

Bunker, Bruce

Subject: FW: 28th Avenue Renaming

From: Howard, Bruce <Bruce.Howard@metrotransit.org>
Sent: Wednesday, November 24, 2021 10:22 AM
To: Bunker, Bruce <bbunker@BloomingtonMN.gov>
Cc: Harrington, Adam <Adam.Harrington@metrotransit.org>
Subject: RE: 28th Avenue Renaming

Bruce –

Metro Transit staff met yesterday to consider the renaming of 28th Avenue Station and Park and Ride if the City of Bloomington decides to rename 28th Avenue S. Your requested information is below.

First of all on behalf of everyone at Metro Transit we would like to thank Mayor Winstead for his service to the City and to our region. Personally, I know over the years we asked him to attend various events and functions in support of Metro Transit and he was always willing and enthusiastic.

Renaming 28th Avenue S Station and Park and Ride

Staff from Metro Transit Marketing and Transit information, Facilities, Operations, Customer Relations and Outreach discussed the possible options for new names should 28th Avenue S be renamed. We reviewed and considered the Metropolitan Council's Regional Transitway Guidelines as they apply to Transitway Station names. We discussed with our transit information representatives who talk to and provide transit trip planning and information to customers.

After considering all perspectives and input the overwhelming choice would be to change the name to 30th Avenue Station and 30th Avenue Park and Ride.

Staff felt this choice checked all the boxes. It follows the Transitway Guidelines in reflecting local geography with a major street name, and is distinct from other facilities. As you know, we have the 82nd Street Transit Center on the other side of Bloomington. Facilities staff felt promoting 30th Avenue via the name would make access easier for drivers coming from both north and south connecting streets. Operations staff also felt directing cars to enter/exit off 30th Avenue S would be better than promoting the 82nd Street entrance/exit because vehicles must cross the LRT tracks to enter off 82nd Street. Given the choice we prefer fewer vehicle crossings over LRT tracks whenever possible. Staff also felt a transition from 28th Avenue to 30th Avenue in the minds of existing customers would be easier to understand than going from 28th Avenue to 82nd Street.

Cost to Rename the Station and Park and Ride

Costs to change the name from 28th Avenue to 30th Avenue are made up of three areas. First, signage at the Park and Ride facility we estimate would be about \$5,000. These costs are mainly to change (production and installation) the signage over the entrance/exit locations. And since the name will continue to have AVENUE and PARK AND RIDE, we are able to simply change out the large 2 and 8 with 3 and 0.

Costs at the LRT platform include changing out several on platform signs and information kiosks and also the large monument sign. The good news here is Metro Transit staff are capable of producing and installing some of these signs. The large monument sign would remain and we are able to simply replace the vinyl with the updated name. We believe

the costs here to be about \$10,000 for materials and any outside production we might need. We have not include cost of Metro Transit staff who would do the bulk of the installation.

Finally, numerous digital and print customer information that will need to be updated. This would include websites, online trip planners, digital screens and maps, printed kiosk maps, printed bus and train pocket schedules, customer information brochures and so on. Digital content like our website can be quickly and fairly easily updated at no outside cost. We would propose for printed materials for the most part we update those items with the name change as they are regularly updated for other reasons like route or schedule changes so we would not count any additional cost to update those items. Again, this does not include cost of Metro Transit staff.

Timing of the implementation of the name change

We could begin to make the transition to the new name almost immediately. Of course we would want to coordinate with the City of Bloomington on this. But digital content and online trip planners could be quickly updated. Assuming approve by the City on November 29, Metro Transit could commit to having the name change throughout our system completed by summer of 2022. So we don't believe there would be a need from our perspective to have a long transition period.

Thank you for the chance to comment and provide our input. Let me know if you have any questions.

Bruce



Bruce Howard

Pronouns: he/him/his

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