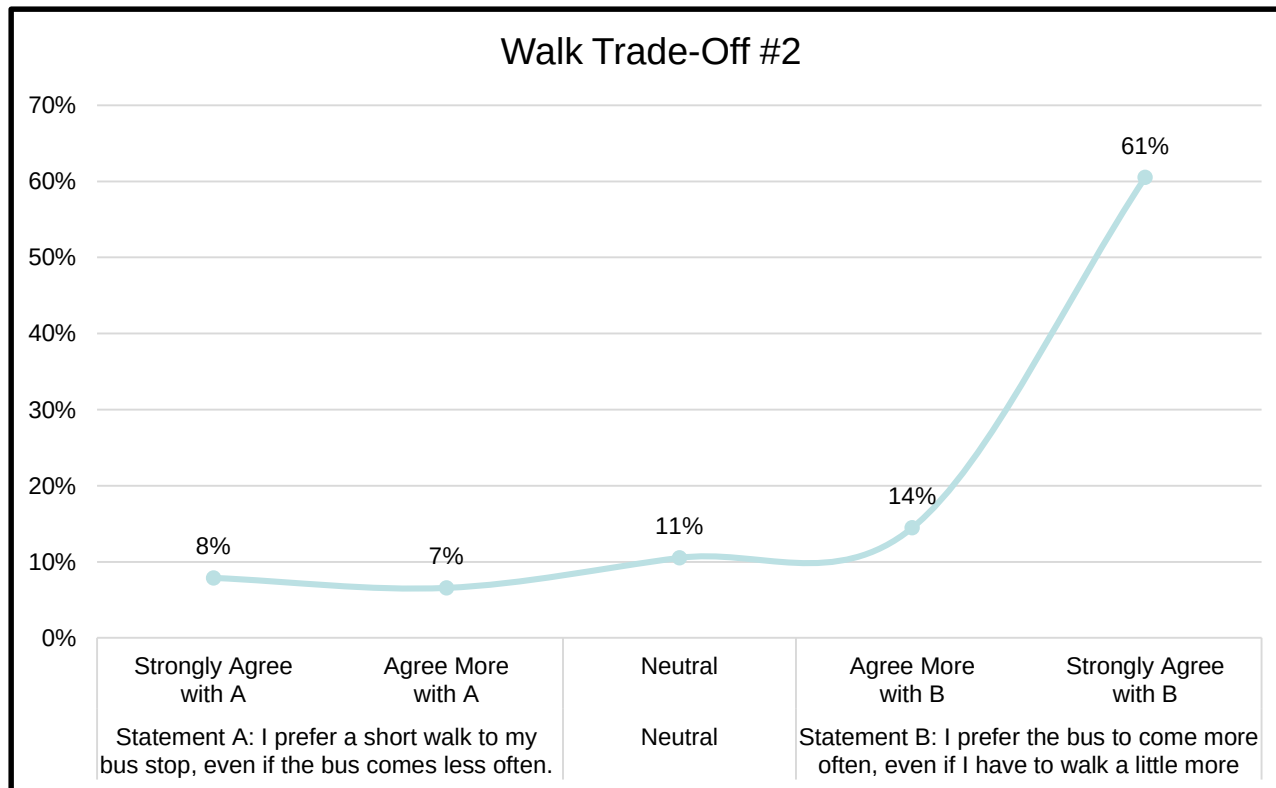
Open house materials are available to the public on the “Get on Board BRT” website at <http://getonboardbrt.com/us-29-virtual-open-house/>

- If you did not get a chance to attend an open house in person, you can review all of the area boards and engage in the interactive programming via our project website.
- The participation of you and your community will be utilized as part of our project design.

