



## **The Corporation of the Town of Tecumseh**

Development Services

**To:** Mayor and Members of Council

**From:** Brian Hillman, Director Development Services

**Date to Council:** September 12, 2023

**Report Number:** DS-2023-17

**Subject:** Tecumseh Transit Service (TTS)  
January to June 2023 Status Report  
OUR FILE: T03 TTS

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### **Recommendations**

It is recommended:

**That** DS-2023-17 – Tecumseh Transit Service (TTS), January to June 2023 Status Report, **be received**.

### **Executive Summary**

This Report provides Council with an overview of ridership and revenue totals for the Tecumseh Transit Service (TTS) for the first six months (January to June) of the 2023 calendar year. The TTS has seen an increase in ridership since the re-introduction of the fixed-route service after the end of the On-Demand pilot project in 2022, however it continues to experience lower ridership and revenues when compared to pre-COVID-19 levels.

### **Background**

The Tecumseh Transit Service (TTS) is now mid-way into its fourteenth year of operation since it was introduced to the northerly urban area of the Town in December of 2009. The current TTS operates on a circuitous fixed-route with a one-hour headway

covering approximately 30 kilometres and 41 stops from Monday to Friday, with On-Demand being offered on Saturdays (see Attachment 1). The TTS's fixed-route was revised in June of 2023 after a public consultation process that resulted in the removal of various bus-stop locations, the addition of new bus-stop locations and the reduction in the frequency of the service to the Brighton loop.

The Town manages the service but contracts the operation and maintenance of the two Town-owned buses to First Student Canada (FSC).

The purpose of this Report is to provide Council with a ridership and revenue summary of the Tecumseh Transit Service (TTS) for the first six months (January to June) of the 2023 calendar year. The TTS continues to experience lower ridership and revenues when compared to pre-COVID-19 ridership levels but there has been an increase in ridership since the re-introduction of the fixed-route service after the On-Demand trial period from 2022.

## **Comments**

### **January to June 2023 Ridership Analysis**

The TTS experienced higher monthly daily average ridership in 2023 when compared against the On-Demand trial period months in 2022. It should be noted that January to March 2022 daily ridership were slightly higher as the TTS operated as a fixed-route during those months. 2022 On-demand monthly daily ridership levels were approximately 35-40 riders per day. Average monthly daily ridership levels in 2023 are greater than the daily average of the On-Demand period of the TTS in 2022. Monthly average daily ridership for the first six months of 2023 ranged from a high of 61 riders per day in April to a low of 44 riders per day in January (see Figure 1 below). While daily ridership has increased from 2022, it remains far below the 95 riders per day average for pre-COVID 19 levels from 2019.

