



 Your Blue Ribbon
State Fair Tradition

State Fair 2014

Aug. 21 – Sept. 1

Presented By

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and

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2013 in Review

- 12.8% Market Share
- 444,295 Rides

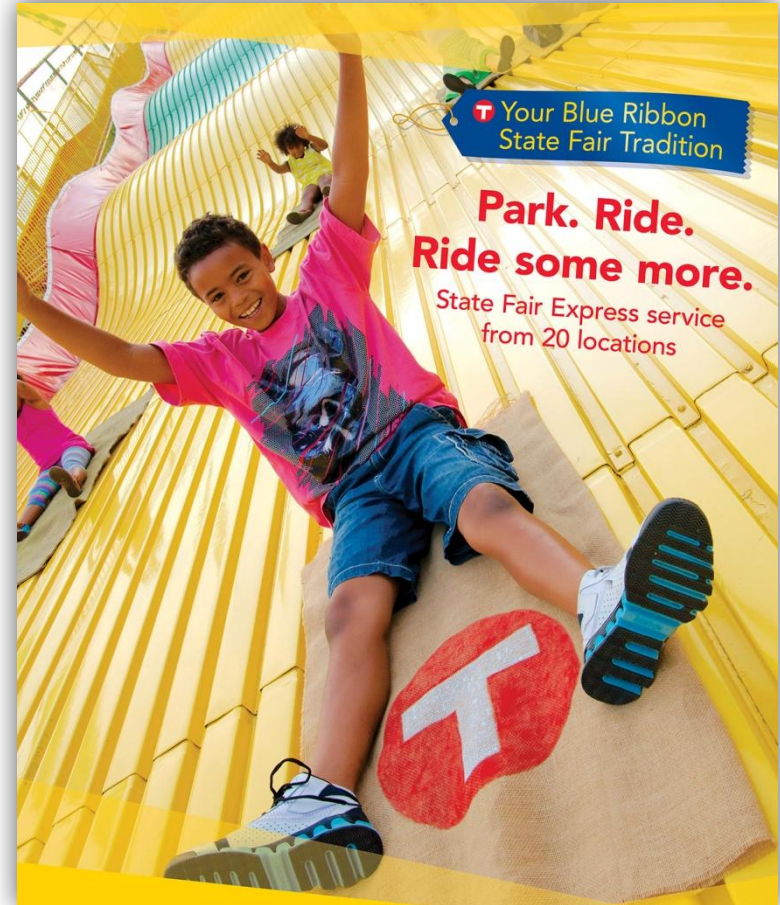
2014

- 3% ridership increase
- 457,264 Rides
- \$5 Cash Fare
- Bus Bargain Tickets
- Northstar Family Pass



Overview of 2014 Service

- Express Sites (20 locations)
 - 13 Metro Transit
 - 7 Suburban Transit Providers
- Regular Route Service
 - Routes 3, 84
 - Route 960
- NEW-State Fair Transit Hub



Routing and New State Fair Transit Center



Number of Buses

Weekdays

	AM	PM	Artics
Total	64	62	41

Weekends/Holiday

	AM	PM	Artics
Total	74	74	54



Overview of 2014 Marketing

- New campaign creative
- State Fair Brochure
- Transit Fleet Advertising
- Skyway Ad Panels
- Facebook, Mobile & Online ads
- Sidewalk Clings
- Print



Overview of 2014 Marketing

- Online Ads

DoubleClick for Publi... DoubleClick for Publi... Slingshot! Seller Sur... Slingshot! Order Del... Slingshot! Order Del... Pandora Internet... Slingshot! Order Del... Slin

Your Blue Ribbon State Fair Tradition

Express service from 20 Twin Cities locations.
Click for details.

Metro Transit

Bachelorette Party R...
Grill out Jam on...
The Avett Brothers R...
Joey McIntyre Radio
add variety options +
Saucony Runner's Hi...

Park. Ride. See cute animals.

Express service from 20 Twin Cities locations
Click for details.

Metro Transit

Park. Ride. See cute animals.

Express service from 20 Twin Cities locations
Click for details.

Metro Transit

Your Blue Ribbon State Fair Tradition

Park. Ride. Find your deep-fried heaven.

State Fair Express service from 20 locations.
Buy your ride online!

Park. Ride. See cute animals.

Express service from 20 Twin Cities locations
Click for details.

Metro Transit

Overview of Marketing 2014

- Transit Fleet

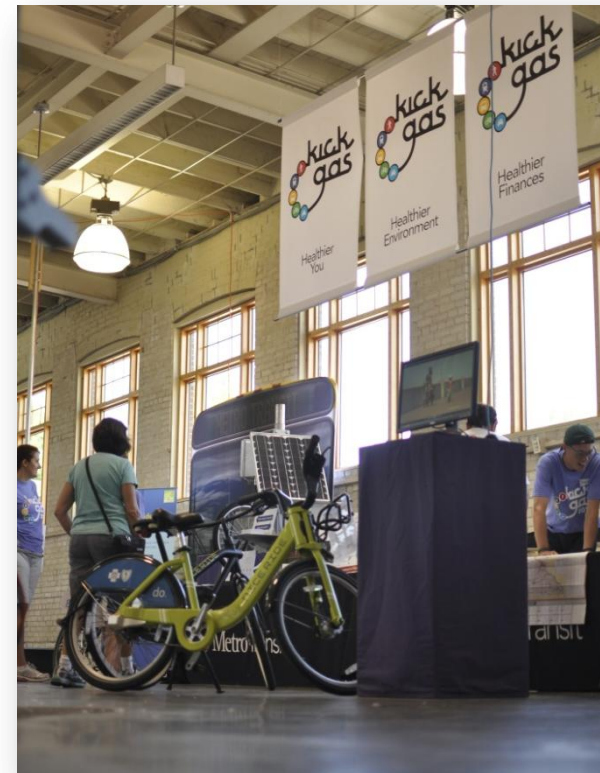


Reaching Out At the Fair

- Metro Transit at the Grandstand



- Kick Gas at the Eco Experience



Support Staff

- Metro Transit Staff

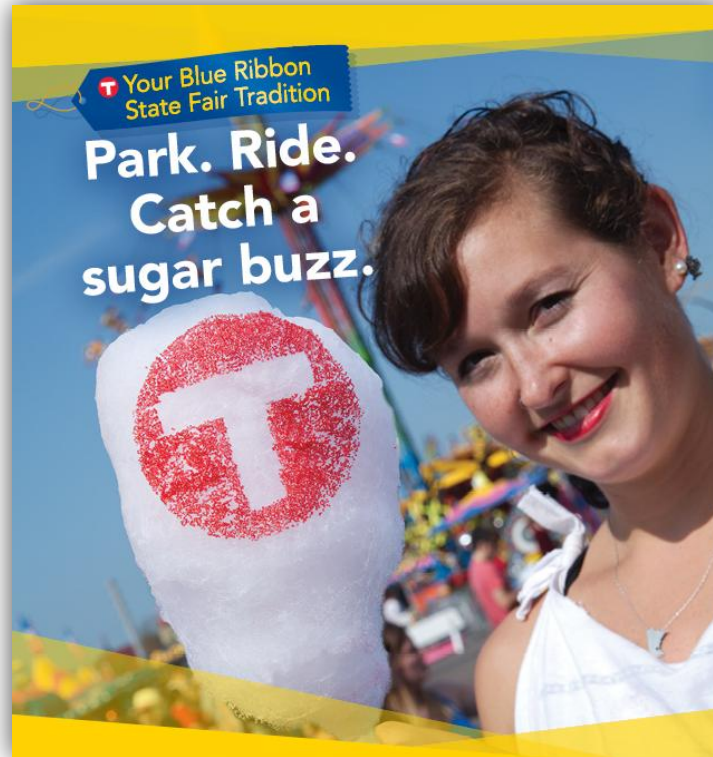
Total Estimated Hours = 3,184

- Bus Operators

Total Estimated Hours = 11,363

- Express service costs are covered by collected revenues. No subsidy is required.





Questions?