

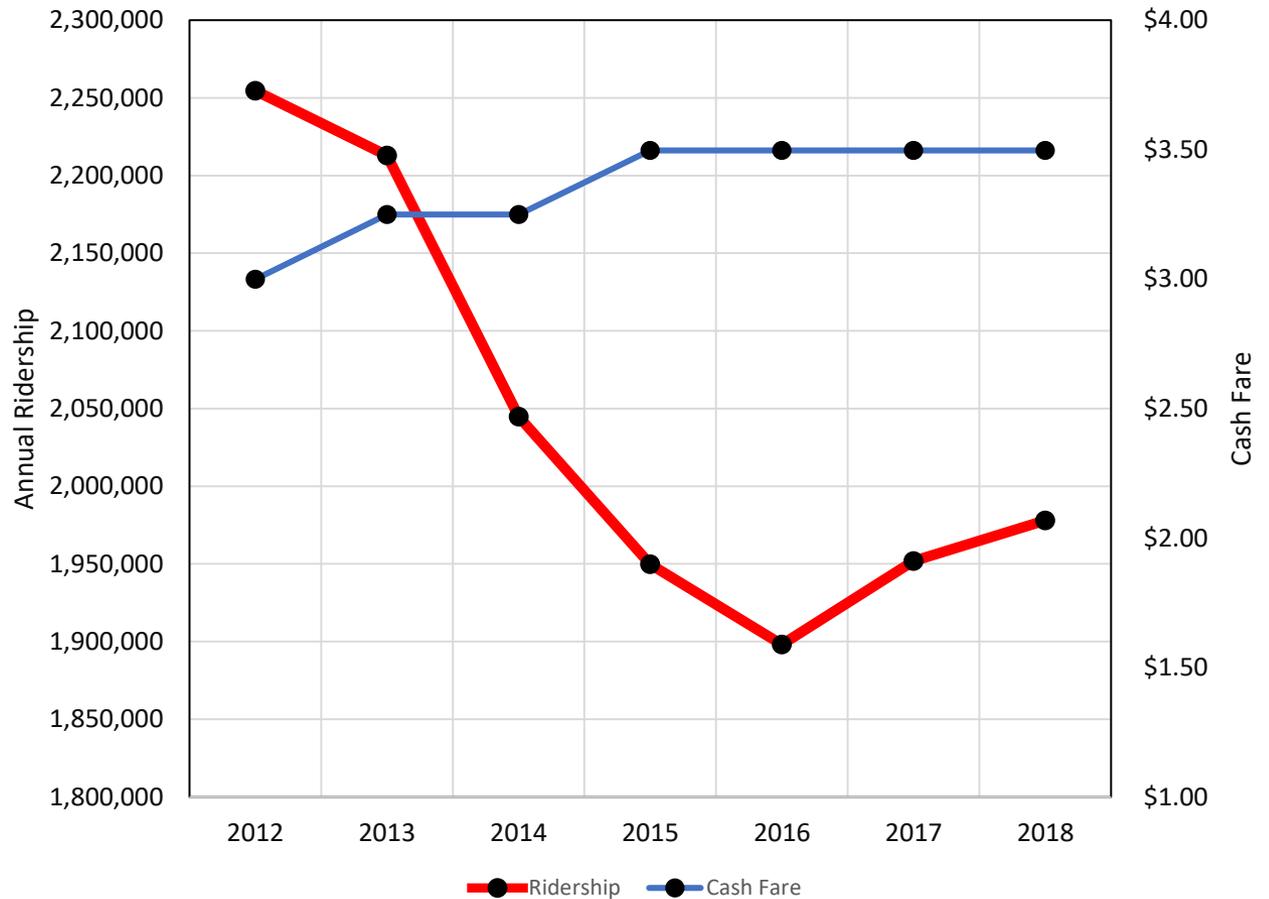


Transit Investment

# Ridership vs Cash Fare

Follow Up to Committee of the Whole - Budget

### Burlington 7-Year Transit Ridership Trend



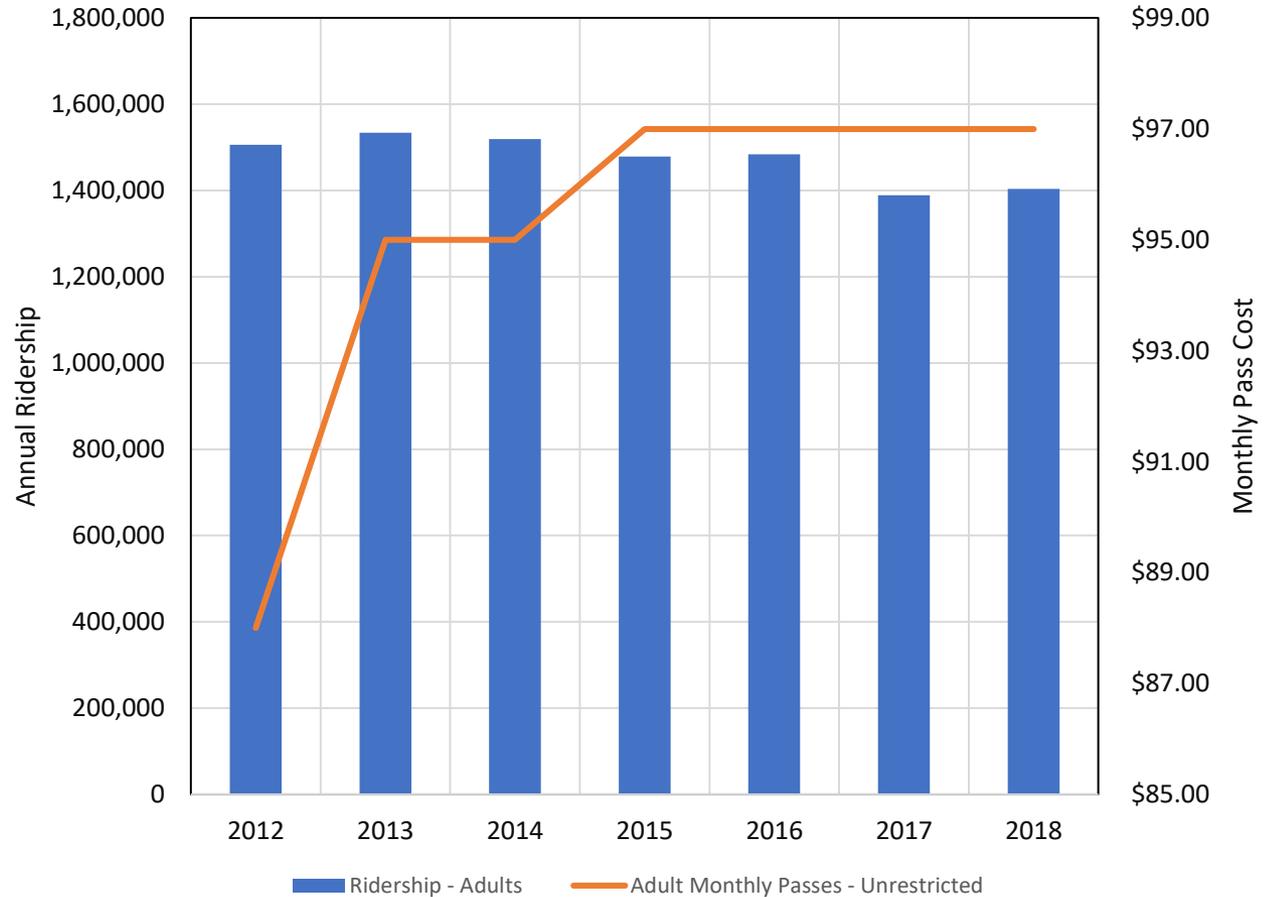


