



# METRO B Line Service Launch

Committee of the Whole

June 4, 2025







**B Line**

**10 days until June 14**

## B Line topics

- Project overview
- Construction recap
- Operational readiness
- Outreach and marketing efforts
- Opening day events



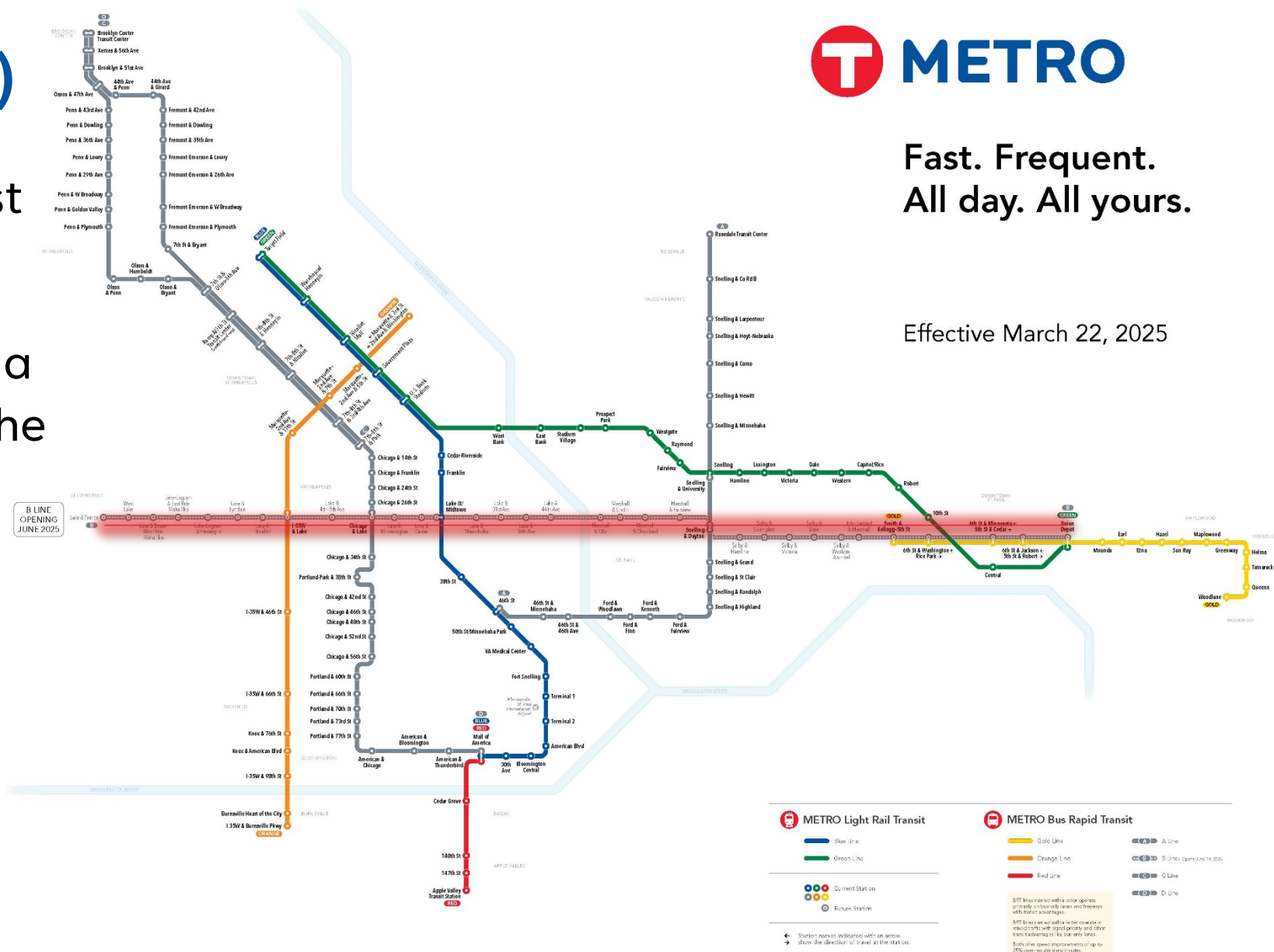
# METRO B Line (Lake/Marshall/Selby)

- Upgrades Route 21, highest ridership local route
- 106,000 people live within a 10-minute walk or roll of the B Line, of whom 42% are BIPOC
- Planning & engagement began 2019
- Opening June 14, 2025



Fast. Frequent.  
All day. All yours.

