



# State Fair 2017

## Aug. 24 – Sept. 4

Presented By

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and

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## 2016 in Review

- 16.3% Market Share
- 632,518 Rides
- 2017 Goal is 3% increase



# Overview of 2017 Service

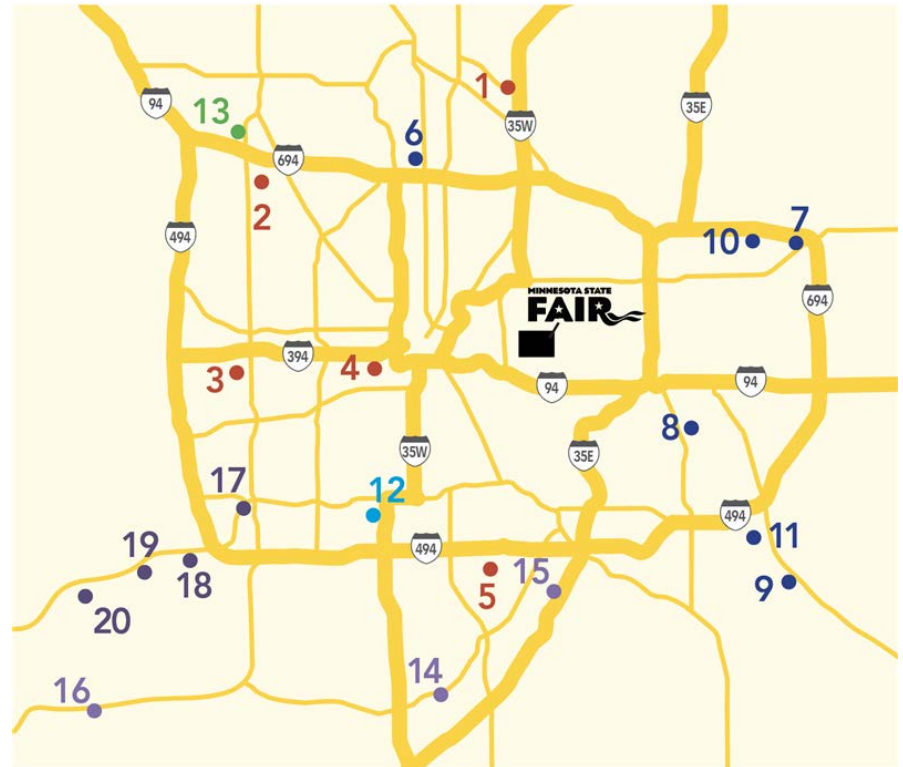
- Fares
  - \$5 Round Trip Cash Fare
  - Discounts for Bus Bargain Tickets Pre-Fair
  - New Mobile App with Discounts Throughout the Fair
  - MVTA using app and Bus Bargain tickets

Bus Bargain Ticket Prices	Aug. 1-23	Aug. 24-Sept. 4
Note: Children four and under ride free!		
Single ticket	\$4.50	\$5
Group ticket (for 2)	\$9*	\$10
Group ticket (for 4)	\$15*	\$20



# Overview of 2017 Service

- Express Sites (20 locations)
- New sites/Site Changes
  - 95<sup>th</sup> Ave Park and Ride
- Regular Route Service
  - A Line
  - Routes 3 and 84
  - Route 960





# What's New? 95<sup>th</sup> Ave Park And Ride



# 95<sup>th</sup> Park And Ride Accessible Parking



## 95<sup>th</sup> Avenue Park And Ride Amenities

- There are 700-800 spaces available on weekdays with 1500 spaces on weekends.
- Ramp has 3 levels all with accessible parking on the east side near the elevators.
- Doors at parking lot level are automatic sliding with motion detection.
- Accessible parking on the surface lot is in the front with non curbed access to platform.
- Canopied cover in staging area to keep customers covered in the elements.



