

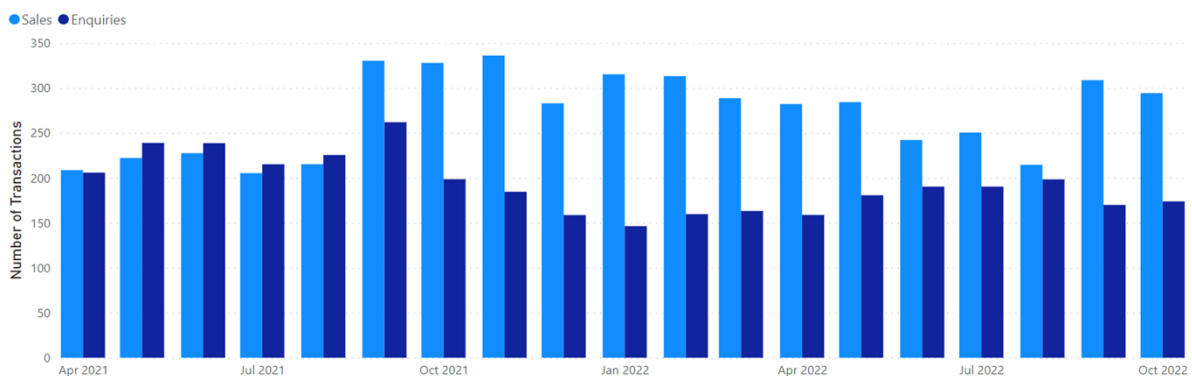
## Appendix 4 - Metro Branded Activity Measures

Content below is the latest extract 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 before this, but the data is not comparable.

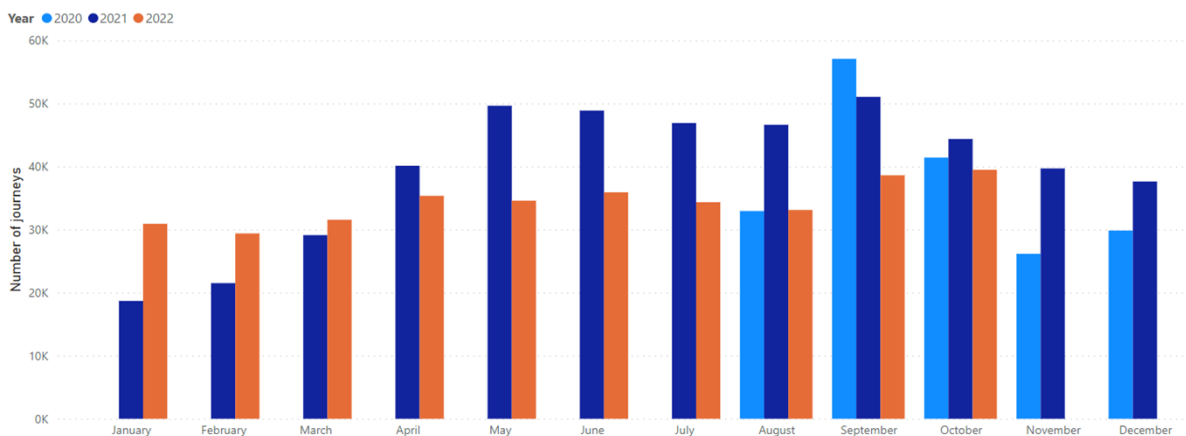
Metro Travel Centres: Average Daily Transactions



