

# Bus Stop Enhancements: Transit Information and Ladders of Opportunity

## Creating a Better Customer Experience at the Bus Stop

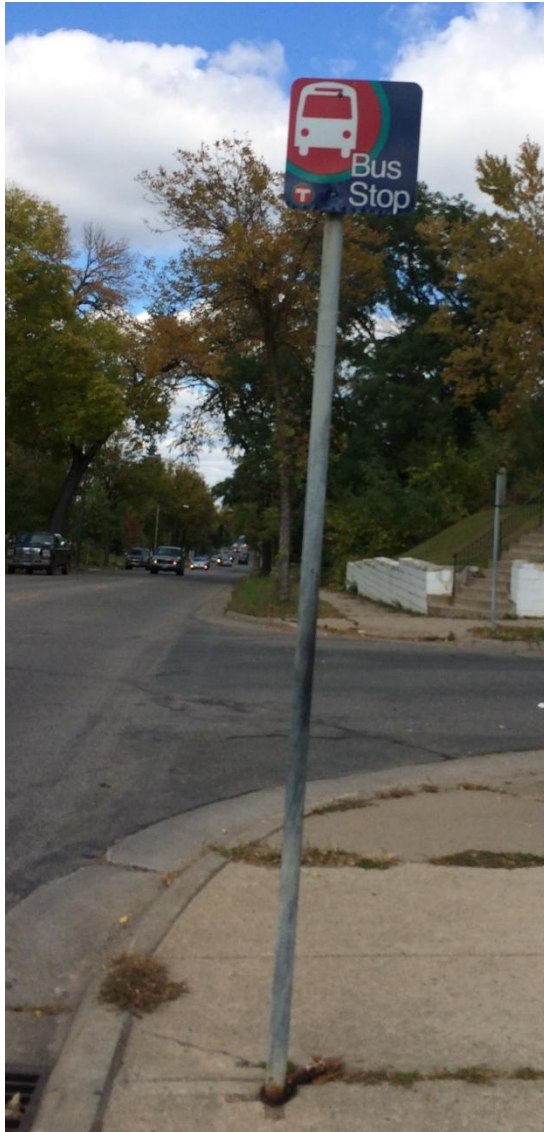
October 27, 2014

Marilyn Porter  
Director  
Engineering and Facilities

Laura Matson  
Coordinator  
Transit Information Services

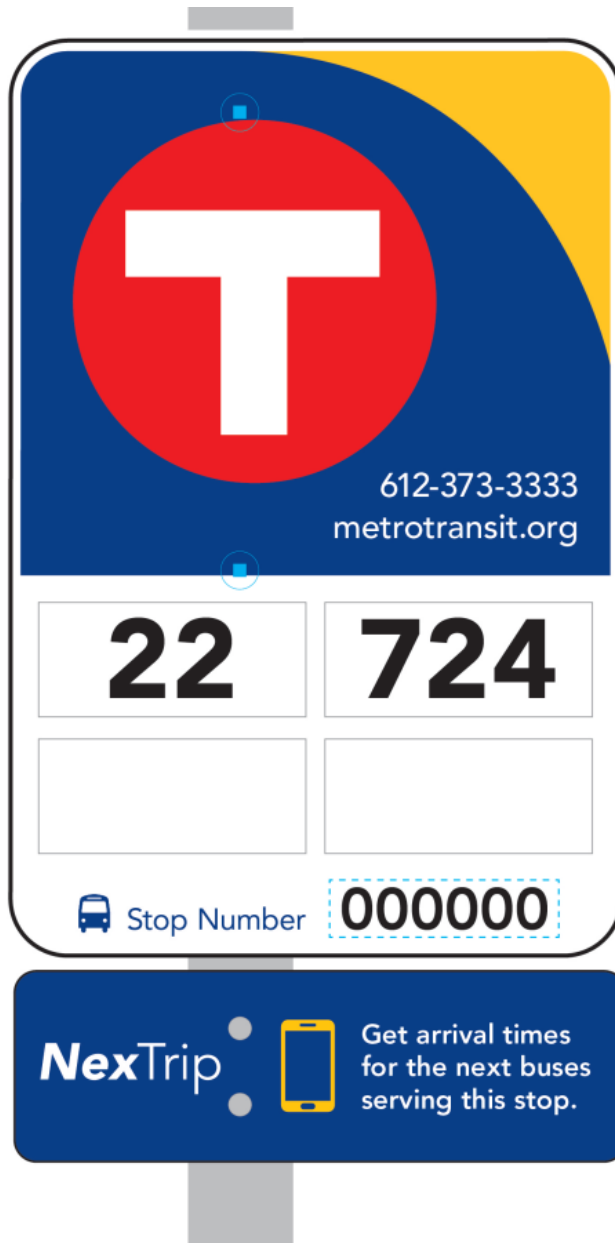
Berry Farrington  
Planner  
Engineering and Facilities





