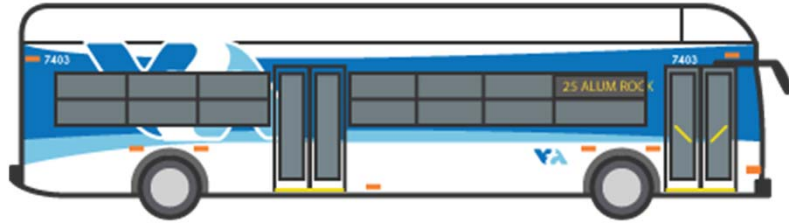


# All About BUS RAPID TRANSIT

Adam Burger  
VTA



**THE BUS IS SLOW**



**8.7**  
**MPH**

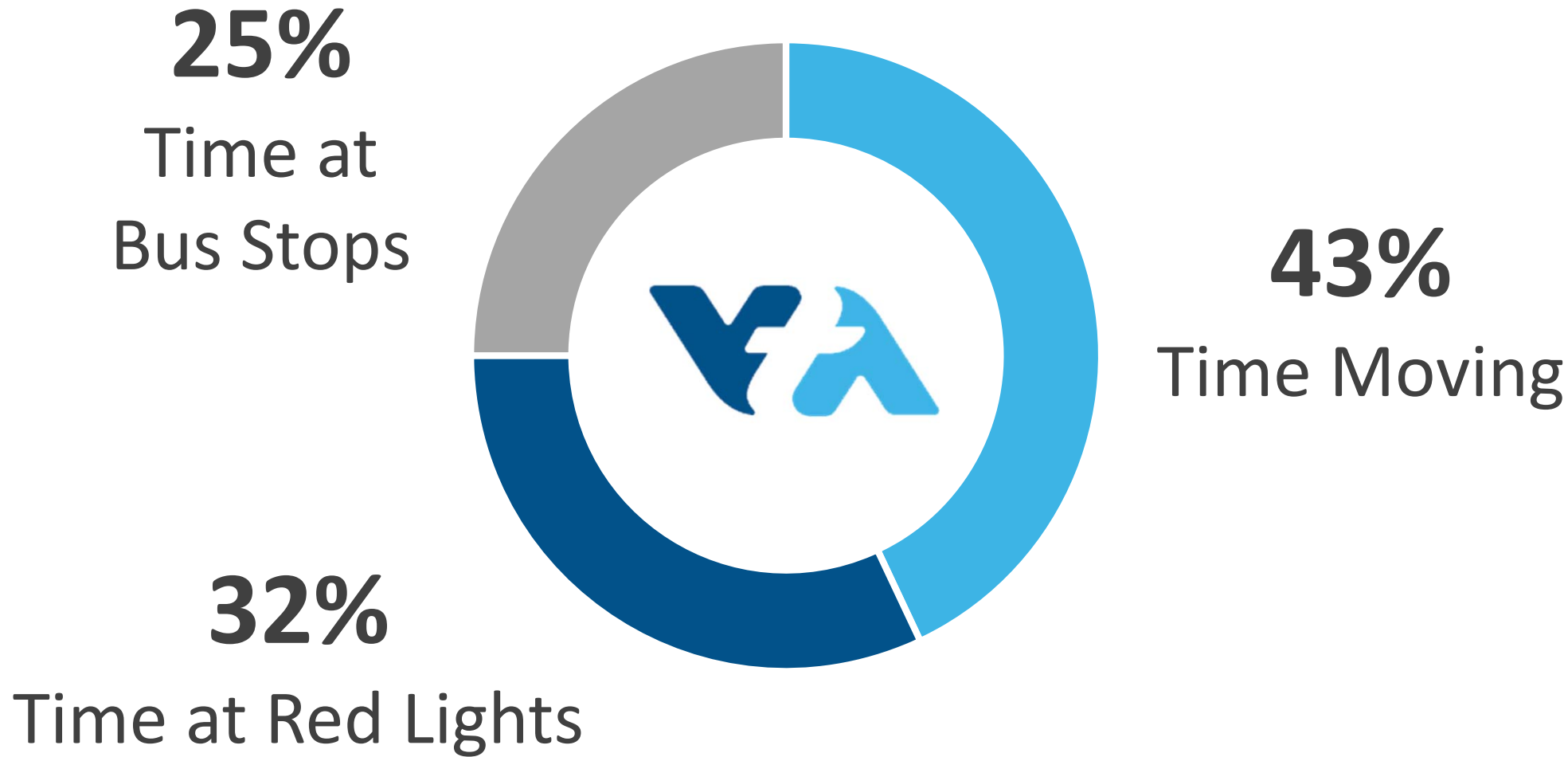


