

BRT Feasibility Study Business Advisory Committee

November 12, 2021
Xavier University Convocation Annex



AGENDA

Introductions

RTA Overview

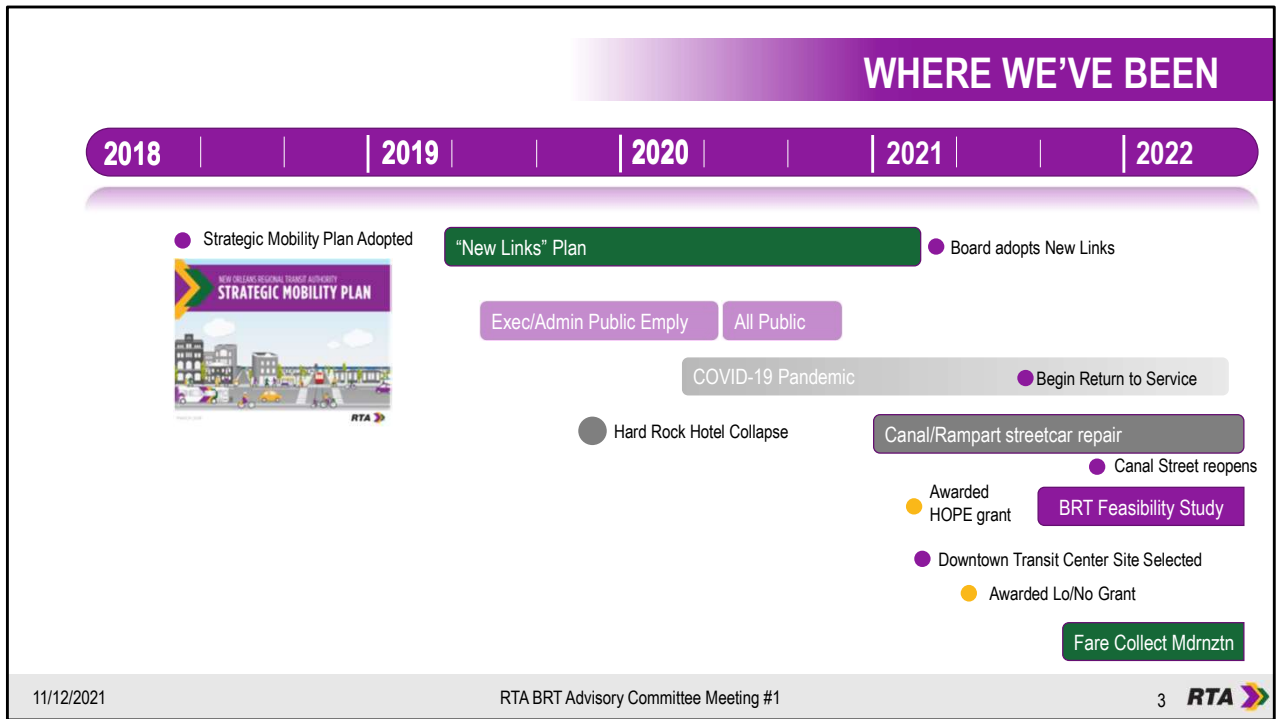
Project Overview

Why Bus Rapid Transit

Bus Rapid Transit Overview

Summary & Next Steps

We will be using interactive polling,
please go to www.Menti.com and
type in the following code:
855305



Comments:

- Need to explain that changes made with NewLinks and how this ties in.

WHERE WE'RE GOING

2022

2023

2024

2025

Implement New Links

BRT Feasibility Study

BRT Final Design

BRT Construction

Fare Collection Modernization

Interim Downtown Hub

DTC Design

DTC Construction

Transfer Hubs Design

Transfer Hub Construction

PROJECT SCHEDULE

2021 | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | 2022

● Bus.Adv Cmte #1
 ● Bus.Adv Cmte #2
 ● Bus.Adv Cmte #3
 ● Community Cmte #1
 ● Community Cmte #2
 ● Community Cmte #3
 ● Public Meeting

