

## **INAUGURAL SEASON WAS A TESTAMENT TO COLLABORATION AND SOUND PLANNING**

Transit Ridership exceeded expectations – nearly 25% of the regular season’s 3.2 million fans used some type of mass transit to travel to and from the ballpark – and game days were notable for the lack of congestion and the smooth movement of people, trains, buses, cars and bikes around Target Field. The ballpark’s success story is one of seamless integration of a major new sports facility into an historic urban district amid a complex grid of city streets, and of the efficient accommodation of more than 250 daily trains, 1,900 daily connections, access to a bike trail, and the arrival of up to 40,000 fans on game day.

Planning for this success was a lengthy and collaborative process. Starting in 2007, the MBA, the Twins, Hennepin County, Metro Transit, the City of Minneapolis, the Minnesota Department of Transportation, along with neighborhood business associations formed a working committee to develop a Traffic Management Plan for the new ballpark.

In September 2009, the Minneapolis Department of Public Works formed the event Management Committee to manage traffic and pedestrians around Target Field and other major downtown venues and events. In early 2010, as Opening Day approached, the Minnesota Twins, the MBA and project partners developed and launched [www.destinationtargetfield.com](http://www.destinationtargetfield.com), a comprehensive information campaign designed to help fans find the best route and transit mode to fit their desired ballpark experience. Through print materials and the interactive website, the initiative provided fans with all the information they needed to walk, bike, ride the bus or train, or drive their cars to the game.

In May 2010, the MBA formally recognized and thanked a dozen public and private partners for their collective work to plan for and implement efficient traffic management on game days. The Minnesota Department of Transportation received the 2010 America’s Transportation Award for Innovative Management from the American Association of State Highway and Transportation Officials for successful transportation planning and design that achieved safety, accessibility, and positive local economic impact.