**8.7**  
**MPH**

**<**



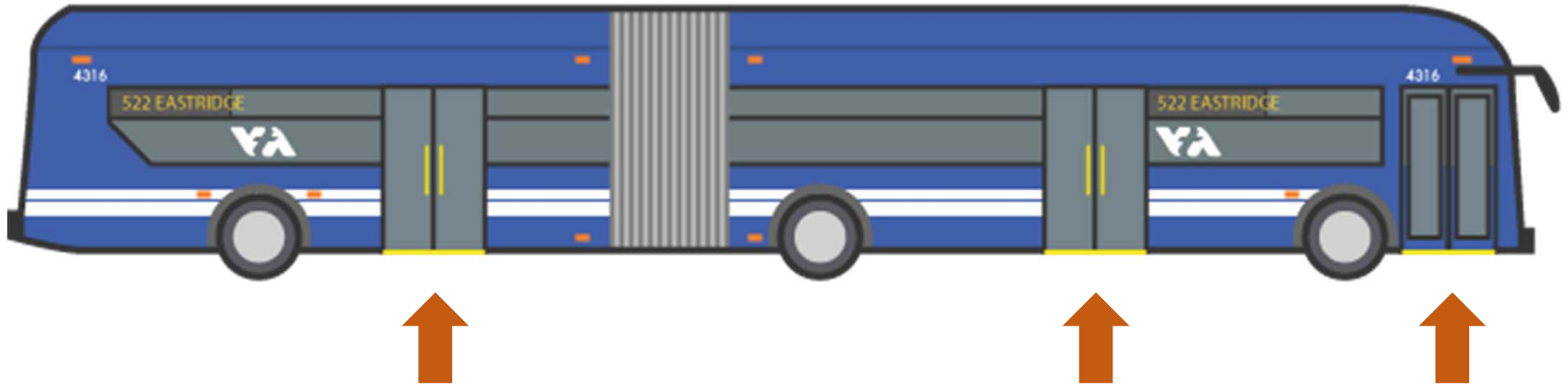
**9.0**  
**MPH**



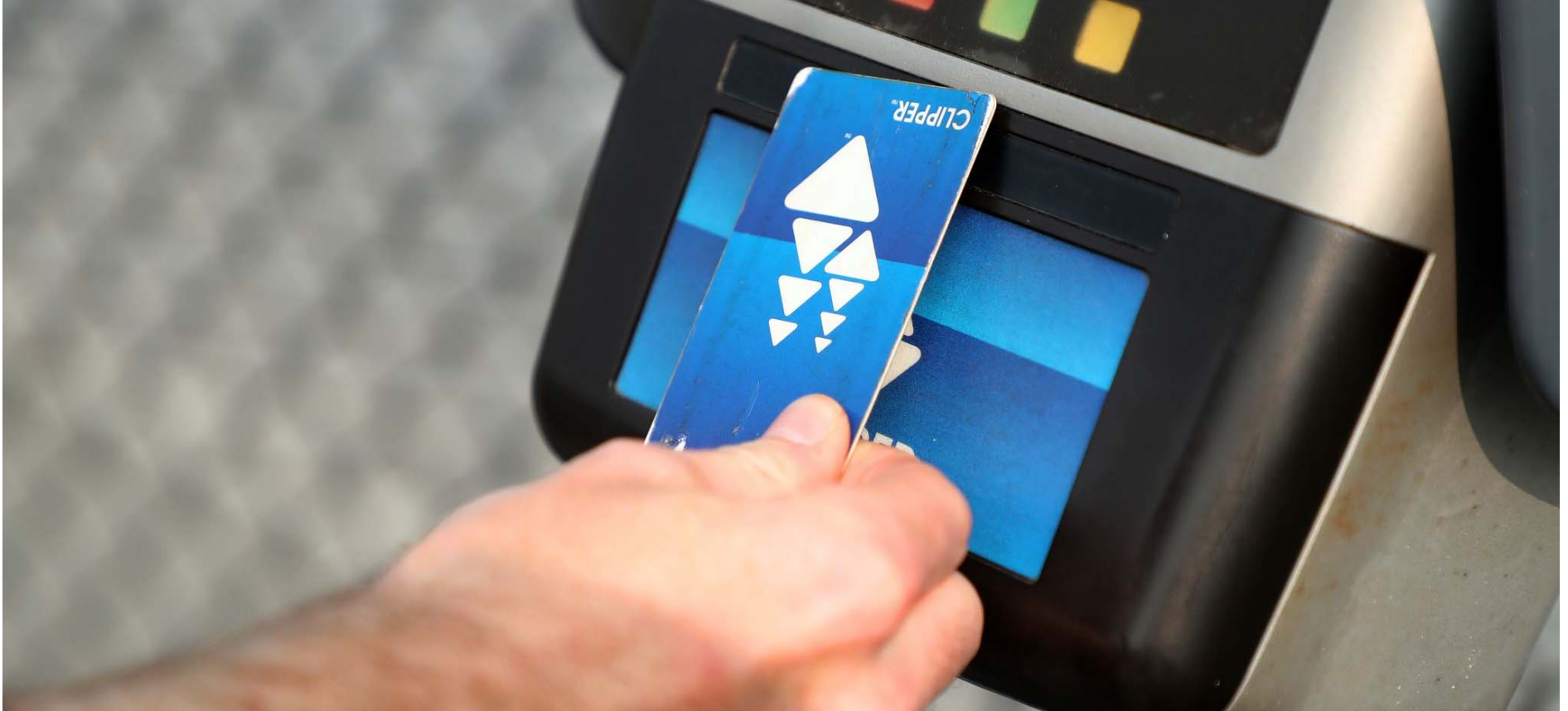
# **WHAT IS BRT?**

## **(BUS +)**

# BRT Strategy: All-Door Boarding



# BRT Strategy: Off-Board