



Network Now: Building the Foundation

Sophia Ginis & Cyndi Harper | October 4, 2023

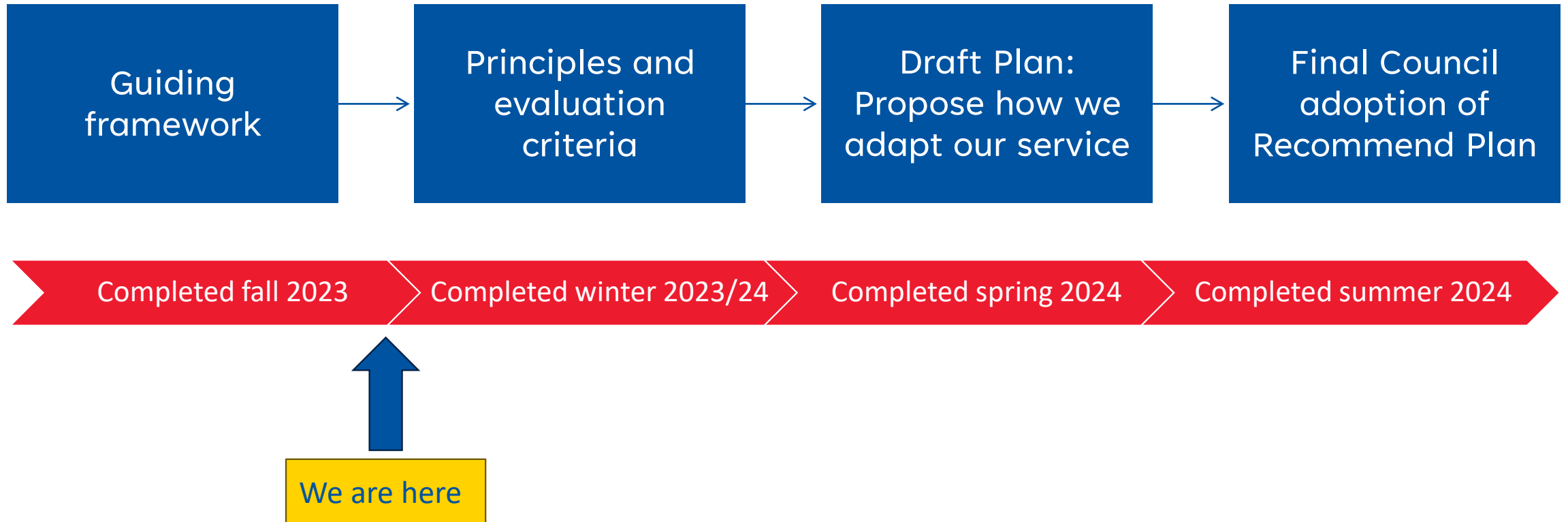
Agenda

- Project overview
- Review principles
- Background
 - Results and methods
- Next steps

