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

Several studies find MD 355 to have high potential ridership and strong support for a BRT line.

Countywide Transit Corridors Functional Master Plan

Corridor Advisory Committees formed for the MD 355 corridor

Phase 1
Maryland Department of Transportation develops a Preliminary Purpose and Need Statement and Conceptual Alternatives Report for MD 355 BRT

Phase 2
MD 355 BRT Alternatives Analysis, led by the Montgomery County Department of Transportation

Phased Design and Implementation

2011
2013
2014
2015
2016
2017
2018
2019
# Elements and Schedule for Phase 2

<table>
<thead>
<tr>
<th>PHASE 2 ACTIVITIES</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SUMMER</td>
<td>FALL</td>
</tr>
<tr>
<td>Measures of Effectiveness</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Station Locations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Detailed Engineering</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Environmental Documentation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operational Planning and Assessment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Report and Alternative Recommendation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public and Stakeholder Involvement</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WINTER</td>
<td>SPRING</td>
</tr>
<tr>
<td></td>
<td>SUMMER</td>
<td>FALL</td>
</tr>
</tbody>
</table>

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
- 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 2b
Provide improved accessibility to jobs and activity centers for corridor residents and those coming to the corridor
- Number of LOS E or F (highly congested) miles on corridor
- Person hours of delay on corridor
- Corridor intersection congestion and operations

Objective 2c
Balance the mobility needs of automobiles, trucks, and transit users
- Number of households within ½ mile of a BRT station
- Number of households within ¼ mile of BRT station

Objective 2d
Enhance pedestrian and bicycle connections and options in the corridor
- Mileage 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

Goal 3
Support master planned development

Objective 3a
Increase trips by transit to the master planned developments

Objective 3b
Select station locations that support infill and redevelopment

Objective 3c
Increase economic activity within the corridor

Goal 4
Support sustainable and cost effective transportation solutions

Objective 4a
Minimize environmental impacts

Objective 4b
Minimize impacts to private property

Objective 4c
Minimize cost of building and operating transportation services

Number of parks and acres of parkland affected
Number of archaeological and historic sites affected
Streams, wetlands, and floodplains affected
Acres of forests and number of rare species affected
Number of properties affected by hazardous materials
Change in transit ridership to master planned developments
Trips on corridor by modes other than driving alone
Potential to catalyze development along the corridor
Number of acres impacted
Number of displacements
Impacts on driveways, retaining walls, and surface parking
Total, per mile, and per rider capital cost
Total annual operating and maintenance costs
Operating and maintenance costs per rider
Total annualized capital and operating cost per rider
Change in air quality

Projects and transportation solutions

Department of Transportation

Montgomery County

GetOnBoardBRT
BUS RAPID TRANSIT IN MONTGOMERY COUNTY

MD 355
COMMUNITY MEETINGS

GET ON BOARD!

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.

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.