



5th National Bus Rapid Transit Conference

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DRAFT

Christopher Ziemann

Chicago BRT Project Manager

- Position funded through a grant to the Chicago Community Trust from the Rockefeller Foundation
- Jointly split between Chicago Department of Transportation and Chicago Transit Authority
- Responsible for coordinating and developing the Chicago BRT System

Formerly

- Consultant at the World Bank
- Researcher in the Institute for Transportation and Development Policy
- Transportation Planner in Washington, DC
- Intern in Curitiba, Brazil



Special Thanks

With support from



Rockefeller Foundation

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**THE
CHICAGO
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TRUST**

AND AFFILIATES



ITDP

Institute for Transportation
& Development Policy

The BRT Standard

CATEGORY	MAX SCORE		MAX SCORE
SERVICE PLANNING		STATION DESIGN AND STATION-BUS INTERFACE	
Off-board fare collection	7	Platform-level boarding	6
Multiple routes	4	Safe and comfortable stations	3
Peak frequency	4	Number of doors on bus	3
Off-peak frequency	3	Docking bays and sub-stops	2
Express, limited, and local services	3	Sliding doors in BRT stations	1
Control center	3		
Located in top ten corridors	2		
Hours of operations	2	QUALITY OF SERVICE AND PASSENGER INFORMATION SYSTEMS	
Multi-corridor network	2	Branding	3
		Passenger information	2
INFRASTRUCTURE		INTEGRATION AND ACCESS	
Busway alignment	7	Universal access	3
Segregated right-of-way	7	Integration with other public transport	3
Intersection treatments	6	Pedestrian access	3
Passing lanes at stations	4	Secure bicycle parking	2
Minimizing bus emissions	4	Bicycle lanes	2
Stations set back from intersections	3	Bicycle-sharing integration	1
Center stations	3		
Pavement quality	2		
		TOTAL	100

Purpose of BRT Standard

- ✦ Evaluate existing systems
- ✦ Evaluate systems in the planning phase

Gold, Silver, and Bronze Standards

BRT Standard Committee

- ✦ Walter Hook, ITDP
- ✦ Lloyd Wright, Asian Development Bank*
- ✦ Dario Hidalgo, EMBARQ*
- ✦ Gerhard Menckhoff, World Bank (retired), ITDP Vice President
- ✦ Wagner Colombini Martins, Logit Consultoria
- ✦ Carlos Felipe Pardo, Slow Research
- ✦ Pedro Szasz, Consultant
- ✦ Ulises Navarro, Modelistica
- ✦ Scott Rutherford, University of Washington



Available at www.itdp.org

Chicago's Approach to BRT

Goals

- Grow ridership on the bus network
- Eliminate Bus Slow Zones
- Forward Compatible Investment
- Implement Complete Streets

Short-Term Improvements

- Targeted bus lanes
- Transit Signal Priority
- Test BRT elements on Jeffery corridor
- Implement full BRT in the Loop

Long-Term Vision

- Develop citywide BRT plan
- Phased implementation
 - Short-term modular improvements
- Develop branded services
- Concept of third mode 'L', Bus, and BRT



Benefits of BRT in Chicago



Riders

- ✦ 26% of Chicago households car-less
- ✦ Complete Streets
- ✦ Speed and Reliability
 - ✦ Especially important for hourly workers
- ✦ Customer experience
- ✦ Neighborhood-focused

Efficient Use of Funds - Modular and incremental investments

- ✦ Funding flexibility
- ✦ Focus on pinch points
- ✦ Steady investment

Efficient Operations

- ✦ Lower Cost
- ✦ Minimum service standards
- ✦ Speed and reliability

Challenges of BRT in Chicago

Roadway Trade-offs

- Bus-only lanes
- Parking and loading
- Station spacing
 - (1/2 v. 1/8th mile)
- Turn restrictions
- Potential for traffic to residential streets

Political / Community

- Routes cross aldermanic wards (50)
- Potential for compromise
- Rumors of different fare



Chicago BRT Steering Committee

Group of Civic Non-Profit Partners

- * Financial and administrative support
- * Outreach
- * Connections to land use and real estate
- * Connections with other foundations
- * Pro bono consulting work
- * Education
- * Design
- * Technical assistance
- * Political support

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**Civic
Consulting**
alliance