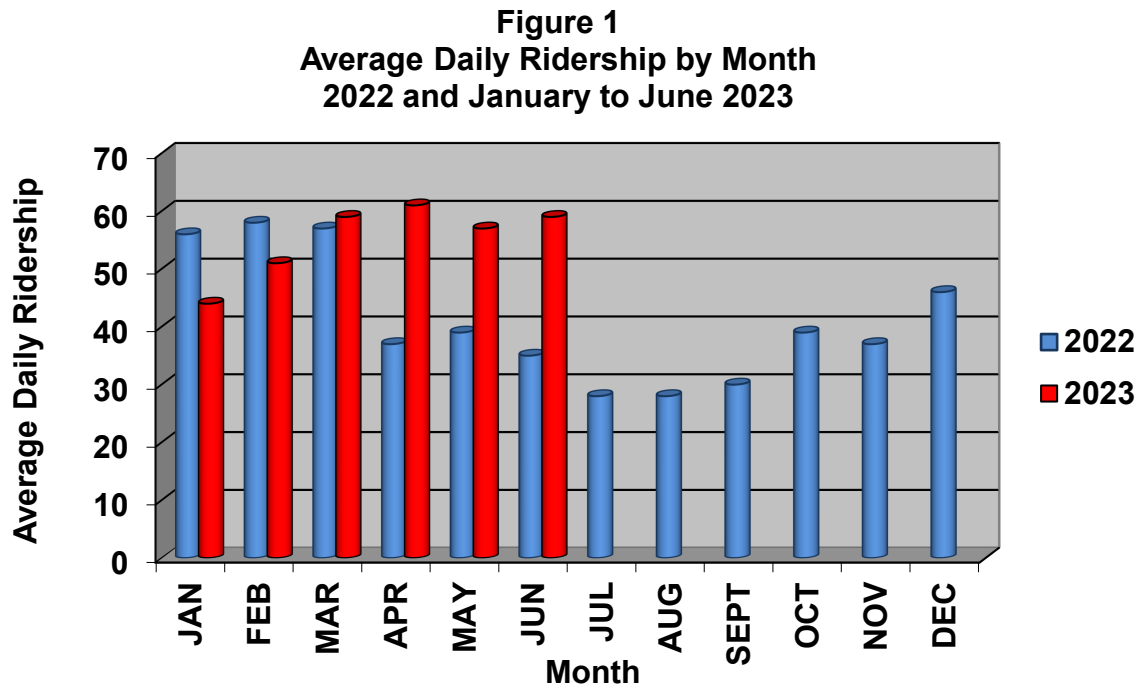
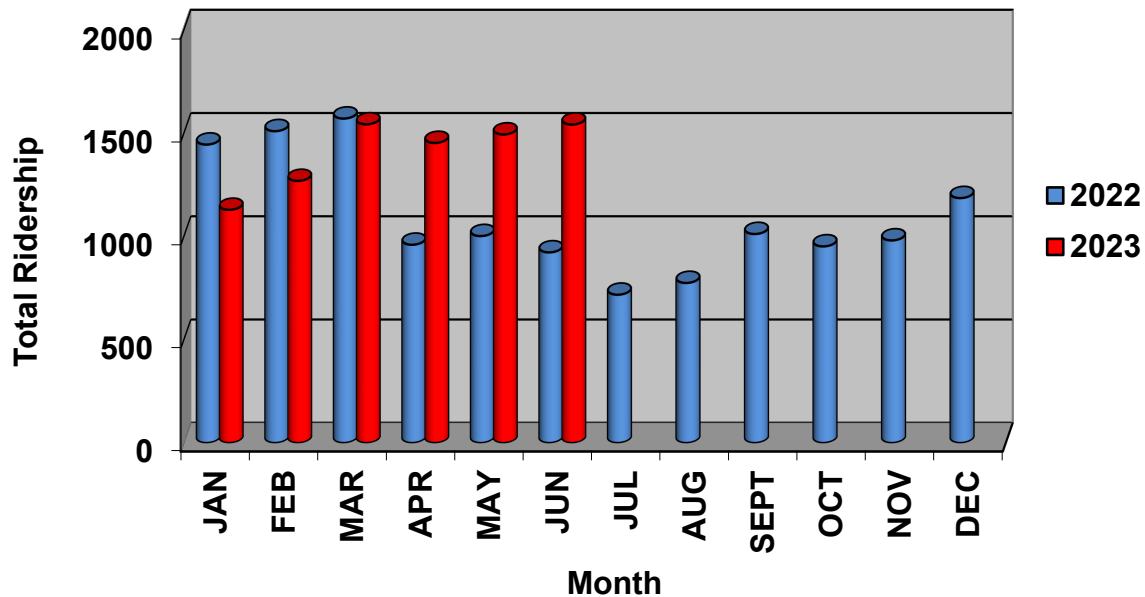


Figure 2 below illustrates total monthly ridership from January 2022 to the end of June 2023. Monthly ridership during this period exceeded the average monthly ridership during the 2022 On-Demand trial period of 914 monthly boardings. A high of 1,542 riders was achieved in March of 2023, with a low of 1,128 riders in January of 2023. Although monthly ridership is up from the 2022 On-Demand period, it is still lower than the pre-COVID 19 levels from 2019 which ranged from 1,997 to 2,639 per month.

**Figure 2**  
**Total Monthly Ridership**  
**2022 and January to June 2023**



Continuing the trend of all the past years of the TTS service, the most frequently used stops continued to be those that were the most popular pre-pandemic and during the On-Demand trial period. The bus stop at Tecumseh Mall continues to be the most popular stop/destination, followed by the bus stops immediately preceding the Tecumseh Mall stop on Southfield Drive, the Food Basic grocery store plaza on Manning Road and the Zehrs grocery store plaza on Manning Road.

