

APPENDIX D: SIP PUBLIC ENGAGEMENT PROCESS

A. A Foundation of Transit Outreach and Engagement (2010-2013)

The Service Improvement Plan planning process is grounded by a desire to serve the transit needs of the people who are living, working and playing within Metro Transit’s service area. Metro Transit interacts daily with customers and potential customers through our Customer Relations comment process, Transit Information Center, and transit staff in the field. In addition to the feedback we receive from those interactions, there have been a number of recent planning efforts, studies and programs that helped identify transit needs and priorities in particular communities. This is a partial list of studies, projects and programs referenced prior to the kick of the Service Improvement Plan process:

- Central Corridor Transit Service Study
- Midtown Corridor Alternatives Analysis
- Metro Transit Customer Survey
Metro Transit Potential Rider Survey
- Thrive 2040 MSP
- Arterial Transitway Corridors Study
- Corridors of Opportunity
- West Suburban Service Changes
- Nicollet-Central Alternatives Analysis

B. Pre-Plan Outreach and Engagement (Winter 2013-2014)

The SIP project kicked off with three workshops with stakeholders and community leaders. Workshops in November 2013 were followed by a survey to help determine which service improvements would best meet the community’s transit goals.

1. Community Leader Workshops

Metro Transit invited all local elected officials, staff from cities and counties, and representatives from more than 150 community organizations to participate in a two-hour workshop. See the list of those invited in Appendix D-1. The purpose of the workshops was two-fold: to build and strengthen relationships with project stakeholders and to request assistance in expanding Metro Transit’s reach into communities.

Workshop Location	Date	# of Participants
Hennepin County Brookdale Library, Brooklyn Center	Tuesday, November 12, 2013	28
Union Depot, St. Paul	Wednesday, November 13, 2013	47
Hennepin County Southdale Library, Edina	Thursday, November 14, 2013	26

The workshop consisted of three exercises:

- Review of Existing Transit Network

Participants were able to leave comments on the enlarged transit system map poster boards placed throughout the room and speak with each other within common geographical areas. Figure 1 shows an example of a network map and some participant's comments.

- **Hypothetical Transit Planning Exercise**

Groups worked with a map of a fictional city and were given yarn to represent transit resources. Using yarn to create local and express bus routes at various levels of service, workshop attendees worked together to prioritize service in areas with varying population and employment densities, income levels, and different key destinations for work, healthcare, arts and culture, and retail. When the yarn was gone, so was the "budget" for transit service. Figure 2 shows participants working on the planning exercise.

- **Future Outreach and Engagement Opportunities**

Participants were given an opportunity to make suggestions regarding best ways to connect various communities and constituencies to this planning process. Workshop participants were asked for the specific role they would assume as the planning process continued. After the workshops, staff followed up with the participants on suggestions for further engagement of those people most interested and potentially affected by service improvements.

Figure 1: Review of Current Transit Network



Figure 2: Transit Planning Exercise



2. Surveys

Along with the workshops, a survey gathered feedback from transit customers and community members prior to drafting the SIP. The survey was available online and also distributed as a postage paid mailer. It was promoted on Metro Transit’s website, in *Connect*, its onboard customer newsletter, on social media, on buses, in press releases and via community-based organizations.

Special attention was given to traditionally under-represented groups such as low-income communities, people of color and those who speak English less than “very well.”

Staff sought a better understanding of community transit goals and priorities for new operating resources as they become available. To gain this insight, the survey asked for three types of information:

- Travel origin and destination information
Respondents were asked to provide a starting address or street intersection, as well as list three places they traveled to most frequently. This data was mapped. There was also an open-ended question regarding specific service improvement suggestions.
- Frequency of transit travel
Survey participants were asked to share the number of times they use transit today and could describe changes that would encourage them to use transit more often.
- Transit values and priorities
Respondents were asked to rank various criteria and aspects to transit service to describe their personal values related to transit investment and priorities as new funding becomes available. Respondents were also encouraged to weigh in on transit

system goals and the trade-offs required when the need exceeds the available resources.

A copy of the survey is available in Appendix D-2.

a. Results

Highlights from the survey results are included below. A graphic representation of the complete survey results are in Appendix D-3.

DEMOGRAPHICS

- The race or ethnicity of survey respondents generally tracked closer to the regional demographic totals than to Metro Transit ridership with white respondents as the largest racial group, at 74%. NOTE: The survey had fewer white respondents than the regional population and slightly more African-American respondents.
- In general, survey respondents have lower incomes than the region as a whole, but higher income than Metro Transit ridership. Households earning less than \$25,000 a year were the largest group of respondents, at 30%.

FREQUENCY OF TRANSIT TRAVEL

- A significant majority of survey respondents are fairly regular transit users with 72% reporting they ride at least a few days a week.

TRANSIT VALUES AND PRIORITIES

- When driving is an option, the travel time difference between driving and using transit is by far the biggest factor determining whether to use transit. Categories relating to auto use (cost & availability of parking, price of gas) are also very important in nearly 50% of the responses.
- When asked what might encourage respondents to ride transit or ride transit more often, categories related to improving make up nearly half of the responses. Improved service categories include frequency, travel time and hours of service. In a close second, categories related to providing new coverage or restructuring service added another 40% to the total responses. New service categories include routes that require fewer transfers, conveniently located bus stops and routes matching desired travel path.
- When asked to help decide whether additional funding for expansion should be used to emphasize productivity or coverage-related improvements, the respondents clearly state that a balanced approach is important. An emphasis towards productivity or efficiency of service is ranked slightly higher than transit service expansion into areas without transit or with limited transit. A combined 55% of all the responses expressed a desire for stronger transit service within existing markets.
- According to respondents, the most important recommended goal for transit expansion is “providing transit for transit-reliant populations” while the least important goal is “bringing urban residents to suburban jobs.” While better suburb-to-suburb connections and crosstown connections scored poorly overall, it is important to note that this goal also received the second

highest number of first-place rankings which suggests it is relatively unimportant to most survey respondents but very important to a small group.

