



The Corporation of the Town of Tecumseh

Planning & Building Services

To: Mayor and Members of Council

From: Chad Jeffery, Manager Planning Services

Date to Council: September 11, 2018

Report Number: PBS-2018-28

Subject: Tecumseh Transit Service (TTS)
January to June 2018 Status Report
OUR FILE: T03 TTS

Recommendations

It is recommended:

That the ridership and revenue analysis presented in PBS-2018-29, **be received.**

Background

The purpose of this Planning Report is to provide Council with an overview of the Tecumseh Transit Service (TTS) for the first six months (January to June) of the 2018 calendar year.

The TTS is now mid-way into its ninth year of operation since it was introduced to the northerly urban area of the Town in December of 2009. In its current form, which has been in effect since May of 2018, the TTS operates on a circuitous route with a one-hour headway covering approximately 30 kilometres and 43 stops. A slightly revised route and schedule were introduced after an extensive public consultation process that occurred in early 2018. The Town manages the service but contracts out the operation and maintenance of the two Town-owned buses to First Student Canada (FSC). These 24-passenger, cutaway style buses (one of which is a kneeling-bus) were purchased over the past seven years and are both fully accessible.

As has been identified in previous reports, the TTS route is accessible to approximately 65 percent of the population of Tecumseh. Accessibility is based on being within a 400-metre walking distance to a bus stop. Within the northerly settlement area (former Tecumseh, former St. Clair Beach and the northern portion of the Tecumseh Hamlet), 72 percent of the

population have reasonable access to the service. When only the urban area north of County Road 22 is considered, the route is accessible to nearly 90 percent of the population.

Since its inception, the TTS has served over 209,000 riders and has undergone some significant changes in an effort to improve the service.

Comments

January to June 2018 Ridership and Revenue Analysis

i) Ridership Statistics

Monthly ridership averages for the first six months of 2018 ranged from 77-97riders per day, with the average daily ridership a peak of 97 passengers per day occurring in the month of June (see Figure 1 below). These figures represent similar ridership levels compared with the same period for 2017.

