



**Finance and Capital Committee**

**Information Item III-A**

**June 2, 2021**

**Service and Fare Opportunities**

Washington Metropolitan Area Transit Authority

## Board Action/Information Summary

☐ Action ☒ Information

MEAD Number:  
202277

Resolution:  
☐ Yes ☒ No

### TITLE:

Service and Fare Opportunities

### PRESENTATION SUMMARY:

In support of the region's pandemic recovery, staff will present concepts for Board consideration to return to pre-pandemic service levels while adapting to current and future customer needs and fare policy changes to advance equity and ridership.

### PURPOSE:

To provide information and considerations on potential service and fare concepts for supporting pandemic recovery in the region.

### DESCRIPTION:

This presentation provides information for the Board's consideration regarding potential service and fare concepts to support pandemic recovery in the region.

#### Key Highlights:

- The Washington area is rapidly reopening and Metro remains committed to supporting recovery in the region.
- Management has developed service and fare concepts that better meet the needs of existing riders, reflect new travel patterns and lifestyle changes, as well as attract returning and new customers.
- Potential service improvements for this fall include more frequent all day service, offering 12 minutes or better service on six rail and 20 bus lines, and additional improvements to base service levels on other bus lines.
- Another potential enhancement would extend rail service to midnight seven days a week, beginning this summer.
- Proposed changes would serve customers for all trip purposes as the region reopens and especially benefit low-income and minority riders in the region.
- Opportunities to simplify fares and support emerging travel patterns in the near-term include free rail-bus transfers, lower 7-day regional bus pass prices, \$2 flat fares on weekends, and improved passes, as well as continued rollout of mobile payment and the low-income fare pilot.

#### Background and History:

#### Pandemic Recovery Plan

Metro's pandemic recovery plan seeks to support the region's recovery, earn public trust that bus and rail travel is safe, and effectively communicate changing service and fare plans. The service restoration strategy is to (1) protect employees, (2) protect customers, and (3) stay ahead of demand. With the widespread availability of Covid-19 vaccines and increasing vaccination rates, Metro is entering the early stages of its recovery phase. This phase includes monitoring conditions and looking for opportunities to adapt service to meet evolving customer needs.

In April 2021, the Board approved the FY2022 budget which includes Metrorail service operating at 80% of pre-pandemic service and Metrobus at 85%. This includes the following approved service changes:

o June bus service improvements

- 2 am service on 34 lines, 7 days
- Peak, full day, and weekend service restorations

o September bus service enhancements and modifications

- Changes as part of new DASH network in Alexandria, increasing service frequency all day
- Restructuring of downtown routes to improve corridor reliability by shortening some routes, realigning others, and reinvesting in the primary portions of the corridors

## **Budget Outlook**

Federal relief has allowed Metro to avoid severe service cuts and layoffs. The FY2022 budget was adopted with reduced service levels but no layoffs to enable additional service mobilization using existing resources. Metro's net total federal relief funding from CARES, CRRSAA, and ARPA is \$2.45 billion and \$865 million is the anticipated balance beyond what has been allocated to support the FY2020, FY2021, and FY2022 operating budgets. The early projection is relief funding will support the FY2023 operating budget and contribute to closing the gap in FY2024. Variables affecting the pace federal relief funds are used include ridership recovery, the level of bus and rail service, fare policy changes, and jurisdictional subsidy. Staff expects the concepts presented for Fall 2021 implementation can be implemented within the approved FY2022 budget levels.

## **Discussion:**

The Washington area is rapidly reopening with pandemic-related capacity restrictions lifted by June and school systems fully reopening by Fall 2021. In April 2021, the Board approved a FY2022 budget that maintains Metrorail service levels at 80% of pre Covid-19 service and expands Metrobus service to 85% of pre Covid-19 service. Federal relief enabled Metro to avoid severe service cuts and layoffs and is projected to support the base operating budget through FY2023 and contribute to closing an anticipated FY2024 gap.

This item provides information for Board policy consideration, including:

- **Service:** What level of service should Metro provide? Should service be different than pre-pandemic?
- **Fares:** How to balance revenue, ridership, and equity goals?
- **Subsidy:** How should federal relief funds be applied through FY2024?

To support consideration of these questions, Metro staff have developed the following potential service and fare concepts.

### Potential Service Concepts

Metro is evaluating opportunities to improve rail and bus service to support regional recovery and adapt to current and future customer needs.

Travel trends informing the service options include:

- Strong sustained Metrobus ridership during the pandemic with ridership distributed more evenly throughout the day, especially on the highest ridership lines – a pattern also seen on Metrorail.
- The expectation that peak period ridership is likely to change due to growth of telework and split work weeks.
- Uncertainty around overall regional trip volumes and patterns considering factors including the potential for more work and non-work trips taken at other times, an expected robust economic recovery, and continued growth in population and activities near transit.
- High levels of off-peak travel on all modes – including non-transit trips – especially between 7 am and 9 pm.

Service opportunities include more all day rail and bus service. All day service is consistent, high frequency service offered seven days a week with an emphasis on setting a high standard for base service levels. The approach is compatible with running more service to meet higher peak demand.

Metrorail:

- Offer higher all day frequencies, with consistent midday service and improved 6 to 12 minute weekday evening and weekend service; offer improved later evening service with no less than 15 minute service on all lines at all times.
- Increase weekday peak frequencies to 5 to 10 minutes to accommodate returns to in-person work and school.
- Extend hours to midnight, 7 days a week by Summer and extend to 1 am on Friday and Saturday nights by Fall.

Metrobus:

- Launch 12 minutes or better service on 20 lines from 7 am to 9 pm, 7 days a week.
- Offer consistent 20 minutes or better service on an additional 16 lines between 7 am to 9 pm, 7 days a week.
- Restore additional bus service to better serve customers and prepare for returning ridership.

If implemented, these changes would address a top customer priority and improve service for existing riders, increase rail and bus ridership above the levels expected if no service adjustments are made, especially benefit low-income and minority riders who are more likely to ride during off-peak periods and weekends, and support regional recovery as more riders return to school, work, and other activities in Fall 2021. With additional resources, Metro could further restore more pre-pandemic peak service, expand the hours the most frequent service is offered, improve frequencies on additional lines, or increase the frequency standard.

### Potential Fare Change Opportunities

On fares, there is a near-term opportunity to advance longstanding priorities to make fares more equitable for rail and bus riders by implementing deferred fare changes from the original approved FY2021 budget while also beginning to develop for consideration larger fare changes and a new fare strategy.

#### Near Term Opportunities:

- Implement deferred fare changes from the original approved FY2021 budget and Bus Transformation Project recommendations, including an increased rail-bus transfer discount (with the opportunity to increase to free rail-bus transfers), lower 7-Day Regional Bus Pass Price (\$12 from \$15), incorporating regional providers in Metro passes, and instituting a \$2 rail flat fare on weekends.
- Continue to advance priority fare initiatives such as mobile payment and the low-income fare pilot.

Metro staff will support Board consideration of potential larger fare changes and a new fare strategy that requires a longer lead time and customer input. This could include an update to the Fare Policy Principles and consideration of a range of options for Metrorail, Metrobus, and MetroAccess fares.

Next steps include advancing the development of service concepts and near-term fare opportunities for further Board consideration on June 10, 2021. Staff will also advance the bus network redesign to consider larger changes to bus routes and service levels and development of options for broader changes to fare structures will continue through the Fall.

### **FUNDING IMPACT:**

No funding impact. This is an information item that provides additional detail on service and fare options for Metro operations in FY2022.

### **TIMELINE:**

<b>Previous Actions</b>	May 2020 – Covid Recovery Planning Update June 2020 – Covid-19 Pandemic Recovery Plan & Budget update July 2020 – Covid-19 Pandemic Recovery Plan & Budget update
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	September 2020 – Covid-19 Pandemic Recovery Plan & Budget Update April 2021 – FY2022 Budget Adoption
<b>Anticipated actions after presentation</b>	Fall 2021 – Potential implementation of near-term service and fare opportunities FY2022 – Development and consideration of further fare policy changes

**RECOMMENDATION:**

No recommendation is made in this information item.

# Service and Fare Opportunities

Work Session

Finance and Capital Committee  
June 2, 2021



# Purpose

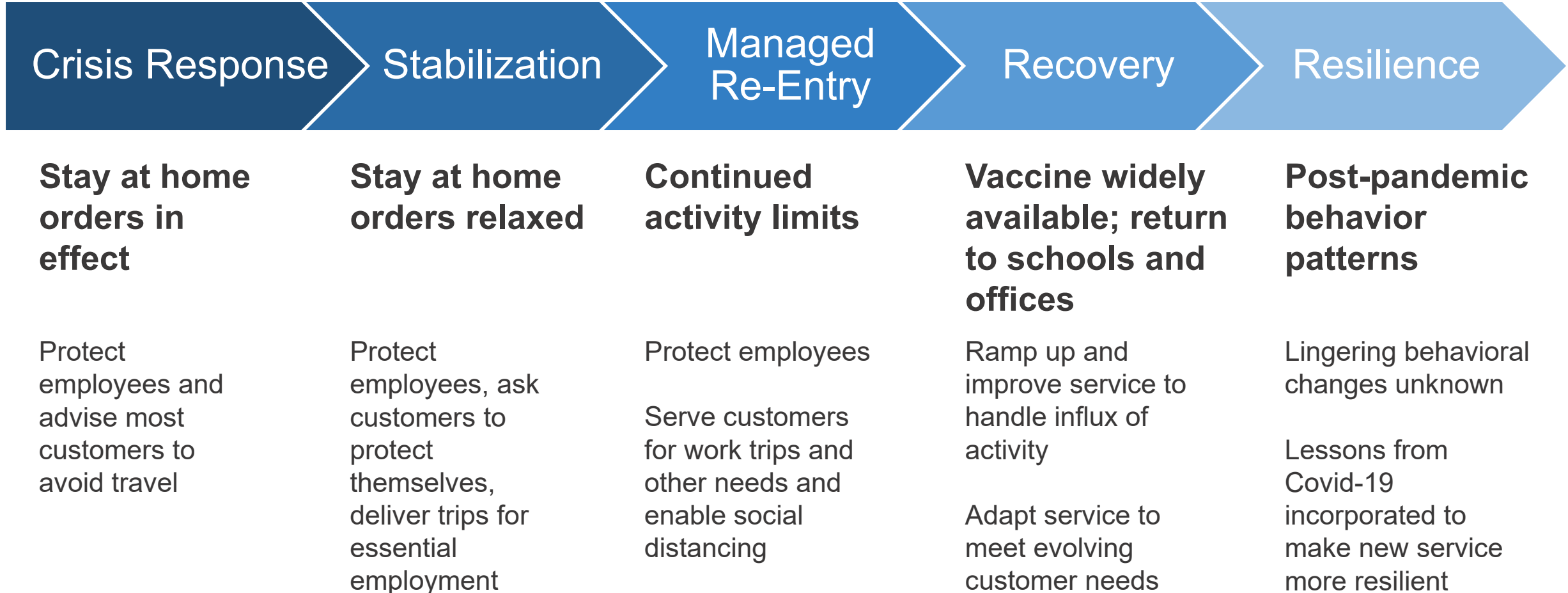
Provide information and considerations on potential service and fare concepts for supporting pandemic recovery in the region, including changes for Fall 2021 implementation as well as longer term opportunities.





# Context

# Pandemic Recovery Plan Phases



## The Washington area is rapidly reopening

- Capacity restrictions lifted by June
- Mask mandates lifted or narrowed – *still required on transit*
- School systems have announced full reopening in the Fall

Governor Hogan Lifts Capacity Limits on Indoor and Outdoor Venues, All Remaining Restrictions on Indoor and Outdoor Dining As of May 15

Governor Hogan Announces End of Statewide Mask Mandate

State Adopts CDC Guidance, Fully Vaccinated Individuals May Resume Activities as Normal  
State Health Officials Strongly Recommend Unvaccinated Individuals Continue to Wear Face Coverings  
Order Takes Effect Along With Lifting of All Capacity Limits and Restrictions

For Immediate Release: May 14, 2021

Contacts: Office of the Governor: Alena Yarmosky, Alena.Yarmosky@governor.virginia.gov

Governor Northam Lifts Mask Mandate to Align with CDC Guidance, Announces Virginia to End COVID-19 Mitigation Measures on May 28

Commonwealth has administered nearly 7 million vaccines, 63 percent of Virginia adults have received at least one dose

Beginning on **Friday, May 21, at 5 a.m.**, restrictions on most public and commercial activity, including capacity limits, types of activities, and time restrictions, will be lifted.

On **Friday, June 11**, nightclubs and large sports and entertainment venues will be able to resume full normal operations.

DC's updated mask guidance goes into effect **today**.

