

Princeton Municipal Transit

Municipal Transit Expansion

Oct 8, 2025

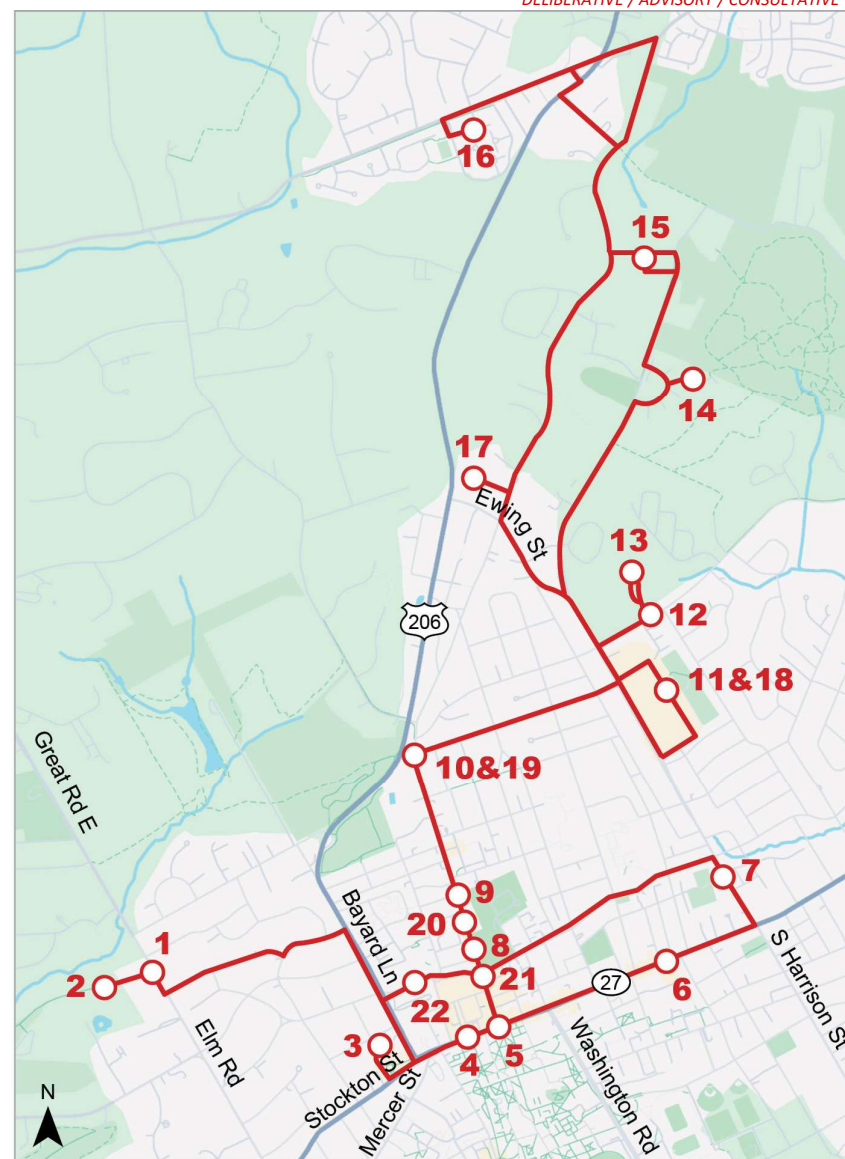


Background

- Princeton has a long-standing commitment to **transit** and **sustainability**
- Robust **community engagement and detailed analysis** of transit needs, patterns and key destinations were completed earlier this year
- Strong **community desire for more direct connections** exists, especially to the Dinky and shopping center
- Recent funding creates opportunity for a **near-term expansion** pilot
- **Tonight:** Review feasibility of adding a new fixed route

The Local: Existing Route

- Serves important residential destinations, central business district, and the Princeton shopping center
- Highly valued by current users
- Service:
 - Monday to Saturday
 - ~7:30a to 9:00p
 - ~80-minute frequency



