



# Highway 5 Service and Communications Plan

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## Summary of work

- Resurface Hwy 5
- Repair ramps, 12 bridges, drainage

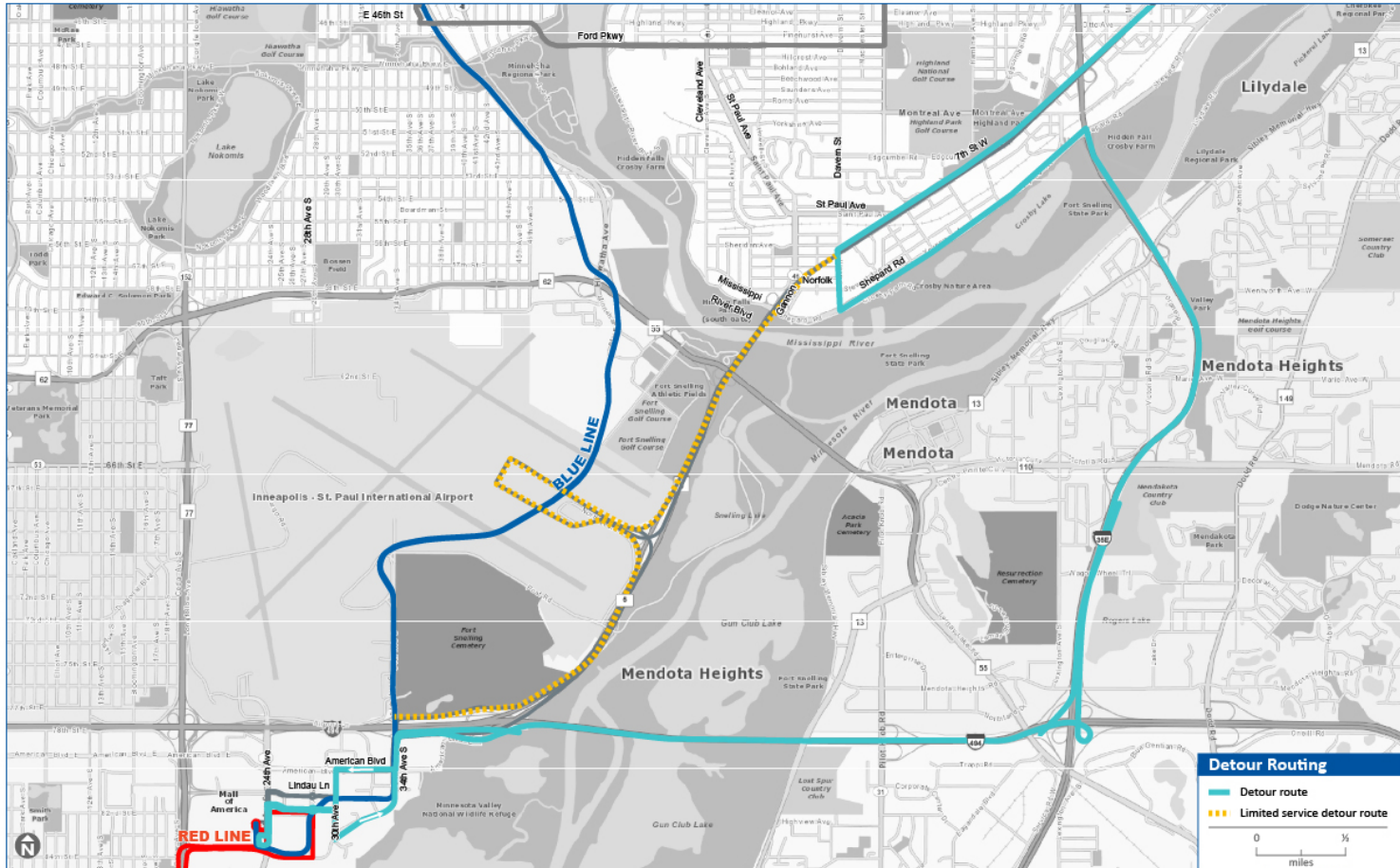
## Road closure 2020:

East bound - April through August

West bound - August through October

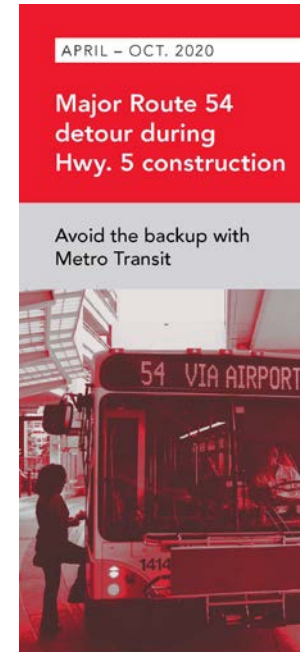


<http://www.dot.state.mn.us/metro/projects/hwy5mpls-stpaul>



# Route 54 Customer Communications

- Connect Newsletter
- Pocket Schedule
- Brochure
- On-street Customer outreach
- Rider Alerts-emails/bus stop
- Social Media



# General Awareness and Outreach

- Digital ads
- Social media
- Transit media assets
- Employers/CVB outreach
- MAC and MSP Employees



## Additional & Non-Traditional Ideas

- Ramp Ride Fly (Ramp A)
- Lyft Partnership
- Hotels Discount Passes
- 28<sup>th</sup> Ave Park & Ride for MAC or MSP Airport employee

