



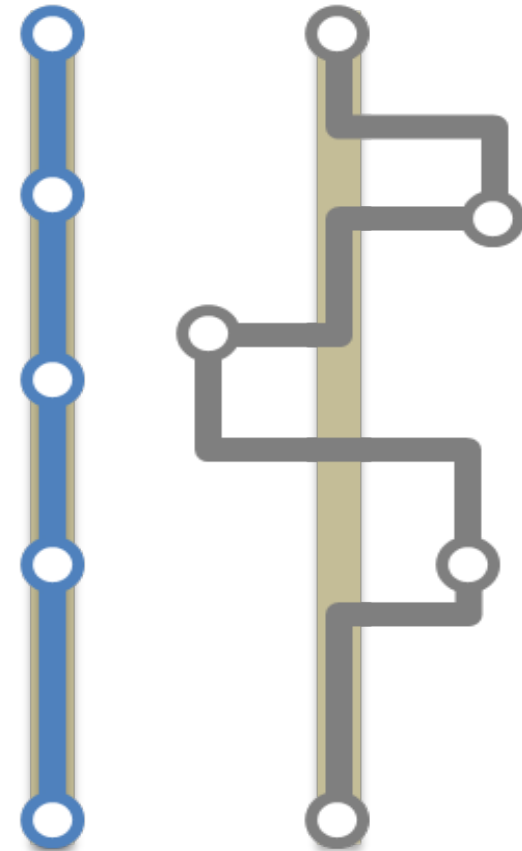
Metro Transit Service Improvement Plan Outreach and Engagement Update

Metropolitan Council Transportation Committee
May 12, 2014

Cyndi Harper
Manager of Route Planning

SIP Purpose

- Long-range **bus service expansion plan** that identifies system improvements that best achieve regional goals
- Engage stakeholders and the public in creating plan and reviewing draft plan
- Combine regional vision, transit planning principles and public input to create plan



SIP Development Process & Timeline

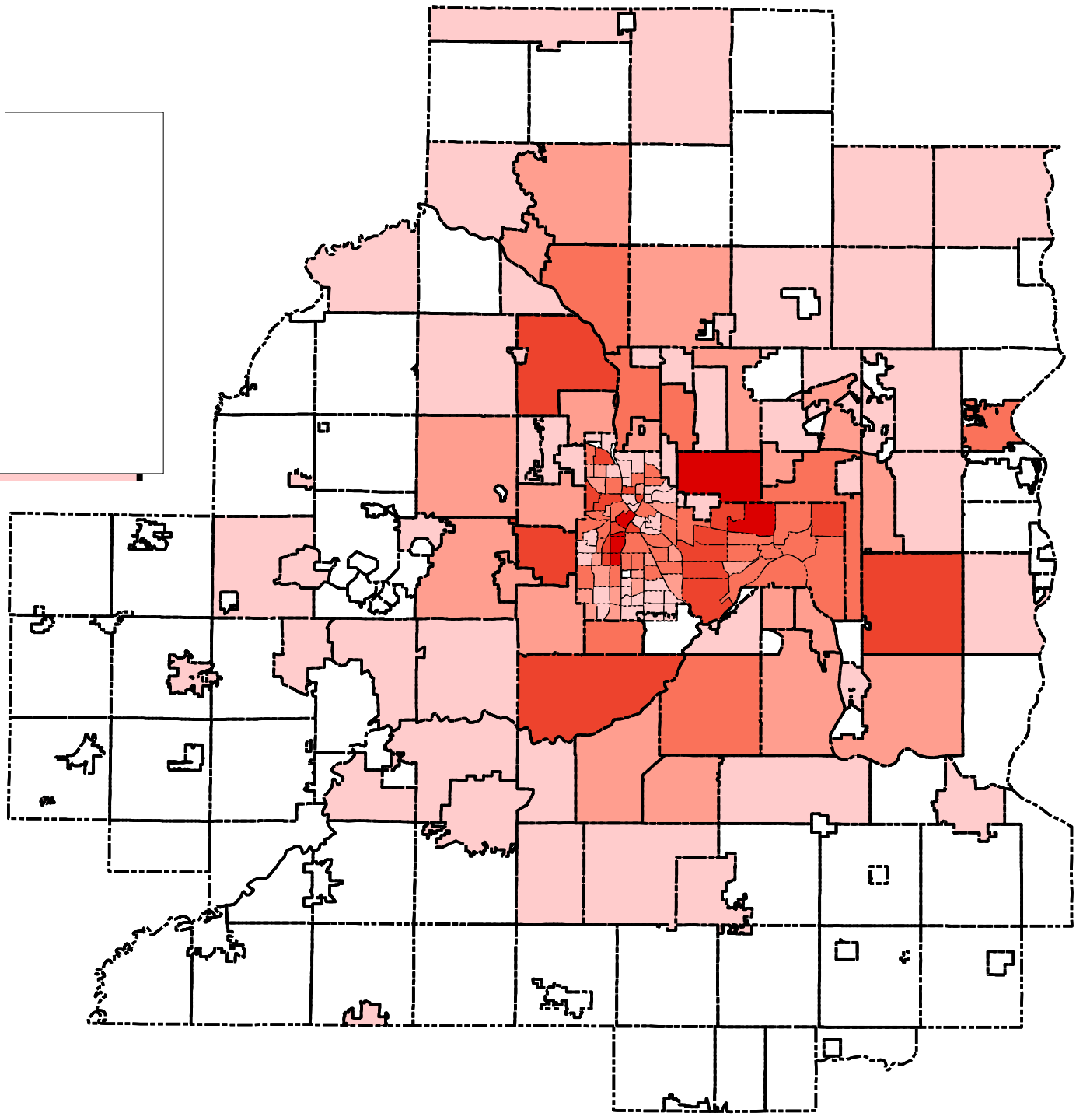
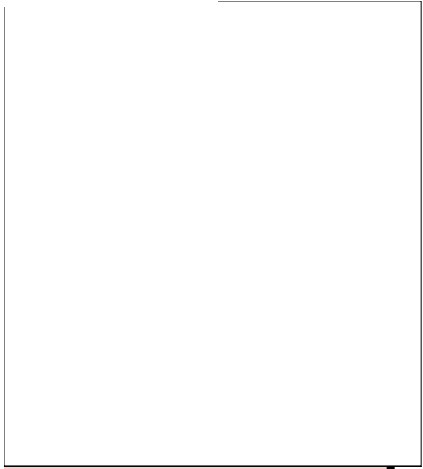
- Stakeholder Outreach Nov - Dec 2013
- Receive Public Input Dec - Feb 2014
- Review and Process Input Feb - Apr 2014
- Develop Draft SIP May - Aug 2014
- Public Review of Draft SIP Sep - Oct 2014
- Finalize SIP Nov 2014

