

NEW BUS BCG

Burlington-Camden-Gloucester Bus Network Redesign

Public Meeting

Spring 2022



Agenda

Review	Goals and Project Progress
Review	Existing Conditions and BCG Survey Key Findings
Discuss	Tradeoffs in Network Redesign Efforts
Obtain	Your Input on Different Design Tradeoffs



Project Goals



Redesign bus network in the three-county region to better align with customer needs and create a positive end-to-end experience



Ensure inclusive and equitable mobility, connecting individuals and communities to key destinations

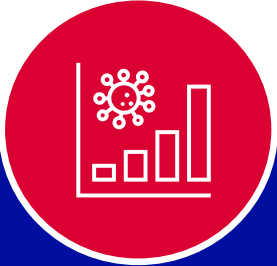


Enhance the customer experience to attract and retain current, former, and future riders

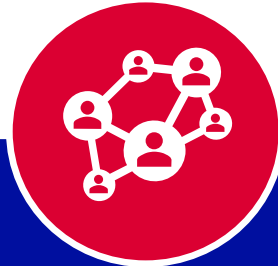


Grow intrastate bus service ridership within study area

Why Now?



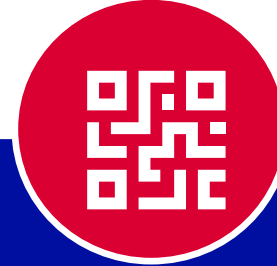
**COVID-19
Has
Accelerated
Change in
Travel Patterns**



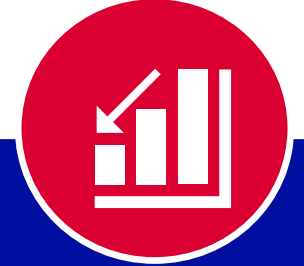
**Network Has
Been
Unchanged for
Decades**



**New Travel
Patterns and
Developments
in the Study
Area**



**NJT2030
Strategic Plan
Called for a
Redesign**



**Ridership
growth has
been limited,
even prior to
the Pandemic**

Key Milestones

**DATA
COLLECTION AND
ANALYSIS**



Fall 2021

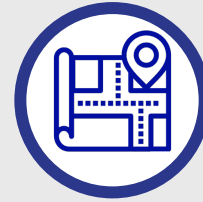
**GOAL SETTING
AND SERVICE
STRATEGIES**



Winter/Spring 2022

WE ARE HERE

**DRAFT SERVICE
RECOMMENDATIONS**



Spring/Summer 2022

**FINAL SERVICE
RECOMMENDATIONS**



Fall/Winter 2022



ON-GOING STAKEHOLDER & PUBLIC INVOLVEMENT

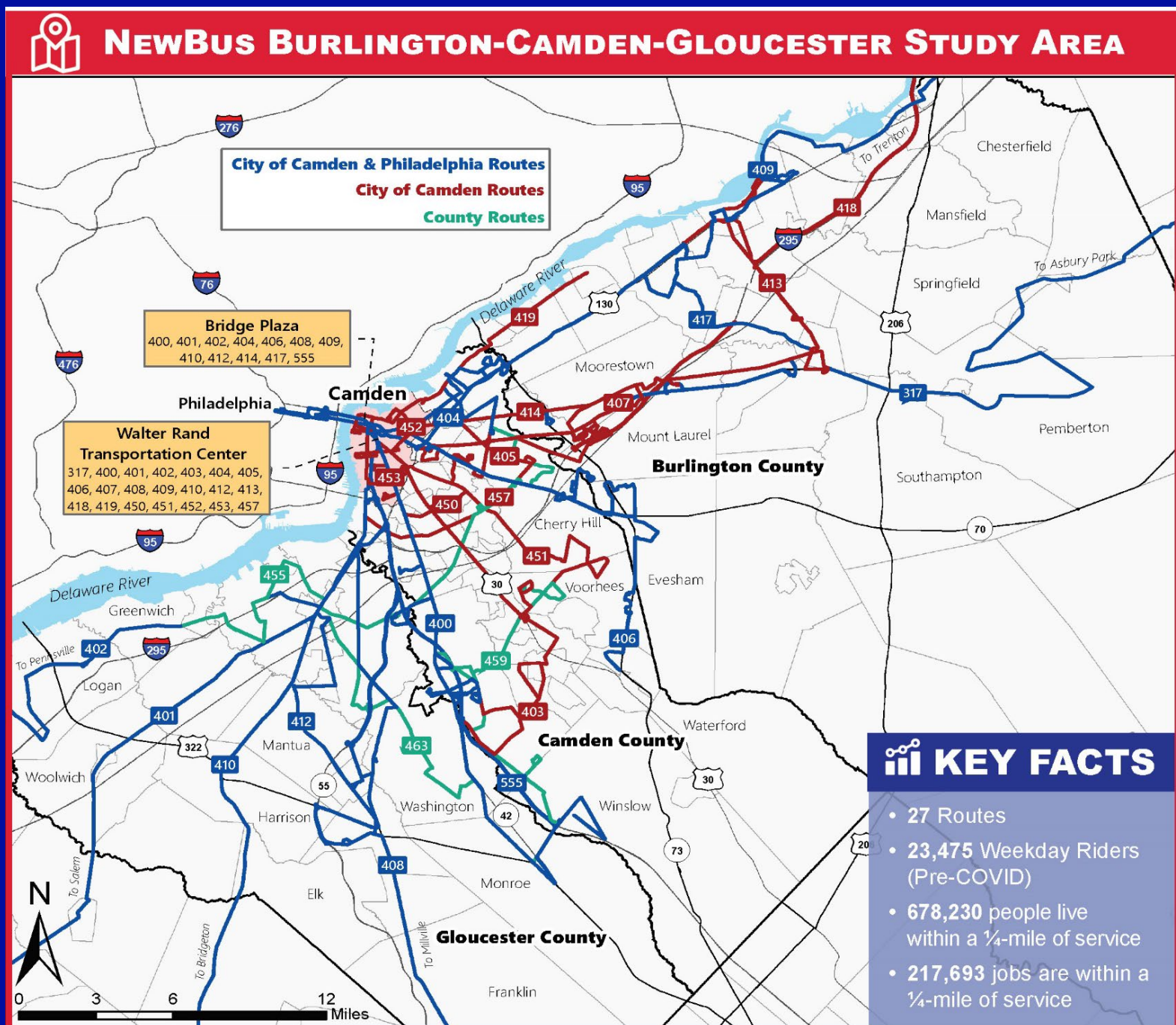
What Will This Study Address?

