To help grow ridership, we must understand the region’s existing conditions and reflect them in the service design considerations.
Existing Conditions

Transit Propensity
- Market segments
- Built environment
- Travel demand

Service Environment
- Typologies

Service Performance
- Performance
- Productivity
- Frequency
- Bus stop spacing

Competitiveness
- Market types

Design Considerations

Network Design
Let’s discuss transit propensity.
**Existing Conditions**

**Transit Propensity: Willingness to Use Transit**

**What Transit Propensity Measures**

**Market Segments**
- Commuters
- Transit dependency
- Choice riders

**Built Environment**
- Walkability
- Street network
- Development density
- Housing density

**Travel Demand**
- Number of daily trip origins

**Willingness to Use Transit**

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<th>High</th>
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Existing Conditions

Travel Demand

What Travel Demand Measures
- Number of daily trip origins

Trip Intensity
Daily Trips per Square Mile

- 45,000 – 119,202
- 35,000 – 45,000
- 27,000 – 35,000
- 23,000 – 27,000
- 18,000 – 23,000
- 12,000 – 18,000
- 5,000 – 12,000
- 2,000 – 5,000
- 0 – 2,000

Source: cell phone data