



Metro Transit: Growing Greener



Brian J. Lamb, General Manager, Metro Transit
October 14, 2011

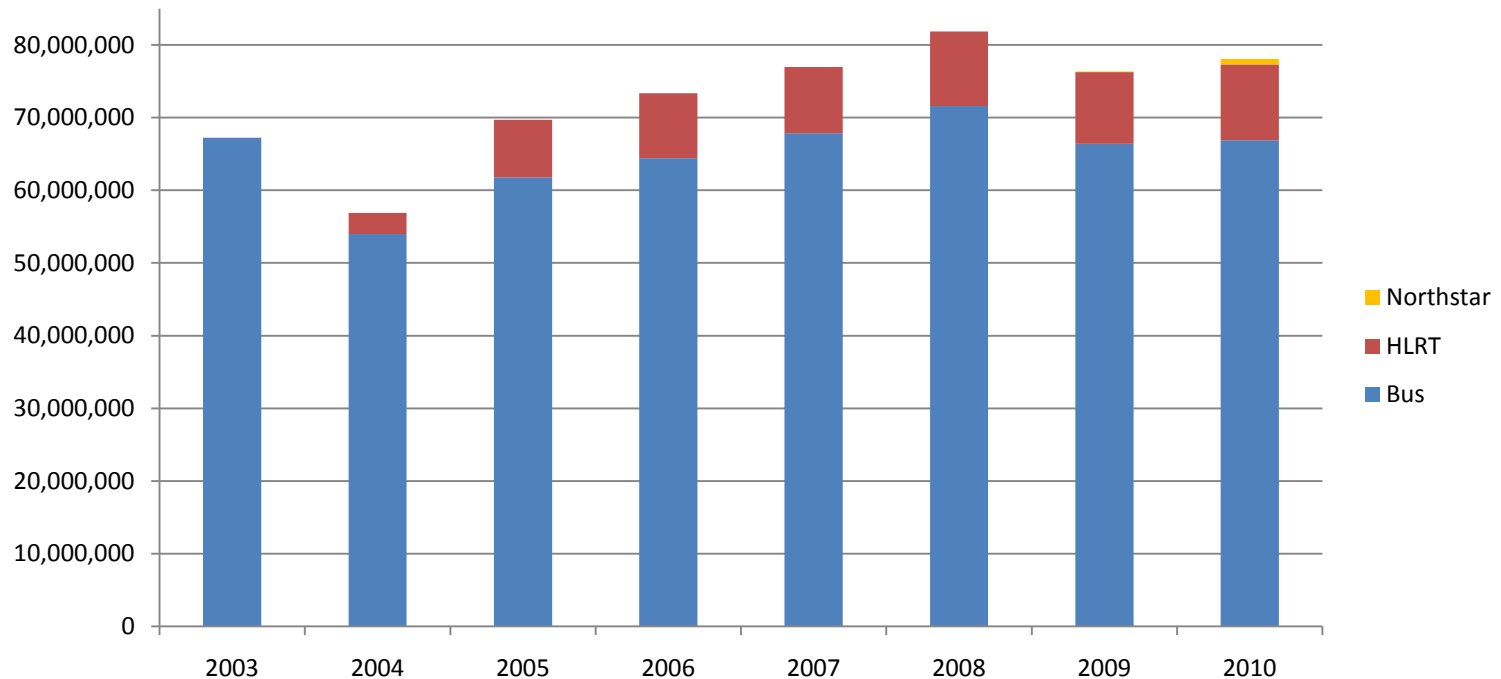
Snapshot

- Division of Metropolitan Council
- Bus, light rail, commuter rail – 125 routes
- 78 million rides in 2010
- 90% customer satisfaction
- ~ 2,700 employees



“We at Metro Transit deliver environmentally sustainable transportation choices that link people, jobs and community conveniently, consistently and safely.”

Metro Transit Ridership



- Ridership over 76 million past 4 years; last time was 1982
- YTD 2011 = Up 1.9 million rides (3.8%) over 2010
 - **Bus:** Express +9%; Suburban local +4.7%; Local +3.9%

