



Priority Seating Reporting Update: March 1, 2023

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Update details

- Transit Control Center introductions
- Numbers to date
- Priority seating campaign
- Discussion



Transit Control Center introductions

- Who they are
- What they do



Image of workstation in the Transit Control Center

Pass Up Metrics – Operator Calls To Transit Control Center

- 2018 = 984 (54,910,461 total rides)
- 2019 = 940 (51,860,027 total rides)
- 2020 = 324 (Covid 25,496,989 total rides)
- 2021 = 216 (Covid 22,137,142 total rides)
- 2022 = 434 (22,060,342 bus rides through October)

Moving Forward -2023

- Annual priority seating campaign
 - 2023 campaign currently in the planning stages
 - October identified as Priority Seating Month



Image of Priority Seating campaign materials on an LRT

2022 Campaign Marketing Recap

- Priority Seating video created and released to the public
- Ads at METRO Blue and Green Line station monitors
- Ads at METRO BRT Pylons (A, C and Orange Lines)
- 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
- Iconograph/image added to Priority Seating light rail seats
- Bus Training Center
 - Disability awareness discussion, including invisible disabilities in operator training
 - Training Video for operators/drivers
 - New Operator Training
 - Regular Operator (ongoing training)

2022 Campaign Social Media Recap

- Facebook
 - 98 likes, 16 shares
 - Sample comments:
 - “It’s always appreciated by those with limited abilities. Thank you.”
 - “While it's a great message that's being shown in this video it is not exactly realistic as to what happens. Which is too bad.”
 - “Great message”
 - “Great Job And Thank You For Your Service”
 - “That’s Awesome”
 - “Anybody that has legitimate disabilities qualifies for Metro Mobility. As a permanent disabled person since birth. I get irritated when my bus runs 10 minutes late because they have to take three minutes to load a wheelchair on/off. You get 2,3,4 people with wheelchairs on one route- I miss a connection, I'm late to wherever I'm going. I end up having to take an earlier bus and be extremely early to everything I do.”
- Twitter
 - 8 likes and 3 retweets

Discussion

- Would the TAAC like to continue to have a yearly update on this topic?
- Would you want us to report back after a Priority Seating Campaign?
- Anything else you would like us to know about the customer experience?



Questions?