

2016 Hi Frequency Network



- Grow ridership and improve attractiveness of service
- Bus or LRT
- Speed & reliability
- Frequency late night and weekends



HI-FREQUENCY PROMISE

Service every 15 minutes (or better)

Weekdays: 6 a.m. to 7 p.m.

Saturdays: 9 a.m. to 6 p.m.

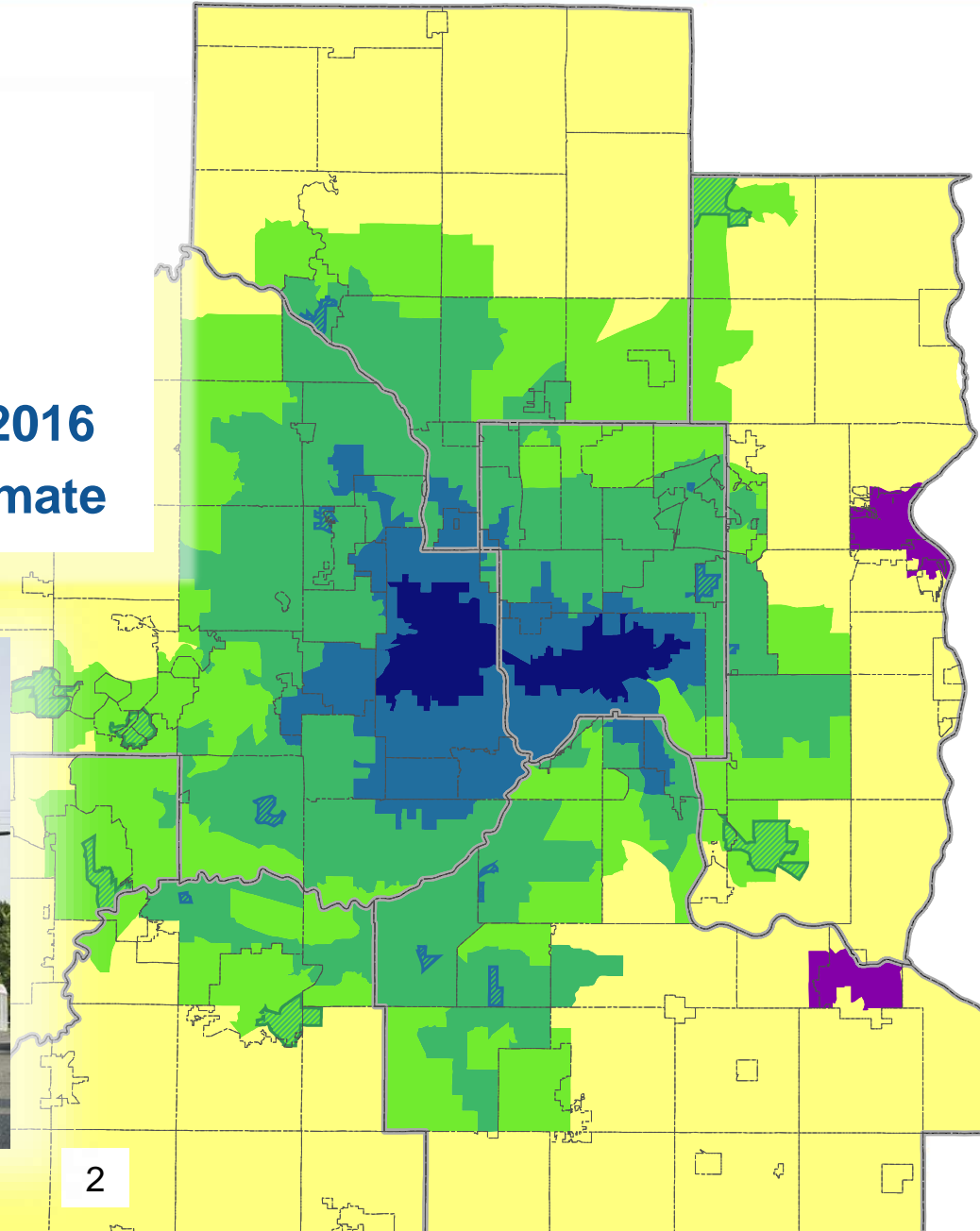
- Transit quality of life
 - customer convenience, safety
- Permanence
- Encourage corridor investment



