

CENTRAL NEW JERSEY ROUTE



*Bus Rapid Transit*  
**BRT**



# Central Jersey Transportation Forum

March 2007

# Current Activities

## Feasibility Analysis of BRT on Dinky Right of Way from Princeton Station to Alexander Rd. in West Windsor (west of Rt. 1)

- *Study spurred by Princeton University's on-going planning effort for a new arts district.*
- *Analysis in coordination with municipalities, Princeton University, and other public agencies.*
- *Continue Dinky service and add BRT service to Princeton and the surrounding area.*
- *Evaluate potential for:*
  - Busway parallel to the Dinky track***
  - BRT station adjacent to Princeton Station***

# Current Activities

## Feasibility Analysis of BRT on Dinky Right of Way from Princeton Station to Alexander Rd. in West Windsor (west of Rt. 1)

- *Study is a first step to identify constraints and design alternatives, including:*

*Environmental review: lake, D&R Canal, wetlands.*

*Historic review: buildings, structures, archeological.*

*Design and Engineering options*

*Coordination with potential east-west bike / pedestrian route*

*Scheduled for completion in Spring 2007*

# Current Activities

Coordination with Princeton Junction  
Redevelopment Plan

Coordination with NJDOT on Replacement of  
Rt. 1 Millstone River Bridge

- *BRT would utilize shoulder lanes*

Review Connections to Development in  
Vicinity:

- *Proposed Princeton Medical Center relocation to FMC site*
- *Sarnoff site development*