We are here

Outreach and Engagement Approach

- Series of workshops for public agencies and community organizations
- Public survey available online and by paper
- Open November through February
- Monitored responses and focused on under-represented groups
- Received approximately 4,000 responses



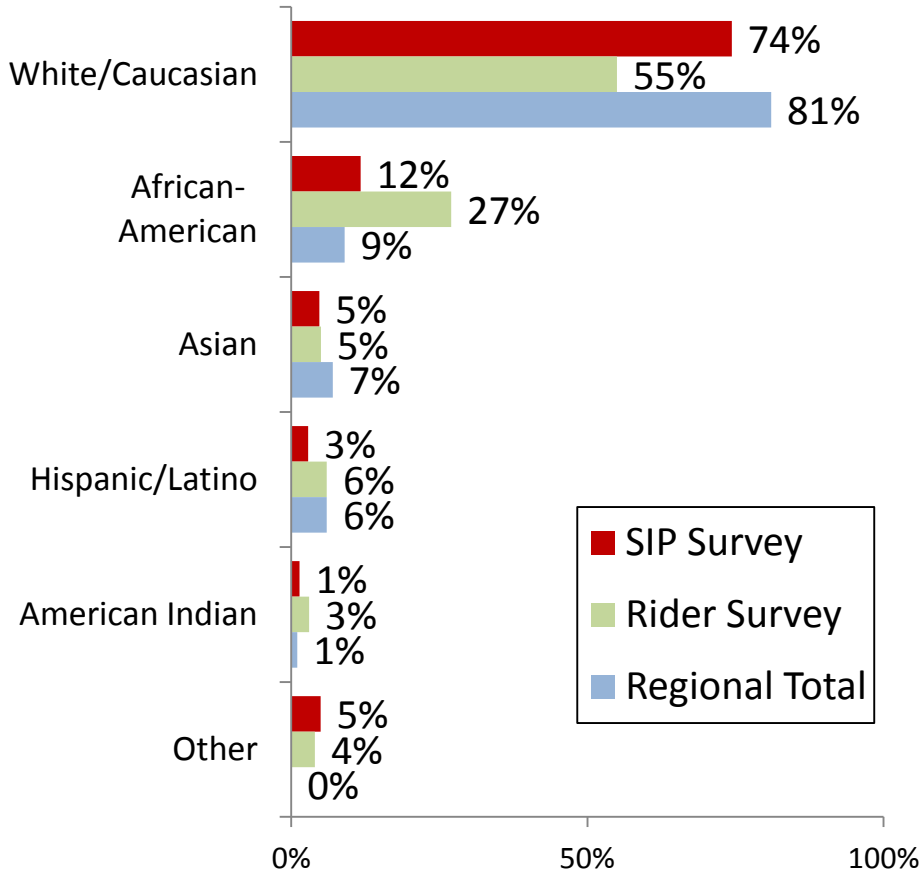


Survey Purpose

- Inform the development and evaluation of proposed service improvements.
- Three types of information:
 - **Origin-destination** information and **specific suggestions** for improvements
 - Current **transit usage/behavior** and what would encourage people to use transit more often
 - **Goals and priorities** for what the transit system should accomplish – how should we address trade-offs?

