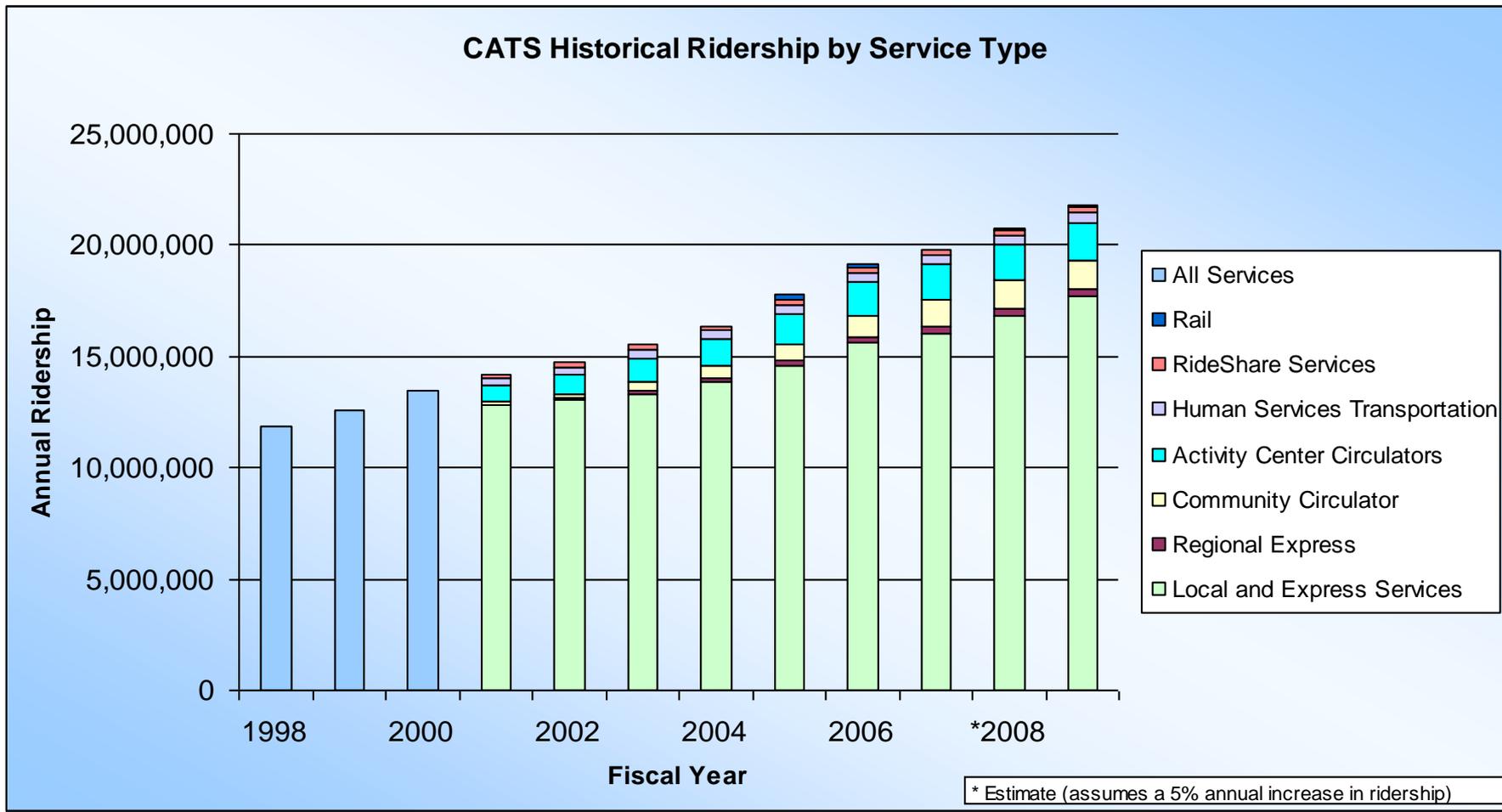


Ridership Gains through Strategic Planning, Customer Focus and Marketing Planning

