



Minnesota Valley Transit Authority

Shakopee City Council – 06/04/2024



Speaker Introductions



Luther Wynder
Chief Executive
Officer



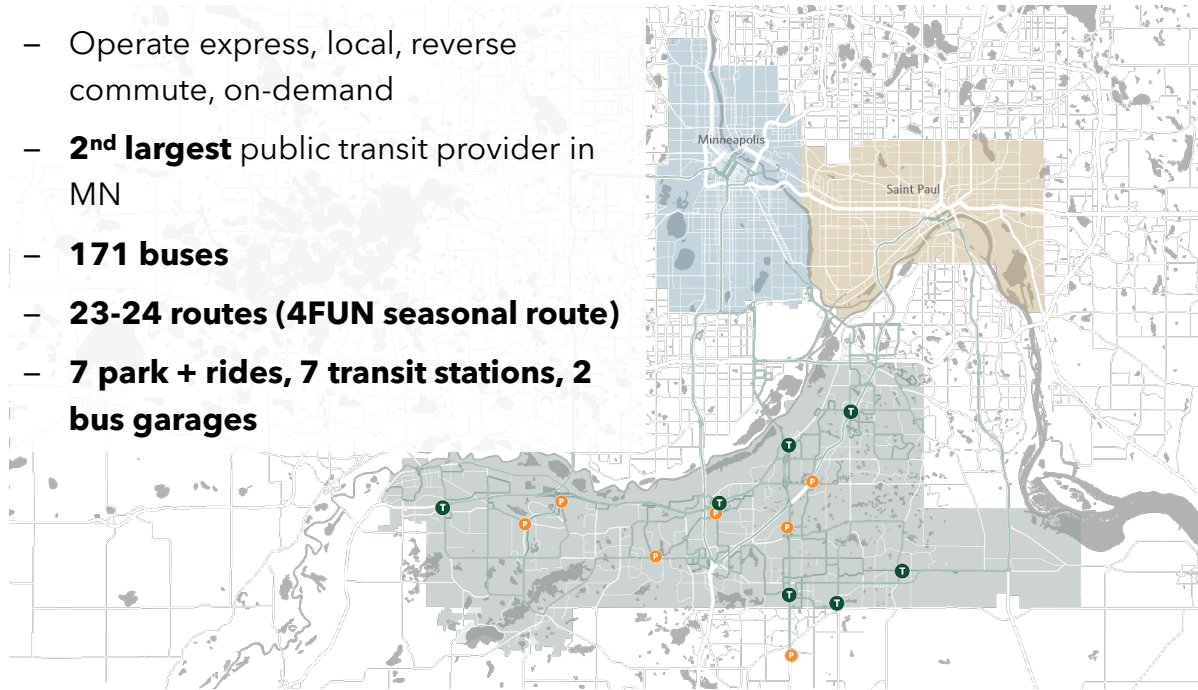
Matt Fyten
Chief Development
Officer



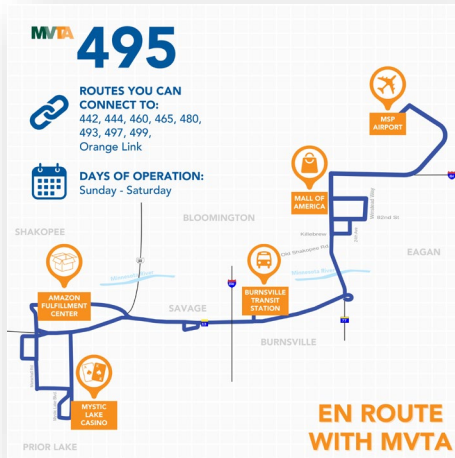
Joya Stetson
Planning and Public
Outreach Manager

MVTA at a Glance

- Founded in 1990
- Operate express, local, reverse commute, on-demand
- **2nd largest** public transit provider in MN
- **171 buses**
- **23-24 routes (4FUN seasonal route)**
- **7 park + rides, 7 transit stations, 2 bus garages**



	2023	2019
Annual Ridership	1.29 million	2.8 million
Daily Boardings	3,900+	10,500+
Service Levels	723 platform hours every weekday	977 platform hours every weekday
	17,000 platform miles every weekday	16,900 platform miles every weekday



