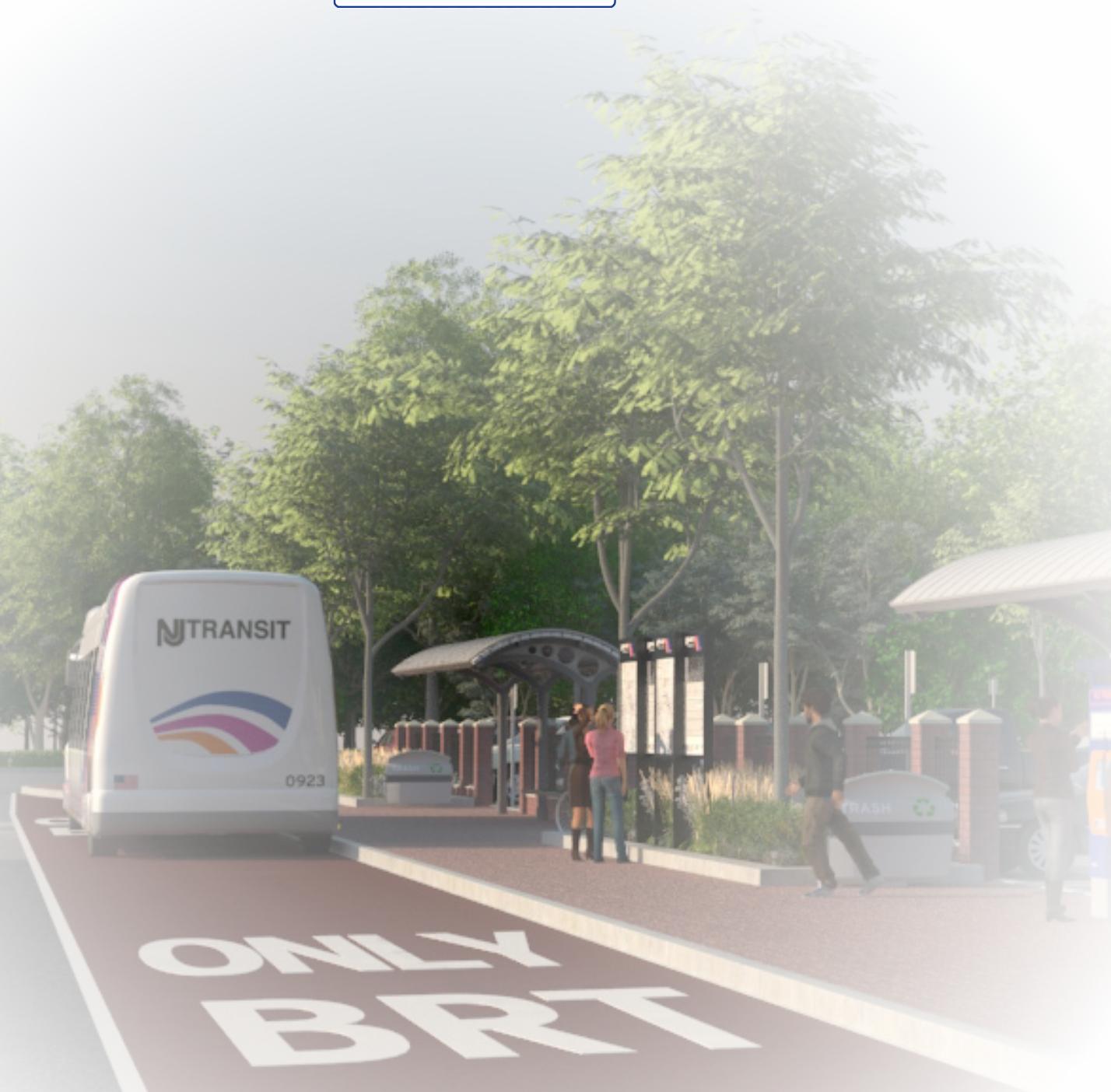


BERGEN

BUS RAPID TRANSIT STUDY

COUNTY

January 2016



PREPARED FOR:



BY:



STUDY SPONSORS



PROJECT TEAM



IN ASSOCIATION WITH



TECHNICAL ADVISORY COMMITTEE

Bergen County Engineering Division
Bergen Community College
Bergen County Division of Community Transportation
New Jersey Department of Transportation
NJ Turnpike Authority
North Jersey Transportation Planning Authority
Port Authority of New York and New Jersey
New Jersey Meadowlands Commission
New Jersey Sports + Exposition Authority
EZ Ride
Passaic County Department of Planning
Hudson County Division of Planning

