Listening and Learning through Crises

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Metro Transit
a service of the Metropolitan Council

Today's Topic

- Why we engaged people

- How we engaged our riders and the community
  - Did we meet our goals

- What we learned
  - Outreach and engagement
  - Our current riders
  - Priorities

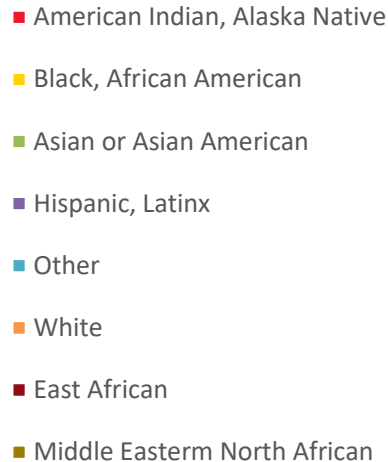- How we are using and analyzing the data

- Next steps

Why?

- Listen to our regular riders and communities served by our core routes

- See how this year has changed their transit needs and priorities
  - Are priorities the same as what we heard in 2018 customer survey: on time, fast, reliable, safe and clean, and comfortable?
  - Has transit use and trip purpose changed?
  - What is the best way to communicate and engagement with riders?
  - Who are our riders and customer?

- Gather information to inform future public engagement efforts and near-term decisions
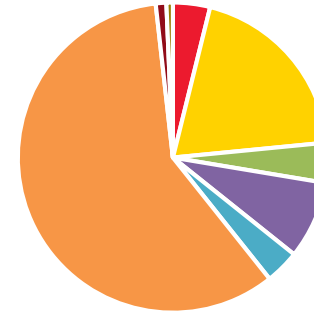
How we Engaged: Strategies

- Goal: 1,000 responses that reflects our riders which is 45% BIPOC

- Communications: Link to survey via website, emails, Riders Almanac

- Social media: Posts with link to survey and weekly question to promote discussion; staff posted on personal pages to amplify

- Ethnic media: KMOJ, Spokesman Recorder and Vida y Sabor articles, ads and social media

- In person: Staff used conversation guide to complete survey with transit riders at busiest stations, stops and transit centers

- Reached out to 75 community groups
  - 12 community groups agreed to help us get the word out by sharing our FB posts or including link to the survey in their newsletter
  - 5 groups took us up on offer to attend community events or virtual meeting
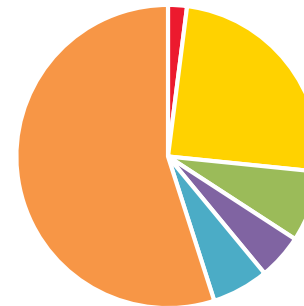
We Heard from Representative Group

- Surveyed and talked to over 1,800 people
  - 1,400 online
  - 400 in person conversations

- Nearly achieved goals with 41% BIPOC and 59% white
  - Pre COVID ridership with 45% BIPOC and 55% white based on 2016 Travel Behavior Inventory

■ American Indian, Alaska Native

■ Black, African American

■ Asian or Asian American

■ Hispanic, Latinx

■ Other

■ White

■ East African

■ Middle Eastern North African
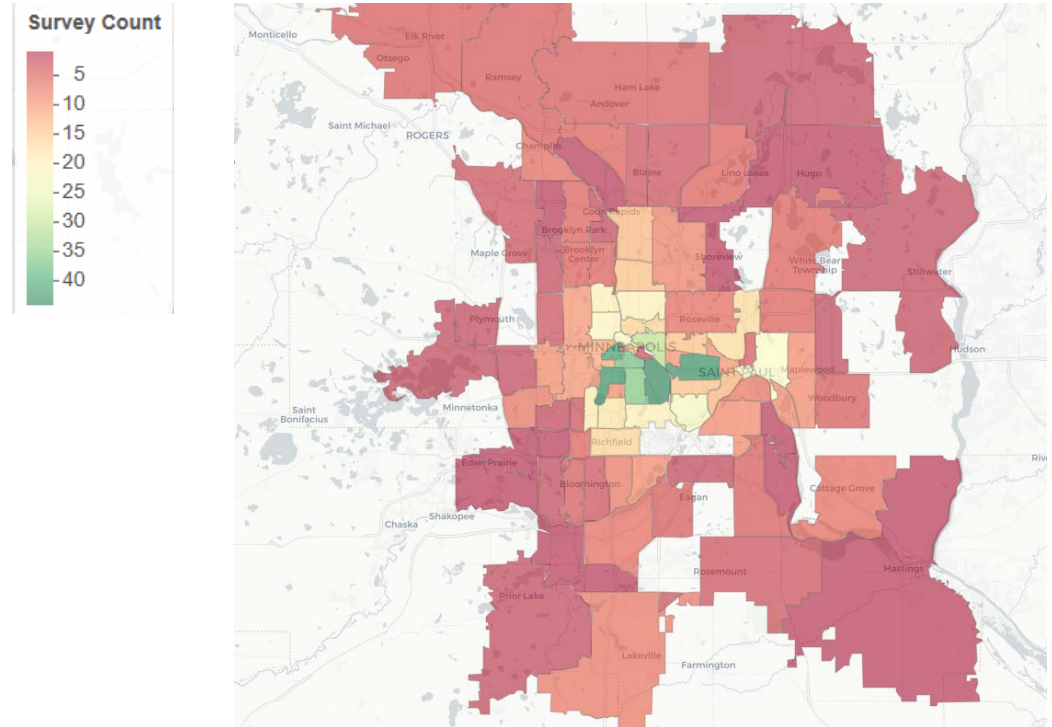
Listening and Learning

