WHAT IS TRANSIT SERVICE PLANNING?

**Transit Service Planning:** a data-driven approach, complemented by public and stakeholder involvement, to determine where transit should go and how much service should be provided.

**OUR APPROACH**

MCDOT is utilizing existing transit service data, travel demand models, traffic patterns, US Census data, and input from stakeholders to evaluate potential BRT service patterns and develop recommendations.

**DEMOGRAPHIC DATA**
Analyze information from the US Census and regional travel demand models to understand who lives around the corridor and where they are traveling.

**EXISTING TRANSIT**
Review ridership on Ride On and WMATA bus services along MD 355.

**COMMUNITY INPUT**
Hold regular meetings with key local, regional, and state partners to engage with stakeholders and the public. The goal is to gather meaningful feedback to inform planning and engineering.

**INFRASTRUCTURE**
Incorporate expected improvements to roadways, intersections transit right-of-way, signaling, technology, and bus stop/station locations.

**SPAN OF SERVICE**
The hours the bus route provides service. A route that serves a busy street might provide service all day - but a route that only serves commuters might provide service just during peak periods, otherwise known as rush hour.

**KEY TERMS**

**FREQUENCY**
How often a bus arrives at any given stop. A bus might arrive very frequently during a weekday peak period, but less frequently during a weekday off-peak period, since weekday rush hour typically has a higher demand for service.

**ALIGNMENT**
Where a bus goes. Alignment decisions can help a bus route serve new locations, provide better transfer connections, or navigate around an area with heavy traffic.

**TRANSIT SERVICE PLAN**

**Alignment**
Where the BRT goes

**Frequency**
How often the BRT arrives

**Span of Service**
When the BRT operates

Evaluate conditions to develop an initial set of recommendations. Recommendations are then tested and refined.
EXISTING TRANSIT CONDITIONS

The MD 355 corridor has some of the highest ridership bus routes in the Ride On system. These buses play an important role in connecting riders with the Metrorail system and destinations throughout the corridor.

CURRENT LOCAL BUS ROUTES

The MD 355 corridor in Montgomery County is served primarily by six bus routes. There is a high demand throughout the corridor for bus service to connect riders to the Metrorail system and other destinations, particularly north of Shady Grove. The MD 355 BRT will make it faster to travel the corridor, simplify the existing service, and better connect the growing Germantown and Clarksburg communities to the region’s Metrorail system.

CURRENT BUS RIDERSHIP

The map below shows the intensity of current ridership at bus stops in this area of the County. The MD 355 BRT will provide frequent and reliable connections to many of the ridership “hot spots” shown in red and yellow in the map below.

The table shows the highest ridership bus stops in the areas that are not located at Metrorail stations*. These stops are located at places in the County where people want to go: for shopping, jobs, or simply to get home. The MD 355 BRT will provide a strong connection between these ridership hot spots along the MD 355 corridor.

<table>
<thead>
<tr>
<th>Stop Name*</th>
<th>Average Daily Ridership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lakeforest Transit Center</td>
<td>3,387</td>
</tr>
<tr>
<td>Germantown Transit Center</td>
<td>2,554</td>
</tr>
<tr>
<td>Kingsview Park &amp; Ride</td>
<td>1,430</td>
</tr>
<tr>
<td>Montgomery College - Rockville Campus</td>
<td>1,300</td>
</tr>
<tr>
<td>Lakeforest Mall Area</td>
<td>910</td>
</tr>
<tr>
<td>Downtown Bethesda</td>
<td>908</td>
</tr>
<tr>
<td>Montgomery Mall</td>
<td>841</td>
</tr>
<tr>
<td>Gaithersburg Square</td>
<td>709</td>
</tr>
<tr>
<td>Montgomery Village</td>
<td>633</td>
</tr>
<tr>
<td>Milestone Center</td>
<td>477</td>
</tr>
<tr>
<td>Rockville Town Square</td>
<td>331</td>
</tr>
<tr>
<td>Montgomery College - Germantown Campus</td>
<td>250</td>
</tr>
</tbody>
</table>

*Bus ridership at Metrorail stations on the corridor varies between 1,100 and 5,800 daily板dings, with an average of 2,900.
MCDOT is proposing three BRT routes serve the MD 355 corridor. This is expected to provide riders with the connections they need at appropriate service frequencies.

Each route would operate seven days a week.

**FLASH 1**
**Clarksburg/Germantown to Montgomery College-Rockville**

This route would operate every 7.5 minutes* between Montgomery College - Rockville and Middlebrook Road. Some trips would end at the Germantown Transit Center while others would continue on to the Clarksburg Outlets. The alignment in the Clarksburg area varies among alternatives.

**FLASH 2**
**Security Lane (near White Flint Metro station) to Lakeforest**

This route would operate every 15 minutes* between Security Lane and Lakeforest Transit Center.

**FLASH 3**
**Bethesda to Montgomery College-Rockville**

This route would operate every 15 minutes* between the Bethesda Metro station and Montgomery College-Rockville.

*Listed headways are for peak periods, typically 6-9am and 3-7pm.
The three proposed BRT routes work together to provide a frequency of service greater than any individual route. This combined frequency for all routes on a section of the corridor is known as the “effective” frequency. For example, the segment between Lakeforest Transit Center and Montgomery College - Rockville is served by both Flash 1 and Flash 2, which gives it an effective frequency of five minutes during peak periods.