## *Guidelines for Transit Information at Bus Stops* – system-wide standards

Pilot test new signage in North  
Minneapolis and Brooklyn Park  
starting December 2014



- Additional Information:
  - Phone + Website
  - Routes serving the stop
  - Stop Number
  - NexTrip** instructions

# Tier 2: Higher Boarding, Stand-alone Stops



# 22

## Frequent Local

to south Minneapolis via downtown Minneapolis

	BUS FREQUENCY					Approximate times between buses.
	Early morning	Rush hours 6-9 am	Midday	Rush hours 3-6:30pm	Evening	
Weekdays	30 min.	11-15 min.	20 min.	11-15 min.	20-30 min.	
Saturdays	20 min.					
Sundays & Holidays	30 min.					

## • Additional Information:

- Phone + Website
- Stop Number
- NexTrip instructions
- Route Info.
  - Destination
  - Frequency
  - Map

# Tier 3: Customer Waiting Shelters



## TRANSIT INFORMATION

Stop Number: **440928** | You are at 7th St. and 4th Ave. S

### 22

Northbound to Minneapolis

**Monday – Friday** (hour times omitted)

**Saturday**

**Sunday/Holiday**

No service

### 24

Northbound to Minneapolis

**Monday – Friday** (hour times omitted)

**Saturday**

**Sunday/Holiday**

No service

### 724

Northbound to Brooklyn Center

**Monday – Friday** (hour times omitted)

**Saturday**

**Sunday/Holiday**

No service

### 55

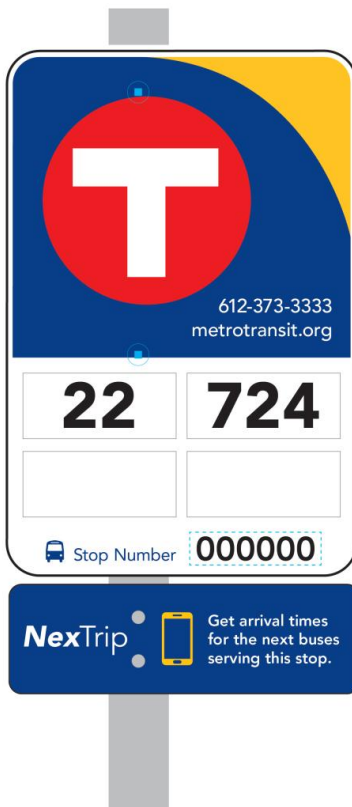
Northbound to New Hope

**Monday – Friday** (hour times omitted)

**Saturday**

**Sunday/Holiday**

No service



- New bus stop sign and route numbers
- Within the shelter:
  - Route descriptions
  - Maps
  - Route Schedules
  - NexTrip Instructions
  - Fare Information

**NexTrip**

THIS IS STOP NUMBER

**000000**

Get arrival times for the next buses serving this stop.

