

SIMULTANEOUSLY MANAGING SUPER BOWL TRANSPORTATION, EXTREME WEATHER AND AN ELECTRIC BUS DEMO

Matthew Rosenbloom-Jones

Minnesota Valley Transit Authority, Planner

Burnsville, Minnesota

Minnesota Valley Transit Authority

Local and Express Bus Transit serving the South Metro Destinations include: Downtown Minneapolis, St. Paul, University of Minnesota, Mall of America, Minnesota Zoo, Burnsville Center, Ridges Hospital, Downtown Prior Lake & Shakopee and more...



MVTA at a Glance

- Founded in 1990
- Operate express, local, flex, reverse commute & METRO Red Line
- **2nd largest** public transit provider in MN
- Annual ridership of **2.9 million** (2017)
- **10,500+** daily boardings
- **164 buses**
- **33 routes**
- **7 park + rides, 7 transit stations, 2 bus garages**
- Operate nearly 10,000 hours & over 22,500 miles every weekday



Free Wi-Fi • Real-Time "Where's my Bus?" Tracking



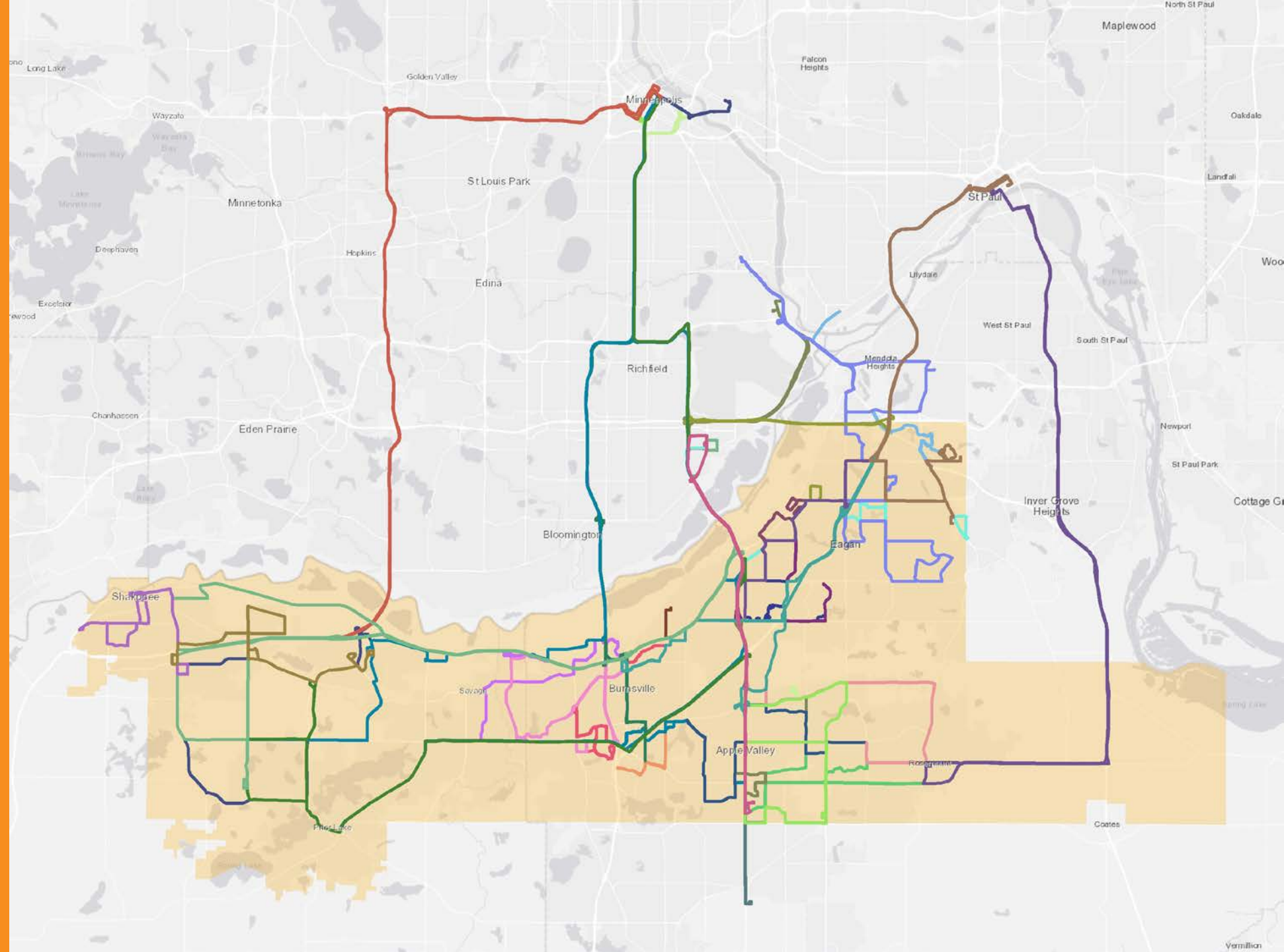
MVTA Routes

18 express

11 local

3 flex/shuttle

1 BRT



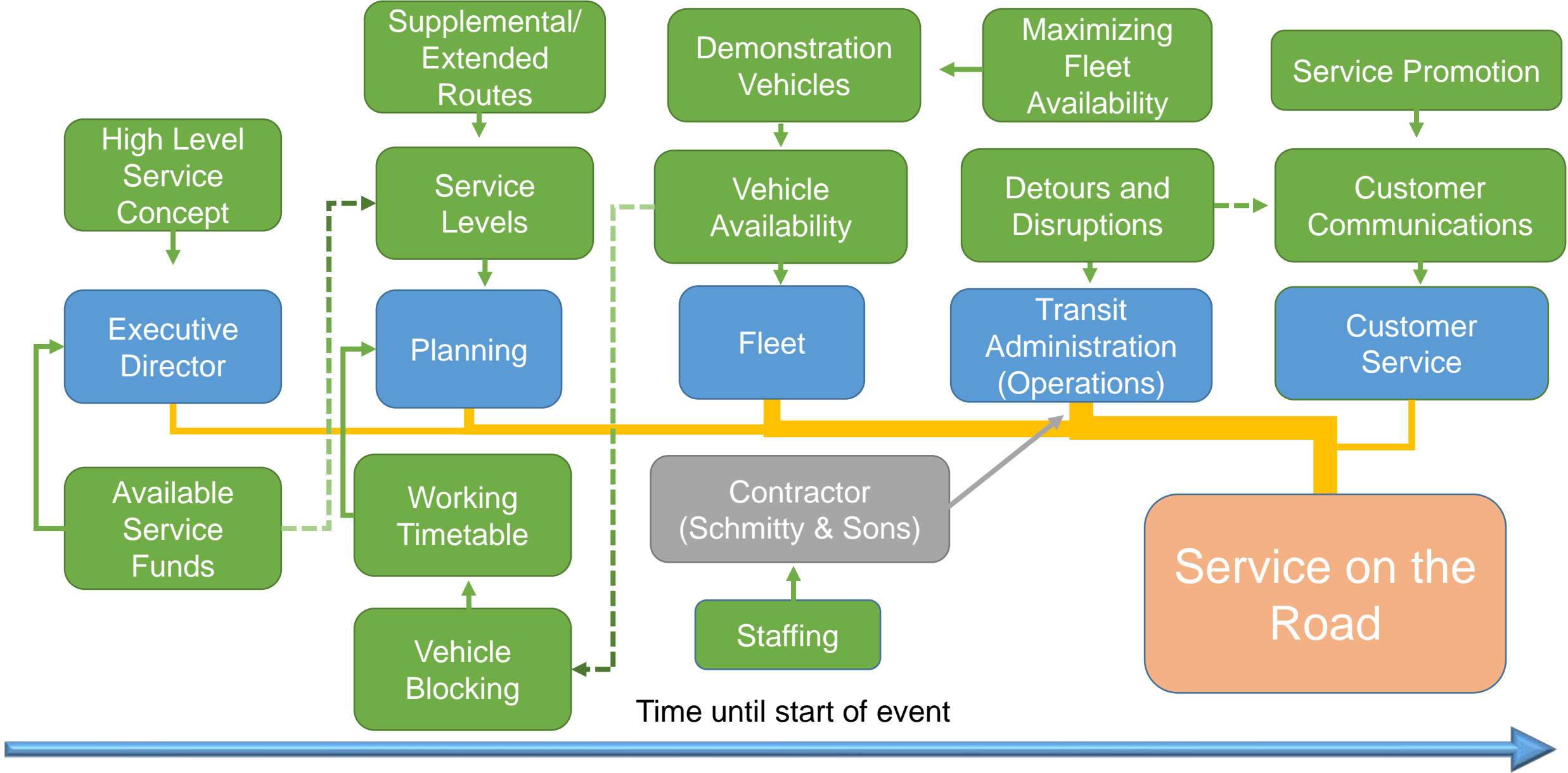


THE EVENT

Over one million visitors attended the Super Bowl and Super Bowl festivities over the 10 day period covering the event

