



Metro Transit Ridership October 2015 YTD

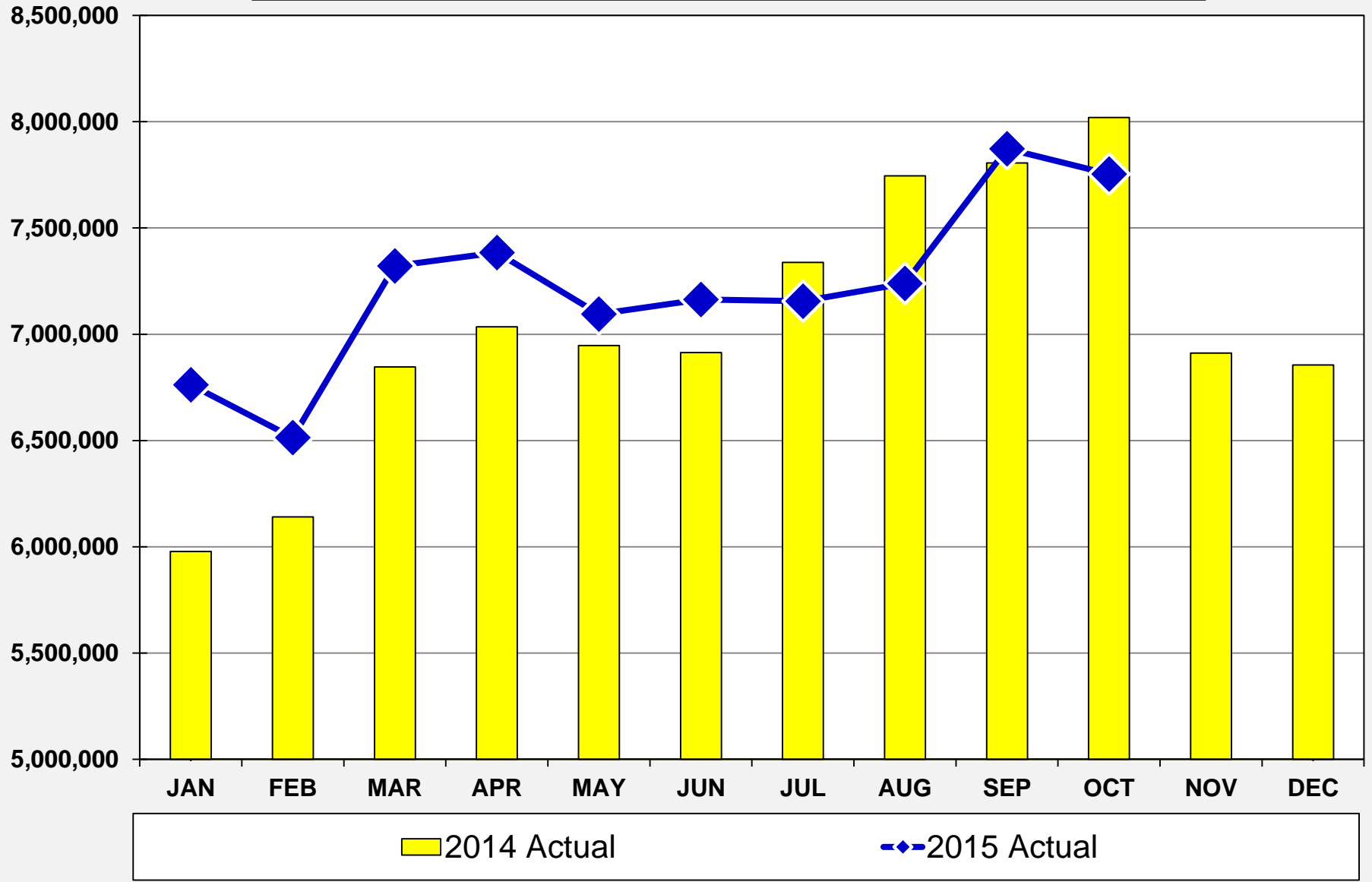
**Transportation Committee
December 7, 2015**