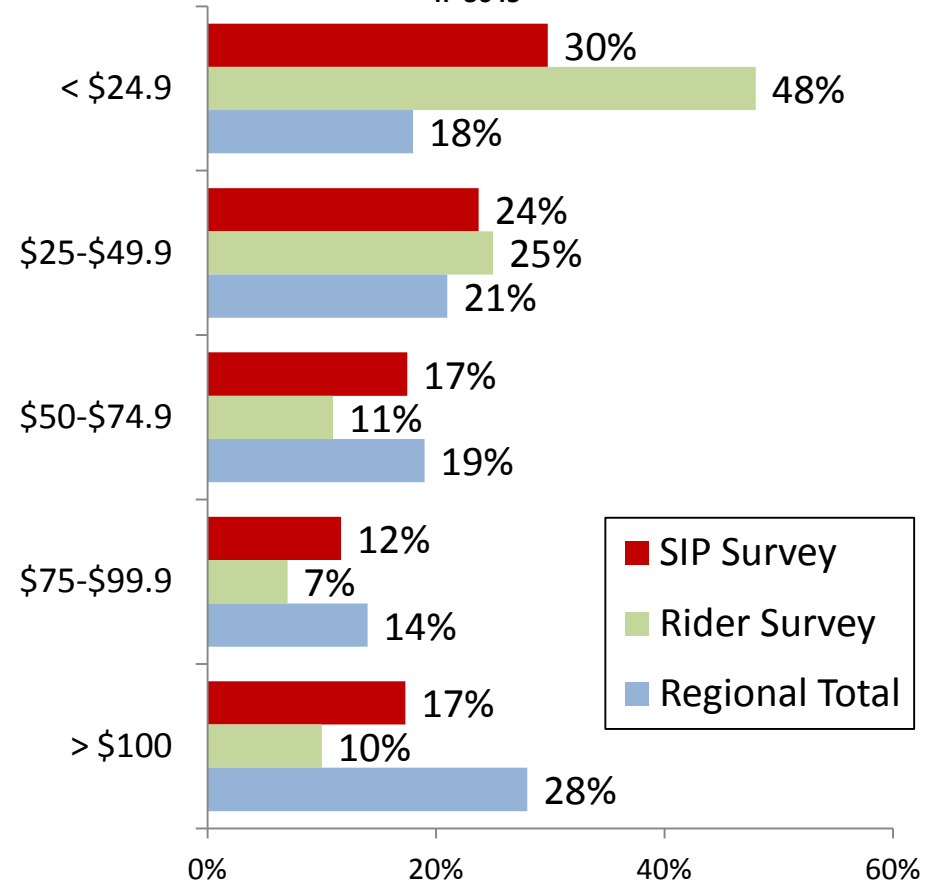
Race or Ethnicity

n=3782



HH Income (\$000s)