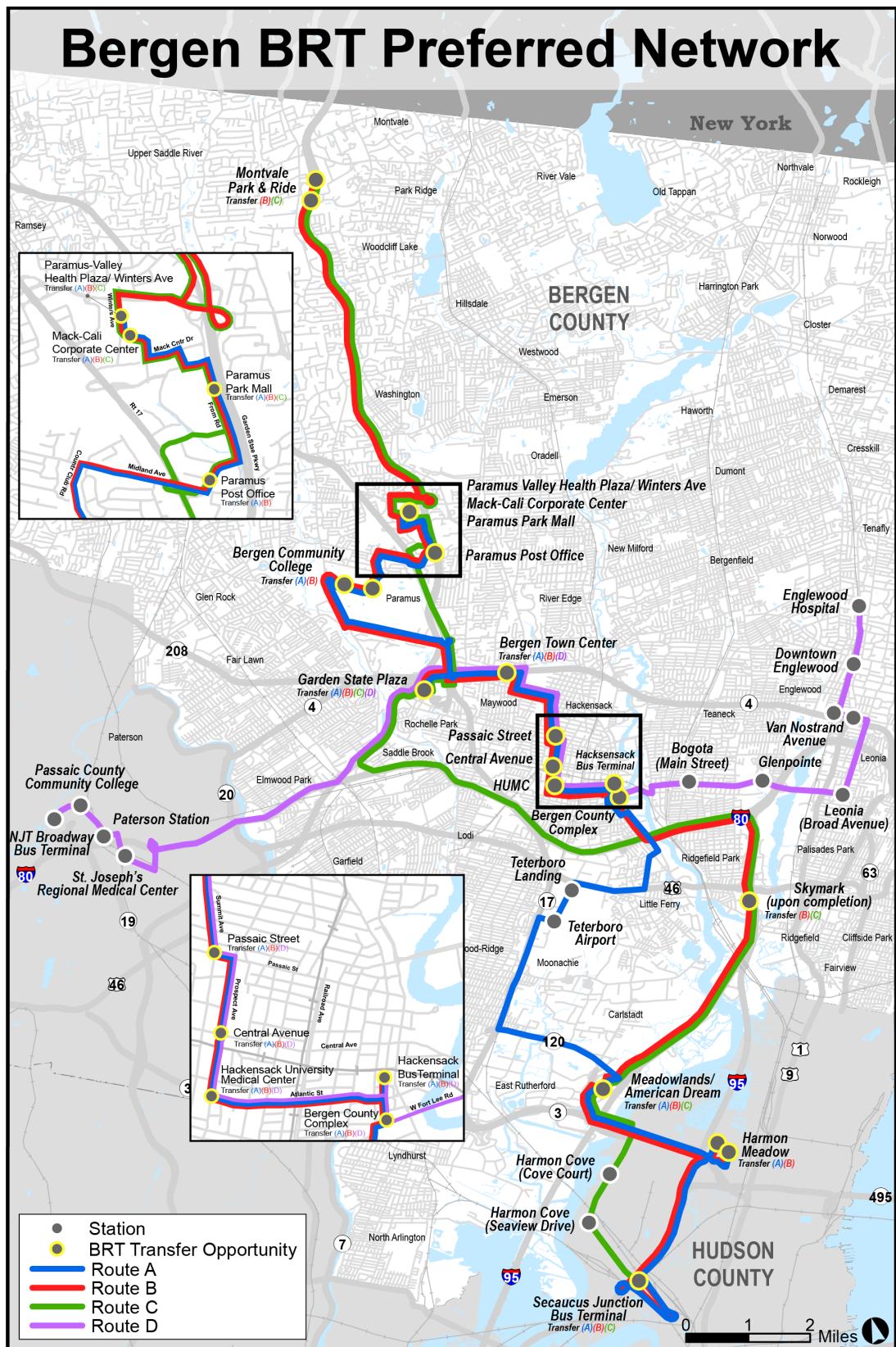
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Figure 1. Preferred Bergen BRT Network



INTRODUCTION

The Bergen County Department of Planning & Engineering and NJ TRANSIT (NJT) initiated a study in 2012 to investigate the implementation of a Bus Rapid Transit (BRT) system in Bergen County. The study explores solutions to improve the quality and attractiveness of public transit, serve as a catalyst for economic growth and provide a foundation for Smart Growth initiatives, Transit Villages and Transit Oriented Development. Building upon the County's strong existing multimodal transit system and resources, the Bergen County BRT Implementation Study identifies and evaluates the best alignments and approaches for developing a Bus Rapid Transit system.

Through a series of analyses and evaluations, a robust public outreach process and a qualitative screening process, the study team developed a Preferred BRT Network comprised of four proposed BRT routes. Figure 1 shows the Preferred BRT Network map.

