

Network Next Phase I Engagement Summary

Robin Caufman, Director, Administration

Eric Lind, Manager, Research & Analytics

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Today's Topics

- Why we engaged people
- How we engaged our riders and the community
 - Did we meet our goals
- What we learned
 - Top corridors
 - Top priorities
 - Outreach and engagement
- How we are using and analyzing the data
- Next steps

Engagement Goals

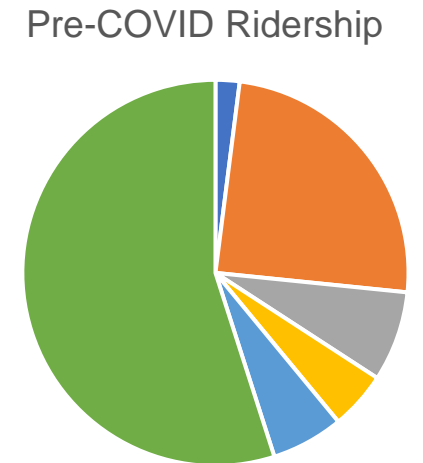
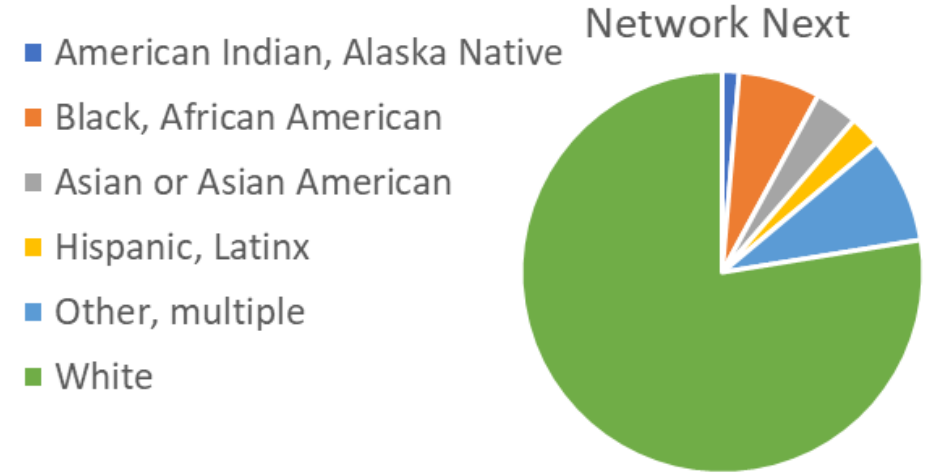
- Key questions:
 - What are your interests among these 11 corridors?
 - Open comments on advanced corridors
 - What should be weighted most heavily in evaluation?
 - Equity
 - Ridership
 - Transit-oriented lifestyle
 - Long-term sustainable operations
- Engagement goal:
 - 2,000 responses that reflect our ridership which is 45% BIPOC

Engagement Strategies

- Communications: Website, interactive map, emails
- Mass emails/publications:
 - Riders Almanac
 - Email to GoTo Card and App users that ride the routes that the corridors follow
 - Network Next newsletter
 - Metro Transit's Connect newsletter and Metropolitan Council's monthly e-newsletter
- Social media: Facebook, Twitter and Instagram
 - Routine posts with link to survey
 - Post for each route station to promote discussion
- Ethnic media: Spokesman Recorder and Vida y Sabor ads and social media
- In person: 18 shifts where staff surveyed riders at busy stations, transit centers
- Community Organizations: Sierra Club, TAAC and Rice & LarpenTOUR event
- City/County Partners: Engagement kit with materials, presentation, graphics

