



TRANSIT

Define the Minneapolis Transit Network



Transit is a central component of Minneapolis 2040 and throughout the engagement process for the TAP, we repeatedly and clearly heard that people want reliable access to transit. Transit is a critical foundation for the City's multimodal transportation system while also contributing to economic competitiveness by attracting business, private investment and top talent to the city. Over 30,000 (16.5%) households in the city do not have access to or choose not to own a personal car, with the highest concentration of car-free individuals living in neighborhoods around downtown Minneapolis.⁴² The comprehensive plan calls for more growth in population and jobs, focused along and near transit corridors.

To effectively plan for this growth, the City will partner with the Metropolitan Council to plan for and invest in a transit priority projects that aim to improve the coverage, speed and reliability of transit service. The Metropolitan Council provides a backbone of service and operation, and the City of Minneapolis, through this chapter of the Transportation Action Plan, defines a clear set of priorities, goals and actions for the city.

Transit must be convenient, reliable and frequent to effectively reduce trips made by single occupancy vehicles. In 2010 people took transit for 13% of their trips (including 2% by school bus). Our goal is to increase that to 1 in 4 trips (25%) by 2030.⁴⁴

Over 30,000 (16.5%) of households in the city do not have access to a vehicle, with the highest concentration of car-free individuals living in neighborhoods around downtown Minneapolis.⁴³

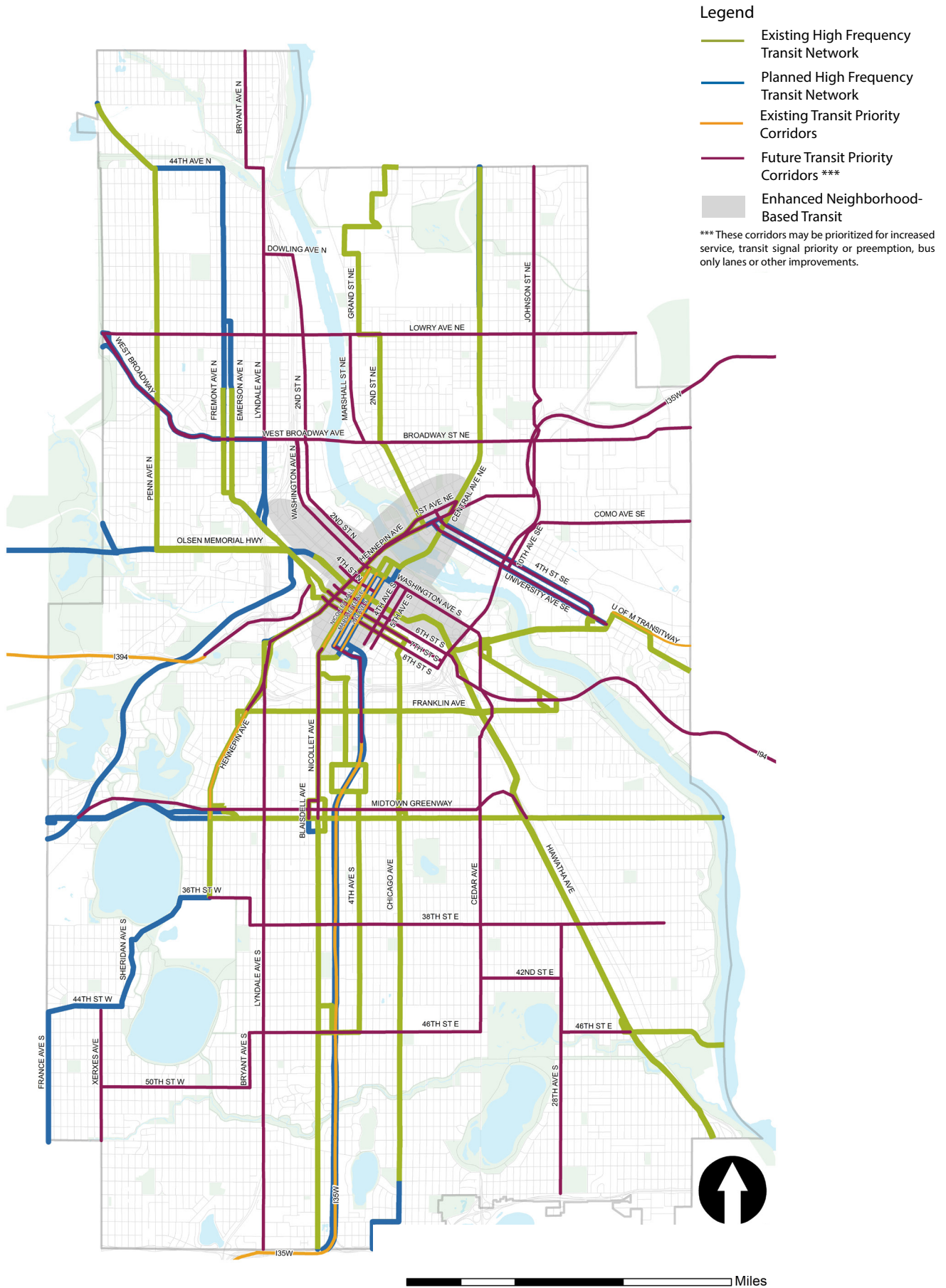
⁴² Household Size by Vehicles Available, U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

⁴³ Household Size by Vehicles Available, U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

⁴⁴ The 2010 data is anticipated to be updated by the Metropolitan Council by the time the TAP is adopted; the mode shift goal may be adjusted based on changes to baseline data; we understand that 2010 trip data may be significantly different than the forthcoming 2018-2019 dataset.



