



# State Fair 2012

Presented By

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Riding the bus

is part of the fun!



## 2011 in Review

- 544,112 Rides (15.87% increase)
- 2011 Budget/2012 Budget
- 15.4% Market Share

## Overview of 2012 Service

- Express Sites (19 locations)
  - New locations—Parade Stadium, National Sports Center and Knox/Best Buy Park and Ride
  
- Regular Route Service
  - Routes 3, 84, 960



# Overview of 2012 Service

- Fares
  - \$5 Round Trip
  - \$4 Single Bus Bargain Ticket
  - \$15 Group Bus Bargain Group Ticket
- Grand Stand and Eco Experience



## Overview of 2012 Marketing

- State Fair Brochure
- Coffee Sleeves
- Digital Billboards
- Transit Fleet Advertising
- Skyway Ad Panels
- Facebook, Mobile & Online ads
- Sidewalk Clings



## Overview of 2012 Marketing

- Digital Billboards



A digital billboard advertisement for Metro Transit. On the left is a cartoon rabbit mascot wearing a white hat with "STATE FAIR" written on it, a white suit jacket, a black bow tie, and a white shirt. The rabbit is pointing with its right hand towards the text. The background is a blue-tinted image of a stadium under construction. The text reads: "Service every **15 minutes** from **National Sports Center, Blaine**". Below the text is a dark blue arrow pointing right containing the URL [metrotransit.org/StateFair](http://metrotransit.org/StateFair). In the bottom right corner of the billboard is the Metro Transit logo (a red circle with a white 'T') and the text "Metro Transit".

Service every **15 minutes** from  
**National Sports Center, Blaine**

[metrotransit.org/StateFair](http://metrotransit.org/StateFair)  Metro Transit

# Overview of Marketing 2012

- Coffee Sleeves
- Transit Fleet



# Overview of Marketing 2012

- Kiosk Posters
- Sidewalk Clings



# Number of Buses

## Weekdays

	AM	PM	Artics
<b>Total</b>	<b>56</b>	<b>53</b>	<b>35</b>

## Weekends/Holiday

	AM	PM	Artics
<b>Total</b>	<b>66</b>	<b>66</b>	<b>85</b>



## Support Staff

- Metro Transit Staff  
Total Hours = 3,184
- Bus Operators  
Total Hours = 11,363
- Express service costs are covered by collected revenues. No subsidy is required.

