

# Metro Ridership Plan

Taking ridership to the next level



**Metro**

# A history of growth

- 2% budget – 5% growth goal
- Current approach:
  - Customer focus
  - Local service management
  - Promotion of best services
  - Convenient fare offerings
  - Strong service brand
- Seven paths to increase ridership

# Optimize service

- Implement Metro Connections
- Adhere to service standards
- Feed major bus and rail lines
- Improve on-street supervision
- Leverage park & rides

# More customer-driven services

- Expand into new areas
- More “true” Express service
- Investigate alternative services
- Build on Metro Rapid
- Better serve economic centers

# More marketing and advertising

- Increase media expenditures
- Expand target marketing efforts
- Enhance Metro brand
- Market corridors and destinations
- Grow business segment
- Leverage market conditions

# Maintain the best fleet on the street

- Manage fleet age and appearance
- Accelerate vehicle painting
- Enhance graffiti maintenance
- Feed major bus and rail lines
- Maximize capital expenditures

# Provide information anywhere, anytime

- Improve system signage
- Provide 24-hour information
- Upgrade metro.net functionality
- Improve bus stops
- Provide next bus information

# Improve customer experience

- Upgrade customer amenities
- Enhance customer contact points
- Relax customer restrictions
- Provide friendlier environment
- Improve movement and flow
- Provide station agents



# Eliminate barriers to ridership

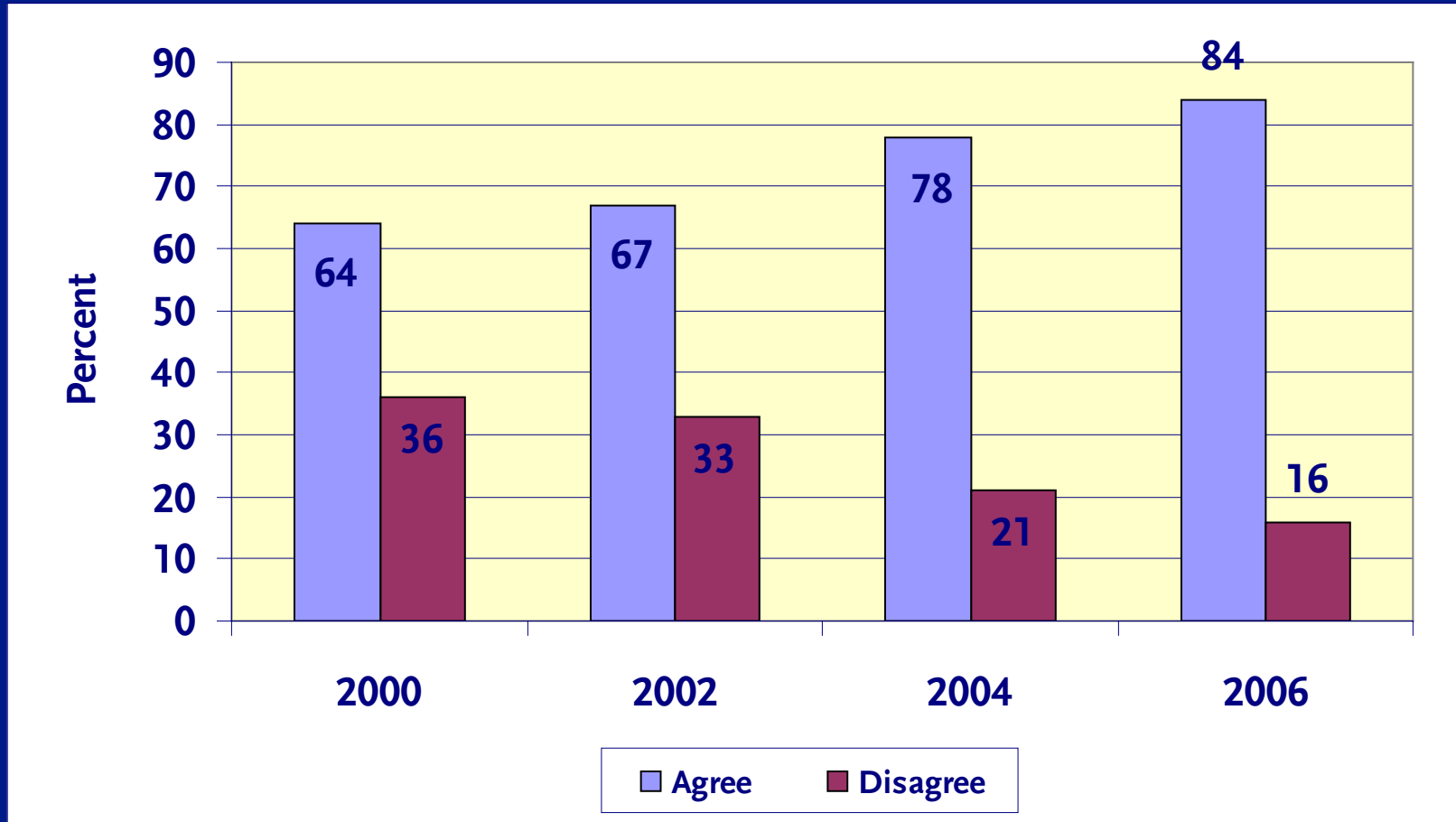
- Expand Day Pass use
- Offer regional fare structure
- Improve system wayfinding
- Standardize information
- Leverage “12-minute” concept
- Improve station visibility

