



The Corporation of the Town of Tecumseh

Development Services

To: Mayor and Members of Council

From: Brian Hillman, Director Development Services

Date to Council: March 11, 2025

Report Number: DS-2025-11

Subject: Tecumseh Transit Service (TTS)
2024 Annual Status Report
OUR FILE: T03 TTS

Recommendations

It is recommended:

That Report DS-2025-11 – Tecumseh Transit Service (TTS), 2024 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 2024 calendar year. The TTS experienced an increase in ridership levels and total revenue of 7.5% and 14% respectively for 2024 when compared to 2023, but levels continue to be below pre-pandemic levels.

Background

The Tecumseh Transit Service (TTS) recently completed its fifteenth 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 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 2024 calendar year.

Comments

2024 Ridership Analysis

A total of 18,588 riders used the TTS in 2024, which is up from the 2023 total of 17,330. This represents approximately a 7.5% increase in ridership from 2023. The peak ridership for any given day was 96 which occurred in October.

Figure 1 below illustrates total monthly ridership from January 2023 to the end of December 2024. Monthly ridership in 2024 exceeded ridership for the majority of the months when compared to 2023. A high of 1,816 riders was achieved in October of 2024, with a low of 1,249 riders in August of 2024, due in large part to the drop in student ridership during the summer months.

Figure 2 below translates the 2024 monthly ridership numbers into monthly daily average ridership, which ranged from a high of 70 riders per day in October to a low of 48 riders per day in August. The overall average daily ridership for 2024 was 61 riders, which is an increase from 57 riders per day in 2023.

Figure 1
Total Monthly Ridership
2023 and 2024

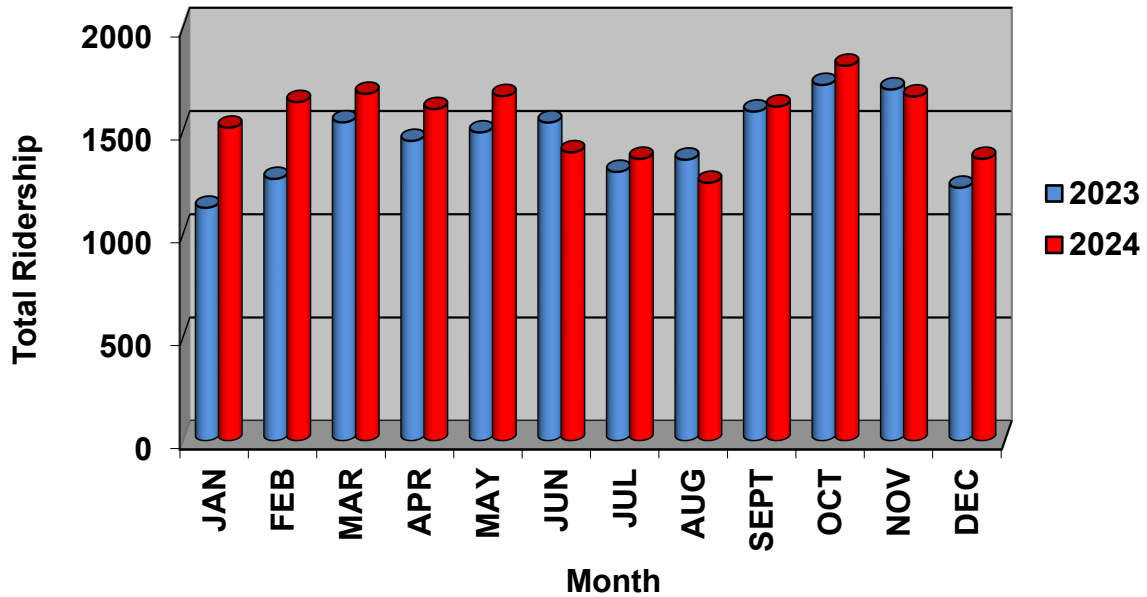
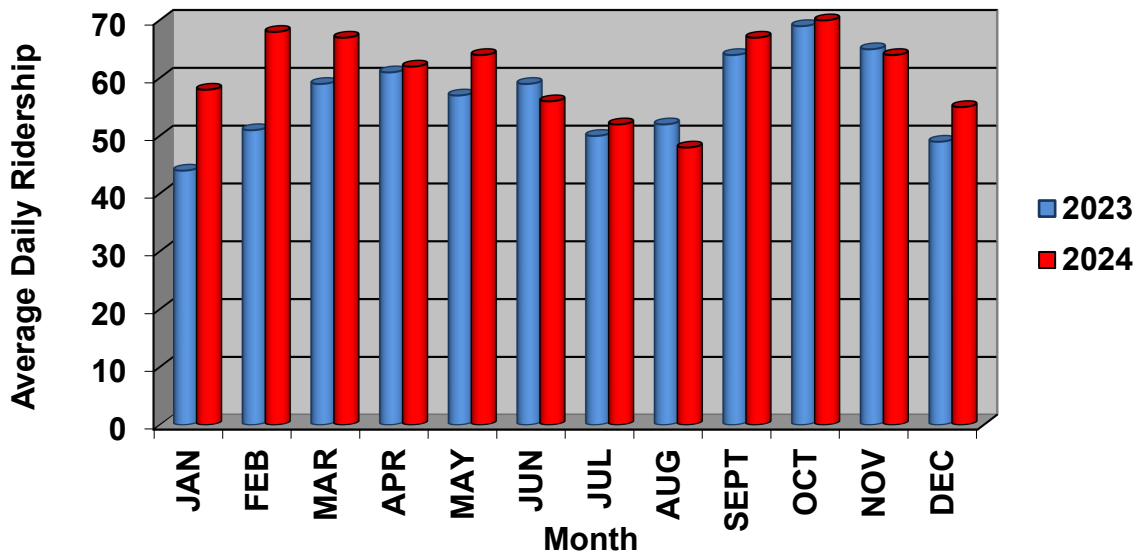


