

STRATEGIC AREA LEADERSHIP AND GOVERNANCE

June Board Meeting to Feature Scott County Speakers

The next meeting of the MVTA Board will be Wednesday, June 27 at 4:30 p.m. at the Eagan Bus Garage. The meeting will feature presentations by Scott County Administrator, Dave Unmacht, about the SCALE program; and by Scott County Highway Engineer, Lezlie Vermillion, regarding the status of transit in Scott County.

Strategic Planning Committee to Meet June 14

The Strategic Planning Committee will meet at 1 p.m. on Thursday, June 14 at the Burnsville Transit Station. The meeting will focus on plans in the Leadership & Governance area as well as the Marketing area. The Committee will report to the full Board on June 27.

Finance Committee Meeting in Planning Stages for Early August

The Finance Committee will meet at 9 a.m. on Tuesday, August 7 at the Burnsville Transit Station. The meeting will feature a discussion about the 2007 audit/financial statements, as well as information for the 2008 operating and capital budgets.

STRATEGIC AREA SERVICE PLANNING AND DELIVERY

Preparations Under Way for 2007 MVTA Bus Roadeo

MVTA Operations and Customer Service staff are making preparations for the 4th Annual MVTA Bus Roadeo, which will take place on Saturday, June 23 at Dakota County Technical College. Preparations include organizing the competition and written test, producing signage and decorations, creating buttons, ordering t-shirts, and coordinating volunteer and judge participation.

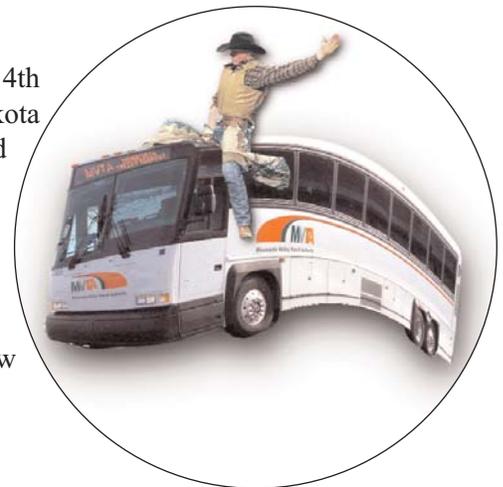
The MVTA Bus Roadeo will take place at the DCTC, Truck Driver Training Building. The Roadeo will begin with a written test for contestants at 8:30am, followed by a driving competition. A picnic and awards presentation will follow the competition at around 12:00pm. Board members and others are invited to attend this fun event.

The top winners from Laidlaw Transit and Schmitt & Sons Transit will compete in the Statewide Roadeo in Willmar in July.

Spring/Summer Construction Season in Full Swing

MVTA Operations staff has been closely monitoring construction projects on Cedar Avenue/TH 77, Highway 149/Dodd Road, Highway 62 (Crosstown), and at the University of Minnesota. Many detours have been written and distributed to the MVTA's providers and posted on the MVTA web-site, to ensure buses operate as efficiently as possible.

MVTA Providers, Schmitt & Sons Transit and Laidlaw Transit, have done an exceptional job navigating detours, watching for riders, and minimizing delays.



MVTA to Survey Apple Valley Riders

In an effort to learn what service options might motivate riders to use the 157th St. Station rather than the severely overcrowded Apple Valley Transit Station, the MVTA will be conducting an on-board survey of late morning peak period riders from Apple Valley. Surveys will be on buses June 14 and June 19. Results will be shared in a future *Update*.

Transit Watch Materials on Buses, in Transit Stations

The RTSWG (Regional Transit Security Working Group) approved funding for *Transit Watch* materials in 2006 and these materials were recently delivered to the MVTA offices. *Transit Watch* is a campaign that promotes secure transit by encouraging riders to report suspicious behavior or items at transit facilities and on buses.



Transit Watch signs are now posted at all MVTA Transit Stations and Park & Ride Lots and brochures are available for riders. In addition, *Transit Watch* bus panels have been installed in many MVTA buses.

The *Transit Watch* campaign complements increased police patrols of MVTA sites, as part of MVTA's ongoing transit security initiatives.

