

DESTINATION STATION

Transforming bus stops through community outreach

PHASE I: RESEARCH



Understand current conditions

- Research and ride heavily used bus routes, focusing on marginalized areas
- Understand demographics, zoning, and opportunities

PHASE II: ON-SITE OUTREACH



Talk to transit users

- Select a set of representative bus stops
- Administer a survey to transit users during different times of the day and days of the week

PHASE III: WORKSHOPS



Facilitate in-depth conversations

- Conduct dot-mapping exercises with transit users to identify key destinations in their neighborhood
- Make a map of challenges and opportunities
- Guide community-led discussions on how to locate and improve transit stops

The result is a place-based layer that can be used alongside other elements — like demographic, zoning, and transit network data — to uphold the mix of key destinations that make great bus stops.