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

Text Treatment and Tag Line

GetOnBoardBRT
BUS RAPID TRANSIT IN MONTGOMERY COUNTY

T-shirt and Tag Line


Handouts

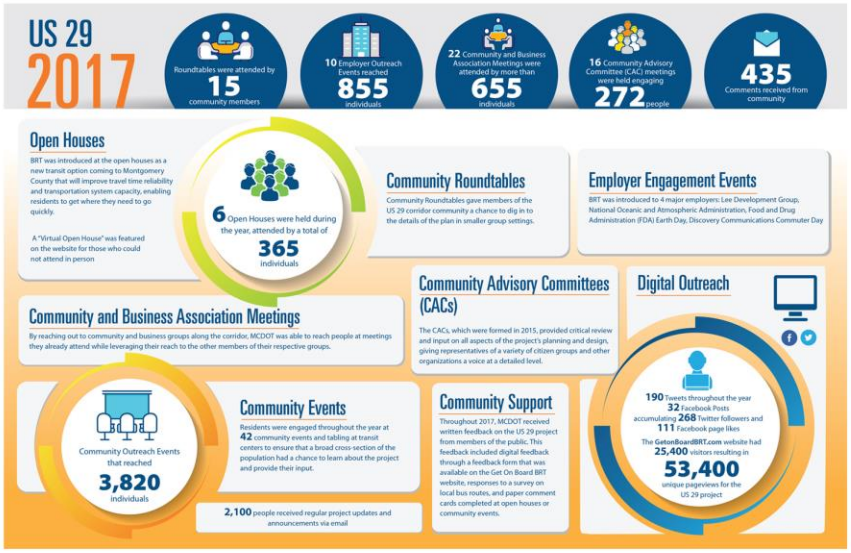

Spanish Versions


Social Media Graphics

Website design and development


View website at: clarkconcepts.net/getonboardbrt

## Outreach Report + Infographics



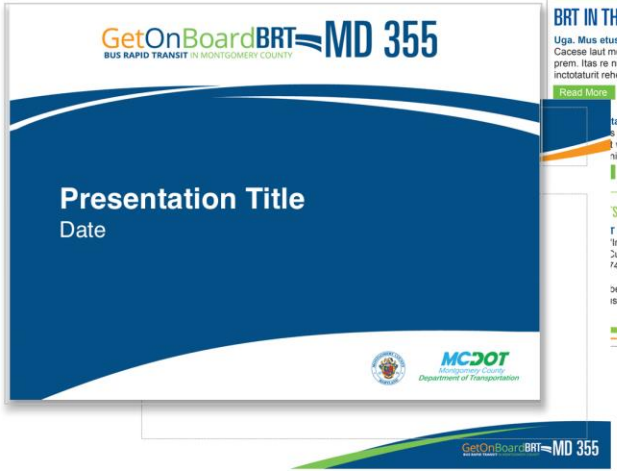

