



The Corporation of the Town of Tecumseh

Planning & Building Services

To: Mayor and Members of Council

From: Brian Hillman, Director Planning & Building Services

Date to Council: August 13, 2019

Report Number: PBS-2019-27

Subject: Tecumseh Transit Service (TTS)
January to June 2019 Status Report
OUR FILE: T03 TTS

Recommendations

It is recommended:

That PBS-2019-27 – Tecumseh Transit Service (TTS), January to June 2019 Status Report, **be received**.

Background

The Tecumseh Transit Service (TTS) is now mid-way into its tenth year of operation since it was introduced to the northerly urban area of the Town in December of 2009. The TTS operates on a recently revised circuitous route with a one-hour headway covering 30 kilometres and 43 stops. This revised route was introduced in May of 2018 after an extensive public consultation process that resulted in some bus stop locations being removed and others added in an attempt to minimize delays in service. The Town manages the service but contracts out the operation and maintenance of the two Town-owned buses to First Student Canada (FSC).

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 237,000 riders and has undergone some significant changes in an effort to improve the service.

The purpose of this Planning Report is to provide Council with a ridership and revenue overview of the Tecumseh Transit Service (TTS) for the first six months (January to June) of the 2019 calendar year.

Comments

January to June 2019 Ridership and Revenue Analysis

Ridership Statistics

Monthly ridership averages for the first six months of 2019 ranged from 81-107 riders per day, with the average daily ridership peak of 107 passengers per day occurring in the month of May (see Figure 1 below). These figures represent a small increase in ridership levels compared with the same period for 2018.

Figure 1
Average Daily Ridership by Month
2018 and January to June 2019

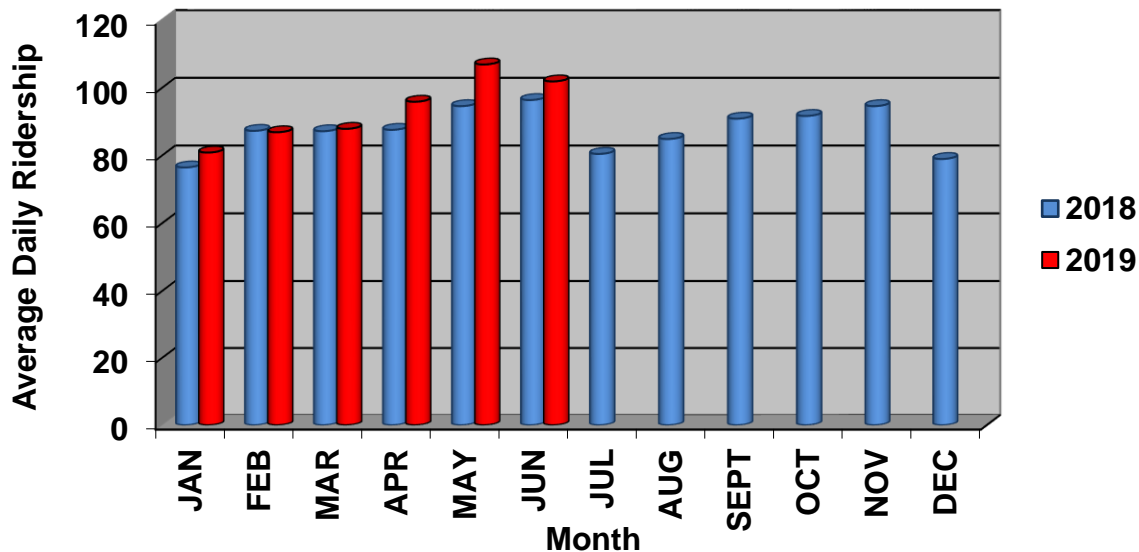


Figure 2 below illustrates ridership levels in the form of total monthly ridership from January 2018 to the end of June 2019. The highest monthly ridership in the first six months of 2019 was recorded in May when a total of 2,879 passengers boarded the TTS. This is the second highest monthly ridership level for the TTS since its inception, approaching the highest ever of 3,015 riders in November of 2012. For comparison purposes, the 2018 total monthly ridership high of 2,511 occurred in June. Overall, total ridership increased by approximately 4.8% (or 672 riders) from January-June 2019 when compared against the same time period in 2018.