Figure 72: Transit Priority Projects





TRANSIT STRATEGIES

- 1** Increase transit coverage so that 75% of city residents are located within a quarter mile and 90% of residents are located within a half mile of high frequency transit corridors.
- 2** Increase the speed and reliability of transit.
- 3** Increase available resources for transit and actively manage capital transit investments.
- 4** Partner with Metro Transit and other agencies to pursue new transit projects of high impact.
- 5** Expand multimodal access to transit.
- 6** Support efforts to ensure transit is a safe, comfortable and affordable option for all city residents.

SEE ALSO STRATEGIES:

- **Street operations Strategy 3** — Plan for efficient and practical operations of people walking, biking and taking micromobility or transit throughout the street design process.
- **Street operations Strategy 4** — Leverage City resources and partnerships to promote, educate and encourage walking, biking and transit as alternatives to driving.
- **Street operations Strategy 5** — Price and manage use of the curb to encourage walking, biking and using transit, and to discourage driving alone.
- **Street operations Strategy 6** — Induce regional mode shift by prioritizing pedestrian, bicycle and transit facilities and operations into capital transportation projects.
- **Design Strategy 5** — Use street design to improve transit operations.



STRATEGY 1

Increase transit coverage so that 75% of city residents are located within a quarter mile and 90% of residents are located within a half mile of high frequency transit corridors.

Minneapolis 2040 allows greater density of housing near existing and planned high frequency transit lines. The Transit Priority Projects map identifies corridors to improve frequency and reliability on existing routes and identifies where new crosstown services are needed.

High frequency transit corridors have service every 15 minutes during key weekday and Saturday hours. Currently, 47% of Minneapolis residents have a quarter mile access, or about a 5-minute walk, to high frequency transit. An additional 24% of people have access within a half mile, or about a 10-minute walk. The TAP sets a goal of 75% of city residents located within a quarter mile and 90% of residents located within a half mile walk of high frequency transit corridors.

The current transit system undergoes minor service adjustments quarterly, with more major adjustments done through Metro Transit's Service Improvement Plan and when major capital projects come online. The last full Service Improvement Plan was completed in 2015 with an update report in 2017, and Metro Transit's Network Next will be looking at larger service adjustments systemwide in 2020. With many development and new population centers in Minneapolis, ensuring growth corridors are well served by transit is a focus of this strategy. Each of the strategies below will depend on upon the partnership with Metro Transit and should be coordinated with Network Next.