### Number of Journeys Planned Using Moovit Journey Planner

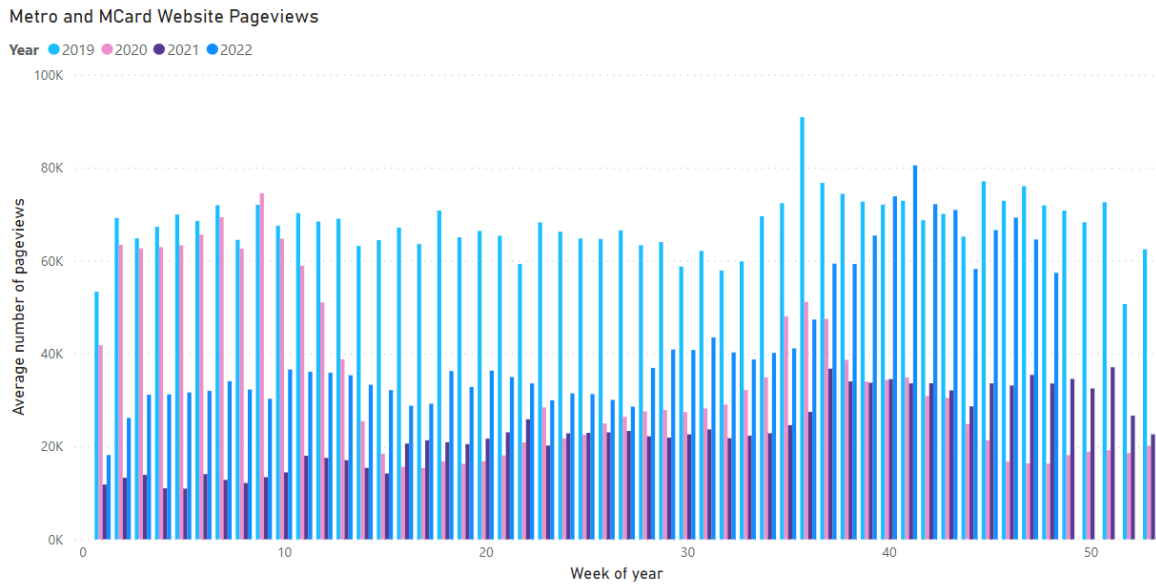
The chart shows the number of journeys planned using the West Yorkshire Moovit Journey Planner by month and year, available via [www.wymetro.com](http://www.wymetro.com). A different journey planner was in used in 2019, so comparable data is not available. So far in 2022, over 323,000 journeys have been planned using this application.

Number of Journeys planned using Moovit Journey Planner



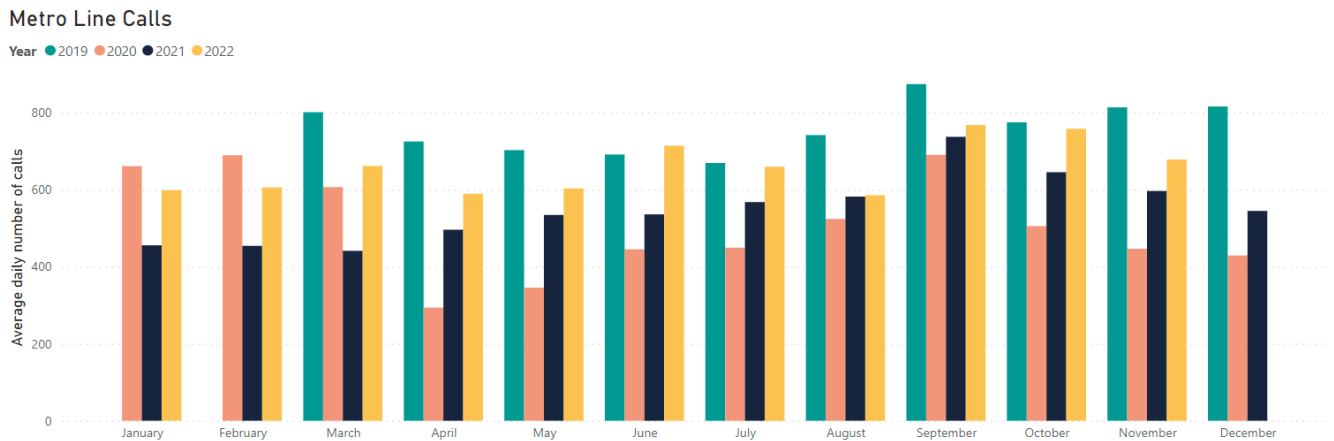
## Engagement with Metro Website – www.wymetro.com

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



## MetroLine Calls

The chart shows the average number of weekday (Monday to Friday) calls to MetroLine by month. In October 2022, calls into Metroline were at 98% of pre-pandemic levels (October 2019). Note that November 2022 data is incomplete.



## Use of Park and Ride Services

The chart shows the total number of Park and Ride journeys (using both smart and paper tickets) made by month of the year. In October 2022, the number of Park and Ride journeys was more than double the equivalent number in October 2021, however numbers overall are still lower than pre-pandemic (2019 in the chart below).

### Park & Ride Journeys

Year ● 2019 ● 2020 ● 2021 ● 2022

