



Your Blue Ribbon
State Fair Tradition



State Fair 2019

Aug 22-Sept 2

Presented By

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and

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2018 in Review

- 14.5% Market Share
- 595,524 Rides
- 2019 goal is minimize ridership loss over 2017/2018
- 9am weekday start time



Overview of 2019 Service

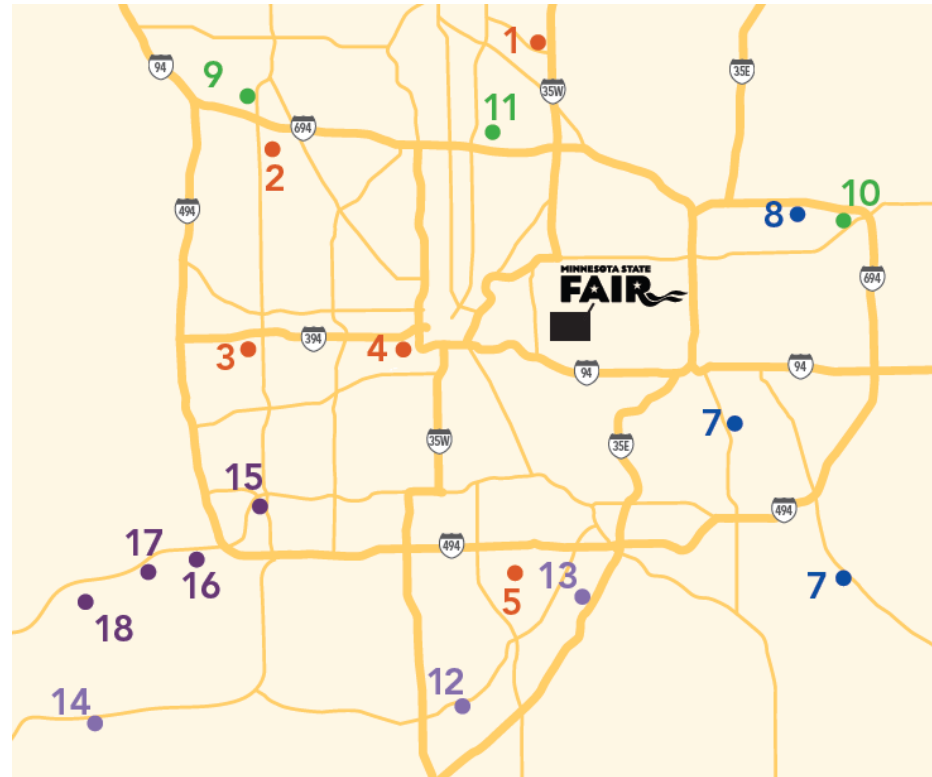
- Fares
 - \$6 Round Trip Cash Fare
 - Discounts for Bus Bargain Tickets Pre-Fair
 - New Mobile App with Discounts Throughout the Fair
 - MVTA using app and Bus Bargain tickets

Bus Bargain Ticket Prices	Aug. 1- Aug. 21	Aug. 22- Sept. 2
Note: Children four and under ride free!		
Single ticket	\$5.50	\$6
Group ticket (for 2)	\$11	\$12
Group ticket (for 4)	\$20	\$24



