

# Arterial BRT Quarterly Update Transportation Committee June 24, 2013

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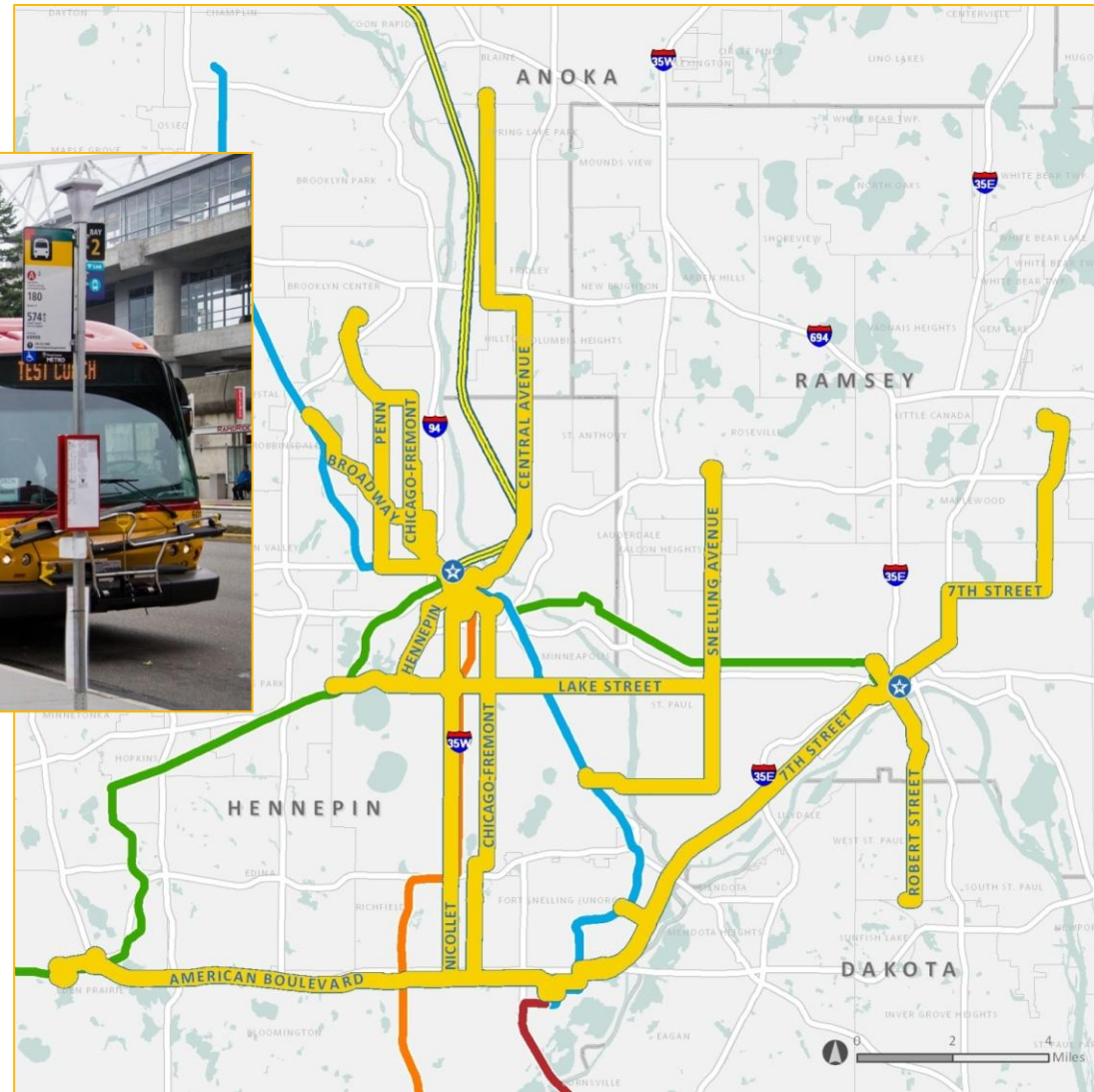
