

Restoring and Growing Ridership

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WE TAKE “TRANSPORTATION GEEKS” AS A COMPLIMENT



Just Reopening is Not Recovery

Reinstituting routes and frequency doesn't re-engage customers.

It requires:

- communication
- marketing
- re-establishing trust

Most transit systems (and businesses) are overwhelmed with staffing, inventory and safety-related issues.



The Key is Communication



To flatten the curve, transit agencies needed to disconnect from their customers and the community.

In order to achieve real recovery, transit agencies need to actively restore that relationship with:

- Customers
- Potential new customers
- Employers
- Stakeholders

“If we build it or operate it, they will come”

Perhaps for the transit reliant. But, in today’s environment, proactive communications will be key.

Pre-COVID-19 Motivations

Before COVID-19 motivations for shared ride modes including transit were:

- Save money
- Save time
- Reduce stress
- Found time
- Improve environment



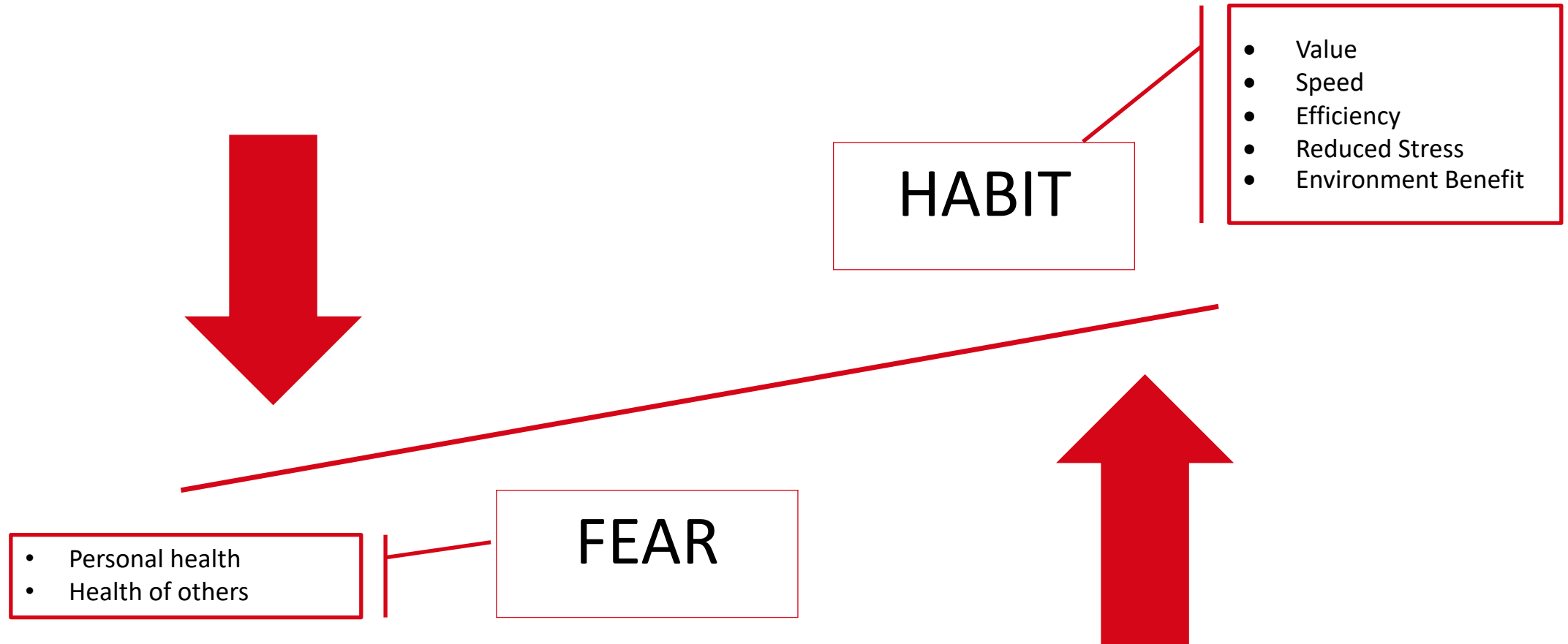
Pre-COVID-19 Motivations

Five “events” that created the best timing for consideration of a mode change:

- Job change
- Residence change
- Family change
- Road construction
- Major or frequent car repairs



New Rider Paradigm



Many believe this will influence commuters to the SOV mode creating unpredictable congestion. INRIX reports as of 6/5/20 – personal travel back to 88% of normal.

