



The Corporation of the Town of Tecumseh

Development Services

To: Mayor and Members of Council

From: Brian Hillman, Director Development Services

Date to Council: February 13, 2024

Report Number: DS-2024-02

Subject: Tecumseh Transit Service (TTS)
2023 Annual Status Report
OUR FILE: T03 TTS

Recommendations

It is recommended:

That DS-2024-02 – Tecumseh Transit Service (TTS) 2023 Annual 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 2023 calendar year. The TTS has seen an increase in ridership since the re-introduction of the fixed-route hybrid 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) recently completed 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 25 kilometres and 35 stops from Monday to Friday, with an on-demand

service operating on Saturdays (see Attachment 1). The current fixed-route was revised in November of 2023 after a public consultation process that resulted in the removal/relocation of various bus-stop locations to improve the timing and reliability of the TTS.

The Town manages the service but contracts the operation and maintenance of the two Town-owned buses to First Canada ULC.

The purpose of this Report is to provide Council with a ridership and revenue summary of the TTS for 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 hybrid service after the on-demand trial period from 2022.

Comments

2023 Ridership Analysis

As illustrated in Figure 1 below, 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 for January to March 2022, daily ridership was slightly higher than the balance of that year, as the TTS operated as a fixed-route during those months. In 2022, the on-demand monthly daily ridership levels were approximately 35-40 riders per day. Average monthly daily ridership levels in 2023 were greater than the daily average of the on-demand period of the TTS in 2022. Monthly average daily ridership for 2023 ranged from a high of 69 riders per day in October to a low of 44 riders per day in January. While the overall average daily ridership for 2023 was 57 riders per day (an increase from 2022), it still remains below the 95 riders per day average for pre-COVID 19 levels from 2019.

