



August 2025 State Fair & Service Updates

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FAIR FUN STARTS HERE!



 Metro Transit

metrotransit.org/state-fair

Metro Transit State Fair Express Service

Jessica Cross | Market Development Specialist

 Metro Transit

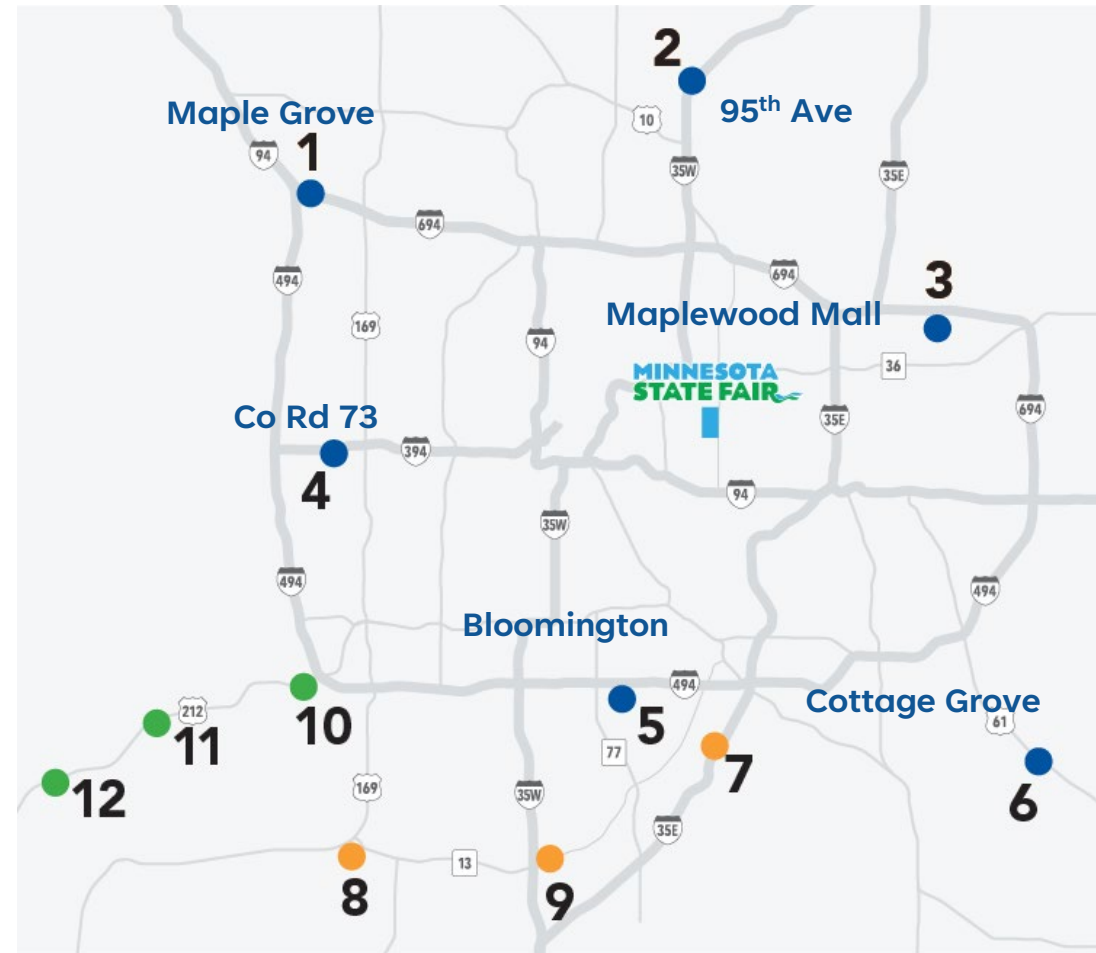
2024 In Review

- 6 Express sites
- 375,922 rides – a 29.3% increase from 2023
- 21,875 app express tickets were sold – a 60% increase from 2023
- 8 am weekend and Labor Day start time

