Item 5 – Appendix 4: Metro branded activity measures
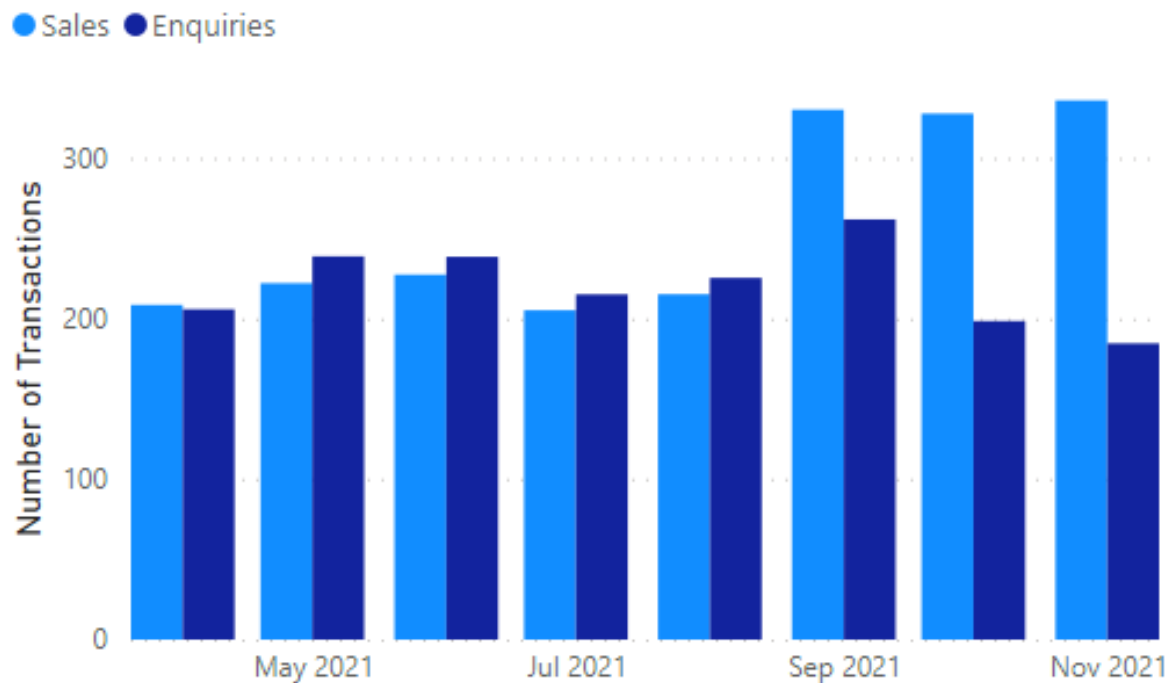
All content below taken from the Transport Committee PowerBi interactive dashboard managed by the Combined Authority Research & Intelligence team.

Metro Travel Centres

The chart shows the average number of daily (Monday to Saturday excluding bank holidays) sales and enquiries made at travel centres by month of the year. This information has been collected since April 2021, customer counting equipment was used previously however this does not give an accurate comparison.
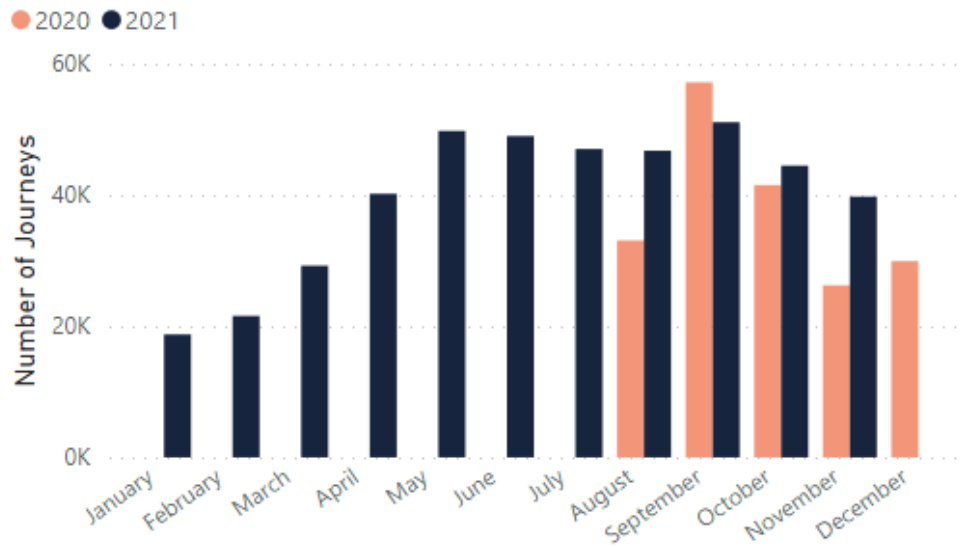
Metro Travel Centres: Average Daily Transactions

