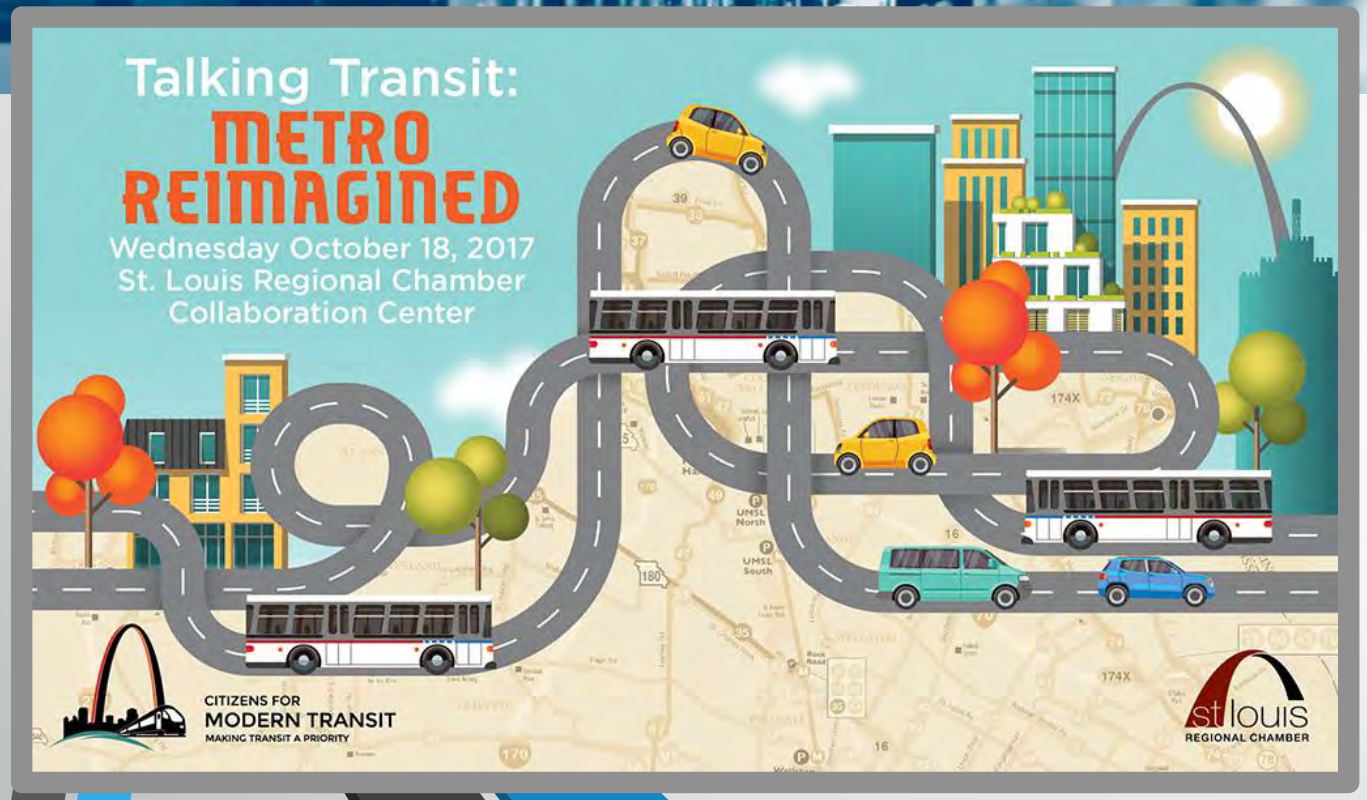


BI·STATE DEVELOPMENT
Gateway to growth. On both sides of the river.