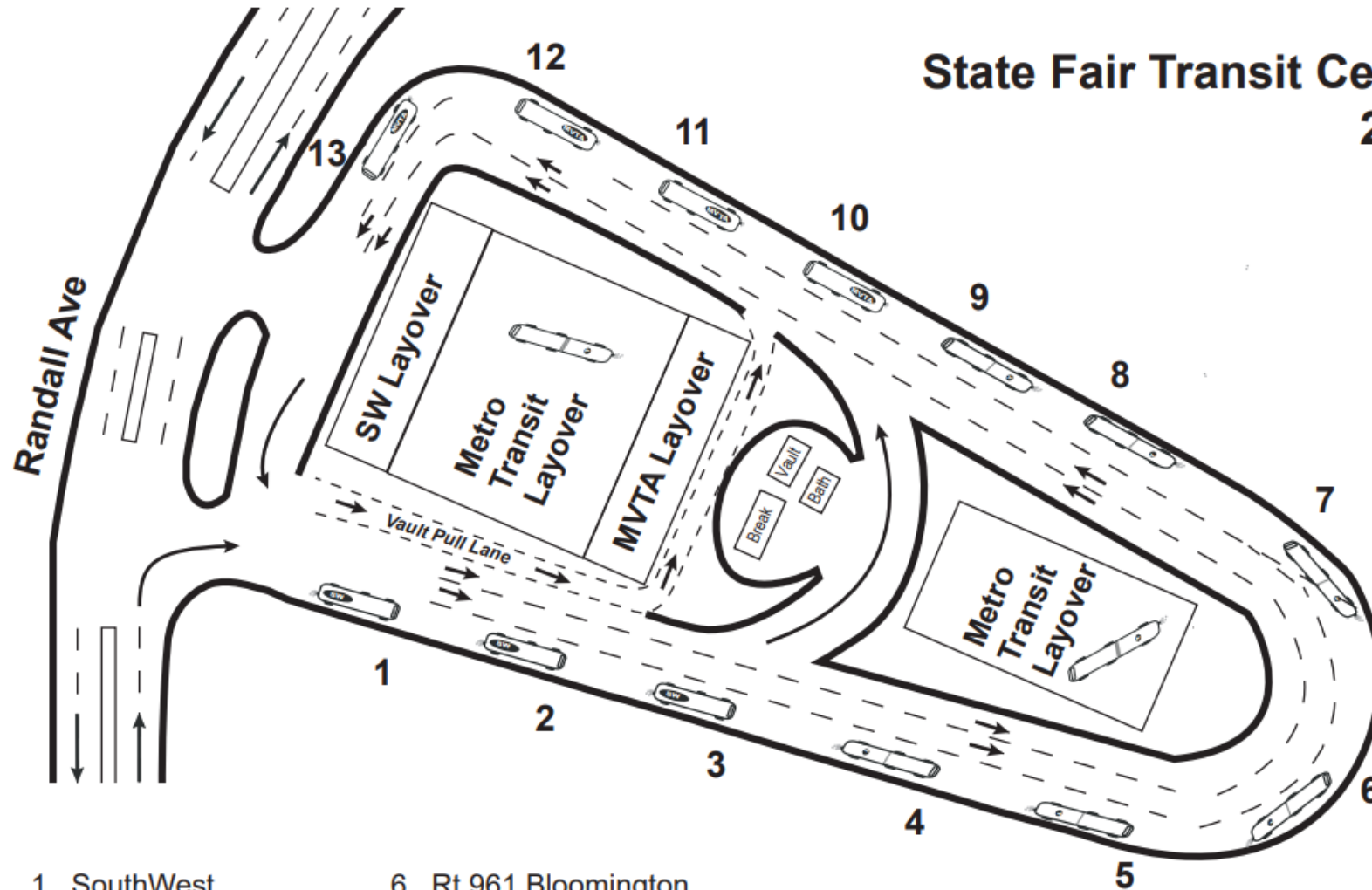


2025 Service

- **Express Sites**
 - 6 Metro Transit Sites + Suburban providers
- **Start times**
 - 8 am every day
- **End times**
 - Midnight on weekdays and weekends
 - 11 pm on Labor Day
- **Regular Route Service**
 - Metro A Line
 - Route 3
 - Route 61



