

Downtown Bus Fare Zone Expansion

Concept: Expand the downtown 50 cent bus fare zone 3 stops further south on Nicollet Avenue, and 3 stops further south on Hennepin Avenue

Benefits:

- **The addition of a downtown service for a compact downtown neighborhood. Note: The entire Loring neighborhood is within the area recognized by the City of Minneapolis as being part of Downtown.**
- **Increased revenue for Metro Transit**
Logic: The choice for downtown residents in the Loring neighborhood is often either; walking three to twenty blocks to a downtown location; paying \$1.25 to go the same distance on a bus; or hopping in a car to go Uptown or to "the mall".
A lower fair (\$0.50) will make buses a more viable option, and so will increase ridership while using existing routes and schedules.
- **Greater use of downtown businesses and cultural venues by downtown residents**
- **Greater accessibility for downtown workers and visitors to Eat Street, the Walker Art Center, Loring Park, and the cathedrals of Hennepin Avenue**
- **Less need for car use - along with other steps this will lead to fewer cars driven, owned, and parked on our streets.**

