



VIDEO TRANSCRIPT

Public Transit: Rebuild Ridership by Re- building Trust

Transit operators need to rebuild **TRUST** and **CONFIDENCE** in their services to rebuild ridership.

People's expectations and outlook on travel and transportation have changed.

Personalized experiences are more important than ever.

Passenger services must consider:

- New values
- New expectations
- New mindsets
- New behaviors

How to get passengers back on track?

1. Meet passengers where they are
2. Invest differently to advance a purpose

Make

- transparency
- safety
- personalization
- convenience
- communication
- purpose and
- **TRUST**

the final destination.

All aboard!