



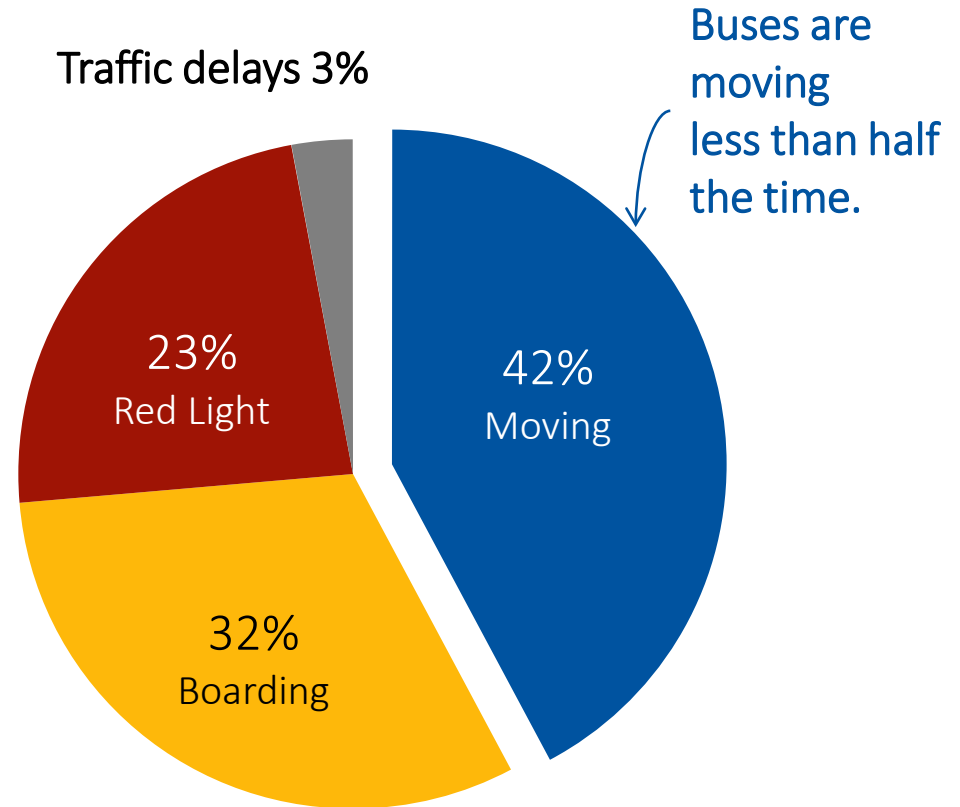
# Katie Roth

Manager, Arterial Bus Rapid Transit  
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@katielynroth

# How can we make the most-used buses *faster*?

Reduce the time buses are stopped at red lights.

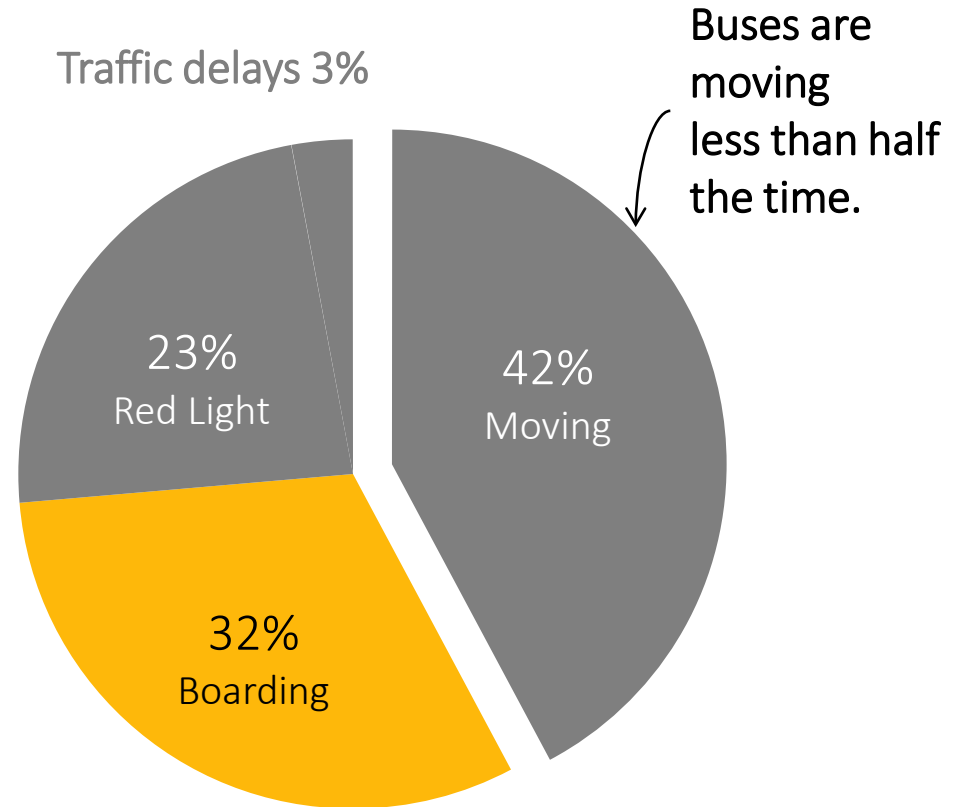
Reduce the time it takes to get on and off the bus.



