

Fare Free for Cleaner Air

Efforts to Get the Word Out

Customer Service

- A letter and copy of the poster accompany each ticket sales. The letter explains the June-August fare free campaign and recommendation that customers do not activate a 31-day ticket as they will not get the full value of the ticket.
- An individualized letter (from Brian) and flyer accompanied each ticket purchase made by vendors. The letter explains the June-August fare free campaign and recommendation that customers do not activate a 31-day ticket as they will not get the full value of the ticket. The letter requested assistance in getting the word out to our mutual customers.
- Notification and flyer emailed to King Soopers and Safeway central staff explaining the fare free campaign and request to “get the word out to King Soopers/Safeway staff and customers”. A letter explaining more about the Fare Free campaign and a copy of the flyer was/will be attached.
- Customer Service outgoing message announces free fares and recommends customers do not activate a 31-day ticket as they will not get the full value of the ticket.
- Customer Service Representatives provide information to customers inquiring about free fares (phone and emails)

Public Communications

Friday, May 5:

- Announced on all social media platforms. (86 likes, 20 comments, 57 shares with a reach of over 5000!) No negative!
- Changed banner on Facebook to show program. (34 likes, 5 comments, 12 shares) No negative!
- Put on web main page.
- Banner on FB.



- Press release sent out.
- City put on all of their social media platforms.
- Stories on all local media news outlets web/social media pages:
- <https://www.fox21news.com/news/local/mountain-metro-giving-free-rides-for-second-year/>
- <https://krdo.com/news/local-news/top-stories/2023/05/05/mountain-metro-transit-offering-free-rides-june-through-august/>
- <https://www.kktv.com/2022/07/19/passengers-ride-free-mountain-metro-buses-entire-month-august/>
- https://www.csindy.com/news/no-free-ride-think-again/article_b308ef0e-eb70-11ed-a253-c7e9162fa544.html
- <https://www.koaa.com/news/covering-colorado/colorado-springs-offers-free-bus-rides-throughout-august>
- https://gazette.com/news/local/free-bus-rides-in-colorado-springs-june-1-through-aug-31/article_8bbdbd6e-eb7d-11ed-9ccb-f3165d239212.html
- https://ground.news/article/mountain-metro-transit-offering-free-rides-june-through-august_aa726b
- Stories aired on 4 TV Stations.

Monday, May 8:

- Flyers were posted at terminal and in lobby.
- Flyers were taken to Maintenance to be placed on all buses.
- Laminated flyers given to Jackson to be place on all paratransit vehicles.

Wednesday, May 10:

- Another social media push. (52 likes, 10 comments, 34 shares with a reach of over 3400.) no negative!

Monday, May 15:

- On camera interview for another TV story:
- <https://krdo.com/news/2023/05/15/mountain-metropolitan-transit-offering-free-bus-rides-to-reduce-ground-level-ozone-this-summer/>

Tuesday, May 16:

- Window Clings taken to maintenance for buses. 2-3 were put on each bus.
- Large window clings put in terminal windows and Customer Service.

Thursday, May 18:

Another web and social media push planned with RidePro Survey push.

Sunday, May 21: Ads were placed on 30 buses.

Monday, May 22: Ads were put on 30 benches and 15 shelters.

Tuesday, May 30:

Social Push, Live interview on the Dan Cochell show on KRDO radio.

Wednesday, May 31:

Social Media push

Printed and laminated fare box and scanner covers and delivered them to Maintenance to install overnight.

Thursday, June 1:

Intentionally did not push out on social media due to extreme delays caused by President's motorcade.

Monday, June 5: Delivered a packet of information cards to Danielle Summerville, the Community Diversity & Outreach Programs Manager to give out at Pikes Peak Pride.

CASTA Paid Radio ads started on local stations.

Tuesday, June 6: Bike to Work Podcast had a segment on Zero Fare. (14 minutes into show)

<https://studio809podcasts.com/pedal-the-springs/>

Thursday, June 8: Social promo to encourage free bus trips to Pride events.

Friday through Sunday, June 9-10: Handed out postcards during Pride Week.

Monday, June 12: Cards at Pride were a "huge hit" at Pride, and she asked for, and another packet was sent hand out at the Juneteenth Celebration.

Tuesday, June 13: Social Media push with video.

Wednesday, June 14: Social Media push with transit options for Nuggets parade and rally.

Thursday, June 15: Social Media push with the Juneteenth Celebration.

Friday through Sunday, June 16-18: Handed out postcards at Juneteenth events.

Wednesday, June 28: Handed out postcards at the Bike to Work Day events.

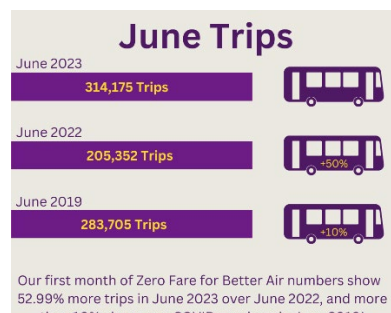
Social media pushes throughout July

Tuesday, July 11: Posts on FB and Insta

Wednesday, July 13: Post on CO2 on FB and Insta

Thursday, July 13: Shared post from Rep. Vigil on Free Fares.

Wednesday, July 19: FB/Insta/Linked in Posts on June numbers.



Tuesday, July 25: Post on free fare, Bustang ½ off and RTD free fares. FB/Insta/Twitter/LinkedIn.

Wednesday, July 26: FB/Instagram posts on hot weather and free rides

Thursday, July 27: Taste of Pikes Peak. Went to event and handed out postcards and stickers and talked to people about the free fares.

Friday, July 28: Shared FB post from Ped and Cycle on free fares.

Social Media Posts Through August:

Tuesday, August 8: Letting people know about the last 3 weeks.

Thursday, August 10: Press release sent and social media posts on all platforms about record June/July numbers.

<https://krdo.com/news/2023/08/10/mountain-metro-sees-record-ridership-over-summer-months/>

<https://www.fox21news.com/news/local/mountain-metro-breaks-ridership-records/>

https://www.csbj.com/news/business-briefs-mountain-metro-breaks-record-trail-funding-urban-living-tour-accelerator-program/article_1e369492-3bae-11ee-9b77-07d8a7095b74.html

Tuesday, August 15: Social Media Posts with two week reminder.

Wednesday, August 16: Flyers put in all buses with a reminder that fares will be back on September 1.

Friday, August 18: Interview with Business Journal, article scheduled to air 8/21.