- TEXT: [612-373-3333](sms:6123733333) to 41111
- VISIT: [metrotransit.org](http://metrotransit.org) (Click the 'T' under Stop Number 000000)
- CALL: 612-373-3333 (Press 1 for 'Next Stop' then enter 000000)
- SCAN

Standard Fare	Transfer	Peak Hours
Local Bus & METRO	\$ 1.75	\$ 2.25
Express Bus	\$ 2.25	\$ 3.00
Destination Zone	\$ 1.50	\$ 2.00

**Reduced Fares**

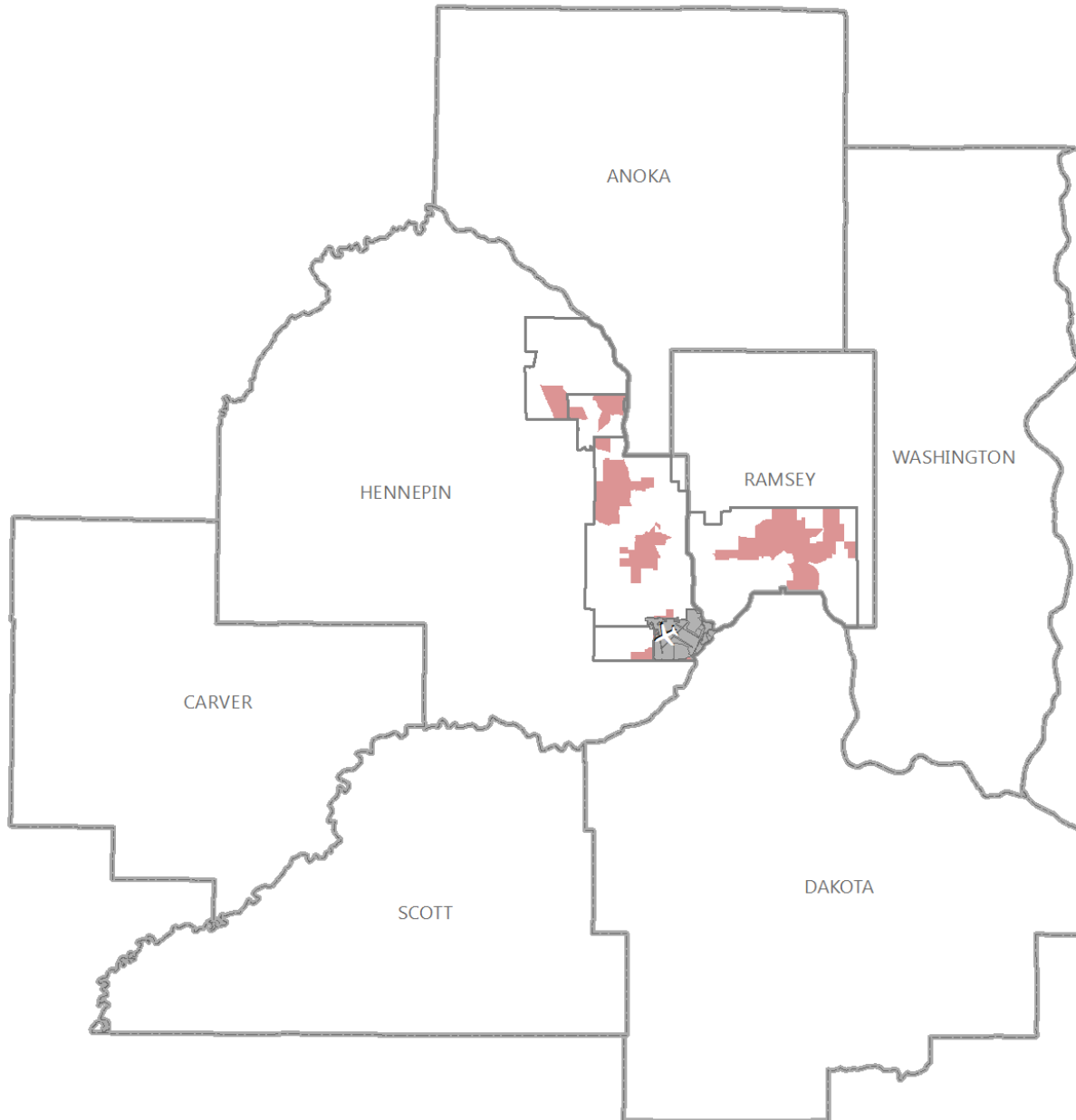
Health & ID	\$ 1.25	Student & Senior
Senior 65+	\$ 1.00	Senior 65+ with ID
Reduced and Disabled	\$ 1.00	Reduced and Disabled
Persons with disabilities	\$ 1.25	\$ 1.75
Children 6 and Under	\$ 0.50	Children 6 and Under

