

# Arterial Bus Rapid Transit System Policy Oversight Committee

May 31, 2013

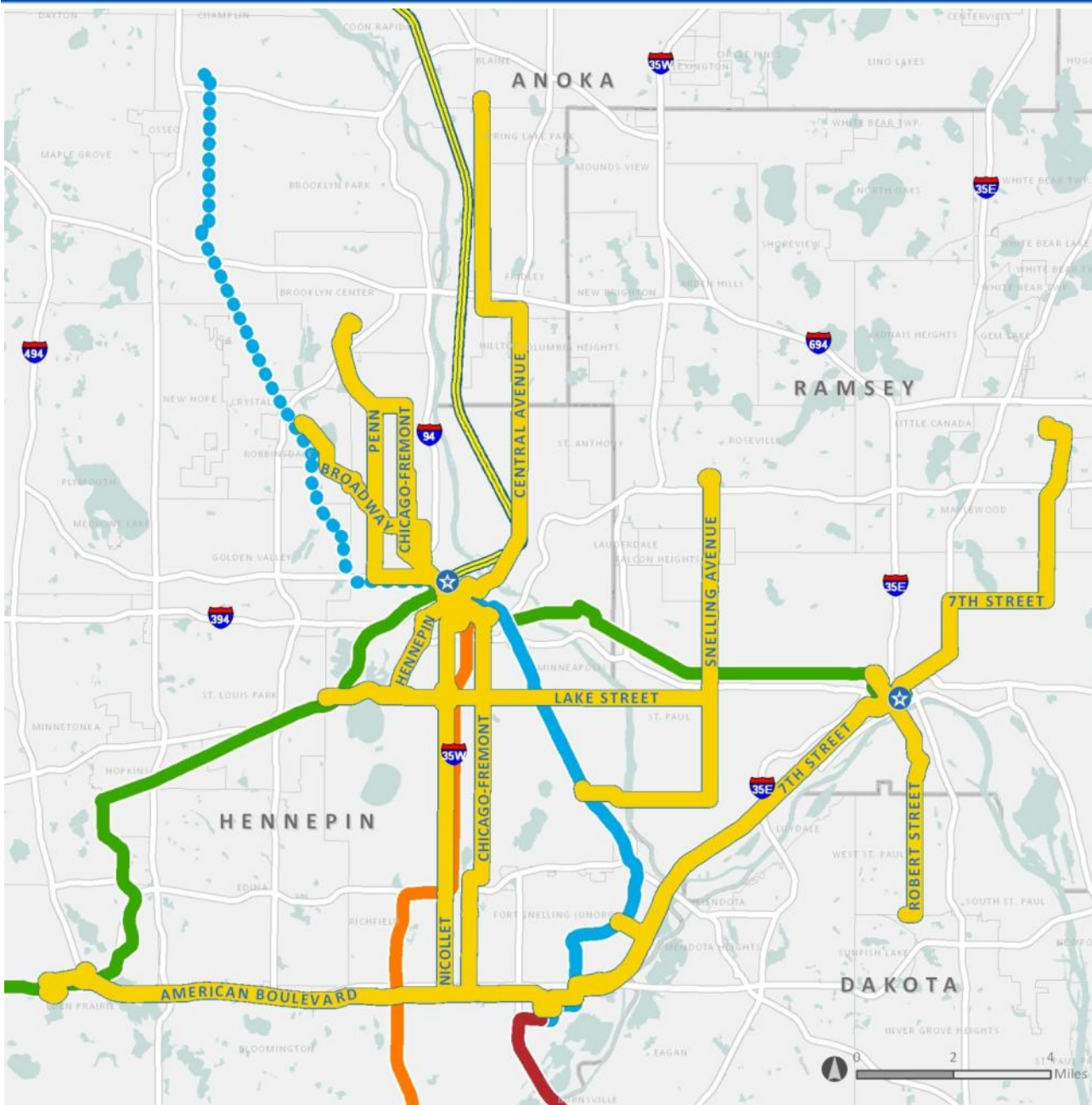


- Project Overview
  - Arterial BRT Concept Background & Meeting Purpose
  - First Corridor (Snelling) Plan, Funding & Schedule
  - Stakeholder Engagement & Public Involvement
  - Arterial BRT System Branding
- Discussion: Brand Elements
- Discussion: SPOC Interest Areas
- Next Meeting

