



METRO E Line Service Launch

Metropolitan Council | November 12, 2025

Adam Smith, Manager, BRT Projects

Bob Westgate, Senior Manager, Operations Planning





E Line 24 days until December 6

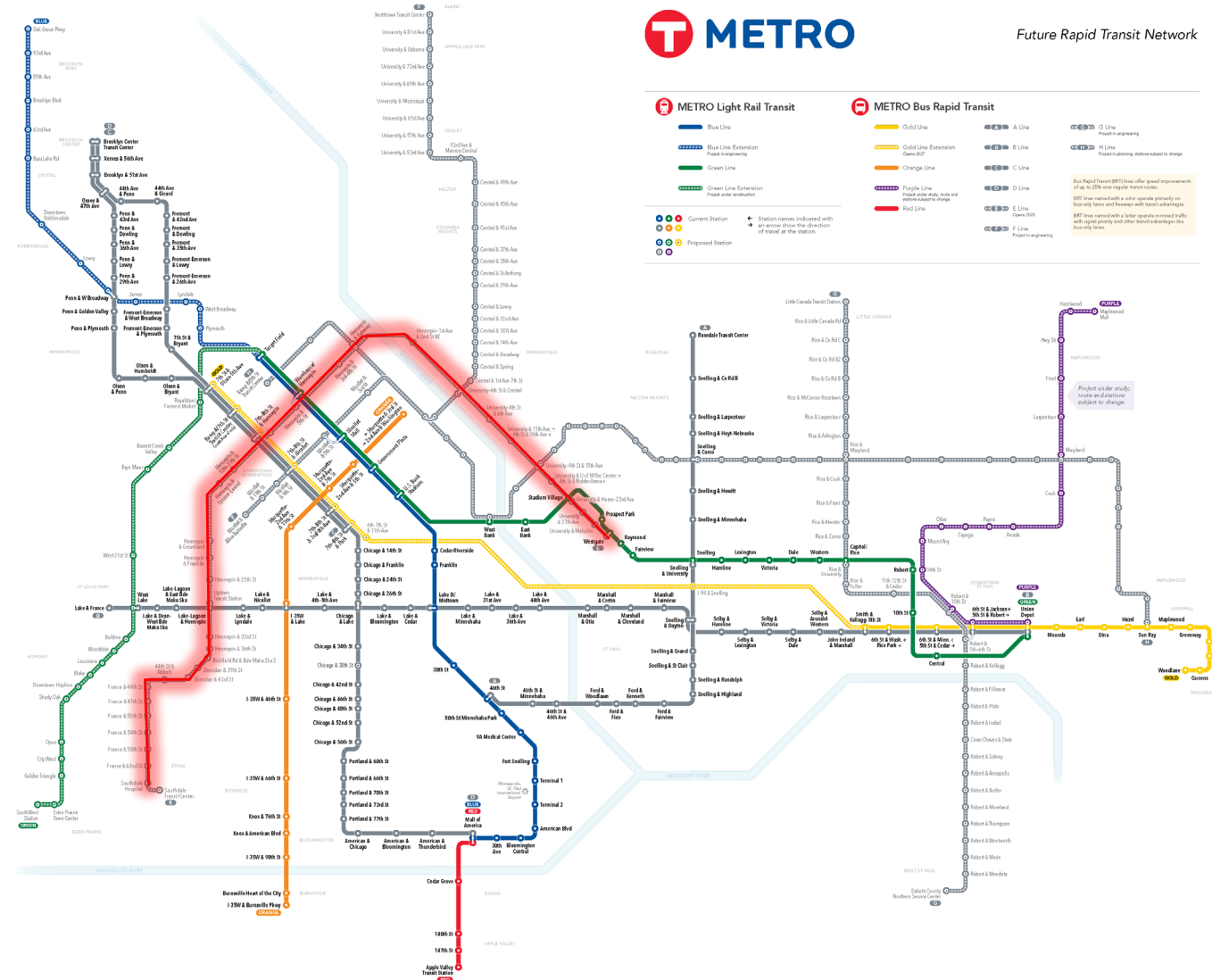
E Line topics

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



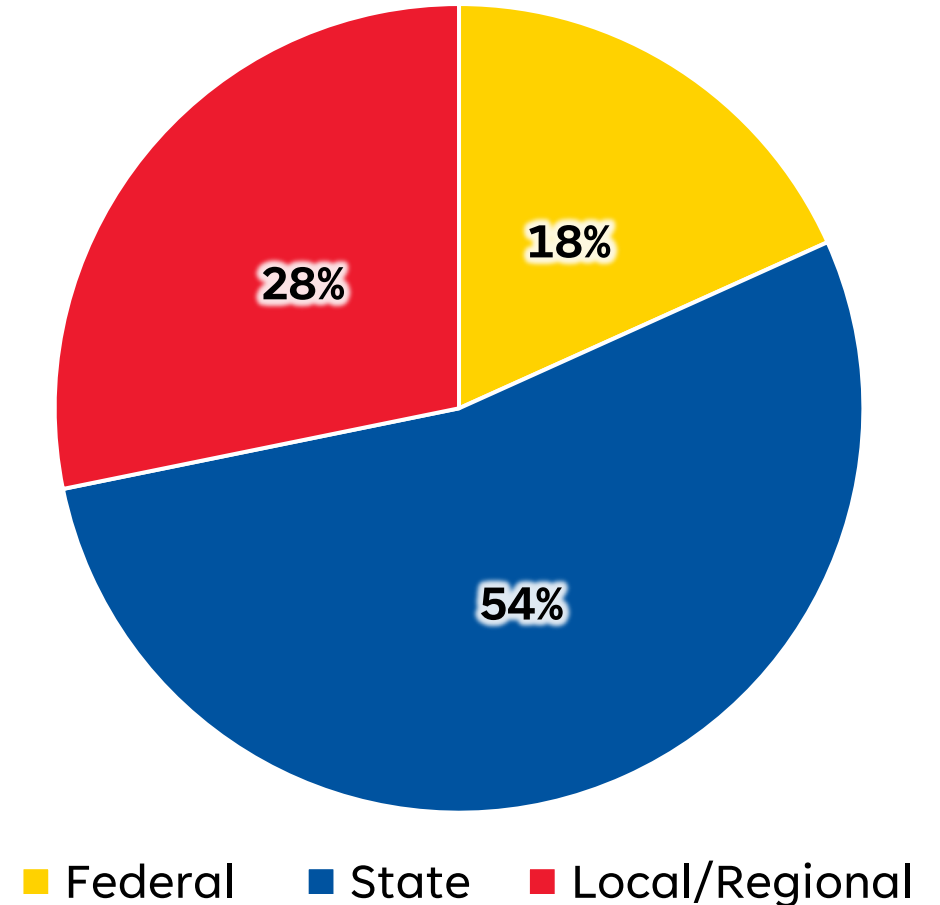
METRO E Line (France/Hennepin/University/4th)

- 34 stops between Southdale Transit Center and Westgate Station
- Upgrades Route 6, a high ridership local route
- Opening December 6, 2025
- With E Line, the METRO network now serves:
 - 2% of the land area in the 7-county region, but
 - 29% of the jobs
 - 16% of the population



