

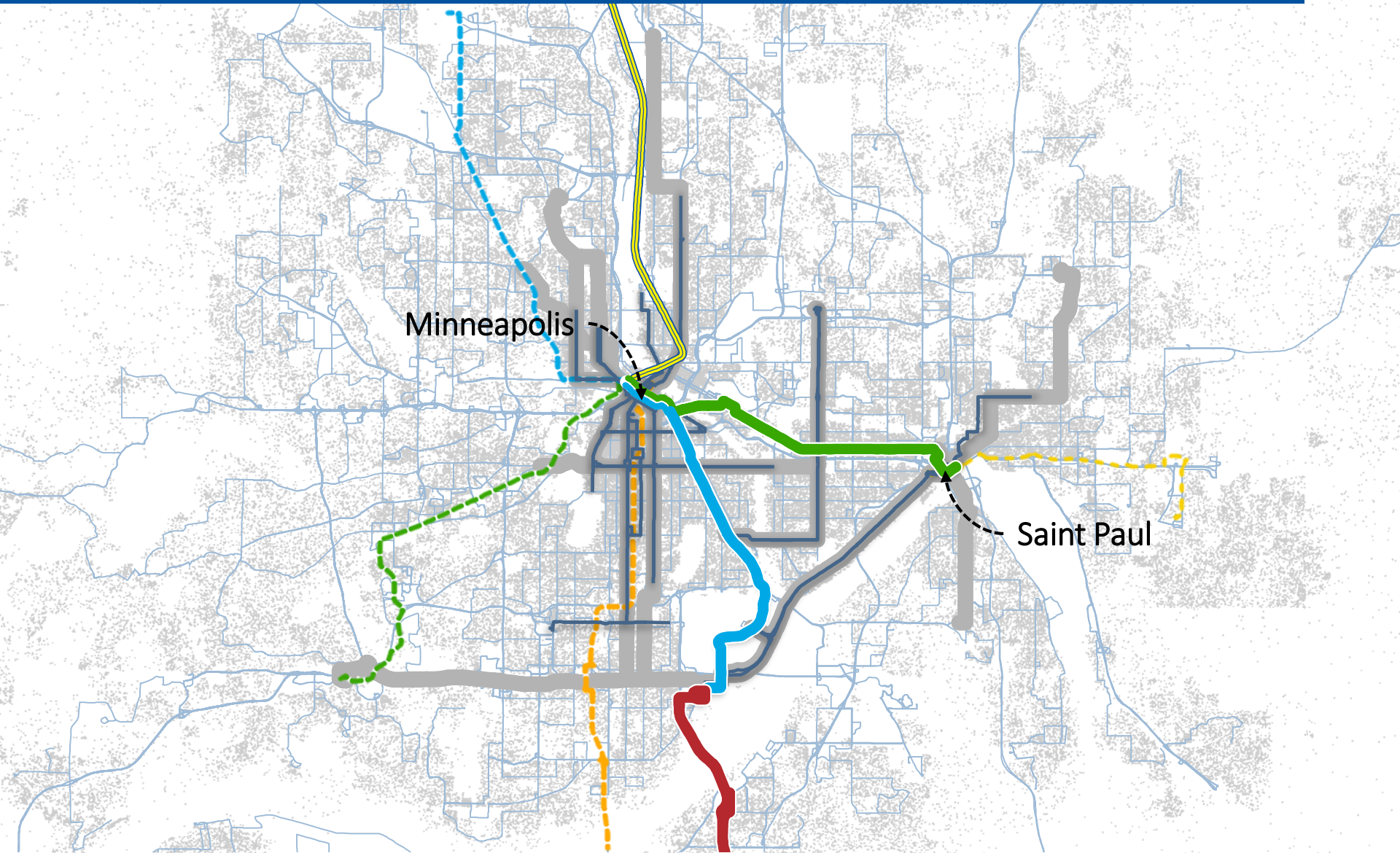
Beyond the Brand: Creating a Clear and Compelling BRT Product

