

# HOW DID WE GET HERE?

## OVERVIEW

### 1 CENTRAL OMAHA TRANSIT ALTERNATIVES ANALYSIS (AA)

In May 2014, Metro, in partnership with the City of Omaha and Metropolitan Area Planning Agency (MAPA), completed the Central Omaha Transit Alternatives Analysis (AA). Based on an extensive technical analysis and public outreach effort, the AA identified a BRT line connecting downtown to the Westroads Mall as well as an Urban Circulator line connecting North Downtown, Downtown, Midtown, and University of Nebraska Medical Center (UNMC) as the locally preferred alternative (LPA). The MAPA 2035 Long Range Transportation Plan (LRTP) was amended to include the LPA recommendations.



### Central Omaha TRANSIT ALTERNATIVES ANALYSIS



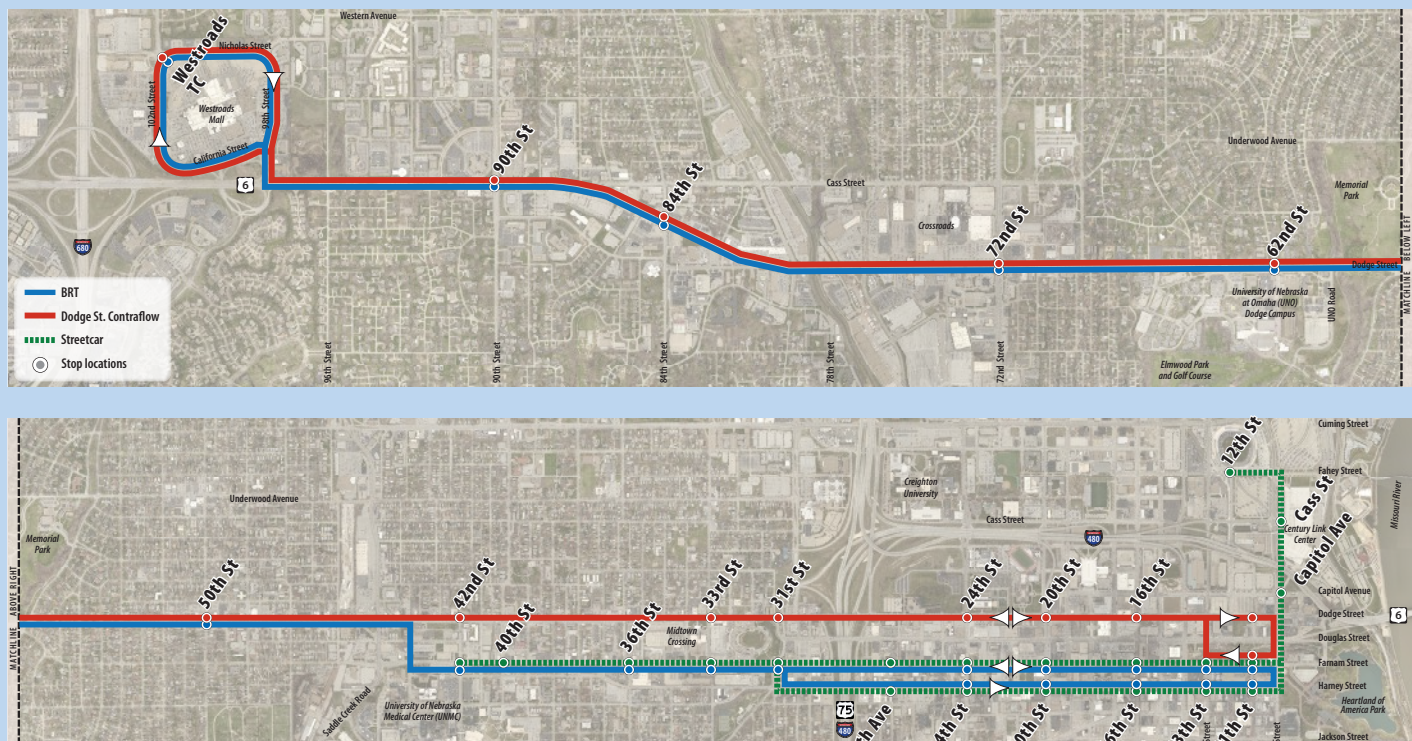
### 2 TRANSPORTATION INVESTMENT GENERATING ECONOMIC RECOVERY (TIGER) GRANT

In April 2014, Metro applied for a federal TIGER grant for the implementation of the Central Omaha BRT. TIGER is a federal grant program that provides a unique opportunity for the US DOT to invest in road, rail, transit and port projects that promise to achieve national objectives. In the fall of 2014, Metro was notified that their application was successful and was awarded \$14.9 million for construction of the system. The project is one of 72 out of 797 eligible applications selected for funding.



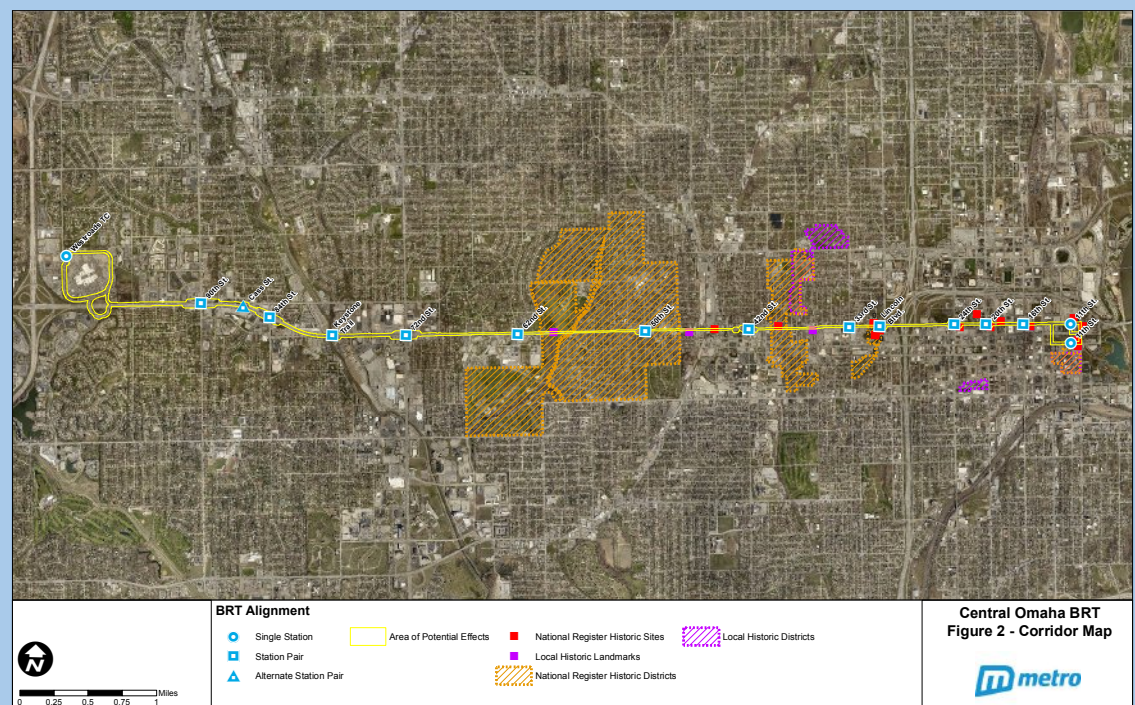
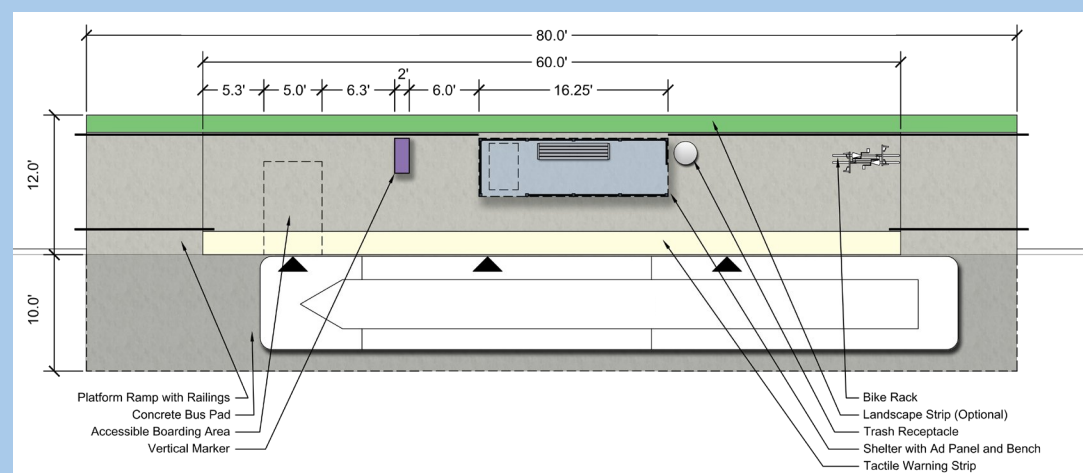
### 3 AMENDMENT TO LRTP

In March 2015, the MAPA 2035 LRTP was amended to move a majority of the Farnam Street segment of the BRT to Dodge Street in order to keep the alignment on one corridor. The Dodge Street corridor intersects nearly every Metro bus route providing a central spine for a regional transit network. The revised alignment provides a loop through downtown by turning south on 10th Street to Farnam Street and back to Dodge Street via 13th Street.



### 4 ENVIRONMENTAL REVIEW AND PRELIMINARY ENGINEERING (ONGOING)

In February 2015, Metro began an environmental review and preliminary engineering for the project. The environmental review is a requirement for all federally funded projects. The environmental review and preliminary engineering will be complete by fall 2015.





# DODGE STREET BRT OVERVIEW

## PROJECT DESCRIPTION

Metro, in partnership with the City of Omaha and the Metropolitan Area Planning Agency (MAPA) is developing preliminary engineering plans and environmental analysis for a new Bus Rapid Transit (BRT) line along the Dodge Street corridor from downtown to the Westroads Mall.

BRT is a high performance and rapid transit mode combining physical and operating improvements into a permanently integrated transit system.

## PROJECT SCHEDULE

- Engineering will continue this year
- Construction starting late 2016
- Opening Fall 2018

## WHY BRT ON DODGE STREET?

The Dodge Street Corridor connects major employment, entertainment and retail centers in downtown, Midtown Crossing, the University of Nebraska at Omaha (UNO) and three major medical centers: Methodist, Children’s, and the University of Nebraska Medical Center. The Dodge Street corridor also intersects nearly every Metro bus route providing a central spine for a regional transit network.

## ROADWAY ENHANCEMENTS

- Contraflow Lane**
- Eastbound: 31st Street to 10th Street
  - A contraflow lane is a dedicated transit lane that runs in the opposite direction from general traffic
- Business Access and Transit Lane (BAT)**
- Westbound: 10th Street to US 75
  - Semi-exclusive lane limited to through travel for buses only and right hand turns only for other vehicles

- Mixed Traffic**
- Eastbound: Westroads Mall to 31st Street
  - Westbound: US 75 to the Westroads Mall
  - Downtown loop: (10th, Farnam, 13th Street)
  - Faster travel times through this segment will be achieved through transit signal prioritization (TSP) and potential queue jumps at major intersections (72nd & 90th).
  - A queue jump lane is a relatively short lane that is available for transit vehicles to bypass general traffic at a congested intersection. The transit vehicle would enter a right-turn lane, or a new exclusive transit lane developed on the intersection approach.



Kansas City, MO

## SOCIAL EQUITY

16% of households within 1/4 mile of the BRT do not have access to a car. The benefit to transit dependent populations is valued at \$6 million, and will improve access to employment and educational opportunities.

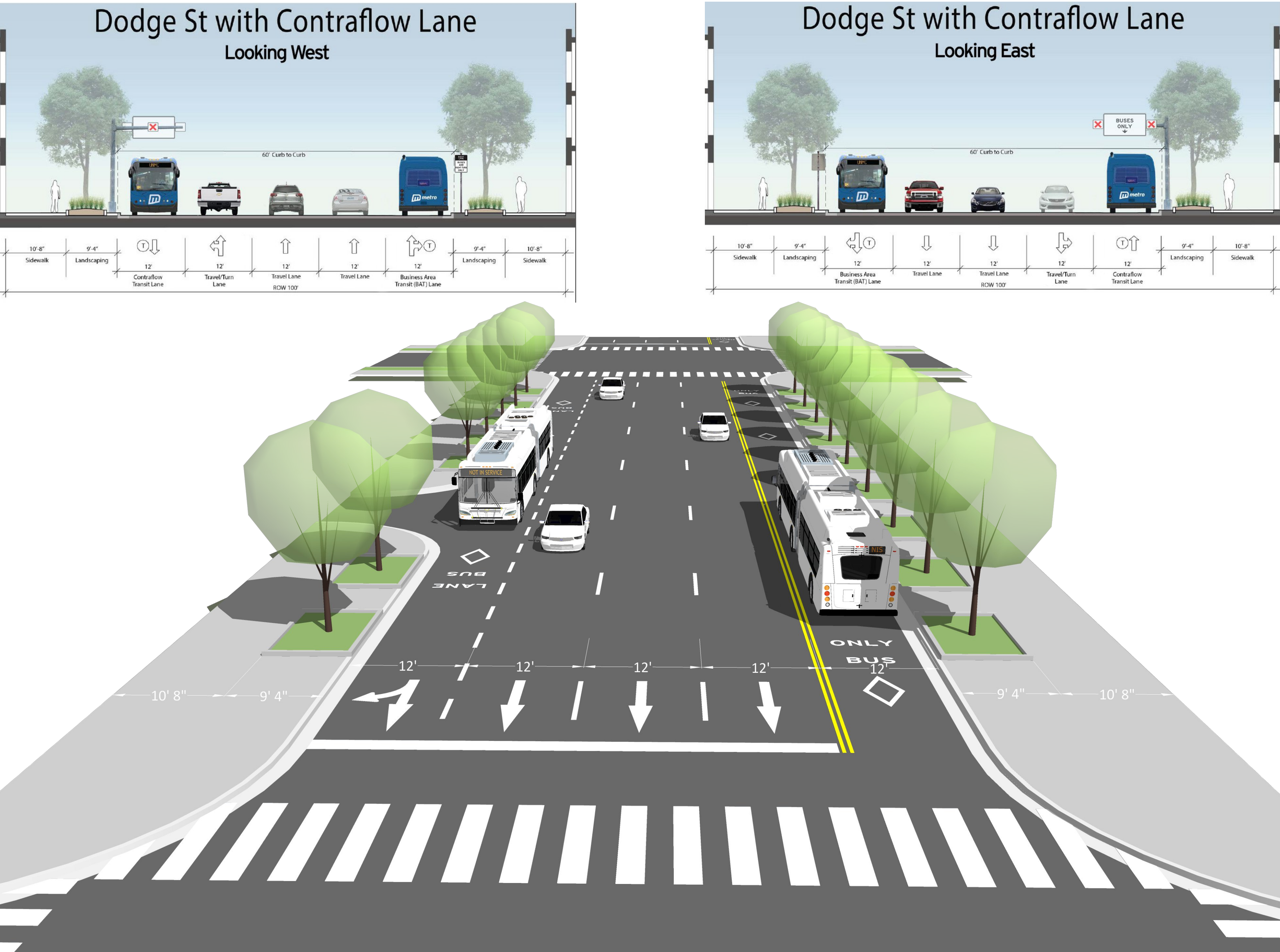
## RESPONSIBLE GROWTH

\$450 million in development, 1,350 new residents, and 1,200 long-term jobs will be created in the heart of the city. As Omaha continues to grow, the BRT will help manage congestion and impacts on the environment.

## MOBILITY

The BRT will offer improved speed and reliability as the spine of the transit network, with 2,740 passengers on opening day. Upgraded amenities will make transit a more viable part of a comprehensive transportation solution.

