



North Bethesda TMD

Ride On Reimagined: Montgomery County's
Comprehensive Bus Network Study

October 18, 2022

Ride On Reimagined



What is Ride On Reimagined?

- In-depth look at Montgomery County's entire existing and planned transit system
- Recommend systemwide (Ride On and Metrobus) changes addressing current and future needs of the community
- Tool to address County priorities to improve racial equity and prevent climate change



Scope

- Project Management
- Existing Conditions
 - Evaluation of Ride On's current and pre-pandemic conditions
 - Spatial database development
 - Analysis
- Goals and Outcomes (based on MCDOT priority areas)
 - Safety and Vision Zero
 - Environment and Climate Resiliency
 - Economic Development and Equitable Access

Scope

- Service Standards, Policies, and Guidelines
- Bus Network Assessment
 - Peer review and market and infrastructure analysis
- Stakeholder Engagement
- Public Engagement
- Service Concepts and Recommendations
 - Comprehensive approach including market, land use development, infrastructure, technology, and operations analyses
- Service and Implementation Plan

Project Coordination Team

*MCDOT
Transit
Services*

*MCDOT Division of
Traffic Engineering
and Operations*

*MCDOT
Director's
Office*

*MCDOT Division of
Transportation
Engineering*

M-NCPPC

VHB

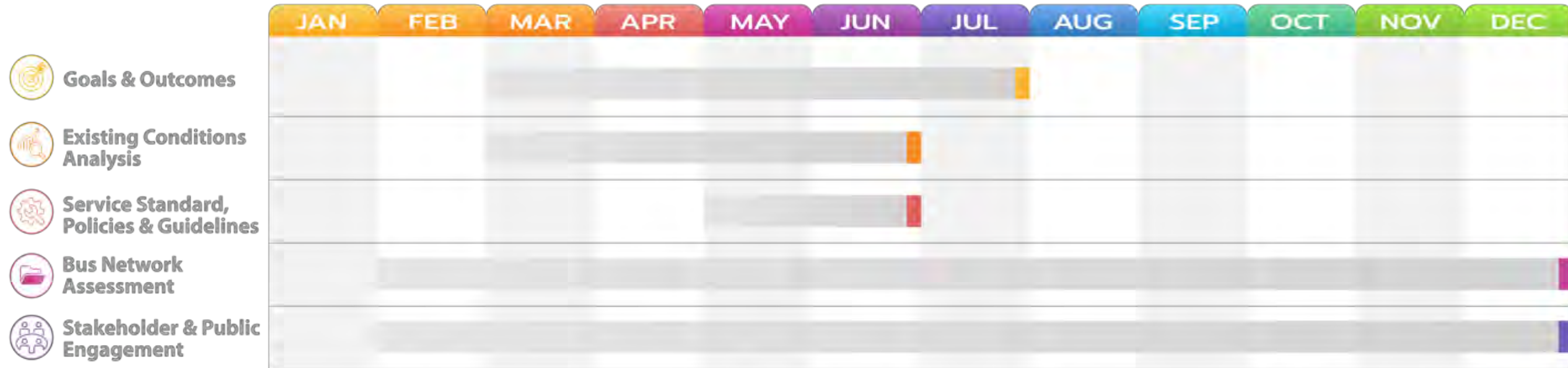
WMATA

*Department of
General Services*

Project Schedule

Part I: Assessment

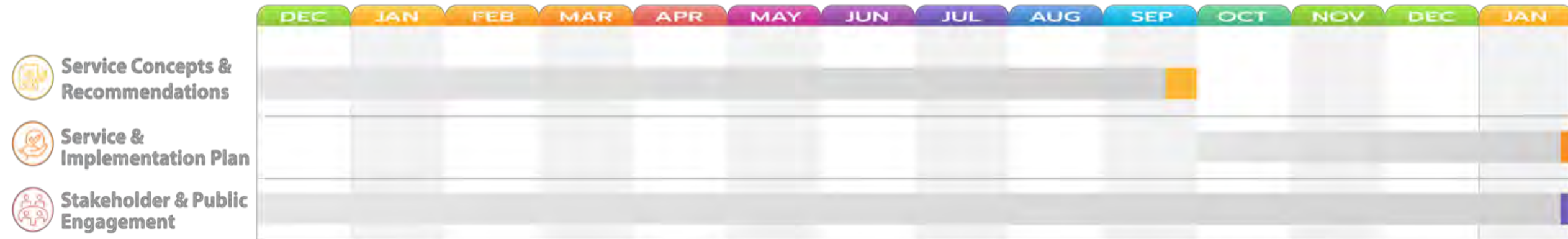
March 2022-December 2022



Project Schedule

Part II: Service Design and Concepts

December 2022-January 2024



Goals

- Why establish goals at the start?
 - Set the right expectations with the public and stakeholders
 - Select aspirational peers
 - Assess and analyze existing network and service delivered

