

# Network Next Project Update

Transportation Advisory Board

November 18, 2020

Katie Roth, Assistant Director, BRT Projects

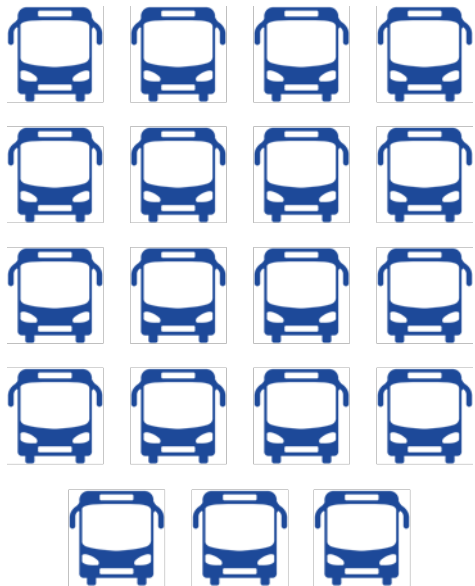
Robin Caufman, Director, Administration

# Arterial BRT Corridor Development Process

## 1. IDENTIFY

Spring 2020

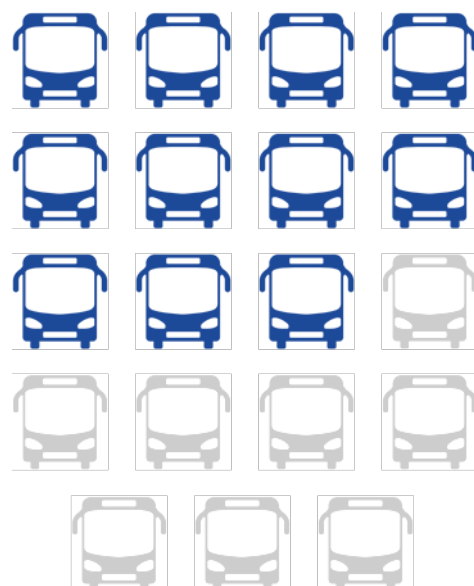
Based on the Network Next principles, identify about 20 potential corridors for arterial BRT implementation.



## 2. SCREEN

Summer 2020

Conduct screening to identify about 10 most promising arterial BRT candidate corridors to advance.



## 3. EVALUATE

Fall 2020

Develop detailed arterial BRT concepts and apply robust evaluation criteria including cost, ridership & other benefits to sort lines into **three tiers**.



3 near-term



4 mid-term



4 longer-term

## 4. PRIORITIZE

Winter 2020/2021

Review top performers based on readiness criteria to further prioritize the **next three lines** for implementation.



