

TITLE VI PROGRAM

IN COMPLIANCE WITH FTA CIRCULAR 4702.1B

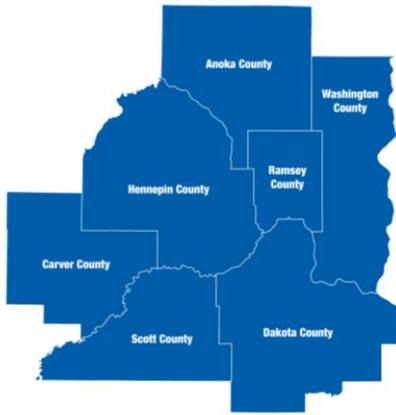


January 2017

The Council's mission is to foster efficient and economic growth for a prosperous metropolitan region.

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The Metropolitan Council is the regional planning organization for the seven-county Twin Cities area. The Council operates the regional bus and rail system, collects and treats wastewater, coordinates regional water resources, plans and helps fund regional parks, and administers federal funds that provide housing opportunities for low- and moderate-income individuals and families. The 17-member Council board is appointed by and serves at the pleasure of the governor.

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Contents

Definitions.....	4
Introduction.....	8
Title VI Requirements.....	8
Part 1: General Requirements	10
Title VI Notice and Complaint Procedures	10
Complaint Procedures	11
Title VI Investigations, Complaints, and Lawsuits	12
Metro Transit Regular Service Outreach Activities	14
Project-Specific Outreach Activities	14
Minority Representation on Planning and Advisory Bodies.....	25
Encouraging Minority Participation.....	32
Subrecipient Monitoring.....	32
Facility Siting.....	33
Southwest LRT Operations and Maintenance Facility	34
METRO Blue Line Extension Operations and Maintenance Facility	35
Heywood Campus Expansion	37
Part 2: Fixed Route Transit Provider Requirements	39
Service Area Demographics.....	39
Customer Demographics and Travel Patterns.....	48
2014 Rider Survey.....	48
2010 Travel Behavior Inventory	53
Service and Fare Change Evaluations	56
Metro Transit Service and Fare Change Policies	56
Evaluation Methodology.....	58
Recent Equity Evaluation Results	59
System-Wide Service Standards and Policies	64
Vehicle Load.....	65
Service Frequency.....	66
On-Time Performance	67
Service Availability.....	67
Distribution of Amenities	69
Vehicle Assignment	71
Service Monitoring Evaluation	73
Additional Analysis of Potential Disparate Impacts.....	74
Part 3: MPO Requirements.....	75
Service Area Demographics.....	75
Incorporation of Title VI Principles in Regional Planning.....	76
Distribution of State and Federal Funds	77
Results	77
Distribution of FTA Funds to Subrecipients	78

List of Figures

Figure 1: METRO Blue Line Extension Alignment and Stations	15
Figure 2: SWLRT Alignment and Stations.....	34
Figure 3: Blue Line LRT Alignment and Stations.....	36
Figure 4: Minority Population in the Metro Transit Service Area.....	40
Figure 5: Minority Population and Recently Constructed/Improved and Planned Facilities.....	42
Figure 6: Census Block Groups with Minority Population Greater than the Service Area Average	41
Figure 7: Low-Income Population in the Metro Transit Service Area.....	44
Figure 8: Low-Income Population and Recently Constructed/Improved and Planned Facilities.....	45
Figure 9: Census Block Groups with Low-Income Population Greater than the Service Area Average	45
Figure 10: Bus Rider Snapshot.....	49
Figure 11: Light Rail Rider Snapshot	50
Figure 12: Northstar Rider Snapshot.....	51
Figure 13: Comparing Riders to Census	52
Figure 14: Blocks Walked to Access Transit by Minority/Non-Minority	55
Figure 15: Change in Existing Level of Service – West End and Route 9 Transit Study.....	61
Figure 16: Change in Existing Level of Service – Service Improvement Plan.....	63
Figure 17: Minority Population Density in the Metropolitan Council Service Area.....	75
Figure 18: TPP Location Analysis	76

Appendices

Appendix A: Title VI Notices	
Appendix B: Title VI Complaint Form	
Appendix C: Public Participation Plan	
Appendix D: Language Assistance Plan	
Appendix E: 2012 Rider Survey Executive Summary	
Appendix F: Minutes Noting Metropolitan Council Approval of Title VI Policies	
Appendix G: Minutes Noting Metropolitan Council Approval of Service and Fare Change Evaluations	
Appendix H: Minutes Noting Metropolitan Council Approval of 2017 Title VI Program	

DEFINITIONS

1. **Designated recipient** means an entity designated, in accordance with the planning process under sections 5303 and 5304, by the Governor of a State, responsible local officials, and publicly owned operators of public transportation, to receive and apportion amounts under section 5336 to urbanized areas of 200,000 or more in population; or a State or regional authority, if the authority is responsible under the laws of a State for a capital project and for financing and directly providing public transportation.
2. **Discrimination** refers to any action or inaction, whether intentional or unintentional, in any program or activity of a Federal aid recipient, subrecipient, or contractor that results in disparate treatment, disparate impact, or perpetuating the effects of prior discrimination based on race, color, or national origin.
3. **Disparate impact** refers to a facially neutral policy or practice that disproportionately affects members of a group identified by race, color, or national origin, where the recipient's policy or practice lacks a substantial legitimate justification and where there exists one or more alternatives that would serve the same legitimate objectives but with less disproportionate effect on the basis of race, color, or national origin.
4. **Disproportionate burden** refers to a neutral policy or practice that disproportionately affects low-income populations more than non-low-income populations. A finding of disproportionate burden requires the recipient to evaluate alternatives and mitigate burdens where practicable.
5. **Disparate treatment** refers to actions that result in circumstances where similarly situated persons are intentionally treated differently (i.e., less favorably) than others because of their race, color, or national origin.
6. **Fixed guideway** means a public transportation facility—using and occupying a separate right-of-way for the exclusive use of public transportation; using rail; using a fixed catenary system; for a passenger ferry system; or for a bus rapid transit system.
7. **Fixed route** refers to public transportation service provided in vehicles operated along pre-determined routes according to a fixed schedule.
8. **Federal financial assistance** refers to
 - a. grants and loans of Federal funds;
 - b. the grant or donation of Federal property and interests in property;
 - c. the detail of Federal personnel;
 - d. the sale and lease of, and the permission to use (on other than a casual or transient basis), Federal property or any interest in such property without consideration or at a nominal consideration, or at a consideration which is reduced for the purpose of assisting the recipient, or in recognition of the public interest to be served by such sale or lease to the recipient; and
 - e. any Federal agreement, arrangement, or other contract that has as one of its purposes the provision of assistance.

9. **Limited English Proficiency (LEP)** persons refers to persons for whom English is not their primary language and who have a limited ability to read, write, speak, or understand English. It includes people who reported to the U.S. Census that they speak English less than very well, not well, or not at all.
10. **Low-income person** means a person whose median household income is at or below the U.S. Department of Health and Human Services (HHS) poverty guidelines.
11. **Metropolitan planning organization (MPO)** means the policy board of an organization created and designated to carry out the metropolitan transportation planning process.
12. **Metropolitan transportation plan (MTP)** means the official multimodal transportation plan addressing no less than a 20-year planning horizon that is developed, adopted, and updated by the MPO through the metropolitan transportation planning process.
13. **Minority persons** include the following:
 - a. American Indian and Alaska Native, which refers to people having origins in any of the original peoples of North and South America (including Central America), and who maintain tribal affiliation or community attachment.
 - b. Asian, which refers to people having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent, including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
 - c. Black or African American, which refers to people having origins in any of the Black racial groups of Africa.
 - d. Hispanic or Latino, which includes persons of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.
 - e. Native Hawaiian or Other Pacific Islander, which refers to people having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.
 - f. Minority population means any readily identifiable group of minority persons who live in geographic proximity and, if circumstances warrant, geographically dispersed/transient populations (such as migrant workers or Native Americans) who will be similarly affected by a proposed DOT program, policy, or activity.
14. **Minority transit route** means a route that has at least 1/3 of its total revenue mileage in a census block or block group, or traffic analysis zone(s) with a percentage of minority population that exceeds the percentage of minority population in the transit service area. A recipient may supplement this service area data with route-specific ridership data in cases where ridership does not reflect the characteristics of the census block, block group, or traffic analysis zone.
15. **National origin** means the particular nation in which a person was born, or where the person's parents or ancestors were born.
16. **Noncompliance** refers to an FTA determination that the recipient is not in compliance with the DOT Title VI regulations, and has engaged in activities that have had the purpose or effect of denying persons the benefits of, excluding from participation in, or subjecting persons to discrimination in the recipient's program or activity on the basis of race, color, or national origin.
17. **Predominantly low-income area** means a geographic area, such as a neighborhood, census tract, block or block group, or traffic analysis zone, where the proportion of low-income persons

residing in that area exceeds the average proportion of low-income persons in the recipient's service area.

18. **Predominantly minority area** means a geographic area, such as a neighborhood, census tract, block or block group, or traffic analysis zone, where the proportion of minority persons residing in that area exceeds the average proportion of minority persons in the recipient's service area.
19. **Primary recipient** means any FTA recipient that extends Federal financial assistance to a subrecipient.
20. **Public transportation** means regular, continuing shared-ride surface transportation services that are open to the general public or open to a segment of the general public defined by age, disability, or low income; and does not include Amtrak, intercity bus service, charter bus service, school bus service, sightseeing service, courtesy shuttle service for patrons of one or more specific establishments, or intra-terminal or intrafacility shuttle services. Public transportation includes buses, subways, light rail, commuter rail, monorail, passenger ferry boats, trolleys, inclined railways, people movers, and vans. Public transportation can be either fixed route or demand response service.
21. **Recipient** means any public or private entity that receives Federal financial assistance from FTA, whether directly from FTA or indirectly through a primary recipient. This term includes subrecipients, direct recipients, designated recipients, and primary recipients. The term does not include any ultimate beneficiary under any such assistance program.
22. **Service area** refers either to the geographic area in which a transit agency is authorized by its charter to provide service to the public, or to the planning area of a State Department of Transportation or Metropolitan Planning Organization.
23. **Service standard/policy** means an established service performance measure or policy used by a transit provider or other recipient as a means to plan or distribute services and benefits within its service area.
24. **Statewide transportation improvement program (STIP)** means a statewide prioritized listing/program of transportation projects covering a period of four years that is consistent with the long-range statewide transportation plan, metropolitan transportation plans, and TIPs, and required for projects to be eligible for funding under title 23 U.S.C. and title 49 U.S.C. Chapter 53.
25. **Subrecipient** means an entity that receives Federal financial assistance from FTA through a primary recipient.
26. **Title VI Program** refers to a document developed by an FTA recipient to demonstrate how the recipient is complying with Title VI requirements. Direct and primary recipients must submit their Title VI Programs to FTA every three years. The Title VI Program must be approved by the recipient's board of directors or appropriate governing entity or official(s) responsible for policy decisions prior to submission to FTA.
27. **Transportation improvement program (TIP)** means a prioritized listing/program of transportation projects covering a period of four years that is developed and formally adopted by an MPO as part of the metropolitan transportation planning process, consistent with the

metropolitan transportation plan, and required for projects to be eligible for funding under title 23 U.S.C. and title 49 U.S.C. Chapter 53.

28. **Transportation management area (TMA)** means an urbanized area with a population over 200,000, as defined by the Bureau of the Census and designated by the Secretary of Transportation, or any additional area where TMA designation is requested by the Governor and the MPO and designated by the Secretary of Transportation.

INTRODUCTION

The purpose of the Metropolitan Council's Title VI Program is to ensure that no person, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity under the control of the Metropolitan Council. The Metropolitan Council will ensure that members of the public within the Metropolitan Council service area are aware of Title VI provisions and the responsibilities associated Title VI of the Civil Rights Act of 1964.

Metropolitan Council

The Metropolitan Council was established by the Minnesota Legislature in 1967 and is the metropolitan planning organization (MPO) for the Twin Cities seven-county metropolitan area. It also provides many essential services and infrastructure that support communities and businesses and ensure a high quality of life for residents of the region. The Council's mission is to foster efficient and economic growth for a prosperous metropolitan region. Its priorities include:

- Creating a financially sustainable 21st century transportation system
- Promoting dynamic housing opportunities for all
- Leveraging investments that drive regional economic development

The Council's essential services enhance the region's quality of life and economic competitiveness. The services and responsibilities of the Council include:

- Operating Metro Transit, the largest public transit operator in the region, serving 85.8 million bus and rail passengers in 2015 with award-winning, energy-efficient fleets. The Council's strategic investments support a growing network of bus and rail transitways, and transit-oriented development.
- Collecting and treating wastewater at rates 40 percent lower than peer regions, while winning national awards for excellence.
- Working to ensure adequate clean water for the future, through water supply planning and lake and river monitoring programs.
- Planning for future growth in partnership with communities and the public.
- Planning, acquiring, and developing a world-class regional parks and trails system.
- Providing affordable housing for qualifying low-income residents.

The Council's 17-member policy board has guided and coordinated the strategic growth of the metro area and achieved regional goals for nearly 50 years. Elected officials and citizens share their expertise with the Council by serving on key advisory committees including:

- Audit Committee
- Equity Advisory Committee
- Land Use Advisory Committee
- Livable Communities Advisory Committee
- Metropolitan Parks and Open Space Commission
- Transportation Accessibility Advisory Committee (TAAC)
- Transportation Advisory Board (TAB)
- TAB Technical Advisory Committee (TAC)
- TAC Funding & Programming Committee
- TAC Planning Committee
- Water Supply Advisory Committee

Metro Transit

Metro Transit is an operating division of the Metropolitan Council and offers an integrated network of buses, light rail, and commuter trains as well as resources for those who carpool, vanpool, walk, or bike. Metro Transit recently opened a light-rail link between downtown Minneapolis and downtown St. Paul in June 2014 and is working to develop additional light-rail links in the northwest and southwest areas of the region. Metro Transit also recently opened a Bus Rapid Transit line connecting the south suburbs to the Mall of America Blue Line Station and is working to develop additional bus rapid transit and enhanced express bus service throughout the region.

Metro Transit is one of the country's largest transit systems, providing roughly 87 percent of the transit trips taken annually in the Twin Cities. Each weekday customers board Metro Transit buses and trains an average of 276,000 times.

Metro Transit operates the METRO Green Line, METRO Blue Line, Northstar commuter rail line and 129 bus routes—65 are local-service routes and 64 are express routes, using a fleet of 907 buses. The majority of the agency's fleet (670) is standard 40-foot buses—134 of these are hybrid electric vehicles. Additionally, there are 180 articulated ("accordion") buses and 57 are over-the-road coach-style buses. All Metro Transit buses are equipped with wheelchair lifts or ramps and racks for bicycles. All trains feature storage areas for bicycles and luggage.

Other Transportation Services

The Metropolitan Council also provides services that meet the needs of those not served by or not able to use Metro Transit.

Metro Mobility is a shared public transportation service for certified riders who are unable to use regular fixed-route buses due to a disability or health condition. Eligibility is determined by the Federal Americans with Disabilities Act. Rides are provided for any purpose. Customers are eligible for Metro Mobility service if they are physically unable to get to the regular fixed-route bus, they are unable to navigate regular fixed-route bus systems once they are on board, or they are unable to board and exit the bus at some locations.

Transit Link is the Twin Cities dial-a-ride small bus service. It provides transportation to the public where regular route transit service is not available. Transit Link is for trips that cannot be accomplished on regular transit routes alone, and may combine regular route and Transit Link service. Anyone may reserve a Transit Link ride for any purpose, subject to availability.

Title VI Requirements

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, or national origin in programs receiving federal financial assistance. Title VI states that "no person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance."

In 1994, President Clinton issued Executive Order 12898, which states that each federal agency "shall make achieving environmental justice part of its mission by identifying and addressing disproportionately high and adverse human health or environmental effects of its programs, policies, and activities on minority populations and low-income populations."

To that end, the Federal Transit Administration (FTA) issued Circular 4702.1B in 2012, which replaced Circular 4702.1A issued in 2007. This document outlines Title VI and Environmental Justice compliance procedures for recipients of FTA-administered transit program funds.

Specifically, the FTA requires recipients, including the Metropolitan Council, to “document their compliance with DOT’s Title VI regulations by submitting a Title VI Program to their FTA regional civil rights officer once every three years or as otherwise directed by FTA. For all recipients (including subrecipients), the Title VI Program must be approved by the recipient’s board of directors or appropriate governing entity or official(s) responsible for policy decisions prior to submission to FTA.”

The Metropolitan Council’s Title VI Program is divided into three parts:

- **Part 1** focuses on general requirements applicable to all FTA recipients.
- **Part 2** focuses on the requirements specific to operators of fixed route transit service. This section is limited to the planning and operations of Metro Transit.
- **Part 3** focuses on the requirements specific to the Metropolitan Council as an MPO.

PART 1: GENERAL REQUIREMENTS

The Title VI Circular requires all recipients of FTA funding to meet a number of basic requirements. The requirements that are addressed include:

- Prepare and submit a Title VI Program
- Notify beneficiaries to protection under Title VI
- Develop Title VI complaint procedures and complaint form
- Record and report transit-related Title VI investigation, complaints, and lawsuits
- Promote inclusive public participation
- Provide meaningful access to persons with limited English proficiency (LEP)
- Monitor and provide assistance to subrecipients

Title VI Notice and Complaint Procedures

The Title VI Circular provides the following direction regarding public notice of Title VI protections:

Title 49 CFR Section 21.9(d) requires recipients to provide information to the public regarding the recipient's obligations under DOT's Title VI regulations and apprise members of the public of the protections against discrimination afforded to them by Title VI. At a minimum, recipients shall disseminate this information to the public by posting a Title VI notice on the agency's website and in public areas of the agency's office(s), including the reception desk, meeting rooms, etc. Recipients should also post Title VI notices at stations or stops, and/or on transit vehicles.

The Metropolitan Council and Metro Transit provide notice of Title VI protections through a variety of means. Detailed information and instructions for filing a Title VI complaint are available at the following web addresses:

- Metropolitan Council: <https://metro council.org/About-Us/What-We-Do/Office-of-Equal-Opportunity/Discrimination-Complaints/Public-Service-Discrimination/Discrimination-and-Title-VI.aspx>
- Metro Transit: <https://www.metrotransit.org/TitleVI>

All Metro Transit buses are equipped with a 28" by 11" placard including this statement, brief instructions for how to file a Title VI complaint, and phone numbers for requesting additional information. All Metro Transit light rail and commuter rail trains, MTS contracted routes, Metro Mobility, and Transit Link vehicles are equipped with an 8.5" by 11" sticker with this same information. Additionally, a 4" by 11" flyer with this Title VI information is provided at the front desks of the Metropolitan Council and Metro Transit Administrative buildings. Examples of these notices are provided in Appendix A.

Complaint Procedures

The Title VI Circular provides the following direction regarding Title VI Complaint procedures:

In order to comply with the reporting requirements established in 49 CFR Section 21.9(b), all recipients shall develop procedures for investigating and tracking Title VI complaints filed against them and make their procedures for filing a complaint available to members of the public. Recipients must also develop a Title VI complaint form, and the form and procedure for filing a complaint shall be available on the recipient's website.

The Metropolitan Council posts its Title VI complaint procedures on its website. Metro Transit's Title VI web page also includes a link to these procedures. The Title VI complaint procedures are as follows:

1. Any individual, group of individuals, or entity that believes they have been subjected to discrimination prohibited by Title VI nondiscrimination provisions may file a written complaint with the Council Director of Equal Opportunity. A formal complaint must be filed within 180 calendar days of the alleged occurrence or when the alleged discrimination became known to the complainant. The complaint must meet the following requirements:
 - a. Complaint shall be in writing and signed by the complainant(s).
 - b. Include the date of the alleged act of discrimination (date when the complainant(s) became aware of the alleged discrimination; or the date on which that conduct was discontinued or the latest instance of the conduct).
 - c. Present a detailed description of the issues, including names and job titles of those individuals perceived as parties in the complained-of incident.
 - d. Allegations received by fax or e-mail will be acknowledged and processed, once the identity(ies) of the complainant(s) and the intent to proceed with the complaint have been established. The complainant is required to mail a signed, original copy of the fax or e-mail transmittal for the Council to be able to process it.
 - e. Allegations received by telephone will be reduced to writing and provided to complainant for confirmation or revision before processing. A complaint form will be forwarded to the complainant for him/her to complete, sign, and return to the Council for processing.
2. Upon receipt of the complaint, the Director of Equal Opportunity will determine its jurisdiction, acceptability, and need for additional information, as well as investigate the merit of the complaint. In cases where the complaint is against one of the Council's sub-recipients of Federal funds, the Council will assume jurisdiction and will investigate and adjudicate the case. Complaints against the Council will be referred to FTA or the appropriate Federal Agency for proper disposition pursuant to their procedures.
3. In order to be accepted, a complaint must meet the following criteria:
 - a. The complaint must be filed within 180 calendar days of the alleged occurrence or when the alleged discrimination became known to the complainant.
 - b. The allegation(s) must involve a covered basis such as race, color, national origin.

- c. The allegation(s) must involve a program or activity of a Federal-aid recipient, sub-recipient, or contractor.
4. A complaint may be dismissed for the following reasons:
 - a. The complainant requests the withdrawal of the complaint.
 - b. The complainant fails to respond to repeated requests for addition information needed to process the complaint.
 - c. The complainant cannot be located after reasonable attempts.
5. Once the Council decides to accept the complaint for investigation, the complainant and the respondent will be notified in writing of such determination within seven calendar days. The complaint will receive a case number and will then be logged into the Councils records identifying its basis and alleged harm.
6. In cases where the Council assumes the investigation of the complaint, the Council will provide the respondent with the opportunity to respond to the allegations in writing. The respondent will have 10 calendar days from the date of the Councils written notification of acceptance of the complaint to furnish his/her response to the allegations.
7. The Council's final investigative report and a copy of the complaint will be forwarded to the appropriate Federal Agency and affected parties within 60 calendar days of the acceptance of the complaint.
8. The Council will notify the parties of its final decision.
9. If complainant is not satisfied with the results of the investigation of the alleged discrimination and practices the complainant will be advised of the right to appeal to the appropriate Federal Agency.

The Title VI Complaint Form is also available on the Metropolitan Council and Metro Transit websites. A copy of the form has been provided in Appendix B. Translations of the complaint instruction and complaint form are available on the website in Spanish, Somali, and Hmong.

Title VI Investigations, Complaints, and Lawsuits

The Title VI Circular states the following regarding Title VI investigations, complaints, and lawsuits.:

In order to comply with the reporting requirements of 49 CFR Section 21.9(b), FTA requires all recipients to prepare and maintain a list of any of the following that allege discrimination on the basis of race, color, or national origin: active investigations conducted by entities other than FTA; lawsuits; and complaints naming the recipient.

The Metropolitan Council has not received any Title VI-related complaints or lawsuits since 2009. The most recent Title VI complaints were filed in regard to the proposed Central Corridor Light Rail Transit (CCLRT) project, which is now built and operating as the METRO Green Line. All previous complaints filed have been resolved.

Public Participation

The Metropolitan Council adopted a Public Engagement Plan in 2015. The plan is included in Appendix C. It is one of many the pieces necessary to implement the Thrive MSP 2040 long range plan including the 2040 Transportation Policy Plan (TPP). It establishes principles and processes for public engagement to ground Council decisions in the needs of community stakeholders and to engage people in the decision-making process.

The Council's Public Engagement Plan is guided by the principles in the Thrive MSP 2040 plan – namely the commitment to equity and equitable development for our region. In addition, it builds on best practices and collective knowledge of community organizations and the public. Some of these key principles and best practices include involving communities in helping plan outreach and engagement efforts, as well as building capacity within communities of color, in particular, to provide leadership and advocate in public decision-making processes. The Council's Public Engagement Plan reflects a shift in the Council's outreach efforts to specifically engage the public—particularly historically underrepresented communities—in steering engagement efforts and participating early in a planning process to have real and sustained influence over the process. In this context, “historically underrepresented communities” include communities of color, immigrant and Limited English Proficient communities, and people with disabilities.

In addition, the following principles are highlighted in the public engagement plan:

- Equity: Residents and communities are partners in decision-making.
- Respect: Residents and communities should feel heard and their interests included in decisions.
- Transparency: Residents and communities should be engaged in planning and decisions should be open and widely communicated.
- Relevance: Engagement occurs early and often throughout a process to insure the work is relevant to residents and communities.
- Accountability: Residents and communities can see how their participation affects the outcome; specific outcomes are measured and communicated.
- Collaboration: Engagement involves developing relationships and understanding the value residents and communities bring to the process. Decisions should be made with people, not for people.
- Inclusion: Engagement should remove barriers to participation that have historically disengaged residents and communities.
- Cultural Competence: Engagement should reflect and respond effectively to racial, ethnic, cultural, and linguistic experiences of residents and communities.

While the Public Engagement Plan identifies engagement strategies that reflect commonly used practices in regional planning efforts, as well as communications and engagement practices, it is intended to put the spotlight on emerging and more robust strategies that focus on the idea that public engagement efforts strengthen planning processes and help create better results. Strategies will be considered and planned as appropriate for various efforts – some strategies will not work for certain projects or on an ongoing basis. This plan also recognizes the value of long-term relationship building between the Council, local governments and local officials, and the community at-large.

Ultimately, all the Council's outreach efforts are intended to inform the decision-making process—whether for the full Metropolitan Council, its standing committees, or its advisory committees. Recent transportation outreach efforts to promote inclusive public participation in planning and decision-making

can be found within several of the transit operating divisions. Some of the best examples of promoting inclusion are found within the work of transitway and transit service planning which is detailed below.

Metro Transit Regular Service Outreach Activities

Metro Transit engages in extensive participation during its day-to-day operations. Metro Transit uses a variety of communication tools depending on the situation, including rider alerts distributed on buses, postings at bus stops, and a subscription-based service alert feature. For proposed adjustments that eliminate service on a route segment or significantly reduce service span or frequency, Metro Transit notifies impacted customers and other stakeholders and gives them an opportunity to comment before any decisions are finalized.

In May 2015, Metro Transit consolidated all open Community Outreach and Engagement positions into one, new team within Customer Services and Marketing. Not only was this group tasked with public involvement related to project delivery but building relationship and working in partnership with community over a lifetime. Geographically organized to concentrate resources within areas where there is history of marginalization, the four community outreach coordinators and their supervisor develop long-lasting relationships with transit riders, people of color, low-income communities, and people with disabilities to grow their capacity to participate in decision-making at their fullest potential.

The greatest staff resources are distributed throughout areas of concentrated poverty (where more than 50% of the population are people of color) within the Metro Transit service area. Metro Transit acknowledges the changing demographics and knows that outreach staff must remain nimble and committed to shifting geographic focus to respond to the changes within the communities served. Additionally, within the area of outreach and being a visible and respected partner with the community, the outreach team has an extended employee network working with a cultural focus (i.e. Native American and Indigenous people) or a specific outcome focus (i.e. employee recruitment, transit project delivery). Together, Metro Transit strives to strengthen community connections and best match services with community needs.

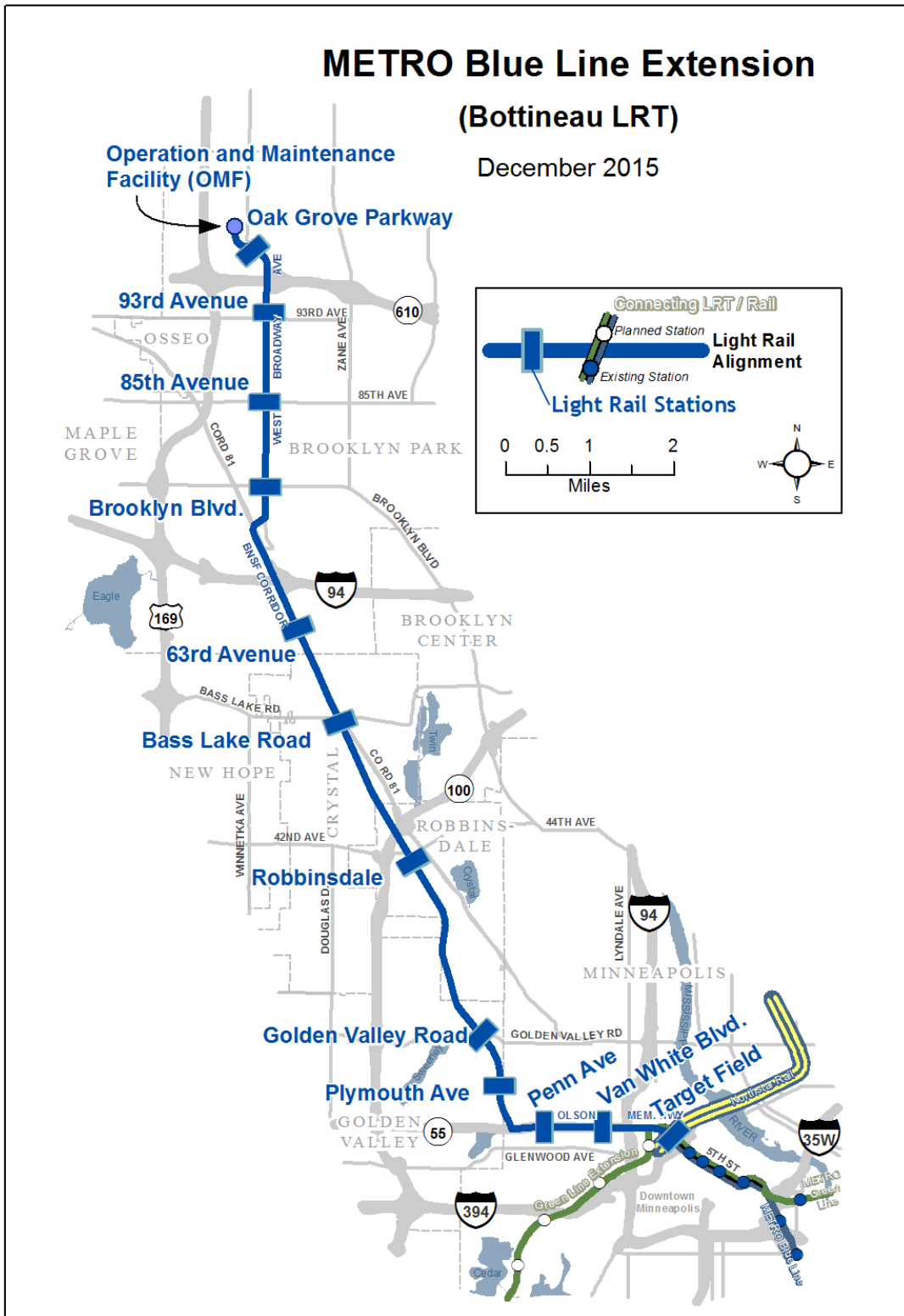
Project-Specific Outreach Activities

In addition to the general public participation activities summarized in the Transportation Policy Plan, the Metropolitan Council also tailors public outreach activities for specific transportation projects. A description of these activities is described below.

METRO Blue Line Extension (Bottineau) Project

The planned METRO Blue Line Extension (Bottineau) light rail transit project will operate about 13 miles northwest from downtown Minneapolis through the communities of Golden Valley, Robbinsdale, Crystal and Brooklyn Park, drawing riders northwest of Brooklyn Park. The proposed alignment will have 11 new stations in addition to Target Field Station where it will continue as the METRO Blue Line, providing one-seat rides to Minneapolis-St. Paul International Airport and the Mall of America. It will connect Minneapolis and the region's northwest communities with existing LRT on the METRO Green Line, future LRT on the METRO Green Line Extension (Southwest LRT), bus rapid transit on the METRO Red Line, the Northstar commuter rail line, and local and express bus routes. The total project cost is estimated at \$1.536 billion, funded by a combination of federal, state, and local sources. Construction is anticipated to begin in 2018. An estimated 6,500 construction workers will be needed to build the line, with \$300 million estimated construction payroll. Nearly 27,000 weekday boardings are anticipated in 2030. Service will begin in 2021 as an extension of the METRO Blue Line. See map in Figure 1.

Figure 1: METRO Blue Line Extension Alignment and Stations



Outreach Example: West Broadway Reconstruction through Brooklyn Park

The Metropolitan Council and Hennepin County are working together to reconstruct the road itself and install a center-running light rail line that would be an extension of the METRO Blue Line in Minneapolis. In 2014, Hennepin County presented a redesign of West Broadway in Brooklyn Park that would have required taking many residences along the road. The city asked engineers to modify the design to minimize impacts to residences and businesses. In early 2015, Metropolitan Council and Hennepin County engineers began working together on a design for West Broadway that includes both a redesigned roadway and the proposed Blue Line Extension LRT Project. The Blue Line Extension would run from Target Field Station in downtown Minneapolis to a station near the Target North campus in Brooklyn Park.

In March and April 2015, staff from the Metropolitan Council's Blue Line Extension Project Office, Hennepin County and the city of Brooklyn Park sponsored public meetings at North Hennepin Community College. The meetings drew large crowds and provided the public a chance to learn about and give feedback on both the West Broadway project and the light rail project. The public meetings at North Hennepin Community College featured both roundtable discussions of the project, one to one conversations with the engineering staff over maps, and opportunity to ask questions in a public forum. Concerns were expressed about:

- Current road conditions and needed repairs
- A preference for a four-lane roadway design compared to a two-lane design
- Better access and traffic signals at Maplebrook Parkway
- Noise and vibration from the LRT line
- Property impacts, including valuation and acquisition Engineers from Hennepin County and the Metropolitan Council, as well as environmental staff, will consider those comments and other issues raised by the public as they continue work on the project.

In response to concerns voiced by residents and the city, the maximum width of the right-of-way for the West Broadway Project was reduced from 176 feet to 142 feet. The reduction became possible with the elimination of right-turn lanes, reduced lane, gutter and boulevard widths, trails located closer to property lines and a reduced width needed for the LRT.

Outreach Example: Golden Valley and Plymouth Avenue Stations

As the Metropolitan Council considered including one or two LRT stations in Golden Valley in the METRO Blue Line Extension plans, project staff weighed engineering issues, cost and community benefits and feedback. The Draft Environmental Impact Statement for the Blue Line Extension analyzed stations at both Golden Valley Road and Plymouth Avenue, only one station was include in the initial project budget. The stations are seven-tenths of a mile apart but would serve different neighborhoods. The Plymouth Avenue station site is technically in Golden Valley, but is adjacent to north Minneapolis and the Willard-Hay neighborhood. The Golden Valley Road station site is close to Courage Kenny Rehabilitation Institute and Golden Valley neighborhoods to the north and west. Community members have had several chances to weigh in on the locations of both stations. Those included community meetings held in Golden Valley in early 2015 at Courage Kenny Rehabilitation Institute and at the Church of St. Margaret Mary, as well as station area planning meetings hosted by Hennepin County. At the meetings, community members received information about the project and provided feedback on the station locations, community continuity, and potential impacts to the surrounding areas. A technical analysis was conducted on both stations the included ridership, access for underserved populations, accessibility, connections to key destinations and access to regional parks.

Given the input received from the community members and advisory committees, the Metropolitan Council adopted a project scope and budget for the entire Blue Line Extension Project that included both stations in Fall of 2015.

More information can be found online at <https://metro council.org/Transportation/Projects/Current-Projects/METRO-Blue-Line-Extension.aspx>.

METRO Green Line Extension (Southwest LRT)

Scheduled to open in 2021, the METRO Green Line Extension (Southwest LRT) line will extend 14.5 miles from Target Field Station in downtown Minneapolis and serve the communities of St. Louis Park, Hopkins, Minnetonka, and Eden Prairie, and will provide 34,000 rides per day in 2040. Along with this new transit line will come many opportunities for development and community growth.

Since taking the lead on the Southwest LRT project in January 2013, the Metropolitan Council has made significant efforts to engage community stakeholders, including minority, low-income, and Limited English Proficiency (LEP) populations. The outreach efforts started with the preparation of a Communication and Public Involvement Plan that considered the corridor demographics and included a stakeholder analysis of the corridor. This information was used to develop specific outreach strategies and hire a team of three outreach coordinators.

Community Outreach Events

Southwest LRT outreach staff hosts or attends nearly 200 public meetings, community open houses, meetings or property owner meetings annually since January 2013, when the Metropolitan Council became the lead on the project. The Southwest Project Office (SPO) has held open houses related to technical issues such as station layout, alignment adjustments in Eden Prairie, siting of an Operational and Maintenance Facility and location of freight rail. See attached for a list of meetings held from April 2014 to October 2016.

The SPO has identified Limited English Proficiency populations and is intentionally engaging them. The SPO accommodates LEP groups by:

- Hiring project staff that speak more than one language;
- Translating materials into other languages common in the corridor;
- Working with community representatives to disperse information in non-written (verbal) formats
- Developing communication materials that employ plain language principles to ensure clear and understandable content to the public; and
- Employing outreach techniques (e.g. higher use of graphics to illustrate concepts) to engage LEP populations.

To engage LEP populations, the SPO has translated environmental documents and guides into Somali, Spanish and Hmong; the predominant non-English languages along the SWLRT Corridor. In addition, the SPO carries a standing contract for verbal and written translation services that can be exercised on a demand basis.

Public Comment Line and Email Address

The Metropolitan Council established a telephone number and email address to receive general comments and questions about the Southwest LRT Project. The comment line and email account are monitored daily by SPO staff and all comments and questions that require a response are routed to the appropriate outreach staff member.

Advisory Committees

The Metropolitan Council established the Southwest LRT Community Advisory Committee (CAC) and Business Advisory Committee (BAC) in 2012. These committees, in addition to the Corridor Management Committee, advise the Metropolitan Council on issues related to engineering and design, environmental impacts, land use and transit oriented development.

- The CAC serves as a primary avenue for public and community involvement in the design process, and includes representatives of neighborhood and community groups, underrepresented populations, religious and educational institutions, transit users and bicycle riders, as well as other stakeholder groups. Several organizations that serve underrepresented populations and received grants through the Community Engagement Team program are represented on the CAC.
- The BAC represents the diversity of commercial activities along the Southwest Corridor, including corporations, small businesses, chambers of commerce, non-profit organizations, developers, and landowners.
- The SWLRT Communications Steering Committee (CSC) assists SPO outreach staff in planning communication and outreach efforts and evaluating their effectiveness. The CSC includes representatives from project partner agencies and municipal stakeholders.

Publications

Starting in 2012 and continuing throughout construction, the Metropolitan Council produces a range of print and electronic publications to provide information about the SWLRT Project and encourage public involvement. The project newsletter, *Extending Tracks*, is produced in both print and electronic (PDF and HTML email) formats; visitors to the project website can subscribe online. Communications staff produces fact sheets and brochures focusing on specific topics such as station location, LRT engineering and environmental impacts.

The project website features project descriptions, environmental documents, news, announcements of upcoming events and information on committee meetings including presentations. The project website is used to disseminate information and receive comments from the public. The project website (swlrt.org) is ADA accessible and is updated on a regular basis to ensure all communities can access information in a transparent environment. As a matter of practice when hosting community events/open houses, meeting exhibits are posted on the project website. In addition, public comments forms are also posted on the project's website for specific topics to receive additional feedback from the public who are unable to attend community meetings.

Media Relations

The Southwest LRT Project Office and the Metropolitan Council's media relations staff work together to produce news releases and news advisories for distribution to media organizations in the Twin Cities region, including neighborhood newspapers and minority/ethnic news organizations. SPO media relations staff responds to queries from reporters and pitch stories about the Project.

Social Media

Project staff use Twitter and the Metropolitan's Facebook page to promote public events and announce Project milestones and uses GovDelivery to send out meeting notices, newsletters and press releases.

Outreach Case Study

In 2016, the SPO was conducting final design activities in particular, finalizing the design of station platforms. To ensure all voices were heard, the project office hosted a workshop with members of the disability community through the Transportation Accessibility Advisory Committee (TAAC) to solicit feedback and ideas on ways to design light rail transit station platforms with the goal of reducing or eliminating barriers on station platforms. TAAC members were provided with a brief introduction of the project then were engaged through a workshop format on station design. The SPO recreated station platforms at a 1:1 ratio using tape, chairs and tactile features to mimic station furniture, ticket vending machines and waiting areas. TAAC members were able to experience the station platform layout and provide real-time feedback to designers who made adjustments to the platform design. Examples of design changes resulting from the workshop include:

- Addition of more benches in waiting areas;
- Armrests on the outside of benches to provide leverage when raising or lowering onto a benches;
- Provision of a tactile directional mat on the station floor to indicate the first car LRV doors to people with low vision; and
- Consolidation of SmartCard validators with station platform structural elements when possible to minimize barrier for those in wheelchairs or that have low vision.

The workshop was developed and designed in coordination with the Chair of the TAAC to ensure the SPO was engaging on priority issues that impact the disability community. Feedback received from the TAAC Chair and from members included that the workshop was positive, engaging and can serve as a model for other public agencies to host similar workshops.

A Line

The A Line is a new kind of bus service for the Twin Cities' busiest urban streets that opened June 11, 2016. This rapid bus line has a package of transit enhancements that adds up to a faster trip and an improved experience.

- Frequent service
- Train-like features
- Enhanced stations with more amenities
- Enhanced security
- Specialized vehicles

The A Line connects the METRO Blue & Green lines with the busy Snelling Avenue corridor and several popular destinations, including Hamline University, Macalester College, Highland Village, Rosedale Center, HarMar Mall, Minnehaha Park and the Midway area.

From 2011 to 2014, a public input process was conducted to guide development of the new transit line. There were three public open houses, two community events, eight Technical Advisory Committee meetings, four Community Advisory Committee meetings, and two System Policy Oversight Committee meetings.

A project website with frequently asked questions, project library, meeting summaries and agendas, and contact information were used throughout project development.

More information can be found online at <http://www.metrotransit.org/snelling-rapid-bus-project>.

C Line

The C Line is rapid bus transit line that is currently in development. Similar benefits of the A Line are expected for the C Line. The C Line will run on Olson Memorial Highway when it opens in 2019. However, light rail transit is also planned for Olson Memorial Highway and is scheduled to open in 2021. Following a study process that began in response to stakeholder input, Metro Transit recommends that the C Line move to Glenwood Avenue from Olson Highway when light rail opens.

Moving the C Line from Olson Highway to Glenwood Avenue will balance transitway service throughout multiple corridors, rather than concentrating investments on a single street, and provide access to a broader part of North Minneapolis. With the C Line on Glenwood Avenue, bus service on Olson Highway can be better tailored to adapt to customer demand shifting to rail.

The C Line development has had an extensive public engagement process. Staff has attended 21 neighborhood association meetings, eight Metropolitan Council Transportation Committee meetings, one Transportation Accessibility Advisory committee meeting, one Penn Avenue Community Works meeting, and four bicycle advocacy committee meetings. They have also hosted three open houses to assist with station area planning. Videos, meeting minutes, materials, contact information, project library, and FAQ are all provided on the project website.

More information can be found online at <http://www.metrotransit.org/c-line-project>.

Service Improvement Plan

The Service Improvement Plan (SIP) is a service expansion plan that builds on the existing bus network and identifies opportunities to add new routes and improve frequency and span on existing service. It is a prioritized vision for how Metro Transit will seek to improve the local and express bus service through 2030. The improvements identified in the SIP depend on additional funding for transit operations to be implemented.

The Final SIP screened 185 proposed improvements in the Metro Transit service area. Based on the evaluation measures, each proposed improvement was ranked High, Medium, or Low. The 148 projects ranked High or Medium and are priorities for implementation; 11 unfunded Arterial BRT projects are also included in the Final Plan. Projects in the Final SIP are dispersed throughout the region and across all route types – express, urban, and suburban local routes, and urban supporting/crosstown routes.

The Service Improvement Plan planning process was grounded by a desire to serve the transit needs of the people who are living, working, and playing within Metro Transit's Service Area. Metro Transit interacts daily with customers and potential customers through the Customer Relations comment process, Transit Information Center, and transit staff in the field. Additional outreach was conducted to guide development of this plan. A total of six workshops with stakeholders, community leaders, elected officials, staff from cities and counties, and representatives from more than 150 community organizations were conducted. A survey was conducted online and through the mail and was promoted on Metro Transit's website, on customer newsletters, on social media, on buses, in press releases, and through community-based organizations. Public meetings and public hearing were also held. Feedback was received from 176 unique contacts from individuals and organizations with nearly 600 suggestions on bus service improvements.

More information can be found online at <http://www.metrotransit.org/sip>.

West End and Route 9 Transit Study

The purpose of the West End and Route 9 Transit Study was to review service in the study area and recommend service changes to better accommodate existing population and employment in the study area as well as forecasted growth.

Prior to drafting the concept plan, staff reviewed the feedback and service requests gathered by Metro Transit Customer Relations. In addition, a survey of Route 9 customers riding west of Louisiana Avenue on Route 9N was completed in March 2016. Staff boarded all weekday, Saturday and Sunday trips to learn more about the travel patterns in this area. Additional notifications of public hearings were provided in the Star Tribune and *Connect*, Metro Transit's onboard customer newsletter. The project website also includes the study results and various documents related to the project. Additionally, notices and on-board announcements were made, community-based organizations were contacted, and a social media campaign with a YouTube presentation was created. Two public meetings were conducted with over 40 participants. There were 137 comments from 113 individuals received.

More information can be found online at <http://www.metrotransit.org/west-end>.

West Broadway Transit Study

Metro Transit, in partnership with Hennepin County and the City of Minneapolis, has initiated a transit study to identify possible transit improvements along West Broadway. The modes to be evaluated in the study include Street Car and bus network enhancements including Arterial Bus Rapid Transit (Arterial BRT).

The West Broadway Transit Study conducted a collaborative planning process to identify and evaluate potential transit improvements along Washington Avenue and West Broadway Avenue in north Minneapolis and Robbinsdale, including evaluation of potential connections to the planned METRO Blue Line Extension (Bottineau LRT). The study also evaluated the corridor's market potential for transit-oriented development (TOD). The intended outcome of the study was a recommended locally preferred alternative (LPA) for transit service improvements in the corridor.

The study website includes contact information, project materials, meeting summaries, Youtube videos, and meeting calendar. The goals for the project's public outreach include:

- Early and continuous participation of stakeholders
- Reasonable availability of technical and other project information
- Collaborative input on alternative transit improvements for the corridor and the criteria against which they will be measured and evaluated
- Open access to the decision-making process
- Proactive efforts to engage the public in the process, particularly groups that are often underrepresented in public policy processes

There were five Community Advisory Committee Meetings, 11 Technical Advisory Committee meetings, and six Policy Advisory Committee meetings. Additional outreach was conducted through 15 bus stop outreach events and attending 14 community events such as farmers markets and Open Streets events.

More information can be found online at <http://www.metrotransit.org/west-broadway-transit-study>.

Cedar Grove Red Line Station

The Cedar Grove Transit Station will be modified to add a new passenger platform in the center of Highway 77, with an enclosed skyway connecting back to the existing station area on Nicols Road. Once work is completed, transit riders will use the skyway to get to the center platform and buses will serve the station without exiting the highway.

These changes will greatly improve travel times for METRO Red Line riders, as well as riders on some express routes on the State Highway 77/Cedar Avenue corridor. Today these buses must exit the highway, travel through the neighborhood on surface streets and then backtrack to re-enter the highway, which takes several minutes in each direction.

The public engagement process included two open houses. An initial concept design was presented at the first open house. During that open house participants explained how they use the current bus station and drew on a map where they walk so pedestrian access could be improved. A detailed design was created from that input and presented at the second open house.

More information can be found online at <https://metro council.org/cedargrovestationimprovements>.

Ladders of Opportunity and Better Bus Stops

Metro Transit is committed to providing a safe, secure and comfortable experience for all transit customers. As part of this effort, Metro Transit provides bus waiting shelters at high-boarding areas where conditions allow.

In late 2014, Metro Transit received a \$3.26 million Ladders of Opportunity Grant from the Federal Transit Administration to invest in bus stop and customer waiting shelter improvements that enhance access to employment and educational opportunities. These grant funds, along with available state and local money, will be used to fund the Better Bus Stops Program. Funding will be directed toward shelter improvements in areas of racially concentrated poverty. Portions of 46 local Metro Transit bus routes serve these areas. Combined, these routes account for nearly 20 percent of the region's weekday rides.

With these combined funding sources, Metro Transit's goal is to add up to 150 shelters and improve an additional 75 existing shelters with light or heat as part of the agency's work to advance the Equity Outcome from Thrive MSP 2040, the region's policy plan. The community plays an important role in these improvements.

To best reach those most directly affected by decisions around transit resources and improvements, Metro Transit has contracted with the region's Community Engagement Team (CET), comprised of Nexus Community Partners, the Alliance for Metropolitan Stability and the Center for Urban and Regional Affairs. In turn, the CET has contracted with community-based organizations for community-centered engagement in support of the Better Bus Stops project. There were 11 subcontractors and 17 partner organizations that assisted with public outreach.

In mid-April, Metro Transit staff presented on topics identified by engagement subcontractors as being important to them in their engagement efforts. Topics included: Introduction to Bus Service Planning, Bus Stop Locations - why bus stops are where they are, Transit Information, Shelter and Bus Stop Design Considerations, Facilities Maintenance, and Regional Transit System Providers and Funding. subcontractors used this knowledge during their outreach efforts.

As a result, extensive community engagement was conducted. Subcontractors and partners worked with community members to identify shelter locations, shelter features, historically significant structures, shelter design and orientation, and help secure regional equity.

More information can be found online at: <http://www.metrotransit.org/better-bus-stops>

Orange Line BRT

The METRO Orange Line is a planned Bus Rapid Transit (BRT) project on I-35W between Minneapolis, Richfield, Bloomington, and Burnsville. A future extension to Lakeville is planned as a separate project. Transit improvements on I-35W will benefit existing riders and help attract new riders with more reliable and frequent service, seven days a week. The METRO brand will increase the visibility of transit along the corridor and provide easy-to-use amenities like ticket vending machines and electronic displays with travel information. Additionally, service improvements to bus routes that connect with the METRO Orange Line will attract new riders to the entire transit system.

The all-day, frequent service of the METRO Orange Line will complement local and express bus routes along I-35W by providing competitive travel times for station-to-station trips and a new option for commuters who live in the urban core and work in the suburbs, or “reverse-commuters”. Express bus riders will also benefit from new stations and bus-only lanes on I-35W. As a part of the METRO system, the Orange Line will connect people across the region to job centers, housing options, and destinations in the corridor. This new transportation option will expand accessibility and promote and complement compact, walkable neighborhoods in the station areas.

The Public Engagement Plan (PEP) outlines how the Orange Line Project Team will engage and educate the public, policymakers, stakeholder groups, and Metro Transit staff on the METRO Orange Line project. A well-informed and engaged public strengthens the project and helps create a more useful transit system for all. The PEP will focus on communities that are traditionally underrepresented in transit planning processes including transit riders, people of color, low-income communities, people with disabilities, and other historically marginalized groups. The PEP will also lay out how and at what point in the project we will engage with community. Public engagement will focus on connecting with communities at existing neighborhood and employer events, on-board transit and through existing community organizations. The PEP will aim to create long-lasting relationships with under-represented communities and to build the capacity of existing community organizations.

Additionally, key stakeholders and the public can easily retrieve relevant project information, input opportunities and updates using the following methods:

- Website, updated biweekly
- Frequent e-newsletter
- Occasional social media updates
- Email contact for project staff
- Phone number for project staff

Language Assistance Plans

Metropolitan Council LAP

The Metropolitan Council has prepared a formal Language Assistance Plan (LAP) and LEP four-factor analysis. The LAP is available in Appendix D. Below is a summary of the current outreach activities used by the Metropolitan Council.

For the full 7-county metropolitan area, three languages have been identified for regular translation – those whose first language is Spanish, Hmong, and Somali. As a result, the Metropolitan Council translates some materials into these three languages as a matter of course for outreach and engagement work. The Metropolitan Council also regularly provides translators for American Sign Language during public events.

When reaching out to specific LEP populations on a project-by-project basis, the Metropolitan Council also translates materials into other less common languages and/or has interpreters available for conversations and public events. The Metropolitan Council has access to interpreters and translators representing nearly 100 languages. In the past several years, the Metropolitan Council has had several instances where less-common-language translation services, including Vietnamese, Karen, Burmese, Oromo, and other east African languages have been used. In particular, these translation efforts were used regularly during the Thrive MSP 2040 long-range planning process (which included early outreach for the Transportation Policy Plan). The language/translation contract also provides for short-notice/emergency access to translation services when necessary.

As noted above, the Metropolitan Council provides translation of materials and in-person interpretation services for public interactions and discussions. For broad, region-wide outreach (such as for the Transportation Policy Plan or the region's development plan), the Metropolitan Council promotes events and include translated text encouraging attendees to contact the Metropolitan Council if they plan to attend and need an interpreter.

In addition, the Metropolitan Council has planned specific conversations and meetings with communities throughout the region where partnerships have been made with community organizations who have established relationships with communities of color and limited English speakers for both recruiting participants and promoting attendance. For each interaction, the Metropolitan Council assesses who is invited to attend and have interpreters present, as well as materials translated as necessary. Examples include several meetings as part of the Thrive MSP effort (which includes early outreach for the Transportation Policy Plan), as well as focus groups throughout the region related to utilization of regional parks (and trail facilities), in addition to the transit planning activities previously noted.

The Thrive MSP 2040 effort also included an advertising campaign in ethnic media that involved translation of ads/promotional content into Spanish, Hmong, and Somali.

Inclusive Marketing

Several examples of providing materials for LEP customers include the following items, produced through Metro Transit Marketing:

- Title VI Notification of Rights on Interior Cards aboard buses and in transit stores
- Transit Information Center “Language Line,” call center translation service for more than 100 languages
- Instructions/information translated into three languages on ticket vending machines.
- Operators have Metro Transit fare policy translated into four languages to explain fare policy to new riders with first languages other than English
- Use of Spanish, Hmong, and Somali media for promoting of system-wide free-ride and special-event service, including Minnesota Twins and State Fair service, New Year’s Eve, St. Patrick’s Day Free Rides

Minority Representation on Planning and Advisory Bodies

The Title VI Circular states the following regarding the membership of planning and advisory bodies:

Recipients that have transit-related, non-elected planning boards, advisory councils or committees, or similar bodies, the membership of which is selected by the recipient, must provide a table depicting the racial breakdown of the membership of those committees, and a description of efforts made to encourage the participation of minorities on such committees or councils.

Metropolitan Council members serve on standing committees that meet regularly and make recommendations to the full Metropolitan Council. The public is encouraged to attend the Metropolitan Council and committee meetings and hearings and express their points of view on matters before the Metropolitan Council.

The processes used for appointing members to the Metropolitan Council and other planning and advisory committees vary between committees. Members of the Metropolitan Council and some committees are appointed by the Governor’s Office using a process administered by the Secretary of State. Other committees consist of a combination of members appointed by the Council and locally elected officials or rely on mechanisms or formulas specific to that committee. The demographic profile of each committee, and a brief summary of the appointment mechanism, is summarized in Table 1. The demographic breakdown of the seven-county metropolitan area is also shown for comparison.

Table 1: Committee and Advisory Board Demographics

Committee (Number of Members)	Appointment Mechanism	White	Hispanic or Latino	Black/African American	Asian/Asian American	American Indian	Native Hawaiian or Other Pacific Islander	Other/Two or More Races	No Response
Seven-County Metropolitan Area	-	75%	6%	8%	7%	1%	0%	3%	-
Metropolitan Council (17)	Appointed by Governor	77%	18%	6%	0%	0%	0%	0%	0%
Land Use Advisory Committee (16)	8 Council Appointments / 8 Locally Elected Officials	63%	0%	13%	0%	0%	0%	0%	25%
Livable Communities Advisory Committee (15)	Appointed by Council	73%	7%	13%	7%	0%	0%	0%	0%
Metropolitan Parks & Open Space Commission (10)	1 Chair and 8 Commissioners selected via Sec. of State Interview Process / 1 Council Liaison	70%	0%	10%	0%	0%	10%	0%	10%
Metropolitan Area Water Supply Advisory Committee (17)	Appointed by Cities/Counties	59%	0%	0%	0%	0%	0%	0%	41%
Transportation Advisory Board (33)	12 Appointed by Council / 17 elected City and County Officials / 4 Transportation Agency representatives	44%	0%	9%	0%	3%	0%	0%	47%
Transportation Advisory Board Technical Advisory Committee (31)	19 Appointed by Cities and Counties / 12 Agency Representatives	66%	0%	3%	0%	0%	0%	0%	31%
Transportation Accessibility Advisory Committee (16)	9 Appointed by Council / 7 Selected by Local Senior and Disability Groups	53%	0%	0%	0%	0%	0%	7%	40%
Equity Advisory Committee (17)	Appointed by Council	6%	12%	53%	18%	6%	0%	6%	0%

The names and self-reported race/ethnicity of each member of each committee are provided in the tables below.

Table 2: Metropolitan Council

Name	Race/Ethnicity
Adam Duininck	White
Katie Rodriguez	White
Lona Schreiber	White
Jennifer Munt	White
Deb Barber	White
Steve Elkins	White
Gail Dorfman	White
Gary Cunningham	Black/African American
Cara Letofsky	White
Edward Reynoso	Hispanic or Latino
Marie McCarthy	Hispanic or Latino
Sandy Rummel	White
Harry Melander	White
Richard Kramer	White
Jon Commers	White
Steven Chavez	Hispanic or Latino
Wendy Wulff	White

Table 3: Land Use Advisory Committee

Name	Race/Ethnicity
Marvin Johnson	White
James Saefke	No Response
Michael Webb	White
Kathi Mocol	White
William Neuendorf	White
Kathi Hemken	White
Jamil Ford	Black/African American
Jennifer Geisler	No Response
Pamela Harris	No Response
Phillip Klein	White
Kristina Smitten	White
James McClean	Black/African American
Elizabeth Wefel	White
Elizabeth Kautz	White
William Droste	White
Karl Drotning	No Response

Table 4: Livable Communities Advisory Committee

Name	Race/Ethnicity
Mary Hamann-Roland	White
Janet Jeremiah	White
Douglas Borglund	White
Frank Fallon	White
Ken Johnson	White
Jamie Thelen	White
Renee Spillum	White
James Barton	Hispanic or Latino
Charlene Zimmer	White
Regina Bonsignore	White
Della Schall Young	Black/African American
James Garrett	Black/African American
Satoko Muratake	Asian/Asian American
Jamie Schumacher	White
Deanna Abbot-Foster	White

Table 5: Metropolitan Parks and Open Space Commission

Name	Race/Ethnicity
Dean Johnston	White
Rick Theisen	White
Robert Moeller	White
William Weber	White
Anthony Taylor	Black/African American
Michael Kopp	White
Sarah Hietpas	Hawaiian/Pacific Islander
Rachel Gillespie	White
Todd Kemery	No Response
Wendy Wulff	White

Table 6: Metropolitan Area Water Supply Advisory Committee

Name	Race/Ethnicity
Jeff Berg	No Response
Randy Ellingboe	White
Julie Ekman	White
Georg Fischer	White
Mark Daleiden	No Response
Susan Morris	White
Michael Robinson	White

Lisa Volbrecht	No Response
Todd Gerhardt	No Response
Barry Stock	White
Chuck Haas	White
Steve Schneider	White
Jamie Schurbon	White
Glen Gerads	No Response
Patty Acomb	No Response
Dean Lotter	No Response
TBD	-

Table 7: Transportation Advisory Board

Name	Race/Ethnicity
Matt Look	White
Randy Maluchnik	No Response
Kathleen Gaylord	No Response
Mary Jo McGuire	White
Jan Callison	White
Jon Ulrich	White
Karla Bigham	No Response
Doug Anderson	No Response
Brad Tabke	White
Suzanne Shandahl	No Response
Jamez Staples	African American
Anani d'Almeida	African American
Rolf Parsons	White
Suyapa Miranda	No Response
Peter Dugan	White
Scott McBride	White
David Thornton	White
Carl Crimmins	No Response
Kenya McKnight	African American
David Van Hattum	White
William Goins	No Response
Ethan Fawley	White
Jeff Wosje	No Response
Kevin Reich	No Response
Becky Petryk	White
Denny Laufenburger	No Response
Mary Hamann-Roland	No Response
Dick Swanson	No Response

Jeffrey Lunde	No Response
Sue Sanger	White
Chris Tolbert	White
James Hovalnd	No Response
Gary Hansen	No Response

Table 8: Transportation Advisory Board Technical Advisory Committee

Name	Race/Ethnicity
Doug Fischer	No Response
Lyndon Robjent	White
Brian Sorenson	White
Tim Mayasich	White
Carla Stueve	No Response
Lisa Freese	White
Jan Lucke	No Response
Steve Bot	No Response
Karl Keel	White
Jean Keely	White
Steve Albrecht	White
Paul Oehme	White
Michael Thompson	White
Jim Kosluchar	No Response
Kim Lindquist	White
Bruce Loney	White
Jen Hager	White
Jack Byers	White
Paul Kurtz	White
Bill Dermody	No Response
Steve Peterson	White
Michael Larson	White
Elaine Koutsoukos	White
Pat Bursaw	White
Innocent Eyoh	African American
Bridget Rief	White
Dave Jacobson	No Response
Adam Harrington	White
John Tompkins	No Response
Jim Gromberg	White
Danny McCullough	No Response
Kris Riesenber	No Response

Table 9: Transportation Accessibility Advisory Committee

Name	Race/Ethnicity
Kjensmo Walker	White
Julianne Bina	White
Christopher Bates	White
Adora Sage	Other
Ken Rodgers	No Response
Robert Platz	No Response
Kari Sheldon	White
Margot Imdieke Cross	White
David Fenley	No Response
Bob Anderson	No Response
Pamela Zimmerman	No Response
Heidi Myhre	White
Patty Thorsen	No Response
Donna Harris	White
Nichole Villavicencio	White

Table 11: Equity Advisory Committee

Name	Race/Ethnicity
Elham Ashkar	African American
Tie Oei	Asian/Asian American
Leslie Remond	African American
Ruthie Johnson	Asian/Asian American
Shirley Cain	African Indian
Metric Giles	African American
Leon Rodrigues	African Immigrant
Vayong Moua	Asian/Asian American
Kadra Abdi	African American
Kimberly Carpenter	African American
Claudia Cody	Hispanic or Latino
Acoa Ellis	African American
Ishmael Israel	African American
David Ketroser	Caucasian
Sindy Morales Garcia	Hispanic or Latino
Nelima Sitati Munene	African Immigrant
Rebecca Stratton	American Indian

Encouraging Minority Participation

The Council has taken many steps to promote and encourage participation from minority populations on these committees. This included several in-person meetings, both larger-scale (with community partner organizations) and smaller one-on-one meetings with community organizations that work with equity issues and have significant relationships with providing service to or cultivating leadership among people of color, people with disabilities, youth, and our community's elders.

In addition to in-person meetings, the Council promoted openings for the committee widely, via the Web, email, advertising, and through partner networks.

- Posted on the Council's website, prominently, for the full 6-week period. Post received highest views among Council pages during application period.
- Emailed, with reminders to nearly 15,000 people through the Council's email network.
- Posted multiple times on the Council's social media accounts.
- Advertised via Facebook (using both general and targeted audiences), for about two weeks at the end of the application period. (This promotion reached nearly 100,000 people.)
- Promoted to traditional and niche media (ethnic media, Access Press, Minnesota Women's press). Received extensive earned media. Purchased online display ads in several outlets during the application period.
- Worked with partner agencies to communicate information about the openings through their channels (community-based organizations, local governments, etc.).

Subrecipient Monitoring

The Title VI Circular provides the following guidance regarding subrecipient monitoring:

Subrecipients shall submit Title VI Programs to the primary recipient from whom they receive funding in order to assist the primary recipient in its compliance efforts. Such programs may be submitted and stored electronically at the option of the primary recipient. Subrecipients may choose to adopt the primary recipient's notice to beneficiaries, complaint procedures and complaint form, public participation plan, and language assistance plan where appropriate.

The Metropolitan Council functions as both the MPO and the primary transit operator for the Twin Cities Metropolitan Area. As the transit operator, the Metropolitan Council is the recipient of FTA funds that are sometimes passed through to other governmental units (subrecipients) who provide transit services. These subrecipients include:

- Minnesota Valley Transit Authority (collected, review and approval pending – Fall 2016)
- Maple Grove Transit (collected, reviewed, edited, and approved – Fall 2016)
- SouthWest Transit (collected, reviewed, edited, and approved – Fall 2016)
- Plymouth Metrolink (collected, reviewed, edited, and approved – Fall 2016)

Each subrecipient is required to submit a Title VI Program to the Metropolitan Council every three years demonstrating the actions they are taking to fulfill their Title VI requirements. Title VI Program due dates are determined with each subrecipient individually. As of the date of this program, all subrecipient Title VI Programs have been received and found to be in compliance with the Title VI Circular. Title VI Program compliance reviews are conducted by the Title VI Liaison and the Program and Evaluation Director.

The Title VI Liaison is the Council's expert on the Title VI Program Plan and Guidelines and plays a participatory lead role in the development and implementation of Federal Transit Administration (FTA) Title VI Compliance Program region wide. This role is currently being fulfilled by Wanda Kirkpatrick, Director of Equal Opportunity.

Programs scheduled for review will be notified in writing at least 60 days in advance to coordinate a date to ensure the attendance of the Division Chief and key personnel. The notice of review (NOR) will include a compliance review instrument containing questions that the programs are required to answer in writing and return 30 days prior to the scheduled on-site review.

The Title VI Program Liaison staff and Program and Evaluation staff will review the program response during the desk review process in advance of the on-site review. The on-site review will be conducted over a five-day period and consist of an entrance conference, review of files and documentation, interviews, and an exit conference.

A Determination of Findings (DOF) will be issued within a 30-day period following the exit conference. A copy of the findings is provided to the Department Director, the Division General Manager, OEO Director, FTA Region 5 office and to the appropriate executive staff of the program being reviewed. No action on the part of the program is required on findings of compliance, unless a condition of compliance is specified. However, programs found out of compliance are required to develop a Corrective Action Plan (CAP) to overcome any deficiencies noted in the DOF within a period not to exceed 90 days. If it is determined that the matter cannot be resolved voluntarily, by informal means, action will be taken to effectuate compliance. See the Corrective Action section that follows.

The Council's Title VI Liaison will attend the FTA Triennial review of the Council. The Liaison will assist Council staff in addressing any corrective actions or recommendations when appropriate. Effective compliance of Title VI requires the Council to take prompt action to achieve voluntary compliance in all instances in which noncompliance is found.

If a Council program or subrecipient is found out of compliance or is believed to be out of compliance with Title VI, the Council has three potential remedies:

1. Resolution of the noncompliance status or potential noncompliance status by voluntary means by entering into an agreement which becomes a condition of assistance;
2. Where voluntary compliance efforts are unsuccessful, a refusal to grant or continue the assistance is initiated; or
3. Where voluntary compliance efforts are unsuccessful, referral of the violation to the FTA who will forward to the U.S. Department of Justice for judicial consideration.

Facility Siting

The Title VI Circular states the following regarding the siting of facilities:

In determining the site or location of facilities, a recipient or applicant may not make selections with the purpose or effect of excluding persons from, denying them the benefits of, or subjecting them to discrimination under any program to which this regulation applies, on the grounds of race, color, or national origin...

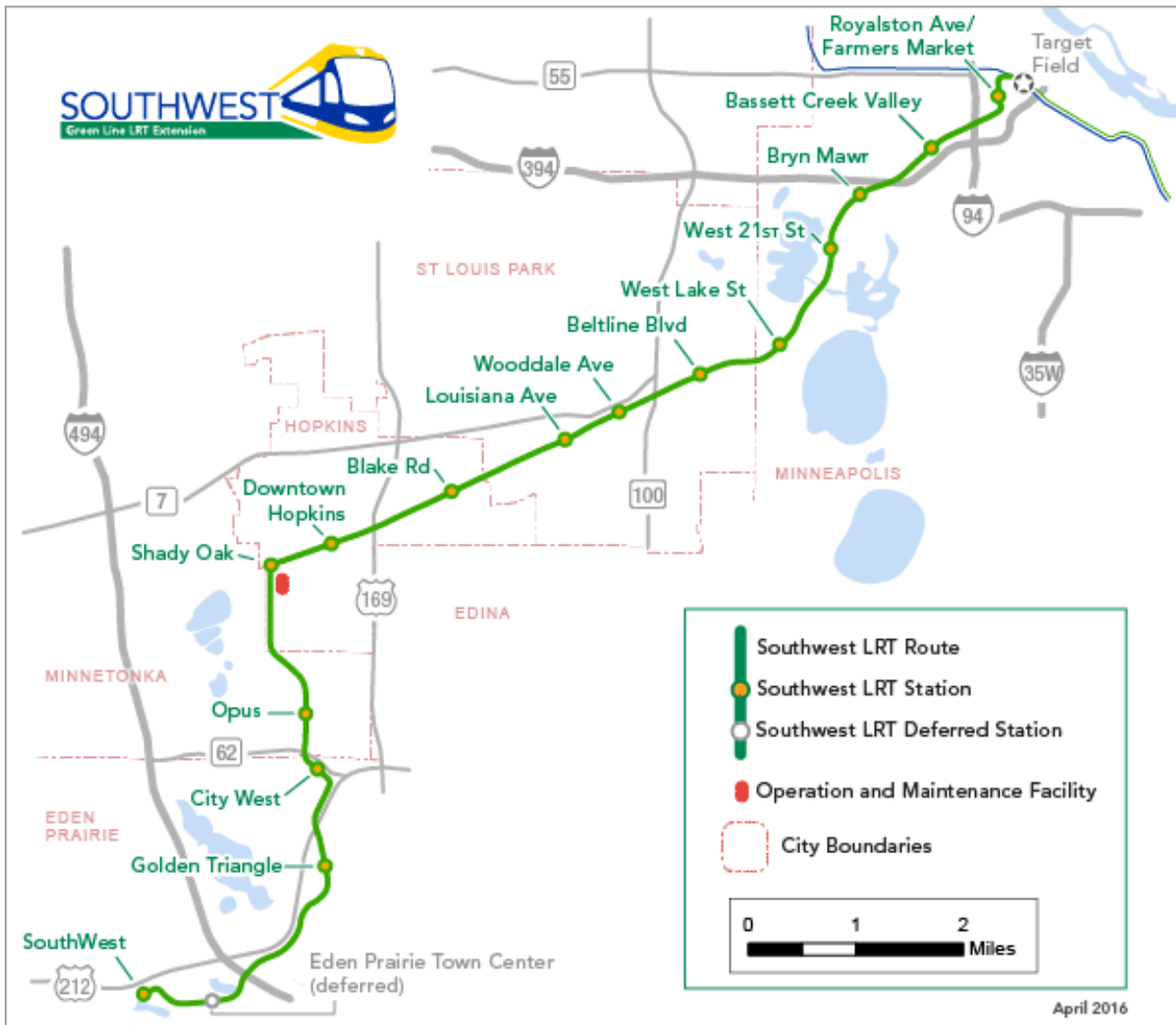
...Facilities included in this provision include, but are not limited to, storage facilities, maintenance facilities, operations centers, etc.

The Metropolitan Council has not constructed any facilities that meet these criteria since the previous Title VI Program. However, the Council is currently in the planning stages of the construction of the Southwest Light Rail Transit project and the METRO Blue Line extension, both of which will include the construction of an operations and maintenance facility. Additionally, a new bus garage and Transit Police Headquarters to support service expansion is in development for the Heywood Campus. A summary of the efforts completed or currently underway to ensure these facilities are being sited in compliance with the requirements of the Title VI Circular is provided below.

Southwest LRT Operations and Maintenance Facility

The Southwest Light Rail Transit (SWLRT) project is a proposed 14.5-mile long LRT project in the southwest metropolitan region. The SWLRT would extend from Eden Prairie through the communities of Minnetonka, Hopkins, and St. Louis Park, to downtown Minneapolis, connecting to the METRO Green Line at Target Field Station. The proposed alignment and station locations for the line are shown in Figure 2.

Figure 2: SWLRT Alignment and Stations



As part of its ongoing commitment to fulfill the requirements of Title VI by operating its programs without regard to race, color, or national origin, the SWLRT Project Office, part of Metro Transit, completed a facility siting equity evaluation for the siting of the operations and maintenance facility (OMF). The evaluation was completed to assess the potential for disparate impacts to minority populations at two potential OMF sites. The two sites were screened from an initial pool of nearly 30 potential sites based on a variety of criteria including cost, neighborhood compatibility, and environmental impact. A public outreach component was included as part of the evaluation. Public meetings to present the results of the facility siting evaluation and to gather public feedback regarding the potential sites were held in spring of 2015.

On July 15, 2016 the Federal Transit Administration's (FTA) issued its determination through the Record of Decision (ROD) that the requirements of the National Environmental Policy Act of 1969 (NEPA) were satisfied for the Southwest LRT Project. The ROD was signed by FTA on July 15, 2016, and includes the agency's decision regarding compliance with relevant environmental requirements. The ROD summarizes the alternatives considered, impacts identified in the Final EIS, and measures to avoid, minimize and mitigate adverse impacts. While there will be adverse effects related to the Project, they will affect both EJ and non-EJ populations and will not be disproportionately borne by EJ populations. Both EJ and non-EJ populations in the study area will also benefit from the Project (e.g., improved transit access, travel times, and reliability). Taking into account the adverse effects on EJ populations, committed mitigation measures, and benefits to EJ populations, the Council and FTA have concluded that the Project as a whole will not result in disproportionately high and adverse effects to EJ populations. Therefore, FTA found the Project meets the intent of Executive Order 12898 and USDOT Order 5610.2(a) because the Project will not result in disproportionately high and adverse effects to EJ populations

METRO Blue Line Extension Operations and Maintenance Facility

The Blue Line Light Rail Transit Extension (BLRT) project is located in Hennepin County, Minnesota, extending approximately 13 miles from downtown Minneapolis to the northwest, serving north Minneapolis and the suburbs of Golden Valley, Robbinsdale, Crystal, and Brooklyn Park. The Metropolitan Council is the project sponsor. In partnership with the Hennepin County Regional Railroad Authority (HCRRA), The Council is pursuing federal grant funding from the Federal Transit Authority (FTA) to complete the proposed project.

The Preferred Alternative was selected after review of the project's Draft Environmental Impact Statement (EIS) was completed and circulated for review in April 2014. The Preferred Alternative begins at Target Field Station in downtown Minneapolis, the existing northern terminus of the Blue Line LRT line, and follows Olson Memorial Highway (OMH) for two miles west to the BNSF rail corridor just west of Thomas Avenue. The alignment enters the BNSF rail corridor and continues in the rail corridor for eight miles, adjacent to the freight rail tracks, through the cities of Golden Valley, Robbinsdale, and Crystal. The alignment enters Brooklyn Park, where it then crosses Bottineau Boulevard at 73rd Avenue to West Broadway Avenue and travels an additional three miles to its terminus just north of TH 610 near the Target North Campus.

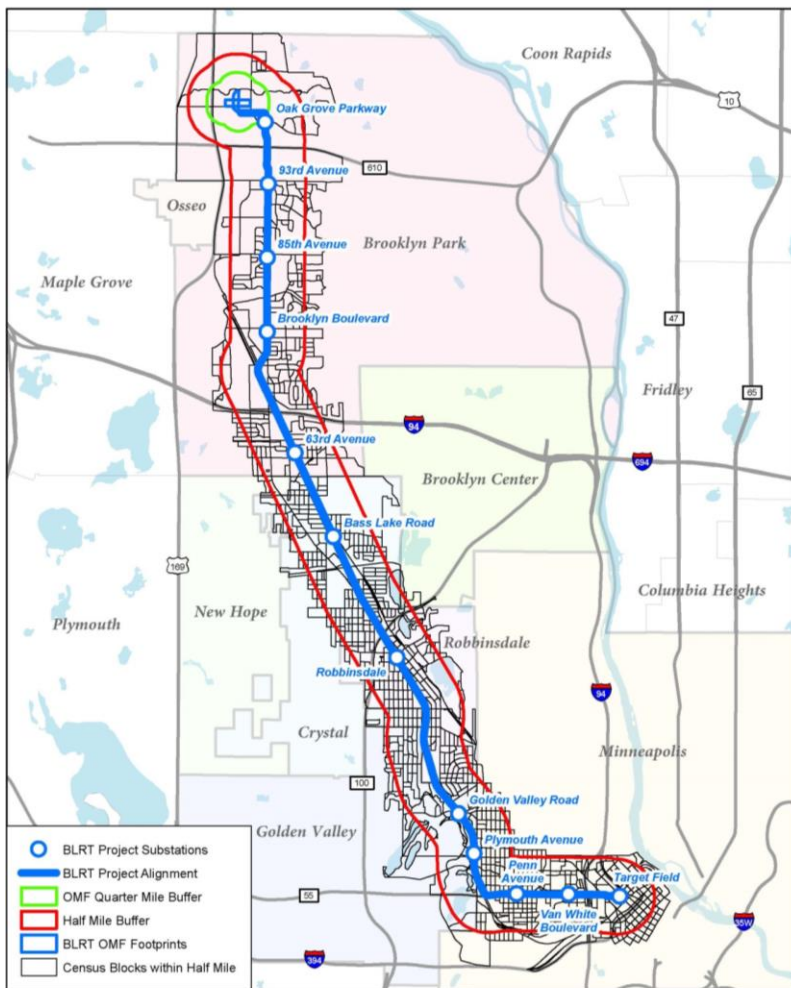
The BLRT Project includes an OMF which is a facility that is used to store and maintain light rail vehicles (LRVs) for the METRO system. The proposed OMF for the BLRT is located in the City of Brooklyn Park, in the northwest quadrant of the intersection of Winnetka Avenue (County State Aid Highway [CSAH] 103) and 101st Avenue, approximately 0.3 miles northwest of the Oak Grove Parkway Station. Existing land uses in the vicinity of the proposed OMF include: Oak Grove Park and both developed and undeveloped Target Corporation land to the east; Three Rivers Park District's Rush Creek Regional Trail to the north, northwest, and northeast; a two-acre site designated for a future water tower to the north; single family homes to the northeast; undeveloped Target Corporation land to

the south; the Grace Fellowship Church to the southwest; and, undeveloped private property to the west.

The OMF site was selected based on its proximity to the end of the line, adequate space for the special track work required between the mainline track and the facility, and adequate property for the facility (about 10.4 acres). In addition, both an east-west-oriented OMF site/building and a north-south-oriented OMF site/building (part of the project's Preferred Alternative) were considered.

Under the guidance of FTA Circular 4702.1B, federal funding recipients are required to conduct a facility siting equity evaluation prior to the construction of facilities including, but not limited to, storage facilities, maintenance facilities, and operations centers during the planning stages of the project to determine if minority populations in the siting areas are disparately impacted. If any potential for disparate impact is identified, the site may only be used if there is substantial legitimate justification for locating the project there, and there are no alternative locations that would have a less disparate impact on minority populations. This review found that neither of the potential OMF site plans (east-west or north-south orientation) disparately impacts populations protected by Title VI of the Civil Rights Act. Furthermore, no cumulative impacts associated with the site areas were found.

Figure 3: Blue Line LRT Alignment and Stations



Census Blocks within Half Mile of OMF and Preferred Project Alignments
 METRO Blue Line Extension
 May 2016



Heywood Campus Expansion

Metro Transit is currently pursuing the implementation of a new bus garage facility to provide the bus operations and maintenance capacity necessary for service expansion and increased service levels anticipated over the next several years. Concurrent with this effort, Metro Transit is also pursuing a relocation of its Transit Police headquarters in order to reduce response times and better serve high demand locations. Through the site selection process, Metro Transit has determined that the area surrounding the existing Heywood bus garage and office facility in the North Loop area of downtown Minneapolis is the most appropriate location for both the additional garage and the relocated police headquarters. The new bus garage will be referred to as Heywood II.

A geographic information systems (GIS)-based approach was employed to measure and compare the distribution of potential bus garage and Metro Transit Police Headquarter site impacts to minority and non-minority populations. The top three sites for both the Police Headquarters and bus garage were analyzed. Additional analysis was completed evaluating any cumulative impacts of the Heywood I facility with the Heywood II site.

A summary of the comparison indices for the analyses of each site is shown in Table 12. A review of the results for the Bus Garage shows that the comparison indices for the 1515 Central Avenue location are within Metro Transit's four-fifths threshold policy for disparate impact and disproportionate burden, indicating that this site would have no potential to negatively impact minority or low-income populations. The comparison indices for the 2801 Pacific Street location are both above 1.25, indicating that this site would have potential to negatively impact minority and low-income populations. The comparison indices for the Heywood II location has a minority comparison index below 1.25, but a low-income comparison index of 3.6, indicating the site would have no potential to negatively impact minority populations, but would have potential to negatively impact low-income populations. Further analysis of recent and proposed residential developments suggest that the rapidly changing demographics in this area are not represented in the available Census data. The share of low-income population is likely significantly lower than estimated from the Census data. Metro Transit will continue to monitor the potential impacts to low-income populations are more timely data become available.

Table 12: Site Equity Analysis

Facility	Site	Minority Comparison Index	Low-Income Comparison Index
Bus Garage	1515 Central Avenue	0.55	1.05
	2801 Pacific Street	4.81	1.85
	Heywood II	1.08	3.60
Police Headquarters	Franklin Avenue	1.81	1.13
	Van White Memorial Boulevard	1.64	0.88
	Heywood	0.76	1.25
Combined	Heywood (As One Site)	1.09	3.60
	Heywood (Overlapping Area)	1.08	3.60

Red: Comparison Index > 1.25
 Yellow: Comparison = 1.00 – 1.25
 Green: Comparison Index < 1.00

An additional qualitative assessment of low-income populations near the potential Heywood II facility was completed because of the rapidly changing nature of the neighborhood adjacent to the Heywood Campus. There are six luxury apartments with 703 total units that have been recently constructed or are under construction. Very few—if any—existing low-income populations are being displaced by these new developments. Rather, these developments will result in additional population within the area.

The estimated total population surrounding the proposed Heywood II site is 905 and the estimated total population surrounding the combined Heywood I and II sites is 1,453. The combined total of 703 units being constructed in these developments will result in a significant increase in non-low-income population. Conservatively assuming only one person per unit would result in more than doubling the current non-low-income population of 585 within the combined site impact area.

PART 2: FIXED ROUTE TRANSIT PROVIDER REQUIREMENTS

Recipients of Federal funding that provide fixed-route public transportation are required to fulfill additional Title VI requirements. All such recipients are required to set system-wide service standards and policies. Transit providers such as Metro Transit that operate in an urbanized area of 200,000 or more in population and that operate 50 or more vehicles in peak service are required to fulfill additional requirements such as collecting and reporting demographic data and conducting service and fare change equity evaluations.

Service Area Demographics

Metro Transit uses demographic data to assess equity in the distribution of services, facilities, and amenities in relation to minority and low-income populations in its service area. This data informs Metro Transit in the early stages of service, facilities, and program planning and enables Metro Transit to monitor ongoing service performance, analyze the impacts of policies and programs on these populations, and take appropriate measures to avoid or mitigate potential disparities. Metro Transit develops GIS maps overlaying demographic data with services, facilities, and amenities along with and comparative charts to perform this analysis.

The following set of maps fulfills a requirement of Metro Transit's Title VI Program and displays the distribution of minority and low-income populations in relation to the facilities and services throughout the Metro Transit service area. The service area includes parts of Anoka, Dakota, Hennepin, Ramsey, and Washington Counties and has a total estimated population of 2,059,518 people based on 2010-2014 American Community Survey (ACS) data.

Figure 4 displays bus and fixed-guideway transit services operated by Metro Transit in the service area relative to the distribution of minority populations at the Census block group level, as based on 2010-2014 ACS Census data. Major transit centers, park-and-rides, and the central business districts of Minneapolis and St. Paul are also shown.

Figure 5 highlights Census block groups that have a minority population greater than the service area average (28.8 percent). Concentrations of minority population within the service area are primarily located north of downtown Minneapolis and within and surrounding downtown St. Paul. Southern and northern Hennepin County also has large clusters of minority population concentration.

Figure 6 compares the minority population distribution to major capital improvement projects completed since 2014 and those projects planned for completion by 2019. The recent and planned improvements are summarized in Table 10.

Figure 7 through Figure 9 include similar service and facility comparisons to the previous set of figures, but display low-income populations at the Census block group level. Population data for these figures is based on the 2010-2014 ACS estimates, which define low-income households as those falling below 100 percent of the Federal Department of Health and Human Services Poverty Level. Figure 8 highlights the block groups with a low-income population share greater than the service area average (12.0 percent), which are clustered around and north of downtown Minneapolis and St. Paul, southern Hennepin County near the Blue Line LRT, and in northern Ramsey County.

Figure 4: Minority Population in the Metro Transit Service Area

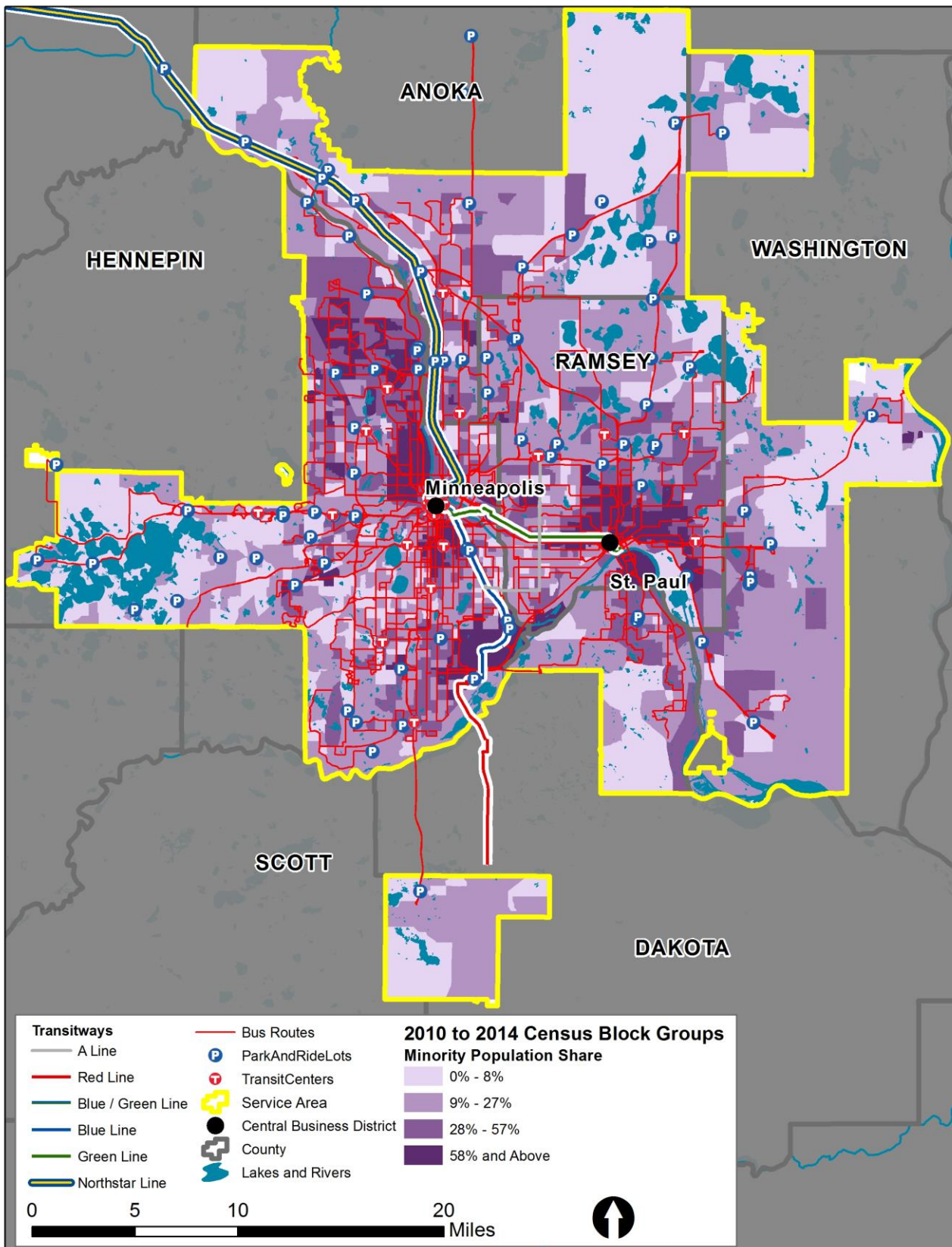


Figure 5: Census Block Groups with Minority Population Greater than the Service Area Average

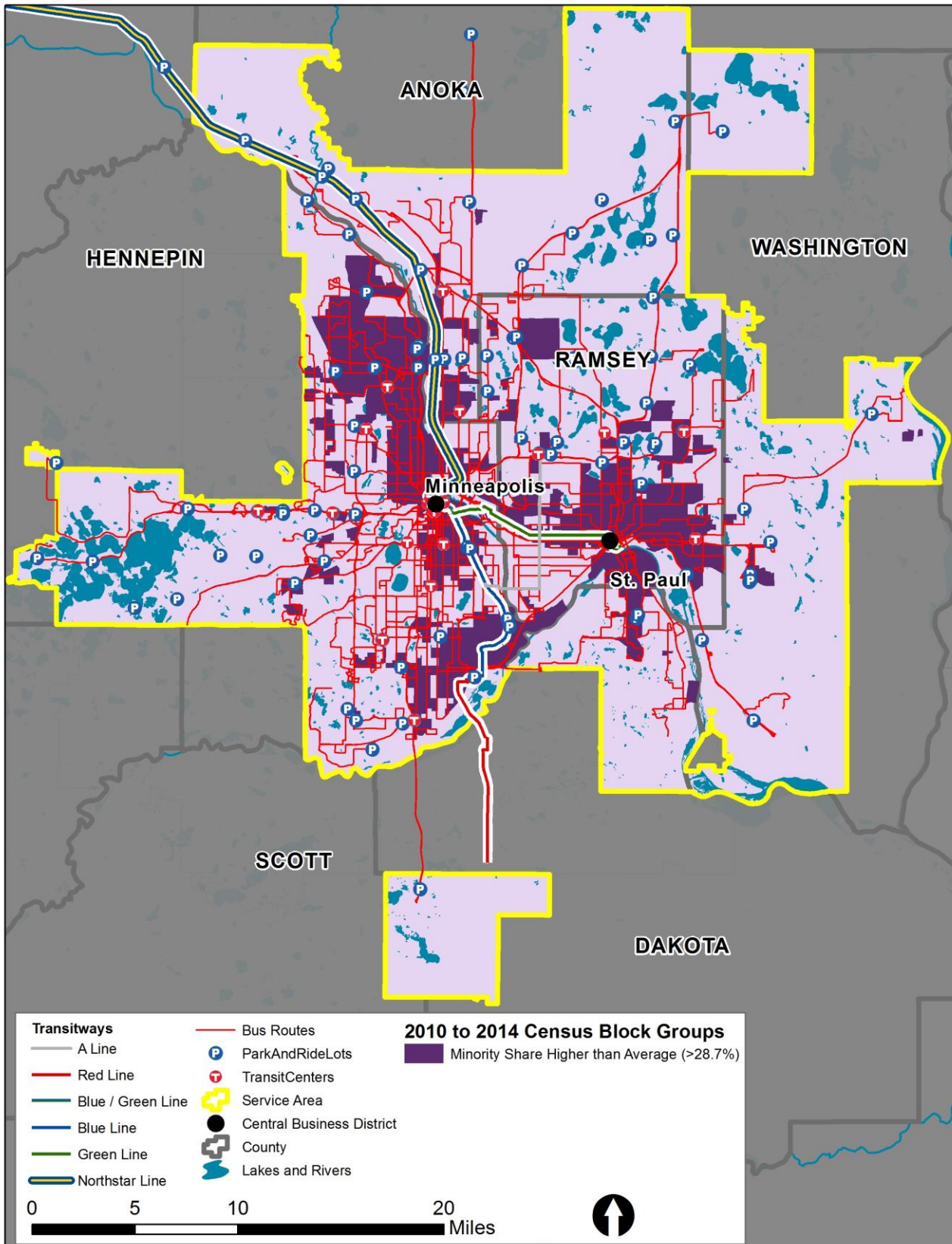


Figure 6: Minority Population and Recently Constructed/Improved and Planned Facilities

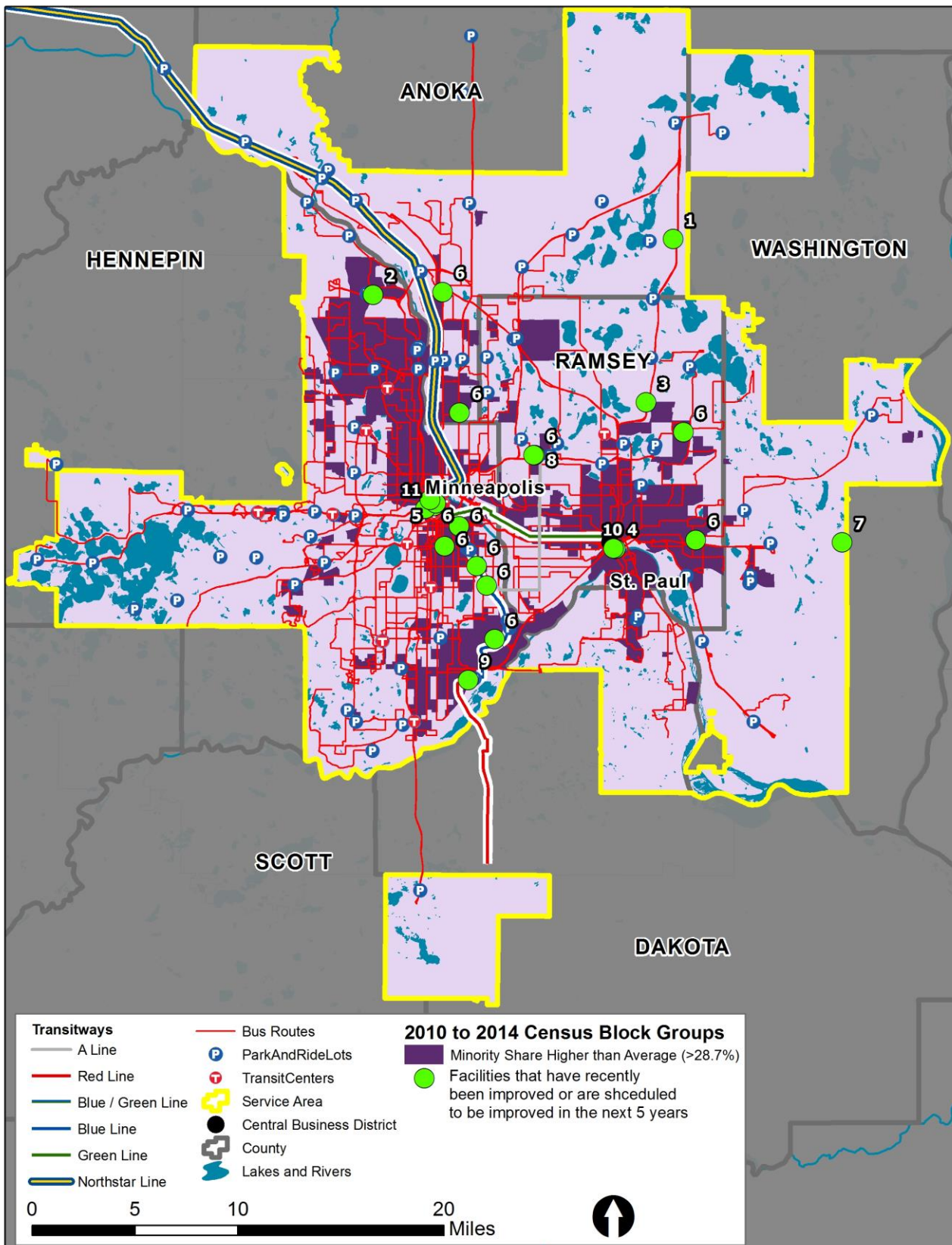


Table 10: Recent and Planned Improvements to Customer Facilities

ID Number	Project Name	Project Description
1	I-35E & Cty Rd 14 P&R	300 space park-and-ride, surface lot
2	Hwy 610 & Cty Rd E P&R	1,000 space park-and-ride, surface lot and ramp
3	I-35E & Cty Rd P&R	300 space park-and-ride, surface lot
4	Downtown St. Paul Passenger Facility Improvements	Improvements to three bus stops downtown St. Paul: heat, light, expanded waiting areas, real-time bus arrival information signs
5	DT Minneapolis Transit Advantages	Improvements to 7th St bus stops at Nicollet and Hennepin: real-time bus arrival information signs, heat, light, enhanced shelters
6	RTS Transit Tech Systems	Adding real-time arrival information at busy transit centers
7	I-94 & Manning P&R	500 space park-and-ride, surface lot
8	Rosedale Transit Center	Expanded transit center with improvements to customer waiting areas
9	Mall of America Transit Center	Improved customer boarding areas, indoor access to mall
10	Downtown St. Paul Customer Facility Improvements	Improved customer-waiting areas. Enhanced shelters with heat and light. Improved customer information with real-time bus arrive information. On 5th and 6th Streets downtown St. Paul
11	Downtown Minneapolis Hennepin Avenue Customer Facility Improvements	Improved customer-waiting areas. Enhanced shelters with heat and light. Improved customer information with real-time bus arrive information. On Hennepin Ave between Washington Ave and 12th St. S.
13	P Fac 3 Video Surveillance System	Replacement and additional security system components (e.g., new cameras)
12	2010 1% Transit Security Enhancements	New platform at the Nicollet Mall LRT Station
System-Wide	Better Bus Stops Program	Bus shelter improvements focused in areas of concentrated poverty

Figure 7: Low-Income Population in the Metro Transit Service Area

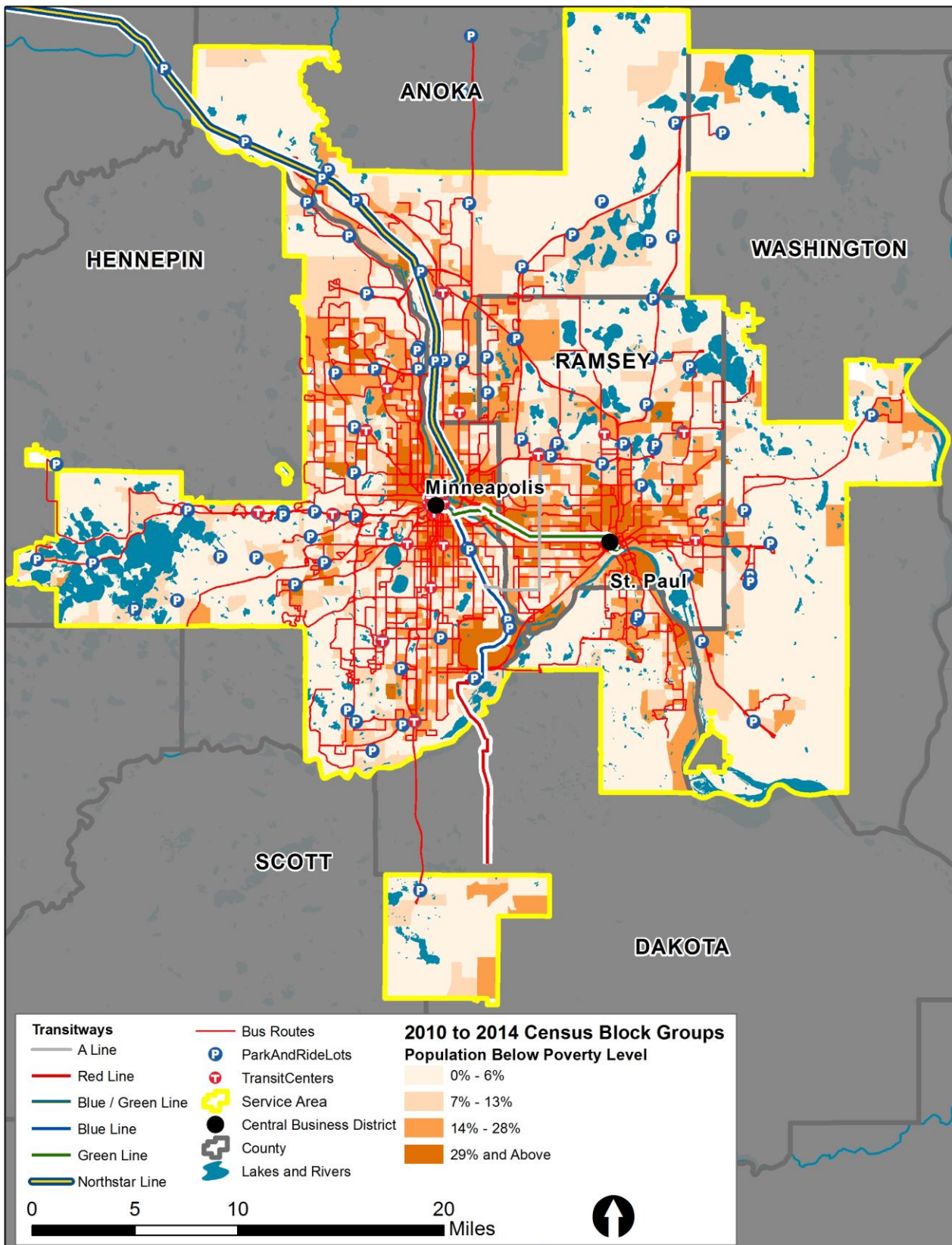


Figure 8: Census Block Groups with Low-Income Population Greater than the Service Area Average

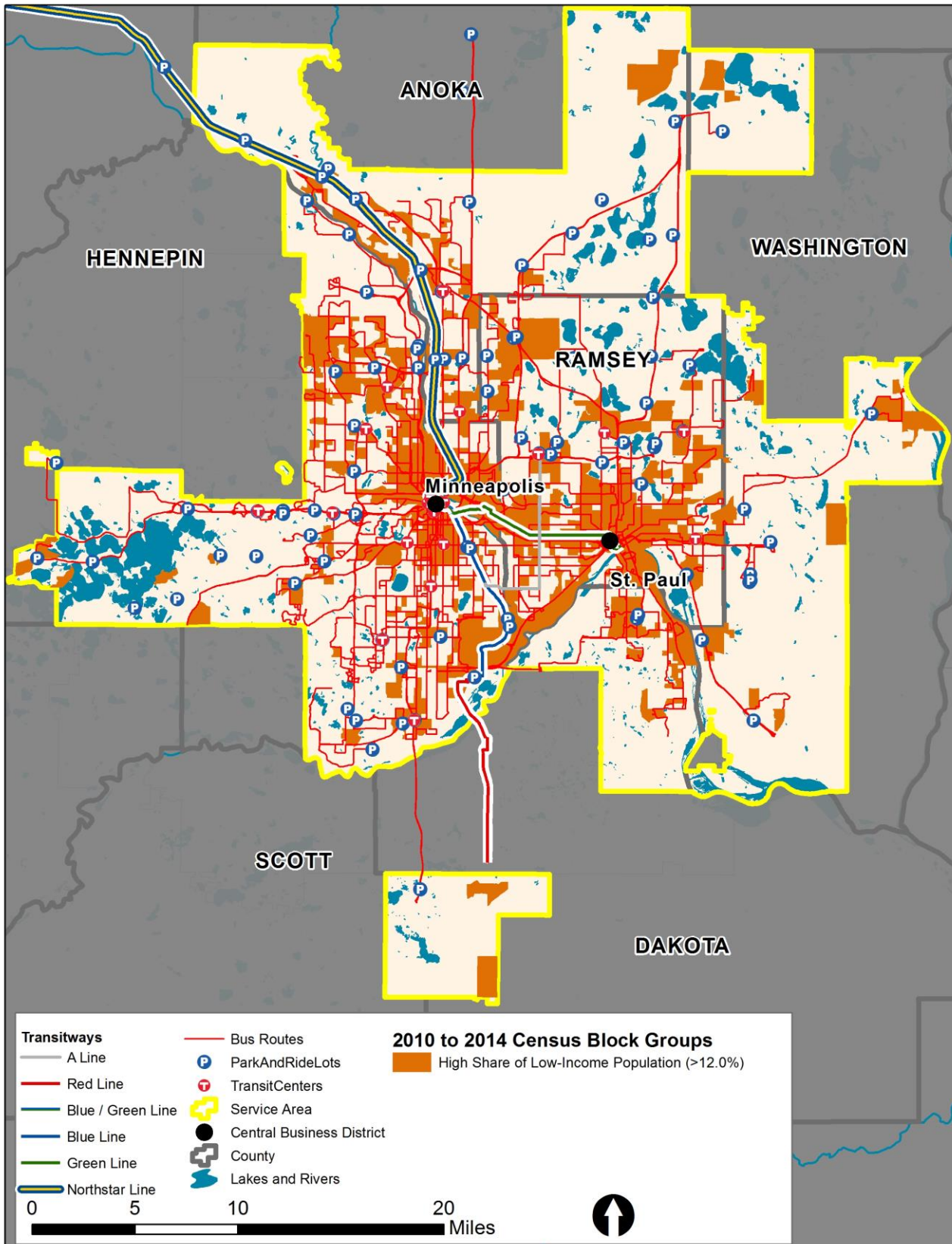
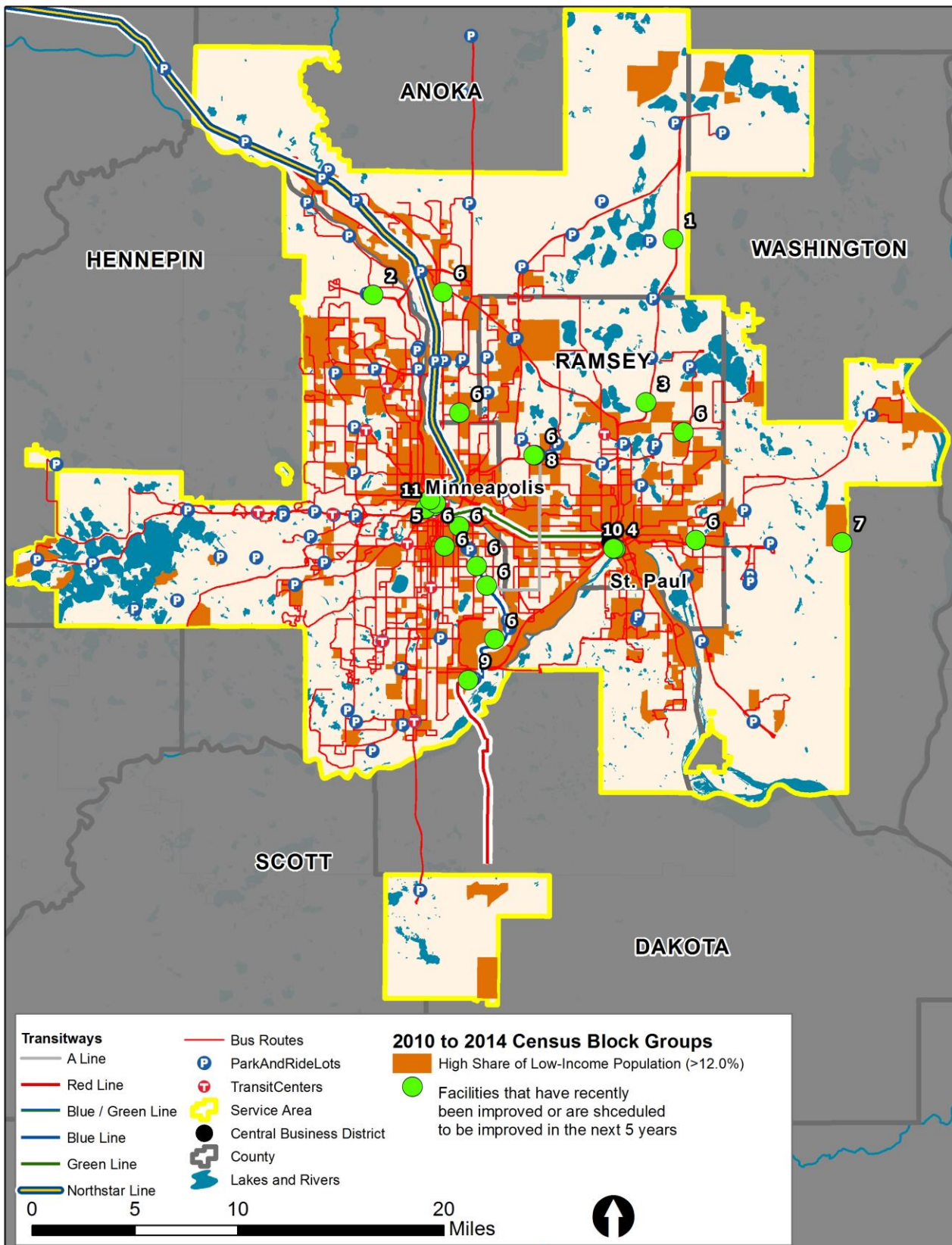


Figure 9: Low-Income Population and Recently Constructed/Improved and Planned Facilities



Metro Transit also performed a demographic analysis of the populations in close proximity to Metro Transit bus and fixed-guideway service. Table 11 includes population counts and percentages of those within one-half mile of fixed-guideway stations and a quarter mile of bus service by race/ethnicity and low income. Of note, a greater percentage of minority and low-income populations are located within a half mile and quarter mile of the respective services than the population as a whole.

Table 11: Proximity to Metro Transit Service

Demographic Analysis of Proximity to Metro Transit Service	Metro Transit Service Area	Percent within 1/4 Mile of Bus Service	Percent within 1/2 Mile of Transitway Stations
Total Population	2,059,518	62.1%	13.4%
All Minority Population	592,379	77.1%	20.7%
Black (Non-Hispanic)	214,451	83.5%	26.2%
Hispanic	141,276	77.4%	17.1%
Asian (Non-Hispanic)	155,284	70.8%	17.9%
Native American or American Indian (Non-Hispanic)	12,013	78.5%	23.7%
Hawaiian Native or Pacific Islander (Non-Hispanic)	613	66.4%	12.6%
Two or More Races	64,561	70.9%	16.7%
Other	4,181	67.8%	17.8%
White (Non-Hispanic)	1,467,139	56.0%	10.5%
Household Population (2010-2014 ACS Estimate)	822,115	62.3%	13.7%
Households Below Poverty Thresholds	98,940	80.3%	24.1%

Customer Demographics and Travel Patterns

FTA Title VI Circular 4702.1B stipulates the following requirements for data collection related to rider demographics:

Fixed route providers of public transportation [...] shall collect information on the race, color, national origin, English proficiency, language spoken at home, household income and travel patterns of their riders using customer surveys. Transit providers shall use this information to develop a demographic profile comparing minority riders and non-minority riders, and trips taken by minority riders and non-minority riders. Demographic information shall also be collected on fare usage by fare type amongst minority users and low-income users, in order to assist with fare equity analyses.

Metro Transit and the Metropolitan Council recently conducted two surveys to collect customer information: the 2014 Rider Survey and the 2010 Travel Behavior Inventory.

2014 Rider Survey

Metro Transit conducts a system-wide rider survey every two years to identify customer demographics, travel patterns, and satisfaction with service. The survey consists of separate bus, light rail, and Northstar surveys. The bus survey results are also summarized by express and local riders to compare the ridership characteristics of these service types.

The survey used in the 2014 Rider Survey was in the form of a three page 8.5" x 11" booklet with a prepaid mail-back option. Surveys were distributed on Wednesday, November 5th, Thursday, November 6th, and Sunday, November 9th, 2014 and the final collection day was Sunday, November 30th. Once collected, the surveys were scanned and subsequently analyzed.

Surveys were received at the following rates for each transit mode:

- Bus: 32 percent (Distributed 17,000, collected 5,461)
- Light Rail: 46 percent (Distributed 12,100, collected 5,550)
- Northstar: 38 percent (Distributed 1,300, collected 493)

The Executive Summary from the 2014 Rider Survey can be found in Appendix E.

2014 Rider Survey Results

Figure 10 illustrates some of the general demographics of bus riders, including age, race, and income. Figure 11 and Figure 12 display similar demographics for light rail and Northstar riders, respectively.

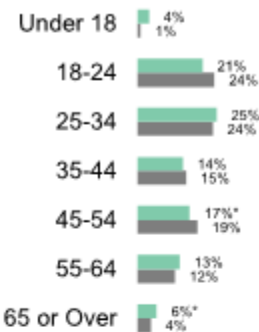
The data show that the demographic makeup of transit riders differs by mode. In 2014, non-minority riders made up 54 percent of all bus riders. However, express riders were much more likely to be non-minority compared to local riders. In comparison, non-minority riders made up 65 percent of light rail ridership and 93 percent of Northstar ridership. Bus and light rail passengers have similar age breakdowns, with the 25-34 cohort representing the largest group of riders. On average, express bus riders tend to be older than local bus riders. Northstar passengers tend to be slightly older with the 45-54 cohort making up the largest portion of passengers. Among local bus riders, 56 percent have no working automobiles available for use. Only 11 percent of express bus riders, 34 percent of light rail riders, and 7 percent of Northstar riders have no working automobiles available for use. The results also show that the household income of express bus and Northstar riders tends to be significantly higher than that of local bus and light rail riders.

Figure 10: Bus Rider Snapshot

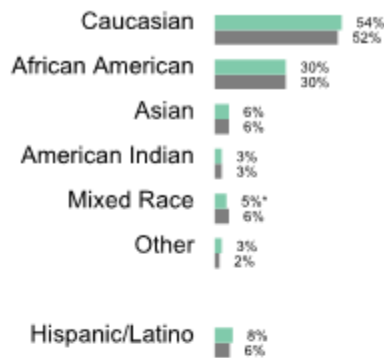
Demographics

- Top zip code origins: 55407, 55404, 55106, 55411
- Top zip code destinations: 55402, 55404, 55101, 55403
- Half of riders are under 35 and 65+ is increasing
- Nearly half of riders are non-white.
- Annual HH income has remained stable since 2012 apart from a drop for those making less than \$10K
- 52% female

Age



Race



Household Income



* Statistically significant difference 2014 to 2012



RIDERSHIP

- Majority (54%) ride on both weekdays and weekends.
- Nearly three-quarters ride at least five times a week (74%).
- Work is the primary trip purpose (56%), followed by shopping/errands (21%) and school (17%).
- 52% have no working automobiles available for use.
- The demographic and attitudinal profile of local riders is significantly different than that of express riders.

INFLUENCES

- 29% report their employer or an organization they are involved with offer transit passes, and of those, 57% cover part of the cost.
- Friends, family and coworkers (33%), school (19%), new home/work location (17%) and unreliable personal transportation (17%) are the top influences to first try transit.

PREFERENCES

- For 45%, living or working close to transit is the main reason for using transit, followed by saving money on parking (38%).
- 46% use metrotransit.org as their most popular source for transit information with the primary features being route/schedule pages and Trip Planner.
- 78% use Go-To technology to pay their fare.

METRO TRANSIT RATINGS

High Correlation, High Performance

- Accessibility
- Transferring is easy
- Value for the fare paid
- Drivers operate vehicles in a safe and responsible manner

High Correlation, Lower Performance

- Total travel time is reasonable
- Reliability – service is on schedule
- In addition, personal safety while riding, courteous drivers, routes go where I need to go, vehicles are comfortable, hours of operation meet my needs and personal safety while waiting warrant attention.

Note: Bus data are weighted

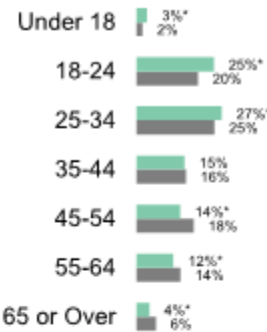
Source: 2014 Metro Transit Rider Survey

Figure 11: Light Rail Rider Snapshot

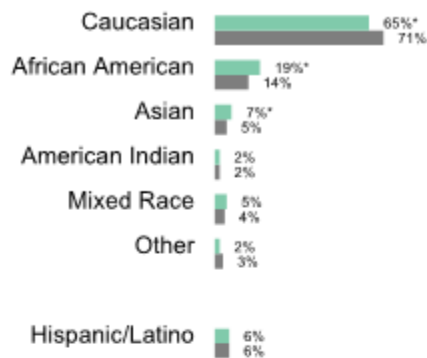
Demographics

- Top zip code origins: 55406, 55417, 55407, 55404
- Top zip code destinations: 55402, 55401, 55425
- Increase in younger riders (18-34) since 2012
- Number of non-white riders is higher than 2012
- Annual HH incomes remain stable since 2012
- 52% female

Age



Race



Household Income



* Statistically significant difference 2014 to 2012



RIDERSHIP

- 52% ride LRT on weekdays and 39% ride on both weekdays and weekends.
- Most ride during rush hour (69%).
- Riding LRT five days a week is most common (36%), 66% ride four to seven days a week.
- Work is the primary trip purpose (53%), followed by school (16%) and shopping/errands (15%).
- 34% have no working automobiles available for use.
- 13% use Park & Ride.

INFLUENCES

- 38% report their employer or an organization they are involved with offer transit passes, and of those, 59% cover part of the cost.
- Friends, family and coworkers (25%), school (24%), and moved locations (21%) are the top influences to first try transit.

PREFERENCES

- For over half (51%), living or working close to transit is the main reason for using transit, followed by saving money on parking (48%).
- Half (50%) use metrotransit.org as their primary source for transit information with the primary features being trip planner and route/schedule pages.
- 77% of riders use Go-To technology to pay their fare.

METRO TRANSIT RATINGS

High Correlation, High Performance

- Transferring is easy
- Value for fare paid
- Hours of operation for transit service meet my needs
- Vehicles are environmentally friendly

High Correlation, Lower Performance

- Total travel time is reasonable
- Reliability – service is on schedule
- In addition, personal safety while waiting and vehicles are clean warrant attention.

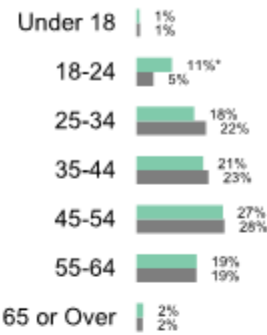
Source: 2014 Metro Transit Rider Survey

Figure 12: Northstar Rider Snapshot

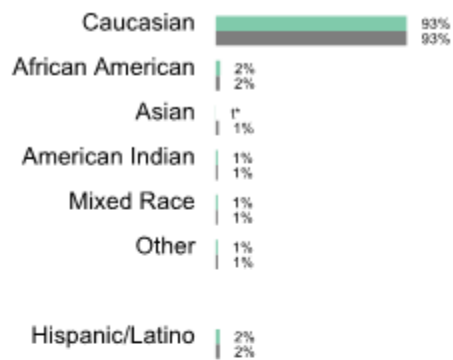
Demographics

- Top zip code origins: 55303, 55330, 55309
- Top zip code destinations: 55402, 55403, 55401
- Age of young adult riders (18-24) has increased significantly since 2012.
- Race and ethnicity of riders has remained unchanged since 2012.
- Annual HH income remains relatively stable since 2012.
- 56% female

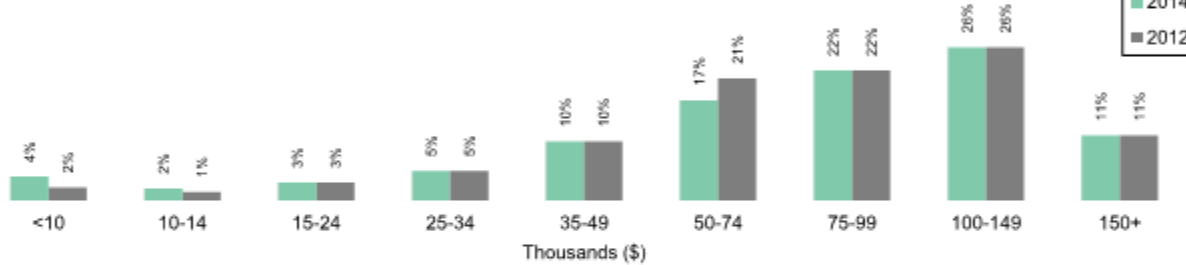
Age



Race



Household Income



t Denotes less than 1%
* Statistically significant difference 2014 to 2012

RIDERSHIP

- 89% ride Northstar on weekdays and 7% ride on both weekdays and weekends.
- Over three-fifths ride Northstar five times a week (62%), with 80% riding at least four times a week.
- Work is the primary trip purpose (85%), with school (8%) a distant second.
- Only 7% have no working automobiles available for use.
- Nearly two-thirds (65%) would drive alone if Northstar was not available.
- Over three-fourths (76%) use Park & Ride.

INFLUENCES

- 63% report their employer or an organization they are involved with offer transit passes, and of those, 67% cover part of the cost.
- Moved home or job location (39%) and rising fuel or prices/auto expenses (24%) are the top influences to first try transit.

PREFERENCES

- For 77%, avoiding stress of driving and saving money on gas/auto expenses (76%) are the main reason for using transit.
- Over half (53%) use metrotransit.org as their primary source for transit information with the primary features being route/schedule pages, manage Go-To cards and trip planner.
- 88% of riders use Go-To technology to pay their fare.

METRO TRANSIT RATINGS

- High Correlation, High Performance*
- Vehicles are comfortable
 - Vehicles are environmentally friendly
- High Correlation, Lower Performance*
- Total travel time is reasonable
 - Reliability – service on schedule
 - Value for the fare paid
 - Information at stations
 - Availability of seats
 - PA announcements on trains
 - PA announcements at stations
 - Hours of operation for transit service meet my needs

Source: 2014 Metro Transit Rider Survey

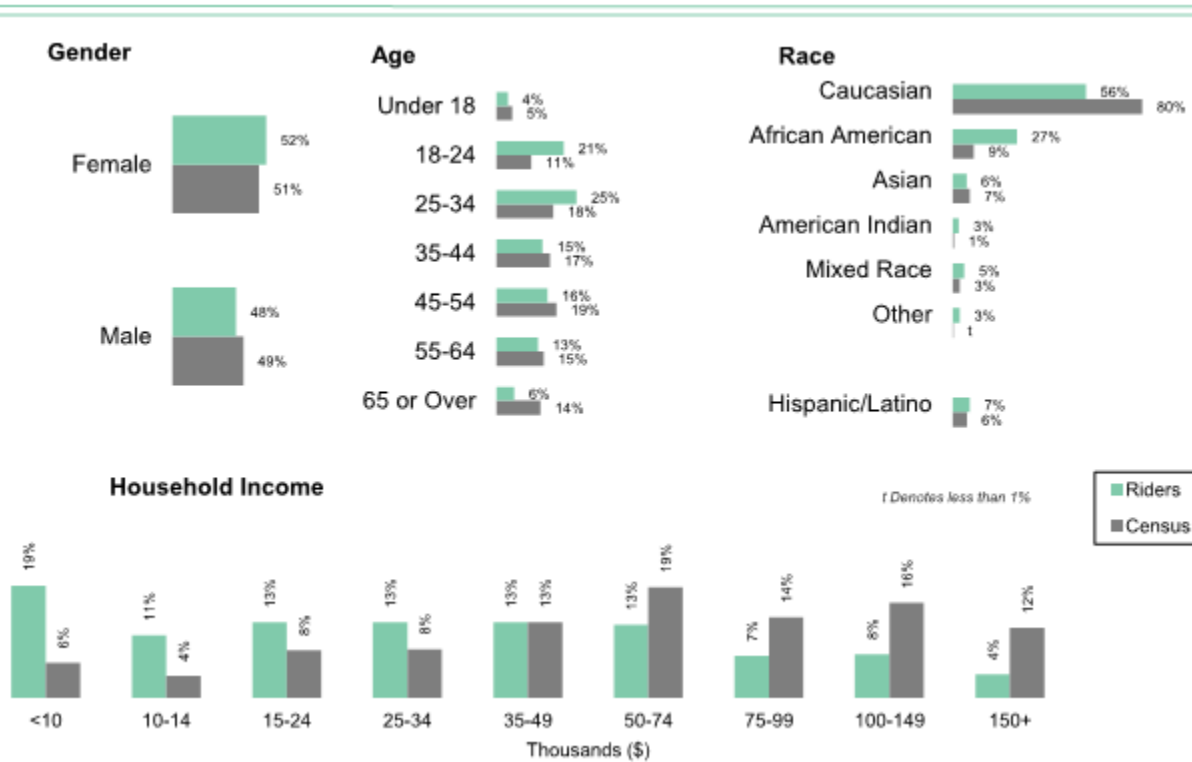
Comparing Transit Riders to the General Population

Comparing rider demographics to the demographics of all members of the general public as obtained through the US Census reveals several differences between the two groups. Figure 13 displays this comparison.

In summary, transit riders tend to be younger, are more likely to be a minority, and have lower income than the general public. For example:

- 21 percent of transit riders are 18-24 years old compared to 11 percent of the area population
- 44 percent of transit riders identify as a minority compared to 20 percent of the area population
- 43 percent of transit rider household incomes are less than \$25,000 compared to 18 percent of the area households.

Figure 13: Comparing Riders to Census



*Results based on weighted bus data and unweighted light rail and Northstar data. Modes are scaled to represent proportional rider volume. Source: U.S. Census Bureau; 2013 American Community Survey 2011-2013 (Twin Cities Region – 7 County)

Source: 2014 Metro Transit Rider Survey

Fare Usage

The survey also collected information regarding fare payment type. This information can be used to conduct fare change equity evaluations. The results are summarized in Table 12. The most popular fare type is Go-To Card, followed closely by Cash or Credit Card and Metro Pass.

Table 12: Fare Payment Type

Fare Type	Percent of Users – Bus	Percent of Users – LRT	Percent of Users – Northstar
Go-To Card	46%	41%	57%
Cash or Credit Card	24%	15%	9%
Metro Pass	12%	14%	26%
U-Pass	3%	11%	3%
College Pass	5%	2%	1%
Student Pass	3%	3%	1%
Other	7%	14%	3%

English Proficiency and Language Spoken at Home

Questions related to English proficiency and Language Spoken at Home are typically not collected through the biennial rider survey process. Rather, these are collected during decennial metropolitan Travel Behavior Inventory. Information from this survey and the American Community Survey from the U.S. Census Bureau is also used in the four-factor analysis in the Language Assistance Plan. Metro Transit also relies on the day-to-day experiences of bus operators and customer service representatives to identify language assistance needs.

2010 Travel Behavior Inventory

Metro Transit also examines rider demographics and travel behavior through the onboard transit survey component of the Met Council's Travel Behavior Inventory (TBI). The TBI is conducted every 10 years, with the most recent update completed in 2010. The TBI uses a variety of methods including household interviews (comprised of travel diaries and some voluntary GPS travel monitoring), transit on-board surveys, airport surveys, an external mailback survey, and survey of people arriving to the Mall of America. The transit on-board survey was conducted in November 2010. It was made available in English, Spanish, Hmong, and Somali. Respondents turned in 16,562 completed and usable surveys of the 26,000 surveys distributed.

TBI Survey Results

The TBI provides valuable information regarding the travel behavior of riders. Examples of some of this data are summarized below. The survey includes questions regarding race/ethnicity and income level allowing the results to be compared between different population groups.

Mode Used to Access Transit at Beginning and End of Trip

Table 13 displays the proportion of riders using each mode of travel before and after the transit portion of their trip. The vast majority of people walk to their first transit stop with 72 percent arriving by foot. Likewise, 80 percent of riders walk to their final destination after using transit. The next most common mode is driving, which makes up 19 percent of riders before the transit trip and 13 percent of riders after the transit trip. A combined total of 9 percent arrive by bike, sharing a ride, being dropped off, or some other means.

Table 13: Mode Used Before and After Transit Trip

Mode	Before Transit Trip	After Transit Trip
Walk	72%	80%
Bike	1%	1%
Drive	19%	13%
Dropped Off	1%	0%
Shared Ride	4%	3%
Other	3%	2%

Source: 2010 Metropolitan Council Travel Behavior Inventory

Transfers

Table 14 shows the breakdown of riders based on the number of transfers they make. Over 60 percent of riders do not transfer, and 30 percent transfer only once. Only 8 percent transfer twice, and 1 percent transfer more than twice.

Table 14: Number of Transfers on Trip

Transfers	Riders
Zero	61%
One	30%
Two	8%
Three	1%
Four	0%

Source: 2010 Metropolitan Council Travel Behavior Inventory

Frequency of Use

Table 15 summarizes the frequency of transit use for riders by bus, light rail, and Northstar. Frequency of use varies greatly across transit modes, though more of each mode’s riders use transit five days per week than any other number of days. Bus riders are by far the most likely to use the service seven days per week, while light rail riders are the most likely to use service less than one day per week.

Table 15: Frequency of Transit Use

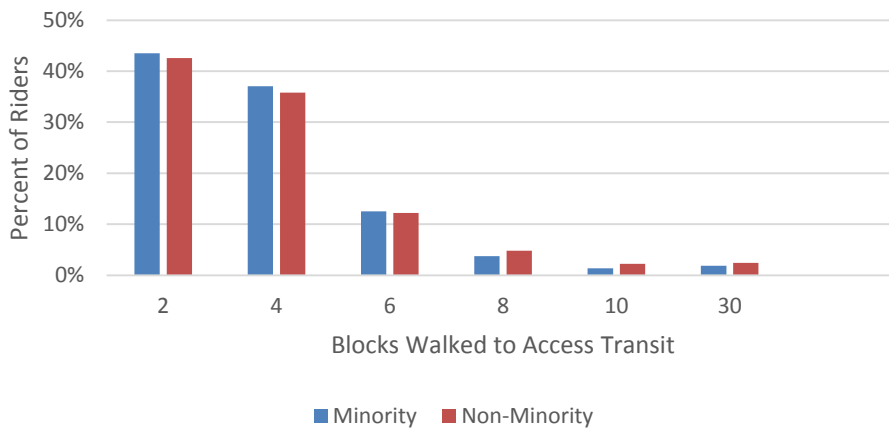
Days of Week	Bus Riders	Light Rail Riders	Northstar Riders
Less than One	2%	20%	4%
One	1%	6%	1%
Two	3%	8%	5%
Three	6%	8%	10%
Four	8%	12%	19%
Five	36%	33%	60%
Six	13%	6%	1%
Seven	29%	8%	0%

Source: 2012 Metro Transit Rider Survey

Blocks Walked to Access Transit

Figure 14 summarizes TBI survey responses for blocks walked to access transit. Over 40 percent of riders walk two blocks or less to access the first bus stop and over 75 percent walk four blocks or less. The differences between minority and non-minority riders are small, but skew slightly toward longer walk distances for minority riders.

Figure 14: Blocks Walked to Access Transit by Minority/Non-Minority



Service and Fare Change Evaluations

The Title VI Circular requires that transit providers which are located in an urbanized area with a population of more than 200,000 and which operate 50 or more vehicles in peak service must evaluate the equity impacts of proposed service and fare changes on minority and low-income populations.

In order to accomplish this requirement, transit providers are required to develop a “major service change” policy to determine when an equity evaluation is required. They are also required to develop policies for determining when a proposed major service change will result in a disparate impact to minority populations and/or a disproportionate burden to low-income populations. The Circular requires that a public engagement process be included as part of the setting of these policies.

Metro Transit Service and Fare Change Policies

Major Service Policy

Metro Transit’s Major Service Change policy is as follows:

All increases or decreases in fixed route service meeting the threshold require a Title VI Service Equity Analysis prior to implementation. The equity analysis must be approved by the Metropolitan Council and a record included in the agency’s Title VI Program.

Major service changes meet at least one of the following criteria:

- a) For an existing route(s), one or more service changes resulting in at least a 25 percent change in the daily in-service hours within a 12 month period (minimum of 3,500 annual in-service hours).*
- b) A new route in a new coverage area (minimum net increase of more than 3,500 annual in-service hours).*
- c) Restructuring of transit service throughout a sector or sub-area of the region as defined by Metro Transit.*
- d) Elimination of a transit route without alternate fixed route replacement.*

The following service changes are exempt:

- a) Seasonal service changes.*
- b) Route number or branch letter designation.*
- c) Any change or discontinuation of a demonstration route within the first 24 months of operation.*
- d) Changes on special service routes such as State Fair, sporting events, and special events.*
- e) Route changes caused by an emergency. Emergencies include, but are not limited to, major construction, labor strikes, and inadequate fuel supplies.*
- f) Any service change that does not meet the conditions of a major service change as defined above.*

Disparate Impact and Disproportionate Burden Policies

Metro Transit’s Disparate Impact and Disproportionate Burden policies are as follows:

The Metropolitan Council will use the “four-fifths” rule as the threshold to determine if a proposed fare change, major service change, or triennial monitoring review of system-wide standards and policies shows evidence of potential for disparate impact or disproportional burden. The “four-fifths” rule measures when 1) adverse impacts are borne disproportionately by minority or low-income populations and 2) benefits are not equitably shared by minority or low-income populations.

The “four-fifths” rule states that there could be evidence of disparate impact or disproportional burden if:

- Benefits are being provided to minority or low-income populations at a rate less than 80 percent (four-fifths) than the benefits being provided to non-minority or non-low-income populations.
- Adverse effects are being borne by non-minority or non-low-income populations at a rate less than 80 percent (four-fifths) than the adverse effects being borne by minority or low-income populations.

If a potential disparate impact for minority populations is found, the FTA requires recipients to analyze alternatives. A provider may modify the proposed change to avoid, minimize, or mitigate potential disparate impacts. A transit provider may proceed with the proposed change if there is a substantial legitimate justification and no legitimate alternatives exist with a less disparate impact that still accomplish the provider’s legitimate program goals.

If potential disproportionate burden on low-income populations is found, the FTA requires recipients to take steps to avoid, minimize, or mitigate impacts where practicable.

Public Outreach

An extensive public outreach effort was made by Metro Transit staff before the Service and Fare Change policies were set. In December 2012, Service Development staff met with representatives from eight organizations focused on environmental and social justice to discuss the requirements of the new circular and seek input on how these policies should be defined. These organizations included:

- African American Leadership Forum
- Alliance for Metropolitan Stability
- District Councils Collaborative of St. Paul and Minneapolis
- ISIAH
- Minneapolis Urban League
- Minnesota Center for Environmental Advocacy
- Northside Transportation Network
- St. Paul NAACP
- Transit for Livable Communities

In addition, staff reviewed the Title VI policies of many peer agencies across the county. Policies from systems in Los Angeles, Washington, D.C., Fort Worth, Houston, Atlanta, and Portland were reviewed.

Five public hearings were held in February 2013:

- Wednesday, February 6, 2013 6:00p.m.-7:30 p.m.
SouthWest Station, Eden Prairie (joint with SouthWest Transit)
- Thursday, February 7, 2013, 6:00 p.m.-7:30 p.m.
Burnhaven Library, Burnsville (joint with MVTA)
- Saturday, February 9, 2013, 12:30 p.m.-2:00 p.m.
Augsburg Library, Richfield
- Tuesday, February 12, 2013, 11:00 a.m.-12:30 p.m.
Minneapolis Urban League, Minneapolis

- Wednesday, February 13, 2013, 6:00 p.m.-7:30 p.m.
East Side YMCA, St. Paul

The hearings were promoted in Connect (Metro Transit's on-board newsletter) and on the Metropolitan Council, Metro Transit, MVTA, and SouthWest Transit websites. Notices were posted in the *State Register*, *Star Tribune*, *Pioneer Press*, *Finance & Commerce*, *Capitol Report*, *Anoka County Union*, *Waconia Patriot*, *Rosemount Town Pages*, *Shakopee Valley News*, *Lillie Suburban Newspaper*, *Asian American Press*, and the *MN Spokesman Recorder*. In addition, a press release was issued to local newspapers.

Comments were accepted by testifying at a public hearing, via e-mail, fax and US Mail, TTY, and by leaving comments on the Council's Public Comment Line. The public comment period closed on February 25, 2013. Comments were received from seven individuals, although many comments did not specifically relate to the proposed Title VI policies.

The Metropolitan Council unanimously approved the Title VI Program Major Change and Disparate Impact and Disproportionate Burden Policies at its June 26, 2013 meeting. The meeting minutes for this meeting are included in Appendix F.

Evaluation Methodology

The Title VI Circular requires that the equity impacts of all proposed fare and major service changes be evaluated before implementation during their planning stages. The procedures Metro Transit uses to evaluate each type of change are summarized below. While these are the methods currently used, Metro Transit may use a modified approach based on the availability of data and the specific characteristics of each fare or major service change.

Service Change Equity Evaluations

A geographic information systems (GIS)-based approach is employed in the service change equity analyses to measure the distribution of benefits and adverse impacts between minority and non-minority populations and between low-income and non-low-income populations. The impact of each service change is measured by comparing the number of weekly trips available to a population group before and after the service change. Service improvements such as increased frequency and span of service will result in an increase in the number of trips available. Service reductions will result in a decrease in the number of trips available.

Each analysis consists of five steps:

1. Model current and proposed service.
2. Spatially allocate current and proposed transit service levels to census divisions.
3. Define the geographic extent of analysis (service change area).
4. Calculate the percent difference in current versus proposed service levels for each census division.
5. Calculate the average percent change in service for all minority/low-income and non-minority/non-low-income populations within the service change area.
6. Determine whether the proposed changes will result in disparate impacts or disproportionate burdens by applying the four-fifths threshold (if needed).

Four-Fifths Threshold

The Federal Transit Administration defines “disparate impacts” as neutral policies or practices that have the effect of disproportionately excluding or adversely affecting members of a group protected under Title VI, and the recipient’s policy or practice lacks a substantial legitimate justification. If the results of the analysis indicate a potential for disparate impacts, further investigation is performed. Metro Transit uses qualitative assessments and the “four-fifths rule” to determine whether disparate impacts exist.

The four-fifths rule originates from employment law, but is applied in this setting to compare rates of benefits or adverse impacts among various population groups to identify whether they are distributed equitably. The four-fifths rule suggests that a selection rate for any racial, ethnic, or gender group that is less than four-fifths or 80 percent of the rate for the group with the highest selection rate will be regarded as evidence of adverse impact. Although it is a “rule of thumb” and not a legal definition, it is a practical way for identifying adverse impacts that require mitigation or avoidance.

In service change equity evaluations, if the quantitative results indicate that the service changes provide benefits to minority/low-income groups at a rate less than 80 percent of the benefits provided to non-minority/non-low-income groups, there could be evidence of disparate impacts. If disparate impacts are found using this threshold, mitigation measures should be identified. For example, if the evaluation finds that the average non-minority person will see a 10 percent increase in service, the average minority person must see at least an 8 percent increase in service to meet the four-fifths threshold.

As an alternative example for a service reduction, if the results indicate that the average minority person sees a 20 percent reduction in service, the average non-minority person must see at least a 16 percent reduction in service.

Fare Change Equity Evaluations

Fare change evaluations use a survey-based approach to measure the relative impact of proposed fare changes on minority, non-minority, low-income, and non-low-income populations. Passenger surveys are used to identify the race/ethnicity, household size, and household income for each passenger. This information is then tied to the fare payment type used by the passenger. This survey information in conjunction with proposed percent change for each fare payment type can be used to calculate the average percent change in fare for minority, non-minority, low-income, and non-low-income riders.

Recent Equity Evaluation Results

Two service change equity evaluations and one fare change equity evaluation were completed (or are in the process of being completed) by Metro Transit between 2014 and 2016. These include:

- West End and Route 9 Transit Study Concept Plan (Pending review and approval by the Metropolitan Council)
- Low-Income Fare Project (Pending review and approval by the Metropolitan Council)
- Service Improvement Plan (Reviewed and approved by the Metropolitan Council; Minutes of the meetings documenting this approval are available in Appendix G).

West End and Route 9 Transit Study Concept Plan

Metro Transit has proposed service changes to routes 9, 25, 604, 649, and 675. The affected route areas include routes 9 and 25 west of downtown Minneapolis, Route 604 east of the Louisiana Transit Center, Route 649, and route 675 east of the Louisiana Transit center. These proposed changes would take effect in late 2017, but are currently still in draft form. The proposed changes meet the threshold for a “major service change” as defined in Metro Transit’s Title VI Program Major Service Change Policy.

Service Change Evaluation Results

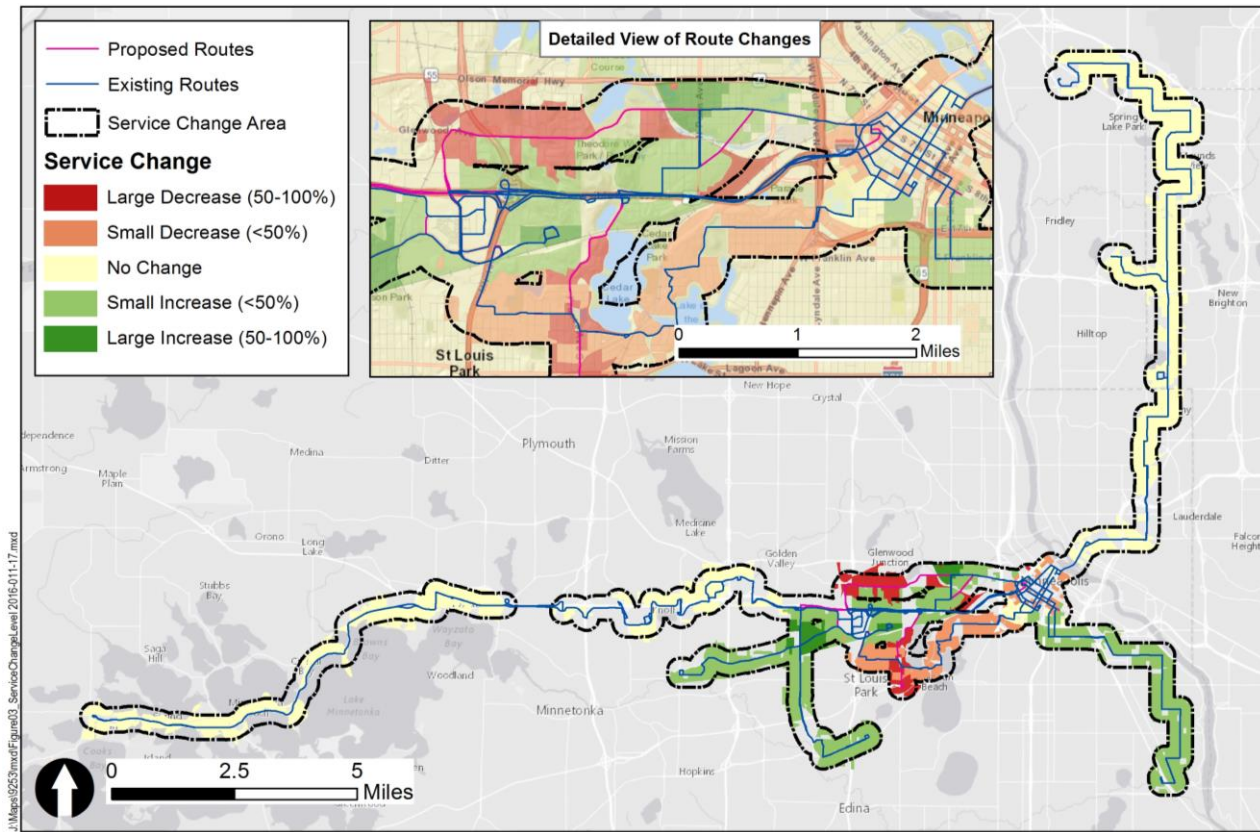
The minority and low-income equity evaluation of the proposed route changes and additions found no potential for disparate impact to minority populations or disproportionate burden on low-income populations.

Table 16 includes a summary the percent change in trip-count using the population-weighted method for the total population, minority, non-minority, low-income, and non-low income populations. Table 16 also includes the four-fifths threshold used as the basis for determining disparate impacts to the minority and low-income population groups. The average change in service for minority populations is 3.2 percent compared to a service decrease of -1.5 percent for non-minority populations. The average change in service for low-income populations is 2.8 percent compared to a service decrease of -0.8 percent for non-low-income populations.

Table 16: Title VI Equity Evaluation Results – West End and Route 9 Study

Population Group	Population of Service Change Area	Average Percent Service Change	Four-Fifths Threshold
Minority	28,017	3.2%	-1.2%
Non-Minority	61,271	-1.5%	-
Low-Income	16,522	2.8%	-0.6%
Non-Low-Income	69,076	-0.8%	-
Total Population	89,288	-0.3%	-

Figure 15: Change in Existing Level of Service – West End and Route 9 Transit Study



Service Improvement Plan

The Metro Transit Service Improvement Plan (SIP) is a service expansion plan that builds on the existing Metro Transit bus network and identifies opportunities to add new routes and improve the frequency and span of existing service out to the year 2030. It is a prioritized vision for how Metro Transit will seek to improve the local and express bus service over the next 10 to 15 years. Although not required at this stage of the planning process since there are no major service changes being implemented, Metro Transit chose to conduct a Title VI Equity Analysis.

Service Change Evaluation Results

In total, 1,405,599 people live in census blocks within the area that is experience a change in service. This population includes 380,865 minority persons, 1,024,734 non-minority persons, 227,044 low-income persons, and 1,178,555 non-low-income persons. The average percent change in service levels for each target population group is summarized in Table 17.

