



**BETTER
BUS BLUEPRINT**

IMPROVING TWIN PORTS TRANSIT

Duluth Transit Authority's Bus Rapid Transit Future



Better Movement

BETTER BUS STOPS

- Signage
- ADA Improvements
- Shelters and seating
- Solar Lighting
- Over \$5M planned

BETTER TECHNOLOGY

- Mobile App, Fare Capping
- Live Bus Tracking
- Signal Priority
- New Fareboxes
- Website

BETTER **BUS** **BLUEPRINT** *IMPROVING TWIN PORTS TRANSIT*

- New Bus Network
- Frequent Service
- More Weekend Service
- Simplified
- First Step to BRT

Better Bus Blueprint

A Comprehensive Operations Analysis (COA) that began in 2020

Born out of 2017 TDP that suggested a high-frequency network be established and other changes be made

Analyze existing system – identify strengths, weaknesses, and opportunities

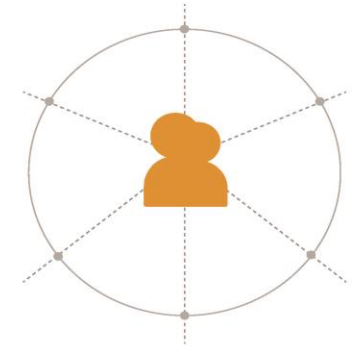
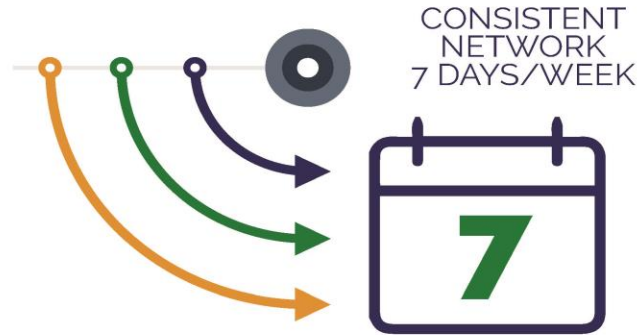
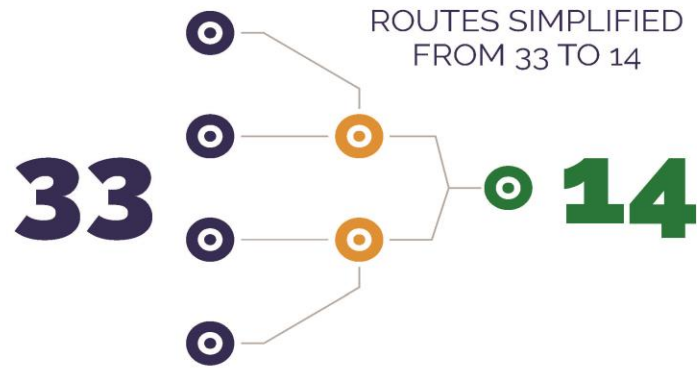
- Current system is complex and confusing, frequency lacking in popular areas, and more weekend service needed. Opportunity to improve travel times and consolidate routes.

Existing system was so intertwined that a full redesign was needed, new route naming and everything