Figure 73: Hennepin Ave bus only lane pilot



Figure 74: Existing and planned high frequency transit routes

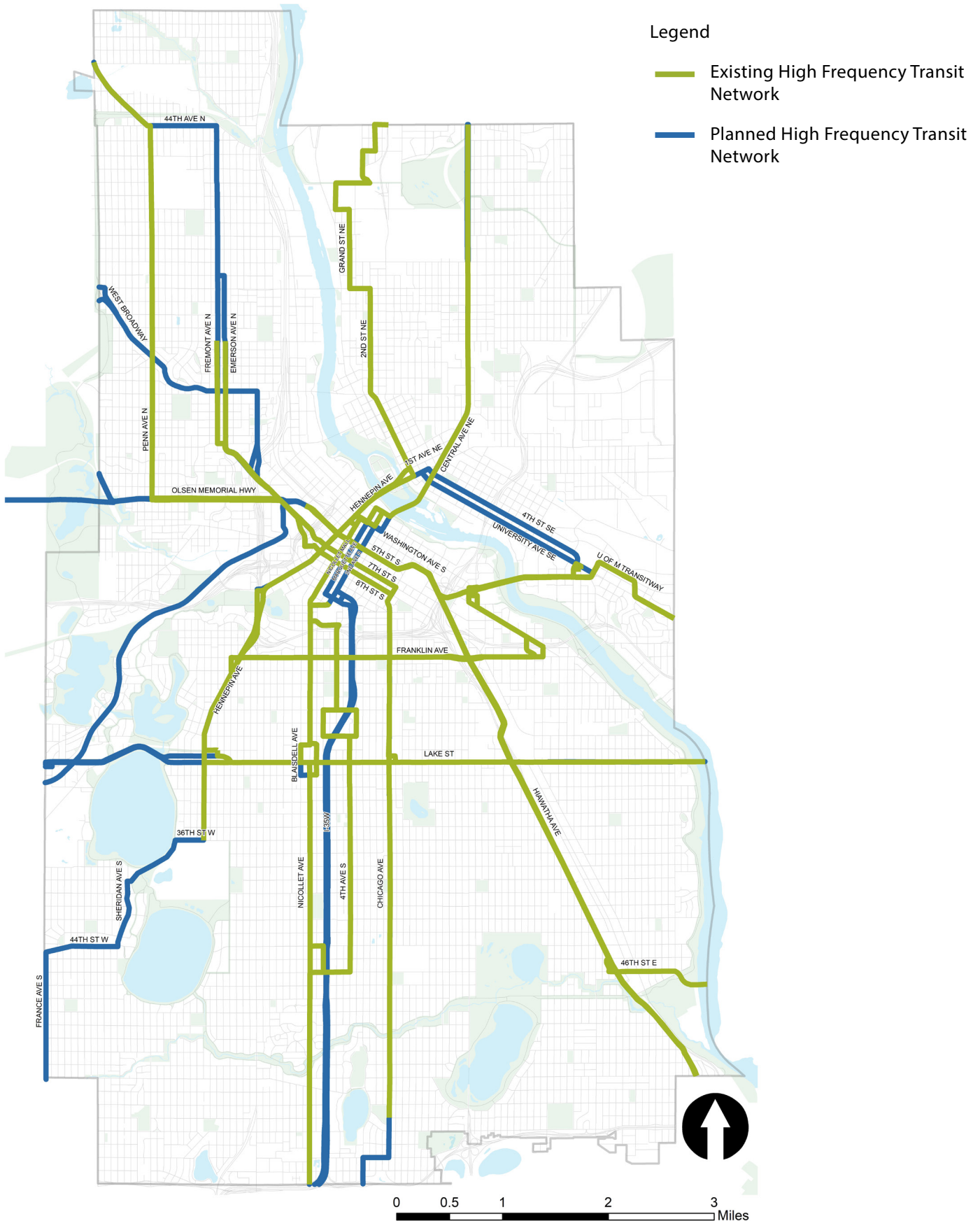
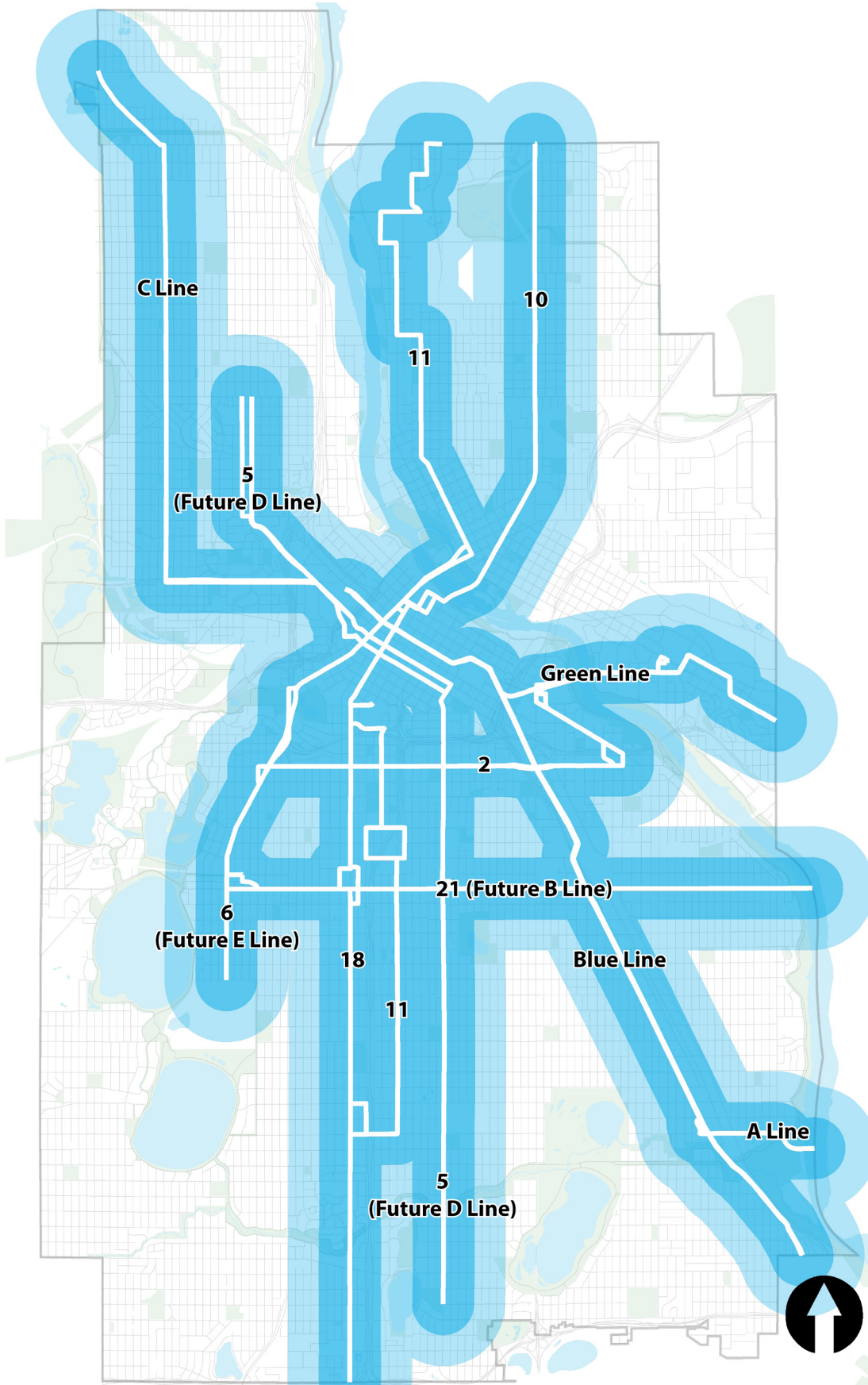




Figure 75: 5- and 10-minute walksheds to existing high frequency transit





ACTIONS

Actions to increase transit coverage and proximity to high frequency transit.

Actions	Supports	Difficulty
DO ACTION 1.1 Expand the high frequency network.	Equity, Prosperity, Mobility, Active partnerships	High
DO ACTION 1.2 Coordinate with Metro Transit’s Network Next plan to reflect the strategies and actions in this plan.	Equity, Prosperity, Mobility, Active partnerships	Medium
DO ACTION 1.3 Establish enhanced neighborhood-based transit options, considering the use of new vehicle types, in growing neighborhoods to provide enhanced access and connections to housing, goods, services, employment and other destinations including existing high-frequency transit routes. Explore options along the downtown riverfront and North Loop first.	Prosperity, Mobility	High
SUPPORT ACTION 1.4 Increase the high frequency network from 15 to 10 minutes or better.	Equity, Prosperity, Mobility, Active partnerships	High
SUPPORT ACTION 1.5 Improve the quality and expand the high frequency network of local crosstown service, specifically from north to northeast Minneapolis and from south to southwest Minneapolis.	Equity, Prosperity, Mobility, Active partnerships	High

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ACTIONS (continued)

Actions to increase transit coverage and proximity to high frequency transit.