As illustrated in Figure 3 below, the TTS was in highest demand during the early morning period of 7:00 a.m. to 9:00 a.m., accounting for 19.3% of the total ridership, and the afternoon peak period between 4:00 and 6:00 p.m., with this two-hour period accounting for 20.6% of the total ridership. Ridership levels were also relatively higher during the 2:00 p.m. to 3:00 p.m. hour, primarily due to student usage at the end of the school day. The lowest levels of ridership occurred during the first hour of the day and during the mid-day runs of the daily service between 10:00 a.m. to 2:00 p.m.

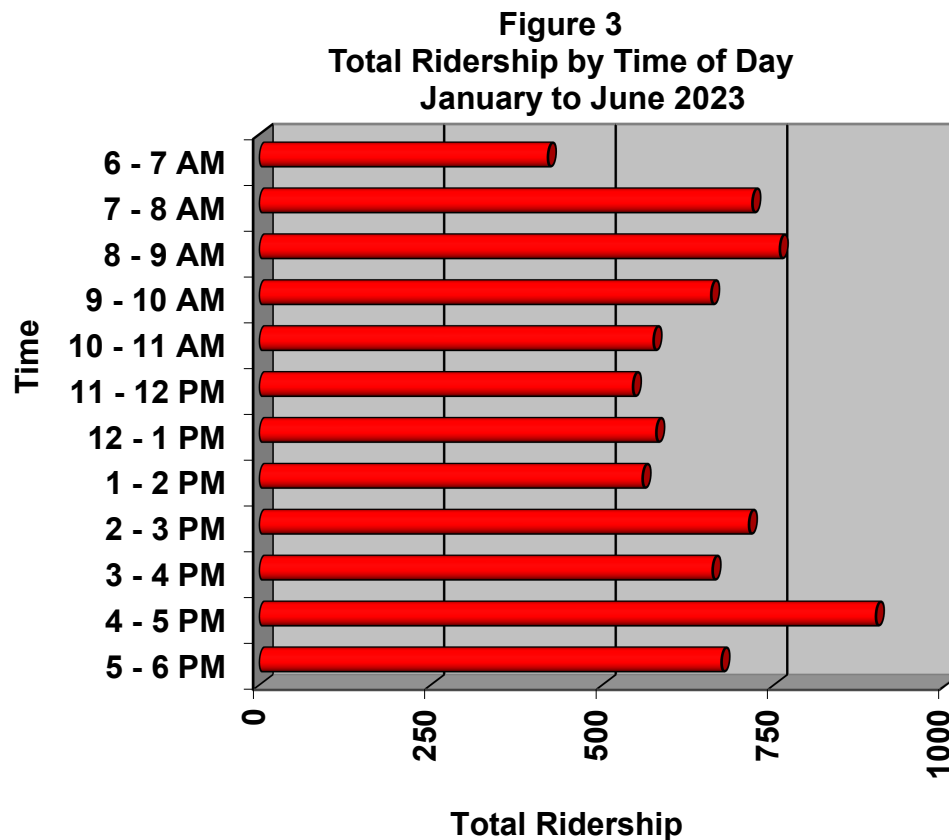
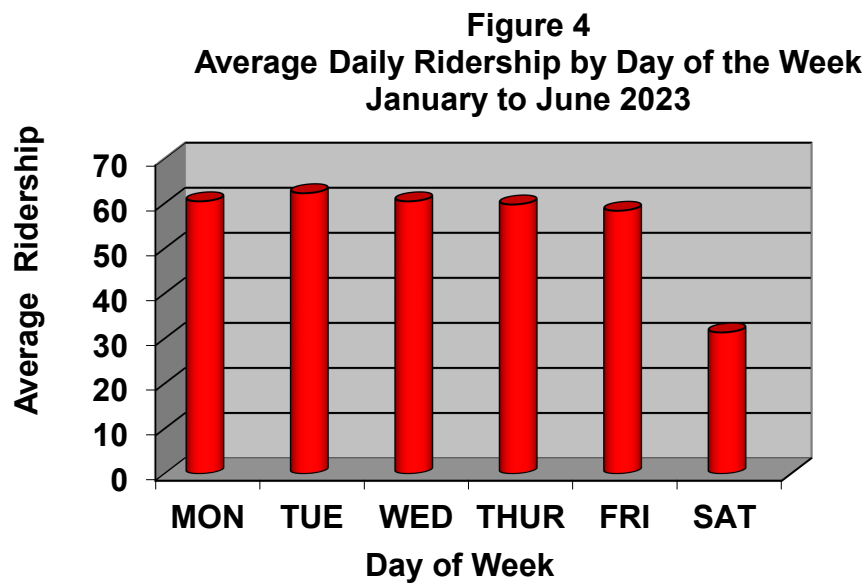