Table 17: Title VI Equity Evaluation Results – Service Improvement Plan

Population Group	Population of Service Change Area	Average Percent Service Change	Four-Fifths Threshold
Minority	380,865	36.5%	31.4%
Non-Minority	1,024,734	39.2%	-
Low-Income	227,044	35.9%	31.2%
Non-Low-Income	1,178,555	39.0%	-
Total Population	1,405,599	38.5%	-

All population groups experience an overall increase in transit service availability as a result of the proposed service changes. The average individual in the service change area experiences a 38.5 percent increase in transit service.

The average minority individual in the service change area experiences a 36.5 percent increase in transit service. This value is less than the average increase of 39.2 percent for non-minority individuals, but is greater than the four-fifths threshold of 31.4 percent indicating that there is no potential for disparate impact to minority populations.

The average low-income individual in the service change area experiences a 35.9 percent increase in transit service. This value is less than the average increase of 39.0 percent for non-low-income individuals, but is greater than the four-fifths threshold of 31.2 percent, indicating that there is no potential for disproportionate burden to low-income populations.

While the analysis above investigates the change in service level for each population group resulting from the SIP changes, Metro Transit feels it was also important to evaluate the cumulative impacts of previous service changes. Table 18 displays the total number of bus trips available to each population group following the implementation of the SIP changes.

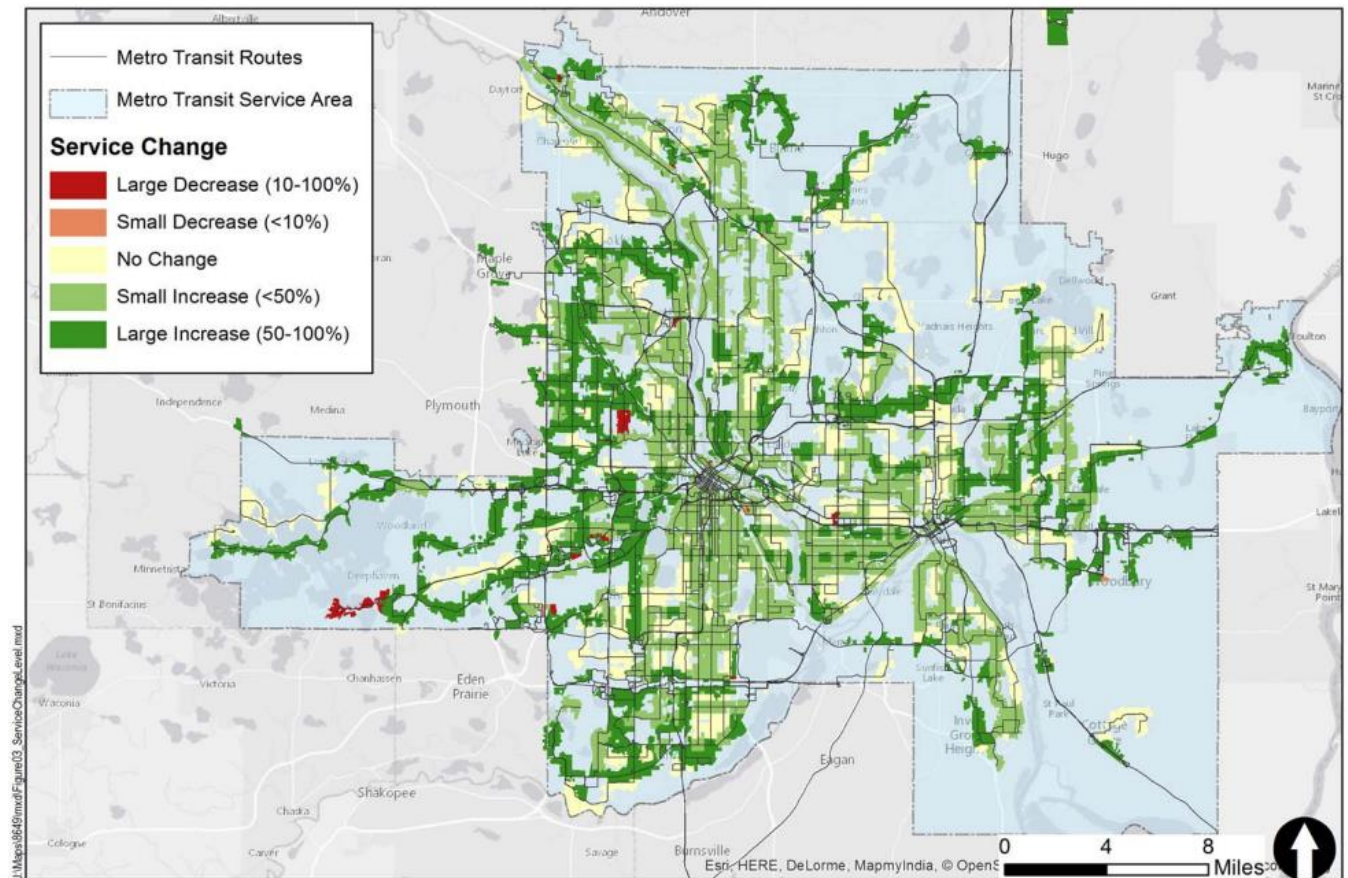
Table 18: Current and Proposed Weekly Service Levels – Minority and Low-Income Analyses

Population Group	Average Number of Weekly Bus Trips within ¼ Mile	
	Current Conditions	Proposed Conditions
Minority	1,127	1,480
Non-Minority	873	1,166
Low-Income	1,359	1,776
Non-Low-Income	862	1,151
Total Population	942	1,251

The previous analysis showed that both minority and low-income populations receive slightly smaller percent increases in service due to the SIP changes. However, Table 18 shows that the average number of bus trips within one-quarter mile of minority individuals under the SIP is 1,480 weekly trips, higher than the average for non-minority individuals at 1,166. Likewise, the average number of bus trips available to low-income individuals is 1,776, higher than the average for non-low-income individuals at 1,151.

It is important to note that this trip count does not include METRO trips such as LRT and BRT service. This average count does also not take into account populations located within the boundaries of Metro Transit's service area that are not located within one quarter-mile of the existing or proposed service.

Figure 16: Change in Existing Level of Service – Service Improvement Plan



System-Wide Service Standards and Policies

FTA Title VI Circular 4702.1B provides the following direction for system-wide standards and policies of fixed route transit providers:

All fixed route transit providers shall set service standards and policies for each specific fixed route mode of service they provide. Fixed route modes of service include but are not limited to, local bus, express bus, commuter bus, bus rapid transit, light rail, subway, commuter rail, passenger ferry, etc. These standards and policies must address how service is distributed across the transit system, and must ensure that the manner of the distribution affords users access to these assets.

The Metropolitan Council has established a set of service standards and policies to guide the provision of transit service in the region. Many of these standards and policies are outlined in Appendix G of the Metropolitan Council's 2040 Transportation Policy Plan (TPP) and other documents such as the Fleet Management Procedures. Each standard or policy is explained in detail below. In accordance with the Title VI Circular, service standards and policies have been developed for the following measures:

- Vehicle Load
- Service Frequency
- On-Time Performance
- Service Availability
- Distribution of Amenities
- Vehicle Assignment

Transit Market Areas

Several of the standards are dependent on the specific Transit Market Area being evaluated. The Metropolitan Council's TPP defines five unique Transit Market Areas based on a combination of population density, employment density, and automobile availability. Market Areas define the type of service best suited to an area. Market Area I is the most transit supportive with high levels of population and employment densities as well as lower rates of automobile ownership. As such, it typically can support the highest levels of transit service. Market Area V is the least transit supportive with lowest population densities. Many of the service standards and policies vary based on Transit Market Area. Additionally, while these standards represent typical design guidelines for transit service, some exceptions exist based on specific conditions.

Route Type

Many of the standards also depend on the specific route type being evaluated. Each route type is designed for distinct situations and goals:

- **Core Local Bus** routes typically serve the denser urban areas of Market Areas I and II, usually providing access to a downtown or major activity center along important commercial corridors. They form the base of the core bus network and are typically some of the most productive routes in the system. Some Core Local Bus routes are supplemented with a limited stop route designed to serve customers wishing to travel farther distances along the corridor. Limited stop routes make fewer stops and provide faster service than the Core Local routes.
- **Supporting Local Bus** routes are typically designed to provide crosstown connections within Market Areas I and II. Typically, these routes do not serve a downtown but play an important

role connecting to Core Local routes and ensuring transit access for those not traveling downtown.

- **Suburban Local Bus** routes typically operate in Market Areas II and III in a suburban context and are often less productive than Core Local routes. These routes serve an important role in providing a basic-level of transit coverage throughout the region.
- **Commuter and Express Bus** routes primarily operate during peak periods to serve commuters to downtown or a major employment center. These routes typically operate non-stop on highways for portions of the route between picking up passengers in residential areas or at park-and-ride facilities and dropping them off at a major destination.
- **Arterial Bus Rapid Transit (BRT)** lines operate in high demand urban arterial corridors with service, facility, and technology improvements that enable faster travel speeds, greater frequency, an improved passenger experience, and better reliability. Design guidelines for arterial BRT can be found in the Regional Transitway Guidelines.
- **Highway Bus Rapid Transit (BRT)** lines operate in high demand highway corridors with service, facility, and technology improvements providing faster travel speeds, all-day service, greater frequency, an improved passenger experience, and better reliability. Design guidelines for highway BRT can be found in the Regional Transitway Guidelines.
- **Dedicated Bus Rapid Transit (BRT)** lines operate in dedicated right-of-way for the exclusive use of buses in high demand corridors. Service, facility and technology improvements are similar to light rail. It provides faster travel speeds, all-day service, greater frequency, an improved passenger experience, and better reliability. Design guidelines for dedicated BRT have not yet been developed. An update to the Regional Transitway Guidelines is identified as a work program item and will consider addressing dedicated BRT.
- **Light Rail** operates using electrically-powered passenger rail cars operating on fixed rails in dedicated right-of-way. It provides frequent, all-day service stopping at stations with high levels of customer amenities and waiting facilities. Design guidelines for light rail can be found in the Regional Transitway Guidelines.
- **Commuter Rail** operates using diesel-power locomotives and passenger coaches on traditional railroad track. These trains typically only operate during the morning and evening peak period to serve work commuters. Design guidelines for commuter rail can be found in the Regional Transitway Guidelines.

Vehicle Load

Standards for vehicle load are established and monitored Metro Transit's Service Development department. These standards take into account the seating capacity of various bus types and the type of service being provided. While the availability of seating is a contributing factor to a pleasant transit experience, it is not always feasible during peak periods. Standing loads (i.e., a vehicle load in excess of the seating capacity) are acceptable in some instances such as peak service. A summary of Metro Transit's maximum load standards is shown in Table 19. Buses are considered "consistently overloaded" if 40 percent or more of a trip's observations exceed the acceptable loading standards.

It should be noted that the 2015 Service Monitoring Evaluation used the vehicle load standards from the 2030 Transportation Policy Plan. Future evaluations will use the most currently available load standards.

Table 19: Vehicle Loading Standards by Route and Service Type (Peak/Off-Peak)

Bus Type (Seating Capacity)	Core Local	Supporting Local	Arterial BRT	Commuter/Express (>4 miles on Freeway)	Commuter/Express (<4 Mile on Freeway)	Suburban Local
Standard 40' Bus (38)	48/38	48/38	-	38/38	44/38	48/38
Articulated 60' Bus (57)	71/57	71/57	-	57/57	66/57	71/57
Coach Bus (57)	-	-	-	57/57	-	-
Arterial BRT 40' Bus (34)	-	-	48/38	-	-	-
Arterial BRT 60' Bus (50)	-	-	71/57	-	-	-
30' Bus (27)	-	33/27	-	-	-	33/27
Cutaway (21)	-	21/21	-	-	-	21/21

Service Frequency

The Metropolitan Council measures the frequency of a route based on vehicle headway, which is defined as the number of minutes between transit vehicles on a given route or line in the same direction. A shorter headway equates to a greater level of service along a corridor. Table 20 displays the maximum headway standards for each type and Transit Market Area.

Table 20: Service Frequency Standards

Route Type	Market Area I	Market Area II	Market Area III	Market Area IV	Market Area V
Core Local Bus	15" Peak 30" Offpeak 30" Weekend	30" Peak 60" Offpeak 60" Weekend	60" Peak 60" Offpeak 60" Weekend	N/A	N/A
Supporting Local Bus	30" Peak 30" Offpeak 30" Weekend			N/A	N/A
Suburban Local/Circulator	N/A			N/A	N/A
Arterial BRT	15" Peak			N/A	N/A
Highway BRT	15" Off-Peak			N/A	N/A
Light Rail	15" Weekend			N/A	N/A
Commuter Express Bus	30" Peak		3 Trips each peak		N/A
Commuter Rail	N/A		30" Peak		

To account for instances where the average route headway slightly exceeds the service area standard due to operational considerations such as transitional service levels at the beginning and end of the period, or the demand-driven schedule modifications, a route is considered in compliance for:

- A 15-minute headway if the average headway is less than or equal to 18 minutes;
- A 30-minute headway if the average headway is less than or equal to 35 minutes;
- A 60-minute headway if the average headway is less than or equal to 65 minutes.

On-Time Performance

Standards for on-time performance are established and monitored by Metro Transit’s Service Development department. On-time performance data is continuously collected using automated vehicle locator (AVL) equipment on Metro Transit and Metropolitan Council vehicles. The system-wide goal for the number of trips arriving at timepoints “on time” is updated on a monthly basis to account for seasonal factors and specific construction activity.

Metro Transit’s on-time performance goal during the most recently completed Service Monitoring Evaluation in 2014 was 87.6 percent for bus service, 95 percent for Blue Line LRT, 90 percent for Green Line LRT, and 96 percent for Northstar Commuter Rail. Each mode has a unique definition for what is considered “on-time.” The definitions are as follows:

- Bus service is considered on time if it departs scheduled timepoints between 1 minute early and 5 minutes late.
- Light rail service is considered on time if it departs stations between zero and 4 minutes late.
- Commuter rail service is considered on time if a trip arrives or departs the Target Field Station (downtown Minneapolis) within 5 minutes of the scheduled time.

Service Availability

The Metropolitan Council evaluates service availability through route spacing, stop spacing, and availability of service meeting the minimum midday frequency standards. .

Route Spacing

Route spacing examines the distance between bus routes of a given route type. The Metropolitan Council’s standards for bus route spacing are shown in Table 21. Standards have been established only for routes in Transit Market Areas I and II. Service in Transit Market Areas III, IV, and V is dependent on specific area configurations and demand.

Table 21: Minimum Bus Route Spacing Standards

Route Type	Market Area I	Market Area II	Market Area III	Market Area IV	Market Area V
Core Local Bus*	½ mile	1 mile	Specific**	N/A	N/A
Supporting Local Bus	1 mile	1-2 miles	Specific**	N/A	N/A
Suburban Local Bus	N/A	2 miles	Specific**	Specific**	N/A

*Local limited stop routes do not follow a route spacing guideline. They will be located in high demand corridors.

** Specific means that route structure will be adapted to the demographics, geography, and land use of specific area.

Stop Spacing

Transit stop spacing guidelines must balance greater access to service with faster travel speeds. Closely spaced stops reduce walking distance and improve access to transit, but tend to increase bus travel time. The Metropolitan Council's standard for bus stop spacing recommends is summarized in Table 22.

Table 22: Bus Stop Spacing Standards

Route Type	Typical Stop Spacing
Core Local Bus*	1/8 to 1/4 Mile
Supporting Local Bus	1/8 to 1/4 Mile
Suburban Local Bus	1/8 to 1/4 Mile
Arterial BRT	1/4 to 1/2 Mile
Highway BRT	1/2 to 1 Mile
Light Rail	1/2 to 1 Mile
Commuter Express Bus	Market Specific**
Commuter Rail	5 to 7 miles

*Local routes with limited stop service will have a typical stop spacing of ¼ to ½ mile

** In downtowns and local pickup areas, stop spacing will follow the standards for local routes. Along limited stop or non-stop portions of the route, stop spacing will be much greater.

Midday Frequency

In addition to the route and bus stop spacing standards, the Metropolitan Council also reviews service availability based on the population in Transit Market Areas I, II, and III located within one quarter mile of bus service (or within one half mile of transitway service) which meets the minimum midday service frequency standards described previously. It is the policy of the Metropolitan Council that service at this time of day is distributed equitably between minority and non-minority populations and between low-income and non-low-income populations.

Distribution of Amenities

The transit amenities standards examine distribution of bus shelters, customer information, and the distribution of amenities in park-and-rides, transit centers, and transitway stations.

Bus Shelters

The Metropolitan Council uses ridership to determine where to place bus shelters along its routes. Metro Transit considers the following factors to prioritize the bus stops where shelters are placed:

- High number of total passenger boardings, typically 40 or more boardings per day at bus stops located in Minneapolis and St. Paul and 25 or more boardings per day at bus stops located in suburban communities. This factor prioritizes shelter placement at bus stops where the most passengers are waiting, relative to the amount of transit service generally available in the community.
- High number of limited mobility boardings, to ensure that people vulnerable to inclement weather are protected.
- Stop location relative to minority and low-income census block groups to ensure regional equity goals are achieved.
- High number of transit transfers, to provide shelter where it is more likely that passengers are including a wait time in their transit trip.

In addition, heaters are occasionally installed in shelters with 80 or more passenger boardings per day. No standards or guidance currently exists regarding the placement of lighting at shelters.

Customer Information

The Metropolitan Council provides service information to its customers through a variety of means:

- Printed signs, system maps, and route maps are provided throughout the system. Schedule information provided in all shelters, including privately owned shelters.
- A limited number of real-time information signs are available in downtown Minneapolis and in park-and-ride facilities along the I-35W corridor.
- The Transit Information Center (TIC) fields over one million calls per year from transit customers.
- An automated interactive voice response (IVR) system provides scheduled and real-time transit information.
- Go-To Card customers can receive information on their accounts' stored value amounts and add funds to their cards through the phone system.
- An online trip planner that is interfaced with real-time scheduling information allows customers to plan their trips using personal computers or online mobile devices. The system currently receives over 6.3 million trip queries per year.
- The NextTrip information system provides real time updates to customer cell phones. There were 83.7 million real-time departures requested and 17,684 real-time departures requested via text message.

The current TPP does not provide explicit policy direction for the distribution of customer information. The Metropolitan Council reviews the distribution of customer information by evaluating the distribution of pocket schedule distribution locations, timetables, and system maps.

Transit Facilities

The Metropolitan Council provides a range of amenities at bus stops, transit centers, and other facilities to offer comfort, convenience, and safety for customers. Table 23 identifies the standard amenities that are included with various facility types. Some amenities are always provided and others are occasionally provided, depending on the specific size, location, or use of the facility.

Table 23: Amenity Standards by Facility Type

Facility Type	Shelter	Light	Heater	Trash Receptacle	Stand Alone Bench	Security Cameras	Pedestrian access	Bike parking	Secure bike storage	Customer information	Real-time Customer Information
Transit Centers	●	●	●	●	●	◐	●	◐	◐	●	◐
Park-and-rides	●	●	◐	◐	◐	◐	◐	◐	◐	●	◐
Rail Stations	●	●	●	●	●	●	●	●	◐	●	●
Bus Stop	◐	◐	◐	○	○	○	●	◐	◐	◐	◐

Always Provided ●; Occasionally Provided ◐; Not Provided ○

In some cases transit providers lease park and-rides and some shelters are owned and maintained by other entities. In such cases, providers may not offer all the customer amenities identified above.

These guidelines apply only to the Metropolitan Council-owned facilities. Some facilities and shelters are owned and maintained by other entities. In those cases, the Metropolitan Council does not normally offer customer amenities, although some may be included in certain situations.

Better Bus Stop Program

Metro Transit is committed to providing a safe, secure, and comfortable experience for all transit customers. In this effort, Metro Transit has developed the Better Bus Stops Program to invest in bus stop and customer waiting shelter improvements that enhance access to employment and educational opportunities. This program is funded through the Ladders of Opportunity Grant from the Federal Transit Administration and other state and local money. Metro Transit's goal is to add up to 150 shelters and improve an additional 75 existing shelters with light or heat as part of the agency's work to advance the Equity Outcome from Thrive MSP 2040, the region's policy plan. The community will play an important role in these improvements.

The Better Bus Stops program is focusing on neighborhoods in areas of concentrated poverty where more than half of the residents are people of color. Bus stop improvements are being considered in north Minneapolis; south Minneapolis; St. Paul's East Side; the St. Paul neighborhoods of Frogtown, North End, Union Park, West Side, and Summit-University; and portions of Brooklyn Center, Brooklyn Park, and Richfield.

In 2014, Metro Transit evaluated ridership data at all bus stops in these areas. Bus stops with enough ridership are candidates for shelter improvements. The Better Bus Stops program places highest priority on improving those bus stops located in the project's focus area.

Vehicle Assignment

The Metropolitan Council adopted *Fleet Management Procedures* in 2012. These procedures are designed to facilitate compliance with FTA and Title VI standards, assure that vehicles purchased meet minimum standards, and create efficiencies and improve flexibility in the deployment/reassignment of vehicles to the extent feasible. In select situations, a specific bus type or size is assigned to a route or geographic area.

Vehicle Types

The following is a summary of the vehicle types used by the Metropolitan Council's fixed-route fleet, which includes vehicles operated by Metro Transit as well as vehicles operated by providers under contract to the Metropolitan Council through Metropolitan Transit Services (MTS).

Commuter Coach Buses

Coach buses may be used on express trips carrying riders on a one-way trip length of 15 miles or longer and duration of more than 30 minutes. Although coach buses are lift-equipped, an effort is made to avoid using them on trips with regular wheelchair users due to the narrow aisle configuration and length of time it takes to deploy the lift. The Service Analysis group assigns coach buses to specific blocks based on ridership patterns and trip distance.

Hybrid Buses

Through agreement with the City of Minneapolis, all routes operating on Nicollet Mall in downtown Minneapolis must use hybrid buses. The 134 hybrid buses in Metro Transit's Fleet are used on several frequent local bus routes in Minneapolis and St. Paul, including Routes 10, 11, 17, 18, 25, 59, 63, 64, and 68.

Automatic Passenger Counter (APC)-Equipped Buses

The information collected from the APC-equipped buses is used to evaluate ridership on routes and to help gauge system performance. In past years, Metro Transit's APC-equipped buses have been rotated throughout the system periodically in order to get a complete sample of all trips. Now that over 85 percent of all vehicles are equipped with APCs and 100 percent are equipped with video cameras, this rotation is not required to collect adequate trip samples.

Articulated Buses

Metro Transit has both low-floor and high-floor articulated buses in its fleet. These buses can be used on either local or express routes. Service Analysis assigns articulated buses to specific blocks based on ridership patterns and maximum loads. Assignments are reviewed at least once each quarter. Articulated buses are used primarily on express routes during the peak period. If articulated buses are used on a local route, an effort is made to use low-floor buses to speed boarding times.

Small Buses

Buses that are 30 feet or smaller are sometimes used by private providers under contract to MTS to provide service on lower-ridership suburban local routes.

Guidelines for Assigning Vehicle to Garages

Metro Transit's Bus Maintenance department has developed guidelines for assigning vehicles to garages. When service needs require adjustment of the fleet between one service garage and another, or when new vehicles are added to the fleet, the following items need to be considered:

1. Garage capacity and characteristics
2. Spare factor
3. Vehicle type: 40-foot or Articulated, based on ridership as assigned by Service Development
4. Average fleet age: a fair and balanced average fleet age will be maintained throughout all garages. This ensures knowledge of new technology will be broadly distributed to all mechanics, and helps keep both Operators and Mechanics system-wide sharing the benefits of new equipment.
5. Sub-fleets: a particular vehicle design or configuration should be kept together whenever possible
6. Automatic Passenger Counters (APCs): The percentage of buses equipped in each sub-fleet should be the same across all garages.
7. Stability: a bus is kept at the same garage its entire service life if possible to provide ownership and accountability to the garage.
8. Sequential numbers: sequentially numbered groups of buses are kept together whenever possible to ease administrative tracking

Private Provider Fleet Management

MTS assigns vehicles to a specific provider garage as part of the contract; those buses normally do not transfer to another provider during the life of the contract. If a new provider is awarded a service contract, the buses follow the service. Buses are moved from one contract to another only occasionally as routes are added or terminated, vehicle issues arise, etc.

The contractor can assign any bus to any route as long as it is the correct size and type of bus. As a matter of practice, private providers prefer to assign the same vehicle to the same operator on a regular basis to track vehicle maintenance and condition concerns.

Title VI Evaluation

The Metropolitan Council uses bus age as the standard measure for determining equitable vehicle assignment. It is the Metropolitan Council's policy that the average age of vehicles assigned to predominantly minority and/or low-income routes be equal to the average age of vehicles assigned to non-minority and/or non-low-income routes.

Service Monitoring Evaluation

The most recent Service Monitoring Evaluation was completed in October 2015. Each of the service standards and policies described in the preceding section were evaluated to ensure an equitable distribution of service between minority and low-income populations and between low-income and non-low-income populations. The full Service Monitoring Evaluation report is available at <https://www.metrotransit.org/Data/Sites/1/media/about/titlevi/2015-service-monitoring-report.pdf>

The results of the evaluations are summarized in Table 24 below. Out of the standards and policies reviewed, only the distribution of customer information was found to have potential for disproportionate burden for low-income residents. Standards and policies which were found to meet the disparate impact policy by being within the four-fifths threshold were also identified as areas to monitor more closely.

Table 24: Service Monitoring Summary

Standard	Minority Results	Low-Income Results
Vehicle Load	No Disparate Impacts	No Disproportionate Burdens
Vehicle Headway	No Disparate Impacts	No Disproportionate Burdens
On-Time Performance	No Disparate Impacts	No Disproportionate Burdens
Service Availability	-	-
Route Spacing	No Disparate Impacts	No Disproportionate Burdens
Midday Service Availability	No Disparate Impacts	No Disproportionate Burdens
Stop/Station Spacing	No Disparate Impacts	No Disproportionate Burdens
Transit Amenities	-	-
Bus Shelter Amenities	No Disparate Impacts	No Disproportionate Burdens
Customer Information	No Disparate Impacts	Potential Disproportionate Burden Identified
Transit Facilities	No Disparate Impacts	No Disproportionate Burdens
Vehicle Assignment	No Disparate Impacts	No Disproportionate Burdens

Additional Analysis of Potential Disparate Impacts

Customer Information: System Map Displays

The only standard with a low-income compliance rate falling below the non-low-income compliance rate is listed in Table 25. Of the three standards listed, only System Maps falls outside of the four-fifths threshold. As such, this standard is evaluated in more detail in this section. The Maximum Passenger Load and Lighted Shelter Placement standards are well within the four-fifths threshold and do not warrant further analysis.

Table 25: Compliance Rates for Standards and Policies within or Exceeding the Four-Fifths Threshold (Low-Income)

Customer Information Amenity	Minority Route Trip-Stops	Non-Minority Route Trip-Stops	Low-Income Route Trip-Stops	Non-Low-Income Route Trip-Stops
System Maps	2.3%	2.5%	2.2%	3.1%
Time Tables	29.6%	23.9%	29.5%	21.2%
Pocket Schedule Distribution Locations	38.2%	33.4%	37.5%	33.5%

The results of this analysis identified a potential disproportionate burden to low-income populations. Full system maps are displayed at only 23 locations throughout the system and most of these maps are displayed at suburban park-and-rides that are served primarily by non-low-income routes. While some system maps are also displayed at urban transit centers and other facilities served by low-income routes, this is not enough to counterbalance the impact of the park-and-ride system maps.

The distribution of system map displays is currently being reevaluated by Metro Transit staff. System maps require a large amount of space and are difficult to maintain because they change quarterly. Local area maps showing all nearby routes are located on all LRT and Northstar station platforms. These maps show the immediate area around a stop or station. Local maps, which include common destinations in the area and show connecting bus routes, show more detail for customers trying to navigate the area.

Service Availability: Route Spacing (Urban Crosstown, Market Area I)

The results of the analysis for this standard did not identify disparate impacts to minority populations or disproportionate burdens to low-income populations. However, the results for the minority analysis were close (82.9%) to violating the four-fifths rule and warrant further discussion.

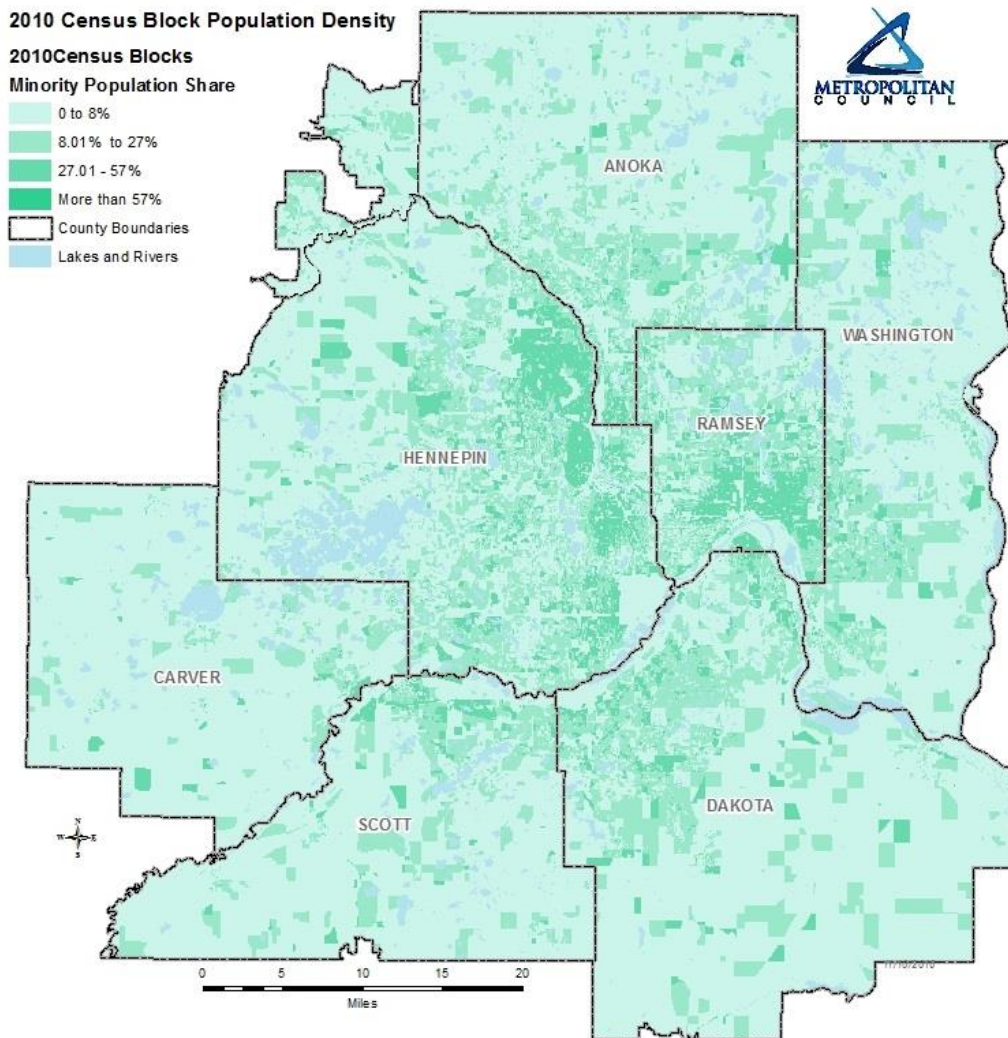
The coverage of the urban crosstown routes in Market Area I is substantially lower than the coverage for the other route categories. This is primarily due to the limited crosstown service in portions of St. Paul east of downtown and south of the Mississippi River. While these areas are heavily covered by urban radial service, the configuration of the street network and a number of natural barriers make the implementation of crosstown service difficult. Metro Transit is aware of these crosstown service gaps and makes efforts to restructure service to provide adequate transit service when feasible. Two new urban crosstown routes began operating in 2014 in an effort to improve crosstown coverage.

PART 3: MPO REQUIREMENTS

Planning Area Demographics

As the Metropolitan Planning Organization (MPO) for the Twin Cities region, the Metropolitan Council's planning area encompasses a nine-county area in Minnesota, including Anoka, Carver, Dakota, Hennepin, Ramsey, Scott, and Washington Counties and portions of Sherburne and Wright Counties. Although the portions of Sherburne and Wright counties are not otherwise part of the Metropolitan Council's jurisdiction, they are included in the metropolitan planning area for the MPO after the 2010 Census identified areas within these two counties, primarily along I-94 and U.S. Highway 10 that had become part of the contiguous metropolitan urbanized area. Figure 17 displays these counties and the share of minority population by Census tract. Of the 666,250 persons (25.0 percent of the service area population) identifying with a race/ethnicity other than White (Non-Hispanic), many are concentrated in eastern Hennepin County and southern Ramsey County, including segments of the Cities of Minneapolis, St. Paul, Brooklyn Park, Brooklyn Center, and Richfield.

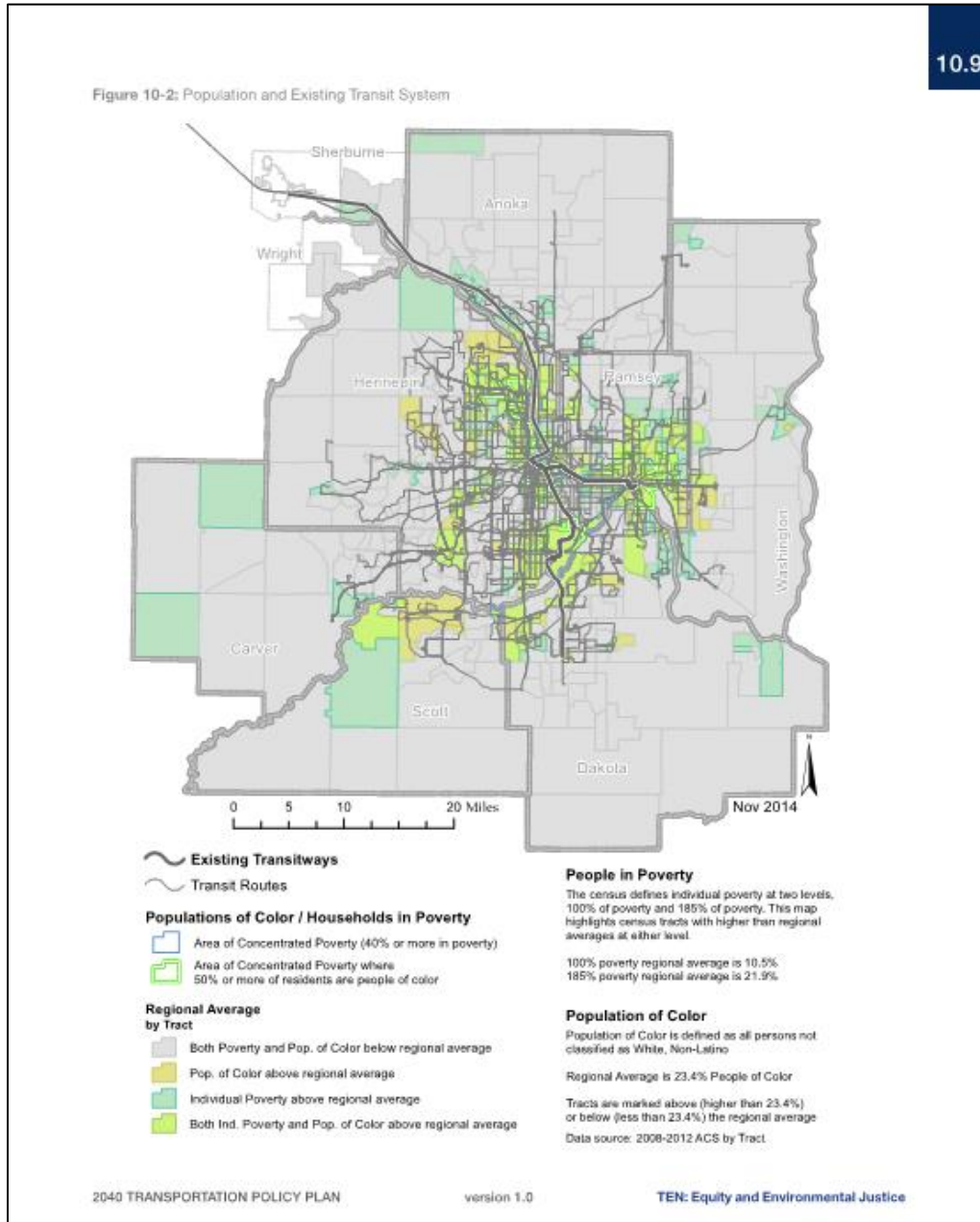
Figure 17: Minority Population Density in the MPO Planning Area



Incorporation of Title VI Principles in Regional Planning

Many of the strategies used by the Metropolitan Council to ensure the incorporation of Title VI principles in regional planning are documented in Chapter 10 of the Transportation Policy Plan (TPP). The TPP addresses Title VI and Environmental Justice in part by providing a location analysis of low-income and minority populations in relation to the planned investments in the metropolitan transportation system. This analysis includes a discussion of whether disproportionate impacts were identified, the extent and magnitude of those impacts, and how the impacts will be avoided or mitigated, if practical. An example of the location analysis is shown in Figure 18.

Figure 18: 2014 Transportation Policy Plan Location Analysis



The MPO's Public Participation Plan also includes a detailed discussion of the public participation process, including the methods employed to involve traditionally under-served populations including minority and low-income populations and populations with limited English proficiency. This process ensures that members of these communities are provided with opportunities to participate in the transportation planning process, including the development of the TPP.

Many of the Metropolitan Council's programs are aimed at improving and preserving transportation systems in the core urban areas of Minneapolis and St. Paul. As shown in demographic analysis section, these areas are home to a large proportion of the minority and low-income populations in the area.

Distribution of State and Federal Funds

The Metropolitan Council receives state and federal funding to support public transportation in the Twin Cities area and is responsible for managing state and federally funded transit projects in accordance with federal requirements. The Title VI Circular requires that recipients "analyze the impacts of the distribution of state and federal funds in the aggregate for public transportation purposes."

To assess this funding distribution, all programmed state and federal funds managed by the Metropolitan Council, including 5339 formula funds, 5307 formula funds, Federal Transit Authority Research Discretionary funds, and Congestion Mitigation and Air Quality (CMAQ), were aggregated by county for the years 2014 through 2016. As part of the expansion of the MPO planning area, the Metropolitan Council agreed with Wright and Sherburne counties that federal transportation funding for those counties would continue to be allocated through previously-established area transportation partnerships rather than participating in the Metropolitan Council allocation processes.

Funding that was shared between multiple counties was distributed evenly between those counties. The majority of this funding is spent on bus replacements or other vehicle improvements and is distributed throughout the service area.

The distribution of funding between the seven counties was compared to the distribution of minority and non-minority populations throughout the region. The potential for disparate impacts from funding distributions were assessed by calculating the average funding share by county weighted by minority and non-minority populations. These two values were compared to assess the difference in funding shares.

Results

Results of the funding distribution analysis are displayed in Table 26. Hennepin and Ramsey Counties receive a combined 76.4 percent of the distributed funding. Each of these counties has shares of the regional minority population that are higher than the shares of the regional non-minority population. The analysis shows that the average minority person resides in a county that receives 30.3 percent of the funding. The average non-minority person resides in a county that receives 25.4 percent of the funding. Comparing these results shows that the distribution of funding for transportation purposes does not result in disparate impacts to minority populations.

Table 26: State and Federal Funding Distribution by County (2014-2016)

County	Total Funds	Share of Funding	Minority Population	Share of Minority Population	Non-Minority Population	Share of Non-Minority Population
Anoka	\$19,741,094	4.9%	5,2667	7.3%	336,316	11.5%
Carver	\$17,407,761	4.3%	9,227	1.3%	94,212	3.2%
Dakota	\$23,745,227	5.9%	76,230	10.5%	405,521	13.9%
Hennepin	\$174,102,157	43.0%	345,491	47.8%	1,184,091	40.5%
Ramsey	\$135,187,405	33.4%	180,561	25.0%	521,265	17.8%
Scott	\$17,407,761	4.3%	22,053	3.0%	135,129	4.6%
Washington	\$17,407,761	4.3%	37,044	5.1%	244,103	8.4%
Total	\$404,999,164	100%	723,273	100.0%	2,920,637	100.0%

Distribution of FTA Funds to Subrecipients

As the MPO of the Minneapolis-Saint Paul metropolitan area, one of the Metropolitan Council's functions is to allocate formula funding to subrecipients and /or pass through awarded funds.

Many of these funds are distributed to transit projects through FTA programs such as Job Access and Reverse Commute (JARC), New Freedom, and through the FHWA Congestion Mitigation and Air Quality (CMAQ) program. The Metropolitan Council receives applications for these funds and manages processes to determine how the funds will be distributed. It is the goal of the Metropolitan Council to distribute these funds equitably with regard to minority and income status. Applicants are given the following instructions for JARC and New Freedom funds:

Applicants should consider the distribution of these various populations throughout the metropolitan area when preparing project applications. The Metropolitan Council reserves the right to give preference to applications targeting minority groups.

In 2014, the Council added a measure to address socioeconomic equity to the scoring criteria for transit projects that receive CMAQ funds. Applicants were asked to identify the project's positive benefits, negative impacts, and mitigation for low-income populations, people of color, children, people with disabilities, and the elderly. Projects for federal funding for 2017 and later will be evaluated using this measure, in addition to several other measures for other factors.

APPENDIX A:

Title VI Notices

APPENDIX B:

Title VI Complaint Form

APPENDIX C:

Public Participation Plan

APPENDIX D:
Language Assistance Plan

APPENDIX E:

2014 Rider Survey Executive Summary

APPENDIX F:

Minutes Noting Metropolitan Council Approval
of Title VI Policies

APPENDIX G:

Minutes Noting Metropolitan Council Approval
of Service and Fare Change Evaluations

APPENDIX H:

Minutes Noting Metropolitan Council Approval
of 2017 Title VI Program



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The Metropolitan Council operates its services and programs without regard to race, color, national origin or socioeconomic status. Contact us as listed below to file a discrimination complaint, or to learn more about the Metropolitan Council's Title VI obligations.

El Consejo Metropolitano opera sus servicios y programas sin importar su raza, color, origen nacional o estatus socioeconómico. Comuníquese con nosotros como se indica a continuación para presentar una queja por discriminación o para obtener más información sobre las obligaciones del Título VI del Consejo Metropolitano.

Lub Metropolitan Council khiav nws cov haujlwm thiab kev pab uas tsis xyuas los ntawm haiv neeg, teb chaws yug, los sis kev neej nyiaj txiag. Cuag tau peb li qhia hauv qab no yog xav ua ntaub ntawv tsis txaus siab, los sis yog xav paub ntxiv txog lub Metropolitan cov nra dej num Npe VI (Title VI).

Guddiga Arrimaha Magaalada wuxuu adeegyadiisa ka fuliyaa iyadoo aan loo eegayn qolada, midabka, asalka qameed, ama xaaladaha dhaqan-bulsho. Nagala soo xariira sida hoos ku taxan si aad u xarayso cabashada la xariirta faquuqa, ama aad wax dheeraada uga ogaato waxa ku saabsan waajibaadka arrimaha Guddiga Magaalada.

Office of Equal Opportunity
390 Robert Street
St. Paul, MN 55101

612-373-3333 | metro council.org
TitleVIComplaints@metc.state.mn.us



YOUR RIGHTS UNDER TITLE VI AND RELATED LAWS

TITLE VI: RACE, COLOR, NATIONAL ORIGIN, SEX, AGE, DISABILITY OR SOCIOECONOMIC STATUS

The Metropolitan Council pledges that you will have access to all its programs, services and benefits without regard to race, color, national origin, sex, age, disability or socioeconomic status.

If you believe that you have been discriminated against, you may file a written complaint with the Metropolitan Council's Office of Diversity and Equal Opportunity. Complaints may be filed within 180 days following the alleged discriminatory action by mail (Metropolitan Council Office of Diversity, 390 Robert Street, St. Paul, MN 55101) by phone (612-373-3333) or online (metrotransit.org, click "Contact Us").

Tell us how, when, where and why you believe you were discriminated against. Give your name, address and phone number. You must sign and date your letter. Or you can access a Title VI complaint form at metrocouncil.org.

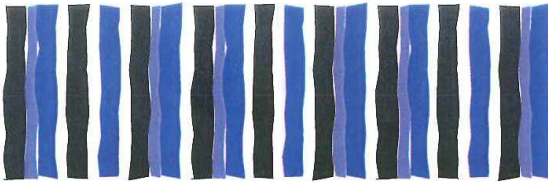
Upon request, this publication will be made available in alternative formats to people with disabilities. Call the Council at 651-602-1140 (TTY 651-291-0904).

Read this information in Spanish at metrotransit.org/TitleVI-Espanol.

Read this information in Hmong at metrotransit.org/TitleVI-Hmong.

Read this information in Somali at metrotransit.org/TitleVI-Somali.





YOUR RIGHTS UNDER TITLE VI AND RELATED LAWS

TITLE VI

RACE, COLOR, NATIONAL ORIGIN, SEX, AGE,
DISABILITY OR SOCIOECONOMIC STATUS

The Metropolitan Council pledges that you will have access to all our programs, services and benefits without regard to race, color, national origin, sex, age, disability or socioeconomic status.

The Metropolitan Council will not tolerate discrimination by its employees or by those who receive federal funds from the Council. The Council prohibits all discriminatory practices that may result in an individual:

- Being denied any service, financial aid or benefit provided under a program to which he or she may be otherwise entitled;
- Being held to different standards or requirements for participation;
- Experiencing segregation or separate treatment in any part of a program;
- Being subject to distinctions in quality, quantity or manner in which a benefit is provided;
- Experiencing discrimination in any activities conducted in a Metro Transit facility built in whole or part with Federal funds.

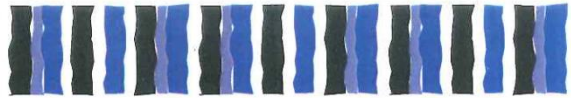
Further, The Metropolitan Council will:

- Avoid or reduce harmful human health and environmental effects on minority and low income populations;
- Ensure full and fair participation by all communities, including low income and minority populations in the transportation decision-making process;
- Prevent the denial of reduction in or significant delay in the receipt of benefits by minority and low income populations.



These rights are guaranteed to you under Title VI of the Civil Rights Act of 1964, which says in part: **“No person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.” (42 U.S.C. Sec200d)**

over -



RACE, COLOR, NATIONAL ORIGIN, SEX, AGE,
DISABILITY OR SOCIOECONOMIC STATUS

In addition, Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations, 1994 provides:

“Each Federal agency shall make achieving environmental justice part of its mission by identifying and addressing, as appropriate, disproportionately high and adverse human health or environmental effects of its programs, policies, and activities on minority populations and low-income populations.”

Title VI also have provisions through 70 FR 74087 regarding responsibilities to **“Limited English Proficient Persons”**. This guidance is based on the prohibition against national origin discrimination.

If you believe that you have been discriminated against because of your race, color, national origin, sex, age, disability or socioeconomic status, you may file a written complaint with the Metropolitan Council’s Office of Diversity and Equal Opportunity.

Tell how you were not treated the same as others. Give your name, address and phone number. You must sign and date your letter. Or you can access a Title VI complaint form at metro council.org.



Send your letter to:
Director of Equal Opportunity
Metropolitan Council
390 North Robert Street
St. Paul, MN 55101



Or you can contact us by phone at **651-602-1085** or by e-mail at data.center@metc.state.mn.us.

Upon request this publication will be made available in alternative formats to people with disabilities. Call the Metropolitan Council at **651-602-1140** or TTY **651-291-0904**

Susan Haigh
Chair, Metropolitan Council
Pat Born
Regional Administrator
Wanda Kirkpatrick
Director, Equal Opportunity



Metropolitan Council
Office of Equal Opportunity
390 Robert Street North
St. Paul, Minnesota 5510

TITLE VI DISCRIMINATION COMPLAINT FORM

Section 1: Complainant Information

First Name:

Last Name:

Street Address:

City:

State:

Zip Code:

Primary Phone #:

Other Phone #:

E-mail Address:

Section 2: Third Party Information

Are you filing this complaint on your own behalf?

No

Yes (if yes, go to Section 3)

First Name of Person Filing Complaint:

Last Name of Person Filing Complaint:

What is your relationship to the complainant?

Primary Phone #:

Other Phone #:

E-mail Address:

Please explain why you have filed for the third party:

Section 3: Complaint Information

I believe the discrimination I experienced was based on (check all that apply)

Race

Color

National Origin

Other, please specify

On what date did the alleged discrimination take place?

Where did the alleged discrimination take place?

Please explain and clearly as possible what happened and how you believe your were discriminated against. Indicate who was involved. Be sure to include how you feel other persons were treated differently than you and why you believe these events occurred.

List the names and contact information of persons who may have knowledge of the alleged discrimination.

Witness 1

First Name:

Last Name:

Primary Phone #:

Other Phone #:

E-mail Address:

Witness 2

First Name:

Last Name:

Primary Phone #:

Other Phone #:

E-mail Address:

Section 4: Other Agency/Court Information

Have you filed this complaint with any other federal, state or local agency or with any federal or state court?

No (if no, go to Section 5)

Yes

If Yes, Check all that apply.

Federal Agency

Federal Court

State Agency

State Court

Local Agency

Please provide information about a contact person at the agency or court where the complaint was filed.

Name of Agency:

Date complaint was filed:

First Name:

Last Name:

Street Address:

City:

State:

Zip Code:

Primary Phone #:

Section 5: Resolution

How can this be resolved to your satisfaction?

Please sign below. You may attach any written materials or other information that you think is relevant to your complaint.

This Discrimination Complaint form or your written complaint statement must be signed and dated in order to address your allegation(s). Additionally, this office will need your consent to disclose your name, if necessary, in the course of our inquiry. The Discrimination Complaint Consent/Release form is attached for your convenience. If you are filing a complaint of discrimination on behalf of another person, our office will also need this person's consent to disclose his/her name.

I certify that to the best of my knowledge the information I have provided is accurate and the events and circumstances are as I have described them. As a complainant, I also understand that if I indicated I will be assisted by an advisor on this form, my signature below authorizes the named individual to receive copies of relevant correspondence regarding the complaint and to accompany me during the investigation.

Complainant Signature

Date

Metropolitan Council Public Engagement Plan

Partnering with people to make regional decisions, fostering engagement

The Twin Cities metropolitan area is a thriving region of nearly 3 million people living in a wide range of communities – from open, undeveloped spaces to growing suburban communities and lively dense cities at its core. Together, these communities have emerged as a world-class metropolitan area – a great place to live, work and do business.

At the heart of this thriving region are planning discussions and decisions that guide how our region's communities grow – the people who will live and work here now and in the future. Our region is currently undergoing a transformative process that will result in an increasingly diverse population – by 2040, about 40% of the population will be people of color.

These regional planning decisions must be rooted in the needs of the people. As the designated planning entity for the Twin Cities region, the Metropolitan Council has elevated and called out the need for including the full range of voices at the table. This Public Engagement Plan provides the vision and the process for engaging the full range of community constituents in regional decision-making.

Introduction – A New Approach to Engagement

The Twin Cities region is made up of seven-counties – Anoka, Carver, Dakota, Hennepin, Ramsey, Scott, and Washington counties – includes 186 local cities, as well as several unincorporated townships in the more rural parts of the region. The Metropolitan Council creates and implements the long-range development guide for the region, called *Thrive MSP 2040* (last approved in May 2014). This guide is updated every 10 years and several policy and systems plans result from it, including the *Transportation Policy Plan*, *Regional Parks Policy Plan*, *Water Resources Policy Plan*, and *Housing Policy Plan*. In addition to these important policy and system plans, *Thrive MSP 2040* also calls for an enriched *Public Engagement Plan* that serves as a guide on how to approach the public planning process for all Metropolitan Council activities.

Often, when people think about planning, they focus on the things: buildings, streets, green space, roads, and transit. But planning is really about people, about the communities we call home. It is about where we work, where our families will grow, and hopefully, where they'll prosper, and where we'll connect with one another.

The goal of this *Metropolitan Council Public Engagement Plan* is to make a shift in the planning process from thinking about traditional outreach and participation processes to an engagement model that fosters shared problem solving, supportive partnerships and reciprocal relationships. To truly foster that kind of collaboration equitably, the Metropolitan Council has asserted the need to engage the diverse range of community interests in the process to plan for our communities and in structuring engagement related to those decision-making processes. The region needs the full range of voices at the table to understand issues, explore alternatives, and create a shared action plan to address issues.

Included in this plan is helpful background information on the Metropolitan Council, *Thrive MSP 2040*, the process of putting this plan together, and definitions of terminology used throughout. It will also highlight the guiding principles of engagement and lay out the new strategic approach to public engagement called for in *Thrive MSP 2040*. Throughout this document you will also find links to additional helpful information.

Background Information about Regional Planning

The Metropolitan Council

The Metropolitan Council was created by the Minnesota Legislature and Governor Harold LeVander in 1967. Ever since, the Metropolitan Council has played a key role in coordinating regional growth and planning for the Twin Cities Metropolitan area. There are 17 members of the Council – 16 members that are appointed to represent geographic districts and a chair appointed at-large. The members are appointed by the governor and serve terms of up to four years that align with the term of the governor. Members may serve multiple terms.

The Council provides the following services for the seven-county Twin Cities metropolitan region:

- **Plans for Future Growth of the Region:** The Council plans for future growth and makes strategic, efficient public investments to support the region’s high quality of life and economic competitiveness.
- **Operates Metro Transit:** Every day, Metro Transit serves bus and rail passengers with award-winning, energy-efficient fleets (nearly 85 million in 2014 or nearly 90% of all regional transit rides). These strategic investments support a growing network of bus and rail transitways, and transit-oriented development.
- **Collects and Treats Wastewater:** This region collects and treats wastewater at rates 40% lower than peer regions, while winning national awards for excellence.
- **Protects and Monitors Clean Water:** The Council works to ensure adequate clean water for the future through water supply planning and lake and river monitoring programs.
- **Develops Regional Parks and Trails:** The Council plans and develops a world-class regional parks and trails system made up of more than 50 parks and park reserves and more than 340 miles of interconnected trails.
- **Provides Affordable Housing:** The Council creates and supports affordable housing opportunities throughout the region by providing affordable housing through the Metro Housing and Redevelopment Authority (HRA) and establishing regional housing policies and planning.

Thrive MSP 2040

Under Minnesota state law, the Council is responsible for preparing a comprehensive development guide for the seven-county metropolitan area called *Thrive MSP 2040*, which provides a framework for a shared vision for the future of the region over the next 30 years. The Council is responsible for

developing *Thrive* and the plans for the three statutory regional systems—wastewater, transportation, and regional parks—as well as a housing policy plan. These system plans provide specific information to assist local governments in creating consistent, compatible, and coordinated plans that strive to achieve local visions within the regional and help ensure an efficient and cost-effective regional infrastructure.

In addition to providing the policy foundation for regional planning, *Thrive MSP 2040* also calls for greater attention to fostering equity both in policies and in engaging residents of the region. It recommends a regional public engagement strategy that assures policies are reflective of all the region's residents and supports prosperity for all; particularly historically underrepresented populations (people of color, people with disabilities, people with lower incomes), people of all ages, and other traditionally marginalized groups.

Within *Thrive MSP 2040*, the Council is also committed to collaborating with partners in local governments, communities of faith, communities of color, service providers, schools, and other advocates to better coordinate goals and desired outcomes and engage a cross-section of the region's population in decision making.

This commitment to equity and collaboration detailed in *Thrive MSP 2040* will require new approaches for the Council. This Public Engagement Plan will help the Council work towards greater collaboration and problem-solving with members of the broader Twin Cities communities, and work toward the principle of making decisions with people, rather than for people.

Public Engagement Plan Development

In addition to being called for in the *Thrive MSP 2040* plan, this Public Engagement Plan results from partner feedback and local lessons learned through the Corridors of Opportunity effort, as well as the good work of communities around the country. Specifically, the Community Engagement Steering Committee leadership with the support of the Community Engagement Team – both established through the Corridors of Opportunity effort – were key partners in creating this plan and the principles within it. Their work shows innovation and a commitment to engaging all communities, particularly those historically underrepresented and underresourced in the Twin Cities region.

The Council's Director of Communications and Outreach Team Manager are responsible for managing and implementing this Public Engagement Plan, and collaborating with other outreach staff across the Council's operating divisions to assure consistent application of the plan and its principles.

Useful Definitions

Throughout this Public Engagement Plan we talk about the need for better outreach and engagement. For the purposes of this plan, we thought it would be helpful to clearly define what each of these critical actions mean in reference to the Metropolitan Council's work.

Outreach: Outreach is quite simply "the act of reaching out" and initiating contact with individuals, groups, or institutions. Outreach activities are often *transactional* in nature, or focused on collecting public input or reaction to a specific idea or proposal. This involves identifying and reaching out to the

individuals, communities, constituencies and organizations that can help ensure a unique and authentic perspective is gathered, for the decision-making processes of the Council and for specific projects.

Engagement: Engagement is the act of intentionally organizing individuals, communities, constituencies and organizations to help the Council generate ideas, better understand issues, identify concerns and considerations, and help with problem-solving for the work they do. This organizing can be done through many different avenues such as websites, meetings, events or one-on-one conversations. In contrast to outreach, engagement is *relational and ongoing*, or multi-directional interactions. Engagement moves beyond simply identifying “who” we need to reach out to and embraces a strategic approach to building lasting relationships. This work involves creating *specific engagement plans* around a project, as well as the effort to build more ongoing communication that will help gain a *deeper community connection and understanding*, provide ongoing relevance and awareness, and help leverage community momentum and interest for the ongoing work of the Council.

During the process to create this plan, community leaders created the following statement about the power of community engagement, which feeds the principles and values articulated in this plan:

In public decision-making processes, community engagement is an intentional, strategic, purposeful process to connect and empower individuals and communities. It is multi-dimensional and flexible to meet residents of a locale or members of a broader community where they are and engage diverse and historically underrepresented communities to achieve equitable outcomes. An accessible, respectful community engagement process is proactive, culturally appropriate, inclusive, and ongoing, with both short-term and long-term impact.

True community engagement goes beyond consultation to authentically facilitate community involvement in decision-making. It recognizes the value of building relationships and leadership capacity among agencies, community organizations, and residents. It provides ongoing relevance and awareness, and helps leverage community momentum and interest.

True community engagement results from intentionally organizing individuals and communities to understand issues, identify concerns and considerations, and engage in problem-solving. It cannot strictly begin and end with one or more self-contained projects, but needs to build upon each effort by deepening community connections and understanding. While enriched by participation by individuals, it must not strictly rely on volunteer efforts or people with means and time to participate, but must be structured with the understanding that accommodations and financial support are required to deepen involvement.

Public Engagement Principles

Planning requires collaboration to create shared values and outcomes. Our region needs the full range of voices at the table to understand issues, explore alternatives, and create a shared action plan to address issues.

At the very least, this requires a shift from traditional outreach and participation processes to an engagement model that fosters shared problem solving, supportive partnerships and reciprocal

relationships. Though one entity may have the authority or budget to complete a project, success requires coordinated collaboration of a range of partners, which bring the range of perspectives and expertise to strengthen the process.

While public outreach and public participation processes encourage people to be involved in public decision-making, engagement – the process that recognizes the value of creating ongoing, long-term relationships for the benefit of the greater community – brings the interactive, collective problem-solving element into the process that capitalizes on the collective strengths of various stakeholders.

People are experts in assessing the long-term needs of their personal experiences and interactions with the places they live and work. This Public Engagement Plan recognizes people as full and equal partners in the region’s decision-making processes at all levels. Specifically, it outlines the responsibilities and commitments of the Metropolitan Council to engage the public and key constituencies in regional planning, and provides guidance for communities in the region to help establish some consistency in best practices for engagement.

The Metropolitan Council places a high priority on outreach and engagement work for regional planning and infrastructure projects. For the most part, the level of effort has been on a project by project basis and varied widely in scope. One goal for this Public Engagement Plan is to make sure there is an ongoing commitment to integrate meaningful outreach and engagement into the fabric of everyday work of the Council members and staff and make sure that the following principles are front and center when approaching their work.

1. **Equity:** The *Thrive MSP 2040* plan places new emphasis on the importance of engaging communities equitably, to intentionally engage both historically underrepresented and underresourced communities such as communities of color, cultural communities and immigrants, people with disabilities, low-income individuals, the elderly, and youth in a way that more directly addresses existing social inequalities. Equitable outcomes are shared outcomes – they reflect the values and needs of the community collectively – including the neighborhood, city, county, or broader community – as it relates to planning, whether broadly or on a specific project. These outcomes specifically address communities commonly left out of the decision-making process. Engaging equitably means approaches to problem-solving need to be flexible and accessible to people and recognize that a one-size-fits-all approach may be equal, but does not equip participants to achieve desired outcomes.
2. **Respect:** Residents and communities should feel heard and their interests included in decisions. The time and investment of all participants is valuable and it is important that community members clearly understand the tangible benefits for their participation in a project. Whenever possible and appropriate, funds should be made available to community organizations (primarily non-profit organizations) to participate and engage their constituencies.
3. **Transparency:** Planning for engagement efforts and decisions being made throughout the process should be open and widely communicated. Discussions and problem-solving should occur early in a project process and on an ongoing basis to solidify long-term relationships. Effort should be coordinated to provide sufficient context about how all the policy and systems

plans work together. All materials will be presented in plain language, and with detail appropriate to the audiences. Translation of materials and interpretation services will be provided when necessary. Some of the items participants should know upfront are timelines for decision making, who has the power to make decisions, how their input be used, and how to track project progress. In addition, participants should have the opportunity to interact with decision-makers, ask questions, and jointly wrestle with policy decisions.

4. **Relevance:** Engagement occurs early and often throughout a process to assure the work is relevant to residents and communities. Effective engagement involves preliminary consultation about the community's values related to an issue, the appropriate method and venue for engagement, and establishing expectations for ongoing communication and engagement. The experience should reflect shared learning and multi-directional problem-solving and should address issues that a locale or broader community has identified, not merely the project-specific needs of the Metropolitan Council.
5. **Accountability:** residents and communities can see how their participation affects the outcome; specific outcomes should be measured and communicated. Each project and planning effort should include an assessment of the affected communities and appropriate measures of success, inclusion, and culturally appropriate approaches and communication techniques. In addition, the Council will periodically report back to constituencies and communities regarding how these goals are being met. The Council's engagement process will also include ongoing evaluation measures that will allow the team to adjust their work to make sure expected outcomes are achieved. As always, these updates and changes need to be clearly, and widely communicated to all those involved.
6. **Collaboration:** Engagement involves developing relationships and understanding the value residents and communities bring to the process. Decisions should be made with people, not for people. The Council is committed to collaborating with partners in local governments, communities of faith, communities of color, service providers, schools, and other advocates to better coordinate goals and desired outcomes and engage a cross-section of the region's population in decision making. When appropriate, the Council will convene multiple partners to create shared plans and strategies – particularly in addressing areas of concentrated poverty and related disparities that Council investments might influence. In the process of collaboration, if community organizations are serving as experts for planning and implementing outreach strategies, they should be compensated.
7. **Inclusion:** Engagement should remove barriers to participation that have historically disengaged residents and communities. Meetings, problem-solving sessions, and other in-person interactions should be planned with advance notice to participants, and a clear understanding of what to expect at the meeting. There should be opportunities to participate at other times and in other ways. Opportunities should be promoted widely through multiple means to reach all relevant audiences. Events should be held at times and places where people naturally convene, with an opportunity to enhance community connections. When appropriate, accommodations should be made to remove barriers to participation (such as transportation, childcare or activities for children, food, etc).
8. **Cultural Competence:** Engagement should reflect and respond effectively to racial, ethnic, cultural and linguistic experiences of people and communities. Engagement efforts should

work to mitigate existing racial, ethnic, cultural or linguistic barriers and include diverse races, cultures, genders, sexual orientations, and socio-economic and disability statuses.

STRATEGIES

While this plan identifies engagement strategies that reflect commonly used practices in regional planning efforts, as well as communications and engagement practices, it is intended to put the spotlight on emerging and more robust strategies that focus on the idea that public engagement efforts strengthen planning processes and help create better results. Strategies will be considered and planned as appropriate for various efforts – some strategies will not work for certain projects or on an ongoing basis. This plan also recognizes the value of long-term relationship-building between the Council, local governments and local officials, and the community at-large.

General Strategies for Outreach

- **Conduct Engagement Planning:** A specific engagement plan will be created for each of the Council's large planning efforts to detail activities, timelines, outcomes, and evaluation processes for engagement opportunities. These activities will be planned by collaboratively setting goals and outcomes with stakeholders and will build a regular reporting plan into each effort. A central part of these plans will include the Metropolitan Council collaborating directly with the public and commonly underrepresented populations (people of color, immigrants, low-income populations, people with disabilities, the elderly, youth), as well as community advocates, and partners in regional public engagement. The Council will also create engagement plans for smaller-scale planning efforts and activities that support the organization's strategic policy and operational goals.
- **Have a Presence in the Communities:** Engagement is about building long-term, lasting relationships, and it's important for Council members and staff to be present in and connected to communities in order to build long-term relationships. This means participating in other community conversations, events, and activities, even when the Council might not have a specific role in an event or conversation. This also means planning unstructured or less formal interactions to learn from residents, local governments, communities, and other stakeholders – who are also customers.
- **Better Leveraging Existing Partnerships:** In order to deepen the level of engagement in the metropolitan region, it is important that the Council leverage partnerships that are being formed across all sectors of the work.
- **Utilize Existing Advisory Bodies:** The Council's advisory bodies provide key opportunities for engaging stakeholder participation. They should allow members, representing a cross-section of key stakeholder groups in the region, to help shape regional plans and policies. The Council appoints members of the general public, local elected officials, professionals with technical knowledge and experience, or representatives of groups, identified in state law, according to the responsibilities of particular advisory bodies. Advisory bodies may recommend studies, recommend action to the Council's standing committees, and/or provide expert advice.

- **Create Additional Strategic Consultative Groups:** The Council will appoint policymaker and technical groups to advise on the updates to Council policy plans and initiatives when appropriate. If possible, they will include business and community interests or create specific groups to address the need. There should be a specific emphasis put on recruiting people from historically underrepresented and underresourced communities. These consultative groups should have a specific role in directing the activity they are advising, such as setting meeting agendas that include an updated progress report on the project.
- **Produce Engagement Studies:** When there is an opportunity within the different advisory boards to recommend studies, they should consider including a study of engagement efforts which will help guide Council policy and system plans in the future.
- **Highlight Best Practices in the Field:** The Council's Outreach Unit, within the Communications Department, will also be tracking best practices and highlighting community engagement work on the federal, state and local levels that support the principles in this plan and expands the region's understanding of successful community engagement. The Council website will have a frequently updated page that highlights best practices for engagement, and providing links to key information and resources on engagement.
- **Provide Guidance for Local Governments:** As identified in *Thrive MSP 2040*, the Council will provide technical assistance and information resources to support local governments in advancing regional outcomes and addressing the region's complex challenges. Specifically, the Council is poised to support local governments in community engagement efforts related to its comprehensive planning processes, as well as any other efforts that affect the broader community and would benefit from engagement of the broader community.
- **Convene Regional Discussions:** As identified in *Thrive MSP 2040*, the Council and staff may convene stakeholders around the region periodically to discuss specific policy issues, regional trends or emerging challenges, or to provide an opportunity for Council members to hear from the region's residents and community leaders and get a pulse of what's happening in the communities across the metropolitan area. Another function of these sessions would be to provide members of the community with information and an opportunity to inform and influence planning processes.
- **Use Online Interactive Spaces:** The Council will use creative and easy-to-access online platforms to gather feedback and foster discussion about Council planning activities and policy plan content, as well as to hear what is going on in communities across the region.

Measuring Success

For the Council, accountability includes a commitment to monitor and evaluate the effectiveness of the policies and practices toward achieving shared outcomes and a willingness to adjust course to improve performance if needed. The Public Engagement Plan will have both qualitative and quantitative measures that will be used throughout.

The following are some of the steps that the Council will take to measure and evaluate their work around engagement on specific projects:

1. **Before the Project:** At the beginning of each project-related planning effort, Council staff will perform an assessment of groups that will be directly affected or may have an interest. For Council-wide planning efforts, that will always include a broad array of regional stakeholders. Audience assessments will specifically address groups that are historically underrepresented in planning efforts.
2. **During the Project:** Following this initial assessment, staff will consult with community organizations, and other stakeholders to confirm the audience needs and to begin planning for engagement related to the effort. This will include discussion about goals for engagement and desired outcomes.

Once goals have been established, a combination of qualitative and quantitative measures will be put into place to evaluate the success of the public engagement activities. Evaluations will take place on an ongoing basis throughout the project. Periodic evaluations will be followed by mid-project assessment to assure strategies will result in expected outcomes and staff will make necessary adjustments.

3. **Conclusion of the Project:** At the conclusion of a project, staff will first survey participants to assess the following qualitative elements:
 - Were the methods and structure of the outreach effort engaging?
 - Did they feel their time and opinions were valued?
 - Did they understand the goal of the outreach effort and their role?
 - Was their contribution reflected in the final product?
 - Would they participate in another Council outreach activity?
 - Did they hear regular updates about progress on the project?
 - Their opinions regarding the overall quality of their experience with the Council and the engagement effort.

Staff will also call together partner agencies for a meeting to debrief on the outreach efforts, including what worked, what didn't, lessons learned and what could be improved upon for future efforts. In addition, staff will survey partners who were involved in setting goals and expectations for the effort to assess whether expected outcomes were achieved.

A number of quantitative measures will also be collected at the conclusion of the project:

- Number of people that participated in public engagement activities

- Number and diversity of organizations that participated in planning efforts (self-identifying)
- Number of individuals who participated in related discussions on the Council’s website, social media platforms, and online information-gathering sites
- Percentage of county, city and township governments whose staff and/or policymakers participated in planning efforts (when relevant to the effort)
- Earned media activities that occurred related to planning efforts (and comparisons, as available, when relevant)

In addition, outreach and engagement staff will work with residents of the region and representatives from different segments of the broader Twin Cities community to monitor the ongoing performance of the engagement practices of the Council. This may include, but is not limited to, convening focus groups, conducting surveys, convening independent review boards, and one-on-one interviews. These assessments will be presented to the full Metropolitan Council during quarterly outreach and engagement updates that are established to measure progress toward Council engagement goals.

Implementation

A full implementation plan, and set of tools for Council Members and staff, will be created to support this plan, and will evolve along with this plan as new lessons are learned and best practices are captured. Among those tools is a worksheet, developed collaboratively with community members, to guide planning and engagement staff in creating strategies and planning for project engagement. The Council will use its website to highlight best practices and encourage other organizations and communities to adopt these practices.

Conclusion

The Twin Cities region is a vibrant and diverse place. It is a collection of many different communities that together form one of the nation’s largest metropolitan areas. This region’s collective success is built on a strong civic tradition of shared action by residents, government, nonprofit and philanthropic organizations, community groups, and business leaders aiming to enhance our communities and region as a whole. This shared tradition relies on an acknowledgment of each person and organization in our region as an asset and reflects a valid and important point of view. We believe that this Public Engagement Plan is a way for the Metropolitan Council to utilize all of the region’s valuable resources and to help assure we are creating shared values and aspirations for our communities.

2017 Title VI Limited English Proficiency Language Access Plan

**For the Metropolitan Council, Metro Transit,
Metro Mobility, and Transit Link**

I. Table of Contents

II.	About the Metropolitan Council	II-4
III.	Background Information	III-4
A.	Purpose.....	III-4
B.	Authority	III-5
C.	Responsibilities	III-6
IV.	Identification of Limited English Proficient Individuals in the Service Area	IV-6
A.	The Number & Proportion of LEP Persons in the Service Area	IV-7
1.	Table of LEP Speakers in the Metro Transit Service Area.....	IV-8
B.	The Frequency of Contact Between LEP Individuals and the Met Council’s Transportation Services	IV-13
1.	Metro Transit.....	IV-13
2.	Other Transportation Services	IV-13
3.	Interactions with LEP Populations.....	IV-14
C.	Nature and Importance of Transportation Services for LEP Customers	IV-19
D.	Resources Available & the Costs of Providing Language Assistance Services	IV-20
1.	Metro Transit Website.....	IV-20
2.	Fare Machines	IV-20
3.	Language Line	IV-20
4.	Translated Materials	IV-20
5.	Customer Advocates.....	IV-20
6.	Additional Services	IV-21
V.	Current Language Assistance Measures	V-23
VI.	Current LEP Outreach	VI-25
A.	Metro Transit Webpage	VI-25
B.	Language Line.....	VI-25
C.	Advertising with Multilingual Media	VI-25
D.	Customer Advocates.....	VI-25
VII.	Future Strategies to Better Serve LEP Customers.....	VII-27
VIII.	Staff Training.....	VIII-28
IX.	Monitoring & Updated the Language Assistance Plan	IX-29
X.	Updates to Tentative Implementation Timeline	X-30
XI.	Executive Summary.....	XI-31
A.	Background	XI-31
B.	Demographic Data	XI-31
C.	Metropolitan Council Data.....	XI-32
D.	Current Language Assistance Measures	XI-33
E.	Future Strategies to Better Serve LEP Customers.....	XI-33
F.	Monitoring & Updating the Language Assistance Plan	XI-34
XII.	Attachments	XII-35
A.	Attachment 1 – Sample Bus Operator Survey	XII-36
B.	Attachment 2 –Translated Documents (Samples).....	XII-38
C.	Attachment 2 –Translated Documents (Samples)	XII-39
D.	Attachment 2 –Translated Documents (Samples)	XII-40
E.	Attachment 2 –Translated Documents (Samples).....	XII-41
F.	Attachment 2 –Translated Documents (Samples).....	XII-43
G.	Attachment 3 – Metro Transit Community Advocate Flyers.....	XII-44
H.	Attachment 4 – Metro Transit Community Advocate Partners	XII-45
I.	Attachment 5 – Photos of Customer Advocates Outreach	XII-46
J.	Attachment 6 – Article About Metro Transit Police Language Course	XII-47

K. Attachment 7 – Article About Metro Transit Bus Operator Language Course XII-51

II. About the Metropolitan Council

The Metropolitan Council was established by the Minnesota Legislature in 1967 and is the metropolitan planning organization (MPO) for the Twin Cities seven-county metropolitan area. It also provides many essential services and infrastructure that support communities and businesses and ensure a high quality of life for residents of the region. The Council's mission is to foster efficient and economic growth for a prosperous metropolitan region. Its priorities include:

- Creating a financially sustainable 21st century transportation system
- Promoting dynamic housing opportunities for all
- Leveraging investments that drive regional economic development

The Council's essential services enhance the region's quality of life and economic competitiveness. The services and responsibilities of the Council include:

- [Operating Metro Transit](#), the largest public transit operator in the region, serving 81 million bus and rail passengers in 2012 with award-winning, energy-efficient fleets. The Council's strategic investments support a growing [network of bus and rail transit ways](#), and [transit-oriented development](#).
- [Collecting and treating wastewater](#) at rates 40% lower than peer regions, while winning national awards for excellence.
- [Working to ensure adequate clean water](#) for the future, through [water supply planning](#) and [lake and river monitoring programs](#).
- [Planning for future growth](#) in partnership with communities and the public.
- Planning, acquiring, and developing a world-class [regional parks and trails system](#).
- [Providing affordable housing](#) for qualifying low-income residents.

The Council's [17-member policy board](#) has guided and coordinated the strategic growth of the metro area and achieved regional goals for nearly 50 years. Elected officials and citizens share their expertise with the Council by serving on [key advisory committees](#), including the Community Development Committee, Environment Committee, Management Committee, Transportation Committee, Litigation Review Committees, in addition to many other additional committees, work groups, and task forces.

III. Background Information

A. Purpose

The following document serves as the Title VI Limited English Proficiency Language Access Plan for the Met Council's Metro Transit, Metro Mobility, and Transit Link services. This document demonstrates the Council's commitment to provide meaningful access to all individuals accessing the Council's services. Internally this plan is intended for department managers and supervisors, and for staff who interact directly or indirectly with Limited English Proficiency (LEP) individuals. LEP legal requirements also apply to sub-recipients, subcontractors and vendors who do business with the Council. LEP community members and advocates can refer to this plan to learn about the Council's commitment to equal access. Dissemination of the Limited English Proficiency Plan is to occur via many routes. Any internal

or external individual will be able to access the plan via the Internet. LEP individuals can obtain copies/translations upon request.

Further questions regarding this plan may contact:

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St. Paul, MN 55101
651-602-1085
Wanda.kirkpatrick@metc.state.mn.us

B. Authority

Title VI of the Civil Rights Act of 1964, 42 U.S.C. 2000d et seq., provides that no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity that receives Federal financial assistance. The Supreme Court, in *Lau v. Nichols*, 414 U.S. 563 (1974), interpreted Title VI regulations promulgated by the former Department of Health, Education, and Welfare to hold that Title VI prohibits conduct that has a disproportionate effect on Limited English Proficient (LEP) persons because such conduct constitutes national origin discrimination.

Executive Order 13166, “Improving Access to Services for Persons with Limited English Proficiency,” reprinted at 65 FR 50121, August 16, 2000 (Appendix A), directs each Federal agency to examine the services it provides and develop and implement a system by which LEP persons can meaningfully access those services. Federal agencies were instructed to publish guidance for their respective recipients in order to assist them with their obligations to LEP persons under Title VI. The Executive Order states that recipients must take reasonable steps to ensure meaningful access to their programs and activities by LEP persons. President Bush affirmed his commitment to Executive Order 13166 through a memorandum issued on October 25, 2001 by Assistant Attorney General for Civil Rights, Ralph F. Boyd, Jr. Federal agencies were directed to provide guidance and technical assistance to recipients of Federal funds as to how they can provide meaningful access to Limited English Proficient users of Federal programs.

The U.S. DOT published revised guidance for its recipients on December 14, 2005 (*Appendix B*). This document states that Title VI and its implementing regulations require that DOT recipients take responsible steps to ensure meaningful access to the benefits, services, information, and other important portions of their programs and activities for individuals who are Limited English Proficient (LEP) and that recipients should use the DOT LEP Guidance to determine how best to comply with statutory and regulatory obligations to provide meaningful access to the benefits, services, information, and other important portions of their programs and activities for individuals who are LEP.

The Federal Transit Administration (FTA) references the DOT LEP guidance in its Circular 4702.1B, “Title VI Requirements and Guidelines for Federal Transit Administration Recipients,” which was published on October 1, 2012. Chapter III part 9 of this Circular reiterates the requirement to take responsible steps to ensure meaningful access to benefits, services, and

information for LEP persons and suggests that FTA recipients and sub-recipients develop a language implementation plan consistent with the provisions of Section VII of the DOT LEP Guidance.

The DOT LEP Guidance recommends that all recipients, especially those that serve large LEP populations, should develop an implementation plan to address the needs of the LEP populations they serve. The DOT LEP Guidance notes that effective implementation plans typically include the following five elements:

- 1) Identifying LEP individuals who need language assistance:
- 2) Providing language assistance measures
- 3) Training staff
- 4) Providing notice to LEP persons
- 5) Monitoring and updating the plan

C. Responsibilities

The Council Regional Administrator has designated the Director of the Office of Equal Opportunity (OEO) as the Council's Language Assistance Liaison. The Language Assistance Liaison will be responsible for developing, executing and coordinating language services to LEP persons, and will collaborate with any sub-recipients covered under Title VI to ensure that they satisfy their LEP requirements. OEO is designated the lead department for LEP initiatives in order to assist the Language Assistance Liaison in ensuring that the Met Council, Metro Transit, Metro Mobility, and Transit Link continue to serve LEP customers. The Liaison will also investigate and resolve language access complaints from the LEP community.

IV. Identification of Limited English Proficient Individuals in the Service Area

DOT Guidance: "There should be an assessment of the number or proportion of LEP individuals eligible to be served or encountered and the frequency of encounters pursuant to the first two factors in the four-factor analysis."

Metro Transit has addressed the federal requirements for assessing needs and providing services to LEP populations. The LEP needs assessment was conducted based on the Four-Factor Analysis, as outlined in the FTA Circular 4702.1B. This analysis includes:

- Identifying the number or proportion of LEP persons served or encountered in Metro Transit's service area;
- Determining the frequency with which LEP individuals come into contact with Metro Transit's services;
- Determining the nature and importance of the services to LEP people; and
- Assessing the current resources available and the costs to provide Language Assistance Services.

A. *The Number & Proportion of LEP Persons in the Service Area*

The U.S. Census Bureau collects data through the American Community Survey (ACS) to assess language characteristics within a geographic area. These data identify a person's ability to speak English "very well" or less than "very well" and the language predominately spoken at home for those populations age 5 and older. The **2010-2014** ACS provided quantitative information regarding LEP populations for the seven-county region and Metro Transit's service area. An analysis of these data identified LEP populations and their language characteristics within the Metro Transit service area.

ACS data indicate that the total population within Metro Transit's service area is **2,258,709**. In addition, **16%** of the total population is age 5 and older and speaks a language other than English at home (**342,882**). Of these individuals, **43%** (**147,944**) speak English less than "very well" representing **7%** of the total population within Metro Transit's service area. Approximately **36%** (**52,768**) of these LEP individuals speak Spanish.

The following table lists the foreign languages spoken within Metro Transit's Service Area. The four most frequently spoken languages include, in descending order: Spanish/Spanish Creole; Hmong; Somali; and Vietnamese. Each of these is spoken by at least 5% of the LEP population in the service area.

Metro Transit does not operate service throughout the entire seven-county region; therefore, the distribution of LEP communities was compared to the Metro Transit service area to identify the quality of coverage. Using the language categories contained in the **2010-2014** ACS, Metro Transit created the following five maps to show the concentrations of LEP communities within the service area.

Results of the geographic distribution indicate the greatest densities of LEP speakers are located within the limits of Metro Transit's service area and along well-served transit corridors. Further analysis indicates that:

- LEP communities are concentrated in central and east St. Paul, central and north Minneapolis and cities to the northwest and south of Minneapolis;
- LEP Spanish speakers are more widely dispersed than the other language groups, being located in both urban and suburban communities;
- A high concentration of LEP Hmong speakers are located in north and east St. Paul but are also located in north Minneapolis; and
- LEP Somali speakers are spread across the service area, but are mainly located in central Minneapolis.

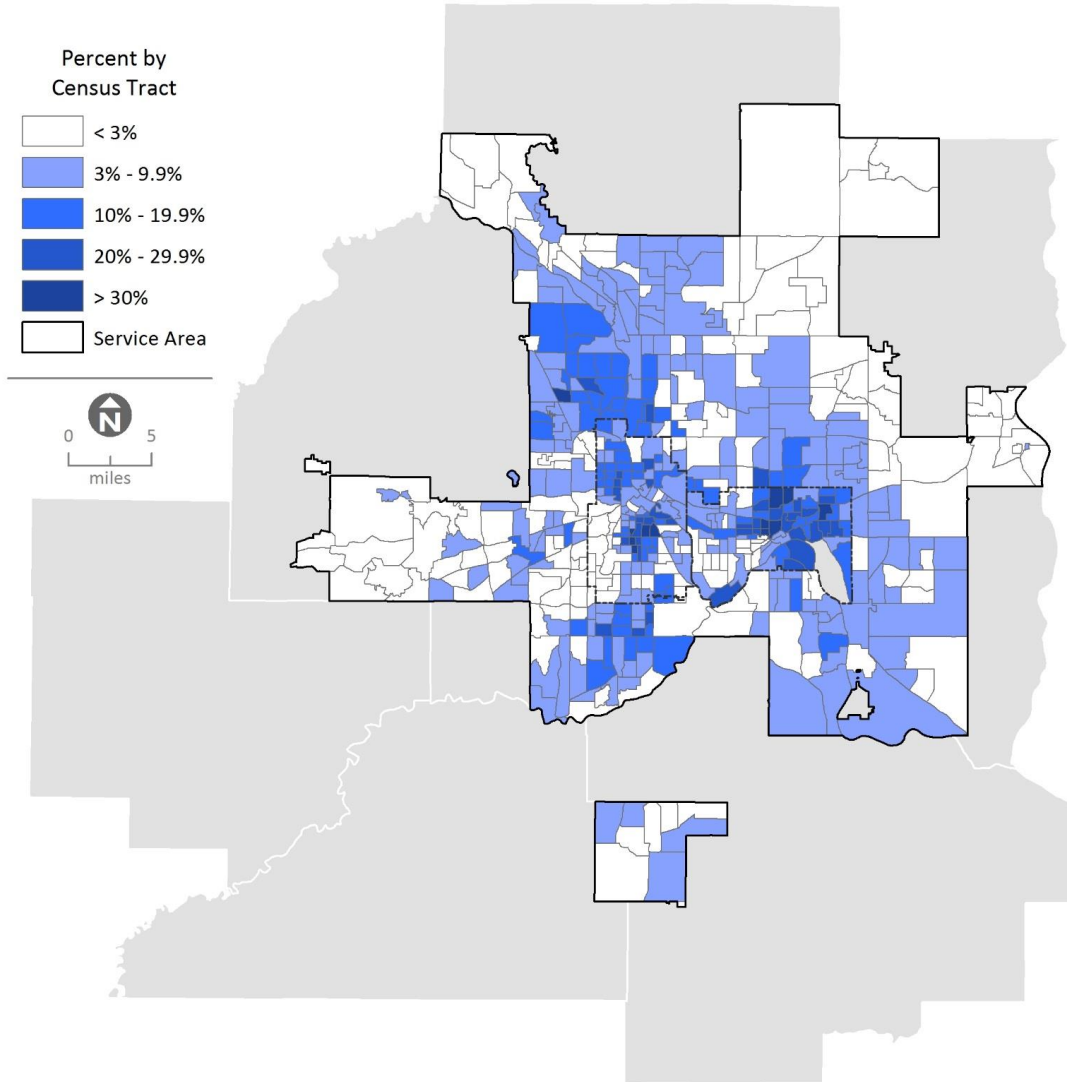
1. Table of LEP Speakers in the Metro Transit Service Area

The total population of the Metro Transit Service Area is 2,258,709 people. There are 147,944 LEP speakers in the service area; this is 6.5% of the population.

Language	Number of LEP Speakers	Percent of Total LEP	Total Population
Spanish or Spanish Creole	52,768	35.7%	2.3%
Hmong	23,202	15.7%	1.0%
Somali	22,592	15.3%	1.0%
Vietnamese	8,638	5.8%	0.4%
Other Asian languages	7,878	5.3%	0.3%
Chinese	6,528	4.4%	0.3%
Russian	3,880	2.6%	0.2%
Laotian	2,540	1.7%	0.1%
French (incl. Patois, Cajun)	2,355	1.6%	0.1%
Arabic	2,253	1.5%	0.1%
Mon-Khmer, Cambodian	1,984	1.3%	0.1%
Other Indic languages	1,616	1.1%	0.1%
Korean	1,228	0.8%	0.1%
German	1,185	0.8%	0.1%
Serbo-Croatian	1,089	0.7%	0.0%
Tagalog	863	0.6%	0.0%
Other Slavic languages	779	0.5%	0.0%
Hindi	761	0.5%	0.0%
Japanese	698	0.5%	0.0%
Thai	650	0.4%	0.0%
French Creole	575	0.4%	0.0%
Other Indo-European languages	574	0.4%	0.0%
Gujarathi	381	0.3%	0.0%
Polish	371	0.3%	0.0%
Other Pacific Island languages	369	0.2%	0.0%
Scandinavian languages	327	0.2%	0.0%
Italian	319	0.2%	0.0%
Other & unspecified languages	289	0.2%	0.0%
Portuguese or Portuguese Creole	283	0.2%	0.0%
Persian	275	0.2%	0.0%
Urdu	267	0.2%	0.0%
Hebrew	168	0.1%	0.0%
Greek	85	0.1%	0.0%
Other Native N. American languages	81	0.1%	0.0%
Other West Germanic languages	57	0.0%	0.0%
Yiddish	14	0.0%	0.0%
Armenian	13	0.0%	0.0%
Hungarian	9	0.0%	0.0%
Navajo	0	0.0%	0.0%

Figure 1

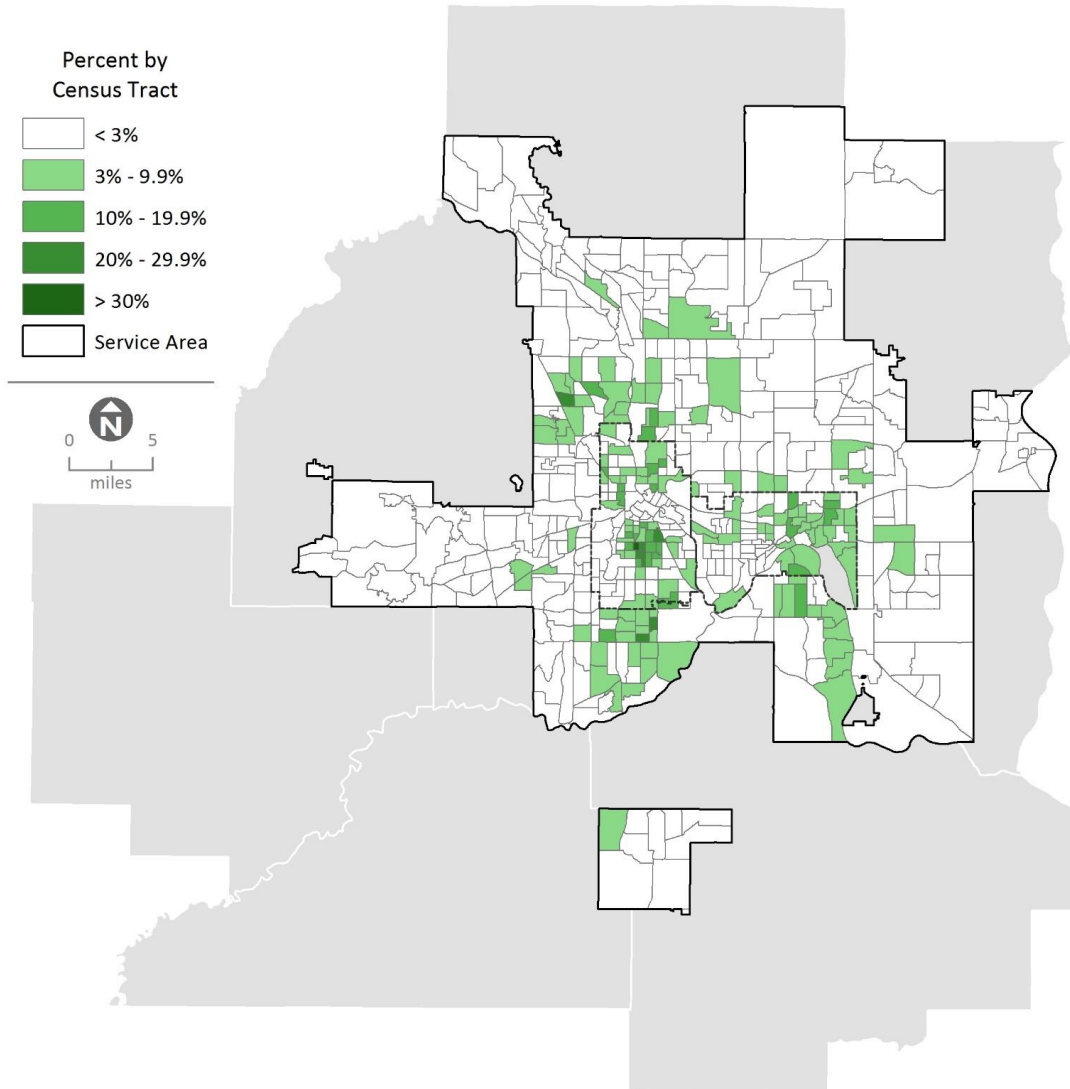
Distribution of all Limited English Proficient* Speakers (Age 5+)



*English spoken less than "very well"
Source: American Community Survey, 2010-2014

Figure 2

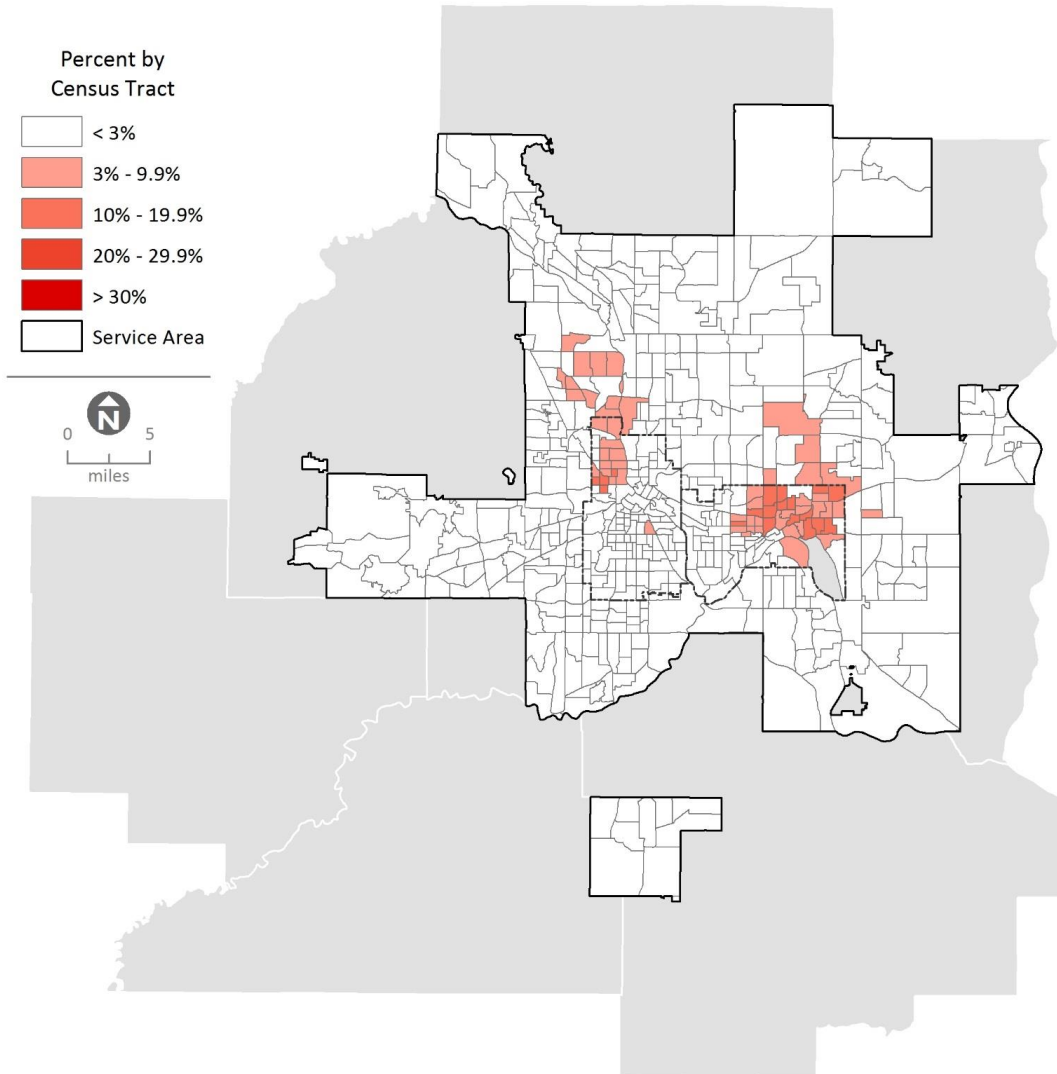
Distribution of Spanish Speakers (Age 5+) who are Limited English Proficient*



*English spoken less than "very well"
Source: American Community Survey, 2010-2014

Figure 3

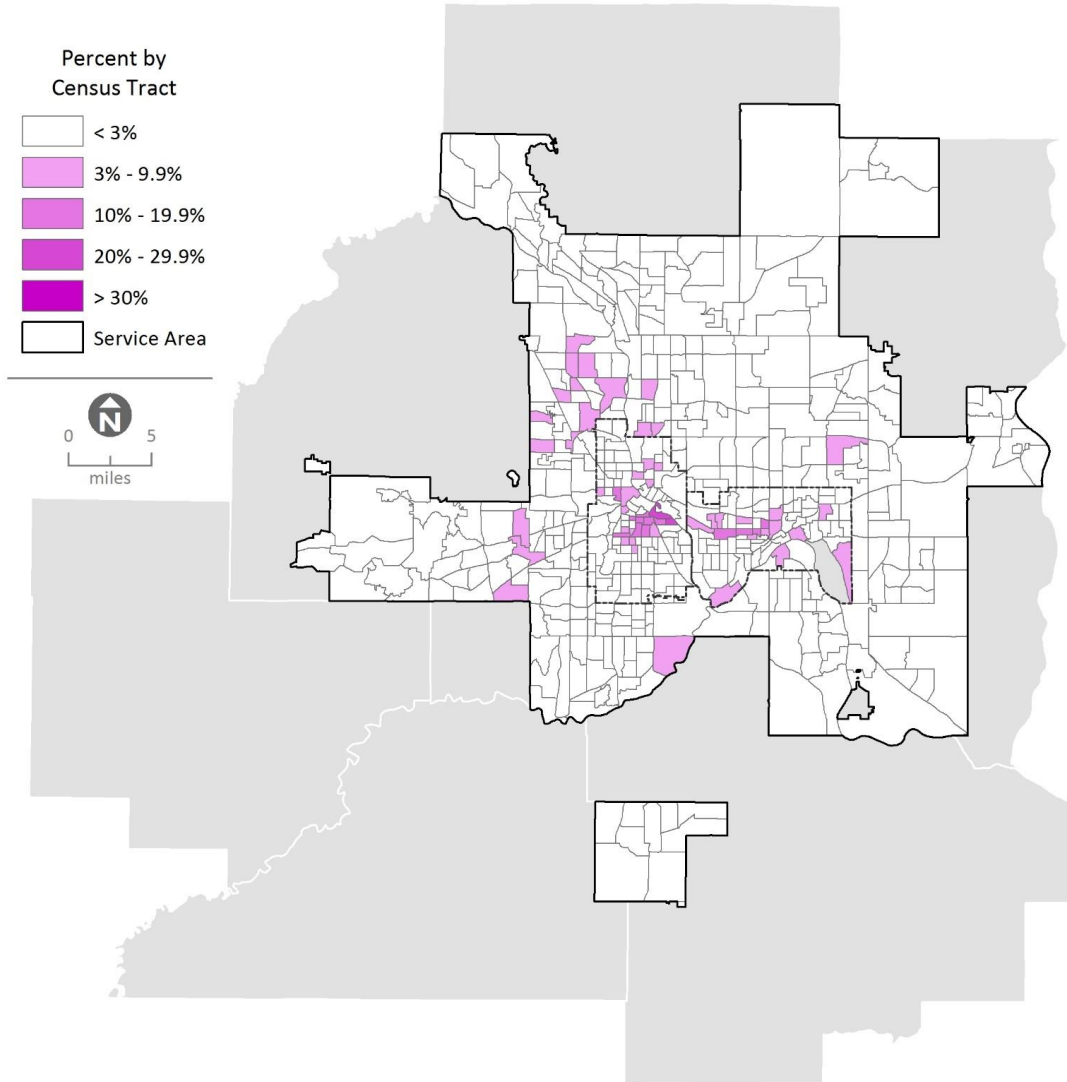
Distribution of Hmong Speakers (Age 5+) who are Limited English Proficient*



*English spoken less than "very well"
Source: American Community Survey, 2010-2014

Figure 4

Distribution of Somali Speakers (Age 5+) who are Limited English Proficient*



*English spoken less than "very well"
Source: American Community Survey, 2010-2014

B. The Frequency of Contact Between LEP Individuals and the Met Council's Transportation Services

The Council offers three transportation related services: Metro Transit, Metro Mobility, and Transit Link. These services are described below. In addition, this section includes information describing how frequently our transportation services interact with LEP communities in the service area. This information is collected through reviewing Language Line usage, bus operator surveys, supplemental and anecdotal information provided by front line staff. All information is presented below.

1. Metro Transit

Metro Transit is an operating division of the Metropolitan Council and offers an integrated network of buses, light rail, and commuter trains as well as resources for those who carpool, vanpool, walk, or bike. Metro Transit recently opened a light-rail link between downtown Minneapolis and downtown St. Paul in June 2014 and is working to develop additional light-rail links in the northwest and southwest areas of the region. Metro Transit also recently opened a Bus Rapid Transit line connecting the south suburbs to the Mall of America Blue Line Station and is working to develop additional bus rapid transit and enhanced express bus service throughout the region.

Metro Transit is one of the country's largest transit systems, providing roughly 87 percent of the transit trips taken annually in the Twin Cities. Each weekday customers board Metro Transit buses and trains an average of 276,000 times.

Metro Transit operates the METRO Green Line, METRO Blue Line, Northstar commuter rail line, the A-Line (arterial bus rapid transit line), and 129 bus routes—65 are local-service routes and 64 are express routes, using a fleet of 907 buses. The majority of the agency's fleet (670) is standard 40-foot buses—134 of these are hybrid electric vehicles. Additionally, there are 180 articulated ("accordion") buses and 57 are over-the-road coach-style buses. All Metro Transit buses are equipped with wheelchair lifts or ramps and racks for bicycles. All trains feature storage areas for bicycles and luggage.

2. Other Transportation Services

The Metropolitan Council also provides services that meet the needs of those not served by or not able to use Metro Transit.

Metro Mobility is a shared public transportation service for certified riders who are unable to use regular fixed-route buses due to a disability or health condition. Eligibility is determined by the Federal Americans with Disabilities Act. Rides are provided for any purpose. Customers are eligible for Metro Mobility service if they are physically unable to get to the regular fixed-route bus, they are unable to navigate regular fixed-route bus systems once they are on board, or they are unable to board and exit the bus at some locations.

Transit Link is the Twin Cities dial-a-ride small bus service. It provides transportation to the public where regular route transit service is not available. Transit Link is for trips that cannot be accomplished on regular transit routes alone, and may combine regular route and Transit Link service. Anyone may reserve a Transit Link ride for any purpose, subject to availability.

3. Interactions with LEP Populations

a) Call Center Data

The Metro Transit Call Center tracks its interaction with LEP customer via its partnership with Language Line interpreter services. The following table lists Call Center phone calls by language over the previous 20 month period. During that time, the Call Center took 718 total calls from LEP customers seeking interpreter services. The breakdown of those languages is listed below:

Language	Number of Calls
Spanish	614
Somali	54
French	7
Oromo	6
Karen	6
Korean	4
Hindi	3
Hmong	3
Mandarin	3
Amharic	3
Italian	2
Portuguese	2
Arabic	2
Laotian	2
Russian	2
Farsi	1
Cantonese	1
Thai	1
Vietnamese	1
Japanese	1
Total	718

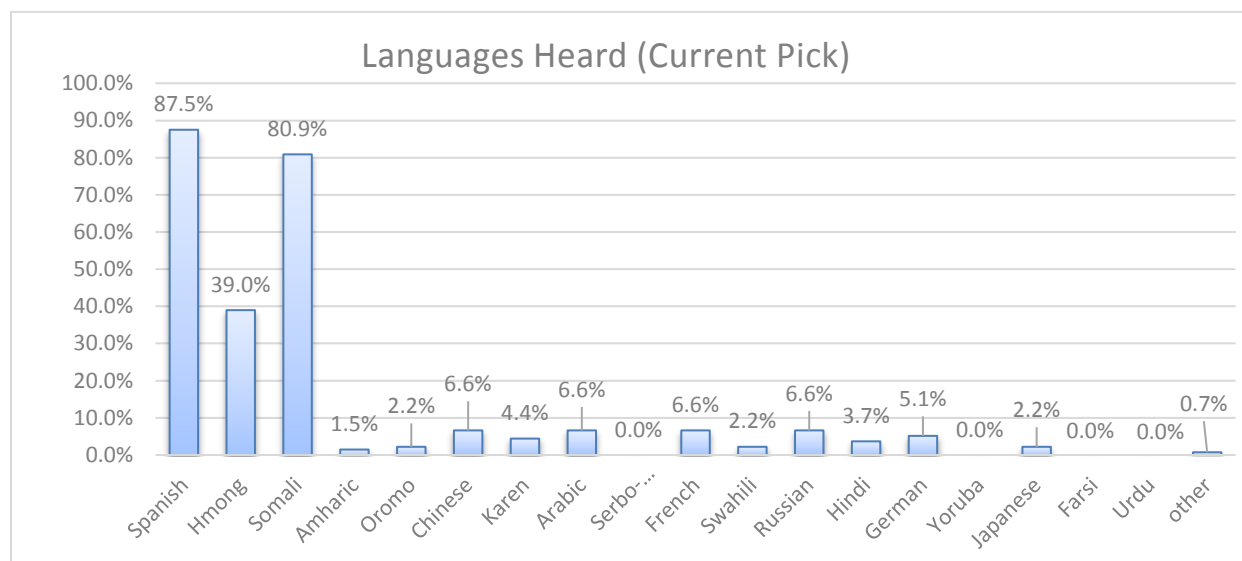
Based on these figures, Metro Transit’s Call Center interacted most commonly with Spanish and Somali speaking LEP customers during this time period. Approximately 85% of all LEP customers in need of language services requested Spanish language interpretation from Language Line. Somali was the next most requested language at 7.5%. On average, the Call Center took approximately 66 calls per month from LEP customers in need of language assistance. Overall, the Call Center utilized Language Link to interact with LEP customers representing 20 distinct languages.

b) Bus Operator Survey Results

In July 2016, the Office of Equal Opportunity, designed and administered a survey of Metro Transit operators to better understand the demographics of the LEP population, frequency of use and identify the nature of interactions specific to the LEP population. OEO visited Metro Transit’s 5 bus garages and provided paper copies of bus operator surveys, to which 91 randomly selected operators completed.

The 2016 survey differed from the previous one conducted in 2014 as the survey was self-administered by the operators themselves in printed form. For this reason, percentages for some questions do not add up to one hundred as some respondents chose more than one option, and instead reflect the common experiences among bus operators about their interactions with LEP customers. Please see Attachment 1 for a copy of the Bus Operator Survey. These operators drove a variety of routes (inner city and suburban), were a combination of part or full time employees, and had varying experiences with understanding foreign languages. As such, the results of this survey are limited by accuracy of the perception of these operators.

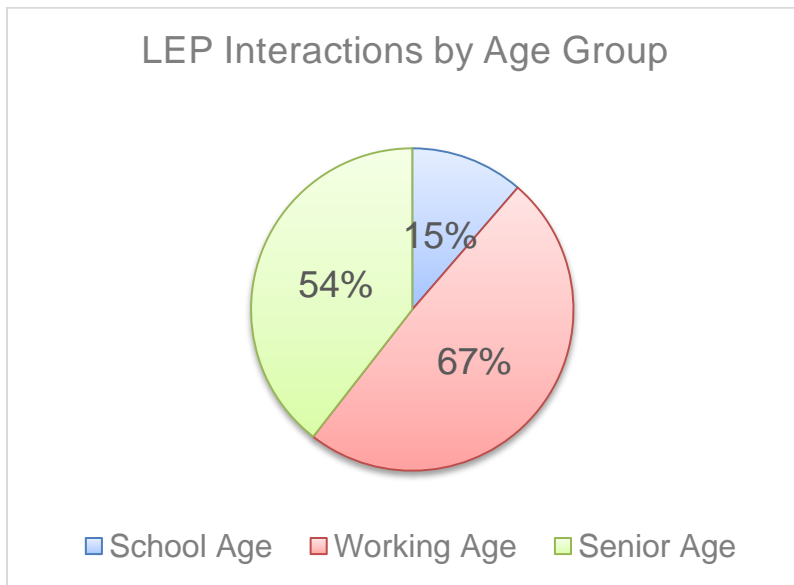
Overall, 87.5% of Metro Transit bus operators reported hearing Spanish while driving their current routes. Additionally, 80.9% reported hearing Somali and 39% reported hearing Hmong. Twelve other languages were also reported as being heard on the bus. The breakdown is listed in the table below.



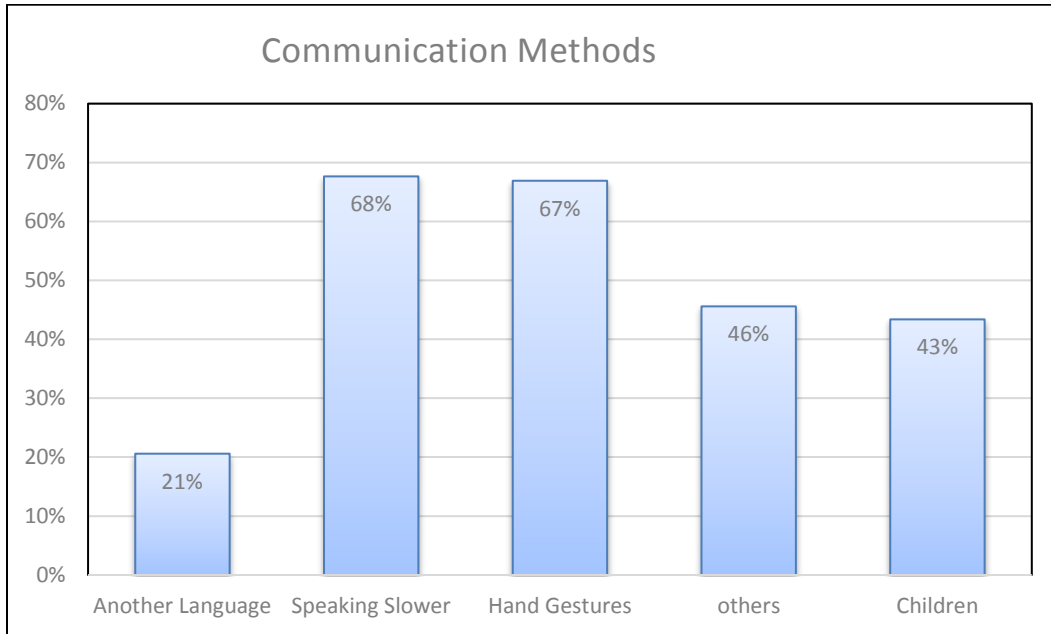
Ninety-five percent (95%) of operators stated they had at least one interaction daily with LEP customers. In terms of LEP customer interactions per shift, the following table shows the frequencies as reported by operators about their current routes:

LEP Interactions (Times/Shift)	Percentage Reported
0	5%
1	12%
2	18%
3	22%
4	12%
5+	31%

Roughly two-thirds of all operators reported that they interact most with working age LEP customers, while another 54% reported that they have many interactions with senior age LEP customers, and only 15% reported interacting with school age LEP customers.



The 2016 bus operator survey asked a new question which allowed operators to share how they try to communicate with customers who speak English less than well. Over two-thirds of operators reported speaking slower and using hand gestures as common methods. The graph below identifies other methods used and the frequencies:



c) *Supplemental Information*

In the 2014 survey, operators were asked if they felt that assisting LEP customers was part of their job to which 95% of those surveyed responded that they believed it was. The same question was posed in the 2016 survey, and while 83% said that it was, 13% were unsure, while the other 4% believed that it was not part of their job.

In response to the 2014 responses, Metro Transit offered language classes to operators in the spring of 2015. Of the operators surveyed, 5% has taken the language courses and of that group 80% found that the class met their expectations and 90% were able to use the Spanish they learned on the job.

When asked what (operators) thought could be done to better serve our LEP transit customers, operators offered a number of suggestions:

- Multi-lingual bus schedules,
- Multi-lingual announcements on major crossways (stops, route, etc.) along certain corridors,
- Translated literature providing basic information (fares, ridership info, etc.),
- More operators with multi-lingual skills (basic terms, money, time, etc.).

d) Metro Mobility

Metro Mobility management and staff report that contact with LEP persons is very infrequent. Staff reported that they rarely (less than ten times per month) need to use Language Line with potential customers. Metro Mobility provides interpreter and translation services upon request. Over the past year, Metro Mobility staff reported that the department utilized interpreters to assist clients with the intake interview process approximately once per month. However, three quarters of those interactions involve using American Sign Language interpreters.

e) Transit Link Call Center Information

Transit Link Call Center staff reported anecdotal information on their interaction with LEP customers. Overall, staff reported that the majority of the Call Center's volume comes from English speakers. When non-native English speakers contact the Call Center, Spanish is the most common language spoken by the customer. A Call Center staff member who speaks Spanish assists with the Call Center's Spanish speaking customers. The Call Center estimates that this staff person speaks with Spanish speaking LEP customers approximately 2 to 3 times per week.

Call Center staff use Language Line to facilitate interactions with LEP customers that speak a language other than English or Spanish. However, staff estimate that they used Language Line with a customer no more than 5 times in the last year.

C. Nature and Importance of Transportation Services for LEP Customers

Many LEP persons rely on public transportation for their mobility needs. According to U.S. Department of Transportation LEP guidance, “providing public transportation access to LEP persons is crucial. An LEP person’s inability to utilize effectively public transportation may adversely affect his or her ability to obtain health care, education, or access to employment.”

D. Resources Available & the Costs of Providing Language Assistance Services

The principal resources available to the Met Council's Transportation services for providing language assistance to LEP customers are Metro Transit's website, fare machines located at various transit centers, its customer service phone lines, translated materials, and its Customer Advocate program.

1. Metro Transit Website

Metro Transit uses Google Translate to translate its web pages into Spanish, Hmong, and Somali. Users can access all content in these three languages, including information on fare products, Next Trip, and Trip Planner functions.

2. Fare Machines

Fare machines on Blue and Green Light Rail Line stations offer customers the option of selecting Spanish, Hmong, or Somali (the three most commonly used languages besides English) for purchasing fares. These ticket vending machines are not currently set up to collect and report information on which languages customers select when purchasing fares. However, Metro Transit is investigating whether this data collection is feasible.

3. Language Line

Metro Transit's Call Center staff uses Language Line to facilitate phone interactions with LEP customers. Language Line can provide language interpretation services for over 170 different languages. In addition, Metro Transit also offers, upon request, translations of documents and interpreters for community meetings.

4. Translated Materials

Metro Transit provides documents and information that are translated into Hmong, Spanish, and Somali. These documents include pocket guides for high school students, user guides, safety brochures, Language Line referral cards, etc. Metro Transit has also provided translated direct mailings in other languages like Nepali and Karen – specific groups which may be impacted by changes to particular routes. Please see Attachment 2 for samples of translated documents.

5. Customer Advocates

Metro Transit Customer Advocates provide free presentations and personalized how-to-ride classes addressing topics such as: fares and how to pay them, trip planning, reading maps and schedules, using the Metro Transit website, accessibility, etc. This is a customizable training that is adapted to meet the needs of a range of unique customer groups including LEP populations. Metro Transit helps make these workshops linguistically accessible to LEP populations by partnering with the requesting community group, which often provides interpretation services.

These services involve a number of technological and personnel costs, which are distributed among Metro Transit's operations. Metro Transit is committed to assuring that these and other resources are used to reduce the barriers that limit access to its information and services by LEP persons. Where applicable, Metro Transit will provide funds to enhance its language services.

6. Additional Services

The Met Council's 2014 Title VI plan identified several additional services and efforts needed in order to provide meaningful access to its transportation services for LEP customers. The list of services and efforts are reproduced and updated:

- Centralizing LEP implementation and monitoring in a single Department
 - Update: Title VI and LEP implementation and compliance are now housed in the Council's Office of Equal Opportunity (OEO). The Council has several departments and divisions and outreach units that interact with LEP populations. OEO staff routinely work with these staff members to help ensure the Council's Title VI obligations are met.
- Focusing more resources on the languages used by the largest LEP communities in the Council's Transportation area (Spanish, Hmong, Somali)
 - Update: Ongoing. Examples include adding Google Translate functions in Spanish, Hmong, and Somali to Metro Transit's webpages, and translating other vital documents into these three languages.
- Based on need and available resources, translating critical documents, including route changes, fare information, etc., in these most commonly used languages
 - Update: Ongoing. One example is translating Metro Transit's Rider Alert notice which is posted to provide information on detours or changes in service. The document directs customers in English, Spanish, Hmong, and Somali to contact Metro Transit Customer Service with any questions.
- Expanding the use of telephone interpreter services
 - Update: Ongoing. Metro Transit is researching opportunities to publicize Language Line in order to increase its use by LEP customers.
- Expanding outreach to community organizations and entities that work directly with LEP customers to better understand the transit and language needs of LEP populations
 - Update: Ongoing. Metro Transit's Customer Advocates continue their work in reaching out to community organizations, schools, and other entities that work with LEP populations. In 2016, Metro Transit hired a 3rd Customer Advocate to help with this work. In addition, Metro Transit significantly expanded its Outreach and Public Involvement unit from 1 staff person to 5. These added resources facilitate Transit's ability to reach more customers generally, including those with limited English proficiency.
- Increase the Council's internal bilingual capabilities by identifying and certifying bilingual employees to provide oral language assistance as needed
 - Update: Ongoing. Metro Transit enlists current employees to help with outreach activities in communities of color. Many of these employees and communities speak languages other than English. For example, in July 2016, several Hmong-

speaking Metro Transit bus operators participated in the Hmong Freedom Festival.

V. Current Language Assistance Measures

DOT Guidance: “An effective LEP plan would likely include information about the ways in which language assistance will be provided.

Based on the four factor analysis above, the most predominant languages spoken by LEP persons in the Metro Transit, Metro Mobility, and Transit Link services areas are Spanish, Hmong, and Somali. The Met Council most frequently encounters Spanish speaking commuters. In addition, Metro Transit is the Met Council’s most widely used transportation service. As a result, the Met Council focuses the majority of its LEP resources on Metro Transit, and provides its most robust language assistance services in Spanish primarily, followed by Hmong and Somali. However, the Met Council continues to make language assistance for other languages available on an as-needed basis.

Metro Transit uses a variety of strategies to provide language assistance for LEP customers, including:

- Ticket Vending Machines (TVMs) that offer customers the option of selecting Spanish, Hmong, or Somali translations for purchasing fares.
- Language Line phone services to facilitate interactions between LEP customers and Metro Transit customer service staff. Language Line can provide language interpretation services for over 170 different languages.
- Translations, available upon request, of all public documents and meeting materials presented at community/outreach meetings.
- Interpreters, available upon request, for community/outreach meetings.
- Outreach and educational workshops by Metro Transit Customer Advocates offering personalized and linguistically accessible how-to-ride classes to groups throughout Metro Transit’s service area.
- A variety of translated materials providing information on resources, fare products, user guides, etc. Please see Attachment 2 for samples of translated materials.
- A website with content that can be translated into the 3 languages (Spanish, Hmong, Somali) through Google Translate.
- Monitoring staff interactions with LEP customers in order to identify potential areas of need for language assistance.
- Administering bus operator surveys to identify the frequency and nature of contact LEP customers have with bus operations.
- Advertising its services via radio and television to communities that speak languages other than English, including:
 - Hmong & Somali radio ads promoting free rides and safety;
 - Spanish radio ads on Pandora via their Latin American programming;

- Partnering with Univision to develop safety public service announcement campaigns;
- Running ads on Telemundo and Univision promoting free rides to Twins games.

Metro Mobility uses several strategies to provide language assistance for LEP customers, including:

- Language Line phone services to facilitate interactions between LEP customers and Metro Mobility customer service staff.
- Translations, available upon request, of all public documents and meeting materials presented at community/outreach meetings.
- Interpreters, available upon request, for community/outreach meetings.
- Monitoring staff interactions with LEP customers in order to identify potential areas of need for language assistance.

Transit Link uses several strategies to provide language assistance for LEP customers, including:

- Interpreters, available upon request, for community/outreach meetings.
- Monitoring staff interactions with LEP customers in order to identify potential areas of need for language assistance.
- Language Line phone services to facilitate interactions between LEP customers and Metro Transit customer service staff. Language Line can provide language interpretation services for over 170 different languages.
- Spanish/English bilingual staff.

VI. Current LEP Outreach

The principle resources available to Metro Transit for LEP outreach are the Metro Transit website, its customer service phone line, its Customer Advocate program, and translated documents.

A. *Metro Transit Webpage*

The Metro Transit webpage utilizes Google Translate to make available its web content in the 3 primary languages (other than English) that are represented in the area: Spanish, Hmong, and Somali. LEP customers that speak these languages can access fare information, Next Trip, schedules, and other tools and information.

B. *Language Line*

The public, including LEP customers, can contact Metro Transit's Call Center. Metro Transit utilizes Language Line to provide phone interpreters for LEP customers who wish to speak with a Call Center representative. Language Line provides interpretation services in over 170 languages.

C. *Advertising with Multilingual Media*

Metro Transit has also advertised its services with multilingual media. For example, Metro Transit produced radio ads promoting free rides and safety, Spanish radio ads on Pandora airing during their Latin American programming, and partnering with Univision to develop safety public service announcement campaigns.

D. *Customer Advocates*

Metro Transit Customer Advocates provide free presentations and personalized how-to-ride classes to groups throughout Metro Transit's service area. During these classes, Customer Advocates teach groups a number of things including:

- Fares and how to pay them
- Planning a trip
- Reading maps and schedules
- Transfers / Using Park & Ride lots
- Metrotransit.org and online tools
- Accessibility
- Safety
- Mock calls to practice using Language Line
- Other topics

In addition to these presentation topics, Customer Advocates often bring a Metro Transit bus to the meeting site and have the group practice buying their fare, requesting a transfer, finding their seat, using the pull-cord signaling system, and taking a practice ride where they learn to

identify bus stops (See Attachment 3 – Metro Transit Customer Advocates Flyer). Customer Advocates also hold classes on light rail vehicles where customers experience a trip and learn about safety and the various amenities available on each rail car.

This training can be customized to address specific issues and can be adapted to meet the needs of job seekers, those with disabilities, ELL/LEP populations, seniors, community groups and schools of all ages. Metro Transit helps make these workshops linguistically accessible through a variety of strategies. For example, one of the Customer Advocates is a native Spanish speaker. In addition, Customer Advocates partner with the requesting community group, which provides interpretation services.

Metro Transit Customer Advocates have a broad network of partner organizations that extends to approximately 90 organizations that each serve particular groups of Limited English Proficient or English Language Learner, or English as a Second Language learners. This network is constantly growing as more partnerships are established. Please see Attachment 4 for a full list of community partners with an ELL emphasis.

Since the last Title VI update, Metro Transit's Customer Advocates provided trainings to over 50 groups that serve LEP customers. In total, our Customer Advocates estimate that they have reached hundreds of LEP customers through this outreach. Please see Attachment 5 for photos of Metro Transit's Customer Advocates outreach work.

VII. Future Strategies to Better Serve LEP Customers

The Office of Equal Opportunity (“OEO”) will continue to lead LEP initiatives for the Met Council to better coordinate how Metro Transit, Metro Mobility, and Transit Link serve their LEP customers. In addition, OEO will continue collaborating with sub-recipients to ensure they comply with Title VI and LEP.

OEO has helped coordinate several working groups, consisting of various Met Council and Metro Transit staff. These groups help explore options, resources, and opportunities for complying with Title VI. The Council’s continuing LEP efforts will include the following:

- Surveying operators to assess how LEP customers interact with the Met Council and its services;
- Coordinating with Metro Transit to explore additional strategies for gathering data on the interactions between LEP customers and Transit staff;
- Collaborating with other Met Council divisions to collect data on Language Line usage by particular language, frequency, and services provided;
- Revising the language services, as appropriate, that the Met Council and its divisions offer in order to provide LEP customers with meaningful access to its services;
- Collaborating with community groups that serve LEP populations to understand the linguistic needs of these communities;
- Working with Metro Transit’s Service Development and Met Council planners to monitor demographic changes in our service areas to determine if additional language assistance measures are needed;
- Creating meaningful outreach by using multi-lingual employees as ambassadors to community organizations that represent LEP communities;
- Including Transit information that is translated into Spanish as part of its phone messaging system.

The Met Council, Metro Transit, Metro Mobility, and Transit Link are committed to assuring that resources are used to reduce the barriers that limit access to its information and services by LEP persons. Where applicable, Met Council will provide funds to enhance its language services.

VIII. Staff Training

According to LEP guidance provided by the USDOT, “Staff members should know their obligations to provide meaningful access to information and services for LEP persons, and all employees in public contact positions should be properly trained.”

Metro Transit and Metro Mobility provide basic training for employees at their respective Call Centers for utilizing the services of Language Line to help facilitate meaningful interactions with LEP customers. In addition, Metro Transit and OEO developed languages classes for various public-facing personnel. These include Transit-related Spanish language classes for bus operators that drive through Spanish speaking areas of the region. Furthermore, Metro Transit Police offered Spanish classes to Police Officers to help them interact with Spanish speaking customers. These courses will expand to include Somali instruction for Police Officers, and Spanish courses for operators in additional locations. Please see **attachments 6-8** for news articles about these courses. Additional LEP training is given to employees on a case-by-case basis based on employee, supervisor, and customer feedback.

IX. Monitoring & Updated the Language Assistance Plan

The Met Council conducts internal monitoring of its language assistance practices to ensure that the strategies employed remain effective. This is accomplished partially through feedback from Metro Transit, Metro Mobility, and Transit Link Call Center staff and from Metro Transit bus operators who help identify the LEP populations with whom they come in frequent contact.

The Met Council is committed to continuously improving its Language Assistance Plan. To that end, the company will revise the plan with more appropriate strategies as needed. Additionally, the Met Council, Metro Transit, Metro Mobility, and Transit Link will assess the viability and cost-effectiveness of pursuing and implementing new technologies and language assistance strategies as they become available.

X. Updates to Tentative Implementation Timeline

The following table includes updates to the Tentative Implementation Timeline included in the 2014 Title VI Plan.

ITEM	UPDATES
Updated Metro Transit Website Launch	The website was updated on schedule in Summer 2014.
Identification of Met Council LEP Advisory Board	Ongoing. This is a group of employees from OEO and the Council working on a variety of topics impacting LEP communities. The group is informally structured.
Selection of Met Council LEP Advisory Board	Ongoing. This is a group of employees from OEO and the Council working on a variety of topics impacting LEP communities. The group is informally structured.
Continue internal discussions regarding LEP best practices	Ongoing. Metro Transit and OEO created an internal group working on researching and identifying feasible improvements to Metro Transit's phone service.
Identify & create roster of multilingual employees interested in providing LEP assistance as available	This was accomplished in 2015. To date, several multi-lingual staff on the list have been asked to review translated documents for accuracy, clarity, and meaning.
Develop Partnerships with neighborhood organizations	Ongoing. OEO and the Met Council have strengthened partnerships related to employment opportunities at the Council, community engagement, and outreach.
Collect quantitative data on quarterly basis	Ongoing. The data collected include operator and front line surveys, and Language Line call data.
Administer Operator Surveys yearly	Ongoing. Most recent Bus Operator Surveys were delivered in Summer 2016.
Develop SOP for each division regarding their involvement with the LEP populations	Ongoing. Currently, each division provides summaries of their involvement with LEP communities. OEO will work with these divisions to standardize reporting processes.
Design and implement training for staff	Ongoing. Front line staff receives training in using Language Line when speaking with LEP customers via phone. New employees receive an introduction to Title VI policies. In addition, the Council provides a variety of training to managers and employees related to non-discrimination and equity.
Design and implement outreach activities	Ongoing. Multiple Council units engage in outreach activities with LEP communities.
Prepare update for Title VI submittal to the Federal Transit Administration	Ongoing.

XI. Executive Summary

A. Background

On October 1, 2012, the United States Department of Transportation (DOT) published revised guidance for its recipients on the Implementation of Executive Order 13166, "Title VI Requirements and Guidelines for Federal Transit Administration Recipients." This document reiterates the requirement that FTA funded recipients take responsible steps to ensure meaningful access to benefits, services, and information for LEP persons and suggests that FTA recipients and sub-recipients. This requirement includes the following analysis:

- Identifying the number or proportion of LEP persons served or encountered in the recipient's service area;
- Determining the frequency with which LEP individuals come into contact with the recipient's services;
- Determining the nature and importance of the services to LEP people; and
- Assessing the current resources available and the costs to provide Language Assistance Services.

Recipients and sub-recipients must then develop a language implementation plan consistent with the provisions of Section VII of the DOT LEP Guidance. The following information summarizes the Met Council, Metro Transit, Metro Mobility, and First Transit's LEP analysis and Language Assistance Plan.

B. Demographic Data

The Met Council's Four Factor analysis revealed the following demographic information in the Metro Transit service area:

- **2,258,709** – Total population in Metro Transit service area
- **6.5% (147,944)** – LEP individuals in service area
- **35.7% (52,768)** – Spanish speakers out of total LEP individuals in service area

The most frequently spoken languages (other than English) in the Metro Transit service area are listed below:

Language	Number of LEP Speaker	% of Total LEP Population	% of Total Population
Spanish	52,768	35.7%	2.3%
Hmong	23,202	17.7%	1.0%
Somali	22,592	15.3%	1.0%
Vietnamese	8,638	5.8%	0.4%
Chinese	6,528	4.4%	0.3%
Russian	3,880	2.6%	0.2%

Further analysis indicates that:

- LEP Spanish speakers are more widely dispersed than other language groups, being located in both urban & suburban communities;
- A high concentration of LEP Hmong speakers is located in north & east St. Paul;
- LEP Somali speakers are scattered across the service area, but are mainly located in the central area Minneapolis

C. *Metropolitan Council Data*

Metro Transit Call Center data and Bus Operator surveys support the conclusion that Metro Transit interacts most commonly with LEP individuals who speak Spanish, Hmong, and Somali. For example, over the last 3 years, the Call Center took 71 total calls from LEP customers seeking interpreter services. The breakdown is listed below:

Language	Number of
Spanish	614
Somali	54
French	7
Oromo	6
Karen	6
Korean	4
Hindi	3
Hmong	3
Mandarin	3
Amharic	3
Italian	2
Portuguese	2
Arabic	2
Laotian	2
Russian	2
Farsi	1
Cantonese	1
Thai	1
Vietnamese	1
Japanese	1
Total	718

In Summer 2016 OEO administered bus operator surveys to better understand the frequency and nature of the interactions between Metro Transit and the service area's LEP population. Operators noted that Spanish, Somali, and Hmong were the most commonly heard language on buses. They also made several observations:

- **95%** of operators reported interacting daily with LEP customers
- **67%** of operators most frequently encountered working age LEP customers
- **57%** of operators cited bus fare as the most common question for LEP riders

D. Current Language Assistance Measures

Metro Transit, Metro Mobility, and First Transit, use several strategies to provide language assistance to LEP customers, including:

- Ticket Vending Machines (TVMs) that offer Spanish, Hmong, or Somali translations for purchasing fares;
- Language Line Call Center phone services, offering interpretation services in 170 different languages;
- Translations, available upon request, of all public documents and meeting materials presented at community/outreach meetings;
- Interpreters, available upon request, for community/outreach meetings;
- Outreach and educational workshops by Metro Transit Customer Advocates offering personalized and linguistically accessible how-to-ride classes to groups throughout Metro Transit's service area;
- A variety of translated materials providing information on resources, fare products, user guides, etc. Please see Attachment 2 for samples of translated materials.
- A website with content that can be translated into the 3 languages (Spanish, Hmong, Somali) through Google Translate.
- Advertising its services via radio and television to communities that speak languages other than English.

E. Future Strategies to Better Serve LEP Customers

The Met Council, Metro Transit, Metro Mobility, and Transit Link will explore the following strategies to continue providing meaningful access to LEP commuters:

- Continuing survey work to assess how LEP customers interact with the Council;
- Continuing to coordinate Title VI working groups composed of Council staff to facilitate Title VI implementation, including LEP efforts;

- Revising language services as appropriate;
- Collaborating with community groups serving LEP populations to understand the linguistic needs of these communities;
- Creating meaningful outreach by using multi-lingual employees as ambassadors to community organizations that represent LEP communities;
- Continuing outreach with Customer Advocates;
- Including Transit information that is translated into Spanish as part of its phone messaging system.

F. Monitoring & Updating the Language Assistance Plan

The Met Council is committed to continuously improving its Language Assistance Plan. To that end, the company will revise the plan with more appropriate strategies. These may include future bus operator trainings and resources. Additionally, the Met Council, Metro Transit, Metro Mobility, and Transit Link will assess the viability and cost-effectiveness of pursuing and implementing new technologies and language assistance strategies as they become available.

XII. Attachments

A. Attachment 1 – Sample Bus Operator Survey

Garage: _____ Date: _____

Bus Operator Survey

The Office of Equal Opportunity is conducting a survey to better understand customers who have limited English proficiency (LEP)—those who speak English less than very well—and bus operators' experiences with the LEP community. This includes customers who would not be able to follow written or verbal English communication. The survey is voluntary and there is no compensation for participating, would you be willing to continue?

1A. Are you a full time or part time operator?

Full Time Part Time Extra Board

2. What routes do you drive during the current pick?

3. How frequently per shift during your current pick have you interacted with a customer who you believe speaks English less than very well?

0 1 2 3 4 5+

4A. During your current pick, how many languages besides English have you heard?

1 2 3 4 5+

4B. Of the languages that you heard during your current pick, can you identify these languages? Which are the most commonly heard? (e.g., Spanish, Hmong, Karen, Somali)

5A. From your career of driving buses, how many languages have you heard?

1 2 3 4 5+

5B. Of the languages that you heard in your career of driving buses, can you identify what these languages are? Which are the most commonly heard? (e.g., Spanish, Hmong, Karen, Somali)

6. Which of the three categories of customers who speak English less than very well do you encounter most?

School age Working age Senior age

7. What communication methods have you used to communicate with customers who speak English less than very well?

- Speaking another language—What language _____
- Speaking slower
- Hand gestures
- Asking other customers to assist
- Having customers' children interpret
- Other: _____



8A. Are there any trends you see with LEP customers (e.g., common routes, times, and transit stops where you encounter individuals who speaks English less than very well)?

Yes No

8B. If yes, what have you noticed?

8C. How could we better serve our limited English proficiency customers?

9. Do you feel assisting customers who speak English less than very well a part of your job as an operator?

Yes No

10A. Have you attended a Spanish Language Course offered by Metro Transit?

Yes No

10B. If you have attended, was the class enjoyable or helpful?

10C. If you haven't attended, what barriers caused you not to attend?

11A. If a Spanish/Somali/Hmong language course customized for bus operators to communicate with LEP customers was offered would you be interested in taking the course?

Yes No

11B. If yes, what times would you be available to take the course?

***Note: If there is enough interest to take a Spanish/Somali/Hmong Transit language, we will follow up with class registration this early fall.**

Thank you for taking time to answer our questions. If you have any questions or would like to get more information about this project, you may contact Luis Morales at (612) 432-8668 from the Office of Equal Opportunity.

If at any time during your time working for the Metropolitan Council you have any questions or concerns regarding employee work environment, please do not hesitate to call us using the phone numbers listed above.

Again, thank you for your time. Your contribution will help us to better our services for individuals who speak English less than very well.

If they express interest in language course ask for Operator Number and name.

Name & Op #: _____



B. Attachment 2 – Translated Documents (Samples)

YOUR RIGHTS UNDER TITLE VI

The Metropolitan Council operates its services and programs without regard to race, color, national origin or socioeconomic status. Contact us as listed below to file a discrimination complaint, or to learn more about the Metropolitan Council's Title VI obligations.



El Consejo Metropolitano opera sus servicios y programas sin importar su raza, color, origen nacional o estatus socioeconómico. Comuníquese con nosotros como se indica a continuación para presentar una queja por discriminación o para obtener más información sobre las obligaciones del Título VI del Consejo Metropolitano.

Lub Metropolitan Council khiav nws cov haujlwm thiab kev pab uas tsis xyuas los ntawm haiv neeg, teb chaws yug, los sis kev neej nyiaj txiag. Cuag tau peb li qhia hauv qab no yog xav ua ntaub ntawv tsis txaus siab, los sis yog xav paub ntxiv txog lub Metropolitan cov nra dej num Npe VI (Title VI).

Guddiga Arrimaha Magaalada wuxuu adeegyadiisa ka fuliyaa iyadoo aan loo eegayn qolada, midabka, asalka qarameed, ama xaaladaha dhaqan-bulsho. Nagala soo xariira sida hoos ku taxan si aad u xarayso cabashada la xariirta faquuqa, ama aad wax dheeraada uga ogaato waxa ku saabsan waajibaadka arrimaha Guddiga Magaalada.

Office of Equal Opportunity
390 Robert Street
St. Paul, MN 55101

612-373-3333 | metrocouncil.org
TitleVIComplaints@metc.state.mn.us





Improved service on Route 62!

Route 62 has more frequent service along much of the route, seven days a week! See other side for details.

¡Servicio mejorado en la Ruta 62!

रूट 62 मा सुधारिएको सेवा !

မာဂူထီၣ် တၢ်မၤဖဲ သီလုၣ်ဂၢ်ၤ ၆၂.



560 Sixth Avenue North
Minneapolis, MN 55411-4398




*****AUTO**5-DIGIT 55117

Resident
234 Thomas Ave
Saint Paul MN 55103-1777

PRSR STD
U.S. Postage
PAID
Twin Cities, MN
Permit No.1717

T4 P1
4262

C. Attachment 2 – Translated Documents (Samples)



MARKA QIIMAHA KOOX AHAAN LAGU BIXINAYO

Wana aad awoosidda in aad qiimaha kaarkaaga ku jira aad ku ibrasato ilaa sidoo tigidhi mar kalya.

Tareenka gudhiisa: Tilmaabtooyeysasha aqooyaha kaarka raxa kabo inta aadan kaarka ibrasato. Si aad howlaha u dhawso, iskuday in aad macaami walba u ibrasato Go To Card.

Baska gudhiisa: Dareeralka u shooq inta tigidhi ee aad ibrasato kaahor inta aadan riisii goobabada kaarka Go To.

Maku aad ahaato baarkaari, waxaad ballaariqaadayaas in aad dhawso xoraarka iyo shuruudaha ay dhajiyen Metropolitan Council.

Wana aad seerarka iyo shuruudaha ka weegto metrotransit.org ama adiga oo ka codsada raqiul Xariirka Macaamika ee laga helo 612-373-3333.

Macluumaadka gaarka ku ah, haddii aad baarkaari, wax macluumaadka gaar ah, in dhacraad ah kala sooco marka la galo metrotransit.org hessawana.

FURSAADHA QIIMAHA LAGU DARAYO

Qimaha kaydhan wana ay la mid tahay ayadoo lacag caadkan ah la haysto wana aad kaarkaaga ku kaydhan kartaa qiimo dhan ilaa \$400. Markasta ee aad raacidi, qiimaha tigidhi ka iroosa ayaa looga jirayaa. Qiimaha kaydhan wana furasada weyn haddii ay jirto in aad goobdaha raacdo wax ka yar dhan oo dhan toddobaadka ama xallad-ayaga tareenka ama bus raxa. Qiimaha kaydhan ayaa dhac kartaa in hawlaha raba si lagu raaco Northstar ama marka ka bixiyay qiimaha dilaarka oo marintada baska dhacereya.

Fursadaha Dhaafiyaha

Safaradaan Kaydhan wana ay bixiyaan dabacsanaan u socota salarta iyo xadidaha ee tigidhi qayb ah lagu raaco ee aad kaarka ku lahayn ka tigidhi dhacdaanka.

Dhaafiyaha Maalin-Raacdaanka Badaan wana ay bixiyaan safarada aad lahayn ee lagu raacayo baska iyo tareenka fudud maaddaayn carima laga ibrasado istimaalka fudud. Wana aad yeelan kartaa ilaa laba dhaafiyaha ee sida nooc ah ee kaarkaaga ooshi kaata - mid hadda la istimaalo iyo mid muuqaabka la istimaalo. Boqorto metrotransit.org si aad ku barato furasadaha kale ee jira.

WAXOABAD FUDUD

Go-To Card

Metropass, College Pass iyo Student Pass

Haddii kaarkaaga uu lumo ama la xado

Wac 612-373-3333 si aad kaarkaaga istimaalka u joojidi iyo aad maalka ku codsato.

Xawaari: Haddii kaarkaaga uu ku aaday in dhawso ama xara, naamaaha ba maalka u raacda la socda.

La soo xariir maamulaha barnaamijka ururkaaga.

Haddii uu kaarkaaga uu shaqayn waayo

Tigidhi kaaga lacag caadkan ah ku ibrasada waxaad ka qaybka qiimaha yaaq 53.00.

Wana aad aadkaada xarunta Metro Transit si aad ibrasato.

Tigidhi kaaga lacag caadkan ah ku ibrasato iyo la soo xariir maamulaha barnaamijka ururkaaga.

Marintada Northstar u joojido ee leh tigidhi qiimaha ka sarreyo qiimaha dhaafiyaha

Haddii aad hayso dhaafiyaha qiimaha kaydhan ayaa la iska raba si aad kaarkaaga u ahaado mid dhaafiyaha ka sarreyo. Dooqo metrotransit.org iyo aad qiimaha lagu daro kaarkaaga.

Dhaafiyahaaga wana amaanayay ilaa salarta aad lahayn ilaa tigidhi qiimaha yaaq 53.00. Wana dhac kartaa in qiimaha kaydhan ayaa raba Northstar. Boqorto metrotransit.org iyo aad qiimaha lagu daro.

Bilowga Tabaabushada

Ilgahaan kala sooco si aad uga faa'iidaydidi istimaalka Go-To Card, Metropass, College Pass ama Student Pass.

ISKA BIKI LACAGTA TIGIDHKA

Marka baska aad raacayo

Si aad u baxsato lacagta tigidhi kaaga marka aad baska raacayo, kaarkaaga Go-To Card iyo aad raacayo inta taababo oo aadki maalinka tigidhi ee aqooyaha.

Marka tareenka aad raacayo

Kabo inta aadan tareenka raacdi, taabo goobada kaarkaaga Go-To Card ee maalka maalka wax aqooyaha ee usg walba ee tareenka Metro ama Northstar. Kaan tigidhi kaaga ayaa istimaalka.

Mashinka Tigidhi ee Kaarkaaga aad ibrasato qiimaha ku shaqaynaysa

Halkan ka biki lacagta tigidhi kaaga baska aad ku raacayo.

Aqrirka Halkan ka biki tigidhi kaaga ama ka ansii kaarkaaga tareenka.

KAARKAAGA DIWAANGASHO

Kaarkaaga ka diwaangasho metrotransit.org/register. Wana LACAGTA AHAAN. Qiimaha uu kaar caaga lahayn wana aad codsadiin dhacda marka uu lumo ama la xado.

Aarka Go To Card ee aad la diwaangasho mid kale looga baxsado kano. Ujante kaarka lagu baahiyaha ayaa dhacda kartaan in looga soo dhacdo kaaranta diwaangasho.

TIGIDHKAAGA ANSAXI

Kaddo marka aad kaarkaaga Go-To aad goobabada u tababo, aqooyaha ayaa dhawso iyo tigidhi shaqada wana ay u orayaasha "GO" ama "transfer" kaddo in halka ayaa kaqayn u socda. Halka aad ah wana in aad qaaybka in kaar ka dhacda qaro. Nika qaybka ah wana in aad qaaybka in kaar ka dhacda qaro. Nika qaybka ah wana in aad qaaybka in kaar ka dhacda qaro. Nika qaybka ah wana in aad qaaybka in kaar ka dhacda qaro.

Wana in aad qaaybka in kaar ka dhacda qaro. Nika qaybka ah wana in aad qaaybka in kaar ka dhacda qaro. Nika qaybka ah wana in aad qaaybka in kaar ka dhacda qaro.

MARKA QIIMAHA LAGU KORDHINAYO IYO DHAAFIYAHA

Wana in INTERNETKA laga galo metrotransit.org ama caarka lacagta la xoro.

Wana in loo TELEFONKA laga galo 612-373-3333, oo la soo doorto kaarka lacagta a xoro.

Wana in WAREQAD LOO DIRO la soo raacayo kaarka lacagta la xoro. Wana 612-373-3333 ama raqiul lagu codsado ama in aad ka lacagta la xoro metrotransit.org.

In aad kaar 100 GOOBO TAFARIIQ ay ee midiyin xarunta Metro Transit ee ku jira la raacda. In aad kaar 100 GOOBO TAFARIIQ ay ee midiyin xarunta Metro Transit ee ku jira la raacda. In aad kaar 100 GOOBO TAFARIIQ ay ee midiyin xarunta Metro Transit ee ku jira la raacda.

Lacag caadkan ayaa kaar ka la xoro lacagta lacagta MAS-HINKA TIGIDHADA TAREENKA (RAIL TICKET MACHINE).

*Wana dhacda marka la xoro lacagta in ay lagu qaadato si qiimaha kaarkaaga ku dhan lagu helo.

ISKA HUSO QIIMAHA BAQOICA EE KAARKAAGA KU JIRA

Wana in internetka laga galo metrotransit.org iyo caarka ayaa lacagta la xoro. Wana in loo TELEFONKA laga galo 612-373-3333.

Tareenka gudhiisa: Key fli ee aqooyaha kaarka kaar inta aadan riisii goobabada kaarkaaga Go To.

Baska gudhiisa: Dareeralka u shooq in aad rabto baqoica ku jira kaarkaaga KAHOR inta aadan riisii goobabada kaarkaaga Go-To.

D. Attachment 2 – Translated Documents (Samples)



Next Steps? Learn more

- Confirm that the address listed on enclosed letter is correct. If it is incorrect, please contact your current school to update as soon as possible.
- Complete the School Lunch Eligibility form that will arrive by mail in July 2012. This is critical in identifying students who qualify for free and reduced lunch and a Go-To Card.
- Attend future Go-To Card events that will review transportation safety, routes and questions.
- See updates and learn more by visiting www.mpls.k12.mn.us/bus-passes
- Please note that this is an expansion of the pilot program. All MPS high schools will move to Go-To Cards by the 2013-14 school year.

