


**Twins 2013**



**Metro Transit**  
a service of the Metropolitan Council

**Ridership Objectives**

- 13% market share
- 722,000 rides
- Increase of 55,000 rides over last year



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### Service Overview

- Light Rail – 3 car consists
- Northstar –serves all home games
- 13 bus routes serving Target Field
- Route 679 / Twins Express



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### Marketing Campaign

- Twins marketing trade
- Metro Transit inventory
- NEW! Photo Contest
- NEW! Spanish language radio spot
- NEW! Go-To Fridays



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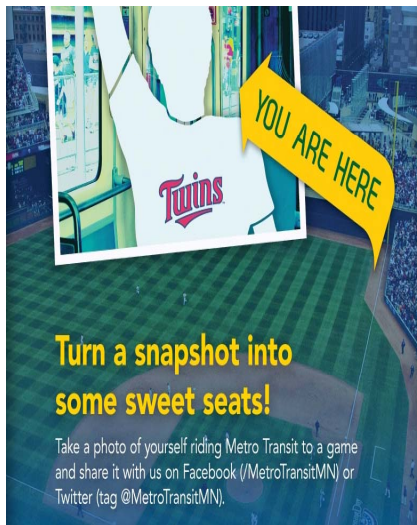
## •Wrapped Bus



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## Photo Contest kiosk



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# Questions ?

## Twins 2013