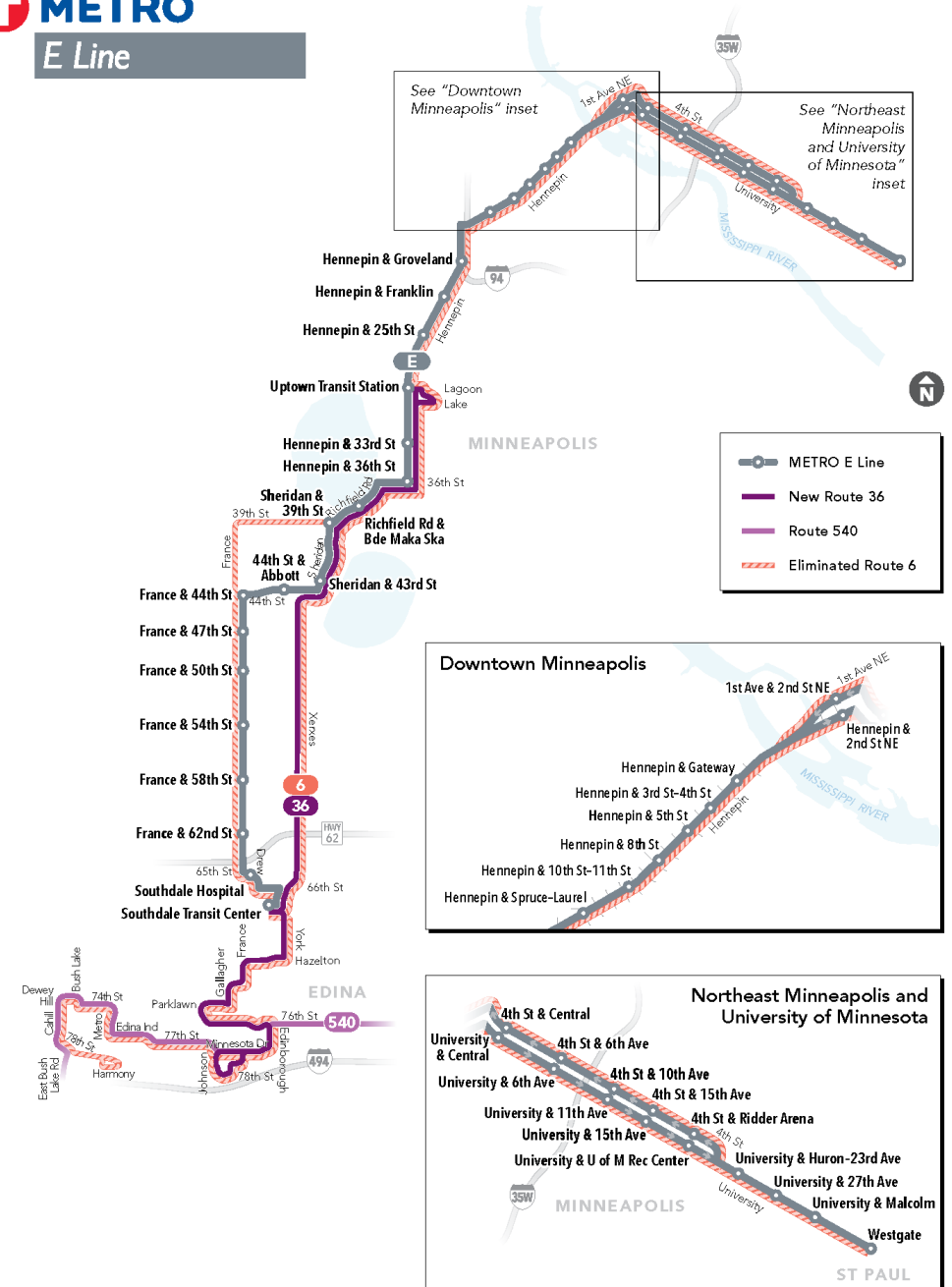
E Line funding

- \$64 million authorized budget
 - Federal: \$12 million
 - State: \$34 million
 - Local/Regional: \$18 million
 - Excludes fleet, accounted for separately
- Additional \$11 million for local scope funded by Hennepin County and City of Minneapolis
 - Pedestrian safety and accessibility improvements
 - Shared fiber optic network



Service plan

- E Line service
 - 4:30 a.m. to 1:00 a.m. all days
 - Every 10-15 minutes most of the day
 - 52 stops eliminated; 90% of Route 6 riders within one block of an E Line station
 - Uptown to downtown in as fast as 10 minutes
 - Uptown to the U in as fast as 20 minutes
- Supporting bus network
 - New Route 36 (portions of Route 6 including Xerxes Avenue)
 - Route 540 (portions of Route 6K)



2024-2025 construction recap

- 53 new BRT platforms with shelters, heat, light, real-time signs, security cameras, off-board fare collection, and other amenities
- 25 platforms constructed in coordination with partner-led projects
- 12 intersections with locally-funded improvements for safety and accessibility
- 3 temporary platforms on 4th Street and University Avenue
- 1 operator restroom





France & 58th Street, January 2025



Richfield Road & Bde Maka Ska, April 2025



Hennepin & Gateway, September 2025



Hennepin & Spruce, September 2025



4th Street & 6th Avenue (temporary station), October 2025



39th Street & Sheridan, October 2025

Operating resources

- We are currently running 15 peak buses on Route 6.
- There will be 16 peak buses on the E Line.
 - We plan to run 4 peak buses on Route 36 (Xerxes).
- This compares to 19 peak buses on the B Line and 20-22 peak buses on the D line (fluctuating due to construction projects and run time changes)

