



Your Blue Ribbon  
State Fair Tradition

**Buy your ride in advance & save!**

State Fair Express service from 19 locations | Aug. 23 – Sept. 3

## State Fair 2018

Presented By

Greg Tuveson, Asst. Manager, Street Operations

and

Adam Mehl, Market Development Specialist

## 2017 in Review

- 16.4% Market Share
- 654,048 Rides
- 2018 Goal is to maintain ridership levels



# Overview of 2018 Service

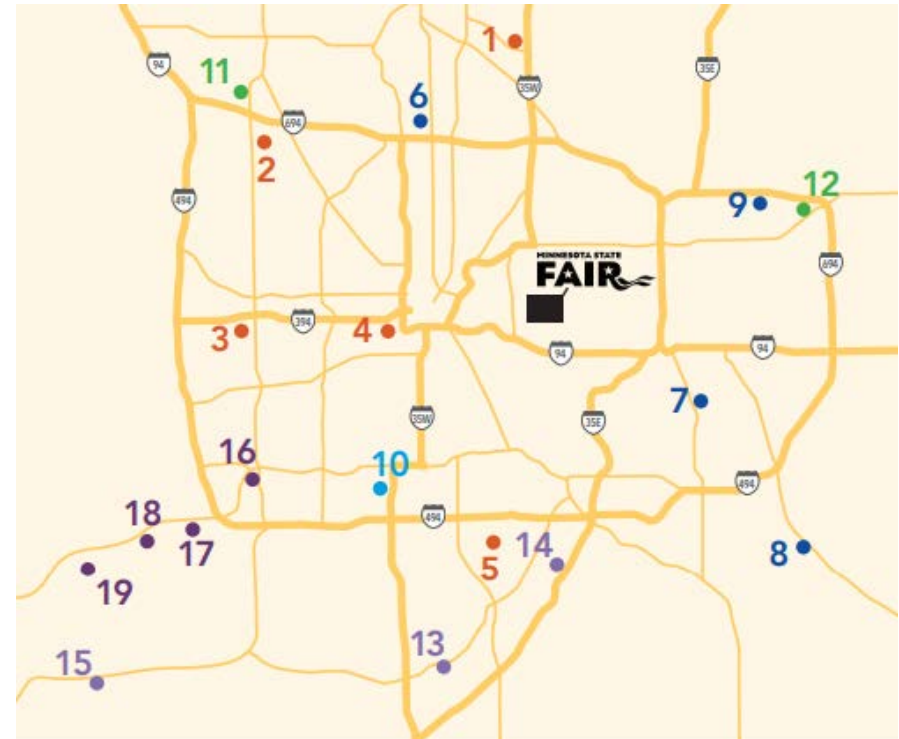
- Fares
  - \$5 Round Trip Cash Fare
  - Discounts for Bus Bargain Tickets Pre-Fair
  - New Mobile App with Discounts Throughout the Fair
  - MVTA using app and Bus Bargain tickets

