

What is Bus Rapid Transit?

Bus Rapid Transit (BRT) has emerged in recent years as an effective, cost efficient and high quality public transport system. BRT offers fast, reliable, predictable and comfortable journeys in modern, high quality vehicles. BRT seeks to emulate the service, performance quality, and amenity characteristics of a modern light rail-based transit system at a much lower cost.

Given its cost, flexibility and effectiveness, BRT has a key role in the development of an integrated public transport system for Dublin. It delivers higher capacity on existing busy bus corridors and provides an attractive alternative to car transport, with fast and reliable journey times.

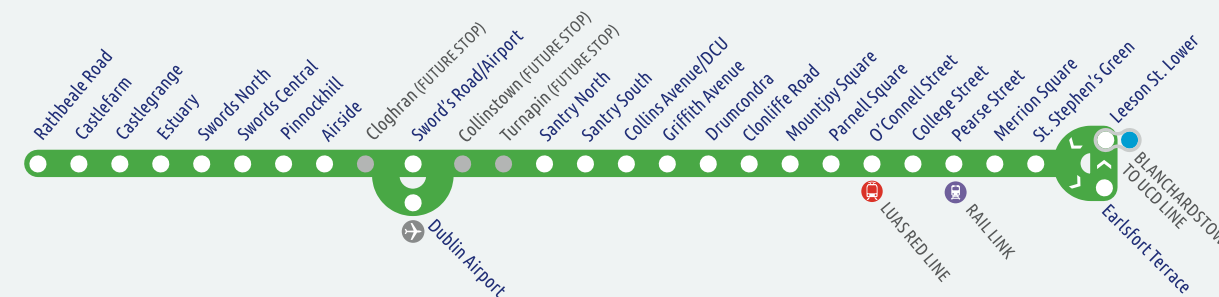
- Modern, attractive multi-door vehicles
- Uses own BRT lane or shared bus/BRT lane
- BRT vehicle given priority at traffic signals
- High quality stops and level boarding on and off vehicles
- Off-board ticketing (tickets purchased in advance or Leap cards)
- Conveniently located stops with optimal spacing



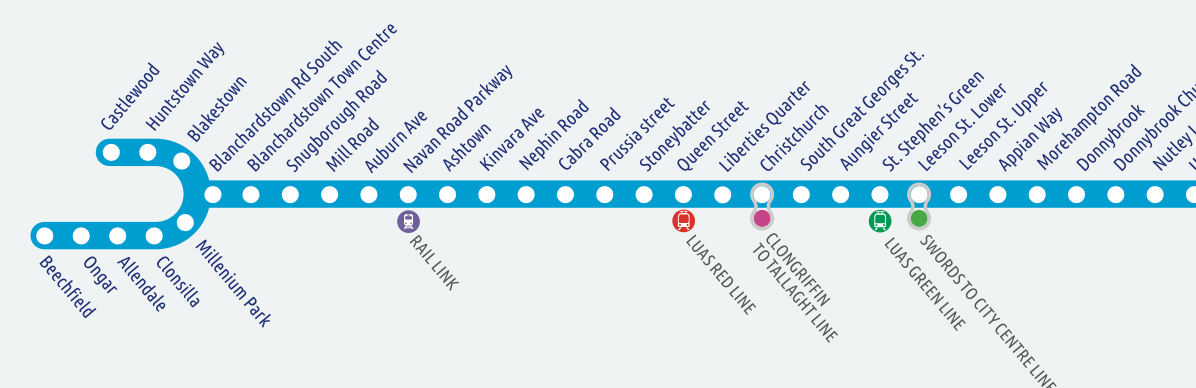
Core Dublin Network

The proposed routes shown below have been identified as the core Swiftway network:

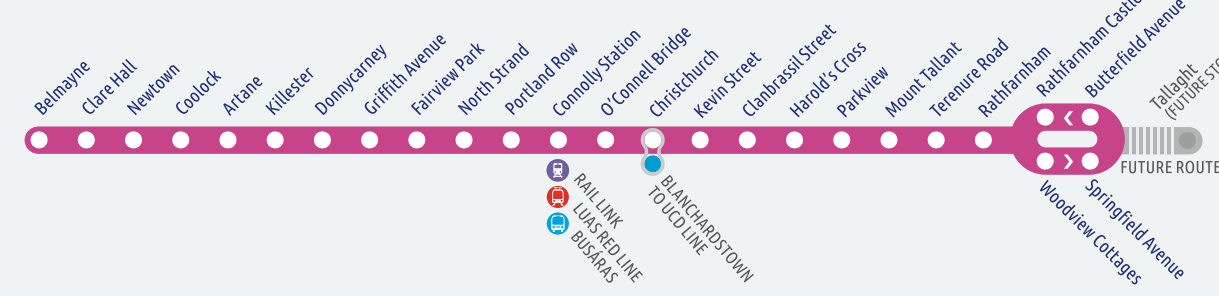
Swords/Airport → City Centre



Blanchardstown → UCD



Clongriffin → Tallaght



Swiftway Bus Rapid Transit

Swiftway will be the name of the BRT service in Dublin. The three proposed corridors to be developed as Swiftway routes are:

- Swords/Airport to City Centre
- Blanchardstown to UCD
- Clongriffin to Tallaght

This high quality integrated public transport mode uses buses on roadways or dedicated lanes to transport passengers quickly and efficiently to their destinations, while offering the flexibility and adaptability to meet changing transport demands in the future.

For appropriate corridors, Swiftway offers many benefits compared to other transport solutions – including the important advantages of being relatively quick to commission, cost-effective to install and less intrusive during the construction phase compared to light rail or underground alternatives.

BRT is increasingly becoming a major component of city transport systems worldwide – over 166 BRT schemes are in operation and several hundreds more are in development across the world. It represents a step-change in bus transport – by providing a high calibre premium service at a much lower cost than rail systems.

Delivering higher capacity on existing busy bus transport corridors, it provides an attractive alternative to car transport, with fast and reliable journey times, and will form a key part of Dublin's overall public transport system.

Key Characteristics



Vehicle

- High quality, modern, attractive and comfortable vehicles
- Fully accessible for wheelchairs, prams and mobility impaired persons
- 18m single articulated vehicle with multiple doors to facilitate fast boarding and alighting and increase reliability
- Capacity for 120 persons per vehicle



Stops

- High quality design, with amenities similar to Luas as standard
- Level boarding from stop platforms on and off the vehicles
- Stops conveniently located to optimise catchment accessibility and service reliability
- Off-board ticketing through vending machines at stops and Leap Card ticket validation
- Real Time Passenger Information



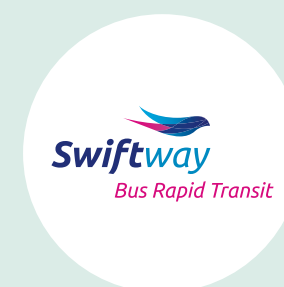
Segregation & Priority

- High quality, smooth and level running surface
- High level of separation from normal traffic
- Uses shared Bus/BRT lane or own BRT lane
- Priority at traffic signals and junctions



Integration

- Development of a network of routes and services
- Interchanges and links with other transport modes at key points
- Safe access to and from stops for both walking and cycling
- Cycling facilities provided at stops
- Integrated ticketing



Branding/Attractiveness

- Own distinctive brand identity to set it apart from conventional bus services
- Vehicles to have attractive livery matching the brand identity
- Coordinated use of the BRT brand at stops and on information material
- Purpose of branding is to promote a strong public and visual presence for the BRT service



Cost

- Construction is generally about 1/4 to 1/3 of the cost of a light rail system
- The construction period for BRT is often shorter than for light rail meaning that the benefits can be delivered sooner
- Typically reduced costs in relation to land and property costs as the BRT system will predominantly operate on the existing road network
- Avoids major relocation of utilities and track construction

Swiftway Bus Rapid Transit



Find out more about
Swiftway

Public Consultation

The National Transport Authority welcomes your views on the Swiftway Bus Rapid Transit proposals for Dublin. Information regarding Swiftway, including proposed route maps, will be on display from **17th February 2014 to 14th March 2014** at:

- Dublin City Council Civic Offices, Wood Quay, Dublin 8
- Fingal County Council Civic Offices, County Hall, Main Street, Swords, Co. Dublin
- Fingal County Council Civic Offices, Grove Road, Blanchardstown, Dublin 15
- South Dublin County Council County Hall, Tallaght, Dublin 24
- UCD Main Restaurant Building, Belfield Campus, Dublin 4
- Northside Civic Centre, Bunratty Road, Coolock, Dublin 17

Submissions can be made through the "Public Consultation" section of the National Transport Authority website www.nationaltransport.ie, or by post to BRT Consultation, National Transport Authority, Dún Scéine, Harcourt Lane, Dublin 2 before **5pm on Tuesday 18th March 2014**.

www.swiftway.ie

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