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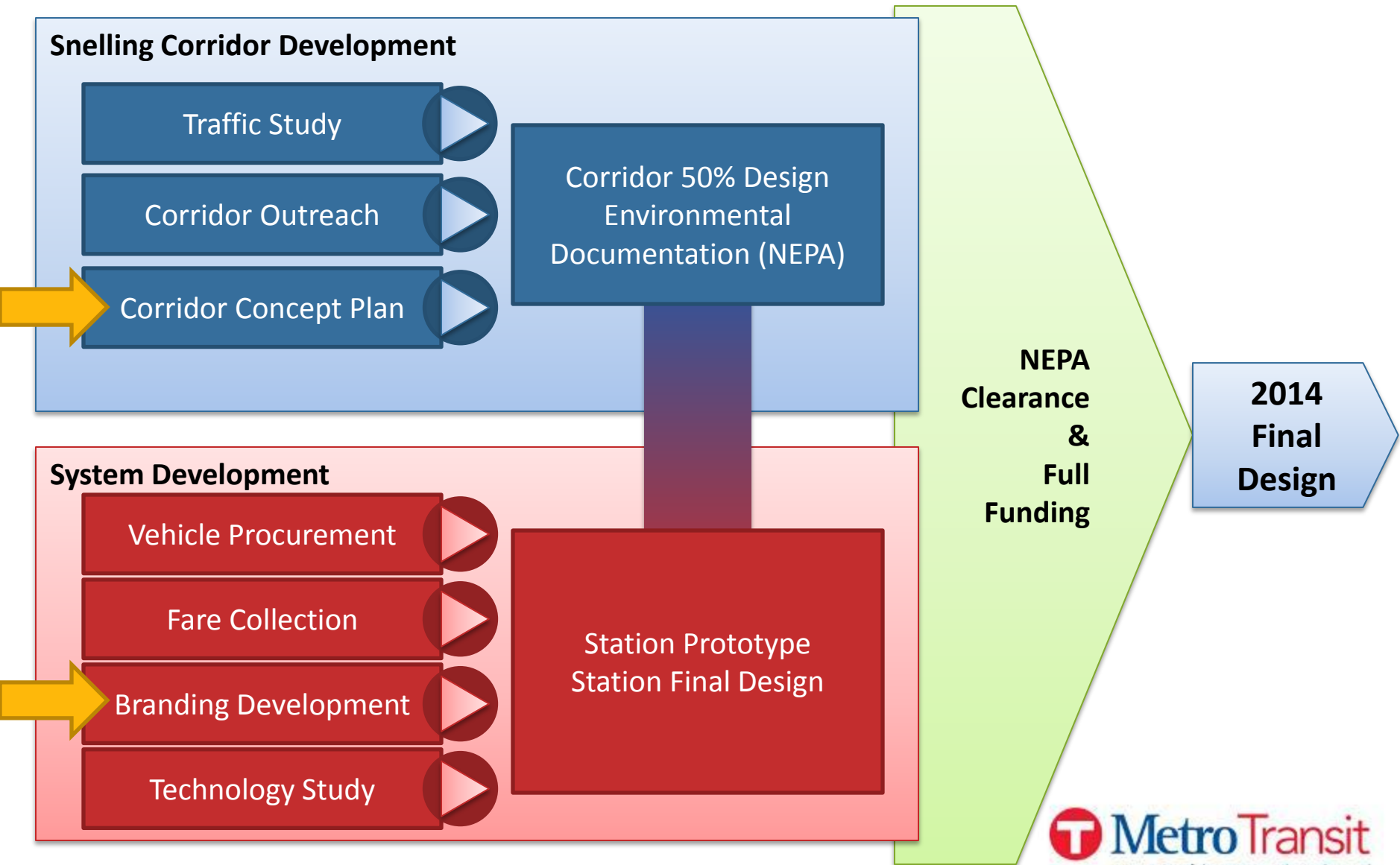
# Arterial Bus Rapid Transit



