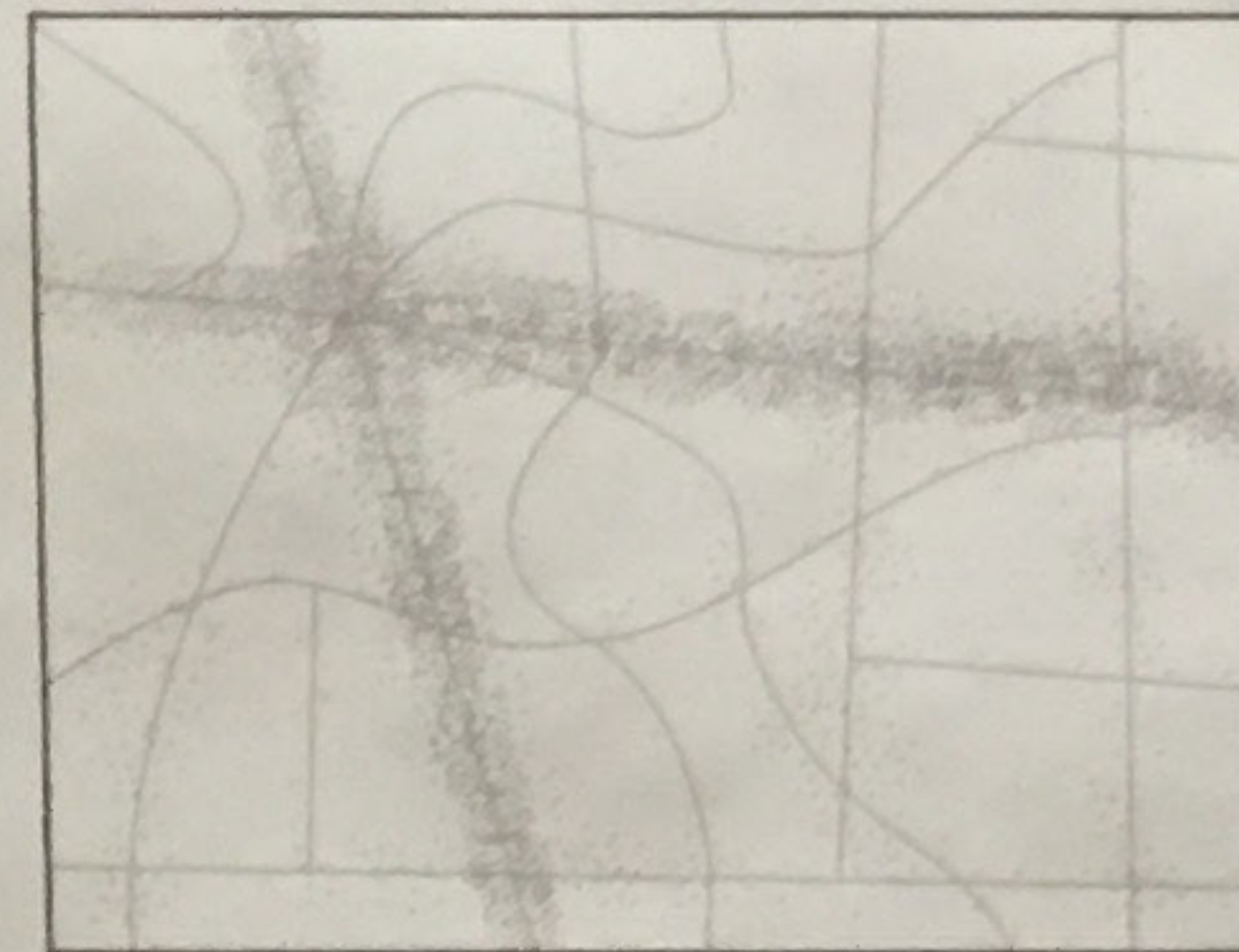