State Fair Transit Center 2025

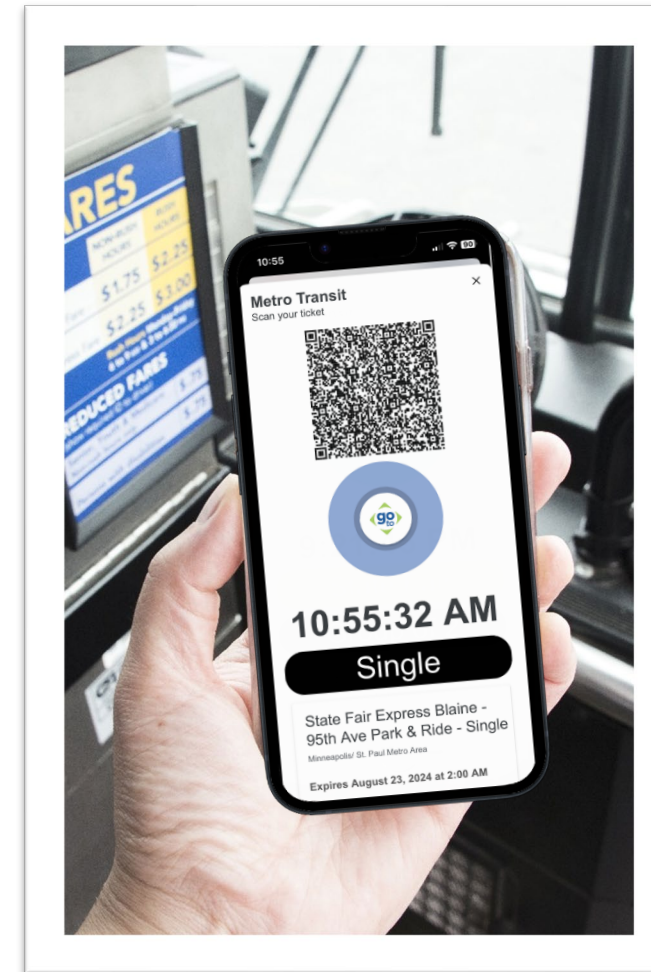


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|-------------------------|------------------------|----------|
| 1. SouthWest | 6. Rt 961 Bloomington | 11. MVTA |
| 2. SouthWest | 7. Rt 969 Maple Grove | 12. MVTA |
| 3. SouthWest | 8. Rt 962 County Rd 73 | 13. MVTA |
| 4. Rt 965 Maplewood | 9. Rt 955 95th Ave | |
| 5. Rt 967 Cottage Grove | 10. MVTA | |



2025 Fares

- \$6 Round trip cash fare, no change given, TVMs onsite
- \$5 on the Metro Transit app or Token Transit app
- QR code to purchase without downloading an app using Apple Pay or Google Pay
- MVTA and SW using their own app
- We will not use Etix this year



2025 Marketing

- Transit fleet advertising
- Emails to previous customers
- Social media
- Digital billboards
- Park & Ride banners
- Geofenced digital ads
- Star Tribune State Fair Guide
- MPR underwriting
- Metro Transit Public Relations



Metro Transit at the Fair

- Grandstand
 - Will reuse the backlit exhibit which showcases the four transit lines opening in the next few years
- Eco Experience
 - “Rolling in Green” highlights sustainable transportation options



Thank You!

