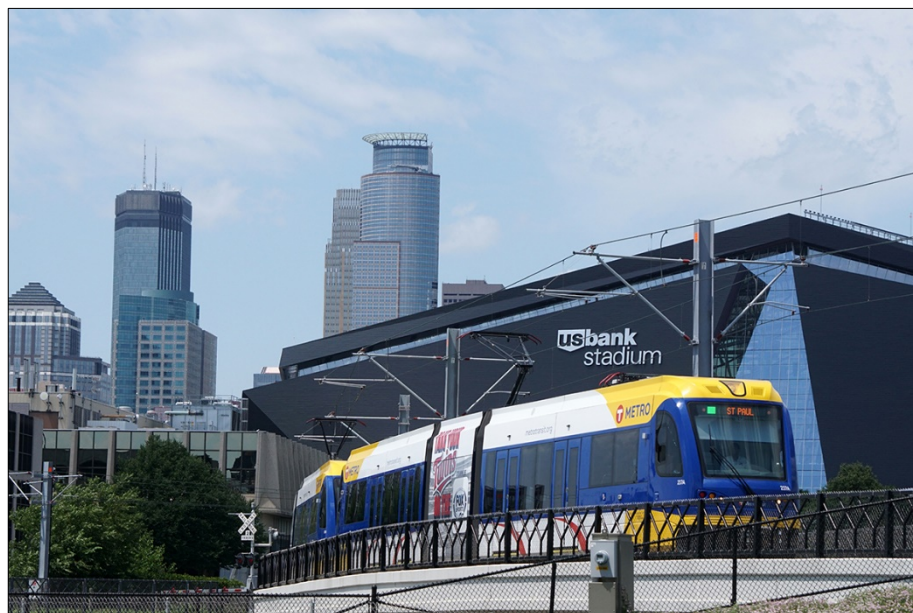


Transit Planning and Operations Final Update for Super Bowl LII



January 24, 2018

AJ Olson, Brian Funk, Mark Benedict, Christine Kuennen, Bruce Howard

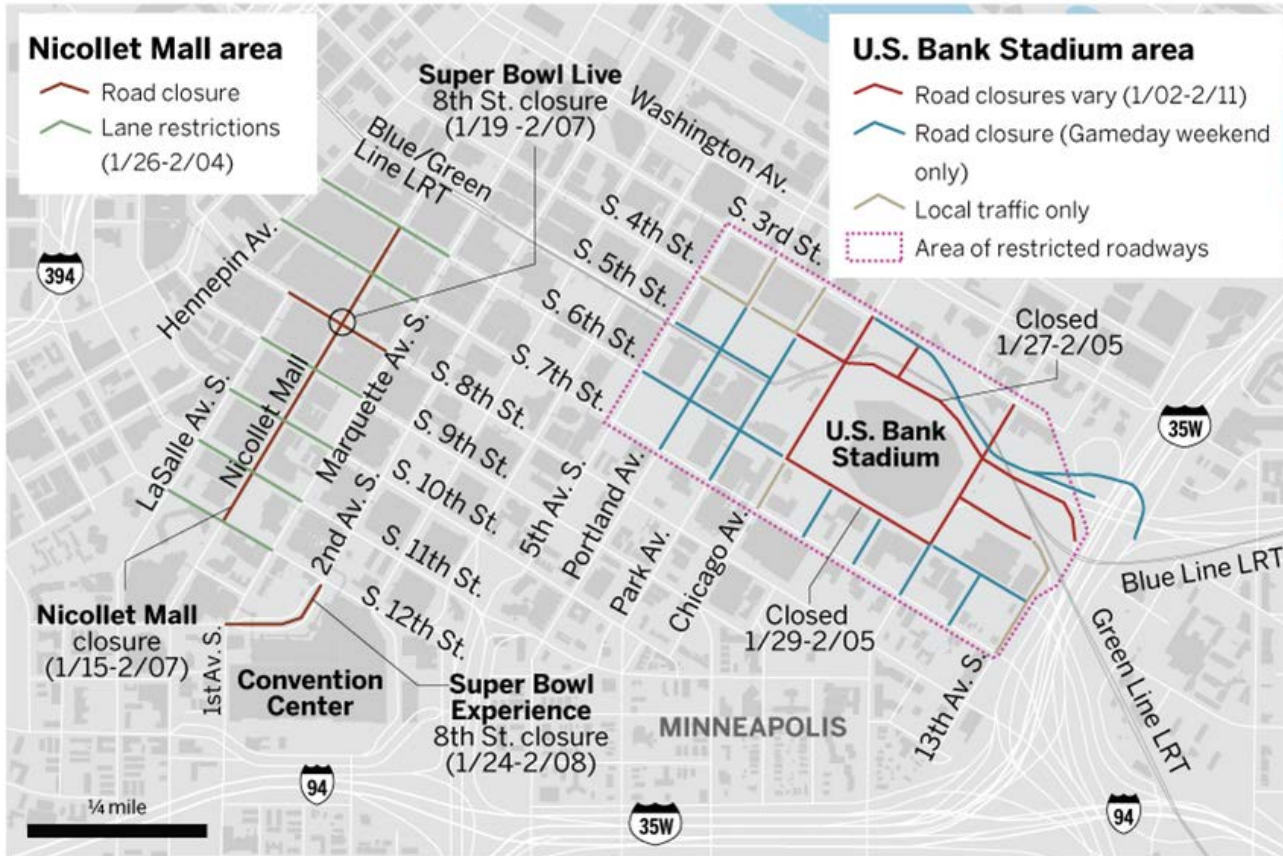
Safety & Security

- Coordination with local, state, and federal law enforcement partners
- Coordination with NFL and key contractors
- Final review of Event Action Plans (EAPs)
- Training, Drills, and Exercises



Key Road Closure Review