Busiest days were Thursday, Friday, Saturday and Sunday (game day)

The top priority for MVTa was to use all resources to ensure service continuity as well as accommodate visitors and event attendees



PLANNING FOR UNCERTAINTY

MVTA typically finalizes service changes three months prior to the service effective date

In the case of the Super Bowl, details were still being finalized in the weeks and even days prior to the event

Due to all of the changing factors, MVTA needed a service plan that would be easy to implement and be flexible

Coordination of transit plans with other providers

Road closures

Availability of public access to light rail

Downtown security exclusion zone

Closure of regional transit facilities

Uncertainty over number of visitors and where they would be staying

Protests

Traffic conditions

Weather

Events in the region, last minute announcements, changes and cancellations



Local Partnerships

And many others!

Many agencies and stakeholders were involved in planning and executing the event



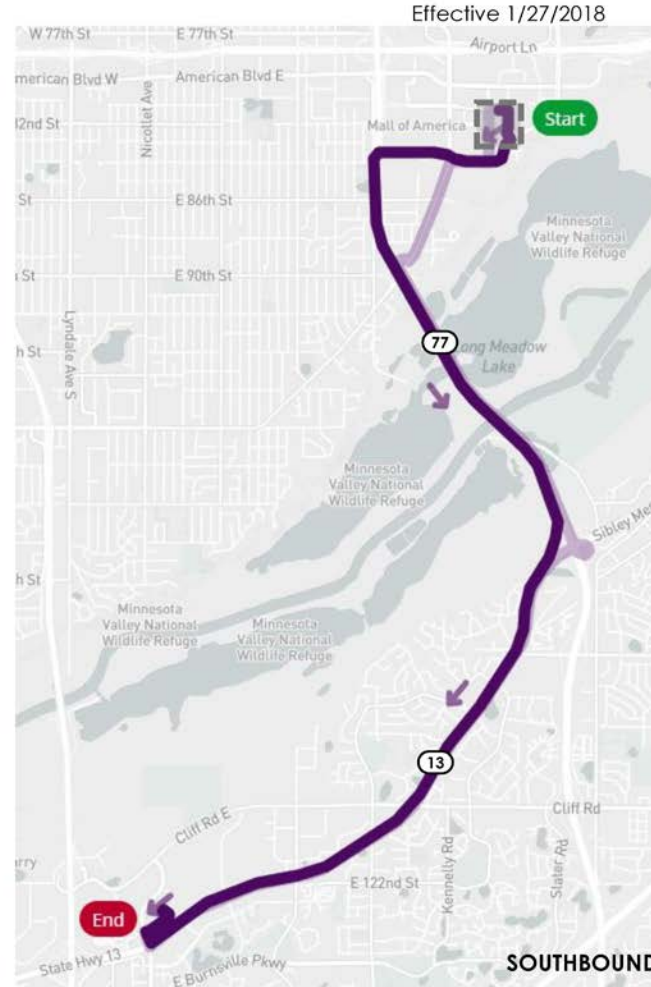
MVTA primarily worked through the host committee and Metro Transit who worked closely with these agencies and stakeholders

MVTA 404 Express Shuttle

Burnsville Transit Station - 28th Avenue Station on Lindau



NORTHBOUND



SOUTHBOUND

Effective 1/27/2018

Non-stop except for Burnsville Transit Station and Lindau Lane at 28th Avenue Light Rail Station.
Use Bay D at Burnsville Transit Station.
The Northbound drop off and Southbound pick up are in the same location on Lindau Lane.