ACTIVE
TRANSPORTATION
ALLIANCE



**Urban Land
Institute**
Chicago

CHICAGO
ARCHITECTURE
FOUNDATION




Metropolitan Planning Council

Branding

System Branding

- Develop brand standards
 - Hours of operation
 - Frequency
 - Minimum speed and reliability
 - Design standards
 - Amenities
- Develop design standards
 - Logo and color
 - Messaging



Jeffery Branding

- Currently for Jeffery only
 - Expand brand to BRT system
 - Keep tiered system



Communications

Strategic Communications Plan

- Six key messages
- Organize communications
- Communication roles

Outreach - Non-profit partners

- Aldermen
- Neighborhood Organizations
- Chambers of Commerce

Website

- www.BRTChicago.com

Focus Groups

- Test Messaging and Branding

BRTCHICAGO

About BRT

BRT Chicago Lines

Partners

News+Events

Contact



August 7-9, 2012

Traveling Bus Rapid Transit Exhibit

[Read More](#)

Chicago Architecture Foundation

Bus Rapid Transit: Next Stop, Chicago Exhibit

CAF LECTURE HALL
224 S. Michigan Ave.

ABC 7 Chicago

CTA's 'Bus Rapid Transit' on Western/Ashland

[See the video here.](#)

BRT Chicago Partners



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Funded By



Jeffery Blvd – Piloting BRT Elements

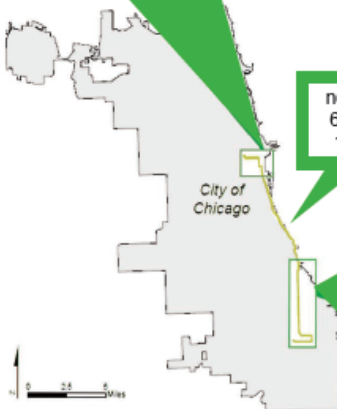
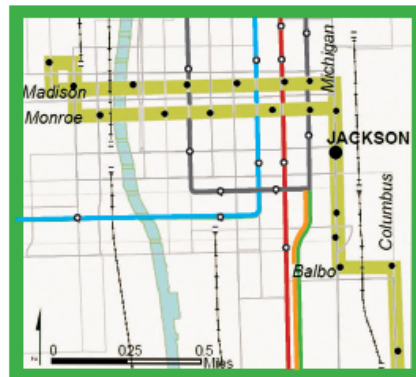


Piloting BRT Elements

- **Project Need**
 - Faster, more reliable service express route
- **Status**
 - Construction beginning any day now
- **Funding**
 - \$11 million FTA Bus and Bus Facilities (5309) grant
- **Schedule**
 - Operations will likely begin in November
- **Key BRT Elements to Pilot:**
 - Rush Hour Bus Lanes
 - Transit Signal Priority (TSP)
 - Bus queue jump
 - Unique branding
 - Internal LED Bus Tracker screens
 - New and upgraded bus shelters
 - New street furniture and signage



Jeffery Pilot Route and Time Savings



Total Route Miles 16.0

- Proposed BRT Service with Dedicated Lanes
- Proposed BRT Service
- Proposed BRT Stations (Also Serves #15 Local Bus)
- Local Stop
- Route #15
- Bus Route
- Metra Station
- Metra Line
- CTA Rail Station



Estimated / Modeled Travel Times

	Northbound AM Peak (with Dedicated Lanes)	Northbound Midday	Southbound Midday	Southbound PM Peak (with Dedicated Lanes)
Span	7:00a-9:00a	9:00a-3:00p	9:00a-3:00p	4:00p-6:00p

