

See
you
at the
Fair!



Metro Transit State Fair Express Service

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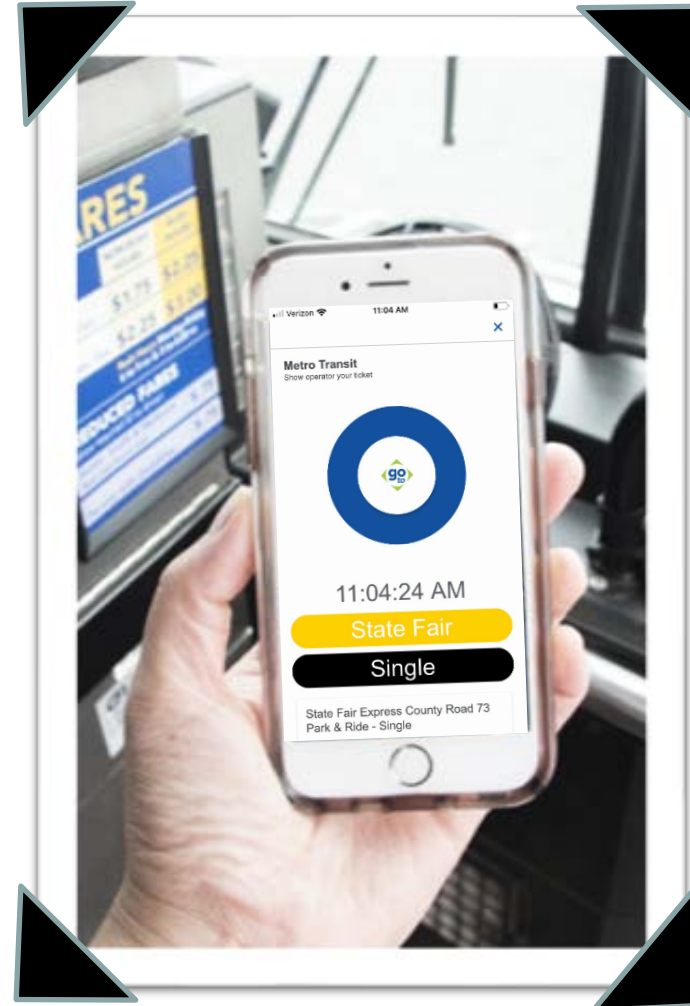
2021 In Review

- 104,741 rides
- 3 sites only
- 9am weekday start time
- 8am weekend and Labor Day start time
- No Rt. 960



2022 Service

- Fares
 - Focus on contactless
 - \$6 Round trip cash fare
 - Discounts for online and app tickets
 - MVTA using their own app
 - SWT using their own app



2022 Service

- **Express Sites**
 - 3 Metro Transit Sites + Suburban providers
- **Start times**
 - 8am Weekdays
 - 9am Weekends/Labor Day
- **Last bus 10 PM on Labor Day**
- **Regular Route Service**
 - METRO A Line
 - Routes 3



Overview of 2022 Marketing

- Transit fleet advertising
- Digital marketing
- Emails to previous customers
- Social media
- Metro Transit Public Relations

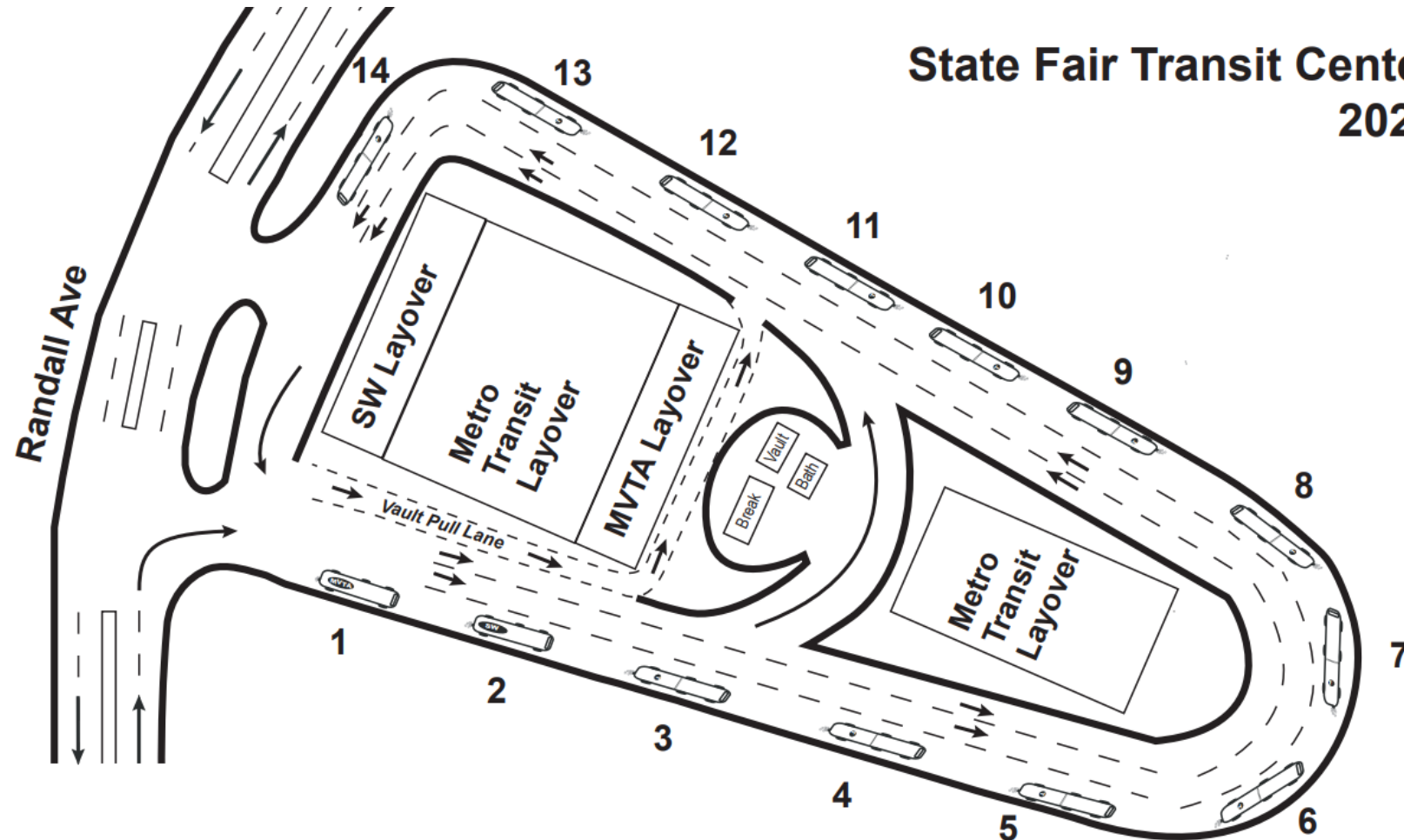


Reaching Out at the Fair

- Grand Stand
- Eco Experience/Kick Gas



State Fair Transit Center 2022



- | | |
|--------------------------------|------------------------------------|
| 1. No assigned route | 6. Rt 962 County Rd 73 drop-off |
| 2. SouthWest | 7. Rt 962 County Rd 73 pick-up |
| 3. No assigned route | 8. Rt 967 Cottage Grove drop-off |
| 4. Rt 961 Bloomington drop-off | 9. Rt 967 Cottage Grove pick-up |
| 5. Rt 961 Bloomington pick-up | 10-12. Metro Transit extra layover |
| | 13-14. MVTA |



VD 07/13/2022

Thank You!

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