BENEFITS



OF EXISTING
RIDERSHIP SERVED



RIDERS CAN RELIABLY
ACCESS MORE LOCATIONS

8+

ADDED MILES OF HIGH FREQUENT (PRE-BRT) SERVICE



16,000
MORE PEOPLE SERVED

14,000
MORE JOBS ACCESSIBLE

BY FREQUENT SERVICE



EQUITY
POPULATION
ACCESS TO
FREQUENT
SERVICE
INCREASES
BY 40%
OR MORE



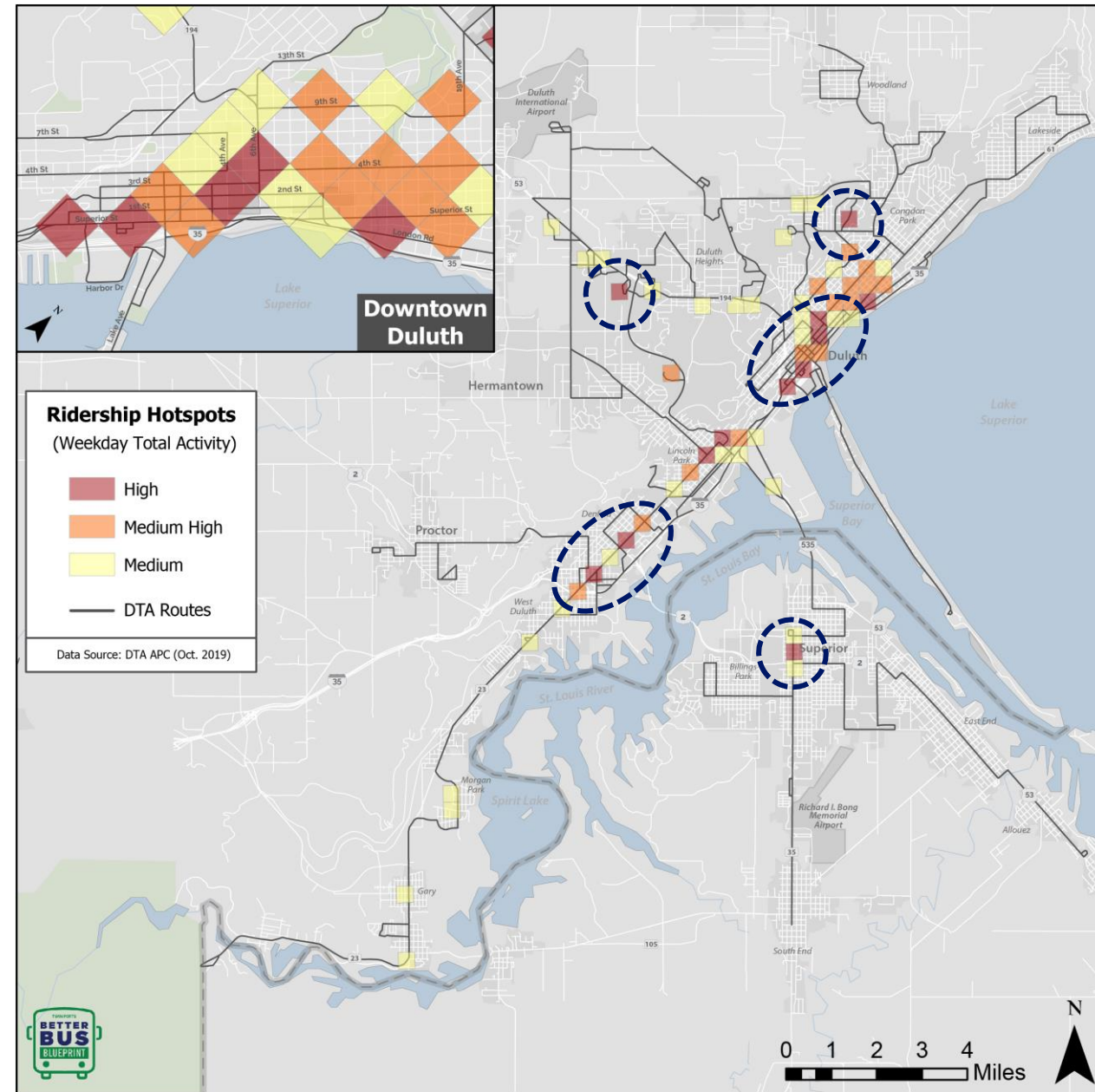
TRIPS WITH SIGNIFICANT
TRAVEL TIME IMPROVEMENTS

Ridership Hotspots

Key Hotspots

- Downtown Duluth – DTC / Essentia Health
- University of Duluth Minnesota
- Miller Hill Mall
- West Duluth / Lincoln Park (along Grand Ave)
- Downtown Superior

Total Activity Hotspot Breakdown			
	Weekday	Saturday	Sunday
Activity within Hotspot	80%	71%	67%
<i>High</i>	52%	36%	19%
<i>Medium High</i>	15%	17%	24%
<i>Medium</i>	14%	18%	24%
<i>Non-Hotspot</i>	20%	29%	33%



High Frequency Service Go-Line Access

16,000

MORE PEOPLE SERVED

14,000

MORE JOBS ACCESSIBLE



Lake Superior
Zoo



Spirit Valley
Hub



Miller Hill
Area Hub



Walmart

UMD Hub



DTC



High Frequency Service
(15-min or better)

Existing Network

Recommended Draft Network

A Step Toward the Future

The addition of Go Line service is the first step towards providing Bus Rapid Transit (BRT) to Twin Ports' residents. The DTA is actively looking to expand and improve Go Line service to include more BRT features in the future! Examples of potential BRT features are shown below.