 metrotransit.org

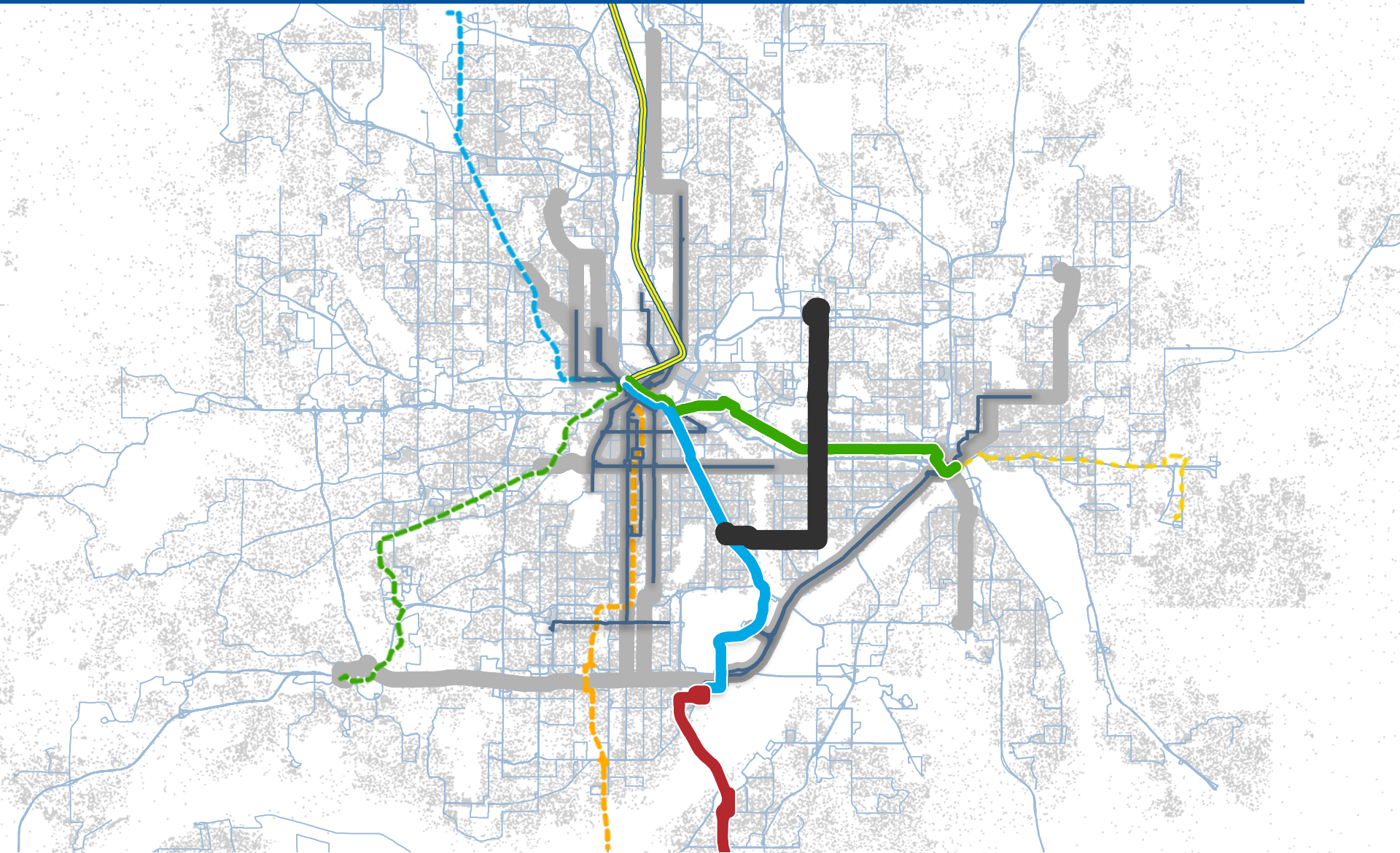


Katie Roth
Manager, Arterial Bus Rapid Transit | Metro Transit, Minneapolis-Saint Paul, MN
@katielynroth

A seven-county region, 3.5 million strong

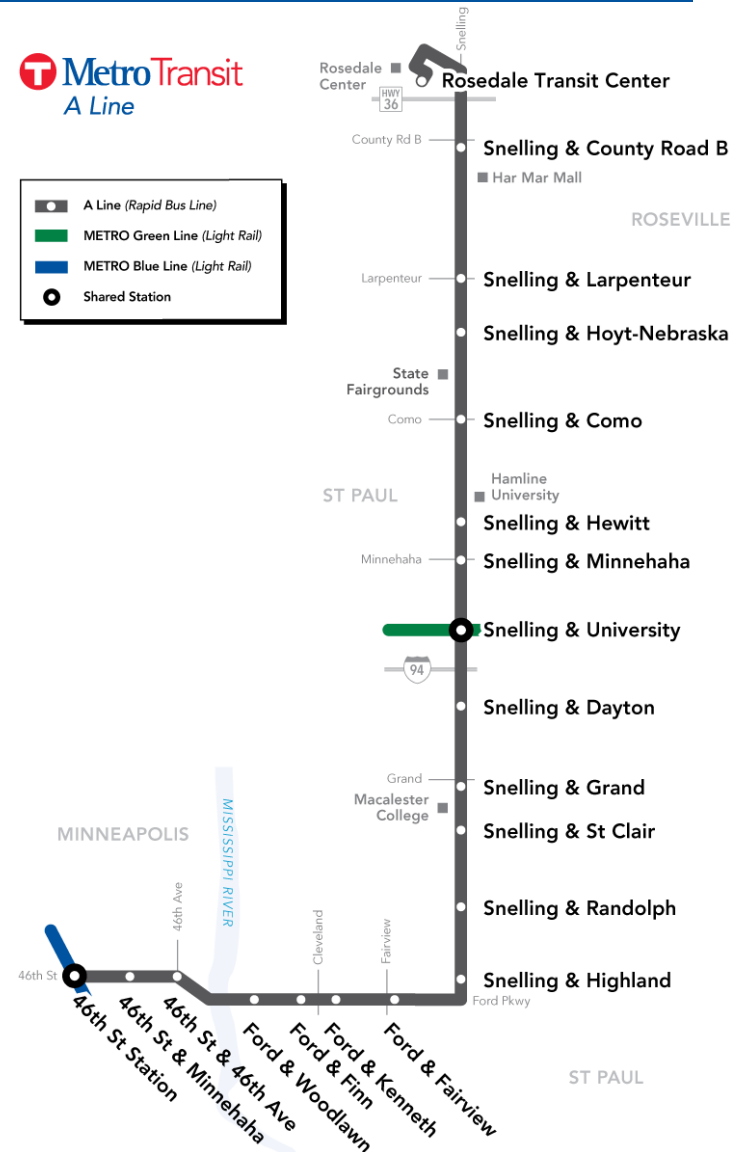


2012: Identified A Line for implementation



A Line: Project scope

- 10 miles, 20 stations
- 4 cities
- 2 light rail connections
- 13-bus fleet
- No new dedicated busways
- \$27 million project cost
- Proven frequent service corridor with 4,000 rides before improvement
- Forecast: 8,700 rides by 2030



What makes the A Line work better?



Specialized vehicles with wider doors, open layout & other amenities



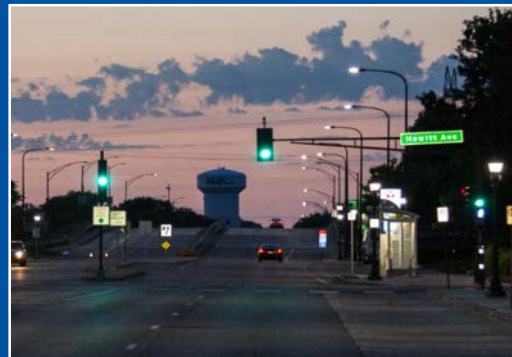
Fully off-board fare payment & random fare checks



Enhanced stations at half-mile spacing with all the features of light rail



Curb extensions for in-lane stops, year-round maintenance & all-door boarding



Transit signal priority



Fast, frequent & all-day service

The brand is in the **customer experience**

The petri dish for a “kit” for many contexts



Curb height: Every inch matters



14" – Level Boarding

- Significant ramps required, extending station length and depth
- Vehicles must slow down on approach



9" – Raised curbs (at most stations)

- Easier step in with strollers, carts, walkers
- Moderate ramp up from sidewalk
- Clear zone back of curb for entire platform length
- Works with all bus models, ramp still deployed



6" – Standard curbs

- Most sidewalks today

Platform dimensions & consistent layout



Bus stops in travel lane

2 + 4 = 6' clear snow plow zone

2'
Tactile
Edge

4' Clear
Boarding
Area

~6' typical
Furnishing
Zone

Unobstructed
sidewalk

BIG shout-out to Metro Transit for getting the A-Line stations plowed and spiffy using their super-cool snow cats so that elderly gentlemen can get around safely.



