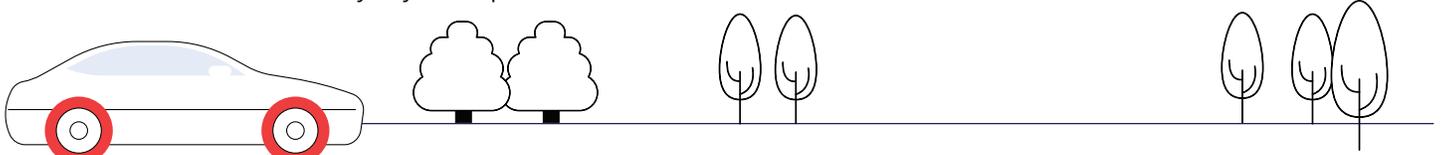


Persona D: The Transit Sympathizer

The Transit Sympathizers are individuals who seldom, if ever, utilize public transit for their daily needs. While they may express support for transit in surveys or other contexts, they typically explain their limited transit use by saying, "I'd like to use transit, but it doesn't work for me – it does not go where I need to go without multiple transfers. For example, they might opt for transit when embarking on business trips, airport journeys, or other occasional travel requirements. Nevertheless, public transit does not feature as a regular consideration for their everyday transportation.



- This persona group will be the toughest to win back since they were the first to leave if they used transit at all; most aren't willing to travel by transit.
- Represent a wide range from retired, unemployed, a remote worker or someone who rarely travels; likely owns a private vehicle.
- Sustainability and climate-change is a core value amongst this persona group.
- Providing value is key for this persona group; seeing others take transit will encourage this group to try transit for some trips.
- Social influencing and trends of ridership increases among other persona groups may drive these potential riders to the system.

Journey Map

Join 'Dana' (Persona D) on a typical journey.