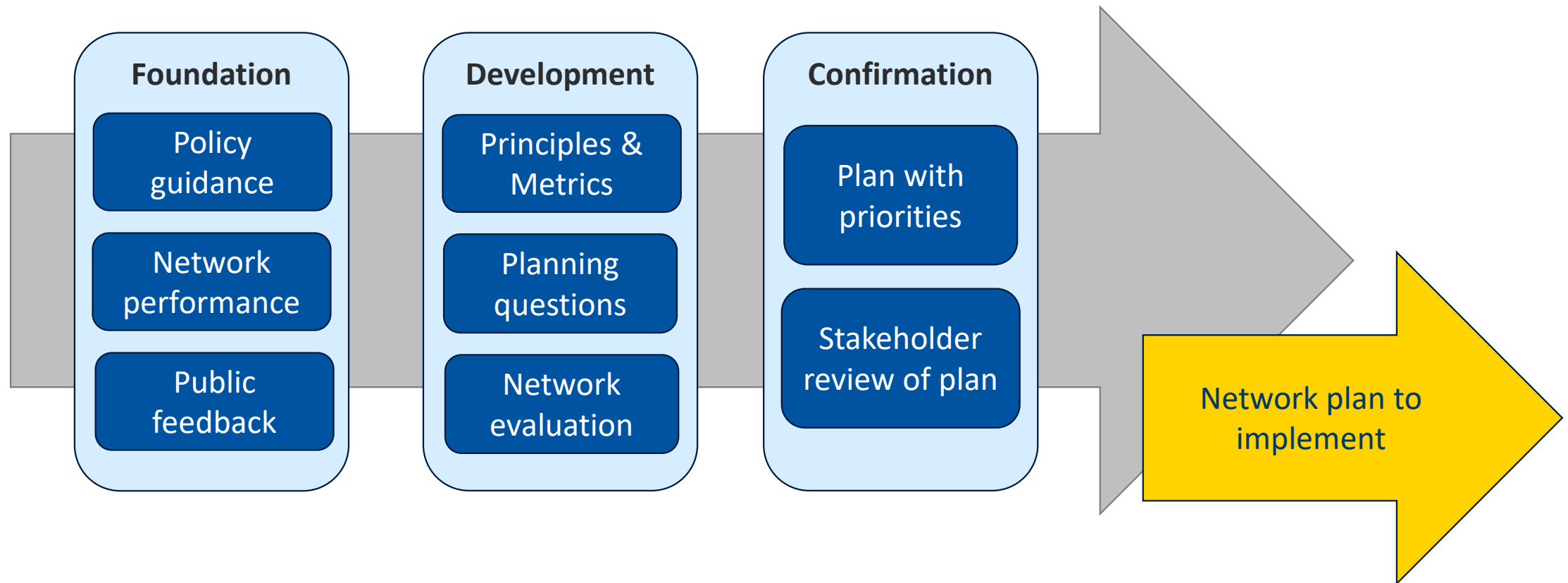


Project background

Current external project steps & timeline



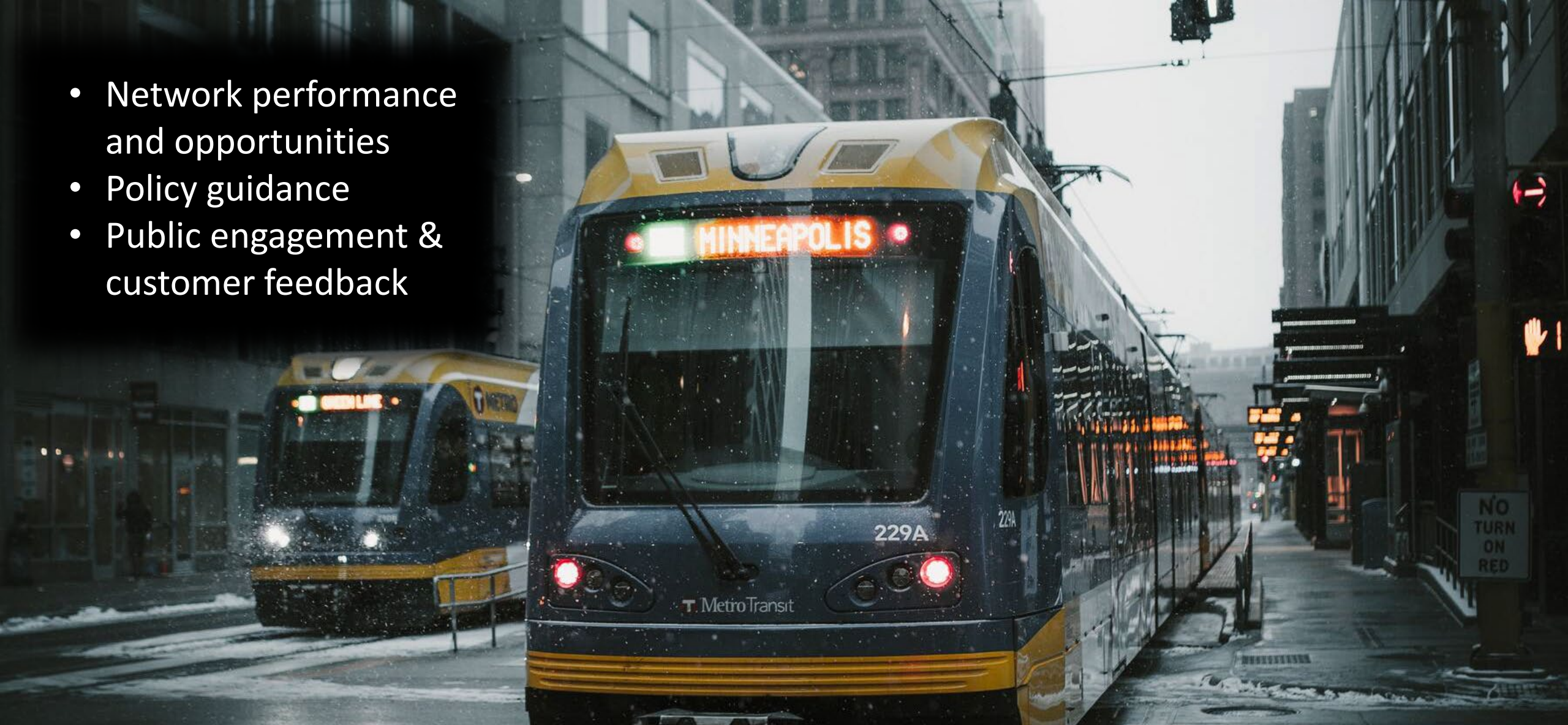
How we will make decisions



Addressed as part of Network Now

- New or redesigned routes
- Frequency or span improvements
- Resolve discontinued service and facility closures
- METRO line implementation
- Micro Transit possibilities

- Network performance and opportunities
- Policy guidance
- Public engagement & customer feedback

