

Get On Board BRT: Montgomery County's Bus Rapid Transit Educational Campaign Overview

Text Treatment and Tag Line



T-shirt and Tag Line



Handouts

BUS RAPID TRANSIT
A comfortable, reliable, **NEW TRANSIT OPTION** for Montgomery County

Find out more about **LIFE** with a **FAST LANE** at GetOnBoardBRT.com

- Gets you out of traffic**
 - One BRT vehicle can take up to 90 cars off the road and moves more people per lane than cars.
- Saves you money**
 - Riding BRT **reduces expenses** associated with driving.
- Better for the environment**
 - By taking cars off the road, BRT reduces harmful greenhouse gas emissions, **making our air cleaner**.
- Gets you where you want to go quickly**
 - Frequent service and green light priority signaling keeps **BRT vehicles moving**.

GetOnBoardBRT
BUS RAPID TRANSIT IN MONTGOMERY COUNTY

WHO IS IT FOR?
BRT is for those who want a reliable, relaxing and stress-free commute and a way to get around the county more quickly.

WHY DO WE NEED IT?
Montgomery County is looking for ways to address traffic congestion as the area continues to grow. We are already experiencing all of the problems that come with too many cars on our roads. And it's only going to get worse as congestion is predicted to increase 70 percent by 2040.

WHY RIDE BRT?
Ride BRT for an easier and less stressful commute to work. Hop on and hop off to run errands, go shopping or to meetings, lunch, the movies, or happy hour. Whether you live or work along or near a BRT route, let BRT become your choice.

BRT is perfect for a quick trip to the store, as many great shopping areas are right along the BRT routes. The more BRT riders, the more cars off the road, and the more quickly and safely everyone gets where they are going.

Spanish Versions

Are you on board? Great! Get involved! Join us about all the benefits BRT will bring to Montgomery County.

Visit GetOnBoardBRT.com to learn more.

SISTEMA RÁPIDO DE AUTOBUSES
UNA **NUEVA OPCIÓN DE TRANSPORTE** cómodo y confiable para el condado de Montgomery

Conozca más sobre la **VIDA** con un **CARRIL RÁPIDO** en GetOnBoardBRT.com

¿ESTAMOS?
¿Está usted buscando una opción de transporte que sea cómoda y confiable para sus viajes al trabajo y a la escuela, o para ir a comprar o a reuniones, o para ir a almorzar, al cine o a cualquier otra actividad?

¿ESTÁ USTED A BORDO?
Excelente, ¡participe! Únase a nosotros para correr la voz sobre todos los beneficios que BRT traerá al condado de Montgomery.

Social Media Graphics

GetOnBoardBRT
BUS RAPID TRANSIT IN MONTGOMERY COUNTY

Learn about Life with a Fast Lane!

Choose your first Tweet:
Just setting up my Twitter. #myfirstTweet

Hello Twitter! #myfirstTweet

Lo mantiene a usted fuera de la congestión
Un vehículo BRT puede remover hasta 90 vehículos particulares de las calles.

Le ahorra dinero
Viajar en BRT **disminuye sus gastos** de conducción.

Mejor para el ambiente
BRT reduce las emisiones nocivas de gases de invernadero **haciendo nuestro aire más limpio**.

Lo lleva a donde quiera rápidamente
Servicio de alta frecuencia, carriles exclusivos y prioridad en los semáforos mantienen al **BRT en movimiento**.

GetOnBoardBRT
SISTEMA RÁPIDO DE AUTOBUSES en MONTGOMERY COUNTY

¿Está usted a bordo? Excelente, ¡participe! Únase a nosotros para correr la voz sobre todos los beneficios que BRT traerá al condado de Montgomery.

Visite GetOnBoardBRT.com para obtener más información.

GetOnBoardBRT
BUS RAPID TRANSIT IN MONTGOMERY COUNTY

Select Language ▾ AA 🔍

IT'S TIME FOR SOMETHING NEW.

Imagine a comfortable, reliable, **NEW** transit option for Montgomery County

FAST FACTS

Scroll ▾

BRT vehicles have Wi-Fi and power outlets so you can get a head start on your day during your commute.



WHAT IS BRT?	WHERE WILL IT BE?	WHO IS IT FOR?
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WHY DO WE NEED IT?	TAKE A LOOK	<p>Maybe you don't live along a BRT route. Do you work along one? You can hop on the BRT for trips during the day. Hop on and hop off to run errands, go to meetings, go shopping or to happy hour.</p> <p>> LEARN MORE</p>
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NEWS & UPCOMING EVENTS

Thanksgiving Parade
Nov. 19, 2016 at 10:00 a.m.
Georgia Avenue, from Ellsworth Drive to Silver Spring Avenue
Look for the Montgomery County BRT balloon on the parade route.