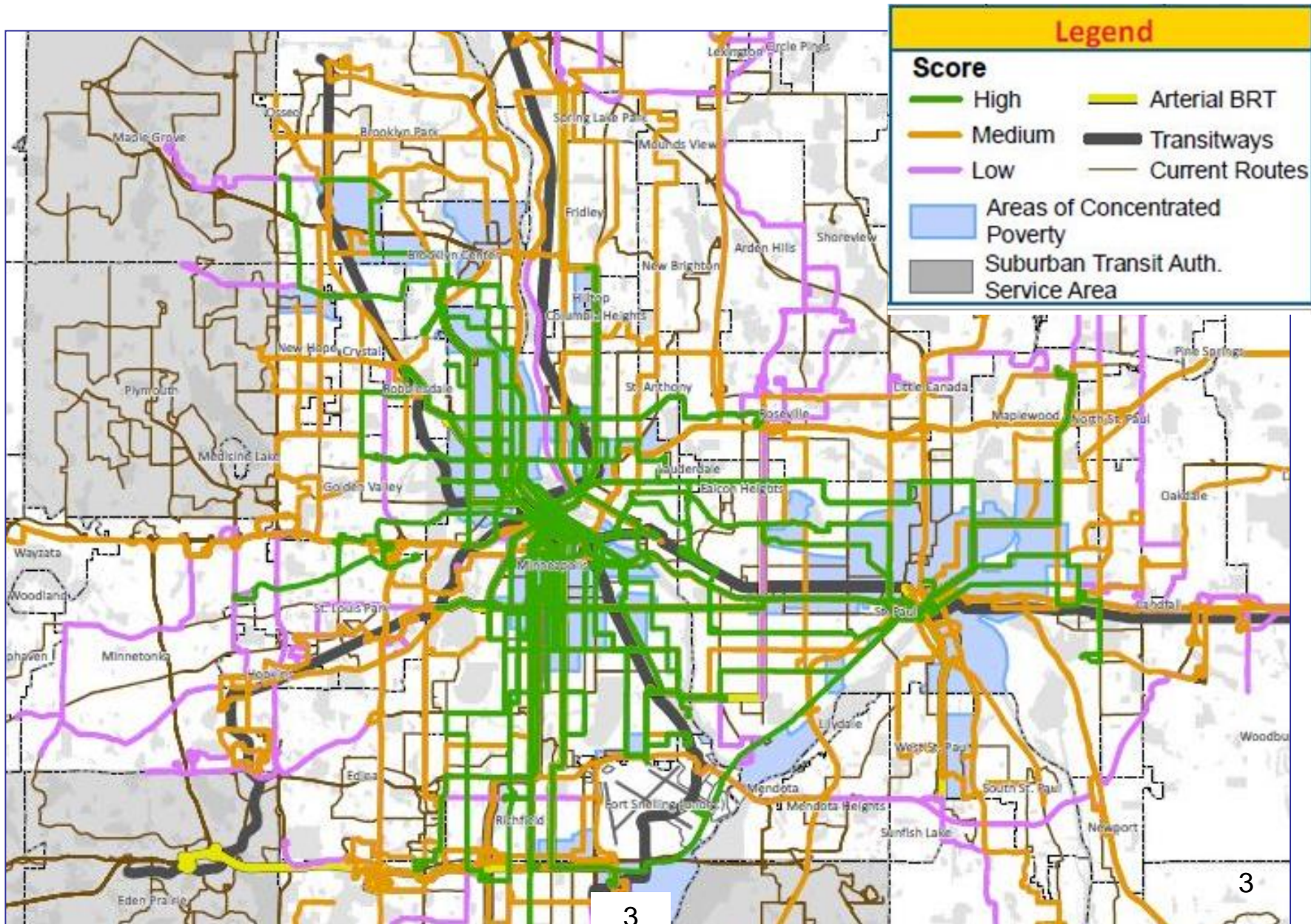
Transit Market Strength



- Density factor
 - Population, Employment
 - Intersections
- Auto ownership
- **15 routes improved across 2016**
- **Net 100,000 ride annual estimate**



