Engagement Results

August 31, 2026

Methods

Observation/Intercepts

- → 15 hours of observation
- → 10 stops/stations in Minneapolis and Saint Paul
- → AM and PM, weekdays
- → June 11-18

Online Survey

- → 166 submissions
- → QR codes around transit to access website
- → Open May 26 to July 9

Online Mapping

- → 138 total comments
- → QR codes around transit to access website
- → Open May 11 to July 3

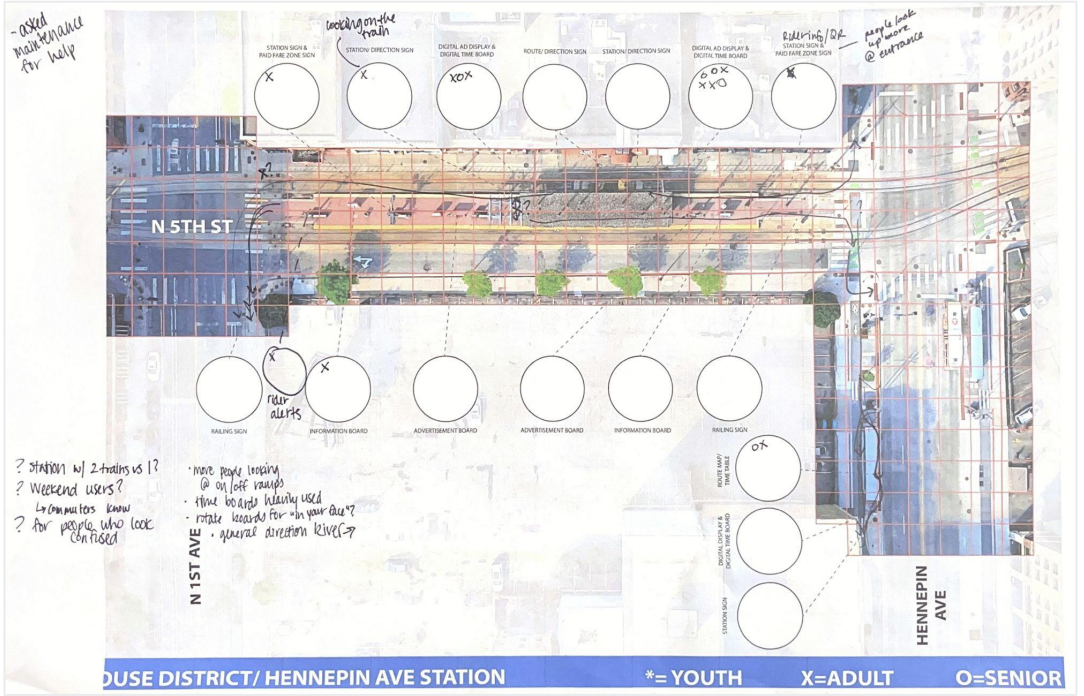
Focus Groups

- → 3 virtual groups of volunteers
- → Various times of day
- → Diverse participants
  - Frequent/Infrequent Riders
  - Access considerations
  - Persons with disabilities
  - Car-free, bicyclists

Example Observation/Intercept Tracking Sheet

→ Notes about intercepts and areas of confusion

→ Tallies/counts of riders by signage type and demographic



Observations

- → Most riders appeared to be daily commuters
- → Phone use appears to be default behavior, especially when confused
- → Time boards viewed most frequently
- → Large digital displays at bus stops are frequently viewed
- → When confused, riders ask for help from transit employees, police, maintenance workers, or fellow riders
- → Riders tend to be more aware/ observant near the stop/station entrance
- → Seniors tend to be more aware/ observant of signage than younger riders
- → Bus time tables viewed somewhat frequently
- → Riders tend to wait by the sign, not the shelter at certain bus stops (Nicollet corridor) but not others

Stations Observed:

- → MPLS
  - ○ Nicollet Mall & 7th St S
  - ○ Nicollet Mall & 5th St S
  - ○ Nicollet Mall Station
  - ○ Warehouse District Hennepin Ave Station
  - ○ Hennepin & 5th St Station
  - ○ Hennepin & 8th St Station

- → St Paul
  - ○ Central Station
  - ○ Robert St & 6th St
  - ○ 6th St & Cedar St
  - ○ 5th St & Cedar Station

Online Survey

- → 166 submissions
- → QR codes around transit to access website
- → Open May 26 to July 9

Survey Demographics

Annual HH Income
- → 19% under $50,000
- → 38% between $50,000–$100,000
- → 44% above $100,000

Race/Ethnicity
- → 81% white, 7% asian, 12% other

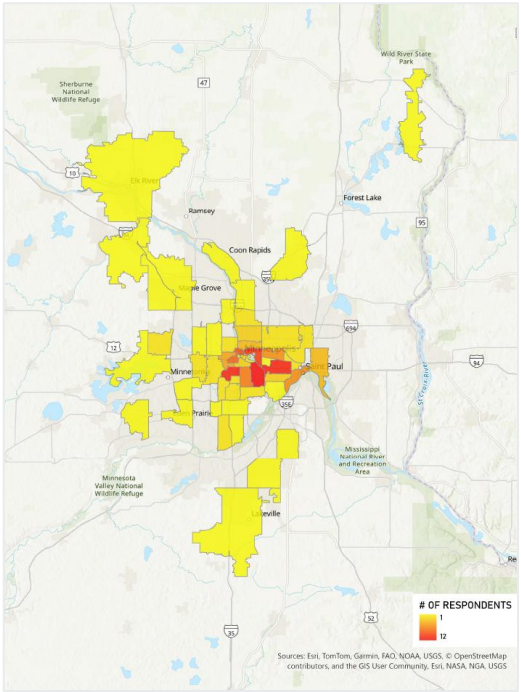
Age
- → 13% ages 18-24
- → 53% ages 25-44
- → 28% ages 45-64
- → 4% ages 65+

Location
- → 61% ride in Minneapolis
- → 13% ride in St Paul
- → 20% ride in both

Knowledge/use level
- → 33% know the system well
- → 57% know their familiar routes
- → 10% use for special events

Language
- → 95% English Speakers (2.5% Spanish)
- → 67% ride weekly or every day
- → 50% commuters to work or school

Home Zip Code		
Anoka County	4	2.7%
Carver County	1	0.7%
Chisago County	1	0.7%
Dakota County	3	2.1%
Hennepin County	107	73.3 %
Ramsey County	33	22.6 %
Sherburne County	1	0.7%



Key Group Infrequent Riders*

- → Less likely to ride in just Minneapolis
- → More likely to ride in both downtowns
- → Much more likely to **use transit for leisure**, special events, or sports, not for daily commute
- → Slightly **more confident navigating Minneapolis** than Saint Paul
- → More likely to confirm using the stop name, less likely to confirm using an app
- → **Avoid transfers**
- → 100% of infrequent riders responding were white (81% of all respondents were white)
- → More likely to have a **higher household income**

*Infrequent riders were respondents who identified as using downtown transit a few times a year or a few times a month

What would make it easier for you to use transit more often?
(What holds you back from using transit more frequently?)