# Next steps

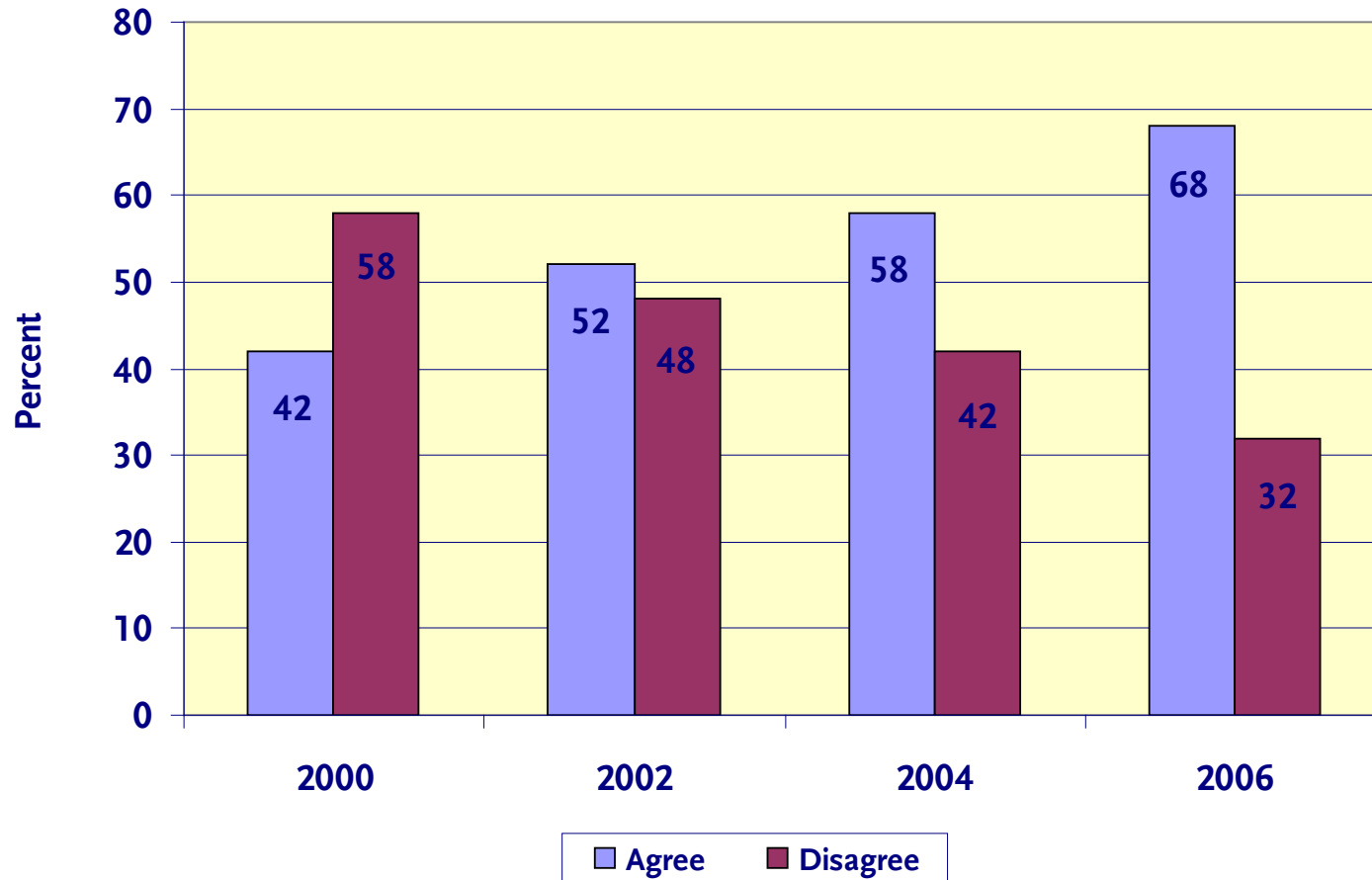
- Status quo is nearly at 5% now
- Already moving in plan direction
- Additional resources needed
- Reallocations require evaluation
- Specific concepts may be explored