### Typical Contraflow Block (Eastbound between 31st St. and 10th St. Only)

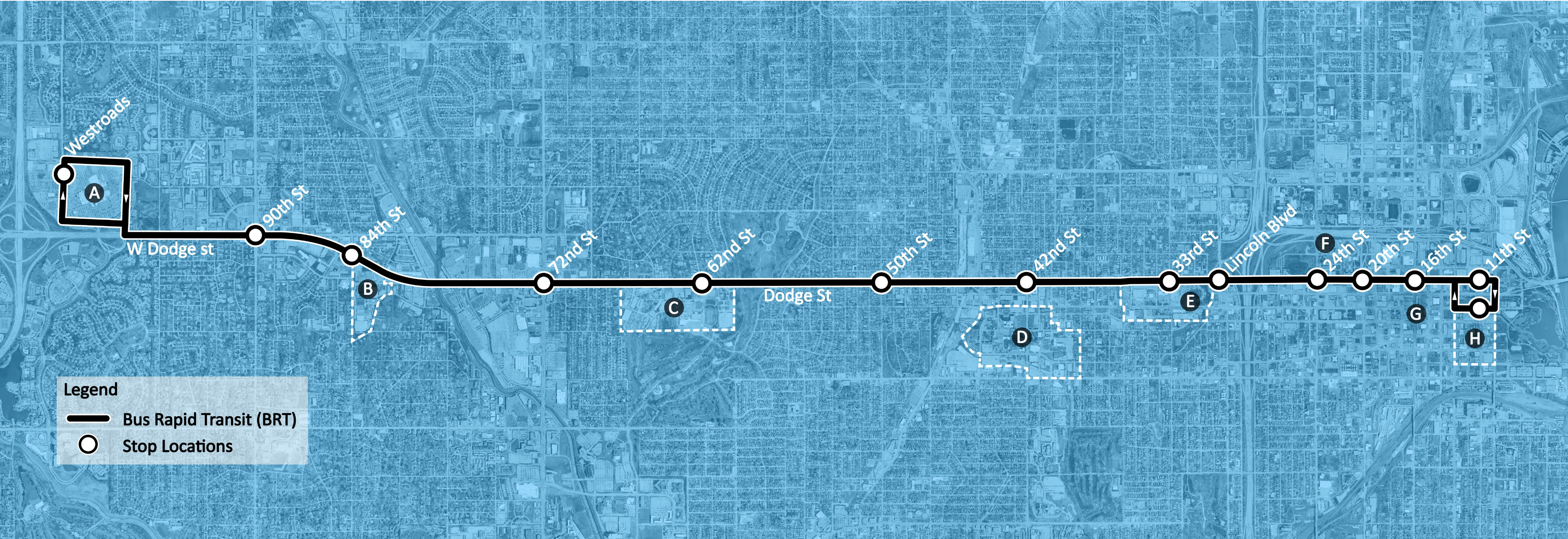


Typical Contraflow Block



# ALIGNMENT / STATION LOCATIONS

# RAIL ON WHEELS



Westroads Mall



Methodist &  
Children's Hospital



University of Nebraska -  
Omaha



University of Nebraska  
Medical Center



Midtown Crossing



Joslyn Art Museum



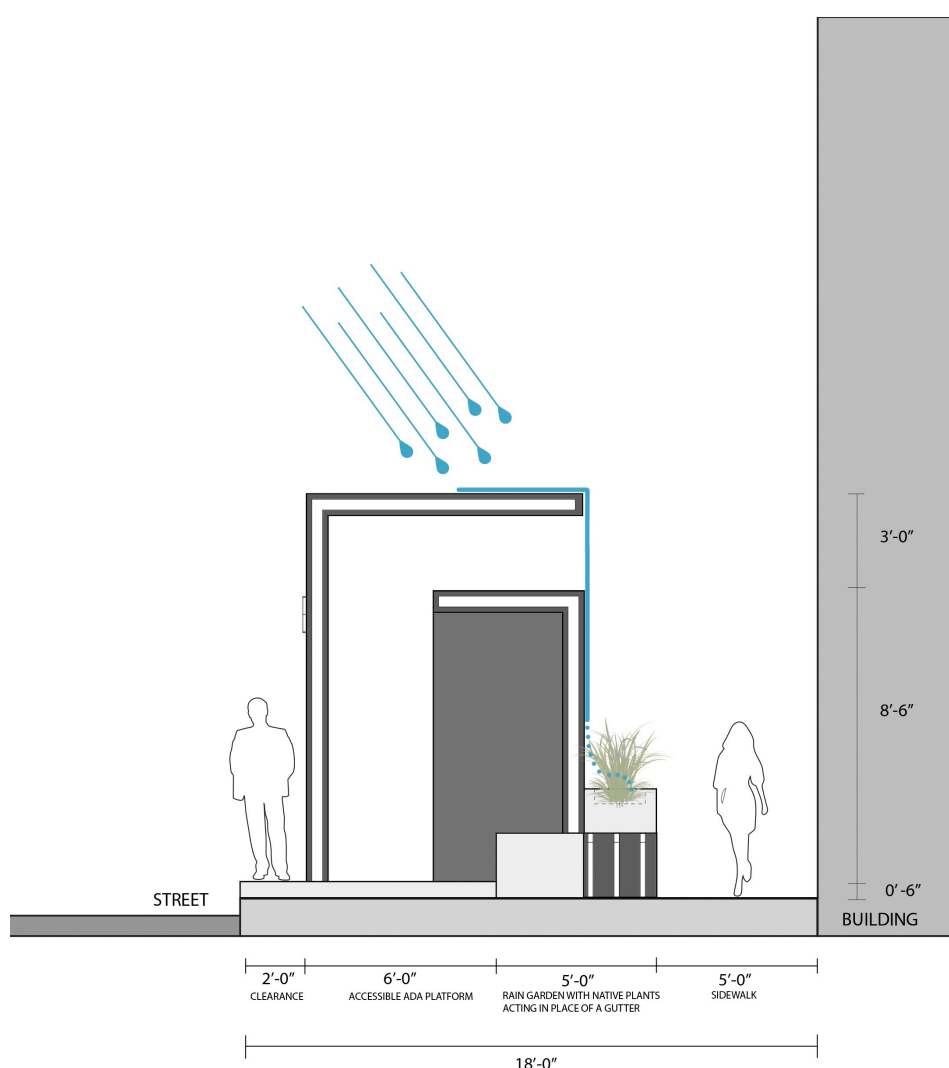
Downtown Omaha



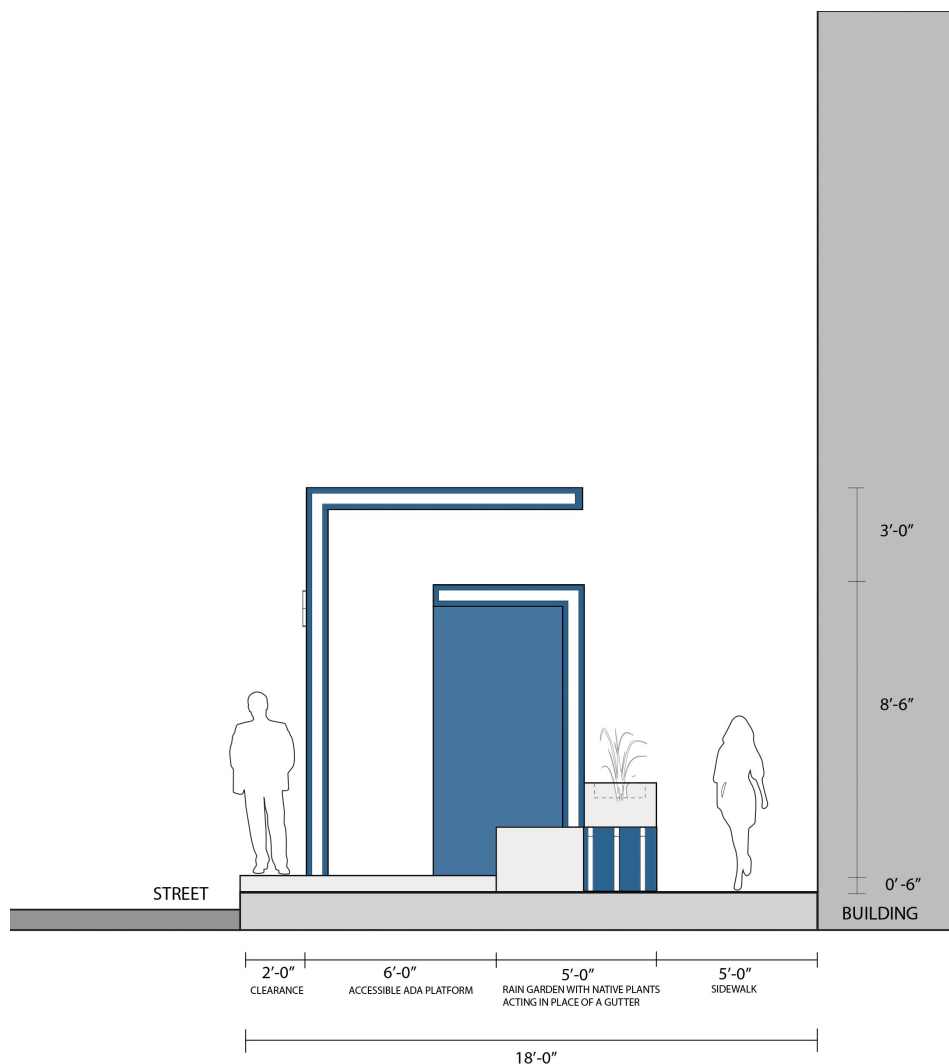
Old Market District



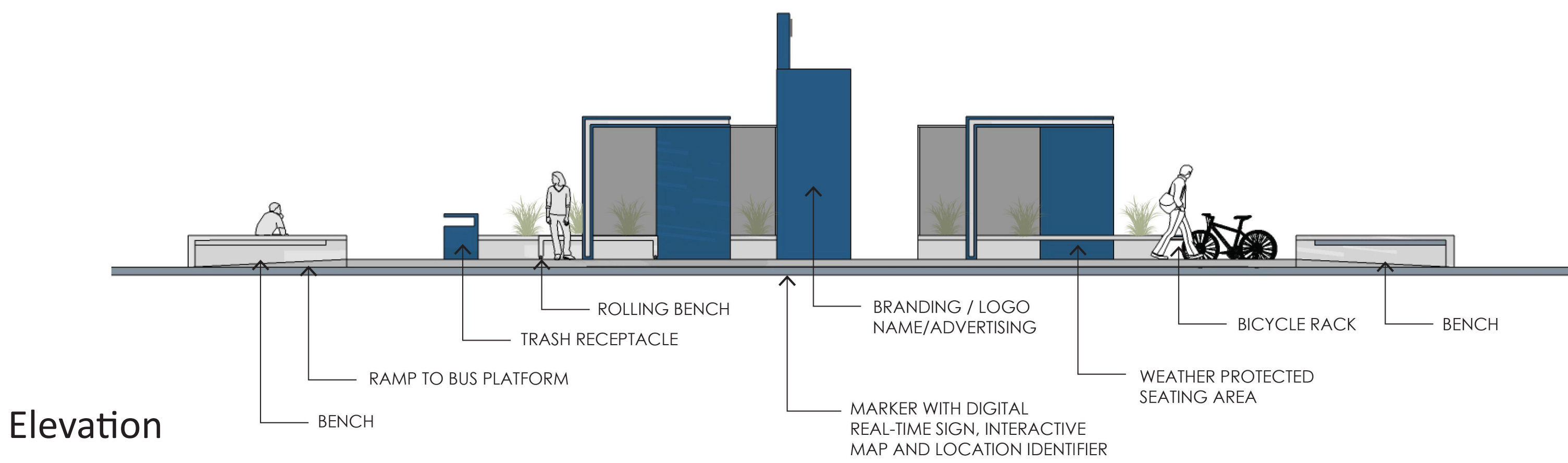
# MODERN MODULE CONCEPT



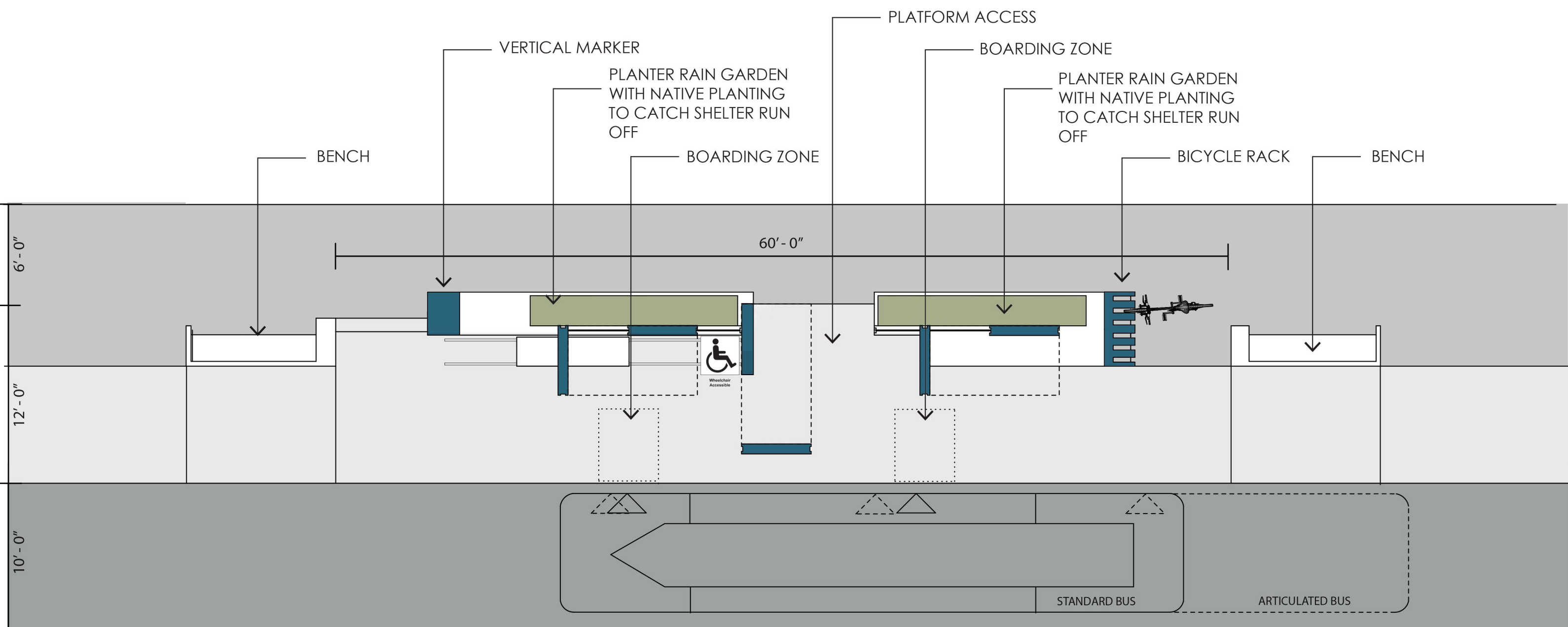
Shelter Drainage



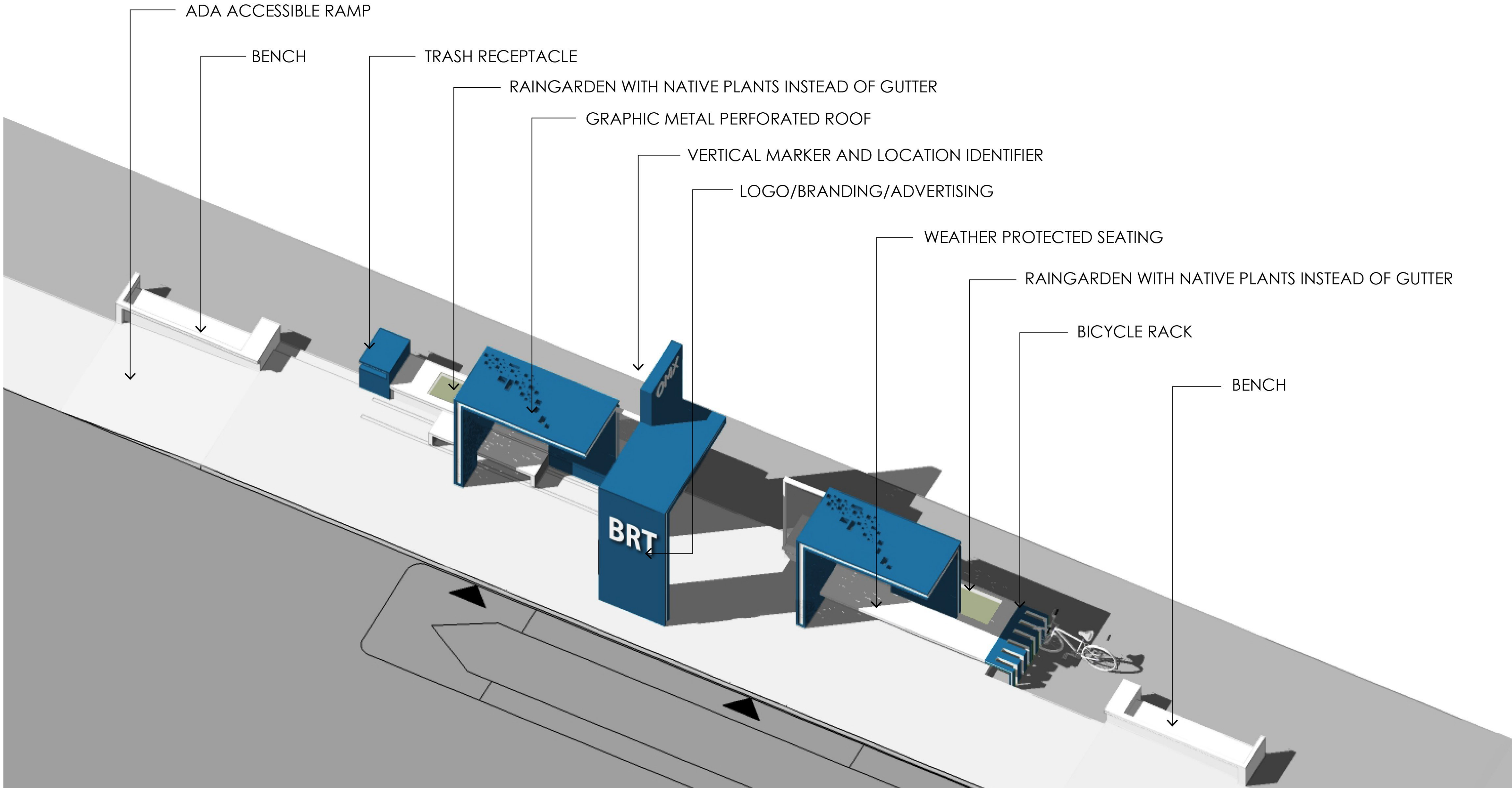
Typical Shelter Section



Elevation



Plan



Axonometric Aerial View



Street View at Dodge and 50th



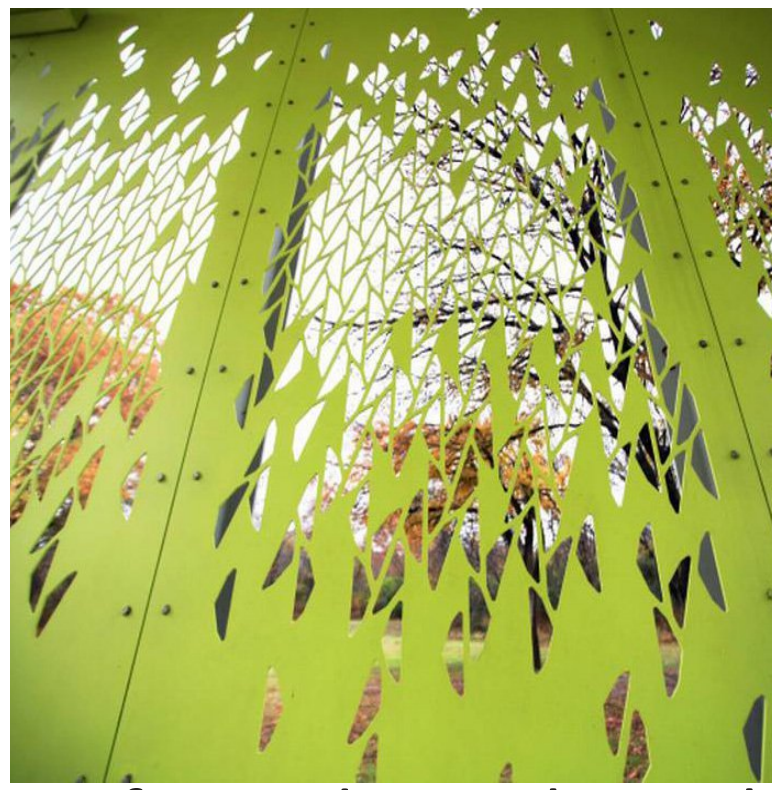
Sidewalk View at Dodge and 50th



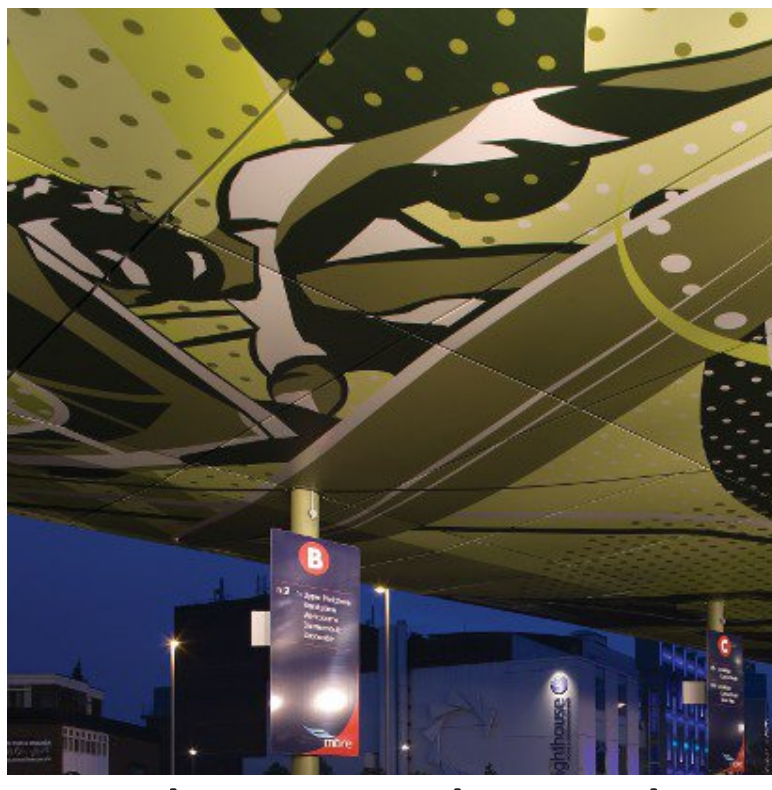
View of Shelter Relationship with Sidewalk and Storefront