SUPER BOWL EVENTS ROAD CLOSURES



Source: City of Minneapolis, ESRI

MARK BOSWELL • Star Tribune

Additional Metro Transit Service Review

Bus

- Service Protection
- Regular Routes
- Express Routes (W/R/F)
- Park & Rides (Sa/Su/Sa)
- Gameday Bus Bridges
- Gameday Shuttle
- Law Enforcement support
- Flyaway day

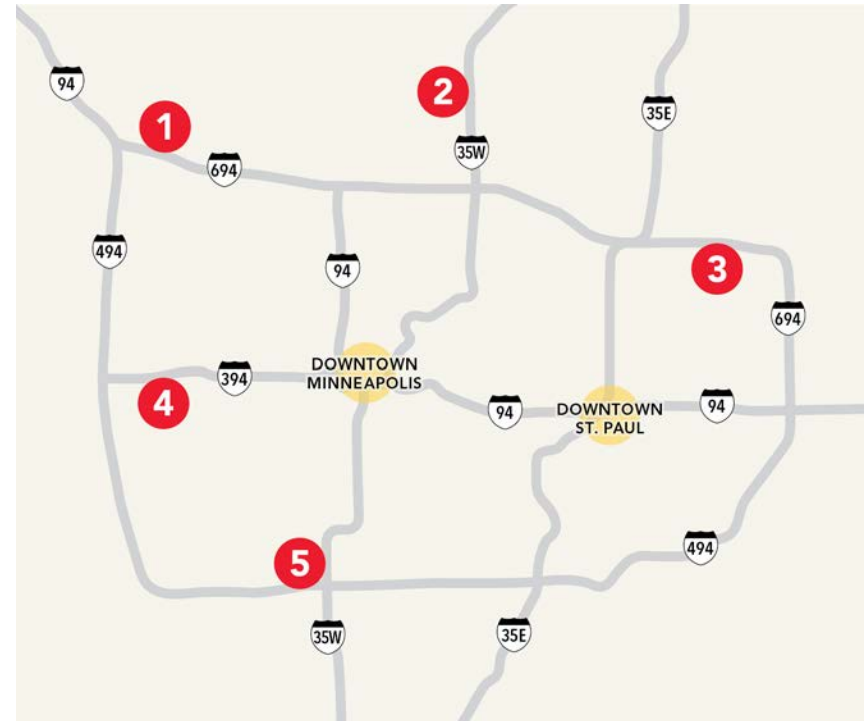
Rail

- Standby buses
- 10-minute LRT headways
- 4am bar closings
- USBSS service changes
- Gameday LRT
- Flyaway day
- Northstar extra service