Figure 2
Total Monthly Ridership
2018 and January to June 2019

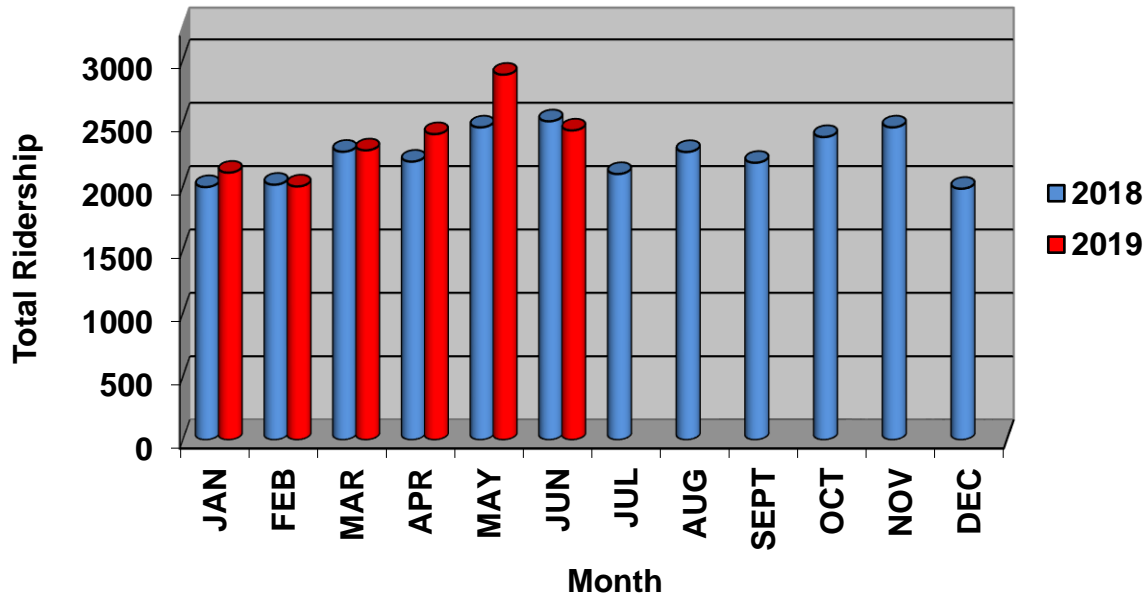


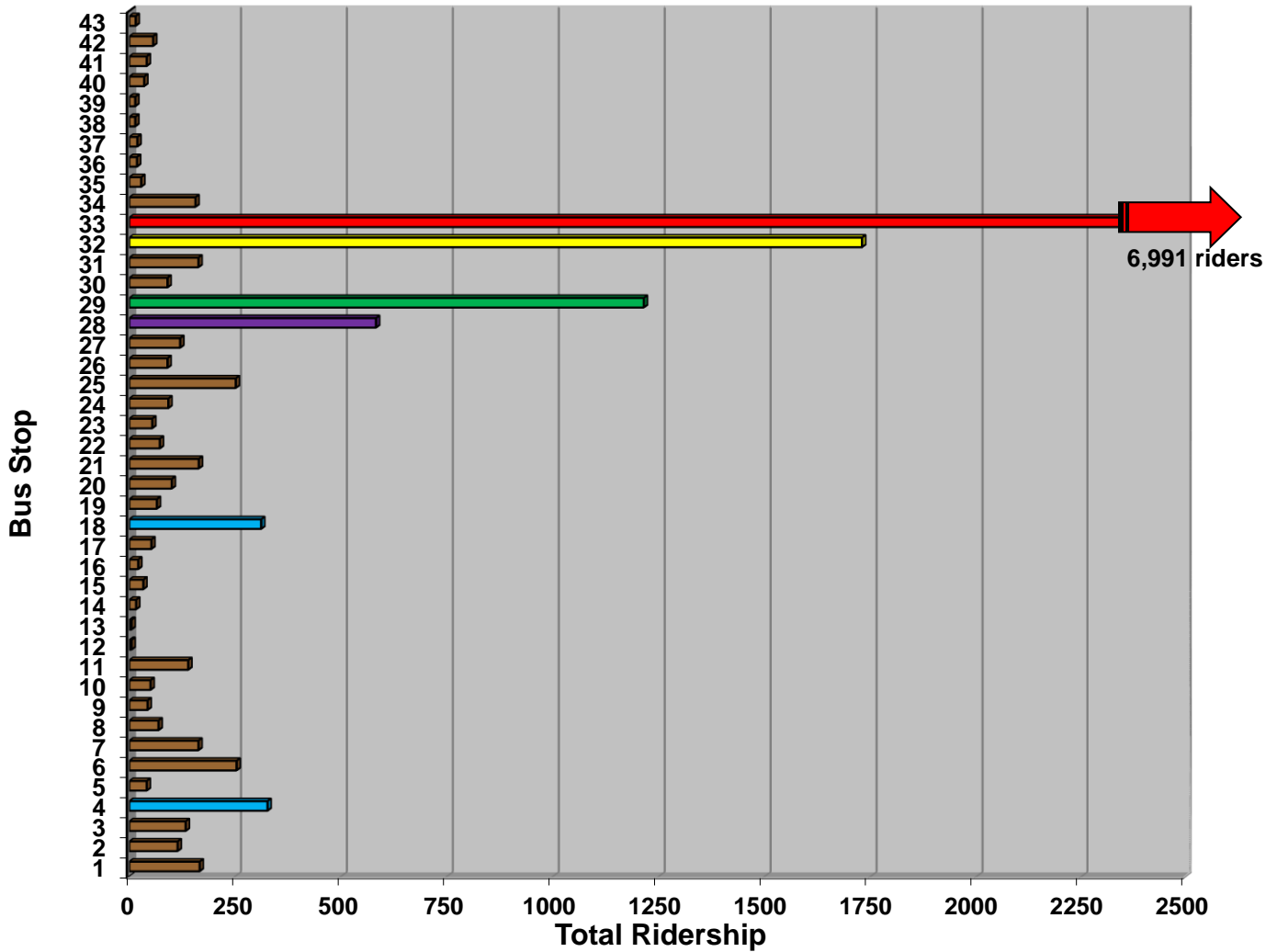
Figure 3 below and Attachment 1 illustrate ridership levels by bus stop for the first six months of 2019.