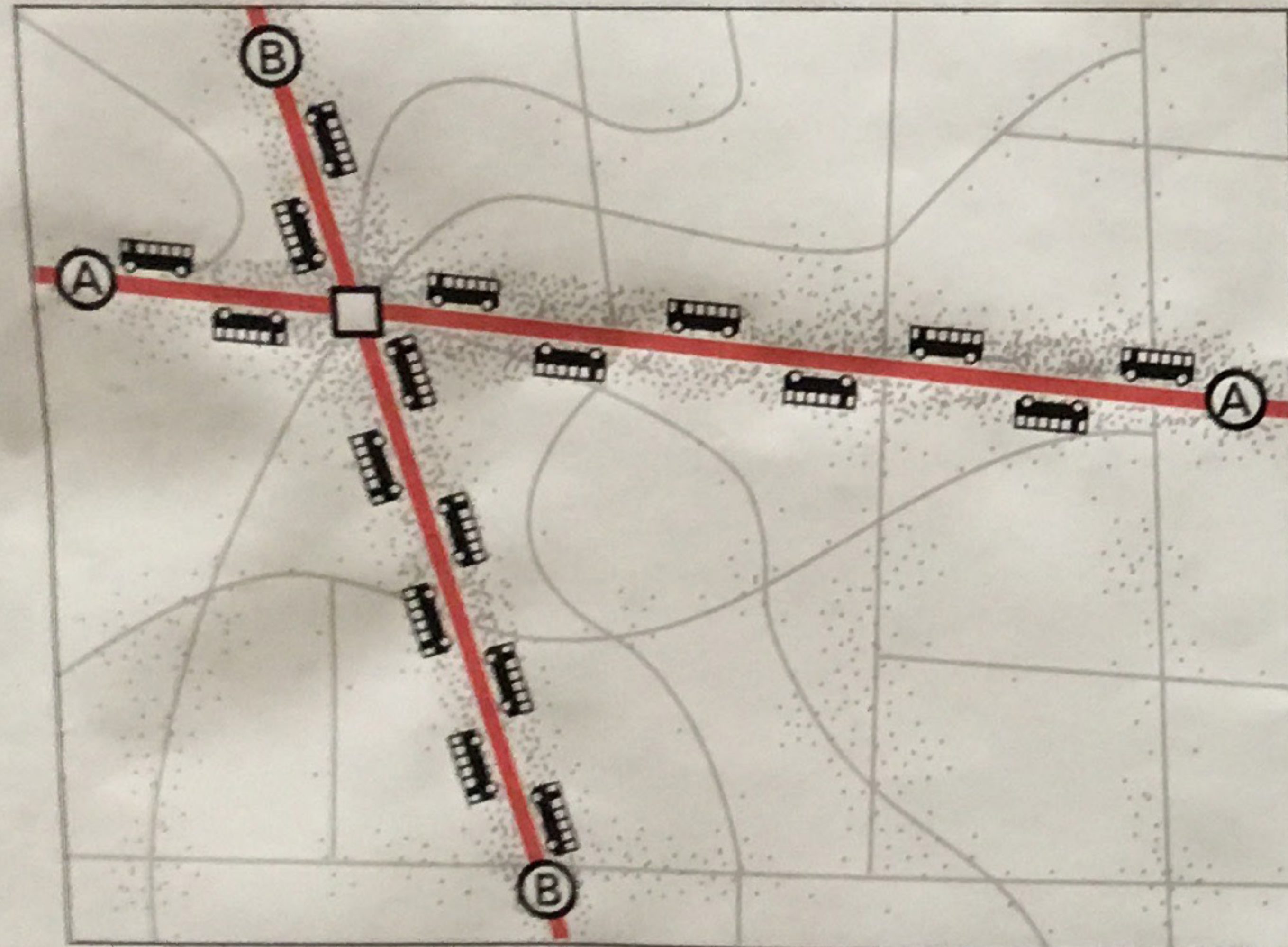