- ✓ Where routes go
- ✓ When routes operate
- ✓ How often routes operate



Service Area Overview

- NJ TRANSIT provides bus service to the entire state of New Jersey
- This project focuses on 27 routes that operate within Burlington, Camden, and Gloucester counties in Southern New Jersey



Existing Conditions



**Built
Environment**



**Who Uses
Transit**



**How Service
Performs**

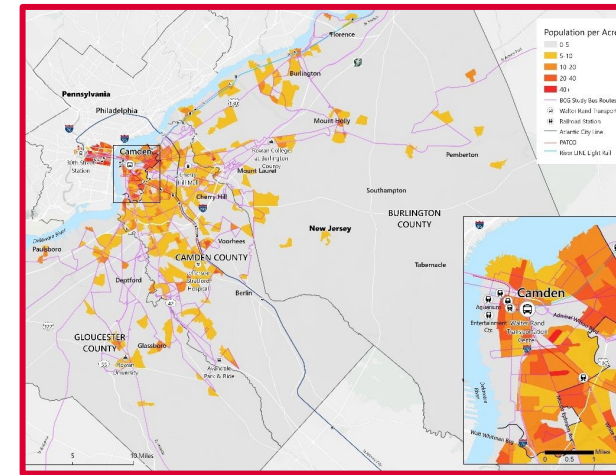


The Built Environment

- Development patterns and urban design affect transit's ability to be a viable transportation mode

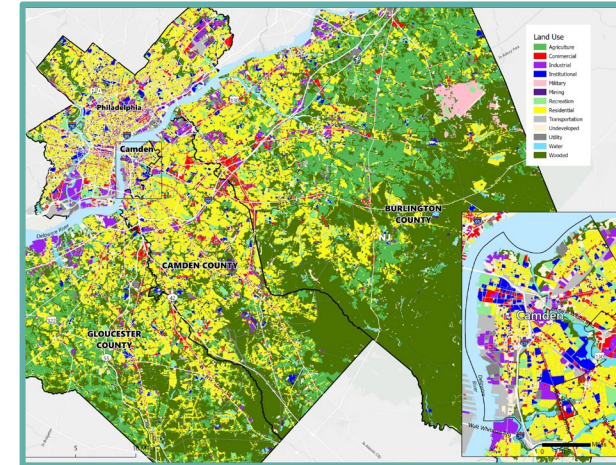
Density

Population is most concentrated in the City of Camden, with pockets of density throughout the region



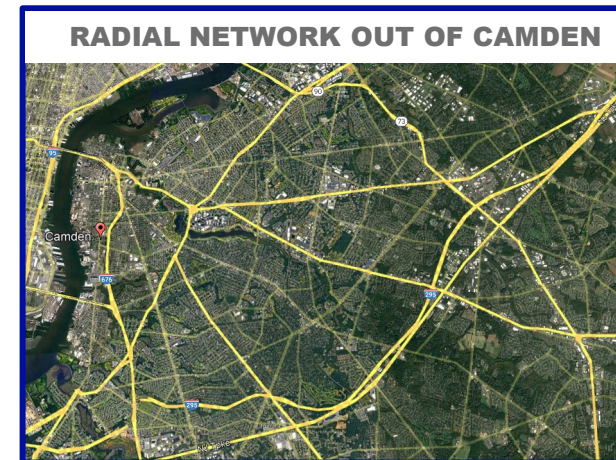
Destinations

Land use varies throughout the area, with most mixed use occurring along major corridors