OVERVIEW

The proposed BRT network was designed to complement, but not duplicate, the well-used commuter rail and other transit services in Bergen County and surrounding areas. These well-used and extensive network of bus services include local, regional and interstate services operated by private carriers as well as NJT. Connections to commuter rail will be offered in Paterson and Secaucus. The existing Commuter Rail network primarily serves trips destined toward New York City, Newark and Hoboken. Travelers with other destinations such as the Meadowlands, Harmon Meadow, and Paramus either must drive, or travel on local buses, which do not always offer a fast, direct trip between the customers' origin and destination. The recommended BRT network will fill important gaps in the transit network by offering fast and dependable service to many of the important trip generators in Bergen County and nearby cities, towns and activity centers.

The four proposed BRT routes are as follows: BRT A is a north-south service that would travel between Paramus and Secaucus Junction, serving important intermediate destinations through Paramus and Hackensack, as well as Teterboro Airport before terminating in Secaucus. BRT B and BRT C are north-south services that would serve destinations between Montvale Park and Ride to the north and Secaucus Junction to the south via the Meadowlands and Harmon Meadow. BRT B would make local stops in Paramus and Hackensack, while BRT C would offer express service on what is essentially the same route, except for the southern end where it deviates to serve Harmon Cove (while BRT B serves Harmon Meadow). BRT D is an east-west service between Broadway Bus Terminal in Paterson and Englewood Hospital, serving shopping centers and business districts in Paramus, downtown Hackensack, Leonia and Englewood. BRT D will connect to the Hudson-Bergen Light Rail System at multiple locations in Englewood and Leonia after an extension to the north is completed.



Figure 2. (Above) Garden State Plaza Bus Stop Existing Conditions. (Right) Rendering of Future Garden State Plaza Transit Station



Figure 3. (Above) Garden State Plaza Bus Stop Existing Conditions. (Right) Rendering of Future Garden State Plaza Transit Station



WHAT IS BUS RAPID TRANSIT?

Bus Rapid Transit (BRT) is an emerging transportation mode that is becoming very popular as a transit solution across North America and all over the world. BRT was first implemented in South America and Asia. In the northeast US, BRT systems and services with BRT features currently operate in Boston, MA, Albany, NY, Hartford, CT, Newark, NJ and in New York City. Many other regions in the northeast are seriously studying BRT to enhance their public transportation systems. BRT vehicles operate on streets, but employ measures more often associated with rail systems to offer faster, more dependable, more appealing public transport. For example, BRT systems may offer some types of exclusive travel lanes to give vehicles their own right of way, either at all times, or during peak hours. Stations are spaced farther apart than in traditional bus service; usually at least 1/2 mile between stations. The stations themselves are permanent structures with level boarding, tactile strips at the curb, real-time information, benches, bike racks and sometimes include ticketing machines. Customers can purchase their tickets and board the vehicle more quickly and easily without interacting with the operator. Park and Ride opportunities are often provided at key stations. Finally, BRT systems often have some sort of wireless priority at traffic signals, so that the vehicles do not have to stop at every red signal, thereby speeding up their trip.

To summarize, the biggest difference between regular bus service and BRT is that BRT is **faster, more dependable, more frequent and easier to comprehend for new customers. An advantage of bus and BRT over fixed rail transit modes, is the operational flexibility that BRT vehicles allow for, either for real-time changes in routes to respond to traffic conditions, or testing out route variants to address new or changing development patterns.**

In bringing BRT to Bergen County, there was an emphasis on connecting important activity centers, areas with the greatest residential density and existing transportation hubs. At this time, analysis indicates that it is not economically feasible to bring BRT to every municipality within the county.

Although some may insist that a BRT system must include a series of particular features, best practices indicate that each BRT system should be designed to target the different problems and challenges that exist in the project area. These location-specific challenges often require different combinations of features to provide effective and appropriate solutions. For example, in an area with no traffic congestion, dedicated busways would be an ineffective solution as there would be little need for an exclusive right-of-way for BRT vehicles to bypass congestion. Similarly, in an area where few people have access to cars, there would be little need for Park and Ride facilities.

Based on the anticipated ridership at each location, a variety of station types are proposed along the BRT routes: Transit Centers, Major Stations and Standard Stations:

- » Robust Transit Centers will be located at major transfer locations and will feature many BRT amenities (some of which exist today). Transit Centers are proposed at Secaucus Junction, Broadway Bus Terminal in Paterson, Garden State Plaza and Hackensack Bus Terminal. It is important to note that a key to the success of the BRT system is an expansion of the Hackensack Bus Terminal. It is a critical hub within the network.
- » Major Stations are expected to accommodate larger numbers of customers and will include shelters, lighting, bicycle racks, pedestrian access, static route information and potentially real-time Intelligent Transportation Systems (ITS) displays.
- » Standard Stations will include shelters and customer convenience attributes and will be placed at locations which are initially projected to have lower-volume ridership.

