The Road to Tempe’s 20-Minute City: Rapid Bus Transit
Introduction

- Tempe’s initiative to create the 20-minute city

- Importance of increasing North-South connectivity

- Tempe’s 2040 Transportation Plan includes a BRT to connect cities of Scottsdale, Tempe, and Chandler

- Our team’s representation of the 72 line and it’s riders, including well-implemented examples of BRT from other cities across the globe
- Line runs North-South from Thompson Peak Parkway to the Chandler Fashion Center

- Runs 7 days a week with 115 stops each direction

- 52.9% of riders fall into the age demographic of 19-30 years of age

- 40.2% of riders do not have another form of transportation

- Largest complaint riders made was the lack of punctuality during rush hour
Representing the 72 - Cont’d

Age
70 responses

- 1-18: 14.3%
- 19-30: 52.9%
- 31-50: 27.1%
- 51+: 1%

How often do you use public transit?
70 responses

- Almost never: 48.6%
- Once or twice a week: 21.4%
- For work (5 days a week): 10%
- Every day: 20%
Representing the 72 - Cont’d

Do you feel as if the current bus routes are confusing?
70 responses

- Yes: 77.1%
- No: 20%
- Somewhat: 2%

Do you feel comfortable riding public transit?
70 responses

- Yes: 68.6%
- No: 27.1%
- Somewhat: 4.3%
How long did you usually wait for the bus?

- 31.4% less than 5 minutes
- 24.3% 5-10
- 20% 10-15
- 21.4% 15-20
- 20% 20+

70 responses
Representing the 72 - Cont’d

Do you have other forms of Transportation?

- Car: 31.5%
- None: 40.2%
- Bike: 12.9%
- Skateboard: 2.8%
- Rideshare: 2.8%
- Carpool: 5.6%

How do you get to the bus stop?

- Walk: 82.9%
- Bike: 12.9%
- Skateboard: 2.8%
- Orbit Bus: 2.8%
- Car: 4.3%
Positive Feedback

- Convenience
- Easy to use and fairly dependable
- Better than walking
- Relatively cheap
- Comfortable and clean with air conditioning
- Riders don’t have to stress about driving and can use the extra time to relax
Negative Feedback

- Concerns about safety
- Frequency of buses is subpar, many riders wanted more buses
- Covered bus stops would be great for the summertime
- Bus drivers often will pass bus stops without stopping
- Schedules that ran earlier and later (especially on Sundays)
- More bike locks available at bus stops
- Not all buses have wheelchair ramps
- Riders wanted music on the bus
Cleveland

- Healthline was Cleveland’s first Bus Rapid Transit (BRT) system, which replaced 108 bus stops with 36
- Reduced travel time from 40 minutes to 28
- Includes 21 hybrid-electric vehicles
- Each Rapid Transit Vehicle (RTV) carries nearly 20,000 riders daily
- Operates 24/7 with a rush hour frequency of every 8 minutes
- Ridership has grown more than 31% since opening
- Delivered more than $6.3 billion in economic development since 2008
- Produced 90% fewer emissions than standard buses

Contact at RTA: Maribeth Feke, Director of Programming & Planning
1). Pick the right corridor.

2). Buy in by community leaders.

3). BRT is flexible, but you need to **deliver an improvement**.

4). **Prettiness matters. Newness matters.**

5) **Coordination at all levels;** city, county, state, transit authority, and country.

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Mexico City Metrobús

-21.2 million people in the metropolitan area
-Home to the 2nd biggest rapid transit system in North America, which cost $800 million
-7 lines which run from 4:30 to midnight on weekdays and 5 to midnight on weekends
-a single fare is roughly 38 US cents
-Metrobus opened in 2006, and carries approximately 1,152,000 passengers on weekdays
-The metrobus has reduced travel times along corridor by 50%
-Metrobus has reduced approx. 36,000 tons of carbon dioxide and 9,900 tons of carbon monoxide annually
-30% reduction in accidents. Metrobús lanes are also used by emergency vehicles
-In 2014, the Metrobus network transported a total of 254 million passengers.
Alternative Transportation Challenges & Response

-Societal discouragement of participation - Phoenix has observed a decline in bus ridership since 2013

-Light rail systems are more attractive to riders than BRT

-Lack of secondary infrastructure

-Funding

-Backlash from public when removing general traffic lanes
Transitioning

- Better representation of daily commuters on bus lines & their need for a timely and reliable mode of transportation
- A rebranding of the public transportation system for public perception
- Display of other influential cities with effective BRT systems
- Education on benefits for public transportation within Tempe
- Engagement with stakeholders
- Communication with Tempe residents for societal, economic, and environmental benefits of public transportation (billboards, public displayals, advertising, surveying, commercials, etc.)
Thank you