METRO F Line



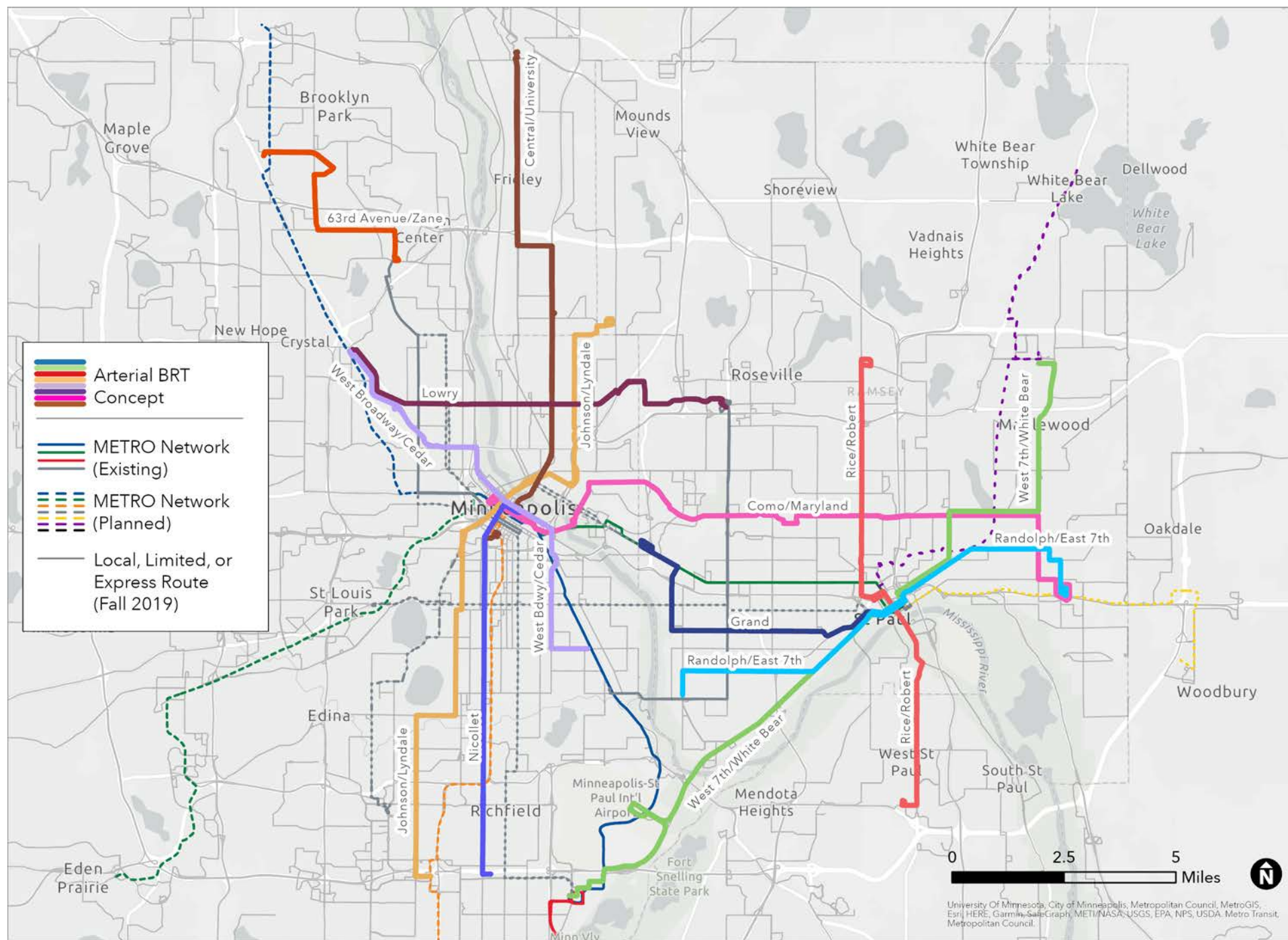
METRO G Line



METRO H Line

# September/October: Engagement on 11 Potential Arterial BRT Corridors

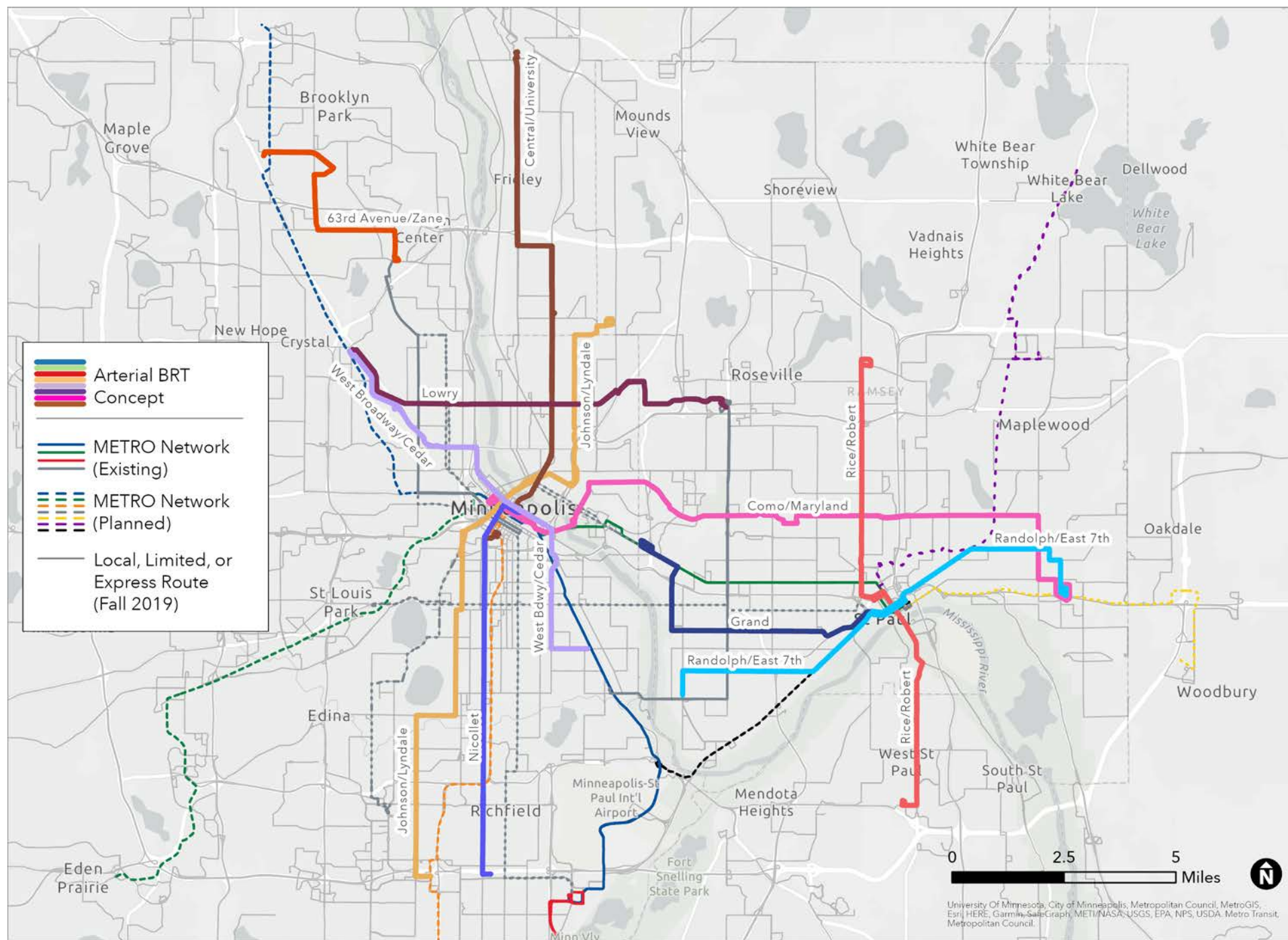
- 63rd/Zane
- Central
- Como/Maryland
- Grand
- Johnson/Lyndale
- Lowry
- Nicollet
- Randolph/East 7th
- Rice/Robert
- West 7th/White Bear Ave
- West Broadway/Cedar