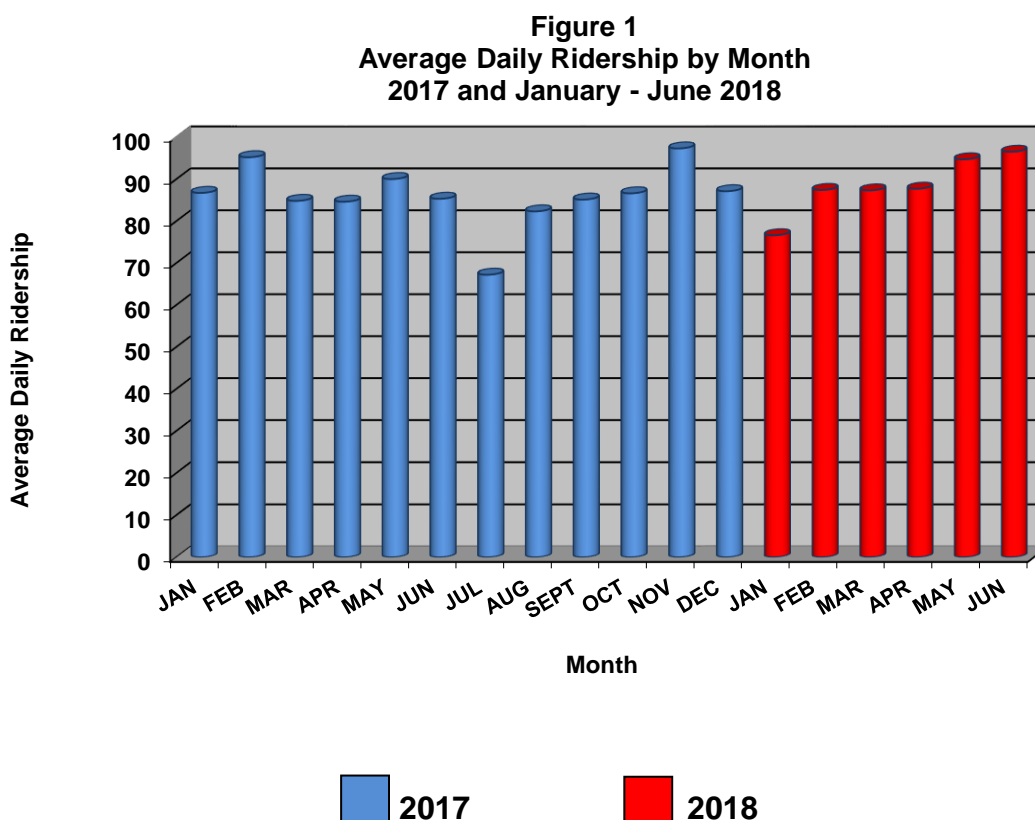
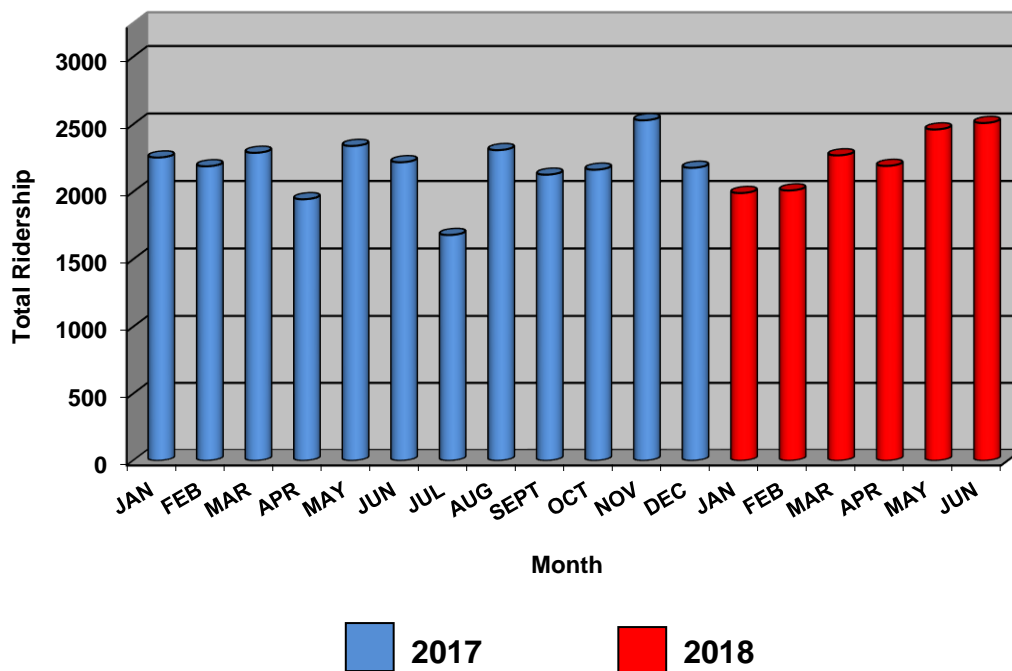


Figure 2 below illustrates ridership levels in the form of total monthly ridership from January 2017 to the end of June 2018. For comparison purposes, the 2017 total monthly ridership high of 2,531 occurred in November. The current 2018 monthly high was reached in June when a total of 2,511 passengers boarded the TTS. Overall, total ridership was up approximately 1.5% (or 199 riders) from January-June 2018 when compared against the same time period in 2017.