n=3645

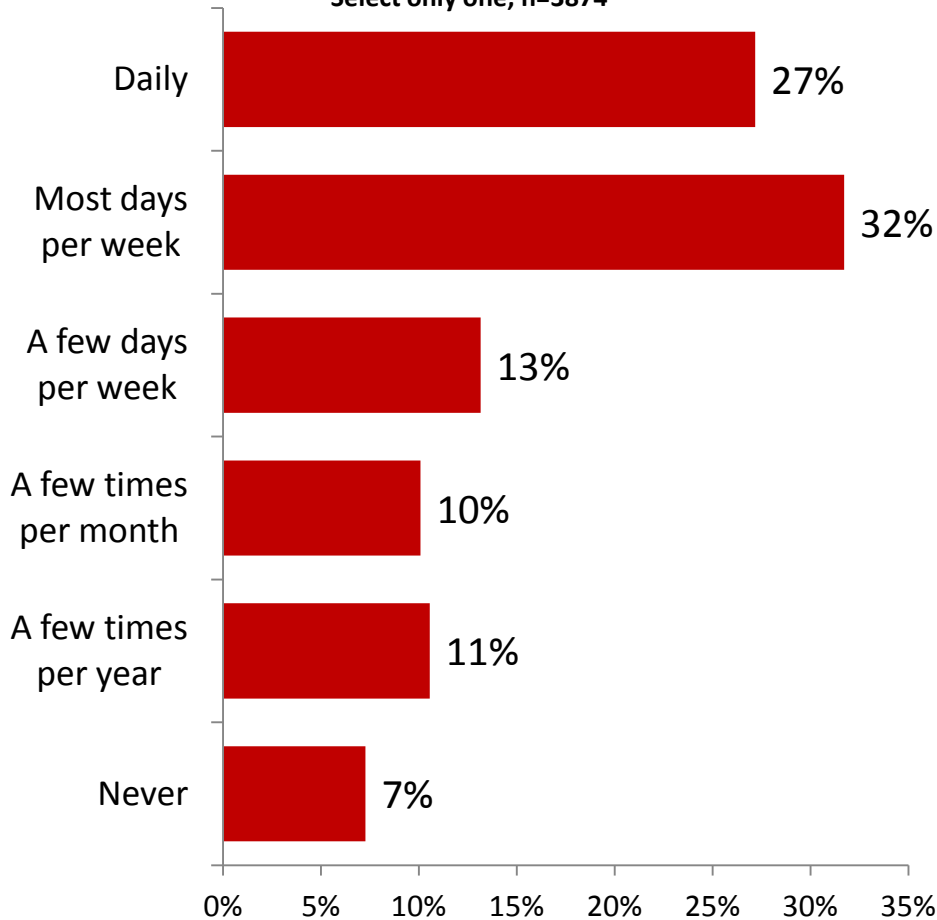


Data from 2012 Metro Transit Rider Survey and 2010 U.S Census



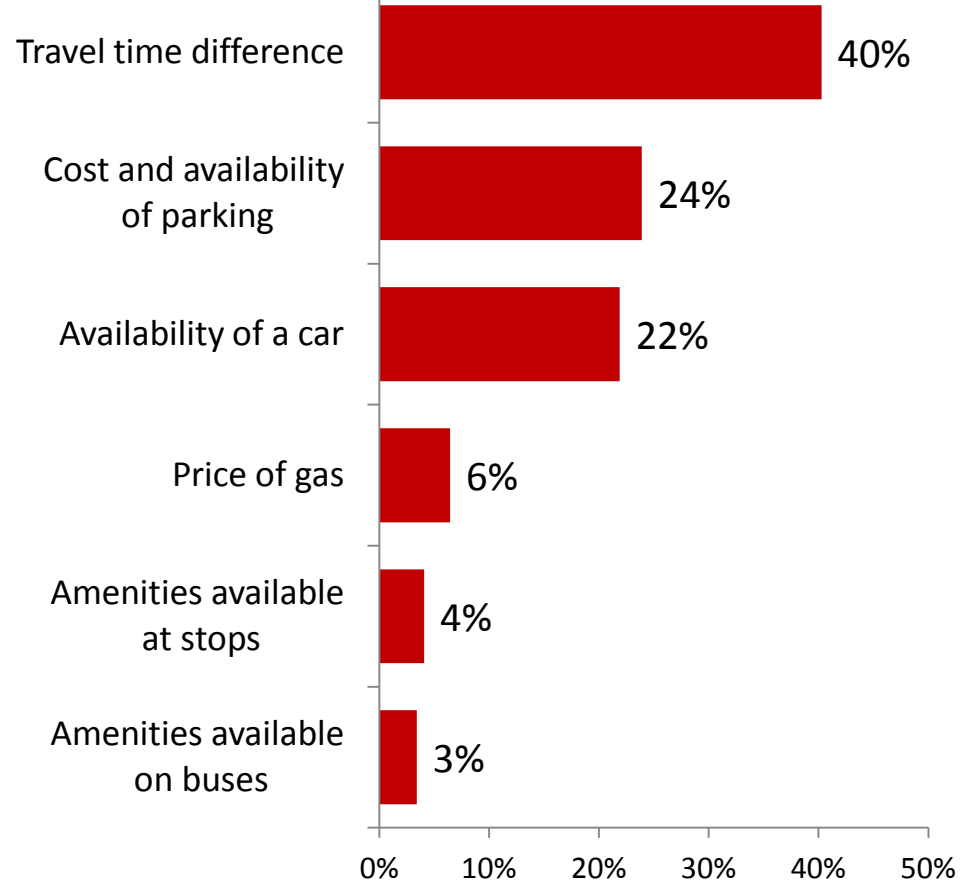
How often do you ride transit?

Select only one; n=3874



What most influences your decision to ride?