MVTA Offers Opinion Regarding Shoulder Closures on Cedar Avenue

The MVTA has been contacted by MnDOT regarding a potential shoulder closure on Cedar Avenue as excavation and hauling takes place to improve downstream water quality and reduce a nearby pond. Planner Michael Abegg reviewed MVTA schedules to determine the impact of shoulder closures on TH 77 (Cedar Avenue) over the Minnesota River. According to Abegg, the segment of shoulder that is proposed to be closed is used almost continuously by some 66 trips throughout the AM peak period on most days. When combining the costs of additional service required to provide comparable service during the shoulder closure, plus the lost revenue because of riders finding it more attractive to drive, the MVTA determined a negative financial impact of \$125,000 and strongly opposes the shoulder closure. MnDOT has indicated a willingness to work with the MVTA on this project, which is expected to begin Oct. 1 and be generally complete by Dec. 31, 2007.

STRATEGIC AREA IMAGE

MVTA Staff Meet Eagan Residents at Showcase Eagan

At the request of Eagan representative Meg Tilley, MVTA staff participated in Showcase Eagan at the Eagan Civic Arena on May 17. This event featured about 60 community organizations, along with representatives



from all departments at the City of Eagan. There were K-9 demonstrations, as well as fire trucks and other equipment on display. Projections were for about 850 attendees, but more than 1,330 attended. The City is reviewing evaluations and other information to determine if this should be an event every two years, or annually.



MVTA to Participate in Several Summer Parades

The MVTA, at the request of Board members, will be participating in the Dan Patch Days Parade on Sunday, June 24,

and in the Leprechaun Days Parade on Saturday, July 28. If Board members wish to have the MVTA participate in events in their community, please contact Robin Selvig at 952-882-7504 or rselvig@mvta.com.

The MVTA is also scheduled to provide special service to the Dan Patch Days Taste of Savage celebration and evening fireworks show. Buses will operate between Prior Lake High School and Community Park, where events are taking place.

Burnsville Seniors View BTS Solar Garden as part of Eco Tour

Some 25 senior citizens began an “Eco Tour” at the Burnsville Transit Station Solar Garden on Thursday, May 31. MVTA Customer Relations Manager, Robin Selvig, gave a brief presentation about the solar panels and answered questions about the project and other transit-related activities. A factsheet about the solar garden was developed for this group, and is available by contacting Robin Selvig at the MVTA.



MVTA participates in Commuter Fairs

Metro Transit’s three-month *Commuter Challenge* is in progress, in an effort to raise visibility and use of alternative modes of transportation. Two Commuter Fairs were scheduled in the MVTA area: at Thomson West and at the USPS Bulk Mail Facility, both located in Eagan. Word was that the line was up to three deep with people asking questions about bus service as well as car- and vanpools at Thomson West, who has a serious lack of parking and road construction nearby. Staff was less busy at the Postal Service Bulk Mail Center, but the MVTA still hopes to gain a few riders as a result of these events. Customer Service staff member Kristi Sellwood represented the MVTA at both of these Commuter Fairs.

State Fair Planning Continues

MVTA staff are working on plans for the 2007 bus service to the Minnesota State Fair. Materials are beginning to be completed, in time to meet State Fair deadlines for distribution of information. The MVTA will operate a schedule identical to last year, including weekday service from Traveler’s Trail and the Burnsville Transit Station and weekend service (including Labor Day) from the Burnsville and Eagan Transit Stations.

MVTA staff will be meeting with Metro Transit and other staff to determine the specifics of “Hop on. Transit Day,” which will be on Aug. 29. That day, bus fare will be \$3 (down from the regular \$5) and all riders will receive a transfer good for \$2 off their State Fair admission (not good with other discounts). There will be a “green” theme for “Hop On. Transit Day” and there will be short “how to ride the bus” classes onboard Metro Transit’s hybrid bus. There will also be demonstrations of how to load bicycles in the bike racks, and an opportunity to sign up for the “State Fair Challenge” - where visitors sign a pledge to use an alternate mode of transit at least once between Aug. 29 and Sept. 30.

MVTA staff will join SouthWest Transit and Metro Transit staff at the Fairgrounds on that day. The MVTA is also coordinating the flag raising ceremony on the morning of Aug. 29 (representatives from each of the three agencies will participate), and there will be buses in the State Fair parade.

STRATEGIC AREA ASSET MANAGEMENT

Facilities Update

Signal Discussions Continue Regarding 157th St. Station

MVTA Operations and Facilities Managers continue discussions with Dakota County and Apple Valley staff regarding signal and intersection modifications at Pilot Knob Road and 157th Street. Given the anticipated increase in traffic at the

intersection as a result of the development under way by Ryan Companies on the east side of Pilot Knob Road, and the eventual extension of 157th Street west of the transit station, MVTA staff has communicated to the county the importance of a full-access, fully signalized intersection at Pilot Knob Road and 157th Street. Dakota County is studying current and predicted future traffic flow on Pilot Knob to determine the priority of signalization for several intersections, including 157th and 153rd (recently renumbered as 155th by the County). As has MVTA, the City of Apple Valley and developer Ryan Companies have communicated to the County the importance of full access and signalization in the near term at the intersection of Pilot Knob Road and 157th Street.