Similar to previous years, the bus stop at Tecumseh Mall (red bar) continues to be the most popular stop/destination with 6,991 passengers boarding the TTS bus at this location. This amount accounted for 49.5% of all passengers for the first six months of 2019.

The next most popular stops for this period were:

- the bus stop immediately preceding the Tecumseh Mall stop at Southfield Drive (yellow bar - 12.3% of passengers);
- the westbound bus stop at the Shawnee/Arbour intersection (green bar - 8.6% of passengers);
- the bus stop located at the municipal parking lot on Tecumseh Road (purple bar - 4.1% of passengers); and
- the Sobeys Plaza and Tecumseh Medical Plaza locations (blue bars – each with 2.2% of total passengers). It should be noted that the Sobeys Plaza stop has been relocated to the Food Basics grocery store in Tecumseh across Manning Road. Similar ridership numbers are anticipated at that stop.

Figure 3
Total Ridership by Bus Stop
January to June 2019



As illustrated in Figure 4 below, the TTS was in highest demand during the afternoon peak period between 2:00 p.m. to 4:00 p.m. accounting for 22.7% of the total ridership. The demand during this time period is largely attributed to student ridership. Ridership appears to be relatively consistent during the other hours of operation, with each hourly segment accounting for between five and nine percent of total ridership.