Bus Rapid Transit is a higher quality bus service that is often compared to rail. BRT provides frequent, fast, and reliable transit service with fewer stops. BRT commonly includes features like improved customer amenities, enhanced bus stops, branded vehicles, and special road accommodations.

- A. Specialized Vehicles
- B. Transit Signal Priority/Signal Enhancements
- C. Dedicated Transit Lanes
- D. Enhanced Stops/Stations
- E. Branded Infrastructure
- F. Off-Board Fare Collection

Incremental Approach to BRT

- **Offer BRT levels of service now, don't wait** (15-min service for 14 hr. span on weekdays)
- **Make temporary changes now to distinguish service, adding in elements over time**
- **Coordinate with upcoming roadway projects for infrastructure improvements, efficiency**
- **Leverage existing bus replacement program to purchase BRT style buses over 3 years**
- **Use existing TSP along Go-Line corridors and add where missing**
- **Pilot or demonstrate BRT elements to get broader community support**
- **Space bus stops further apart to speed up travel times**



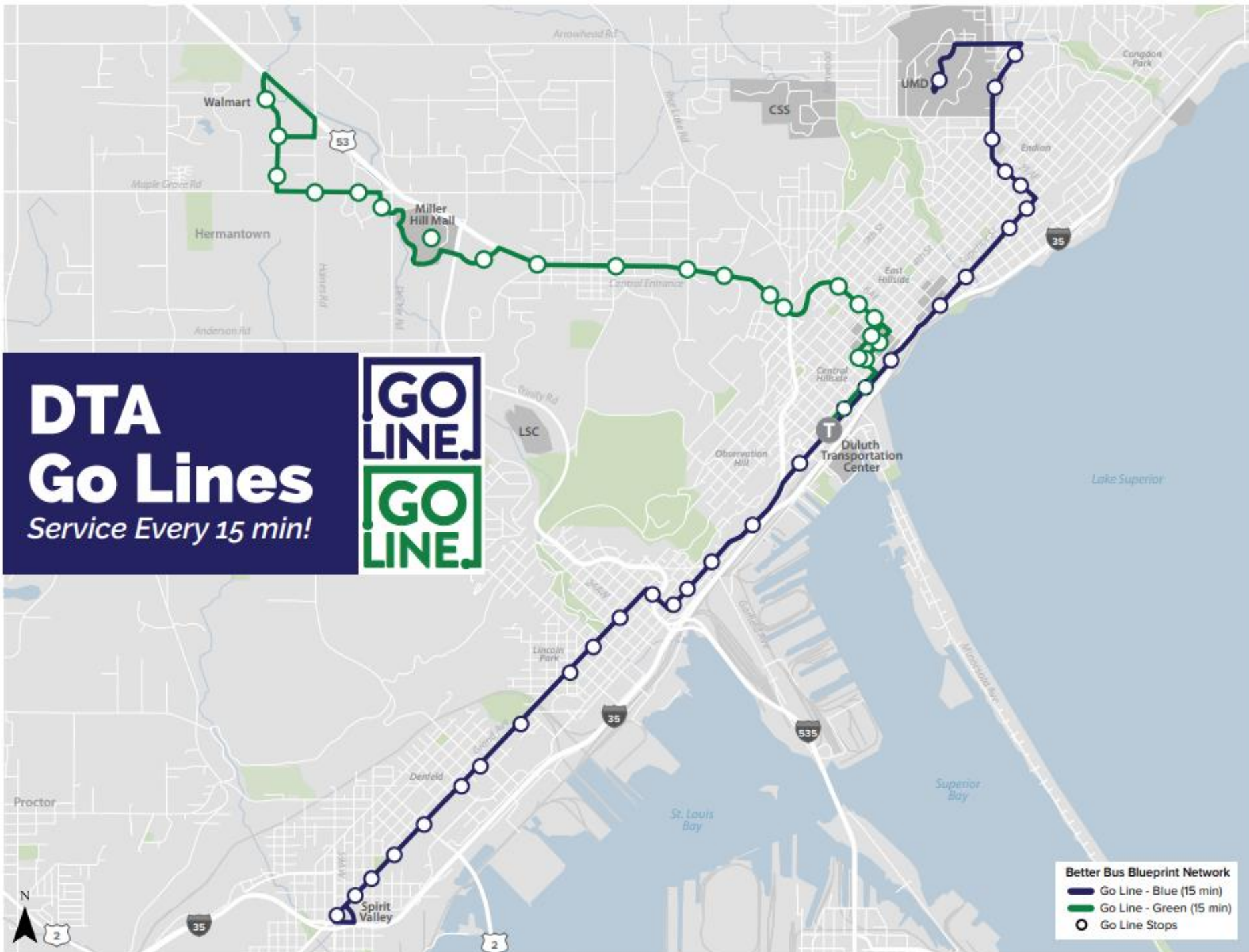
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KESLER LOFTS
HOTEL, SHOPS
& APARTMENTS