Monday, August 21:

https://www.csbj.com/premier/businessnews/mountain-metro-transit-ridership-higher-than-ever/article_7f2b813a-4208-11ee-9ef6-1fe28d1983e4.html

CASTA Survey posted online on all social media platforms.

Thursday, August 24: 1 week left reminder on all social media platforms

Friday, August 25: A call on social media for people to talk about how fares helped with a push to survey and the video shoot on buses asking people about the free fares.

Tuesday, August 29:

KRDO ran article about free fares: <https://krdo.com/news/2023/08/29/zero-fare-program-on-mountain-metro-transit-ends-aug-31/>

Press Release sent out informing media of event on Thursday, August 31

Thursday, August 31: Post on all social media platforms reminding riders free fares end and we say thank you.

Press release sent reminding media of event .

Held press conference: Multiple Media Outlets covered event.

<https://coloradosun.com/2023/08/31/free-bus-rides-yielded-record-breaking-ridership-colorado-springs/>

https://gazette.com/090123-news-zerofare-jpg/image_1a77e99e-4835-11ee-a6cc-cbfdb4f305d5.html

https://gazette.com/news/local/public-transit-ridership-up-in-colorado-springs-across-colorado-as-summer-long-zero-fare-initiative/article_447c2814-46c2-11ee-9687-c72c4ac44eb3.html

<https://www.fox21news.com/news/colorado-springs-celebrates-success-of-zero-fare-for-better-air-initiative/>

<https://mms.tveyes.com/Expand.asp?aln=67872345&id=972484&u=1274551&dt=08%2F31%2F2023%2004%3A33%3A17%20PM>

[TVEyes Media Monitoring Suite - \[Transcript\]](#)

[TVEyes Media Monitoring Suite - \[Transcript\]](#)

[TVEyes Media Monitoring Suite - \[Transcript\]](#)

Tuesday, September 5: Sent out release with record August numbers. Multiple outlets covered it.

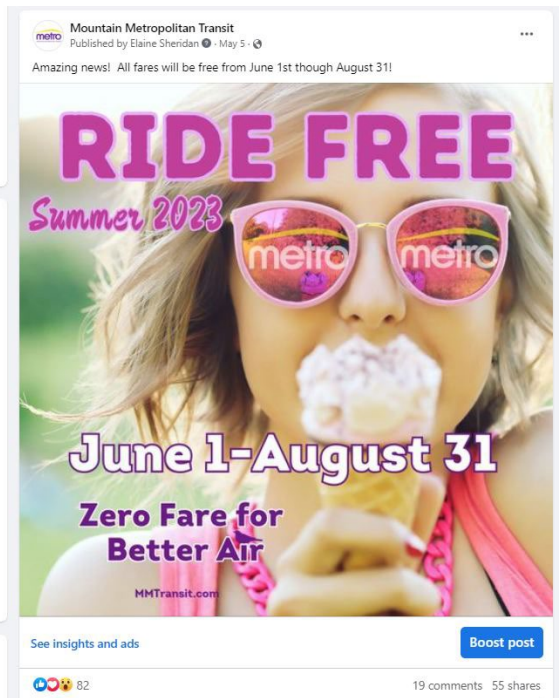
<https://mms.tveyes.com/Transcript.asp?StationID=3500&DateTime=9%2F5%2F2023+5%3A08%3A11+PM&Term=%22Mountain+Metro%22&PlayClip=TRUE>

[TVEyes Media Monitoring Suite - \[Transcript\]](#)

<https://www.fox21news.com/news/local/mountain-metro-breaks-another-ridership-record/>

[TVEyes Media Monitoring Suite - \[Transcript\]](#)

Social Posts/Reaction:



Mike Di Rosario

AWESOME!
AWESOME!
AWESOME!

Like Reply Hide 13w

Traci Glover



Like Reply Hide 13w

Teresa Knight

That's great news!

Like Reply Hide 13w

Courtney Turks

Garry Turks

Like Reply Hide 13w

Top fan

Bjando Ondo

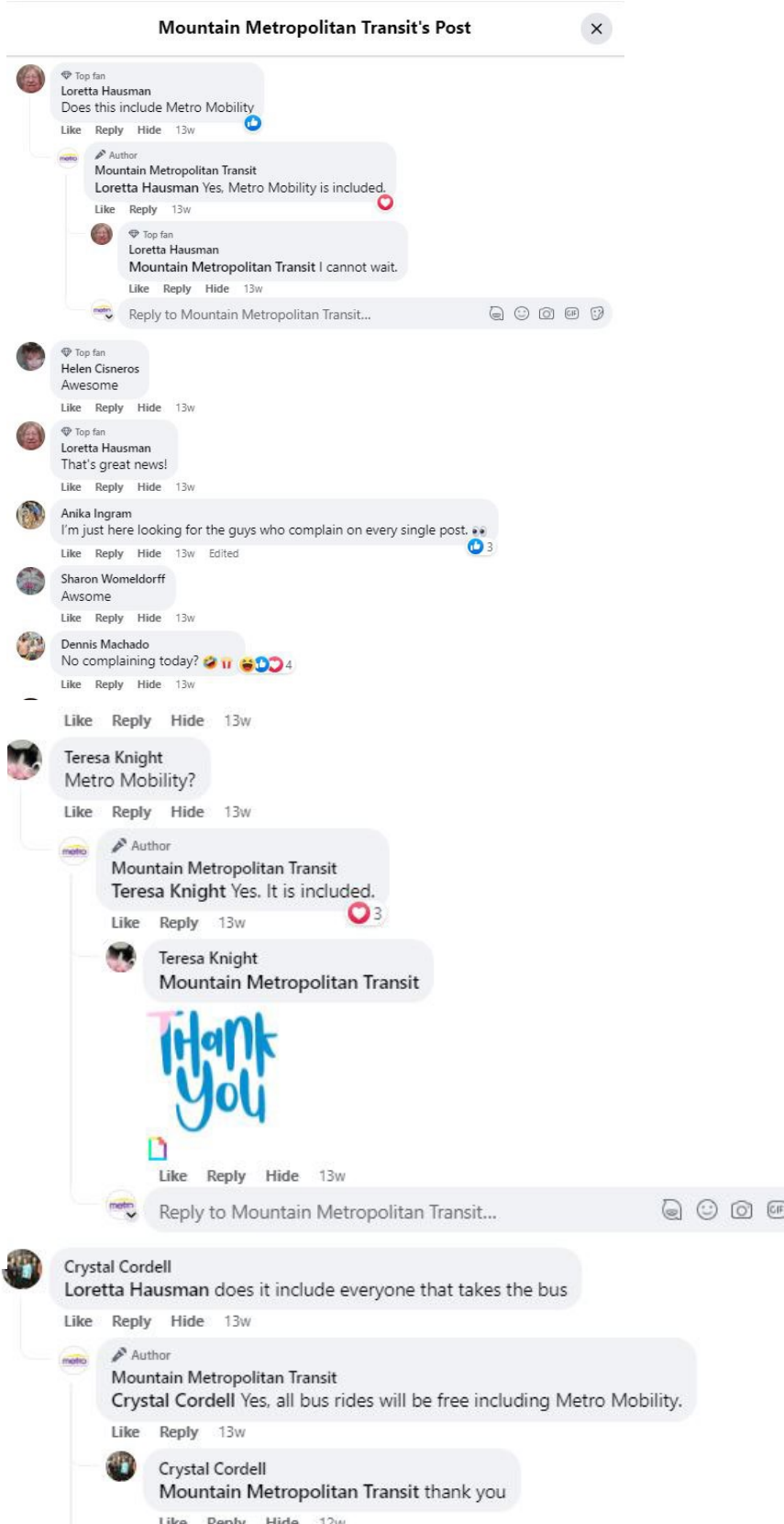
Thanks it's appreciated!!