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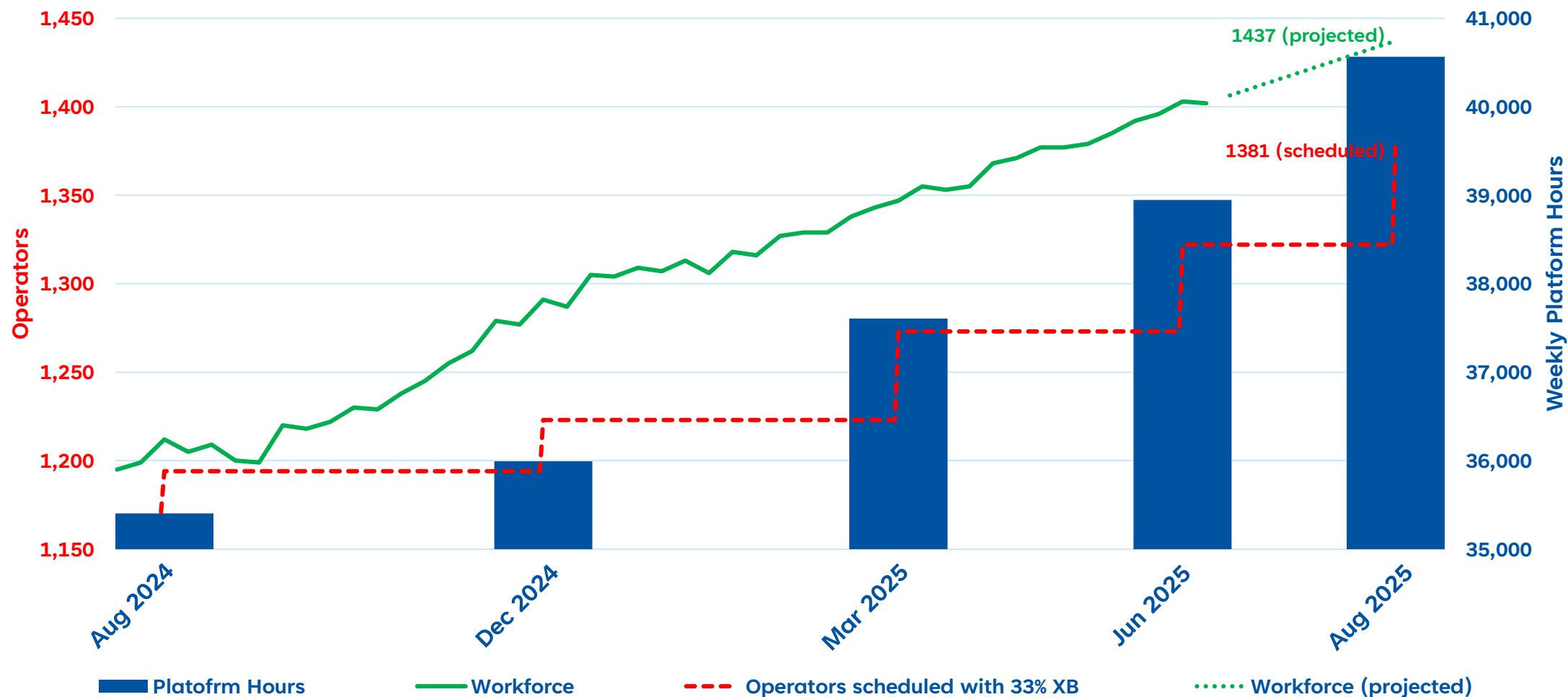
Network Now Implementation Updates