CORONAVIRUS.DC.GOV

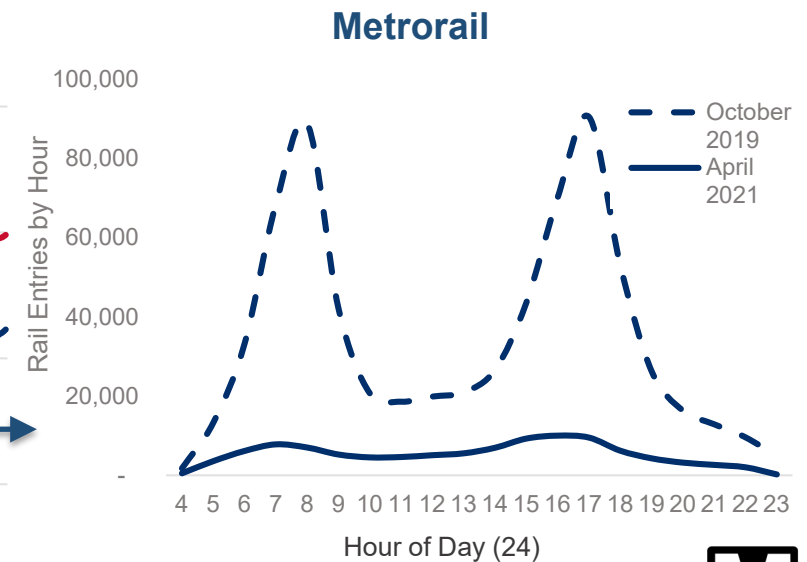
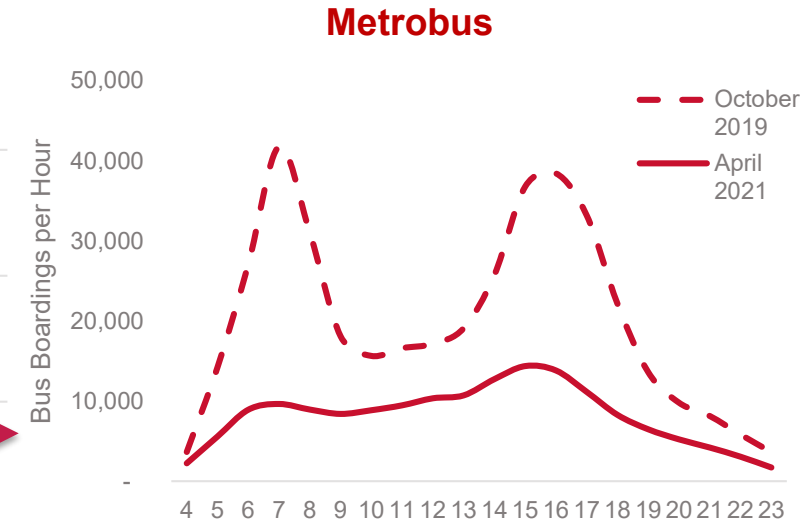
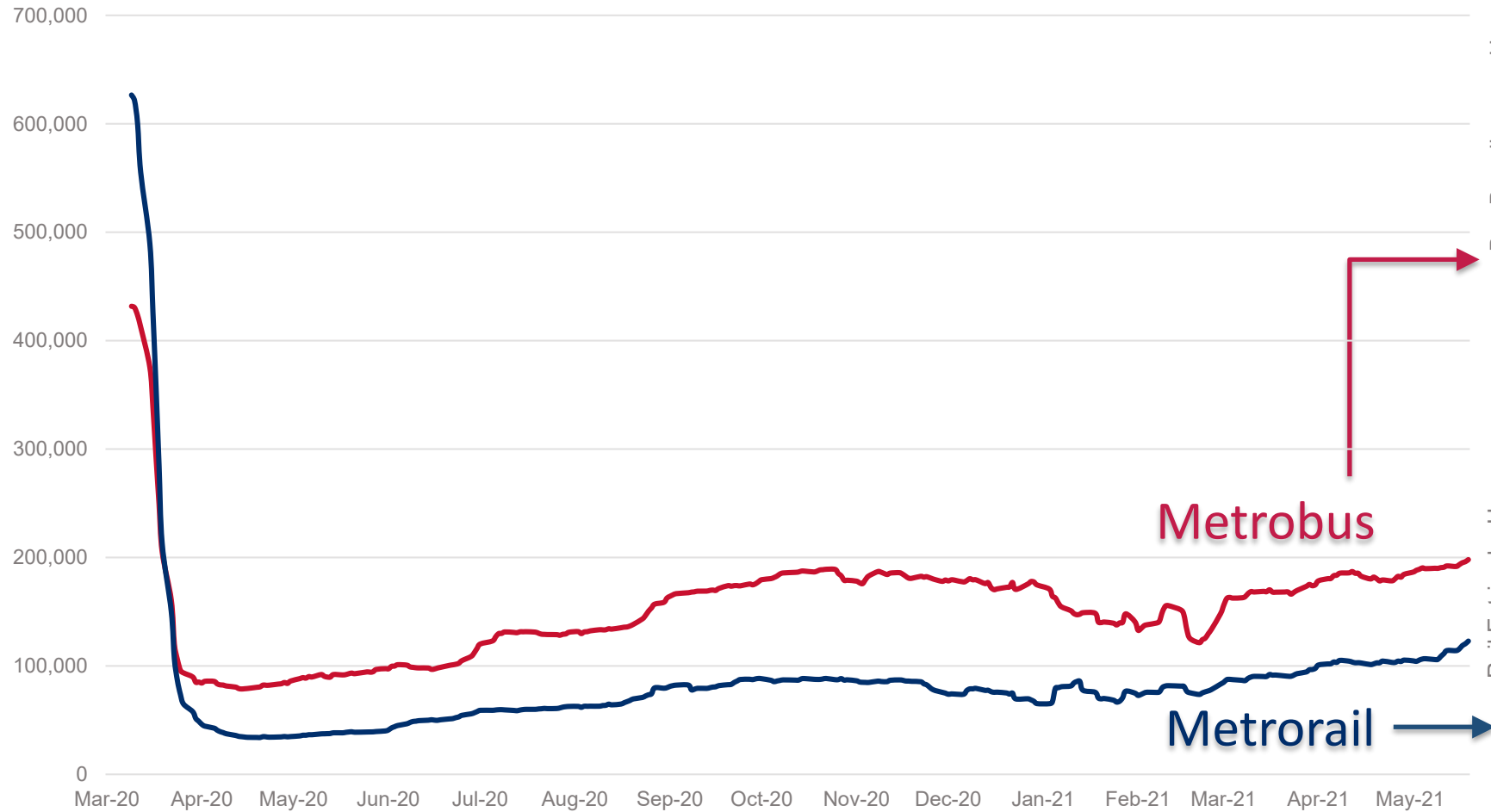


DC HEALTH  
GOVERNMENT OF THE DISTRICT OF COLUMBIA

14 of 69  
MURIEL BOWSER, MAYOR

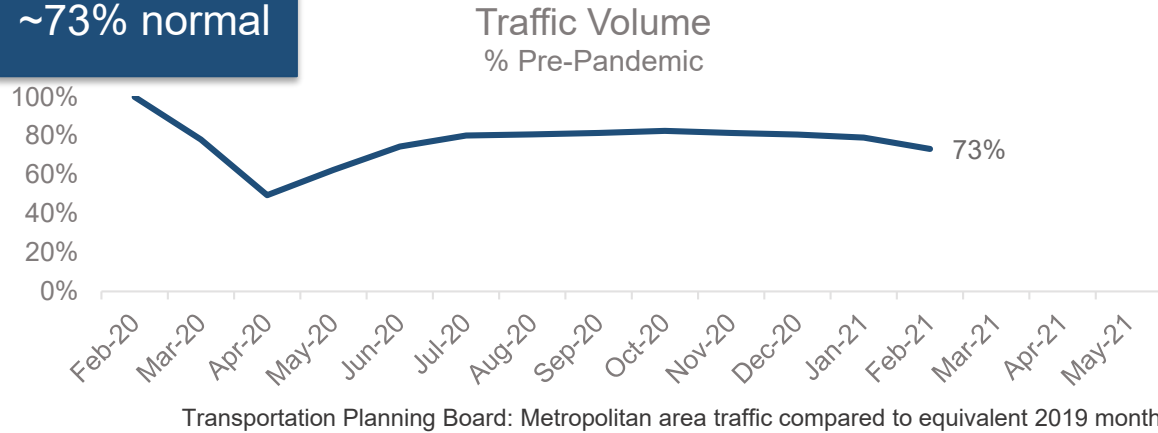


# Bus and Rail Ridership

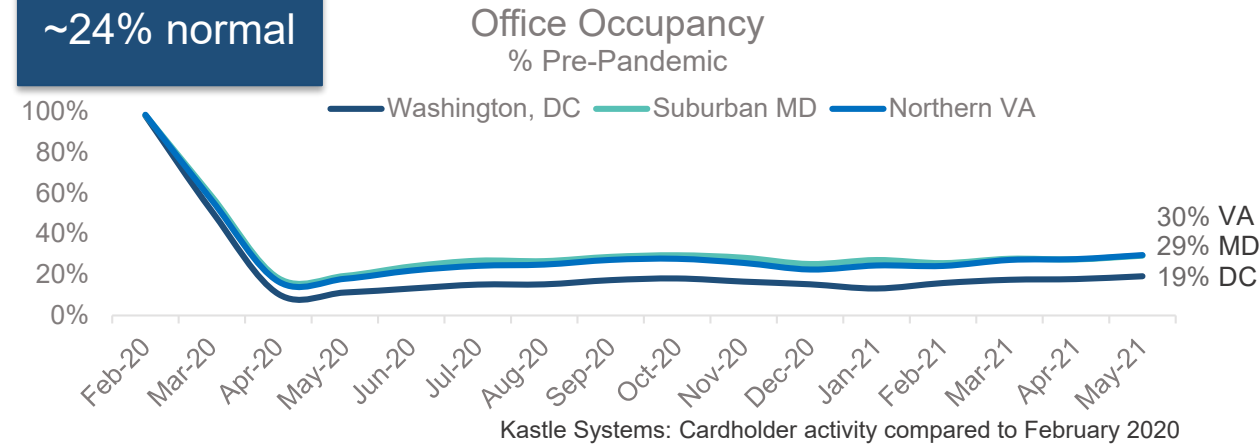


# Regional activity levels vary by category

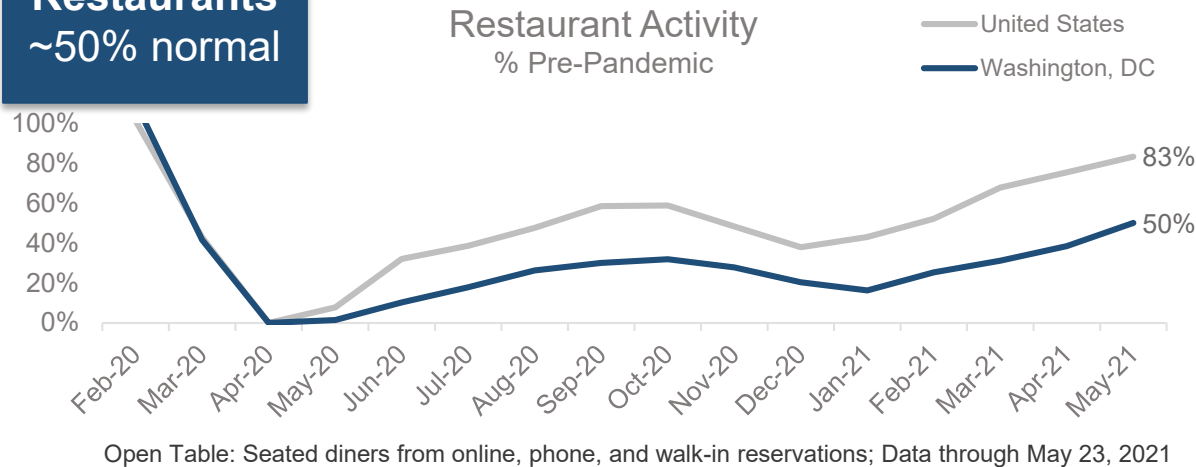
## Traffic ~73% normal



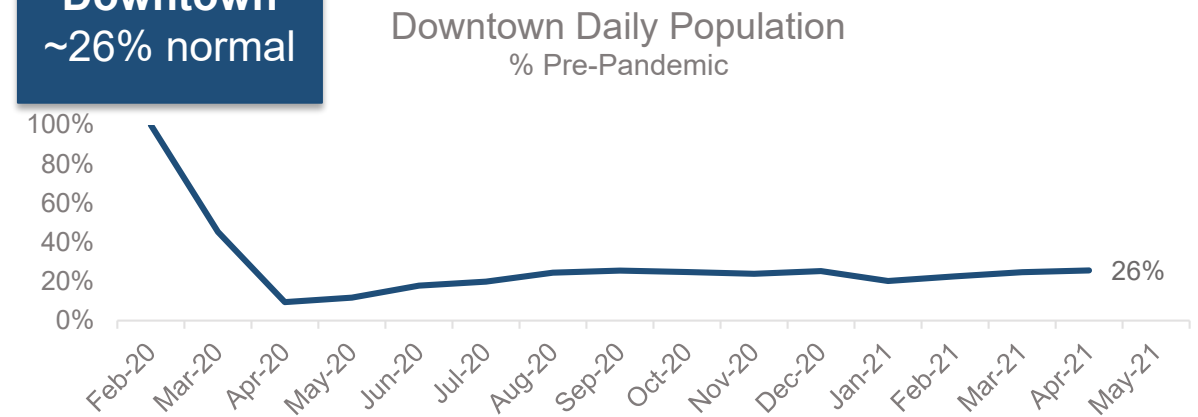
## Offices ~24% normal



## Restaurants ~50% normal



## Downtown ~26% normal



## FY2022 Approved Rail and Bus Service

### **Metrorail** *80% of pre Covid-19 service*

#### **Maintain existing service levels**

*Span:* Close 11 pm, 7 days

*Frequency:*

Weekdays: 12 min BL/OR/GR/YL/SV / 6 min RD

Weekends: 15 min BL/OR/GR/YL/SV / 12 min RD

Evenings: 20 min BL/OR/GR/YL/SV / 15 min RD

No station closures, no turnbacks

### **Metrobus** *85% of pre Covid-19 service*

#### **Implement approved service changes in June and September 2021**

Extend to 2 am on 34 lines 7 days

6 lines/restore weekday peak coverage

4 lines with full or partial restoration of all-day service

10 lines with restoration of Saturday service

9 lines with restoration of Sunday service

Federal relief allowed Metro to avoid severe service cuts and layoffs

# When Customers Will See Improvements

## Summer 2021

- **Approved:** June bus service improvements
  - 2 am service on 34 lines, 7 days
  - Peak, full day, and weekend service restorations

## Labor Day / Fall 2021

- **Approved:** September bus service enhancements and modifications
  - Changes as part of new DASH network in Alexandria, increasing service frequency all day
  - Restructuring of downtown routes to improve corridor reliability by shortening some routes, realigning others, and reinvesting in the primary portions of the corridors

## 2022

- **Planned:** 7 new rail stations open
  - Reston Town Center
  - Herndon
  - Innovation Center
  - Dulles Airport
  - Loudoun Gateway
  - Ashburn
  - Potomac Yard



# Budget Outlook



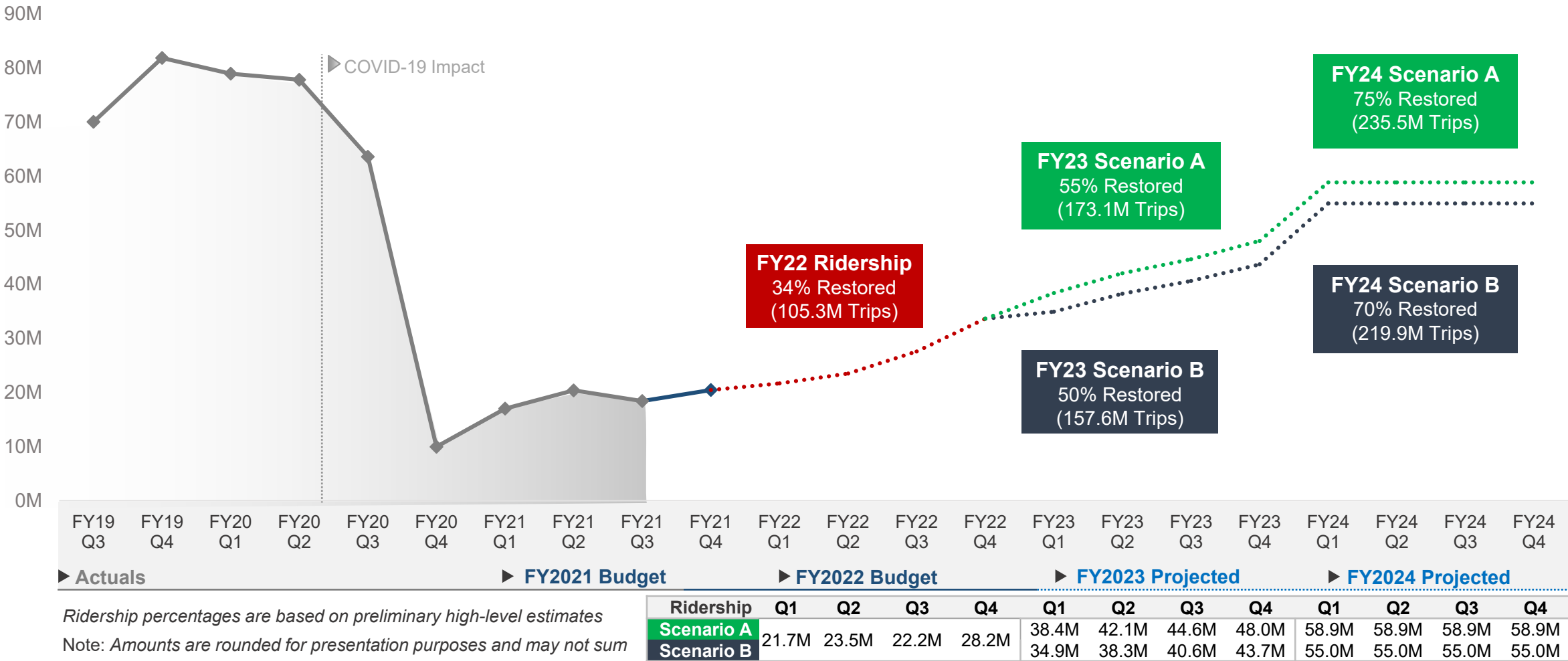
# Operating Budget Outlook

- Metro's net total federal relief funding from CARES, CRRSAA, and ARPA is \$2.45 billion
- FY2022 budget adopted with reduced service levels but no layoffs to enable additional service mobilization using existing resources
- Early projection is relief funding will support base operating budget through FY2023 and contribute to closing the gap in FY2024
- Variables include pace of recovery, level of bus and rail service, ridership, fare policy changes, and jurisdictional subsidy