Pre-COVID Ridership

We Heard from Geographic Representation

- Geographic representation with highest concentration of responses in areas served by core and suburban local service

What We Learned: Overview

- Demographics, responses differ between online and in person

- Need to use multiple strategies to engage a diverse community

- Some strategies were more effective then others
  - Paid promoted ads on Facebook had 6,000 views but only 40 clicks; unsure of actual surveys completed
  - Paid ads and articles in Spanish on Vida y Sabor social media and website resulted in over 150 completed surveys

- Community doesn't have a lot of capacity for meetings
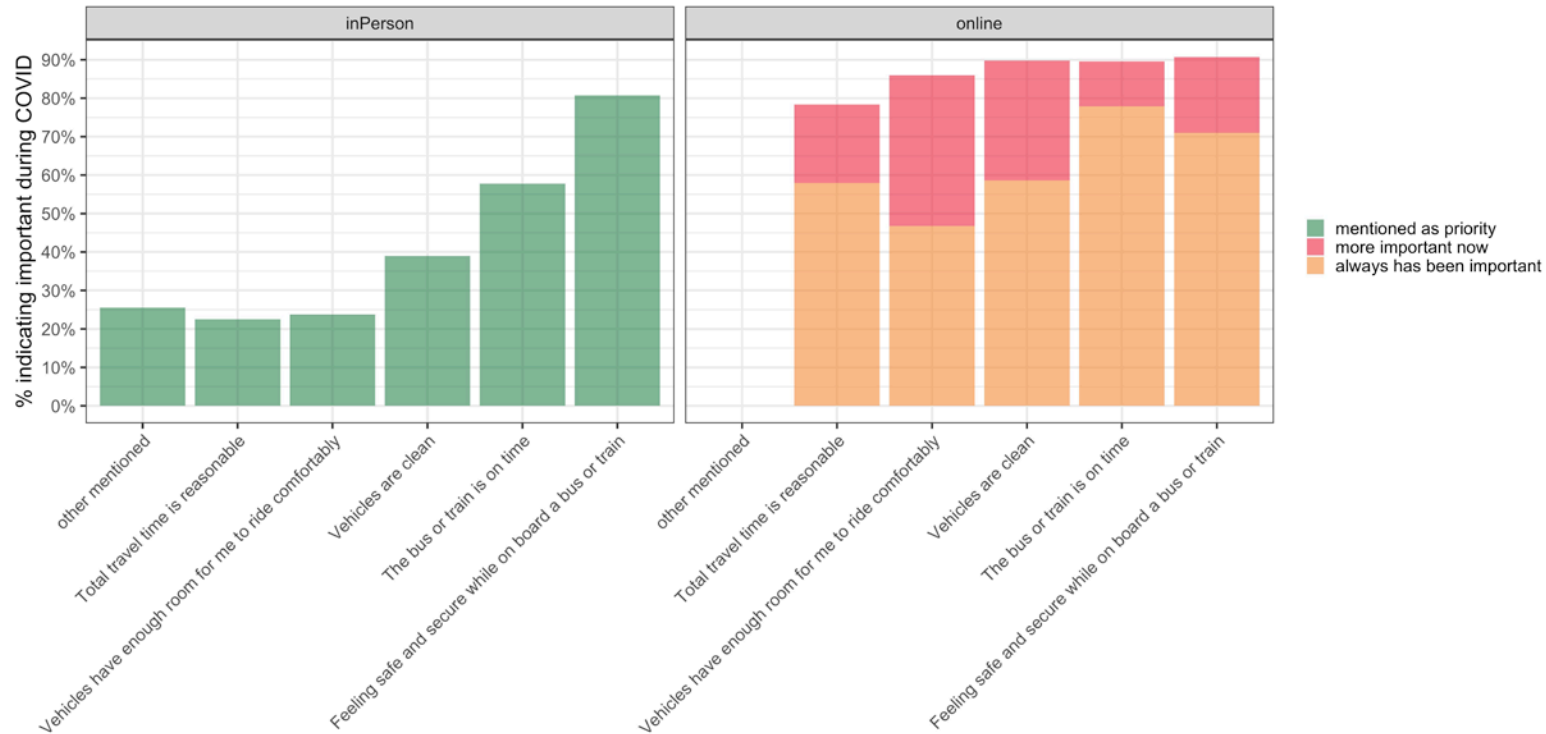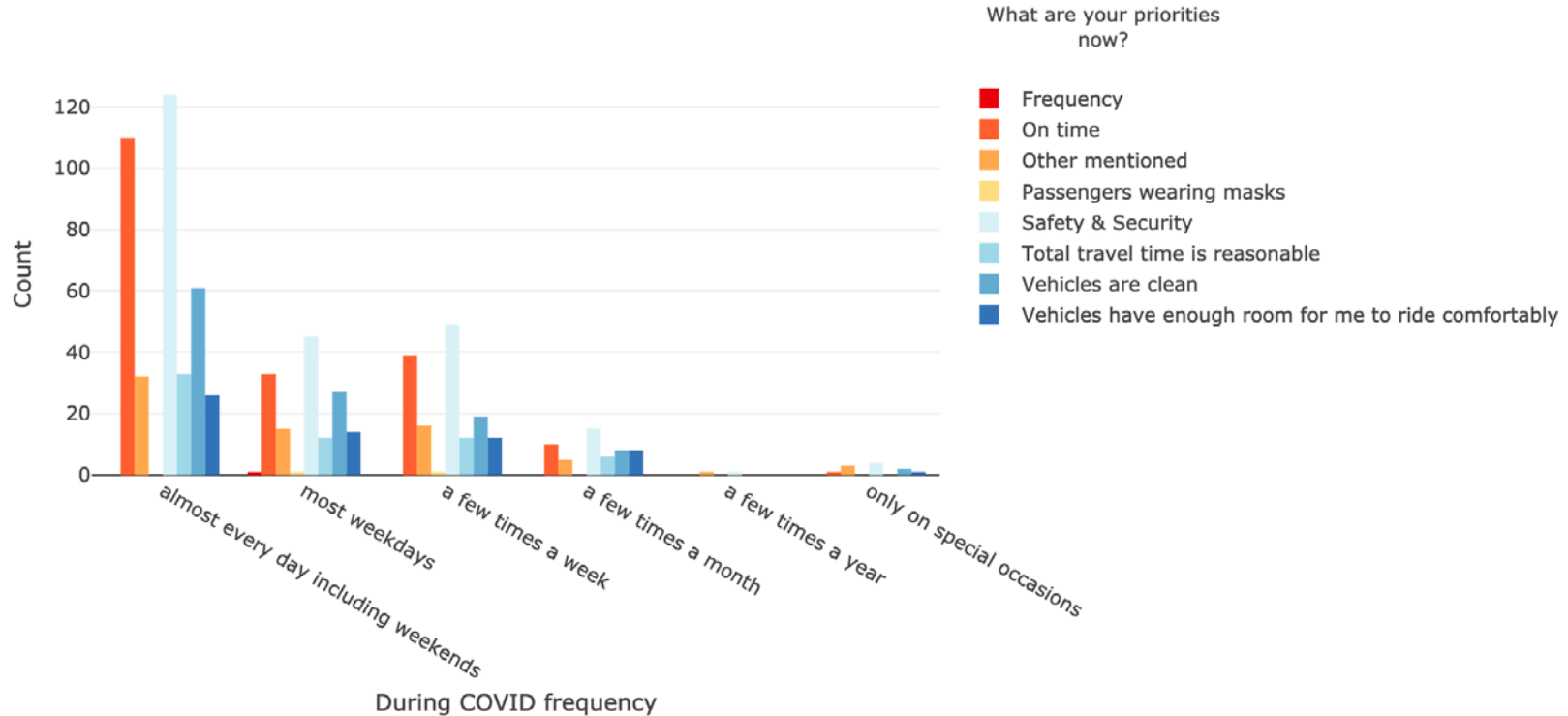
What We Learned: Survey Method Matters