# Research Results

# Metro Provides Quality Service

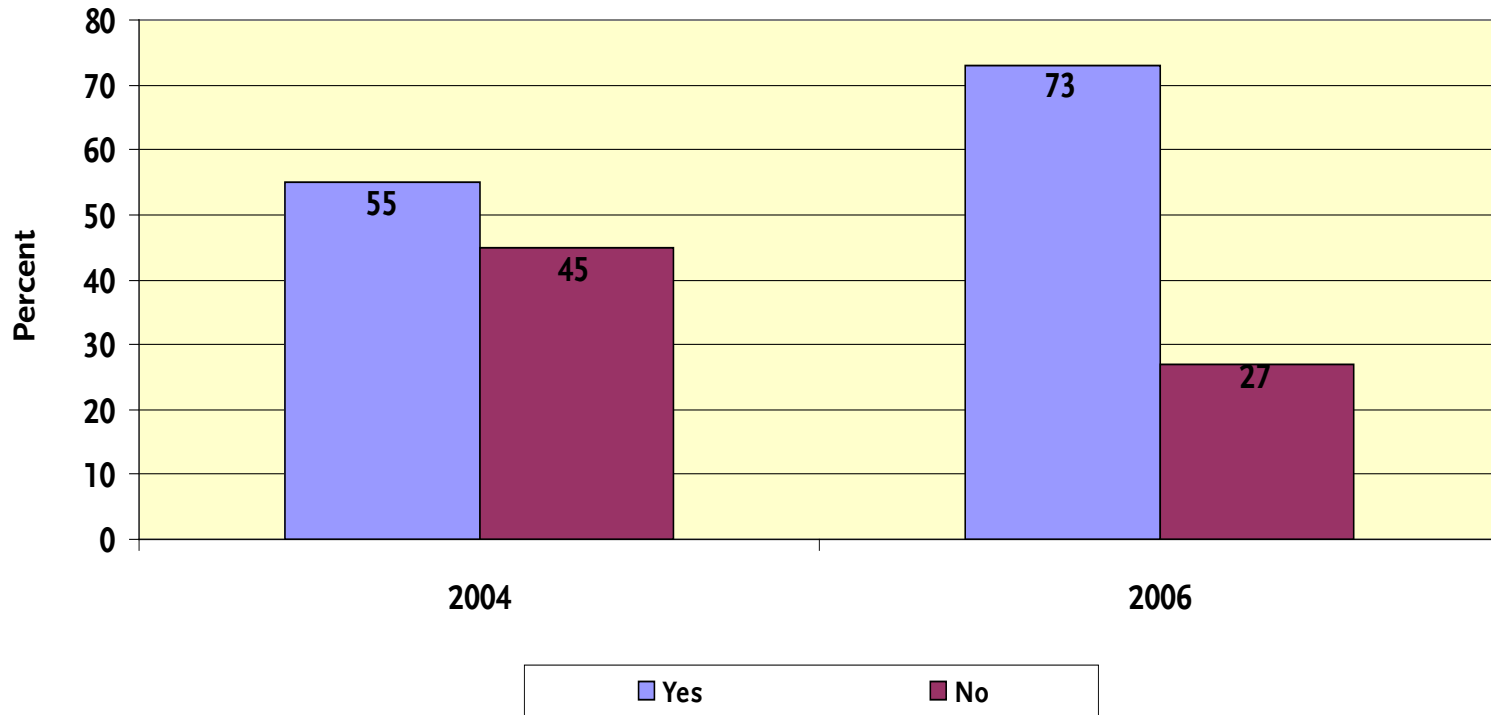


# Metro Uses Tax Dollars Wisely