Number of journeys planned using Moovit Journey Planner

The chart shows the number of journeys planned using the West Yorkshire Moovit Journey Planner by month and year, available via www.wymetro.com . A different journey planner was in use in 2019, so comparable data is not available.
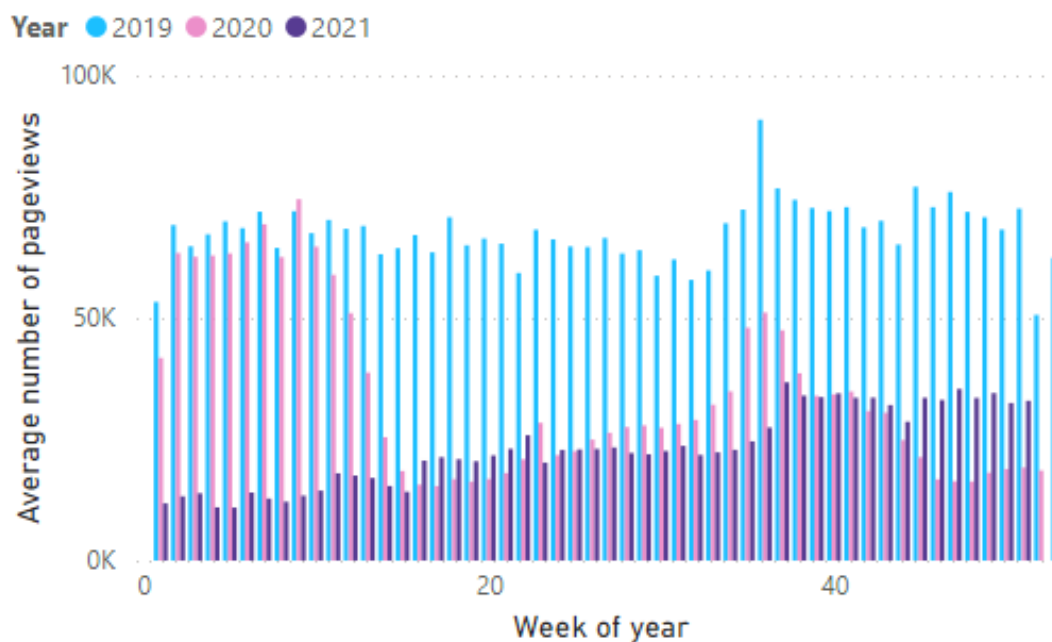
Number of Journeys planned using Moovit Journey Planner

Engagement with Metro website – www.wymetro.com

The chart shows the average number of weekday (Monday to Friday) pageviews for the Metro Website by week of the year.
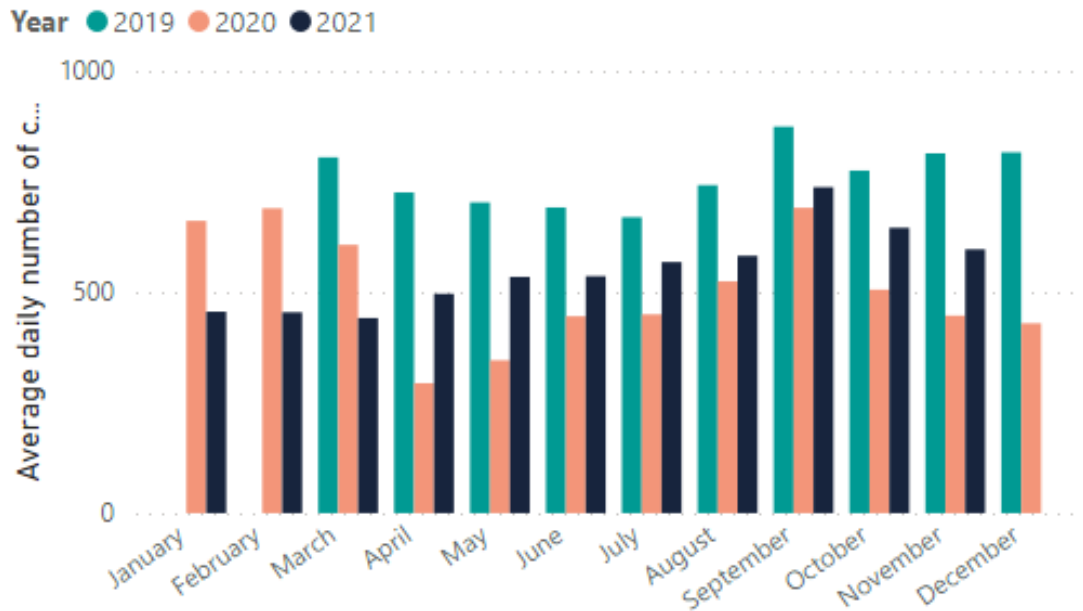
Metro and MCard Website Pageviews

