

Bus Rapid Transit

Joint Subcommittee to Study
Regional Rapid Transit Networks

December 18, 2008

BRT

A competitive transit option

- Using buses to compete for the regional commuter's business
- High end service
 - Travel time
 - Amenities
 - Prestige
- But lower capital investment

BRT Characteristics

- Exclusive use of ROW
- Preferential traffic management treatment
- High end vehicles
- Attractive boarding areas- “stations”
- Fare policies and methods
- Identity separate other modes

Las Vegas

- 8 miles
- 23 stations
- 10 buses
- 9,800 riders/day



Bogota, Colombia

- 50 miles
- 114 stations
- 850 buses
- 1.4 million riders/day



Rouen, France

- 16 miles
- 41 stations
- 38 buses
- 32,000 rides/day



York, Ontario

- 86 miles
- 107 stations
- 85 articulated buses
- 17,000 rides/day



Elements of success

- It's **BRT!**
 - Travel time
 - Perceived travel time
 - Exclusive ROW
 - Traffic control preference
 - Station, bus, and fare collection design

More elements of success

- Marketing
 - Unique branding
 - Train-like commuter “feel”
- Perceived quality
 - Vehicles
 - Stations
 - Fare collection

Why BRT works

- Its still all about the **R** in BRT
- But it's flexible
- And it's modular
- And the investment required is lighter than light rail