

MANAGEMENT & LEADERSHIP

Tackling the Ridership Challenge Through Bold and Innovative Leadership



Tackling the Ridership Challenge

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Where in the world is MST?





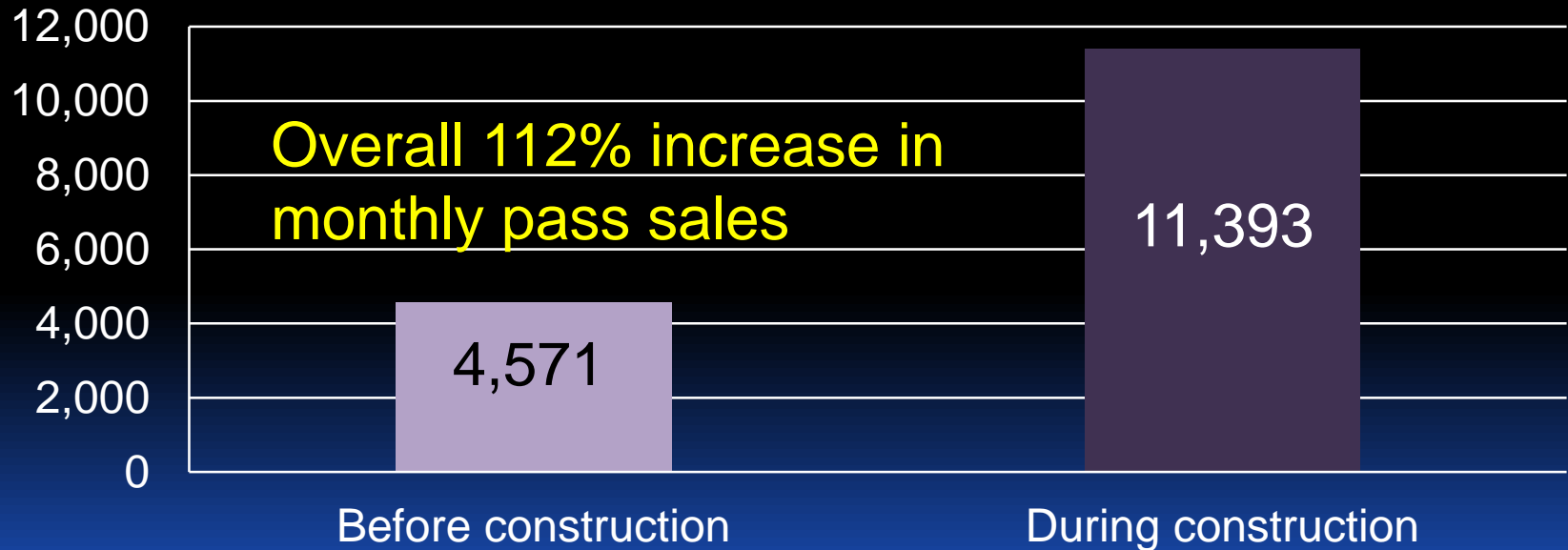
The experiment



The result: cash to pass

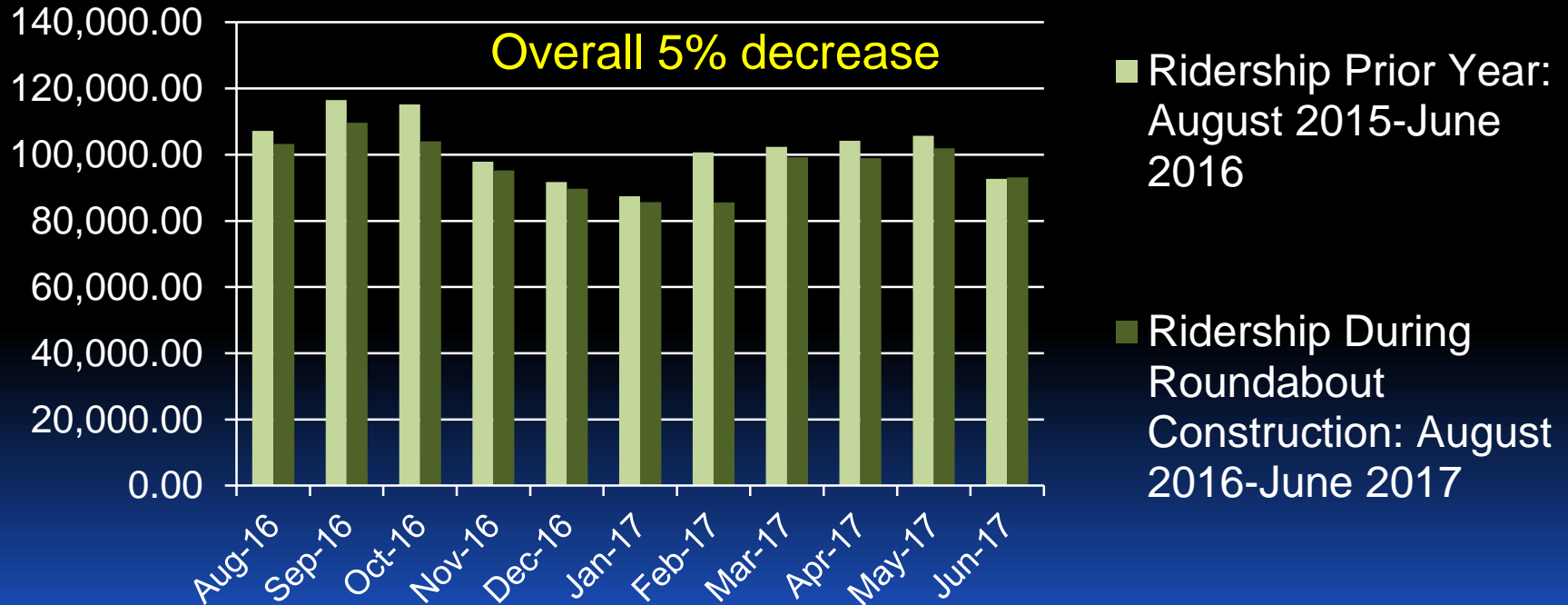


Total Monthly Pass Sales



Overall decrease in ridership

Ridership Comparison by Month



MST “Free” Services

Service	Who Pays Fare?	FY 2014 Riders	FY 2018 Riders	Change
