



METRO

C Line



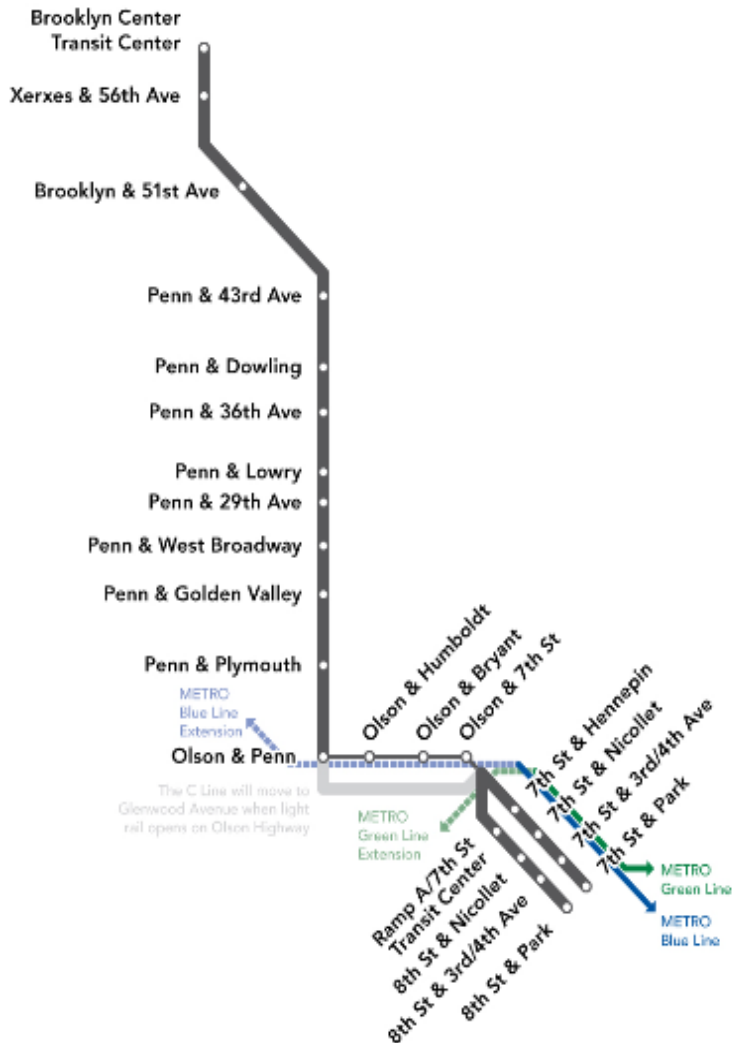
New bus rapid transit service from Brooklyn Center to downtown Minneapolis via Penn Avenue.

OPENS JUNE 8

**Metropolitan Council Transportation Committee
May 13, 2019**

Demetairs Bell
Assistant Manager, Street Operations

Bruce Howard
Director, Customer Services and Marketing



METRO C Line

Opening Day June 8th, 2019



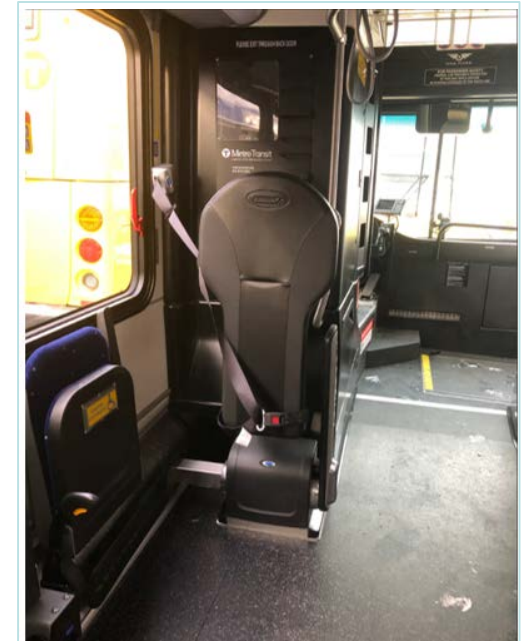
METRO C Line

- Is our second arterial BRT (Bus Rapid Transit) line in the region. It will significantly replace Route 19 operating between Downtown Minneapolis and Brooklyn Center.
- Service will be approximately 20-25% faster than Route 19 making limited stops and will offer improved customer amenities at stations such as Off-board fare payment, enhanced Transit information and enhanced lighting.



METRO C Line Fleet

- 6 Diesel and 8 Electric articulated buses (60 feet)
- New Quantum Wheelchair Securement
- 3 doors for customers to board/alight



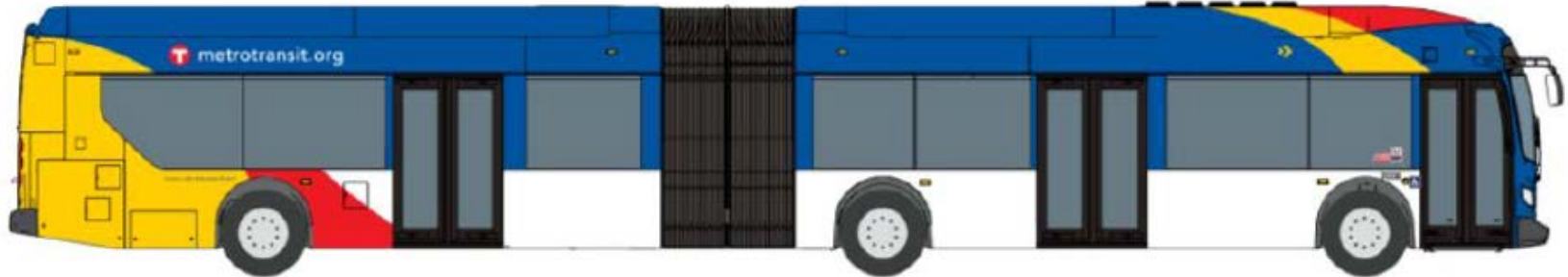


METRO C Line Electric Buses

- Will be charged at the garage overnight and on street charging will happen at our Brooklyn Center Transit Center (BCTC)



Bus Operator Training For METRO C Line



- Operators are receiving extensive training which includes classroom training detailing the new features
- Operators will drive the corridor after classroom training and experience Transit Advantage with TSP (Transit Signal Priority)
- Operators will receive training on the Quantum Security Device.

