

Adopted by Council at its meeting held March 23, 2015 [M102-2015]

/AA

Windsor, Ontario March 23, 2015

REPORT NO. 252 of the
ENVIRONMENT, TRANSPORTATION & PUBLIC SAFETY
STANDING COMMITTEE
of its meeting held February 18, 2015

Present:
Councillor P. Borrelli
Councillor F. Francis
Councillor C. Holt
Councillor H. Payne
Councillor B. Marra

That the following recommendations of the Environment, Transportation and Public Safety Standing Committee **BE APPROVED:**

Moved by Councillor Francis, seconded by Councillor Borrelli,
THAT the Environment, Transportation & Public Safety Standing Committee and the Transit Windsor Board of Directors **RECEIVE FOR INFORMATION** the ridership statistics for the year ending December 31, 2014.
Carried.

Clerk's Note: The report of the Executive Director, Transit Windsor entitled "2014 Preliminary Ridership Statistics" is attached as background information.

Liveline #17551 MT/11906


CHAIRPERSON


DEPUTY CLERK

NOTIFICATION:	
NAME	CONTACT INFORMATION

THE CORPORATION OF THE CITY OF WINDSOR
Transportation Division – Transit Windsor

**MISSION STATEMENT:**

"Our City is built on relationships – between citizens and their government, business and public institutions, city and region – all interconnected, mutually supportive, and focused on the brightest future we can create together"

LiveLink REPORT #: 17551 MT/11906	Report Date: January 9, 2015
Author's Name: Pat Delmore	Date to Council: February 18, 2015
Author's Phone: 519 944-4141 Ext 232	Classification #:
Author's E-mail: pdelmore@city.windsor.on.ca	

TO: Environment, Transportation & Public Safety Standing Committee

SUBJECT: 2014 Preliminary Ridership Statistics

1. RECOMMENDATION: City Wide: Ward(s): _____

That the Environmental, Transportation & Public Safety Standing Committee and the Transit Windsor Board of Directors **RECEIVE FOR INFORMATION** the ridership statistics for the year ending December 31, 2014.

EXECUTIVE SUMMARY

N/A

2. BACKGROUND:

The fareboxes collect ridership data on a monthly basis. This data provides Transit Windsor with an indication of the trends in customer ridership.

3. DISCUSSION:

Ridership for the period ending December 31, 2014 declined by 51,971 one-way rides (0.81%) compared to fiscal year 2013. This decline is less than the 3% reduction that was anticipated as a result of the fare increase implemented in 2014. Industry experience shows that for every 10% in fare increase, ridership will decrease by 3%, gradually returning to the pre- fare increase levels over the next 12 to 18 months.

In 2011, Transit Windsor introduced an "open window transfer" policy that allows passengers, who pay by cash or ticket, unlimited travel in any direction within two hours

from the time they first board the bus. Prior to implementing "the open window transfer", transfer usage was at 17%. After the policy was implemented, transfers for the 12 months ending 2014 were approximately 30%.

Canadian Urban Transit Association (CUTA) guidelines for reporting ridership excludes the number of transfers used, as transfers were historically required to complete a one-way travel. Accordingly, these rides are not reported in the ridership figures, even though the increase in the usage of transfers would include return trips which, under the old fare structure, would have been included as a one-way ride. CUTA is aware of the difficulty with the definition for systems with open window transfers; however, the practice of excluding transfers in the ridership numbers is being consistently followed by other transit services.

The new fareboxes introduced in 2011 also allow Transit Windsor to track the number of children under the age of five who ride for free, and the number of accessories or mobility devices (i.e. bikes, wheelchairs, strollers) that Transit Windsor carries. In 2014, the number of passengers under the age of five decreased from 154,003 rides to 137,359, representing a decrease of 10.81%. This decline was anticipated, given the fare increase, but another contributing factor was the unparalleled cold weather in January and February 2014. In 2014, 98,060 passengers boarded buses with wheelchairs, strollers or bikes. The use of these accessories increases the boarding time and ultimately contributes to buses running behind schedule, because no additional time is allocated to the routes to permit these extended boarding times.

4. **RISK ANALYSIS**

N/A

5. **FINANCIAL MATTERS:**

N/A

6. **CONSULTATIONS:**

N/A

7. **CONCLUSION:**

Ridership for 2014 was impacted by a number of challenges, including a fare increase and the coldest winter on record. A comparison of 2014 ridership data versus 2013 ridership shows a decline of nearly 52,000 or 0.8%. The 2014 budget actually anticipated a 3% reduction in ridership as a result of the fare increase but that reduction did not materialize. As a result, revenues for 2014 were higher than budget.

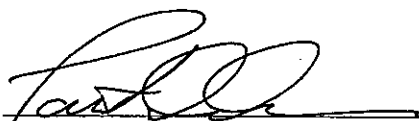
2014 also saw more riders are utilizing prepaid fares, especially among seniors. The transfer rate has remained relatively stable and the decline in the use of accessories may be attributed the climate of the first two months of the year.

Steady ridership, combined with an increase in the use of accessories, caused Transit Windsor's buses to be overloaded, especially on the main lines, during peak hours. This could result in buses running late or by-passing passengers, which increases customer complaints.

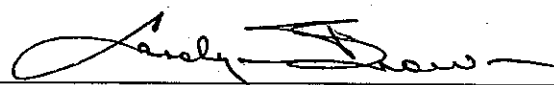
In September 2014, service enhancements made on two main lines (Transway 1C and Crosstown 2) during peak hours has helped the situation, however the Transway 1C is still experiencing some overloaded conditions. Ridership numbers for the fourth quarter were on target, considering the anticipated 3% decrease in rides due to the fare increase of January 1, 2014. Transit Windsor expected a reduction of 66,000 rides for the final quarter of 2014, however, with the newly implemented service improvements, the actual decrease was approximately 28,000 rides, consistent with the anticipated ridership growth. Ridership is impacted by a number of factors, including weather, school holidays, the number of weekend days in each month, and special events service provided. However, when service improvements are implemented, service will continue to build over six to eighteen months. The Lauzon 10 route saw a major route revision in September as well, and, by December, ridership numbers were beginning to grow, especially in the newly service area of Twin Oaks Industrial Park. Ridership numbers are just one component in looking at the success of service improvements; revenue also needs to be evaluated. For example, while actual rides were down, increased revenue in the fourth quarter following the service improvements exceeded expectations, with more riders moving to monthly passes in comparison to 2013.

**RIDERSHIP STATISTICS
AS AT DECEMBER 31, 2014**

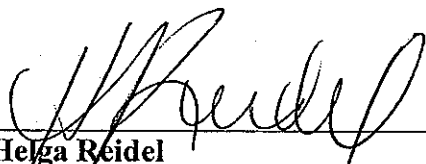
COMBINED CASH AND PASS	2014	2013	Inc/(Dec)	% Inc/(Dec)
Adult	2,721,953	2,779,528	(50,316)	(1.81%)
Student	2,585,265	2,592,063	(155)	(0.01%)
Senior	712,169	697,934	17,992	2.59%
Child <5	137,359	155,385	(16,644)	(10.81%)
Tunnel	210,000	213,607	(2,848)	(1.34)
Combined Total	6,366,745	6,438,517	(51,971)	(0.81%)



Patrick Delmore
Executive Director



Carolyn Brown
Corporate Leader Transportation Services



Helga Reidel
Chief Administrative Officer

APPENDICES:

NOTIFICATION :				
Name	Address	Email Address	Telephone	FAX