
NJ TRANSIT Bus Service: The Next Generation

Presented by:

Jim Gilligan, Director Bus Service Planning

APTA Multimodal Operations Planning Workshop

New York City

July 26, 2010

About NJ TRANSIT

NJ TRANSIT is the nation's largest statewide public transportation system providing more than 895,000 weekday trips on 240 bus routes, 3 light rail lines and 11 commuter rail lines.

It is the third largest transit system in the country with 164 rail stations, 60 light rail stations and more than 18,000 bus stops linking major points in New Jersey, New York and Philadelphia.

Focus on Improving Bus Operations

- On-going bus studies
 - Urban markets
 - Suburban markets
 - Commuter markets
- Enhancing existing services & facilities
- Early implementation of BRT Elements
 - Near-term introduce new/upgraded services with BRT elements
 - Long-term plans for integrated BRT systems

Cost of Congestion.....

- Customer perception is half the battle
- Realize there is no one magic fix
- It is not just about the peaks
- What is old – can be new again
- Impacts on NJT operations
 - To fix AM & PM peak - \$125K
 - To fix all day weekday - \$250K
 - Add in weekends - \$350K+
 - Expand to 10 routes - \$2.5-\$3.5M



Just a few with some good ideas..



NJ TRANSIT
The Way To Go.

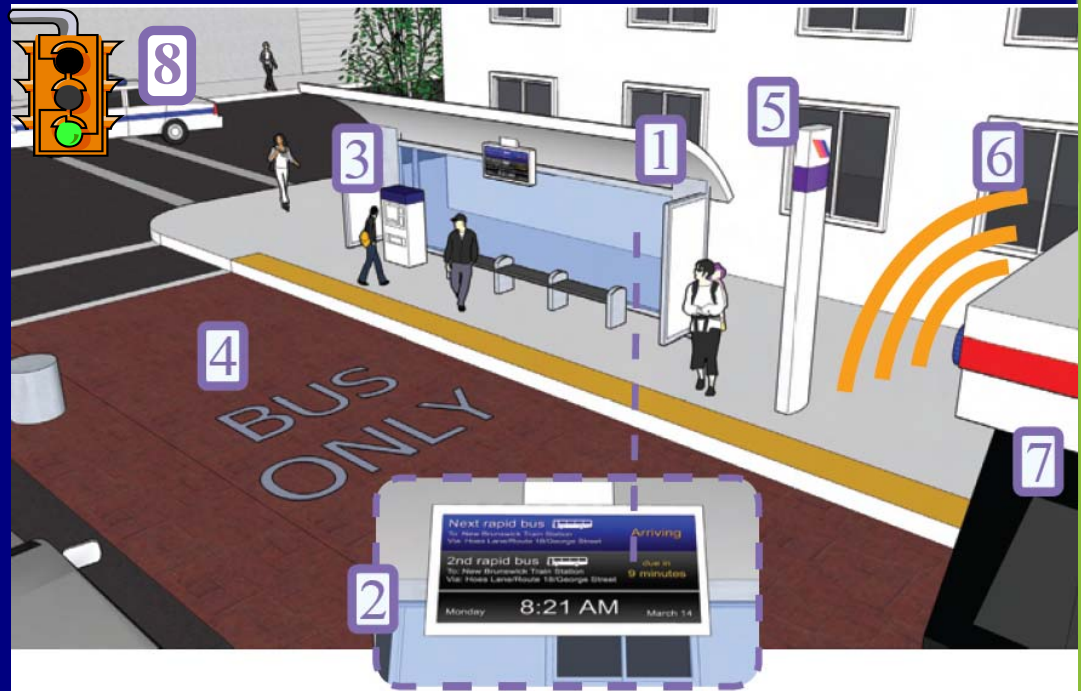


What the field staff is saying...

- Traffic congestion hot spots
- Delay periods – peak & off-peak
- Passenger boarding/alighting issues
- Lack of service information = questions
- Passenger activity areas (high & low)
- Suggestions & recommendations

New Bus Strategies & Technologies

1. Improved Stations
2. Real-time Customer Info
3. Off-board Ticket Vending
4. Dedicated Lanes & ROW
5. Recognizable Branding
6. Advanced Communications
7. Low-floor Buses
8. Signal Priority



Elements of BRT in New Systems

- **Implemented:** **Go Bus Newark/Bloomfield**
Route 9 Shoulder Phase I
- **Proposed:** **Route 9 Shoulder Phase II, III**
Route 1 BRT Elements
Union County
South Jersey 42/55

Introducing...

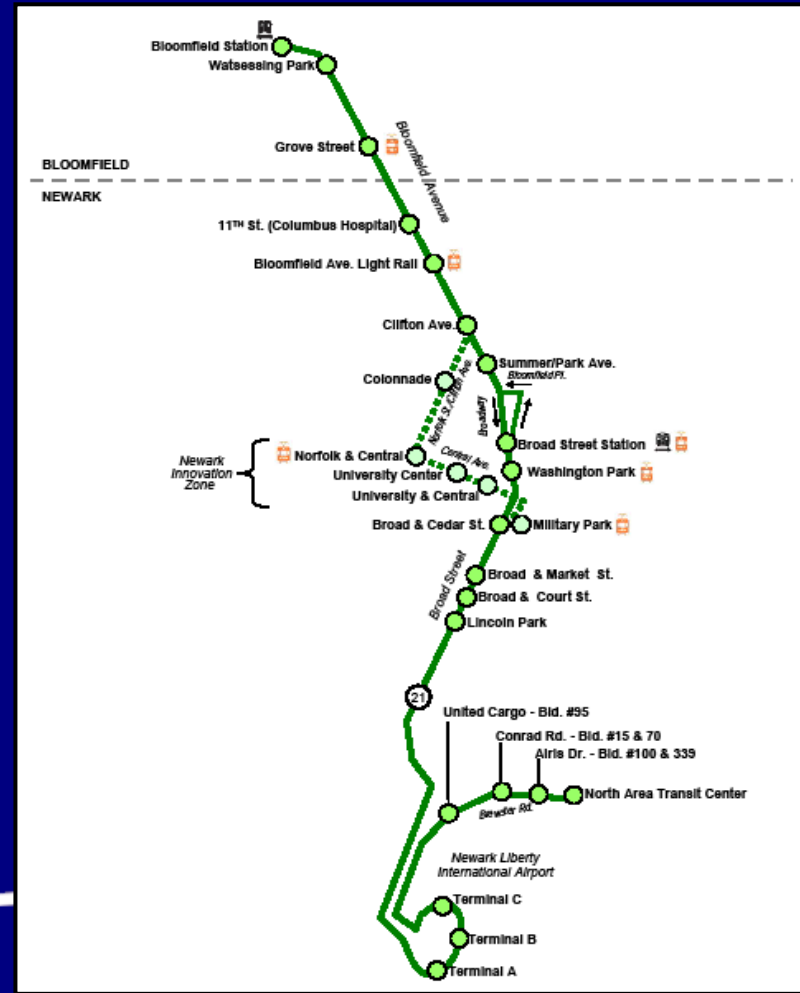
go bus
come along for the ride.

