

Public Transportation cannot realistically serve all types of trips made within a metropolitan area. The flexibility of the automobile combined with existing land use patterns and cost considerations make it impossible for transit to compete for all trips. However, transit can compete effectively for market share in many situations.

To guide decisions on resource allocation and to provide a basis for measuring performance over time, CATS has identified those markets where it will seek to be competitive. The selected local travel markets are consistent with the CATS Mission and will support the attainment of the CATS Vision and the goals of the 2025 Transit/Land Use Plan as amended and updated by the Metropolitan Transit Commission (MTC).

The local travel markets for public transit have been organized into two categories to help delineate their priority and to define “transit competitive trips”. The two categories are defined as follows:

Primary Markets

These markets must be well served to achieve the goals of the land use plans and growth strategies adopted by local governments served by CATS. These markets must also be well served to achieve the goals of the 2025 Transit/Land Use Plan as amended and updated by the MTC. ***The primary markets for CATS listed in priority order are:***

1. Travel by those individuals who do not have access to or cannot utilize private transportation and require public transit for mobility.
2. Travel by existing customers from existing service areas.
3. Travel to, from and within one of the five original corridors and major employment and activity centers and the connections between them.
4. Travel in adopted high-frequency corridors.
5. Travel to/from Activity Centers and Transit Oriented Developments (TOD) outside of the original five corridors.
6. Commuter travel in congested travel corridors outside the original five corridors
7. Commuter travel to/from surrounding counties in one of the original five corridors.

Secondary Markets

Lesser (or secondary) priority markets are those that will only be served when it is cost-effective to do so and when it will not detract from CATS’ ability to serve its Primary Markets. Examples of Secondary Markets are:

- Trips to/from non-TOD developments and areas regardless of location.
- Local trips totally outside Mecklenburg County.
- Inter-county trips outside of the original five corridors.

The Primary Markets delineated above are the markets where CATS will strive to achieve an increasing share of the trips made each day. Therefore, these are the markets where transit will compete and thereby define what is meant by “transit competitive trips.”



Subject/Title: **Travel Markets**
Approved by: Metropolitan Transit Commission
Responsible Division: CATS Operations

Policy Number: **MTC-05**
Date Approved: July 26,
2023
Page Number: 2 of 2

Summary of Changes

Entire Document: Minor wording changes for clarity; replaced “trips/all purposes” with “travel.”

Replaced 2030 Transit Corridor System Plan with Metropolitan Transit Commission.

Primary Markets: Revised to specify the primary market priority for CATS. Item 4: added, “Travel in adopted high-frequency corridors.”

Previous Revision: November 28, 2018

