

US 29 Bus Rapid Transit Project: 2017 OUTREACH SUMMARY

In 2017, the Montgomery County Department of Transportation (MCDOT) remained strongly committed to informing, educating, and receiving input from the public about the US 29 BRT project. There were a variety of options for interested parties to engage in the process and for the project team to receive input to the planning and design of Bus Rapid Transit (BRT) on US 29. Engagement opportunities included community open houses; an online survey and feedback form; attendance at neighborhood festivals, community events, and transit centers; and presentations at community and business association meetings. Open houses and opportunities for online engagement were promoted through mailings and online advertisements on both traditional media and social media sites.

Over 100,000 reached...



25,400
visitors to
GetOnBoardBRT.com

10,000

attendees at the
Montgomery County
Thanksgiving Parade



6,000

in-person conversations
with community
members by MCDOT
Team at more than
100 events



34,000
households along
the corridor received
project brochures

US 29 OUTREACH IN 2017

855 employees reached through **10 Employer Outreach Events**

655 people attended **22 Community and Business Association Meetings**

16 Corridor Advisory Committee (CAC) meetings were held with a total attendance of **272**

435 Comments received through **digital surveys, open houses, emails, and outreach events**

15 community members attended roundtables

OPEN HOUSES

BRT was introduced at open houses as a new transit option coming to Montgomery County that will improve travel time reliability and transportation system capacity, enabling residents to get where they need to go quickly.

A **Virtual Open House** was featured on the website for those who could not attend in person.

6 Open Houses were held during the year, attended by **365** individuals

COMMUNITY FOCUS GROUPS

Community Focus Groups gave members of the US 29 corridor community a chance to dig in to the details of the plan in smaller group settings.

COMMUNITY AND BUSINESS ASSOCIATION MEETINGS

By connecting with community and business groups along the US 29 corridor, MCDOT was able to inform people at meetings they already attend while leveraging their reach to other groups.

Community Outreach Events that reached **3,820** individuals

COMMUNITY EVENTS

Residents were engaged throughout the year at 42 community events and tabling at transit centers to ensure that a broad cross-section of the population had a chance to learn about the project and provide their input.

DIGITAL OUTREACH

The GetonBoardBRT.com website had **25,400** visitors resulting in **53,400** unique pageviews for the US 29 project

2,100 people received regular project updates and announcements via email

SOCIAL MEDIA STATS

530,000 Facebook Impressions
621,000 Twitter Impressions

EMPLOYER ENGAGEMENT EVENTS

BRT was introduced to major employers along the US 29 corridor including: Lee Development Group, National Oceanic and Atmospheric Administration, Food and Drug Administration (FDA), Discovery Communications, Adventist Hospital, and Holy Cross Hospital.

COMMUNITY SUPPORT

Throughout 2017, MCDOT received written feedback on the US 29 project from the public. This included digital feedback through a form that was available on the Get OnBoard BRT website, responses to a survey on local bus routes, and paper comment cards completed at open houses or community events. This feedback has been used to refine the project and respond to community needs and areas of focus.

96% of commenters were positive about or supportive of the project.

CORRIDOR ADVISORY COMMITTEES (CACs)

The CACs, which were formed in 2015, provided critical review and input on all aspects of the project's planning and design, giving representatives of a variety of resident groups and other organizations a voice in the BRT's development.

“I believe that BRT sounds like a great idea. I’m totally for it.”

“Sounds like a great idea! More public transport is great!”

“It looks great. I’m looking forward to it!”

“Great Idea! Very necessary in MD/DC suburbs.”

“Great Concept. Forward Thinking for increasing population. Look forward to future expansion.”

“I think this is a good idea and will get you to your destination faster.”



Review memos from Fall 2017 outreach by clicking the links below.

www.montgomerycountymd.gov//BRT/Resources/Files/US29-Roundtables-Oct2017.pdf

www.montgomerycountymd.gov//BRT/Resources/Files/US29-Survey-Sept2017.pdf

www.montgomerycountymd.gov//BRT/Resources/Files/US29-OpenHouse-Nov2017.pdf



Montgomery County Department of Transportation
101 Monroe Street, 5th Floor
Rockville, Maryland 20850

GetOnBoardBRT.com