Figure 1
Average Daily Ridership by Month
2022 and 2023

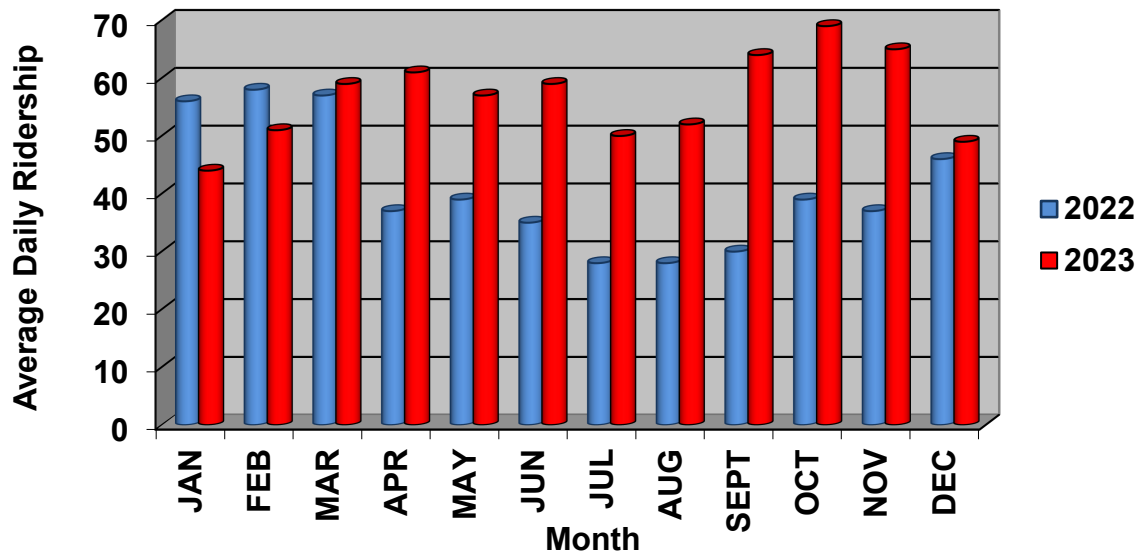
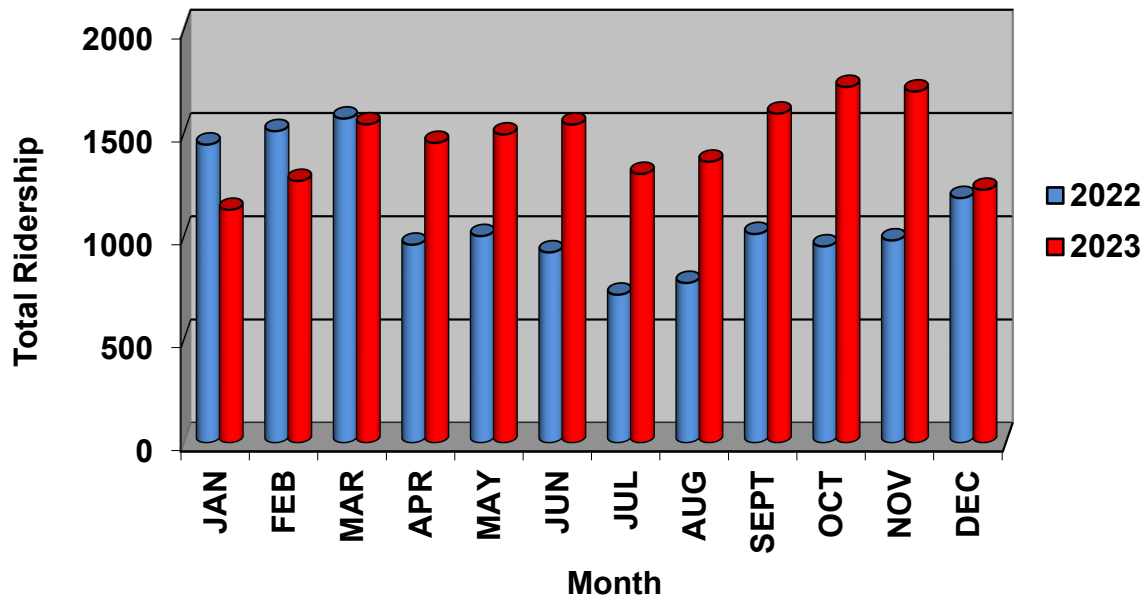


Figure 2 below illustrates total monthly ridership from January 2022 to the end of December 2023. Monthly ridership in 2023 exceeded ridership for the majority of the months when compared to 2022. April to November 2023 ridership levels were significantly higher than their 2022 counterpart. However, it should be noted that the majority of the 2022 TTS service (April to December 2022) operated as the on-demand system. A high of 1,723 riders was achieved in October 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.

In total, 17,330 riders used the TTS in 2023, which is up from the 2022 total of 13,023. This represents a 33% increase in ridership from 2022. However, 2023 overall ridership levels remain below the peak ridership level of 28,707 experienced in 2019.

Figure 2
Total Monthly Ridership
2022 and 2023



The TTS route and bus stop locations were modified following the implementation of the fixed-route/on-demand hybrid approach in 2022. The locations were subsequently further modified in November of 2023 to restore reliability to the system. These changes have made year-over-year comparisons difficult. However, the most frequently used stops continue to be Tecumseh Mall, followed by the bus stops immediately preceding the Tecumseh Mall stop on Southfield Drive, the Zehrs grocery store plaza on Manning Road and the bus stop located at the Manning Road/St. Gregory's Road intersection.

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 18.4% of the total ridership, and the afternoon peak period between 3:00 p.m. and 5:00 p.m., which accounted for 21.3% of the total ridership. Ridership levels were also relatively higher during the 2:00 p.m. to 4:00 p.m. hour, primarily due to student usage at the end of the school day and after-school activities. 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.

