



# State Fair 2010 Update

Presented By

Lisa Johnson

Manager Street Operations

Kelci Stones

Market Development Specialist

**T STATE FAIR!**

IT'S A MINNESOTA THING



Getting to the  
Get-Together  
State Fair Bus Service  
Aug. 27–Sept. 7



Get a State Fair Bus  
Bargain Ticket by  
Aug. 26 and save!  
Buy at [metrotransit.org](http://metrotransit.org).

## 2009 in Review

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

## T State Fair!



Riding the bus  
is part of the fun!



## 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



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## 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





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## Number of Buses

### Weekdays

|              | AM        | PM        | Artics    |
|--------------|-----------|-----------|-----------|
| <b>Total</b> | <b>58</b> | <b>59</b> | <b>43</b> |

### Weekends/Holiday

|              | AM        | PM        | Artics    |
|--------------|-----------|-----------|-----------|
| <b>Total</b> | <b>62</b> | <b>63</b> | <b>46</b> |

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## Support Staff

- Metro Transit Staff  
Total Hours = 3,018
- Bus Operators  
Total Hours = 11,162