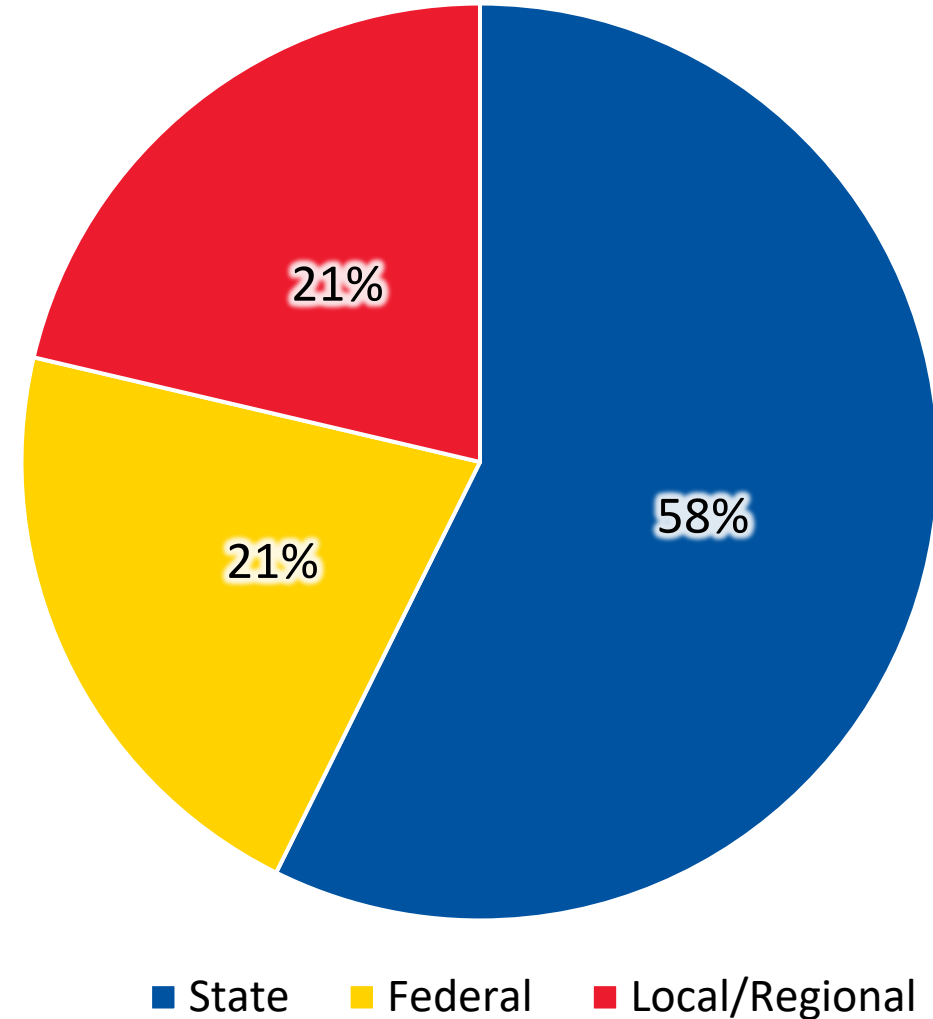
Effective March 22, 2025





## B Line funding

- \$74 million authorized budget
  - Federal: \$16 million
  - State: \$43 million
  - Local/Regional: \$16 million
- Additional investment from local partners
  - Hennepin County/Minneapolis: Significant additional safety and accessibility improvements on Lake Street/Lagoon Avenue
  - Ramsey County/St. Paul: Additional Marshall Avenue improvements



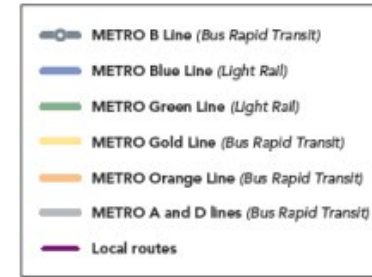
# Service plan

- **B Line service**

- 4:00 a.m. to 1:00 a.m. all days
- Every 10-15 minutes most of the day
- About 20% faster than Route 21