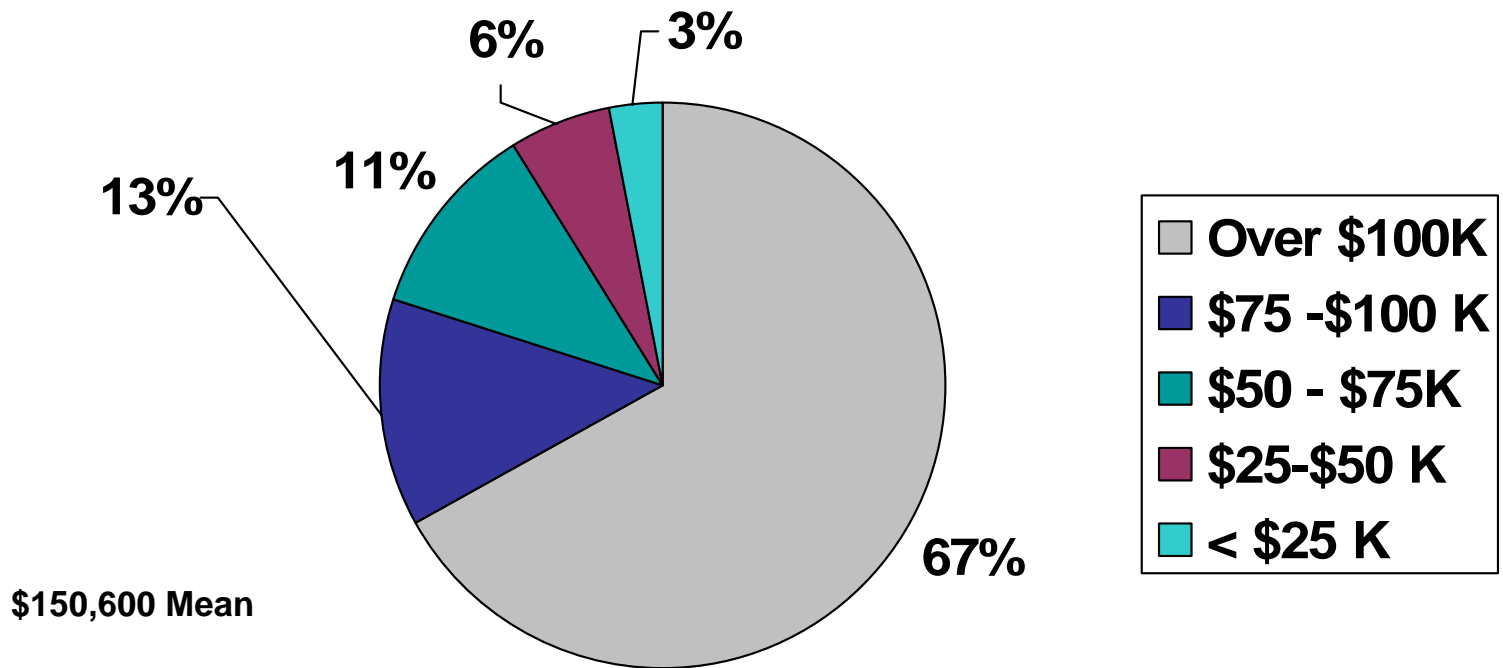
# Current Activities

## BRT Configuration Analysis for Quaker Bridge Mall area

- *Coordinate with expansion proposed to Lawrence Township by Simon Group*
- *Identify convenient Passenger Station location to serve existing service and future BRT*
- *Define BRT alignment through Mall property*
- *Workshop meeting convened*
  - BRT option under review by Simon*
- *Define BRT routing in Mall vicinity*

# Current Activities - Demographics Analysis

## Actual Income Distribution of Princeton Junction Rail Riders from Region (2005 HH Income, NJT Survey)



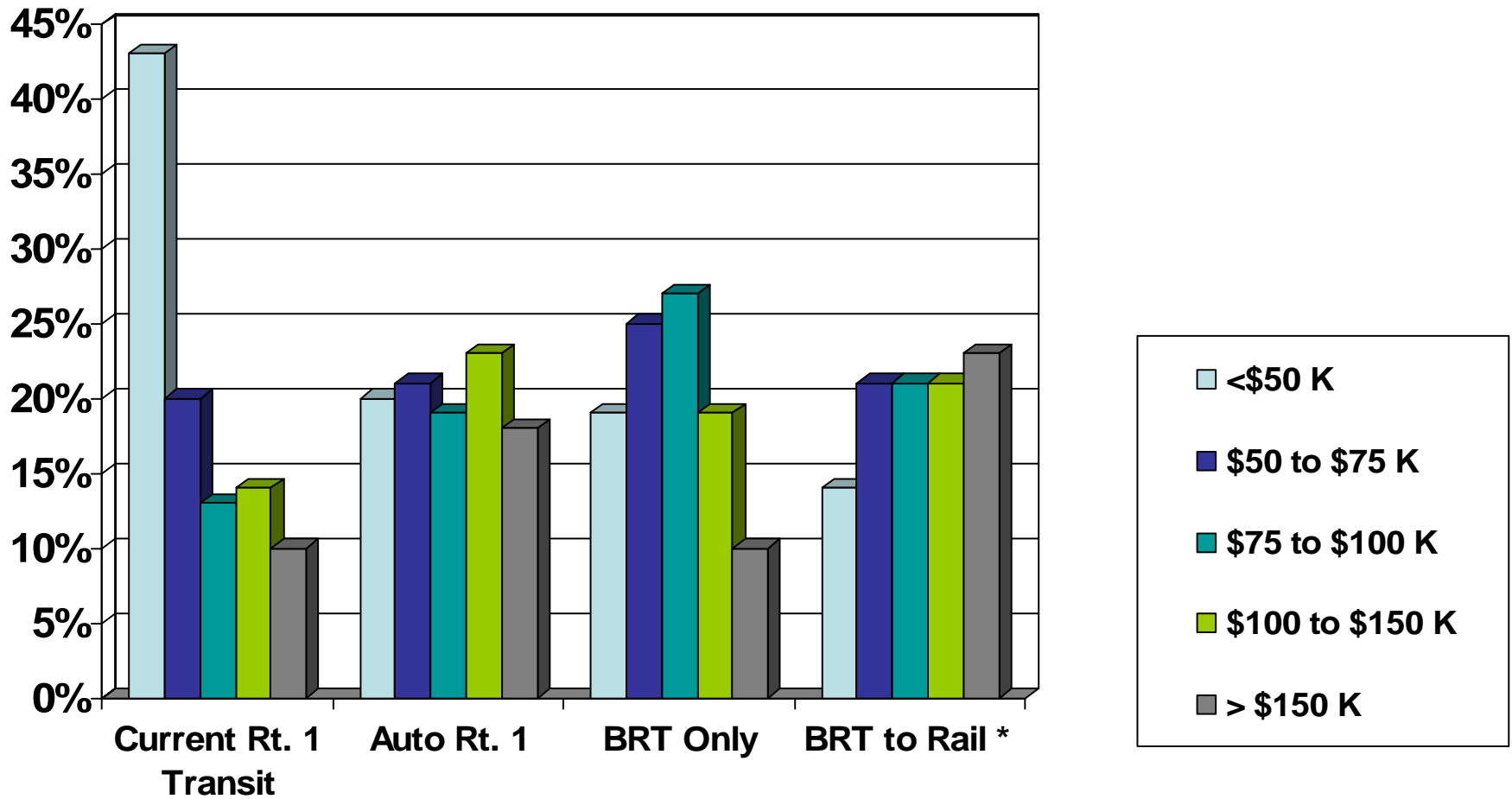
# Current Activities - Demographics Analysis

