



METRO Gold Line Corridor Management Committee

February 20, 2025

Opening Remarks



Welcome and Introductions

Today's Agenda and Discussion Topics

- Welcome and Introductions – Chair Zelle
- Gold Line Marketing, Communications, Outreach & Guideway Public Education – Liz Jones
- Updates on Opening Week Activities – Liz Jones
- Remaining 2025 Gold Line Activities – Alicia Vap & Steve Barrett
- Safety & Security Discussions–Interim Police Chief Joe Dotseth
- Adjourn



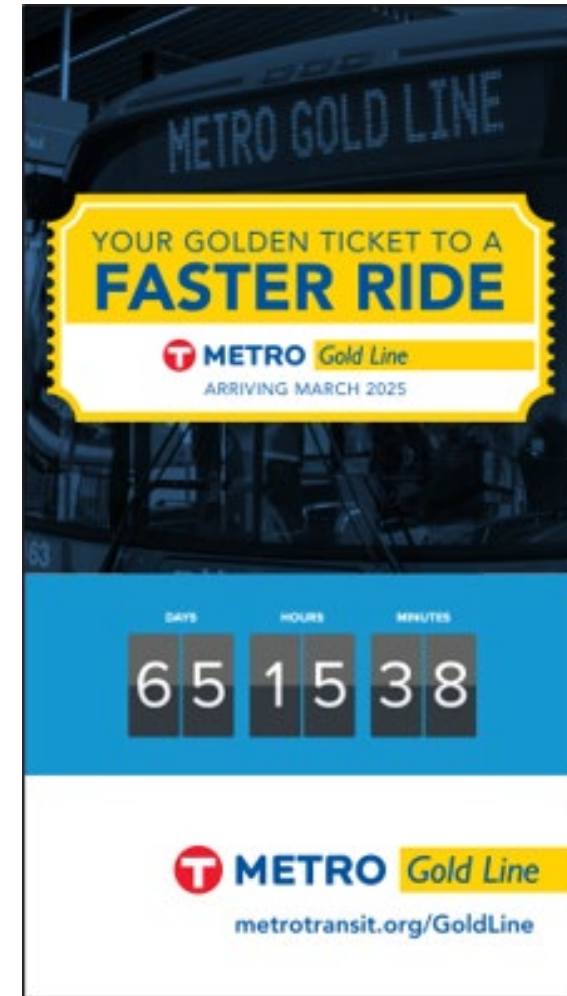
Gold Line

Gold Line Marketing, Communications, Outreach & Guideway Public Education

Liz Jones | Outreach & Engagement Lead

Opening Marketing, Communications, and Outreach

- Website landing page with countdown
- Gold Line, Metro Transit, and Met Council social media
- Online newsletter, email updates and invitations
- Pop ups and community events
- Agency and community partnerships
- Corridor-wide mailer invitation
- Flyering at businesses and transit stops
- Digital, print, and social ads
- Social media toolkit for agency partners
- Media pitches, news release, media tour on 3/18



