Ridership has plummeted, but this is a business opportunity rather than bad thing.

Yes revenue declined; however, this also enables you to cultivate change and make riders excited about taking the NJ transit.

What makes a Rider excited? Focus group of n = 2

* WHEN THEIR TRAIN IS ON TIME!
* When the train isn’t cancelled
* When there’s enough seats

Where are trains late and how do we mitigate that?