riders active during COVID
race by survey type
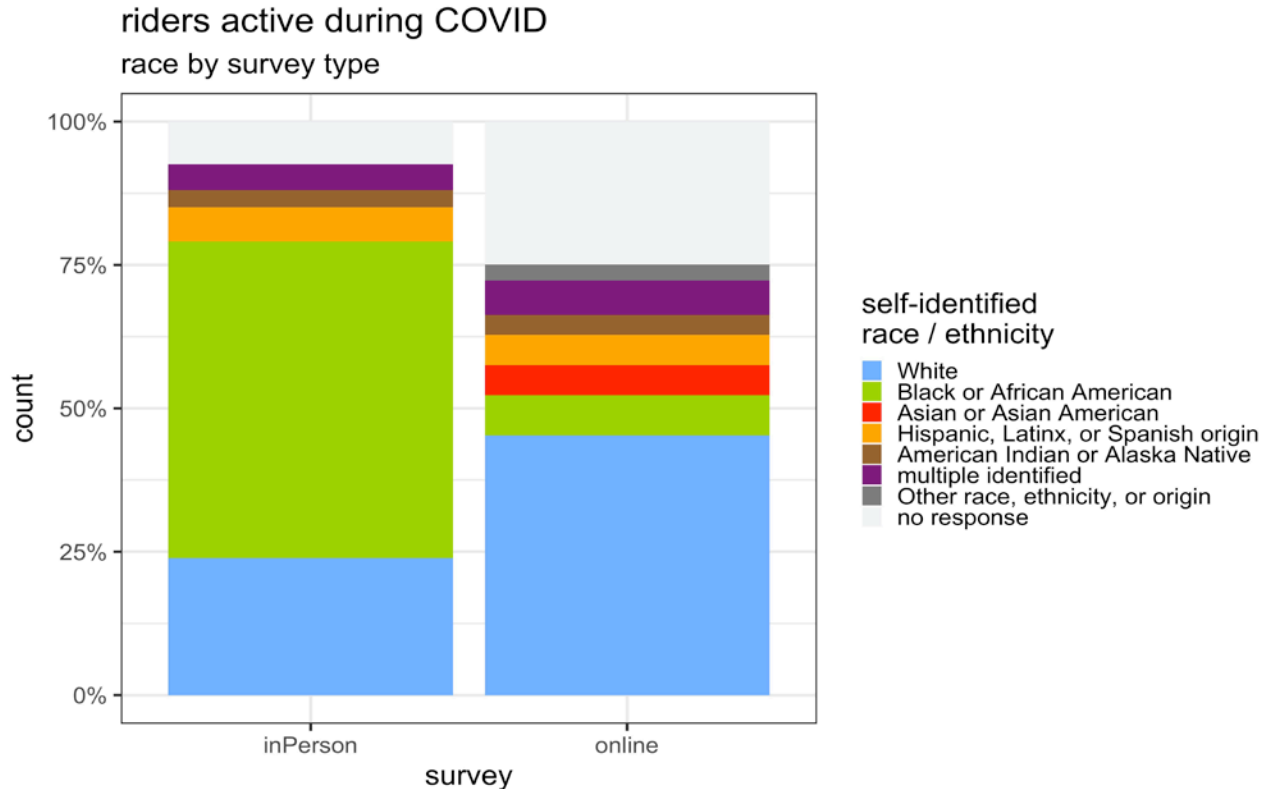
What We Learned: Outreach Strategies
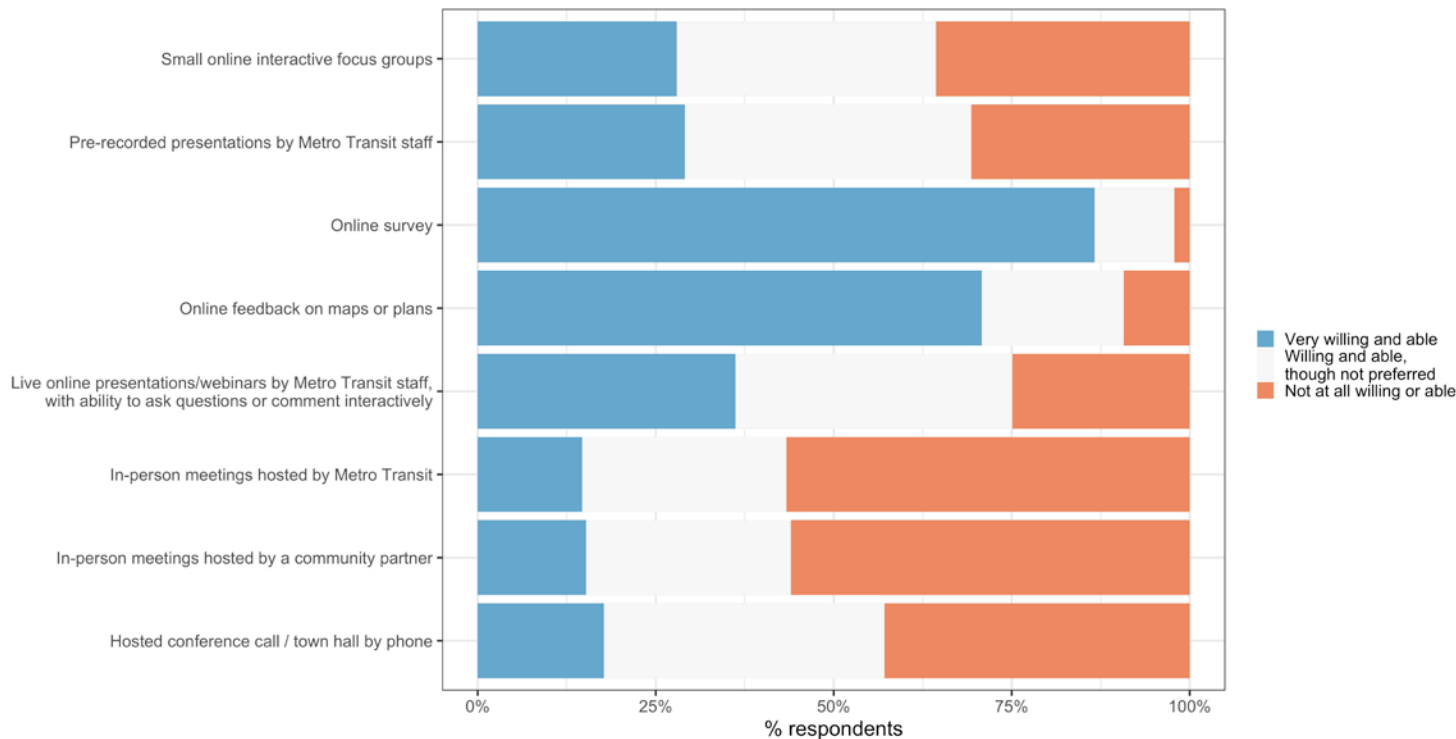
What We Learned: Priorities of Current Riders