Figure 2
Average Daily Ridership by Month
2023 and 2024



The TTS route and bus stop locations were modified following the implementation of the fixed-route/on-demand hybrid approach in 2022 and further modified in November of 2023 to restore reliability to the system. These changes have made year-over-year comparisons difficult. However, over the lifespan of the TTS, the most frequently used bus stops continue to be the following:

1. Tecumseh Mall in Windsor (50.4% of total ridership);
2. Food Basics grocery store plaza on Manning Road (7.9% of total ridership);
3. L'Essor High School / Cada Library (4.7% of total ridership);
4. Zehrs grocery store plaza on Manning Road (4.1% of total ridership); and
5. Southfield bus stop immediately preceding Tecumseh Mall (3.2% of total ridership).

In total, these five bus stops accounted for approximately 70% of total ridership boardings in 2024, with the remaining 30% of ridership boardings being distributed to the remaining 30 bus stop locations.

As illustrated in Figure 3 below, the TTS was in highest demand during the early morning period of 7:00 a.m. to 8:00 a.m., accounting for 9.4% of the total ridership, and the afternoon peak period between 3:00 p.m. and 5:00 p.m., which accounted for 23.1% of the total ridership. These peaks can be attributed to riders going to and from work and school. The lowest levels of ridership occurred during the first hour of the day.