Payment





# BRT Strategy: Signal Priority



Holds greens for approaching buses

Shortens reds when bus is waiting

# BRT Strategy: Wide Stop Spacing

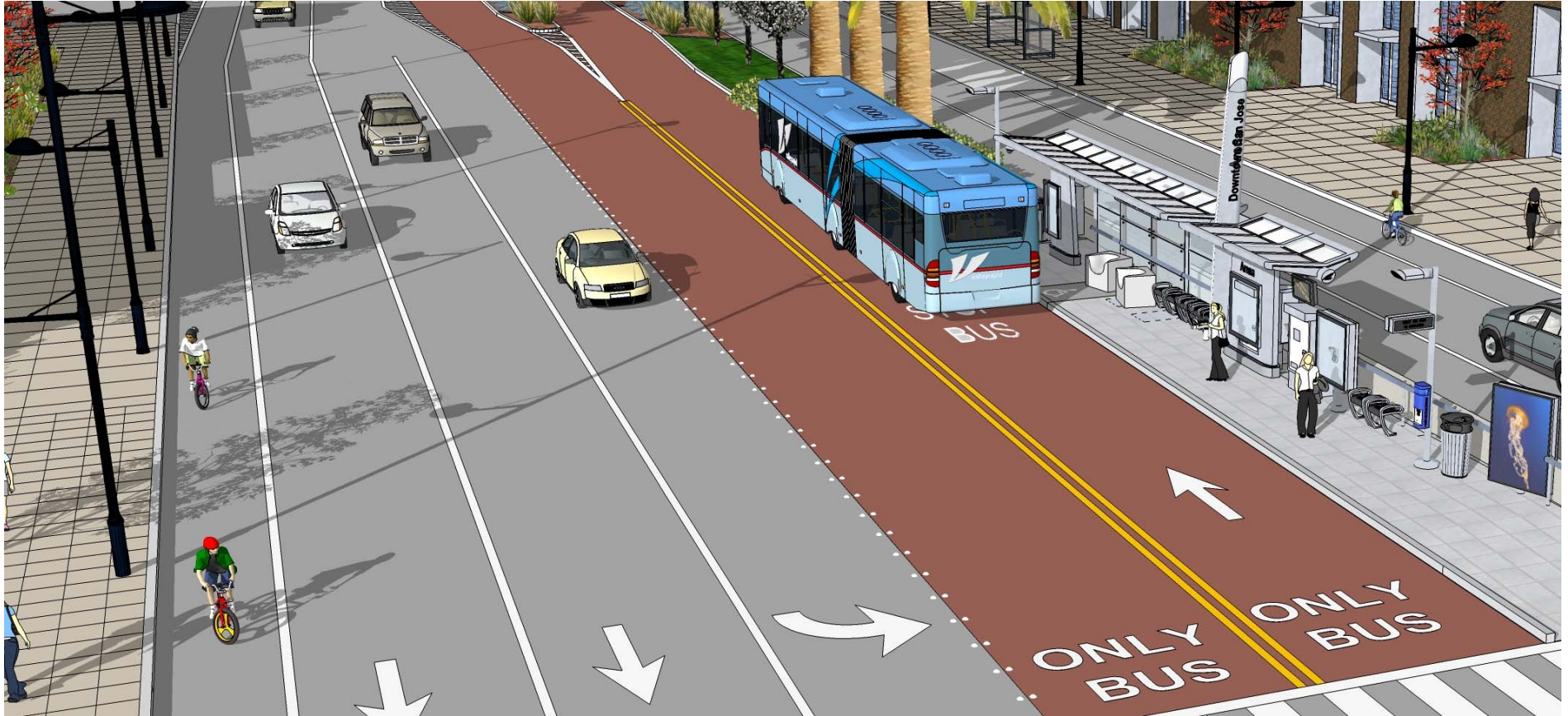
