Quick & Easy Tools to Gather Transit Rider Feedback

Improving Performance and Public Outreach in Public Transit

Overview

MVTA Background

The Problem
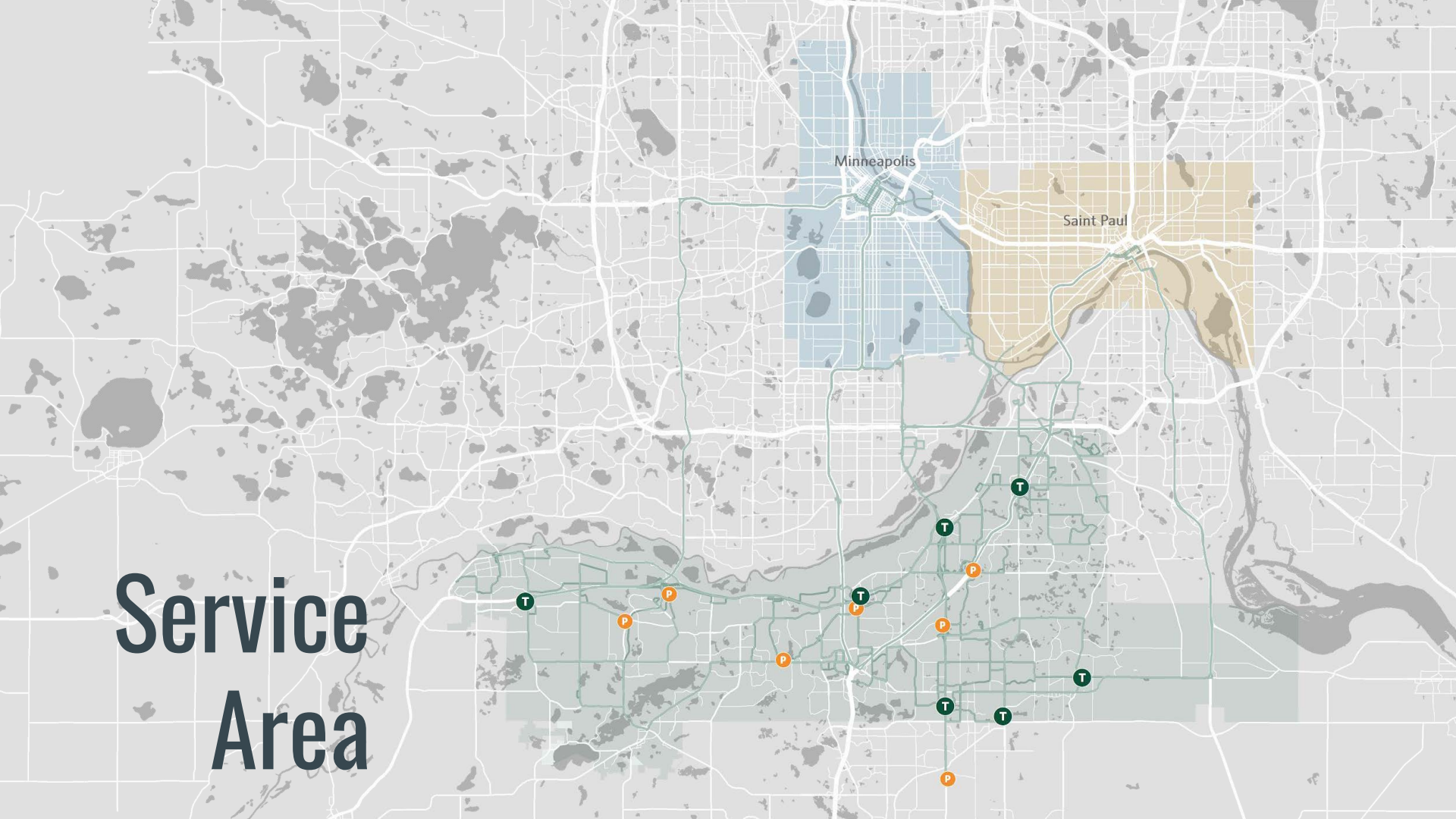
Finding a Solution through Esri