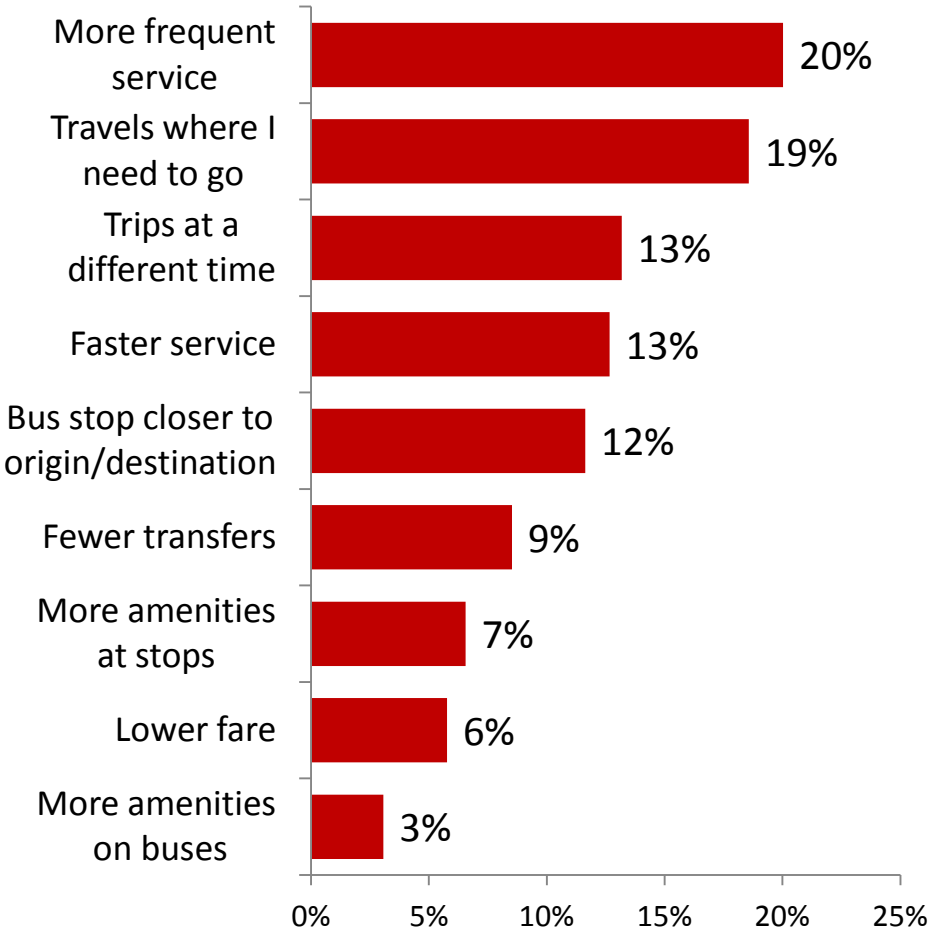
Select only one; n=3459





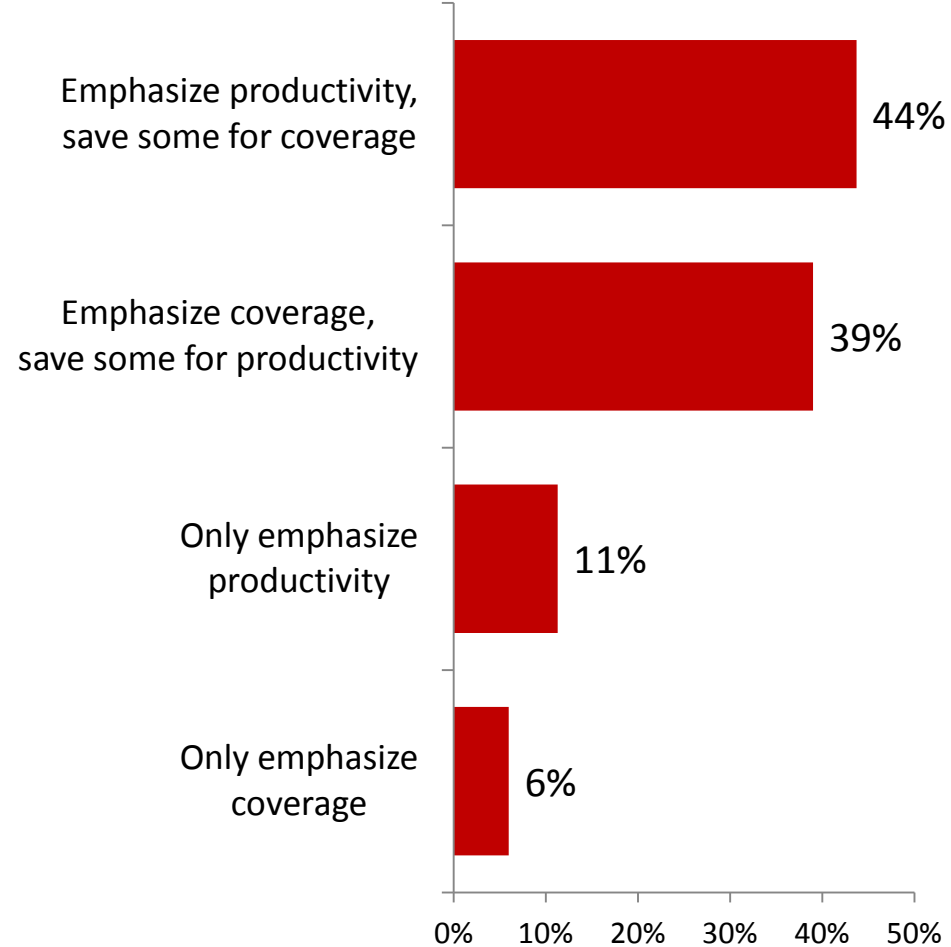
What would make you ride more often?