Arterial Bus Rapid Transit

# CONCEPT BACKGROUND

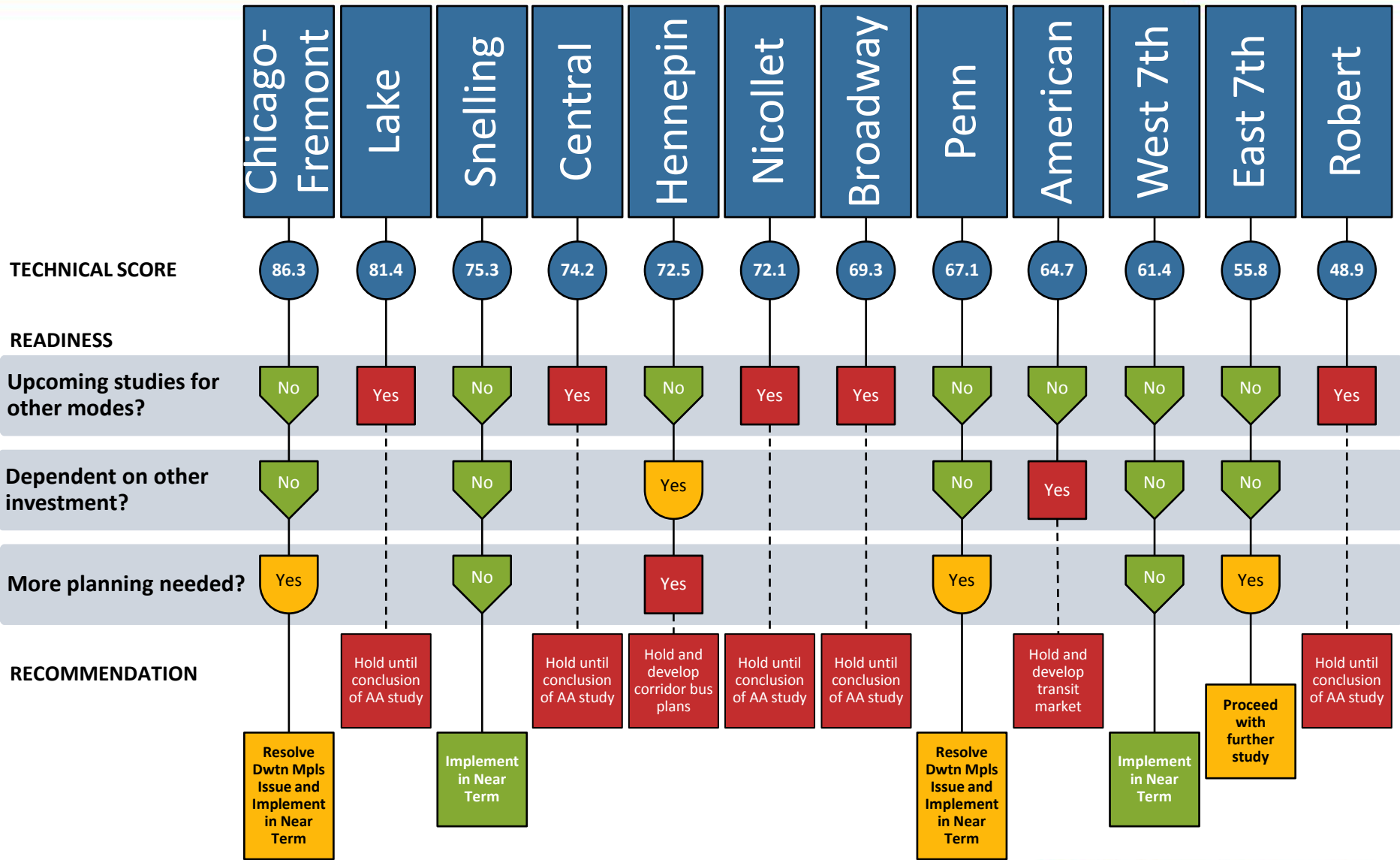
# 12 corridors studied for arterial BRT



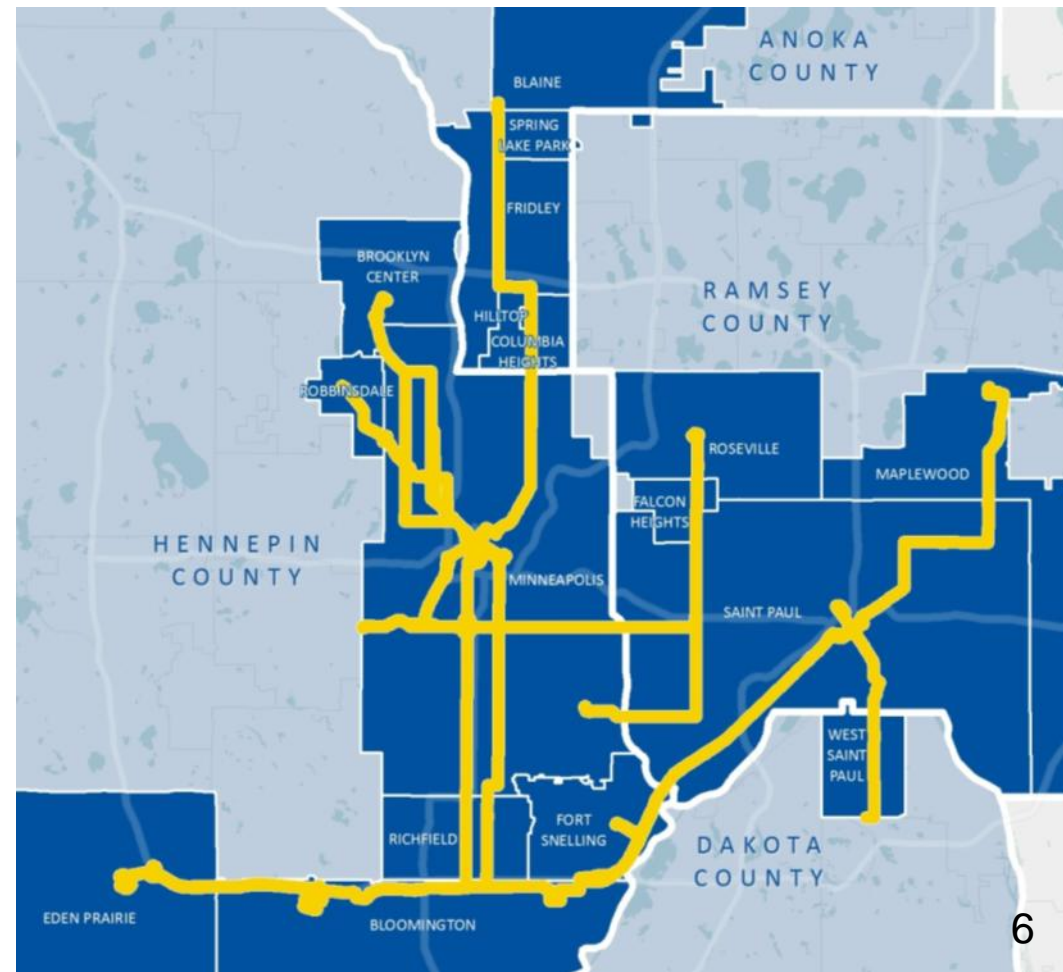
- Arterial Transitway Corridors Study completed April 2012
- Developed arterial BRT concept
- Prioritized corridors for near-term implementation
  - Snelling (2015)
  - West 7th (2016)

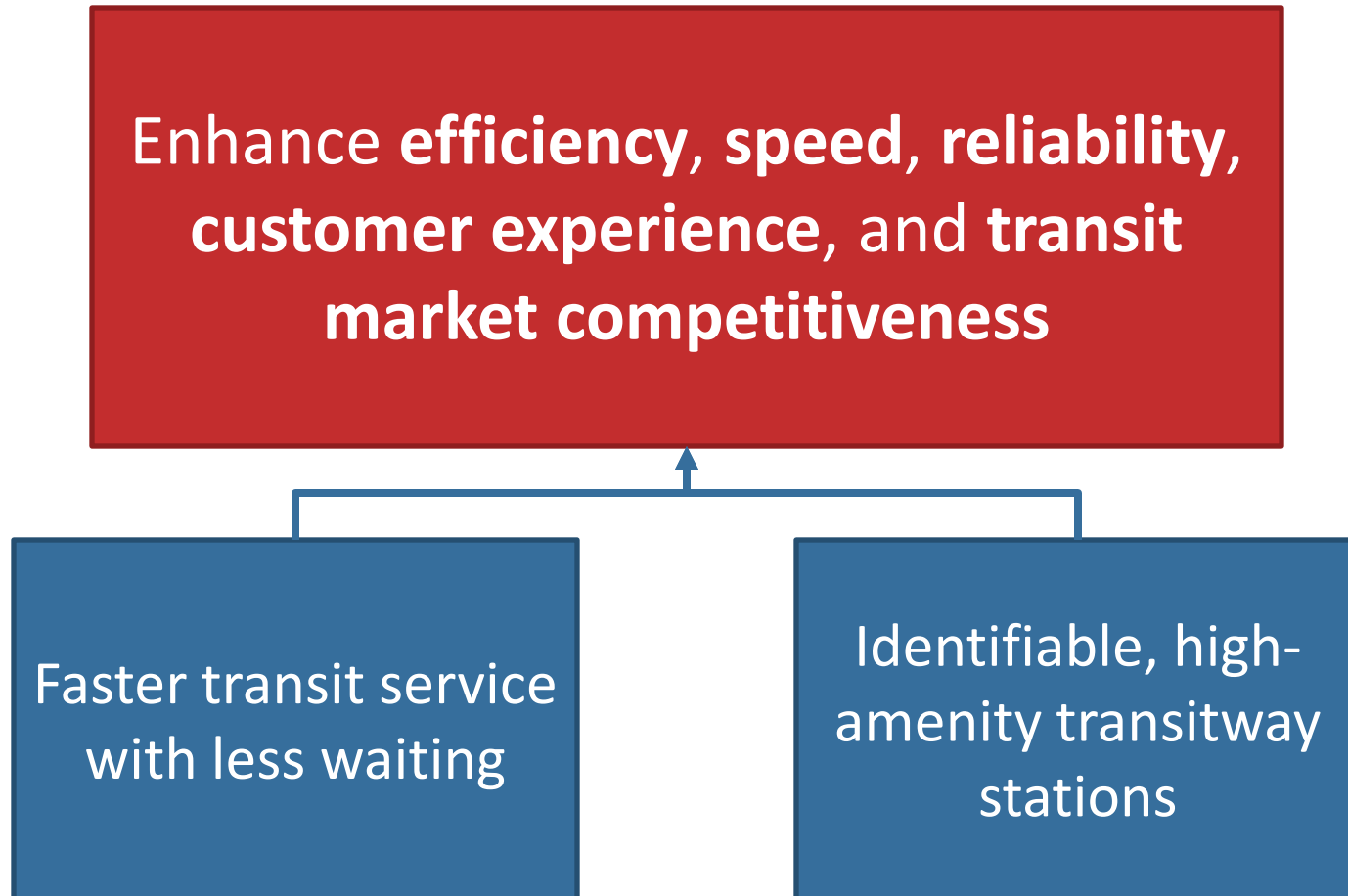


# Arterial Transitway Corridors Study Outcomes



- Engage metro area policy makers on arterial BRT system decisions to be made in 2013.
- Decisions made in 2013 design process for Snelling BRT will affect future lines in:
  - 16 cities
  - 4 counties