Advertising: Pre-Launch & Post-Launch Campaigns



Pre-Launch: March 1 – 21, 2025



Post-Launch: Mar. 22 – Apr. 10, 2025

Outreach Materials – Safety Images

Gold Line Bus Guideway: Dos and Don'ts



Do ✓



Don't ✗



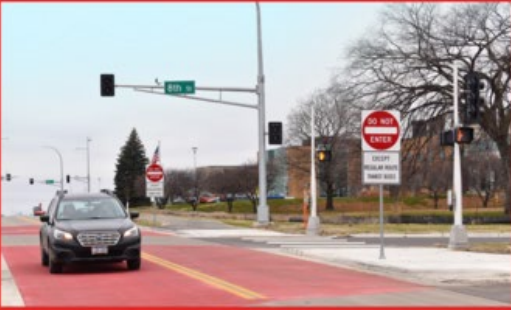
Guideway

Dos and Don'ts

Do ✓



Don't ✗



Gold Line Bus Guideway: Dos and Don'ts



Do ✓

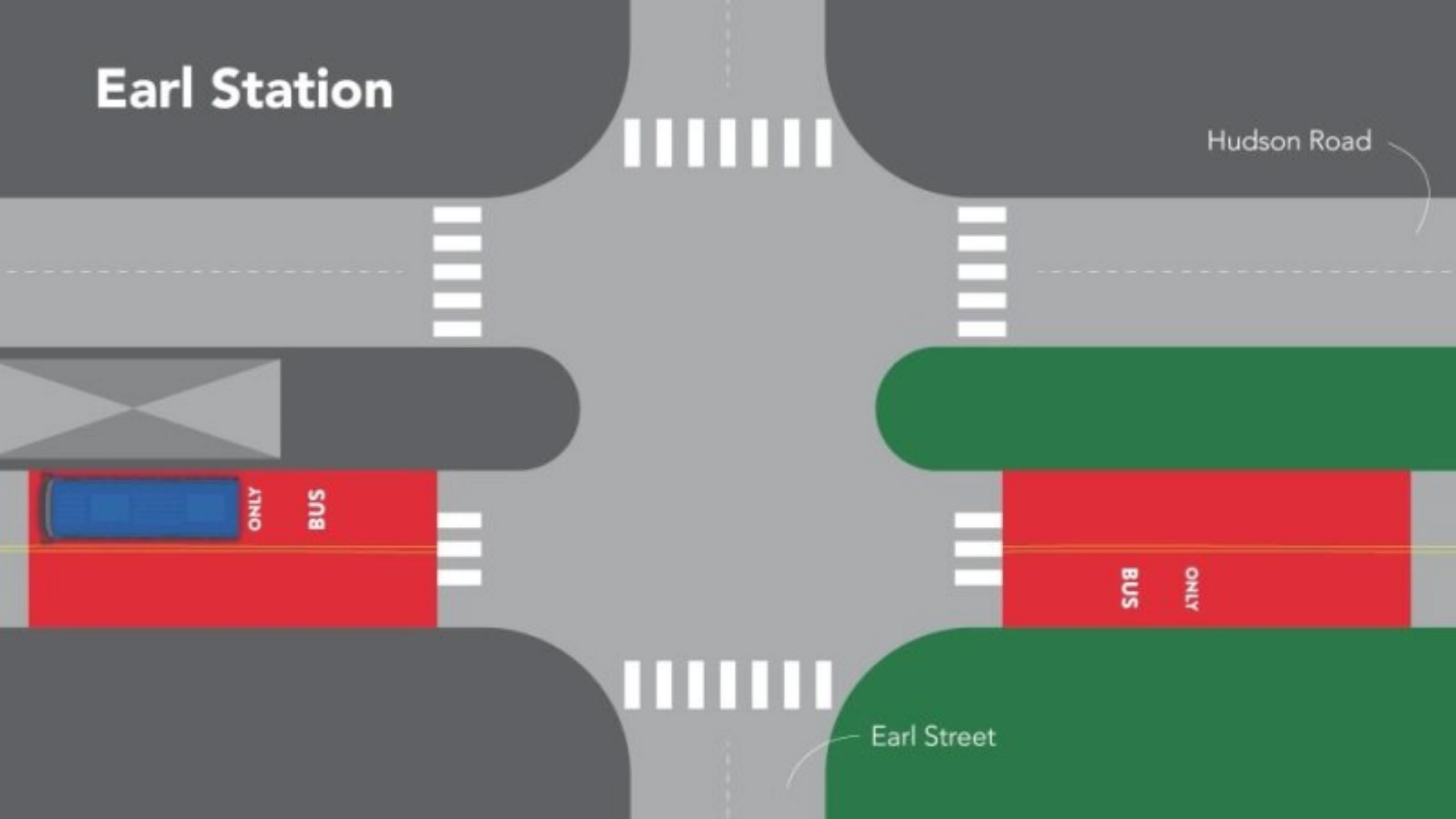


Don't ✗



Earl Station

Hudson Road



Earl Street

ONLY

BUS

BUS

ONLY

Outreach Materials Examples – New Fact Sheet



METRO Gold Line

A new transit line that connects the east metro.

METRO Gold Line is a 10-mile route between St. Paul and Woodbury with bus-only lanes generally north of and near I-94.

- Gold Line will provide frequent, all-day service in both directions through 16 stations with enhanced features, four Park & Rides, and connections to new upgraded trails and sidewalks.
- Gold Line will be Minnesota's first bus rapid transit (BRT) line that operates primarily within bus-only lanes.
- Gold Line will operate between 5:00 am and midnight, seven days a week with service every 10 minutes on weekdays during peak and midday times, and every 15 minutes on weekends during peak and midday times.

Opening soon!

Service for Gold Line BRT will begin on March 22, 2025. METRO Gold Line will operate on a long-term detour due to the Kellogg/3rd St. bridge reconstruction project, using 7th St. in downtown St. Paul instead of Kellogg Blvd. Union Depot & Sibley/Wacouta Stations will not be served by the Gold Line during this detour but will be used by the METRO B Line once it opens in June 2025.