Future Uses

Minnesota Valley Transit Authority

at a glance

- Founded in 1990
- Operates express, local, flex, reverse commute & METRO Red Line
- 2nd largest public transit provider in Minnesota
- Annual ridership of 2.9 million (2018)
- 10,500+ daily boardings on 32 routes
- 165 buses
- 7 park + rides | 7 transit stations | 2 bus garages
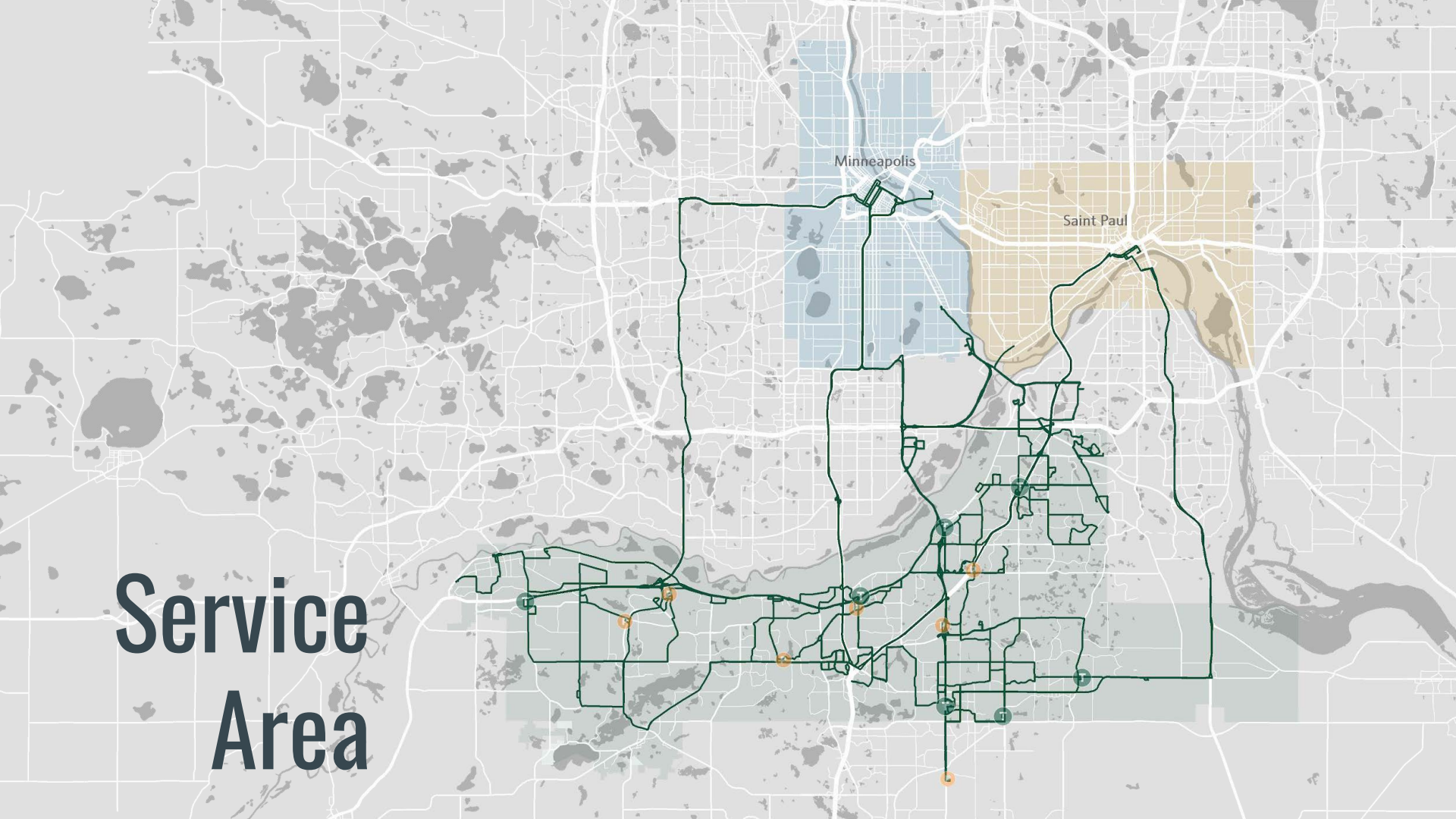- Operates 10,000 hours & 22,500 miles every weekday

