

Super Bowl LII Service Planning



Committee of the Whole
Nov. 29, 2017

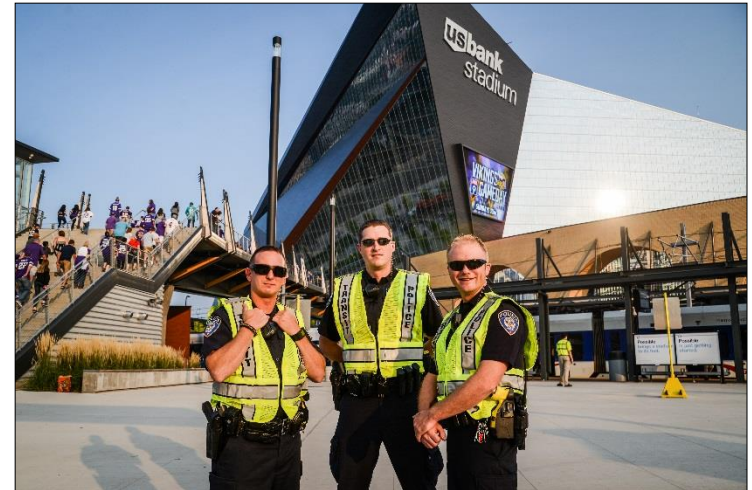
Supporting Thrive Principles

- Stewardship
 - No cost to taxpayer
- Prosperity
 - Global showcase for region
- Equity
 - Access to opportunity for all
- Livability
 - Unique regional celebration
- Sustainability
 - Most transit-dependent Super Bowl in history



Safety & Security

- Top tier national security event
 - SEAR 1 Rating
- Coordination with Homeland Security, regional law enforcement partners
- Secure perimeter around stadium beginning Feb. 2





Original service proposal	Unrestricted light rail access	Current service plan
<ul style="list-style-type: none"> 96-hour shutdown of all light rail service in downtown Minneapolis 	<ul style="list-style-type: none"> All customers and fans transfer to buses outside secure perimeter – no direct stadium access 	<ul style="list-style-type: none"> Replacement buses on Blue Line, portion of Green Line on gameday, direct stadium access for fans
<ul style="list-style-type: none"> All customers and fans transfer to buses outside secure perimeter – no direct stadium access 	<ul style="list-style-type: none"> Special boarding area at Mall of America – road closures, no transit advantage 	<ul style="list-style-type: none"> U.S. Bank Stadium Station closes evening of Friday, Feb. 2
<ul style="list-style-type: none"> Light rail overloads 	<ul style="list-style-type: none"> Light rail overloads 	<ul style="list-style-type: none"> Managed light rail, bus boardings
<ul style="list-style-type: none"> No extra gameday revenue 	<ul style="list-style-type: none"> No extra gameday revenue 	<ul style="list-style-type: none"> \$600K fare revenue from SB attendees

Post-game operations



Blue Line
270 buses



Green Line
60 to 90 buses

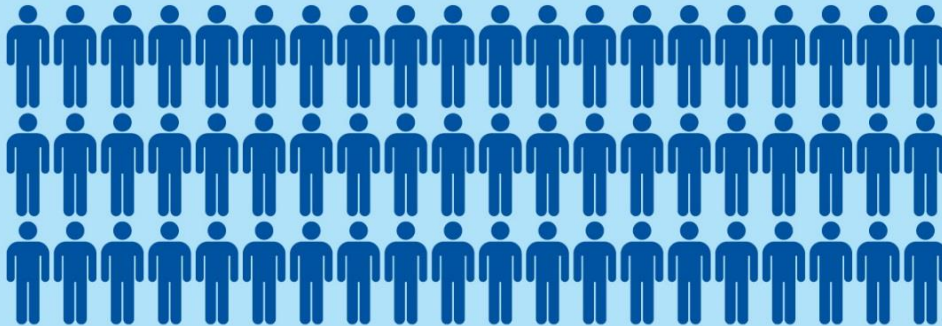


Blue Line
30* LRVs



Green Line
10* LRVs

**estimated*



= 10 people

Customer gameday service

- Regular Green Line service between Union Depot, Stadium Village
- Free replacement bus rides, departures every 10 minutes
- Heated shelters, ADA improvements



