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# What is Bus Rapid Transit?

**Sarah Jo Peterson**  
Infrastructure Initiative  
Urban Land Institute  
[sarah.peterson@uli.org](mailto:sarah.peterson@uli.org)

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## Is Bus Rapid Transit ...

- Bus lines that work like rail lines?
- Buses in car pool lanes?
- Bus-only corridors or busways?
- Buses that, like magic, almost always hit green lights?



EmX BRT Line in Eugene-Springfield, Oregon



YES!



## What is BRT? The Technical Definition ...

A flexible, high performance rapid transit mode that combines a variety of physical, operating and system elements into a permanently integrated system with a quality image and unique identity.

Federal Transit Administration/National BRT Institute, 2009

# Bus Rapid Transit is not a type of bus; it's a new way of thinking about bus service

- Applies creativity and innovation to metropolitan bus service
- Focuses on medium-length and longer trips
  - Need time savings to compete with the automobile
  - Need comfort and ease to compete with the automobile
- Federal government helps fund through Very Small Starts, Small Starts, New Starts
- Parallel movement: applying creativity and innovation to *local trips that maximize access*:
  - Urban circulators and trolley buses
  - Does not yet have a name as sexy as BRT
  - New federal funding pot announced by the Obama administration 12/1/2009

## BRT: Areas Undergoing Innovation

- Running ways or corridors
- Stations
- Vehicles
- Fare collection
- Intelligent Transportation System technologies including Transit Signal Priority
- Service and operations
- Branding

# BRT and Land Use: The Possibilities?

- Is there such a thing as BRTOD? Maybe.
- Is there such a thing as BRT-supportive development? YES!
- BRT's strengths are also its challenges for land development
  - New and evolving
  - Variability
  - Phasing
- Decisions about corridors and stations are typically the most important
  - The more significant the infrastructure investment or dedication, the more likely it is to shape development
- Coordination with land use
  - Regional corridor level
  - Local corridor access or station level
  - Context dependent