MVTA SERVICE

Two non-stop shuttles were planned, one from Eagan Transit Station and one from Burnsville Transit Station

Evening commuter service would be extended to 10pm to allow regular riders to attend events after their workday

Advantages;

- Easy to schedule
- No route training required
- Easy for riders to understand
- Kept MVTA vehicles out of downtown on game day



MALL OF AMERICA TRANSIT STATION

MOA is the busiest transit hub in the state

8 Metro Transit routes, 2 MVTA routes, Red Line and Blue Line all connect at MOA

MOA transit station was temporarily relocated from January 15th to February 12th

MALL OF AMERICA

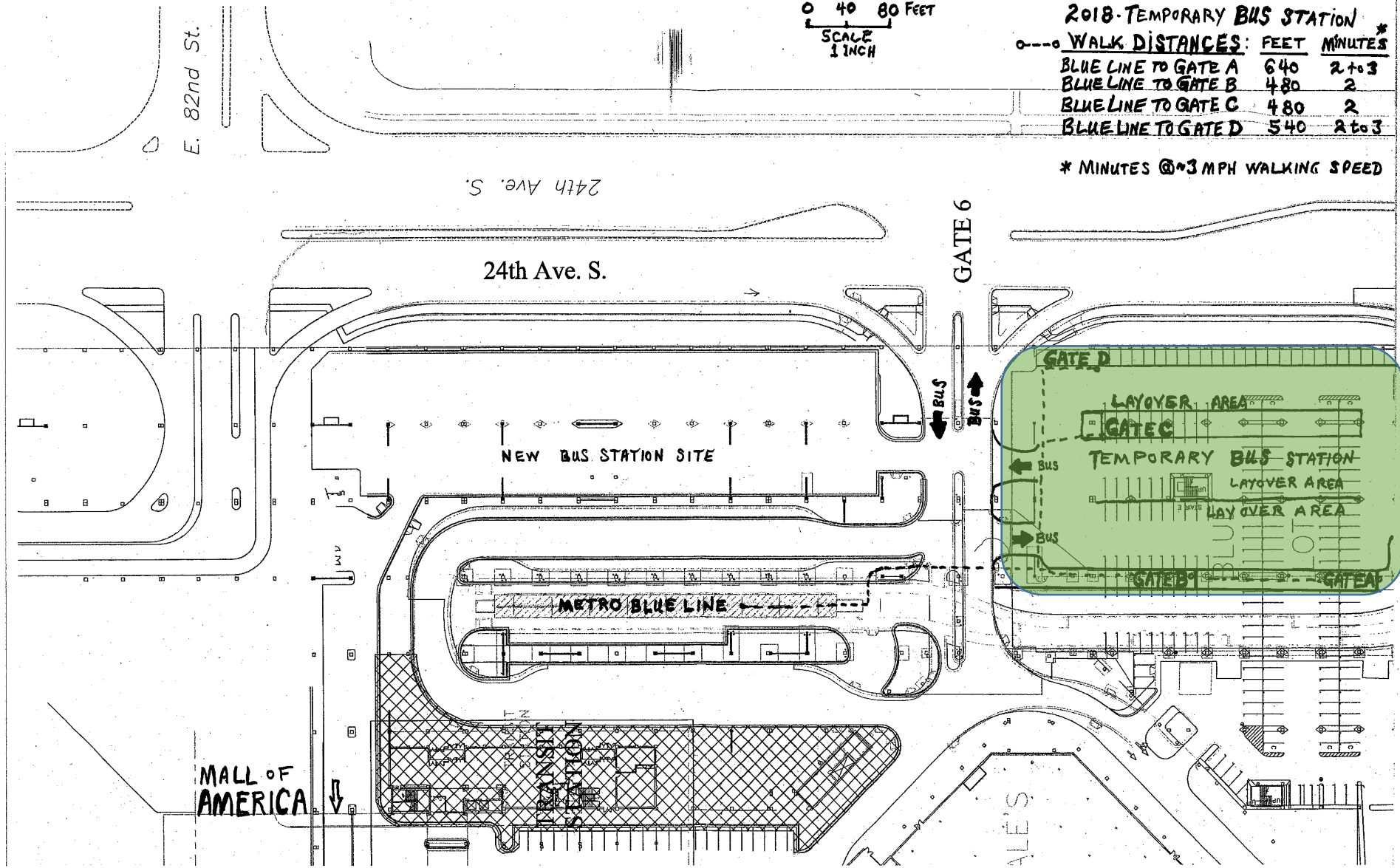
2018-TEMPORARY BUS STATION *

WALK DISTANCES: FEET MINUTES *

BLUE LINE TO GATE A	640	2 to 3
BLUE LINE TO GATE B	480	2
BLUE LINE TO GATE C	480	2
BLUE LINE TO GATE D	540	2 to 3

* MINUTES @ 3 MPH WALKING SPEED

0 40 80 FEET
SCALE
1 INCH



SUPER BOWL DEMONSTRATIONS





DEMONSTRATION CONSIDERATIONS

While MVTA needed to utilize every available vehicle to meet service needs, both of the demonstrations came with their own unique limitations

