

Metro Transit Service Improvement Plan Project Draft Plan Informational Item

Transportation Committee
September 17, 2014

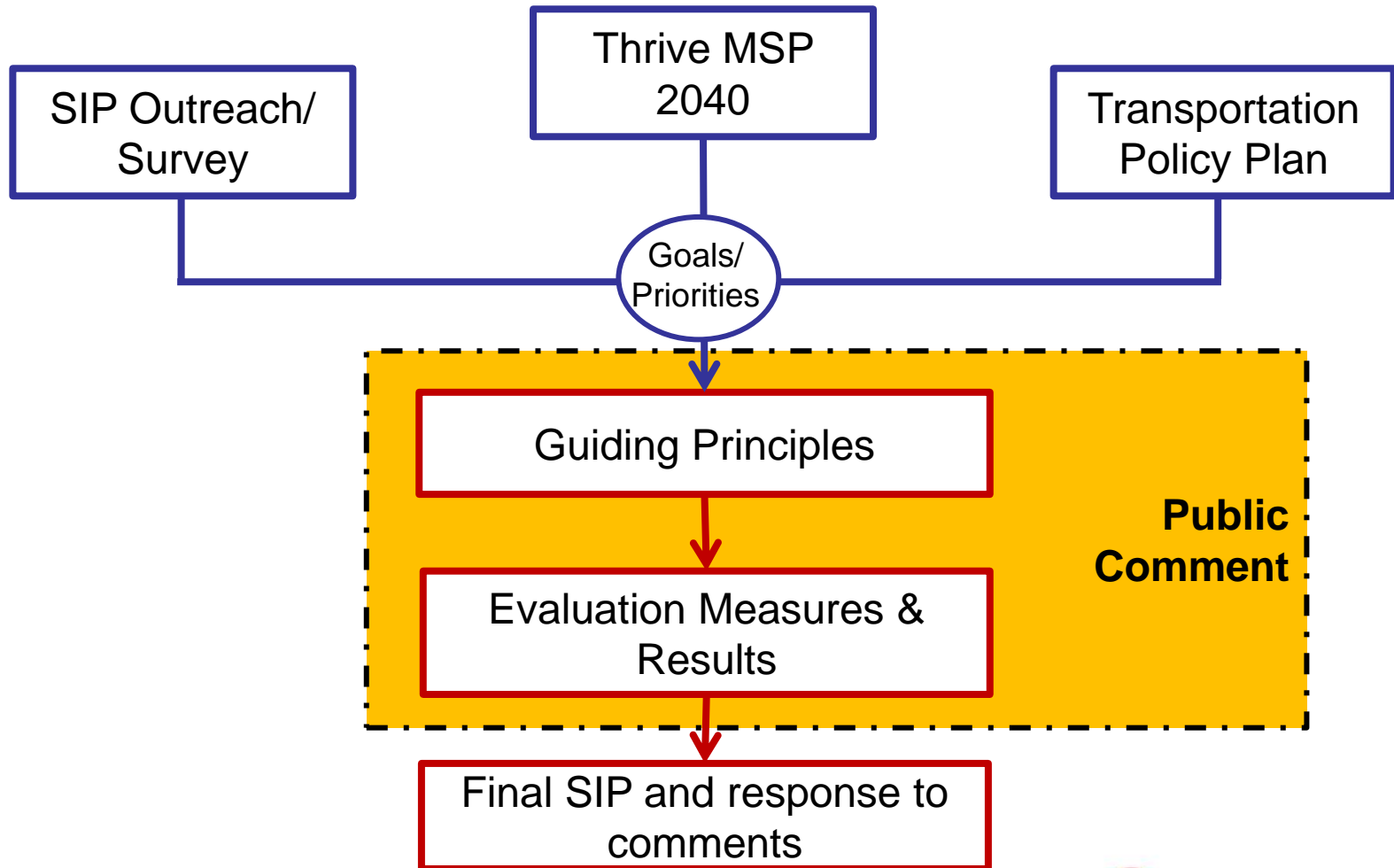
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What is the Service Improvement Plan (SIP)?

- Long-range **local and express bus service expansion plan**
- Identifies bus service improvements that best achieve regional goals
- Prioritized list of bus service investment opportunities
- Informs 2015 legislative program, Regional SIP, and other funding opportunities

SIP Development Process



Early Outreach and Engagement

- Winter 2013-2014
 - Agency and community organization workshops
 - Public survey with 4,000 responses (paper and online)
 - Included input from under-represented groups
- 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?

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 and non-work trip purposes
- Improve transit equitably

Project Identification Methodology

- Survey, including origin-destination patterns
- Feedback from other recent projects
- Customer Relations requests
- Staff ideas, including Transit Information Center input

SIP Evaluation Measures

- **Productivity** factors demonstrate the market potential of service improvements using land use and density factors (50% weight)
- **Social equity** factors evaluate how well improvements serve low-income and minority populations (25% weight)
- **System connectivity** indicators establish how well projects improve connections and service throughout the Metro Transit service area (25% weight)

Productivity-Based Measures

- Population within $\frac{1}{4}$ mile of a bus stop or within a park and ride's travelshed
- Existing jobs within $\frac{1}{4}$ mile of bus stop
- Educational institutions served (Thrive MSP 2040)
- Regional job concentration areas served (Thrive MSP 2040)
- Riders per in-service hour
- Subsidy per passenger and per passenger/express mile
- Intersection density

Social Equity-Based Measures

- Number of entry-level jobs within $\frac{1}{4}$ mile of bus stops
- Routes serving
 - Low-income populations
 - Minority populations
 - Disabled populations
- Rate of auto ownership per person (age 16 and older)

