

TRANSIT CUSTOMER EXPERIENCE

Prioritizing Criteria and Measures

2050 TPP Goal: Our Region is Dynamic and Resilient

2050 TPP Objectives or Policies:

- People have better travel options beyond driving alone to meet their daily needs, with a focus on improving travel times, reliability, directness, and affordability.

Category Definition: The Transit Customer Experience application category seeks to fund projects that make transit more attractive to existing riders by offering faster and more reliable travel times between destinations or improving the customer experience. The transit projects in this category do not expand transit service.

Scoring

Criteria and Measures	%
1. Ridership Affected	20
Measure A – Total existing annual riders	20
2. Transit Service	15
Measure A – Travel times and/or reliability of existing transit service	15
3. Access to Transit Facilities	15
Measure A – Multimodal connections and ADA accessibility	15
4. Safety and Security	15
Measure A – Safety and security for transit riders and people accessing transit facilities	15
5. Customer Comfort and Ease of Use	15
Measure A – Comfort for transit riders and overall ease of use of the transit system	15
6. Community Considerations	20
Measure A – Community data and context	6.7
Measure B – Community need and future engagement	6.7
Measure C – Community benefits	6.7
Total	100

Examples of Eligible Projects

- Improved transit centers or passenger facilities (e.g., security, lighting, multimodal access at or within 500 feet of a transit facility with a direct connection to the transit facility) with no expansion of transit service
- New transit centers or customer facilities
- New or expanded park-and-rides without a service expansion
- Technology and fare system upgrades
- Projects that improve travel time or reliability of existing transit service

Application Criteria and Measures

1. Ridership Affected

This criterion measures the project's impact based on how many riders the improvement(s) will impact.

A. Total Existing Annual Riders

List the transit routes directly connected to the project. Metropolitan Council staff will provide the total existing annual ridership data: _

Scoring Guidance

The applicant with the route connections having the highest number of weekday passenger trips will receive the full points. Remaining projects will receive a proportionate share of the full points.

2. Transit Service

This criterion measures improvements to travel times and/or reliability of existing transit service.

A. Travel Times and/or Reliability of Existing Transit Service

Select which types of service improvements apply to your project:

- Improved travel time
- Improved reliability
- Other service improvement (describe in narrative)

Provide a brief narrative that describes how the proposed project improves transit service, including addressing any of the items selected above. Provide quantitative information as applicable (300 words or less): _

If you provided quantitative information above, provide a brief narrative of the data and methodology you used to quantify the project's impact (100 words or less): _

Scoring Guidance

Consider the information and narrative provided by the applicant and rate projects based on the benchmarks provided below. Projects may be rated at any point along the scale based on their performance against the stated criteria. Examples of industry best practices and proven techniques for reliability improvements are referenced in the following TCRP report: [*Minutes Matter: A Bus Transit Service Reliability Guidebook | The National Academies Press.*](#)

- **High:** The highest rated projects in this measure will describe how the project significantly improves transit service - increasing reliability, reducing delays, or some other improvement. The project includes elements consistent with industry best practices and proven techniques for reliability improvements.
- **Medium-High**
- **Medium:** Mid-range projects in this measure may describe how the project significantly improves transit service but with less proven techniques.
- **Medium-Low**
- **Low:** Low rated projects in this measure will describe minimal improvements to transit service and will not include industry best practices and proven techniques.
- **Non-responsive/Not relevant:** Projects that do not improve transit service should receive zero points in this measure. Projects that do not provide a complete response should also receive zero points.

3. Access to Transit Facilities

This criterion measures improvements for access to transit facilities, including multimodal connections and ADA improvements.

A. Multimodal Connections and ADA Accessibility

Select which types of access improvements apply to your project from the list below. All improvements must be within 500 feet of a transit facility.

- Improved pedestrian connection to facility (e.g., improved pedestrian crossings, new or improved sidewalk connections, filling sidewalk gaps)
- Improved bicycle connection to facility (e.g., new or improved bicycle facility connections, filling bicycle system gaps)
- Improved transit connection to facility (e.g., expanded transit vehicle capacity)
- Improved ADA access (e.g., bringing existing infrastructure up to and/or going beyond ADA minimums)
- Improved multimodal elements at facility (e.g., bicycle racks and lockers, shared mobility options)
- Other access improvement (describe in narrative)

Provide a brief narrative that describes how the proposed project improves access to transit facilities, including addressing any items selected above. Provide quantitative information as applicable (300 words or less): _

If you provided quantitative information above, provide a brief narrative of the data and methodology you used to quantify the project's impact (100 words or less): _

Scoring Guidance

Consider the information and narrative provided by the applicant and rate projects based on the benchmarks provided below. Projects may be rated at any point along the scale based on their performance against the stated criteria.