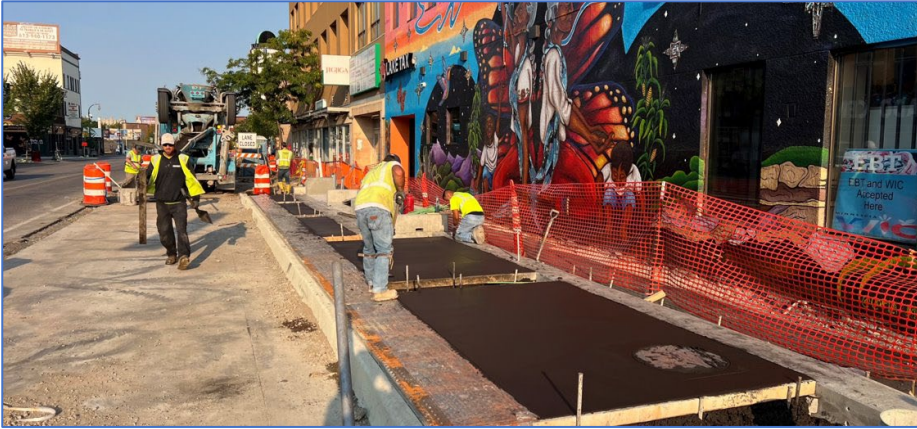
- **Supporting bus network**

- New Route 27 (portions of Rt 21, and restored Rt 27)
- New Route 38 (Rts 23 & 612 restructured)
- New Route 72 (portions of Rt 21, and current Rt 70)





# 2023–2025 construction recap



- 42 new B Line platforms with shelters, heat, light, real-time signs, security cameras, off-board fare collection, and other amenities
- 236 ADA-accessible pedestrian ramps constructed
- 55 traffic signals rebuilt or upgraded
- 8 miles of bus lanes
- 5 miles (31 lane-miles) of resurfaced streets
- 12 miles of fiber optic cable
- 1 operator restroom





Marshall & Otis





# Marshall & Cleveland





Lake & 44th





Bus lane example – Lagoon Avenue



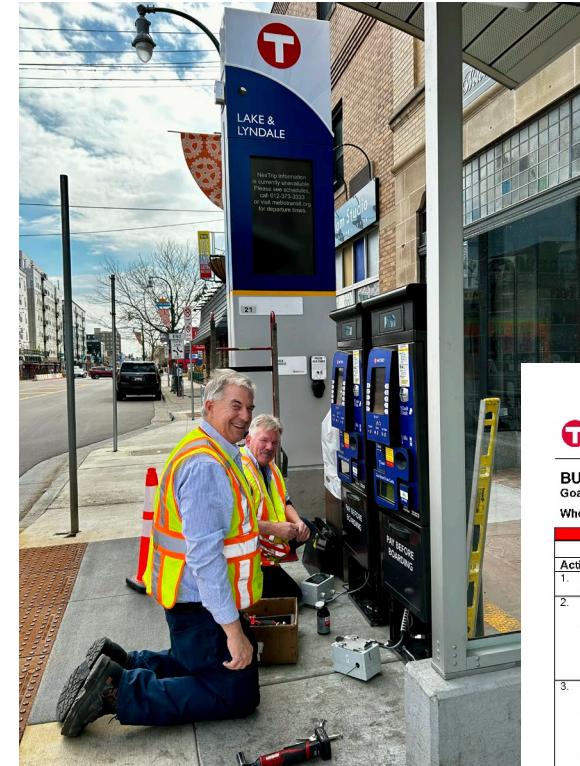



Lake & Dupont local improvements



# Operational readiness

- B Line Activation Meetings
  - Biweekly venue for staff from different disciplines to coordinate and collaborate on all matters related to opening the B Line
- Dedicated Street Operations lead
- East Metro Garage and bus fleet readiness
- Runtime testing
- Amenities installation
- Training
  - Standard Operating Procedure (SOP) development
  - Approximately 200 bus operators trained




**Metro Transit**

**SOP**

**BUS RAPID TRANSIT- B LINE**  
 Document No. 0055 Vers. 1.0  
 Effective 01/10/2020  
 Revised 03/03/2020




## BUS RAPID TRANSIT- B LINE

**Goal:** Safely and effectively navigate the BRT- B Line

**When:** Operating a bus on the B Line

### EASTBOUND

#### Actions:

1. Depart layover-  
France Avenue Terminal
2.  **Right 30th St**  
 **Right France Ave**  
 **Right Lake St**
3. Use BUS ONLY lanes. These lanes are mostly painted red.  
  
Remember that other vehicles need to get into these lanes to make a right turn. Keep Your Eyes Moving and expect other drivers to be confused.