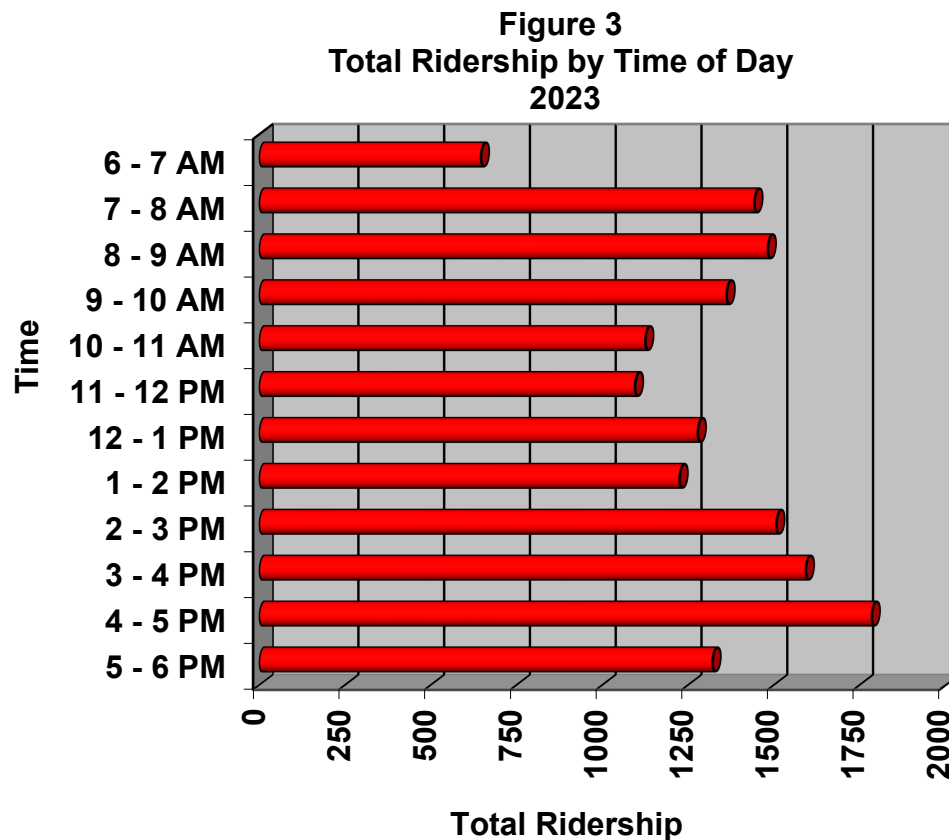
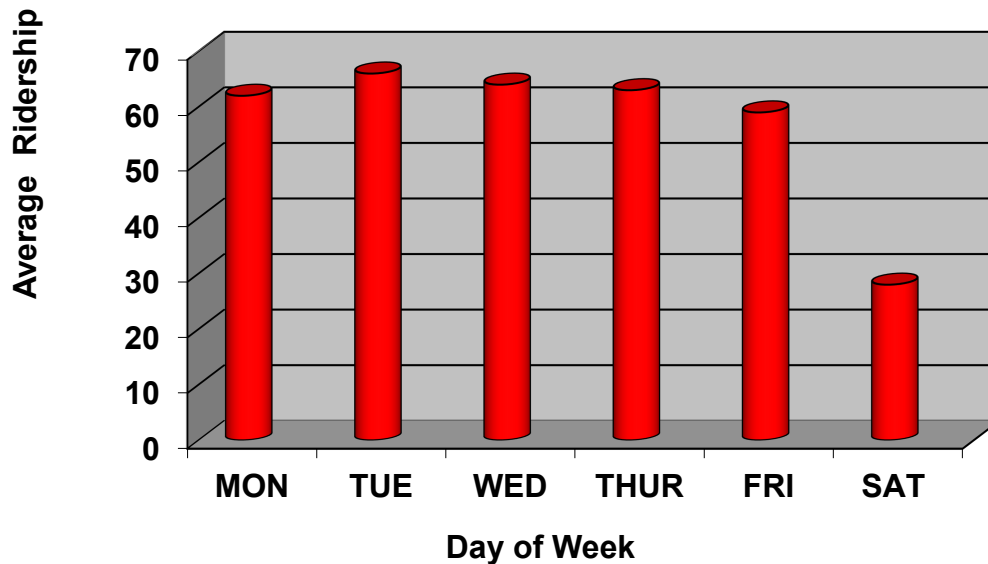