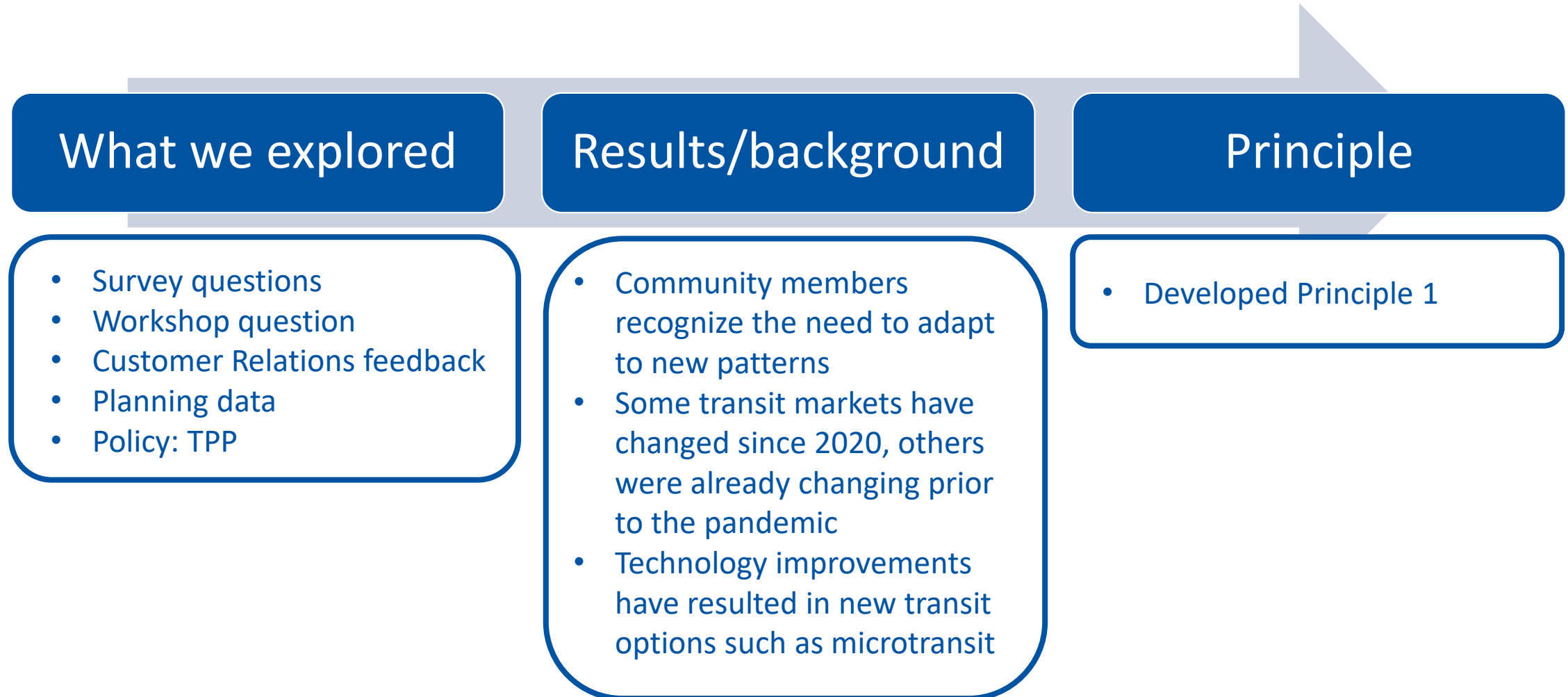


Building our foundation

Principles

1. Adapt service to changes in transit markets and travel patterns.
2. Prepare for new METRO and high-frequency routes.
3. Maintain the reliability of our scheduled service consistently over time.
4. Build on success to grow ridership, adding service where people use transit the most.
5. Provide access to opportunities and services with a focus on advancing equity and reducing regional disparities.

