

Way Ahead – Moving Forward Strategic Plan

Progress Update – November 2021



WAY AHEAD

MOVING FORWARD

Our Mission Continues

Our Mission

Why We Exist

To be a safe, reliable and efficient railroad providing regional mobility and excellent customer service

Our Vision

Where We Are Headed

Our vision is to set the standard for safety, reliability, and innovation in the delivery of excellent customer service

Our Values

What We Stand For

Respect –
Treat everyone with dignity

Honesty –
Speak and act truthfully

Pride –
Own your work
and do it well

We continue to:

Focus on these **3** priorities:

Our Customers

who are
the reason
Metro-North exists

Our People

who are
Metro-North's
greatest resource

Our Infrastructure

including trains, stations,
track, structures, bridges
communications, signals,
power, shops & yards

while upholding these **3** core principles:

Safety

which rests at the
heart of all our
actions and
initiatives

Integrity

to maintain
the public's
confidence in
our decisions

Innovation

to encourage
new ways of
thinking and
doing business

The MTA logo is located in the bottom left corner of the slide. It consists of the letters "MTA" in a bold, blue, sans-serif font, set against a circular background that is a gradient from light blue to white.



Our Customers

Strategy:
**Maximize
customer
health, safety
and confidence**

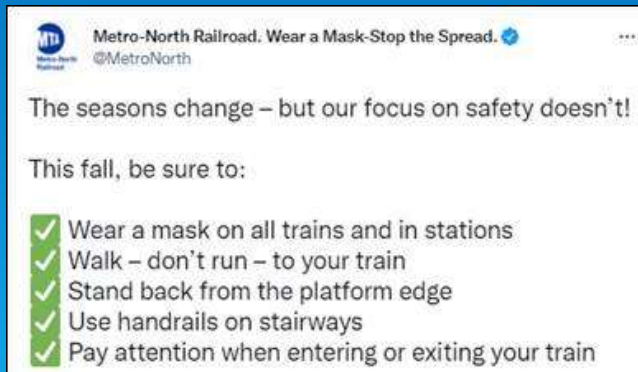
Actions:

- ▶ **Daily cleaning and disinfecting of stations and trains**
- ▶ **Continue to partner with MTA Police to ensure customer safety at stations and on-board trains**
- ▶ **All trains operating with full PTC functionality by end of 2021**