- → Faster transit (driving is faster)
- → Better safety/ rider behavior
- → More frequent transit
- → Expanded service locations (NE, Uptown, Suburbs)
- → More/ better downtown destinations
- → Consistent fare-paying methods
- → Better stop communication
- → Expanded service times
- → Better intercity connections
- → Clear bus labeling (esp. if electronic sign is broken)

Key Group Respondents with Disabilities

- → More likely to **ride more often** than respondents w/out Disabilities
- → More likely to **know the system inside and out**, and use it for many **different trips**
- → Feel slightly **more confident navigating in Saint Paul** than those w/out Disabilities
- → Slightly more likely to **use stop number** to confirm the correct stop
- → More likely to transfer from Light Rail to Bus (express or local)
- → Find **maps/diagrams on board less helpful**
- → More likely to be **living alone**, less likely to be living in a household of two
- → More likely to have a **lower household income**

36% of respondents said they had a disability. Most common disabilities were learning disabilities (12%), mobility disabilities (9%), and mental health disabilities (5%) *(% of all respondents)

What would make it easier for you to use transit more often?
(What holds you back from using transit more frequently?)

- → More frequent transit (especially at night)
- → Later (and earlier) hours
- → Better reliability
- → Better safety/ rider behavior
- → Fewer stops (faster route time)
- → Priority for transit over personal vehicles
- → Announcing the next stop
- → Better Metro Transit app
- → Making sure accessible signals are working
- → Faster boarding process for wheelchair users
- → Improved shelters
- → Benches

Significant Results How to read

Question from online survey
Groups that are more or less likely to exhibit certain behaviors or use transit in a certain way, as compared to those not in that group
Not all questions are shown, only those with more significant, outlying results

Significant Results Online Survey

How confident do you feel navigating Downtown (Minneapolis/Saint Paul) on public transit?	**What information do you look for to confirm you are at the correct stop? (Check all that apply)** Metro Transit branding/ colors, Stop name, Stop Number, Smartphone App, Other
Riders are **more confident in downtown Minneapolis** than in downtown Saint Paul (+0.8 on a scale of 5) → Commuters and non-commuters → Frequent and infrequent riders → Those who know the system inside and out, and those who know their part well → Minneapolis and Saint Paul riders	Downtown Saint Paul riders tend to use **Metro Transit colors/ branding** to confirm they are at the correct stop more frequently than Minneapolis riders

Significant Results Online Survey

How often do you take a transit trip that requires you to make a transfer?

Riders who use transit for special events and want to use it more (non-commuters) are more likely to **avoid transfers**

Riders who use transit for eating out, shopping, leisure/social activities, entertainment, medical, or other purposes (non-commuters) are slightly more likely to make **transfers sometimes or frequently**

Riders who use transit for commuting to work or education are slightly more likely to **transfer only if they have to**

Significant Results Online Survey

I find the maps and diagrams at stations and stops helpful (Scale of 1–5: 1 = Not at all helpful, 5 = Very helpful)	**I find the maps and diagrams on board the bus or train helpful** (Scale of 1–5: 1 = Not at all helpful, 5 = Very helpful)
Riders who use transit for work or education rate maps/diagrams at stations and stops **slightly more helpful** than those who use transit for other purposes	Riders who use transit for purposes other than work or education rate maps/diagrams on board the bus or train **slightly less helpful** than those who use transit for work/ education
Riders who use transit for a few times a month or year rate maps/diagrams at stations/stops **more helpful** than those who use transit for a few times a week or every day	Riders who use transit for a few times a month or year rate maps/diagrams on board the bus or train **moderately more helpful** than maps/diagrams at stations and stops

Significant Results Online Survey

How many people currently live in your household, including you?	**What was the income of your household in 2025?**
Riders who use transit for purposes other than work or education are **slightly more likely** to have 2 person households than other sized households	Riders who use transit daily are **more commonly** in annual income groups of $30,000-80,000
Riders who use transit for work or education are **slightly more likely** to have 4 person households than other sized households	Riders who use transit for a few times a month or year are **more commonly** in annual income groups above $100,000