Figure 2
Total Monthly Ridership
2016 and January - June 2017

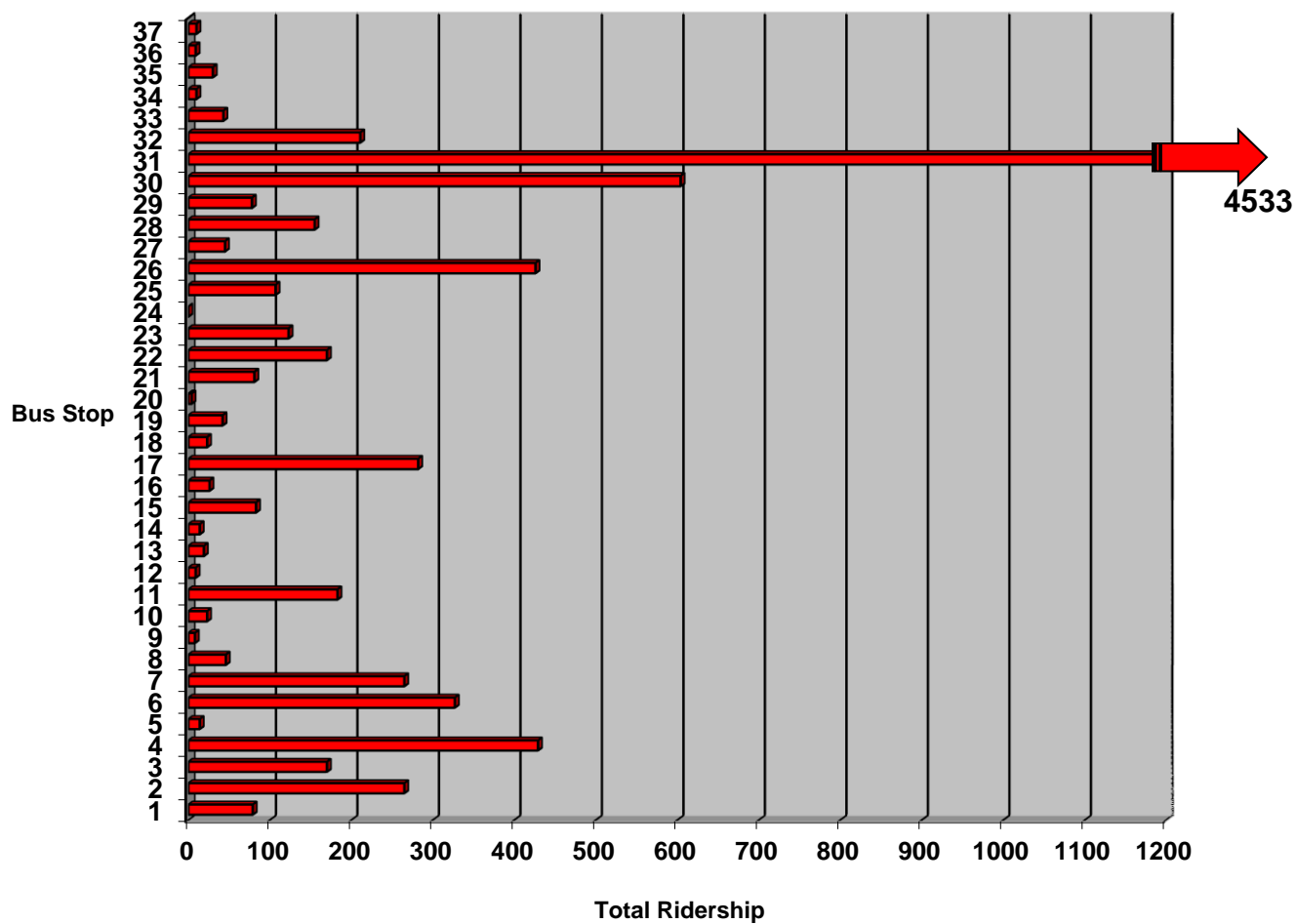


Figures 3A and 3B below illustrate ridership levels by bus stop for the first six months of 2017. Figure 3A provides ridership levels for the transit route/bus stops which were in effect until May 7, 2018. Figure 3B represents the new route/bus stops that have been in effect since May 7, 2018. It should be noted that the bus stop numbers in these two figures do not relate to each other, as the bus stop orders were revised through the transit modifications that occurred.

Similar to previous years' statistics, the bus stop at Tecumseh Mall continues to be the most popular stop/destination with 6,649 passengers boarding the TTS bus at this location. This amount accounted for 49% of all passengers for the first six months of 2018.

The next most popular stops for this period were the bus stops immediately preceding the Tecumseh Mall stop at Southfield Drive, the Zehrs commercial plaza, the Sobey's Plaza, the Tecumseh Road stop next to the Tecumseh Medical Centre and the bus stop located at the municipal parking lot on Tecumseh Road with each generating between four and nine percent of all passengers.

