



 Your Blue Ribbon  
State Fair Tradition

# State Fair 2016

## Aug. 25 – Sept. 5

Presented By

Greg Tuveson, Asst. Manager, Street Operations

and

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## 2015 in Review

- 16.2% Market Share
- 575,348 Rides
- 2016 Goal is 3% increase



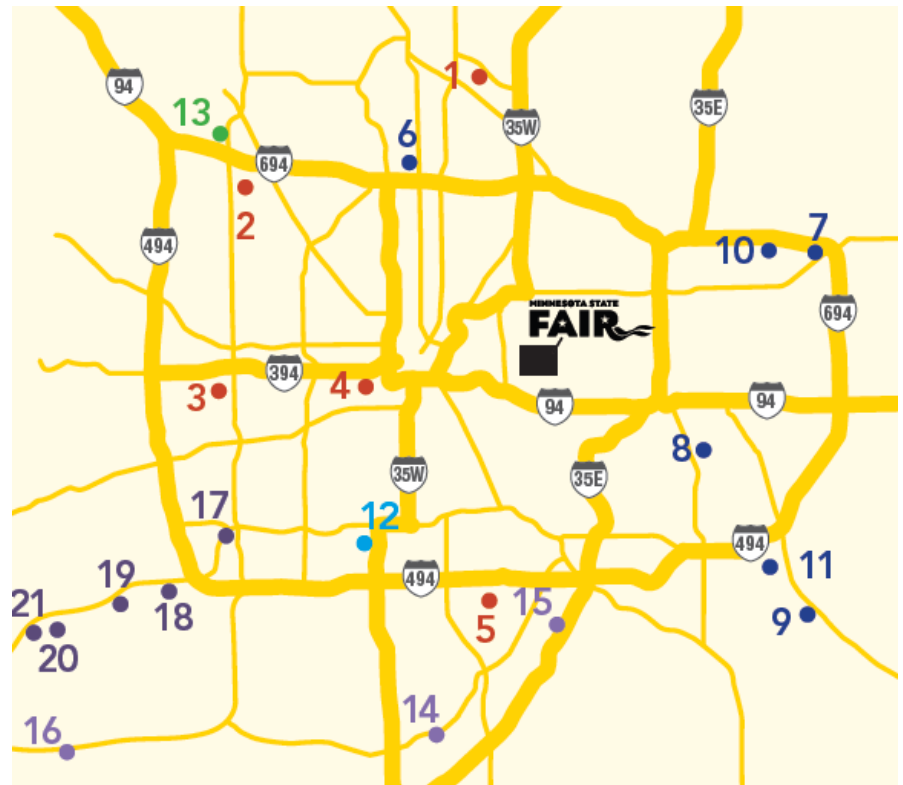
# Overview of 2016 Service

- Fares
  - \$5 Round Trip
  - Bus Bargain Tickets
  - MVTA Service
- Expected to be revenue neutral.



# Overview of 2016 Service

- Express Sites (21 locations)
- New sites/Site Changes
  - Bottineau Blvd & 63<sup>rd</sup> Ave Park & Ride
  - Newport Transit Center
  - Dunwoody/Parade Stadium
- Regular Route Service
  - A Line
  - Routes 3 and 84
  - Route 960

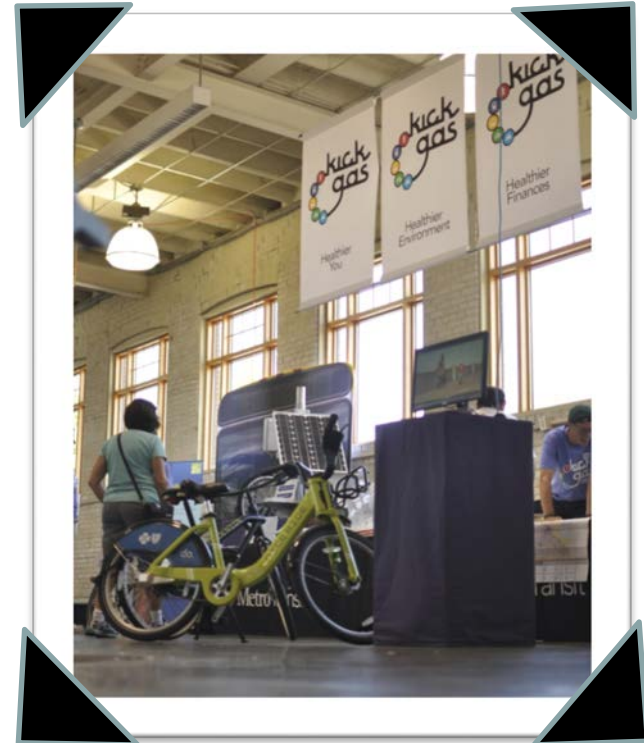


# State Fair Transit Hub



# Reaching Out At the Fair

- Grand Stand
- Eco Experience/Kick Gas



## Overview of 2016 Marketing

- State Fair Brochure
- Skyway Ad Panels
- Direct Mail
- Sidewalk Clings
- Online ads
- Transit Fleet Advertising
- Digital billboards



# Online Ads

The collage features several elements: a cow with a 'T' logo on its forehead, a corn dog with a 'T' logo, a screenshot of a Pandora music player interface with a 'T' logo on the cow in the background, and a woman sitting on a yellow blanket with a 'T' logo on it. The Metro Transit logo is also visible in the top right and bottom right corners of the collage.



# Transit Advertising



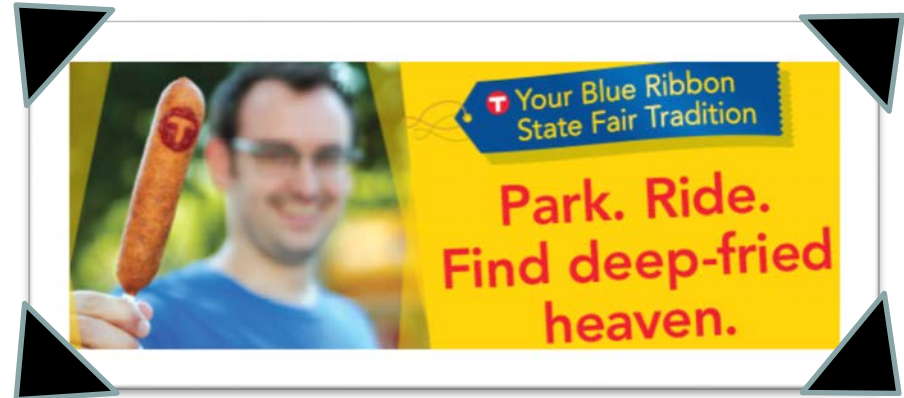
# Number of Buses

## Weekdays

	AM	PM	Artics
<b>Total</b>	<b>66</b>	<b>80</b>	<b>62</b>

## Weekends/Holiday

	AM	PM	Artics
<b>Total</b>	<b>69</b>	<b>84</b>	<b>65</b>



## 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?