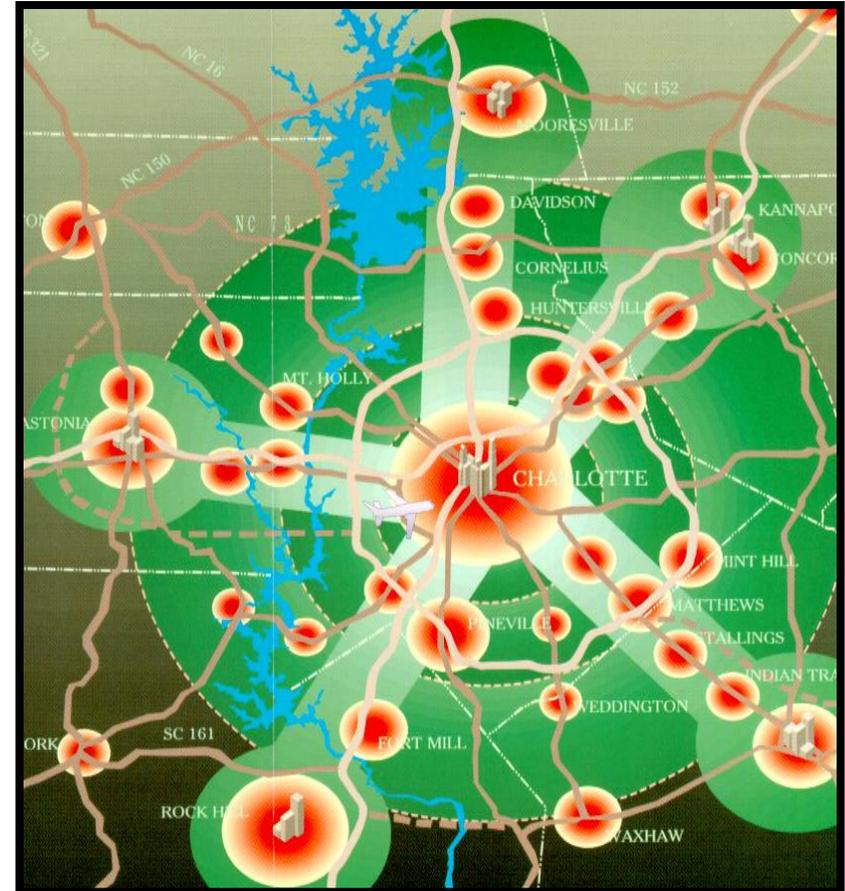
John Muth, PE
Deputy Director Development
Charlotte Area Transit System