#### Do This:

The departing bus will leave from the ADA pad.  
*Get The Big Picture*  
Make all B Line stops on Lake Street.  
The curb height at most of the BRT stops is 10 inches. The higher curb does not give buses any overhang. As you approach the stop, be sure your bus is lined up so that it will not hit the curb in the front or leave a large gap by the back door.  
*Aim High in Steering*  
*Get The Big Picture*

4. Watch for queue jump signals.

Queue jump signals allow you to proceed before the lights turn green. When the signal is on, proceed with caution. When the signal is dark, follow the traffic light. Remember to use your mirror to watch for traffic on your left as you merge into the main line of traffic.

**See:** SOP #51 Transit Signal Priority Intersections

5. Lake St becomes Marshall Ave
6.  **Right Snelling**
7.  **Left Selby**
8.  **Left Summit**
9.  **Right Kellogg**

Make all B Line stops on Marshall Avenue.  
Stop at Snelling/Dayton, then move left.  
Make all B Line stops on Selby Avenue.  
*Aim High in Steering, watch for pedestrians and dirty wheels.*  
Move into left lane.

Metro Transit Instruction Center  
Document No. 0055 Vers. 1.0

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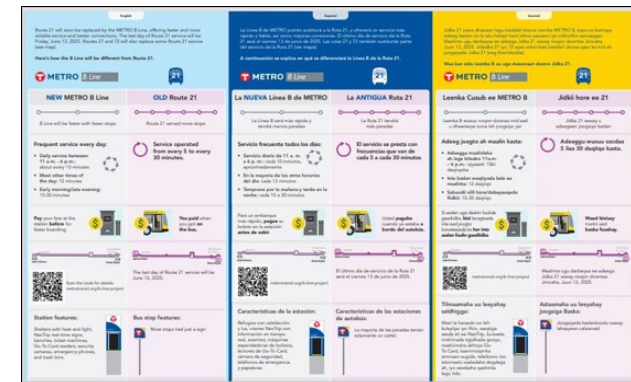
# Marketing and media

## Promotional Marketing

- "Less Stop. More go." coordinated marketing effort across 2025 METRO Lines
- BIPOC advertising and communications
- Targeted social media and digital geofencing advertising
- Printed advertising posted in shopping locations, grocery stores, pharmacies, medical centers and offices
- Rider Alerts and emails notifying registered customers of the upcoming changes

## Media

- June 3 – News advisory about media bus tour
- June 10 – Media bus tour



Examples of METRO B Line marketing pieces



# Multi-lingual marketing materials

English

Español

Soomali

Route 21 will soon be replaced by the METRO B Line, offering faster and more reliable service and better connections. The last day of Route 21 service will be Friday, June 13, 2025. Routes 27 and 72 will also replace some Route 21 service (see map).

Here's how the B Line will be different from Route 21.

### NEW METRO B Line

B Line will be faster with fewer stops

Frequent service every day:

- Daily service between 11 a.m. - 6 p.m.: about every 10 minutes
- Most other times of the day: 12 minutes
- Early morning/late evening: 15-30 minutes

Pay your fare at the station **before** for faster boarding.

The last day of Route 21 service will be June 13, 2025.

Scan the code for details.  
metrotransit.org/b-line-project

Station features:

- Shelters with heat and light, NexTrip real-time signs, benches, ticket machines, Go-To Card readers, security cameras, emergency phones, and trash bins.

### OLD Route 21

Route 21 served more stops

Service operated from every 5 to every 30 minutes.

You paid when you got on the bus.

Waad bixisay markii aad baska fuushay.

Maalinta ugu danbeysa ee adeega Jidka 21 waxay noqon doontaa Jimcaha, Juun 13, 2025.

Astaamaha uu leeyahay joogsiga Baska:

- Joogsiyada badankoodu waxay lahaayeen calaamad.

La Línea B de METRO pronto sustituirá a la Ruta 21, y ofrecerá un servicio más rápido y fiable, así como mejores conexiones. El último día de servicio de la Ruta 21 será el viernes 13 de junio de 2025. Las rutas 27 y 72 también sustituirán parte del servicio de la Ruta 21 (ver mapa).

A continuación se explica en qué se diferenciará la Línea B de la Ruta 21.

### La NUEVA Línea B de METRO

La Línea B será más rápida y tendrá menos paradas

Servicio frecuente todos los días:

- Servicio diario de 11 a. m. a 6 p. m.: cada 10 minutos, aproximadamente
- En la mayoría de los otros horarios del día: cada 12 minutos
- Temprano por la mañana y tarde en la noche: cada 15 a 30 minutos

Para un embarque más rápido, **pague** su boleto en la estación **antes** de subir.

El último día de servicio de la Ruta 21 será el viernes 13 de junio de 2025.