Metro Reimagined

Metro

Project Overview

October 2017

Reimagining Metro Transit

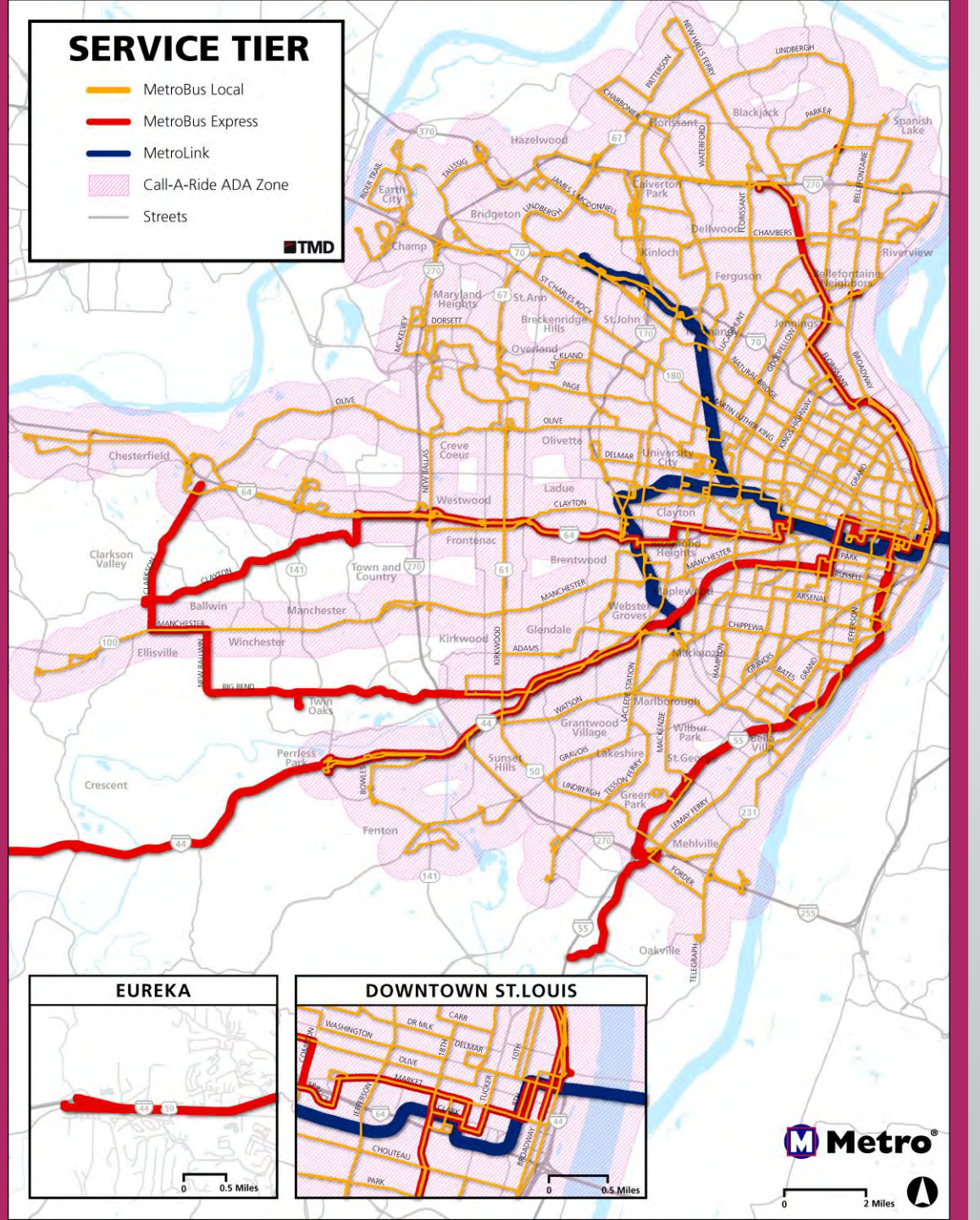
- **Continuing our Commitment to:**
  - Provide mobility based on **existing** and **future** needs
  - Value the role of **personal mobility** in the quality of life and economic vitality of the region
  - Embrace **best practice strategies** and **innovate mobility options**
  - Work with our partners to build an **effective** and **efficient** integrated system
  - Progress **within our current and potential financial capacity**

