

REPORT NO. 374 of the
ENVIRONMENT, TRANSPORTATION & PUBLIC SAFETY
STANDING COMMITTEE
of its meeting held March 23, 2016

Present: Councillor Chris Holt
Councillor Fred Francis
Councillor Bill Marra (Chair)
Councillor Hilary Payne
Councillor Paul Borrelli

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

Moved by Councillor Francis, seconded by Councillor Borrelli,

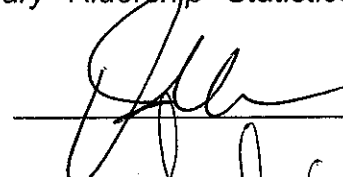
That the Environmental, Transportation & Public Safety Standing Committee and the Transit Windsor Board of Directors **RECEIVE FOR INFORMATION** the ridership statistics for the year ending December 31, 2015 and that this report be recommended to City Council.

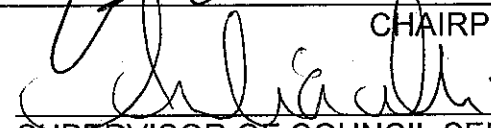
Carried.

Councillor Marra was absent when the vote was taken on this matter.

S 32/2016 MT2016

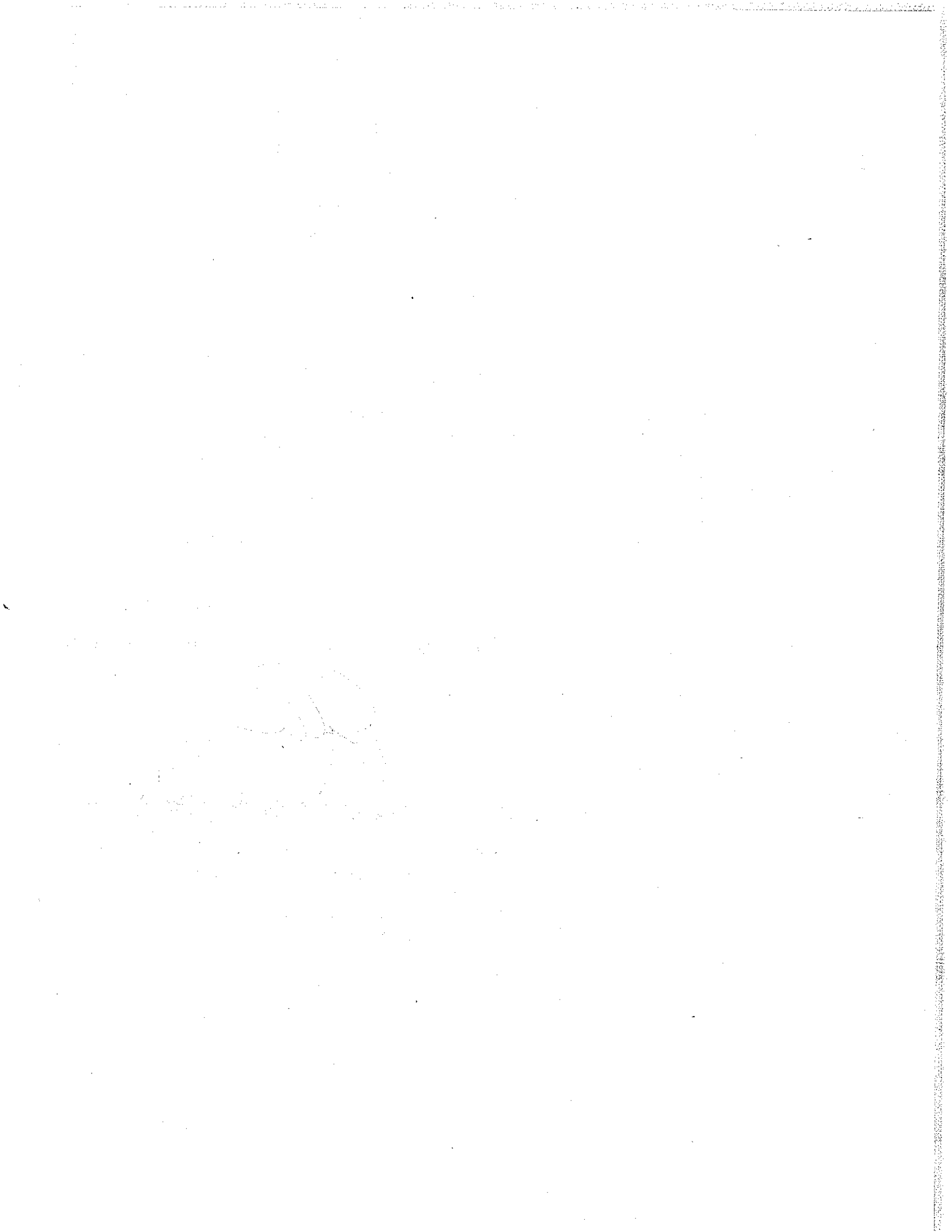
Clerk's Note: The report of the Executive Director, Transit Windsor dated February 1, 2016 entitled "2015 Preliminary Ridership Statistics" is **attached** as background information.



