Help shape the future of Metro Transit bus service
We’re setting priorities for our growing transit system

CTS Conference
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Cyndi Harper
Manager of Route Planning
What is the Service Improvement Plan (SIP)?

- **Bus service expansion** plan
  - Builds on existing network
  - Identifies potential new routes, frequency and span improvements on existing routes
- Prioritized, specific list of how to grow and improve local and express bus service between 2015-2030
- Implementation requires additional operating funds
Why create an SIP?

• Establish a framework of when and how to expand the bus network
  – Buses are the backbone of our transit system
  – Similar plans exist for transitways
  – Demonstrate bus service needs and the need for additional transit funding

• Inform the 2015 legislative program, Regional SIP, and other transit funding opportunities
What Is Included?

- New bus routes
- Improved service levels on existing bus routes
- Arterial BRT (except A Line)
- Bus services connecting to rail and Highway BRT stations
- Routing and scheduling improvements
- Operating costs only
- Projects in Metro Transit service area

What Is Not Included?

- Reduction or elimination of service to existing destinations
- Light rail, commuter rail
- Highway BRT, A Line
- Improvements to passenger amenities
- Fare changes
- Capital investments
- Projects in suburban provider service areas
SIP Development 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
- Review draft SIP: Nov 2014
- Refine and finalize SIP: April 2015
Phase I: Winter 2013-2014 Outreach Engagement

- Series of workshops for public agencies and community organizations
- Public survey available online and by paper
- Monitored responses and focused on under-represented groups
- Received approximately 4,000 responses
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 equity
Project Identification Methodology

• Survey asked for three types of information:
  1. **Origin-destination** information and **specific suggestions** for improvements
  2. Current **transit usage/behavior** and what would encourage people to use transit more often
  3. **Goals and priorities** for what the transit system should accomplish – how should we address trade-offs?

• Customer Relations requests
• Staff ideas
• Feedback from Thrive MSP, 2040 Transportation Policy Plan, other recent projects
SIP Evaluation Criteria

- **Productivity** criteria demonstrate the ridership potential of service improvements using land use and density factors (50% weight)

- **Social equity** criteria evaluate how well improvements serve people most reliant on transit (25% weight)

- **System connectivity** criteria establish how well projects improve connections and service throughout the Metro Transit service area (25% weight)
# Productivity (50%)

<table>
<thead>
<tr>
<th>Points</th>
<th>Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>Existing population</td>
</tr>
<tr>
<td>10</td>
<td>Existing jobs</td>
</tr>
<tr>
<td>10</td>
<td>Regional job concentration areas</td>
</tr>
<tr>
<td>25</td>
<td>Passengers per in-service hour</td>
</tr>
<tr>
<td>20</td>
<td>Subsidy per passenger</td>
</tr>
<tr>
<td>10</td>
<td>Intersection density</td>
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</tbody>
</table>
### Social Equity (25%)

<table>
<thead>
<tr>
<th>Points</th>
<th>Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>Jobs paying &lt;$40,000</td>
</tr>
<tr>
<td>20</td>
<td>Low-income population</td>
</tr>
<tr>
<td>20</td>
<td>Communities of color</td>
</tr>
<tr>
<td>20</td>
<td>Disabled population</td>
</tr>
<tr>
<td>20</td>
<td>Auto availability</td>
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</table>

### System Connectivity (25%)

<table>
<thead>
<tr>
<th>Points</th>
<th>Measure</th>
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<tbody>
<tr>
<td>20</td>
<td>New populations</td>
</tr>
<tr>
<td>15</td>
<td>Key destinations served</td>
</tr>
<tr>
<td>15</td>
<td>Connecting routes</td>
</tr>
<tr>
<td>15</td>
<td>Educational institutions</td>
</tr>
<tr>
<td>10</td>
<td>Non-rush hour service</td>
</tr>
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</table>
SIP Scoring

• Three project priority categories
  – **High** – 75 percent of possible points or greater
  – **Medium** – 55 percent of possible points or greater
  – **Low** – less than 55 percent of possible points

• High and Medium projects prioritized for implementation
  – Represent resource requirements and ridership growth in SIP
  – Arterial BRT included in resources but not evaluated under SIP

• Implementation Phases
Phase II: Nov. 2014 Public Comment Period

- Learning about the proposed improvements
  - Project web site: metrotransit.org/sip
  - Five community meetings, one public hearing
  - Libraries, You Tube, social media, Connect, news release, posters and brochures on buses and transit service centers
  - Outreach by community-based organizations

- Received 570 service suggestions; 176 contacts from individuals and organizations
Evaluation Results

- **50** High projects
  - 9.7 Million new rides
- **87** Medium projects
  - 8.8 Million new rides
- **11** Arterial BRT projects
  - 10.2 Million new rides
- **48** Low projects
  - 2.7 Million new rides

148 projects on 94 routes
- **58** expand coverage/improve connectivity
- **71** improve frequency on existing service
- **52** expand span of service
- **7** add reverse commute service

Recommended for Implementation
### Annual Ridership and Resources

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Service Hours</td>
<td>870,000</td>
</tr>
<tr>
<td>Additional Buses</td>
<td>161</td>
</tr>
<tr>
<td>New Annual Passengers</td>
<td>29 Million</td>
</tr>
<tr>
<td>Additional Annual Operating Cost ($2015)</td>
<td>$98.3 Million</td>
</tr>
<tr>
<td>Additional Annual Subsidy ($2015)</td>
<td>$67.3 Million</td>
</tr>
<tr>
<td>Subsidy Per Passenger ($2015)</td>
<td>$2.35</td>
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* Costs do not include capital costs of fleet, expanded bus operating facility
Next Steps

• Minor update in 2017
• Major update in 4-5 years
• Secure additional operating dollars!
www.metrotransit.org/sip
Metro Transit
Service Improvement Plan

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