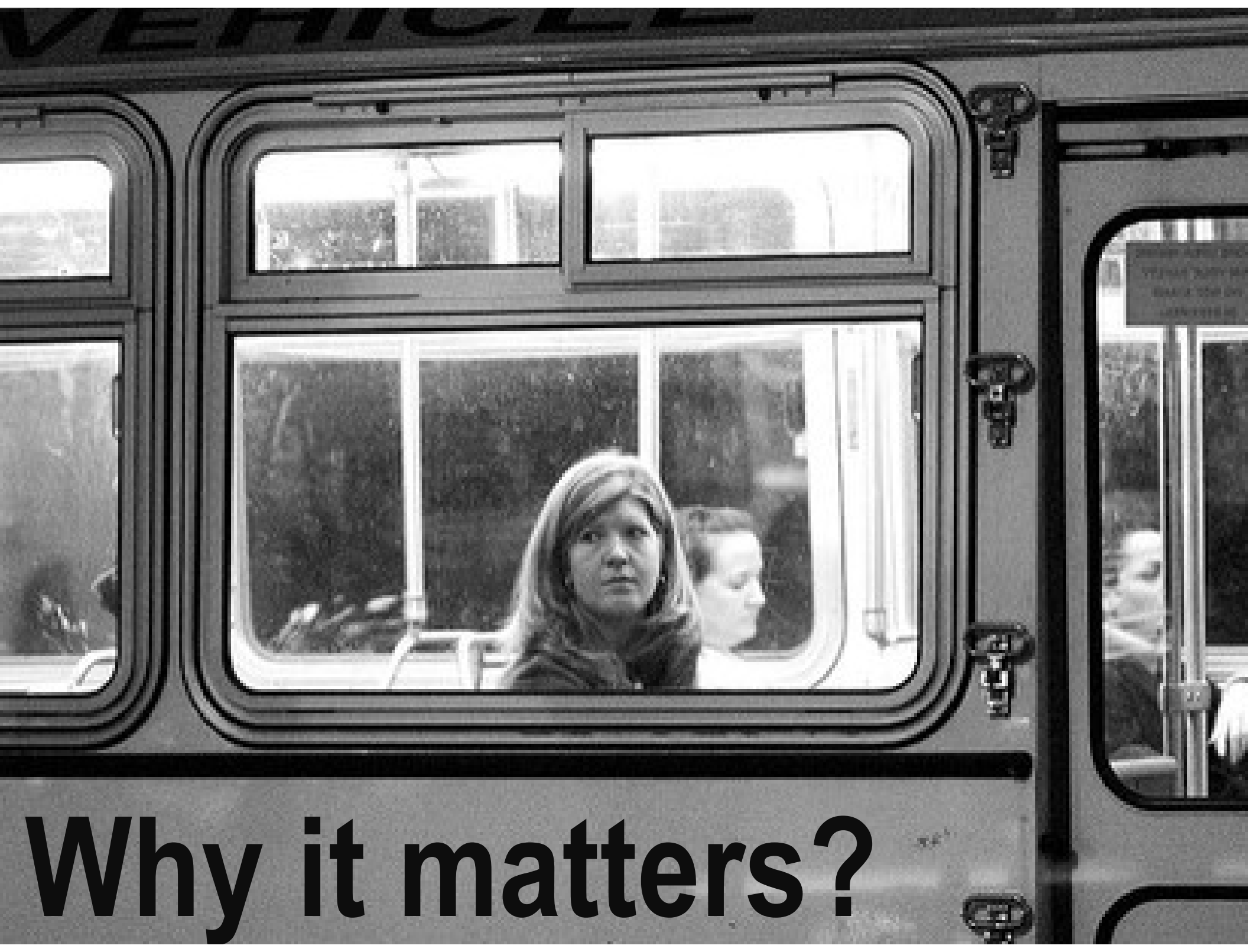# Understanding How Women Travel

WGGC: Service Provider Group
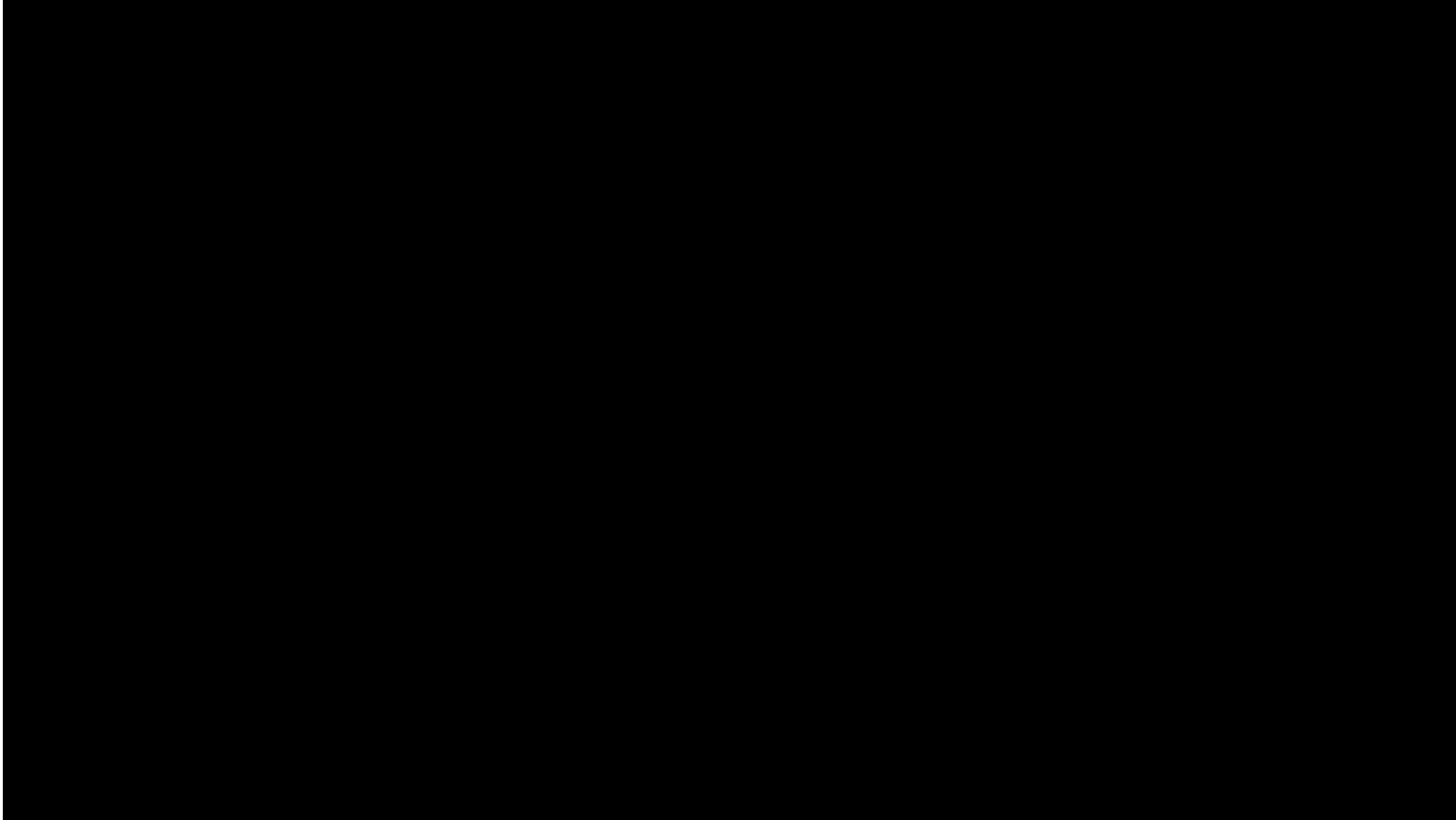
Why it matters?

Women Experience Mobility Differently

WGGC: Informal Survey of Metro Data Managers

Key findings on Data Sets

i. Not separated by gender

(10 out of 12 survey respondents)

ii. Not currently used to understand & improve services for women

(11 out of 12 survey respondents)

iii. Metro does not have enough information

(10 out of 14 survey respondents)

Data Sets: Express Lanes Customer Survey, CCATS, Records Data, Security Spreadsheet, RIITS, Facebook data, Demand Modeling, APC, Nextfare, TAP/APC, Trip Planner, Semi-Annual On-Board Survey

Why is it important for Metro?