NJTRANSIT
The Way To Go.



GO28 - Liberty Corridor (BRT)

- Federal earmark for BRT initiative
- Approximately 12 mile route serving Bloomfield, Newark Innovation Zone/University Heights, Downtown Newark, Newark Liberty International Airport and connections to Port Newark/Port Elizabeth
- Build upon features of the GO Bus 25 route with more BRT elements
- Implement service in mid-fall 2009



Service Goals

- Increase reliability and reduce travel time
- Improve intermodal connections
- Improve the overall customer experience
- Increase bus ridership



Customer Base

- Newark Liberty International Airport (NLIA) employees and travelers using rail & local bus
- Current bus customers within Newark CBD
- Newark university students, faculty and staff



GO28 operates...

Buses are scheduled to depart every 10-15 minutes - Daily

3:45 a.m. until 2:30 a.m.

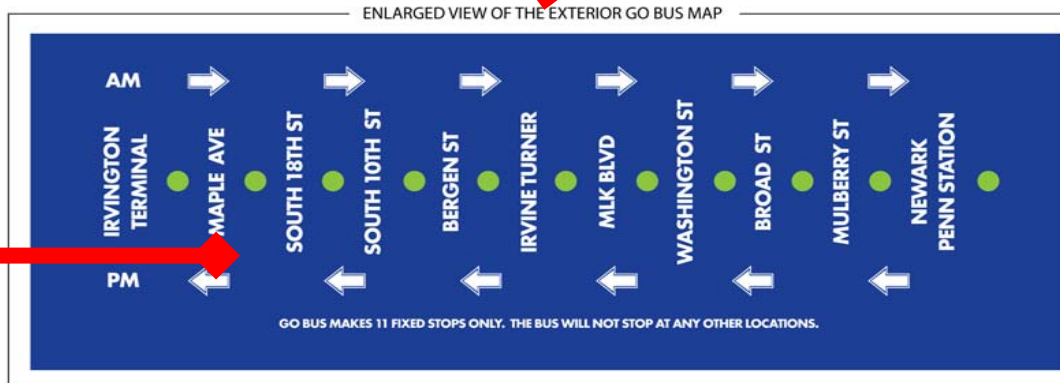
Bloomfield to Newark Liberty Intl. Airport

Trip time – 52 minutes

Downtown Newark to Newark Liberty Intl. Airport

Trip time – 23 minutes

Branding & The Outside Route Map



New interior features



Deluxe Seats

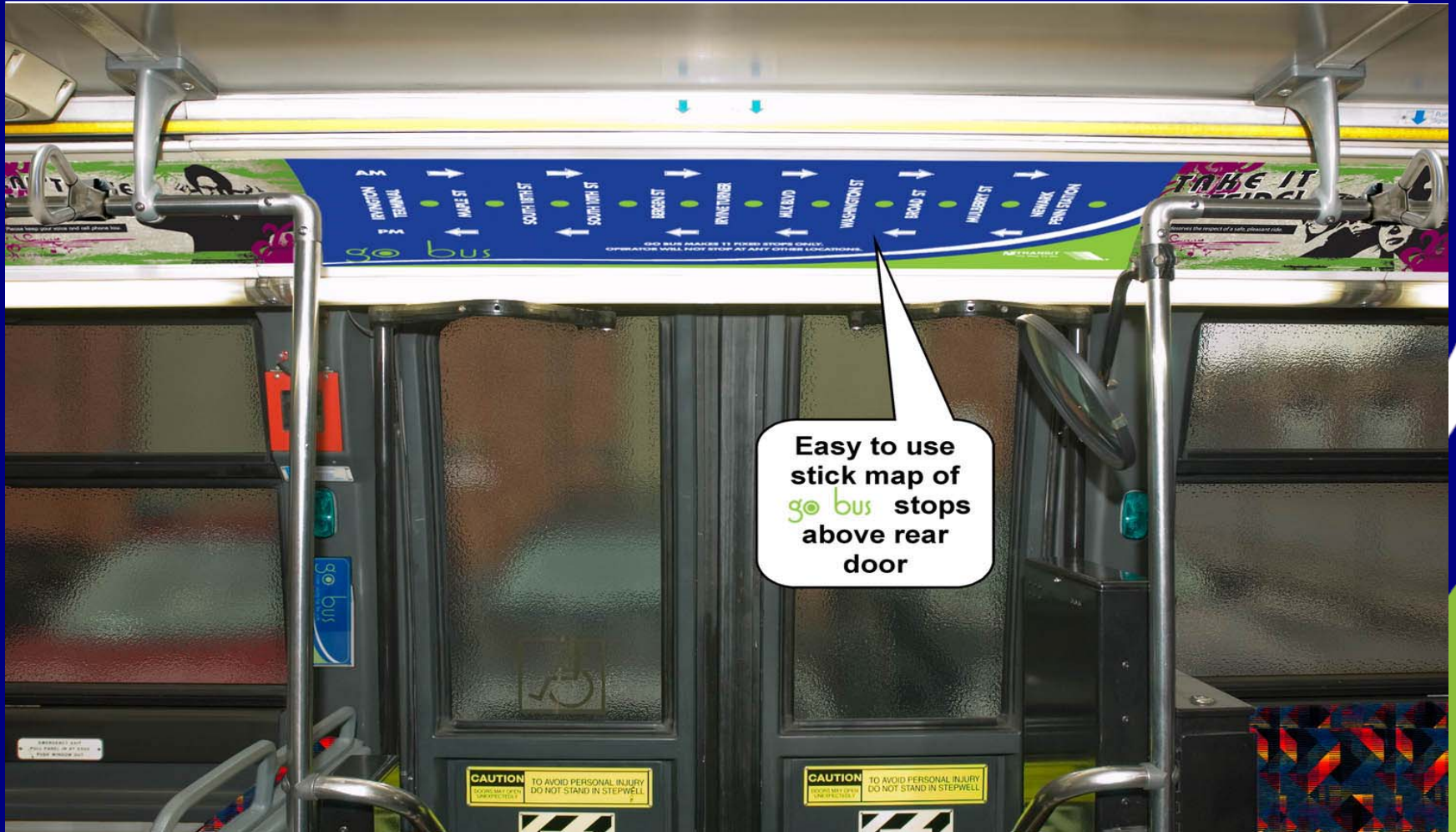
Hand Straps



Reading Lights



Don't forget about the inside...