System Connectivity-Based Measures

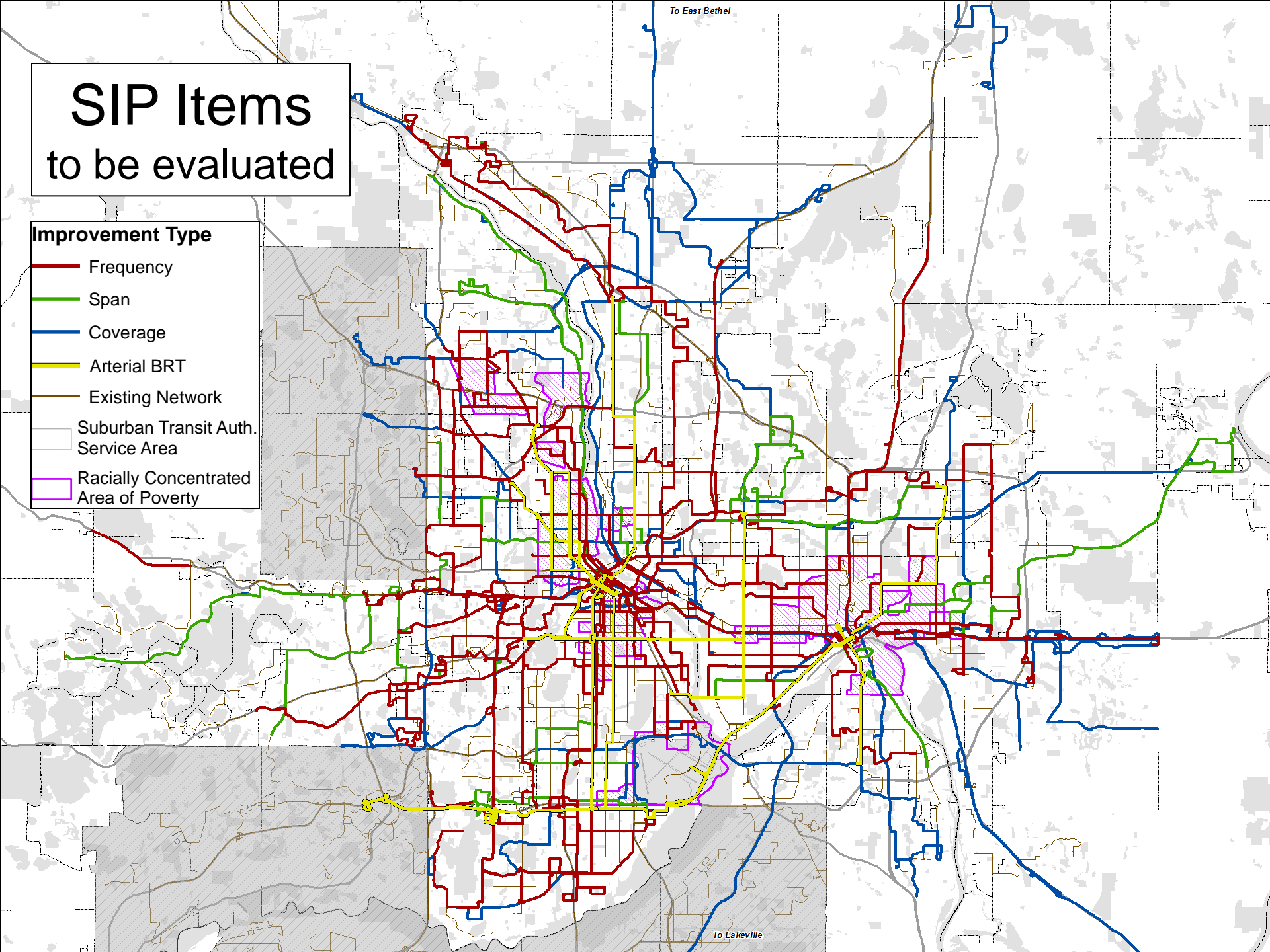
- Number of intersecting routes
- Newly served population within $\frac{1}{4}$ mile of bus stop or within a park and ride's travelshed (new or extended routes only)
- Number of key destinations served
- Off-peak, span of service and/or reverse commute improvement

Types of Service Improvements

- Preservation/maintenance or expansion
- Implementation phases: 2015-2017, 2018-2020, 2021-2030
- Coverage, span of service, frequency, faster travel time, reverse commute
- Prioritized as high, medium, or low
- Approach to transitways
 - Local, express bus routes supporting LRT or BRT
 - Arterial BRT service included but not ranked

SIP Items to be evaluated

- Improvement Type**
- Frequency
 - Span
 - Coverage
 - Arterial BRT
 - Existing Network
 - Suburban Transit Auth. Service Area
 - Racially Concentrated Area of Poverty



SIP Development Process & Timeline

- Initial stakeholder outreach Nov - Dec 2013
- Phase I public input Dec - Feb 2014
- Review and process input Feb - Apr 2014
- Develop draft SIP May - Oct 2014
 - Council member briefings
 - 10/13 Business Item to release draft SIP for public comment
- Review draft SIP Nov 2014
 - Public comment period
 - Title VI service equity review
 - Facility and operating implications
- Refine and finalize SIP First quarter 2015

We are here

November Public Comment Period

- How to learn about the proposed improvements
 - Project web site, including materials in alternate languages
 - Community meetings and public hearing
 - Public information: Libraries, You Tube, social media, Connect, press release, brochures, promotion on buses
 - Outreach with community-based organizations
 - Request information by contacting Cyndi Harper, Project Manager or Jill Hentges, Community Outreach Coordinator
- How to comment
 - Verbal: attend a meeting, voice-mail
 - Written: e-mail, postage-paid comment card, US Mail

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