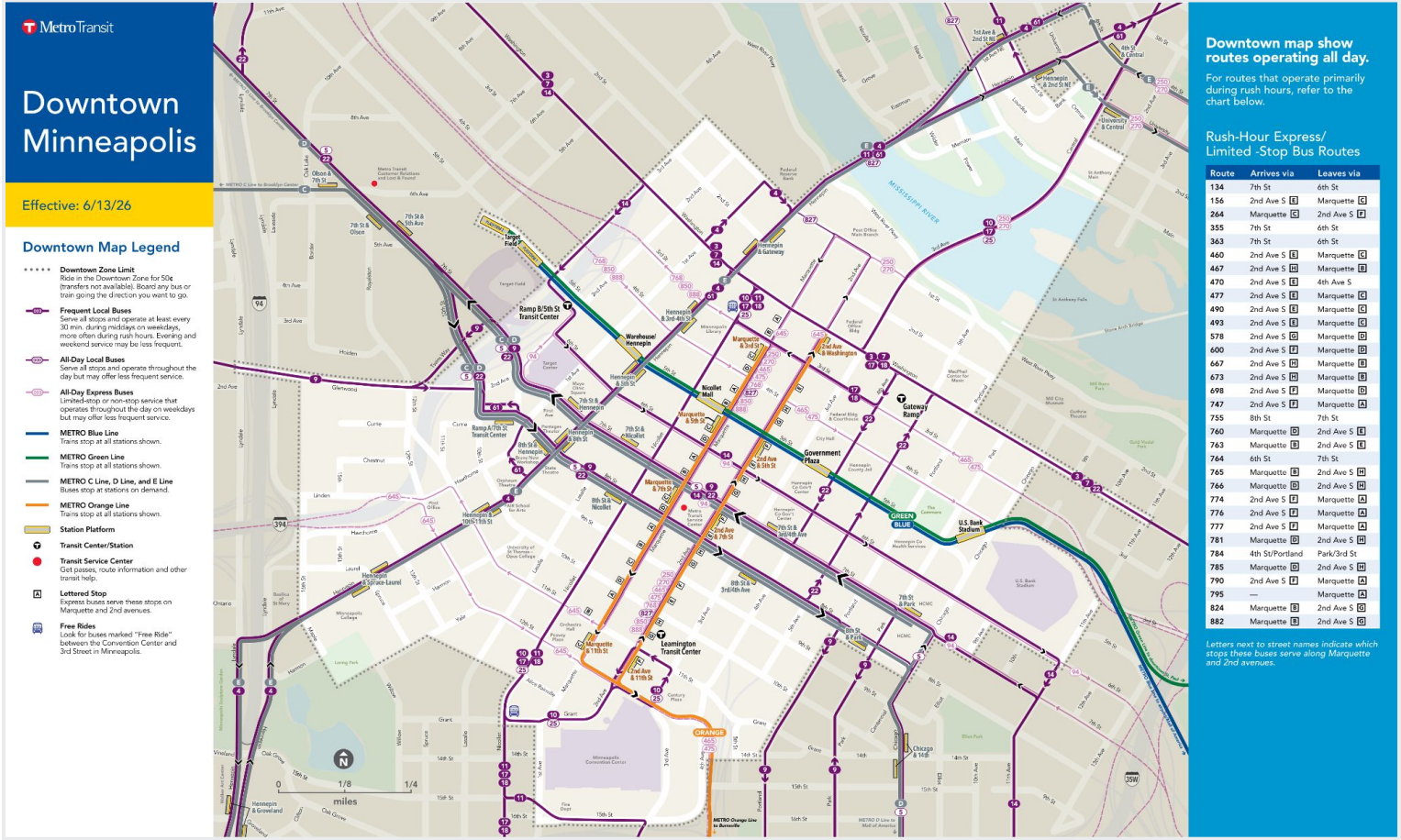
Significant Results Online Survey

Which language(s) do you prefer to use? Select all that apply		
English	156	98.1%
Spanish/Español	5	3.0%
German/Deutsch	1	0.1%
Khmer	1	0.1%
Swedish	1	0.1%

→ 4 of the 5 Spanish-preferring riders are daily users.
→ 4 of the 5 Spanish-preferring riders use transit for purposes other than work or education.

Online Mapping

- → 138 total comments
  - 91 in Minneapolis (66%)
  - 47 in Saint Paul (33%)
- → QR codes around transit to access website
- → Open May 11 to July 3


MetroTransit
Downtown Minneapolis
Effective: 6/13/26
Downtown Map Legend
Downtown Zone Limit
Ride in the Downtown Zone for 50¢ (transfers not available). Board any bus or train going the direction you want to go.
Frequent Local Buses
Serve all stops and operate at least every 30 min. during middays on weekdays, more often during rush hours. Evening and weekend service may be less frequent.
All-Day Local Buses
Serve all stops and operate throughout the day but may offer less frequent service.
All-Day Express Buses
Limited-stop or non-stop service that operates throughout the day on weekdays but may offer less frequent service.
METRO Blue Line
Trains stop at all stations shown.
METRO Green Line
Trains stop at all stations shown.
METRO C Line, D Line, and E Line
Buses stop at stations on demand.
METRO Orange Line
Trains stop at all stations shown.
Station Platform
Transit Center/Station
Transit Service Center
Get passes, route information and other transit help.
Lettered Stop
Express buses serve these stops on Marquette and 2nd avenues.
Free Rides
Look for buses marked "Free Ride" between the Convention Center and 3rd Street in Minneapolis.
Target Field
Ramp B/5th St Transit Center
Warehouser Hennepin
Nicollet Mall
Ramp A/7th St Transit Center
Government Plaza
Gateway Ramp
U.S. Bank Stadium
Leamington Transit Center
GREEN
BLUE
ORANGE
0 1/8 1/4 miles
Downtown map show routes operating all day.
For routes that operate primarily during rush hours, refer to the chart below.
Rush-Hour Express/ Limited -Stop Bus Routes
Route | Arrives via | Leaves via
134 | 7th St | 6th St
156 | 2nd Ave S E | Marquette C
264 | Marquette C | 2nd Ave S F
355 | 7th St | 6th St
363 | 7th St | 6th St
460 | 2nd Ave S E | Marquette C
467 | 2nd Ave S H | Marquette B
470 | 2nd Ave S E | 4th Ave S
477 | 2nd Ave S E | Marquette C
490 | 2nd Ave S E | Marquette C
493 | 2nd Ave S E | Marquette C
578 | 2nd Ave S G | Marquette D
600 | 2nd Ave S F | Marquette D
667 | 2nd Ave S H | Marquette B
673 | 2nd Ave S H | Marquette B
698 | 2nd Ave S F | Marquette D
747 | 2nd Ave S F | Marquette A
755 | 8th St | 7th St
760 | Marquette D | 2nd Ave S E
763 | Marquette B | 2nd Ave S E
764 | 6th St | 7th St
765 | Marquette B | 2nd Ave S H
766 | Marquette D | 2nd Ave S H
774 | 2nd Ave S F | Marquette A
776 | 2nd Ave S F | Marquette A
777 | 2nd Ave S F | Marquette A
781 | Marquette D | 2nd Ave S H
784 | 4th St/Portland | Park/3rd St
785 | Marquette D | 2nd Ave S H
790 | 2nd Ave S F | Marquette A
795 | — | Marquette A
824 | Marquette B | 2nd Ave S G
882 | Marquette B | 2nd Ave S G
Letters next to street names indicate which stops these buses serve along Marquette and 2nd avenues.

Mapping Themes

Most common themes from marked locations		
Signage at stop/station	35	17.7%
Scheduling/System	30	15.2%
Access	30	15.2%
Signage to/from stop/station	29	14.7%
Stop location	16	8.1%
Transfers	12	6.1%
Biking	12	6.1%

138 comments, categorized into themes:

- → 91 in Minneapolis (66%)
- → 47 in Saint Paul (33%)
- → 38% mentioned Buses
- → 12% mentioned LRT

Other themes:

- → Safety
- → Detours/ Route changes
- → Time
- → Signage on bus/train
- → Apps
- → Finding Stops/Stations



Access

- → **Physical, sensory, and cognitive** barriers in and around stops/stations
- → Helping all people ride **safely and independently**

Example comments:

- → “If you are coming from the SE direction, there is a planter and bike path that makes it tricky to walk directly to the bus stop.”
- → “Announcements for what platform the train is due to arrive on often occur after the train has already arrived and is about to depart the station. This makes it confusing for those who rely on the announcements to understand what is going on and makes the announcement near useless. If the announcement could be made about 30 seconds earlier, it would be perfect!”