Figure 4 below illustrates that, except for Saturday, there does not seem to be any significant differentiation amongst the days of the week on which people are using the transit system. Lower ridership on the Saturday on-demand service is attributed to fewer places of employment being open and schools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

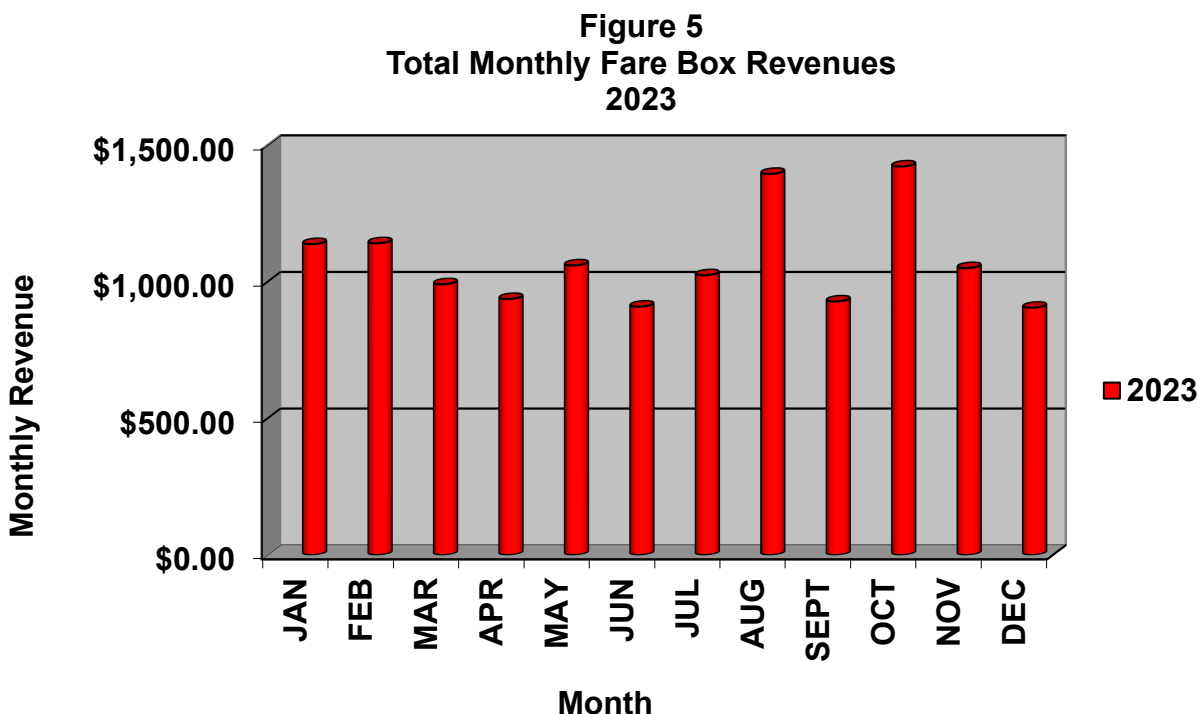
Figure 4
Average Daily Ridership by Day of the Week
2023



2023 Ridership Revenue Analysis

Figure 5 provides a summary of the monthly total fare box revenues generated by the TTS for 2023. Total monthly fare box revenues for 2023 were \$12,907. An additional \$3,860 was also generated through the sale of 69 bus passes in 2023 and \$450 was generated through the sale of pre-paid student single-ride tickets for students who attend after-school activities at L'Essor High School. Accordingly, the total revenue for 2023 was \$17,217, which is up from the 2022 total of \$7,996. This represents a 216% increase in overall revenues from 2022. It should be noted that in 2022, for the initial month of the on-demand pilot project, the service was offered for free.