Usable, visible customer information

Backlit branding & “beacon” bus arrival indicator

Security camera

Clear station name

Stands 13 feet tall

Marks front of bus stop zone

Custom messaging

Real-time arrival information

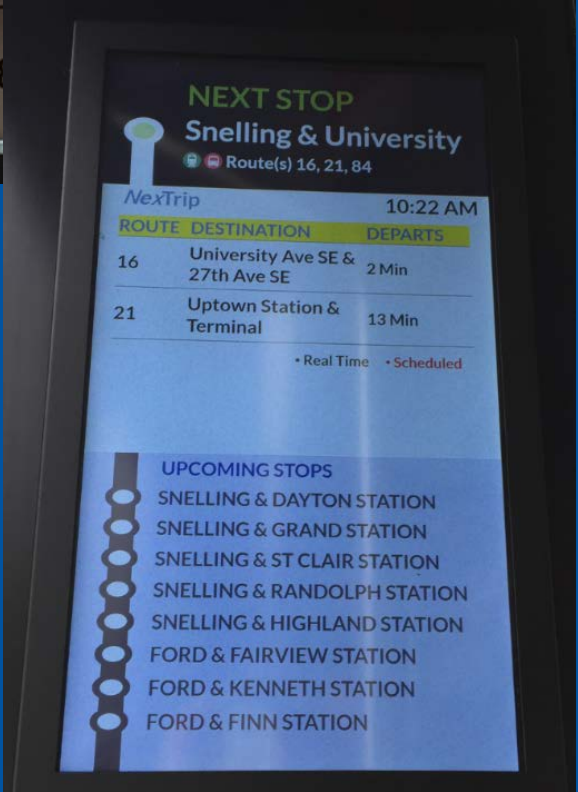
Audio speaker

Braille station identifier

Audio push-button



Mobile Customer Information System Pilot



- Today:
 - Real-time orientation
 - Departure times at upcoming bus stops
 - Service messages
- Future:
 - Rail departures
 - Advertising
 - ADA-compliant orientation info
 - Shared mobility info

The brand is in **consistent operations**

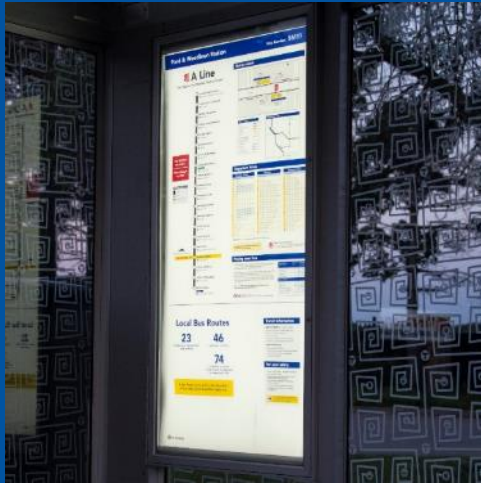
Find thee a harbor pilot



A great BRT product is more than stations & buses

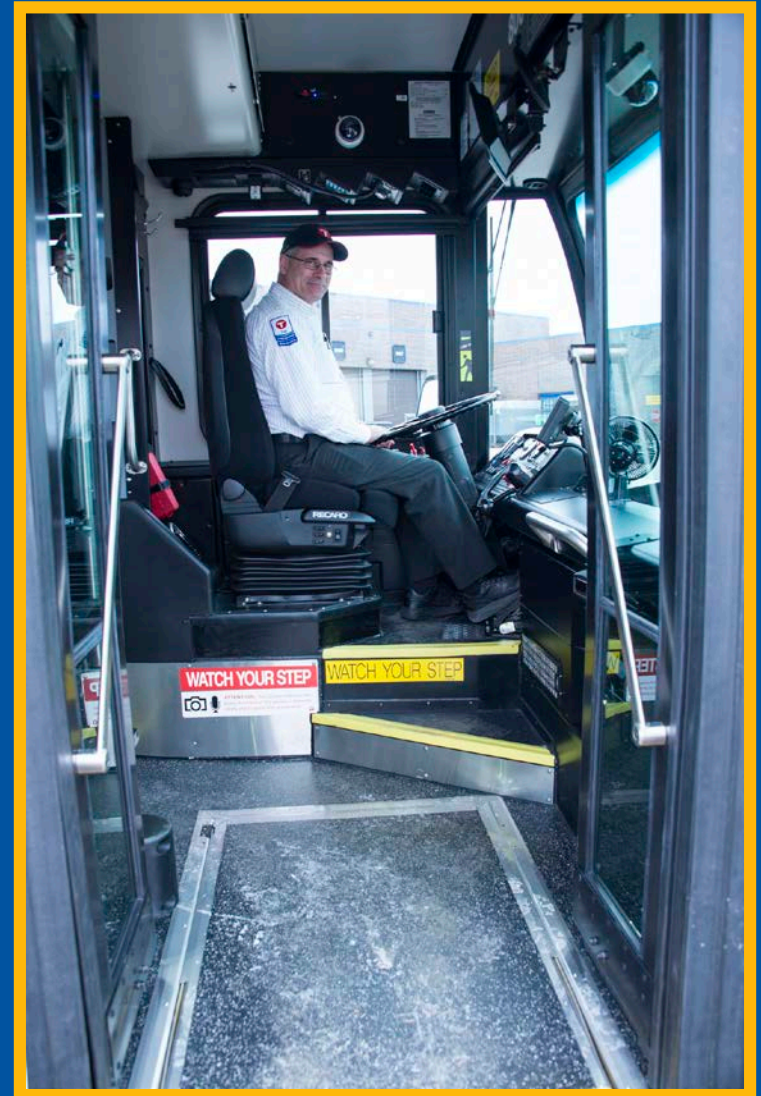


- Cross-functional Implementation Working Group met for 2 years prior to launch
- “Harbor pilot” Operations Lead
 - Developed all-new standard operating procedures
 - Trained & certified operators on providing A Line service
 - Conducted 4 weeks of schedule testing / training
- Prepared extensive FAQ and training for all customer service representatives