Seattle RapidRide



- BRT on urban arterial corridors
- Premium service, stations & vehicles, running in mixed traffic
- >160,000 daily rides (2030)
- 12 corridors, \$450M program

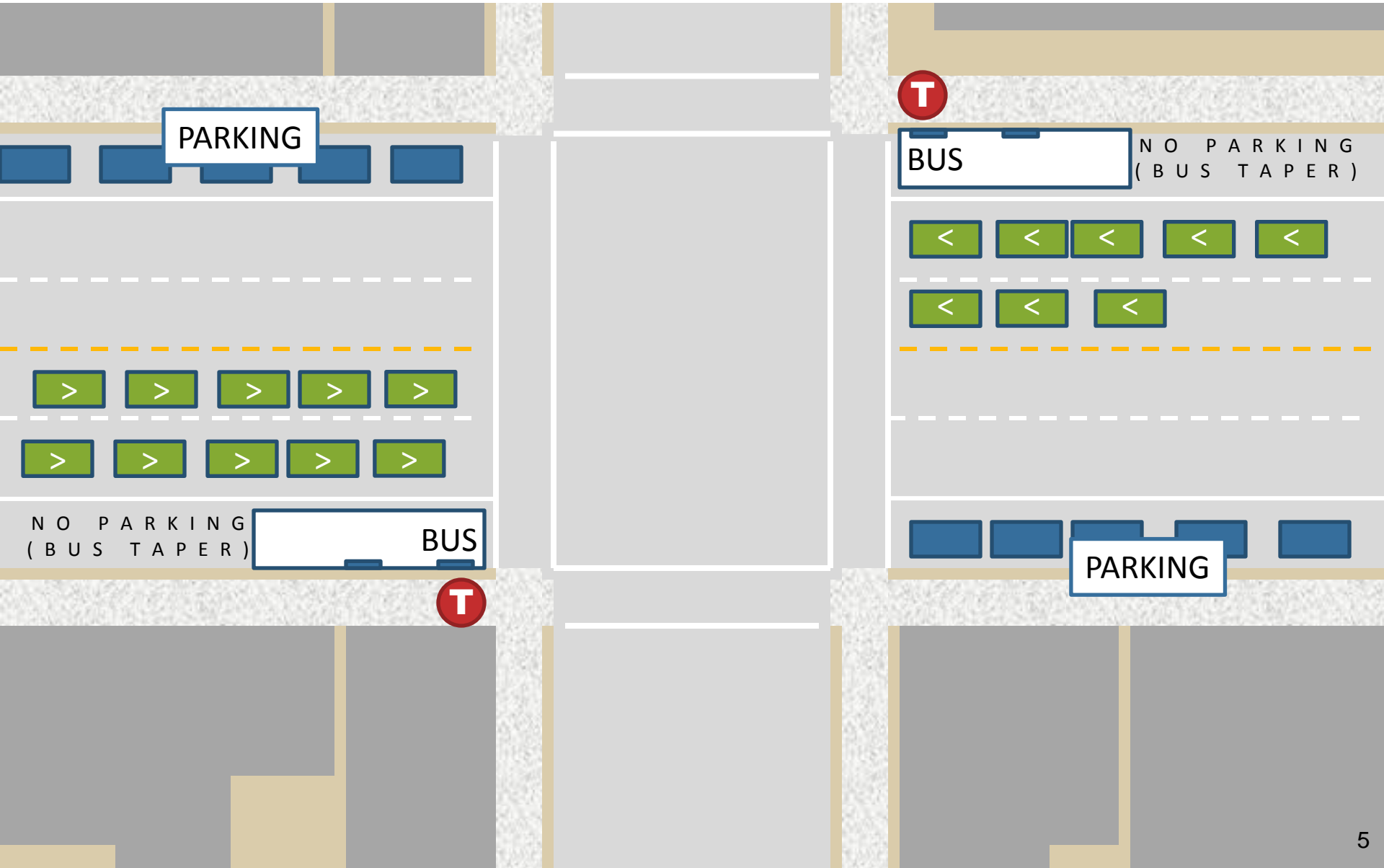


# Snelling Avenue/Ford Parkway BRT

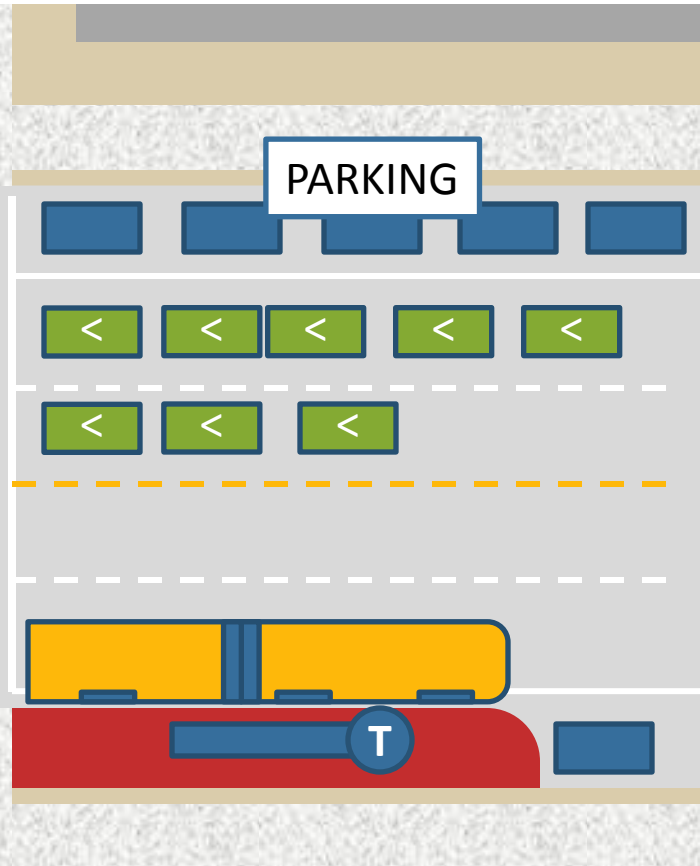
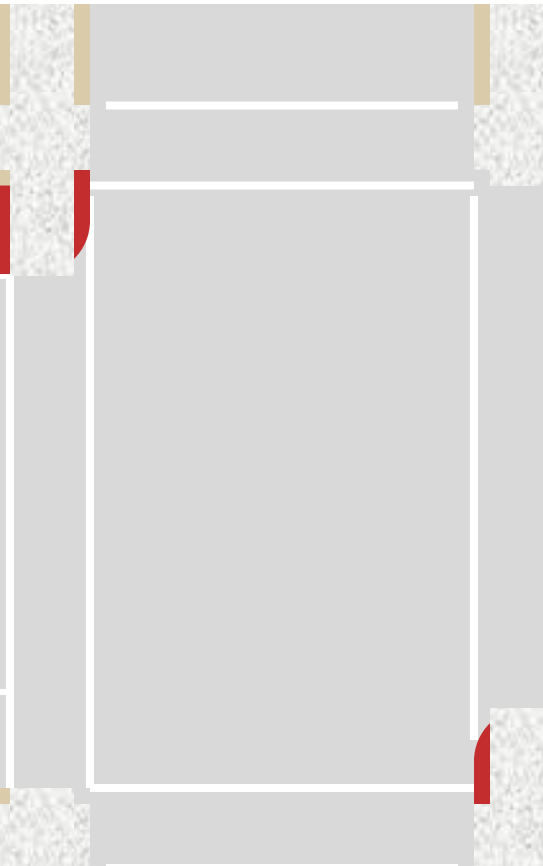
