

Rapid Ride

Albuquerque's Rapid Ride

Presentation

Louisiana Transportation
Research Center

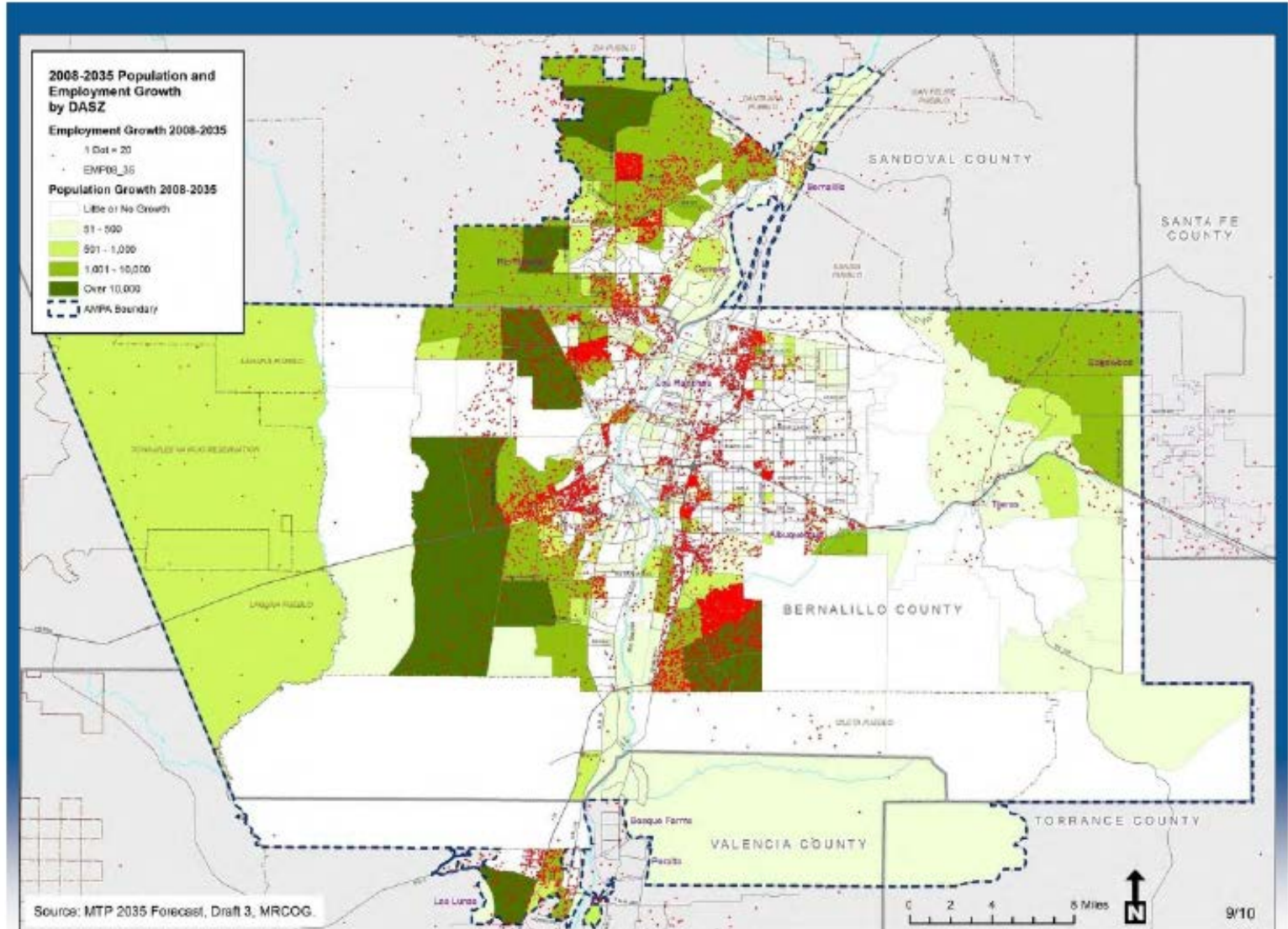
Congestion Management
Seminar

September 13, 2011



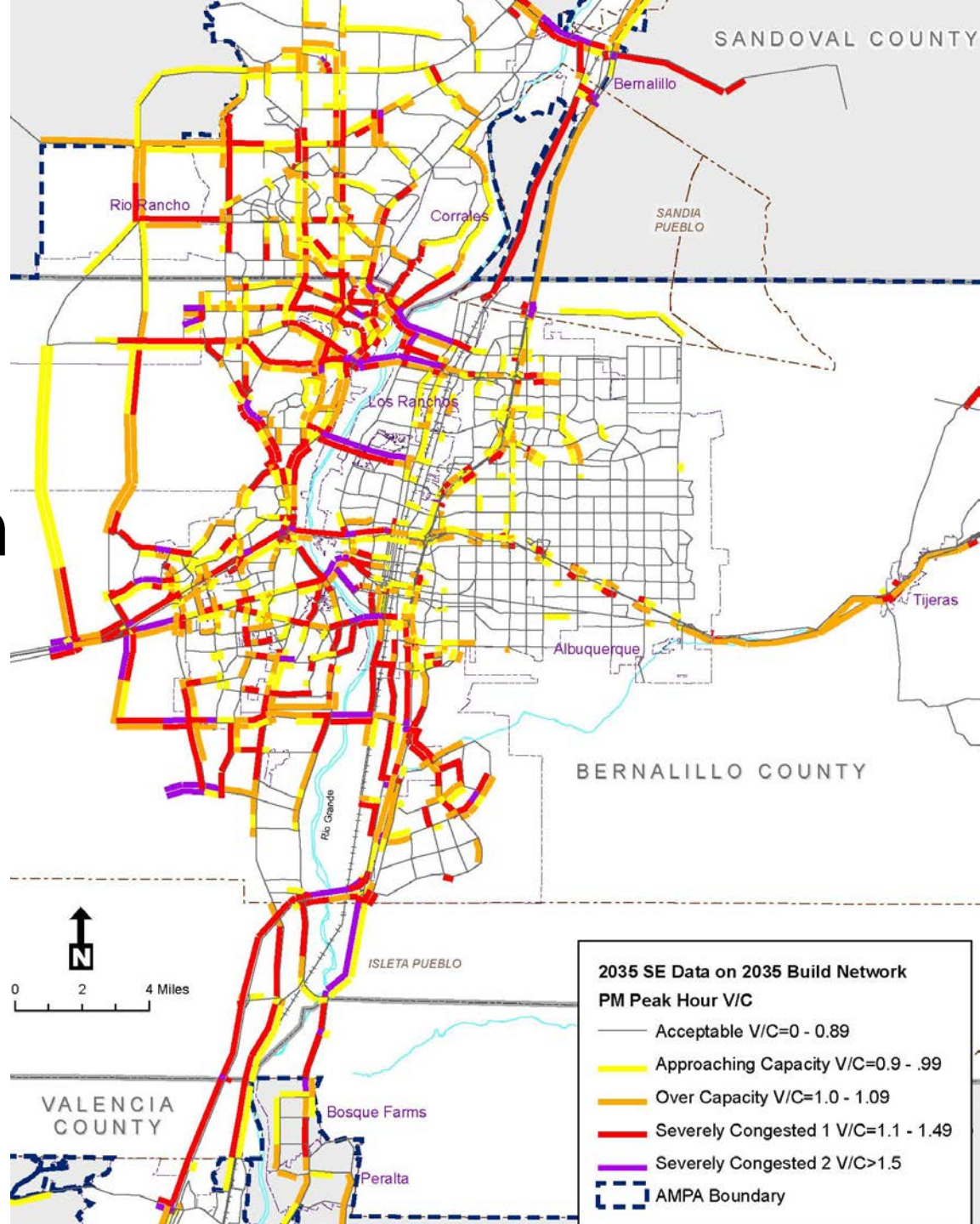
Rapid Ride

Transportation & Land Use Challenges!



Rapid Ride

Projected Congestion



Rapid Ride

History

History of interest in Rapid Transit

- High Capacity Corridor Study – mid-1990's
- Middle Rio Grande Connections in 2000
- Identified corridors with greatest potential for high capacity transit
- Central ranked highest
- Rapid Transit Project (RTP) evaluated light rail or bus rapid transit