# 10 Arterial BRT Corridors to Advance

- 63rd/Zane
- Central
- Como/Maryland
- Grand
- Johnson/Lyndale
- Lowry
- Nicollet
- Randolph/East 7th
- Rice/Robert
- West Broadway/Cedar



# Phase 1 Engagement Goals

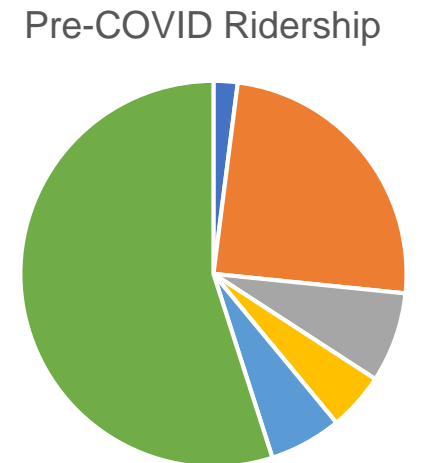
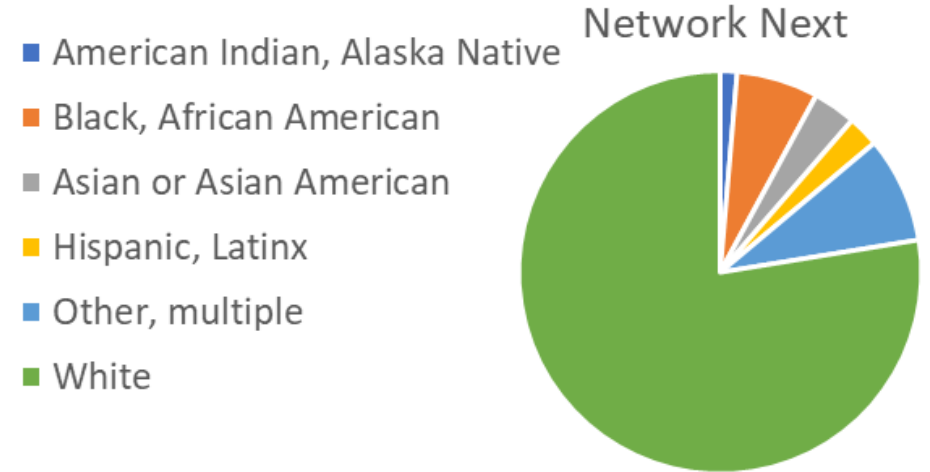
- Key questions:
  - What are your priorities among these 11 corridors?
  - Open comments on advanced corridors
  - What should be weighted most heavily in evaluation?
    - Equity
    - Ridership
    - Transit-oriented lifestyle
    - Long-term sustainable operations
- Response goal:
  - 2,000 responses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