Goals

- Goals fit within *Moving Forward Together's* three priority areas:



Safety and Vision Zero






Environment and Climate Resiliency



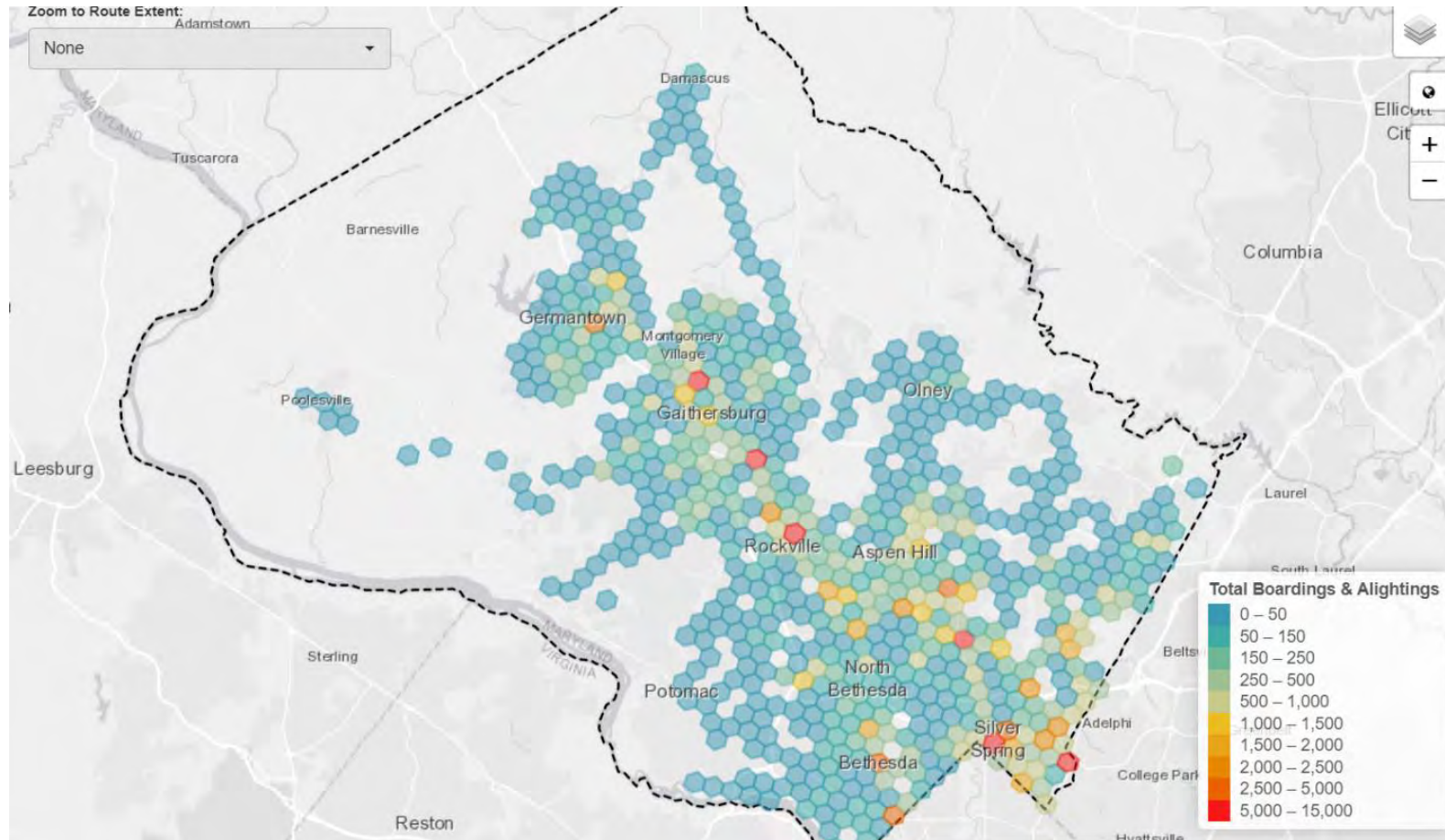
Economic Development and Equitable Access