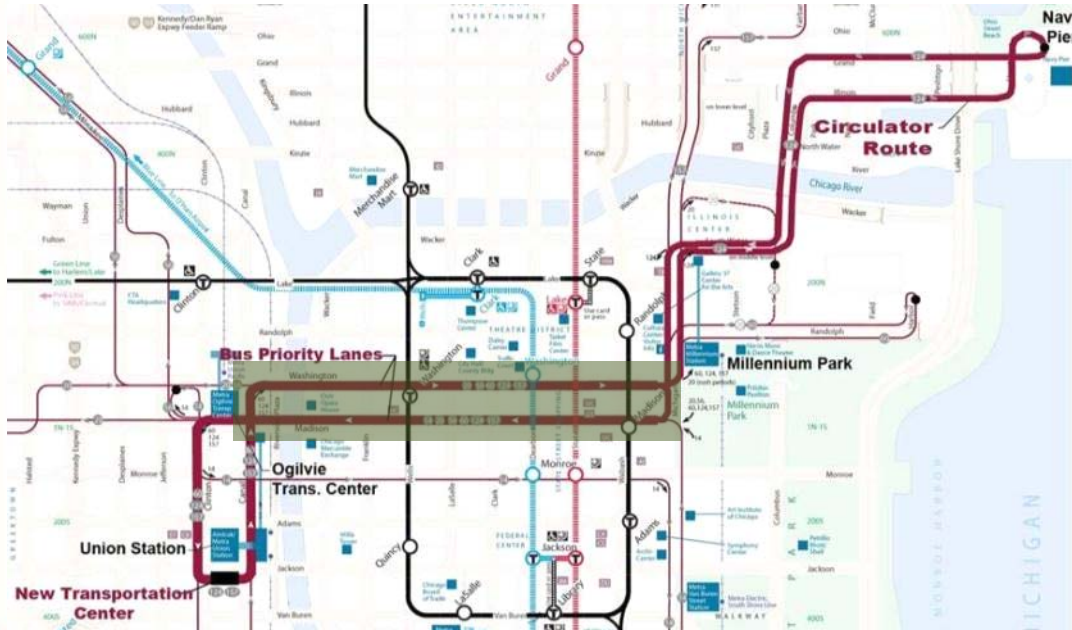
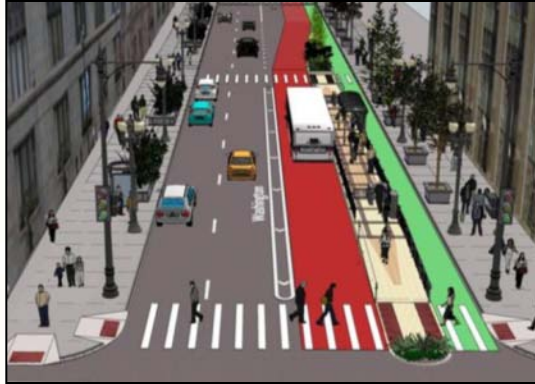
Jefferson to 103rd St	Route #14 Actual Travel Time	71:33	66:54	62:54	70:49
	BRT Estimated Travel Time	64:54	63:57	59:33	65:24
	Average Travel Time Savings	6:39	2:58	3:21	5:25
	% Saved per Trip	9.3%	4.4%	5.3%	7.6%

67th to 83rd St	Route #14 Actual Travel Time	13:43	12:14	13:09	14:06
	BRT Estimated Travel Time	9:39	10:53	11:28	10:17
	Average Travel Time Savings	4:04	1:21	1:41	3:49
	% Saved per Trip	29.8%	11.0%	12.8%	27.1%

83rd to 103rd St	Route #14 Actual Travel Time	24:55	23:58	15:11	16:19
	BRT Estimated Travel Time	22:20	22:22	13:31	14:43
	Average Travel Time Savings	2:35	1:37	1:40	1:36
	% Saved per Trip	10.4%	6.7%	11.0%	9.8%