# Federal Relief Funding FY2020-2024

	Total	FY2020	FY2021	FY2022	FY2023	FY2024	Allocated	Balance
<i>\$ in Millions</i>								
CARES Act	<b>\$767.7</b>	\$221.0	\$546.7	\$0.0	\$0.0	\$0.0	<b>\$767.7</b>	<b>\$0.0</b>
CRRSAA	<b>\$625.1</b>	\$0.0	\$95.6	\$529.4	\$0.0	\$0.0	<b>\$625.1</b>	<b>\$0.0</b>
ARPA	<b>\$1,058.5</b>	\$0.0	\$0.0	\$193.5	\$0.0	\$0.0	<b>\$193.5</b>	<b>\$865.0</b>
<b>Total</b>	<b>\$2,451.3</b>	<b>\$221.0</b>	<b>\$642.3</b>	<b>\$722.9</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$1,586.3</b>	<b>\$865.0</b>

# Preliminary High-Level Ridership Scenarios



## Operating Budget Preliminary Outlook Through FY2024

	FY2021 Budget	FY2022 Budget	FY2023 Projection A - 55% Restored	FY2024 Projection A - 75% Restored
<i>\$ in Millions</i>				
Revenue	\$180.6	\$237.3	\$428.1	\$563.7
Expense	\$1,934.1	\$2,069.9	\$2,204.4	\$2,258.4
<b>Operating Deficit</b>	<b>(\$1,753.5)</b>	<b>(\$1,832.5)</b>	<b>(\$1,776.3)</b>	<b>(\$1,694.7)</b>
Subsidy	\$1,111.6	\$1,109.7	\$1,190.4	\$1,226.1
<b>Funding Gap</b>	<b>(\$642.0)</b>	<b>(\$722.9)</b>	<b>(\$585.9)</b>	<b>(\$468.6)</b>
Relief Funding	\$642.0	\$722.9	\$585.9	\$279.1
<b>Remaining Gap</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>(\$189.5)</b>

*Note: Amounts are rounded for presentation purposes and may not sum*

<sup>1</sup> FY2023 subsidy assumes 3 percent growth as well as legislative exclusions for SVL2 Add-Back and full year of Potomac Yard station

## Operating Budget Preliminary Outlook Through FY2024

	FY2021 Budget	FY2022 Budget	FY2023 Projection B - 50% Restored	FY2024 Projection B - 70% Restored
<i>\$ in Millions</i>				
Revenue	\$180.6	\$237.3	\$394.7	\$530.3
Expense	\$1,934.1	\$2,069.9	\$2,204.4	\$2,258.4
<b>Operating Deficit</b>	<b>(\$1,753.5)</b>	<b>(\$1,832.5)</b>	<b>(\$1,809.8)</b>	<b>(\$1,728.1)</b>
Subsidy	\$1,111.6	\$1,109.7	\$1,190.4	\$1,226.1
<b>Funding Gap</b>	<b>(\$642.0)</b>	<b>(\$722.9)</b>	<b>(\$619.3)</b>	<b>(\$502.0)</b>
Relief Funding	\$642.0	\$722.9	\$619.3	\$245.6
<b>Remaining Gap</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>(\$256.4)</b>

*Note: Amounts are rounded for presentation purposes and may not sum*

<sup>1</sup> FY2023 subsidy assumes 3 percent growth as well as legislative exclusions for SVL2 Add-Back and full year of Potomac Yard station



# Service and Fare Concepts

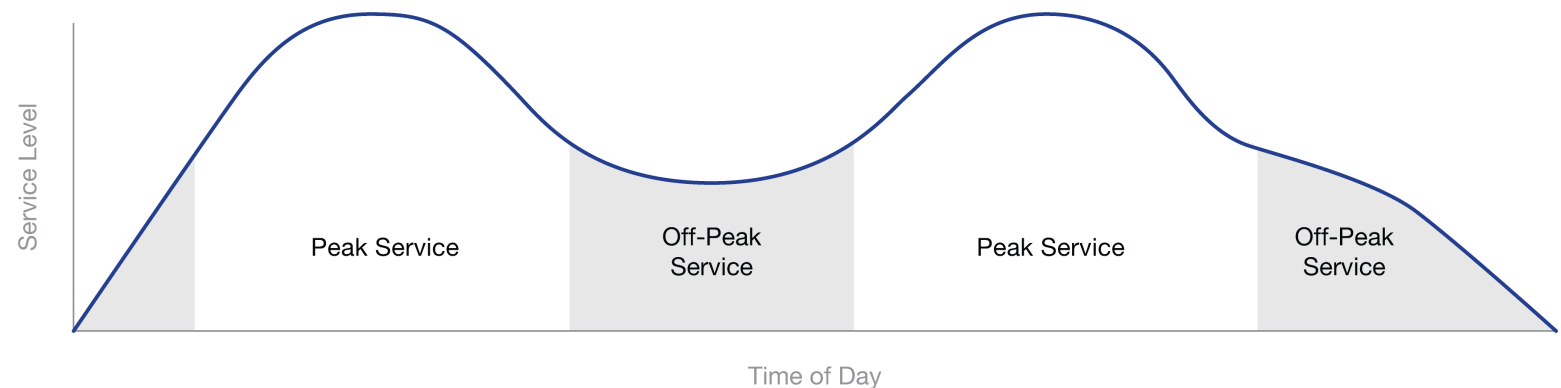
# Policy Considerations

- **Service:** What level of service should Metro provide? Should service be different than pre-pandemic?
  - Continue service where it is today (approx. 80% of rail and 85% of bus) or increase to pre-pandemic service levels?
  - Run the same service as pre-pandemic or adapt to current and future customer needs?
- **Fares:** How to balance revenue, ridership, and equity goals?
  - Should Metro consider short term fare options and potential fare policy structural changes that prioritize ridership vs. revenue?
- **Subsidy:** How should federal relief funds be applied through FY2024?

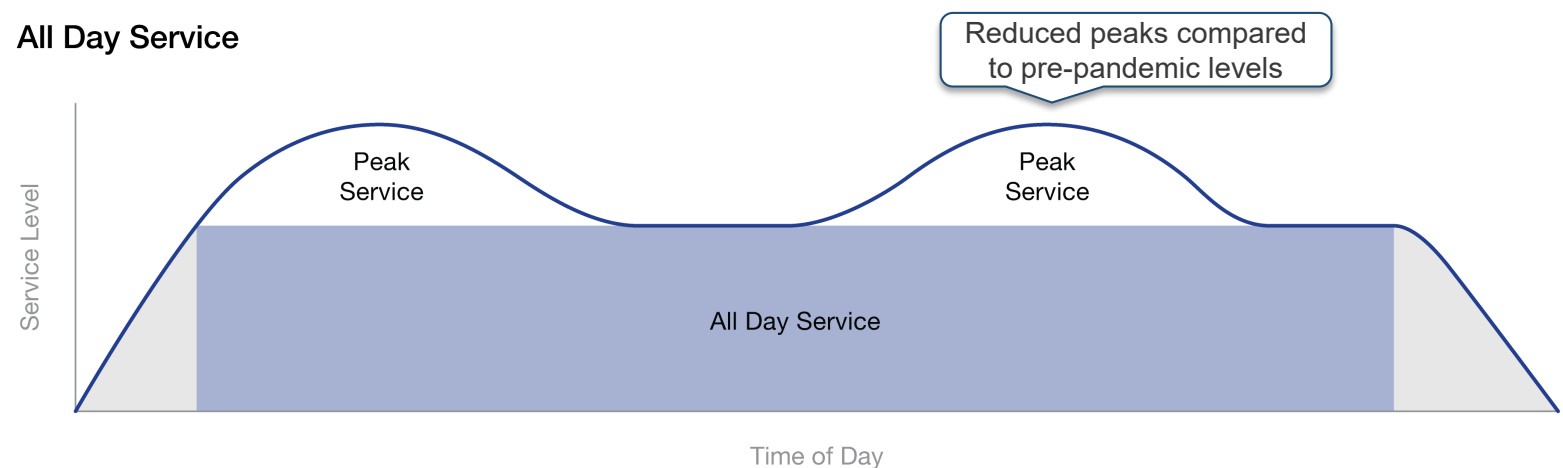
# Opportunity: More all day rail and bus service

- Consistent high frequency service offered seven days a week
- Emphasis on setting a high standard for “base” all day service levels
- Compatible with running more service to meet higher peak demand

Peak-Focused Service



All Day Service





# Potential Service Concepts

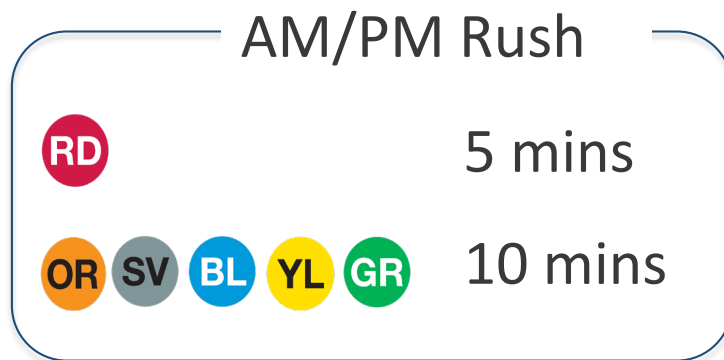
## Frequent Service Concept

- Launch 26 line all day, frequent rail and bus service plan
  - All day frequent service on all 6 rail and 20 bus lines (serving nearly half of bus riders)
  - 12 minute minimum frequency between 7am to 9pm, 7 days a week
  - Additional improvements to base service levels on other bus lines
- Opportunity to serve customers for all trip purposes as the region reopens
  - Delivers what customers tell us is top priority
  - Provide some ridership growth opportunity to offset slowness in return of peak commute trips
  - Especially benefits lower-income and minority riders

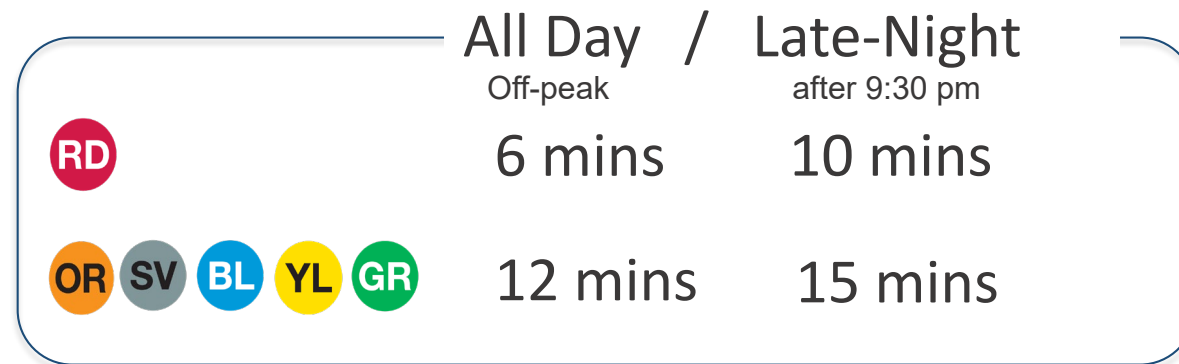
## Rail Span Changes

- Summer 2021: Extend hours to midnight, 7 days a week
- Fall 2021: Extend hours to 1 am on Friday and Saturday

# Service Concept | Rail



AM/PM Rush: 6:30a-9:30a and 3p-7p



Operating Hours: Opening 5a M-F, 7a Sa-Su; Closing 12a Su-Th, 1a Fr-Sa

- Higher all day frequencies
  - Improved 6 to 12 minute weekday evening and weekend service
  - Improved later evening service with no less than 15 minute service (instead of 20 minute) on all lines at all times
- Better peak service
  - 5 to 10 minute weekday peak service to accommodate return to work and school
- 100% eight-car trains



- Expected to increase ridership ~7% systemwide above ridership recovery levels without improvements
- Especially benefits low-income and minority riders who are more likely to ride off-peak and weekends