SUPPORT	<p>ACTION 1.6</p> <p>Expand coverage to new or growing markets and improve transit service to areas that are currently underserved based on potential demand from population or development increases. Focus initially on:</p> <ul style="list-style-type: none"> • Marshall St NE – between Broadway St NE and Lowry Ave NE • Lyndale Ave N – between West Broadway and northern city boundary • Lowry Ave – western city boundary to eastern city boundary • W Broadway Ave/Broadway St NE – extend from Lyndale Ave N to the eastern city boundary • Como Ave SE – between University Ave SE and eastern city boundary • 38th St – Bryant Ave S to 42nd Ave S • Xerxes Ave to 46th Street Station - traveling along 50th Street W, Bryant Ave S, 46th St E, Cedar Ave, 42nd St E, 28th Ave S, 46th St E • Lyndale Ave S – Hennepin/Lyndale merge near Loring Park to southern city boundary • Washington Ave – West Broadway to Cedar Ave continuing to 46th St • 2nd St N – Hennepin Ave to Dowling Ave N • Johnson St NE – Hennepin Ave to 37th Ave NE • Xerxes Ave – 44th St W to 54th St W • 28th Ave S – 38th St E to 58th St E • 4th St SE and University Ave SE – Central Ave to 27th Ave SE 	Equity, Prosperity, Mobility, Active partnerships	High
SUPPORT	<p>ACTION 1.7</p> <p>Work with Metro Transit and Minneapolis Public Schools to ensure the transit system offers safe, reliable and convenient transit routes and service for high school students.</p>	Climate, Safety, Equity, Mobility, Active partnerships	High
SUPPORT	<p>ACTION 1.8</p> <p>Support reverse commute service connecting Minneapolis residents to suburban employment centers.</p>	Climate, Prosperity, Mobility, Active partnerships	Medium
SUPPORT	<p>ACTION 1.9</p> <p>Partner with Metro Transit to identify and secure bus layover locations, including restroom availability, that provide efficient access at the beginning of routes.</p>	Mobility, Active partnerships	Low

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ACTIONS (continued)

Actions to increase transit coverage and proximity to high frequency transit.

SUPPORT ACTION 1.10

Explore partnerships and opportunities with private companies and other organizations to subsidize and implement neighborhood or employer circulators.

Prosperity,
Mobility,
Active
partnerships

Medium

SEE ALSO ACTIONS:

- **Technology Action 1.6** — Research and integrate automated transit vehicles
- **Technology Action 6.7** — Siting of electric charging stations



STRATEGY 2

Increase the speed and reliability of transit.

Many improvements can be made to transit within City streets and by adapting the City’s practices. Bus priority lanes, adjustments to signal timing, curb extensions or in-lane transit stops and stop consolidation are all examples of using existing street right of way to improve speed and reliability. Large transit projects often take years to plan, design, fund and construct, and often involve multiple agencies – including city, regional, state, federal offices as well as transit operators. This 10-year action plan recognizes that while that process is valid and necessary for certain types of transit projects like light rail or bus rapid transit projects, there are other quick-build opportunities that we can identify and implement in the near term to make improvements sooner rather than later. We need to invest now in transit projects. The actions below focus on near-term opportunities to improve the transit in the city.

Transit accounts for 14% of all commuter trips. Over 200,000 employees work in downtown Minneapolis each day and 13.5% of commuter trips.⁴⁵ During busy commute times, bus service becomes unreliable due to congestion during peak travel hours. An added focus on downtown is included in this chapter due to the density of trips.

Figure 76: Painted bus lane



⁴⁵ 2018 American Community Survey 5-Year Estimates



Figure 77: Transit signal priority



Bus-only lanes refer to using one travel lane for buses only, either for a select period of time or throughout the entire day depending on context.



ACTIONS

Actions to increase the speed and reliability of transit.

Actions	Supports	Difficulty
<p>DO ACTION 2.1 Use full-time dedicated bus-only lanes or dynamic lanes (peak period operation) to improve the speed, frequency and reliability of transit on congested corridors.</p>	<p>Climate, Prosperity, Mobility, Active partnerships</p>	<p>High</p>
<p>DO ACTION 2.2 Install a bus-only lane and/or other transit advantages on the following high priority corridors:</p> <ul style="list-style-type: none"> • 4th Ave S between Washington Ave and 10th St S • 5th Ave S between Washington Ave and 10th St S • 6th St N/S between 1st Ave N and 13th Ave S • 7th St N/S between 1st Ave N and 13th Ave S • 8th St N/S downtown between 1st Ave N and 13th Ave S • 4th St from the freeway connections on the west to Marquette and 2nd Aves 	<p>Climate, Equity, Prosperity, Mobility, Active partnerships</p>	<p>High</p>
<p>DO ACTION 2.3 Evaluate the potential for a bus-only lane and/or other transit advantages on the following corridors, considering partnerships with other jurisdictions.</p> <ul style="list-style-type: none"> • Hennepin Ave between Washington Ave S and 12th St S • Hennepin Ave between Franklin Ave and 12th St S • West Broadway Ave from western city boundary to eastern city boundary • Central Ave from 3rd Ave bridge to northern city boundary • University Ave/4th St from Hennepin/1st Ave NE to eastern city boundary • 11th Street South between Hennepin and Marquette • 12th Street South between Hawthorne to 2nd Avenue 	<p>Climate, Equity, Prosperity, Mobility, Active partnerships</p>	<p>High</p>
<p>DO ACTION 2.4 Improve transit speed and reliability throughout downtown; focus on Nicollet Mall and Marquette/2nd Ave operations first.</p>	<p>Climate, Equity, Prosperity, Mobility, Active partnerships</p>	<p>High</p>
<p>DO ACTION 2.5 Plan for transit during street reconstruction projects. Ensure that road reconstruction projects on high frequency transit corridors allocate dedicated space for bus-only lanes or other transit advantages, and if applicable, integrate bus rapid transit-ready station design. <i>See street operations Strategy 9</i></p>	<p>Climate, Equity, Prosperity, Mobility, Active partnerships</p>	<p>High</p>

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ACTIONS (continued)

Actions to increase the speed and reliability of transit.