BRT Standards

● Wkshp #1 ● Wkshp #2 ● Draft BRT Standards

BRT Corridor Plan

Route Evaluation

15% Plans, Estimate, Final Report

Project Definition

Plan Development

Funding Analysis/Assessment

● Funding Memo

11/12/2021

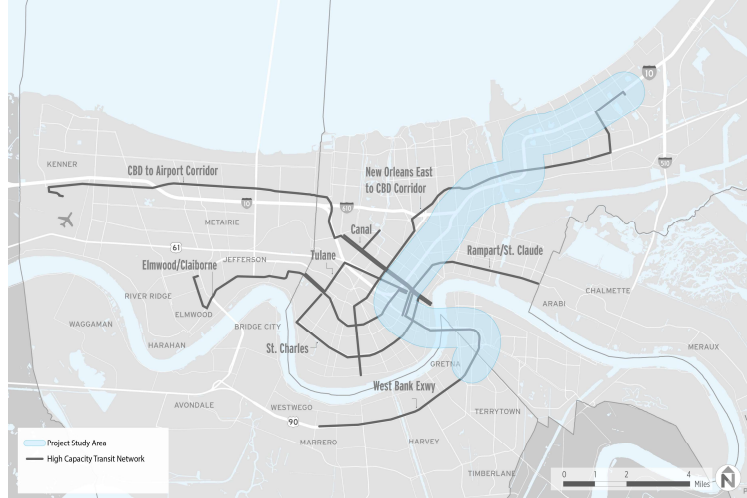
RTA BRT Advisory Committee Meeting #1

5 **RTA** 

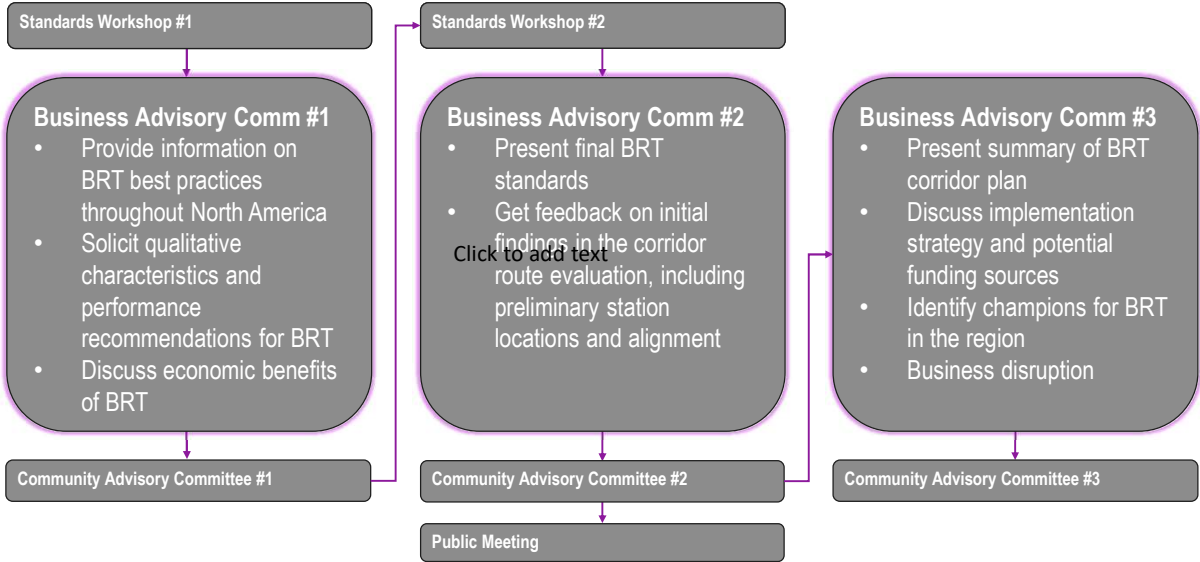
BRT CORRIDOR PLAN

Evaluate the BRT corridor connecting New Orleans East to CBD and on to the West Bank. This task will include:

- Previous study review
- Project definition and 15% design plans including alignment, termini, station locations, guideway, and technology improvements.
- Ridership forecasts
- Preliminary traffic analysis
- Operating plan development
- Environmental screening



ENGAGEMENT STRATEGY



WHAT IS BRT?

THINK RAIL, USE BUSES

Bus Rapid Transit (BRT) is a high-quality bus-based transit system that delivers fast and efficient service that may include:

- Dedicated lanes
- Traffic signal priority
- Off-board fare collection
- Elevated platforms
- Enhanced stations
- Unique Vehicles



DEFINING BRT

MOVING PEOPLE

- Make the most of the ROW
- Balance multiple modes
- Think differently about our streets - person throughput as a primary measure of effectiveness
- Transit is the most spatially efficient mode

WHY BRT?