Design

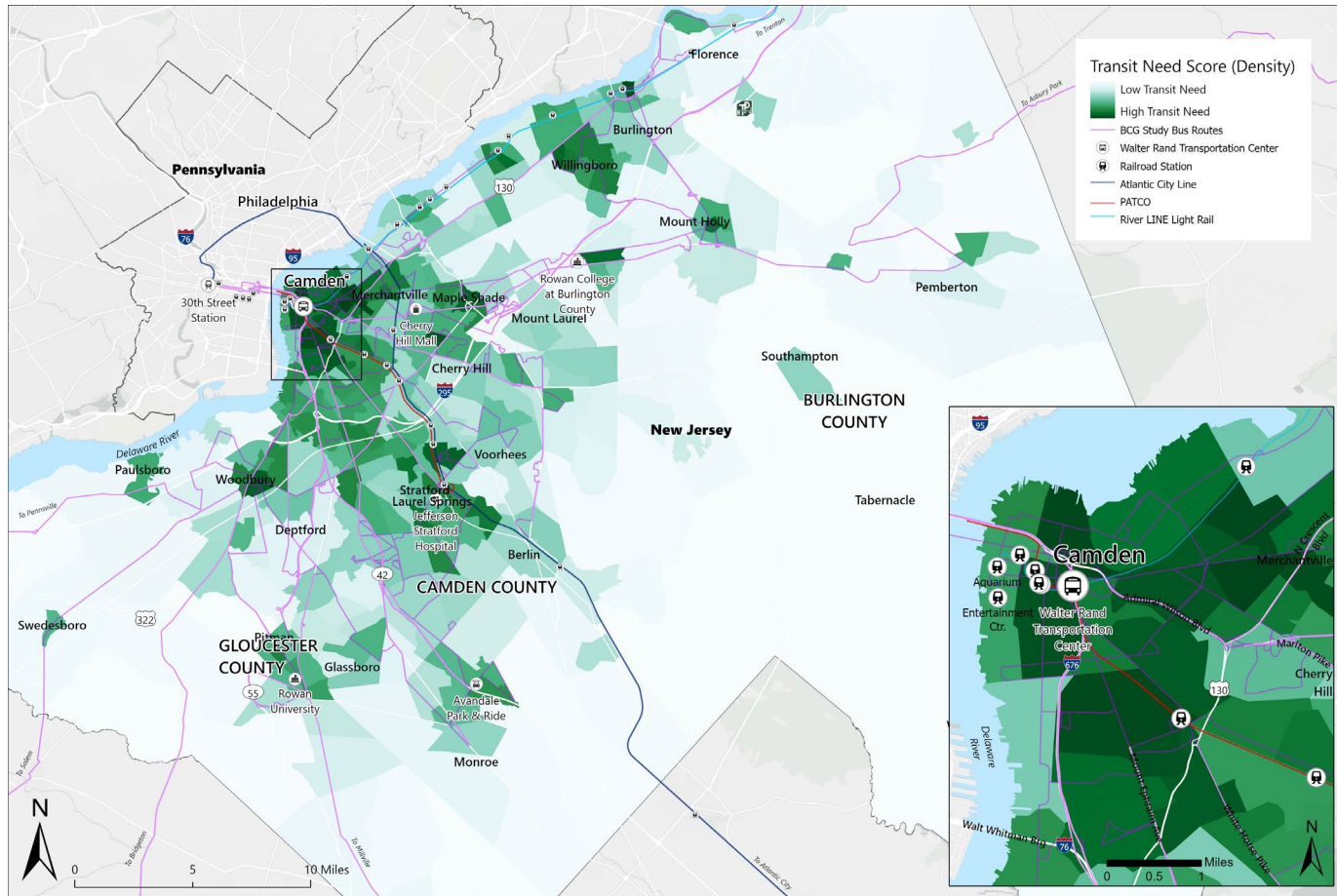
The street network is radial, and the road design is car-centric





Who Rides Transit

- Regional and rider demographics help identify areas with higher need for transit