# Service Concept Summary | Bus



Lines

12-min Network  
& Other Improvements

36  
20 at 12-min and 16 at 20-min  
*"frequent"*      *"consistent"*

Span

7 am – 9 pm  
14 hours, 7 days

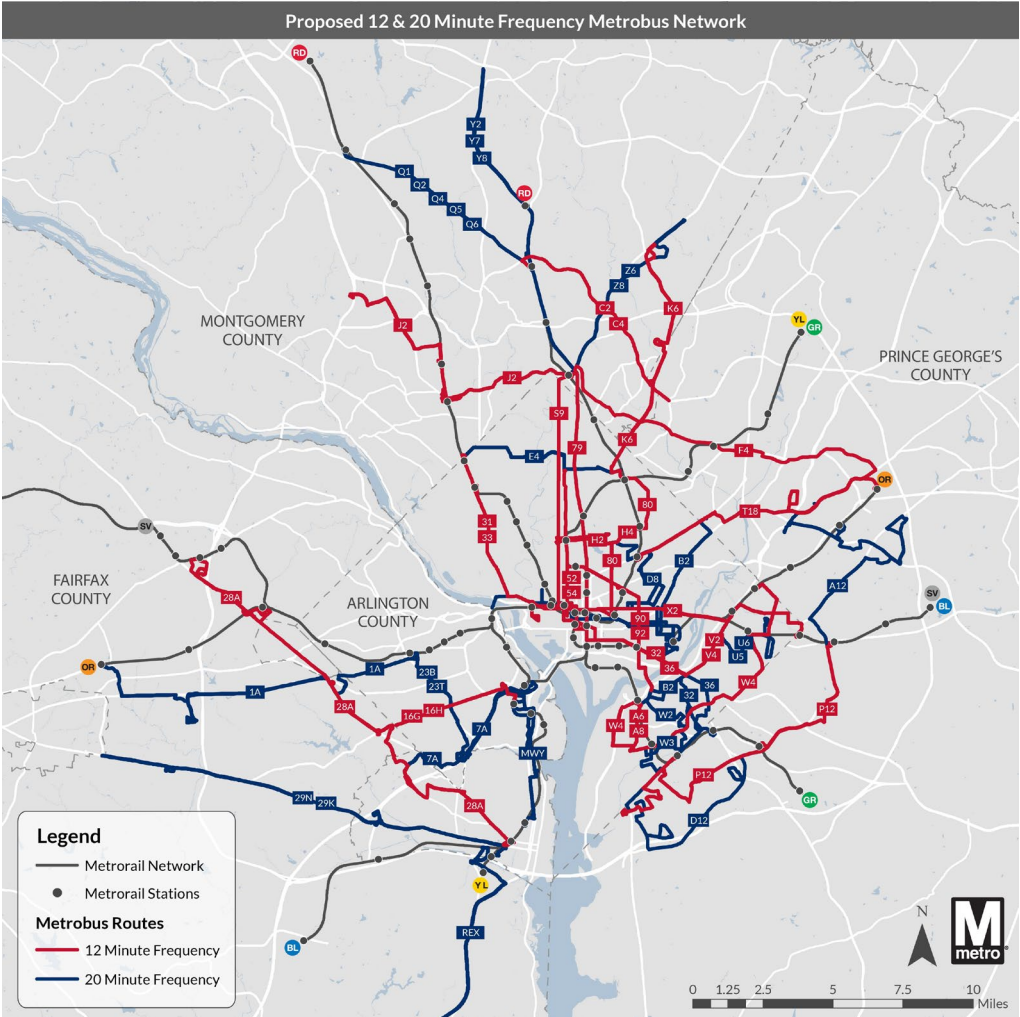
Riders Benefitting  
% of total bus riders, weekday

60%

Ridership  
estimated % growth in daily riders

✓ Benefits  
equity riders

+~8%  
on upgraded lines  
(~4% systemwide)  
above expected recovery level  
without improvements



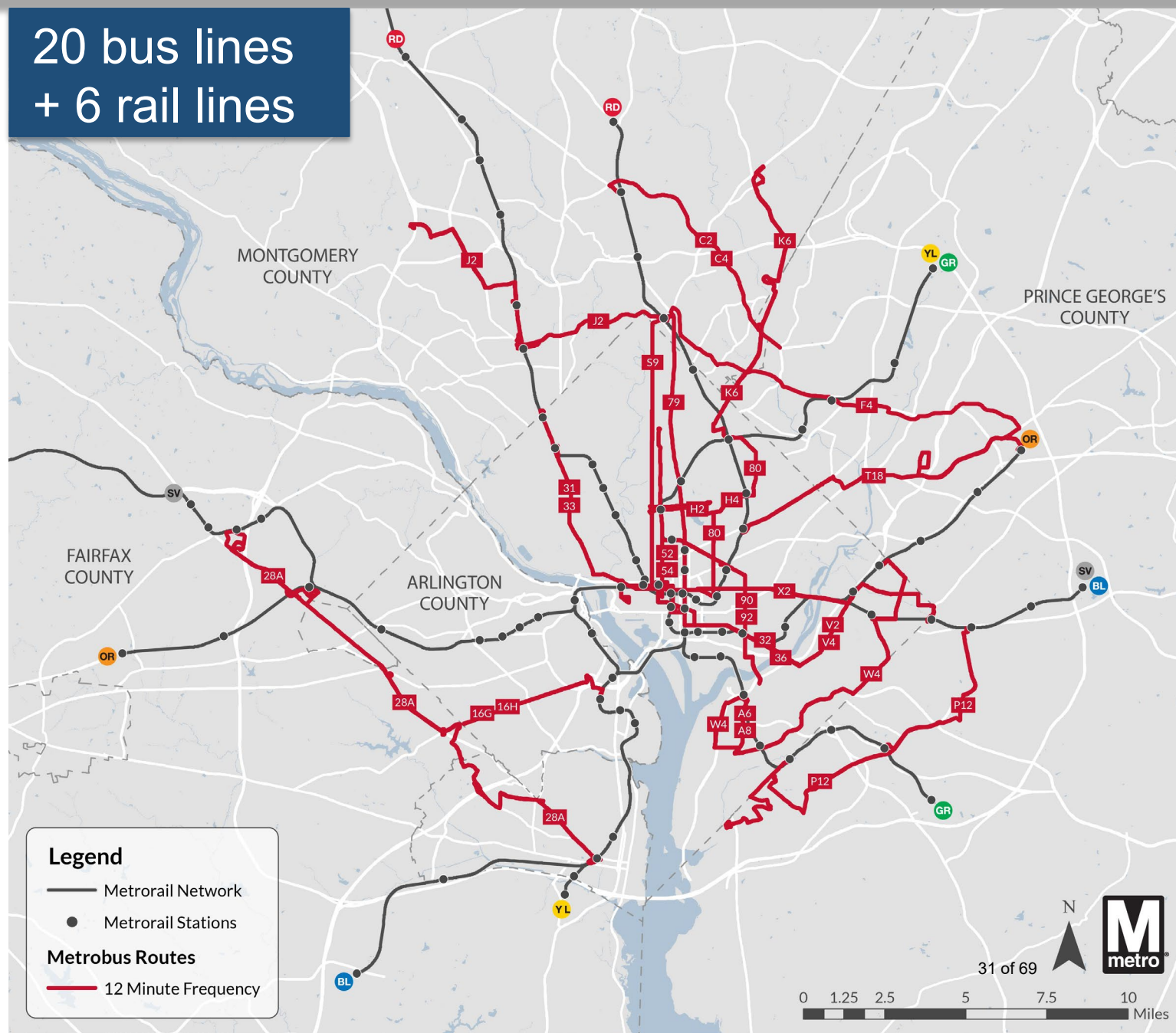
# Service Concept

All Day Rail-Bus Network

## Frequent Service Concept | Bus

- Launch a frequent bus network at rail frequencies on 20 lines
- 12-minute or better headway from 7a-9p, 7 days a week
- Benefits ~43% of existing bus riders

20 bus lines  
+ 6 rail lines

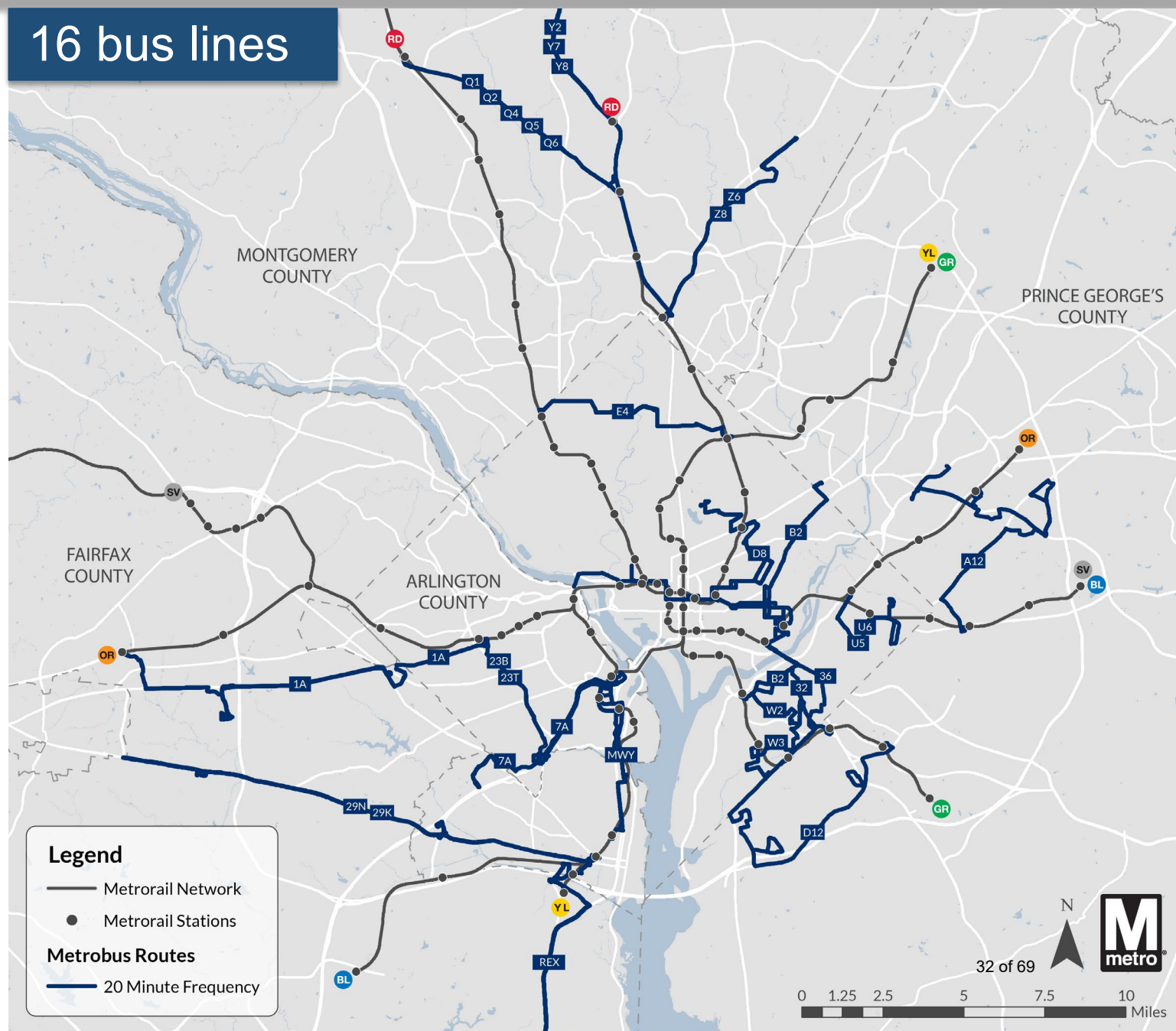




Additional All Day Improvements

# Consistent Service Concept | Bus

- Benefit a broader number of riders by improving base service with consistent frequency on an additional 16 lines
- 20-minute or better headway from 7a-9p, 7 days a week
- Benefits ~17% of riders



# 28A Leesburg Pike (VA) Line - Example

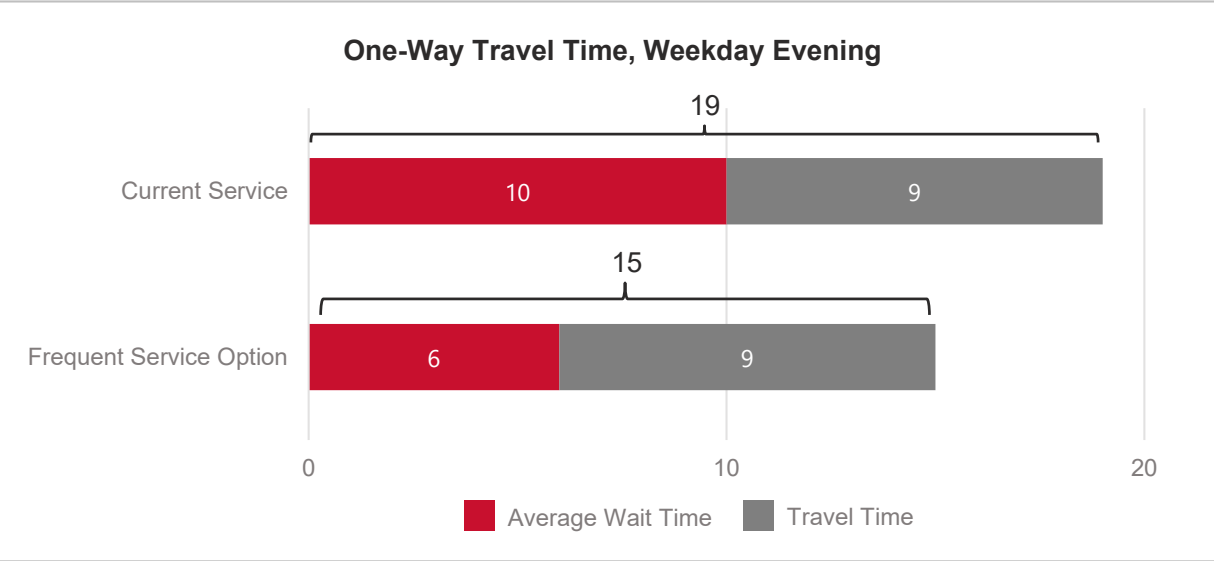
King St-Old Town to Tysons Corner; Connects to Seven Corners Transit Center and West Falls Church

Example  
28A Bus Trip

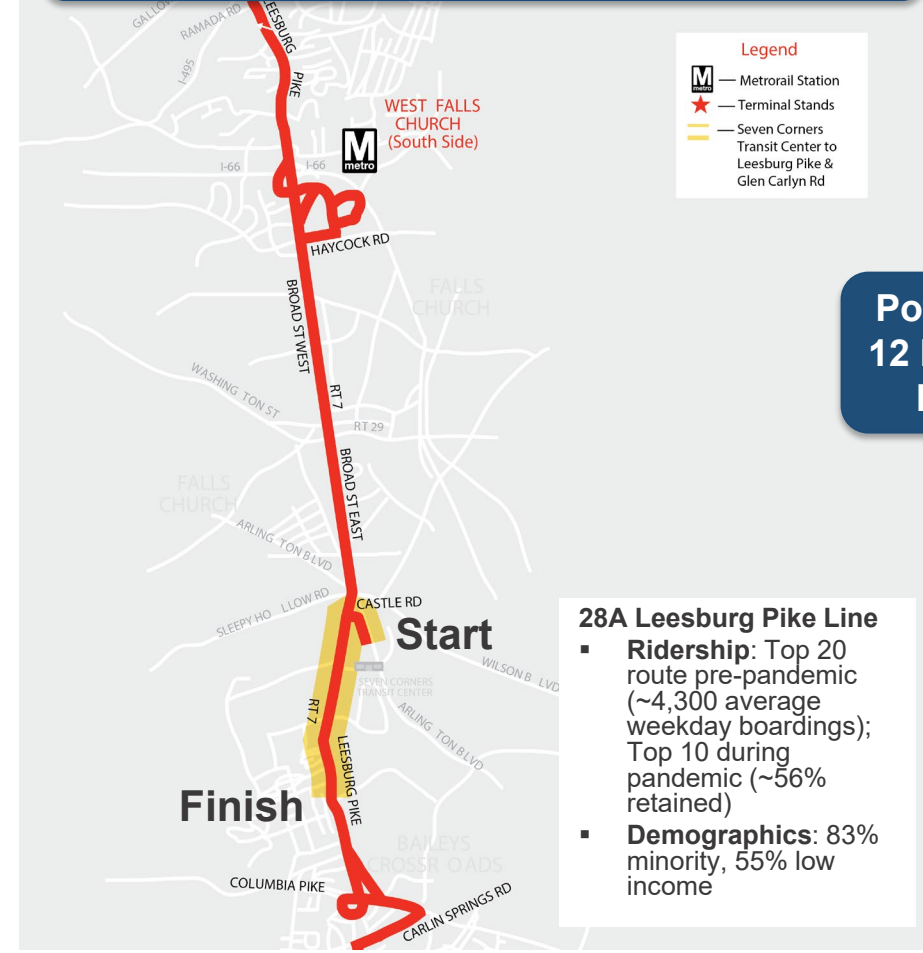
- *Origin and Destination:* Seven Corners Transit Center to Leesburg Pike & Glen Carlyn Road
- *Day and Time:* Weekday Evening

