

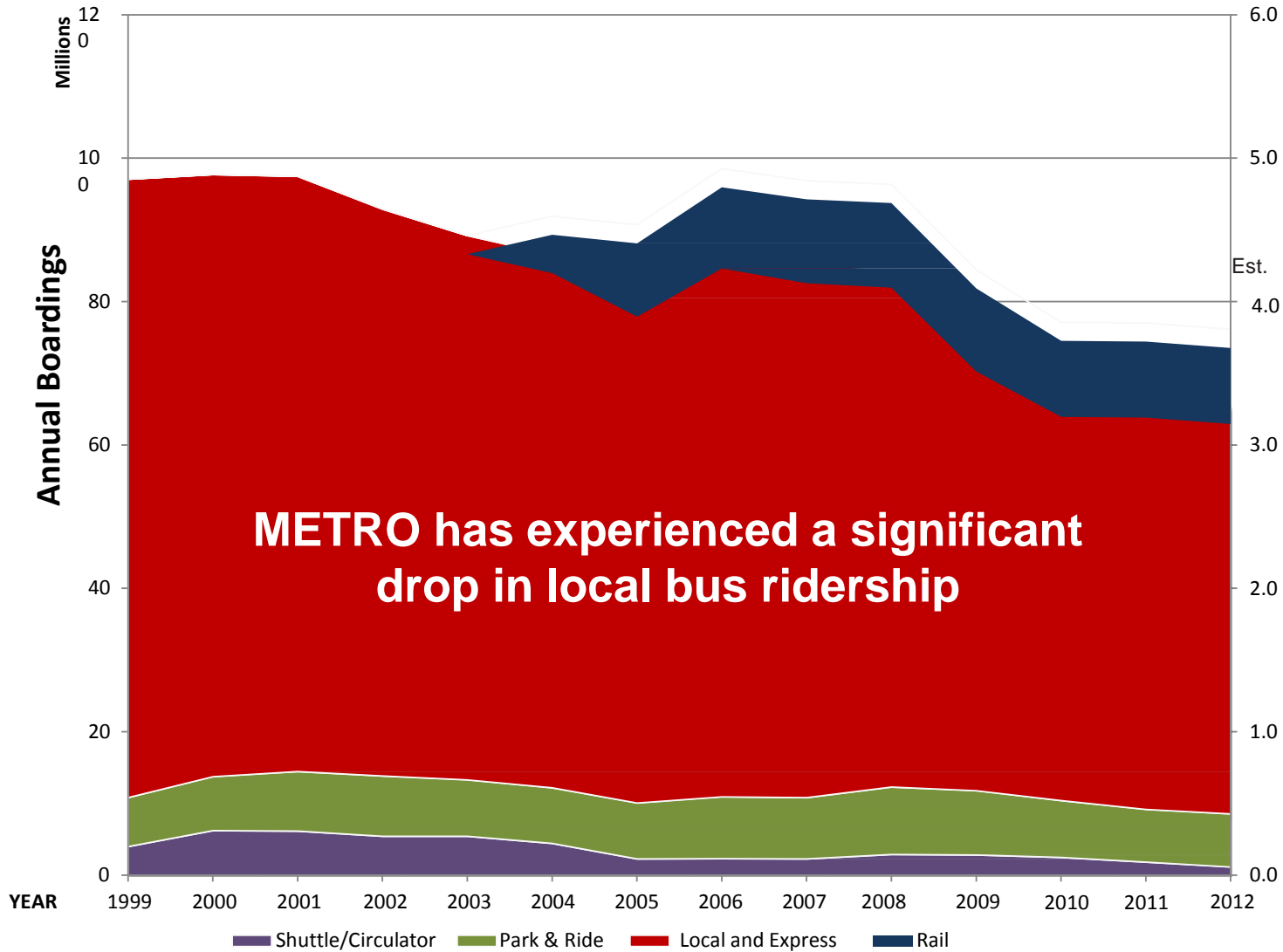
METRO's New Bus Network



AUGUST 2015

More Service. Better Service. Your Service.

