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.