



# Enhanced Bus Service (EBS)

## Enhanced Bus Stops

AJ Jordan, Manager of Planning and Scheduling

May 10, 2021 & May 19, 2021

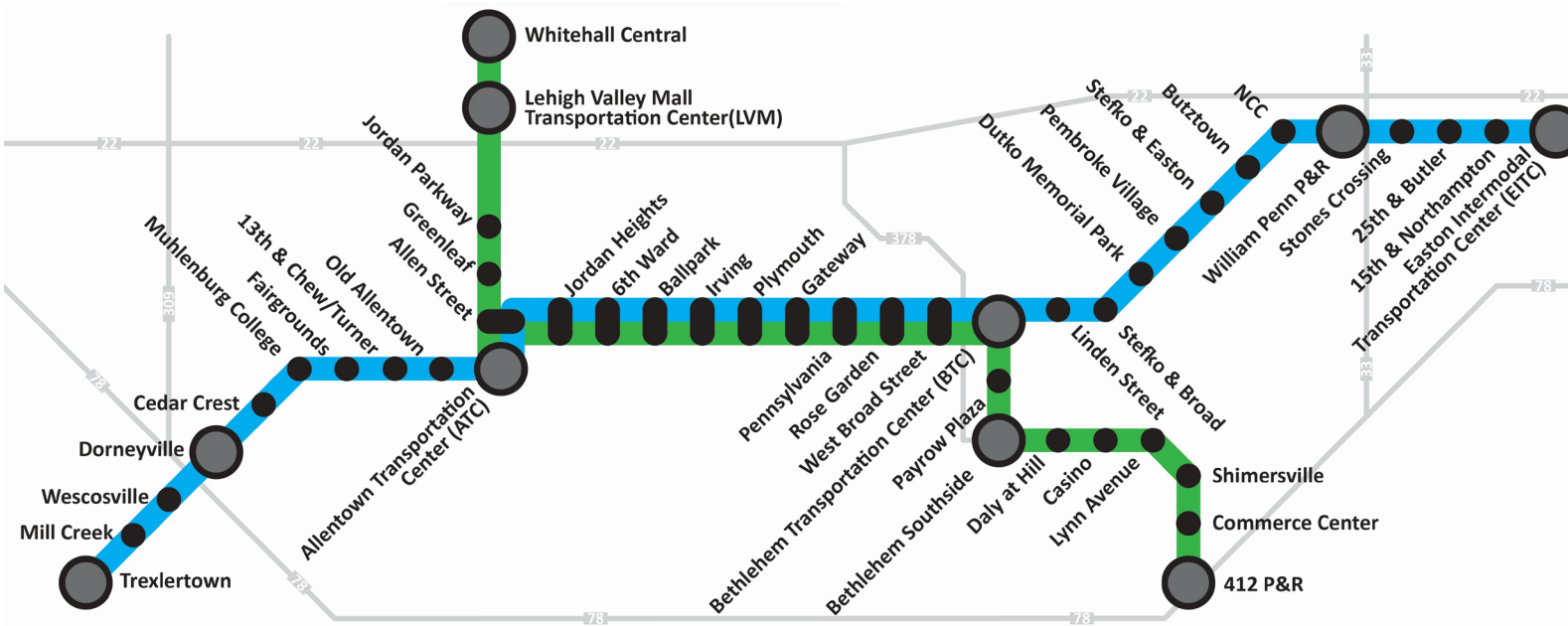
# Enhanced Bus Service (EBS)

## Bus Rapid Transit (BRT) for the Lehigh Valley.

### ➤ What is BRT?

BRT provides fast, frequent, and comfortable transit service along a dedicated transit line or corridor.

BRT provides most of the features expected by both frequent and casual mass transit riders without the expensive costs of rail.



## MAJOR ELEMENTS OF BRT

### Wide choice of running ways

BRT systems can operate on all types of running ways—mixed flow arterials, mixed flow freeways, dedicated arterial lanes, at-grade transitways, fully grade-separated surface transitways, managed lanes, and in tunnels.

### Enhanced stations

Aesthetically-designed stations make BRT systems attractive while providing passenger amenities such as shelters, benches, lighting, ticket vending machines, security features, and next vehicle arrival information.