- A significant majority of respondents prefer to use transit as much as possible (81% at least “somewhat agree”). Of those same respondents, 90% stated they would ride more often if the transit network were improved.

C. Draft SIP Public Comment Period (November 2014)

1. Outreach Tools

The Draft SIP was released for public review and comment in Fall 2014. There were several ways for the public to access the Draft Plan.

- Project page at metrotransit.org/sip, which also included the public meeting presentation via YouTube for those unable to attend.
- Executive Summary was translated into Spanish, Somali and Hmong.
- Full-color, printed Draft Plan copies and postage-paid comment cards were available at libraries throughout Metro Transit’s service area. Those interested could view the plan at the library reference desk and provide comment via comment card or website.
- Individual Draft Plan copies with comment cards were given to community groups, based off the list of those invited to community workshops.
- Individual Draft Plan copies with comment cards were available, by request, to anyone visiting a Metro Transit Service Center or contacting Metro Transit.
- Posters and project brochures were available on buses and at Metro Transit Service Centers.
- Numerous media outlets, including Minnesota Public Radio and the Star Tribune, covered the project.

2. Public Meetings and Public Hearing

There were five public meetings and one official public hearing to receive comments on the plan. The format and content of all meetings was the same, and feedback received at the public meetings was treated the same as that received at the official public hearing. Those unable to attend a meeting could comment via a postage-paid comment card, leave a message on the Council’s public voice-mail line, or send an email to sip@metrotransit.org.

Location	Date	# of Attendees
Hennepin County Minneapolis Central Library, Minneapolis	Wednesday, Nov. 5, 2014	32
North Minneapolis Community YMCA, Minneapolis	Saturday, Nov. 8, 2014	6
Hennepin County Southdale Library, Edina	Thursday, Nov. 13, 2014	9
Conway Recreation Center, St. Paul	Saturday, Nov. 15, 2014	8
Anoka County Northtown Library, Blaine	Monday, Nov. 17, 2014	7
Metropolitan Council, St. Paul (designated public hearing)	Tuesday, Nov. 18, 2014	16

3. Feedback

Metro Transit received 176 unique contacts from individuals and organizations with nearly 600 suggestions on bus service improvements. The vast majority of comments were sent via email but comment cards and speaking at a public meeting or the public hearing were other popular ways to give feedback on the Draft Plan.

The comments received by agency staff covered a range of Draft Plan elements from route-specific to general remarks about the transit network as a whole. There were many comments supporting the overall service improvement project and reiterating the importance of expanding transit as the region continues to grow and change. Highlights from the Draft Plan comments are listed below. A summary of all comments is in Appendix D-4.

COMMENT TYPE	# COMMENTS
New Service Improvement Idea	216
Supporting Service Improvement Idea in Draft	161
Modified Service Improvement Idea in Draft	69
General – Not Specific to Service Improvement Planning	104

- The most popular category of feedback, with 225 comments, related to the frequency and hours of service on existing bus routes.
- Approximately 125 comments focused on routing and bus service structure.
- About 100 comments were related to improving service coverage to areas without service or with limited service and reverse commute routes (routes bringing urban residents to suburban jobs).
- Nearly 70 comments related to the SIP planning process and 50 comments were submitted about the importance of improving travel time.

Most of the new ideas primarily related to expanding service coverage, including suburb-to-suburb service, new express routes and new limited-stop service in the urban core with 47 comments.

- Of all the ideas within the Draft Plan, the improvement ideas for Routes 2, 3, 5, 6, 7, 14, 18, 25, 30, 46, 67, 68, 71, 74, 94, 288 and 615 all received at least five suggestions.
- Most of the suggestions to modify an item in the Draft Plan focused on additional buses to operate more frequently or with longer service hours. Respondents also shared a desired reroute to serve a nearby destination as a modification to a coverage suggestion.

Staff has reviewed all of the comments received and modified the Draft Plan as appropriate. Changes to the plan include reviewing and scoring additional improvements, modifying and reevaluating already identified improvements and making changes to the scoring criteria. Overall 26 improvements were either added or modified based on comments received. Examples of new and modified items, as well as the changes made to the scoring criteria are noted below:

New Items evaluated include:

- New express Route 276 from I-35E corridor in the northeast metro to downtown Minneapolis
- New routes 51, 52 and 58 providing rush-hour and peak direction limited-stop service in major transit corridors in Minneapolis, Brooklyn Center, Richfield and Bloomington.
- New suburban local limited-stop Route 419 in the I-494 corridor in Washington and Dakota counties.
- Extend Route 2 to connect to the planned 21st Street Station on the METRO Green Line extension.

Modified Items include:

- Revised routes 302 and 303 in Woodbury to reflect updates to the Gateway Corridor planning
- Revised new Route 110 providing limited-stop service to the University of Minnesota from the Seward and Longfellow neighborhoods of Minneapolis.
- Revised Route 63 improvement to retain current level of service on McKnight and Lower Afton Road rather than reducing to every 30 minutes on weekdays.

Clarifications or Changes to Guiding Principles and Evaluation Criteria include:

- Revised connecting routes measure to include future planned transitways, and the current and future Hi-Frequency network
- Revised scoring of express routes only serving park-and-ride facilities. These routes no longer default to a Low score on equity criteria.
- Revised guiding principle of “improving transit equitably” to “improving transit equity”
- Defined key destinations as landmarks in a database used by Transit Information Center representatives as the destinations most commonly requested by customers planning trips

Appendix D-1: List of Community Leader Workshop Invitees (November 2013)

- 180 Degrees
- Accessible Environments Incorporated
- ACER, Inc. (African Career, Education & Resource)
- Advocating Change Together
- AEON
- African Economic Development Solutions
- AGC of Minnesota
- AIA Minnesota
- Alliance for Metropolitan Stability
- Alliance Housing
- American Council for the Blind
- American Indian Family Center
- American Indian OIC
- Amherst H. Wilder Foundation
- Apartment Home Equity Program
- Ascension Place Inc.
- Asian American Chamber
- Asian Pacific Council
- Association of Minnesota Counties
- Banyan Community
- BCBS Foundation of Minnesota
- Beacon Interfaith
- Blake Road Corridor Collaborative
- Bottineau Citizens in Action
- Bush Foundation
- Casa de Esperanza
- Catholic Charities of Minneapolis and St. Paul
- Center for Aging
- Center for Asian Pacific Islanders
- Central Corridor Funders Collaborative
- Central Corridor Partnership
- Central Cultural Chicano
- Central Village Neighborhood Association
- Centro Guadalupano
- Chicano Latino Affairs Council
- Chinese American Association of Minnesota
- Citizens League
- City of Lakes Community Land Trust
- Cleveland Neighborhood
- CLUES
- Commonbond Communities
- Community Action Minneapolis
- Community Action of Minneapolis
- Community Action Partnership of Suburban Hennepin
- Community Stabilization Project
- Corcoran Neighborhood
- Corporation for Support Housing
- Courage Kenny Rehabilitation Institute
- Cultural Wellness Center
- Culture Brokers Group
- Dayton's Bluff District Council
- District Councils Collaborative of Saint Paul and Minneapolis
- Division of Indian Work
- East Community Family Center
- East Metro Women's Council
- East Side Prosperity Campaign
- Eastside Neighborhood Service Incorporated
- Elliot Park Neighborhood
- EMERGE Community Development
- Goodwill Industries
- Greater Metropolitan Housing Corp.
- Greater Minneapolis Council of Churches
- Growth & Justice
- Habitat for Humanity
- Hamline-Midway
- Harrison Neighborhood Association
- Highland Neighborhood
- Hispanic Ministry Office
- Hmong American Farmers Association
- Hope Community
- Housing Policy and Program Development
- Housing Preservation Project
- Interchurch Community Association
- ISIAIH
- Jay and Rose Phillips Family Foundation
- Jewish Community Action
- Juxtaposition Arts
- Keystone Community Services
- Knight Foundation

- Lao Assistance Center of Minnesota
- Latino Economic Development Center
- Learning Center for Minnesota Families
- Legal Aid Society of Minneapolis
- Lutheran Social Services
- Lyndale Neighborhood Association
- Macalester-Groveland
- Marbrook Foundation
- Marcy-Holmes Neighborhood
- Masjid An-Nur
- MCEA
- McKnight Foundation
- McNeely Foundation
- MEDA
- Meet Minneapolis
- Merrick Community Services
- Metro Cities
- Metro Work Center
- Metropolitan Center for Independent Living
- Metropolitan Consortium of Community Developers
- MICAH
- Minneapolis American Indian Center
- Minneapolis Downtown Business Council
- Minneapolis NAACP
- Minneapolis Urban League
- Minnesota Center for Environmental Advocacy
- Minnesota Coalition for the Homeless
- Minnesota Council of Churches
- Minnesota Council on Black Minnesotans
- Minnesota Housing Partnership
- Minnesota State Council on Disabilities
- MN Center for Neighborhood Organizing
- Model Cities
- Native American Community Development Institute
- Neighborhood Development Center
- Neighborhood Energy Connection
- Neighbors, Inc.
- New American Academy
- Nexus Community Partners
- Nokomis East Neighborhood Association
- North Hennepin Area Chamber of Commerce
- Northside Achievement Zone
- Northside Economic Opportunity Network
- Northside Residents Redevelopment Council
- Northwest Area Foundation
- Opportunity Partners
- Otto Bremer Foundation
- People Serving People
- Phillips West Neighborhood
- Pillsbury United Communities
- PPL
- ResouceWest
- RESOURCE, Inc.
- Rondo Community Land Trust
- Sabathani Community Center
- Sensible Land Use Coalition
- Septran Inc.
- Sierra Club North Star Chapter
- Simpson Housing Services
- St. Paul Area Chamber of Commerce
- St. Paul Area Council of Churches
- St. Paul NAACP
- St. Paul Smart Trips
- Standish-Ericsson Neighborhood
- Summit Academy OIC
- Summit Hill
- Summit-University
- The Bush Foundation
- The Jeremiah Program
- The Minneapolis Foundation
- The Saint Paul Foundation
- The Salvation Army Harbor Light Center
- Transit for Livable Communities
- Twin Cities Rise
- Twin West Chamber of Commerce
- Union Gospel Mission
- Urban Homeworks
- Urban Ventures
- VEAP
- West Bank Community Coalition
- West Bank Community Development Corporation
- West Broadway Business and Area Coalition
- YWCA

Appendix D-2: Pre-Plan Development Survey

Date:



Metro Transit Service Improvements Survey

Metro Transit is preparing for expansion of transit service in the region, especially local and express bus routes, when funding becomes available. Please help us identify transit needs and guide our planning decisions by taking the following survey. A draft Service Improvement Plan will be ready in early 2014 for public review and comment. This survey is also available at metrotransit.org/SIP.

Please list the 3-4 places you travel most often (i.e. work, school, etc). Please be specific (address or closest intersection and city). Also, please mark the boxes below to indicate when you typically go to and from these places and how you get there.