Nick Eull
Senior Manager, Revenue Operations



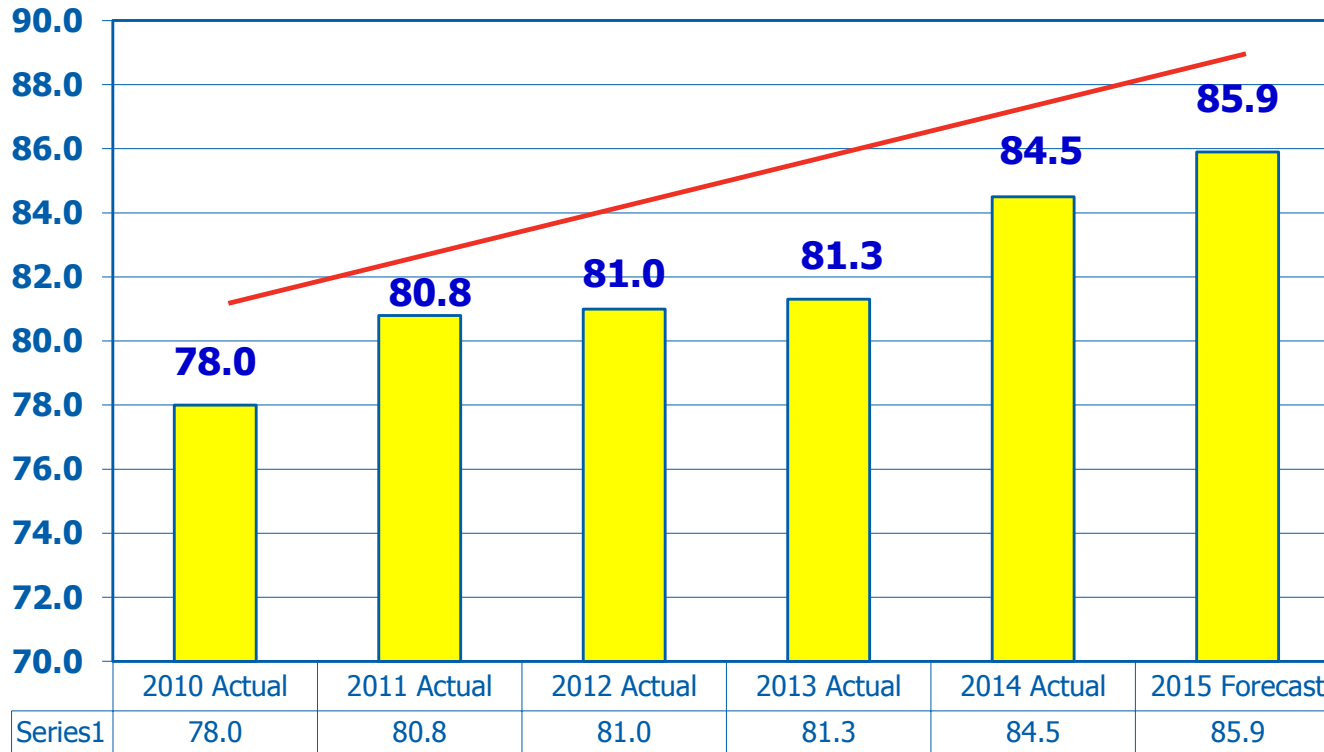
TOTAL RIDERSHIP ALL MODES

October 2014 YTD – 70.6M