BUS RAPID TRANSIT: PLANNING, DESIGN, & OPERATIONS (PL-60)

COURSE OUTLINE

DAY ONE

MODULE 1: Course Overview and Student Activities

Learning Objective

- Understand the nature of the course and student involvement

1.A COURSE INTRODUCTION AND OVERVIEW (30 minutes)
  1.A.1 Introduction of the course
  1.A.2 Content overview
  1.A.2 Student involvement

MODULE 2: Course Overview, BRT Definition and Attributes

Learning Objective

- Appreciate the definition, attributes, history, and practice of BRT

2.A BRT DEFINITION, EVOLUTION, AND ATTRIBUTES (30 minutes)
  2.A.1 Definition of BRT
  2.A.2 Attributes of BRT
  2.A.3 Evolution of BRT in America and abroad

2.B BRT CASE STUDIES (75 minutes)
  BRT Abroad
  BRT in North America

QUESTIONS

DAY TWO

MODULE 3: BRT Planning

Learning Objective

- Understand the BRT planning process

3.A BRT PLANNING (75 minutes)
  3.A.1 Creating a vision
  3.A.2 The Inter-disciplinary team and the stakeholders
  3.A.3 Planning a BRT Network
  3.A.4 BRT as a complementary element in a transit system
MODULE 4: BRT Planning, Part 2

Learning Objective

- Learn how to select the right BRT plan

BRT PROJECT SELECTION (60 minutes)

4.A.1 Defining the BRT Corridor, including the appropriate options for the corridor.
4.A.2 Evaluating the BRT Corridor and selecting the right project

QUESTIONS

DAY THREE

MODULE 5: BRT Design, Part 1

Learning Objective

- Learn components of BRT design

5.A BRT TRAVEL WAY AND EQUIPMENT (60 minutes)

4.A.1 Travel way
4.A.2 Equipment

MODULE 6: BRT Design, Part 2

Learning Objective

- Learn components of BRT design

6.A BRT STOPS AND INTERSECTION TREATMENTS (75 minutes)

5.A.1 Stop treatments and spacing
5.A.2 Intersection treatments
5.A.3 Traffic analysis

QUESTIONS

DAY FOUR

MODULE 7: BRT Access and Modal Integration

Learning Objective

- Appreciate the important aspects of BRT multimodal access and integration

7.A BRT ACCESS AND MODAL INTEGRATION (45 minutes)

7.A.1 The “last mile” access to BRT
6.A.2 Bus interchange with BRT
6.A.3 Vehicle parking and BRT

MODULE 8: BRT Brand Identity and Marketing
Learning Objective
• Learn best practices in BRT branding and marketing

8.A TOD BRANDING AND MARKETING (45 minutes)
  8.A.1 BRT brand identity
  8.A.2 Marketing BRT

MODULE 9 – Case Studies
Learning Objective
• Putting it all together

9.A BRT CASE STUDIES (45 minutes)

QUESTIONS