

# What If We Start Over? Rethinking a Transit Network

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**2012 MULTIMODAL OPERATIONS  
PLANNING WORKSHOP**



# The Challenge

Question from the Greensboro  
Transit Authority Board:

*"If we started up a new transit  
system today, what would it  
look like?"*



# Background

GTA serves the City of  
Greensboro, NC (270,000)

Fixed-route ridership:

FY 2010: 4.0 million

FY 2011: 4.4 million



# Location





# Radial Transit Network

- + Cost-efficient route structure
- + Central transfer point
- Need to travel downtown
- Network stretched as far as it can go



# Blank Slate Approach - Goals

Re-think bus routes without regard to today's routes

Improve direct access to major destinations outside CBD

Reduce the need to travel downtown and transfer

Streamline routes along major corridors





# Blank Slate Approach - Process

Core design team (GTA/consultants)

2-day brainstorming session over  
City map w no constraints

Decide where routes are needed

Field-test new ideas (end Day 1)

Revise





# Ideal network

13 routes at Depot (15-4+2)

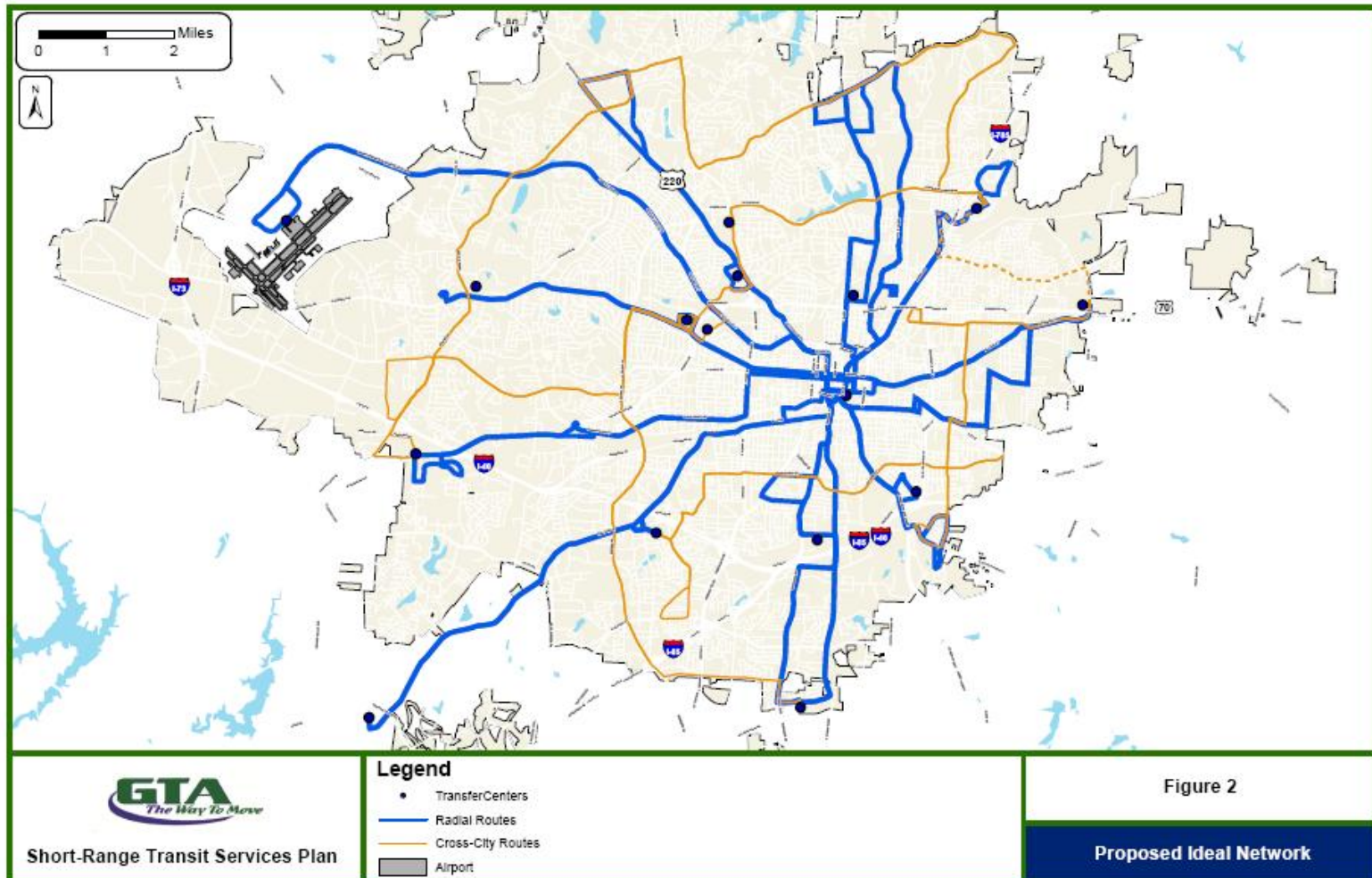
8 new cross-city routes (gold)

Streamlining on major corridors

No connector routes



# Proposed Ideal Network



# Ideal network - Cost

# buses as proxy for cost

Currently: 33

Proposed: 50 at 30'

39 at 60'

Too expensive



# Phase 1 Network

Fewer cross-city routes

Less streamlining

Within the budget envelope



# Proposed Phase I Network



Short-Range Transit Services Plan

### Legend

- Transfer Centers
- Radial Routes
- Cross-City Routes
- ▭ Airport

Figure 3

Proposed Phase I Network

Date: 11/2010



# Impacts

Impact	Ideal	Phase 1
Change in population within ¼ mile of transit	+15,937 (14%)	+4,045 (4%)
Change in population within ½ mile of transit	+26,013 (17%)	+12,216 (8%)
Riders gaining direct access to major retail	1,736 (13%)	2,125 (16%)
Riders gaining direct access to downtown	828 (6%)	828 (6%)
Riders with a walk to transit over ¼ mile After minor revisions	514 (4%) 335 (2%)	233 (2%)
Riders losing direct access to downtown	1,160 (8%)	1,160 (8%)



# Benefits of Blank Slate Network

Better match to travel patterns

Hub and spoke network more logical

Designed around major destinations

Makes sense to stakeholders

More flexible/able to grow in future





# Disadvantages of Blank Slate Network

Longer walk for over 200 riders

No public outreach in early stages =  
plan is being “forced” on us

Those inconvenienced are the loudest

Some with other agendas

Confusion over fare increase proposal



# The Takeaway

Makes sense to stakeholders

Surprise that radial networks are  
least expensive

Avoid “us vs. them” w early outreach

Change introduces real uncertainty to  
riders



# Worthwhile or Meaningless Theoretical Exercise?

Board tabled proposal

Major upheavals to commute patterns

Radical change more acceptable with  
introduction of new mode

Likely to be revisited

Basis for MPO's future transit network

