INVESTING IN THE FUTURE OF TRANSIT AND OUR COMMUNITIES

Our roads and transit systems are bursting at the seams, and more population and job growth are anticipated in the coming decades. Our transportation system must evolve to meet the needs and future residents and commuters. Now more than ever, we need to strategically invest in our transportation future to maintain our quality of life and support strong, connected communities.

AC Transit is part of the solution, but the answer is not just adding more buses. We need smarter ways to run our buses and better technology to keep them moving. Through strategic investments, AC Transit and its partner agencies can realize a better transportation future.

MAJOR CORRIDORS STUDY – STRATEGIC VISION FOR A BETTER TRANSPORTATION SYSTEM

The Major Corridors Study evaluates infrastructure improvements on AC Transit’s highest ridership corridors that carry over 100,000 riders every weekday. By focusing on investments in infrastructure and technology – better bus stops, “smart” traffic signals that give priority to buses, better bus stop placement, and even dedicated bus lanes where appropriate – AC Transit can make major strides towards improving transit reliability, reducing travel time, enhancing customer satisfaction, and increasing ridership.

actransit.org/majorcorridors
INVESTMENT STRATEGIES FOR MAJOR CORRIDORS

Investments considered under the Major Corridors Study are Enhanced Bus, Rapid Bus, and Bus Rapid Transit (BRT). See below for descriptions of each of these investment strategies.

Following completion of the study, AC Transit will work closely with partner agencies to bring a better transit experience to those who live, work and travel in East Bay communities. By working together, transit investments can also be the catalyst to enhance the economic and community vitality of these corridors.

A COMBINATION OF FEATURES TO IMPROVE TRANSIT

ENHANCED BUS FEATURES:
A Smarter traffic signals that are coordinated and give buses more green lights
B Longer bus stops and wider sidewalks make getting on and off the bus faster and safer
C Better bus stop placement for a quicker ride

RAPID BUS FEATURES:
A-C Plus:
D Specially marked buses and improved shelters
E Bus-only lanes in specific locations to bypass congestion
F More frequent bus service
G Boarding from all doors using a Clipper card
BRT supports transit-oriented development and has generated significant public and private investment in communities where it has been implemented. Currently, BRT is being implemented on International Boulevard and on East 14th Street in Oakland and San Leandro. BRT will support the International Boulevard Transit-Oriented Development Plan, developed to help revitalize communities along this corridor.

### BRT Boosts Ridership (first year of BRT service)

- **80%** EUGENE, OR
- **70%** BOSTON, MA
- **45%** CLEVELAND, OH

### BRT Attracts Economic Investment

- **$5.8 BILLION** CLEVELAND, OH
- **$571 MILLION** BOSTON, MA
- **$350 MILLION** EUGENE, OR

### Average Travel Time Savings

- **10%** ENHANCED BUS
- **23%** RAPID BUS
- **42%** BRT

**Source:** GAO: Bus Rapid Transit, July 2012; NBRTI.org
ADDITIONAL BENEFITS OF INVESTING IN TRANSIT

**IMPROVED MOBILITY**
- Improved transit service provides better access to jobs, schools and other key destinations.
- Better transit service gives people more transportation options, attracting new riders out from behind the wheel.
- More people using transit means more money in their pockets by avoiding some or all of the high costs associated with car ownership.

**ECONOMIC DEVELOPMENT**
- Easy access to transit increases the desirability of residential and commercial developments.
- Investment in transit supports and creates jobs for local companies and workers.
- There are many different funding sources, such as Cap and Trade funding, available to support development near transit lines and stations, including affordable housing.

**CLEANER ENVIRONMENT**
- AC Transit is committed to investing in cleaner vehicles and helping to reduce emissions even as it carries more passengers.
- More people riding transit reduces gasoline consumption, saving money at the pump and reducing our overall carbon footprint.
- New transit riders mean fewer trips taken in cars, which reduces congestion and associated air pollution.

**SUSTAINABLE COMMUNITIES**
- Better transit attracts jobs and housing by giving employees and employers more choices on where to locate and how to get to work.
- Taking transit is a healthy way to travel, with more people walking on our sidewalks, which creates more foot traffic for local shops and businesses.
- Strong transit service fosters vibrant, livable and sustainable communities.

Get Involved. Stay Informed. We want to hear from you!

For more information check actransit.org/majorcorridors
Planning@actransit.org
facebook.com/rideact

Twitter: twitter.com/rideact

Upon request, the information on this fact sheet is available in accessible formats: plain text (e-mail, CD-ROM), large print, Braille, or audio tape. Call (510) 891-4700.