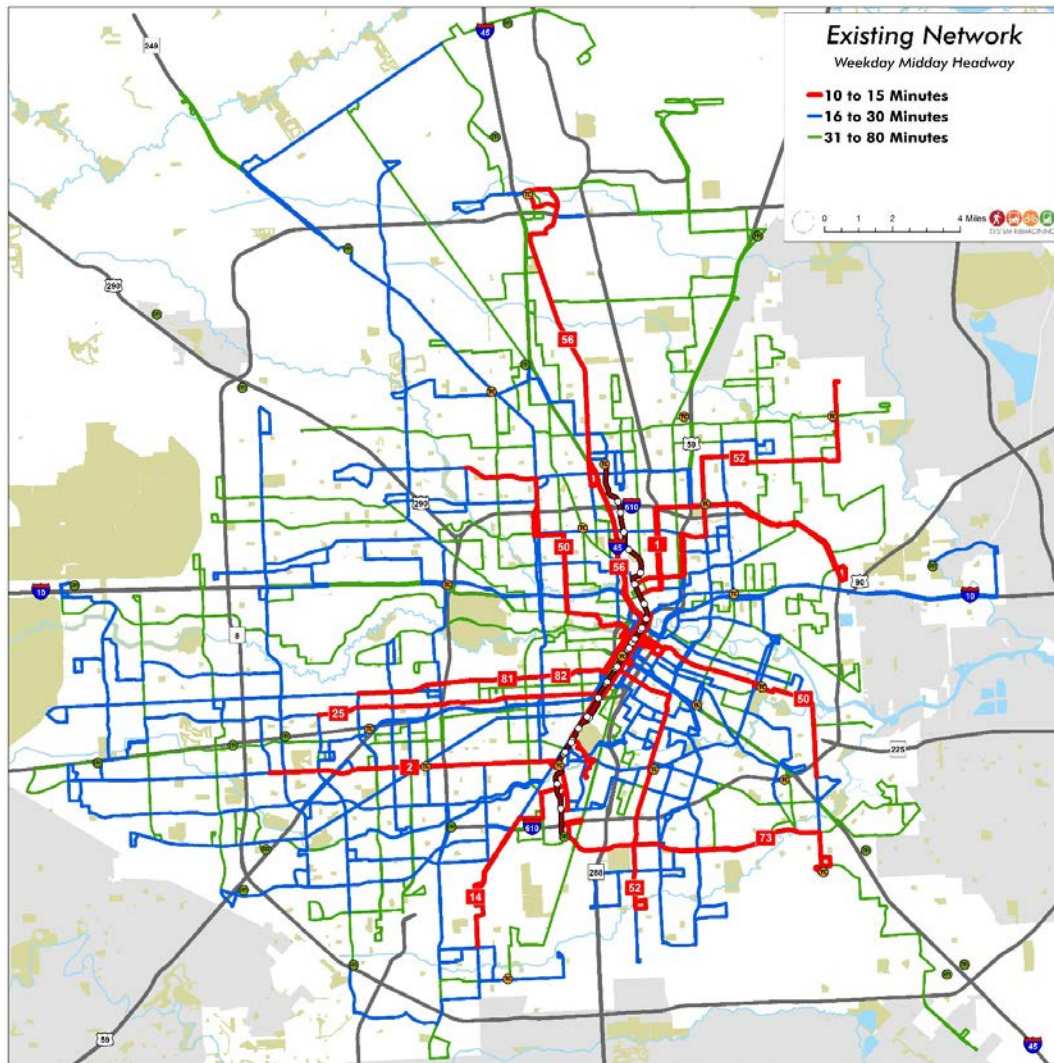
Why Reimagining?