What We Learned: Priorities In Person Surveys

Priorities: Drill Down into Comments

Needs, priorities, values   —

☐ The bus or train is on time

☑ What comments do you have about the on-time performance of Metro Transit buses and trains?

☑ Total travel time is reasonable

☐ What comments do you have about the frequency and speed of Metro Transit buses and trains?

☐ Feeling safe and secure while on board a bus or train

☐ What comments do you have about feeling safe on board Metro Transit buses and trains?

☐ Vehicles are clean

☐ What comments do you have about the cleanliness of Metro Transit buses and trains?

☐ Vehicles have enough room for me to ride comfortably

☐ What comments do you have about having enough room on board Metro Transit buses and trains?

Write in comments

Show [100 ▼] entries   Search: [21]

What comments do you have about the on-time performance of Metro Transit buses and trains?   ↕

[All]

Generally the buses are on time, although for the ones that are not, it is on routes with long standing timeliness issues, ie 10, 18, 21.

light rail generally didn't adhere to schedule - morning trip always late, afternoon trip always departing early. buses (particularly route 21 in winter) are far worse, often just going missing fully.

It feels like some lines are pretty regular, but others are just...not. I never plan a trip on the 21 with time constraints -- you just have to block off a whole day!

I was a 219 route rider for past seven years. It was very convenient and a great pleasure to know the drivers. Since March I have mostly been working from home, or driving to work for the intervals I spend there. I would like to return to MTC bus when it seems safe, but it seems a while before that is possible.

A Line, excellent Green and Blue lines, very good 21 westbound, good 21 eastbound, poor

Some buses are rarely on time. The 5 and the 21 are the absolute worst.

Some buses are better than others. 3 and 21 and 5 are constantly not on time and the website doesn't usually reflect that.

busier lines (5, 18, 21, etc) need either need more buses or the bigger buses. the regular buses are usually full, which makes people either have to wait or not catch a bus at all. other routes do not have this problem.

Showing 1 to 8 of 8 entries (filtered from 644 total entries)   [Previous] [1] [Next]

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How we are using the data

- Staff have access to the tool to use the data in their work

- Departments are drilling down into the comments
  - Key words search
  - Routes numbers for route specific issues

- More information
  - metrotransit.org/outreach

Questions?