

Network Next Project Update

Transportation Advisory Board

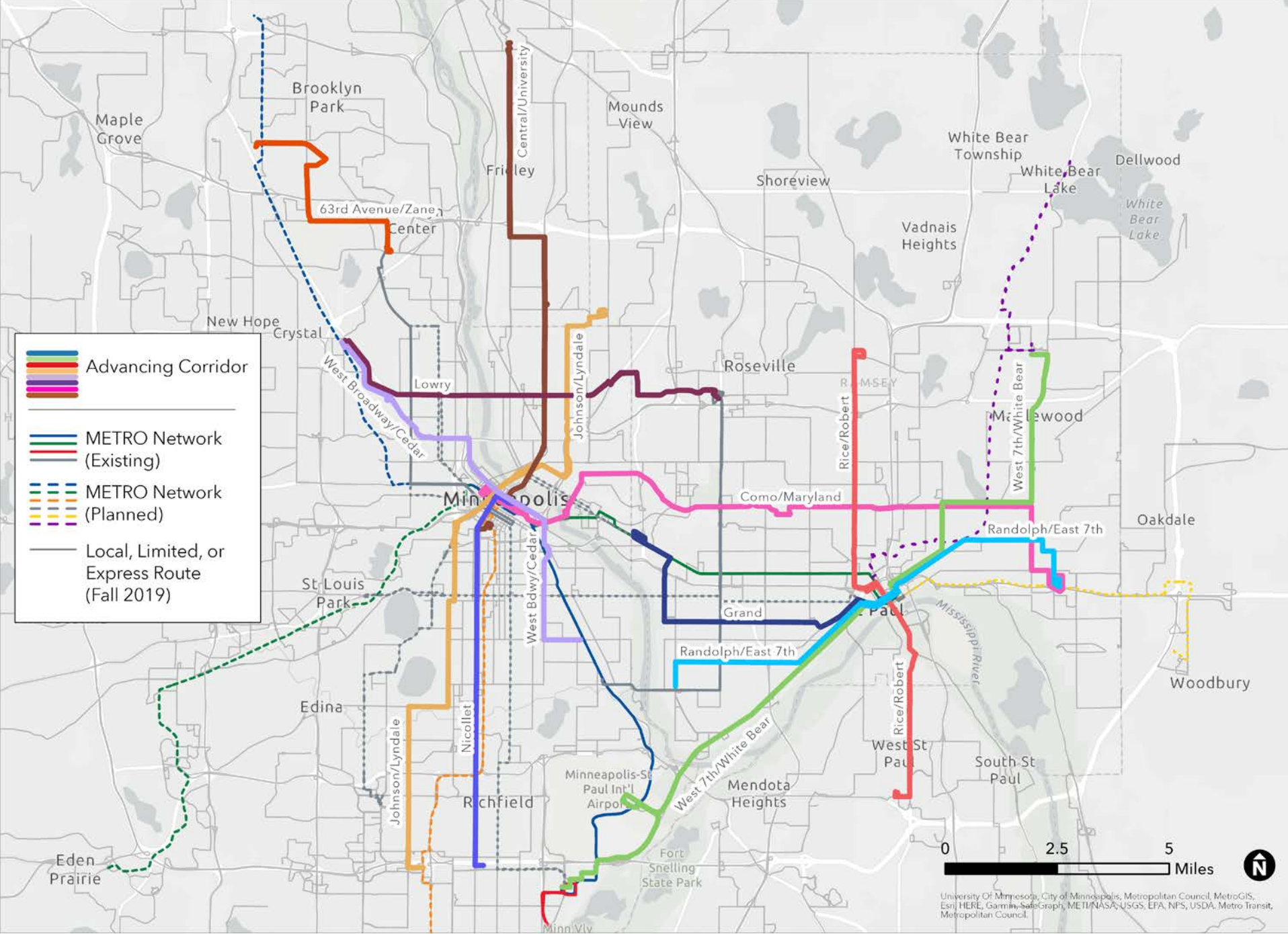
October 21, 2020

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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