Like Reply Hide 13w

MAAAZING

Like Reply Hide 13w

Teresa Knight





Mountain Metropolitan Transit

Published by Elaine Sheridan · May 9 ·

...

In case you haven't heard, we have received a grant that will allow us to give free rides from June 1 to August 31, 2023! It is part of the Zero Fare for Better Air program that encourages people to use public transportation and help summer air quality. So spread the word and happy riding!



See insights and ads

Boost post

62

12 comments 48 shares



Amanda Steingiesser

Does this also include metro mobility users?

Like Reply Hide 8w



Author

Mountain Metropolitan Transit

Yes!

Like Reply 8w



Mountain Metropolitan Transit's Post



All comments ▾



Anika Ingram

Again, no complaining from the regular complainers. Awwwww! 🥰

Like Reply Hide 12w

↳ Jake Matthew Halstead replied · 1 Reply



Joe Peters

free bus rides? just hop on any bus, no pass?

Like Reply Hide 12w

↳ Jake Matthew Halstead replied · 1 Reply



Top fan

Gary Jay

Been letting passengers know. They are so excited. Me too.

Like Reply Hide 12w



Jennifer Akin

Awesome!!!

Like Reply Hide 12w



Top fan

Keenan Southall

Awesome 🥰

Like Reply Hide 13w



Elizabeth Hey

How exciting!

Like Reply Hide 12w



Victoria Heim

Will there be more bus drivers and buses to match increase in people? Also, cleaner bus stops and opening of rest rooms.

Like Reply Hide 12w

2

Author

Mountain Metropolitan Transit

Service will remain the same. The bathrooms will open after testing results are back and, if needed, remediation completed.

3



Mountain Metropolitan Transit

Published by Elaine Sheridan · May 31 · 🌐

Yep, it's true! Starting tomorrow all Mountain Metro buses and Metro Mobility will be fare free through August 31! It is all part of the Zero Fare for Better Air program passed by the state legislature to help ozone levels that are higher during the summer months. So jump onboard! 🚌



See insights and ads

Boost post

40

12 comments 15 shares

Like

Comment

Share

Mountain Metropolitan Transit's Post



See insights and ads

Boost post

40

12 comments 15 shares

Like

Comment

Share

All comments ▼



Top fan

Robbie Piccione

Mountain Metropolitan Transit can you please get someone from customer service to do their job and actually answer the phone?

Like Reply Hide 9w



↳ Jake Matthew Halstead replied · 4 Replies



Victoria Heim

Thank you. Now cleaner depot and stops for everyone! 🙏

Like Reply Hide 9w



Adriane Matkovich

There's nothing on your fares and tickets page. It's still free to ride the bus, yes?

<https://coloradosprings.gov/mountain/.../fares-and-tickets-hub>



COLORADOSPRINGS.GOV

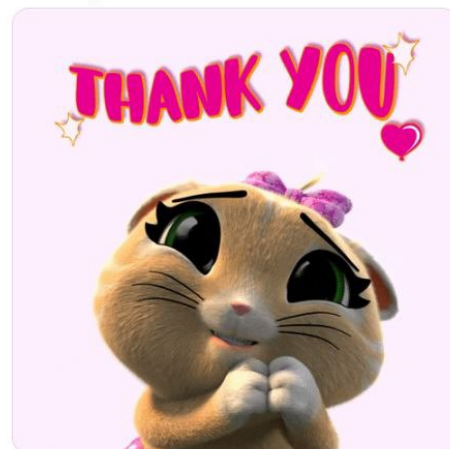
Fares & Tickets | City of Colorado Springs

Like Reply Hide 5w



Top fan

Maria Santiago



Like Reply Hide 9w



Rob Barwell

How do I contact Metro Mobility?

Like Reply Hide 9w

Author

Mountain Metropolitan Transit

Rob Barwell

Metro Mobility Eligibility Office, 1015 Transit Drive, Colorado Springs, CO 80903(719) 392-2396

Like Danke 0w



Mountain Metropolitan Transit

Published by Elaine Sheridan · June 7 ·

...

This weekend is the Pikes Peak Pride Event in Downtown Colorado Springs. Saturday most of the events are happening at Alamo Square Park at the Pioneers Museum. Park at any parking lot downtown and take THE ZEB free shuttle to the park. Remember that all Metro bus rides are free for the summer, so you can take the bus downtown for FREE! 🚨 Rider Alerts! THE ZEB will not run on Sunday until approximately 2 p.m. due to the parade that will shut down a majority of the route o... See more

PIKES PEAK PRIDE

Downtown Colorado
Springs
June 10 -11, 2023



MMTRANSIT.COM

See insights and ads

Boost post

45

1 comment 9 shares

45

1 comment 9 shares

Like

Comment

Share



Write a comment...

emojis



Top fan

Robbie Piccione

Yet no mention of delays on other routes that serve the downtown terminal.

Like Reply Hide 5w



Mountain Metropolitan Transit

Published by Elaine Sheridan · June 14 ·

...