Local Stop Spacing (1/3 Mile)



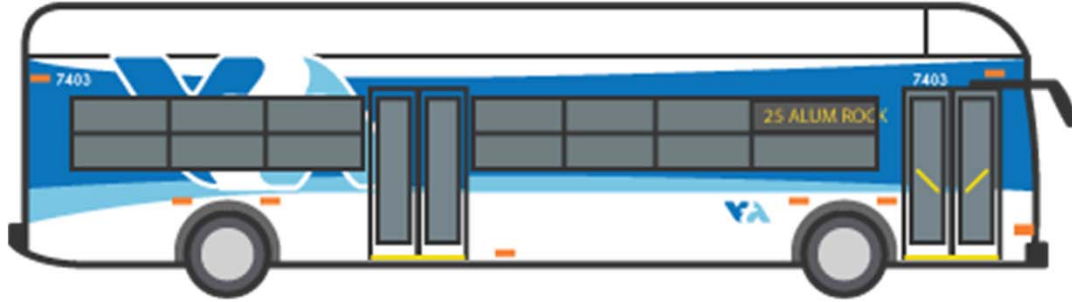
BRT Stop Spacing (~1 Mile)



# BRT Strategy: Bus-Only Lanes



# BRT Strategy: Unique Branding



Standard  
VTA Bus

This Bus is Different!







