

GetOnBoardBRT

BUS RAPID TRANSIT IN MONTGOMERY COUNTY

BRT Program Update

March 9, 2017

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



US 29 BRT Project Status

- Moving into design with MCDOT as the lead
- Projected ridership of 13,000/day in 2020
- Project is receiving \$10 million of Federal TIGER funds
- County implementation funding ~\$20 million



Project-Specific Public Engagement

- **Public Open Houses**
- **Corridor Advisory Committees (CACs)**
 - Approximately 150 total CAC members
 - 46 CAC meetings held over last two years
 - CACs meet regularly with the project team to review information, ask questions and provide feedback
 - Feedback is reviewed by the project team and meeting summaries are published on the project website.
 - CACs will continue to meet as long as there is work being done on the corridor
- **Detailed Public Involvement Plans developed by corridor depending on project status**



Montgomery County's BRT Educational Outreach Campaign

- Educate people who live, work and play in Montgomery County about Bus Rapid Transit (BRT)
- Keep people informed and engaged with the County's plans for the development of the BRT system



GetOnBoardBRT.com

IT'S TIME FOR SOMETHING NEW

Imagine a comfortable, reliable
NEW transit option
for Montgomery County

Next Arrival

1 Minutes
5 Minutes
9 Minutes

FAST
FACTS

Informational Handouts

English and Spanish



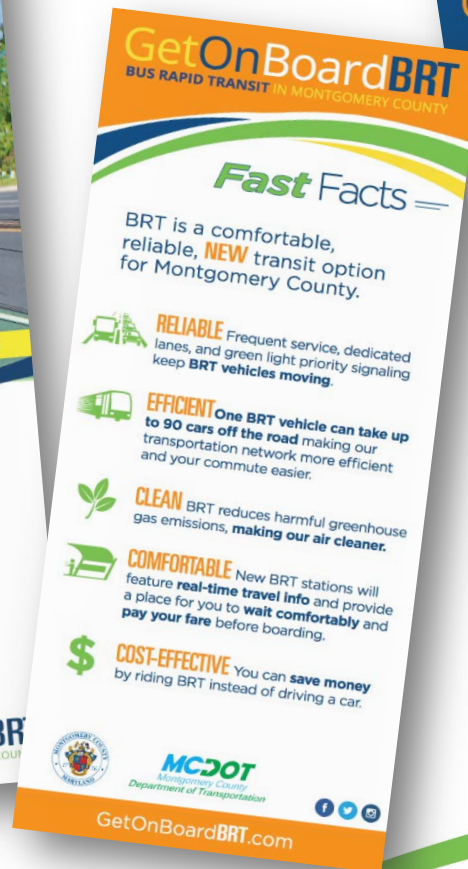
BUS RAPID TRANSIT

A comfortable, reliable, **NEW TRANSIT OPTION** for Montgomery County

Find out more about **LIFE** with a **FAST LANE** at GetOnBoardBRT.com

- Gets you out of traffic**
 - One BRT vehicle can take up to 90 cars off the road
- Saves you money**
 - Riding BRT reduces expenses associated with driving
- Better for the environment**
 - BRT reduces harmful greenhouse gas emissions, making our air cleaner
- Gets you where you want to go quickly**
 - Frequent service, dedicated lanes, and green light priority signaling keep BRT vehicles moving

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BUS RAPID TRANSIT IN MONTGOMERY COUNTY

Fast Facts

BRT is a comfortable, reliable, **NEW** transit option for Montgomery County.

- RELIABLE** Frequent service, dedicated lanes, and green light priority signaling keep BRT vehicles moving.
- EFFICIENT** One BRT vehicle can take up to 90 cars off the road making our transportation network more efficient and your commute easier.
- CLEAN** BRT reduces harmful greenhouse gas emissions, making our air cleaner.
- COMFORTABLE** New BRT stations will feature **real-time travel info** and provide a place for you to **wait comfortably** and **pay your fare** before boarding.
- COST-EFFECTIVE** You can **save money** by riding BRT instead of driving a car.

MCOT
Montgomery County
Department of Transportation

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BUS RAPID TRANSIT IN MONTGOMERY COUNTY

Help select a NAME for the BRT!

Bus Rapid Transit, or BRT, will be a comfortable, reliable, **NEW TRANSIT OPTION** for Montgomery County.

VOTE ON A NAME for a chance to WIN PRIZES!

Text **MOCOBRT** to **77453** or visit GetOnBoardBRT.com

GRAND PRIZE drawing for a 9.7" iPad Pro with a **SMART KEYBOARD** and **APPLE PENCIL!**

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Examples of Outreach

- Social Media
- Pop-Up Events
- Presence at existing events
- Outreach to major employers and civic groups
- Advertising: WTOP (radio and website), Movie Theaters, Google AdWords, Social Media