PRIVATE MOTOR VEHICLES
600–1,600/HR



MIXED TRAFFIC WITH FREQUENT BUSES
1,000–2,800/HR



TWO-WAY PROTECTED BIKEWAY
7,500/HR



DEDICATED TRANSIT LANES
4,000–8,000/HR



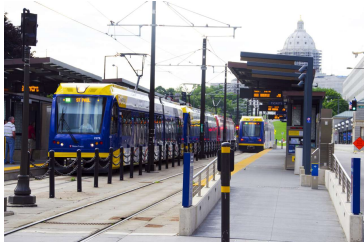
SIDEWALK
9,000/HR



ON-STREET TRANSITWAY, BUS OR RAIL
10,000–25,000/HR

Source: NACTO Transit Street Design Guide

LRT vs BRT



Agency

- Metro Transit

Location

- Minneapolis, Minnesota

Revenue Operations

- 2024

Corridor Length

- 14.5 Miles, 36 Stations

Capital Cost

- \$2.03 Billion



Agency

- Albuquerque Transit Department

Location

- Albuquerque, New Mexico

Revenue Operations

- 2017

Corridor Length

- 8.8 Miles, 18 Stations

Capital Cost

- \$134M

WHY BRT?

BRT can provide similar benefits and more cost effective than LRT.

Light Rail Transit

\$75-150M per mile

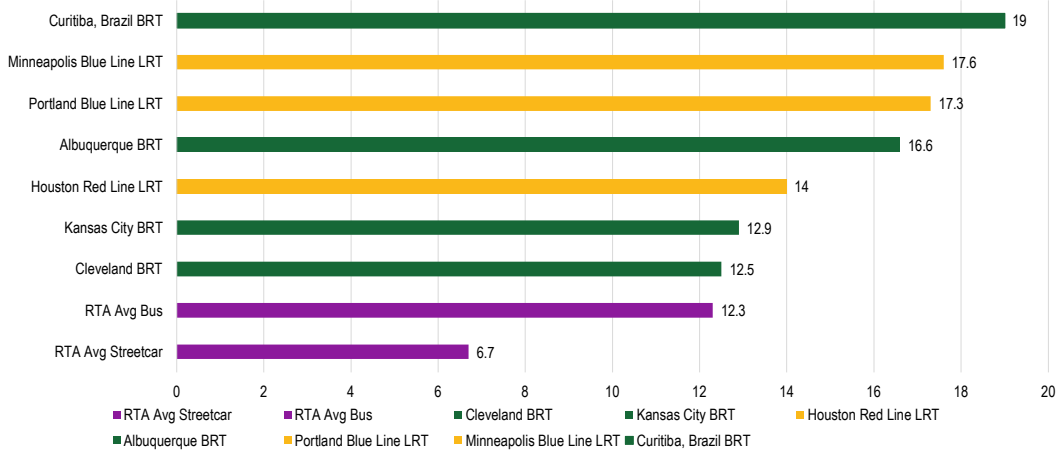
Bus Rapid Transit

\$5-20M per mile

MOVING PEOPLE QUICKER

WHY BRT?

Transit Speed



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Comments:

- What is the difference between the example speeds and RTA?
 - What will RTA's BRT speed be?
- What will BRT do for automobile speed?

ACCESS TO OPPORTUNITY

WHY BRT?

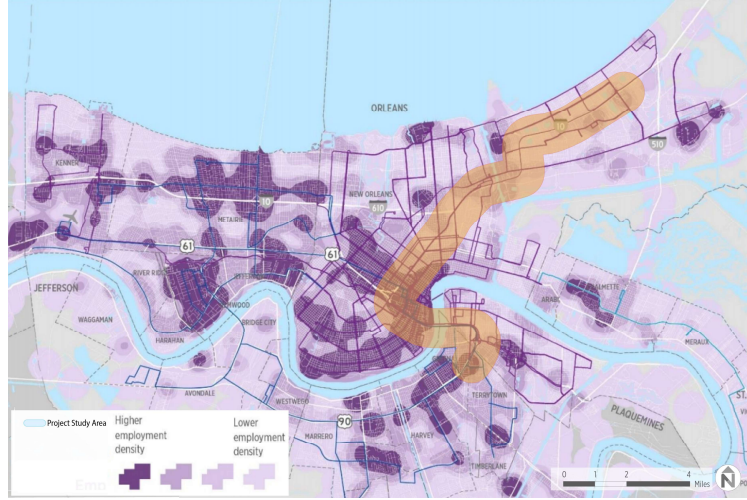
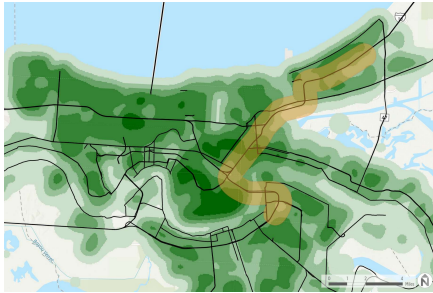
Jobs accessible by
30-minute transit ride