Location 1:

	<input type="checkbox"/> Weekday	<input type="checkbox"/> Saturday	<input type="checkbox"/> Sunday				
To this location:	<input type="checkbox"/> 6-9 AM	<input type="checkbox"/> 9 AM-3 PM	<input type="checkbox"/> 3-7 PM	<input type="checkbox"/> 7-10 PM	<input type="checkbox"/> 10 PM-1 AM	<input type="checkbox"/> 1-6 AM	
From this location:	<input type="checkbox"/> 6-9 AM	<input type="checkbox"/> 9 AM-3 PM	<input type="checkbox"/> 3-7 PM	<input type="checkbox"/> 7-10 PM	<input type="checkbox"/> 10 PM-1 AM	<input type="checkbox"/> 1-6 AM	
Mode:	<input type="checkbox"/> Car	<input type="checkbox"/> Transit	<input type="checkbox"/> Walk	<input type="checkbox"/> Bike			

Location 2:

	<input type="checkbox"/> Weekday	<input type="checkbox"/> Saturday	<input type="checkbox"/> Sunday				
To this location:	<input type="checkbox"/> 6-9 AM	<input type="checkbox"/> 9 AM-3 PM	<input type="checkbox"/> 3-7 PM	<input type="checkbox"/> 7-10 PM	<input type="checkbox"/> 10 PM-1 AM	<input type="checkbox"/> 1-6 AM	
From this location:	<input type="checkbox"/> 6-9 AM	<input type="checkbox"/> 9 AM-3 PM	<input type="checkbox"/> 3-7 PM	<input type="checkbox"/> 7-10 PM	<input type="checkbox"/> 10 PM-1 AM	<input type="checkbox"/> 1-6 AM	
Mode:	<input type="checkbox"/> Car	<input type="checkbox"/> Transit	<input type="checkbox"/> Walk	<input type="checkbox"/> Bike			

Location 3:

	<input type="checkbox"/> Weekday	<input type="checkbox"/> Saturday	<input type="checkbox"/> Sunday				
To this location:	<input type="checkbox"/> 6-9 AM	<input type="checkbox"/> 9 AM-3 PM	<input type="checkbox"/> 3-7 PM	<input type="checkbox"/> 7-10 PM	<input type="checkbox"/> 10 PM-1 AM	<input type="checkbox"/> 1-6 AM	
From this location:	<input type="checkbox"/> 6-9 AM	<input type="checkbox"/> 9 AM-3 PM	<input type="checkbox"/> 3-7 PM	<input type="checkbox"/> 7-10 PM	<input type="checkbox"/> 10 PM-1 AM	<input type="checkbox"/> 1-6 AM	
Mode:	<input type="checkbox"/> Car	<input type="checkbox"/> Transit	<input type="checkbox"/> Walk	<input type="checkbox"/> Bike			

Location 4:

	<input type="checkbox"/> Weekday	<input type="checkbox"/> Saturday	<input type="checkbox"/> Sunday				
To this location:	<input type="checkbox"/> 6-9 AM	<input type="checkbox"/> 9 AM-3 PM	<input type="checkbox"/> 3-7 PM	<input type="checkbox"/> 7-10 PM	<input type="checkbox"/> 10 PM-1 AM	<input type="checkbox"/> 1-6 AM	
From this location:	<input type="checkbox"/> 6-9 AM	<input type="checkbox"/> 9 AM-3 PM	<input type="checkbox"/> 3-7 PM	<input type="checkbox"/> 7-10 PM	<input type="checkbox"/> 10 PM-1 AM	<input type="checkbox"/> 1-6 AM	
Mode:	<input type="checkbox"/> Car	<input type="checkbox"/> Transit	<input type="checkbox"/> Walk	<input type="checkbox"/> Bike			

How often do you ride transit?

- Daily
- Most days a week (4 or more days)
- A few days a week
- A couple times a month
- A couple times a year
- Never

If you ride more than once a week, which route(s)?

If you use transit, what would make you ride more often? If you don't use transit, what would persuade you to ride? Mark up to 3 choices.

- Travels where I need to go
- Trips at a different time (earlier in the a.m., in the midday, later in p.m., on weekends)
- Bus stop closer to my origin and/or destination
- More amenities on buses
- More amenities at stops
- Fewer transfers
- Lower fare
- More frequent service
- Faster service

Please provide more information about these improvements, such as where or when you need to travel, types of amenities desired, etc.

When traveling to places served by transit, what most influences whether you use transit?

- Availability of a car
- Cost and availability of parking
- Travel time difference between driving and riding transit
- Price of gas
- Amenities available on buses
- Amenities available at stops

Please provide your level of agreement with these statements about transit in the Twin Cities.

	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strong Agree
I prefer to use transit as much as possible	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have no choice but to use transit for most of my travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If the transit network were improved, I would ride more often	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If the transit network were improved, I am unlikely to use it for even a small portion of my travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transit factored into my decision of where to live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transit factored into my decision of where to work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transit factors into where I shop, go to the doctor, etc	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please rank the importance of these goals for expanding the bus system. Use each rank only once. (1=most important and 7=least important)

	1	2	3	4	5	6	7
Provide transit for low-income, senior citizens, disabled and those who cannot drive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide transit for those who prefer not to drive/help people who own cars drive them less	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental reasons (reduce congestion, greenhouse gas emissions)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support economic development and denser, more walkable neighborhoods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bring suburban residents to downtown jobs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bring urban residents to suburban jobs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Better suburb-to-suburb and crosstown transit (i.e. don't have to transfer downtown)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please select the one statement you most agree with:

- Only make service improvements that serve the most people, even if it means some geographic areas have limited transit.
- Only make service improvements that offer a basic level of coverage all over the region, regardless of ridership potential. (Allows more people some access to transit but means less frequent service in places where demand is highest.)
- Emphasize service improvements that will serve the most people, but save some resources for basic coverage in less-dense areas.
- Emphasize service improvements that give more people access to transit, but save some resources for changes that will serve the most people.

About You

Home Address (nearest intersection, city or zip code):

Age

- 12 and under
- 13-17
- 18-24
- 25-34

- 35-49
- 50-64
- 65-74
- 75 and older

Do you have a vehicle available for your use at most times? Yes No

What race or ethnicity best describes you?

- White/Caucasian
- Hispanic/Latino
- African-America/Black

- Asian
- American Indian
- Other

What is your annual household income?

- Under \$24,999
- \$25,000-\$49,999
- \$50,000-\$74,999

- \$75,000-\$99,999
- Over \$100,000

If you could change one thing about transit service, what would it be (new places served, more frequent service, better waiting shelters, etc.)?