Apps

- → **Finding and understanding** transit routes and stop/station locations via **smartphone applications**
- → Examples include Google or Apple Maps, MetroTransit, Transit, CityMapper, Pantograph

Example comments:

- → “Plug in "Amtrak Union Depot Station" to Google Maps: the walking directions literally route you to the median of Kellogg, which is a scary highway. It would be great if Google Maps and wayfinding signage could point you uphill to the actual entrance to Union Depot.”
- → “With its large setback (and confusing Google Maps directions), it's hard to know that this is actually a public entrance.” (Union Depot)



Finding Stops/Stations

- → **Navigating near** stations/stops
- → **Understanding where stops/stations are** along a route

Example comments:

- → “It's difficult to find Union Depot bus boarding from the street sometimes, which is a shame because it's a pretty nice spot compared to some of the sketchier downtown stops. A few extra signs would be nice!”
- → “For able-bodied people who can ascend stairs, the wayfinding is okay. It has a bus symbol with "CIRCULATION TOWER" (can you also have words for "BUS STOPS" and "AMTRAK"?). Once you climb the stairs, wayfinding ends - you just have to find your way. It would be nice if you had more signage on the whole Union Depot campus.”



Safety

→ **Safe, clean, and comfortable** experiences at transit stops/stations, including interactions with **other riders, facilities, and surroundings**

Example comments:

→ “The new bus shelter is very nice but I still encounter folks building fires or using drugs inside the shelter. This is my favorite stop in all of St Paul but could use some Transit police on site from time to time.”

→ “This is a decent stop because it's before all the downtown crowd boards, it feels safe and has a highly functional shelter”

→ “Bike traffic makes it difficult to navigate between stations.”



Signage at Stops/Stations

→ Signage at stops/stations that help inform riders of route **names, detours, destinations, departure/arrival times, delays, directions,** etc

Example comments:

→ “I like that there are big signs on the intersection saying "D LINE" but I wish the signs also showed the direction of travel - e.g. "D LINE Northbound" or "D LINE to Brooklyn Center", because I sometimes forget which direction runs on 7th street and which runs on 8th street.”

→ “As much as possible, station pairs which are not co-located should have identical names. I consider station pairs to be one station even if they run on different streets. I think that being as specific as possible about what intersection a station is located at can sometimes obfuscate wayfinding more than it aids wayfinding.”



Signage to/from Stops/Stations

- → Physical signage at stops/stations that help **guide riders towards key destinations,** popular corridors, bike routes, transfer areas, and more
- → Physical signage in key destinations, popular corridors, bike routes, transfer areas, and more that help **guide riders towards stops/stations.**

Example comments:

- → “Could you add wayfinding here from North Loop Green, pointing to the transit stations nearby? It would be dreamy to easily navigate from Cedar Lake bike path to the downtown transit system.”
- → “I use this stop when I'm going to Lynx games at Target Center, and I wish there was more signage between here and Target Center to direct people. The only reason I knew where to go the first time is because I followed someone I saw wearing a jersey get off.”



Scheduling

- → **Route timing and organization** to help riders minimize wait times, avoid missed connections, and navigate local networks efficiently
- → Printed or digital schedules and timetables

Example comments:

- → “Erratic schedule for southbound buses that route through Ramp A. Transit app loses their GPS location and the scheduled arrival time is inconsistent.”
- → “It would be nice if someone could analyze the time points of when buses / trains are arriving at Central Station & when the next buses at 5th & Minnesota are departing … It would be so helpful if they created a system in which every bus route that departs #11837 (5th & Minnesota) would have one or two of its buses during rush hour to extend the time for that bus”



Transfers

→ **Switching or connecting** from one line or mode of public transportation to another to finish a trip

Example comments:

→ “Bus-Bus and bus-train changes at 6th/Minnesota, 5th/Cedar, and Central are not announced nor really signed, and with multiple platforms on different streets, this gets extra confusing”

→ “I like the very easy connection here between the westbound Gold Line and westbound 54”

→ “Transferring between the BRT lines and the LRT lines can be confusing for first time visitors, and inexperienced downtown transit riders. Having some directional signage pointing riders to where the transfer points are could be helpful, as this stop is the first transfer point”

