Partnership Promotions
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01 About METRO
Vision

Through collaborative relations and innovative approaches, METRO will be an industry leader in delivering timely and efficient service that is transformative by providing multi-modal interactions for communities to connect to everyday work and life opportunities.

Mission

METRO’s mission is to provide safe, clean, reliable and friendly public transportation services to our region.
Why METRO?

METRO is the backbone of our region — moving people to jobs, health care, education, recreation, and all of the opportunities our region offers. Providing 116.8 MILLION rides in 2018. With 1/3 of the Downtown area’s employees using METRO to get to work everyday.

We serve the region’s major employment centers and our neighborhoods, and we are a vital partner in welcoming visitors, promoting safety, and helping with natural disasters.

116.8 million rides and counting

<table>
<thead>
<tr>
<th>Service</th>
<th>Rides</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS</td>
<td>59.5 MILLION</td>
</tr>
<tr>
<td>RAIL</td>
<td>19 MILLION</td>
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<tr>
<td>PARK &amp; RIDE</td>
<td>7.7 MILLION</td>
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<tr>
<td>PARATRANSIT</td>
<td>1.9 MILLION</td>
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<tr>
<td>VANPOOL</td>
<td>1.9 MILLION</td>
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<tr>
<td>HOV/HOT</td>
<td>26.5 MILLION</td>
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METRORail consists of three light-rail lines: the Red Line, Green Line (East End) and the Purple Line (Southeast), totaling more than 22 miles of rail, with 19 million rides in 2018. Our fleet consists of 76 light-rail vehicles.

Red Line (North Line) - This 13-mile Red Line travels from NRG Park to the Texas Medical Center, Museum District, Downtown, Northline with 25 stations.

Green Line (East End Line) - This 3.3-mile travels along Harrisburg from the Magnolia Transit Center through the Historic East End to entertainment and business destinations with 9 stations.

Purple Line (Southeast) - This 6.6 mile section travels from downtown along Capitol and Rusk to popular destinations such as Texas Southern University and the University of Houston with 10 stations.
Local Bus

METRO's bus service is the backbone of our system, with 114 fixed routes, 8,964 stops, 2,143 shelters, 21 Transit Centers and 59.5 million rides in 2018.

METRO operates over 950 local buses daily and navigates through a 1,300 sq mile service area. 22 of our local routes are high-frequency routes arriving less than every 10-15 minutes. These routes are on Houston's busiest streets.

**METRO High-frequency Routes**

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<th>Bellaire</th>
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<tr>
<td>Beechnut</td>
<td>Bissonnet</td>
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<tr>
<td>Richmond</td>
<td>Bellfort</td>
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<tr>
<td>LongPoint/Cavalcade</td>
<td>MLK/Lockwood</td>
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<tr>
<td>Shepherd</td>
<td>Westheimer</td>
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<tr>
<td>Post Oak</td>
<td>Antoine/Washington</td>
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<tr>
<td>Telephone/Heights</td>
<td>Northshore Express</td>
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<tr>
<td>Kirby/Polk</td>
<td>Westpark Express</td>
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<tr>
<td>Gessner</td>
<td>Harwin Express</td>
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<tr>
<td>Broadway</td>
<td>Memorial City Express</td>
</tr>
<tr>
<td>Hardy - Kelley</td>
<td>Wilcrest Express</td>
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<tr>
<td>Hardy - Ley</td>
<td>Memorial Express</td>
</tr>
<tr>
<td>Scott</td>
<td>Bellaire Quickline</td>
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<tr>
<td>Airline/Montrose</td>
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Rider Facts

- More than 60% of METRO riders have used the service for more than 3 years
- More than 60% of local bus Riders have been using the service for more than 3 years
- More than 50% of METRORail riders have started riding in the last 6 years.
- Nearly 70% of METRO riders use the service 5 – 7 days a week
- More than 60% of riders use METRO rail 5-7 days a week
- Nearly 75% of Park & Ride passengers use the service 5 days a week
- 60% of METRO Rail riders use the service for work or school
- 78% of METRO Riders are employed with 63% having full time employment
- 85% of METRO riders use the METRO Q Card to pay for fares
METRO Rail
RIDER PROFILES

Gender:
- Male: 55.8%
- Female: 44.2%

Age:
- 2.1% 5-15
- 8.8% 16-19
- 40.8% 20-34
- 31.5% 35-50
- 12.2% 51-64
- 4.6% 65+

RACE/ETHNICITY:
- Caucasian: 36.5%
- Hispanic/Latino: 29.8%
- Black/African American: 15.1%
- Asian: 12.2%

Choice Riders:
- Yes: 79.2%
- No: 20.8%

Household Size:
- 1: 25.3%
- 2: 27.9%
- 3: 19.5%
- 4: 15.1%
- 5: 7.1%
- 6+: 5.1%

Number of Vehicles in Household:
- 0: 28.8%
- 1: 33.6%
- 2: 23.2%
- 3: 6.7%
- 4: 2.2%
- 5: 1.0%
- 6+: 4.5%

Annual Household Income:
- Less than $16K: 7.3%
- $16K-$23,999: 5%
- $24K-$31,999: 13.1%
- $32K-$39,999: 14.1%
- $40K-$53,999: 12.1%
- $54K-$80,999: 12.8%
- $81K-$99,999: 13.1%
- $100K+: 22.6%

English Speaking:
- Very Well: 70.9%
- Well: 17.5%
- Not Well: 9.7%
- Not at All: 1.9%

