Nostrand Ave/Rogers Ave Corridor

9.3 miles from Williamsburg Bridge to Sheepshead Bay

Currently served by B44 bus route
- 41,000 weekday riders – 7th busiest bus route in city
- 5,500 people board in CB9
- Buses travel at an average speed of 7-8 mph

Within a ¼ mile:
- 300,000 residents
- 62% of households do not own a car (65% in CB9)
- 60% of residents commute by transit (67% in CB9, compared to 22% by car, truck, or van)
SBS Features

- Bus Signal Priority
- Bus Lanes
- Pre-Payment
- Passenger Info
- Stations
- Branding
How Pre-Payment Works: Overview

1. Pay before you board by dipping MetroCard at sidewalk MetroCard machine or inserting coins at sidewalk coin machine

2. Take your proof of payment receipt

3. Enter through front or rear door of bus – no need to show receipt to the driver
How Pre-Payment Works: Enforcement

- Inspector teams conduct random checks of buses
- $100 fine for passengers without a receipt
- Fare evasion on Bx12 SBS and M15 SBS declined after pre-payment introduced
SBS Results in NYC

SBS has been implemented on Fordham Rd in the Bronx in 2008, and on 1\textsuperscript{st} and 2\textsuperscript{nd} Aves in Manhattan in 2010, providing significant benefits:

- 15% to 20% faster trips
- Over 90% customer satisfaction
- 10% ridership increase on the entire route, including SBS and local
Nostrand SBS Project Features

Design from Flushing Ave to Eastern Pkwy, and Empire Blvd to Farragut Rd

- **Parking** in midday, nights, and weekends;
- **Travel Lane** in AM and PM peak periods

Note: Bus Lane is at right curb on Nostrand & Rogers between Eastern Pkwy & Empire Blvd, and on Bedford Ave between DeKalb & Flushing Aves

**Dedicated Bus Lane & Right Turn Lane:** Offset bus lane allows buses to move quickly and preserves parking

**Parking** along the curb except at bus stops
Nostrand SBS Project Features

Empire Blvd SBS Station

- **Local Bus Stop** at curb
- **New Shelter**
- **Fare Collection Machines**

**Bus Bulb:**
- Sidewalks at SBS stations will extend out to the bus lane.
- Buses will not need to pull in and out of traffic.
- Higher curbs on the SBS platform will allow for easier boarding.
Nostrand / Rogers SBS: Timeline

- **2010**
  - Winter | Spring | Summer | Fall
  - CAC Meetings # 2 & 3
  - Public Open House #1

- **2011**
  - Winter | Spring | Summer | Fall
  - CAC # 4 & Open House # 2
  - Final Design

- **2012**
  - Winter | Spring | Summer | Fall
  - Start of SBS Service
  - Construction
SBS Plan in CB9

- Bus lane at right curb in 3-lane sections of Nostrand & Rogers between Eastern Pkwy and Empire Blvd
- Northbound B44 SBS on Rogers Ave, B44 local remains on New York Ave
Final Design Process: Bus Bulbs

Developing 3 platform types to respond to site conditions:

- Platform sloped toward roadway (Rogers at Empire)
- Platform sloped toward sidewalk (Rogers at Clarkson)
- Island platform connected by grate with sidewalk (Nostrand at Empire)
Existing Conditions

Congestion is often found approaching major cross streets.

Truck double parking while loading creates congestion.

Between major cross streets and with no double-parking, traffic can move quickly.
Morning Peak with SBS

Northbound traffic on Rogers and Bedford generally will not change because 2 general traffic lanes maintained plus bus/right turn lane

Southbound traffic on Nostrand above Flatbush will improve slightly because of new left curb travel lane
Evening Peak with SBS

Northbound traffic on Bedford generally will not change because 2 traffic lanes maintained

Northbound traffic on Rogers improves in places because of new left curb travel lane

Southbound traffic generally will not change due to the left curb travel lane
Existing Parking Regulations

Many Commercial Areas have Parking Meters

Some Commercial Areas have Parking Time Limits but No Meters, or no Limits at all
Merchant and Shopper Surveys

1,186 pedestrians interviewed at 4 locations on Nostrand Ave.

All businesses in Nostrand Area Merchants Association district interviewed in person (89% response)

All other corridor businesses sent mail-in surveys
How Shoppers Traveled to Nostrand Ave & Empire Blvd

- Walked from Home: 69%
- Bus: 11%
- Subway: 6%
- Car - Parked on Nostrand Ave: 9%
- Car - Not parked on Nostrand Ave: 5%
In-Person Merchant Survey

More than half of deliveries occur midday, 10 AM to 4 PM

A third of deliveries occur from 7-10 AM or 4-7 PM

Merchants considered customer parking most critical in the late afternoon, and least in the early morning
In-Person Merchant Survey

Merchant Preferences for Delivery Zones

- Prefer the existing situation: 33%
- Delivery zone around the corner, all day: 10%
- Delivery zone down the block or across the street, all day: 11%
- Delivery zone in front of the store, 2-3 hours per day: 46%
Curb Solutions

Metered Parking:

• Encourages drivers to park just as long as needed, then space is open to the next shopper
• Add to commercial areas without meters

Delivery Windows:

• Commercial Vehicle delivery zones help businesses get deliveries and reduce double parking
• 10am-12pm on one side of street, 12pm-2pm on other side of street – preserves critical afternoon parking
Next Steps

• Public Open House – October 4th
• Community Board Meetings – Fall 2011
• Final Design Complete – December 2011
• Start of Construction – Mid 2012
• Start of Service – Late 2012
End
(next slide for reference)
In-Person Merchant Survey

Deliveries per Day:
Most businesses get at least one, and more than 1/3 get three or more per day

Delivery Duration:
Half of all businesses have deliveries that take more than 10 minutes

Delivery Vehicle:
¾ of deliveries are by box truck or cargo van