Kauj Ruam Tom Ntej? Kawm paub ntau ntxiv

- Xyuas zoo seb qhov chaw nyob uas nrog tsab ntawm no tuaj puas yog tiag. Yog hais tias tsis yog thov nrog koj lub tsev kawm ntawv tham thiab kho kom sai li sai tau.
- Ua kom tiav daim ntawv uas seb puas tau su noj dawb los yog luv nqi ntawd uas yuav tuaj txog ntawm tsev thaum lub 7 hli 2012 no. Qhov no yuav qhia tau hais tias seb cov menyuum kawm ntawv twg uas tau mov dawb los yog luv nqi noj thiab thiaj li yuav tau daim Go-To Card.
- Mus koom nrog rau tej kev muaj txog ntawm qhov Go-To Card uas yuav los saib xyuas tej kev thaj yeeb ntawm kev thauj mus los, txoj kev thiab tej lus nug.
- Saib tej kev qhia tshiab ntxiv thiab kawm kom paub ntau ntxiv uas yog mus siab rau ntawm www.mpls.k12.mn.us/bus-passes.
- Kom tau kev qhia ntxiv hu rau Npauj Lis-Yang (Bao Lee-Yang) ntawm 612.668.1314 los yog Lucy Vwj (Vue) ntawm 612.668.1948.

Hmong

Tallaabooyinka Xiga? In badan ka baro

- Hubi in cinwaanka warqadda ku qorani saxan yahay. Haddii aanu saxnayn fadlan la xiriir dugsiga aad hadda dhigato si aad ugu cusboonaysiiso sida ugu dhakhsaha badan.
- Dhammaystir xaashida u qalmidda cunta (School Lunch Eligibility form) kaasoo boostada idiinku imaan doona Luulyo 2012 (July 2012). Waa ay adag tahay in la tilmaamo ardayda u qalma cuntada sicirkeeda la jabiyey/bilaashka ah iyo Go To Card.
- Ka soo qayb gal shirarka mustaqbalka ee Go To Card laguna eegayo ammaanka gaadiidka, marinada iyo su'aalaha.
- Kala soco waxyaabaha cusub booqana shabakada www.mpls.k12.mn.us/bus-passes
- Haddii aad macluumaad dheeraad ah u baahan tahay ka wac Mohamed Ali lam. 612-668-1314

Somali

¿El próximo paso? Aprenda Más.

- Confirme que la dirección incluida en la carta adjunta está correcta. Si la dirección es incorrecta por favor comuníquese con su escuela actual para actualizar sus datos lo más pronto posible.
- Complete la solicitud de Elegibilidad de Almuerzo de la Escuela que llegará por correo en julio de 2012. Este formulario es crucial para identificar a los estudiantes que califican para almuerzo gratis y/o a precio reducido y la Tarjeta Go-To.
- Asista a futuros eventos de la Tarjeta Go-To que tratarán sobre la seguridad de transporte, rutas y preguntas.
- Ve a las actualizaciones y aprenda más sobre Tarjetas Go-To al visitar la página www.mpls.k12.mn.us/bus-passes
- Por favor tome en cuenta que esta es una expansión del programa piloto. Todas las escuela preparatorias de MPS se trasladarán a las tarjetas Go-To para el año escolar 2013-14.
- Para obtener más información llame a Maria Sosa-Sol al 612.668.4887 o a Jenna Otten al 612.668.3493.

Spanish

Visit www.mpls.k12.mn.us

E. Attachment 2 – Translated Documents (Samples)

ALÉJESE DEL BORDE DE LA ACERA

Siempre espere hasta que el autobús se detenga completamente antes de acercarse.



Permanezca alejado del borde de la acera cuando el autobús se acerca. Esto le dará a usted y al autobús espacio libre suficiente para que aborde el autobús de manera segura.

Consejos de seguridad general

Autobús

- No cruce la calle delante de un autobús a menos que este se encuentre detenido en un semáforo con luz roja.
- No deje que los niños jueguen cerca de los autobuses; empujar y ser brusco puede causar accidentes.
- Nunca asuma que el conductor del autobús puede verlo. Hágase notar.
- Nunca trate de correr para alcanzar un autobús que haya salido de la parada.

Tren

- Mantenga a los niños juntos y alejados de las vías férreas hasta que el tren se detenga completamente.
- Se prohíbe andar en patinetas y bicicletas en las plataformas.
- Cruce las vías férreas **SOLAMENTE** en los extremos de la plataforma.
- No ponga sus brazos o piernas en las puertas del tren para impedir que se cierren. Hacerlo retrasa el tren y puede dañar el equipo.



612-373-3333
metrotransit.org

05/02/11-1A

LA SEGURIDAD ES UNA RESPONSABILIDAD COMPARTIDA.

Consejos prácticos para una experiencia segura con los autobuses de Metro Transit y los trenes de METRO.



CONOZCA SU LUGAR. LAS VÍAS FÉRREAS SON PARA LOS TRENES.

Nunca se detenga sobre o entre las vías férreas.

El cruce sobre vías férreas vacías en entradas de pasarelas y plataformas claramente marcadas debe ser su única interacción con ellas. Las vías férreas son para los trenes; ¡no son atajos ni lugares para tomarse fotos!

Mientras espera el tren, permanezca siempre detrás de la línea amarilla en la plataforma.



¡COSTÚMBRESE USTED MISMO A RESPETAR LOS TRENES Y AUTOBUSES!

Pare de usar su dispositivo móvil cuando se aproxime a un cruce ferroviario y en las plataformas. Manténgase bien alerta cuando esté esperando el autobús o el tren.

No se distraiga y permanezca siempre alerta alrededor de las vías férreas, los trenes, las plataformas y las estaciones de autobuses.



SIEMPRE ACÉRQUESE AL PORTABICICLETAS POR EL LADO DE LA ACERA.

Siempre indique al conductor el lugar donde se encuentra cuando se acerque al portabicicletas.



Nunca asuma que el conductor sabe que usted quiere usar el portabicicletas. Permita que el conductor lo vea y acérquese desde la acera cerca de la puerta.



F. Attachment 2 – Translated Documents (Samples)

<p>YO ME MUEVO a todos lados con presupuesto de Estudiante</p> <p>– Gina S.</p>   <p> Metro Transit #ThatsWhyIRide</p> <p></p> <p>612-373-3333 metrotransit.org/MyT</p>	<p>YO USO METRO TRANSIT para conectarme con la comunidad</p> <p>– Michael R.</p>   <p> Metro Transit #ThatsWhyIRide</p> <p></p> <p>612-373-3333 metrotransit.org/MyT</p>
---	---

G. Attachment 3 – Metro Transit Community Advocate Flyers

Taking buses and trains is easy – we'll show you how!




We'll bring personalized how-to-ride classes to your location

Contact Metro Transit to schedule a **FREE** presentation that can be tailored for any group. Call today and start learning!

Learn about:

- Fares and how to pay them
- Planning a trip
- Reading maps & schedules
- Transfers / Using Park & Ride lots
- metrotransit.org and online tools
- Accessibility
- Safety
- Much more!

PLUS, each group member receives a FREE RIDE coupon and information!

Contact Metro Transit TODAY to schedule a FREE presentation


Also

If a client or resident has difficulty using the system, I can provide individual assistance. Training can be adapted for job seekers, those with disabilities, ELL, seniors, community groups and schools of all ages.


Call me to discuss your needs!

Doug Cook
Customer Advocate
Metro Transit
612-349-7478
douglas.cook@metrotransit.org

Contact Metro Transit TODAY to schedule a FREE presentation



560 Sixth Avenue North
Minneapolis, MN 55411-4398



In addition, if a client or resident has difficulty using the system, I can provide individual assistance.

Call me to discuss your needs!

JOANNA HUBBARD-RIVERA
Customer Advocate
612-349-7477
Joanna.hubbard-rivera@metrotransit.org

H. Attachment 4 – Metro Transit Community Advocate Partners

Organization	Organization
Adult Basic Education	Metro North Adult Basic Education
Adult Options St. Louis Park	Metro North Learning Lab
Ain Dah Yung	Midwestern Higher Education
Arlington Hills Lutheran Church ABE - Minn	Minneapolis Public Schools Adult Education
Capital View Center	MORE
Catholic charities	Mounds View Adult Basic Education
Como Park Senior High	Mounds View ALC
ECFE Wheelock	Mpls Southside ABE
ECFE Battle Creek Elementary	MTS Banaadir Academy - ESL Program
ECFE Crossroads Science	NAREW
ECFE Dayton's Bluff Achievement Plus	Nasha Shkola Charter School
ECFE Humboldt	Normandale French immersion
ECFE McDonough	Omegon - SS
ECFE Mt. Airy	Open Door learning center
ECFE Rondo	Opportunity High School
ECFE Homecroft	Parkview Center School - ECFE
ECFE Roosevelt Homes	Pike Lake Education Center
ECFE West 7th	Prince of Peace Lutheran Church - ECFE
Emerson Spanish Immersion	Richfield Dual Language School
English Learning Center	Robbinsdale Academic Summer Program
ESL Center	Robbinsdale Area School Community Education
Fairview Alternative High School	Robbinsdale Area Schools
Forest Lake Extended School Year	Roseville ABE
Global Language Institute	Roseville Area Schools - District Center ECFE
Heart of The Earth Survival School, Inc	San Miguel Middle School
Heritage Academy of Science & Technology	Sanford Middle School
Highwood Hills Elementary School ABE	Scenic Heights Elementary
Hmong American Mutual Assistance Association	Sorteberg Elementary School
Hmong American Partnership	South St Paul Adult Basic Education
Hmong College Prep Academy	South Suburban ABE
Hmong Cultural Ctr	South Washington County ABE
Hmong Elders Group	Spanish Immersion Elementary
Hubbs Center for Life-long Learning	Sun
International Institute Of Mn	The Lincoln Adult Education Center
Ivan Sand Community School- IS	Tibetan American Foundation
Ivan Sand Community School Summer	Vietnamese Social Services
Karen Organization of MN	Vietnamese Minnesotans Assn
Lakes International Language Admy	VOA Opportunity HS
Lao Family Community Of Mn Inc	Washington County Library
Lao Family English School	West Academy Summer
Leap (alternative) High School	Winnetka Learning Center

I. Attachment 5 – Photos of Customer Advocates Outreach



J. Attachment 6 – Article About Metro Transit Police Language Course

MPRnews

Metro Transit police use Somali language lessons to break down barriers

Riham Feshir · St. Paul · Mar 16, 2016

Issues



Teacher Ali Warsame, left, jokes with students (left to right) Amy Keyes, Jordan Trammel and Juan Peralta as they attempt to pronounce Somali phrases during language class. *Judy Griesedieck for MPR News*

LISTEN Story audio

3min 51sec (https://www.mprnews.org/listen?name=/minnesota/news/features/2016/03/16/160316_feshir_20160316_64.mp3)

Twenty Metro Transit officers sit in a classroom, carefully taking notes. They slowly try to pronounce every word instructor Ali Warsame says, from simple greetings like "hello" to more tricky phrases like "Show me your ticket" or "Put your hands where I can see them."

In late February, Metro Transit police began offering a Somali language class to some of its officers. The cops say they want to connect with the growing Somali community in the Twin Cities who ride buses and light rail.

Metro Transit Police Chief John Harrington sat in the front row during a recent class and tried over and over to say, "How is the family?"



Metro Transit police chief John Harrington. Judy Grissbeck for MPR News

"There are words there that my brain translates into an 'ee' when it's supposed to be an 'ai' and I keep thinking I'm supposed to roll my R's like I'm Scottish and it turns out I'm not. But Ali is very patient with us," Harrington said.

Metro Transit Police now has five Somali officers who speak the language out of a force of 208 full- and part-time police officers in the department.

The department also uses the services of Somali language interpreters.

"When you have a Somali victim, you can't wait for a translator or wait for the language line to come online in order to get the description, you need to be able to get that information right away, otherwise the bad guy will get away," Harrington said.



Eighteen Metro Transit police officers and two community service officers are learning to speak the Somali language to better communicate with Somali-Minnesotans they encounter on the job, taking a weekly class taught by Ali Warsame. *Judy Grøsedieck for MPR News*

The class is only seven weeks long, so fluency is not the goal. The idea behind the course — taught by Minneapolis Community and Technical College — is to make Metro Transit officers more understandable.

Metro Transit Police is one of several organizations to bring the training to their staff after Minneapolis Public Schools, St. Paul's Math and Science Academy, and Fairview Health Services.

Dr. Aner Vlodaver sees Somali patients almost every day as a pediatrician at Fairview's Bloomington clinic. He brought the culture and language classes to clinics in Bloomington and south Minneapolis as a pilot project. Last summer, around two dozen physicians, nurses and clinic staff participated.

He estimates 20 percent of the clinic's non-English speaking population is Somali.

"In Somalia being thin is equated with being ill with having some kind of chronic disease that a child or an adult for that matter would have HIV, tuberculosis, might be suffering from famine," Vlodaver said. "Where here, being lean is actually considered healthy. So understanding that helps us relate better to our patients and understand where their concerns are coming from."

It's still too early to tell whether knowing more of the language has helped patients become healthier. But Vlodaver says the clinic is tracking whether it can improve immunization rates or minimize no-shows.

What he does know after initial feedback is patients feel more comfortable with the doctors.

One of the first words Dr. Vlodaver learned in Somali was "stomach".



Brooke Blakey, right, leans over to compare notes with fellow student Zahara Almosawi, during their weekly class to learn Somali. *Judy Griesedieck for MPR News*

"And I would check their stomach and say, 'I'm going to check your caloosha.' The kid would start giggling, the family would smile and they would say, 'caloosha, caloosha.' You know I'm relating to them."

He used that word so much, a lot of the patients started calling him Dr. Caloosha. Then he thought he should start learning a few more words.

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K. Attachment 7 – Article About Metro Transit Bus Operator Language Course

10/6/2016

Spanish classes help operators break through 'invisible wall' - Metro Transit

Rider's Almanac

METRO TRANSIT'S BLOG

Spanish classes help operators break through 'invisible wall'

During a recent trip on [Route 21](#), operator Ken Peters encountered a customer who spoke limited English but needed help figuring out where to transfer downtown.

Fortunately, Peters had spent the previous eight weeks studying words and phrases that would help him communicate basic information in the language he suspected she spoke – Spanish. It didn't immediately click but, Peters said, the information he was trying to convey eventually registered.

For Peters, the ability to help the customer get where they needed affirmed his decision to expand his Spanish skills beyond the few words he had in his vocabulary.

"I could tell she spoke some Spanish, so I thought I'd get into the wading pool," Peters said of his recent experience. "It took a few minutes, but it was so nice to be able to communicate and break through that invisible wall."

Peters is among a group of 18 operators from Metro Transit's [East Metro Garage](#) who have been equipped to begin breaking through language barriers while interacting with customers. Over the last two months, the operators have met each week to review vocabulary, practice pronunciation and recite basic dialogue they could use to communicate with Spanish-speaking customers.

This is the first time formal language training has been made available to Metro Transit operators. A group of Metro Transit police officers recently completed a [similar curriculum](#) that will help them communicate with Spanish speakers.

Among the words operators reviewed during a recent class: "línea" (line, or route), "silla de rueda" (wheelchair), "hora pico" (a slang term for rush hour) and "cochecito" (baby stroller). Operators also practiced how to describe when a bus will arrive, directions and numbers needed to identify bus routes.

"The goal is to just get a few phrases with the correct pronunciation so we can communicate for that 30 seconds and help someone on the bus," said Teresa Schweitzer, a language instructor who helped lead the operators.

Schweitzer was impressed with the progress operators had made, but stressed they would all need to continue practicing to maintain their skills. Reflecting the fact that the class was more a beginning than an end, operators who completed the course were given study materials and pins that read "Yo aprendo el español" – "I'm learning Spanish" – at the end of the program.

Among those eager to continue learning is dispatcher and part-time operator Marjory Burns, who came into the class knowing little more than how to count to ten in Spanish. Her goal now is to become fluent.

"If anybody spoke to me in Spanish before, all I could really say is 'sí' or 'no'" Burns said. "It's kind of embarrassing when someone asks you a question and you don't know what they're saying."

Operator Bob Glynn hadn't spoken Spanish since elementary school decades ago and was similarly at a loss when customers attempted to speak with him in Spanish, something he says occurs almost daily (8 percent of Metro Transit's bus customers identify as Latino, according to the latest Customer Survey).

With his newfound language skills, Glynn is looking forward to establishing deeper connections with the Spanish-speaking customers he interacts with.

"I want them to see we care enough to know their language and that they're someone we want to communicate with," Glynn said. "I think that will open the door to a lot of new relationships."

> [Fox 9: Metro Transit drivers take volunteer Spanish lessons](#)

> [Star Tribune: Metro Transit police are breaking through the language barrier](#)

Lee esta historia en español...

Clases de Español Ayudan a Empleados a Romper Barreras

Durante un reciente viaje en el bus con ruta 21, el operador Ken Peters se encontró con una cliente que hablaba muy poco inglés a la cual necesitaba ayuda para saber dónde, como, cuando y a que bus debe transferirse para llegar al centro de la ciudad.

Afortunadamente, Peters había estado ocho semanas estudiando las palabras y frases que le ayudarían a comunicar información básica en el idioma que sospechaba que ella hablaba (español). No fue de inmediato, pero, Peters dijo que si fue posible explicarle a la señora como transferirse al siguiente bus y llegar a su destino final.

<http://www.metrotransit.org/spanish-classes-help-operators-break-through-invisible-wall>



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Archives

- October, 2016 (3)
- September, 2016 (2)
- August, 2016 (2)
- July, 2016 (2)
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- May, 2016 (2)
- April, 2016 (4)
- March, 2016 (3)
- February, 2016 (1)
- January, 2016 (1)
- December, 2015 (3)
- November, 2015 (9)

1/2

10/6/2016

Spanish classes help operators break through 'invisible wall' - Metro Transit

La capacidad de ayudar al cliente, le dió la motivación para decidir ampliar sus conocimientos en este idioma y aprender mucho más acerca de esta nueva lengua. "Pude notar que la señora hablaba español, así que intenté hablarle en español," dijo Peters acerca de su reciente experiencia. "La conversación solo tomo unos minutos pero se sintió muy bien poder comunicarse en otro idioma y poder ayudar."

Peters se encuentra entre un grupo de 18 operadores de East Metro Garage de Metro Transit que han sido preparados para empezar a aprender el idioma, y romper las barreras mientras ayudan a los clientes que hablan esta lengua. En los últimos dos meses, los operadores se han reunido cada semana para revisar el vocabulario, practicar la pronunciación y recitar el diálogo básico que podrán usar para comunicarse con los clientes de habla hispana.

En una clase reciente, los conductores de autobus practicaron ciertas palabras tales como: "línea" (o ruta), "silla de rueda", "hora pico y "cochecito". Los operadores también practicaron cómo describir cuando un autobús llegará a su destino, direcciones y números necesarios para identificar las rutas de los buses.

"El objetivo es obtener sólo unas pocas frases con la pronunciación correcta para poderse comunicar y ayudar a alguien en el autobús", dijo Teresa Schweitzer, una maestra de idiomas, que ayudó a los operadores.

Schweitzer estaba impresionada con el progreso que los operadores habían hecho, pero hizo hincapié en todo lo que tendrían que seguir practicando para mantener sus habilidades. A los operadores que completaron el curso se les dió materiales y pasadores que decían "Yo aprendo el español" al final del programa.

Entre los conductores con ganas de seguir aprendiendo, hay operadores como Marjory Burns, quien ya sabía los números del uno al diez en español pero ahora su objetivo es llegar a hablar español con fluidéz.

"Si alguien me hablaba en español antes, todo lo que podía decir era 'sí' o 'no", dijo Burns. "Es un poco vergonzoso cuando alguien te hace una pregunta y no sabes lo que te están diciendo."

El conductor Bob Glynn no había hablado español desde hace décadas (desde que estaba en la escuela primaria). Se dió cuenta que había perdido u olvidado sus conocimientos acerca de este idioma cuando algunos clientes trataron de hablar con él en español y él no podía responder. Glynn dijo que esto se produce a diario, debido a que ocho por ciento de los usuarios de autobuses de Metro Transit se identifican como latinos, según la última encuesta al cliente.

Con sus recientes descubrimientos de habilidades lingüísticas, Glynn está a la espera de establecer conexiones más profundas e interactuar más con los clientes de habla hispana.

"Quiero que vean que nos importa mucho saber su lengua y que son personas con las cuales queremos comunicarnos", dijo Glynn. "Creo que va a abrir la puerta a una gran cantidad de nuevas relaciones."

Wednesday, June 03, 2015 1:24:00 PM Categories: Bus, Community, In the News

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Like 134 people like this. Sign Up to see what your friends like.

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- April, 2015 (3)
- March, 2015 (1)
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- April, 2014 (8)
- March, 2014 (12)
- February, 2014 (6)
- January, 2014 (15)
- December, 2013 (10)
- November, 2013 (16)
- October, 2013 (14)
- September, 2013 (18)
- August, 2013 (20)
- July, 2013 (11)
- June, 2013 (13)
- May, 2013 (5)
- April, 2013 (1)
- March, 2013 (4)
- February, 2013 (8)
- January, 2013 (2)

> Transit In The Media



2014 Metro Transit Rider Survey

FINAL REPORT 2.15.2015

Table of Contents

Overview	3
Executive Summary	7
In-Depth Findings	20
Bus	21
Bus Trends	83
Light Rail	115
Light Rail Trends	173
Northstar	222
Survey Instruments	263

Overview

Background

Metro Transit conducts a biennial survey with their current riders in order to identify rider's perceptions, attitudes and behaviors and measure how those may change over time. Metro Transit completed the 16th wave of the Rider Survey in November 2014. This biennial research project was initiated in 1993 and is overseen by Metro Transit's Customer Service and Marketing departments. It is fielded to measure system-wide customer service and satisfaction levels. The research quantifies the opinions and perceptions of customers, measures the effectiveness of existing service and communication programs, and helps to determine the elements of Metro Transit's service which are most important to customers.

Each wave of research consists of separate bus, light rail and Northstar surveys. Herein are comparative reports outlining Metro Transit's performance relative to previous years of ridership.

Overview: Goals

Goal: *To understand the Metro Transit Rider for ongoing success.*

The primary objective is to conduct a comprehensive survey that captures the three audiences: bus riders, light rail riders and Northstar riders, to gauge usage patterns and commute behavior, what triggered public transit usage and behavioral metrics.

Additional goals include:

- Identify and segment the existing customer base
- Track changes in satisfaction scores year over year
- Measure current commute behavior
- Understand opportunities to grow usage and gain additional riders

Overview: Methodology

Methodology

Metro Transit and Clarity Coverdale Fury began the 2014 Rider Survey process by reviewing the 2012 survey results and the current state of Metro Transit services. The 2014 survey was then revised to reflect the previous wave's findings and current conditions to create a survey that is relevant and still provides an opportunity for year-over-year analysis.

Each survey was a 3-page 8½ X 11 booklet with a prepaid mail-back option. Surveys were available online and web links were provided on the printed surveys. Participation was limited to English versions only.

Surveys were distributed on Wednesday, November 5th, Thursday, November 6th and Sunday, November 9th, 2014 and the final collection day was November 30th. Once collected, the surveys were scanned and subsequently analyzed.

Number of surveys collected exceeded those from the 2012 Rider Survey for bus and LRT but were lower for Northstar. These numbers provide for excellent statistical reliability to compare wave to wave.

Return Rates:

Bus: 32% (Distributed 17,000, collected 5,461)

Light Rail: 46% (Distributed 12,100, collected 5,550)

Northstar: 38% (Distributed 1,300, collected 493)

Overview: Weighting

Weighting the bus sample

Weighting was conducted on the 2014 bus sample to account for non-response bias that occurred during data collection. Specifically, differential response rates among local vs. express and rush vs. non-rush riders. This was done to ensure that sample proportions were balanced with known population proportions. Similar non-response bias has been identified in other bus surveys.

All 2014 bus findings included in this report are based on weighted data. Additional documentation of the weighting process conducted is provided later in this report.

The confidence level for statistical testing in this report is set to 0.05 (5%).

Executive Summary

Metro Transit’s corporate mission is supported by guiding principles. These data represent how Metro Transit delivers on the principles as determined by their riders. Metro Transit principles mean scores are based upon respondent ratings of Metro Transit performance on the attributes listed below. Ratings are based on a five-point scale (1 being unacceptable and 5 being excellent). In 2014, “accessibility” was added to the Ride composite score.

Metro Transit Principles	2014 Mean Scores*	2012 Mean Scores*	2010 Mean Scores
Service Excellence	4.15	4.15	4.05
Route/Reliability	3.94	3.96	-
Ride	4.02	3.96	-
Facilities	3.50	3.64	-
Safety	3.98	3.94	4.11
Environmental Responsibility	4.05	4.02	4.07
Financial Responsibility	4.25	4.23	4.19

Service Excellence

- Overall rating of Metro Transit service

Route/Reliability

- Hours of operation for transit service meet my needs
- Routes go where I need to go
- Total travel time is reasonable
- Reliability – service is on schedule
- Information at bus stops
- Availability of the route map and schedule
- Routes and schedules are easy to understand

Facilities

- Shelter conditions/cleanliness

Ride

- Transferring is easy
- Vehicles are clean
- Vehicles are comfortable
- Availability of seats
- *Accessibility*

Safety

- Personal safety while waiting
- Personal safety while riding

Environmental Responsibility

- Vehicles are environmentally friendly

Financial Responsibility

- Paying my fare is easy
- Value for the fare paid
- Fares are easy to understand

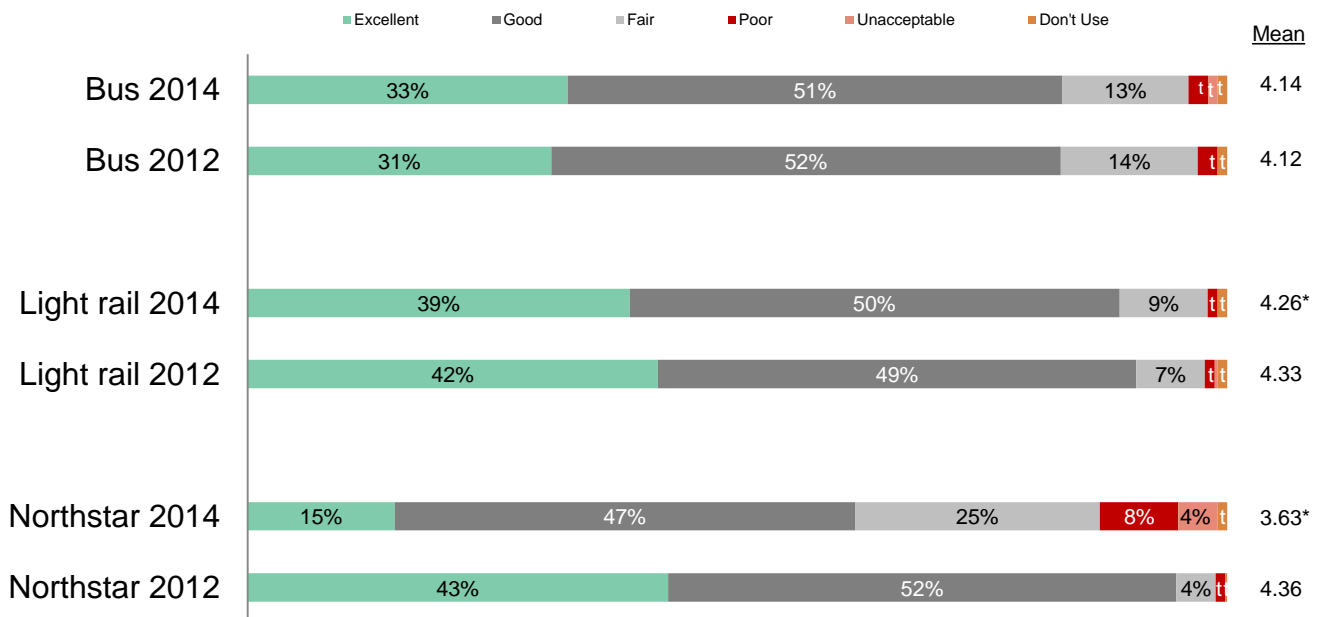
Note: 2014 and 2012 bus based on weighted data

Overall Satisfaction with Service

Overall satisfaction with LRT and Northstar have declined

- Overall satisfaction with service for Northstar riders has dropped dramatically since 2012.
- Overall rating for Metro Transit service is marginally, but significantly, lower for LRT riders.
- Overall satisfaction with service for bus riders has remained stable compared to 2012 levels.
- Satisfaction levels are highest for LRT riders followed by bus and Northstar.

Satisfaction with service



Note: 2014 and 2012 bus based on weighted data

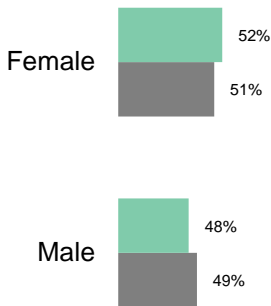
*Statistically significant difference 2014 to 2012
 t Denotes 2% or less

Q: Overall rating of Metro Transit service?

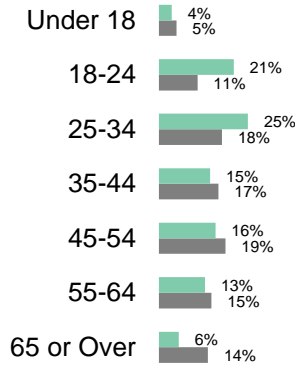
Comparing Census to Riders*

ALL MODES

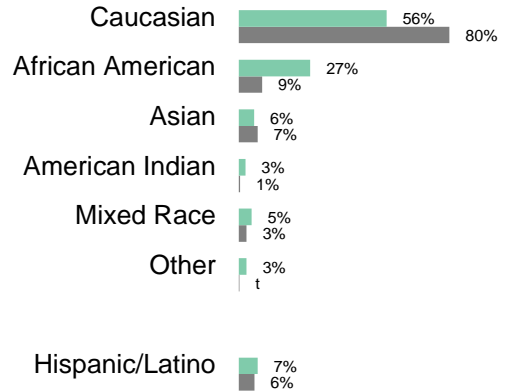
Gender



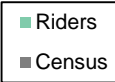
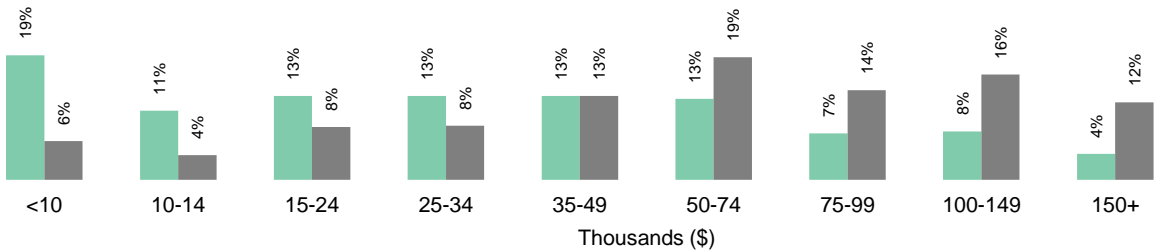
Age



Race



Household Income



*Results based on weighted bus data and unweighted light rail and Northstar data. Modes are scaled to represent proportional rider volume. Source: U.S. Census Bureau: 2013 American Community Survey 2011-2013 (Twin Cities Region – 7 County)

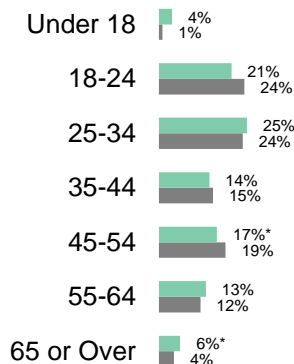
Bus Rider Snapshot



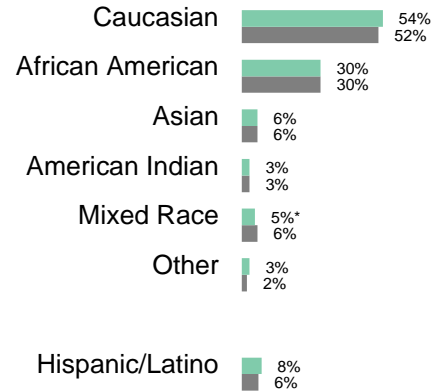
Demographics

- Top zip code origins: 55407, 55404, 55106, 55411
- Top zip code destinations: 55402, 55404, 55101, 55403
- Half of riders are under 35 and 65+ is increasing
- Nearly half of riders are non-white.
- Annual HH income has remained stable since 2012 apart from a drop for those making less than \$10K
- 52% female

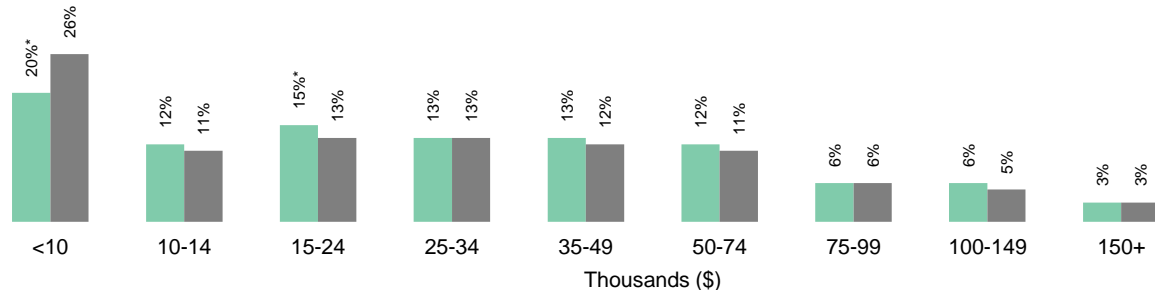
Age



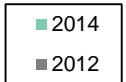
Race



Household Income



* Statistically significant difference 2014 to 2012



RIDERSHIP

- Majority (54)% ride on both weekdays and weekends.
- Nearly three-quarters ride at least five times a week (74%).
- Work is the primary trip purpose (56%), followed by shopping/errands (21%) and school (17%).
- 52% have no working automobiles available for use.
- The demographic and attitudinal profile of local riders is significantly different than that of express riders.

INFLUENCES

- 29% report their employer or an organization they are involved with offer transit passes, and of those, 57% cover part of the cost.
- Friends, family and coworkers (33%), school (19%), new home/work location (17%) and unreliable personal transportation (17%) are the top influences to first try transit.

PREFERENCES

- For 45%, living or working close to transit is the main reason for using transit, followed by saving money on parking (38%).
- 46% use metrotransit.org as their most popular source for transit information with the primary features being route/schedule pages and Trip Planner.
- 78% use Go-To technology to pay their fare.

METRO TRANSIT RATINGS

High Correlation, High Performance

- Accessibility
- Transferring is easy
- Value for the fare paid
- Drivers operate vehicles in a safe and responsible manner

High Correlation, Lower Performance

- Total travel time is reasonable
- Reliability – service is on schedule
- In addition, personal safety while riding, courteous drivers, routes go where I need to go, vehicles are comfortable, hours of operation meet my needs and personal safety while waiting warrant attention.

Note: Bus data are weighted

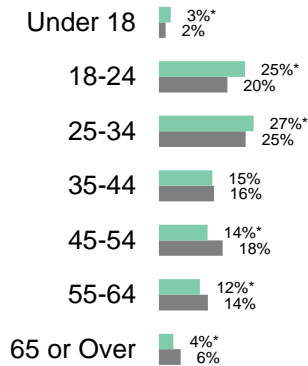
Light Rail Rider Snapshot



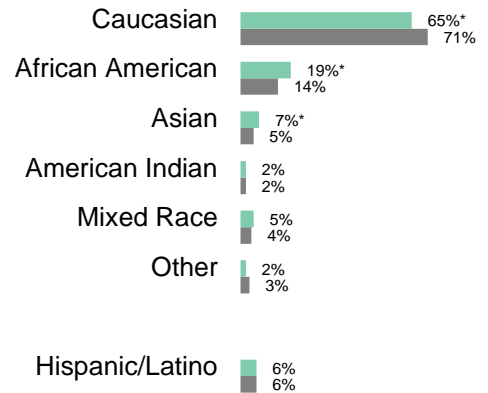
Demographics

- Top zip code origins: 55406, 55417, 55407, 55404
- Top zip code destinations: 55402, 55401, 55425
- Increase in younger riders (18-34) since 2012
- Number of non-white riders is higher than 2012
- Annual HH incomes remain stable since 2012
- 52% female

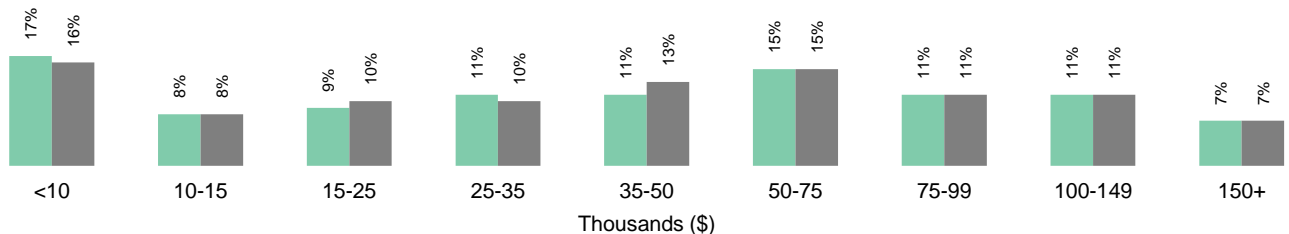
Age



Race



Household Income



* Statistically significant difference 2014 to 2012



RIDERSHIP

- 52% ride LRT on weekdays and 39% ride on both weekdays and weekends.
- Most ride during rush hour (69%).
- Riding LRT five days a week is most common (36%), 66% ride four to seven days a week.
- Work is the primary trip purpose (53%), followed by school (16%) and shopping/errands (15%).
- 34% have no working automobiles available for use.
- 13% use Park & Ride.

INFLUENCES

- 38% report their employer or an organization they are involved with offer transit passes, and of those, 59% cover part of the cost.
- Friends, family and coworkers (25%), school (24%), and moved locations (21%) are the top influences to first try transit.

PREFERENCES

- For over half (51%), living or working close to transit is the main reason for using transit, followed by saving money on parking (48%).
- Half (50%) use metrotransit.org as their primary source for transit information with the primary features being trip planner and route/schedule pages.
- 77% of riders use Go-To technology to pay their fare.

METRO TRANSIT RATINGS

High Correlation, High Performance

- Transferring is easy
- Value for fare paid
- Hours of operation for transit service meet my needs
- Vehicles are environmentally friendly

High Correlation, Lower Performance

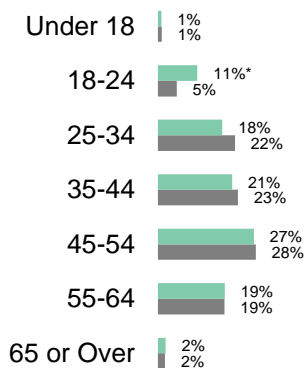
- Total travel time is reasonable
- Reliability – service is on schedule
- In addition, personal safety while waiting and vehicles are clean warrant attention.



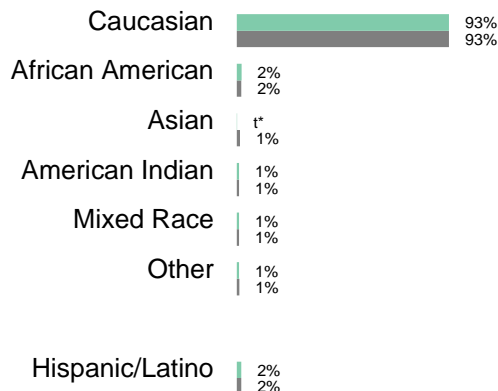
Demographics

- Top zip code origins: 55303, 55330, 55309
- Top zip code destinations: 55402, 55403, 55401
- Age of young adult riders (18-24) has increased significantly since 2012.
- Race and ethnicity of riders has remained unchanged since 2012.
- Annual HH income remains relatively stable since 2012.
- 56% female

Age

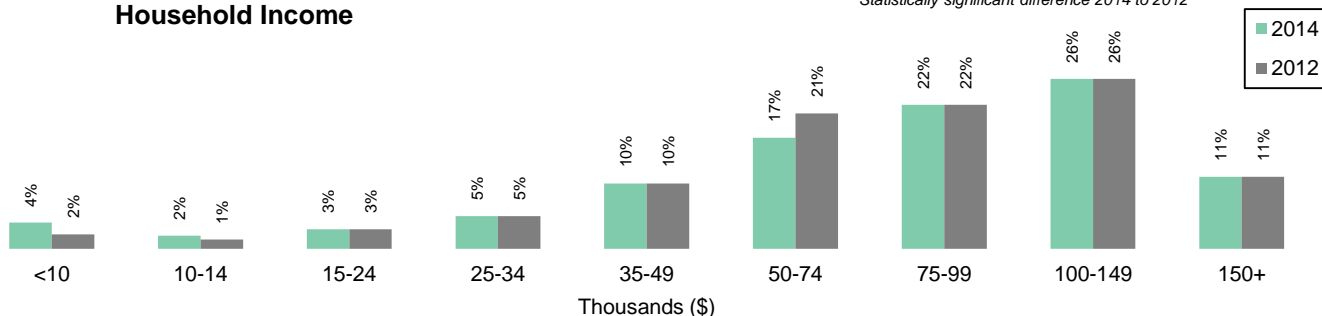


Race



^t Denotes less than 1%
* Statistically significant difference 2014 to 2012

Household Income



RIDERSHIP

- 89% ride Northstar on weekdays and 7% ride on both weekdays and weekends.
- Over three-fifths ride Northstar five times a week (62%), with 80% riding at least four times a week.
- Work is the primary trip purpose (85%), with school (8%) a distant second.
- Only 7% have no working automobiles available for use.
- Nearly two-thirds (65%) would drive alone if Northstar was not available.
- Over three-fourths (76%) use Park & Ride.

INFLUENCES

- 63% report their employer or an organization they are involved with offer transit passes, and of those, 67% cover part of the cost.
- Moved home or job location (39%) and rising fuel or prices/auto expenses (24%) are the top influences to first try transit.

PREFERENCES

- For 77%, avoiding stress of driving and saving money on gas/auto expenses (76%) are the main reason for using transit.
- Over half (53%) use metrotransit.org as their primary source for transit information with the primary features being route/schedule pages, manage Go-To cards and trip planner.
- 88% of riders use Go-To technology to pay their fare.

METRO TRANSIT RATINGS

High Correlation, High Performance

- Vehicles are comfortable
- Vehicles are environmentally friendly

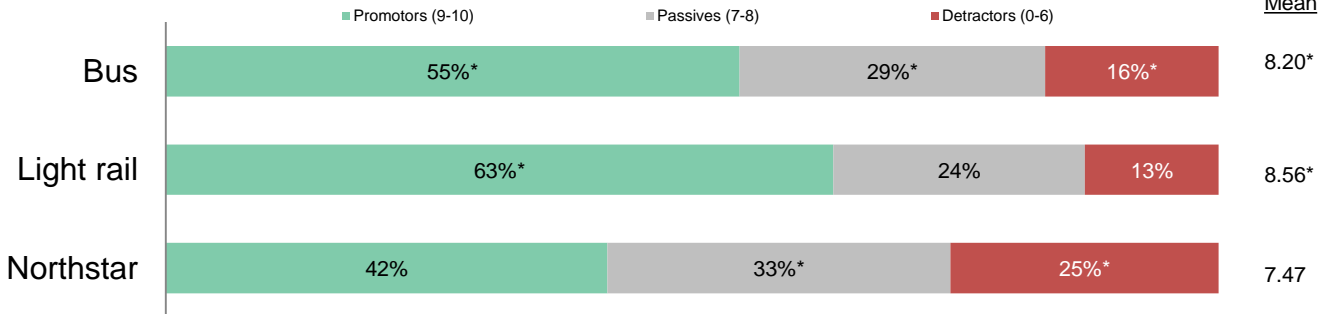
High Correlation, Lower Performance

- Total travel time is reasonable
- Reliability – service on schedule
- Value for the fare paid
- Information at stations
- Availability of seats
- PA announcements on trains
- PA announcements at stations
- Hours of operation for transit service meet my needs

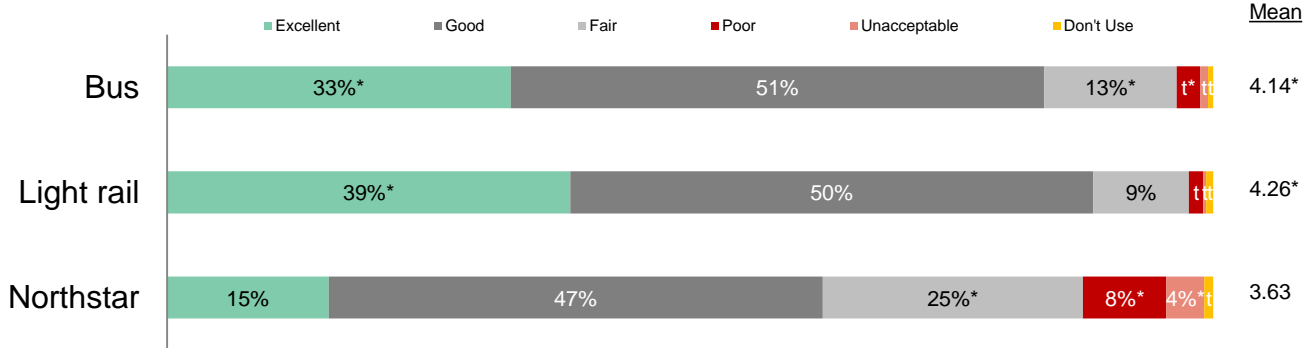
Satisfaction with Metro Transit by Mode

ALL MODES

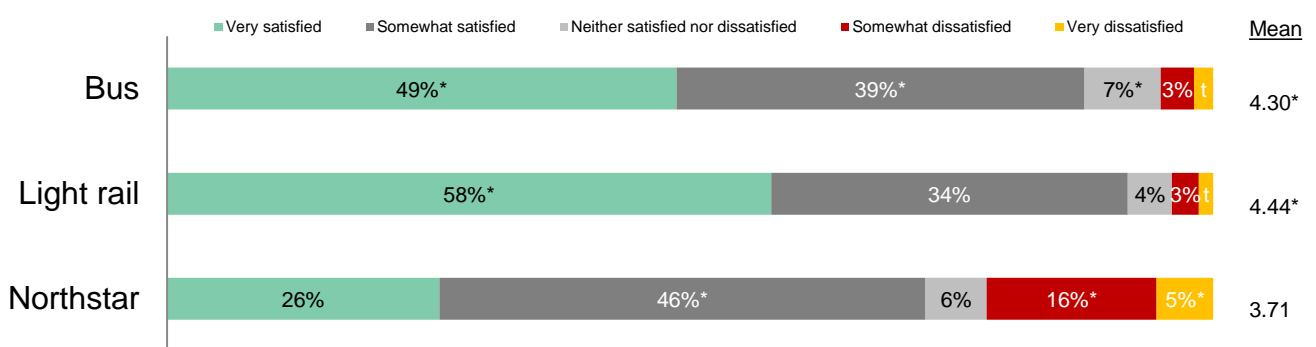
Likelihood to recommend



Satisfaction with service



Satisfaction with experience

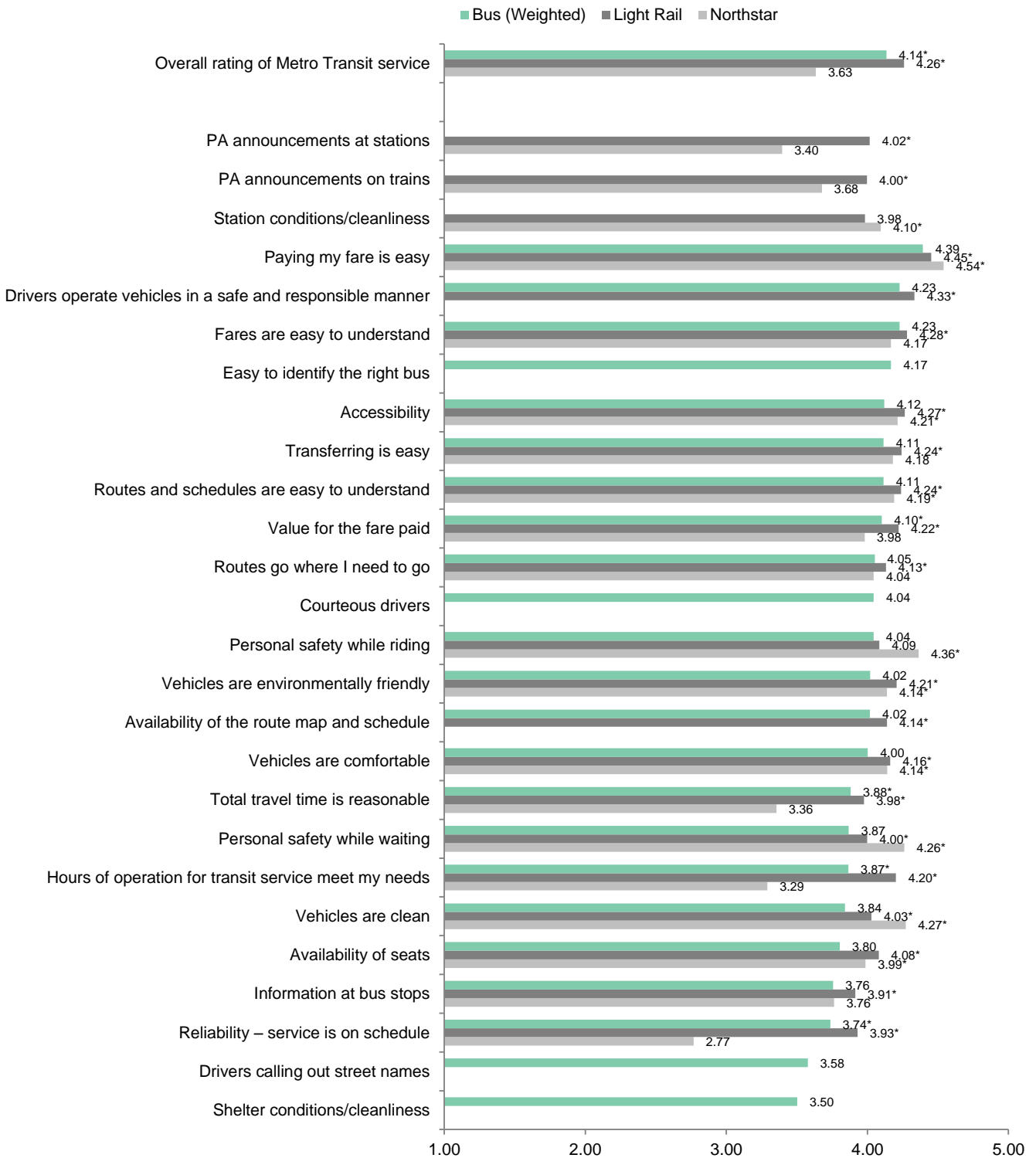


Note: Bus based on weighted data
 * Denotes statistically significant difference
 t Denotes 2% or less

Q: How likely is it that you would recommend Metro Transit to a friend or colleague? N=5,139 (Bus), 5,269 (Light Rail), 479 (Northstar)
 Q: Overall rating of Metro Transit service? N=4,975 (Bus), 5,041 (Light Rail), 466 (Northstar)
 Q: Overall, how satisfied are you with your Metro Transit experience? N=5,110 (Bus), 5,230 (Light Rail), 480 (Northstar)

Performance Ratings by Mode

ALL MODES

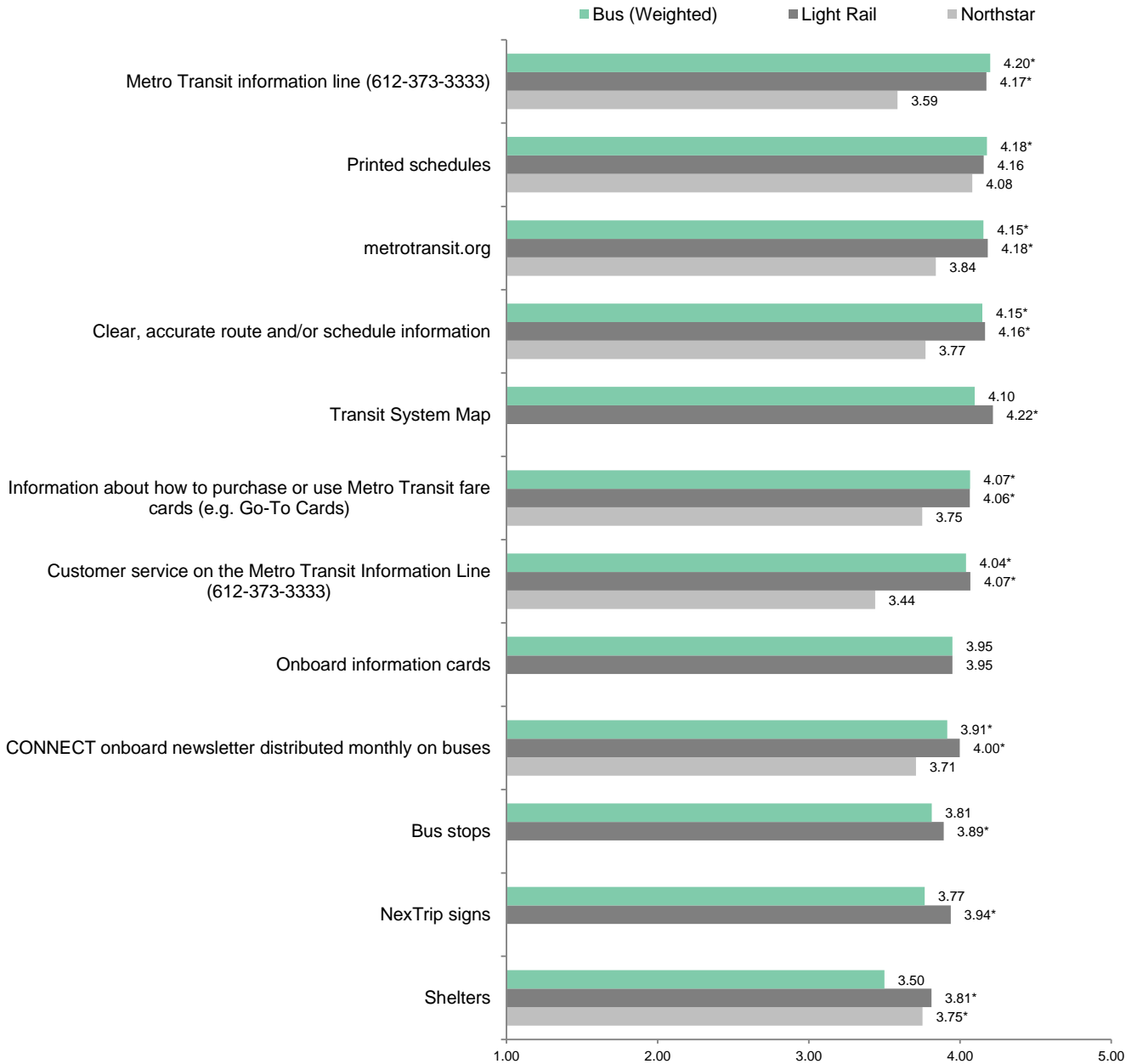


* Statistically significant difference

Q: Please rate Metro Transit's performance on the following elements of service:

Communication Ratings by Mode

ALL MODES



* Denotes statistically significant difference

Q: Please rate how well we are communicating with you in the following areas by providing:

Performance Areas	OVERALL	Express	Local	Rush	Non-Rush
Total travel time is reasonable	High	Moderate	High	High	High
Personal safety while riding	Moderate		Moderate	Moderate	
Accessibility					
Transferring is easy					
Value for the fare paid					
Courteous drivers	Moderate		Moderate		
Drivers operate vehicles in a safe and responsible manner					
Routes go where I need to go	Moderate		Moderate	Moderate	
Vehicles are comfortable	Moderate	High	Moderate	High	
Reliability – service is on schedule	High	High	Moderate	High	
Hours of operation for transit service meet my needs	Moderate	Moderate	High	Moderate	High
Personal safety while waiting	Moderate	Moderate	Moderate		High
Easy to identify the right bus					
Availability of the route map and schedule				Moderate	Moderate
Routes and schedules are easy to understand					
Vehicles are environmentally friendly					
Vehicles are clean				High	
Availability of seats		High			
Drivers calling out street names					
Fares are easy to understand					
Information at bus stops					
Shelter conditions/cleanliness				High	
Paying my fare is easy					

N=538 – 4,726

High = Mean of 0 – 3.99 and Importance of 101 to 150

Moderate = Mean of 4.00 – 4.05 and Importance of 101 to 150 OR Mean of 0 – 3.99 and Importance of 100

Note: 2014 bus based on weighted data

Performance Areas	OVERALL	Blue Line	Green Line
Total travel time is reasonable	High		High
Reliability – service is on schedule	High	High	High
Personal safety while waiting	Moderate	Moderate	High
Transferring is easy			
Value for the fare paid			
Hours of operation for transit service meet my needs			
Personal safety while riding		Moderate	
Vehicles are clean	Moderate	Moderate	
Vehicles are environmentally friendly			
Accessibility			
Routes and schedules are easy to understand			
Vehicles are comfortable			
Availability of seats		High	
Fares are easy to understand			
Drivers operate vehicles in a safe and responsible manner			
Availability of the route map and schedule			
Routes go where I need to go			
Information at bus stops			
Station conditions/cleanliness			
Paying my fare is easy			
PA announcements at stations			
PA announcements on trains			

N=1,051 – 2,361

High = Mean of 0 – 3.99 and Importance of 101 to 150

Moderate = Mean of 4.00 – 4.05 and Importance of 101 to 150 OR Mean of 0 – 3.99 and Importance of 100

Performance Areas	OVERALL
<i>Total travel time is reasonable</i>	High
<i>Reliability – service is on schedule</i>	High
<i>Value for the fare paid</i>	High
<i>Information at stations</i>	High
Vehicles are comfortable	
<i>Availability of seats</i>	High
Vehicles are environmentally friendly	
<i>PA announcements on trains</i>	High
<i>PA announcements at stations</i>	High
<i>Hours of operation for transit service meet my needs</i>	High
Personal safety while riding	
Vehicles are clean	
Transferring is easy	
Routes go where I need to go	
Routes and schedules are easy to understand	
Station conditions/cleanliness	
Accessibility	
Fares are easy to understand	
Personal safety while waiting	
Paying my fare is easy	

N=461-476

High = Mean of 0 – 3.99 and Importance of 101 to 150

Moderate = Mean of 4.00 – 4.05 and Importance of 101 to 150 OR Mean of 0 – 3.99 and Importance of 100

In-Depth Findings

Bus

Bus Rider Surveys

DISTRIBUTED SURVEYS

Total Distributed	17,000
-------------------	--------

COMPLETED RETURNS

Total Collected	5,461 (32%)
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Collected	3,853
-----------	-------

Mail Returns:	851
---------------	-----

Online:	286
---------	-----

Intercepts:	471
-------------	-----

Weighting the bus sample

Weighting was conducted on the bus sample to account for non-response bias that occurred during data collection. Specifically, differential response rates among local vs. express riders and rush vs. non-rush riders. This was done to ensure that sample proportions were balanced with known population proportions.

Weight class variables were created based on survey data and route information. Missing data was recoded using discriminant analysis for the rush/non-rush variable and the modal value for the express/local variable. The table below provides the breakout for the known population proportions, sample, missing data and weights.

	Population	Sample	Imputed	Weighted Sample
<u>Service</u>				
Rush	43.2%	65.5%	77.5%	43.0%
Non-rush	56.8%	15.2%	21.9%	56.4%
Spec.				
Evts		0.5%	0.6%	0.6%
Missing		18.7%	0.0%	
Total	100.0%	99.9%	99.9%	100.0%

	Population	Sample	Imputed	Weighted Sample
<u>Service</u>				
Express	12.2%	45.5%	45.5%	12.9%
Local	87.8%	48.6%	54.5%	87.1%
Missing		5.9%	0.0%	
Total	100.0%	100.0%	100.0%	100.0%

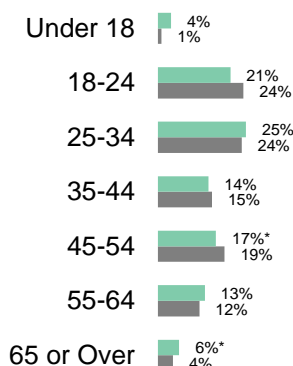
Bus Rider Snapshot



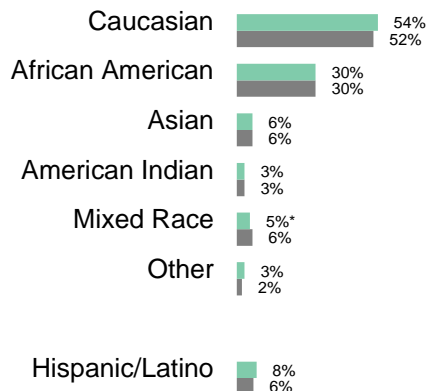
Demographics

- Top zip code origins: 55407, 55404, 55106, 55411
- Top zip code destinations: 55402, 55404, 55101, 55403
- Half of riders are under 35 and 65+ is increasing
- Nearly half of riders are non-white.
- Annual HH income has remained stable since 2012 apart from a drop for those making less than \$10K
- 52% female

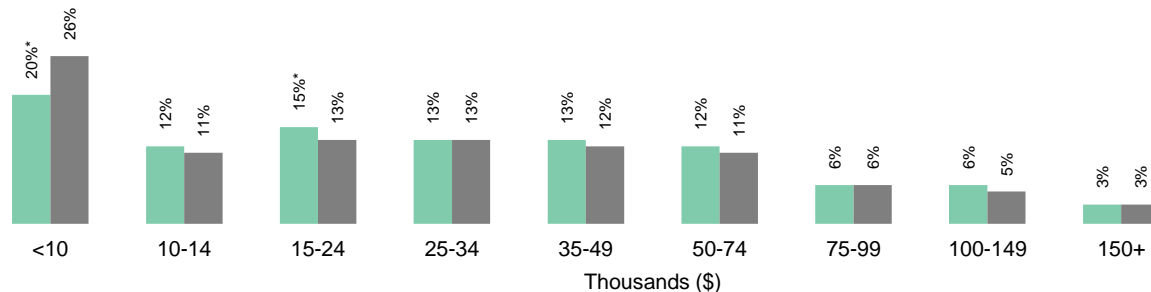
Age



Race



Household Income



* Statistically significant difference 2014 to 2012



RIDERSHIP

- Majority (54)% ride on both weekdays and weekends.
- Nearly three-quarters ride at least five times a week (74%).
- Work is the primary trip purpose (56%), followed by shopping/errands (21%) and school (17%).
- 52% have no working automobiles available for use.
- The demographic and attitudinal profile of local riders is significantly different than that of express riders.

INFLUENCES

- 29% report their employer or an organization they are involved with offer transit passes, and of those, 57% cover part of the cost.
- Friends, family and coworkers (33%), school (19%), new home/work location (17%) and unreliable personal transportation (17%) are the top influences to first try transit.

PREFERENCES

- For 45%, living or working close to transit is the main reason for using transit, followed by saving money on parking (38%).
- 46% use metrotransit.org as their most popular source for transit information with the primary features being route/schedule pages and Trip Planner.
- 78% use Go-To technology to pay their fare.

METRO TRANSIT RATINGS

High Correlation, High Performance

- Accessibility
- Transferring is easy
- Value for the fare paid
- Drivers operate vehicles in a safe and responsible manner

High Correlation, Lower Performance

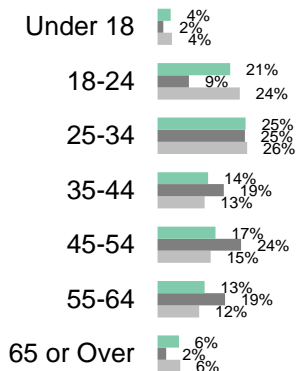
- Total travel time is reasonable
- Reliability – service is on schedule
- In addition, personal safety while riding, courteous drivers, routes go where I need to go, vehicles are comfortable, hours of operation meet my needs and personal safety while waiting warrant attention.

Note: Bus data are weighted

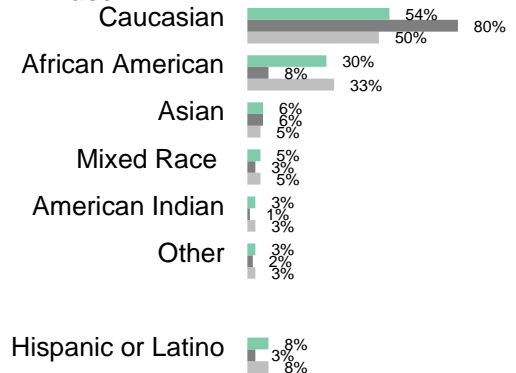
Demographics

- Over one-quarter of local riders are under 25 years of age compared to approximately one-ninth of express riders
- Half of local riders are non-white compared to one-fifth of express riders
- Over half of local riders have an annual HH income under \$25,000
- Female: 59% express / 51% local

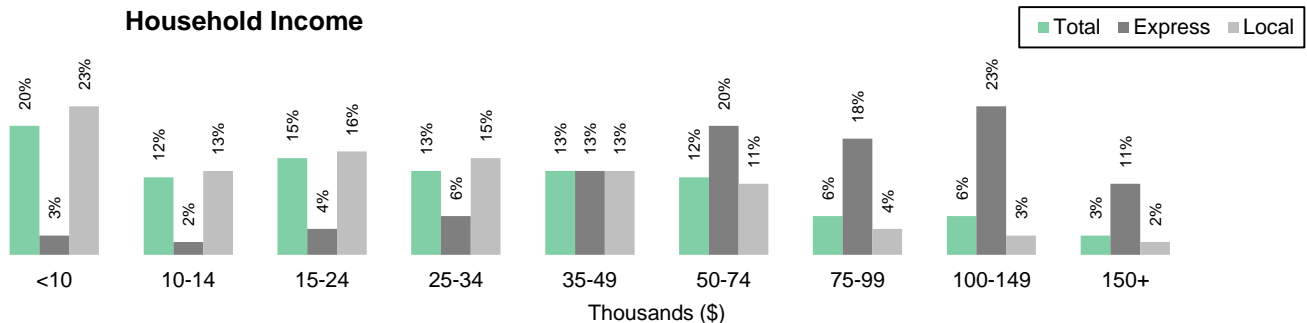
Age



Race



Household Income



SATISFACTION

Overall satisfaction is high among all bus riders, however, express riders report significantly higher scores than local riders on the following measures:

- Overall rating of Metro Transit service,
- Overall satisfaction with Metro Transit experience, and,
- Likelihood to recommend Metro Transit to a friend or colleague.

COMMUNICATIONS

- Across communication ratings, express riders report significantly higher ratings for printed schedules, clear route information, metrotransit.org, bus stops and shelters.
- Local riders report significantly higher ratings for the Metro Transit information line and customer service on the Metro Transit information line.

PERFORMANCE

- Across performance ratings, express riders report significantly higher ratings for over half of the twenty-four performance measures evaluated.
- Local riders report a significantly higher rating for hours of operation meeting my transit service my needs.

IMPORTANCE/PERFORMANCE

Express Priorities

- Reliability – service is on schedule
- Availability of seats
- Vehicles are comfortable
- In addition, total travel time is reasonable and hours of operation meet my needs warrant attention.

Local Priorities

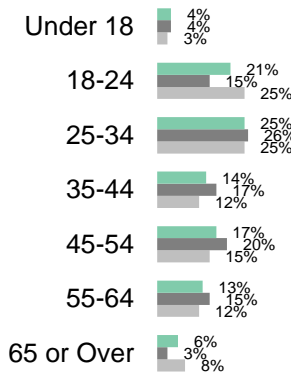
- Total travel time is reasonable
- Hours of operation for transit service meet my needs
- In addition, personal safety while riding, courteous drivers, routes go where I need to go, vehicles are comfortable, reliability- service is on schedule and personal safety while waiting warrant attention.

Note: Bus data are weighted

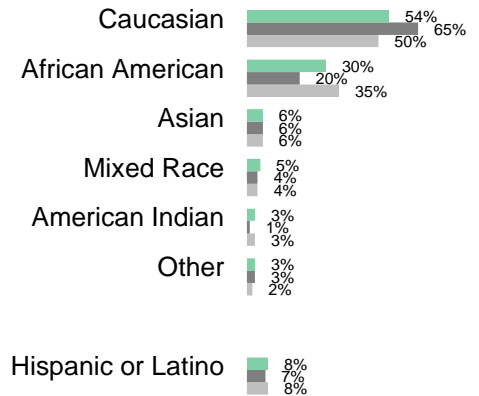
Demographics

- Over one-quarter of non-rush hour riders are under 25 years of age.
- Half of non-rush hour riders are non-white.
- Nearly three-quarters of non-rush hour riders have an annual HH income under \$35,000.
- Female: 58% rush / 46% non-rush

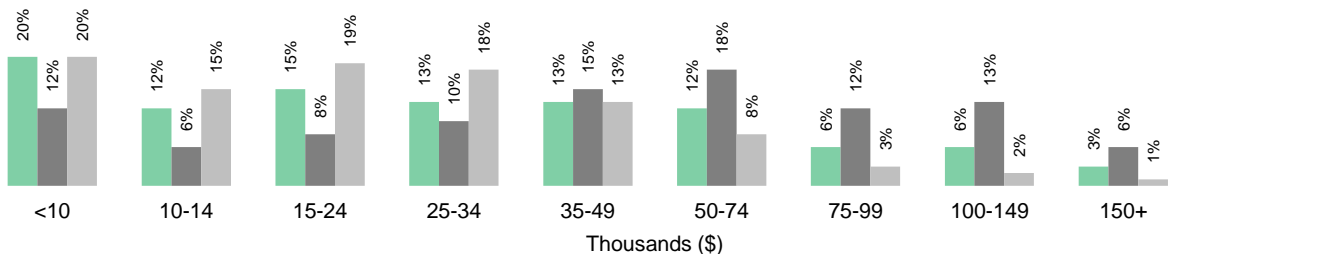
Age



Race



Household Income



SATISFACTION

Non-rush hour riders report significantly higher scores for overall satisfaction with Metro Transit service than rush hour riders.

COMMUNICATIONS

- Non-rush hour riders have significantly higher ratings for the Metro Transit Information Line and customer service on the Metro Transit Information Line than rush hour riders.

PERFORMANCE

- Across performance ratings, non-rush hour riders report significantly higher ratings for ten of the twenty-four performance measures evaluated.
- Rush hour riders report a significantly higher rating for ease of fare payment.

IMPORTANCE/PERFORMANCE

Rush Priorities

- Total travel time is reasonable
- Reliability – service is on schedule
- Vehicles are comfortable
- Vehicles are clean
- Shelter conditions/cleanliness
- In addition, availability of the route map and schedule, hours of operation for transit service meet my needs, routes go where I need to go and personal safety while riding warrant attention.

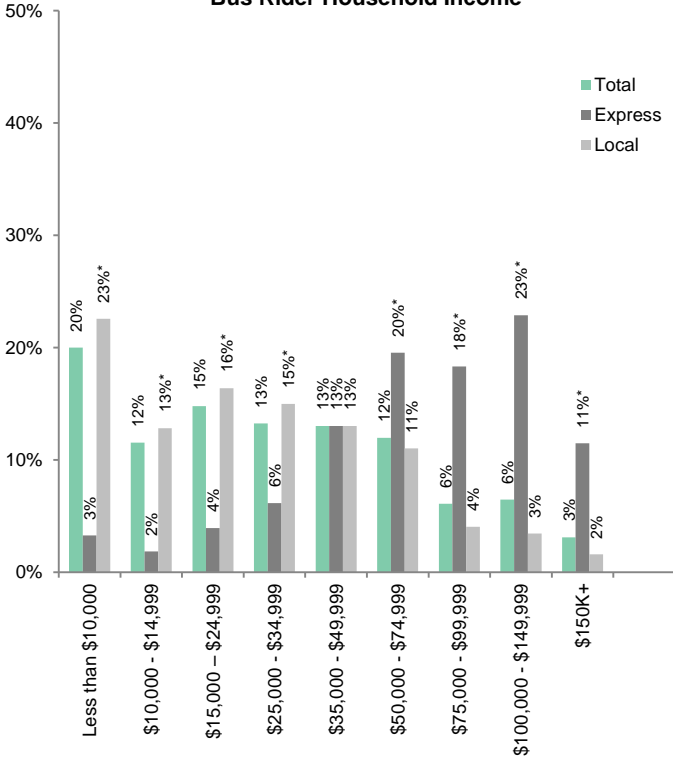
Non-Rush Priorities

- Total travel time is reasonable
- Personal safety while waiting
- Hours of operation for transit service meet my needs
- In addition, availability of route map and schedule warrants attention.

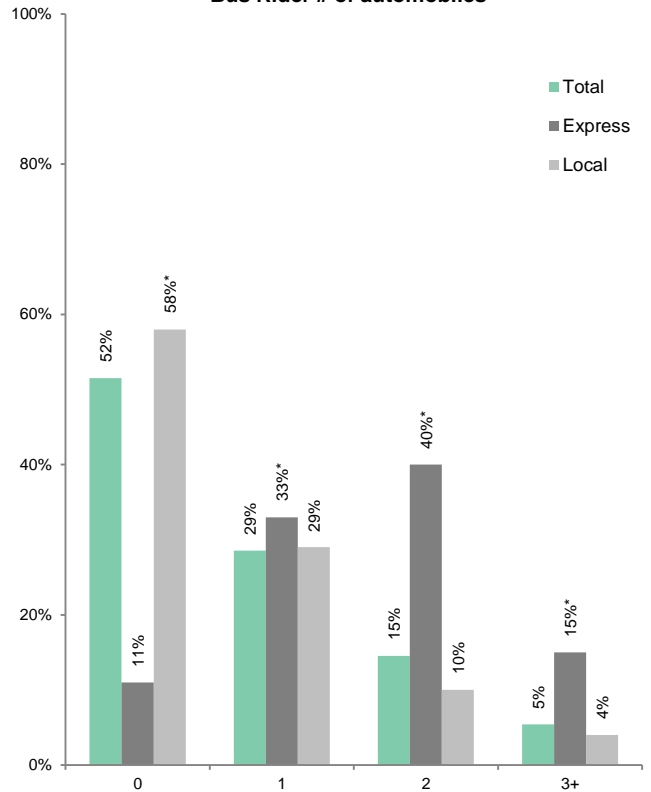
Note: Bus data are weighted

Over half of all bus riders (52%) report having no working vehicles available for their use. Riders of local routes are significantly more likely to indicate no working autos are available than express riders. The majority of local riders (52%) report household incomes under \$25,000 compared to less than 10% express riders.

Bus Rider Household Income



Bus Rider # of automobiles



* Statistically significant difference

Q: Approximately what was your family's total household income last year before taxes?

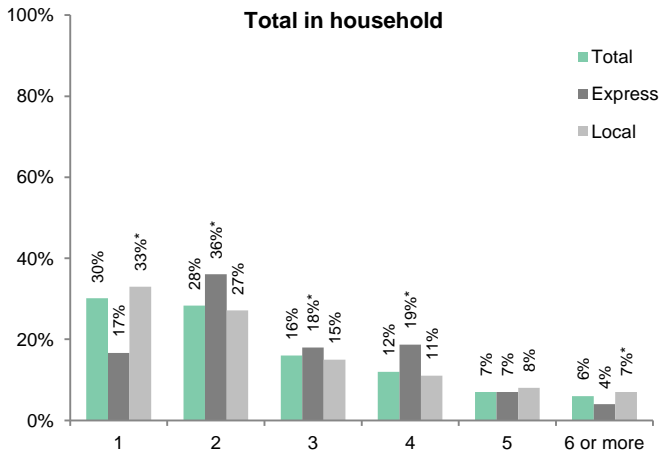
N=4,223

* Statistically significant difference

Q: How many working automobiles do you have available to use?

N=4,755

Total in household



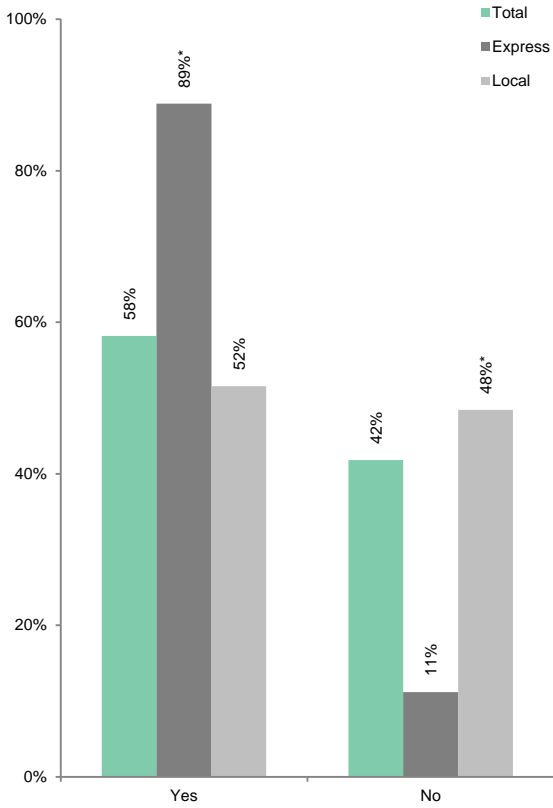
* Statistically significant difference

Q: How many people, including yourself, are in your household?

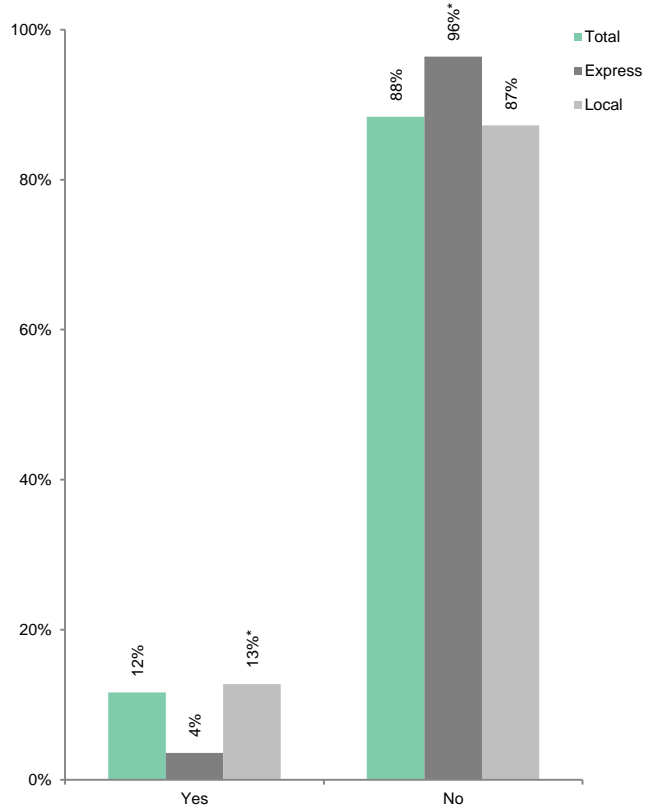
N=4,301

Note: 2014 bus based on weighted data

Do you have a valid driver's license? (Bus Rider)



Do you have a Metro Mobility ID or state-issued ID with an "L" or "A" endorsement? (Bus Rider)



* Statistically significant difference

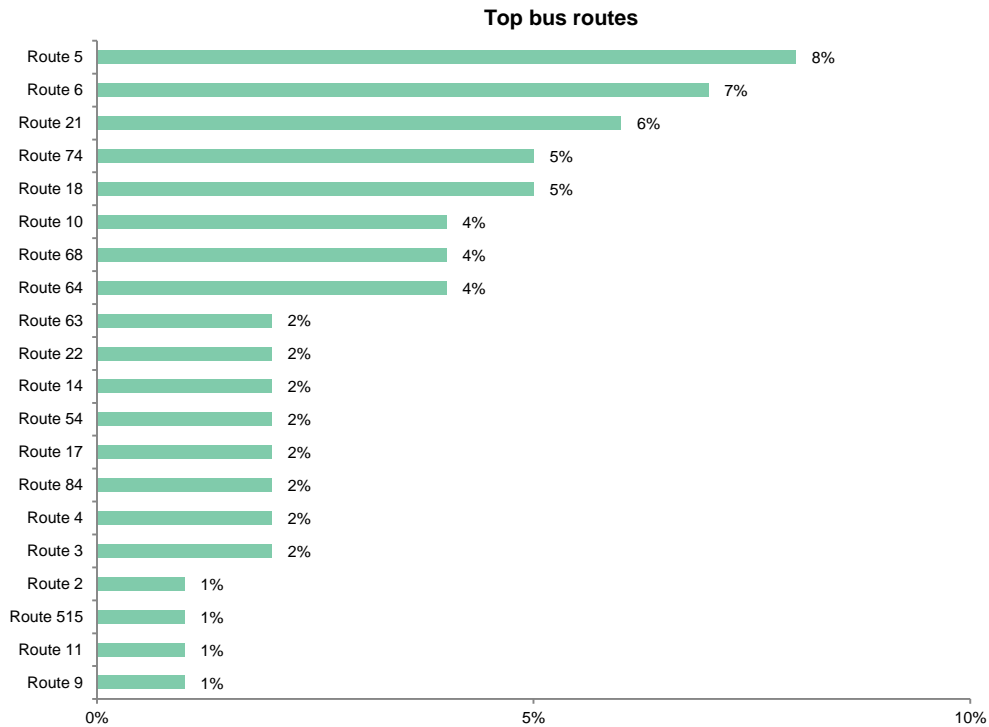
Q: Do you have a valid Driver's license?
N=3,609

* Statistically significant difference

Q: Do you have a Metro Mobility ID OR state-issued ID with an "L" or "A" endorsement?
N=3,532

Note: 2014 bus based on weighted data

Most frequently cited bus routes for survey respondents are #5, #6 and #21.

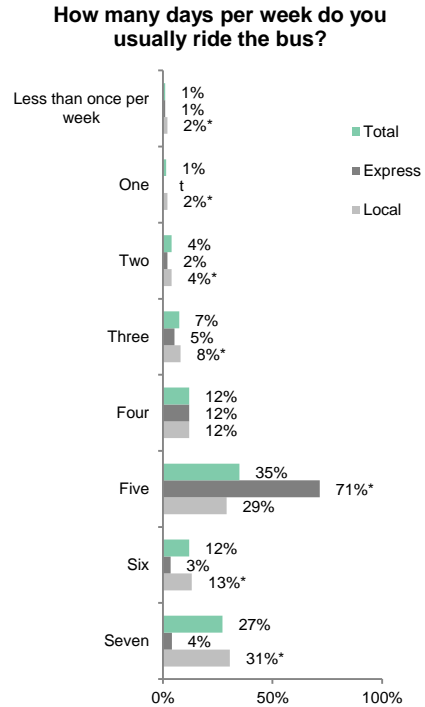
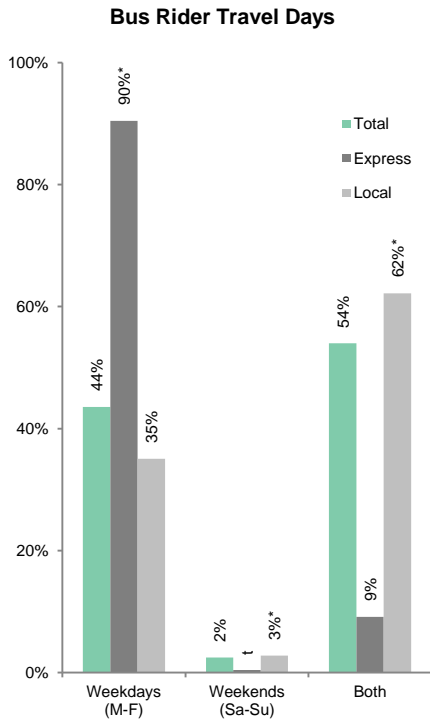


Note: 2014 bus based on weighted data

Q: What is the number of the bus route you are riding?

N=4,948

Local riders are more likely to travel on both weekdays and weekends and every day of the week. Express riders are most likely to travel only on weekdays and five days a week.



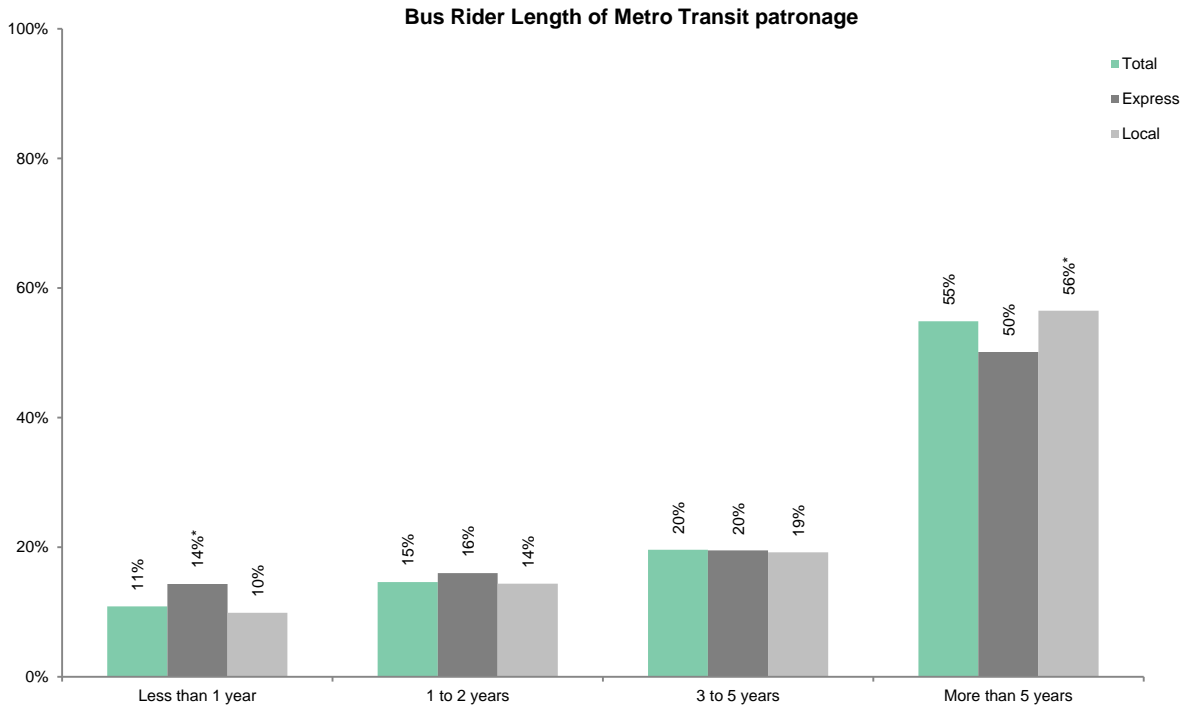
*Statistically significant difference
 t Denotes less than 1%
 Note: 2012 and 2014 Bus based on weighted data

Q: On which day(s) of the week do you usually ride the bus?
 N=4,825

* Statistically significant difference
 t Denotes less than 1%

Note: 2012 and 2014 Bus based on weighted data
 Q: How many days per week do you usually ride the bus?
 N=4,986

More than one-quarter of all riders (26%) have been patrons of Metro Transit for two years or less. Express riders are significantly more likely to have been using Metro Transit service for under one year than local riders.

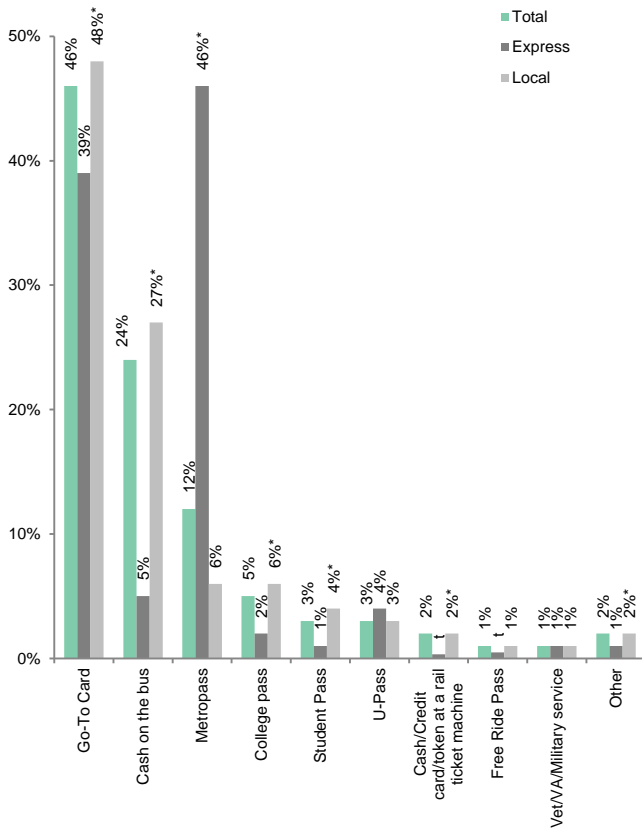


Q: How long have you used Metro Transit service?
N=4,315

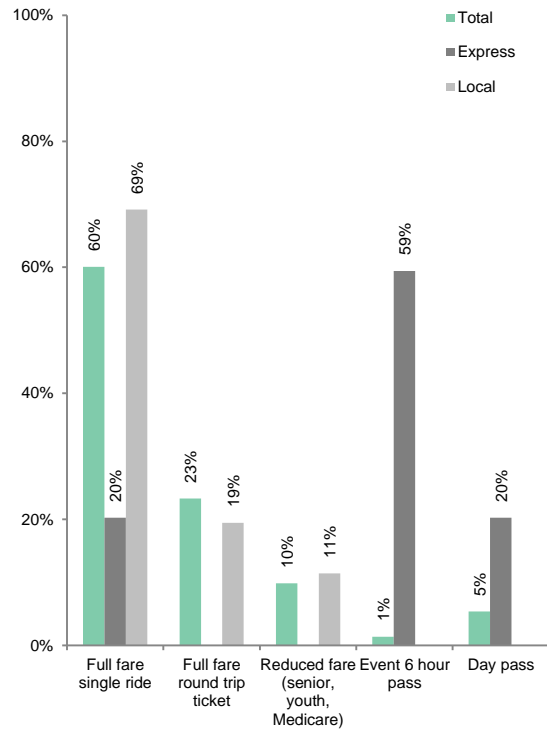
Note: 2014 bus based on weighted data

Overall, more than three-quarters use some form of Go-To technology to pay their fares. For riders paying with cash or credit card at a rail ticket station, nearly half (46%) purchase a full fare single ride while over one-fifth (21%) purchase a reduced fare (senior, youth, Medicare).

How did you pay for your fare today?*(bus rider)



If [cash or credit card], what kind of ticket did you purchase?



* Statistically significant difference

t Denotes less than 1%

Q: How did you pay for your fare today?
N=4,877

**Rates of Go-To technology participation are higher than reported transaction data.

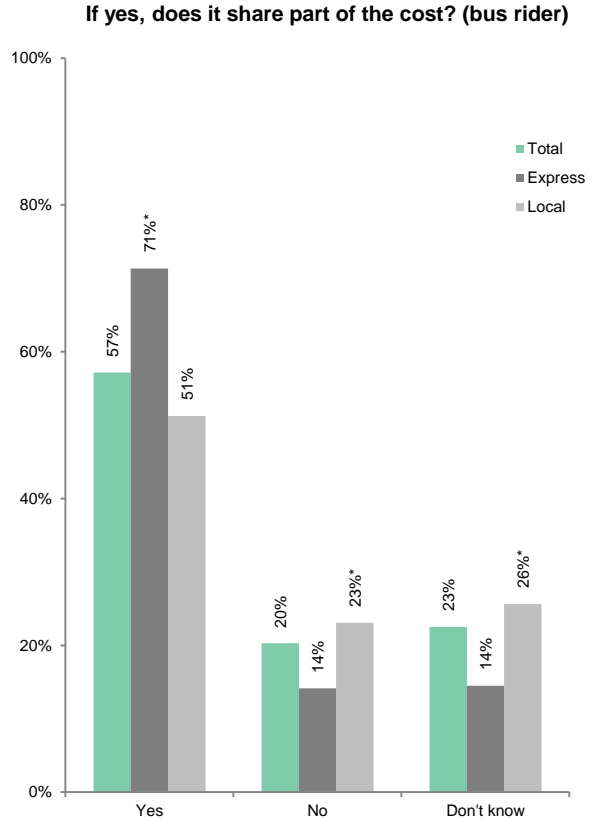
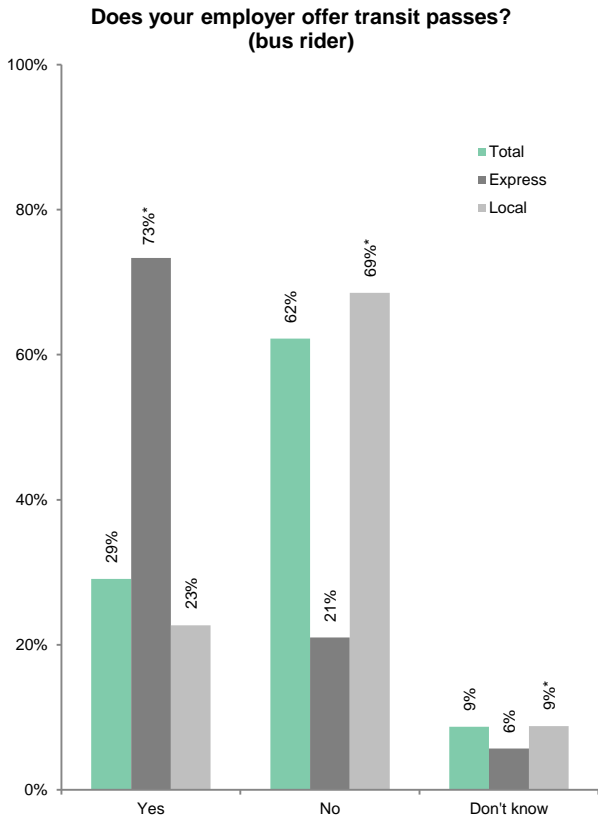
t Denotes less than 1%

Q: If [cash or credit card] at a rail ticket machine, what kind of ticket did you purchase?

N=36

Note: 2014 bus based on weighted data

Approximately three-quarters (73%) of express riders report that their employer, organization or agency offers transit passes compared to less than one-quarter (23%) of local riders. Of those who report that their employer does offer transit passes, nearly three-quarters (71%) indicate that their employer also shares part of the cost versus approximately half (51%) for local riders.



* Statistically significant difference

* Statistically significant difference

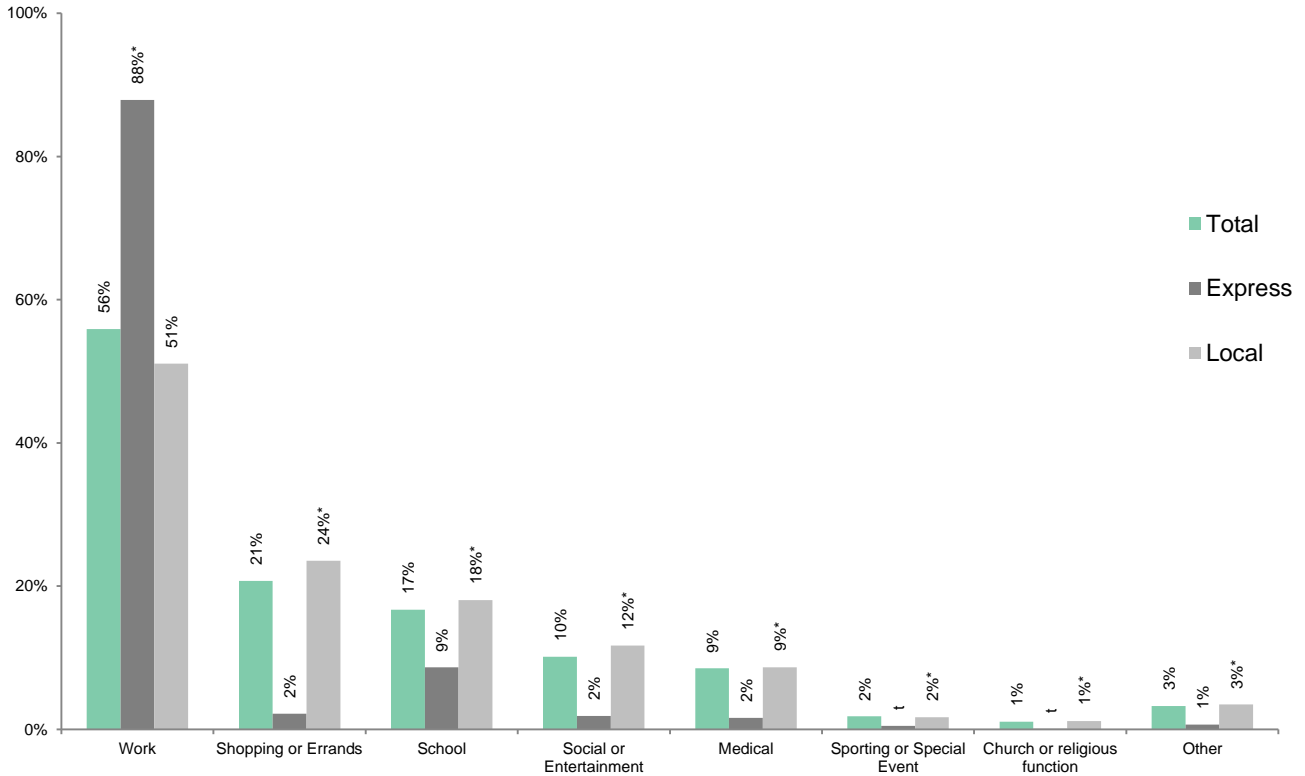
Q: Does your employer, organization or agency offer transit passes?
 N=2,794
 Question presented on version B only.

Q: If yes, does it share part of the cost?
 N=1,307
 Question presented on version B only.

Note: 2014 bus based on weighted data

Nearly 90% of express riders indicate that work is their primary purpose of their trip compared to approximately half (51%) of local riders.

What is the primary purpose of your trip today?*



* Statistically significant difference

t Denotes less than 1%

Q: What is the primary purpose of your trip today?

N=5,141

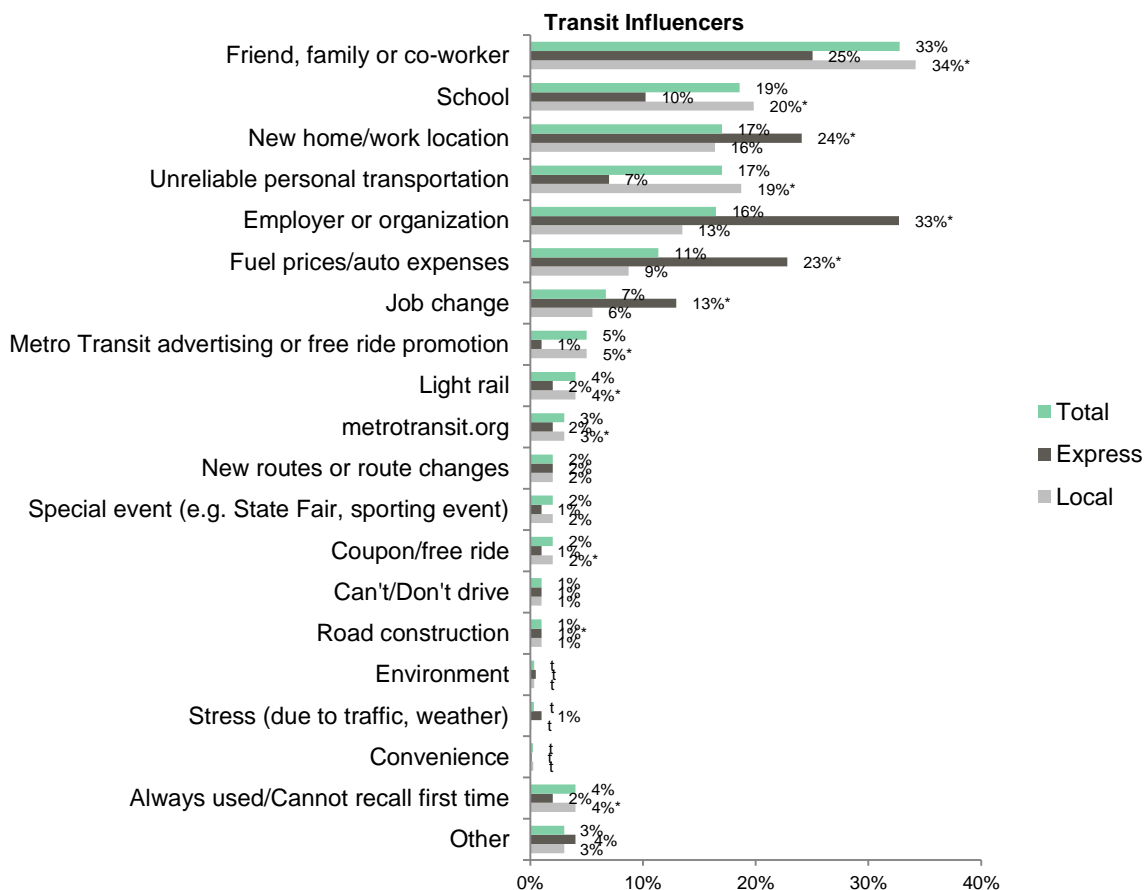
**Totals exceed 100% due to respondents selecting multiple responses.

Note: 2014 bus based on weighted data

Influencers for Decision to First Try Transit

BUS

The most frequently cited influences for express riders to first try transit are an employer or organization, friend, family or co-worker, new home or work location and fuel prices/auto expenses. For local riders, the most frequently cited influences are friends, family or co-workers, school and unreliable transportation.



* Statistically significant difference

t Denotes less than 1%

Q: What or who influenced your decision to first try transit?

N=4,734

Note: 2014 bus based on weighted data

Top origination zip codes					
Total		Express		Local	
Zip Code	%	Zip Code	%	Zip Code	%
55407	4.8%	55044	4.3%	55407	6.0%
55404	4.7%	55125	3.8%	55404	5.5%
55106	4.3%	55426	3.7%	55106	4.9%
55411	3.8%	55016	2.9%	55411	4.3%
55408	3.4%	55433	2.9%	55408	3.9%
55104	2.9%	55014	2.5%	55104	3.7%
55412	2.7%	55419	2.5%	55418	3.4%
55417	2.7%	55448	2.5%	55412	3.3%
55418	2.7%	55304	2.3%	55417	3.3%
55102	2.6%	55343	2.3%	55102	3.1%
55403	2.6%	55434	2.3%	55403	3.1%

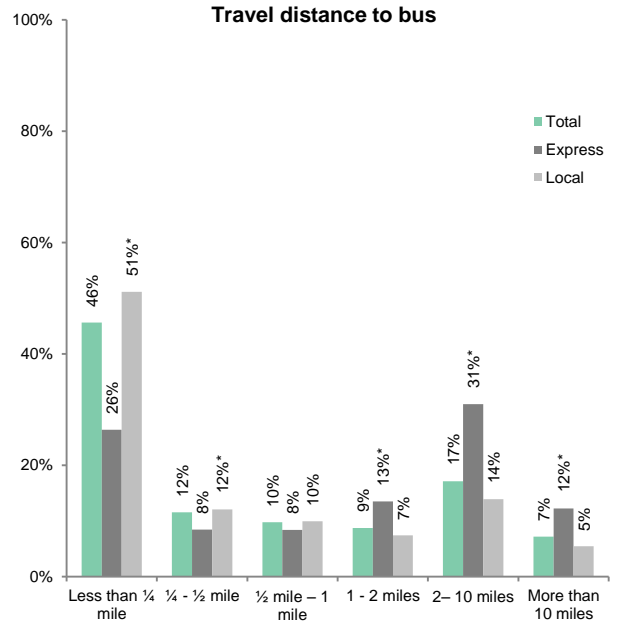
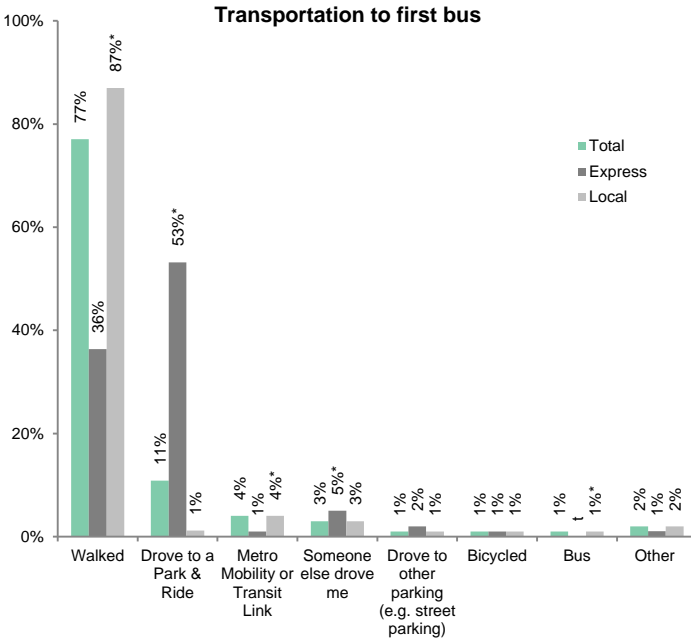
Q: What is your home Zip Code?
N=4,622

Top destination zip codes					
Total		Express		Local	
Zip Code	%	Zip Code	%	Zip Code	%
55402	11.4%	55402	33.8%	55404	6.3%
55404	5.2%	55401	6.8%	55402	5.6%
55101	4.8%	55101	6.4%	55102	4.9%
55403	4.7%	55403	5.9%	55101	4.7%
55102	4.1%	55455	3.9%	55403	4.4%
55401	3.8%	55415	3.6%	55407	4.4%
55407	3.7%	55474	2.9%	55411	3.9%
55411	3.1%	55102	2.5%	55104	3.5%
55106	2.9%	55487	1.5%	55401	3.5%
55408	2.9%	55432	1.4%	55106	3.3%

Q: What is the Zip Code of your final destination TODAY?
N=3,527

Note: 2014 bus based on weighted data

Nearly 90% of local riders walk to their first bus stop while over half (53%) of express riders drove to a Park & Ride. Over half (51%) of local riders report traveling less than a quarter mile to get to their first bus stop while over half (56%) of express riders travel more than one mile.



* Statistically significant difference

t Denotes less than 1%

Q: When you began your trip today, how did you get to your first bus stop or rail station?

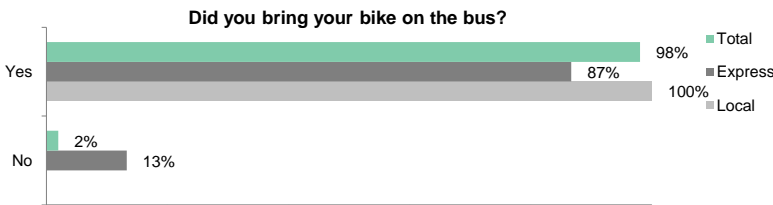
N=2,477

Question presented on version A only.

*Statistically significant difference

Q: How far would you estimate you traveled to get to your first bus stop or rail station?

N=4,567



*Statistically significant difference

Q: If "bicycled", did you bring your bike with you on the bus?

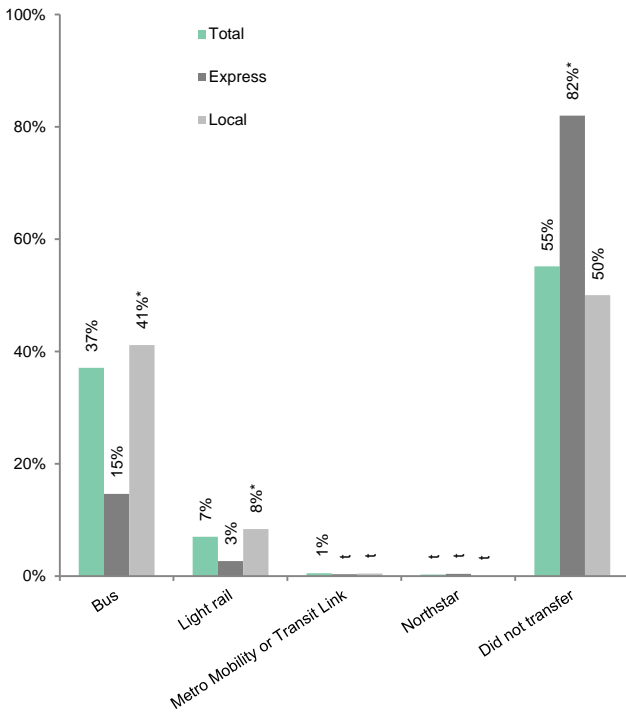
N=28

Question presented on version A only.

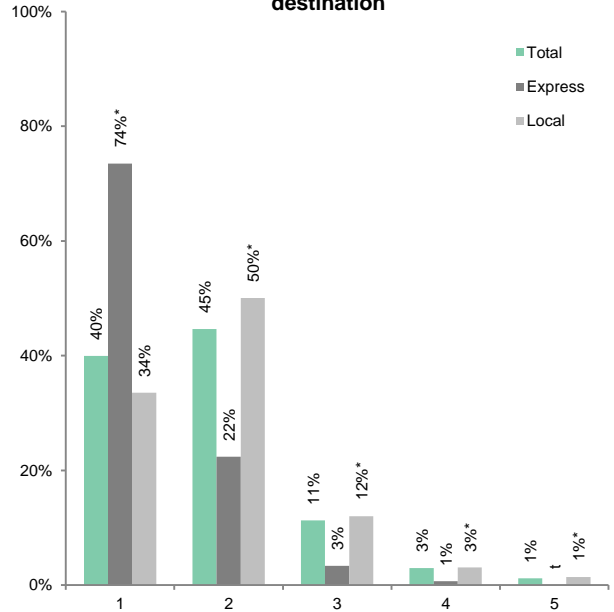
Note: 2014 bus based on weighted data

Over two-fifths (44%) of local riders transferred from a bus or light rail compared to less than one-fifth (18%) of express riders. Nearly three-quarters (74%) of express riders rode only one bus while two-thirds (66%) of local riders rode two buses or more.

Transportation before bus



Total number of buses/trains to reach destination



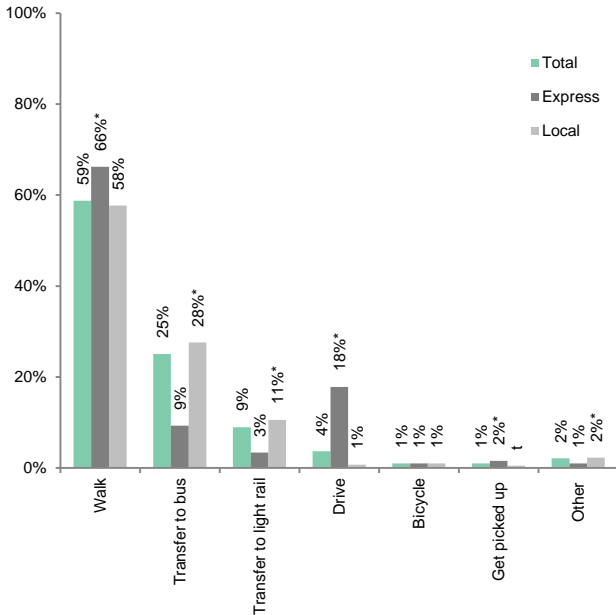
* Statistically significant difference
 t Denotes less than 1%
 Q: On this trip, did you transfer from:
 N=2,281
 Question presented on version B only.

* Statistically significant difference
 t Denotes less than 1%
 Q: How many TOTAL buses and/or trains will you take to complete your one-way trip?
 N=4,465

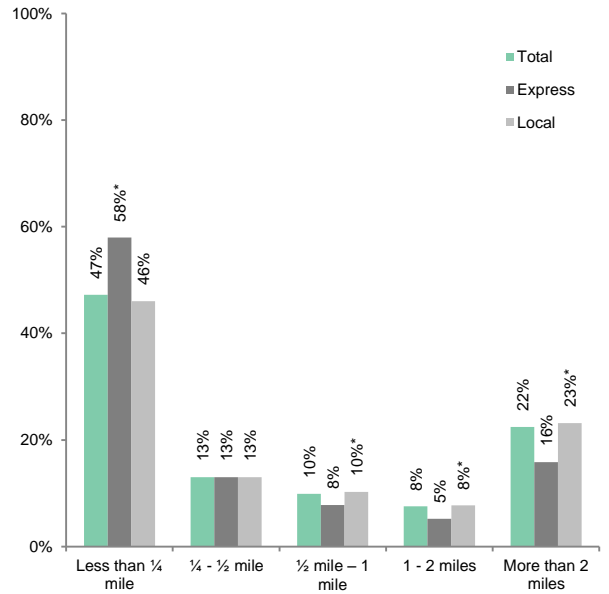
Note: 2014 bus based on weighted data

The majority of riders report walking to their destination after departing the bus. Nearly half travel a distance of less than ¼ mile from their last transit bus stop to their destination.

Transportation after bus



Travel distance from last transit bus stop to destination



* Statistically significant difference
 † Denotes less than 1%

Q: What will you do when you get off of this bus?
 N=2,324

Question presented on version B only.

* Statistically significant difference

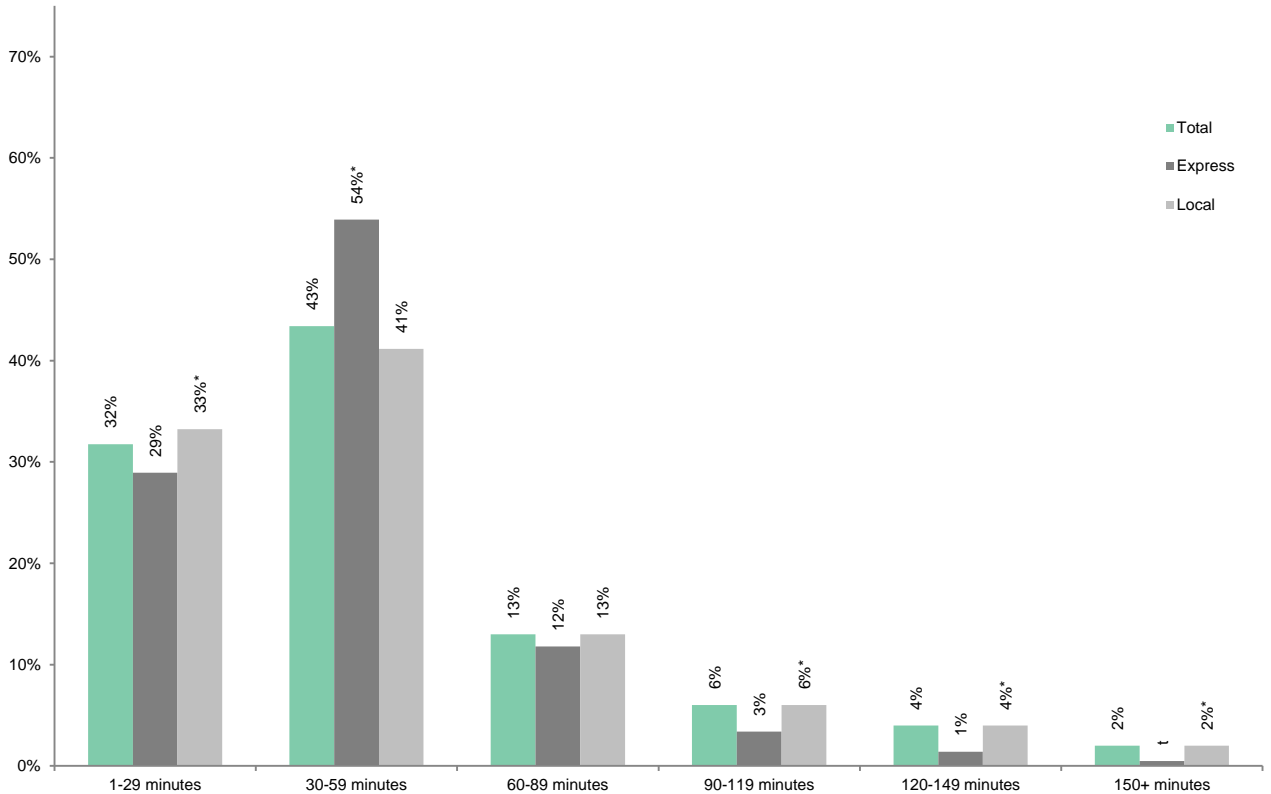
Q: How far would you estimate you will travel from your last bus stop or rail station to your destination?

N=4,446

Note: 2014 bus based on weighted data

When asked to estimate their total travel time, three-quarters indicate their commutes were under an hour. Travel time is longer for local riders than express riders.

Total bus travel time in minutes



*Statistically significant difference

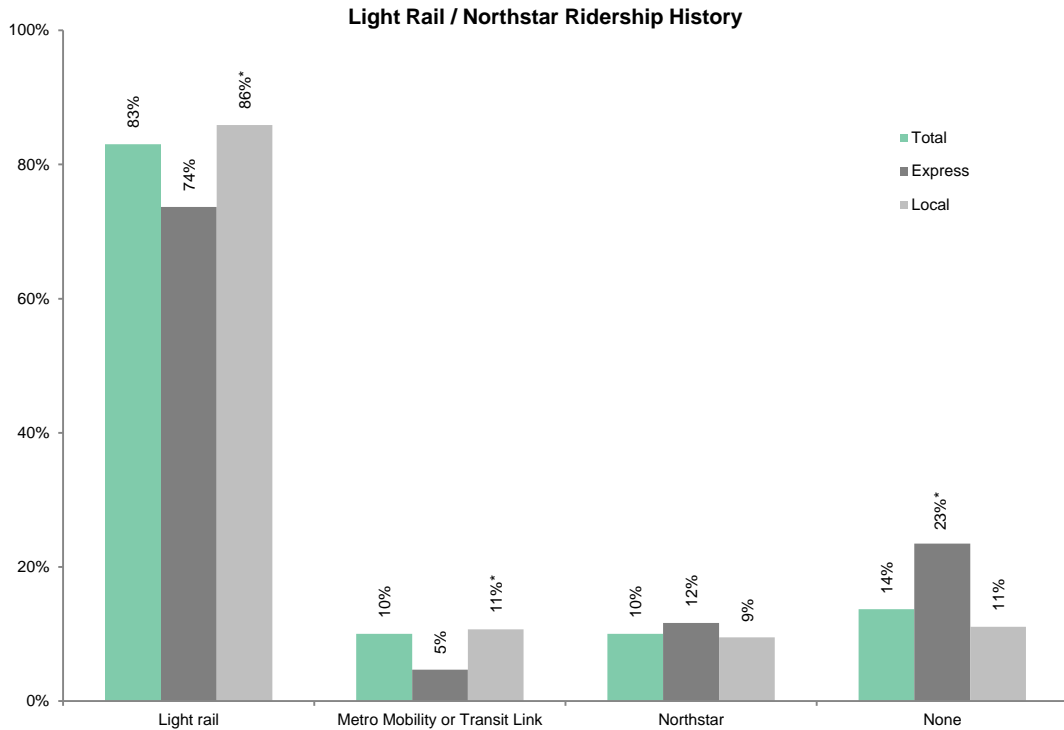
t Denotes less than 1%

Q: Please estimate – in minutes – the total travel time of this trip:

N=4,225

Note: 2014 bus based on weighted data

Local riders are significantly more likely to have used LRT. Nearly one-quarter (23%) of express riders have never used other Metro Transit modes compared to 11% of local riders.



* Statistically significant difference

Q: Have you ever used the following?:

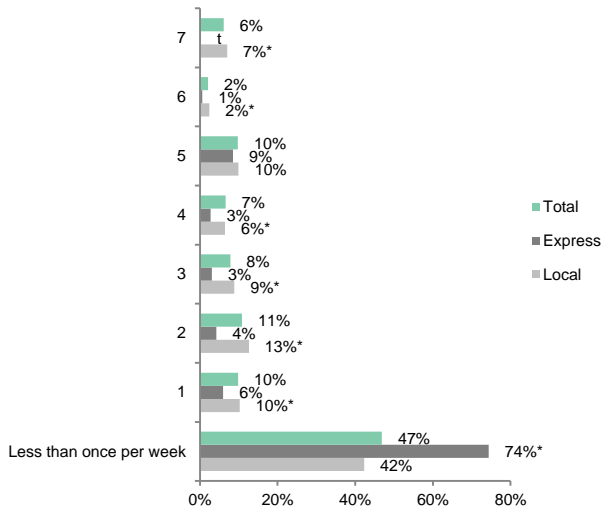
N=2,315

Question presented on version A only.

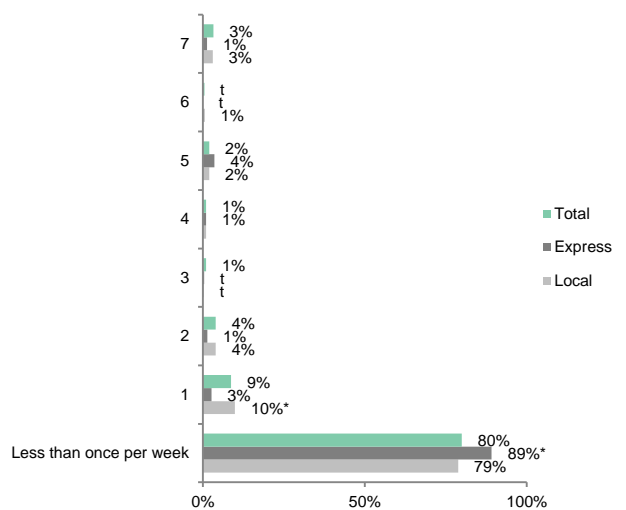
Note: 2014 bus based on weighted data

Of those that use light rail, most do so at least once a week. While for those that use Northstar, four-fifths do so less than once per week.

Light rail ridership per week



Northstar ridership per week



* Statistically significant difference

t Denotes less than 1%

Q: If so, how many days per week do you normally take light rail?

N=1,816

Question presented on version A only.

* Statistically significant difference

t Denotes less than 1%

Q: If so, how many days per week do you normally take Northstar?

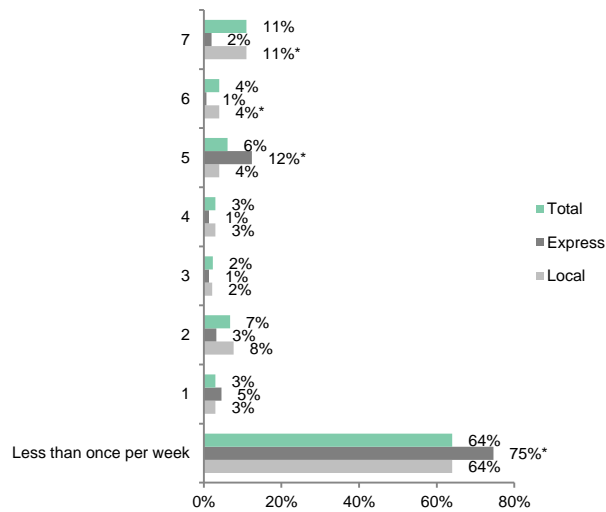
N=427

Question presented on version A only.

Note: 2014 bus based on weighted data

Of those that use Metro Mobility or Transit Link, more than one-fifth (21%) do so at least five times per week.

Metro Mobility or Transit Link ridership per week



* Statistically significant difference

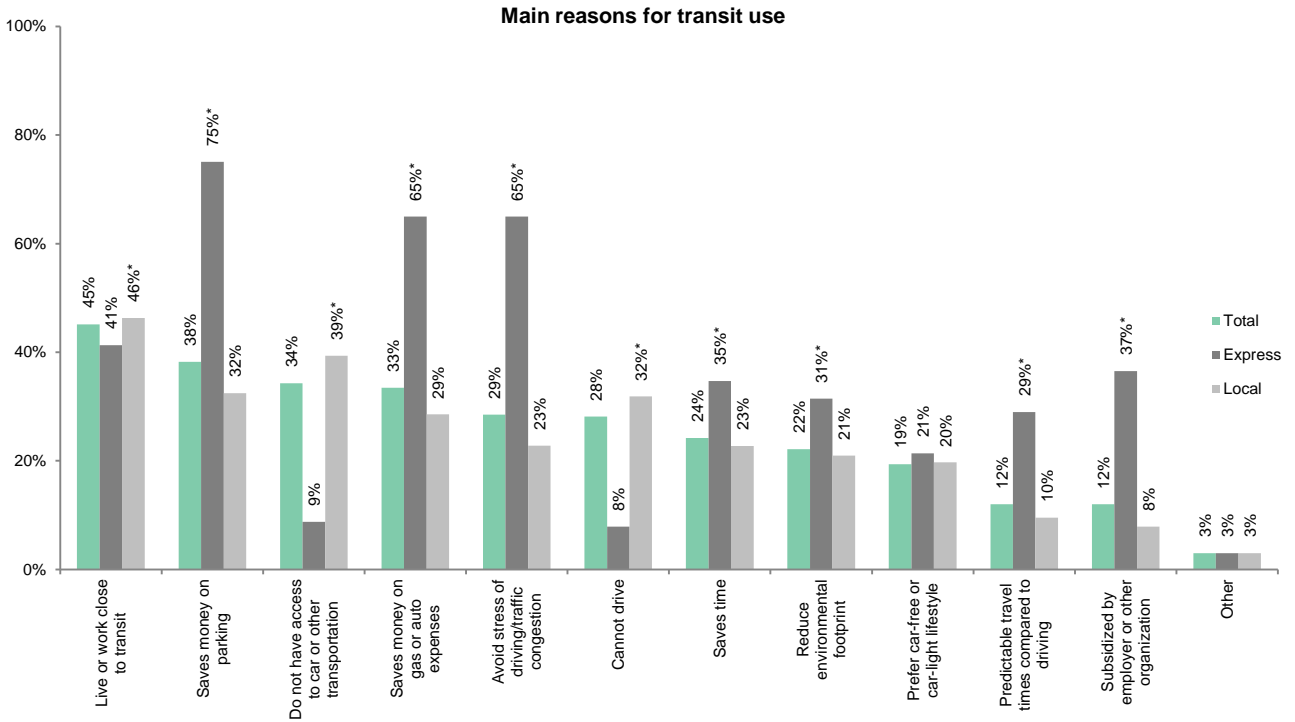
Q: If so, how many days per week do you normally take Metro Mobility or Transit Link?

N=372

Question presented on version B only.

Note: 2014 bus based on weighted data

For local riders, the most popular reasons for using the bus is living or working close to transit and do not have access to car or other transportation. Among express riders, the most frequently cited reasons are to save money on parking, save money on gas or auto expenses and avoiding the stress of driving.

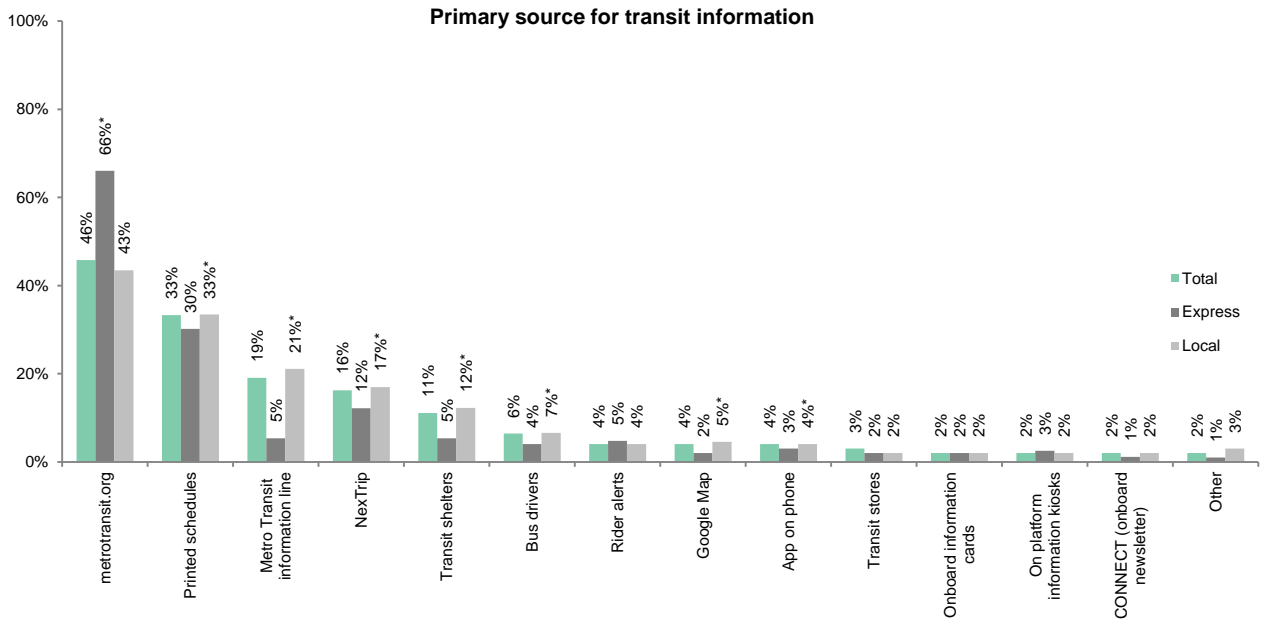


* Statistically significant difference

Q: What are the main reasons you use transit?
N=4,942

Note: 2014 bus based on weighted data

Metrotransit.org is the most popular source for transit information. While express riders are significantly more likely to indicate metrotransit.org, local riders are significantly more likely to report printed schedules, information line, NexTrip, transit shelters and bus drivers are their primary sources for transit information.



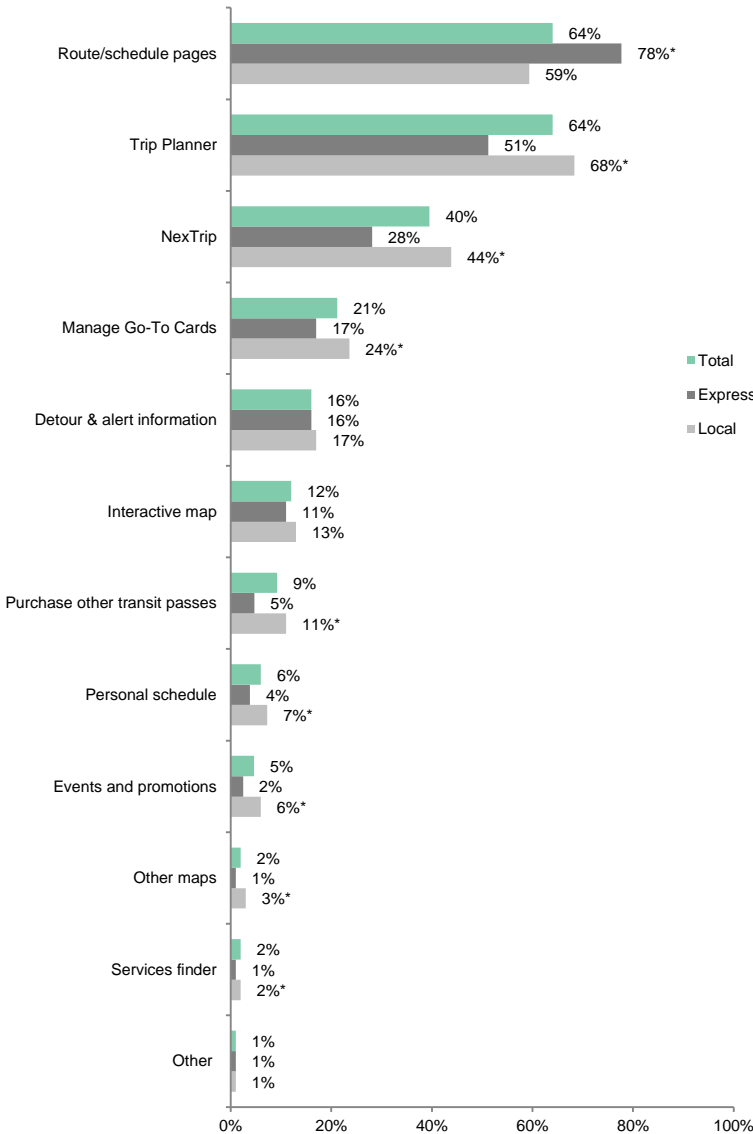
* Statistically significant difference

Q: What or who is your primary source for transit information?
N=4,904

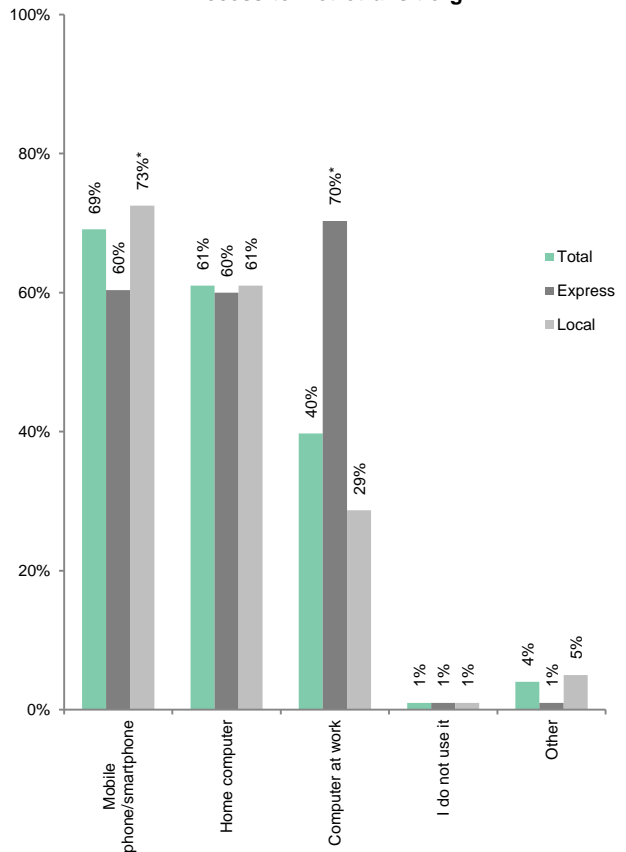
Note: 2014 bus based on weighted data

Route/schedule pages and Trip Planner are the features most used on metrotransit.org. Express riders are significantly more likely to use route/schedule pages while local riders are significantly more likely to use Trip Planner, NexTrip and manage Go-To Cards. Accessing metrotransit.org through a mobile/smart phone is the most common way to access metrotransit.org.

Most used features on metrotransit.org



Access to metrotransit.org



* Statistically significant difference

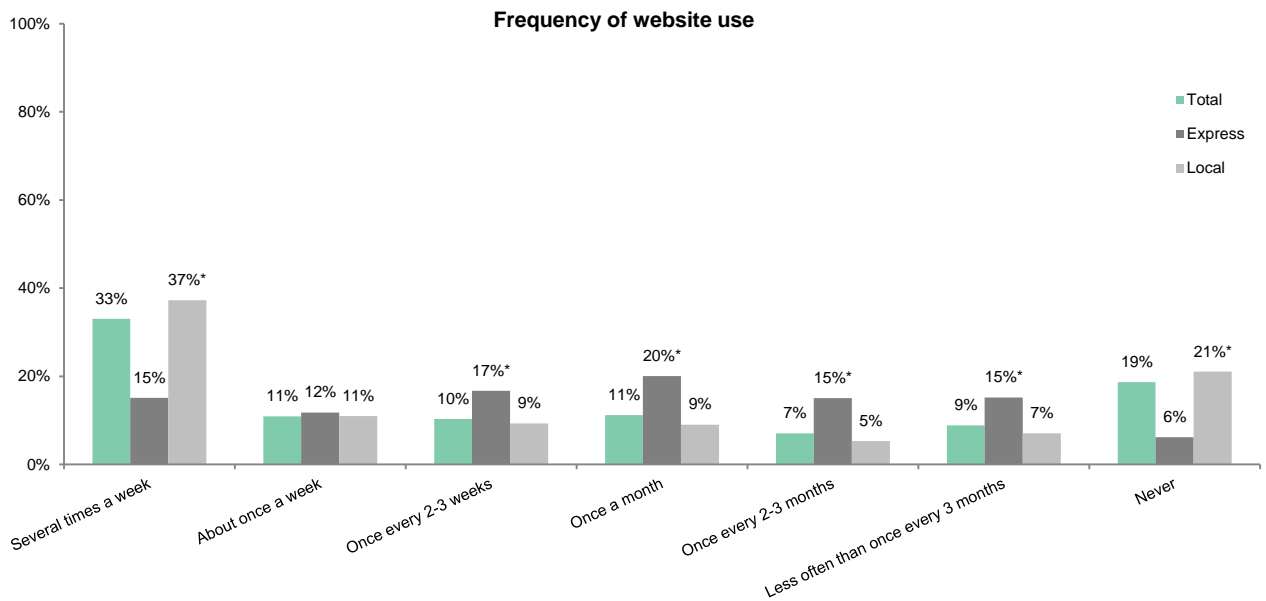
Q: If you use metrotransit.org, which features do you use? (check all that apply)

N=2,461

Q: If you use metrotransit.org, how do you access it?
N=2,401

Note: 2014 bus based on weighted data

More than two-fifths (44%) uses the Metrotransit.org website at least once a week. Local riders are significantly more likely than express riders to visit the website several times a week, but are also significantly more likely to have never visited metrotransit.org.

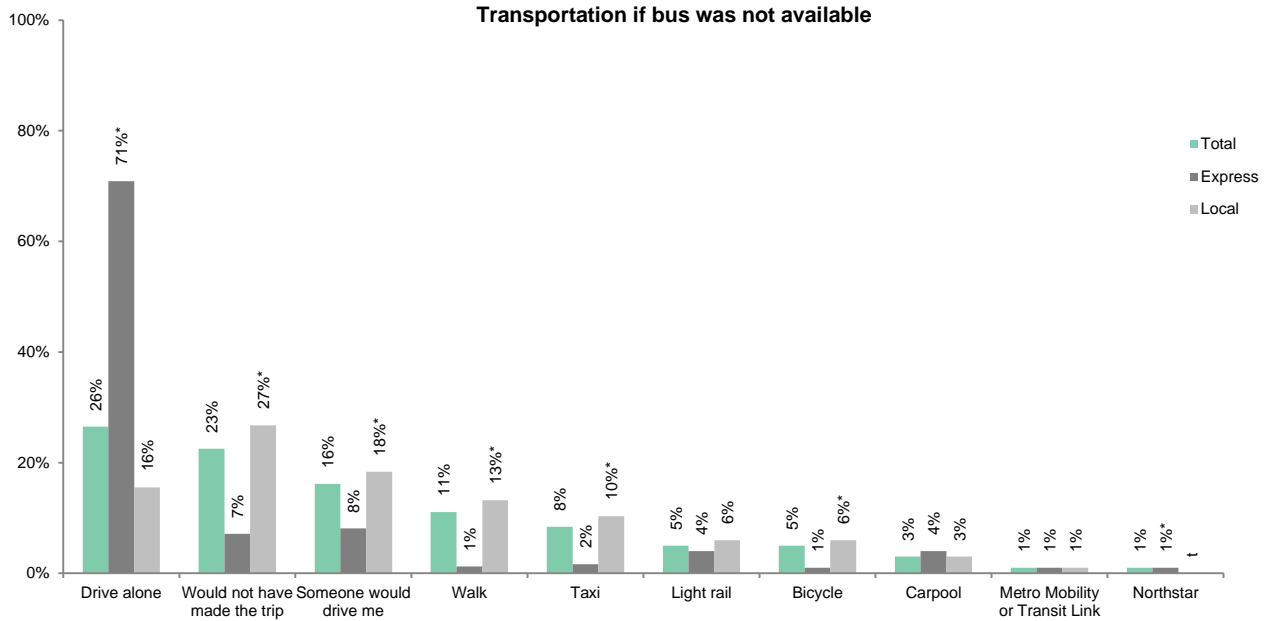


Q: How often, if ever, do you use the website metrotransit.org?
N=4,411

Note: 2014 bus based on weighted data

Transport If Bus Was Not Available

When asked what they would have done had bus service been unavailable, local riders are most likely to report that they would not have made the trip while express riders are most likely to indicate that they would have driven alone.



* Statistically significant difference

t Denotes less than 1%

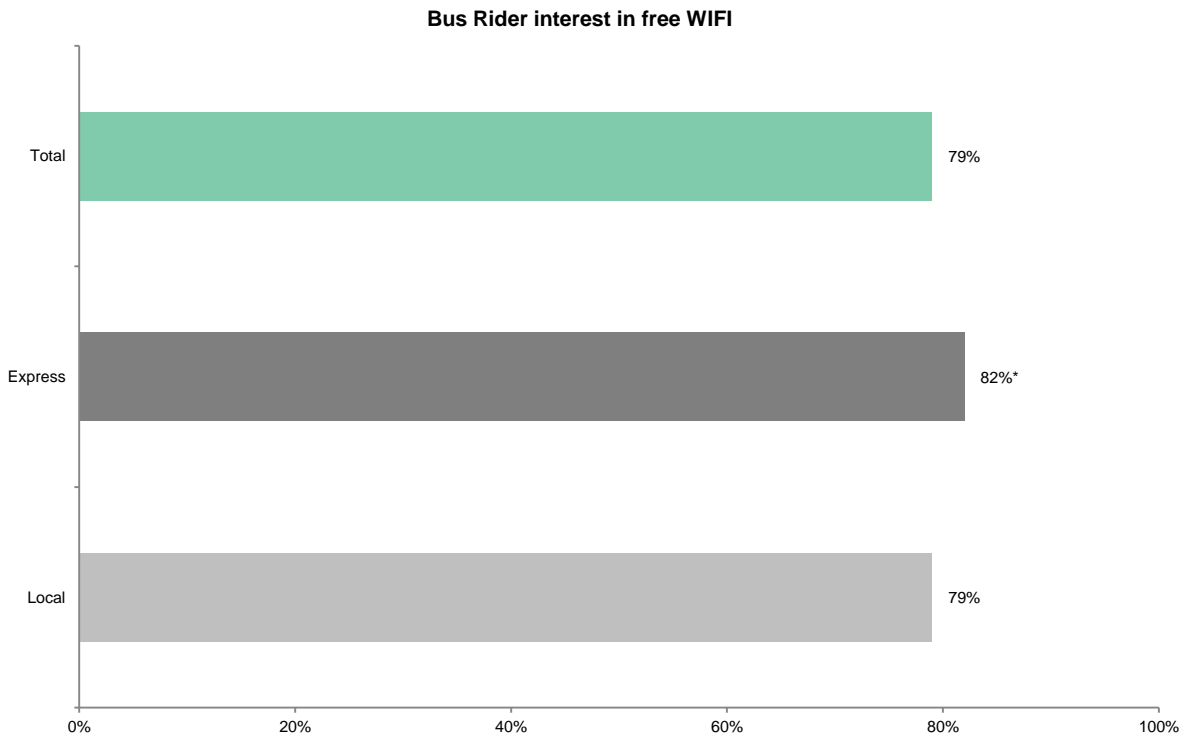
Q: If a bus route had not been available today, how would you have made this trip?

N=2,060

Question presented on version A only.

Note: 2014 bus based on weighted data

Interest in WiFi is strong with nearly four-fifths (79%) indicating that they would use it if it was available for free. Express riders report significantly more interest than local riders.

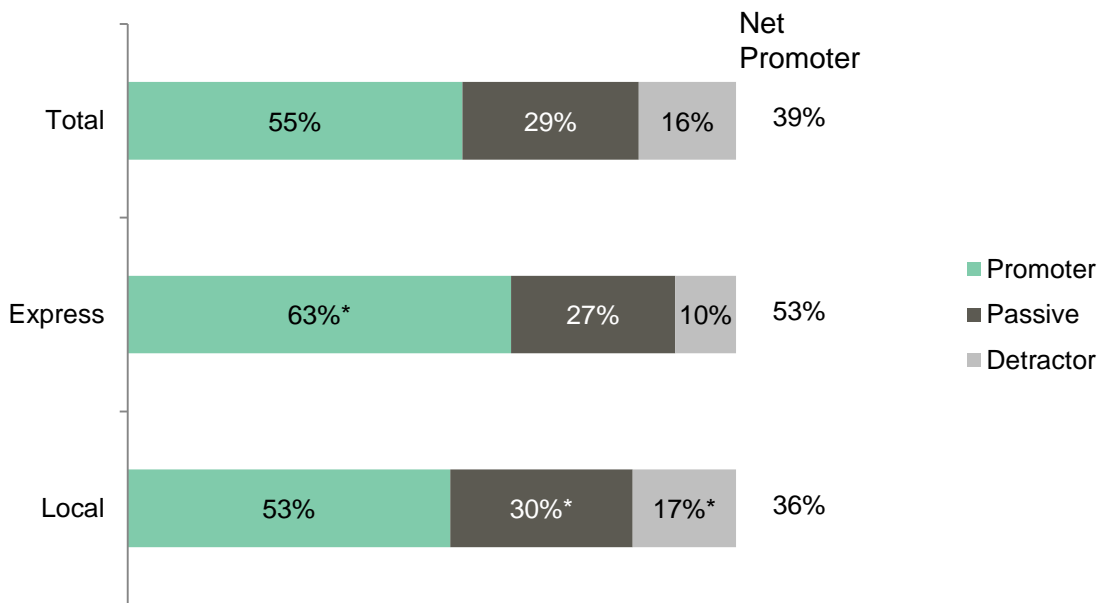


Q: If WIFI were available on your bus for free, would you use it?
N=4,171

Note: 2014 bus based on weighted data

Likely to Recommend Metro Transit

Net Promoter Score (NPS) for Metro Transit is 39% overall. NPS for express riders (53%) is significantly higher than local riders (36%).