Time savings with frequency improvements

- Wait time reduced 40%
- Total trip time reduced 21%



Headways (minutes)	Weekday	Saturday	Sunday
	20	20	30



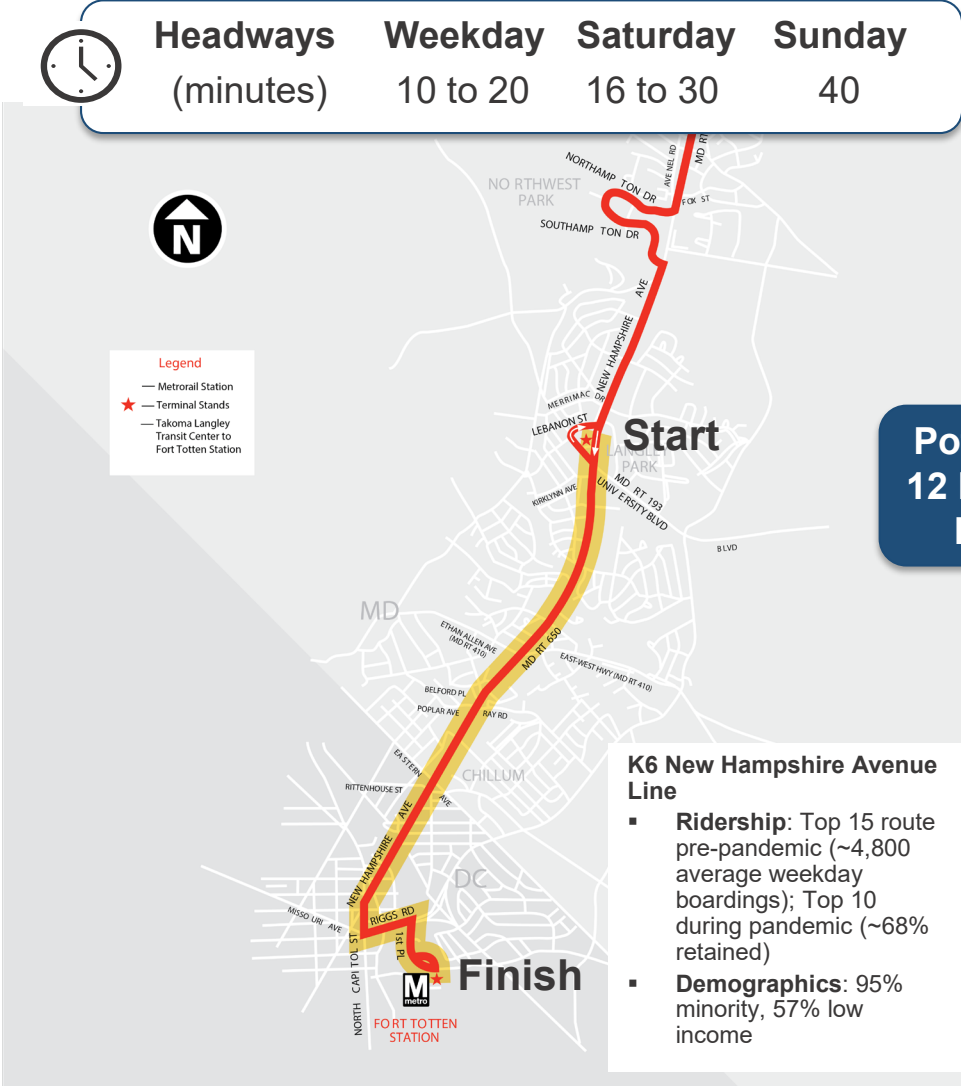
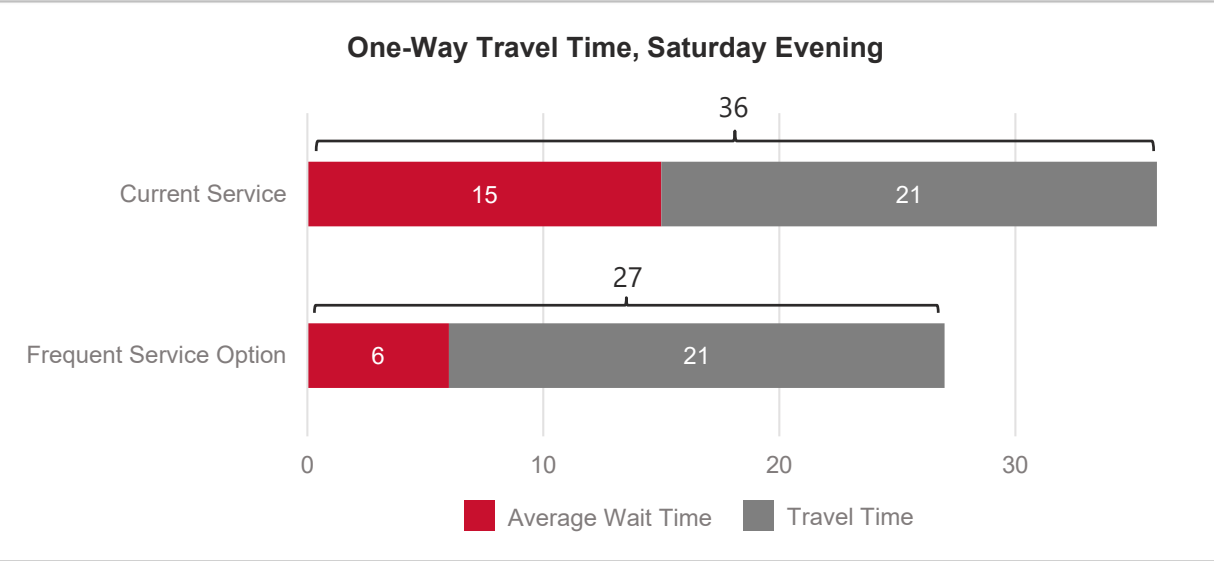
Potential  
12 Minute  
Line



# K6 New Hampshire Avenue (MD) Line - Example

Fort Totten to White Oak; Connects to Takoma Langley  
Crossroads Transit Center and future Purple Line

- Example  
**K6 Bus Trip**
- *Origin and Destination:* Takoma Langley Transit Center to Fort Totten Station
  - *Day and Time:* Saturday Evening
- Changes to trip travel time with frequency improvements:**
- Wait time reduced 60%
  - Total trip time reduced 25%



# W4 Deanwood-Alabama Avenue (DC) Line - Example

Deanwood to Anacostia Station; Connects to Congress Heights and Benning Road

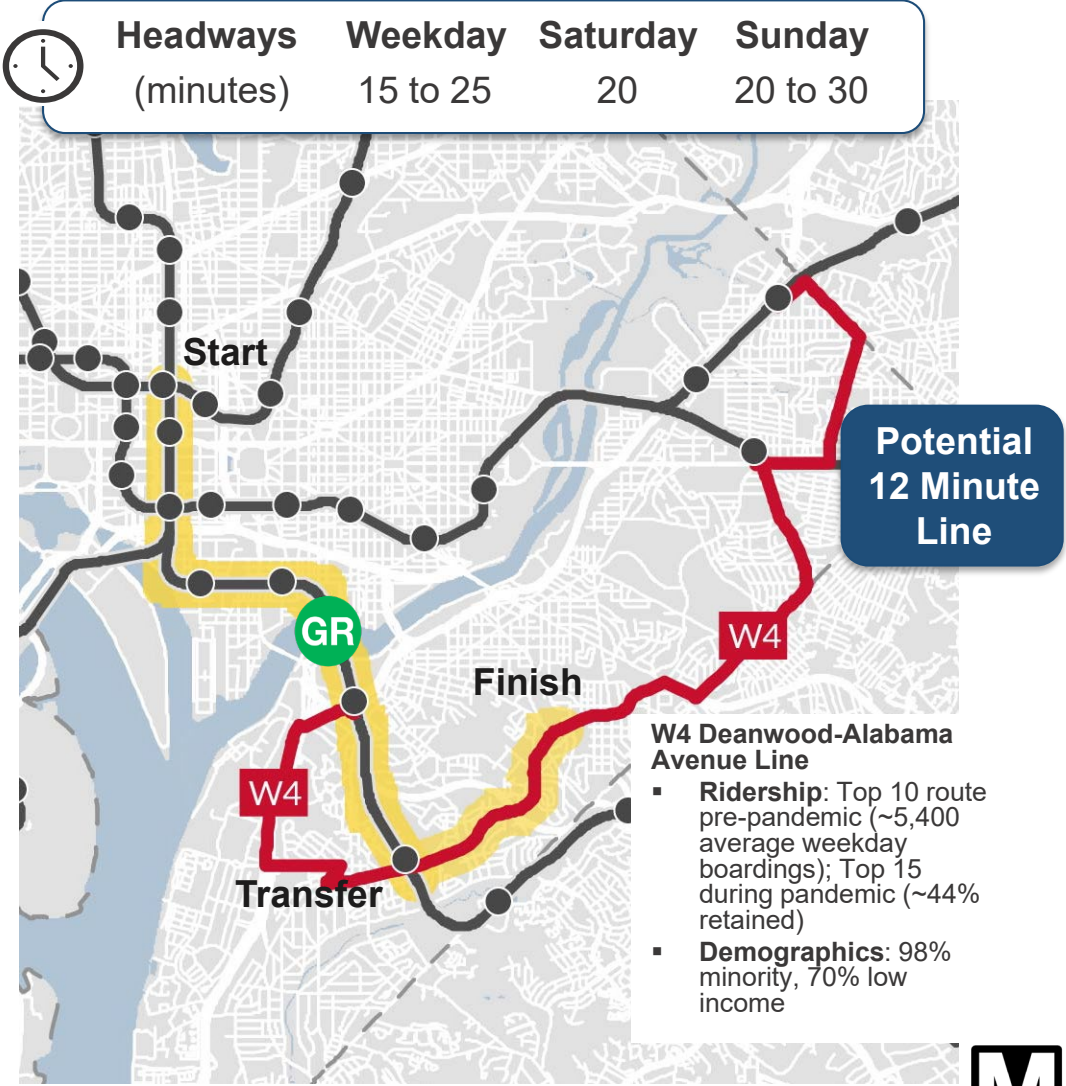
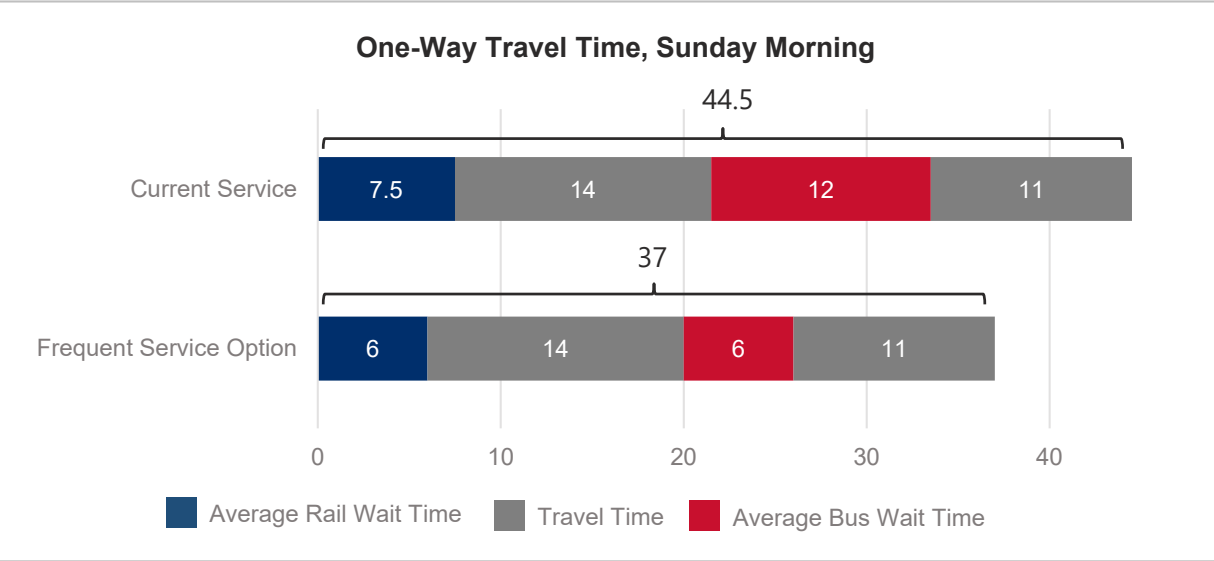
Example

**Green Line to W4 Rail to Bus Transfer**

- *Origin and Destination:* Gallery Place-Chinatown to Alabama Avenue & Good Hope Road with transfer at Congress Heights
- *Day and Time:* Sunday Morning