DO	<p>ACTION 2.6</p> <p>Prioritize the use of curb space for transit operations and passengers and allow for dynamic flexibility depending on the time of day. <i>See street operations Action 5.2</i></p>	<p>Prosperity, Mobility, Active partnerships</p>	High
SUPPORT	<p>ACTION 2.7</p> <p>Support transit advantages on freeways, including direct connections into and out of downtown, that rely on lane conversions instead of expansions where technically feasible and with consideration of local impacts. Direct connections into downtown should connect to streets with transit-only facilities, including from:</p> <ul style="list-style-type: none"> • I-94 between downtown Minneapolis and downtown St Paul • I-94 north of downtown • I-35W north of downtown 	<p>Climate, Prosperity, Mobility, Active partnerships</p>	High
SUPPORT	<p>ACTION 2.8</p> <p>Increase enforcement of bus-only lane operation to ensure effectiveness on existing and future routes:</p> <ul style="list-style-type: none"> • Increase targeted parking enforcement strategies for vehicles blocking current and future bus-only lanes. • Support the implementation of automated enforcement. <p><i>See street operations Action 6.6</i></p>	<p>Equity, Mobility, Active partnerships</p>	High
SUPPORT	<p>ACTION 2.9</p> <p>Increase the size of the traffic control agent workforce, assign traffic control agents in coordination with transit operators and ensure that traffic control agents are educated and focused on increasing person throughput, prioritizing the movement of transit vehicles over automobiles.</p>	<p>Climate, Prosperity, Mobility, Active partnerships</p>	High



STRATEGY 3

Increase available resources for transit and actively manage capital transit investments.

Currently, the City contributes to transit improvements through partnerships with Metro Transit and funding from our cooperative project fund in the Capital Improvement Program. As the City prioritizes its role in making transit work more effectively, leveraging existing mechanisms to fund transit improvements is an important part of the work. Existing mechanisms include:

- cooperative project funding;
- partnering with private development to include transit amenities into building construction projects;
- land use controls through the Department of Community Planning and Economic Development including incentivizing transit through parking regulations;
- adjusting signal timing and including transit priority signalization along transit corridors; and
- redesigning streets to allow better transit facilities and interactions with other modes, particularly along the curb.

Actions below focus on adjustments to our existing tools to better recognize transit improvements as a prioritizing force within our capital program as well as to look creatively to leverage additional resources for transit improvements on city streets in coordination with regional partners.

Figure 78: Transit infrastructure on bridge at 46th St S over Interstate 35W





ACTIONS

Actions to increase available resources for transit and actively manage capital transit investments.

Actions	Supports	Difficulty
DO ACTION 3.1 Modify capital programs to support transit investments on corridors that have the highest ridership and lowest car ownership rates and allocate funds in a manner that advances citywide transit priorities.	Equity, Mobility, Active partnerships	High
DO ACTION 3.2 Work with the Department of Community Planning and Development and other agency partners to convert excess right of way to development parcels; an example includes along Olson Memorial Highway (Highway 55).	Mobility, Active partnerships	High
DO ACTION 3.3 Continue to leverage private development opportunities to implement or improve transit investments in the public right of way.	Climate, Mobility, Active partnerships	Medium
SUPPORT ACTION 3.4 Support transit infrastructure improvements during freeway bridge maintenance and replacement projects along transit corridors.	Climate, Mobility, Active partnerships	Low
SUPPORT ACTION 3.5 Support regional efforts to better operate transit through larger regional investments in high-impact locations in Minneapolis. Examples include exploring better operations for buses at the Washington Ave and I-35 W intersection.	Climate, Prosperity, Mobility, Active partnerships	Medium

SEE ALSO ACTION:

- **Street operations Action 6.5** — Eliminate gaps in the street grid and reopen Nicollet Avenue at Lake St



STRATEGY 4

Partner with Metro Transit and other agencies to pursue new transit projects of high impact.

Light rail and bus rapid transit routes provide the major spines of the existing METRO transitway system in Minneapolis, along with one commuter rail line. Bus rapid transit service includes off-board fare payment, fewer stops compared to regular transit lines, enhanced shelters that include real-time vehicle information and longer buses that allow for all-door boarding. Light rail service is similar but runs along dedicated rail lines. The existing light rail has routinely exceeded ridership expectations and has spurred development along the corridors. High frequency transit serves about 3% of the region by land area, but the volume of development it is capturing is significant.⁴⁶

Light rail and bus rapid transit are major capital investments; however, bus rapid transit projects are less costly to build and quicker to plan and construct than light rail projects, which require a larger scale of investment and time needed for implementation. Fifty percent of the funding for design and construction of light rail and bus rapid transit projects is historically provided by the federal government. We believe that expanding the METRO transitway network is an effort worth investing in. It will be critical with any new light rail developments in Minneapolis that provisions are in place to ensure that nearby residents benefit from the transit investment, including through preservation and construction of affordable housing.

Several projects in Minneapolis have gone through early environmental review processes and have a locally preferred alternative identified. The extents of these corridors are extended below in cases, reflecting the vision of increasing high frequency transit to more people throughout the city.

⁴⁶ Development Trends Along Transit: Regional growth near high frequency transit in the Twin Cities, 2019.