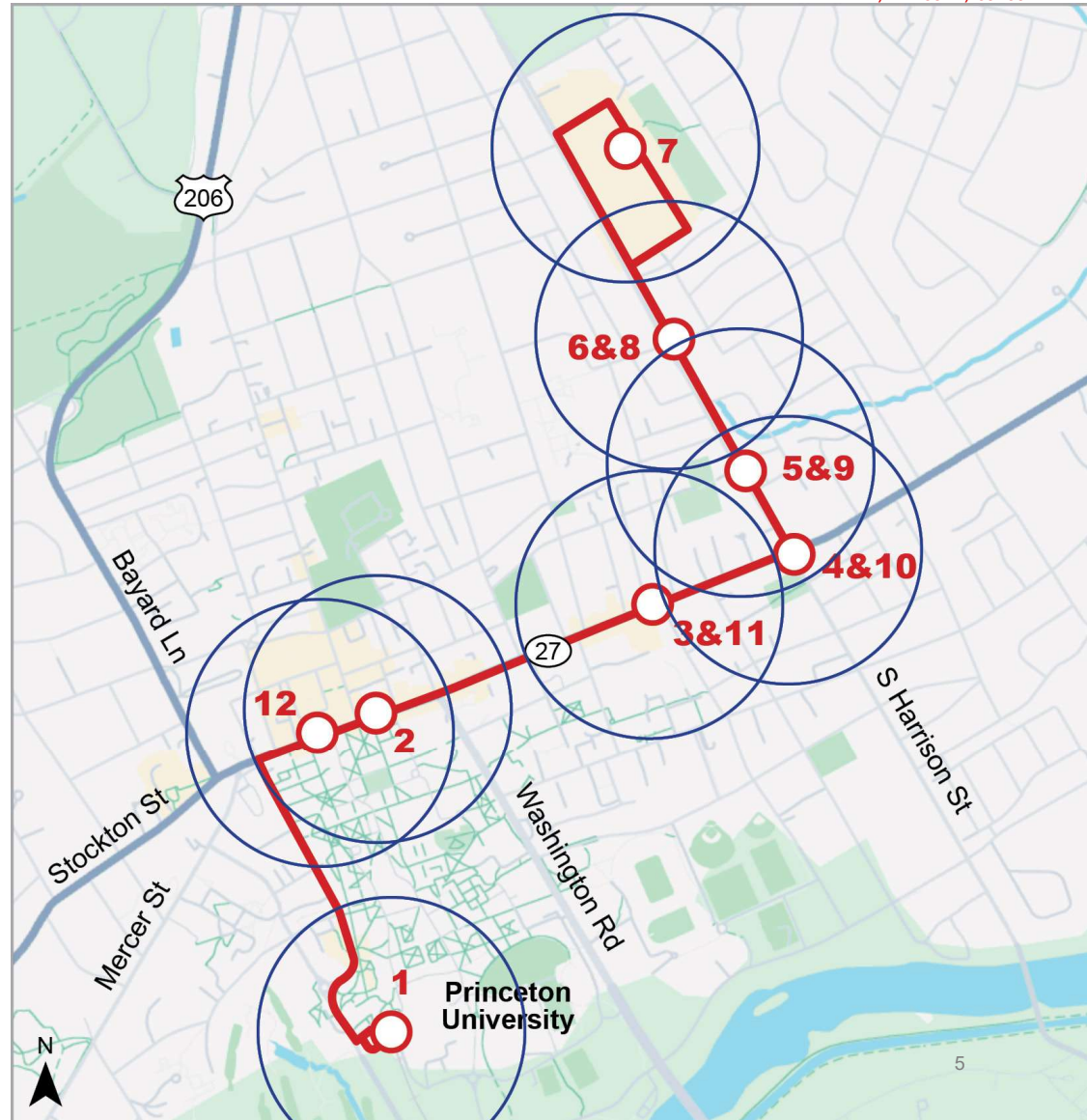
The Express: New Route

- Connect Dinky, Downtown, Shopping Center
- Service:
 - Monday to Saturday
 - ~6:00a to 9:00p
 - ~45-minute frequency (20-25 minutes one-way)