Select up to three; n=9022



Select the statement you most agree with:

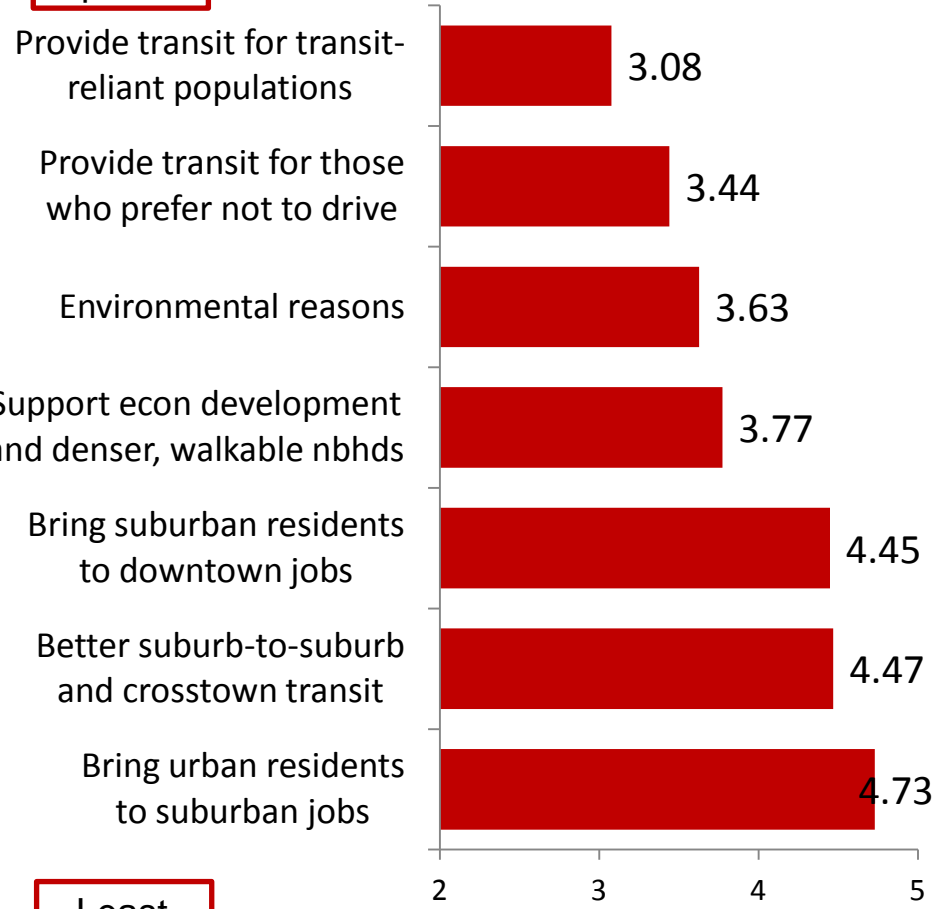
Select only one; n=3641





**Please rank in order of importance
(1=most important)**