Figure 79: Nicollet-Central LPA

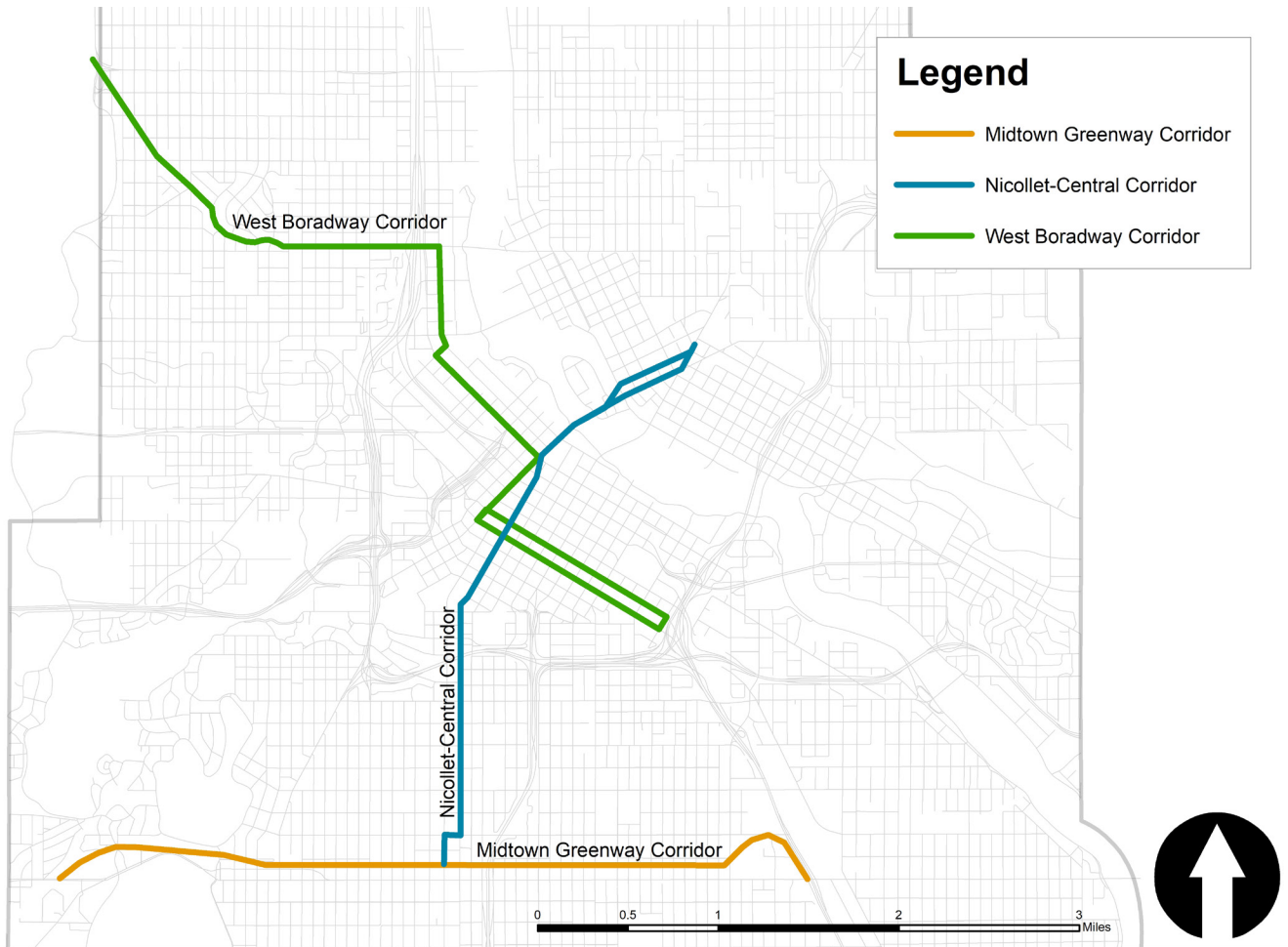
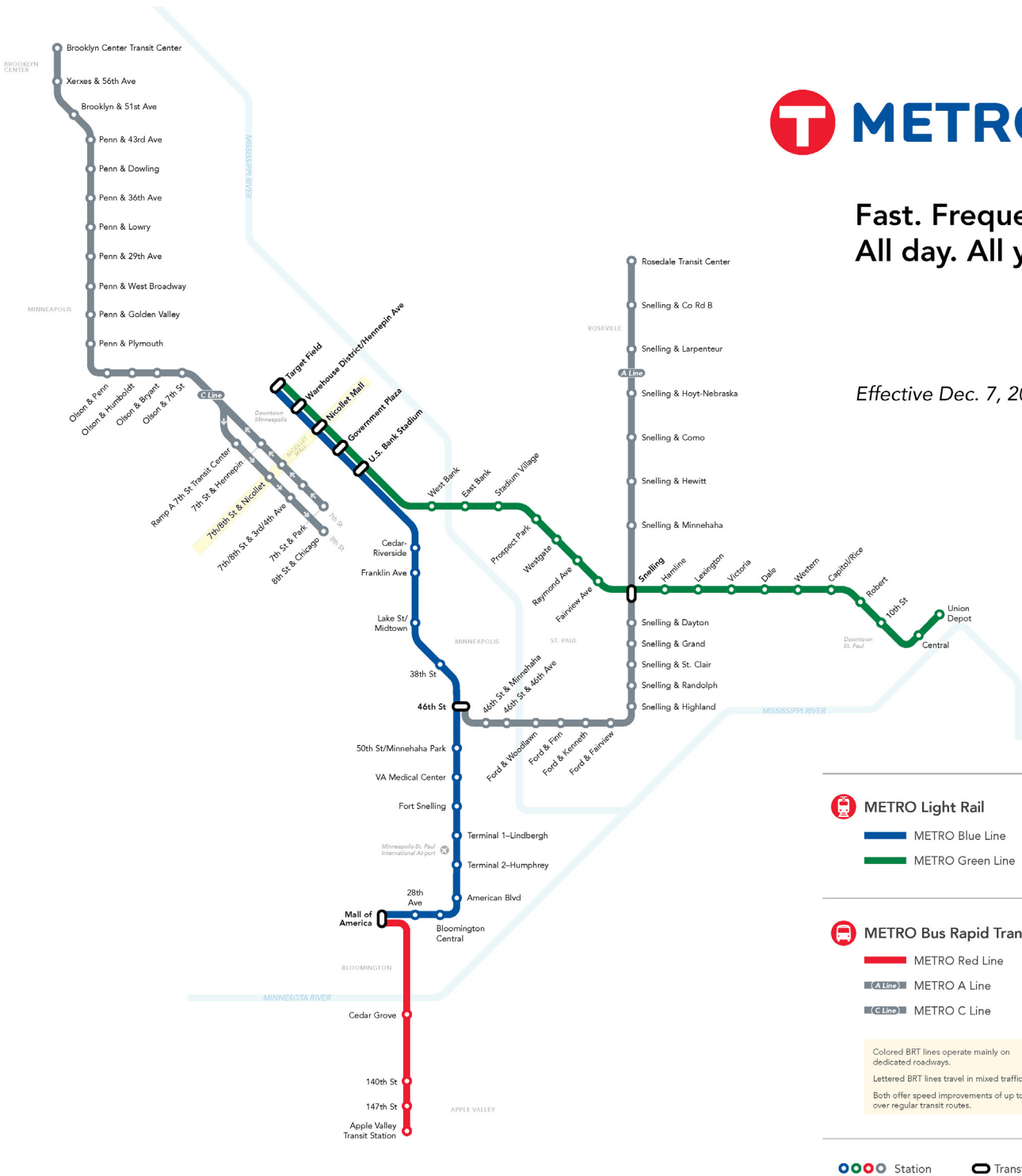




