

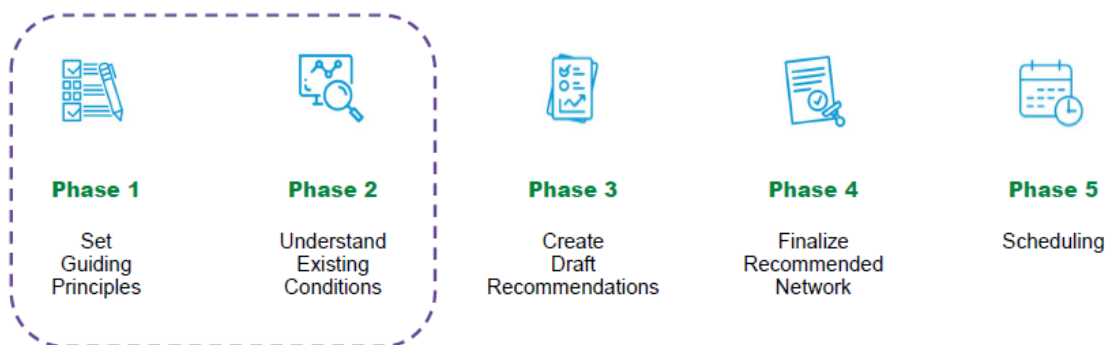


What is the Better Bus Blueprint?

The Better Bus Blueprint is a full review of the DTA's fixed-route bus operations. The study aims to improve transit routing and schedules to better meet the community's needs.

The Better Bus Blueprint will be conducted in five phases, shown in the graphic below. Draft recommendations are planned to be published in late Spring 2021, with a final recommended network planned for approval in Summer 2021.

The service changes may take effect Spring of 2022 after the schedules and implementation steps are taken.



Why is DTA conducting this study?

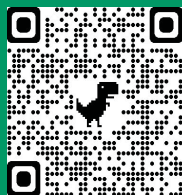
In 2017, the DTA completed a large study to help guide the direction for the following 5+ years. In that plan, the DTA heard loud and clear the community wanted to see service improvements by running buses more often and making the system less complicated. Phase 2 of that plan suggested the DTA focus on efficiency and add in more frequent service. Due to the complexity of a bus network, it required significant work to re-align it to fit the needs of the community.

The purpose of the Better Bus Blueprint is to improve DTA bus routes to efficiently and effectively move people through the Twin Ports.

Planning and updating bus routes involves many considerations. For example:

- What days will the bus operate?
- Where will the route go?
- How often will the bus come to each stop?
- How fast will the bus travel (based on route and number of stops)?
- How far do riders have to walk to access the bus?

As we answer these questions, there are many tradeoffs to be made. We need to decide how to best allocate limited funds to meet the needs of the community and appeal to as many people as possible.



We Need Your HELP!

Take our short survey to help us understand your travel and transit priorities. Simply point your phone's camera at the QR code on the left to take the online survey, go to the website listed below, or complete the hard copy provided. Hard copy surveys will be collected on March 29th.

For more on the Better Bus Blueprint, visit duluthtransit.com/home/better-dta/better-bus-blueprint/
Questions or comments? Call 218-623-4316 or Email planning@duluthtransit.com.



SCAN to take survey online

DTA Community Survey

Your bus network is changing! Let us know what is important to you.

The changing demands placed on transit impacts the entire Twin Ports community whether a person takes the bus every day, every once in a while, or not at all. A comprehensive study is underway to understand and improve the public transportation system and better serve our community.

Your insight will help to inform this update of the transit routes and schedules to reflect the values of the Twin Ports community more accurately. Based on what we hear now, we will prepare new service concepts later in 2021. We will do another round of public engagement then to see if we're on the right path.

1. How often did you ride a DTA bus before the COVID-19 pandemic (March 2020)? (check one)

Almost daily	Occasionally/seasonally
A few times a week	Rarely or when no other option exists
A few times a month	Never

2. How often do you ride a DTA bus now? (check one)

Almost daily	Occasionally/seasonally
A few times a week	Rarely or when no other option exists
A few times a month	Never

3. How often do you think you'll ride a DTA bus after the COVID-19 pandemic ends? (check one)

Almost daily	Occasionally/seasonally
A few times a week	Rarely or when no other option exists
A few times a month	Never

4. If you take the bus, where do you normally take the bus from? (check one)

Duluth	Hermantown
Superior	Rice Lake
Proctor	Township or other location (please specify):

(continued, next page)

5. If you answered “Duluth” for question 4, what's the closest area in Duluth where you normally take the bus from? (check one)

	Observation Hill/Central Hillside (near Damiano, Washington Center, Enger Park, Cascade Park)
	East Hillside/Chester Park (above 4th St, near Whole Foods Coop, Myers-Wilkins Elem)
	Endion/Congdon Park (near London Rd, Edgewater, UMD Old Main, Ordean East Middle)
	Lakeside/Lester Park (near East High, Brighton Beach)
	Woodland neighborhood
	UMD/CSS/Kenwood neighborhood
	Morley Heights/Hunter Park neighborhood
	Airport/Airpark/Rice Lake Rd (near Boulder Ridge, Lowell Elem, United Healthcare)
	Bay View Heights/Zenith Terrace
	Far West neighborhoods (Fond du Lac, New Duluth, Gary, Morgan Park, Smithville, Riverside)
	West Duluth (Denfeld, Spirit Valley, Irving Park, Fairmount, Norton Park)
	Lincoln Park (Craft District, Garfield Ave to Ore Docks/Wade Stadium/Wheeler Field)
	Piedmont Heights/Lake Superior College
	Central Entrance/Miller Hill Mall (Duluth Heights, Harbor Highlands)
	Downtown Duluth (Gov't Center, Library, Hospital District, Fitgers, Plaza Shopping Center)
	Canal Park/Park Point
	Other (please specify):