Engagement Overview

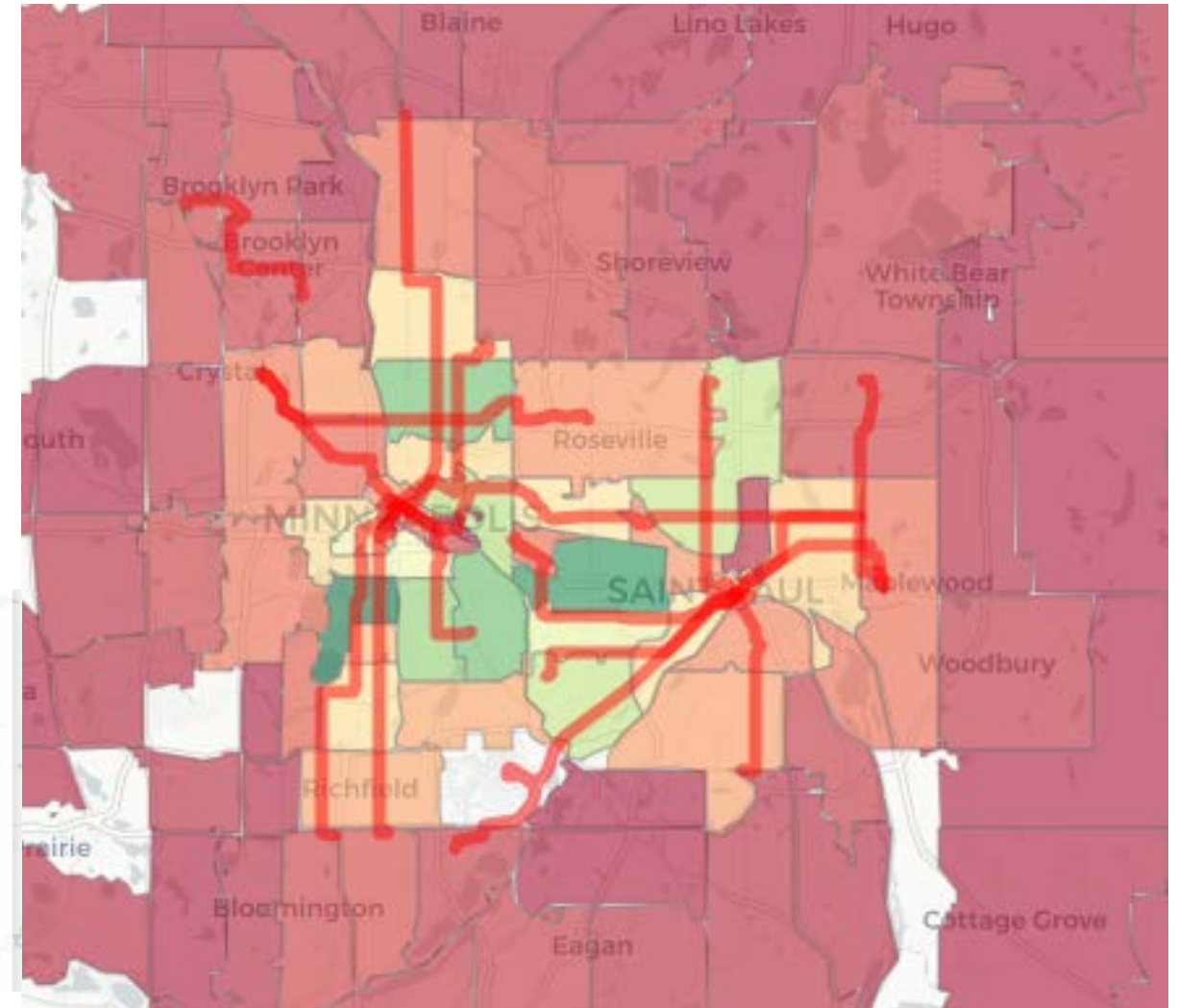
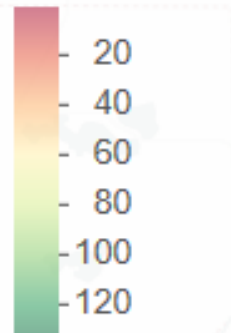
- We received over 2,663 completed surveys
 - 125 in person
 - 2,538 online
- We did not achieve the goals of 45% BIPOC
 - 22% BIPOC, 78% white