Most Important

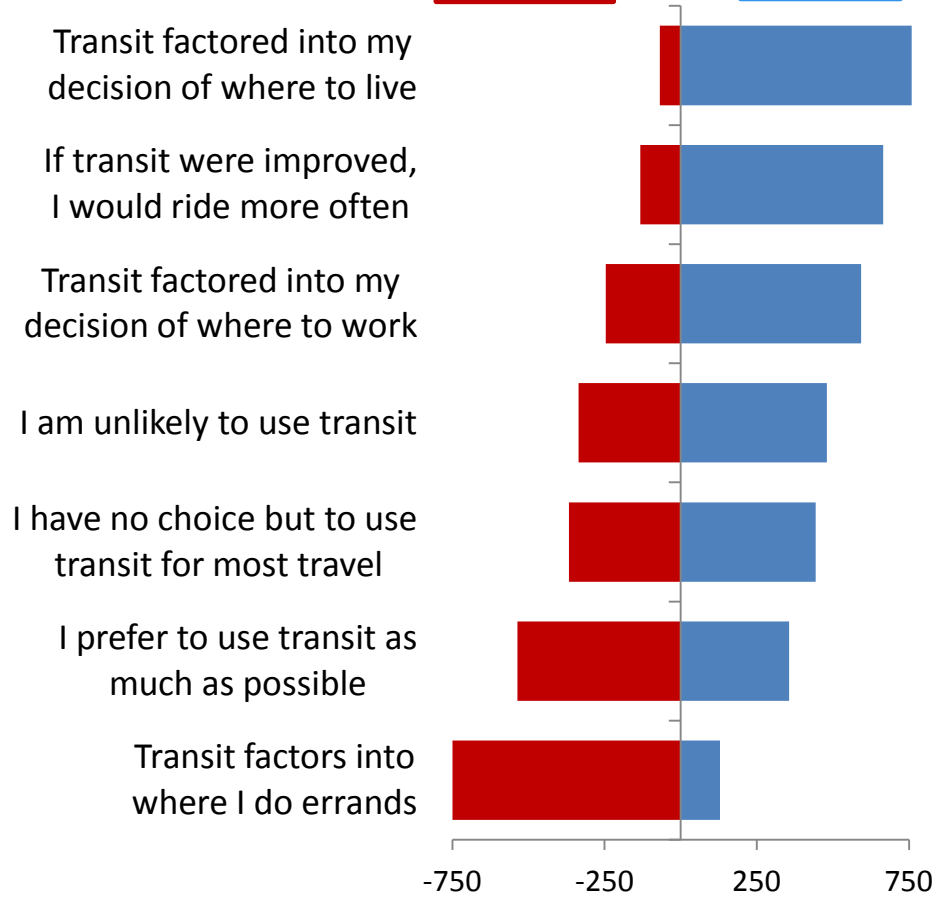


Least Important

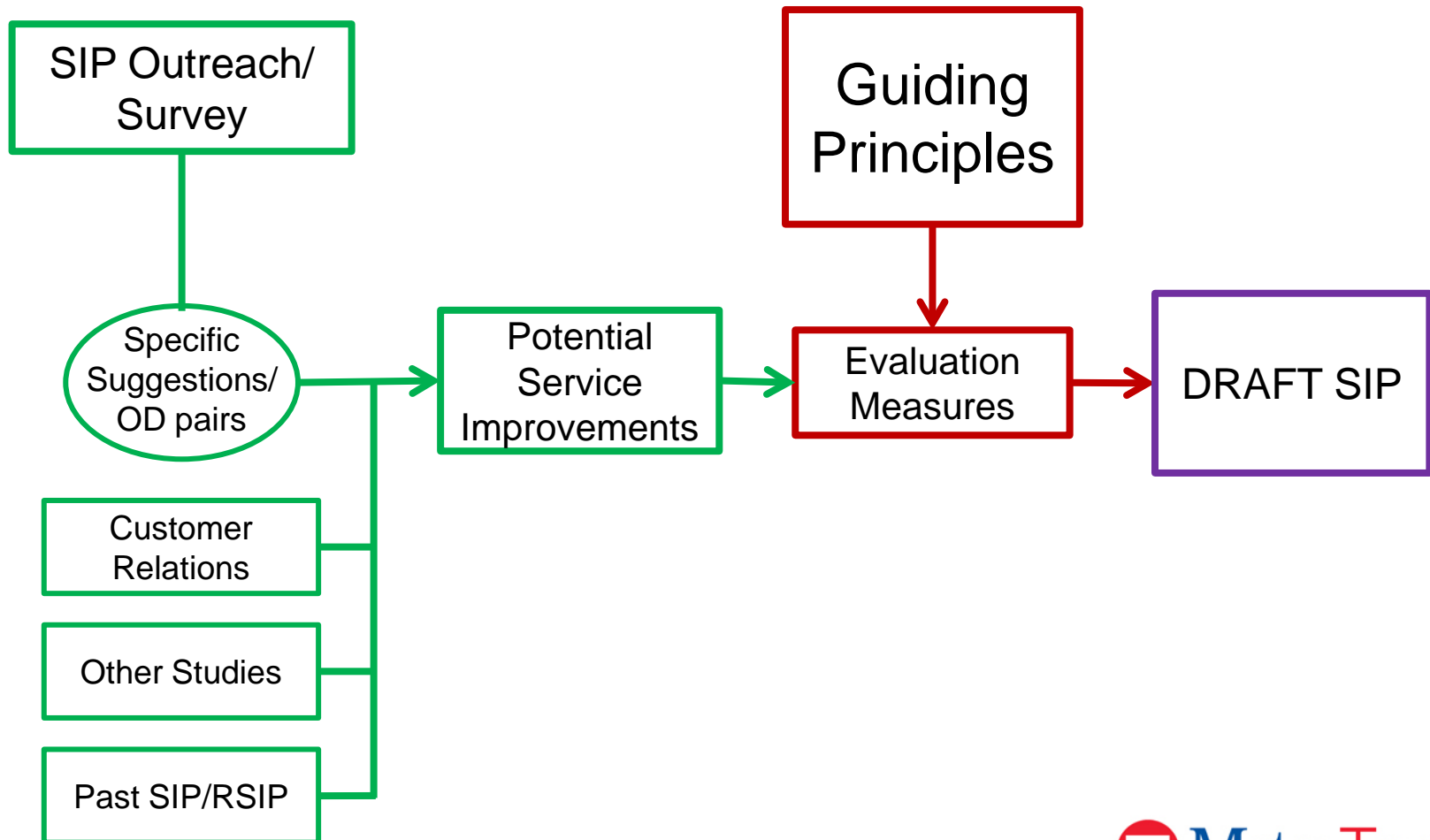
Please rank your level of agreement with each statement