Schedule Development

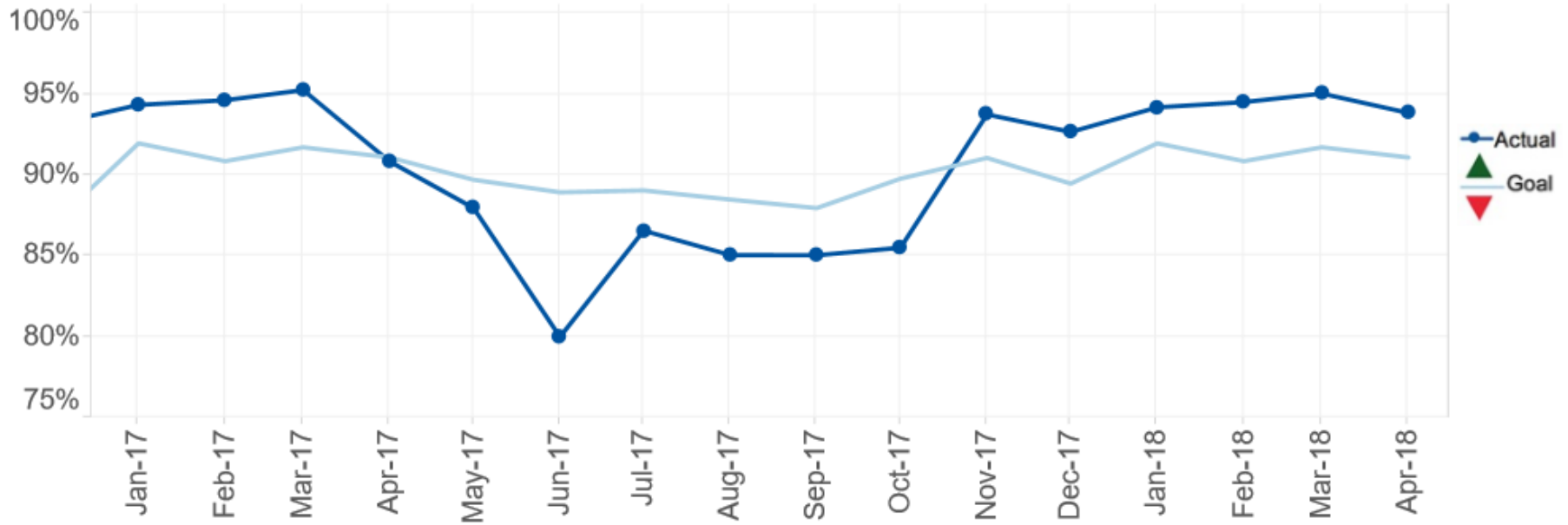
- Preliminary run time testing prior to construction
- “Fast” and “slow” schedule scenarios developed
- Extensive post-construction test runs
 - 10 weekdays, 8 weekend days, multiple runs/day
 - Multipurpose:
 - TSP testing
 - Bus break-in
 - SOP & training development
 - Schedule refinement



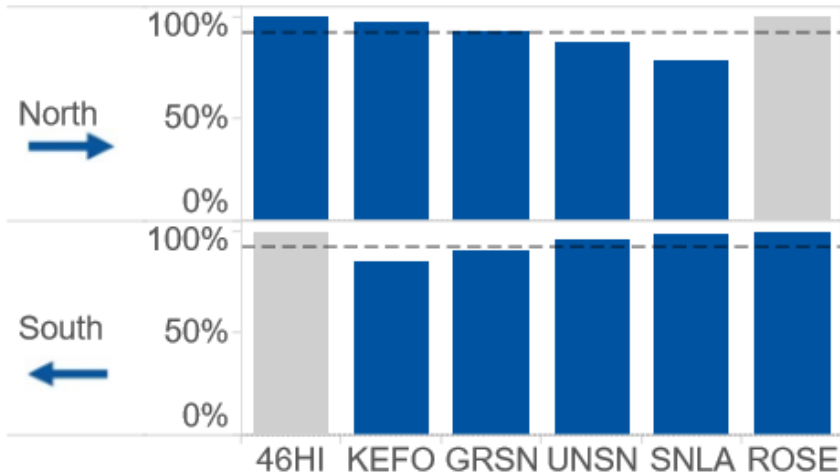
On-Time Performance — A Line

Bus operating between 1 minute early and 5 minutes late

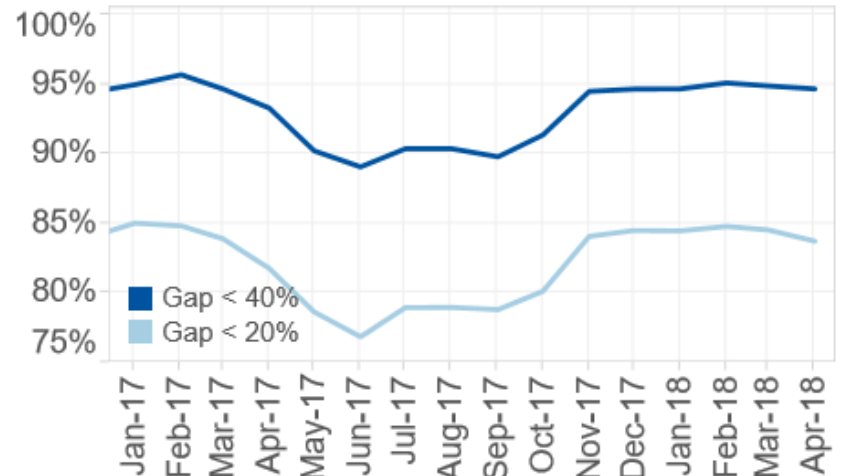
Goal: 91.1% | Apr: 93.8% (+ 2.8%) | Annual Goal: 90% | YTD: 94.4% | Headway Performance: 94.7%