Transparency – the New Show & Tell

- **MBTA** in Boston is cleaning high-contact areas at stations six times a day and cleaning vehicles at least daily.
- **BART** now cleans high-contact areas eight times a day.
- **Chicago Transit Authority (CTA)** is reconfiguring station waiting areas and gathering places to facilitate social distancing.
- **SEPTA** in Philadelphia cleans each vehicle twice a day and has limited its bus fleet to those with easy-to-clean seat materials such as plastic.



Reimagining Transit Services

During COVID-19 pandemic, many transit agencies transformed into hospital worker shuttles, transporting food and needed PPE to critical workers and shut-ins, a vital service for the community.



Employers as Partners

More than ever, it's time to partner with employers – particularly larger employers – to discover their plans for recovery and reinstating on-site work. By partnering with them in new ways – rebuilding trust with not only the riders, but the employers – transit can help transform as well as rebuild the recovery for our community.



Overcoming Fear and Re-establishing CUSTOMER RELATIONSHIP (Trust) through Transparency

Show and Tell

Arlington Transit

Arlington Transit is using social media to SHOW current and potential riders the steps they're taking to make sure their system is clean and safe to return to.

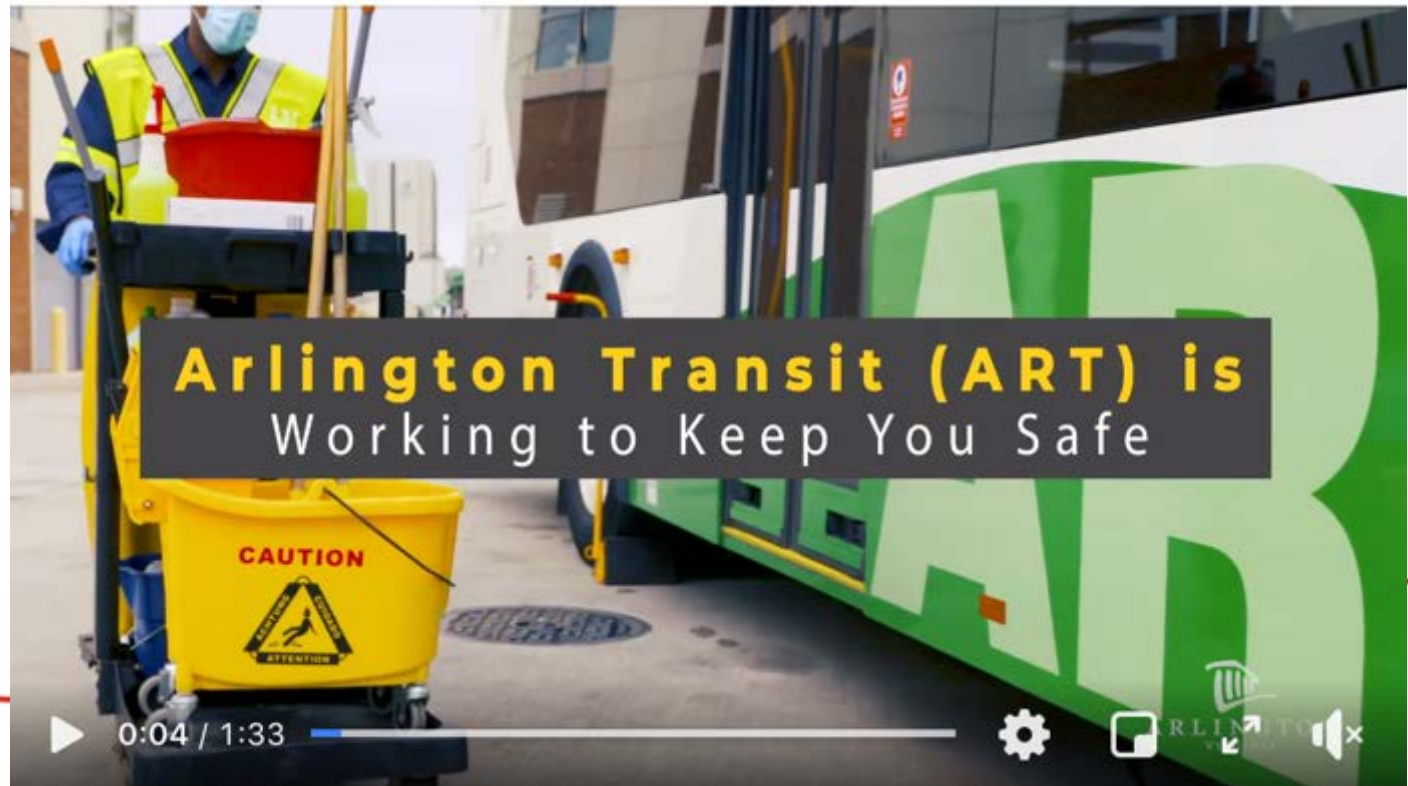


ART - Arlington Transit

July 7 at 12:25 PM · 🌐

At Arlington Transit, safety is the highest priority. See the steps ART is taking to keep passengers and operators safe, and to help slow the spread of COVID-19.

[ArlingtonTransit.com/covid19](https://www.ArlingtonTransit.com/covid19)





ART
arlington transit

Go Green with ART!

ARLINGTON
TRANSIT

5304

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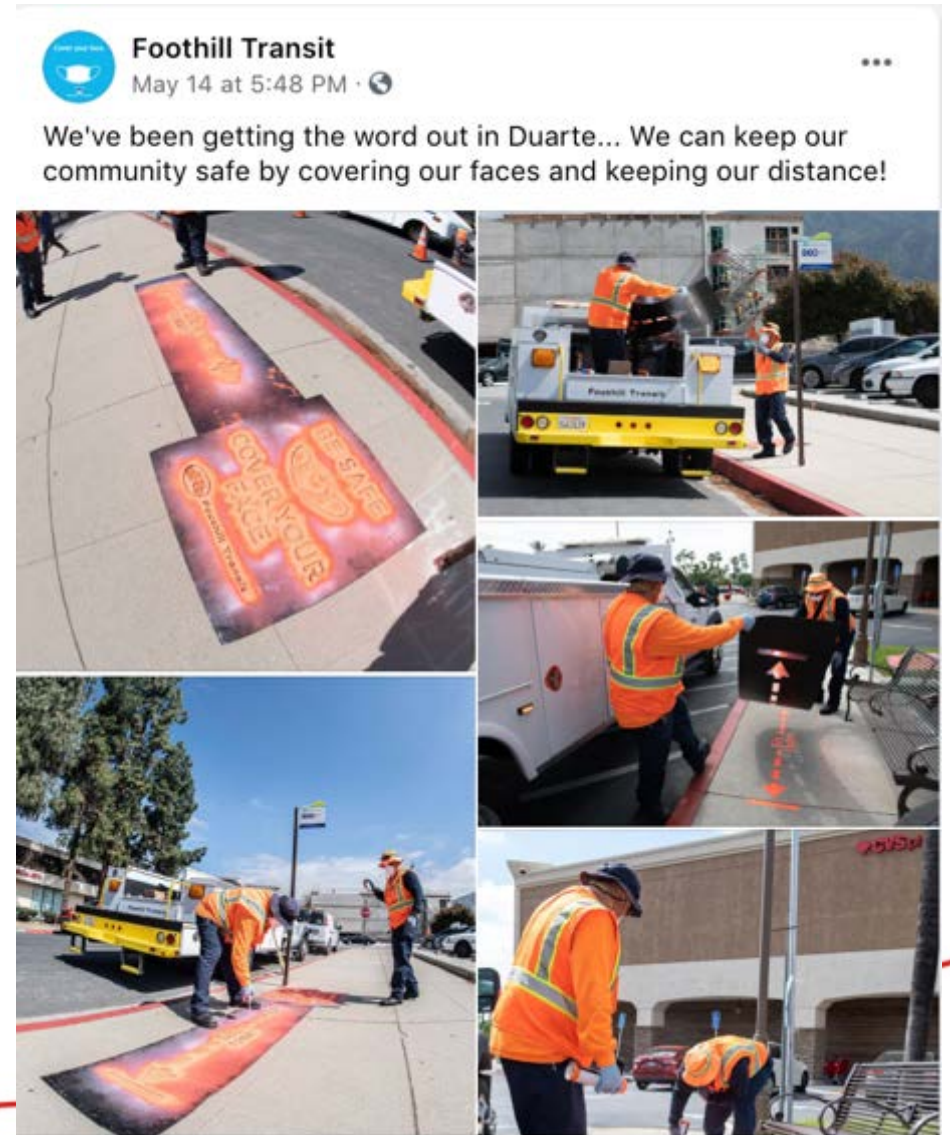
ART
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transit

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Foothill Transit

Foothill Transit is preparing for recovery by enforcing social distancing and encouraging the use of masks while waiting for and while on the bus.



Houston METRO

Houston METRO has disclosed their new plastic enclosures for buses which serve METROLift customers. This will prepare them for an increase in riders during recovery.



Houston METRO

14 hrs · 🌐

In addition to social distancing measures, encouraging the use of face coverings and increased cleaning, the METRO is installing plastic enclosures for operators on vehicles which serve METROLift customers. The enclosures still allow operators to assist passengers. Click the link for additional information <https://bit.ly/3dorGZK> ^S

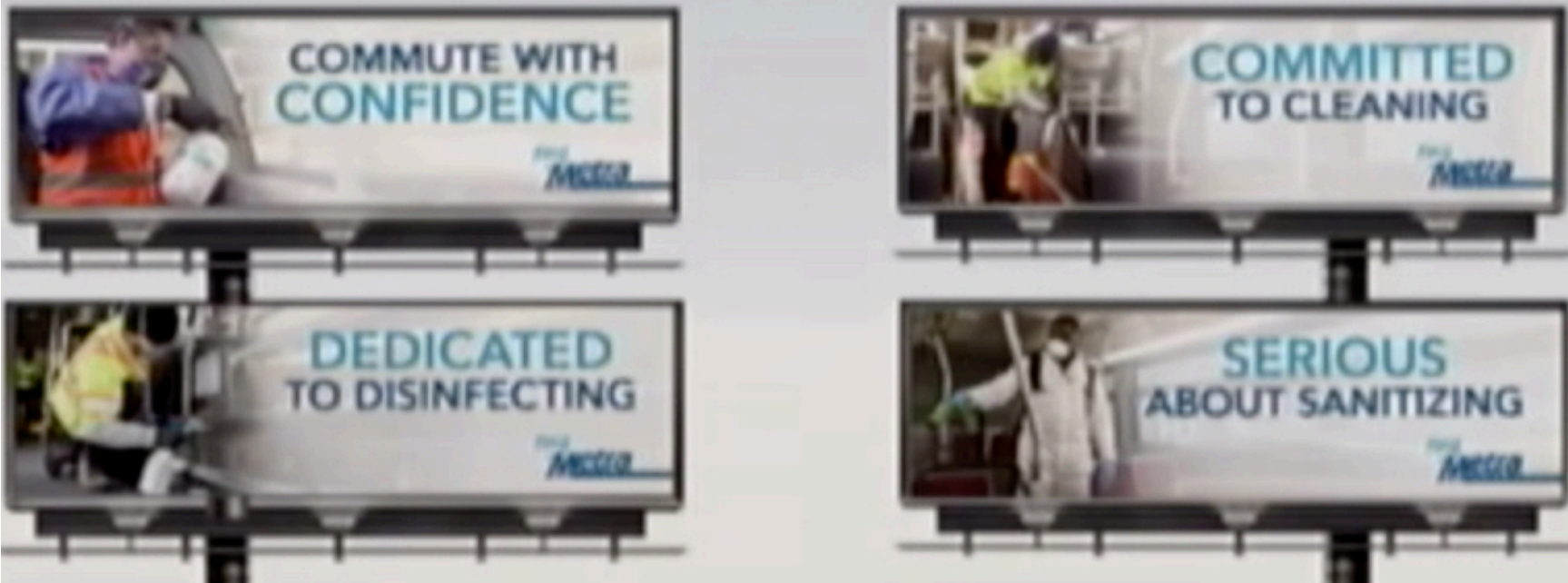


Chicago Metra

Metra released their recovery plans as parts of Chicago begin to reopen. They have emphasized transparency – not just saying they are sanitizing, but showing it and reinforcing the message across communications and marketing.



Chicago Metra



Reinforcing with marketing and communications campaign to support re-building trust.

Chicago Metra

Metra also asked current riders for feedback on their commutes and how well they think Metra is doing to keep them safe.



Metra

July 8 at 12:30 PM · 🌐

You've heard from us about what we're doing to make your commute a safe one, now hear from your fellow passengers how we're doing on our commitment to keep trains clean, ensure masks are a must, and provide you with enough space to commute with confidence.



Metrolink

Metrolink has developed an online tool called How Full is My Train? to allow riders to check how well they'll be able to social distance on the train.

This puts the rider in control by giving them the power of choice. If their schedule is flexible, they can choose to take a different train.