Planning on celebrating with the Nuggets tomorrow? You may want to consider using public transportation! Hundreds of thousands are expected to line the streets for the parade and rally in celebration of the 2023 NBA championship. Parking will be expensive and difficult to find. Taking a FREE ride on a Metro bus to the Downtown Terminal and catching Bustang to Denver will be a breeze! For more information on Bustang schedules

<https://ridebustang.com/bustang/schedules/south/> and for more information on Mountain Metro go to [MMTransit.com](https://mmtransit.com). RTD also has bus and light rail options if you are driving and want to park on the south end of the Denver Metro area. For more on their routes: <https://www.rtd-denver.com/> Enjoy the celebration and skip the stress with your public transportation network! #TryTransit #NuggetsNation

Public Transportation
makes the
Nuggets Parade and Rally
easy!





Mountain Metropolitan Transit

Published by Elaine Sheridan · June 15 ·

...

The Southern Colorado Juneteenth Festival is this weekend, June 16-18, 2023. It is a great family event with music, food, and a lot of fun. The event is free, and if you take Metro, getting there will be free as well! All Mountain Metro buses are free through August. If you drive, park anywhere downtown and take THE ZEB free downtown shuttle to the stop at Sierra Madre St. and E. Costilla and you are one block away from the Park Union Bridge going into America the Beautiful Park. THE ZEB stops one block west of the Downtown Terminal, so getting to the event is easy and free with Metro! For information on routes that go downtown and THE ZEB go to [MMTransit.com](https://www.MMTransit.com) and for information on the Juneteenth event check out [csjuneteenthfestival.com](https://www.csjuneteenthfestival.com)



See insights and ads

Boost post

Like

Comment

Share

All comments



Top fan

Keenan Southall

Thanks to your awesome drivers connecting the community together

Like Reply Hide 7w



Gary Clausenn

Stuck at home. Route 12 detouring my entire neighborhood. On oxygen and can't walk 10 blocks to closest stop with 10lb. oxygen tank over shoulder

Like Reply Hide 7w



Mountain Metropolitan Transit

Published by Elaine Sheridan · July 11 at 10:03 AM ·

...

Save some money for the fun stuff this summer with our "Zero Fare for Better Air" campaign through August! Not only are you helping your wallet, you are also helping our air quality during the heaviest ozone months! #ZeroFare #TryTransit



See insights and ads

Boost post

12

11 comments

Like

Comment

Share



Write a comment...



Top fan

Gary Jay

Just talked with one of my regular passengers yesterday, and he was so appreciative and thankful to you guys for the free rides. He competes in special Olympics.

Love Reply Hide 2w



cosmountainmetro

...



cosmountainmetro No need to sweat getting around Colorado Springs! Stay cool and comfortable in a Mountain Metro bus. Remember all bus trips are free through August, so keep your cool AND your money this summer!

Edited · 1w

View insights

Boost post



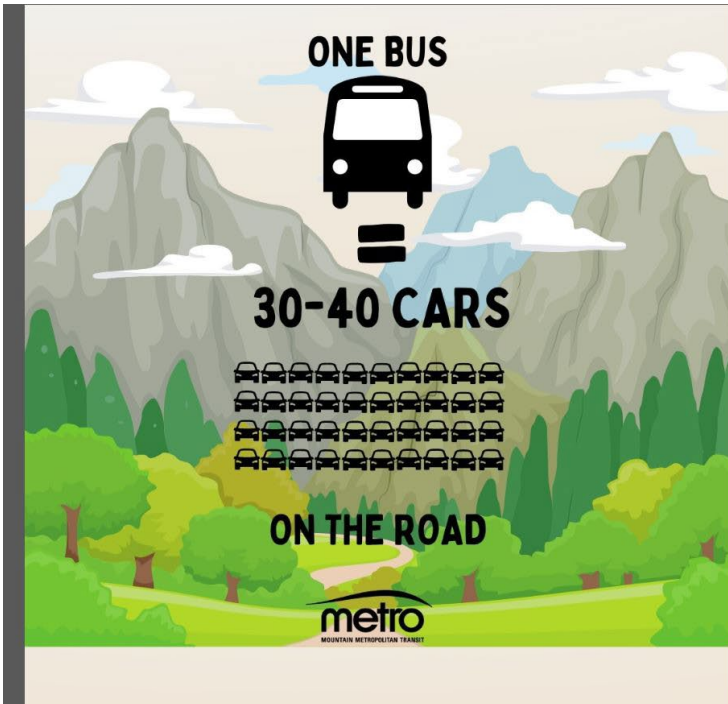
Liked by elaine.sheridan.986 and 8 others

JULY 26



Add a comment...

Post



cosmountainmetro

cosmountainmetro Fewer cars on the road improves air quality. Improved air quality in a community means greater health benefits for the people who live there. To help during Colorado's worst ozone months, you can take any Mountain Metro bus for FREE as part of the Zero Fare for Better Air campaign. So hop on and help out! #TryTransit

3w

View insights

Boost post

Liked by beautifulcoloradosprings and 6 others

JULY 12

Add a comment...

- Tabitha Harris
Steven Harris

Like Reply Hide 1w
- Alanah Stewart
Shelby May

Like Reply Hide 1w
- Shelby May
Alanah Stewart ummm yes please!!

Like Reply Hide 1w
- Michael Inman
YEEEESSSS!!! Whoo-hoo! Denver day trip, here I come!

Like Reply Hide 1w
- Elizabeth Juvera
Where do we catch these buses and the free trains? My kids would love to go on a train ride even if it's only to Denver!

Like Reply Hide 2w
- Author
Mountain Metropolitan Transit
Elizabeth Juvera Depending on where you are you can take a Mountain Metro bus to the downtown terminal. There you can catch the Bustang bus to Denver. It has stops in the DTC area and Union Station where you can connect with RTDs bus and light rail system.

Like Reply 1w

Mountain Metropolitan Transit
Published by Elaine Sheridan · July 25 at 3:22 PM

Starting Aug. 1 and continuing through Sept. 30, all Bustang fares will be discounted 50% between Colorado Springs and Denver! So with Metro rides being free, you can take a Metro bus to the downtown terminal free and get to Denver for just \$6! Also RTD buses and trains are free, so you can have tons of summer fun and not worry about gas or parking no matter where you go in the Denver area! Many other Bustang routes are also 50% off and many other regional transit agenci... See more

See insights and ads

Boost post

51

10 comments 24 shares

Like Comment Share



Mountain Metropolitan Transit

Published by Elaine Sheridan · July 26 at 10:28 AM · 🌐

It is going to be another hot day, so don't walk, ride! All Metro bus rides are free for the summer... and air conditioned!



