

BRT Feasibility Study Business Advisory Committee

November 12, 2021
Xavier University Convocation Annex



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

WHERE WE'VE BEEN



● Strategic Mobility Plan Adopted



“New Links” Plan

● Board adopts New Links

Exec/Admin Public Empl

All Public

COVID-19 Pandemic ● Begin Return to Service

● Hard Rock Hotel Collapse

Canal/Rampart streetcar repair

● Canal Street reopens

● Awarded HOPE grant

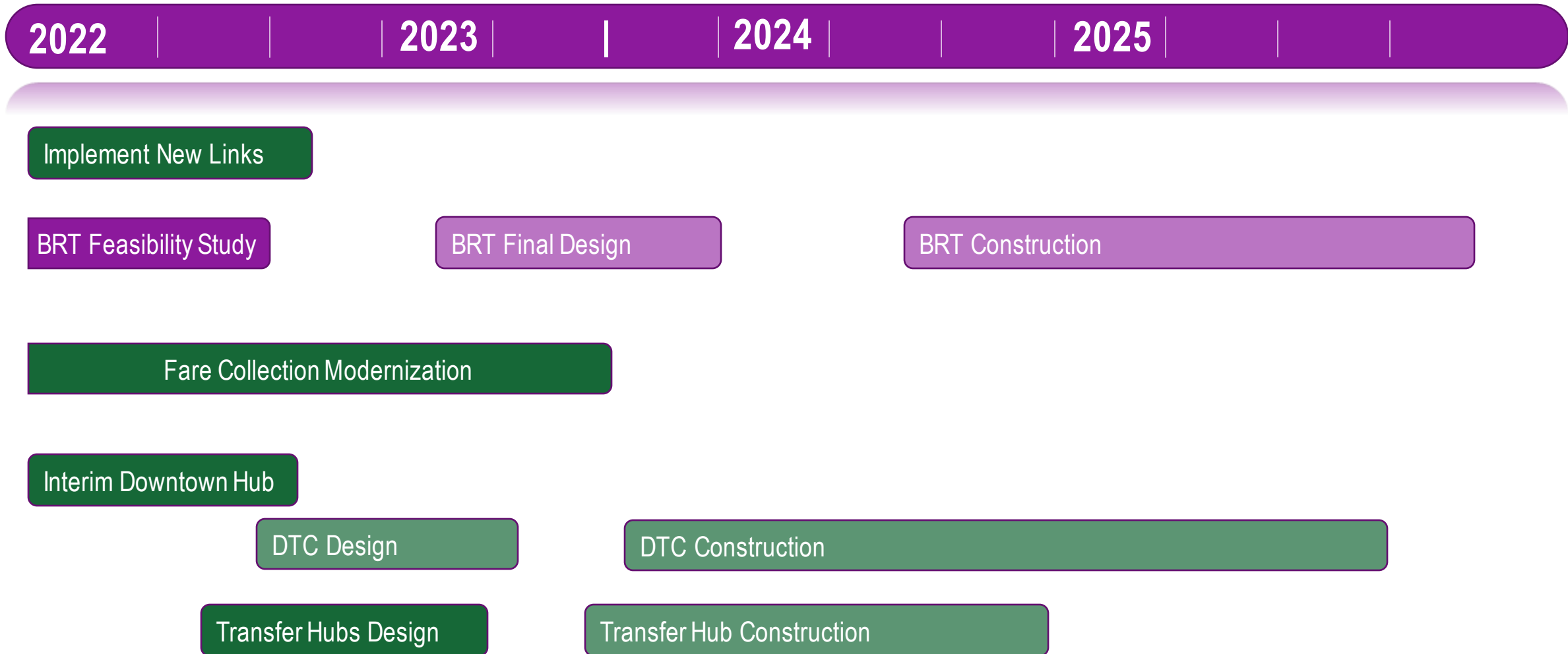
BRT Feasibility Study

● Downtown Transit Center Site Selected

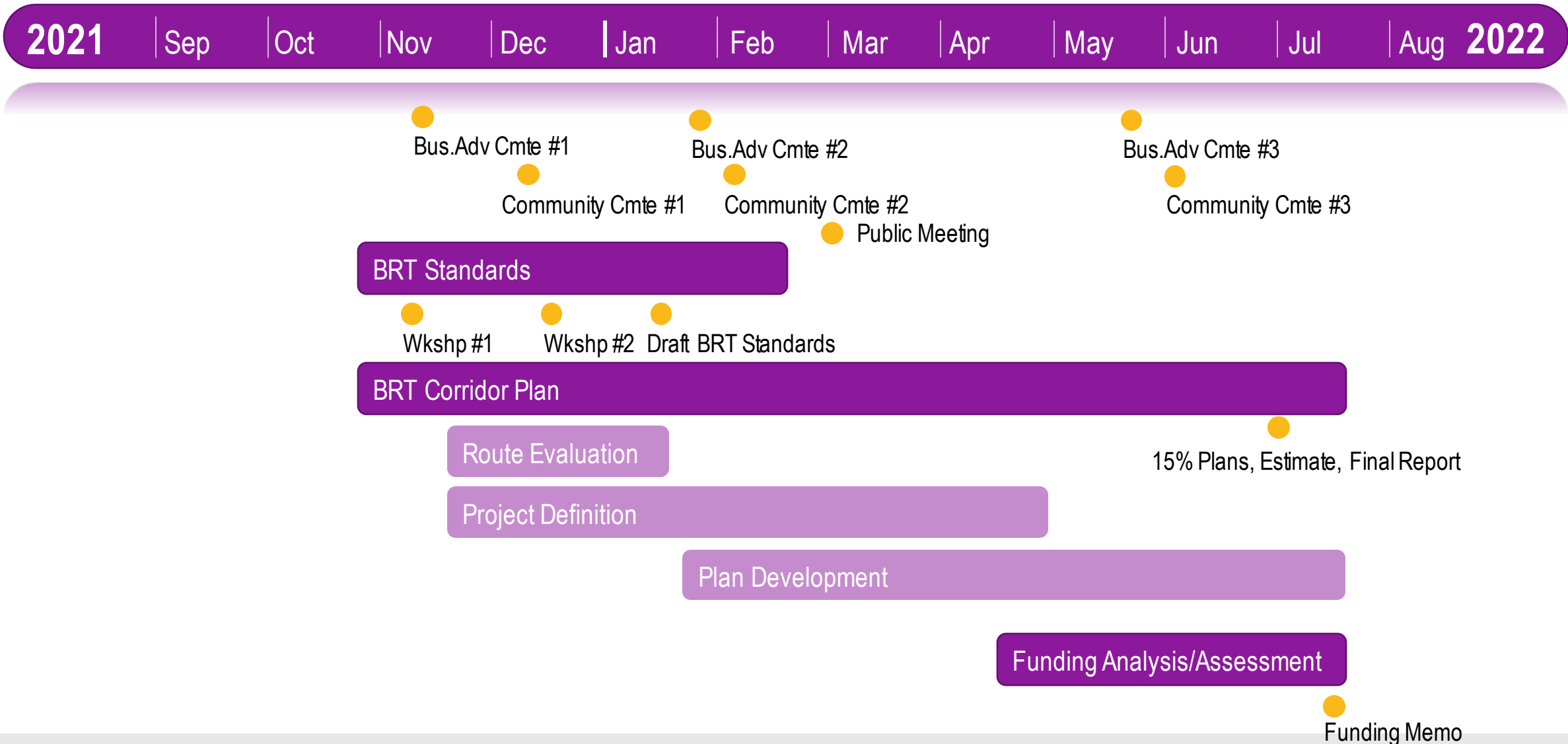
● Awarded Lo/No Grant