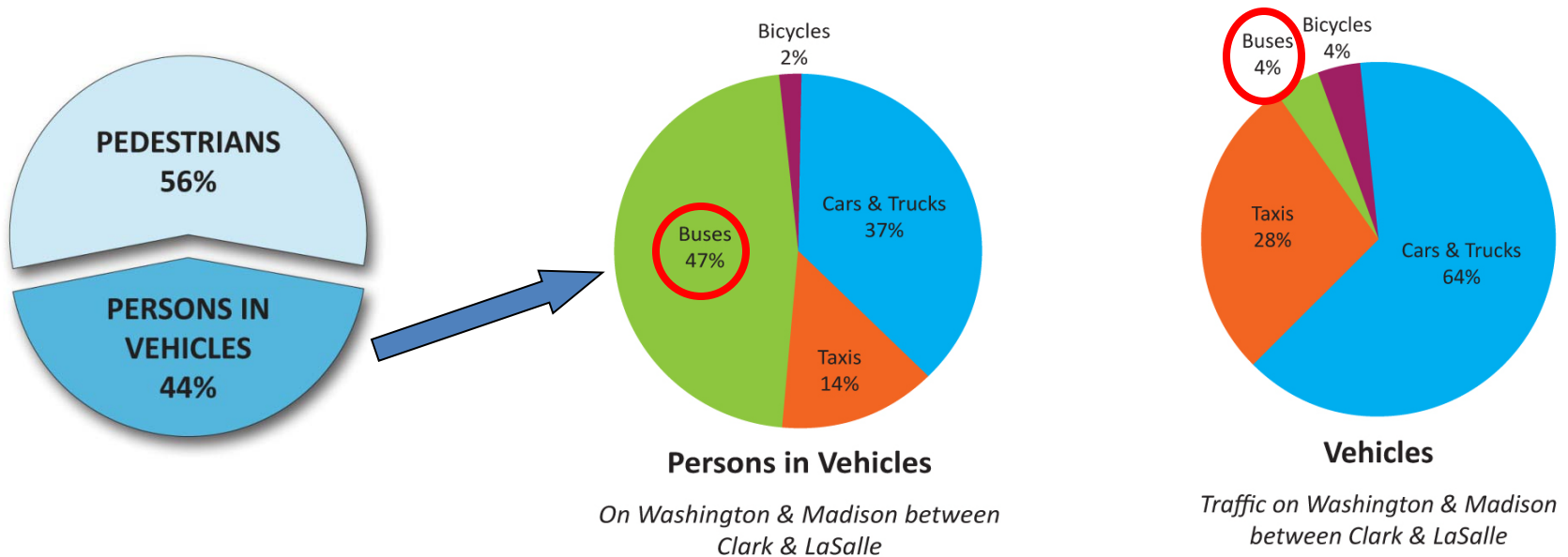
Central Loop BRT

Union Station to Navy Pier



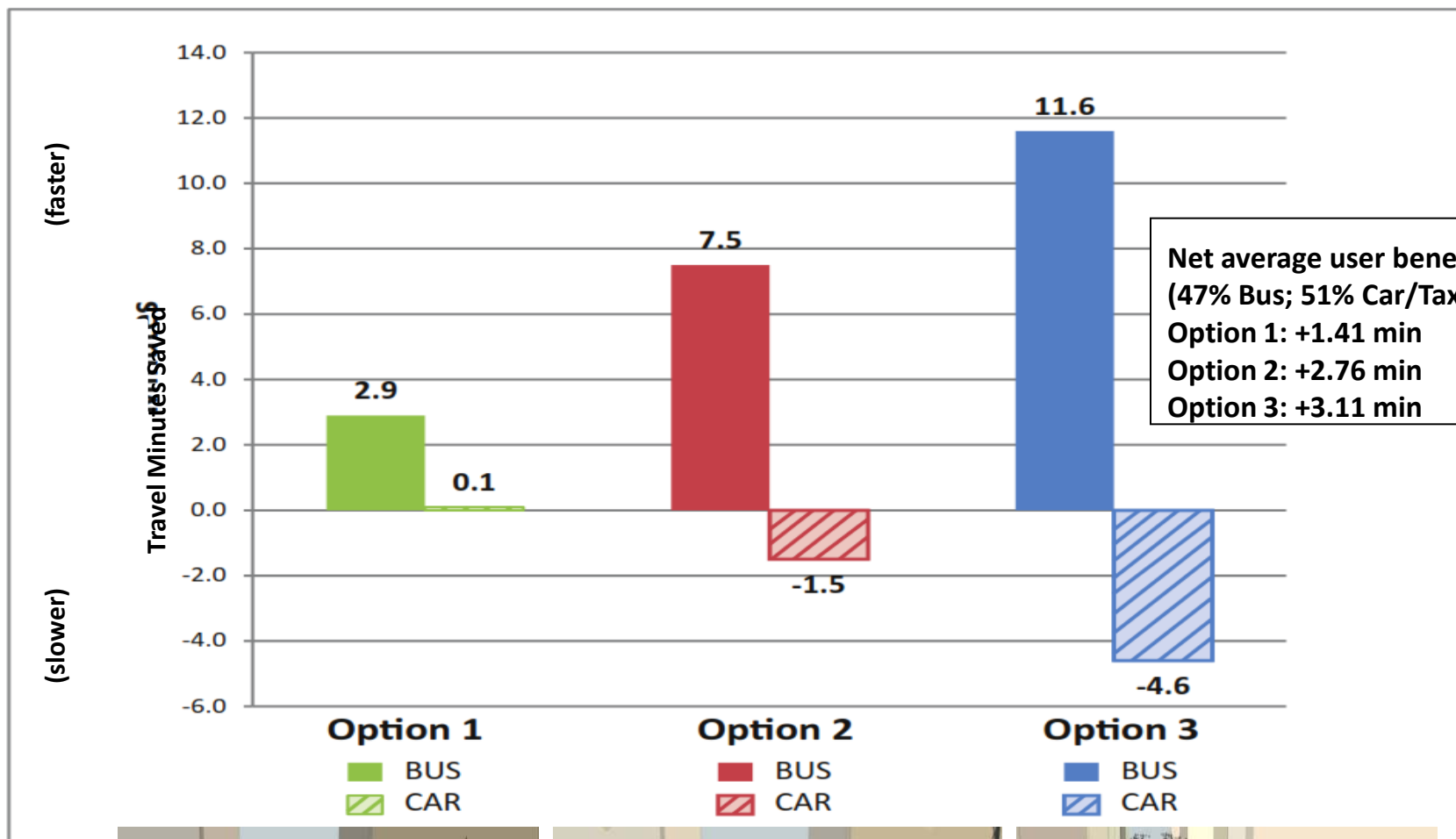
- ✧ Project Need
 - ✧ High-quality transit through downtown
 - ✧ Connect Union Station to Navy Pier
- ✧ Status
 - ✧ Under design
- ✧ Funding Sources
 - ✧ \$24.6M Federal Grant (Urban Circulator)
 - ✧ \$4.7 M Federal Grant (CMAQ for terminal)
 - ✧ \$7.3 M in TIF
- ✧ Schedule
 - ✧ Complete design in 2013
 - ✧ Construct in 2014
- ✧ Key Elements
 - ✧ Dedicated bus lanes
 - ✧ Colored pavement
 - ✧ Boarding Platforms
 - ✧ New off-street bus terminal at Union Station
- ✧ Used by 6 different bus lines
 - ✧ Branding issues

