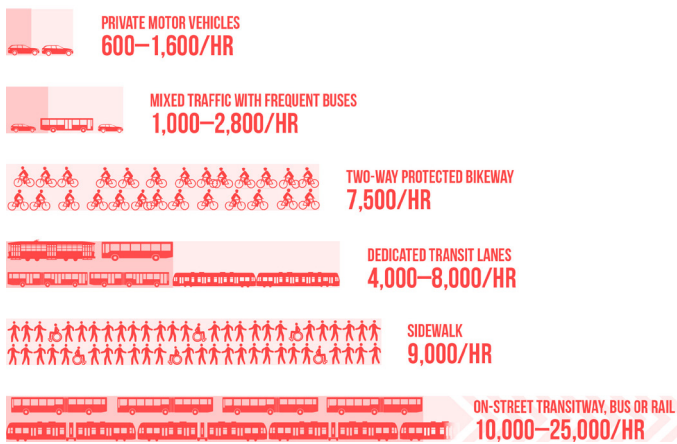


Bus lanes: Good for local businesses.

Bus lanes bring in more customers and revenue for businesses.

Dedicated bus lanes can move up to 13 times more people than one lane of private vehicle traffic because buses have more seats and room onboard than private vehicles. One lane of private vehicle traffic on a street transports approximately 600 to 1,600 people per hour whereas dedicated bus lanes and bike lanes can each transport up to 8,000 passengers per hour¹.



Non-driving communities — such as bus riders, pedestrians, and cyclists — spend at least the same, if not more time at local establishments than drivers do. While the amount they may spend varies per trip, they make more frequent trips into the area than drivers, spending the same or more than a driver spends per month². A bus lane would prioritize Vermont Ave. as a destination for people who ride transit, bike, walk, and otherwise roll rather than as a highway for pass-through cars.

Streets that limited vehicle traffic during the pandemic saw more foot traffic and consumer activity than other commercial streets. In Brooklyn, restaurants on car-free Vanderbilt Avenue had 54% more visits in the first month of the program; a safe streets initiative on Valencia St. in San Francisco saw a 17% increase in the share of citywide consumer interest in restaurants on that street³.

Bus lane infrastructure creates more pedestrians. More pedestrians creates **more customers.**

Bus lane infrastructure demonstrates care.

The Vermont Ave. bus corridor provides rides to over 45,000 people each work day, but bus service on Vermont Ave. is often bogged down by vehicle traffic. Bus lanes, which can reduce travel time by 10 to 25% (and sometimes double that during peak travel hours), are the cheapest and fastest way for cities to improve public transit service. Bus lanes can also be installed in weeks.

In supporting this infrastructure, you can ensure that your employees have frequent and reliable bus service to get them safely and quickly to and from work. Your support with enhancing the streetscape in this way helps make your business and other institutions on Vermont Ave. more welcoming to a wide variety of community members and pedestrians. **Bus lanes are a simple, low-cost investment the city can make, the costs of which are covered by existing public funding that can bring widespread benefits to your business, employees, and community.**

Become a bus lane partner:

The ACT-LA coalition is advocating for a bus lane on the Vermont Ave. corridor that would provide people riding buses and bikes with a dedicated lane. This dedicated lane would enhance access to your and other local businesses and institutions by upgrading the Vermont Ave. corridor to allow for more frequent and reliable bus service and better overall street safety than is afforded to people on the sidewalks, onboard buses, and riding bikes there today.

If you are interested in signing our letter of support for a bus lane on Vermont Ave., please contact bus@act-la.org. We hope you will join us in creating liveable, healthy, and serviceable streets for all!

Frequently Asked Questions

How will a bus lane affect car traffic?

The only way to improve traffic in Los Angeles is to entice more residents to get out of their cars and take public transit. Creating a bus lane on Vermont Ave. allows us to create public transit service that is faster, more reliable, and a more attractive option—that will ease traffic on the Vermont corridor in the future with increased transit use.

The bus lane is expected to have a marginal effect on car traffic, especially when considering the gains in foot traffic. In Culver City's recent bus lane pilot on its major thoroughfare, car travel times increased by a maximum of two minutes (only during peak hours and only in one direction—on the westbound lanes). Bus lanes are key to improving service. At the same time, bus ridership and cycling activity increased by 38% and 57% respectively, bringing more people overall into the corridor⁴.

How will a bus lane affect parking around my business?

Much of the Vermont Ave. corridor restricts parking during peak hours already; these restricted areas will be replaced with a bus lane. In other areas around Vermont Ave., Metro is planning to preserve some of the currently existing parking. This bus lane, meanwhile, will move up to 13 times more people through this area than one lane of private vehicle traffic currently moves, increasing pedestrian and cyclist activity.

The ACT-LA coalition of community organizations is working to create a design in this area that addresses current concerns around loading zones, parking, and safety to ensure small businesses, vendors, and community members are heard.

Sources:

1 [National Association of Transportation Officials, Designing to Move People.](#)

2 Volker and Handy (2020), [Economic impacts on local businesses of investments in bicycle and pedestrian infrastructure: a review of the evidence](#), Transport Reviews; Liu and Shi 2020, [Understanding Economic and Business Impacts of Street Improvements for Bicycle and Mobility – A Multicity Multiapproach Exploration](#); Clifton et al. (2013), [Consumer Behavior and Travel Choices: A Focus on Cyclists and Pedestrians](#).

3 Bliss (2021), [Where Covid's Car-Free Streets Boosted Business](#).

4 City of Culver City (2023), [Washington & Culver Boulevard Tactical Mobility Lane: Post-Pilot Report](#).