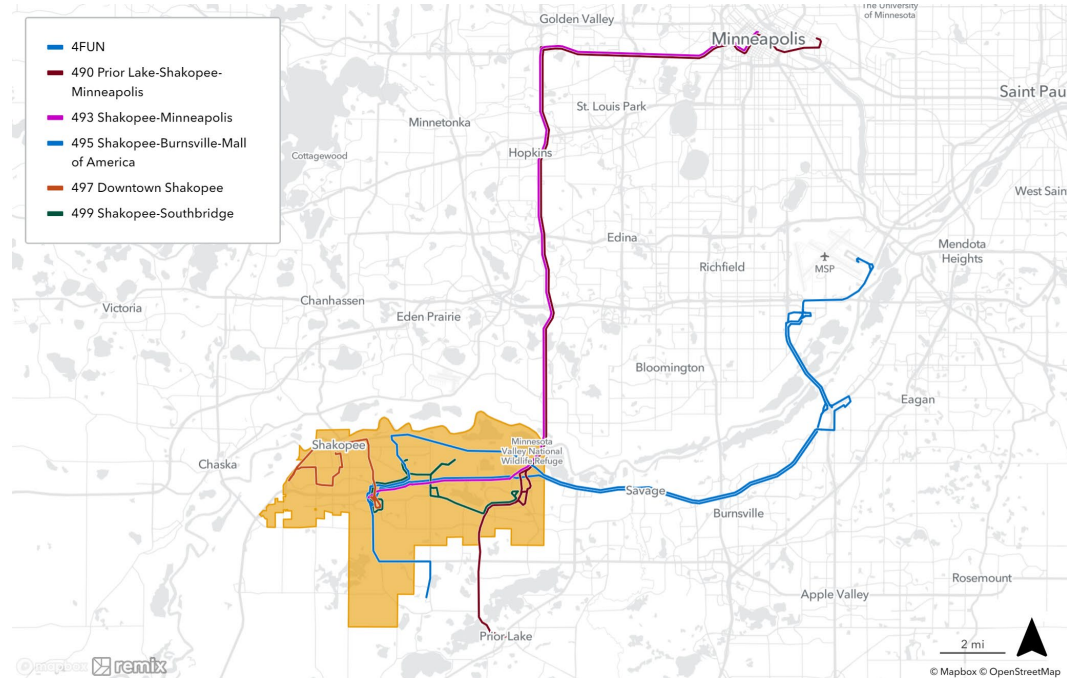
MMTA Fixed Route

Nick

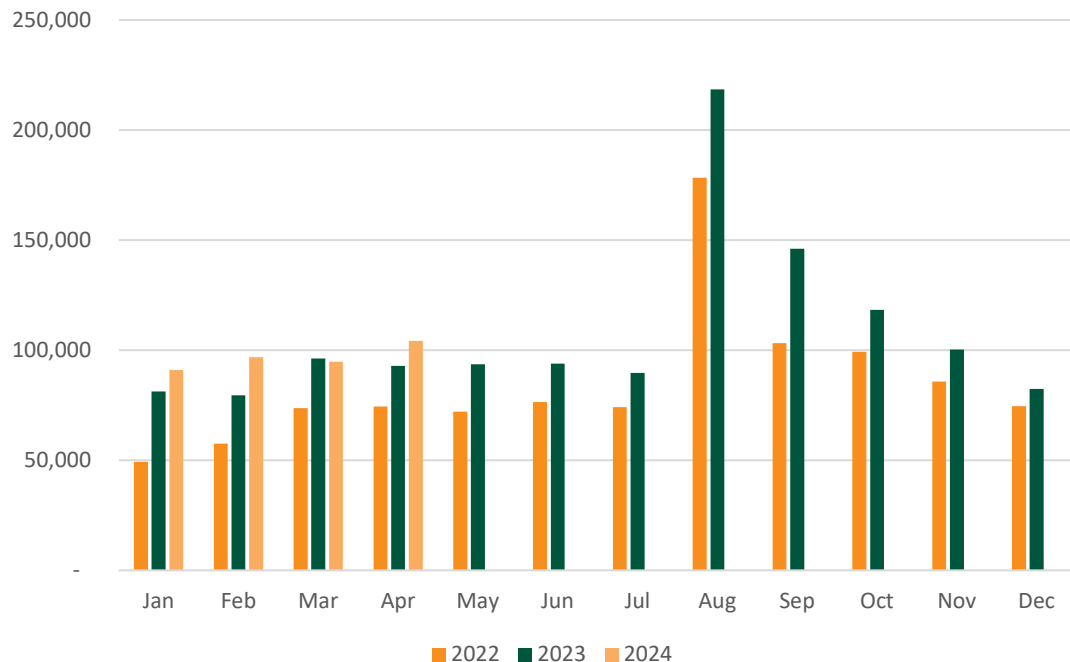
Nick, a Shakopee resident, has been commuting to his job at U.S. Bank Headquarters in downtown Minneapolis for over three years. Five days a week, he rides Route 493, finding it a reliable and convenient option. With a bus stop right outside the front doors of U.S. Bank Headquarters, his commute is incredibly convenient. Nick appreciates the service's punctuality and comfort, allowing him not to worry about the stress of parking downtown.