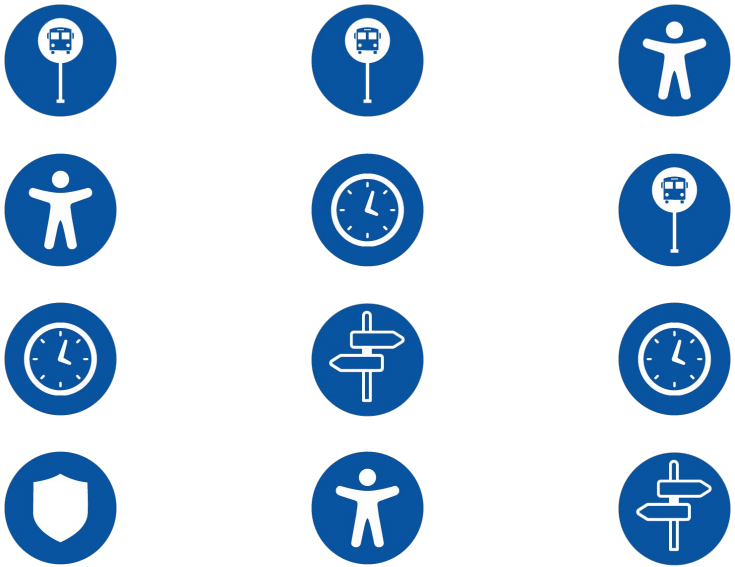
Mapping Minneapolis

91 Total Comments

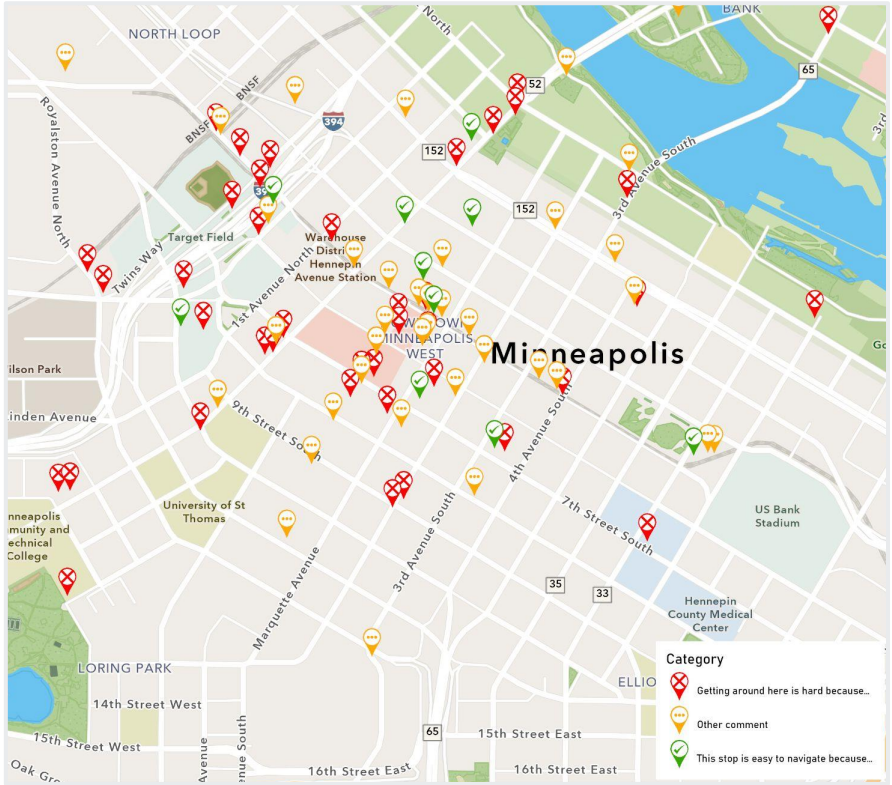
10 "This stop is easy to navigate because..."

42 "Getting around is hard because..."

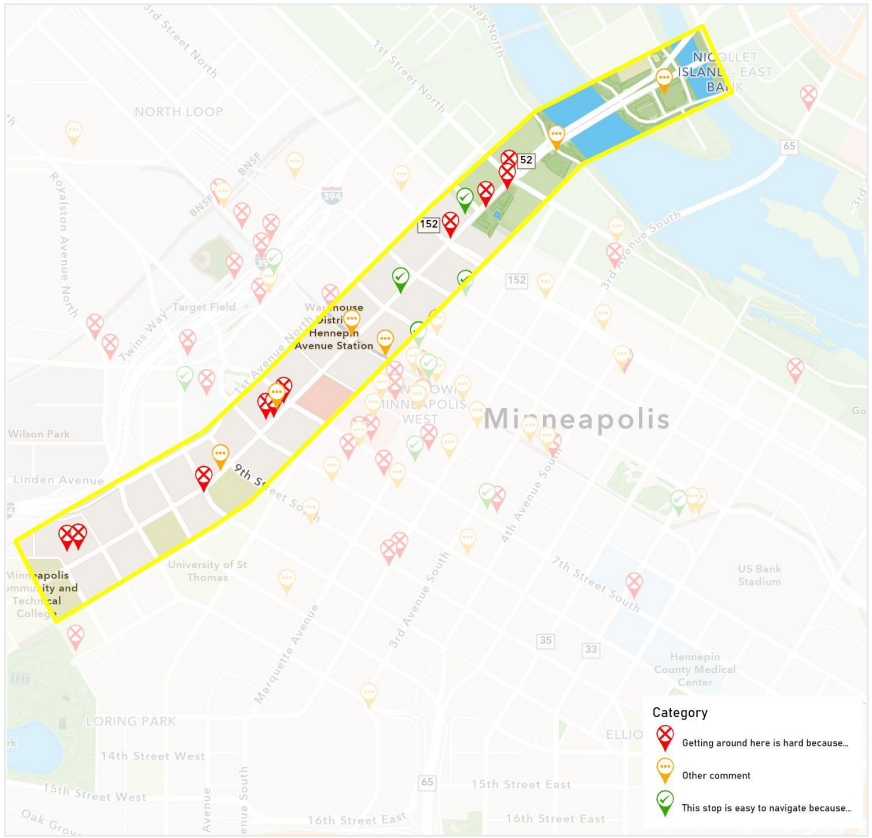
39 Other



* See theme explanations in previous slides



Mapping Minneapolis: Hennepin Avenue Corridor



31 Comments

6 **Access**

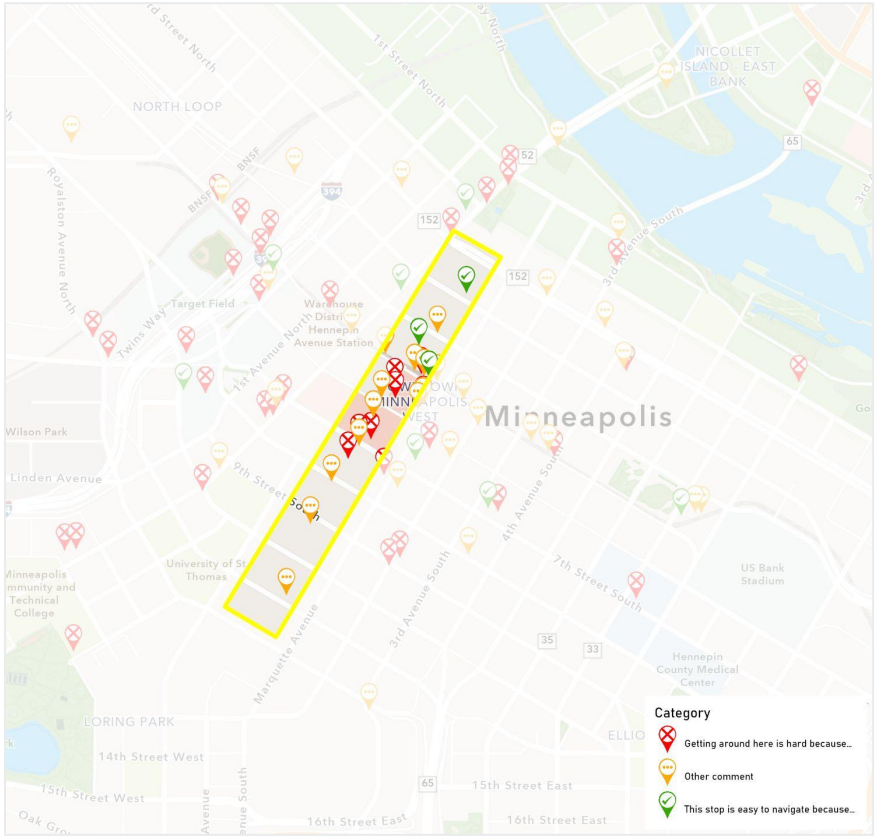
4 **Signage at stop/station**

Other themes: Biking, Stop/Station location

Example comments:

- → “There should be a sign directing people to the staircase/ramp on the Hennepin Ave bridge to connect to W River Parkway - it's hard to tell on a map that they are different levels.”
- → “I love the flashing T on the E Line signs. It makes it very easy to know if I need to hurry to my station from a distance.”
- → “... I wish the route name/number indicators/labels were HUGE on the BRT pylons so they were easy to see and obvious from a distance...”