BRT Team visits Rockville Town Square
Nov. 20, 2016 from 12:00 noon to 4 p.m.
Rockville Town Square, 209 East Middle Lane, Rockville, MD

BRT Team visits Wheaton Mall
Dec. 3rd and 4th, 2016 from 11:00 a.m. to 3 p.m.
Wheaton Mall, 11160 Veirs Mill Rd, Silver Spring, MD

[See More](#)

JOIN THE CONVERSATION

Recent Tweets

Follow Us

Montgomery County BRT
@GetOnBoardBRT
Today is Stress Awareness Day. Learn how to make your travel stress-free with #BRT! GetOnBoardBRT.com

Montgomery County BRT
@GetOnBoardBRT
FILL IN THE BLANK: If I had an extra 3 hours per week, I would _____ #GetOnBoardBRT

Montgomery County BRT
@GetOnBoardBRT
Often called "Metro on Wheels," BRT combines the speed, efficiency of light rail with cost-effectiveness, flexibility of buses. #BRTFastFact

GetOnBoardBRT
BUS RAPID TRANSIT IN MONTGOMERY COUNTY

Select Language ▾ AA 🔍

WHAT IS BRT?

BRT is an innovative way to get cars off the road and make our transportation network more efficient. In fact, one BRT vehicle can take up to 90 cars off the road and move more people per lane than cars. BRT is Bus Rapid Transit, a system of modern and innovative vehicles that move with the speed and frequency of trains, operating on busy roads like Route 29, Route 355, and Veirs Mill Road.

FAST FACTS

- More efficient: One BRT vehicle can take up to 90 cars off the road.
- Save you out of traffic: BRT moves more people per lane than cars.
- Better for the environment: BRT vehicles are electric and produce zero emissions.
- More comfortable: BRT vehicles have Wi-Fi and power outlets.

RELAX

One BRT vehicle can take up to 90 cars off the road and move more people per lane than cars, making our transportation network more efficient and your commute easier.

YOUR LIFE MADE EASIER

BRT vehicles feature technology including green light priority signaling that keeps BRT vehicles moving. Green light priority signaling allows a BRT vehicle and the traffic around it to keep moving by either keeping the light green or turning it green when the BRT vehicle approaches. That means BRT gets you where you are going faster and gets you to work with less stops or need to transfer vehicles. A more efficient transportation network makes everyone's life a little easier. Adding BRT to our transportation network will make it easier to get around the County and to places not easily accessible by public transportation today.

BREATH OF FRESH AIR

BRT is good for the environment. By taking cars off the road, BRT reduces harmful greenhouse gas emissions, making our air cleaner. According to the EPA, a typical passenger vehicle emits about 4.2 metric tons of carbon dioxide (CO₂) per year. In addition to carbon dioxide, automobiles produce methane and nitrous oxide from the tailpipe as well as hydrofluorocarbon emissions from leaky air conditioners. While the emissions of these gases are small in comparison to CO₂, the impact of these emissions is noteworthy because they have a higher global warming potential than CO₂. Plus, a smoother commute means less idling in traffic, which reduces emissions even more.

KEEP MORE MONEY IN YOUR WALLET

Using BRT will cost the same as RideOn. BRT can reduce your need for a car to get around, and therefore reduce expenses associated with driving. According to the American Automobile Association (AAA), the typical passenger car costs nearly \$9,000 every year to own and operate in the United States. This includes the cost of fuel, maintenance, insurance, license and registration fees, taxes, depreciation and finance charges associated with driving a typical passenger vehicle 15,000 miles per year. In the United States, drivers spend 58 cents for every mile they drive, or nearly \$725 per month.