The double decker was too tall to use many of our existing facilities and stations

The electric bus had range limitations that needed to be accounted for



EXTREME WEATHER CONDITIONS

Although the week prior to the game started with relatively warm temperatures in the 20s, temperatures fell into the single digits as the week went on

Friday February 2nd had a low temperature of -7 Fahrenheit (-22 Celsius)

While both demonstrators experienced issues due to the extreme cold, the electric bus performance was significantly impacted



ELECTRIC BUS PERFORMANCE

Initially, the vehicle was performing as expected on express routes, but as the temperature dropped throughout the week problems began to develop

By the weekend the vehicle was having range problems on its shuttle route (15 miles round trip)



DEMONSTRATION RESULTS

Both demonstration vehicles received overwhelmingly positive reviews from drivers and riders, as well as significant media attention

MVTA learned that special considerations must be taken into account when operating electric buses in cold weather

Using what was learned from the demonstration, MVTA is continuing to evaluate the need, advantages and disadvantages of adding these vehicle types to the fleet



Downtown Mpls. traffic eases after 2 days of Super Bowl gridlock

Blockages, detours led to two days of big jams.

By Tim Harlow and Mary Lynn Smith Star Tribune | JANUARY 27, 2018 — 9:00AM



Eight blocks, 45 minutes. That's how long it took some buses to make their way along Marquette Avenue during the peak of Wednesday's evening rush hour in downtown Minneapolis.

At 5 p.m., buses inched their way along the busy corridor prompting some to wonder if that will become the normal commute as Super Bowl festivities get under way.

Officially events don't start until Friday, but bus riders are being warned to prepare for delays and adjust their travel plans accordingly.

Maple Grove Transit said several of its buses had trouble getting to the route starting point at 10th Street and 2nd Avenue S., which is not far from the Minneapolis Convention Center where the Super Bowl Experience is taking place and some streets are shut down.

City officials said the jam-up resulted from Super Bowl prep work and that crews removing snow "improperly obstructed street travel lanes in a few locations."

Spokesman Casper Hill said the Public Works Department cleared the roads after becoming aware of the gridlock.

Thursday didn't go much better for some riders.

"This is just as bad as yesterday," said Daniel Ferrara. "My bus is running over an hour late easy. I take the 470 to Eagan and after waiting 40 minutes for it on Marquette I got the driver that is one or two buses behind the usual bus I take."

Others are dreading how their commute will play out Friday and all next week.

"The bus ride from 6th & Marquette at 4:30pm took 40 minutes to get to 35W South, so I guess 5 minutes were shaved off from yesterday," said

MARQUETTE MELTDOWN

(left) *Star Tribune* coverage of downtown traffic problems

All regional providers share a unique piece of transit infrastructure, the Marquette/2nd Ave busway

Over the period leading up to the Super Bowl, increased traffic and unsanctioned lane closures pushed the corridor to its breaking point

Minneapolis Public Works worked quickly to clear lanes where unauthorized work was occurring, however riders experienced delays between 45 minutes and an hour



IT WOULD NOT HAVE BEEN POSSIBLE WITHOUT OUR CONTRACTOR

Schmitt & Sons staff made everything possible by;

- Selecting and training drivers for the demonstrator vehicles with very limited prep time
- Ensuring enough vehicles and drivers were available for additional services
- Monthly driver training classes helped drivers get through the event safely, all while maintaining high standards of professional courtesy throughout the difficult traffic conditions and delays



RECAP

Internal cooperation and a close relationship with our contractor allowed for the event to be a success

The fleet manager put extra hours into managing the demonstrators and operations had to accommodate last minute changes with little prep time

Predicting traffic impacts, event ridership and weather was extremely difficult

Develop a plan, stick to it, but anticipate last-minute changes and disruptions