Figure 3A
Total Ridership by Bus Stop
January to May 7, 2018



A horizontal bar chart titled 'Total Ridership by Bus Stop'. The y-axis is labeled 'Bus Stop' and lists stops from 1 to 44. The x-axis is labeled 'Total Ridership' and ranges from 0 to 750 in increments of 50. The bars are red with black outlines. Bus Stop 32 has the highest ridership, with a value of 2116 indicated by a red arrow pointing to the end of its bar. Other stops with significant ridership include Stop 31 (approx. 540), Stop 30 (approx. 350), Stop 27 (approx. 170), Stop 26 (approx. 130), Stop 25 (approx. 70), Stop 24 (approx. 70), Stop 23 (approx. 30), Stop 22 (approx. 30), Stop 21 (approx. 30), Stop 20 (approx. 30), Stop 19 (approx. 30), Stop 18 (approx. 30), Stop 17 (approx. 30), Stop 16 (approx. 30), Stop 15 (approx. 30), Stop 14 (approx. 30), Stop 13 (approx. 30), Stop 12 (approx. 30), Stop 11 (approx. 30), Stop 10 (approx. 30), Stop 9 (approx. 30), Stop 8 (approx. 30), Stop 7 (approx. 30), Stop 6 (approx. 30), Stop 5 (approx. 30), Stop 4 (approx. 30), Stop 3 (approx. 30), Stop 2 (approx. 30), and Stop 1 (approx. 30).

Bus Stop	Total Ridership
44	10
43	10
42	10
41	10
40	10
39	10
38	10
37	10
36	10
35	10
34	10
33	10
32	2116
31	540
30	350
29	10
28	10
27	170
26	130
25	70
24	70
23	30
22	30
21	30
20	30
19	30
18	30
17	30
16	30
15	30
14	30
13	30
12	30
11	30
10	30
9	30
8	30
7	30
6	30
5	30
4	30
3	30
2	30
1	30

As illustrated in Figure 4 below, during the first six months of 2018 people used the TTS primarily in the morning between the hours of 7:00 a.m. and 8:00 a.m. (accounting for 10.4% of the total) and in the late afternoon between the hours of 4:00 p.m. to 5:00 p.m. (accounting for 13.2% of the total). Ridership was distributed relatively evenly among the other hours of operation.

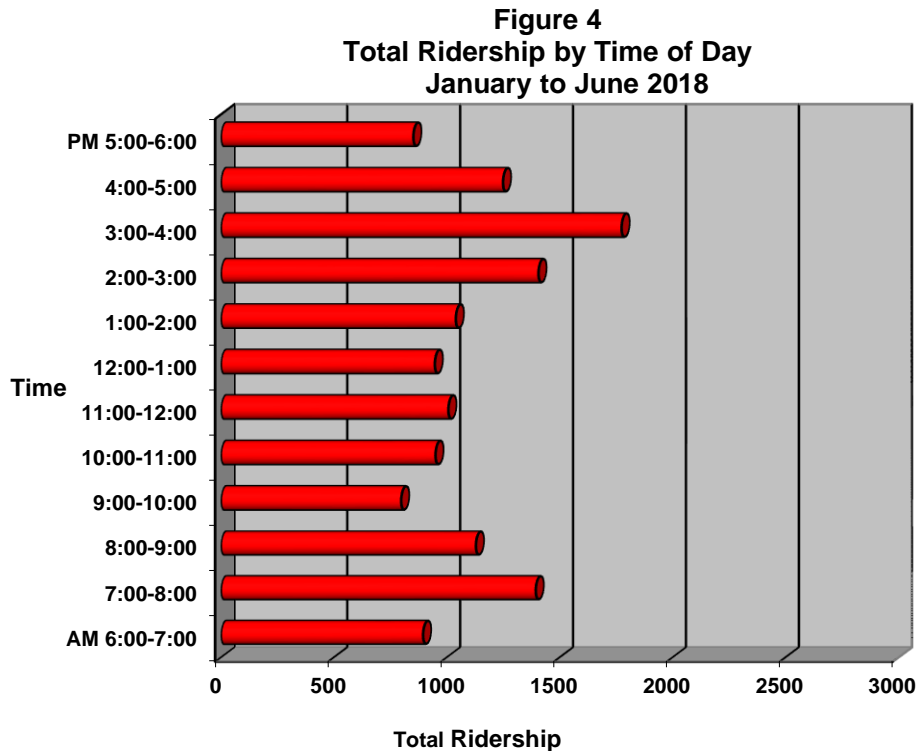
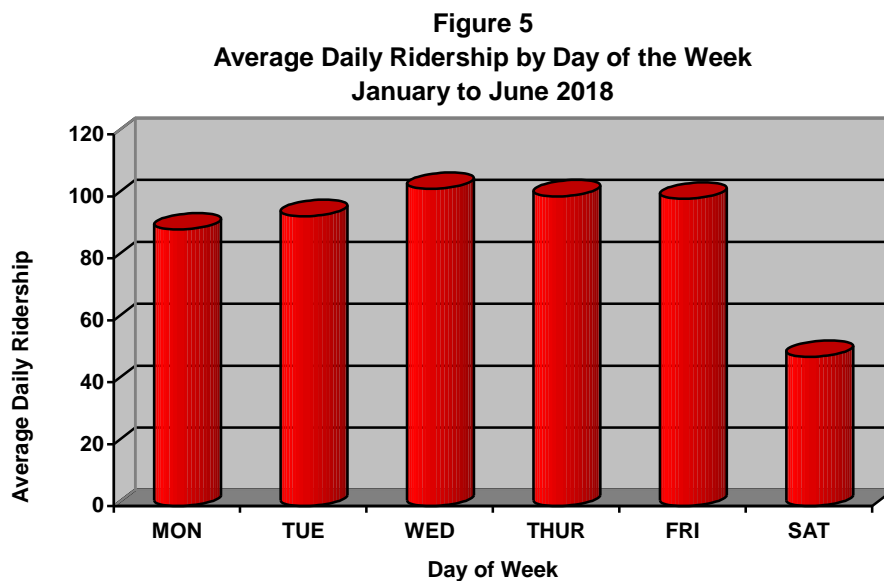


