



# **State Fair 2010 Update**

Presented By

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## **TO STATE FAIR!**

IT'S A MINNESOTA THING



#### 2009 in Review

- 446,688 Rides
- 2009 Budget/2010 Budget
- 12.5% Market Share
- Eco Experience







### **Overview of 2010 Service**

- Express Sites (17 sites)
  - Brookdale Square-NEW
  - Maplewood Mall-NEW
- Regular Route Service
  - Routes 3, 84, 960
- Fares
  - \$5 Round Trip
  - \$4 Bus Bargain Ticket
  - \$15 Bus Bargain Group
     Ticket-NEW









### **Overview of 2010 Service**

- Service Challenges on September 2
  - Twins Game
  - Vikings Game
  - Northstar & Hiawatha regular service







## **Overview of 2010 Marketing**

- State Fair Brochure
  - -65,000
- Nicollet Mall Station
   Domination
- Online Ads
- Transit Fleet Advertising
- Skyway Ad Panels





## **Overview of 2010 Marketing**

State Fair Back Wrap



## Skyway Ad







## **Overview of Marketing 2010**

#### **Station Domination**



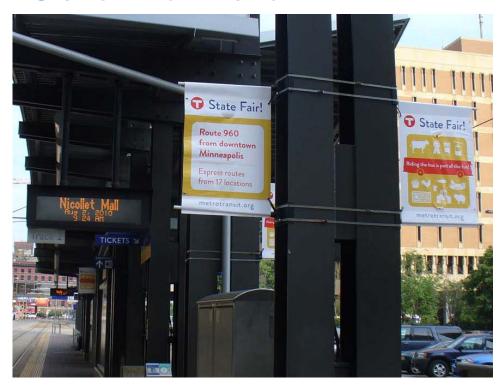






## **Overview of Marketing 2010**

#### **Station Domination**













#### **Number of Buses**

## Weekdays

AM PM Artics

Total 58 59 43

## Weekends/Holiday

AM PM Artics

Total 62 63 46







## **Support Staff**

- Metro Transit StaffTotal Hours = 3,018
- •Bus Operators

  Total Hours = 11,162