Fare Collect Mdrnztn

WHERE WE'RE GOING



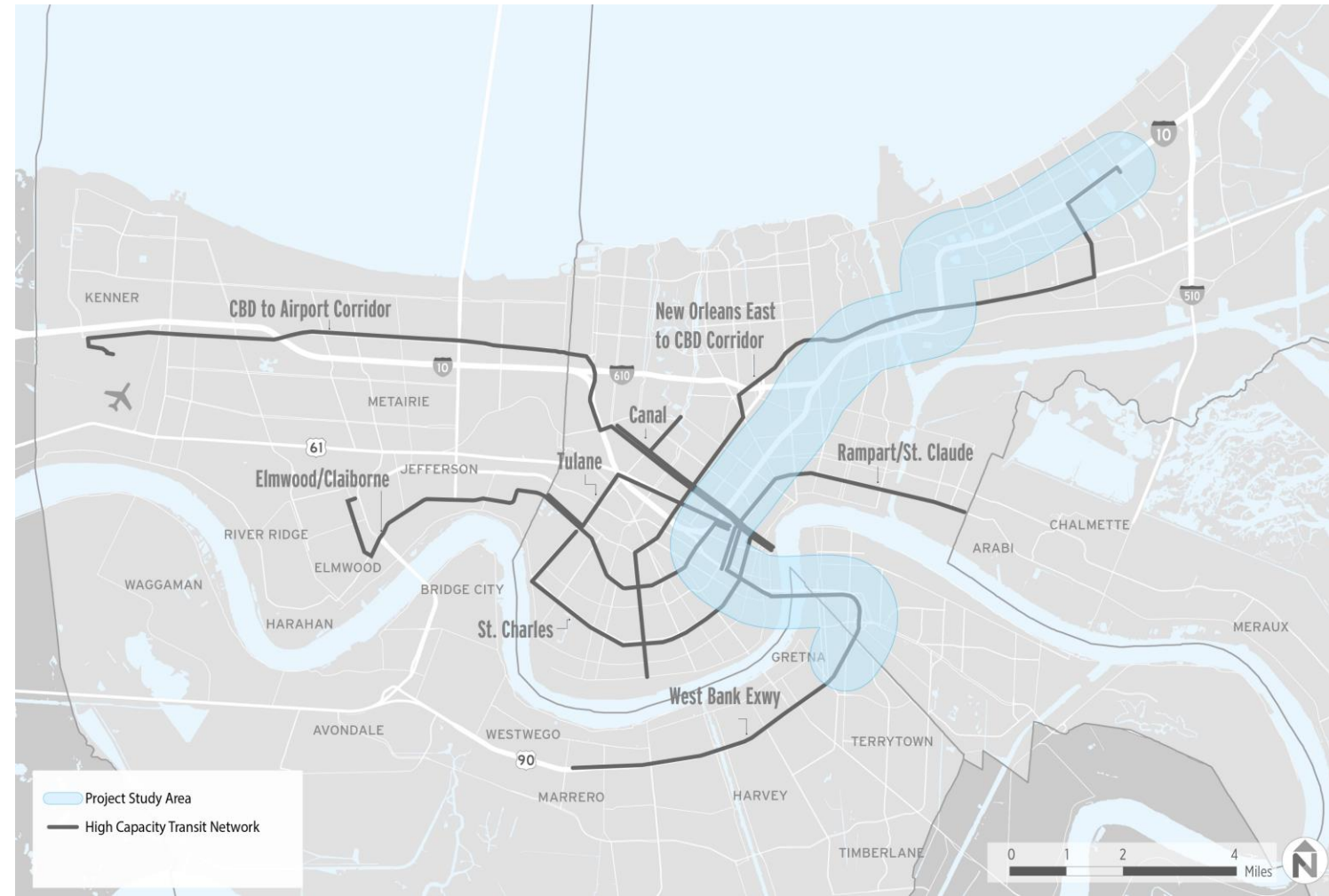
PROJECT SCHEDULE



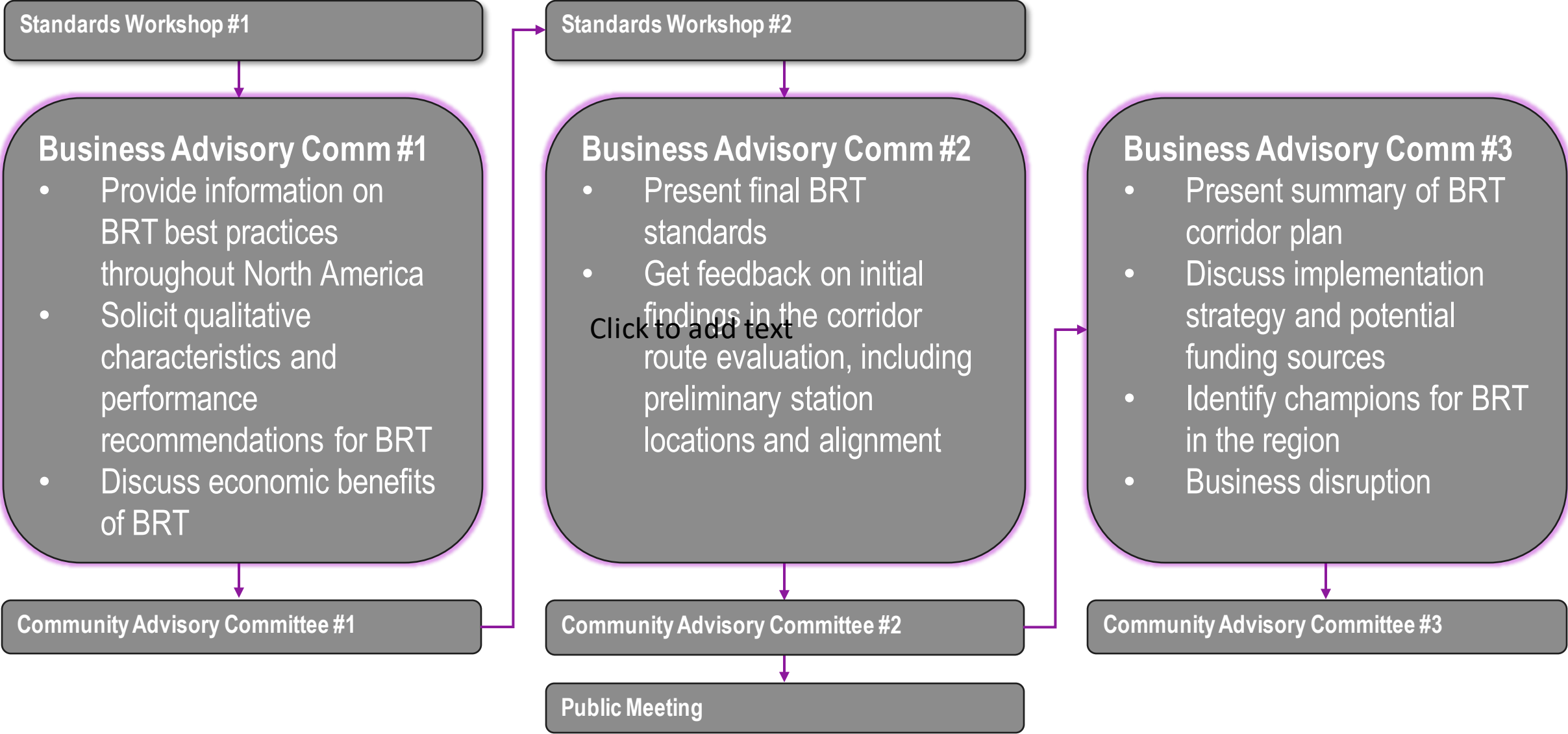
BRT CORRIDOR PLAN

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:

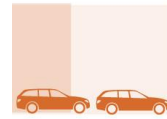
- Dedicated lanes
- Traffic signal priority
- Off-board fare collection
- Elevated platforms
- Enhanced stations
- Unique Vehicles



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

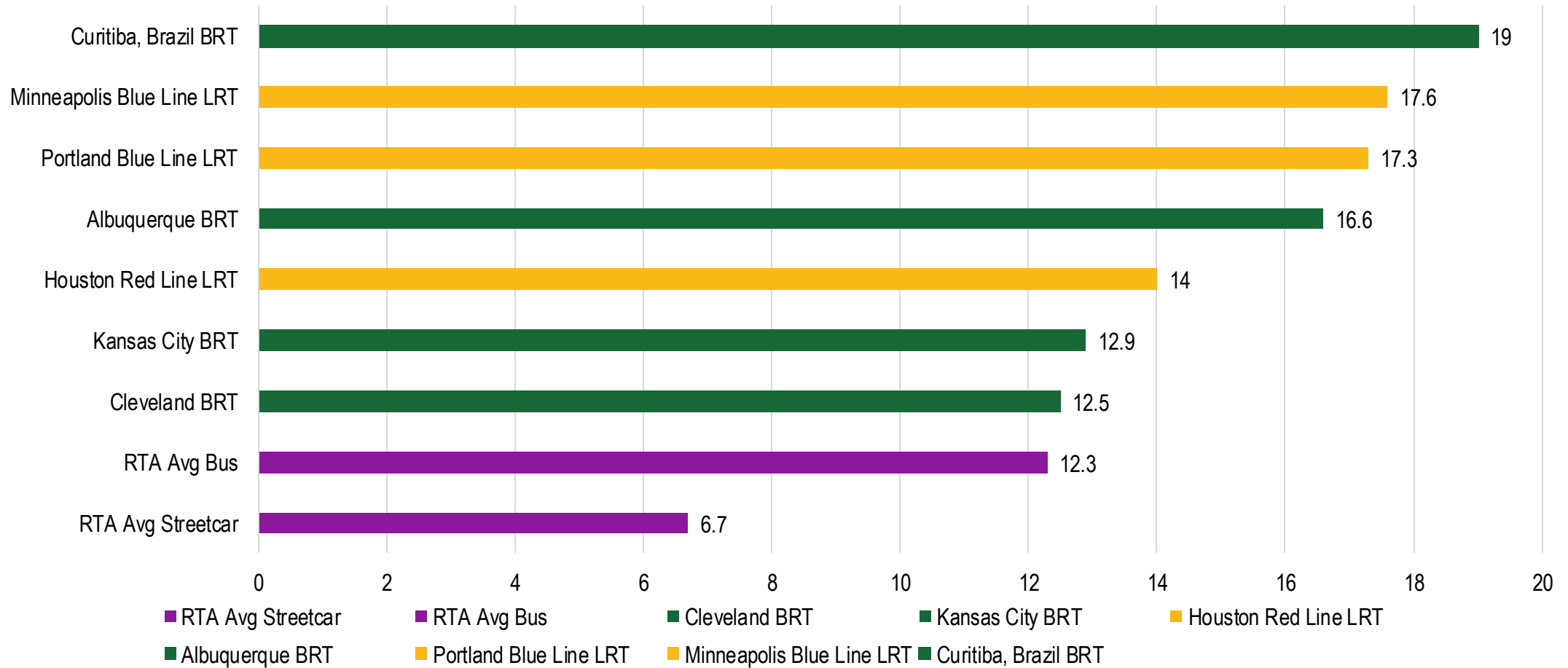
Bus Rapid Transit

\$5-20M per mile

MOVING PEOPLE QUICKER

WHY BRT?