Goals

 Safety and Vision Zero	 Environment and Climate Resiliency	 Economic Development and Equitable Access
1-1: Enhance Pedestrian and Rider Safety	2-1: Shift Mode Share from Auto to Bus	3-1: Increase Access and Connections for All Users
1-2: Improve Bus Operations Safety	2-2: Position Transit as the First Choice in Montgomery County	3-2: Implement Targeted Equity Actions
	2-3: Plan Network to Meet Environmental Goals	3-3: Connect Transit with Economic Development
	2-4: Promote an Ongoing Evaluation of the Network	3-4: Improve Passenger Experience

Transit Center Ridership Hot Spots (2019)

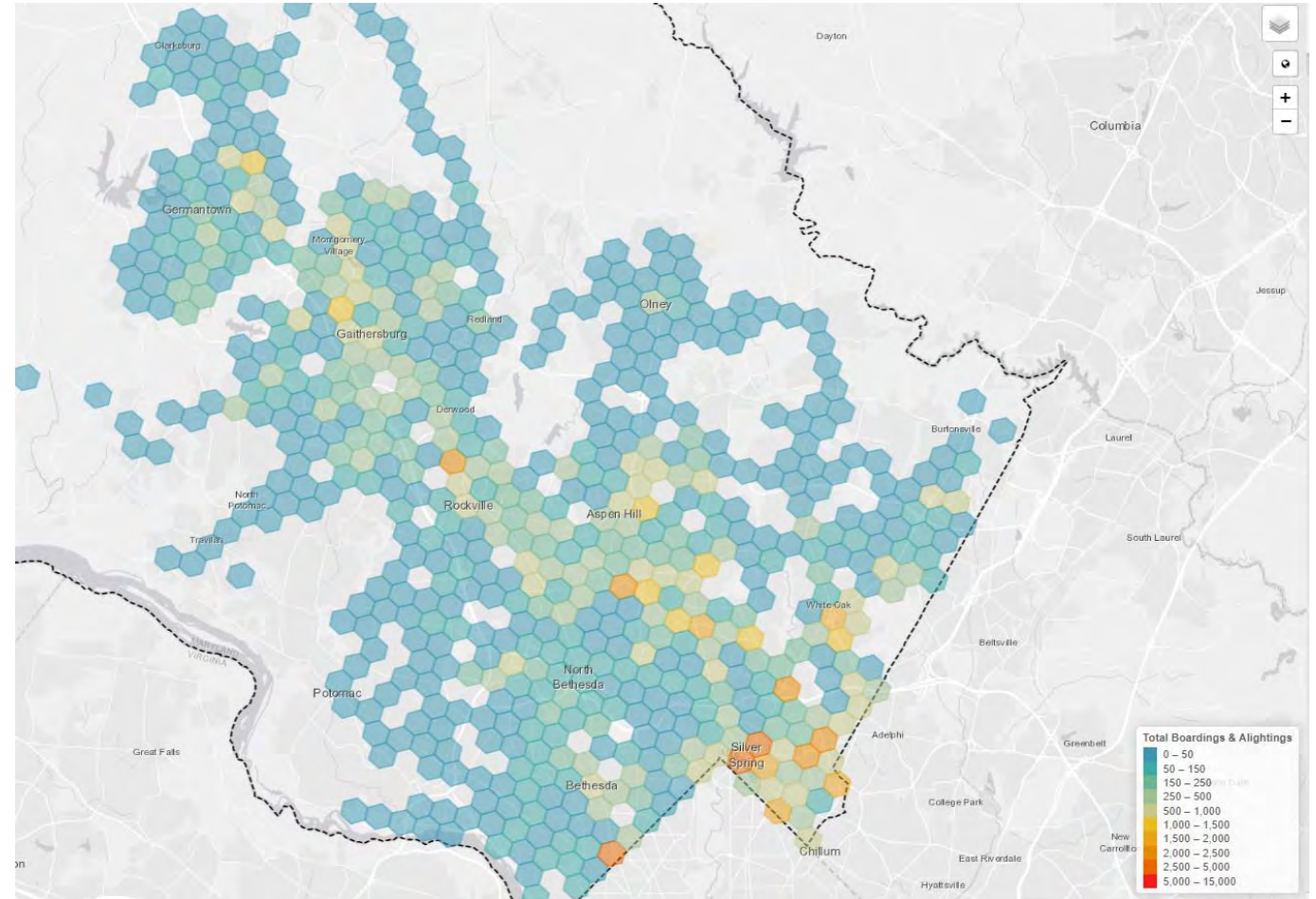
- Germantown Transit Center
- Lakeforest Transit Center
- Shady Grove Station
- Rockville Station
- Glenmont Station
- Wheaton Station
- Silver Spring Station
- Bethesda Station
- Takoma-Langley Park Transit Center
- Friendship Heights



