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

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

Over $5M planned
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**

- **Routes Simplified from 33 to 14**
- **Consistent Network 7 Days/Week**
- **8+ Added Miles of High Frequent (pre-BRT) Service**
- **2 High Frequency Routes**
- **16,000 More People Served**
- **14,000 More Jobs Accessible by Frequent Service**
- **Equity Population Access to Frequent Service Increases by 40% or More**
- **37% Trips with Significant Travel Time Improvements**

- **98% of Existing Ridership Served**
- **Riders Can Reliably Access More Locations**
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

<table>
<thead>
<tr>
<th>Activity within Hotspot</th>
<th>Weekday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High</strong></td>
<td>52%</td>
<td>36%</td>
<td>19%</td>
</tr>
<tr>
<td><strong>Medium High</strong></td>
<td>15%</td>
<td>17%</td>
<td>24%</td>
</tr>
<tr>
<td><strong>Medium</strong></td>
<td>14%</td>
<td>18%</td>
<td>24%</td>
</tr>
<tr>
<td><strong>Non-Hotspot</strong></td>
<td>20%</td>
<td>29%</td>
<td>33%</td>
</tr>
</tbody>
</table>

Weekday Activity: 80%, Saturday Activity: 71%, Sunday Activity: 67%
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
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.
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
Branding
Bus Design
Bus Stops

103 New Duluth-DTC Lakeside-UMD
104 East 4th Street
106 6th Ave E/ Kenwood
107 LSC-Trinity-Mall
108 24th-Piedmont-Hermantown
109 Proctor Express

NO PARKING
Station Examples
Central Entrance
Reconstruction (2026-2027)

Central Entrance Corridor Zones

Central Entrance Vision Plan
December 2021

Central Entrance
Reconstruction (2026-2027)

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 every hour or half hour.

“Frequency is freedom:
A 10-minute frequency approaches a level of service where people stop worrying about a timetable and think of the service as being there whenever they need it. This is the critical psychological shift, where transit starts to become useful for people who value freedom.”

- Jarrett Walker, author of “Human Transit”