Easy to use
stick map of
go bus stops
above rear
door



An OLD new way off the bus....



EXIT reminder on fare box



Well marked interior signage reminds customers to exit at the rear of the bus

Super Stops enhance the streetscape



Specially trained drivers bring a sense of pride and unique "go bus" identity



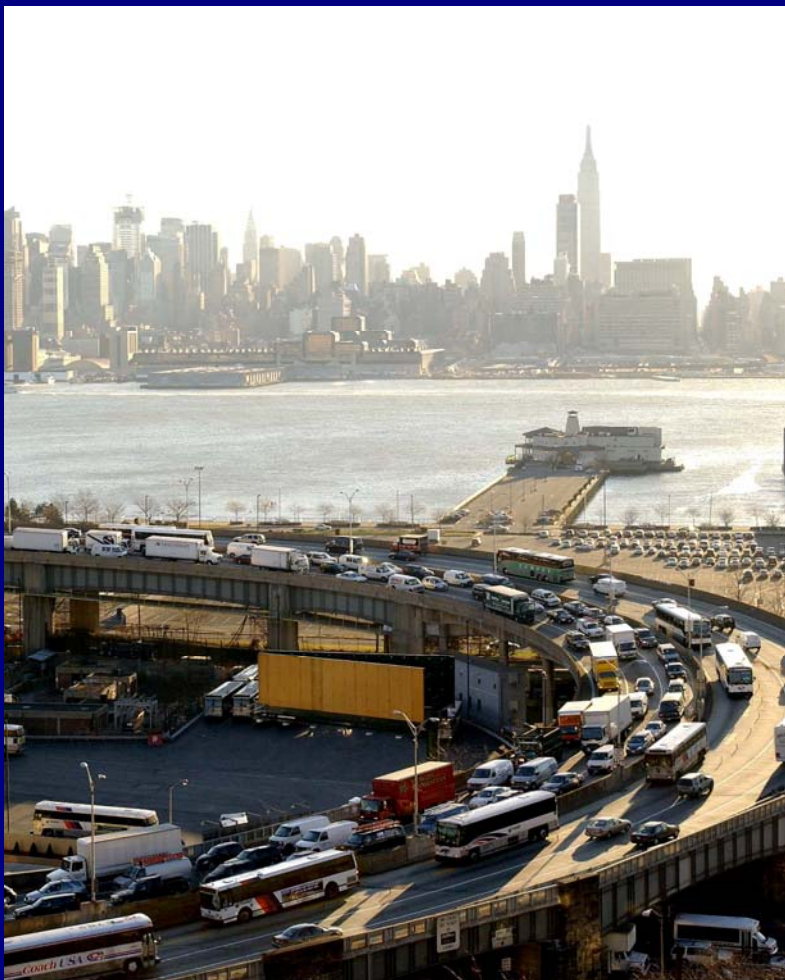
Employee Hat and Button



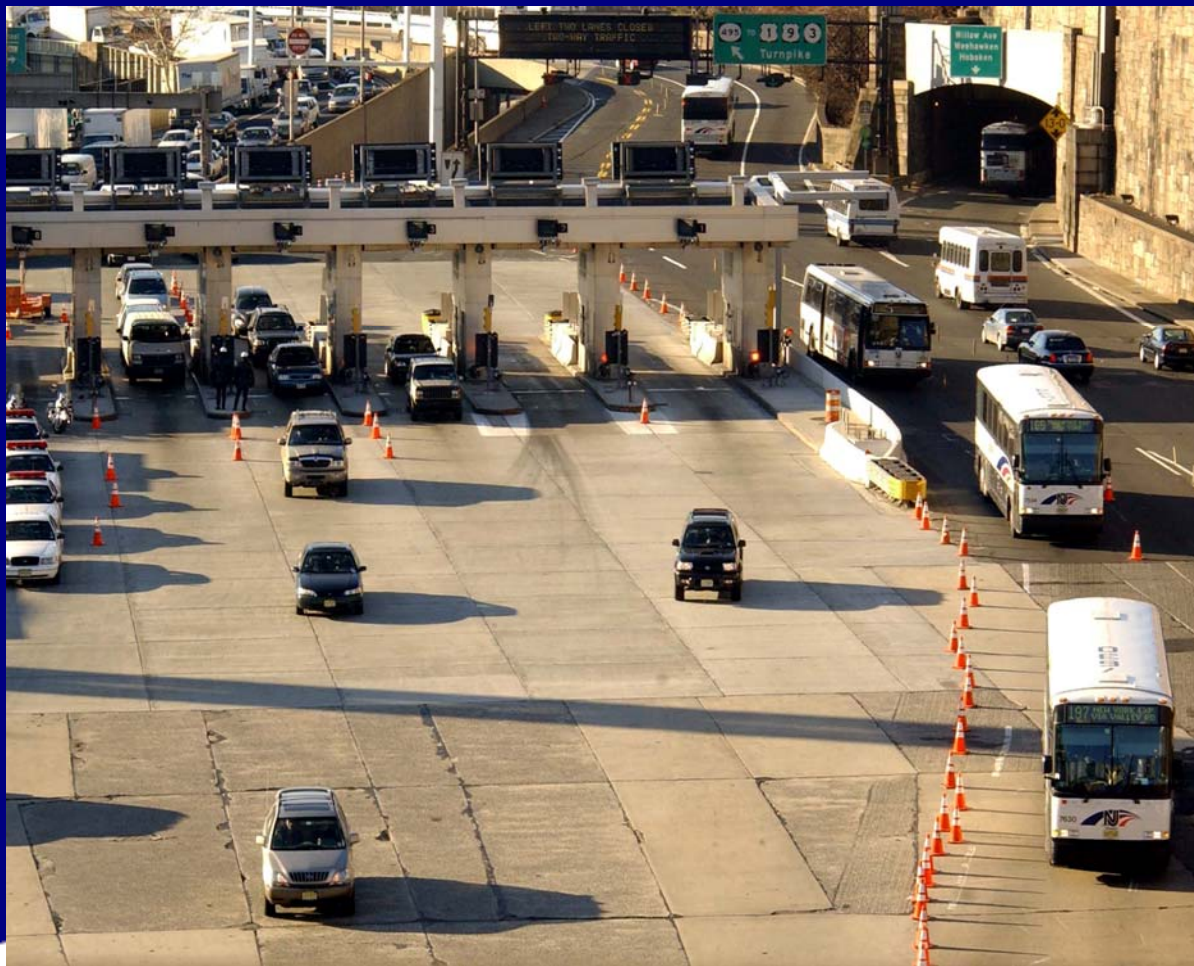
NJTRANSIT
The Way To Go.