2030 Bus Service Improvement Plan

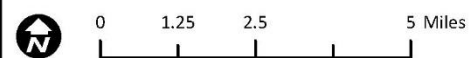
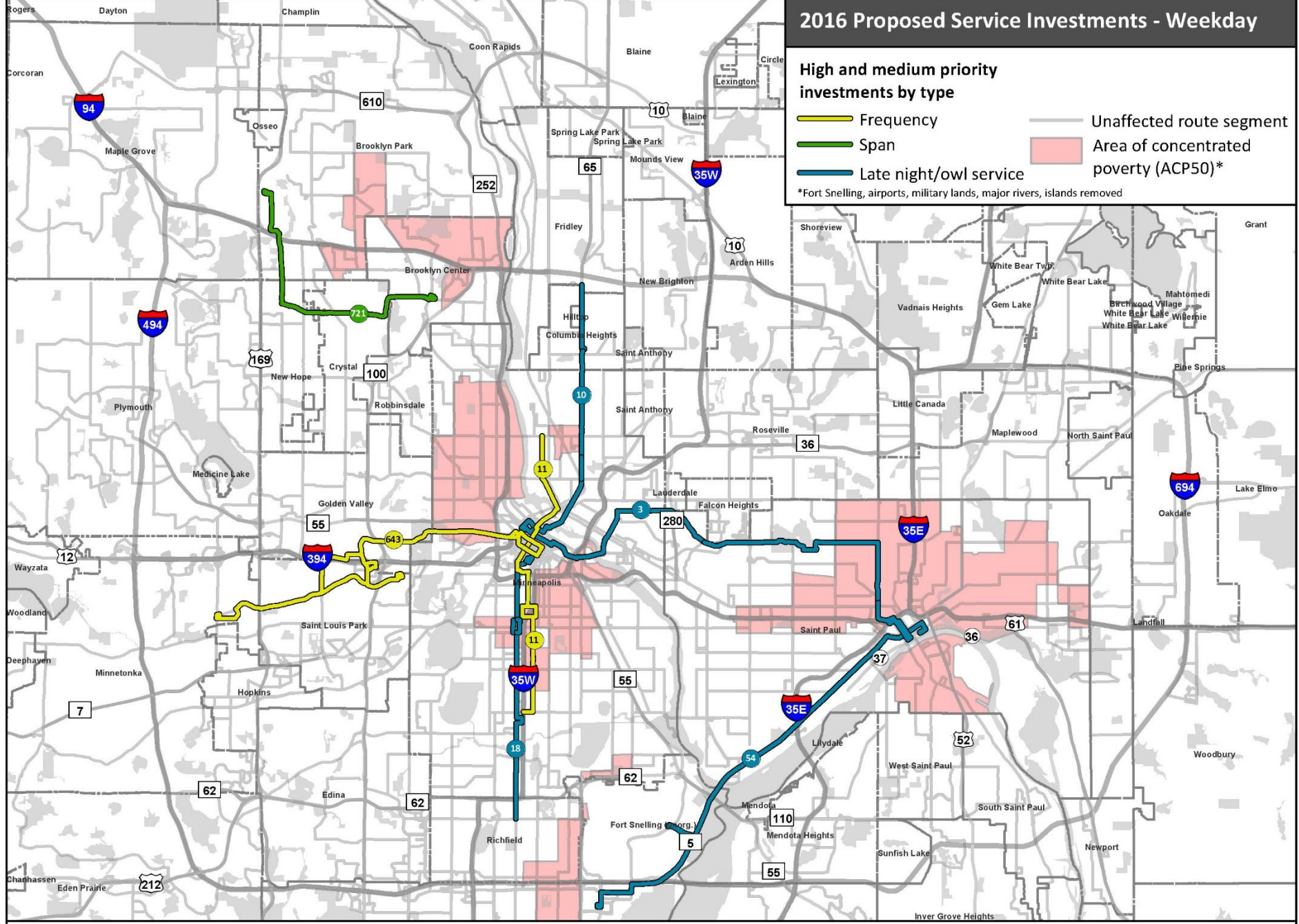


2016 Proposed Service Investments - Weekday

High and medium priority investments by type

- Frequency
- Span
- Late night/owl service
- Unaffected route segment
- Area of concentrated poverty (ACP50)*