Total Bus Promoters	55%
- Detractors	<u>16%</u>
Net Promoter Score	39%

Express Riders Promoters	63%
- Detractors	<u>10%</u>
Net Promoter Score	53%

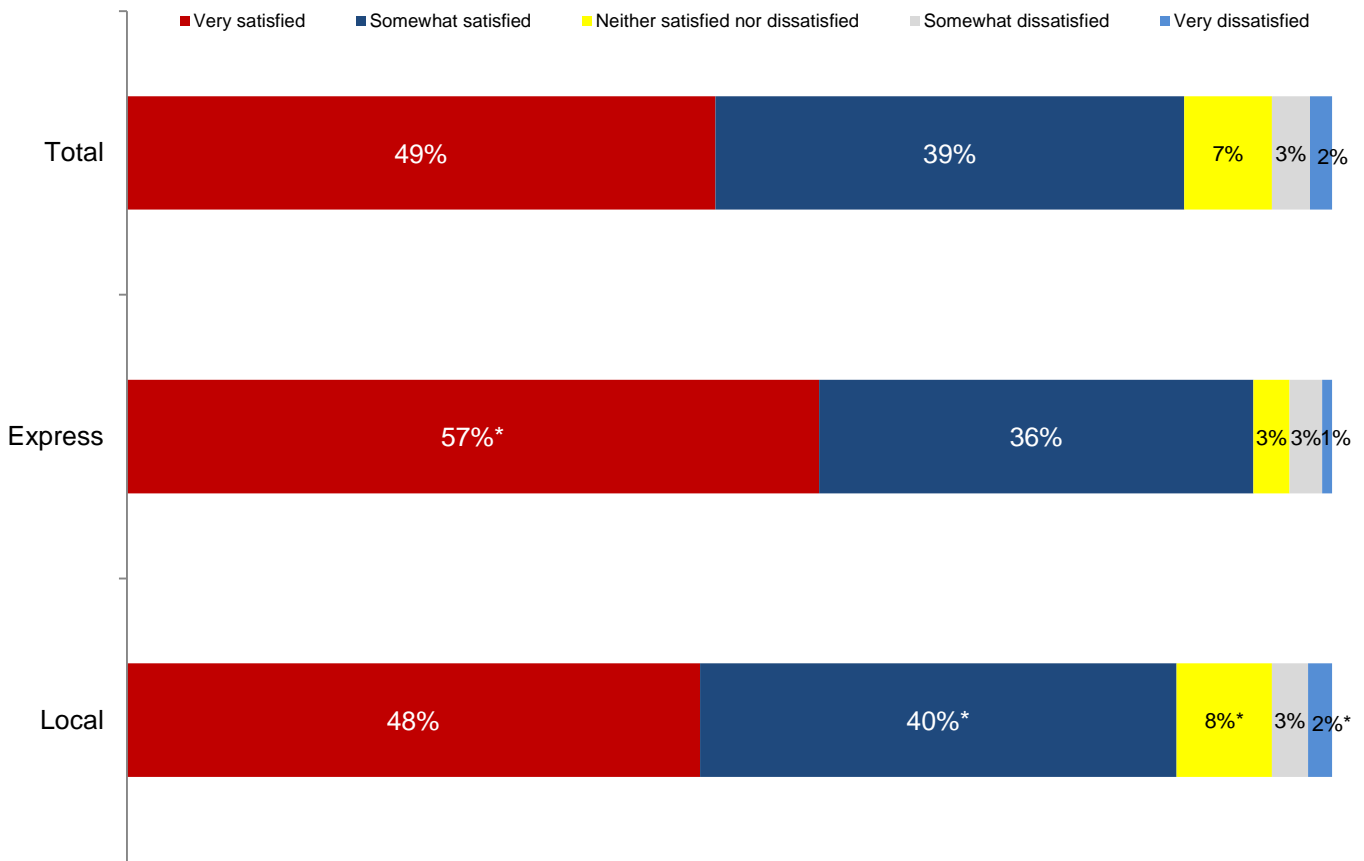
Local Riders Promoters	53%
- Detractors	<u>17%</u>
Net Promoter Score	36%

Q: On a scale of 0-10, where "10" is "extremely likely" and "0" is "not at all likely", how likely is it that you would recommend Metro Transit to a friend or colleague?
 N=4,883 Note: 2014 bus based on weighted data

Satisfaction with Metro Transit Experience

BUS

When asked about their satisfaction with their Metro Transit experience, 93% of express riders report being satisfied (either very or somewhat) compared to 88% of local riders.



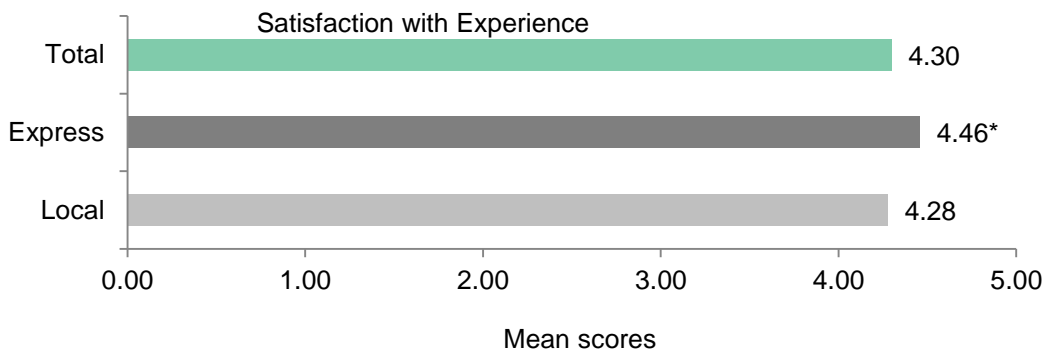
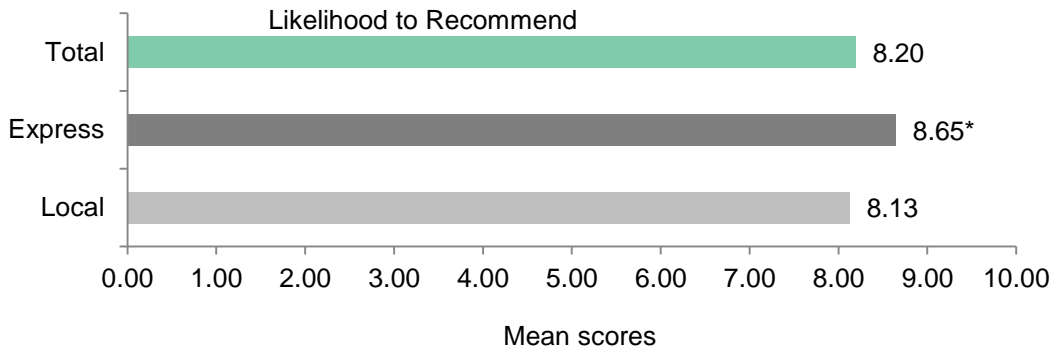
Q: Overall, how satisfied are you with your Metro Transit experience?
N=4,855

Note: 2014 bus based on weighted data

Satisfaction with Metro Transit – Express/Local

BUS

Scores are strong across all three measures of satisfaction. Express riders report significantly higher scores than local riders across all three measures.



* Statistically significant difference

Q: How likely is it that you would recommend Metro Transit to a friend or colleague? N=4,883

Q: Overall rating of Metro Transit service? N=4,726

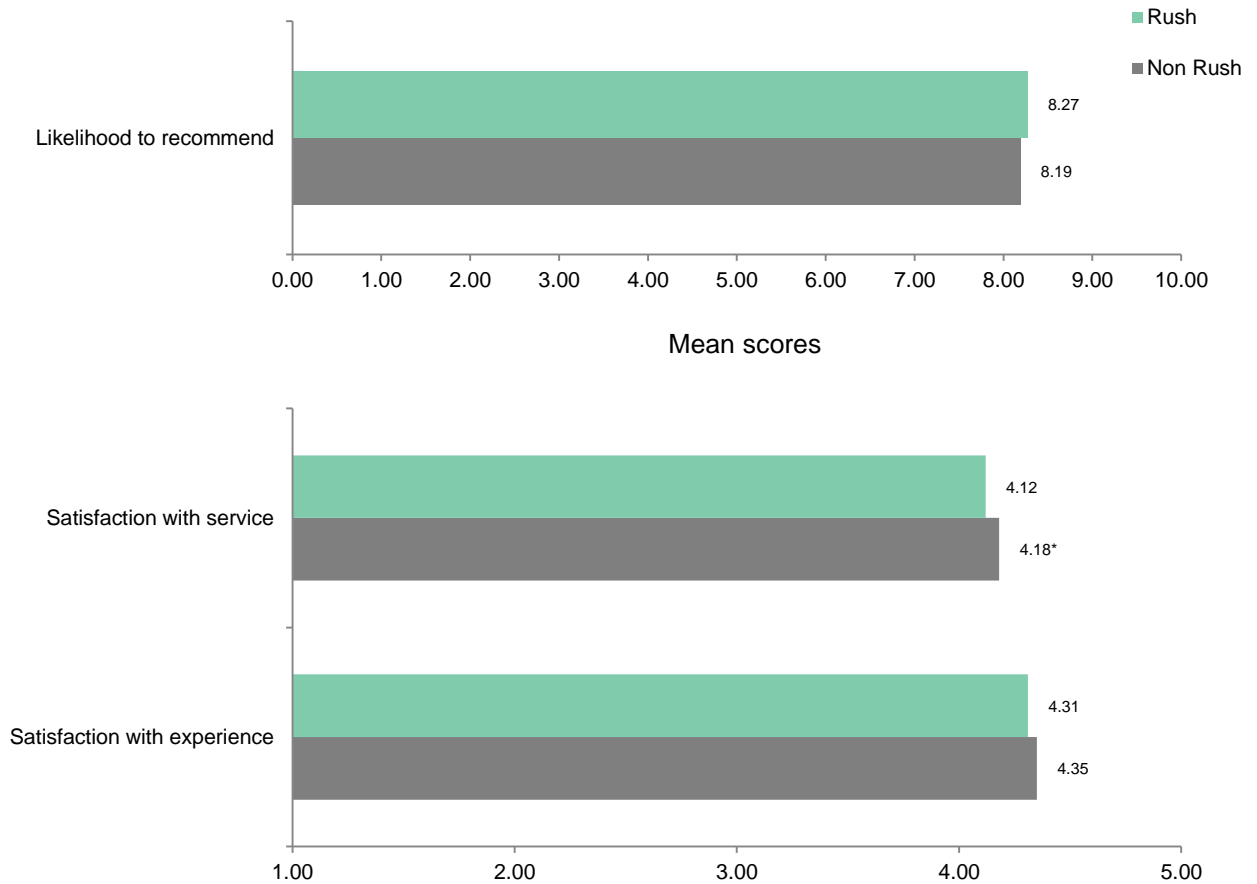
Q: Overall, how satisfied are you with your Metro Transit experience? N=4,855

Note: 2014 bus based on weighted data

Satisfaction with Metro Transit – Rush/Non Rush

BUS

Non-rush hour riders are significantly more likely to be satisfied with Metro Transit service than rush hour riders.



*Statistically significant difference

Q: How likely is it that you would recommend Metro Transit to a friend or colleague? N=3,271 (Rush), 748 (Non Rush)

Q: Overall rating of Metro Transit service? N=3,171 (Rush), 733 (Non Rush)

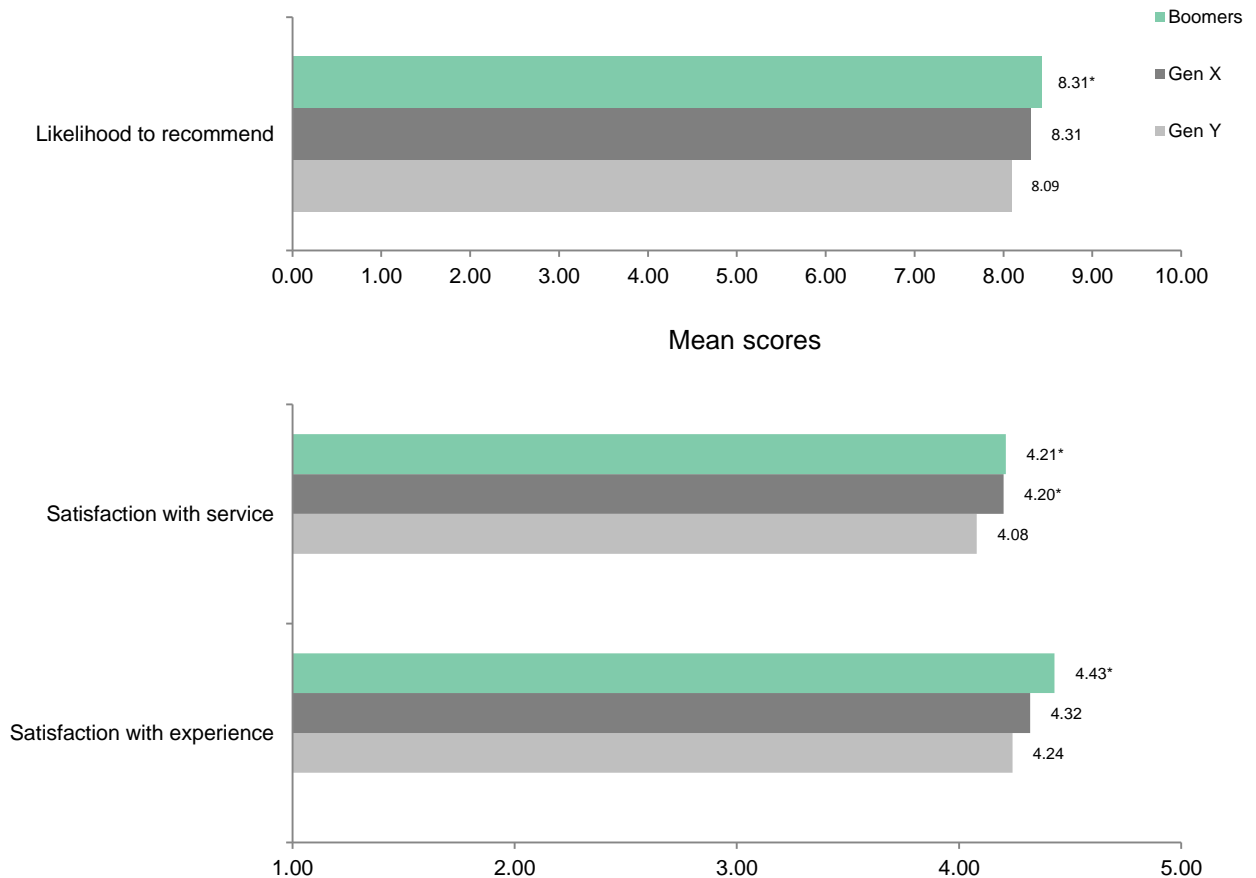
Q: Overall, how satisfied are you with your Metro Transit experience? N=3,252 (Rush), 755 (Non Rush)

Note: 2014 bus based on weighted data

Satisfaction with Metro Transit - Generational

BUS

Older riders report higher levels of satisfaction. Boomers report the highest levels of satisfaction while Gen Y respondents trend significantly lower.



*Statistically significant difference

Q: How likely is it that you would recommend Metro Transit to a friend or colleague? N=1,253 (Boomers), 1,133 (Gen X), 1,908 (Gen Y)

Q: Overall rating of Metro Transit service? N=1,240 (Boomers), 1,120 (Gen X), 1,871 (Gen Y)

Q: Overall, how satisfied are you with your Metro Transit experience? N=1,240 (Boomers), 1,130 (Gen X), 1,909 (Gen Y)

Boomer has birth years between 1946 – 1964

Gen X has birth years between 1965-1979

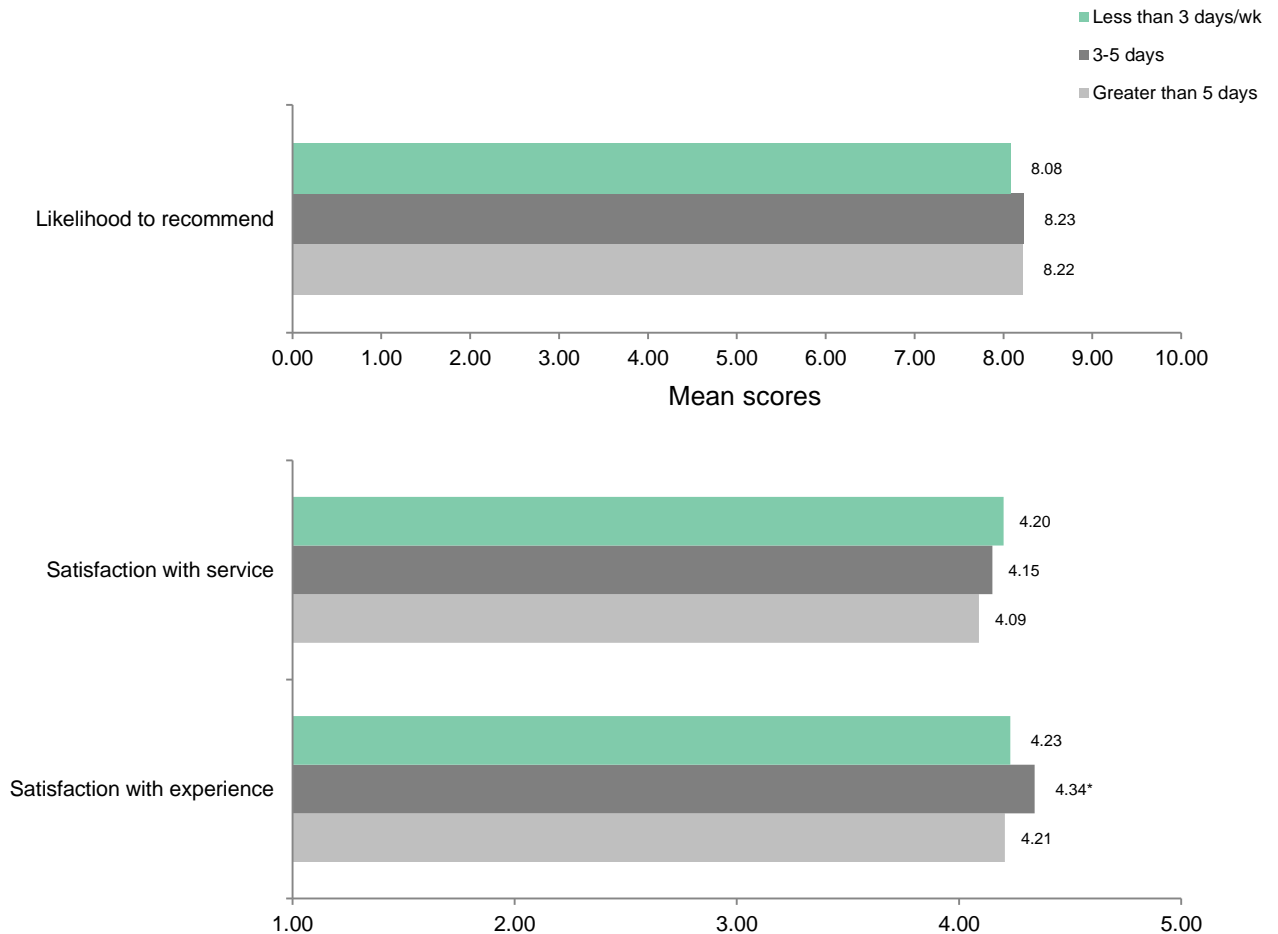
Gen Y has birth years between 1980-2004

Note: 2014 bus based on weighted data

Satisfaction with Metro Transit – Number of Days

BUS

Those who ride 3-5 days a week are significantly more likely to be satisfied with their Metro Transit experience.



*Statistically significant difference

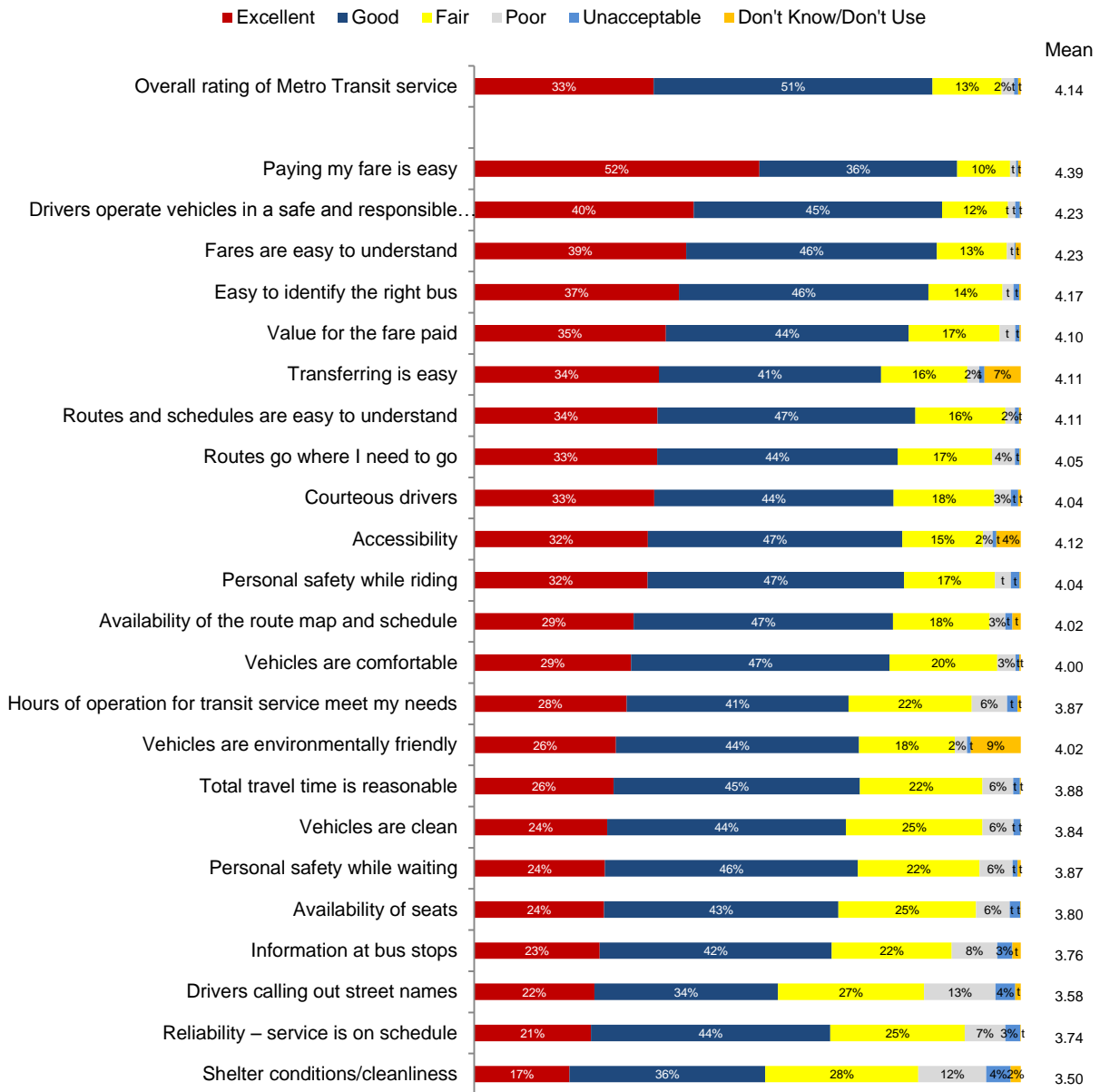
Q: How likely is it that you would recommend Metro Transit to a friend or colleague? N = 169(<3), 3,293(3-5), 1,201 (>5)

Q: Overall rating of Metro Transit service? N = 162(<3), 3,208 (3-5), 1,147 (>5)

Q: Overall, how satisfied are you with your Metro Transit experience? N = 168(<3), 3,289(3-5), 1,183 (>5)

Note: 2014 bus based on weighted data

Performance Ratings



t Denotes 1% or less

Q: Please rate Metro Transit's performance on the following elements of bus service:

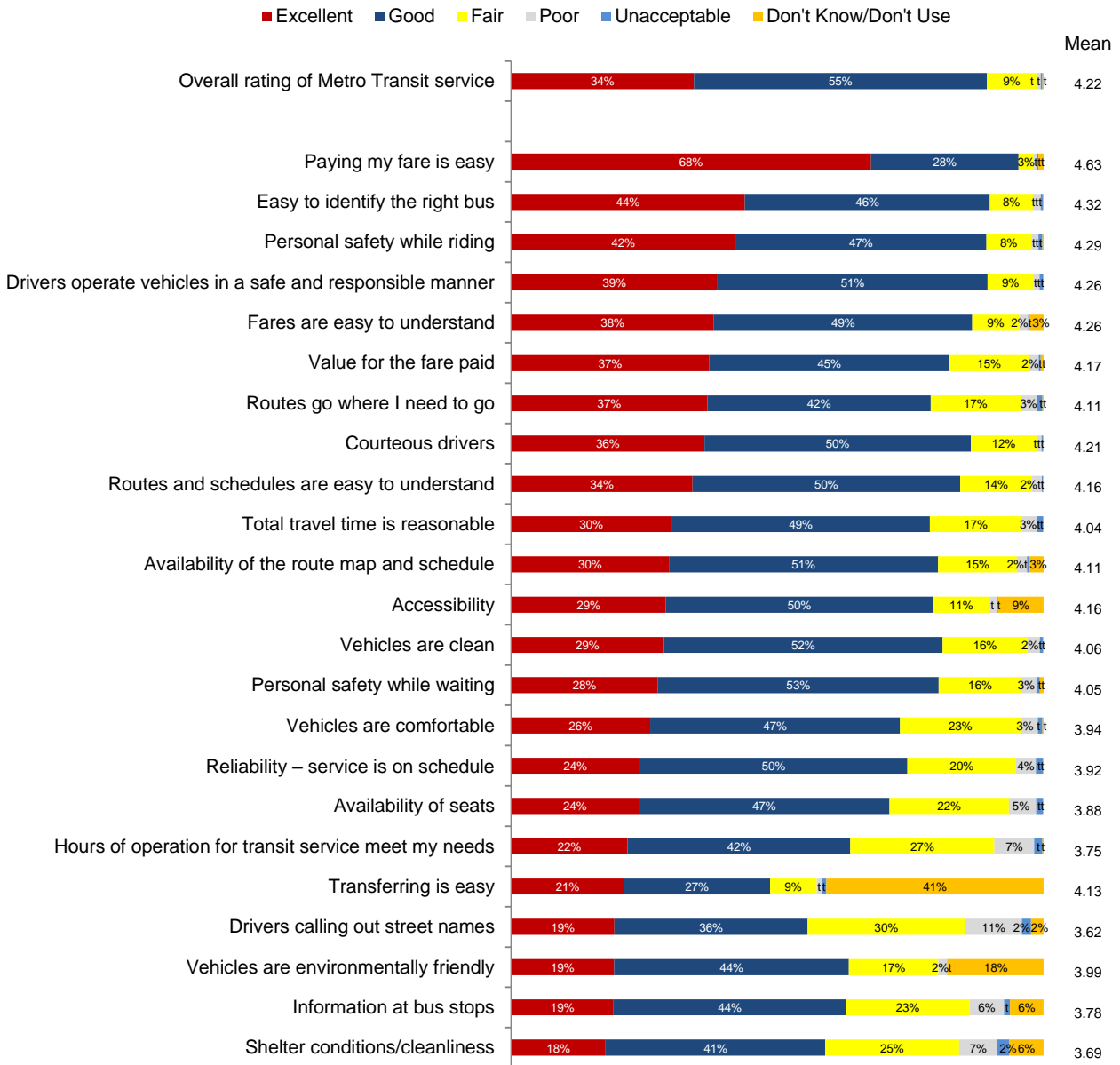
N=2,608-4,726

Overall satisfaction was asked of all respondents. All other attributes were divided evenly between survey versions.

Note: 2014 bus based on weighted data

Performance Ratings: Express

BUS



t Denotes 1% or less

Q: Please rate Metro Transit's performance on the following elements of bus service:

N=1,150-2,250

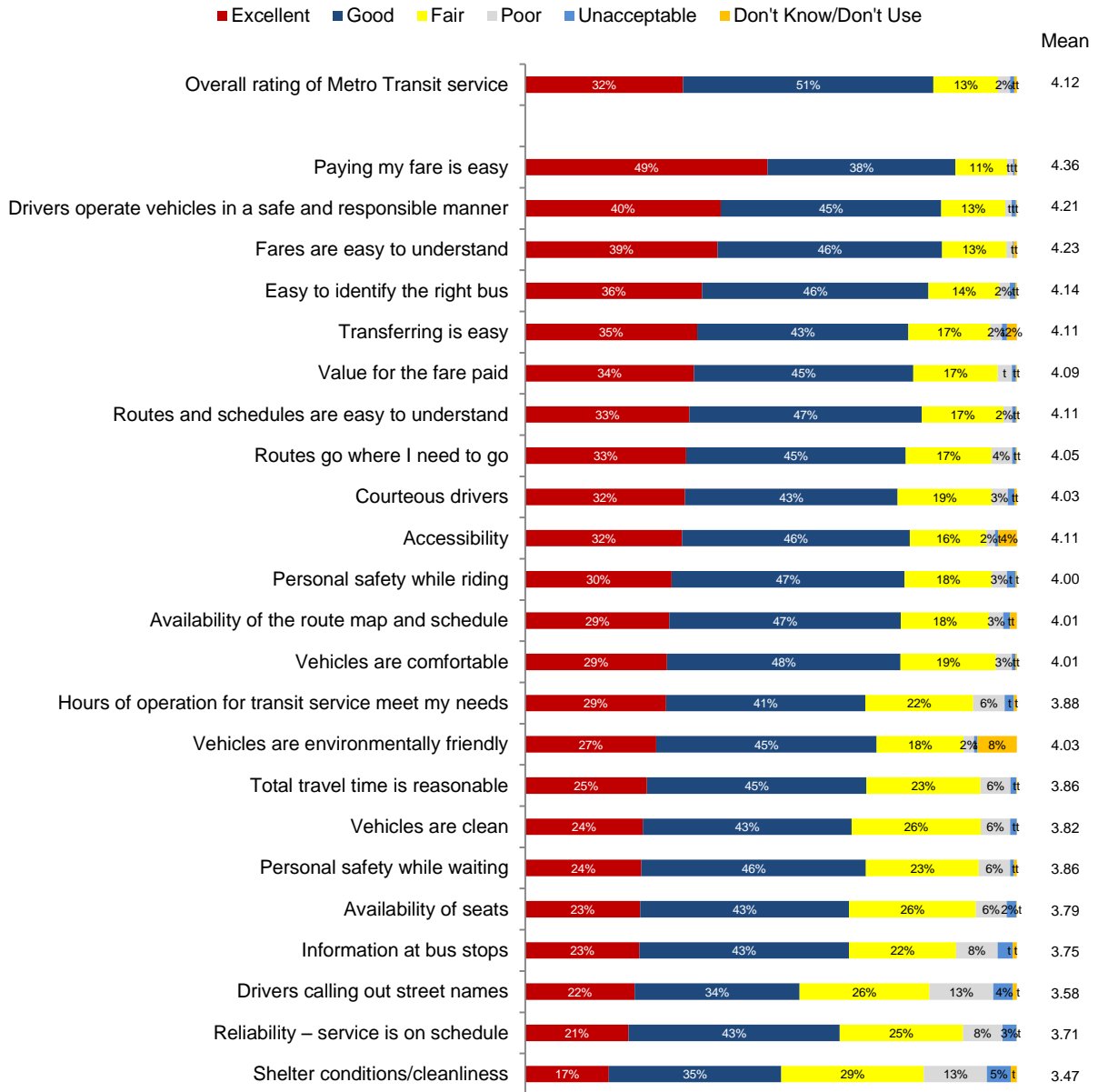
Overall satisfaction was asked of all respondents. All other attributes were divided evenly between survey versions.

Note: 2014 bus based on weighted data



Performance Ratings: Local

BUS



t Denotes 1% or less

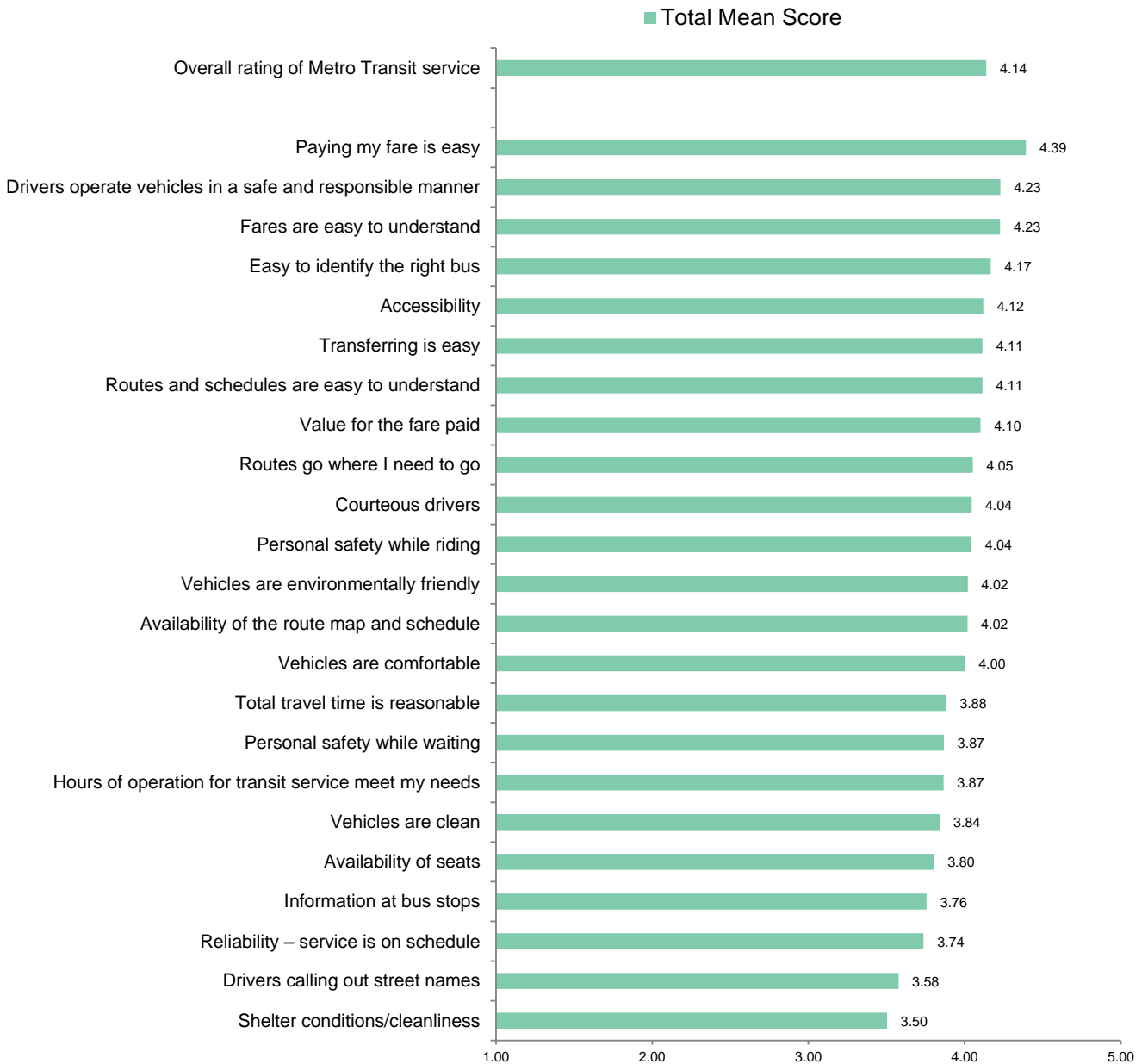
Q: Please rate Metro Transit's performance on the following elements of bus service:

N=1,355-2,254

Overall satisfaction was asked of all respondents. All other attributes were divided evenly between survey versions.

Note: 2014 bus based on weighted data





Q: Please rate Metro Transit's performance on the following elements of bus service:

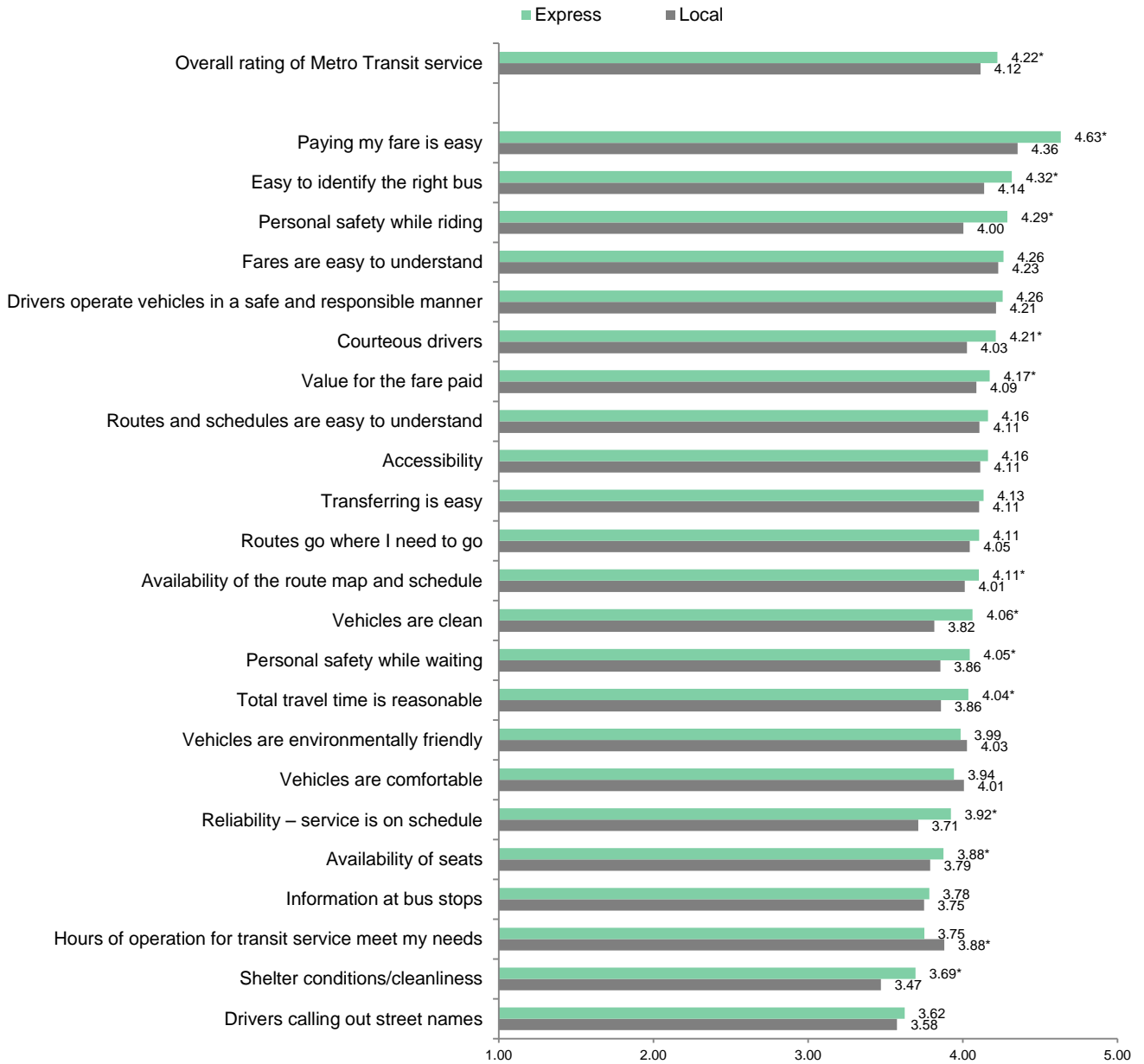
N=2,608-4,726

Overall satisfaction was asked of all respondents. All other attributes were divided evenly between survey versions.

Note: 2014 bus based on weighted data

Performance Ratings – Express/Local

BUS



*Statistically significant difference

Q: Please rate Metro Transit's performance on the following elements of bus service:
 N=1,150-2,250 (express), 1,355-2,254 (local)

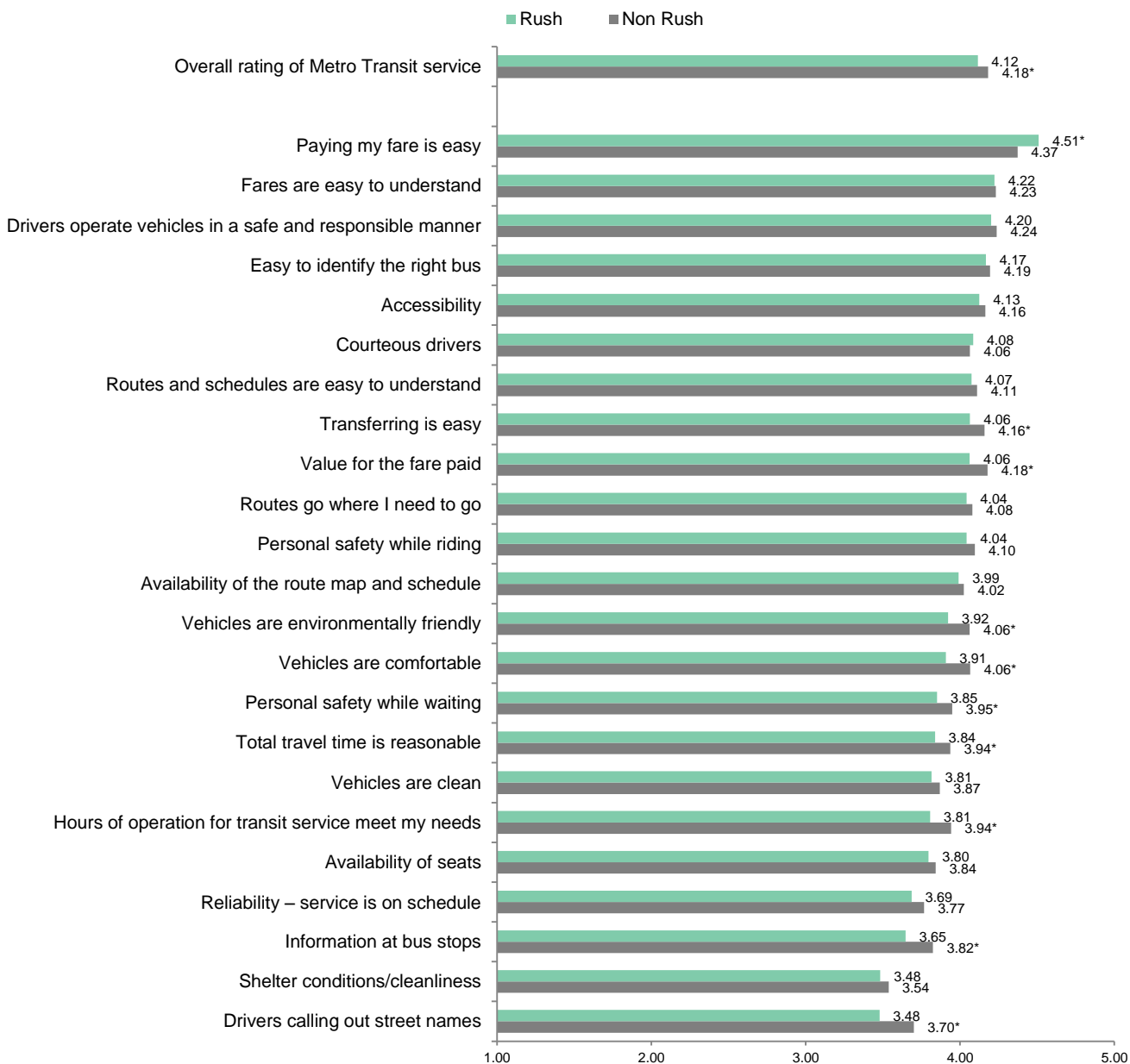
Overall satisfaction was asked of all respondents. All other attributes were divided evenly between survey versions.

Note: 2014 bus based on weighted data



Performance Ratings – Rush/Non Rush

BUS



*Statistically significant difference

Q: Please rate Metro Transit's performance on the following elements of bus service:
N=538-1187 (Rush), 689-1495 (Non Rush)

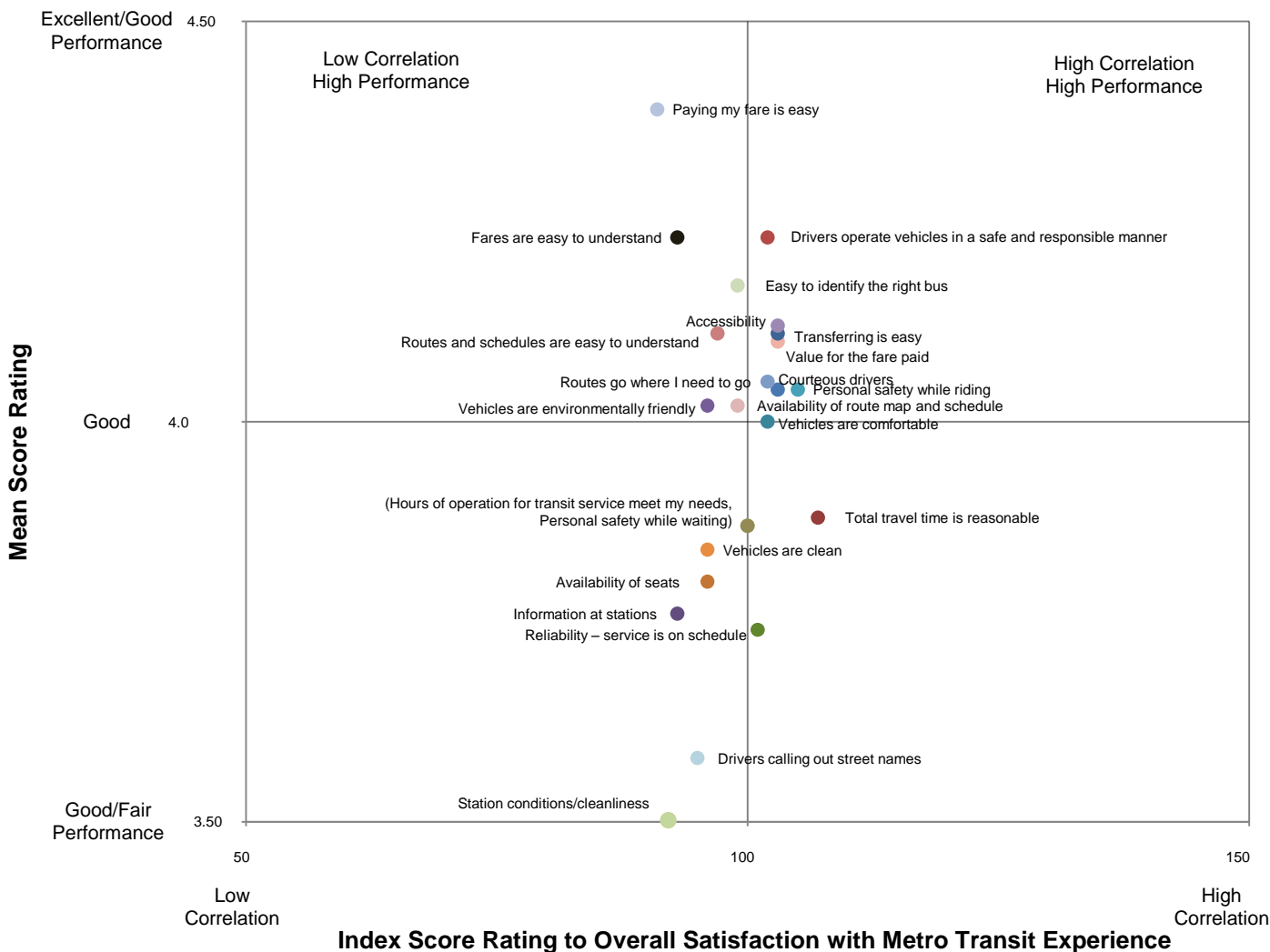
Note: 2014 bus based on weighted data



Importance/Performance for Bus

BUS

To inform organizational priorities, areas that have stronger correlations to satisfaction and lower levels of relative performance represent opportunities where greater attention can make the biggest impact. For bus riders, areas with the greatest opportunities include total travel time is reasonable and reliability – service is on schedule. In addition, personal safety while riding, courteous drivers, vehicles are comfortable, routes go where I need to go, hours of operation meet my transit service needs and personal safety while waiting warrant attention.



Q: Please rate Metro Transit's performance on the following elements of bus service:
N=2,608-4,726

Note: 2014 bus based on weighted data

Elements	Importance Index	Performance Mean
Total travel time is reasonable	107	3.88
Personal safety while riding	105	4.04
Accessibility	103	4.12
Transferring is easy	103	4.11
Value for the fare paid	103	4.10
Courteous drivers	103	4.04
Drivers operate vehicles in a safe and responsible manner	102	4.23
Routes go where I need to go	102	4.05
Vehicles are comfortable	102	4.00
Reliability – service is on schedule	101	3.74
Hours of operation for transit service meet my needs	100	3.87
Personal safety while waiting	100	3.87
Easy to identify the right bus	99	4.17
Availability of the route map and schedule	99	4.02
Routes and schedules are easy to understand	97	4.11
Vehicles are environmentally friendly	96	4.02
Vehicles are clean	96	3.84
Availability of seats	96	3.80
Drivers calling out street names	95	3.58
Fares are easy to understand	93	4.23
Information at bus stops	93	3.76
Shelter conditions/cleanliness	92	3.50
Paying my fare is easy	91	4.39

Q: Please rate Metro Transit's performance on the following elements of bus service:
N=2,608-4,726

Note: 2014 bus based on weighted data

Excellent/ Good Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Paying my fare is easy	4.39	4.38	same
Fares are easy to understand	4.23	4.19	same
Easy to identify the right bus	4.17	4.2	same
Routes and schedules are easy to understand	4.11	4.12	E/G & High
Availability of the route map and schedule	4.02	4.04	E/G & High
Vehicles are environmentally friendly	4.02	3.98	G/F & Low

Excellent/Good Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Drivers operate vehicles in a safe and responsible manner	4.23	4.24	same
Accessibility	4.12	NA	NA
Transferring is easy	4.11	4.15	same
Value for the fare paid	4.10	4.04	same
Routes go where I need to go	4.05	4.07	same
Courteous drivers	4.04	4.02	same
Personal safety while riding	4.04	4.01	same
Vehicles are comfortable	4.00	4.00	E/G & Low

Good/ Fair Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Vehicles are clean	3.84	3.84	G/F & High
Availability of seats	3.80	3.74	same
Information at bus stops	3.76	3.82	same
Drivers calling out street names	3.58	3.58	same
Shelter conditions/cleanliness	3.50	3.57	same

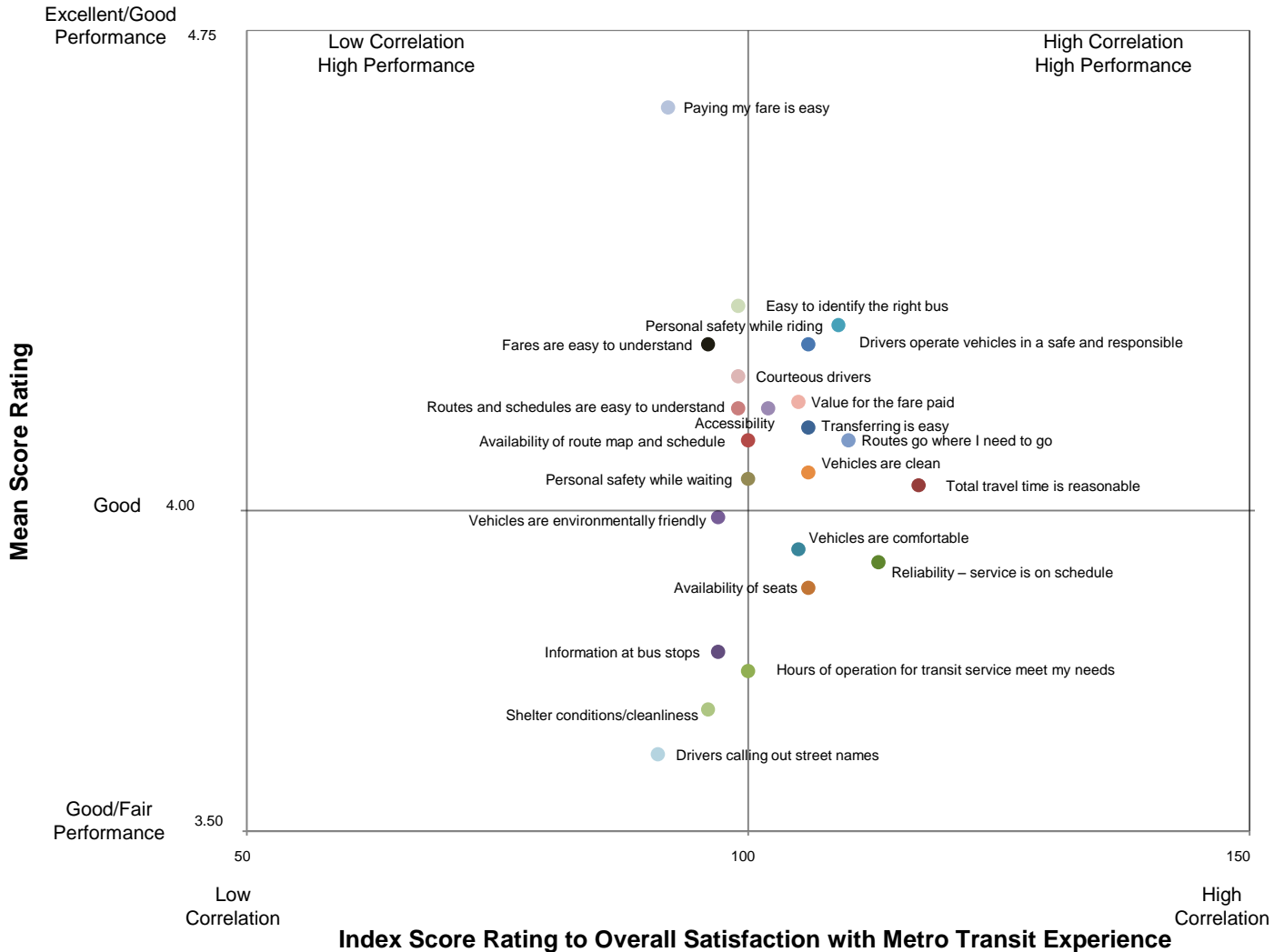
Good/ Fair Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Total travel time is reasonable	3.88	3.88	same
Hours of operation for transit service meet my needs	3.87	3.72	G/F & Low
Personal safety while waiting	3.87	3.82	same
Reliability – service is on schedule	3.74	3.81	same

Q: Please rate Metro Transit's performance on the following elements of experience
N=2,608-4,726

Note: 2014 bus based on weighted data

Importance/Performance for Express

To inform organizational priorities, areas that have stronger correlations to satisfaction and lower levels of relative performance represent opportunities where greater attention can make the biggest impact. For express riders, the area with the greatest opportunity includes reliability – service is on schedule, availability of seats and vehicles are comfortable. In addition, total travel time is reasonable and hours of operation for transit service meet my needs warrant attention.



Q: Please rate Metro Transit's performance on the following elements of bus service:
N=1,150-2,250

Note: 2014 bus based on weighted data

Elements	Importance Index	Performance Mean
Total travel time is reasonable	117	4.04
Reliability – service is on schedule	113	3.92
Routes go where I need to go	110	4.11
Personal safety while riding	109	4.29
Transferring is easy	106	4.13
Drivers operate vehicles in a safe and responsible manner	106	4.26
Vehicles are clean	106	4.06
Availability of seats	106	3.88
Vehicles are comfortable	105	3.94
Value for the fare paid	105	4.17
Accessibility	102	4.16
Availability of the route map and schedule	100	4.11
Personal safety while waiting	100	4.05
Hours of operation for transit service meet my needs	100	3.75
Courteous drivers	99	4.21
Routes and schedules are easy to understand	99	4.16
Easy to identify the right bus	99	4.32
Vehicles are environmentally friendly	97	3.99
Information at bus stops	97	3.78
Shelter conditions/cleanliness	96	3.69
Fares are easy to understand	96	4.26
Paying my fare is easy	92	4.63
Drivers calling out street names	91	3.62

Q: Please rate Metro Transit's performance on the following elements of bus service:
N=1,150-2,250

Note: 2014 bus based on weighted data

Excellent/ Good Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Paying my fare is easy	4.63	4.62	same
Easy to identify the right bus	4.32	4.28	same
Fares are easy to understand	4.26	4.26	E/G & High
Courteous drivers	4.21	4.24	E/G & High
Routes and schedules are easy to understand	4.16	4.18	E/G & High

Excellent/Good Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Personal safety while riding	4.29	4.27	same
Drivers operate vehicles in a safe and responsible manner	4.26	4.22	same
Value for the fare paid	4.17	4.14	same
Accessibility	4.16	NA	NA
Transferring is easy	4.13	4.13	same
Availability of the route map and schedule	4.11	4.12	E/G & Low
Routes go where I need to go	4.11	4.09	E/G & Low
Vehicles are clean	4.06	4.03	same
Personal safety while waiting	4.05	4.08	same
Total travel time is reasonable	4.04	4.03	same

Good/ Fair Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Vehicles are environmentally friendly	3.99	3.97	same
Information at bus stops	3.78	3.84	same
Shelter conditions/cleanliness	3.69	3.76	G/F & High
Drivers calling out street names	3.62	3.67	same

Good/ Fair Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Vehicles are comfortable	3.94	3.89	G/F & Low
Reliability – service is on schedule	3.92	4.00	E/G & High
Availability of seats	3.88	3.70	G/F & Low
Hours of operation for transit service meet my needs	3.75	3.72	G/F & Low

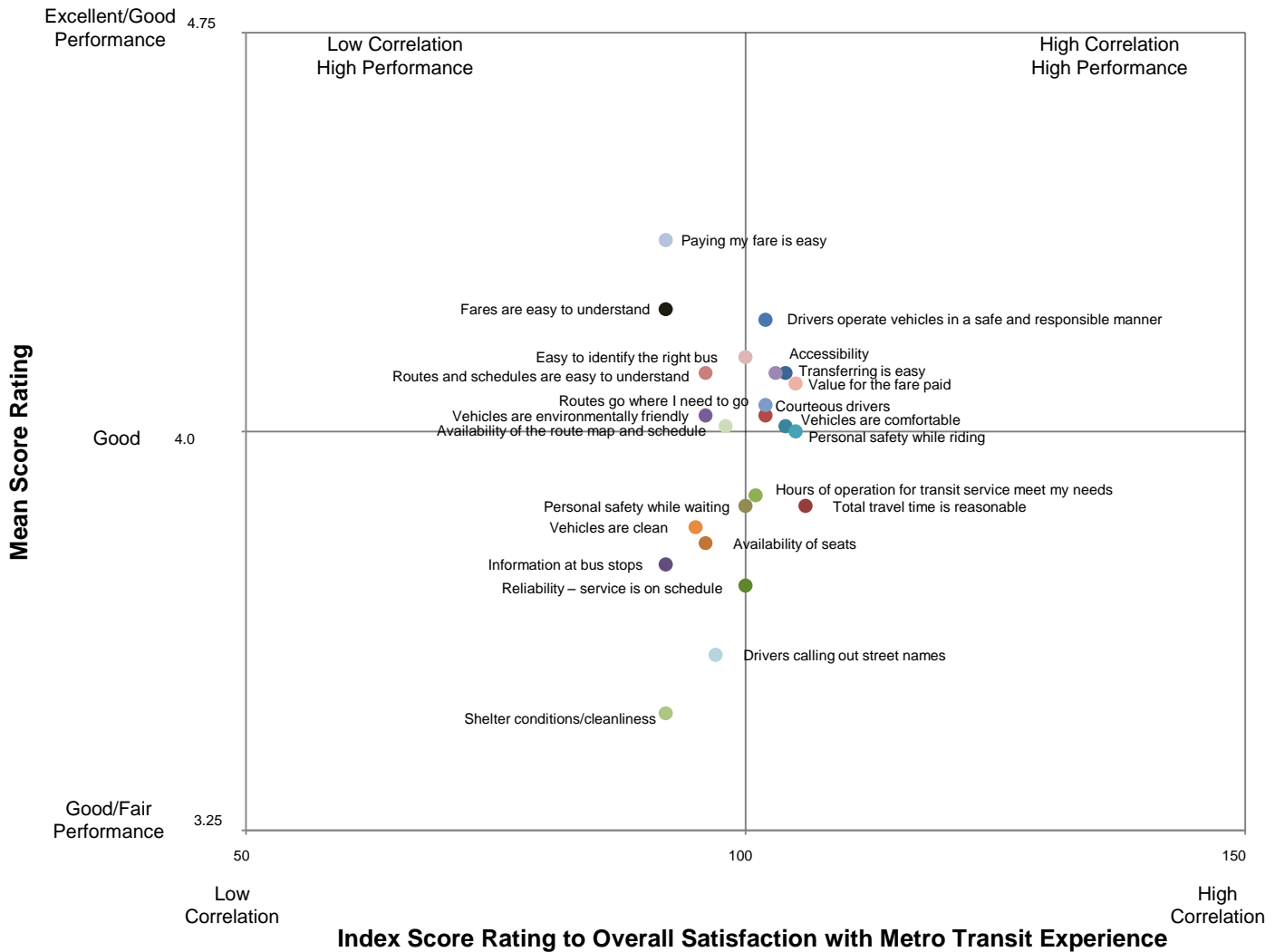
Q: Please rate Metro Transit's performance on the following elements of experience
N=1,150-2,250

Note: 2014 bus based on weighted data

Importance/Performance for Local

BUS

To inform organizational priorities, areas that have stronger correlations to satisfaction and lower levels of relative performance represent opportunities where greater attention can make the biggest impact. For local riders, areas with the greatest opportunities include total travel time is reasonable and hours of operation for transit service meet my needs. In addition, personal safety while riding, vehicles are comfortable, routes go where I need to go, courteous drivers, personal safety while waiting and reliability – service is on schedule warrant attention.



Q: Please rate Metro Transit's performance on the following elements of bus service:
N=1,350-2,932

Note: 2014 bus based on weighted data



Elements	Importance Index	Performance Mean
Total travel time is reasonable	106	3.86
Value for the fare paid	105	4.09
Personal safety while riding	105	4.00
Transferring is easy	104	4.11
Vehicles are comfortable	104	4.01
Accessibility	103	4.11
Drivers operate vehicles in a safe and responsible manner	102	4.21
Routes go where I need to go	102	4.05
Courteous drivers	102	4.03
Hours of operation for transit service meet my needs	101	3.88
Easy to identify the right bus	100	4.14
Personal safety while waiting	100	3.86
Reliability – service is on schedule	100	3.71
Availability of the route map and schedule	98	4.01
Drivers calling out street names	97	3.58
Routes and schedules are easy to understand	96	4.11
Vehicles are environmentally friendly	96	4.03
Availability of seats	96	3.79
Vehicles are clean	95	3.82
Paying my fare is easy	92	4.36
Fares are easy to understand	92	4.23
Information at bus stops	92	3.75
Shelter conditions/cleanliness	92	3.47

Q: Please rate Metro Transit's performance on the following elements of bus service:
N=1,350-2,932

Note: 2014 bus based on weighted data

Excellent/ Good Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Paying my fare is easy	4.36	4.35	same
Fares are easy to understand	4.23	4.18	E/G & High
Routes and schedules are easy to understand	4.11	4.11	E/G & High
Vehicles are environmentally friendly	4.03	3.99	G/F & High
Availability of the route map and schedule	4.01	4.02	E/G & High

Excellent/Good Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Drivers operate vehicles in a safe and responsible manner	4.21	4.25	same
Easy to identify the right bus	4.14	4.20	E/G & Low
Transferring is easy	4.11	4.18	same
Accessibility	4.11	NA	NA
Value for the fare paid	4.09	4.02	E/G & Low
Routes go where I need to go	4.05	4.08	same
Courteous drivers	4.03	3.98	G/F & High
Vehicles are comfortable	4.01	4.03	same
Personal safety while riding	4.00	3.96	G/F & Low

Good/ Fair Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Vehicles are clean	3.82	3.79	G/F & High
Availability of seats	3.79	3.75	G/F & High
Information at bus stops	3.75	3.82	same
Drivers calling out street names	3.58	3.55	same
Shelter conditions/cleanliness	3.47	3.53	same

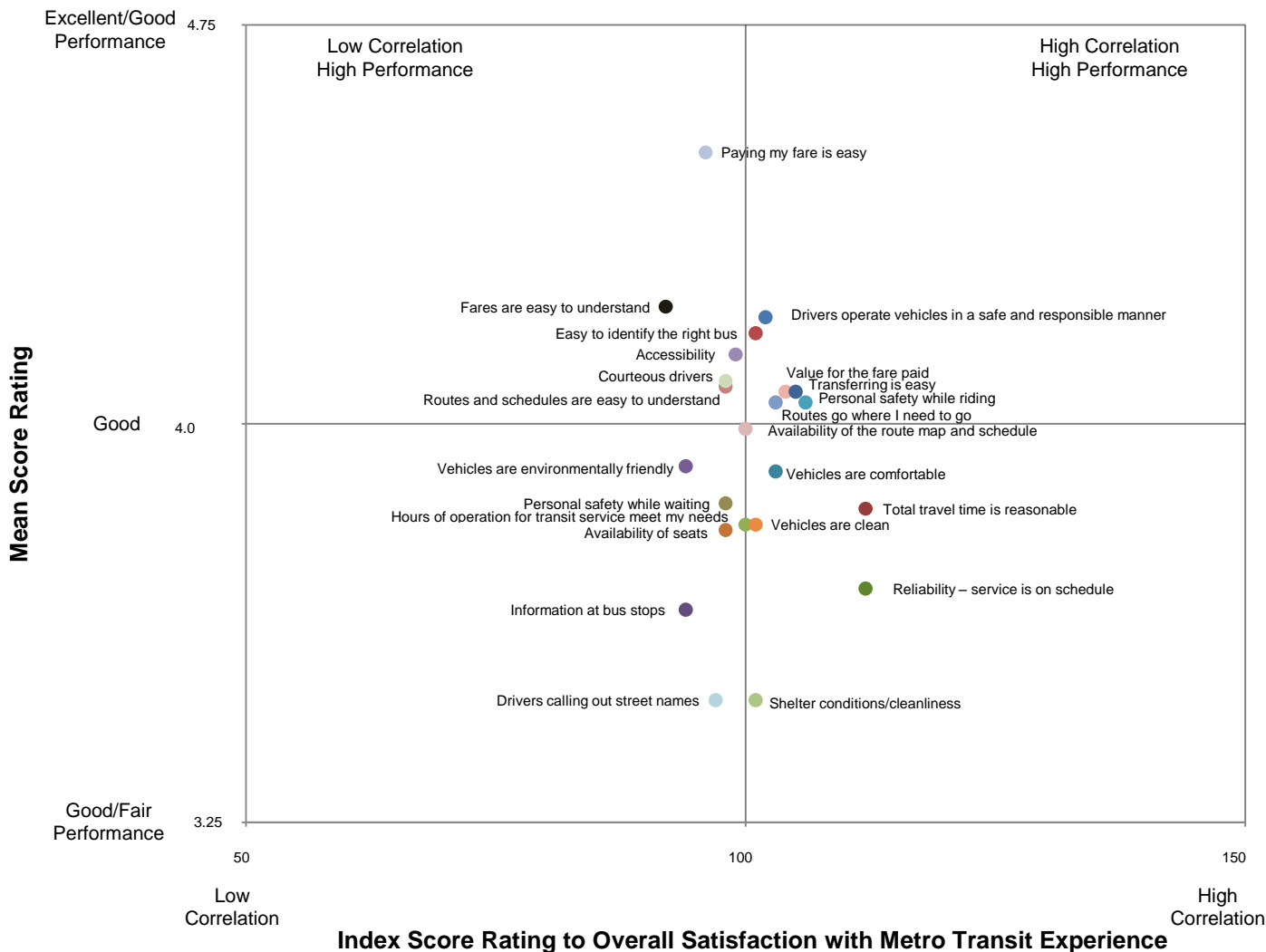
Good/ Fair Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Hours of operation for transit service meet my needs	3.88	3.71	G/F & Low
Personal safety while waiting	3.86	3.75	same
Total travel time is reasonable	3.86	3.84	same
Reliability – service is on schedule	3.71	3.77	same

Q: Please rate Metro Transit's performance on the following elements of experience
N=1,350-2,932

Importance/Performance for Rush

BUS

To inform organizational priorities, areas that have stronger correlations to satisfaction and lower levels of relative performance represent opportunities where greater attention can make the biggest impact. For rush hour riders, areas with the greatest opportunities include reliability – service is on schedule, total travel time is reasonable, vehicles are comfortable, vehicles are clean and shelter conditions/cleanliness. In addition, personal safety while riding, routes go where I need to go, availability of the route map and schedule and hours of operation for transit service meet my needs warrant attention.



Q: Please rate Metro Transit's performance on the following elements of bus service:
N=538-1,187

Note: 2014 bus based on weighted data



Elements	Importance Index	Performance Mean
Total travel time is reasonable	112	3.84
Reliability – service is on schedule	112	3.69
Personal safety while riding	106	4.04
Transferring is easy	105	4.06
Value for the fare paid	104	4.06
Routes go where I need to go	103	4.04
Vehicles are comfortable	103	3.91
Drivers operate vehicles in a safe and responsible manner	102	4.20
Easy to identify the right bus	101	4.17
Vehicles are clean	101	3.81
Shelter conditions/cleanliness	101	3.48
Availability of the route map and schedule	100	3.99
Hours of operation for transit service meet my needs	100	3.81
Accessibility	99	4.13
Courteous drivers	98	4.08
Routes and schedules are easy to understand	98	4.07
Personal safety while waiting	98	3.85
Availability of seats	98	3.80
Drivers calling out street names	97	3.48
Paying my fare is easy	96	4.51
Vehicles are environmentally friendly	94	3.92
Information at bus stops	94	3.65
Fares are easy to understand	92	4.22

Q: Please rate Metro Transit's performance on the following elements of bus service:
N=538-1,187

Note: 2014 bus based on weighted data

Index/Performance Shift - Rush

BUS

Excellent/ Good Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Paying my fare is easy	4.51	4.47	same
Fares are easy to understand	4.22	4.17	same
Accessibility	4.13	NA	NA
Courteous drivers	4.08	4.01	E/G & High
Routes and schedules are easy to understand	4.07	4.11	E/G & High

Excellent/Good Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Drivers operate vehicles in a safe and responsible manner	4.20	4.25	same
Easy to identify the right bus	4.17	4.23	E/G & Low
Transferring is easy	4.06	4.17	same
Value for the fare paid	4.06	4.07	same
Personal safety while riding	4.04	4.08	same
Routes go where I need to go	4.04	4.13	same

Good/ Fair Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Vehicles are environmentally friendly	3.92	3.91	G/F & High
Personal safety while waiting	3.85	3.86	G/F & High
Availability of seats	3.80	3.75	same
Information at bus stops	3.65	3.80	same
Drivers calling out street names	3.48	3.65	same

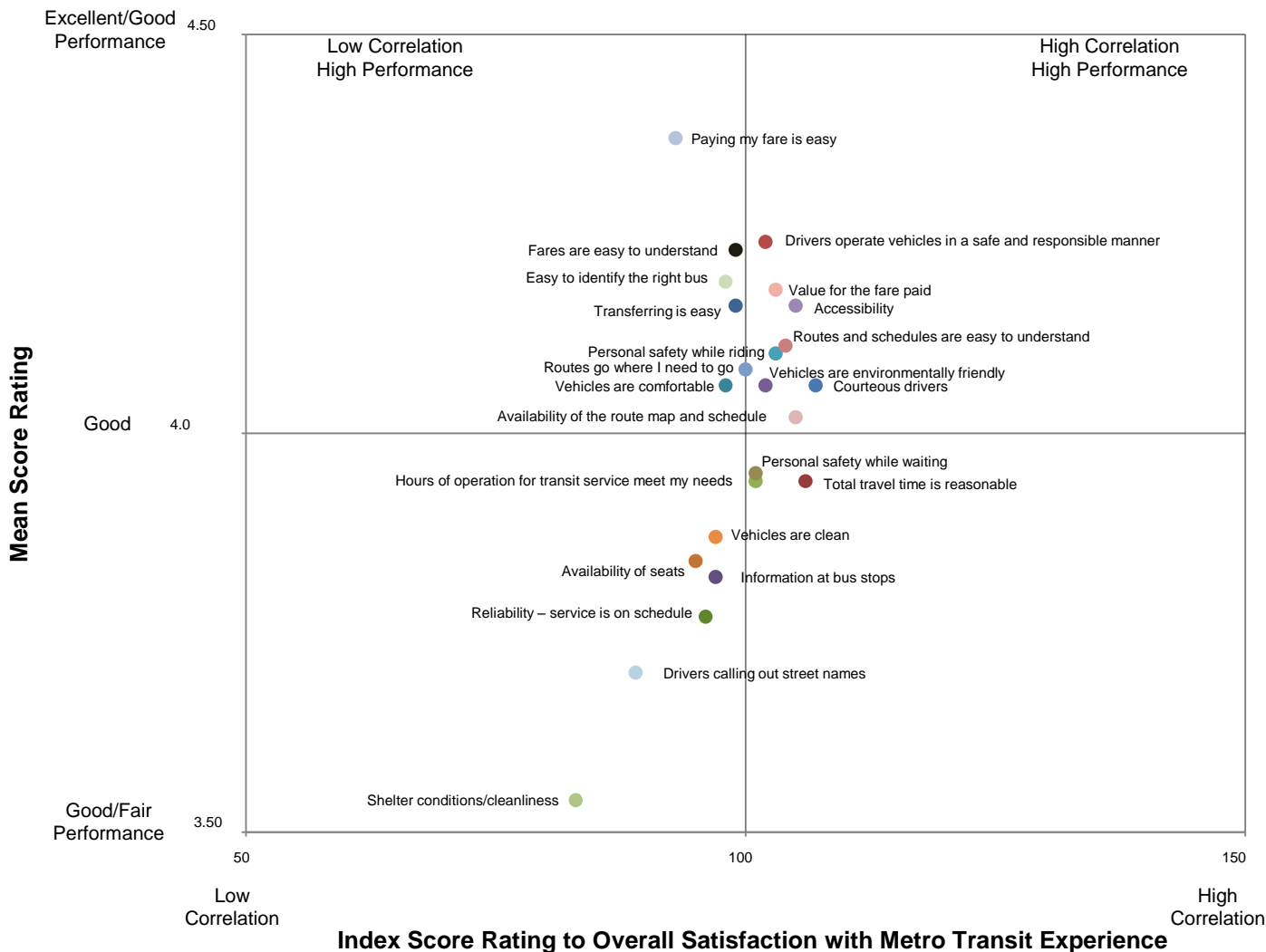
Good/ Fair Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Availability of the route map and schedule	3.99	4.02	E/G & High
Vehicles are comfortable	3.91	3.98	same
Total travel time is reasonable	3.84	3.90	same
Hours of operation for transit service meet my needs	3.81	3.72	G/F & Low
Vehicles are clean	3.81	3.86	G/F & Low
Reliability – service is on schedule	3.69	3.85	same
Shelter conditions/cleanliness	3.48	3.64	G/F & Low

Q: Please rate Metro Transit's performance on the following elements of experience
N=538-1,187

Importance/Performance for Non-Rush

BUS

To inform organizational priorities, areas that have stronger correlations to satisfaction and lower levels of relative performance represent opportunities where greater attention can make the biggest impact. For non-rush hour riders, areas with the greatest opportunities include total travel time is reasonable, personal safety while waiting and hours of operation for transit service meet my needs. In addition, availability of route map and schedule warrants attention.



Q: Please rate Metro Transit's performance on the following elements of bus service:
N=689-1,495

Note: 2014 bus based on weighted data

Elements	Importance Index	Performance Mean
Courteous drivers	107	4.06
Total travel time is reasonable	106	3.94
Accessibility	105	4.16
Availability of the route map and schedule	105	4.02
Routes and schedules are easy to understand	104	4.11
Value for the fare paid	103	4.18
Personal safety while riding	103	4.10
Drivers operate vehicles in a safe and responsible manner	102	4.24
Vehicles are environmentally friendly	102	4.06
Personal safety while waiting	101	3.95
Hours of operation for transit service meet my needs	101	3.94
Routes go where I need to go	100	4.08
Fares are easy to understand	99	4.23
Transferring is easy	99	4.16
Easy to identify the right bus	98	4.19
Vehicles are comfortable	98	4.06
Vehicles are clean	97	3.87
Information at bus stops	97	3.82
Reliability – service is on schedule	96	3.77
Availability of seats	95	3.84
Paying my fare is easy	93	4.37
Drivers calling out street names	89	3.70
Shelter conditions/cleanliness	83	3.54

Q: Please rate Metro Transit's performance on the following elements of bus service:
N=689-1,495

Note: 2014 bus based on weighted data

Excellent/ Good Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Paying my fare is easy	4.37	4.27	E/G & High
Fares are easy to understand	4.23	4.23	E/G & High
Easy to identify the right bus	4.19	4.14	E/G & High
Transferring is easy	4.16	4.11	same
Vehicles are comfortable	4.06	3.98	G/F & Low

Excellent/Good Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Drivers operate vehicles in a safe and responsible manner	4.24	4.21	E/G & Low
Value for the fare paid	4.18	4.05	same
Accessibility	4.16	NA	NA
Routes and schedules are easy to understand	4.11	4.11	same
Personal safety while riding	4.10	3.95	G/F & Low
Routes go where I need to go	4.08	4.04	same
Courteous drivers	4.06	4.00	E/G & Low
Vehicles are environmentally friendly	4.06	3.98	G/F & Low
Availability of the route map and schedule	4.02	4.02	E/G & Low

Good/ Fair Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Vehicles are clean	3.87	3.76	G/F & High
Availability of seats	3.84	3.68	G/F & High
Information at bus stops	3.82	3.85	same
Reliability – service is on schedule	3.77	3.81	G/F & High
Drivers calling out street names	3.70	3.51	same
Shelter conditions/cleanliness	3.54	3.52	same

Good/ Fair Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Personal safety while waiting	3.95	3.71	same
Hours of operation for transit service meet my needs	3.94	3.74	same
Total travel time is reasonable	3.94	3.81	same

Q: Please rate Metro Transit's performance on the following elements of experience
N=689-1,495

Note: 2014 bus based on weighted data

Performance Areas	OVERALL	Express	Local	Rush	Non-Rush
Total travel time is reasonable	High	Moderate	High	High	High
Personal safety while riding	Moderate		Moderate	Moderate	
Accessibility					
Transferring is easy					
Value for the fare paid					
Courteous drivers	Moderate		Moderate		
Drivers operate vehicles in a safe and responsible manner					
Routes go where I need to go	Moderate		Moderate	Moderate	
Vehicles are comfortable	Moderate	High	Moderate	High	
Reliability – service is on schedule	High	High	Moderate	High	
Hours of operation for transit service meet my needs	Moderate	Moderate	High	Moderate	High
Personal safety while waiting	Moderate	Moderate	Moderate		High
Easy to identify the right bus					
Availability of the route map and schedule				Moderate	Moderate
Routes and schedules are easy to understand					
Vehicles are environmentally friendly					
Vehicles are clean				High	
Availability of seats		High			
Drivers calling out street names					
Fares are easy to understand					
Information at bus stops					
Shelter conditions/cleanliness				High	
Paying my fare is easy					

N=538 – 4,726

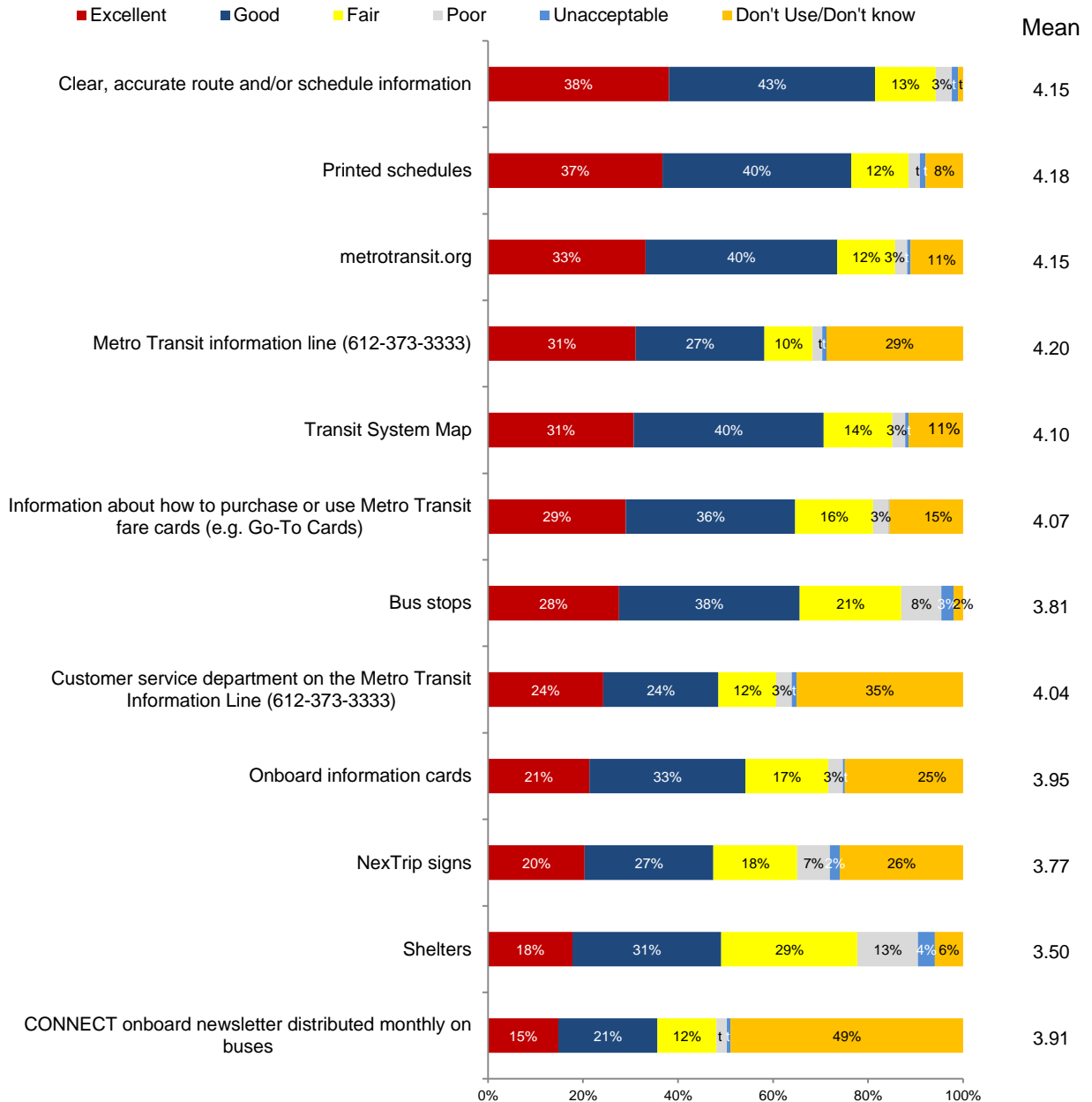
High = Mean of 0 – 3.99 and Importance of 101 to 150

Moderate = Mean of 4.00 – 4.05 and Importance of 101 to 150 OR Mean of 0 – 3.99 and Importance of 100

Note: 2014 bus based on weighted data

Communication Ratings

BUS



t Denotes 1% or less

Q: Please rate how well we are communicating with you in the following areas by providing:

N=2,156-2,348

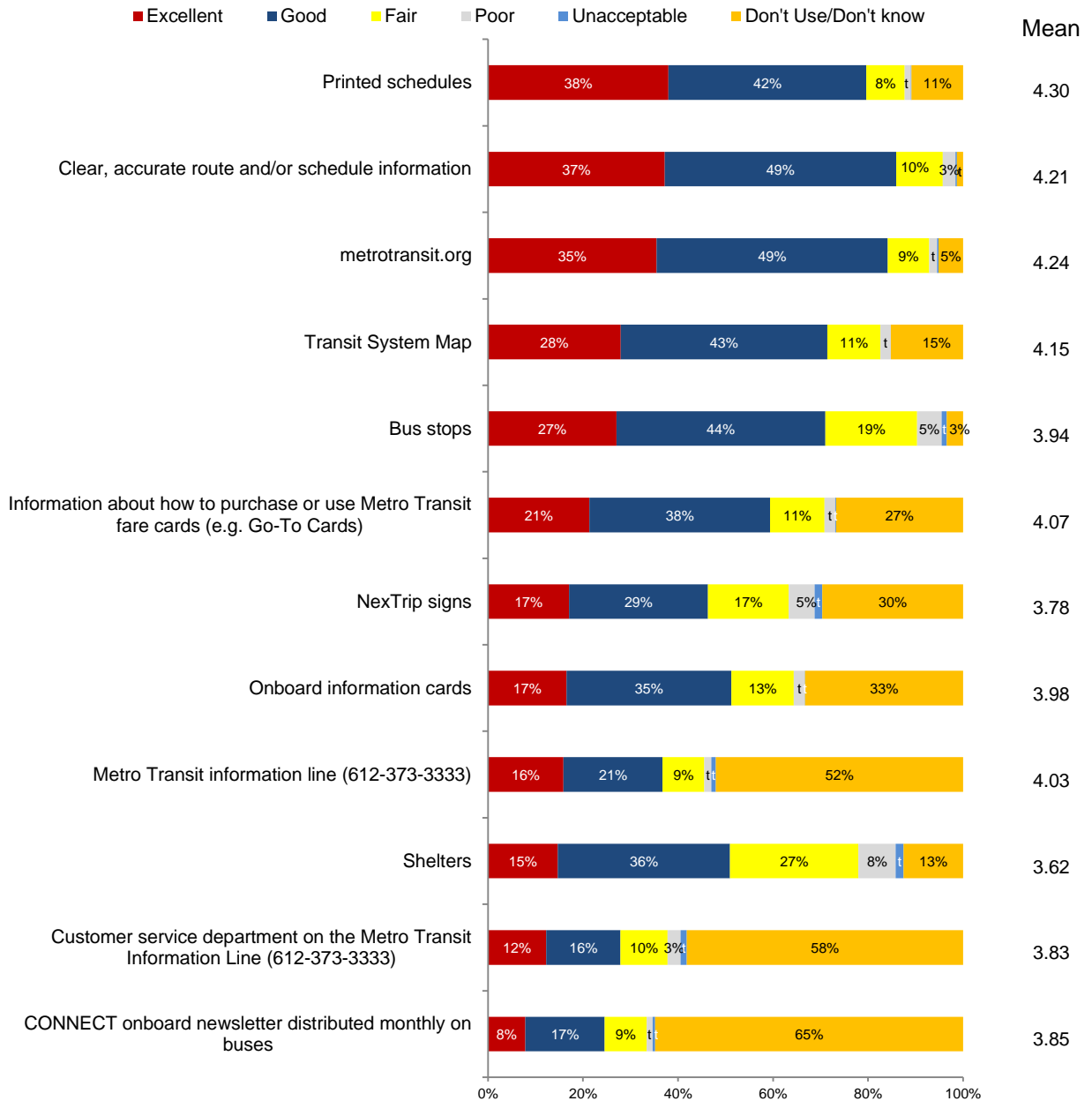
Attributes were divided evenly between survey versions.

Note: 2014 bus based on weighted data



Communication Ratings: Express

BUS



t Denotes 1% or less

Q: Please rate how well we are communicating with you in the following areas by providing:

N=1,151-1,220

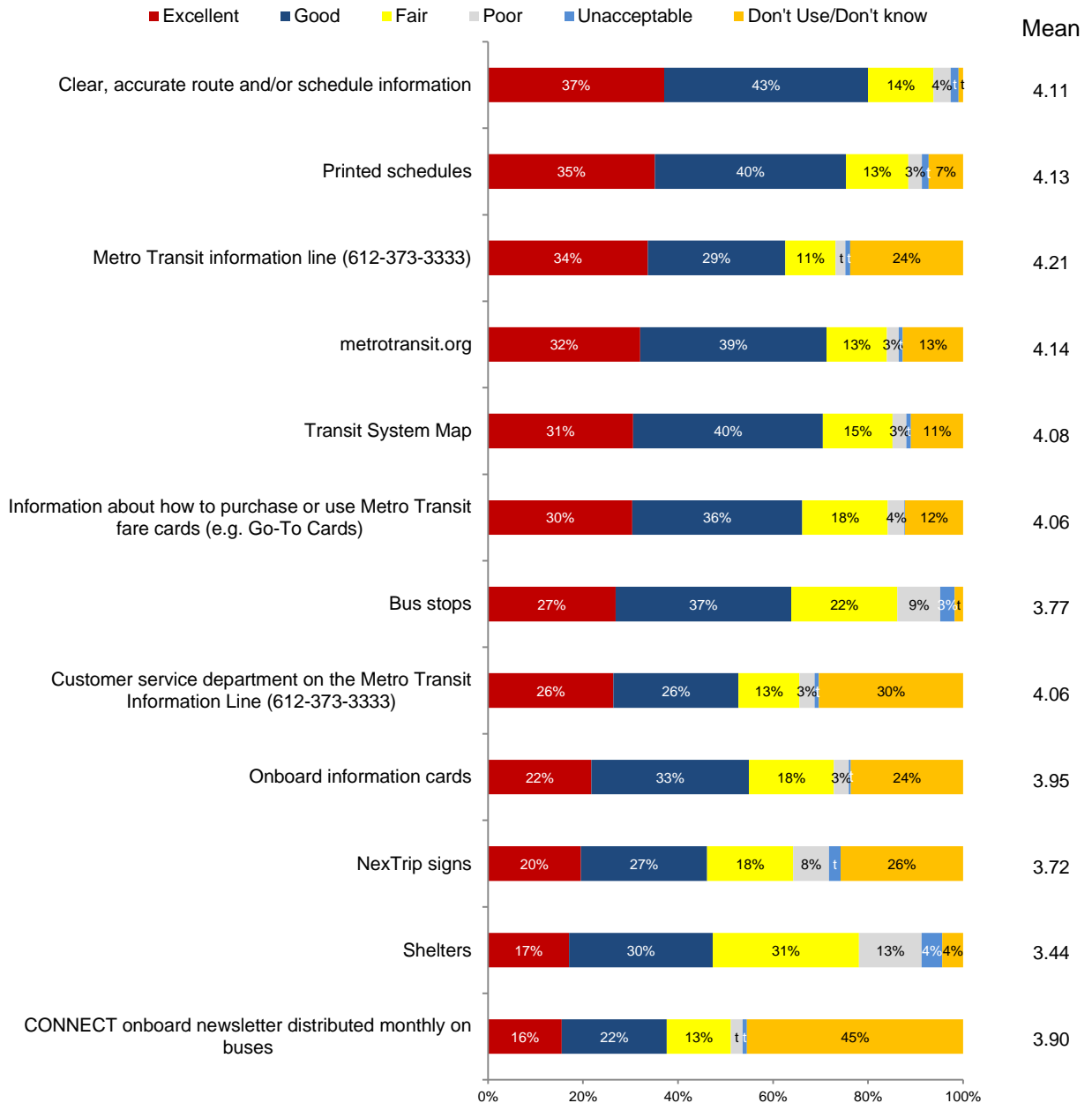
Attributes were divided evenly between survey versions.

Note: 2014 bus based on weighted data



Communication Ratings: Local

BUS



t Denotes 1% or less

Q: Please rate how well we are communicating with you in the following areas by providing:

N=903-1,011

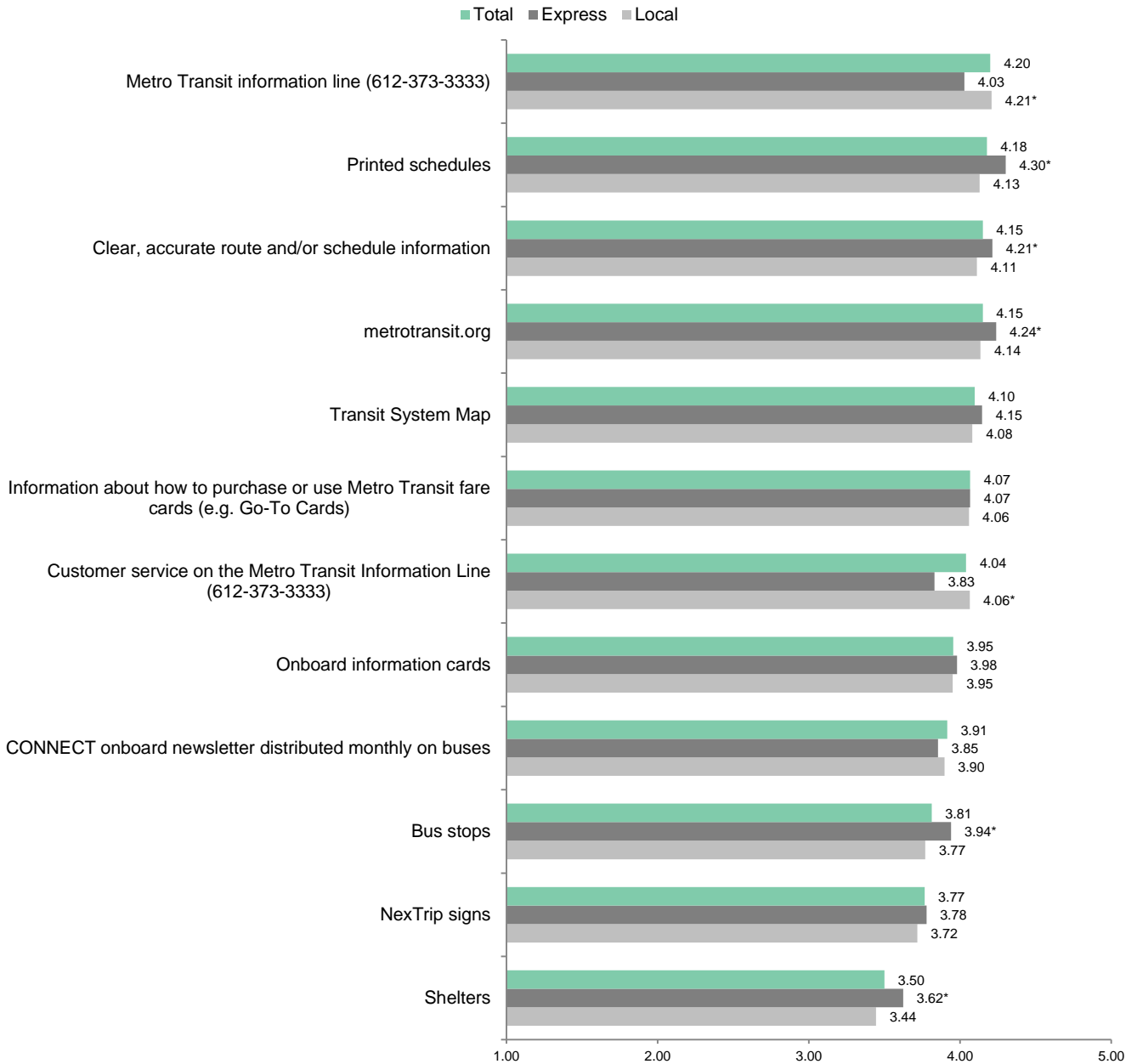
Attributes were divided evenly between survey versions.

Note: 2014 bus based on weighted data



Communication Ratings – Express/Local

BUS



*Statistically significant difference

Q: Please rate how well we are communicating with you in the following areas by providing:

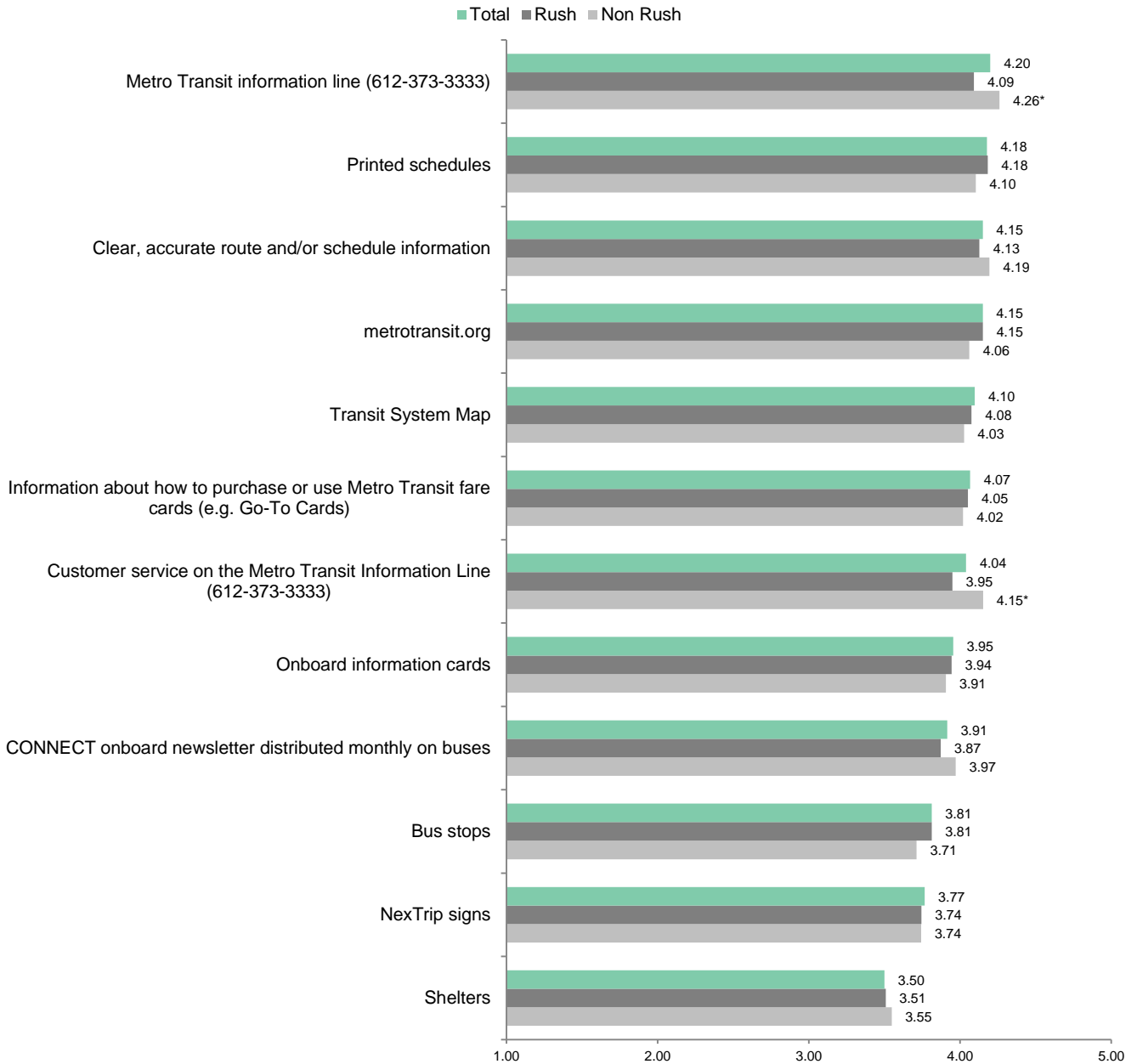
N=903-2,348

Attributes were divided evenly between survey versions.

Note: 2014 bus based on weighted data



Communication Ratings – Rush/Non Rush



*Statistically significant difference

Q: Please rate how well we are communicating with you in the following areas by providing:

N=1649-1824 (Rush), 219-238 (Non Rush)

Attributes were divided evenly between survey versions.

Note: 2014 bus based on weighted data

Bus Trend Data

Bus Rider Surveys

DISTRIBUTED SURVEYS

Total Distributed	17,000
-------------------	--------

COMPLETED RETURNS

Total Collected	5,461 (32%)
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Collected	3,853
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Mail Returns:	851
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Online:	286
---------	-----

Intercepts:	471
-------------	-----

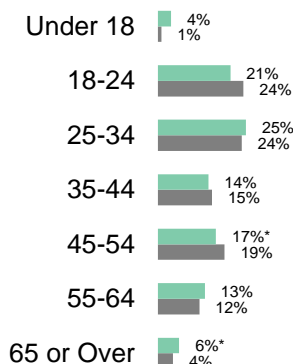
Bus Rider Snapshot



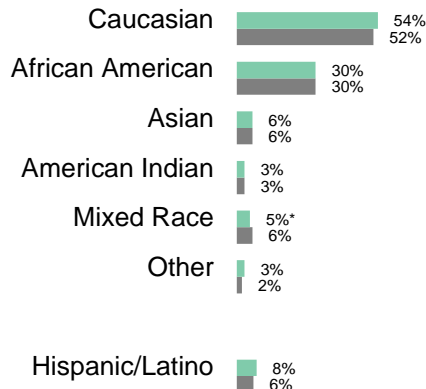
Demographics

- Top zip code origins: 55407, 55404, 55106, 55411
- Top zip code destinations: 55402, 55404, 55101, 55403
- Half of riders are under 35 and 65+ is increasing
- Nearly half of riders are non-white.
- Annual HH income has remained stable since 2012 apart from a drop for those making less than \$10K
- 52% female

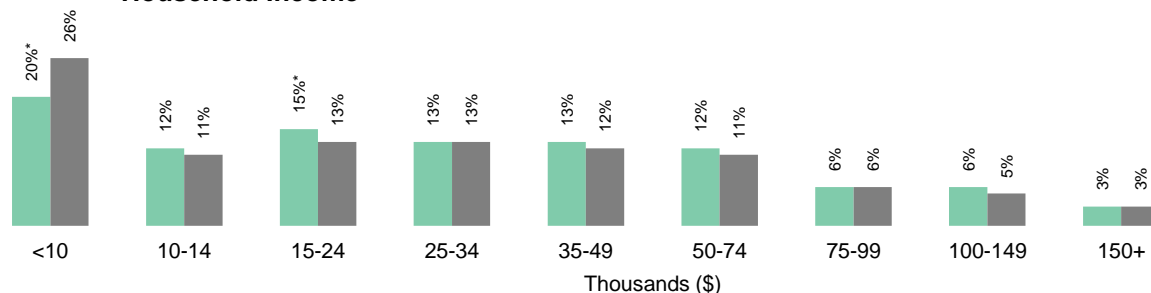
Age



Race



Household Income



* Statistically significant difference 2014 to 2012



RIDERSHIP

- Majority (54)% ride on both weekdays and weekends.
- Nearly three-quarters ride at least five times a week (74%).
- Work is the primary trip purpose (56%), followed by shopping/errands (21%) and school (17%).
- 52% have no working automobiles available for use.
- The demographic and attitudinal profile of local riders is significantly different than that of express riders.

INFLUENCES

- 29% report their employer or an organization they are involved with offer transit passes, and of those, 57% cover part of the cost.
- Friends, family and coworkers (33%), school (19%), new home/work location (17%) and unreliable personal transportation (17%) are the top influences to first try transit.

PREFERENCES

- For 45%, living or working close to transit is the main reason for using transit, followed by saving money on parking (38%).
- 46% use metrotransit.org as their most popular source for transit information with the primary features being route/schedule pages and Trip Planner.
- 78% use Go-To technology to pay their fare.

METRO TRANSIT RATINGS

High Correlation, High Performance

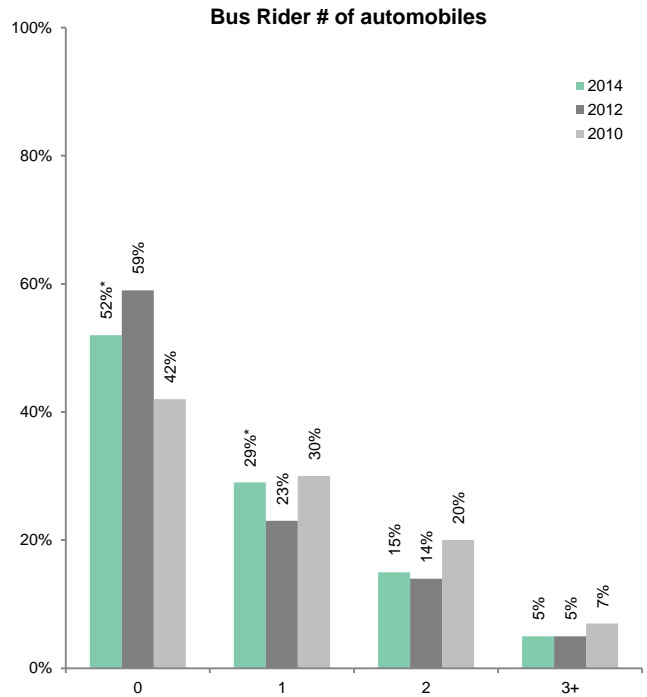
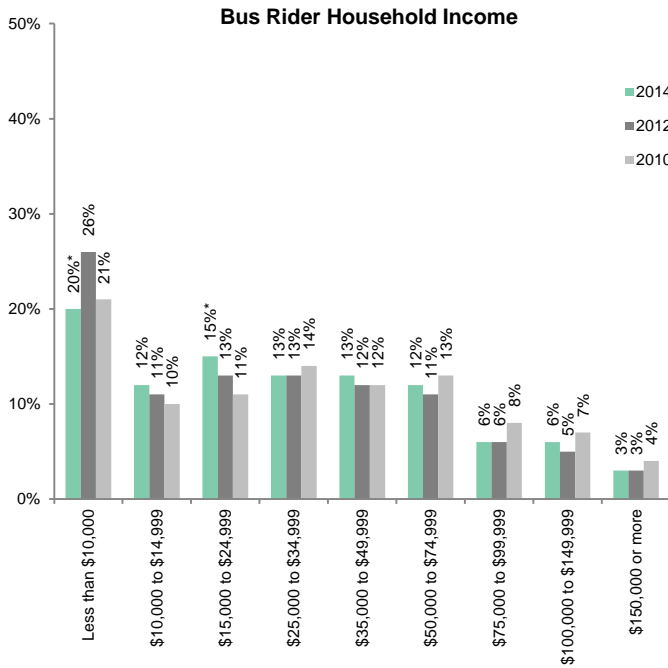
- Accessibility
- Transferring is easy
- Value for the fare paid
- Drivers operate vehicles in a safe and responsible manner

High Correlation, Lower Performance

- Total travel time is reasonable
- Reliability – service is on schedule
- In addition, personal safety while riding, courteous drivers, routes go where I need to go, vehicles are comfortable, hours of operation meet my needs and personal safety while waiting warrant attention.

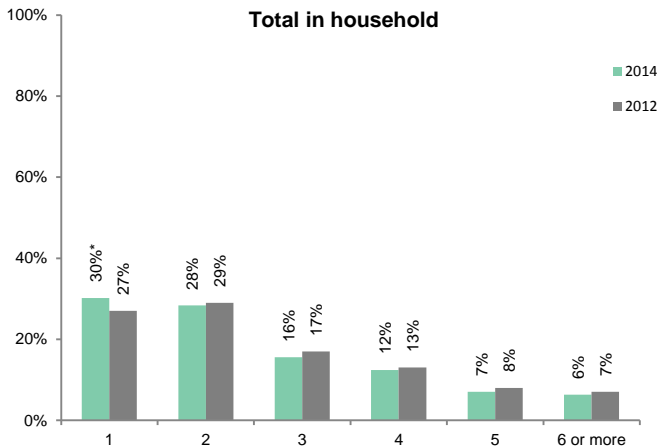
Note: Bus data are weighted

Households with the lowest annual incomes (under \$10,000) have decreased significantly since 2012. Those reporting that they do not have access to a working vehicle have dropped significantly in the past two years. Household size has trended lower since 2012.



Q: Approximately what was your total household income last year before taxes?
N=4,223

# of automobiles	2014	2012	2010	2008	2006	2005	2003
0 automobiles	52%*	59%	42%	44%	40%	37%	38%
1 automobile	29%*	23%	30%	30%	32%	33%	35%
2 automobiles	15%	14%	20%	19%	21%	23%	23%
3+ automobiles	5%	5%	7%	7%	7%	7%	4%



Q: How many people, including yourself, are in your household?
N=4,301

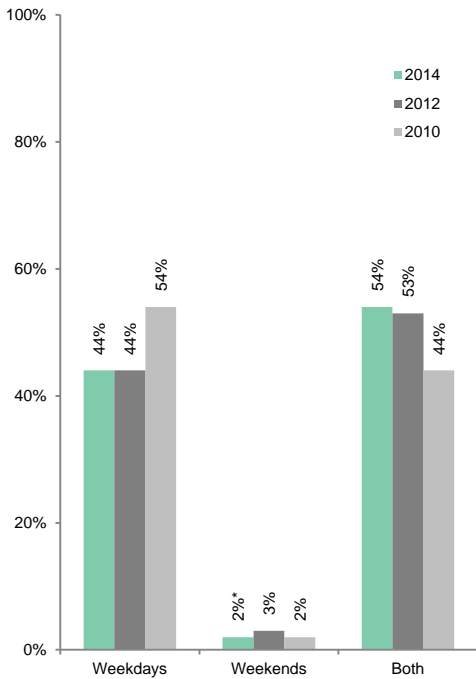
* Statistically significant difference 2014 to 2012

Q: How many working automobiles do you have available to use?
N=4,755

Note: 2012 and 2014 Bus based on weighted data

Over half travel on both weekdays and weekends (54%). Nearly three-quarters (74%) travel five days a week or more.

Bus Rider Travel Days



Travel Days	2014	2012	2010	2008	2006
Weekdays	44%	44%	54%	48%	59%
Weekends	2%*	3%	2%	3%	2%
Both Weekdays and Weekends	54%	53%	44%	49%	39%

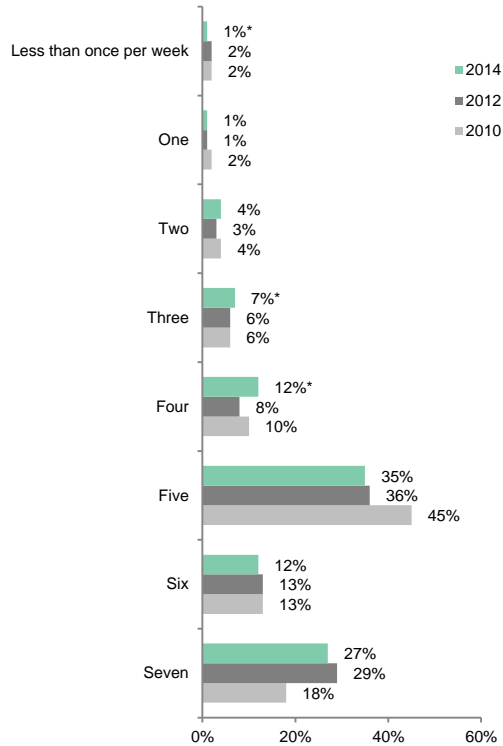
* Statistically significant difference 2014 to 2012

Note: 2012 and 2014 Bus based on weighted data

Q: On which day(s) of the week do you usually ride the bus?

N=4,825

How many days per week do you usually ride the bus?



Days Per Week	2014	2012	2010	2008	2006	2005	2003
Less than once per week	1%*	2%	2%	1%	-	-	-
One	1%	1%	2%	2%	2%	2%	2%
Two	4%	3%	4%	3%	3%	2%	2%
Three	7%*	6%	6%	7%	6%	5%	4%
Four	12%*	8%	10%	9%	9%	8%	9%
Five	35%	36%	45%	40%	48%	56%	52%
Six	12%	14%	13%	15%	13%	11%	13%
Seven	27%	29%	18%	24%	19%	17%	17%

* Statistically significant difference 2014 to 2012

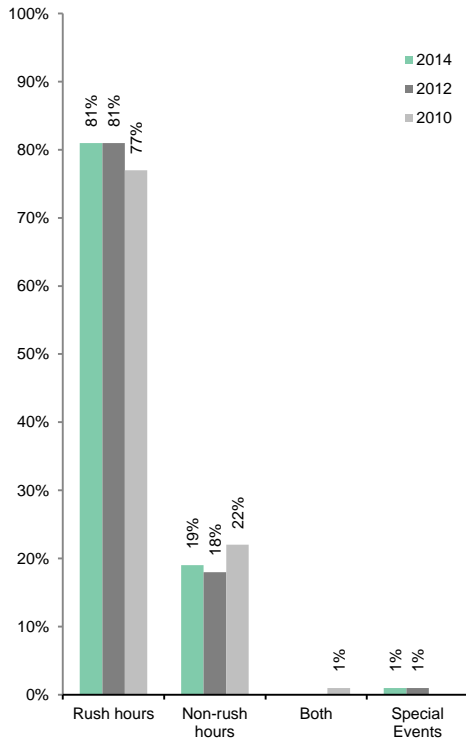
Note: 2012 and 2014 Bus based on weighted data

Q: How many days per week do you usually ride the bus?

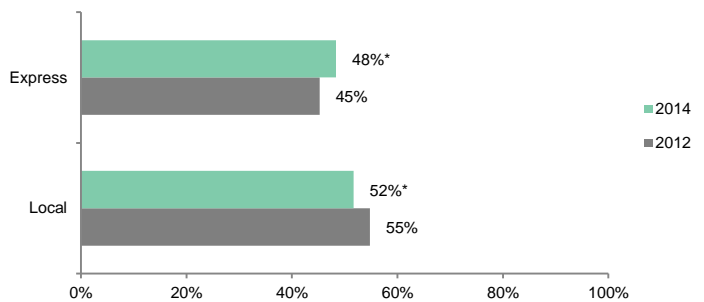
N=4,986

Note: With the exception of the questions below, data are weighted throughout the bus section of this report using both express/local and rush/non-rush variables. The results results for the questions below are based on **unweighted** data. Detailed information on weighting is provided on page 23.

Bus Travel Times**



Type of route**



Travel Times	2014	2012	2010	2008	2006	2005	2003
Non-rush hours	19%	18%	22%	25%	21%	27%	31%
Rush hours	81%	81%	77%	74%	77%	74%	69%
Both	0%	0%	1%	-	-	-	-
Special events	1%	1%	-	-	-	-	-

As bus data are weighted using rush/non-rush and express/local variables, results for this question are based on **unweighted data.

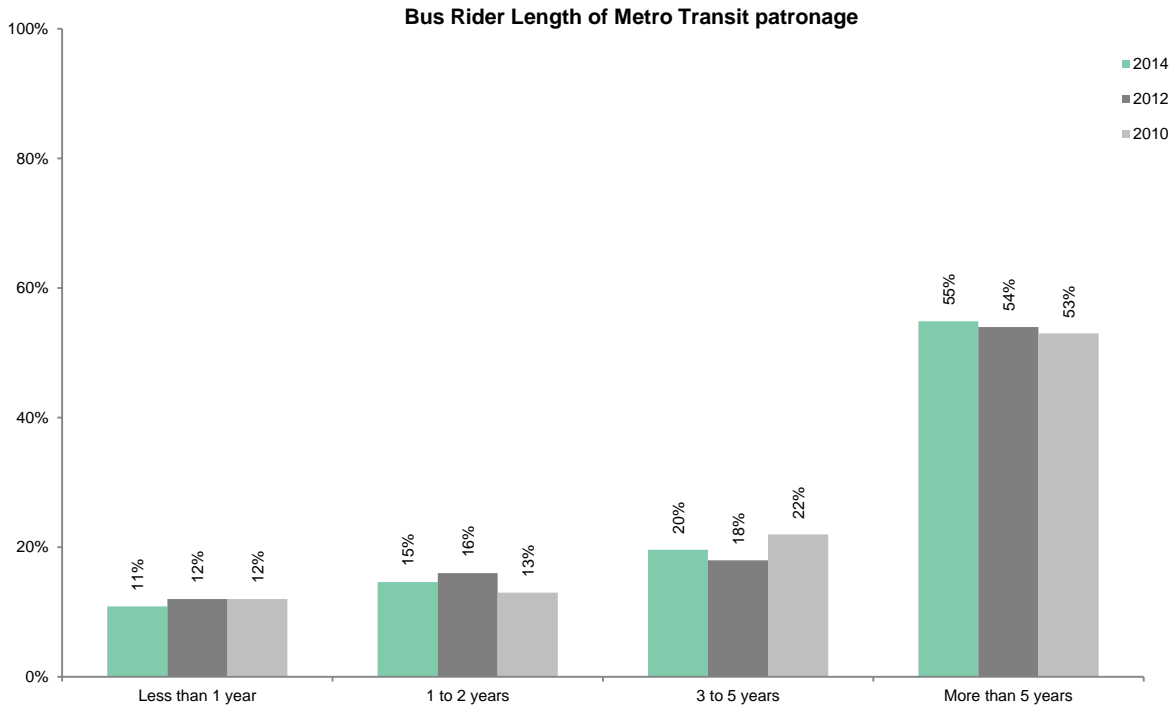
As bus data are weighted using rush/non-rush and express/local variables, results for this question are based on **unweighted data.

* Statistically significant difference 2014 to 2012

Q: When do you usually ride the bus?
N=4,226

Q: What type of bus route are you riding?
N=4,895

Length of ridership has remained relatively stable since 2012.



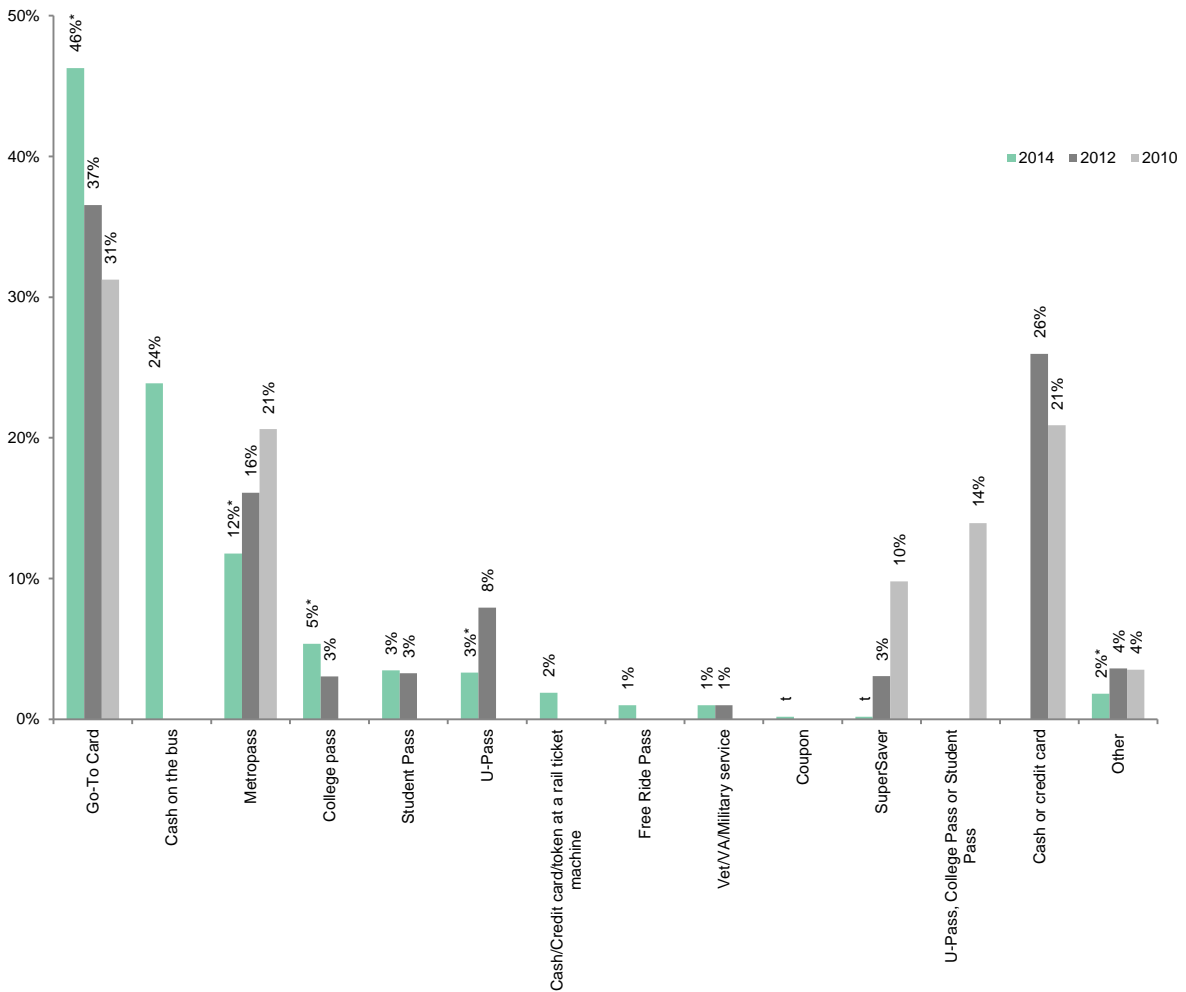
	2014	2012	2010	2008	2006	2005	2003
Less than 1 year	11%	12%	12%	13%	18%	15%	13%
1 to 2 years	15%	16%	13%	13%	-	-	-
3 to 5 years	20%	18%	22%	21%	-	-	-
More than 5 years	55%	54%	53%	53%	53%	59%	57%

Q: How long have you used Metro Transit services?
N=4,315

Note: 2012 and 2014 Bus based on weighted data

More than three-fourths of riders (78%) use some form of Go-To technology to pay their fares, a significant increase since 2012.

How did you pay for your fare today? (bus rider)



* Statistically significant difference 2014 to 2012

t Denotes less than 1%

Q: How did you pay for your fare today?

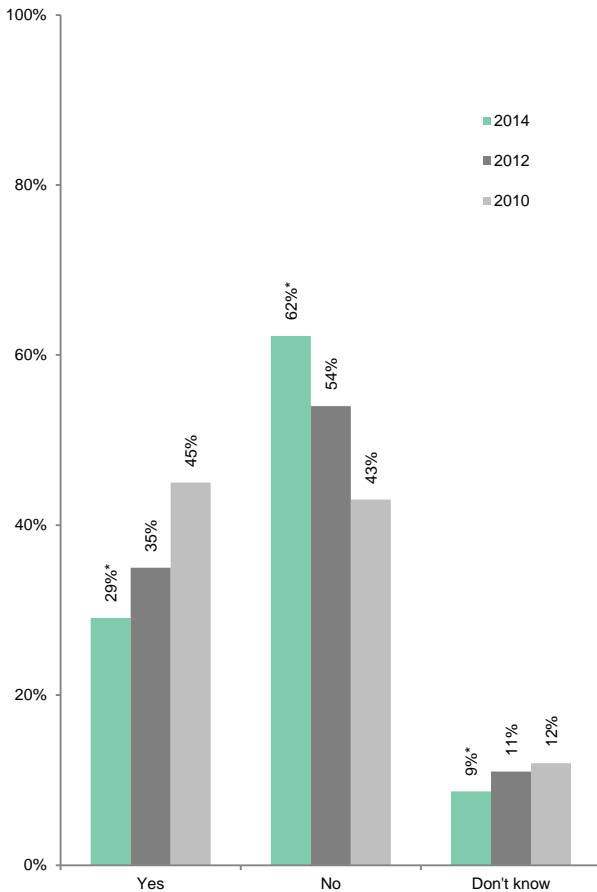
N=4,877

**Rates of Go-To technology participation are higher than reported transaction data.

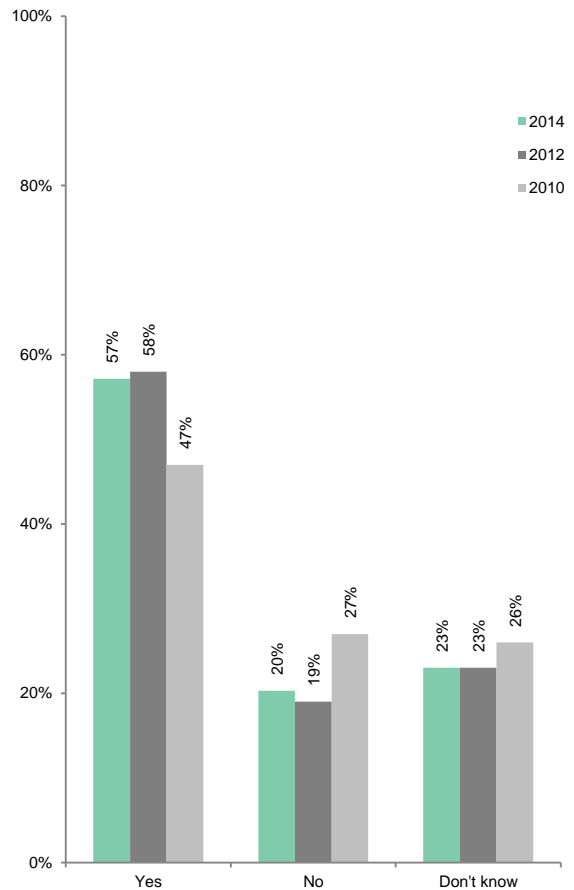
Note: 2012 and 2014 Bus based on weighted data

More than three-fifths of riders (62%) report that their employer, organization or agency does not offer transit passes, significantly higher than 2012. Of those who report that their employer does offer transit passes, over half (57%) indicate that their employer shares part of the cost.

Does your employer offer transit passes? (bus rider)



If yes, does it share part of the cost? (bus rider)



* Statistically significant difference 2014 to 2012

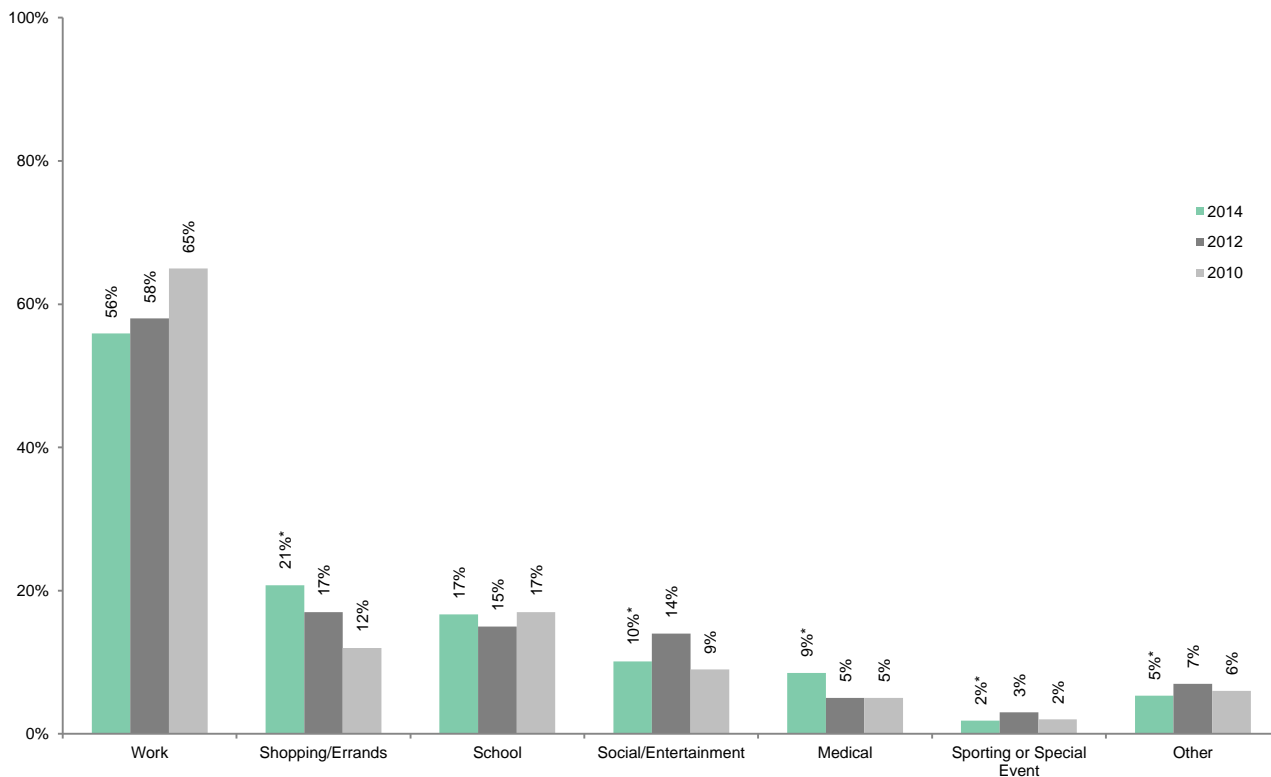
Q: Does your employer, organization or agency offer transit passes?
N=2,794
In 2014, question presented on version B only.

Q: If yes, does it share part of the cost?
N=1,307
In 2014, question presented on version B only.

Note: 2012 and 2014 Bus based on weighted data

Work remains the primary purpose of bus trips. Trips for shopping/errands and medical reasons have increased significantly while social/entertainment trips have dropped significantly since 2012.

What is the primary purpose of your bus trip today?*



Primary purpose	2014	2012	2010	2008	2006	2005	2003
Work	56%	58%	65%	62%	65%	78%	75%
Shopping/Errands	21%*	17%	12%	12%	6%	4%	6%
School	17%	15%	17%	15%	14%	4%	8%
Social/Entertainment	10%*	14%	9%	16%	7%	6%	6%
Medical	9%*	5%	5%	5%	2%	2%	2%
Sporting or Special Event	2%*	3%	2%	-	-	-	-
Other	5%*	7%	6%	8%	5%	5%	4%

* Statistically significant difference 2014 to 2012

Q: What is the primary purpose of your trip today?

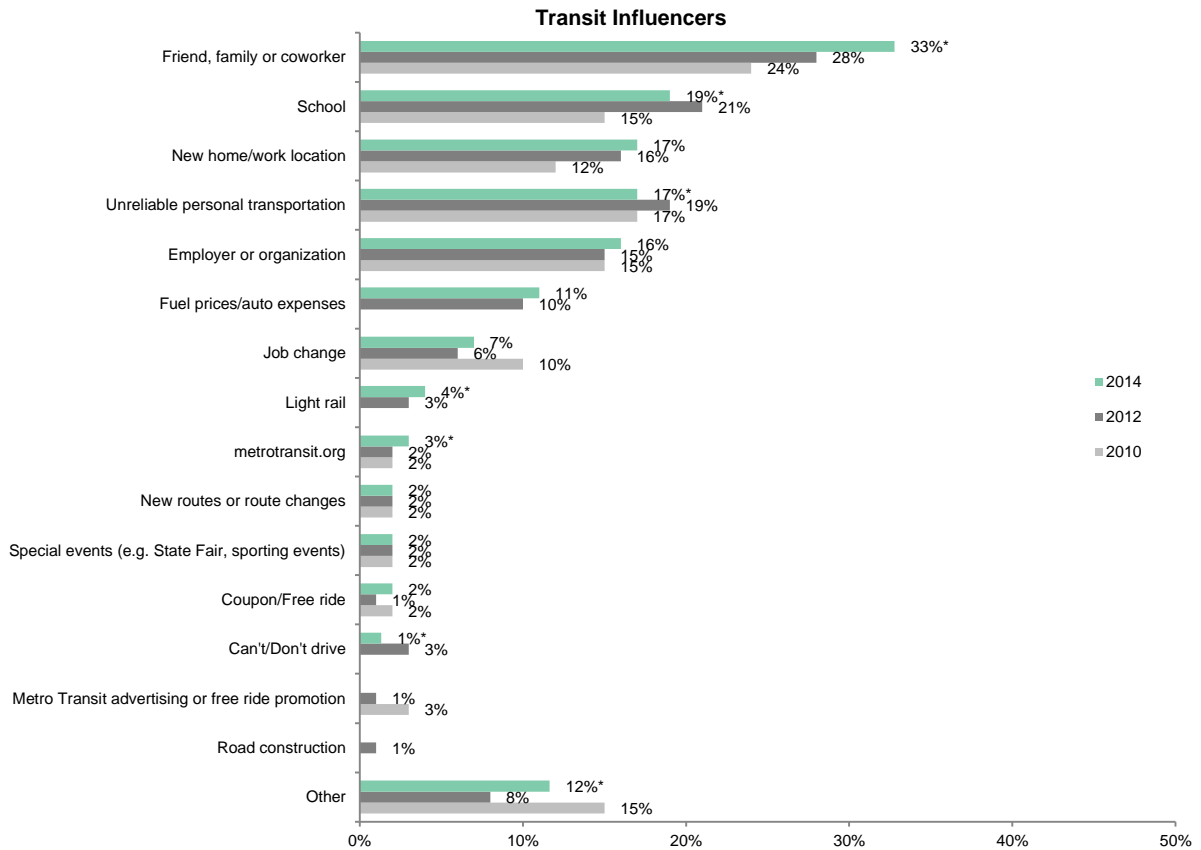
N=5,141

**Totals exceed 100% due to respondents selecting multiple responses.

Note: 2012 and 2014 Bus based on weighted data

Influencers for Decision to First Try Transit

Friend, family or coworker is the most frequently cited influence in a rider's decision to first try transit. Those indicating that school and unreliable personal transportation is the influence to first try transit decreased significantly since 2012.



Influencers	2014	2012	2010	2008	2006	2005	2003
Friend, family or coworker	33%*	28%	24%	29%	21%	11%	9%
School	19%*	21%	15%	20%	13%	-	-
New home /work location	17%	16%	12%	-	-	-	-
Unreliable personal transportation	17%*	19%	17%	-	-	-	-
Employer or organization	16%	15%	15%	21%	13%	12%	12%
Fuel prices/auto expenses	11%	10%	-	-	-	-	-
Job change	7%	6%	10%	-	-	-	-
Light rail	4%*	3%	-	-	-	-	-
metrotransit.org	3%*	2%	2%	3%	1%	1%	1%
New routes or route changes	2%	2%	2%	-	-	-	-
Special events (e.g. State Fair, sporting events)	2%	2%	2%	3%	1%	1%	1%
Coupon/Free ride	2%	1%	2%	-	-	-	-
Can't/Don't drive	1%*	3%	-	-	-	-	-
Road construction	0%	1%	-	-	-	-	-
Metro Transit advertising or information	0%	1%	3%	6%	2%	-	-
Other	12%*	8%	15%	27%	8%	11%	7%

* Statistically significant difference 2014 to 2012

Q: What or who influenced your decision to first try transit?

N=4,734

Note: 2012 and 2014 Bus based on weighted data



Top origination zip codes									
2014		2012		2010		2008		2006	
Zip Code	%	Zip Code	%	Zip Code	%	Zip Code	%	Zip Code	%
55407	4.8%	55411	5.7%	55408	4.8%	55414	4.5%	55407	4.2%
55404	4.7%	55414	4.5%	55411	3.5%	55411	4.2%	55106	4.1%
55106	4.3%	55106	4.4%	55404	3.4%	55404	4.1%	55408	4.1%
55411	3.8%	55404	4.3%	55403	3.0%	55407	4.0%	55414	3.9%
55408	3.4%	55104	4.2%	55406	3.0%	55408	3.8%	55411	3.4%
55104	2.9%	55408	3.1%	55107	2.8%	55418	3.1%	55404	3.1%
55412	2.7%	55412	3.1%	55414	2.7%	55412	3.0%	55104	2.9%
55417	2.7%	55403	2.8%	55104	2.6%	55104	2.9%	55403	2.6%
55418	2.7%	55105	2.5%	55419	2.2%	55106	2.9%	55406	2.4%
55102	2.6%	55407	2.5%	55405	2.1%	55403	2.9%	55102	2.3%
55403	2.6%	55102	2.4%						

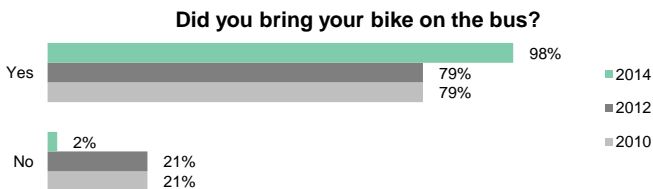
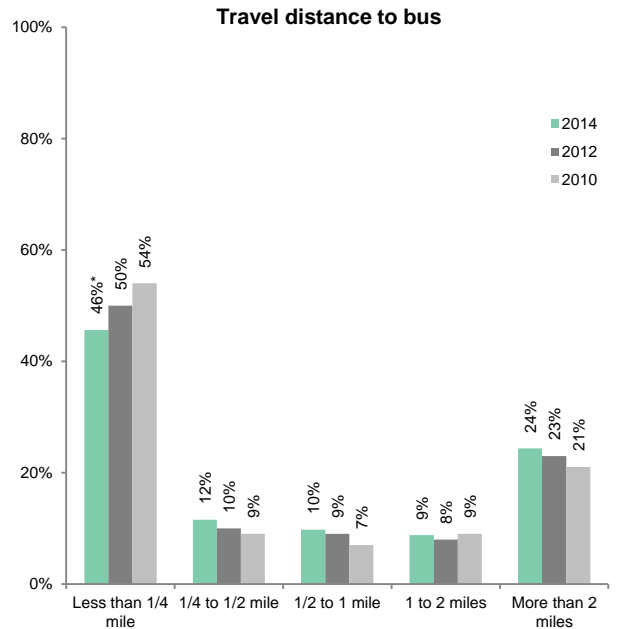
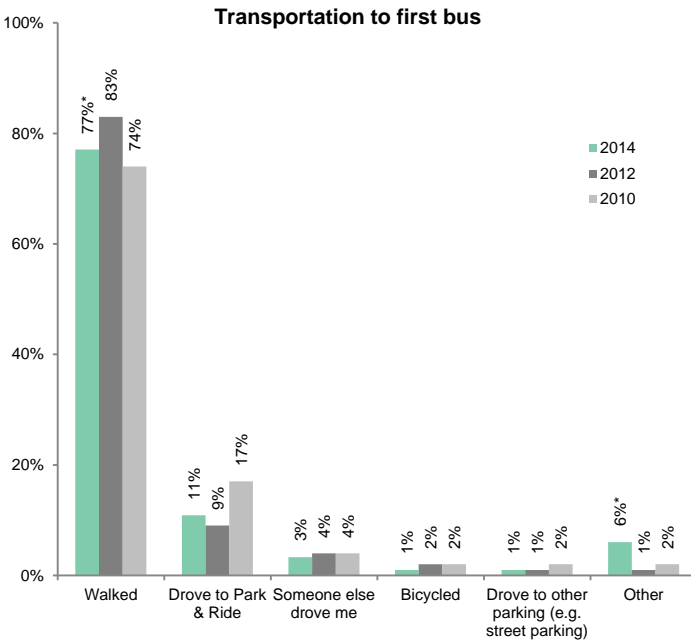
Q: What is your home Zip Code?
N=4,622

Top destination zip codes									
2014		2012		2010		2008		2006	
Zip Code	%	Zip Code	%	Zip Code	%	Zip Code	%	Zip Code	%
55402	11.4%	55402	11.5%	55402	17.0%	55402	14.6%	55402	16.4%
55404	5.2%	55455	5.2%	55455	7.6%	55455	6.1%	55455	6.8%
55101	4.8%	55101	4.4%	55101	4.7%	55403	5.4%	55101	5.3%
55403	4.7%	55411	4.4%	55401	4.5%	55101	3.9%	55401	4.6%
55102	4.1%	55104	4.2%	55403	4.1%	55401	3.8%	55403	4.5%
55401	3.8%	55401	3.9%	55404	3.6%	55414	3.6%	55102	3.6%
55407	3.7%	55403	3.7%	55102	3.2%	55411	3.5%	55414	3.5%
55411	3.1%	55102	3.4%	55411	3.1%	55404	3.4%	55404	3.3%
55106	2.9%	55414	3.3%	55114	3.1%	55102	3.3%	55104	3.0%
55408	2.9%	55404	3.2%	55407	2.6%	55408	3.2%	55411	3.0%
55104	2.8%	55407	2.9%						

Q: What is the Zip Code of your final destination TODAY?
N=3,527

Note: 2012 and 2014 Bus based on weighted data

Over three-quarters (77%) of riders walk to their first bus stop, a significant decline since 2012. Nearly half (46%) of riders report traveling less than a quarter mile to get to their first bus stop, also a significant decline since 2012.



* Statistically significant difference 2014 to 2012

Q: When you began your trip today, how did you get to your first bus stop or rail station?

N=2,477

In 2014, question presented on version A only.

Q: If "bicycled", did you bring your bike with you on the bus?

N=28

In 2014, question presented on version A only.

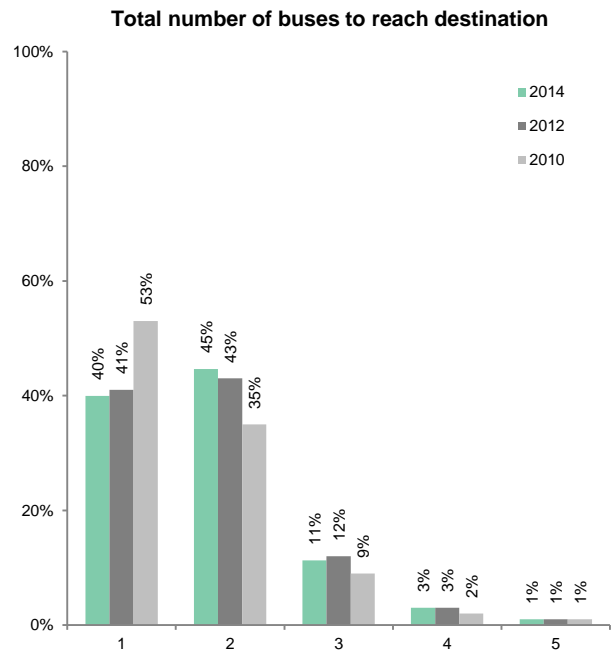
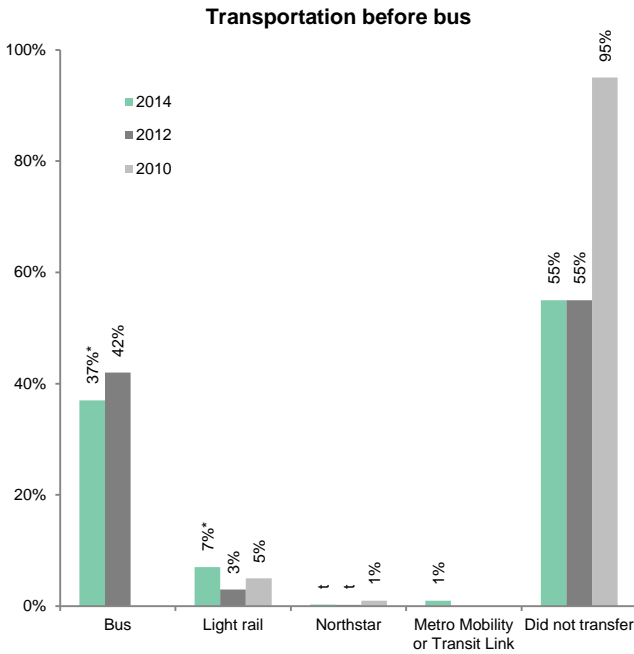
* Statistically significant difference 2014 to 2012

Q: How far would you estimate you traveled to get to your first bus stop or rail station?

N=4,567

Note: 2012 and 2014 Bus based on weighted data

Over one-third (37%) of riders transferred from a bus, a significant decline since 2012. In contrast, light rail transfers increased significantly since 2012. Three-fifths (60%) of riders rode more than one bus while two-fifths (40%) of riders rode only one bus.



* Statistically significant difference 2014 to 2012

t Denotes less than 1%

Q: On this trip, did you transfer from:

N=2,281

In 2014, question presented on version B only.

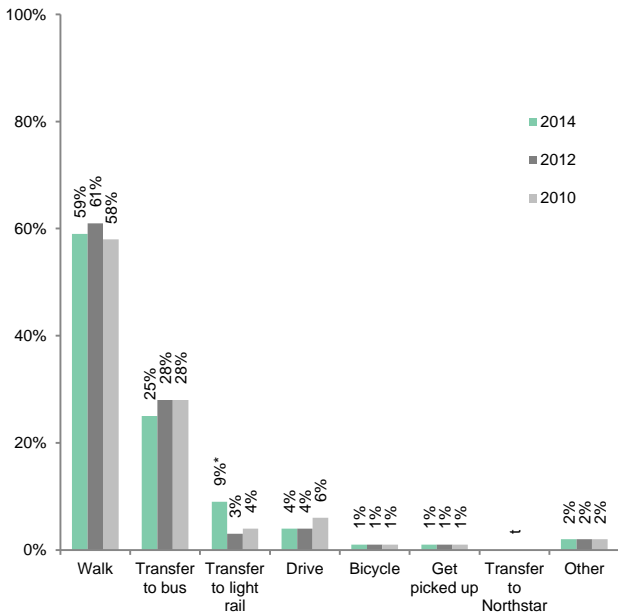
Q: How many TOTAL buses and/or trains will you take to complete your one-way trip?