Engagement Respondents

- Responses distributed across the region with most respondents in areas served by core and suburban local service

Survey Count

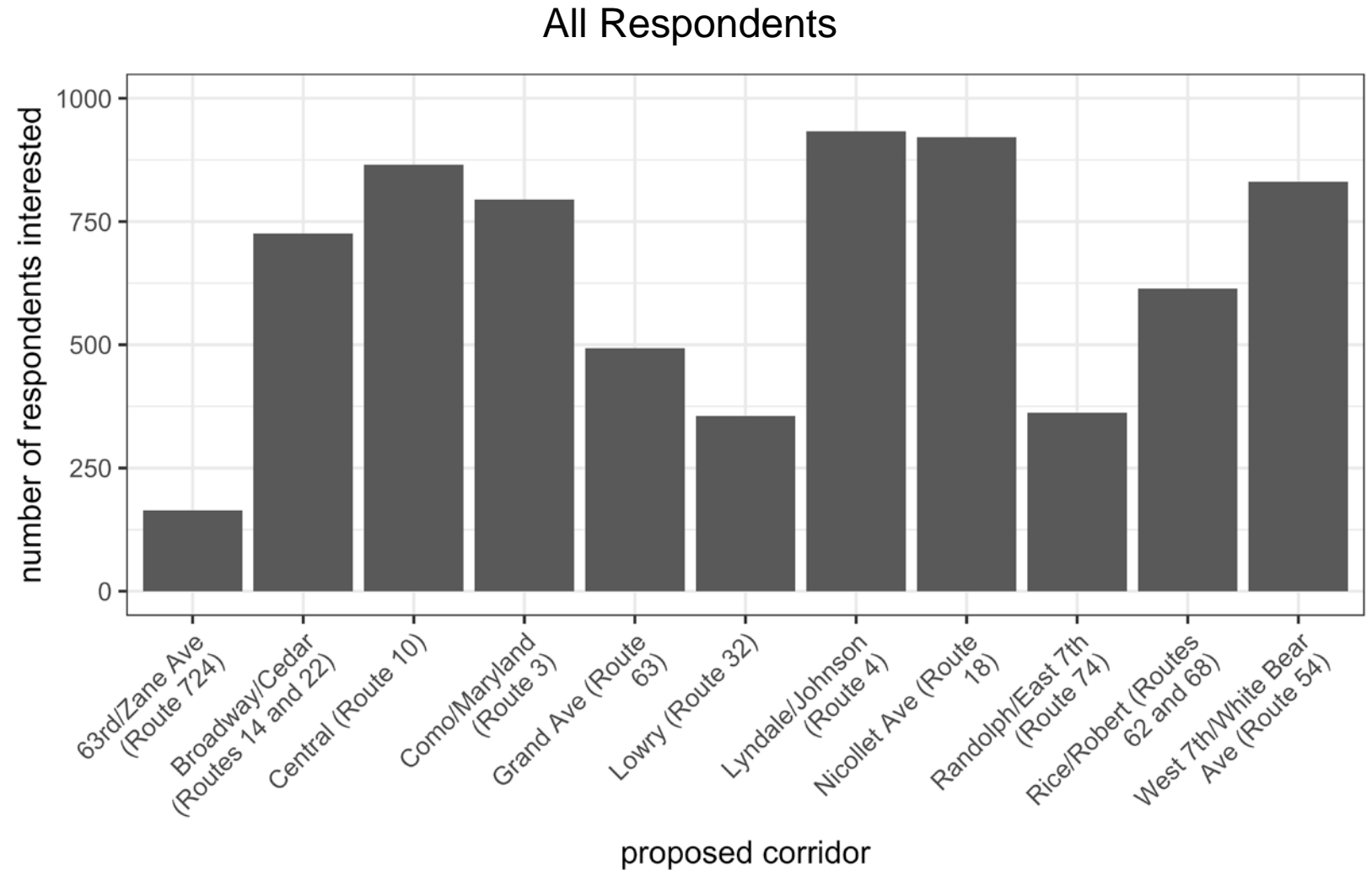


What We Heard: Overview

- Nearly half of respondents ranked advancing equity considerations as their top priority
- Corridor priority differs by race/ethnicity
- Corridor priority differs based on how frequently the respondent uses transit
- Majority of people heard about the survey from an email or e-newsletter, social media
- Some engagement strategies were more effective than others
 - Placed ads Spokesman Recorder and Vida y Sabor but didn't include articles; didn't receive many responses
 - Only 5 for Network Next versus 150 for Listening and Learning through Crises
 - In person surveys held mid morning didn't result in many responses due to lower ridership
 - Mass emails great way to get numbers but responses not reflective of our riders
 - In person surveys about long range plans and planning principles are difficult to engage on

