

UTC Project Information	
Project Title	Economic Impact of Bus Rapid Transit in Southeast Michigan (Former Title: Economic Benefit of Bus Rapid Transit (BRT) in Southeast Michigan)
University	University of Detroit Mercy Mineta National Transit Research Consortium
Principal Investigator	Utpal Dutta, Ph.D.
PI Contact Information	Department of Civil, Architectural & Environmental Engineering University of Detroit Mercy 4001 W. McNichols Road Detroit, MI 48221-3038 duttau@udmercy.edu 313-993-1040
Funding Source(s) and Amounts Provided (by each agency or organization)	Research and Innovative Technology Administration University Transportation Centers Program (\$33,965) University of Detroit Mercy (\$33,973)
Total Project Cost	\$67,938
Agency ID or Contract Number	DTRT12-G-UTC21
Start and End Dates	December 2013 – December 2015
Brief Description of Research Project	<p>In recent years, Bus Rapid Transit (BRT) has generated great interest across the United States. There are more than 20 BRT systems in existence, and more are in the planning stage (including in Detroit). Within the next few years, BRT will be planned and implemented phase by phase in various parts of Southeast Michigan. The purpose of this study is to develop a framework to identify probable economic impacts of BRT in Southeast Michigan.</p> <p>Taxable real estate values, injury and fatal crash data, and selected demographics of BRT users, including employment sector, age group, median income, and daily vehicle miles traveled were reviewed to identify Southeast Michigan's current and future trends.</p> <p>The project team also performed shift-share analysis using Cleveland and Kansas City data to determine the BRT-advantaged age group. The authors recommended a number of action items to attract choice riders and gratify riders who must rely on BRT, such as tax incentives, branding, guaranteed levels of service, etc. Based on the literature review and analysis of existing BRT-related data by the project team, BRT-advantaged job sectors and age groups within the Southeast Michigan region</p>

	<p>were identified. BRT will be implemented in phases. This will affect the amount, type, and timing of investments in BRT. Considering this uncertainty, the potential economic impacts as a function of type and amount of investment were discussed. It is to be noted that in order to achieve the projected results, the BRT system must be planned, designed, and implemented based on the unique attributes of the Southeast Michigan region rather than by copying a system that has achieved success in another region.</p>
<p>Describe Implementation of Research Outcomes (or why not implemented)</p>	<p>Douglas, Scott, Dutta, Utpal, Hanifin, Leo, and Tadi, Ramakrishna R. "Transportation Investment in Michigan in Last Four Decades: Case Studies and Lessons Learned." Presentation at the Transportation Research Forum (TRF), San Jose, CA, March 13-15, 2014.</p> <p>Dutta, Utpal, "Economic Benefit of BRT in Southeast Michigan." Presentation at the Transportation Research Forum Annual Meeting, Atlanta, GA., March 2015.</p>
<p>Place Any Photos Here</p>	
<p>Impacts/Benefits of Implementation (actual, not anticipated)</p>	
<p>Web Links</p> <ul style="list-style-type: none"> • Reports • Project Website 	<p>Final report (MNTRC Website): http://transweb.sjsu.edu/project/1237.html</p>