If you would like to receive updates about this project, please let us know how to reach you:

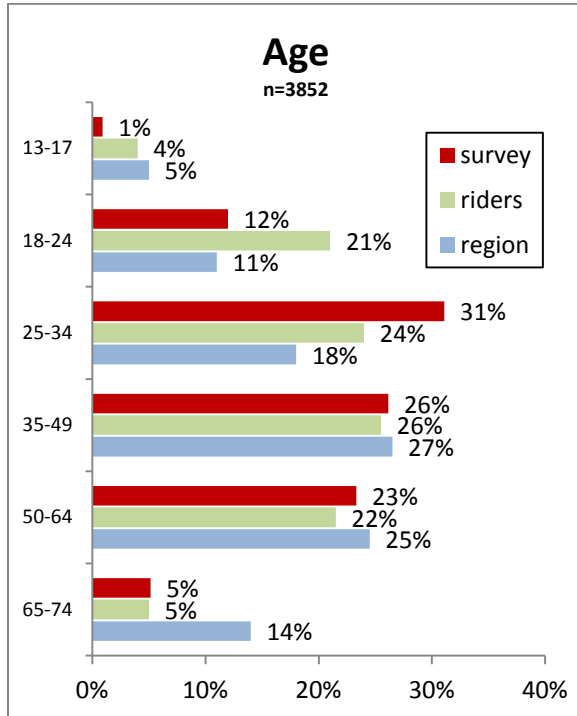
Name:

Email:

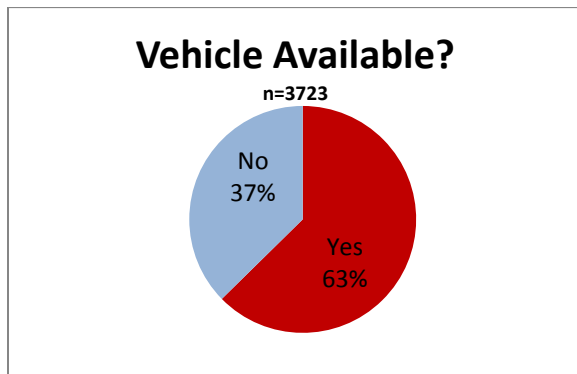
Thank you for taking the time to complete this survey! Please visit metrotransit.org/SIP for more information and project updates.

Metro Transit, Heywood Office, 560 - 6th Ave. N, Minneapolis, MN 55411-4398, attention: Service Development

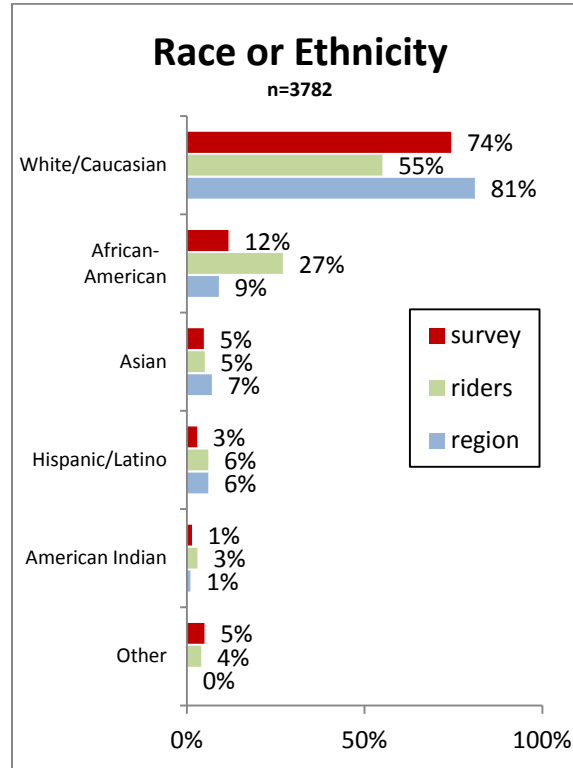
Appendix D-3: Pre-Plan Development Survey Results



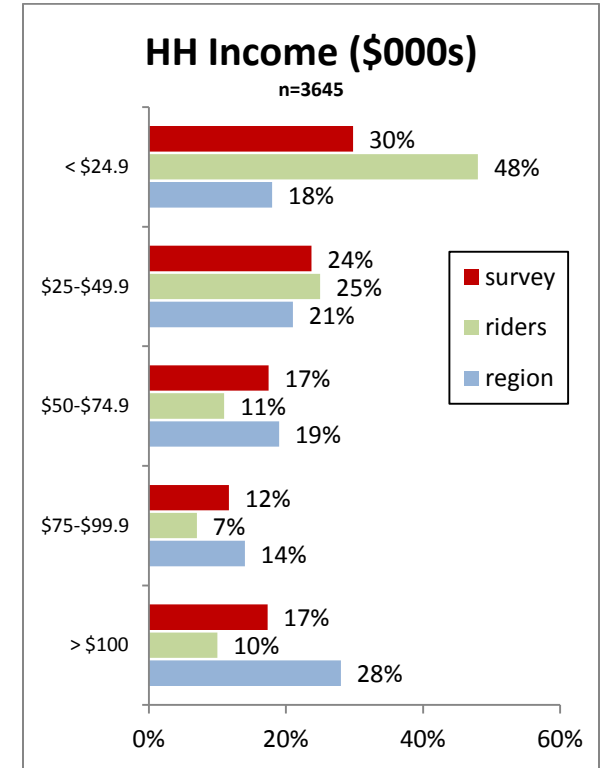
- Age of respondents generally tracks **closely with the age of our ridership overall**, however our survey reached **fewer 18-24 year-olds** and **more 25-34 year olds**.



- Most respondents **have a vehicle available**.