[See insights and ads](#)

[Boost post](#)

👍❤️ 53

21 comments 9 shares

👍 Like

💬 Comment

➦ Share



💎 Top fan

Robbie Piccione

It would be nice if the air conditioners on your buses actually worked and your drivers had them turned on for all of us.

Like Reply Hide 1w



💎 Top fan

Keenan Southall

👍 to your awesome drivers out in this heat making this all happen !!

Like Reply Hide 1w



Lisa Plotkin

Keenan Southall absolutely you guys are the best !

Like Reply Hide 1w



Carey Tyma

The AC is great on the newer buses but the older ones seem to struggle pretty bad with being cool. I know it'll take time to get them replaced with new ones and we all have to make do with the buses that are on hand until then.

Like Reply Hide 1w



Lisa Plotkin

ON A BUS



Like Reply Hide 1w



Dennis Machado

It's free and people still complaining? 🤔

Like Reply Hide 1w



💎 Top fan

Helen Cisneros

Not sure if they are complaining simply pointing out at the ac on some of the buses does not always work which has relevance to mmt post about air conditioning

Like Reply Hide 1w



💎 Top fan

Helen Cisneros

Dennis Machado yes for sure I don't use the buses as frequently as I used to but sure was grateful for the free rides great for people who cannot get out much it cannot afford

Like Reply Hide 1w



Lisa Plotkin

Helen Cisneros believe metro knows about which buses are having issues with A/C

Like Reply Hide 1w



Lisa Plotkin

Dennis Machado yep !

Like Reply Hide 1w



💎 Top fan

Helen Cisneros

Lisa Plotkin yes lol especially if your a driver

Like Reply Hide 1w



Lisa Plotkin

Helen Cisneros exactly .. I use to drive for metro they sux

Like Reply Hide 1w



Lisa Plotkin

Dennis Machado thank you !!! just goes to show if you give some people "free...." They still aren't happy . They find something else to complain about ! I don't get that !

Like Reply Hide 1w



John C Goode

Thanks you to all the drivers who drive us safe love the free buses for the summer

Like Reply Hide 1w



Michael Sparks

Whoever edited this photo.... Phenomenal. 🤩 Keep this editing quv.

Do what the locals do! Take transit when going to Manitou Springs!



PaCMan: Ped and Cycle, Manitou Springs

July 28 at 6:00 AM ·

Reminder that you can take #transit for #free through July and August in #Colorado !!

The Mountain Metropolitan Transit bus #3 runs through #manitousprings... See more

More Sunday service is coming your way! Route 2 will now have Sunday service starting this Sunday. Route 27 will go from 60-minute frequency to 30-minute frequency on Sundays as well. Oh, and it is all free through August!

MORE SUNDAY SERVICE!



See insights and ads

Boost post

36

9 comments 1 share

Like

Comment

Share

Just a reminder that you can still ride all Metro buses for free, but time is running out. Starting on September 1, fares will once again be required to ride.



See insights and ads

Boost post

5



Top fan

Robbie Piccione

That's great to see some routes increasing frequency on weekends.

Like Reply Hide 1w



Zack Smith

Can we please please please get Route 8 on Sunday!!!

Like Reply Hide 1w



Christina VonMetzger

Would be nice if you can have the 22 every half hour on Saturday and Sunday

Like Reply Hide Send message 5d



Michael Inman

Good. Another step in the right direction.

Like Reply Hide 1w



Top fan

William Martin II

Instead of making route 20 for Saturday and Sunday, just make route 10 and 11, the same all week instead of changing it on the weekend

Like Reply Hide 1w

Author

Mountain Metropolitan Transit

William Martin II Hi William, the reason we are proposing Route 20 instead of a increasing 10 and 11, is that the S. Nevada part of the routes are heavily ridden and the rest of 10 and 11 have much less ridership on the weekends. By adding a shorter route (Route 20) we can keep 10 and 11 on time by serving the busy area more often. Routes 10 and 11 are longer routes and to double the service on both those routes would take buses and drivers that aren't available, however with one short route we can make all the routes work better with staff and equipment on hand.

Like Reply Commented on by Elaine Sheridan · 6d Edited



Top fan

William Martin II

Mountain Metropolitan Transit I'm sorry but during the week, 10/11 have the same problem as the weekend, it starts inbound turning off Southgate, and outbound the problem ends after turning on Southgate. I live on route 11 by the target, so I take that route everyday, so I have first hand experience with that route

Like Reply Hide Send message 6d



Top fan

William Martin II

Keep 10/11 on interchange at the college and put them at 30 minute intervals, adding a new route won't help, because people will still get on 10/11 to go down Nevada. U need to change 10/11, or just one to not go down Nevada if u want to create a new route

Like Reply Hide Send message 6d

The numbers are in for the first month of our 2023, Zero Fare for Better Air campaign, and we are impressed by the numbers. We have even had more riders than we did pre-COVID! Free fares will continue through August. #trytransit

June Fixed-Route Numbers

June 2023

314,175 Trips



June 2022

205,352 Trips



June 2019

283,705 Trips



Our first month of Zero Fare for Better Air numbers show 52.99% more trips in June 2023 over June 2022, and more than 10% above pre-COVID numbers in June 2019!



Lan Rao and 12 others

2 comments • 3 reposts

Like Comment Repost

Comment as Mountain Metropolitan Transit (MMT)...

Most relevant



Larry Tenenholz • 2nd
Transit Consulting Operations and Safety
Nice!

2w •

Like Reply



Ron Bushman • 2nd
Regional Vice President at Transdev Services, Inc
Impressive!

2w •

Like Reply

Get up to 15,000 more video views by boosting this post. ?