Figure 4
Total Ridership by Time of Day
January to June 2019

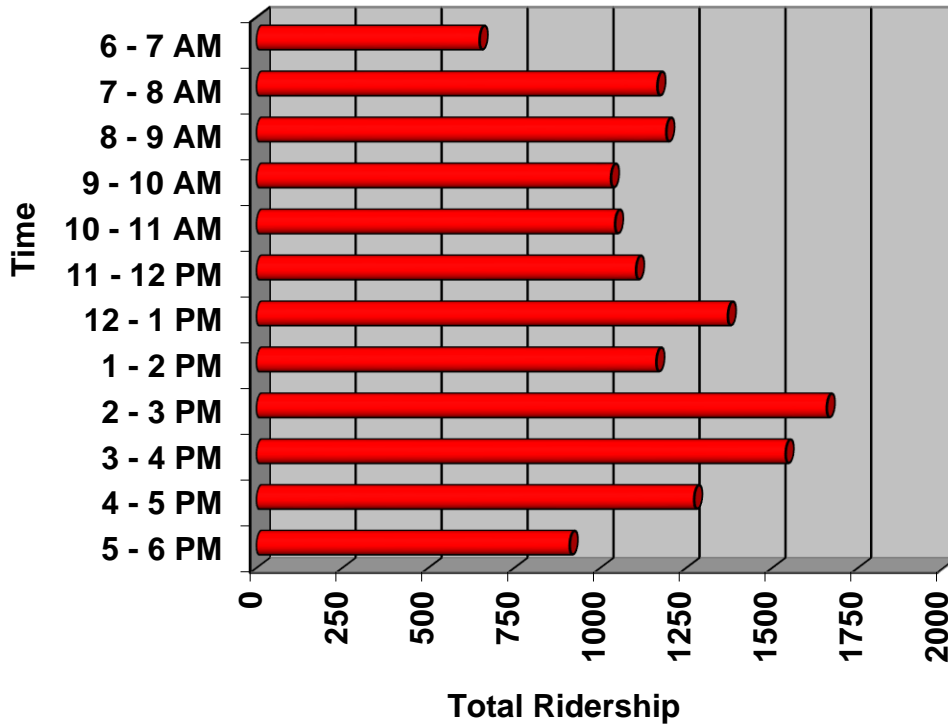
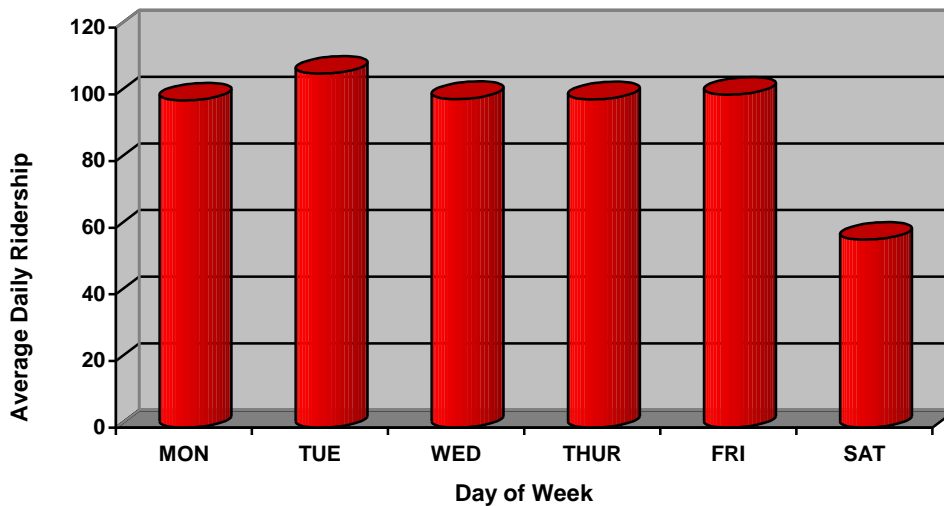


Figure 5 below illustrates that, with the exception of Saturday, there does not seem to be any significant differentiation amongst the days of the week on which people are using the transit system. Lower ridership on Saturdays is attributed to fewer students using the service on this day and to fewer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

