



 Your Blue Ribbon
State Fair Tradition

State Fair 2016

Aug. 25 – Sept. 5

Presented By

Greg Tuveson, Asst. Manager, Street Operations

and

Adam Mehl, Market Development Specialist

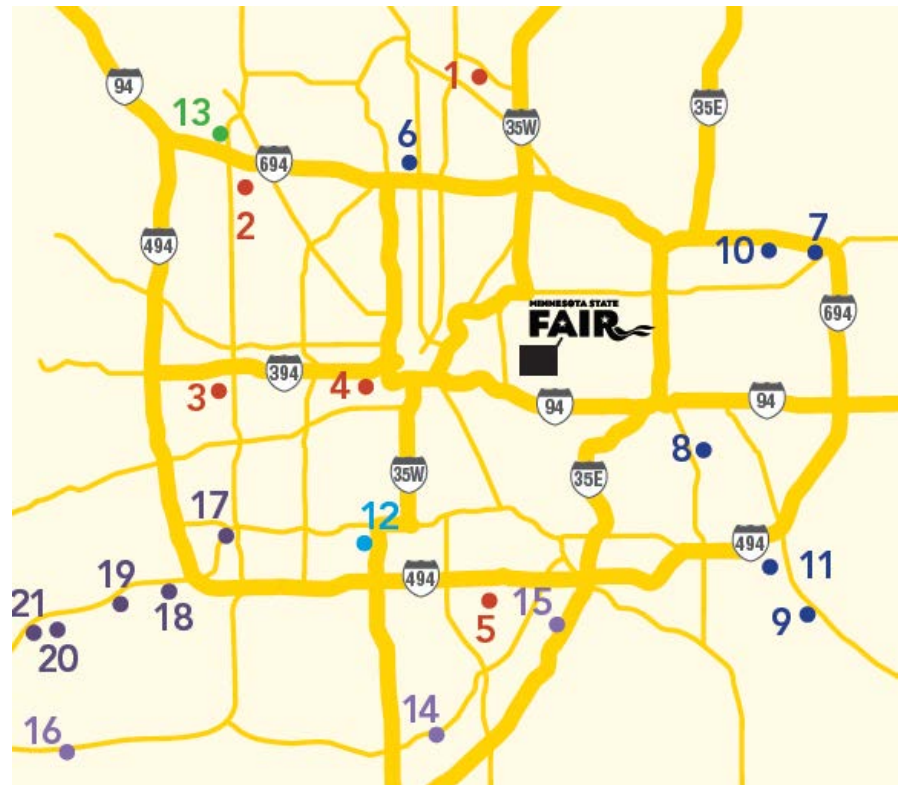
2014 in Review

- 16.2% Market Share
- 575,348 Rides
- 2016 Goal is 3% increase



Overview of 2016 Service

- Express Sites (21 locations)
- New sites/Site Changes
 - Bottineau Blvd & 63rd Ave Park & Ride
 - Newport Transit Center
 - Dunwoody/Parade Stadium
- Regular Route Service
 - A Line
 - Routes 3 and 84
 - Route 960
- State Fair Transit Hub



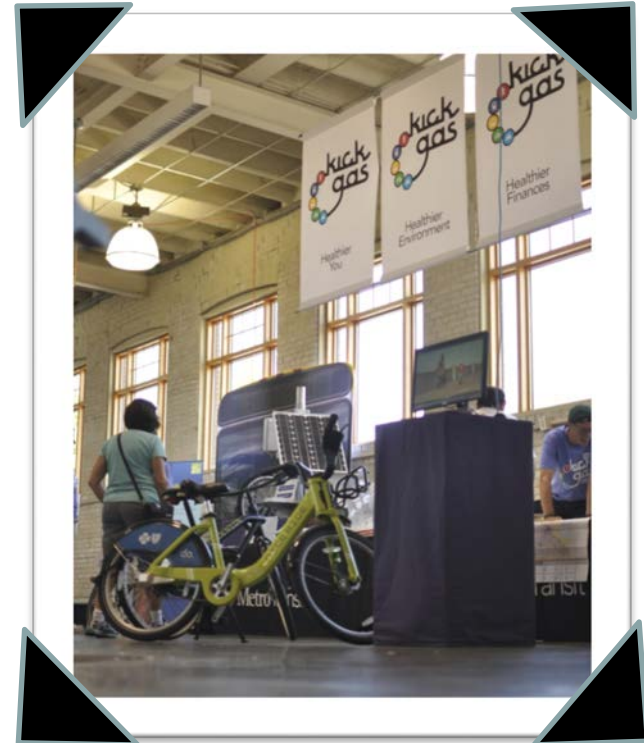
Overview of 2016 Service

- Fares
 - \$5 Round Trip
 - Bus Bargain Tickets
 - MVTA Service



Reaching Out At the Fair

- Grand Stand
- Eco Experience/Kick Gas



Overview of 2016 Marketing

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



Online Ads

The collage features several elements: a cow with a 'T' logo on its forehead, a corn dog with a 'T' logo, a screenshot of a Pandora music player interface with a 'T' logo on the cow in the background, and a woman sitting on a yellow blanket with a 'T' logo on it. The text 'Metro Transit' is visible in the bottom right of the collage.

Transit Advertising



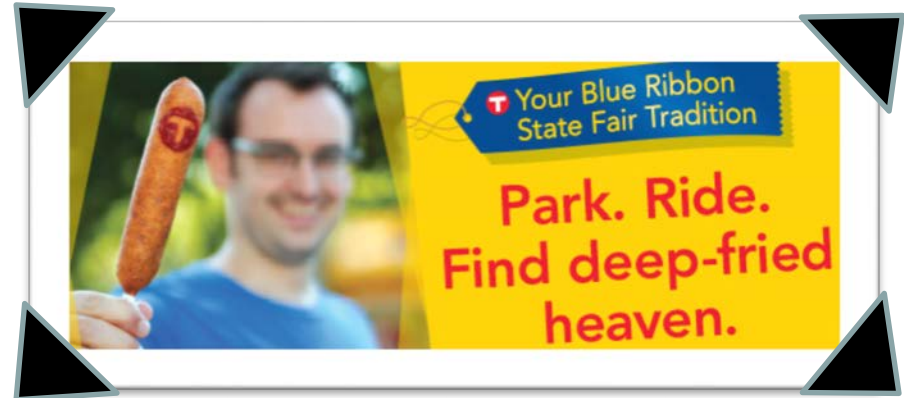
Number of Buses

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.





Questions?