# MODERN MODULE PALETTE



Perforated Metal Panel



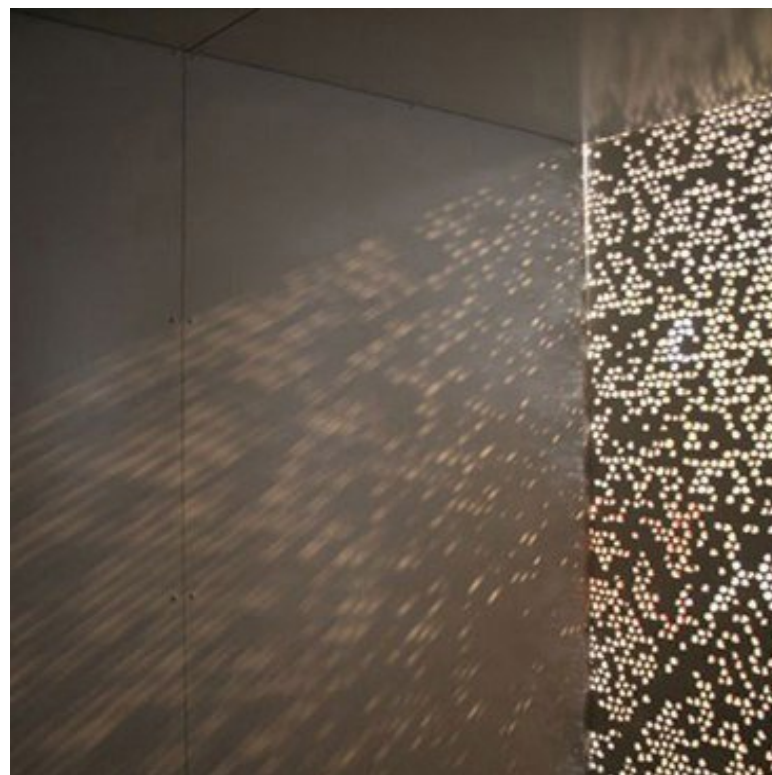
Graphic Metal Panel



Ginkgo



Hackberry



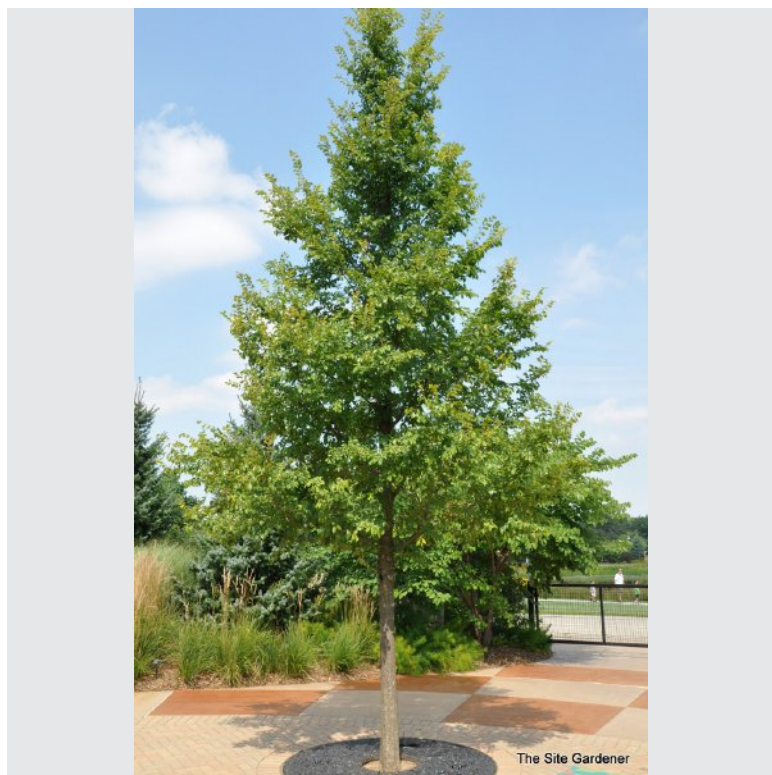
Perforated Effect



Free Standing Parts



Sawtooth Oak



Frontier Elm



Perforated Effect



Gradual Perforation



Redtwig Dogwood



Rose



Fiberglass Panel



Glass Panel



Indiangrass



Dwarf Indigo



Integrated Landscape



Integrated Seating



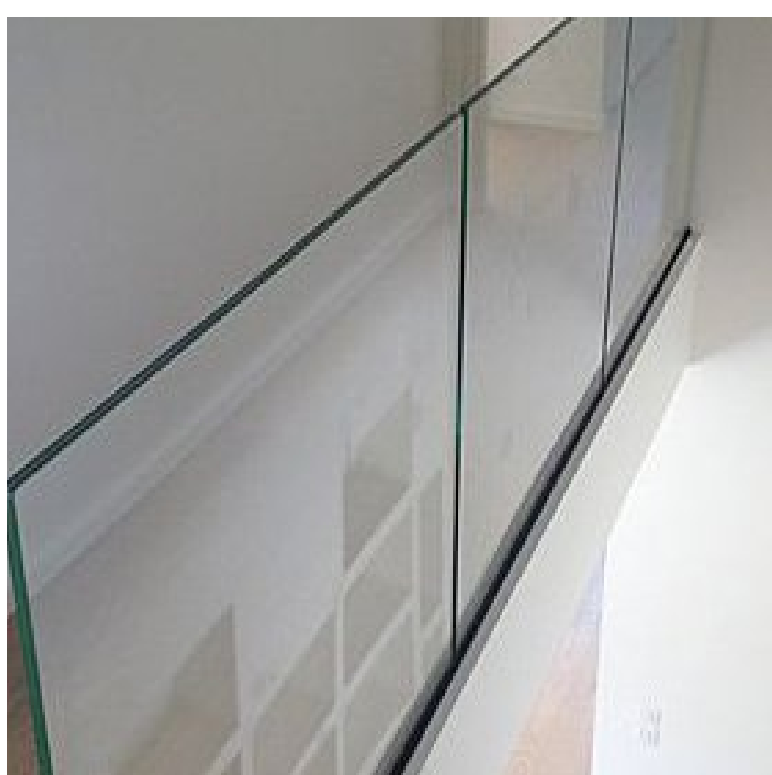
Static Bench



Rolling Bench



Reflective Metal Panel



Glass Panel



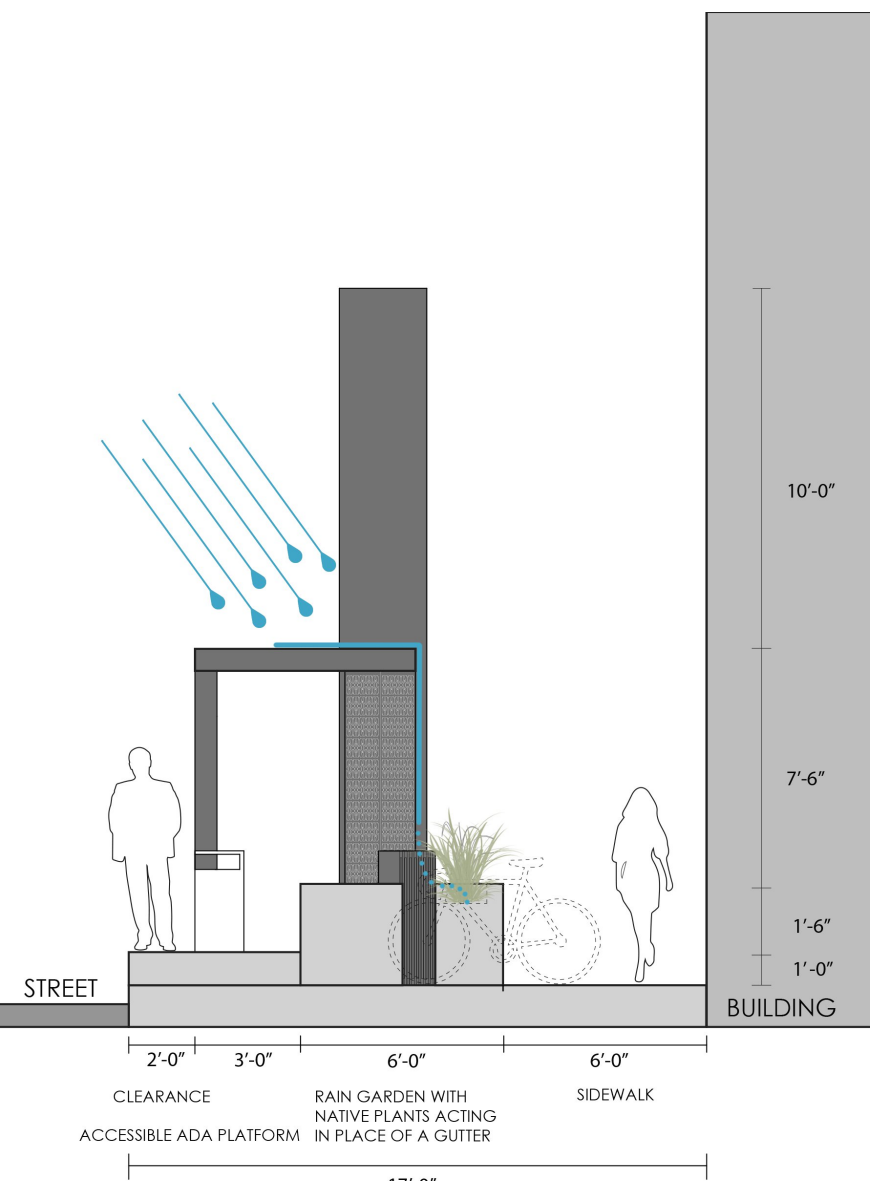
Holly



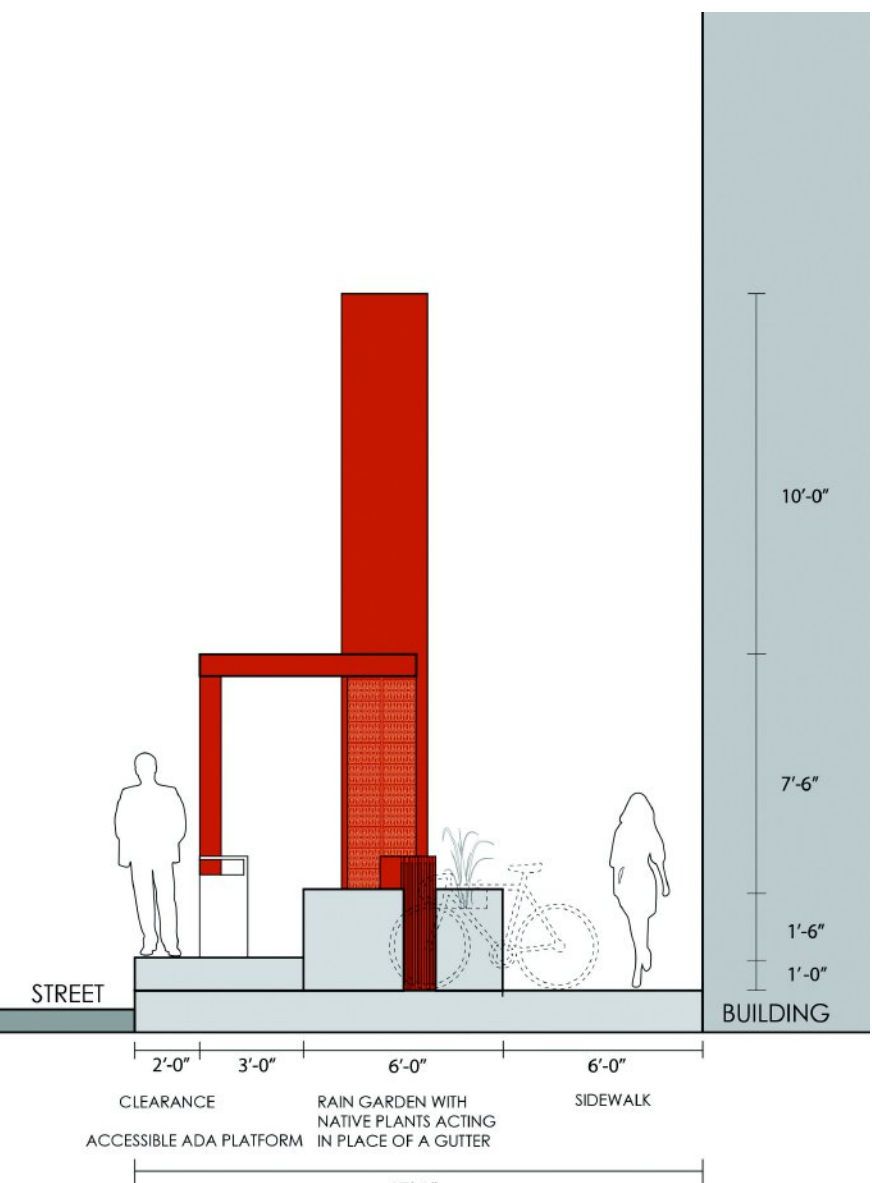
Euonymus



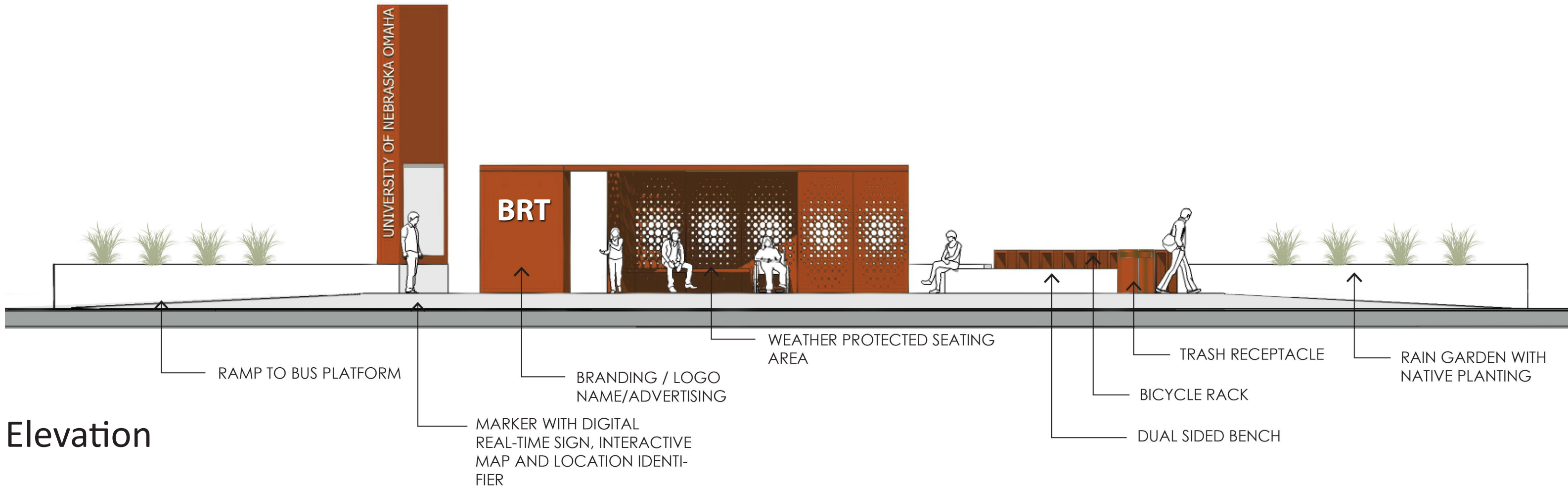
# SCULPTURAL CONCEPT



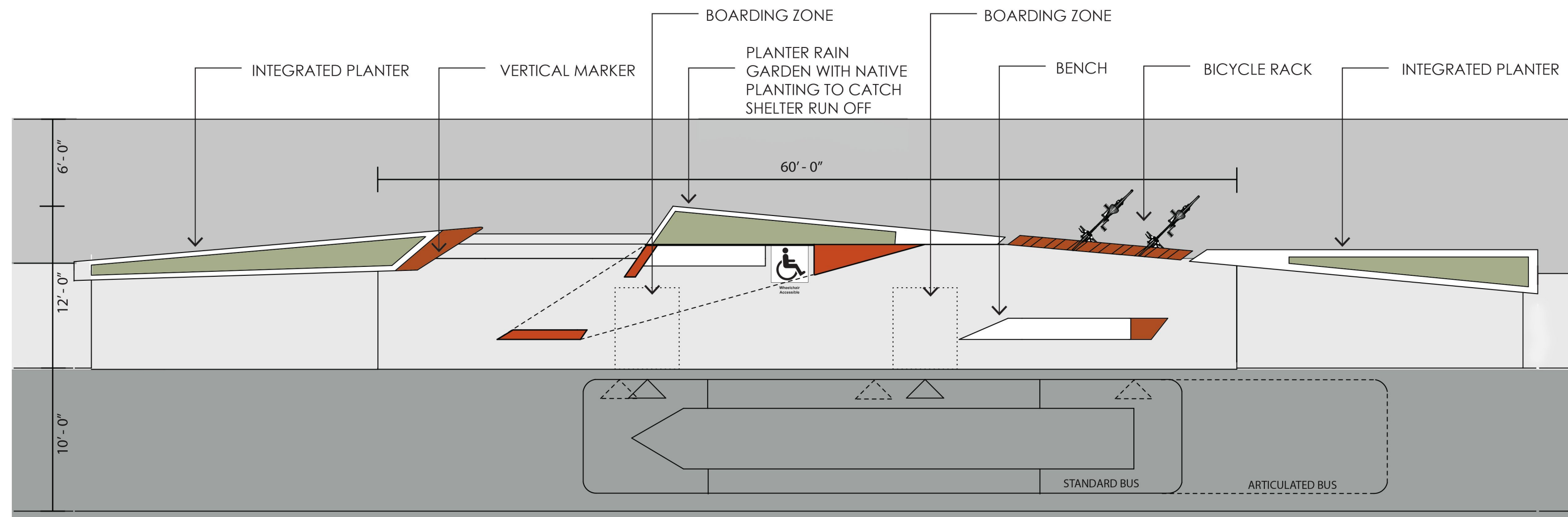
Shelter Drainage



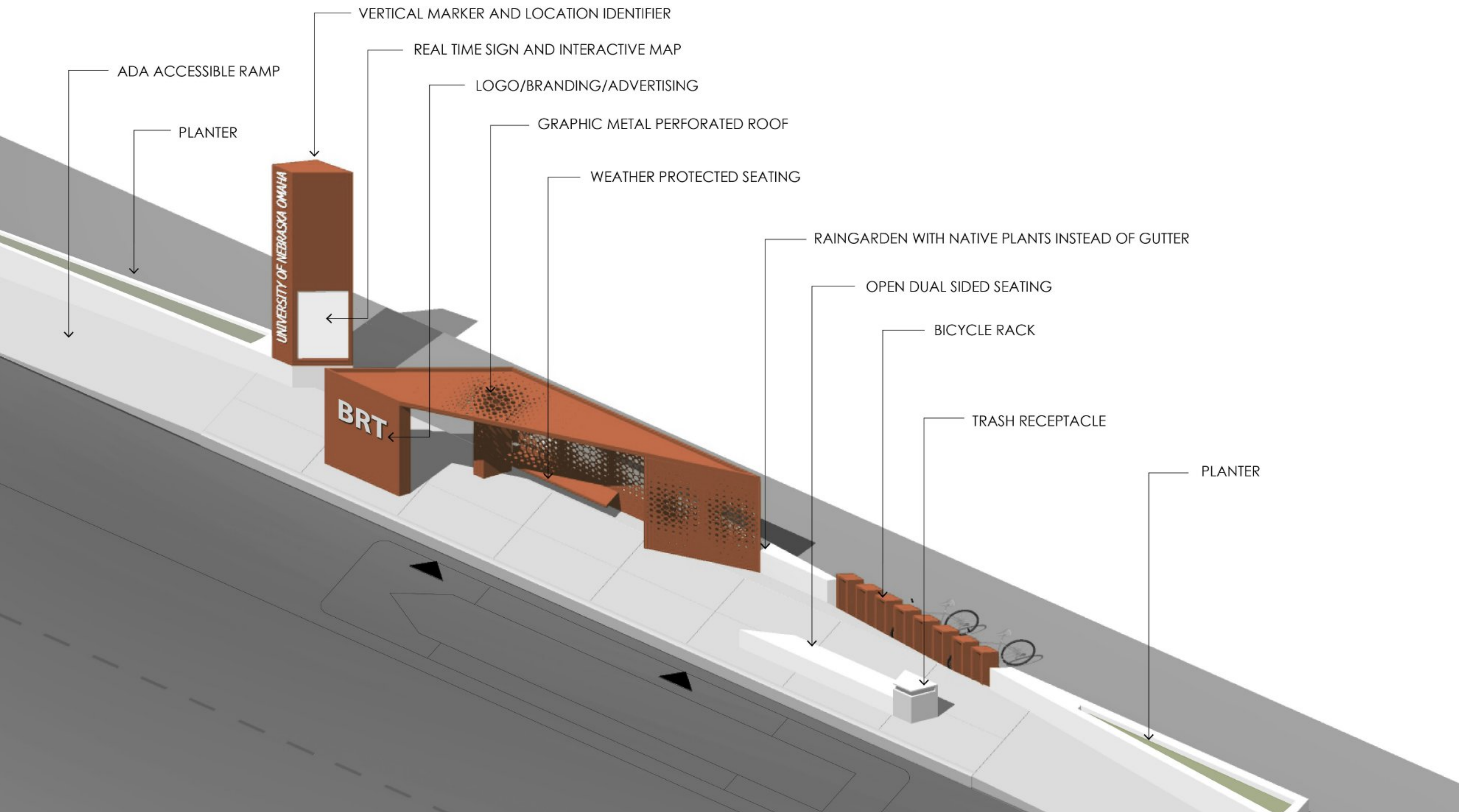
Typical Shelter Section



Elevation



Plan



Axonometric Aerial View



Street View at Dodge and 62nd



Sidewalk View at Dodge and 62nd



View from Shelter Looking at Arriving Bus