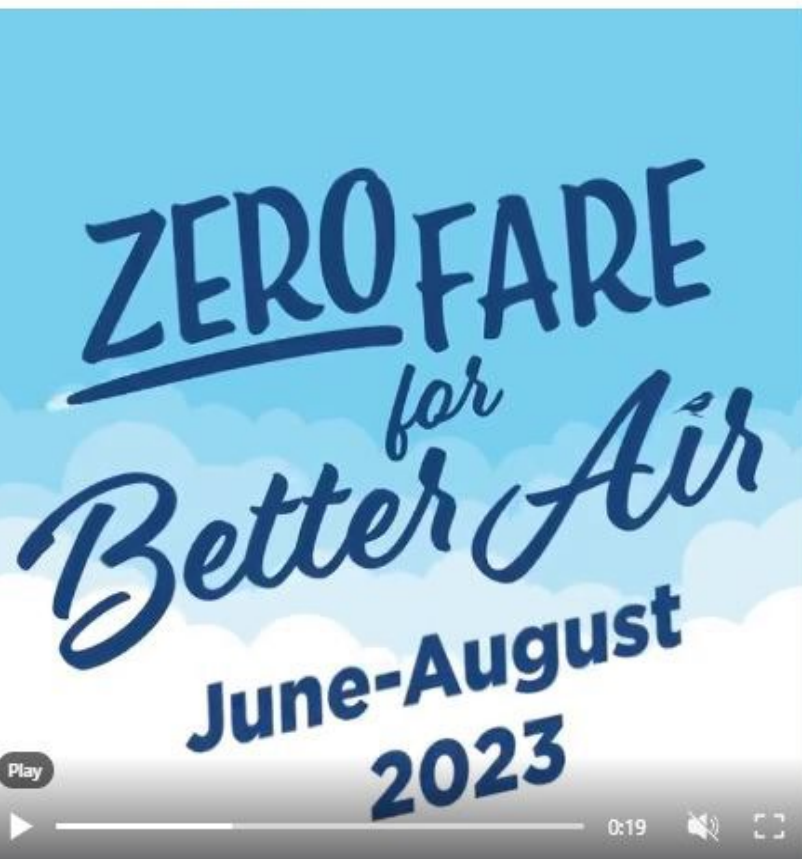
Boost

Posted by Elaine Sheridan • 7/11/2023



Mountain Metropolitan Transit (MMT)
74 followers
1mo • Edited •

All fares on Mountain Metro buses and Metro Mobility are free through August, 2023! Just hop on board and enjoy the ride while saving money and helping the air quality! #Freefare #trytransit



Zero Fare for

Lan Rao :

metro



Top fan
Sheila Knott
I do my all to keep service going, don't want my 2 routes to disappear.
Like Reply Hide Send message 17h



Vonnie Swamii Tealeaf
It's been a pleasure thank you!
Love Reply Hide Send message 1d



Sheila Carlson
This post is a joke!!! It wasn't free last July
Like Reply Hide Send message 18h

Sheila Knott replied • 1 Reply 5h



Mountain Metropolitan Transit

Published by Elaine Sheridan · 22h ·

July boardings set the all-time record for the most passenger trips in a single month! 353,189 trips were taken last month, which is 62% higher than July 2022. We still have a couple of weeks of free fare in August, so let's set another record!

Most boardings... EVER!!!



See insights and ads

Boost post

54

32 comments 8 shares

Like

Comment

Share



Write a comment...



Laura Flores

Thanks to the awesome and patient drivers!



Did you hear
Mountain Metro had
the most boardings...
EVER!!!

What?!
That's
AMAZING!



cosmountainmetro



cosmountainmetro · 21h

July boardings set the all-time record for the most passenger trips in a single month! 353,189 trips were taken last month, which is 62% higher than July 2022. We still have a couple of weeks of free fare in August, so let's set another record!

No comments yet.

Start the conversation.

View insights



15 likes
21 HOURS AGO



Add a comment

Posted by Elaine Sheridan · 8/10/2023



Mountain Metropolitan Transit (MMT)

76 followers
1d ·

July boardings set the all-time record for the most passenger trips in a single month! 353,189 trips were taken last month, which is 62% higher than July 2022. The Zero Fare for Better Air campaign continues through August!



Lan Rao and 6 others

2 comments · 1 repost



Comment

Repost



Comment as Mountain Metropolitan Transit (MMT)...

Most relevant



Jarom Banks · 3rd ·

Account Executive at Safety Vision - Mass Transit - Southwest

2h

Mountain Metropolitan Transit's Post



Mountain Metropolitan Transit

Published by Elaine Sheridan · August 21 at 9:20 AM ·

The Colorado Association of Transit Agencies wants to know how you used transit during our Zero Fare for Better Air campaign. This short survey will help determine whether there is a need for future free events like this. You can scan the QR code on the picture or go to <https://www.surveymonkey.com/r/zerofare2023>

La Asociación de Agencias de Tránsito de Colorado quiere saber cómo usó el transporte público durante nuestra campaña Tarifa cero para un mejor aire. Esta encuesta... See more

RIDE FREE
Summer 2023

Mountain Metropolitan Transit's Post

metro

Mountain Metropolitan Transit

Published by Elaine Sheridan · 3 days ago

...

Like sands through the hourglass, so are the days of free fares... We have only 2 more weeks of our Zero Fare for Better Air free rides, so get the most out of your summer because time is running out. Free fares end August 31!

2 WEEKS LEFT!

See insights and ads

Boost post

18

5 comments · 1 share

Like

Comment

Share

Most relevant

Top fan

Sheila Knott

I'm about ready to get my new bus cards.

Like · Reply · Hide · Send message · 1/h

Top fan

Keenan Southall

to your awesome drivers who make this all happen.

Like · Reply · Hide · Send message · 1/h

Instagram

Home

Search

Explore

Reels

Messages

Notifications

Create

Profile

More

10

879

546

213

WEEKS LEFT

ZERO FARE FOR BETTER AIR

metro

MOUNTAIN METROPOLITAN TRANSIT

cosmountainmetro

...

cosmountainmetro

There are only two more weeks left in Zero Fare for Better Air, so get out and take a free ride because when August ends, so do our free fares!

3d

theivywildr

So right now I can literally go ride the bus for free?

1d · Reply

kat4house

What can we do to get free public transportation year round? I utilized this all summer and still was struggling financially. I know many other people are too.

2d · 1 like · Reply

View replies (2)

kat4house

This is already being done in Washington D.C https://www.cnn.com/2023/01/30/dc-free-bus-bill-becomes-law-zero-fare-transit.html

2d · 1 like · Reply

View insights

Boost post

Heart

Comment

Share

Liked by beautifulcoloradosprings and 8 others

3 DAYS AGO

Add a comment...