Figure 4 below illustrates that, except for Saturday, there does not seem to be any significant differentiation amongst the days of the week on which people are using the transit system. Lower ridership on the Saturday On-Demand service is attributed to fewer places of employment being open and schools being closed.

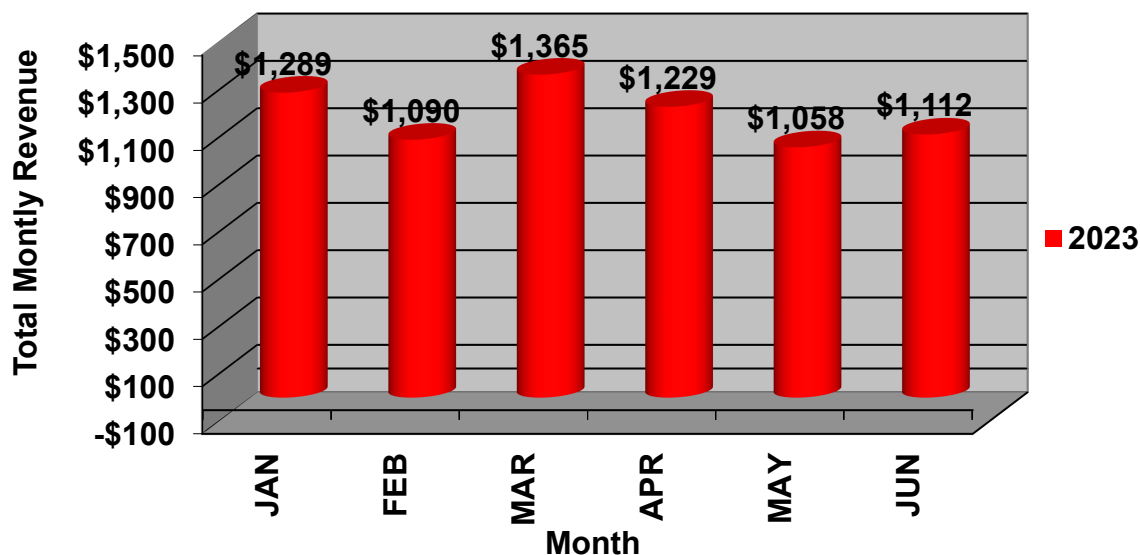


### January to June 2023 Ridership Revenue Analysis

Figure 5 provides a summary of the monthly total fare box revenues generated by the TTS from January 2023 to the end of June 2023. Total monthly fare box revenues for the first six months of 2023 were \$7,155. An additional \$1,655 was also generated through the sale of 30 bus passes for this period. Accordingly, the total revenue for the first six months of 2023 was \$8,810.

Of the 30 bus passes that were issued so far in 2023, 18 were sold to seniors, 10 were sold to adults and two were sold to students. Riders with bus passes are primarily Tecumseh residents that use the TTS daily and, in some instances, multiple times per day.

**Figure 5**  
**Total Monthly Fare Box Revenues**  
**January to June 2023**



There are both cash fare and non-cash fare options for passengers. Non-cash fares include the following categories:

- Transit Windsor transfer (at Tecumseh Mall only);
- Transit Windsor bus pass (at Tecumseh Mall only);
- TTS 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 6 below identifies the distribution of passengers based on category of fare payment.