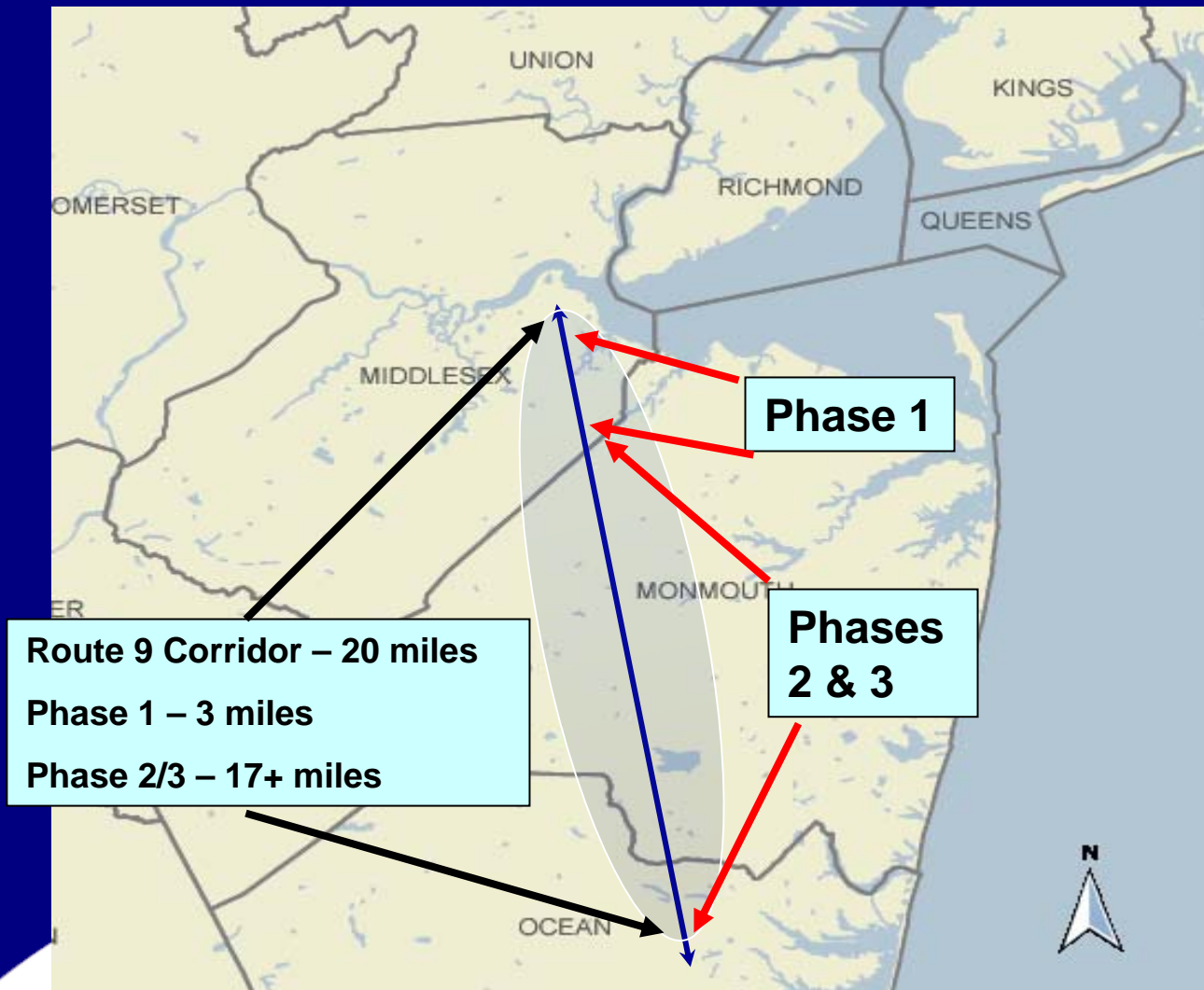
Express Bus Lane (XBL) at the Lincoln Tunnel