Alum Rock



**WHAT DOES BRT  
LOOK LIKE?**



San Jose, CA





CARRIL EXCLUSIVO  
METROBUS

Mexico City

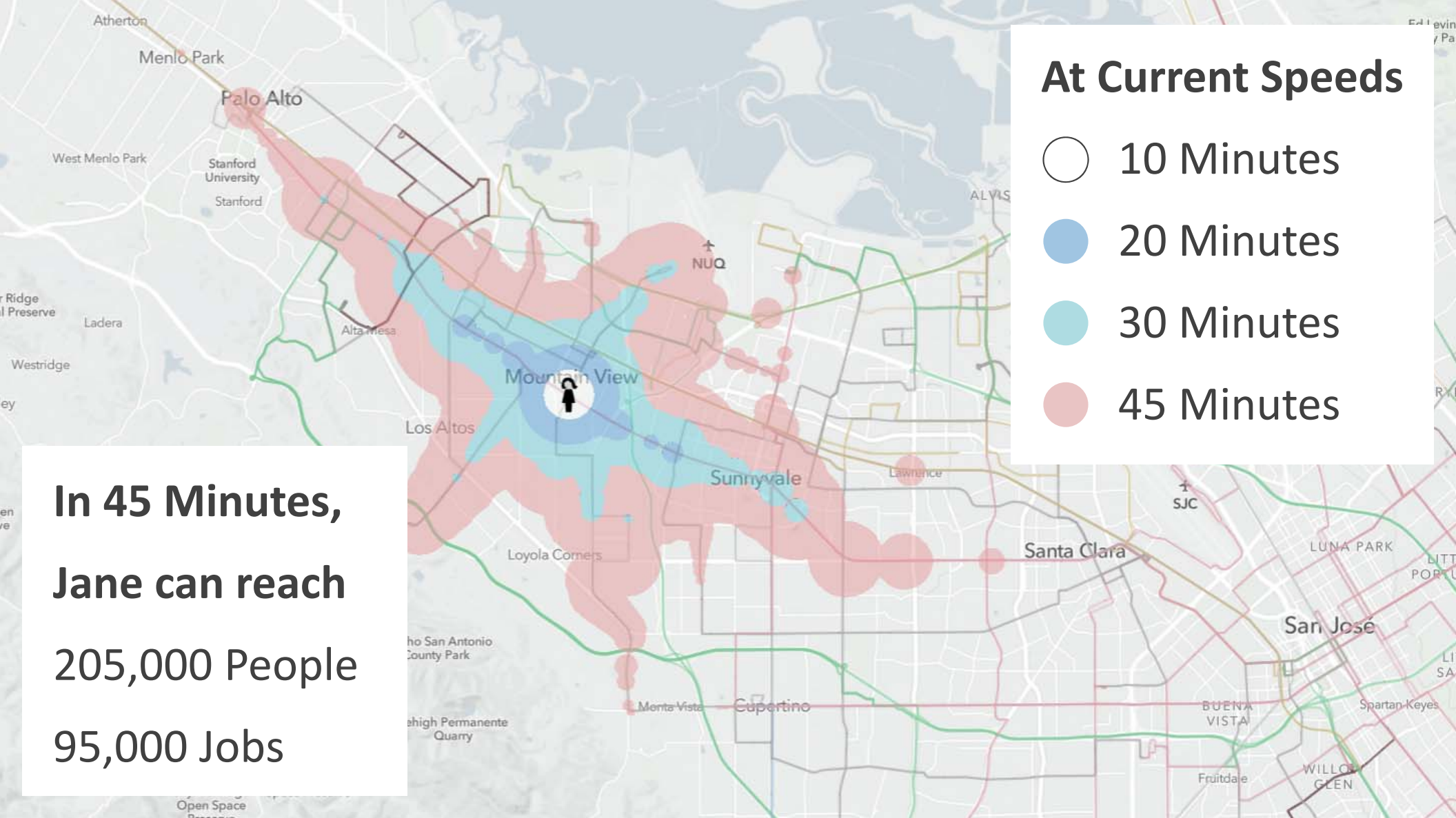




**WHY SHOULD  
YOU CARE?**

**FAST TRANSIT IS GOOD**

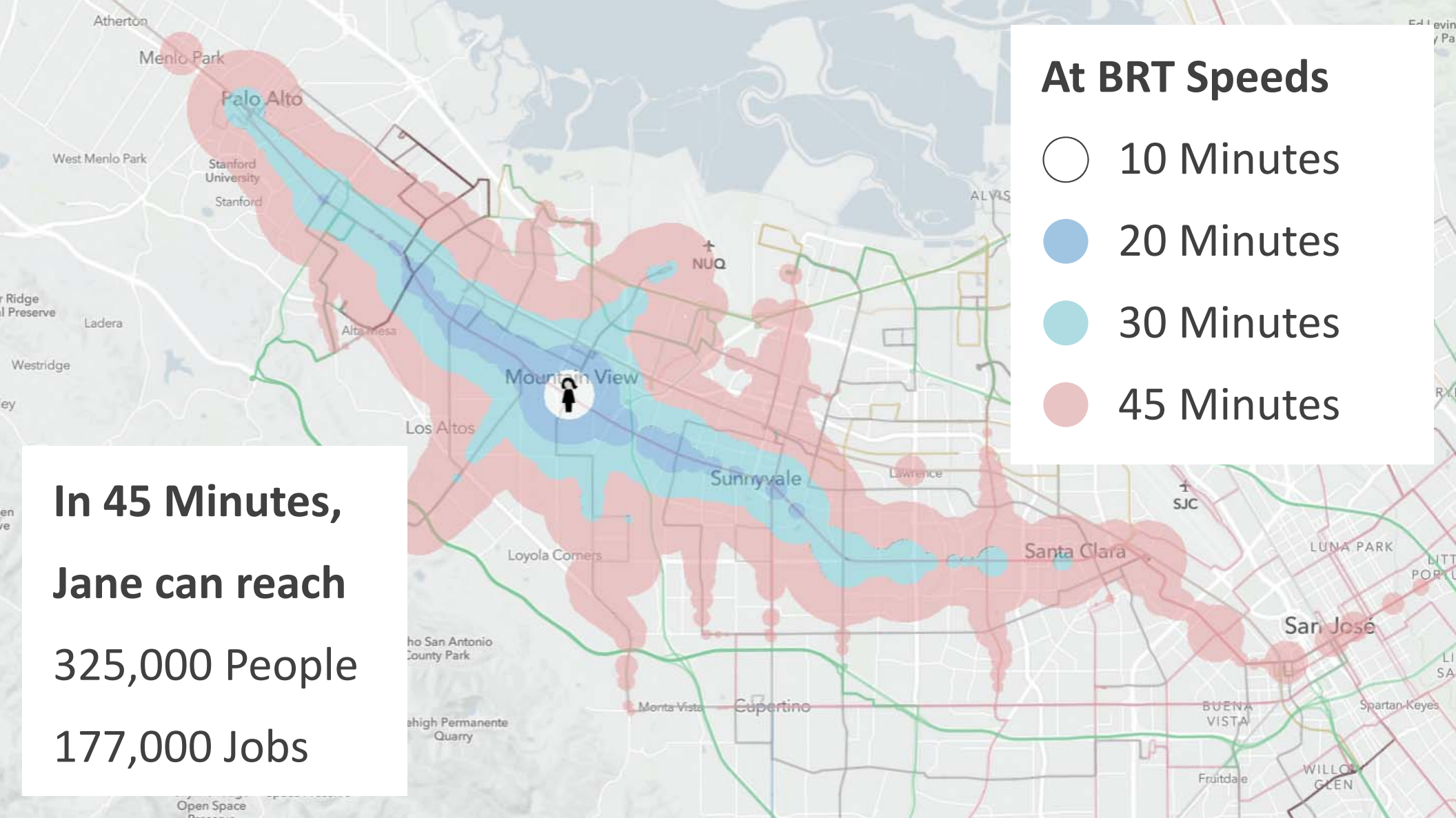




## At Current Speeds

- 10 Minutes
- 20 Minutes
- 30 Minutes
- 45 Minutes