OTP by Station



Headway Performance



Operations management after opening day

Focused daily on-street / control center supervision

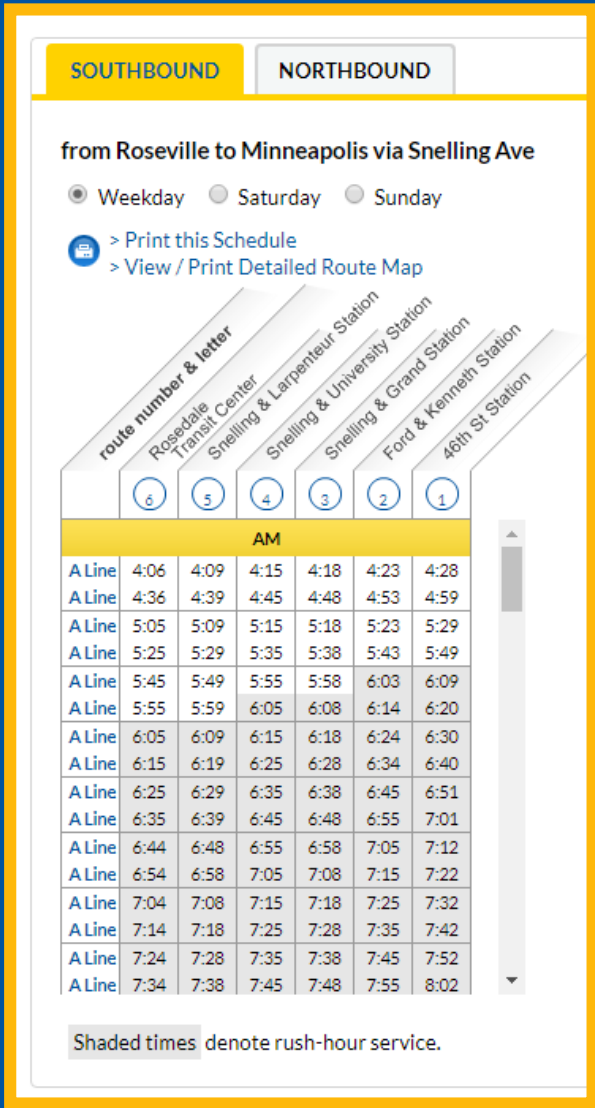
Street event management

- Minnesota State Fair
- Construction, marathons & other events

Quarterly performance committee

- Garage & street operations
- Revenue Operations
- Customer Relations
- Facilities Maintenance

Lessons Learned



SOUTHBOUND | NORTHBOUND

from Roseville to Minneapolis via Snelling Ave

Weekday Saturday Sunday

> Print this Schedule
 > View / Print Detailed Route Map

route number & letter
 Rosedale Transit Center
 Snelling & Larpenteur Station
 Snelling & University Station
 Snelling & Grand Station
 Ford & Kenneth Station
 46th St Station

6 5 4 3 2 1

| | AM | | | | | |
|--------|------|------|------|------|------|------|
| A Line | 4:06 | 4:09 | 4:15 | 4:18 | 4:23 | 4:28 |
| A Line | 4:36 | 4:39 | 4:45 | 4:48 | 4:53 | 4:59 |
| A Line | 5:05 | 5:09 | 5:15 | 5:18 | 5:23 | 5:29 |
| A Line | 5:25 | 5:29 | 5:35 | 5:38 | 5:43 | 5:49 |
| A Line | 5:45 | 5:49 | 5:55 | 5:58 | 6:03 | 6:09 |
| A Line | 5:55 | 5:59 | 6:05 | 6:08 | 6:14 | 6:20 |
| A Line | 6:05 | 6:09 | 6:15 | 6:18 | 6:24 | 6:30 |
| A Line | 6:15 | 6:19 | 6:25 | 6:28 | 6:34 | 6:40 |
| A Line | 6:25 | 6:29 | 6:35 | 6:38 | 6:45 | 6:51 |
| A Line | 6:35 | 6:39 | 6:45 | 6:48 | 6:55 | 7:01 |
| A Line | 6:44 | 6:48 | 6:55 | 6:58 | 7:05 | 7:12 |
| A Line | 6:54 | 6:58 | 7:05 | 7:08 | 7:15 | 7:22 |
| A Line | 7:04 | 7:08 | 7:15 | 7:18 | 7:25 | 7:32 |
| A Line | 7:14 | 7:18 | 7:25 | 7:28 | 7:35 | 7:42 |
| A Line | 7:24 | 7:28 | 7:35 | 7:38 | 7:45 | 7:52 |
| A Line | 7:34 | 7:38 | 7:45 | 7:48 | 7:55 | 8:02 |

Shaded times denote rush-hour service.

- Local underlay
 - Easier sell to public
 - Increases operating costs
- Impacts of fewer timepoints
 - Customer information
 - On-time performance
- Schedule testing builds confidence
- Reliefs
 - Determine strategy well in advance
- Headway management

Be(lieve in) the brand every day
and **people will respond**

June 11, 2016



Have a party!

