RTC VIRGINIA STREET CORRIDOR
BUS RAPID TRANSIT EXPANSION STUDY

PROJECT LOCATION
Reno, Nevada

CLIENT
Regional Transportation Commission
1105 Terminal Way Suite 211
Reno, NV 89502

PROJECT MANAGERS
Gordon Shaw

DATE
2012-13

REFERENCES
Amy Cummings, Director of Planning
775-335-1825
acummings@rtcwashoe.com

Virginia Street is the primary north-south arterial roadway through Reno, connecting the University of Nevada Reno campus on the north with the downtown, midtown and commercial centers on the south. This corridor is also the site of RTC's successful "RAPID" Bus Rapid Transit program, currently stretching from downtown to the Meadowood Mall regional commercial center on the south. As a subconsultant to Atkins, LSC was retained to head up the transit planning and facility design tasks of a comprehensive corridor study for Virginia Street. Our key tasks consisted of the following:

- Ridership projections associated with extension of the BRT service 2 miles northward to serve the UNR campus, based on extensive analysis of existing ridership data.
- Development of alternative BRT station locations on the UNR campus, including evaluation of impacts on ridership, parking and traffic circulation.
- Operational and ridership analysis of service options for the southern portion of study corridor.
- Assessment of service, fare, and marketing strategies to better serve both UNR and the Truckee Meadows Community College campuses with public transit, as part of a broader effort to make Reno a "university town".

Combined with roadway, bicycle/pedestrian and parking strategies developed by Atkins, the resulting plan provides a comprehensive transportation strategy for the Virginia Street Corridor that increases connectivity between the key portions of the corridor while encouraging non-auto

mobility options. It was subsequently used as the technical basis for a FTA “Small Starts” funding application.