

# METRO News Release

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## METRO first-year milestones

**PHOENIX** — METRO light rail provided service to more than 11.3 million riders in 2009. Ridership has far exceeded first-year projections by 34 percent on weekdays, 33 percent on Saturdays and 61 percent on Sundays and holidays.

Other notable figures achieved in 2009:

- The highest daily ridership occurred Dec. 31 with 53,216 riders.
- The highest monthly ridership occurred in October with 1,124,924 riders.
- The busiest station by boardings was Sycamore/Main in Mesa followed by Montebello/19<sup>th</sup> Ave., University Dr./Rural, Central Station and Roosevelt/Central Ave.
- METRO served more than 400 major events along its line.
- One-thousand daily passengers used the METRO-PHX Airport Shuttle for access to Phoenix Sky Harbor International Airport.

Other notable highlights:

- Feb. 2009: METRO installs first advertising wraps on four light rail vehicles in promotion of the NBA All-Star event.
- May 2009: METRO provides service for ASU's spring commencement featuring President Barack Obama.
- June 2009: METRO Board of Directors approves the Central Mesa light rail extension that will connect the current system to downtown Mesa.
- July 2009: METRO initiates late-night service until past 2 a.m. on Friday and Saturday nights.
- Aug. 2009: METRO develops an Adopt-A-Station program to better connect and serve its community. More than 60 interested parties apply to the program.
- Sept. 2009: METRO receives the top honor at Valley Forward's 29th Annual Environmental Excellence Awards.
- Oct. 2009: METRO launches an innovative ticket partnership with US Airways Center where your event ticket serves as your light rail pass.
- Oct. 2009: METRO enters into an agreement with CBS Outdoor to administer the METRO advertising program at stations and on trains.

- Dec. 2009: METRO hires new CEO, Stephen R. Banta, who started on Jan. 20, 2010. Rick Simonetta leaves the post after six years as CEO.

### **About METRO**

METRO is responsible for the development and operation of the region's high-capacity transit system. The first 20-mile light rail line opened Dec. 27, 2008 and served 11.3 million riders in 2009. Ridership exceeds projections by 34 percent on weekdays and fairs as well or better on Saturdays and Sundays. METRO will continue to refine its 20-mile operation, while also planning for 37 miles of future extensions.