Total Boardings	Mix of free and passengers	4,392,764	4,576,286	4.2%
MST Trolley	City Parking Fees and Aquarium	177,397	219,130	23.5%
CSU Monterey Bay	Student Fees and University Funds	209,149	281,604	34.6%
Military	Federal Transit Benefit	680,062	863,732	27.0%
Regular Fixed Route	Passenger	3,154,627	3,028,298	-4.1%

What happened to “regular” riders?



Lower vs “free” fares: which are better at increasing ridership?



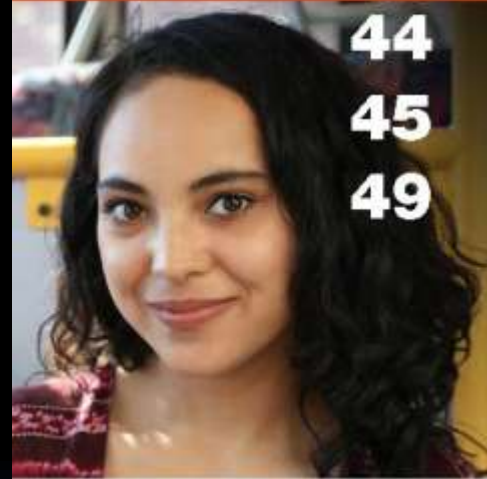
Let's try that again with a twist



Introducing 'Ride the 40s on Us!'