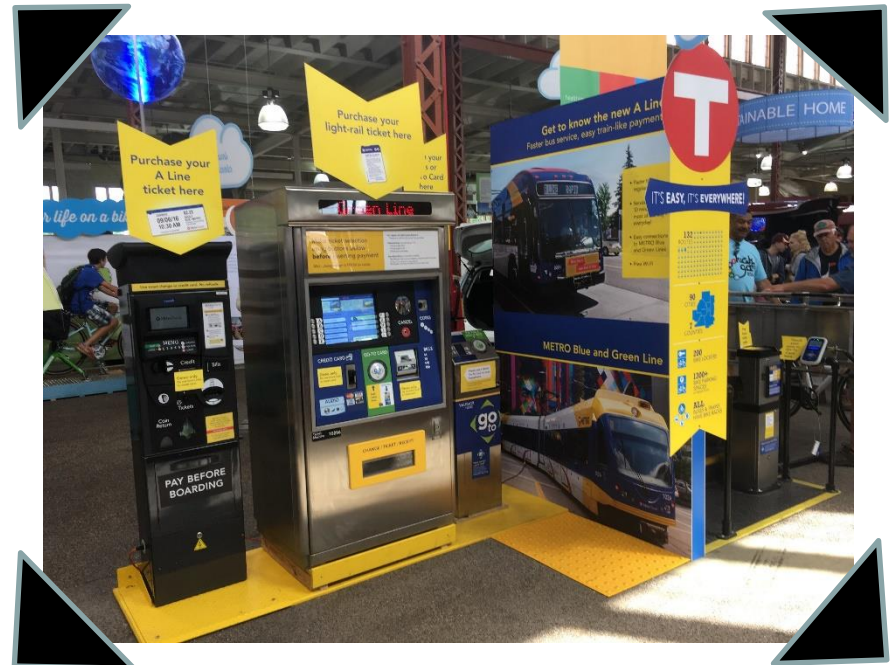
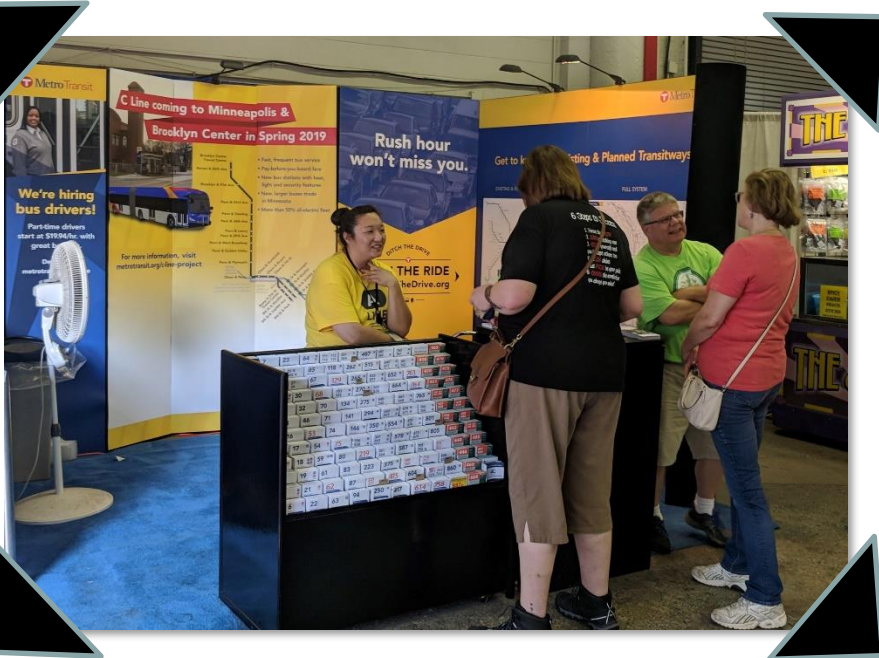
Overview of 2019 Service

- Express Sites (19 locations)
- Changes
 - Maintain 9am weekday start at most locations
 - Add 610 & Noble (wknd & Labor Day)
 - No Fridley or Knox Ave
- Regular Route Service
 - A Line
 - Routes 3 and 84
 - Route 960 (9am start time, off Nicollet)