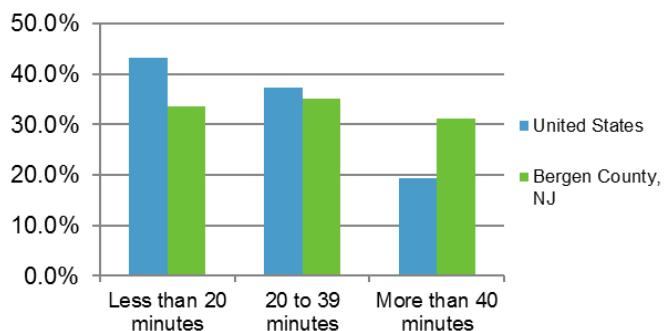
PROBLEM STATEMENT

For many years, Bergen County served mainly as a bedroom community for New York City-based employees and as a result most of the multimodal transportation infrastructure has been focused on trans-Hudson commutation. Today, however, suburban office centers have grown and employment destinations have become more diffuse. 2011 Census data indicates that 56% of Bergen County residents work within the county. Bergen residents increasingly work in destinations dispersed throughout the county, and they also are commuting to neighboring counties in New Jersey or New York State. The existing transit services (both fixed rail and bus) however have not adequately changed to reflect the new commuting patterns. The network remains mostly focused on a NYC-based commute, resulting in a mismatch between today's commuters and their destinations. Local bus service does not prove to be a viable alternative for many commuters. Due to congested roadways, travel within and outside the county can be slow, particularly for buses. Transfers are needed to complete many bus trips, therefore bus service becomes a less attractive mode of public transit for those with alternatives. Based on data from the U.S. Census Bureau, the mean travel time to work for Bergen County residents is just over 30 minutes, as compared to a national average of 25.4 minutes.

To address these issues the Project Team identified routes that will:

- » Connect current transit riders with their destinations;

Table 1. Journey to Work Travel Time for Bergen County Residents



Source: U.S. Census Bureau, 2011 American Community Survey

- » Serve residential areas and trip destinations that are being planned and constructed (e.g., development at American Dream Meadowlands, proposed residential and hotel growth in the greater Secaucus area);
- » Complement the current NJT commuter rail system;
- » Complement the expanded NJT Hudson Bergen Light Rail system;
- » Connect efficiently with current bus operations at key locations;
- » Encourage commuters currently driving to their destinations to switch to transit; and, most importantly,
- » Provide a strong network for the future so that people will view transit as a first choice for travel.



THE PROPOSED BERGEN BRT NETWORK AND COMPONENTS

The routes of the proposed BRT network, illustrated in Figure 1, operate on higher-capacity roadways such as the Garden State Parkway, I-80, Route 4 and Route 120 with the capability of attaining higher speeds and bypassing local traffic. Other BRT characteristics include:

- » The BRT network would have greater distances between stations than conventional bus service.
- » The vehicles would be attractive and distinctive, with low-floors for easy and fast boarding.
- » The vehicles would be hybrid, which would create reductions in both fuel consumption and environmental impact from pollutants.
- » BRT vehicles would operate on the shoulder of congested roadways in many places so that they could travel faster than general traffic.

- » The stations would be permanent structures, with shelters, benches, raised curbs with tactile strips and bike racks. Some stations would feature real-time information displays and ticketing machines.
- » Stations would be designed so as to minimize dwell time, which is the amount of time required for customers to board and alight.
- » Station locations will offer passengers opportunities to connect to complementary transit modes where possible;
- » Finally, Transit Signal Priority would be deployed at key intersections so that BRT vehicles encounter fewer red lights.

For additional information on BRT treatments, see Appendix A: Bus Rapid Transit Priority Analysis for the Preferred Bergen BRT Network.

BERGEN BRT OPERATING PLAN

The development of routes was accomplished through an iterative process, which took into account analysis of major destinations for employees, shoppers and residents of Bergen County. Beginning with the initial data review in the early study tasks, routes were devised by providing logical connections between these trip generators and attractors. More detail about the initial route development and the operating plan can be found in Appendices B: Identification and Characterization of Alternative Destinations and Routes, and C: Long List Alternatives Analysis.