**Ride
the 40's
on us!** 41
42



**It's Free!
Weekends & Holidays**

Now through August 31, 2019

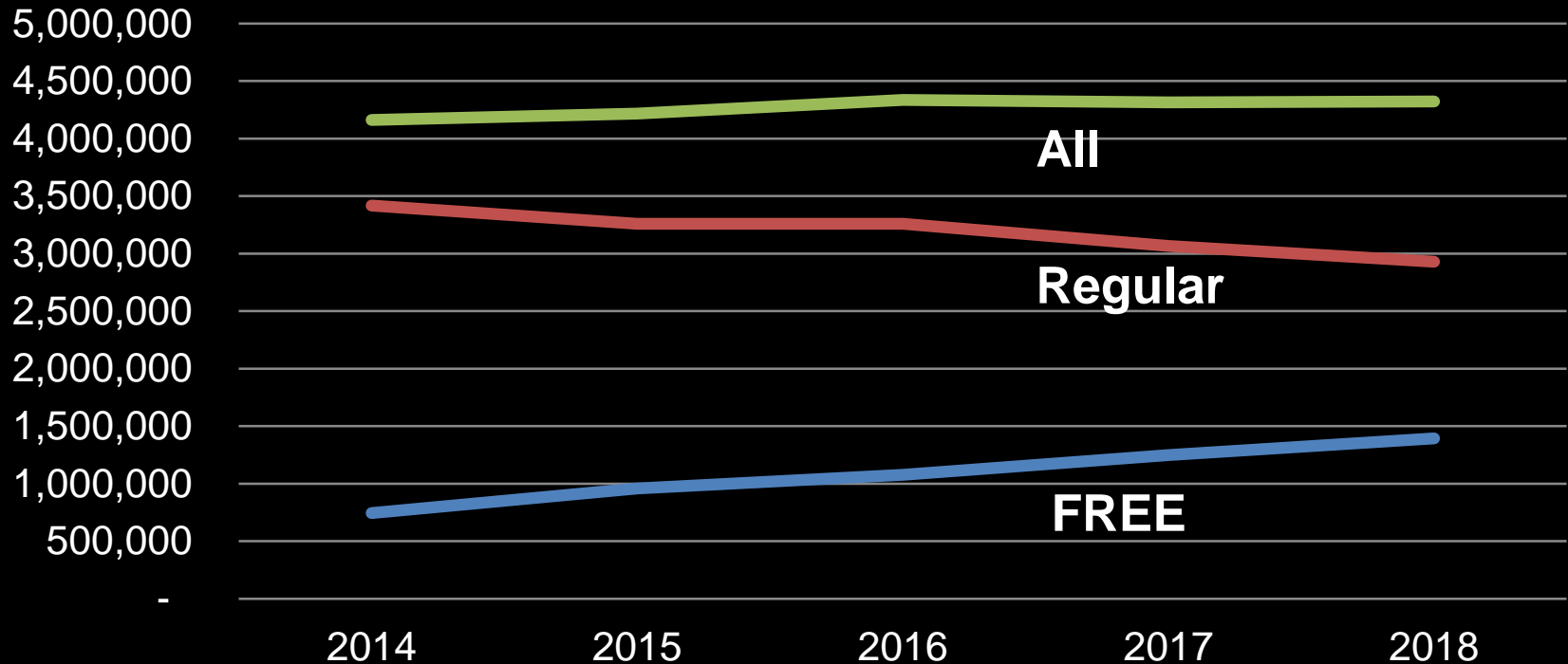
Funding provided by
California Climate
Investment Goals

1-888-MST-BUS1 | www.mst.org

MST

Ridership increases on FREE lines!

FREE vs Regular Ridership



When it's free, perceived value increases





Key takeaways?

- Making transit look free = ridership increase!
- Increased ridership may increase formula funds offsetting farebox losses
- Impacts to ADA services



Contact info

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