



*BlueXpress Press is the newsletter of the BlueXpress Transit Line,
Your commuter connection from Scott County to Downtown Minneapolis.*

Survey Results

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Thanks to all who took the time to fill out the BlueXpress rider survey. We received 117 responses to the 24 questions asked on everything from demographics to opinions on the existing service to improvements to service and the park and ride.

Here's the good news: 97% of the respondents rated the overall service as either excellent or good! The bus drivers also received very high marks in both safety and customer service.

We learned a lot about our riders. For example, 92% are between the ages of 25 and 60, 63% are women, and 63% have household incomes greater than \$80,000 per year. This tells us the vast majority of our riders choose to ride the bus rather than use other transportation alternatives. It also provides some insights on the needs of our riders and how we should operate our service.

We wanted to know what improvements we could make to our service. Here are some of your suggestions:

- Add another bus run between 6:00 and 8:00 in the morning and between 3:20 and 5:50 in the afternoon.
- Provide more opportunities for riders to catch a bus in the late morning, the early afternoon and later in the evening.
- Provide additional amenities at the transit station, including more shelters, covered parking, restrooms and telephones.
- Provide better marking for rider queues so lines are not forming in the bus lane.
- Implement a quiet zone or a no cell phone zone during the bus ride.

We will continue to review the results and make changes when we can. We will keep you posted through the *BlueXpress Press*.

*For more information on
the BlueXpress Bus
service, visit
www.bluepressbus.com
or call 952-496-8800
between 8 a.m. and 4
p.m., Monday through
Friday.*

*Sign up to receive the
"BlueXpress Press"
E-newsletter at:
www.bluepressbus.com*

You can see more detailed results at www.bluepressbus.com.

Downtown Construction

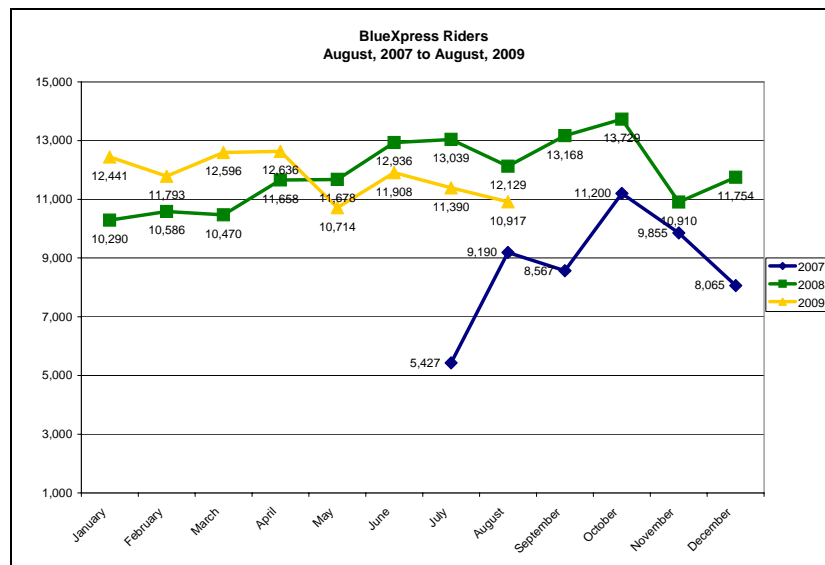
The MARQ2 project is nearly complete! Service along Marquette and 2nd is scheduled to begin on December 14, 2009. The new bus lanes, sidewalks and transit shelters will mean new boarding locations and new exiting locations. The new arrangement may also impact departure times for outbound buses. This information will be available in November. We will keep you posted!

Fall Community Fest

Mark your calendars for the Fall Community Fest at Prior Lake High School on Monday, September 21, 2009, from 6:00 PM to 8:30 PM. Stop by the BlueXpress booth for information and some free goodies!

Rider Numbers

You may have noticed a little less crowding on the bus lately. The dramatic increase in riders on the BlueXpress began to slow in early 2009, and in May, 2009, those numbers began to drop below the 2008 levels. This is a trend seen by most express services, and is believed to be a result of the loss of jobs in downtown Minneapolis. The chart below illustrates rider trends. From January through August, 2009, there were 94,395 riders on BlueXpress.



The average household spends 18 cents of every dollar on transportation, and 94% of this goes to buying, maintaining, and operating cars, the largest expenditure after housing. Households that are likely to use public transportation on a given day save over \$8,400 every year.