These hot spots appear with lower intensities in 2021 due to lower ridership numbers as a result of the pandemic

Other Ridership Hot Spots (2019)

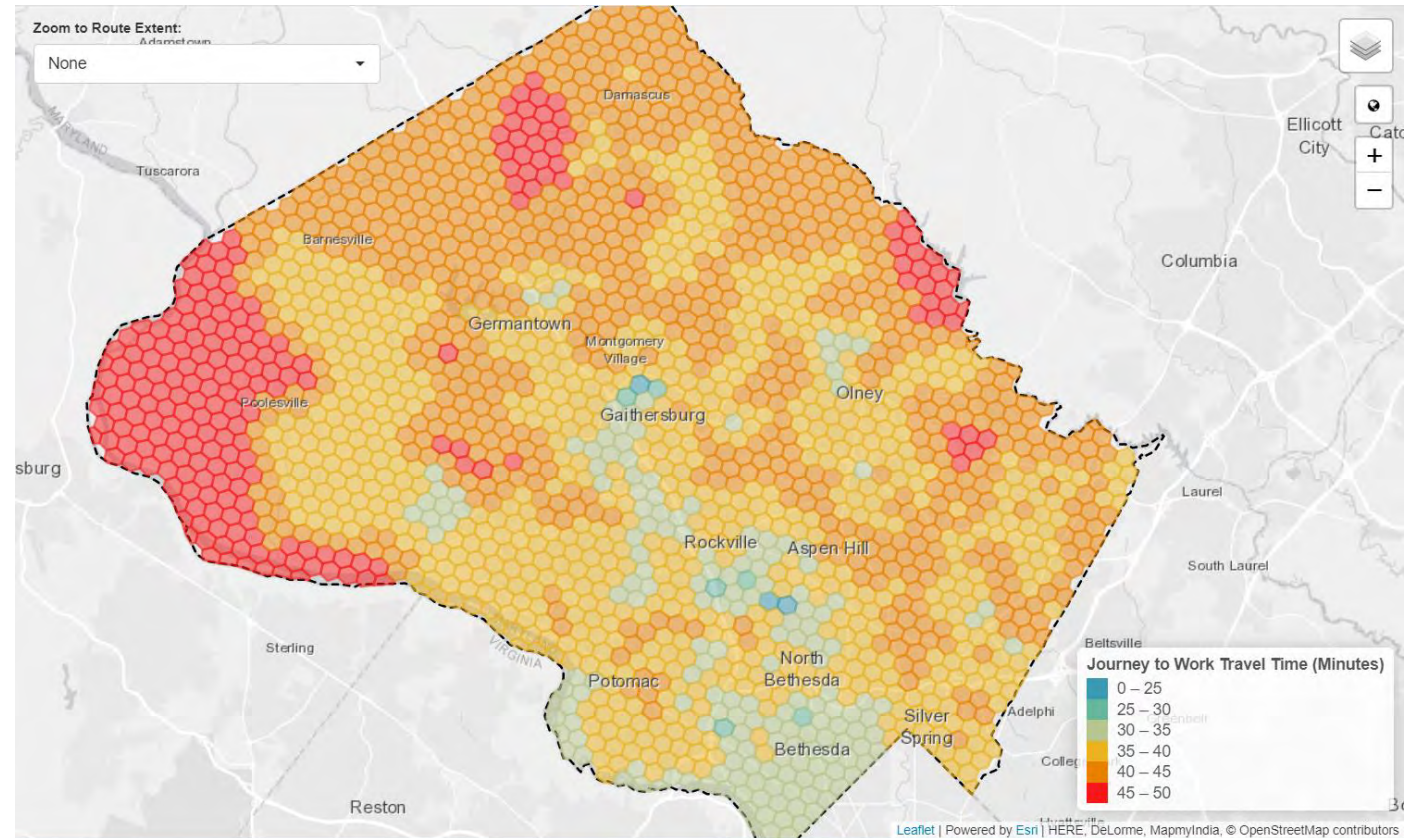
- Milestone Park & Ride
- Odendhal Ave. & Frederick Ave.
- Montgomery Community College Rockville Campus
- Georgia Ave. + Connecticut Ave.
- Georgia Ave. + Randolph Rd.
- Veirs Mill Rd. + Randolph Rd.
- Connecticut Ave. + Veirs Mill Rd.
- Veirs Mill Rd. + University Blvd.
- University Blvd. + Arcola Ave.
- New Hampshire Ave. + Lockwood Dr.
- Colesville Rd. + University Blvd.
- Downtown Silver Spring
- Piney Branch + University Blvd.