Transit Investment

# Adult Concession Trend

Follow Up to Committee of the Whole - Budget

### Adult Ridership Trend vs Monthly Pass Cost



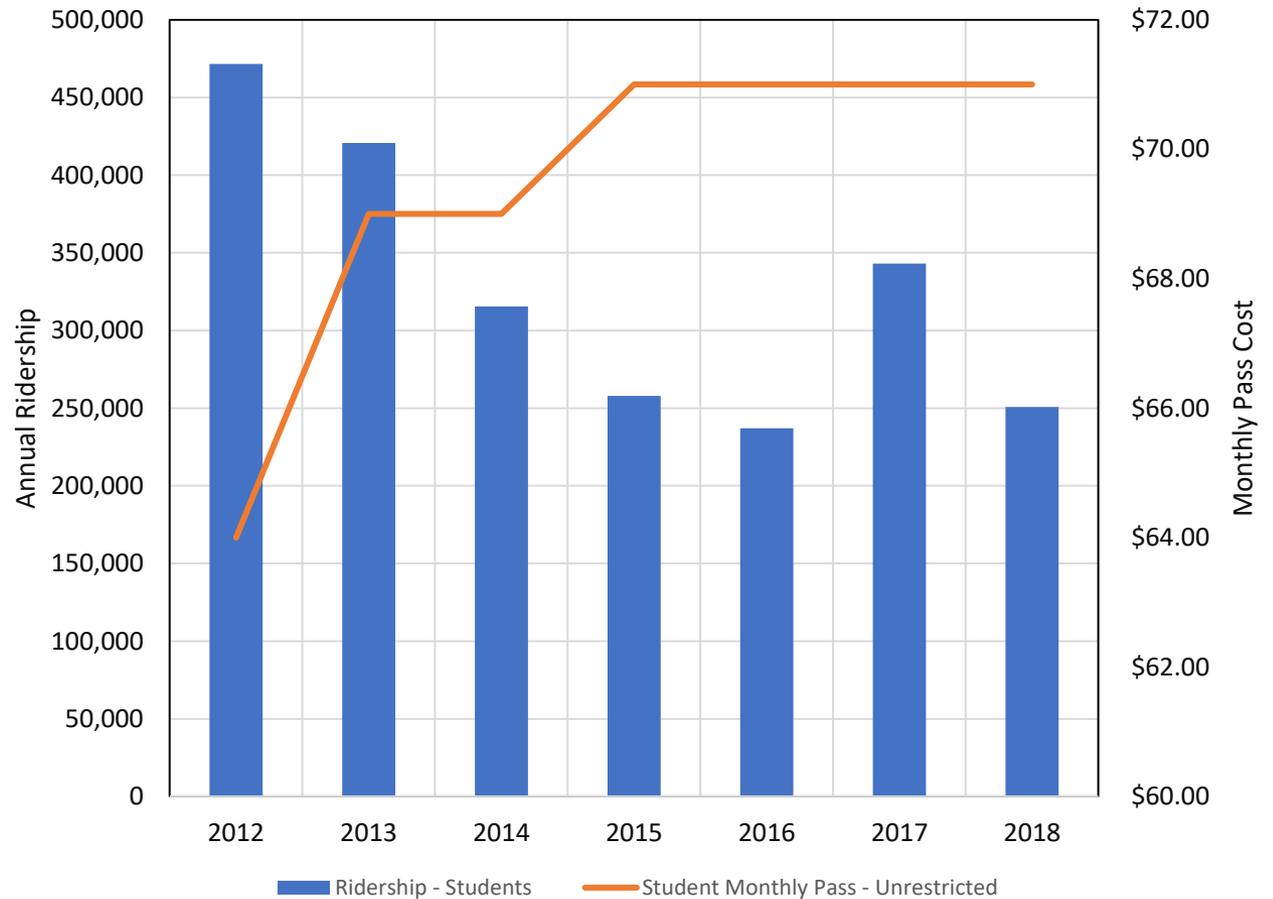


Transit Investment