MVTA
Minnesota Valley Transit Authority

Service Area

Service
Area

Minneapolis

Saint Paul

Annual Ridership

Year	
3,000,000	
2,000,000	
1,000,000	
0	

1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018
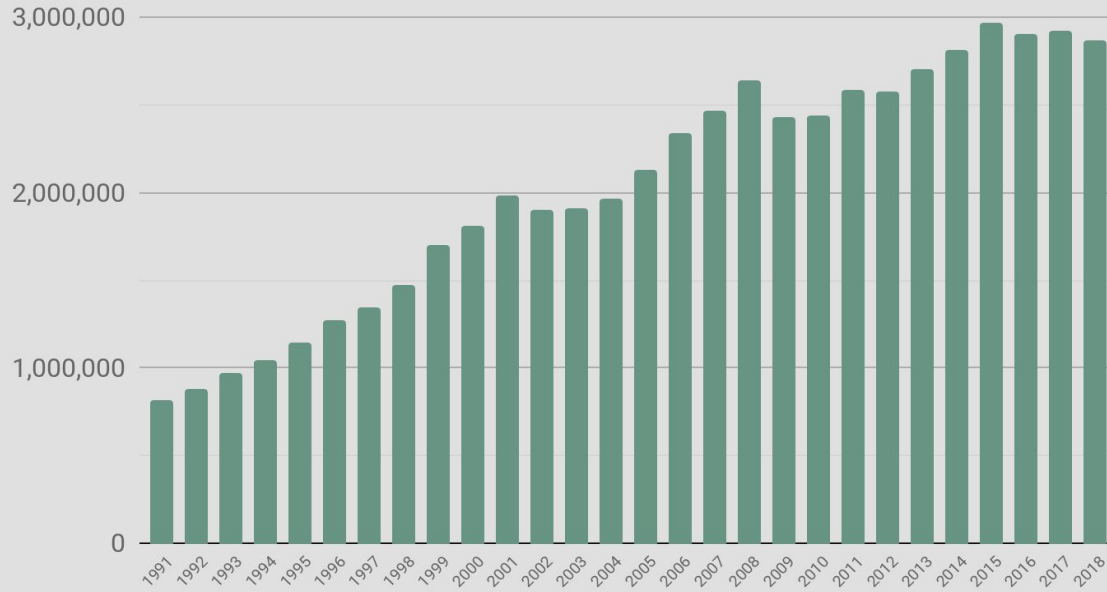
Ridership by Service Type

- State Fair — 3%
- BRT — 9%
- Express — 67%
- Local — 21%

MVTA
Minnesota Valley Transit Authority
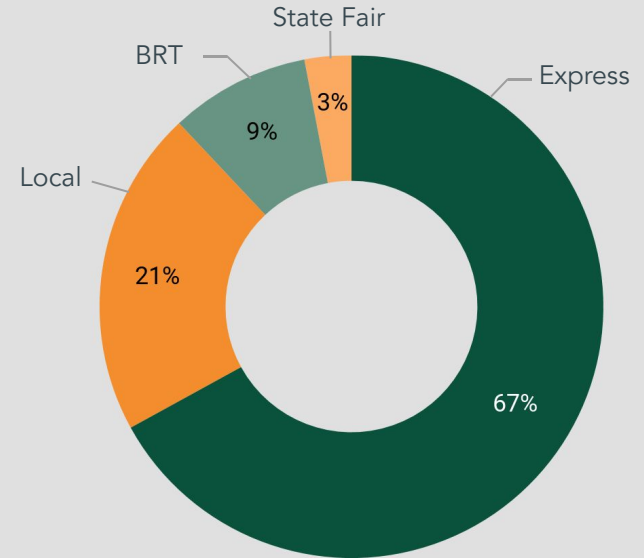
the problem:

reduce annual
service budget by

$1M

timeline:

3 months

to finalize plans for service reductions

MVTA
Minnesota Valley Transit Authority

Approach

1. Review service for efficiencies

2. Seek public comment on proposed service reductions

3. Utilize **Survey123** & **Story Maps** for quick turnaround

Service Reductions

437 — Elimination; alternatives available via Route 445

440 — Reduce weekday service to peak hours with select mid-day trips

442 — Reduce weekday frequency

465 — Reduce midday frequency and eliminate low ridership trips

490/ 493 — Eliminate low ridership trips; rebrand as single route
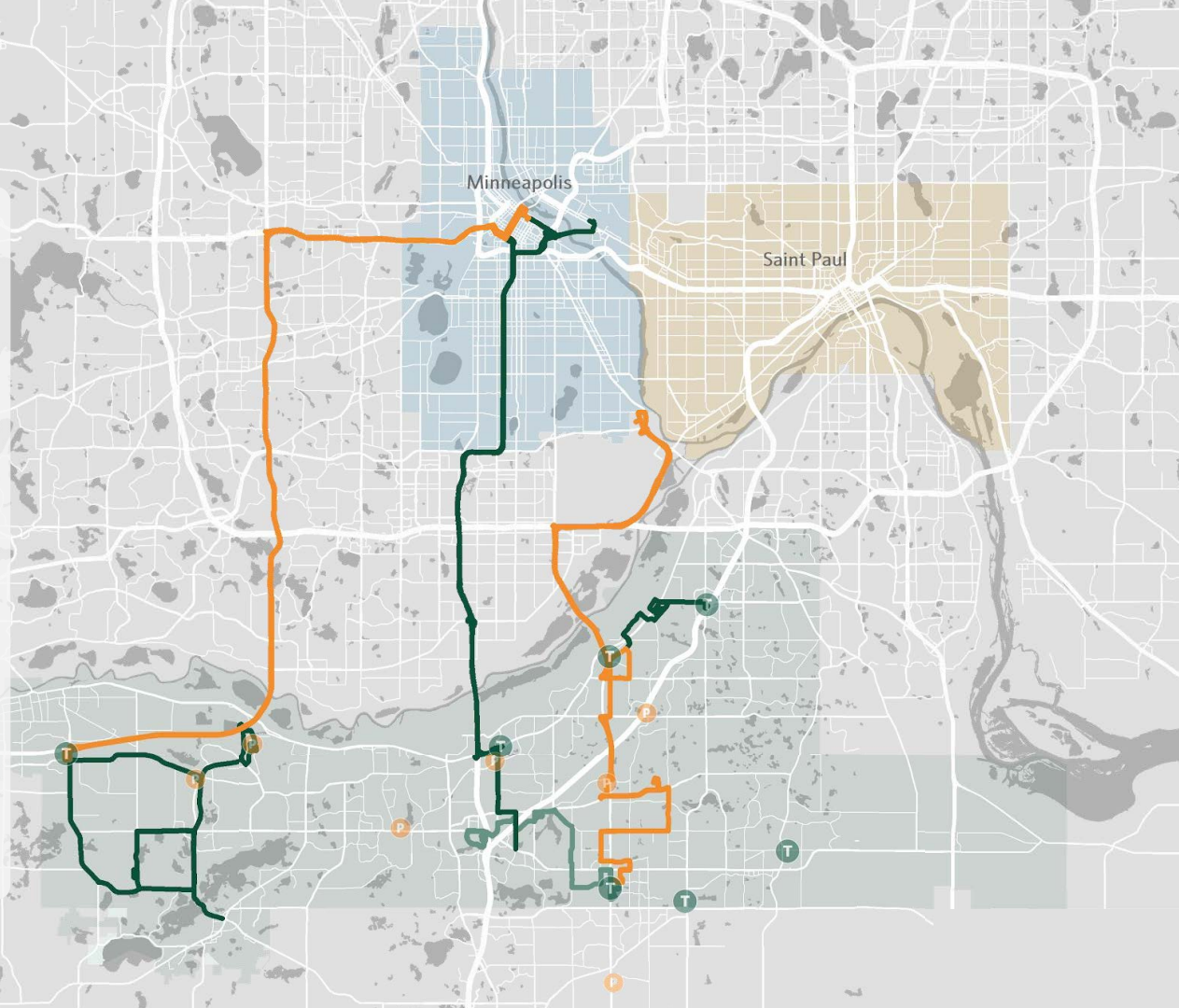
Outreach

- Meetings with city staff

- MVTA Rider Newsletter

- MVTA Website

- MVTA Social Media

- Pop Up Event

- Open House at Transit Station

- Online Feedback Form "Community Conversations"

Open House Style Meetings

Pros:
- Personal interaction with customers
- Answer questions on the spot

Cons:
- Low turnouts
- A lot of prep involved
- Can be costly

Community Conversations: Proposed Route Changes

Accepting public comments through Friday, August 24th.