*Fort Snelling, airports, military lands, major rivers, islands removed

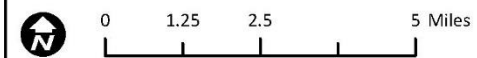
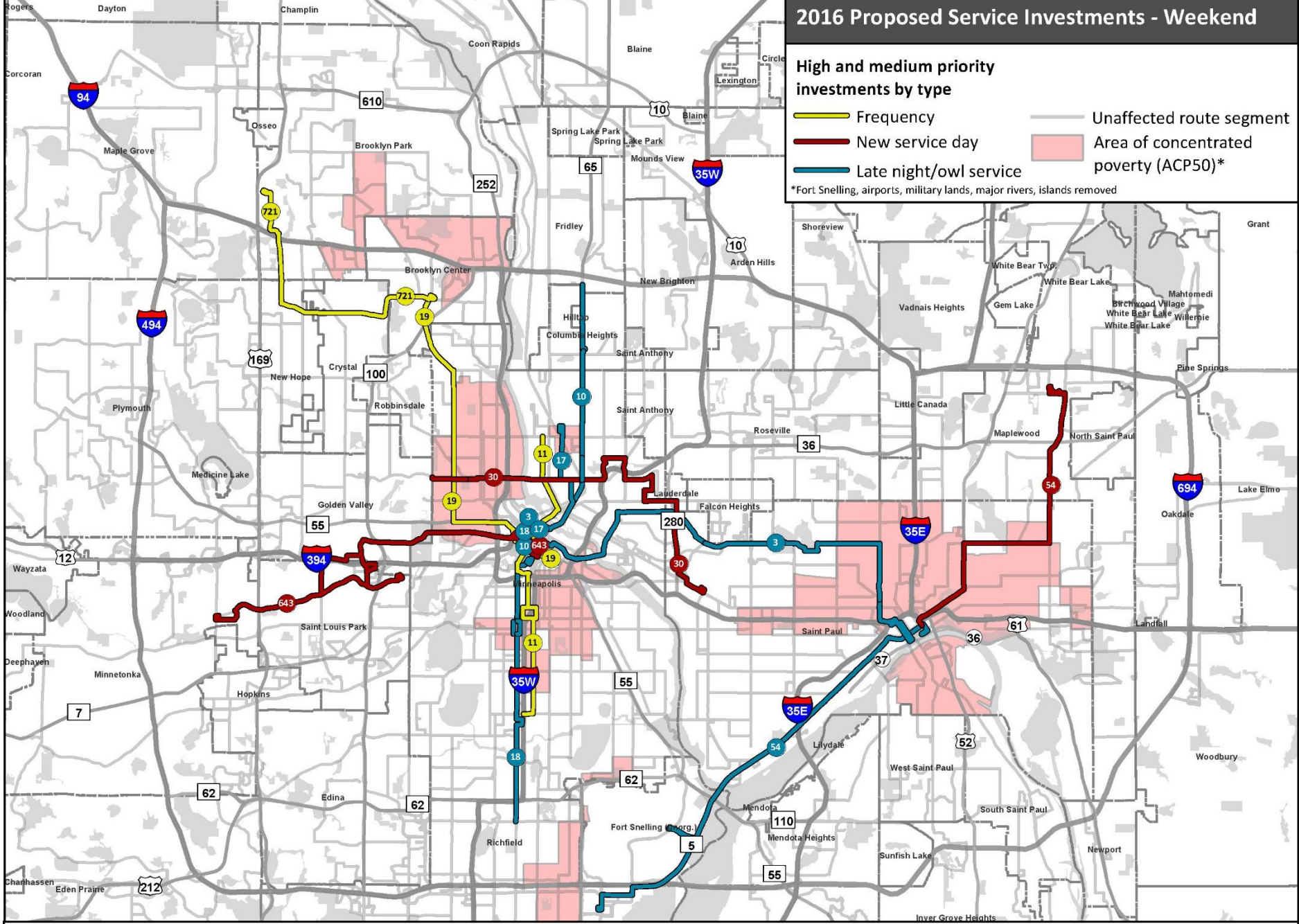


2016 Proposed Service Investments - Weekend

High and medium priority investments by type

- Frequency
- New service day
- Late night/owl service
- Unaffected route segment
- Area of concentrated poverty (ACP50)*