Figure 5
Average Daily Ridership by Day of the Week
January to June 2019



Ridership Revenue

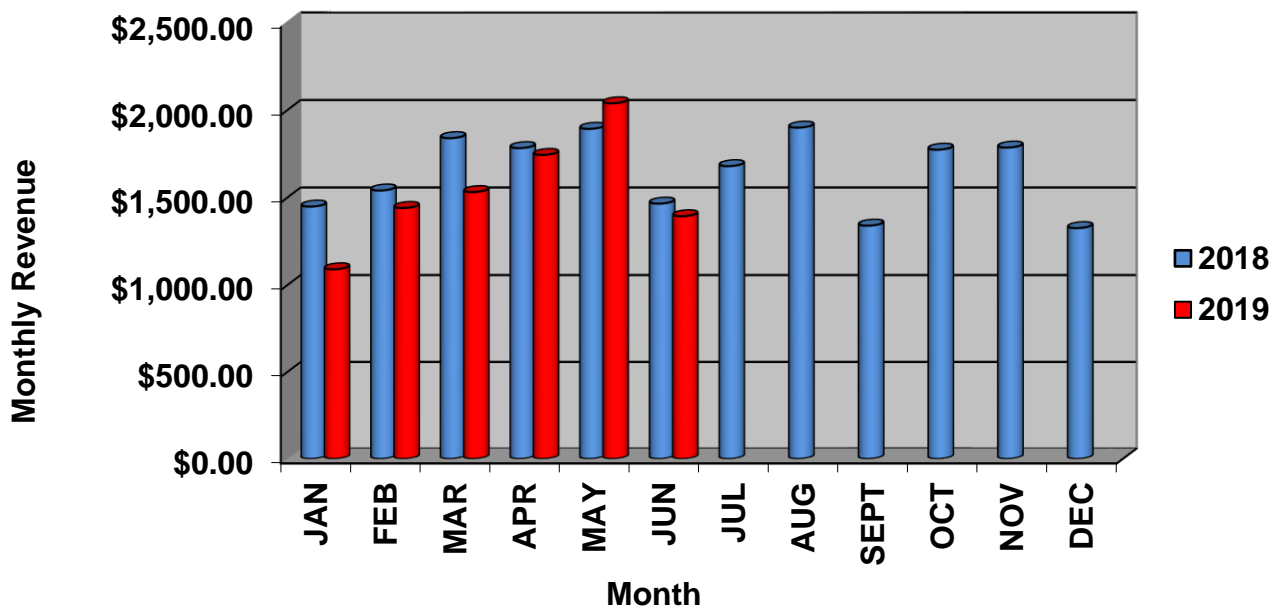
Figure 6 depicts a comparison of monthly total fare box revenues generated by the TTS from January 2018 to the end of June 2019. In 2018, the highest total monthly revenue was \$1,902 in August. It should be noted that the total for this month included an estimated \$115 generated from the Corn Festival Shuttle Service.

For the first six-month period of 2019, the highest monthly fare box revenue occurred in May, with a total of \$2,041.

Total monthly fare box revenues for the first six months of 2019 were \$9,256 (compared to \$9,986 for the first six months of 2018). Although most months generated fewer fares when compared to the same time period in 2018, an additional \$2,715 was also generated through the sale of 42 bus passes from January to June 2019 (compared to \$1,795 generated through the sale of 30 bus passes during the same period of 2018). Accordingly, the total revenue for the first six months of 2019 was \$11,971 (compared to \$11,781 in same period for 2018).

Of the 42 bus passes that were issued so far in 2019, 22 were student passes, 12 were adult passes 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
2018 and January to June 2019



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

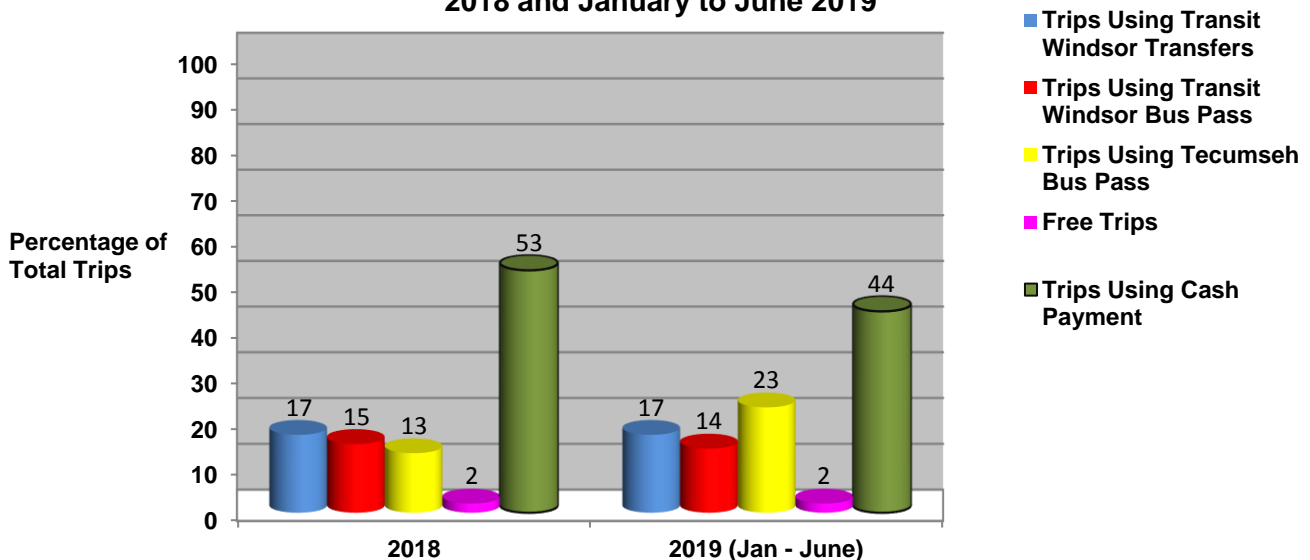
- Transit Windsor transfer;
- Transit Windsor bus pass;
- Tecumseh Transit bus pass; or
- free riders (i.e. child under the age of five, blind persons, veterans and persons assisting a person with a disability)