Service Development | August 2025



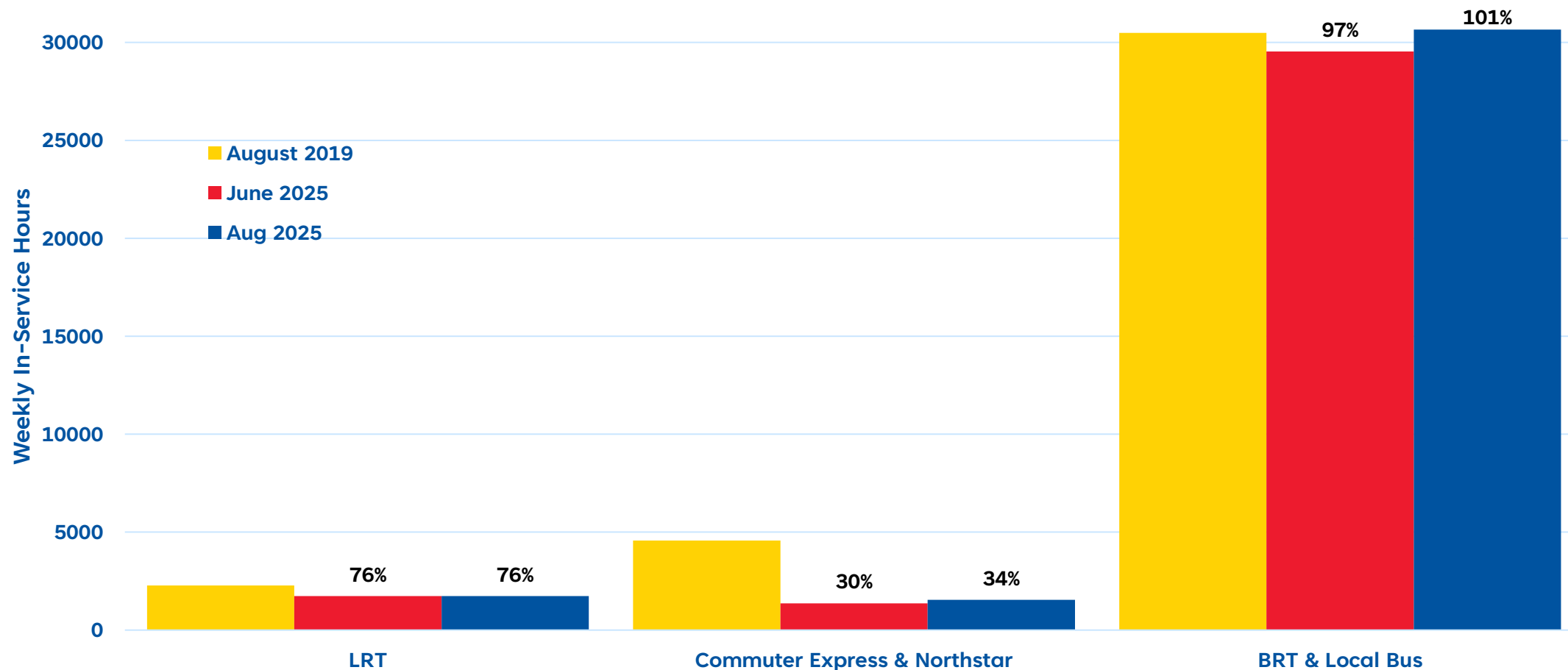
August 16, 2025

Metro Transit Bus Operator Workforce & Service Level



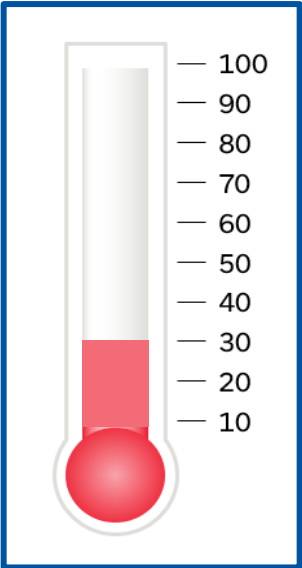
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Metro Transit Bus Operator Workforce & Service Level



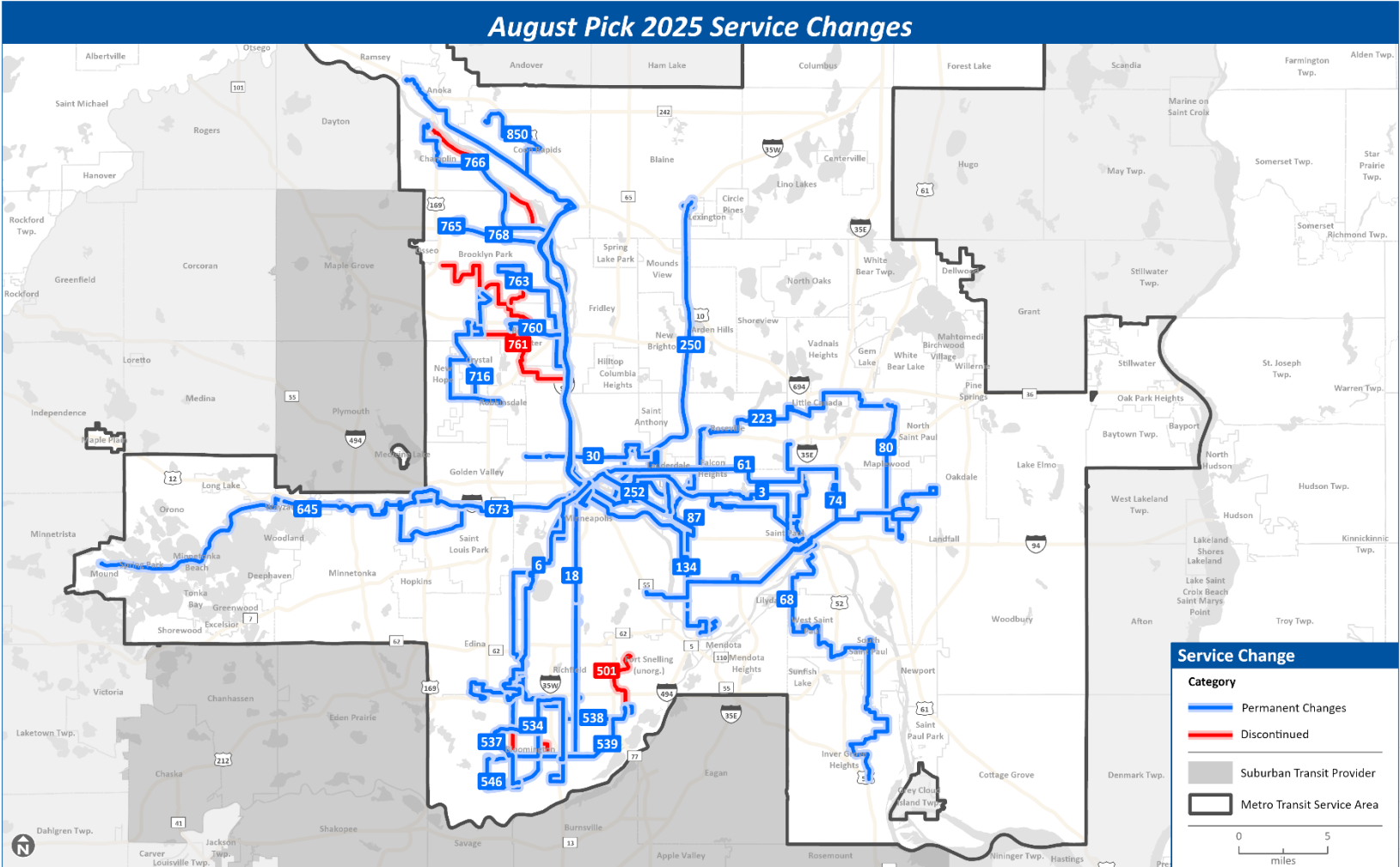
Network Now Implementation – August 2025