Park & Ride Weekend Service for SB Live and NFL Experience (1/27, 1/28, 2/3)

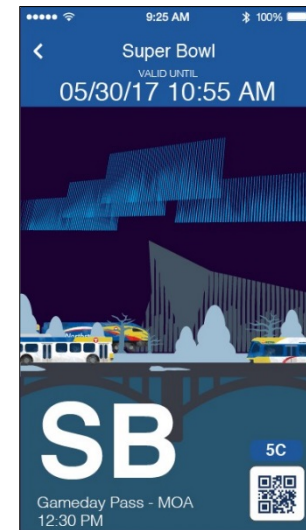
- \$5 round trip
- 9:30a-10p, every 30'

1. Maple Grove
2. 95th Ave P&R
3. Maplewood
4. Co Rd 73 P&R
5. Best Buy P&R



Light Rail Gameday Service

- Security screening at MOA & Stadium Village, train ride into stadium station
- Gameday Fan Express ticket
- Free replacement bus rides, departures to match LRT trips, additional heated shelters, ADA improvements
- Post-game staging





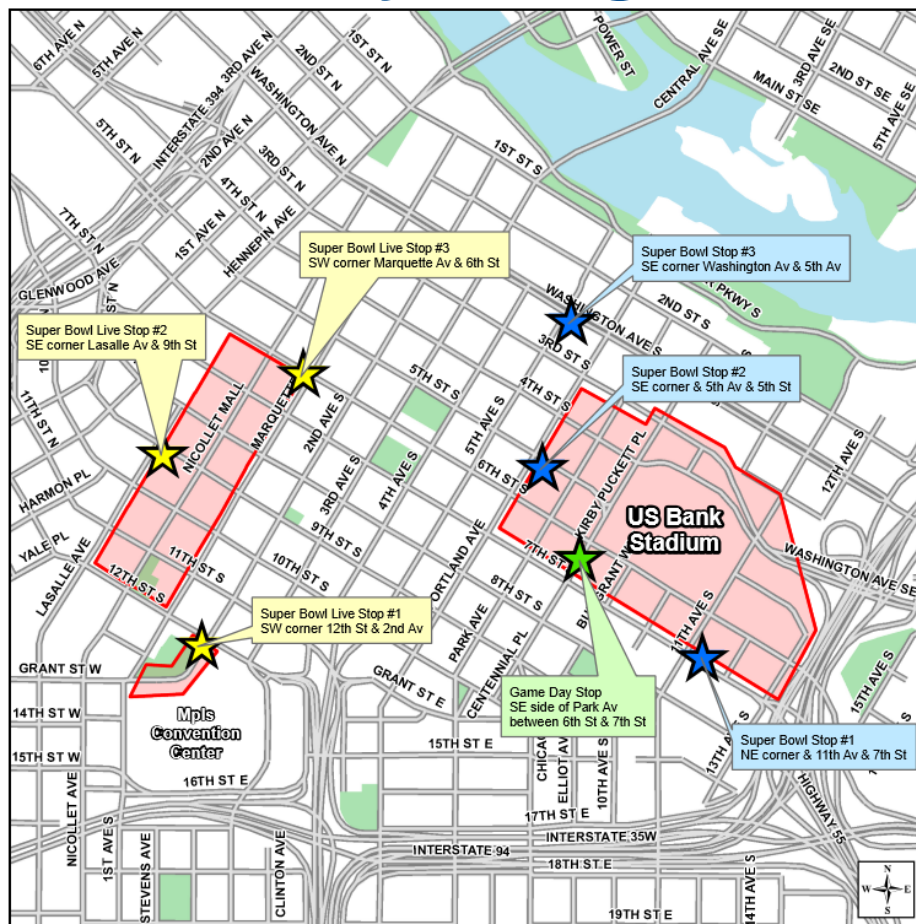
Metro Mobility




- Operations prep for service delays and congestion impacts
- Designated bus stops to best serve events and closed streets
- Out of Town Guest Eligibility
- NFL Mobility Assistance Program for game day escort

