



Park. Ride.
Journey on.

State Fair Express
service from
20 locations



State Fair 2016

Aug. 25 – Sept. 4

Presented By

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and

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2016 in Review

- 16.3% Market Share
- 632,518 Rides
- 2017 Goal is 3% increase



Overview of 2016 Service

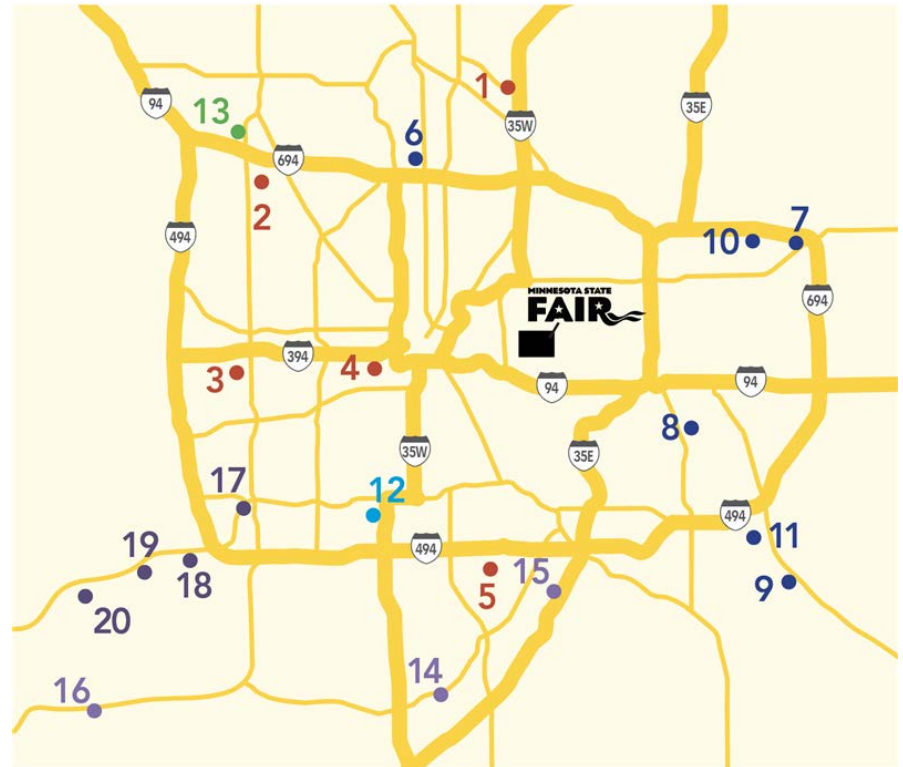
- Fares
 - \$5 Round Trip Cash Fare
 - Discounts for Bus Bargain Tickets Pre-Fair
 - New Mobile App with Discounts Throughout the Fair

Bus Bargain Ticket Prices	Aug. 1-23	Aug. 24-Sept. 4
Note: Children four and under ride free!		
Single ticket	\$4.50	\$5
Group ticket (for 2)	\$9*	\$10
Group ticket (for 4)	\$15*	\$20