How should Anchorage balance *Ridership and Coverage?*



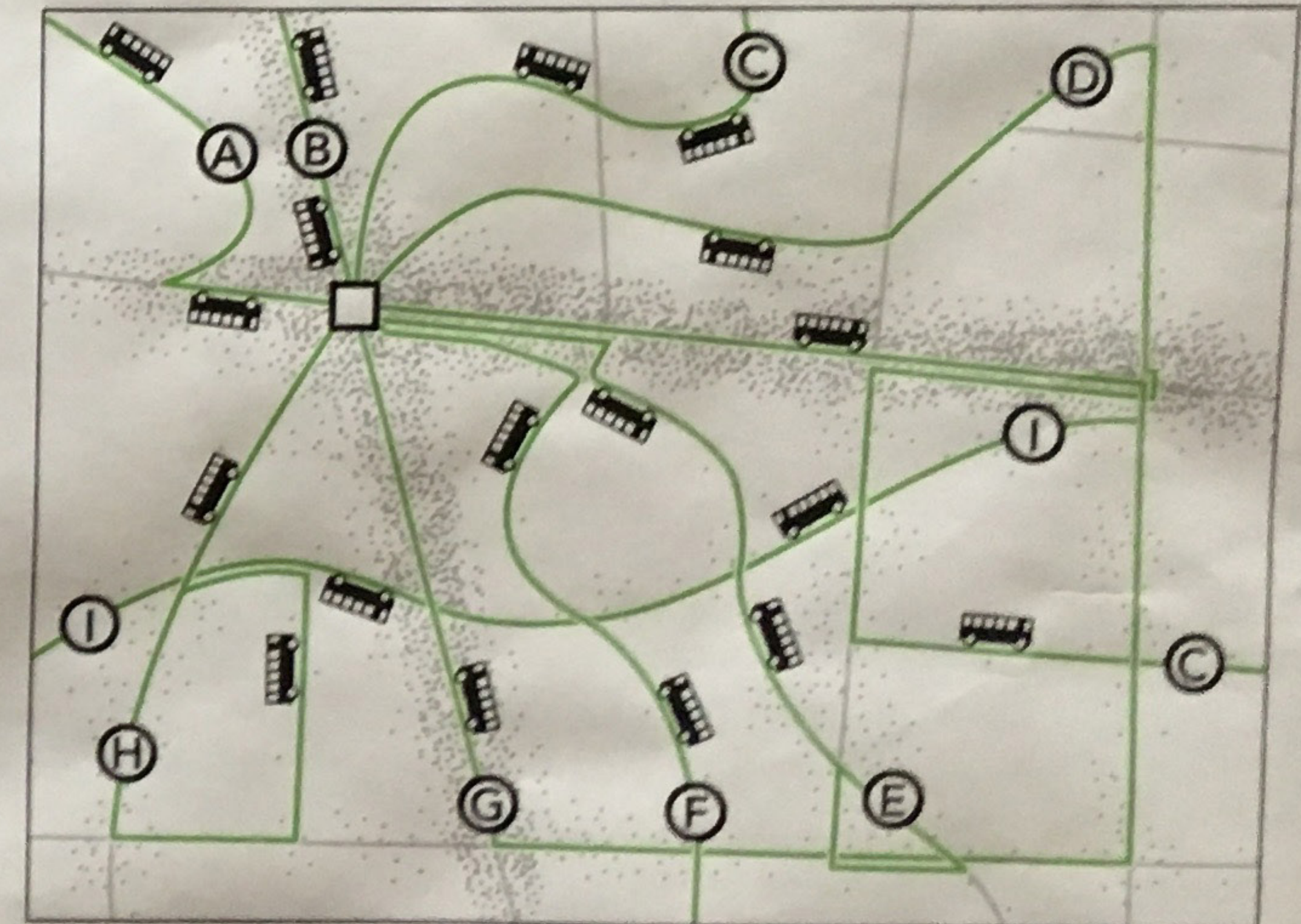
In this imaginary town, you have 18 buses to use to run transit routes. How will you distribute your service?

100% Ridership goal



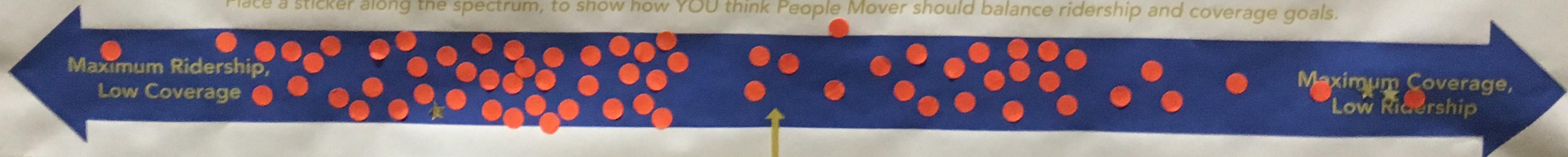
If you concentrate service in the busiest areas, your routes are very frequent, so waits are short. But people in less-populated areas have a much longer walk to service. You are maximizing total ridership, but some places have no service.


100% Coverage goal



If you make sure every area is covered, everyone will have a bus stop nearby. But all routes are infrequent, requiring long waits, so very few people find them useful. Everyone has access to minimal service, but total ridership is low.

Place a sticker along the spectrum, to show how YOU think People Mover should balance ridership and coverage goals.



 Anchorage Talks Transit

Today, People Mover spends about half of its budget maximizing ridership, and the other half providing coverage in low-ridership places.