Metrolink ✓

2d · 🌐



We've developed a new online tool just for you: "How Full Is My Train?" It will help address concerns about social distancing on our trains. Just find the train you plan to take and check out its most recent ridership. Any train with ridership under 30% allows plenty of room for social distancing. #OurMetrolink.

Try it out at metrolinktrains.com/howfull

The graphic features the Metrolink logo and tagline 'SMARTER. BETTER. ESSENTIAL.' at the top left. The main title 'HOW FULL IS MY TRAIN?' is prominently displayed in white and purple. Below it, the subtitle reads 'YOUR DIGITAL TOOL FOR SOCIAL DISTANCING'. On the right side, a circular gauge shows a green segment representing 27%. At the bottom, five stylized icons of people sitting on train seats are shown, with the second and fourth seats empty, illustrating social distancing.

New York MTA

- The MTA posted a video showing how they are continuing to diligently clean and disinfect trains, buses, and stations.
- They are also testing new and more efficient cleaning methods to prepare for more riders including the use of ultraviolet light.



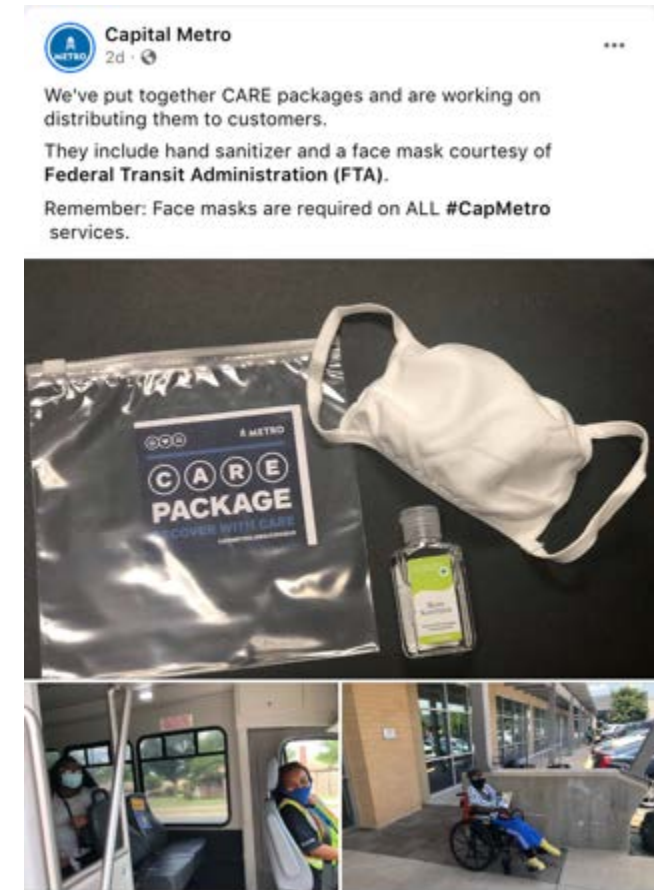
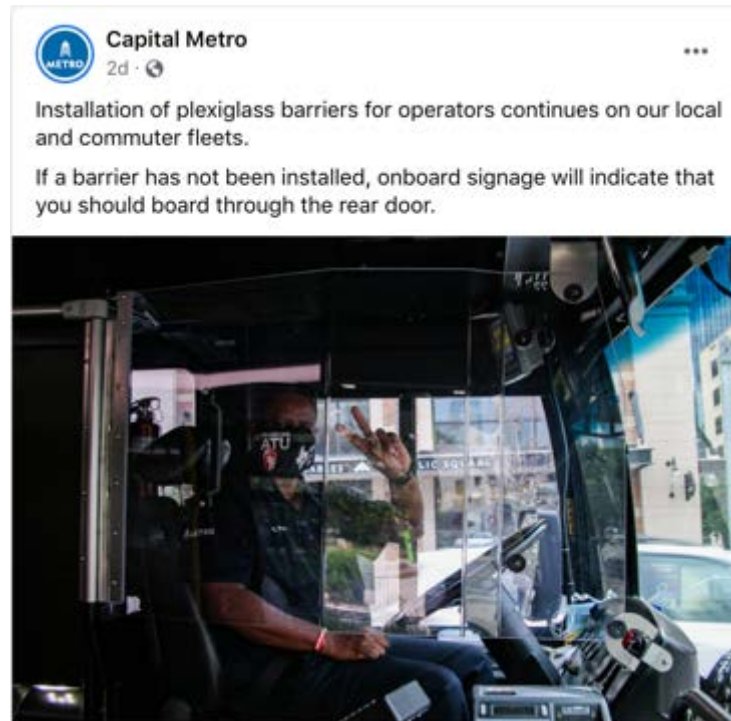
Valley Metro

Like all other transit systems, Valley Metro is requiring face coverings to ride. With help from the FTA, Valley Metro is providing face masks to those who may not have one with them during their trip.



