KC MAX

SUMMARY

Kansas City's first Bus Rapid Transit (BRT) line, otherwise known as MAX, opened in July 2005 and currently serves a number of areas, including River Market, downtown, Crown Center, midtown and the Plaza. Operated by Kansas City Area Transportation Authority, MAX serves nine miles along Main Street with 22 stations in each direction. Between Waldo and Plaza stations, the MAX operates as a local bus and serves more frequent stops not generally listed on the route map. The MAX has nine minute headways during peak periods north of the Plaza and 15 minutes during peak periods south of the Plaza. During non-peak periods the MAX headways are 15 to 30 minutes north of the Plaza and 30 minutes south of the Plaza.

BRT ELEMENTS

In order to provide reliable service, the MAX utilizes dedicated lanes during peak periods and signal priority at 31 intersections. Global Positioning Systems (GPS) are also used to provide real time information at stations. Stylized buses and stations distinguish the MAX from conventional bus service. All MAX stations are well-lit and feature a distinctive, easily identifiable information marker. Uniquely designed passenger shelters are also clearly marked and named, and feature easy-to-understand route maps and real-time transit information.

BRT PERFORMANCE

MAX ridership has increased by 50 percent over the previous standard bus service. An on-board survey found that MAX consistently rated excellent, that service quality was "High", and that riders would recommend the service. The 19-stop portion of the route between

the Plaza and downtown takes about 17 minutes, whereas the previous bus service took 24 minutes to complete, equating to an approximate 25 percent improvement in travel time.

BRT BENEFITS

While effectively connecting an estimated 150,000 jobs and thousands of convention visitors with Kansas City, MAX also allowed Kansas City the opportunity to repave major roadways and create stations with the use of federal aid instead of introducing a local tax. The stations resulted in sidewalk and streetscape improvements as well.

BRT COSTS

The total cost for the MAX line was $20.9 million, with $16.8 million in federal funding and $4.2 million in local funding. The total cost includes 44 stations (22 in each direction) and 13 articulated buses.