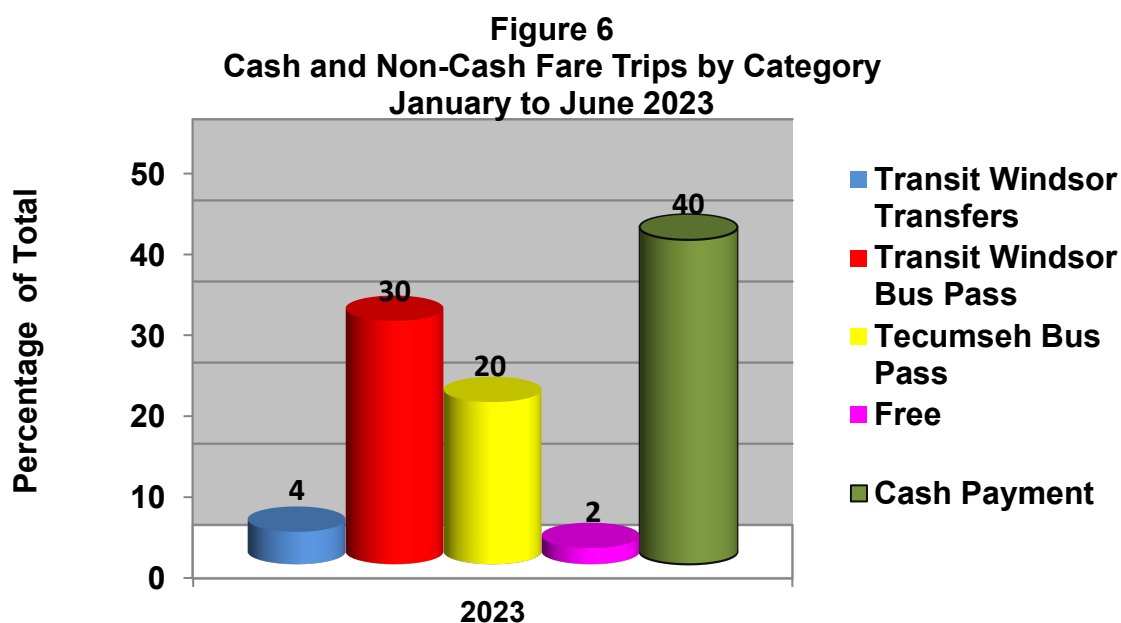
For the first six months of 2023, Transit Windsor transfers accounted for 4% of total trips and 7% of all non-cash fare trips. These trips are primarily Tecumseh residents who pay an outbound fare (to get to Tecumseh Mall), continue into Windsor by using the Transit Windsor system, then return to Tecumseh by using the aforementioned transfer stub.

Trips using a Transit Windsor bus pass, which accounted for 30% of total trips and 54% of non-cash fare trips, represent trips by 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.

The first six months of 2023 passengers using a TTS bus pass, accounted for 20% of total trips and 36% of all non-cash fare trips. These riders have purchased a monthly bus pass at the Town Municipal Office, which can be used at any transit stop in the system.

Free riders (children 5 and under, veterans, blind persons and riders accompanying a disabled rider) accounted for 2% of total trips compared to 3% of all non-cash fare trips.



## Summary

TTS ridership levels have increased since the re-introduction of the fixed-route service following the On-Demand model but continues to be below pre-pandemic levels. This situation is not unique to the TTS. According to the Canadian Urban Transportation Association (CUTA), the pandemic had a profound impact on public transit ridership in Canada, where it continues to recover and now stands at roughly 73 percent of pre-pandemic levels. Part of this reduction is due to shifts in travel behavior, such as the rise of hybrid work and increased ridership outside traditional weekday peak periods. Locally, TTS ridership is likely still adapting to the change in service delivery from the on-demand model to the current fixed route/on-demand hybrid model. Despite the lower ridership, relative to pre-pandemic levels, the TTS remains an essential service for many in the community.



## Consultations

First Student Canada

## Financial Implications

None.

## Link to Strategic Priorities

Applicable	2023-2026 Strategic Priorities
<input type="checkbox"/>	Sustainable Growth: Achieve prosperity and a livable community through sustainable growth.
<input checked="" type="checkbox"/>	Community Health and Inclusion: Integrate community health and inclusion into our places and spaces and everything we do.
<input checked="" type="checkbox"/>	Service Experience: Enhance the experience of Team Tecumseh and our citizens through responsive and respectful service.

## 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.

Prepared by:

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Senior Planner

Reviewed by:

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Reviewed by:

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Director Development Services

Recommended by:

Margaret Misek-Evans, MCIP, RPP  
Chief Administrative Officer

<b>Attachment Number</b>	<b>Attachment Name</b>
1	Current TTS Fixed Route