N=4,465

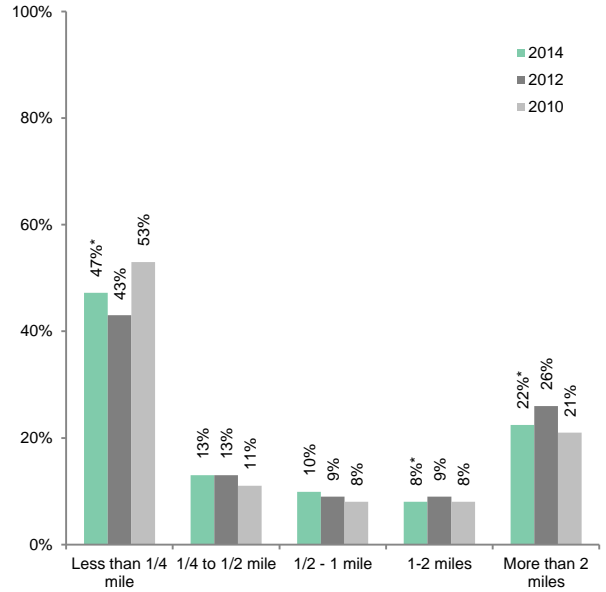
Note: 2012 and 2014 Bus based on weighted data

The majority of riders (59%) report walking to their destination after departing the bus. Those transferring to light rail increased significantly since 2012. Nearly half (47%) travel a distance of less than ¼ mile from their last transit bus stop to their destination, a significant increase since 2012.

Transportation after bus



Travel distance from last transit bus stop to destination



* Statistically significant difference 2014 to 2012

t Denotes less than 1%

Q: What will you do when you get off the bus?

N=2,324

In 2014, question presented on version B only.

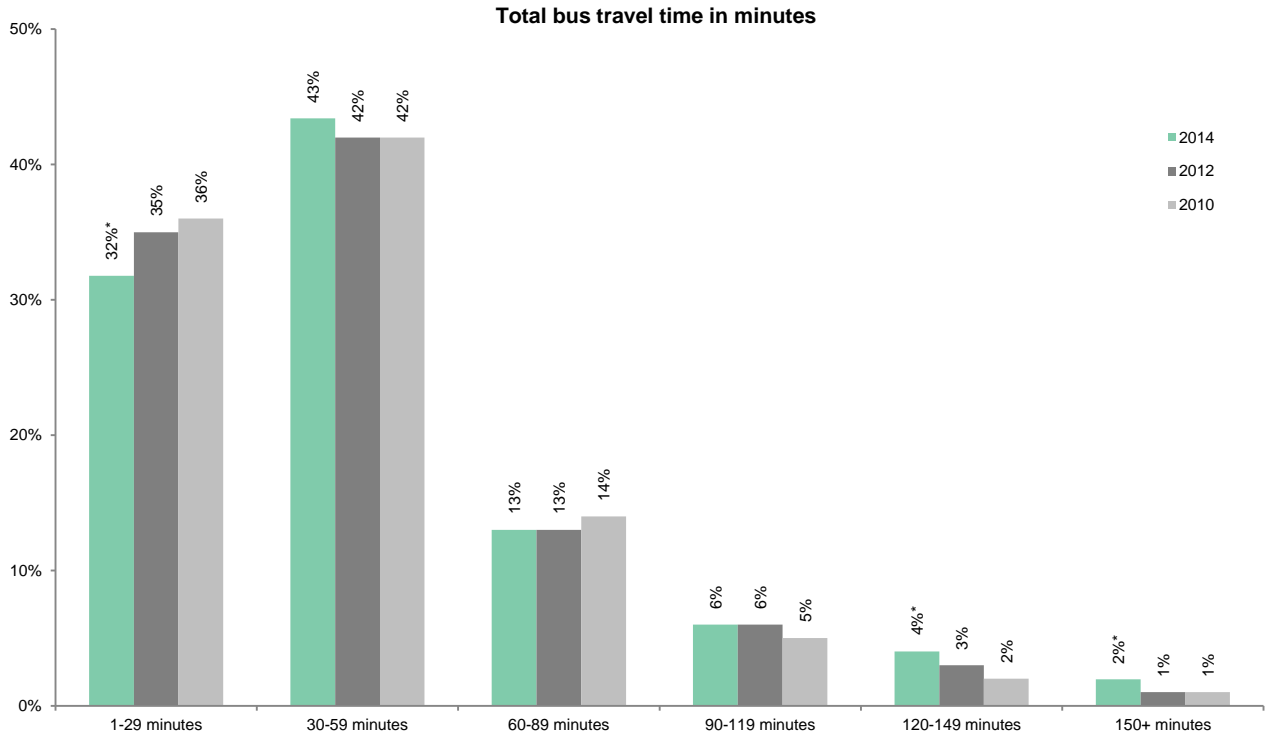
* Statistically significant difference 2014 to 2012

Q: How far would you estimate you will travel from your last bus stop or rail station to your destination?

N=4,446

Note: 2012 and 2014 Bus based on weighted data

When asked to estimate their total travel time, approximately one-third (32%) indicate their commutes were under thirty minutes, significantly lower than 2012. Riders reporting that their total travel time is longer than two hours is increasing significantly since 2012.



* Statistically significant difference 2014 to 2012

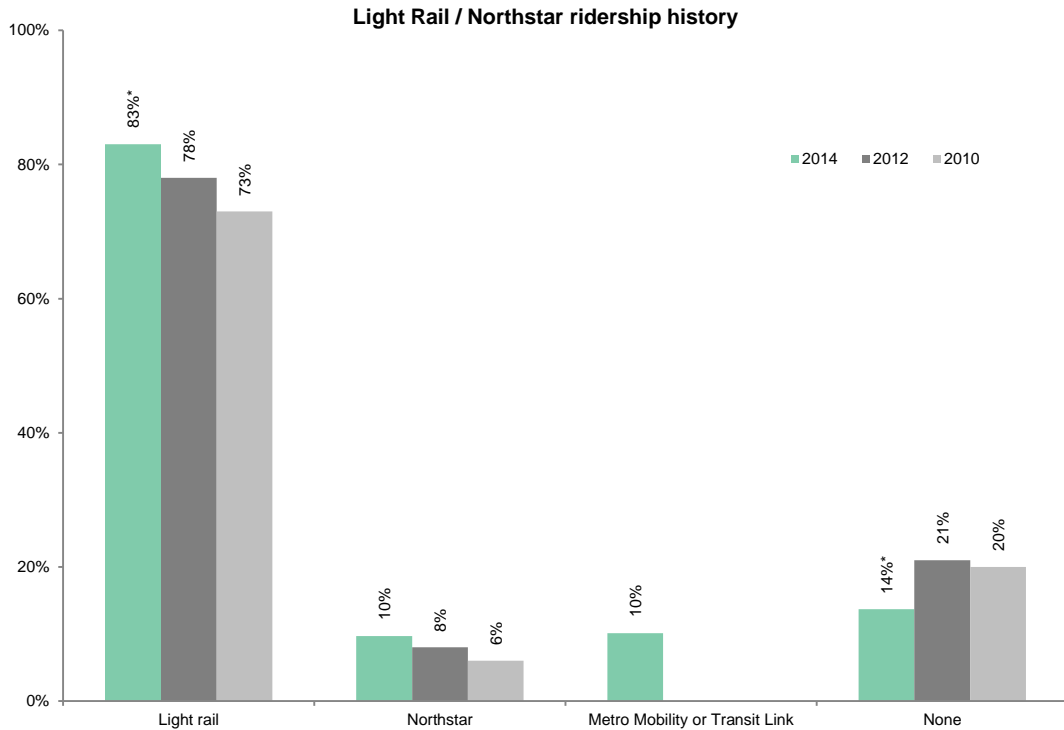
Q: Please estimate – in minutes – the total travel time of this trip.

N=4,225

Restated 2010 results to exclude blank responses

Note: 2012 and 2014 Bus based on weighted data

Use of LRT has gone up significantly from 78% in 2012 to 83% currently. Only 15% of riders have never used other Metro Transit modes, a significant drop since 2012.



Bus rider history with other transport	2014	2012	2010	2008	2006	2005
Light rail	83%*	78%	73%	71%	64%	52%
Northstar	10%	8%	6%	-	-	-
Metro Mobility or Transit Link	10%	-	-	-	-	-
None	14%*	21%	20%	-	-	-

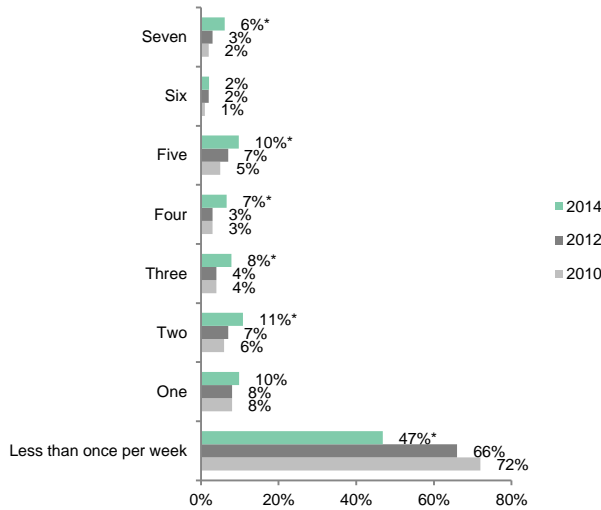
* Statistically significant difference 2014 to 2012
 Q: Have you ever used the following?
 N=2,315

In 2014, question presented on version A only.

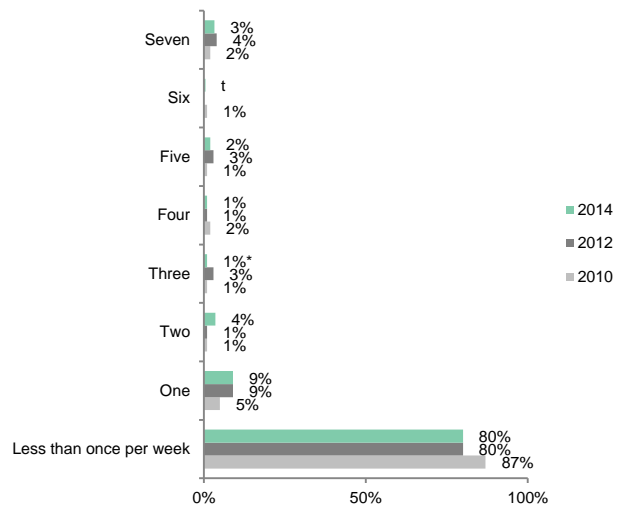
Note: 2012 and 2014 Bus based on weighted data

Of those that use light rail, over half (53%) do so at least once a week, up significantly since 2012. While for those that use Northstar, one-fifth do so more than once per week.

Light rail ridership per week



Northstar ridership per week



t Denotes less than 1%

* Statistically significant difference 2014 to 2012

Light rail ride per week	2014	2012	2010	2008	2006	2005
Seven	6%*	3%	2%	5%	6%	3%
Six	2%	2%	1%	2%	2%	2%
Five	10%*	7%	5%	9%	9%	10%
Four	7%*	3%	3%	6%	5%	5%
Three	8%*	4%	4%	8%	7%	7%
Two	11%*	7%	6%	15%	15%	12%
One	10%	8%	8%	55%	56%	61%
Less than once per week	47%*	66%	72%	-	-	-

* Statistically significant difference 2014 to 2012

t Denotes less than 1%

Q: If so, how many days per week do you normally take light rail?

N=1,816

In 2014, question presented on version A only.

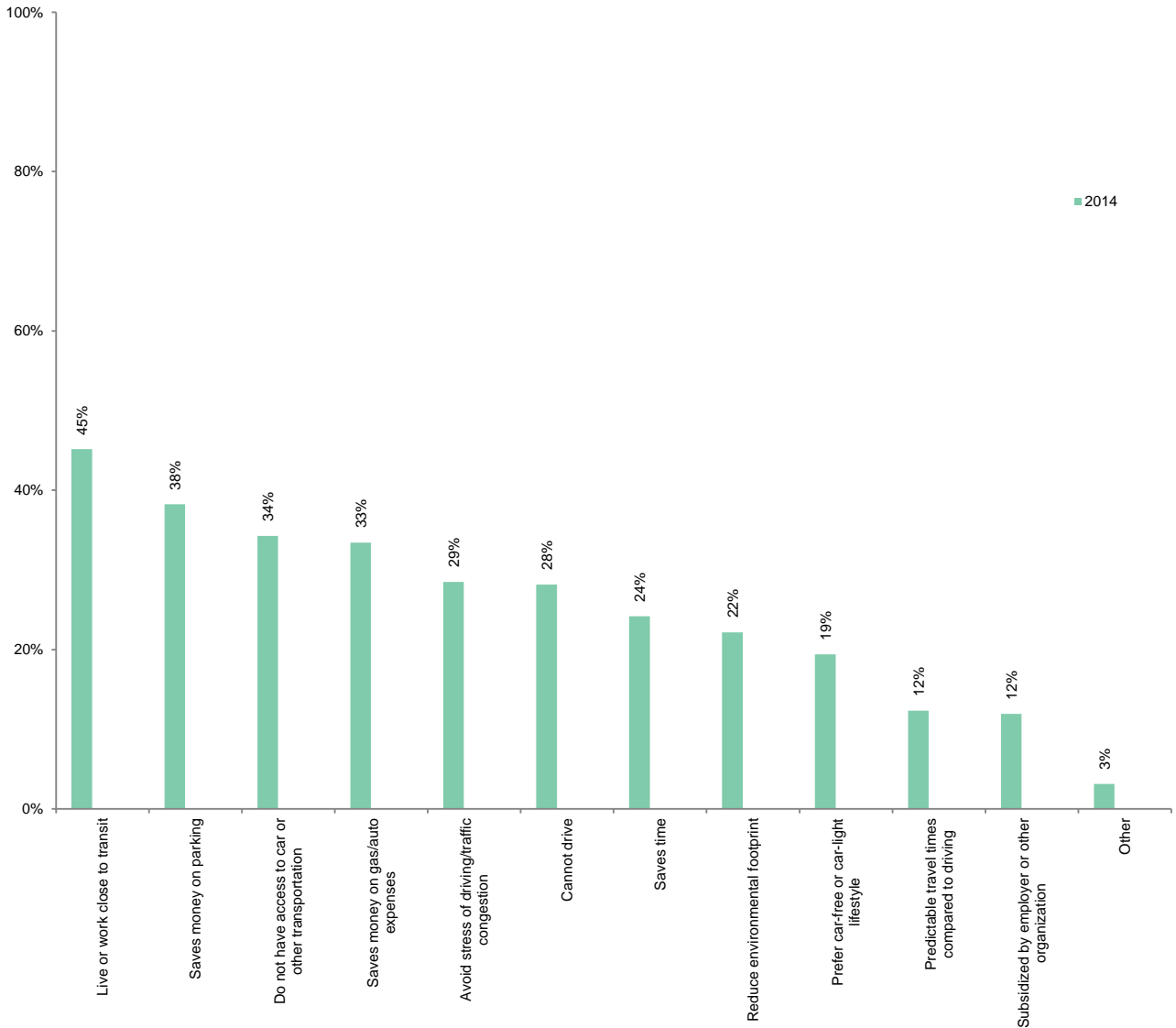
Q: If so, how many days per week do you normally take the Northstar?
N=427

In 2014, question presented on version A only.

Note: 2012 and 2014 Bus based on weighted data

The most popular reasons for using the bus is living or working close to transit and save money on parking. This question was modified in 2014 to accommodate multiple responses, as a result, no comparative data is provided.

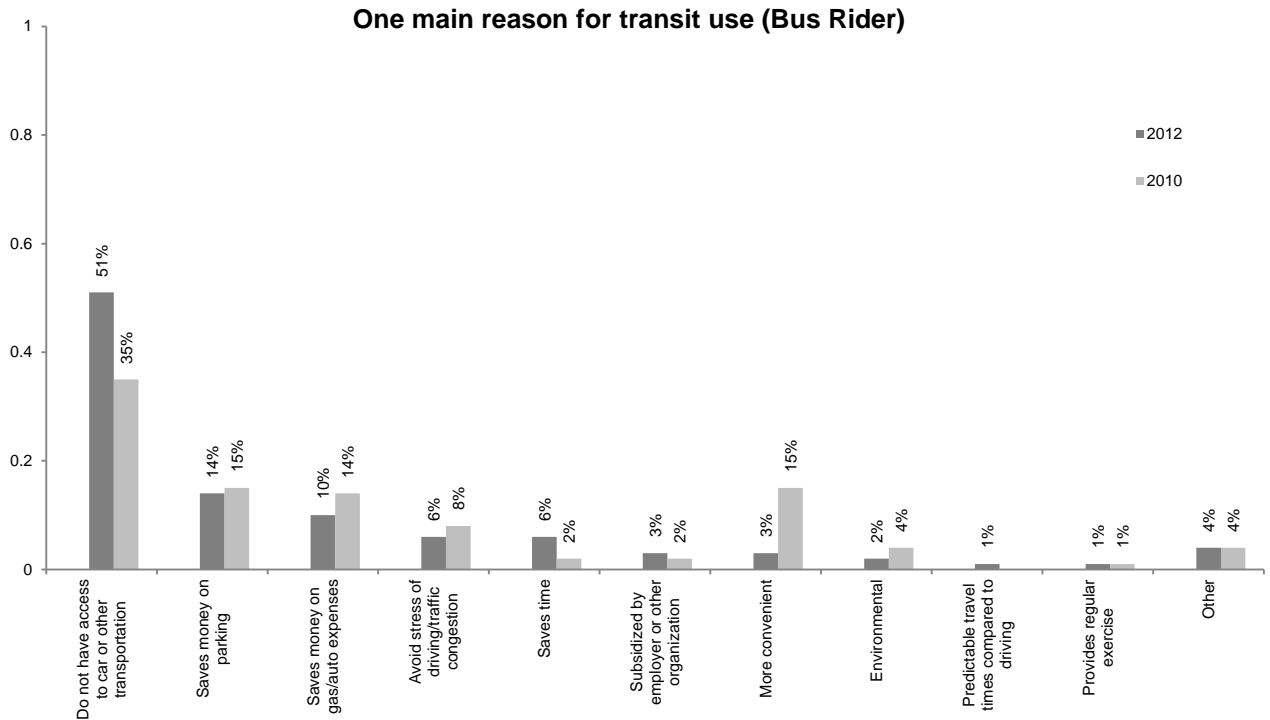
Main reasons for transit use (Bus Rider)**



Q: What are the main reasons you use transit?
N=4,942

**Totals exceed 100% due to respondents selecting multiple responses.

Note: 2014 Bus based on weighted data



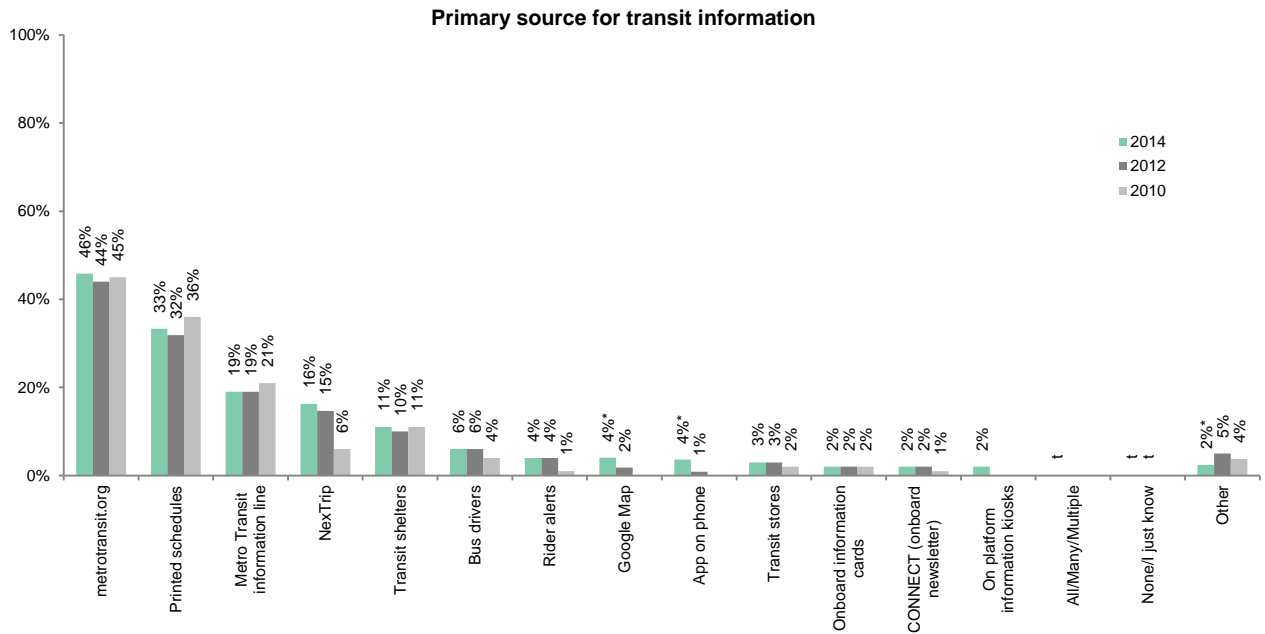
One main reason for use	2012	2010	2008	2006	2005
Do not have access to car or other transportation	51%	35%	49%	46%	15%
Saves money on parking	14%	15%	13%	17%	41%
Saves money on gas/auto expenses	10%	14%	10%	6%	8%
Avoid stress of driving/traffic congestion	6%	8%	4%	5%	2%
Saves time	6%	2%	1%	2%	2%
Subsidized by employer or other organization	3%	2%	2%	2%	2%
More convenient	3%	15%	15%	16%	20%
Environmental	2%	4%	4%	4%	9%
Predictable travel times compared to driving	1%	-	-	-	-
Provides regular exercise	1%	1%	-	-	-
Other	4%	4%	3%	2%	1%

Q: What is the ONE main reason you use transit?
N=3,003 (respondents who only gave ONE response)

Note: 2012 Bus based on weighted data

Transit Information Sources

Metrotransit.org is the most popular source for transit information, followed by printed schedules, information line and NexTrip.



t Denotes less than 1%

Transit information sources	2014	2012	2010	2008	2006	2005
metrotransit.org	46%	44%	45%	33%	34%	22%
Printed schedules	33%	32%	36%	40%	43%	37%
Metro Transit information line	19%	19%	21%	17%	12%	3%
NexTrip	16%	15%	6%	8%	-	-
Transit shelters	11%	10%	11%	8%	9%	3%
Bus drivers	6%	6%	4%	3%	-	-
Rider alerts	4%	4%	1%	3%	3%	4%
Google Map	4%*	2%	-	-	-	-
App on phone	4%*	1%	-	-	-	-
Transit stores	3%	3%	2%	2%	2%	2%
Onboard information cards	2%	2%	2%	2%	2%	1%
CONNECT (onboard newsletter)	2%	2%	1%	9%	6%	14%
On platform information kiosks	2%	-	-	-	-	-
All/Many/Multiple	0%	-	-	-	-	-
None/I just know	0%	0%	-	-	-	-
Other	2%*	5%	4%	2%	1%	2%

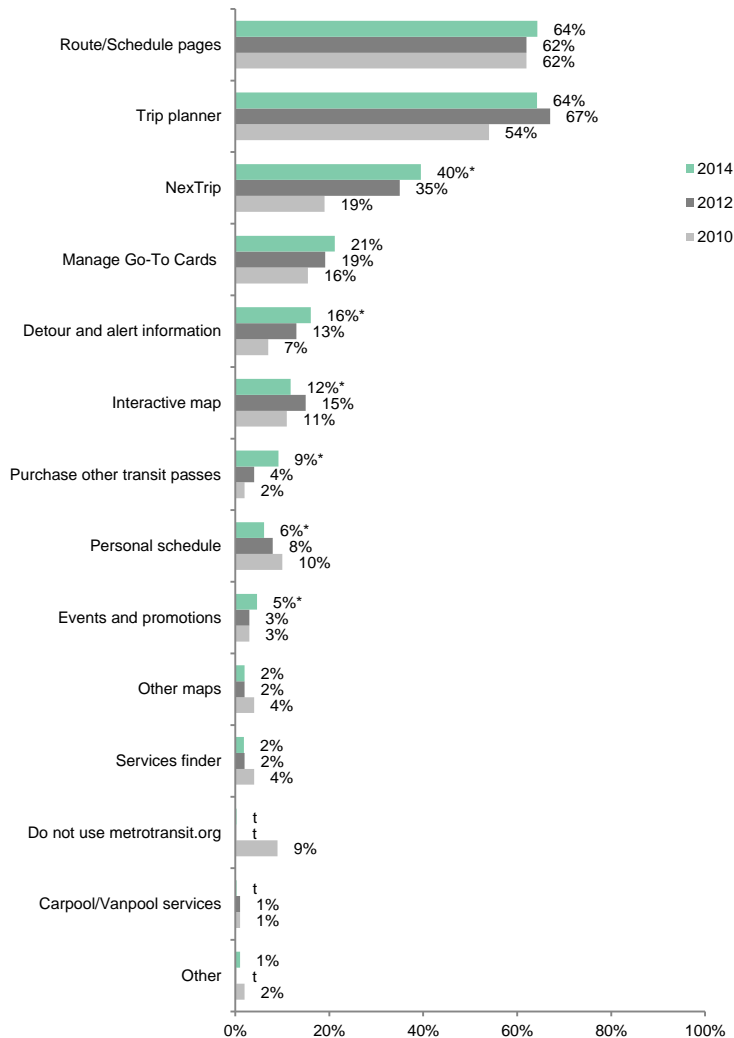
* Statistically significant difference 2014 to 2012

Q: What or who is your primary source for transit information?
N=4,904

Note: 2012 and 2014 Bus based on weighted data

Route/schedule pages and Trip Planner are the features most used on metrotransit.org. Use of NexTrip, detour and alert information and purchasing other transit passes have increased significantly since 2012, while the interactive map and personal schedule have decreased significantly.

Most used features on metrotransit.org

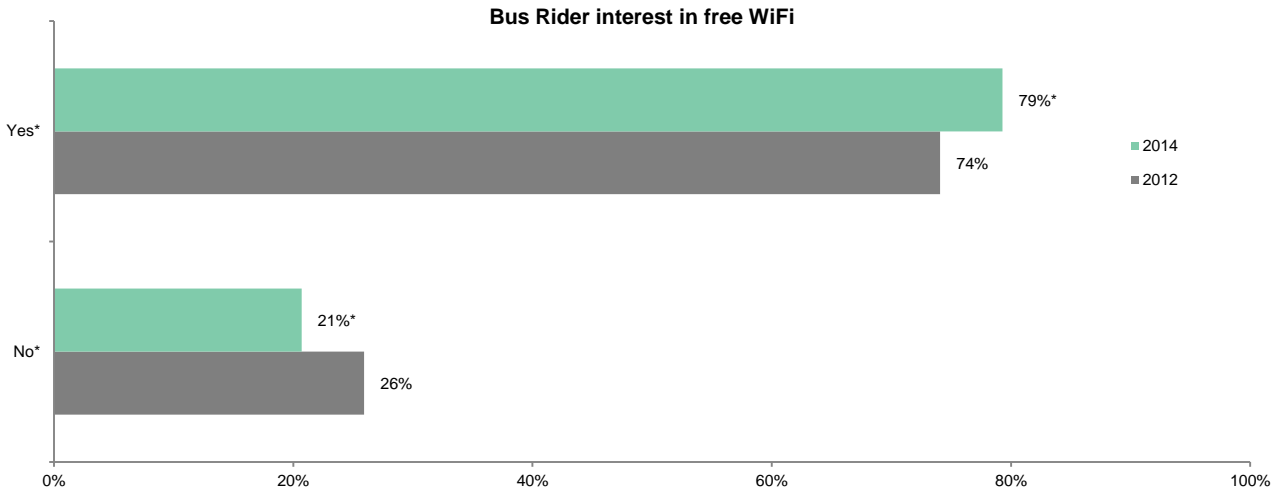


* Statistically significant difference 2014 to 2012
 t Denotes less than 1%

Q: If you use metrotransit.org, which features do you use? (check all that apply)
 N=2,461

Note: 2012 and 2014 Bus based on weighted data

Interest in WiFi has grown significantly, from 74% in 2012 to 79% currently indicating that they would use it if it was available for free.



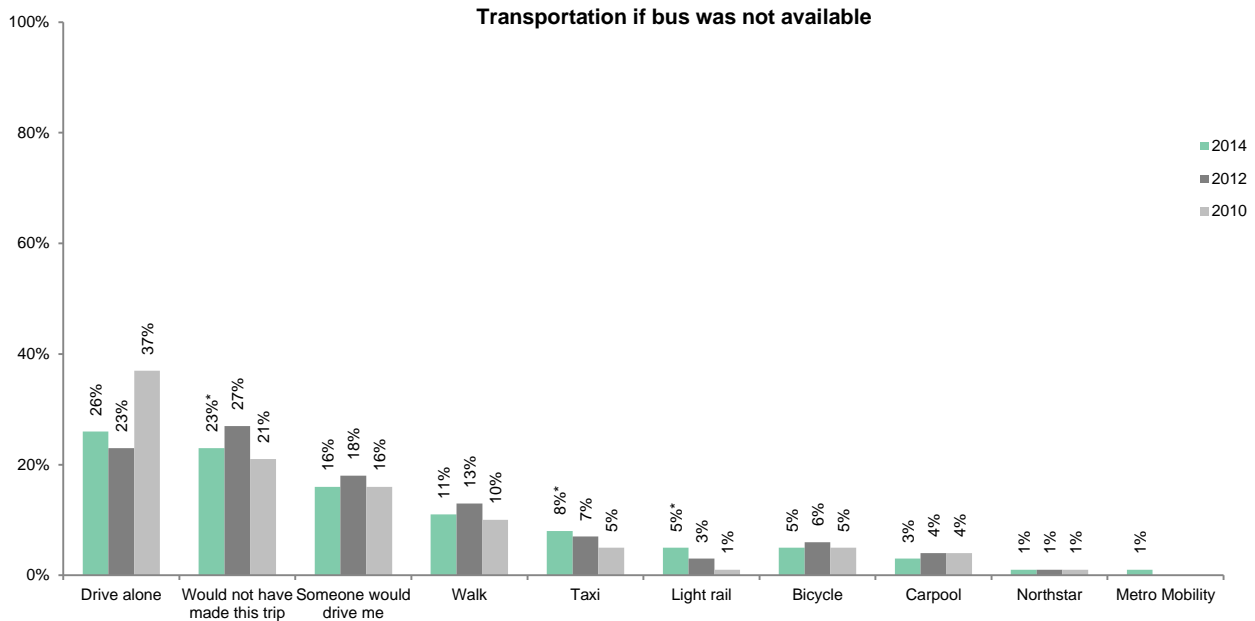
* Statistically significant difference

Q: If WiFi were available on your bus for free, would you use it?
N=4,171

Note: 2012 and 2014 bus based on weighted data

Transport If Bus Was Not Available

When asked what they would have done had bus service been unavailable, riders are most likely to report that they would drive alone. Those reporting that they would not have made the trip has decreased significantly since 2012.



Transportation	2014	2012	2010	2008	2006	2005	2003
Drive alone	26%	23%	37%	31%	36%	40%	43%
I would not have made this trip	23%*	27%	21%	23%	20%	19%	28%
Someone would drive me	16%	18%	16%	17%	18%	17%	14%
Walk	11%	13%	10%	11%	10%	7%	7%
Taxi	8%*	7%	5%	7%	6%	6%	5%
Light rail	5%*	3%	1%	-	-	-	-
Bicycle	5%	6%	5%	6%	5%	5%	3%
Carpool	3%	4%	4%	4%	5%	7%	-
Northstar	1%	1%	1%	-	-	-	-
Metro Mobility	1%	-	-	-	-	-	-

* Statistically significant difference 2014 to 2012

Q: If a bus route had not been available today, how would you have made this trip?

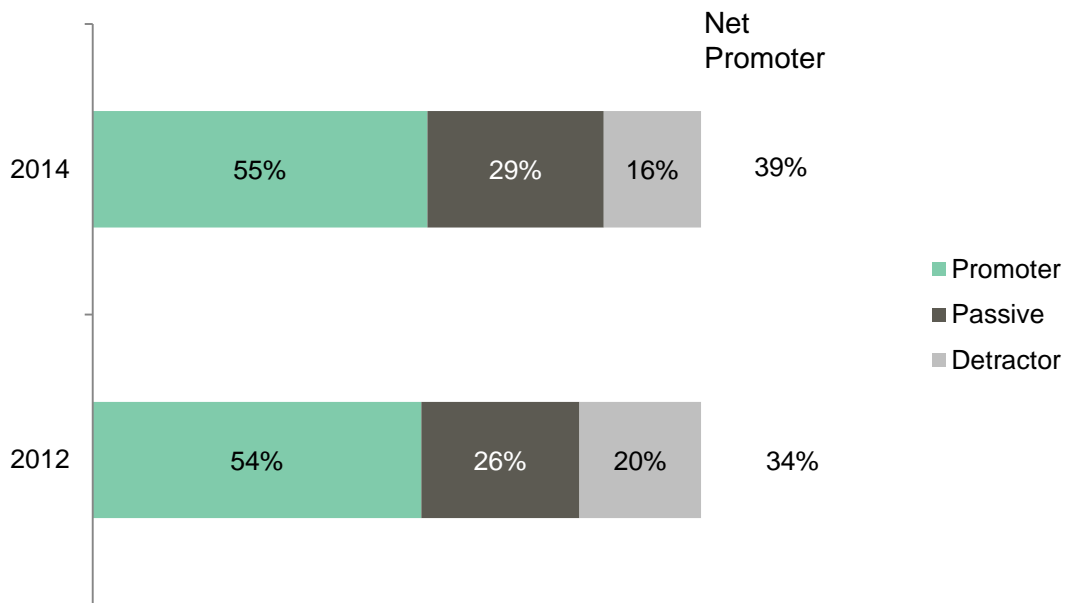
N=2,060

In 2014, question presented on version A only.

Note: 2012 and 2014 Bus based on weighted data

Likely to Recommend Metro Transit

Net Promoter Score (NPS) for Metro Transit has risen from 34% in 2012 to 39% in 2014.



2014	
Promoters	55%
- Detractors	16%
Net Promoter Score	39%

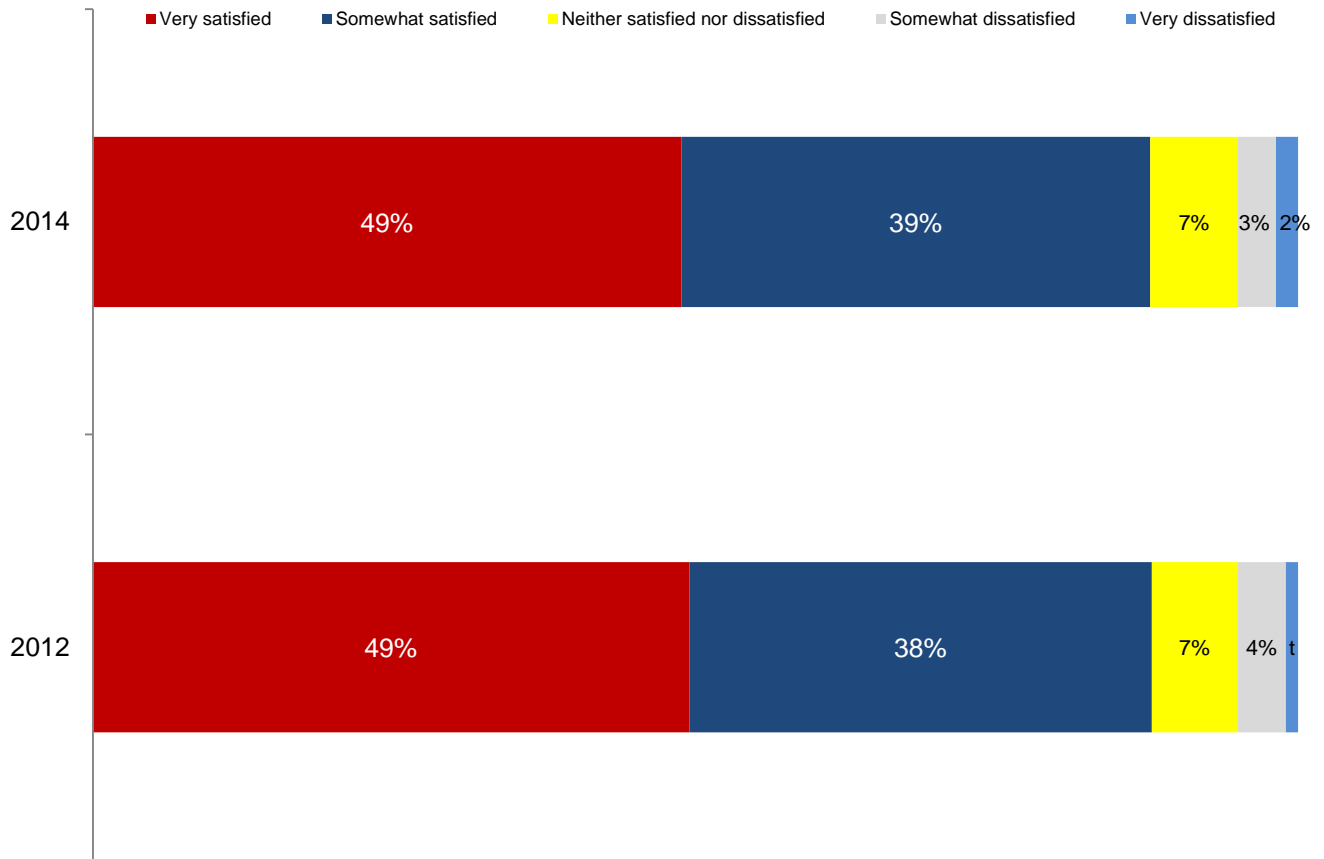
2012	
Promoters	54%
- Detractors	20%
Net Promoter Score	34%

Q: On a scale of 0-10, where "10" is "extremely likely" and "0" is "not at all likely", how likely is it that you would recommend Metro Transit to a friend or colleague?
 N=4,883

Note: 2014 and 2012 bus based on weighted data

Satisfaction with Metro Transit Experience

When asked about their satisfaction with their Metro Transit experience, 88% report being satisfied (either very or somewhat) while only 5% report being dissatisfied (either very or somewhat). Satisfaction with Metro Transit experience is largely unchanged since 2012.



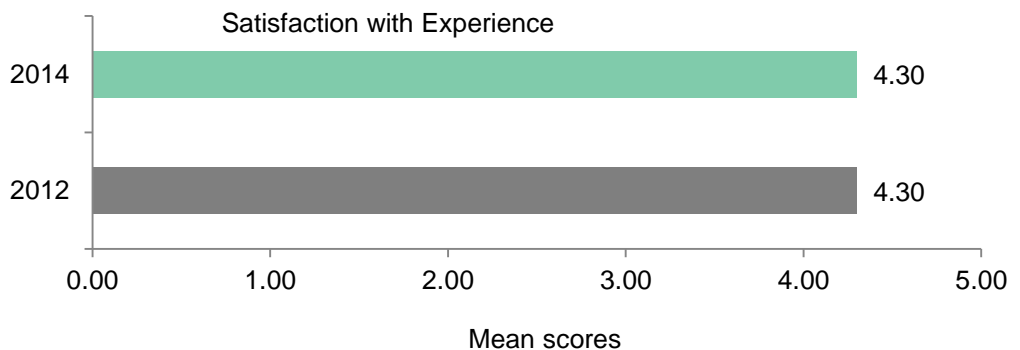
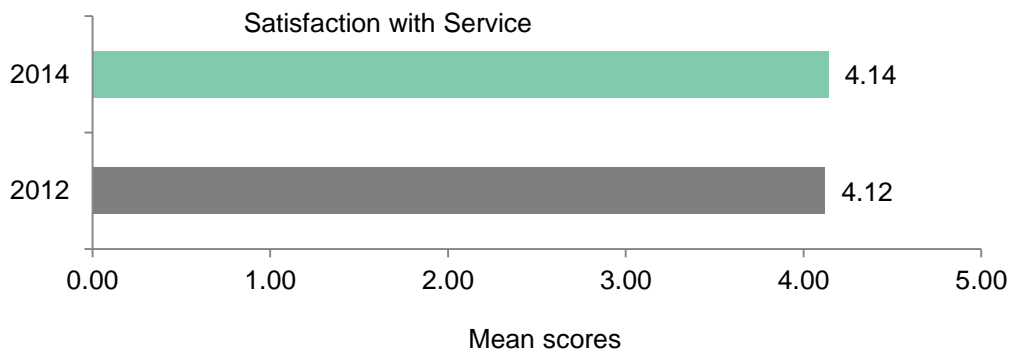
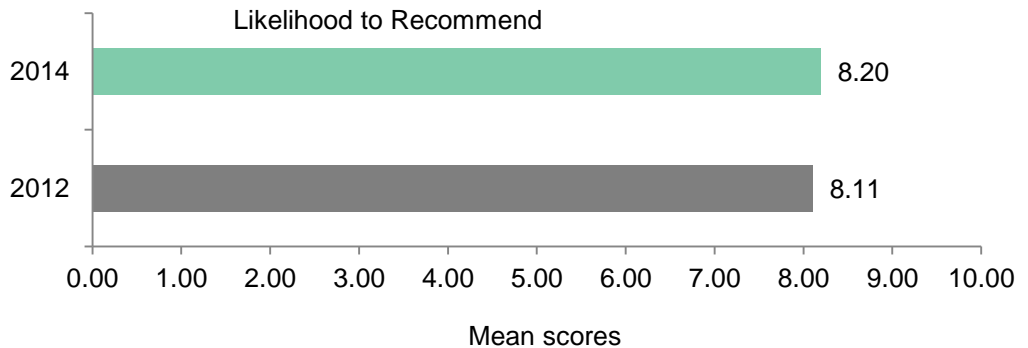
t Denotes less than 1%

Q: Overall, how satisfied are you with your Metro Transit experience?
N=4,855

Note: 2014 and 2012 bus based on weighted data

Satisfaction with Metro Transit

For all three measures of satisfaction, scores have remained strong and stable since 2012.



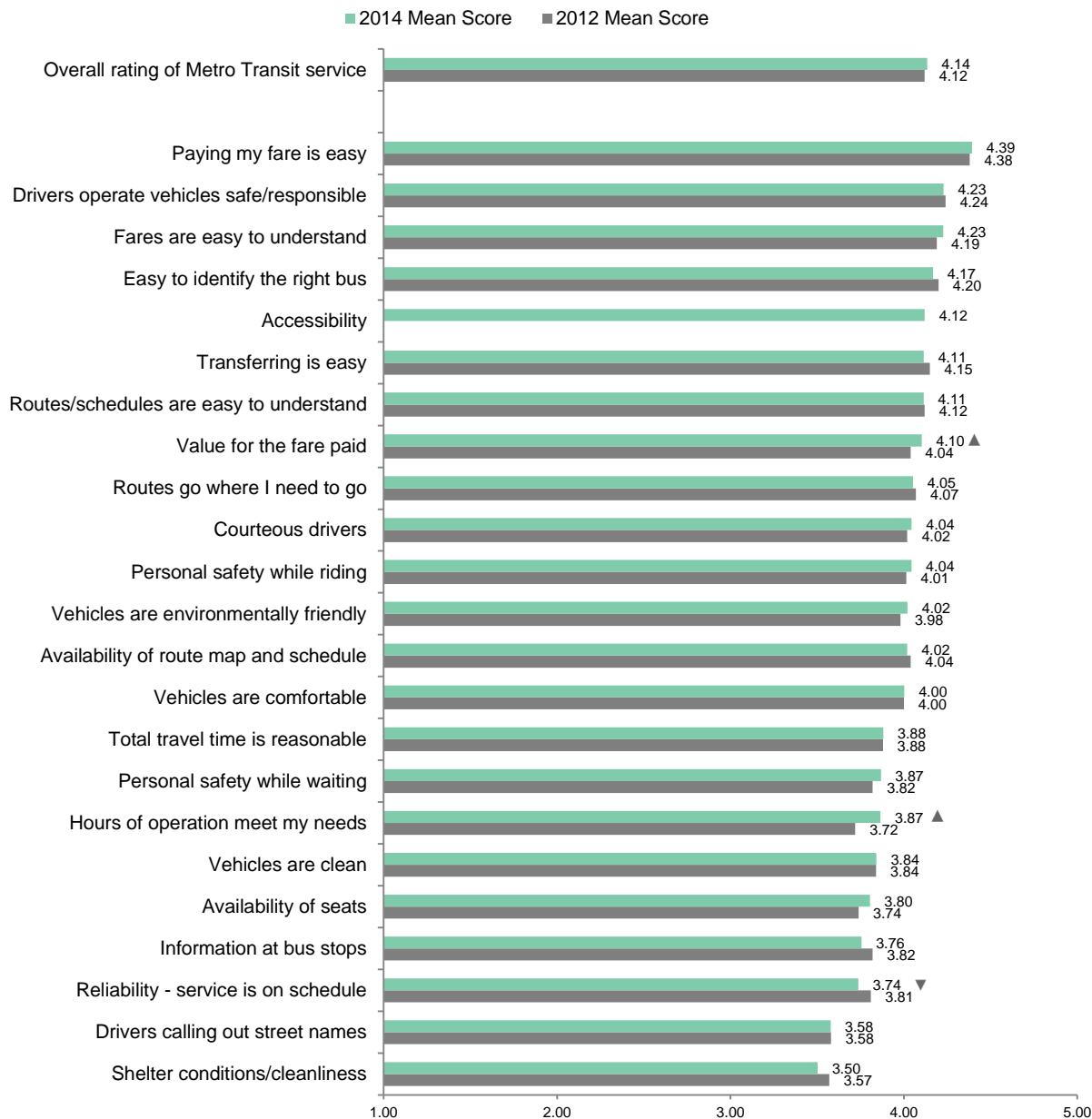
Q: How likely is it that you would recommend Metro Transit to a friend or colleague? N=4,883

Q: Overall rating of Metro Transit service? N=4,726

Q: Overall, how satisfied are you with your Metro Transit experience? N=4,855

Note: 2012 and 2014 Bus based on weighted data

Performance Ratings



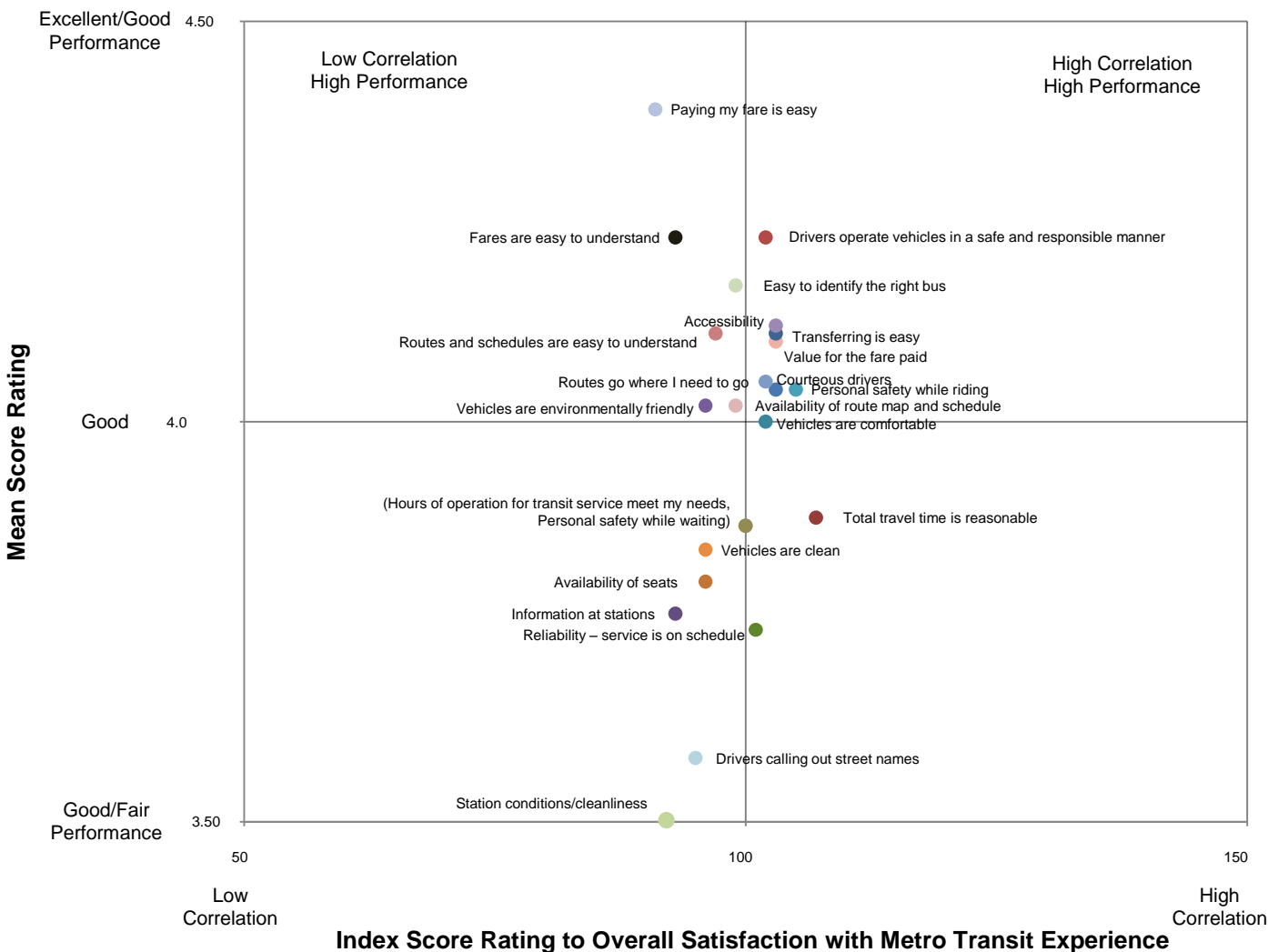
Q: Please rate Metro Transit's performance on the following elements of bus service:
N=2,608-4,726

In 2014, overall satisfaction was asked of all respondents. All other attributes were divided evenly between survey versions.

▲ Denotes that 2014 data is significantly higher than 2012
▼ Denotes that 2014 data is significantly lower than 2012

Note: 2012 and 2014 Bus based on weighted data

To inform organizational priorities, areas that have stronger correlations to satisfaction and lower levels of relative performance represent opportunities where greater attention can make the biggest impact. For bus riders, areas with the greatest opportunities include total travel time is reasonable and reliability – service is on schedule. In addition, personal safety while riding, courteous drivers, vehicles are comfortable, routes go where I need to go, hours of operation meet my transit service needs and personal safety while waiting warrant attention.



Q: Please rate Metro Transit's performance on the following elements of bus service:
N=2,608-4,726

Note: 2014 bus based on weighted data

Elements	Importance Index	Performance Mean
Total travel time is reasonable	107	3.88
Personal safety while riding	105	4.04
Accessibility	103	4.12
Transferring is easy	103	4.11
Value for the fare paid	103	4.10
Courteous drivers	103	4.04
Drivers operate vehicles in a safe and responsible manner	102	4.23
Routes go where I need to go	102	4.05
Vehicles are comfortable	102	4.00
Reliability – service is on schedule	101	3.74
Hours of operation for transit service meet my needs	100	3.87
Personal safety while waiting	100	3.87
Easy to identify the right bus	99	4.17
Availability of the route map and schedule	99	4.02
Routes and schedules are easy to understand	97	4.11
Vehicles are environmentally friendly	96	4.02
Vehicles are clean	96	3.84
Availability of seats	96	3.80
Drivers calling out street names	95	3.58
Fares are easy to understand	93	4.23
Information at bus stops	93	3.76
Shelter conditions/cleanliness	92	3.50
Paying my fare is easy	91	4.39

Q: Please rate Metro Transit's performance on the following elements of bus service:
N=2,608-4,726

Note: 2014 bus based on weighted data

Excellent/ Good Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Paying my fare is easy	4.39	4.38	same
Fares are easy to understand	4.23	4.19	same
Easy to identify the right bus	4.17	4.2	same
Routes and schedules are easy to understand	4.11	4.12	E/G & High
Availability of the route map and schedule	4.02	4.04	E/G & High
Vehicles are environmentally friendly	4.02	3.98	G/F & Low

Excellent/Good Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Drivers operate vehicles in a safe and responsible manner	4.23	4.24	same
Accessibility	4.12	NA	NA
Transferring is easy	4.11	4.15	same
Value for the fare paid	4.10	4.04	same
Routes go where I need to go	4.05	4.07	same
Courteous drivers	4.04	4.02	same
Personal safety while riding	4.04	4.01	same
Vehicles are comfortable	4.00	4.00	E/G & Low

Good/ Fair Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Vehicles are clean	3.84	3.84	G/F & High
Availability of seats	3.80	3.74	same
Information at bus stops	3.76	3.82	same
Drivers calling out street names	3.58	3.58	same
Shelter conditions/cleanliness	3.50	3.57	same

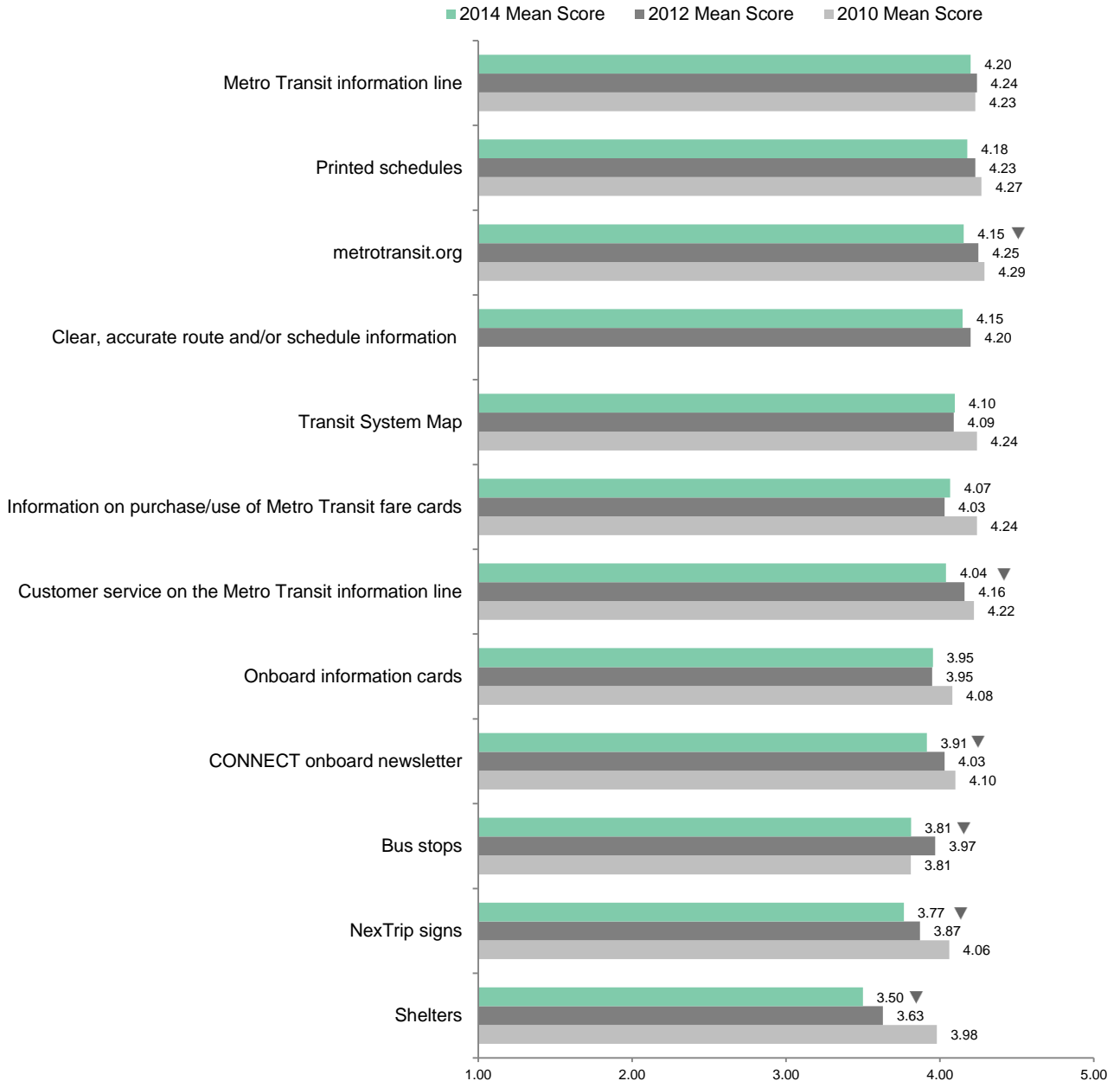
Good/ Fair Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Total travel time is reasonable	3.88	3.88	same
Hours of operation for transit service meet my needs	3.87	3.72	G/F & Low
Personal safety while waiting	3.87	3.82	same
Reliability – service is on schedule	3.74	3.81	same

Q: Please rate Metro Transit's performance on the following elements of experience
N=2,608-4,726

Note: 2014 bus based on weighted data

Communication Ratings

BUS - Trends



Q: Please rate how well we are communicating with you in the following areas by providing:
 N=2,156-2,348
 Attributes were divided evenly between survey versions.

▼ Denotes that 2014 data is significantly lower than 2012

Note: 2012 and 2014 Bus based on weighted data

Light Rail

DISTRIBUTED SURVEYS

Total Distributed	12,100
Weekday Blue Distributed	4,067
Weekend Blue Distributed	1,983
Weekday Green Distributed	4,414
Weekend Green Distributed	1,636

COMPLETED RETURNS

Total Collected	5,550 (46%)
Weekday Blue Collected:	1,543
Weekend Blue Collected:	824
Weekday Green Collected:	1,438
Weekend Green Collected:	532
Mail Returns:	1,040
Online:	173

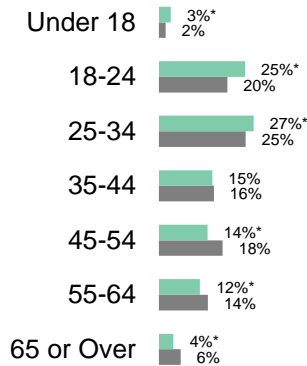
Light Rail Rider Snapshot



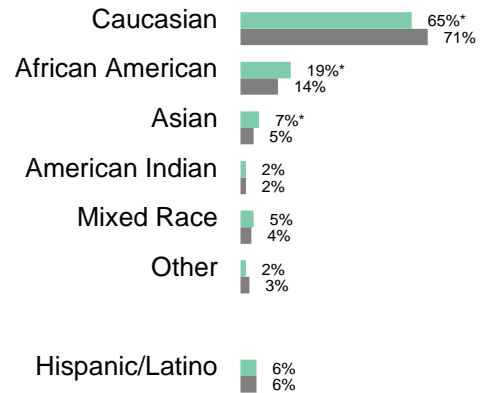
Demographics

- Top zip code origins: 55406, 55417, 55407, 55404
- Top zip code destinations: 55402, 55401, 55425
- Increase in younger riders (18-34) since 2012
- Number of non-white riders is higher
- Annual HH incomes remain stable since 2012
- 52% female

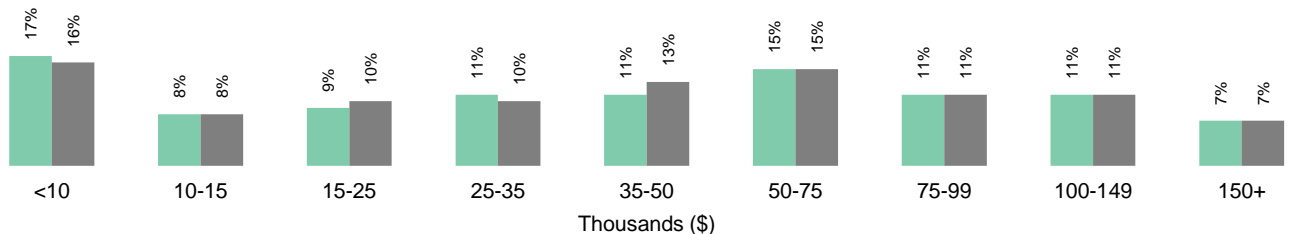
Age



Race



Household Income



* Statistically significant difference 2014 to 2012



RIDERSHIP

- 52% ride LRT on weekdays and 39% ride on both weekdays and weekends.
- Most ride during rush hour (69%).
- Riding LRT five days a week is most common (36%), 66% ride four to seven days a week.
- Work is the primary trip purpose (53%), followed by school (16%) and shopping/errands (15%).
- 34% have no working automobiles available for use.
- 13% use Park & Ride.

INFLUENCES

- 38% report their employer or an organization they are involved with offer transit passes, and of those, 59% cover part of the cost.
- Friends, family and coworkers (25%), school (24%), and moved locations (21%) are the top influences to first try transit.

PREFERENCES

- For over half (51%), living or working close to transit is the main reason for using transit, followed by saving money on parking (48%).
- Half (50%) use metrotransit.org as their primary source for transit information with the primary features being trip planner and route/schedule pages.
- 77% of riders use Go-To technology to pay their fare.

METRO TRANSIT RATINGS

- High Correlation, High Performance*
- Transferring is easy
 - Value for fare paid
 - Hours of operation for transit service meet my needs
 - Vehicles are environmentally friendly
- High Correlation, Lower Performance*
- Total travel time is reasonable
 - Reliability – service is on schedule
 - In addition, personal safety while waiting and vehicles are clean warrant attention.

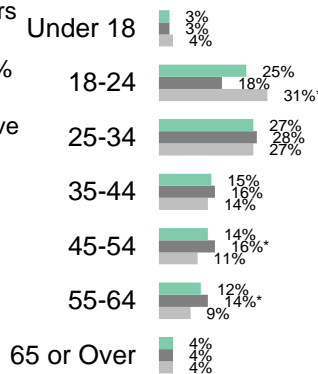
Light Rail Rider Snapshot– Blue Line / Green Line



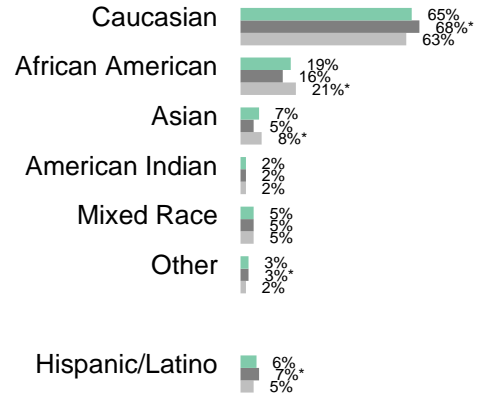
Demographics

- Over one-third of Green Line riders are under 25 years of age.
- 37% of Green Line riders and 32% of Blue Line riders are non-white.
- Over half of Green Line riders have incomes under \$35,000.
- Female: 52% Blue / 51% Green

Age

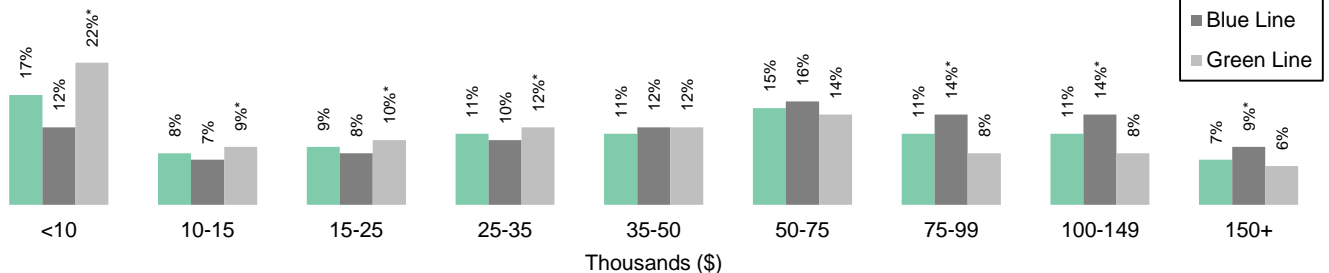


Race



Household Income

* Statistically significant difference



SATISFACTION

Blue Line riders report significantly higher likelihood to recommend scores for Metro Transit than Green Line riders.

COMMUNICATIONS

- Blue Line riders have significantly higher ratings for Transit System Map, clear and accurate route/schedule information and printed schedules than Green Line riders.
- Green Line riders have significantly higher ratings for customer service on the Metro Transit Information Line than Blue Line riders.

PERFORMANCE

- Across performance ratings, Green Line riders report significantly higher ratings for vehicles are comfortable, personal safety while riding, availability of seats and station conditions/cleanliness.
- Blue Line riders report a significantly higher ratings for total travel time is reasonable and reliability, service is on schedule.

IMPORTANCE/PERFORMANCE

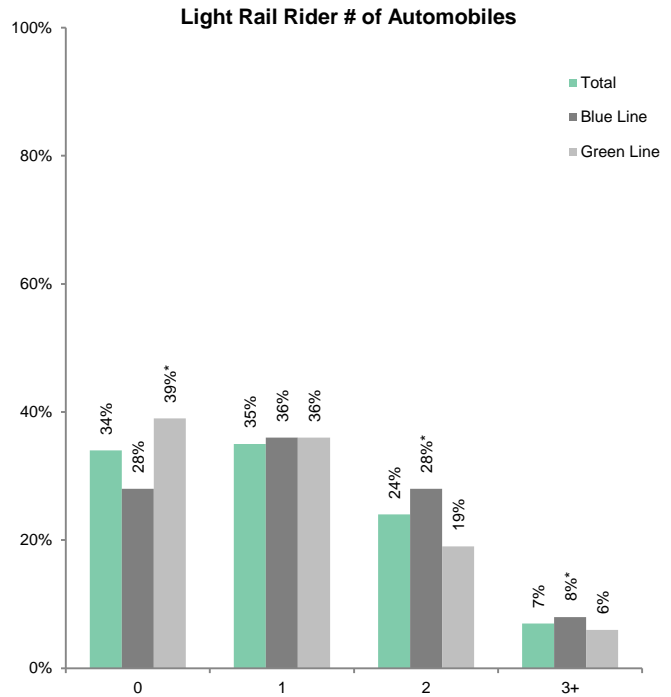
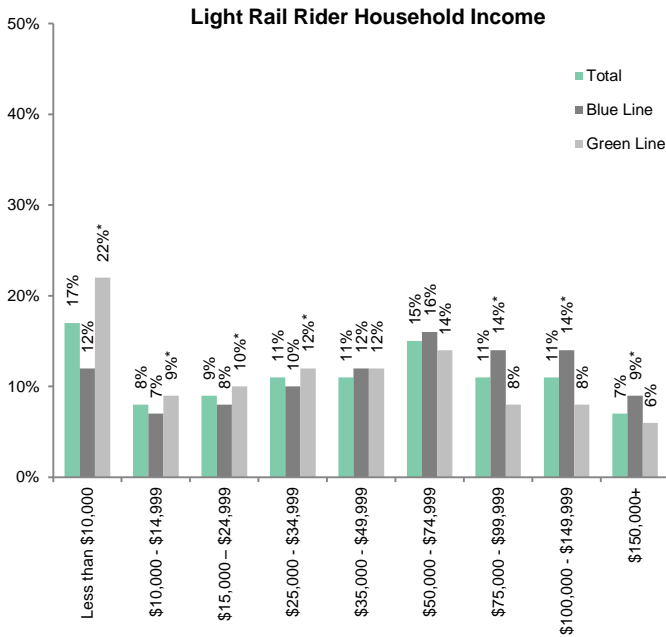
Blue Line Priorities

- Reliability – service is on schedule
- Availability of seats
- In addition, personal safety while waiting, personal safety while riding and vehicles are clean warrant attention.

Green Line Priorities

- Total travel time is reasonable
- Reliability – service is on schedule
- Personal safety while waiting

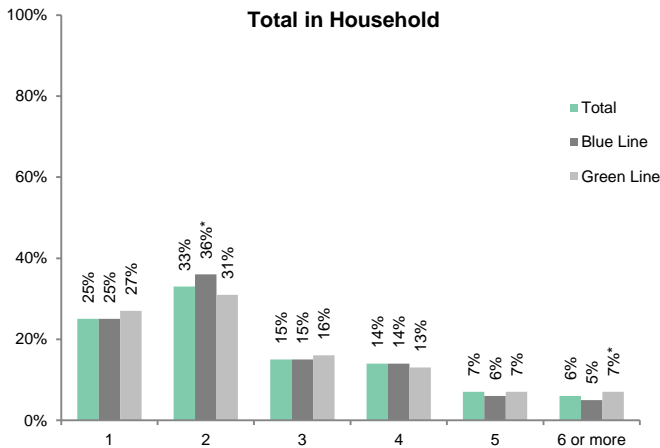
Green Line riders report significantly lower household incomes than Blue Line riders. Green Line riders are significantly more likely to not have a working automobile available for their use.



* Statistically significant difference

Q: Approximately what was your family's total household income last year before taxes?

N=4,665



* Statistically significant difference

Q: How many people, including yourself, are in your household?

N=5,088

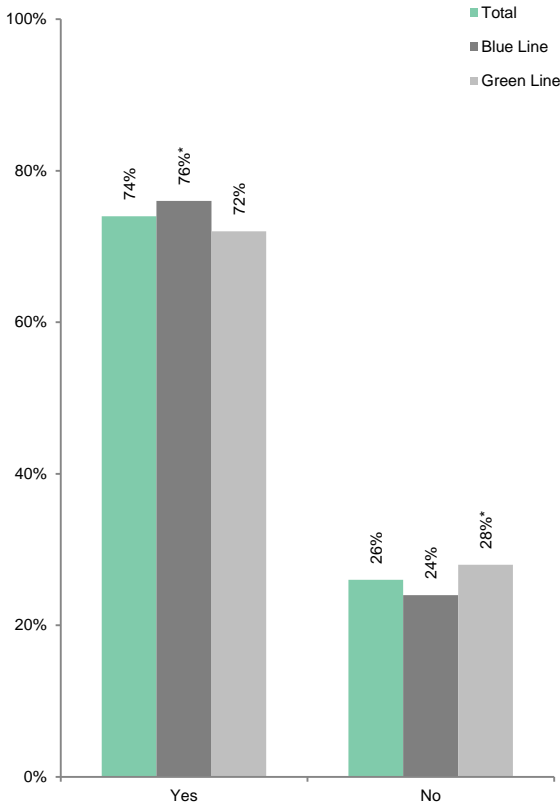
* Statistically significant difference

Q: How many working automobiles do you have available for your use?

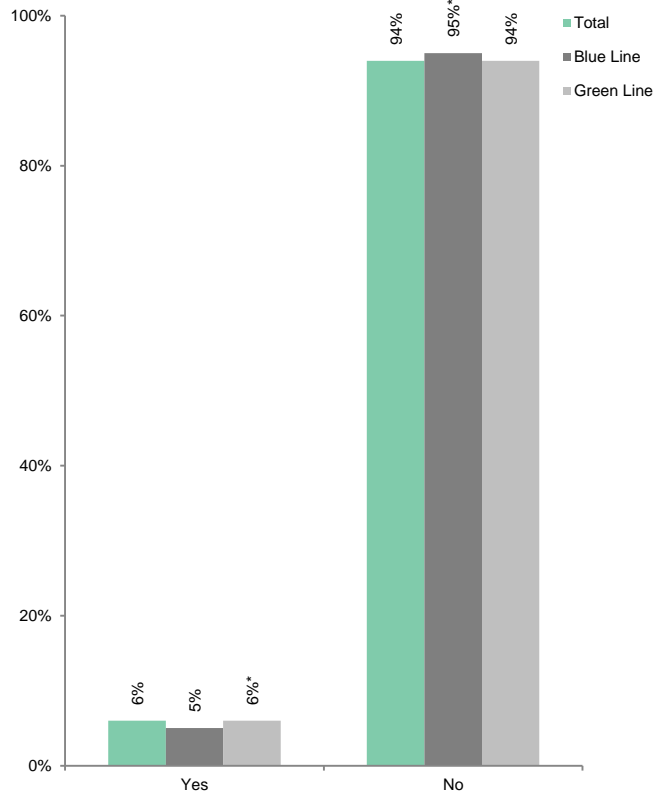
N=5,087

Green Line riders are significantly less likely to have a valid driver's license but more likely to have a Metro Mobility ID or a state-issued ID with an "L" or "A" endorsement.

Do you have a valid driver's license? (Light Rail Rider)



Do you have a Metro Mobility ID or state-issued ID with an "L" or "A" endorsement? (Light Rail Rider)



* Statistically significant difference

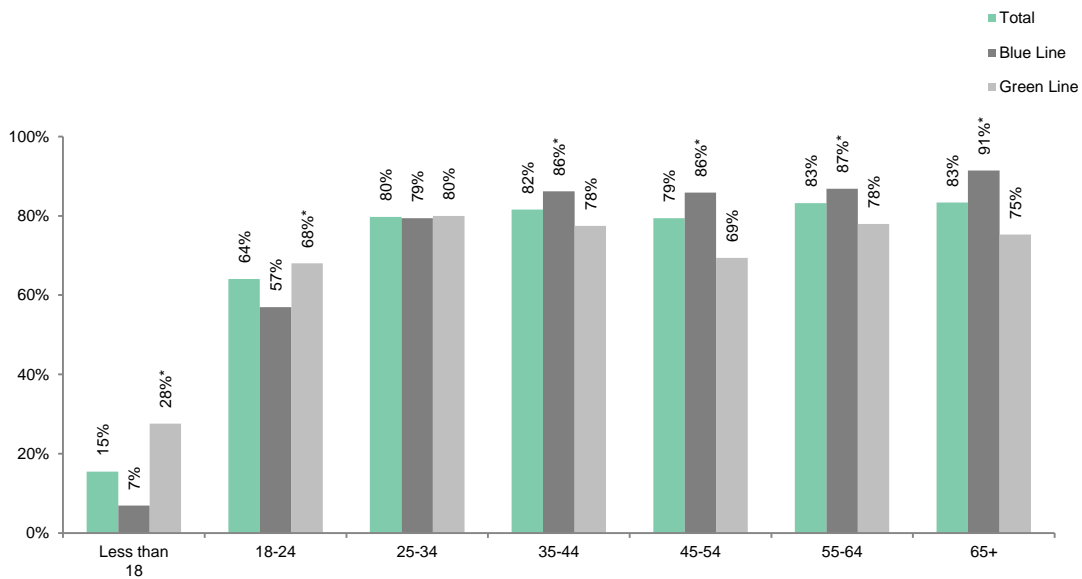
Q: Do you have a valid Driver's license?
N=5,133

* Statistically significant difference

Q: Do you have a Metro Mobility ID OR state-issued ID with an "L" or "A" endorsement?
N=5,024

Younger riders with valid driver's licenses are significantly more likely to be using the Green Line than the Blue Line.

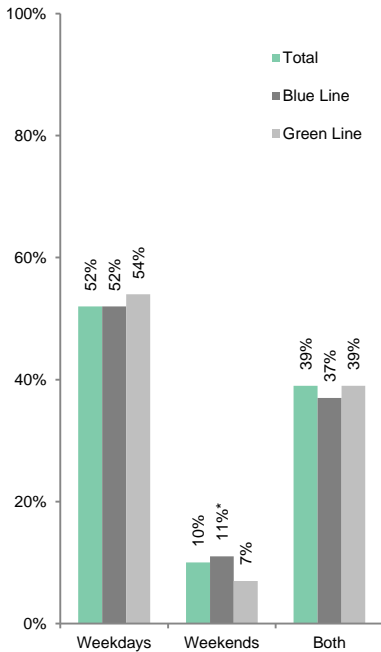
Valid driver's license by age (Light Rail Rider)



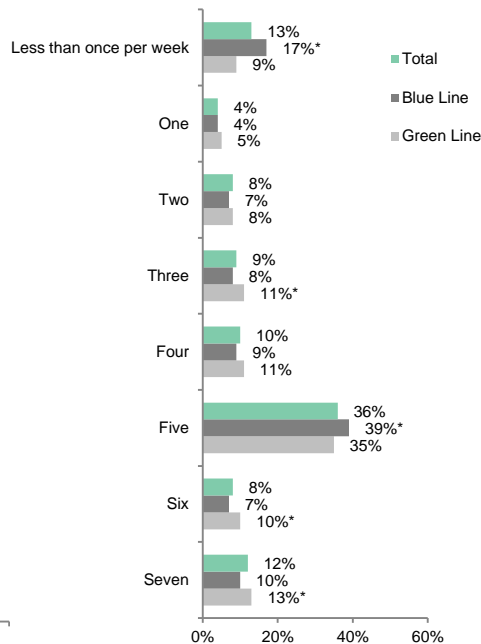
* Statistically significant difference
 Q: Do you have a valid Driver's license?
 N=5,133

Blue Line riders are significantly more likely to indicate that they usually travel on weekends than Green Line riders. Green Line riders are significantly more likely than Blue Line riders to travel six or seven days a week. Green Line riders are significantly more likely to travel during non-rush hours while Blue Line riders are significantly more likely to travel for special events.

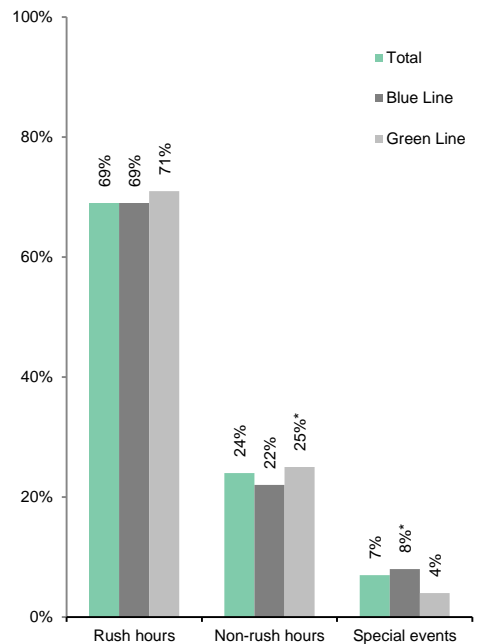
Light Rail Rider Travel Days



How many days per week do you usually ride the light rail?



Light Rail Travel Times



* Statistically significant difference
 Q: On which day(s) of the week do you usually ride the light rail?
 N=5,028

* Statistically significant difference
 Q: How many days per week do you usually ride the light rail?
 N=5,302

* Statistically significant difference
 Q: When do you usually ride the light rail?
 N=4,324

Top Blue Line origination zip codes									
2014		2012		2010		2008		2006	
Zip Code	%	Zip Code	%	Zip Code	%	Zip Code	%	Zip Code	%
55406	10.4%	55406	11.1%	55406	18.0%	55406	16.2%	55406	17.0%
55417	6.8%	55417	6.3%	55417	7.4%	55417	13.1%	55417	10.7%
55407	5.2%	55404	6.1%	55407	5.0%	55407	5.4%	55407	4.7%
55404	4.8%	55407	5.7%	55404	4.8%	55404	3.3%	55116	3.8%
55411	3.8%	55403	3.4%	55116	3.5%	55116	2.8%	55404	3.1%
55414	3.2%	55116	2.7%	55454	3.0%	55403	2.8%	55122	3.0%
55401	2.4%	55411	2.7%	55425	2.4%	55124	2.4%	55403	2.7%
55116	2.4%	55414	2.7%	55123	2.3%	55420	2.3%	55124	2.6%
55403	2.3%	55425	2.6%	55122	2.1%	55123	2.2%	55420	2.6%
55408	2.1%	55401	2.5%	55403	1.9%	55423	2.2%	55454	2.1%

Q: What is your home ZIP CODE?
N=2,872

Top Blue Line destination zip codes									
2014		2012		2010		2008		2006	
Zip Code	%	Zip Code	%	Zip Code	%	Zip Code	%	Zip Code	%
55402	17.0%	55402	18.1%	55401	27.4%	55402	29.2%	55402	29.0%
55401	9.3%	55401	8.5%	55402	6.3%	55401	9.7%	55401	10.4%
55425	7.8%	55425	7.1%	55454	5.2%	55415	6.5%	55415	7.9%
55406	4.8%	55403	6.0%	55108	4.9%	55111	6.1%	55403	5.8%
55403	4.6%	55417	5.0%	55414	4.9%	55403	5.9%	55111	5.2%
55415	4.3%	55406	4.9%	55405	3.8%	55417	4.3%	55455	5.1%
55407	4.2%	55415	4.7%	55403	3.5%	55455	4.2%	55417	4.9%
55417	3.9%	55455	4.0%	55416	3.1%	55406	3.8%	55425	3.5%
55455	3.8%	55404	3.6%	55423	2.9%	55425	3.3%	55406	3.1%
55404	3.0%	55111	2.9%	55406	2.5%	55487	2.1%	55404	1.9%
		55407	2.9%						

Q: What is the ZIP CODE of your final destination TODAY?
N=1,724

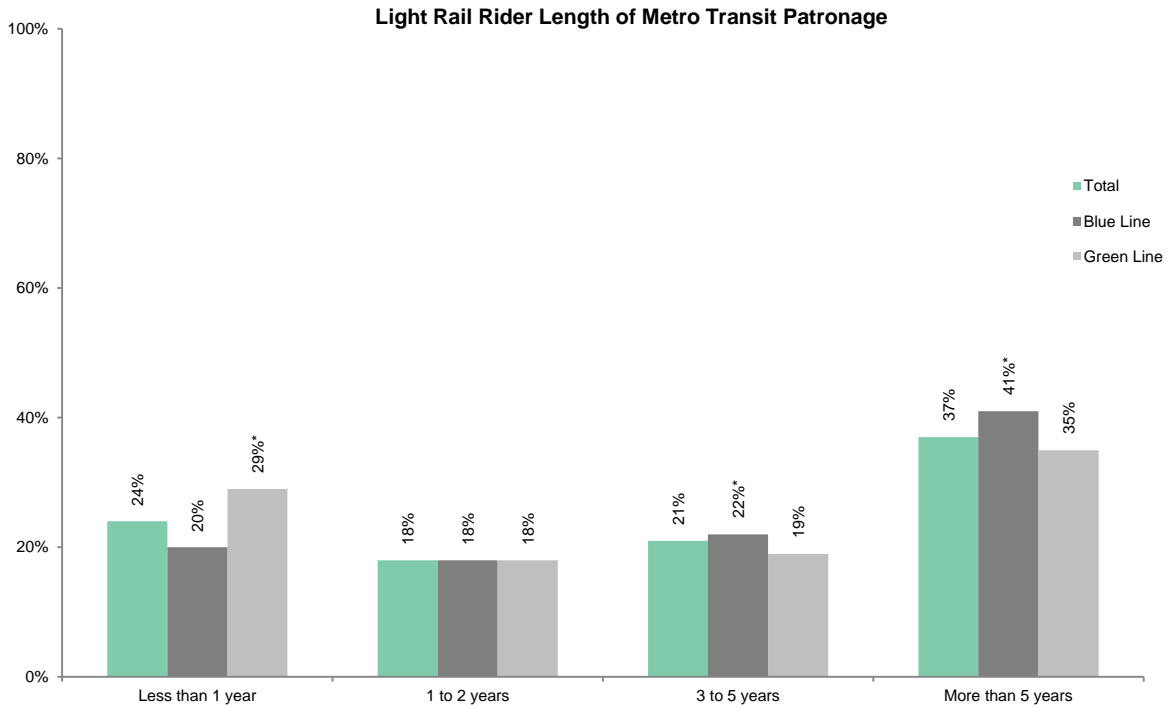
Top Green Line origination zip codes	
2014	
Zip Code	%
55104	16.4%
55414	8.2%
55101	5.1%
55114	3.7%
55103	3.4%
55102	3.3%
55106	3.3%
55117	3.1%
55404	2.9%
55411	2.7%

Q: What is your home ZIP CODE?
N=2,490

Top Green Line destination zip codes	
2014	
Zip Code	%
55455	15.2%
55104	11.3%
55414	8.6%
55402	7.0%
55101	6.5%
55401	4.5%
55114	3.7%
55403	2.9%
55102	2.6%
55103	2.4%

Q: What is the ZIP CODE of your final destination TODAY?
N=1,564

As anticipated, riders of the new Green Line are significantly more likely to indicate that they have been using Metro Transit services for less than one year.

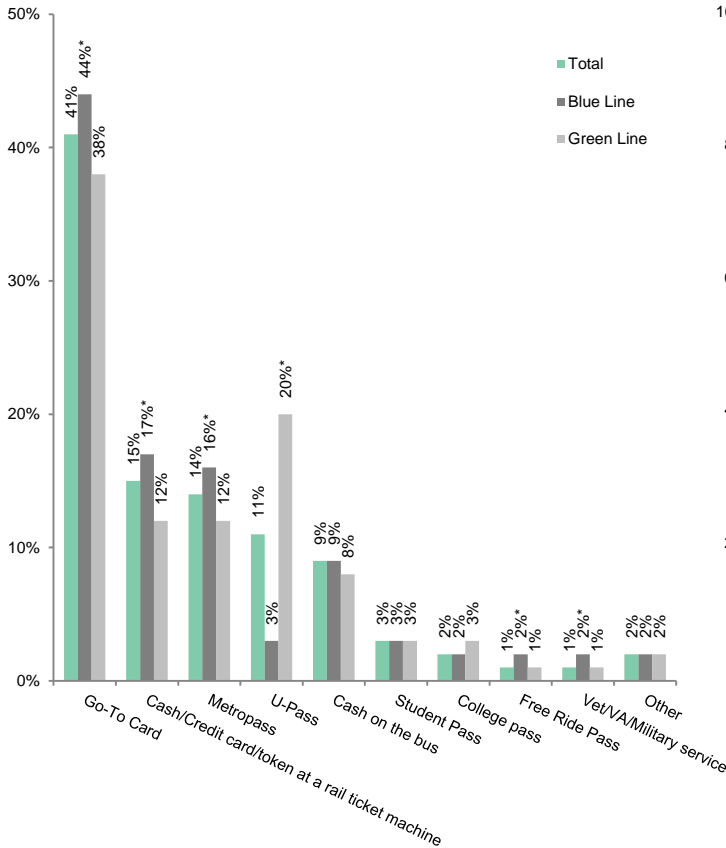


* Statistically significant difference

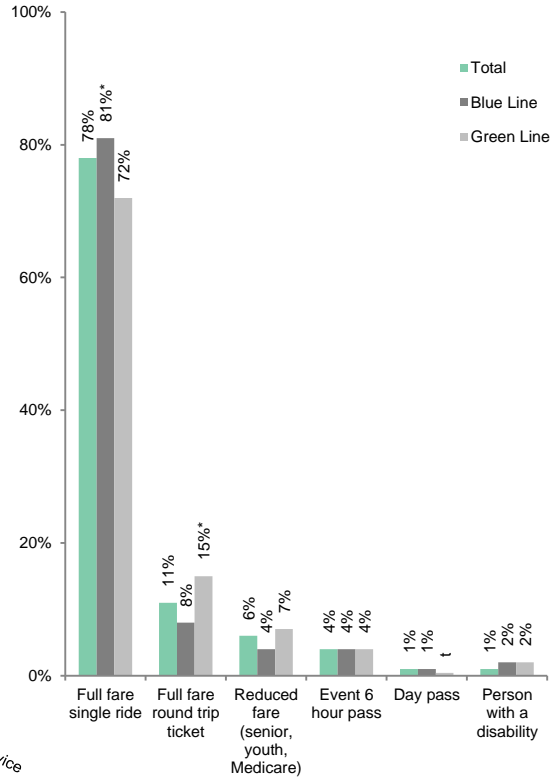
Q: How long have you used Metro Transit services?
N=5,064

Blue Line riders are significantly more likely to use Go-To cards, cash/credit card/token and Metropass to pay their fare. In turn, Green Line riders are significantly more likely to utilize the U-Pass. Blue Line riders are significantly more likely to purchase a full fare single ride tickets when making their purchase with cash/credit card/token at a rail ticket machine while Green Line riders are more likely to purchase full fare round trip tickets.

How did you pay for your fare today? (Light Rail Rider)



If [cash or credit card], what kind of ticket did you purchase? (Light Rail Rider)



* Statistically significant difference

t Denotes less than 1%

Q: How did you pay for your fare today?

N=5,128

**Only weekday responses were used.

Rates of Go-To technology participation are higher than reported transaction data.

* Statistically significant difference

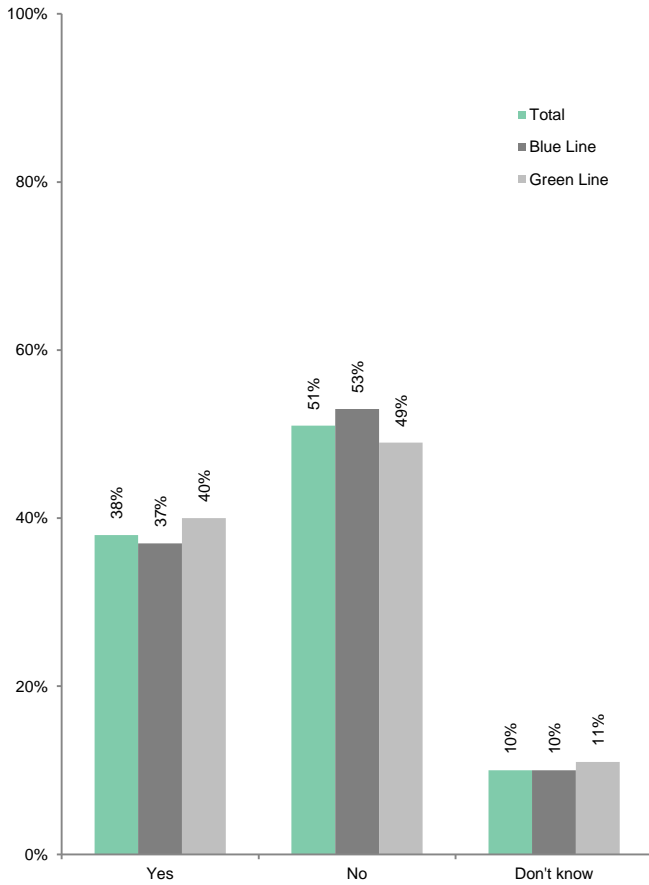
t Denotes less than 1%

Q: What kind of ticket did you purchase?

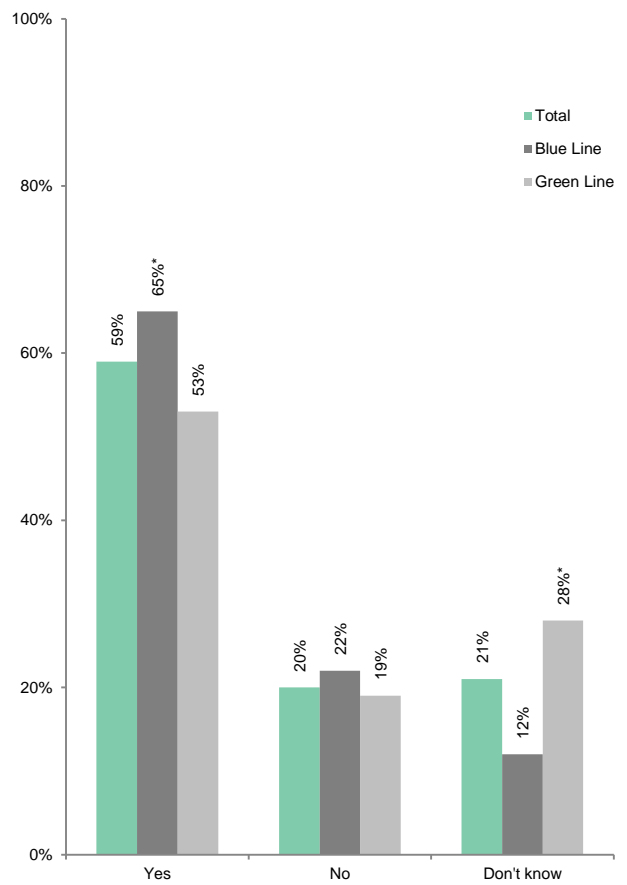
N=607

Employers offering transit passes do not differ significantly between the Blue and Green Lines. However, Blue Line riders are significantly more likely to report that their employer, organization or agency does share part of the cost while Green Line riders are more likely not to know.

Does your employer offer transit passes? (Light Rail Rider)



If yes, does it share part of the cost? (Light Rail Rider)

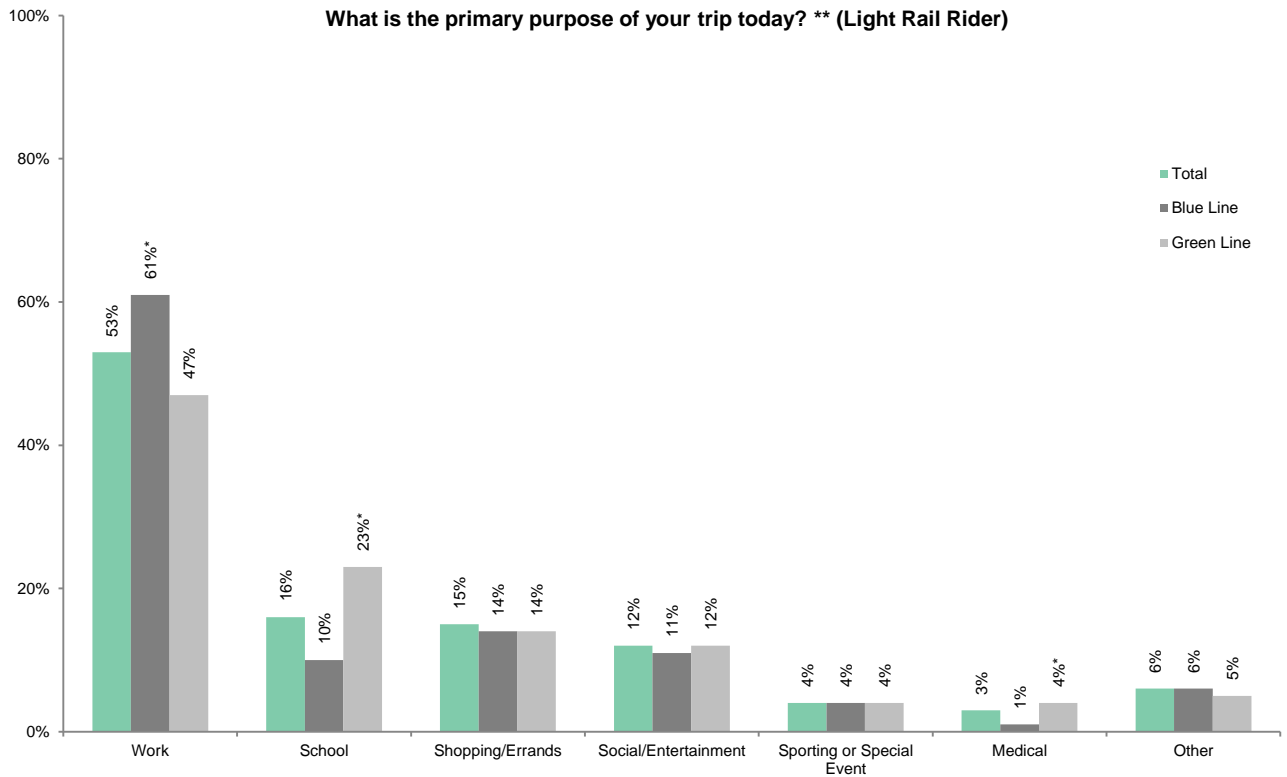


Q: Does your employer, organization or agency offer transit passes?
 N=2,536
 Question presented on version A only.

* Statistically significant difference
 Q: If yes, does it share part of the cost?
 N=882
 Question presented on version A only.

Primary Purpose for Use

Blue Line riders are more likely to indicate that the primary purpose of their trip is work on the day surveyed while Green Line riders are significantly more likely to report their primary purpose is school.

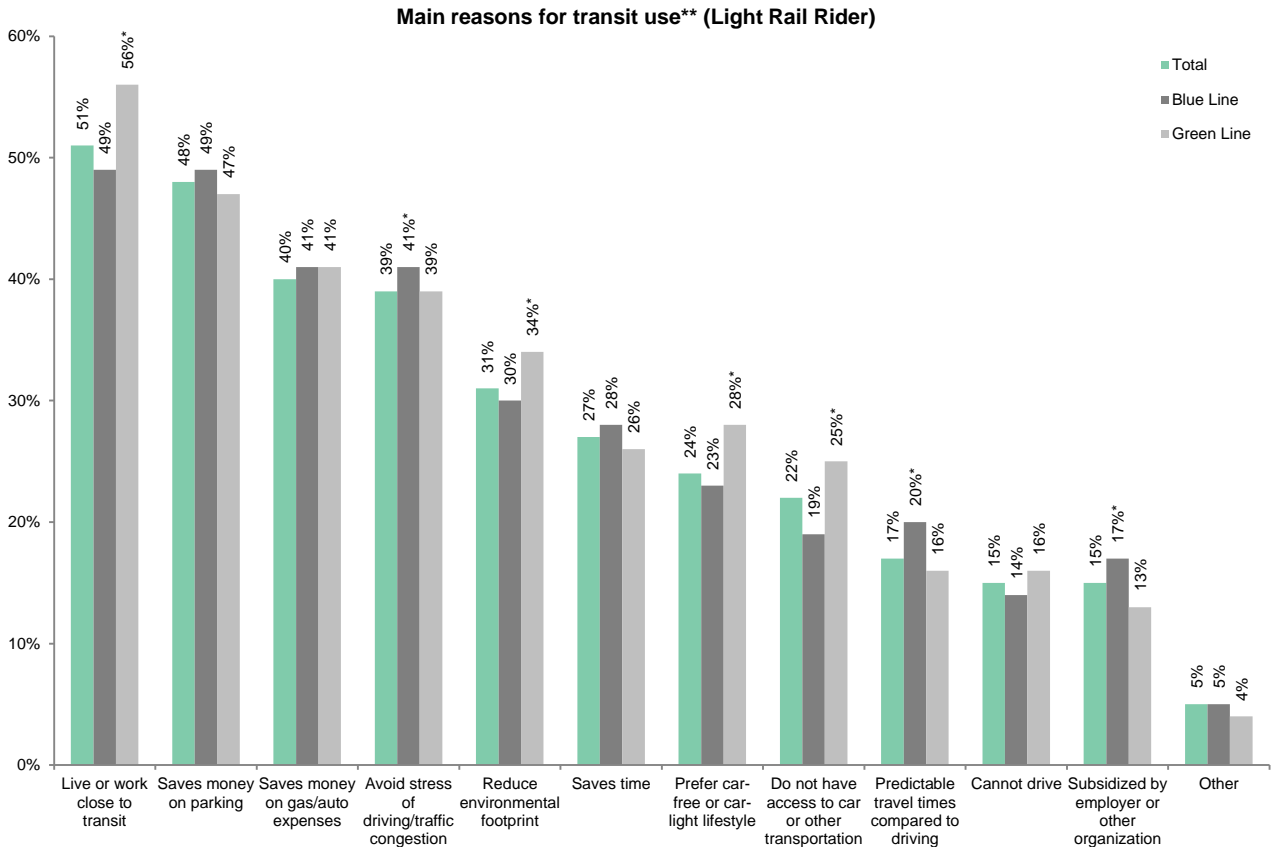


* Statistically significant difference

Q: What is the primary purpose of your trip today?
N=2,681

**Totals exceed 100% due to respondents selecting multiple responses.

Green Line riders are significantly more likely to report that the main reason they use transit is that they live or work close to transit, reduces their environmental footprint, preference for a car-free lifestyle and that they lack access to car or other transportation. In contrast, Blue Line riders are significantly more likely to indicate that they want to avoid the stress of driving, prefer predictable travel times and that their ride is subsidized by their employer.



**Totals exceed 100% due to respondents selecting multiple responses.

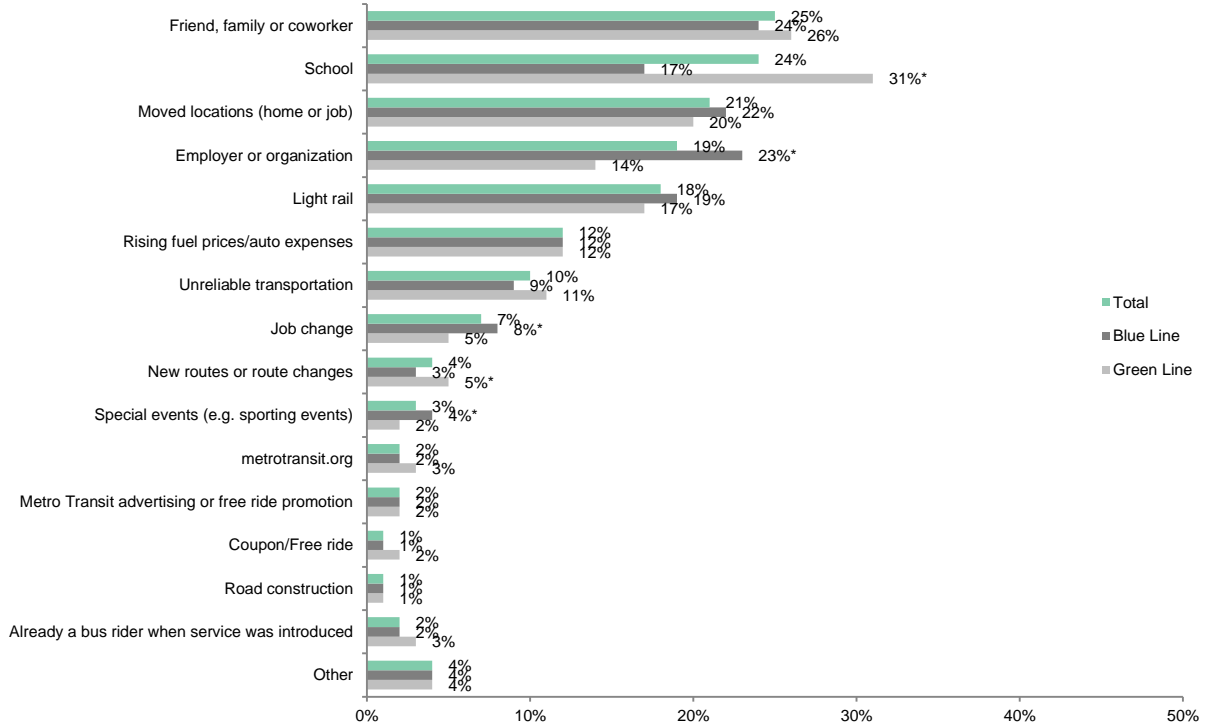
* Statistically significant difference

2014 Q: What are the main reasons you use transit?
N=5,280

Influencers for Decision to First Try Transit

Green Line riders are significantly more likely to indicate that school is what first influenced their decision to try transit. For Blue Line riders, an employer is significantly more likely to be the reason for first trying transit.

Transit Influencers



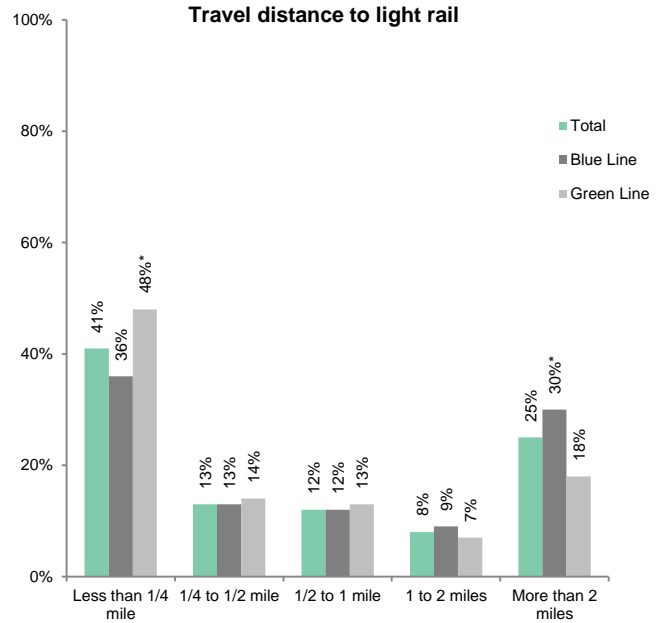
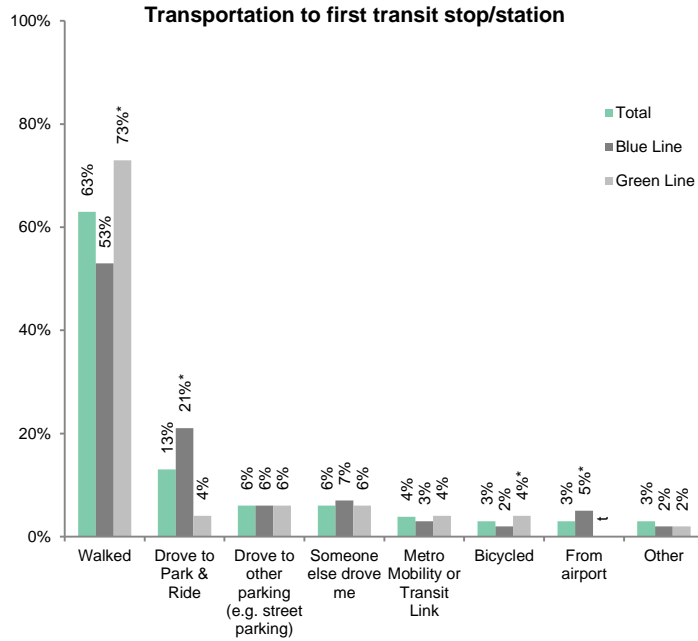
* Statistically significant difference

t Denotes less than 1%

Q: What or who influenced your decision to first try transit?

N=5,045

Green Line riders are significantly more likely to walk to their first transportation stop while Blue Line riders are significantly more likely to have driven to a park and ride.



Did you bring your bike on the light rail?



* Statistically significant difference

Q: When you began your trip today, how did you get to your first bus stop or rail station?

N=2,638

Question presented on version A only.

t Denotes less than 1%

Q: If bicycled, did you bring your bike with you on the Light Rail?

N=65

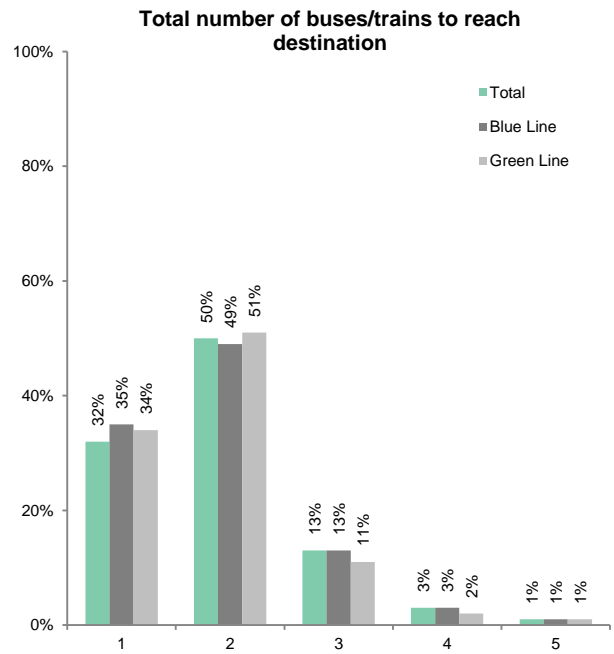
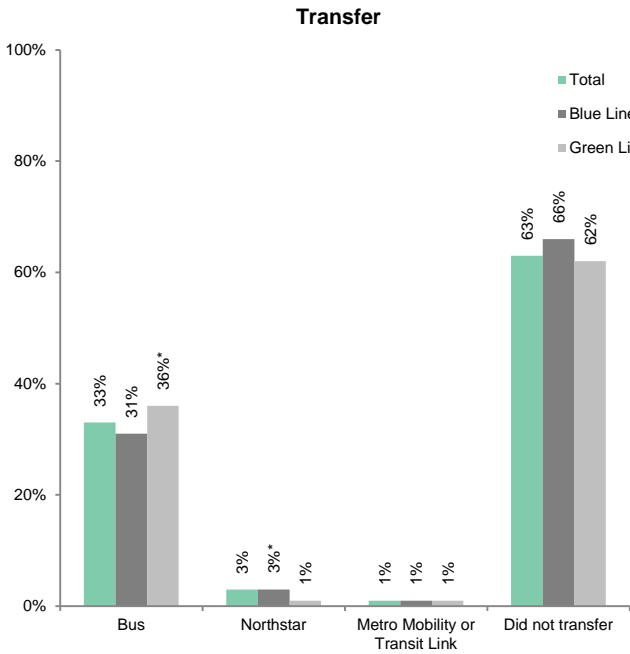
Question presented on version A only.

* Statistically significant difference

Q: How far would you estimate you traveled to get to your first bus stop or rail station?

N=5,227

Green Line riders are significantly more likely to have transferred from a bus while Blue Line riders are significantly more likely to transfer from Northstar. There are not statistical differences between Blue Line riders and Green Line riders in the total number of buses/trains they take to reach their destination.

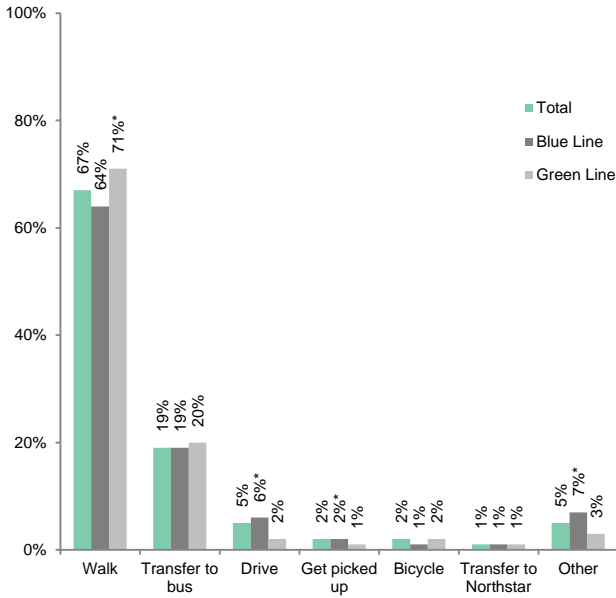


* Statistically significant difference
 Q: On this trip, did you transfer from:
 N=2,716
 Question presented on version B only.

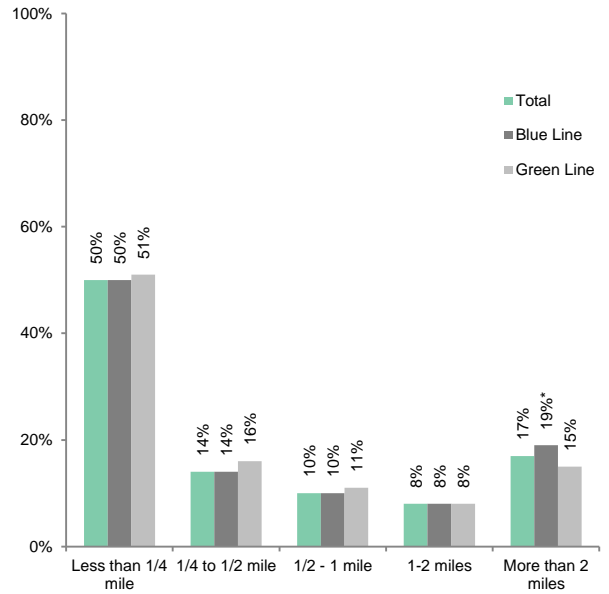
Q: If you transferred to/from a bus, how many TOTAL buses and/or trains will you take to complete your one-way trip?
 N=2,810

Similar to the start of their trips, Green Line riders are significantly more likely to report walking to their destination after departing light rail while Blue Line riders are more likely to report driving. The distance from the last rail station to their destination is similar across lines with the exception of Blue Line riders significantly more likely to travel more than two miles.

Transportation after light rail



Travel distance from last rail station to destination



* Statistically significant difference

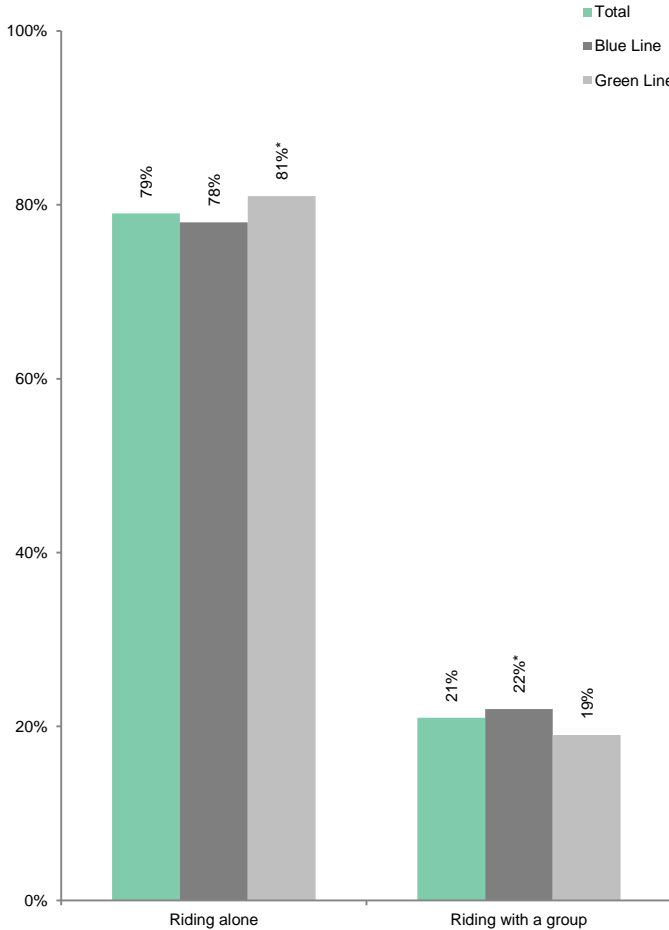
Q: What will you do when you get off this train?
N=2,757
Question presented on version B only.

* Statistically significant difference

Q: How far would you estimate you will travel from your last rail station or bus stop to your destination?
N=4,726

Blue Line riders are significantly more likely to be riding in a group. For those riding in a group, Green Line riders are significantly more likely to be traveling in a group of two than Blue Line riders.

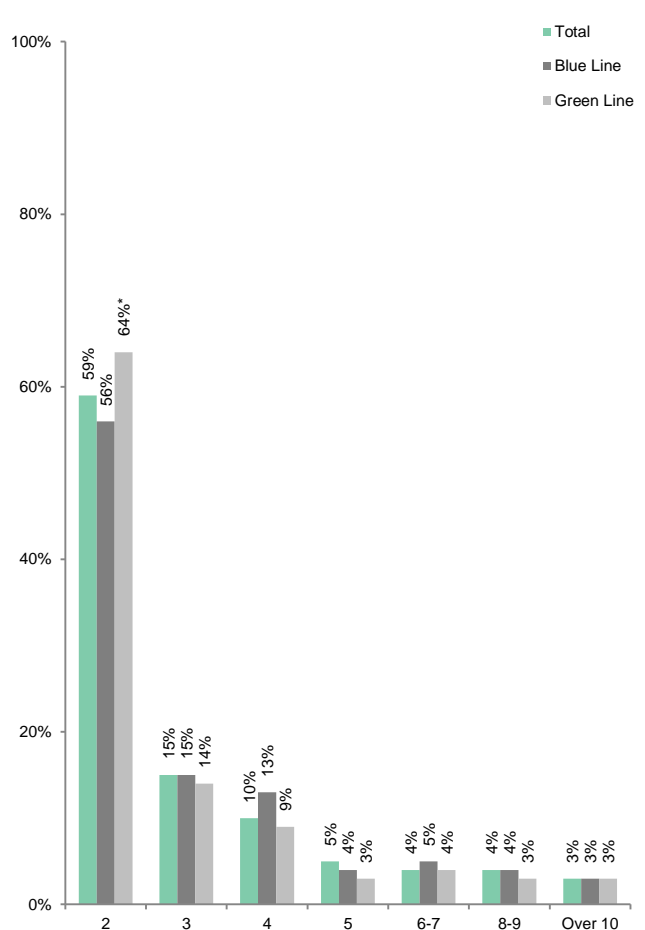
Group status (Light Rail Rider)



* Statistically significant difference

Q4- If you are traveling in a group, how many are in your group?
N=5,550

Size of group (Light Rail Rider)*

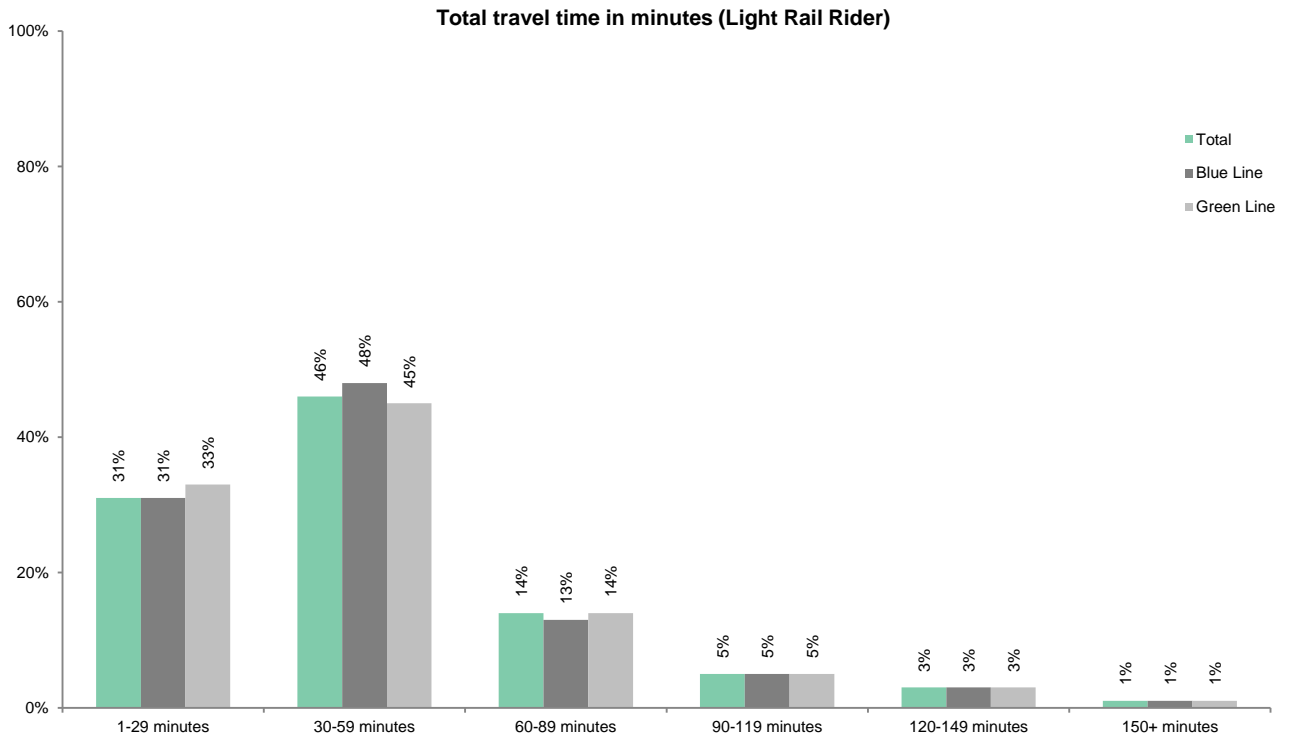


* Statistically significant difference

Q4- If you are traveling in a group, how many are in your group?
N=1,172

Note: Data from respondents who selected "Riding with a group" from previous question

Total travel time did not differ significantly between Blue Line and Green Line riders.

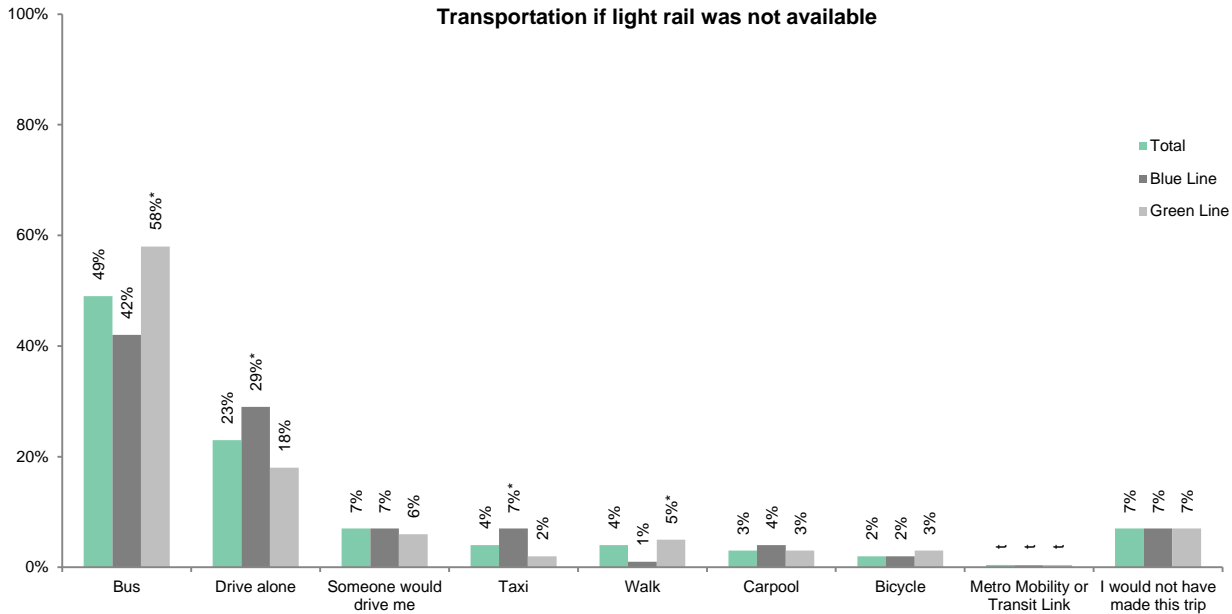


* Statistically significant difference

Q: Please estimate – in minutes – the total travel time of this trip:
N=4,832

Transport If Light Rail Was Not Available

When asked what they would have done had light rail service been unavailable, Green Line riders are significantly more likely to report that they would have taken the bus while Blue Line riders report that they would have driven alone or taken a taxi.



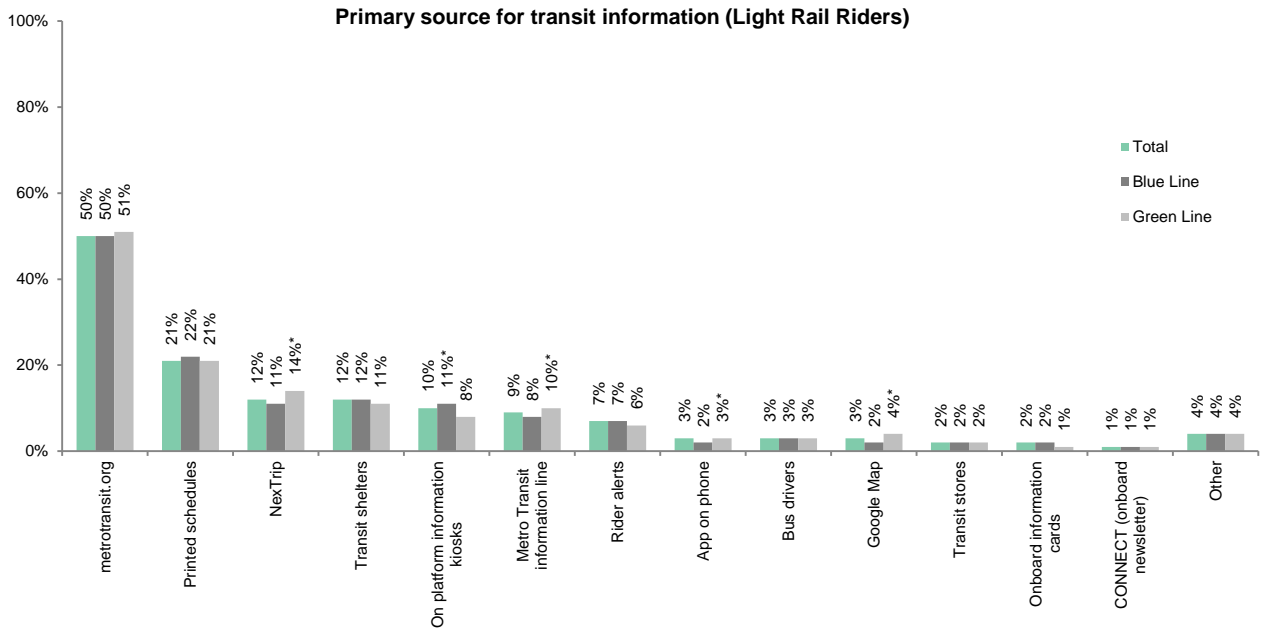
* Statistically significant difference

Q: If light rail transit had not been available today, how would you have made this trip?

N=2,302

Question presented on version A only.

Metrotransit.org is the most popular source for transit information for both Blue Line and Green Line riders. Green Line riders are significantly more likely to indicate NexTrip and Metro Transit information line while Blue Line riders are more likely to indicate platform information kiosks.

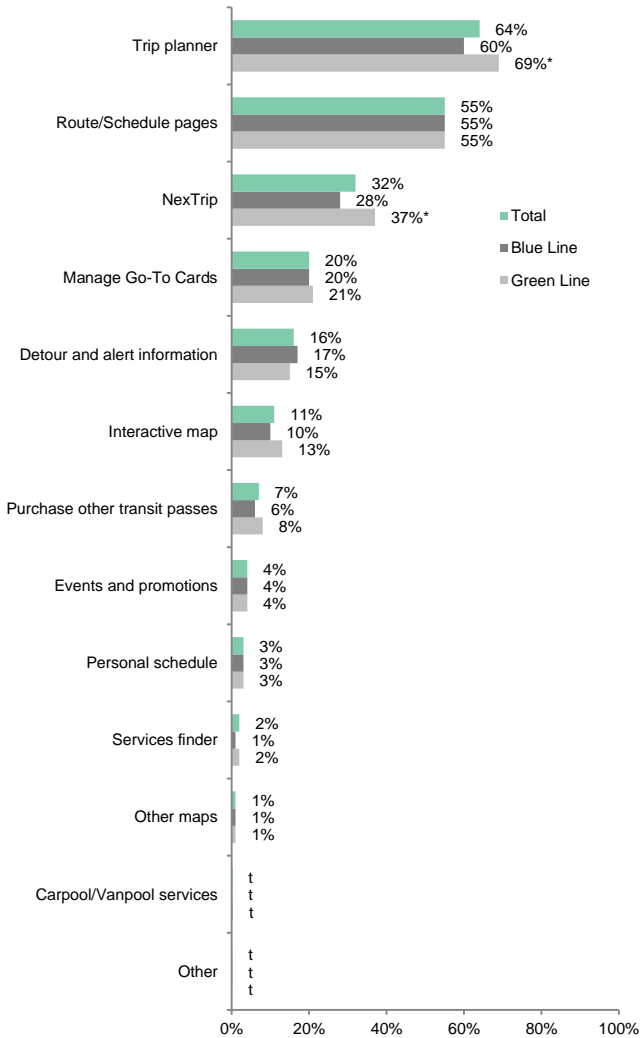


* Statistically significant difference

Q: What or who is your primary source for transit information?
N=5,157

Green Line riders are significantly more likely than Blue Line riders to use Trip Planner and NexTrip features on metrotransit.org. Green Line riders are more likely to access metrotransit.org using the home computer while Blue Line riders are significantly more likely to use a computer at work.

Most used features on metrotransit.org



* Statistically significant difference

t Denotes less than 1%

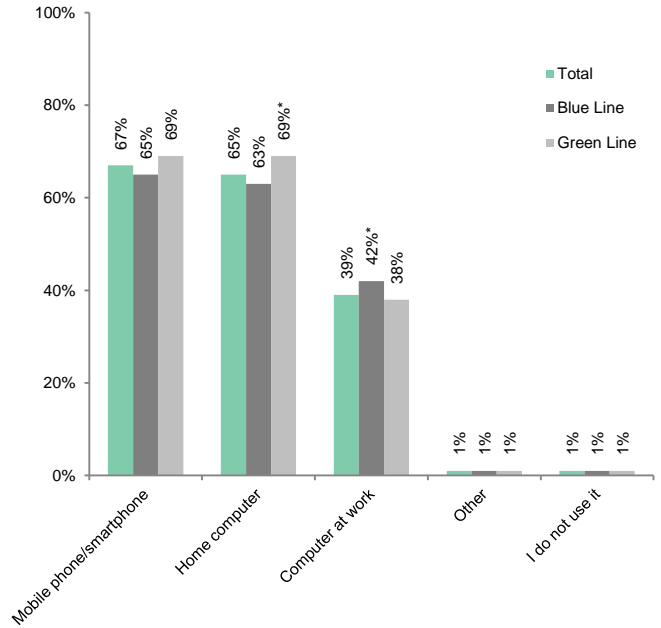
Q: If you use metrotransit.org, which features do you use? (check all that apply)

N=1,352

Question presented on version B only.

Previous years labels 'Purchase/Add value to Go-To passes and cards' AND 'Check Go-To card or pass balance/transactional history' have been combined and compared to the 2014 label 'Manage Go-To cards'.

Access metrotransit.org



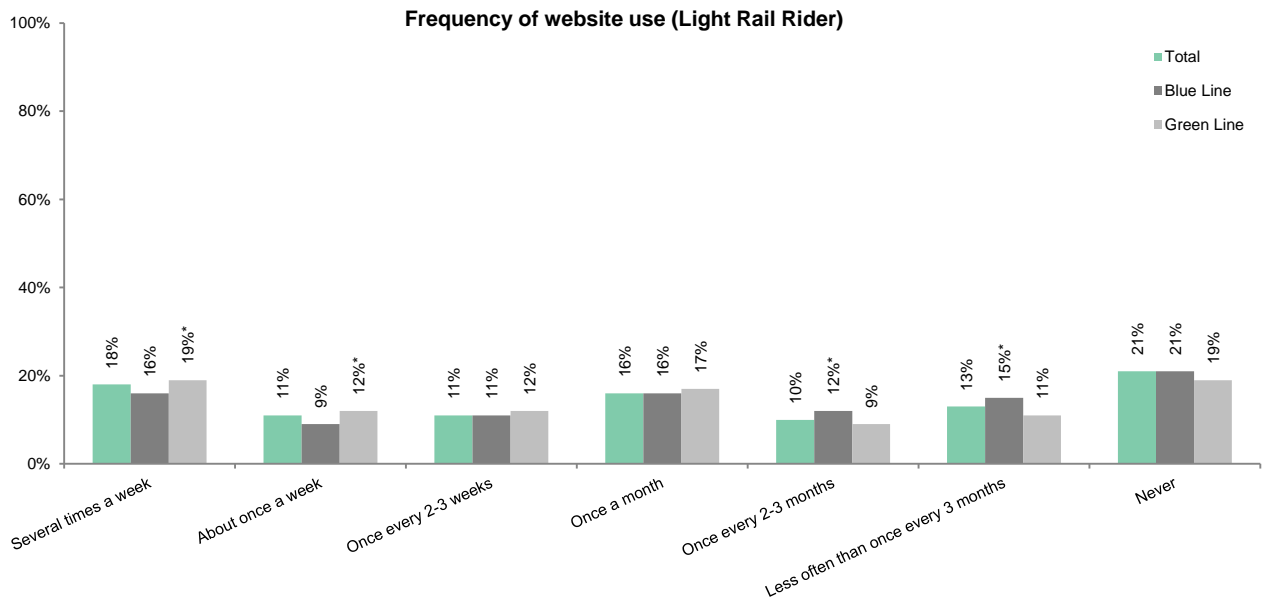
* Statistically significant difference

Q: If you use metrotransit.org, how do you access it? (check all that apply)

N=1,314

Question presented on version B only.

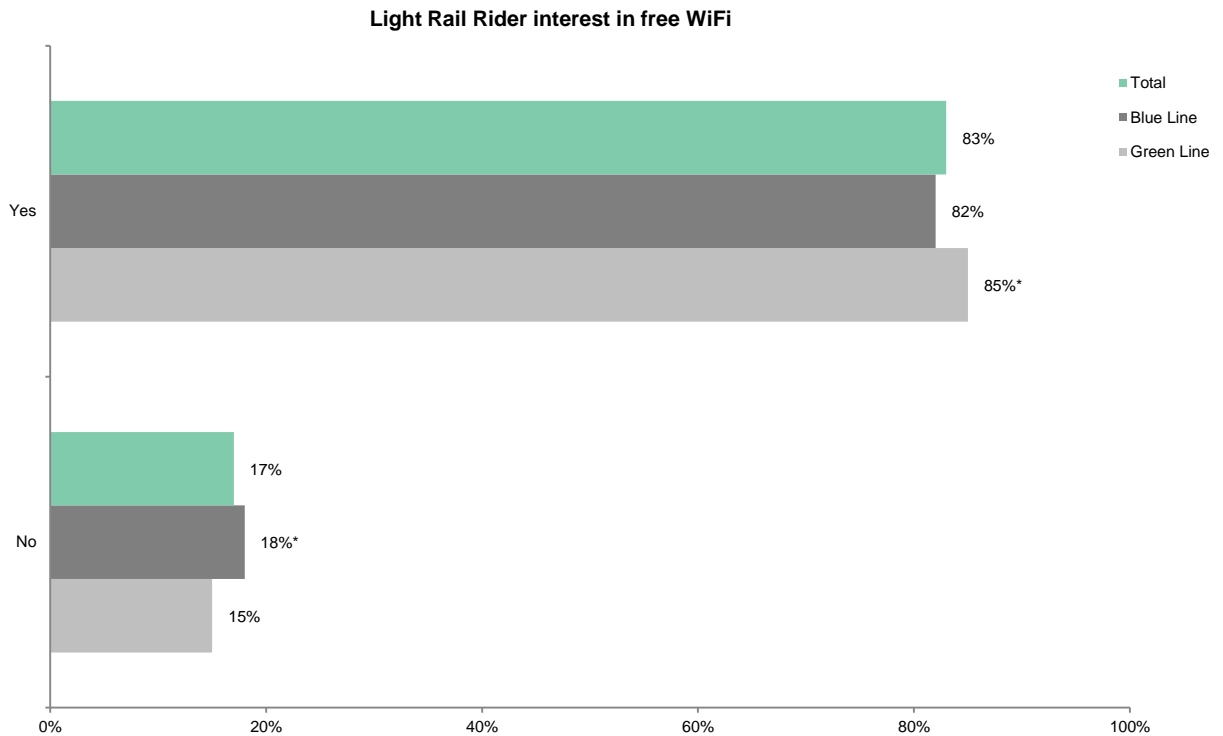
Green Line riders utilize metrotransit.org more frequently than Blue Line riders, with nearly one-third (31%) of Green Line riders accessing the website at least weekly compared to one-quarter of Blue Line riders.



* Statistically significant difference

Q: How often, if ever, do you use the website metrotransit.org?
N=5,181

Interest in WiFi is strong for both Blue Line and Green Line riders, however, Green Line riders have a significantly higher interest in WiFi if it is available for free.

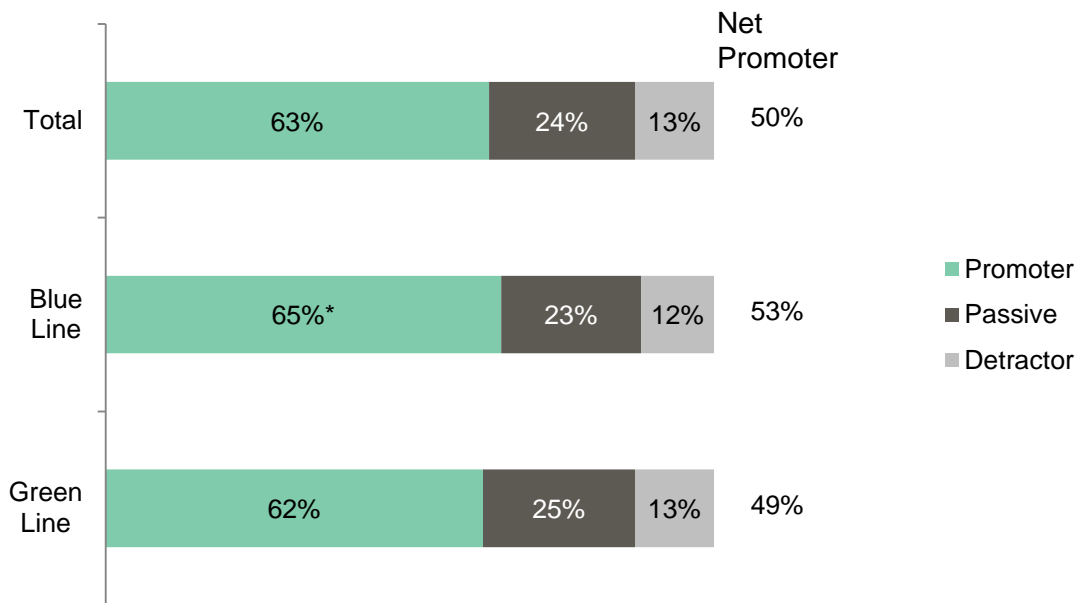


* Statistically significant difference

Q: If WiFi were available on the light rail for free, would you use it?
N=5,175

Likely to Recommend Metro Transit

Net Promoter Score (NPS) for Metro Transit is 53% for Blue Line riders compared to 49% for Green Line.



Total LRT	
Promoters	63%
- Detractors	<u>13%</u>
Net Promoter Score	50%

Blue Line	
Promoters	65%
- Detractors	<u>12%</u>
Net Promoter Score	53%

Green Line	
Promoters	62%
- Detractors	<u>13%</u>
Net Promoter Score	49%

* Statistically significant difference

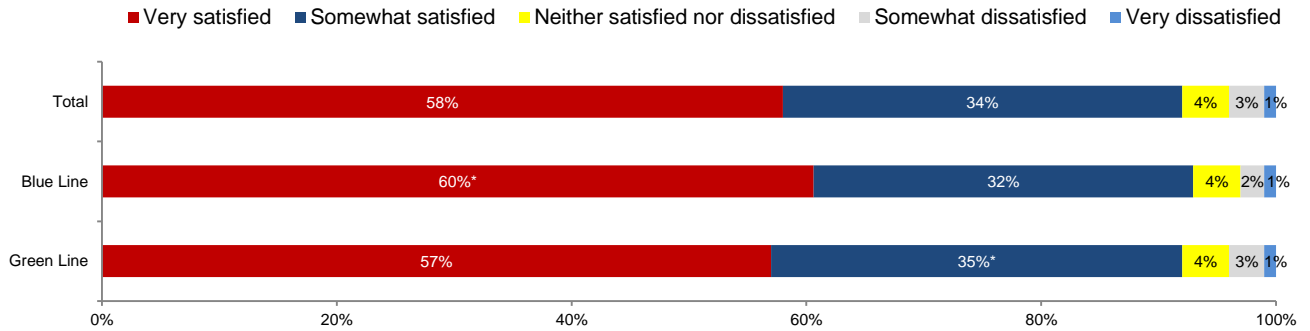
Q: On a scale of 0-10, where "10" is "extremely likely" and "0" is "not at all likely", how likely is it that you would recommend Metro Transit to a friend or colleague?

N=5,269

Satisfaction with Metro Transit Experience

LIGHT RAIL

When asked about their Metro Transit experience, 92% of both Blue Line and Green Line riders are satisfied (either very or somewhat) while less than 5% report being dissatisfied (either very or somewhat).



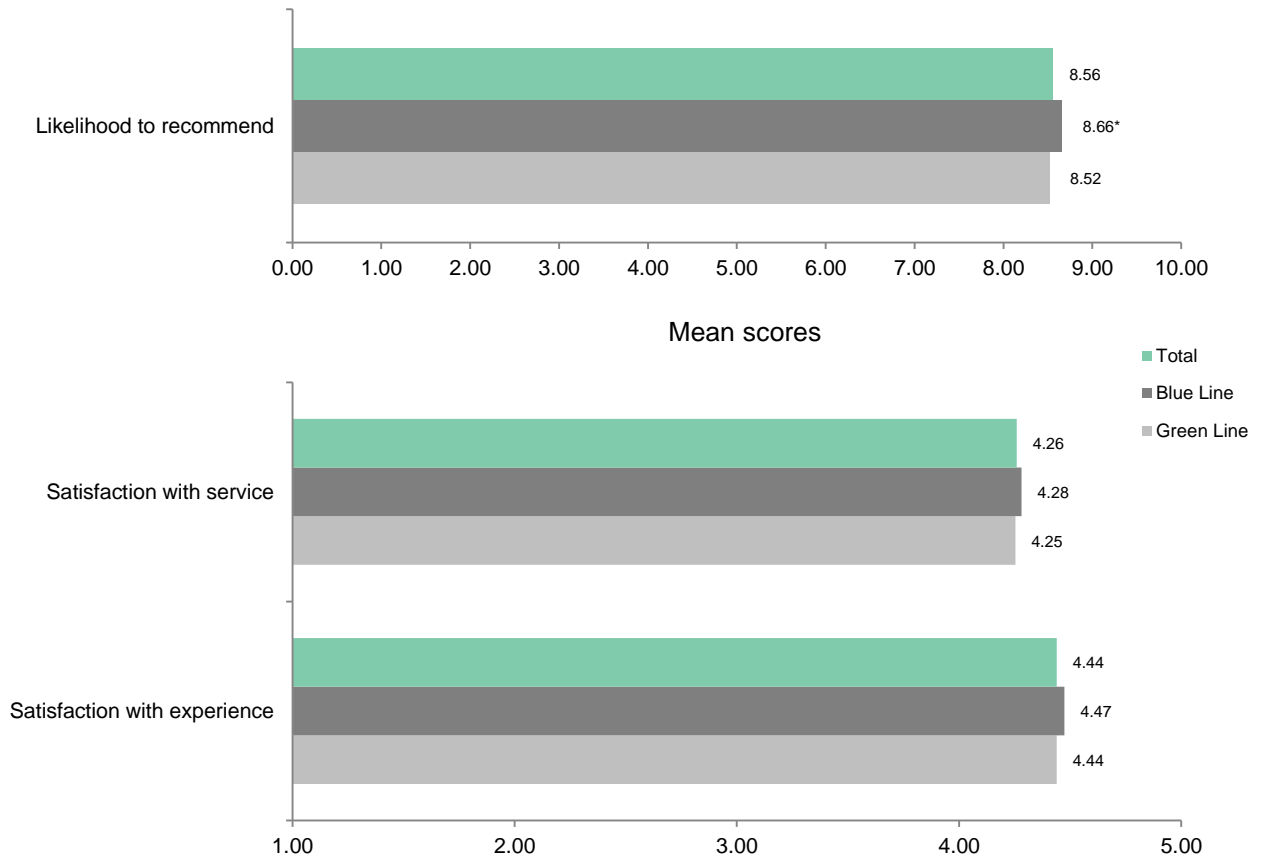
Total Mean Score = 4.44
Blue Line Mean Score = 4.47
Green Line Mean Score = 4.44

* Statistically significant difference

Q: Overall, how satisfied are you with your Metro Transit experience?
N=5,230

Satisfaction with Metro Transit

All three measures of satisfaction are high for both Blue Line and Green Line riders. However, Blue Line riders are significantly more likely to recommend Metro Transit to a friend than Green Line riders.