**STRATEGIC AREA
PERSONNEL**

Executive Director to Meet with Job Classification Consultant

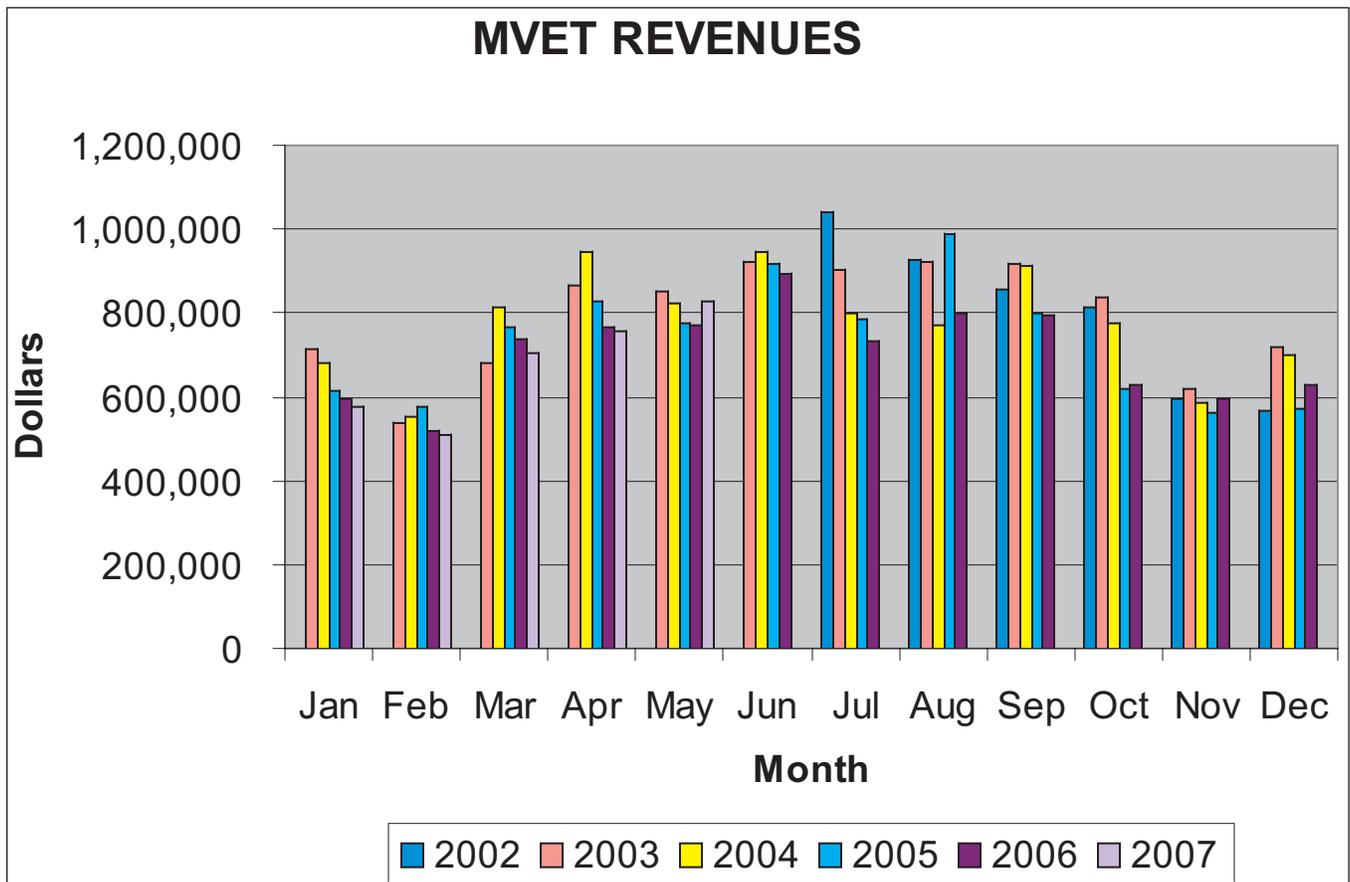
Beverly Miller will be meeting with the MVTA’s Job Classification Consultant, Riley Dettmann and Kelsey during the week of June 18. A report will be forthcoming at a future Board meeting.