### Innovative vehicles

Stylized and specialized buses can operate along BRT corridors, with emphasis on comfort, aesthetic enhancements, easy access, passenger circulation, and environmentally-friendly propulsion. Purchase costs for higher-end BRT vehicles can range from \$370,000 to \$1.6 million, depending on the size and propulsion technology.

### Improved fare collection

Electronic fare cards, off-board fare collection, or proof-of-payment options allow for shorter dwell times and shorter overall travel times.

### State-of-the-art technologies

BRT incorporates ITS (intelligent transportation system) applications such as transit signal priority, advanced communication systems, automated scheduling and dispatch systems, and real-time traveler information at stations and on vehicles for faster and more convenient trips.

### Improved service

BRT systems generally include rapid transit features such as all-day service spans, greater spacing between stations, and more frequent service than local bus service. The flexibility and lower-cost of BRT allow it to provide greater network coverage.

### Modern branding and marketing

Distinctive logos, colors, styling and technologies for vehicles and facilities help develop a system identity. BRT services can be marketed as a new bus route or a new tier of service or as part of a multi-modal rapid transit network.





## Where we're aiming

## Stop/Station Scale & Amenities

LANTA  
EB/BRT  
Phase I

LANTA  
EB/BRT  
Phase II

LANTA  
EB/BRT  
Phase IV

Added Capacity  
based on Demand

Mode Shift based  
on Demand and  
Cost Efficiencies



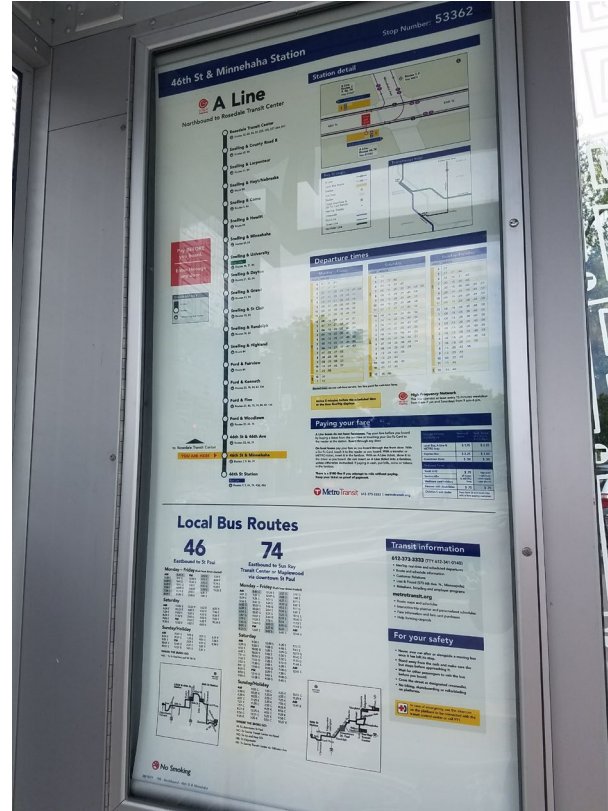
BRT/Limited Express Bus



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## EBS Case Studies for Station Stop Improvements

Realtime Signage, Unique Branding, Ticket Vending Machines, Lighting and Shelter at all Station Stops.





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## What will stations look like?



- A** Pylon markers help riders identify stations from a distance.
- B** Real-time NexTrip signs provide bus information, and on-demand annunciators speak this information for people with low vision.
- C** Shelters provide weather protection and feature push-button, on-demand heaters and shelter lighting. Shelter sizes will vary based on customer demand (small shown here).
- D** Ticket machines and fare card readers collect all payment before customers board the bus.

- E** Emergency telephones provide a direct connection to Metro Transit police. Stations also feature security cameras.
- F** Stations feature trash and recycling containers.
- G** Platform edges are marked with a cast-iron textured warning strip to keep passengers safely away from the curb while the bus approaches. Many stations also feature raised curbs for easier boarding.
- H** Platform areas are distinguished by a dark gray concrete pattern.

- I** Benches at stations provide a place to sit.
- J** Most stations have bike parking.

Some stations have pedestrian-scale light fixtures to provide a safe, well-lit environment.

At some stations, railings separate the platform from the sidewalk.



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