Transit Speed



ACCESS TO OPPORTUNITY

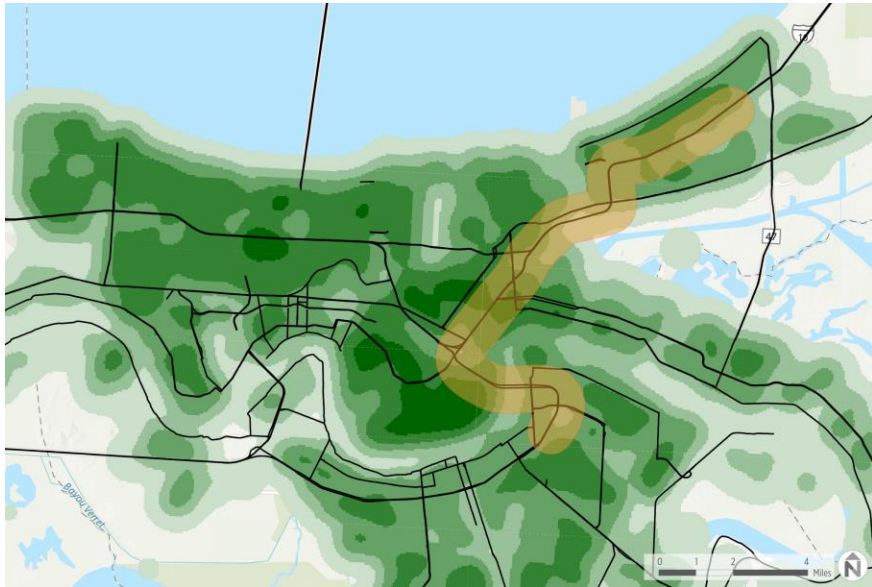
Jobs accessible by
30-minute transit ride

