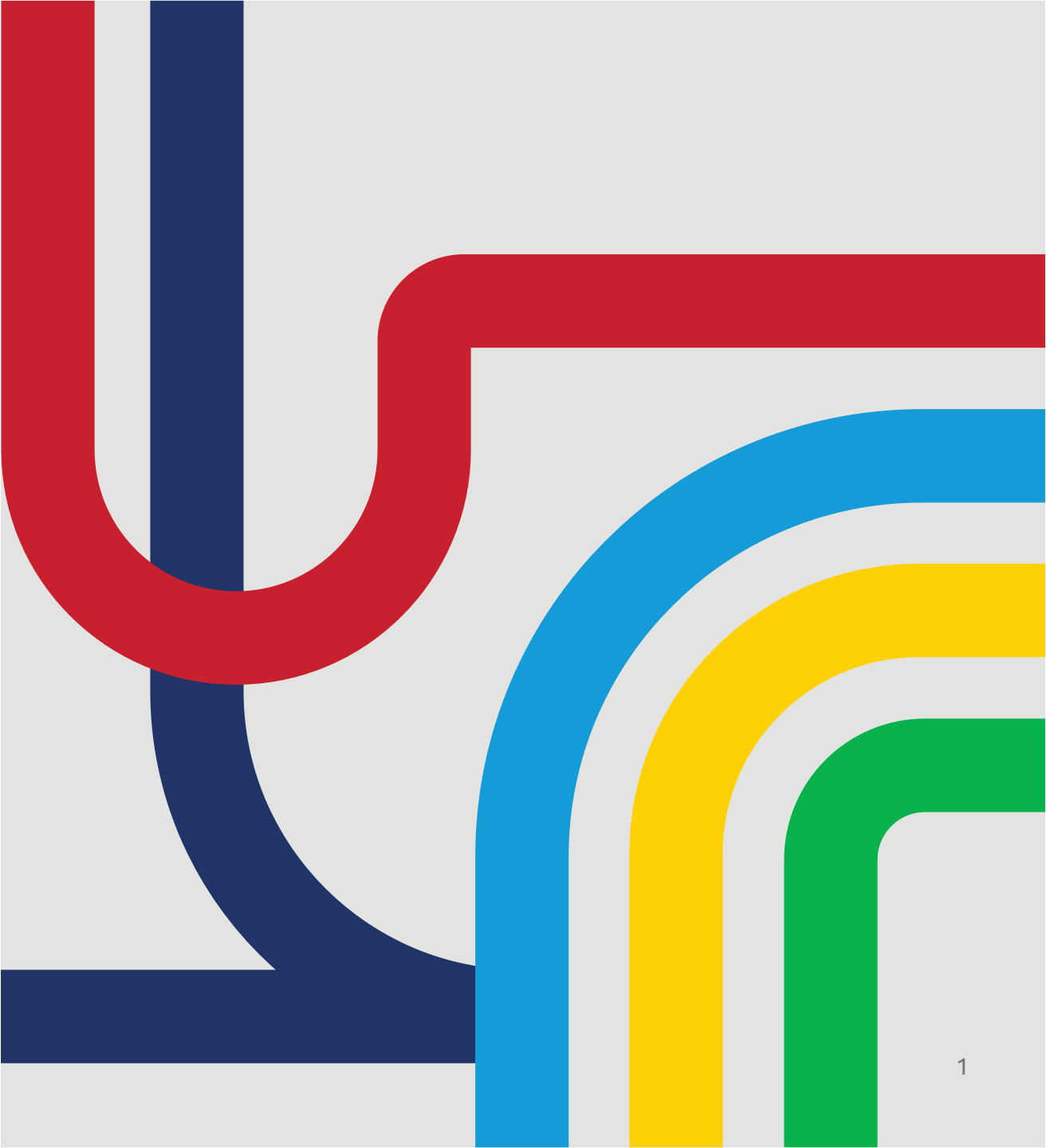


General Manager's Report

April 10, 2025





SERVICE EXCELLENCE – RIDERSHIP

48 Consecutive Months of Ridership Growth
Two-Week Trip Average
Metrorail: 530K Metrobus: 372K

March 24 – 30	6,331,000 Combined Trips
March 31 – April 6	6,098,000 Combined Trips

