BRT as Centerpiece of A Complete Street

Delivering on transit, walkability and community development

- Provides healthy transportation options
- Allows the economy to grow
- Protects and improves our environment
- Supports vibrant, walkable neighborhoods
- Improves safety and comfort

colfax corridor connections
Peer City Case Studies:
Economic Benefits of BRT
Denver’s Peers are Building Quality BRT

- Cleveland: HealthLine
- Seattle: Madison
- NYC: Fordham Road Select Bus Service
- Eugene: EmX
Cleveland: Euclid Avenue HealthLine

$5.8 BILLION IN NEW INVESTMENT
resulting from the EUCLID AVENUE STREETSCAPE and BRT Project

Sources:
- Graphic by Sasaki Architects
- Greater Cleveland Regional Transit Authority
Paving the way to economic development

The renaming of Euclid Avenue was primarily a transportation project—a $897 million federally funded effort to improve a major artery and to connect downtown Cleveland to University Circle using a bus rapid line. But the project also promised economic development, with the revived road acting as a canvas for construction.

That growth is happening. More than 830 million in projects have been in the planning stages, under construction or completed near Euclid during the past two years. That number might be higher, if not for timing: The corridor re-opened in October 2008, when the nation was at the height of a financial crisis. The recession, a lending crunch and a real estate crisis have stalled some projects and wiped out others. And a number of projects that have emerged or survived are driven by institutions or propped up by tax credits and other subsidies.

This map gives an overview of much of the development around the Euclid corridor.

Source and Full-Size Map: Cleveland Plain Dealer: Cleveland’s Euclid corridor project has paved the way to economic development
Seattle Madison BRT

- Serves several neighborhood retail districts
- Purpose is to deliver high-quality mobility to accommodate current and expected growth
Seattle: Retail Spending - Live/Work

- Seattle DOT and Downtown Seattle Association conducted a visitor and resident intercept survey in July 2017. Areas surveyed included major transit corridors with significant retail and visitor activities in and around downtown.

- Some key findings of the survey include:
  - **Residents** who regularly travel on transit spend 3.5 times that of people who drive alone.
  - **Residents** who use transit have the highest overall spending power (number of visits and $ spent per visit).
  - While visitors arriving using a *personal vehicle* spend more per visit, **transit users** have a higher overall spending power due to the fact that they visit more often.
NYC: Fordham Road Select Bus Service

- 24% increase in retail sales in first year post-implementation
- 71% increase in retail sales after three years, compared to only 38% in the surrounding neighborhoods

Source:
- NYC.gov: The Economic Benefits of Sustainable Streets
Eugene: EmX

- At least $100 million in investment along the corridor since implementation
- 10% job growth within 0.25 miles compared to -5% job growth citywide (includes 4% increase in retail jobs)

Sources:
- Bus Rapid Transit and Economic Development: Case Study of the Eugene-Springfield BRT System
- Bus Rapid Transit Projects Improve Transit Service and Can Contribute to Economic Development
More information at:

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