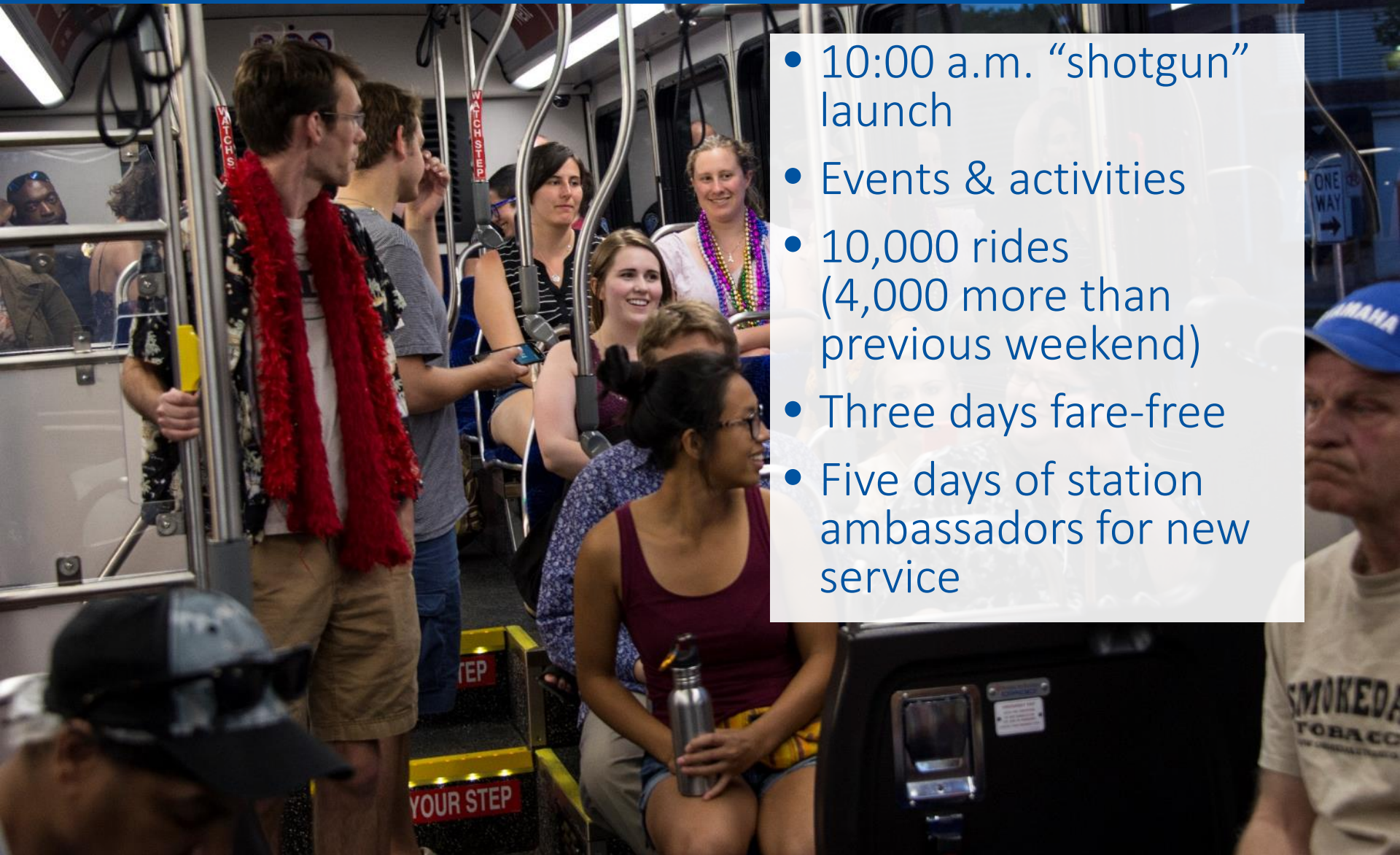


FTA Region V Administrator
Marisol Simon!

U.S. Senator Amy Klobuchar!

Main ribbon cutting
+ 3 other community events along the
corridor with family-friendly activities

June 11, 2016



- 10:00 a.m. “shotgun” launch
- Events & activities
- 10,000 rides (4,000 more than previous weekend)
- Three days fare-free
- Five days of station ambassadors for new service

People like nice things



Oh'behr in Minnesota · a year ago

I like the new Route A line. I used to use my car from downtown Minneapolis to Rosedale. Now I take the Green Line and use the A line instead. I'm also a paying customer before people whine about non-payers on both the Green and A lines.

I look forward to more BRT transit lines in the Twin Cities in the future.



Peter McLaughlin

@McLaughlin_P

Following

The Green Line/A-Line bus is a great way to get to S Mpls & the #ALineMN is a great way to get to the #MNStateFair!



Wedge LIVE!

@WedgeLIVE

Following



Lady telling people to ride the A Line so they can "fall in love" with transit like she did.

7:36 PM - 29 Aug 2017 from St Paul, MN



Rep. Betty McCollum

@BettyMcCollum04

Follow

Big success in first month for @MetroTransitMN's #ALineMN: bus ridership on Snelling Avenue corridor up 35 percent!



