



 Your Blue Ribbon  
State Fair Tradition

# State Fair 2015

## Aug. 27 – Sept. 7

Presented By

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and

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## 2014 in Review

- 14.6% Market Share
- 531,653 Rides
- 2015 Goal is 3% increase



# Overview of 2015 Service

- Express Sites (21 locations)
- Regular Route Service
  - Routes 3 and 84
  - Route 960
- State Fair Transit Hub



# Overview of 2015 Service

- Fares
  - \$5 Round Trip
  - Bus Bargain Tickets
  - Northstar

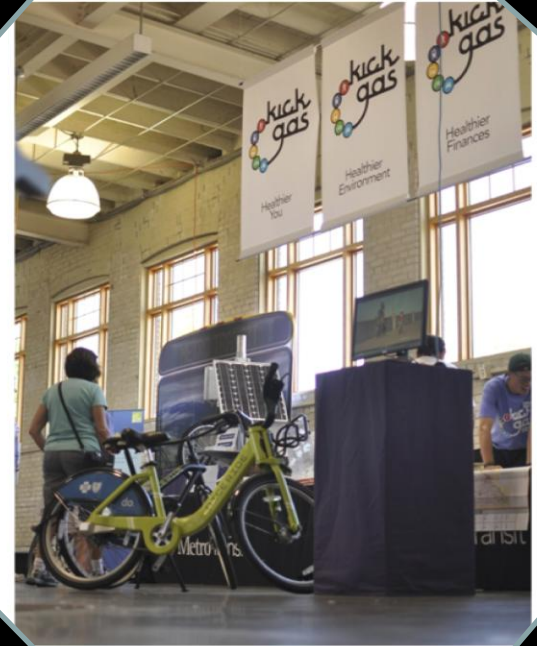


# Reaching Out At the Fair

- Grand Stand



- Eco Experience



## Overview of 2015 Marketing

- State Fair Brochure
- Skyway Ad Panels
- Direct Mail
- Sidewalk Clings
- Online ads
- Transit Fleet Advertising
- Print



# Online Ads

The collage illustrates various online advertising placements. On the left, a cow's head is shown with a red 'T' logo on its forehead. Below it, a hand holds a corn dog with a red 'T' logo on its side. The central part of the collage is a screenshot of a Pandora music player interface. The browser tabs at the top include 'DoubleClick for Pul...', 'DoubleClick for Pul...', 'Slingshot! Seller Sur...', 'Slingshot! Order De...', 'Slingshot! Order De...', 'Pandora Internet', and 'Slingshot! Order De...'. The Pandora player shows 'Joey McIntyre Radio' with a progress bar at 0:05. Below the player is a list of radio stations, including 'Shuffle', 'Paramore Radio', 'Jock Jams Radio', 'Bachelorette Party R...', 'Grill out. Jam on.', 'The Avett Brothers R...', 'Joey McIntyre Radio', 'Saucony Runner's Hi...', 'Pride Party Radio', 'W Hotels Wet Deck Mix\*', 'Melissa Etheridge R...', 'Hawaiian Radio', 'Ricky Martin Radio', 'PG Comedy Radio', 'Disney (Children's) R...', 'Workout Radio', 'Edwin McCain Radio', 'Classical Christmas ...', 'Elmo (Children's) Ra...', 'Michael W. Smith Radio', and 'Showtunes Radio'. A 'GIVE THE GIFT OF MUSIC' banner is visible at the bottom of the station list. A white notification box in the center of the player says 'Your music will be right back...' with a 'Why Ads?' button. On the right side of the collage, there are two yellow panels. The top panel features the Metro Transit logo and the text 'ns.' and 'T Metro Transit'. The bottom panel shows a woman sitting on a yellow surface with a large red 'T' logo on it, and the Metro Transit logo at the bottom.

# Transit Advertising





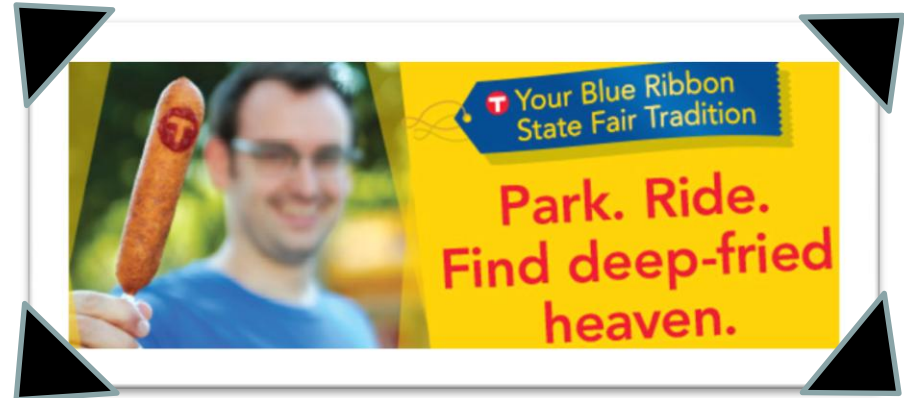
# Number of Buses

## Weekdays

	AM	PM	Artics
<b>Total</b>	<b>64</b>	<b>62</b>	<b>41</b>

## Weekends/Holiday

	AM	PM	Artics
<b>Total</b>	<b>74</b>	<b>74</b>	<b>54</b>



## Support Staff

- Metro Transit Staff

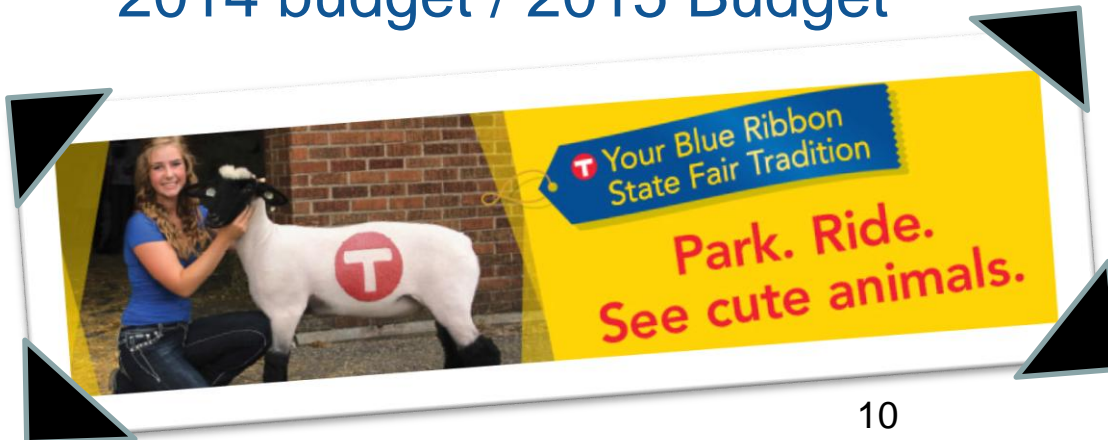
Total Estimated Hours = 3,184

- Bus Operators

Total Estimated Hours = 11,363

- Express service costs are covered by collected revenues. No subsidy is required.

- 2014 budget / 2015 Budget





# Questions?