






Rock Region
METRO

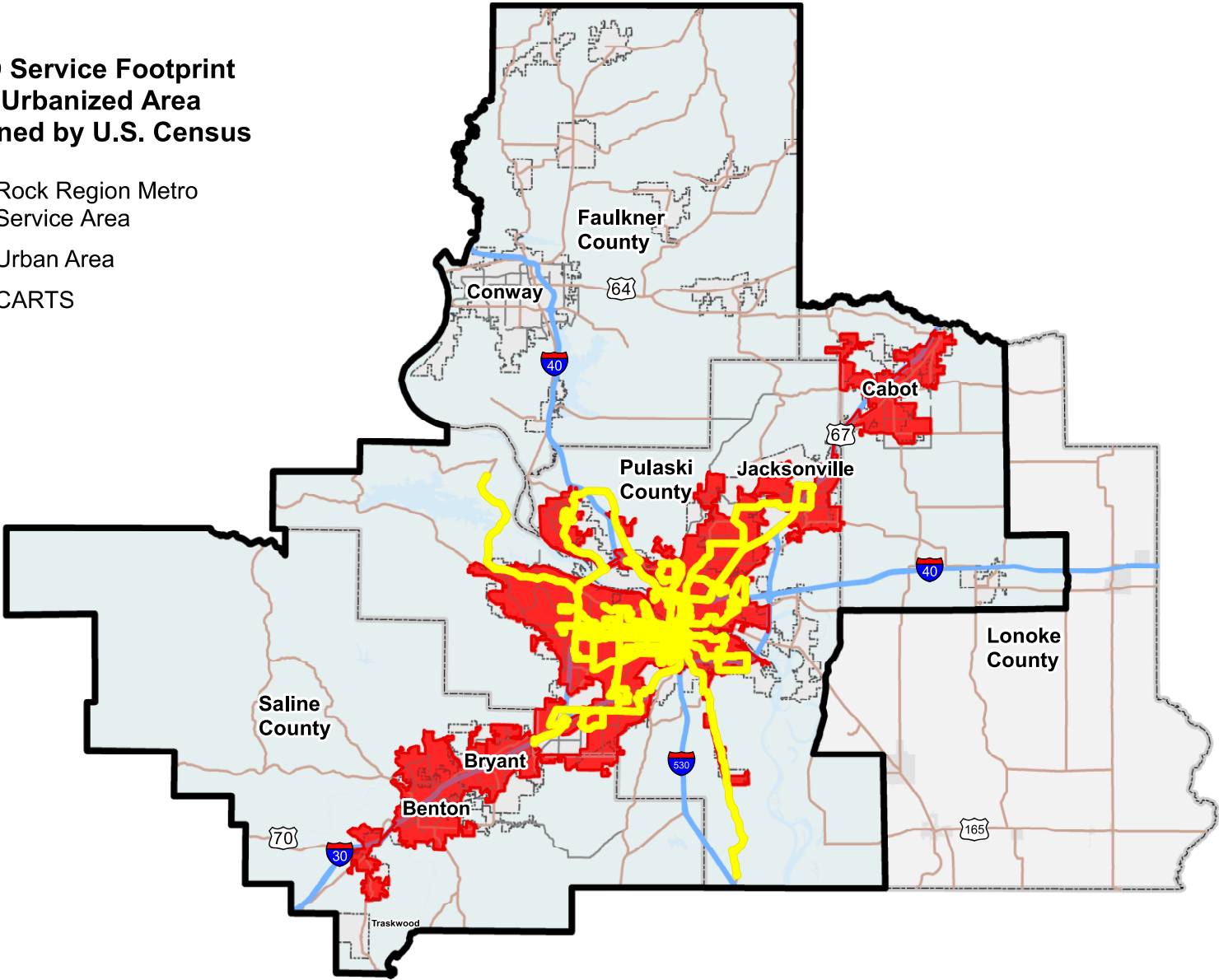
BUCKING THE TREND: STRATEGIES TO INCREASING RIDERSHIP

Ridership Increases

- Streetcar – 209%
 - January – June 2018 vs. January – June 2019
- Fixed Route – 2%
 - January – June 2018 vs. January – June 2019

