Ridership vs Cash Fare

Burlington 7-Year Transit Ridership Trend

- Ridership vs Cash Fare
- Data includes ridership and cash fare trends from 2012 to 2018.
- Ridership increases as cash fare decreases.

Follow Up to Committee of the Whole - Budget
Adult Concession Trend

Adult Ridership Trend vs Monthly Pass Cost

- Ridership - Adults
- Adult Monthly Passes - Unrestricted
Student Concession Trend

Student Ridership Trend vs Monthly Pass Cost

- Ridership - Students
- Student Monthly Pass - Unrestricted
Senior Concession Trend

Senior Ridership Trend vs Monthly Pass Cost

- Ridership - Senior
- Senior Monthly Passes - Unrestricted
Burlington, Oakville, Durham Region, Hamilton, York Region, and Brampton have marginal student ridership in comparison to overall service area population.
Ridership Distribution

Ridership Distribution by Route

15 min. service
Ridership on Arterial Roads & at GO Stations

Boardings at Arterial Roads Stops and GO Stations

Arterial Bus Stop Average Weekday Boardings: 8702.6 per day
All Bus Stop Average Weekday Boardings: 11250.9 per day
Percentage: 77.4 %
Ridership by Route Type

<table>
<thead>
<tr>
<th>Route Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Express</td>
<td>Provide limited stop service</td>
</tr>
<tr>
<td>Core</td>
<td>Majority of the route is along an arterial road</td>
</tr>
<tr>
<td>Local</td>
<td>Majority of route is along secondary roads</td>
</tr>
<tr>
<td>Peak</td>
<td>Operate Monday-Friday during peak periods only</td>
</tr>
<tr>
<td>Late Night</td>
<td>Provide coverage on main arterials after 11pm</td>
</tr>
<tr>
<td>Community Connection</td>
<td>Operate Monday-Friday during midday period</td>
</tr>
</tbody>
</table>

Follow Up to Committee of the Whole - Budget
Provincial Gas Tax & Ridership

Provincial Fiscal Year | % Change from Previous Year
--- | ---
2015 | 2.01%
2016 | -0.75%
2017 | 5.97%
2018 | 3.10%

Provincial Gas Tax Allocation

- Ridership
- Population
- Burlington's PGT Allocation

Burlington's PGT Allocation

2014: $1,700,000
2015: $1,800,000
2016: $1,900,000
2017: $2,000,000
2018: $2,100,000
Population Density & Route Network
# Quick Wins in 2019

## Proposed Budget

**Activity** | **Completion Date**
---|---
Bus Bay Movement to South Side of Burlington GO – increasing directness of routes | Sept. 2019
Route Schedule Enhancements (travel time/layover) & Movement to Grid Network | Sept. 2019
SMS / Next Bus Information | Oct. 2019
Alternate Service Delivery Study | Nov. 2019
Completion of Five-Year Business Plan | Nov. 2019
Accessibility Improvements at Bus Stops | Throughout 2019
Seniors Ride Free Mondays
– Oakville Transit Pilot

Survey Results After Pilot
• Majority of usage between 9:00 am and 4:00 pm
• Main purpose for travel was shopping and/or medical app.
• Greatest number of respondents selected Monday as preferred day;
  • Wednesday was second at 23.9%

Net cost during Pilot: ~ $11,300

Net reduction in revenue to expand to full year: ~ $45,224

Pilot indicated an increase in paid rides on the day before and after the free day - This did not materialized
Seniors Ride Free Mondays
– Oakville Transit

Senior Ridership Distribution Average

Senior Ridership (Conventional)
Post Implementation

Follow Up to Committee of the Whole - Budget