APTA 2019
TIC Workshop:
Data, Messaging and Building
Your Campaign’s Foundation

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METRO Executive VP & Chief Communications Officer
December 16, 2019
WE HAVE A PLAN FOR TRAFFIC.

500 miles of travel improvements whether you ride or drive.

- 75 miles of new METRONext bus service that operates like light rail, including or transfers to Bush Airport
- 21 new or improved suburban Park & Rides and transit centers
- 10 miles of light rail, with a METRONext extension to Hobby Airport
- 110 miles of a Regional Express Network including two-way HOV Lanes
- 290 miles offeit and Signature bus service, ADA accessibility and mobility improvements for the disabled and senior

It’s in the MOVING FORWARD PLAN.

WE HAVE A PLAN FOR TRAFFIC.

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.

ELECTION DAY IS NOVEMBER 5, 2019.

• 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.

Find out more at: METRONext.org
METRONext
Phone Banks and Media Plan
METRONext
Community Meetings
METRONext TV
Election TV Commercial

METRO has a plan for traffic
METRONext TV
Plan for Traffic