EVENT HIGHLIGHTS

- **Cherry Blossom 10-miler (two-hour early opening)**
 - 12,600 entries on Sunday before 7 a.m.
- **ALL CAPS!!!**
 - 4,000 Caps fans took Metro to see Alex Ovechkin tie Wayne Gretzky's record





REGIONAL OPPORTUNITY AND PARTNERSHIP – CHERRY BLOSSOMS

- **Cherry Blossom Pop-Up Shop**
Opens Friday, April 11 (HQ store front near Potbelly's)
- **Cherry Blossom Parade**
Saturday, April 12 (Expect Detours)



Progress - Your Metro, the Way Forward



Service Excellence - Tap. Ride. Go. UPDATE

- Launch: Working towards May
- Several key milestones required before completion; Testing in progress
- Multi-functional departments (Planning and Performance, Finance, Digital Modernization, Customer Experience/Transformation, Communications and Customer Service, Infrastructure) collaborating with Little Pay, Cubic, STraffic to meet goal

**SERVICE
EXCELLENCE**

Progress – Your Metro, the Way Forward



Regional Coordination – Better Bus Implementation (Operations)

Operational Update

- Bus Flag Installation at 23% (1800+)
- Trip Planner (90 days) Anticipated by End of April
- Meeting with Jurisdictions on Transportation Coordination
- Employee Training Ongoing
- Employee Pick End April 18
- Proofing Maps and Bus Signage in Progress
- Cross-functional Collaborative Teams

**REGIONAL OPPORTUNITY
& PARTNERSHIP**



Regional Coordination – Better Bus Implementation (Government/Community)

Public Official and Community Outreach

- Board Memo (April)
- Board Presentation (April/ May)
- Elected Officials and Jurisdictional Partner Communications Meetings (April – July)
- Community Outreach (April –July+)
- Better Bus Partner Training and Activations (May – June)
- School Outreach (July – September)

**REGIONAL OPPORTUNITY
& PARTNERSHIP**

Progress – Your Metro, the Way Forward



Regional Coordination – Better Bus Implementation (Customer)

Planned Customer Online Resources (April)

- Bus Network Maps (by Jurisdiction)
- Trip Planner
- Route Profiles
- Updated Fact Sheet
- Take One (Multiple Languages)
- Comms Toolkit
- Partner Eblasts
- Social Campaigns and Content

**REGIONAL OPPORTUNITY
& PARTNERSHIP**



Regional Coordination – Better Bus Implementation (Customer)

Customer Resources Available by Mid-May

- Neighborhood Profiles
- Bus Stop Area Maps
- Crosswalk (Former + New Routes) Webpage
- Route Handouts
- Promo Videos
- Metro Message

**REGIONAL OPPORTUNITY
& PARTNERSHIP**

Progress – Your Metro, the Way Forward



Regional Coordination – Better Bus Implementation (Communications)

Communications Rollout (External)

- Social Myth Busters Campaigns (April – May)
- Social Media Posts (April – July+)
- Media Backgrounder for Board Presentation (May)
- Bus, Rail, Systemwide Advertisement (May – July+)
- Press Release (June)
- Jurisdictional Media Blitz – (June)
- Public Information Officer Briefing (May – June)
- Metro Express Newsletter (June)
- Launch Event (June - July)

**REGIONAL OPPORTUNITY
& PARTNERSHIP**



Regional Coordination – Better Bus Implementation (Communications)

Communications Rollout (Internal)

- Employee Townhalls (April – June)
- Employee Newsletter (April – June)
- GM Newsletter (April – July)
- In-Building Displays (April – July+)
- Employee Podcast (May)
- Bus Depot Visits (June)

**REGIONAL OPPORTUNITY
& PARTNERSHIP**