

DEFEATING GRIDIRON GRIDLOCK

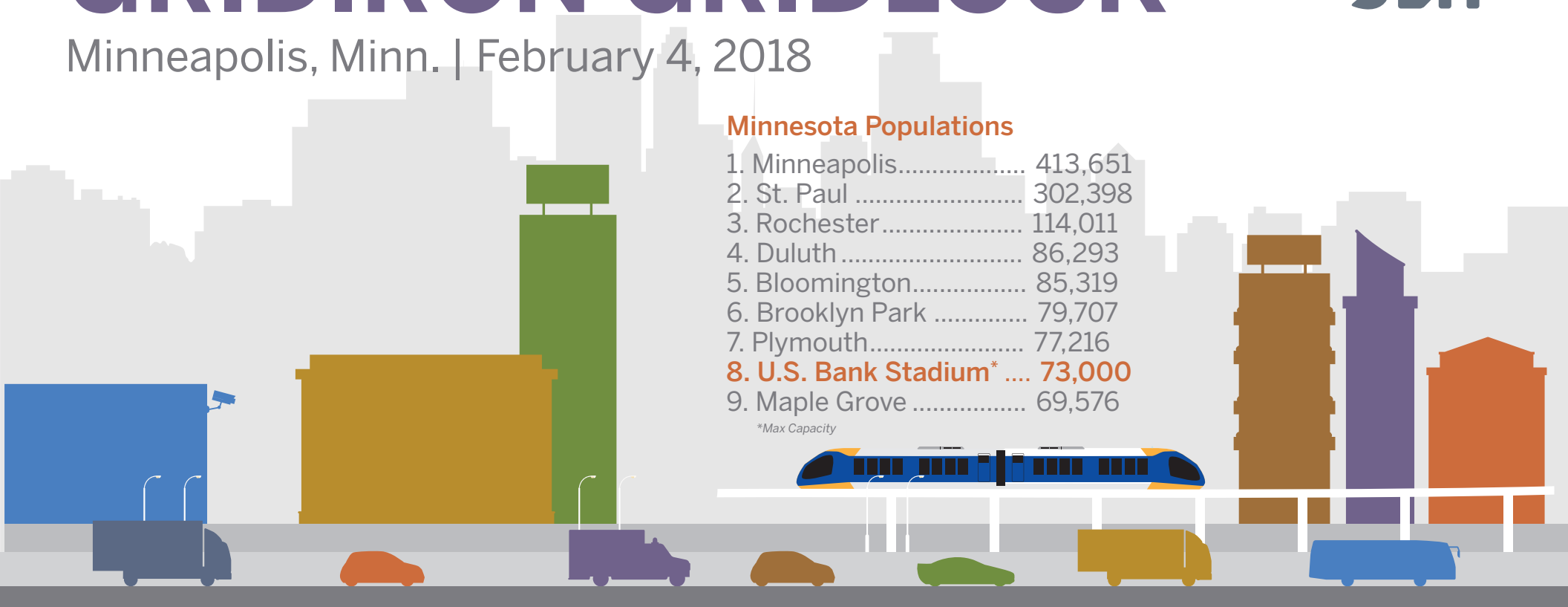


Minneapolis, Minn. | February 4, 2018

Minnesota Populations

1. Minneapolis..... 413,651
2. St. Paul 302,398
3. Rochester..... 114,011
4. Duluth..... 86,293
5. Bloomington..... 85,319
6. Brooklyn Park 79,707
7. Plymouth..... 77,216
8. U.S. Bank Stadium* 73,000
9. Maple Grove 69,576

*Max Capacity



1 MILLION+
festival attendees expected

125,000
from out of state

10,000
Crew 52 volunteers

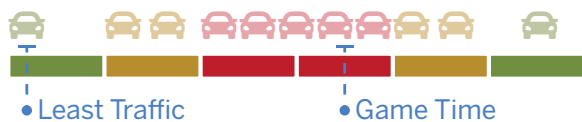
\$400 MILLION
economic impact

Getting to the Game: Avoid headaches by following these tips:



Be Aware of Timing

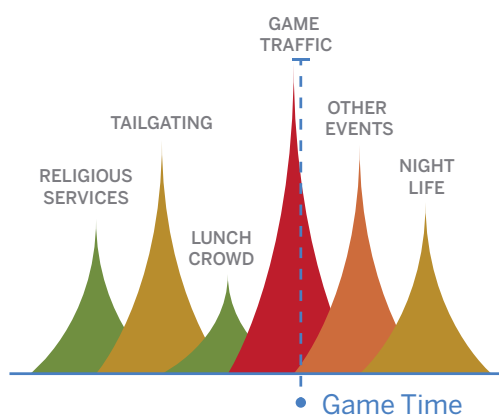
GO EARLY



STAY LATE



BACKGROUND TRAFFIC



Use Alternate Transportation



5 bus styles

PARK & RIDE

15,774 parking spaces



37 stations



7 local transportation businesses



Have an Exit Strategy

PARKING OPTION 1

arrival ease
departure ease

XXXXXX
O

5-minute walk | 30-minute departure



STADIUM

10-minute walk | 10-minute departure

PARKING OPTION 2

XXX
0000 arrival ease
departure ease



Engineering a Better Experience: Traffic Management Plans (TMP)

Traffic engineers strive to enhance your game day experience by reducing gridlock through a 3-part process

One: Gather Data

- Ticket Holder Zip Codes
- Metro Transit Passes
- Traffic Counts

Two: Determine Modal Split

- Personal Transportation
- Public Transportation
- Pedestrians

Three: Determine Route Enhancements

- Signal Timing
- Enhanced Signage
- Rerouting Traffic
- Traffic Control
- Exit/Road Closures