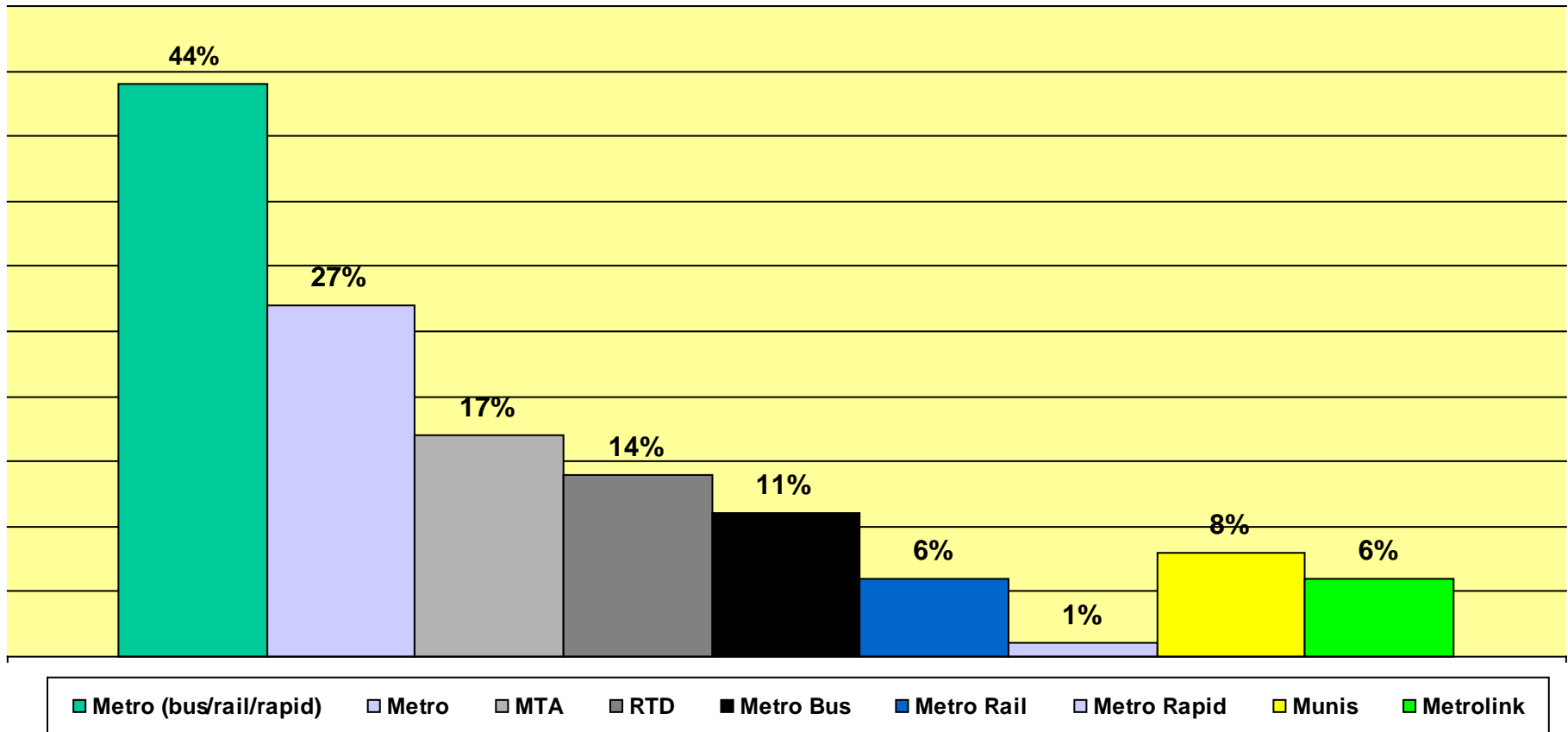
# Service Awareness Improving

Are You Aware of Bus Routes That Serve Your Neighborhood?