Identifying Strategies to Improve:

1. Ridership
2. Customer experience
3. Cost effectiveness

Transit Service Tiers

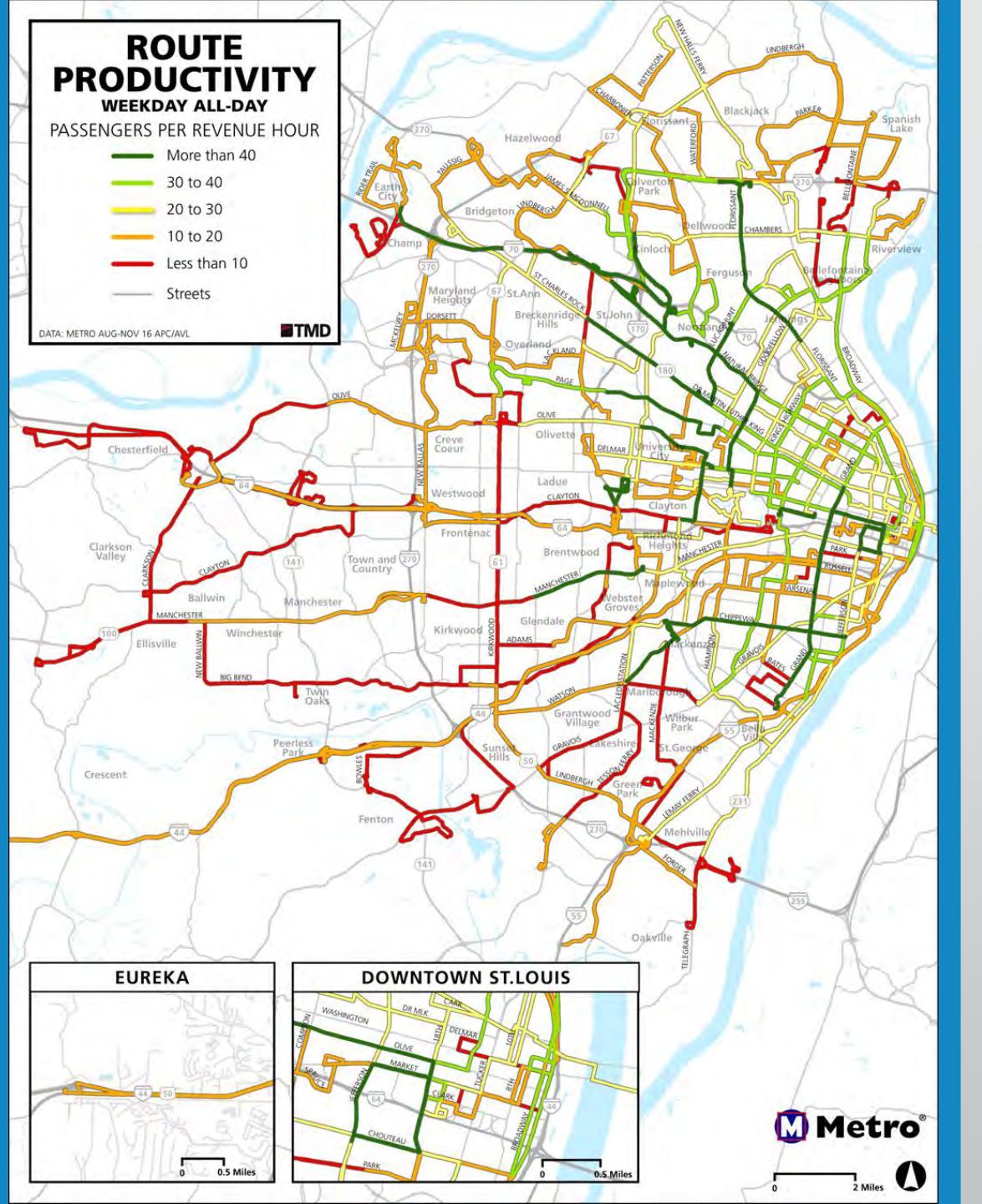
- Two MetroBus Service Tiers
  - Local & Express
- Large variation in local routes
- Fulfill different network roles
  - Structural spine
  - Neighborhood circulators
- Significant gap between rail & bus
- Moving forward:
  - *Differentiate between service types*
  - *Match service options to transit markets*