11%

Jobs accessible by
30-minute car ride

89%

Source: Ride New Orleans



Comments:

- Show similar maps to demonstrate where the concentrations of unemployment are.

TRANSIT-ORIENTED DEVELOPMENT

WHY BRT?

- E-TOD (Equitable Transit-Oriented Development) – share the benefits of BRT for all
 - Affordability
 - Small-business support
 - Dense, safe, walkable corridors
- Station Area Planning
- Supportive Zoning and Policies



WHAT IS BRT?

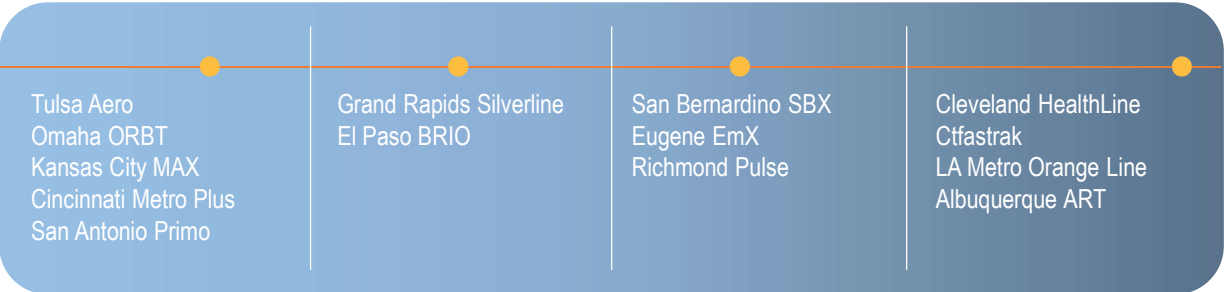
DEFINING BRT

ART/BRT "LITE"

Enhanced Stations, Upgraded Technology,
Increased Frequency

PREMIUM BRT

Dedicated or Grade-Separated Runningway, Level Boarding, Off-Board Fare
Collection, Upgraded Vehicle and station Technology, System Branding



Prospect Avenue MAX



DEFINING BRT

Agency

- Kansas City Area Transportation Authority

Location

- Kansas City, Missouri

Revenue Operations

- 2019

Corridor Length

- 10 Miles, 26 Stations

Capital Cost

- \$56M

BRT Characteristics

- Mixed Traffic with Bus Lane Segments
- Level Boarding
- Station WiFi
- Smart Interactive Kiosks
- BRT-Style CNG Vehicles

HealthLine



DEFINING BRT

Agency

- Greater Cleveland Regional Transit Authority

Location

- Cleveland, Ohio

Revenue Operations

- 2015

Corridor Length

- 6.8 Miles, 36 Stations

Capital Cost

- \$197.2

BRT Benefits

- \$9.5 Billion in economic development
- 23 million square feet in total development
- 13,000 new jobs

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Albuquerque Rapid Transit

DEFINING BRT



Agency

- Albuquerque Transit Department

Location

- Albuquerque, New Mexico

Revenue Operations

- 2017

Corridor Length

- 8.8 Miles, 18 Stations

Capital Cost

- \$134M

BRT Benefits

- \$2.9 Billion in economic development
- \$418 Million in increased assessed property value
- 9,592 new jobs

Curitiba, Brazil



DEFINING BRT

Agency

- Rede Integrada de Transporte (Integrated Transportation Network)

Location

- Curitiba, Brazil

Revenue Operations

- 1974

System Length

- 50.6 Miles, 21 Transit Centers

BRT Characteristics







- Dedicated Bus Lanes
- Level Boarding
- All-door Boarding
- Bi-Articulated Vehicles
- Custom Station Architecture

