



State Fair 2015

Aug. 27 – Sept. 7

Presented By

Greg Tuveson, Assistant Manager, Street Operations

and

Kelci Stones, Senior Market Development Specialist

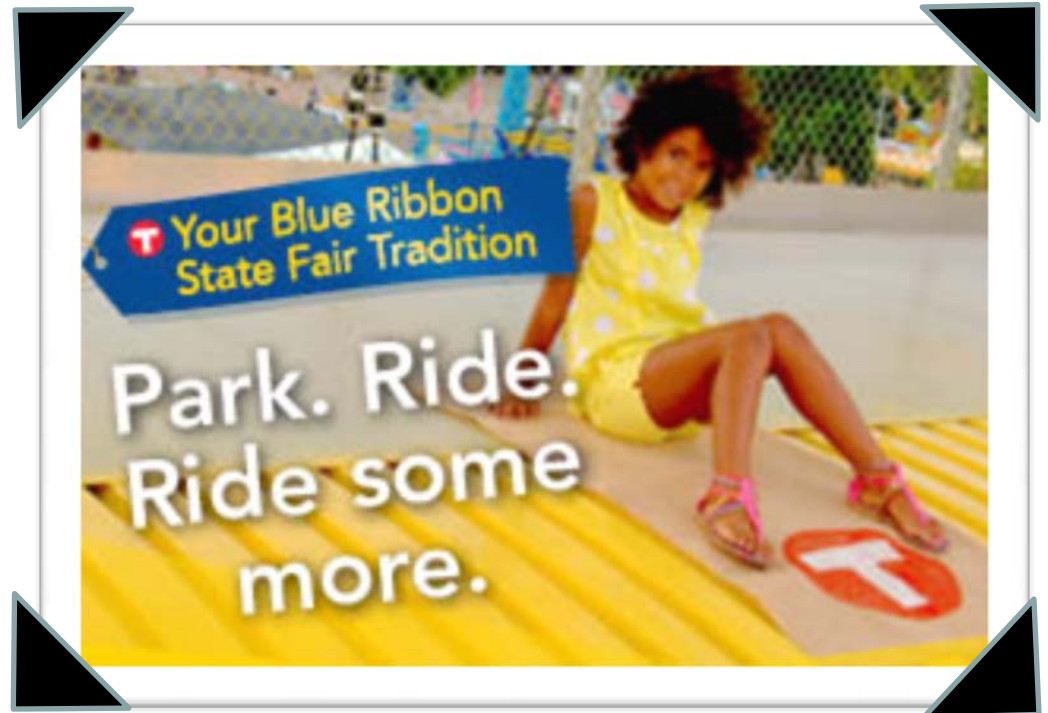
2014 in Review

- 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 State Fair Family Pass

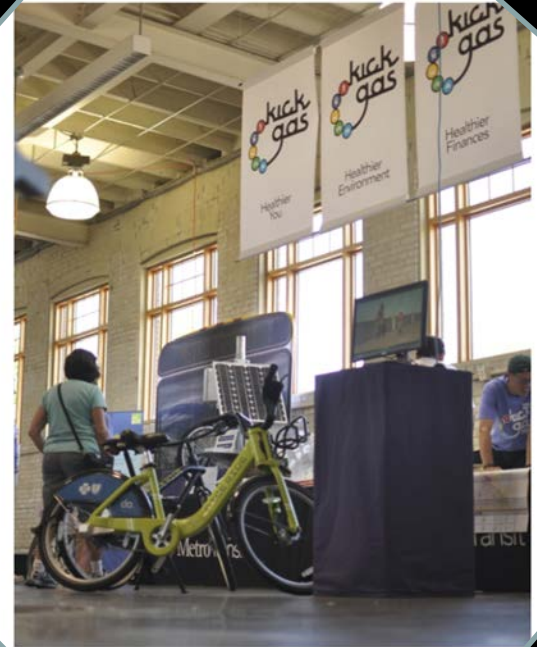


Reaching Out At the Fair

- Metro Transit at the Grandstand

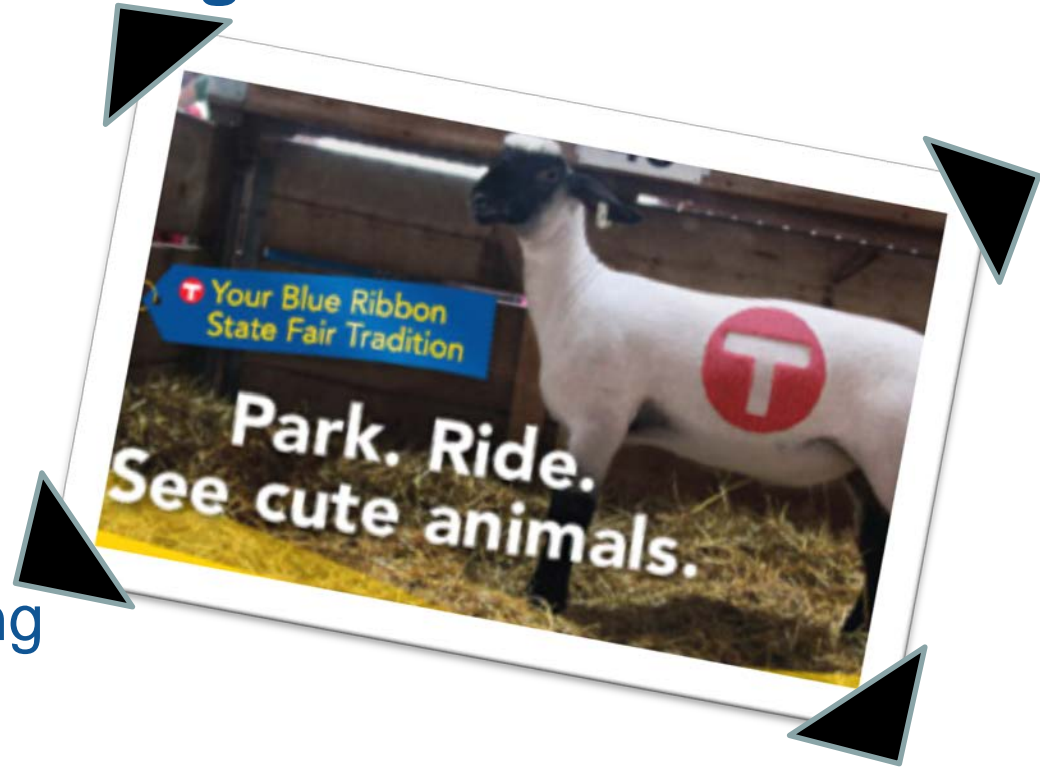


- Kick Gas at the Eco Experience



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 forehead features a red 'T' logo, and a corn dog is branded with the same logo. The central screenshot shows a Pandora music player interface with two Metro