- **Ensure women travel patterns are incorporated into:**
  - Transit corridor planning
  - Design of public transport including bus stops, plazas etc.
  - Service Planning & Operations

- **Increase access to reliable service**

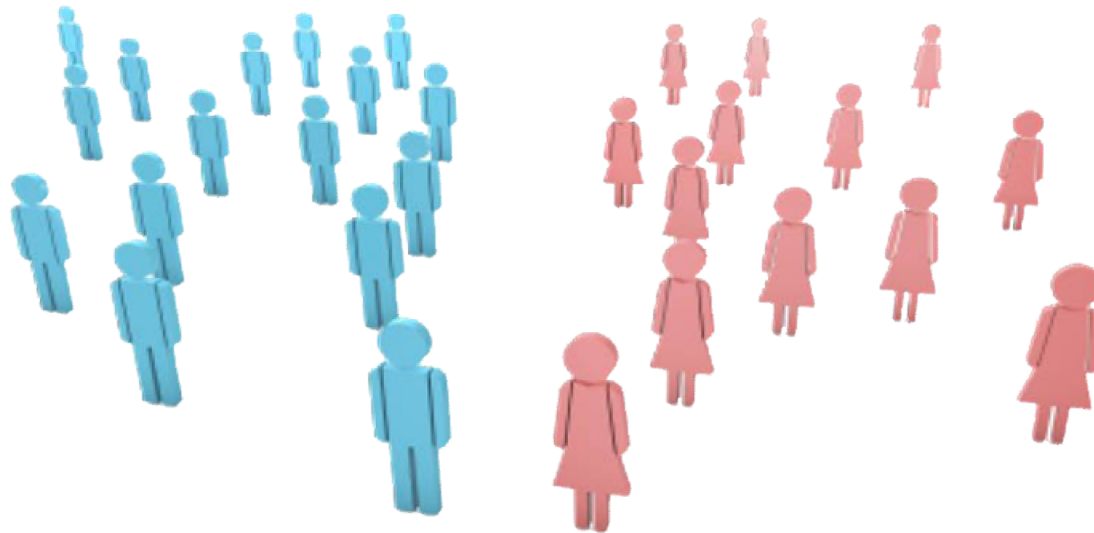- **Increase safety for women**

- **Increase women ridership**

did you KNOW?

52% of bus & 46% of train riders are women.

Source: Metro's On-Board Customer Surveys from 2004-2012

Gather & Analyze
"Data separated by gender"

IODC 16
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Blog IODC 2016 Madrid. October 6-7, 2016

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BLOG • BLOG-2016 • DATA AND GENDER

Sex-disaggregated data, a means towards gender equality

September 9, 2016 / by Reyes Montiel

Reyes Montiel is expert in public affairs, has worked on formulation, management and evaluation of public policies. Additionally, she has participated in political incidence activities for public decision-making and in negotiation projects at national and international level. Trained journalist, she currently develops 2.0 communications plans for public and private companies and entities. She works in strategies on economic mobilization and citizen participation that make sense out of open data services. Transparency activist, she participates in research projects for the causes of corruption and the evaluation of action plans against it, as well as specific education plans.

Gender Equality Scheme
Transport for London

London

How do we get there?

(1) Gather data "separated by gender"

(2) Analyze to understand how women travel

(3) Distribute results/report to Depts.

= GENDER ACTION PLAN

1 Analyze Existing Data

We have some existing data to get started:

- 2017 Customer Satisfaction Survey

- Semi-Annual On Board Survey

- Facebook Data

- Other sources...

Gender Specific Data -Women's Travel Behavior

- Trips start time?
- Distance of their trips?
- Time spent travelling?
- Purpose of their trips?
- Biological differences?

Incorporate needs/behaviors of women in NextGen study analysis

Implementation Plan

Recommendations	Total Cost	Implementation Timeframe	Departments Involved
1 Data separated by Gender	System Analysis & Research Team Time (In-house & consultant services)	3-6 months	• Planning (System Analysis and Research) • WGGC Service Provider Team • Various Data Managers
2 Supplemental Data	$60,000 - $100,000 (In-house & consultant services)	3-12 months	• Planning (System Analysis and Research) • WGGC Service Provider Team • Communications (Marketing) • Vendor/Contract Mgt.
3 Coordination with NextGen Bus Study	TBD (Cost based on scope modification, if necessary) (In-house & consultant services)	ASAP	• Operations (Service Planning and Scheduling • WGGC Service Provider Team

Gender Action Plan

Realizing CEO GOALS

1.

Advance Safety and security for our customers, the public and Metro employees

4.

Improve the customer experience and expand access to transportation options.

5.

Increase transit use and ridership

8.

Promote extraordinary innovation

Questions?