MVTA Fixed Route Service in Shakopee

- **Express**
 - Route 490
 - Route 493
- **Suburb to Suburb**
 - Route 4FUN
 - Route 495
- **Local**
 - Route 497
 - Route 499



MVTA System Ridership by Month



– 2022 v 2023 Growth

- Express **+25%**
- Local **+22%**

– April 2024

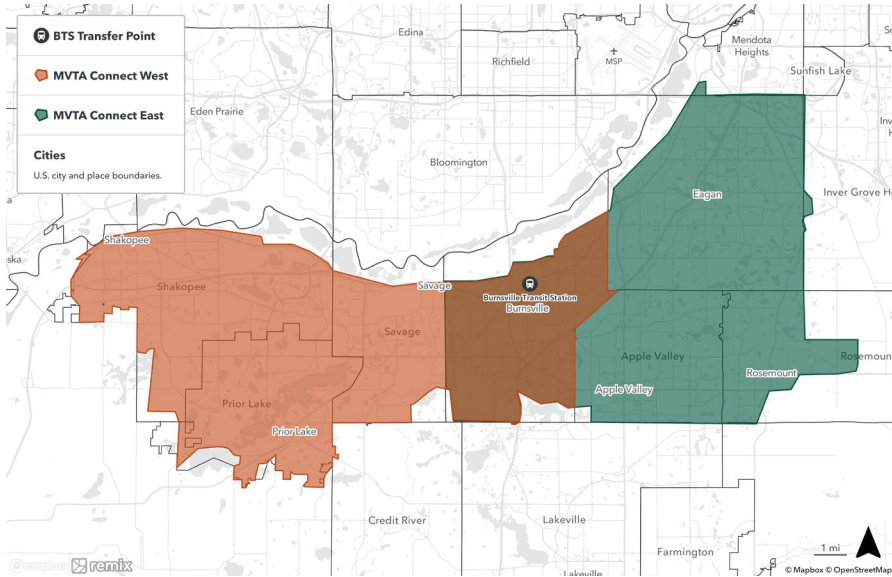
- Systemwide ridership is at **44%** of pre-pandemic levels
- Ridership is up **+12%** from April 2023

– YTD (to April) Comparison

- **+33%** growth on Route 490 since 2023
- **+5%** growth on 493 since 2023

MVTA Connect

Connect Expansion



- Expansion to **Shakopee** and **Prior Lake** area
- Creates a new “Western” and “Eastern” zone
- Standalone Eagan Zone will then become part of Eastern green zone
- Features Burnsville Transit Station as a centralized “hub” for transfers

**Interim solution between these two scenarios including Prior Lake and/or Shakopee actively being pursued with timeline of late 2024/early 2025*