October 2015 YTD – 72.3M
Increase of 1.6M Rides or 2.3%

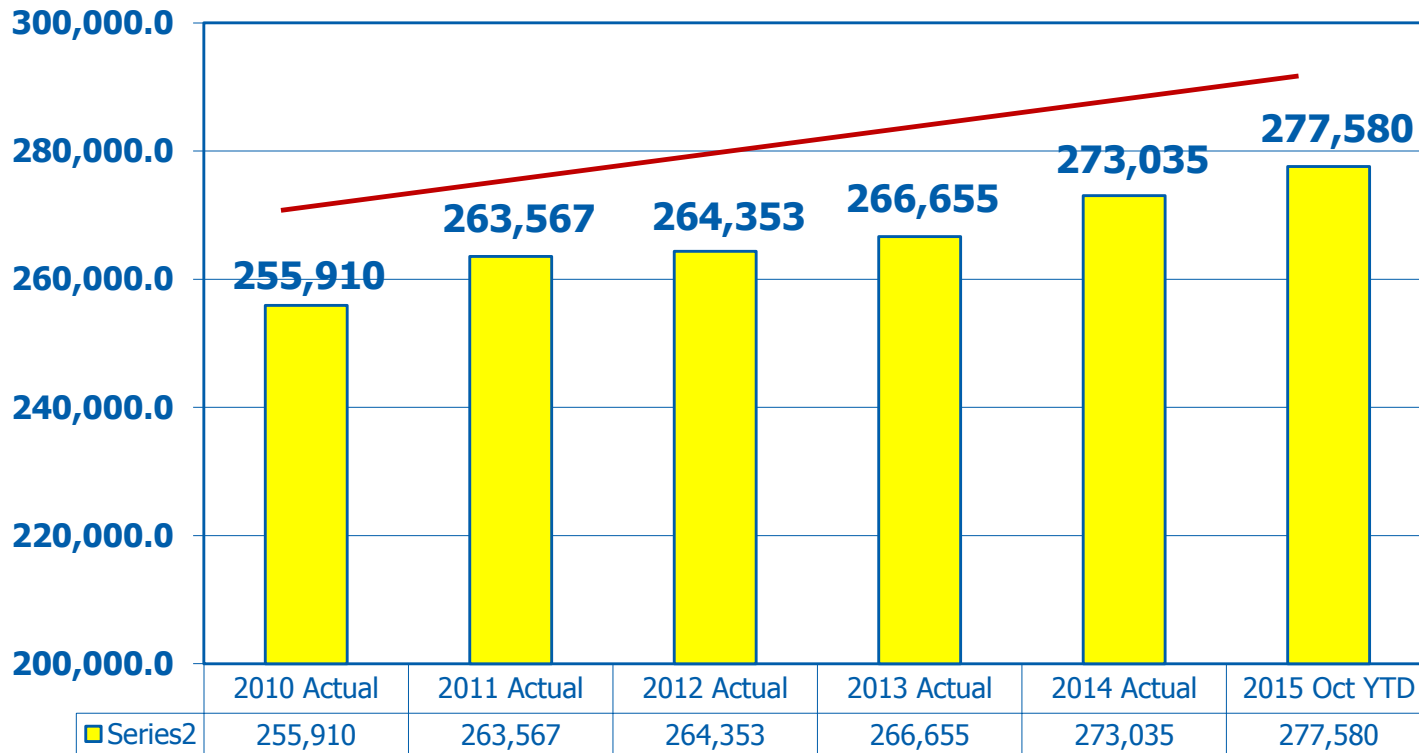


Metro Transit Ridership Trend

(in millions)