Existing Customers

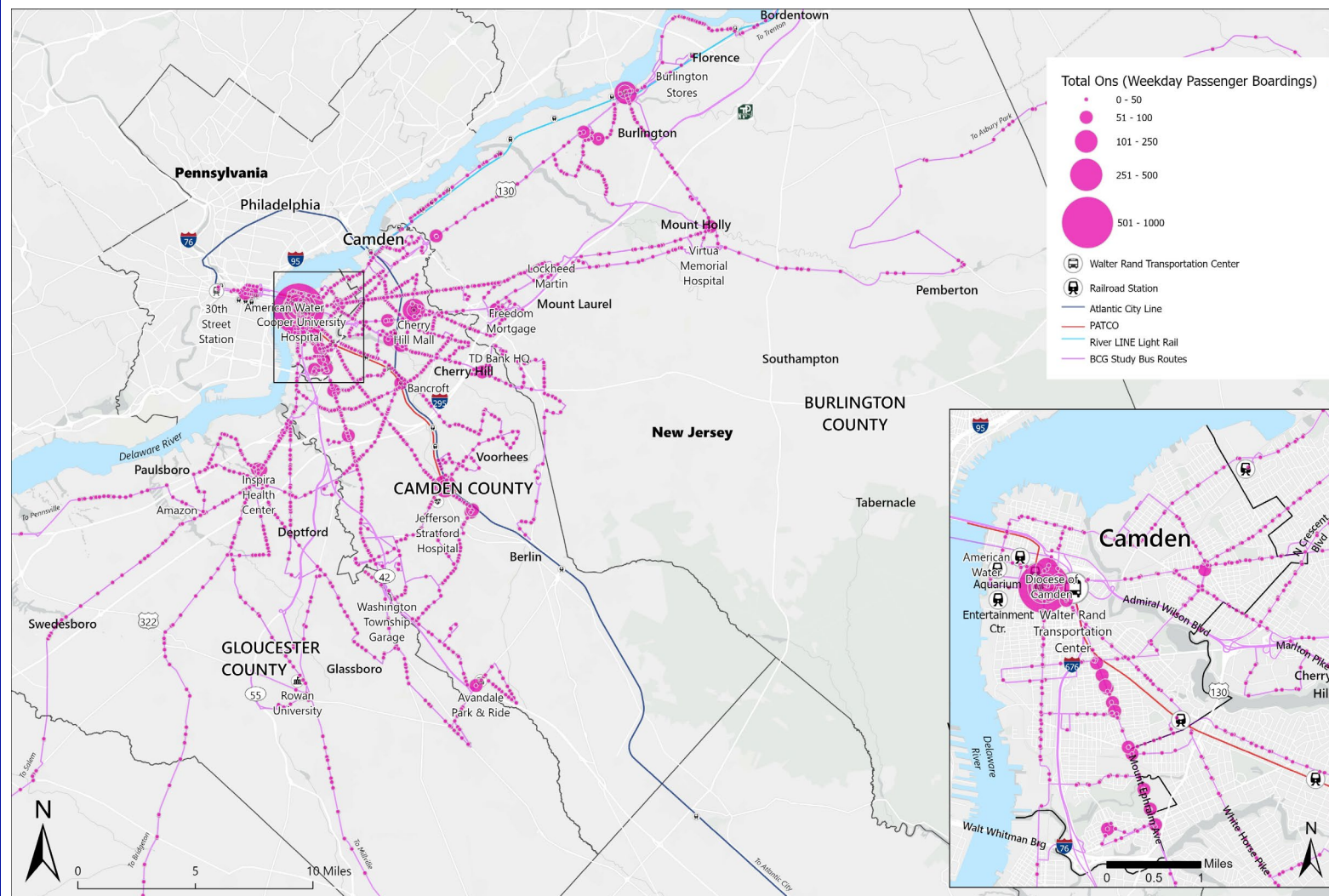
- **77%** walk to access transit
- Over **75%** have household income under \$50,000
- **78%** of riders use the bus 4+ times/week
- **44%** of riders have no access to a vehicle



How Service Performs

- The highest ridership is concentrated in the City of Camden and its immediate surroundings
- There are some pockets of higher ridership scattered across the rest of the bus network
- 6 NJ TRANSIT bus routes account for nearly 50% of all ridership

Bus Ridership Concentrations





Key Takeaways



Opportunities to improve all-day service, including off-peak periods



Top 6 routes account for nearly 50% of ridership



Typical customer is economically disadvantaged, rides frequently, and primarily uses system for work travel



Intercounty bus connectivity challenged due to radial roadway network

Group Poll

What service improvement do you think is most important for improving BCG routes?

