

Try Northstar!
New, lower fares
begin Aug. 1



Marketing the Northstar Temporary Fare Reduction

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Transportation Committee
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Current Situation

- 96% choice riders with at least one car
- 91% traveling to/from work or school
- 86 % of total rides are weekday rides
- Top reasons for riding are avoiding stress of driving and saving money on gas and auto expenses
- Riders give Northstar high marks for reliability, vehicle comfort and safety.
- Riders give lowest marks for hours of operation and value for fare paid
- Need to find proper balance between price and demand

Temporary Weekday Fare Reduction

August 1, 2012 – April 30, 2013

Station	Regular Fare	Trial Fare	Trip time to/from Minneapolis
Big Lake	\$7.00	\$6.00	49 minutes
Elk River	\$5.50	\$4.50	39 minutes
Ramsey	\$4.50	\$3.50	Opens November 2012
Anoka	\$4.00	\$3.00	30 minutes
Coon Rapids-Riverdale	\$4.00	\$3.00	26 minutes
Fridley	\$3.25	\$3.00	18 minutes
Station-to-Station	\$3.25	\$3.00	Varies

Temporary Fare Ridership Goal

- A 3% weekday ridership increase generates 63 new rides per day and maintains current subsidy per passenger
- A 10% weekday ridership increase generates 210 new rides per day and lowers subsidy per passenger about 11%
- Currently 2,100 daily rides



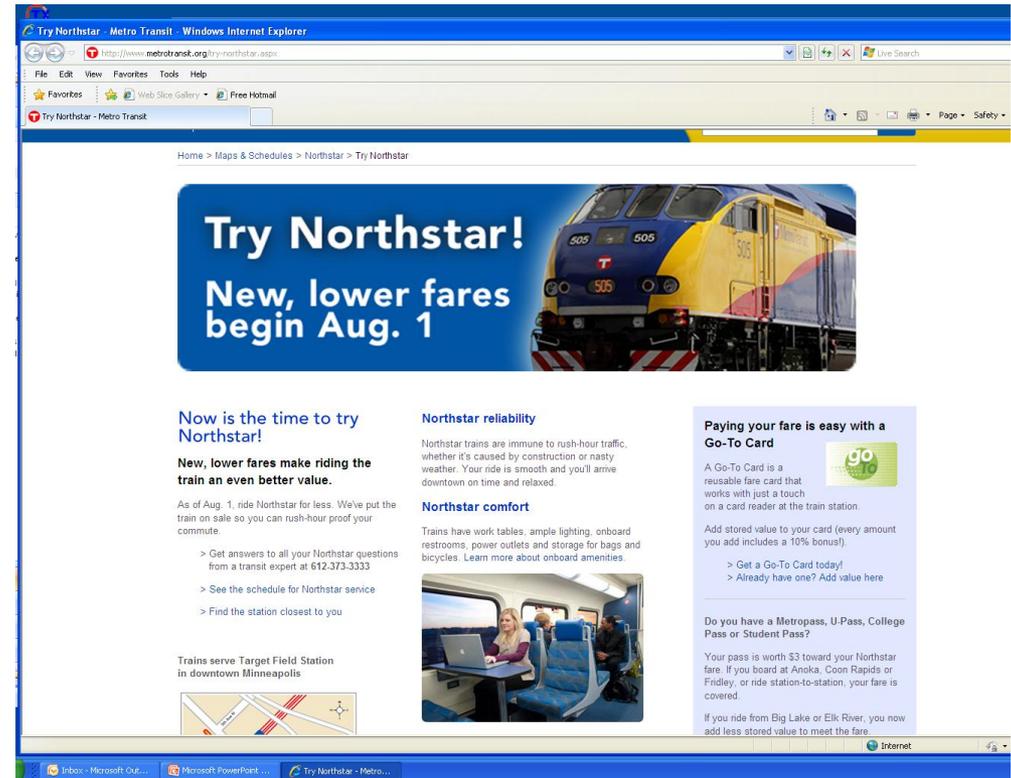
Northstar Market Potential

- About 9,400 downtown Minneapolis and U of M commuters in the Northstar market area.
- Current Northstar mode split is about 7% overall, but higher around Big Lake and Elk River stations



Communications

- Rider Alert
- Press Release
- Connect
- Collateral Material
- Updated
- Poster (e-version, paper)
- Twitter
- Facebook page
- Web Site



metrotransit.org/trynorthstar

Advertising

- Print Ads in Local Papers
 - 8 community newspapers
- Billboards
 - High traffic areas in corridor
 - Begin later this fall
- Facebook Ads
 - Link from the ad to a special web page for new riders: metrotransit.org/trynorthstar

NOW'S THE TIME TO TRY NORTHSTAR!

New, lower weekday fares as of Aug. 1



One-way fares at Anoka, Coon Rapids and Fridley stations are now \$3 – the same as an express bus at rush hour!

Experience the comfort and near-perfect on-time performance Northstar offers for less! There are five departures to downtown each morning; five return trips each afternoon.

T Trip Planner

To:

From: Go

metrotransit.org

Learn more at metrotransit.org/TryNorthstar.

T Metro Transit

612-373-3333

Focused Marketing Tactics

- Targeted Direct Mail
 - Downtown Minneapolis Commuters in the Corridor
 - Go-To Card/Bonus Offer
- Metropass Employers
 - 177K eligible employees
 - Free trial on Northstar
- Ramsey Station Opening

A photograph of a blue and yellow Northstar train engine (number 505) on tracks. The train is moving towards the left. The background is a blue sky with white clouds. The train has the 'Northstar' logo and a yellow star on its side. The number '505' is visible on the front and side of the engine. The train is on a gravel bed with tracks.

Now's the time to try Northstar.

Fares are now just \$3 from Anoka Station!

SPECIAL OFFER INSIDE

LEHD data and existing rider locations are used to identify the 12,500 households for the direct mail

Try Northstar!

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Marketing the Northstar Temporary Fare Reduction

Questions ?