The Express: Quarter mile walking radii from stops

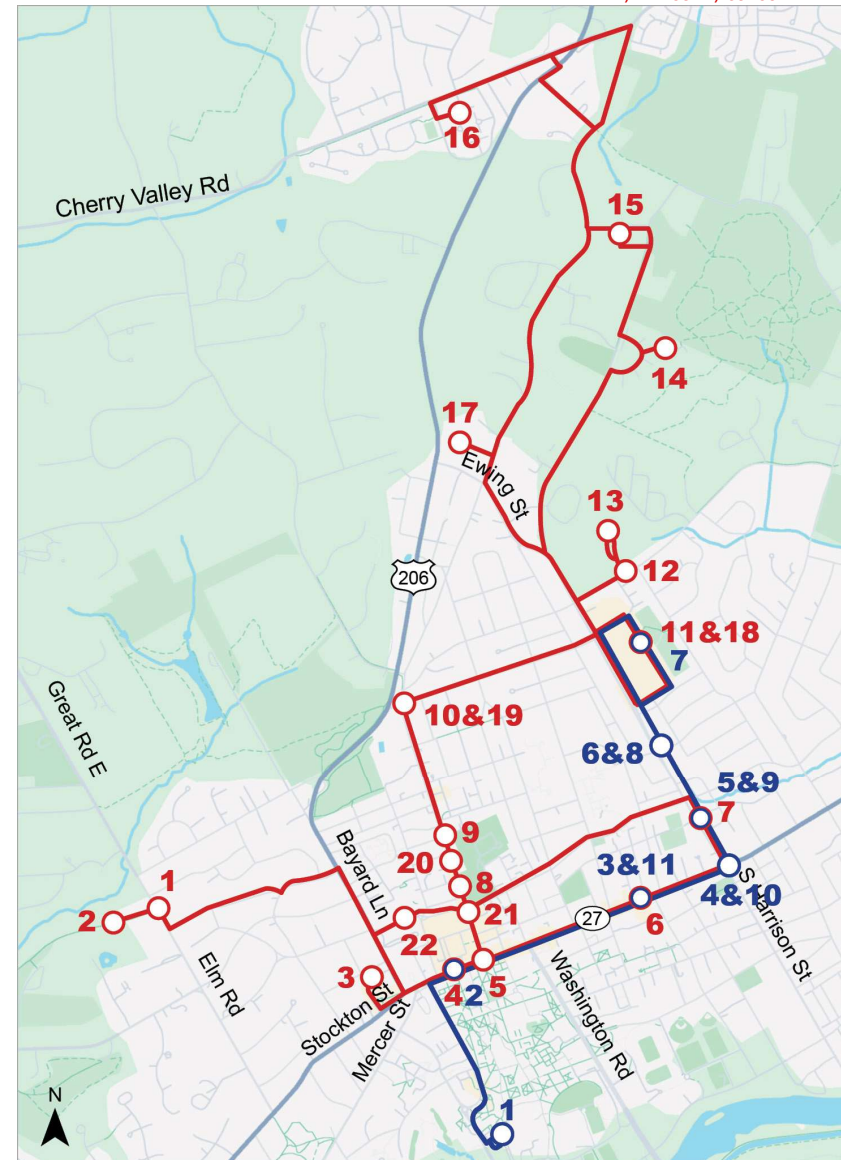
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Local and Express: Combined Map

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- No change to existing route
- Interchanges between route:
 - Palmer Square
 - Post Office
 - Spruce Circle
 - Shopping Center



Pilot

Pilot Model	
Structure	<p>January Start; 12 month contract</p> <ul style="list-style-type: none"> – <i>Sufficient time to assess demand</i> – <i>Account for potential seasonality</i> – <i>Align with renewal cycles for related services</i>
Cost	~\$400,000 year 1 cost of operations
Evaluation	<p>Regular pulse checks and October formal evaluation</p> <ul style="list-style-type: none"> – <i>Ridership</i> – <i>Cost per ride</i> – <i>User surveys</i> – <i>Demographic review</i>

Pilot: Funding Options

Pilot Funding Options

- **Sources:**
 - Multiple transit-focused funds:
 - *University Voluntary Payment*
 - *Avalon Developer Agreement*
 - *Alice Developer Agreement*
 - *Parking Revenues*

- **Known funding:**

Received:	\$1,066,000¹
Additional Committed:	\$1,200,000

Funds available to support multiple initiatives



- 12-month pilot able to be funded from existing funding

- Pilot extension or expansion contingent on:
 - Pilot success
 - Availability of non-taxpayer revenues, e.g., parking

1: \$1.1M in funding received to date; ~\$33,000 spent on consulting services. \$480,000 of the shown total is encumbered with a PO for electric vehicles, partially reimbursable from a RGGI grant