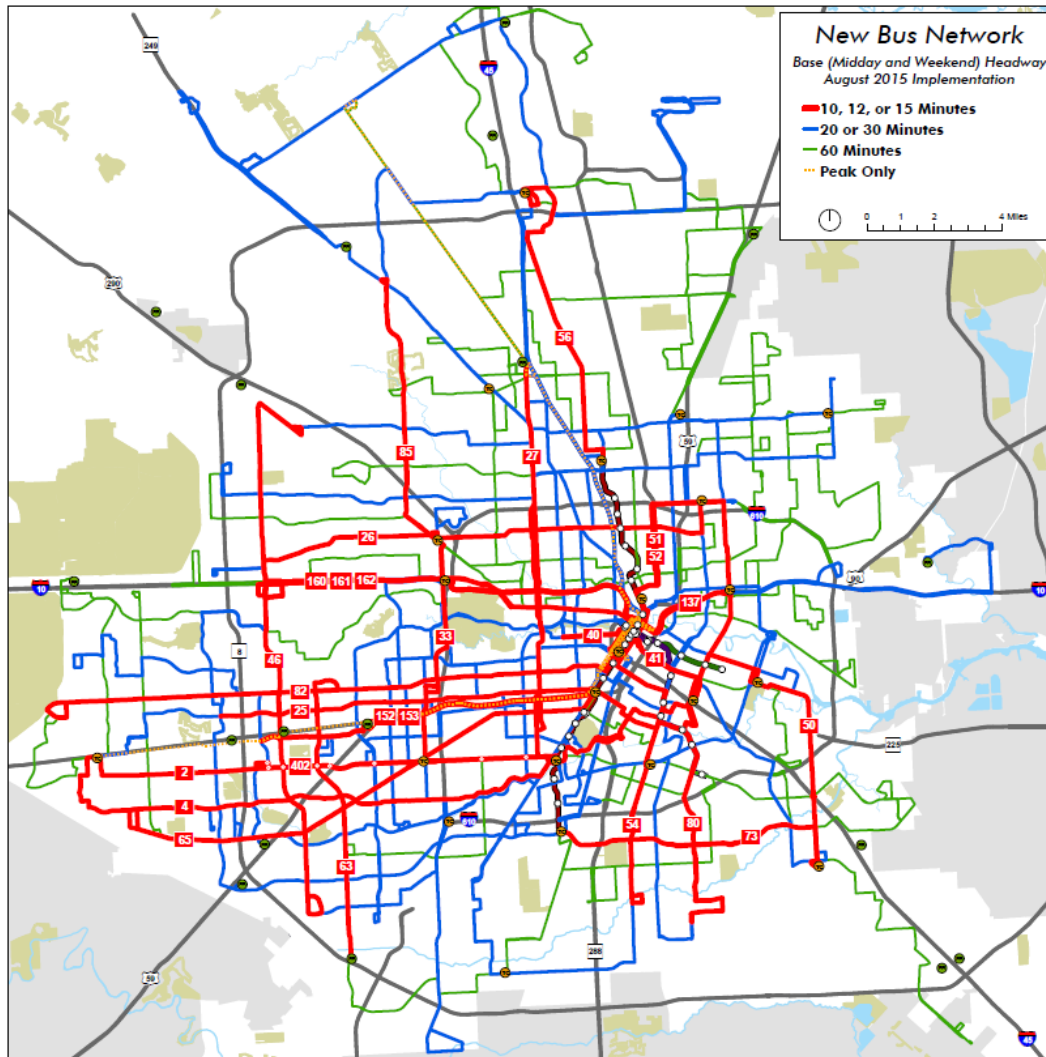
Why Reimagining?

- Ridership has declined on the local bus system
- The transit system has not evolved with the growing Houston region
- The community asked for improvements to the local bus system
- The system needs improved integration between bus and rail service
- METRO needs to provide a strong foundation for future growth