Figure 5 below illustrates that, with the exception of Saturday, there does not seem to be any significant differentiation amongst the days of the week on which people are using the transit system. Lower ridership on Saturdays is attributed to fewer students using the service on this day and to fewer places of employment being open.



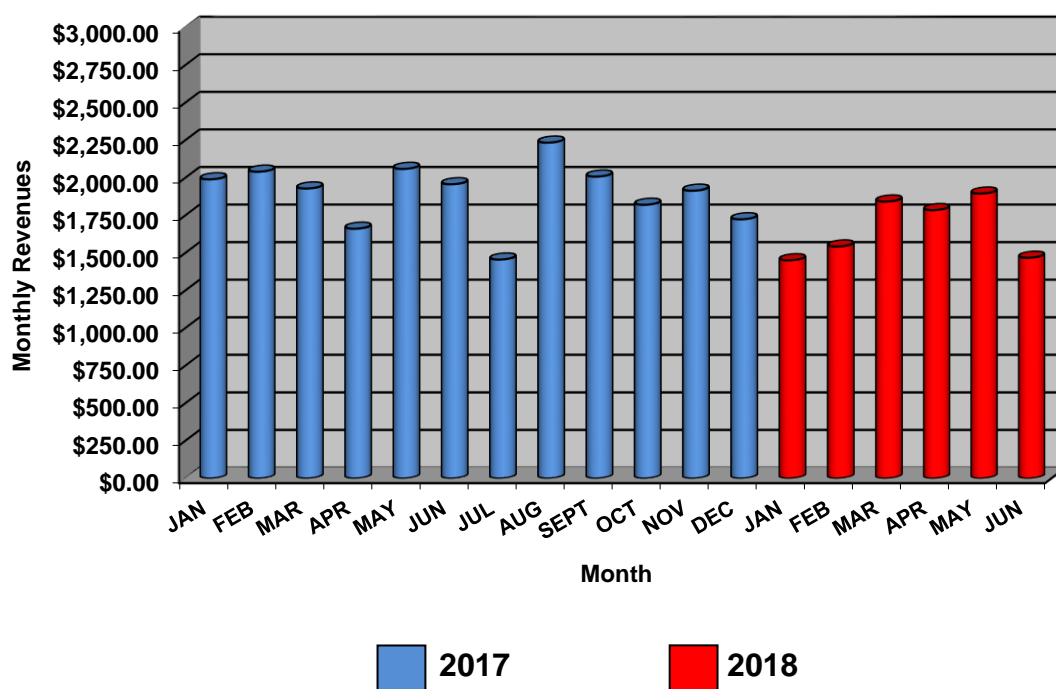
ii) Ridership Revenue

Figure 6 depicts a comparison of monthly total fare box revenues generated by the TTS from January 2017 to the end of June 2018. In 2017, the highest total monthly revenue was \$2,234, which occurred in August. It should be noted that the total for this month included an estimated \$321 generated from the Corn Festival Shuttle Service. For the first six-month period of 2018, the highest monthly revenue occurred in May, with a total of \$1,895.