Implementation Considerations

Focus	Next Steps	Sequencing
Further Boost Reliability	<ul style="list-style-type: none"> Minimize early departure focus in contracting and discussion 	Immediate
Expand Service	<ul style="list-style-type: none"> RFP for new route (if agreed), 1 year pilot Service Initiation 	Immediate January
Enhance Awareness	<ul style="list-style-type: none"> Experience Princeton Muni Rebranding Shuttle and Signage Updates; Awareness Campaign 	Immediate Q4-Q1
Improve Passenger Information	<ul style="list-style-type: none"> Update and install new signage Update maps, schedules, and digital information RFP For Digital Displays 	Q4-Q1 Q4-Q1 Pre-Aug 2027

A blue-tinted photograph of a historic street scene. The image shows a row of multi-story brick buildings with dormer windows and a street lamp in the foreground. The text "Thank You" is overlaid in the center.

Thank You

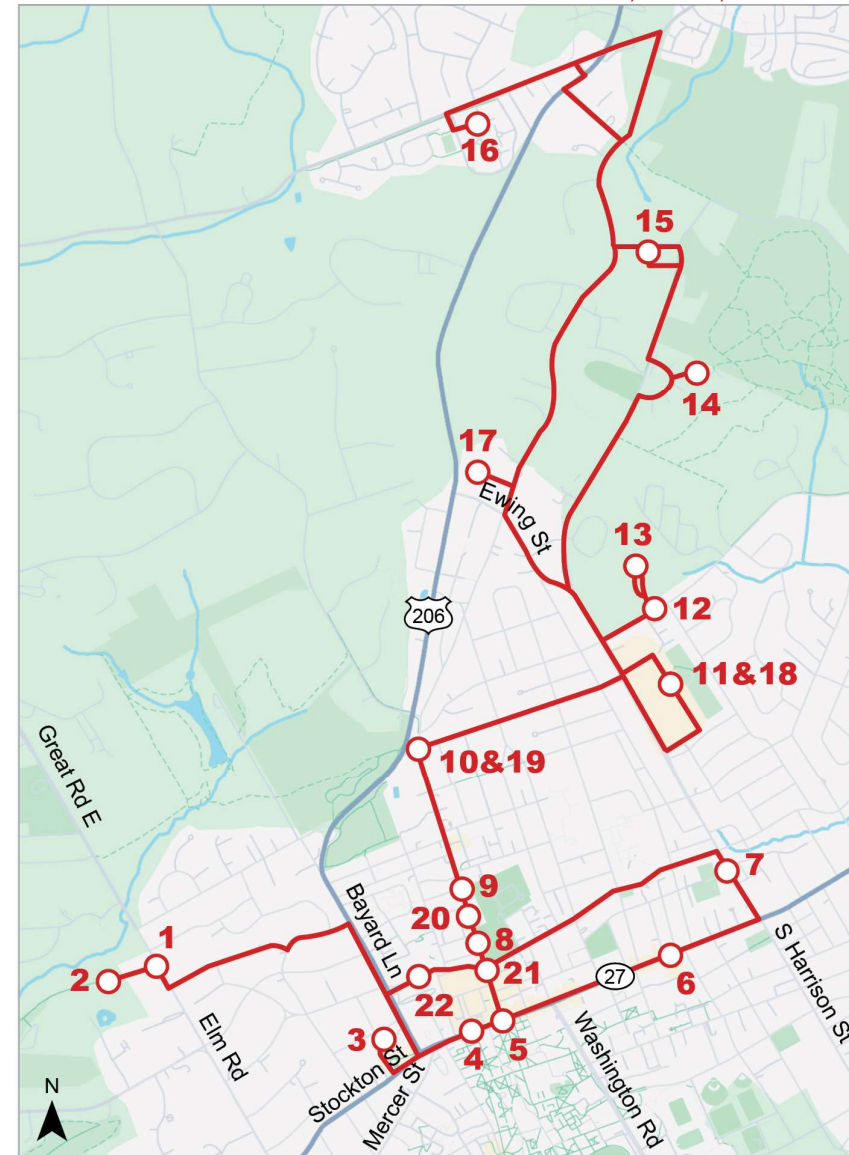
Appendix

APPENDIX

The Local: Sample Timetable

Stop	Sample Route (Departures)	Elapsed Time
1	Elm Court, 300 Elm Drive	7:30am
2	Harriet Bryan House	7:32am
3	Princeton Senior Resource Center, 1 Monument Dr.	7:37am
4	Nassau St. @ Palmer Square	7:40am
5	Firestone Library on Nassau Street	7:41am
6	US Post Office, Nassau St & Maple St	7:43am
7	North Harrison @ Spruce Circle	7:45am
8	Witherspoon Street at Green Street	7:49am
9	Avalon Bay Apartments	7:50am
10	Princeton Municipal Building	7:51am
11	Princeton Shopping Center (NJ TRANSIT Interconnect)	8:04am
12	Thanet Circle	8:08am
13	Thanet Senior Living Bldg	8:09am
14	Holly House at Princeton Community Village	8:14am
15	Center for Modern Aging, Poor Farm Road	8:17am
16	Griggs Farm, Griggs Drive	8:23am
17	Redding Circle	8:30am
18	Princeton Shopping Center (NJ TRANSIT Interconnect)	8:36am
19	Princeton Municipal Building	8:41am
20	Pannell Learning Center (Clay St)	8:42am
21	Witherspoon and Green ST (West)	8:43am
22	YMCA Princeton	8:45am
1	Elm Court, 300 Elm Drive	8:50am

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APPENDIX

The Express: Indicative Timetable

Stop	Sample Route (Departures)	Elapsed Time
1	Dinky	7:15 am 0:00