1. Adapt service to changes in transit markets and travel patterns





What we heard

Network Now engagement

- Activities included:
 - Two meetings with municipal partners
 - Multiple emails to all Metro Transit service area cities, Hennepin and Ramsey County
 - Seven community meetings
 - Pop-up and rider intercept work
 - Meeting and event attendance
 - Emails to organizations
 - Marketing/advertising efforts
 - Newsletters and social media

Attention Transit Customers	<p>Help us build a transit network that serves the metro's needs for the next five years. Scan this code to take a survey by May 15 and find out about community meetings at metrotransit.org/Network-Now.</p>	
Ceebtoom Rau Cov Neeg Yuav Pib Cajj Tsheb Npav/NqajHlaus	<p>Pab peb tsim ib qhov kev npav sib txuas uas pab zej zog siv tau 5 xyoo tom ntej no. Xoo qhov code kom koj koj mus teb ib co lus nug uantej lub 5Hli tim 15 thiab xawb kom paub ntxiv txog cov sijhawm teem zej zog tuaj sib ntsib thiab tham ntawm metrotransit.org/Network-Now.</p>	
Digniinta Macmiisha Gaadiidka	<p>Naga caawi inaan dhisno shabakad gaadiid oo u dabooosha baahiyaha Metro shanta sano ee soo socota. Iskaan ku samee koodhkan si aad u qaadato ra'yi uruurin ugu danbeyn Meey 15 kana ogoow shirarka bulshada barta metrotransit.org/Network-Now.</p>	
Atención clientes de Transit	<p>Ayúdenos a tender una red de transporte que responda a las necesidades del metro para los próximos cinco años. Escanee este código para responder una encuesta antes del 15 de mayo y entérese de las reuniones comunitarias en metrotransit.org/Network-Now.</p>	
Khách Hàng Quý Cảnh Lưu Ý	<p>Hãy giúp chúng tôi xây dựng mạng lưới vận chuyển phục vụ nhu cầu của tàu điện ngầm trong năm năm tới. Quét mã này để làm khảo sát chậm nhất là vào ngày 15 tháng 5 và tìm hiểu về các cuộc họp cộng đồng trên trang metrotransit.org/Network-Now.</p>	

In-person rider alert

Network Now engagement


- Over 5,000 points of contact with more than 6,000 unique comments
- Feedback received via:
 - Survey
 - Intercept conversations
 - Group and individual meetings
 - Customer Relations



Community meetings

KMOJ Legacy Projects B.I.N.

BET TO AIR 'THE BREAKFAST CLUB' STARTING APRIL 17
March 30, 2023



SHA BE ALLAH
MARCH 30, 2023

Today, BET announced a partnership with iHeartMedia that will bring the award-winning hit morning show *The Breakfast Club* starring DJ Envy and Charlamagne Tha God from iHeartMedia New York's Power 105.1 to BET's 2023 programming lineup.

BET will televise a one-hour special edition of "The Breakfast Club" daily, Monday through Friday. These specials will feature unrivaled interviews and

We're building a transit system for the next 5 years.
YOUR FEEDBACK IS NEEDED!
NetworkNOW

Earn your bachelor's degree at Metro State
Explore 60+ options at

Ad on KMOJ's webpage

Survey

- The survey was open from late February – late May, 2023
 - 4422 total responses
 - Versions:
 - Government/agency partners (45 responses)
 - Metro Transit employees (123 responses)
 - Public (4254 responses)
 - Over 6,000 unique written comments

