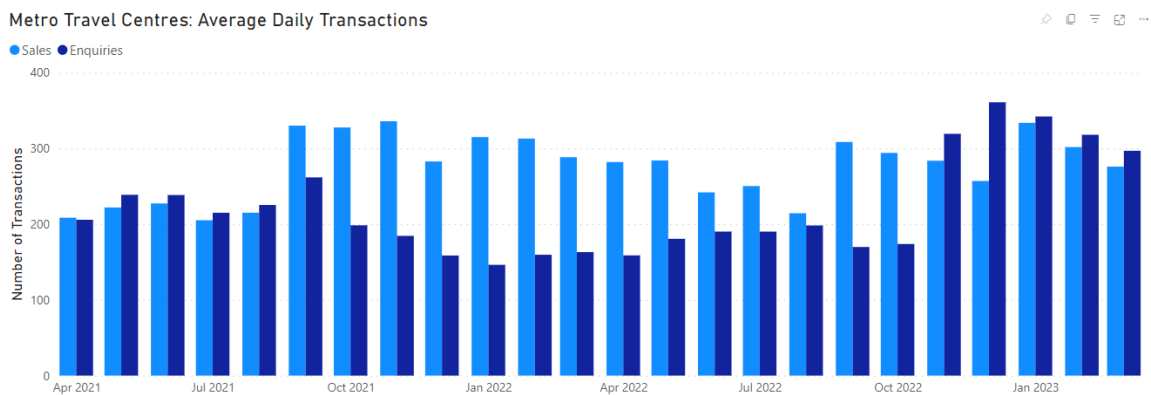


Appendix 4 - Metro Branded Activity Measures

Content below is the latest extract from the Transport Committee PowerBi interactive dashboard managed by the Combined Authority Research & Intelligence team.

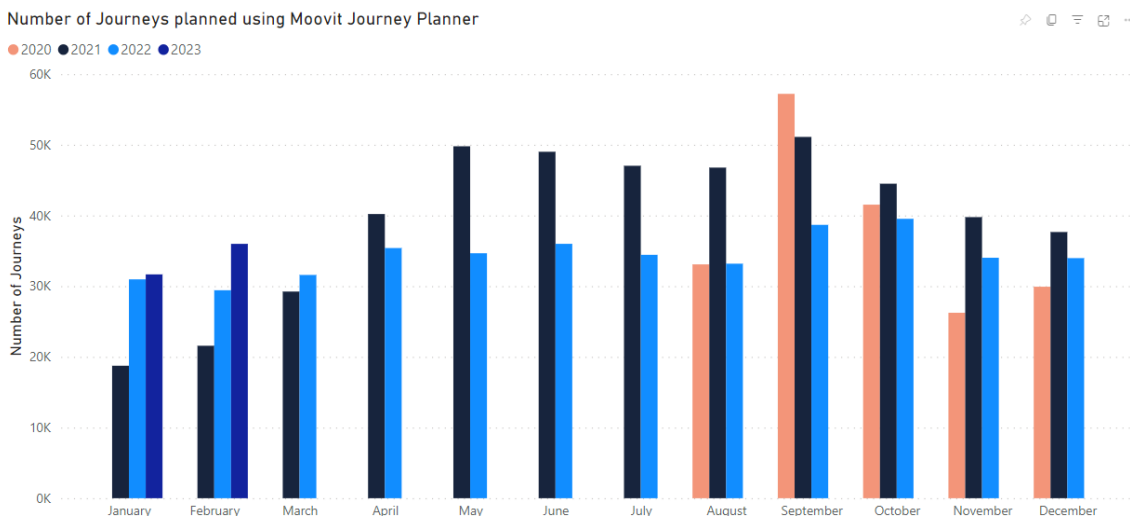
Metro Travel Centres

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. March 2023 sales volumes were similar to last March, however the number of enquiries at travel centres was considerably higher.



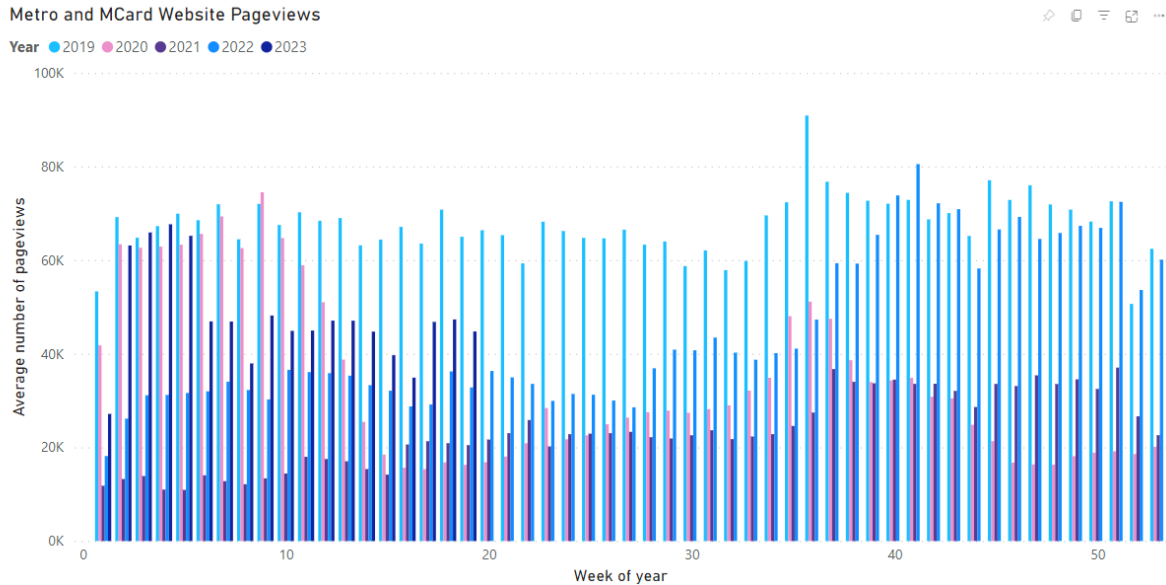
Number of Journeys Planned Using Moovit Journey Planner

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 used in 2019, so comparable data is not available.



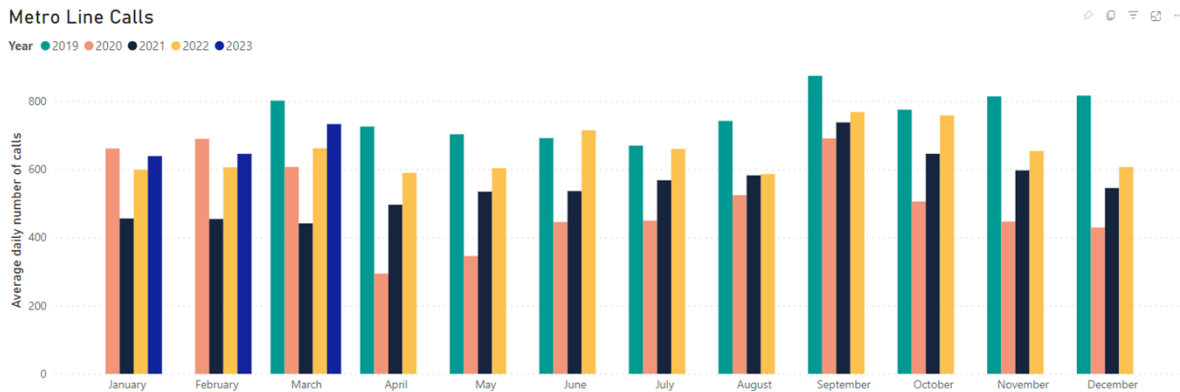
Engagement with Metro Website – www.wymetro.com

The chart shows the average number of weekday (Monday to Friday) pageviews for the Metro Website by week of the year. The latest data (early May 2023) reveals page views are 69% of pre-pandemic levels (same week in 2019).



MetroLine Calls

The chart shows the average number of weekday (Monday to Friday) calls to MetroLine by month. In March 2023, weekday call centre volumes were 91% of the equivalent pre-pandemic week (in 2019), up from 74% in March 2022.



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 January 2023, the number of Park and Ride journeys was 90% of the equivalent number in January 2019 (although its worth noting Stourton Park and Ride wasn't operational in 2019).

Park & Ride Journeys

Year ● 2019 ● 2020 ● 2021 ● 2022 ● 2023