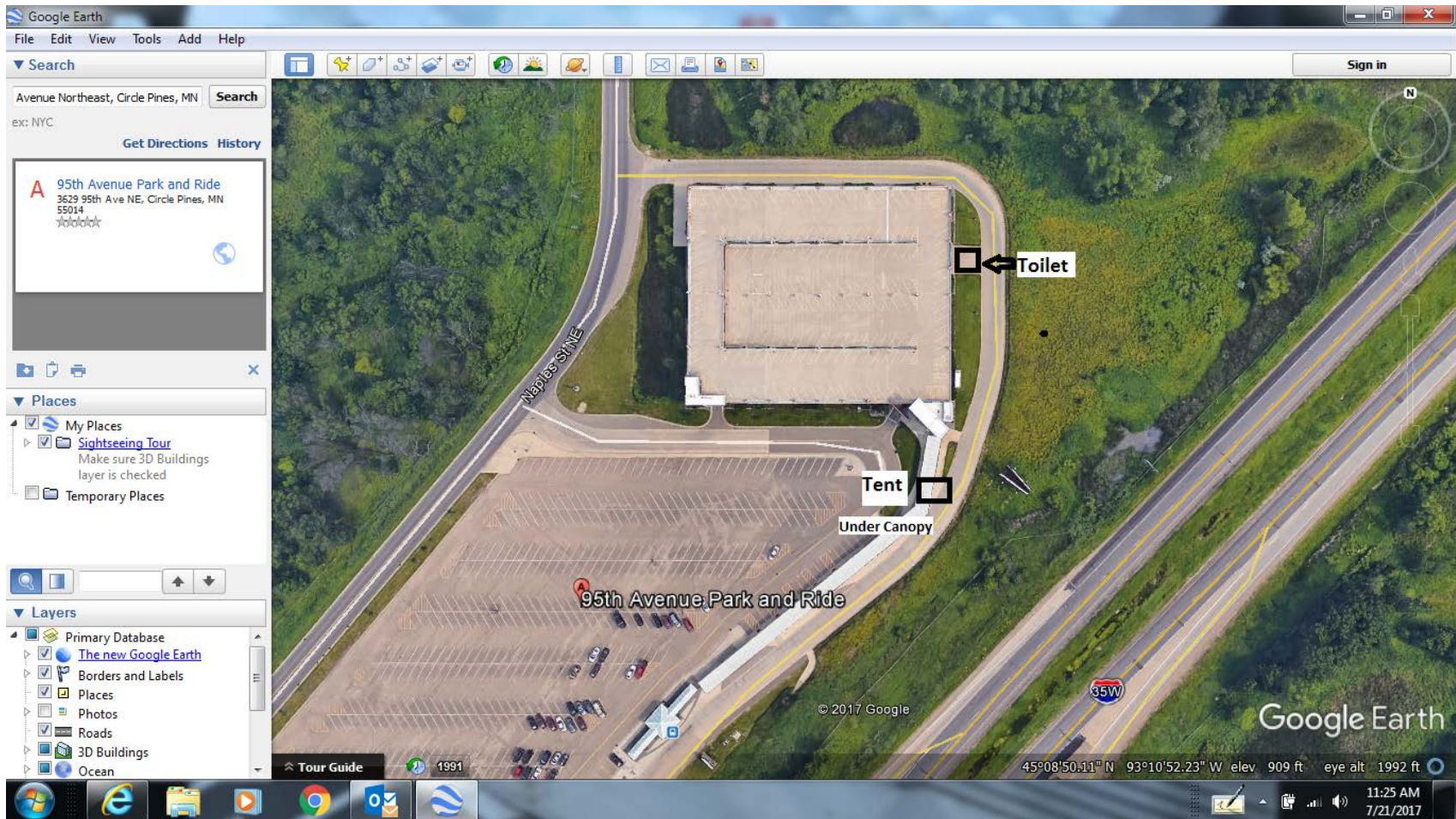


Overview of 2017 Service

- Express Sites (20 locations)
- New sites/Site Changes
 - 95th Ave Park and Ride
- Regular Route Service
 - A Line
 - Routes 3 and 84
 - Route 960



