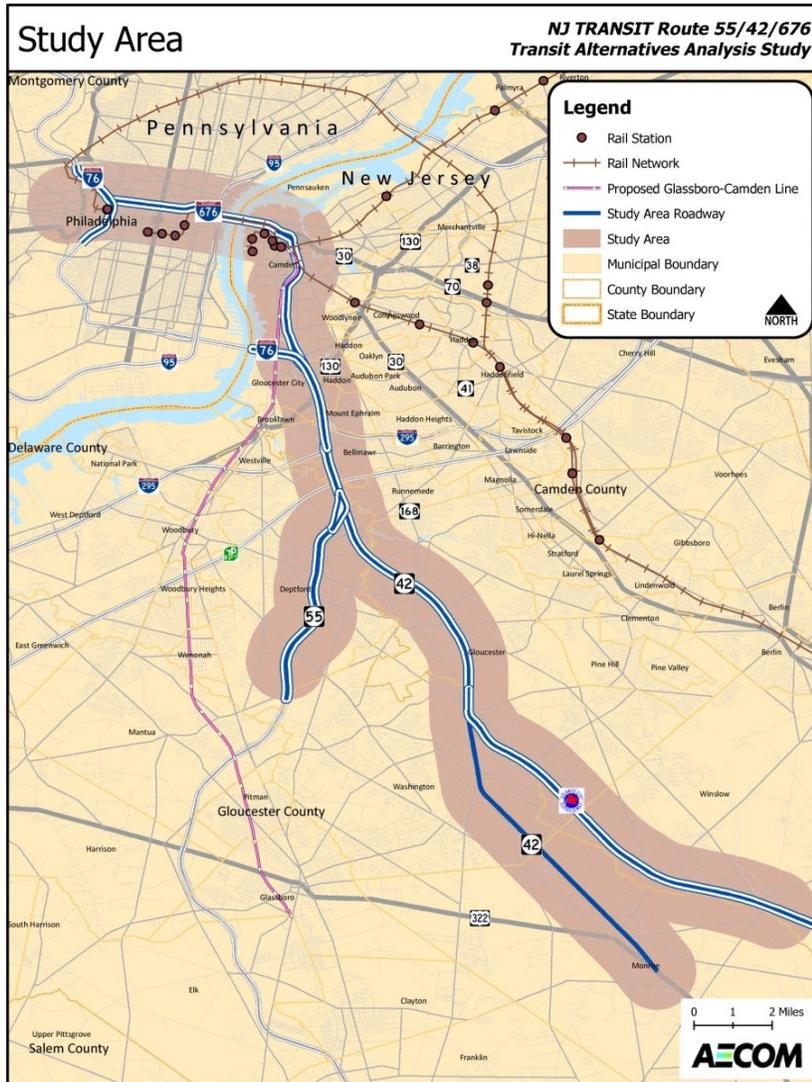




NJ TRANSIT is conducting a transit Alternative Analysis (AA) study that includes segments of the Atlantic City Expressway, Routes 42 and 55, Interstates 676 and 76 and downtown Camden and Center City Philadelphia. The need for improved transit service along this travel corridor was identified during the "Southern New Jersey to Philadelphia Mass Transit Expansion Alternatives Analysis" study completed by the Delaware River Port Authority (DRPA) in 2009.



This Alternatives Analysis is following Federal Transit Administration (FTA) study guidelines and will potentially qualify for Federal funds within the Federal New Starts/Small Starts programs. Major tasks within the AA include establishing purpose and need; developing, analyzing and evaluating alternatives; interacting with the public, local elected officials and other stakeholders; developing funding and financing strategies; and selecting a preferred alternative.

The initial screening of alternatives confirmed earlier findings that heavy rail and light rail alternatives in the study corridor face significant barriers to implementation and high capital costs. However, enhanced bus service improvements including Bus Rapid Transit (BRT) systems offer the benefits of light rail but with more flexible implementation and lower costs.

The study has developed and screened a range of Alternatives including a Transportation Systems Management (TSM) Alternative and various BRT Alternatives. The next step of the Alternative Analysis will be to complete the detailed evaluation of the most promising Alternatives with input from the public and other stakeholders at the next public Open House meeting on March 1, 2012, from 4:00 PM - 6:00 PM at Camden County College, Camden Technology Center, in Camden, NJ.

*(Continued on the other side)*

**BRT AA Key Milestones**  
● = completed



**Public participation is key to the Alternatives Analysis study and opportunities to participate include:**

- **Attending Public Open House Meetings:** Information on upcoming project meetings will be posted on the project website.
- **Submitting a Comment Form:** In addition to providing verbal comments at meetings, interested members of the public have the opportunity to provide the study team with written comments by filling out the comment form available through the project website.
- **Adding Your Email Address to the Project E-mail List:** Sign up to receive notices via e-mail on the website.

**Project Website: [www.SouthJerseyTransit.com](http://www.SouthJerseyTransit.com)**

**More about Bus Rapid Transit (BRT):**

**Bus Rapid Transit (BRT)** is an enhanced bus system receiving transit priority treatment and operates on bus lanes or other transitways in order to combine the flexibility of buses with the efficiency of rail. BRT services typically operate on dedicated travel lanes and access ramps that are signed and separated from general traffic or on shoulders within the existing highway rights-of-way. The potential benefits of a BRT system include:

- BRT may use priority treatments to move faster than regular traffic by using a combination of dedicated BRT travel lanes, access to HOV lanes, and bus-only highway access ramps at key points of traffic congestion. On local streets, transit signal priority and queue jumps allows BRT buses to avoid delays at intersections with traffic signals.
- This results in faster and more dependable service for travelers;
- BRT reduces the number of vehicles on the roadways and improves air quality;
- BRT enables buses to travel faster than general traffic that is experiencing congestion and stopping at traffic signals.



BRT vehicles and facilities feature upgraded amenities. Buses and stations are clearly identified with the logo of the BRT system. Stations may feature:

- Upgraded facilities
- Well-lit and comfortable shelter for passengers
- Information signs for real-time information



BRT Buses are modern, efficient, and quiet and may feature:

- Low floors with double-wide doors for easy on/off.
- Racks for bicycles
- Fast loading and unloading due to prepaid fares
- Flex fuel or hybrid fuel system

**Other typical elements of a BRT system are:**

**Stations** can range from enhanced transit shelters to large transit centers, including upgraded passenger amenities, information centers, and possibly off-board ticketing for convenience and quicker boarding for passengers. BRT stations are spaced further apart than traditional bus systems, providing better express service. Stations may also offer parking and bicycle storage.

**Buses** are equipped with low-floors and double-wide doors for ease of boarding and alighting for all passengers. With faster access, BRT vehicles spend less time at stations and their overall trip speed is improved.

**Service & Routes** utilized by BRT systems provide high-frequency, all-day service. Passengers experience less wait time, and with more available departure times, BRT attracts new customers. Routes provide direct service to multiple destinations and are easy to understand.

**Intelligent Transportation Systems** enables transit signal priority, automated scheduling and dispatch systems providing real-time information to customers and improved management of buses.

**System Branding** differentiates BRT from conventional transit services and makes it easier for customers to identify and use the system.

**For more information or to contact us: [www.SouthJerseyTransit.com](http://www.SouthJerseyTransit.com)**