Table 2. Proposed Service Plans for the Bergen BRT System

ROUTE	BRT A	BRT B	BRT C	BRT D
Headway - Peak (min.)	20	20	15	10
Headway - Off-peak (min.)	30	30	20	12
Headway – Saturday	30	30	30	15
Headway – Sunday	30	30	30	15
Span: Weekday	5:00 AM to 11:00 PM	5:00 AM to 11:00 PM	5:00 AM to 9:00 PM	5:00 AM to 11:00 PM
Span: Saturday	6:00 AM to 10:30 PM	6:00 AM to 10:30 PM	7:00 AM to 11:00 PM	6:00 AM to 10:30 PM
Span: Sunday	6:00 AM to 10:30 PM	6:00 AM to 10:30 PM	7:00 AM to 11:00 PM	6:00 AM to 10:30 PM
NB/EB Travel Time (min.)	97	99	72	72
SB/WB Travel Time (min.)	99	92	55	80

Table 2 below provides estimated BRT running times and recommends headways (frequency of departures by route) and hours, or spans, of passenger service. Cycle time is defined as the amount of time needed for a BRT vehicle to complete a round trip, including recovery time at the last stop. Cycle times are based on existing NJT running times for street segments with existing bus service where available and for test runs on those street segments without bus service today. Although the end-to-end travel times may seem long, it is not anticipated that the majority of BRT users would board at one terminus and travel to the other, but rather would board and alight at a variety of station combinations along each route.

THE BRT PLANNING PROCESS

One of the important planning objectives was to serve important new, or redeveloping, destinations in Bergen County and nearby areas in Northeast New Jersey. These locations include:

- » American Dream, East Rutherford;
- » Downtown Hackensack;
- » Downtown Englewood;
- » Glenpointe, Teaneck;
- » Paramus;
- » Secaucus Junction, Secaucus; and
- » Harmon Meadow, Secaucus

The study team developed initial BRT proposals in 2013 and presented them to the public on November 13, 2013. Based on the material presented and feedback from that meeting, additional technical analysis was undertaken to develop a refined BRT Plan, including fatal flaw screening of BRT route alternatives, identifying areas with transit-supporting population density and ridership modeling. In addition there was field work by the Project Team to gather NJT Staff expertise and their assessment of proposed BRT corridors and their potential for success. Among the demographic trends that are supportive of BRT development are younger people such as Millennials that are less reliant on automobiles and favor transit options, as well as the senior population which is increasingly transit-dependent. The refined BRT Plan was presented to the public on November 13, 2014. The team received additional comments and suggestions at that meeting and refined the BRT Network in the current 2015 plan. This BRT Plan addresses many of the concerns expressed during the public and agency outreach process.

One of the most intricate work tasks was to conduct iterative ridership modeling of the proposed network. Using the current NJTPA North Jersey Regional Transportation Model-Enhanced (NJRTM-E), the team superimposed the preferred network of new BRT routes on the existing transit network (base network) for the year 2020, the anticipated start of service, or build year.

A total of 11,700 weekday customers are projected to use the four BRT services, slightly more than 2,000 of whom are new transit customers (See Table 3). If the model assigns a current transit customer to the new BRT system, it is an indication that the trip on a BRT route will cost the customer less time and thus, less money to complete their trip. Generally the projected ridership numbers seem quite reasonable, and are well within the range anticipated by the Project Team. If the preferred Bergen County BRT System is implemented, it is anticipated that ridership will grow rapidly as potential customers become aware of the new service.

Table 3. BRT System Weekday Ridership Projections

ROUTE	DAILY BOARDINGS
BRTA	2,311
BRTB	2,022
BRTC	2,588
BRTD	4,783
TOTAL	11,704
TOTAL NEW TRANSIT TRIPS	2,044

It is important to note that, in practice, **BRT A, B and C will operate as one route corridor with three variant branches**. The combined estimated ridership for routes A, B and C together amounts to over 6,900 weekday boardings. A balance is struck between managing service overlap and ensuring a robust level of service on each distinct route and segment. Service frequencies may also be adjusted according to the eventual implementation strategy (i.e., starting the service with individual routes vs. starting with a combined network). For more detail on ridership modeling and operations planning, see Appendices D: Service Planning and Operations for the Preferred Bergen BRT Network Alternatives and E: Operations and Maintenance Costs for the Preferred Bergen BRT Network Alternatives.



7| Existing Conditions at the Meadowlands (Route 120)

OPERATING AND MAINTENANCE (O + M) COSTS

As with all transit systems, annual costs will be incurred to support the operation and maintenance of vehicles, stations and associated technologies.