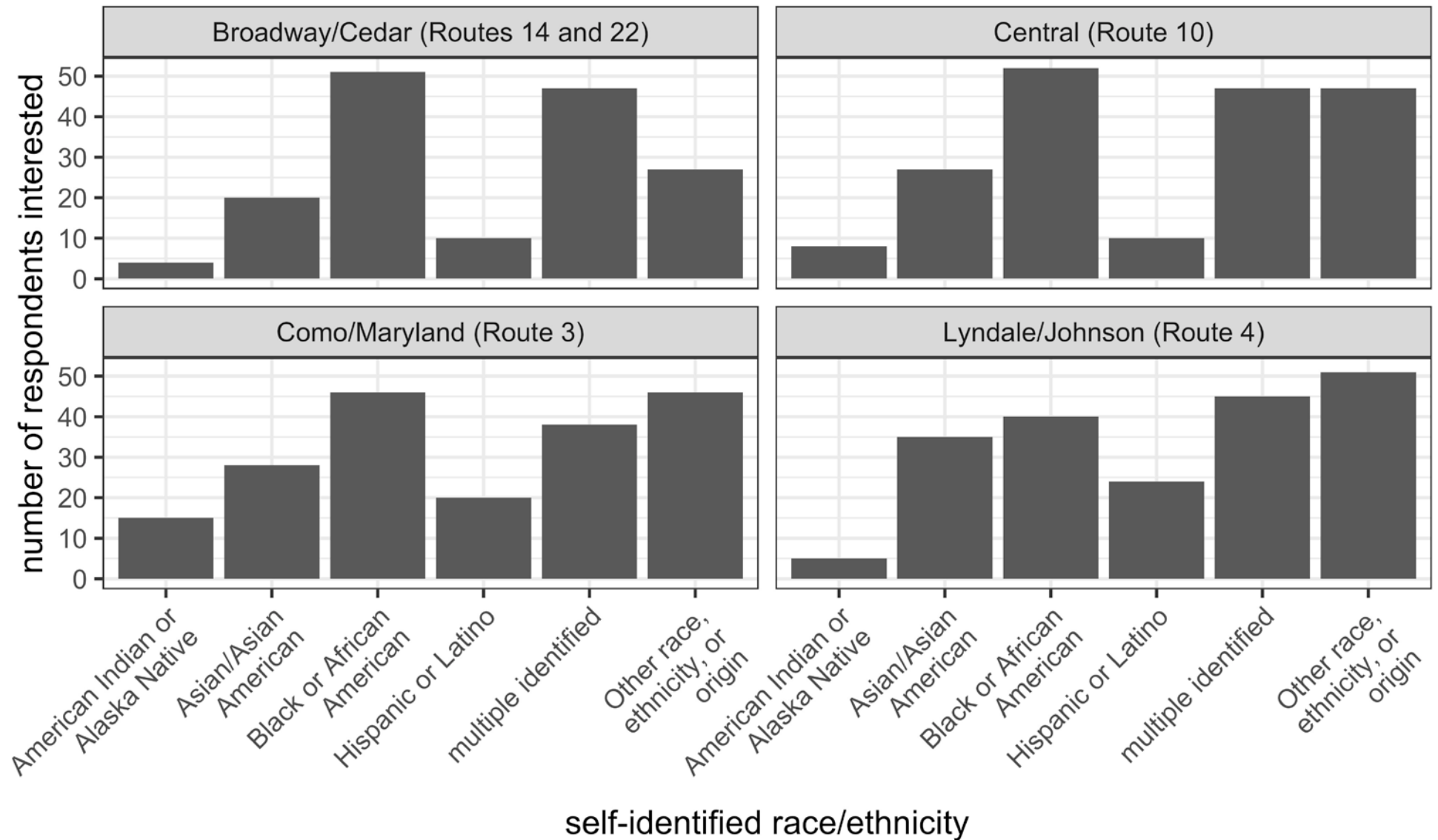
What We Heard: Corridor Interest

- All respondents top three selected
 - Lyndale/Johnson (Route 4)
 - Nicollet (Route 18)
 - Central (Route 10)



