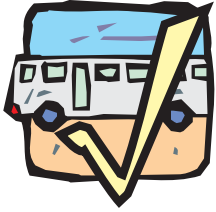


WHAT WILL IT TAKE?



WHAT WILL IT TAKE TO GET YOU TO USE THIS SERVICE?
Review the list of services and features below and try to identify the elements that would be most important to you as a potential (or existing) transit user. Please use your three green dots to identify the three most important attributes that would entice you to use the Showcase Route (as a new transit user or as a current blue car service user switching to this service).

Raw Score	Rank	
29	1	-high frequency service (every 10 minutes during peak periods)
24	2	-schedule reliability (can count on the bus being on time)
2	10	-rider comfort (seats, driving smoothness & secure interior comfort)
18	3	-high speed travel (total travel time, speed in lanes, loading time)
14	4	-real time information (display at stations showing next bus arrival)
3	9	-station proximity (within 10 minute walk or less of home)
4	7/8	-destination proximity (within 10 minute walk or less of where I need to go)
4	7/8	-reasonable fares (similar to current transit services)
13	5	-safety & security (feel safe at stations and on the bus)
6	6	-station amenities (seating, shade, info, & protection from weather)

WHAT WILL IT TAKE TO GET YOUR SUPPORT FOR THIS SERVICE?

Review the list of issue areas that will need to be addressed effectively in order to get your support of having this service in your community. Use your three orange dots to indicate the most important issues that must be addressed.

Raw Score	Rank	
5	7	-parking preservation (parking loss is limited & replaced near site)
19	3	-landscape preservation (median or curbside trees are preserved)
6	6	-fair traffic signal priority (traffic signals minimally affect vehicles)
10	5	-traffic flow capacity (maintains roadway capacity for vehicles)
16	4	-design context (stations, signs & medians fit positively into the area)
34	1	- maintenance (stations are trash free, transit lanes well maintained)
21	2	- clarity (drivers can understand what to do with special lanes & signals)



SDSU to DOWNTOWN
BUS RAPID TRANSIT SHOWCASE PROJECT