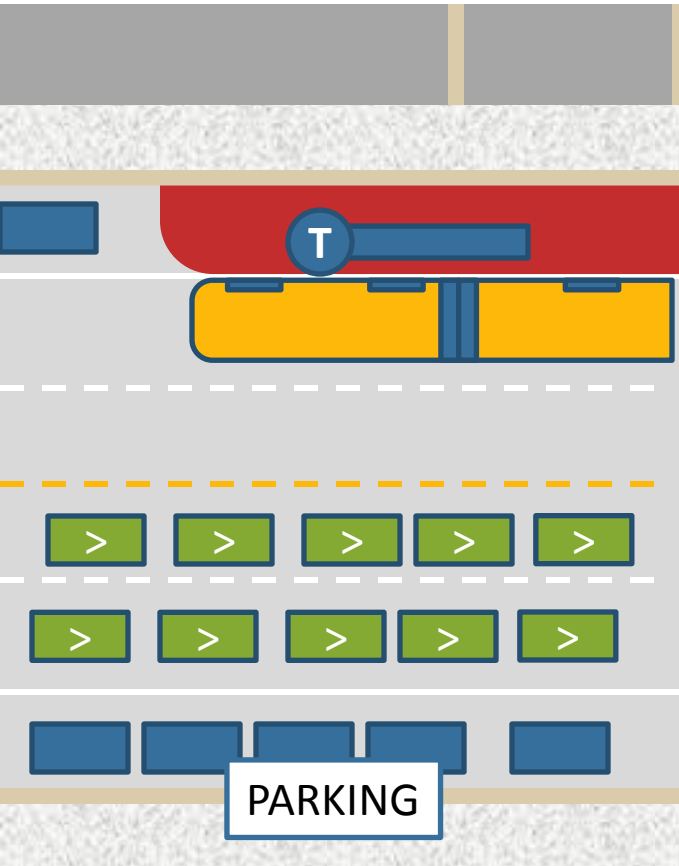
- 9.7 miles, Rosedale to 46th St Station
- 72% of today's customers at 20 stations
- 10" BRT service substantially replaces Local Route 84
  - Retains 30" St. Paul/Davern branch
- 48 minutes end-to-end today
  - 36 minutes with BRT (27% faster)
- 4,000 daily rides today, 8,700 daily rides by 2030