2	Nassau Street & Tulane (Palmer Sq.) (Outbound)	7:19 am 4:00
3	Nassau Street & Maple Street (Outbound)	7:22 am 7:00
4	Nassau Street & Harrison Street (Outbound)	7:25 am 10:00
5	Spruce Circle (Outbound)	7:28 am 13:00
6	Harrison Street & Franklin Avenue (Outbound)	7:32 am 17:00
7	Princeton Shopping Center	7:37 am 22:00
8	Harrison Street & Franklin Avenue (Inbound)	7:41 am 26:00
9	Spruce Circle (Inbound)	7:44 am 29:00
10	Nassau Street & Harrison Street (Inbound)	7:48 am 33:00
11	Nassau Street & Maple Street (Inbound)	7:50 am 35:00
12	Nassau Street & Tulane (Palmer Sq.) (Inbound)	7:54 am 39:00
1	Dinky	8:00 am 45:00

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The Express: Dinky Connections

- Bus and Dinky schedules can be partially aligned to reduce time spent waiting by passengers
- Perfect alignment between train and bus schedules would require at least three active vehicles

Princeton Station Muni Arrivals (Indicative)			Dinky Schedule Aligment (Indicative)			
Arrive	Depart	Time at Station	Muni Depart	Dinky Arrival	Dinky Departure	Closest Muni Arrival
6:26	6:29	0:03	6:29	6:02	6:08	
7:12	7:15	0:03		6:30	6:35	6:26
7:58	8:08	0:10		6:50	6:55	
8:51	8:53	0:02	7:15	7:10	7:15	7:12
9:36	9:44	0:08		7:30	7:36	
10:27	11:07	0:40	8:08	8:04	8:09	7:58
11:50	11:55	0:05		8:24	8:30	
12:38	12:40	0:02	8:53	8:45	8:57	8:51
13:23	13:25	0:02		9:17	9:24	
14:08	14:10	0:02	9:44	9:39	9:50	9:36
14:53	15:26	0:33		10:07	10:15	
16:09	16:16	0:07	11:07	11:05	11:10	10:27
16:59	17:01	0:02		11:25	11:30	
17:44	18:02	0:18	11:55	11:45	11:52	11:50
18:45	18:46	0:01		12:07	12:18	
19:29	19:32	0:03	12:40	12:40	12:49	12:38
20:15	20:16	0:01		13:25	13:04	13:11
20:59			14:10	13:27	13:46	13:23
				14:01	14:14	14:08
				14:29	14:41	
				15:26	14:56	15:01
				15:32	15:38	
				16:16	16:09	16:14
				16:29	16:38	
				17:01	16:53	17:04
				17:19	17:27	
				18:02	17:45	17:50
				18:05	18:10	
				18:25	18:30	
				18:46	18:45	18:50
				19:05	19:11	
				19:32	19:27	19:32
				19:52	19:58	
				20:16	20:13	20:18
				20:33	20:44	
				20:59	21:04	20:59

Key
 Dark Green: <5 Minute Wait
 Light Green: <10 Minute Wait
 Yellow: <20 Minute Way