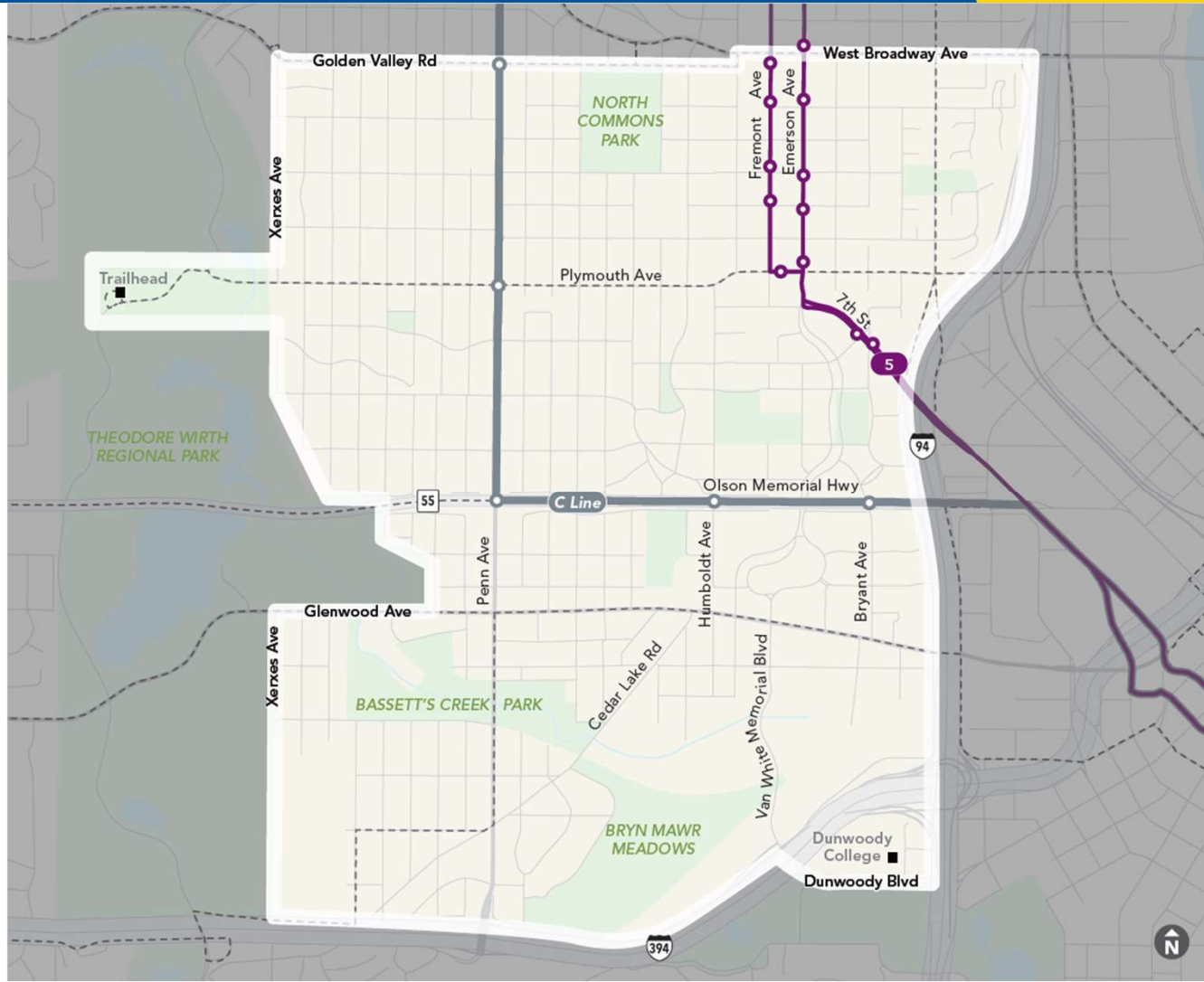




Metropolitan Council Update

September 14, 2022

North Minneapolis Microtransit Pilot Project Boundaries



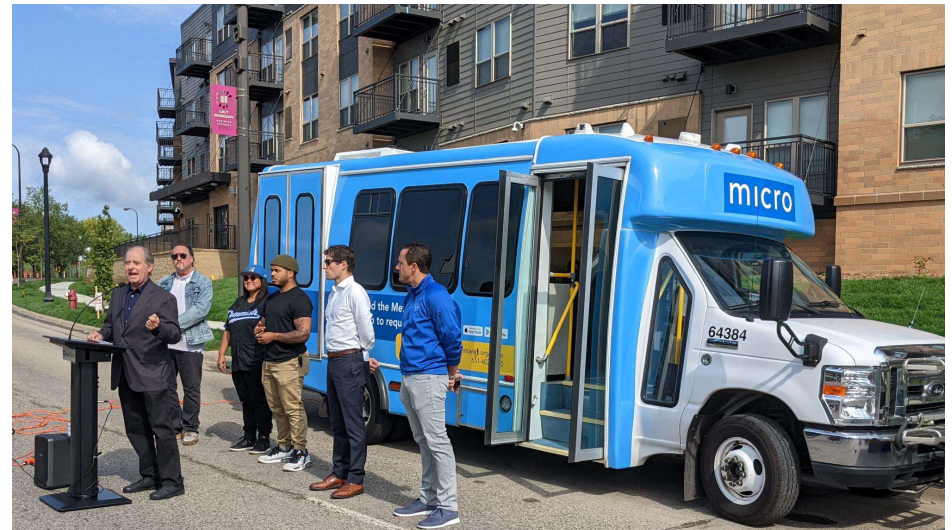
Service Design and Operations Details

- Point to point service design
- Service hours 5am-12am
- Fares: Same as bus fare, normal transfer rules
- TAP eligible and student discounts accepted
- Max 5 vehicles in service/2 spares
- Software contract: Via Mobility
- Operations Contract: Transit Team



Metro Transit micro Launch week (Sept. 10-17th)

- Kick off event – Open Streets Broadway September 10th
- Free Rides – September 10-16th
- Direct mailers to residents
- Marketing campaign begins



Early Results

- 56 ride requests over first three days
- 100+ app downloads
- Booking through the app is the most popular





Thank you!

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