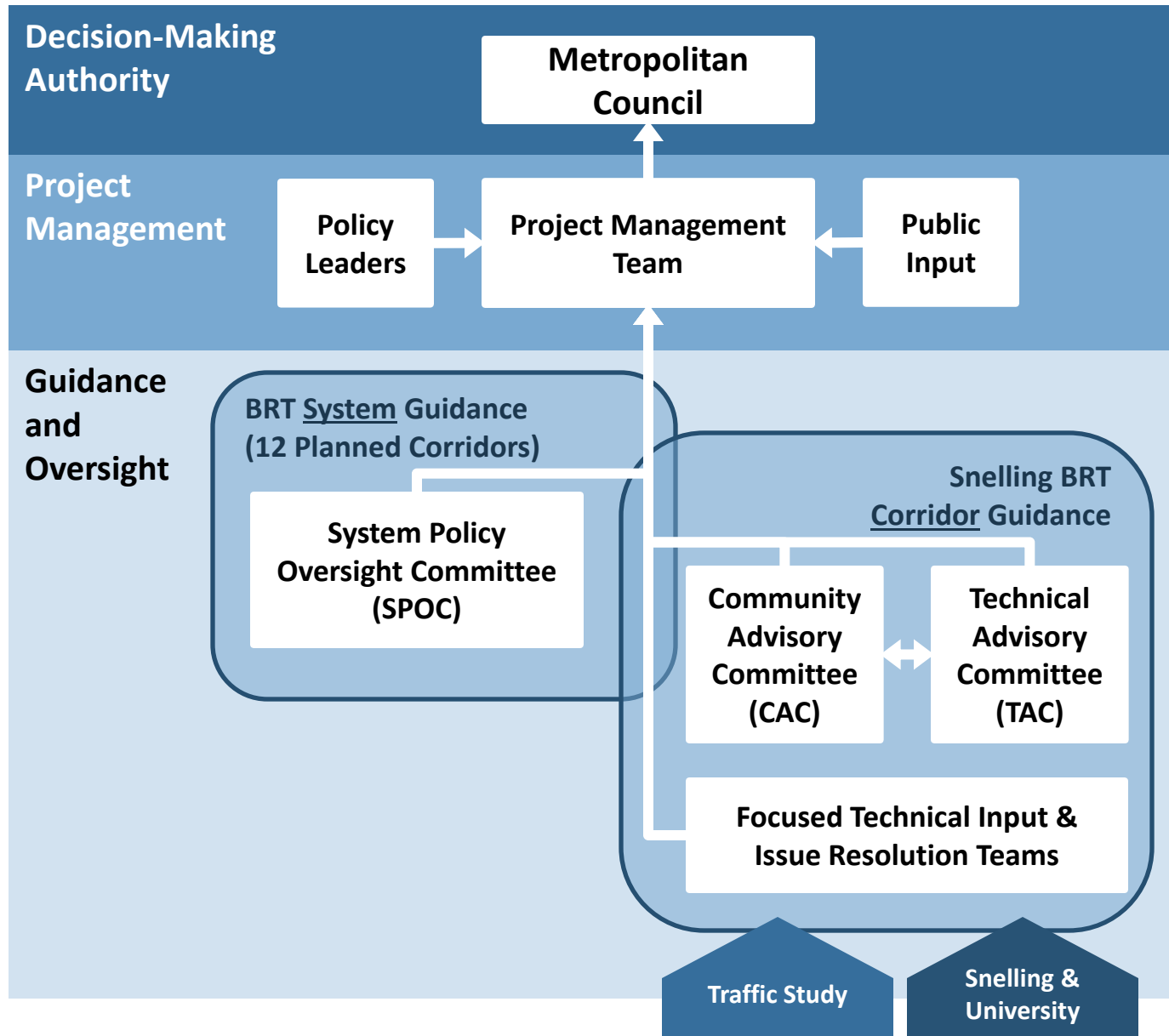
# Typical Current Condition: 4 Lanes with Parking