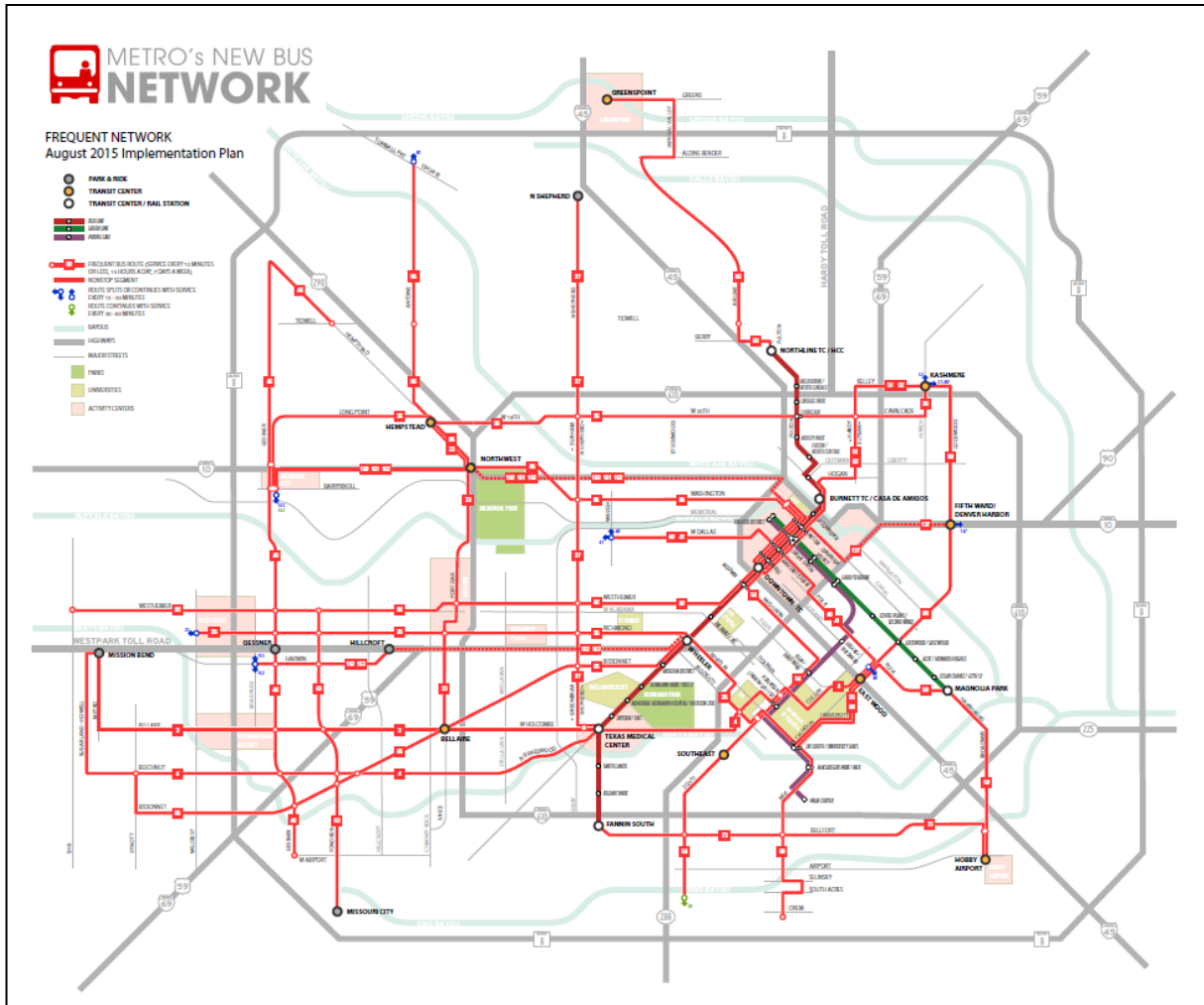
Existing Network



Reimagined Network



The Frequent Network



METRO's New Bus Network

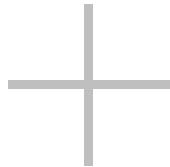


More reliable service ▶

7 day a week service ▶

More frequent routes ▶

(next bus arrival 15 minutes or less)



More options for connections ▶

METRO's New Bus Network

METRO's New Bus Network Highlights

Service Improvements:

- Every route operates seven days a week
- Seven day-a-week frequent bus network with 22 bus routes and three light-rail lines
- 37% more Saturday and 93% more Sunday bus service
- Current riders served by the frequent network will increase from 25% to 75%
- About 2/3 of all passenger trips will be faster
- 58% of trips between 30 key destinations are faster by 10 minutes or more