# SCULPTURAL PALETTE



Perforated Metal Panel



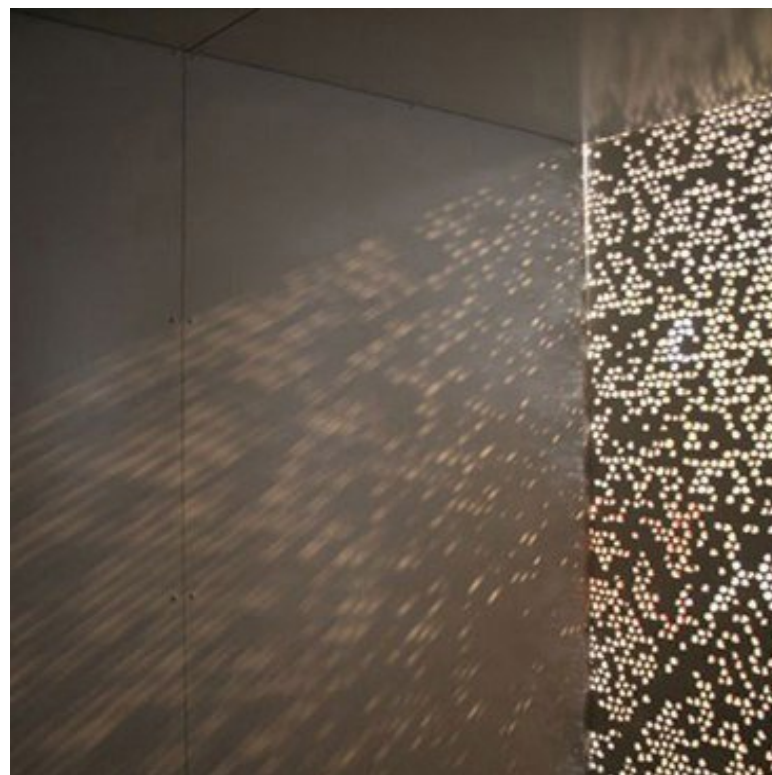
Perforated Metal Panel



Quaking Aspen



Japanese Zelkova



Perforated Effect



Perforated Effect



Black Cherry



Manchurian Ash



Folded Metal



Perforated Metal Panel



Feather Reed Grass



Prairie Dropseed



Integrated Landscape



Integrated Landscape



Rustic Metal



Perforated Seating



Rustic Metal



Rustic Metal



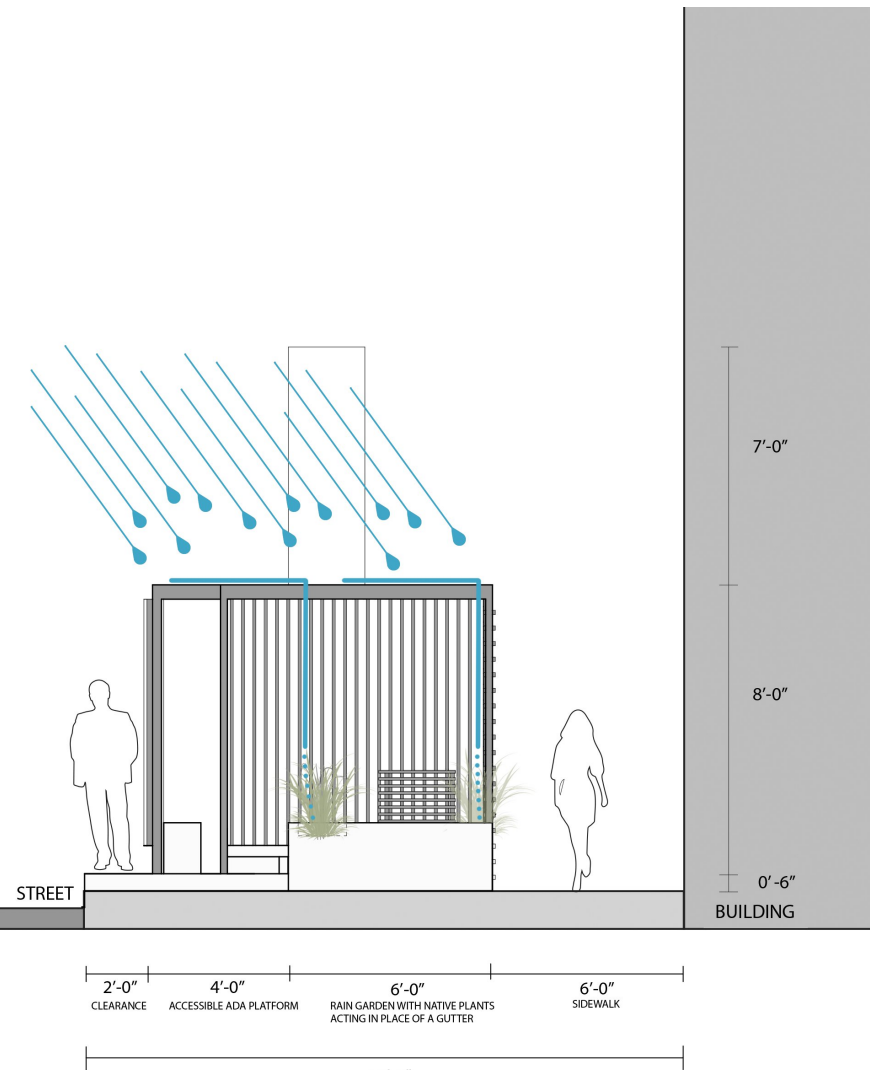
Euonymus



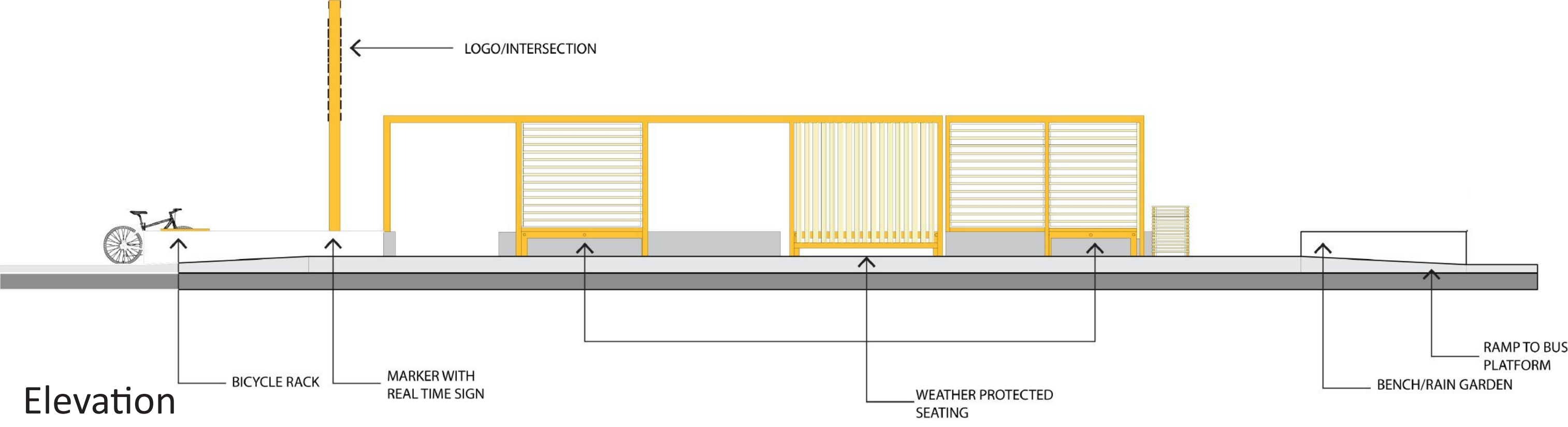
Barberry



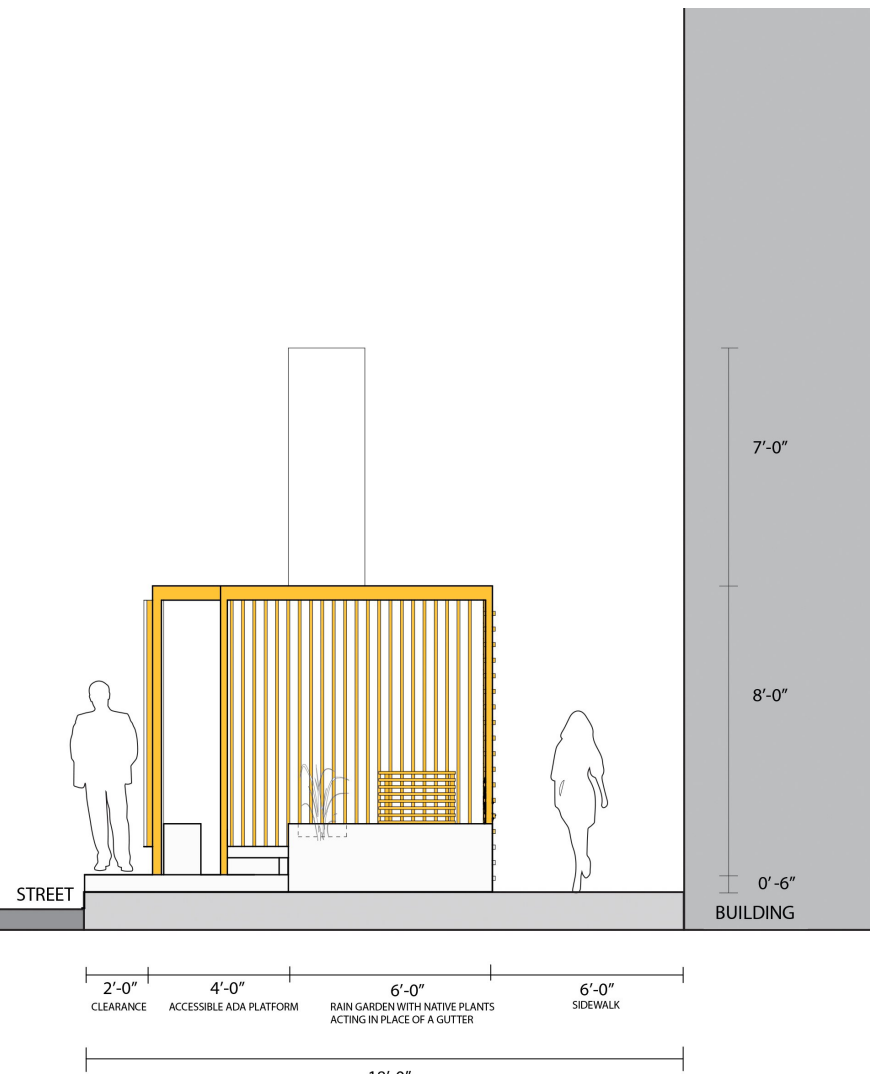
# GARDEN CONCEPT



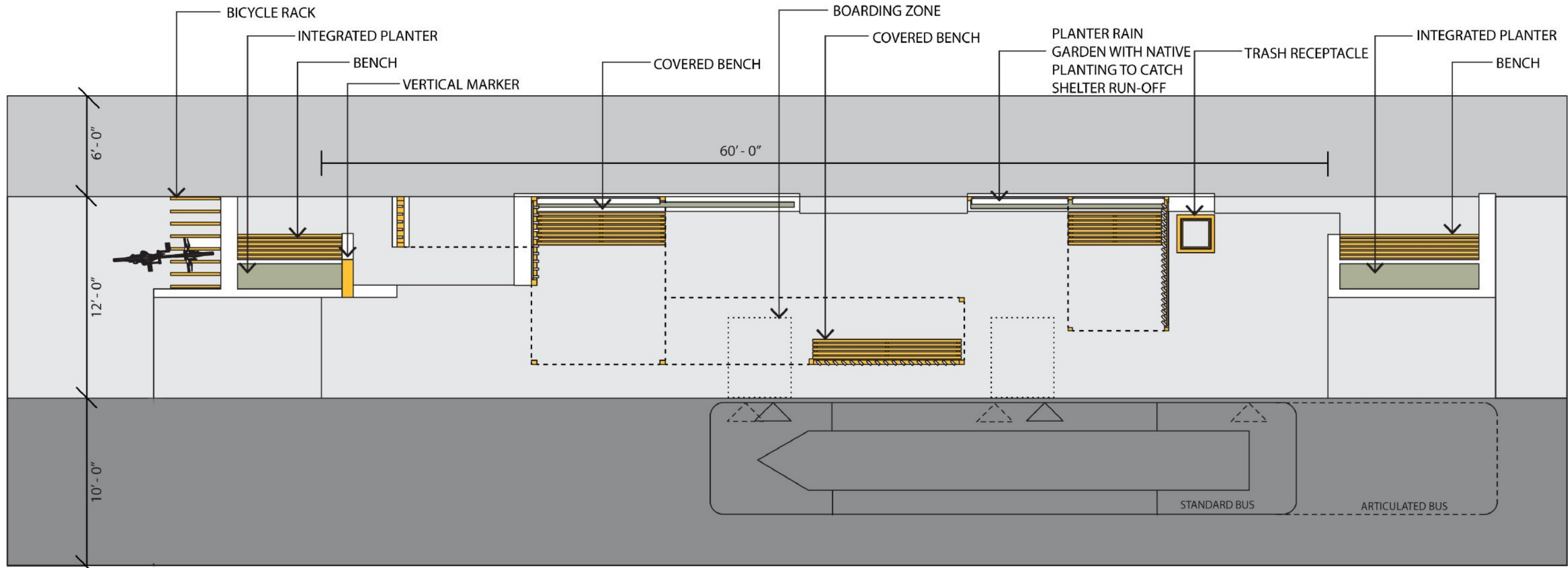
Shelter Drainage



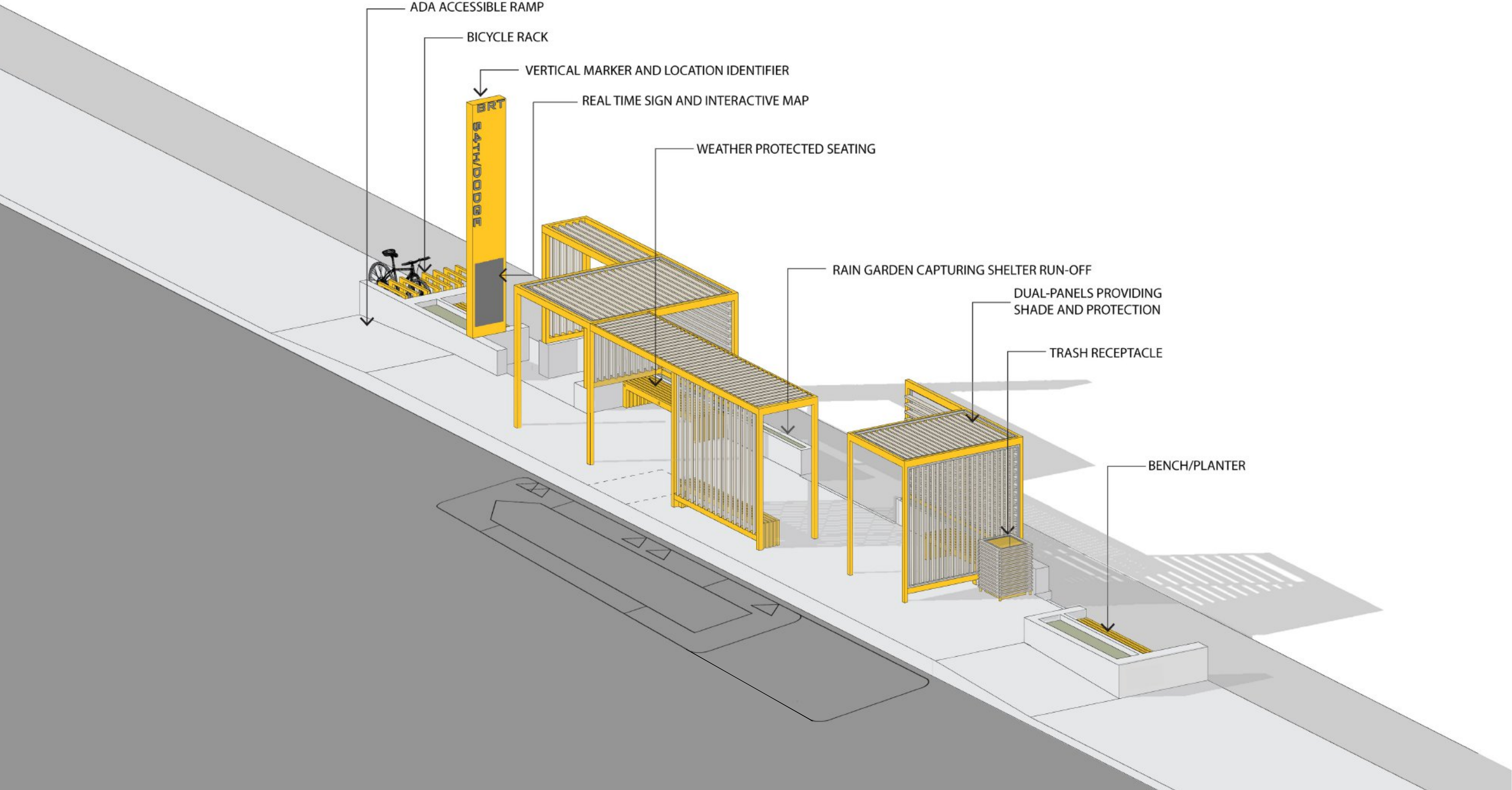
Elevation



Typical Shelter Section



Plan



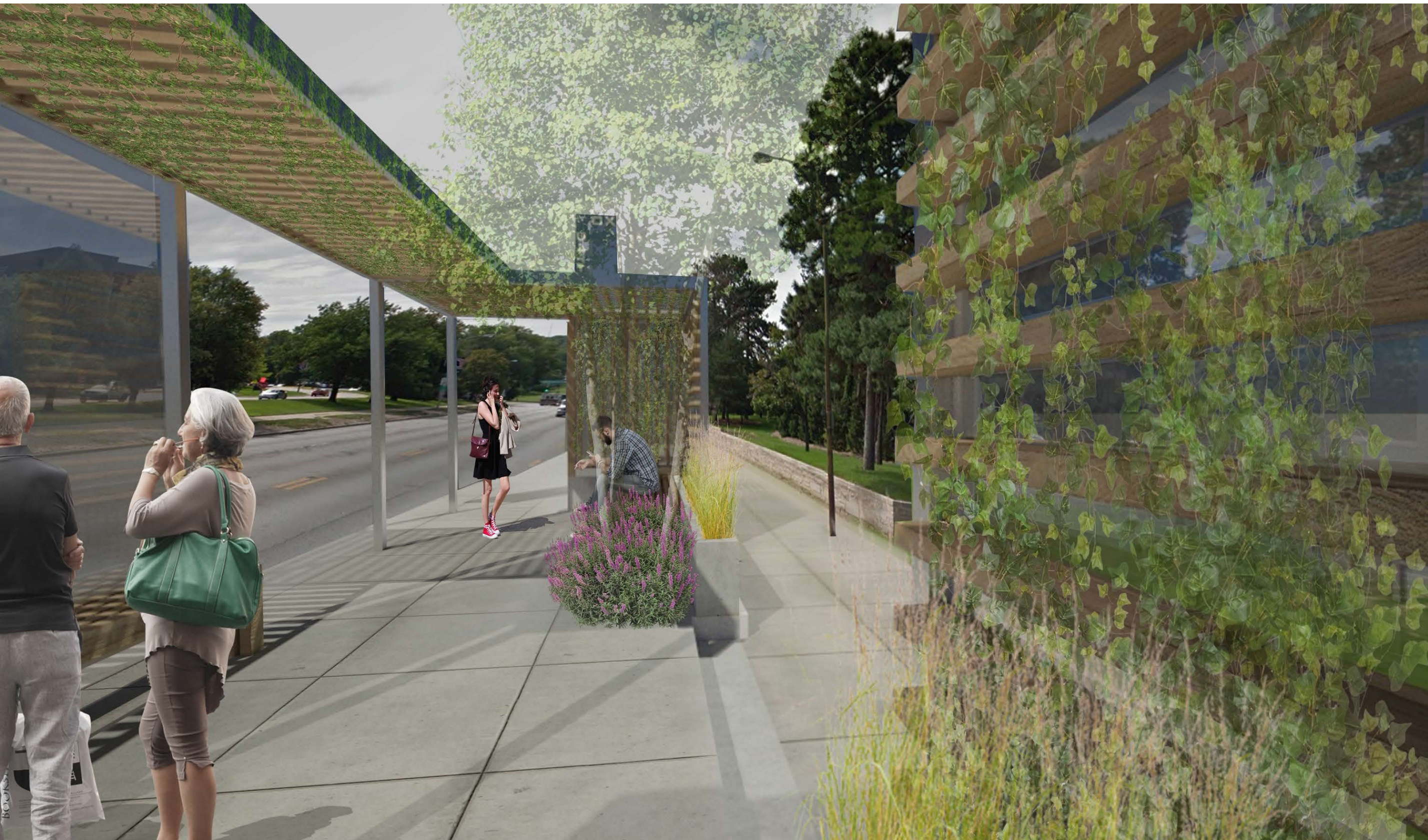
Axonometric Aerial View



Street View at Dodge and 62nd



Sidewalk View at Dodge and 62nd



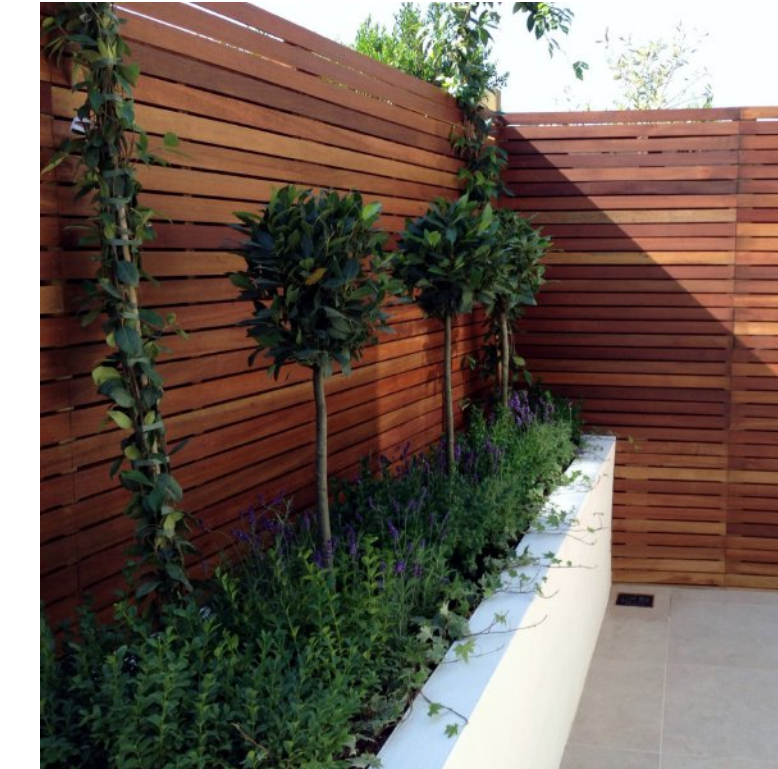
View of Shelter Relationship with Sidewalk