Matty Lang @MattyLangMSP · 3 Nov 2016

Love the blinking T. #ALineMN

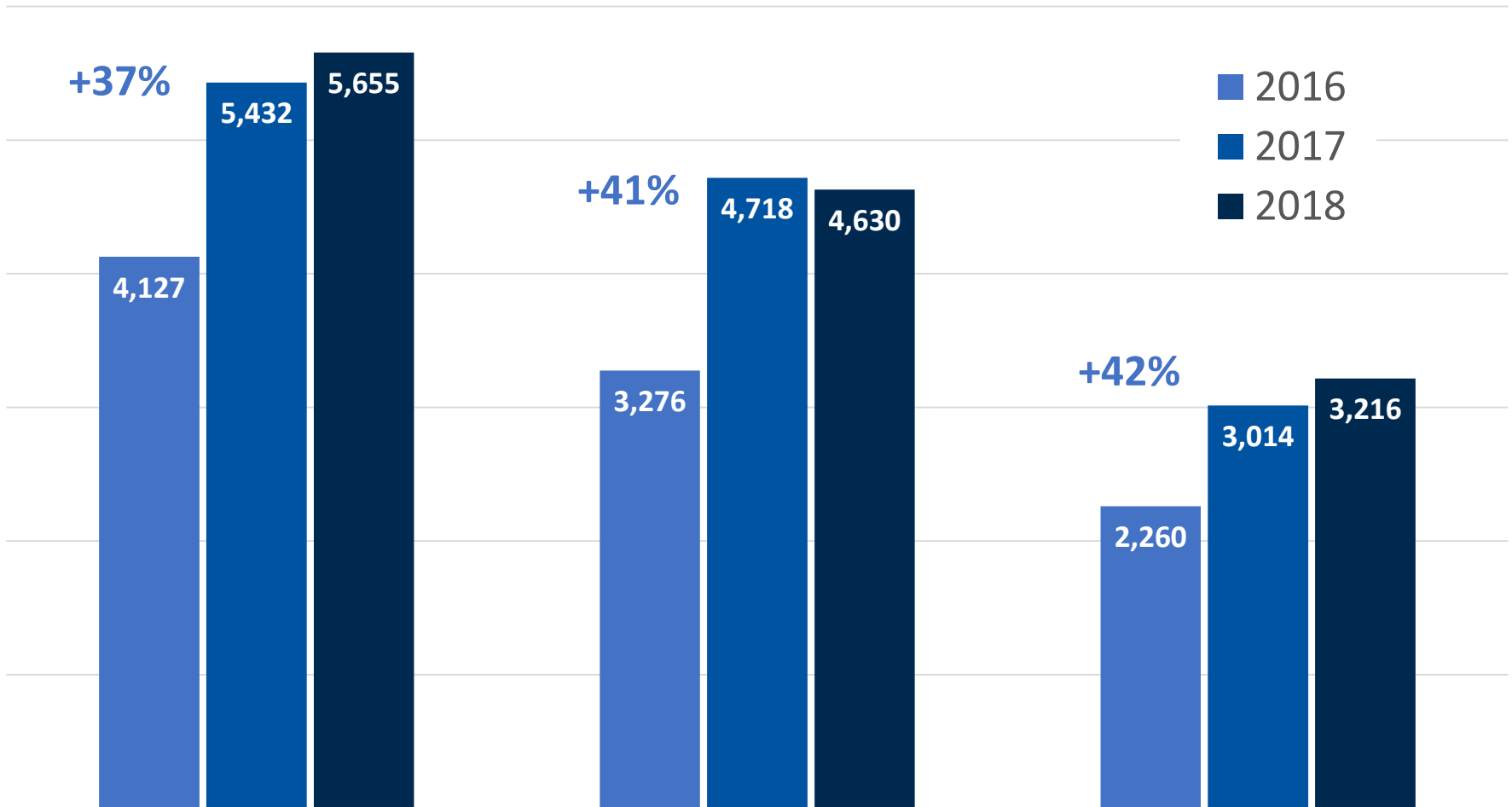


stormyweather1 · a year ago

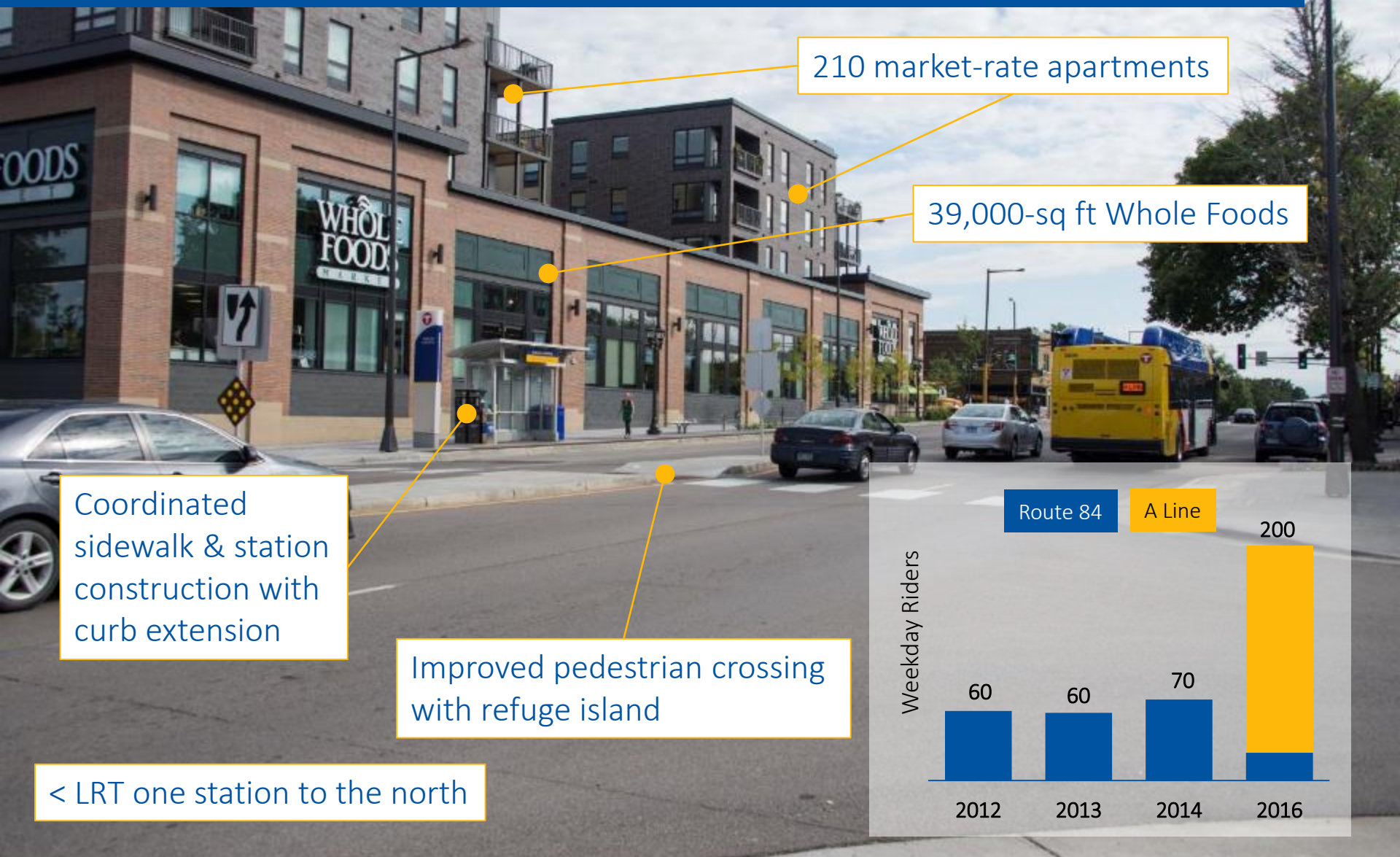
The people that hate on transit will hate on transit, but at least with the A line, Metro Transit is starting to figure out that a system built around limited-stop routes is where it's at. They've been screwing up transit for years around here by treating nearly everything like it's a local route, where routes are stopping every three blocks. And that includes the green line, which is nothing more than a glorified bus.



