Metro Transit
Service Improvement Plan
Outreach and Engagement Update

Metropolitan Council Transportation Committee
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SIP Purpose

- Long-range **bus service expansion plan** that identifies system improvements that best achieve regional goals
- Engage stakeholders and the public in creating plan and reviewing draft plan
- Combine regional vision, transit planning principles and public input to create plan
SIP Development Process & Timeline

• Stakeholder Outreach: Nov - Dec 2013
• Receive Public Input: Dec - Feb 2014
• Review and Process Input: Feb - Apr 2014
• Develop Draft SIP: May - Aug 2014
• Public Review of Draft SIP: Sep - Oct 2014
• Finalize SIP: Nov 2014
Outreach and Engagement Approach

• Series of workshops for public agencies and community organizations

• Public survey available online and by paper

• Open November through February

• Monitored responses and focused on underrepresented groups

• Received approximately 4,000 responses
Survey Purpose

• Inform the development and evaluation of proposed service improvements.

• Three types of information:
  – **Origin-destination** information and **specific suggestions** for improvements
  – Current **transit usage/behavior** and what would encourage people to use transit more often
  – **Goals and priorities** for what the transit system should accomplish – how should we address trade-offs?
Data from 2012 Metro Transit Rider Survey and 2010 U.S Census

Race or Ethnicity

- **White/Caucasian**: 81%
- **African-American**: 27%
- **Asian**: 7%
- **Hispanic/Latino**: 6%
- **American Indian**: 1%
- **Other**: 0%

HH Income ($000s)

- **< $24.9**: 18%
- **$25-$49.9**: 21%
- **$50-$74.9**: 19%
- **$75-$99.9**: 14%
- **> $100**: 28%
How often do you ride transit?

Select only one; n=3874

- Daily: 27%
- Most days per week: 32%
- A few days per week: 13%
- A few times per month: 10%
- A few times per year: 11%
- Never: 7%

What most influences your decision to ride?

Select only one; n=3459

- Travel time difference: 40%
- Cost and availability of parking: 24%
- Availability of a car: 22%
- Price of gas: 6%
- Amenities available at stops: 4%
- Amenities available on buses: 3%
What would make you ride more often?

- More frequent service: 20%
- Travels where I need to go: 19%
- Trips at a different time: 13%
- Faster service: 13%
- Bus stop closer to origin/destination: 12%
- Fewer transfers: 9%
- More amenities at stops: 7%
- Lower fare: 6%
- More amenities on buses: 3%

Select the statement you most agree with:

- Emphasize productivity, save some for coverage: 44%
- Emphasize coverage, save some for productivity: 39%
- Only emphasize productivity: 11%
- Only emphasize coverage: 6%
Please rank in order of importance (1=most important)

1. Provide transit for transit-reliant populations
   - Score: 3.08
2. Provide transit for those who prefer not to drive
   - Score: 3.44
3. Environmental reasons
   - Score: 3.63
4. Support econ development and denser, walkable nbhds
   - Score: 3.77
5. Bring suburban residents to downtown jobs
   - Score: 4.45
6. Better suburb-to-suburb and crosstown transit
   - Score: 4.47
7. Bring urban residents to suburban jobs
   - Score: 4.73

Please rank your level of agreement with each statement

- Transit factored into my decision of where to live
- If transit were improved, I would ride more often
- Transit factored into my decision of where to work
- I am unlikely to use transit
- I have no choice but to use transit for most travel
- I prefer to use transit as much as possible
- Transit factors into where I do errands

Disagree Agree
Input to Guiding Principles

SIP Outreach/Survey

Specific Suggestions/OD pairs

Customer Relations

Other Studies

Past SIP/RSIP

Potential Service Improvements

Guiding Principles

Evaluation Measures

DRAFT SIP
Input to Guiding Principles

SIP Outreach/ Survey

Goals/ Priorities

Thrive MSP 2040

Transportation Policy Plan

Guiding Principles

Evaluation Measures

Metro Transit
a service of the Metropolitan Council
Summary:

Improve service on the core network and supporting routes by increasing frequency and span of service.

Focus on service improvements that can reduce overall travel times by transit.

Increase service coverage in a systematic way, concentrating on where transit service can be productive.

Expand options for those who cannot drive and enable a car-free or car-light lifestyle.
Input to Guiding Principles

**Examples Include:**

*Prioritize transit investments where transit-supportive infrastructure already exists or is planned to exist*

*Expand geographic coverage in areas with local commitment to transit supportive development*

*Invest in transit to expand transportation options, particularly to connect workers to jobs throughout the region*

*Use transit resources to help create and preserve racially-integrated, mixed-income neighborhoods*
Input to Guiding Principles

*Examples Include:*

Operate the regional transportation system efficiently and cost-effectively

Increase the availability of multimodal travel options in congested corridors

Improve transit travel time reliability and predictability

Improve multimodal access to regional economic centers and regional growth areas
**Draft Guiding Principles**

- Maximize ridership growth
- Emphasize high productivity/low-subsidy projects
- Provide faster travel time
- Enhance connectivity of transit system
- Support transit-friendly land use and design
- Expand service for off-peak trip purposes
- Improve transit equitably
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