What's New? 95th Ave Park And Ride



95th Park And Ride Accessible Parking



95th Avenue Park And Ride Amenities

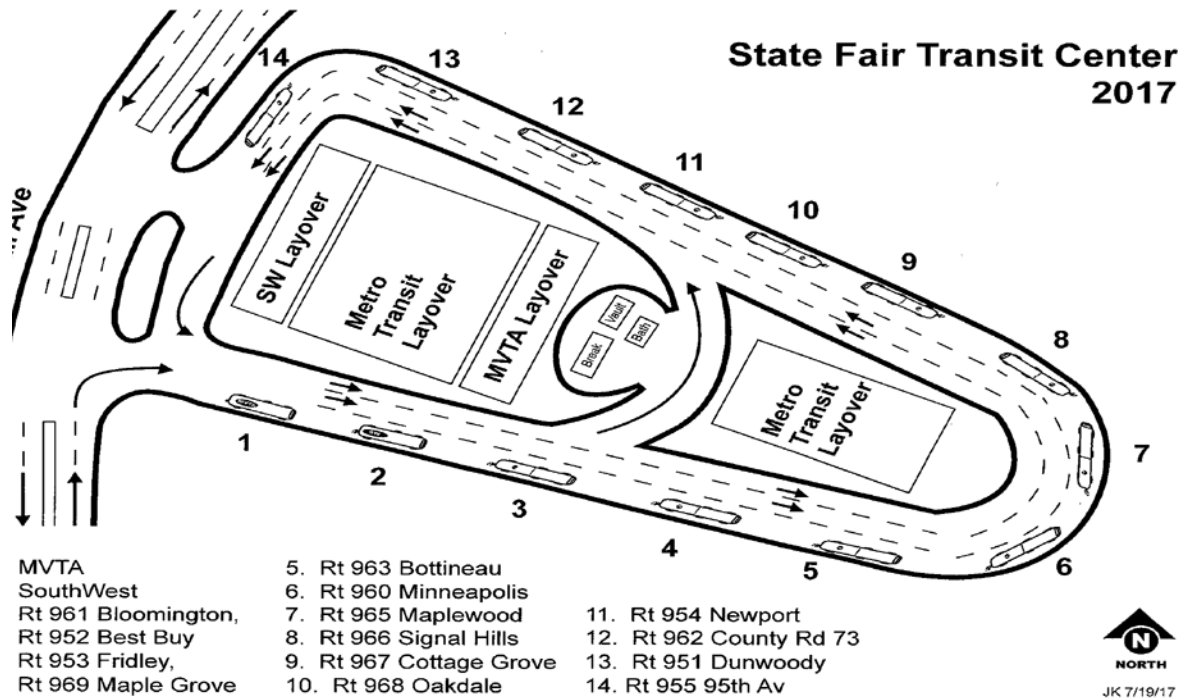
- There are 700-800 spaces available on weekdays with 1500 spaces on weekends.
- Ramp has 3 levels all with accessible parking on the east side near the elevators.
- Doors at parking lot level are automatic sliding with motion detection.
- Accessible parking on the surface lot is in the front with non curbed access to platform.
- Canopied cover in staging area to keep customers covered in the elements.

State Fair Transit Center



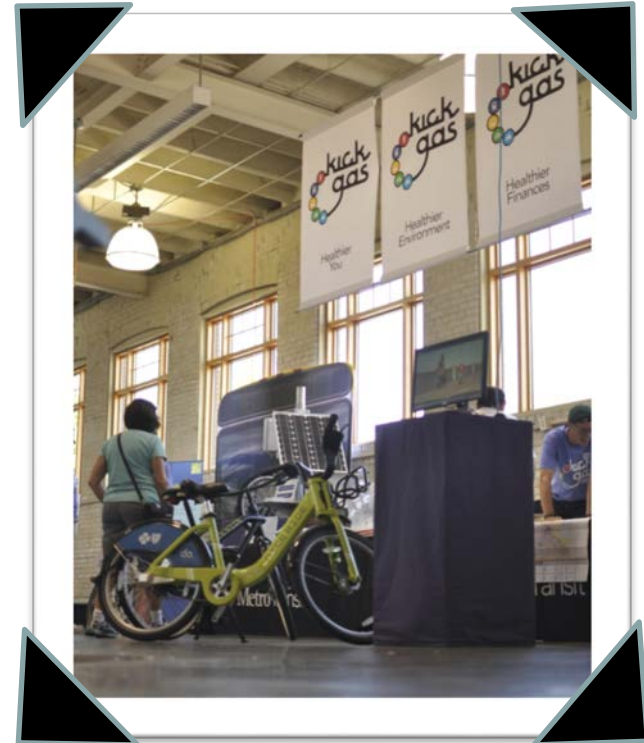
State Fair Transit Center

- All gates remain in the same locations as last year.
- Route 960 remains in the front nearest the entrance.



Reaching Out At the Fair

- Grand Stand
- Eco Experience/Kick Gas



Overview of 2017 Marketing

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



Online and Digital Ads



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Buy your ride on the
new Metro Transit app!

metrotransit.org/StateFair



Transit Advertising



Estimated Number of Buses

Weekdays

	AM	PM	Artics
Total	66	80	62

Weekends/Holiday

	AM	PM	Artics
Total	69	84	65



Support Staff

- Metro Transit Staff

Total Estimated Hours = 5,316

- Bus Operators

Total Estimated Hours = 939

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





Questions?