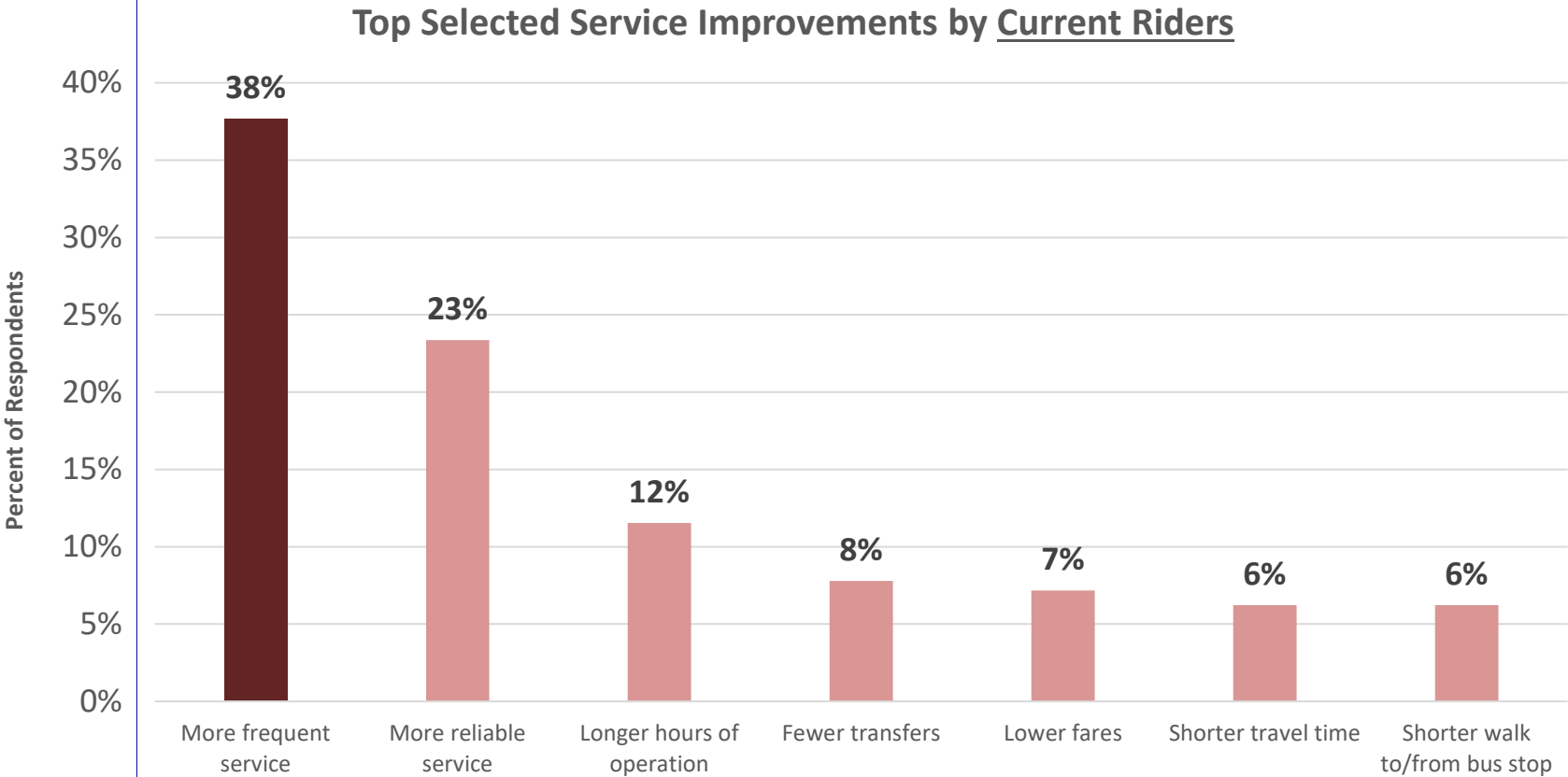
- a) More frequent service
- b) More reliable service (on-time)
- c) Later hours of operation
- d) Shorter travel times
- e) Shorter walks to bus stops
- f) Fewer transfer connections
- g) Other





How did Riders Feel in 2021?