Corridor Ridership Growth – April 2016-2018



Snelling & Dayton Station: TOD success



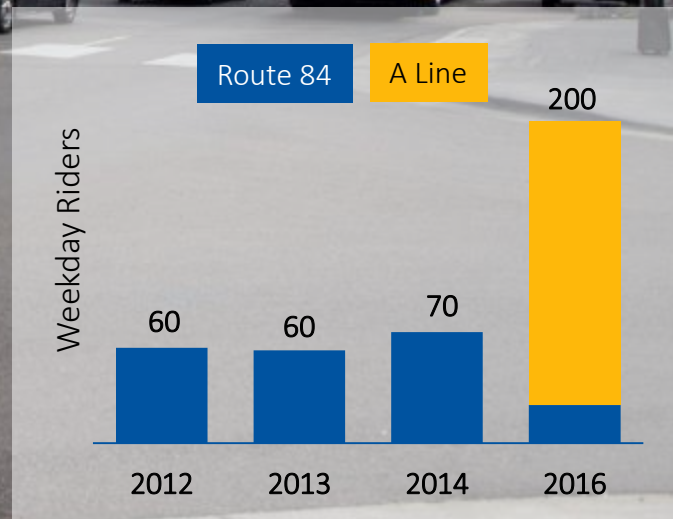
210 market-rate apartments

39,000-sq ft Whole Foods

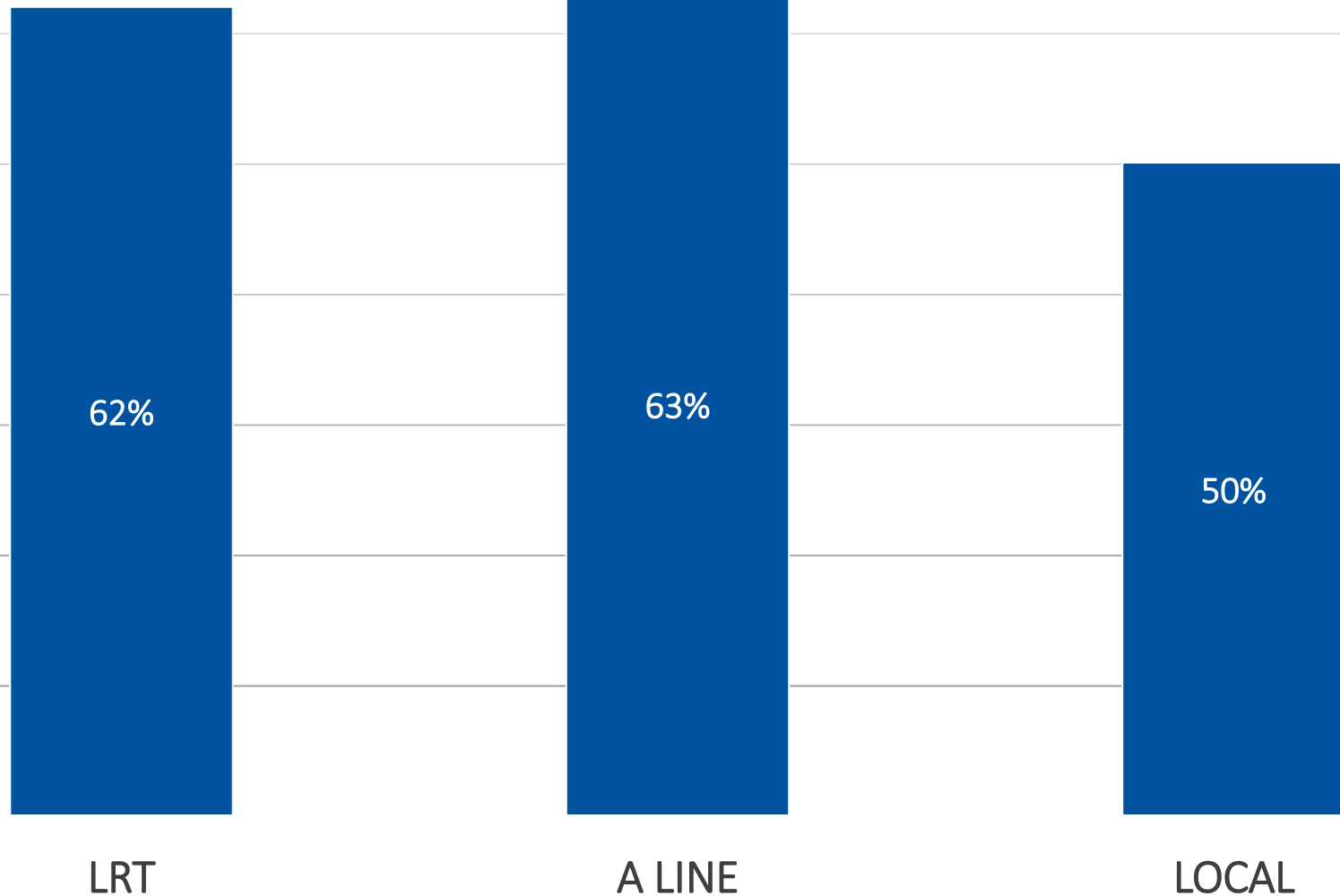
Coordinated sidewalk & station construction with curb extension

Improved pedestrian crossing with refuge island

< LRT one station to the north



2016 Customer Favorability: "Very Satisfied" by Mode



Come to Minnesota & ride with us!



katie.roth@metrotransit.org
[@katielynth](https://twitter.com/katielynth)

metrotransit.org/a-line
[@MetroTransitMN](https://twitter.com/MetroTransitMN) | [#ALineMN](https://twitter.com/ALineMN)