

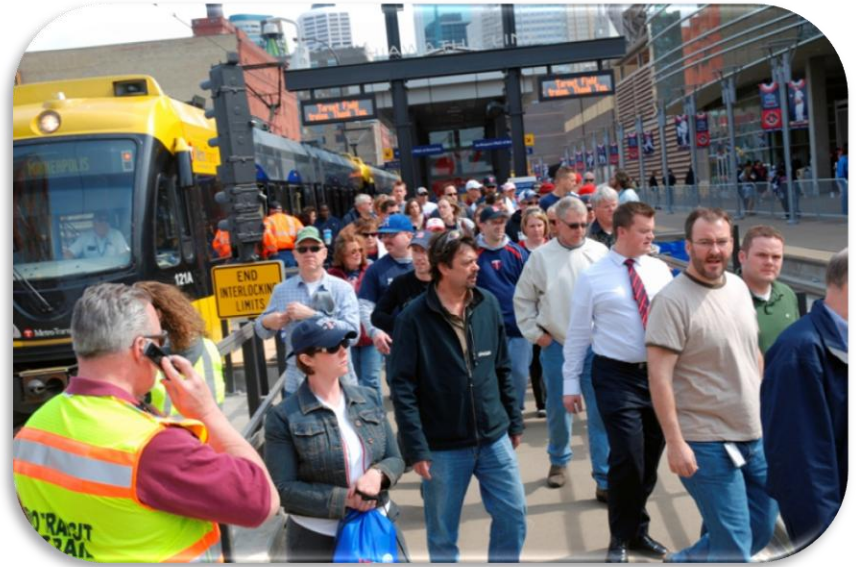


# Twins 2014



## Ridership Objective

- 594,000 rides
- 12% market share
- Increase of 50,000 rides



## Service Overview

- Light Rail – new Green Line and Target Field Station
- Northstar – serves all home games
- 13 bus routes serving Target Field
- Route 679 / Twins Express



## Marketing Campaign

- Metro Transit advertising inventory
- NEW! Family Pass for light rail and bus
- NEW! Season Ticket Holders
- NEW! Twins marketing trade



 Metro Transit  
612-373-3333 metrotransit.org

## Twins Digital

- April domination online
- Schedule and ticket download page
- Homepage domination for 3 dates
- Transit trivia on digital attendance ads



## MLB All-Star Game

- All-Star Game: July 15
- All-Star FanFest: July 11 – July 15
- Co-branded wrapped trains / Official Transit Partner
- Media recognition
- Use of MLB logo / Commemorative Go-To card
- Free rides for volunteers



**THIS WAY  
TO THE *Twins***

Bus • Light Rail • Northstar • Twins Express Route 679 • Carpool • Bicycle  
*Opening June 14: The new METRO Green Line!*

[metrotransit.org/twins](http://metrotransit.org/twins) 612-373-3333 Metro Transit

Any Questions?