PO

UTILEA

GOAT HILL
MARKETPLACE



DTA
Go Lines
Service Every 15 min!



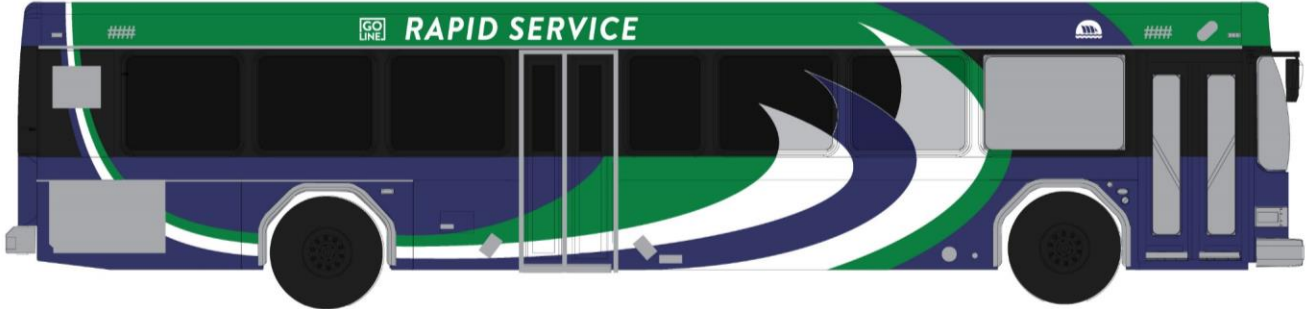
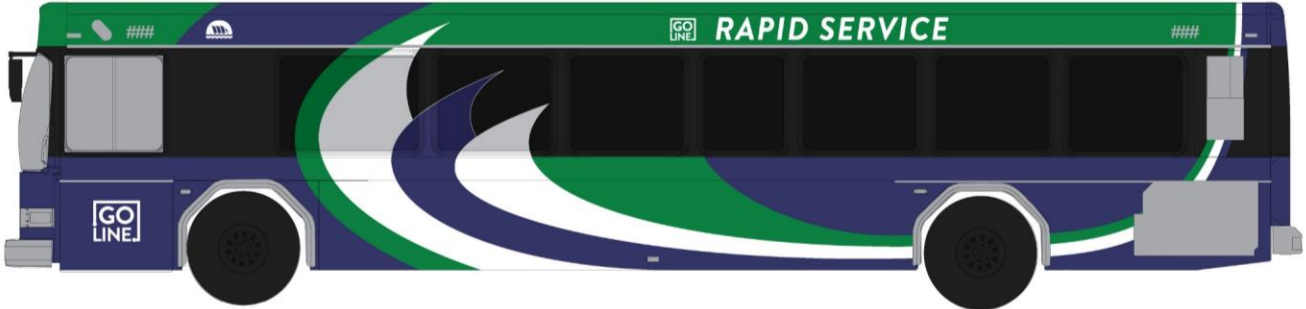
Better Bus Blueprint Network