Express Bus Lane (XBL) at the Lincoln Tunnel



Route 9 Bus Shoulder Old Bridge to Lakewood





US Route 9 Peak Shoulder Bus Lane

Hours: 5-9 AM & 4-8 PM

Converts shoulder in to a 3.3 mile bus lane

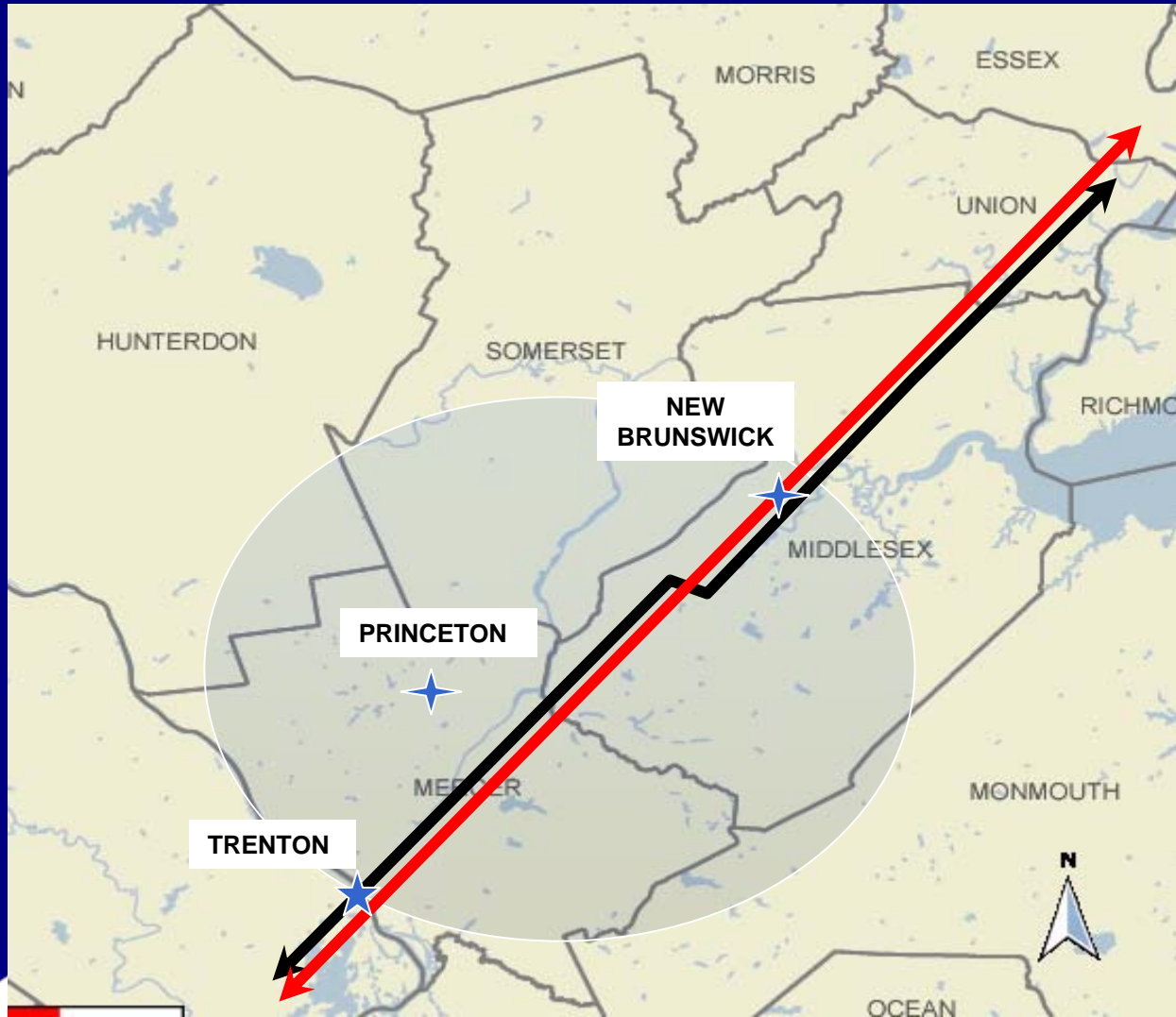


Route 9 Bus Shoulder Lane

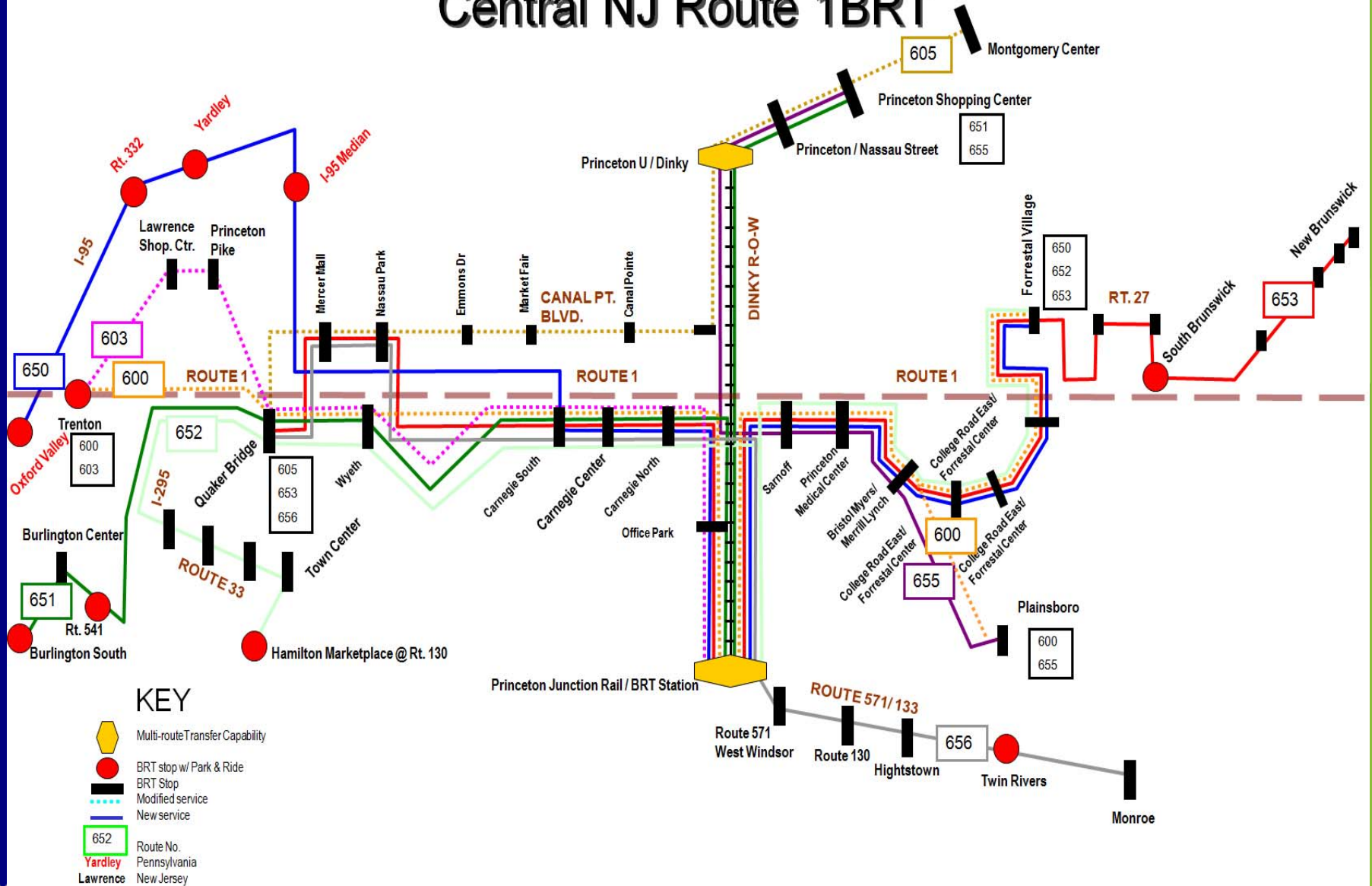
Benefits

- Old Bridge – Phase I (3 mile segment) is saving customer 4+ minutes
- Improved service reliability.