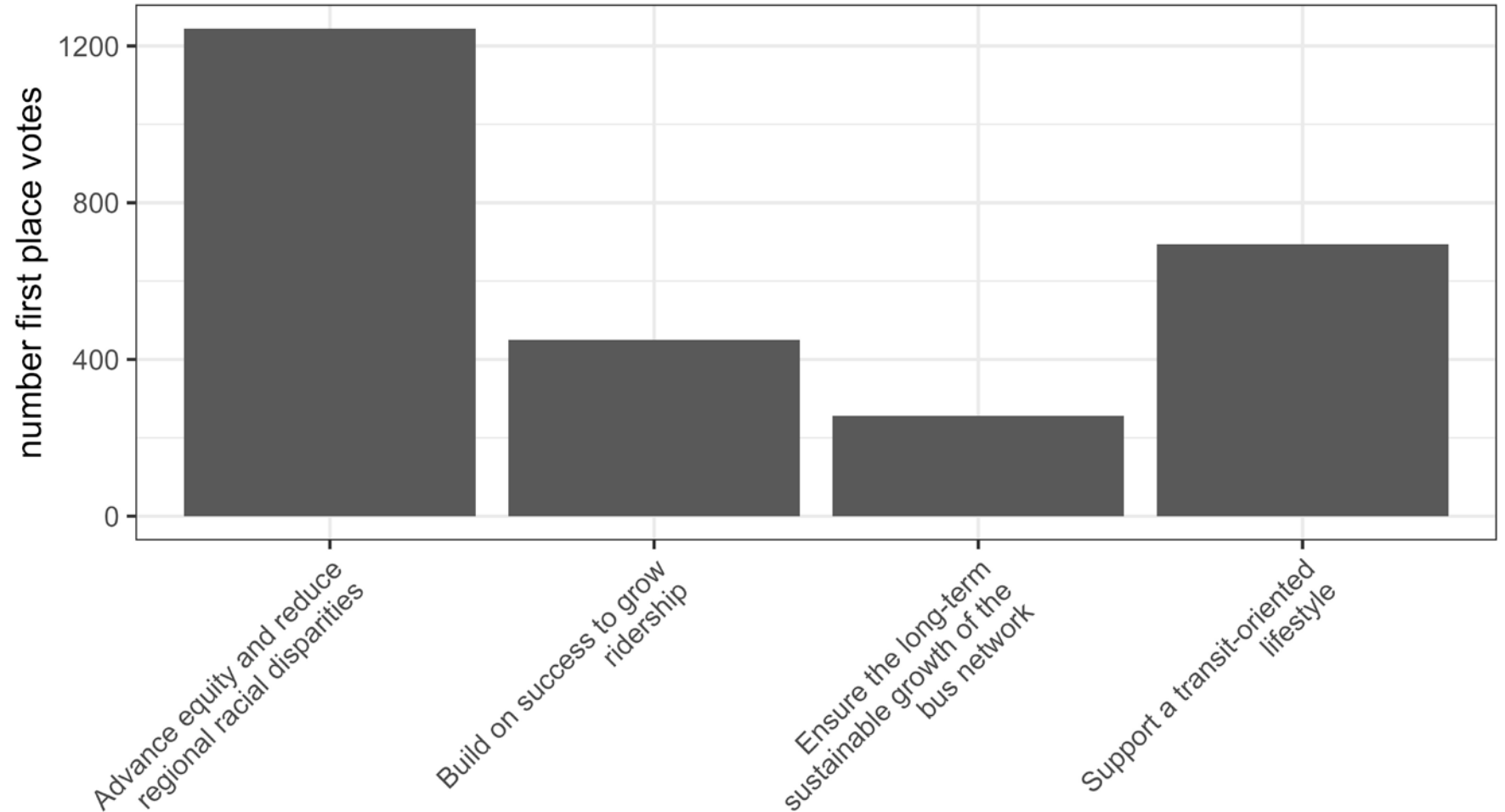
What We Heard: Corridor Interest

- Nicollet (Route 18) in top 3 across all race/ethnicities



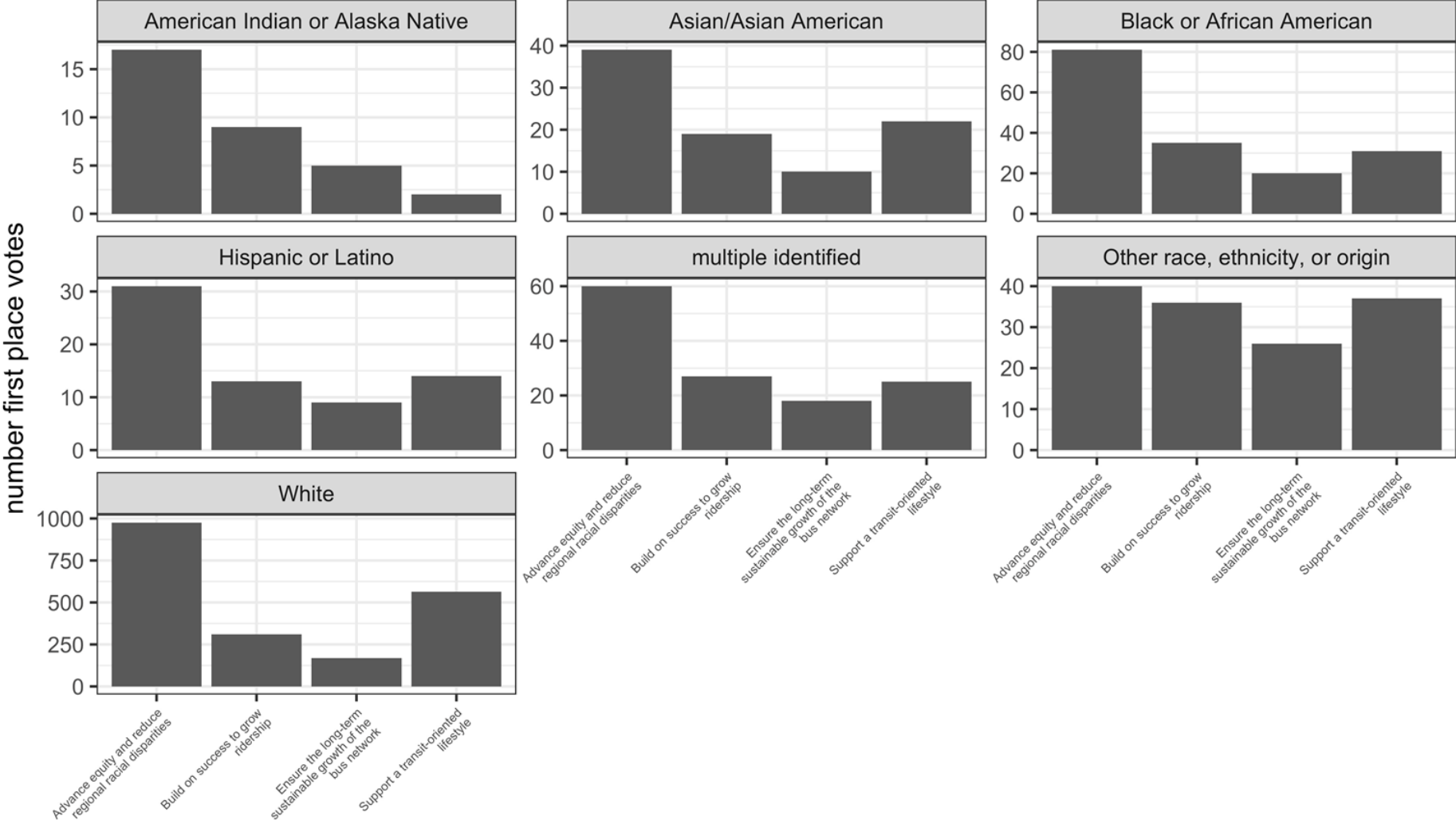
What We Heard: Priorities

- **Advance equity** clear top priority (47% rank first)



What We Heard: Priorities

- **Advance equity** clear top priority across respondents of all race/ethnicities



What We Heard: A lot about Equity

- Equity is #1 and I am happy to see that principle on the list.
- Advance equity and reduce regional racial disparities.
- No but I just want to highlight that along with the Advance equity principle you need to be able to provide affordable fees that low income households can utilize. This is not just an infrastructure solution.
- I think this is embedded in "advance equity and reduce regional racial disparities", but to make it more explicit: people in these communities need reliable access to areas with stores, grocery markets, and well-paying jobs. Building rapid transit lines to, from, and through these communities is beneficial to everyone.