NEWS & UPCOMING EVENTS

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JOIN THE CONVERSATION

Recent Tweets

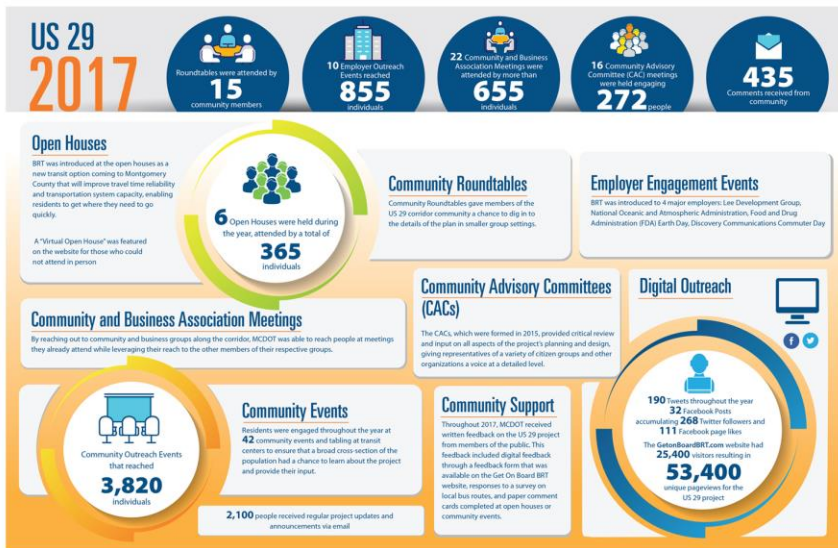
Follow Us

Montgomery County BRT
@GetOnBoardBRT
Today is Stress Awareness Day. Learn how to make your travel stress-free with #BRT! GetOnBoardBRT.com

Montgomery County BRT
@GetOnBoardBRT
FILL IN THE BLANK: If I had an extra 3 hours per week, I would _____ #GetOnBoardBRT

What do people think about **DIFF** with a **FAST** **LANE**?

Outreach Report + Infographics



E-newsletter layout/design

NEWS FLASH GetOnBoardBRT
BUS RAPID TRANSIT IN MONTGOMERY COUNTY

MARCH 2018

Introduction of Arts on The Block:

BRT EVENTS
Summary of Jan/Feb 365 Open Houses Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Summary of US 29 Open Houses Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim.

UPCOMING EVENTS

Event Name	May 4, 2018
Location	Time
Event Name	May 4, 2018
Location	Time
Event Name	May 4, 2018
Location	Time

Postcard

GetOnBoardBRT US 29
BUS RAPID TRANSIT IN MONTGOMERY COUNTY

How can we improve local bus service?

Take our short survey and let us know how Montgomery County's local bus service on and near US 29 (Ride On and Metrobus) could be improved. Your input will inform the design of local bus service for our first Bus Rapid Transit (BRT) line.

GetOnBoardBRT.com/survey

MCDOT
Montgomery County
Department of Transportation

Multi-Panel Display Graphics

GetOnBoardBRT
BUS RAPID TRANSIT IN MONTGOMERY COUNTY

VOTE ON A NAME FOR BRT
for a chance to **WIN PRIZES!**

GRAND PRIZE
drawing for an iPad Pro!

Visit GetOnBoardBRT.com to VOTE!

PowerPoint Templates

GetOnBoardBRT MD 355
BUS RAPID TRANSIT IN MONTGOMERY COUNTY

Presentation Title
Date

MCDOT
Montgomery County
Department of Transportation

BRT IN THE NEWS

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Read More

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DID YOU KNOW...

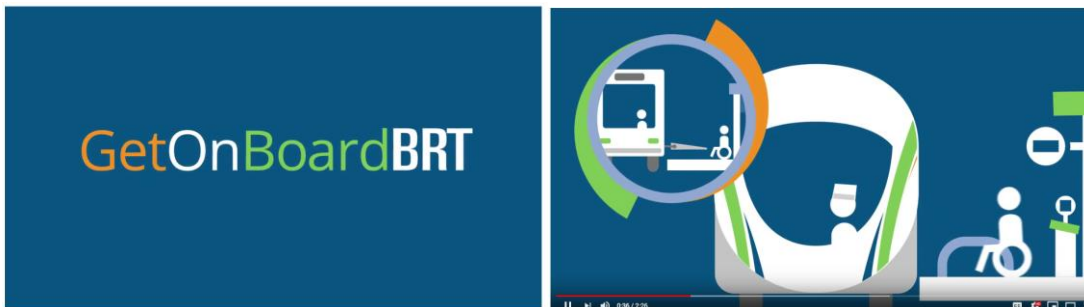
It was the Rede Integrada de Integrated Transportation Curitiba, Brazil, which began 74!

per 2016, about 34.3 million use BRT worldwide every day!

Two informational Videos

What is BRT? <https://www.youtube.com/watch?v=b72-wCfBTLg>

What makes BRT Different? https://www.youtube.com/watch?v=9BZ_xvZoqV4



Social Media Engagement



Digital Ads

WELCOME TO GET ON BOARD BRT

WHAT IS BRT?

A **comfortable, reliable, new** transit option for Montgomery County.