# Phase 1 Engagement Strategies

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

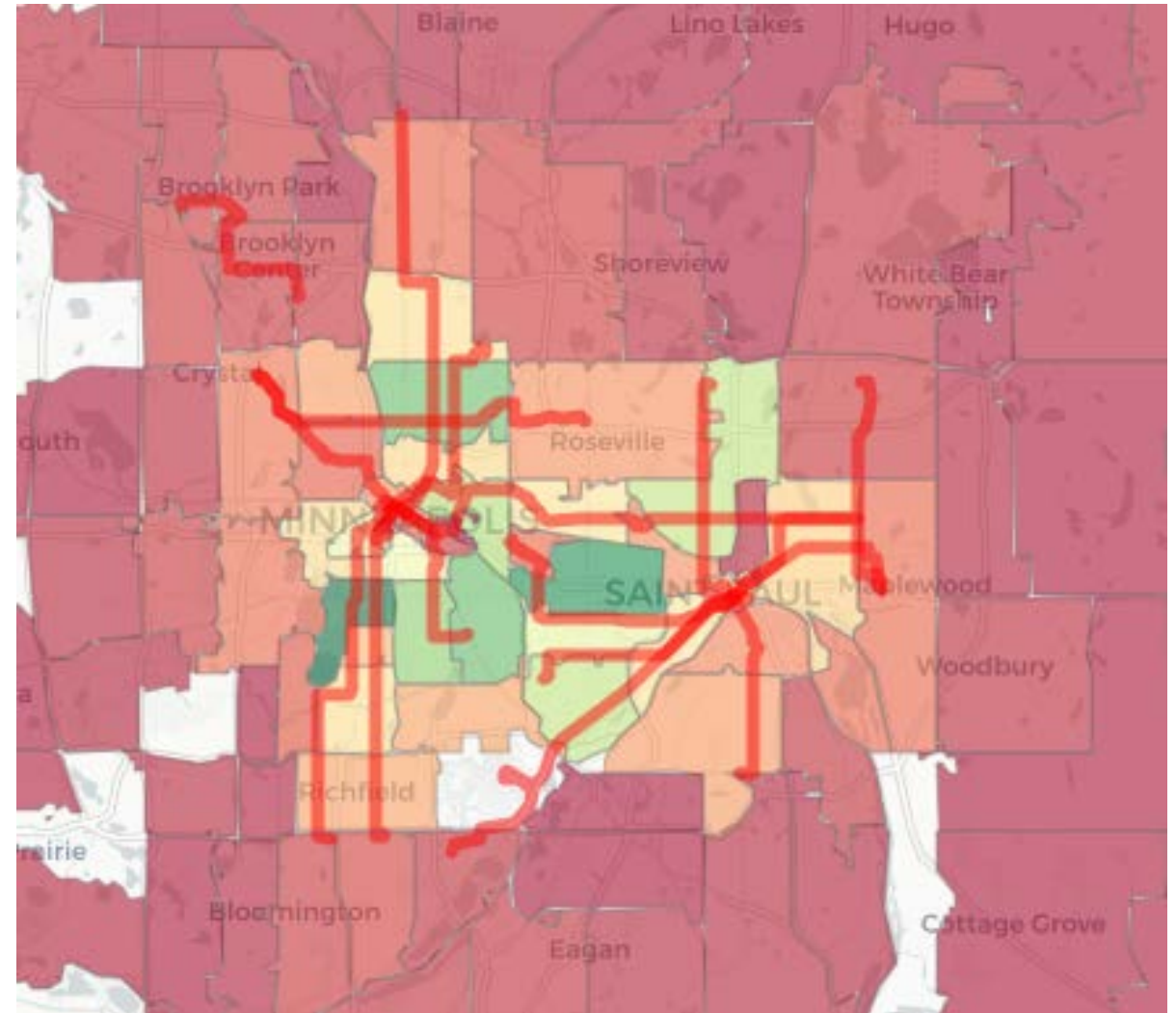
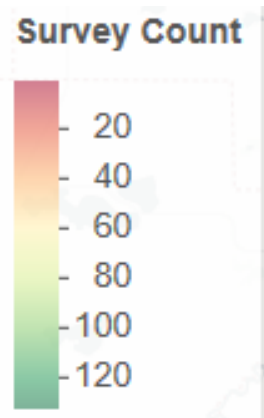
# Phase 1 Engagement Overview

