Agenda

• Project overview
• Review principles
• Background
  – Results and methods
• Next steps
Project background
Current external project steps & timeline

- Guiding framework
- Principles and evaluation criteria
- Draft Plan: Propose how we adapt our service
- Final Council adoption of Recommend Plan

- Completed fall 2023
- Completed winter 2023/24
- Completed spring 2024
- Completed summer 2024
Addressed as part of Network Now

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

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

2. Prepare for new METRO and high-frequency routes.

3. Maintain the reliability of our scheduled service consistently over time.

4. Build on success to grow ridership, adding service where people use transit the most.

5. Provide access to opportunities and services with a focus on advancing equity and reducing regional disparities.
1. Adapt service to changes in transit markets and travel patterns

<table>
<thead>
<tr>
<th>What we explored</th>
<th>Results/background</th>
<th>Principle</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Survey questions</td>
<td>• Community members recognize the need to adapt to new patterns</td>
<td>• Developed Principle 1</td>
</tr>
<tr>
<td>• Workshop question</td>
<td>• Some transit markets have changed since 2020, others were already changing prior to the pandemic</td>
<td></td>
</tr>
<tr>
<td>• Customer Relations feedback</td>
<td>• Technology improvements have resulted in new transit options such as microtransit</td>
<td></td>
</tr>
<tr>
<td>• Planning data</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Policy: TPP</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
What we heard
Network Now engagement

• Over 5,000 points of contact with more than 6,000 unique comments

• Feedback received via:
  – Survey
  – Intercept conversations
  – Group and individual meetings
  – Customer Relations
Survey

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

• 12 Trade-Off questions
  – Scenario: Option A vs. Option B
  – Scale: Agree with A, Lean towards A, Lean towards B, Agree with B

• 3 Allocating 100 Points questions
  – Areas
  – Types of Service
  – Values

• 3 Open-ended questions

• 8 Demographics questions
Demographics

• Ridership: 35% frequent riders, 11% non-riders

• Age: 66% 25–64 years old

• Gender: 42% women, 37% men, 5% non-binary or another gender

• Race/Ethnicity: 71% white, 10% POC

• Disability: 64% did not identify as having a disability or impairment, 22% did

• Household Income: 9% below $30k, 20% over $150k
Values – An example
### Allocating 100 Points - Values

<table>
<thead>
<tr>
<th>Values</th>
<th>Mean of Points Allocated out of 100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ridership</td>
<td>44</td>
</tr>
<tr>
<td>good service for the most people, but not everywhere</td>
<td></td>
</tr>
<tr>
<td>Equity</td>
<td>27</td>
</tr>
<tr>
<td>good service to neighborhoods with low-income or BIPOC communities, but not everywhere</td>
<td></td>
</tr>
<tr>
<td>Coverage</td>
<td>19</td>
</tr>
<tr>
<td>reaching more places, but not as good service</td>
<td></td>
</tr>
<tr>
<td>Geographic evenness</td>
<td>11</td>
</tr>
<tr>
<td>each community gets similar service, but not as good service</td>
<td></td>
</tr>
</tbody>
</table>
Allocating 100 Points – Values – By Race

<table>
<thead>
<tr>
<th>Values</th>
<th>POC Mean Points</th>
<th>White Mean Points</th>
<th>All Mean Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ridership</td>
<td>41</td>
<td>44</td>
<td>44</td>
</tr>
<tr>
<td>Equity</td>
<td>28</td>
<td>28</td>
<td>27</td>
</tr>
<tr>
<td>Coverage</td>
<td>20</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>Geographic evenness</td>
<td>11</td>
<td>10</td>
<td>11</td>
</tr>
</tbody>
</table>

Same order across racial categories

Compared to White or all respondents, POC allocate
• fewer points to ridership
• more points to other values
## Allocating 100 Points – Values – By Disability Status

<table>
<thead>
<tr>
<th>Values</th>
<th>Disability</th>
<th>No Disability</th>
<th>All Mean Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ridership</td>
<td>39</td>
<td>46</td>
<td>44</td>
</tr>
<tr>
<td>Equity</td>
<td>28</td>
<td>26</td>
<td>27</td>
</tr>
<tr>
<td>Coverage</td>
<td>20</td>
<td>18</td>
<td>19</td>
</tr>
<tr>
<td>Geographic evenness</td>
<td>13</td>
<td>10</td>
<td>11</td>
</tr>
</tbody>
</table>

Same order across disability status

Compared to individuals without disabilities, individuals with disabilities respondents allocate:

- fewer points to ridership
- more points to other values
Next steps
Continuing the conversation

• Create metrics for the principles to give clear planning guidance

• Begin to develop the draft network plan

• Update stakeholders as we advance our work
Thank You!

Sophia Ginis
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