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



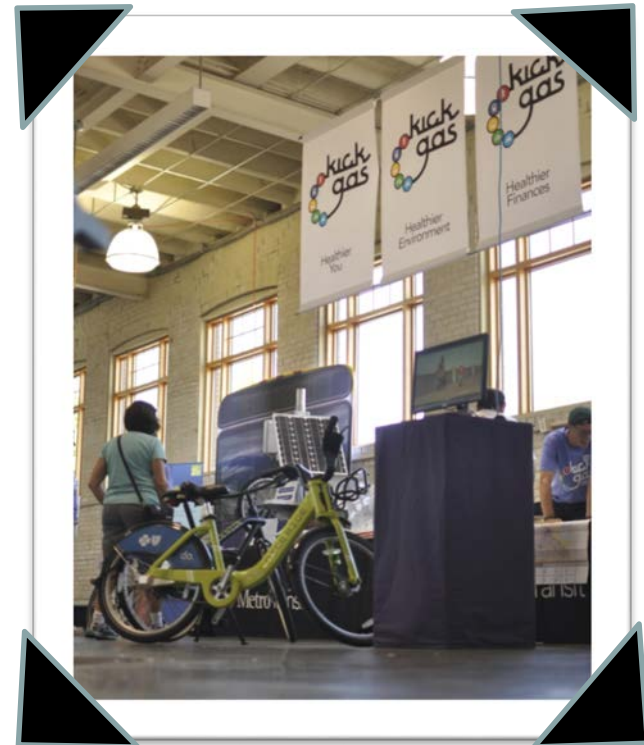
# Overview of 2018 Service

- Express Sites (19 locations)
- Changes
  - 9am weekday start at most locations
  - Noon start weekdays at Parade/Dunwoody
  - No Newport
  - Oakdale weekend only
- Regular Route Service
  - A Line
  - Routes 3 and 84
  - Route 960 (9am start time)