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



# Phase 1 Engagement Respondents

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





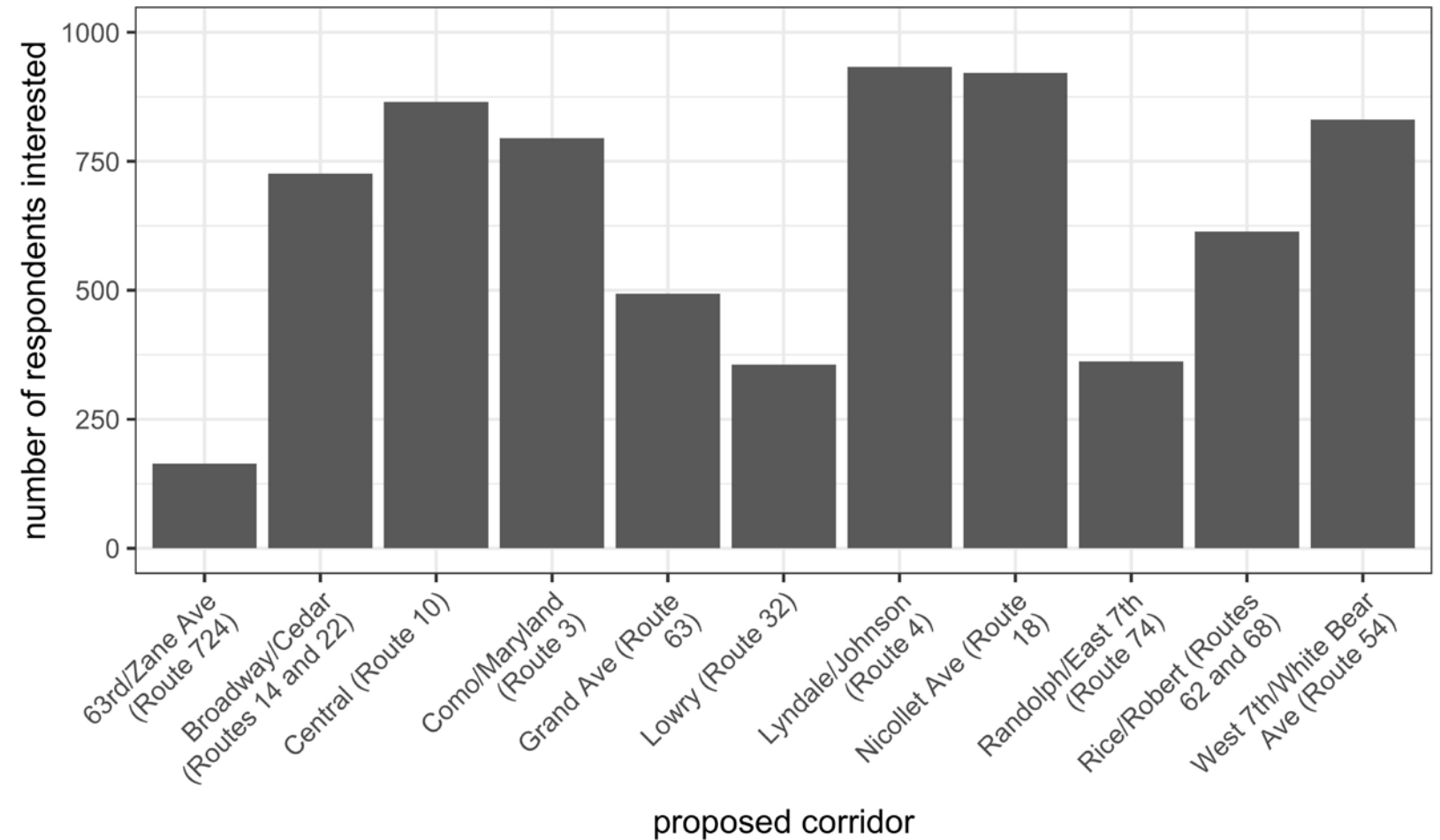