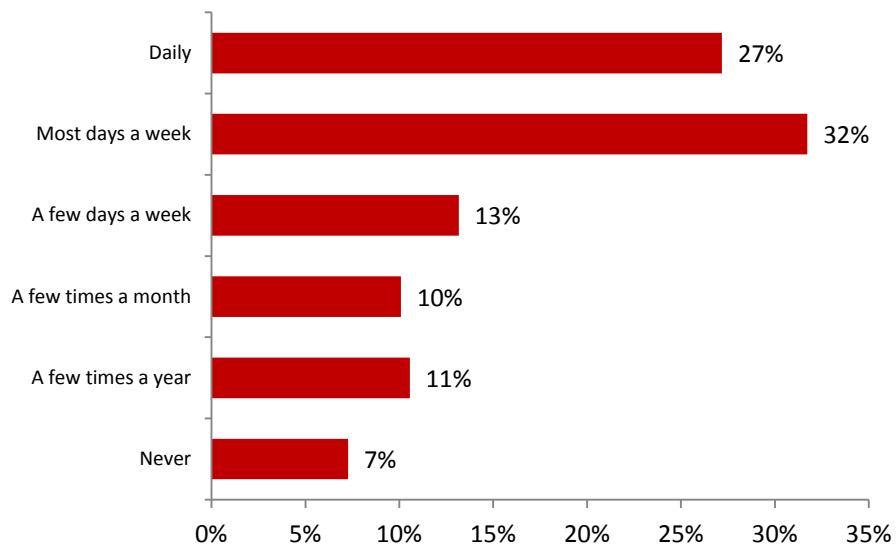
- White respondents** make up the largest race/ethnicity group at **74 percent**.
- Survey respondents generally track **closer to the regional totals** rather than our ridership.
- There are **fewer white respondents** than the population region-wide and **slightly more African-American respondents**.



- Households **earning less than \$25K annually** make up the largest group of respondents, at **30 percent of all respondents**.
- In general, survey respondents are **lower income than the region as a whole**, but **higher income than our ridership**. This pattern is strongest at the **high and low ends of the income spectrum**.

How often do you ride transit?

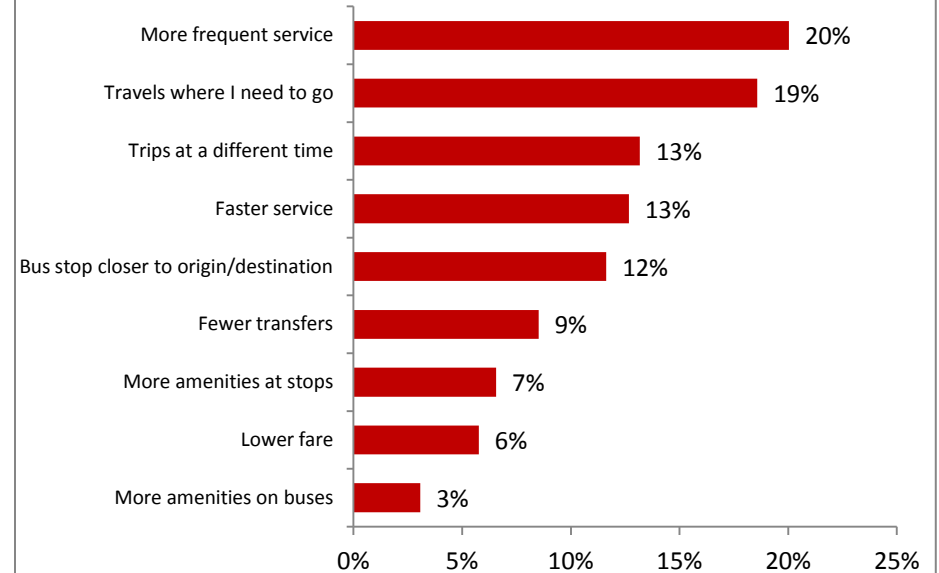
Select only one; n=3874



- Largest group of respondents **rides most days a week (32 percent)**.
- A significant majority of survey respondents are fairly regular transit users. **72 percent** of survey respondents ride at least a **few days per week**.
- Only 18 percent ride a few times per year or never.

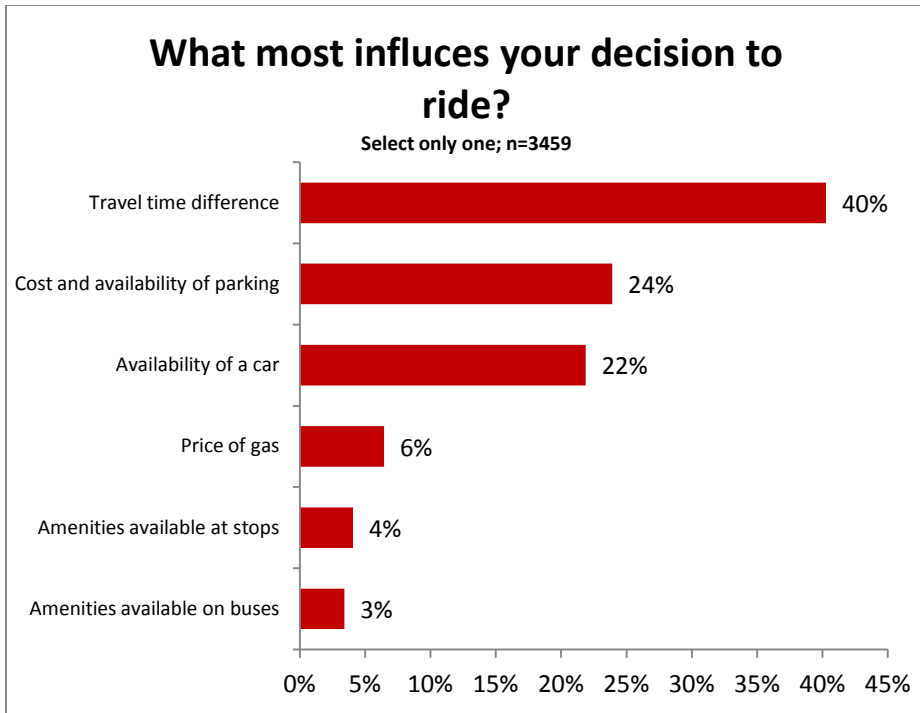
What would make you ride more often?