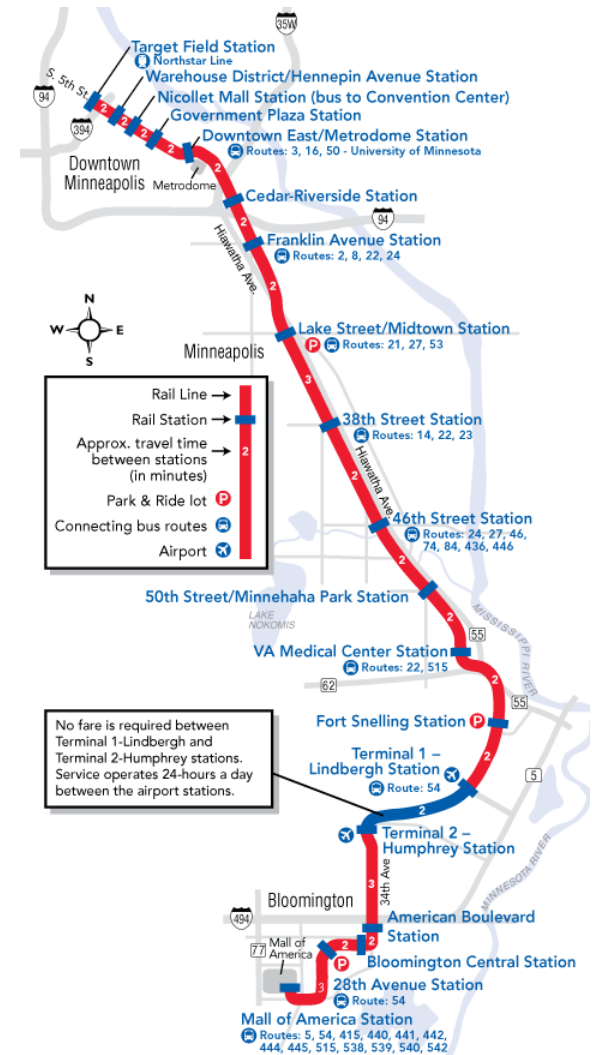
Northstar Commuter Rail

- Second anniversary on Nov. 16
- 40 miles – Big Lake to Minneapolis
- Northstar /HLRT/Bus/Bike/Ped connections at Target Field Station
- Mid-year YTD ridership up 4.4%
- Consistent: 97% on-time performance
- St. Cloud Metro Bus “Link” connection



Blue Line (Hiawatha Light Rail)

- Launched June 2004
- 12 miles from Bloomington to Minneapolis
- 10.5 million rides in 2010; exceeded 2030 projections by 29%
- 13.4% of all ridership; 4% of service miles
- Has introduced new markets to transit



Go Greener: Buses



- **Hybrid buses**

- 132 in service by 2012: ~15% of fleet
- About 20% better fuel economy
- Emissions from 60 hybrid buses equivalent to those from 1 retired bus
- Grant for two next-generation hybrids



- **Overall Bus Fleet**

- Exhaust filters, SCR technology
 - Can be cleaner than ambient air in urban areas
- B5 soy-based fuel



Go Greener: Bus Operations



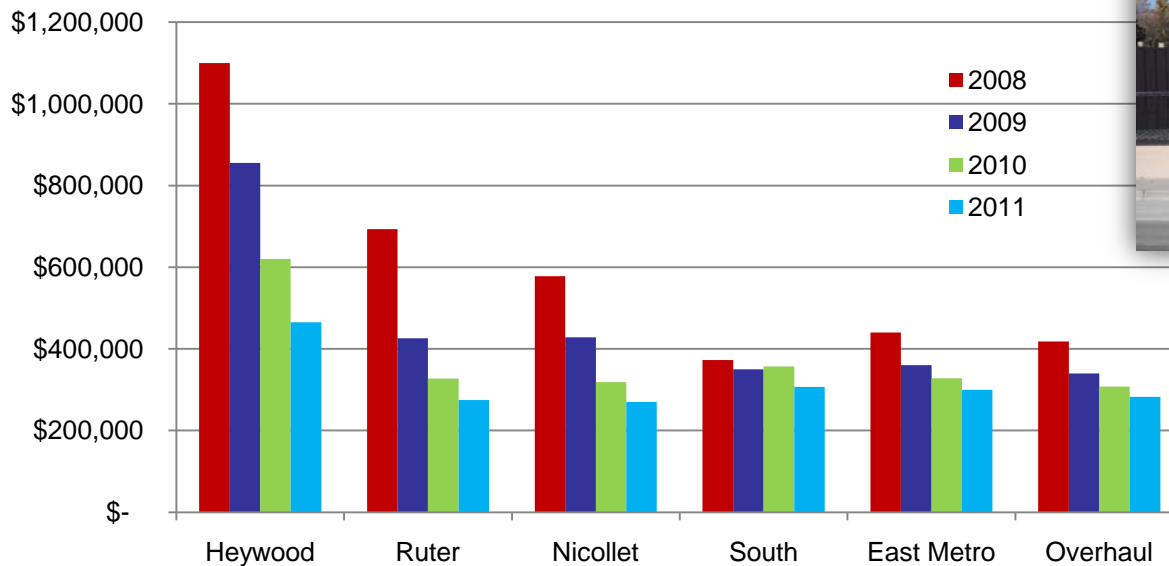
- 290 mile bus-only shoulder network is largest in U.S.
- Unique Downtown Minneapolis express bus corridor
- Nicollet Mall hybrid-only operation; alternate stop spacing
- Idling reduction policy
- 9% MPG improvement in 5 years