# GARDEN PALETTE



Trellis with Vines



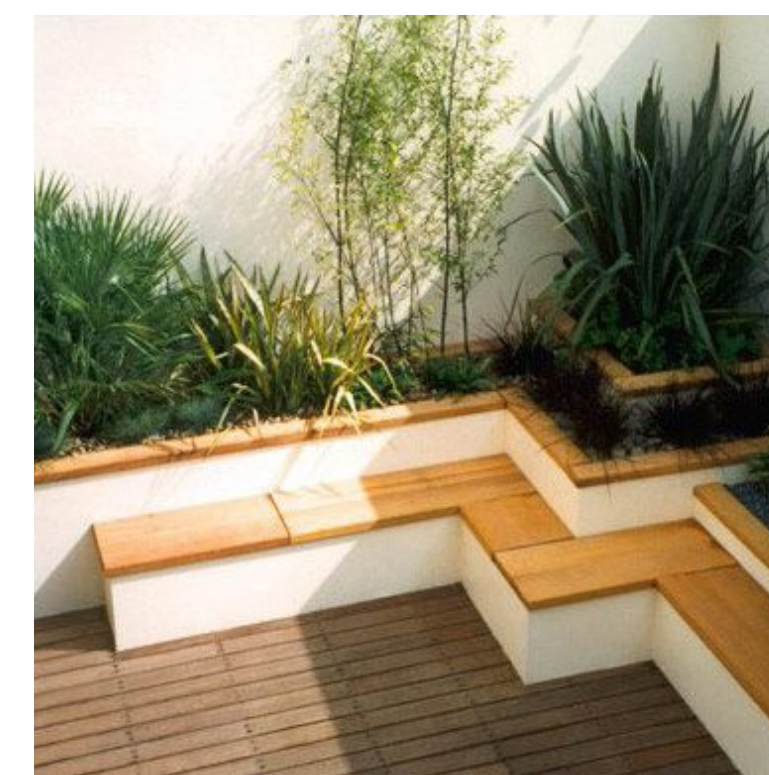
Wood



Goldenrain tree



Littleleaf Linden



Integrated Seating



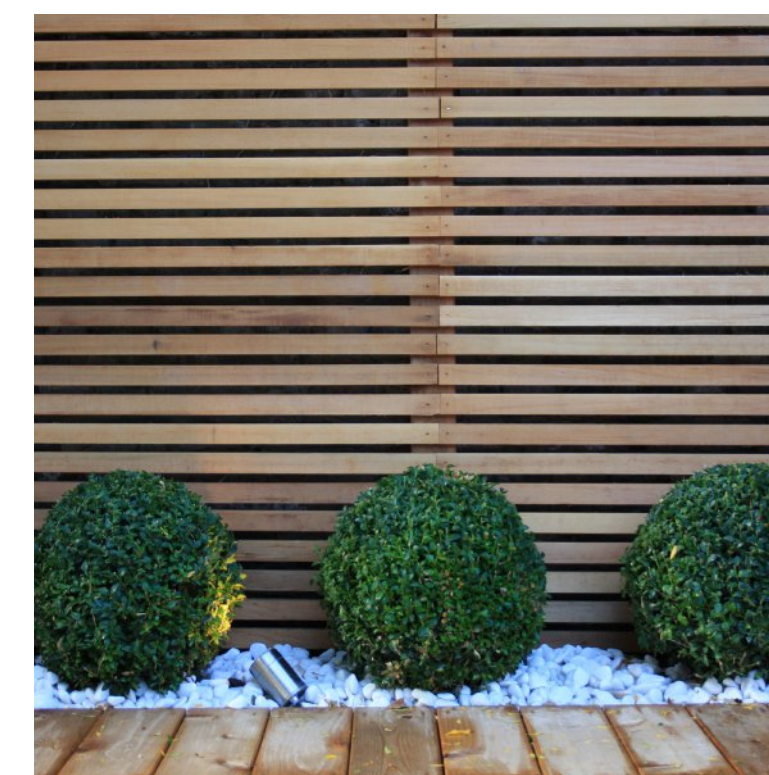
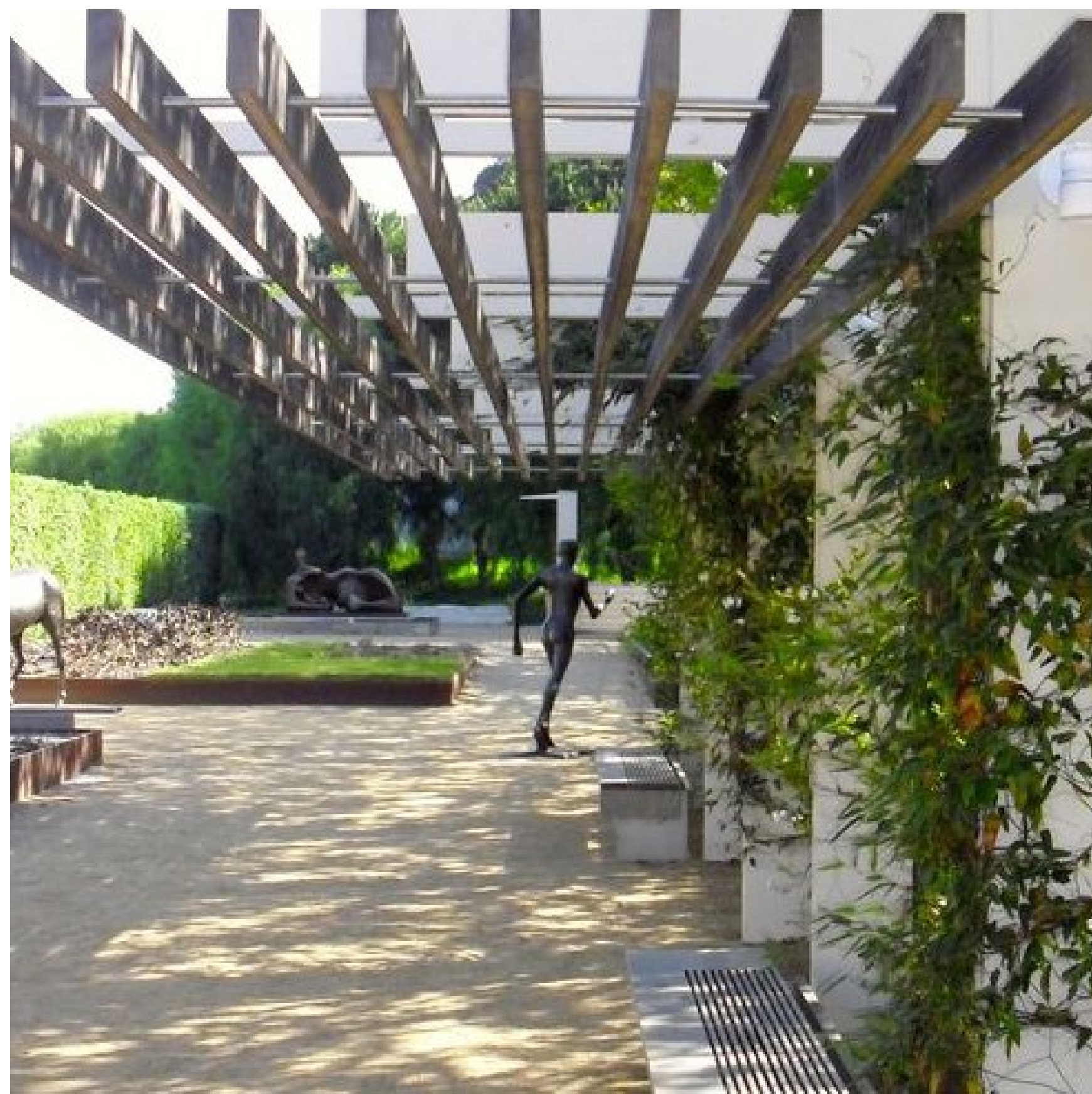
Metal Trellis



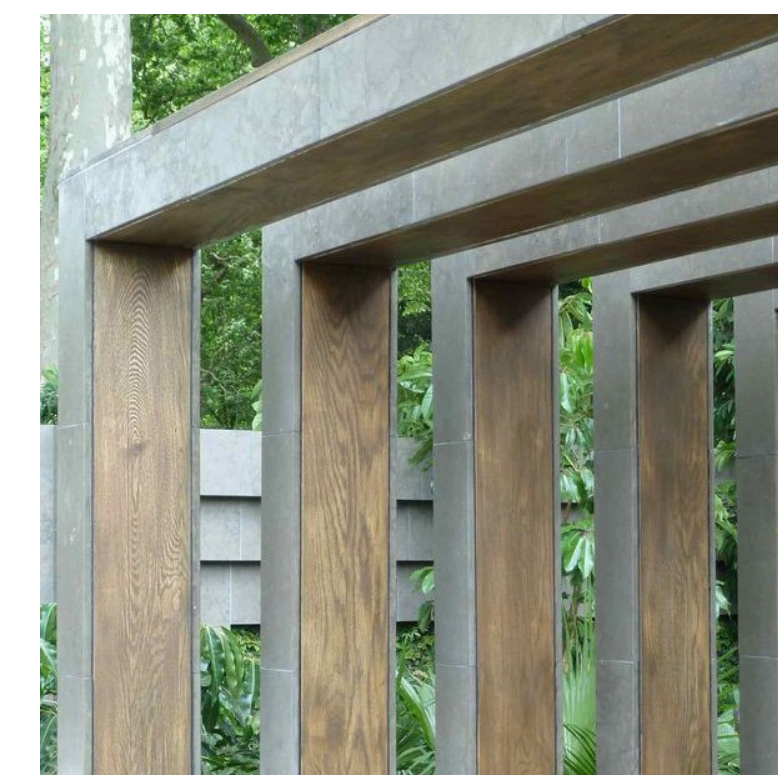
Miyabe Maple



Pekin Lilac



Modern Landscape



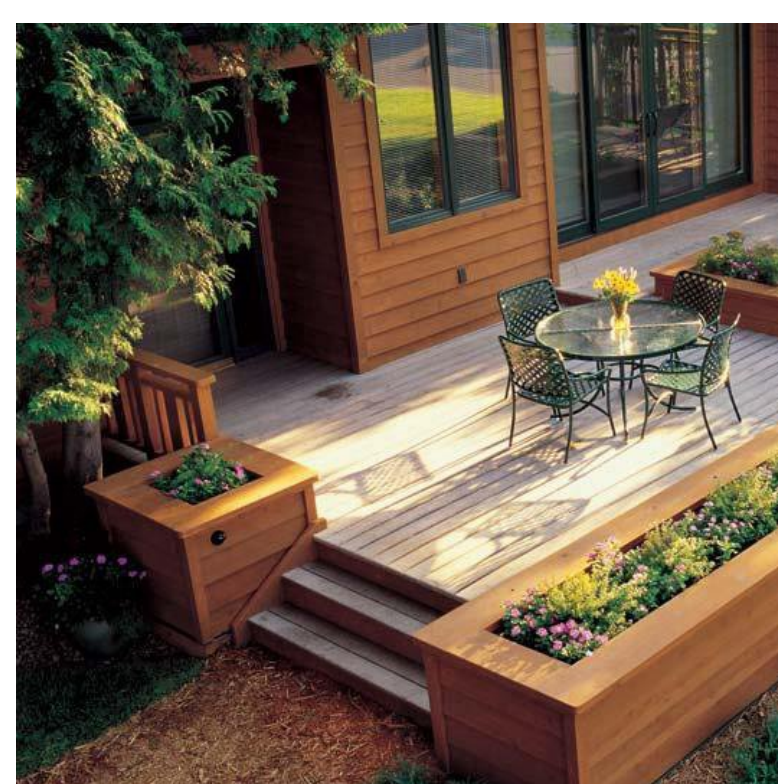
Zinc and Wood



Rose



Virginia Creeper (Vine)