MVTA
Minnesota Valley Transit Authority

| 437 | 440 | 442 | 465 | 490/493 | SUMMARY | COMMENTS |

THE SERVICE TODAY

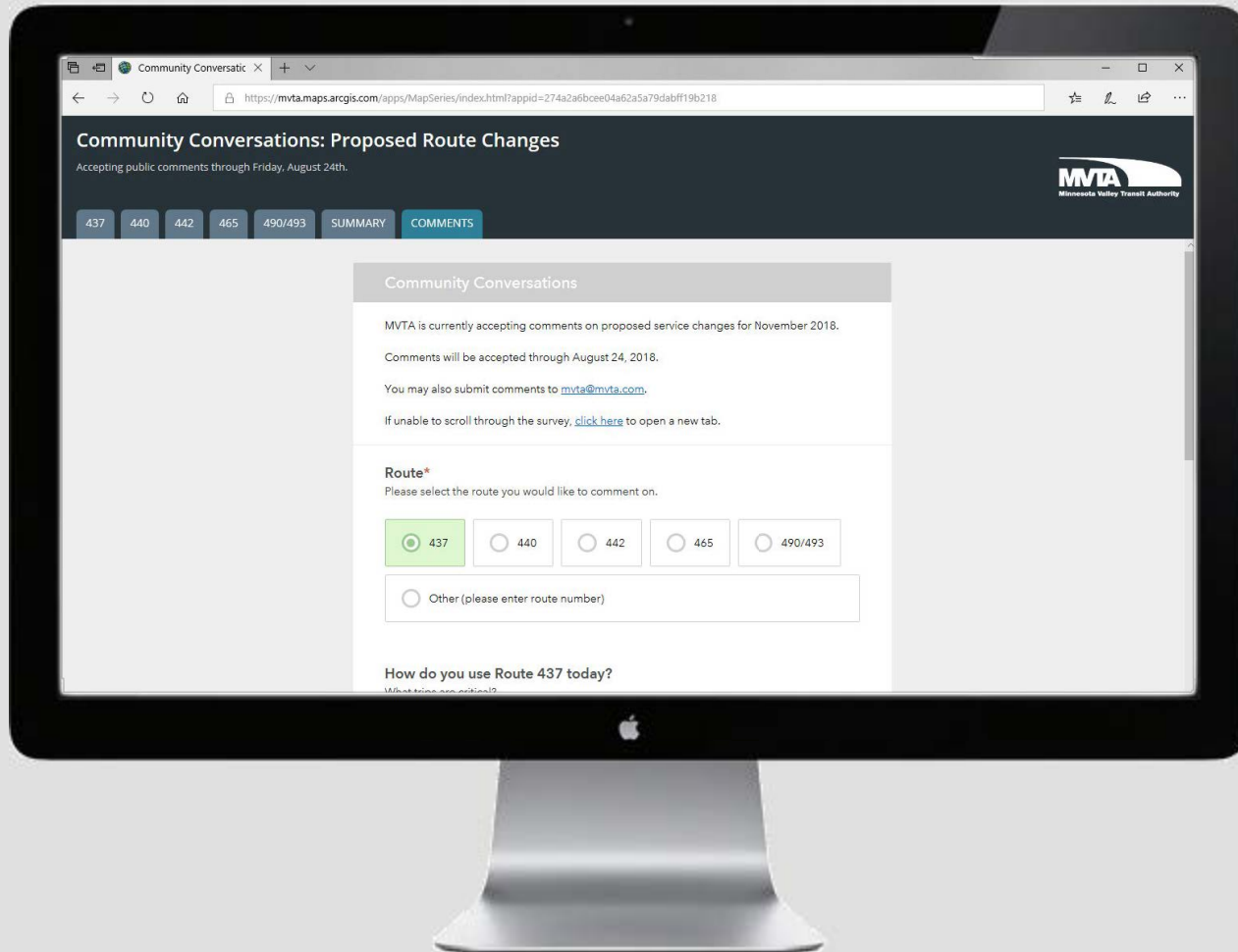A local route in the City of Eagan providing service between Cedar Grove Transit Station and Eagan Transit Station. Route 437 provides connections during the peak hours to/from the METRO Red Line and serves Blue Cross Blue Shield's Eagan Campus on either side of Highway 13.

