Description
Local bus service is the most common type of public transportation service available and is designed to ensure a basic level of access for the general public in a local area. Buses usually follow a fixed route. They have preset routes, stops, schedules, and frequencies. In metropolitan areas, local bus routes may connect with limited-stop transit services, such as bus rapid transit or light-rail transit.

Target Market
Most local bus systems operate within a municipal or county boundary and connect major destinations with each other. Service frequency and the degree of accessibility depend on population, employment density, funding, and other factors.

How Will This Help?
- Gives people access to employment, education, social activities, and other destinations.
- Provides an affordable transportation option. Taking transit instead of driving can save a person an average of $9,069 per year.
- Reduces transportation-related carbon dioxide emissions by reducing single-occupancy vehicle use (one car transporting one person). Buses also often use clean and alternative fuels.
- Does not require the transit agency to purchase right-of-way because it shares the existing lanes.

Implementation Issues
“Buses are slow” is one of the most cited reasons for not riding a bus. Improved service speed may increase ridership.

Local buses typically run in mixed traffic and, on average, stop seven times per mile. Bus speed is influenced by traffic congestion, traffic signals, the bus’s route, how long the bus stops at a bus stop, how long people take to board the bus, and other unexpected factors such as weather.

Many methods improve bus speed, including streamlining routes, consolidating stops, using multiple doors on the bus, using dedicated bus lanes, giving buses priority at intersections, using speedy fare-payment technologies, and having yield-to-bus laws.