Post

Mountain Metropolitan Transit's Post

Mountain Metropolitan Transit
Published by Elaine Sheridan · 5 days ago · 1

How did free fares help you this summer? Metro and Springs TV will be at the terminal and on some buses today asking riders that question on camera. We want to let lawmakers know just how much our riders benefit from our free summer fares! If you see us out there, come talk to us. If not post a comment or send us a message, we would love to hear from you!

WE WANT TO HEAR FROM YOU!



See insights and ads

Boost post

18

10 comments · 2 shares

Like

Comment

Share

All comments

Elizabeth Hoy
It was amazing and I am truly grateful.

Love · Reply · Hide · Send message · 1d

Top fan
Gary Clausen
2 months of it I couldn't ride because they were detouring the #12 route away from my entire neighborhood causing me to have to arrange rides with friends in high fuel consumption vehicles.

Like · Reply · Hide · Send message · 1d

Laura Flores
I was able to take care of a lot of paperwork and visit friends and family I usually don't get to see! It was nice not to have to come up with change necessary for bus fare. It felt good knowing I was doing my share to help keep Colorado air a bit cleaner! Thank you Mountain Metropolitan Transit for making my summer so fulfilling!

Love · Reply · Hide · Send message · 1d

Top fan
Wendy Seiner
Yes. Let's do it again next year! I'll be waiting!

Love · Reply · Hide · Send message · 4d

Top fan
Loretta Hausman
Loved it got to go to places I was putting off. Got me out of the house more. Bus drivers were all very nice and patient. I use Metro Mobility. Lets do it next year.

Love · Reply · Hide · Send message · 4d

Nicole Griffith
Loved the free service. It helped my son get home from work since funds were tight.

Love · Reply · Hide · Send message · 1d

Christina VonMozger
The 22 always had mechanical issues or the bus was late. Several times the first bus of the morning was late. People need to get to work on time. Why can't these buses be on time?

Mountain Metropolitan Transit's Post

Mountain Metropolitan Transit
Published by Elaine Sheridan · 5 days ago · 1

Just a reminder that there is only 1 more week left in our free fare event. Starting on September 1, fares will once again be required to ride.



A reminder...
There is Only 1
week left for Zero
Fare for Better
Air!

See insights and ads

Boost post

21

7 comments

Like

Comment

Share

All comments

Top fan
Helen Cisneros
Thank you and all the drivers.

Like · Reply · Hide · Send message · 4d

Victoria Holm
Thank you for the Free Summer.

Love · Reply · Hide · Send message · 1d

Jake Matthew Halstead
I really appreciate the free summer. I've all rocked it out there. I know it's a hard job and I know it's rough keeping things intact. I'll kill it! still only 1.75/ride here in the Springs, that's so much more affordable than some metro-rides in the US. Keep easy!

Love · Reply · Hide · Send message · 1d

Author
Mountain Metropolitan Transit
Jake Matthew Halstead Thank you for the kind words.

Like · Reply · 1d

Dennis Machado
Any chance of seeing this dinosaur at some of the bus stops?

Like · Reply · Hide · Send message · 4d

Author
Mountain Metropolitan Transit
Dennis Machado Maybe one day I will use him in a ad on a bench!

Like · Reply · 4d

Katrina Nguyen
It was a lifesaver. I actually utilize Metro Mobility due to a disability, and the fare is double the bus which makes it even harder in an already hard situation. I am low income, and honestly, I don't get around much without carpooling (which can be a strain to set up etc) during normal fares. So I was able to get around without stress and without having to rely on other's schedules for carpooling. I really hope the city and state can figure out a way to advance this longterm. Some other cities are.
<https://www.cnn.com/.../free-buses-us-public.../index.html>



CNN.COM
These cities are ending fares on transit. Here's why | CNN Business

Love · Reply · Hide · Send message · 1d

Top fan
Nick Raven
It definitely reduced ingress time and I didn't have to micromanage an app full of digital tickets to have one ready for the scanner that works 95% of the time.

Like · Reply · Hide · Send message · 1d

WE WANT TO HEAR FROM YOU!



cosmountainmetro



cosmountainmetro How did free fares help you this summer? Metro and Springs TV will be at the terminal and on some buses today asking riders that question on camera. We want to let lawmakers know just how much our riders benefit from our free summer fares! If you see us out there, come talk to us. If not post a comment or send us a message, we would love to hear from you!

4d

[View insights](#)

[Boost post](#)



Liked by beautifulcoloradosprings and 9 others
4 have seen



cosmountainmetro



cosmountainmetro Just a reminder that there is only one week left for Ride Free Summer 2023. Starting September 1, fares are required to ride buses and Metro Mobility vans. So go out and get the most out of what is left of summer on Metro!

5d

[View insights](#)

[Boost post](#)



9 likes
5 DAYS AGO

Mountain Metropolitan Transit's Post

Mountain Metropolitan Transit

Published by Elaine Sheridan · a day ago ·

Today we wrap another successful Zero Fare for Better Air! We would like to thank our riders, drivers, maintenance staff, dispatchers, and everyone who helped make the program a success. If you have a moment, please thank your drivers for providing such an amazing service! Reminder! Starting tomorrow, fares will be required to ride.

metro

MOUNTAIN METROPOLITAN TRANSIT

Thank You!

See insights and ads

Boost post

37

15 comments

Like

Comment

Share

All comments

Top fan

Robbie Piccione

Mountain Metropolitan Transit I'd like to, but to be completely honest, some of your drivers are just rude and would much rather spend their time on the cell phones or smoking than interact with us patrons. 🙄 for their service, but work ethics need improvement.

Like

Reply

Hide

Send message

1d

↳

Tammi Buesing replied · 1 Reply

Top fan

Sabrina Rose Duval

Thank you!!!!

I really wish they could be free year-round like the ZEB is..

However, I appreciate that they were free at all

Love

Reply

Hide

Send message

23h

↳

Jake Matthew Halstead replied · 1 Reply

Top fan

Tammi Buesing

Thank you so much! So appreciated!!!

Thank you!

Mountain Metropolitan Transit's Post

Thank you!

Like

Reply

Hide

Send message

1d

Top fan

Virginia Cachero

I appreciate very much this free ride program. No complaints.

Like

Reply

Hide

Send message

10h

Top fan

Helen Cisneros

Thank you so much ❤️ 2

Love

Reply

Hide

Send message

23h

Top fan

Loretta Hausman

Thanks to everyone at Mountain Mobility.

Love

Reply

Hide

Send message

1d

Top fan

Beverly Tagliarini

Thank you!! 2

Love

Reply

Hide

Send message

23h

Top fan

Susan Tyma

Much appreciated! Hope you do it again next year!