11%

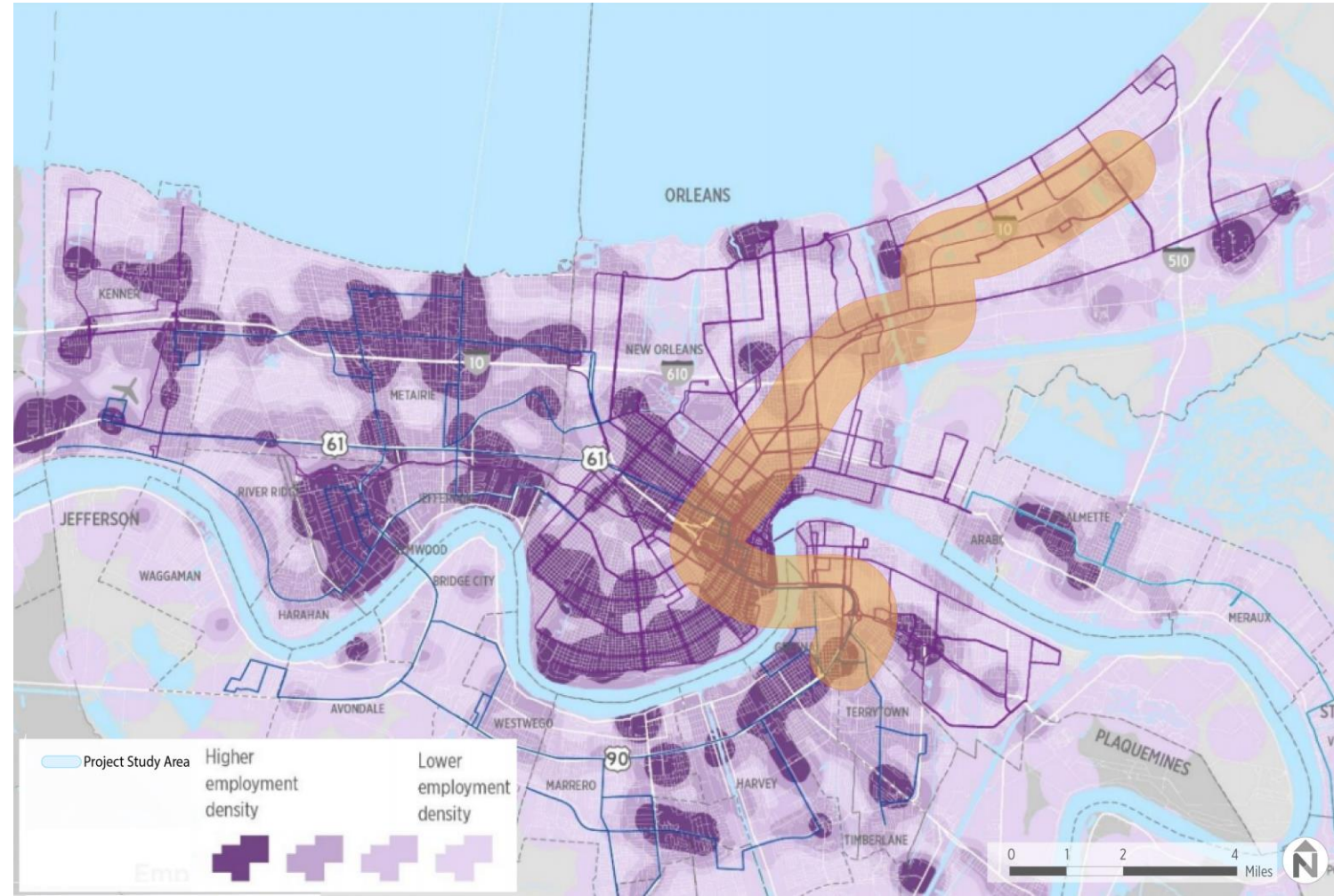
Jobs accessible by
30-minute car ride

89%

Source: Ride New Orleans



WHY BRT?



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

Tulsa Aero
Omaha ORBT
Kansas City MAX
Cincinnati Metro Plus
San Antonio Primo

Grand Rapids Silverline
El Paso BRIO

San Bernardino SBX
Eugene EmX
Richmond Pulse

Cleveland HealthLine
Ctfastrak
LA Metro Orange Line
Albuquerque ART

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

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

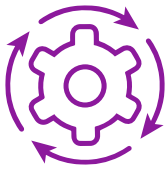


Vehicle Standards



Branding





- **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.