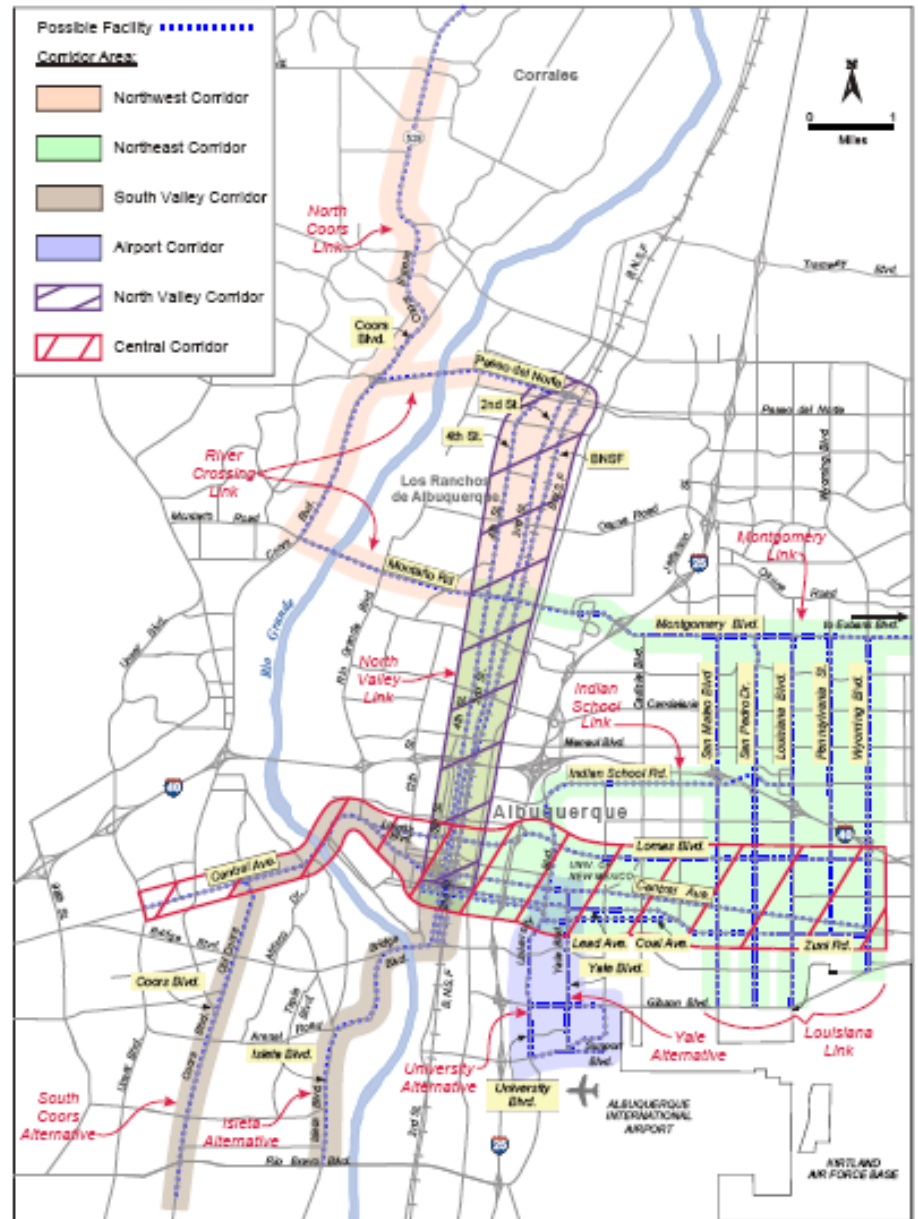


Figure 2: High Capacity Transit System From MRG Connections





Rapid Ride

Rapid Ride because...

- Provide enhanced transit service more quickly & inexpensively
- Increase ridership, partly by attracting new riders
- Demonstrate and grow market for rapid transit
- Based on models in other cities, e.g. L.A.
- Potential for expansion and upgrade

Rapid Ride

Characteristics

Fast

- very limited stops
- signal priority

Frequent & consistent

- about every 15 minutes all day

Visible

- distinctive, large vehicles with high capacity
- distinctive "stations" with real-time arrival signs