PROPOSED CHANGE

Eliminate Route 437 due to low ridership and overlapping services with Route 445.

WHAT ARE MY OPTIONS?

Route 445 provides hourly service between Cedar Grove Transit Station and the Eagan YMCA, with a mid-point stop at Eagan Transit Station and has overlapping coverage areas with Route 437.

Schedules: Route 437 Route 445

ROUTE 437

Route 445

Route 437

THE SERVICE TODAY
A local route in the City of Eagan providing service between Cedar Grove Transit Station and Eagan Transit Station. Route 437 provides connections during the peak hours to/from the METRO Red Line and serves Blue Cross Blue Shield's Eagan Campus on either side of Highway 13.

AVERAGE RIDERS PER TRIP 0-3

PROPOSED CHANGE Eliminate Route 437 due to low ridership and overlapping services with Route 445.

445 Monday – Friday west
445 Monday – Friday east

WHAT ARE MY OPTIONS?
Route 445 provides hourly service between Cedar Grove Transit Station and

Community Conversations: Proposed Route Changes

Accepting public comments through Friday, August 24th.

MVTA
Minnesota Valley Transit Authority

437	440	442	465	490/493	SUMMARY	COMMENTS

Community Conversations

MVTA is currently accepting comments on proposed service changes for November 2018.

Comments will be accepted through August 24, 2018.

You may also submit comments to mvta@mvta.com.

If unable to scroll through the survey, click here to open a new tab.

Route*
Please select the route you would like to comment on.

- ( ) 437
- ( ) 440
- ( ) 442
- ( ) 465
- ( ) 490/493

- ( ) Other (please enter route number)

How do you use Route 437 today?
What trips are critical?

1

Create a New Story

Pick an App | Ask the Pros

MAP TOUR

MAP JOURNAL

CASCADE

MAP SERIES

SHORTLIST

SWIPE/SPYGLASS

BASIC

CLOSE

2

WELCOME TO **Map Series** Builder

Which layout do you want to use? ⊙

Tabbed
Present maps and other content using tabs with an optional panel for descriptive text.

View a live example

Side Accordion
Present maps and other content using an expandable control that includes descriptive text.

View a live example

Bulleted
Present maps and other content using bullets with an optional panel for descriptive text.

View a live example

START

Minnesota Valley Transit Authority

Survey123

Community Conversations   Overview   (Design)   Collaborate   Analyze   Data   Settings   ⮜

⊕ Add   ✎ Edit   🎨 Appearance   ⚙ Settings

Community Conversations

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⮕ 2 14 10 8 6 18 17 16 15 13 12 11 9 5 3 7 4

1

Route*
Please select the route you would like to comment on.

○ 437   ○ 440   ○ 442   ○ 465   ○ 490/493

○ Other (please enter route number)

1 ⮕

2

Please provide your comments on the route here.

Please input 1,000 characters at most

⊡ Singleline Text	I Multiline Text
◉ Single Choice	⊞ Single Choice Grid
☑ Multiple Choice	💻 Dropdown
☆ Rating	●○ Likert
1²³ Number	📅 Date
🕐 Time	🕐 Date/Time
📷 Image	⬆ File Upload
✎ Signature	📍 GeoPoint
✉ Email	🌐 Website
📝 Note	🔠 Group
📄 Page	

Survey123

Community Conversati...

ROUTE 437

THE SERVICE TODAY

A local route in the City of Eagan providing connections during the peak hours to/from the METRO Red Line and serves Blue Cross Blue Shield's Eagan Campus on either side of Highway 13.

AVERAGE RIDERS PER TRIP 0-3

PROPOSED CHANGE

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WHAT ARE MY OPTIONS?

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445 Monday–Friday WEST
From Eagan YMCA to Cedar Grove

445 Monday–Friday EAST
From Cedar Grove to Eagan YMCA

437

Next: 440

Community Conversati...