Thank You!

Love

Reply

Hide

Send message

23h

Top fan

Sharon Womeldorf

Going to miss those free bus rides thank you for the 3 months of free service

Love

Reply

Hide

Send message

1d

Top fan

Bob Joe

Well it happened again

Like

Reply

Hide

Send message

1d

Top fan

Cindy Lou Curtis

THANK YOU
THANK YOU
THANK YOU
THANK YOU

Love


Reply


Hide

Send message

23h







cosmountainmetro




cosmountainmetro Today we wrap another successful Zero Fare for Better Air! We would like to thank our riders, drivers, maintenance staff, dispatchers, and everyone who helped make the program a success. If you have a moment, please thank your drivers for providing such an amazing service! Reminder! Starting tomorrow, fares will be required to ride.


1d

[View insights](#)[Boost post](#)




Liked by [pacmanitou](#) and 4 others

1 DAY AGO


Add a comment...[Post](#)



cosmountainmetro
Colorado Springs Pioneers Museum


Stephanie Vigil who co-sponsored the Zero Fare bill for being on hand today along with Colorado Springs Council member, Nancy Henjum, Ann Rajewski, Executive Director, Colorado Association of Transit Agencies, Gayle Sturdivant, Interim Public Works Director, City of Colorado Springs, Emily Haddaway, Legislative Liaison, Colorado Department of Transportation (CDOT), and Danny Katz, Executive Director, Colorado Public Interest Research Group (CoPIRG) for supporting public transit and Mountain Metropolitan Transit.

17h




theivylwilder Hopefully next time we'll learn of it sooner. Great idea but somehow I live by 2 bus lines but didn't know about it until the last week or so it was around.

3h Reply



dunbarluck This has been fantastic all summer long, please do it again next year!





16h Reply




kat4house I appreciate that you did this. Thank you. It freed up my summer. If you ever work towards advocacy of free fare on a larger scale, you're welcome to reach out, and I will help how I can.


16h Reply

[View insights](#)[Boost post](#)



Liked by [elaine.sheridan.986](#) and 17 others

17 HOURS AGO

Add a comment...[Post](#)

Mountain Metropolitan Transit's Post

Mountain Metropolitan Transit

Published by Elaine Sheridan · 17 hours ago

Today we wrapped up our Free Fare for Better Air Campaign for 2023 with a press conference in Downtown Colorado Springs. Thank you to State Representative Stephanie Vigil who co-sponsored the Zero Fare bill for being on hand today along with Colorado Springs Council member, Nancy Henjum, Ann Rajewski, Executive Director, Colorado Association of Transit Agencies, Gayle Sturdivant Interim Public Works Director, City of Colorado Springs, Emily Haddaway, Legislative Liaison, Col...

See more



See insights and ads

Boost post

31

7 comments

Like

Comment

Share

Most relevant



Peggy Puralowski

Thank you for the rides!

Love Reply Hide Send message 16h



John C Goode

Well it was fun while it lasted thank you

Love Reply Hide Send message 4h



Cindy Orr-Solaas

I don't know who provides the funding during the free fare periods, but I thank them profoundly.

Like Reply Hide Send message 15h



Jake Matthew Halstead

Cindy Orr-Solaas same people that always do CDOT and the citygov.

Like Reply Hide Send message 1h



Dennis Stiles

Thank the drivers who put up with alot of crap because of it.

Like Reply Hide Send message 15h Edited



Keenan Southall

Thanks to your awesome drivers who make this all happen.

Like Reply Hide Send message 14h



Dennis Stiles

Keenan Southall thank you! People like you makes it worth it.

Like Reply Hide Send message 14h

Mountain Metropolitan Transit's Post

Mountain Metropolitan Transit

Published by Elaine Sheridan · 15 hours ago

Preliminary numbers are in, and August beat July for most boardings ever in a single month, 366,922 to be exact. This brings the total number for our Zero Fare for Better Air program to OVER A MILLION RIDES in just 3 months! We want to thank our riders, drivers, maintenance folks, lawmakers and everyone else that helped not only bring us back to pre-pandemic levels, but to soar to new levels we've never seen. We hope you enjoyed the summer and keep riding Mountain Metro!

METRO GAVE OVER A MILLION RIDES THIS SUMMER!



See insights and ads

Boost post

38

4 comments 4 share

Like

Comment

Share

Most relevant



Dennis Stiles

That's cool. But why can customers assault the drivers and when the drivers defend themselves and the passengers aboard, you fire the driver? Just asking....for a friend. What IS the policy if a driver is attacked? Please share the policy to the public. It is OUR right to know. Thank you.

Like Reply Hide Send message 12h



Janice Baca

Good job drivers

Like Reply Hide Send message 15h



Gary Jay

I had at least 500,000 of them on the 3 route. Lol. What a summer. So busy. The passengers were so thankful.

Like Reply Hide Send message 15h Edited

Most relevant is selected, so some comments may have been filtered out.



cosmountainmetro

cosmountainmetro Preliminary numbers are in, and August beat July for most boardings ever in a single month, 366,922 to be exact. This brings the total number for our Zero Fare for Better Air program to OVER A MILLION RIDES in just 3 months! We want to thank our riders, drivers, maintenance folks, lawmakers, and everyone else that helped not only bring us back to pre-pandemic levels, but to soar to new levels we've never seen. We hope you enjoyed the summer and keep riding Mountain Metro!

18h

View insights

Boost post

8 likes
18 HOURS AGO

Add a comment...

Mayor Yemi's Post

Mayor Yemi

16h

Congrats to [Mountain Metropolitan Transit \(MMT\)](#) on breaking their all-time ridership record in back-to-back months! I'm extremely proud of the people helping to make these new heights possible including MMT staff and residents who are choosing to take the bus! 🇺🇸

City of Colorado Springs

17h

Way to go [Mountain Metropolitan Transit \(MMT\)](#) for breaking another all-time ridership record in August! MMT fixed-route buses saw an impressive 366,922 boardings in August, smashing the previous record of 353,189 that was set in July. 🙌 Keep up the great work, MMT! 🙌

You and 71 others

21 comments 1 share

Rider Story Video Links

Long: <https://vimeo.com/864933288/abb9eb09d4?share=copy>

Medium: <https://vimeo.com/864933137/efda61dacf?share=copy>

Short: <https://vimeo.com/864933260/9886edb3de?share=copy>