Today's Key Corridors

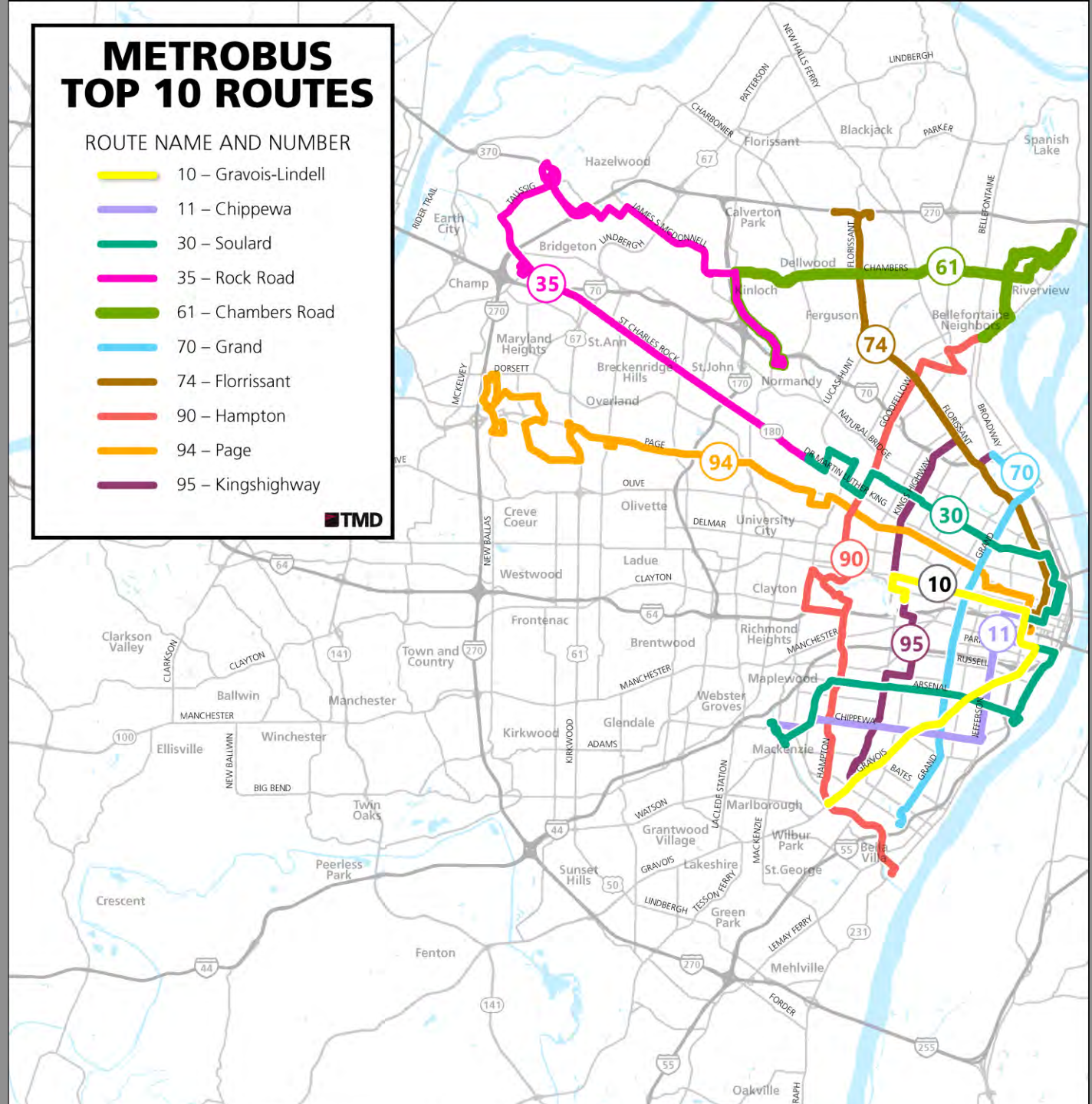
- Examined productivity of different route sections, not just full routes
- Top ten routes account for **nearly 50 percent** of all MetroBus local boardings