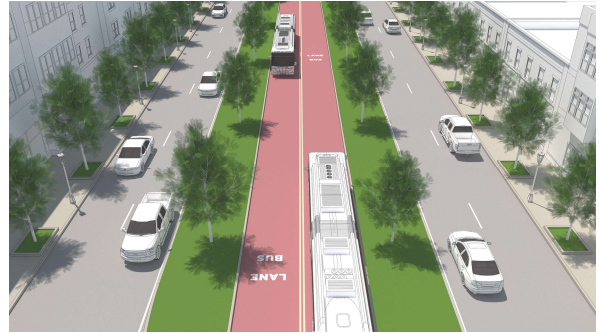
YOUR INPUT

What are the most important characteristics of Bus Rapid Transit for the region



BRT CONSIDERATIONS

-  Operations & Service Goals
-  BRT Guideway Alternatives
-  Station Design Components
-  Technology
-  Vehicle Standards
-  Branding



Comment: “Look to business partnerships to invest in growing the areas surrounding the BRT lines. Appropriate ads and retail space incorporated in the system would provide the needed initial and long-term funding source.”

Comment: “What would enforcement of dedicated transit lanes look like? I’m thinking of the frequent use of the HOV lane by single drivers/constant parking in bike lanes that we don’t do a great job of managing



OPERATIONS

- On-Time Performance/Reliability
- Headway
- Span of Service
- Stop/Station Spacing
- Open vs. Closed System

Setting a framework for the levels of service and operations will guide development of service standard definitions for BRT service.





GUIDEWAY

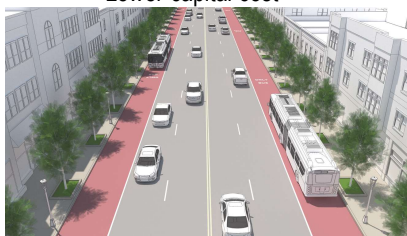
Mixed Traffic

- Lowest capital cost
- Slowest travel time



Curb-running BRT

- BAT Lane (Business Access and Transit)
- Dedicated Lane (Fixed Guideway)
- Driveway/On-Street Parking conflicts
- Lower capital cost



Median-running BRT

- Dedicated Lane (Fixed Guideway)
- Fewer traffic conflicts
- Highest transit priority
- Left turn impacts
- Higher capital costs



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Comment: "Given the history of challenges in policing the semi-dedicated lanes (ex: bike lanes), concerned that anything short of 100% dedicated lanes in the center of a roadway will hinder significant adoption."

Comment: "How can we integrate/enhance bike infrastructure? Are there models that allow dedicated bus lanes to be safely shared by bikes?"



NEW ORLEANS OPPORTUNITIES

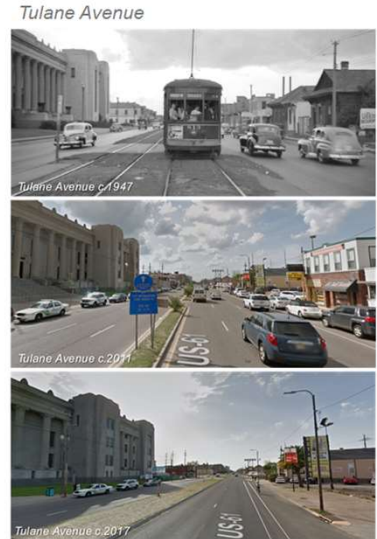
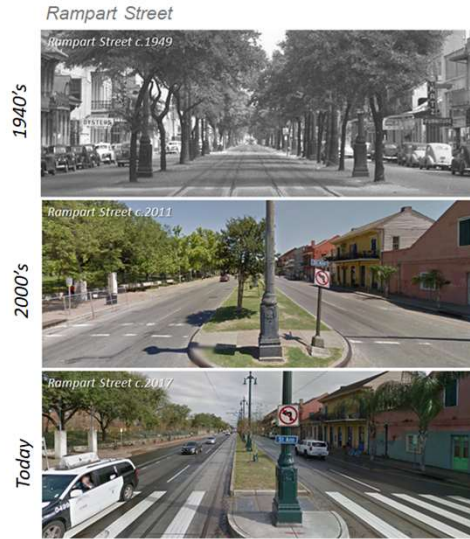
GUIDEWAY

