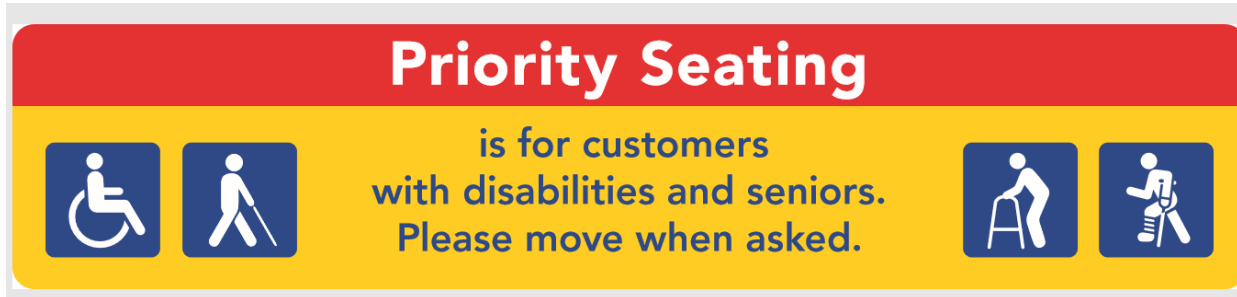


Priority Seating



Anj Olsen, Market Development Specialist

So Far..

- Video was shot for
 - Customer facing video educating on who uses Priority Seating
 - In Market December 2021
 - Training Video for operators/drivers
 - New Driver Training – begins late October
 - Regular Driver (ongoing training) – begins January 2022
 - Segments will be used for How to Ride videos in the near future

Upcoming (late December/early January and beyond)

- Ads at METRO Blue and Green line station monitors
- Ads at METRO BRT Pylons (A, C and Orange Line)
- Social Media campaign promoting the video
- Bus side advertising (5 buses)
- Interior cards (all buses)
- Posters for Operators at all garages
- Advertising/advertorials in Access Press and other supportive publications.
- Adding priority seating information in future campaigns
- Disabled iconograph/image added to Priority Seating light rail seats.

How will we monitor the campaign's success?

- Monitoring social media pages
- Monitoring Customer Relations and TIC call-ins regarding priority seating and unable to board
 - Quarterly basis
 - Annual basis



Any questions?