  - #70
  - #95
  - #11
  - #90
  - #74
  - #94
  - #10
  - #61
  - #30
  - #35

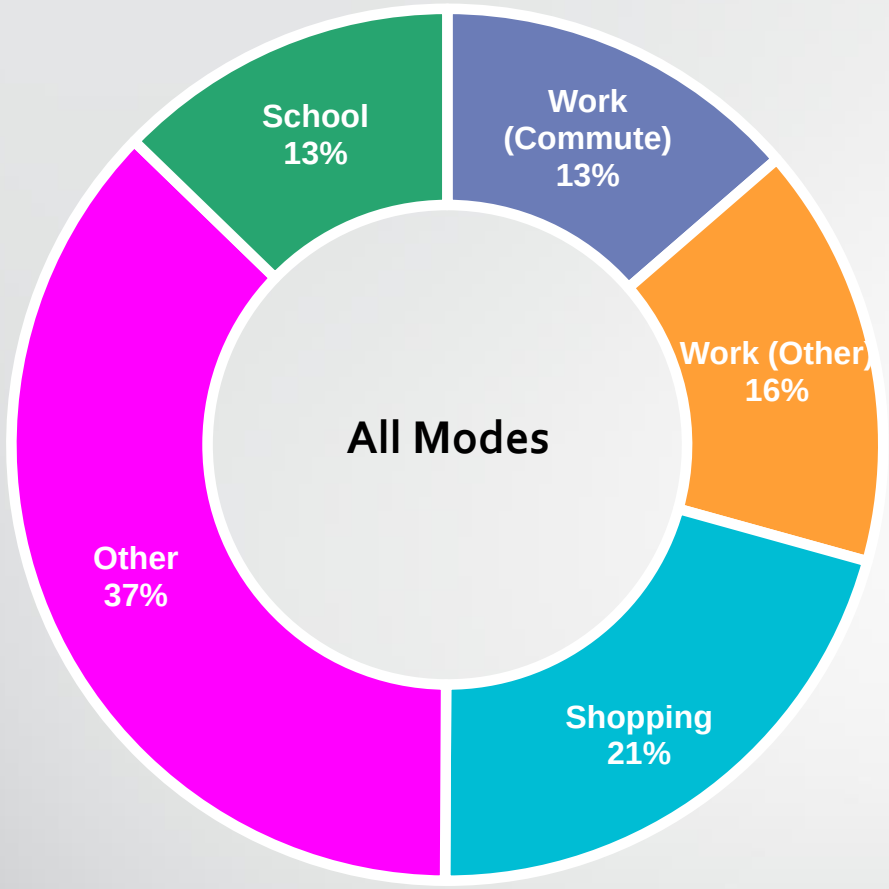


Network Building Blocks

- Above average frequencies
- Above average productivity
- Investments to these 10 routes would improve service for **nearly 50 percent** of all MetroBus riders