These hot spots appear with lower intensities in 2021 due to lower ridership numbers as a result of the pandemic

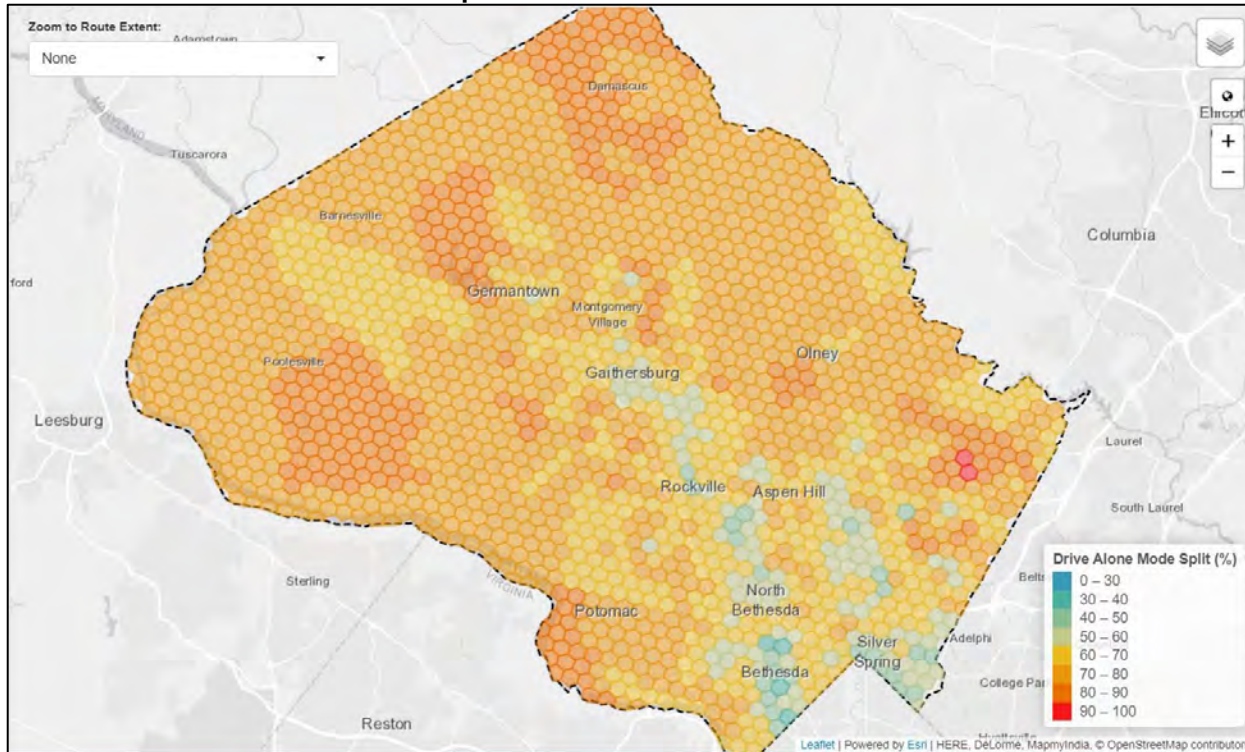
Lowest Average Commute Time

- At major transit hubs
 - Germantown
 - Gaithersburg
- Areas close to Washington DC
- Bethesda
- Areas along I-270