Downtown Traffic Stats

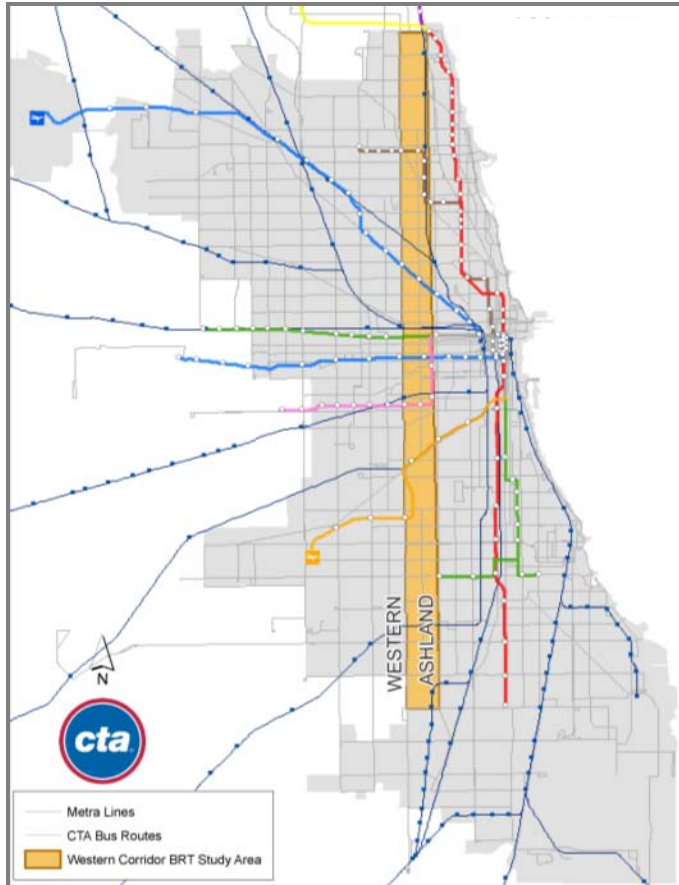


- ★ Over half of people on Washington and Madison Walk
- ★ Of those in vehicles, nearly half are on the bus
- ★ Buses make up only 4% of vehicles
- ★ BRT could reduce bus-related crashes by over 50%