6. If you answered “Superior” for question 4, what's the closest area in Superior where you normally take the bus from? (check one)

	Allouez/Itasca
	Billings Park
	Tower Ave (Belknap Street to 28th Street)
	Tower Ave (28th Street to Walmart/Fairgrounds)
	East End
	Downtown Superior/North End (north of Belknap Street)
	South End
	UWS/Superior High/Mariner Mall
	Other (please specify):

7. If you take the bus, what area(s) do you typically travel to? (check all that apply)

	Downtown Duluth		Lincoln Park
	Miller Hill Mall area		Superior Walmart (Tower Ave area)
	UMD area		Hermantown/Walmart
	Western Duluth		Proctor
	Downtown Superior/UWS		Other (please specify):

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8. Do you have a reliable car available for your use? (check one)

	Always
	Sometimes
	Never

9. For what purpose do you typically ride the bus? (check all that apply)

	School (yourself or with your child)		Visiting family or friends
	Work		Healthcare visit/medical appointment
	Errands/non-grocery shopping		Leisure destination (park, beach, movie, restaurant, etc.)
	Groceries		I don't

10. Do the following factors increase or decrease how much you ride the bus?

	Increases	Decreases
School/college class schedule		
Work schedule		
Lack of parking		
Price of parking		
Inconvenient to drive		
Trying to save money		
Eco-friendly option		
Healthy option		
Steep hills/difficult terrain to cross		
No ride or vehicle available to use		
Cold temperatures		
Snowy weather		
Rainy weather		
Too far to walk		
Too far to bicycle		

11. I would ride transit more if: Rank the choices from 1 (highest) to 7 (lowest)

Rank	Choice
	Trip was faster
	Bus was more reliable
	Cleaner/more comfortable
	More "how to use the bus" training available
	Lower fares
	Bus goes where I want it to go
	Fewer transfers/one-seat ride

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12. I think the DTA as an organization should focus on: *Rank the choices from 1 (highest) to 8 (lowest)*

Rank	Choice
	Increasing ridership
	Meet performance measures for additional funding
	Increase access to employment
	Converting the eco-friendly bus fleet
	Equity and social justice
	Service to every household
	Operating efficiently
	Serving areas of higher ridership potential

13. I feel:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Satisfied with the DTA transit service.					
Safe and secure while taking the bus.					
Safe and secure at the Duluth Transportation Center (DTC).					
Safe and secure at bus stops.					
Buses are reliable and on-time.					
Bus drivers are courteous and welcoming.					

14. Where would you like to see more DTA bus service available?

15. Please share any other comments you have below:

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About You

The DTA is committed to gathering input from a wide range of individuals, representative of the entire community. Your information is being requested to understand who is participating. You are not required to provide information. However, by completing the survey you will help us better understand the needs and preferences of the diverse communities we serve. Your responses will be compiled with other participant responses and will not be associated with you, personally.

16. In what ZIP code is your home located? (enter 5-digit ZIP code) _____

17. Which category below includes your age? (check one):

<input type="checkbox"/>	Under 18	<input type="checkbox"/>	35-44	<input type="checkbox"/>	65-74
<input type="checkbox"/>	18-24	<input type="checkbox"/>	45-54	<input type="checkbox"/>	75+
<input type="checkbox"/>	25-34	<input type="checkbox"/>	55-64	<input type="checkbox"/>	Prefer not to say

18. With which gender do you identify?
(check one):

<input type="checkbox"/>	Female
<input type="checkbox"/>	Male
<input type="checkbox"/>	Non-binary/third gender
<input type="checkbox"/>	Prefer not to answer
<input type="checkbox"/>	Prefer to self-describe:

19. Which of the following best describes your racial/ethnic background? (check all that apply)

<input type="checkbox"/>	American Indian or Alaska Native
<input type="checkbox"/>	Asian
<input type="checkbox"/>	Black or African American
<input type="checkbox"/>	Native Hawaiian or Other Pacific Islander
<input type="checkbox"/>	White
<input type="checkbox"/>	Hispanic
<input type="checkbox"/>	Prefer not to answer
<input type="checkbox"/>	Some other race/more than one race (Please specify):

20. What is your income?
(check one):

<input type="checkbox"/>	Under \$24,999
<input type="checkbox"/>	\$25,000 to \$49,999
<input type="checkbox"/>	\$50,000 to \$74,999
<input type="checkbox"/>	\$75,000 to \$99,999
<input type="checkbox"/>	\$100,000 or greater
<input type="checkbox"/>	Prefer not to answer

21. Do you live with a disability?
(check all that apply)

<input type="checkbox"/>	Yes (mobility related)
<input type="checkbox"/>	Yes (vision related)
<input type="checkbox"/>	Yes (hearing related)
<input type="checkbox"/>	Yes (cognitive or intellectually-related)
<input type="checkbox"/>	Yes (other)
<input type="checkbox"/>	No
<input type="checkbox"/>	Prefer not to answer

22. What is the primary language spoken in your home? (check one):

<input type="checkbox"/>	English
<input type="checkbox"/>	Spanish
<input type="checkbox"/>	Ojibwe
<input type="checkbox"/>	Prefer not to answer
<input type="checkbox"/>	Other (please specify):

23. To stay updated and to enter to win a prize, please share your e-mail address:

THANK YOU for taking the time to give us your input!