# What We Heard: Overview

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

# What We Heard: Corridor Interest, All Respondents

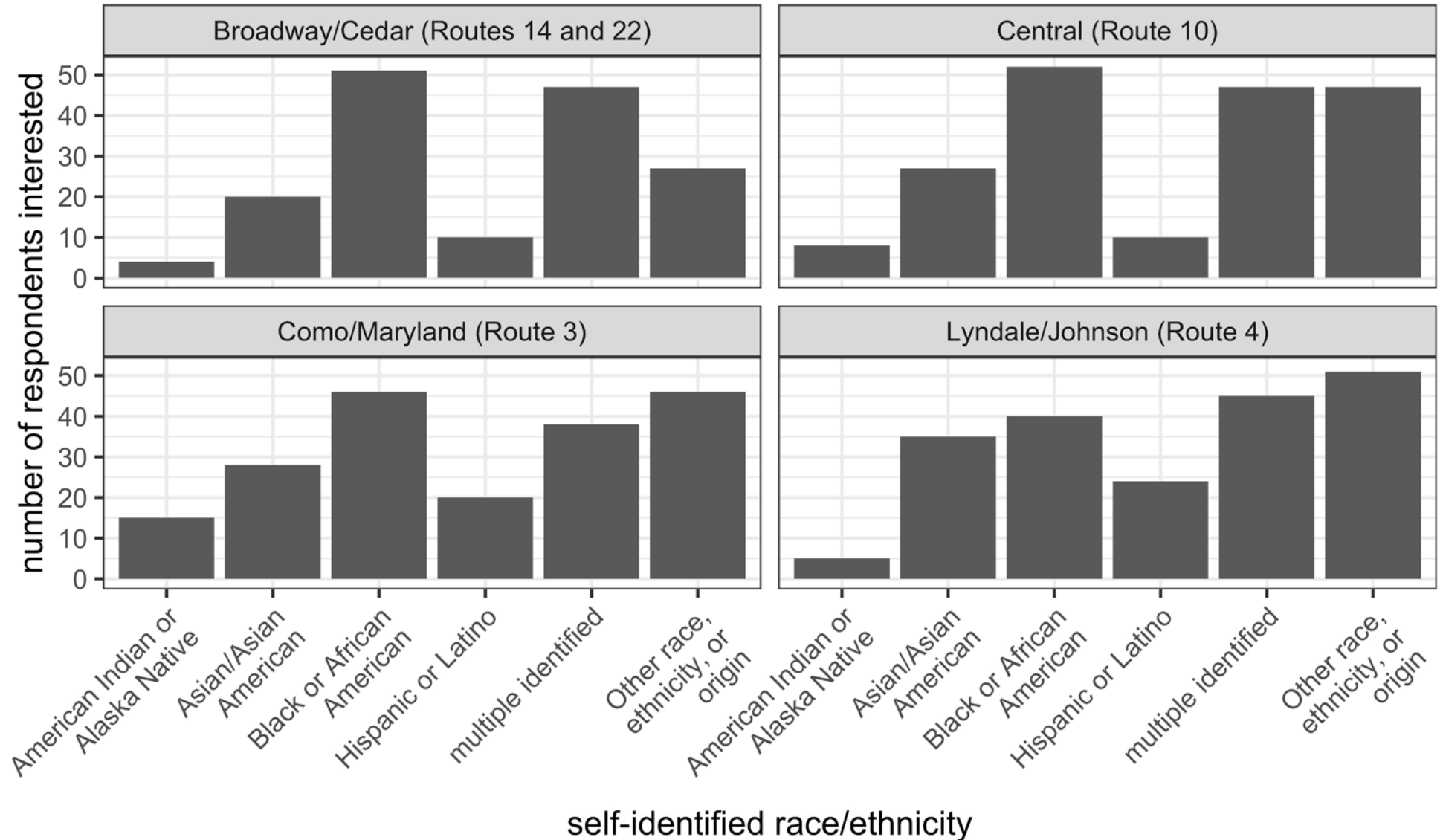
All Respondents

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