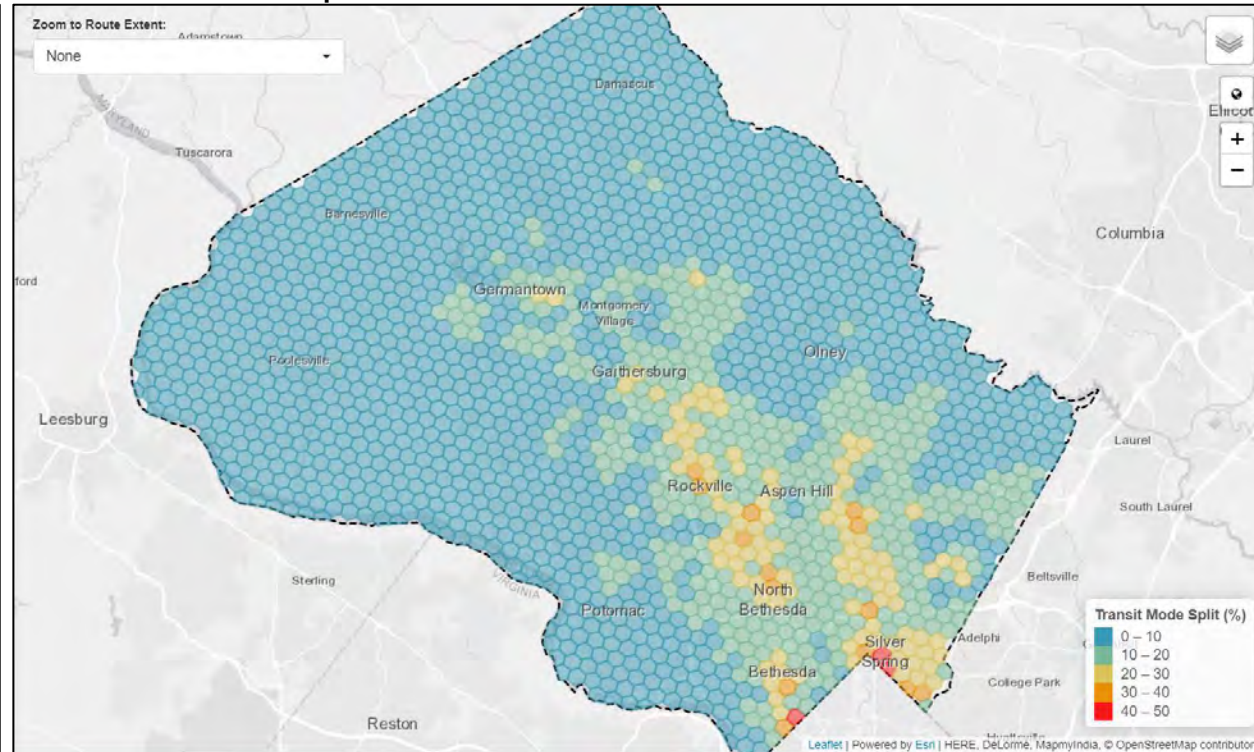


Drove Alone versus Transit Mode Split

Drove Alone Mode Split



Transit Mode Split



Areas with high transit mode split are generally the same areas with a low drive alone mode split: among the major transit hubs and corridors, particularly around the Red Line stations, Gaithersburg, and Germantown

Engagement: Pop Ups

- Four pop-up events:
 - Germantown Transit Center
 - Rockville Town Center
 - Silver Spring Transit Center
 - White Oak Transit Center
- 665 individual engagements



