



MINNESOTA STREETCAR MUSEUM
COMO-HARRIET STREETCAR LINE
EXCELSIOR STREETCAR LINE

FARE AND PASS BULLETIN

TO: All Foremen, Operators, and Station Agents

FROM: Rod Eaton
General Superintendent

RE: Museum Adventure Pass

DATE: May 1, 2010

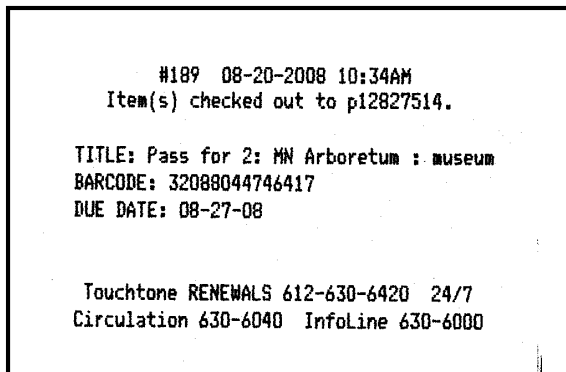
Effective September 4, 2008 MSM is part of the Museum Adventure Pass network. The passes, which allow free admissions to over 20 metro area museums, are issued by 106 public libraries around the metro area on a first-come, first served basis. Library customers "check out" the pass for one week, then it expires.

- Each pass is good for 2 free rides on our streetcars. The Museum Adventure pass holders will present to our Station Agents or Conductors at CHSL and ESL a slip that looks like one of those little paper computer-printer library check-out receipts; the same ones you get when you check out a book. It will say "**Pass for 2: Minnesota Streetcar Museum**" followed by the due date (expiration date). An example can be found at the end of this bulletin.
- If the pass is still valid, collect it and issue 2 tokens.
- If the pass has expired, don't issue tokens.
- The Museum Adventure Pass program features colorful advertising cards and brochures. These are not passes and should not be honored.
- Hand in the passes with the day's money bag.
- The passes won't be honored for special events, including the Halloween Trolley, the Pumpkin Trolley, the Holly Trolley and the Classic Car event.
- There is a place in the back of the Museum Adventure Pass booklet to collect stamps from each museum the person has visited. Please stamp the book using the self-inking "STREETCAR" stamp, located in the cash drawer at the Linden Hill Depot and on the operating streetcar at Excelsior.

Fare and Pass Bulletin—Museum Adventure pass
May 1, 2010

So why are we giving away free rides? In exchange for the free rides we'll get some heavy duty promotion and advertising, plus some good market feedback. Macy's funds the program, which includes considerable free advertising in the Star-Tribune and on KARE11, with our museum name prominently mentioned. We can also place our brochures in most of the area libraries, along with 11x17 posters. The feedback includes computer reports on which libraries issued the passes.

Museum Adventure Pass sample:



Cash register Instructions when a Museum Adventure pass is presented.

- 1) Check that the pass is valid, i.e., reads "**Pass for 2: Fire, Rail & Streetcar**"
- 2) Check to make sure the pass hasn't expired.
- 3) Hit "No Sale" on the register and issue two tokens, or just one if that's the case (CHSL only)
- 4) Place the Pass in the day's cash pouch.