Figure 80: METRO transitways



Fast. Frequent.
All day. All yours.

Effective Dec. 7, 2019

METRO Light Rail

- METRO Blue Line
- METRO Green Line

METRO Bus Rapid Transit

- METRO Red Line
- METRO A Line
- METRO C Line

Colored BRT lines operate mainly on dedicated roadways.
Lettered BRT lines travel in mixed traffic lanes.
Both offer speed improvements of up to 25% over regular transit routes.

Station Transfer Station



ACTIONS

Actions to partner with Metro Transit and other agencies to pursue new transit projects of high impact.

Actions	Supports	Difficulty
DO ACTION 4.1 Plan, design and construct high capacity, neighborhood-based transit along the Nicollet-Central corridor.	Climate, Prosperity, Mobility, Active partnerships	High
DO ACTION 4.2 Plan, design and construct high capacity, neighborhood-based transit within the dedicated right of way along the Midtown Greenway from West Lake Station on the METRO Green Line Extension to Lake Street Station on the METRO Blue Line.	Climate, Prosperity, Mobility, Active partnerships	High
DO ACTION 4.3 Plan, design and construct high capacity, neighborhood-based transit along the West Broadway corridor from downtown Minneapolis to the northwest suburbs.	Climate, Prosperity, Mobility, Active partnerships	High
SUPPORT ACTION 4.4 Advocate and provide continued support for the METRO Blue Line Extension light rail project, connecting Minneapolis with the region's northwestern communities.	Climate, Prosperity, Mobility, Active partnerships	High
SUPPORT ACTION 4.5 Support bus rapid transit on Olson Memorial Highway (Highway 55) extending to the region's western communities.	Climate, Prosperity, Mobility, Active partnerships	Low
SUPPORT ACTION 4.6 Develop long-term operations plans for new transit services in partnership with Metro Transit and other partner agencies.	Climate, Mobility, Active partnerships	Medium
SUPPORT ACTION 4.7 Advocate for light rail and bus rapid transitways that provide direct connections to regional job centers and other destinations outside of the downtown core within Minneapolis, connecting Minneapolis residents with the regional rail system.	Prosperity, Mobility, Active partnerships	High

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ACTIONS (continued)

Actions to partner with Metro Transit and other agencies to pursue new transit projects of high impact.

SUPPORT ACTION 4.8

Advocate for transitway alignments that are conducive to transit-oriented development and that would include preservation, maintenance and construction of housing at all levels of affordability.

Climate, Equity, Prosperity, Mobility, Active partnerships

Medium

SUPPORT ACTION 4.9

Continue to partner with the Hennepin County Regional Railroad Authority, Metro Transit, the Minnesota Department of Transportation and developers near Target Field Station to plan for the expansion of future commuter rail, inter-city passenger rail and/or high-speed rail projects and supporting facilities.

Equity, Prosperity, Mobility, Active partnerships

High

SUPPORT ACTION 4.10

Support statewide efforts to advance the Northern Lights Express connecting Minneapolis with Duluth via high speed rail.

Climate, Equity, Prosperity, Mobility, Active partnerships

Medium

SEE ALSO ACTION:

- **Transit Action 6.8** — Integrate unique and interactive design on high impact transit projects



STRATEGY 5

Expand multimodal access to transit.

Ensuring that a connected multimodal system feeds into the transit network will expand people’s ability to rely on transit and lessen dependency on the automobile. Supporting technological advancements to integrate payment options and partner with shared mobility providers are key to increasing access to transit while reducing friction.

Figure 81: New vehicle type: autonomous shuttle



Figure 82: Mobility hubs bring transit and shared mobility services together



Figure 83: Mobility hub linked to transit stop



ACTIONS

Actions to expand multimodal access to transit.