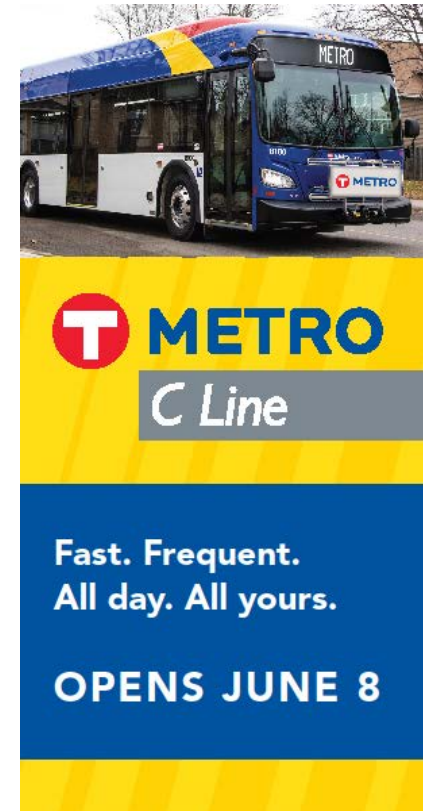
Pre-Launch Marketing

- **Press Events**
 - Electric bus event
 - Blossoms of Hope
 - Bus naming contest
 - Community outreach
- **Metro Transit Advertising**
 - Station clings
 - On-vehicle ads
 - Social media
- **Other Advertising**
 - KMOJ underwriting and interviews
 - Star Tribune
 - Geotargeted ads
 - General PR



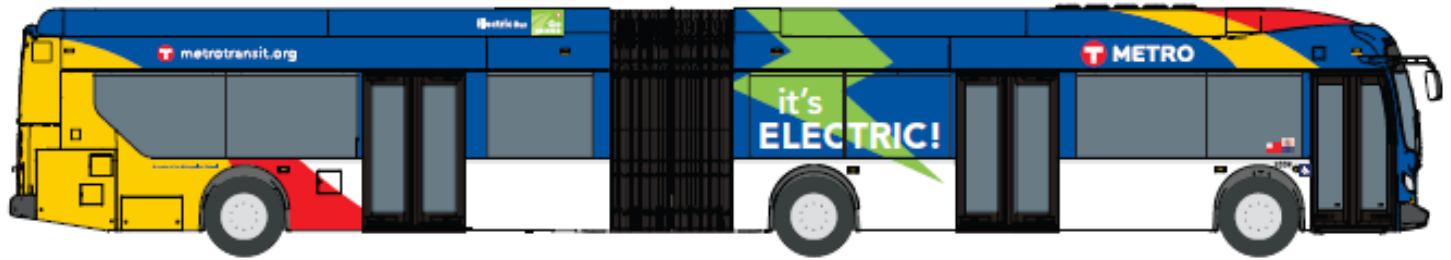
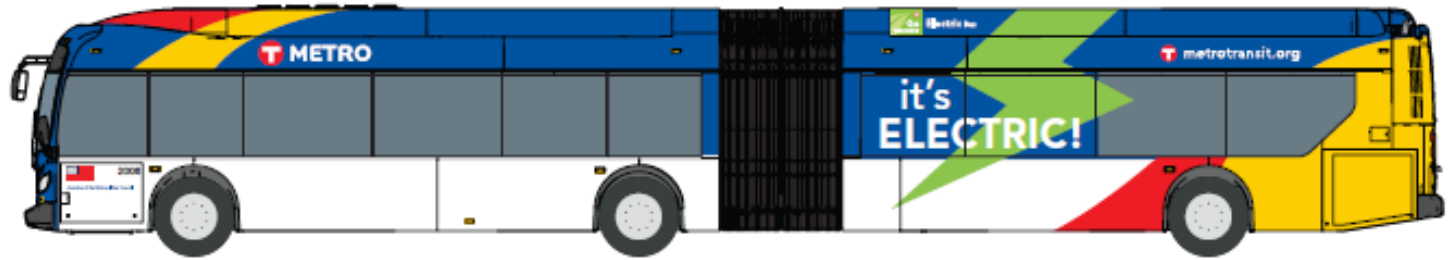
Opening Day Activities – June 8, 2019

- **Ribbon Cutting at Penn & Lowry**
 - 9:30 am ceremony
 - 10:00 am start of service
 - Metro Transit and partner presence
- **Inaugural Rides**
 - 2 buses; one northbound, one southbound
 - Dignitaries and community members
- **Pop Up Market at BCTC**
 - In conjunction with Brooklyn Center
- **Free Rides for Customers**
 - C Line only
 - through EOD Monday
- **Possible community events throughout the line (TBD)**



Post-Launch Activities

- **Free Rides**
 - Sunday, June 9 and Monday, June 10
- **Ambassadors**
 - Staff to assist throughout free ride weekend
 - Staff to assist on first day of non-free rides (Tuesday, June 11)
- **Advertising**
 - KMOJ
 - Metro Transit advertising
 - Digital ads






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Questions?



Demetairs Bell
612-349-7381

Bruce Howard
612-349-7694