Nostrand / Rogers Corridor

9.3 miles from Williamsburg Bridge to Sheepshead Bay

Currently served by B44 bus route
• 42,000 weekday riders – 7th busiest bus route in city
• 11,000 people board in CB 8
• 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 (71% in CB 3)
• 60% of residents commute by transit (66% in CB 3)
SBS Features

- Bus Lanes
- Pre-Payment
- Passenger Info
- Branding
- Stations

Bus Signal Priority

New York City Transit
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 1st and 2nd 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

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

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

19 Public Meetings in the last 3 years about Nostrand & Rogers SBS

4 Community Advisory Committee meetings and 2 Public Open Houses to date

Community Advisory Committee Composed of:

- Community Boards
- Elected Officials
- Major Institutions
- Community Organizations
- Business Representatives
- Transit Customers
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
• Southbound B44 SBS on Nostrand Ave in Offset Bus Lane
• Northbound B44 SBS on Bedford Ave:
  • Offset bus lane up to Halsey St
  • Curbside, Morning Peak Bus Lane North of DeKalb Ave
Improvements on Bedford Ave near Atlantic

**Existing**

- 5 narrow lanes of traffic, Bicycles share lane with motor vehicles

**Proposed**

- 4 normal-width lanes of traffic, including Bus Lane and separate Bicycle Lane
- Left turn with limited visibility replaced with larger pedestrian island

- **Bedford/Atlantic has 4th highest number of crashes on the corridor**
Improvements on Nostrand at Atlantic

Nostrand/Atlantic has highest number of crashes on the corridor

4 lanes of Nostrand merge into 3 under LIRR

Proposed plan will maintain continuous travel lanes through the intersection
Traffic Analysis Results

Peak direction generally unchanged because 2 general traffic lanes maintained plus bus/right turn lane.

Reverse peak traffic is the same or faster because of new left curb travel lane.

Traffic at Flatbush Ave improves because no left turns and new curb bus lane.

Midday traffic slightly slower because through and left traffic uses one lane, so that parking is preserved.
Merchant and Shopper Surveys

1,186 pedestrians interviewed at 4 locations on Nostrand Ave

All businesses on Nostrand, Rogers, and Bedford Ave between Flushing Ave and Avenue I were surveyed about parking and loading
How Shoppers Traveled to Nostrand Ave & Fulton St

- Walked from Home: 55%
- Bus: 19%
- Subway: 16%
- Car - Parked on Nostrand Ave: 3%
- Car - Not parked on Nostrand Ave: 4%
Merchant Survey

65% 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.
Merchant Survey

Merchant Preferences for Delivery Zones

- Prefer the existing situation: 42%
- Delivery zone around the corner, all day: 8%
- A delivery zone down the block or across the street, all day: 11%
- Delivery zone in front of the store, 2 or 3 hours per day: 39%
Curb Solutions

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

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
Next Steps

• Community Board Meetings – Fall 2011
• Final Design Complete – December 2011
• Start of Construction – Mid 2012
• Start of Service – Late 2012