Actions	Supports	Difficulty
<p>DO ACTION 5.1 Prioritize pedestrian improvements connecting residents to transit service, including completing missing links in the sidewalk network, safe crossings at high volume intersections and maintaining pedestrian access through construction zones. <i>See walking Action 5.4</i></p>	Safety, Equity, Mobility, Active partnerships	Medium
<p>DO ACTION 5.2 Explore partnership opportunities to implement and subsidize shared ride and other on demand mobility services targeting first and last mile transit options to connect people to transit stops and stations.</p>	Climate, Equity, Mobility, Active partnerships	Medium

SEE ALSO ACTIONS:

- **Walking Action 4.3** — Winter maintenance at transit stops and stations
- **Bicycling Action 9.6** — Bike parking at transit stations
- **Technology Action 2.1** — Bikeshare and micromobility
- **Technology Action 3.1** — Implement mobility hub network
- **Technology Action 3.3** — Integrated payment technology



STRATEGY 6

Support efforts to ensure transit is a safe, comfortable and affordable option for all city residents.

We heard through our engagement that free transit fares, lower transit fares or more affordable transit was a desire for most people as current transit fares were considered a barrier for many individuals.

Transit fares (local bus and METRO/light rail) on Metro Transit currently are \$2.50 for rush hour rides (6:00-9:00 am and 3:00-6:30 pm Monday – Friday) and \$2.00 for non-rush hour rides. Reduced fares of \$1.00 are available for low-income individuals with valid documentation, seniors (65+), youth (6-12) and Medicare card holders during non-rush hours; express bus rides cost more. People with disabilities with valid documentation can ride the system (local bus, METRO and express bus) for \$1.00 at any time with the Transit Assistance Pass (TAP card). Metro Transit also has a partnership with Minneapolis Public Schools which offers Go To Cards to high school students who take the city bus to school for \$97/quarter.⁴⁷

There is currently one example of a zone discount and two examples of free fares within the Metro Transit system:

- The downtown zone has a \$0.50 fare for rides within an established zone.
- Free rides between the Minneapolis Convention Center and the METRO Blue and Green lines on 5th Street in downtown Minneapolis via the Route 18, 10 or 59 along Nicollet Mall. This service is available 7 days a week between 5:00 am and 1:00 am.

Additionally, there are several times throughout the year that Metro Transit offers free rides, in partnership with others, to encourage safe travel behaviors. These days typically include afternoon/evening/night of St Patrick's Day, New Year's Eve and other days on occasion.

Feeling safe while riding or waiting for transit was another key theme we heard during engagement. There are many elements that contribute to real and perceived safety conditions at station locations and on transit vehicles – including the presence or lack of presence of other riders, lighting, security cameras, access to emergency phones, the cleanliness of vehicles and waiting areas and the conduct of fellow passengers or other people on the vehicle or at or near a stop. Special considerations during winter – like clear and passable paths from stations to vehicles for all users and at waiting areas are also important to make transit safe and comfortable.

Figure 84: High school students getting on the bus

⁴⁷ Metro Transit. <https://www.metrotransit.org/student-pass-admin>.



Figure 85: Well maintained transit stop



Figure 86: Metro Transit offers free fares along Nicollet Mall



Figure 87: TAP card benefit





ACTIONS

Actions to support efforts to ensure transit is a safe, comfortable and affordable option for all city residents.

Actions	Supports	Difficulty
DO ACTION 6.1 Study and assess the feasibility of free or reduced transit fares; evaluate the passage of programs citywide and/or within certain zones or based on trip distance.	Equity, Mobility, Active partnerships	High
DO ACTION 6.2 Establish requirements for Metropass participation for all new commercial, mixed-use and residential buildings within a half mile of a high frequency transit corridor.	Climate, Mobility, Active partnerships	High
SUPPORT ACTION 6.3 Support Metro Transit initiatives tied to increased security of the transit system that address real and perceived safety issues while considering equity concerns.	Safety, Equity, Active partnerships	Low
SUPPORT ACTION 6.4 Work with partner agencies to improve customer comfort through clean waiting areas and upgraded amenities such as shelters, lighting, seating, heat and real-time schedule information. <i>See technology Action 3.1</i>	Safety, Equity, Mobility, Active partnerships	Medium
SUPPORT ACTION 6.5 Work with Metro Transit to expand affordable fare programs and increase participation among eligible residents.	Equity, Mobility, Active partnerships	High
SUPPORT ACTION 6.6 Support Metro Transit's work with Minneapolis Public Schools and other non-profit organizations to provide affordable fares for all program participants.	Equity, Mobility, Active partnerships	Low
SUPPORT ACTION 6.7 Work with Metro Transit to expand additional fare-free days throughout the year.	Equity, Mobility, Active partnerships	Medium

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ACTIONS (continued)

Actions to support efforts to ensure transit is a safe, comfortable and affordable option for all city residents.

SUPPORT ACTION 6.8

Encourage investment and design of integrated design elements to engage people and reflect the communities that transit serves through signage/wayfinding, public art, plaza/open spaces, streetscape, real-time traffic count displays and other creative or interactive design elements on major transit projects (light rail, bus rapid transit, etc.)
See design Strategy 5

Equity,
Prosperity, Active
partnerships

Medium

SUPPORT ACTION 6.9

Support partner agency efforts to work with new immigrant and non-English speaking communities to educate and build familiarity with the transit system for prospective riders.

Equity,
Mobility, Active
partnerships

Medium

SEE ALSO ACTIONS:

- **Walking Action 4.3** — Winter maintenance at transit stops and stations
- **Technology Action 3.3** — Integrated payment technology