Características de la estación:

- Refugios con calefacción y luz, visores NexTrip con información en tiempo real, asientos, máquinas expendedoras de boletos, lectores de Go-To Card, cámara de seguridad, teléfonos de emergencia y papeleras.

### La ANTIGUA Ruta 21

La Ruta 21 tendrá más paradas

El servicio se presta con frecuencias que van de cada 5 a cada 30 minutos

Usted **pagaba** cuando ya estaba a bordo del autobús.

Waad bixisay markii aad baska fuushay.

Maalinta ugu danbeysa ee adeega Jidka 21 waxay noqon doontaa Jimcaha, Juun 13, 2025.

Astaamaha uu leeyahay joogsiga Baska:

- Joogsiyada badankoodu waxay lahaayeen calaamad.

Jidka 21 waxa dhawaan lagu beddeli doona Leenka METRO B, kaas oo bixinaya adeeg badan oo la isku halayn karo lehna xawaaro iyo xidhiidho wanaagsan. Maalinta ugu danbeysa ee adeega Jidka 21 waxay noqon doontaa Jimcaha, Juun 13, 2025. Jidadka 27 iyo 72 ayaa sidoo kale beddeli doona qaar ka mid ah joogsiyada Jidka 21 (eeg khariidadda).

Waa kan sida Leenka B uu uga duwanaa doono Jidka 21.

### Leenka Cusub ee METRO B

Leenka B wuxuu noqon doonaa mid aad u dheereeya oona leh joogsiyo yar

Adeeg joogto ah maalin kasta:

- Adeegga maalinlaha ah laga bilaabo 11a.m. – 6 p.m.: qiyaastii 10kii daqiiqoba
- Inta badan waqtiyada kale ee maalinta: 12 daqiiqo
- Subaxdii xilli hore/dabayaaqada fiidkii: 15-30 daqiiqo

Si aadan uga daahin fuulida gaadiidka, **bixi** lacagtaada inta aad joogto boostejada ka **hor inta aadan fuulin gaadiidka**.

Maalinta ugu danbeysa ee adeega Jidka 21 waxay noqon doontaa Jimcaha, Juun 13, 2025.

Astaamaha uu leeyahay joogsiga Baska:

- Joogsiyada badankoodu waxay lahaayeen calaamad.

### Jidkii hore ee 21

Jidka 21 waxay u adeegeen joogsiyo badan

Adeeggu wuxuu socdaa 5 ilaa 30 daqiiqo kasta.

Waad bixisay markii aad baska fuushay.

Maalinta ugu danbeysa ee adeega Jidka 21 waxay noqon doontaa Jimcaha, Juun 13, 2025.

Astaamaha uu leeyahay joogsiga Baska:

- Joogsiyada badankoodu waxay lahaayeen calaamad.

# Pre-launch outreach strategy

## Community Organization Partnerships

Organizations funded to engage, connect and educate communities on launch and service changes

Primary focus on non-native English speakers (Spanish, Somali)

## In-person outreach

Pop-ups at community hubs, transit stops, community events

Presentations at community organization meetings

Flyering/canvassing

## Staff in-reach

Staff tours

In-person engagement opportunities at garage locations

Internal training complete with FAQs

All-staff communications

## At-stop engagement

Targeted in-person and digital engagement at stops

Detailed information on B Line and Routes 17, 27, 38, and 72

Rider Alerts in multiple languages

Ambassadors during 6/14 sponsored rides and first two fare service days



# Grand opening ribbon cutting ceremony on June 14

- Ribbon cutting to take place in downtown St. Paul at Union Depot East Plaza
  - Program with remarks to begin at 10:00 a.m.
  - Event includes photo ops and media coverage
- Special event direct bus ride between celebration locations
  - Community event activities begin at 11:00 a.m. at two separate locations



Images from prior METRO ribbon cutting events



# Opening day community events

- Two concurrent celebrations
  - 11:00 a.m. - 2:00 p.m.
  - St. Paul – Union Depot (East Plaza)
  - Minneapolis – Lake & Chicago (NE Corner)
- Family friendly activities
  - Music, games, giveaways, performing arts, mascots, community tables
  - Community food options
- Free rides on the B Line on June 14 sponsored by Midtown Global Market



Images from prior METRO opening community events



# Ongoing outreach after B Line launch

- Community Organization partnership
  - Partnerships with selected groups include scope to continue outreach after line opening
- Continued community relationships
  - Attendance at community events, how-to-ride presentations with organizations, resource sharing
- Promotional communications
  - Monthly project newsletters, social media, additional media promotions to provide updates and reinforce promotion of the line



# Thank you!

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