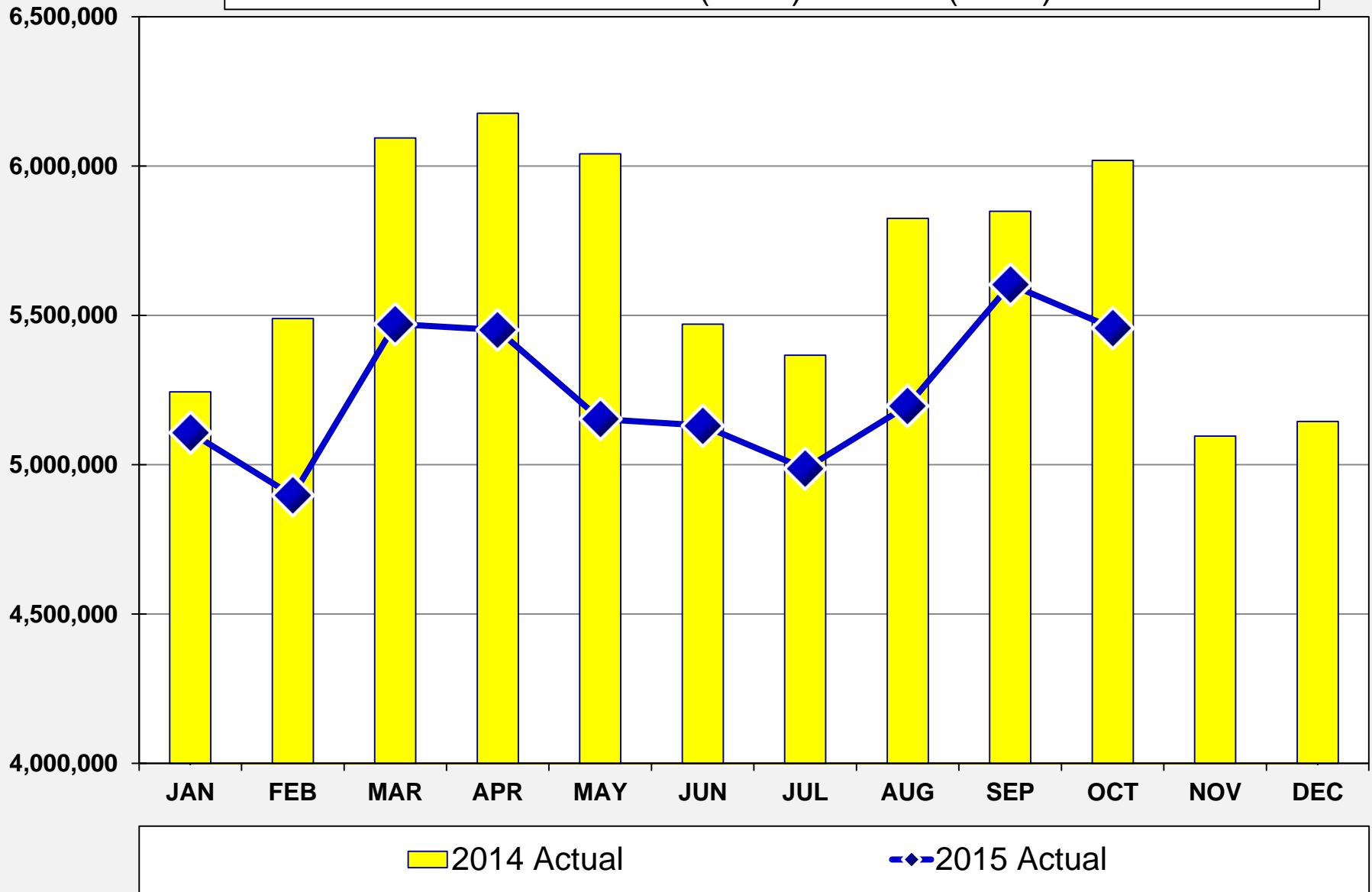


Metro Transit Average Weekday Ridership Trend



BUS RIDERSHIP

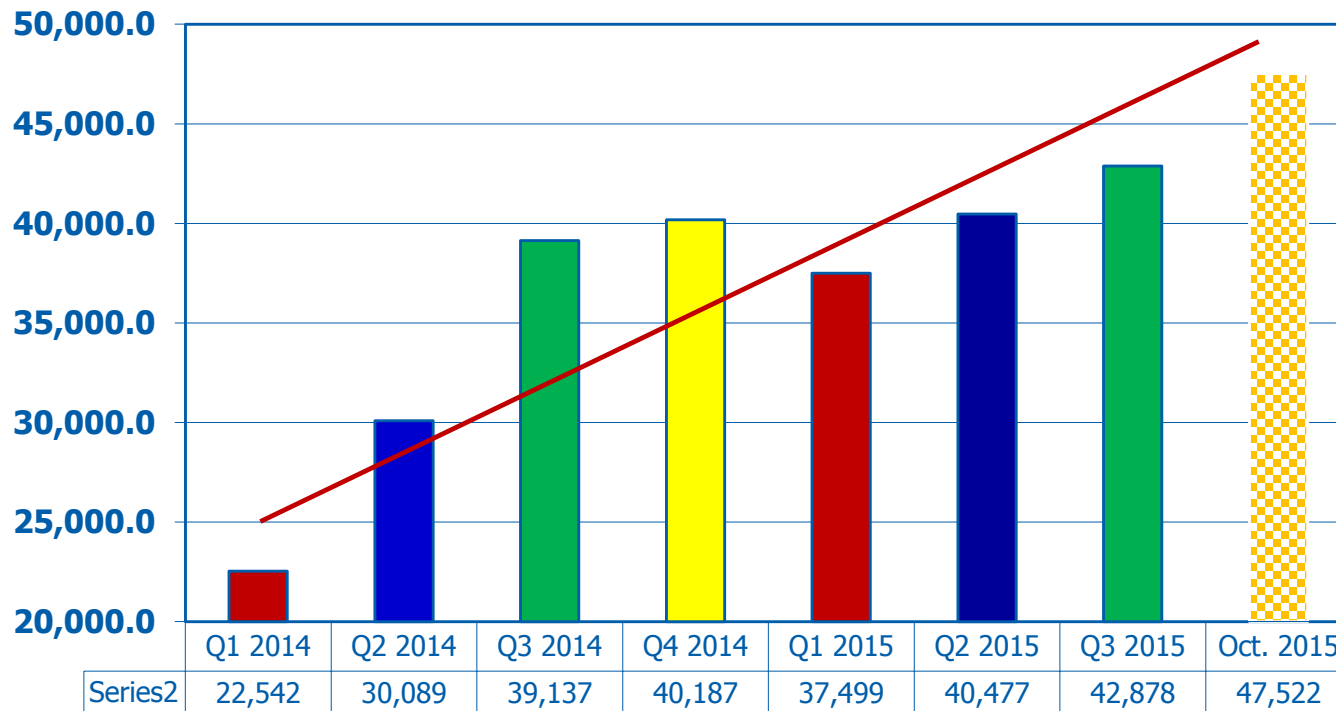
October 2014 YTD- 57,466,360 October 2015 YTD - 52,456,912
Decrease of (5.0M) rides or (8.7%)



Bus Ridership Trend Analysis

- Strategic Initiatives/Revenue Ridership evaluated key variables
- Evaluated trend analysis from 2010 to 2015
- Evaluated key variables on ridership
 - (8.7%) 2014 to 2015 YTD decrease
 - (4.6%) Green Line/Bus restructure (University Corridor)
 - (4.3%) Lower fuel prices
 - (0.6%) Nicollet Mall construction
 - 0.8% Increase due to drop in unemployment
 - (8.7%)
- University Corridor (Routes 16, 50, 94 & Green Line)
 - YTD 2014 vs. 2015
 - Analyzed pre Green Line opening and post Green Line January 2014 to October 2015

Metro Transit University Corridor Average Weekday Per Quarter Ridership Routes 16, 50, 94 & Green Line