Select up to three; n=9022



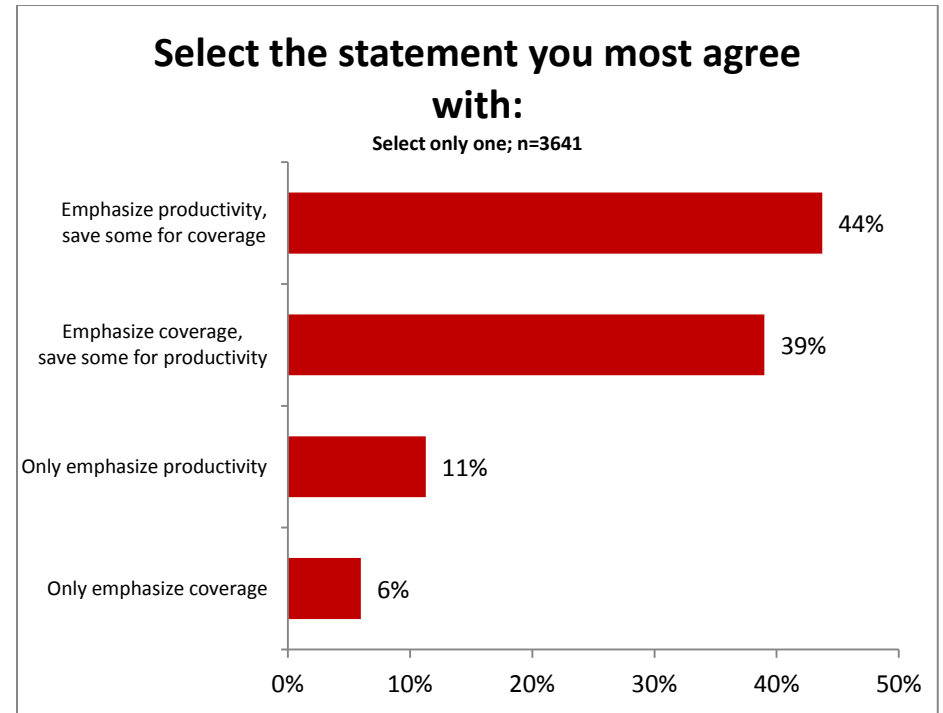
If you use transit, what would make your ride more often? If you don't use transit, what would persuade you to ride? Mark up to three choices.

- **More frequent service** and **Travels where I need to go** make up the top two categories, with **20 and 19 percent** respectively.
- Categories having to do with **improving service on existing routes** (More frequent service, trips at a different time, faster service) make up **46 percent of responses**.
- Categories relating to new coverage/ restructuring (Travels where I need to go, bus stop closer to origin/destination, fewer transfers) make up **40 percent of responses**.
- **Lower fares and better amenities did not rank as important** to persuade respondents to ride more often, particularly amenities on buses.



When traveling to places served by transit, what ***most*** influences whether you use transit?

- **Travel time difference is by far the biggest single factor** that most influences whether a respondent decide to use transit, with **40 percent** of the total.
- Categories **relating to auto use** (cost/avail of parking, availability of a car, price of gas) are also very important, making **of 52 percent** of all responses.



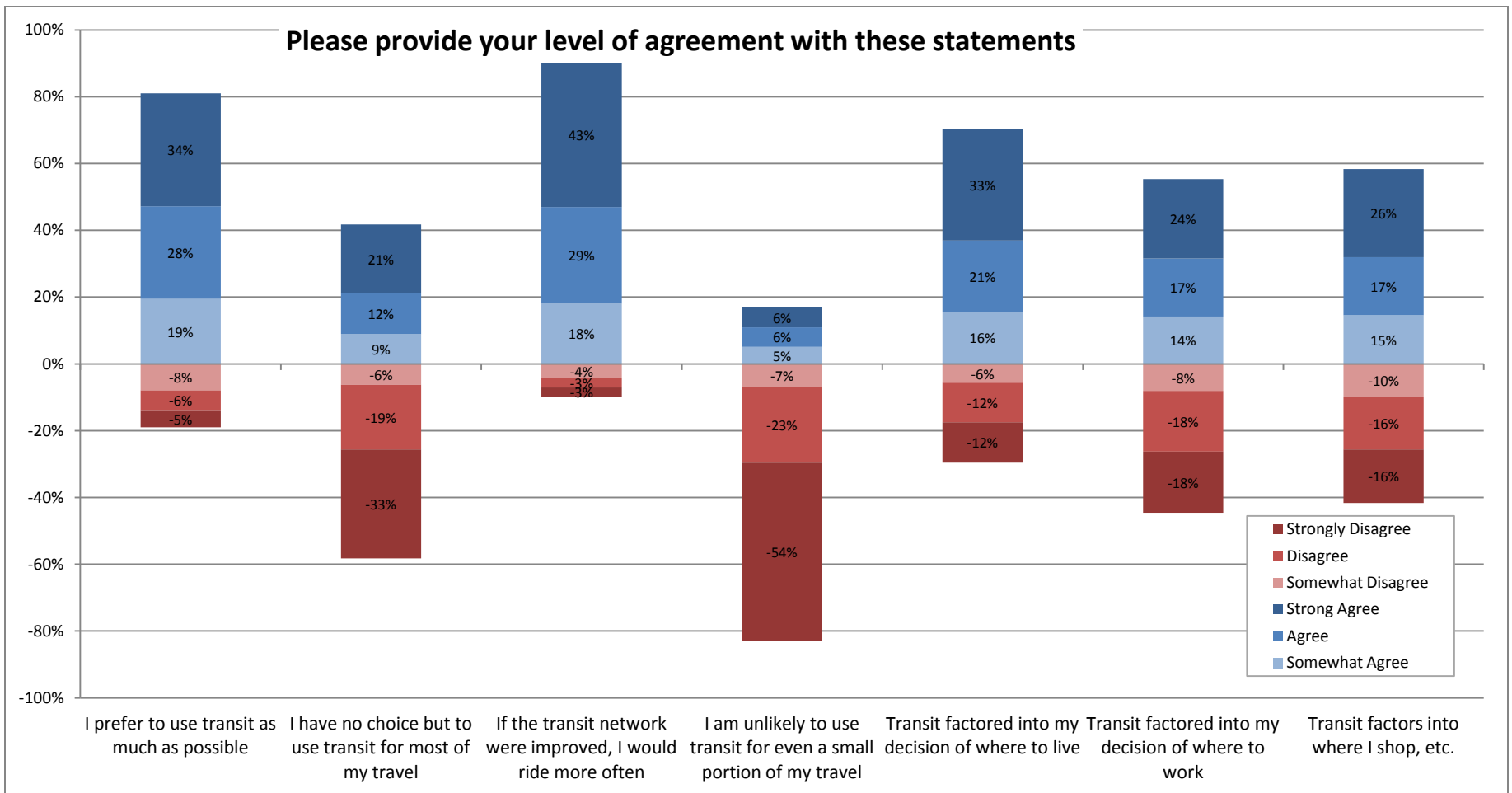
- Clear indication in this question that a **balanced approach** to coverage and productivity is important.
- **Productivity appears to be slightly more important**, receiving a combined **55 percent** of all responses.