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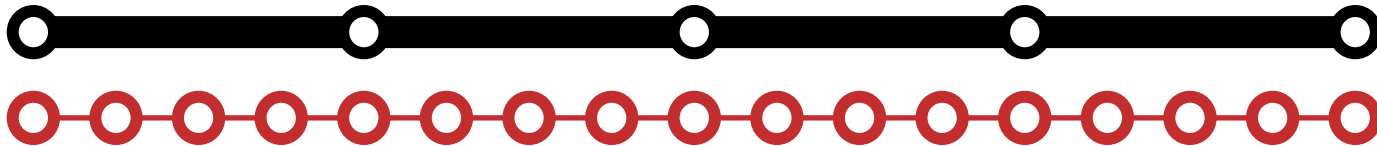
# The most powerful tools

Problem: Local bus service at 80 stops per direction, every 10 minutes



Everyone boards & pays at the front door.

Tools: Rapid bus service at 20 stations, every 10 minutes  
Fully off-board fare payment and all-door boarding



+ Local bus service at all 80 stops, every 30 minutes



\*where the destinations are.  
\*where people actually want to go.

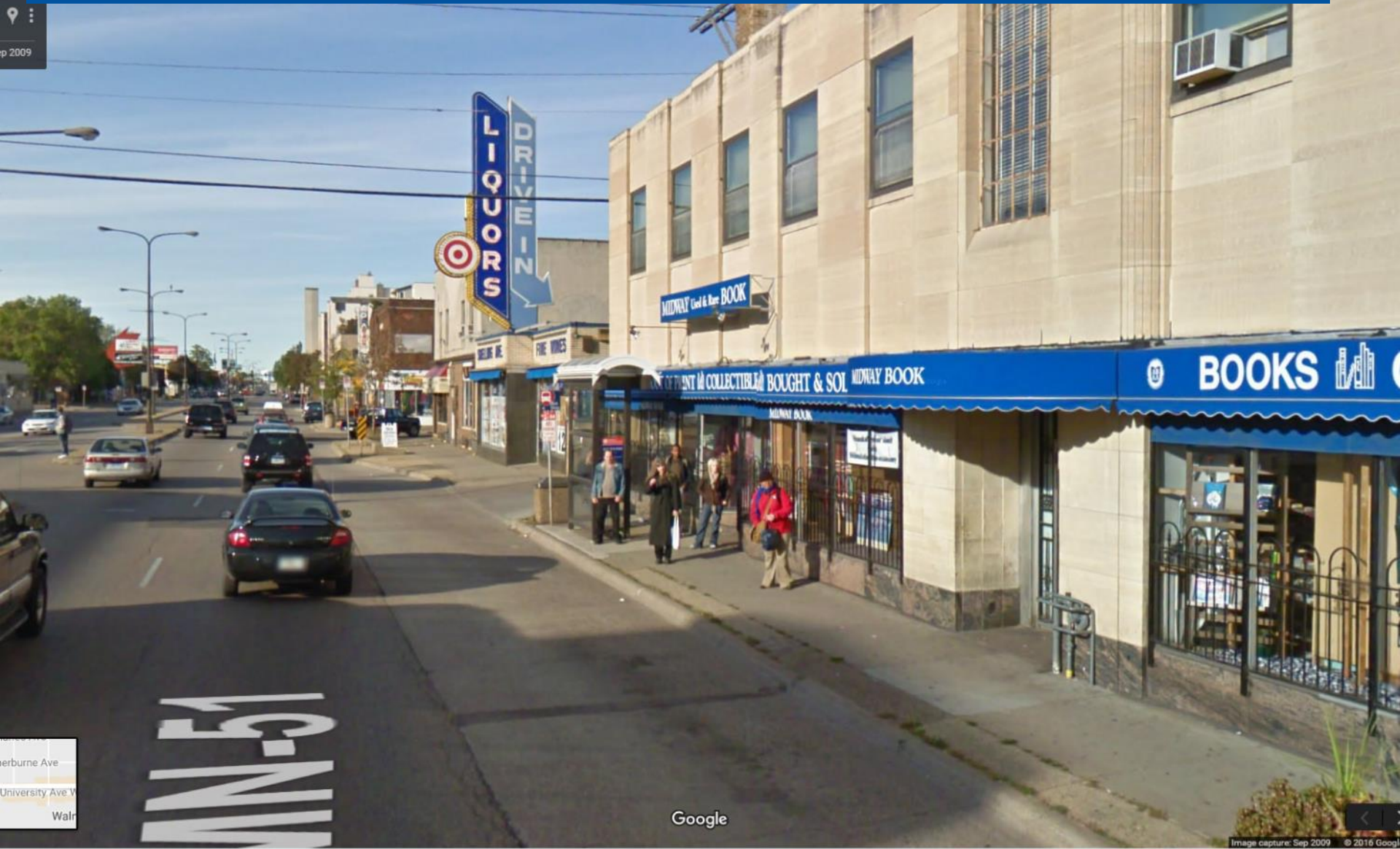


12,000 bus stops systemwide