Figure 3
Total Ridership by Time of Day
2024

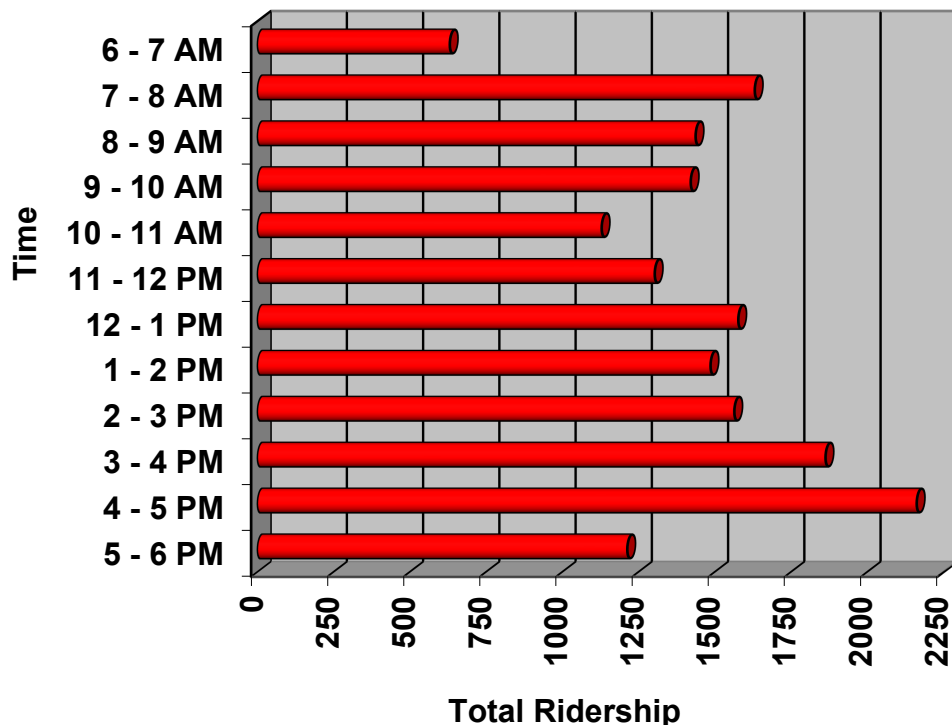
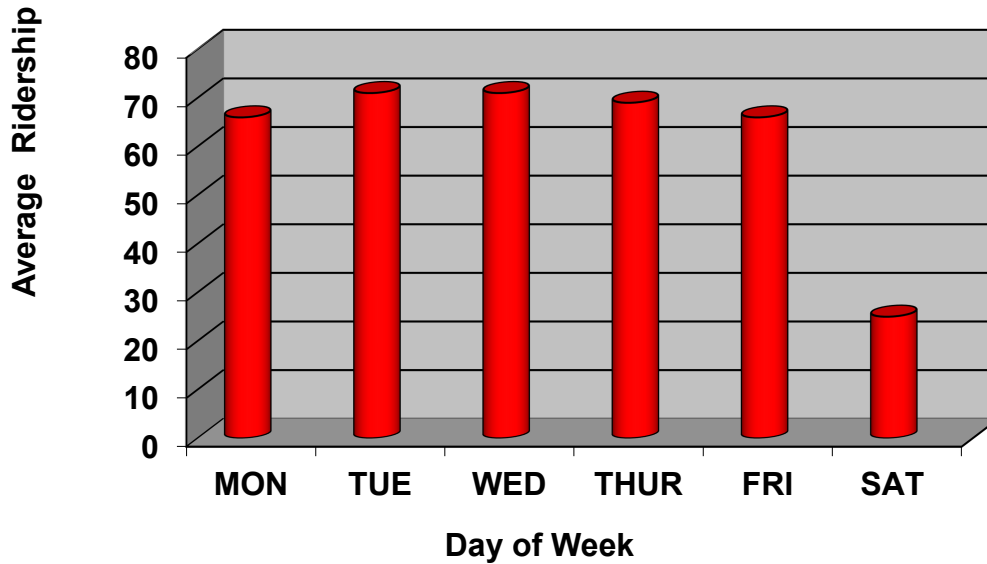


Figure 4 below illustrates that, except for Saturday, there does not seem to be any significant differentiation amongst the days of the week on which people are using the transit system. Lower ridership on the Saturday on-demand service is attributed to fewer places of employment being open and schools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

