



# A Line Launch Transportation Committee May 9, 2016



Greg Tuveson, Assistant Manager Street Operations-St. Paul  
Anj Olsen, Market Development Specialist

# Pre-Launch Advertising

**TRY IT!**  
FREE rides on the  
A Line June 11-13

**It's your ride,  
only more rapid.**

**The new A Line opens June 11**  
The A Line brings rapid bus service to Snelling Avenue, Ford Parkway and 46th Street. You've seen the new stations, now experience the faster ride!

**A new kind of bus for a new kind of fast**

- Frequent service – every 10 minutes during most of the day
- Wider bus doors and aisles
- Real-time departure info at every station
- Pay at the station then board through either door
- Buses serve only A Line stations so you keep moving more of the time
- Connects with METRO Blue and Green lines
- FREE Wi-Fi

metrotransit.org/A-Line  
612-373-3333

**Metro Transit** A Line

**It's your ride,  
only more rapid.**

Opens June 11 along  
Snelling Avenue and  
Ford Parkway

metrotransit.org/A-Line

**Metro Transit** A Line

**It's your ride,  
only more rapid.**

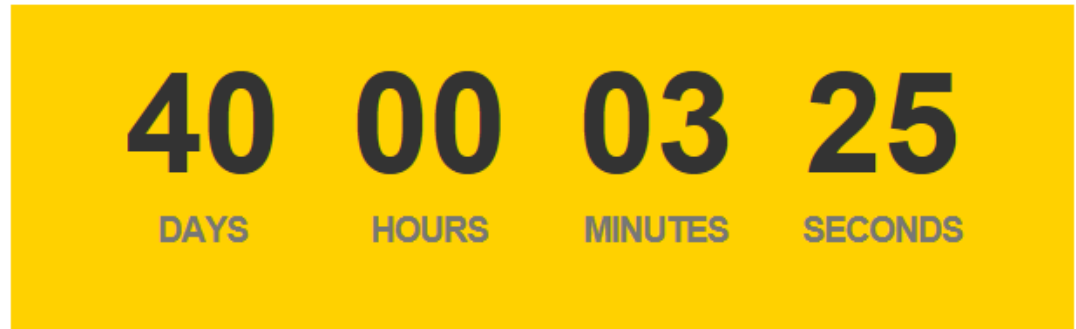
The new A Line opens June 11  
Experience a faster ride along Snelling,  
Ford Parkway and 46th Street at the  
same price as a regular bus.

**TRY IT!** FREE rides on the A Line June 11-13

metrotransit.org/A-Line      612-373-3333

**Metro Transit** A Line

## Countdown Clock



## Social Media Materials



<https://www.youtube.com/watch?v=G6Qi0EDFs-4>



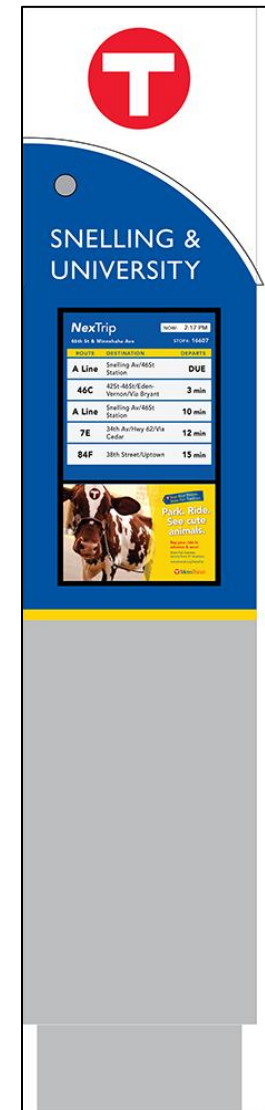
[https://business.facebook.com/MetroTransitMN/videos?ref=page\\_internal](https://business.facebook.com/MetroTransitMN/videos?ref=page_internal)



<https://www.flickr.com/photos/metrotransitm/24965335414/in/album-72157665407236472>