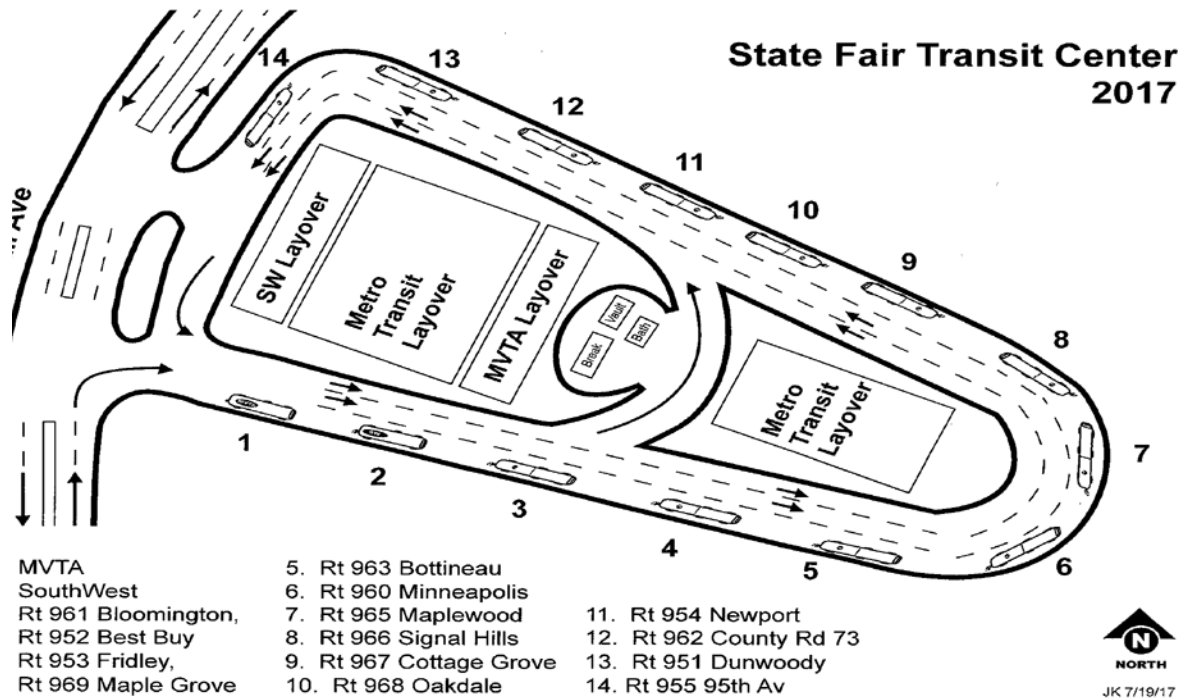
# State Fair Transit Center





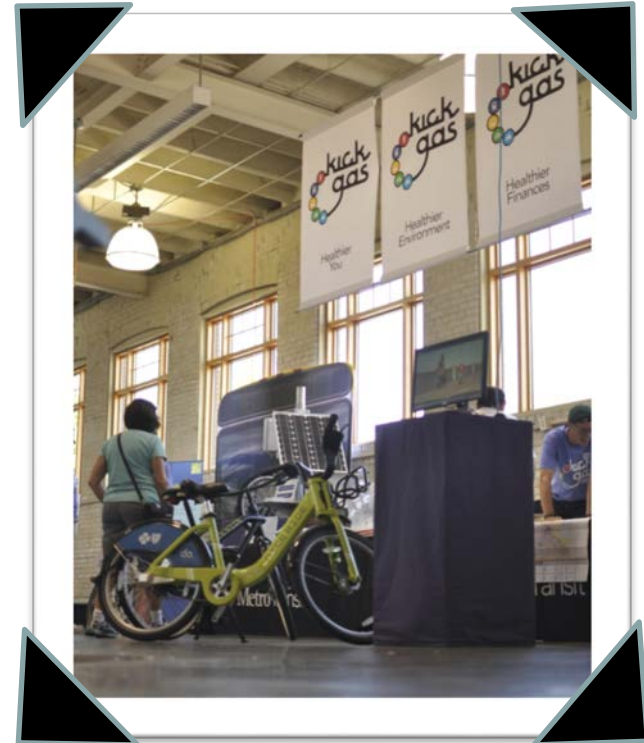
# State Fair Transit Center

- All gates remain in the same locations as last year.
- Route 960 remains in the front nearest the entrance.



## Reaching Out At the Fair

- Grand Stand
- Eco Experience/Kick Gas



# Overview of 2017 Marketing

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





# Online and Digital Ads

A person in a red and black plaid shirt holds a tall stack of cookies. The background is a blurred fairground. Three red circular icons (car, bus, Ferris wheel) with white symbols are arranged horizontally at the top. The text "Journey on." is at the bottom left, and a red circular logo with a white letter T is at the bottom right. A yellow banner at the very bottom contains the URL "metrotransit.org/StateFair".

Journey on.

metrotransit.org/StateFair

A man and a young child are waving and smiling. The background is a blurred fairground. Three red circular icons (car, bus, Ferris wheel) with white symbols are arranged horizontally at the top. The text "Journey on." is at the bottom left, and a red circular logo with a white letter T is at the bottom right. A yellow banner at the very bottom contains the URL "metrotransit.org/StateFair".

Journey on.

metrotransit.org/StateFair

Park. Ride.  
Journey on.

State Fair Express service  
from 20 locations  
Aug. 24 - Sept. 4.

Buy your ride on the  
new Metro Transit app!

metrotransit.org/StateFair

A person is riding a roller coaster. The background is a blurred fairground. Three red circular icons (car, bus, Ferris wheel) with white symbols are arranged horizontally in the middle. The text "Park. Ride. Journey on." is at the bottom left, and a red circular logo with a white letter T is at the bottom right. A yellow banner at the very bottom contains the URL "metrotransit.org/StateFair".

Park. Ride. Journey on.

metrotransit.org/StateFair



# Transit Advertising



# Estimated 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 = 5,316

- Bus Operators

Total Estimated Hours = 11,939

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





# Questions?