- Relatively low cost to improve existing shoulders.
- Much of current pavement on shoulders is suitable for buses
Only 10% - 11% pavement must be rebuilt due to substandard width or depth.
Estimated construction cost – Phases 2 & 3: \$6 million
- Used by both public and private transit providers
- Improves image of transit

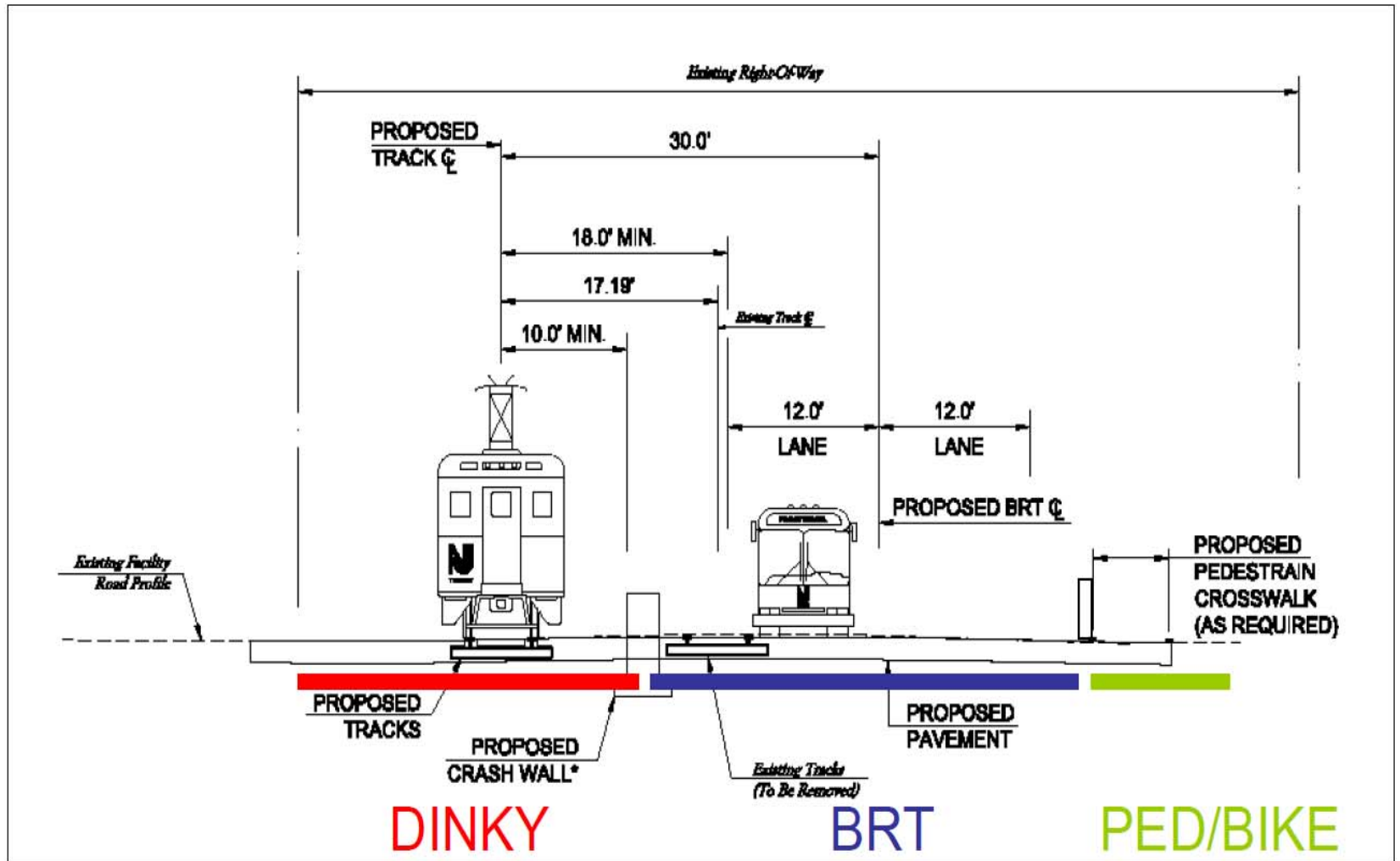
Central NJ – Route 1 BRT



Central NJ Route 1BRT



What might the Dinky Transitway look like?