Statistics & Overview

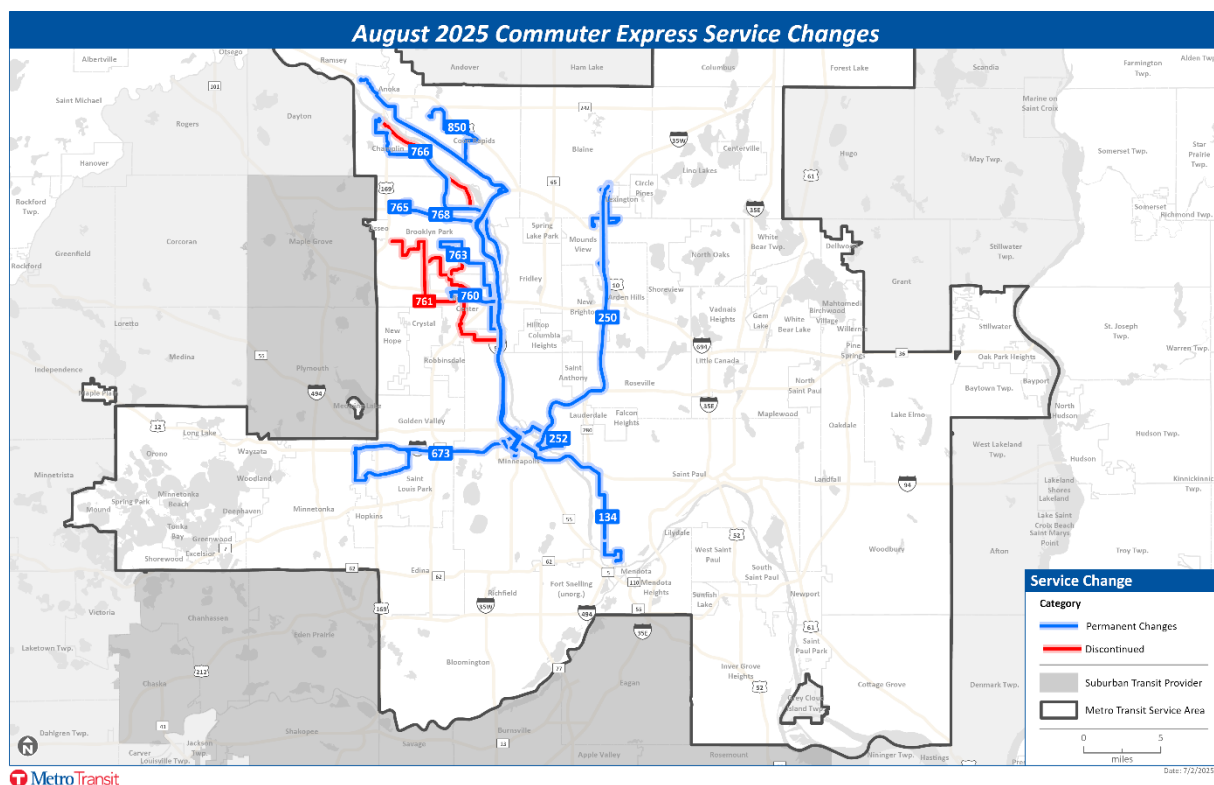


5% increase
service hours
over June 2025

30% Network
Now Framework



Commuter Express Improvements



- Hourly midday Routes 250, 768, 850
 - 30 minutes midday Route 645
 - Rush hour service every 15 mins Routes 250, 673, 768
 - Trips added to Routes 252, 760, 763
 - Restored Routes 134 & 765 reverse commute
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- **Discontinued Route 761**
 - **Discontinued segments Routes 760, 763, 766**

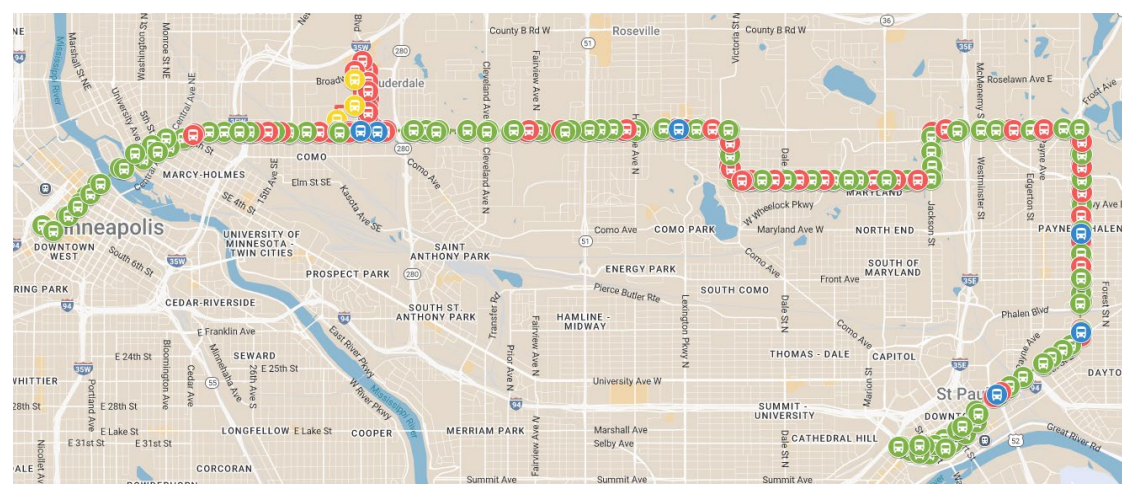
Local route improvements

- Route 6 extended to Westgate
 - Route 18 improve to 10-minute service on Sat & Sun 11am-6pm, bus stop consolidation
 - Route 61 Better bus route
 - Route 68 improved 15-minute service on Robert St
 - Route 80 extend service to 10pm weekdays, 8pm weekends, Sunday improved to 30-minute service
 - Route 223 new Saturday service every 30-60 minutes
 - Route 716 new hourly service on Sunday
 - Route 500s Bloomington/Edina restructure
 - 30-minute weekday service on Routes 534, 538, 539, 546; hourly weekday service Route 537
 - October extending 12-minute frequency on LRT starting 7am
-

- Eliminated Route 33 Saturday, Route 501 weekday

Route 61 Better Bus Route

- Consolidating bus stops for up to quarter-mile spacing to improve travel time
- Service improvements
 - Weekday: later evening span
 - **Saturday: 30-minute service from 5am-1am**
 - **Sunday: NEW hourly from 7am-11pm, with 30" between 11am-6pm**
- Eliminating NE Industrial Park route branch
 - Reduces travel time for through riders (about 50)
 - Timed transfer to Route 30 mornings
- Improving accessibility and adding shelters at qualifying bus stops