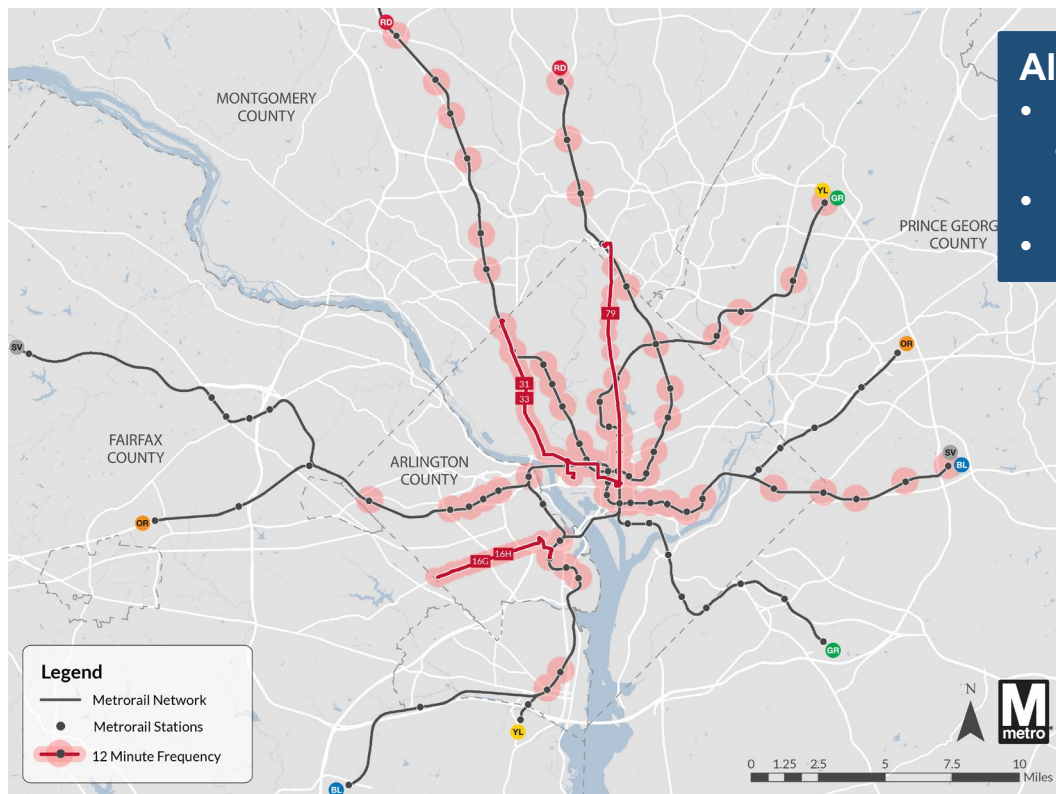
**Time savings with frequency improvements**

- Total rail and bus wait time reduced 38%
- Total trip time reduced 17%





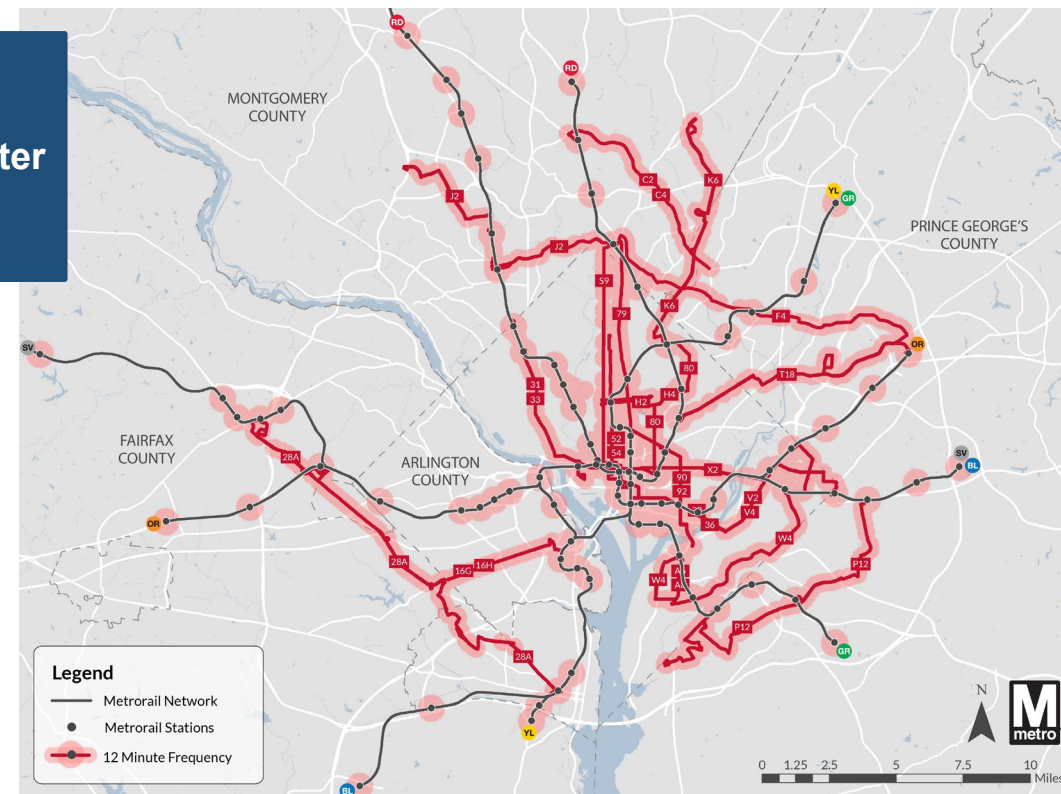
## More riders would receive all day, 12 minutes or better service



**Current Service (2021)**

All day service =

- 12-minute frequency or better
- 7am-9pm
- 7 days a week



**All Day Service Concept**

### Bus

- 20 bus lines, up from 3, operating at 12 minutes or better all day/week
- Increases to 33% from 16% the share of bus passenger trips receiving 12 minutes or better service

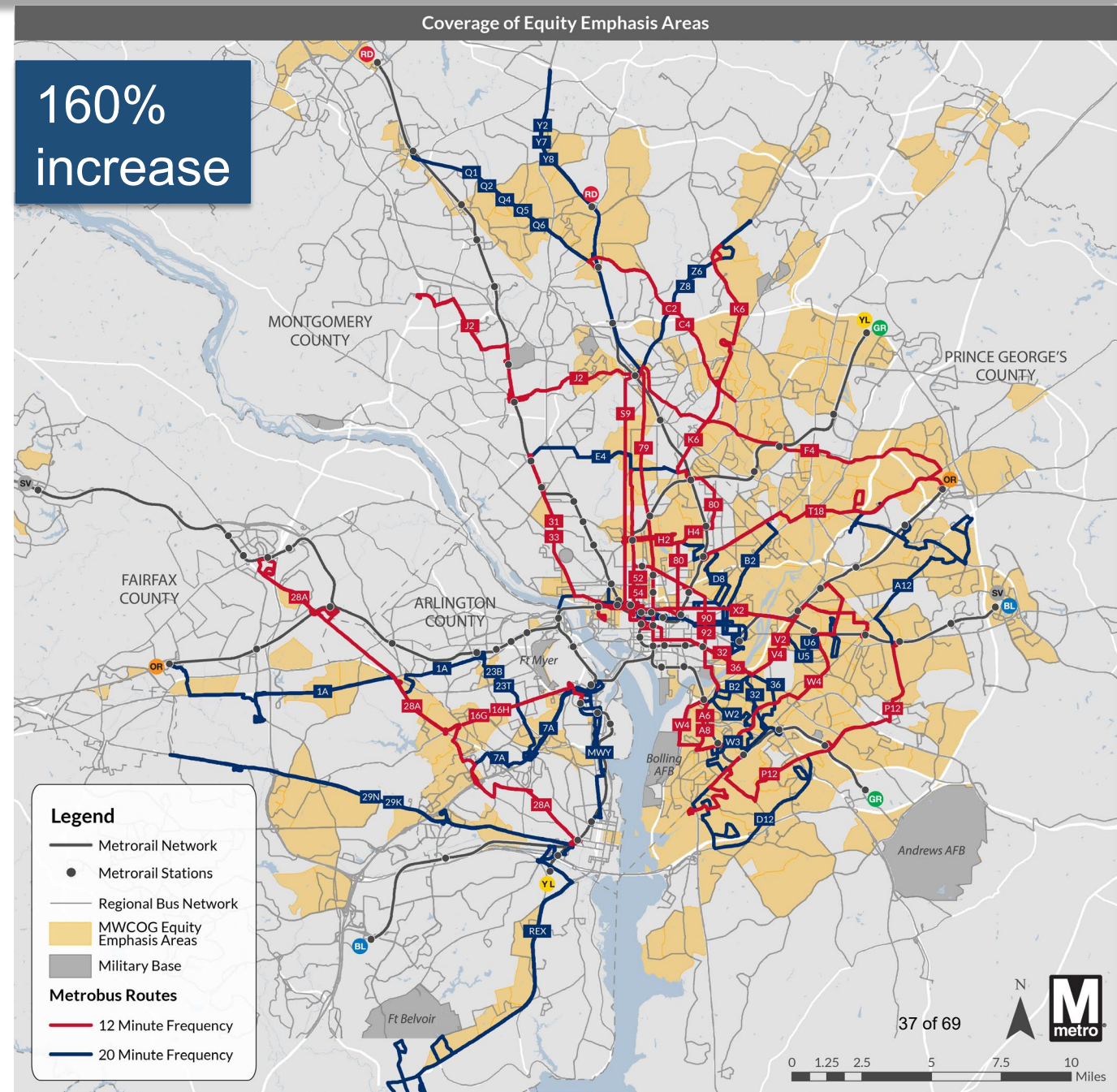
### Rail

- Improves evening and weekend rail service, extending all day 12 minutes or better service to all stations
- Serves more than 95% of passenger trips at 12 minutes or better and 65% at 6 minutes or better

# Improved Service to Equity Emphasis Areas

- 45% of equity emphasis areas would be within ½ mile of a transit stop with 12-minute service
  - An increase from 17% today (160% increase)
  - 61% would be served by 20-minute or better service
- Remaining areas covered by other bus service

Equity emphasis areas are defined by the Metropolitan Washington Council of Governments as Census tracts with higher than average concentrations of low-income or minority populations.

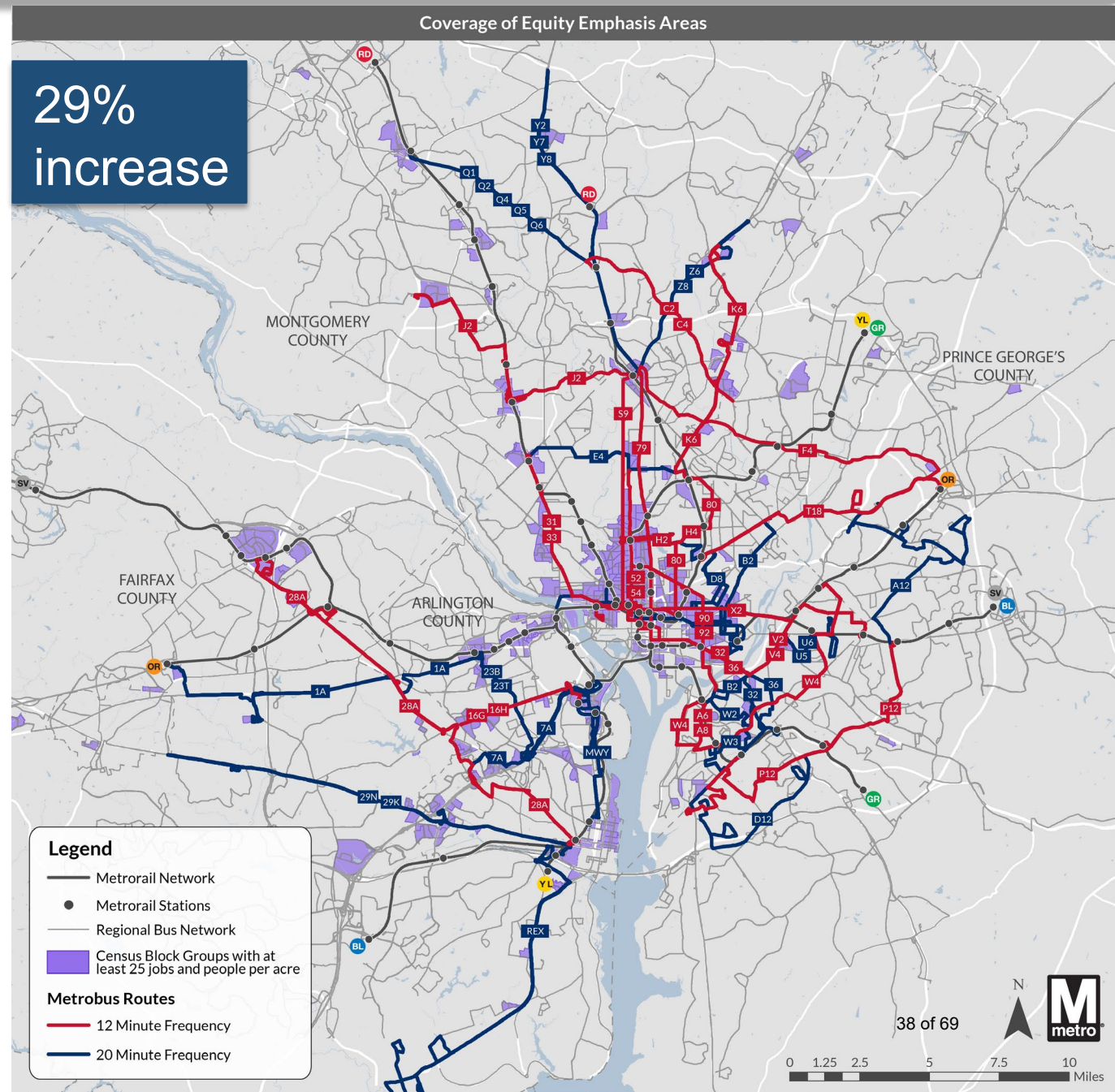




# Improved Service to High Density Areas

- 71% of high density areas would be within ½ mile of a transit stop with 12-minute service
  - An increase from 55% today (29% increase)
  - 80% would be served by 20-minute or better service
- Remaining areas covered by other bus service

High density areas are defined in the Metrobus Service Guidelines as Census blocks with at least 25 jobs or people per acre.



# Service Concept | Discussion



Of remaining 15% of pre-pandemic service hours, 10% allocated to frequency improvements

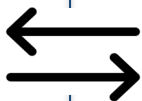
Remaining 5% reserved to restore other services



Weekdays and initial weekend improvements within pre-pandemic service levels

Additional weekend improvements aligned with Silver Line Phase 2 to avoid disparate impact (Title VI)

## Bus: Annual Service Hours Considerations



12-minute frequency  
All Day Service

200,000 annual hours to further upgrade to 10 minute frequencies on twenty bus lines



7a-9p span  
14 hours

35,000 annual hours for each hour of added span











36 lines  
1/3 trunk-only

20,000 annual hours for each additional line

Annual service hours reflect the number of hours buses are on the road inclusive of revenue, layover, and deadhead time. Pre-pandemic service totaled 4,406,097 annual hours.