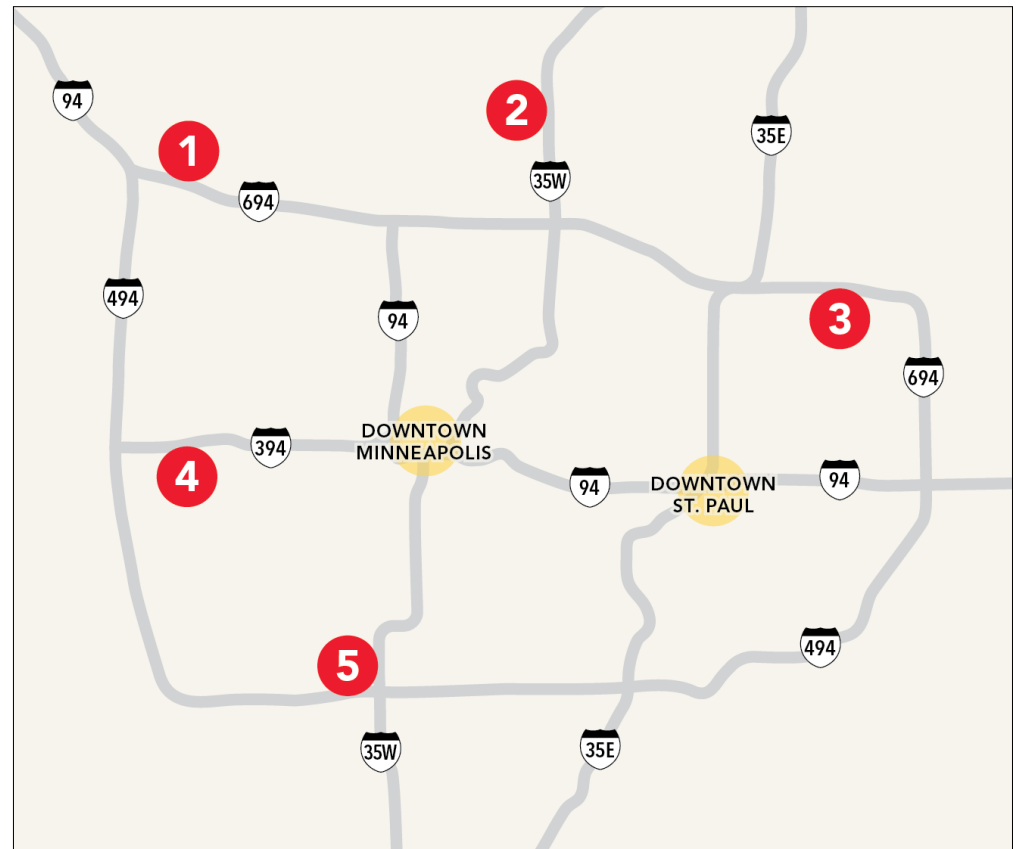
Pre-gameday operations

- Special service Jan. 26-Feb. 5
- Additional local, express bus service
 - Rts 94, 535, 724, 4, 10, 11, 17
 - Early and late out express service Feb. 1-2
- Northstar extras