O&M costs are calculated based on service hours, which includes all time required by operators, including picking up the BRT vehicle at the depot and running each route. Service hours, as well as O&M costs, are presented in Table 4. O&M costs are based on a FY 2016 cost of \$129.84 per service hour as provided by NJT

Table 4. O&M Costs for BRT Alternatives

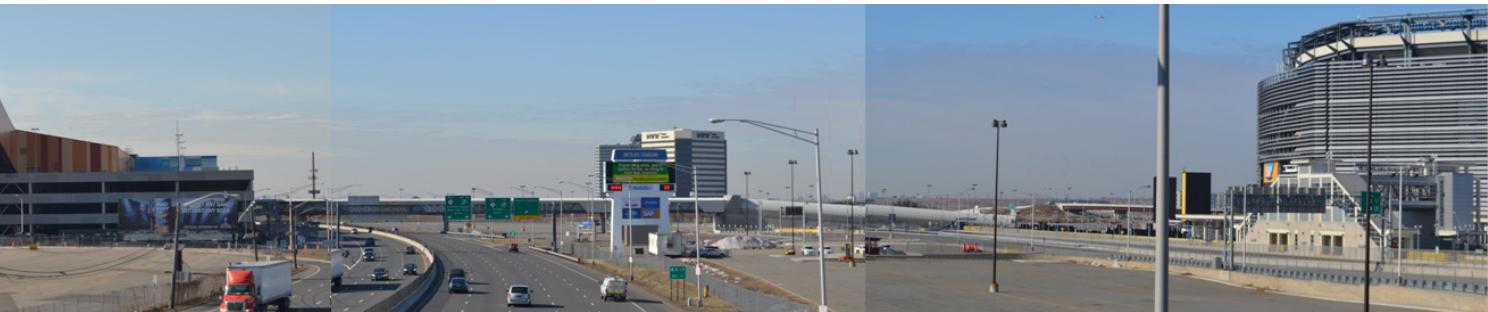
ROUTE	BRT A	BRT B	BRT C	BRT D
Annual O&M Costs (2016)	\$ 7,880,809	\$ 7,664,259	\$ 6,394,620	\$13,214,338

Span of service is defined as the number of hours of service between the first trip in the morning and the last trip at night. For a new BRT system to be presented as a true alternative to driving, it must operate frequently and with a robust span of service. To that end, BRT A and BRT B would operate together as one route with two branches in the middle. For example, the combined frequency of BRT A and BRT B together would be 6 buses per hour, or one vehicle every 10 minutes (See Table 2). This is comparable to the frequency of BRT D service. The cost of BRT A and B together (\$15.4 M) is similar to the cost for BRT D (\$13.2 M).

These costs are quite high for new routes, but each of the services is relatively long in distance and one-way travel time. In addition, as befits a BRT System, the routes operate frequently and with long spans of service. NJT could leverage Congestion Mitigation Air Quality (CMAQ) funds to creatively fund the start-up operations costs of the BRT system.

Fares for the BRT System will be the same as NJT local bus fares for the same distance, or number of zones traveled. In this way, customers will be able to transfer between local buses and the BRT system with no fare penalty. As was discussed earlier, no new fare revenue for the BRT System was included in the O & M cost calculation. The reason why is that it is very difficult to determine which customers are completely new to the NJT system and which customers formerly rode another transit service. There will, of course, be some new revenue on day one and it will increase steadily over time. Ultimately, it is expected that the farebox recovery ratio, (i.e. the percentage of operating costs covered by fares) would be comparable to NJT bus network as a whole. Currently the NJT farebox recovery ratio for buses is approximately 25 -30%, which is very high in comparison to other bus systems in the United States.

Finally, it is likely that some modest offsetting reductions in service frequency can be expected on parallel existing services. NJT will determine whether these reductions should be taken with the launch of the BRT system, or whether the reductions should occur over time to respond to changing ridership conditions. Further details are presented in Appendix D.



CAPITAL COSTS

Proposed BRT implementation costs were estimated by calculating the projected costs of different types of improvements. Some BRT elements will need to be in place for service to start on the first day of operation (for example, the vehicles). At this time, it is anticipated that the BRT vehicles will be standard 40-foot, low-floor hybrid vehicles. Other improvements such as conversion of shoulder lanes to BRT lanes could be phased in over time. The total capital cost of the proposed BRT network is estimated at \$148 million in 2015 dollars, which includes construction costs, BRT fleet acquisition, soft costs (i.e., survey, mobilization and insurance) and contingencies for design.

Table 5 provides a summary of projected costs by BRT element including a possible phasing scenario. One option would see BRT Routes A, C and D implemented in an initial phase and BRT route B as part of a second phase. In this scenario, 50 of 59 buses would be acquired in phase 1 and the remaining nine buses in phase 2. All stations, except for two, would be implemented in phase 1. All curb bus lanes, traffic signal priority and queue jumps would be completed in phase 1. It is possible to build approximately one fifth of the bus-on-shoulder lanes in phase 1 (approximately 6 miles), with the remaining 25 miles built in phase 2. To summarize, phase one would cost approximately \$67M, and phase two \$81M.