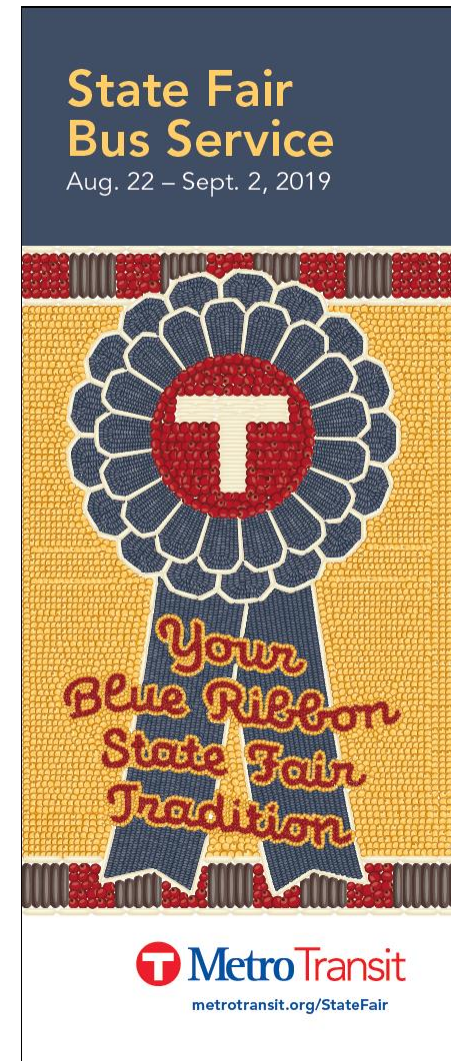
Reaching Out At the Fair

- Grand Stand
- Eco Experience/Kick Gas



Overview of 2019 Marketing

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

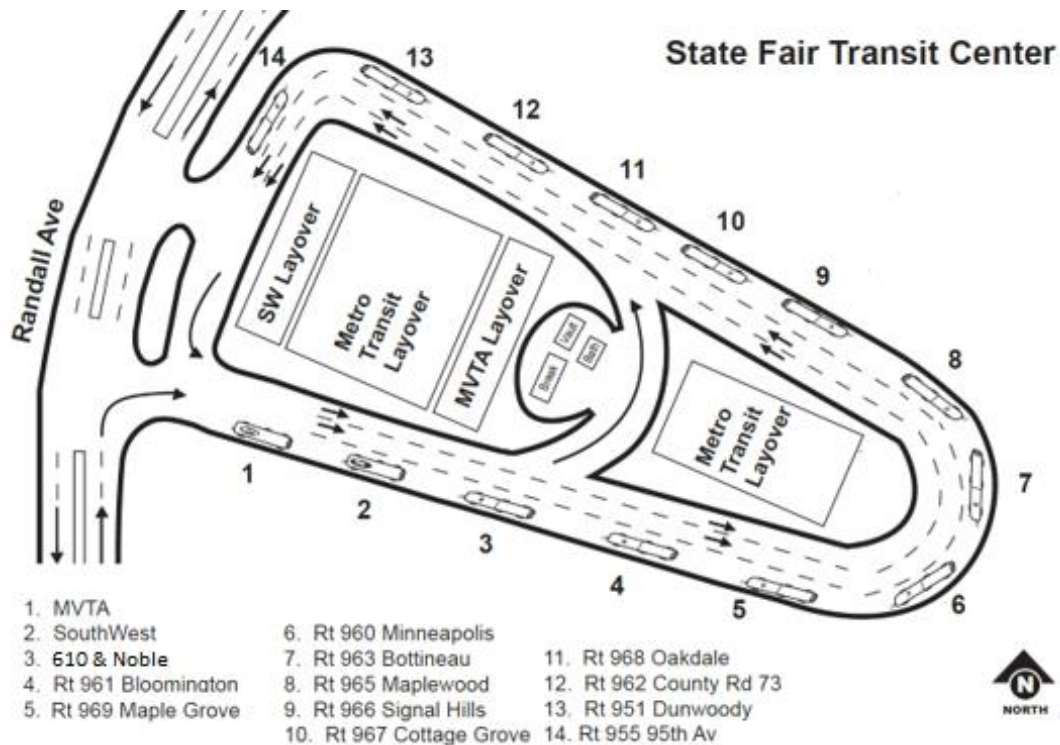


State Fair Transit Center



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
Total	60	73	58

Weekends/Holiday

	AM	PM	Artics
Total	74	81	65

Support Staff

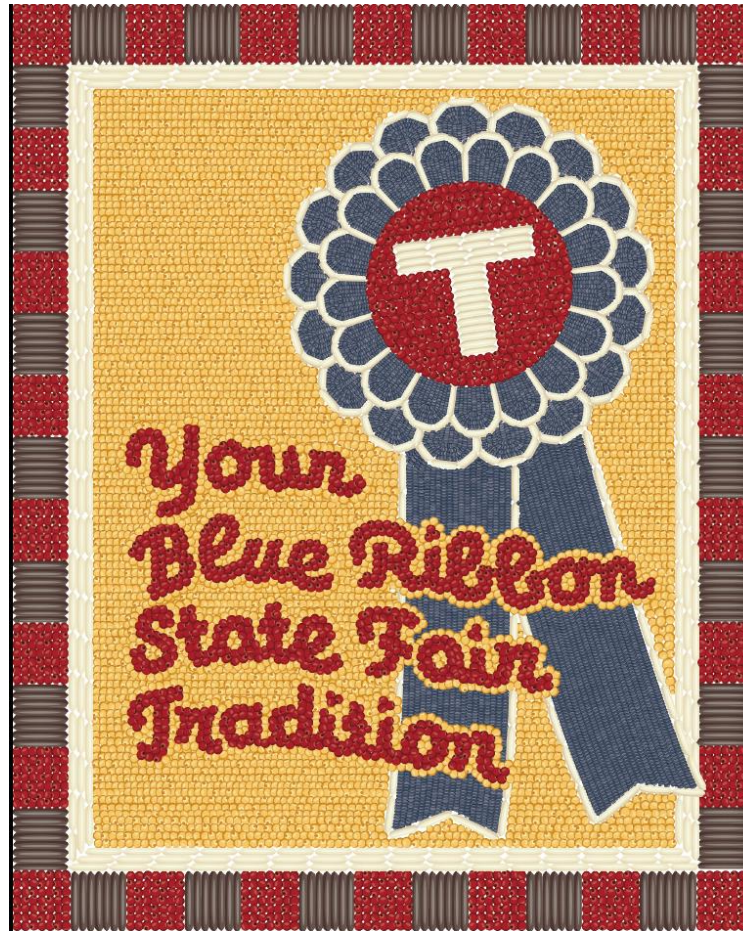
- Metro Transit Staff

Total Estimated Hours = 5,316

- Bus Operators

Total Estimated Hours = 11,939

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



Questions?