Bus Guideway Safety:

The Gold Line BRT guideway is reserved exclusively for buses, to allow bus service to run quickly from one station to the next. Follow these reminders to safely interact with the new bus guideway.

Drivers Safety ▶ Drivers should never enter red lanes, as they are entrances for the bus guideway, and other motorists using the guideway will disrupt service. Motorists may also notice new bar signals (also known as transit signals) along the service route. These white vertical and horizontal signals indicate to bus drivers to either stop or continue through an intersection and help safely manage local traffic and bus operations travel where they intersect.

Bike Safety ▶ Remember to ride on the designated bike trails, not the bus guideway. The guideway is exclusively for Gold Line BRT. As part of this project, a new shared trail has been built along the Gold Line BRT route, from Woodbury to Sun Ray Station in St. Paul.

Pedestrian Safety ▶ Remember to use the sidewalks and new shared trails along the route to ensure your safety while walking or rolling to and from the stations. When crossing the bus guideway, use designated crosswalks.

Do ✓

Don't ✗

Do ✓

Don't ✗

Do ✓

Don't ✗

STAY INFORMED

Sign up for email updates:
metrotransit.org/gold-line
 Email us: goldline@metrotransit.org
 Call us: 651-602-1955

Follow us:
 @GoldLineBRT
 @MetroTransitMN



Website:
metrotransit.org/gold-line-construction

If you need this information in an alternative format or language, contact:

- Si necesita esta información en un formato o idioma alternativo, póngase en contacto con:
 - Yog koj xaw tau cov lus no txhais uas lus hmoob lossis xaw tau ib tus neeg pab txhais cov lus no rau koj, tiv tauj:
 - Haddii aad doonayo in aad macluumaadkan ku hesho siyaabo kale ama afaf kale, la xiriir:
 - 494-222-2222 494-222-2222 494-222-2222 494-222-2222 494-222-2222 494-222-2222 494-222-2222 494-222-2222 494-222-2222 494-222-2222
- Gold Line Project Office | 651-602-1955 • goldline@metrotransit.org



January 2025



Outreach Materials Examples – Jan. Newsletter

- January 2025 Gold Line Newsletter/Project Update

– [METRO Gold Line: Service Begins March 22nd](#)

Service begins March 22

Service for Gold Line BRT will begin on March 22, 2025. Metro Transit is excited to introduce this new route to the east Metro. Upon opening, METRO Gold Line will operate on a long-term detour due to the Kellogg/3rd Street bridge project. Union Depot & Sibley/Wacouta Station will be closed during the long-term detour. See the map below for the routing details and stay tuned for more updates related to opening day activities.

Downtown St. Paul
Kellogg/3rd Street Bridge Detour

YOUR GOLDEN TICKET TO A FASTER RIDE

METRO Gold Line
ARRIVING MARCH 2025

Check out a video of Gold Line 2024 construction wrap-up:

Construction this winter

Fencing and signage are being installed throughout the project corridor over the winter. Construction crews will continue working over the winter on station platforms and remaining construction items. Metro Transit will turn on and test station amenities over the winter. Remaining landscaping work will occur in spring 2025.

Guideway Safety

With the project almost complete, your neighborhood and daily routes may look a little different. To help the public understand how to safely interact with the newly constructed bus guideway, the project team has put together the following reminders:

Bike Safety

Please remember to ride on the designated bike trails, not the bus guideway. The guideway is exclusively for Gold Line BRT. As part of this project, a new shared trail has been built along the Gold Line BRT route, from Woodbury to Sun Ray Station in St. Paul.

Gold Line Bus Guideway: Dos and Don'ts

Do ✓

Don't ✗

Tamarack Station

The Tamarack Station is the final METRO Gold Line station in Woodbury. The station is located on Bielenberg Drive near Tamarack Road, and is near a mix of hotels, bars, restaurants, and shopping areas. Additionally, there are a number of healthcare and dental care options in the area.

Helmo Avenue Station

The Helmo Station is located on the northern side of I-94, just past the new Bielenberg Helmo bridge, constructed exclusively for this project. The station is located near a variety of workplaces and shopping options.