Ridership up 76%

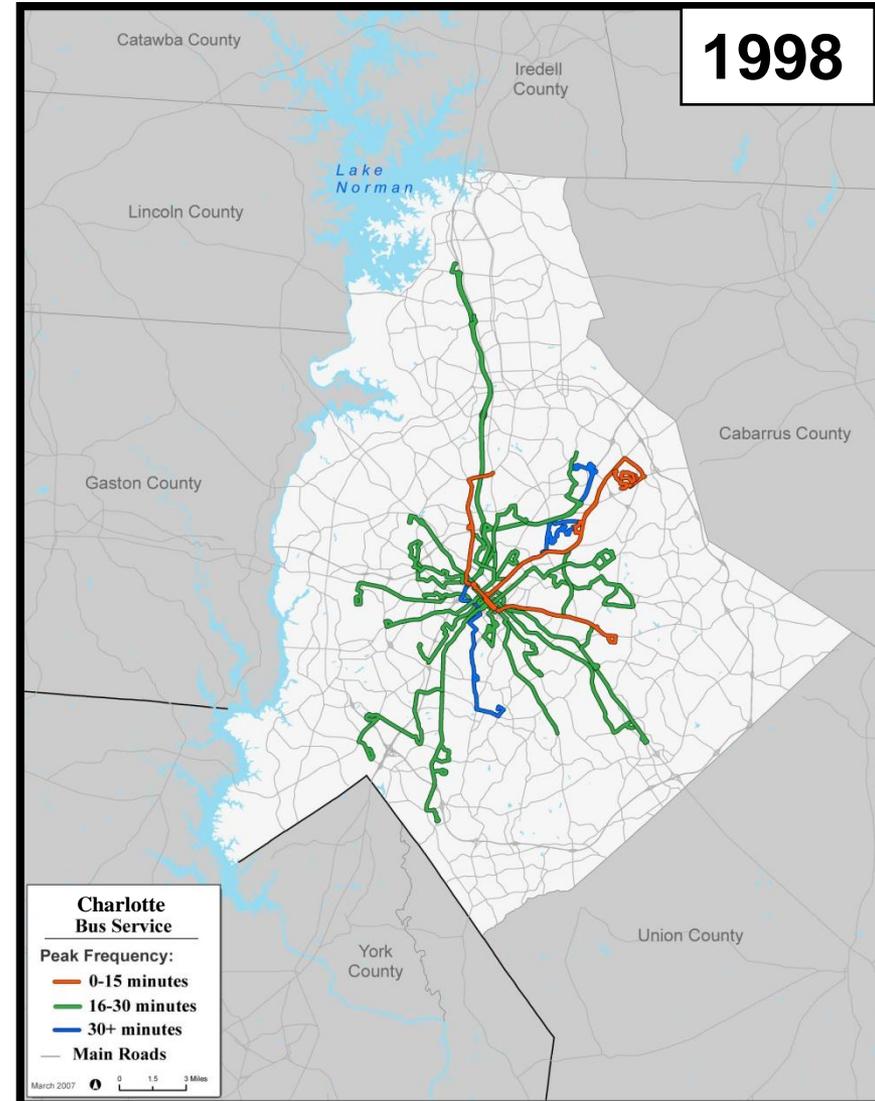


Charlotte Mecklenburg Centers & Corridors Vision

- **Adopted by Council in 1994**
- **Long-term growth framework**
- **Five primary transportation and development corridors**
- **Goals:**
 - **Focus most growth in Centers & Corridors**
 - **Maximize use of transportation system & infrastructure**
 - **Encourage redevelopment & reuse of underutilized sites**

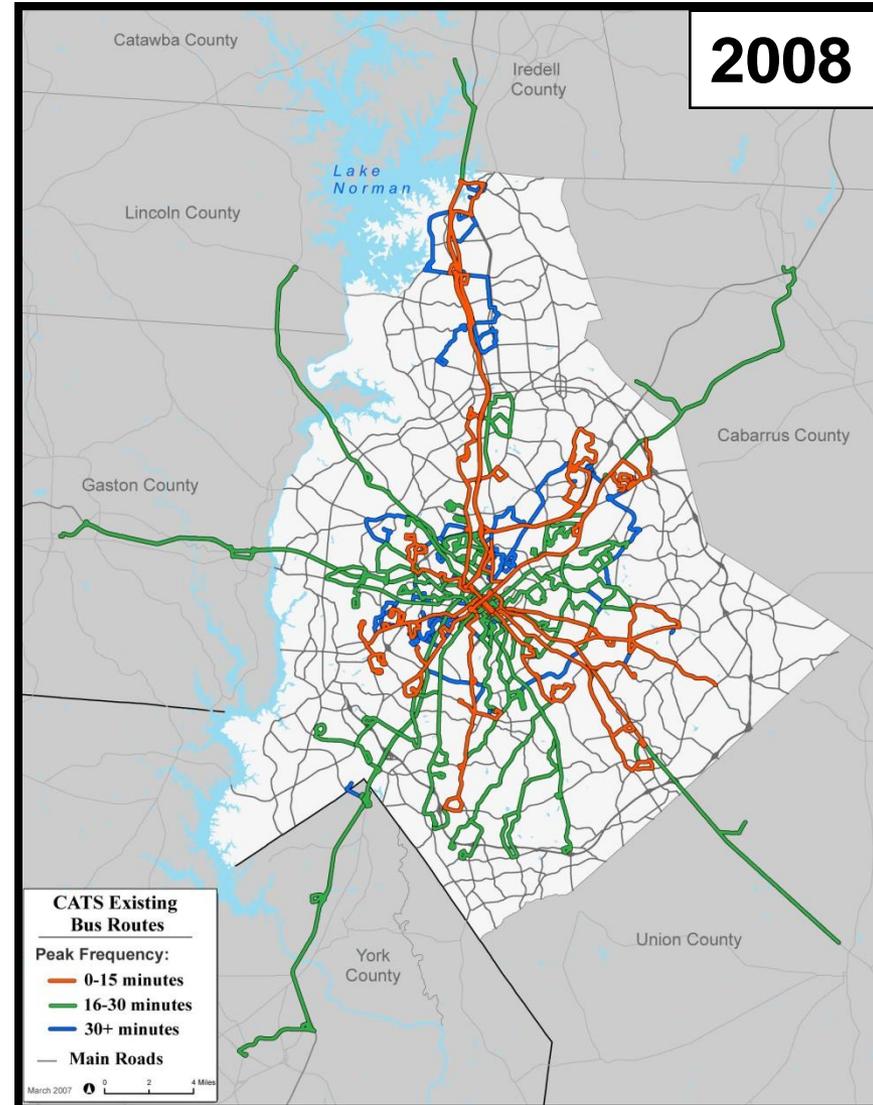


- Basically a City of Charlotte system
- Couple of express routes within Mecklenburg County
- Few neighborhood circulators
- Few customer amenities
- Limited safety/security investments