# Service Concept | Additional Opportunities

- With additional resources, Metro could:
  - Restore more pre-pandemic peak service  
  - Expand high frequency bus segments to the branch line level 
    - For one-third of lines included, the highest frequency applies only to the trunk segments
  - Add additional lines to the all day high frequency network 
  - Offer high frequency for more hours of the day – e.g., starting earlier at 6 am or extending later until 10 pm  
  - Increase the frequency standard – e.g., 10 minutes  

Note: The proposal fully utilizes available operators and additional hiring would be required for further improvements

# Additional Bus Service Restoration

- Allocate 5% of remaining pre-pandemic service hours for service restoration to prepare for returning ridership
  - Frequency improvements to meet anticipated demand and better serve customers
  - Additional peak service to support regional reopening
- Services with restoration remaining deferred include
  - One-seat ride services not providing unique coverage
  - Some short route segments with lower ridership pre-pandemic
  - Some peak-period only route patterns with alternatives in the area

# Potential Fare Opportunities

## Near Term Opportunities

- Implement deferred fare changes from approved FY2021 budget and Bus Transformation Project recommendations:
  - Rail-bus transfers (\$1 transfer discount) – *opportunity to increase to free rail-bus transfers (\$2)*
  - Lower 7-Day Regional Bus Pass Price (\$12 from \$15)
  - Regional providers in Metro passes
  - Rail weekend \$2 flat fares
- Launch a win riders promotion
  - Promotional fare offering in Fall or Winter
- Continue priority fare initiatives
  - Mobile payment
  - Low-income fare pilot

## Advance Fare Strategy and Consider Larger Changes

- Begin consideration of larger fare changes and development of new fare strategy
  - Consider broader changes to fare structure and levels
  - Seek customer input on priorities and options
  - Staff to support Board in development and consideration of options



# Potential Fare Policy Principles for Consideration

Fare Principle	Description
<b>Customer-Focused</b>	Customer-focused fare policies and systems position Metro as an attractive transportation choice
<b>Simple and Convenient</b>	Simple, intuitive, and convenient fares are expected to improve market positioning
<b>Equitable</b>	Equitable fares and practices promote broad access to regional mobility
<b>Seamless</b>	Seamless customer experience across modes and operators promotes regional mobility
<b>Built to Drive Ridership</b>	Drive ridership while balancing revenue and cost-effectiveness

WMATA Fare Strategy Working Group 2021



# Examples | Fare Concepts

Staff can support Board consideration of potential fare concepts

Rail	Bus
Off-Peak All Day (\$2 to \$3.85)	\$1 Bus Fare
Zone Fares (e.g., DC, Inside Beltway, Outside Beltway)	Free Rail-Bus Transfer (Full Fare Transfer Discount)
Lower Min (\$2) or Max (\$6) Fare	
Free or Cheaper Parking	
Group/Family Passes	
	Discounted Low Income Fare
	Cheaper Passes and More Regional Pass Options
	Fare Capping (Daily, Weekly, Monthly)
	MetroAccess Fare Simplification

# Win Riders | Renovated Stations

- 17 stations will have new platforms by Labor Day 2021
  - Addison Road and Arlington Cemetery reopened May 23
  - Four Green/Yellow line stations north of Fort Totten are under construction now
  - 11 other stations completed from 2019 to 2020
  - Three remaining stations to be completed in 2022
- Reconstructed platforms are safer and more accessible

## Customer experience improvements

### Slip-resistant tiles



### Platform shelters



### Information displays



### Charging outlets



# Win Riders | Customer Experience

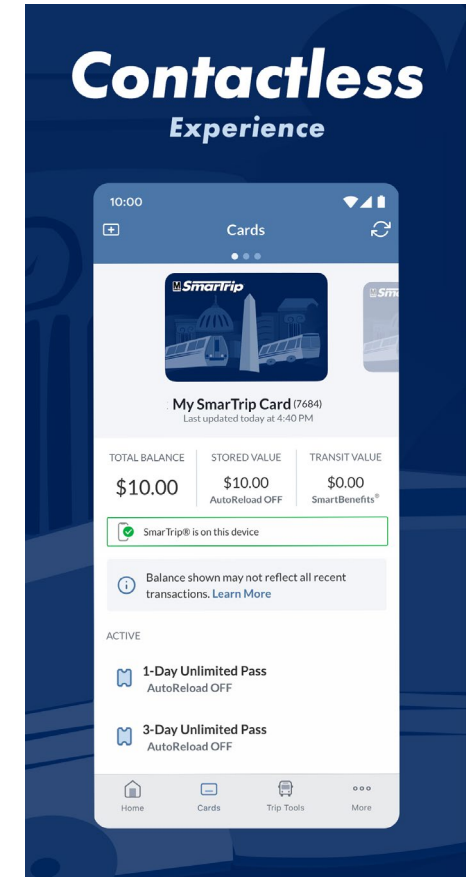
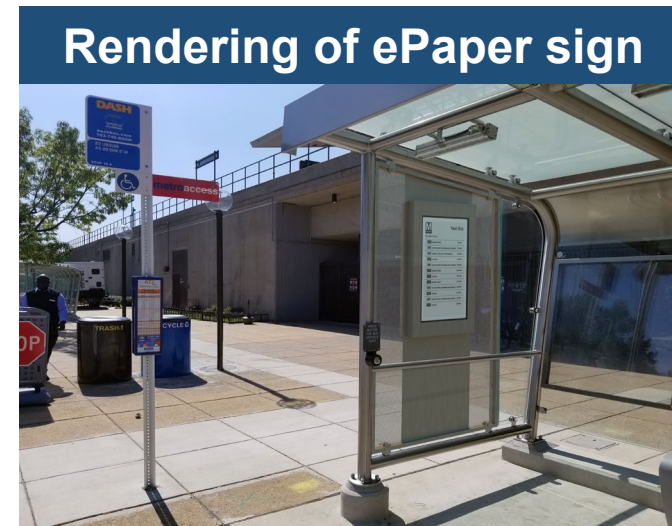
For Metrobus customers:

- ePaper pilot for better bus information at Braddock Road
- On-Board bus digital screens in two new electric buses, expected in 2022

For all customers:

- SmarTrip on iPhone and Apple Watch available now and on Android soon
- Real-time crowding info now available in open data feeds and 3<sup>rd</sup> party apps (e.g., Google Maps); Will be available on Metro website, mobile app and information displays by end of 2021

Crowding Info coming to PIDS			
LN	CAR	DESTINATION	MIN
BL	8	Largo	ARR
BL	8	Largo	12
BL	8	Largo	24
BL	8	Largo	44



**SmarTrip on Android**

## Win Riders | Welcome Back Campaign

	We're Ready When You Are	Welcome Back
<b>Timing</b>	<b>May – August 2021</b>	<b>August – December 2021</b>
<b>Key Messages</b>	<ul style="list-style-type: none"> <li>Continued focus on safety</li> <li>Introduce air filtration and digital tools</li> </ul>	<ul style="list-style-type: none"> <li>Service improvements based on Board-approved items</li> <li>Continued focus on safety, mask requirements, air filtration, and digital tools</li> </ul>
<b>Target Audiences</b>	<ul style="list-style-type: none"> <li>Lapsed bus and rail riders across the region</li> <li>Business and leisure travelers</li> </ul>	<ul style="list-style-type: none"> <li>Lapsed bus and rail riders across the region</li> <li>Business and leisure travelers</li> <li>Tourists (including airport travel)</li> </ul>
<b>Media Placements</b>	TV, radio, digital and social media advertising	TV, radio, print, digital and social media advertising
<b>Other Elements</b>	Launch B2B and stakeholders toolkit	Expand B2B and stakeholders toolkit

# Operating Budget Forecast Implications

- Service changes largely accomplished mobilizing existing resources
- Fare changes have lower near-term cost due to reduced ridership levels; long-term impact uncertain, dependent on ridership changes

Service and Fare Changes – Estimated Financial Forecast Impact	Pre-Pandemic (FY2020)	Current (FY2022)	
<b>Service</b>			
Rail Service Changes	-	\$1.4M	Expense Impact
Bus Service Changes	-	\$0.6M	
<i>Total Service</i>	-	<i>\$2.0M</i>	
<b>Fares</b>			
Free Rail-Bus Transfers (\$2 transfer discount)	(\$16.0M)	(\$4.9M)	Revenue Impact
Lower 7-Day Regional Bus Pass Price (\$12 from \$15)	(\$1.4M)	(\$0.7M)	
Regional providers in monthly passes	-	-	
Rail weekend \$2 flat fares	(\$11.3M)	(\$2.1M)	
<i>Total Fares</i>	<i>(\$28.7M)</i>	<i>(\$7.8M)</i>	

Note: The original adopted FY2021 budget included an increase in the rail-bus transfer discount from \$0.50 to \$1.00.

# Concepts Timing

### Shorter Lead Time Items

Advance development of all day service concept and near term fare opportunities – ***June decision for Fall implementation***

### Longer Lead Time Items

- Analysis and consideration of broader changes to fare structure and levels for FY2023 budget
  - Seek customer input on priorities and options
  - Staff to support Board in development and consideration of options beginning Fall for FY2023 budget
- Advance bus network redesign – consultation with jurisdictional staff ongoing

### Potential Implementation Dates

- **Labor Day 2021**  
(FY2022)
- **New Year 2022**  
(FY2022)
- **Silver Line Phase 2 Opening** (TBD)
- **Summer 2022**  
(FY2023)



## When Customers Would See Improvements

### Summer 2021

**Approved:** June bus service improvements

- 2 am service on 34 lines, 7 days
- Peak, full day, and weekend service restorations

**Potential Improvement:**

- Rail open until midnight, 7 days

### Labor Day / Fall 2021

**Approved:** September bus service enhancements and modifications

**Potential Improvements:**

- 26 lines – All day 12 minutes or better rail and bus network
- Additional bus service improvements
  - 16 lines at 20 minutes or better
  - Peak and full day service restorations
- Additional rail service improvements
  - 5 to 10 minute peak rail service\*
  - Rail open until 1 am Friday and Saturday and improved late night frequency
- Fare initiatives
  - Free rail-bus transfers, \$12 weekly bus pass; passes with local bus, \$2 weekend flat fares

### 2022

**Planned:** 7 new rail stations open

- Reston Town Center
- Herndon
- Innovation Center
- Dulles Airport
- Loudoun Gateway
- Ashburn
- Potomac Yard

**Potential Improvement:**

- Additional weekend rail service improvements



# Next Steps

- June 10 committee consideration of service and fare changes for Fall
- Consider opportunities to launch initiatives as pilots
  - Pilot allowed for 12 months under FTA Title VI circular; would allow outreach and analysis to be combined with other future activities (e.g., Silver Line Phase 2, budget)
- Continued development of concepts, analysis of financial and budget implications, and consultation with jurisdictional partners for FY2023 budget beginning Fall



# Appendix



# Implementation Timing Considerations

## Varied Lead Times

### 3 Months

**Service Frequency** – how much service runs on an existing line

**Fare Level** – what the price is

### 6 to 12 months or longer

**Route Structure** – where the line goes

- Higher level of study, public engagement, and coordination

**Fare Structure** – how the system works

- e.g., Fare Capping, Low Income discount qualification

**Substantial Service Increases** – beyond what is readily deployable

- Large-scale hiring or investments in new vehicles or facilities

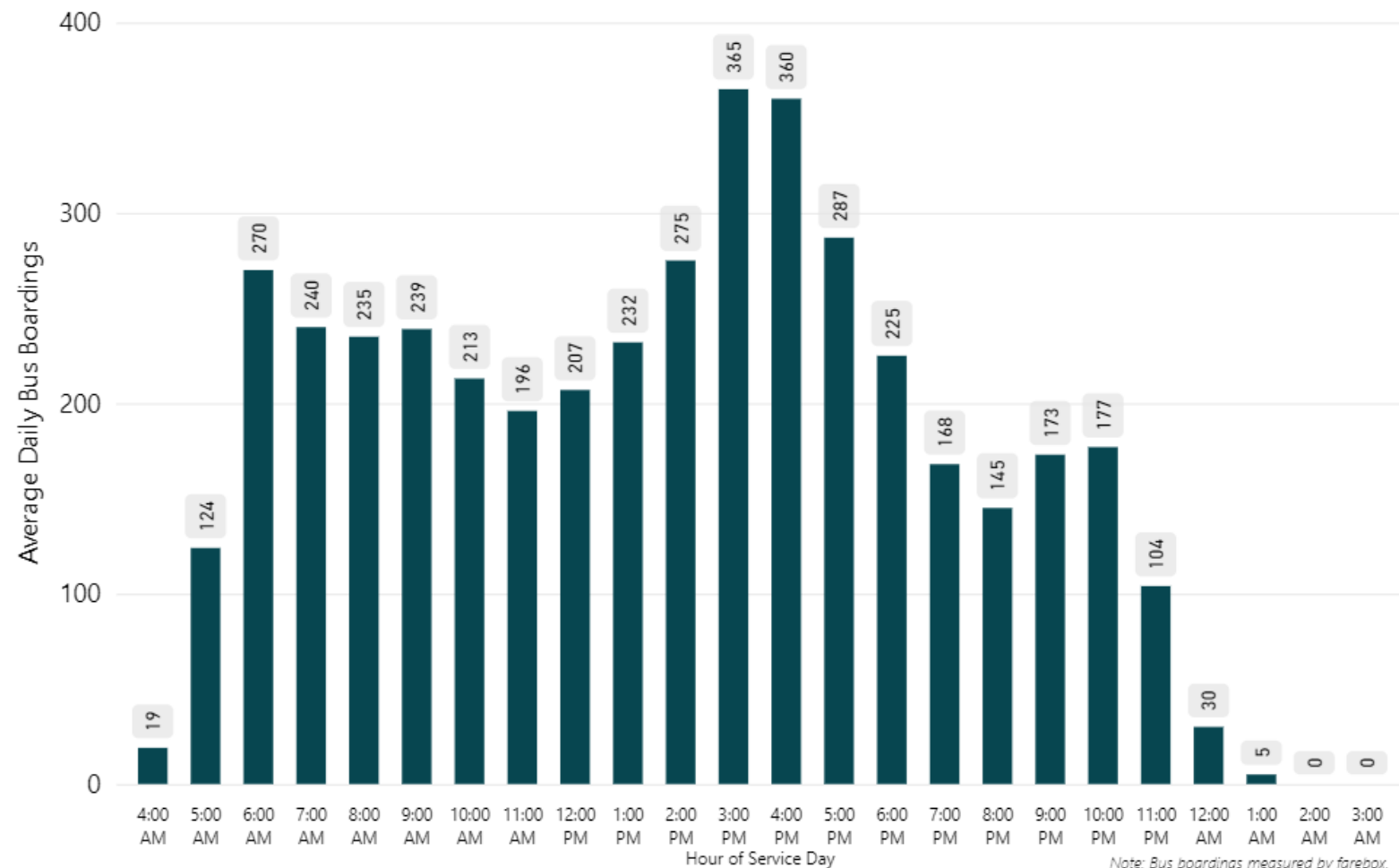
## Potential Implementation Dates

- **Labor Day 2021**  
(FY2022)
- **New Year 2022**  
(FY2022)
- **Silver Line Phase 2 Opening** (TBD)
- **Summer 2022**  
(FY2023)

Note: Minor service hours changes or spot service improvements can be implemented more quickly.