- **Faster service with less waiting**  
Limited stop service
  - + More frequent service
  - + Off-board fare payment
  - + All-door boarding
  - + Geometry changes
  - + Signal timing & priority

Does NOT include:

- Dedicated lanes
- Extensive ROW acquisition

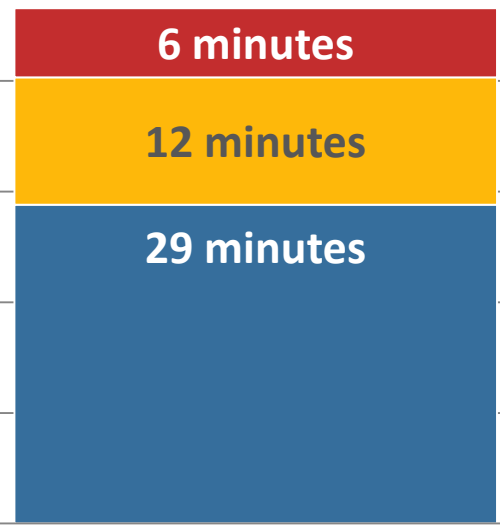


# Estimated Travel Time Savings



■ Red Light ■ Boarding ■ Moving

47-48 minutes



36 minutes



27% faster

Current Local Route

Arterial BRT

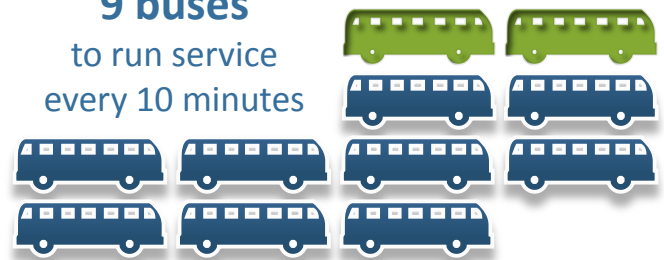
11 buses

to run service every 10 minutes



9 buses

to run service every 10 minutes



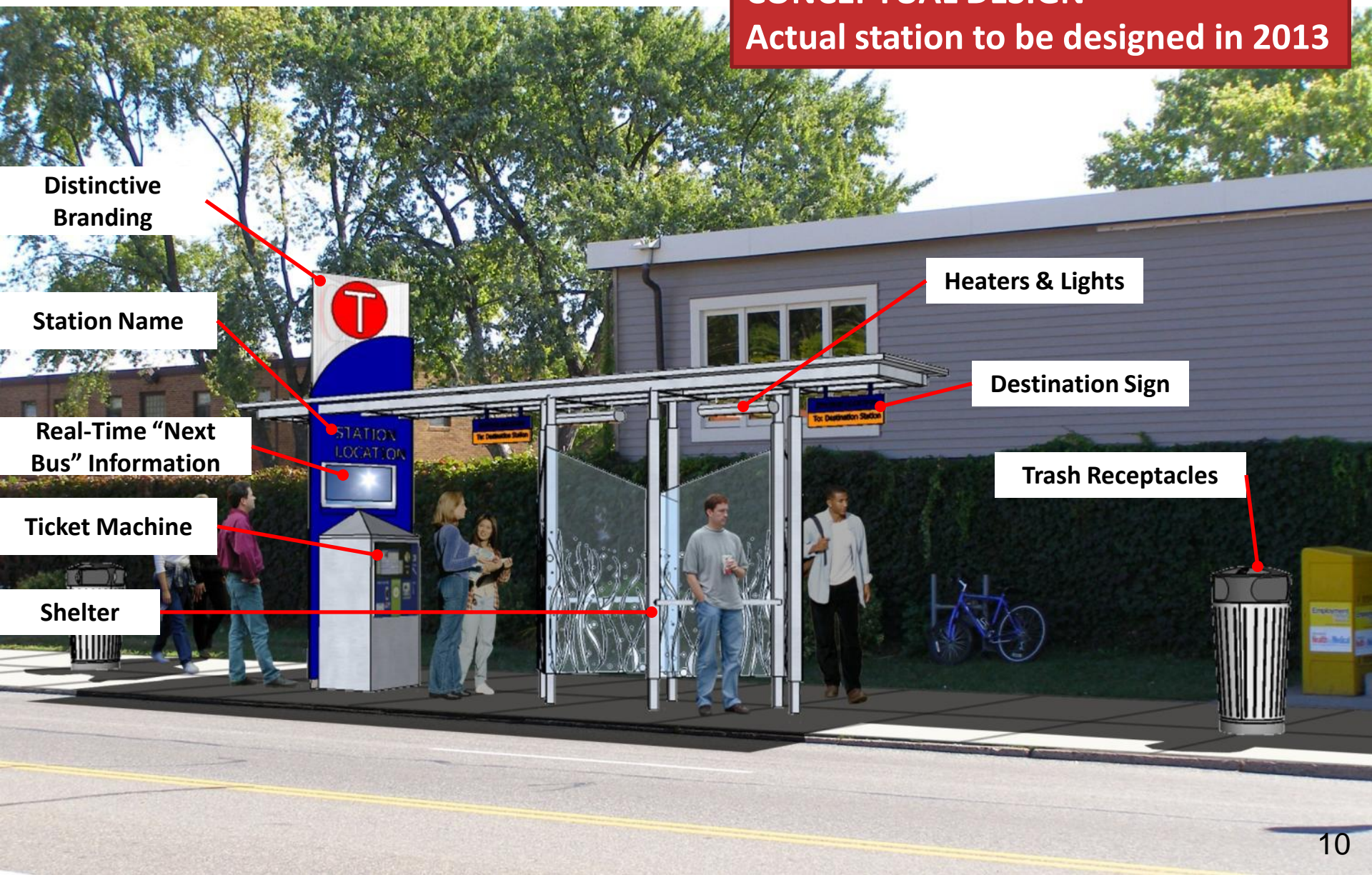
2 buses to use elsewhere

# Identifiable, high-amenity transitway stations



CONCEPTUAL DESIGN

Actual station to be designed in 2013



Distinctive Branding

Station Name

Real-Time "Next Bus" Information

Ticket Machine

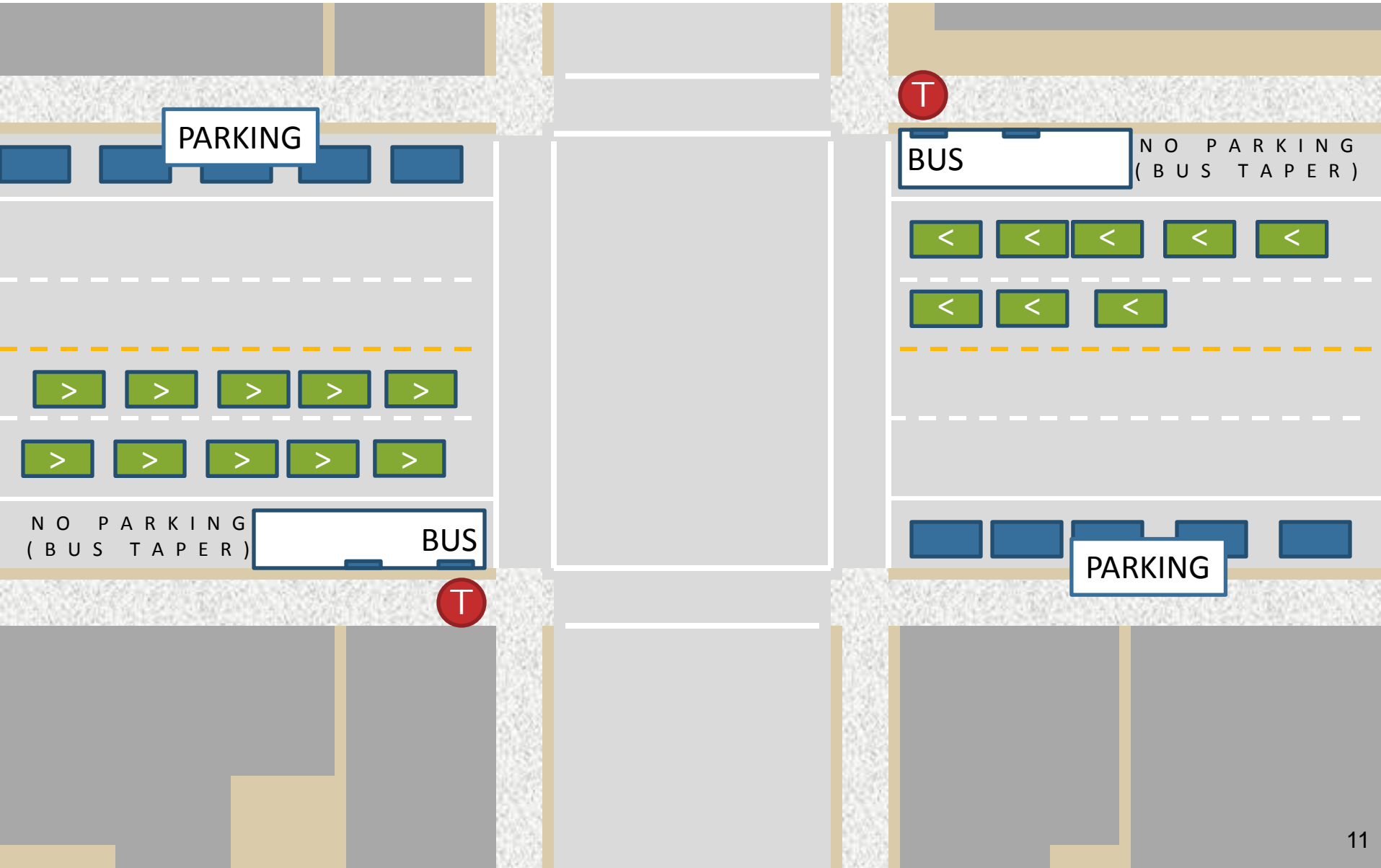
Shelter

Heaters & Lights

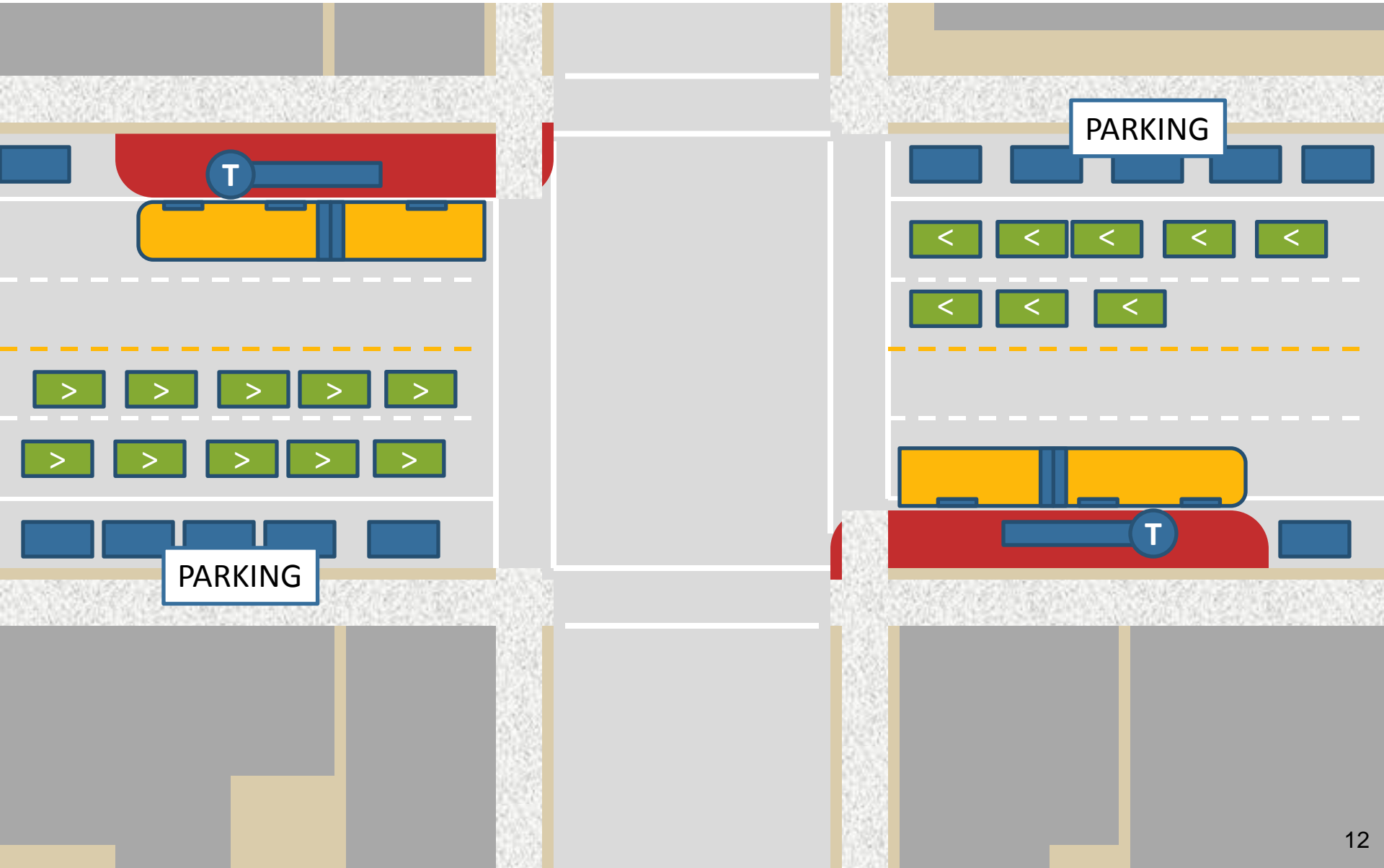
Destination Sign

Trash Receptacles

# Typical Current Condition: 4 Lanes with Parking



# Concept: Farside Curb Extension Station



# Different Kinds of BRT

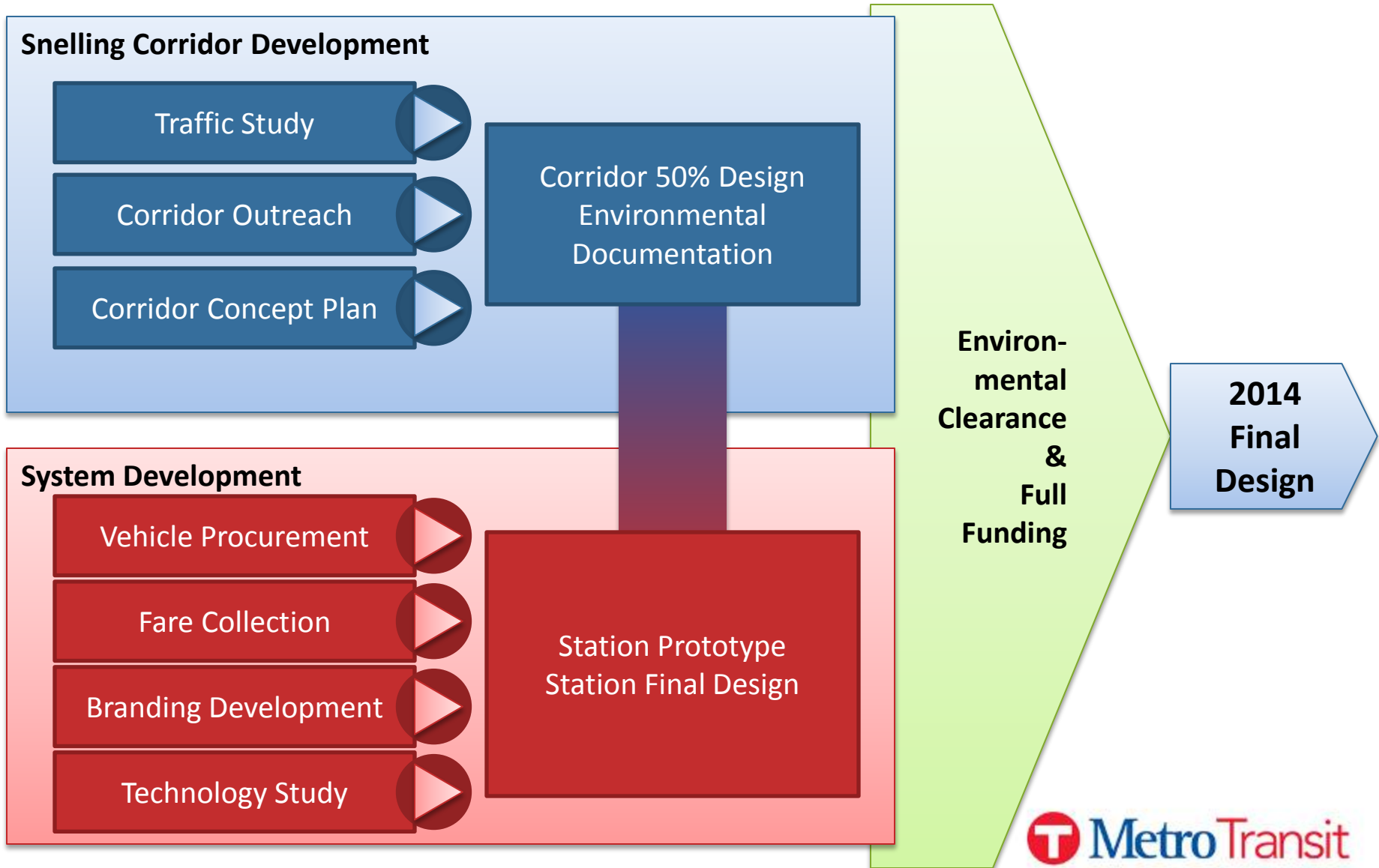


	Dedicated Busway	Highway BRT	Arterial BRT	Local bus
<b>Example</b>	Gateway (planned)	METRO Red Line	Snelling, etc.	
<b>Service mix</b>	Station-to-station (S2S)	S2S + express Lots of express	Primarily S2S Minimal local	Local bus
<b>Runningway</b>	Separate, dedicated road	Bus shoulders and managed lanes	Mixed traffic, spot locations with priority	Mixed traffic
<b>Typical environment</b>	Rail corridors, new ROW	Freeways and Expressways	Developed urban streets	
<b>Estimated Ridership/line</b>	9,000 –17,000	1,000 –8,000 <i>on BRT line</i> 4,000–20,000 <i>corridor-wide</i>	3,000 –25,000	100 – 15,000
<b>Cost per mile</b>	\$25-\$50M	\$10-\$20M	\$2 to \$6M	Under \$1M
<b>Distance Between Stations</b>	1+ mile	1-2 miles	1/4 to 1/2 mile	1/8 mile or closer



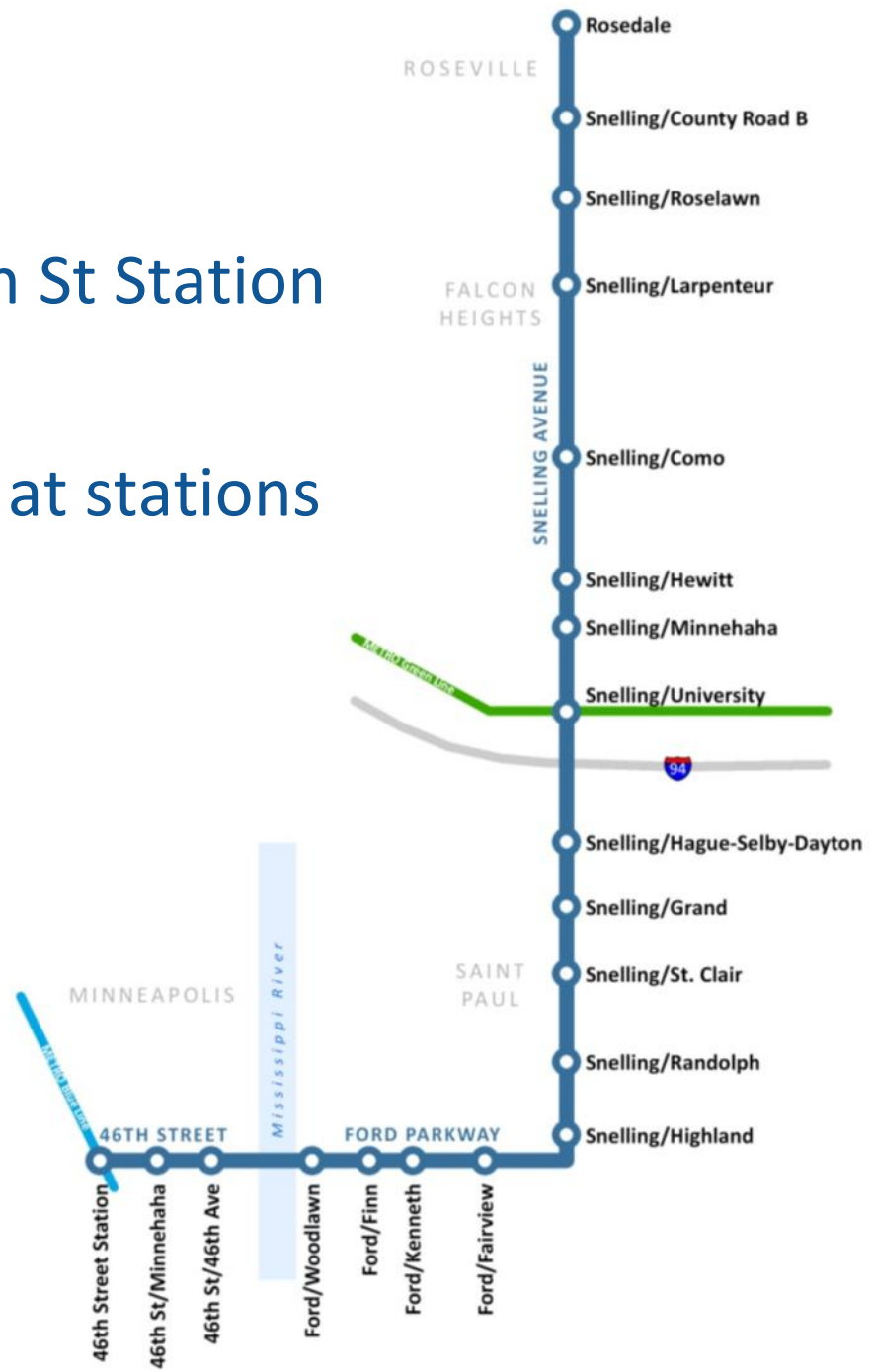
Arterial Bus Rapid Transit

# SNELLING LINE DEVELOPMENT

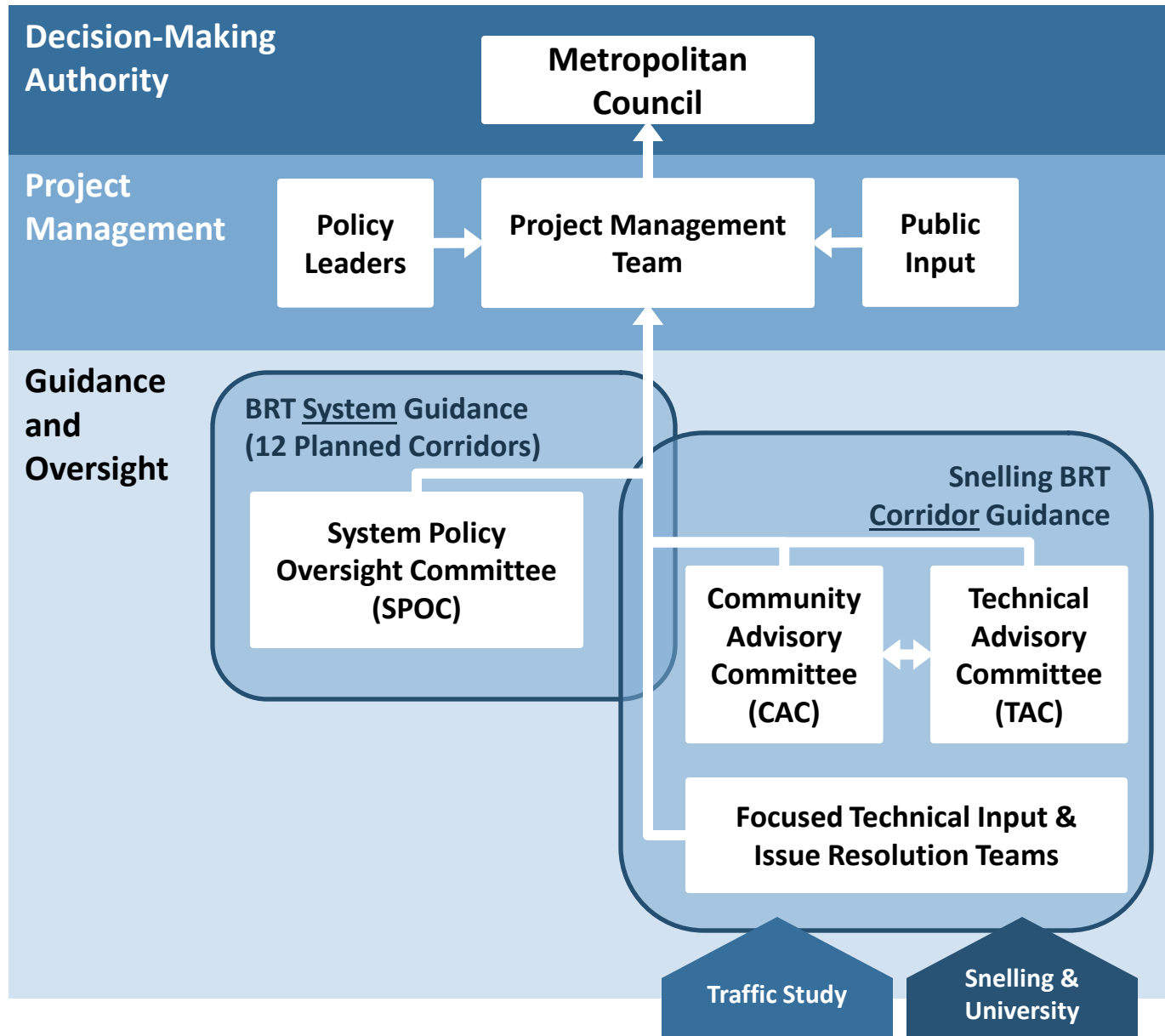


# Snelling Avenue BRT

- 9.7 miles, Rosedale to 46th St Station
- 20 stations, every ½ mile
- 72% of existing customers at stations
- 97% of customers within 1 stop of a station
- 4,000 daily rides today, 8,700 daily rides by 2030 with arterial BRT



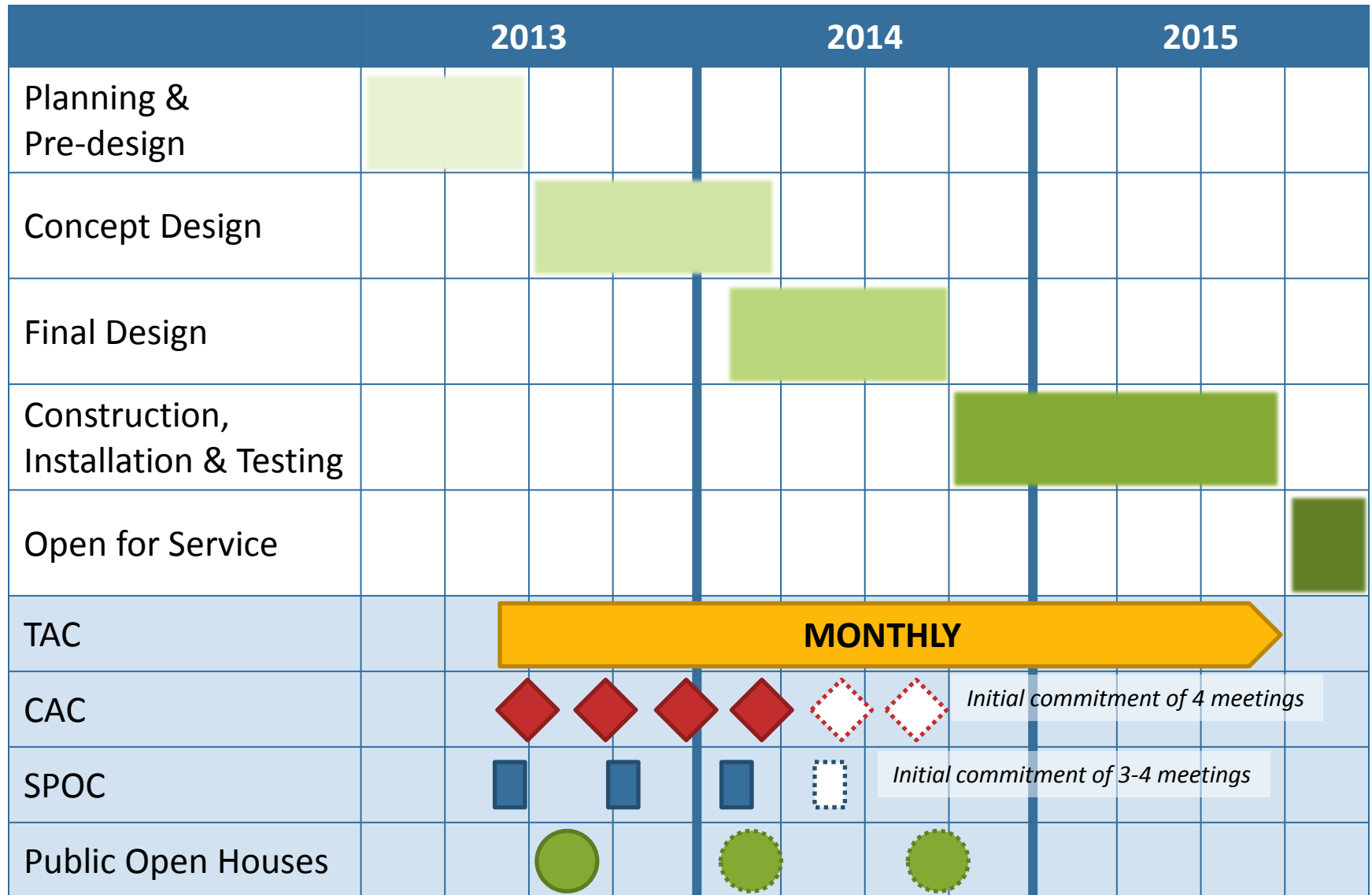
# Snelling BRT Oversight Structure



- **Total Project Cost: \$24.8 million**
  - 50% stations & technology
  - 25% vehicles
  - 10% transit signal priority/corridor technology
  - 15% design & soft costs
- **\$14.6 million identified to date**
  - \$6.0 million MnDOT Trunk Highway Bonds
  - \$6.5 million Federal CMAQ, formula funds
  - \$2.1 million Council funds
- **Seeking \$10.2 million TIGER V grant**

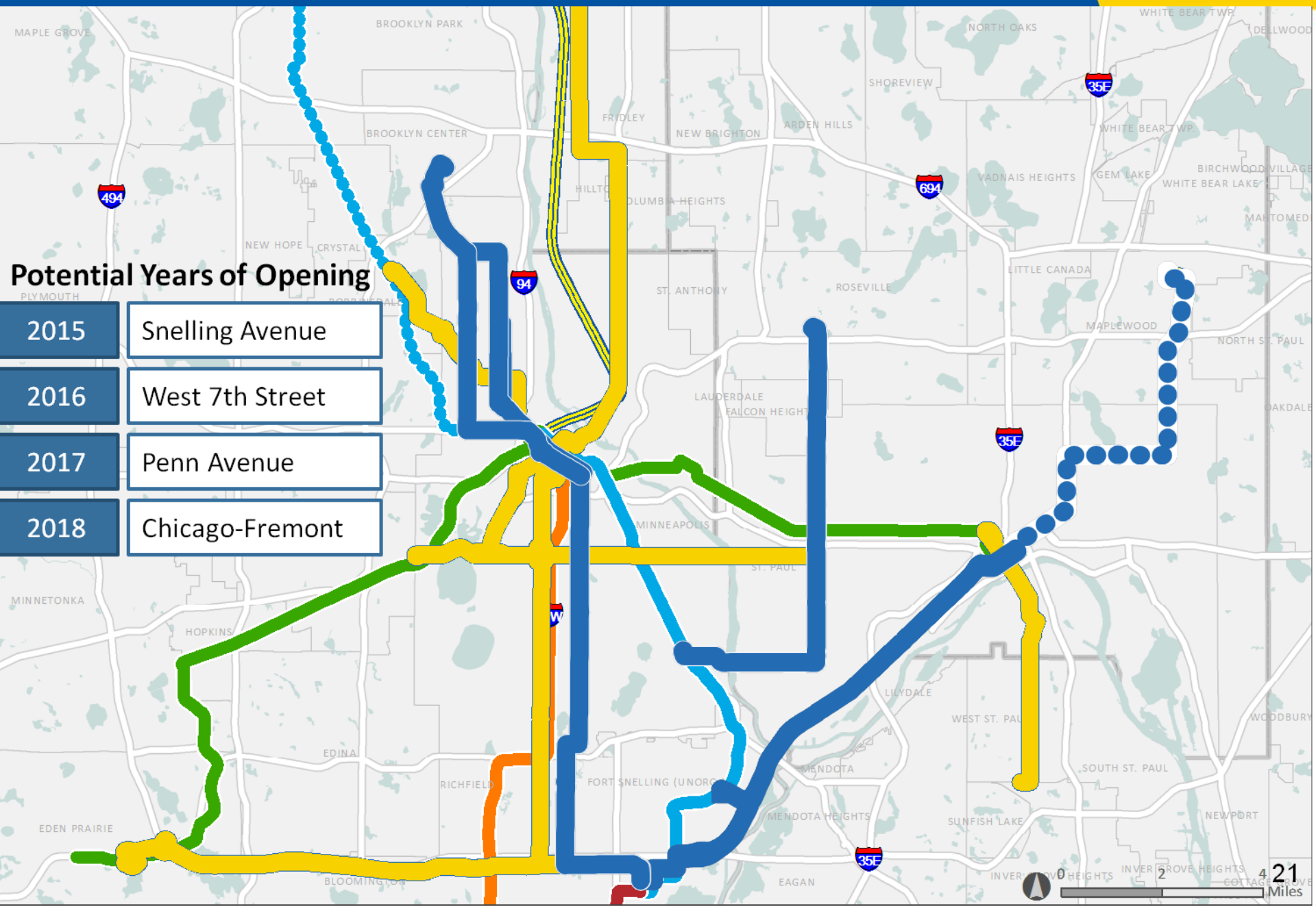


# Snelling BRT Schedule





# Initial corridors anticipated



## Potential Years of Opening

2015	Snelling Avenue
2016	West 7th Street
2017	Penn Avenue
2018	Chicago-Fremont

Arterial Bus Rapid Transit

# BRAND ELEMENTS

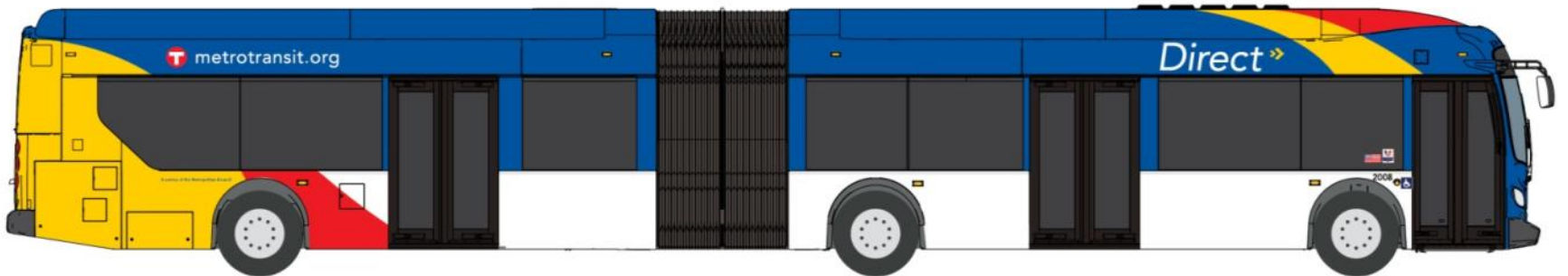
# Regional Brand Position



Service Type	Name	Logo
LRT & Hwy BRT	Metro	METRO
Local, Limited, Express Bus	Metro Transit	Metro Transit
Arterial BRT		
Commuter Rail	Metro Transit Northstar	Metro Transit Northstar Line
Regional ADA	Metro Mobility	Metro Mobility <small>a service of the Metropolitan Council</small>
Regional Dial-a-Ride	Transit Link	Transit  Link
Regional Vanpool	Metro Vanpool	Metro  Vanpool



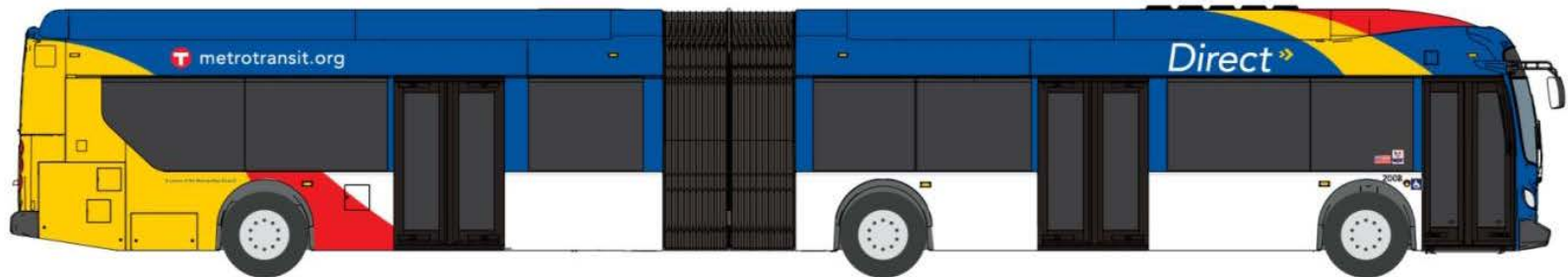
# Vehicle Design Recommendation



METRO (Highway BRT)



Arterial BRT (will use mix of 40' and 60' buses)



Metro Transit Standard Bus



# Line Identifiers: Options Considered



Approach	Example	Conclusion
Color-coded lines	Green Line, Blue Line, etc.	Used by METRO System
Append letter to existing route number	Oakland – AC Transit 1R (Rapid)	Terminal letters already used in bus system; lines will not always replicate current routes
Corridor/area names	Hiawatha LRT <i>Snelling/Ford</i> <i>Chicago/Fremont-Emerson</i>	Confusing if multiple streets or areas served
Unique route number series	50, 51, 52, etc. 911, 912, 913, etc.	Weaker brand connection if standalone identifier
<b>Line letters</b>	<b>A Line, B Line, C Line, etc.</b>	<b>Recommended</b>

- Recommendation: **[street] & [intersecting street]**
  - Snelling Avenue & Randolph Avenue
  - West 7th Street & Randolph Avenue
  - Snelling Avenue & Minnehaha Avenue
  - 46th Street & Minnehaha Avenue
- Use existing transit center / station identifications
  - Rosedale Transit Center
  - 46th Street Station
- Consistent with bus stop identification today
- Allows for multiple uses of common names throughout system

190 initial names

6 were tested in a public survey

- Connect
- Rapid
- Max
- Swift
- Select
- Move

4 underwent market testing

- Connect
- Rapid
- Max
- Swift

2 front-runners emerged

Rapid

Conveys *faster* brand promise

Connect

Does not convey *faster* brand promise

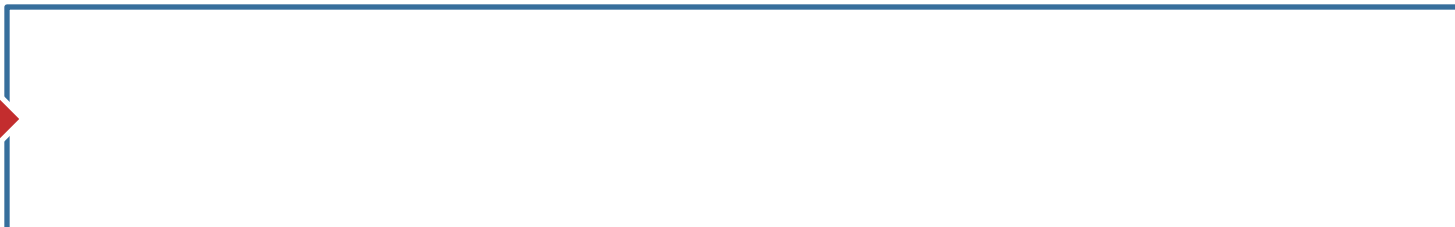
Metro Transit Direct

Further research of 6 additional names conveying *speed*

- Direct
- Dash
- Go
- Wave
- Zip
- Zoom

Concerns about confusion with METRO Red Line

System  
Brand Name



Vehicle  
Design



Line  
Identifiers

**A Line, B Line, C Line**

Station  
Names

**Snelling Avenue & Randolph Avenue**

<p><u>Decided through 2013 design process</u> for Snelling, System components applied to all corridors</p>	<p>Corridor-by-corridor as system is built out</p>
<ul style="list-style-type: none"><li>•System name</li><li>•Line names</li><li>•Station names</li><li>•Vehicle design (paint scheme)</li><li>•Typical station design</li><li>•Station “core” technology</li><li>•Station “kit of parts”</li></ul>	<ul style="list-style-type: none"><li>•Station locations</li><li>•Station configurations</li><li>•Station sizing</li><li>•Service plan</li><li>•Transit Signal Priority plans</li><li>•Integration with streetscape</li><li>•Vehicle size</li><li>•Technology improvements over time</li></ul>



- Next SPOC Meeting
  - Focus: Preliminary Station Design
  - Fall 2013
- Meeting to be scheduled once design contract is underway, later this summer

- Project Committees
  - **May 13** Snelling BRT TAC, meeting monthly
  - **May 15** Snelling BRT CAC, meeting quarterly
  - **May 31** System Policy Oversight Committee (SPOC)
- Transportation Committee
  - **June/July** business item to adopt brand elements
- Incorporate branding into project communication
  - **Snelling BRT → A Line** planning & design
- Public Outreach
  - **July 9, 15, 17** open houses
- Station & corridor design beginning **summer 2013**
- Second line planning beginning **summer 2013**

**For more information:**

***[metrotransit.org/snelling-brt](https://metrotransit.org/snelling-brt)***

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