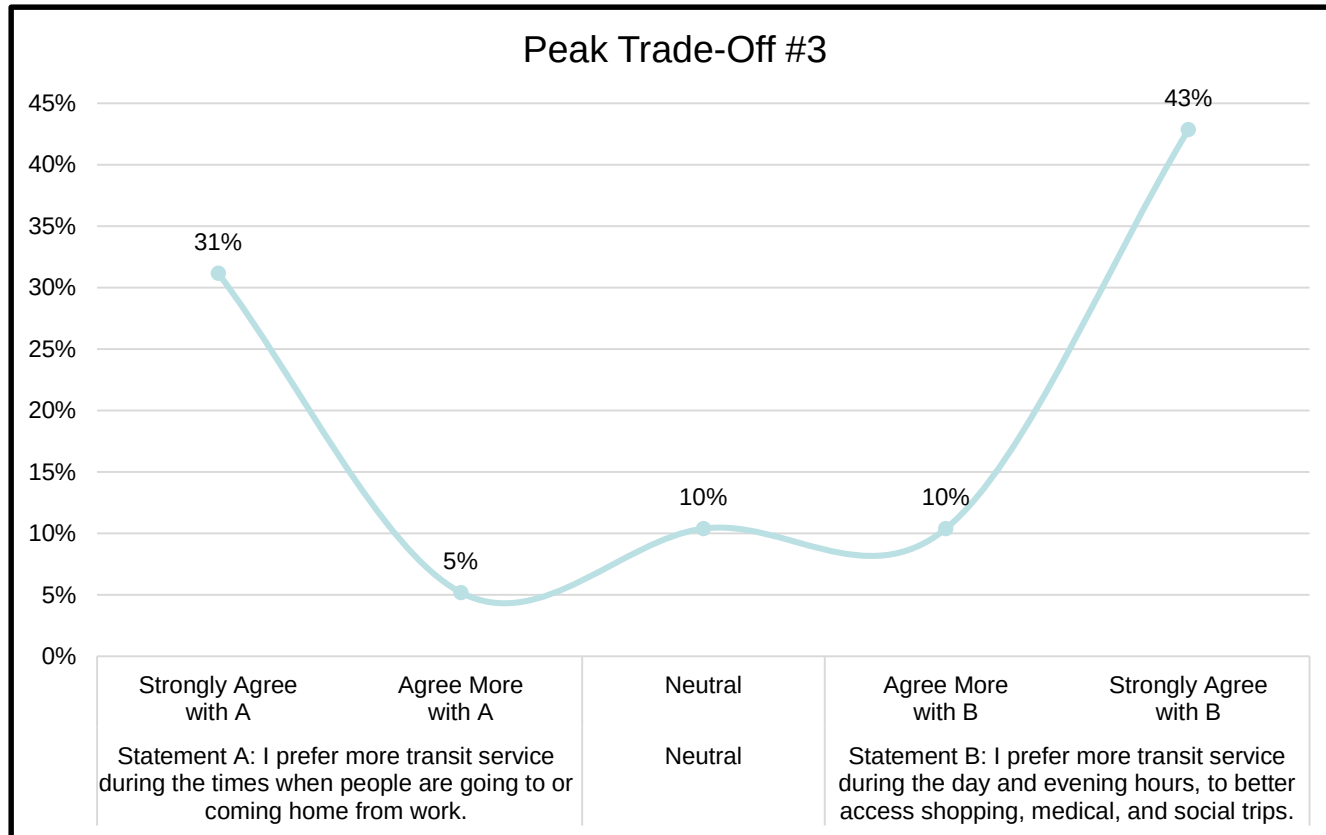
Trade-Off Activity Results



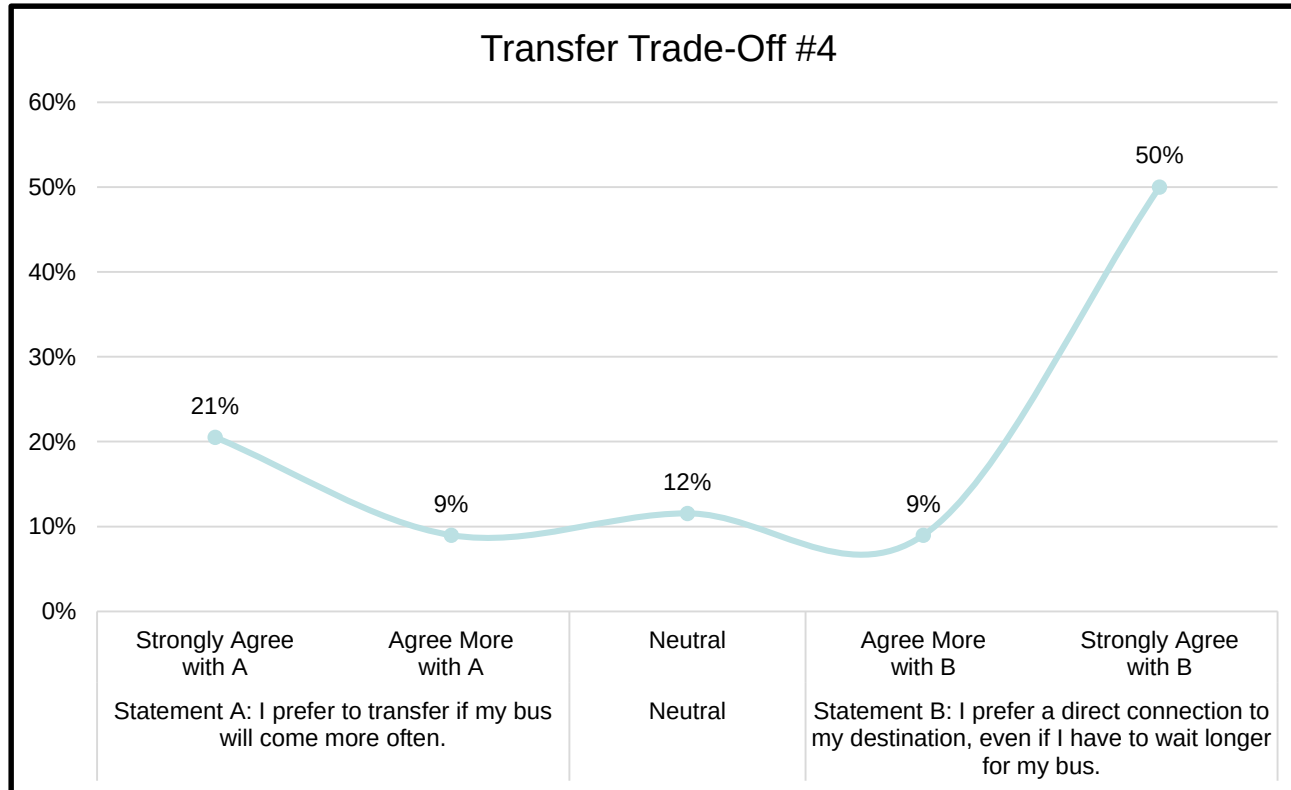
Trade-Off Activity Results



Trade-Off Activity Results



Trade-Off Activity Results



World Cloud Results – Silver Spring

protective
brutalist
diverse
elegant
full
dirty
utile
potholes
broken
less
stress
shabby
looking
green
modern
foreword
forward-looking

World Cloud Results – Montgomery Blair High School

A word cloud of survey results for Montgomery Blair High School. The words are arranged in a circular pattern around the center. The largest words are 'diverse' and 'green'. Other words include 'traffic-reducing', 'first-class', 'comfortable', 'metrorail', 'wheels', 'quality', 'smart', 'elderly', 'accessible', and 'mindful'. The words are in various colors including blue, green, purple, and brown.

traffic-reducing
first-class
comfortable
diverse
metrorail
wheels
quality
smart
elderly
accessible
mindful
green

World Cloud Results – White Oak



Upcoming Community Events

Date	Event	Type of Event
April 8, 2017	Earth Month: Get on Board BRT Pop-Up Event	Community Event
April 11, 2017	NOAA Employee Benefits Day	Employer
April 22, 2017	Verizon Earth Day	Employer
May 19, 2017	Silver Spring Bike to Work Day Pit Stop	Community Event
July 1, 2017	Celebrate Independence Day Festival	Community Event

Upcoming Community Engagement

Public Involvement Survey

The project team will create a survey to better understand the needs of residents, employees, and visitors that could potentially utilize the US 29 service. This will be available to the public in June 2017.

Public Feedback Analysis

