

What is Bus Rapid Transit (BRT)?

BRT is based on **light-rail transit** principles. It combines the most attractive features of light rail transit with the lower costs of bus technology.

Instead of trains and tracks, **BRT** invests in improvements to roadways, rights-of-way, intersections, and traffic signals to speed up bus transit service.

Major Elements of BRT

1. Stylish Vehicles
2. Attractive Stations
3. Faster Fare Collection
4. Guideways and Rights of Way
5. Intelligent Transportation Systems
6. Operations
7. Land Use
8. Access to Stations
9. Strong Brand Identity

1. Stylish Vehicles

- Easy boarding
- Comfortable interiors
- Modern and sleek design



2. Attractive Stations



- Comfortable
- Attractive
- Welcoming



3. Faster Fare Collection

- Collect fares at stations (not on bus)
- All door BRT boarding speeds trips
- Someday smart cards, cell phones or watches can be used to pay fares



4. Guideways & Rights of Way

Separating BRT vehicles from other traffic increases speed and reliability.

Several options:

- Exclusive bus ways. Own road.
- Bus only lanes
- Mixed flow lanes with queue jumpers
- Special bus only on ramps



BRT on preferential lane.

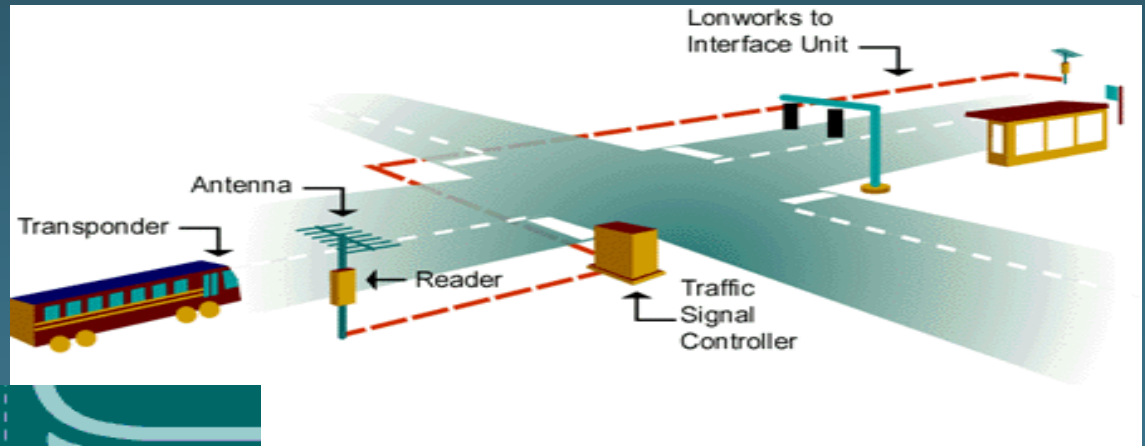


BRT concept bus (Civis by Irisbus) 6 on exclusive busway.

5. Intelligent Transportation Systems – Traffic Priority Elements

To keep BRT moving...

- Traffic light pre-emption
- Traffic light extended green
- Queue jumpers



Bus queue jumpers & signal pre-emption.

5. Intelligent Transportation Systems – Traveler Information

- Real time passenger information provided:
 - At stations
 - Via cell phone
 - On internet
- Traveler information may include:
 - Next bus arrival
 - Delays
 - Trip itinerary planning



Advanced traveler information systems.

6. Operations

- Fewer stops
- Frequent service
- Easy to understand routes
- Intermodal connections
- Works in concert with local bus service

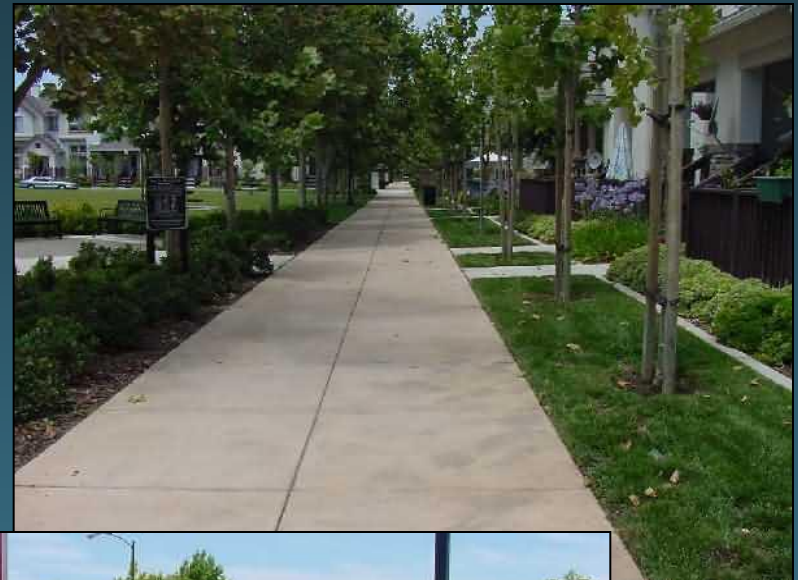
7. Land Use

Coordinating transit supportive land uses around BRT stations will create transit friendly environments



8. Access to Stations

Getting to BRT stations is important. Depending upon the station, customers can walk, bike, take a shuttle bus or drive/park & ride



9. Strong Brand Identity

BRT is a new service with a new image