Strategy:
Increase customer safety awareness

Action:
Focus new customer safety programs on slip, trip and fall prevention

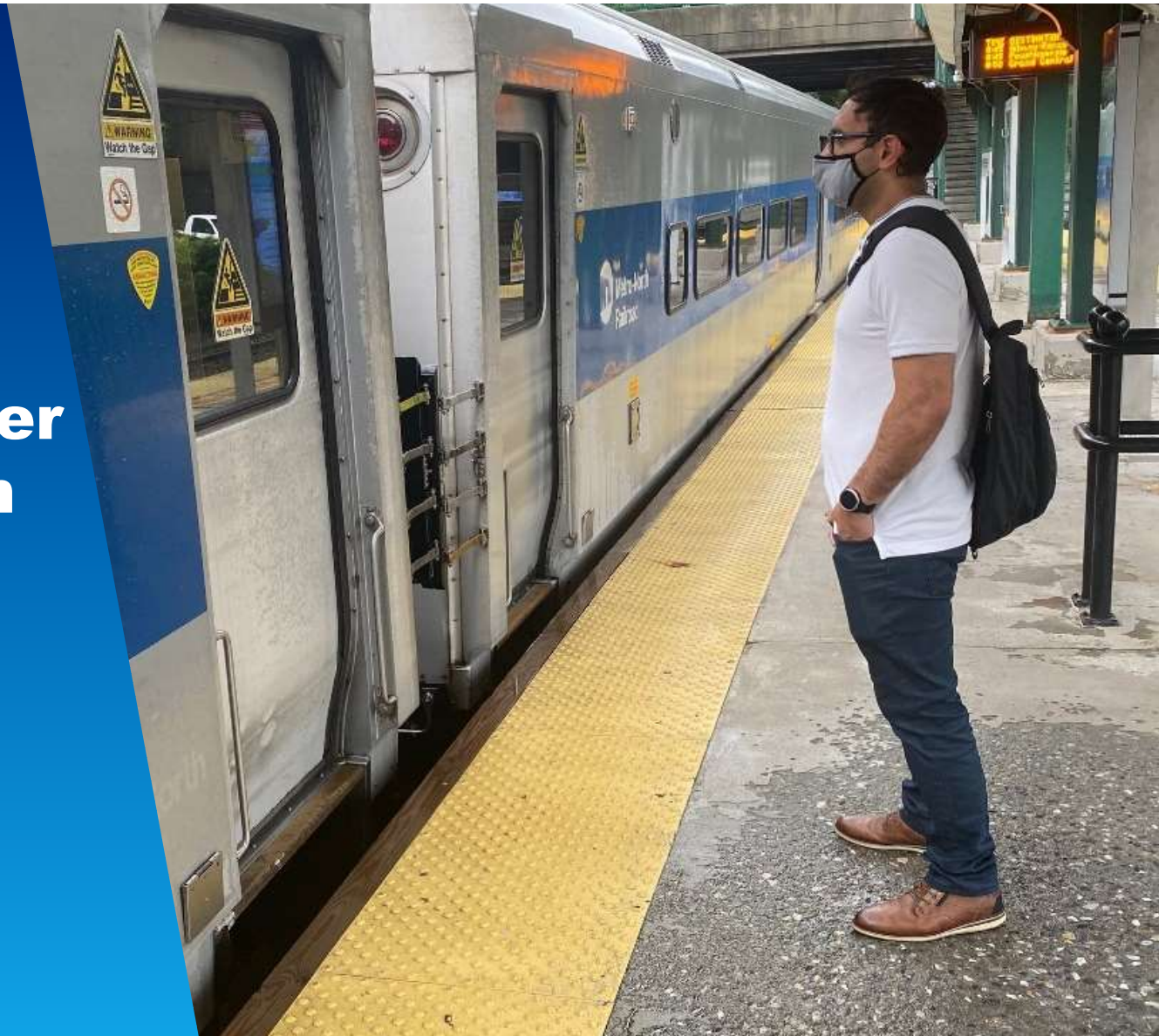


Metro-North Railroad. Wear a Mask-Stop the Spread. [🌐](#)
@MetroNorth

The seasons change – but our focus on safety doesn't!

This fall, be sure to:

- ✓ Wear a mask on all trains and in stations
- ✓ Walk – don't run – to your train
- ✓ Stand back from the platform edge
- ✓ Use handrails on stairways
- ✓ Pay attention when entering or exiting your train



Strategy:

Provide safe, responsive and reliable services to meet changing customer needs

Actions:

- ▶ **Increasing service and travel options to complement growing ridership**
- ▶ **Achieving 97.3% OTP YTD**



Actions:

- ▶ **GCT Bike Pod Pilot**
- ▶ **No permit required to travel with full-size bike**
- ▶ **Promoting sustainable transportation and growth in bike usage**



Strategy:

Welcome and encourage customers to return and develop strategies to attract new riders

Action:

**Welcome Back New York campaign:
Off-peak fares –
All the time**



**Off-peak fares.
All the time.**

**Ride LIRR and Metro-North
and save big through Dec. 31.**

welcome
back
new york



Actions:

- ▶ **Friends & Family Wednesdays**
- ▶ **Summer Saturdays**
- ▶ **Autumn Weekends**
- ▶ **MNR Passport Program**
- ▶ **MTA AWAY**
- #TakeTheTrain**

Your Metro-North monthly pass just got even better.



Bring a friend for \$1 every Wednesday through 10/27

Bring four friends for \$1 each every weekend through 11/21

welcome
back
new york





Save 20%
at New York
Botanical Garden
with Metro-North

MTA AWAY



Dobbs Ferry
by bike & rail

Save on Metro-North & bike rental

MTA AWAY



BIG APPLE CIRCUS
2021

MTA

Take Metro-North to
the Big Apple Circus

and Save 10% Off Full-Priced Admission Tickets with
Code: MTAAWAY

Get the deal



MTA AWAY deals
new.mta.info/daytrips



MTA

Looking for a change
of scenery?

Find Destinations & Deals
@MTAaway.com

Get the deal



MTA AWAY destinations
MTAaway.com

White Plains station renewal

Actions:

- ▶ **New entrances**
- ▶ **ADA-compliant elevator**
- ▶ **Upgraded HVAC system**
- ▶ **Extended platforms**
- ▶ **Remodeled waiting room and restroom**
- ▶ **+ Digital displays, LED lighting, platform canopies, Wi-Fi, and artwork**



Strategy:
**Enhance
accessibility
across system**

Actions:

- ▶ **Completed transformation of Port Jervis station**
- ▶ **Collaborate with MNR Accessibility Task Force to identify opportunities & solicit feedback**
- ▶ **Multi-station elevator installation project begins in 2022 in Purdys, Scarsdale and Hartsdale**
- ▶ **Promote our Call Ahead Program for customers who need assistance getting on or off trains**



Strategy:

Communicate timely, accurately & openly with customers

Actions:

- ▶ **Provide face-to-face customer service at key stations through our Station Ambassador Program**
- ▶ **Engage directly with customers through Station Talk Program, Mask Force, TRACKS and Connect with Us events**
- ▶ **Expand digital displays throughout system, including onboard trains**



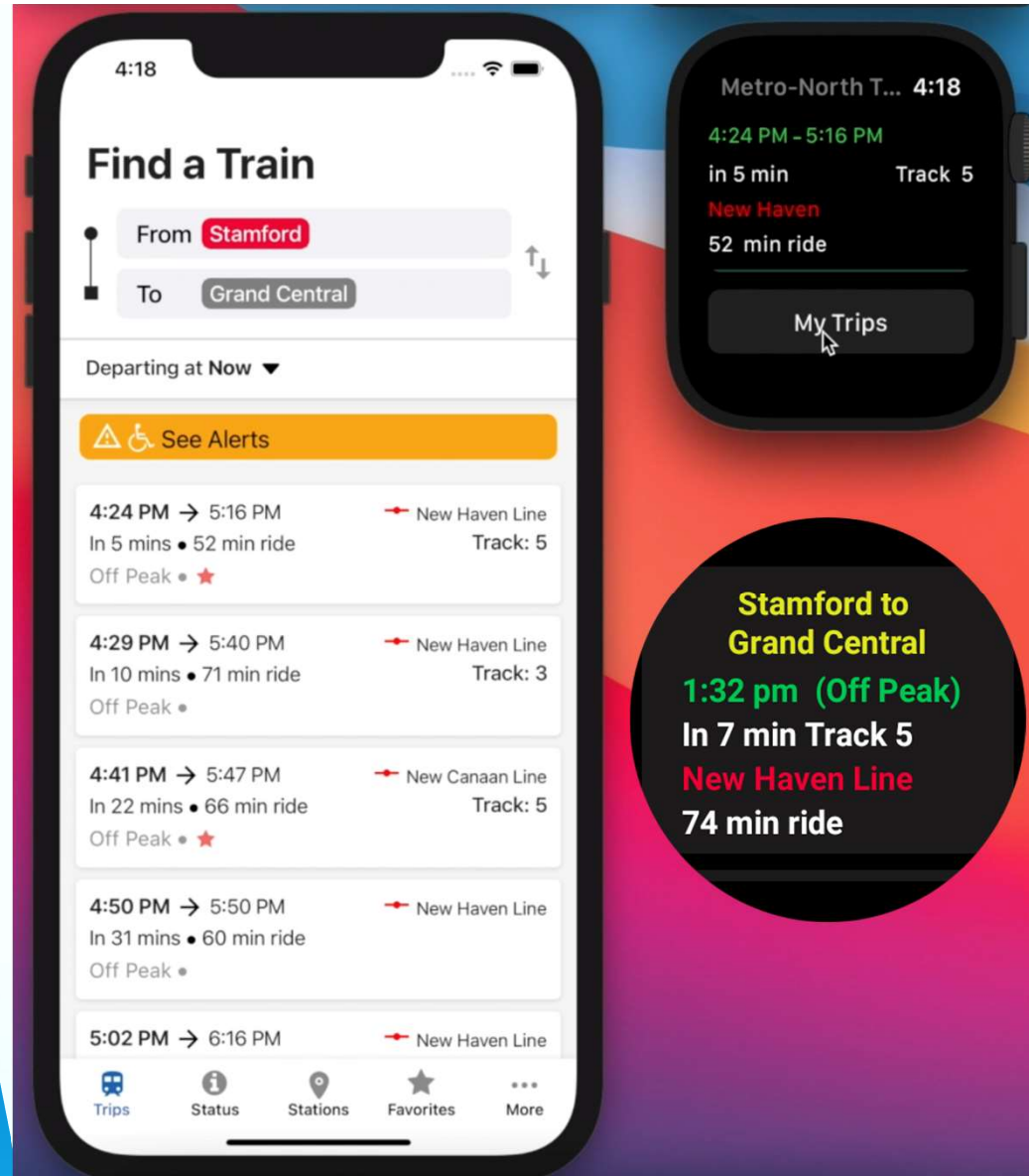
Actions

- ▶ **“Connect With Us” customer outreach program resumed for first time since start of pandemic with Grand Central Terminal forum**
- ▶ **Forum provides an opportunity for senior MNR leaders to hear directly from customers and foster an open dialogue with customers about service and progress on major issues**



Strategy:
Improve your customer experience through innovation

Action:
Launched the Train Time app integration for the Apple Watch





#MetroNorth #WayAhead



Metro-North Railroad

WAY AHEAD

MOVING FORWARD

See our updated plan
new.mta.info/MNR-WayAhead