Household Size:
- 1: 25.3%
- 2: 27.9%
- 3: 19.5%
- 4: 15.1%
- 5: 7.1%
- 6+: 5.1%

Choice Riders:
- Yes: 79.2%
- No: 20.8%
METRO Park & Ride
RIDER PROFILES

GENDER
- Male: 43.8%
- Female: 55.7%

AGE
- 5-15: 0.2%
- 16-19: 1.2%
- 20-34: 22.6%
- 35-50: 41.3%
- 51-64: 31.3%
- 65+: 3.4%

RACE/ETHNICITY
- Caucasian: 19.8%
- Hispanic/Latino: 20.3%
- Black/African American: 17.6%
- Asian: 39.4%

ENGLISH SPEAKING
- Very Well: 88.1%
- Well: 10.2%
- Not Well: 15%
- Not at All: 0.2%

ANNUAL HOUSEHOLD INCOME
- OVER $100K: 43.8%
- $81K-$99,999: 13.4%
- $54K-$80,999: 22.2%
- $40K-$53,999: 10%
- $32K-$39,999: 4.12%
- $24K-$31,999: 3%
- $16K-$23,999: 1.93%
- LESS THAN $16K: 1.5%

HOUSEHOLD SIZE
- 1: 9.8%
- 2: 29.8%
- 3: 21.2%
- 4: 24.3%
- 5: 10.2%
- 6: 4.8%

auses of Number of Vehicles in Household
- 0: 100%
- 1: 18.8%
- 2: 52.1%
- 3: 17.7%
- 4: 7.1%
- 5: 1.5%
- 6+: 1%

ENGLISH SPEAKING
- Very Well: 88.1%
- Well: 10.2%
- Not Well: 15%
- Not at All: 0.2%

CHOOSE RIDES
- YES: 87.9%
- NO: 10.9%

ANNUAL HOUSEHOLD INCOME
- OVER $100K: 43.8%
- $81K-$99,999: 13.4%
- $54K-$80,999: 22.2%
- $40K-$53,999: 10%
- $32K-$39,999: 4.12%
- $24K-$31,999: 3%
- $16K-$23,999: 1.93%
- LESS THAN $16K: 1.5%
02 Why Partner with METRO
Rider Promotions

At METRO our riders are one of our top priorities. Having a promotion that benefits them as well as you makes for a great partnership.

In 2012 and 2013 NRG sponsored rides for anyone riding METRORail on Texans’ game days. In 2017 - 2019 the Houston Dynamo have provided in stadium and other promotional benefits in exchange for free rides for its fans and staff.

Other companies have offered deals for our riders, too. The Houston Zoo and Houston Museum of Natural Science offered discounts or special exhibits and general admission.

METRO benefits from increased ridership and our partners get the exposure of this unique opportunity.
METRO’s Impact on Events in Houston

When mega events happen in Houston, METRO’s right there, moving fans from Point A to Point B with efficient and friendly service.

When the NCAA Final Four came to Houston in 2016, METRO was there. Providing transportation to the event for residents and visitors alike.

In 2017 Houston hosted Super Bowl LI – and in the nine days of Super Bowl Live activities – METRO carried 680,100 riders on METRORail.

Every spring, Houston shows off its Western heritage by hosting the world’s biggest livestock show and rodeo for 20 consecutive days.

METRO’s right there with Houston’s mega events – from a sporting championship game to an all-star concert. We keep the crowds moving – and we do it with a smile.
03 Opportunities
Rail Vehicles Wraps

METRORail allows maximum exposure near several of the Houston’s employment and entertainment centers. From Downtown Houston to the Texas Medical Center and the NRG Park complex.

The Wraps can range from a full wrap to a variety of smaller options.

Contact us for pricing and availability.
RIDE FREE on METRORail to every Dynamo and Dash home game with your valid game day ticket! Follow METRO on Facebook (@RideMETRO) for your chance to win tickets to a Houston Dynamo home game. Plan your trip at RideMETRO.org.

713.635.4000 | METRO vehicles are 100% accessible.

TRAIN TO WIN
MARCH 3, 2018  >  vs. ATLANTA UNITED FC
MARCH 10, 2018  >  vs. VANCOUVER WHITECAPS FC
MARCH 31, 2018  >  vs. NEW ENGLAND REVOLUTION
APRIL 21, 2018  >  vs. TORONTO FC
MAY 5, 2018  >  vs. LA GALAXY
MAY 25, 2018  >  vs. NEW YORK CITY FC
JUNE 9, 2018  >  vs. COLORADO RAPIDS
JULY 3, 2018  >  vs. LOS ANGELES FC
JULY 7, 2018  >  vs. MINNESOTA UNITED FC
JULY 21, 2018  >  vs. FC DALLAS
JULY 25, 2018  >  vs. PHILADELPHIA UNION
AUGUST 4, 2018  >  vs. SPORTING KANSAS CITY
AUGUST 18, 2018  >  vs. REAL SALT LAKE
AUGUST 23, 2018  >  vs. FC DALLAS
SEPTEMBER 15, 2018  >  vs. PORTLAND TIMBERS
SEPTEMBER 29, 2018  >  vs. SAN JOSE EARTHQUAKES
OCTOBER 21, 2018  >  vs. SEATTLE SOUNDERS FC

Interior Bus Cards

Interior Bus Cards are a great way to reach daily commuters on our local bus service. These are produced for a majority of the local fleet and have an average run-time of 90 days.

Experience the Bayou City Art Festival Downtown with METRO

Take METRO to BODY WORLDS 3

Spend time with the family. Take METRORAIL to the Zoo!!!
Posters, Maps & Fliers

METRO circulates hundreds of thousands of brochures each year. From maps to event fliers distributed on our buses, trains and over 100 distributions points in the region.

Posters on the METRORail line give high visibility to any promotion and is an integral part of every event and free ride campaign.
04 CONTACT US

KARL KOCH
VICE PRESIDENT
PARTNERSHIP PROMOTIONS

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