

Bus Priority Outreach Materials

Cambridge Transit Advisory Committee

October 5, 2016



Bus Priority Outreach Materials

- Transit Committee FY17 priority: “Increase public support for transit priority concepts”
- Communicate about (make the case for) bus priority to public, City Council, other stakeholders
- Brochure, Storymap Journal, other format?

Bus Priority Outreach Materials

Content:

- Background/policies
- Goals and objectives
- Previous and ongoing efforts
- Bus priority guidelines
- Design toolbox
- Public input

Bus Priority Outreach Materials

Background:

- Existence of delay
- City control
- Mode split
- Policies: complete streets, vehicle trip reduction ordinance, growth policy, etc.

Bus Priority Outreach Materials

Goals and objectives:

- Transit Strategic Plan 2015
- NACTO Transit Street Design Guide principles

Bus Priority Outreach Materials

Previous and ongoing efforts:

- Transit Strategic Plan 2015
- Transit Committee
- NACTO Transit Program Accelerator
- Transit Service Analysis
- Central Square Bus Study
- TSP on Mass Ave (Participatory Budgeting)
- Bus Stop Improvement Program
- Etc.

Bus Priority Outreach Materials

Bus priority guidelines:

- Ridership
- Frequency
- Delay
- Unreliability
- (Excess roadway space)
- Incorporate into all new projects

Bus Priority Outreach Materials

Design toolbox:

- Bus only lanes
- Queue jumps
- Transit signal priority
- Boarding islands
- (Stop amenities (shelters, benches, real-time info))
- Etc.

Bus Priority Outreach Materials

Public input:

- Wikimap?
- Survey?
- Comment box?

Bus Priority Outreach Materials

- Audience?
- Format?
- Content?
- Examples?
- Get involved?