Metro Transit State Fair Express Service

Jessica Cross | Senior Market Development Specialist

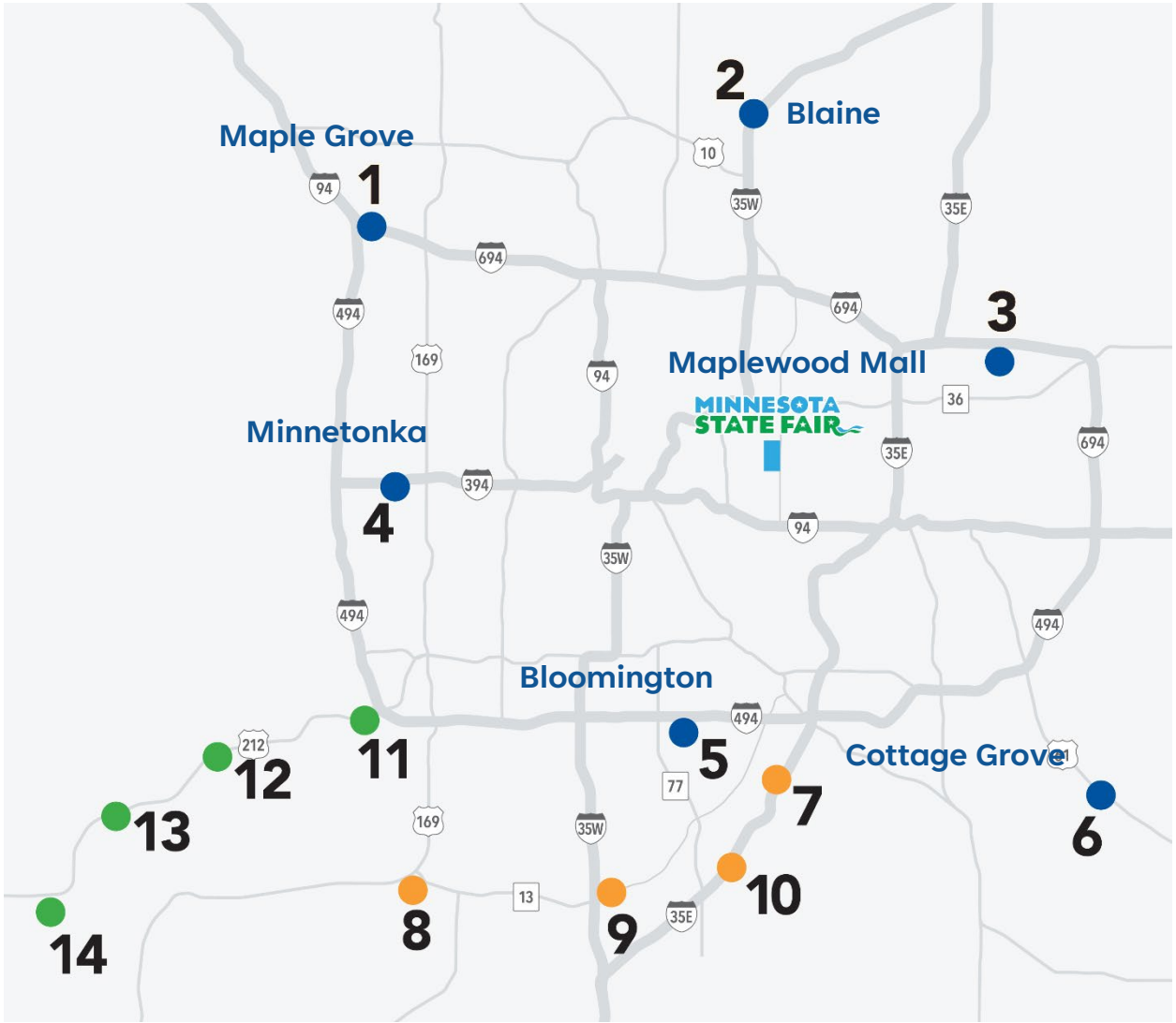
Metro Transit

Ridership Review

- 2023 (4 express sites): 290,749 rides
- 2024 (6 express sites): 375,922 rides – a 29.3% increase
- 2025 (6 express sites): 393,031 rides – a 4.6% increase