# Student Concession Trend

Follow Up to Committee of the Whole - Budget

### Student Ridership Trend vs Monthly Pass Cost



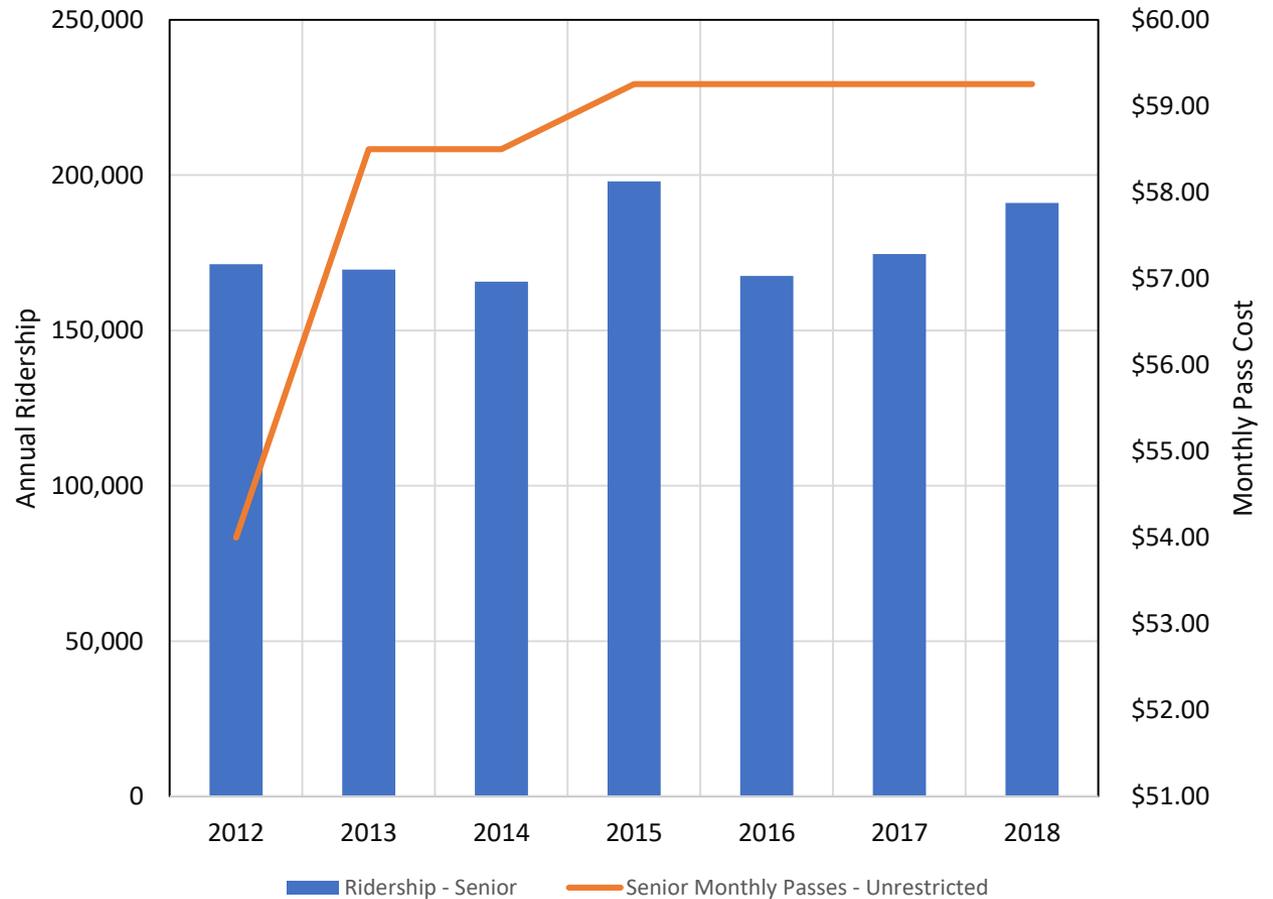


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# Senior