



MOVE NEW HAVEN

Transit Mobility Study

METRO is the local transit authority that covers Houston, as well as 14 other cities within Harris County covering 4 million residents. In addition to light rail, METRO operates more than 80 bus routes and is expanding its CNG and Clean Diesel bus fleet. A majority of METRO's bus routes serve downtown Houston with some City "crosstown" routes that do not enter the downtown. Metro is self-operated and funded by local sales tax revenue.

Improving Transit Service Delivery

METROPOLITAN TRANSIT AUTHORITY (METRO) | HOUSTON, TEXAS

APPLICABILITY TO THE GREATER NEW HAVEN REGION

- METRO recently underwent study and implementation of the "New Bus Network", a complete transformational example for New Haven
- Both transit agencies are interested in Bus Rapid Transit features
- METRO has multiple transit centers which can serve as examples of how the Greater New Haven network might evolve
- METRO has embraced interactive maps and real time bus information, which are desired by CT *transit* New Haven riders
- METRO provides a wide range of fare payment options including a refillable QCard, Mobile ticketing, and traditional fare media.

WHAT CAN GREATER NEW HAVEN LEARN FROM METRO?

Upgrade Quality of Service

In the summer of 2015, METRO revamped its entire bus system to meet transit needs within the sprawling city. It was the first comprehensive review of METRO since the 1970s. Housing, jobs, and ridership concentrations were analyzed to design simpler lines and better connections to improve customer experience and serve new areas and edge cities. METRO boasted new, reduced headways on some of the lines to 15 minutes or less and more frequent service during the weekends to mimic weekday service. To help customers become familiar with the new system, riders were able to ride free during the first week, and an interactive dual trip planner tool enabled customers to compare the current system with the *New Bus Network*. METRO raised awareness about the new routes on radio and video.

Offer Faster and More Frequent Bus Service

Houston's Uptown Development Authority is building a Bus Rapid Transit (BRT) dedicated bus lane project in the north-west section of Houston connecting an existing transit center (Northwest Transit Center) with a new transit center at the southern terminus. The BRT project will provide a transit alternative for employees accessing jobs within a section of Houston with a large employer base (about 80,000 employees).

Improve Service Convenience and Increase Visibility of the Bus System

METRO has 21 sheltered transit centers located where several bus routes and/or METRO Rail converge for route-to-route transfers or express trips. It provides a permanent presence of transit services within a community. Limited parking is available at select transit centers.

Improve Familiarity and Comfort with Transit System

METRO has an on-line interactive service map that customers can use to identify the location of bus routes accompanied with schedules, rail lines, transit centers, park & ride lots, and HOV/HOT lanes.

Appeal to Millennials, Choice Riders, and Tech Savvy Customers

Next Bus Text service provides METRO bus customers with real time bus arrival information by texting the bus stop number and bus route number.

Support Local Business

The METRO Q Star Program is a free, web-based, interactive marketing program that encourages METRO transit card holders to frequent Houston area restaurants, attractions, and retailers located along METRO bus and rail lines by providing discounts at these venues when the customer shows their METRO transit card pass.