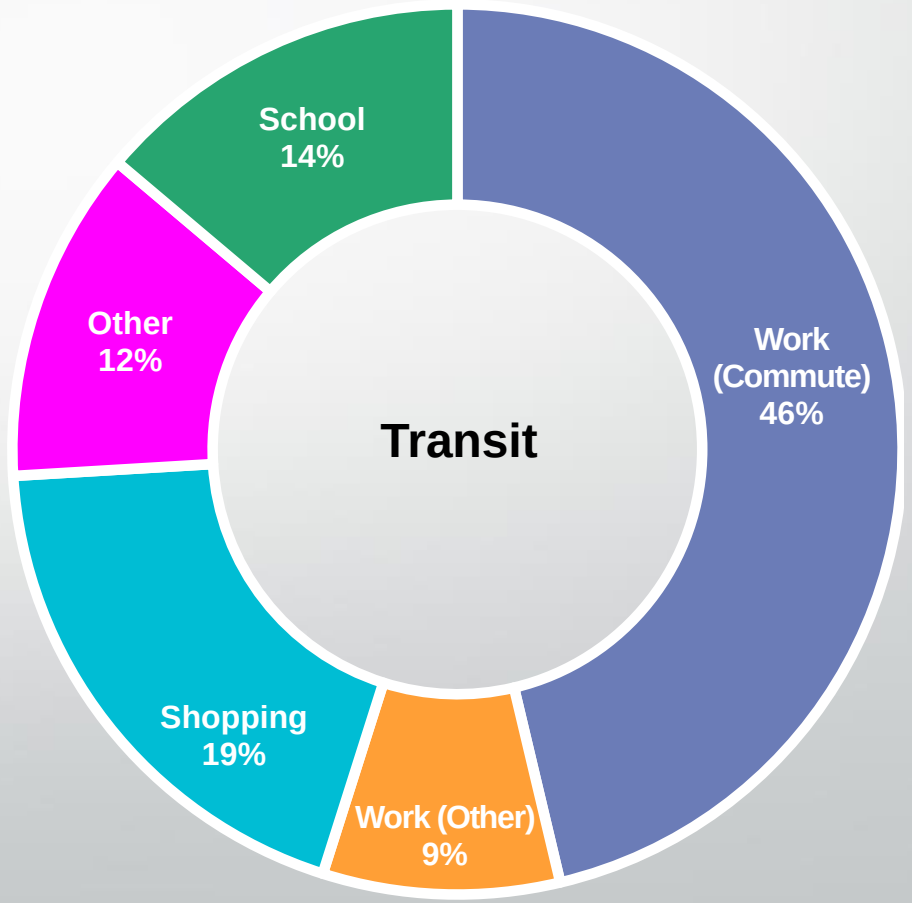


Trip Purpose



- Transit hub & spoke design outside of core emphasizes commute travel to downtown
- Low frequencies cannot support spontaneous lifestyle trips

- For all modes (non-transit + transit), commute trips comprise only about 15% of all trips



Data Source: EWGCOG Travel Demand Model

Market Challenges

- **Dispersed activity centers**
  - Social service locations
  - Healthcare facilities
  - Suburban employment centers
- **Challenging roadway network**
- **Minimal incentives for transit**
  - Short automobile commuting times
  - Cheap and available parking
  - Inexpensive gas
  - New competing mobility options (TNCs, microtransit)

Service Challenges

- **Need for frequency and requirement for coverage** reduces market capture and network effectiveness
  - Need focus on improved customer network experience
  - Network needs more frequency and provide faster direct travel

- **Matching service strategies to diverse markets**
  - Lack of enhanced bus transit options
  - Need for alternative mobility strategies where fixed-route (local and express) isn't working

Opportunities

1. Multiple high performing corridors become **building blocks for a frequent urban core network**

2. New transit facilities focus mobility & public services around **key community places**

3. New mobility options **cover gaps in the system** and replace underperforming fixed-route transit

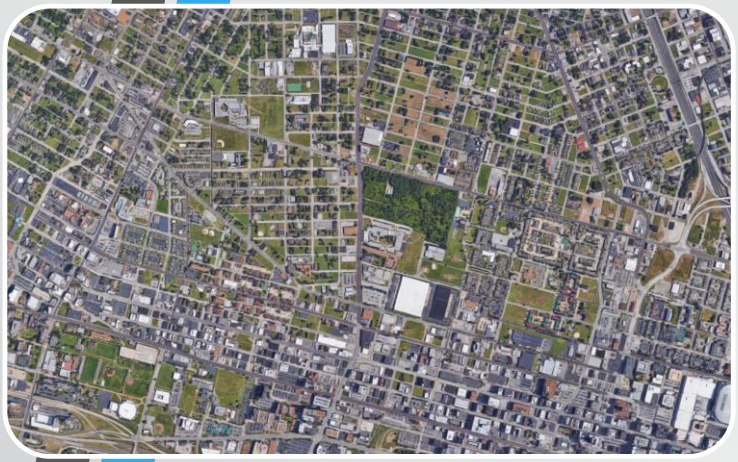
4. New information, scheduling, and payment technology allow **“seamless” integration** with other mobility choices