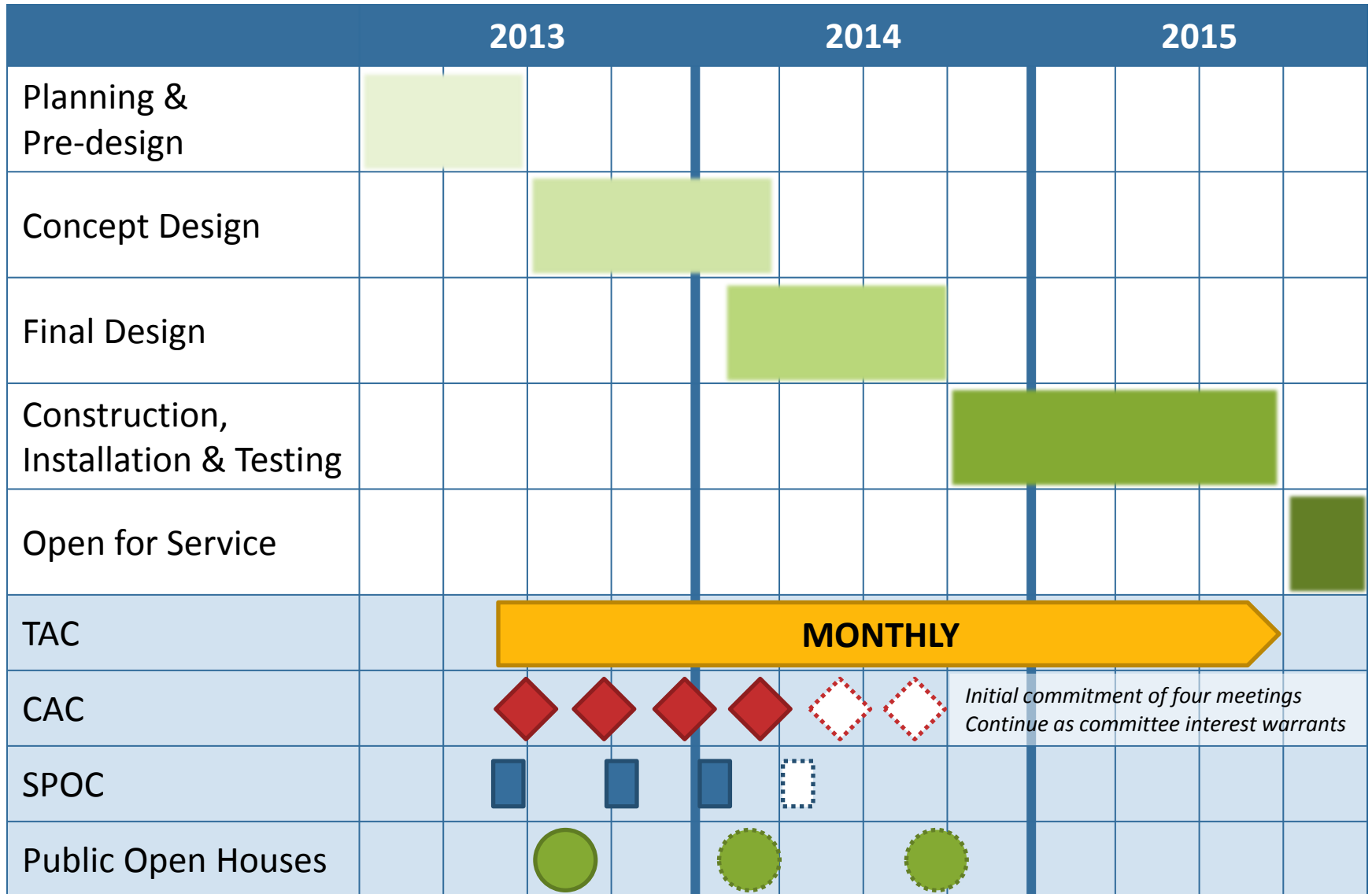
# Concept: Farside Curb Extension Station