**METRO Service Footprint
and Urbanized Area
Determined by U.S. Census**

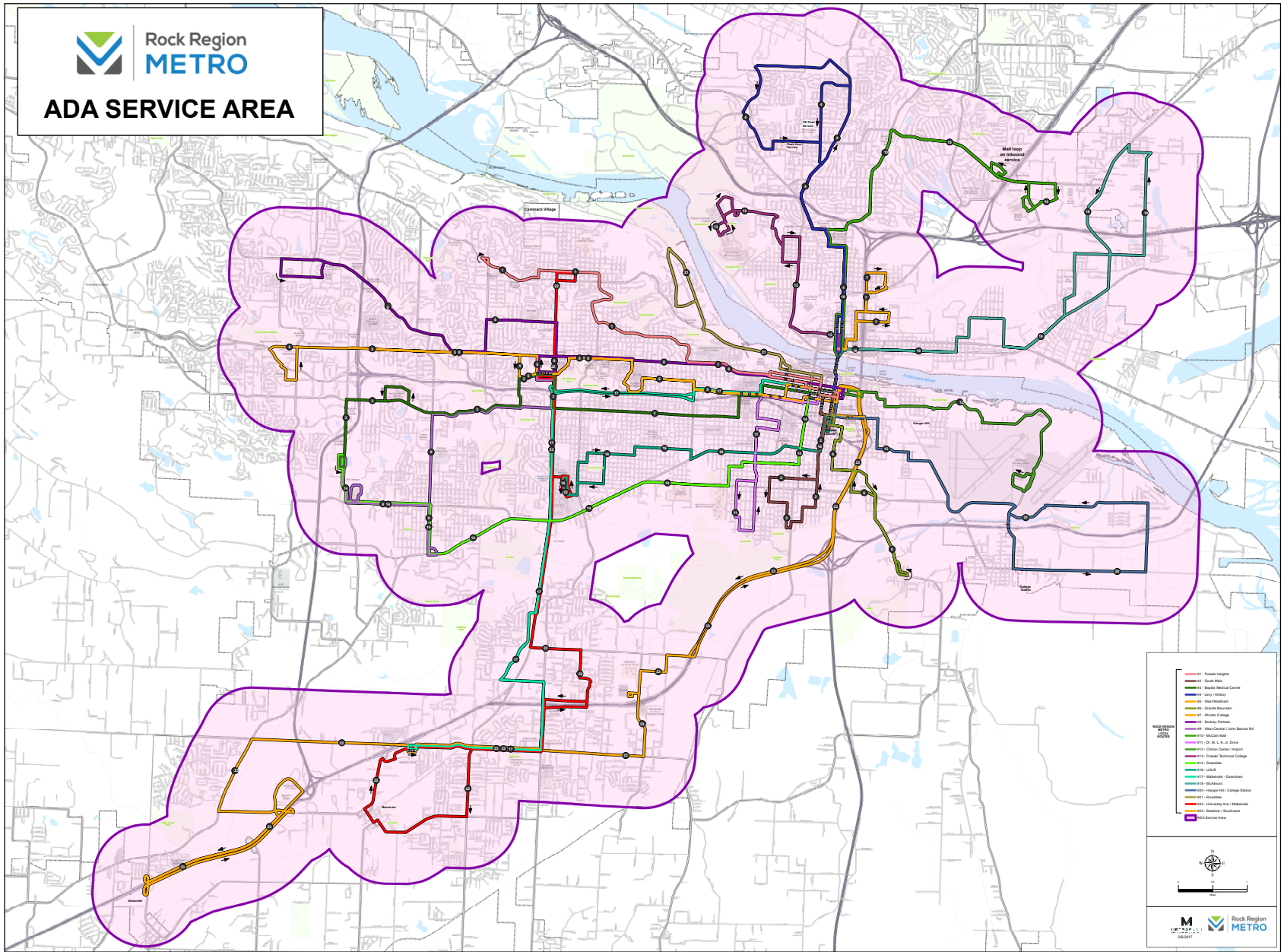
-  Rock Region Metro Service Area
-  Urban Area
-  CARTS





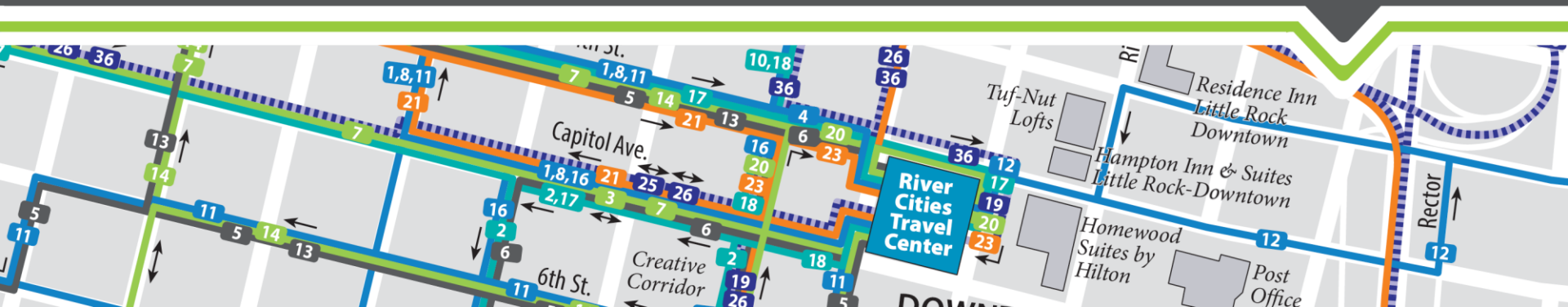
Rock Region
METRO

ADA SERVICE AREA



METRO SERVICES

- METRO Streetcar
 - 3.4 Miles
 - 3 Vehicles during peak
- METRO Local Fixed Route Bus Service
 - 21 Routes
 - 48 Vehicles during peak
- METRO Express Routes
 - 4 Routes



FLEET



36

Diesel-Powered
Buses

24

Paratransit
Vehicles

23

Compressed
Natural Gas Buses

5

Streetcars

STRATEGIC IMPERATIVE #1

**Engage in Community
Coalition-building for Public
Transportation Advocacy**

Ridership Increases

How & why?

- **Streetcar – 209%**
 - Removed barrier of fare payment
 - Identified community sponsors
 - Outreach & transit tours with local organizations
- **Fixed Route – 2%**
 - Established new partnerships
 - Found new grant opportunities
 - Outreach & transit tours with local organizations