Concession Trend

Follow Up to Committee of the Whole - Budget

### Senior Ridership Trend vs Monthly Pass Cost





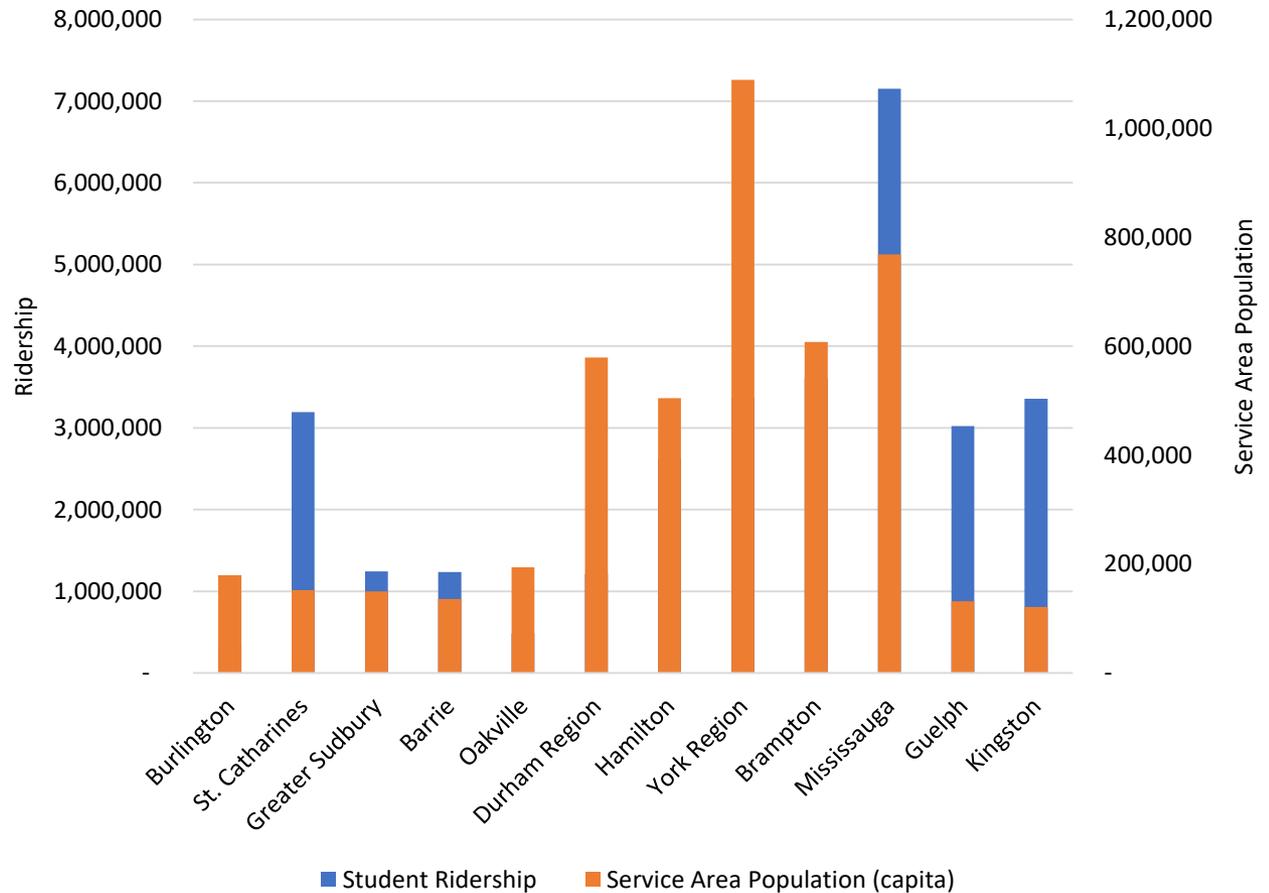
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Follow Up to Committee of the Whole - Budget

Burlington, Oakville, Durham Region, Hamilton, York Region, and Brampton have marginal student ridership in comparison to overall service area population.