METRO's New Bus Network Highlights

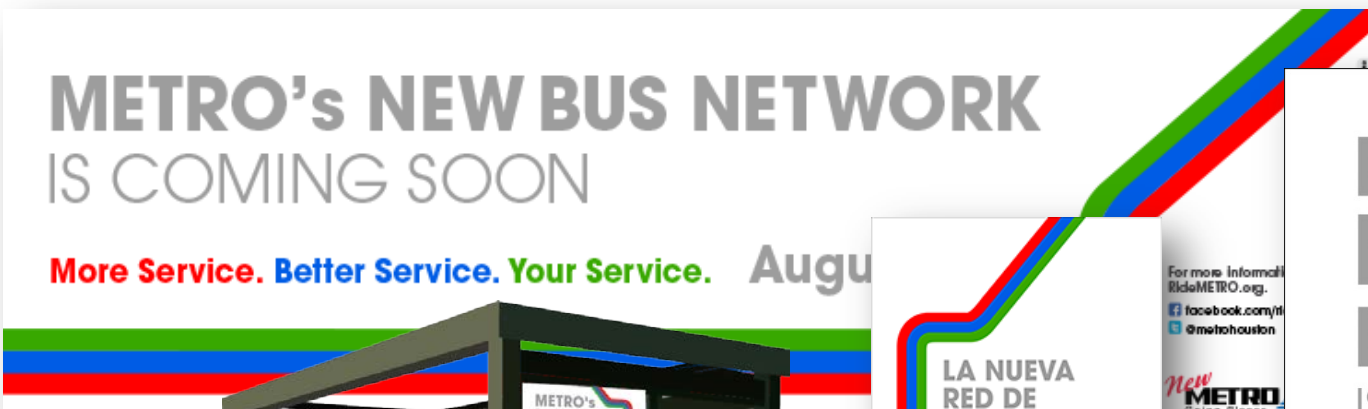
Additional Improvements:

- A frequent network connecting 1 million people to 1 million jobs
- 20% increase in ridership after two years
- 94% of riders can board at current stops
- Freight railroad crossings reduced by 30%...
A major source of on-time performance challenges
- More all day, straight runs for operators
- Running times on all bus and routes verified and updated to further improve on-time performance

Marketing and Advertising Campaign

- **Phase One (February – April)** announce the new network is “Coming Soon” and highlight benefits of new system
- **Phase Two (April – August)** promote ridership of new network by educating customers, public and elected officials in a clear and concise manner with a focus on destinations
- **Phase Three (August - September)** reinforce established education campaign with real rider stories and cross-platform promotion on social media

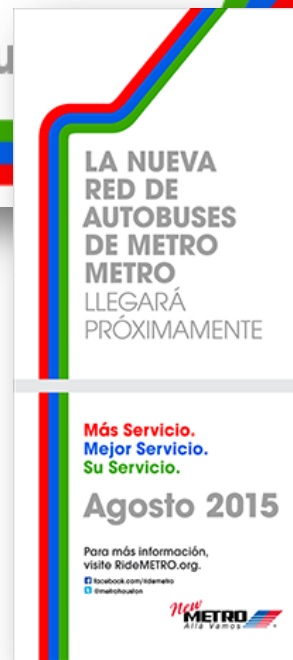
Campaign Elements - Phase One



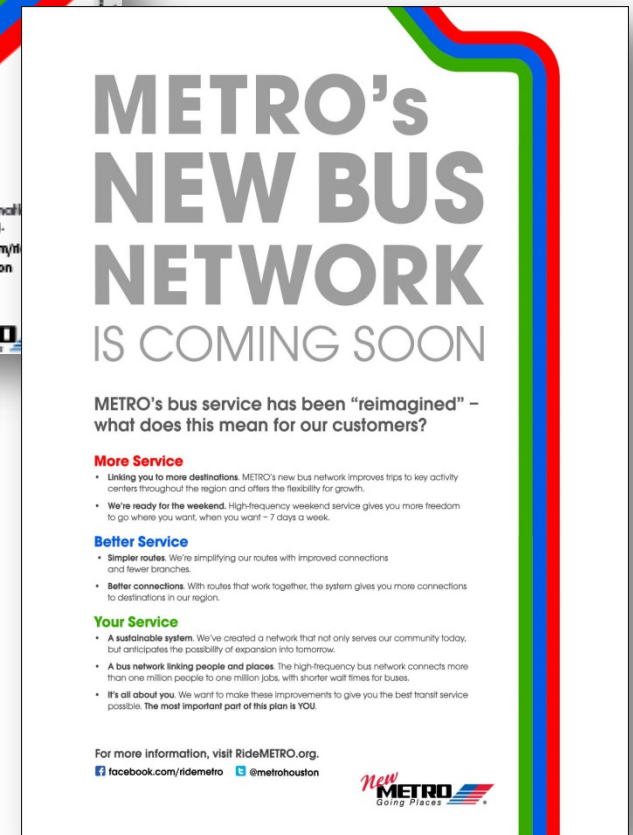
Bus Cards



Bus Shelter Posters



Downtown Kiosk Posters



Email Blasts

Campaign Elements - Phase Two

MAKE A CONNECTION



Welcome to your New METRO.