Contents of Survey

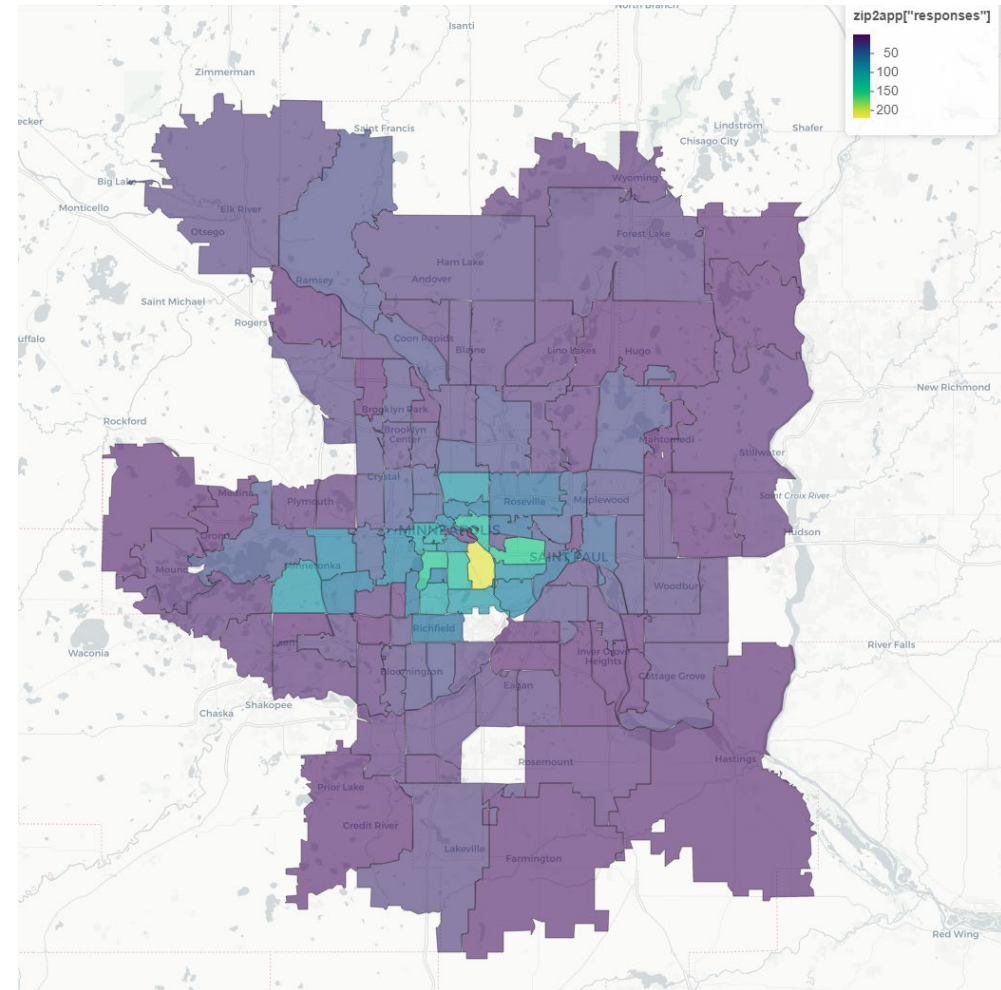
- 12 Trade-Off questions
 - Scenario: Option A vs. Option B
 - Scale: Agree with A, Lean towards A, Lean towards B, Agree with B
- 3 Allocating 100 Points questions
 - Areas
 - Types of Service
 - Values
- 3 Open-ended questions
- 8 Demographics questions

Demographics

- Ridership: 35% frequent riders, 11% non-riders
- Age: 66% 25-64 years old
- Gender: 42% women, 37% men, 5% non-binary or another gender
- Race/Ethnicity: 71% white, 10% POC
- Household Income: 9% below \$30k, 20% over \$150k

Demographics - Location

- 2024 in Minneapolis/St Paul
- 895 in Outer Suburb
- 522 in Inner Suburb
- 813 missing





Values – An example

Allocating 100 Points - Values

Values	Mean of Points Allocated out of 100
Ridership good service for the most people, but not everywhere	44
Equity good service to neighborhoods with low-income or BIPOC communities, but not everywhere	27
Coverage reaching more places, but not as good service	19
Geographic evenness each community gets similar service, but not as good service	11

Same order across all groups

Allocating 100 Points – Values – By Race

Values	POC Mean Points	White Mean Points	All Mean Points
Ridership	41	44	44
Equity	28	28	27
Coverage	20	19	19
Geographic evenness	11	10	11

Same order across racial categories

Compared to White or all respondents, POC allocate

- fewer points to ridership
- more points to other values

Allocating 100 Points – Values – By Income

Values	Low Income Mean Points	High Income Mean Points	All Mean Points
Ridership	38	47	44
Equity	30	26	27
Coverage	20	18	19
Geographic evenness	12	9	11

Same order across income levels

Compared to high income or all respondents, low income respondents allocate

- fewer points to ridership
- more points to other values



Next steps

Continuing the conversation

- Create metrics for the principles to give clear planning guidance
- Begin to develop the draft network plan
- Update stakeholders as we advance our work

Thank You!

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