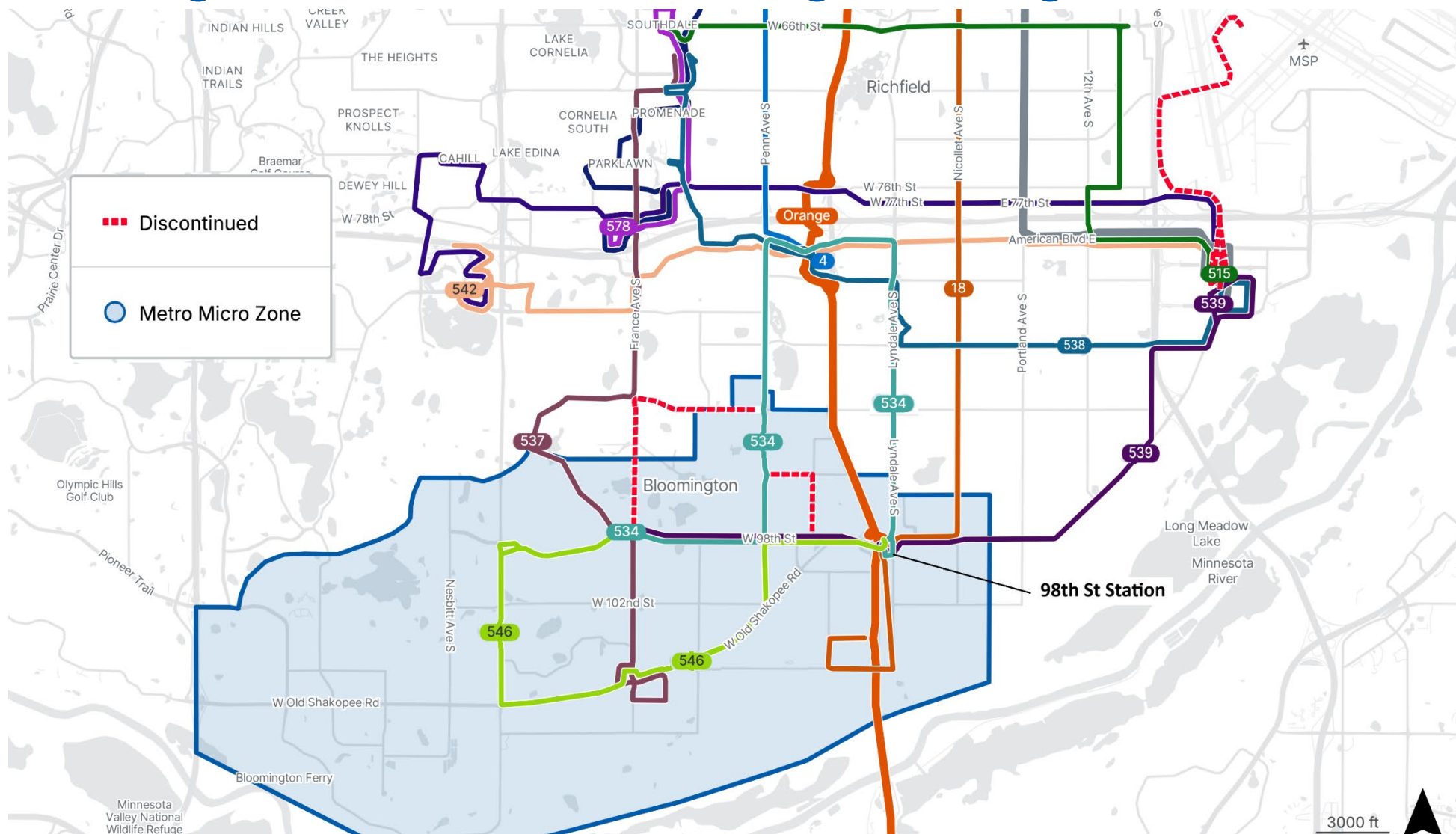
Connecting People • Strengthening Communities • Improving Lives

Bloomington/Edina route changes

- **30-minute service** weekdays on Routes 534, 538, 539, 546
- **Hourly** weekdays service Route 537
- Simplified route structure, anchoring on Normandale Community College, 98th St Station, Southdale
- **New** Metro Micro Service in Bloomington

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- Route 534 90th St segment **discontinued**
 - Route 537 France Ave segment **discontinued** between 90th & 98th
 - Route 538B branch **discontinued** on 76th & Penn Ave

Bloomington/Edina route changes - August 2025



August 16, 2025 Pick **Schedule Information**

- Transit Online Trip Planner – **July 12**
- Promoted on Website – **July 18**
- **Service changes implemented August 16**