BRT is a reliable, new transit option coming to Montgomery County. BRT, or Bus Rapid Transit, is a bus-based rapid transit system with features that improve reliability and capacity, so you can get where you need to go quickly.

- Rapid:** Features like limited stops, off-board fare collection, and level-boarding through all doors make for a faster ride.
- Reliable:** You'll never wait long and you'll see real-time travel information on message boards at the station so you know exactly when the next BRT arrives.
- Relaxing:** Avoid the stress associated with driving: use Wi-Fi on-board to be more productive, read a book, or simply use the time to rest.

US 29 BRT FEATURES:

- Frequent, reliable, all-day service
- New, covered, and well-lit stations
- Uniquely branded vehicles
- Pedestrian and bike improvements to facilitate station access
- Connections to local bus



BRT ON US 29

MCDOT is designing and constructing a BRT service along US 29 to meet the needs of residents and businesses along this busy route.

SERVICE PATTERNS

- The service will travel 13.5 miles from the Silver Spring Transit Center to Burtonsville
- BRT will operate two service patterns: one from Burtonsville to Silver Spring, and the other from Briggs Chaney to Silver Spring

USE OF ROADWAY

- BRT will use existing bus-on-shoulder lanes on US 29 in the northern section of the corridor (north of Tech Road)
- BRT will travel with general traffic in the southern section of US 29 and along Lockwood Drive, Stewart Lane, Briggs Chaney Road, and Castle Boulevard

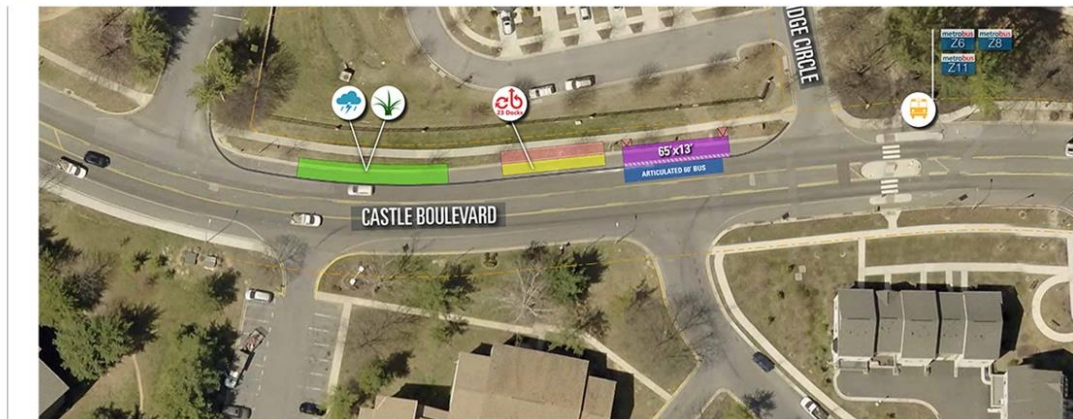
SERVICE PLANS

- BRT will run every 7.5 minutes during the peak period (AM/PM rush hours) and every 15 minutes during the off-peak period*
- The proposed span of service is from 6 am to midnight, 7 days a week*
- The US 29 corridor includes local bus services that will supplement and connect to the high-frequency BRT network

*Service plans are preliminary and subject to change.

ROAD CONFIGURATION FOR US 29 BRT

- Bus on Shoulder Operation
- Mixed Traffic Operation
- Service Route 1 (Express) - Fewer Stops
- Service Route 2
- Purple Line Light Rail Stop (Planned)
- Purple Line Light Rail (Planned)
- Bus Transit Priority Corridor (Planned)



Legend	
	Platform
	Sidewalk
	Landscaping/Storm Water Management
	Comfort Station
	BikeShare Station
	BikeLanes
	Asphalt
	Existing ROW
	Asphalt
	Concrete Pavement
	LANDSCAPING
	BIKESHARE STATION
	BIKESHARE STATION
	BIKE LANE
	COMMUTER MOP SYSTEM
	COMMUTER MOP SYSTEM
	COMMUTER MOP SYSTEM

MD 355 CORRIDOR ALTERNATIVES



The MD 355 BRT Project may employ a variety of treatments along the length of the corridor to best fit within the surrounding area. Some of the options under consideration are described below.



MIXED TRAFFIC
The BRT would travel with general traffic. It would not have lanes dedicated for its use.



TWO MEDIAN BRT LANES
Two lanes located in the center of the roadway would be dedicated for use by the BRT, and may be physically separated from traffic by a raised curb or median. Median BRT lanes would minimize conflicts with general traffic and allow the BRT to operate faster and more reliably. However, the BRT lanes would interact with other traffic at intersecting cross streets. To avoid conflicts, general traffic could only make left turns at signalized intersections.