## E-newsletter layout/design


## Postcard




## Multi-Panel Display Graphics


## PowerPoint Templates



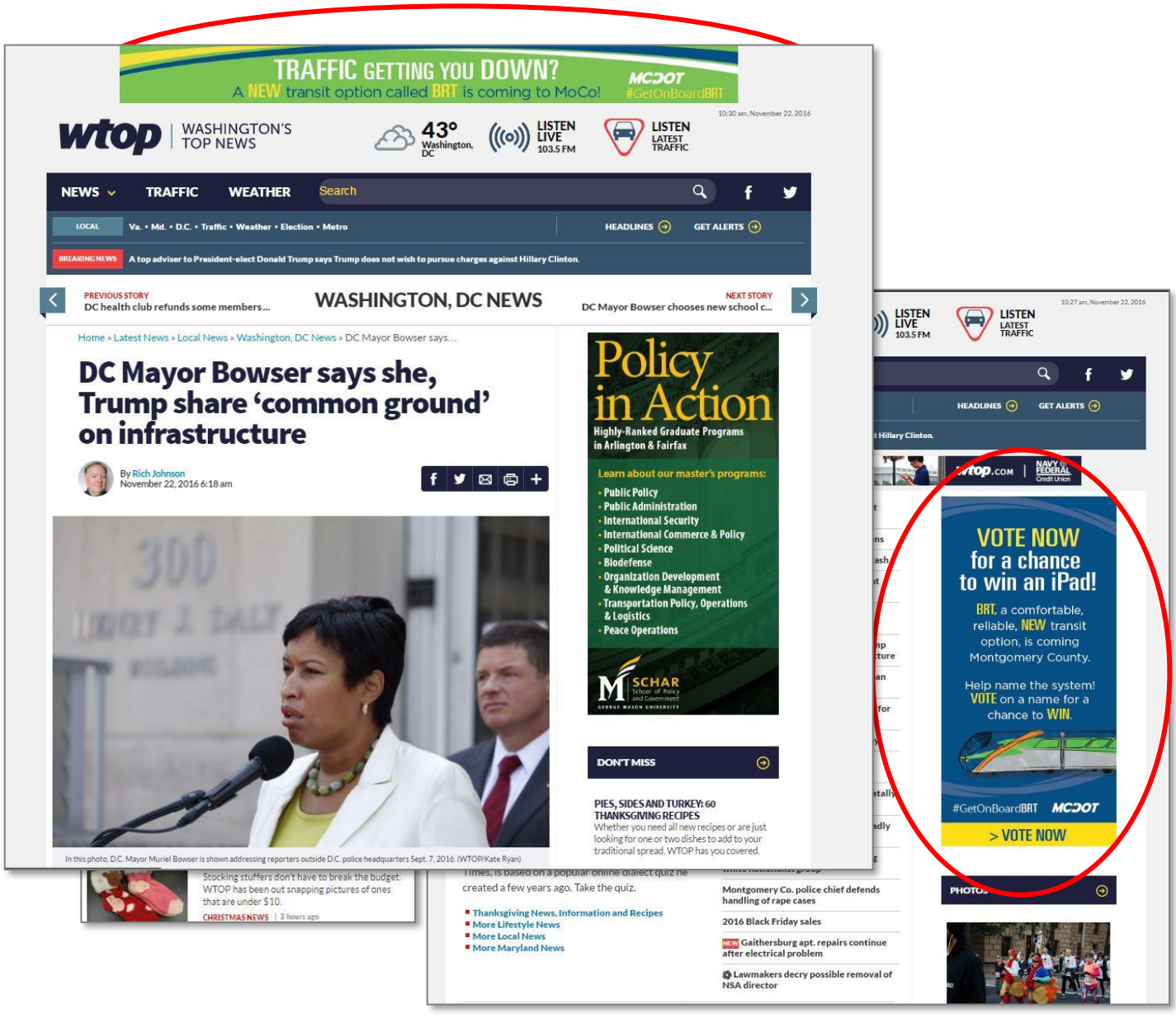

## Two informational Videos

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



# Public information support

## Boards/materials

### 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.

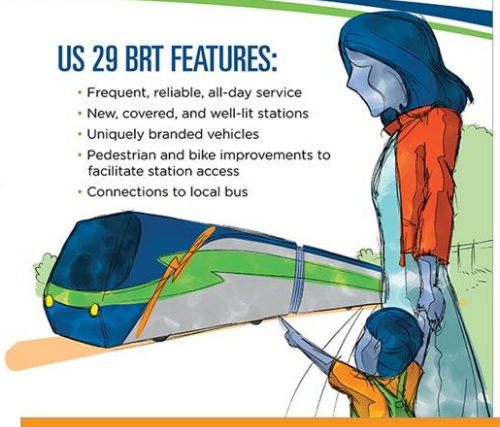
**Rapid:** Features like limited stops, off-board fare collection, and level-boarding through all doors make for a faster ride.