Of the 69 bus passes that were issued in 2023, 42 were sold to seniors, 19 were sold to adults and eight 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.



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.

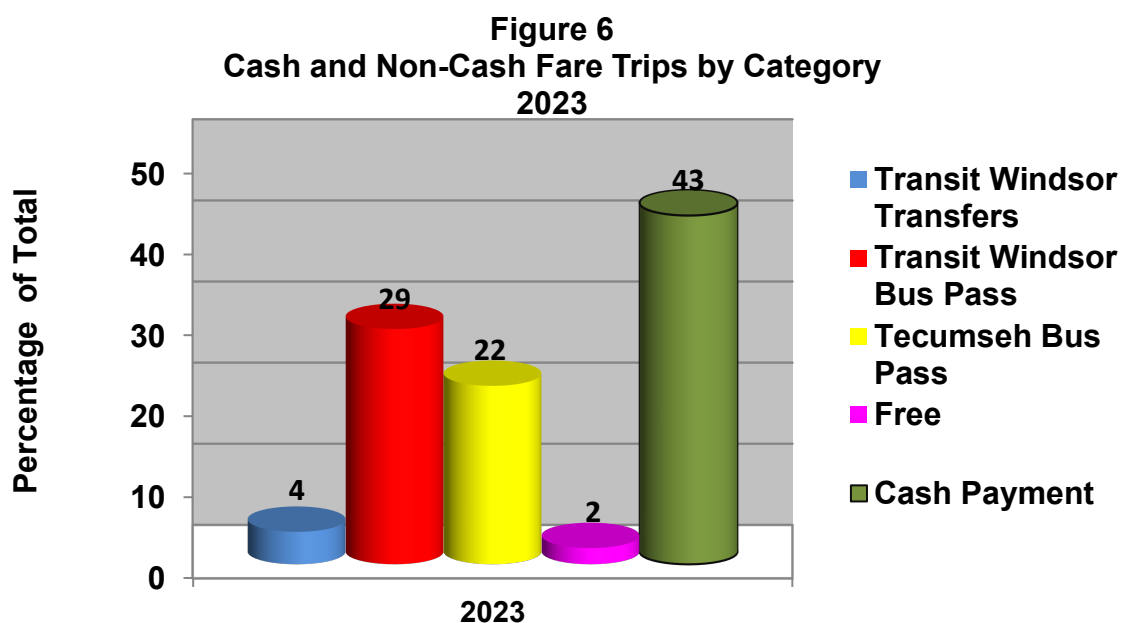
For 2023, Transit Windsor transfers accounted for 4% of total trips and 7% of all non-cash fare trips. These trips are primarily Tecumseh residents who pay an outbound fare (to get to Tecumseh Mall), continue into Windsor by using the Transit Windsor system, then return to Tecumseh by using the transfer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

Trips using a Transit Windsor bus pass, which accounted for 29% of total trips and 52% 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.

In 2023, passengers using a TTS bus pass, accounted for 22% of total trips and 38% 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 in 2023.



Summary

TTS ridership levels have increased since the re-introduction of the fixed-route/on-demand hybrid system but continue 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. Despite the lower ridership (relative to pre-pandemic levels) the TTS remains an essential service for many in the community. In addition, Administration believes that the recent revisions to the TTS in late 2023 have created a more reliable transit service which has lead to

greater customer satisfaction and will ultimately lead to increased ridership moving forward.

Consultations

First Canada ULC

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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Reviewed by:

Chad Jeffery, MA, MCIP, RPP
Manager Planning Services & Local Economic Development

Reviewed by:

Brian Hillman, MA, MCIP, RPP
Director Development Services

Recommended by:

Margaret Misek-Evans, MCIP, RPP
Chief Administrative Officer

Attachment Number	Attachment Name
1.	Current TTS Fixed Route