MetroLine calls

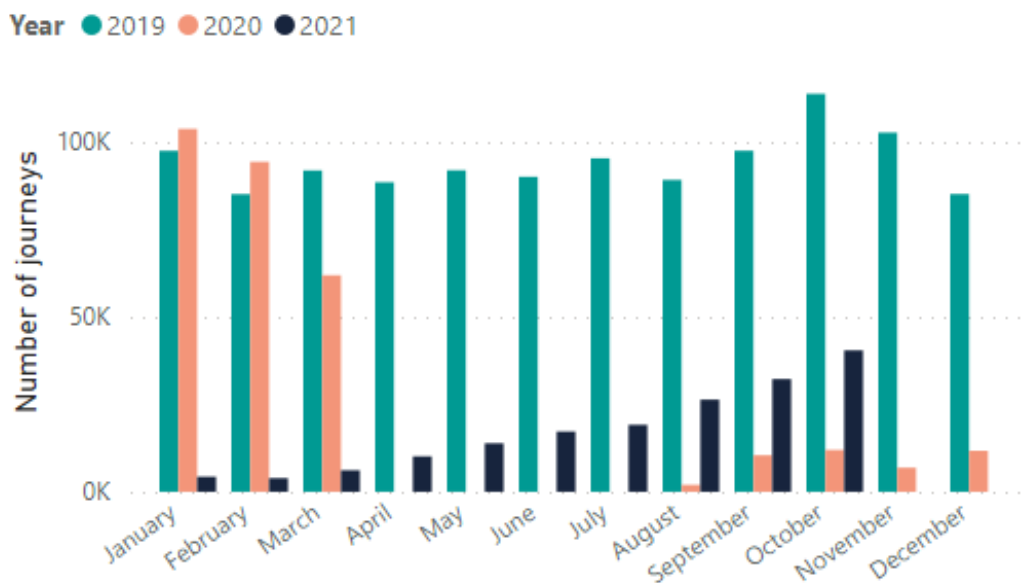The chart shows the average number of weekday (Monday to Friday) calls to MetroLine.

Metro Line Calls

Year ● 2019 ● 2020 ● 2021

Use of Park and Ride services

The chart shows the total number of Park and Ride journeys (both smart and paper) made by month of the year.

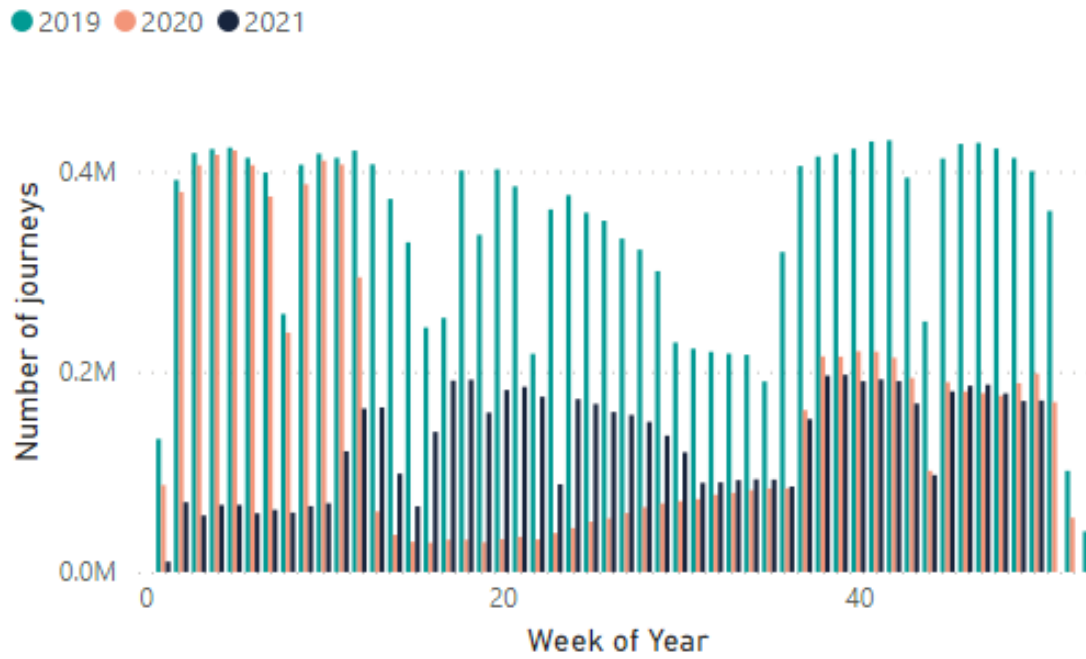Park & Ride Journeys

Year ● 2019 ● 2020 ● 2021

MCard journeys

The chart shows the total number of journeys made using Smart MCard products (but not those using the new app) by week of the year.

MCard Journeys (NERO only)

● 2019 ● 2020 ● 2021

Social media interactions with "Metro Travel News" channels

'Engagement' is all the interaction that people have with the content, including likes, shares, responses.

Social Media Engagements with Metro (including MCard and...

● Engaged users (Facebook) ● Engagements (Twitter)