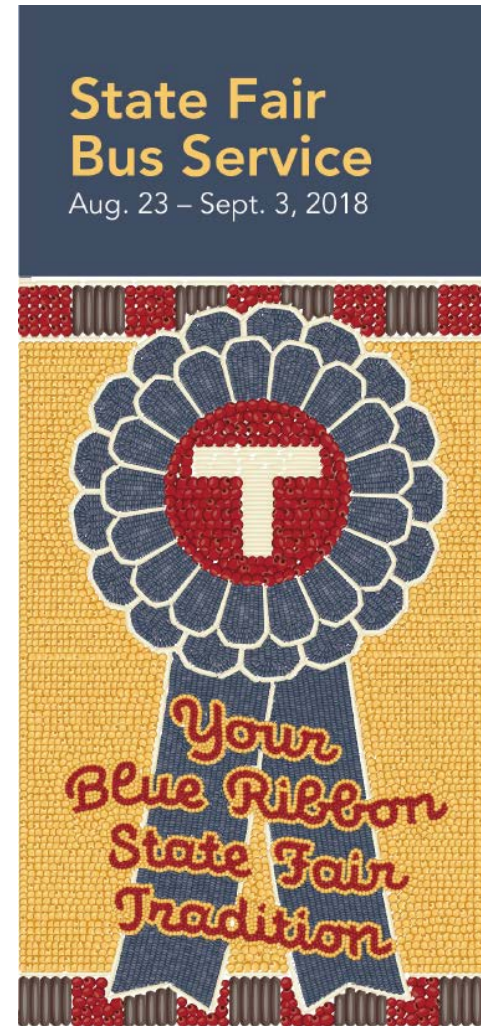
# Reaching Out At the Fair

- Grand Stand
- Eco Experience/Kick Gas



# Overview of 2017 Marketing

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

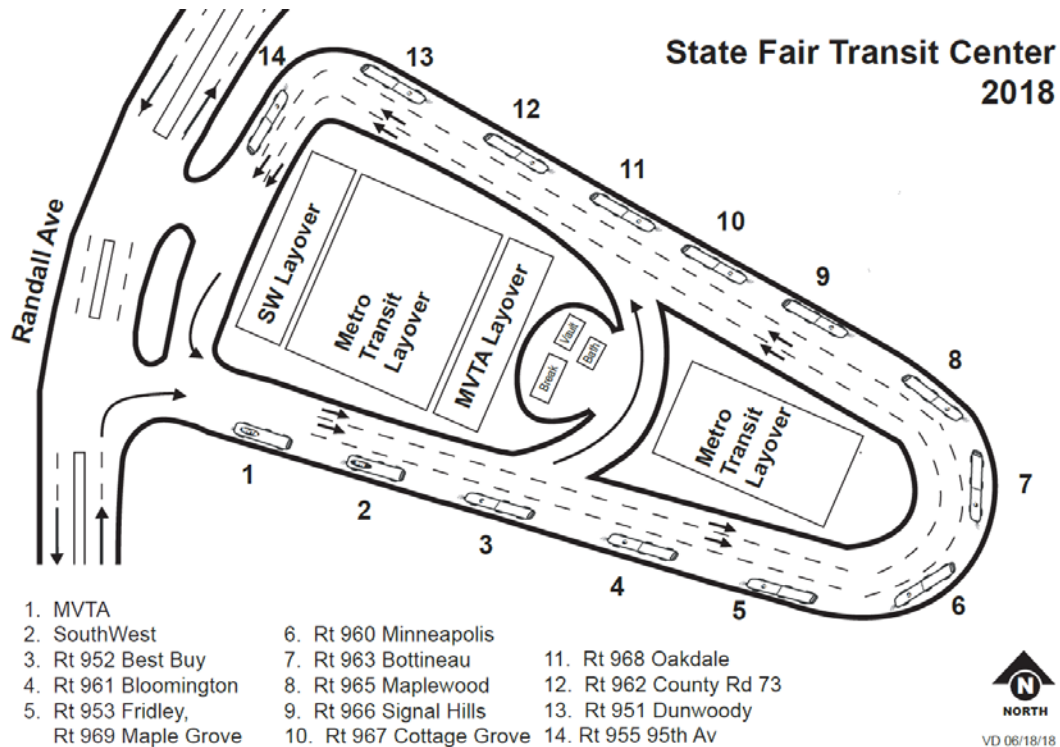


# State Fair Transit Center



# State Fair Transit Center

- Some gate changes due to reduced sites
- Route 960 remains in the front nearest the entrance.





# Estimated Number of Buses

## Weekdays

	AM	PM	Artics
<b>Total</b>	<b>60</b>	<b>73</b>	<b>58</b>

## Weekends/Holiday

	AM	PM	Artics
<b>Total</b>	<b>74</b>	<b>81</b>	<b>65</b>

## Support Staff

- Metro Transit Staff

Total Estimated Hours = 5,316

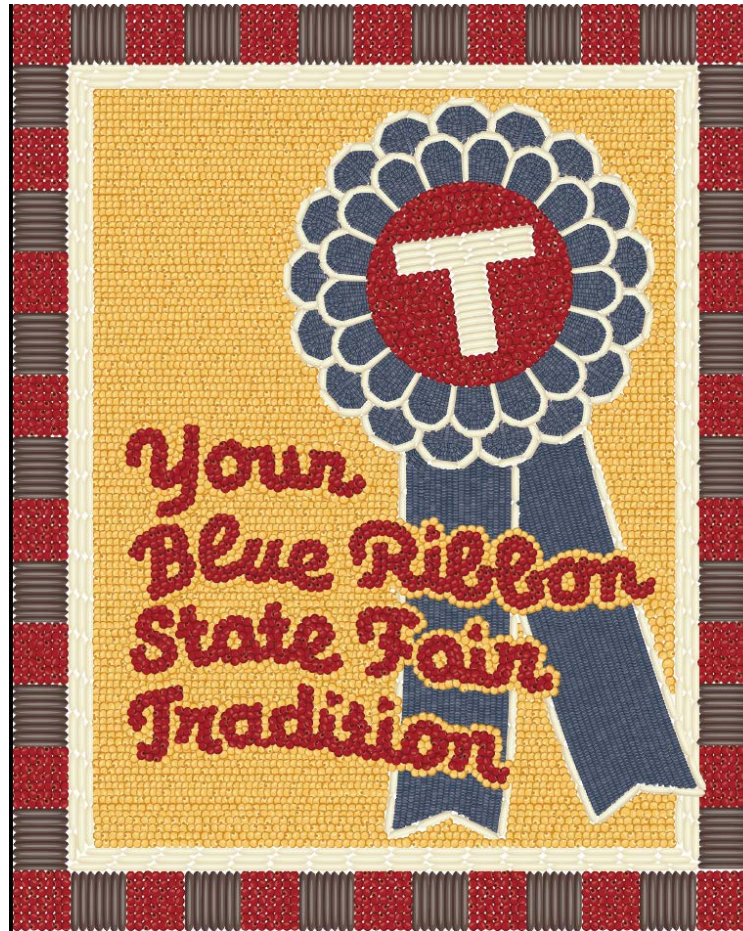
- Bus Operators

Total Estimated Hours = 11,939

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

## Why the reduced hours and sites?

- Metro Transit Staff operator shortage
- 35W construction service
- Dunwoody student parking causes 12:00p start time on weekdays only



# Questions?