Comparable Qtr % Change

+66.3%

+34.5%

+9.6%

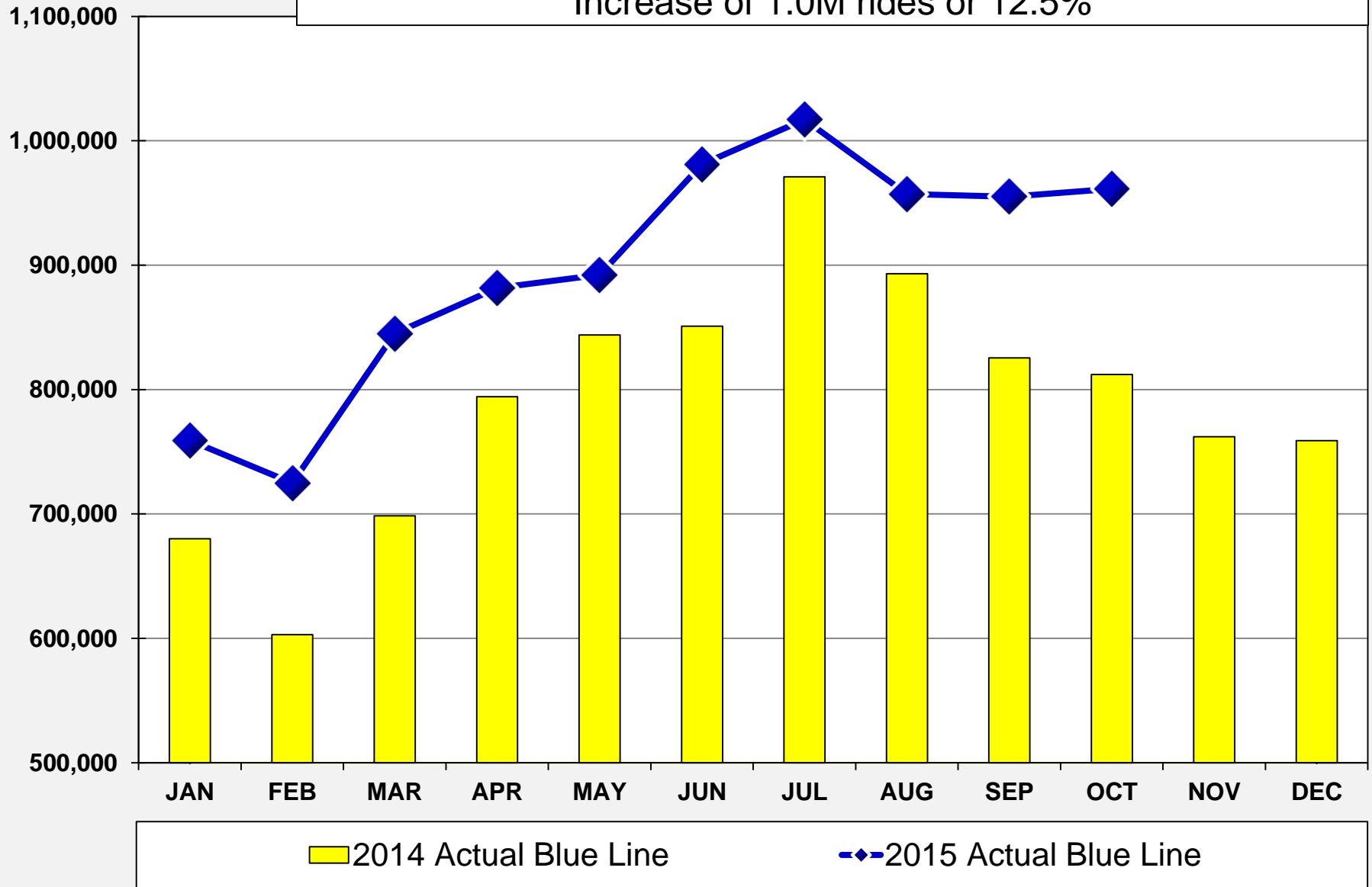


BLUE LINE LIGHT RAIL RIDERSHIP

October 2014 YTD – 7,972,053

October 2015 YTD - 8,974,520

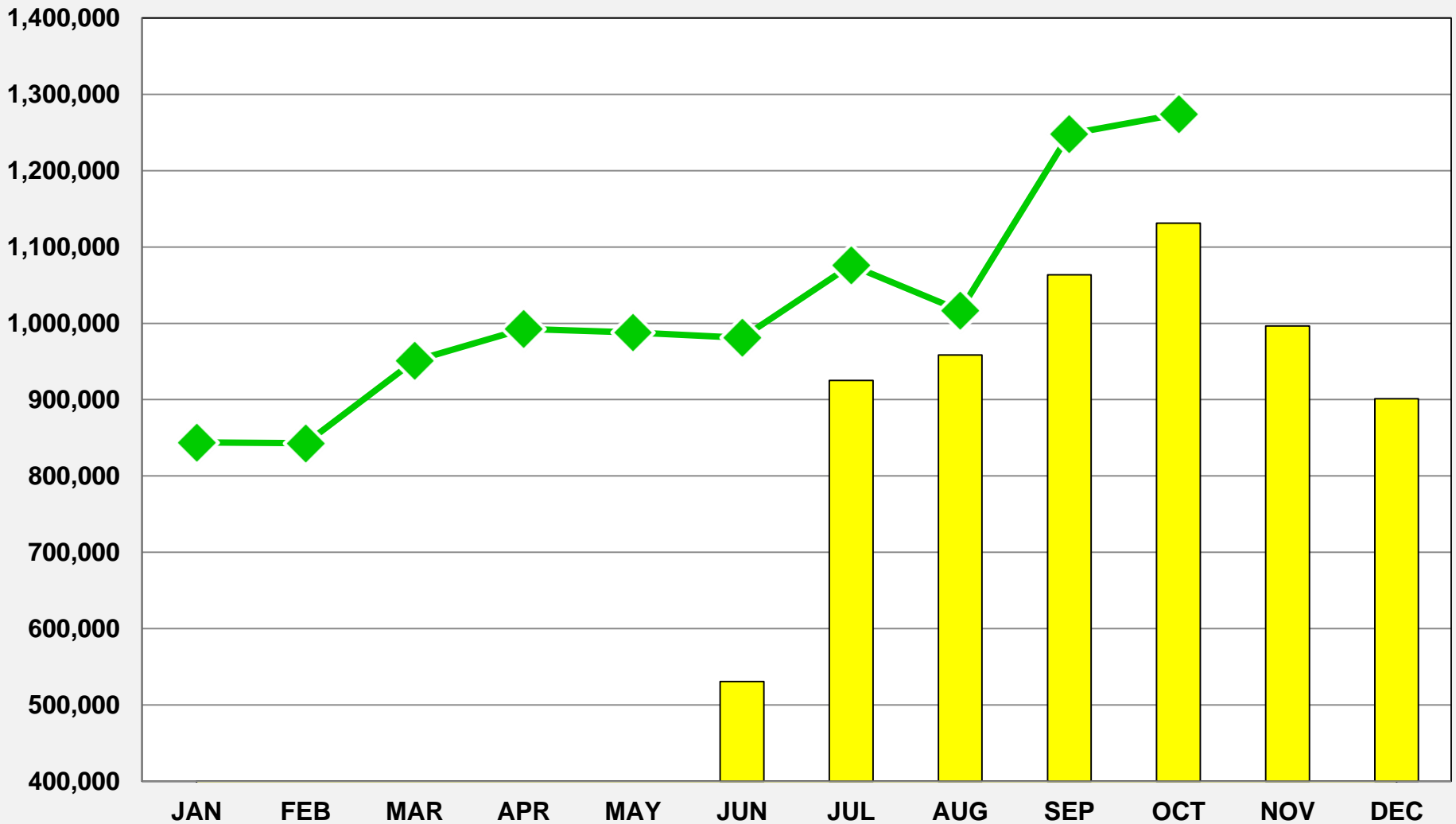
Increase of 1.0M rides or 12.5%



GREEN LINE LIGHT RAIL RIDERSHIP

2014 Partial Year Ridership 6,507,036

October 2015 YTD - 10,215,044

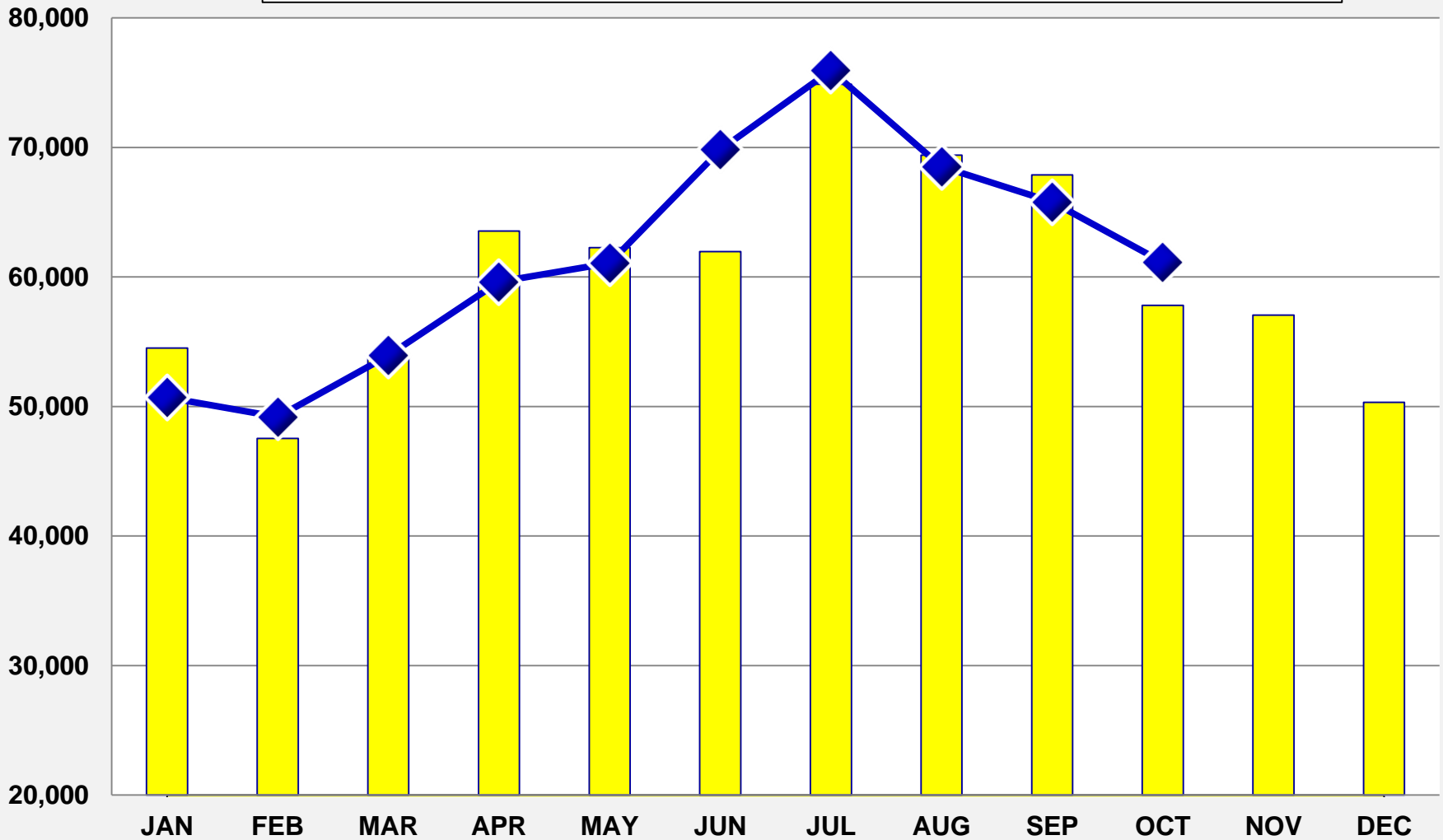


2014 Actual Green Line

2015 Actual Green Line

NORTHSTAR RIDERSHIP

October 2014 YTD- 613,859 October 2015 YTD – 615,680
Increase of 1,821 rides or 0.3%



2014 Actual

2015 Actual

Metro Transit Initiatives To Build Ridership

- Summer Student Pass
 - \$20 Summer Pass to students already participating in program
 - 1,820 passes sold
 - 140,000 Summer Student Pass rides
- Wi-Fi on Buses
 - 50 buses outfitted
 - Very positive customer comments
- Direct Mailings
 - 52,500 cards mailed
 - 6,281 cards used/registered
 - \$30,421 value added to active cards
 - 54,552 additional rides
- “Ride Out the Summer”
 - Free rides in August for youth on weekends
 - 1,300 additional weekend rides

Metro Transit Initiatives To Build Ridership

- Extensive fall media campaign using real rider testimonials
- Rebuilding Nicollet Mall bus route ridership on Hennepin
 - Improved customer signage
 - Dedicated web site information for Hennepin buses
 - Local partnerships to market Hennepin Avenue as cultural corridor
- New text messaging options at the stop level
- New Metropass companies have joined
- New improved bus signage at 2,300 bus stops this fall
- Low Income Fare Program demonstration began December 1, 2015