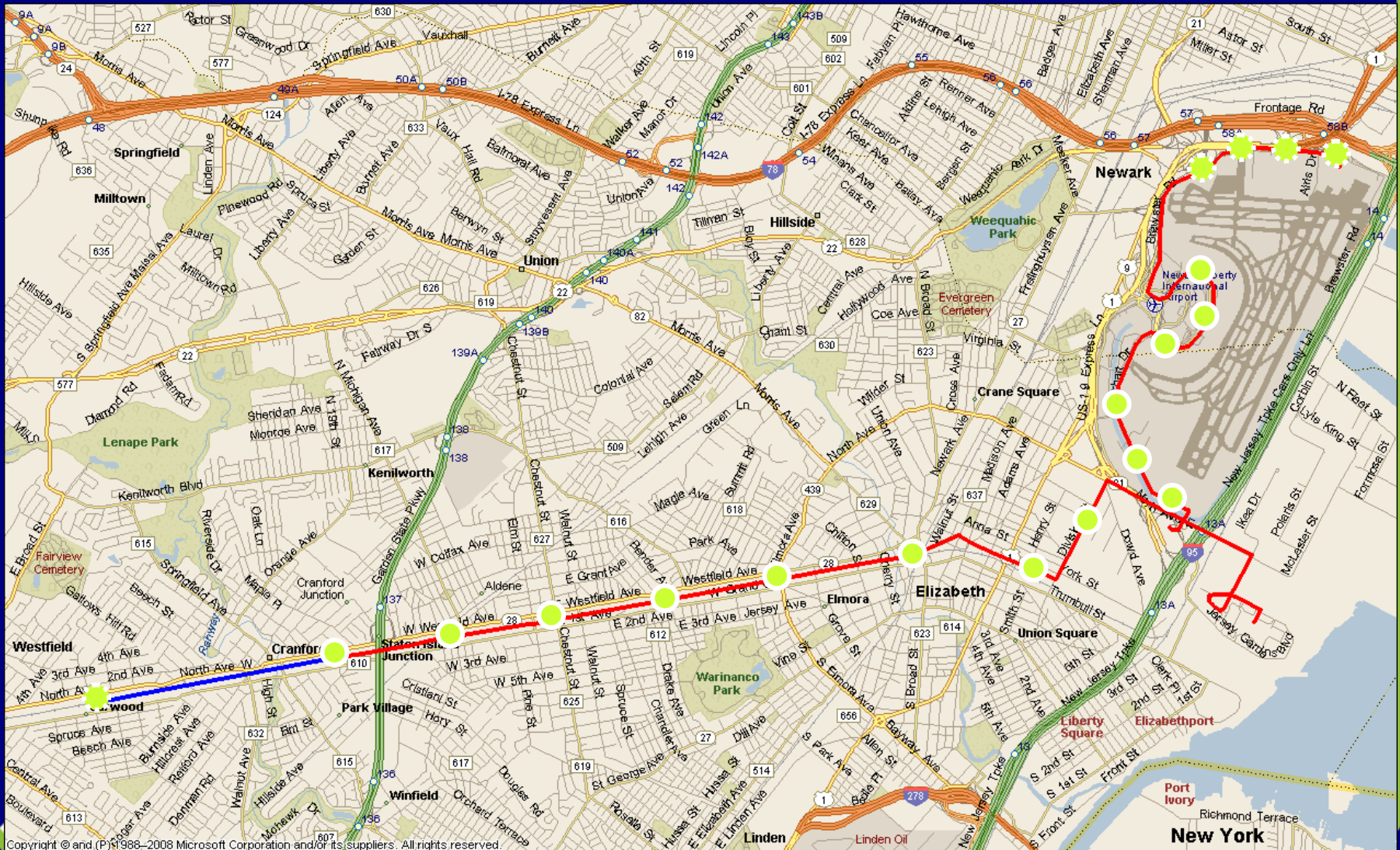
Central Jersey - Route One BRT

Potential BRT System Features:

- Low floor, efficient, low emissions buses
- Unique shelters, signs and buses that communicate BRT brand
- Well marked, convenient sidewalks connecting stations to adjacent uses
- Bike access and parking at stations
- Park-ride stations
- Off-vehicle fare collection and ticket sales, with proof of payment fare collection
- Real time service information (“next bus”)
- Selected priority treatments: bus lanes, dedicated bus roadway segments, signal pre-emption, queue jumps, etc.



Union County - GO Busway Express Cranford – Newark Liberty Int. Airport/ Jersey Gardens