Network Design & Service Strategies

What network and service design principles form the Plan framework?

Network Design Principles

- **Move to best practice market and consumer-based approach**
  - Create a simple, easy to understand network
  - Focus transit investment where it can provide the most mobility
  - Build a purposeful network
- **Transit solutions should match market opportunities**
  - Major travel demand corridors – bus or rail transit
  - Transit-centric areas – transit networks with spontaneous use frequencies
    - minimum 15-minutes; desired 10-minutes
  - Automobile-centric markets
    - fixed-route service where demand warrants and transit is competitive
  - Improve mobility needs for neighborhoods with few options



Urban Core

- Higher densities
- Transit-centric
- Parking limited
- Walkable
- High street connectivity
- Shorter trips
- Compact trip-making
- High transit expectation

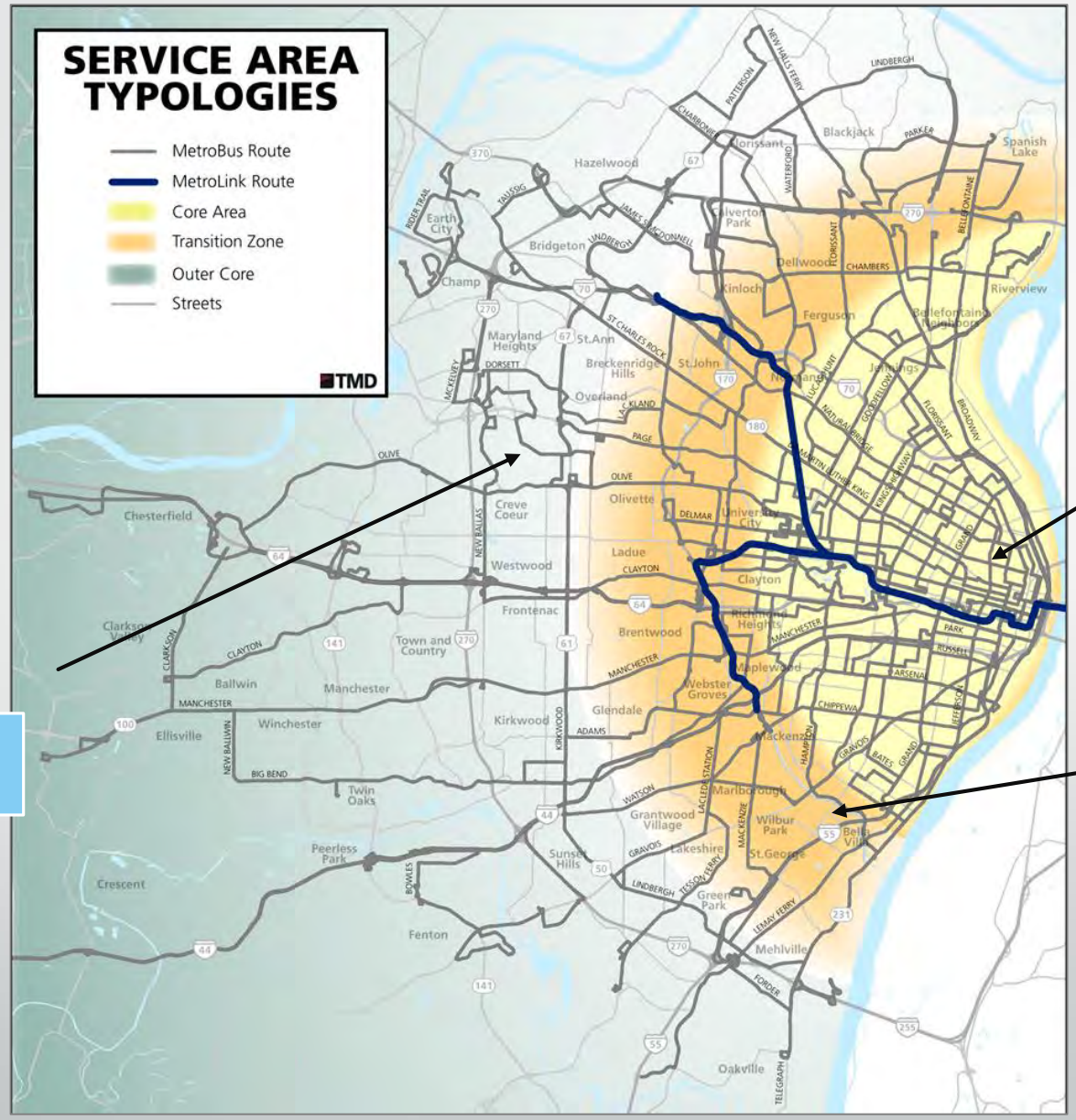
Inner Suburban

- Mix of lower densities
- Auto-centric
- Abundant parking
- Limited walkability
- Limited street connectivity
- Long trips
- Dispersed trip-making
- Moderate transit expectation

Outer Suburban

- Lower density
- Auto-dependent
- Free parking
- Little or no pedestrian environment
- Few street options
- Longest trips
- Isolated trip-making
- Less transit expectation

Outer Ring Communities



Urban Core

Inner Ring Communities

Mobility Toolkit

- Broad range of options
- Tailored to market demand
- Together create an integrated network

Enhanced Arterial Rapid

Role: Structural network spine, fast sub-regional service

Frequent Local

Role: Core frequent network

Supporting Local

Role: Completes and extends the network

Community

Role: Network connections, local circulation, trip completion

Commuter Express