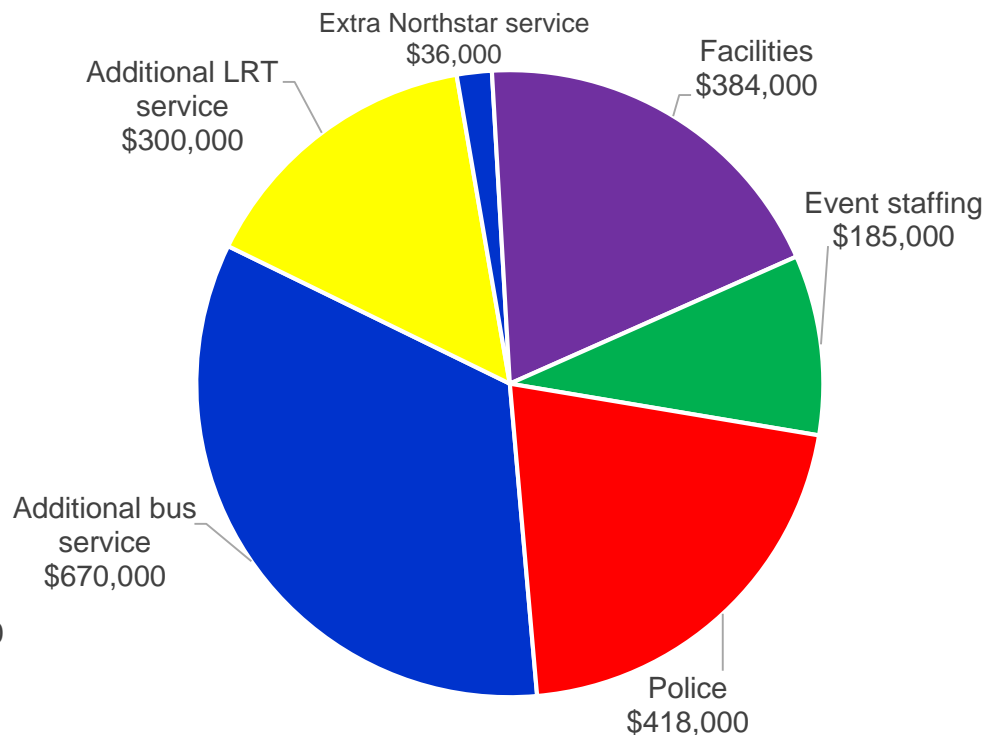
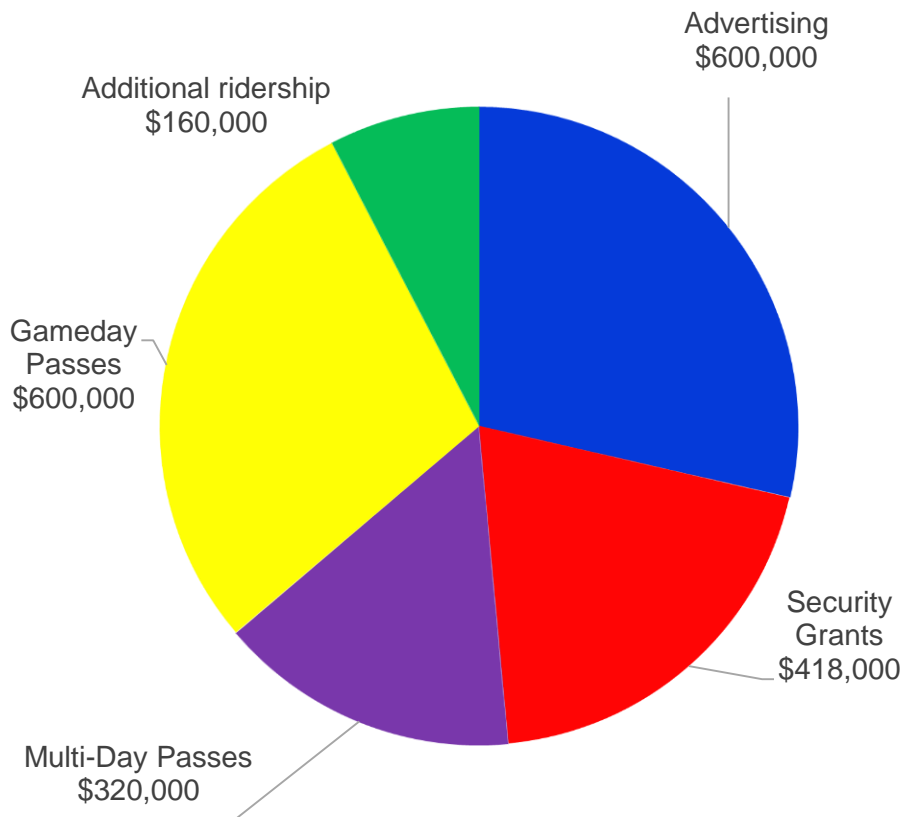
Park & Ride service

- Express service provided Jan. 27-28 and Feb. 3
- Minnetonka, Blaine, Maplewood, Maple Grove, Bloomington
- All costs covered by fares



Super Bowl Revenues

Super Bowl Expenses



- ~ \$2M in revenue and expenses

Customer and fan information

- “Know Before You Go” campaign
- Employee ambassadors and Host Committee volunteers
- metrotransit.org/superbowl
 - Fan and customer-oriented information
- Rider Alerts
- Social media