Bergen Community College Bus Station

Table 5. Bergen BRT Summary Capital Cost Estimate by Phase

ITEM	COST (MILLIONS)	PHASE 1	PHASE 2
BRT Vehicles with ITS	\$45.0	\$39.0	\$6.0
BRT Stations with ITS	\$3.9	\$3.7	\$0.2
TSP and Queue Jumps	\$1.2	\$1.2	
Pedestrian Improvements	\$0.5	\$0.5	
Curb Bus Lanes	\$1.6	\$1.6	
Bus on Shoulder Lanes	\$47.3	\$8.0	\$39.3
Subtotal by Phase		\$54.0	\$45.5
Design, Etc 35% **		\$5.3	\$13.8
Contingency 40%**		\$8.1	\$21.3
Phase Totals		\$67.4	\$80.7
Grand Total	\$ 148.0		

* Costs are 2015 dollars

** No design + contingency multiplier on buses

Note that NJ Transit requires additional bus maintenance capacity to accommodate and support Bergen County BRT services. If a new facility is built it would replace the current Oradell Maintenance building, which is obsolete.

The total represents an average cost per mile of \$2.1 million. Further details are presented in Appendix F: Capital Cost Estimates. Table 6 provides comparison costs for BRT running ways. These numbers, however, are based upon very conceptual planning. Once detailed engineering and design is underway, costs and phasing will be determined to a greater degree of accuracy.

Table 6. Costs for BRT Running Ways, 2015

MODE	NO. OF FACILITIES	COST RANGE (PER MILE)	AVERAGE COST (PER MILE)
Bus Rapid Transit Arterial Streets	3	\$200,000 to \$9.6 million	\$680,000
HOV lanes	8	\$1.8 million to \$37.6 million	\$9.0 million
Busways	9	\$7 million to \$55 million	\$13.5 million

Source: TRB 1927 https://bussafety.fta.dot.gov/uploads/resource/4033_filename



NEXT STEPS + IMPLEMENTATION



BRT BRANDING

The branding of a BRT system is an important component of a successful service. The potential customer base should be made aware that the new BRT service is premium, and is not the typical commuter bus that stops at every corner. In a relatively high-income county such as Bergen, it is not easy to get motorists out of their cars. For the project to succeed, BRT must display high-quality design and deliver on the promise of faster and more dependable service. The branding is an integral part of the package and serves to communicate the certainty and reliability of the transit service to the customer. For example, low-floor BRT vehicles are designed to be faster to board and alight. Real-time information displays take the uncertainty out of when the next vehicle will arrive at the customer's station and when it will arrive at their destination. A BRT system with consistent vehicles and features at major stations will give the customer confidence in the BRT brand.

Ideally the BRT branding should be carried from the graphics on the bus, to the shelters, to the static information at the station, to the street sign, to the electronic information displays and to the website design. Achieving buy-in from operating personnel regarding the agency goals of the new BRT system is also very important. Some BRT systems even uniform their operating personnel differently so that the employees are geared toward delivering on the promise of premium service.

Ultimately, the specific style of branding itself is not critical, but it must be attractive and inviting, and it must also be understood by potential customers that the service is indeed operated by NJT, and not by another organization. In this way the positive features associated with NJT service should be transferred to the new brand.

Branding the BRT system is another step in the planning process which provides an opportunity to reach out to businesses, developers, elected officials and other stakeholders to provide input and expertise in achieving the look and feel of the BRT system. Not only can it build support and interest for the project, but some inventive, exciting ideas could emerge.

The system's success will be measured by how well-used it becomes. Incorporating advice and input from the end users is another great step in continuing to meet the changing demands of those traveling to, from and within Bergen County.

Figure 4. (Photos Top to Bottom) Albany, NY Red Line Station; Eugene, OR Emerald Express (EmX) Green Line Vehicle; M15 Select Bus Service BRT Vehicle in New York; Dedicated BRT lane on Richmond Ave, Staten Island, NY

SOURCES OF CAPITAL FUNDING

Funding the capital improvements necessary to get the Bergen BRT system into operation is a challenge that will be faced by NJT and Bergen County. Over 25 sources of Federal, Local and Project-Specific funding were identified and explored in the Project Funding Options Review Memorandum, (see Appendix G). Of these, the most promising source of funds identified is the Small Starts program. Other potential sources of local partnership and sponsorship are also noted below.

In December 2015, President Obama signed the Fixing America's Surface Transportation (FAST) Act, which is a five year reauthorization of funds for surface transportation (Highway and Transit). It will increase dedicated bus funding by 89% over the life of the bill, which could have an impact on implementation of the Bergen BRT system in the coming years.

SMALL STARTS

New Starts is a discretionary grant program administered by the Federal Transit Administration (FTA) under the Section 5309 Capital Investment Grant program which provides Federal capital grants to major transit capital investments. New Starts is intended to support projects with costs greater than \$250 million or projects seeking more than \$75 million in Federal grants.