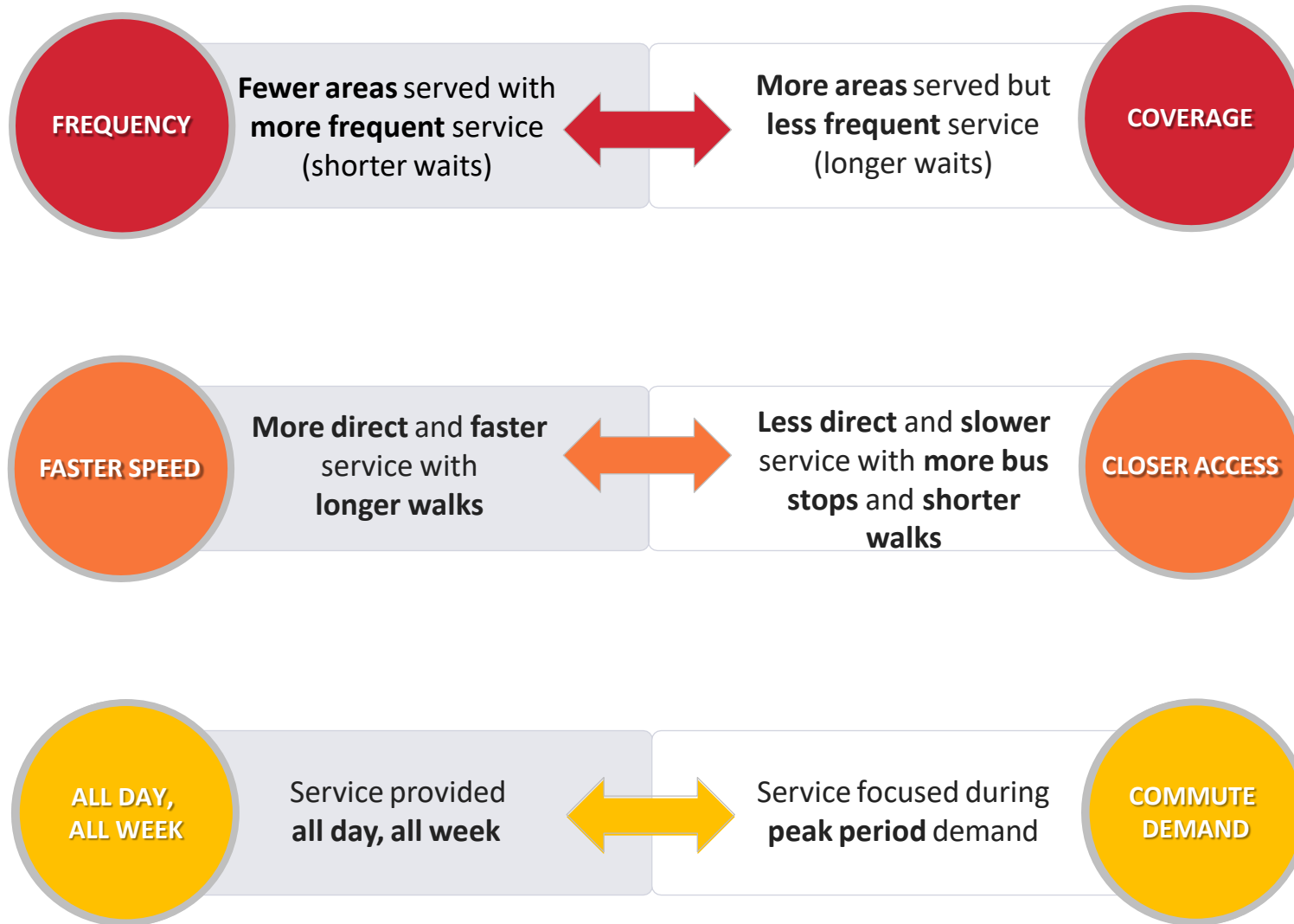
- In the Fall 2021 NJ TRANSIT surveyed existing and non-riders in the BCG counties
- Frequency is a top issue for current and former riders



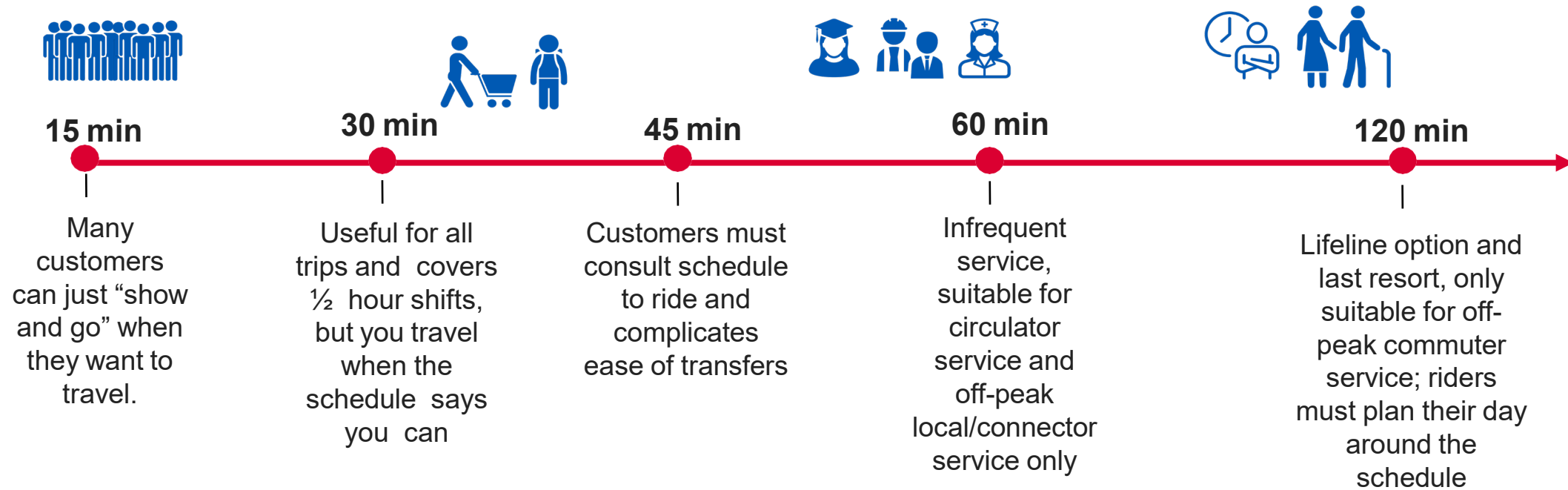
In addition, 44% of **riders who no longer take the bus** said more frequent service is the top issue with the network