Figure 4
Average Daily Ridership by Day of the Week
2024

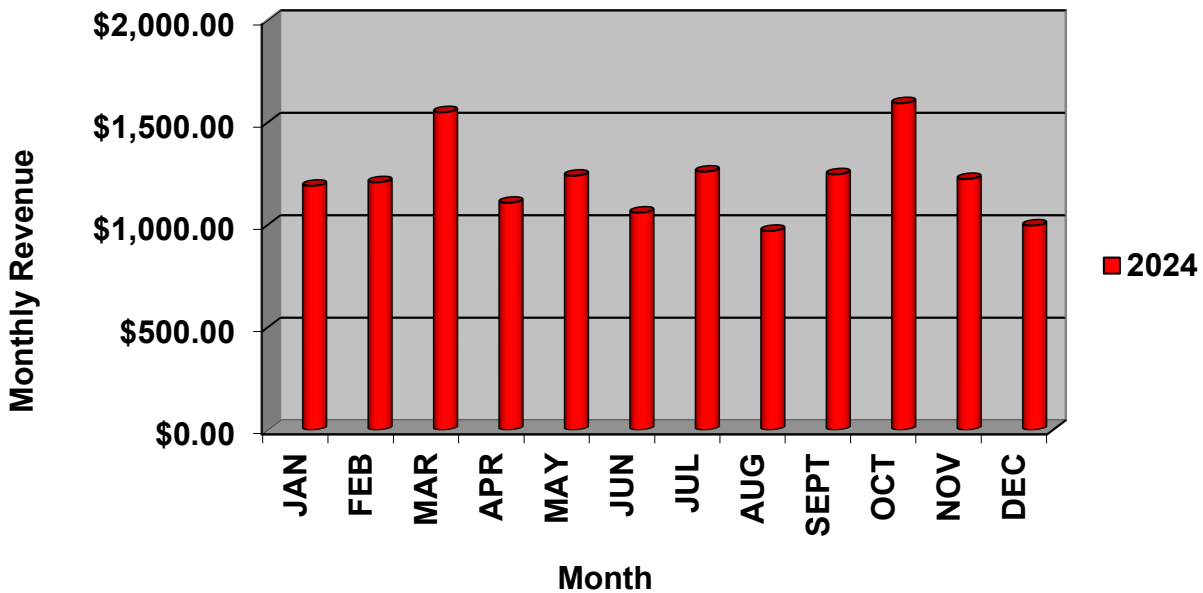


2024 Ridership Revenue Analysis

Figure 5 provides a summary of the monthly total fare box revenues generated by the TTS for 2024. Total monthly fare box revenues for 2024 were \$14,268. An additional \$4,945 was also generated through the sale of 88 bus passes in 2024 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 2024 was \$19,663, which is up from the 2023 total of \$17,217. This represents a 14% increase in overall revenues from 2023.

Of the 88 bus passes that were issued in 2024, 47 were sold to seniors, 25 were sold to adults and 16 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
2024



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 and 2024.

