

BRT BENEFITS

BRT is more than a transportation project. It plays a vital role in creating livable and sustainable communities by providing efficient connections, increasing walkability and defining places that people want to live, work and recreate. The permanence of BRT shows a commitment to an area and helps support the vibrancy of existing districts and neighborhoods along the route.

Outcomes for Transit Riders



- Service every 10 minutes during peak hours and midday



- Improved travel times and reliability from fewer stops, dedicated lanes and transit signal priority



- Better transit experience with new, modern buses and enhanced stations

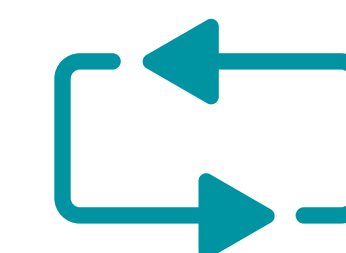


- Seamlessly integrated into existing MCTS bus routes and service

Outcomes for Communities



- Facilitates economic development. Similar systems have seen up to \$500 million in investment



- Improved mobility for those who cannot or choose not to drive (23% of station-area residents do not have a car)



- Promotes healthy neighborhoods by encouraging more walking and biking; improved aesthetics, and better lighting at stations improves safety and neighborhood character



- Cost-effective option reduces monthly household transportation costs compared with owning a car (car ownership = \$755; MCTS pass = \$72)

Outcomes for Drivers



- Reduces traffic congestion by attracting more transit riders and removing cars from the corridor. Currently, 16,000 cars/day travel on Bluemound Road; 77% are single-occupancy.

- Improved safety



- » Dedicated lanes reduce weaving
- » Cars won't get stuck behind buses
- » Infrastructure helps calm traffic

Outcomes for Businesses



- Attract and expand the pool of employees including millennials and Gen Y, who prefer not to depend on cars



- Less parking needed due to less demand. Save up to \$30,000 per garage space. Increased land available for development



- More foot traffic to/from stations = more customers