Service Design Tradeoffs

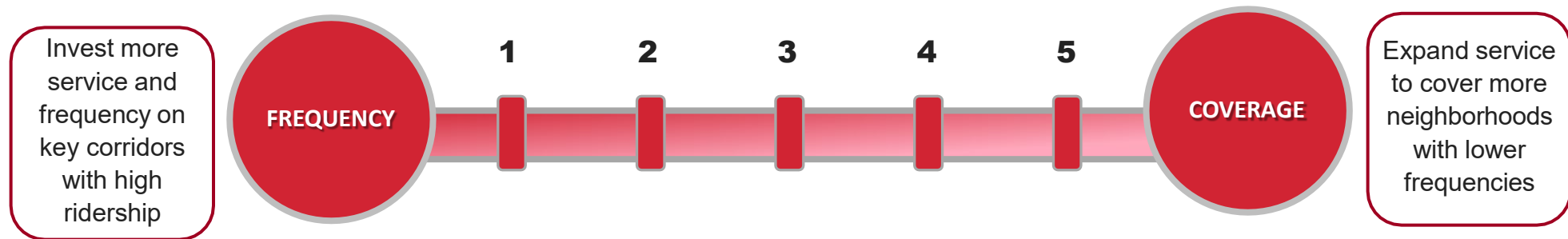


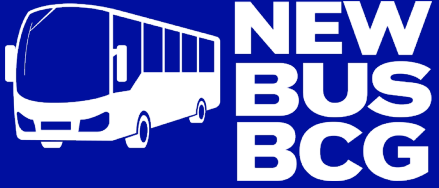
Why is Frequency Important?



Group Poll

Please rank on a scale of 1 to 5 where you stand on the trade-off: frequency vs. coverage.





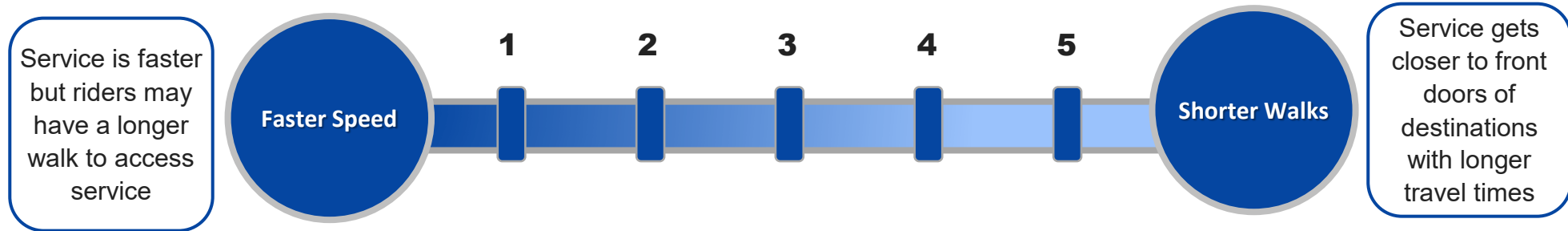
Speed vs. Access

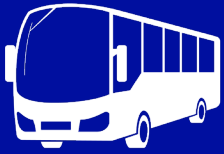
- Prioritizing access – stops close together and off-corridor deviations shorten walks for riders but slow down the trip for riders on the bus
- Prioritizing speed with fewer deviations means a few riders have longer walks to stops but every rider has a faster trip on the bus



Group Poll

Please rank on a scale of 1 to 5 whether NJ TRANSIT should focus on faster, more direct service or shorter walks.