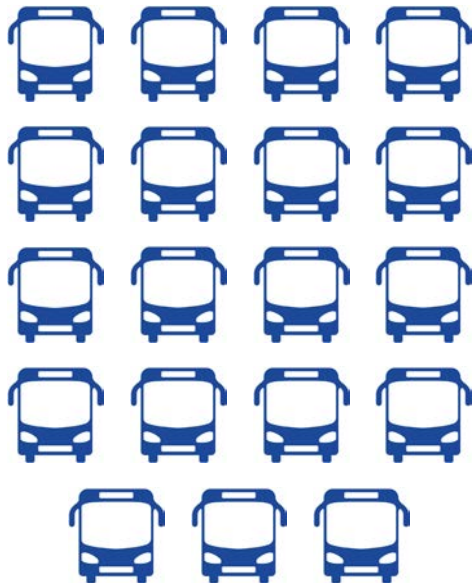


Arterial BRT Corridor Development Process

1. IDENTIFY

Spring 2020

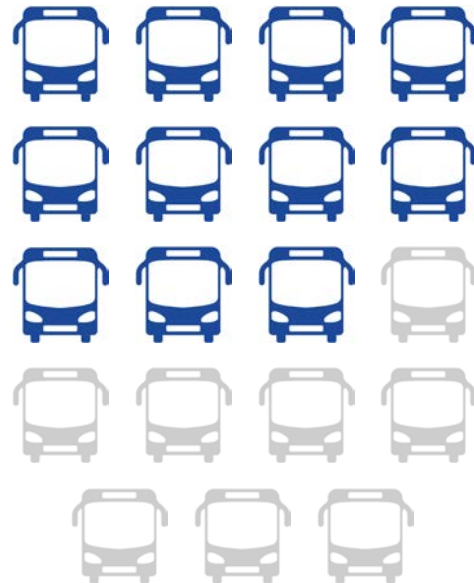
Based on the Network Next principles, identify about 20 potential corridors for arterial BRT implementation.



2. SCREEN

Summer 2020

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



WE ARE HERE

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 2020/21

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

Phase 1 Engagement Goals

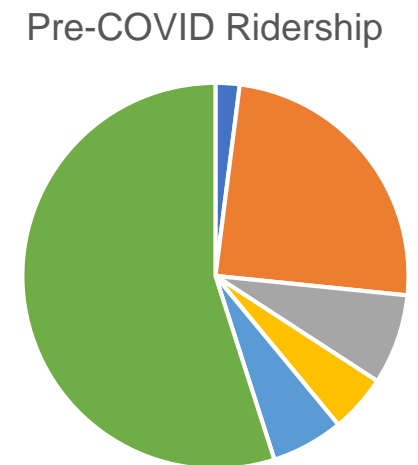
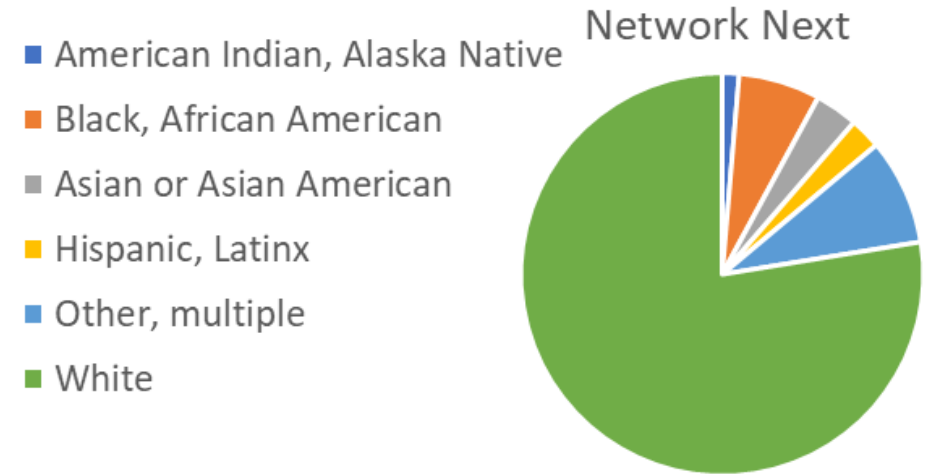
- Key questions:
 - What are your priorities among these 11 corridors?
 - Open comments on advanced corridors
 - What should be weighted most heavily in evaluation?
 - Equity
 - Ridership
 - Transit-oriented lifestyle
 - Long-term sustainable operations
- Response goal:
 - 2,000 responses that reflect 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
 - 22% BIPOC, 78% white
 - Responses distributed across the region with most respondents in areas served by core and suburban local service
- What we heard:
 - 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



Phase 2 Engagement Plan

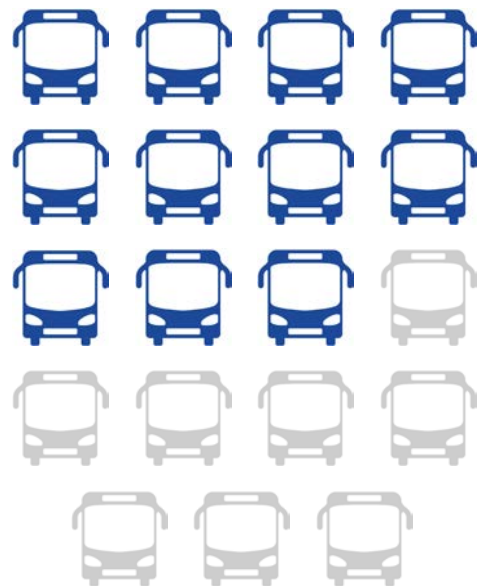
- Phase 1 lessons learned
 - Spokesman Recorder and Vida y Sabor did not include advertorial with context so we didn't see good response
 - Only 5 for Network Next versus 150 for Listening and Learning through Crises
 - Mass emails are a great way to get numbers but responses not reflective of our current 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 11 advanced corridors
 - Sort 11 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