Mapping Minneapolis: Nicollet Mall Corridor



32 Comments

7 **Access**

6 **Scheduling/ System**

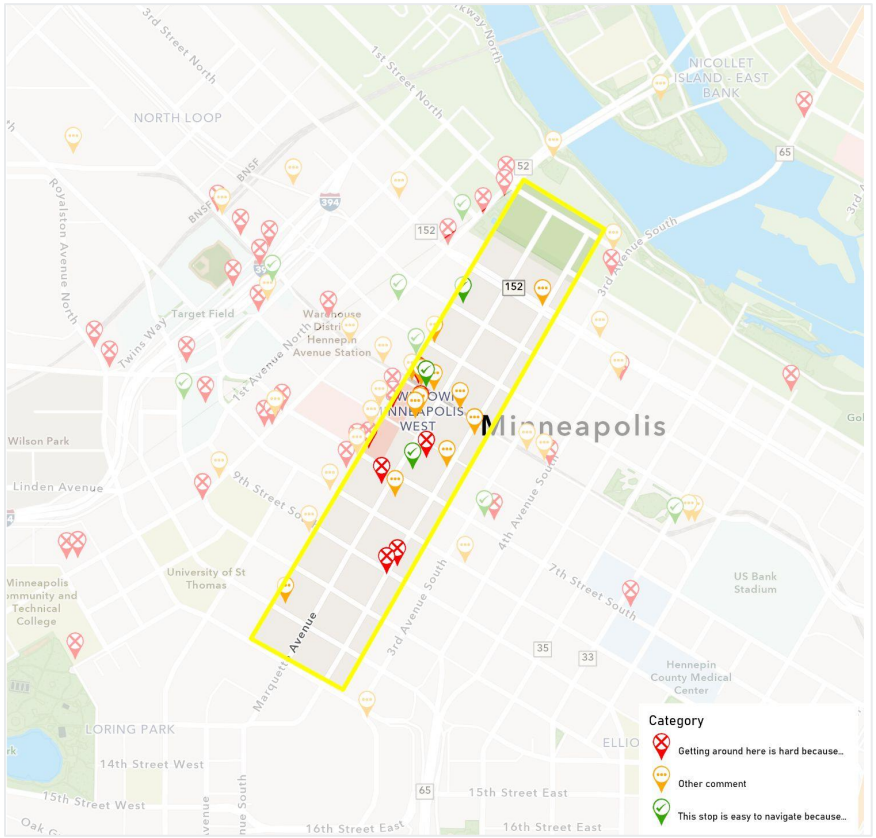
6 **Signage at stop/station**

Example comments:

→ "Stops on Nicollet are positioned so far from shelters that many newer riders are unaware that waiting at the shelter is not the correct place to wait if you are trying to indicate to a bus operator that you intend to board."

→ "When walking on Nicollet, can't see the digital display for the next buses to arrive without walking around the pylon. Having the display on both sides would be really helpful at locations like this one."

Mapping Minneapolis: Marq2 (Marquette/2nd Ave) Corridor



27 Comments

5	**Access**
5	**Scheduling/ System**
4	**Signage at stop/station**

Example comments:

- → “Please consider announcing transfers between lines in downtown, e.g., Blue and Green to Orange, C, D, and E, and vice-versa. A lot of people don't know some of these lines exist or how to navigate to them when they do know of them because downtown's transit patterns are so lattice-like.”
- → “Go-To card scanners and ticket machines are tucked away behind bus stop poles and are not easy to find for people coming from the skyways and IDS Center”

Mapping Minneapolis: 6th/7th Street Corridor



32 Comments

6 **Access**

5 **Safety**

5 **Scheduling/ System**

Other themes: Stop/Station location

Example comments:

→ “This is a decent stop because it's before all the downtown crowd boards, it feels safe and has a highly functional shelter”

→ “If you are coming from the SE direction, there is a planter and bike path that makes it tricky to walk directly to the bus stop.”

Mapping Minneapolis: LRT Corridor



42 Comments

9	**Signage at stop/station**
6	**Access**
4	**Signage to/from stop/station**
4	**Transfers**

Example comments:

- → “Some folks unfamiliar with the system seem extra confused by TFS Platform 1 vs. Platform 2, both inbound and outbound”
- → “The signs are all in English, and I'm often asked for help by people who don't speak English because they are struggling to find the stop... when there is a temporary route or stop change.”

Mapping Saint Paul

47 Total Comments

9 "This stop is easy to navigate because..."

30 "Getting around is hard because..."