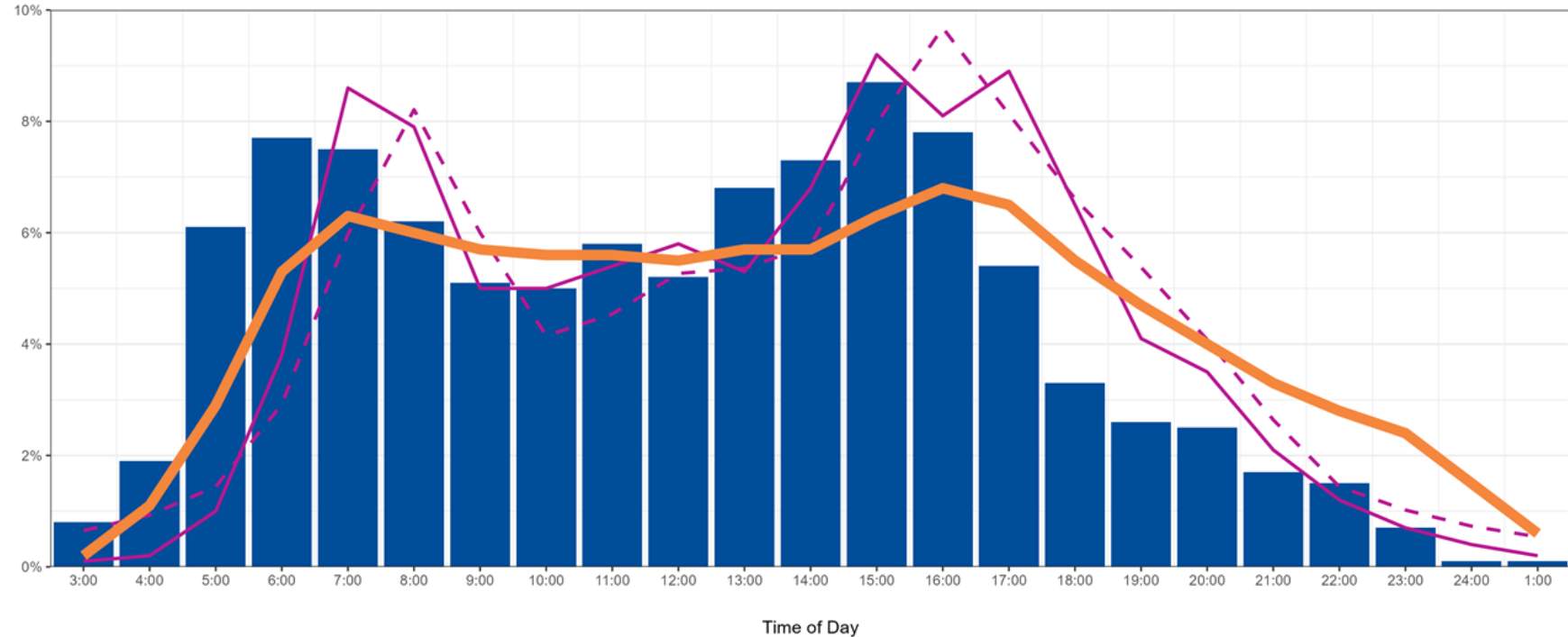


**NEW
BUS
BCG**

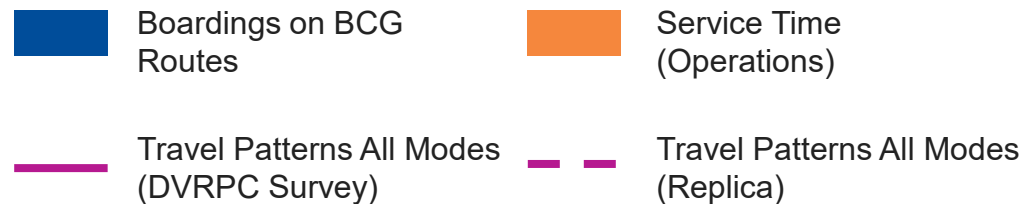
Allocation by Time of Day

- Transit service (and ridership) is concentrated during morning and afternoon “peak” commute times
- General public travel is more evenly spread out across the day
- Should transit service be increased at other times of day to make transit more attractive for non-work purposes?

General Travel Trends vs Transit Service Operations and Ridership

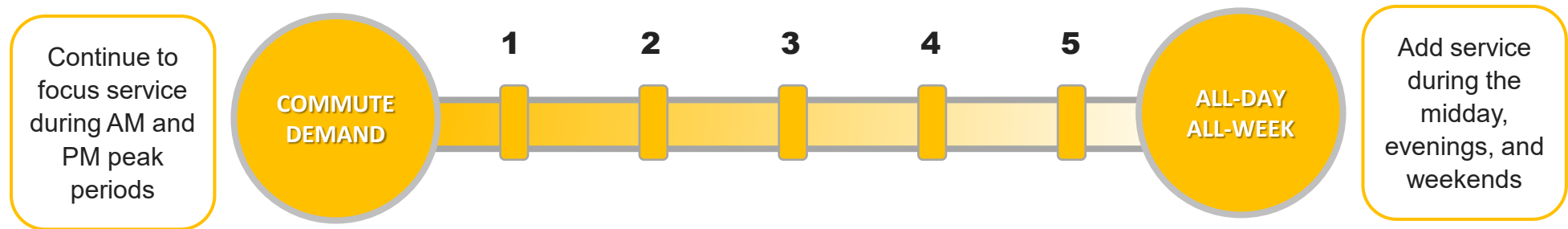


Boardings from APC/AVL Data (Fall 2019), Service Time from GTFS (Fall 2019), Replica Data (Fall 2019), Travel Survey (2012)



Group Poll

Please rate on a scale of 1 to 5 what times of day you think NJ TRANSIT should invest in transit service.



Recap



BCG Network Redesign Goals



Customer Experience:

- 1) Improve reliability and on-time performance (OTP)
- 2) Ensure buses and stations are clean and safe



Service Design:

- 1) Concentrate on improving routes with highest ridership
- 2) Streamline network to improve frequency in certain areas
- 3) Provide for well-timed connections



Network design:

- 1) Improve access to underserved areas
- 2) Eliminate unproductive deviations
- 3) Identify hubs outside of the city of Camden



Next Steps

1

Visit the project website and submit feedback

2

Help us spread the word! Please distribute information on *NewBus BCG*

3

Attend a pop-up event to be held this summer

4

Attend the 2nd public meeting this fall to review the draft plan

Visit the project website at:

<https://www.njtransit.com/newbus-bcg>

Feedback can also be submitted via email to

NewBus@njtransit.com



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Thank You!

www.njtransit.com/newbus-bcg