2026 Express Service

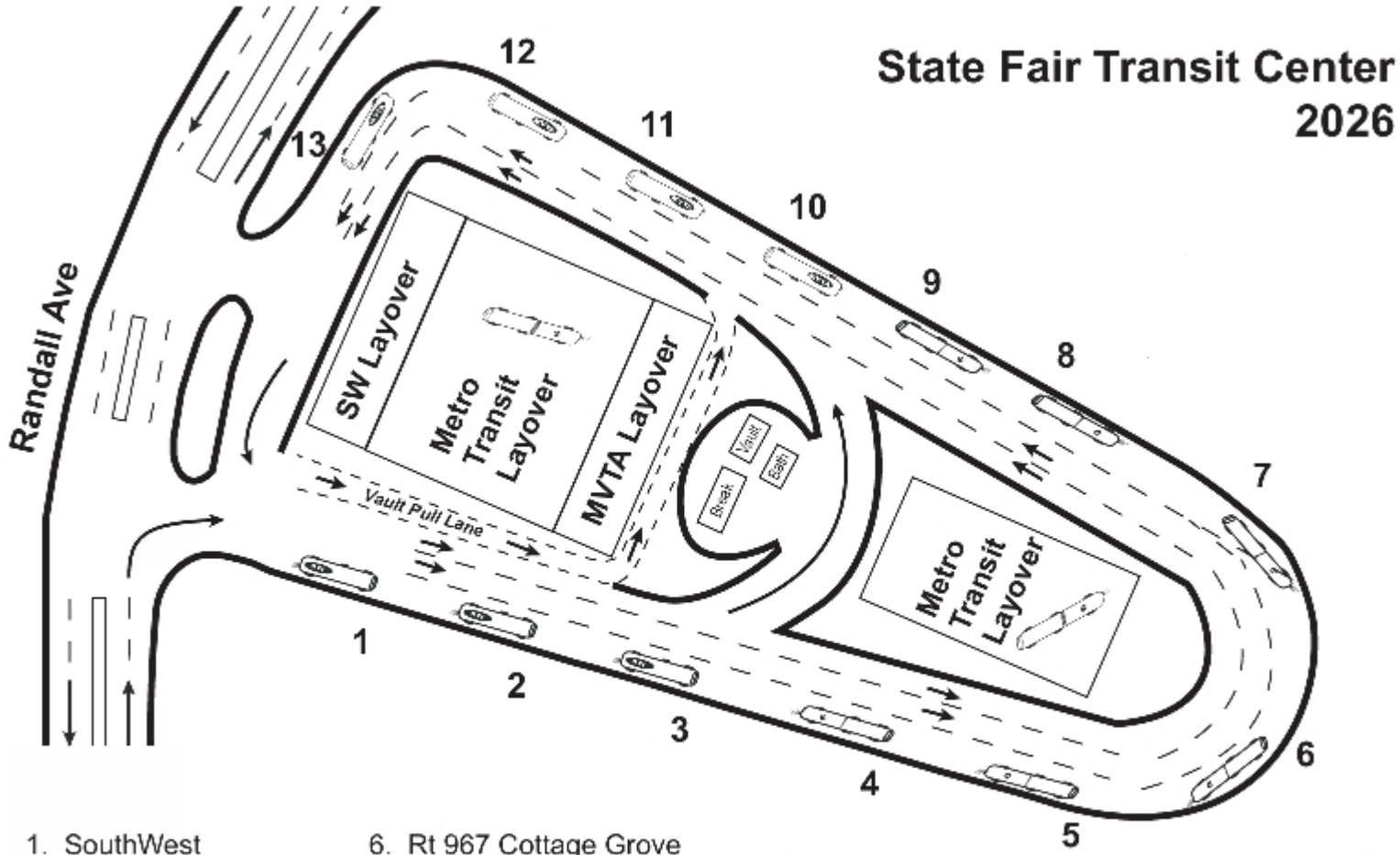
- **Express Sites**
  - 6 Metro Transit Sites + Suburban providers
- **Start times**
  - 8 am every day
- **End times**
  - Midnight on weekdays and weekends
  - 11 pm on Labor Day



2026 Express Fares

- $6 Round trip cash fare, no change given, TVMs onsite
- $5 on the Metro Transit app
- $5 using a QR code to purchase with Apple Pay or Google Pay (no need to download the app)
- 49,901 app express tickets were sold – a **91%** increase from 2024!

State Fair Transit Center
2026



1. SouthWest
2. SouthWest
3. SouthWest
4. Rt 969 Maple Grove
5. Rt 961 Bloomington
6. Rt 967 Cottage Grove
7. Rt 965 Maplewood
8. Rt 962 Minnetonka
9. Rt 955 Blaine
10. MVTA
11. MVTA
12. MVTA
13. MVTA

NORTH

MC 7/16/26

2026 Service

- **Regular Route Service**
  - Metro A Line
  - Route 3
  - Route 61

- **Fare Payment**
  - Cash
  - Metro Transit app
  - Go-To Card or pass
  - All-Day Pass

2026 Marketing

- Transit fleet ads
- Station and stop ads
- Social media
- Digital billboards
- Park & Ride banners
- Geofenced digital ads
- Star Tribune State Fair Guide
- BIPOC media
- Transit App banner
- August Great Day in Transit

Metro Transit at the Fair

- Grandstand
  - New exhibit “Metro Transit is Moving Forward”
- Eco Experience
  - “Rolling in Green” highlights sustainable transportation options

Thank You!

Jessica Cross

jessica.cross@metrotransit.org

612-386-7613