# Create a place worth the walk



# Rethink how street space is organized

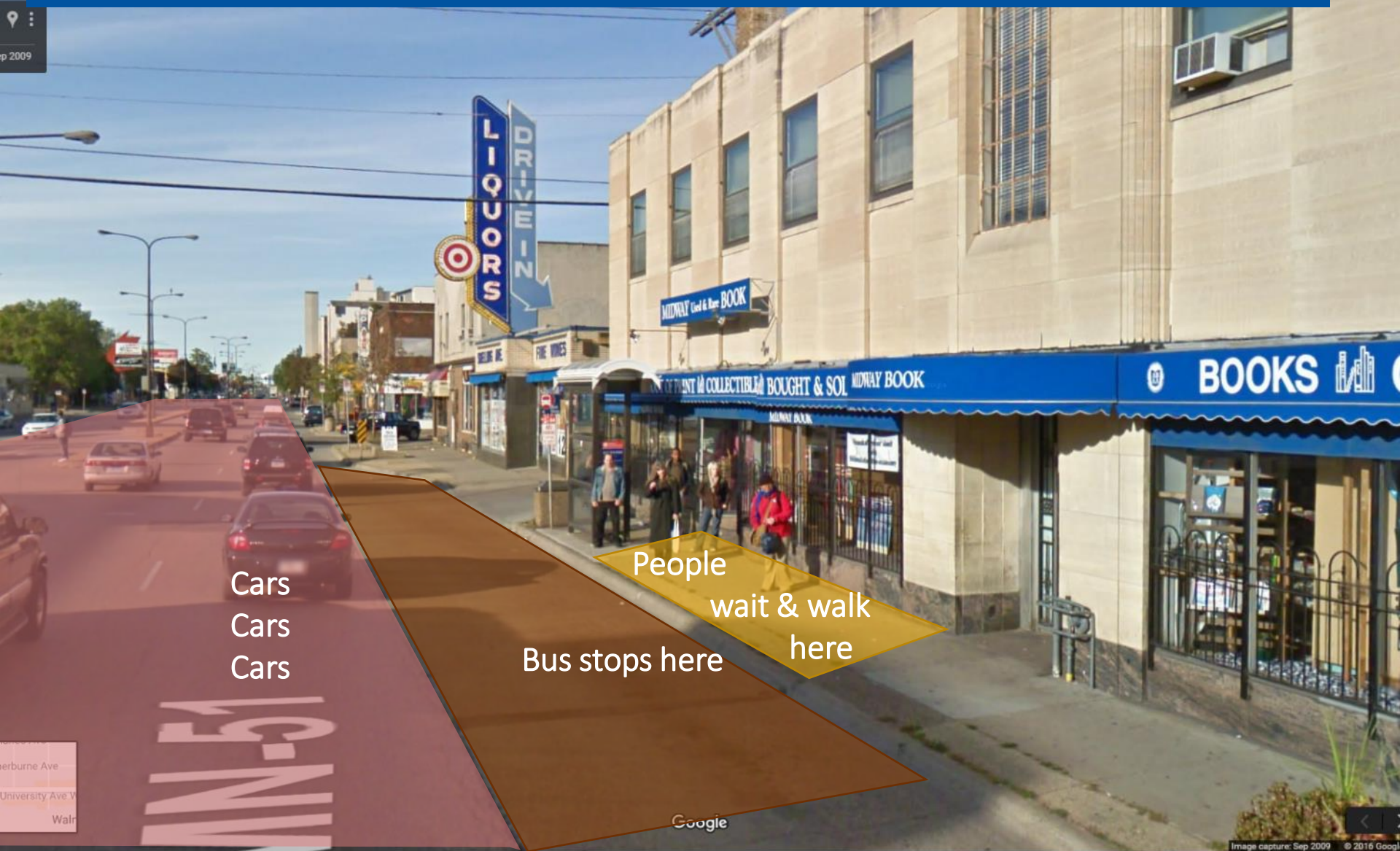


Google

Image capture: Sep 2009 © 2016 Google



# Rethink how street space is organized



Cars  
Cars  
Cars

Bus stops here

People  
wait & walk  
here

BOOKS

MIDWAY Book & More BOOK

LIQUORS

M-54

Google

Image capture: Sep 2009 © 2016 Google

# Rethink how street space is organized



Bus stops in travel lane

2 + 4 = 6' clear snow plow zone

2' Tactile Edge

4' Clear Boarding Area

~6' typical Furnishing Zone

Unobstructed sidewalk





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