Capital Metro

- CapMetro is also providing masks and hand sanitizers for their customers as face masks are required on all services.
- While in the process of installing glass barriers for their operators, CapMetro lets riders know if a barrier has not been installed yet and that they should board through the rear door for both rider and operator safety.



Region Transportation District RTD (Denver)

Denver RTD is telling AND showing riders the steps they're taking to ensure a safe ride.

RTD
June 25 at 4:54 PM · 🌐

We understand your concerns while riding transit. That's why we've adapted and implemented several new procedures in recent months with your health and safety in mind. All vehicles are being cleaned daily per recommendations by the CDC, state, and local public health agencies. Your health and safety is critical to us, and we look forward to having you on board.
#RTDMovingTogether

#1 Where we're cleaning and sanitizing:

- ✓ WIPING DOWN SURFACES
- ✓ HAND RAILINGS
- ✓ HAND GRIPS
- ✓ GLASS
- ✓ COMMON AREAS



RTD
6d · 🌐

In June, we received our latest shipment of electrostatic cleaners. These enable us to provide hospital-grade disinfection of our vehicles and facilities. <https://bit.ly/2W5xH7j>



RTD-DENVER.COM
New electrostatic cleaners make sanitizing easier for RTD

RTD
July 7 at 4:11 PM · 🌐

To allow for social distancing on our buses, we have extra buses staged along routes that are experiencing higher ridership. These buses are dispatched as necessary to help maintain vehicle passenger limits of 15 passengers on standard buses and 20 passengers on larger buses. Your health and safety are a top priority to us, and we'll continue to implement protocols such as these to protect our riders. **#RTDMovingTogether**

#5
We're limiting passenger loads on buses

STANDARD BUSES: **15 PASSENGERS**
LARGER BUSES: **20 PASSENGERS**

RTD (Denver)

RTD is also asking its riders for feedback on what improvements the system should prioritize after COVID restrictions are lifted.



The image shows a screenshot of a Facebook post from RTD (Regional Transportation District) dated July 7 at 4:16 PM. The post text reads: "RTD wants to hear from you! We are seeking input on what transit services RTD should prioritize as the region moves past the effects of COVID-19. Complete a quick survey to share your thoughts, whether you're a regular on RTD services or not, as we look at changing the way our region moves!" followed by a blue link: <https://bit.ly/31wAFoU>. Below the post is a dark blue survey graphic with white and red text that asks: "REIMAGINE RTD. WHAT SHOULD RTD PRIORITIZE AS THE REGION MOVES PAST COVID-19?". The words "PRIORITIZE" and "PAST COVID-19?" are highlighted in red boxes.

Incentivize Trial

TRIAL – is the best way to get riders to give transit a try. Especially in these challenging economic times. Many have suspended fare collection at the direction of DRPT. But now is the time to do a trial “campaign”



Use Earned Media



Social and Digital Content

Use your agency's social channels and website to "push" your message out. But don't stop there – promote the posts and use digital/SEM advertising. Social/digital/SEM are the most cost effective because you can target by geographic, demographic and even ethnographic filters.

RTD @RideRTD · Jul 9
In June, we received our latest shipment of electrostatic cleaners. These enable us to provide hospital-grade disinfection of our vehicles and facilities.

New electrostatic cleaners make sanitizing easier f...
Overview of electrostatic cleaners that on our buses and facilities.
rtd-denver.com



valleymetro • Follow
Wear because you care 🙏
Face coverings are required when riding transit. Thank you FTA for providing 20k face coverings for riders and operations staff. More info on face covering distribution valleymetro.org/COVID19 #maskupaz #slowthespread

kathywatts1136 Do it because you have to! Wearing a face mask should be voluntary not mandatory!

49 likes
JULY 8

Dallas Area Rapid Transit (Official DART page)
3d · 🌐
Now that more people are riding to work, what is DART doing to keep me healthy and safe from the coronavirus? bit.ly/DARTdaily-2ZbI9Mw #AskDART

DARTDAILY.DART.ORG
Ask DART: Cleaning Protocols
How is DART cleaning vehicles to prevent future spread of the...

Questions

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