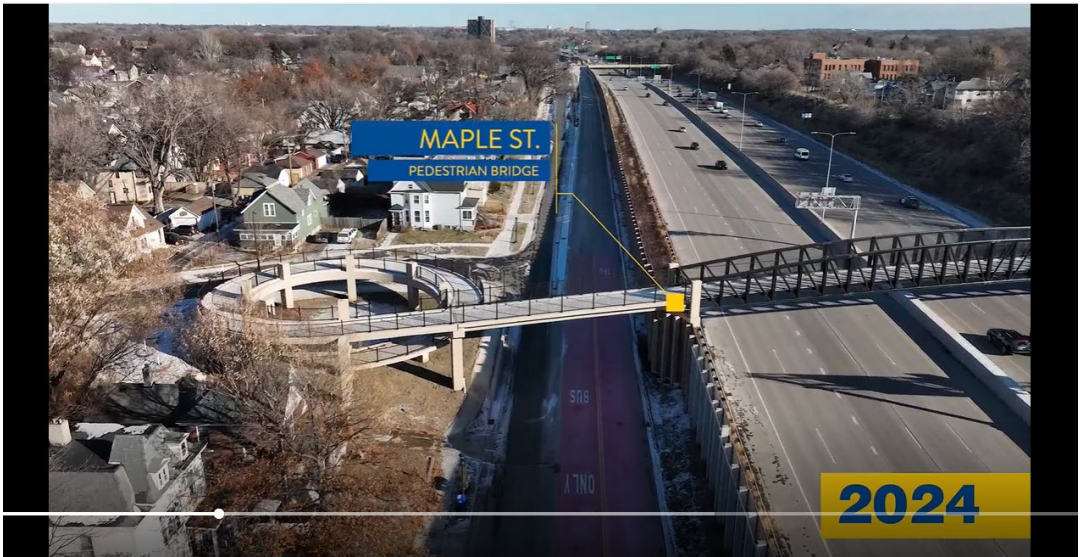
Greenway Station

The Greenway Station will provide riders with connections to retail businesses, medical facilities, fitness

Outreach Materials Examples – Drone video

- New video almost complete!
- Link to 2022 video:

[Metro Transit: METRO Gold Line - Route Overview - YouTube](#)





Updates on Opening Week Activities

Liz Jones | Outreach & Engagement Lead

Polymaker Tour and Reception on 3/21

- Inaugural Gold Line tour on Gold Line bus
 - Bus leaves Union Depot bus deck at 2pm
 - Estimated arrival back to Union Depot by 3:30pm
- City mayors or councilmembers will be invited to speak during the tour
- Reception at Union Depot Red Cap Room with appetizers and refreshments
 - Reception to begin at 4pm and go until 5:30/6pm
 - Room and refreshments sponsored by the counties
 - Remarks by each county
 - Remarks by Metro Transit General Manager Lesley Kandaras



Grand Opening Ribbon Cutting Ceremony on 3/22



- Takes place in Woodbury at the Woodlane Drive Park & Ride
- Program with remarks to begin at 10am
- Ribbon-cutting with giant scissors
- Photo ops and media coverage
- VIP bus ride from Woodlane to Sun Ray Park & Ride

Opening Day Events: Grand Opening Community Celebrations on March 22

- Two concurrent celebrations
 - Sun Ray Park & Ride, Saint Paul
 - Woodlane Dr. Park & Ride, Woodbury
- DJ/Emcee entertainment
- Local BIPOC corridor artist commemorative artwork poster
- Food trucks
- Metro Transit Mascot – Skip Traffic
- St. Paul Saints Mascot – Mudonna
- Community tables/booths
- Games, activities, and swag giveaways
- Photo ops with bus foam core cutouts
- Free rides sponsored by Ramsey and Washington Counties through 3/28





Remaining 2025 Gold Line Activities

Alicia Vap & Steve Barrett | Project Director & Construction Manager

Remaining 2025 Gold Line Activities

- Civil Construction Status:
 - Punch list work, Helmo Park & Ride completion (MCES contract)
- Landscaping
 - Remaining landscaping work, watering/maintenance of landscaping
- Woodlane Park & Ride Status
 - Punch list work
- Battery Electric Bus Roll Out
 - Installation of electric bus chargers
 - Electric buses starting service in August



Safety & Security Discussions

Joe Dotseth | Interim Police Chief

Safety & Security Discussions

- Gold Line Law Enforcement Work Group
 - Workgroup continues to meet and will meet past opening
 - Emergency response (dispatching)
 - Data sharing
 - Investigative responsibilities
 - Collaboration efforts
- Staffing Plan
 - Patrol Operations/Transit Response Unit/Focused Enforcement Details
 - Community Service Officers
 - Homeless Action Team
 - Real Time Information Center

Adjourn

- Thanks to you all for your years of support!