Serves major transit corridors

- Central/Louisiana
- Coors/Lomas

Overlay on existing service

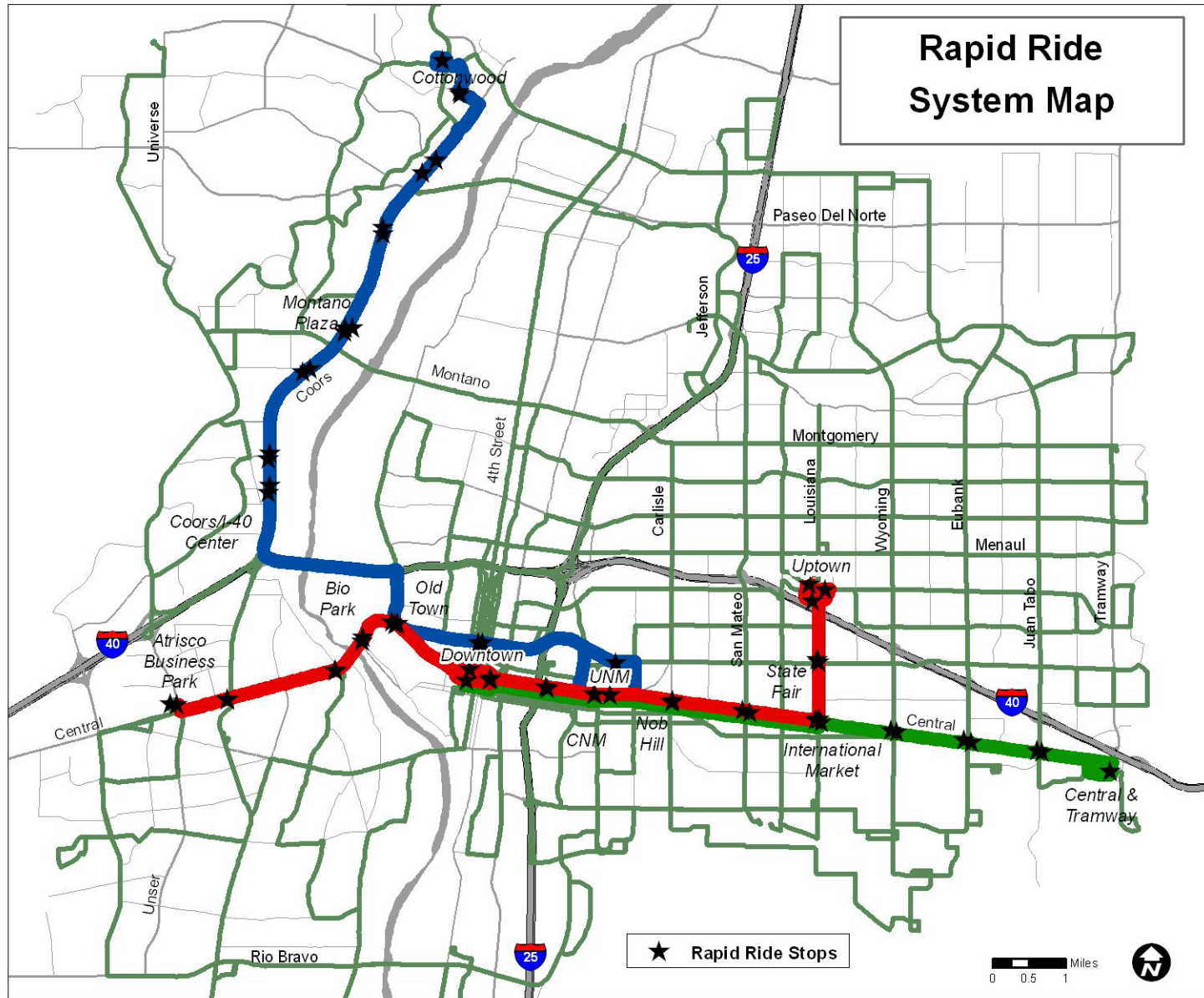
- addition to local bus service – different niches

Separate branding

- extensive marketing



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Ridership Success



- Central Avenue corridor
 - Twice its former ridership (>400,000 boardings per month)
 - Very productive
 - 50+ riders per hour
 - Close to 20% of all people movement in some portions of Central

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Ridership Success



- Blue Line – Coors corridor
 - 2 – 3 times former Coors ridership – 60,000 trips/mo
 - Capacity constraints – very directional
 - Very strong UNM / CNM ridership
 - Heavy park & ride dependence



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Other Aspects

- New ridership markets
 - Not unusual to see business people, students and medical staff
 - Survey in 2007 – Rapid Ride riders more likely:
 - Have access to a car & option of driving
 - Use a park & ride
 - Use the bus to commute to school or work
 - Choose Rapid Ride because it's faster, frequent, and runs all day.
 - System ridership has grown with Rapid Ride – 55% overall.



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Some reasons for success:

- Land use is key.
- Central corridor:
 - Some of highest densities in city
 - Two of largest, most transit-friendly activity centers in city – UNM/CNM and downtown
 - Diverse destinations
 - High 66 ridership, slow route
- Blue Line corridor very different:
 - Westside development makes park & rides important in near term
 - Still lots of vacant land – great potential!
- Multiple transit initiatives working together



The logo for Rapid Ride, featuring the words "Rapid Ride" in a stylized, red, cursive font with a white outline and a drop shadow effect. The logo is positioned in the upper left corner of the slide, partially overlapping a vertical decorative banner that has a blue and red gradient and a faint, circular seal in the background.

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Building on success - service

- Geographic expansion?
 - Frequent question from the public
 - Top candidates include San Mateo & Montgomery
 - Goal is to develop a robust network
 - Looking for the means...
- Upgrade the system?
 - Expanded signal priority and/or strategic queue-jumps
 - Off-vehicle fare payment (faster boarding)
 - Exclusive lanes



The logo for Rapid Ride is written in a stylized, red, cursive font with a white outline and a slight shadow effect. It is positioned in the upper left corner of the slide.