Engagement: Satisfaction Survey

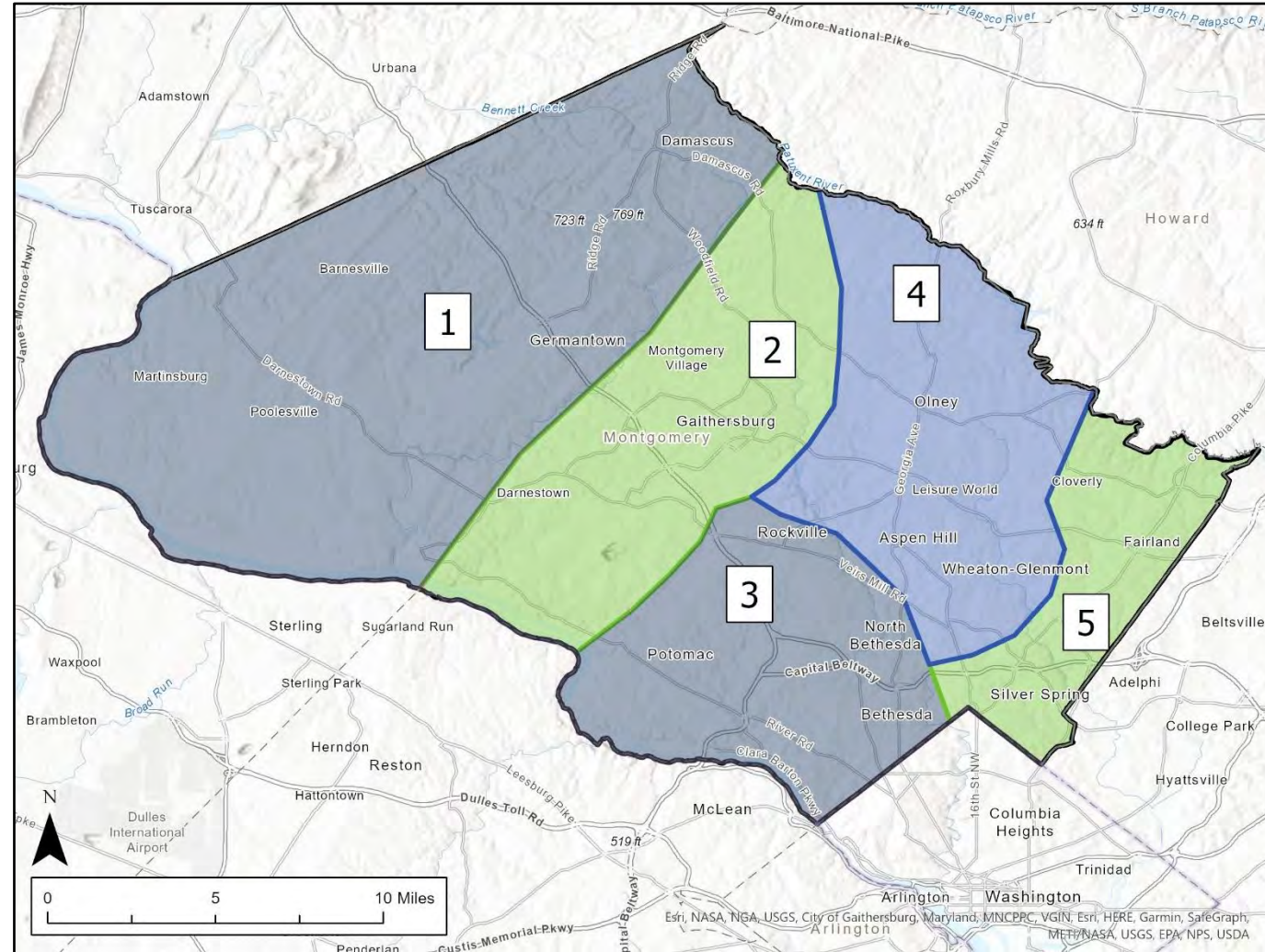
- 5,688 responses
- Initial findings
 - >25% of respondents ride five days a week
 - Overwhelmingly are commuting to and from work
 - 67% have a vehicle available for regular use
 - 76% stated that personal safety is important/very important
 - 60% between 25-44 years old (explaining the importance of Ride On to commute)
 - 12% have a disability that makes it difficult to use the bus or other forms of transportation
 - 58% made less than \$74,999 in annual household income
- Complete analysis is underway and will be available by month's end

Engagement: Focus Groups

Five focus groups to:

1. Engage riders and non-riders in order to gather critical input, feedback, thoughts and ideas around the Ride On Reimagined Study;
2. Provide a welcoming and inclusive environment to openly, respectfully share thoughts and ideas on the network redesign;
3. Educate stakeholders on potential trade-offs with regards to proposing new routes, reworking existing routes, and redesigning the network; and
4. Allow for the development of a shared, comprehensive vision for the Ride On bus system.

Launching over next few weeks!



Immediate Next Steps

- Analysis of Satisfaction Survey results
- Continued evaluation of current service network and operations
- Conduct five focus groups (10 meetings total)

Questions?



THANK YOU

Contact Ride On Reimagined

Website: <https://www.montgomerycountymd.gov/DOT-Transit/reimagined/>

Email: RideOn.Reimagined@montgomerycountymd.gov