Disagree

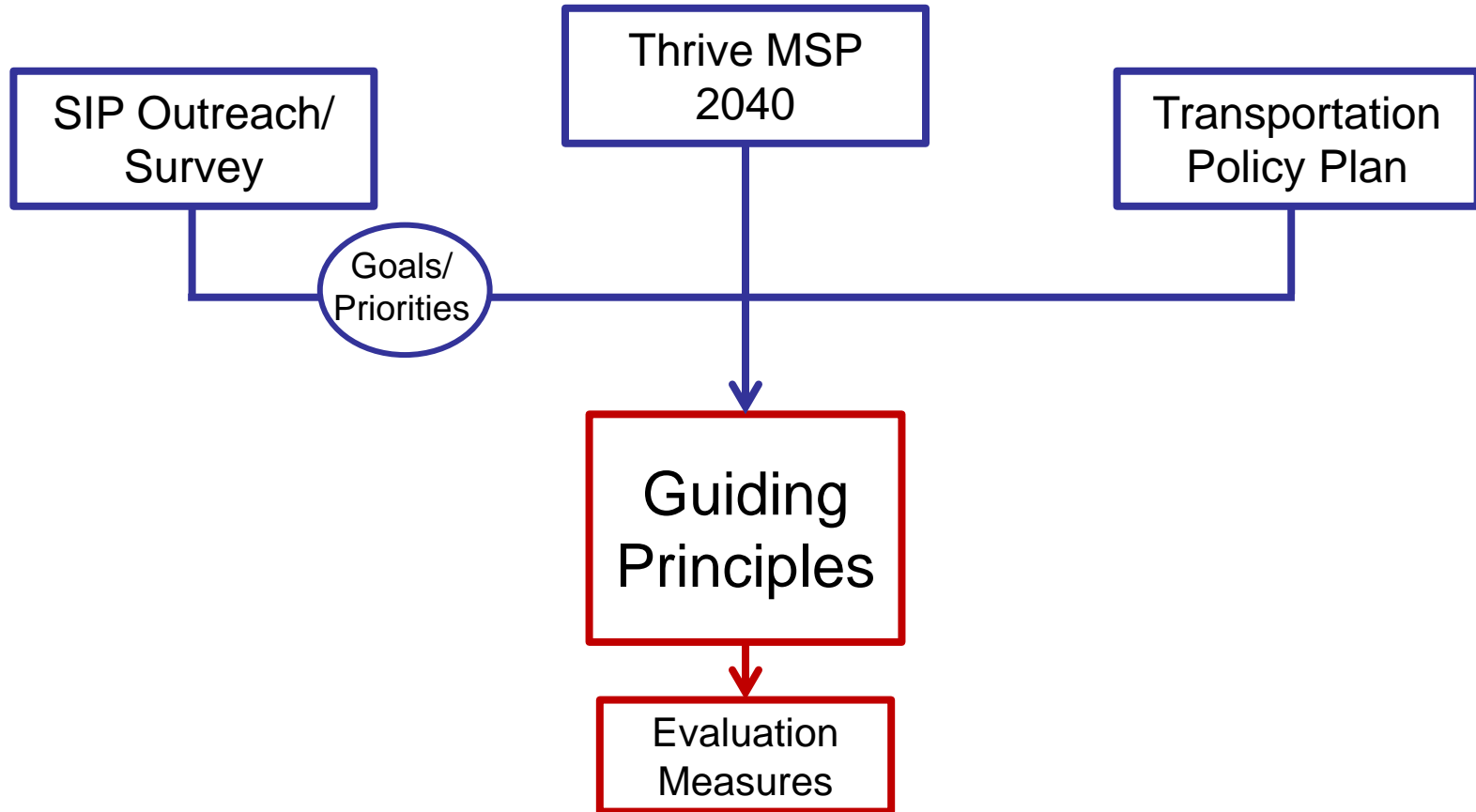
Agree



Input to Guiding Principles



Input to Guiding Principles



Input to Guiding Principles

SIP Outreach/
Survey

Goals/
Priorities

Summary:

Improve service on the core network and supporting routes by increasing frequency and span of service

Focus on service improvements that can reduce overall travel times by transit

Increase service coverage in a systematic way, concentrating on where transit service can be productive

Expand options for those who cannot drive and enable a car-free or car-light lifestyle

Input to Guiding Principles

Thrive MSP
2040

Examples Include:

Prioritize transit investments where transit-supportive infrastructure already exists or is planned to exist

Expand geographic coverage in areas with local commitment to transit supportive development

Invest in transit to expand transportation options, particularly to connect workers to jobs throughout the region

Use transit resources to help create and preserve racially-integrated, mixed-income neighborhoods

Input to Guiding Principles

Examples Include:

Operate the regional transportation system efficiently and cost-effectively

Increase the availability of multimodal travel options in congested corridors

Improve transit travel time reliability and predictability

Improve multimodal access to regional economic centers and regional growth areas

Transportation
Policy Plan

Draft Guiding Principles

- Maximize ridership growth
- Emphasize high productivity/low-subsidy projects
- Provide faster travel time
- Enhance connectivity of transit system
- Support transit-friendly land use and design
- Expand service for off-peak trip purposes
- Improve transit equitably

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