Union County Sustainability Corridor BRT Greenway



Union County Sustainable Corridor Study



Union County Sustainability Corridor

BRT Greenway

Elizabeth Station Area Concept
Downtown Elizabeth Redevelopment

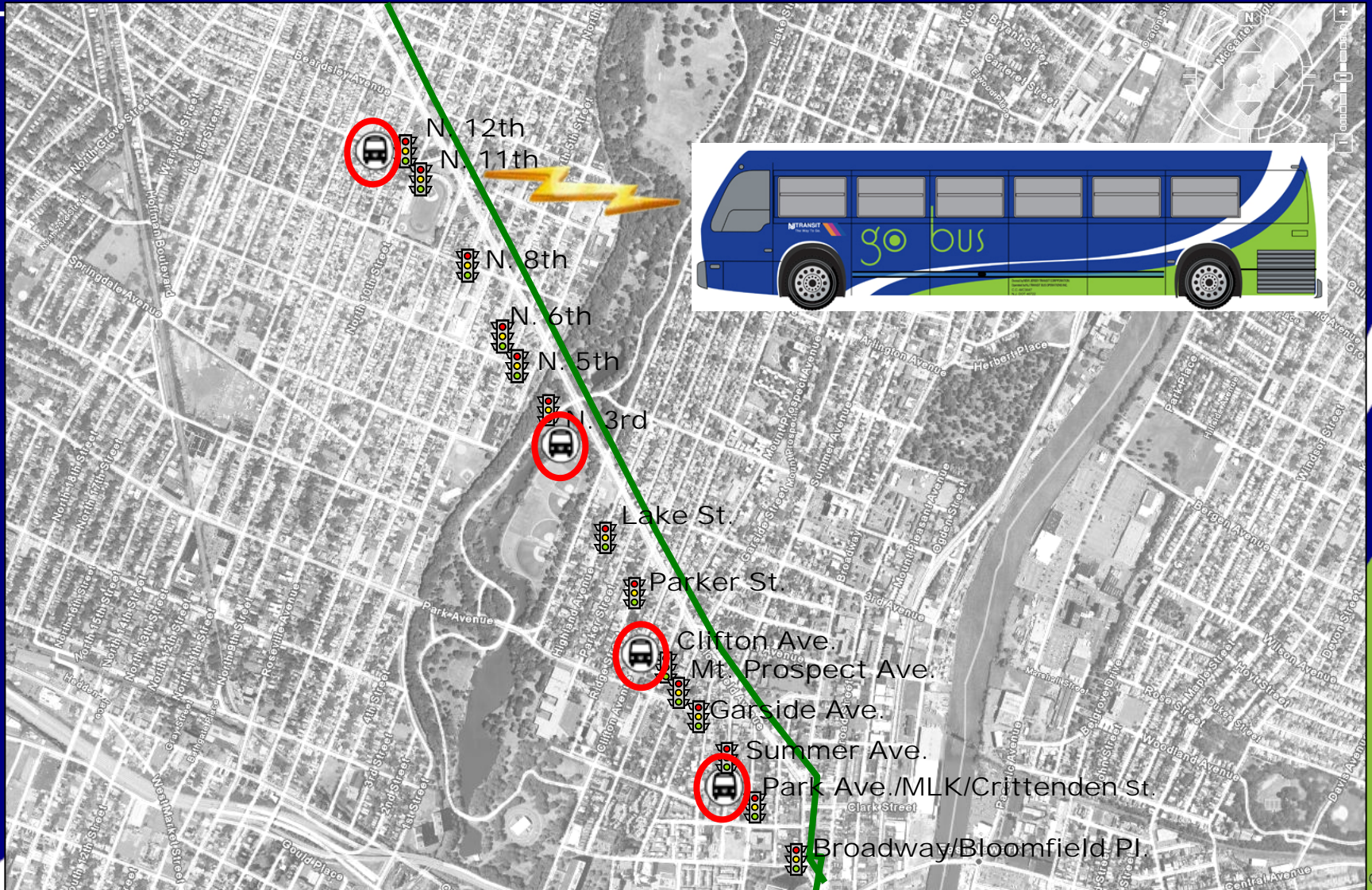
URS Corporation

NJTRANSIT
The Way To Go

NJTRANSIT
The Way To Go.



Transit Signal Priority (TSP) on Bloomfield Avenue



Signal Priority - Project Costs

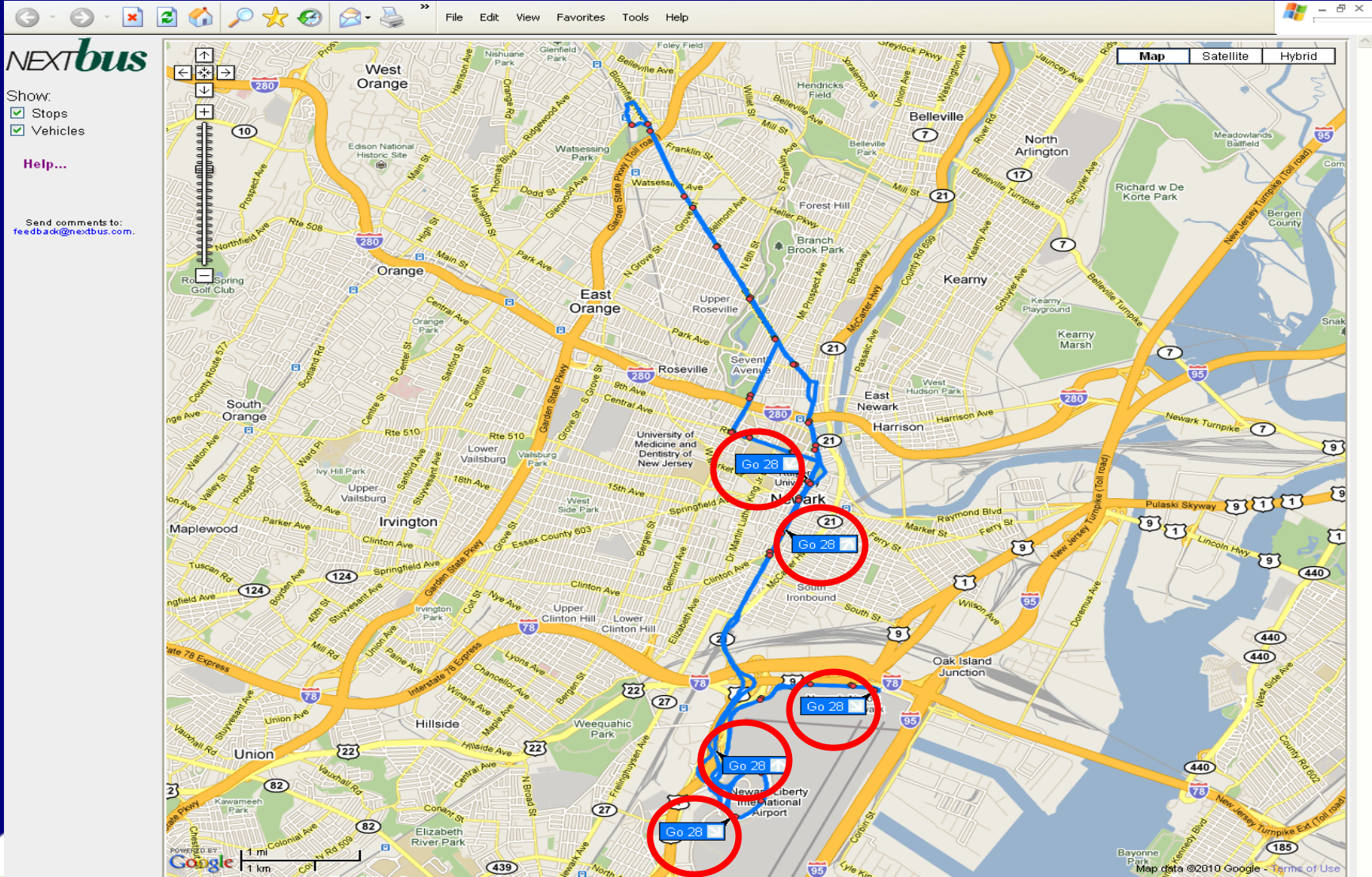
- **Bus Transponders**
 - Cost (per vehicle): \$5,000
 - 15 buses: \$75,000
- **Intersection Upgrades**
 - Cost per intersection: \$75,000
equipment, labor, engineering, retrofit
 - 14 intersections: \$1,050,000

Bloomfield Avenue – NEXT BUS Demo

- "Next Bus In XX Minutes" provides real-time electronic passenger information of arrival time at key stops



NJT - NEXT BUS - In Action



Off Board Fare Collection – Speeds Boarding



Low Floor – High Capacity Buses



Things to remember...

- Listen to what the experts are telling you
- Take a good look at your operating practices and those of others
- Try a few OLD and NEW things
- Incremental steps builds success
- Always - refine and try again
- Enjoy the success!

Contact Information

Jim Gilligan, Director Bus Service Planning

NJ TRANSIT

1 Penn Plaza East, Newark, NJ 07105

jgilligan@njtransit.com

973.491.7763