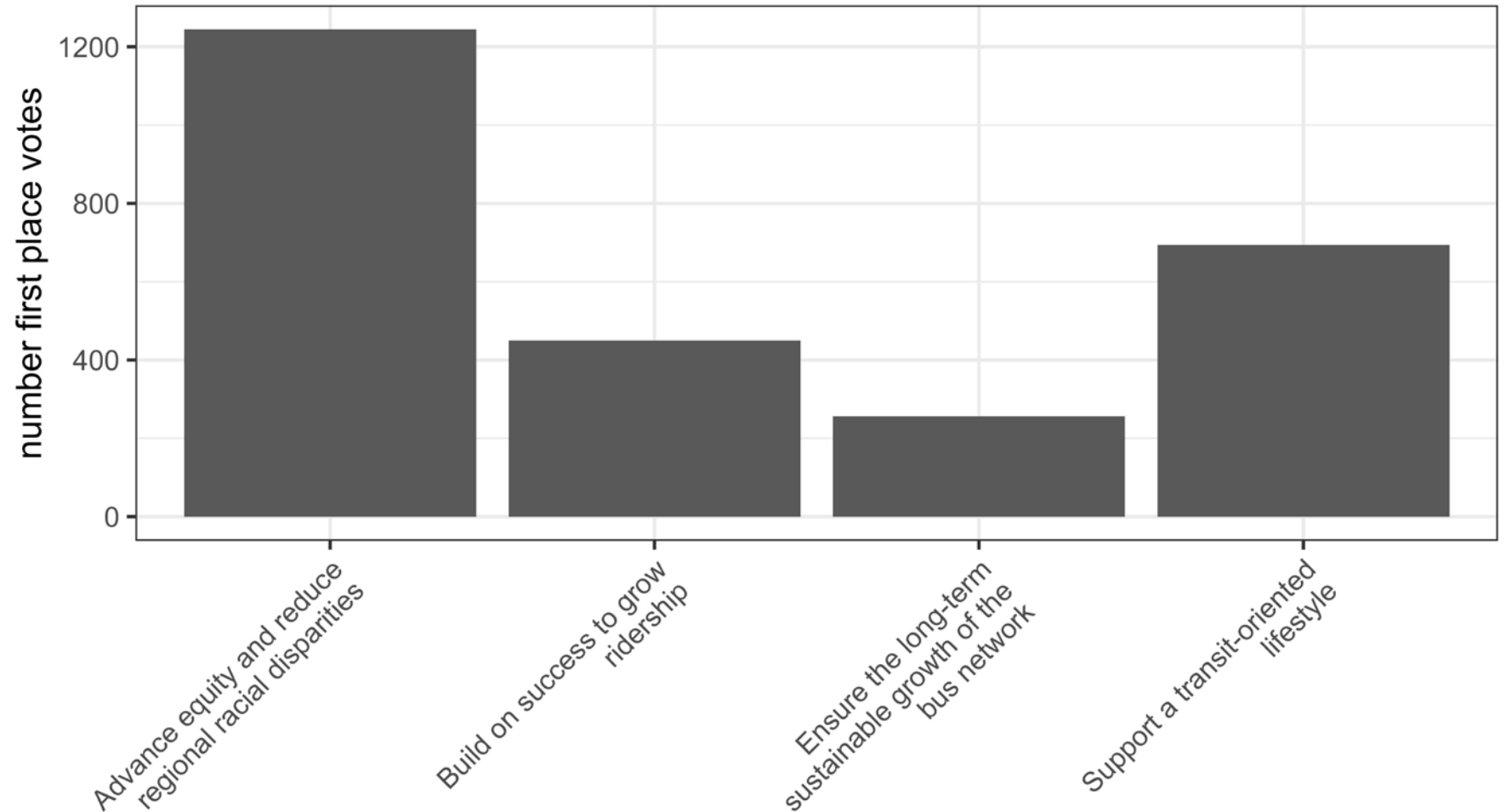
# What We Heard: Corridor Interest

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



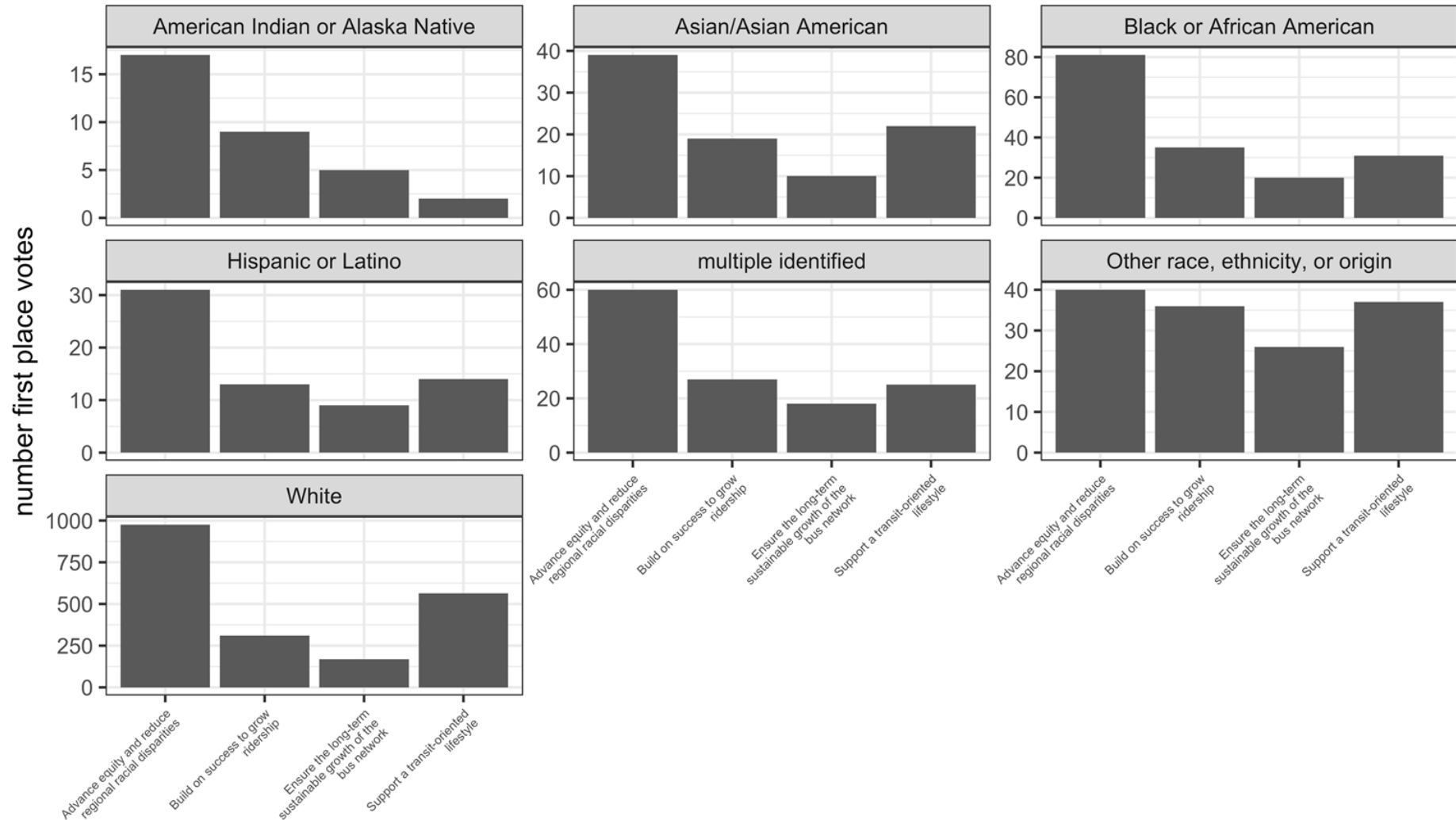
# What We Heard: Priorities, All Respondents

