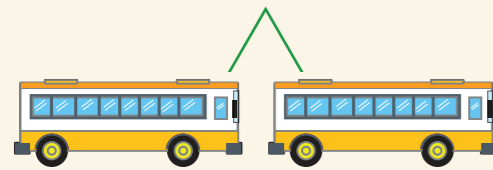


A RIDE TO BETTER BRT

GOOD INFRASTRUCTURE AND OPERATIONS ARE FUNDAMENTAL FOR GOOD BRT. TO ACHIEVE THIS, **GOVERNMENT OVERSIGHT AND INVESTMENT** IN INFRASTRUCTURE, MAINTENANCE, AND OPERATIONS ARE ESSENTIAL.

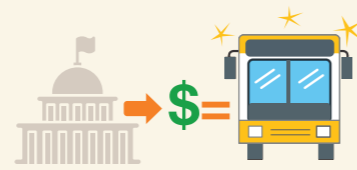
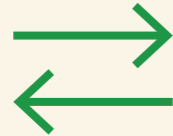
✓ Higher Investment = Better Performance

Riders enjoy the system and see it as a vital transport option



Government actively manages operations and provides subsidies

Operators add service to minimize crowding

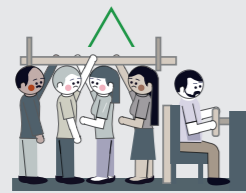


Government builds political support for maintaining operational subsidies

Investment in operations, together with good governance, enables better frequency, improved reliability, reduced crowding, improved security and passenger comfort, and more equitable coverage.

✗ Poorer Investment = Worse Performance

Riders deal with longer waits, unsafe driving, and crowded buses that lead to harassment and a reduced sense of safety

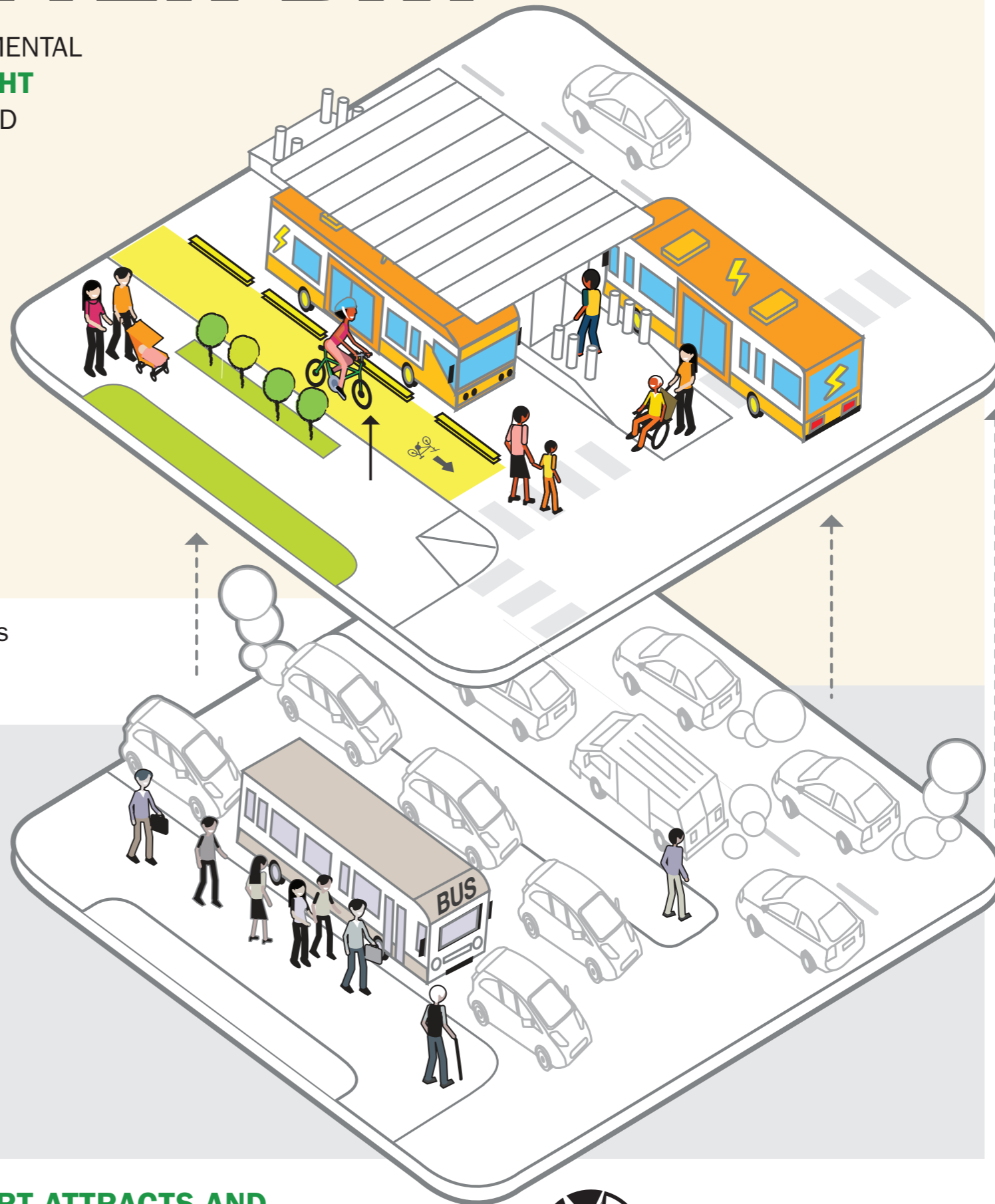


Government doesn't invest in operations; service conditions erode

Operators struggle to stay profitable and cut service



Government hears complaints about service, crashes, etc., and ridership decreases



Government funding and oversight create better BRT and EVERYONE benefits:

- Riders
- Operators
- Cities



Faster trips



Cost efficient trips



Greater access



Reduced emissions



**Improved safety
Reduce harassment**



Increased demand



THROUGH SUSTAINED INVESTMENT IN OPERATIONS, BRT ATTRACTS AND RETAINS RIDERS; OPERATORS ENSURE EQUITY AND SAFETY; AND THE GOVERNMENT MEETS GOALS OF BETTER ACCESS AND REDUCED EMISSIONS.



Access the new BRT Standard and stay up-to-date on related resources at

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