

GOAL #1	ACCESS	GOAL #2	ECONOMIC DEVELOPMENT
<p><b>Improve Transit Access &amp; Regional Mobility</b></p>	<ul style="list-style-type: none"> <li>• Provide competitive alternative transportation options</li> <li>• Improve service efficiency for transit riders</li> <li>• Appeal to non-transit dependent commuters</li> <li>• Provide access to major destinations within the corridor</li> </ul>	<p><b>Support Economic Development</b></p>	<ul style="list-style-type: none"> <li>• Capitalize on opportunities for joint development</li> <li>• Provide job accessibility for low income and transit dependent population</li> <li>• Support local investment and development policies</li> </ul>
GOAL #3	WISE INVESTMENT	GOAL #4	COMMUNITY SUPPORT
<p><b>Invest in Low-Cost, High-Impact Transit Infrastructure</b></p>	<ul style="list-style-type: none"> <li>• Maximize effectiveness of transit through land use strategies</li> <li>• Maximize Return on Investment (ROI) and minimize recurring maintenance costs</li> <li>• Minimize parking and property displacements</li> </ul>	<p><b>Build Community Support for the Value of Transit</b></p>	<ul style="list-style-type: none"> <li>• Improve transit system visibility and public perception of utility</li> <li>• Incorporate stakeholder input to address community transit needs which can be met by transit</li> <li>• Facilitate local commitment to future transit improvements and funding</li> <li>• Support local investment and development policies</li> </ul>

### BRT ELEMENTS



BRANDED, LOW-FLOOR VEHICLES



REAL-TIME PASSENGER INFORMATION



ENHANCED STOPS, STATIONS & TRANSIT CENTERS

### FROM RTSP TO PEORIA/RIVERSIDE

As the first corridor to be studied as a result of the recently adopted Regional Transit System Plan (RTSP), the Peoria/Riverside Corridor has the potential to provide the community with a transportation alternative that improves transit access, regional mobility and supports economic development.

#### Why Peoria?

- Peoria is the first component creating a spine of rapid transit service connecting to other routes
- 105 Peoria is Tulsa Transit's busiest route
- Peoria-Riverside is not congested with traffic
- Buses run in mixed traffic
- Peoria/Riverside has numerous anchors and activity centers generating a lot of activity

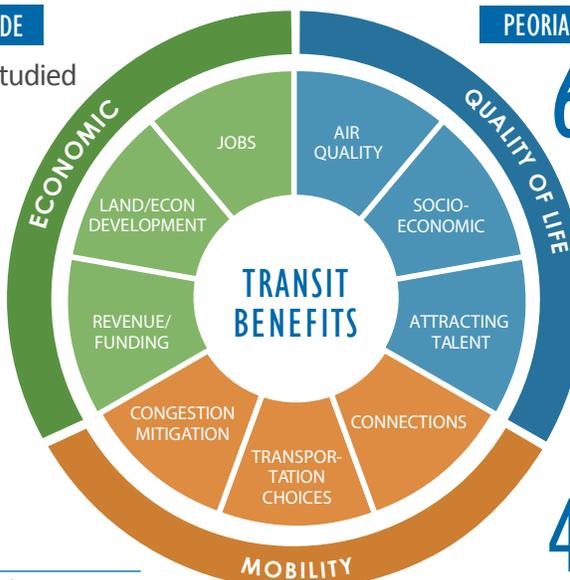
#### Vision

The Locally Preferred Peoria/Riverside Corridor (PRC) Alternative will:

- Improve mobility, increase travel choices and support economic development through the use of low-cost high-impact transit technology investments.

### PEORIA / RIVERSIDE FAST FACTS

- 69,000** People along Corridor
- 20.2** Miles of Corridor
- 37,000** Jobs along Corridor
- 5,700** Total Daily Trips to and from Downtown
- 4,050** Number of Daily Transit Riders



For more information and a chance to comment on the PRC Transit Study, visit [www.fastforwardplan.org/Peoria](http://www.fastforwardplan.org/Peoria)

FAR NORTH

TTC - PEORIA

NORTH

OSU - TULSA

MIDTOWN

ONEOK FIELD

BOK CENTER

DOWNTOWN

TCC DOWNTOWN

HILLCREST HOSPITAL

CHERRY STREET

ST. JOHN MEDICAL CENTER

UTICA SQUARE

BROOKSIDE

SOUTH

ORAL ROBERTS UNIVERSITY

RIVER SPIRIT CASINO

FAR SOUTH

OKLAHOMA AQUARIUM

RIVERSIDE MARKET

RIVERWALK

KINGS LANDING SHOPPING CENTER