Future of Connect



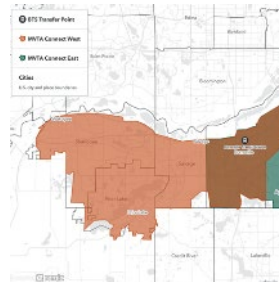
**MSP Airport
Connections**



**Fare Payment
Integration**



**Promo Code
Usage**



**Service Area
Expansion**



**Electric
Vehicles**



**Autonomous
Vehicles**

MVTA Funding

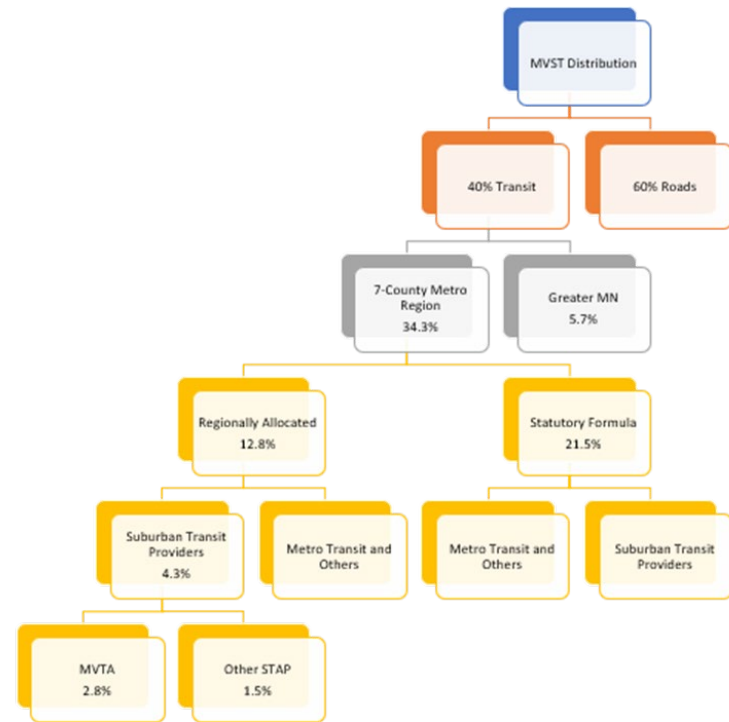
Motor Vehicle Sales Tax

Overview

- Suburbs are locked into a 2001 snapshot of property tax percentage in the current Motor Vehicle Sales Tax (MVST) formula.
- MVST formula doesn't account for growth in suburbs relative to the rest of the region
- MVST being a variable monthly funding source for transit

City Breakdown

YTD MVST Funding					
City	January	February	March	April	Total
Apple Valley	\$ 324,233.73	\$ 279,943.99	\$ 290,882.77	\$ 350,264.34	\$ 1,245,324.83
Burnsville	\$ 547,040.43	\$ 472,315.70	\$ 490,771.37	\$ 590,958.72	\$ 2,101,086.22
Eagan	\$ 619,404.39	\$ 534,794.88	\$ 555,691.92	\$ 669,132.32	\$ 2,379,023.51
Prior Lake	\$ 119,196.98	\$ 102,914.89	\$ 106,936.27	\$ 128,766.52	\$ 457,814.66
Rosemount	\$ 164,994.70	\$ 142,456.73	\$ 148,023.20	\$ 178,241.05	\$ 633,715.68
Savage	\$ 132,208.20	\$ 114,148.80	\$ 118,609.15	\$ 142,822.33	\$ 507,788.47
Shakopee	\$ 166,856.87	\$ 144,064.53	\$ 149,693.83	\$ 180,252.72	\$ 640,867.95



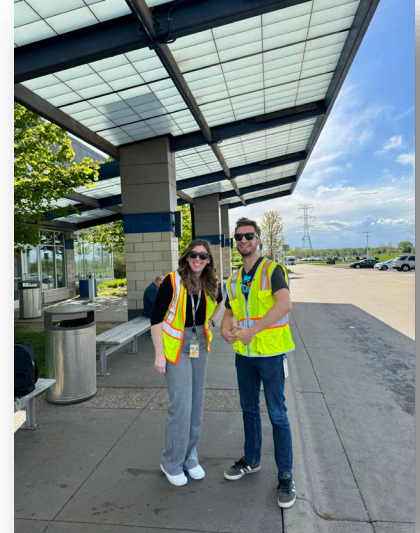
Legislative and Funding Update

- Current discussing equitable allocation of ongoing Sales Tax funding with Met Council
- 2023 Legislature Funding
 - $\frac{3}{4}$ percent Metro Area Sales Tax
 - 83% goes to Met Council for transit and active transportation.
 - 13 required areas to spend money, including micro transit for suburban providers, BRT, and zero-emission bus transition
 - 17% to counties
- Earmarked Spending
 - \$2.3 million to MVTA for vehicle costs
 - \$3.5 million to MVTA for infrastructure and other capital costs

MVTA Partnerships

EN ROUTE CAMPAIGN

- **Objective:** The campaign aims to increase ridership by educating the community about MVTA's diverse and convenient routes, sharing rider stories to build community and humanize the service, and fostering inclusivity by ensuring accessibility for all voices.
 1. Collect 3-5 compelling testimonials each month.
 2. Connect with one business positioned along the route.
 3. Increase social media followers by 15% over the course of the campaign across all platforms.
 4. Submit 2 feedback items to the Planning Team's customer request database per month.
- **Target Audience:** The target audience for the MVTA En Route Campaign is new riders and community members.



Partnerships

Mystic Lake



Route 447

- Bi-hourly service from 6:30am – 10:30pm

Route 495

- 6 trips each direction per day, supplemented by Mystic shuttle for hourly service

Route 4FUN

- Seasonal route running Thurs-Sun, hourly service

Amazon



Route 495

- 5 trips each direction per day, planned around shift times

Canterbury Amphitheatre



- MVTA will continue to monitor development and evaluate how we can best serve this venue

Partnerships

- Working with Metro Mobility to ensure continued ADA service
- Continuing to develop partnerships in the Shakopee area
 - Shakopee High School
 - Omry Apartments
 - Canterbury
 - Shakopee Chamber of Commerce





Questions?