

#### IV. BUS RAPID TRANSIT

A. The world's mega-cities have intolerable traffic problems—and the situation is only getting worse. Most also have unhealthy air and are noisy. Correcting this situation requires clean, efficient, fast, quiet, and safe transit systems.

B. Well-designed public transit systems can substantially reduce conventional pollutants, greenhouse gases, and congestion.

C. Bus Rapid Transit (BRT) systems, when intelligently designed, can achieve subway-like efficiencies at only a fraction of the cost (five to ten percent in recent experience). BRT has tremendous untapped potential in developing and developed countries alike.

D. Bus Rapid Transit is the only system that can substantially solve congestion, mobility, and air pollution problems in the world's megacities at a reasonable cost and in a short timeframe. The potential for BRT is very high, but not widely appreciated.

E. Cities should move quickly to develop comprehensive BRT systems, utilizing:

1. Segregated lanes.
2. Intelligent routing.
3. Electronic ticketing.
4. Bus stations, not stops.
5. Real-time schedule information.
6. Good social marketing.
7. Traffic light signaling priority.
8. Feeder systems.
9. Clean, fast, quiet buses.
10. Other features to make the system efficient and convenient.

Furthermore:

11. Pedestrian and bicycle transportation should be accommodated and encouraged in concert with BRT.
12. Commercial interests along the route must be protected.