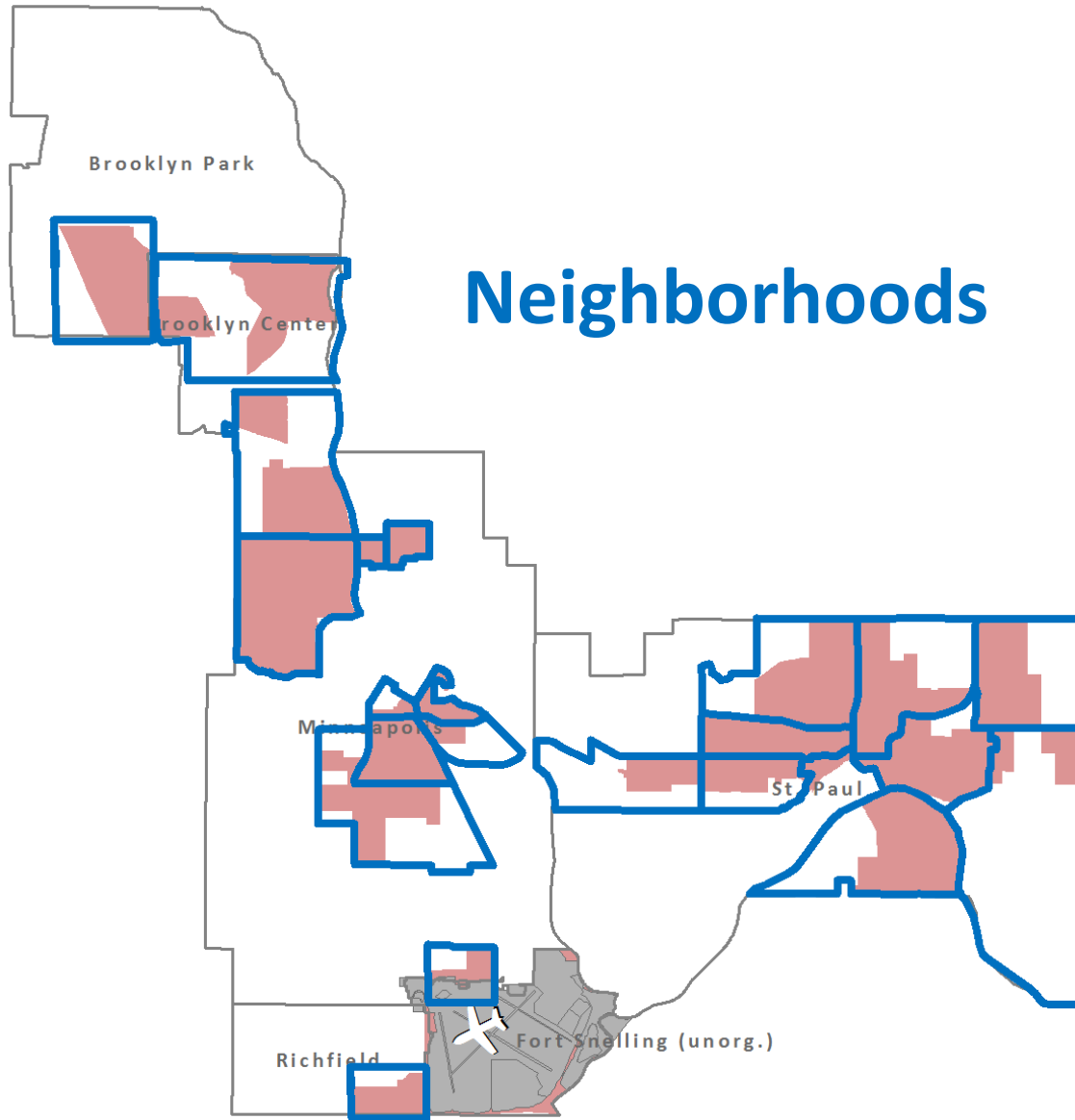
## Purpose & Goals:

- Create quality waiting facilities at bus stops to enhance access to employment, education and services.
  - New passenger waiting shelters
  - Improved transit information
  - Lighting for shelters
  - In some cases, radiant heat in shelters
  - Pedestrian & accessibility connections
- Focus improvements to serve people living in areas of racially concentrated poverty
- Engage communities on questions of regional transit equity



## Racially Concentrated Areas of Poverty





## Neighborhoods

### Minneapolis

Webber-Camden, Folwell, McKinley, Holland, Jordan, Hawthorne, Willard-Hay, Near North, Harrison, Elliot Park, Whittier, Lyndale, Central, Corcoran, Bryant, Phillips, Powderhorn, Cedar-Riverside, Bossen Terrace

### Saint Paul

Payne-Phalen, Greater East Side, Dayton's Bluff, Frogtown, North End, Summit-University

### Brooklyn Park

### Brooklyn Center

### Richfield



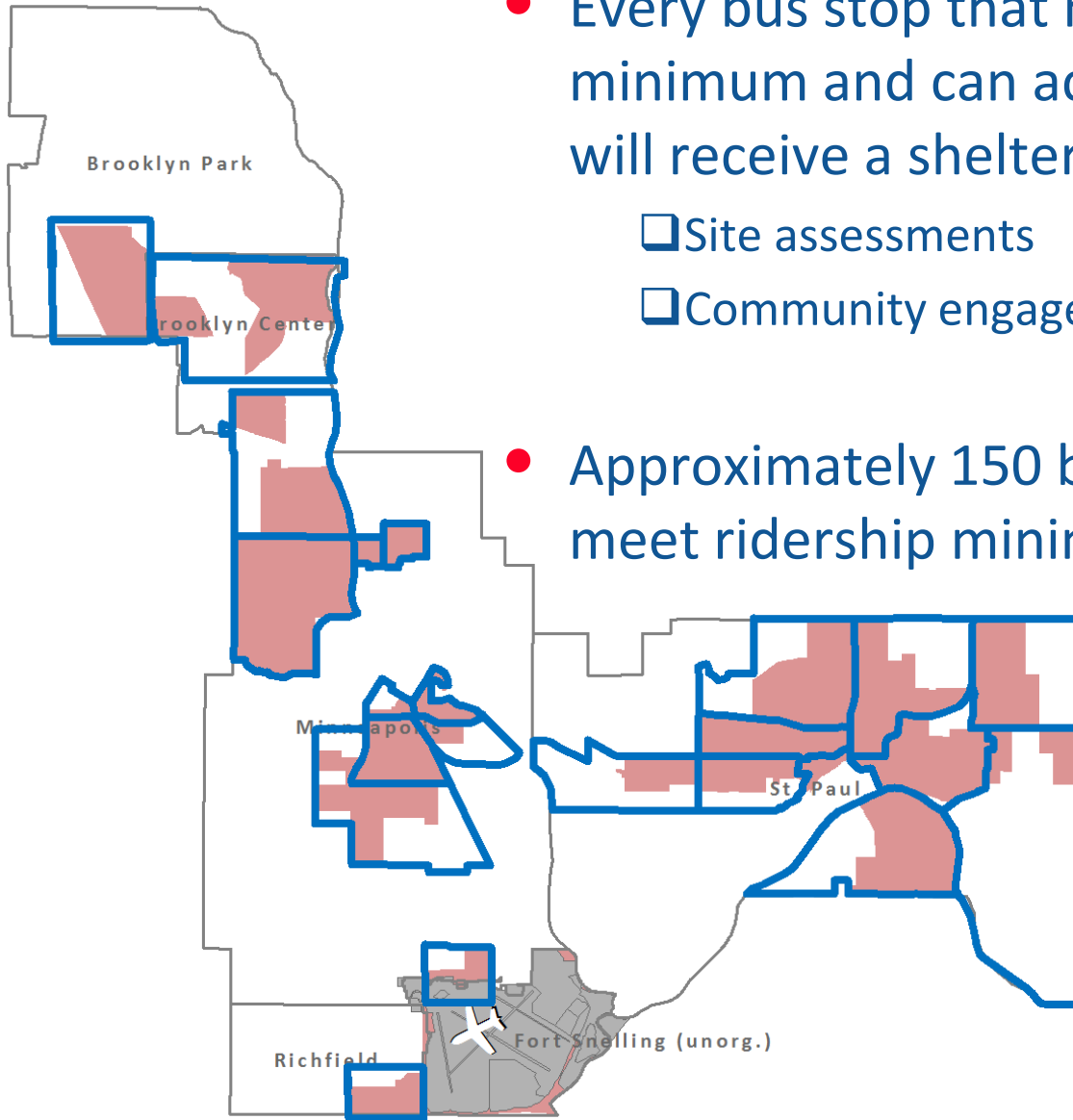
# Areas of Focus for Bus Stop Improvements



- Every bus stop that meets the ridership minimum and can accommodate a shelter, will receive a shelter.

- Site assessments
- Community engagement

