Introducing BETTER BUS STOPS
Five years from project to program

Transportation Committee
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Barrett Clausen, Transit Information
Berry Farrington, Planning & Urban Design
Paul Lamb, Engineering
Topics today

• Customer experience at the bus stop
• Creation of Better Bus Stops
• Accomplishments
Customer Experience at the Bus Stop
Why customer experience at the bus stop matters

- Community and transit customers value their bus stop
- The presence of quality information or shelter makes the wait seem shorter
- First impression to customers
A good bus stop

• Information at the bus stop
• Accessibility
• Shelter - at priority bus stops
Context

Bus maps? Seriously, Twin Cities, where are they?

Maybe if the bus system were user-friendly, more people would ride it.

Hundreds of metro bus stops have thousands seeking shelters

A Star Tribune analysis of Metro Transit data shows many exposed stops are the most used.
Creating Better Bus Stops
Better Bus Stops Project

- Add up to 150 new shelters
- Add light and in some cases heat at up to 75 existing shelters
- Transit information improvements
- Community engagement
Community Engagement

- 11 contracts with local community organizations
- Focused on engaging with traditionally under-represented communities
- Build partnerships to connect and learn about bus stop priorities
- ~ 7,000 people participated

“Bus shelters with lighting, heat, benches and maps are extremely helpful to those of us who rely on transit.”
Shelter placement guidelines update

- One standard for urban and suburban bus stops
- 30+ boardings and community-identified factors are used to prioritize shelter locations

<table>
<thead>
<tr>
<th>Shelter Improvement</th>
<th>Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consider adding a shelter: highest priority</td>
<td>100+ daily boardings and priority location*</td>
</tr>
<tr>
<td>Consider adding a shelter: high priority</td>
<td>100+ daily boardings</td>
</tr>
<tr>
<td>Consider adding a shelter: medium priority</td>
<td>30+ daily boardings and priority location</td>
</tr>
<tr>
<td>Consider adding a shelter: lower priority</td>
<td>30+ daily boardings</td>
</tr>
<tr>
<td>Replace shelter</td>
<td>At least 15 daily boardings</td>
</tr>
<tr>
<td>Remove shelter</td>
<td>Fewer than 15 daily boardings</td>
</tr>
<tr>
<td>Consider adding light to shelter</td>
<td>Not a standard shelter feature. Prioritized based on boardings from sunset to sunrise, personal security concerns, and site factors</td>
</tr>
<tr>
<td>Consider adding heat to shelter</td>
<td>Not a standard shelter feature. Considered where there are 100+ daily boardings</td>
</tr>
</tbody>
</table>

*Priority locations include areas where more households do not have cars, near hospitals, healthcare clinics, social service providers, housing for people with disabilities or older adults, and major transit transfer points.

metrotransit.org/shelter-guidelines
Accomplishments
Bus Stop Signs

• Peer transit agency review and customer input informed design

• Survey, outreach at bus stops, focus groups, usability testing

• What types of information do customers value at the bus stop?  
  • Route numbers  
  • Service frequency  
  • Route maps
Bus Stop Sign Accomplishments

• All 12,000+ stops updated with new signs between 2015-2018

• All signs have routes serving the stop, a unique stop number and contact information

• Stops with 10+ daily boardings have additional information:
  – Route map
  – Service frequency
  – Route direction
  – Route destinations
### Shelter Accomplishments

<table>
<thead>
<tr>
<th>Improvement</th>
<th>2014-2018</th>
<th>2019</th>
<th>Subtotal</th>
<th>Project Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Shelters Added</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- w/ Light</td>
<td>125</td>
<td>10</td>
<td>135</td>
<td>150</td>
</tr>
<tr>
<td>- w/ Heat and Light</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Existing Shelters Improved</strong></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>- w/ Light</td>
<td>64</td>
<td>14</td>
<td>78</td>
<td>75</td>
</tr>
<tr>
<td>- w/ Heat and Light</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

- Additional shelters
- Existing shelters

![Graph showing progress and goal](image)
Shelters and Design Considerations

- Accessibility
- Sightlines for traffic
- Neighboring buildings
- Property line
- Direction of wind
- Visibility for personal safety
- Plans for roadway or property changes

Clear zones for transit operations and maintenance
Clear and continuous path
ADA pad
Slope
Slim Shelter
Shelter light or heat

• Added light or heat to over 75 existing shelters in the Better Bus Stops project area

• Capital costs and maintenance considerations
System map

- Metro Transit has ~950 shelters at bus stops systemwide

- New Shelters
- Existing Shelters
- Transit Centers and Park-and-Rides
- Metro Stations
Customer experience benefits

- Shelters are available for more riders
- All bus stops have bus route information

“New bus shelters really change how an area looks, for the better.”
“Up-to-date bus schedules in large enough type for older eyes are appreciated.”
Future work

• Network Next – facilities to support future service

• 5-year bus stop capital plan – scoping shelter and pedestrian accessibility investments

• Transit information pilot projects for accessibility, added information, and community identity

www.metrotransit.org/words-on-a-line-a-poetry-partnership
Thank you

Barrett Clausen, Transit Information
Barrett.Clausen@metrotransit.org

Berry Farrington, Planning & Urban Design
Berry.Farrington@metrotransit.org

Paul Lamb, Engineering
Paul.Lamb@metrotransit.org