ONE MEDIAN BRT LANE (BI-DIRECTIONAL)
BRT vehicles traveling in both directions would share a single dedicated lane in the center of the roadway. Since the BRT travels within this one lane in both directions, passing zones would be created so BRT vehicles moving in opposite directions would not conflict with each other.



ONE CURB BRT LANE (FIXED SOUTHBOUND)

The lane adjacent to the curb along southbound MD 355 would be used exclusively by the BRT, local buses and right-turning vehicles. BRT vehicles heading northbound on MD 355 would travel with general traffic.



ONE CURB BRT LANE (PEAK DIRECTION ONLY)

A curb BRT lane would be created by re-purposing the peak direction curb lane to accommodate BRT buses, local buses, and right-turning vehicles. The two center general traffic lanes would have a reversible operation with different AM/PM lane configurations. BRT vehicles heading in the off-peak direction would travel with general traffic.



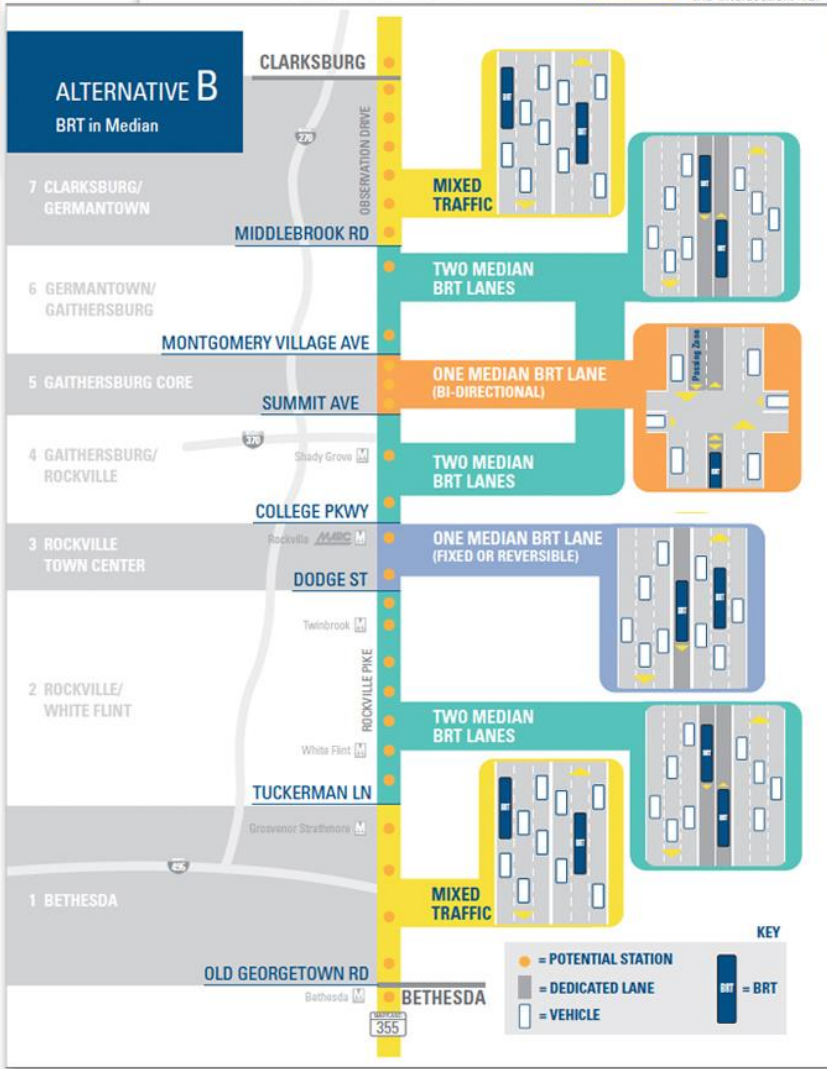
TWO CURB BRT LANES

The two lanes adjacent to the curb (one on each side of the roadway) would be used exclusively by the BRT, local buses and right-turning vehicles.



TRANSIT SIGNAL PRIORITY

Transit Signal Priority (TSP) would give priority to BRT vehicles when certain conditions are met by either extending a green light or shortening a red light to allow an approaching BRT to pass through the intersection. TSP was implemented



corridor between the Center and Medical Center. New Ride On Extra 7.

short section of an approach to allow for exclusive jump allows BRT to queue or delays most applications, used in conjunction with vehicles to enter a signal ahead.

Events