Central Loop: Total round-trip travel time benefit



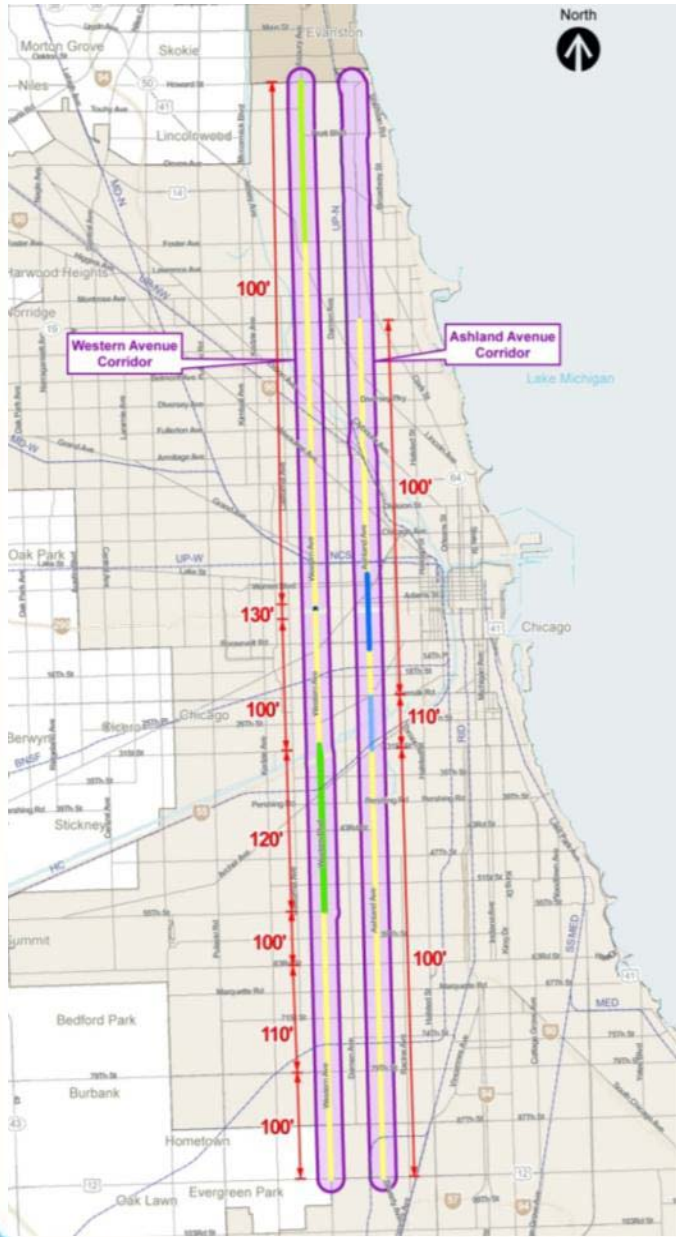
Western/Ashland Corridors BRT



- ✦ **Project Needs**
 - ✦ Improve Service on High Ridership Corridor
 - ✦ Improve non-downtown connectivity
- ✦ **Status**
 - ✦ Alternatives Analysis Screen 2
- ✦ **Funding Sources**
 - ✦ \$1.6 Million FTA Bus Livability Alternatives Analysis
- ✦ **Schedule**
 - ✦ Alternatives Analysis through 2012
 - ✦ Future phases dependent on funding availability
- ✦ **Key Elements**
 - ✦ 21-mile corridors on Western and Ashland
 - ✦ Options for near-term improvements
 - ✦ Wide ROW provides opportunity for substantial improvements



Western/Ashland Corridors BRT



Next Phase

System Network Plan

- Network of BRT lines
- Implementation Plan
 - Phasing
 - Incremental investment plan
- Financial plan
- Outreach Plan
- Coordinated with other localized projects

Outreach

- Expand current outreach city-wide
- Expand use of pop-up meetings

Civic Advisory Council

- Include other business and civic leaders

Land Use Strategy

- Promote TOD growth around future BRT stations



Stay In Touch

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