

CHAPTER THREE: KEY PLAN OBJECTIVES AND STRATEGIES

Evaluation of existing conditions in the Study Area and consideration of the issues identified through the public input process suggest five primary opportunities to improve the productivity and effectiveness of transit service in the Study area:

- Strengthen the bus route network grid. Connect bus routes with trains at key Green Line stations.
- Improve service frequency. Given a choice, most people will choose more frequent service within reasonable walk distances.
- Enhance off-peak service. Increasingly, people need to travel outside the traditional rush-hour commute periods.
- Improve bus-to-bus connectivity. Improve connections to other Study Area bus routes.
- Improve bus service to major destinations. Major destinations were identified by public input forms.

These basic observations led to the following service design principles in the concept plan:

- Provide convenient and reliable bus and train connections at key Green Line stations.
- Generally improve the frequency of connecting bus service to every 20 minutes seven days a week, which is compatible with the Green Line's 10-minute frequency.
- Expand the hours of service for all bus routes that connect with the Green Line seven days a week.
- Reduce transit service redundancy between bus and LRT in the Central Corridor and shift resources from reduced bus service on University and I-94 to improve connecting bus service.
- Improve the transit connectivity among the many colleges and universities in the Study Area.
- Provide faster, more direct service to major destinations in the Study Area.
- Fill in the north-south cross-town bus route network.

Figure 7 illustrates how the Concept Plan is designed to satisfy these principles.

Figure 7 Service Change Summary