* Statistically significant difference

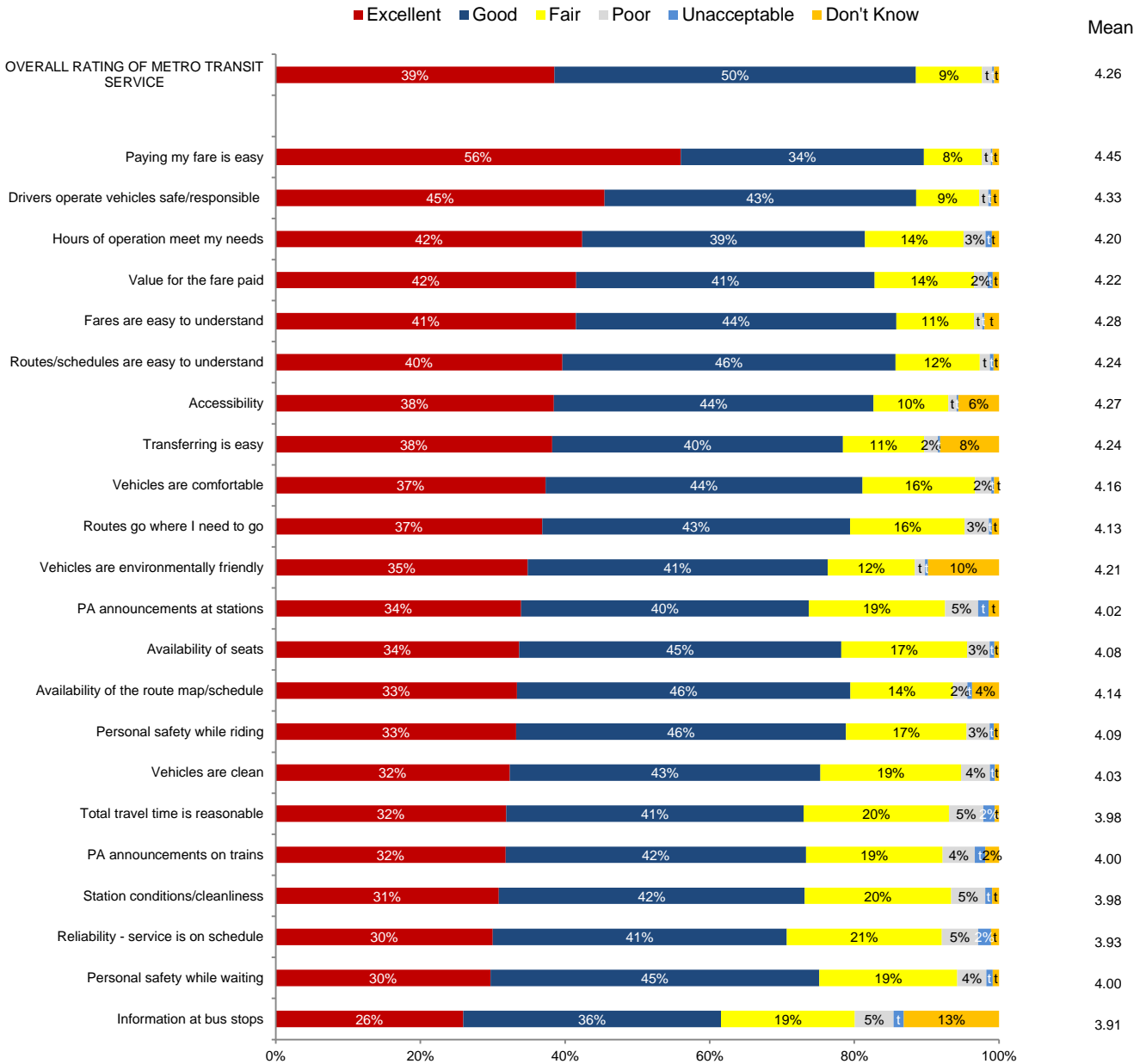
Q: How likely is it that you would recommend Metro Transit to a friend or colleague? N=5,269

Q: Overall rating of Metro Transit service? N=5,041

Q: Overall, how satisfied are you with your Metro Transit experience? N=5,230

Performance Ratings

LIGHT RAIL



t Denotes 1% or less

Q: Please rate Metro Transit's performance on the following elements of light rail service:

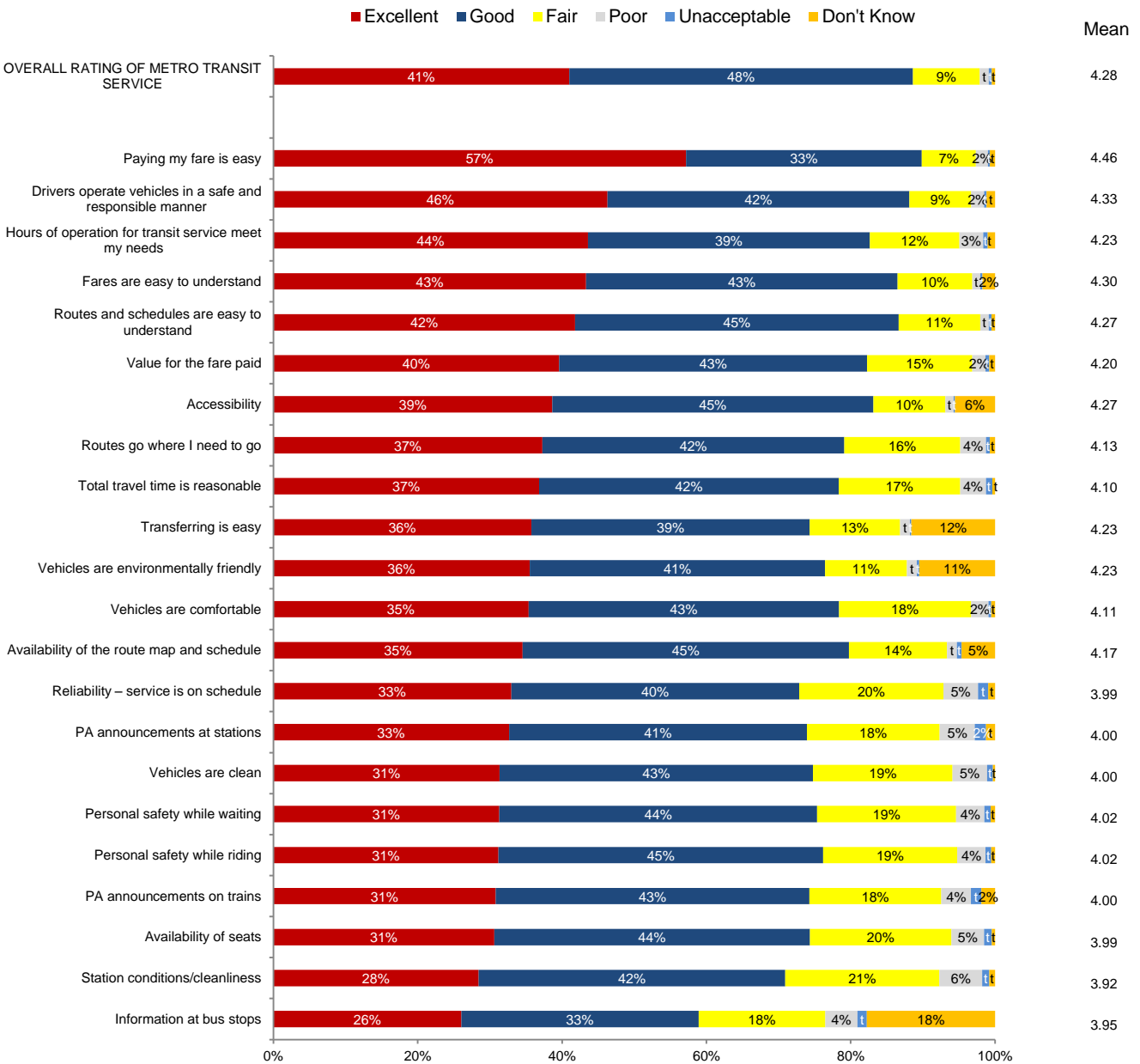
N=2,435-5,041

Overall satisfaction was asked of all respondents. All other attributes were divided evenly between survey versions.



Performance Ratings: Blue Line

LIGHT RAIL



t Denotes 1% or less

Q: Please rate Metro Transit's performance on the following elements of light rail service:

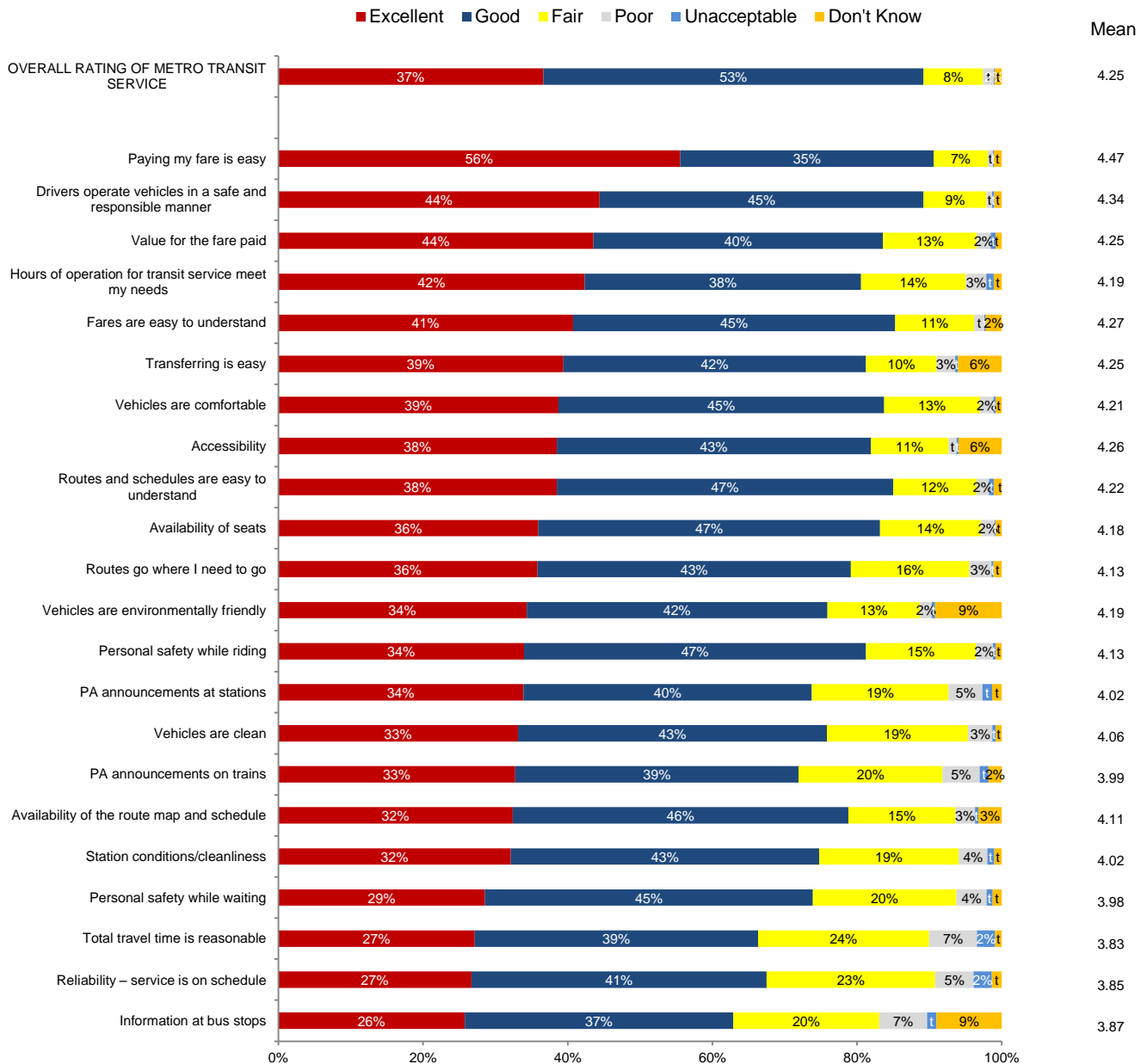
N=1,107-2,361

Overall satisfaction was asked of all respondents. All other attributes were divided evenly between survey versions.



Performance Ratings: Green Line

LIGHT RAIL



t Denotes 1% or less

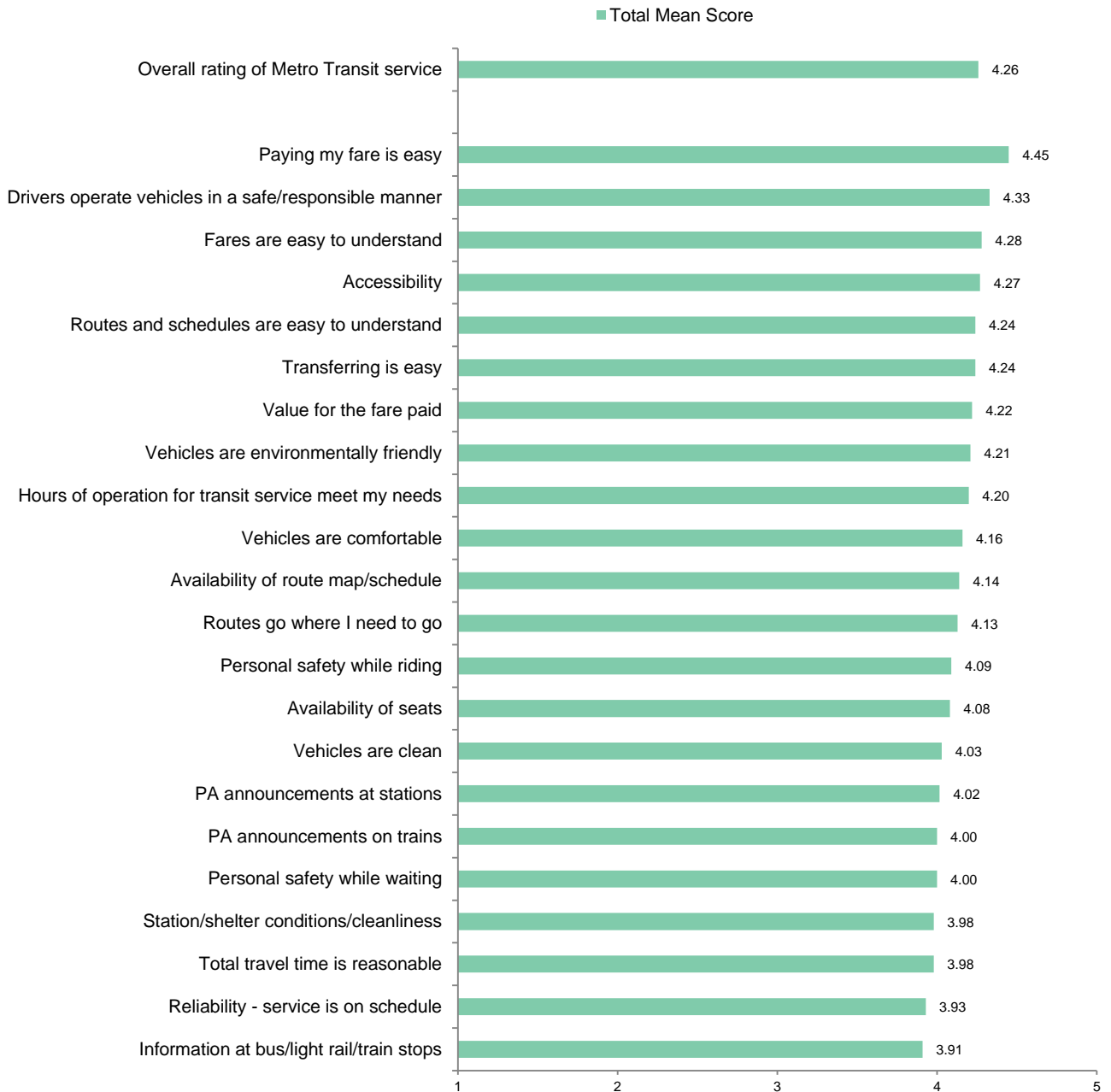
Q: Please rate Metro Transit's performance on the following elements of light rail service:

N=1,051-2,102

Overall satisfaction was asked of all respondents. All other attributes were divided evenly between survey versions.



Performance Ratings



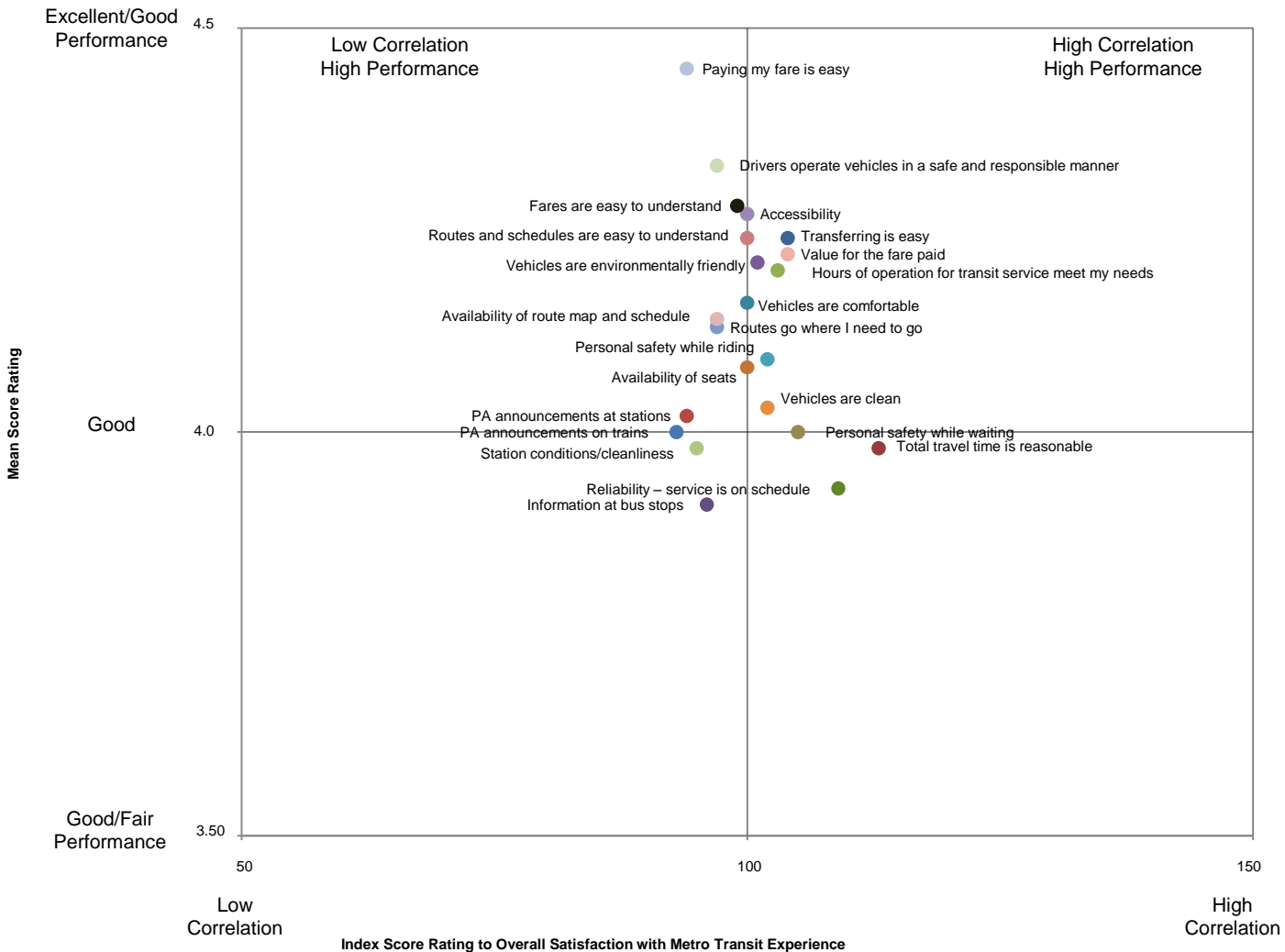
Q: Please rate Metro Transit's performance on the following elements of light rail service:

N=2,435-5,041

Overall satisfaction was asked of all respondents. All other attributes were divided evenly between survey versions.

Importance/Performance for Light Rail

To inform organizational priorities, areas that have stronger correlations to satisfaction and lower levels of relative performance represent opportunities where greater attention can make the biggest impact. For LRT riders, areas with the greatest opportunities include total travel time is reasonable and reliability – service is on schedule. In addition, personal safety while waiting and vehicles are clean warrant attention.



Mean scores of rating Metro Transit's performance on the following elements of service and Pearson's Correlation to "overall satisfaction with service."
N=2,435-5,041

Elements	Importance Index	Performance Mean
Total travel time is reasonable	113	3.98
Reliability – service is on schedule	109	3.93
Personal safety while waiting	105	4.00
Transferring is easy	104	4.24
Value for the fare paid	104	4.22
Hours of operation for transit service meet my needs	103	4.20
Personal safety while riding	102	4.09
Vehicles are clean	102	4.03
Vehicles are environmentally friendly	101	4.21
Accessibility	100	4.27
Routes and schedules are easy to understand	100	4.24
Vehicles are comfortable	100	4.16
Availability of seats	100	4.08
Fares are easy to understand	99	4.28
Drivers operate vehicles in a safe and responsible manner	97	4.33
Availability of the route map and schedule	97	4.14
Routes go where I need to go	97	4.13
Information at bus stops	96	3.91
Station conditions/cleanliness	95	3.98
Paying my fare is easy	94	4.45
PA announcements at stations	94	4.02
PA announcements on trains	93	4.00

Mean scores of rating Metro Transit's performance on the following elements of service and Pearson's Correlation to "Overall Satisfaction with Service." "Don't know" responses were not included.
 N=2,435-5,041

Excellent/ Good Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Paying my fare is easy	4.45	4.51	same
Drivers operate vehicles in a safe and responsible manner	4.33	4.42	E/G & High
Fares are easy to understand	4.28	4.30	E/G & High
Availability of the route map and schedule	4.14	4.17	E/G & High
Routes go where I need to go	4.13	4.06	same
PA announcements at stations	4.02	3.93	G/F & Low
PA announcements on trains	4.00	4.05	same

Excellent/Good Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Accessibility	4.27	NA	NA
Transferring is easy	4.24	4.26	E/G & Low
Routes and schedules are easy to understand	4.24	4.29	same
Value for the fare paid	4.22	4.22	E/G & Low
Vehicles are environmentally friendly	4.21	4.22	same
Hours of operation for transit service meet my needs	4.20	4.15	same
Vehicles are comfortable	4.16	4.14	same
Personal safety while riding	4.09	4.05	same
Availability of seats	4.08	3.88	G/F & Low
Vehicles are clean	4.03	4.03	same
Personal safety while waiting	4.00	4.01	same

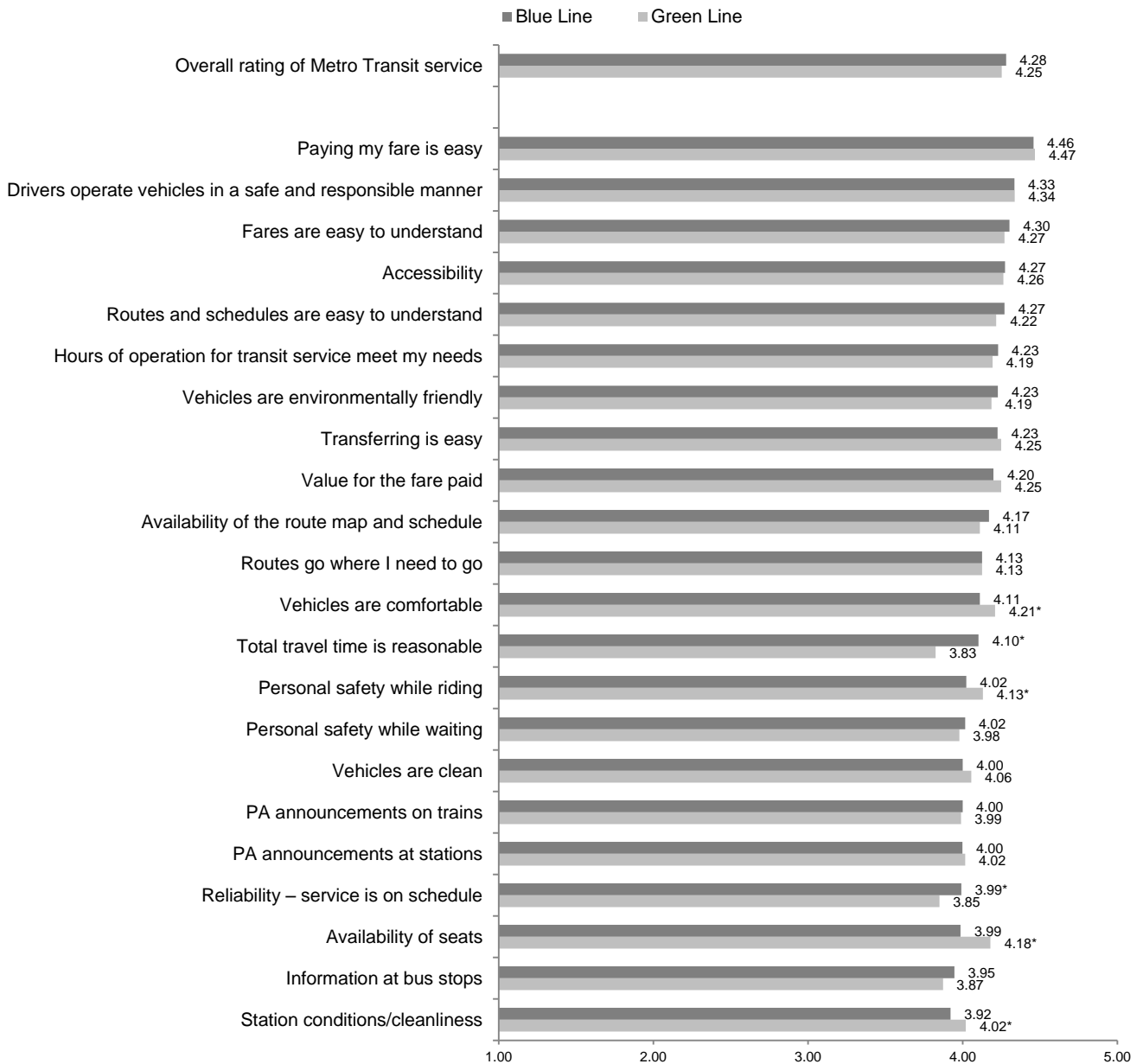
Good/ Fair Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Station conditions/cleanliness	3.98	3.97	same
Information at bus stops	3.91	3.98	same

Good/ Fair Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Total travel time is reasonable	3.98	4.16	E/G & High
Reliability – service is on schedule	3.93	4.17	E/G & High

Q: Please rate Metro Transit's performance on the following elements of experience
N=2,435-5,041

Performance Ratings – Blue/Green Lines

LIGHT RAIL



*Statistically significant difference

Q: Please rate Metro Transit's performance on the following elements of light rail service:

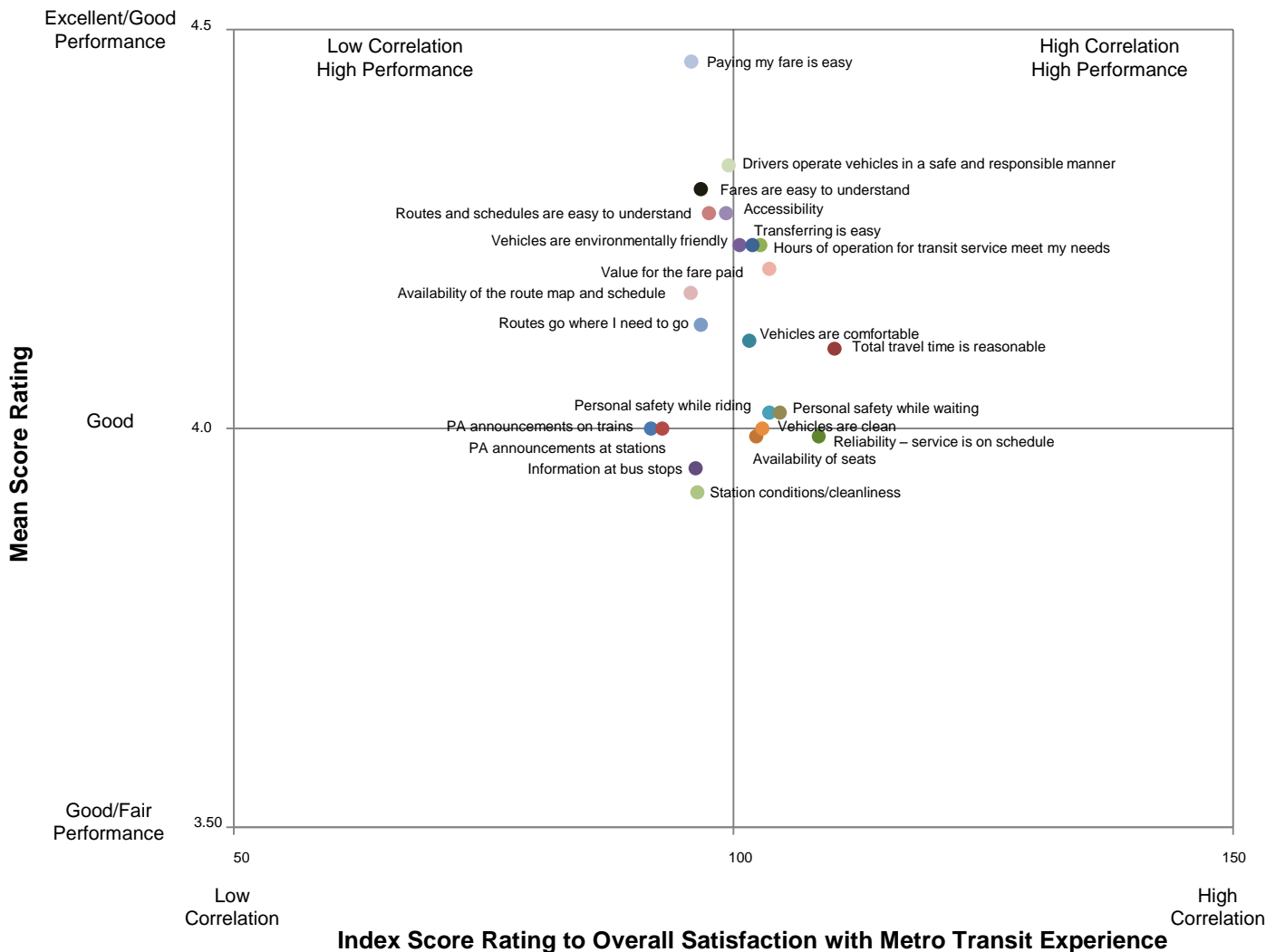
N=1,107-2,361 (Blue Line), 1,051-2,102 (Green Line)

Overall satisfaction was asked of all respondents. All other attributes were divided evenly between survey versions.

Index Score Rating to Overall Satisfaction with Metro Transit Experience – Blue Line

LIGHT RAIL

To inform organizational priorities, areas that have stronger correlations to satisfaction and lower levels of relative performance represent opportunities where greater attention can make the biggest impact. For LRT Blue Line riders, areas with the greatest opportunities include reliability – service is on schedule and availability of seats. Other areas that warrant attention include personal safety while waiting, personal safety while riding and vehicles are clean.



Mean scores of rating Metro Transit’s performance on the following elements of service and Pearson’s Correlation to “overall satisfaction with service.”
 N=1,107-2,361

Index Score Rating to Overall Satisfaction with Metro Transit Experience – Blue Line

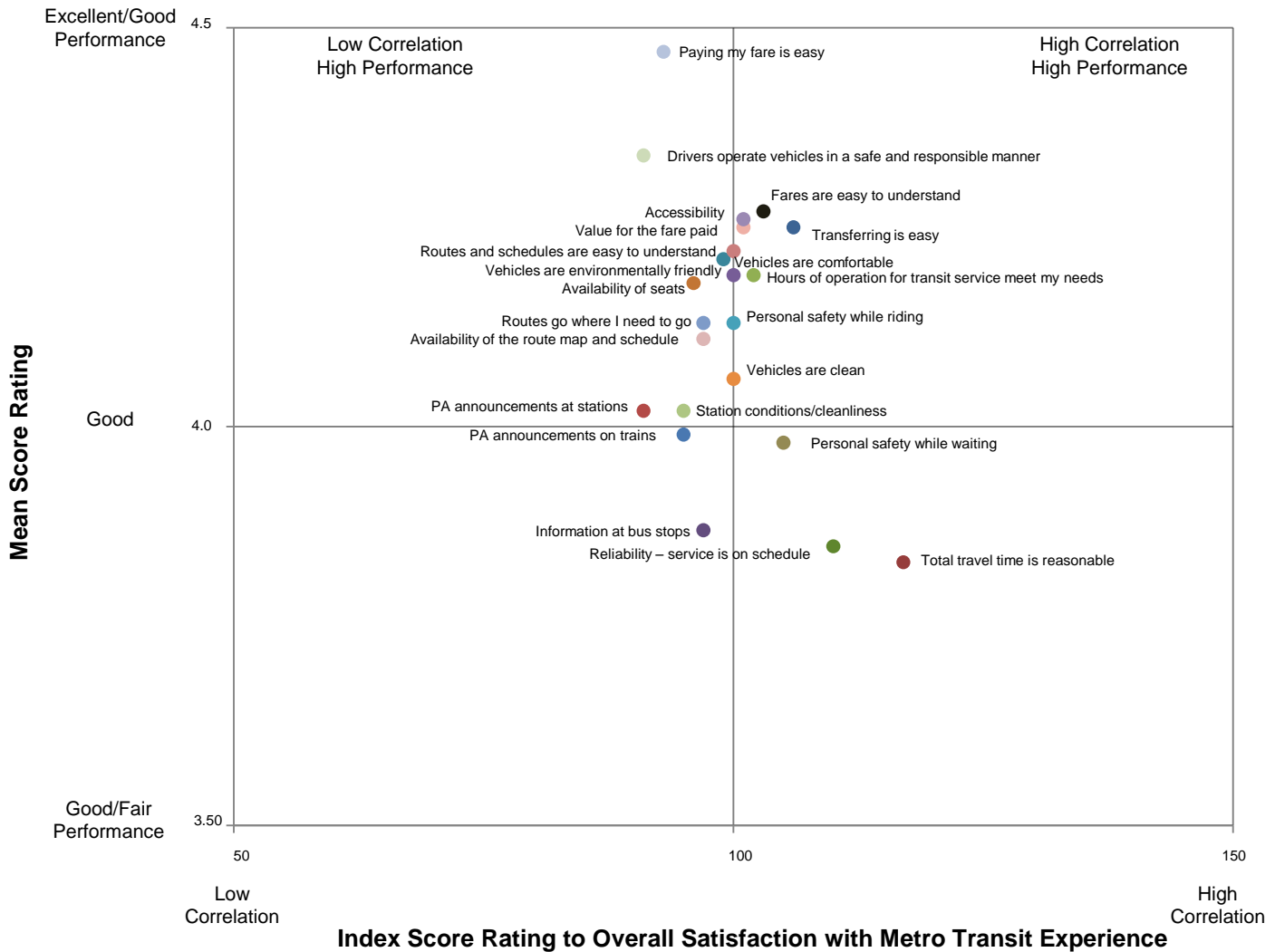
LIGHT RAIL

Elements	Importance Index	Performance Mean
Total travel time is reasonable	110	4.10
Reliability – service is on schedule	109	3.99
Personal safety while waiting	105	4.02
Personal safety while riding	104	4.02
Value for the fare paid	104	4.20
Vehicles are clean	103	4.00
Hours of operation for transit service meet my needs	103	4.23
Availability of seats	102	3.99
Transferring is easy	102	4.23
Vehicles are comfortable	102	4.11
Vehicles are environmentally friendly	101	4.23
Drivers operate vehicles in a safe and responsible manner	100	4.33
Accessibility	99	4.27
Routes and schedules are easy to understand	98	4.27
Fares are easy to understand	97	4.30
Routes go where I need to go	97	4.13
Station conditions/cleanliness	96	3.92
Information at bus stops	96	3.95
Paying my fare is easy	96	4.46
Availability of the route map and schedule	96	4.17
PA announcements at stations	93	4.00
PA announcements on trains	92	4.00

Mean scores of rating Metro Transit's performance on the following elements of service and Pearson's Correlation to "Overall Satisfaction with Service." "Don't know" responses were not included.
 N=1,107-2,361

Index Score Rating to Overall Satisfaction with Metro Transit Experience – Green Line

To inform organizational priorities, areas that have stronger correlations to satisfaction and lower levels of relative performance represent opportunities where greater attention can make the biggest impact. For LRT Green Line riders, areas with the greatest opportunities include total travel time is reasonable, reliability – service is on schedule and personal safety while waiting.



Mean scores of rating Metro Transit's performance on the following elements of service and Pearson's Correlation to "overall satisfaction with service."
N=1,051-2,102

Index Score Rating to Overall Satisfaction with Metro Transit Experience – Green Line

LIGHT RAIL

Elements	Importance Index	Performance Mean
Total travel time is reasonable	117	3.83
Reliability – service is on schedule	110	3.85
Transferring is easy	106	4.25
Personal safety while waiting	105	3.98
Fares are easy to understand	103	4.27
Hours of operation for transit service meet my needs	102	4.19
Accessibility	101	4.26
Value for the fare paid	101	4.25
Routes and schedules are easy to understand	100	4.22
Personal safety while riding	100	4.13
Vehicles are clean	100	4.06
Vehicles are environmentally friendly	100	4.19
Vehicles are comfortable	99	4.21
Availability of the route map and schedule	97	4.11
Routes go where I need to go	97	4.13
Information at bus stops	97	3.87
Availability of seats	96	4.18
Station conditions/cleanliness	95	4.02
PA announcements on trains	95	3.99
Paying my fare is easy	93	4.47
PA announcements at stations	91	4.02
Drivers operate vehicles in a safe and responsible manner	91	4.34

Mean scores of rating Metro Transit's performance on the following elements of service and Pearson's Correlation to "Overall Satisfaction with Service." "Don't know" responses were not included.
 N=1,051-2,102

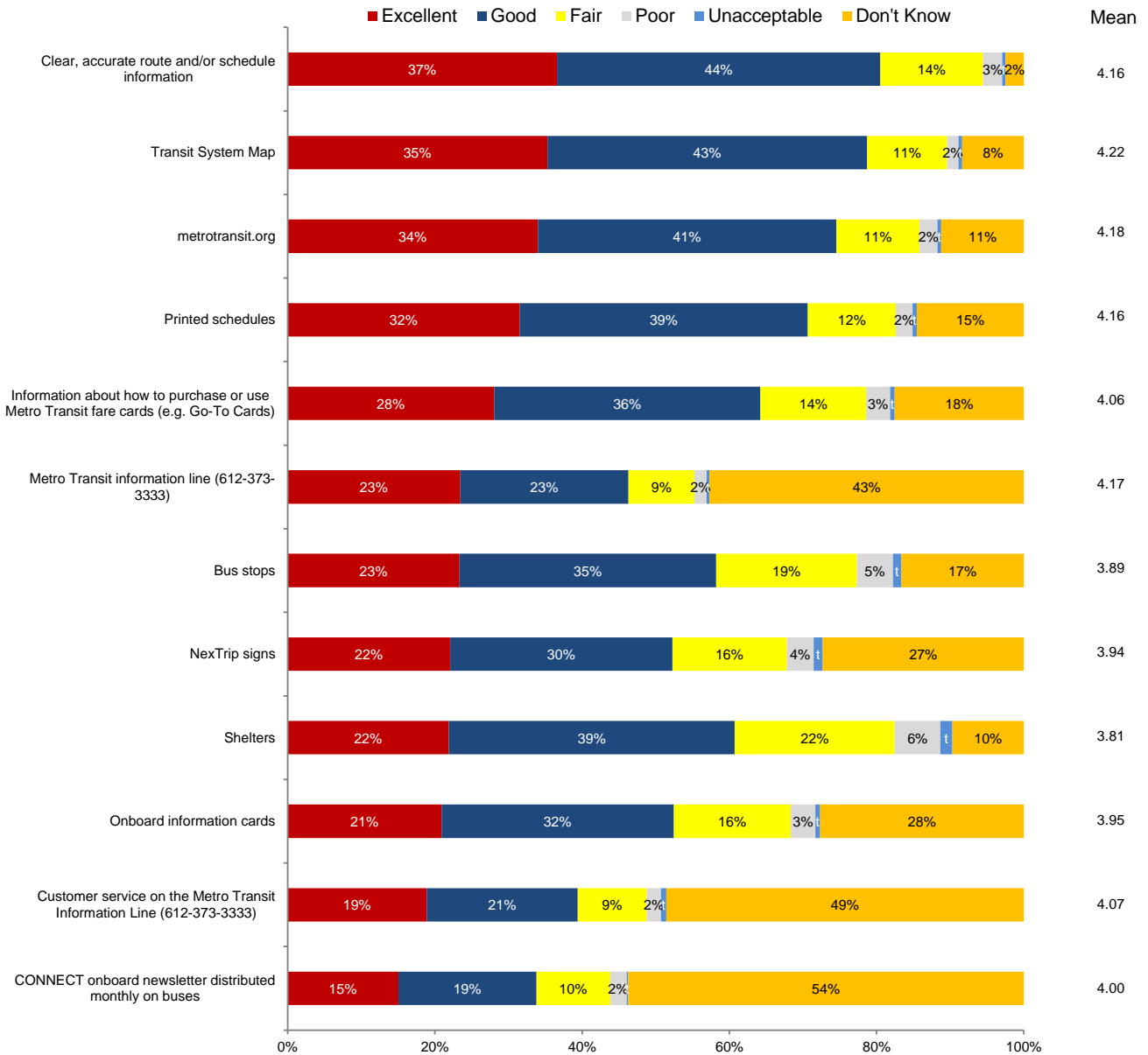
Performance Areas	OVERALL	Blue Line	Green Line
Total travel time is reasonable	High		High
Reliability – service is on schedule	High	High	High
Personal safety while waiting	Moderate	Moderate	High
Transferring is easy			
Value for the fare paid			
Hours of operation for transit service meet my needs			
Personal safety while riding		Moderate	
Vehicles are clean	Moderate	Moderate	
Vehicles are environmentally friendly			
Accessibility			
Routes and schedules are easy to understand			
Vehicles are comfortable			
Availability of seats		High	
Fares are easy to understand			
Drivers operate vehicles in a safe and responsible manner			
Availability of the route map and schedule			
Routes go where I need to go			
Information at bus stops			
Station conditions/cleanliness			
Paying my fare is easy			
PA announcements at stations			
PA announcements on trains			

N=1,051-5,041

High = Mean of 0 – 3.99 and Importance of 101 to 150

Moderate = Mean of 4.00 – 4.05 and Importance of 101 to 150 OR Mean of 0 – 3.99 and Importance of 100

Communication Ratings



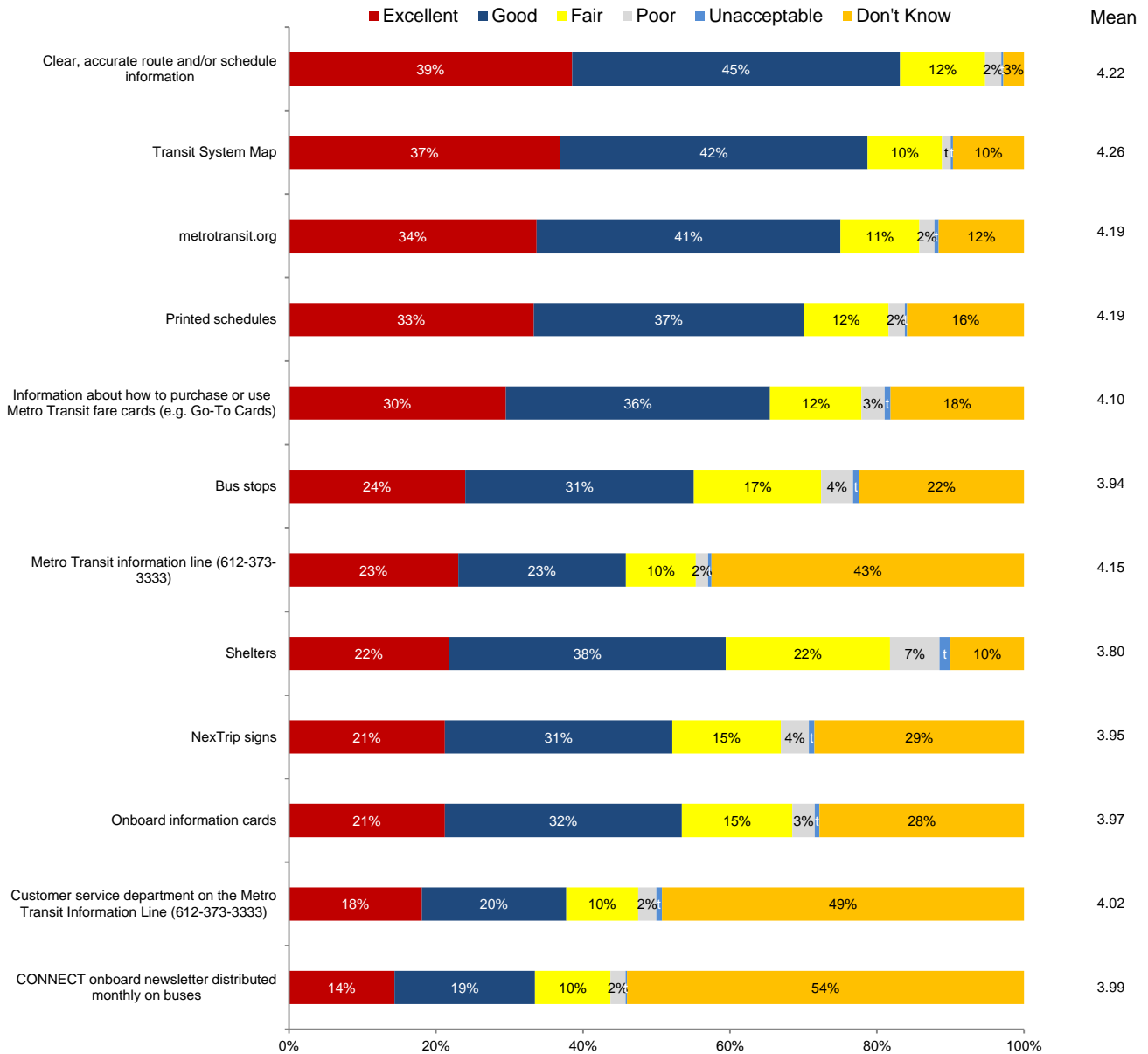
t Denotes 1% or less

Q: Please rate how well we are communicating with you in the following areas by providing:

N=2,350-2,684

Attributes were divided evenly between survey versions.

Communication Ratings: Blue Line



t Denotes 1% or less

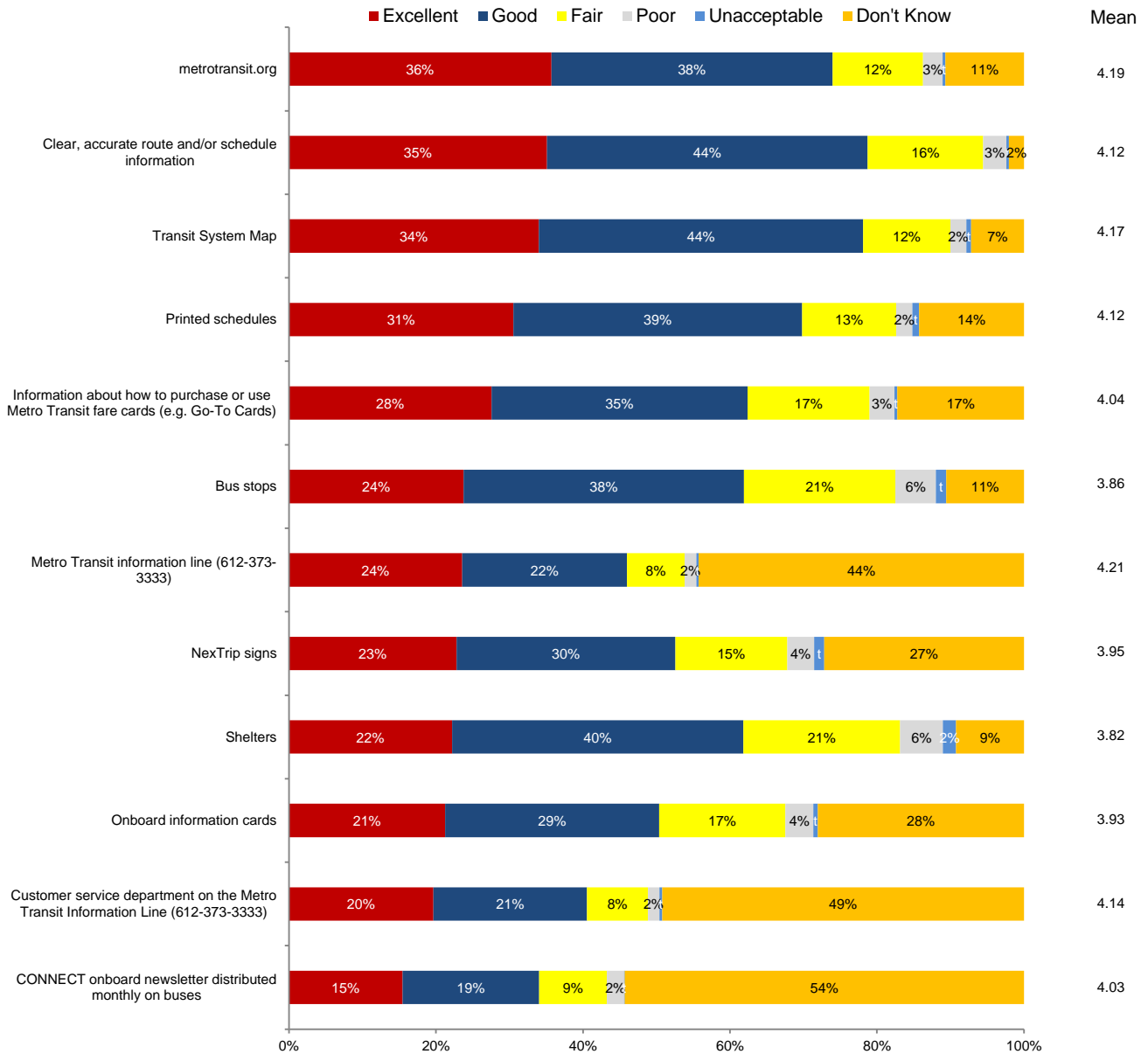
Q: Please rate how well we are communicating with you in the following areas by providing:

N=1,070-1,274

Attributes were divided evenly between survey versions.

Communication Ratings: Green Line

LIGHT RAIL



t Denotes 1% or less

Q: Please rate how well we are communicating with you in the following areas by providing:

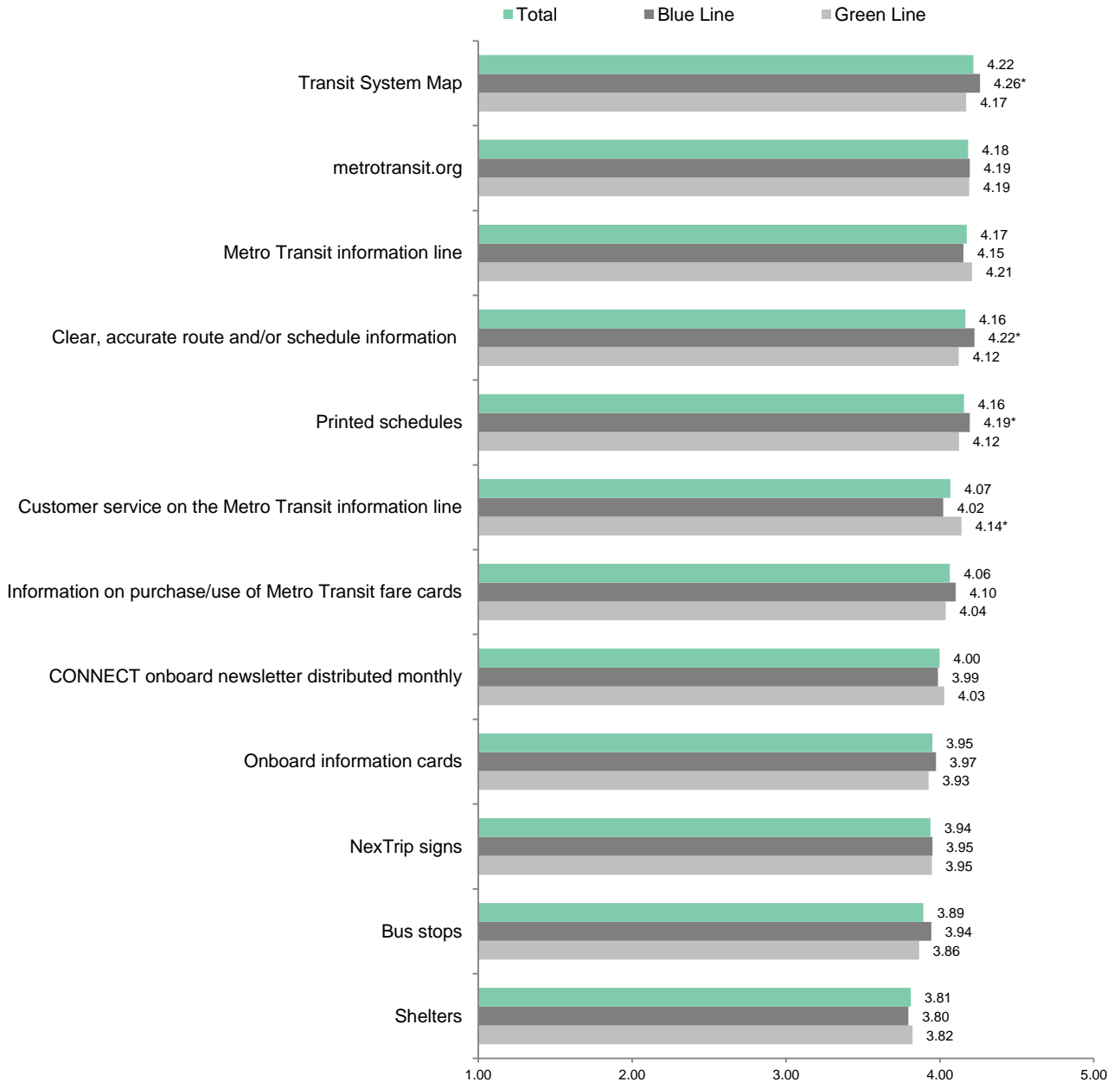
N=1,012-1,097

Attributes were divided evenly between survey versions.



Communication Ratings

LIGHT RAIL



* Statistically significant difference

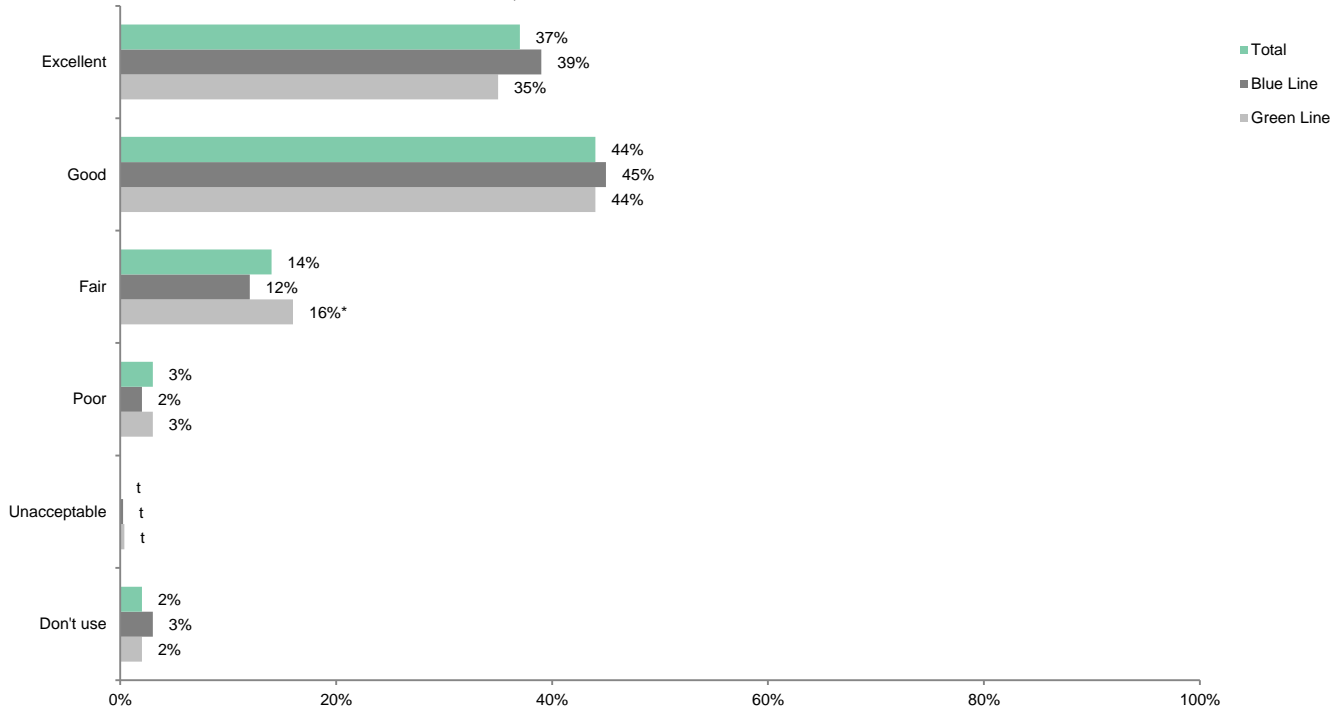
Q: Please rate how well we are communicating with you in the following areas by providing:

N=2,350-2,684

Attributes were divided evenly between survey versions.



LIGHT RAIL RIDER RATING: CLEAR, ACCURATE ROUTE AND/OR SCHEDULE INFORMATION



Rating	Total	Blue Line	Green Line
Excellent	37%	39%	35%
Good	44%	45%	44%
Fair	14%	12%	16%
Poor	3%	2%	3%
Unacceptable	< 1%	< 1%	1%
Don't use	2%	3%	2%
Mean score	4.16	4.22*	4.12

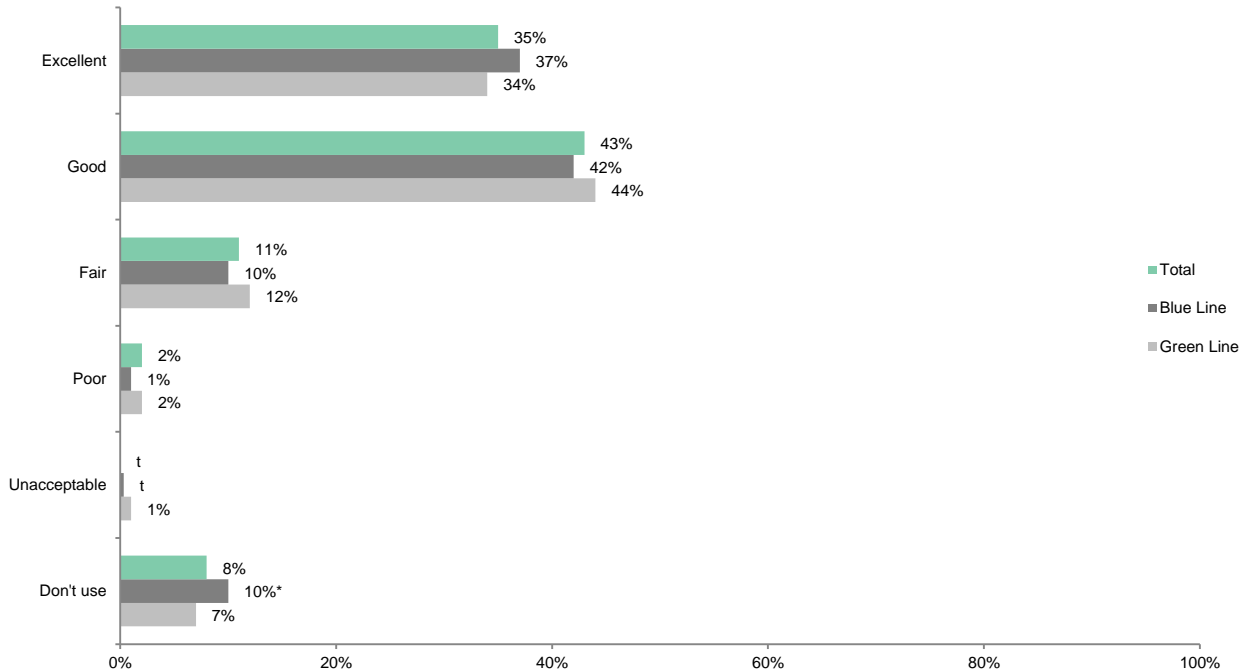
* Statistically significant difference

t Denotes less than 1%

Q: Please rate how well we are communicating with you in the following areas by providing clear, accurate route and/or schedule information
N=2,500

Question presented on version A only.

LIGHT RAIL RIDER RATING: TRANSIT SYSTEM MAP



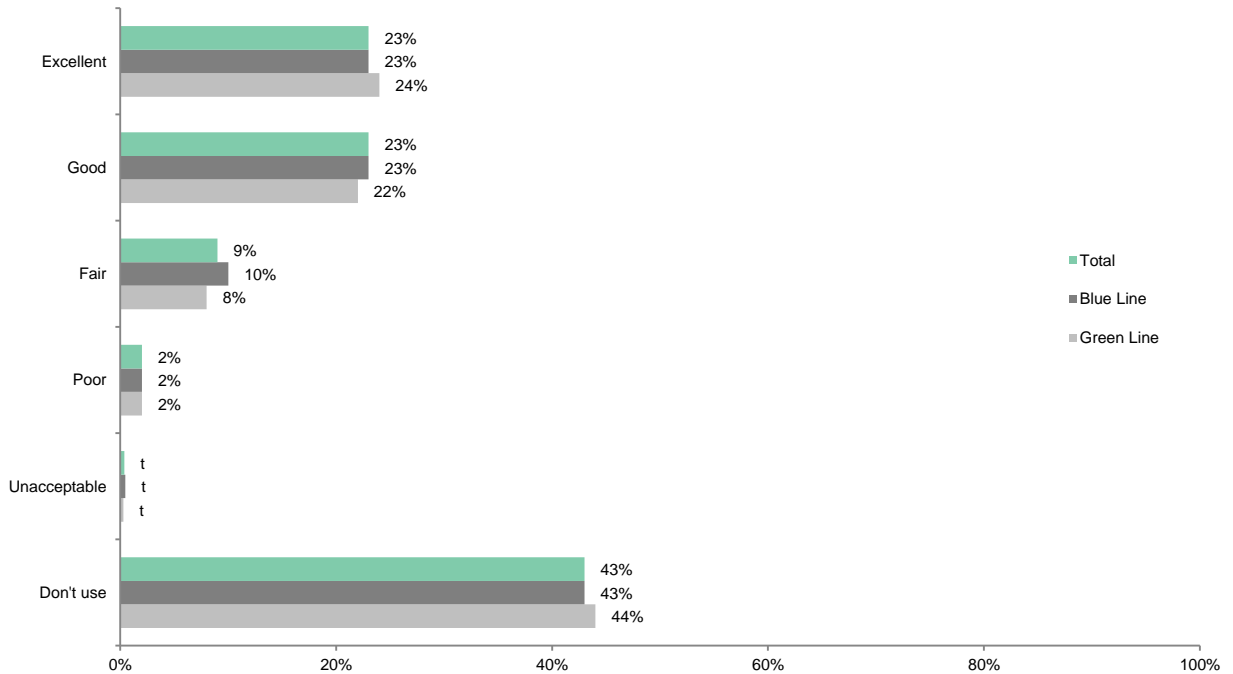
Rating	Total	Blue Line	Green Line
Excellent	35%	37%	34%
Good	43%	42%	44%
Fair	11%	10%	12%
Poor	2%	1%	2%
Unacceptable	< 1%	< 1%	1%
Don't use	8%	10%*	7%
Mean score	4.22	4.26*	4.17

* Statistically significant difference
 t Denotes less than 1%

Q: Please rate how well we are communicating with you in the following areas by providing the Transit System Map
 N=2,684

Question presented on version B only.

LIGHT RAIL RIDER RATING: METRO TRANSIT INFORMATION LINE



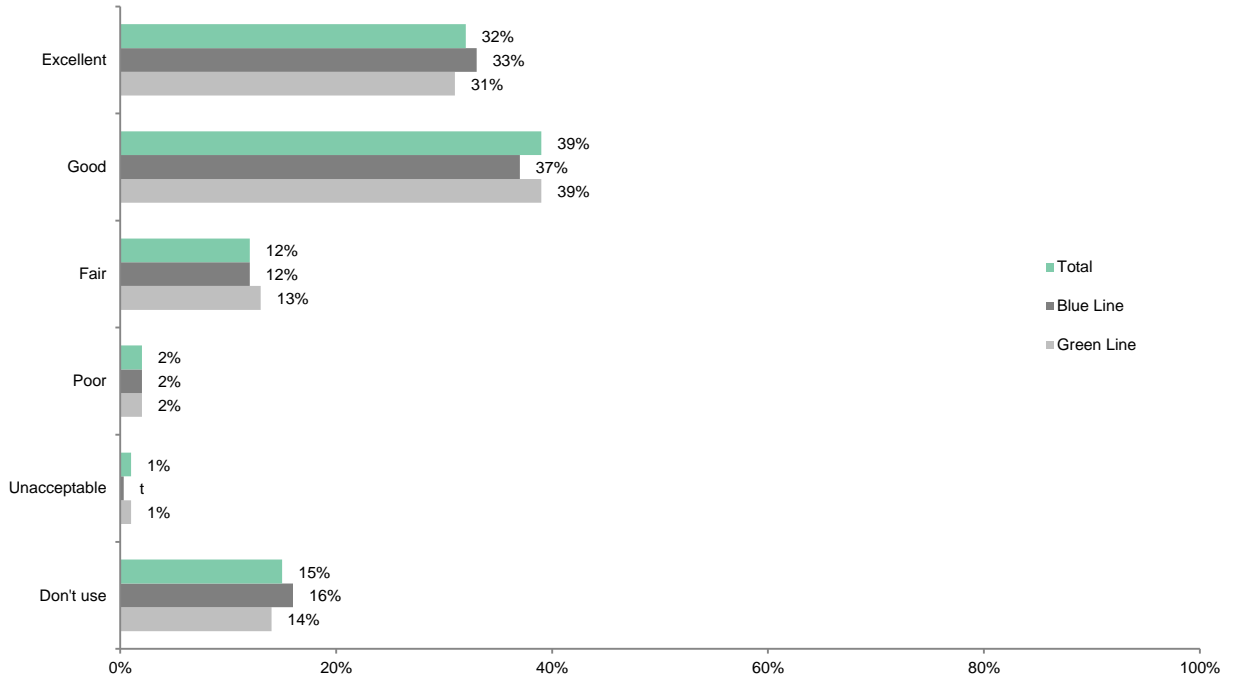
Rating	Total	Blue Line	Green Line
Excellent	23%	23%	24%
Good	23%	23%	22%
Fair	9%	10%	8%
Poor	2%	2%	2%
Unacceptable	< 1%	< 1%	< 1%
Don't use	43%	43%	44%
Mean score	4.17	4.15	4.21

t Denotes less than 1%

Q: Please rate how well we are communicating with you in the following areas by providing the Metro Transit information line (612-373-3333)
N=2,401

Question presented on version A only.

LIGHT RAIL RIDER RATING: PRINTED SCHEDULES



Rating	Total	Blue Line	Green Line
Excellent	32%	33%	31%
Good	39%	37%	39%
Fair	12%	12%	13%
Poor	2%	2%	2%
Unacceptable	1%	< 1%	1%
Don't use	15%	16%	14%
Mean score	4.16	4.19	4.12

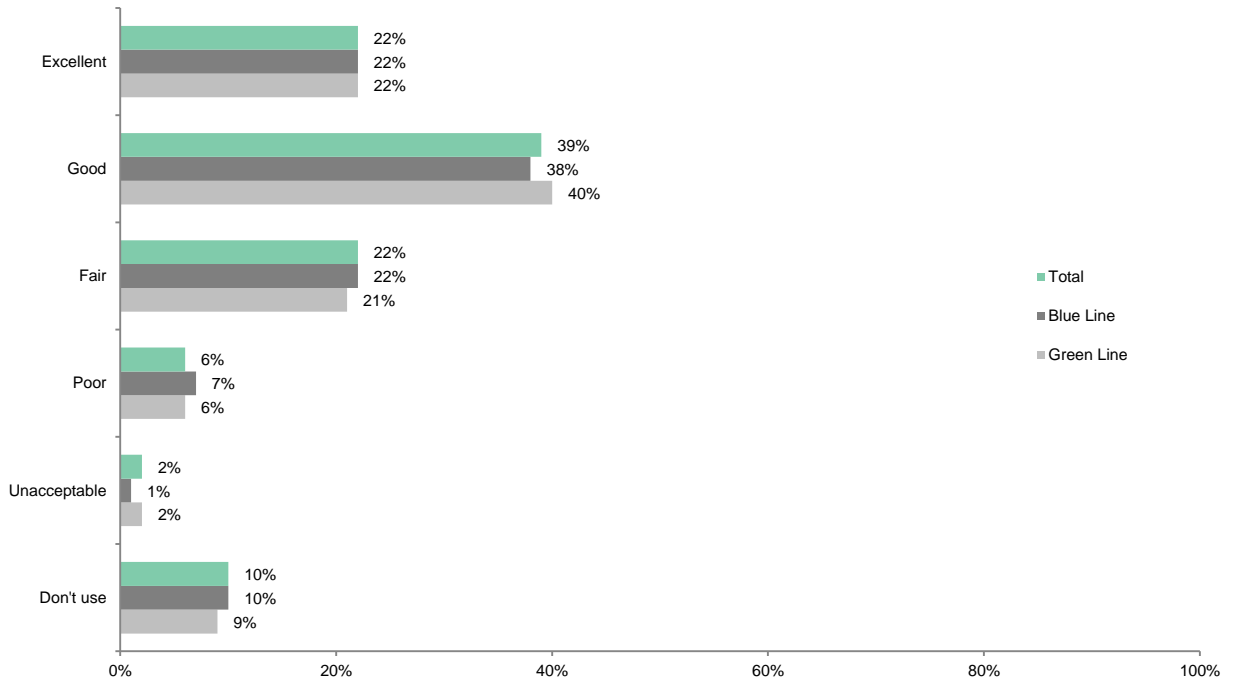
t Denotes less than 1%

Q: Please rate how well we are communicating with you in the following areas by providing printed schedules

N=2,646

Question presented on version B only.

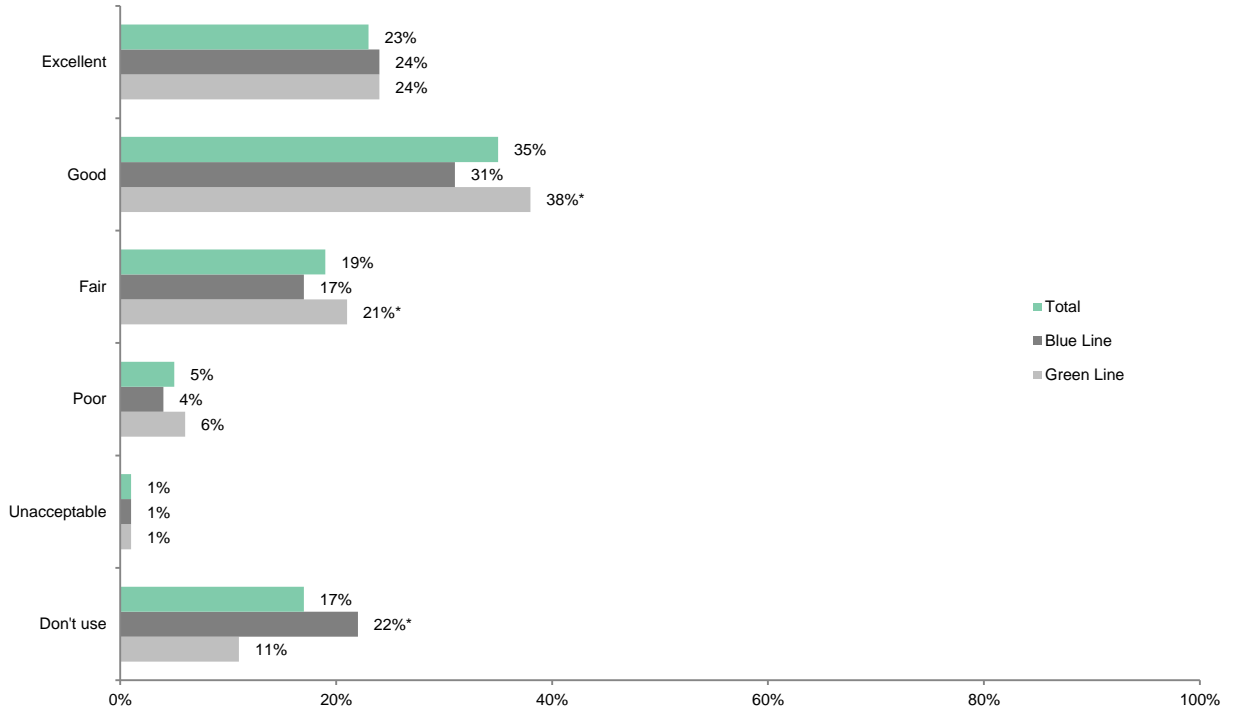
LIGHT RAIL RIDER RATING: SHELTERS



Rating	Total	Blue Line	Green Line
Excellent	22%	22%	22%
Good	39%	38%	40%
Fair	22%	22%	21%
Poor	6%	7%	6%
Unacceptable	2%	1%	2%
Don't use	10%	10%	9%
Mean score	3.81	3.80	3.82

Q: Please rate how well we are communicating with you in the following areas by providing shelters
 N=2,407
 Question presented on version A only.

LIGHT RAIL RIDER RATING: BUS STOPS



Rating	Total	Blue Line	Green Line
Excellent	23%	24%	24%
Good	35%	31%	38%*
Fair	19%	17%	21%*
Poor	5%	4%	6%
Unacceptable	1%	1%	1%
Don't use	17%	22%*	11%
Mean score	3.89	3.94	3.86

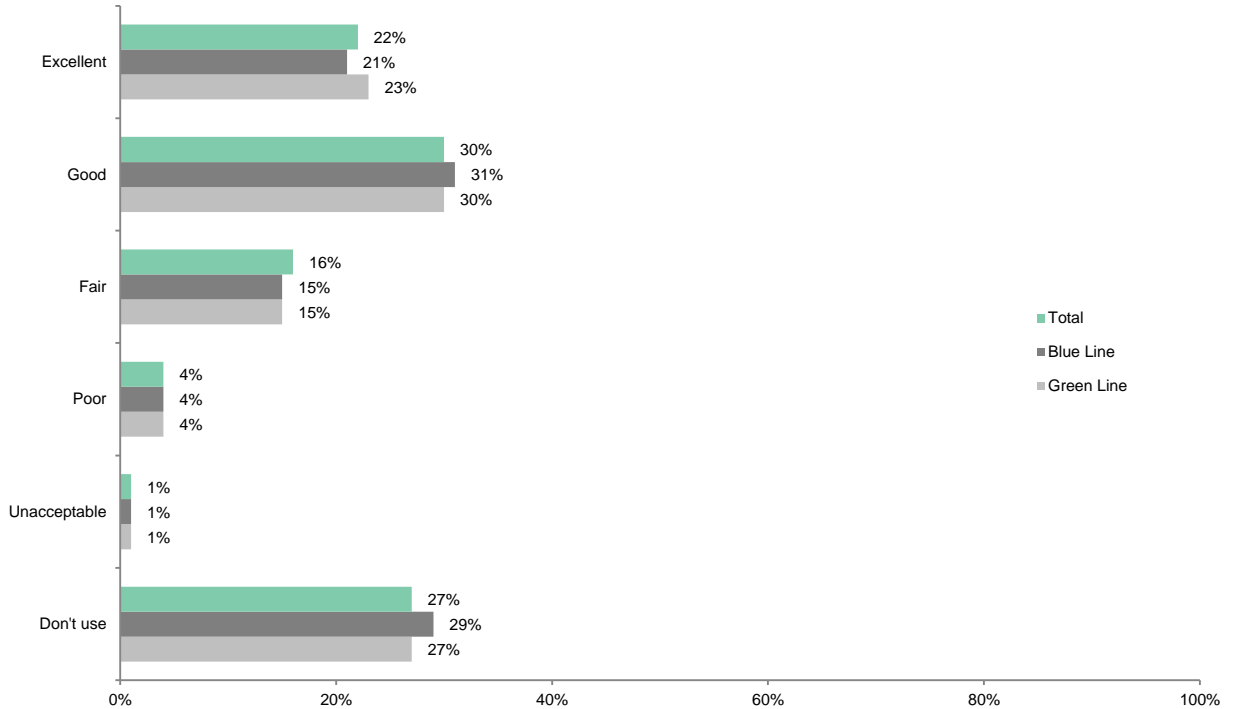
* Statistically significant difference

Q: Please rate how well we are communicating with you in the following areas by providing bus stops

N=2,592

Question presented on version B only.

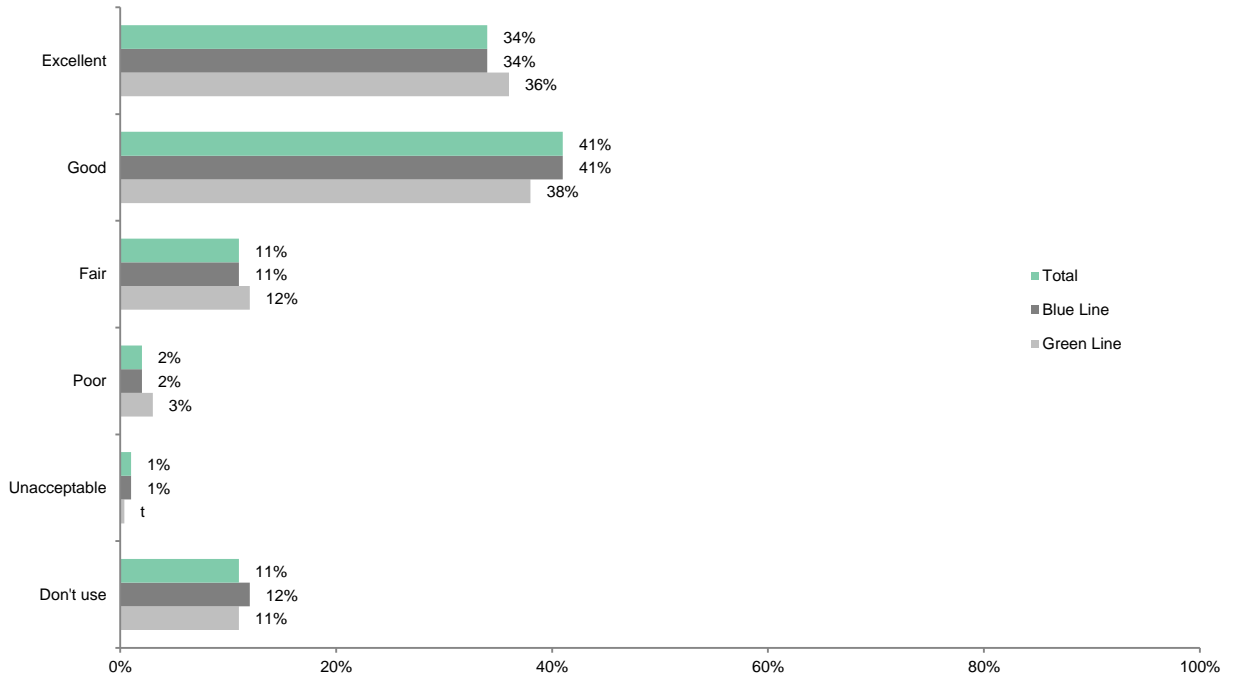
LIGHT RAIL RIDER RATING: NEXTRIP SIGNS



Rating	Total	Blue Line	Green Line
Excellent	22%	21%	23%
Good	30%	31%	30%
Fair	16%	15%	15%
Poor	4%	4%	4%
Unacceptable	1%	1%	1%
Don't use	27%	29%	27%
Mean score	3.94	3.95	3.95

Q: Please rate how well we are communicating with you in the following areas by providing NexTrip signs
 N=2,350
 Question presented on version A only.

LIGHT RAIL RIDER RATING: METROTRANSIT.ORG



Rating	Total	Blue Line	Green Line
Excellent	34%	34%	36%
Good	41%	41%	38%
Fair	11%	11%	12%
Poor	2%	2%	3%
Unacceptable	1%	1%	< 1%
Don't use	11%	11%	12%
Mean score	4.18	4.19	4.19

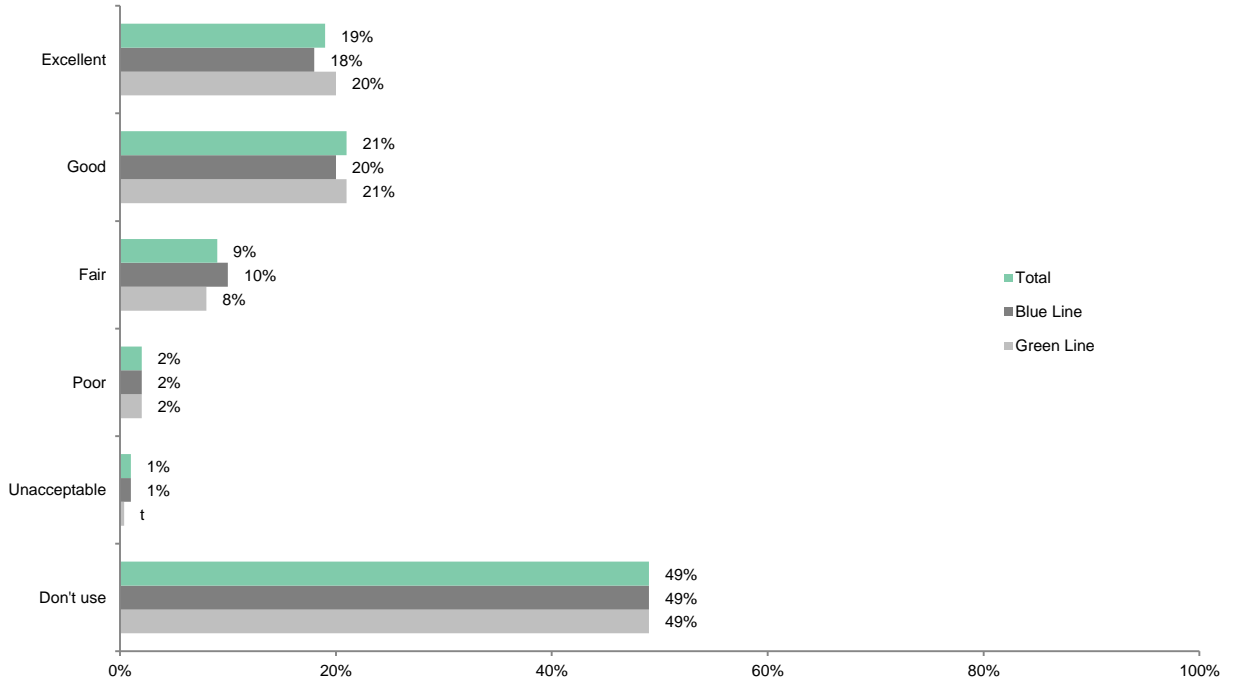
t Denotes less than 1%

Q: Please rate how well we are communicating with you in the following areas by providing metrotransit.org

N=2,559

Question presented on version B only.

LIGHT RAIL RIDER RATING: CUSTOMER SERVICE ON THE METRO TRANSIT INFORMATION LINE



Rating	Total	Blue Line	Green Line
Excellent	19%	18%	20%
Good	21%	20%	21%
Fair	9%	10%	8%
Poor	2%	2%	2%
Unacceptable	1%	1%	< 1%
Don't use	49%	49%	49%
Mean score	4.07	4.02	4.14*

* Statistically significant difference

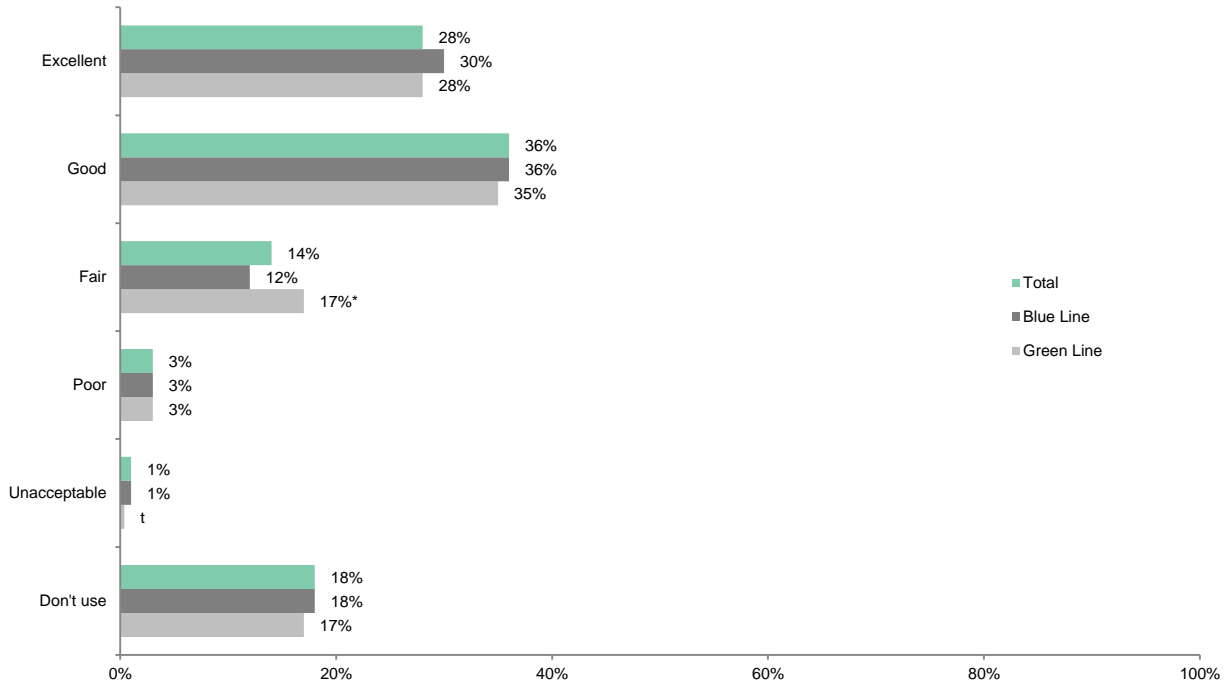
t Denotes less than 1%

Q: Please rate how well we are communicating with you in the following areas by providing customer service on the Metro Transit information line (612-373-3333)

N=2,382

Question presented on version A only.

LIGHT RAIL RIDER RATING: INFORMATION ABOUT HOW TO PURCHASE OR USE METRO TRANSIT FARE CARDS



Rating	Total	Blue Line	Green Line
Excellent	28%	30%	28%
Good	36%	36%	35%
Fair	14%	12%	17%*
Poor	3%	3%	3%
Unacceptable	1%	1%	< 1%
Don't use	18%	18%	17%
Mean score	4.06	4.10	4.04

* Statistically significant difference

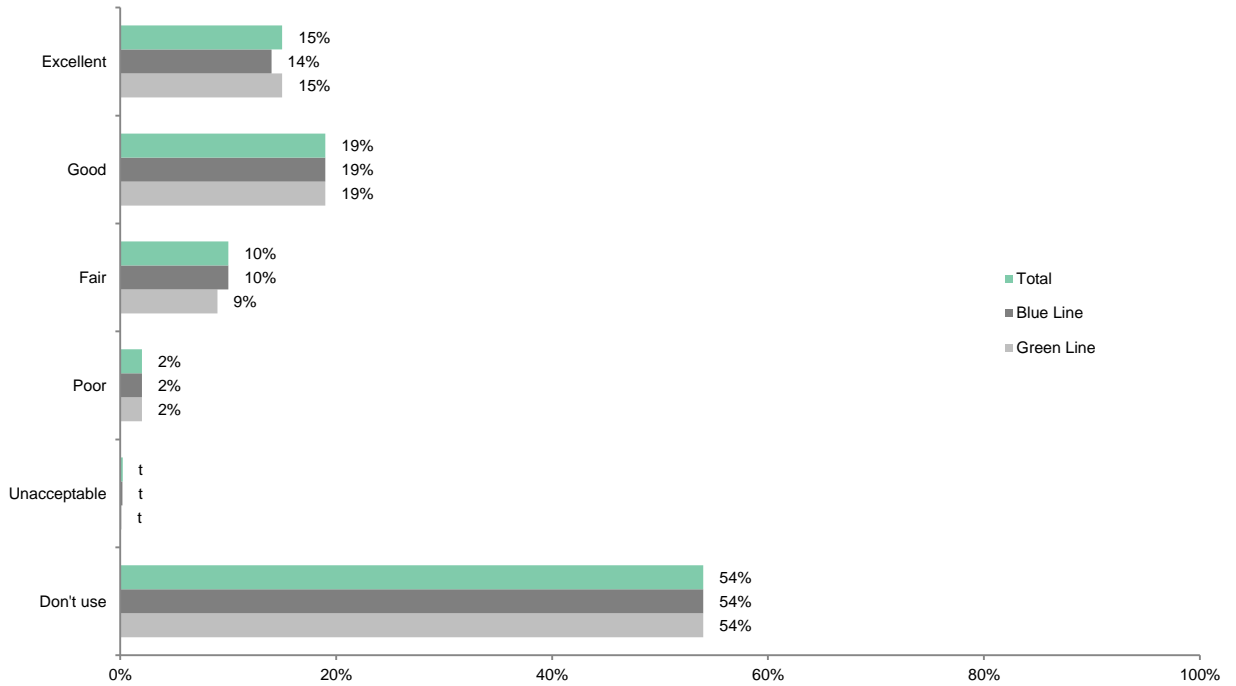
t Denotes less than 1%

Q: Please rate how well we are communicating with you in the following areas by providing information about how to purchase or use Metro Transit fare cards (e.g. Go-To Cards)

N=2,556

Question presented on version B only.

LIGHT RAIL RIDER RATING: "CONNECT" ONBOARD NEWSLETTERS DISTRIBUTED MONTHLY ON LIGHT RAIL



Rating	Total	Blue Line	Green Line
Excellent	15%	14%	15%
Good	19%	19%	19%
Fair	10%	10%	9%
Poor	2%	2%	2%
Unacceptable	< 1%	< 1%	< 1%
Don't use	54%	54%	54%
Mean score	4.00	3.99	4.03

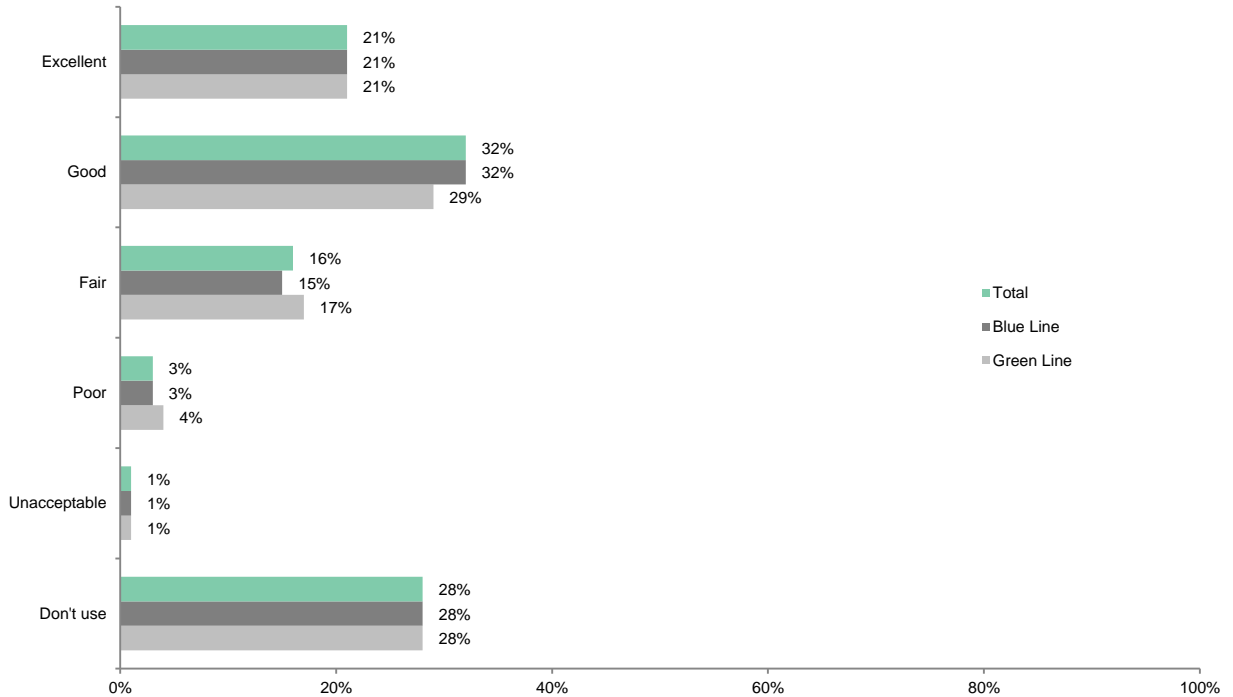
t Denotes less than 1%

Q: Please rate how well we are communicating with you in the following areas by providing CONNECT onboard newsletters distributed monthly on Light Rail

N=2,358

Question presented on version A only.

LIGHT RAIL RIDER RATING: ONBOARD INFORMATION CARDS



Rating	Total	Blue Line	Green Line
Excellent	21%	21%	21%
Good	32%	32%	29%
Fair	16%	15%	17%
Poor	3%	3%	4%
Unacceptable	1%	1%	1%
Don't use	28%	28%	28%
Mean score	3.95	3.97	3.93

Q: Please rate how well we are communicating with you in the following areas by providing onboard information cards
 N=2,536
 Question presented on version B only.

Light Rail Trends

DISTRIBUTED SURVEYS

Total Distributed	12,100
Weekday Blue Distributed	4,067
Weekend Blue Distributed	1,983
Weekday Green Distributed	4,414
Weekend Green Distributed	1,636

COMPLETED RETURNS

Total Collected	5,550 (46%)
Weekday Blue Collected:	1,543
Weekend Blue Collected:	824
Weekday Green Collected:	1,438
Weekend Green Collected:	532
Mail Returns:	1,040
Online:	173

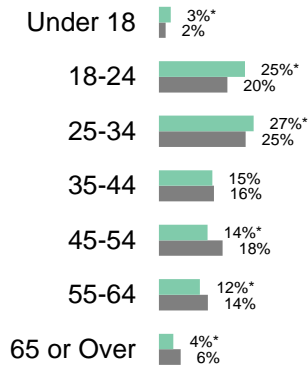
Light Rail Rider Snapshot



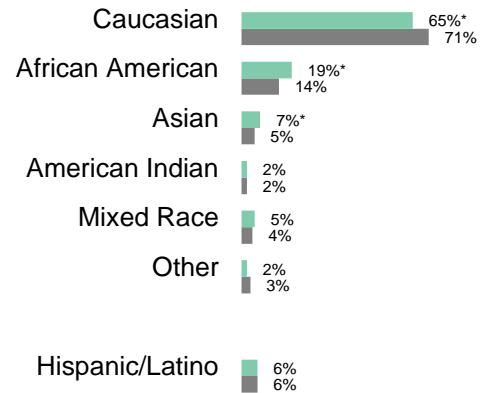
Demographics

- Top zip code origins: 55406, 55417, 55407, 55404
- Top zip code destinations: 55402, 55401, 55425
- Increase in younger riders (18-34) since 2012
- Number of non-white riders is higher
- Annual HH incomes remain stable since 2012
- 52% female

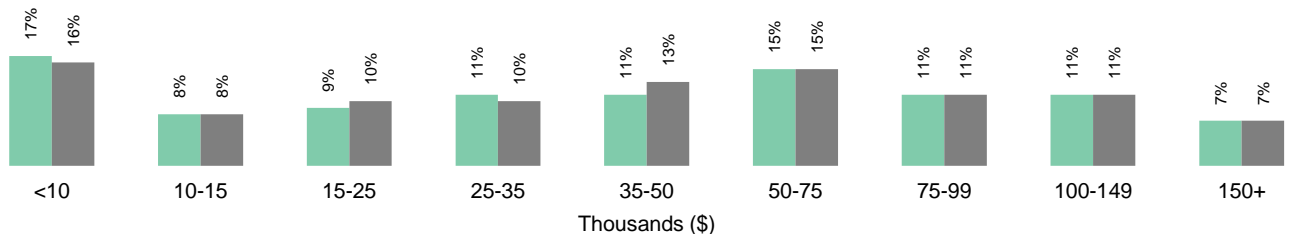
Age



Race



Household Income



* Statistically significant difference 2014 to 2012



RIDERSHIP

- 52% ride LRT on weekdays and 39% ride on both weekdays and weekends.
- Most ride during rush hour (69%).
- Riding LRT five days a week is most common (36%), 66% ride four to seven days a week.
- Work is the primary trip purpose (53%), followed by school (16%) and shopping/errands (15%).
- 34% have no working automobiles available for use.
- 13% use Park & Ride.

INFLUENCES

- 38% report their employer or an organization they are involved with offer transit passes, and of those, 59% cover part of the cost.
- Friends, family and coworkers (25%), school (24%), and moved locations (21%) are the top influences to first try transit.

PREFERENCES

- For over half (51%), living or working close to transit is the main reason for using transit, followed by saving money on parking (48%).
- Half (50%) use metrotransit.org as their primary source for transit information with the primary features being trip planner and route/schedule pages.
- 77% of riders use Go-To technology to pay their fare.

METRO TRANSIT RATINGS

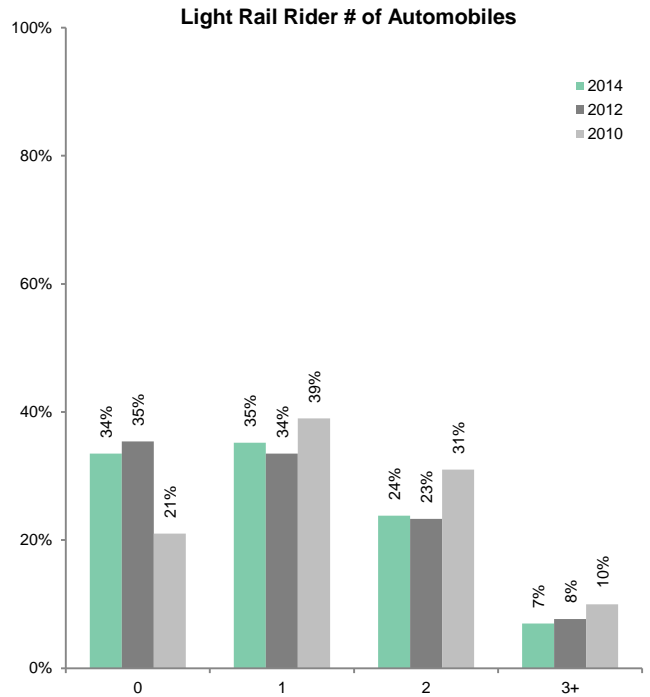
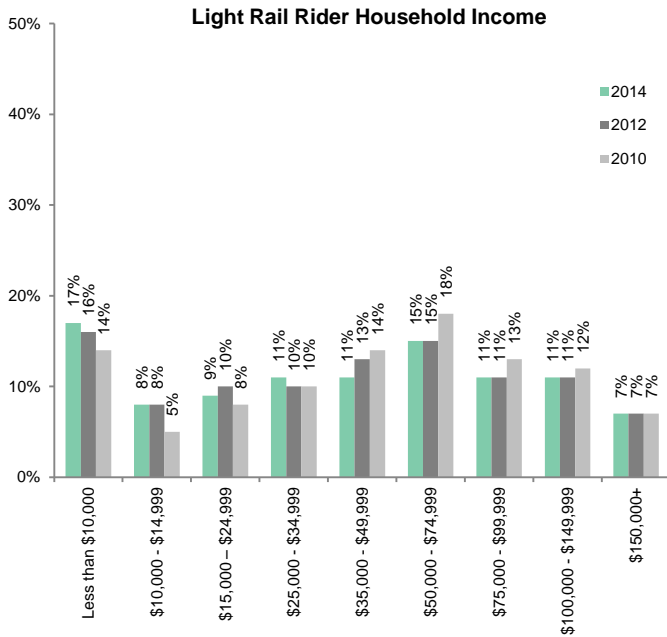
High Correlation, High Performance

- Transferring is easy
- Value for fare paid
- Hours of operation for transit service meet my needs
- Vehicles are environmentally friendly

High Correlation, Lower Performance

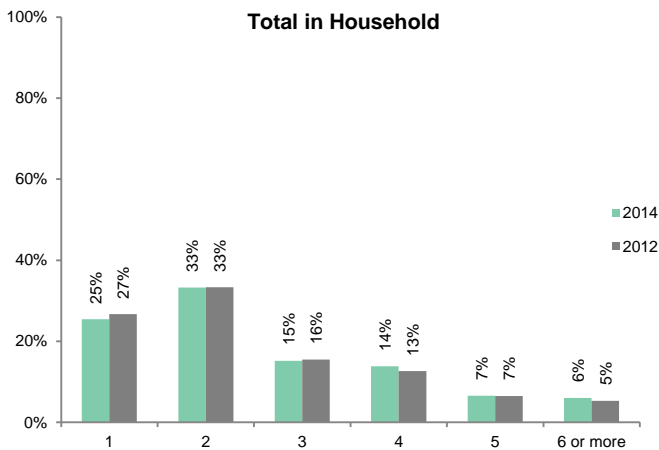
- Total travel time is reasonable
- Reliability – service is on schedule
- In addition, personal safety while waiting and vehicles are clean warrant attention.

Household incomes have remained relatively stable since 2012. Access to working automobiles has also remained stable with just over one-third (34%) indicating there are no working automobiles available for use. The majority of respondents have only one or two people in their household.



Q: Approximately what was your family's total household income last year before taxes?
N=4,665

# of automobiles	2014	2012	2010	2008	2006	2005
0 automobiles	34%	35%	21%	20%	20%	14%
1 automobile	35%	34%	39%	40%	39%	39%
2 automobiles	24%	23%	31%	31%	32%	35%
3+ automobiles	7%	8%	10%	9%	9%	12%

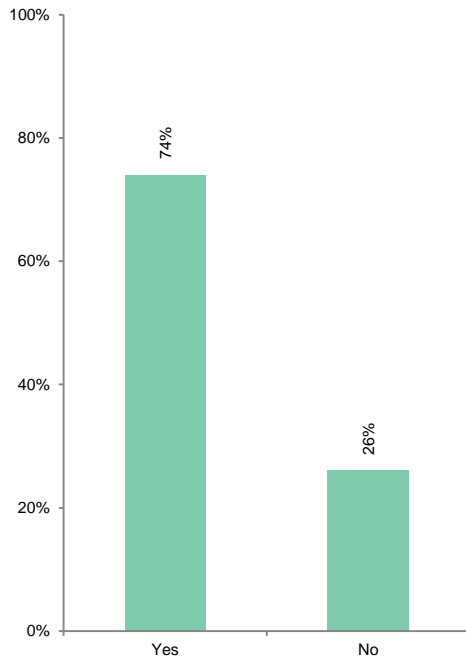


Q: How many people, including yourself, are in your household?
N=5,088

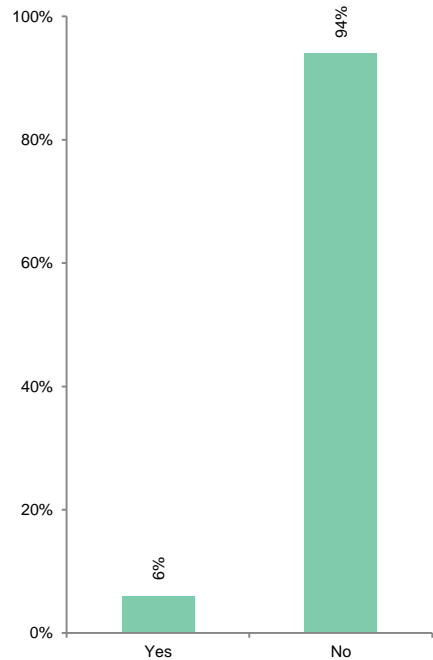
Q: How many working automobiles do you have available for your use?
N=5,087

Over one-quarter (26%) of LRT riders indicate that they do not have a valid driver's license. Approximately one in 16 (6%) report having a Metro Mobility ID or a state-issued ID with an "L" or "A" endorsement.

**Do you have a valid Driver's license?
(Light Rail Rider)**



**Do you have a Metro Mobility ID or state-issued ID with an "L" or "A" endorsement?
(Light Rail Rider)**



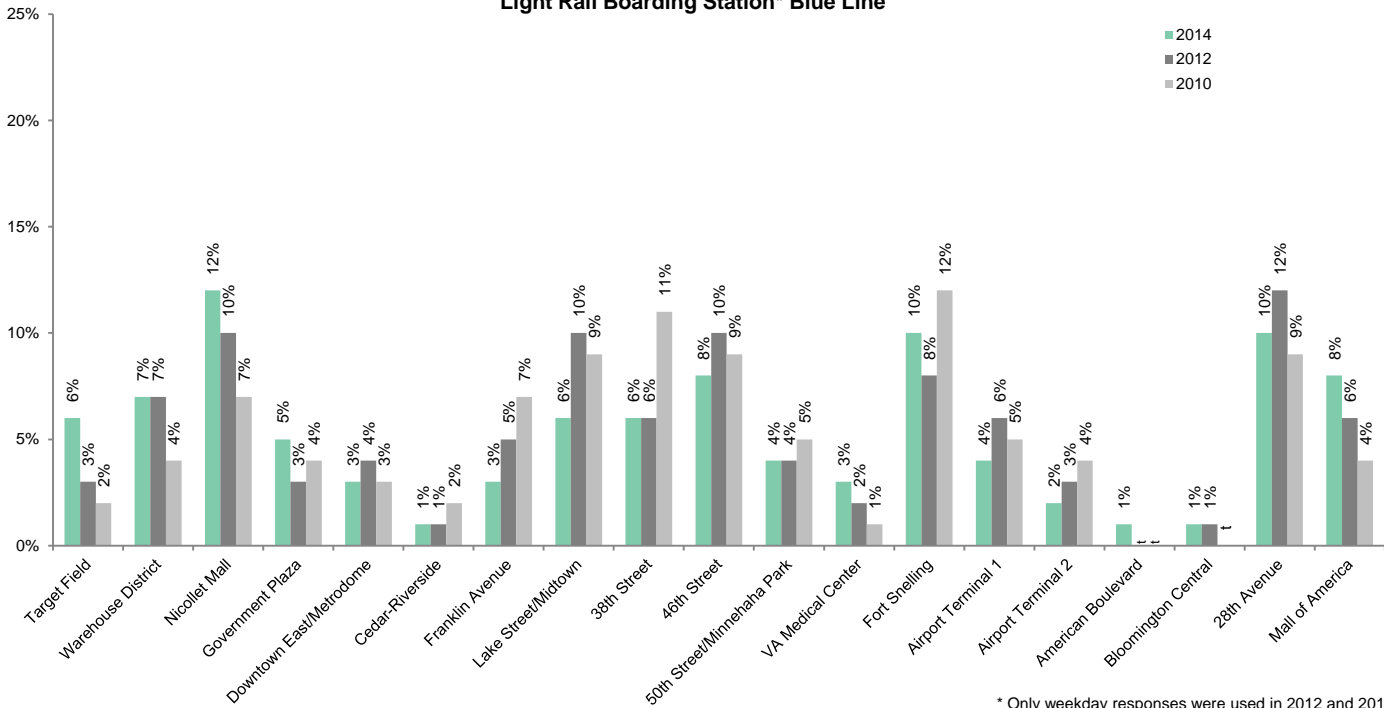
Q: Do you have a valid Driver's license?
N=5,133

Q: Do you have a Metro Mobility ID OR state-issued ID with an "L" or "A" endorsement?
N=5,024

Blue Line Station Usage

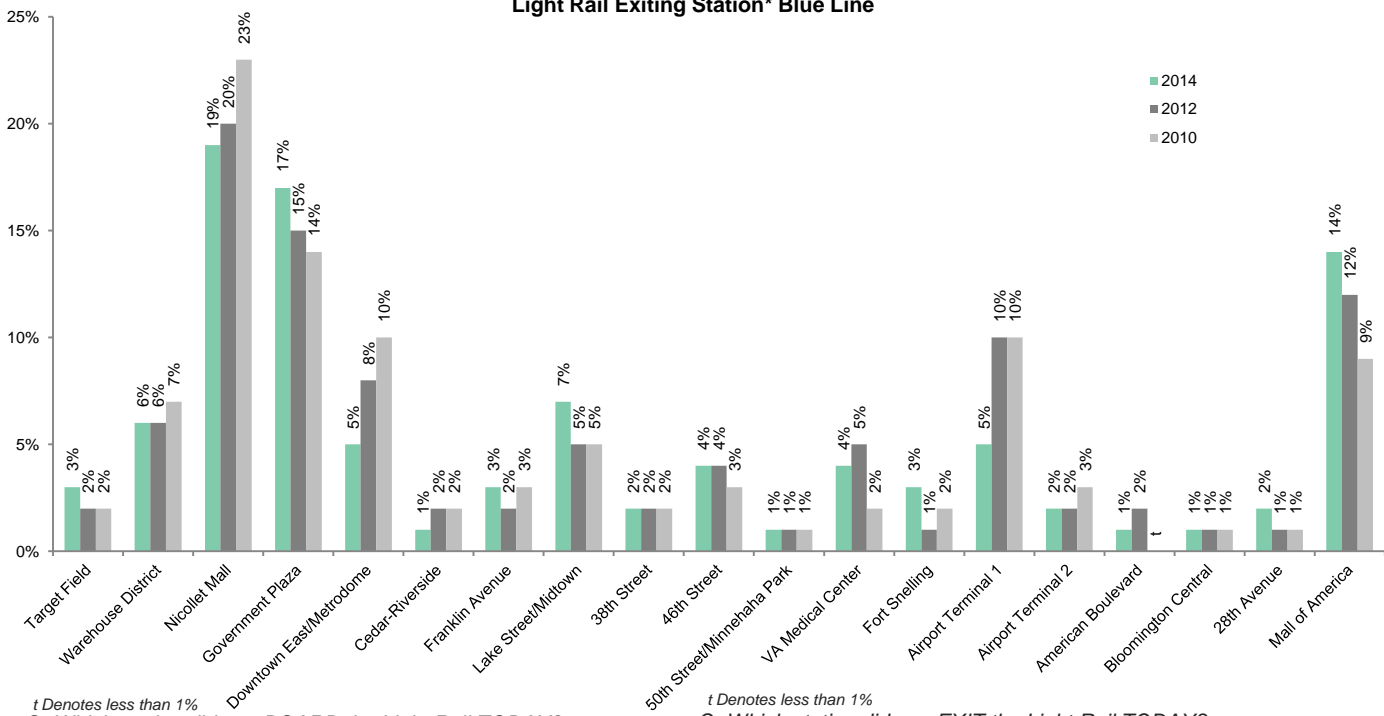
LIGHT RAIL TRENDS

Light Rail Boarding Station* Blue Line



* Only weekday responses were used in 2012 and 2014.

Light Rail Exiting Station* Blue Line



t Denotes less than 1%

Q: Which station did you BOARD the Light Rail TODAY?

Blue line N=2,736

Ridership represents a blended use of Blue and Green lines.

t Denotes less than 1%

Q: Which station did you EXIT the Light Rail TODAY?

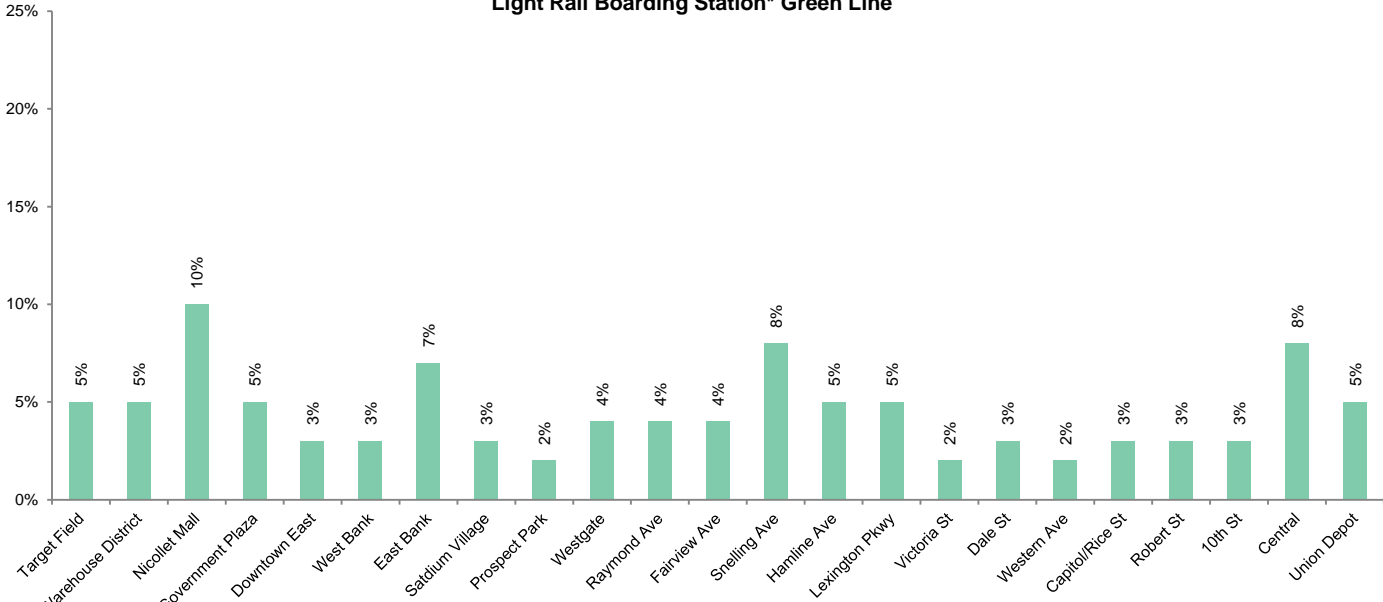
Blue line N= 2,637

Ridership represents a blended use of Blue and Green lines.



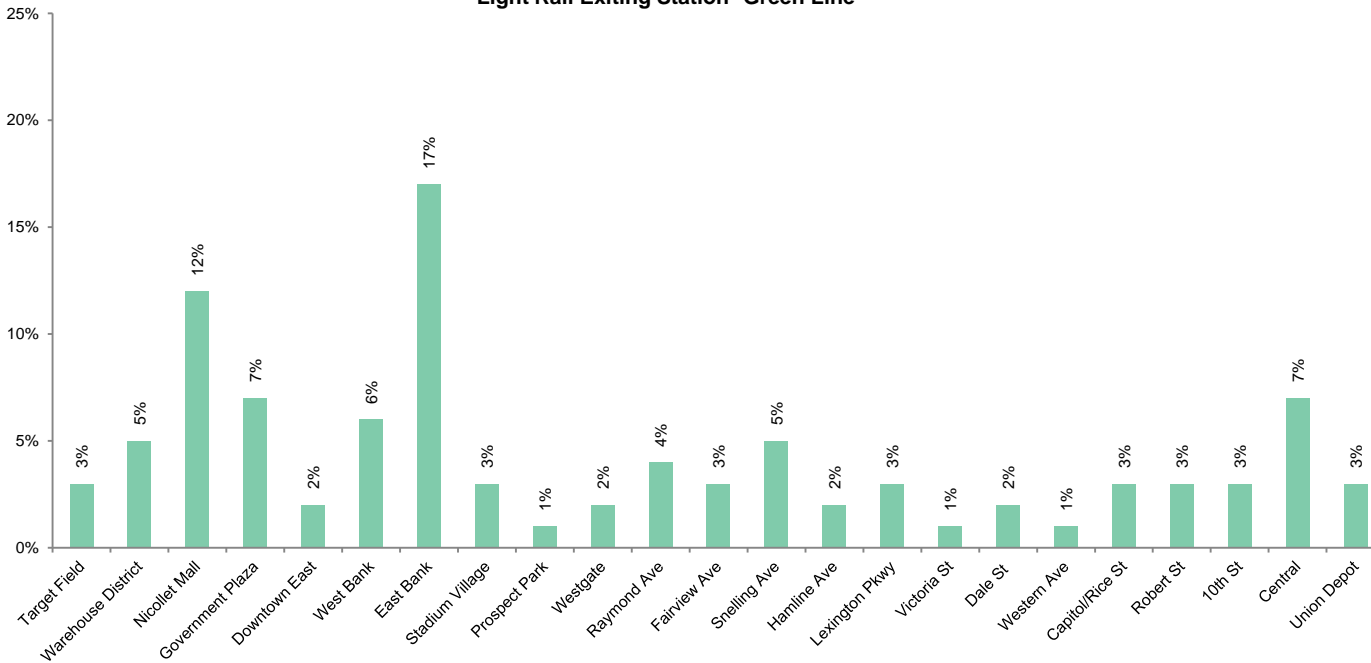
Green Line Station Usage

Light Rail Boarding Station* Green Line



* Only weekday responses were used in 2012 and

Light Rail Exiting Station* Green Line

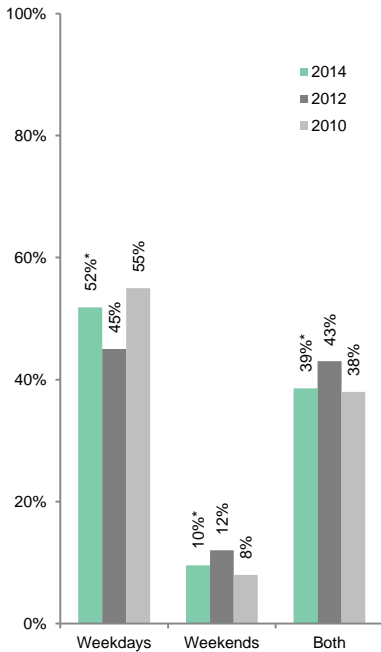


Q: Which station did you BOARD the Light Rail TODAY?
 Green line N=2,469
 Ridership represents a blended use of Blue and Green lines.

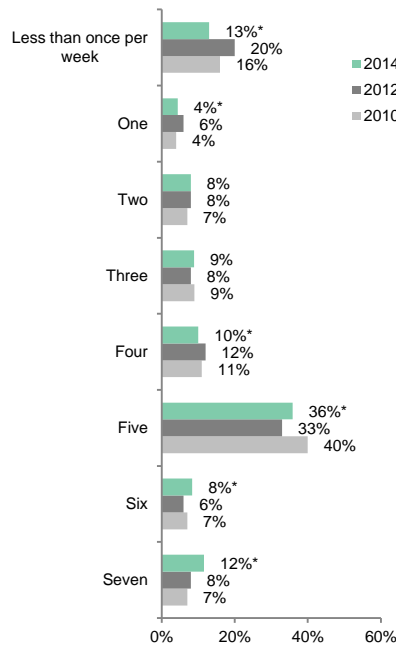
Q: Which station did you EXIT the Light Rail TODAY?
 Green line N=2,249
 Ridership represents a blended use of Blue and Green lines.

Riders are most likely to travel on weekdays, five times a week, during rush hour. In the last two years, those reporting that they travel on weekdays, during rush hour and riding 5 days a week or more has increased significantly.

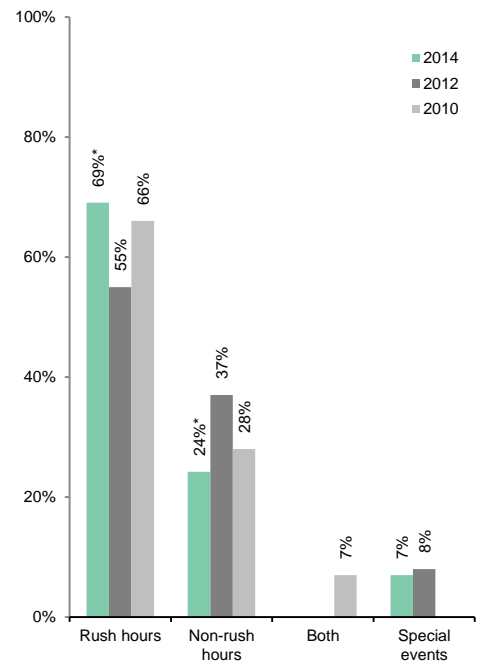
Light Rail Rider Travel Days



How many days per week do you usually ride the light rail?



Light Rail Travel Times



Travel Days	2014	2012	2010	2008	2006
Weekdays	52%*	45%	55%	63%	64%
Weekends	10%*	12%	8%	4%	7%
Both Weekdays and Weekends	39%*	43%	38%	33%	29%

Days Per Week	2014	2012	2010	2008	2006	2005
Less than once per week	13%*	20%	16%	7%	0%	0%
One	4%*	6%	4%	8%	14%	10%
Two	8%	8%	7%	7%	7%	6%
Three	9%	8%	9%	8%	9%	6%
Four	10%*	12%	11%	10%	10%	11%
Five	36%*	33%	40%	50%	49%	57%
Six	8%*	6%	7%	6%	6%	7%
Seven	12%*	8%	7%	4%	4%	3%

Travel Times	2014	2012	2010	2008	2006
Rush hours	69%*	55%	66%	71%	67%
Non-rush hours	24%*	37%	28%	23%	27%
Both	0%	0%	7%	6%	6%
Special Events	7%	8%	0%	0%	0%

* Statistically significant difference 2014 to 2012

Q: On which day(s) of the week do you usually ride the light rail?
N=5,028

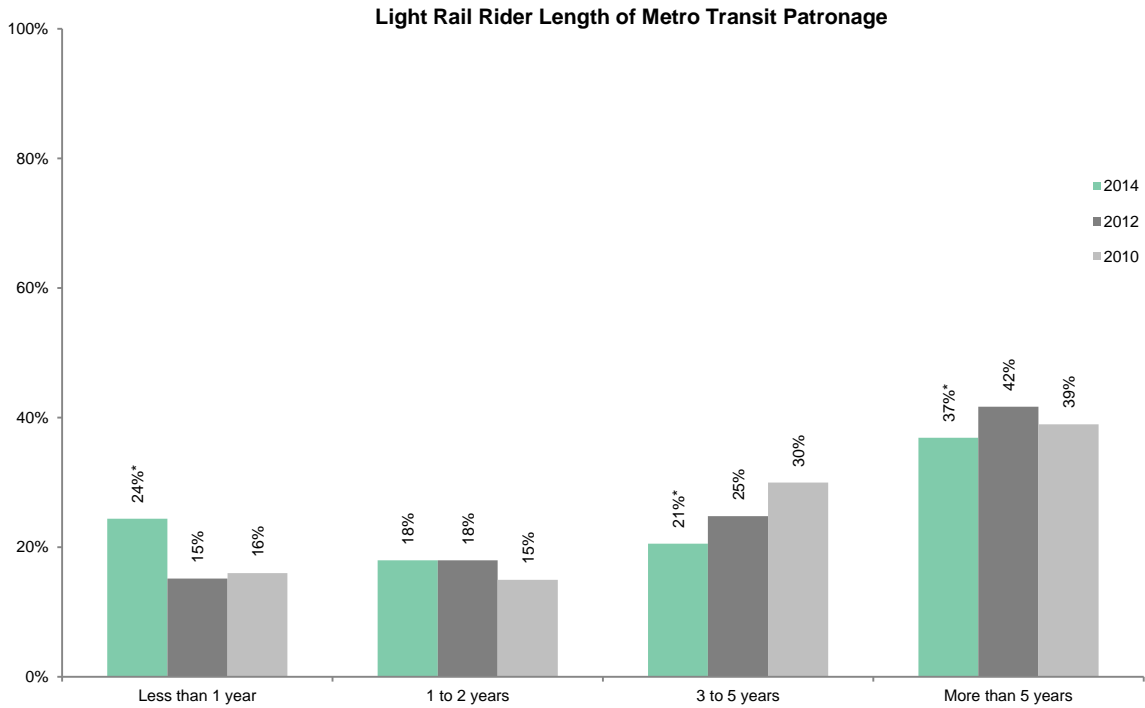
* Statistically significant difference 2014 to 2012

Q: How many days per week do you ride the light rail?
N=5,302

* Statistically significant difference 2014 to 2012

Q: When do you usually ride the light rail?
N=4,324

There is a significant increase in those riding less than one year, from 15% in 2012 to 24% currently.



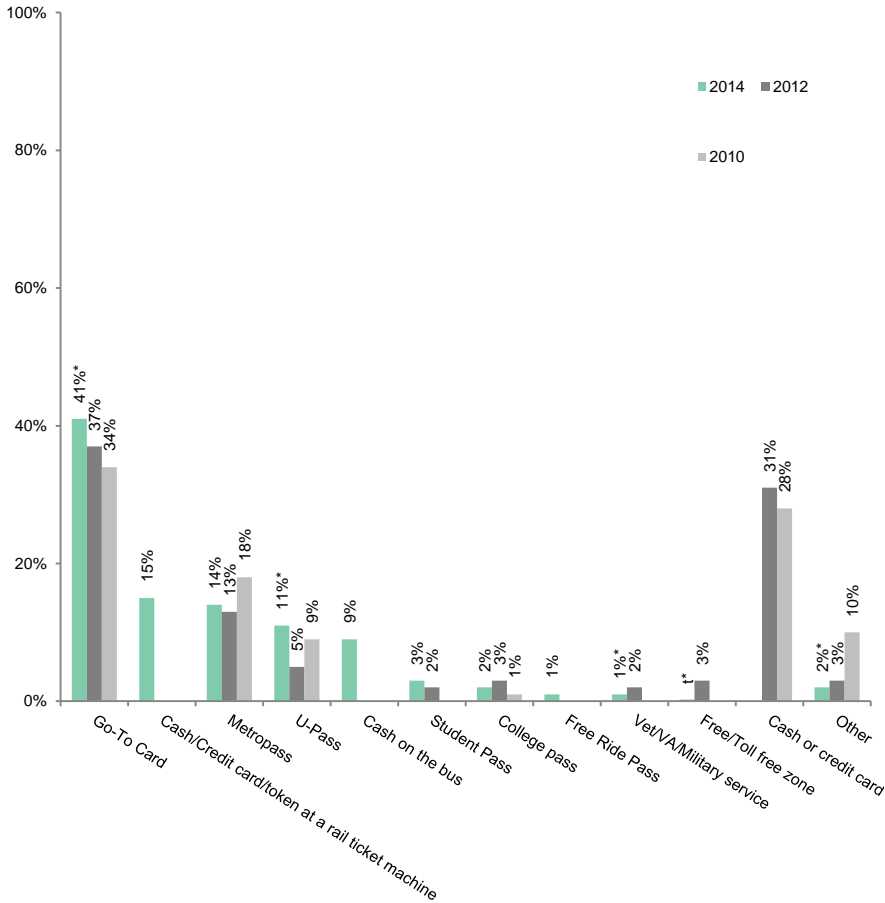
	2014	2012	2010	2008	2006	2005
Less than 1 year	24%*	15%	16%	16%	22%	6%
1 to 2 years	18%	18%	15%	17%	28%	25%
3 to 5 years	21%*	25%	30%	29%	15%	21%
More than 5 years	37%*	42%	39%	38%	35%	28%

* Statistically significant difference 2014 to 2012

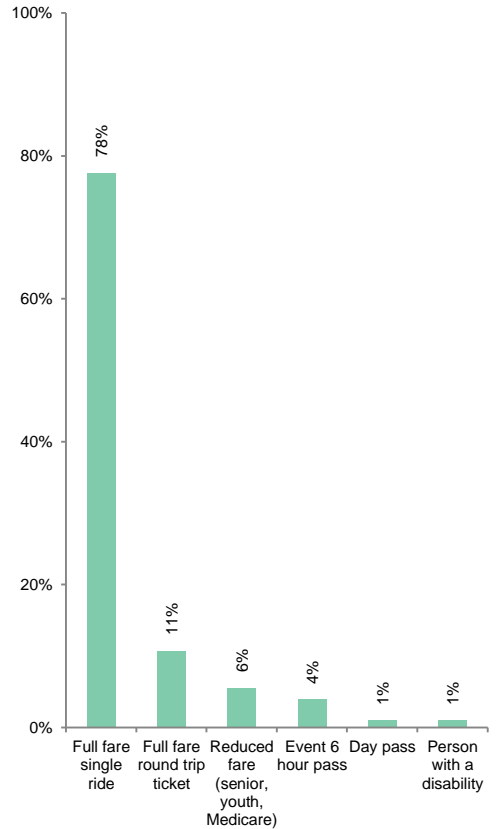
Q: How long have you used Metro Transit services?
N=5,064

More than three-quarters of LRT riders use some form of Go-To technology to pay their fares. For riders paying with cash or credit card at a rail ticket machine, more than two-thirds (69%) purchase a full fare single ride while only 12% purchase a full fare round trip ticket.

How did you pay for your fare today?*** (Light Rail Rider)



If [cash or credit card], what kind of ticket did you purchase? (Light Rail Rider)



*Statistically significant difference 2014 to 2012
 † Denotes less than 1%

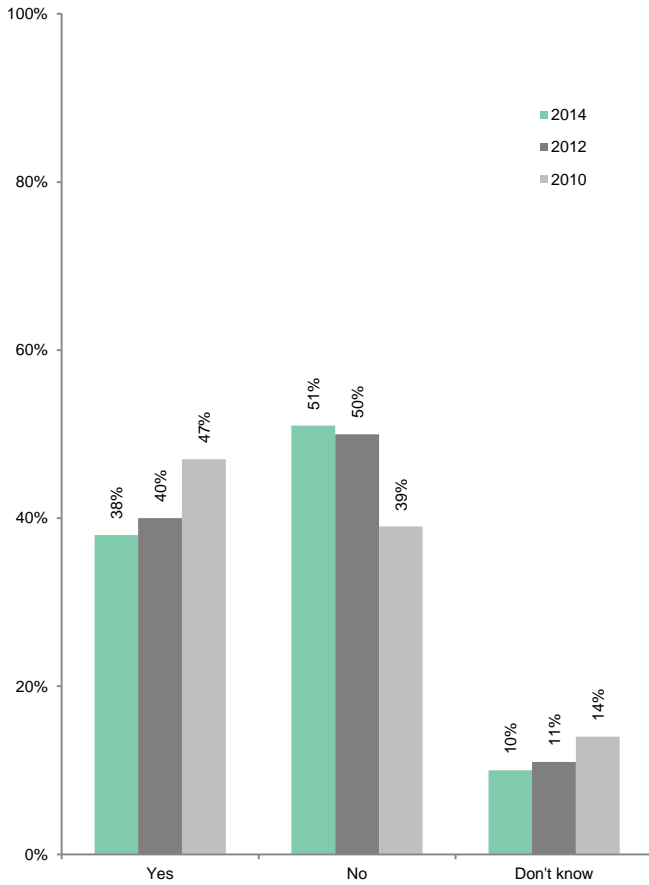
**Only weekday responses were used.
 Rates of Go-To technology participation are higher than reported transaction data.

Q: How did you pay for your fare today?
 N=5,128

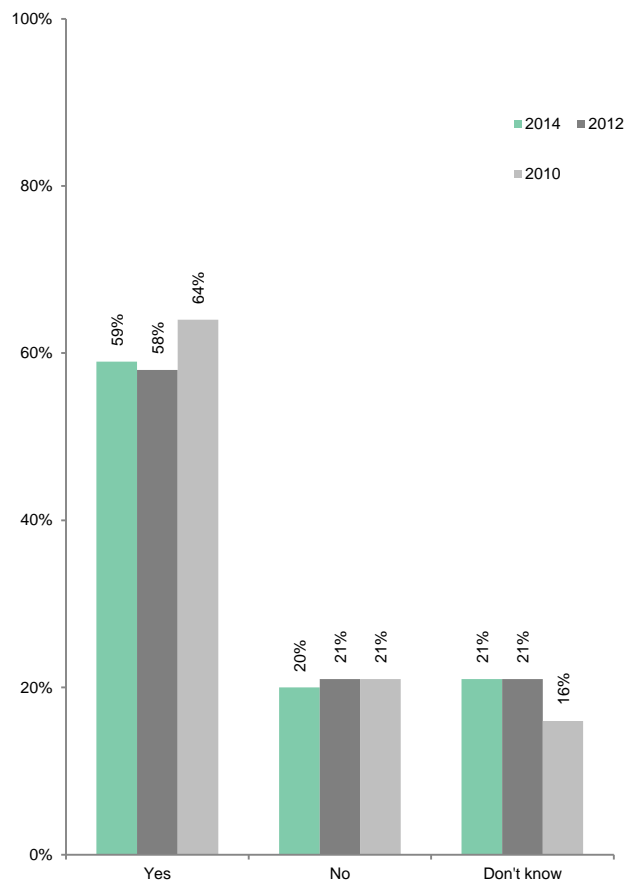
Q: What kind of ticket did you purchase?
 N=607

More than half of respondents (51%) report that their employer, organization or agency does not offer transit passes. Of those who report that their employer does offer transit passes, nearly three-fifths (59%) indicate that their employer also shares part of the cost.

Does your employer offer transit passes? (Light Rail Rider)



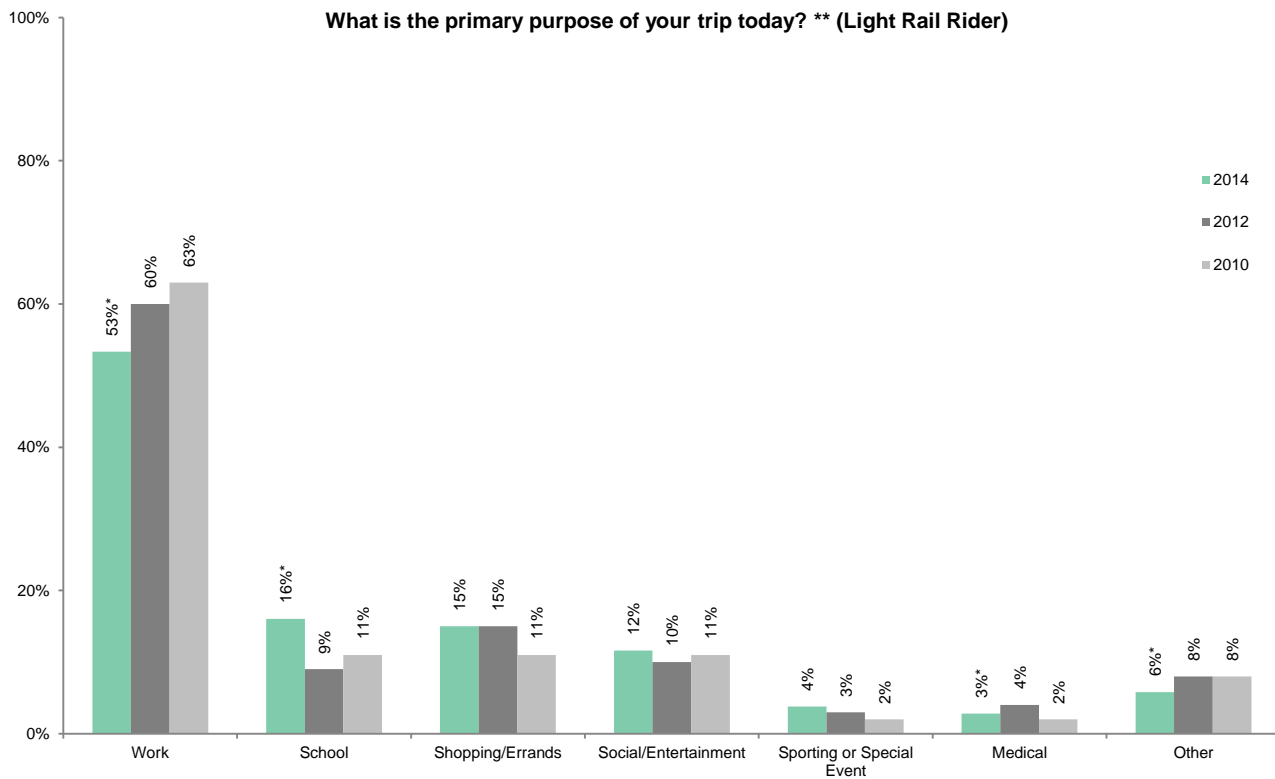
If yes, does it share part of the cost? (Light Rail Rider)



Q: Does your employer, organization or agency offer transit passes?
 N=2,536
 In 2014, question presented on version A only.

Q: If yes, does it share part of the cost?
 N=882
 In 2014, question presented on version A only.

Those indicating that work is their primary purpose for their trip has dropped significantly while school has increased significantly since 2012.



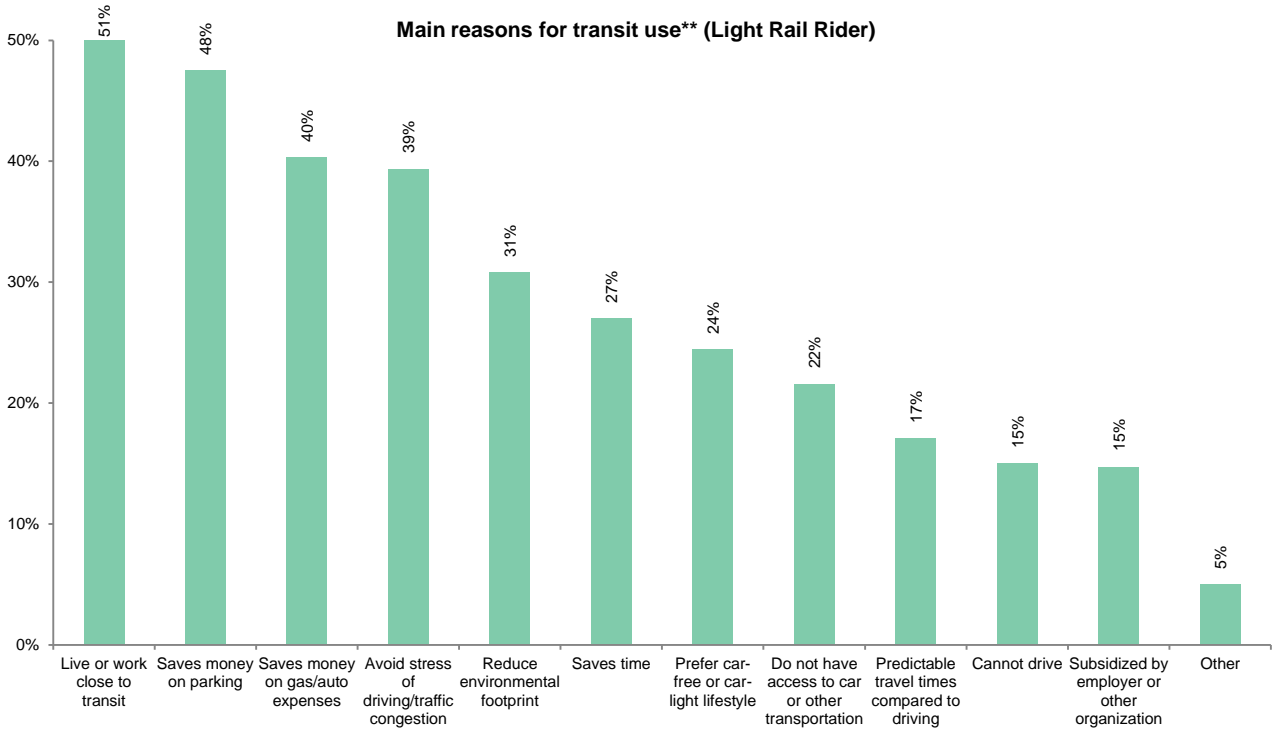
Primary purpose	2014	2012	2010	2008	2006	2005
Work	53%*	60%	63%	74%	69%	77%
School	16%*	9%	11%	6%	6%	3%
Shopping/Errands	15%	15%	11%	6%	6%	5%
Social/Entertainment	12%	10%	11%	9%	10%	9%
Sporting or Special Event	4%	3%	2%	-	-	-
Medical	3%*	4%	2%	3%	2%	1%
Other	6%*	8%	8%	7%	7%	5%

* Statistically significant difference 2014 to 2012

Q: What is the primary purpose of your trip today?
N=2,681

**Totals exceed 100% due to respondents selecting multiple responses.

The most frequently cited reasons to use LRT are living or working close to transit (51%) and to save money on parking (48%). Nearly one-third (31%) indicate that a main reason for using transit is to reduce environmental footprint while about one-quarter (24%) prefer car-free or car-light lifestyles. This question was modified in 2014 to accommodate multiple responses, as a result, no comparative data is provided.



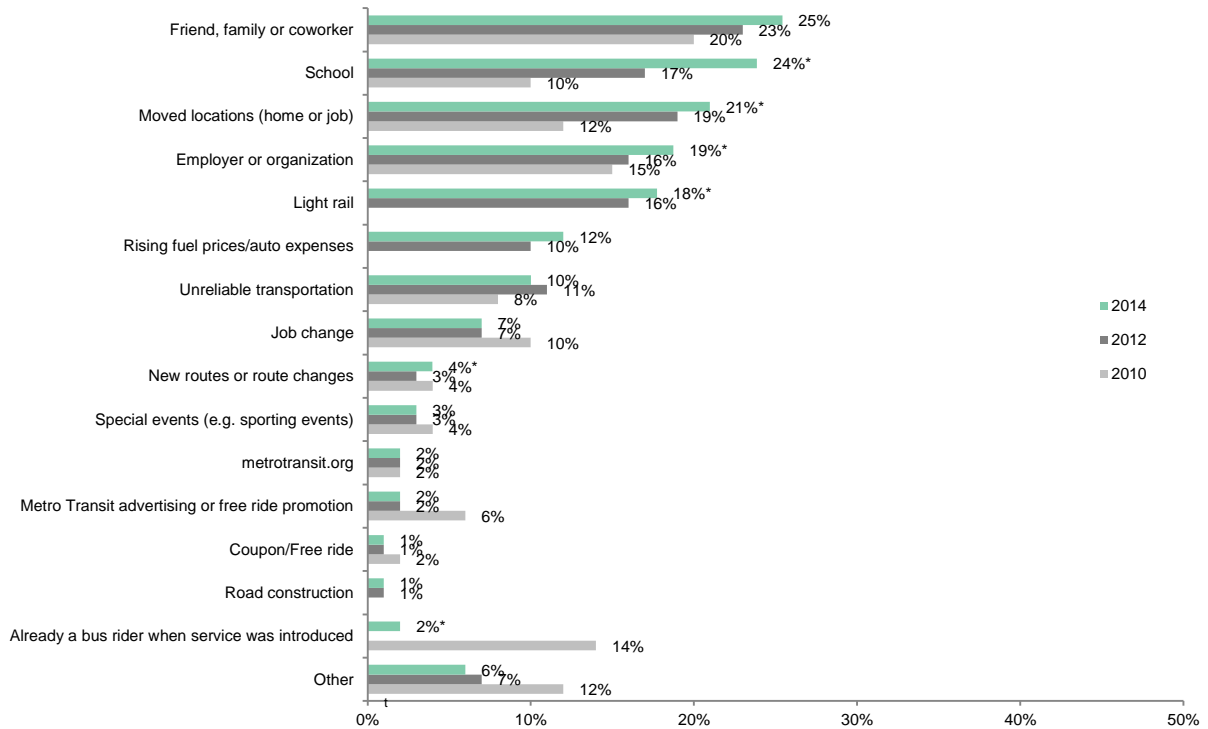
Q: What are the main reasons you use transit?

N=5,280

**Totals exceed 100% due to respondents selecting multiple responses.

A friend, family or coworker (25%) is the most frequently cited influence in a rider's decision to first try LRT, followed closely by school (24%). Those indicating that school is the influence to first try LRT increased significantly since 2012.

Transit Influencers



Rating	2014	2012	2010	2008	2006	2005
Friend, family or coworker	25%	23%	20%	24%	14%	13%
School	24%*	17%	10%	9%	4%	-
Moved locations	21%*	19%	12%	-	-	-
Employer or organization	19%*	16%	15%	23%	9%	7%
Light rail	18%*	16%	-	-	-	-
Rising fuel prices/auto expenses	12%	10%	-	-	-	-
Unreliable transportation	10%	11%	8%	-	-	-
Job change	7%	7%	10%	-	-	-
New routes or route changes	4%*	3%	4%	-	-	-
Special event	3%	3%	4%	6%	3%	2%
metrotransit.org	2%	2%	2%	3%	1%	2%
Metro Transit advertising or information	2%	2%	6%	12%	3%	-
Coupon/Free ride	1%	1%	2%	-	-	-
Road construction	1%	1%	-	-	-	-
Already a bus rider when introduced	2%*	< 1%	14%	-	-	-
Other	6%	7%	12%	30%	9%	13%

* Statistically significant difference 2014 to 2012

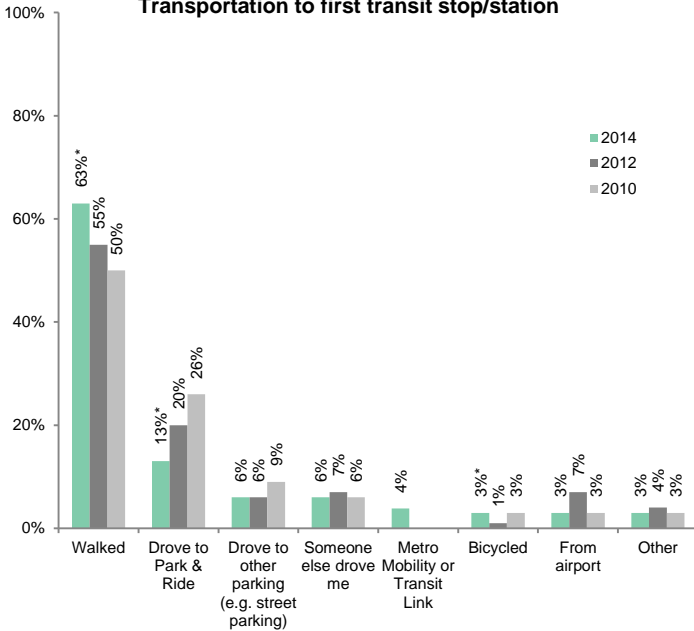
t Denotes less than 1%

Q: What or who influenced your decision to first try transit?