Similar to New Starts, Small Starts is a discretionary grant program administered by FTA which provides Federal grants to major transit capital investments. Small Starts provides support for eligible projects less than \$250 million in cost that are seeking less than \$75 million in Federal grants. While the New Starts grant program funds fixed guideway transit modes (commuter rail, light rail, etc.), Small Starts funding may also be used for “corridor-based bus rapid transit” projects that do not operate in a dedicated right-of-way.

FTA final policy guidance published August 2015 further defines the following features to complement the Moving Ahead for Progress in the 21st Century (MAP-21) definition, such as what constitutes a “substantial” investment and what is the duration of a “short” headway, among others:

- » Transit Stations
- » Signal Priority/Pre-emption (for Bus/LRT)
- » Low Floor / Level Boarding Vehicles
- » Special Branding of Service

- » Frequent Service - 10 min peak/15 min off-peak, or 20 minutes all day; Short-Headway Service on weekends of 30 minutes for at least 10 hours per day
- » Service offered at least 14 hours per day.

Given the close alignment of the proposed Bergen County BRT Network project with Small Starts program requirements, and the greater certainty associated with Small Starts funding, focusing on Small Starts funding is recommended for the project sponsors. Under certain circumstances, Small Starts funds could be applied toward the cost of a new bus maintenance facility.

CORRIDOR SPONSORSHIP AND NAMING RIGHTS

An alternate type of developer contributions involves the purchase of sponsorship and/or naming rights. This is a common practice for sports stadiums and arenas, and is beginning to be used for highways and transit. Transit corridors and stations, such as the TECO Streetcar line in Tampa and the Health Line Bus Rapid Transit in Cleveland, are now using naming rights for transit lines and sponsorship of individual stations as revenue sources. Naming rights are a form of advertising and can be treated as market transactions. Though it can be a significant revenue source during the initial stages of construction and operation, naming rights can be more difficult to secure later in the life of the line or station. Given some of the large complexes and activity centers along the several proposed BRT corridors, there is the opportunity to secure sponsorship and/or naming rights from nearby hospitals, universities, businesses and developers to defray a portion of the project’s capital and/or O&M costs.

STATION SPONSORSHIP OR ADOPT-A-STATION PROGRAMS

It is generally easier to collect contributions from shopping centers, colleges, hospitals and entertainment complexes if there is a clear benefit to that organization’s customers / students and employees. If an attractive, well-located BRT station reduces demand for parking, the cost savings to that organization would be sizable, and could likely dwarf the contribution made to improve BRT station facilities. In Oakland, CA a large health care insurer, Kaiser Permanente, has committed money to customize shelters near its facilities to encourage transit use and reduce the need for parking.

It has also become common to read about companies that are committing to reductions in their carbon footprints. What easier action can an organization take than to encourage public transport by making a modest contribution to an improved environment for its customers and employees? The difference is very real between a simple bus stop with a shelter and a BRT station with quality design—possibly mirroring the architecture of the complex—lighting, benches, real-time information, fare machinery, raised platforms, tactile strip at the curb, etc. Contributions from landowners at such complexes can help make quality design a reality.

POLITICAL AND PUBLIC SUPPORT

The proposed routes of the recommended BRT system would traverse dozens of municipalities across three counties. Garnering political support and advocacy for transit investments is crucial in order to provide additional transit service to the constituents of our region. For example, the proposed BRT improvements could result in somewhat less parking in downtown areas. Although these may not be initially well-received proposals developing effective partnerships with elected officials, and the public is essential to achieve successful results.

Figure 5. (Right) Garden State Plaza Bus Stop Existing Conditions. (Below) Rendering of Garden State Plaza Transit Station



IMPLEMENTATION SUMMARY

Bergen County and NJT will determine the schedule and scope for implementation of the Bergen BRT system. If full funding is not in place to implement the entirety of the proposed BRT Network, it would be possible to phase an incremental implementation strategy. BRT Routes A, C and D are recommended for implementation in phase 1. BRT Route A provides a local north-south service; BRT C complements BRT A by offering express service; and BRT D offers east-west connections from Englewood in Bergen County to Paterson in Passaic County. ITS, TSP, curb bus lanes and several miles of bus on shoulder improvements are recommended in phase 1 of the BRT implementation. Phase 1 would provide multi-market connections throughout the county and nearby areas.

BRT B and the bulk of the bus on shoulder improvements are recommended for phase 2 as ridership grows.

The Bergen County BRT Implementation Study resulted in the Preferred BRT System and the identification of available financial resources which could contribute to the realization of this project. This plan provides a roadmap to Bergen County and NJT outlining a system implementation which would provide a new and attractive transit service affording connectivity to destinations within and outside of Bergen County.