## Route 1 Corridor At-Site Workers: 2000 Household Income (Lawrence to Plainsboro)

	All Route 1 Workers	Route 1 Workers: Drive Alone (SOV)	Route 1 Workers: Transit Riders (Bus & Rail)
Less Than \$25,000	5%	4%	17%
\$25,000 - \$49,999	15%	15%	25%
\$50,000 - \$74,999	21%	21%	20%
\$75,000 - \$99,999	19%	19%	13%
\$100,000 or more	40%	41%	24%
Mean Income	\$93,344	\$95,190	\$70,190
Median Income	\$88,000	\$89,500	\$60,000

# Current Activities - Demographics Analysis

## Income of BRT Riders Compared to Current Distribution of Transit & Auto Users





# Current Activities

## Market Research Work this Spring

- *Survey of bus passengers on NJ TRANSIT Mercer routes: 600, 603, 605, 606*
- *Survey will establish travel patterns, transfers to other modes, time of travel*
- *Conduct focus groups to establish attribute preferences of drivers and transit riders regarding BRT characteristics*

# Current Activities

## Market Research Work this Spring

- *Conduct four focus groups with potential BRT Route 1 users:*
  - *Bus Customers – Existing local bus customers*
  - *Auto Commuters – Employees of Route 1 employers*
  - *Rail Customers – Princeton Junction rail riders*
  - *Princeton University – Students and employees of the University*
- *Identify rank order factors that are important among potential BRT users*
- *Explore all major elements of BRT*

# Current Activities

Develop Additional Ridership Estimates as Part of FY 2008 work program:

- *Short-Term: 2010 & 2015*
- *Update Benefit Estimates: traffic relief & travel time savings for 2010 & 2015*
- *Evaluate short term potential for new, expanded bus services that would utilize selected alignment segments*
- *Evaluate and select alignment segments for advancement based upon ridership and benefits*

# Anticipated Work Items in FY 2008

## Conceptual Engineering, Right of Way and Service Studies During FY 2008 (July 2007 to June 2008)

- *Obtain current aerial photography*
- *Develop design criteria and typical plans and sections for alignment*
- *For selected segments define horizontal and vertical alignment, cross sections and rights of way*
- *Using demand forecasts (for year 2010 & 2015) and alignment information, propose locations for BRT stations and park and rides*
- *Perform bus service planning*
- *Coordinate with stakeholders, including municipalities, counties and developers to locate BRT rights of way on official maps*
- *Work to preserve alignments and station locations*
- *Maintain project website*



**Thank You**