CHAIRPERSON


SUPERVISOR OF COUNCIL SERVICES

NOTIFICATION:	
NAME	CONTACT INFORMATION





Transit Windsor

MISSION STATEMENT

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

REPORT #: S 32/2016	Report Date: 2/1/2016
Author's Contact: Patrick Delmore Executive Director 519-944-4141 ext 232 pdelmore@citywindsor.ca	Date to Standing Committee: March 23, 2016
	Clerk's File #: MT2016

To: Mayor and Members of City Council

Subject: 2015 Preliminary Ridership Statistics - City Wide

RECOMMENDATION:

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, 2015 and that this report be recommended to City Council.

EXECUTIVE SUMMARY:

N/A.

BACKGROUND:

The fareboxes on board each bus collect ridership data and is reported on a monthly basis. This data provides Transit Windsor with an indication of the trends in customer ridership. Transit Windsor provides ridership numbers to the Canadian Urban Transit Association (CUTA) for comparison with other municipalities across the country, ultimately allowing CUTA to develop ridership trends and national transit ridership statistics.

DISCUSSION:

Ridership for the period ending December 31, 2015 declined by 17,901 one-way rides (0.28%) compared to fiscal year 2014. Below are the ridership numbers for 2015 with annual increases/decreases.

RIDERSHIP STATISTICS AS AT DECEMBER 31, 2015				
COMBINED CASH AND PASS	2015	2014	Inc/(Dec)	% Inc/(Dec)
Adult	2,709,389	2,721,953	(12,564)	(0.46%)
Student	2,536,870	2,585,265	(48,394)	(1.87%)
Senior	745,506	712,169	33,337	4.68%
Child <5	145,016	137,359	7,657	5.57%
Tunnel	212,063	210,000	2,063	0.98%
Combined Total	6,348,844	6,366,745	(17,901)	(0.28%)

This decline can be attributed to a number of factors. One is the extremely harsh winter that was experienced early in 2015. In the first Quarter, it was recognized that there is a considerable difference in riders' travel patterns in January and February. Another factor contributing to the decline was the large number of detours due to construction projects. Some detours were many months in duration which greatly affected ridership along Transit Windsor's main route. At one point in the spring, all routes except for one had a detour.

Ridership was also negatively impacted by the new province-wide Social Assistance Management System (SAMS) requirement that the bus pass allowance be paid directly to Ontario Works (OW) clients as opposed to those clients receiving a voucher for a bus pass that they could redeem at a Transit Windsor sales location. Consequently, fewer bus passes were purchased by OW clients and this translated to fewer rides. The technical problems created by SAMS were addressed mid way through the year and the sales of this pass category have begun to rebound.

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 2015 were approximately 29%.

CUTA guidelines for reporting ridership excludes the number of transfers used, as transfers were historically required to complete a one-way trip. 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 fareboxes 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 2015, the number of passengers under the age of five increased from 137,359 rides to 145,016, representing an increase of 5.57%. In 2015, 101,593 passengers boarded buses with wheelchairs, strollers or bikes. This is an increase of 3.6% from 2014. 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.

RISK ANALYSIS:

Transit Windsor monitors monthly ridership compared to the previous year to evaluate any obstacles to achieving budgeted ridership revenues. Routes continue to be evaluated to ensure they are operating at the Board approved revenue -to -cost ratios for main lines and feeder routes.

FINANCIAL MATTERS:

N/A

CONSULTATIONS:

Sue Grimmert, FPA, City of Windsor

CONCLUSION:

Ridership for 2015 was impacted by a number of challenges, including a harsh winter early in 2015, multiple construction detours of lengthy duration and the technical issues encountered with the province wide Social Assistance Management System (SAMS). A comparison of 2015 ridership data versus 2014 ridership shows a decline of nearly 17,901 rides or 0.28%. Industry wide across Canada transit ridership rose slightly or remained flat for 2015.

APPROVALS:

Name	Title
Patrick Delmore	Executive Director, Transit Windsor

Name	Title
Carolyn Brown	Corporate Leader, Transportation Services
Helga Reidel	Chief Administrative Officer

NOTIFICATIONS:

Name	Address	Email

APPENDICES: