



Evaluation of Better Bus Route 22

Community Engagement Summary

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Outreach and Engagement

March 2022

Background

Metro Transit's Better Bus Routes program will improve our customers' experience riding local bus routes by reducing stops, improving accessibility and stop amenities, and providing more shelters. These changes, both on and off the bus, will make their trips better, faster, and more reliable. Previous projects were on high ridership local service like Route 2, 3, and 63. Route 22 will receive these Better Bus Routes upgrades in third quarter of 2022.

Purpose and Goal

The purpose of this public engagement effort was to seek input and feedback on potential changes to Route 22. Among the items for consideration were:

- Education about Better Bus Routes program and associated changes
- Consolidating stops will result in faster and more reliable service
- Understanding how proposed bus stop changes would affect our customers
- Potential changes
 - Stop consolidation
 - Route branch modifications
 - ADA pads, shelters will be added to select stops

Methods of Engagement

The target audience is customers, especially those who use the stops that are proposed for removal or consolidation which include a concerted effort to reach out to residents with low English proficiency and communities along the corridor. Engagement was done primarily through an online survey, with paper copies collected during in-person engagement.

- Brooklyn Center/Brooklyn Park
 - Neighborhood and Community Groups along the line
 - BCTC
 - East African Residents
 - Accessibility and Senior Care
- North Minneapolis
 - Neighborhood and Community Groups along the line
 - ESL residents- Spanish
 - Accessibility and Senior Care
- South Minneapolis (North of 38th St.)
 - Neighborhood and Community Groups
 - ESL residents- primarily Spanish, Somali, Hmong, Oromo
 - Little Earth
 - South High School, Folwell School
 - Providence Place
 - Accessibility and Senior Care
- South Minneapolis (South of 38th St.)
 - ESL residents- primarily Spanish, Somali
 - Roosevelt High School
 - VA Medical Center
 - Neighborhood and Community Groups along the line

- Accessibility and Senior Care

The inability to hold or unwillingness of people to attend meetings due to COVID-19 remains a challenge. However, Metro Transit continues to use strategies to engage a diverse set of stakeholders. Following are a few examples.

- Direct people to webpage for information and Google map
- Target ethnic and local media via social media (organic and paid), website, earned media
- Ride-alongs, and stop pop-ups where safe and feasible along the line
- Send emails to current Go-To Card and mobile app users, Riders Club, and community groups/neighborhood organizations
- Send stakeholder packet to City Council members/county commissioners to include in their newsletters, social media, district communications
- Shared info in Metro Transit publications, such as *Insights*
- Posted online survey in English, Spanish, Somali, and Hmong
- Post Rider Alerts with a QR code to the survey at potentially affected stops/shelters along Route 22 to engage current customers
- Distribute paper survey, and translated one-pager to affected stop neighbors along the affected branches and near affected stops

In-person outreach

Due to the length of the survey, staff handed out the one-page info sheet with the URL and QR code that directed customers to the survey. For those without internet access, several in-person surveys on buses and at Brooklyn Center Transit Center were conducted by staff during roughly 22 hours of in person surveying work.

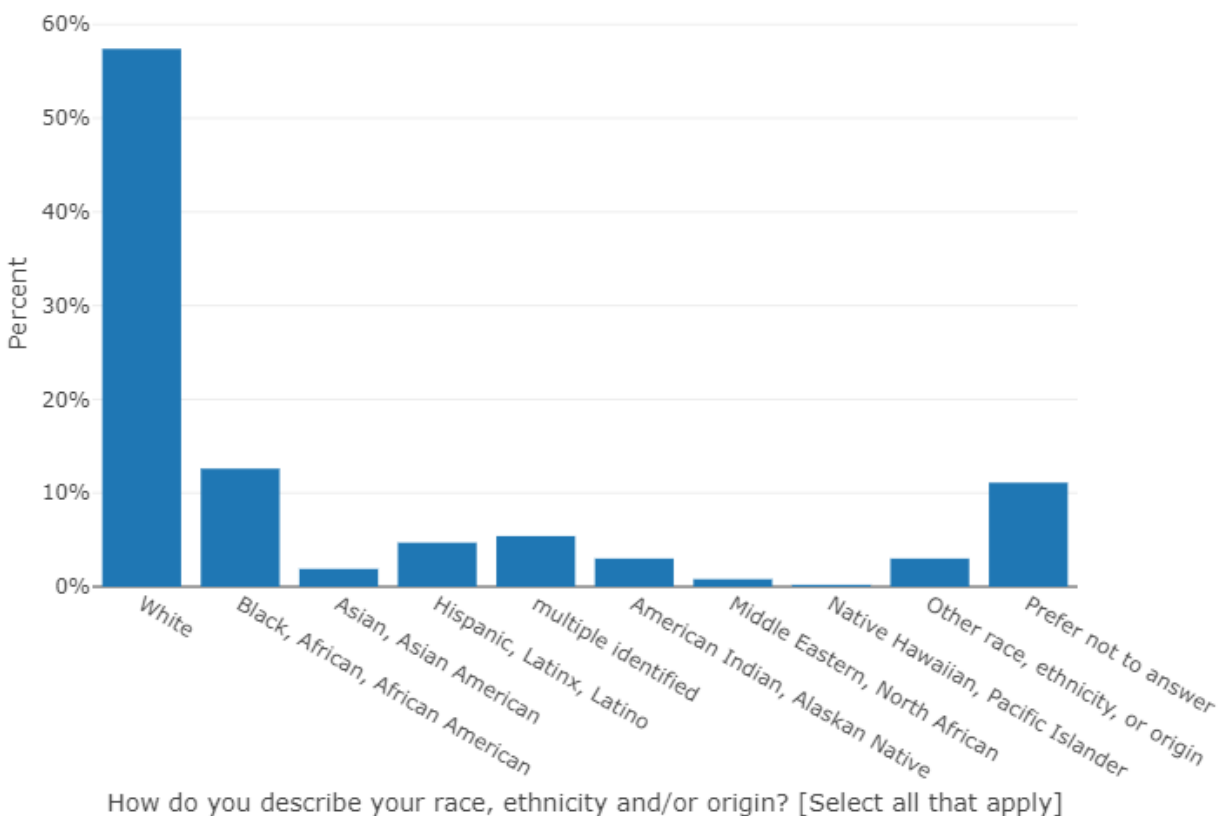
Survey Respondents

Over the course of five weeks, we received nearly 550 survey responses. BIPOC respondents accounted for 46% of total surveys completed.

Race

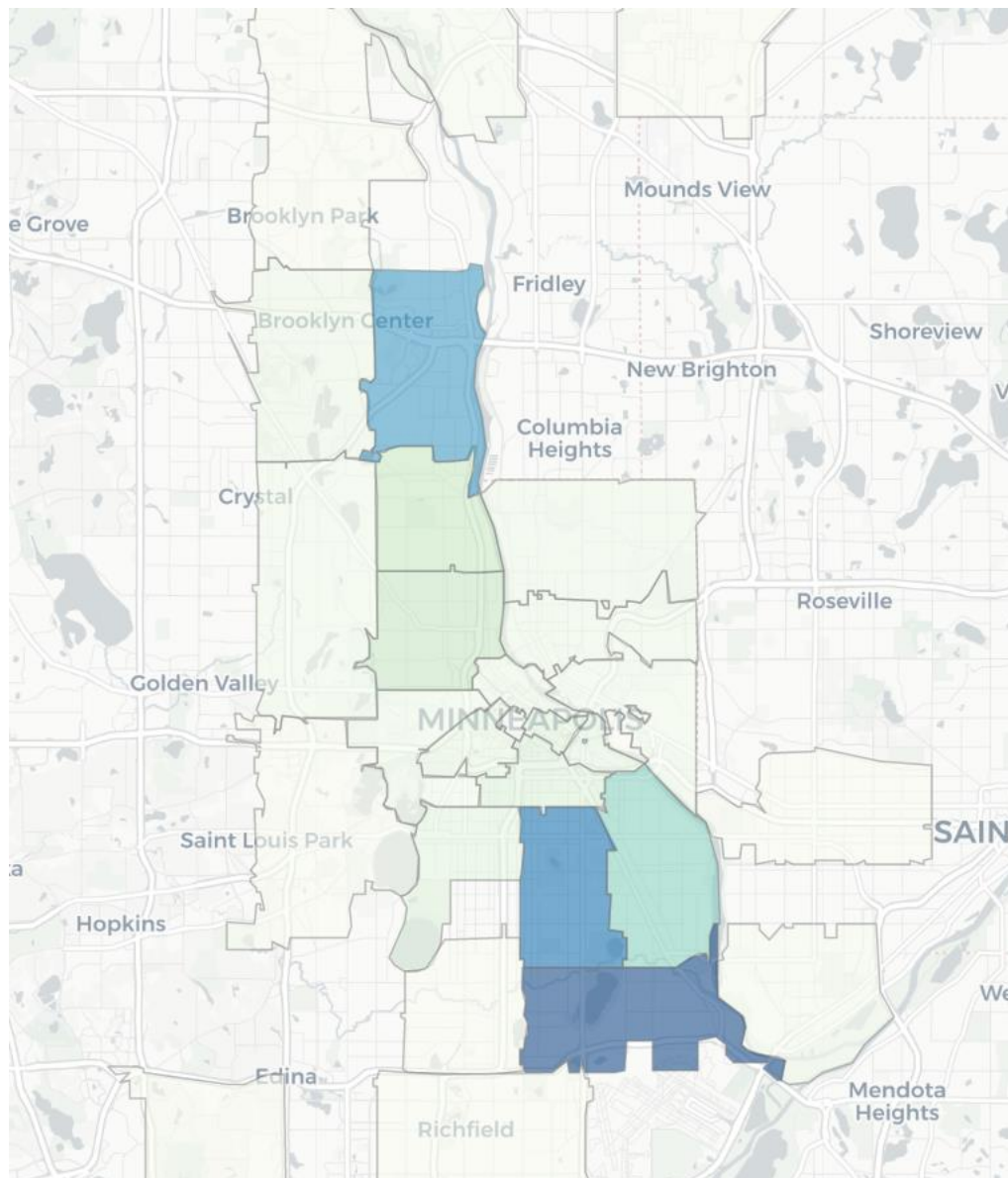
White	57.4%
Black, African, African-American	12.6%
Asian, Asian-American	1.9%
Hispanic, Latinx, Latino	4.7%
Multiple Identified	5.4%
American Indian, Alaskan Native	3%
Middle Eastern, North African	0.8%
Native Hawaiian, Pacific Islander	0.2%
Other Race, Ethnicity, or Origin	3%

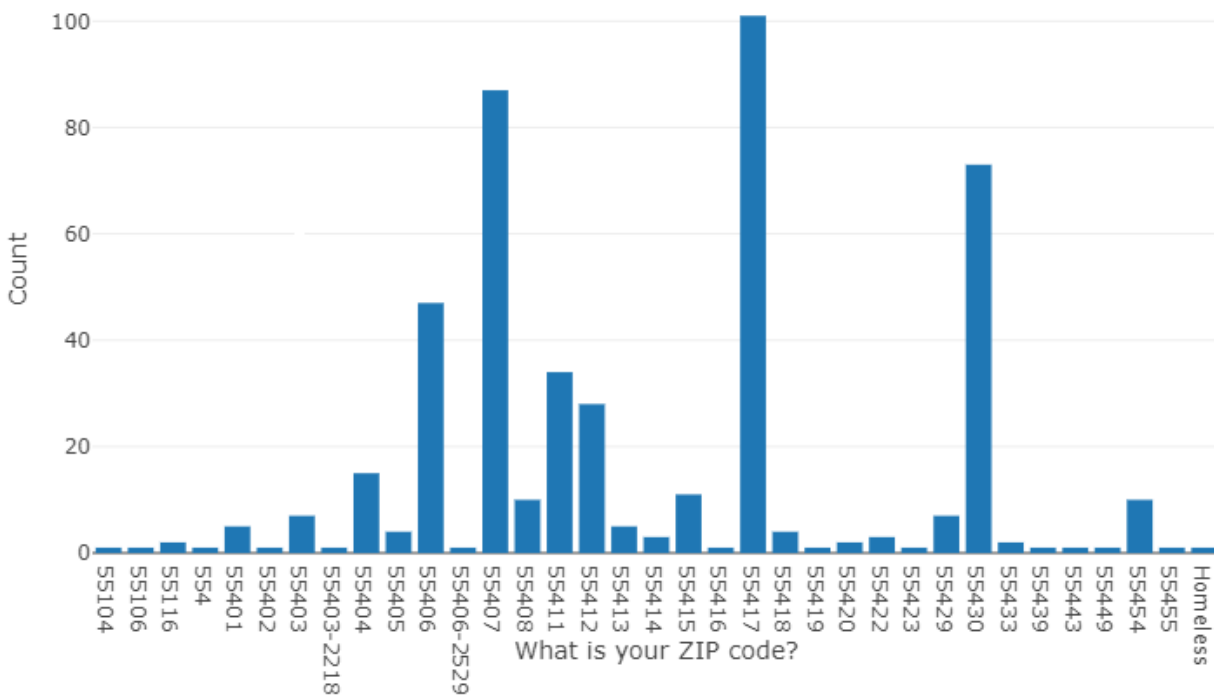
Prefer not to answer	11.1%
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Zip Code

Zip code data was also collected in our online survey. We've mapped this data below, showing the zip codes with the highest concentration of respondents. The top three zip codes represented, are 55417 (18.9%), 55407 (16.3%), and 55430 (13.7%).





Persons with Disabilities

This engagement work had a strong response rate from those who identified as having a disability, with 52% of respondents indicating that they had one or more disabilities.

Analysis and Key Themes

The survey was intended to gain valuable feedback so that the data can be part of a contributing factor in increasing the speed and reliability of the Route 22. Key survey results included:

Chart 1: Willingness to walk

We are proposing to make Route 22 faster and more reliable by reducing the number of bus stops. If your stop was removed, how many additional minutes would you be willing to walk to your new bus stop?

Nearly 75% of respondents would be willing to walk 3 minutes or more, the approximate time it takes to walk one block.

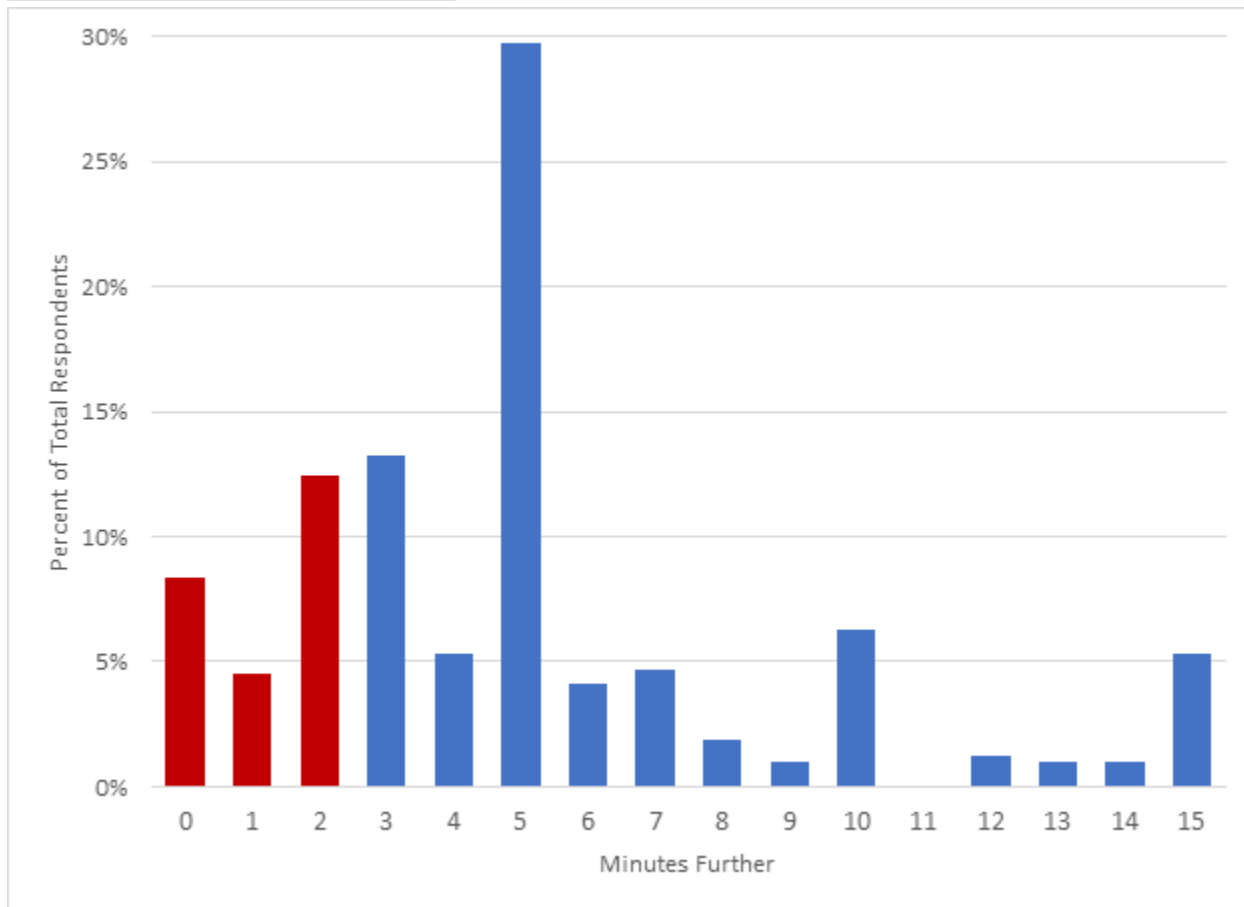


Chart 2: More likely to be on-time versus a shorter walk or roll to the bus stop

Which would you rather have?

By a 50 percent margin, respondents told us they preferred service that is more likely to be on-time over a shorter walk or roll to the bus stop.

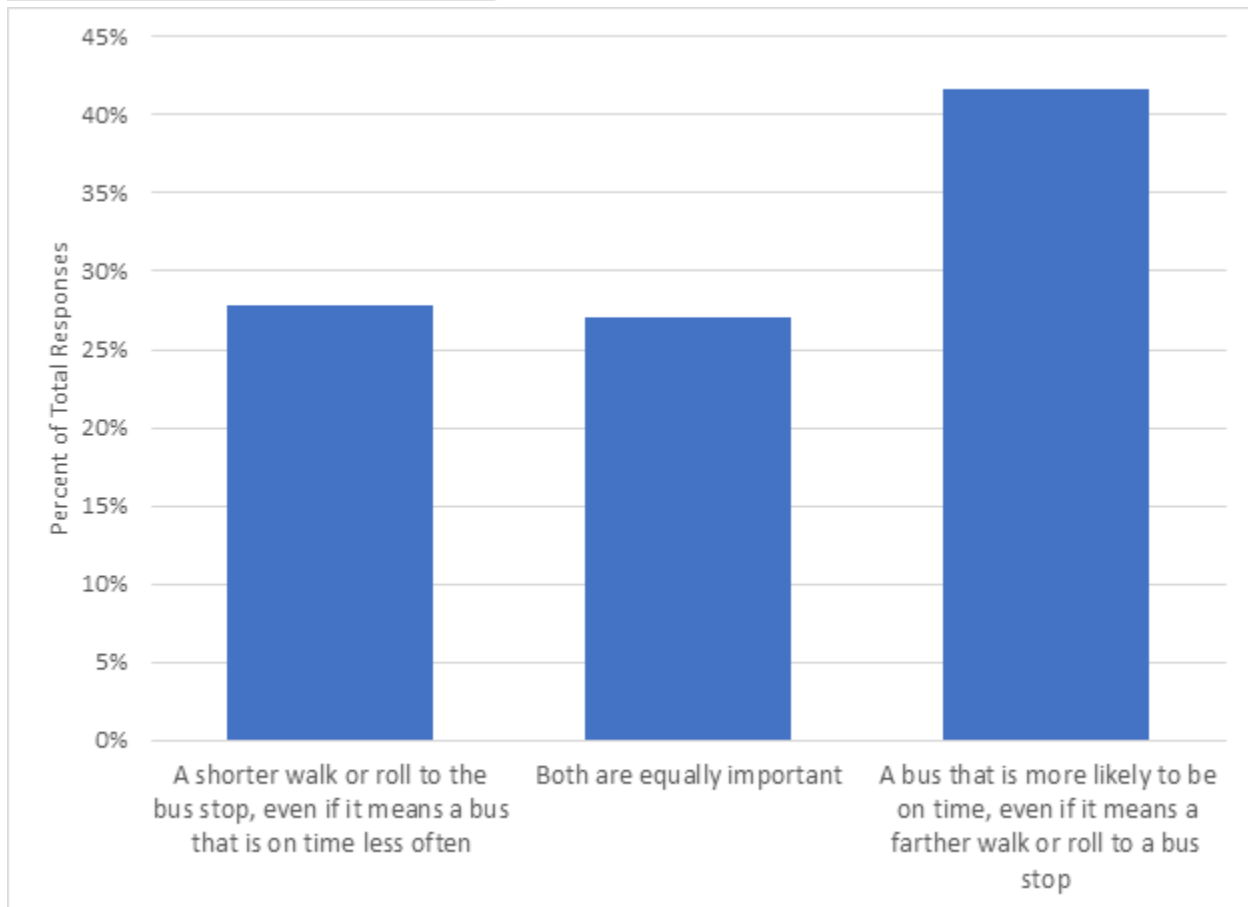


Chart 3: Route simplification versus more patterns

Which would you rather have?

There was a two-to-one preference for a route that was simple and direct compared to one that brought them closer to their destination.

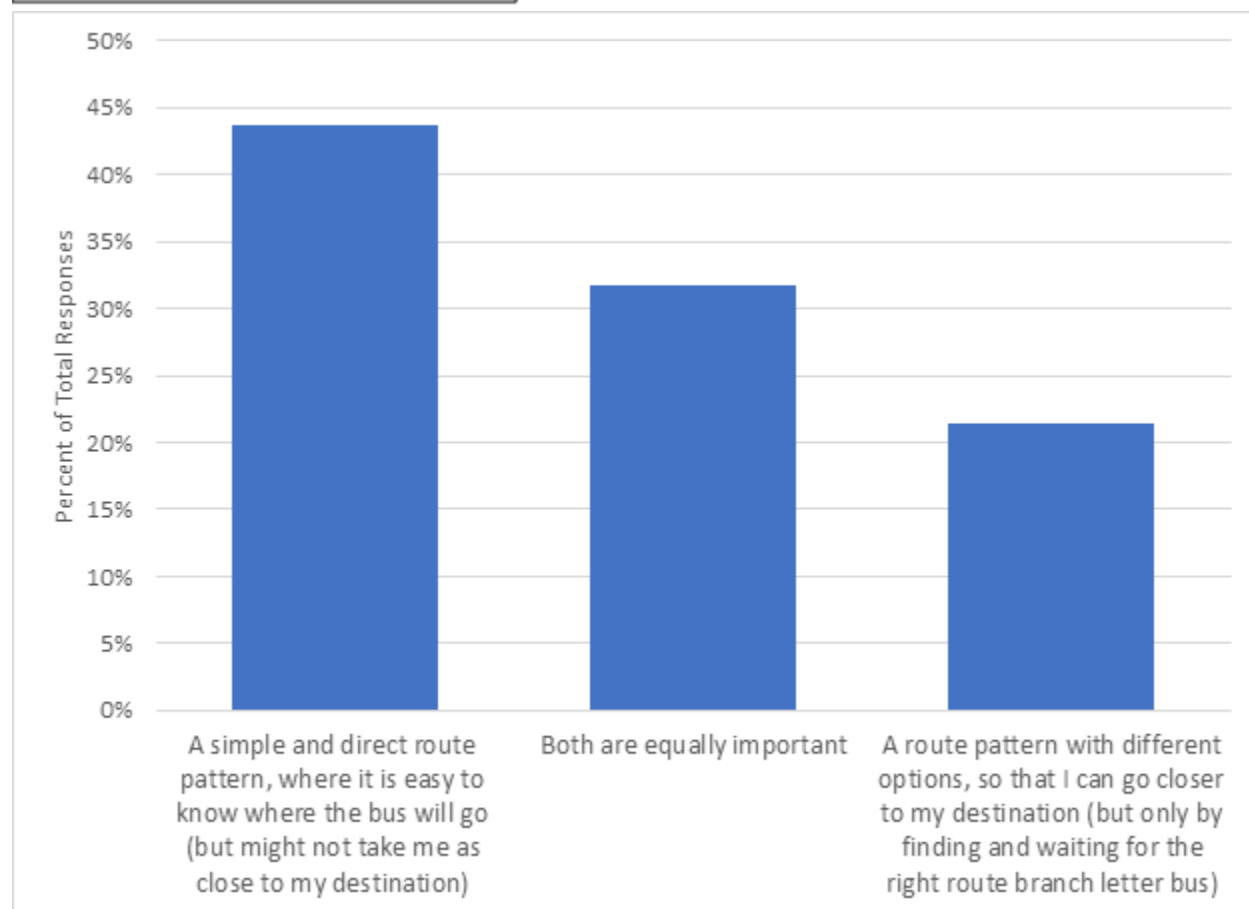


Chart 4: Stop accessibility versus spacing

Which would you rather have?

There was a greater than two-to-one preference for stops that are well-placed and accessible compared to ones that are spaced closely together.

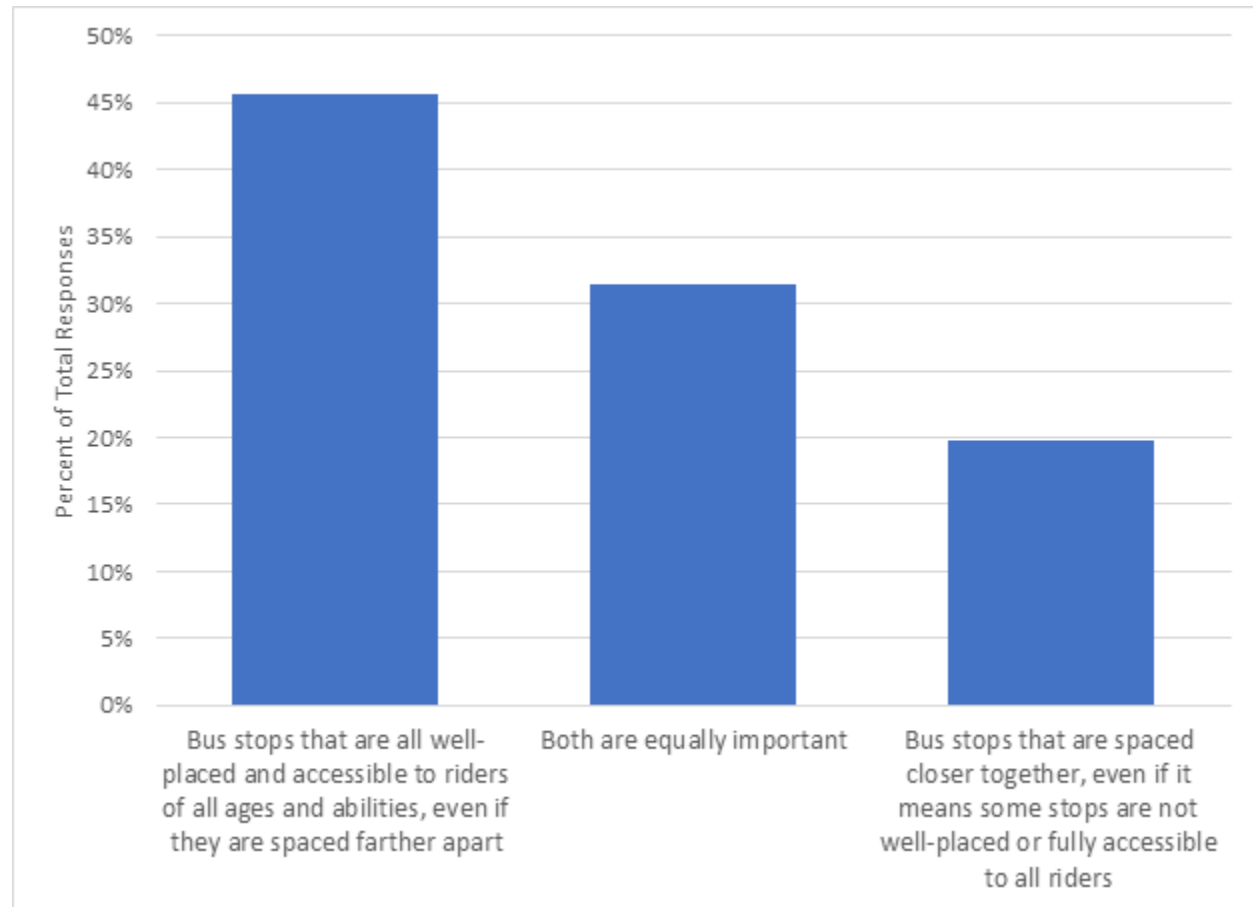


Chart 5: A branch elimination

We are proposing to eliminate Route 22 A branch service along 49th Ave N, Penn Ave N, 51st Ave N, Brooklyn Blvd and Xerxes Ave. This will allow us to provide more Route 22 service along the other branches where ridership is highest. Existing service in this area on Route 761 would remain. Which of the following best reflect your opinion on this change:

Approximately 13% of respondents opposed eliminating the A branch.

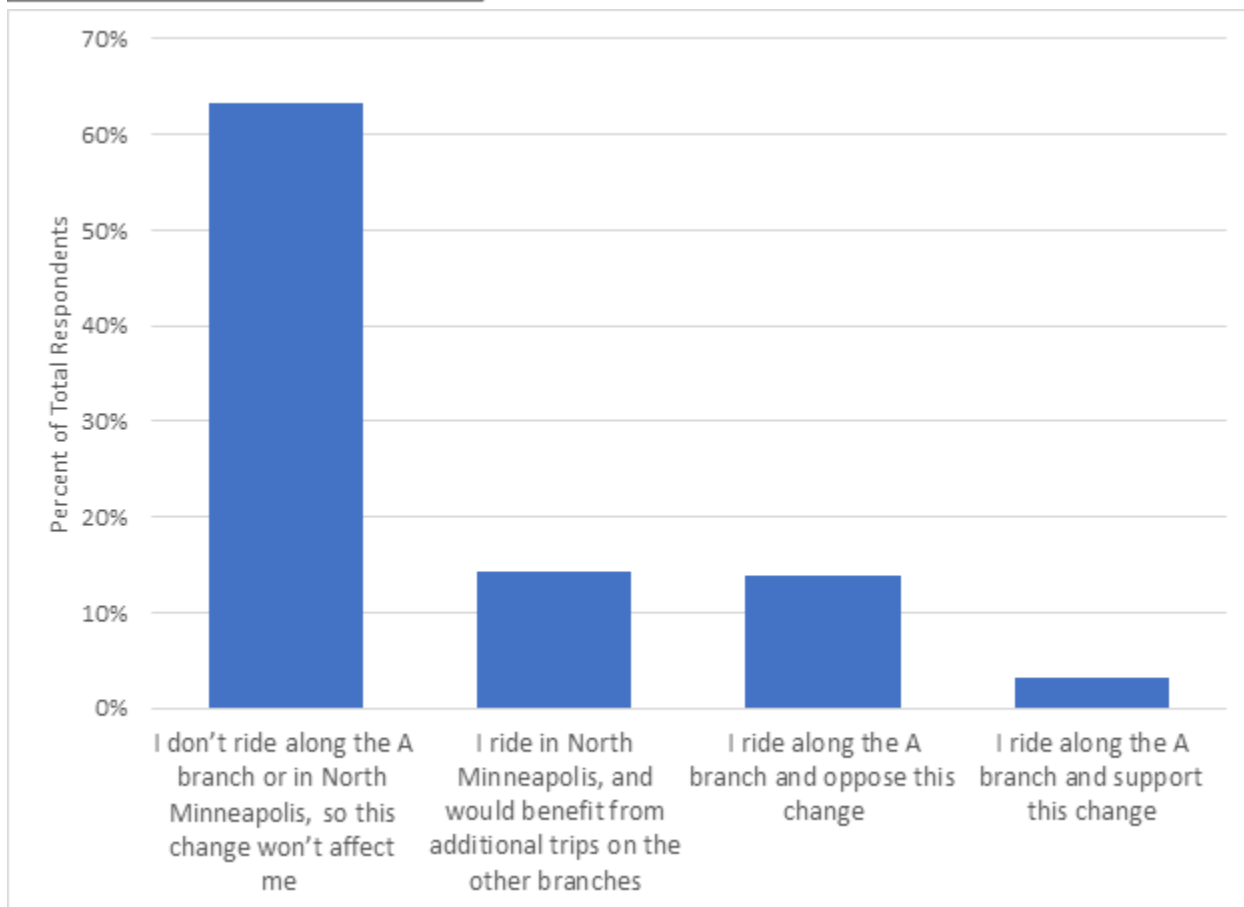


Chart 6: D branch elimination

We are proposing to eliminate Route 22 D branch service along Bryant Ave N and 69th Ave N. This will allow us to provide more Route 22 service along the other branches where ridership is highest. Existing service in this area on Route 722 and Route 763 would remain. Which of the following best reflect your opinion on this change:

Nearly 10% of respondents opposed eliminating the B branch.

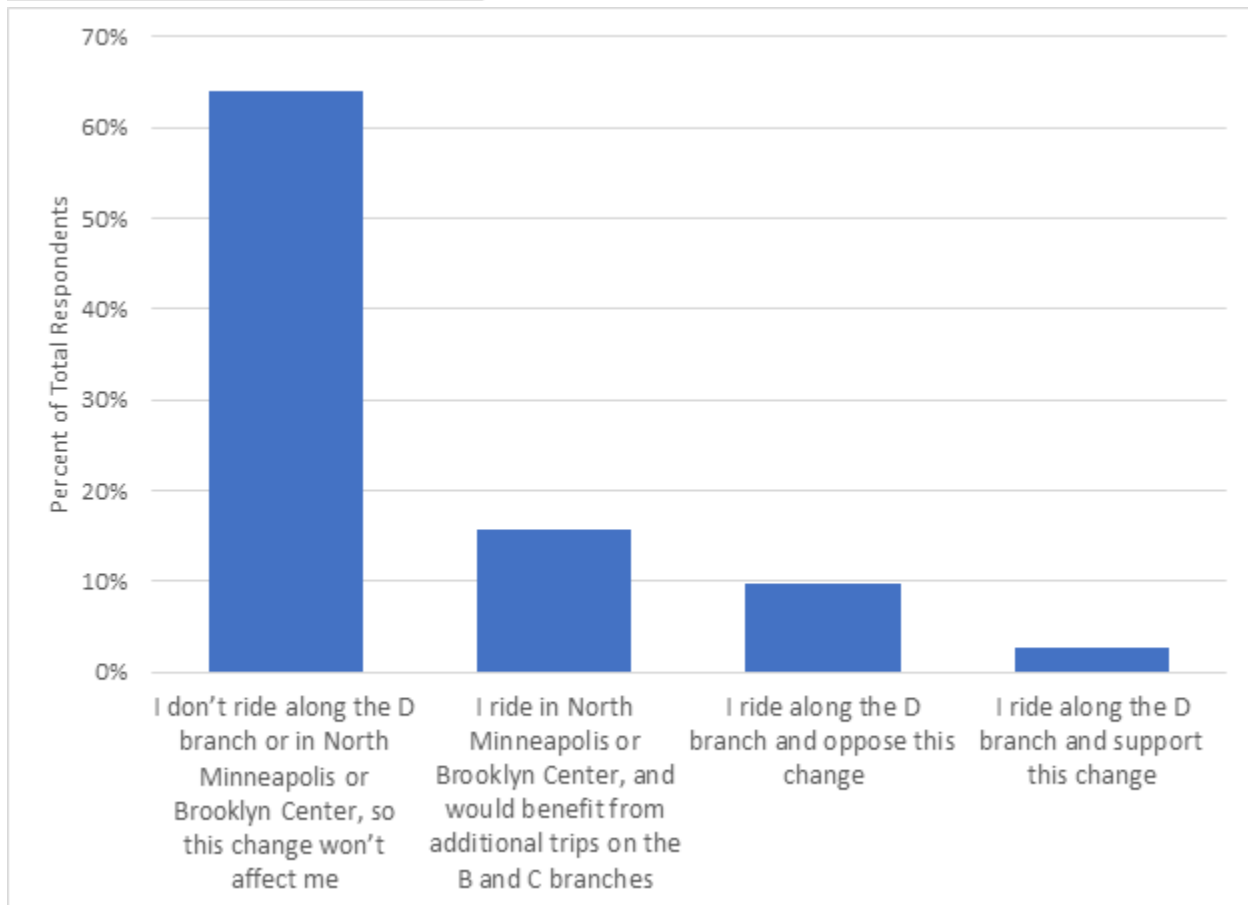
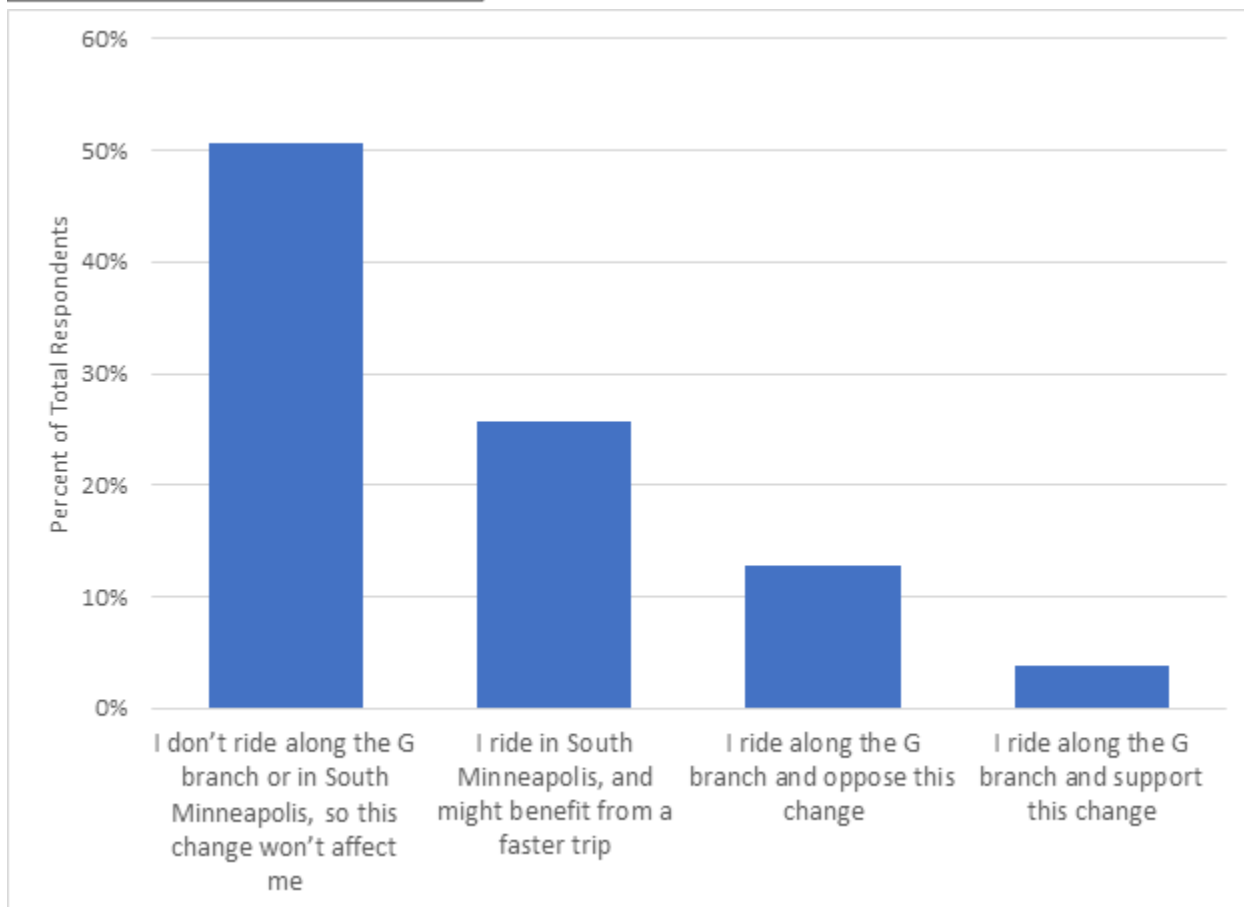


Chart 7: G branch elimination

We are proposing to eliminate Route 22 G branch service along 57th and 58th streets. This will allow us to simplify the route and reduce travel time for passengers not using this segment. Which of the following best reflect your opinion on this change:

Approximately 13% of respondents opposed eliminating the G branch.



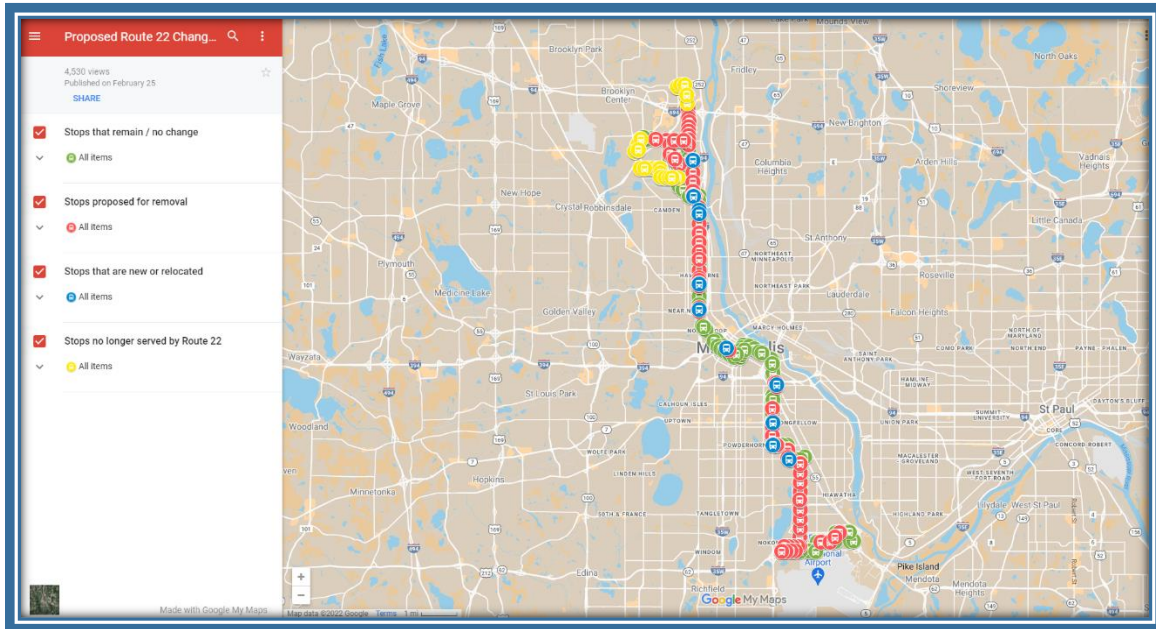
How we are using what we heard

Public input was reviewed by the project team and incorporated into the final recommended changes:

- Moving ahead with route-wide bus stop consolidation, with these adjustments from the proposed changes at these locations:
 - Keep the pair of stops on Bryant Ave at 52nd Ave N, while removing those on Bryant Ave at 53rd Ave N. This adjustment was necessary to accommodate the planned bike lanes on 53rd Ave N.
 - Keep the pair of stops on 28th Ave S at 57th St E. We opted to retain these stops to provide a slightly shorter walk distance for some riders impacted by the G branch elimination.
- Removing the D and G branches, but keeping the A branch:
 - Maintain existing service on the A branch, but implement bus stop consolidation similar to other areas of Route 22. See map on project website for specific bus stop changes.
 - Remove D branch, but realigning Route 763 to cover Dupont Ave
 - Remove G branch as proposed



Appendix A: Screen shots of social media/web ads/engagement materials



Route 22

Better Bus Routes - Route 22

Route 22 is a local bus route providing service in Brooklyn Center and Minneapolis. It operates north-south between Brooklyn Center Transit Center and VA Medical Center primarily along Lyndale Avenue North, Cedar Avenue, and 28th Avenue South. The north end of the route has four branches, while the south end has one route deviation.

Key destinations include downtown Minneapolis and the University of Minnesota, while outside of downtown Route 22 connects to the METRO Blue Line at Franklin Avenue, 38th Street, and VA Medical Center stations.

Metro Transit has partnered with the cities of Brooklyn Center and Minneapolis, as well as Hennepin County, to improve service on Route 22. Proposed changes include:

- Consolidating bus stops for up to quarter-mile spacing (see map below for specific bus stop locations)
- Relocating select stops past a signalized intersection to reduce delays
- Expanding the no-parking zone around select stops to ensure buses can fully pull to the curb at the bus stop
- Adjusting the route alignment and schedule, including:
 - Reducing the number of branches in North Minneapolis and Brooklyn Center
 - Eliminating the limited service branch in South Minneapolis
- Installing concrete pads to improve accessibility for customers
- Installing new shelters at qualifying bus stops

Changes are planned for August 2022. Portions of Route 22 have also been identified as candidates for BRT implementation through Network Next, while other segments are currently being considered as possible METRO Blue Line Extension alignments. Improvements will be coordinated as each project advances.

Metro Transit @MetroTransitMN

Hey, Route 22 riders! Does faster service sound good to you? Which stops are most important to you? Your input is critical as we work on proposed changes. Share your feedback by March 23 through a short survey: surveymonkey.com/r/HP7PLL2

9:45 AM · Mar 21, 2022 · Twitter Web App

3 Retweets 6 Likes



Nokomis East Neighborhood Association

March 9 · 🌐

From Metro Transit:

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Key destinations include downtown Minneapolis and the University of Minnesota, while outside ...

[See more](#)

Metro Transit's Route 22 gets 'streamlined'

March 8, 2022 · by Henry Pan

Fewer stops and branches could leave some riders stranded



At close to 46 miles roundtrip, including all branches, the 22 is the longest local service route in the system that operates seven days a week as of August 2021.

Photo by Henry Pan

Frances Rockmore got a car two years ago because she was tired of how long it takes to transfer from the [Blue Line to Route 22](#) to reach her home by the VA Hospital.

"I used to ride it every day, and then when I started riding it, they were really slow—it wasn't on time. I lost



Appendix B: Sample quotes from survey responses

Time of Day

- It'd be nice if this route could run at least 1-2 hours later for its stop time at night I've had to rush & frantically finish up and cleaning up what I was doing before I'd catch my bus most every night
- There should be 22H at 69th and Humboldt not just at 7:00 am but y'all should extend it through 8:00 through 9:00.

Branching

- The net benefit to communities through more frequent and reliable service--service that is also easier to navigate--should be large. Metro Transit should be commended for proposing these changes. The 'alphabet soup' of incredibly confusing legacy branches should be pared down whenever and where ever possible/feasible. Please execute this entire project for Route 22 as proposed, and keep moving on to more routes with ridiculous branches that neither provide good and reliable service nor are comprehensible to the average rider
- While I don't take these 22 branches, their removal does effect me because I want all of our community to have access to transit. I don't believe the problems that I have experienced on the 22 bus stem from having this branches.
- Run 22H and B only with no branches. Reduce the frequencies to every 30mins on 22 south but improve 22 North to every 15mins. South ridership is very low and competes with 7 and 14

22A

- Eliminating the 22H and 22A would cause us to have to walk to and cross Brooklyn Boulevard at 51st--a very busy intersection with several lanes of fast traffic traveling both ways with no stop light or sign, which is dangerous. In December of 2021, the 22A and 22H have already been eliminated on Saturdays, which makes it more difficult to go anywhere on weekends. The 761 runs infrequently enough for us to rely on that bus route whenever we need to get somewhere, although we take that bus to work. If the 22H and 22A are eliminated, I strongly hope that another bus route will replace it so that something comes down 51st Avenue North Monday through Saturday.

22D

- Please do not remove 22D. It has hard to find other transportation around. Walking further out to another bus stop is concerning, especially when you are alone. It's understandable, due to the pandemic not many people are riding, but it's very helpful knowing we have a ride within metro transit.

22G

- I support these changes. I have ridden on the 22G from the VA Hospital going North and from 50th Street E. going south and very few riders get off and on during this ammended (and very limited) route.
- Although eliminating the G branch might make service faster (including for me), I worry about reductions in service for the folks who live in that area. That would mean a much longer trip on foot (esp on ice sidewalks in the winter!) to get to the bus. The affected area is low income with

lots of residents who rely on bus transit, and there are no other transit options anywhere nearby, so losing that bus route would be really hard on that population.

Accessibility and Stop Spacing

- I work in South Minneapolis at 6:30am and I need the 22 to get me downtown in time to catch the 18E or 4L. I don't mind walking to 57th if that makes scheduling easier. I rely on this bus to get me to work.
- Route 22 has been a lifesaver! I am a student at the U and parking costs are completely unaffordable. Taking the light rail requires two long walks at either end, which aren't ideal when it is extremely cold in winter or after my night classes end at 9pm. Route 22 stops require a walk still on both ends, but shorter and therefore safer at night and when it is -20. I hope any changes will keep accessibility for all a priority
- I'm willing to walk a moderately farther distance to a bus in return for faster service, frequency, and accessibility to all people
- I have balance issues and walking further than I already do in the winter would be an issue as I don't want to slip and fall
- Eliminating the stops along the route, wouldn't seem to matter much because if there's no one there at the stop, the bus wouldn't have to stop anyway. However if it is recommended to implement this plan, I would suggest not eliminating as many bus stops. It seems that it is planned to eliminate the one at 48th & 49th on Bryant. This would certainly put me out of my range of capacity to get to a bus stop. Would have to walk approx a quarter of a mile.