- **High:** The highest rated projects in this measure will describe how the project significantly improves access to transit facilities by several modes. The response will include quantitative metrics showing a high level of improvement using an established methodology.
- **Medium-High**
- **Medium:** Mid-range projects in this measure may describe how the project significantly improves access to transit facilities but without quantitative data or using a less solid methodology. Similarly, mid-range projects may have quantitative data and an established methodology but only offer a small improvement in access to transit facilities.
- **Medium-Low**
- **Low:** Low rated projects in this measure will describe minimal access improvement to transit facilities and will not include quantitative data.
- **Non-responsive/Not relevant:** Projects that do not improve access to transit facilities should receive zero points in this measure. Projects that do not provide a complete response should also receive zero points.

4. Safety and Security

This criterion measures improvements to safety and security of transit riders and people crossing or traveling adjacent to transit facilities.

A. Safety and Security for Transit Riders and People Accessing Transit Facilities

Select which types of safety and security improvements apply to your project:

- Improved traffic safety for all travelers – transit riders, pedestrians, bicyclists, people in cars
- Improved personal security for people on transit vehicles and/or at transit facilities (e.g., crime prevention through environmental design strategies may include lighting, hardening edges, expanding clear sight lines, promoting natural surveillance)
- Other safety or security improvement (describe in narrative)

Provide a brief narrative that describes how the proposed project improves safety and/or security for users of the transit system and people accessing transit facilities, including addressing any items selected above. Provide quantitative information as applicable (300 words or less): _

If you provided quantitative information above, provide a brief narrative of the data and methodology you used to quantify the project impact (100 words or less): _

Scoring Guidance

Consider the information and narrative provided by the applicant and rate projects based on the benchmarks provided below. Projects may be rated at any point along the scale based on their performance against the stated criteria.

- **High:** The highest rated projects in this measure will describe how the project significantly improves safety and security of the transit system. The project will include industry best practices and proven techniques for safety and implement strategies identified in local safety plans or policies.
- **Medium-High**
- **Medium:** Mid-range projects in this measure may describe how the project significantly improves safety and/or security but with less proven techniques or no connection to a local

safety plan or policy. Similarly, mid-range projects may only offer a small improvement in safety and/or security or make a significant improvement in safety but not security or vice versa.

- **Medium-Low**
- **Low:** Low rated projects in this measure will describe minimal improvements to safety and/or security and will not include industry best practices or proven techniques.
- **Non-responsive/Not relevant:** Projects that do not improve safety or security should receive zero points in this measure. Projects that do not provide a complete response should also receive zero points.

5. Customer Comfort and Ease of Use

The criterion measures improvements to transit riders' comfort and overall ease of use of the transit system.

A. Comfort for Transit Riders and Overall Ease of Use of the Transit System

Select which types of comfort/ease of use improvements apply to your project:

- Improved facility amenities (e.g., shelter, seating, lighting, shade, heating, trash receptacles)
- Improved fare collection
- Improved wayfinding
- Improved rider information (e.g., real-time arrival, detour)
- Other comfort or ease of use improvement (describe in narrative)

Provide a brief narrative that describes how the proposed project improves comfort for users of the transit system and/or overall ease of use of the transit system, including addressing any items selected above. Provide quantitative information as applicable (300 words or less): _

If you provided quantitative information above, provide a brief narrative of the data and methodology you used to quantify the project impact (100 words or less): _

Scoring Guidance

Consider the information and narrative provided by the applicant and rate projects based on the benchmarks provided below. Projects may be rated at any point along the scale based on their performance against the stated criteria.

- **High:** The highest rated projects in this measure will describe how the project significantly improves customer comfort and/or ease of use of the transit system and will include several types of improvements. The response will include quantitative metrics showing a high level of improvement using an established methodology.
- **Medium-High**
- **Medium:** Mid-range projects in this measure may describe how the project significantly improves customer comfort and/or ease of use but without quantitative data or using a less solid methodology. Similarly, mid-range projects may have quantitative data and an established methodology but only offer a small improvement in access to customer comfort and ease of use.
- **Medium-Low**

Transit Customer Experience

- **Low:** Low rated projects in this measure will describe minimal improvements to customer comfort and ease of use and will not include quantitative data.
- **Non-responsive/Not relevant:** Projects that do not improve customer comfort or ease of use should receive zero points in this measure.

6. Community Considerations

See separate Community Considerations criteria document.