Total annual fare box revenues for the first six months of 2018 were \$9,986 (compared to \$11,637 for the first six months of 2017). An additional \$1,795 was also generated through the sale of 30 bus passes from January to June 2017 (compared to \$1,465 generated through the sale of 21 bus passes during the same period of 2017) bringing the total revenues for the year to \$11,781 (compared to \$13,102 in same period of 2017).

Of the 30 bus passes that were issued, 12 were adult, 10 were student and the remaining eight were senior passes. Riders with bus passes are primarily Tecumseh residents and students that use the TTS on a daily basis and, in some instances, multiple times per day.

Figure 6
Total Monthly Fare Box Revenues
2017 and January - June 2018



Two general boarding options exist for passengers using the bus: cash fare and non-cash fare payment. Non-cash fare includes the following categories:

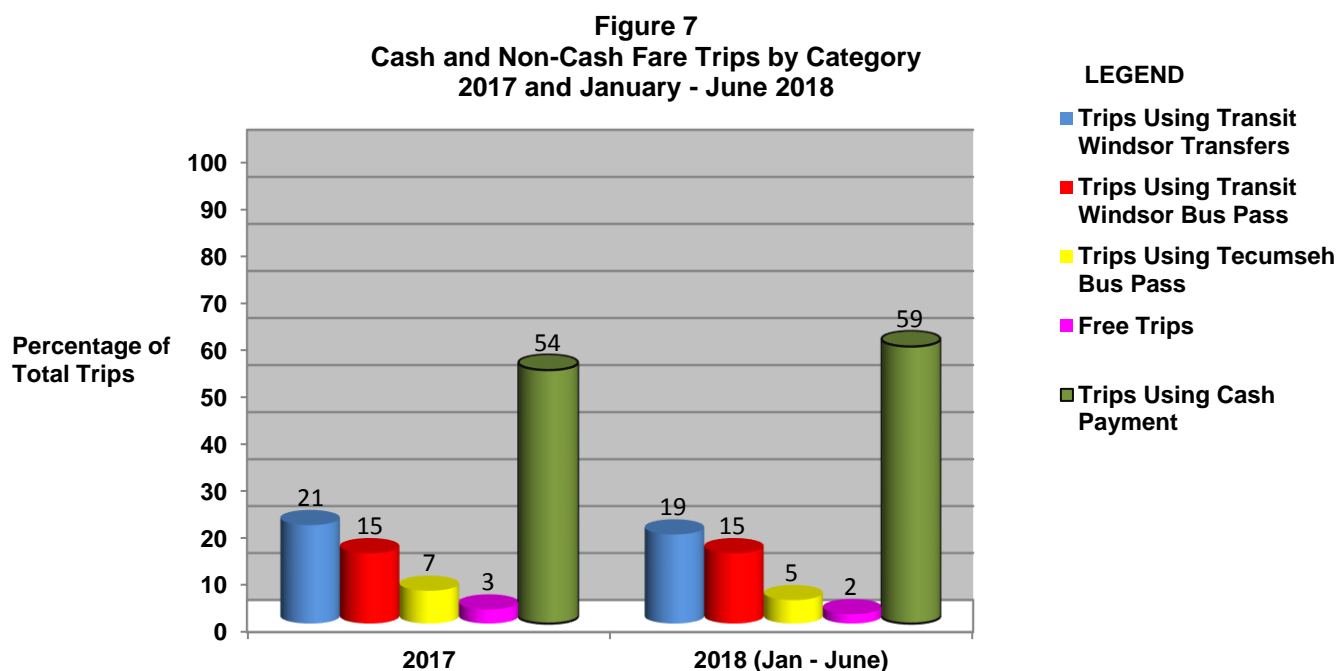
- Transit Windsor transfer;
- Transit Windsor bus pass;

- Tecumseh Transit bus pass; or
- free riders (i.e. child under the age of five, blind persons, veterans and persons assisting a person with a disability)

Figure 7 below identifies the distribution of passengers based on category of fare payment.

As expected, the predominant methods of boarding at Tecumseh Mall were by the use of Transit Windsor transfers and Transit Windsor bus passes. For the first six months of 2018, Transit Windsor transfers accounted for 47% of all non-cash fare trips and 19% of total trips. These trips are primarily Tecumseh residents who pay an outbound fare (to get to Tecumseh Mall), continue into Windsor by using the Transit Windsor system, then return to Tecumseh by using the aforementioned transfer stub.