- I would love to see something about gender and ability included in the point about equity.

What We Heard: Priorities are Interconnected

- “Wanted to mention that I believe ensuring long term growth and supporting transit oriented lifestyles will naturally advance equity and reduce regional disparities.”
- “The environmental benefits of these updates to our transit system should be included in the principle of advancing equity and reducing regional racial disparities. As we transition to an electric/hybrid bus fleet, the routes that are provided with the portions of the fleet that produce less pollution should go to areas that serve people of color and indigenous communities, and low-income residents, and so on.”
- All of these principles are excellent, and I don't believe they conflict very much. For instance, POCI communities are also often high ridership communities
- All four are heavily interconnected. You can't just leave one of them out.
- I don't understand the difference between the last three options above. Higher densities, existing ridership, transit demand--aren't these one and the same?

What We Heard: Other Common Priority Suggestions

- Safety and security
- Accessible for people with disabilities
- Faster service, prioritize routes where ABRT would have greatest impact on speed
- Environmental considerations and reduction of greenhouse gases
- Increase access to jobs and job centers
- Bike access and trail connections

What We Heard: How People Heard About Survey

- Top ways people heard about the survey:
 - Black/African America: Metro Transit website, newsletter, Metro Transit social media, in person
 - Hispanic/Latinx: Metro Transit social media, newsletter, Metro Transit website, city/county communications
 - White: Nextdoor, Metro Transit social media, city/county communications
 - Asian: Newsletter, website, Metro Transit social media
- 47% Indigenous American/Native Alaskan and 30% Black/African American responses were from in person surveys

Questions?

- More Information: www.metrotransit.org/network-next