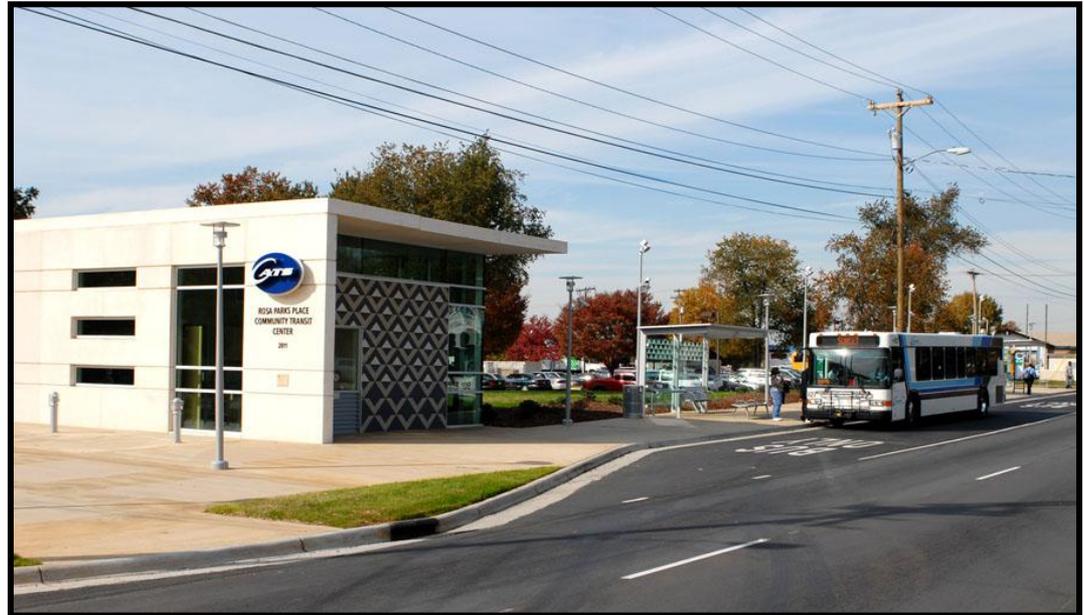
County-Wide Service Plan

- Expanded Service Hours
- Greater Service Frequency
- More Routes
- Countywide ADA Service
- Regional Expansion
- Improved Safety and Reliability



Community / Neighborhood Services

1. Greater Access and Mobility
2. Better connections
3. Increased frequencies
4. Streamlined routes



Village Rider:

- Demand response circulator
- Has fixed route and schedule
- Can vary from route by $\frac{1}{4}$ mile to drop off / pick up customer
- Helps new markets to establish ridership; grow to fixed routes



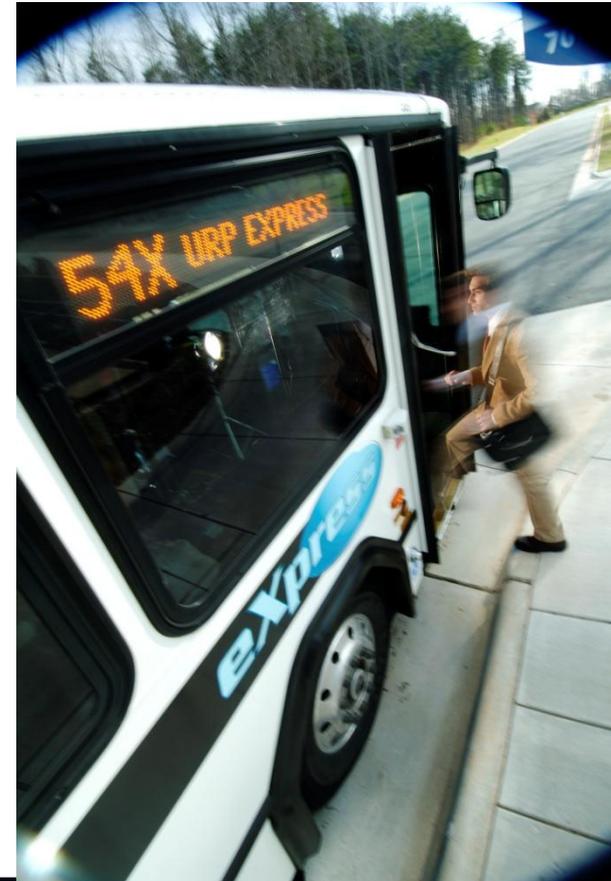
Gold Rush:

- Uptown Circulator
- 50/50 Partnership with uptown
Development Corp.
- Ridership doubled
- Capture SOV commuters
- Tourism



Wachovia Bank

- **Wanted easy way to connect uptown with suburban campus**
- **Developed service which is open to the public but gets funding from Wachovia**
- **Nearly 100% of cost is paid for by bank**



Regional Partnership:

- 6 regional express routes to surrounding counties
- 50% paid by other counties
- Fares are deducted prior to determining cost
- CATS assumes all customer services, schedules, marketing, etc.



Regional Partnerships



- Opened November 24, 2007
- Uptown Charlotte to I-485
 - 9.6 miles
- 15 stations (7 park & rides)
- Operates seven days a week from 5:00 a.m. to 1:00 a.m.
- Service frequency
 - Rush hour: 7.5 minutes
 - Non-rush hour: 15 minutes
- Bus/rail integration serves the Blue Line directly:
 - 20 new and modified routes



- LYNX Blue Line ridership averaging 13,000 daily trips
 - Original projection: 9,100 by the end of the first year
 - Vehicles often at capacity
 - Some Park & Ride lots at/near capacity
- System Undersized
 - Ordering 4 more LRV's
 - Ordering additional TVM's
 - 1100 space garage FULL
- Over \$1.5 billion in actual and proposed corridor development through 2011



- February 2008
 - 2,000,000 trips
 - Highest increase in USA (35%)*
- Average LYNX Weekday
 - >13,000
 - Exceeds Year 1 projection by 45%
- Total LYNX Ridership
 - > 1 million

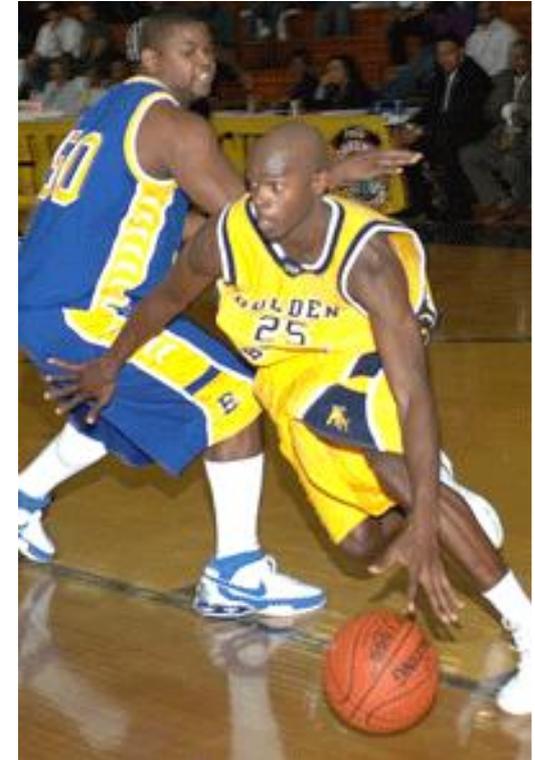


Data for January – March, 2008 *National Transit Database

CIAA Tournament

February 25 – March 1

- More Than 181,000 Attendees*
- More Than 80,000 Trips On LYNX
- Championship Saturday: 31,500 trips
- CATS Ambassadors Helped Ensure Pleasant LYNX Experience



* Source: Central Intercollegiate Athletic Association
(<http://www.theciaa.com/news/2007-08/bkbtrn040108>)