Trips using a Transit Windsor bus pass, which accounted for 36% of all non-cash fare trips and 15% of total trips, are those who board the bus at Tecumseh Mall from the Transit Windsor system and take the bus into Tecumseh. These riders then pay the required fare when returning to Tecumseh Mall on the outbound trip back into the City of Windsor. These two boarding options continue to be valid only when boarding the bus at Tecumseh Mall.

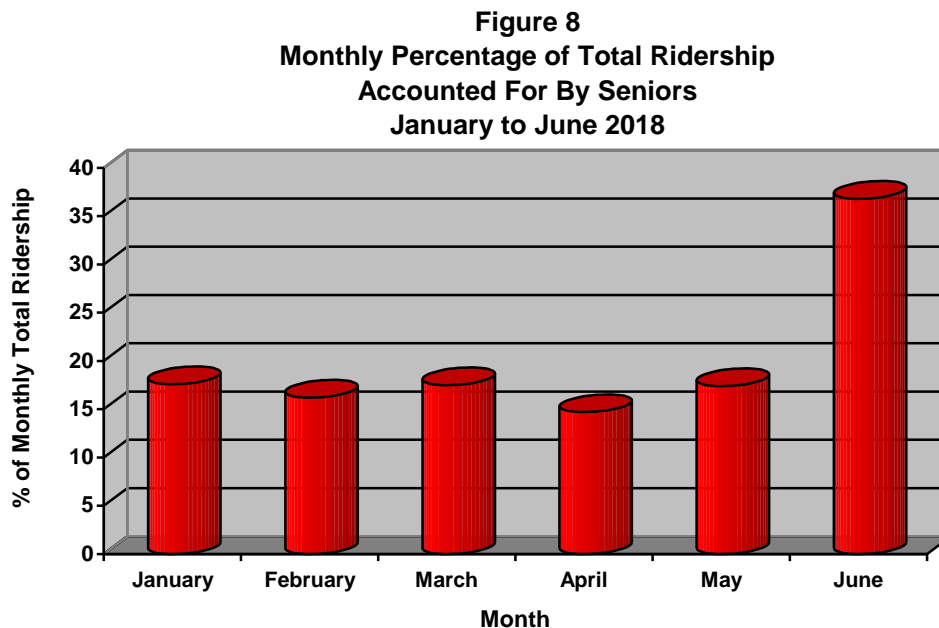


Passengers using a Tecumseh Transit bus pass, providing access to the system at any stop, accounted for 11% of all non-cash fare trips and 5% of total trips. These riders have purchased a monthly bus pass at the Town Municipal Office.

Free riders, which accounted for 6% of all non-cash fare trips and 2% of total trips in the first six months of 2018, include any child under the age of five, blind persons, veterans and persons assisting a person with a disability.

Tecumseh Transit Service Promotion

In June of 2018, the TTS offered a promotion for the Town's seniors, allowing them to ride the TTS for free for the entire month. Figure 8 below illustrates that the June promotion resulted in more than double the amount of seniors using the TTS. For the months of January to May 2018, seniors accounted for an average of 16.7% of total TTS rider. In the month of June, seniors accounted for 36.8% of the TTS ridership.



Consultations

First Student Canada

Financial Implications

None

Link to Strategic Priorities

Applicable	2017-18 Strategic Priorities
<input checked="" type="checkbox"/>	Make the Town of Tecumseh an even better place to live, work and invest through a shared vision for our residents and newcomers.
<input checked="" type="checkbox"/>	Ensure that the Town of Tecumseh's current and future growth is built upon the principles of sustainability and strategic decision-making.
<input type="checkbox"/>	Integrate the principles of health and wellness into all of the Town of Tecumseh's plans and priorities.
<input checked="" type="checkbox"/>	Steward the Town's "continuous improvement" approach to municipal service delivery to residents and businesses.
<input type="checkbox"/>	Demonstrate the Town's leadership role in the community by promoting good governance and community engagement, by bringing together organizations serving the Town and the region to pursue common goals.

Communications

Not applicable ☒

Website ☐

Social Media ☐

News Release ☐

Local Newspaper ☐

This report has been reviewed by Senior Administration as indicated below and recommended for submission by the Chief Administrative Officer.

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Attachment Number	Attachment Name
None	None