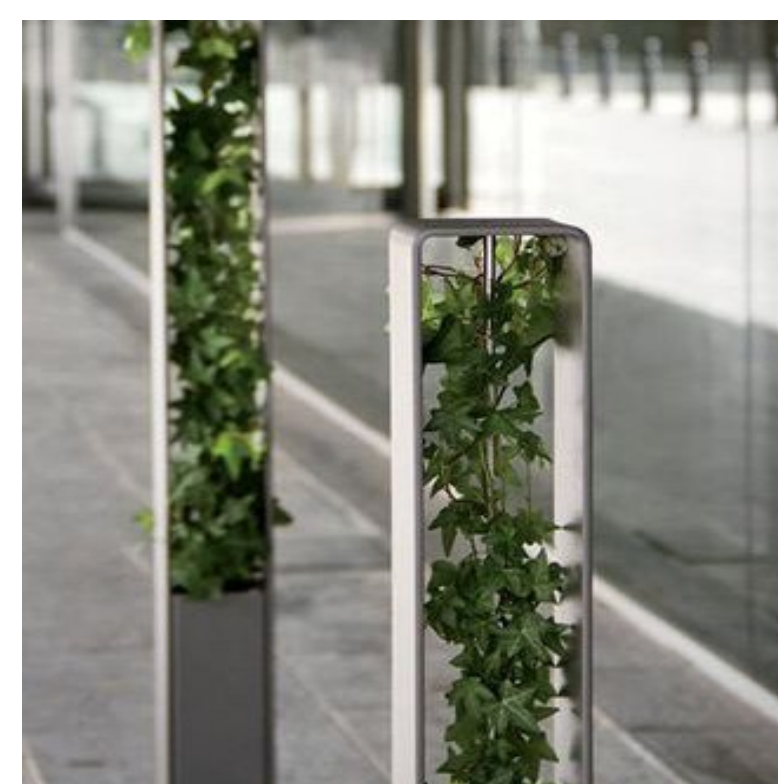
Integrated Landscape



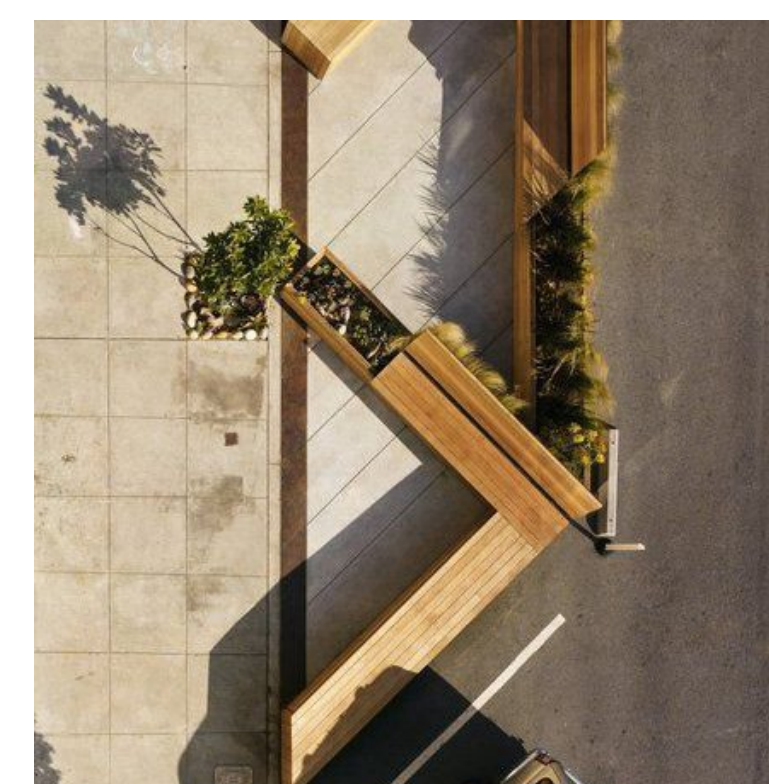
Integrated Landscape



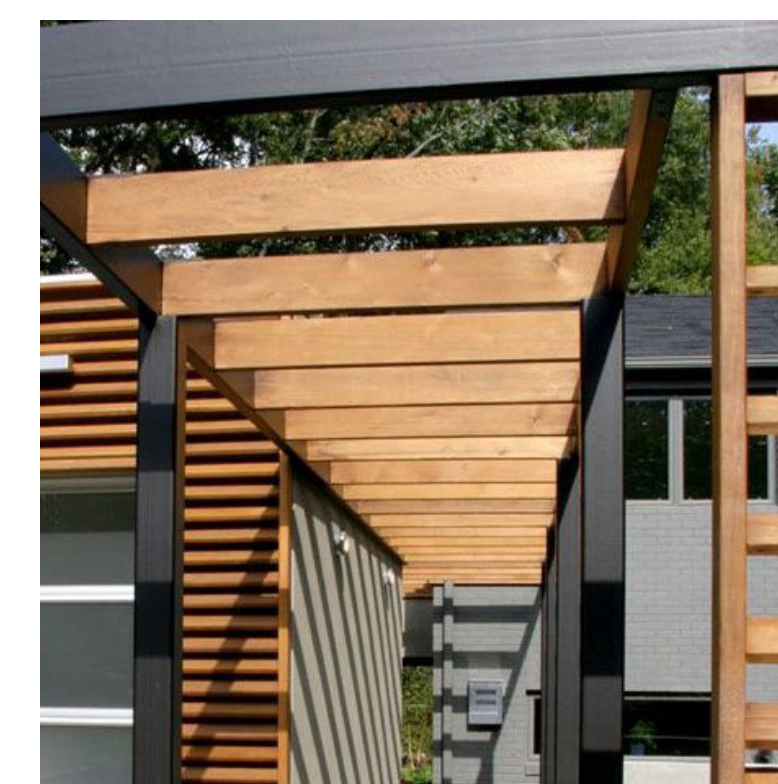
Garden Swing



Planter Bollards



Seating



Steel and Wood



Prairie Dropseed



Living Wall

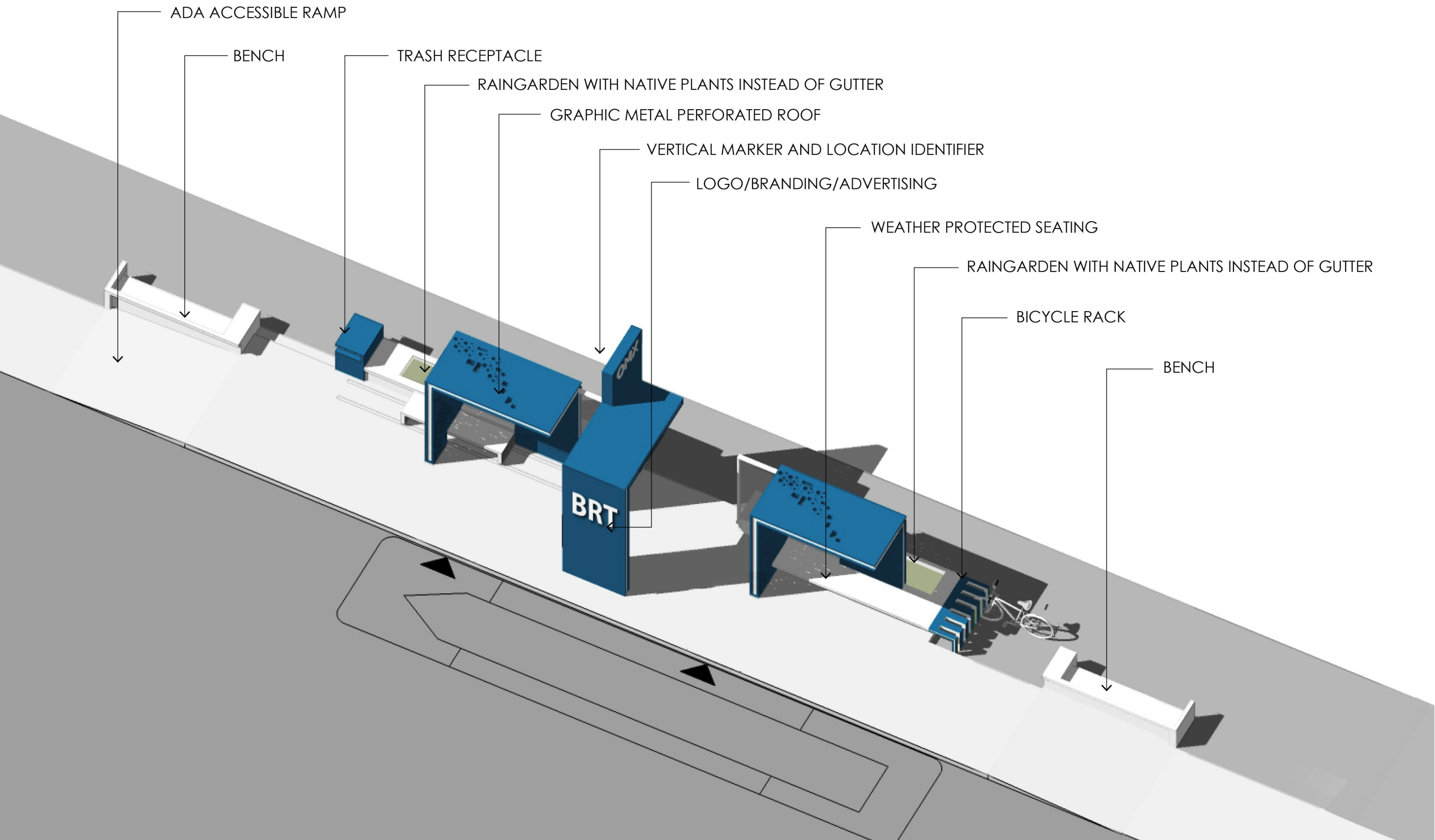


# COMPACT STATIONS

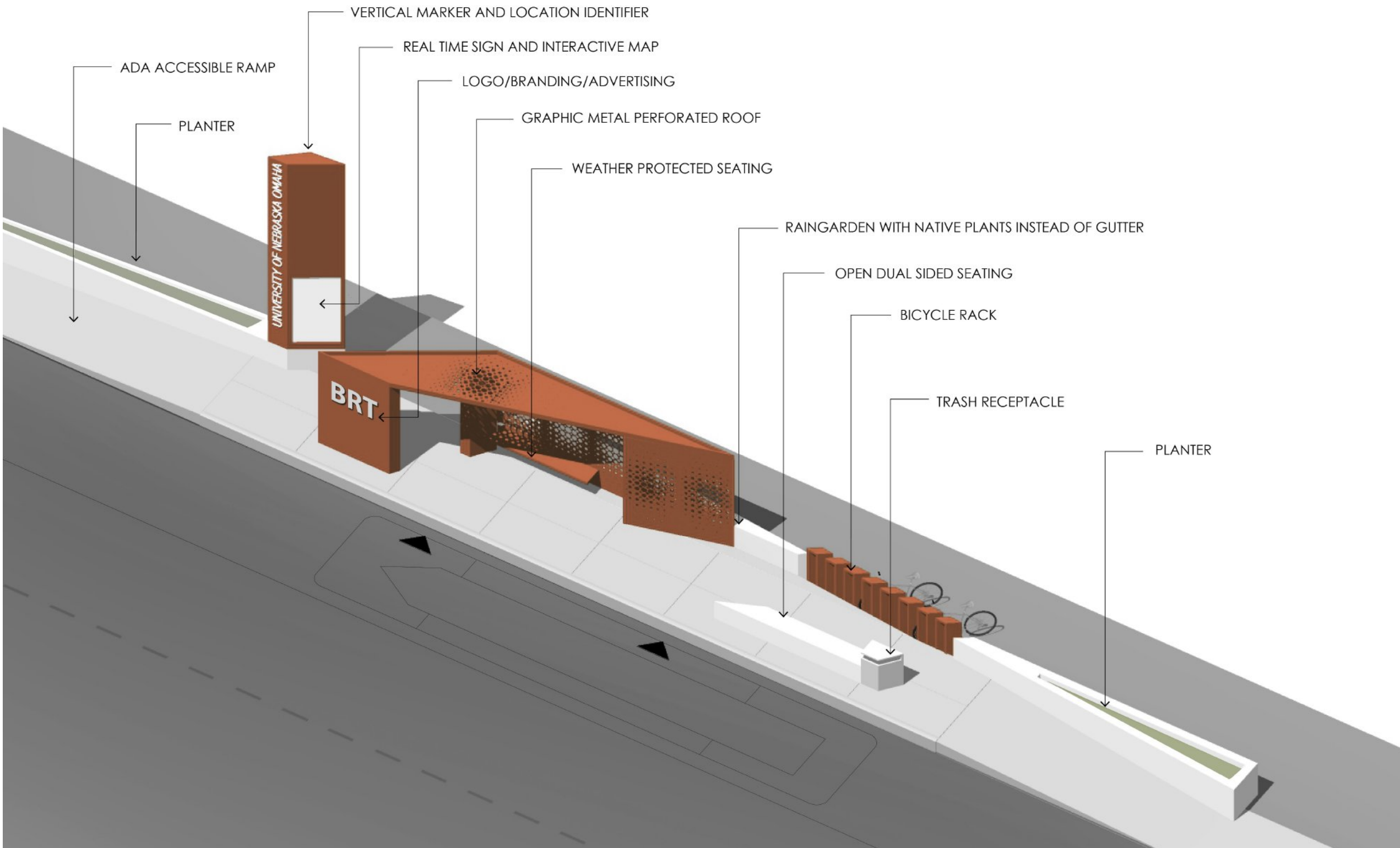
## CONCEPT

For station locations with site constraints a compact station may be substituted for the typical station. The locations of these stations have not yet been identified.

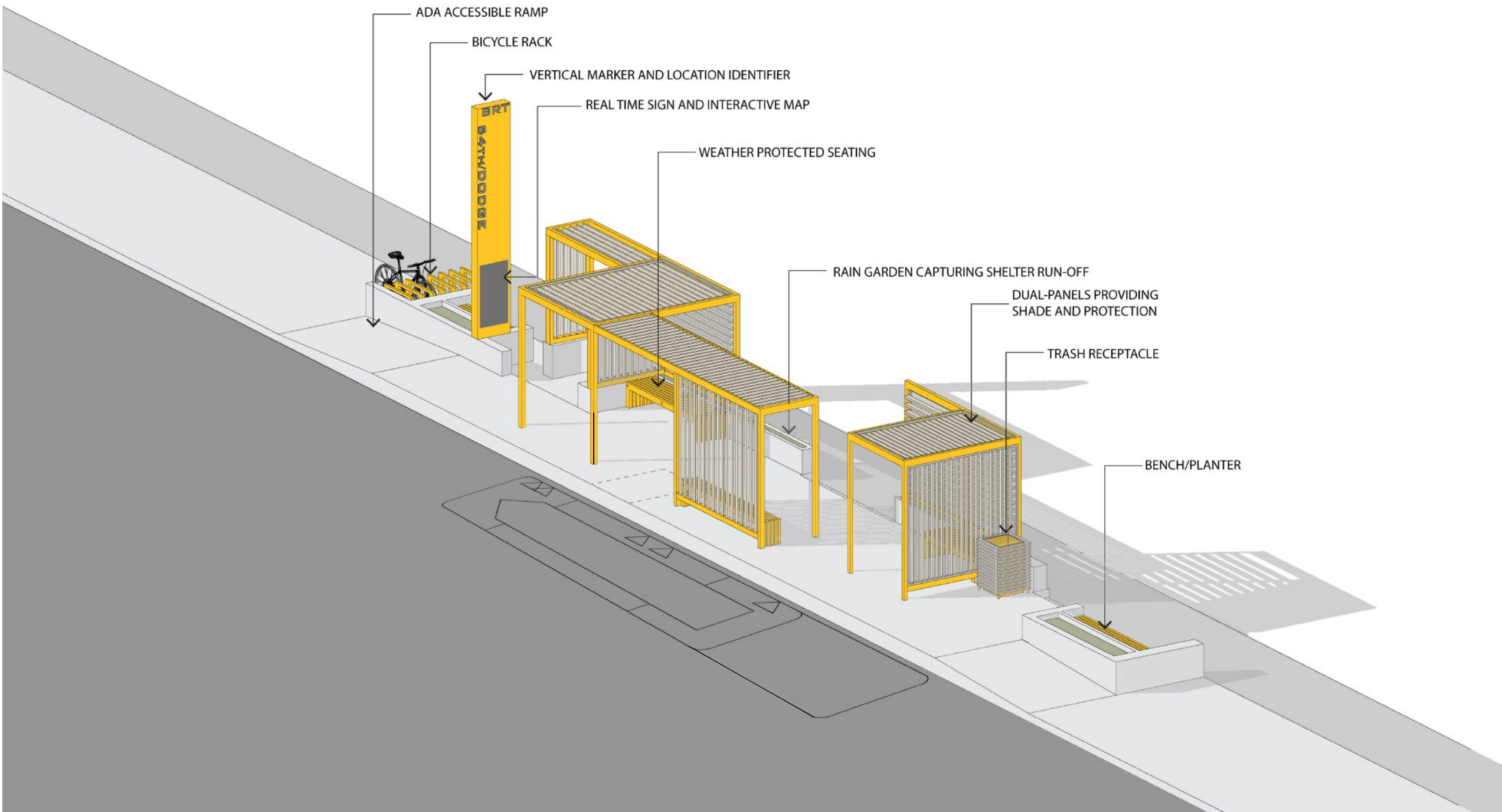
MODERN MODULE



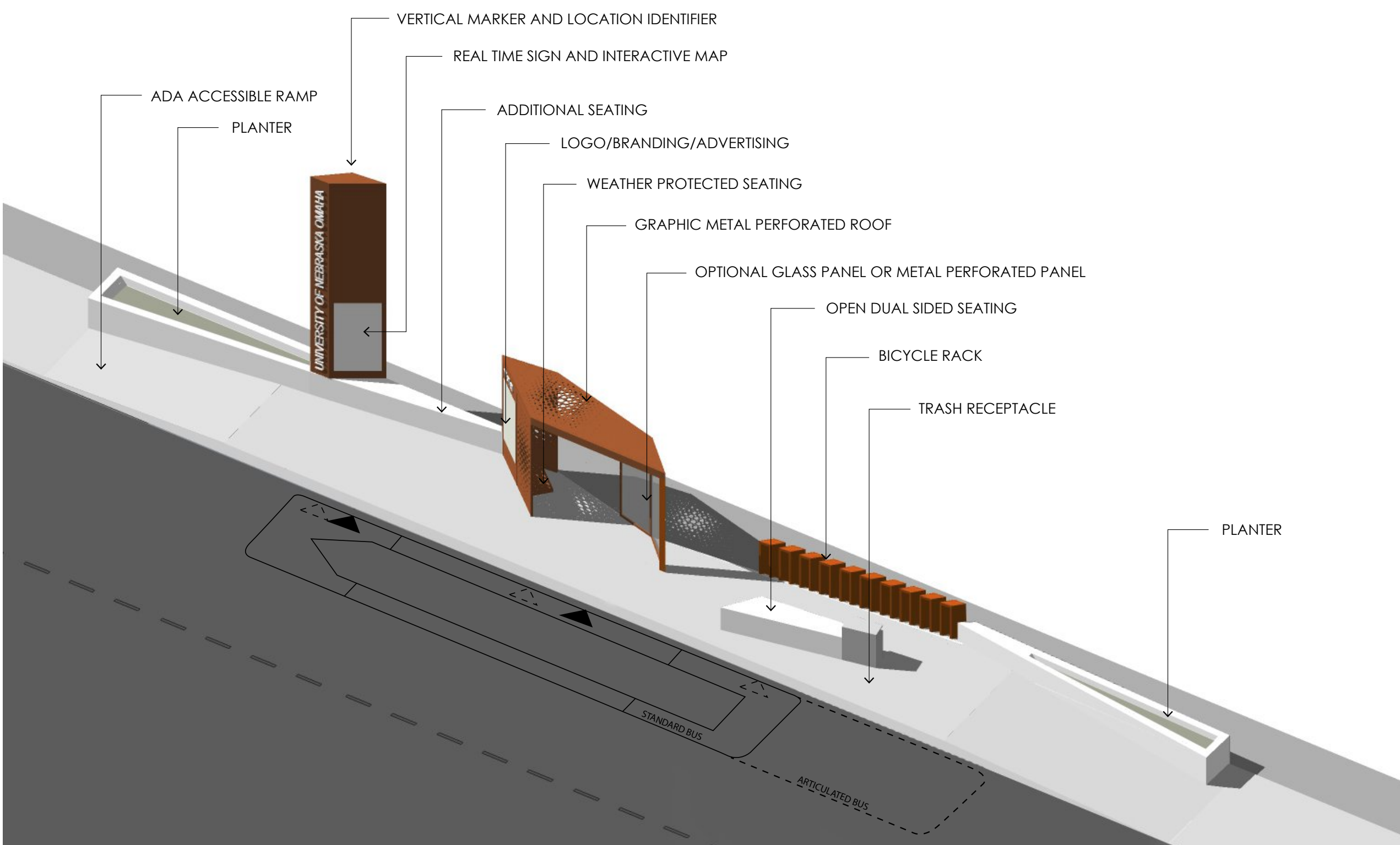
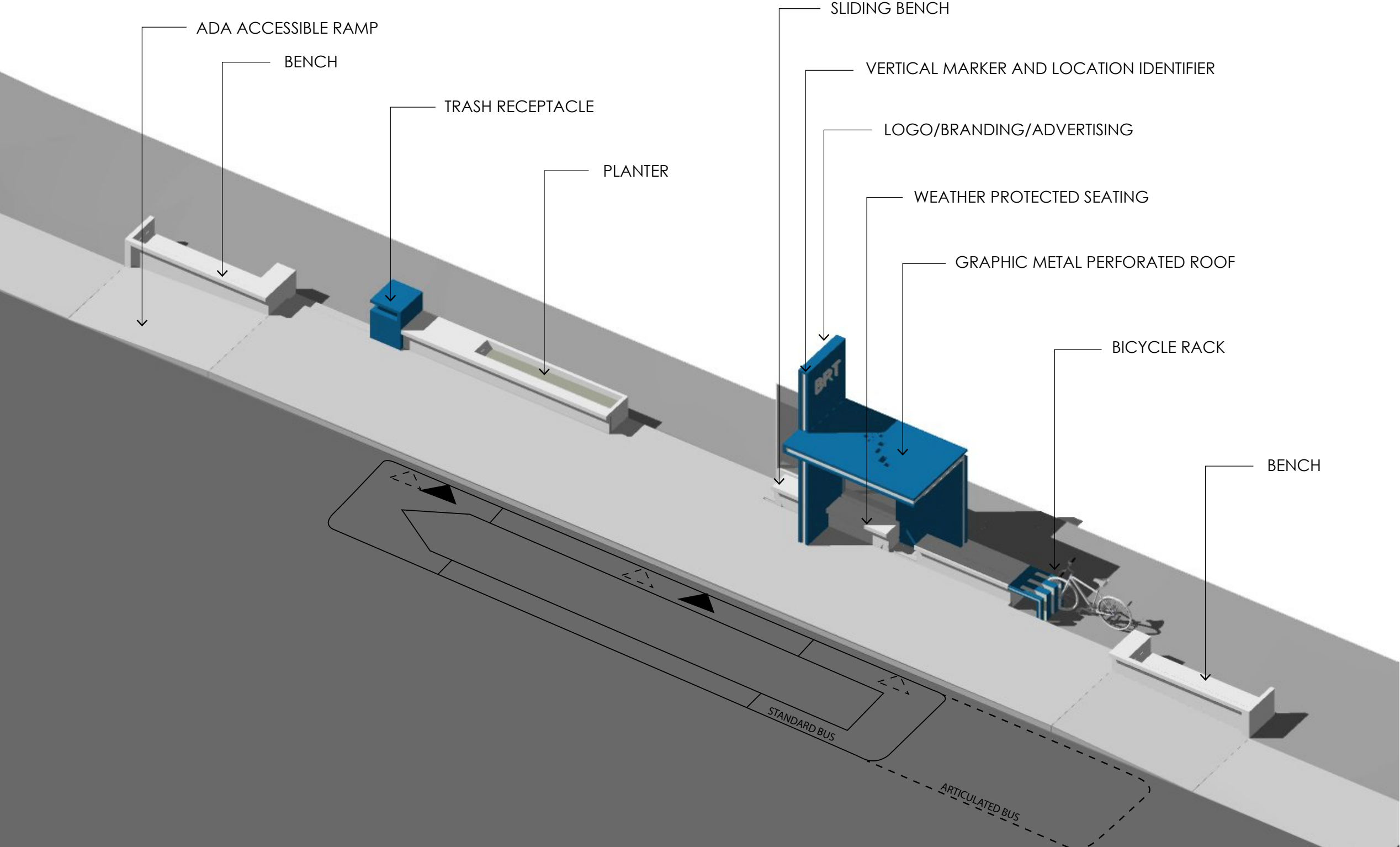
SCULPTURAL