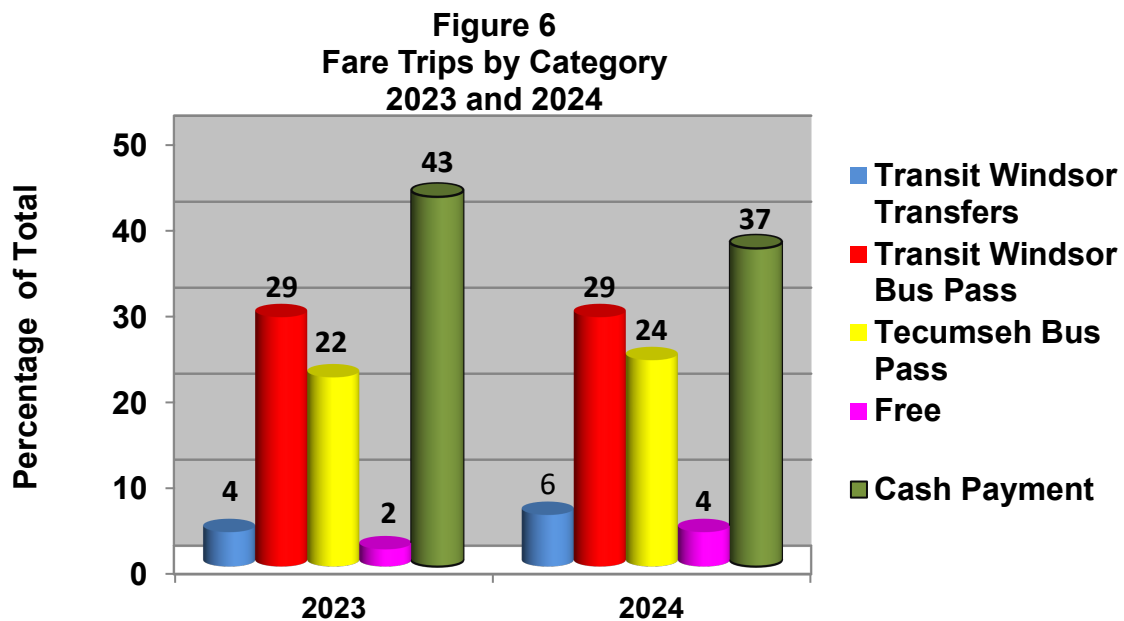
For 2024, Transit Windsor transfers accounted for 6% of total trips and 10% of all non-cash fare trips. These trips are primarily Tecumseh residents who pay an outbound fare (to get to Tecumseh Mall), continue into Windsor by using the Transit Windsor system, then return to Tecumseh by using the transfer stub.

Trips using a Transit Windsor bus pass, which accounted for 29% of total trips and 47% 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 2024, passengers using a TTS bus pass accounted for 24% of total trips and 39% 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 4% of total trips in 2024.



Initiatives Planned for 2025

Transit Delivery and Maintenance Services Agreement

As noted earlier in this Report, the Town manages the TTS but contracts the operation and maintenance of the Town-owned buses to First Canada ULC (formerly First Student Canada). First Canada ULC has been the TTS service provider since its inception in 2009. Council recently executed an Amending Agreement to the existing Transit Delivery and Maintenance Services Agreement between the Town of Tecumseh and First Canada ULC, facilitating a one-year extension to the existing contract for the period January 1, 2025 to December 31, 2025. This contract extension addresses the operation and maintenance of the three electric buses that are expected to be in operation in the first quarter of 2025.

Over the first half of this year, Administration will be developing an RFP to select a Transit Delivery and Maintenance Service provider for commencement in 2026 while having regard to potential service alignments with neighbouring municipalities.

Assessment of Service Extension into the Tecumseh Hamlet

In May of 2024, Council passed a resolution (RCM 122/24) directing that “Administration prepare a report to determine the feasibility and cost of extending the public transit route to include Ward 4 along Lesperance Road up to County Road 42 in Ward 5”. This report was to be addressed after the adoption of the Tecumseh Hamlet Secondary Plan. Accordingly, now that the Secondary Plan has been adopted, Administration will be undertaking the analysis and preparing the corresponding report for Council’s consideration by mid-2025.

Delivery of New Electric Buses

The three Karsan e-Jest electric buses purchased by the Town, with assistance from the Rural Transit Solutions Fund, are currently being outfitted (see Attachment 2) and will be ready for delivery in the second week of March. Their delivery is being coordinated with the installation of the charging infrastructure at the Lacasse Public Works Yard. Once delivered, drivers and mechanics will undergo two days of training prior to the buses being introduced into the TTS. Accordingly, it is anticipated that they will be in service before the end of March.

Summary

The TTS experienced a marginal increase in ridership levels and total revenue for 2024 when compared to 2023. The introduction of new electric buses into the TTS will have a positive effect on ridership while decreasing the environmental impact of the operation. Administration continues to explore ways to optimize the transit service.

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:

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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
2.	New TTS Electric Bus Images