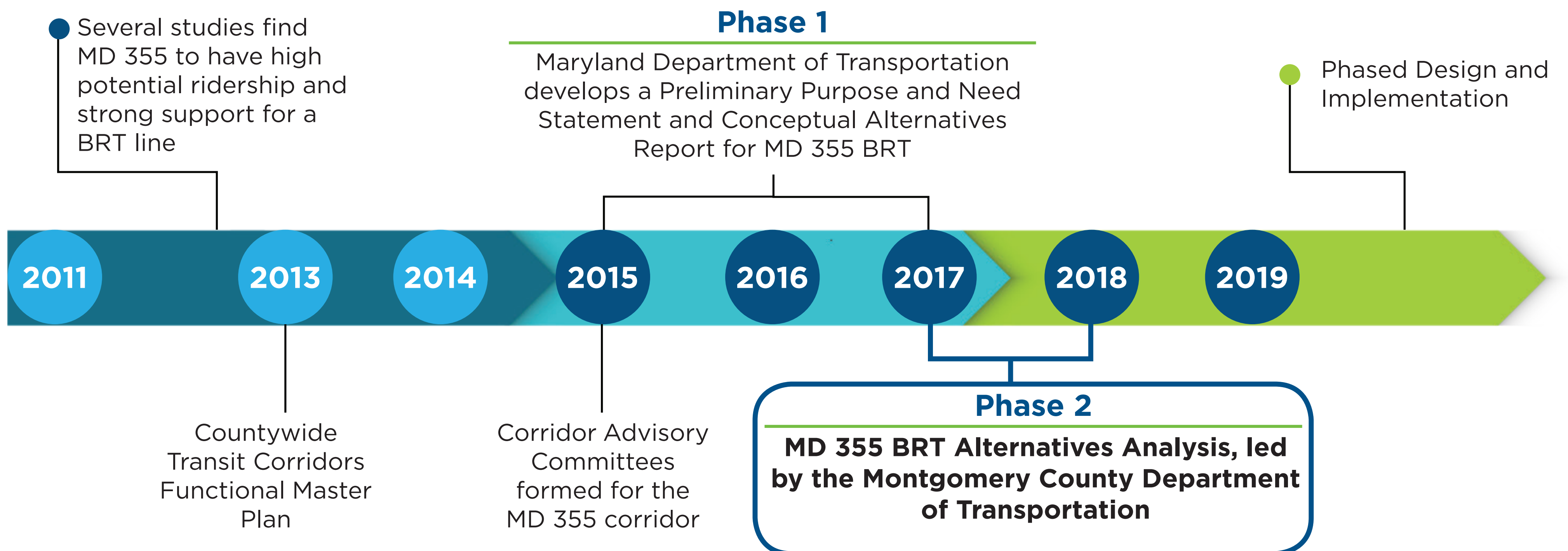


MD 355 BRT CORRIDOR STUDY RECOMMENDED ALTERNATIVE DEVELOPMENT (PHASE 2)



What We Are Trying to Achieve in Phase 2

Measures of Effectiveness

- Refine project goals and objectives
- Develop measures for quantitative evaluation of alternatives

Environmental Documentation

- Address environmental, cultural, and property impacts

Station Locations

- Refine station locations at site level
- Identify modular station designs

Operational Planning and Assessment

- Develop BRT operations plan
- Develop and coordinate local bus service plans
- Conduct traffic modeling and analysis
- Forecast ridership

Detailed Engineering

- Refine typical sections
- Conduct detailed engineering
- Develop stormwater management concepts

Report and Alternative Recommendation

- Identify One Recommended Alternative
- Develop final report
- Recommend opportunities for phased implementation

Public and Stakeholder Involvement

- Conduct stakeholder meetings, focus groups, and CAC meetings
- Hold open houses and community updates
- Engage the public via social media, surveys, and e-newsletters
- Hold pop-up events to engage with the public

ELEMENTS AND SCHEDULE FOR PHASE 2



SCHEDULE SUBJECT TO ADJUSTMENT AS NEEDED

★ = CAC ★ = OPEN HOUSE ● = FOCUS GROUPS

PROJECT GOALS AND OBJECTIVES

The MD 355 project goals are broad, outcome-oriented statements that reflect project priorities and the project's intended results.

Objectives are specific, measurable steps that will support achievement of the project goals.

Measures of Effectiveness (MOEs) represent criteria that are tied to each objective and can be used to empirically assess and compare the MD 355 Alternatives.

MD 355 BRT Project Goals

Goal 1

Provide an appealing, functional, and high quality transit service

Goal 2

Improve mobility opportunities, accessibility, and transportation choices for all

Goal 3

Support master planned development

Goal 4

Support sustainable and cost-effective transportation solutions

PROJECT GOALS AND OBJECTIVES

Goal 1

Provide an appealing, functional, and high quality transit service

Objective 1a

Make bus trips faster and more competitive with automobile travel time

Transit travel time between key destinations

BRT travel time versus local bus travel time

BRT travel time versus automobile travel time

Objective 1b

Improve transit quality and level of service in the corridor

Corridor transit reliability travel time

Improvement in passenger amenities

Guideway placement usability and consistency

Bus operations usability and consistency

Objective 1c

Increase transit ridership and mode share within and along the corridor

Total daily ridership along the corridor

Boardings by BRT station

New transit ridership along the corridor

Transit mode share along the corridor

Goal 2

Improve mobility opportunities, accessibility, and transportation choices for all

Objective 2a

Make the most productive use of the roadway capacity

Daily person throughput

Objective 2b

Provide improved accessibility to jobs and activity centers for corridor residents and those coming to the corridor