Transit advertisements: one for 'Park. Ride. See cute animals.' and another for 'Your Blue Ribbon State Fair Tradition'. On the right, a woman is sitting on a yellow mat with a large red 'T' logo, with the Metro Transit logo and name visible in the background.

Transit Advertising



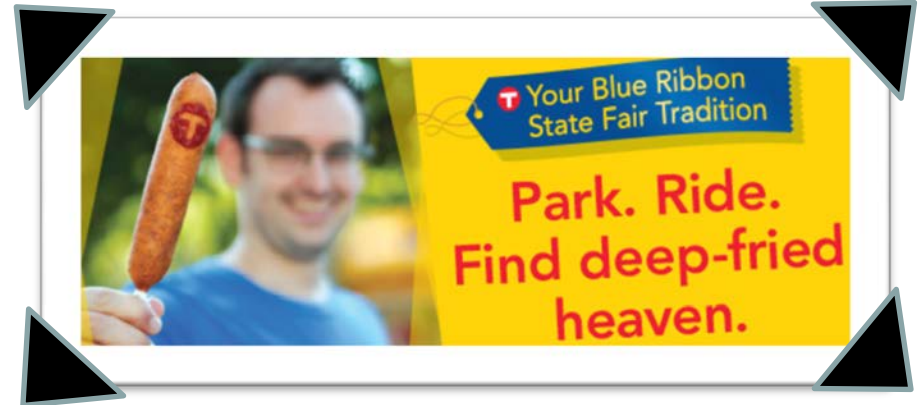
Number of Buses

Weekdays

	AM	PM	Artics
Total	64	62	41

Weekends/Holiday

	AM	PM	Artics
Total	74	74	54



Support Staff

- Metro Transit Staff

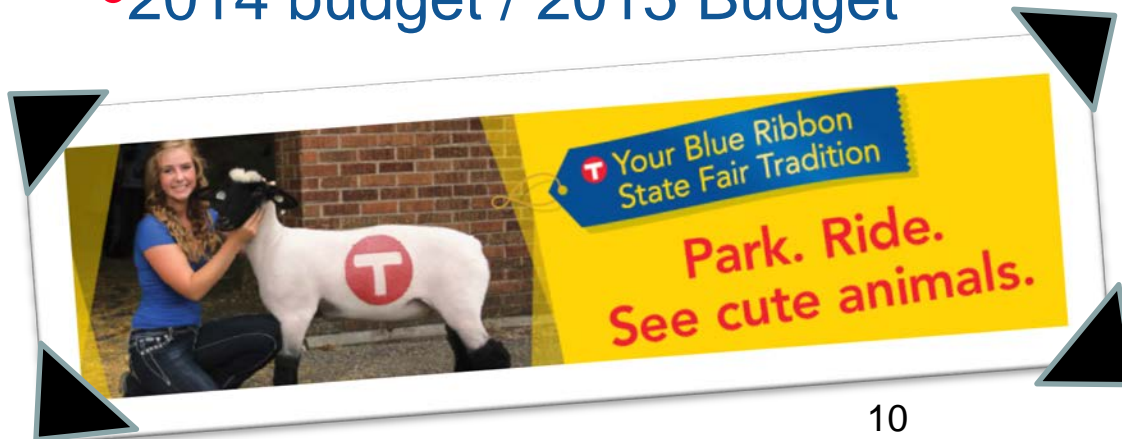
Total Estimated Hours = 3,184

- Bus Operators

Total Estimated Hours = 11,363

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

- 2014 budget / 2015 Budget





Questions?