- Approximately 150 bus stops in focus areas meet ridership minimums for a shelter





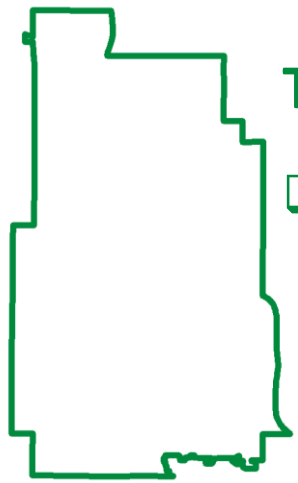
## Neighborhoods of Focus

- ❑ 150 Shelters at NEW Locations
- ❑ Enhancement of 75 Existing Shelters
- ❑ Shelters to include:
  - Improved transit information
  - Light wherever possible
  - Heat in some cases
- ❑ Pedestrian access improvements in some locations



## Throughout Minneapolis

- ❑ 75-100 Replacement Shelters
  - Shelters acquired from CBS Outdoors





## Ladders of Opportunity Shelters and Enhancements

Task	2014			2015											
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Government Approvals		█	█	█	█	█	█								
Site Assessment & Design			█	█	█	█	█	█	█	█	█	█			
Community Engagement				█	█	█	█	█	█	█	█	█	█	█	█
Easements					█	█	█	█	█	█	█	█	█	█	
Shelter Delivery							▲		▲		▲			▲	
Install Shelters & Enhancements	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█





# Thank You

Marilyn Porter  
Director  
Engineering and Facilities

(612) 349 -7689

Laura Matson  
Coordinator  
Transit Information Services

Berry Farrington  
Planner  
Engineering and Facilities