N=5,045

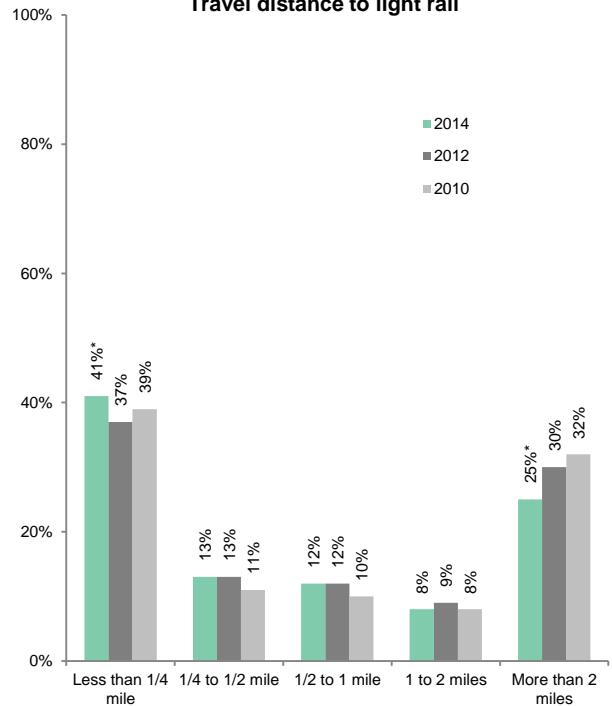
Nearly two-thirds walk (63%) to the light rail station, a significant increase since 2012. Over two-fifths (41%) report that their travel distance to the light rail is less than one-quarter mile.

Transportation to first transit stop/station



Transportation	2014	2012	2010	2008	2006	2005
Walked	63%*	55%	50%	26%	24%	16%
Drove to Park and Ride	13%*	20%	26%	27%	30%	45%
Drove to other parking	6%	6%	9%	10%	9%	9%
Someone else drove me	6%	7%	6%	4%	4%	4%
Metro Mobility or Transit Link	4%	-	-	-	-	-
Bicycled	3%*	1%	3%	2%	2%	3%
From Airport	3%	7%	3%	-	-	-
Other	3%	4%	3%	4%	3%	-

Travel distance to light rail



Did you bring your bike on the light rail?



* Statistically significant difference 2014 to 2012

Q: When you began your trip today, how did you get to your first bus stop or rail station?

N=2,638

In 2014, question presented on version A only.

Q: If bicycled, did you bring your bike with you on the Light Rail?

N=65

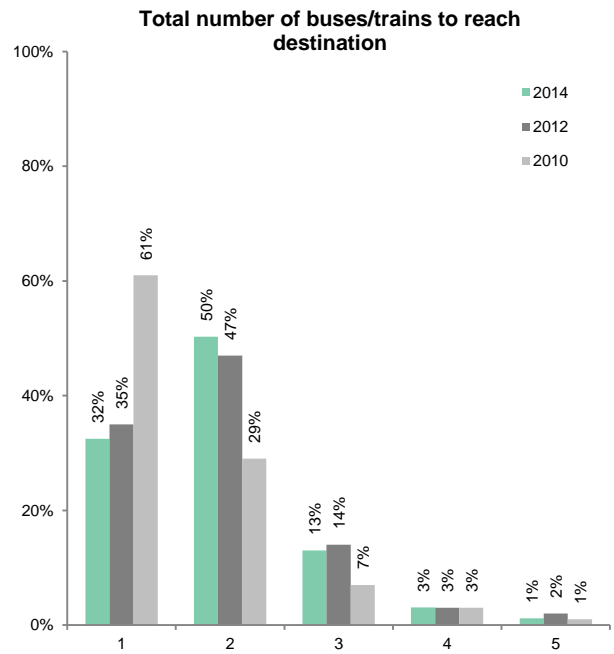
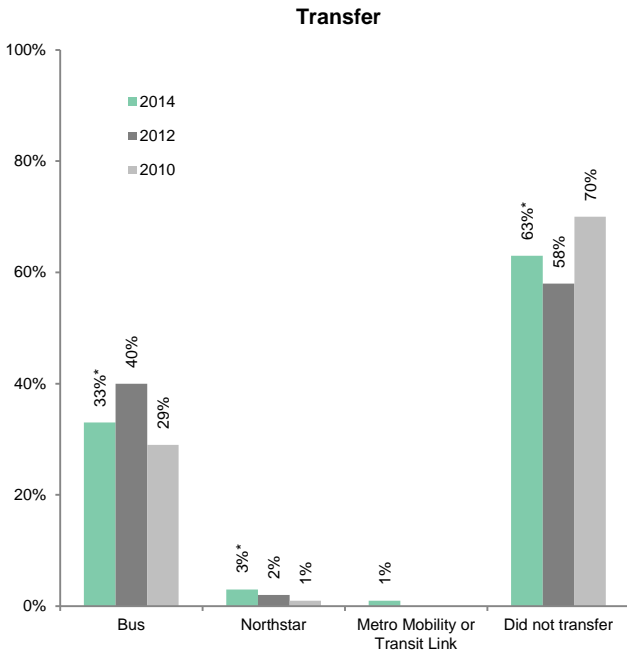
In 2014, question presented on version A only.

* Statistically significant difference 2014 to 2012

Q: How far would you estimate you traveled to get to your first bus stop or rail station?

N=5,227

Bus transfers decreased significantly while Northstar transfers increased significantly. Nearly two-thirds do not transfer at all (63%). Of those respondents that transferred to/from a bus, the majority use 1 or 2 total buses to reach their destination.



Transfer from	2014	2012	2010	2008	2006	2005
Bus	33%*	40%	29%	42%	43%	31%
Northstar	3%*	2%	1%	-	-	-
Metro Mobility or Transit Link	1%	-	-	-	-	-
Neither	63%*	58%	70%	-	-	-

Number of buses	2014	2012	2010	2008	2006	2005
1	32%	35%	61%	76%	74%	70%
2	50%	47%	29%	20%	22%	26%
3	13%	14%	7%	3%	4%	3%
4	3%	3%	3%	1%	0%	1%
5	1%	2%	1%	0%	0%	0%

* Statistically significant difference 2014 to 2012

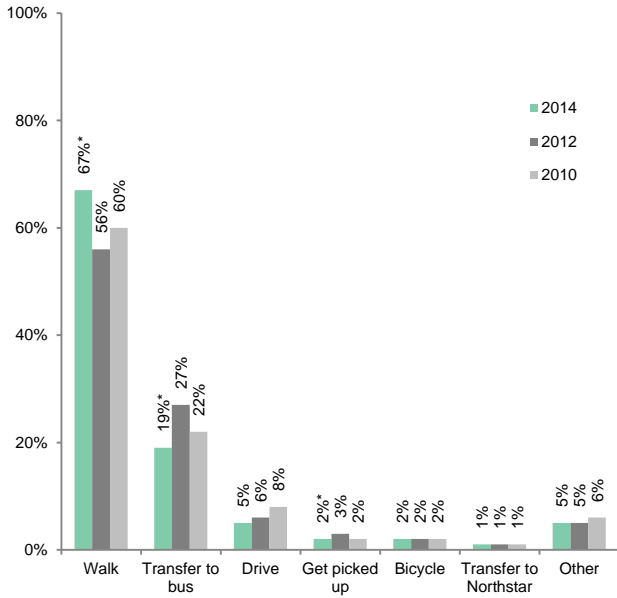
Q: On this trip, did you transfer from:
N=2,716

In 2014, question presented on version B only.

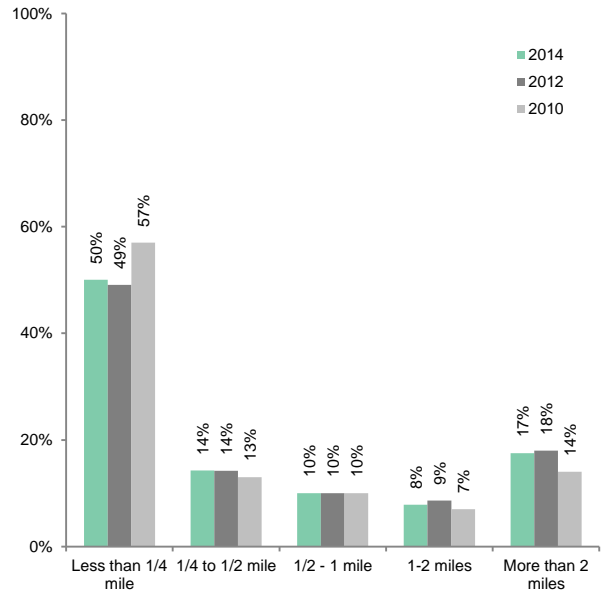
Q: If you transferred to/from a bus, how many TOTAL buses and/or trains will you take to complete your one-way trip?
N=2,810

Similar to the start of their trips, approximately two-thirds of riders report walking to their destination after departing light rail, a significant increase since 2012. Half travel less than ¼ mile from the last rail station or bus stop to their destination.

Transportation after light rail



Travel distance from last rail station to destination



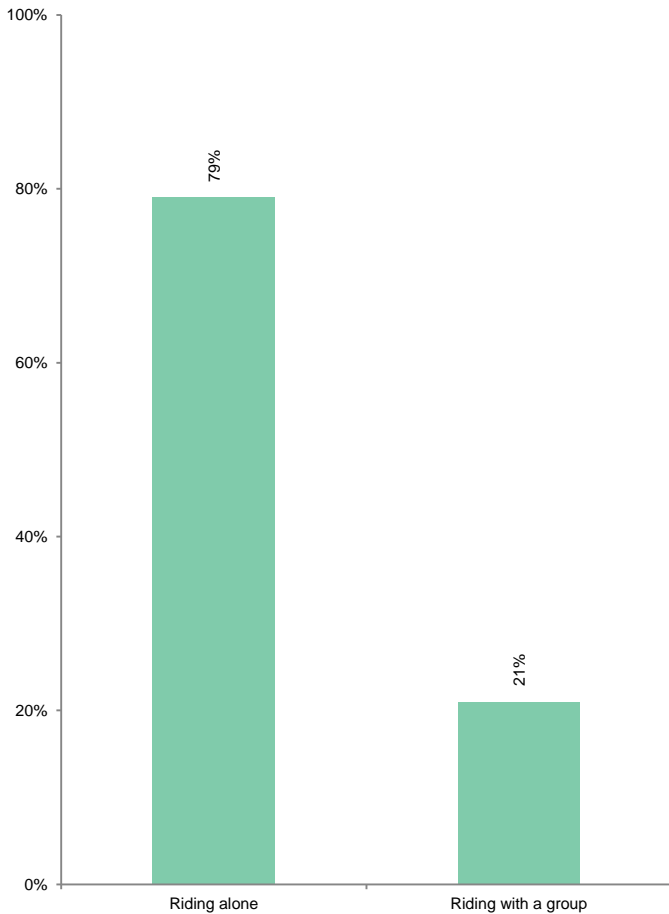
* Statistically significant difference 2014 to 2012

Q: What will you do when you get off this train?
 N=2,757
 In 2014, question presented on version B only.

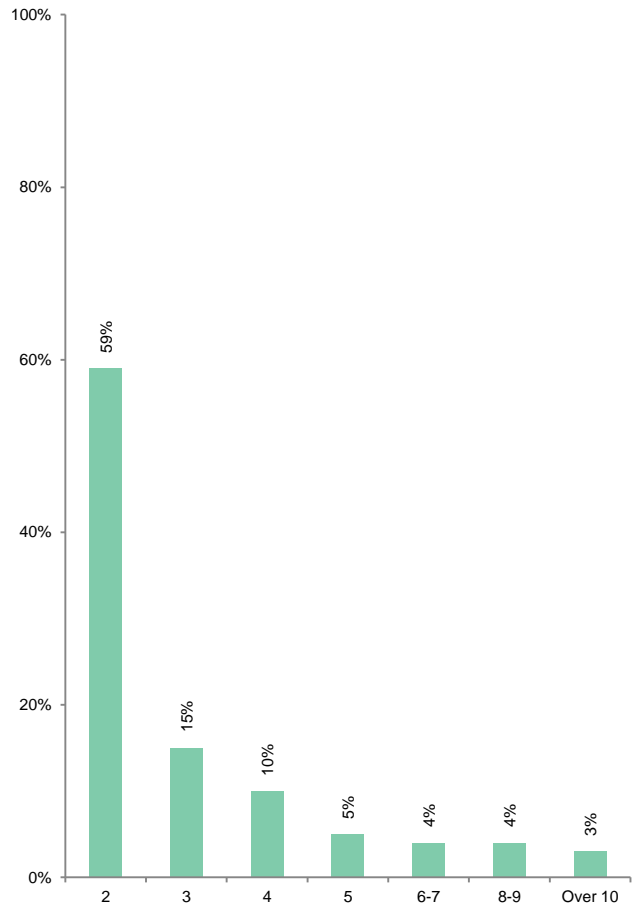
Q: How far would you estimate you will travel from your last rail station or bus stop to your destination?
 N=4,726

More than one-fifth of LRT riders are traveling in a group (21%). Over 40% of these groups include 3 or more individuals.

Group status (Light Rail Rider)



Size of group (Light Rail Rider)*

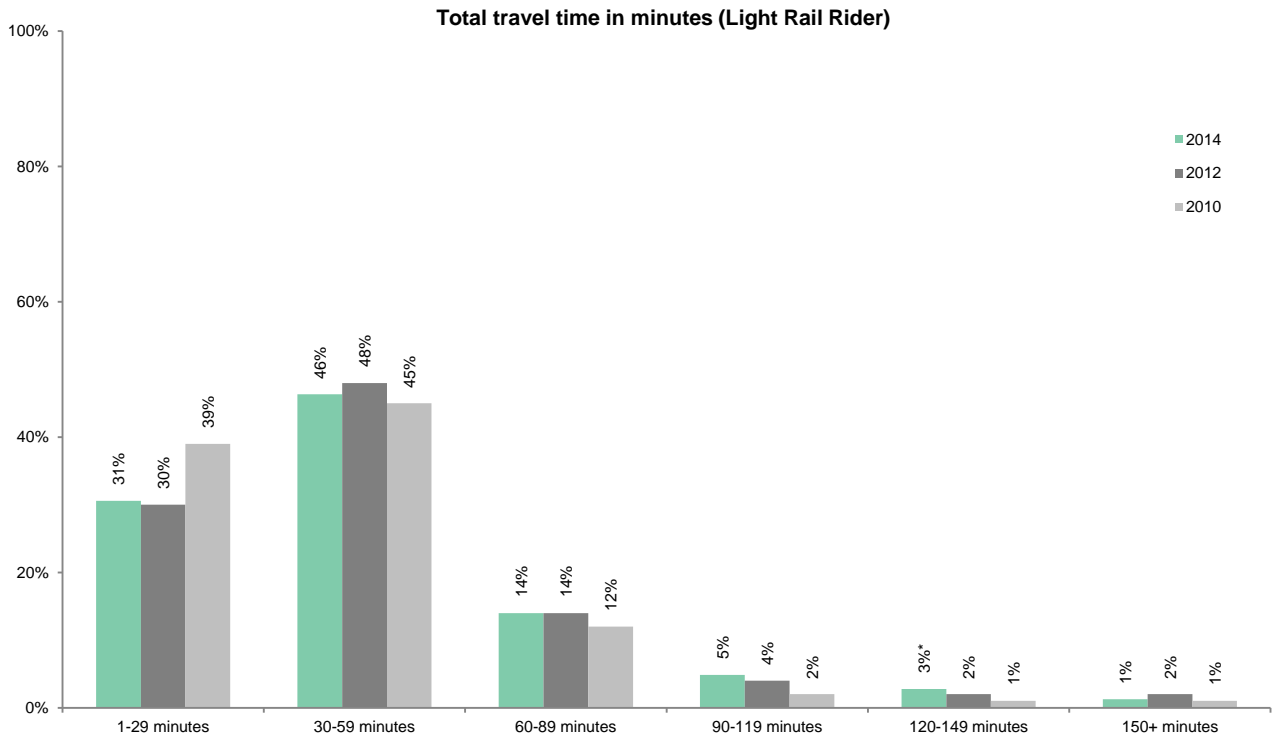


Q4- If you are traveling in a group, how many are in your group?
N=5,550

Q4- If you are traveling in a group, how many are in your group?
N=1,172

*Data from respondents who selected "Riding with a group" from previous question

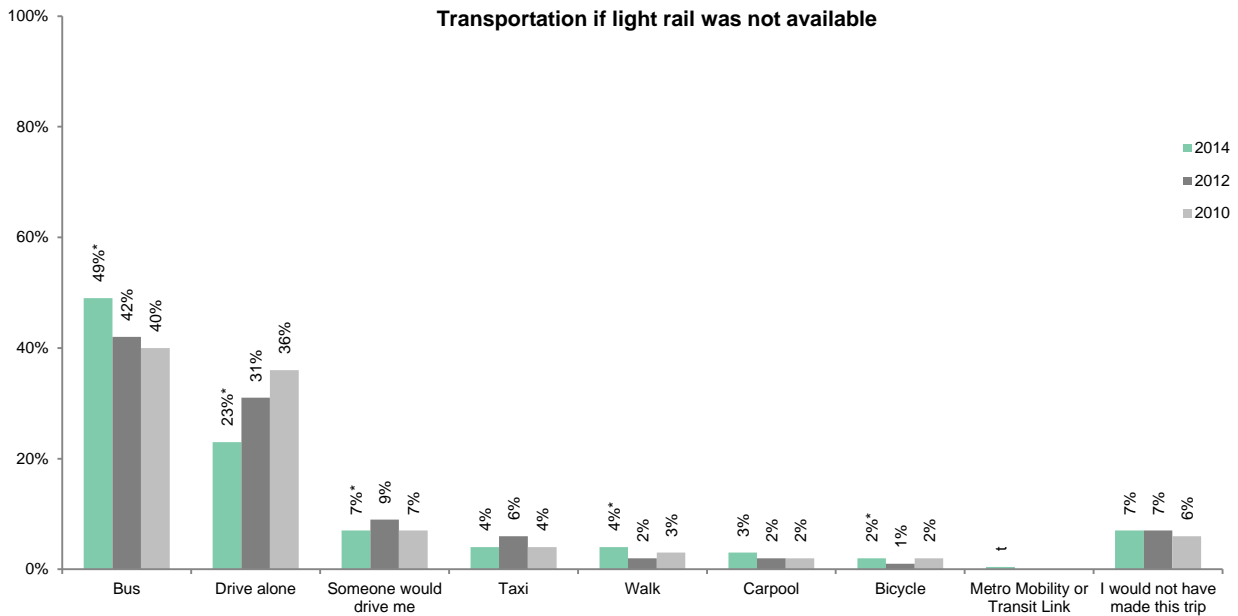
When asked to estimate their total travel time, over three-fourths (77%) report that their commutes were under an hour. Total travel times are consistent with 2012.



Q: Please estimate – in minutes – the total travel time of this trip:
N=4,832

Transport If Light Rail Was Not Available

When asked what they would have done had light rail service been unavailable, nearly half report they would have taken a bus (49%). Those reporting that they would have driven alone is down significantly from 2012.



Transportation	2014	2012	2010	2008	2006	2005
Bus	49%*	42%	40%	24%	22%	18%
Drive alone	23%*	31%	36%	46%	50%	59%
Someone would drive me	7%*	9%	7%	8%	8%	6%
Taxi	4%	6%	4%	5%	5%	2%
Walk	4%*	2%	3%	2%	2%	2%
Carpool	3%	2%	2%	3%	3%	2%
Bicycle	2%*	1%	2%	3%	3%	2%
Metro Mobility or Transit Link	< 1%	-	-	-	-	-
I would not have made this trip	7%	7%	6%	10%	8%	9%

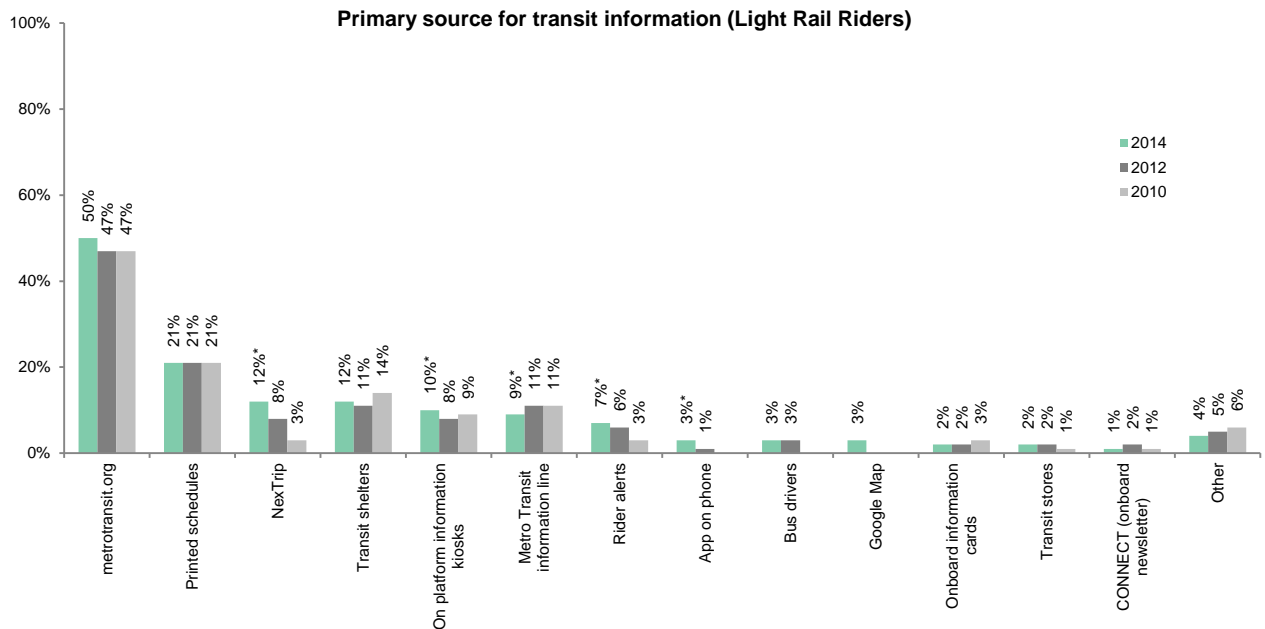
* Statistically significant difference 2014 to 2012

Q: If light rail transit had not been available today, how would you have made this trip?

N=2,302

In 2014, question presented on version A only.

Metrotransit.org remains the most popular source for transit information. Use of NexTrip and on-platform service information kiosks have increased significantly while the Metro Transit information line has declined significantly.



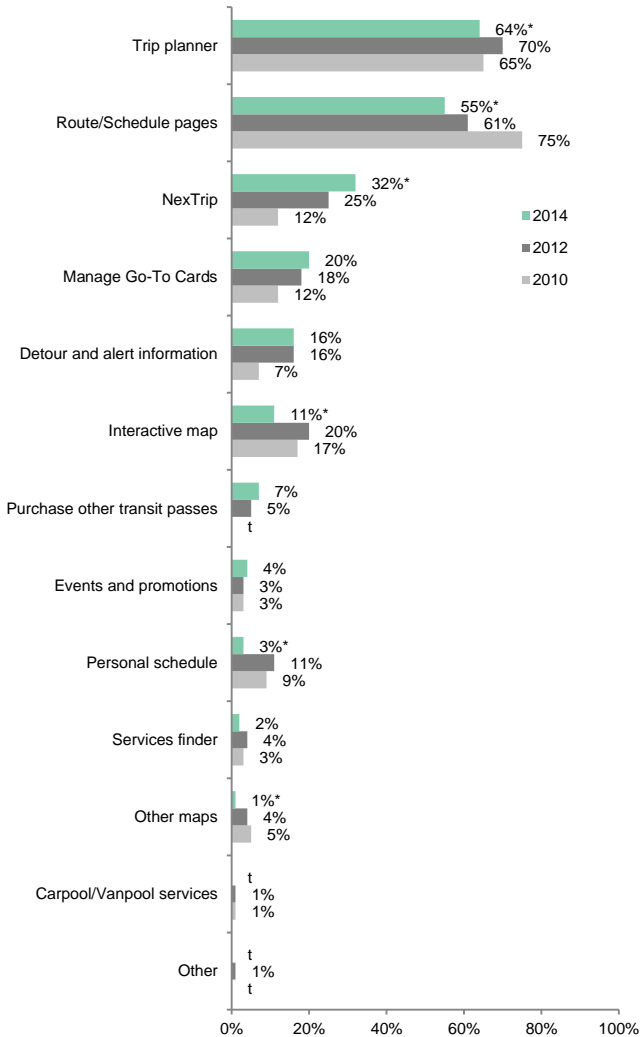
Transit information sources	2014	2012	2010	2008	2006	2005
metrotransit.org	50%	47%	47%	38%	41%	39%
Printed schedules	21%	21%	21%	26%	22%	17%
NexTrip	12%*	8%	3%	3%	-	-
Transit shelters	12%	11%	14%	12%	9%	8%
On-platform service information kiosks	10%*	8%	9%	9%	7%	9%
Metro Transit information line	9%*	11%	11%	7%	4%	2%
Rider alerts	7%*	6%	3%	4%	1%	2%
App on phone	3%*	1%	-	-	-	-
Bus drivers	3%	3%	-	-	-	-
Google Map	3%	-	-	-	-	-
Onboard information cards	2%	2%	3%	3%	2%	1%
Transit stores	2%	2%	1%	2%	1%	2%
CONNECT (onboard newsletter)	1%	2%	1%	6%	5%	8%
Other	4%	5%	6%	3%	3%	4%

* Statistically significant difference 2014 to 2012

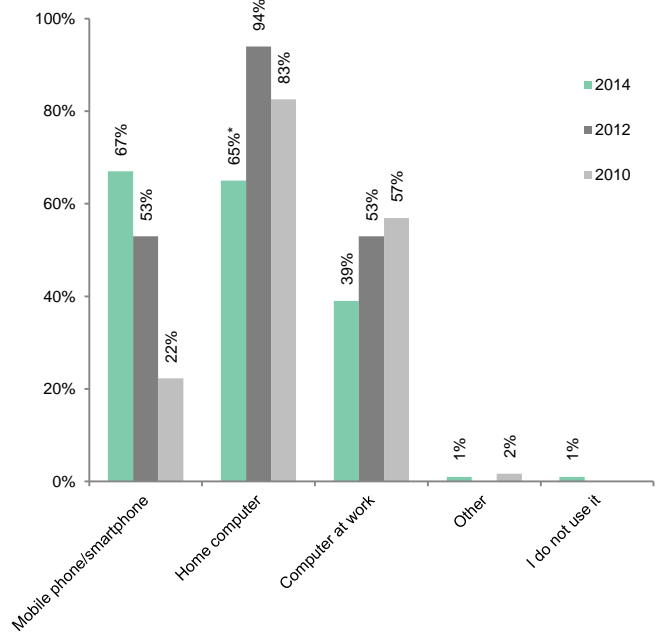
Q: What or who is your primary source for transit information?
N=5,157

Trip Planner and route/schedule pages are the features most used on metrotransit.org, however, utilization of each of these features has declined significantly since 2012. Use of mobile phone/smartphone to access metrotransit.org now surpasses both home and work computers.

Most used features on metrotransit.org



Access metrotransit.org



* Statistically significant difference 2014 to 2012

t Denotes less than 1%

Q: If you use metrotransit.org, which features do you use? (check all that apply)

N=1,352

In 2014, question presented on version B only.

Previous years labels 'Purchase/Add value to Go-To passes and cards' AND 'Check Go-To card or pass balance/transactional history' have been combined and compared to the 2014 label 'Manage Go-To cards'.

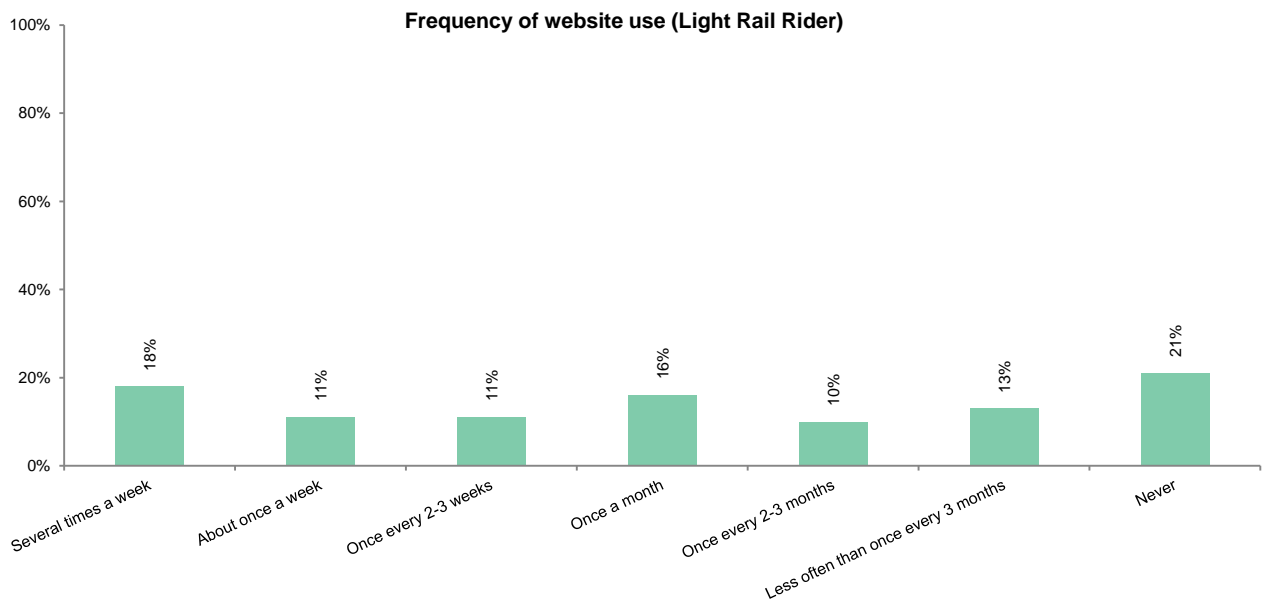
* Statistically significant difference 2014 to 2012

Q: If you use metrotransit.org, how do you access it? (check all that apply)

N=1,314

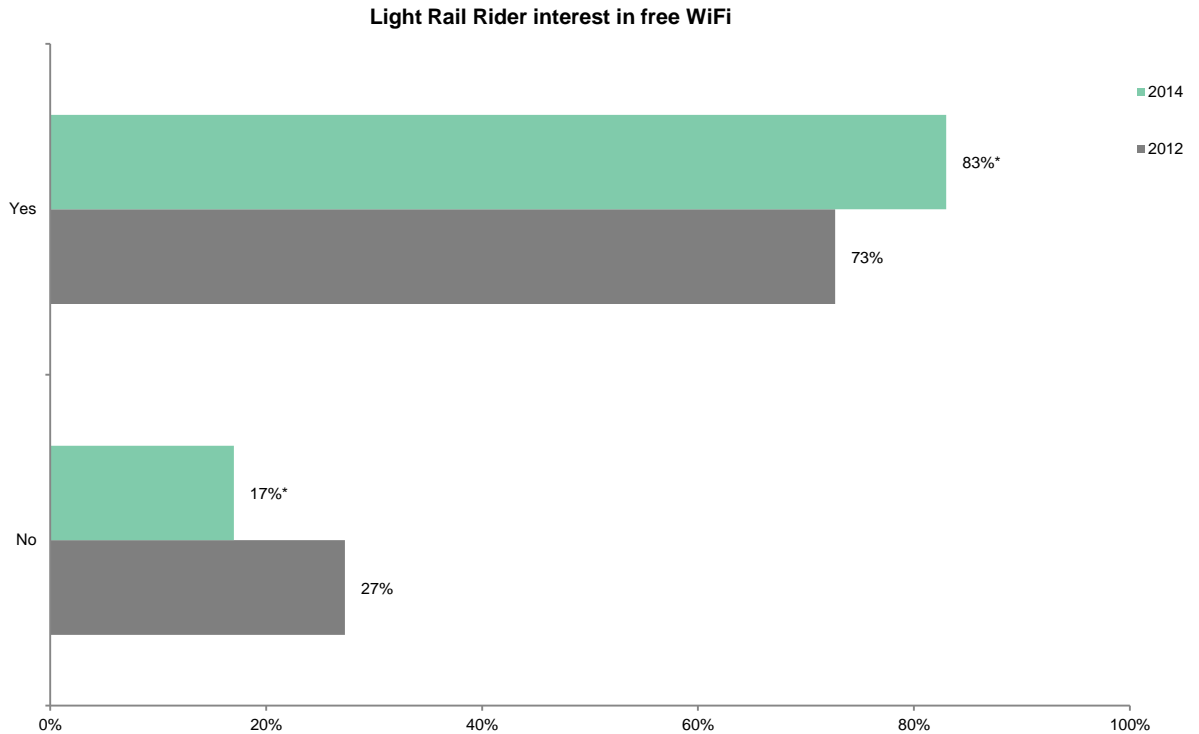
In 2014, question presented on version B only.

More than one-quarter of LRT riders (29%) uses the Metrotransit.org website at least once a week and over half (56%) use it monthly or more.



Q: How often, if ever, do you use the website metrotransit.org?
N=5,181

Interest in WiFi is growing with more than four-fifths (83%) indicating that they would use it if it were available for free, a significant increase since 2012.



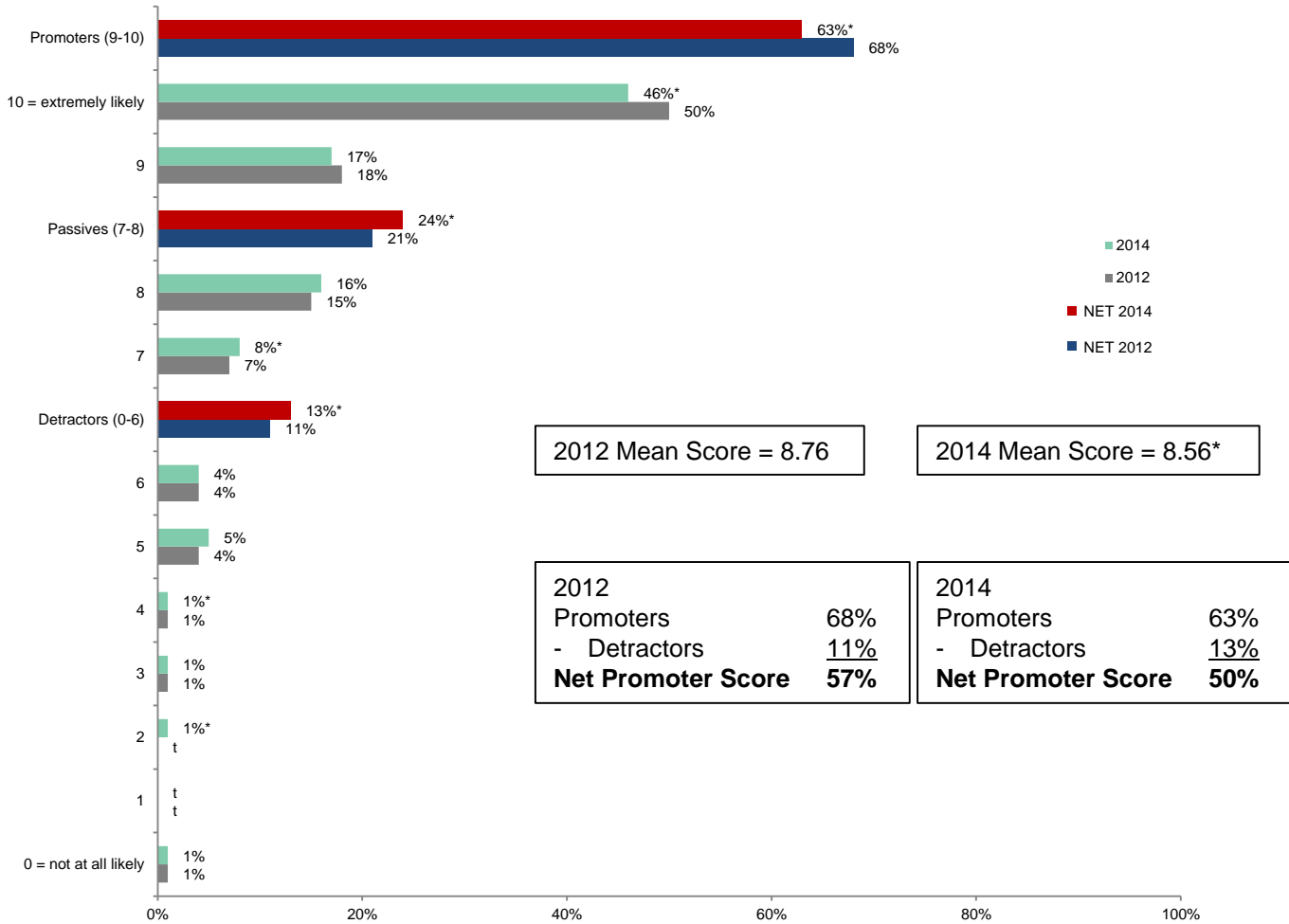
* Statistically significant difference 2014 to 2012

Q: If WiFi were available on the light rail for free, would you use it?
N=5,175

Likely to Recommend Metro Transit

Net Promoter Score (NPS) for Metro Transit is 50% among LRT respondents, a significant decline from the 2012 NPS of 57%.

Light Rail Rider likelihood to recommend



* Statistically significant difference 2014 to 2012

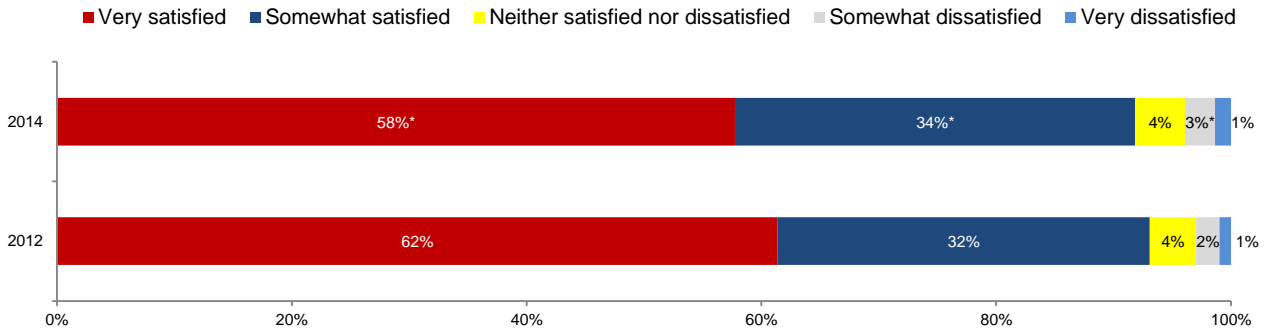
t Denotes less than 1%

Q: On a scale of 0-10, where "10" is "extremely likely" and "0" is "not at all likely", how likely is it that you would recommend Metro Transit to a friend or colleague?

N=5,269

Satisfaction with Metro Transit Experience

When asked about their Metro Transit experience, 92% report being satisfied (either very or somewhat) while 4% report being dissatisfied (either very or somewhat). Mean satisfaction with Metro Transit experience has declined significantly since 2012.

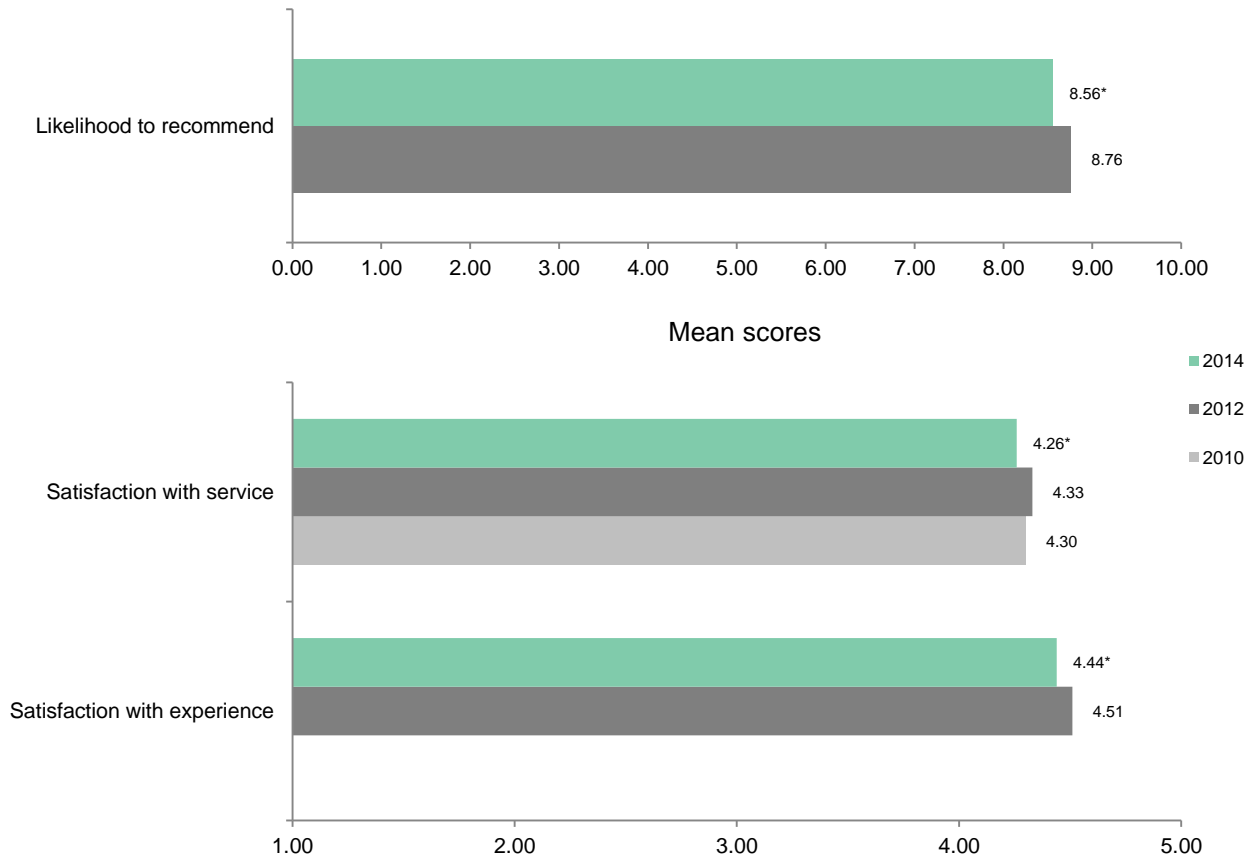


2014 Mean Score = 4.44*
2012 Mean Score = 4.51

* Statistically significant difference 2014 to 2012

Q: Overall, how satisfied are you with your Metro Transit experience?
N=5,230

All measures of rider satisfaction have fallen since 2012, including statistically significant declines in likelihood to recommend, satisfaction with service and satisfaction with experience.



* Statistically significant difference 2014 to 2012

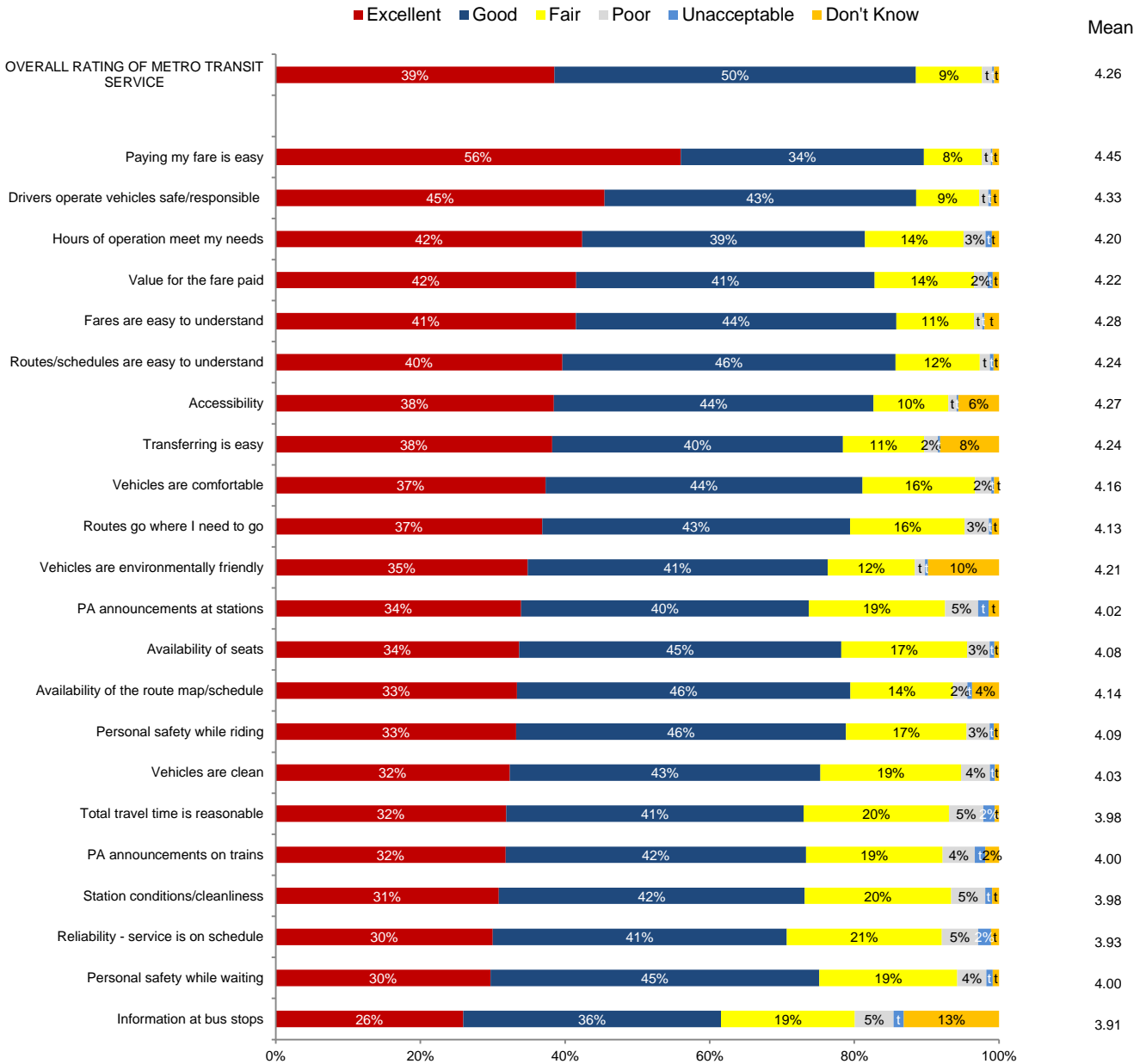
Q: How likely is it that you would recommend Metro Transit to a friend or colleague? N=5,269

Q: Overall rating of Metro Transit service? N=5,041

Q: Overall, how satisfied are you with your Metro Transit experience? N=5,230

Performance Ratings

LIGHT RAIL TRENDS



t Denotes 1% or less

Q: Please rate Metro Transit's performance on the following elements of light rail service:

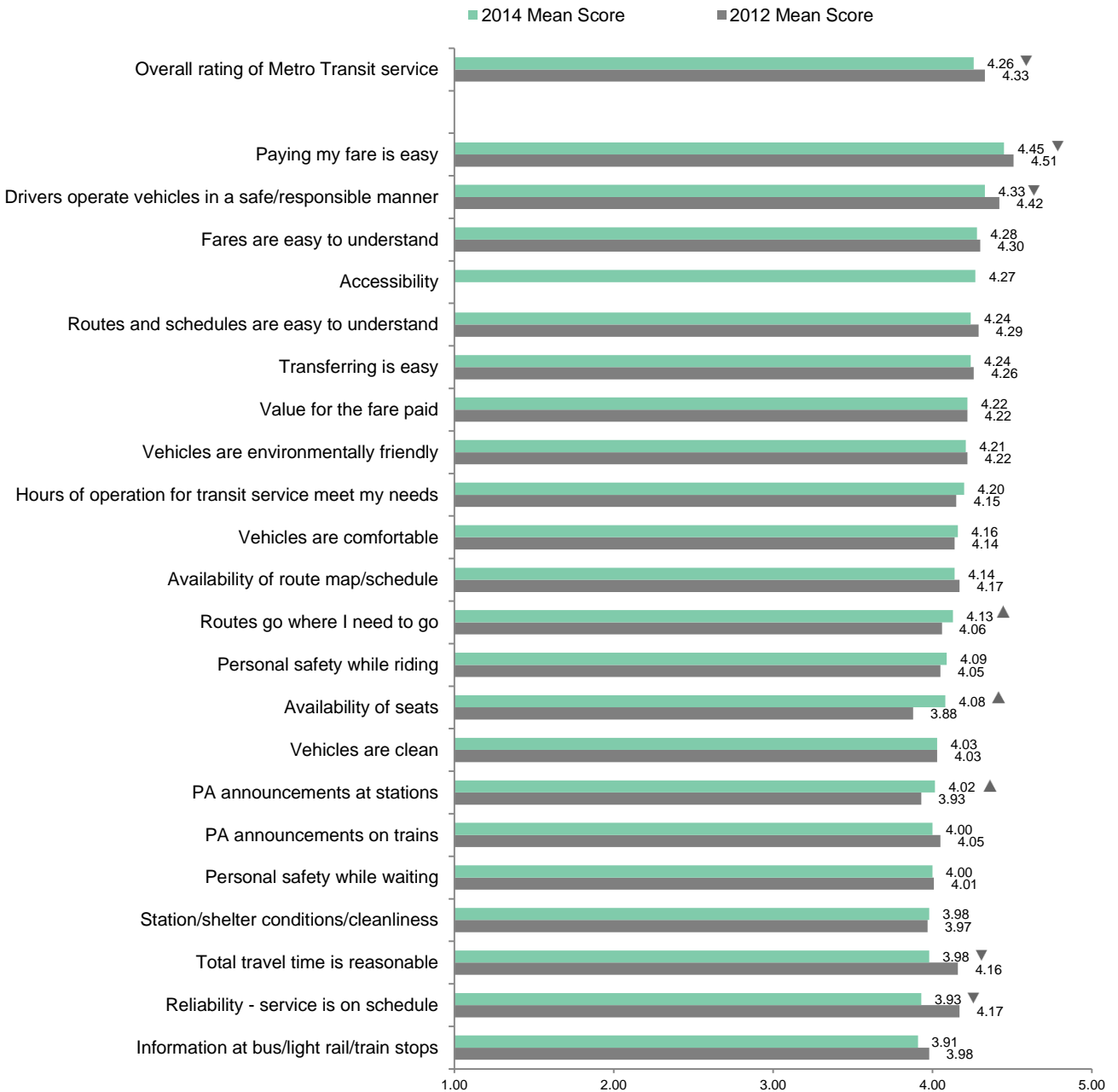
N=2,350-2,684

Overall satisfaction was asked of all respondents. All other attributes were divided evenly between survey versions.



Performance Ratings

LIGHT RAIL TRENDS



▲ Denotes that 2014 data is significantly higher than 2012
 ▼ Denotes that 2014 data is significantly lower than 2012

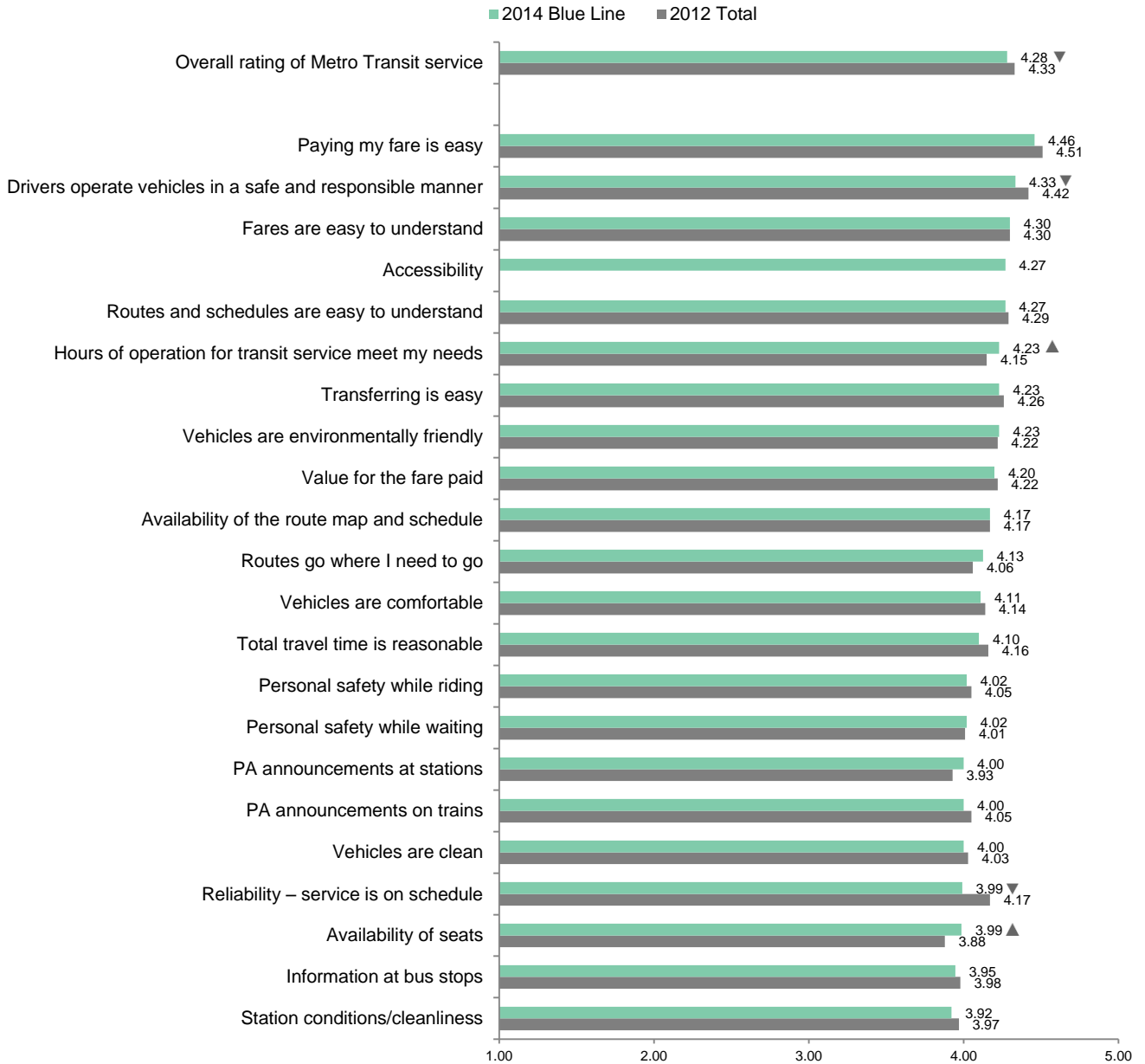
Q: Please rate Metro Transit's performance on the following elements of light rail service:

N=2,350-2,684

Overall satisfaction was asked of all respondents. All other attributes were divided evenly between survey versions.

Performance Ratings – Blue Line Trend

When comparing 2014 Blue Line performance ratings with 2012, two measures improved significantly (hours of operation meet my needs and availability of seats) while three measures declined significantly (overall rating of service, drivers operate vehicles in a safe manner and reliability – service is on schedule).



*Statistically significant difference

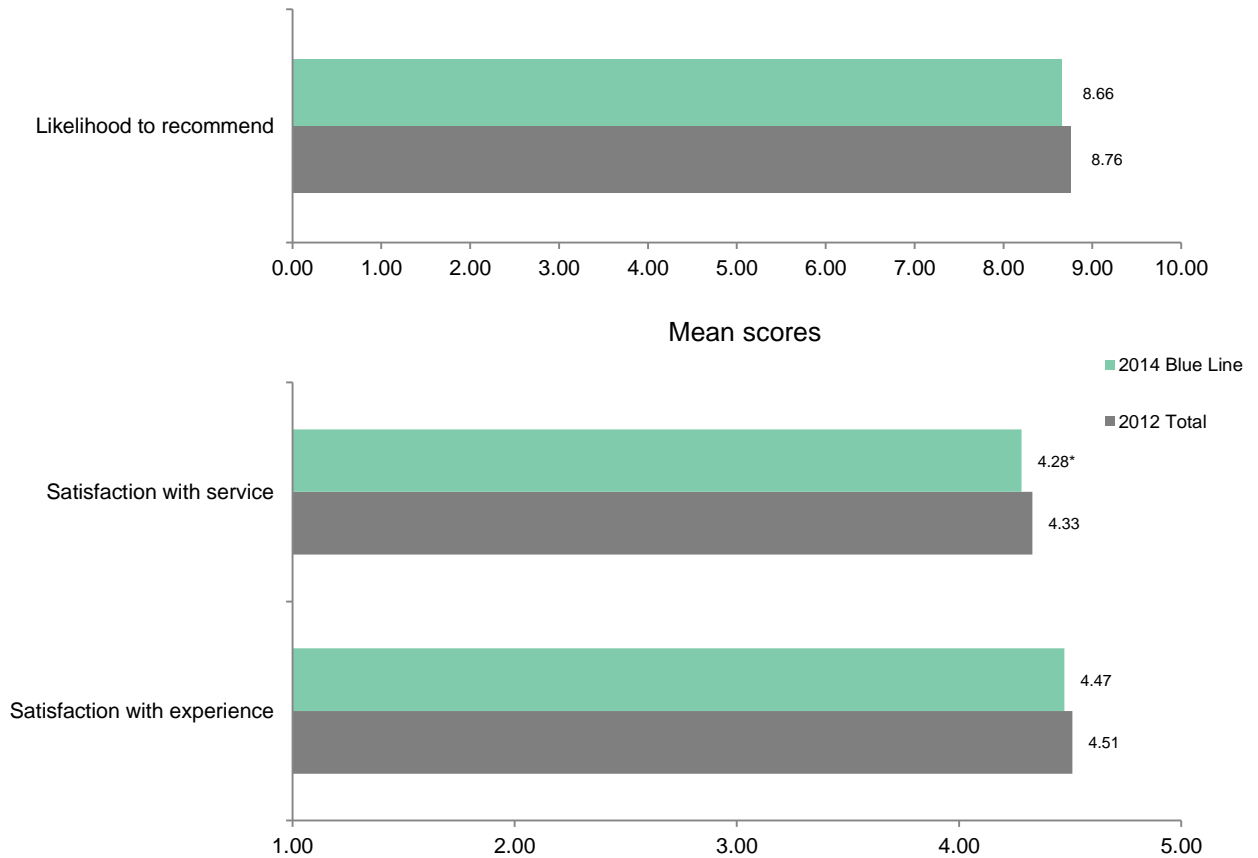
▲ Denotes that 2014 data is significantly higher than 2012
▼ Denotes that 2014 data is significantly lower than 2012

Q: Please rate Metro Transit's performance on the following elements of light rail service:
N=1,107-2,361 (2014)

Overall satisfaction was asked of all respondents. All other attributes were divided evenly between survey versions.

Satisfaction – Blue Line Trend

All three measures of satisfaction are directionally lower for 2014 Blue Line when compared with 2012. The decline in satisfaction with service is significant.



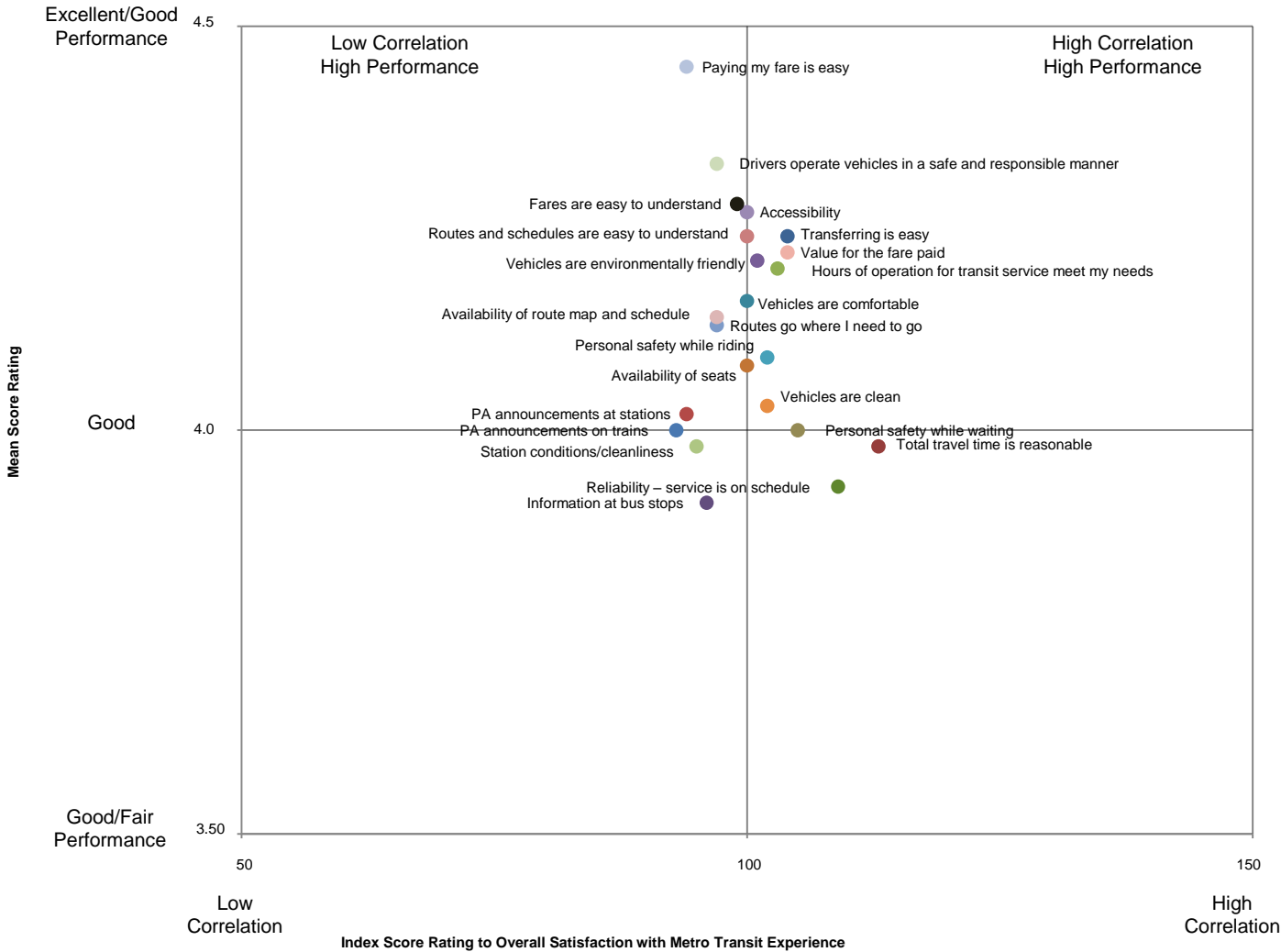
* Statistically significant difference

Q: How likely is it that you would recommend Metro Transit to a friend or colleague? N=2,459

Q: Overall rating of Metro Transit service? N=2,361

Q: Overall, how satisfied are you with your Metro Transit experience? N=2,442

To inform organizational priorities, areas that have stronger correlations to satisfaction and lower levels of relative performance represent opportunities where greater attention can make the biggest impact. For LRT riders, areas with the greatest opportunities include total travel time is reasonable and reliability – service is on schedule. In addition, personal safety while waiting and vehicles are clean warrant attention.



Mean scores of rating Metro Transit's performance on the following elements of service and Pearson's Correlation to "overall satisfaction with service."
 N=2,435-5,041

Elements	Importance Index	Performance Mean
Total travel time is reasonable	113	3.98
Reliability – service is on schedule	109	3.93
Personal safety while waiting	105	4.00
Transferring is easy	104	4.24
Value for the fare paid	104	4.22
Hours of operation for transit service meet my needs	103	4.20
Personal safety while riding	102	4.09
Vehicles are clean	102	4.03
Vehicles are environmentally friendly	101	4.21
Accessibility	100	4.27
Routes and schedules are easy to understand	100	4.24
Vehicles are comfortable	100	4.16
Availability of seats	100	4.08
Fares are easy to understand	99	4.28
Drivers operate vehicles in a safe and responsible manner	97	4.33
Availability of the route map and schedule	97	4.14
Routes go where I need to go	97	4.13
Information at bus stops	96	3.91
Station conditions/cleanliness	95	3.98
Paying my fare is easy	94	4.45
PA announcements at stations	94	4.02
PA announcements on trains	93	4.00

*Mean scores of rating Metro Transit's performance on the following elements of service and Pearson's Correlation to "Overall Satisfaction with Service." "Don't know" responses were not included.
N=2,435-5,041*

Excellent/ Good Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Paying my fare is easy	4.45	4.51	same
Drivers operate vehicles in a safe and responsible manner	4.33	4.42	E/G & High
Fares are easy to understand	4.28	4.30	E/G & High
Availability of the route map and schedule	4.14	4.17	E/G & High
Routes go where I need to go	4.13	4.06	same
PA announcements at stations	4.02	3.93	G/F & Low
PA announcements on trains	4.00	4.05	same

Excellent/Good Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Accessibility	4.27	NA	NA
Transferring is easy	4.24	4.26	E/G & Low
Routes and schedules are easy to understand	4.24	4.29	same
Value for the fare paid	4.22	4.22	E/G & Low
Vehicles are environmentally friendly	4.21	4.22	same
Hours of operation for transit service meet my needs	4.20	4.15	same
Vehicles are comfortable	4.16	4.14	same
Personal safety while riding	4.09	4.05	same
Availability of seats	4.08	3.88	G/F & Low
Vehicles are clean	4.03	4.03	same
Personal safety while waiting	4.00	4.01	same

Good/ Fair Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Station conditions/cleanliness	3.98	3.97	same
Information at bus stops	3.91	3.98	same

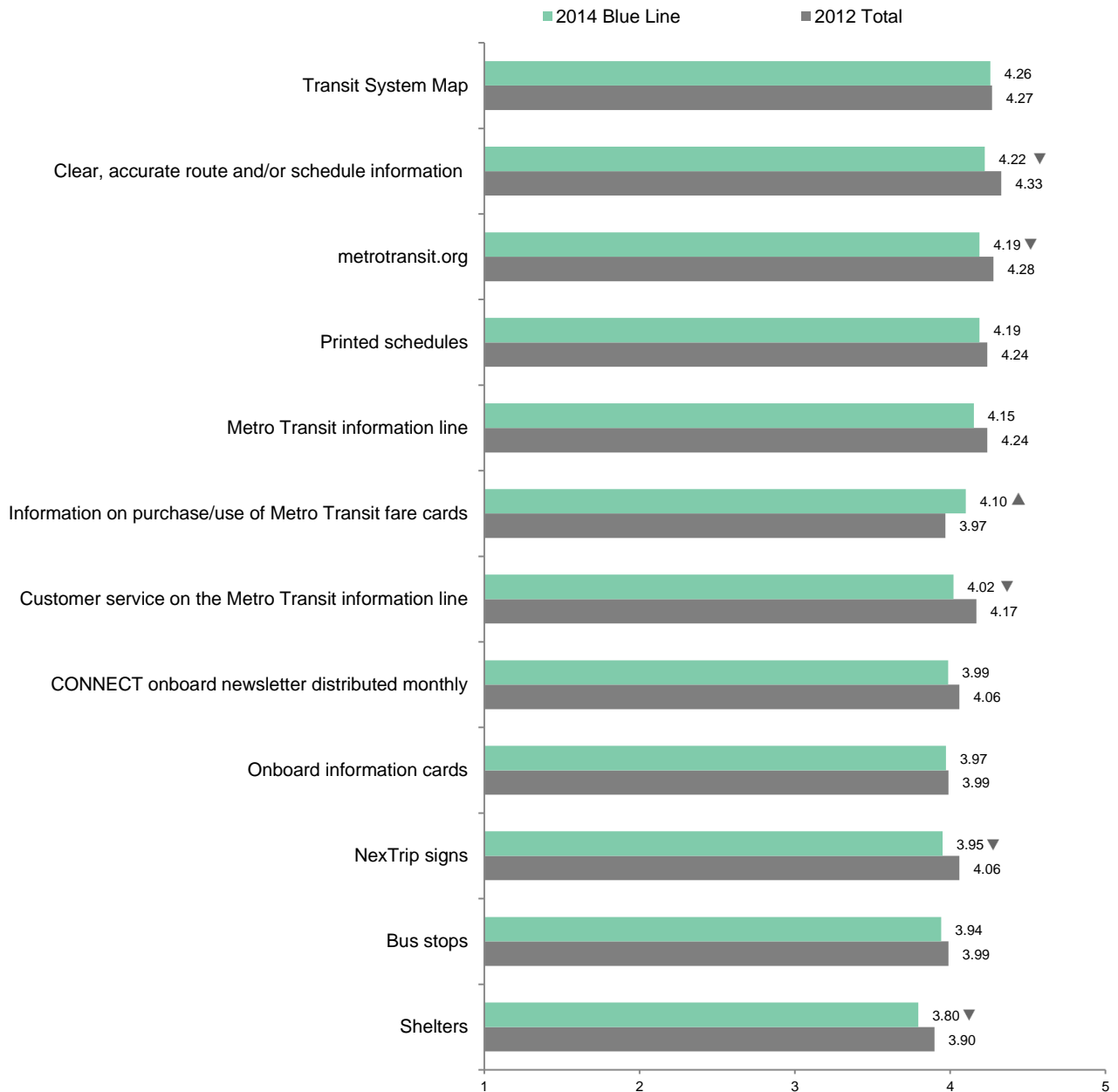
Good/ Fair Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Total travel time is reasonable	3.98	4.16	E/G & High
Reliability – service is on schedule	3.93	4.17	E/G & High

Q: Please rate Metro Transit's performance on the following elements of experience
N=2,435-5,041

Communication Ratings— Blue Line Trend

LIGHT RAIL TRENDS

When comparing 2014 Blue Line communication ratings with 2012, one measure improved significantly (info on purchase of fare cards) while five measures declined significantly (clear route and schedule info, metrotransit.org, customer service on Metro Transit line, NexTrip signs and shelters).



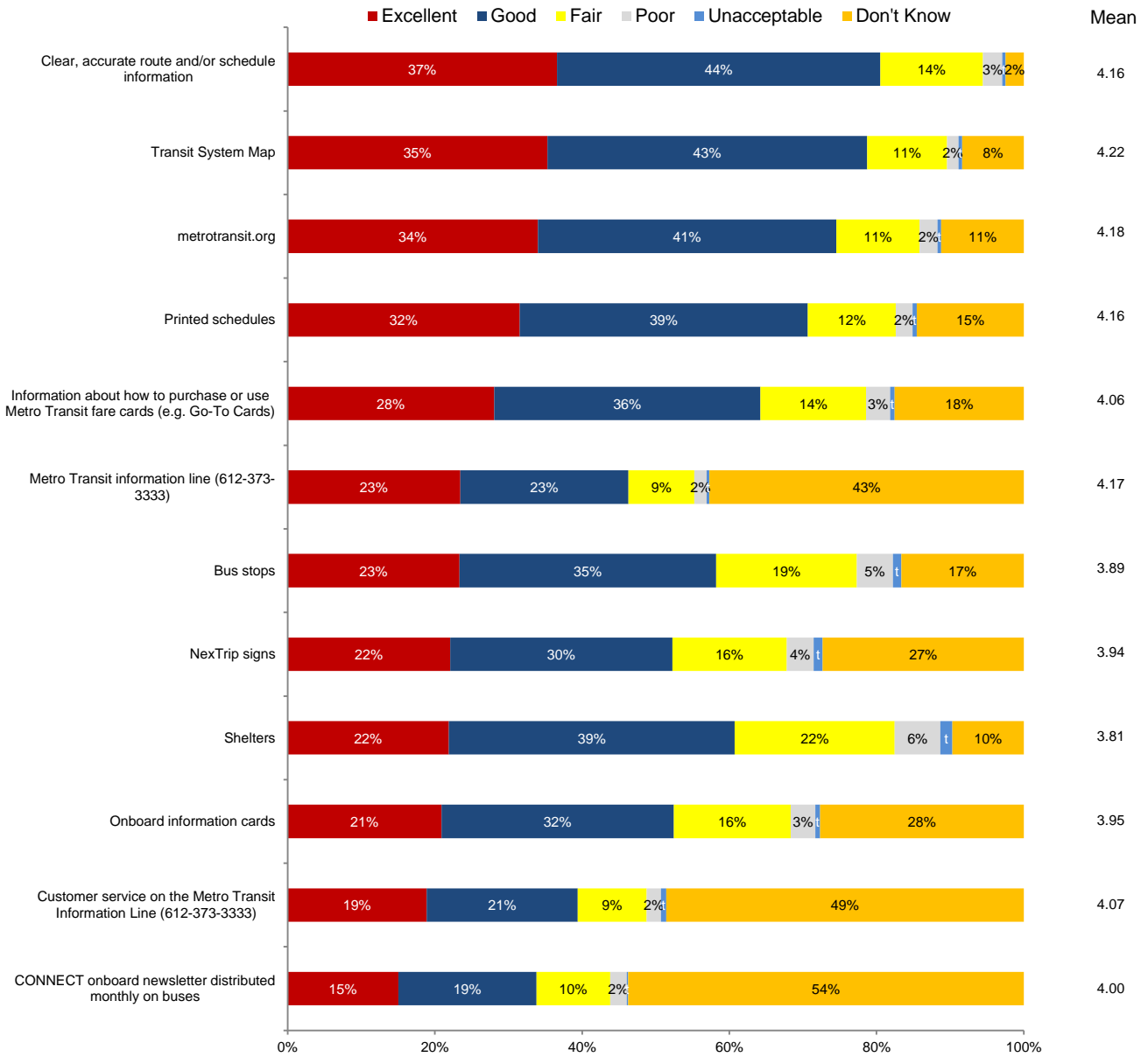
* Statistically significant difference

Q: Please rate how well we are communicating with you in the following areas by providing:

N=1,070-1,274

Attributes were divided evenly between survey versions.

Communication Ratings



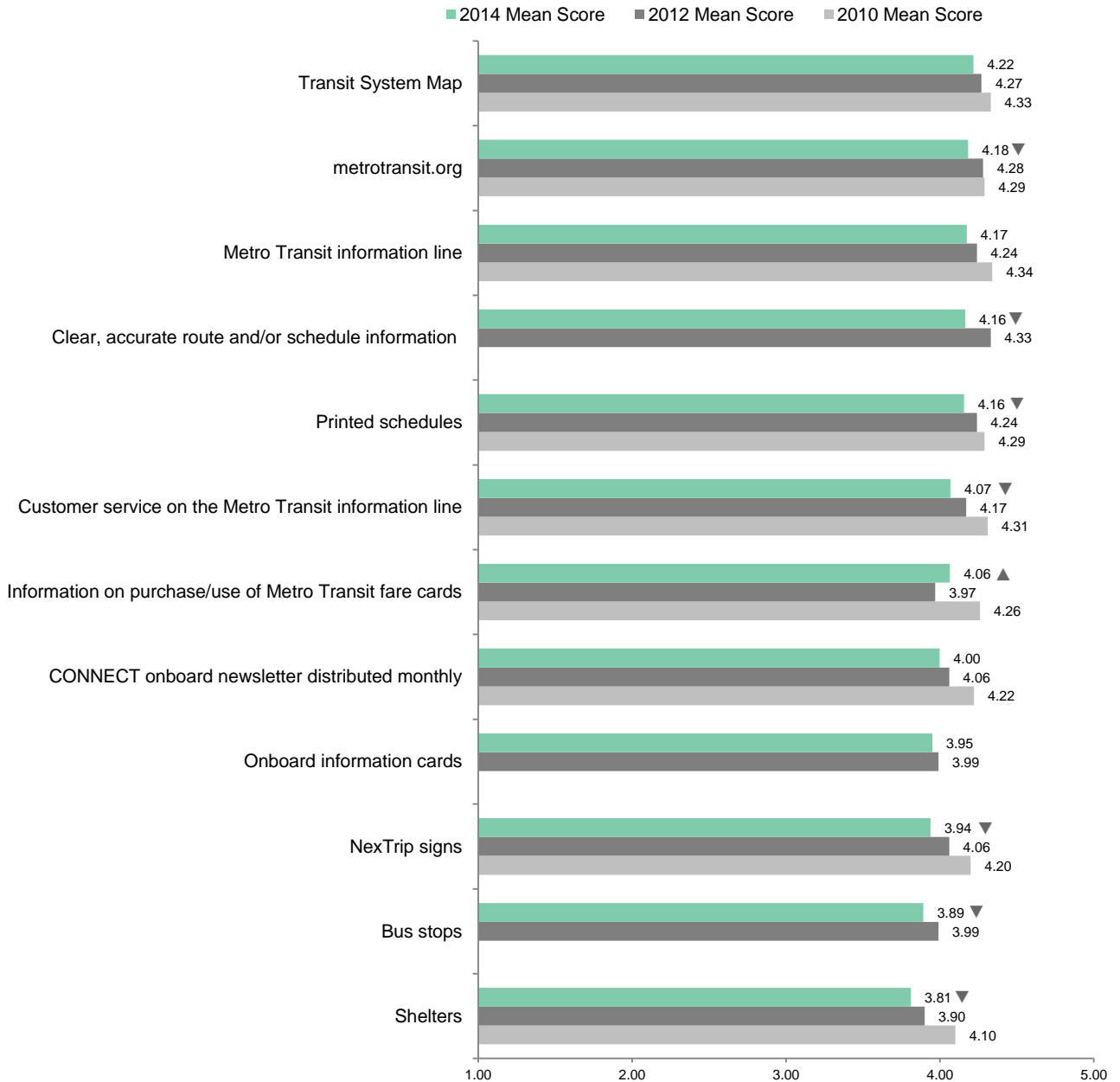
^t Denotes 1% or less

Q: Please rate how well we are communicating with you in the following areas by providing:

N=2,435-5,041

Attributes were divided evenly between survey versions.

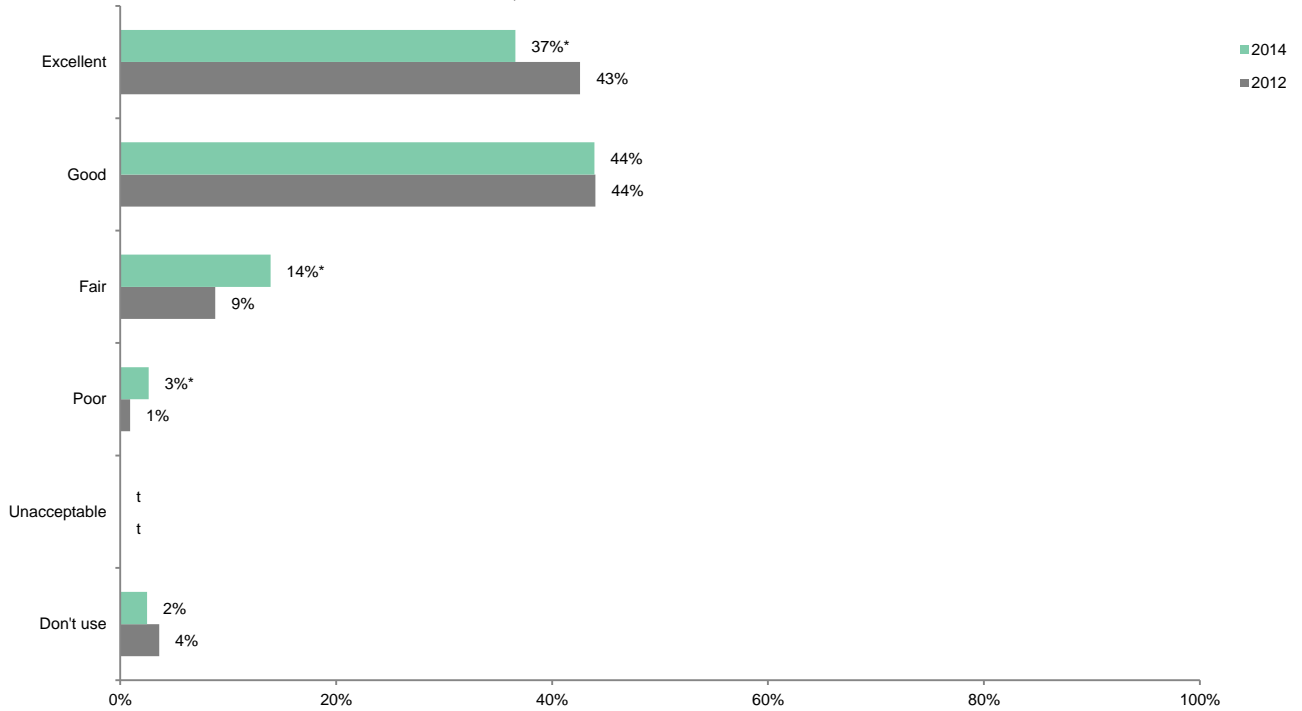
Communication Ratings



Q: Please rate how well we are communicating with you in the following areas by providing:
 N=2,435-5,041
 Attributes were divided evenly between survey versions.

▲ Denotes that 2014 data is significantly higher than 2012
 ▼ Denotes that 2014 data is significantly lower than 2012

LIGHT RAIL RIDER RATING: CLEAR, ACCURATE ROUTE AND/OR SCHEDULE INFORMATION



2014 Mean Score = 4.16*
2012 Mean Score = 4.33

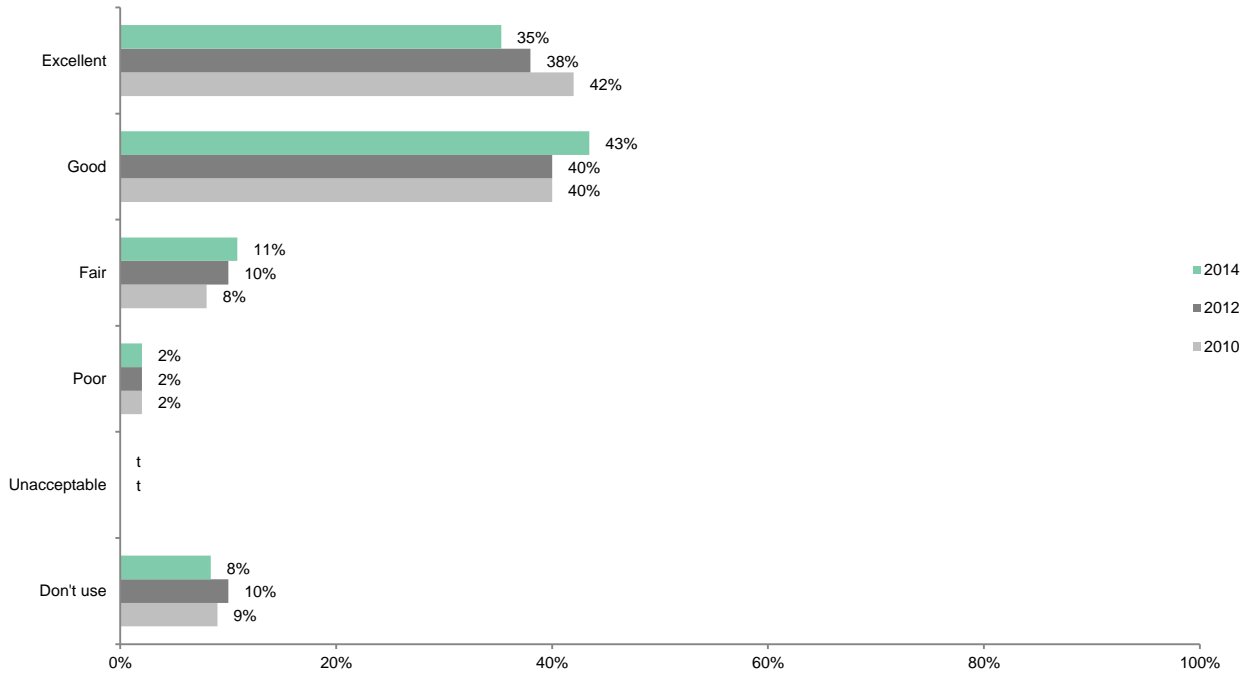
* Statistically significant difference 2014 to 2012

t Denotes less than 1%

Q: Please rate how well we are communicating with you in the following areas by providing clear, accurate route and/or schedule information
N=2,500

In 2014, question presented on version A only.

LIGHT RAIL RIDER RATING: TRANSIT SYSTEM MAP



Rating	2014	2012	2010	2008	2006	2005
Excellent	35%	38%	42%	38%	39%	38%
Good	43%	40%	40%	40%	41%	39%
Fair	11%	10%	8%	5%	5%	5%
Poor	2%	2%	2%	1%	8%	1%
Unacceptable	< 1%	< 1%	0%	0%	1%	4%
Don't use	8%	10%	9%	15%	15%	17%
Mean score	4.22	4.27	4.33	-	-	-

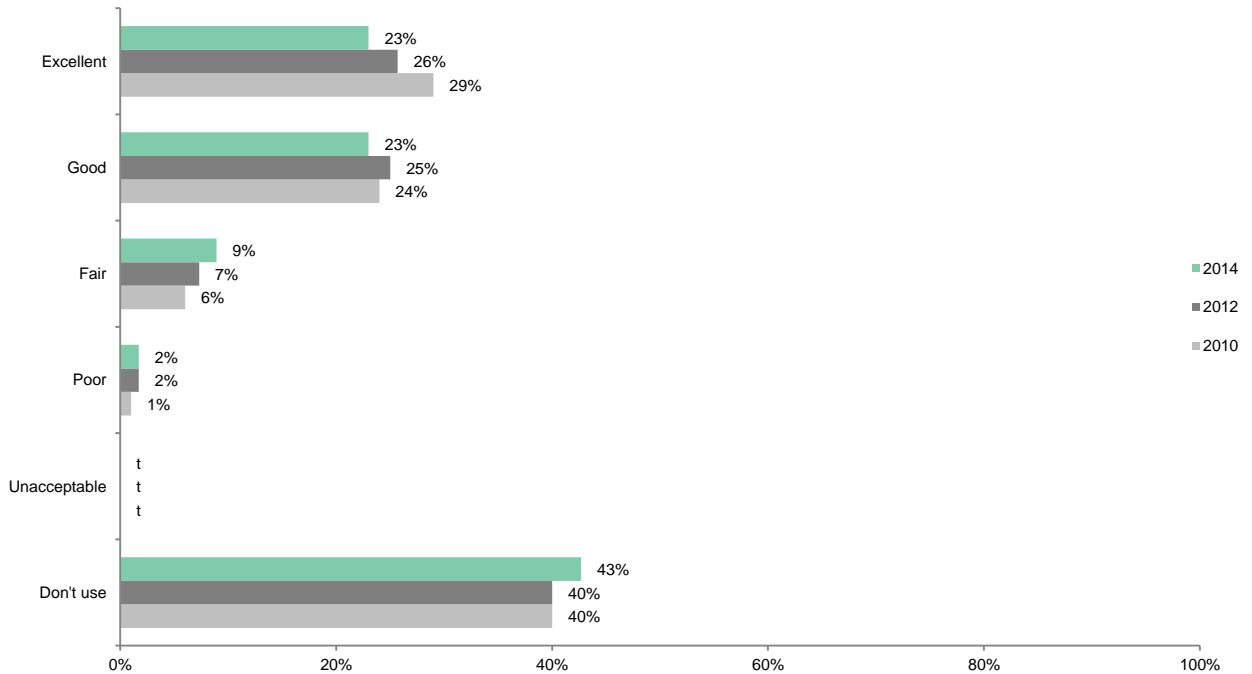
t Denotes less than 1%

Q: Please rate how well we are communicating with you in the following areas by providing the Transit System Map

N=2,684

In 2014, question presented on version B only.

LIGHT RAIL RIDER RATING: METRO TRANSIT INFORMATION LINE



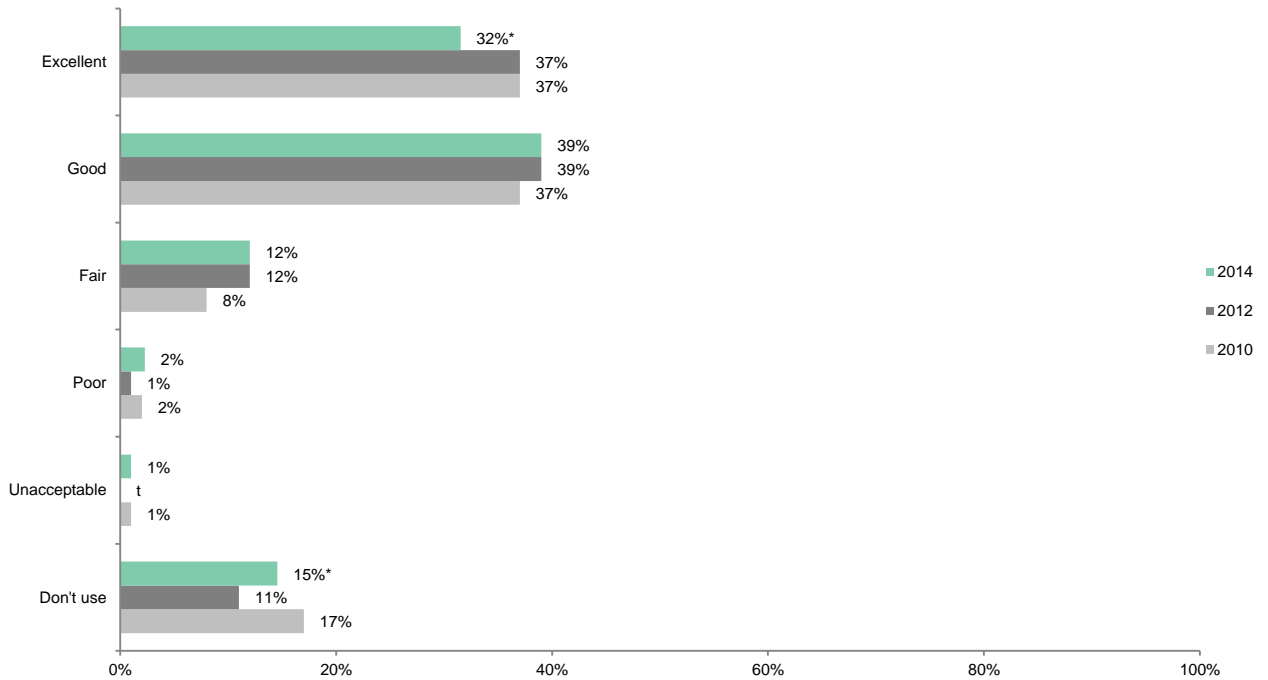
Rating	2014	2012	2010	2008	2006	2005
Excellent	23%	26%	29%	22%	20%	17%
Good	23%	25%	24%	24%	21%	18%
Fair	9%	7%	6%	5%	4%	5%
Poor	2%	2%	1%	1%	9%	1%
Unacceptable	< 1%	< 1%	< 1%	0%	0%	0%
Don't use	43%	40%	40%	48%	53%	59%
Mean score	4.17	4.24	4.34	-	-	-

t Denotes less than 1%

Q: Please rate how well we are communicating with you in the following areas by providing the Metro Transit information line (612-373-3333)
N=2,401

In 2014, question presented on version A only.

LIGHT RAIL RIDER RATING: PRINTED SCHEDULES



Rating	2014	2012	2010	2008	2006	2005
Excellent	32%*	37%	37%	34%	34%	33%
Good	39%	39%	37%	40%	38%	37%
Fair	12%	12%	8%	7%	7%	7%
Poor	2%	1%	2%	0%	1%	1%
Unacceptable	1%	< 1%	1%	1%	0%	0%
Don't use	15%*	11%	17%	17%	20%	22%
Mean score	4.16*	4.24	4.29	-	-	-

* Statistically significant difference 2014 to 2012

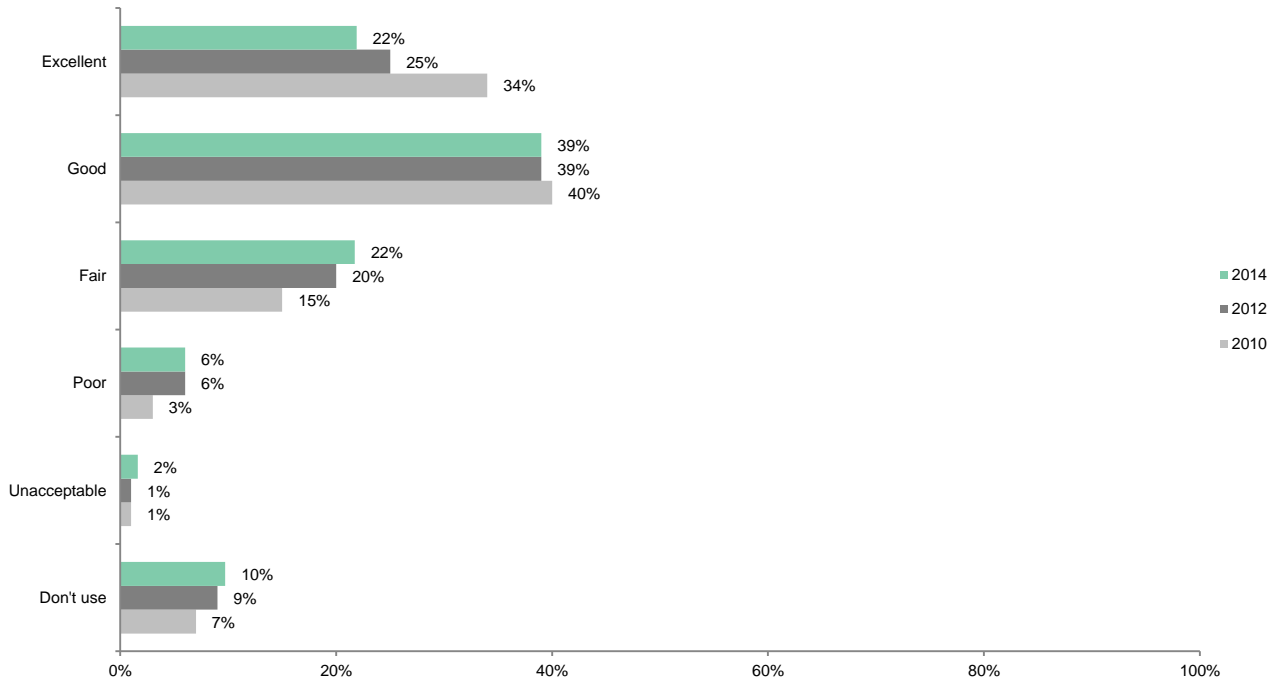
t Denotes less than 1%

Q: Please rate how well we are communicating with you in the following areas by providing printed schedules

N=2,646

In 2014, question presented on version B only.

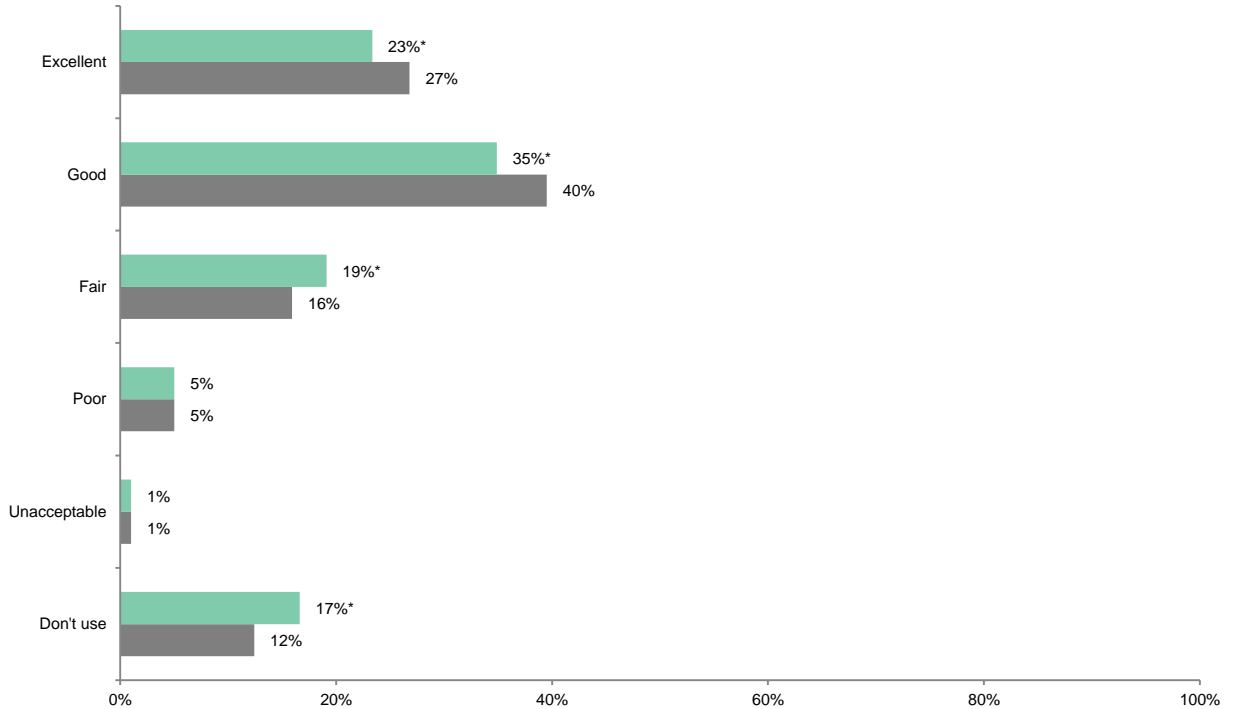
LIGHT RAIL RIDER RATING: SHELTERS



Rating	2014	2012	2010	2008	2006	2005
Excellent	22%	25%	34%	33%	26%	28%
Good	39%	39%	40%	43%	39%	37%
Fair	22%	20%	15%	14%	13%	13%
Poor	6%	6%	3%	4%	5%	4%
Unacceptable	2%	1%	1%	1%	1%	1%
Don't use	10%	9%	7%	7%	16%	17%
Mean score	3.81*	3.90	4.10	-	-	-

Q: Please rate how well we are communicating with you in the following areas by providing shelters
 N=2,407
 In 2014, question presented on version A only.

LIGHT RAIL RIDER RATING: BUS STOPS



2014 Mean Score = 3.89*
2012 Mean Score = 3.99

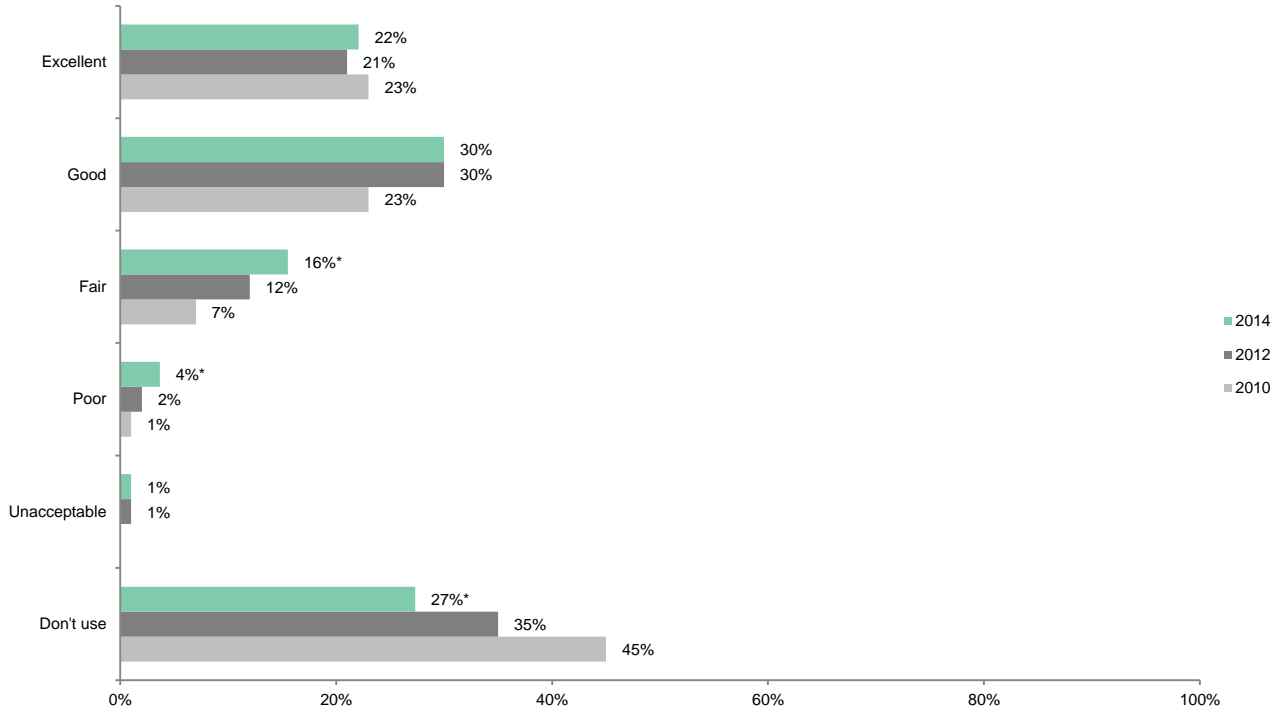
* Statistically significant difference 2014 to 2012

Q: Please rate how well we are communicating with you in the following areas by providing bus stops

N=2,592

In 2014, question presented on version B only.

LIGHT RAIL RIDER RATING: NEXTRIP SIGNS



2014 Mean Score = 3.94*
 2012 Mean Score = 4.06
 2010 Mean Score = 4.20

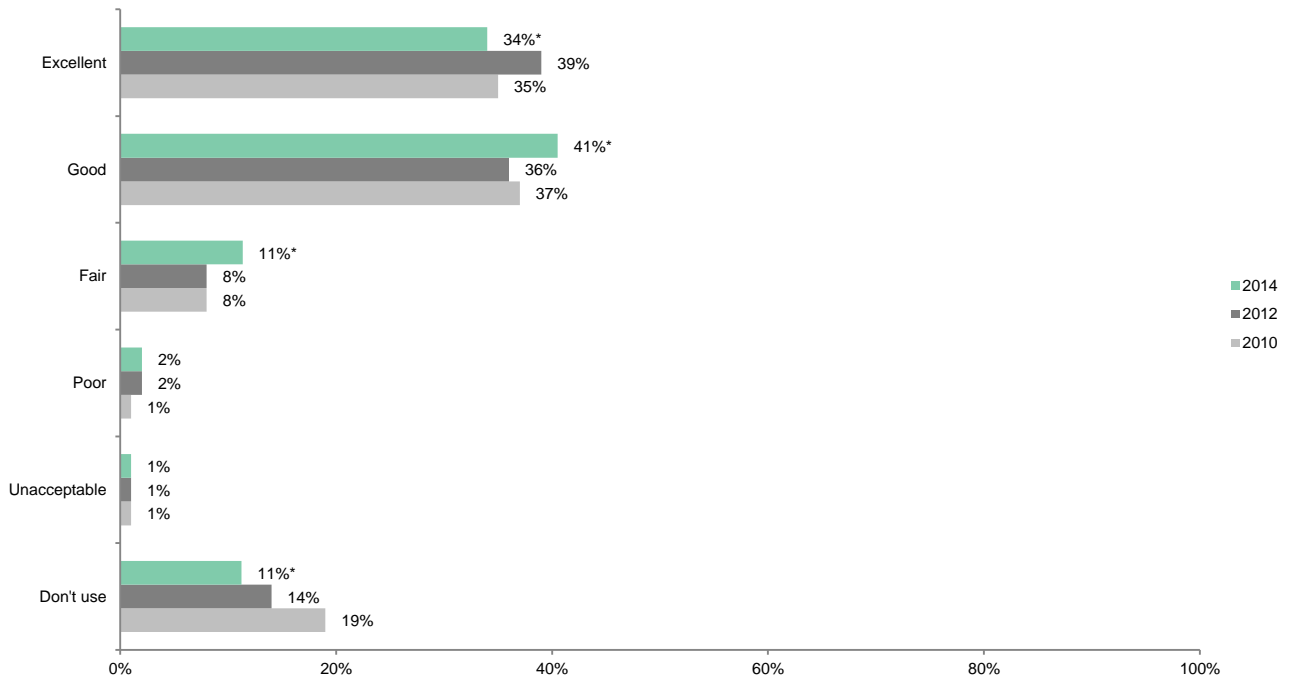
* Statistically significant difference 2014 to 2012

Q: Please rate how well we are communicating with you in the following areas by providing NexTrip signs

N=2,350

In 2014, question presented on version A only.

LIGHT RAIL RIDER RATING: METROTRANSIT.ORG



Rating	2014	2012	2010	2008	2006	2005
Excellent	34%*	39%	35%	34%	34%	36%
Good	41%*	36%	37%	37%	33%	34%
Fair	11%*	8%	8%	7%	5%	7%
Poor	2%	2%	1%	1%	2%	1%
Unacceptable	1%	1%	1%	1%	0%	1%
Don't use	11%*	14%	19%	20%	26%	21%
Mean score	4.18*	4.28	4.29	-	-	-

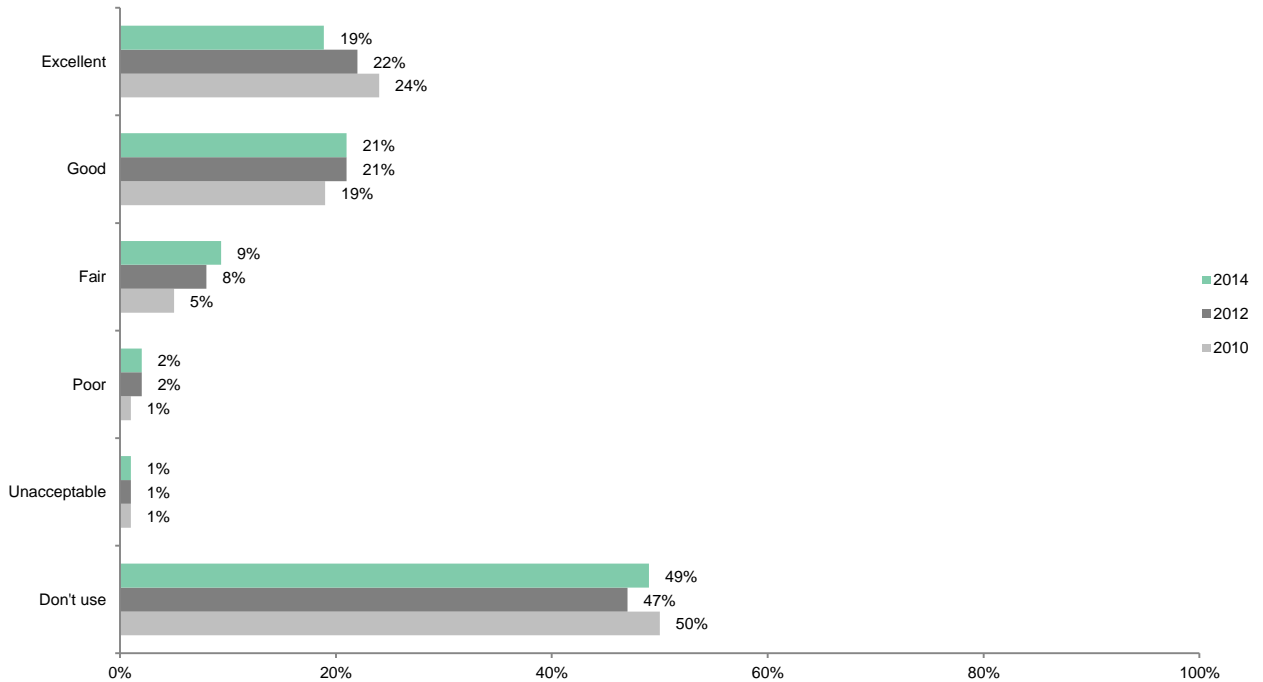
* Statistically significant difference 2014 to 2012

Q: Please rate how well we are communicating with you in the following areas by providing metrotransit.org

N=2,559

In 2014, question presented on version B only.

LIGHT RAIL RIDER RATING: CUSTOMER SERVICE ON THE METRO TRANSIT INFORMATION LINE



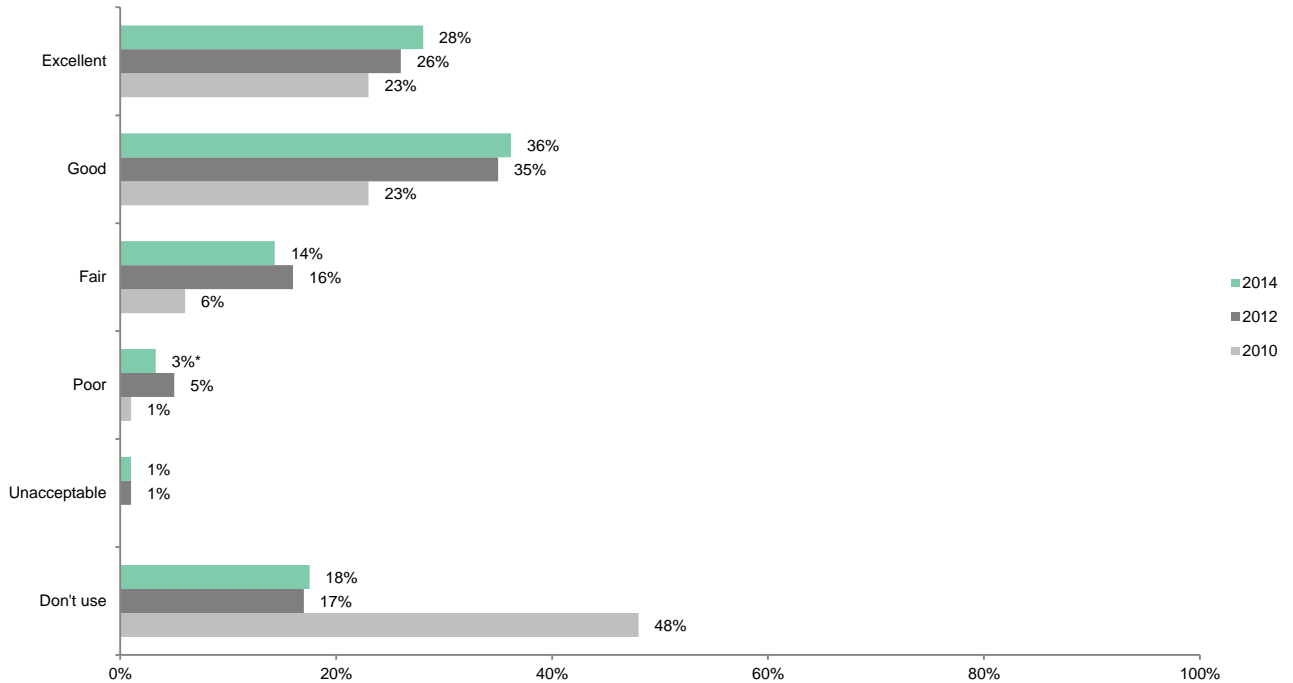
Rating	2014	2012	2010	2008	2006	2005
Excellent	19%	22%	24%	22%	20%	19%
Good	21%	21%	19%	22%	21%	16%
Fair	9%	8%	5%	4%	4%	4%
Poor	2%	2%	1%	1%	1%	1%
Unacceptable	1%	1%	1%	0%	0%	0%
Don't use	49%	47%	50%	51%	53%	60%
Mean score	4.07*	4.17	4.31	-	-	-

Q: Please rate how well we are communicating with you in the following areas by providing customer service on the Metro Transit information line (612-373-3333)

N=2,382

In 2014, question presented on version A only.

LIGHT RAIL RIDER RATING: INFORMATION ABOUT HOW TO PURCHASE OR USE METRO TRANSIT FARE CARDS



Rating	2014	2012	2010	2008	2006	2005
Excellent	28%	26%	23%	23%	21%	21%
Good	36%	35%	23%	24%	23%	24%
Fair	14%	16%	6%	6%	6%	8%
Poor	3%*	5%	1%	1%	2%	2%
Unacceptable	1%	1%	0%	0%	0%	0%
Don't use	18%	17%	48%	46%	49%	45%
Mean score	4.06*	3.97	4.26	-	-	-

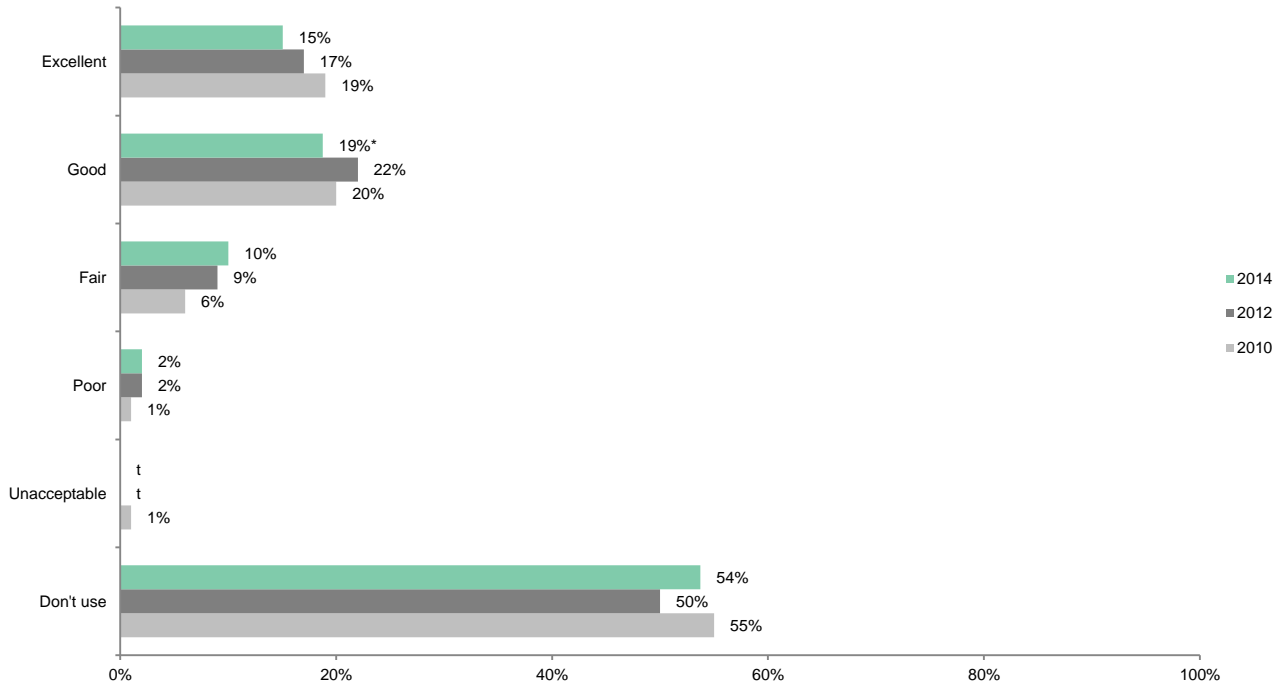
* Statistically significant difference 2014 to 2012

Q: Please rate how well we are communicating with you in the following areas by providing information about how to purchase or use Metro Transit fare cards (e.g. Go-To Cards)

N=2,556

In 2014, question presented on version B only.

LIGHT RAIL RIDER RATING: "CONNECT" ONBOARD NEWSLETTERS DISTRIBUTED MONTHLY ON LIGHT RAIL



* Statistically significant difference 2014 to 2012

Rating	2014	2012	2010	2008
Excellent	15%	17%	19%	17%
Good	19%*	22%	20%	28%
Fair	10%	9%	6%	7%
Poor	2%	2%	1%	1%
Unacceptable	< 1%	< 1%	1%	0%
Don't use	54%	50%	55%	47%
Mean score	4.00	4.06	4.22	-

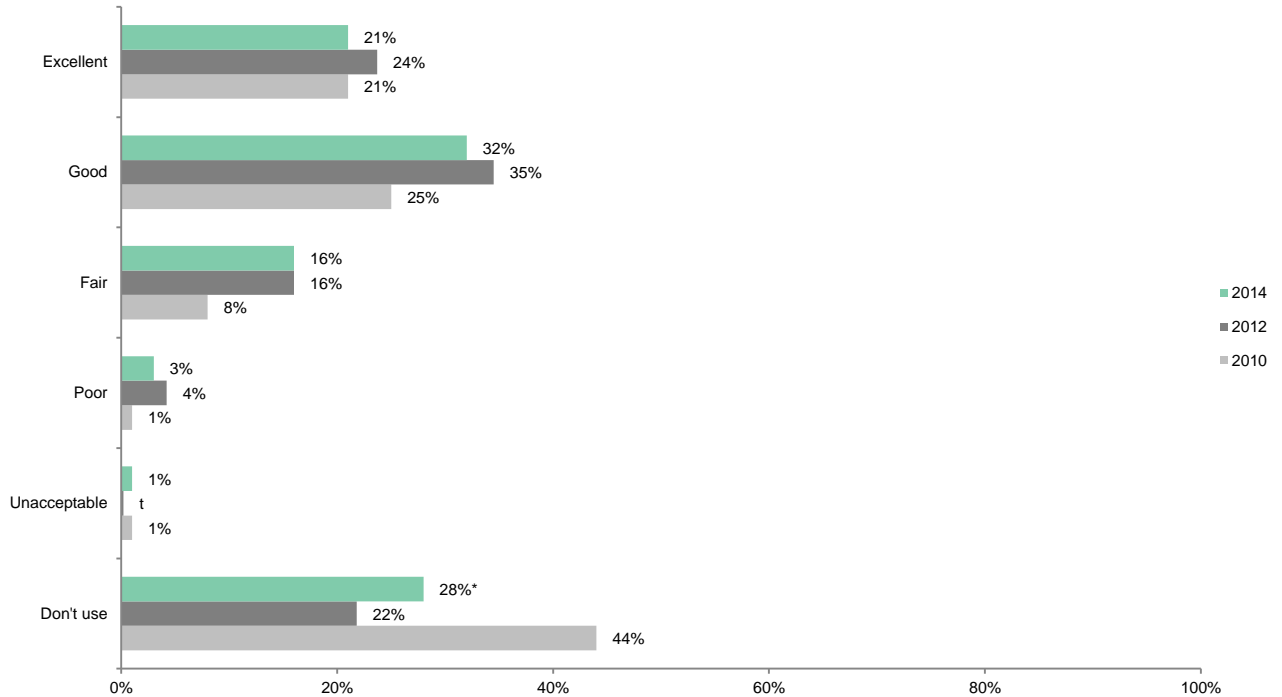
t Denotes less than 1%

Q: Please rate how well we are communicating with you in the following areas by providing CONNECT onboard newsletters distributed monthly on Light Rail

N=2,358

In 2014, question presented on version A only.

LIGHT RAIL RIDER RATING: ONBOARD INFORMATION CARDS



Rating	2014	2012	2010	2008	2006	2005
Excellent	21%	24%	21%	15%	18%	15%
Good	32%	35%	25%	29%	31%	24%
Fair	16%	16%	8%	7%	9%	12%
Poor	3%	4%	1%	2%	2%	2%
Unacceptable	1%	< 1%	1%	0%	0%	0%
Don't use	28%*	22%	44%	48%	40%	47%
Mean score	3.95	3.99	4.18	-	-	-

* Statistically significant difference 2014 to 2012

t Denotes less than 1%

Q: Please rate how well we are communicating with you in the following areas by providing onboard information cards

N=2,536

In 2014, question presented on version B only.

Northstar

DISTRIBUTED SURVEYS

Weekday Distributed 1,300 (est.)

COMPLETED RETURNS

Total Collected 493 (38%)

Collected weekday: 281

Collected weekend: 47

Mail Returns: 134

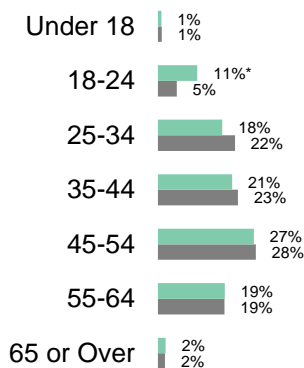
Online: 31



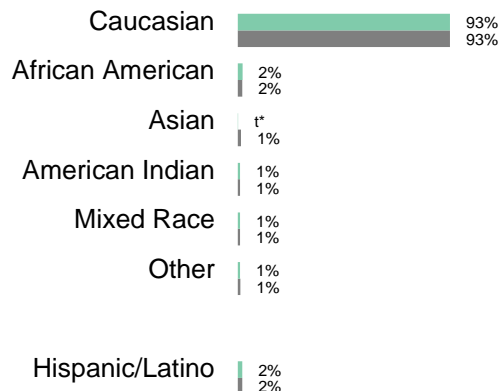
Demographics

- Top zip code origins: 55303, 55330, 55309
- Top zip code destinations: 55402, 55403, 55401
- Age of young adult riders (18-24) has increased significantly since 2012.
- Race and ethnicity of riders has remained unchanged since 2012.
- Annual HH income remains relatively stable since 2012.
- 56% female

Age



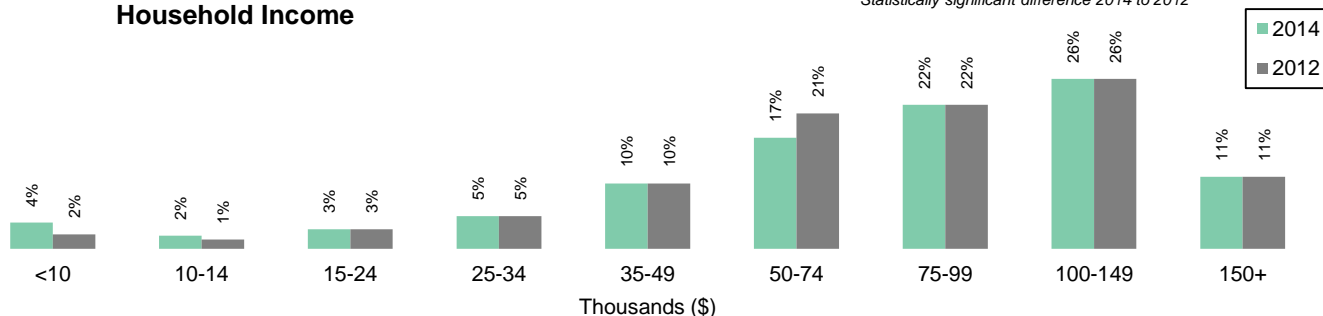
Race



t Denotes less than 1%

* Statistically significant difference 2014 to 2012

Household Income



RIDERSHIP

- 89% ride Northstar on weekdays and 7% ride on both weekdays and weekends.
- Over three-fifths ride Northstar five times a week (62%), with 80% riding at least four times a week.
- Work is the primary trip purpose (85%), with school (8%) a distant second.
- Only 7% have no working automobiles available for use.
- Nearly two-thirds (65%) would drive alone if Northstar was not available.
- Over three-fourths (76%) use Park & Ride.

INFLUENCES

- 63% report their employer or an organization they are involved with offer transit passes, and of those, 67% cover part of the cost.
- Moved home or job location (39%) and rising fuel or prices/auto expenses (24%) are the top influences to first try transit.

PREFERENCES

- For 77%, avoiding stress of driving and saving money on gas/auto expenses (76%) are the main reason for using transit.
- Over half (53%) use metrotransit.org as their primary source for transit information with the primary features being route/schedule pages, manage Go-To cards and trip planner.
- 88% of riders use Go-To technology to pay their fare.

METRO TRANSIT RATINGS

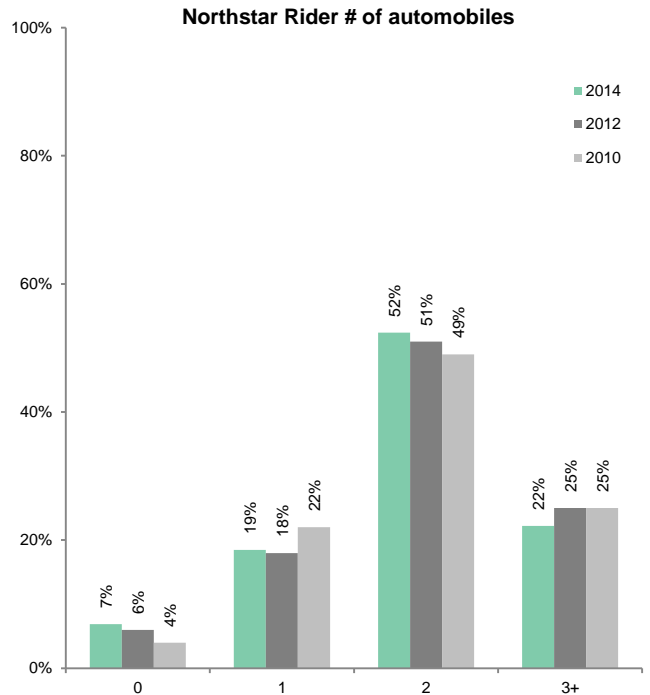
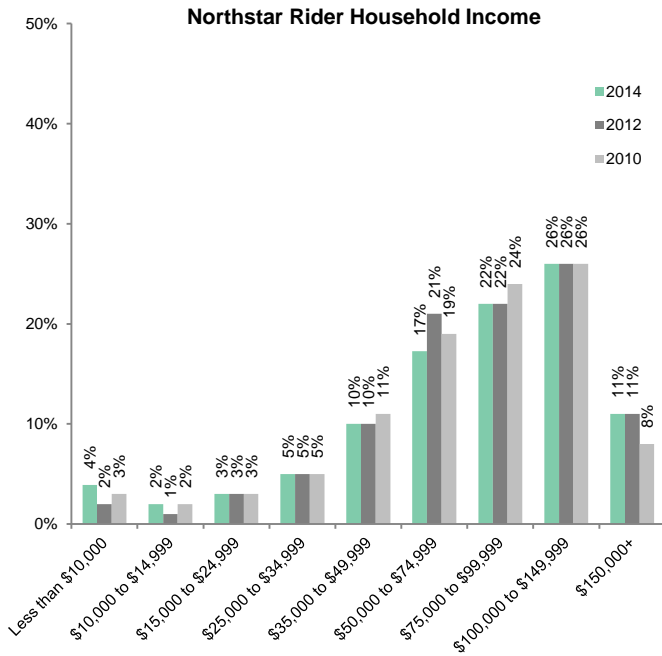
High Correlation, High Performance

- Vehicles are comfortable
- Vehicles are environmentally friendly

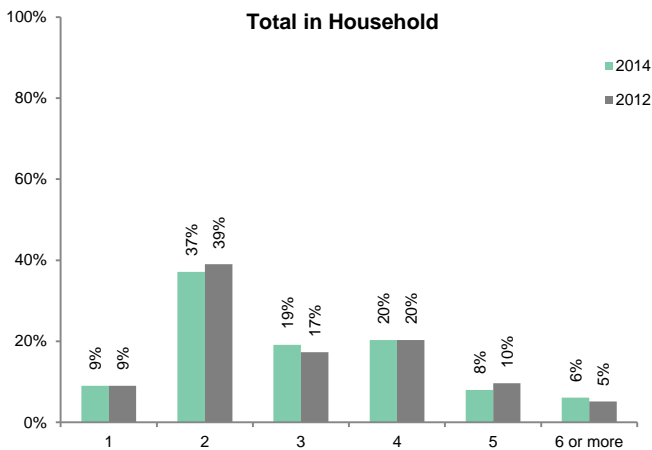
High Correlation, Lower Performance

- Total travel time is reasonable
- Reliability – service on schedule
- Value for the fare paid
- Information at stations
- Availability of seats
- PA announcements on trains
- PA announcements at stations
- Hours of operation for transit service meet my needs

Household incomes of riders have remained relatively stable since 2012 with some directional increases among households with lower incomes. Access to working vehicles also remains consistent with a slight trend toward fewer working vehicles available. Over half (54%) report having 3 or more people living in their household.



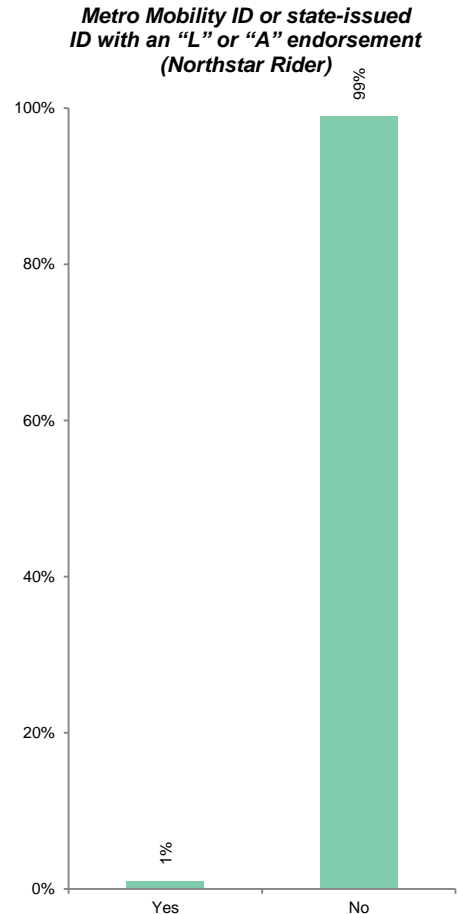
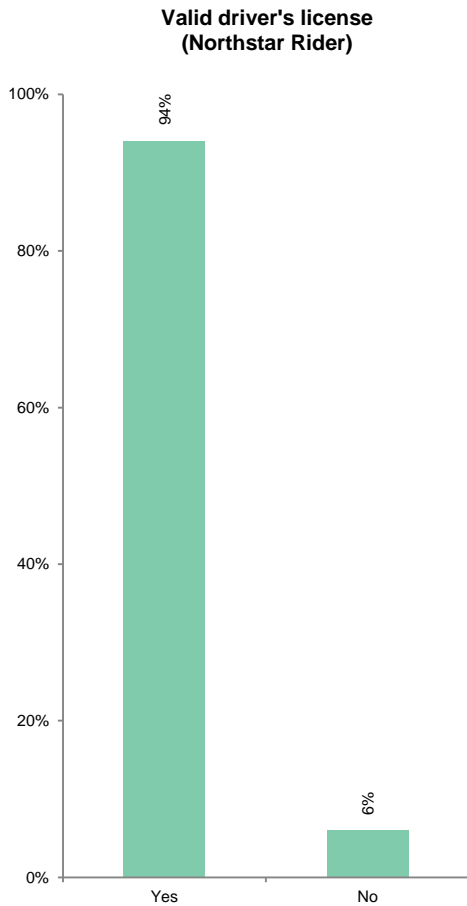
Q: Approximately what was your total household income last year before taxes?
N=411



Q: How many people, including yourself, are in your household?
N=477

Q: How many working automobiles do you have available to use?
N=481

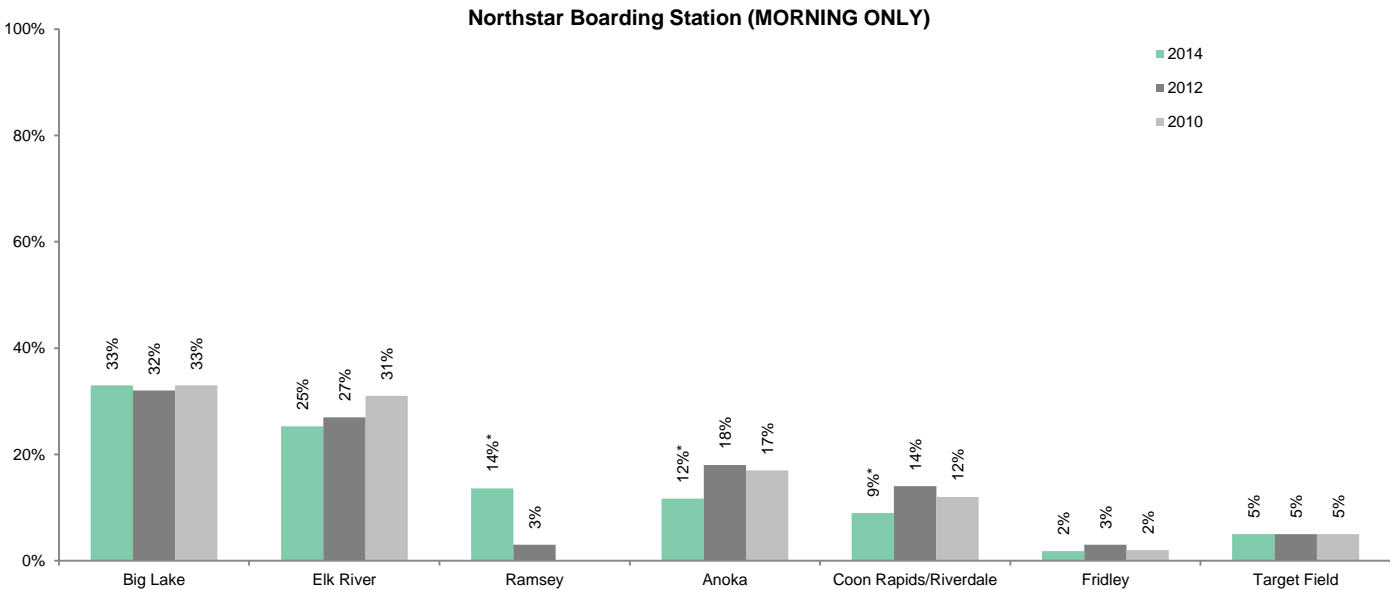
Only 6% of Northstar riders indicate that they do not have a valid driver's license. Very few (1%) report having a Metro Mobility ID or a state-issued ID with an "L" or "A" endorsement.



Q: Do you have a valid Driver's License?
N=476

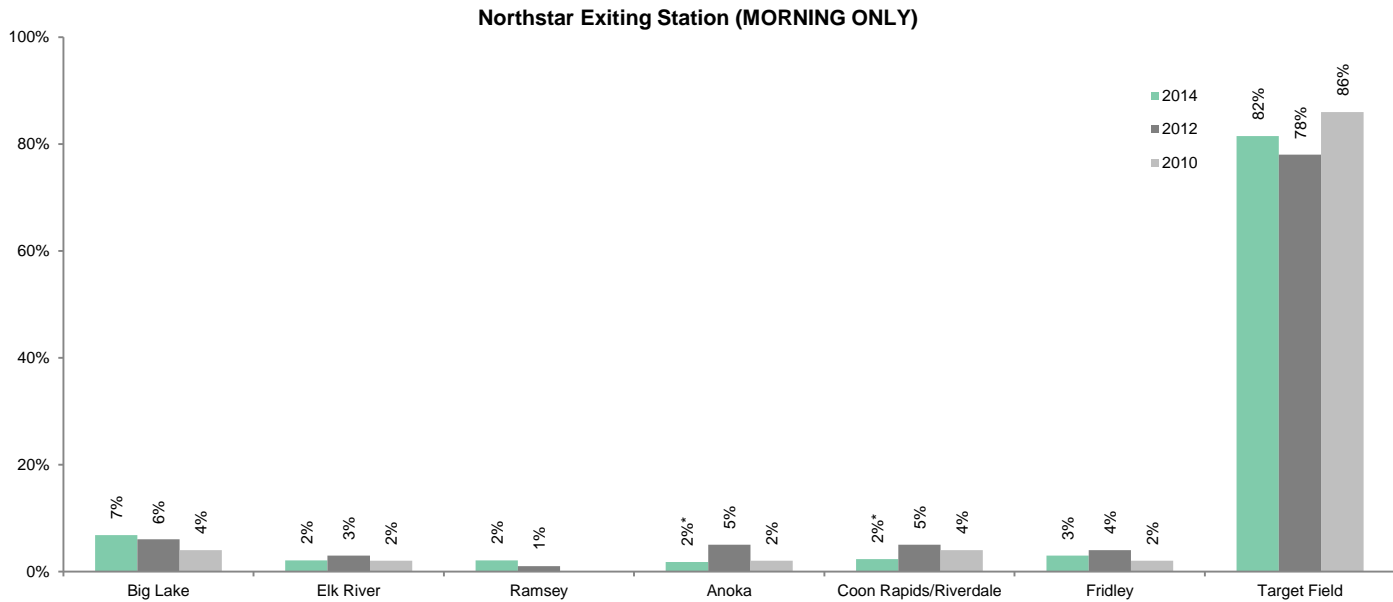
Q: Do you have a Metro Mobility ID OR state-issued ID with an "L" or "A" endorsement?
N=472

Boarding station usage has changed significantly since 2012. Usage of the Ramsey station increased significantly while Anoka and Coon Rapids/Riverdale usage has dropped.



Q: At which station did you BOARD the train TODAY?
N=487

Exiting station usage has also changed since 2012. Exiting station usage has declined significantly for both Anoka and Coon Rapids/Riverdale stations.

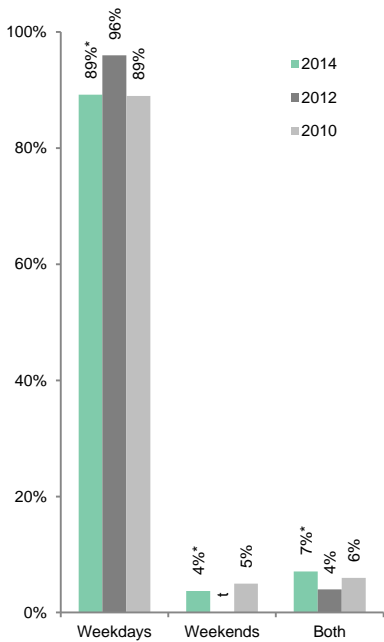


* Statistically significant difference 2014 to 2012

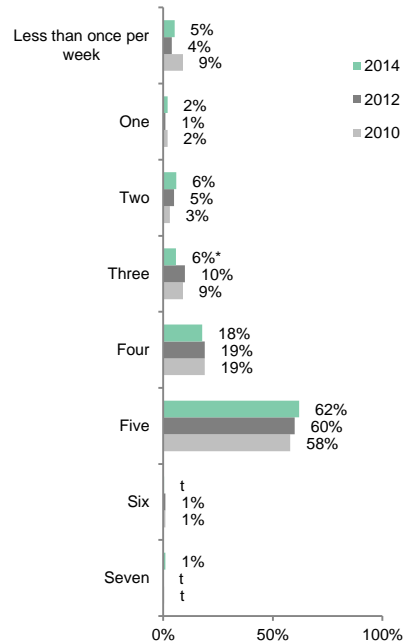
Q: At which station did you EXIT the train TODAY?
N=487

Riders are most likely to travel on weekdays, five times a week. Riders indicating that they usually ride Northstar on weekends or both weekdays and weekends increased significantly. Half of the respondents report having taking Northstar for special events.

Northstar Rider Travel Days



How many days per week do you usually ride the Northstar?



t Denotes less than 1%

Q: On which day(s) of the week do you usually ride Northstar?

N=464

* Statistically significant difference 2014 to 2012

Special event usage



Q: Have you ever taken Northstar for special events?

N=471

t Denotes less than 1%

Q: How many days per week do you usually ride Northstar?

N=482

t Denotes less than 1%

The biggest change from 2012 is the increase in the 55303 zip code as an area of origination.

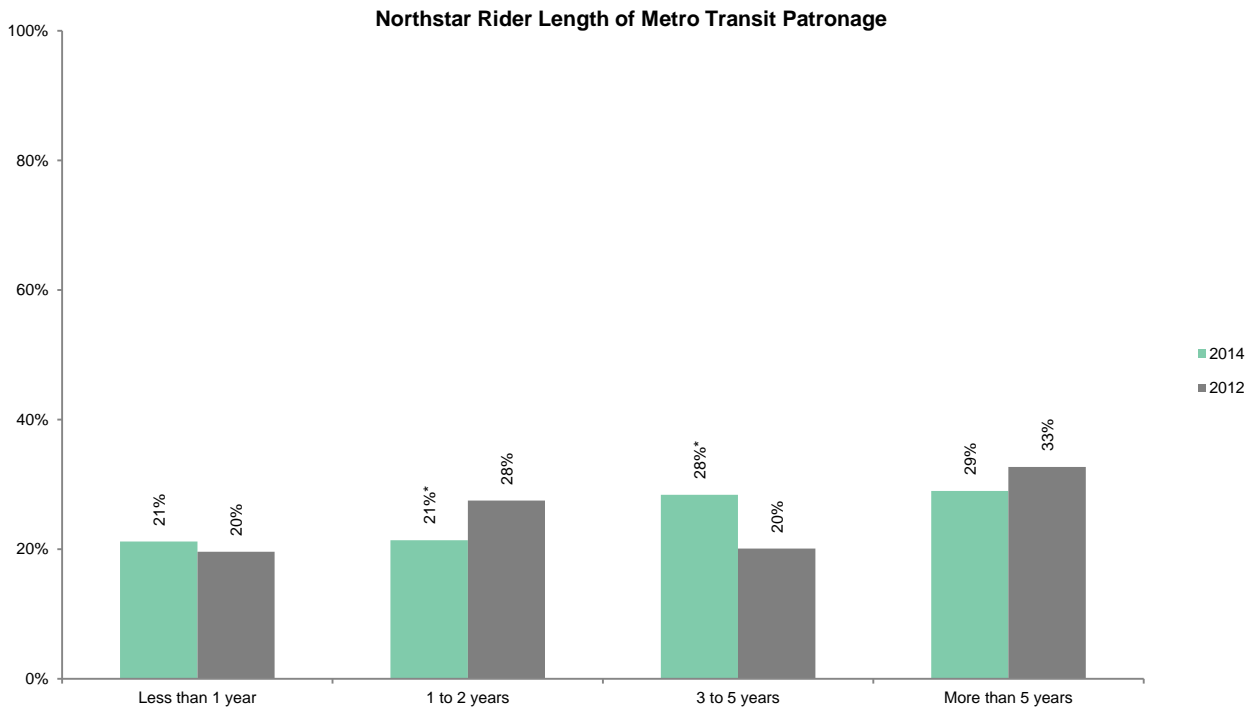
Top Origination zip codes					
2014		2012		2010	
Zip Code	%	Zip Code	%	Zip Code	%
55303	21.6%	55330	20.4%	55330	22.8%
55330	19.3%	55303	15.4%	55309	15.8%
55309	15.0%	55309	15.2%	55303	13.9%
55398	5.4%	55304	8.0%	55398	5.8%
55304	4.4%	55362	4.8%	55304	5.5%
55308	4.4%	55433	4.3%	55362	4.1%
55433	3.1%	55398	4.2%	55433	4.1%
55362	2.7%	55308	3.2%	55448	3.6%
56301	2.5%	55448	3.0%	55320	2.1%
55319	2.3%	55371	1.7%	55308	1.7%
				55371	1.7%

Q: What is your home ZIP CODE?
N=481

Top Destination zip codes					
2014		2012		2010	
Zip Code	%	Zip Code	%	Zip Code	%
55402	35.0%	55402	34.6%	55402	38.0%
55403	10.3%	55401	9.9%	55401	8.5%
55401	9.8%	55403	8.4%	55415	5.4%
55415	4.4%	55415	5.7%	55455	4.5%
55455	3.9%	56301	2.3%	55403	3.7%
55404	3.6%	55303	2.2%	55101	2.8%
55414	2.1%	55474	2.2%	55414	2.5%
55417	2.1%	55432	2.0%	55474	2.3%
55474	1.8%	55404	1.9%	55303	2.0%
55101	1.5%	55487	1.7%	55404	2.0%
55303	1.5%				

Q: What is the ZIP CODE of your final destination TODAY?
N=389

Length of ridership is increasing with significantly more riders reporting 3-5 years and fewer riders reporting 1-2 years.

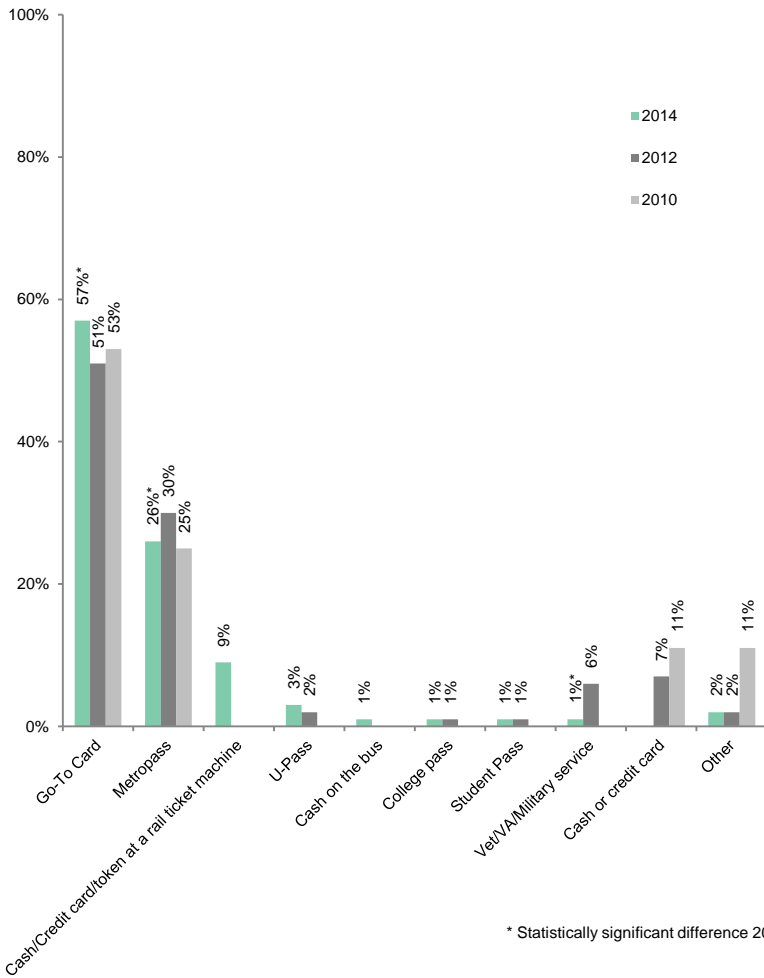


* Statistically significant difference 2014 to 2012

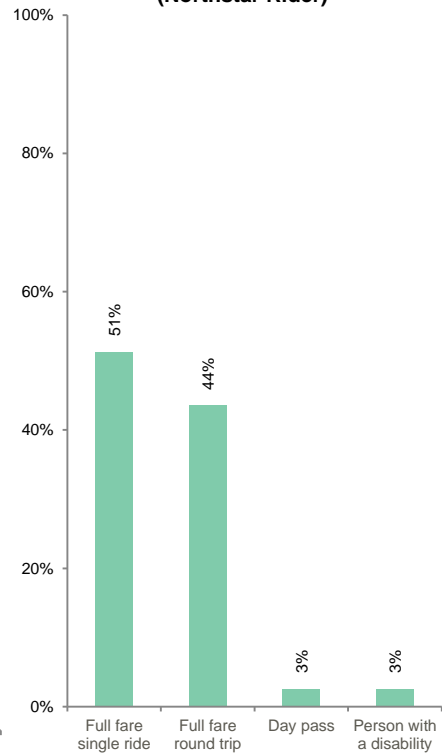
Q: How long have you used Metro Transit services?
N=482

Nearly nine of every ten riders (88%) use some form of Go-To technology to pay their fares. Use of Go-To Card has increased significantly since 2012. For riders paying with cash/credit card/token at a rail ticket machine, over half (55%) purchase a full fare single ride while over one-third (36%) purchase a full fare round trip.