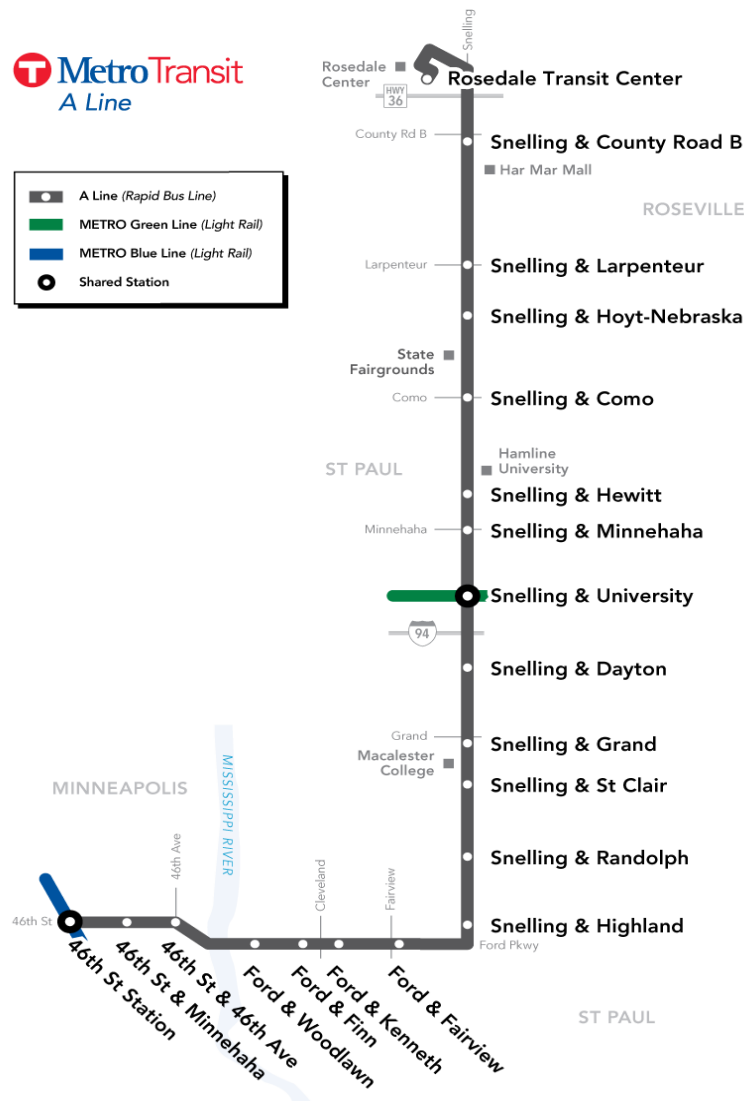
# Schedule of Official Events

- Friday, June 10 – Media Event at Ford & Woodlawn Station
- Saturday, June 11 – THE BIG DAY!
- Sunday, June 12 – Community Focused
- Monday, June 13 – Customer Focused
- Tuesday, June 14 – Customer Focused



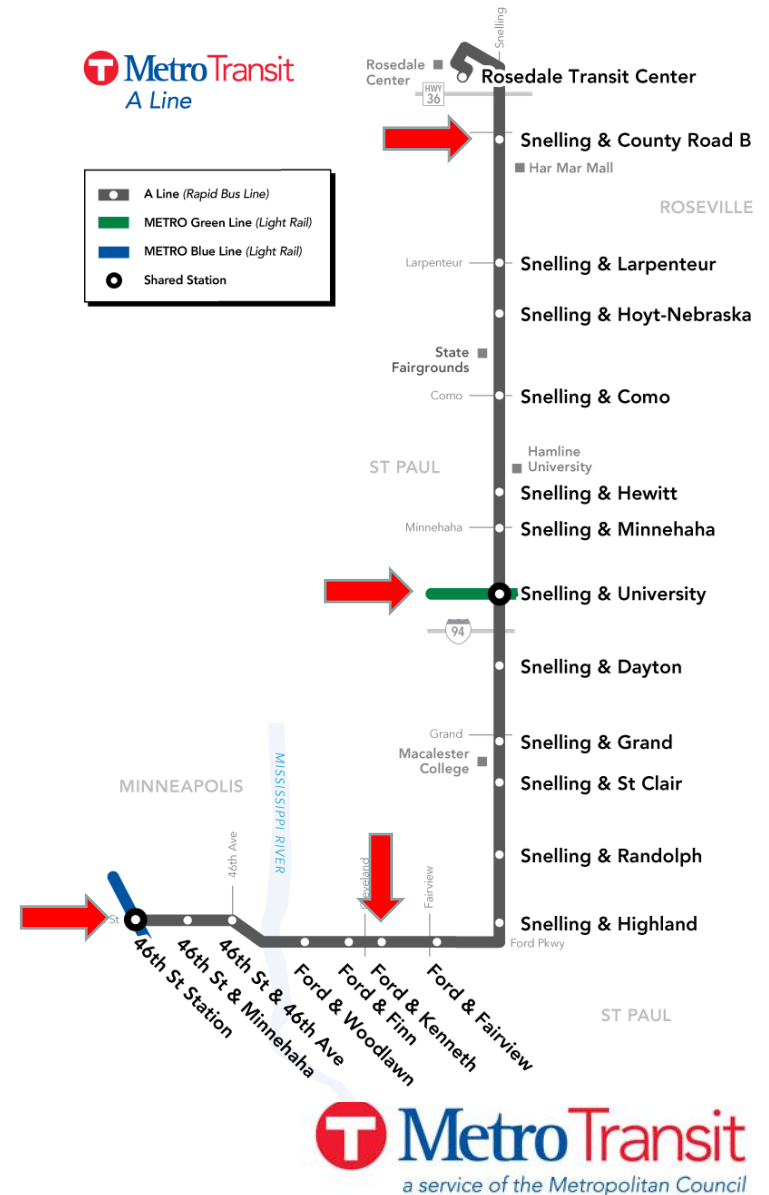
# A Line Rapid Bus Line Launch

- Saturday service startup
- Service Frequency & expectation for Saturday
- Changes to Route 84 service
- Transit Supervisor staffing and supplemental buses



# Community Events

- Snelling & University Station (Midway)
- 46<sup>th</sup> Street Station
  - TIC and A Line bus display
- Ford & Kenneth Station (Highland Park)
- Snelling & County Road B Station/Roseville/HarMar Mall



# What happens after the launch?

- Monday, June 13
  - Free rides are in effect on A Line and Route 84
  - Ambassadors work with customers on the first weekday with A Line
- Tuesday, June 14
  - First day without free rides
  - Ambassadors continue to help customers answering questions about fare payment, etc.

**Thank you!**

**Questions?**

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