On February 16, 2011 the CATA Board of Directors voted to adopt the Modified Bus Rapid Transit (BRT) alternative as the Locally Preferred Alternative (LPA). This vote took place following a unanimous recommendation from the project Steering Committee that the CATA Board adopt Modified BRT as the LPA. The adoption of an LPA concludes the Alternatives Analysis for the Michigan/Grand River Avenue Corridor that has been ongoing since summer 2009.

**What is the Locally Preferred Alternative?**
An LPA is the transportation alternative that best meets the needs of a community for transportation improvements in a corridor after completing a thorough analysis of the universe of alternatives. For the Michigan/Grand River Avenue Corridor, that alternative is Modified BRT. Bus Rapid Transit is a transportation system that operates like a light rail system, but uses buses instead of rail vehicles. This creates significant cost savings in terms of vehicle and infrastructure cost, while providing many of the same benefits of Light Rail, including substantial economic development potential. Bus Rapid Transit is “Modified” because the project Steering Committee chose to alter the original BRT alternative developed during the Alternatives Analysis process to decrease cost and increase ridership (see One-Pager 8 for more information). The BRT system currently envisioned for the Corridor would include the following elements:

- 28 stations along the 8.45 mile route between the Meridian Mall area and the State Capitol that include fare collection kiosks, bus arrival time signs and level-boarding platforms;
- Travel lanes dedicated to the BRT vehicles for the majority of the corridor that run in the center of the roadway;
- 60 foot articulated buses with precision docking technology to facilitate safe, quick boarding;
- A premium transit service that operates with a peak frequency of 6 minutes;
- Improvements to sidewalks, new bicycle lanes in some areas and other infrastructure improvements along the corridor;
- New park-and-ride facilities near the Meridian Mall and Frandor shopping areas; and
- Elimination of the existing Route 1 service.

By serving many of the largest trip generators in the Greater Lansing Region (e.g. Downtown Lansing, Sparrow Hospital, Frandor, Downtown East Lansing, Michigan State University, Meijer and Meridian Mall), the LPA will focus growth where infrastructure already exists. This accommodates increased demand for travel and encourages new development in existing communities, instead of developing areas that require new infrastructure.

**BRT is Competitive for Federal Funding**
In addition to meeting the goals of the project Steering Committee, BRT is cost-effective, which positions the region to be competitive for federal funding through the Federal Transit Administrations (FTA) Small Starts Program. This program evaluates projects on four criteria: cost effectiveness, existing land use, planned transit supportive development patterns and local financial commitment.

**Next Steps**
CATA is now in the process of completing an application to the FTA to enter the Small Starts Program. Over the next several months, CATA will be working to complete the application and reaching out to the community for input regarding potential impacts of the Bus Rapid Transit System.

### How the Michigan/Grand River BRT Project Compares . . .

<table>
<thead>
<tr>
<th>BRT System</th>
<th>Location</th>
<th>Length (Miles)</th>
<th>Number of Stations</th>
<th>Capital Cost (millions)</th>
<th>Annual Operating Cost (millions)</th>
<th>Daily Ridership</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Michigan/Grand River BRT</td>
<td>Greater Lansing, MI</td>
<td>8.5</td>
<td>28</td>
<td>$194.0</td>
<td>$6.9</td>
<td>7,600-8,700 (2035)</td>
<td>Applying for Small Starts</td>
</tr>
<tr>
<td>HealthLine*</td>
<td>Cleveland, OH</td>
<td>9.4</td>
<td>35</td>
<td>$168.4</td>
<td>$34.3</td>
<td>11,000 (2009)</td>
<td>Received New Starts funding</td>
</tr>
<tr>
<td>E Street Corridor sbX BRT</td>
<td>San Bernardino, CA</td>
<td>15.7</td>
<td>16</td>
<td>$191.7</td>
<td>$4.1</td>
<td>5,600 (2014)</td>
<td>In Small Starts</td>
</tr>
<tr>
<td>East Bay BRT</td>
<td>Oakland, CA</td>
<td>14.4</td>
<td>47</td>
<td>$216.1</td>
<td>$5.2</td>
<td>41,700 (2015)</td>
<td>In Small Starts</td>
</tr>
<tr>
<td>Van Ness Avenue BRT</td>
<td>San Francisco, CA</td>
<td>2</td>
<td>9</td>
<td>$118.5</td>
<td>$27.1</td>
<td>52,400 (2014)</td>
<td>In Small Starts</td>
</tr>
</tbody>
</table>

* Revenue operation began in 2008  
Source: FTA Annual New Starts Reports
Vision: Corridor Transportation Improvements Would...

Elements of the Locally Preferred Alternative: BRT on Michigan/Grand River Avenue

- **Strengthen Lansing’s role as a regional employment and mixed-use center.**
- **Attract more people to entertainment destinations downtown.**
- **Strengthen the existing small businesses near Foster Avenue and the mobility of the neighborhood residents on either side of the corridor.**
- **Support ongoing development of the downtown East Lansing as a dense mixed-use district.**
- **Support the vision of Lansing’s Comprehensive Plan to redevelop the Frandor Shopping Center as a mixed-use district with multi-story buildings.**
- **Enhance the connection of student housing with destinations along the corridor.**
- **Provide increased capacity for transit.**
- **Better serve employees and visitors to the hospital area.**
- **Support the City of East Lansing’s vision for the Delta Triangle redevelopment area that includes additional multi-family and student housing.**
- **Strengthen connections to MSU.**
- **Serve as a catalyst for redevelopment of the Meridian Mall area.**

**Legend**
- Proposed Transit Station Location
- Conceptual District Opportunities

**BRT Cost:** $194 million (2010 dollars)
**End-to-End BRT Travel Time:** 37 ½ minutes
**BRT Ridership:** 7,600-8,700 per day (Year 2035)