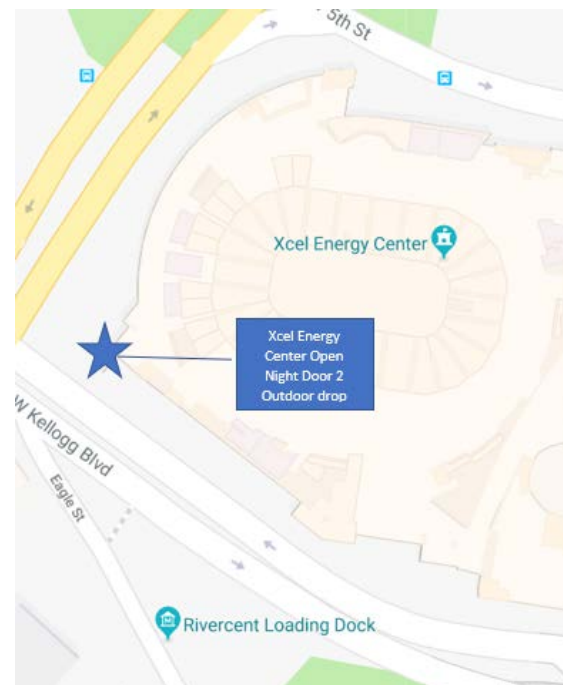




Metro Mobility Designated Bus Stops

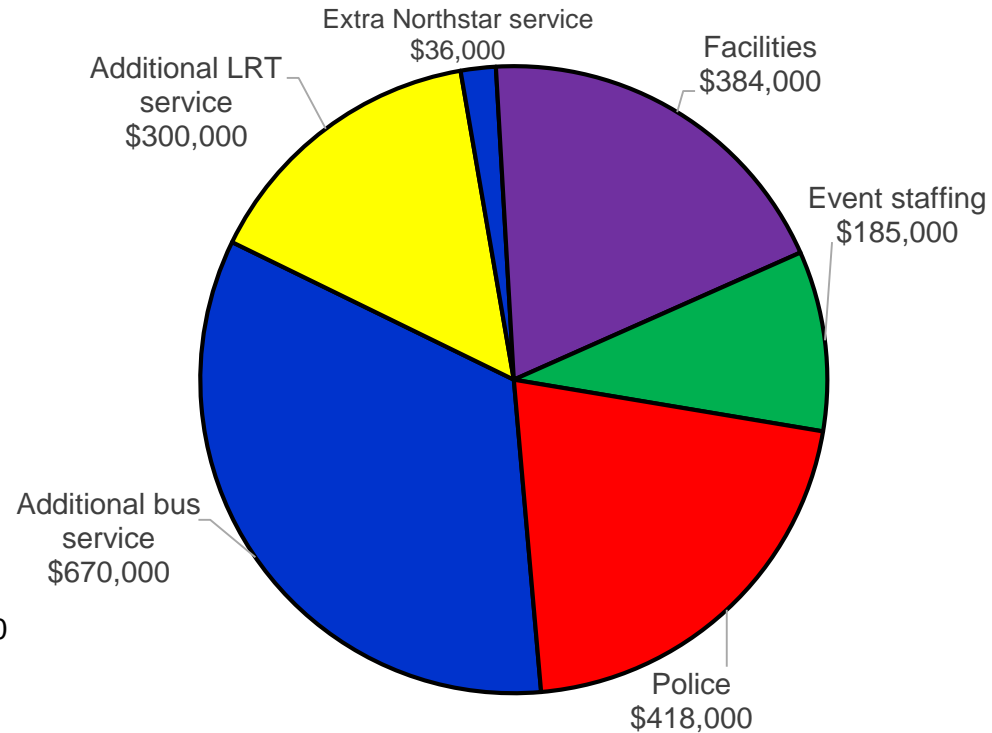
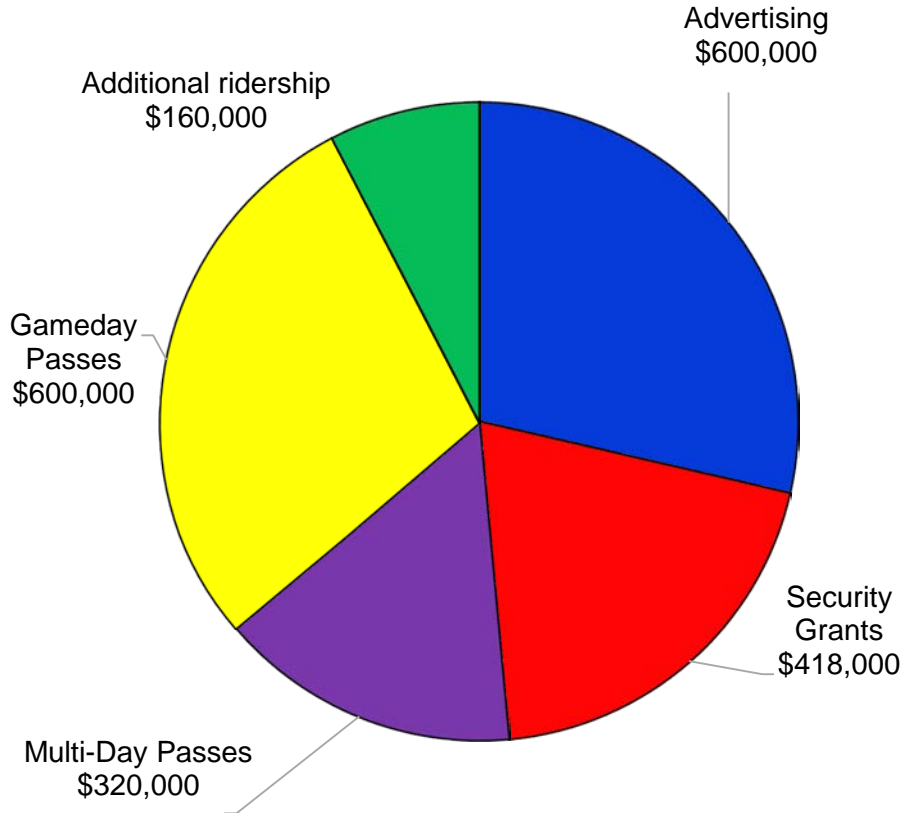


-  US Bank Stadium Game Day Stop, Sunday February 4
-  US Bank Stadium Stops, February 1-5
-  Super Bowl Live Stops, January 26 - February 4



Super Bowl Revenues

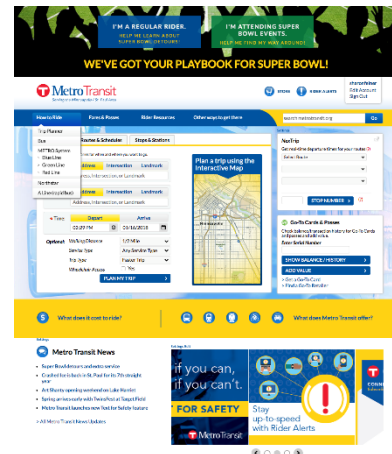
Super Bowl Expenses



- ~ \$2M in revenue and expenses

Marketing Efforts

- “Know Before You Go” campaign
- “We’ve Got Your Playbook”
- Traditional Media
- Social and Online
- Mobile App/Ticketing
- metrotransit.org/superbowl
- metromobility.org/superbowl
 - Visitor and rider-oriented information
- Wrapped Train



Communications

- Extra Service Outreach
 - riders
 - employers
 - communities
- Schedules and Detours
 - web site and trip planner
 - Rider Alerts
 - media and PR
- On-Street Help
 - key locations throughout metro
 - 510 shifts over 10-days
- Extra Phone Support
 - more hours the weekend of the big game