Role: Longer-distance travel focus utilizing limited-access highways

MetroLink Light Rail

Enhanced Bus Transit

Frequent Local Bus

Supporting Local Bus

Community Mobility

Core Area Mobility Options

Washington, DC
Metro
PRIORITY CORE NETWORK

- Enhanced bus service
- Frequent service with limited stops
- Signal prioritization
- Passenger amenities

Core Area Mobility Options

Inner Suburb Mobility Options

Frequent Local Bus

Supporting Local Bus

Commute Mobility

Community Mobility

Senior Communities
LOCAL CIRCULATORS

- Service for specific populations
- Commonly used destinations
- Shorter routes
- Tailored to needs

Inner Suburb Mobility Options

Outer Suburb Mobility Options

Local Bus

Commute Mobility

Community Mobility

Atlanta, GA
MARTA
FIRST MILE / LAST MILE

- Trip completion with Uber
- Public / Private partnerships
- Mobile app technology
  - On the Go App
  - Google Transit Trip Planner

Outer Ring Mobility Options

Building a Sustainable Plan

Layering Service Types to Create an Integrated Network

Integrated Mobility is Key

1. Fixed-route transit
2. TNC's, Microtransit
3. Ridesharing
4. Carsharing
5. Bikesharing
6. One-stop shopping: Integrated pricing

Reimagining Metro Transit

- Prioritizes effectiveness and efficiency
- Generates more riders and more operating revenue
- Brings more value to the community
- Focuses on improved customer experiences

Current Work

Continue in-person community engagement

Develop service design principles

Develop draft network plan

Creating the Final Plan

Service & Implementation Plans

Revision & Approval

Network Plan

Capital Plan

Technology & Partnerships


What opportunities and challenges do you see in the St. Louis region?
Where is transit useful and productive?
Where is transit needed?
What kind of transit is needed?
Where should Metro place resources?