



State Fair 2013

(August 22 - September 2)

Presented By

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and

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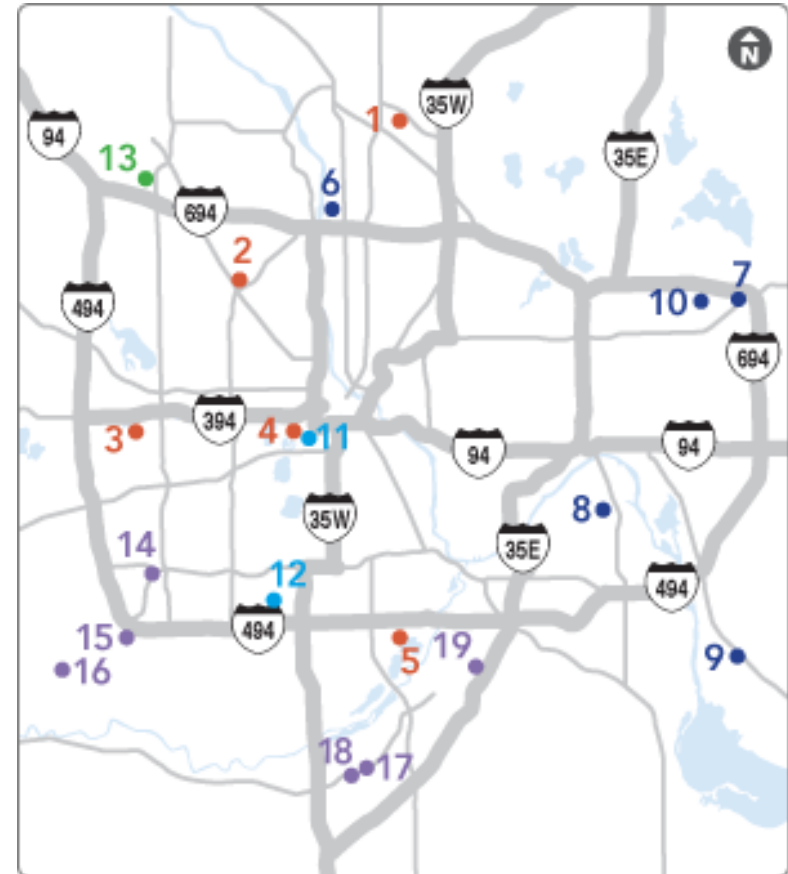
2012 in Review

- 13.1% Market Share
- 466,818 Rides
- 2013 Goal is 3% increase



Overview of 2013 Service

- Express Sites (19 locations)
 - New location—Fridley Station
- Regular Route Service
 - Routes 3, 61, 84,
 - Route 960 moves to Hennepin Ave.



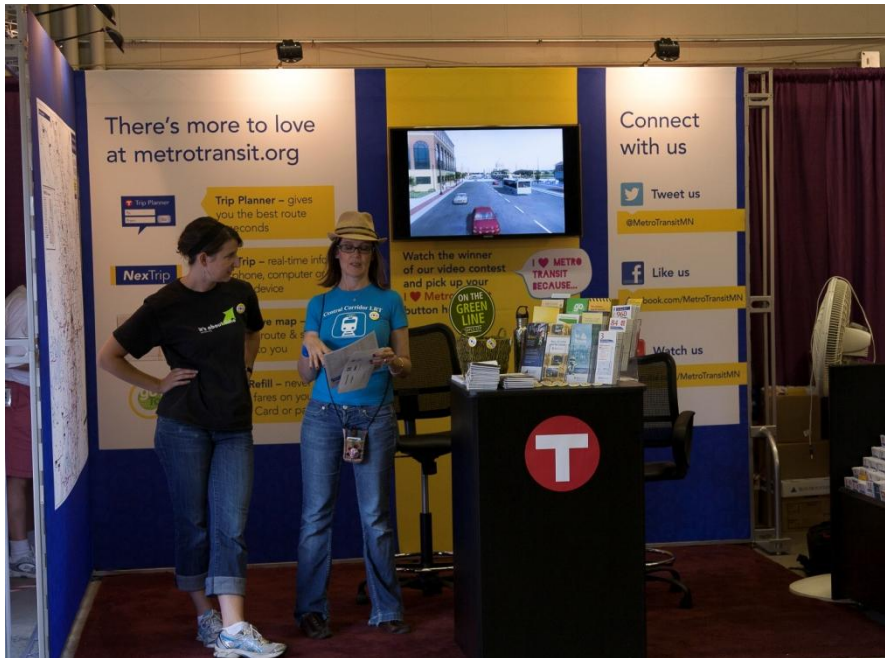
Overview of 2013 Service

- Fares
 - \$5 Round Trip
 - \$9 Group of 2 Bus Bargain Ticket
 - \$15 Group of 4 Bus Bargain Group Ticket
 - Northstar Family Pass



Reaching Out At the Fair

- Metro Transit at the Grandstand
- Kick Gas at the Eco Experience



Overview of 2013 Marketing

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



Overview of 2013 Marketing

- Digital Billboards



A digital billboard advertisement for Metro Transit. On the left is the mascot, a white rabbit wearing a green suit, a black bow tie, and a white hat with a sign that says "STATE FAIR". The rabbit is pointing with a white stick 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**". At the bottom, there is a dark blue arrow pointing right containing the URL metrotransit.org/StateFair and the Metro Transit logo (a red circle with a white 'T') followed by the text "Metro Transit".

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

metrotransit.org/StateFair  Metro Transit

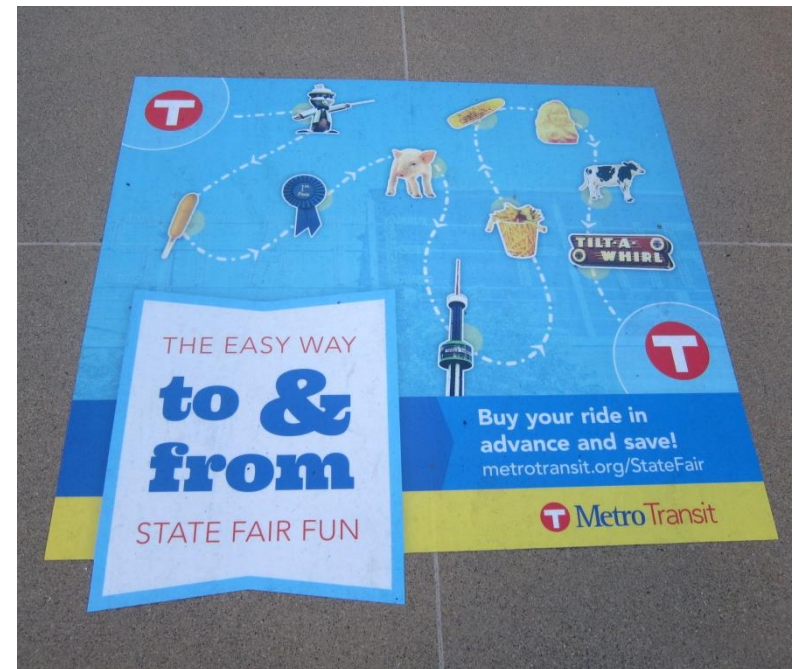
Overview of Marketing 2013

- Transit Fleet



Overview of Marketing 2013

- Kiosk Posters
- Sidewalk Clings



Number of Buses

Weekdays

	AM	PM	Artics
Total	63	61	31

Weekends/Holiday

	AM	PM	Artics
Total	73	74	49



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.

- 2012 budget / 2013 Budget





Questions?