- Go Line - Blue (15 min)
- Go Line - Green (15 min)
- Go Line Stops

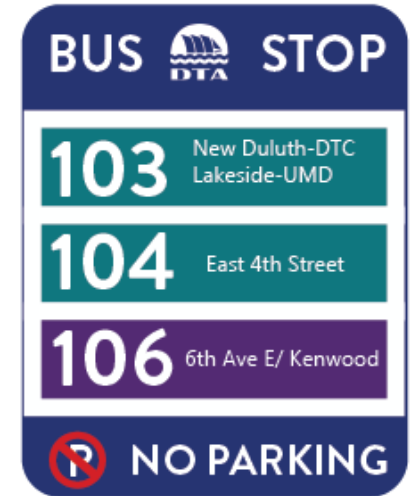
Branding

The logo consists of the words "GO" and "LINE" stacked vertically. "GO" is in a large, bold, rounded sans-serif font, and "LINE" is in a smaller, bold, rounded sans-serif font. The text is contained within a square frame made of thick green lines. The top-left and bottom-right corners of the frame are rounded and feature a small circular dot, resembling a bus stop sign.The logo consists of the words "GO" and "LINE" stacked vertically. "GO" is in a large, bold, rounded sans-serif font, and "LINE" is in a smaller, bold, rounded sans-serif font. The text is contained within a square frame made of thick dark blue lines. The top-left and bottom-right corners of the frame are rounded and feature a small circular dot, resembling a bus stop sign.

Bus Design



Bus Stops



Station Examples



VIEW AT 2ND STREET



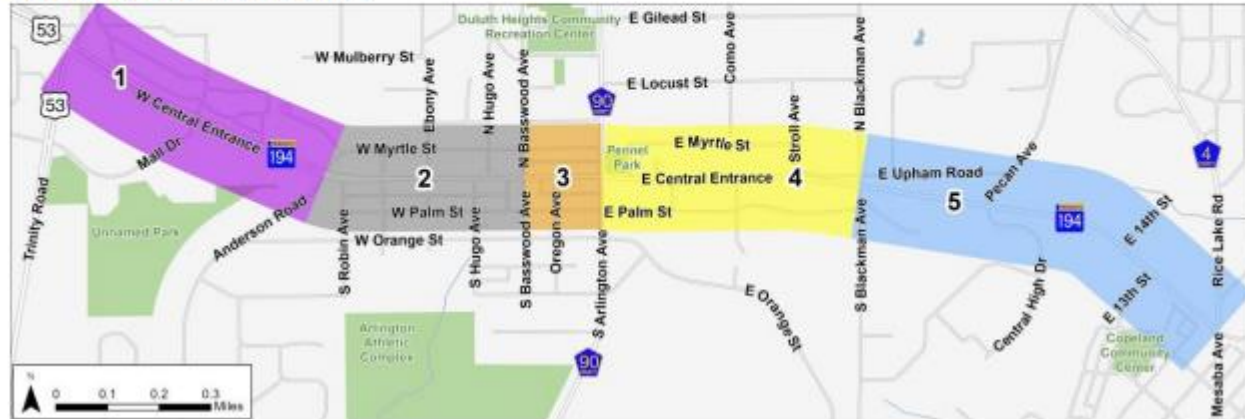
VIEW AT SUPERIOR STREET

Central Entrance Reconstruction (2026-2027)

Central Entrance Vision Plan
December 2021



Central Entrance Corridor Zones



Recommendations

Goal B: Create a corridor that supports existing transit service and is ready for potential bus rapid transit (BRT) service.

- B.1) Avoid using bus pull-out lanes to reduce delays associated with buses re-entering traffic.
- B.2) Ensure that pedestrian access is provided to all transit stops in the corridor.
- B.3) Coordinate with the Duluth Transit Authority during design to ensure it supports BRT operations on Central Entrance.
- B.4) Update the Central Entrance-Miller Hill Small Area Plan to implement this study and the Better Bus Blueprint for Routes 102 and 112.

See also: Goal A recommendations

West Superior St Reconstruction (2026-2027)



BRT Corridor Planning and Preliminary Design

- Recently awarded an FTA grant for \$315,000 (\$350,000 total with local match)
- Determine final routing and locations for stops/stations
- Create design concepts and cost estimates
- Build a financial plan and identify funding opportunities
- Strategize for other BRT components (TSP, fare payment, all door boarding)
- Forecast future ridership and development along lines
- Make land-use recommendations that support transit usage

Frequency is Freedom

Imagine your garage door only opens ever hour or half hour