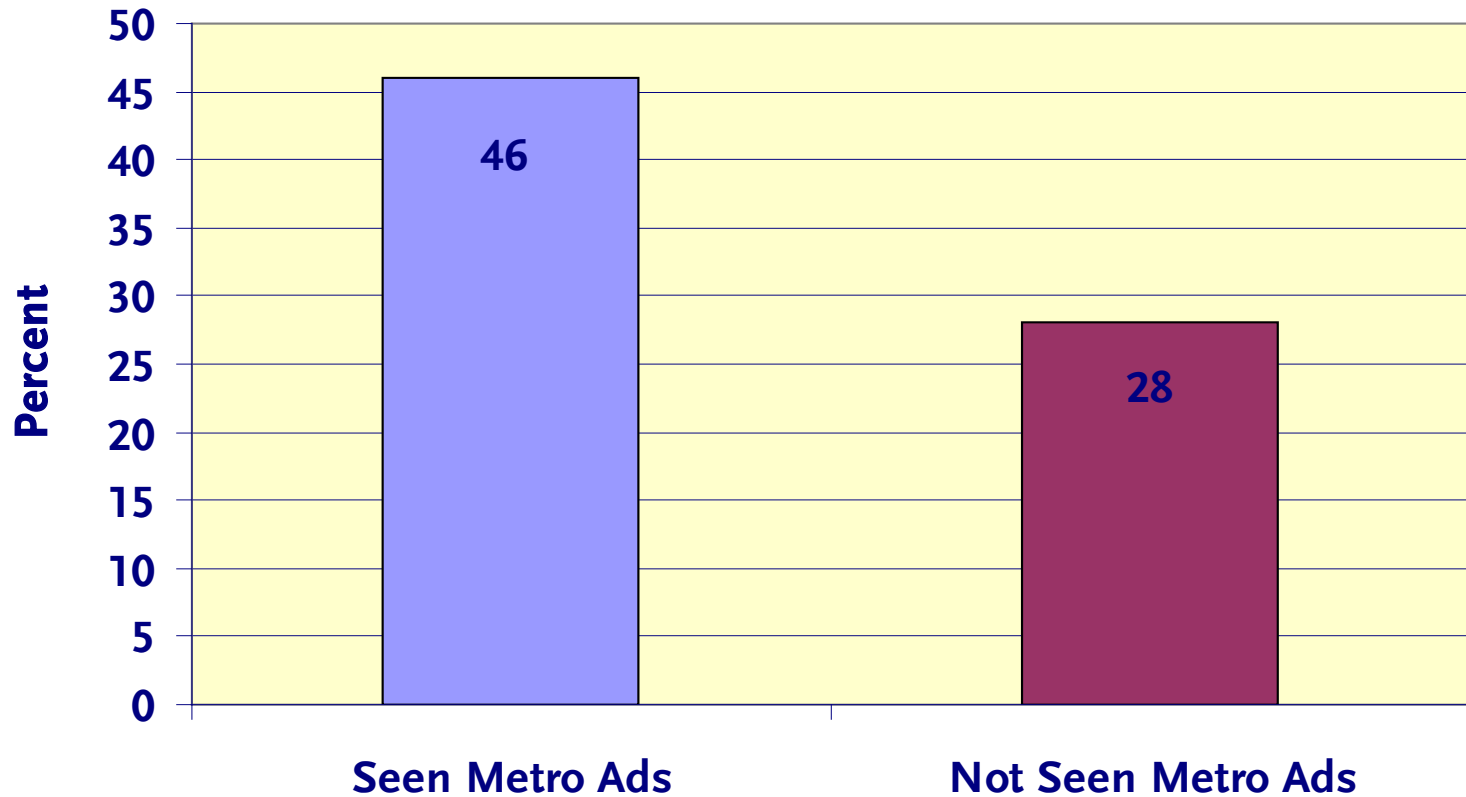
# Metro name recognition Improving

Unaided Awareness: What transit operators come to mind?



# Ads Prompt Interest

Are you likely to *Go Metro* in the next six months?



Metro