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





NEW ORLEANS OPPORTUNITIES

GUIDEWAY

Neutral Ground

- Opportunity for dedicated guideway use
- Historic precedent

Stormwater Management

- Opportunity for green solutions integrated with the guideway



Rampart Street



1940's



2000's



Today

Tulane Avenue



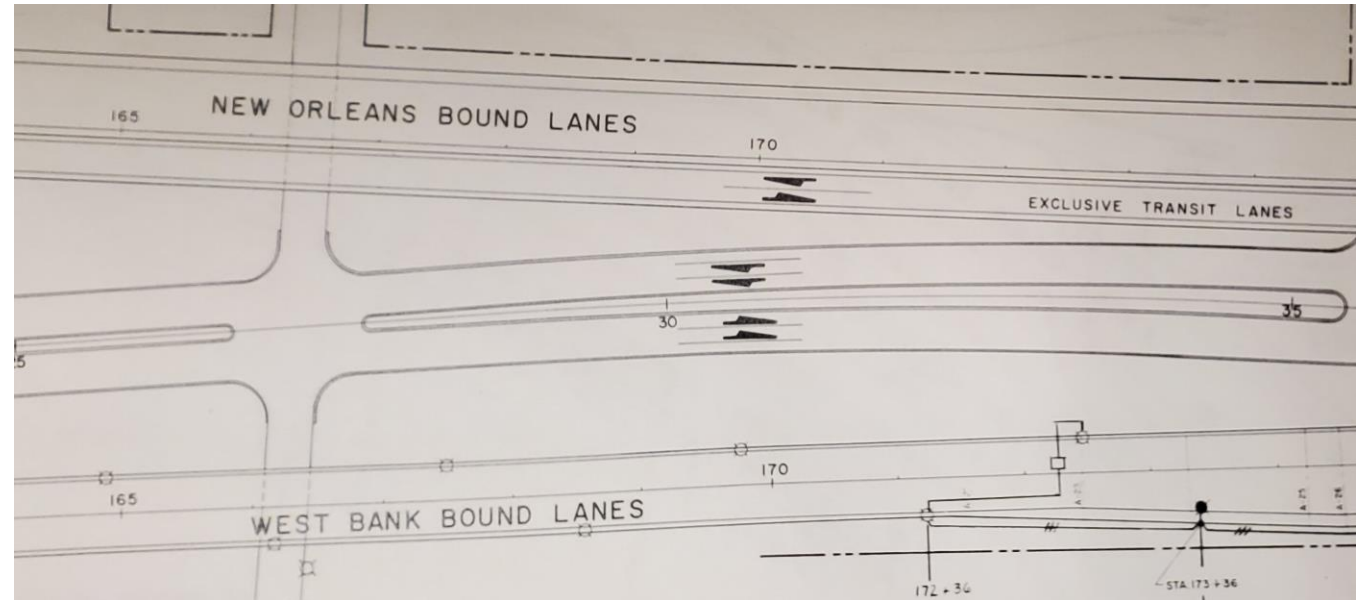


NEW ORLEANS OPPORTUNITIES

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





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



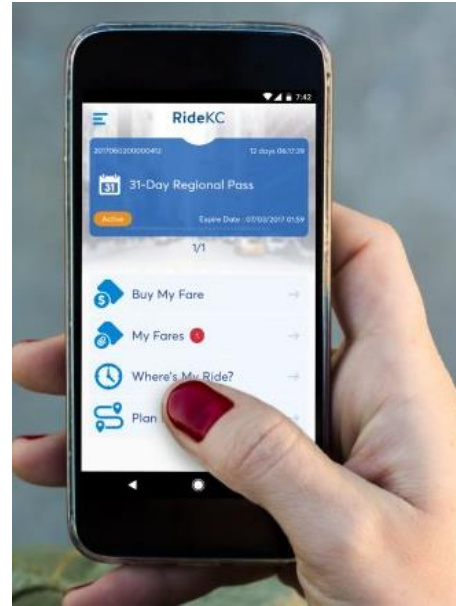
Tulsa Peoria Ave AERO



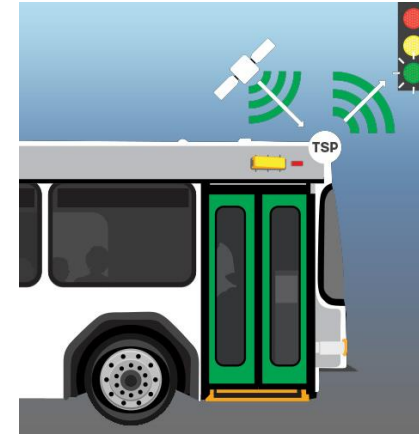
Grand Rapids – The Rapid



On-Board vs Off-Board Payment



Transit Signal Priority



WiFi On-board/Stations



Stations Technology





VEHICLES

Typical Length

- 40' – 60'

Capacity

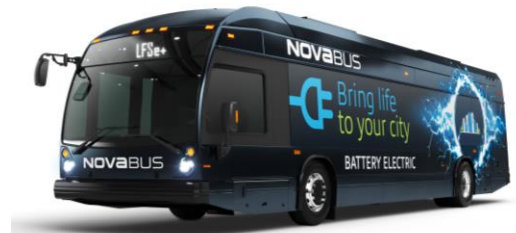
- 60-90 (seated + standing)

Types:

- Standard low-floor BRT bus
- Articulated bus

Propulsion:

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





BRANDING



YOUR INPUT

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

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