Neutral Ground

- Opportunity for dedicated guideway use
- Historic precedent

Stormwater Management

- Opportunity for green solutions integrated with the guideway



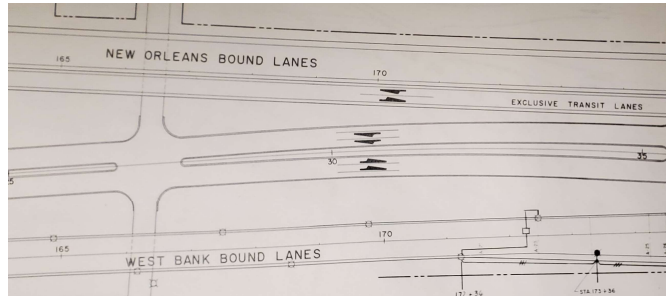


NEW ORLEANS OPPORTUNITIES

GUIDEWAY

US 90 Bridge HOV Conversion

- Current configuration is not effective
- Restore HOV lane to original configuration
- 2-way with transit use
- Key to BRT success and connection to Algiers



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Comments:

- US 90 Bridge
 - How would it work around Danzinger?
 - Biggest users are people taking kids to school
 - What would enforcement look like?



STATIONS

BRT Station Considerations

- Station Location
- Station Length/Width
- Platform Height
- Shelter Style/Design
- Typical Station Amenities



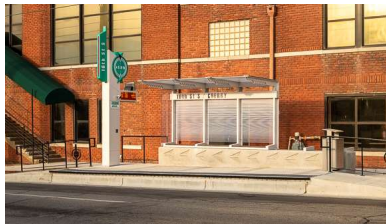
Level Boarding



ABQ Rapid Transit



SBX Bus Rapid Transit



Tulsa Peoria Ave AERO



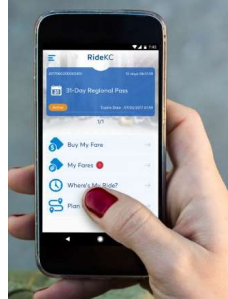
Grand Rapids – The Rapid

Comment: “Let’s include trash cans! This seems like a good place to incorporate public art.”



TECHNOLOGY

On-Board vs Off-Board Payment



Transit Signal Priority



WiFi On-board/Stations



Stations Technology



Comment: "WIFIF on the stations and on the buses are a must, along with the rapid boarding through station-based and app-based fares. In the app it is essential to have real-time status and arrival times."

Comment: "If the West Bank portion extends into Gretna, integrated fare technology will be crucial."



VEHICLES

Typical Length

- 40' – 60'

Capacity

- 60-90 (seated + standing)

Types:

- Standard low-floor BRT bus
- Articulated bus

Propulsion:

- Diesel
- Diesel Hybrid
- Compressed Natural Gas (CNG)
- Electric



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27 RTA

Comment: “The biggest users of the HOV lane are carpooling parents who no longer have school bus service in our current school system. How ca we get kids to school easily?”

- How many buses are in the fleet?
 - Half of the pre-katrina fleet.
 - How many are from post Katrina.
 - Next generation needs to be clean and environmentally friendly.



BRANDING



YOUR INPUT

What are your biggest concerns to implementing BRT in New Orleans?

dotd cooperation
pushback from drivers
regional cooperation
follow through
cost
maintenance
having it work for riders
neighborhood service
access

NEXT STEPS

Meeting Follow-up

- Summary materials will be sent to all invitees
 - Presentation
 - Notes Summary

Next Steps

- Community Stakeholder Meeting - feedback
- BRT Standards Development
- BRT Corridor Route Evaluation
- Business Advisory Committee - feedback

How can we engage others
to increase the effectiveness
and success of this project?

REVIEW & QUESTIONS



Comment: “This is a great opportunity as an alternative to the dream of light rail. While this is dramatic savings compared to light rail, we should not short out on the thought. It will be better to start small, invest in the complete solution and prove the benefits.

Comment: “Algiers is lacking sidewalks – it’d be great to invest in that connecting infrastructure to the BRT.”

Comment: “Who will benefit the most from BRT? Businesses, workers, or the unemployed?”

- There has not been a good effort in connecting the high education institutions with transit.
- Don’t forget the next generation of people is not as reliant on cars and they want to see increased transit.
- RTA wants to be at the table to meet the needs of higher ed.
 - Tulane has a shuttle system
- Transit is an equity issue
 - Transit needs to work to resolve access issues
 - Build a system that serves the community.
- The project isn’t successful without strengthening the existing system
 - NOLA east is not walkable
- Need to discuss how the community has failed to meet the needs of the current riders

- Would like to see the data throughout the study
- Concerns
 - Lack of sidewalks
 - Important to facilitate access