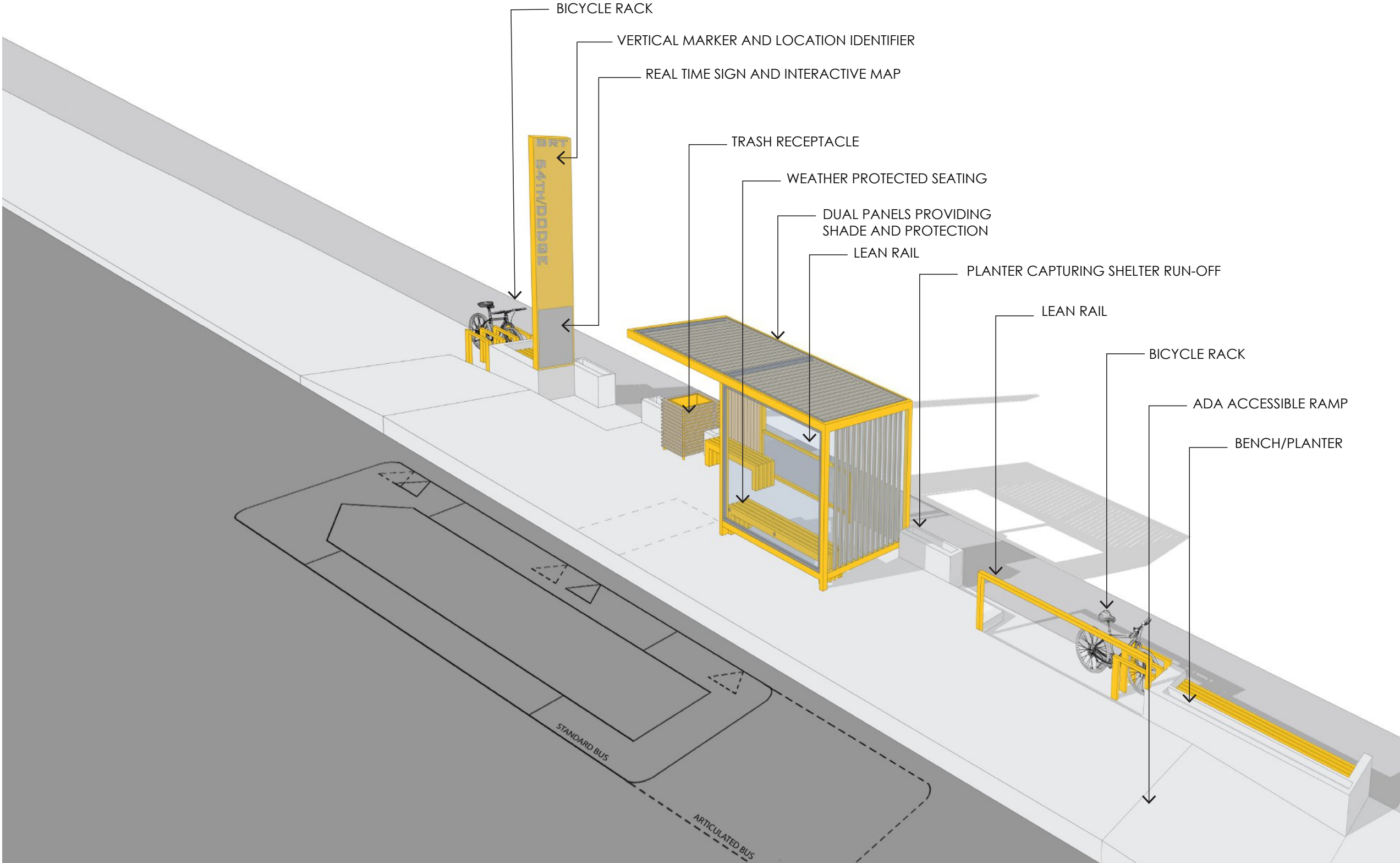
GARDEN



TYPICAL STATIONS



COMPACT STATIONS





# WHAT WOULD YOU LIKE TO SEE AT YOUR BRT STOP?

## FEATURES

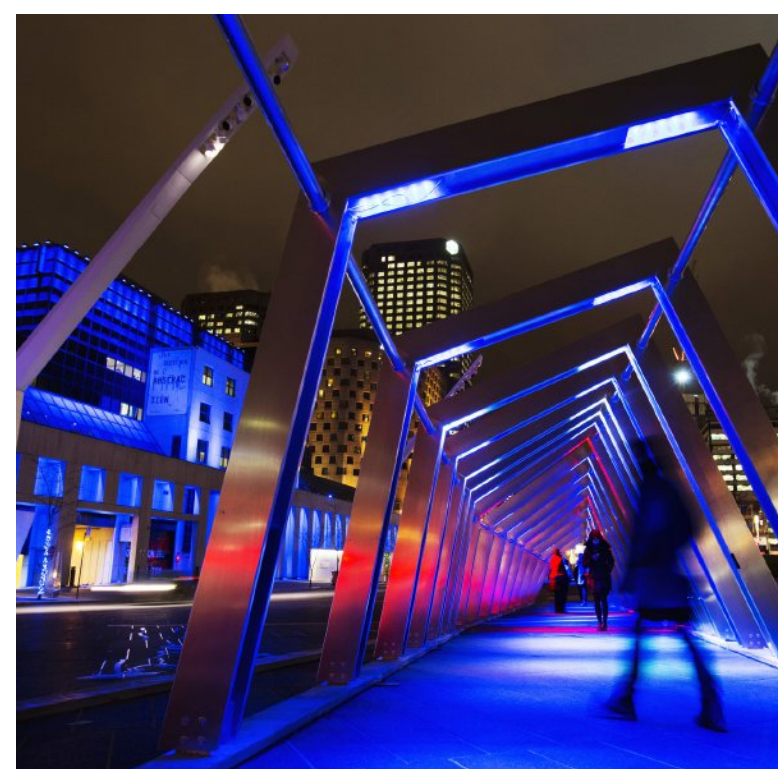
### LIGHTING & SECURITY



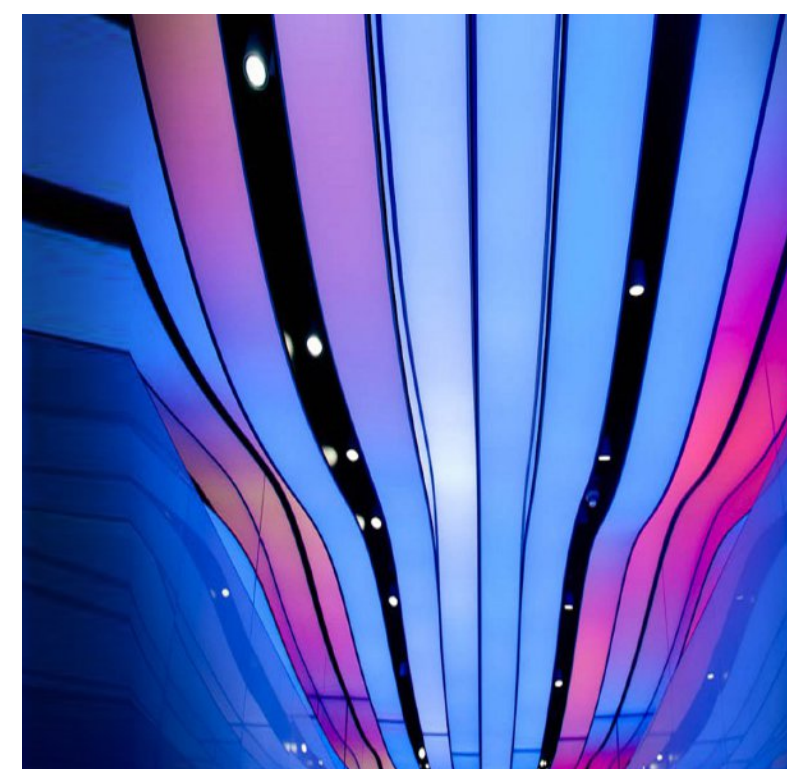
Structure Accentuation



Ceiling Lights



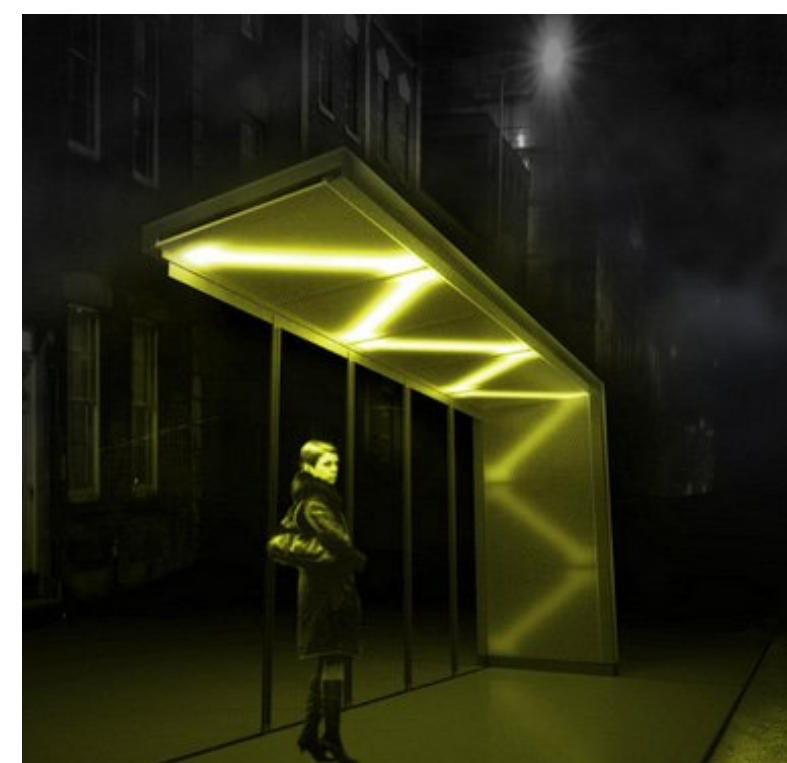
Structure Accentuation



Ceiling Lights



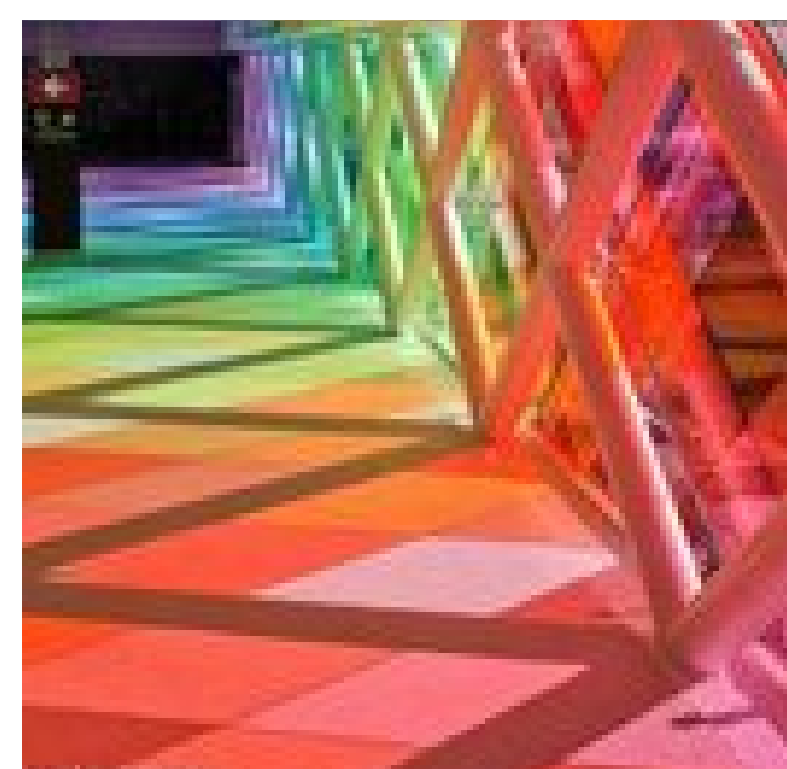
Light and Shadow



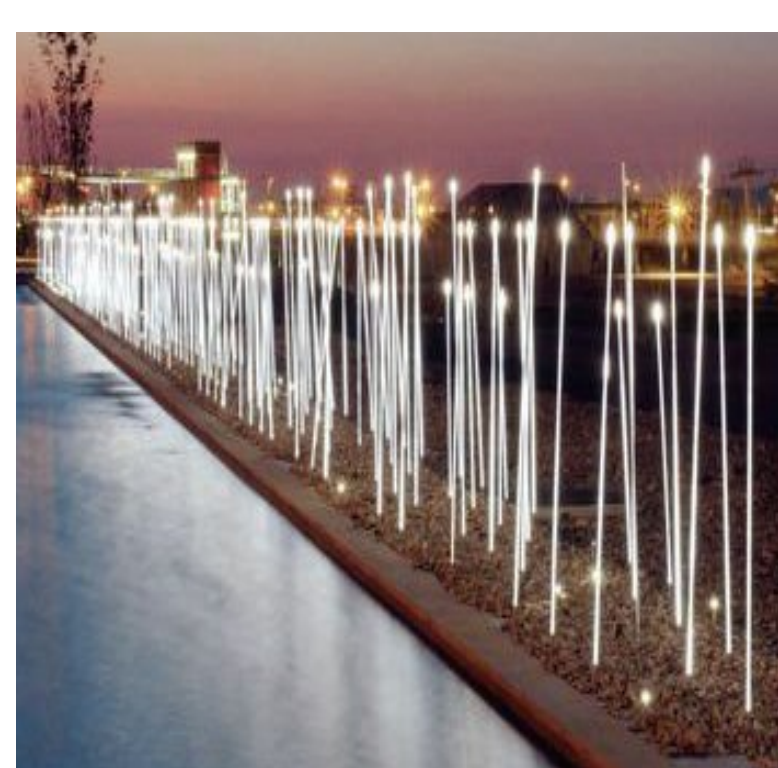
Light Projection



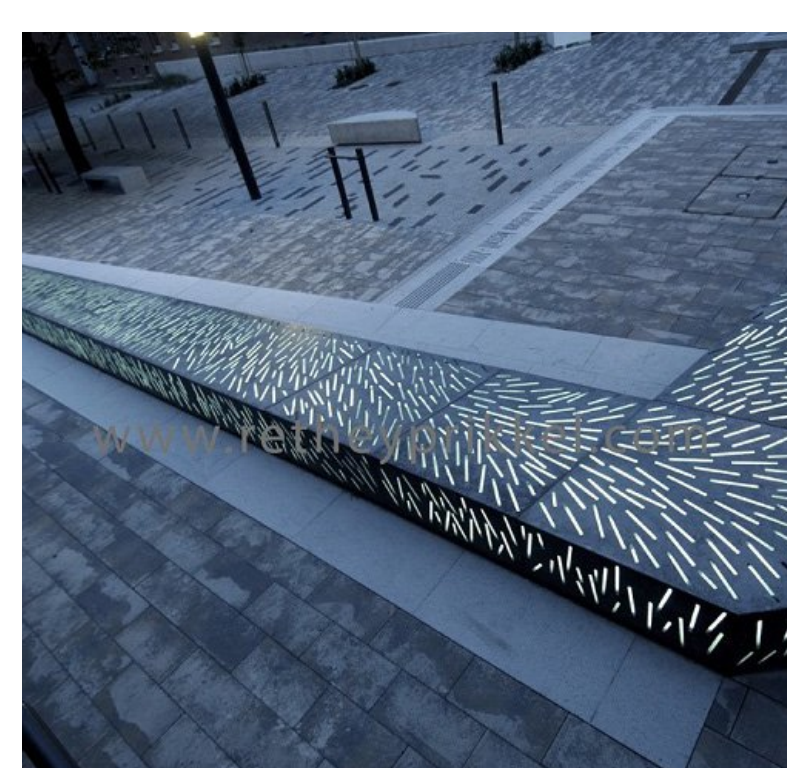
Bollards with Lights



Artistic Lighting



Artistic Bollard Lights



Surface Integrated

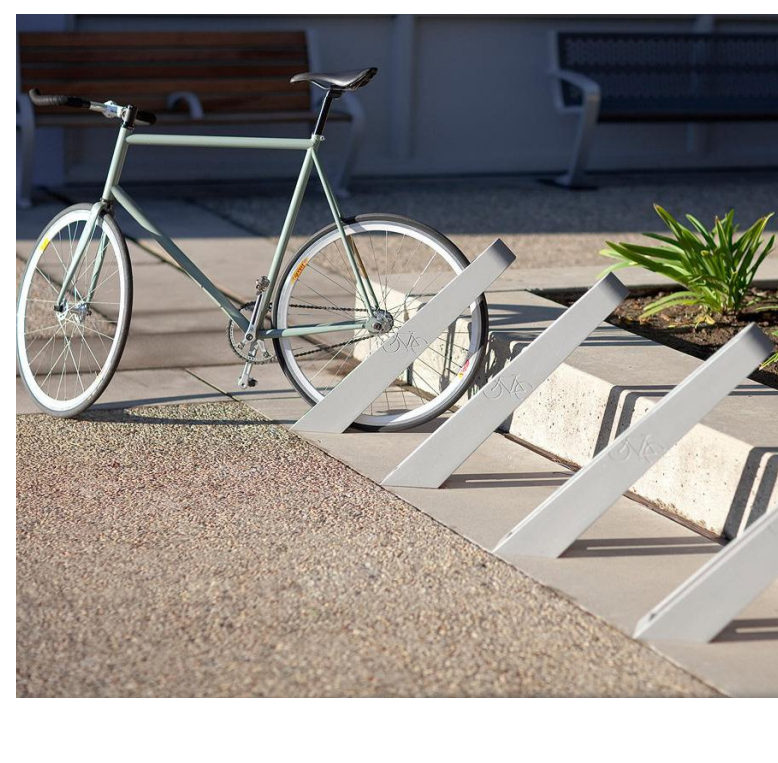
### RETAIL & AMENITIES



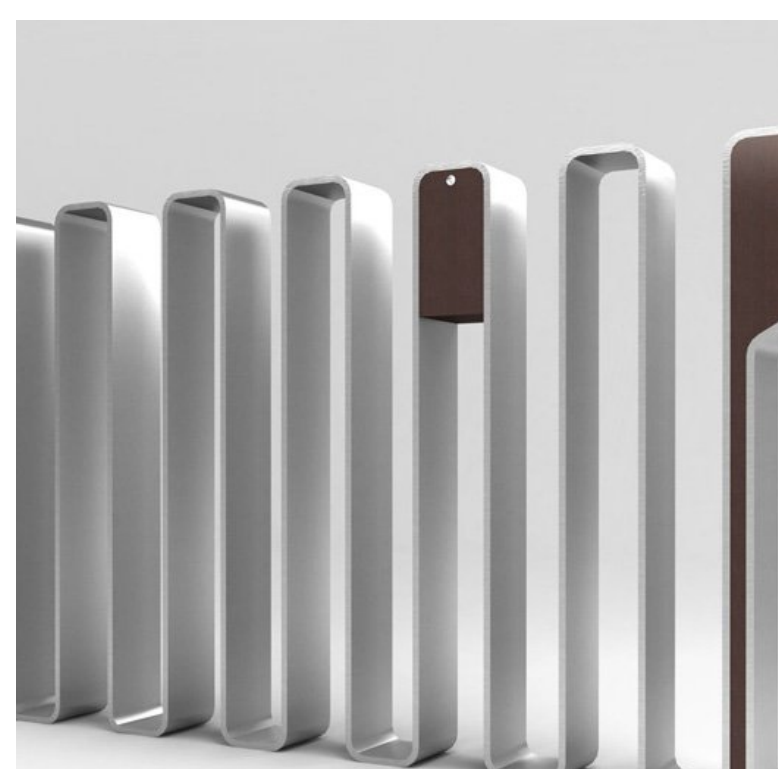
Kiosk with Movies/Snacks



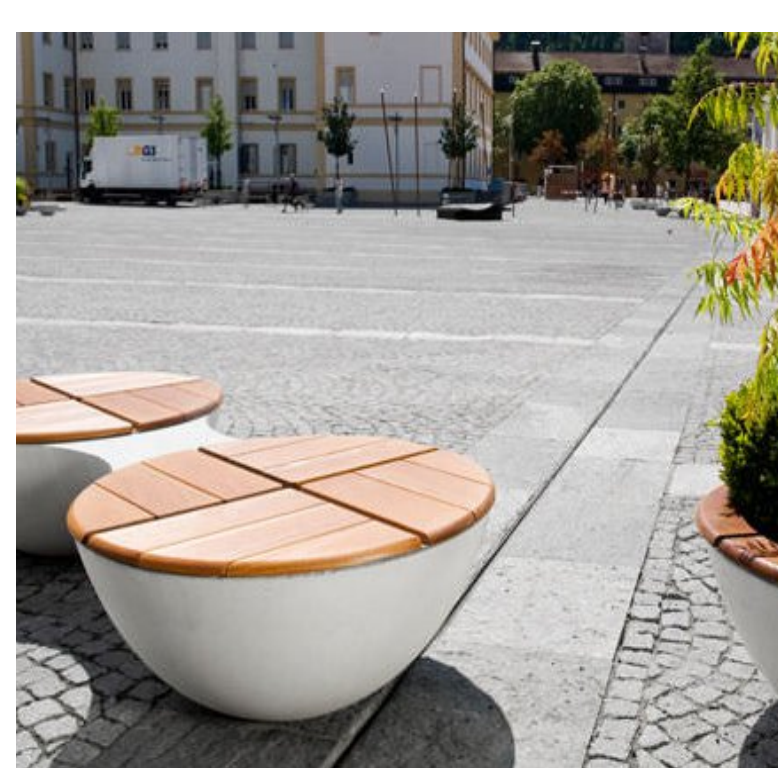
Ticket Kiosk



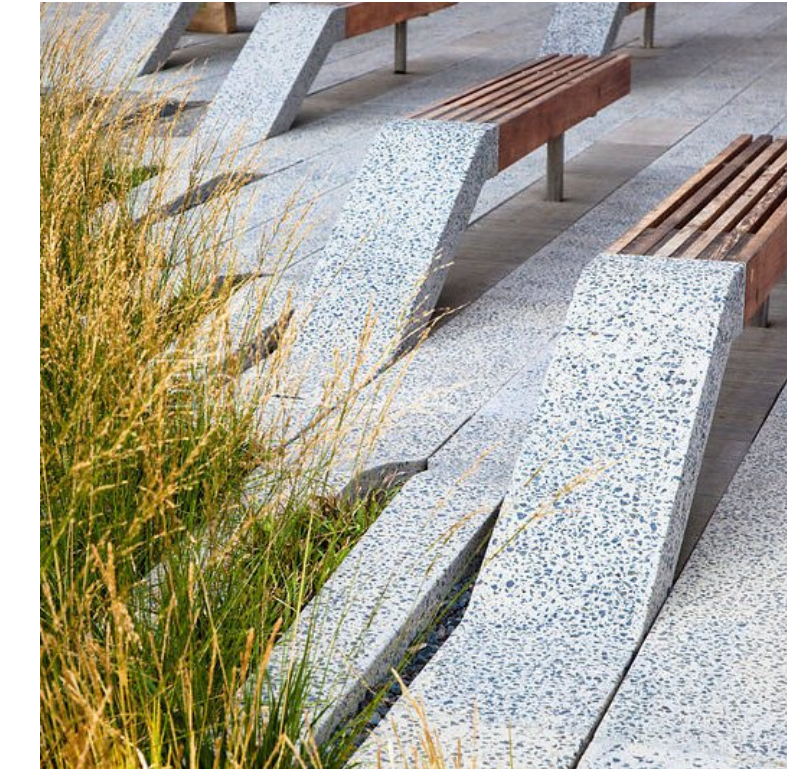
Bicycle Rack



Bicycle Rack with Lights and Lockers



Free Standing Seating



Integrated Seating



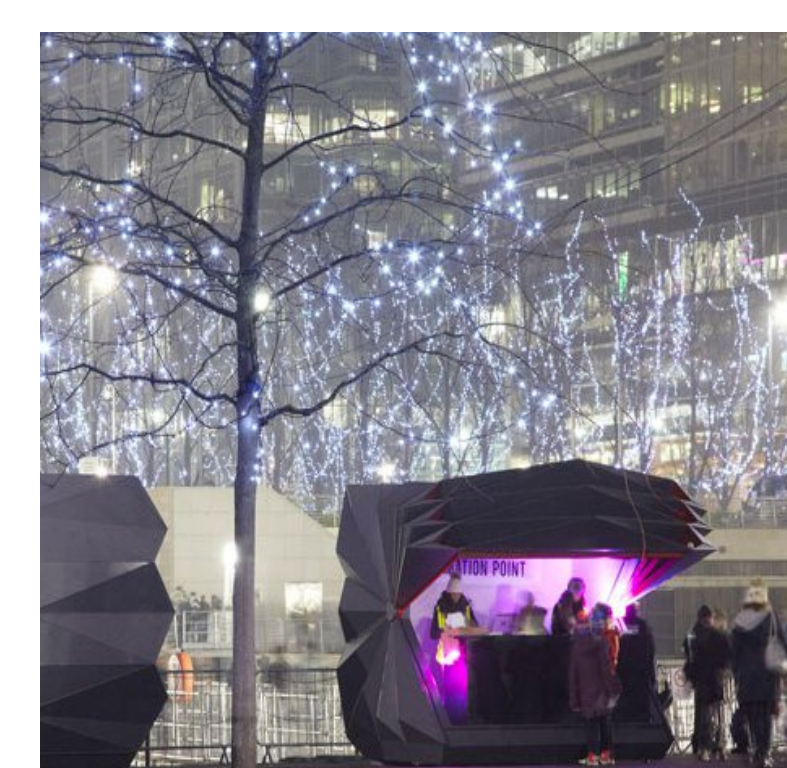
Table Seating



Artistic Seating



Lean Rail



Kiosk/Art Dual Function

### INTEGRATED TECHNOLOGY



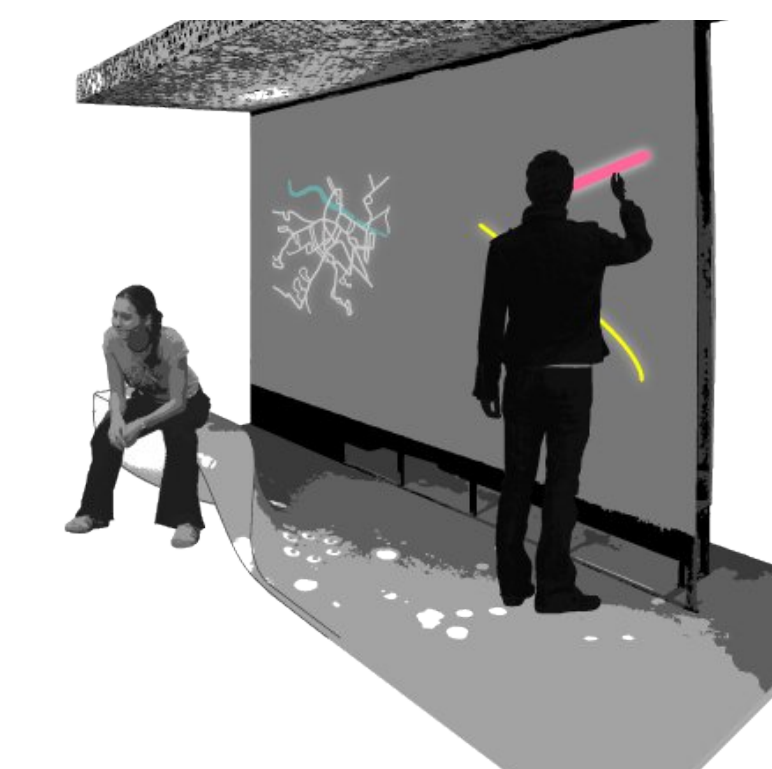
Real Time Sign



Interactive Digital Board



Interactive Real Time Marker



Non-Destructive Artist Expression



Free Wifi

### PLAY & ACTIVITIES



Free Library



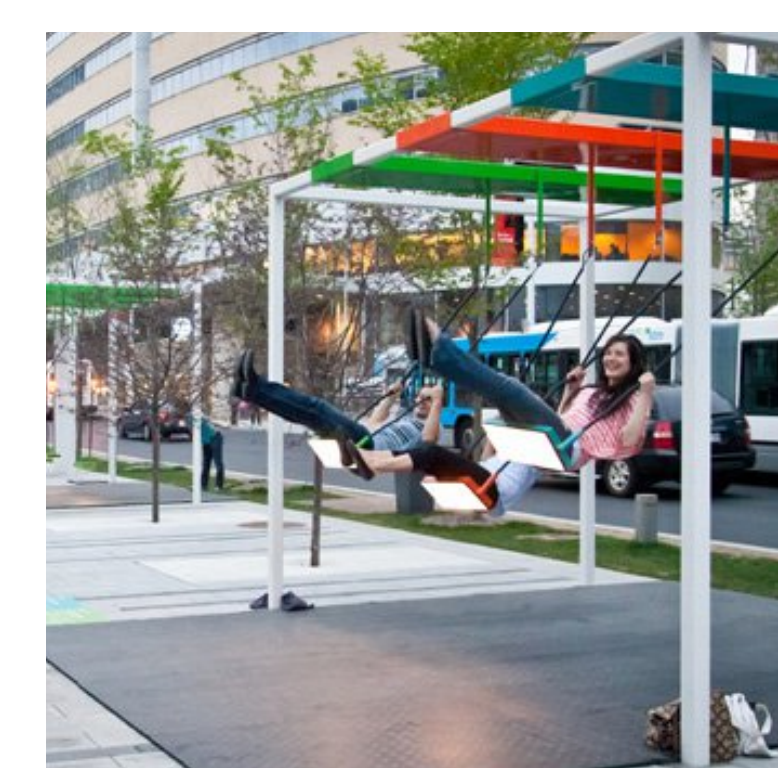
Chalk Wall



Exercise Equipment



Games

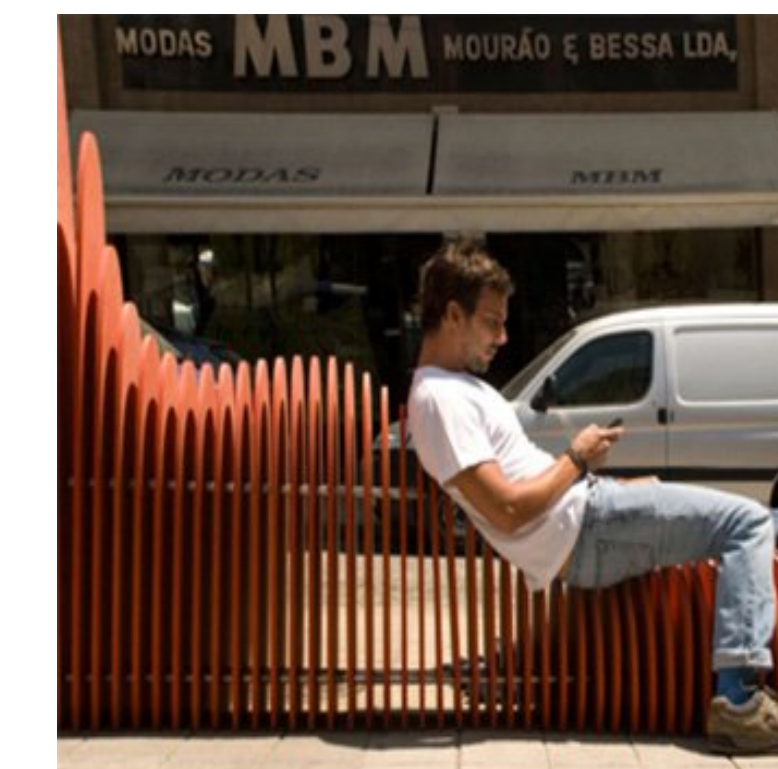


Swings

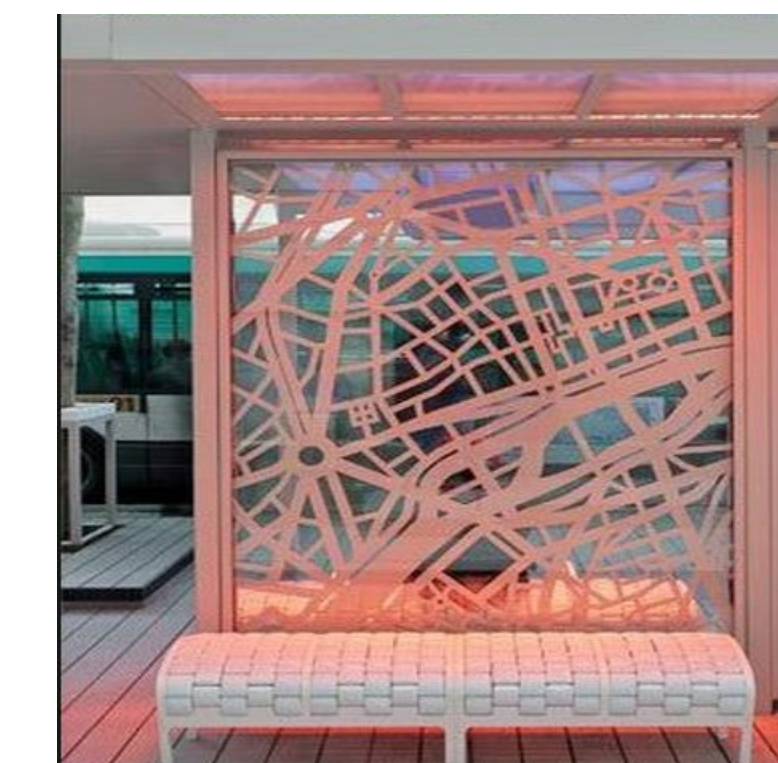
### ART & AWARENESS



Oversized Art Expression



