

FEBRUARY 2012

# Progressive Railroading

THE INFORMATION LEADER FOR THE RAILROAD INDUSTRY

## ATTRACTING **RIDERS** IN THE NEW NORMAL

For transit agencies, the 'operate and they will come' mantra is giving way to a marketing-based approach

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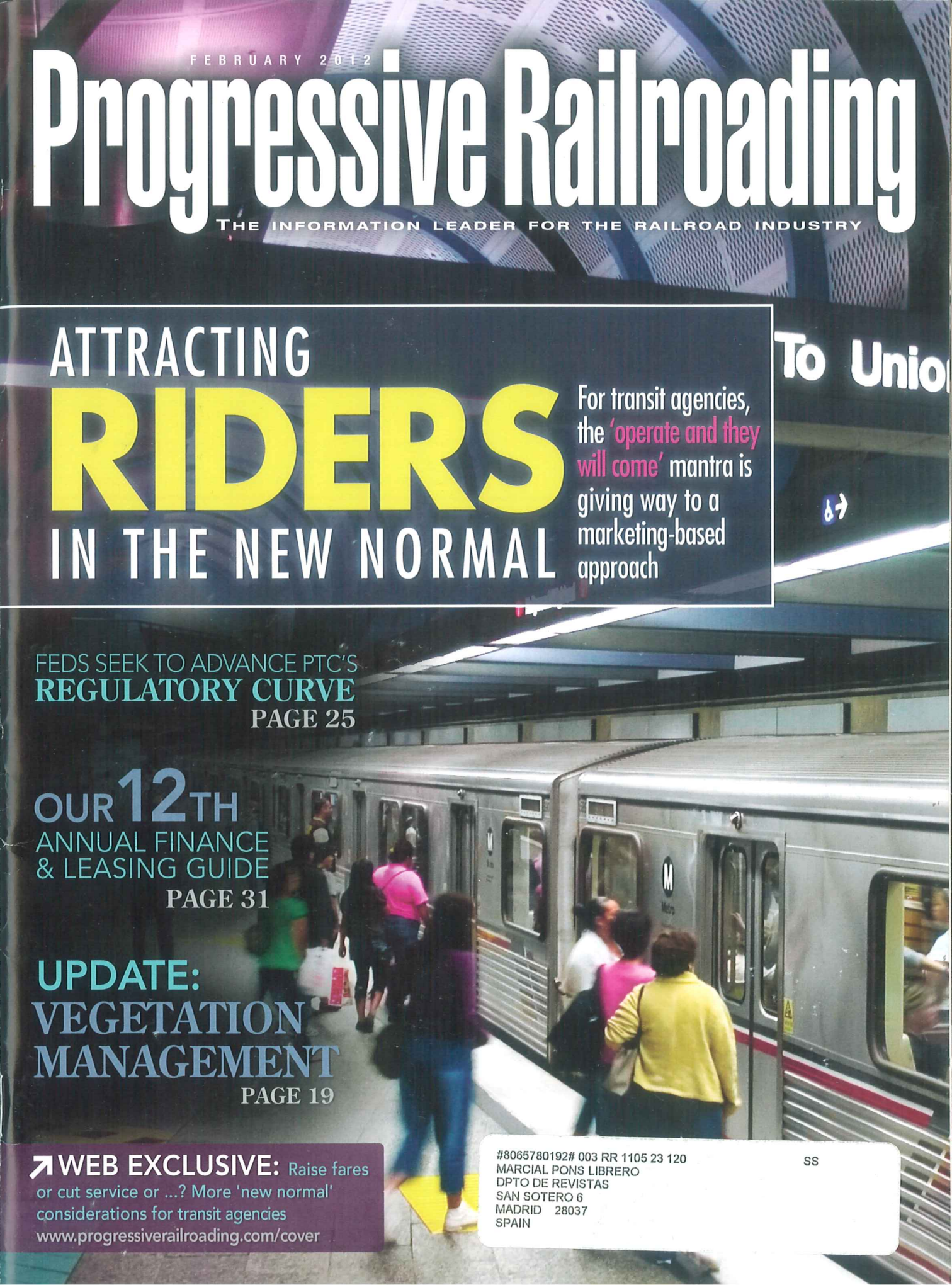
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**WEB EXCLUSIVE:** Raise fares or cut service or ...? More 'new normal' considerations for transit agencies  
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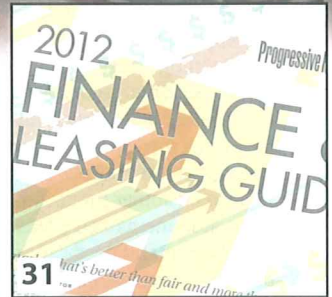
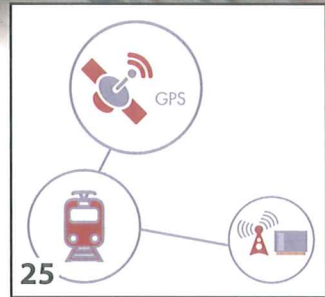
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