# Snelling BRT Oversight Structure



# Snelling BRT Schedule











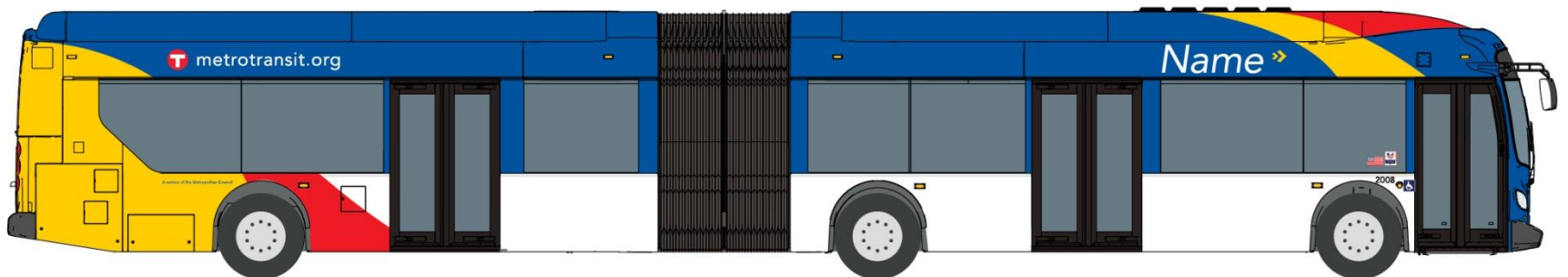
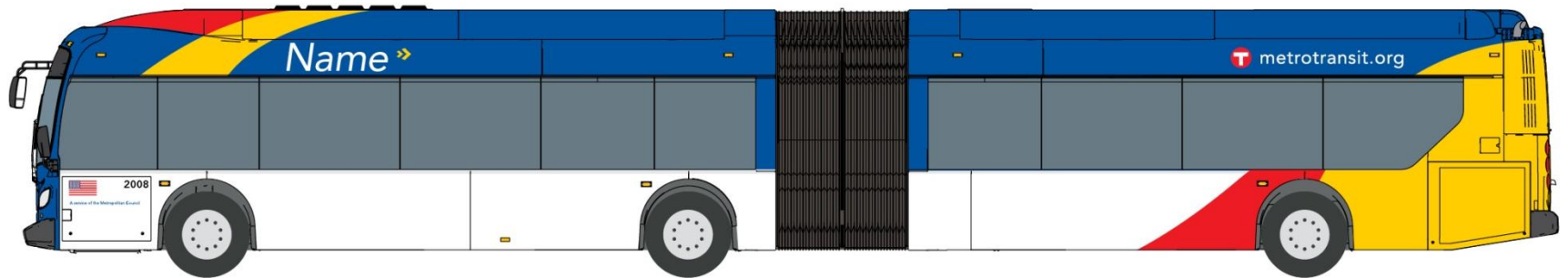
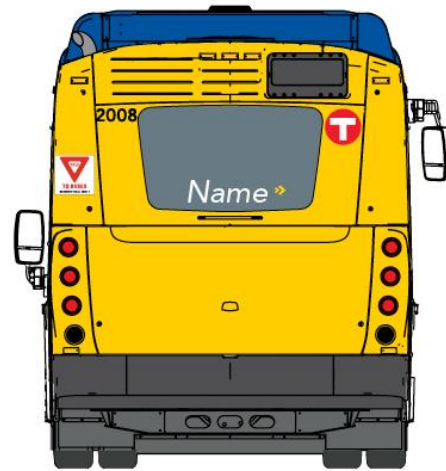
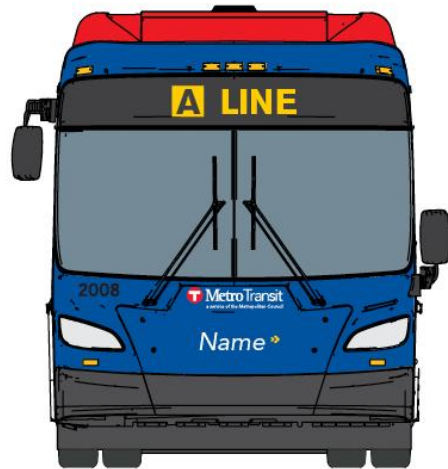
- **Total Project Cost: \$24.8 million**
  - 50% stations & technology
  - 25% vehicles
  - 10% transit signal priority/corridor technology
  - 15% design & soft costs
- **\$14.6 million identified to date**
  - \$6.0 million MnDOT Trunk Highway Bonds
  - \$6.5 million Federal CMAQ, formula funds
  - \$2.1 million Council funds
- **Seeking \$10.2 million TIGER V grant**

