APTA 2019
Transit Initiatives & Communities Workshop
Opening Session

Jerome Gray
METRO Executive VP & Chief Communications Officer
December 16, 2019
METRO Solutions 2003
Referendum Victory

Just over 50% “yes” vote for $640 Million bond victory
Nearly 70% “yes” vote for $3.5 Billion bond victory
Highlighting METRO
Our role in the region
Moving the region
Car-centric to Travel-centric
Educational Campaign
Direct mail to the region

WE HAVE A PLAN FOR TRAFFIC.

500 Miles of travel improvements whether you ride or drive.

75 miles of new METROrapid bus service that operates like light rail, including an extension to Bush Airport

21 new or improved suburban Park & Rides and transit centers

16 miles of light rail, with a METRORail extension to Hobby Airport

110 miles of a Regional Express Network including two-way HOV Lanes

290 miles of BOOST and Signature bus service, plus accessibility and usability improvements for the disabled and seniors

OUR COMMUNITY IS GROWING... SO IS TRAFFIC.

Our region’s population is expected to grow from 7 million to 10 million people in the next 20 years, and the METRONExt Moving Forward Plan is designed to help ease traffic congestion.

The goal is to give you more ways to move around our region, with no new taxes.

IF YOU DRIVE, the goal of the plan is to take more cars off the road.

IF YOU RIDE, the plan is designed to offer new service and travel options.

METRO will continue to fund roadway projects as part of its General Mobility Program with local governments.

ELECTION DAY IS NOVEMBER 5, 2019.

Find out more at: METRONext.org
Reaching Out
PAC Direct Mail to the Region

VOTE FOR METRO: A bold new plan to expand transit for those who need it most.

Leaders from every corner of our region are voting Tuesday FOR the METRO Proposition to provide more transportation choices for more people, connecting them to jobs, education and healthcare. Please join them!

Vote FOR METRO to expand bus and rail service for working families and people without cars — so they can get to their jobs, training programs and schools.

Access to quality public transportation services is critical to promoting economic opportunity.

Vote FOR METRO to provide reliable public transportation for older adults and people with mobility, sight and hearing impairments who deserve to live independent, dignified lives and stay in their own homes.

Vote FOR METRO to manage traffic congestion, provide sustainable transportation options and keep Houston competitive with other major American cities. Our region is one of the fastest growing in the country, with the population expected to reach 10 million by 2045.

VOTE TUESDAY FOR THE METRO PROPOSITION

QUESTIONS ABOUT VOTING? Get the answers at: VoteForMETRO.com/vote.

WE’RE VOTING FOR THE METRO PROPOSITION. JOIN US!

METRONext
30sec TV commercial

METRO has a plan for traffic
Thank You

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