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



# What We Heard: Priorities

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





# What We Heard: How People Heard About Survey

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

# Phase 2 Engagement Plan

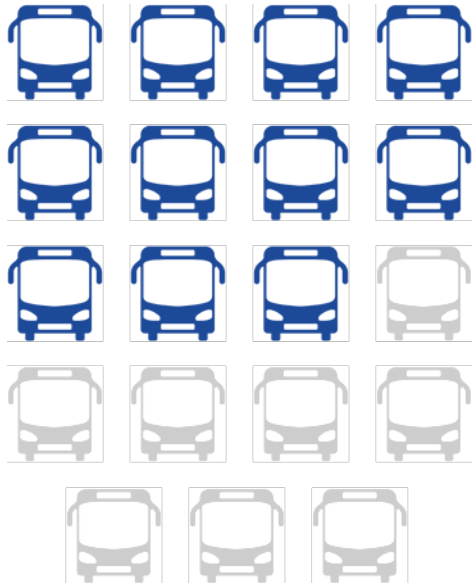
- Phase 1 lessons learned
  - Spokesman Recorder and Vida y Sabor did not include advertorial with context so we didn't see good response
    - Only 5 for Network Next versus 150 for Listening and Learning through Crises
  - Mass emails are a great way to get numbers but responses not reflective of our current riders
  - In person surveys about long range plans and planning principles are difficult to engage on
- Phase 2 plan focuses efforts on engaging BIPOC communities
  - Continue with standard communication including mass emails, basic website and easy to read maps
  - Work with more ethnic and local media with messages and visuals that reflect the community culture and demographics
  - Develop more tangible in person engagement

# Next Steps in Arterial BRT Corridor Development

## 2. Screen

Summer 2020

Conduct screening to identify about 10 most promising arterial BRT candidate corridors to advance.



Public Engagement Feedback

Technical Evaluation



Initial Readiness Considerations

## 3. Evaluate

Fall 2020

Develop detailed arterial BRT concepts and apply robust evaluation criteria including cost, ridership & other benefits to sort lines into **three tiers**.



3 near-term



4 mid-term



4 longer-term

Network**NEXT**

# F Line Selection Process

- BRT corridor development and evaluation of 10 advanced corridors
  - Sort 10 corridors into tiers prioritized for implementation
  - Presentation to TAB on tiers planned for December 16
- Outreach and engagement around tiers starting December
  - Open comments on advanced corridors
  - How should we select F Line among top corridors?
- Selection of F Line BRT corridor from top tier of candidates
  - Metropolitan Council action in March 2021
  - TAB action in April 2021
  
- More information: [www.metrotransit.org/network-next](http://www.metrotransit.org/network-next)