

Metro under-19 discount

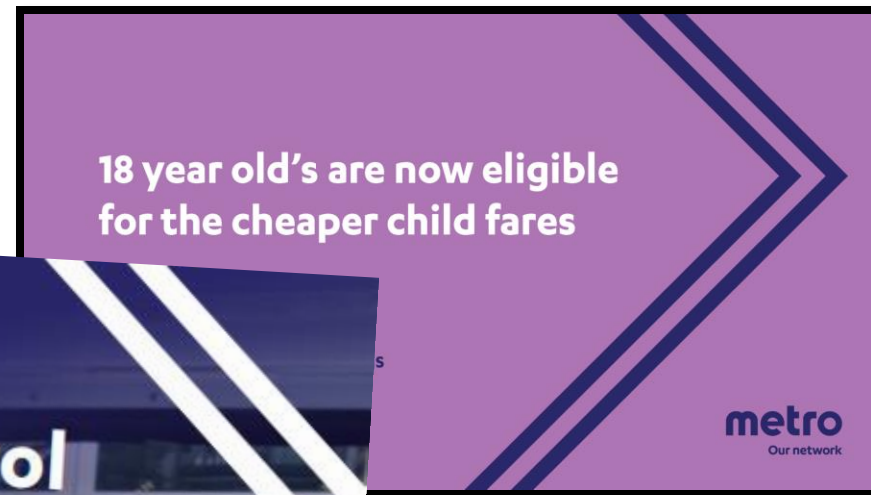
*Thomas McNaughton
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metro

Key points

- The concession is now live for payment by Metrocard and cash
- Staff have begun promoting the concession to build awareness
- Promotion will continue, ensuring complementarity with other concession launches and consultations
- Reporting on the uptake and the cost of the concession is planned.

Examples of promotions



Next steps

- Staff are strengthening relationships with tertiaries, in preparation for the upcoming concession.
- Targeted communications to customers that the discount is directly relevant to are planned