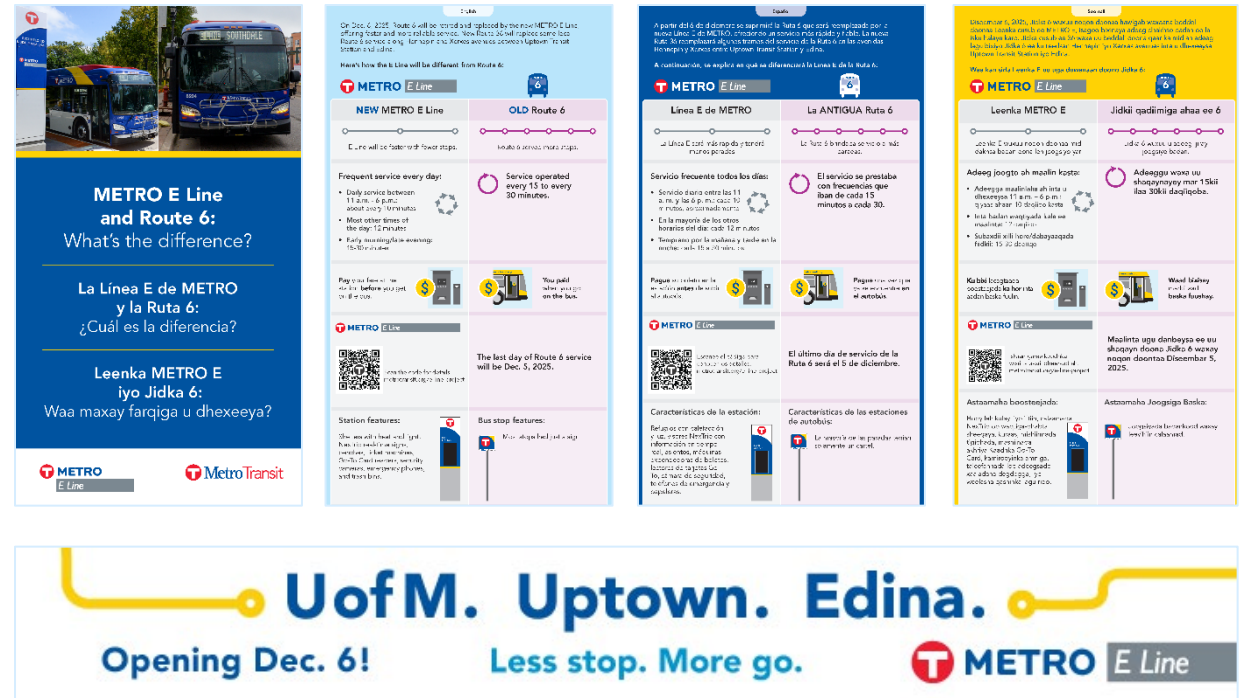
Operational readiness

- The E Line project team, Bus Transportation, Bus Maintenance, Facilities Maintenance, Field Operations and Garage Operations have worked together to identify and address issues
 - We have twice taken articulated buses along the route
- We will be monitoring 2 locations:
 - Sheridan & 39th Street (turn)
 - Southdale Transit Center (layover space)



Pre-launch marketing and outreach

- Learning from past launches
 - Specific marketing plan for local service changes
 - Additional in-reach efforts
 - Partnerships with Community Based Organizations
 - Continued emphasis on pre-board fare payment
- Tailoring plan to E Line (and December in Minnesota)
 - Passport program to promote destinations throughout the corridor
 - Indoor-focused celebration
 - Emphasis on on-board outreach and enhanced communication in advance of launch



Examples of E Line marketing materials

Opening day celebration on December 6

- Ribbon cutting to take place in downtown Minneapolis at Minneapolis College
 - Program with remarks to begin at 10:00 a.m.
 - Event includes photo ops and media coverage
- Indoor celebration at Minneapolis College
 - 11:00 a.m. – 2:00 p.m.
- Family friendly activities
 - Music, giveaways, mascot, photo booth, community tables, refreshments
- Sponsored rides on the E Line on December 6
- E Line Passport Adventure program



Images from prior METRO opening day events

Post-launch outreach strategy

- Community Based Organizations
 - Partnerships with selected groups to continue activities beyond 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
- Focus on college and high school campuses



Looking beyond 2025: Upcoming activations

- 2026 activation efforts include
 - Northstar bus replacement effective 1/5
 - Renew the Blue bus bridging 6/29-8/12
 - State Fair shuttles 8/27-9/7
- 2027 and beyond activities also include
 - Gold Line Extension
 - Green Line Extension
 - G Line Phase 1



See you on December 6!