How did you pay for your fare today? (Northstar Rider)



If [cash or credit card], what kind of ticket did you purchase? (Northstar Rider)

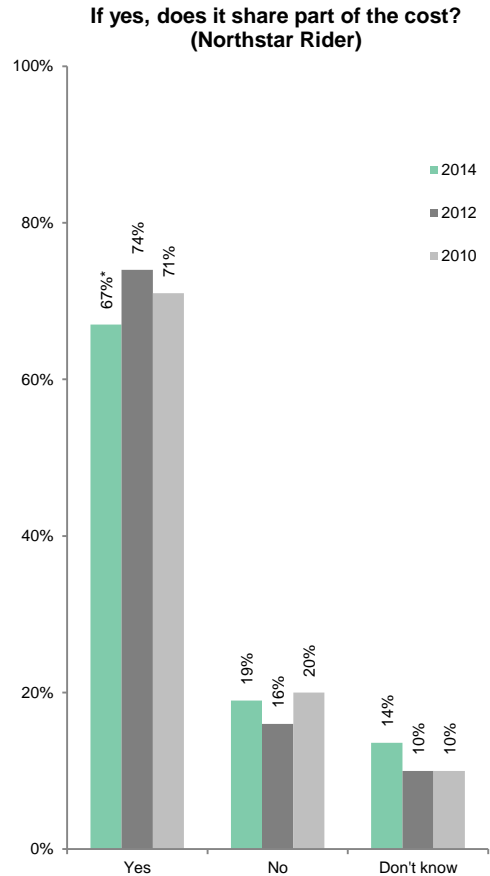
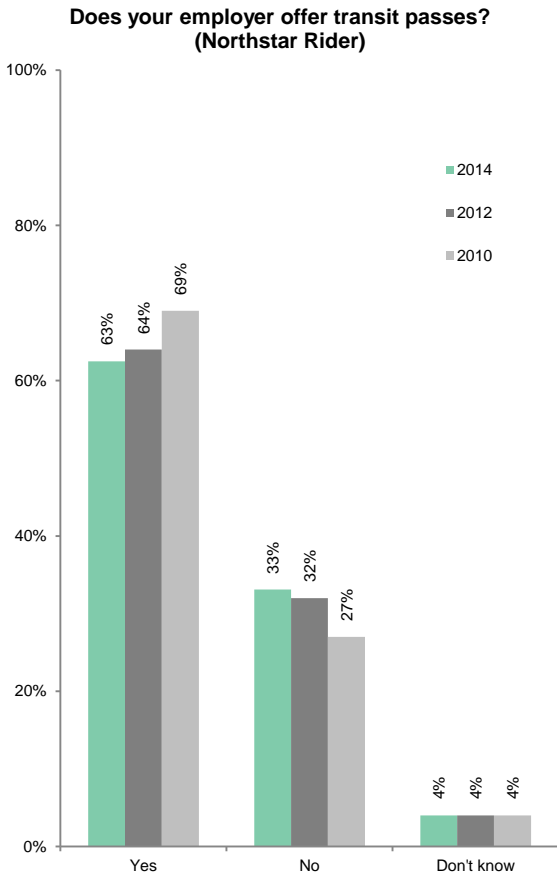


* Statistically significant difference 2014 to 2012

Q: How did you pay for your fare today?
N=466
t Denotes less than 1%

Q: (If cash/credit card), What kind of ticket did you purchase?
N=39

More than one-third of respondents (37%) report that their employer, organization or agency does not offer transit passes. Of those who report that their employer, organization or agency does offer transit passes, two-thirds indicate that their employer also shares part of the cost, a significant decline from 2012.



* Statistically significant difference 2014 to 2012

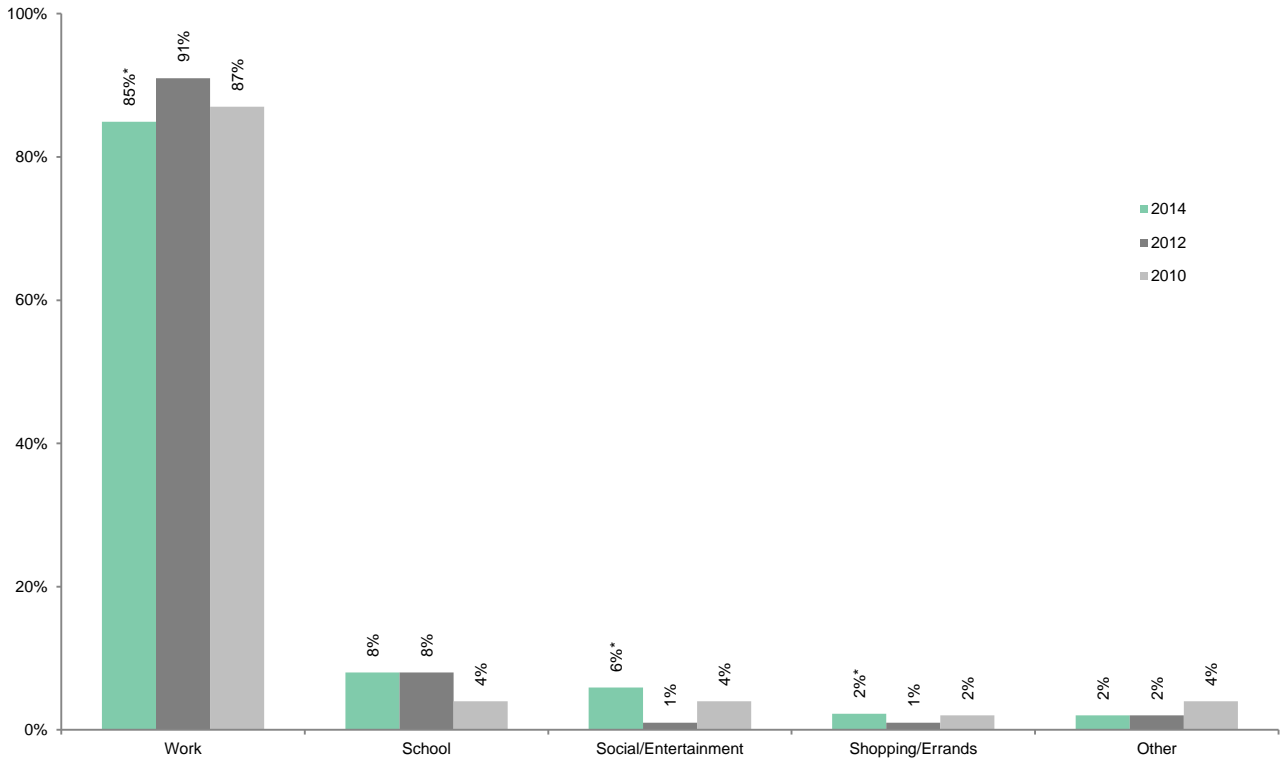
Q: Does your employer, organization or agency offer transit passes?
N=483

Q: If yes, does it share part of the cost?
N=295

Primary Purpose for Use

Those indicating that work is their primary purpose for their trip has dropped significantly while social/entertainment trips have increased significantly since 2012.

What is the primary purpose of your trip today? (Northstar Rider)

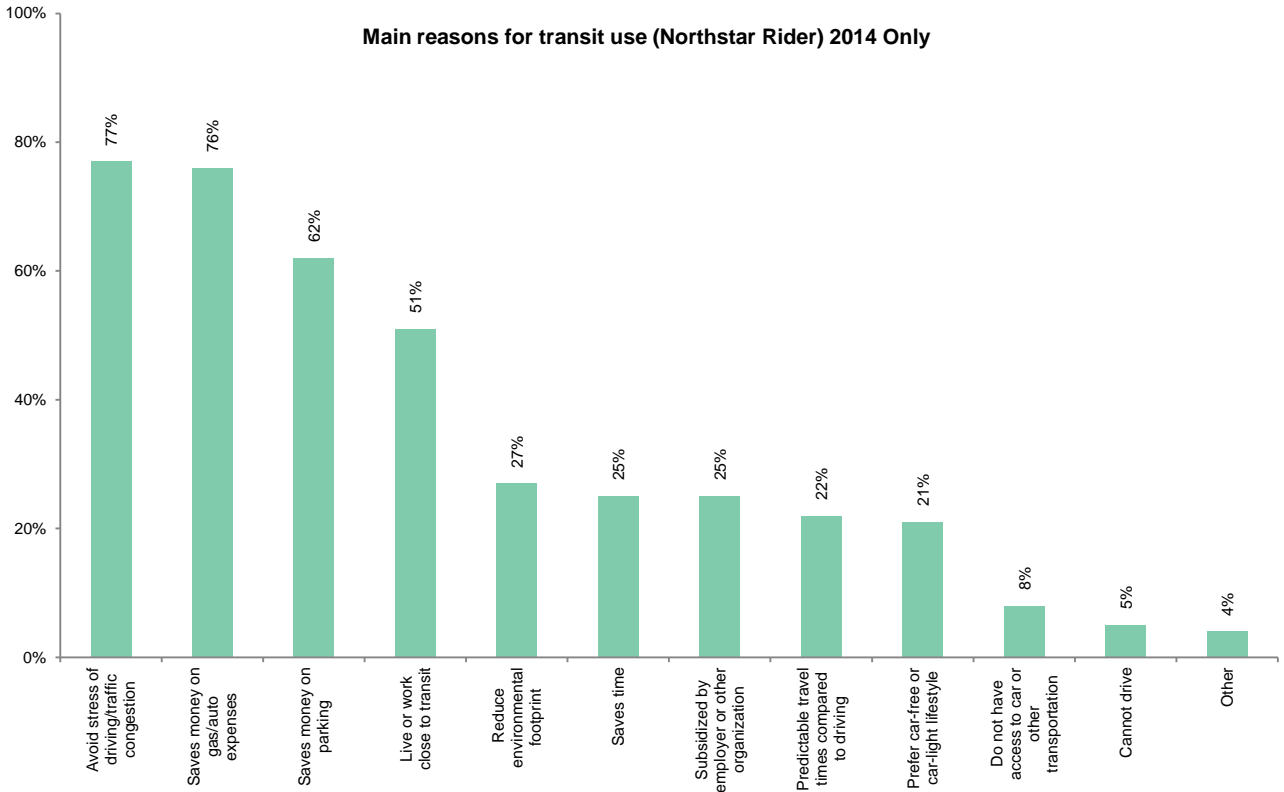


* Statistically significant difference 2014 to 2012

Q: What is the primary purpose of your trip today?
N=490

**Totals exceed 100% due to respondents selecting multiple responses.

The most popular reasons to use the Northstar are to avoid the stress of driving, save money on auto expenses and to save money on parking. More than one-quarter (27%) indicate that a main reason for using transit is to reduce environmental footprint while more than one-fifth (21%) prefer car-free or car-light lifestyles. This question was modified in 2014 to accommodate multiple responses, as a result, no comparative data is provided.



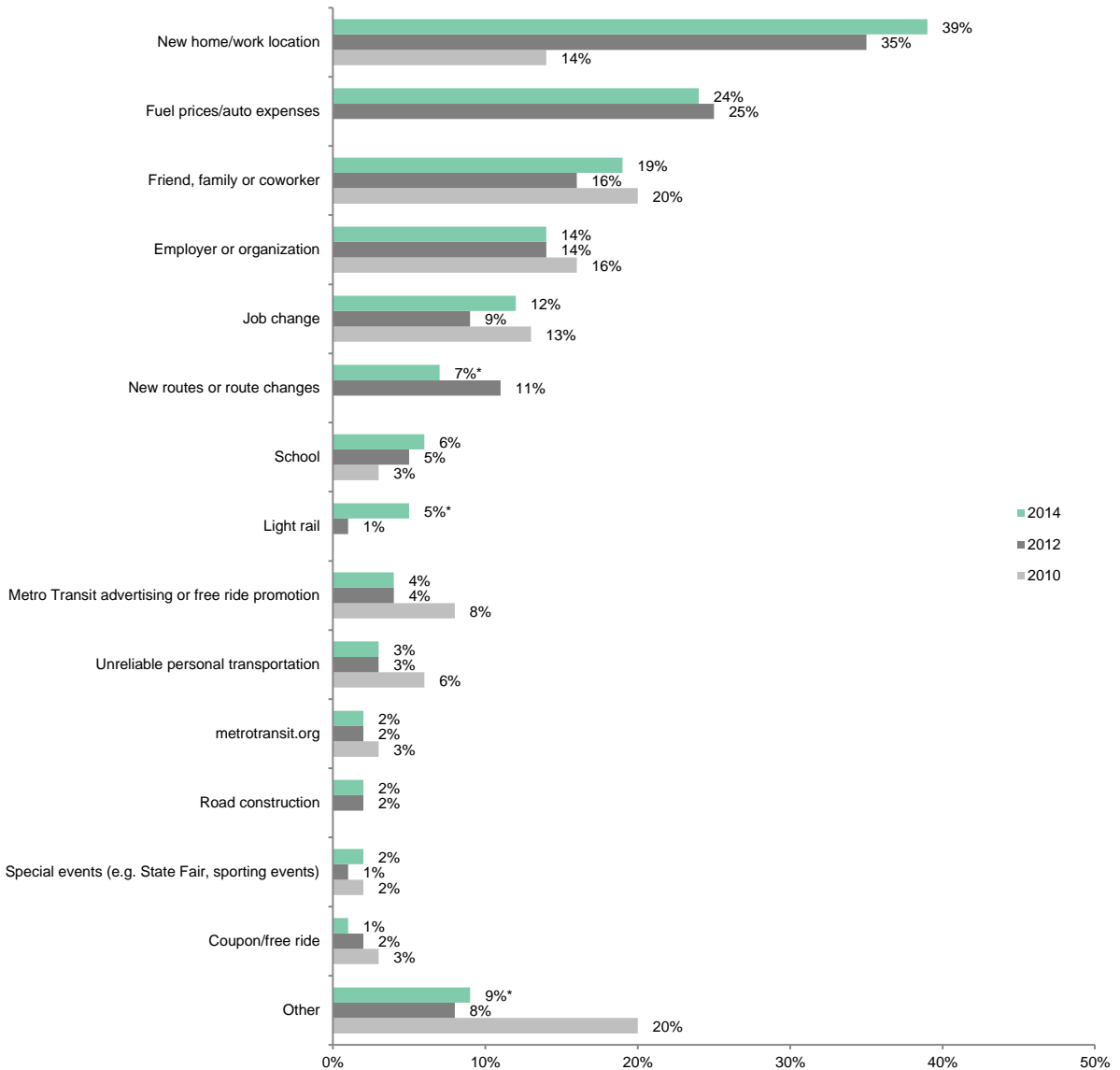
Q: What are the main reasons you use Northstar?
N=491

**Totals exceed 100% due to respondents selecting multiple responses.

Influencers for Decision to First Try Transit

Having moved locations (home or job) is the most frequently cited influence in a rider's decision to first try Northstar. Those indicating LRT is the influence to first try Northstar increased significantly since 2012.

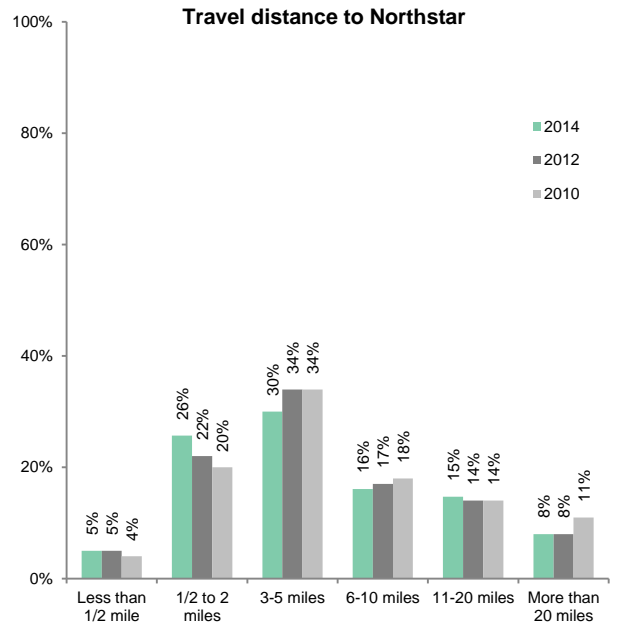
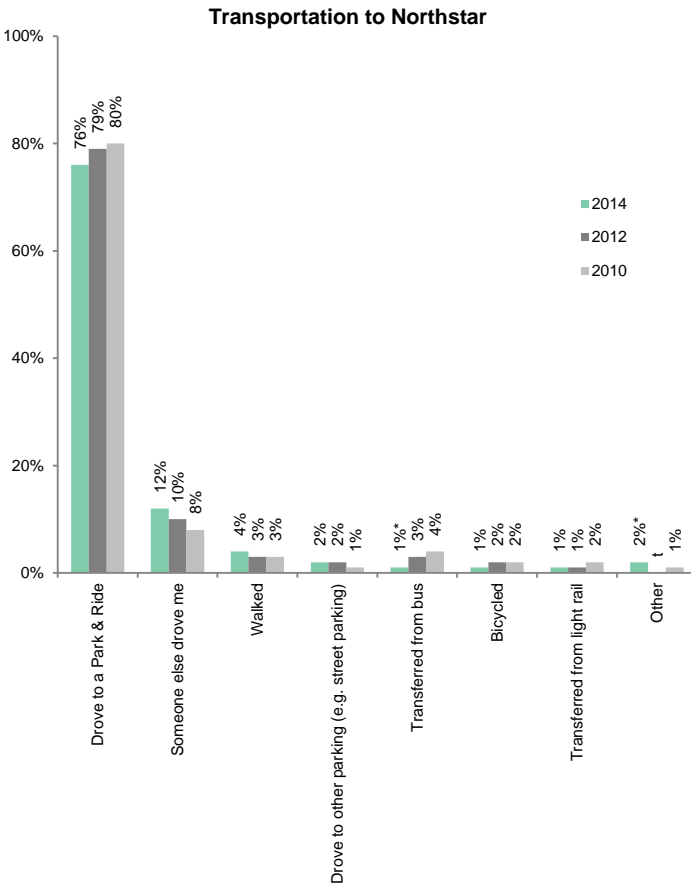
Transit Influencers



* Statistically significant difference 2014 to 2012

Q: What or who influenced your decision to first try Northstar?
N=475

More than three-quarters (76%) indicate that they drove to a Park & Ride to get to the Northstar station. Nearly two-fifths (39%) report that their travel distance to Northstar is six miles or more.



* Statistically significant difference 2014 to 2012

Q: When you began your trip today, how did you get to the Northstar station?

N=479

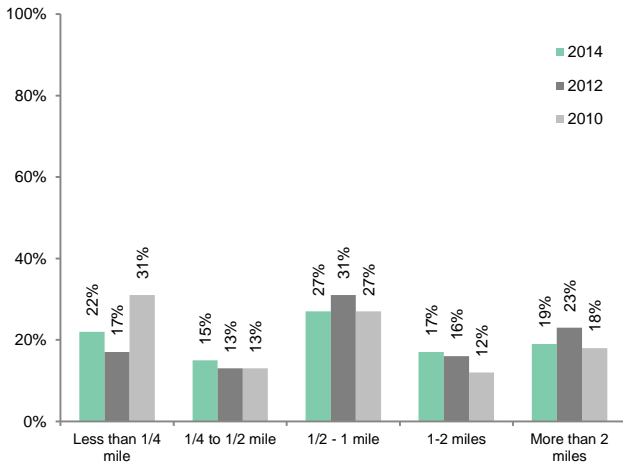
t Denotes less than 1%

Q: How far would you estimate you traveled to get to the Northstar station where you began this trip?

N=483

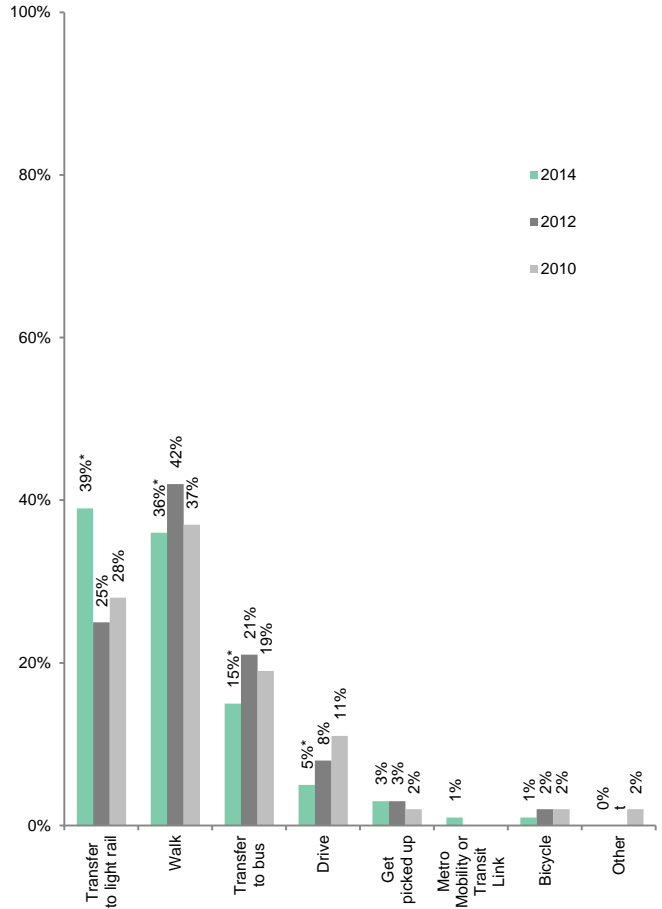
Distance from the rider's last rail station to their destination has not changed significantly since 2012. Transfer to light rail has increased significantly since 2012 and is the most frequent mode of transportation after taking Northstar, followed by walking and transfer to bus. When asked to estimate their total travel time one-way, over three-fifths (61%) indicate their commute was an hour or more.

Travel distance from last rail station to destination



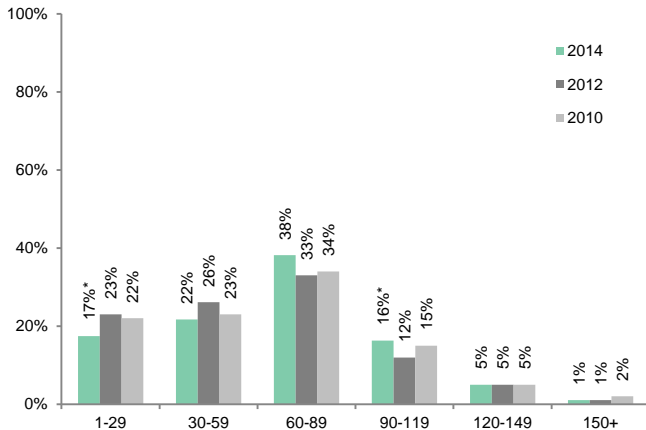
Q: How far would you estimate you will travel from your last rail station to your destination?
N=477

Transportation after Northstar



* Statistically significant difference 2014 to 2012

Total travel time in minutes



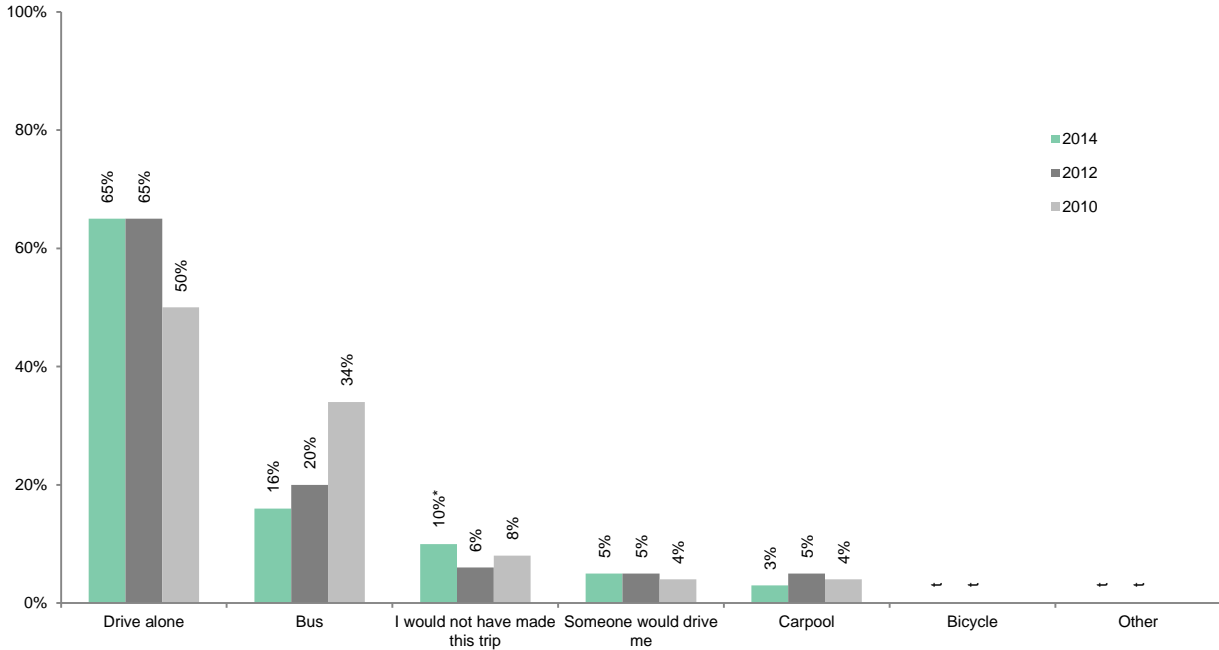
Q: Please estimate – in minutes – the total travel time of this trip.
N=443

Q: What will you do when you get off the Northstar train?
N=442
t Denotes less than 1%

Transport If Northstar Was Not Available

When asked what they would have done had Northstar been unavailable, nearly two-thirds (65%) indicate that they would have driven alone, consistent with 2012. Those reporting that they would not have made the trip increased significantly since 2012.

Transportation if Northstar was not available

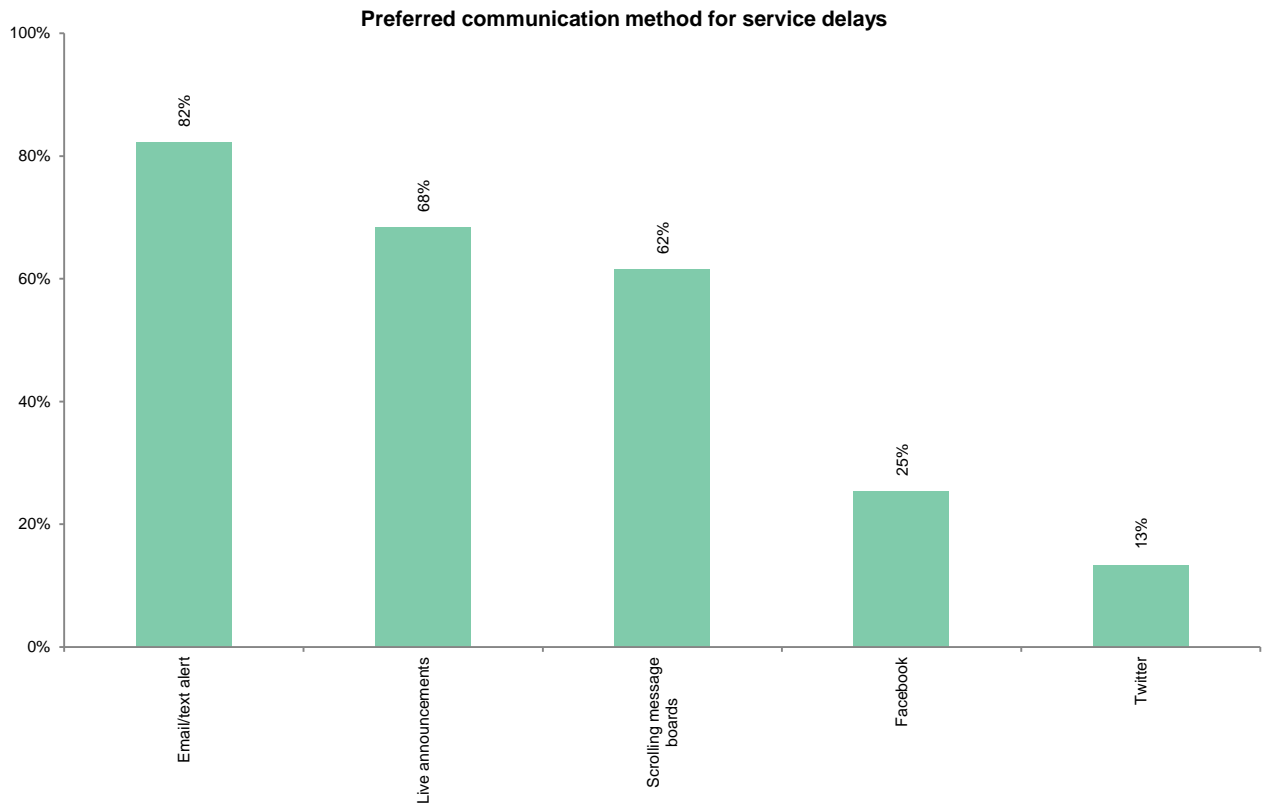


* Statistically significant difference 2014 to 2012

Q: If Northstar service had not been available today, how would you have made this trip?

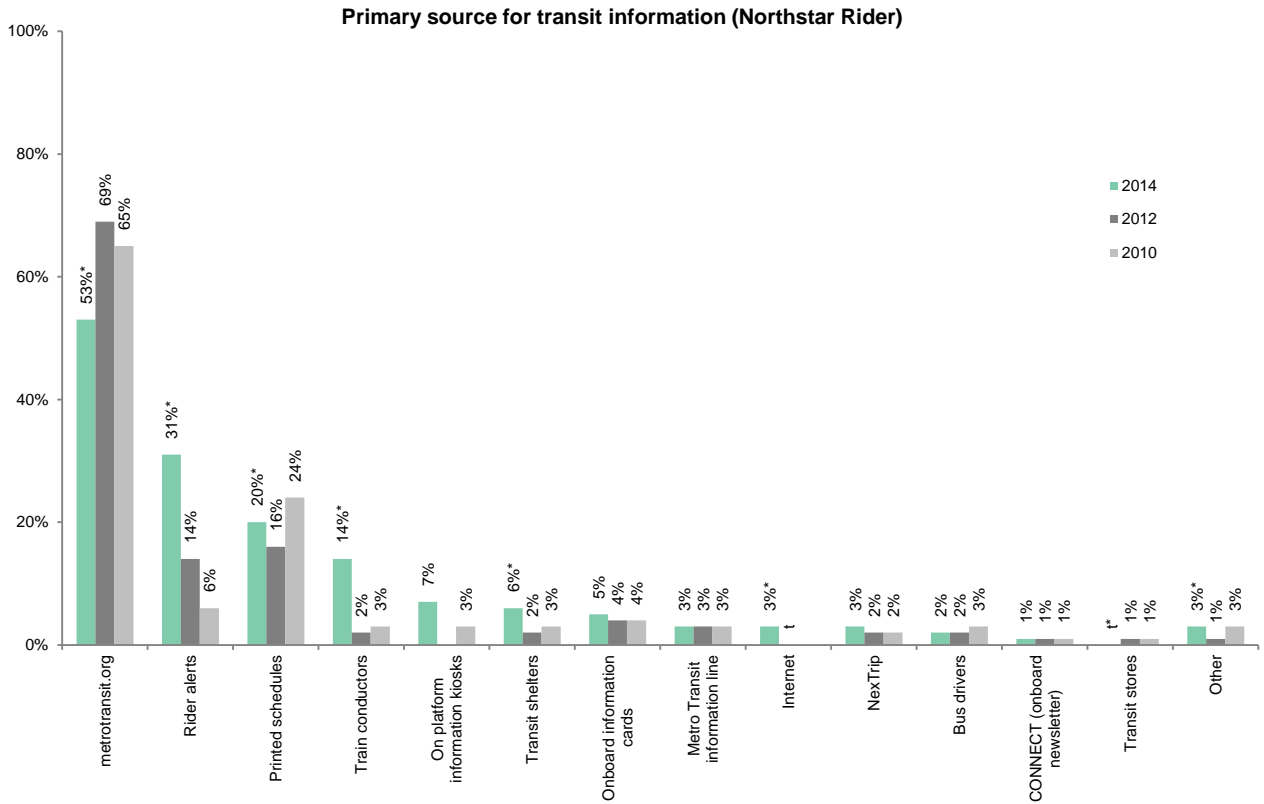
N=449

t Denotes less than 1%



Q: How would you like us to communicate Northstar service delays?
N=493

Metrotransit.org remains the most popular source for transit information, however, since 2012, the website as a primary source of transit information has declined significantly. A number of sources have significantly increased in popularity including rider alerts, printed schedules, train conductors, transit shelters and the Internet.



* Statistically significant difference 2014 to 2012

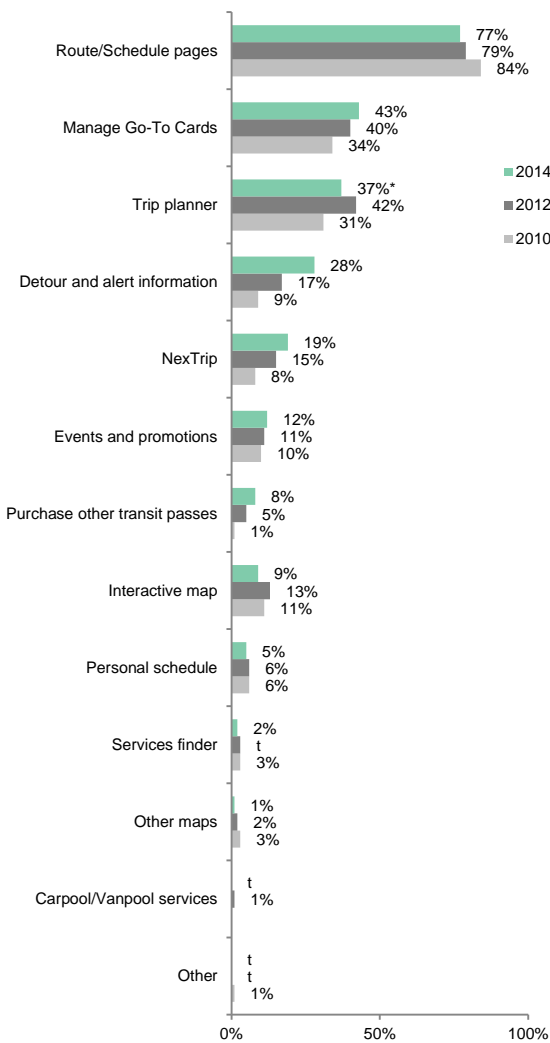
Q: What or who is your primary source for transit information?

N=474

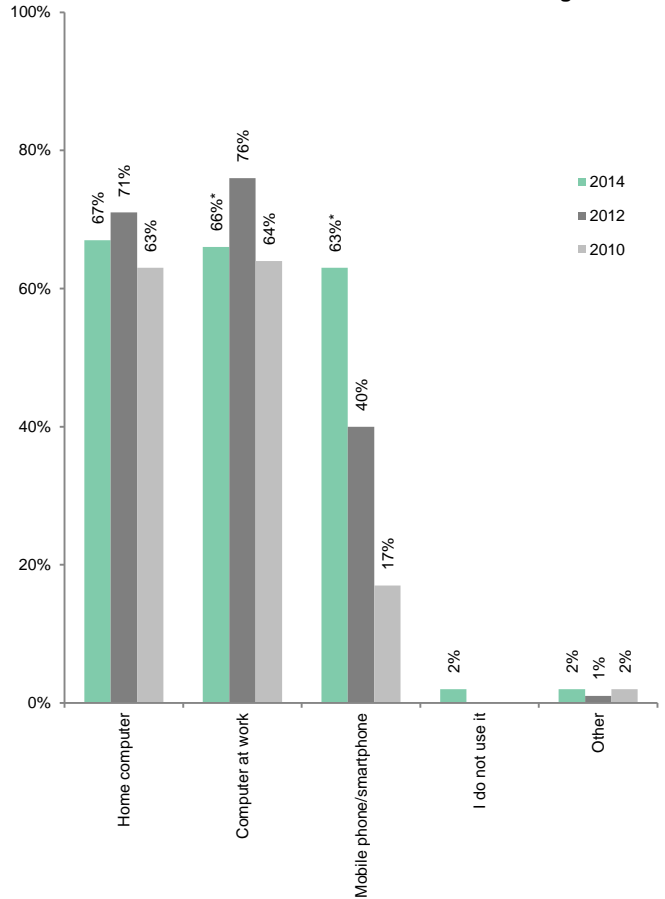
t Denotes less than 1%

Route/schedule pages and management of Go-To Cards are the features most used on metrotransit.org. Compared to 2012, use of Trip Planner has declined significantly. Accessing metrotransit.org through a mobile/smart phone has increased significantly since 2012 and now rivals home and work computers.

Most used features on metrotransit.org



Northstar Rider access to metrotransit.org



* Statistically significant difference 2014 to 2012

Previous years labels 'Purchase/Add value to Go-To passes and cards' AND 'Check Go-To card or pass balance/transaction history' have been combined and compared to the 2014 label 'Manage Go-To Cards'.

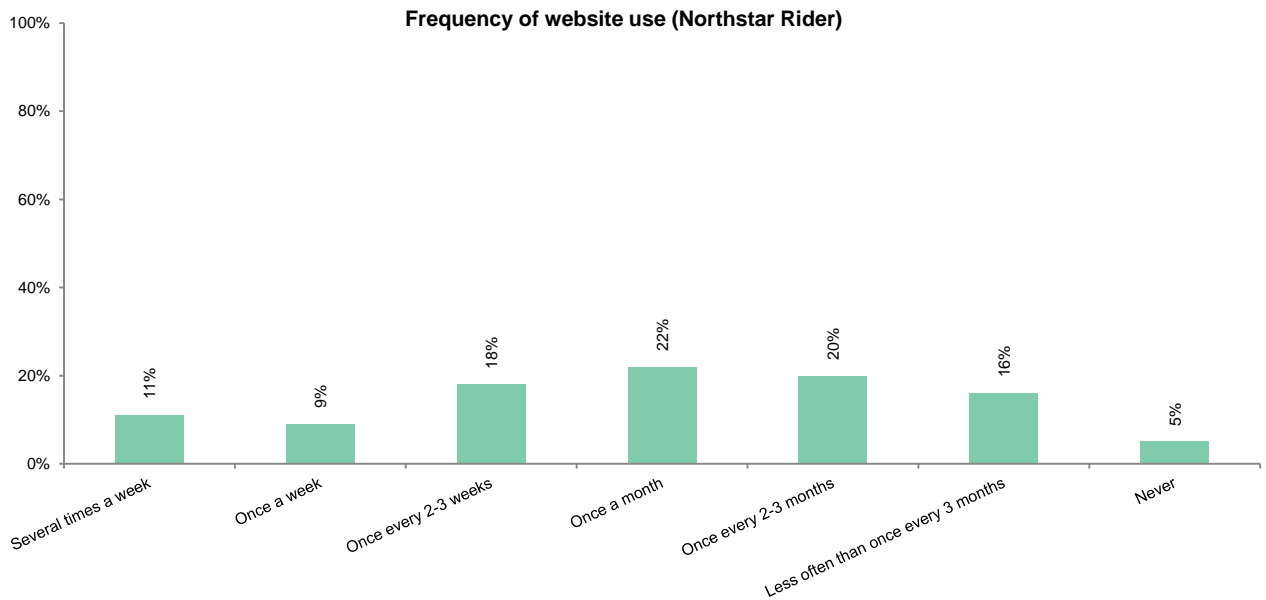
Q: If you use metrotransit.org, which features do you use?
N=248

t Denotes less than 1%

**Totals exceed 100% due to respondents selecting multiple responses.

Q: If you use metrotransit.org, how do you access it?
N=246

One in five Northstar riders (20%) uses the Metrotransit.org website at least once a week and three-fifths (60%) use it monthly or more.

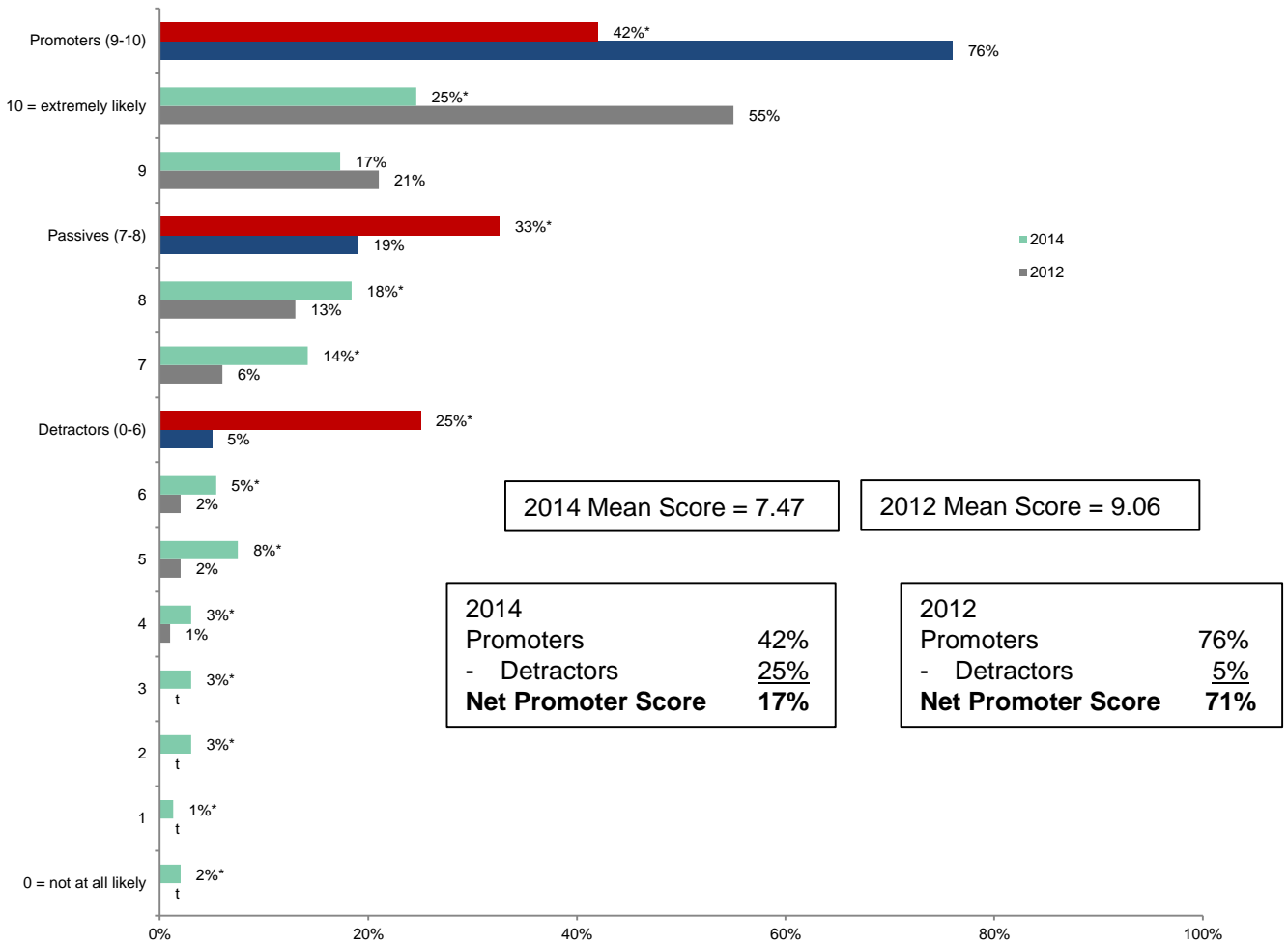


Q: How often, if ever, do you use the website metrotransit.org?
N=484

Likely to Recommend Metro Transit

Net Promoter Score (NPS) for Metro Transit is 17% among Northstar respondents, a significant decline from the 2012 NPS of 71%.

Northstar Rider likelihood to recommend



* Statistically significant difference 2014 to 2012

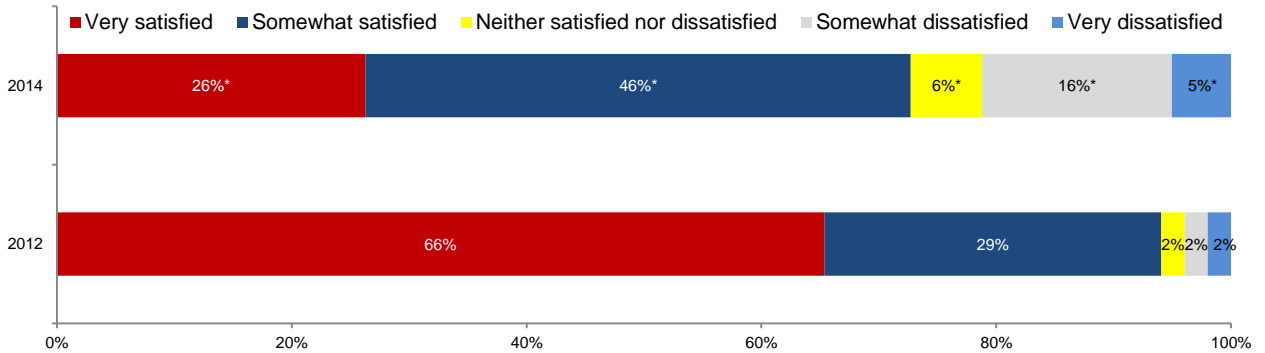
Q: On a scale of 0-10, where "10" is "extremely likely" and "0" is "not at all likely", how likely is it that you would recommend Metro Transit to a friend or colleague?

N=479

t Denotes less than 1%

Satisfaction with Metro Transit Experience

When asked about their Metro Transit experience, 72% report being satisfied (either very or somewhat) while 21% report being dissatisfied (either very or somewhat). Mean satisfaction with Metro Transit experience declined significantly since 2012.

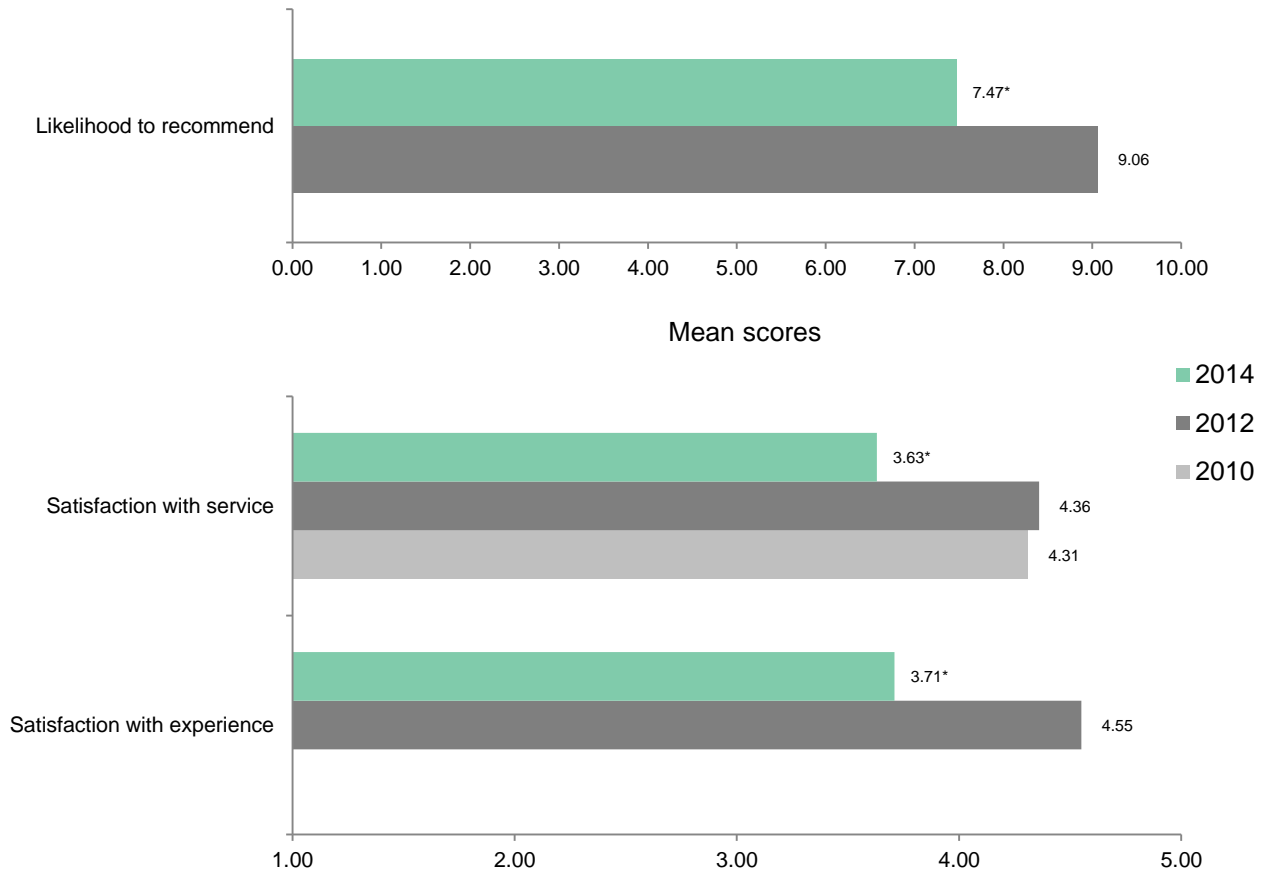


2014 Mean Score = 3.71*
2012 Mean Score = 4.55

* Statistically significant difference 2014 to 2012

Q: Overall, how satisfied are you with your Metro Transit experience?
N=480

All measures of rider satisfaction have dropped dramatically since 2012, including statistically significant declines in likelihood to recommend, satisfaction with service and satisfaction with experience.



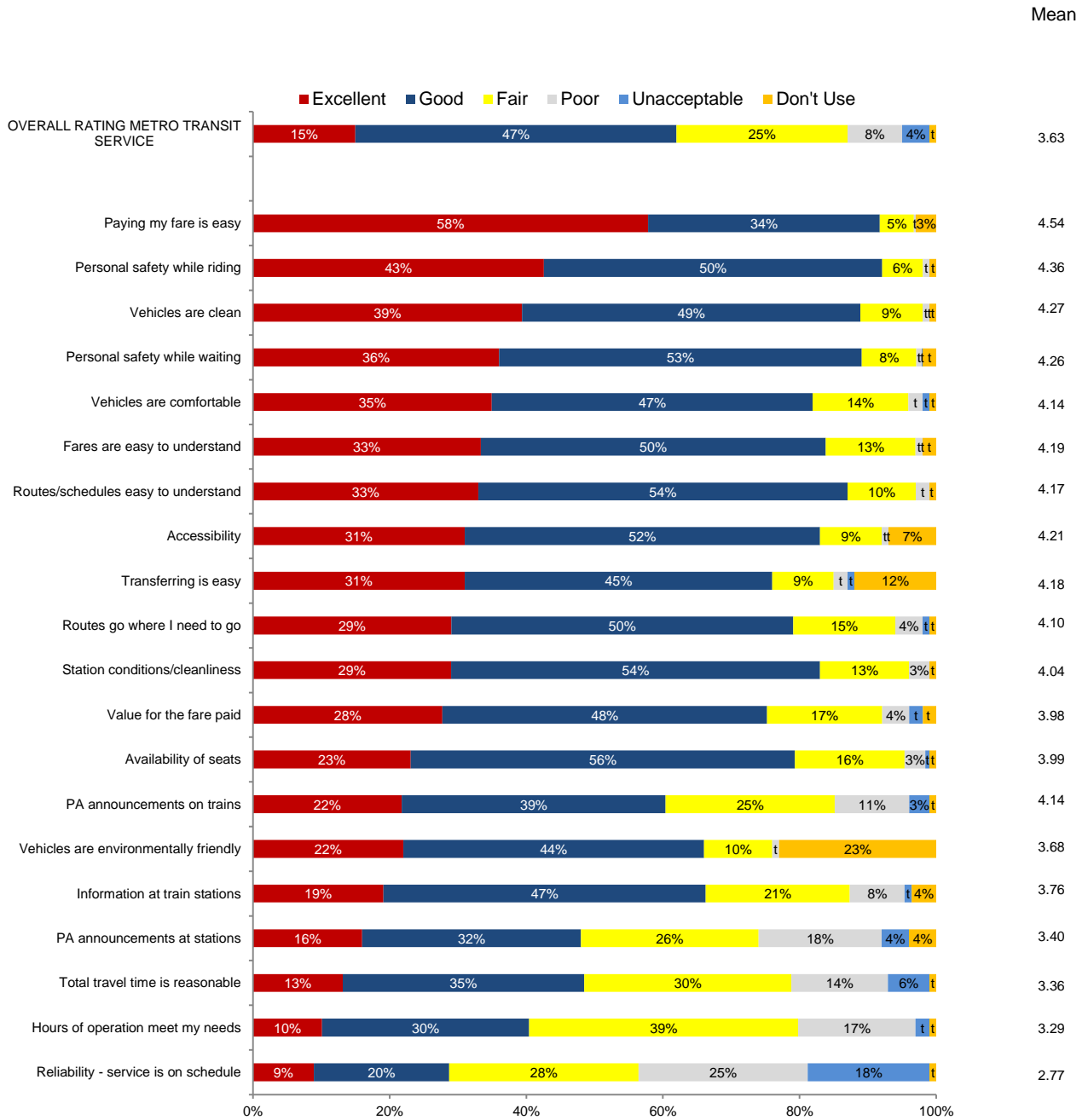
* Statistically significant difference 2014 to 2012

Q: How likely is it that you would recommend Metro Transit to a friend or colleague? N=479 (2014), N=998 (2012)

Q: Overall rating of Metro Transit service? N=466 (2014), N=958 (2012), 472 (2010)

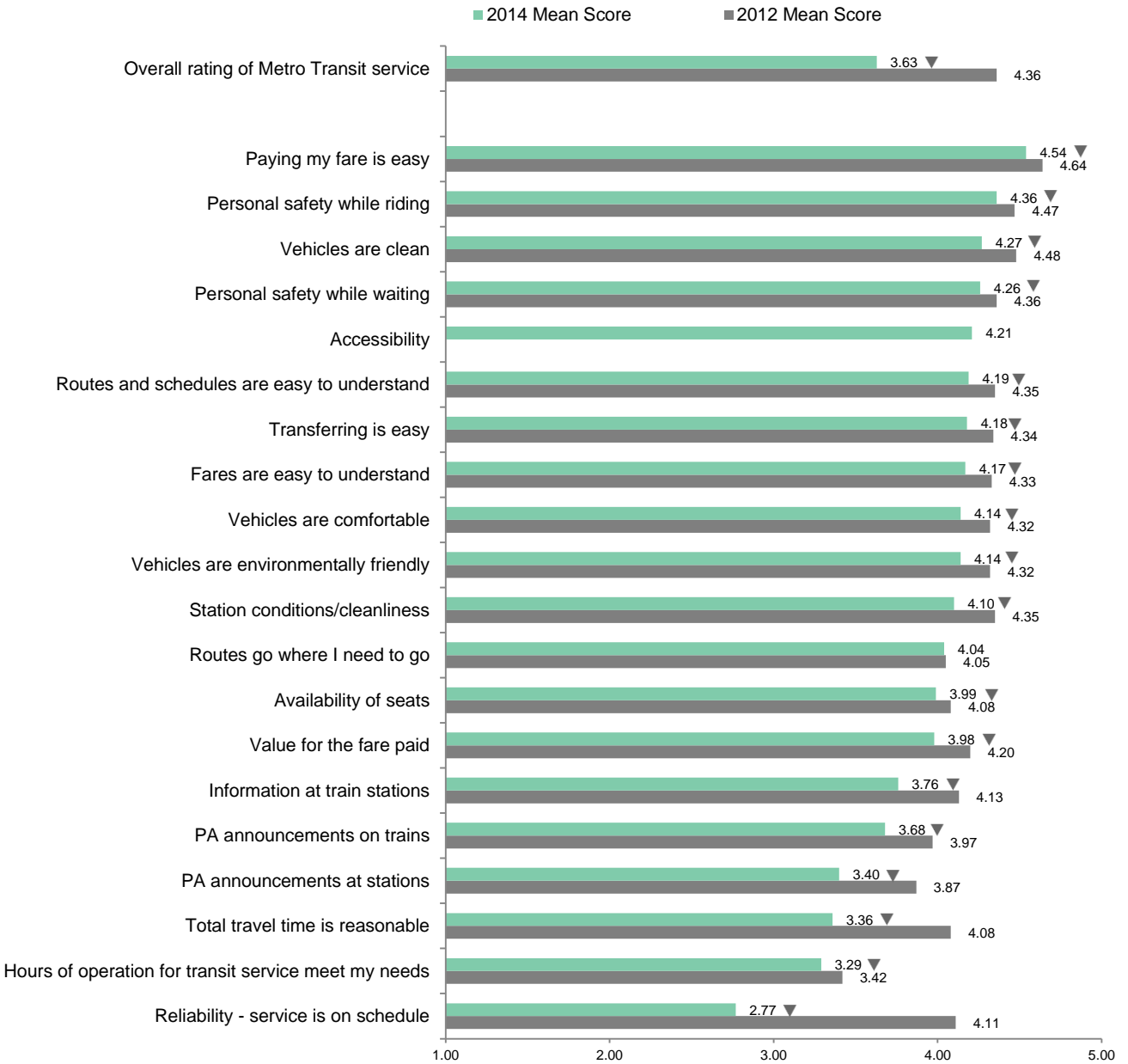
Q: Overall, how satisfied are you with your Metro Transit experience? N=480 (2014), N=988 (2012)

Performance Ratings



Q: Please rate Metro Transit's performance on the following elements of train service:
 N=461-476
 t Denotes 2% or less

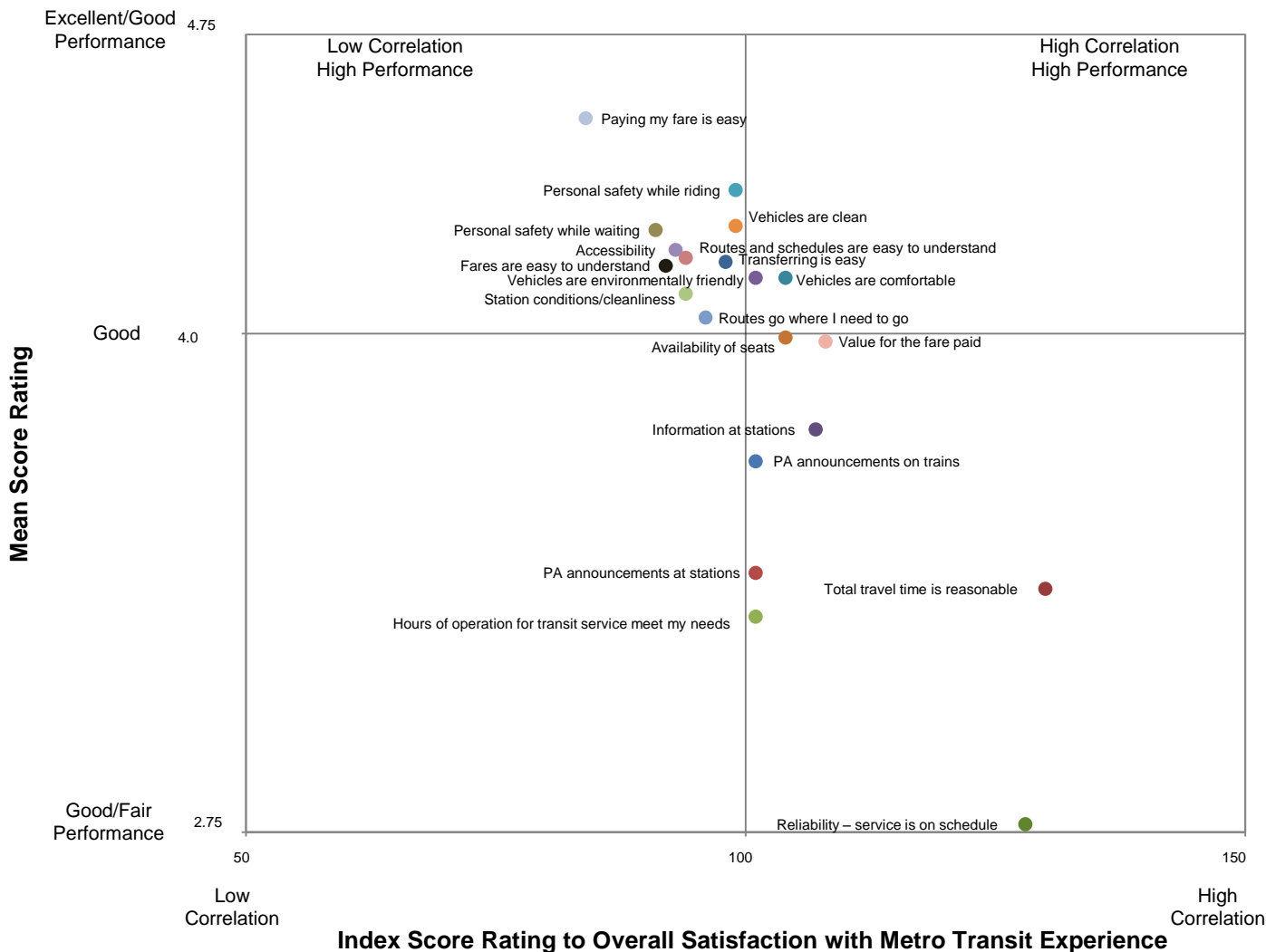
Performance Ratings



Q: Please rate Metro Transit's performance on the following elements of train service:
N=461-476

▼ Denotes that 2014 data is significantly lower than 2012

To inform organizational priorities, areas that have stronger correlations to satisfaction and lower levels of relative performance represent opportunities where greater attention can make the biggest impact. For Northstar riders, the areas with the greatest opportunity are total travel time is reasonable, reliability – service is on schedule, value for the fare paid, information at stations, availability of seats, PA announcements on the trains, PA announcements at stations and hours of operation for transit service meet my needs.



Mean scores of rating Metro Transit's performance on the following elements of service and Pearson's Correlation to "overall satisfaction with service."
N=461-476

Index Score Rating to Overall Satisfaction with Metro Transit Experience

NORTHSTAR

Elements	Performance Index	Performance Mean
Total travel time is reasonable	130	3.36
Reliability – service is on schedule	128	2.77
Value for the fare paid	108	3.98
Information at stations	107	3.76
Vehicles are comfortable	104	4.14
Availability of seats	104	3.99
Vehicles are environmentally friendly	101	4.14
PA announcements on trains	101	3.68
PA announcements at stations	101	3.40
Hours of operation for transit service meet my needs	101	3.29
Personal safety while riding	99	4.36
Vehicles are clean	99	4.27
Transferring is easy	98	4.18
Routes go where I need to go	96	4.04
Routes and schedules are easy to understand	94	4.19
Station conditions/cleanliness	94	4.10
Accessibility	93	4.21
Fares are easy to understand	92	4.17
Personal safety while waiting	91	4.26
Paying my fare is easy	84	4.54

Q: Please rate Metro Transit's performance on the following elements of experience
N=461-476

Excellent/ Good Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Paying my fare is easy	4.54	4.64	same
Personal safety while riding	4.36	4.47	E/G & High
Vehicles are clean	4.27	4.48	E/G & High
Personal safety while waiting	4.26	4.36	same
Accessibility	4.21	NA	NA
Routes and schedules are easy to understand	4.19	4.35	E/G & High
Transferring is easy	4.18	4.34	E/G & High
Fares are easy to understand	4.17	4.33	E/G & High
Station conditions/cleanliness	4.10	4.35	E/G & High
Routes go where I need to go	4.04	4.05	same

Excellent/Good Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Vehicles are comfortable	4.14	4.32	same
Vehicles are environmentally friendly	4.14	4.32	same

**Good/ Fair Performance
Low Importance**

Good/ Fair Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Availability of seats	3.99	4.08	E/G & Low
Value for the fare paid	3.98	4.20	E/G & High
Information at stations	3.76	4.13	E/G & High
PA announcements on trains	3.68	3.97	G/F & Low
PA announcements at stations	3.40	3.87	G/F & Low
Total travel time is reasonable	3.36	4.08	E/G & Low
Hours of operation for transit service meet my needs	3.29	3.42	G/F & Low
Reliability - service is on schedule	2.77	4.11	E/G & High

Q: Please rate Metro Transit's performance on the following elements of experience
N=461-476

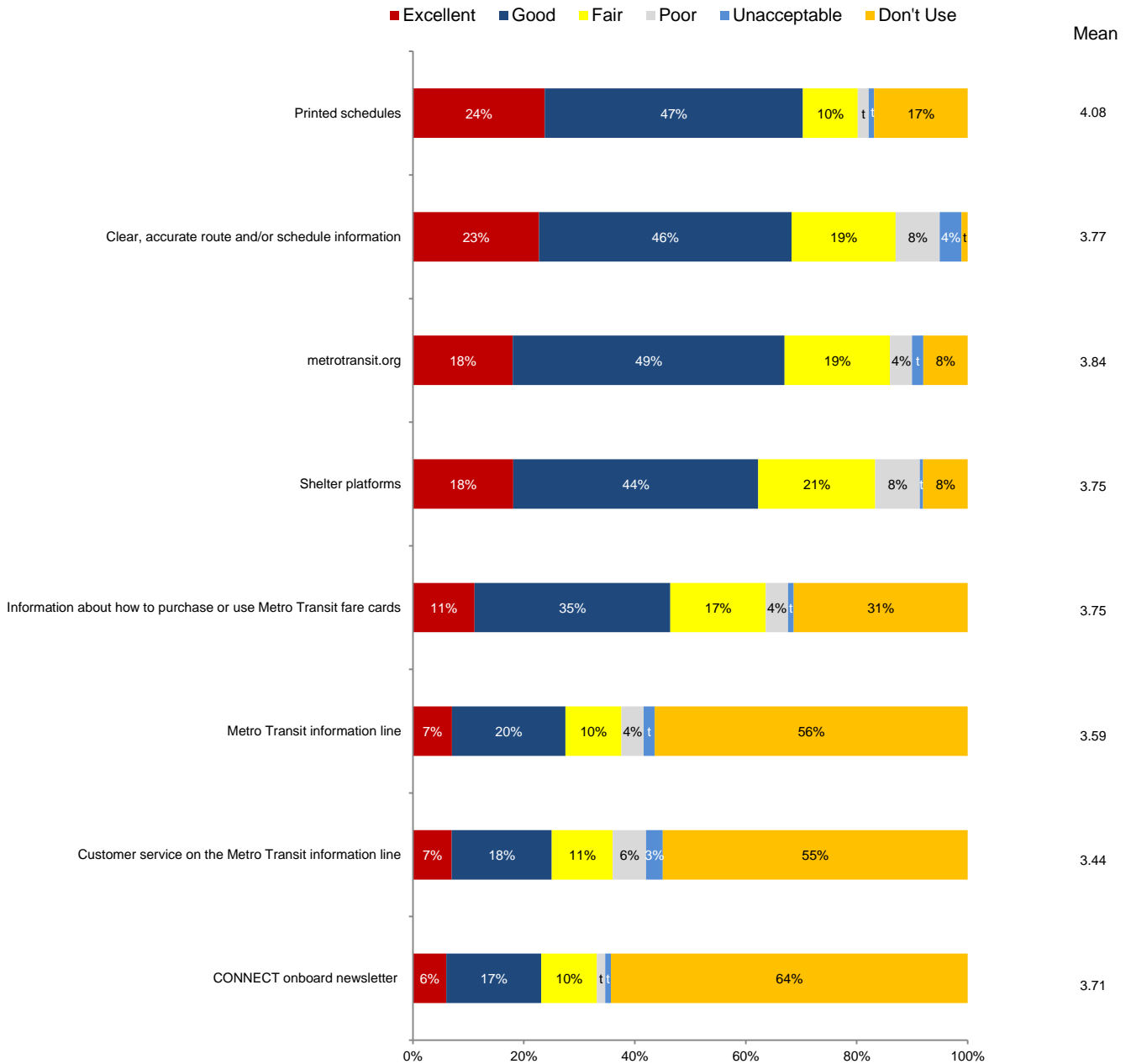
Performance Areas	OVERALL
<i>Total travel time is reasonable</i>	High
<i>Reliability – service is on schedule</i>	High
<i>Value for the fare paid</i>	High
<i>Information at stations</i>	High
Vehicles are comfortable	
<i>Availability of seats</i>	High
Vehicles are environmentally friendly	
<i>PA announcements on trains</i>	High
<i>PA announcements at stations</i>	High
<i>Hours of operation for transit service meet my needs</i>	High
Personal safety while riding	
Vehicles are clean	
Transferring is easy	
Routes go where I need to go	
Routes and schedules are easy to understand	
Station conditions/cleanliness	
Accessibility	
Fares are easy to understand	
Personal safety while waiting	
Paying my fare is easy	

Q: Please rate Metro Transit's performance on the following elements of experience
N=461-476

High = Mean of 0 – 3.99 and Importance of 101 to 150

Moderate = Mean of 4.00 – 4.05 and Importance of 101 to 150 OR Mean of 0 – 3.99 and Importance of 100

Communication Ratings

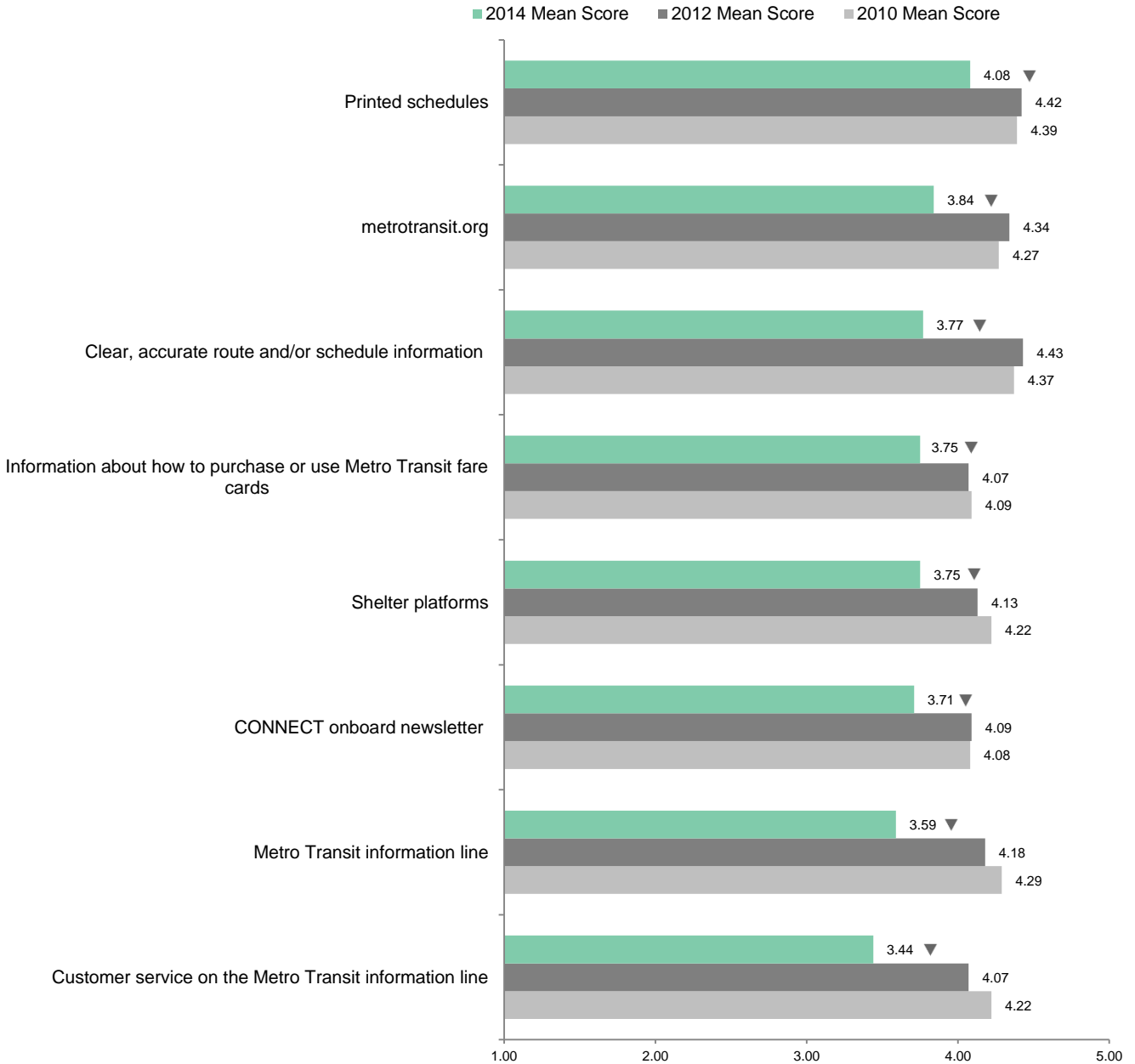


Q: Please rate how well we are communicating with you in the following areas by providing:

N=467-475

t Denotes 2% or less

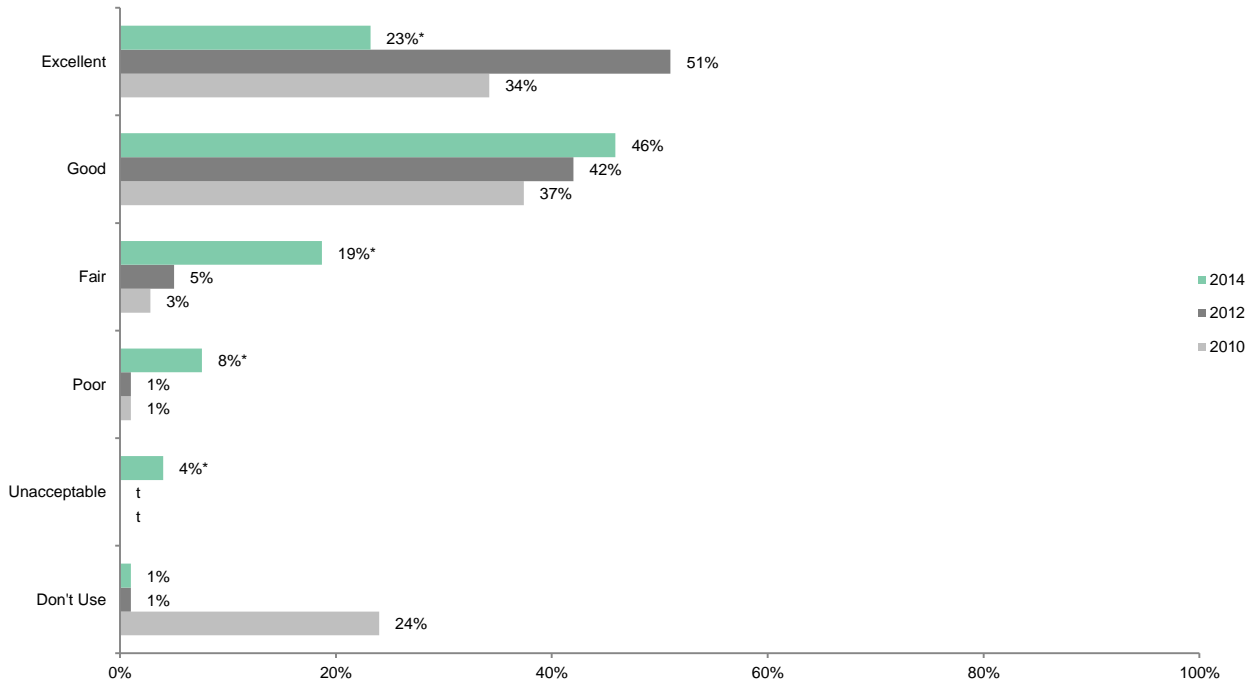
Communication Ratings



Q: Please rate how well we are communicating with you in the following areas by providing:
N=467-475

▼ Denotes that 2014 data is significantly lower than 2012

NORTHSTAR RIDER RATING: CLEAR, ACCURATE ROUTE AND/OR SCHEDULE INFORMATION



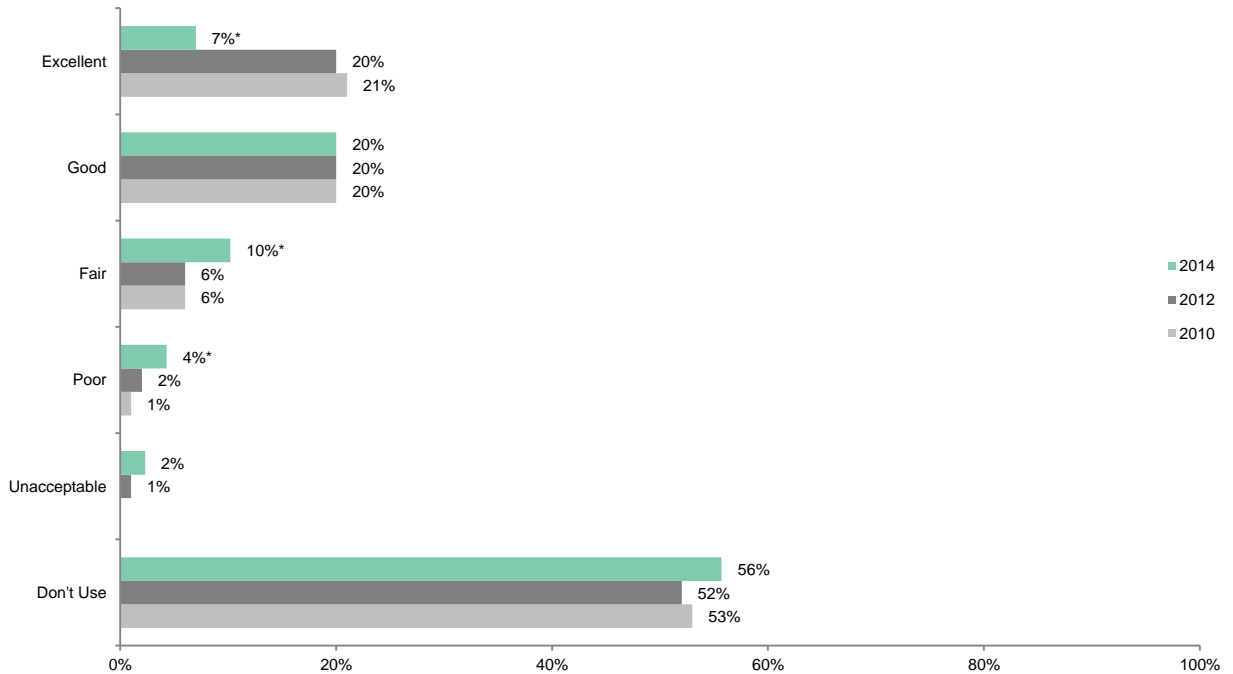
2014 Mean Score = 3.77*
 2012 Mean Score = 4.43
 2010 Mean Score = 4.37

* Statistically significant difference 2014 to 2012

Q: Please rate how well we are communicating with you in the following areas by providing clear, accurate route and/or schedule information
 N=475

t Denotes less than 1%

NORTHSTAR RIDER RATING: METRO TRANSIT INFORMATION LINE

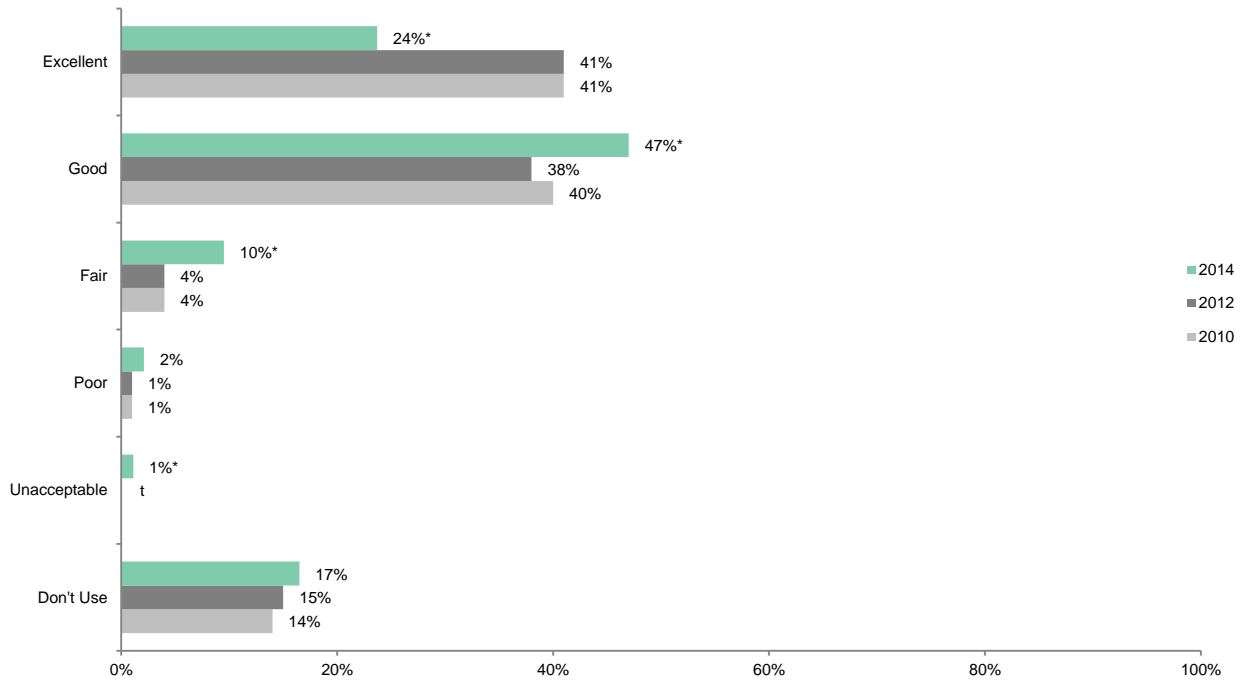


2014 Mean Score = 3.59*
 2012 Mean Score = 4.18
 2010 Mean Score = 4.29

* Statistically significant difference 2014 to 2012

Q: Please rate how well we are communicating with you in the following areas by providing the Metro Transit information line (612-373-3333)
 N=469

NORTHSTAR RIDER RATING: PRINTED SCHEDULES



2014 Mean Score = 4.08*
 2012 Mean Score = 4.42
 2010 Mean Score = 4.39

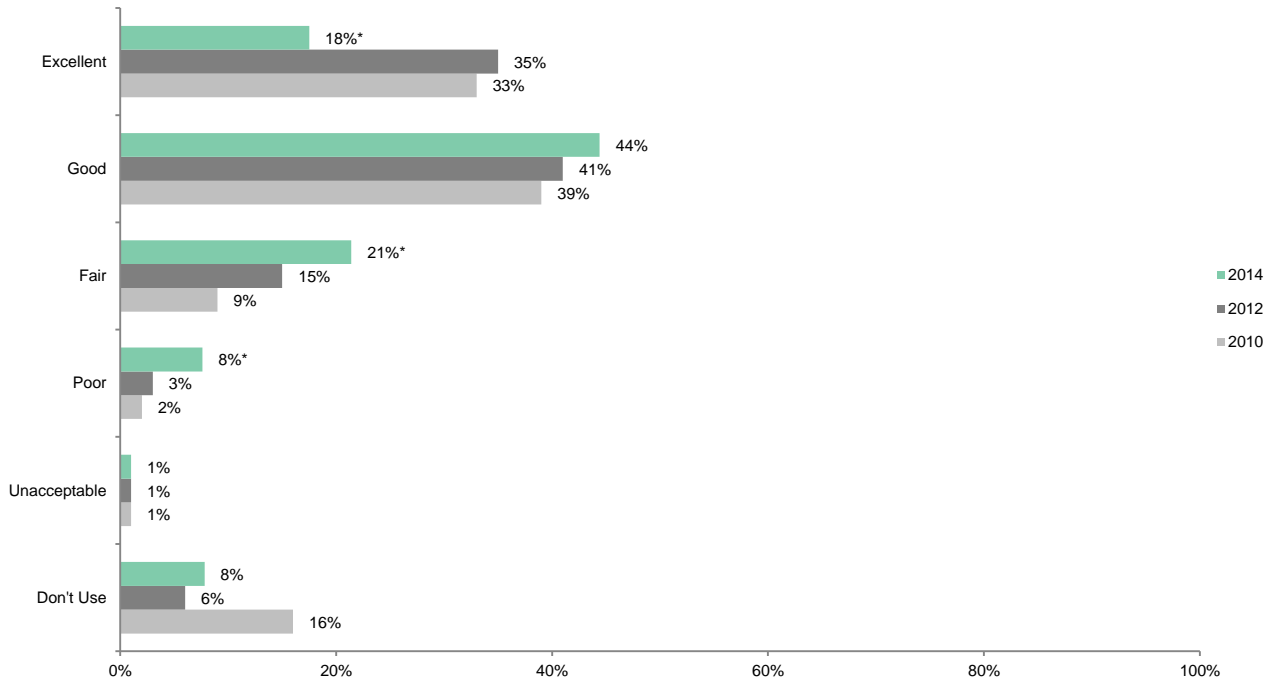
* Statistically significant difference 2014 to 2012

Q: Please rate how well we are communicating with you in the following areas by providing printed schedules

N=472

t Denotes less than 1%

NORTHSTAR RIDER RATING: SHELTER/PLATFORMS

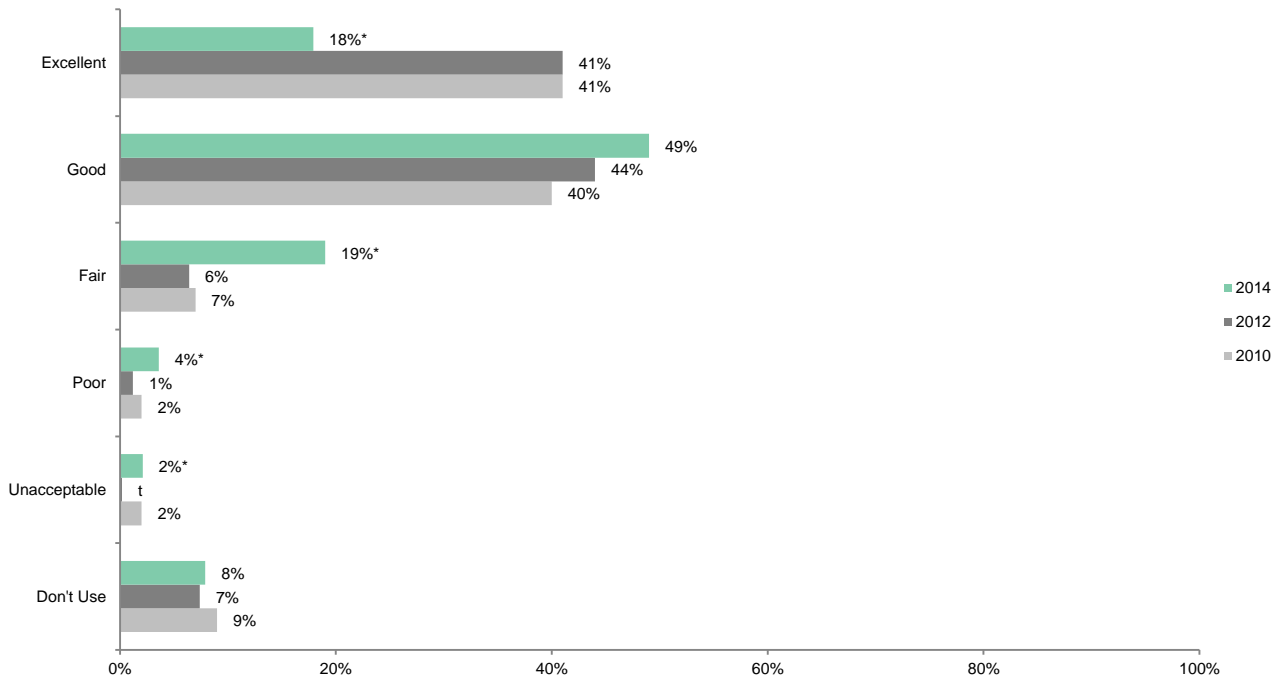


2014 Mean Score = 3.75*
 2012 Mean Score = 4.13
 2010 Mean Score = 4.22

* Statistically significant difference 2014 to 2012

Q: Please rate how well we are communicating with you in the following areas by providing shelter platforms
 N=473

NORTHSTAR RIDER RATING: METROTRANSIT.ORG



2014 Mean Score = 3.84*
 2012 Mean Score = 4.34
 2010 Mean Score = 4.27

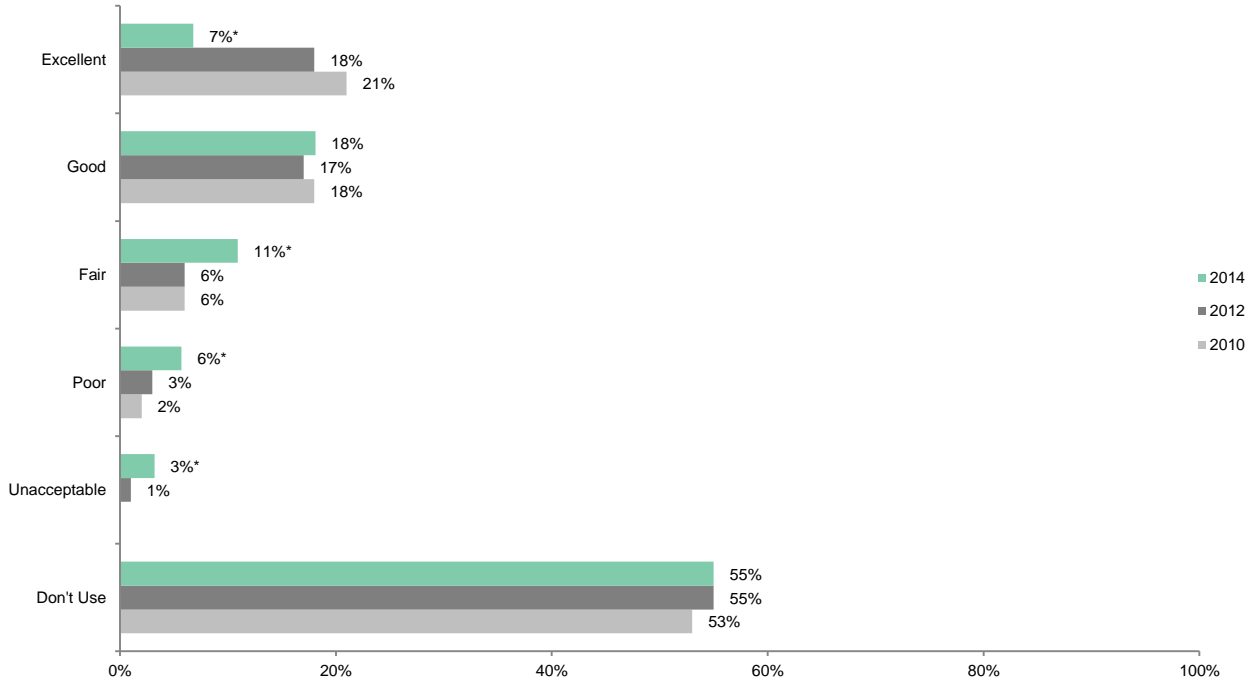
* Statistically significant difference 2014 to 2012

Q: Please rate how well we are communicating with you in the following areas by providing metrotransit.org

N=469

t Denotes less than 1%

NORTHSTAR RIDER RATING: CUSTOMER SERVICE ON THE METRO TRANSIT INFORMATION LINE

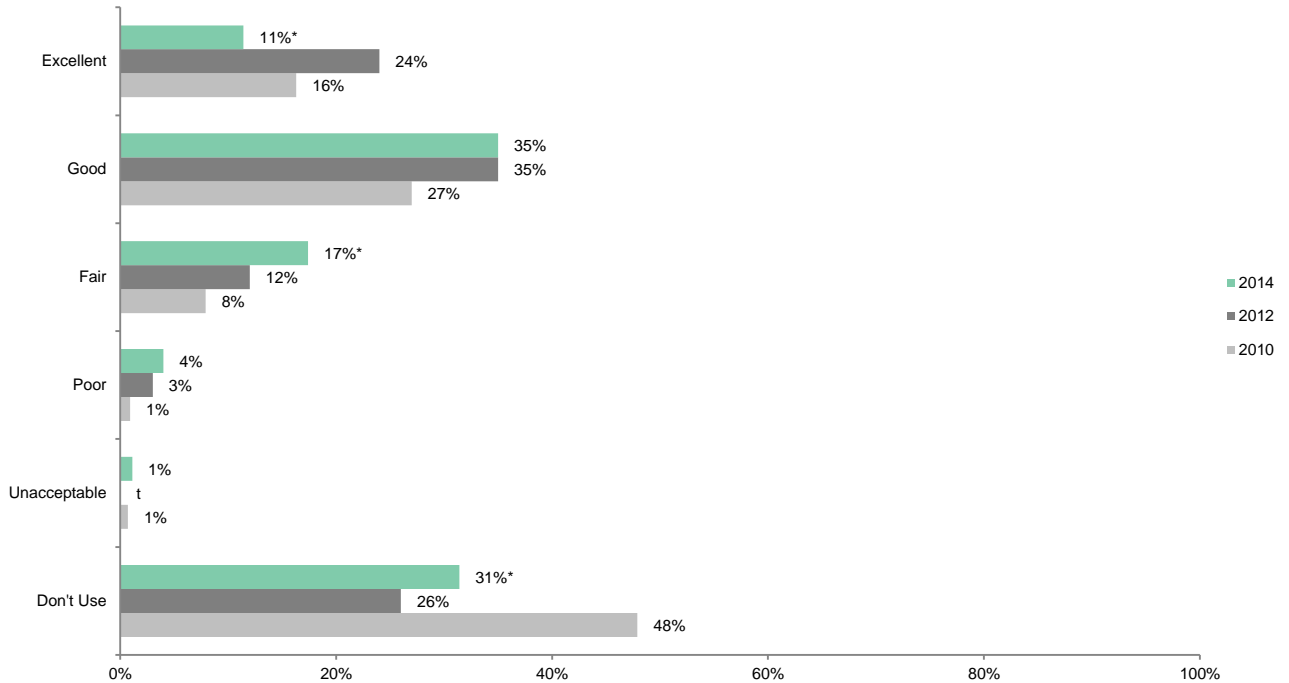


2014 Mean Score = 3.44*
 2012 Mean Score = 4.07
 2010 Mean Score = 4.22

* Statistically significant difference 2014 to 2012

Q: Please rate how well we are communicating with you in the following areas by providing customer service on the Metro Transit information line (612-373-3333)
 N=470

NORTHSTAR RIDER RATING: INFORMATION ABOUT HOW TO PURCHASE OR USE METRO TRANSIT FARE CARDS



2014 Mean Score = 3.75*
 2012 Mean Score = 4.07
 2010 Mean Score = 4.09

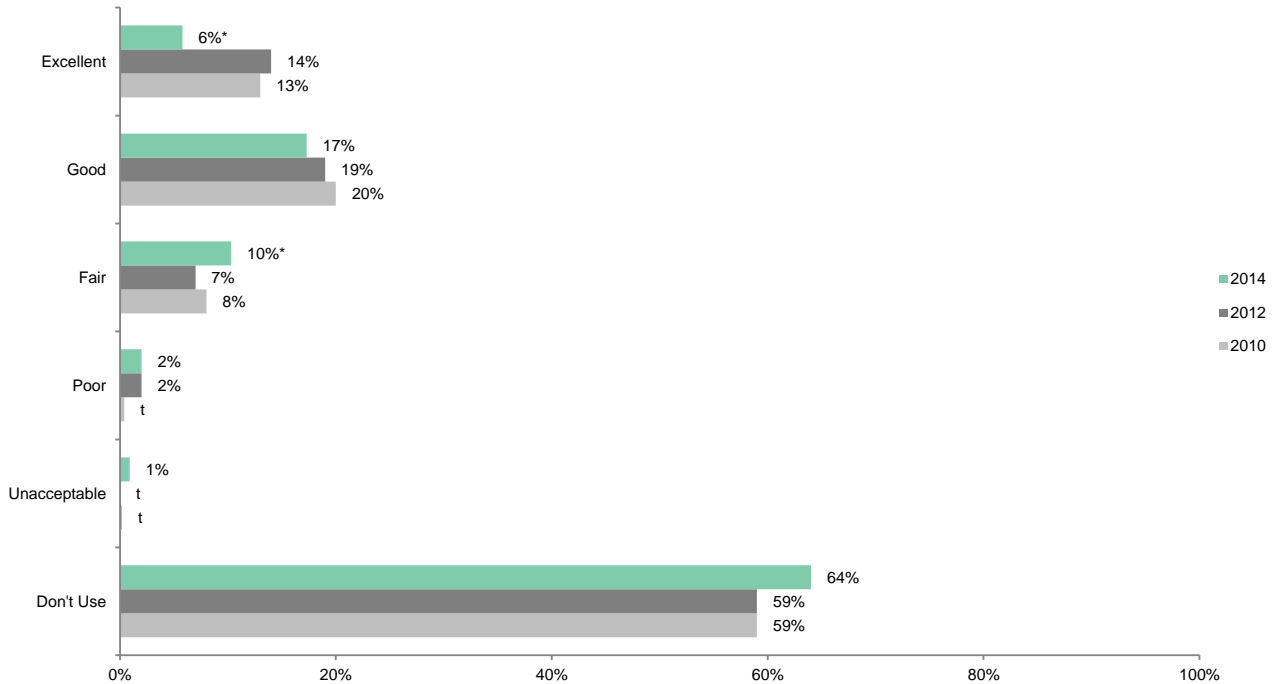
* Statistically significant difference 2014 to 2012

Q: Please rate how well we are communicating with you in the following areas by providing information about how to purchase or use Metro Transit fare cards (e.g. Go-To Cards)

N=472

t Denotes less than 1%

NORTHSTAR RIDER RATING: "CONNECT" ONBOARD NEWSLETTER DISTRIBUTED MONTHLY ON TRAINS



2014 Mean Score = 3.71*
 2012 Mean Score = 4.09
 2010 Mean Score = 4.08

* Statistically significant difference 2014 to 2012

Q: Please rate how well we are communicating with you in the following areas by providing CONNECT onboard newsletter distributed monthly on buses.

N=467

t Denotes less than 1%

Survey Instruments



Bus Survey

We want to know what you think of us and the service we provide. Please use a blue or black pen, mark your answers by placing an X inside the correct box. To take this survey online, go to metrotransit.org/survey

Leave the completed survey on your seat today or mail it to us by November 30, 2014.

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 2141 HOPKINS, MN
POSTAGE WILL BE PAID BY ADDRESSEE

MARKETING DEPARTMENT
METRO TRANSIT
PO BOX 5703
HOPKINS, MN 55343-7063

What is your home ZIP CODE?
 & _____

What is the ZIP CODE of your final destination TODAY?
 (e.g., home ZIP CODE) AND nearest intersection
 & _____

On which day(s) of the week do you usually ride the bus?
 Weekdays (M-F) Weekends (Sa-Su) Both

When do you usually ride the bus?
 Rush hours (6:00 – 9:00 a.m. or 3:00 – 6:30 p.m.) Non-rush hours Special events

How many days per week do you usually ride the bus?
 7 6 5 4 3 2 1 Less often than once per week

How did you pay for your fare today?

- Go-To Card
- Free ride pass
- Online (interactive ticketing)
- Metropass
- Student Pass
- Coupon
- U-Pass
- Cash on bus
- College Pass
- Other: _____

What is the primary purpose of your trip today?

- Work
- Shopping or errands
- Sporting or special event
- Medical
- School (K-12)
- College/University
- Social or entertainment
- Other: _____

Does your employer, organization or agency offer transit passes?

- Yes No I don't know

If yes, does it share part of the cost?
 Yes No I don't know

10001

What is the number of the bus route you are riding?

What type of bus route are you riding?
 Express Local

How far would you estimate you traveled to get to your first bus stop or rail station?
 Less than 1/4 mile 1/2 - 1 mile 2 - 10 miles
 1/4 - 1/2 mile 1 - 2 miles More than 10 miles

On this trip, did you transfer from:

- Bus
- Light rail
- Northstar
- Did not transfer
- Metro Mobility or Transit Link

What will you do when you get off of this bus?

- Transfer to bus
- Transfer to light rail
- Drive
- Walk
- Bicycle (Nice Ride/public rental)
- Metro Mobility or Transit Link
- Other: _____
- Get picked up (a ride from someone)
- Bicycle (personal)

How many TOTAL buses and/or trains will you take to complete your one-way trip?
 1 2 3 4 5 6

B

PLEASE TAPE
HERE ONLY



To take this survey online
 please visit metrotransit.org/survey

How far would you estimate you will travel from your last bus stop or rail station to your destination?

- Less than 1/4 mile
- 1/4 - 1/2 mile

(minutes)

Please estimate - in minutes - the total travel time of this trip.

What are the main reasons you use transit? (check all that apply)

- Live or work close to transit
- Saves time
- Saves money on parking
- Subsidized by employer or other organization
- Prefer car-free or car-light lifestyle
- Cannot drive
- Reduces environmental footprint
- Do not have access to car or other transportation
- Saves money on gas/auto expenses
- Avoid stress of driving/traffic congestion
- Predictable travel times compared to driving
- Other _____

What or who is your primary source for transit information?

- Printed schedules
- Rider alerts
- Transit stops
- metrotransit.org
- Transit shelters
- CONNECT (onboard newsletter)
- Next Trip
- Onboard information cards
- Metro Transit information line - 612-373-3333
- Bus drivers
- On platform service information kiosks
- Other _____

How often, if ever, do you use metrotransit.org?

- Several times a week
- Once a week
- Once every 2-3 weeks
- Once every 2-3 months
- Once a month
- Once every 2-3 months
- Less often than every 3 months
- Never

If you use metrotransit.org, which features do you use? (check all that apply)

- Trip Planner
- Next Trip
- Events and promotions
- Decour & alert information
- Purchase other transit passes
- Personal schedule
- Route/schedule pages
- Carpool/Vanpool services
- Interactive map
- Services finder
- Manage Go-To Card
- Other maps
- Other _____
- Do not use metrotransit.org

If you use metrotransit.org, how do you access it? (check all that apply)

- Very satisfied
- Mobile phone/smartphone
- Home computer
- I do not use it
- Computer at work
- Other _____

If WiFi were available on your bus for free, would you use it?

- Yes
- No

On a scale of 0-10, where "10" is "extremely likely" and "0" is "not at all likely," how likely is it that you would recommend Metro Transit to a friend or colleague?

Not at all likely

Extremely likely

- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

Overall, how satisfied are you with your Metro Transit experience?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

Please rate how well we are communicating with you in the following areas by providing:

	Excellent	Good	Fair	Poor	Unacceptable	Don't use
Transit System Map	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Printed schedules	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
metrotransit.org	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information about how to purchase or use Metro Transit fare cards (e.g. Go-To Cards)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Onboard information cards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please rate Metro Transit's performance on the following elements of bus services:

	Excellent	Good	Fair	Poor	Unacceptable	Don't know
Overall rating of Metro Transit service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal safety while waiting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hours of operation for transit service meet my needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total travel time is reasonable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reliability - service is on schedule	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vehicles are clean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Routes and schedules are easy to understand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fares are easy to understand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information at bus stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vehicles are environmentally friendly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of the route map and schedule	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Courteous drivers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please tell us about you:

- How long have you used Metro Transit service?
 - Less than 1 year
 - 1 to 2 years
 - 3 to 5 years
 - More than 5 years

What or who influenced your decision to first try transit?

- Employer or organization
- School
- Friend, family or coworker
- Fuel prices/auto expenses
- metrotransit.org
- New homework location
- New routes or route changes
- Unreliable personal transportation
- Light rail
- Metro Transit advertising or free ride promotion
- Road construction
- Special event (e.g. State Fair, sporting event)
- Job change
- Coupon/free ride
- Other _____

Do you have a valid Driver's License?

- Yes
- No

Do you have a Metro Mobility ID OR a state-issued ID with an "L" or "A" endorsement?

- Yes
- No

How many working automobiles do you have available to use?

- 0
- 1
- 2
- 3
- 4
- 5
- 6 or more

How many people, including yourself, are in your household?

- 1
- 2
- 3
- 4
- 5
- 6 or more

Are you...?

- Female
- Male

Are you Hispanic/Latino?

- Yes
- No

What best describes your race? (check all that apply)

- White/Caucasian
- Black/African American
- American Indian
- Asian/Asian American
- Native Hawaiian or other Pacific Islander
- Other _____

What year were you born?

Approximately, what was your total household income last year before taxes? (check one)

- Less than \$10,000
- \$10,000 - \$14,999
- \$15,000 - \$24,999
- \$25,000 - \$34,999
- \$35,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$149,999
- \$150K +

Does your employer, organization or agency offer transit passes?

- Yes
- No
- I don't know

If yes, does it share part of the cost?

- Yes
- No
- I don't know

What is the primary purpose of your trip today?

- Work
- Shopping or errands
- School (K-12)
- Medical
- Other _____

- Social or entertainment
- College/University

When you began your trip today, how did you get to your first bus stop or rail station?

- Someone else drove me
- Drove to a Park & Ride
- From airport
- Drove to other parking (e.g. street parking)
- Bicycled
- Metro Mobility or Transit Link
- Other _____

If "bicycled," did you bring your bike with you on the light rail?

- Yes
- No

How far would you estimate you traveled to get to your first bus stop or rail station?

- Less than 1/4 mile
- 1/2 - 1 mile
- 1 - 2 miles
- More than 2 miles

If you transferred to/from a bus, how many TOTAL buses and/or trains will you take to complete your one-way trip?

- 1
- 2
- 3
- 4
- 5

How far would you estimate you will travel from your last bus stop or rail station to your destination?

- Less than 1/4 mile
- 1/2 - 1 mile
- 1 - 2 miles

Please estimate - in minutes - the total travel time of this trip. _____ (minutes)

What are the main reasons you use transit? (check all that apply)

- Live or work close to transit
- Reduces environmental footprint
- Saves time
- Do not have access to car or other transportation
- Saves money on gasoline expenses
- Subsidized by employer or other organization
- Avoid stress of driving/traffic congestion
- Prefer car-free or car-light lifestyle
- Predictable travel times compared to driving
- Cannot drive
- Other _____

What or who is your primary source for transit information?

- Printed schedules
- Metro Transit information line - 612-373-3333
- Rider alerts
- Bus drivers
- TRANSIT (onboard newsletter)
- NextTrip
- Onboard information kiosks
- Transit stores
- Other _____
- metrotransit.org

How often, if ever, do you use the website metrotransit.org?

- Several times a week
- Once a week
- Once every 2-3 months
- Once every 3 months
- Never

If light rail service had not been available, how would you have made this trip?

- Drive alone
- Walk
- Drive alone
- Bus
- Bicycle
- Taxi
- Carpool
- Metro Mobility or Transit Link

If WIFIF were available on the light rail for free, would you use it?

- Yes
- No

On a scale of 0-10, where "10" is "extremely likely" and "0" is "not at all likely," how likely is it that you would recommend Metro Transit to a friend or colleague?

- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

Overall, how satisfied are you with your Metro Transit experience?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

Please rate how well we are communicating with you in the following areas by providing:

	Excellent	Good	Fair	Poor	Unacceptable	Don't use
Clear, accurate route and/or schedule information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Metro Transit information line (612-373-3333)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shelters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Next trip signs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer service department on the Metro Transit information line (612-373-3333)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CONNECT onboard newsletters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Excellent	Good	Fair	Poor	Unacceptable	Don't know
Overall rating of Metro Transit services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paying my fare is easy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal safety while riding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Routes go where I need to go	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transferring is easy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drivers operate vehicles in a safe and responsible manner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vehicles are comfortable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value for the fare paid	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of seats	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PA announcements at stations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Station conditions/cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please tell us about you:

- How long have you used Metro Transit services?
 - Less than 1 year
 - 1 to 2 years
 - 3 to 5 years
 - More than 5 years

What or who influenced your decision to first try transit?

- Employer or organization
- School
- Friend, family or coworker
- Fuel price/auto expenses
- metrotransit.org
- New home/work location
- New routes or route changes
- Coupon/free ride
- Other _____

Do you have a valid Driver's License?

- Yes
- No

Do you have a Metro Mobility ID OR a state-issued ID with an "L" or "A" endorsement?

- Yes
- No

How many working automobiles do you have available to use?

- 0
- 1
- 2
- 3
- 4
- 5
- 6 or more

How many people, including yourself are in your household?

- 1
- 2
- 3
- 4
- 5
- 6 or more

Are you...?

- Female
- Male

Are you Hispanic/Latino?

- Yes
- No

What best describes your race? (check all that apply)

- White/Caucasian
- Black/African American
- Asian/Asian American
- American Indian
- Native Hawaiian or other Pacific Islander
- Other _____

What year were you born? _____

- Approximately, what was your total household income last year before taxes? (check one)
- Less than \$10,000
 - \$10,000 - \$14,999
 - \$15,000 - \$24,999
 - \$25,000 - \$34,999
 - \$35,000 - \$49,999
 - \$50,000 - \$74,999
 - \$75,000 - \$99,999
 - \$100,000 - \$149,999
 - \$150K +

How far would you estimate you traveled to get to your first bus stop or rail station?
 Less than 1/4 mile
 1/4 - 1/2 mile
 1/2 - 1 mile
 More than 10 miles

On this trip, did you transfer from:
 Bus
 Northstar
 Metro Mobility or Transit Link

What will you do when you get off this train?
 Transfer to bus
 Transfer to Northstar
 Drive
 Walk
 Bicycle (Nice Ride/public rental)
 Metro Mobility or Transit Link
 Other: _____

If you transferred to/from a bus, how many TOTAL buses and/or trains will you take to complete your one-way trip?
 1
 2
 3
 4
 5

How far would you estimate you will travel from your last bus stop or rail station to your destination?
 less than 1/4 mile
 1/4 - 1/2 mile
 1 - 2 miles

Please estimate - in minutes - the total travel time of this trip. (minutes)

What are the reasons you use transit? (check all that apply)
 Live or work close to transit
 Saves time
 Subsidized by employer or other organization
 Prefer car-free or car-light lifestyle
 Cannot drive
 Reduce environmental footprint
 Do not have access to car or other transportation
 Saves money on gas/auto expenses
 Avoid stress of driving/traffic congestion
 Predictable travel times compared to driving
 Other: _____

What or who is your primary source for transit information?
 Printed schedules
 Transit shelters
 CONNECT (onboard newsletter)
 Rider alerts
 NextTrip
 NextTrip
 Onboard information cards
 metrotransit.org
 Other: _____

How often, if ever, do you use the website metrotransit.org?
 Several times a week
 Once a week
 Once every 2-3 months
 Once every 2-3 weeks
 Never
 Less often than every 3 months

If you use metrotransit.org, which features do you use? (check all that apply)
 Trip Planner
 Route/schedule pages
 Manage Go-To Card
 NextTrip
 Carpool/Vanpool services
 Other maps
 Interactive map
 Events and promotions
 Detour & alert information
 Services finder
 Purchase other transit passes
 Personal schedule
 Do not use metrotransit.org

If you use metrotransit.org, how do you access it? (check all that apply)
 Mobile phone/smartphone
 Home computer
 I do not use it
 Computer at work

If WIFI were available on your light rail for free, would you use it?
 Yes
 No

On a scale of 0-10, where "10" is "extremely likely" and "0" is "not at all likely," how likely is it that you would recommend Metro Transit to a friend or colleague?
 0
 1
 2
 3
 4
 5
 6
 7
 8
 9
 10
 Extremely likely

Overall, how satisfied are you with your Metro Transit experience?
 Very satisfied
 Somewhat satisfied
 Neither satisfied nor dissatisfied
 Somewhat dissatisfied
 Very dissatisfied

Please rate how well we are communicating with you in the following areas by providing:

Transit System Map.....	Excellent	Good	Fair	Poor	Unacceptable	Don't use
Printed schedules.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus stops.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
metrotransit.org.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information about how to purchase or use Metro Transit fare cards (e.g. Go-To Cards).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Onboard information cards.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please rate Metro Transit's performance on the following elements of light rail service:

Overall rating of Metro Transit service.....	Excellent	Good	Fair	Poor	Unacceptable	Don't know
Personal safety while waiting.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hours of operation for transit service meet my needs.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total travel time is reasonable.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reliability - service is on schedule.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vehicles are clean.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Routes and schedules are easy to understand.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fares are easy to understand.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information at bus stops.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vehicles are environmentally friendly.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of the route map and schedule.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PA announcements on trains.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please tell us about you:
 How long have you used Metro Transit service?
 Less than 1 year
 1 to 2 years
 3 to 5 years
 More than 5 years

What or who influenced your decision to first try transit?
 Employer or organization
 School
 Friend, family or coworker
 Fuel prices/auto expenses
 metrotransit.org
 New homework location
 New routes or route changes
 Other: _____

Do you have a valid Driver's License?
 Yes
 No

Do you have a Metro Mobility ID OR a state-issued ID with an "L" or "A" endorsement?
 Yes
 No

How many working automobiles do you have available to use?
 0
 1
 2
 3
 4
 5
 6 or more

How many people, including yourself, are in your household?
 1
 2
 3
 4
 5
 6 or more

Are you...?
 Female
 Male
 Hispanic/Latino

Are you Hispanic/Latino?
 Yes
 No

What best describes your race? (check all that apply)
 White/Caucasian
 Black/African American
 Asian/Asian American
 American Indian
 Native Hawaiian or other Pacific Islander
 Other: _____

What year were you born?

Approximately, what was your total household income last year before taxes? (check one)
 Less than \$10,000
 \$10,000 - \$14,999
 \$15,000 - \$24,999
 \$25,000 - \$34,999
 \$35,000 - \$49,999
 \$50,000 - \$74,999
 \$75,000 - \$99,999
 \$100,000 - \$149,999
 \$150K +



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 2141 HOPKINS, MN
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MARKETING DEPARTMENT
METRO TRANSIT
PO BOX 5703
HOPKINS, MN 55343-7063



Northstar Survey

We want to know what you think of us and the service we provide. Please use a blue or black pen, mark your answers by placing an X inside the correct box. To take this survey online, go to metrotransit.org/survey.

Leave the completed survey on your seat today or mail it to us by November 30, 2014.

What is your home ZIP CODE?
(e.g., home ZIP CODE) AND nearest intersection

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	&	<input type="text"/>
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What is the ZIP CODE of your final destination TODAY?
(e.g., destination ZIP CODE) AND nearest intersection

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	&	<input type="text"/>
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At which station did you BOARD the train TODAY?

- Big Lake
- Elk River
- Ramsey
- Anoka
- Coon Rapids-Riverdale
- Fridley
- Target Field

At which station did you EXIT the train TODAY?

- Big Lake
- Elk River
- Ramsey
- Anoka
- Coon Rapids-Riverdale
- Fridley
- Target Field

On which day(s) of the week do you usually ride Northstar?

- Weekdays (M-F)
- Weekends (Sa-Su)
- Both
- No

Have you ever taken Northstar for special events?

- Yes, please specify _____
- No

How many days per week do you usually ride Northstar?

- 7
- 6
- 5
- 4
- 3
- 2
- 1
- Less than once per week

How did you pay for your fare today?

- Go-To Card
- MetroPass
- Student Pass
- U-Pass
- College Pass
- Free ride pass
- Online (interactive ticketing)
- Coupon
- Cash on the bus
- Other _____
- Cash/Credit Card/ token at a rail ticket machine
- If so, what kind of ticket did you purchase?
 - Full fare single ride
 - Full fare round trip ticket
 - Reduced fare (senior, youth, Medicare)
 - Person with disability
 - Event 8 hour pass
 - Day pass

10001

PLEASE TAPE
HERE ONLY



To take this survey online
please visit metrotransit.org/survey

Does your employer, organization or agency offer transit passes?
 Yes No I don't know

If yes, does it share part of the cost?
 Yes No I don't know

What is the primary purpose of your trip today?

- Work
- College/University
- Other _____
- Shopping or errands
- School (K-12)
- Social or entertainment
- Sporting or special event

What are the main reasons you use Northstar? (check all that apply)

- Live or work close to transit
- Saves time
- Saves money on parking
- Subsidized by employer or other organization
- Prefer car-free or car-light lifestyle
- Cannot drive
- Reduce environmental footprint
- Do not have access to car or other transportation
- Saves money on gas/outside expenses
- Avoid stress of driving/traffic congestion
- Predictable travel time compared to driving
- Other _____

When you began your trip today, how did you get to the Northstar station?

- Someone else drove me
- Walked
- Transfer from light rail
- Drove to a Park & Ride
- Bicycled
- Metro Mobility or Transit Link
- Transfer from bus
- Other _____

Please rate Metro Transit's performance on the following elements of train services:

	Excellent	Good	Fair	Poor	Unacceptable	Don't know
Overall rating of Metro Transit service						
Paying my fare is easy						
Personal safety while waiting						
Personal safety while riding						
Hours of operation for transit service meet my needs						
Routes go where I need to go						
Total travel time is reasonable						
Transferring is easy						
Reliability - service is on schedule						
Vehicles are clean						
Vehicles are comfortable						
Routes and schedules are easy to understand						
Value for the fare paid						
Fares are easy to understand						
Availability of seats						
Information at train stations						
Vehicles are environmentally friendly						
PA announcements at stations						
PA announcements on trains						
Station conditions/cleanliness						
Accessibility						

Please tell us about you:

How long have you used Metro Transit service?
 Less than 1 year 1 to 2 years 3 to 5 years More than 5 years

What or who influenced your decision to first try Northstar?
 Employer or organization New hometown location
 School New routes or route changes
 Friend, family or coworker Unreliable personal transportation
 Fuel/prose/air/o expenses Light rail
 metrottransit.org Road construction
 Other _____

How would you like us to communicate Northstar service delays? (check all that apply)

Facebook Email/text alert
 Twitter Live announcements
 Do you have a valid Driver's License?
 Yes No
 Do you have a Metro Mobility ID OR a state-issued ID with an "L" or "A" endorsement?
 Yes No

How many working automobiles do you have available to use?
 0 1 2 3 4 5 6 or more

How many people, including yourself, are in your household?
 1 2 3 4 5 6 or more

Are you...?
 Female Male
 Are you Hispanic/Latino?
 Yes No

What best describes your race? (check all that apply)
 White/Caucasian Asian/Asian American
 Black/African American American Indian
 Native Hawaiian or other Pacific Islander
 Other _____

What year were you born?

Approximately, what was your total household income last year before taxes? (check one)
 Less than \$10,000 \$25,000 - \$34,999 \$75,000 - \$99,999
 \$10,000 - \$14,999 \$35,000 - \$49,999 \$100,000 - \$149,999
 \$15,000 - \$24,999 \$50,000 - \$74,999 \$150K +

How far would you estimate you traveled to get to the Northstar station where you began this trip?
 Less than 1/2 mile 3 - 5 miles 11 - 20 miles
 1/2 - 2 miles 6 - 10 miles More than 20 miles

What will you do when you get off the Northstar train?
 Transfer to bus Walk Get picked up (a ride from someone)
 Drive Bicycle (personal) Bicycle (shared)
 Bicycle (public rental) Metro Mobility or Transit Link Other _____

How far would you estimate you will travel from your last rail station to your destination?
 Less than 1/4 mile 1/2 - 1 mile More than 2 miles
 1/4 - 1/2 mile 1 - 2 miles More than 2 miles (minutes)

Please estimate - in minutes - the total travel time of this trip.
 Never

What or who is your primary source for transit information?
 Printed schedules Transit shelters Metro Transit information line - 612-373-3333
 Rider alerts CONNNECT (onboard newsletter) Bus drivers
 Transit stores NextTrip On platform information kiosks
 metrottransit.org Onboard information cards Train conductors
 Other _____

How often, if ever, do you use the website metrottransit.org?
 Several times a week Once a month Never
 Once a week Once every 2-3 months
 Once every 2-3 weeks Less often than every 3 months

If you use metrottransit.org, which features do you use? (check all that apply)
 Trip Planner Route/schedule pages Manage my Go-To Card
 NextTrip Carpool/Vanpool services Other maps
 Events and promotions Interactive map Other _____
 Delour & alert information Services finder Do not use metrottransit.org
 Purchase other transit passes Personal schedule

If you use metrottransit.org, how do you access it? (check all that apply)
 Mobile phone/smartphone Home computer Computer at work
 I do not use it Other _____

If Northstar service had not been available today, how would you have made this trip?
 Taxi Bus Drive alone Walk Bicycle
 Carpool Would not have made this trip Metro Mobility or Transit Link

On a scale of 0-10, where "10" is "extremely likely" and "0" is "not at all likely," how likely is it that you would recommend Metro Transit to a friend or colleague?
 0 1 2 3 4 5 6 7 8 9 10
 Not at all likely Extremely likely

Overall, how satisfied are you with your Metro Transit experience?
 Very satisfied Somewhat satisfied Neither satisfied nor dissatisfied
 Somewhat dissatisfied Very dissatisfied

Please rate how well we are communicating with you in the following areas by providing:

	Excellent	Good	Fair	Poor	Unacceptable	Don't use
Clear, accurate route and/or schedule information						
Metro Transit information line (612-373-3333)						
Printed schedules						
Shelter platforms						
metrottransit.org						
Customer service department on the Metro Transit information line (612-373-3333)						
Information about how to purchase or use Metro Transit fare cards (e.g. Go-To Cards)						
CONNNECT onboard newsletter						

Minutes of the REGULAR MEETING OF THE TRANSPORTATION COMMITTEE

Monday, June 10, 2013

Committee Members Present: Jennifer Munt Steve Elkins James Brimeyer
Lona Schreiber, Vice Chair Edward Reynoso
Roxanne Smith Jon Commers John Doan

Committee Members Absent: Adam Duininck, Chair

TAB Liaison: Robert Lilligren –present

CALL TO ORDER

A quorum being present, Committee Vice Chair Schreiber called the regular meeting of the Council's Transportation Committee to order at 4:00 p.m. June 10, 2013.

APPROVAL OF AGENDA AND MINUTES

It was moved by Elkins seconded by Doan to approve the agenda. Motion carried.

It was moved by Elkins, seconded by Doan to approve the minutes of the May 13, 2013 regular meeting of the Transportation Committee. Motion carried.

TAB LIAISON REPORT – Robert Lilligren

TAB Liaison Robert Lilligren reported that the TAB approved the Draft 2014-2017 TIP that appears on the Transportation Committee agenda today. The TAB is also working on formally changing their meeting format to one large group meeting instead of the sub-committees. This will require a change in the bylaws, and the TAB may seek input from the Council during this process.

EMPLOYEE RECOGNITION – Metropolitan Transportation Services

MTS Deputy Director Finance & Planning Amy Vennewitz presented the recognition award to Planning Analyst Mary Karlsson for her work on the Bottineau Alternatives Analysis and LPA.

DIRECTOR AND GENERAL MANAGER REPORTS

Metropolitan Transportation Services Director Arlene McCarthy reported the following:

National Freight Advisory Committee

U.S. Transportation Secretary Ray LaHood has announced members to serve on the National Freight Advisory Committee. This is a diverse group of professionals that will provide advice and recommendations aimed at improving the national freight transportation system. A strong freight transportation system is critical to the nation's economy and essential for helping meet President Obama's goal of doubling U.S. exports by 2015. The Advisory Committee is comprised of 47 voting members from outside the Department of Transportation. Members come with various perspectives on freight transportation and represent various modes of transportation, geographic regions, and policy areas. MAP-21 established a national freight policy and called for the creation of a National Freight Strategic Plan. By engaging stakeholders representing diverse interests, the Advisory Committee will provide recommendations to the Secretary of Transportation on how DOT can improve its freight transportation policies and programs. Brad Hildebrand of Cargill, Inc. has been appointed to the Freight Advisory Committee from this region. "Freight" will include air, port, truck and rail.

MVST Receipts

MVST receipts for the month of May equaled 108.24% of the forecast, YTD is just under 98%.

Metro Mobility Technology Implementation

On June 3, Metro Mobility kicked off their pilot project on the AVL and Modal Data Terminals on the first 20 vehicles, operated by Transit Team. Representatives were here from Trapeze to assist in the training which

focused on the dispatchers and drivers. Once the pilot system is running successfully, Metro Mobility will move ahead with implementation on the remaining Metro Mobility vehicles.

Aviation and the TPP

Arlene reported that it is difficult to gauge technology as it pertains to the long range Transportation Policy Plan. For example, a commercial jet engine manufacturer has developed a new quieter jet engine, and some airlines have ordered these engines for new aircraft. This could have positive impacts on airport noise and development around airports.

Metro Transit General Manager Brian Lamb reported the following:

Awards for Metro Transit – Customer Service & Marketing and Bus & Rail Safety

As announced at the May 13th Transportation Committee meeting, Metro Transit was named the 2012 Gold Award winner in bus safety among large transit systems by the American Public Transportation Association. Director of Safety Mike Conlon presented the plaque received from APTA.

For the second year in a row, Metro Transit has won the “Best of Show” award from the Minnesota Association of Government Communicators (MAGC). Director of Customer Services and Marketing Bruce Howard presented the award received from MAGC and introduced the following staff who helped make the award possible: Kelci Stones - Market Development Specialist, Leah Janz - Graphic Designer, Pete Raeker - Copywriter, Sharon Feiner Supervisor Creative Services.

Honoring Transit's Top Bus and Train Operators

Last Thursday, Metro Transit presented 60 awards honoring the best Twin Cities bus and train operators at a ceremony in Minneapolis. Thanks to Chair Duinck, Pat Born and Chief Harrington for helping us congratulate our award-winning operators.

Transit makes many relationships with many different riders

Metro Transit has many promotions and we receive marketing and advertising opportunities through all these partnerships.

85 Paynesville Elementary school students with parents and school staff were assisted by our Metro Transit staff as they took Northstar to a Twins game in May. Metro Transit had Customer Advocates and Revenue and Fare Collection Supervisors on hand to ensure that the group had a positive experience.

Target Corporation's nearly 300 interns learned about bus and rail riding from Metro Transit and Commuter Connection as they began working and traveling between Target's downtown Minneapolis headquarters and housing in Stadium Village on the University of Minnesota campus. Metro Transit provided them with free one-ride coupons and information on how to ride transit and use the website. Transit supervisors monitor ridership closely on particular routes to ensure that service is adequate through August 17th when the internships conclude.

The Minnesota Lynx basketball team is another partnership promotion that has started again this season at Target Center. Customers show their ticket for a free ride before and after the game.

The Northern Spark arts festival this past weekend was another promotion for people to take transit to the event in St. Paul's Lowertown neighborhood.

Walker Art Center and the Current 89.3 radio station are also requesting Metro Transit to partner with their Rock the Garden outdoor concert to promote taking transit this Saturday, June 15th.

Bike-Walk Week Events this week through June 15th

This week Twin Cities residents are being encouraged to leave their cars at home and bike or walk to school or work during Twin Cities Bike-Walk Week. The campaign features events across the metro area to highlight the advantages of getting around without the use of a car and combining biking and walking trips with transit.

Metro Transit staff will be on hand for events at Government Center, Rice Park, and REI to demonstrate loading a bike on a bus rack and to distribute biking information.

Transit Police to Host Awards Event

Metro Transit Police will recognize top performance in public safety by its officers and citizens at an awards ceremony at 1:00 p.m. on Friday, June 21. At the event, the department will announce its Officer of the Year and the winner of the Tim Bowe Award, along with awards of merit and commendations. The ceremony will be

held at our Transit Police Headquarters, 2425 Minnehaha Avenue S., Minneapolis. Please attend if you can, so I hope to see you there.

BUSINESS

Consent Items

There were no consent items at this meeting.

Non-Consent Items

2013-168: Controlled Access Approval to construct MnPASS lanes on I-35E between I-94 and Little Canada Road

Metropolitan Transportation Services Senior Planner Ann Braden presented this item. There were no questions or comments from committee members.

It was moved by Munt, seconded by Doan that the Metropolitan Council approve MnDOT's request to construct a new I-35E MnPASS lane from I-94 to Little Canada Road conditional upon any significant changes in the design of the proposed project being subject to further review and approval by the Metropolitan Council prior to construction.

Motion passed. Hearing no objection, Vice Chair Schreiber stated that this item will proceed to the full Council as a Consent Item.

2013-169: Approval of Pilot Program for Temporary Expansion of Premium Same Day Taxi Service

Metro Mobility Senior Manager Paul Colton presented this item and answered a question from Smith about as to whether there is a reduced fare for low income riders. Colton replied that the cost is the same to all riders.

It was moved by Commers, seconded by Doan that the Metropolitan Council:

That the Metropolitan Council approve changes to Metro Mobility Premium Same Day Taxi (PSD) service on a demonstration basis to:

1. expand the scope of PSD to include all requests for trips between the hours of 5:00 a.m. and 8:00 p.m. that are received on the day of service, and;
2. reduce the customer's share of the initial cost of PSD service from \$7.00 to \$5.00. The Council's maximum payment per trip would increase from \$13.00 to \$15.00. (Customers continue to pay the cost of the trip that's over \$20.)

These changes would be effective July 15, 2013 through January 15, 2014 as a 6-month pilot demonstration.

Motion passed.

2013-171: Authorization to Amend Contract 11P032A for Premium Same Day and Peak Demand Overflow Service

Metro Mobility Senior Manager Paul Colton presented this item and speculated the reasons for increase in Metro Mobility ridership in answer to Brimeyer.

It was moved by Smith, seconded by Commers that the Metropolitan Council authorize the Regional Administrator to amend Contract 11P032A with Taxi Services Inc. for an additional \$550,000 for an amended total contract amount of \$2,096,000; and extend the term of the agreement from July 1, 2013 to December 31, 2013.

Motion passed. Hearing no objection, Vice Chair Schreiber stated that this item will proceed to the full Council as a Consent Item.

2013-129: Adopt Title VI Definitions for Major Service Changes and Disparate Impact

Metro Transit Manager Route Planning Cyndi Harper presented this item. Munt asked whether these policies had been in place when CCLRT station locations were being chosen, and whether additional station locations would have been approved. Metro Transit Director Service Development John Levin answered that there was a Title VI analysis performed on the CCLRT corridor. Title VI pertains to the entire corridor, and not specific areas along the corridor.

It was moved by Munt, seconded by Commers, that the Metropolitan Council approve the proposed Title VI policies defining a Major Service Change and determining the threshold for Disparate Impact and Disproportionate Burden.
Motion passed.

2013-160: Adopt Title VI Service Equity Analysis for METRO Red Line Implementation
Metro Transit Manager Route Planning Cyndi Harper presented this item. Brimeyer asked whether the same analysis will be performed for SWLRT. Harper answered that yes, the Title VI analysis will be performed for SWLRT if it is determined to be a major service, and will be performed according to the policies adopted in item 2013-129 above.

It was moved by Munt, seconded by Smith, that the Metropolitan Council approve the Title VI Service Equity Analysis for the METRO Red Line service.
Motion passed.

2013-161: Transit Cooperation Agreement with City of Minnetonka
Metro Transit Director Service Development John Levin presented this item. Commers asked if Metro Transit addresses performance standards in detail. Levin replied that this is the only agreement of its type and that performance standards are referred in the Transportation Policy Plan.
It was moved by Munt, seconded by Commers, that the Metropolitan Council authorizes the Regional Administrator to negotiate and execute a new Transit Cooperation Agreement with the City of Minnetonka.
Motion passed. Hearing no objection, Vice Chair Schreiber stated that this item will proceed to the full Council as a Consent Item.

2013-137: Procurement of 184 40-foot Transit Buses
Metro Transit Director Bus Maintenance Rob Milleson introduced Assistant Director Bus Maintenance Chuck Wurzinger who presented this item and answered questions from committee members about whether there are other contracts where Metro Transit is doing business with New Flyer, and about the price difference per unit from the bidders for the various bus types. Wurzinger and Lamb also answered Doan about the disposition of old buses: they are auctioned and the proceeds go back to the capital budget under bus purchase. Reynoso commented that it is unfortunate that New Flyer did not get the bid, but New Flyer is hoping to expand with production of a "mini bus" that could perhaps be competitive in future bids for Metro Mobility vehicles.
It was moved by Doan seconded by Smith, that the Metropolitan Council authorize the Regional Administrator to execute Contract No. 12P227 with Gillig Corporation for the purchase of 184 replacement 40-ft transit buses for \$98,499,952. The award is contingent on satisfactory results from the Pre-Award Buy America Audit.
Motion passed.

2013-167: Central Corridor Light Rail Transit (Green Line): Award of Professional Services Contract for University of Minnesota Vibration Monitoring and Testing Consultant Contract Award
Metro Transit Deputy General Manager Mark Fuhrmann presented this item. There were no questions from committee members. Reynoso commented that there are vibration-monitoring systems in other countries that monitor the entire rail line, and are able to determine when track maintenance is needed. Fuhrmann stated that part of LRT maintenance is to inspect rails for wear to limit vibration.
It was moved by Commers, seconded by Smith, that the Metropolitan Council authorize the Regional Administrator to negotiate and execute a professional services contract with Acentech to perform vibration testing and monitoring services measuring Light Rail Transit-generated vibration at the University of Minnesota, Hubbard Broadcasting, and Minnesota Public Radio (MPR) as part of pre-revenue service and during the first year of revenue service for the Central Corridor (Green Line) Light Rail Transit (CCLRT) Project in an amount not-to-exceed \$675,000.
Motion passed. Hearing no objection, Vice Chair Schreiber stated that this item will proceed to the full Council as a Consent Item.

2013-162: Amendment #1 to Subordinate Funding Agreement #21 between Minnesota Department of Transportation and Metropolitan Council Related to the Blue Line (Hiawatha Extension)
Metro Transit Deputy Chief Operations Rail Ed Byers presented this item. There were no questions from committee members, although Schreiber asked for clarification whether MC is "accepting" the contingency

funds, from who, etc. Lamb suggested that staff present in the future: the contingency funds available and the FTA intent for all projects.

It was moved by Munt, seconded by Doan that the Metropolitan Council (Council) authorize the Regional Administrator to negotiate and execute Amendment #1 to Subordinate Funding Agreement #21 with the Minnesota Department of Transportation (MnDOT), in an amount not to exceed \$550,000, for reimbursement of costs incurred by the Council for Construction services related to the Blue Line (Hiawatha) Extension. Motion passed. Hearing no objection, Vice Chair Schreiber stated that this item will proceed to the full Council as a Consent Item.

2013-157: Approval of the 2nd Quarter Capital Budget Amendment to the 2013 Unified Capital Budget
Metro Transit Director Finance Ed Petrie and Metropolitan Transportation Services Principal Financial Analyst Sean Pfeiffer presented the capital budget amendments for their respective divisions. There were no questions from committee members.

It was moved by Commers, seconded by Munt, that the Metropolitan Council amend the 2013 Capital Budget (annual appropriation) and Authorized Capital Program (multi-year authorization) as indicated and in accordance with the attached table.

Motion passed.

INFORMATION

1. Draft 2014-2017 Transportation Improvement Program (TIP) for Purposes of Public Hearing
Metropolitan Transportation Services Senior Planner Heidi Schallberg presented this item including funding types, amounts, categories, project examples and TIP approval schedule.
2. Regional Ridership Report – Metropolitan Transportation Services
Metropolitan Transportation Services Manager Contracted Transit Services John Harper presented this item. Lamb will forward the Northstar 10% ridership increase statistics to Reynoso as requested.
3. 2013-175: SouthWest Transit Demonstration Fare for Chanhassen Circulator
Metropolitan Transportation Services Director Arlene McCarthy presented this item. Dave Jacobson, SWT COO, was present to answer questions. Brimeyer questioned what type of report was presented to the SWT Board as background prior to their approval. McCarthy will forward the SWT Board business item to the Transportation Committee.
4. Central Corridor (Green Line) Light Rail Transit: Update on the Central Corridor Loan Program and Supplemental Final Environmental Impact Statement (FEIS)
Metro Transit Deputy General Manager Mark Fuhrmann introduced Assistant Director Environmental Agreements – Kathryn O'Brien and Assistant Director Public Outreach/Communication – Robin Caufman, who presented this item. Reynoso suggested introducing phone apps to list stops and restaurants to encourage visitors as well as local citizens. Caufman will forward the suggestion to MOD, Inc.

ADJOURNMENT

Arlene McCarthy reminded committee members of the official launch of the METRO Red Line on 6/22.

Business completed, the meeting adjourned at 6:10 p.m.

Council Chair Adam Duinick

Council Members

Katie Rodriguez	Jennifer Munt	Gary Cunningham	Edward Reynoso	Sandy Rummel	Richard Kramer	Steven Chávez
Lona Schreiber	Steve Elkins	Cara Letofsky	Marie McCarthy	Harry Melander	Jon Commers	Wendy Wulff
Deb Barber	Gail Dorfman					

Meeting Minutes

Wednesday, April 22, 2015 4:00PM Council Chambers

IN ATTENDANCE

Rodriguez, Schreiber, Munt, Barber, Elkins, Dorfman, Cunningham, Letofsky, McCarthy, Rummel, Melander, Kramer, Commers, Chávez, Wulff

CALL TO ORDER

A quorum being present, Vice Chair Melander called the meeting to order at 4:00PM.

APPROVAL OF AGENDA AND MINUTES

It was moved by Cunningham, seconded by Schreiber.

CM Wulff requested the word “interest” be changed to “concern” in her report given at the March 25 meeting. It was moved by Kramer, seconded by Commers.

BUSINESS

Joint Report of the Transportation, Community Development, and Management Committees

1. 2015-65 Authorize the amendment of the 2015 Unified Budget as indicated and in accordance with the tables attached to the business item.

It was moved by Chávez, seconded by Schreiber.

Motion carried on the following roll call vote:

Aye: 14 Rodriguez, Schreiber, Barber, Elkins, Cunningham, Letofsky, McCarthy, Rummel, Melander, Kramer, Commers, Chávez, Wulff

Nay: 1 Munt

Absent: 2 Dorfman (arrived after roll call), Duinick

CONSENT AGENDA

Approval of the Consent Agenda (Items 1-8)

Consent Agenda Adopted

1. 2015-62 Approve the Metro Transit Service Improvement Plan (SIP).
2. 2015-69 Concur with the Transportation Advisory Board (TAB) action to amend the 2015-2018 Transportation Improvement Program (TIP) to include an increase in cost for construction of a roundabout on CSAH 18 at CR 62 in Columbus.
3. 2015-70 Concur with the Transportation Advisory Board (TAB) action to amend the 2015-2018 Transportation Improvement Program

(TIP) to install bike lane pavement markings on Emerson Ave. N., 2nd St. S., 15th Ave. SE, and Como Ave. SE.

4. 2015-71 Authorize the Regional Administrator to negotiate and execute a Master Funding Agreement (MFA) with the Minneapolis Park and Recreation Board (MPRB) for the proposed Blue Line Extension LRT Project (BLRT).
5. 2015-72 Allow the City of Brooklyn Park to place the North Park Business Center comprehensive plan amendment (CPA) into effect; revise the City's official forecasts as shown in Table 1 of the review record.
6. 2015-73 Adopt the review record and allow the City of Golden Valley to place the Liberty Crossing comprehensive plan amendment (CPA) into effect; find that the CPA does not change the City's forecasts; advise the City to implement advisory comments on Transit and Wastewater.
7. 2015-75 Authorize the Regional Administrator to negotiate and execute seven professional services contracts with the following artists for Integrated Public Art for the Southwest Light Rail Transit (Green Line Extension) project for a total amount not to exceed \$4.5 million: Shin Gray Studio to design, fabricate, and install public art at the Downtown Hopkins, Beltline, and West Lake Stations, in an amount not to exceed \$750,000; Craig David, LLC to design, fabricate, and install public art at the Mitchell, SouthWest, and City West Stations, in an amount not to exceed \$750,000; Seitu Ken Jones to design, fabricate, and install public art at the Town Center, Blake, and Van White Stations, in an amount not to exceed \$750,000; Foster Willey Sculptor, LLC to design, fabricate, and install public art at the Wooddale, 21st Street, and Penn Stations, in an amount not to exceed \$750,000; Volkan Alkanoglu to design, fabricate, and install public art at the Operations and Maintenance Facility, Shady Oak, and Louisiana Stations, in an amount not to exceed \$750,000; Martin & Pitz Associates, Inc., to design, fabricate, and install public art at the Golden Triangle and Opus Stations, in an amount not to exceed \$500,000; Gita Patina, LLC, to design, fabricate, and install public art at the Royalston Station, in an amount not to exceed \$250,000.
8. 2015-77 Authorize the Regional Administrator to negotiate and execute Interagency Agreement 14I075 with the Minnesota Department of Transportation (MnDOT) for funding construction of A Line bus rapid transit (BRT).

BUSINESS

Community Development—Reports on Consent Agenda

Environment—No Reports

Management—No Reports

Transportation

2015-68 Authorize the Regional Administrator to negotiate and execute a contract with Transit Team for Metro Mobility Demand Service in the Metro West Zone from August 30, 2015 to June 30, 2020 with an option for one additional year in an amount not to exceed \$179,265,707.

It was moved by Schreiber, seconded by Commers.

Motion carried.

OTHER BUSINESS

2015-78 Approve the appointment of the following people as members of the Transportation Accessibility Advisory Committee: District A—Julianne Bina, District B—Christopher Bates, District C—Adora Sage, District D—Ken Rodgers, District E—Douglas Moody, District G—Jeffery Smith, District H—Kim Trenary.

It was moved by Rummel, seconded by Elkins.

Motion carried.

2015-82 Approve the following appointments to the Metropolitan Parks and Open Space Commission: District E—Michael Kopp, District F—Sarah Hietpas, District G—Rachel Gillespie.

It was moved by Kramer, seconded by Elkins.

Motion carried.

INFORMATION

Water Resources Policy Plan Update

Bryce Pickart and Judy Sventek provided an update on the Water Resources Policy Plan (WRPP). The outcomes and operating principles of *Thrive MSP 2040* set the stage and provided direction for the WRPP. The WRPP focuses on the sustainability outcome as it pertains to our water resources. Input from our partners (including WMOs, MAWSAC, and Metro Cities) informed the draft policies and strategies. Elements of the WRPP that reflect the connection to *Thrive* include integrated and collaborative water resource planning, efficient and effect government, an emphasis on conservation and reuse opportunities as a way to make progress on our water quality and quantity issues, and climate change. All of the policies and strategies were developed with the end goal of protecting and improving the quality and quantity of our region’s water, including lakes, rivers, streams, wetlands, and aquifers.

REPORTS

Chair: The Chair was attending a meeting at the Capitol and unable to be at today’s meeting.

Council Members:

Rodriguez: Attended last week’s TAB meeting where TAAC presented the scores for the Regional Solicitation. There was consensus to pursue the mid-point funding level for the three modal categories (roads, transit, and bike/ped) with the understanding that there will be ongoing discussions at the next two meetings regarding the individual projects.

Munt: MoveMN had a great rally on the Capitol lawn. There were over 500 attendees. Several station design workshops have been held along the proposed SWLRT line.

Elkins: Attended an open house in Hopkins along with CM Munt. There were 90 attendees and it was a very positive atmosphere.

Letofsky: Attended the Commuter Choice Awards. Met with some Minneapolis Council members and listened to their concerns. Visited the Mayor of the Village of St. Anthony.

Rummel: Participated in a Water Summit in the NE metro, which was very well-attended. Had a meeting with Columbus regarding their comprehensive plan.

Commers: Attended the Midway Chamber’s Economic Development Summit. The two key themes were transit investment and workforce development and the intersection of the two. Brian Lamb presented on transit.

Cunningham: Attended the Finance & Commerce awards dinner where Metro Transit received an award for the Green Line.

Regional Administrator: Confirmation hearings for the Council members and Chair will start at 9AM on Monday. The pedestrian bridge item will be presented in May. We have tentatively scheduled our Habitat Build Day for July 17. This is the Council's gift to former Chair Sue Haigh.

General Counsel: No report.

The meeting was adjourned at 4:38PM.

Certification

I hereby certify that the foregoing narrative and exhibits constitute a true and accurate record of the Metropolitan Council Meeting of April 22, 2015.

Approved this 20th day of May, 2015.

Emily Getty
Recording Secretary