Please rank the importance of these goals for expanding the bus system. Use each rank only once.

		Most Important						Least Important
	Avg.	1	2	3	4	5	6	7
Provide transit for low-income, senior citizens, disabled, and those who cannot drive	3.08	33%	14%	13%	13%	8%	8%	11%
Provide transit for those who prefer not to drive/ help people who own cars drive them less	3.44	13%	24%	17%	16%	11%	9%	8%
Environmental reasons	3.63	12%	18%	20%	16%	12%	9%	10%
Support economic development and denser, more walkable neighborhoods	3.77	13%	14%	17%	23%	13%	10%	10%
Bring suburban residents to downtown jobs	4.45	9%	10%	11%	12%	22%	20%	15%
Better suburb-to-suburb and crosstown transit	4.47	16%	10%	11%	10%	15%	15%	30%
Bring urban residents to suburban jobs	4.73	5%	11%	11%	10%	20%	29%	16%

*Avg. = Average ranking each goal received.
 **Cell value is the percent of the sum of selections of each rank the corresponding goal received. Ex. 'Environmental Reasons received 12 percent of all "1" Rankings. Columns sum to 100 percent.

- Respondents rated **providing transit for the transit dependent as the most important goal** for expanding the bus system. It had the lowest overall **average of 3.08** (a low value indicates high importance) and received **33 percent of all "1" rankings**.
- The **least important goal is to bring urban residents to suburban jobs**, receiving **only 5 percent of "1" rankings** and the **higher overall average score**.
- Interestingly, while **better suburb-to-suburb and crosstown connections scored poorly overall** in terms of average score and received the highest number of "7" rankings, **this goal also received the second highest number of "1" rankings**, suggesting this relatively unimportant for most respondents but **very important to a small group**.



- A significant majority of respondents **prefer to use transit as much as possible (81 percent at least somewhat agree)**, and would **ride transit more often if the transit network were improved (90 percent at least somewhat agree)**.
- **42 percent of respondents at least somewhat agree** that they have **no choice but to use transit** for most of their travel.
- Transit was **more important in respondents' choice of home location** than either work or (surprisingly) shopping, errand locations, though not by a large degree.

Appendix D-4: Summary of Comments on Draft SIP

Unique commenters: **176**

Comments submitted: **191**

Total suggestions: **774**

Suggestions w/in scope of SIP: **565**

Of the 565 relevant suggestions:

161 are in support of an existing SIP item

15 are in opposition to an existing SIP item

69 propose a modification to an existing SIP item

216 propose an item not currently in the SIP

104 are general comments not specific to an SIP item

Of the 565 relevant suggestions:

144 have to do with frequency

80 relate to span

93 relate to coverage

46 have to do with travel time

8 relate to reverse commute

123 relate to restructuring existing or proposed service

69 are general comments

Support (161)

- Improvements proposing increased frequency on existing routes received the most support. 65 of comments in support were in support of a frequency improvement.
- Proposals for span increases received the second most comments in support with 44.
- Improvements on the following routes received the most support: Rts 30, 7, 68, 6, 94, 25, 615, 3, 2, and 14. These all received more than 5 suggestions in support of the proposed improvements.

Oppose (15)

- Improvement to route 70 received 3 comments in opposition. Oppose increase in frequency because demand is not high enough
- Route 722 change rerouting off Xerxes, Lad Pkwy, and 85th Ave received 2 comments in opposition.
- Routes 110, 26, 101, 12, 13, 63, 4, 47 also received one comment in opposition.

Modify (69)

- Most suggestions to modify had to do with adding additional frequency or span, or rerouting to serve a nearby destination.

- Improvements to Routes 615, 71, and 74 all received 5 or more suggestions to modify the proposed improvement. Route 615 suggestions focused on rerouting to better serve Hopkins Schools. Routes 71 and 74 focused on improving frequency off-peak and weekends.
- Route 94 received four suggestions. Either increase frequency to better than 90 minutes on Sunday or don't bother. Also received two suggestions to restore Snelling stop.

New Item (216)

- There were 56 suggestions for either new routes or general suggestions. Suggestions for new items to consider primarily related to adding coverage service – which received 47 suggestions. These generally had to do with suburb to suburb service, new express routes, and new limited stop service in the urban core.
- The existing routes receiving the most suggestions for improvements to be added are: Rts 2, 67, 288, 18, 46, 3, and 5. All received 5 or more suggestions.
- Route 2 received a number of suggestions to extend the route to either Uptown or future 21st Street Station. Also received a number of suggestions to combine with Route 67.
- Route 288 received suggestions to extend farther north, add midday service, and increase peak period service.