



DRAFT

DRAFT FOR ADVISORY GROUP DISCUSSION AND ADOPTION

Vision and Guiding Principles for the Duke Street *in Motion* Alternatives Analysis

Project Vision

Improve the bus riding experience for current and potential riders

Using the bus to travel along Duke Street will be an efficient and desirable travel option. With enhancements to the corridor, Duke Street will become a vibrant community connector for people riding the bus, walking, driving, or biking.

Through improvements to the overall transportation system, but specifically to the transit infrastructure and operations, choosing to ride the bus becomes a **more efficient** and **desirable option** for Duke Street travelers, maintaining and enhancing Duke Street's role as a vibrant community connector for residents and businesses. All travelers benefit from an improved bus system, which also supports more connectivity and efficiency for other travel modes along the corridor.

Guiding Principles

To achieve our Vision, we must consider the following Guiding Principles in the development of capital investments and operational alternatives for the corridor:

(Note: The Guiding Principles and related Objectives will be tied to measurable characteristics of the design alternatives.)

Convenient: Make bus travel more predictable, frequent, and comfortable.

- *Objectives:*
 - *Increased bus frequency.*
 - *Presence of real-time arrival information at bus stations.*
 - *Improved transit reliability*
 - *Improved boarding/alighting and onboard experience.*
 - *Improved ease-of-use and understanding of bus system/service.*
 - *Improved bus station shelters and amenities.*

Efficient: Improve mobility for all Duke Street travelers.

- *Objectives:*
 - *Improved bus travel times and efficiency.*
 - *Improved bicycle and pedestrian access to bus stations.*
 - *Improved first and last mile travel options with additional shared mobility devices.*
 - *Improved digital convenience for fare collection and service information/updates.*
 - *Limited or no negative travel time impacts to non-transit vehicles.*

DSIM Vision Statement & Goals - DRAFT

- *Improved signal operations for transit vehicles and general traffic on the Duke Street corridor.*

Equitable: Use enhanced bus transit to support equitable access for a diversity of people and places.

- *Objectives:*
 - *Bus stations located near to high ridership/high need communities.*
 - *Improved station and bus vehicle amenities that respond to community needs, including improved wi-fi service on buses.*
 - *Improved ADA access to stations and crosswalks.*
 - *More or improved sidewalks that serve the corridor and connect to stations.*
 - *More or improved bike lanes or trails.*
 - *Improved access to businesses and services that frequently serve transit dependent residents.*

Safe: Ensure safety and accessibility for those connecting to and riding the bus, as well as other travelers.

- *Objectives:*
 - *Additional pedestrian and bicycle crossing locations and improved crosswalk timings.*
 - *Improved corridor and intersection safety.*
 - *Reduced person-vehicle interaction/conflict locations (e.g., driveways, uncontrolled access).*
 - *Limited or no increase in cut-through traffic in neighborhoods.*
 - *Increased visibility of passengers at bus stations.*

Vibrant: Create and enhance thriving and future corridor destinations that improve resident quality of life and boost the local economy.

- *Objectives:*
 - *Siting of bus stations within walking distance to area attractions/services, as well as future development areas.*
 - *Improved access to jobs.*
 - *Improved access to retail and recreation.*
 - *Improved station amenities.*
 - *Improved Duke Street streetscapes.*
 - *Coordinated planning efforts with land use to complement transit-oriented development.*

Sustainable: Contribute positively to the environment, now and in the future.

- *Objectives:*
 - *Reduced vehicle emissions (including those related to the bus transit vehicle while traveling and idling).*
 - *Improved (or no negative impacts to) stormwater management.*
 - *Increased tree canopy volume.*