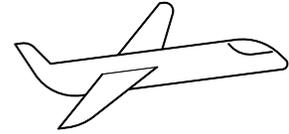
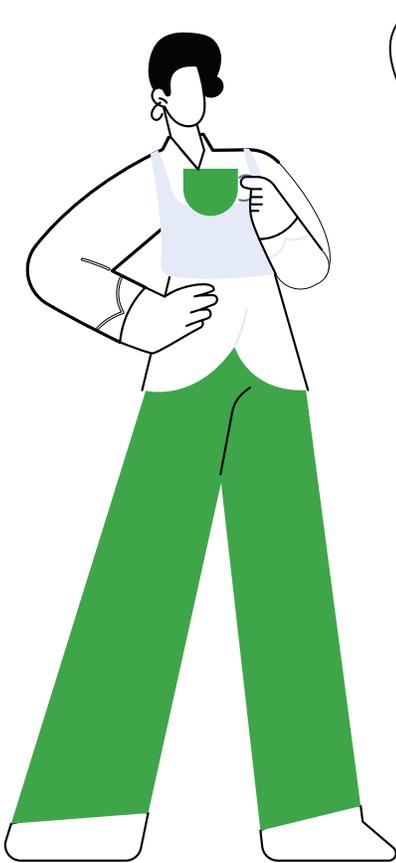


Persona C: The Event Driven Explorer

The Event Driven Explorers are individuals who primarily use public transit for specific purposes, with a strong focus on attending events and reaching destinations where transit offers a more convenient and efficient option compared to driving or other modes of transportation. This persona's transit use is driven by events such as attending cultural activities, sporting events, or destinations with parking challenges, where using transit can save time and money.



- This persona group largely cannot drive due to age, economic, or other constraints
- Often are Essential Workers who cannot perform their jobs remotely
- Mostly female, including, caregivers and single parents, college/graduate
- Daily and frequent riders may get back on board, if they aren't already, but likely not by choice
- More vulnerable to changes and disruptions than other persona groups
- Struggled the most to achieve work/life balance during the COVID-19 pandemic

Journey Map

Join 'Camilo' (Persona C) on a typical journey.