With better connections on more than 20 high-frequency routes, our new bus network will make it even easier to get you where you need to go.

METRO's New Bus Network - Arriving August 2015
Find maps and more at RideMETRO.org.

New METRO
Going Places

facebook.com/ridemetro @metrohouston

TAKE US FOR A TEST DRIVE



METRO's launching a BRAND NEW bus network, and we'd like for you to take it out for a spin.

More Service. Better Service. Your Service.

Find maps and more at RideMETRO.org
facebook.com/ridemetro @metrohouston

New METRO
Going Places

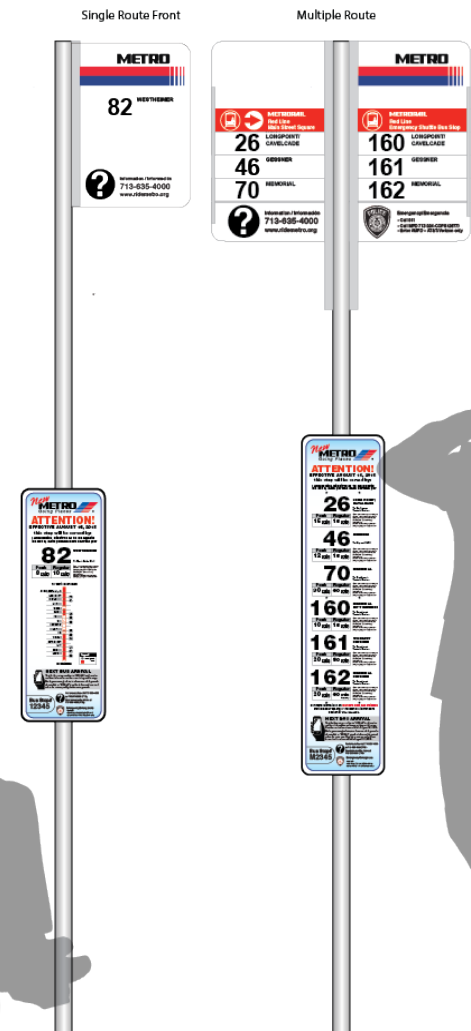
Print ads and Posters



"Wheels" - Bus Mascot



Back of Bus windows



Dual Trip Planner Web Tool

- Patrons enter:
 - Beginning and end of trip
 - Time of trip
 - Weekday/Sat/Sun schedule
- The web application will then show them proposed itineraries using current and future schedules
- Based on existing METRO web application