**STRATEGIC AREA
FINANCE**

MVTA to Issue Service RFP on June 22

MVTA staff have been working diligently to complete a Request for Proposal (RFP) for the transit service operated by the MVTA. The document is to be released on June 22. Responses will be due in August.

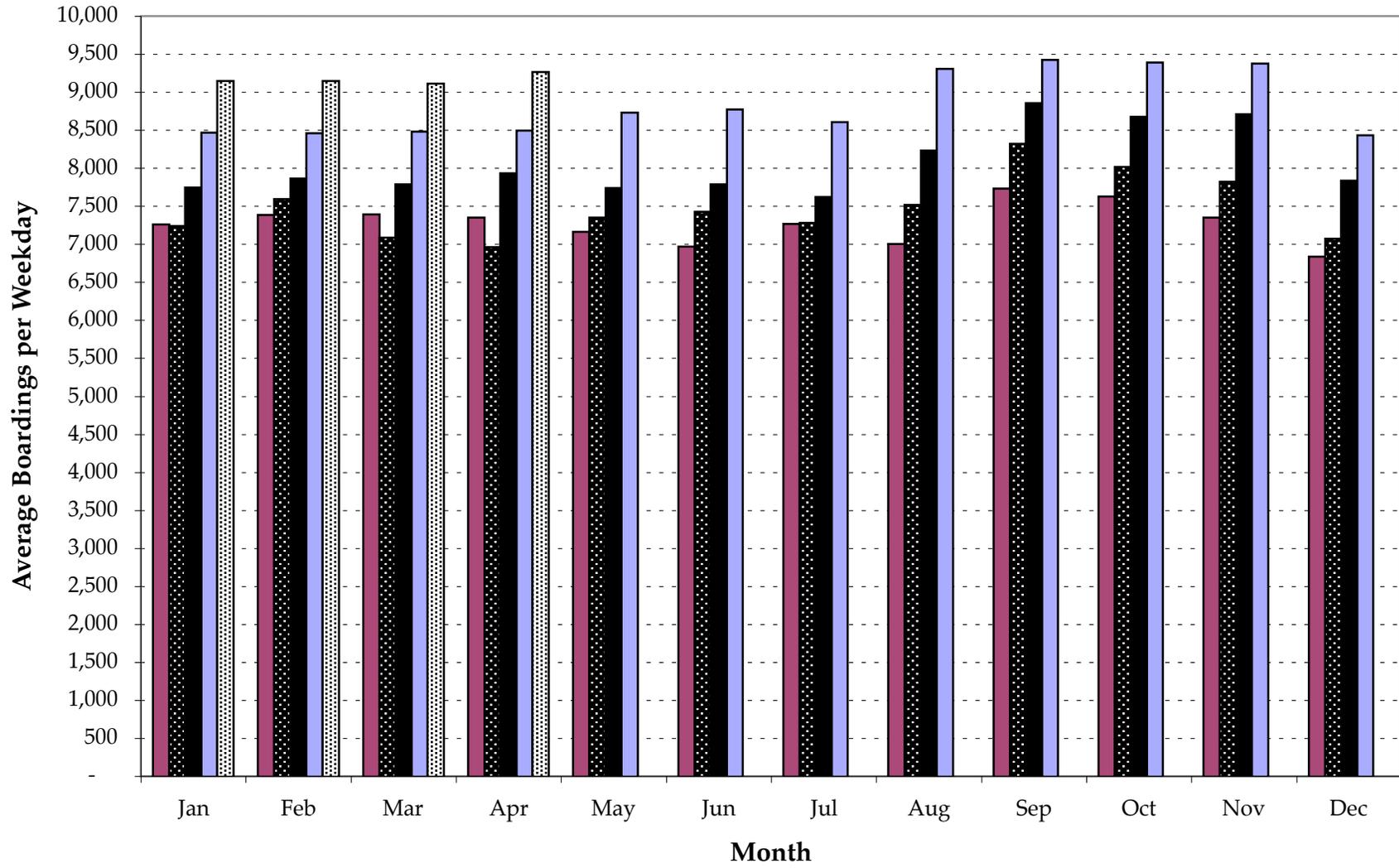
MVST Collections to Date



MVTA Average Weekday Ridership

by month, 2002-2007

2003 2004 2005 2006 2007



MVTA Average Weekend Ridership

by month, 2003-2007
Excludes State Fair ridership

■ 2003 ■ 2004 ■ 2005 ■ 2006 ■ 2007