Go Greener: Facilities

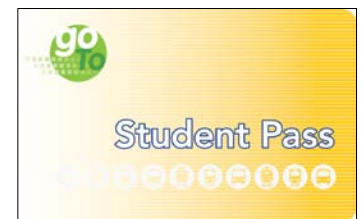
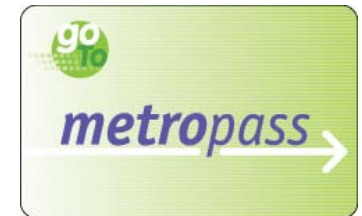


- 2008 audit of garages led to energy conservation program
- In 2011 utility costs nearly cut in half
 - \$1.8 million savings; 6,500-ton CO₂ reduction
- Geothermal used in two recent projects



Customer Information and Technology

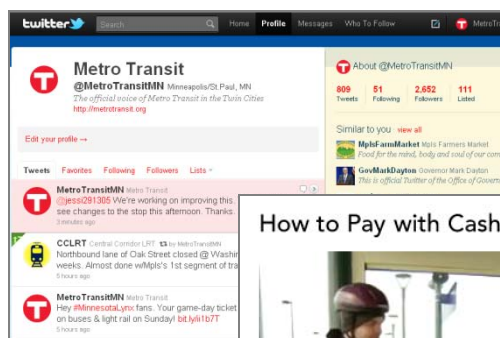
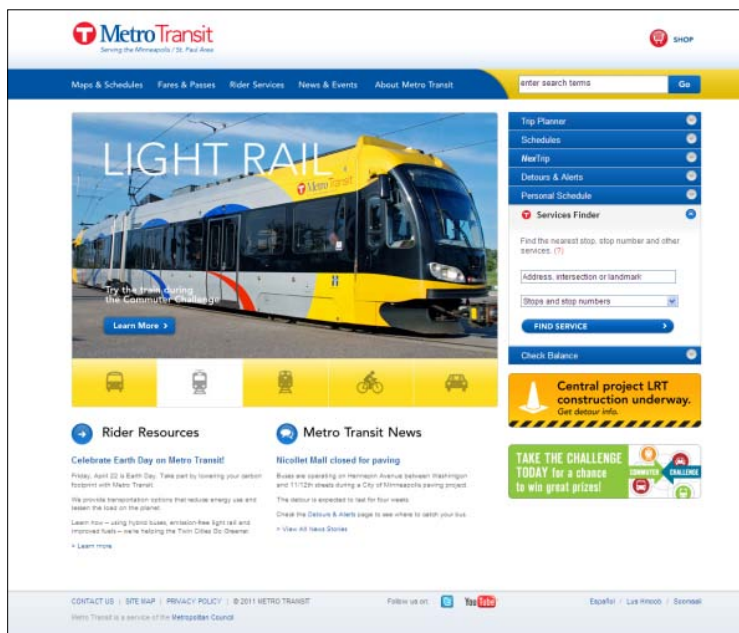
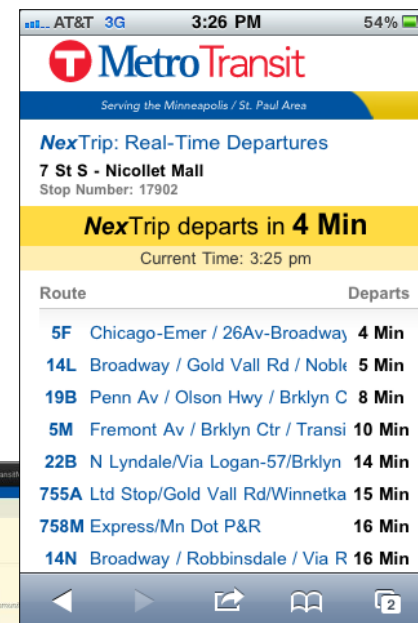
- Go-To smartcard introduced in 2004
- 200,000+ unique cards in circulation
- Stored value, monthly or weekly passes
- Metropass, U-Pass, College Pass, Student Pass
- 40+% of all rides; speeds boardings by 3X+
- Reload at transit stores and outlets, online, by phone
- Ride to Rewards points-based loyalty program





Customer Information and Technology

- metrotransit.org re-launched in April 2010
 - 250,000 individuals / 8.1 million views last month
 - Site visits up 60%; 1/3 visits via mobile
- Mobile site w/ stop-level NexTrip; Interactive Map
- YouTube, Twitter, multiple languages





Metro Transit

a service of the Metropolitan Council