ACC Tournament

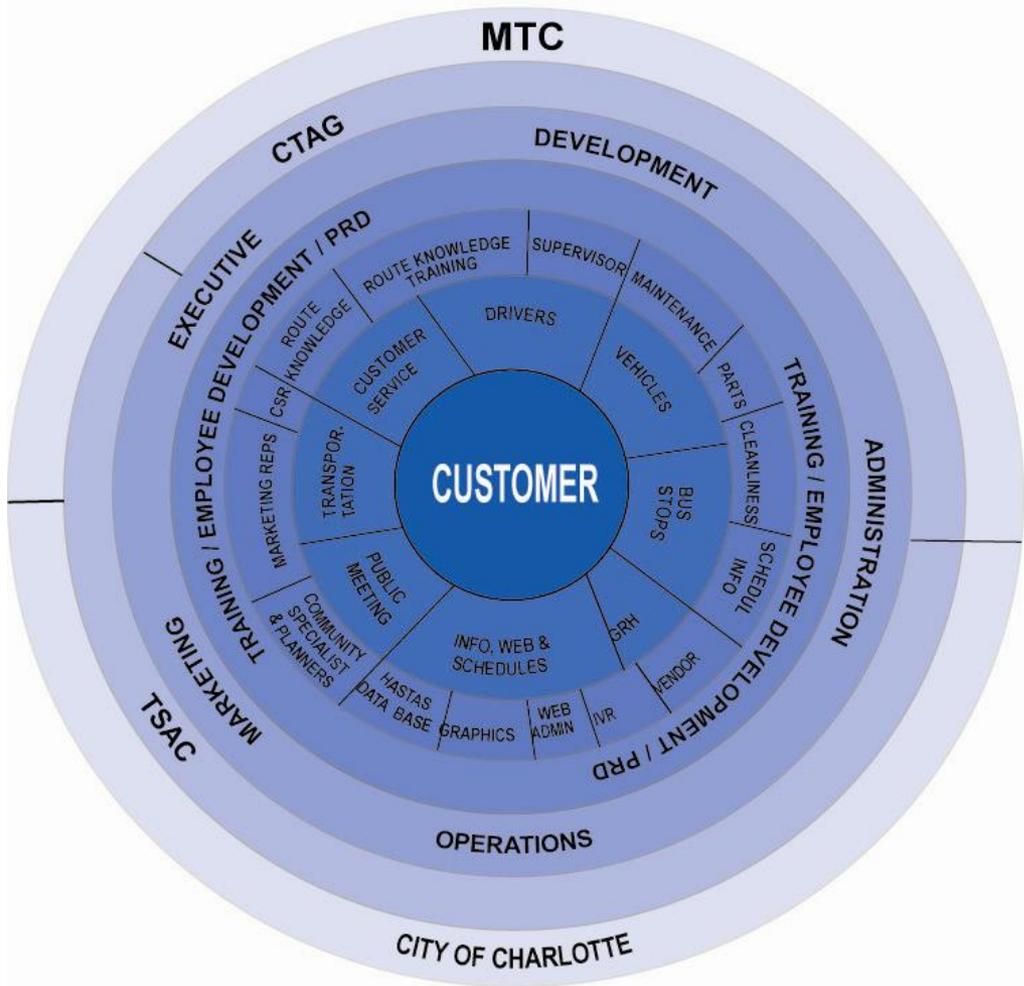
March 13 - 16

- More Than 120,000* Attendees
- More Than 90,000 Trips On LYNX
- Largest Passenger Load Since Free Debut Weekend
- CATS Ambassadors Helped Ensure Pleasant LYNX Experience
- Source: Brian Morrison, Atlantic Coast Conference - Media Relations