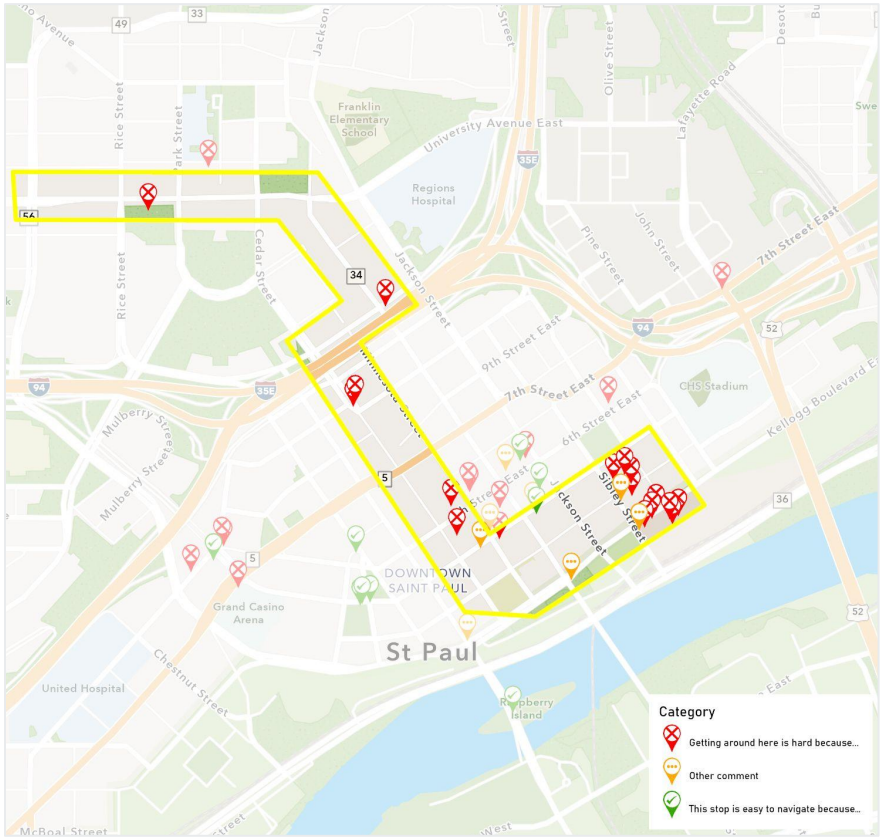
8 Other





* See theme explanations in previous slides

Mapping Saint Paul: LRT Corridor



26 Comments

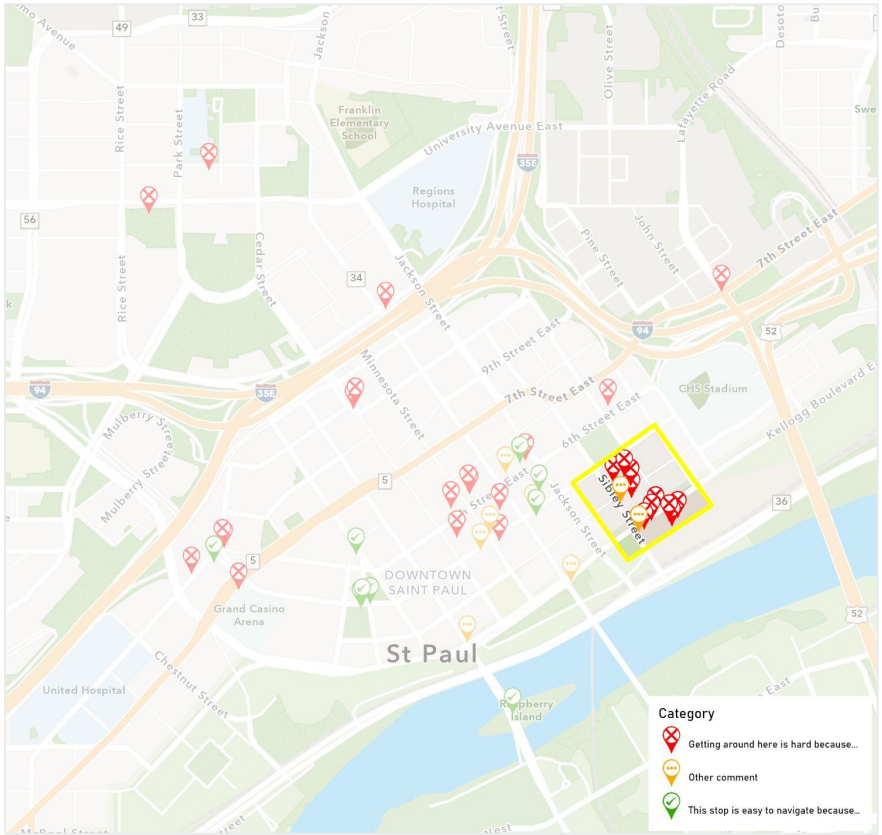
4	**Access**
4	**Scheduling/ System**
3	**Signage at stop/station**

Example comments:

→ “This needs to have more clear pathing where the bike path zigzags around the station. To the uninitiated, the bike path just seems to end, since the pavement material changes. Please add paint or signs denoting "Bikes go this way around the station".”

→ “There's a bench in the middle of the wide open sidewalk that you might run into if you're not looking, but otherwise it's easy to get around here.”

Mapping Saint Paul: Union Station



19 Comments

4 **Signage at stop/station**

4 **Signage towards stop/station**

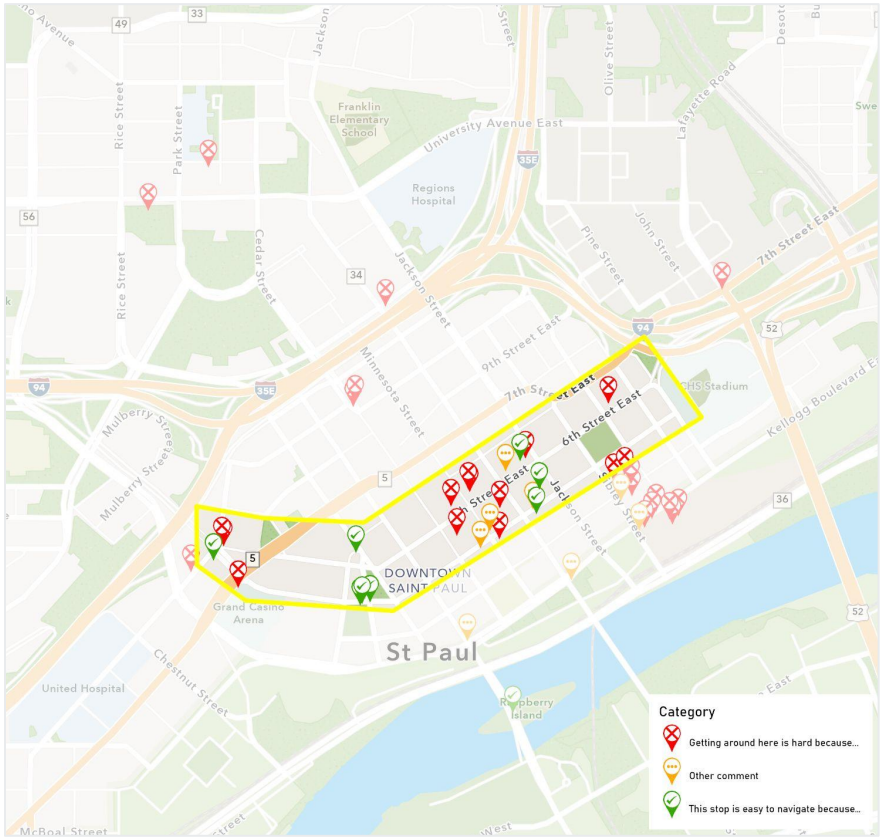
3 **Access**

Example comments:

→ “St Paul Union Depot's bus bays are difficult to figure out how to enter or leave when the depot is closed at night - plus, the outdoor ramp here is not accessible.”

→ “Although valiant efforts were made, Union Depot has the worst wayfinding in the entire system... Etching "UNION DEPOT" in stone above the columns would be grand!”

Mapping Saint Paul- 5th/6th Street Corridor



32 Comments

8 **Scheduling/ System**

5 **Signage at stop/station**

Other themes: Stop/Station location

Example comments:

→ “Saint Paul is comparatively easier to navigate relative to Minneapolis because there are fewer routes to consider. It is nice that E/W routes all travel along the same corridor (5th and 6th Streets). . .”

→ “When there is a detour because 5th St is closed the alternative stops on Fort Rd need to be better communicated to riders and drivers. Multiple times I have had drivers just stop in a random place to let people off because they don't know where the temporary stops are supposed to be.”