Rapid Ride

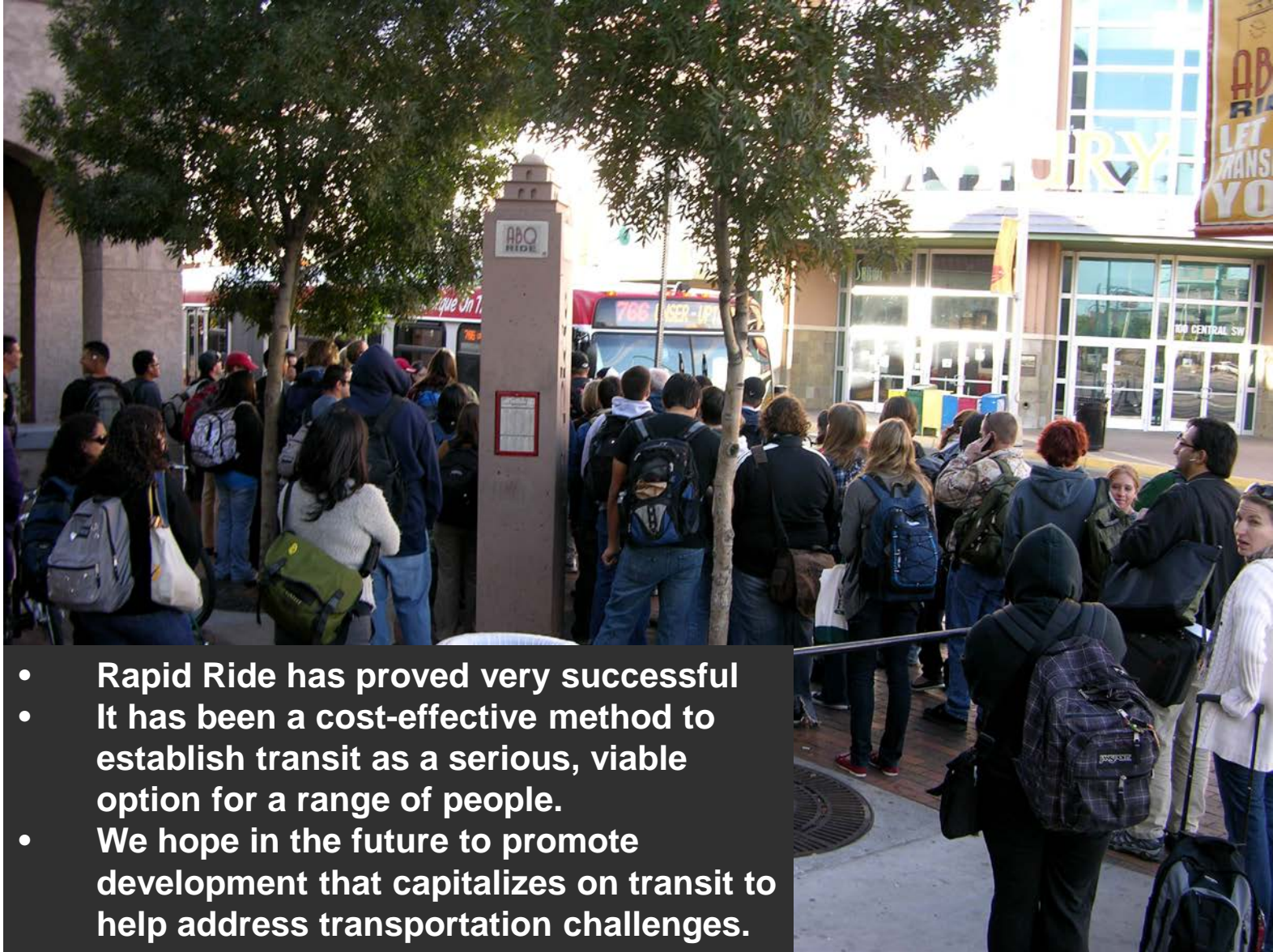
Building on success – land use

- Opportunity sites for redevelopment
- Efforts to promote transit-oriented development corridor-wide
- Region facing large growth forecasts as shown in MRCOG's maps



Rapid Ride

Summary



- Rapid Ride has proved very successful
- It has been a cost-effective method to establish transit as a serious, viable option for a range of people.
- We hope in the future to promote development that capitalizes on transit to help address transportation challenges.



For more information

Contact Bruce Rizzieri at:

brizzier@cabq.gov