The project team will review feedback collected from the public through print feedback forms, digital survey tools, online comments, and interactive activities.

What are important topics that have not been covered in the CAC Program Plan that you would like to see covered?



When poll is active, respond at **PollEv.com/foursquareit585**

Top

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DefineBenefits

NOT LOOK LIKE ROUTE 29

Next Steps

Our next meeting will focus on the features of preliminary engineering and design of the US 29 corridor.

- The CAC Program Plan will be updated based on the feedback we received today.
- Hot Spot Activity will be assigned to CAC members prior to the meeting via email by the project team to prepare for this section of the meeting agenda.
- Please share the US 29 Public Involvement Plan with your local organizations, and invite the community to participate in the virtual open house.

Thank You!

Michael Weinberger

CAC Facilitator

mweinberger@foursquareITP.com

**Feel free to contact me with any
questions!**

What about MetroExtra Service?

- WMATA service – addresses transit system demand by adding more buses, modifying routes, changing service frequencies; no infrastructure improvements
- Not funded by County; WMATA decision to implement
- Significant difference in expected ridership
 - US 29 MetroExtra: ~1,100 daily peak boardings*
 - US 29 BRT: ~7,000 daily peak boardings
- US 29 BRT ~20% lower estimated annual operating cost
 - US 29 MetroExtra: \$9.6 million annual operating cost*
 - US 29 BRT: \$7.5 million annual operating cost

**Estimated by WMATA, March 3, 2017*