Focus Groups

- → 3 virtual groups of volunteers
- → Various times of day
- → Diverse participants
  - ○ Frequent/Infrequent Riders
  - ○ Access considerations
  - ○ Persons with disabilities
  - ○ Car-free, bicyclists



Access

- → Participants valued the **number of transit options available** downtown and the **ability to connect** to destinations throughout the region.
- → Several also described transit as part of a broader **multimodal trip**, including walking and bicycling.
- → **Downtown destinations** such as Union Depot, Target Field, government buildings, libraries, and entertainment destinations were important **reference points** within the system.
- → Participants also emphasized that access depends on being able to **understand how transit connects** with the surrounding downtown environment. They suggested better information directing riders to skyways, bikeways, bicycle parking, and other nearby transportation options and destinations.



Apps

- → **Digital tools are central** to how many participants navigate transit.
- → Riders described using Google Maps, the Transit app, Metro Transit trip-planning tools, and real-time information before and during trips.
- → On unfamiliar routes, some participants **continuously followed their location on their phone** to confirm that they were traveling in the correct direction and approaching the correct stop.
- → Participants also identified **inconsistencies between tools**. Some preferred third-party applications to Metro Transit's trip planner, but noted that Google Maps may not contain current information about construction, detours, or recent service changes. This can leave riders moving between multiple tools without a single source they fully trust.



Finding Stops/Stations

- → Finding the correct stop can be particularly challenging downtown, where **several routes may operate within a small area** but stop on different streets or at different platforms.
- → Participants used tall BRT pylons, stop numbers, route information, maps, landmarks, and their phones to determine whether they were in the correct location.
- → **Direction of travel** can also be difficult to understand. Participants suggested stronger directional signage indicating, for example, **which way to walk for northbound or southbound service**, though others noted that neither downtown follows cardinal directions exactly
- → Experiences with **multiple boarding locations** also highlighted the importance of clearly **distinguishing individual stops**. One participant described difficulty determining the correct A, B, C, or D boarding location along Marquette, resulting in a missed bus and significant delay.



Safety

- → Safety was often discussed in connection with **uncertainty and waiting** rather than as a separate issue.
- → Participants were particularly concerned about **missing a transfer at night** and then having to wait an extended period downtown **when service is less frequent.**
- → **Knowing if/when a connecting vehicle is coming** can therefore affect both confidence and perceived safety.
- → Participants expressed interest in information that would allow them to make these decisions earlier, including **real-time arrival information** for nearby connecting routes.
- → Better wayfinding can reduce the amount of time riders spend searching for stops, backtracking, or waiting in unfamiliar locations.



Signage at Stops/Stations

- → Participants generally valued information at BRT and light rail stations, particularly real-time arrival displays.
- → Riders described checking Next Trip information as soon as they arrived, both to understand how long they would wait and to confirm that they were at the **correct stop** (especially appreciated during winter)
- → **Route diagrams** and newer **mini-maps** were also useful, particularly for unfamiliar trips.
- → Participants described using diagrams showing upcoming stops and connections as a way to verify that the route they had planned made sense.
- → Printed schedules were less frequently used by some participants, although they recognized that they may remain useful for riders who do not rely on smartphones.
- → Overall, participants valued stop information that answers a few immediate questions: **Am I in the right place? Which direction is this route going? What comes next? And when will it arrive?**



Signage to & from Stops

- → Participants identified a need for **stronger wayfinding between** transit stops and the **surrounding downtown environment**.
- → Signs should help riders move not only between routes but also **between transit and important destinations**, skyways, bicycle facilities, and other parts of the pedestrian network.
- → Participants also responded positively to **station names tied to recognizable destinations** rather than simply street intersections (ex: Target Field or U.S. Bank Stadium)
- → **Landmarks** also play an informal wayfinding role. Riders described identifying recognizable buildings shortly before their stop to know when they should prepare to exit. This suggests an opportunity for transit wayfinding to make **stronger use of recognizable destinations and landmarks as orientation tools.**



Scheduling

- → **Real-time arrival information** was consistently more important to participants than traditional printed schedules.
- → Participants wanted to know when the next bus or train was **actually expected**, particularly when making transfers or traveling during periods of less frequent service.
- → At the same time, participants identified a need for clearer information about **service frequency**.
- → A route that operates every 10 minutes during one **part of the day** may operate every 30 or 40 minutes later in the evening, which can significantly affect trip and transfer decisions.
    - ○ Participants said this information currently requires too much effort to determine and suggested providing simple information such as “every 15 minutes” or “every 30 minutes” during **defined periods**.



Transfers

- → **Transfers were the most consistent source of wayfinding uncertainty**
  - Which route they are connecting to, where the next stop is located, which direction they need to walk, how long the walk will take, whether they have enough time to make the connection
- → Some riders described deliberately choosing longer trips that involved **familiar transfer locations** because they felt more confident they could complete the trip successfully.
- → Others evaluated the amount of **walking time associated with a transfer** and avoided connections where there was little margin for getting turned around or delayed.
- → Participants suggested **more explicit transfer signage** at major downtown connection points. They pointed to examples from other systems where signs identify the direction to connecting routes and show the next departure time, allowing riders to know immediately whether they need to hurry or can comfortably make their connection.
- → **On-board announcements** were also seen as an important part of transfer wayfinding to identify upcoming stops and available connecting routes

Other Themes

- → **Accessibility:** Accessibility considerations intersected with nearly every topic. Participants noted positive features at some downtown stops, including tactile warning surfaces, Braille, and good winter maintenance. They also emphasized the importance of providing information through multiple channels, including visual and audio information.
- → **Construction and detours:** Temporary service changes can undermine otherwise clear wayfinding. Participants wanted detour information integrated more effectively into digital trip planning and physical signage. This is particularly important for riders with mobility limitations, since a relocated stop may not provide the same accessible boarding environment as the permanent stop.
- → **Confidence and confirmation**: A broader theme cutting across all eight topics was riders' desire for repeated confirmation throughout a trip. Participants frequently described checking one information source against another: comparing a phone to a vehicle destination sign, checking a Next Trip display after arriving at a stop, listening for an announcement while following progress on a map, or using landmarks to confirm an approaching destination. Effective wayfinding should therefore create a continuous chain of reassurance from trip planning through arrival.

Key Takeaways

- → Most riders find Minneapolis easier to navigate than Saint Paul
- → Wayfinding to/from transit and major destinations is helpful
- → Digital displays, including time, delays, and routes, are used often
- → Frequent, commuting riders are more likely to be non-white & of lower income
- → The Metro Transit app is less favored than other transit apps
- → Real-time information is critical to safe, convenient transit