version 2.89

Help Demo Feedback Mobile apps

Trip Planner

Start at: 918 St Joseph Pkwy, Houston, TX 77002

Arrive to: Street, Houston, TX 77063

Depart at: 10:10 AM

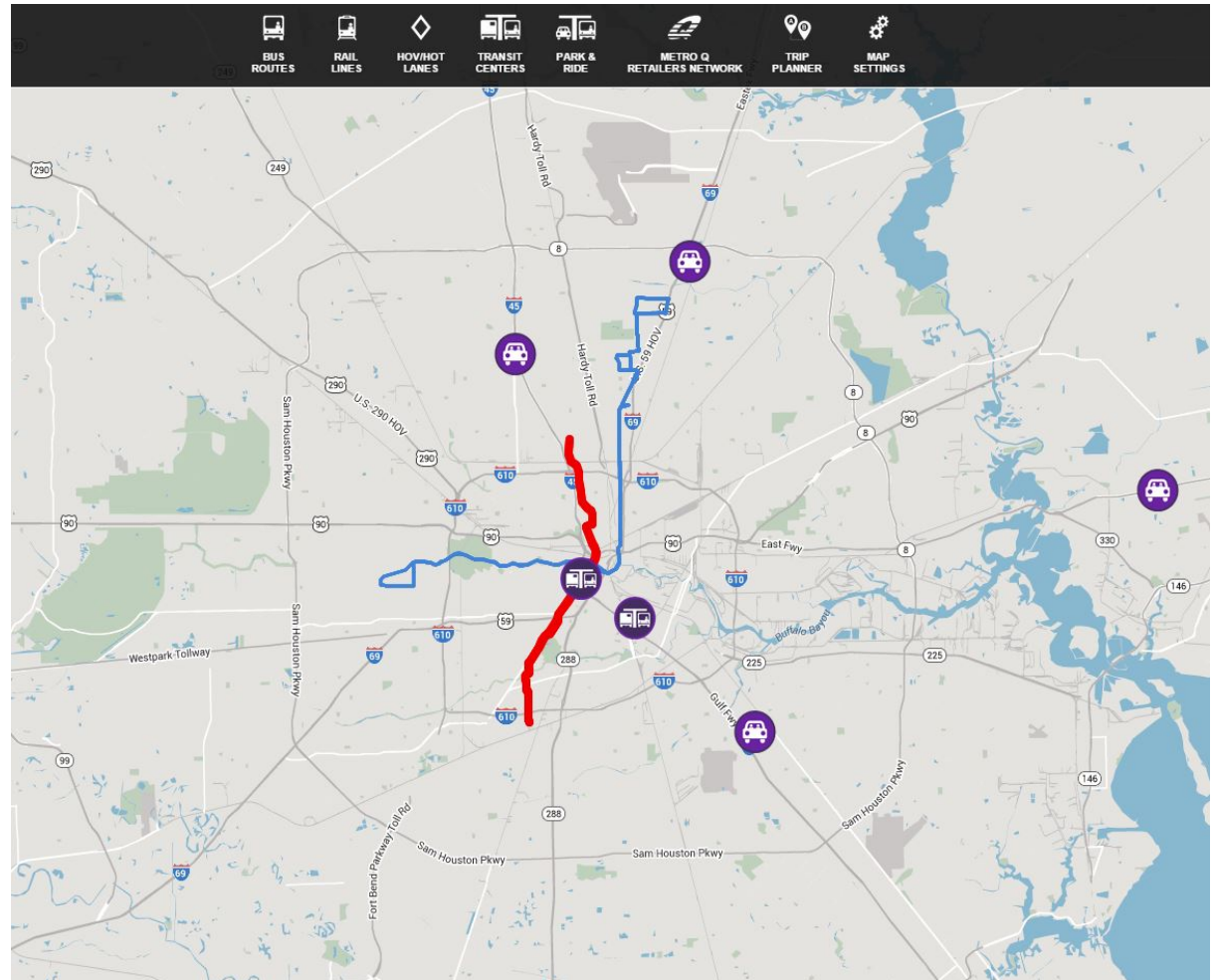
Plan a trip Clear screen Home

Current Route

Proposed Route

New Bus Network Interactive Service Map

- Basic version of existing Interactive Service Map
- Will include new route information
- Will be hosted on RideMETRO.org
- Will allow patrons to get proposed system information before the August rollout



Next Bus Texting

- Patrons can get next bus arrival times on their mobile phones in a text message
- Works by texting Stop ID Number to “MyRide” (METRO’s Short Code) to get arrivals for the buses serving that stop
- Uses METRO’s schedule or real time data



NEXT BUS ARRIVAL

Text the bus stop number to “**MYRIDE**” and receive realtime information on buses arriving at this stop. Next bus arrival texting available August 16, 2015.

*Envía por mensaje de texto el numero de la parada de autobús a ‘**MYRIDE**’ y recibe información actual sobre las rutas que llegarán a esta parada. Mensaje de texto sobre llegada de autobús será disponible 16 de agosto del 2015.*

**Bus Stop#
12345**



For information call 713-635-4000 or 713-635-6993 (TTD)

Para información, llame al 713-635-4000 (TTD)



Emergency/Emergencia

- Call 911
- Call MPD 713-224-COPS (2677)
- Enter #MPD – AT&T/Verizon only

METRO Contacts

METRO Customer Care Number:
(713) 635-4000

Website:
RideMETRO.org

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