# Regional Brand Position



Service Type	Name	Logo
LRT & Hwy BRT	Metro	
Local, Limited, Express Bus	Metro Transit	
Arterial BRT		
Commuter Rail	Metro Transit Northstar	
Regional ADA	Metro Mobility	
Regional Dial-a-Ride	Transit Link	
Regional Vanpool	Metro Vanpool	

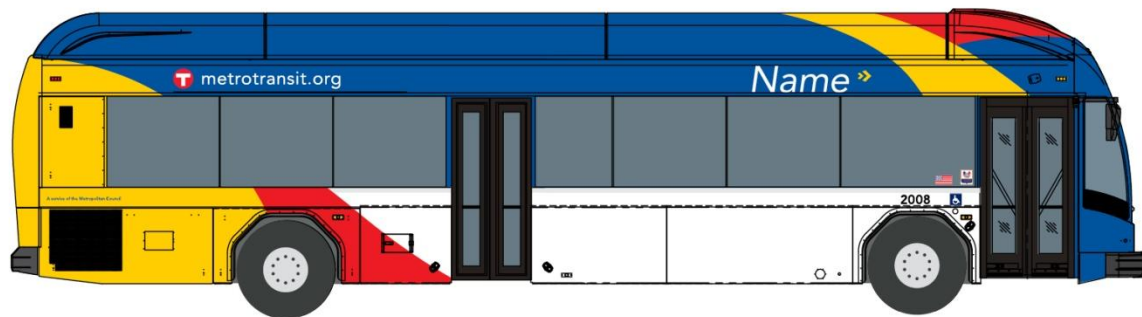
# Vehicle Design (will use both 40' & 60' bus)



METRO (Highway BRT)



Arterial BRT (will use mix of 40' and 60' buses)



Metro Transit Standard Bus



190 initial names

6 were tested in a public survey

- Connect
- Rapid
- Max
- Swift
- Select
- Move

4 underwent market testing

- Connect
- Rapid
- Max
- Swift

2 front-runners emerged

Rapid

Conveys *faster* brand promise

Connect

Does not convey faster brand promise. *Connect* already used for Metro Transit newsletter.

Additional market testing requested by stakeholders

Direct

Further research of 6 additional names conveying *speed*

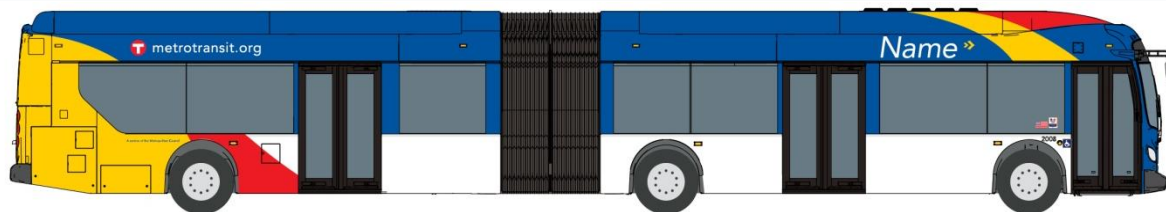
- Direct
- Dash
- Go
- Wave
- Zip
- Zoom

Concerns about confusion with METRO Red Line

Brand  
Position

Premium service within  MetroTransit brand

Vehicle  
Design



Line  
Identifiers

A Line, B Line, C Line

Station  
Names

Snelling Avenue & Randolph Avenue

System  
Brand Name

*Additional research underway*

- Project Committee Meetings
  - Monthly Snelling BRT Technical Advisory Committee (TAC)
  - Quarterly Snelling BRT Community Advisory Committee (CAC)
  - Quarterly System Policy Oversight Committee (SPOC)
- Open Houses
  - July 9, 5:30–7:30 p.m. at Hamline University
  - July 15, 5:00–7:00 p.m. at Hillcrest Recreation Center
  - July 17, 12:30–2:30 p.m. at Macalester College
- Incorporate branding into project communication
  - **Snelling BRT → A Line** planning & design
- Station & corridor design beginning **summer 2013**

More information:

[metrotransit.org/snelling-brt](https://metrotransit.org/snelling-brt)

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