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 through the use of Transit Windsor transfers and Transit Windsor bus passes. For the first six months of 2019, Transit Windsor transfers accounted for 17% of total trips and 30% 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 14% of total trips and 25% 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.

Figure 7
Cash and Non-Cash Fare Trips by Category
2018 and January to June 2019



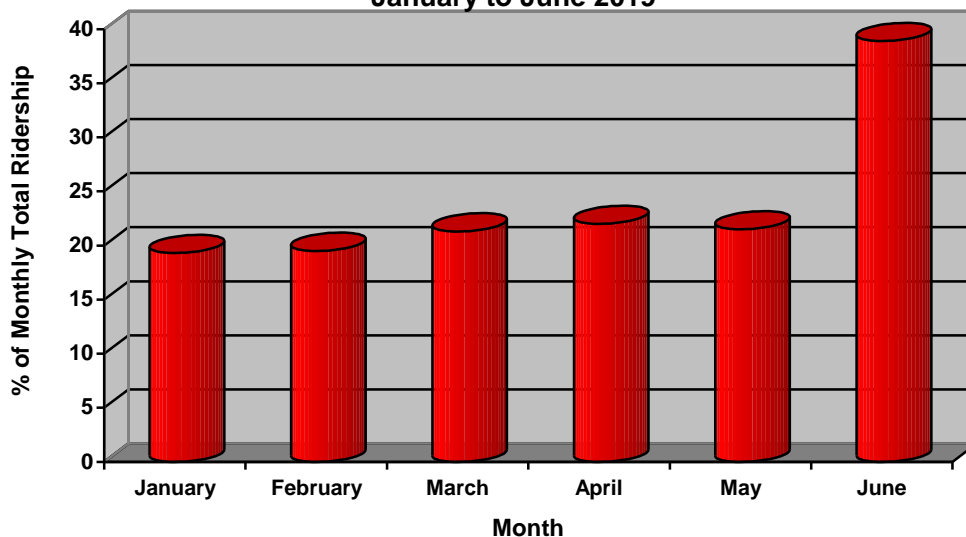
The first six months of 2019 saw a large increase in passengers using a Tecumseh Transit bus pass which provides access to the system at any stop. These passengers accounted for 23% of total trips and 41% of all non-cash fare trips (compared to 13% of total trips and 27% of all non-cash fare trips in 2018). These riders have purchased a monthly bus pass at the Town Municipal Office. It is Administration’s understanding that an increase of student residents that attend schools in Windsor have accounted for this increase.

Free riders, which accounted for 2% of total trips in the first six months of 2019, include any child under the age of five, blind persons, veterans and persons assisting a person with a disability.

Tecumseh Transit Service Promotion

Once again, the TTS offered a promotion for the Town’s seniors during the month of June (Seniors Month), allowing them to ride the TTS free for the entire month. Figure 8 below illustrates that the June promotion resulted in almost double the amount of seniors using the TTS. For the months of January to May 2019, seniors accounted for an average of 20.7% of total TTS rider. In the month of June, seniors accounted for 38.9% of the TTS ridership.

Figure 8
Monthly Percentage of Total Ridership
Accounted For By Seniors
January to June 2019



Summary

The TTS ridership levels for 2019 increased marginally over the 2018 levels. This increase may be attributed to route revisions implemented in mid-2018 to make the service more reliable and the purchase of new, kneeling buses to improve accessibility, safety and comfort for the ridership. The kneeling bus also provided for more efficient loading of wheelchair riders as it negates the need for the external lowering of a ramp on the rear of the older bus, which

takes more time. It is believed that these improvements, along with a promotional effort targeted at seniors assisted with increasing ridership numbers while providing a more effective and reliable transit service.

Consultations

First Student Canada

Financial Implications

None

Link to Strategic Priorities

Applicable	2019-22 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**

1

Ridership by Bus Stop Map