ROUTE 437

THE SERVICE TODAY

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PROPOSED CHANGE

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437

Next: 440

Community Conversati...

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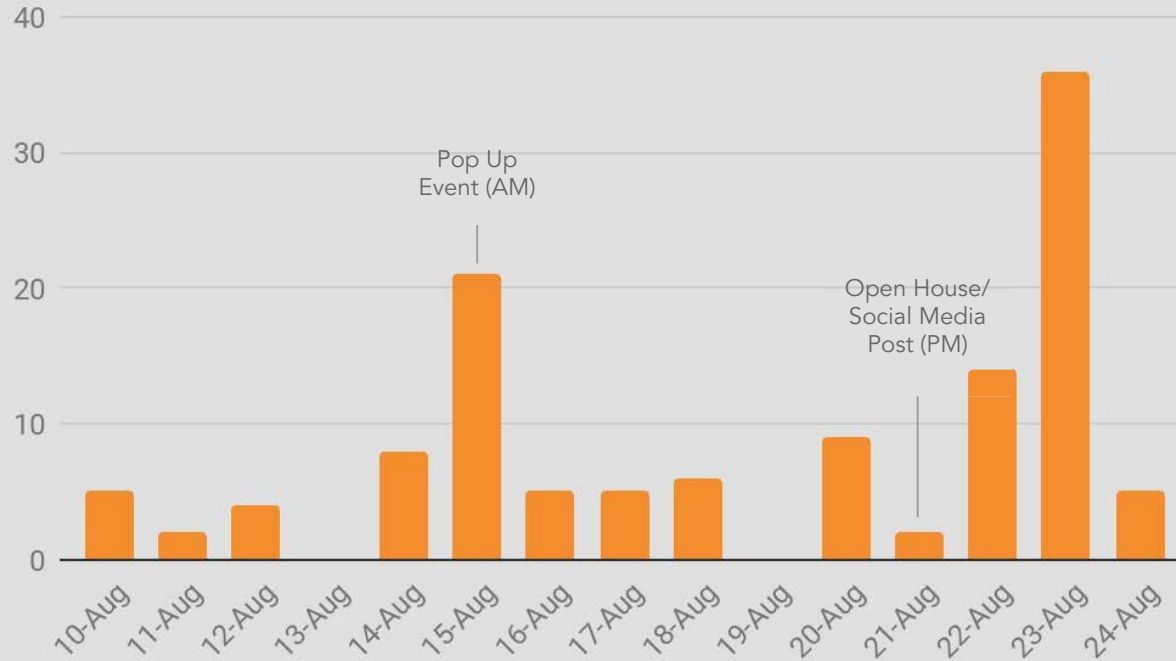
COMMENTS
You have reached the end of the story

Pop Up Event

- Three Park-and-Rides during peak hour
- Personal interaction with customers while directing them to online survey

Survey Results

DAILY SURVEY RESPONSES

Pop Up
Event (AM)

Open House/
Social Media
Post (PM)

40

30

20

10

0

10-Aug 11-Aug 12-Aug 13-Aug 14-Aug 15-Aug 16-Aug 17-Aug 18-Aug 19-Aug 20-Aug 21-Aug 22-Aug 23-Aug 24-Aug

123

Rider Responses

Themes

- **Mid-day trips** and **connecting service** important

- **Split opinions** on specific recommendations

- **Adjacent trips** and **routing modifications** seem to provide solution

- **Frequency** offers convenience

Final Results

Daily schedule reduced by

40+

platform hours

	Proposal	Final
437	Elimination; alternatives available via Route 445	Eliminated
440	Reduce weekday service to peak hours with select mid-day trips	Weekday/Weekend frequency reductions
442	Reduce weekday frequency	Weekday/Weekend frequency reductions
465	Reduce midday frequency and eliminate low ridership trips	No change
490/ 493	Eliminate low ridership trips; rebrand as single route	Restructured/trips combined

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Future Use

- Story Maps to share future service change proposals
    - Build more narrative around proposals in story map
    - Utilize online maps to display changes
    - Explore additional Survey123 capabilities
- Customer surveys/feedback requests (Rate Your Operator)
- Internal infrastructure management

Questions?

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