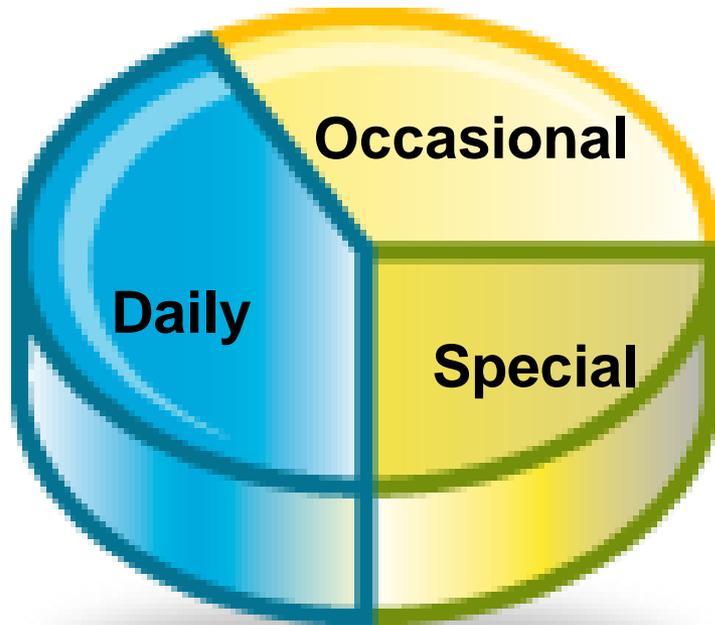
Focus on Customer Service

Wheel of Customer Service

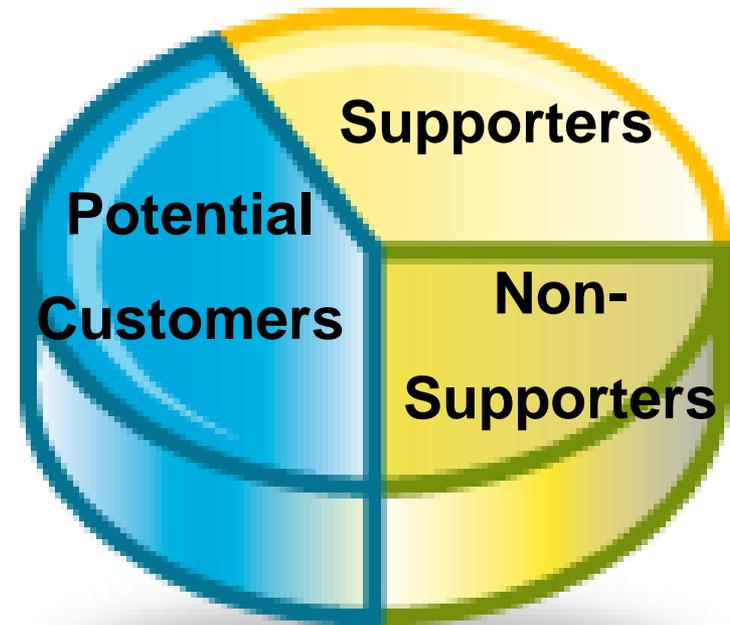


Customer Focus

Customers



Non-Riders



Market Research of Riders and Non-riders:

- Annual intercept interviews / phone surveys (95% confident within 2.5% - 3%)

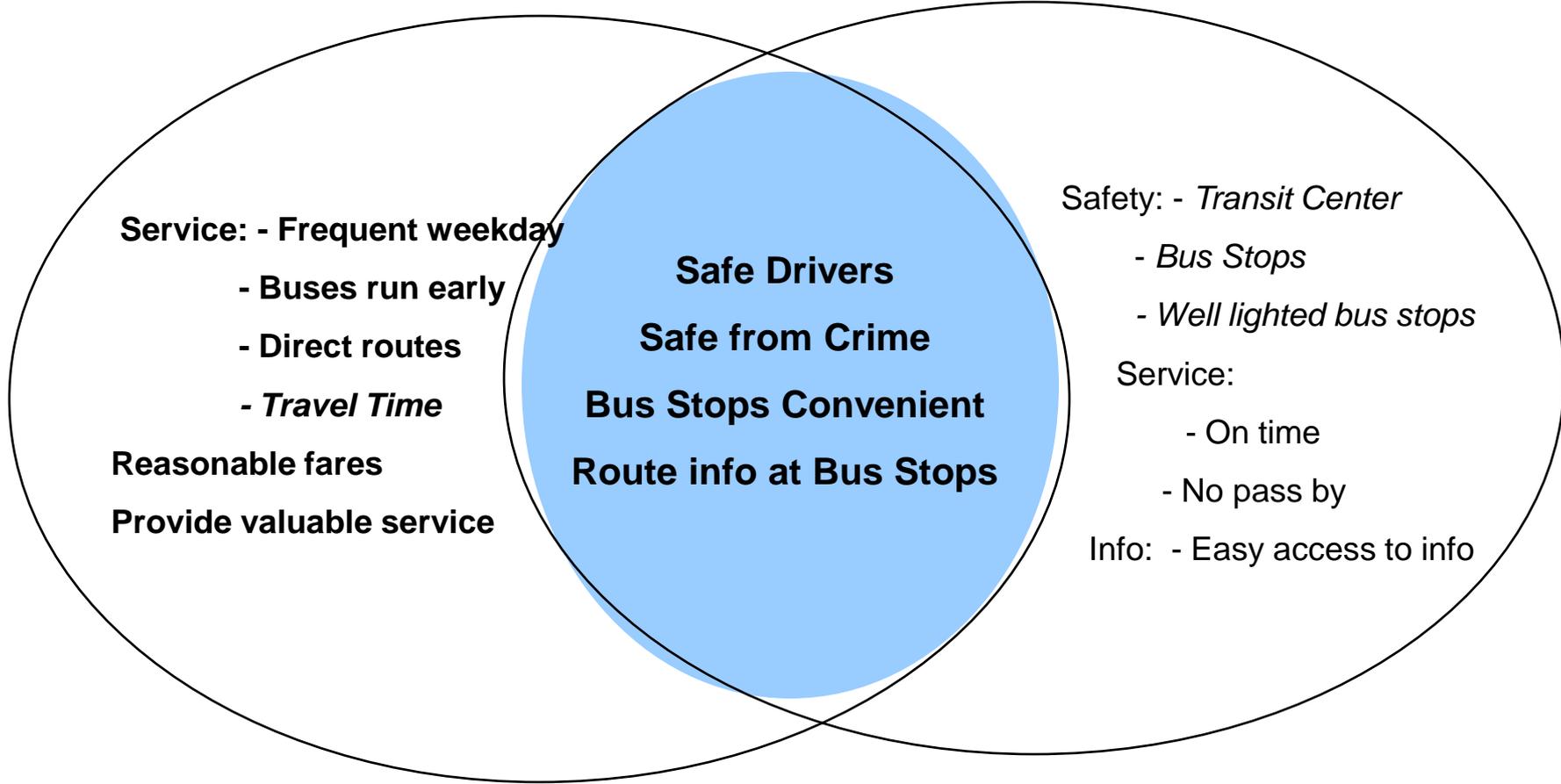
On-board interviews:

- Importance vs. Performance on 40 customer service elements
- Attitudinal and Qualitative on transportation

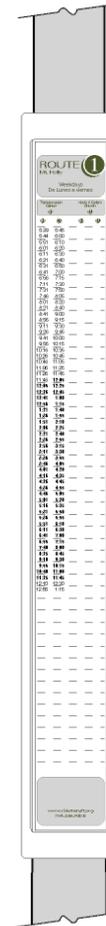
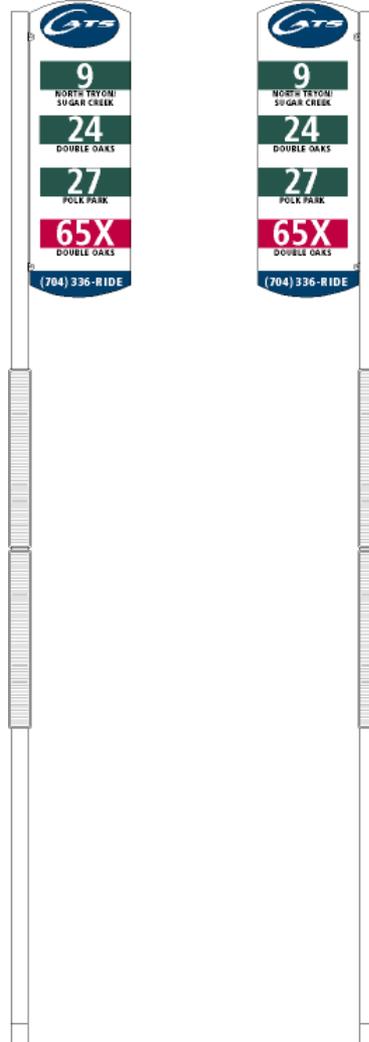
Top Ten Important Items

Customers

Non-Riders



Customer Focused: Transit Amenities



Customer Focused: Transit Amenities



Seniors, as a percentage of customers, grew from 8% in 2004 to over 13% in 2007



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CHARLOTTE AREA TRANSIT SYSTEM



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Now Everyday is Independence Day.

PROJECT #10
US POSTAGE
PAID
CHARLOTTE, NC
PERMIT #24

IT'S MY INDEPENDENCE.
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IT'S MY LIFESTYLE.
And at CATS we provide easy access to many of the locations that provide for an active lifestyle. Whether you're swimming laps with your friends, visiting your girlfriend, or going shopping around the corner, riding CATS provides the **freedom and mobility** to maintain an active lifestyle. And, if your 62 years of age or older, or have a Medicare card, you can ride for only **40 cents**.

IT'S MY FREE RIDE.
With the attached "free ride" coupons you can rest, relax, and enjoy the wonders of your own neighborhood... on us.

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That's right. With CATS and 40 cents, everyday is Independence Day.



704.336.RIDE WWW.RIDETRANSIT.ORG 400 EAST 4TH ST. CHARLOTTE, NC 28202

- **Strategic Planning – long-term growth of system that integrates new services**
- **Developing funding partners through aligning service needs.**
- **Focusing on the customer to determine importance of all aspects of the system**
 - **Service delivery, safety, amenities, customer service, etc.**

Questions?