**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

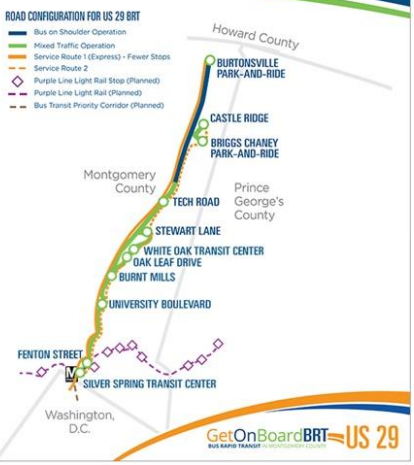
#### USE OF ROADWAY

- 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.*




GetOnBoardBRT MD 355
BUS RAPID TRANSIT IN MONTGOMERY COUNTY

# MD 355
## CORRIDOR ALTERNATIVES

MCDOT
Montgomery County
Department of Transportation

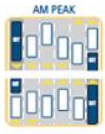
The MD 355 BRT Project may employ a variety of treatments along the length of the corridor to best fit within the surrounding area. Some of the options under consideration are described below.

### 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
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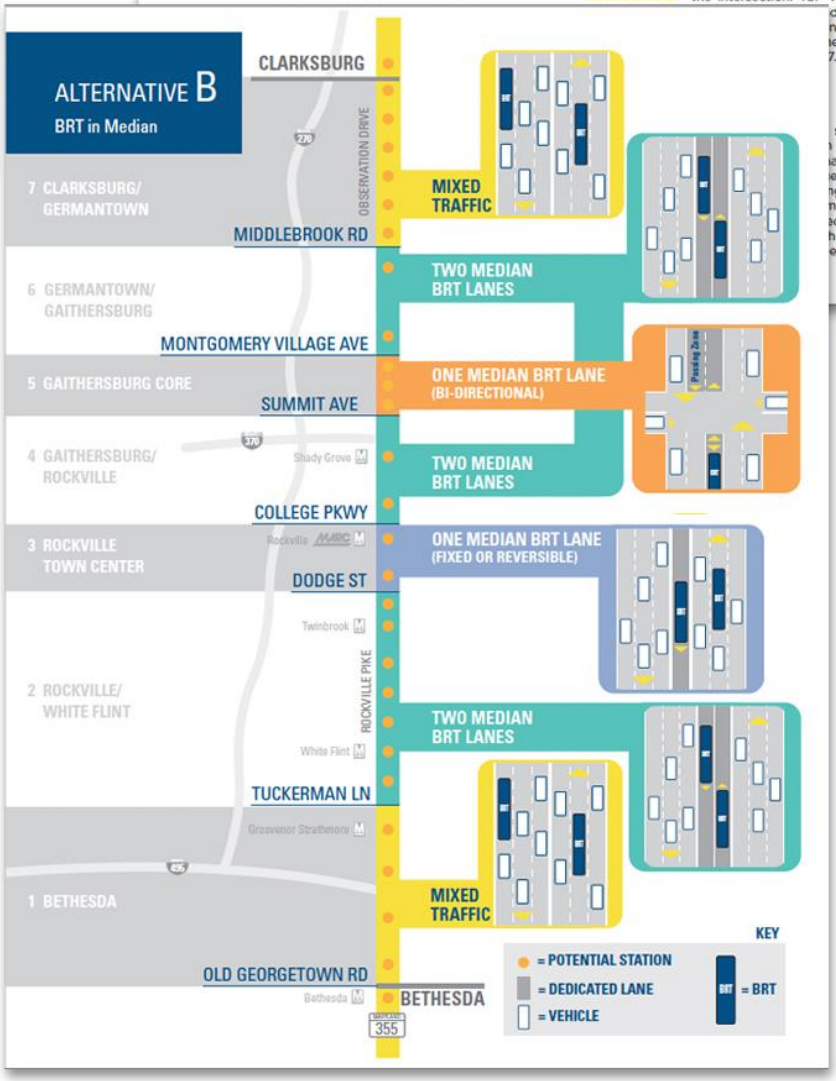

# Events


GetOnBoardBRT
BUS RAPID TRANSIT IN MONTGOMERY COUNTY
MCDOT


Bethesda-Chevy Chase
Regional Services Center
GetOnBoardBRT
BUS RAPID TRANSIT IN MONTGOMERY COUNTY
BUS RAPID TRANSIT
(BRT) is coming to
MONTGOMERY COUNTY!
BRT Features:
• Frequent, reliable service
• Dedicated lanes, bypassing traffic
• Enhanced vehicles with WiFi and USB ports
• New stations with weather protection, pre-payment stations, and real-time transit info
• Level boarding - easy on, easy off
Taste of Bethesda