*Fort Snelling, airports, military lands, major rivers, islands removed





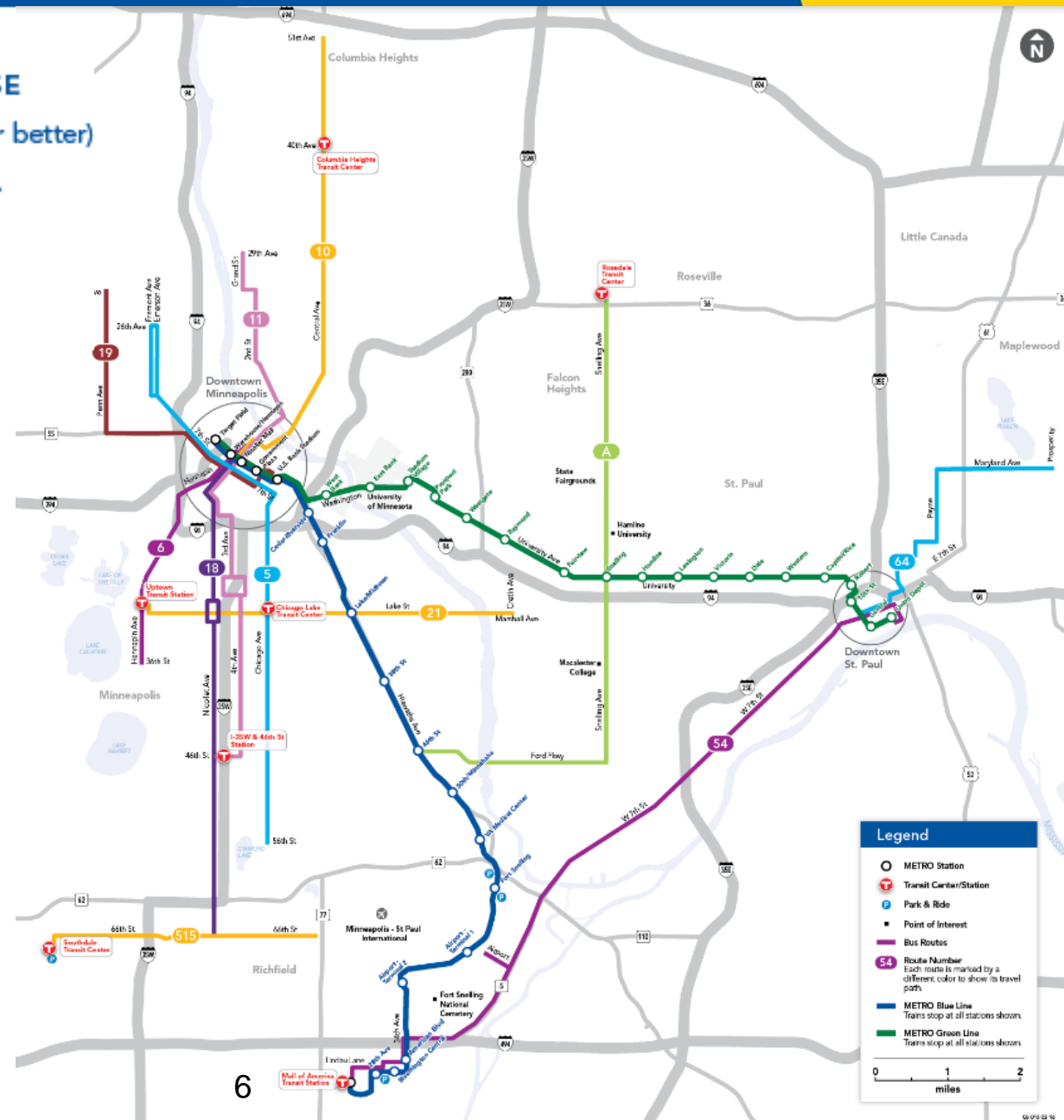
HI-FREQUENCY PROMISE

Service every 15 minutes (or better)

Weekdays: 6 a.m. to 7 p.m.

Saturdays: 9 a.m. to 6 p.m.

- Frequent local routes
- Blue Line
- Green Line
- NEW
- A Line & Route 11



- **Direct mail** to residents within ½ mile of route segments; may include a free ride.
 - Use tools developed by Strategic Initiatives to target route segments that experienced a decrease ridership.
- **Online Ad and Social Media**
 - Geo-targeted online ads that will promote HFN and underperforming route segments.
 - Social media channels “Spotlight Network Route or Segment” each month.
- **New Transit Advertising Inventory**
 - Rail station kiosk back-lit posters
 - Interior Cards, Bus Side ad panels
 - Bus shelter inventory in Minneapolis proper
 - website