Job and activity center accessibility for corridor residents

Households' accessibility to jobs and activity centers on corridor

Number of households within ½ mile of a BRT station

Objective 2c

Balance the mobility needs of automobiles, trucks, and transit users

Number of LOS E or F (highly congested) miles on corridor

Person hours of delay on corridor

Corridor intersection congestion and operations

Objective 2d

Enhance pedestrian and bicycle connections and options in the corridor

Miles of new or rebuilt sidewalks within ¼ mile of corridor

Miles of new or rebuilt bicycle facilities within ¼ mile of corridor

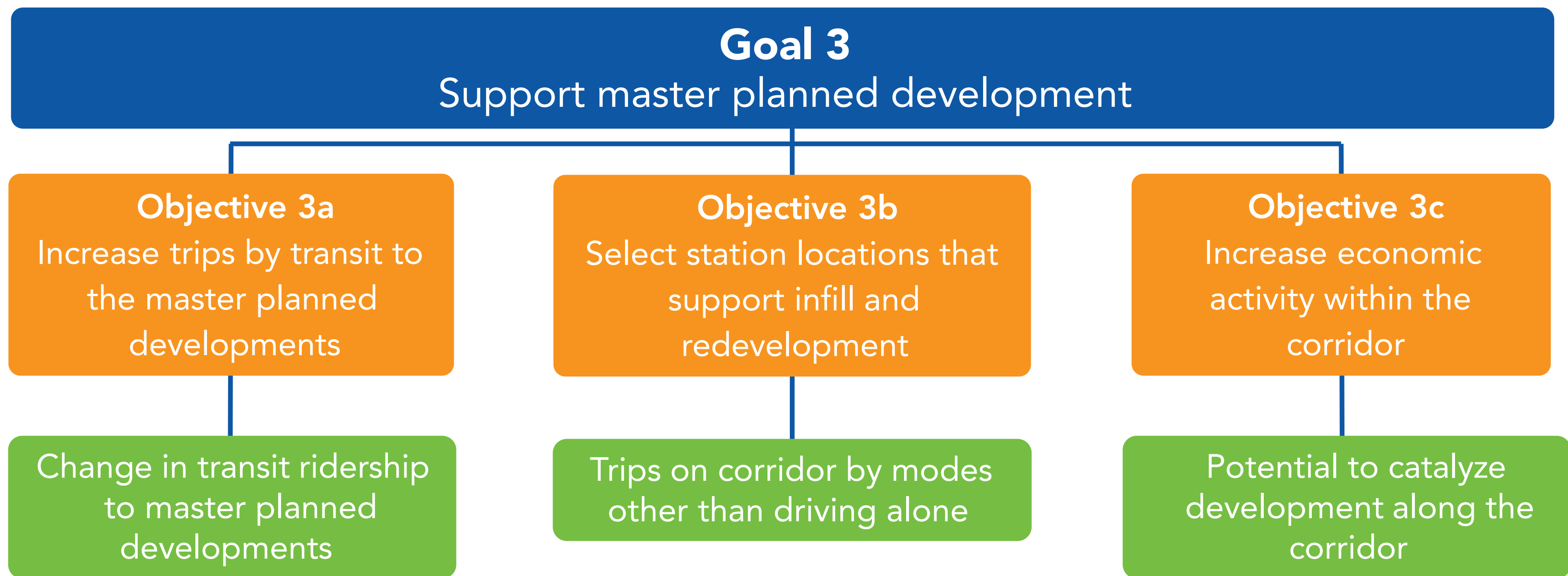
Objective 2e

Improve transit services for underserved populations

Accessibility to activity centers for underserved populations

Proximity of underserved populations to new BRT stations

PROJECT GOALS AND OBJECTIVES



COMMUNITY MEETINGS



We are holding regular meetings with key local, regional, and state partners to engage with stakeholders and the public and gather meaningful feedback to consider in planning and engineering.

Participate at one of the following events!

ATTEND A CAC MEETING

The Corridor Advisory Committees (CACs) provide community stakeholders (area residents, businesses, community organizations and others) the opportunity to participate in the BRT system planning process.

ATTEND AND COLLABORATE AT AN OPEN HOUSE

Engage with staff working on all aspects of the Phase 2 study at a series of Open Houses in Summer 2018. Staff will explain the alternatives under consideration and the evaluation process for identifying one Recommended Alternative. You will also be able to see how feedback from the public has been considered in this study.

PARTICIPATE IN A FOCUS GROUP

If you are an employer or employee along the MD 355 corridor, please visit our website (GetOnBoardBRT.com/get-on-board) to sign up for a focus group or event at your location.

COMMUNITY UPDATES

If you represent an organization such as a Civic Association, Chamber of Commerce, community advocacy organization, or simply a member of the community that wants to engage in the the MD 355 BRT project, please request a meeting at your CAC meetings or online at our website (GetOnBoardBRT.com/get-on-board) to sign up for a community meeting.

HOW TO GET INVOLVED

We want to make sure that everyone's voice is heard. If you can't attend a meeting, there are still ways to find out about the plan and get involved.



FIND US AT PUBLIC EVENTS

Find us at community events and festivals, such as World of Montgomery, Taste of Bethesda, SummerFest, and at Metro stations near you!

SIGN UP TO RECEIVE PROJECT UPDATES

Please sign up for our mailing list to receive project updates. We can also provide project information and updates for e-newsletters to your community and business groups.

FOLLOW US ON SOCIAL MEDIA

Project updates and events are shared on our Facebook and Twitter pages. You can get up to the minute details as we share live video, pictures, and details from events, and informational posts about the project.

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SHARE YOUR FEEDBACK

Visit us at www.GetonBoardBRT.com/Feedback to share your thoughts and ideas about the MD 355 Project. We will capture your comments and respond to questions regarding the BRT program and the MD 355 project.