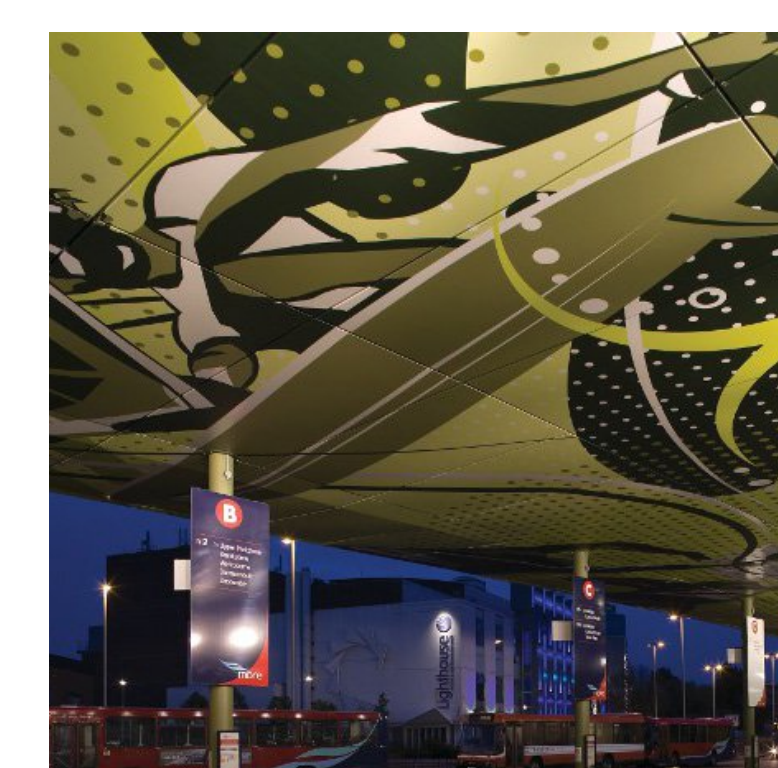
Artistic Seating



LED Map Design

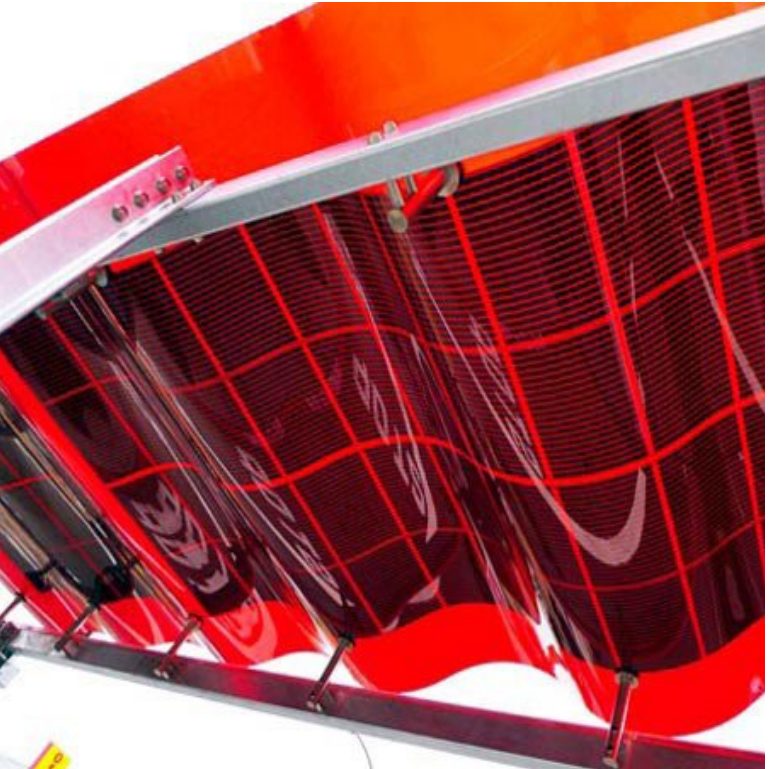


Integrated Info Graphics

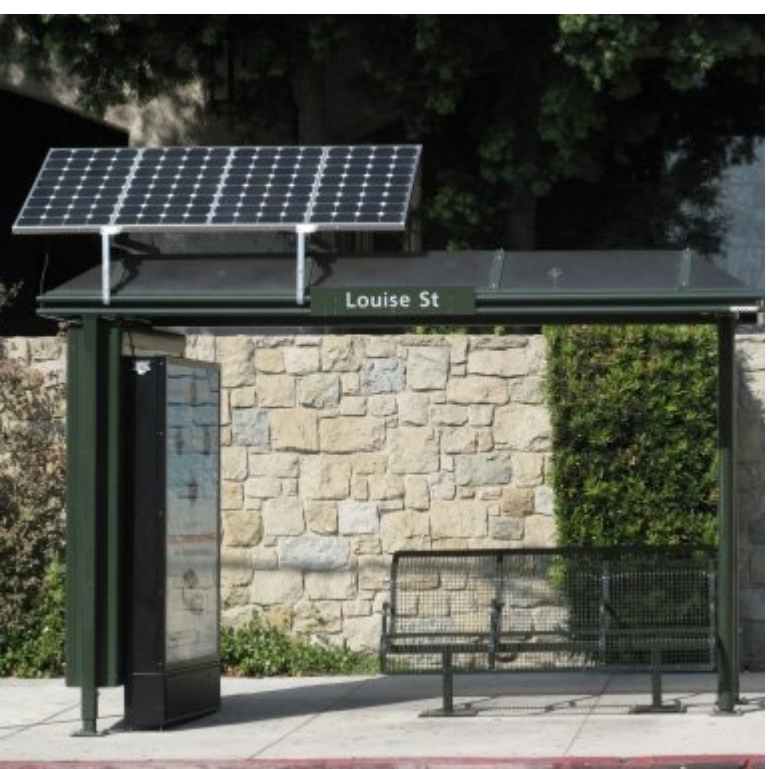


Integrated Artistic Graphics

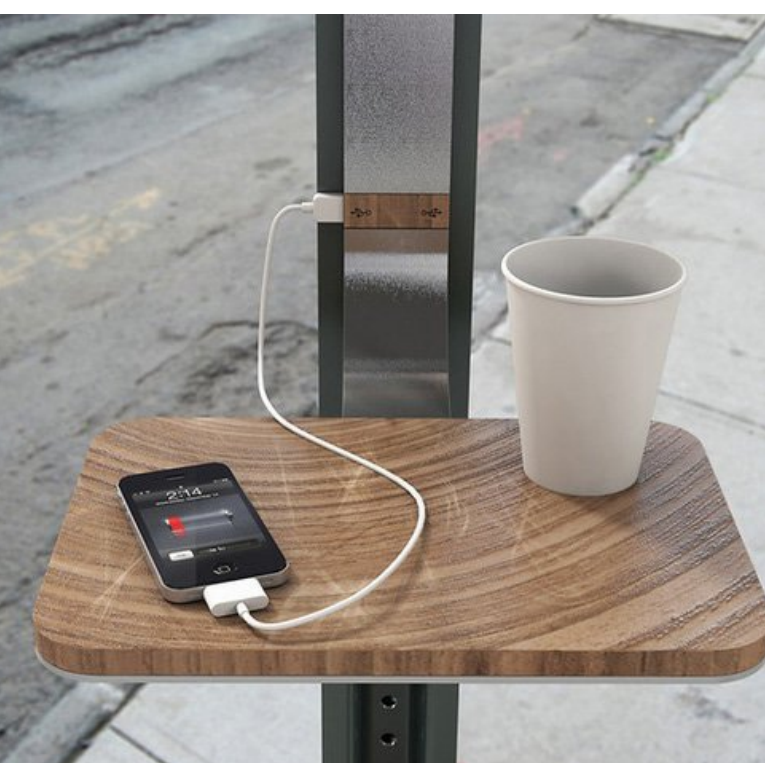
### DESIGN & SUSTAINABILITY



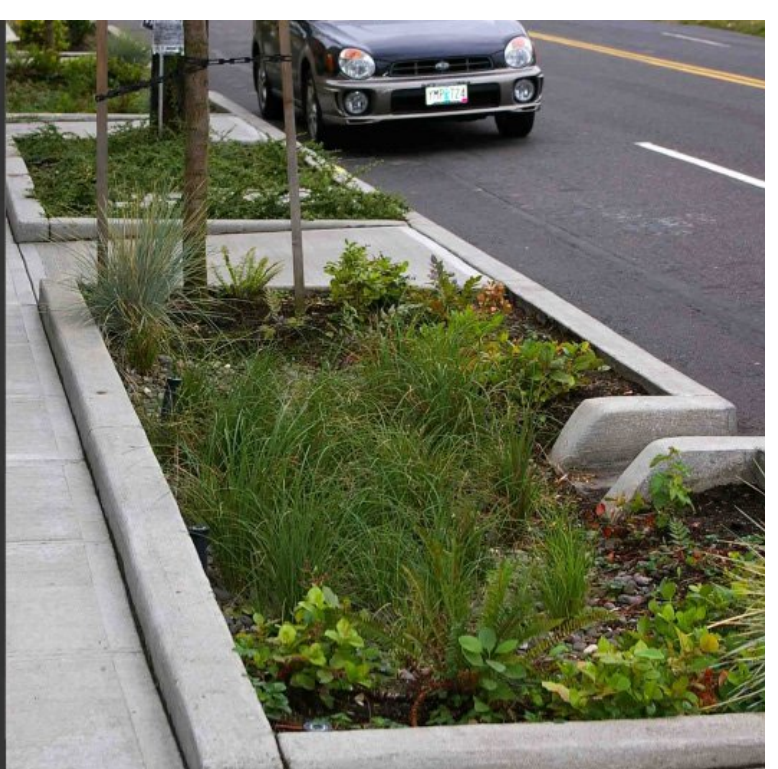
Building Integrated Photo Voltaics (BIPV)



Attached Photovoltaics



BIPV Powered Charging Station



Rain Garden with Native Plants



Green Roof



# IDENTITY & BRANDING

# BRAINSTORMING



EmX - Lane Transit District, Eugene, OR



Silver Line - The Rapid, Grand Rapids, MI



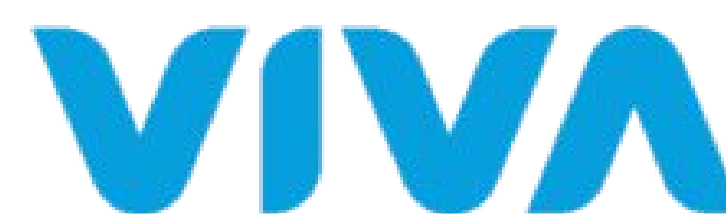
sbX Green Line - Omnitrans, San Bernardino, CA



MAX - KC Area Transportation Authority, Kansas City, MO



RapidRide - King County Metro, Seattle, WA



VIVA - York Region Transit, Ontario, Canada



brio - Sun Metro, El Paso, TX



VelociRFTA - Roaring Fork Transportation Authority, Aspen, CO



MAX - Regional Transportation Commission, Las Vegas, NV



Health Line - Greater Cleveland RTA, Cleveland, OH

Rapid      Omaha      Ride      Express      Link  
Bus      Fast      Metro      Area      Public      Mass  
Transportation      Corridor      Transit      Connector  
Central      Route      Dodge      Urban      Circulator  
Blue      Yellow      Green      Red      Orange

## WHAT SHOULD WE CALL OUR BRT?

Omaha Metro Express - OMX  
Rapid Omaha Link - ROL  
Connecting Omaha Metro - COM  
Ride Omaha Express - ROX  
Fast Omaha Express - FOX  
Dodge Express - DEX  
Zoom  
The Fast Lane

Others?