**In 45 Minutes,  
Jane can reach  
205,000 People  
95,000 Jobs**



## At BRT Speeds

- 10 Minutes
- 20 Minutes
- 30 Minutes
- 45 Minutes

**In 45 Minutes,  
Jane can reach  
325,000 People  
177,000 Jobs**



# PEOPLE LIKE FAST TRANSIT





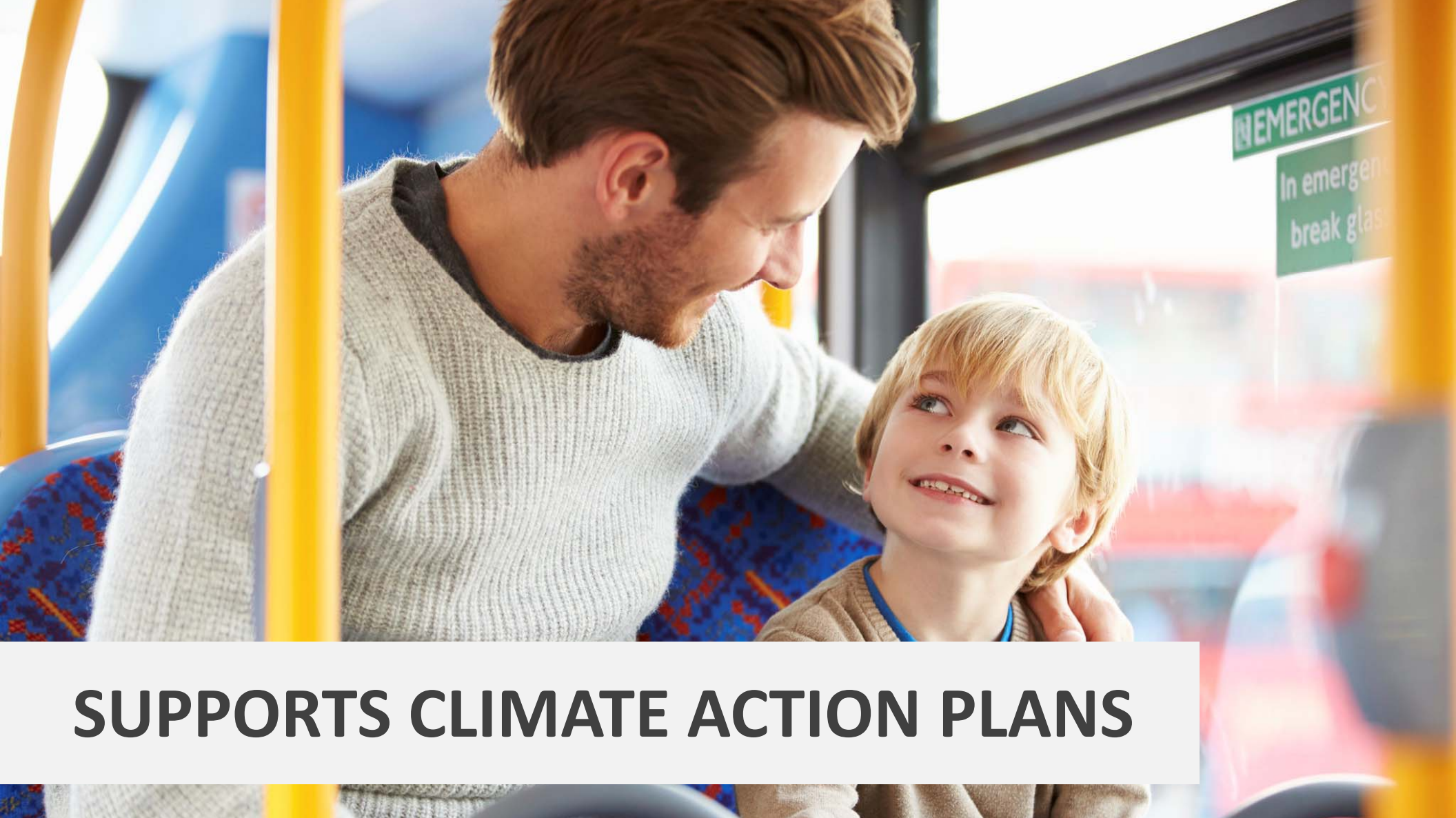
**FAST TRANSIT CAUSES FREQUENT TRANSIT**





**HELPS AFFORDABILITY & EQUITY**





**SUPPORTS CLIMATE ACTION PLANS**



**ACHIEVES CITY MODE SHIFT GOALS**





**SO WE SHOULD  
BUILD BRT  
EVERYWHERE?**

# Where/When is BRT Appropriate?

- In transit-supportive, walkable corridors
- Where service is frequent, ridership high
- As part of a complete street transformation
- When desired by the community