# 28A Leesburg Pike (VA) – Ridership Distribution

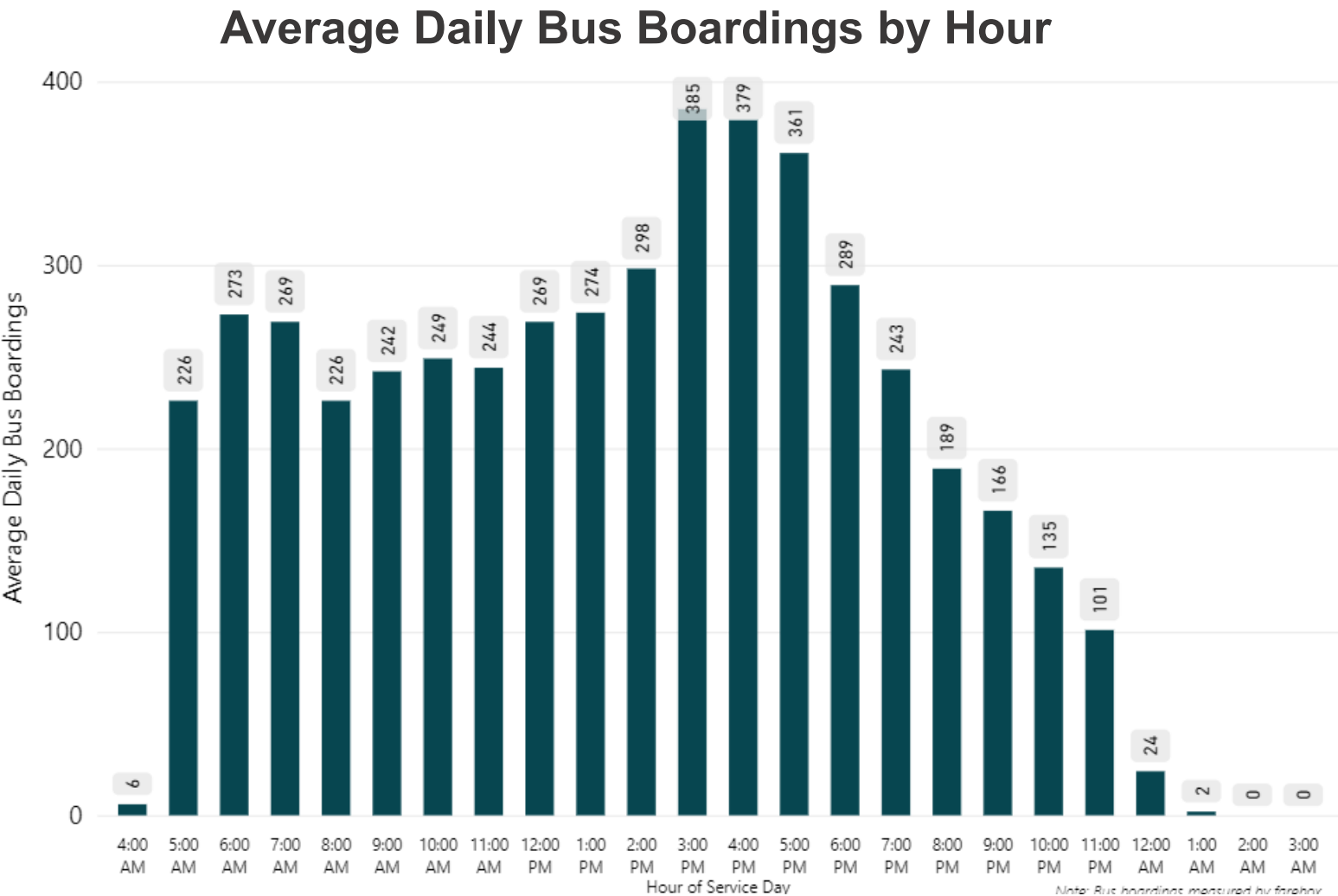
Average Daily Bus Boardings by Hour



Weekday Average; Bus Ridership Data Portal, CY2019



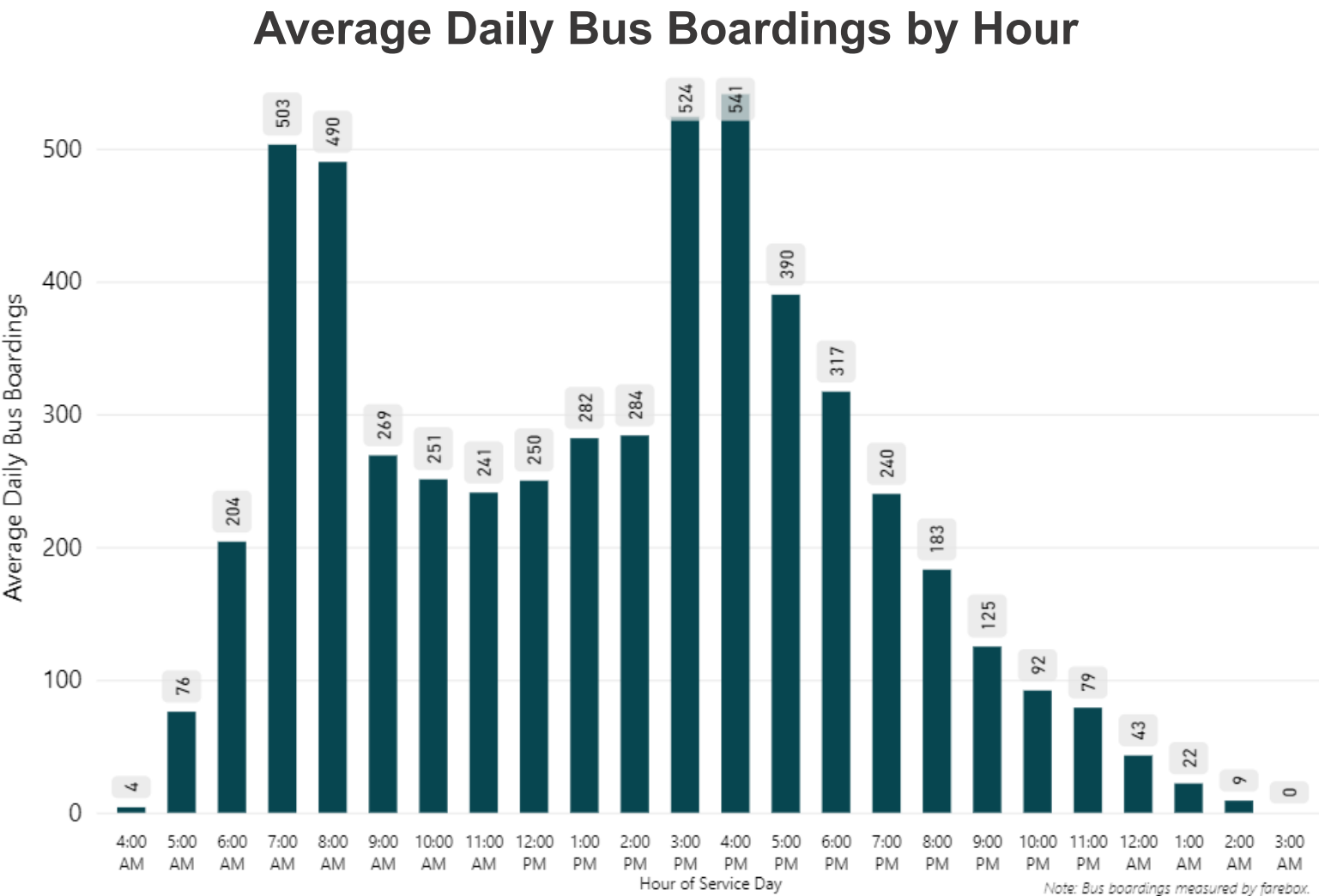
# K6 New Hampshire Avenue (MD) – Ridership Distribution



Weekday Average; Bus Ridership Data Portal, CY2019



# W4 Deanwood-Alabama Avenue (DC) – Ridership Distribution



Weekday Average; Bus Ridership Data Portal, CY2019



# 12 Minute Network | District of Columbia (12 lines)

Line	Proposed Percent Increase	Full Line or Trunk Segment	Line Benefit Score	Density Tier	Weekday Retained Riders	Sat. Retained Riders	Sun. Retained Riders	Pre-Pan Weekly Riders
31,33	0%	Trunk	43	1	32%	61%	55%	36,693
32,36	3%	Trunk	52	1	40%	50%	37%	33,453
52,54	3%	Trunk	82	1	46%	50%	46%	77,023
79	8%	Full	53	1	43%	38%	48%	42,254
80	35%	Full	53	1	37%	43%	33%	35,954
90,92	3%	Trunk	88	1	52%	51%	49%	79,326
A6,A8	3%	Trunk	62	2	47%	56%	42%	49,043
H2,H4	43%	Trunk	45	1	48%	48%	45%	30,546
S9	17%	Full	49	1	35%	67%	46%	33,320
V2,V4	21%	Trunk	59	2	43%	60%	39%	55,838
W4	56%	Full	51	2	44%	40%	38%	48,914
X2	1%	Full	74	1	48%	52%	44%	72,365



# 20 Minute Network | District of Columbia (5 lines)

Line	Proposed Percent Increase	Full Line or Trunk Segment	Line Benefit Score	Density Tier	Weekday Retained Riders	Sat. Retained Riders	Sun. Retained Riders	Pre-Pan Weekly Riders
B2	4%	Full	57	2	46%	60%	61%	52,464
D8	38%	Full	39	1	35%	50%	45%	24,285
E4	30%	Segment	38	2	29%	42%	38%	28,857
U5,U6	8%	Trunk	33	2	33%	41%	37%	21,212
W2,W3	68%	Segment	42	2	25%	32%	17%	22,993
<u>Other Lines Considered</u>								
D6	48%	Full	41	1	22%	36%	33%	23,503
G8	20%	Full	37	1	33%	45%	43%	22,501
L2	13%	Full	39	1	32%	28%	38%	21,935
P6	18%	Full	63	1	37%	50%	35%	26,727
								58 of 69



# 12 Minute Network | Maryland (6 lines)

Line	Proposed Percent Increase	Full Line or Trunk Segment	Line Benefit Score	Density Tier	Weekday Retained Riders	Sat. Retained Riders	Sun. Retained Riders	Pre-Pan Weekly Riders
C2,C4	14%	Trunk	62	2	51%	51%	46%	57,779
F4	51%	Full	45	2	51%	56%	49%	35,987
J2	32%	Full	37	2	39%	41%	46%	27,853
K6	27%	Full	41	2	68%	57%	41%	36,339
P12	39%	Full	44	3	49%	50%	46%	39,897
T18	62%	Full	31	3	51%	57%	50%	25,231



# 20 Minute Network | Maryland (5 lines)

Line	Proposed Percent Increase	Full Line or Trunk Segment	Line Benefit Score	Density Tier	Weekday Retained Riders	Sat. Retained Riders	Sun. Retained Riders	Pre-Pan Weekly Riders
A12	63%	Full	26	3	46%	44%	38%	16,116
D12	54%	Full	32	3	47%	33%	37%	12,080
Q's	0%	Trunk	44	2	38%	46%	41%	40,754
Y2,Y7,Y8	5%	Trunk	46	2	49%	54%	47%	43,901
Z6,Z8	2%	Trunk	24	2	26%	20%	24%	35,398
<b><u>Other Lines Considered</u></b>								
83,86	89%	Trunk	33	3	25%	37%	44%	22,947
K12	123%	Full	23	3	32%	53%	44%	14,758
R1,R2	75%	Full	32	3	44%	53%	39%	21,692

# 12 Minute Network | Virginia (2 lines)

[illegible]

# 20 Minute Network | Virginia (6 lines)

Line	Proposed Percent Increase	Full Line or Trunk Segment	Line Benefit Score	Density Tier	Weekday Retained Riders	Sat. Retained Riders	Sun. Retained Riders	Pre-Pan Weekly Riders
1A	9%	Full	29	2	75%	60%	61%	15,241
7A	5%	Segment	30	1	33%	43%	38%	17,823
23B,23T	7%	Trunk	33	2	52%	38%	56%	20,816
29K,29N	26%	Trunk	22	2	50%	65%	50%	14,151
MWY	0%	Full	100	1	19%	49%	52%	17,374
REX	30%	Full	24	3	62%	70%	66%	15,412
Other Lines Considered								
10A	52%	Full	25	1	50%	34%	56%	11,524
38B	9%	Full	31	1	15%	46%	40%	17,550

# Line Summary

	12 Minute Lines	20 Minute Lines
DC	12	5
MD	6	5
VA	2	6
Total	20	16



## Distribution of 12 min. Network Service Hours

	Weekday	Saturday	Sunday	Total Annual
DC	61%	61%	60%	61%
MD	29%	29%	30%	29%
VA	10%	11%	11%	10%

## Distribution of 20 min. Network Service Hours

	Weekday	Saturday	Sunday	Total Annual
DC	30%	29%	29%	29%
MD	34%	36%	35%	34%
VA	37%	35%	36%	36%



# Bus Operator and Vehicle Requirements

## Total Scheduled Operator Assignments\*

June 2021	1,861
Service with 12 & 20-Minute Concept	2,061
Pre-Pandemic	2,143

\* Includes 12-minute and 20-minute service routes only – not additional service restoration;  
Does not include extraboard, utility, etc.

## Scheduled Vehicle Requirement\*\*

	June 2021 Service	Service with 12 & 20-Minute Concept	Pre-Pandemic Service
Weekday Peak	952	993	1,234
Weekday MIDDAY	581	645	567
Saturday	582	666	545
Sunday	496	620	452

\*\* Includes 12-minute and 20-minute service routes – not additional service restoration; not including spare vehicles

Figures inclusive of 12-minute and 20-minute service concept; analysis ongoing for additional bus service restoration

# Metrobus September 2021 Service Adjustments

Service Restoration	District of Columbia	Maryland	Virginia
<ul style="list-style-type: none"> <li>- Additional Peak Frequency</li> <li>- Additional Off-Peak Frequency and Coverage</li> </ul> <p>*New hybrid route alignment to cover highest ridership segments</p>	42,43,63,64,D4,D6, E2,G8,H6,L2,M6,N2, N4,U4,W6,W8,X8	83,86,C8,C12, C14,F6,F8,F12, F13,G12,G14,H12, K6,K9,K12,P18,Q1, Q2,Q4,Q5,Q6,R2, R4,R12	1C,2B,7M,10A, 11C,16G,16H,17K, 18G*,18H*,21C, 22F,MW1
Approved Service Changes	District of Columbia	Maryland	Virginia
Alexandria Transit Vision Plan Route Modifications			7A,7F,25B,28A
Shortened Route / Route Realignment	42,43,63,80		
Route Eliminations	30N,30S		7Y
Routes with additional service to replace eliminated routes	31,32,33,36		7A

# Proposed Metrobus Service September 2021 – Remaining Service Status

Service Restoration Deferred	District of Columbia	Maryland	Virginia
Routes Remaining Suspended	37,39,A9,B8,B9,D1, D5,G9,H1,L1,S1,V1, X1,X3	87,B30,J4,P19	1B,3Y,4A,7C,7P,8S, 10E,16L,16Y,17L, 21D
Routes with Segments Remaining Unserved	34,97,D4,E6,N4	B29,C28,H11, H13	7Y,8W,8Z,11Y,16C, 17H,18G,18H,28G
Routes remaining at June 2021 peak-period frequencies – below pre-pandemic levels	74,D2,G2,U7	C11,C13,L8,T2,Z2	2A,4B,5A,16C, 22A/C