# How Do We Compare

## Population vs Student Ridership (2017)



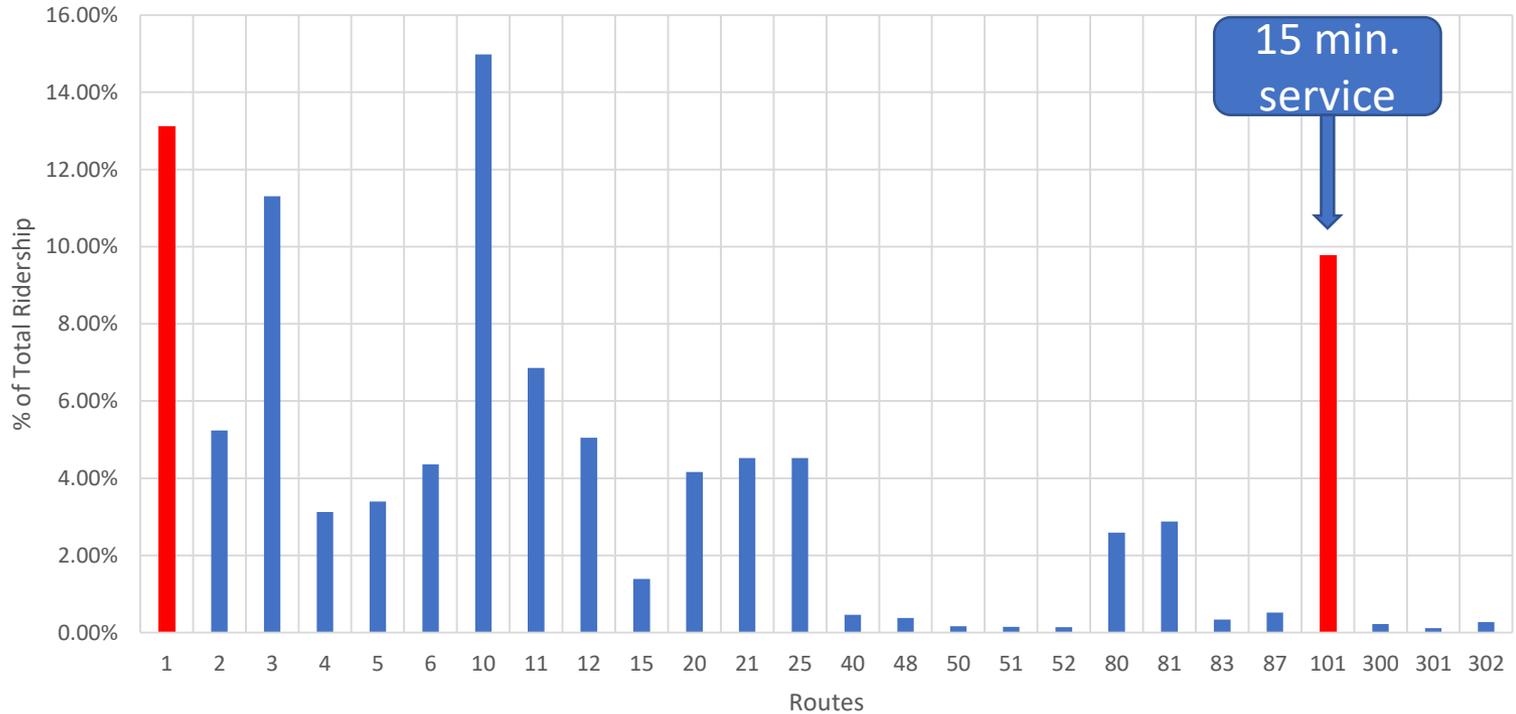


Transit Investment

# Ridership Distribution

Follow Up to Committee of the Whole - Budget

## Ridership Distribution by Route



15 min. service



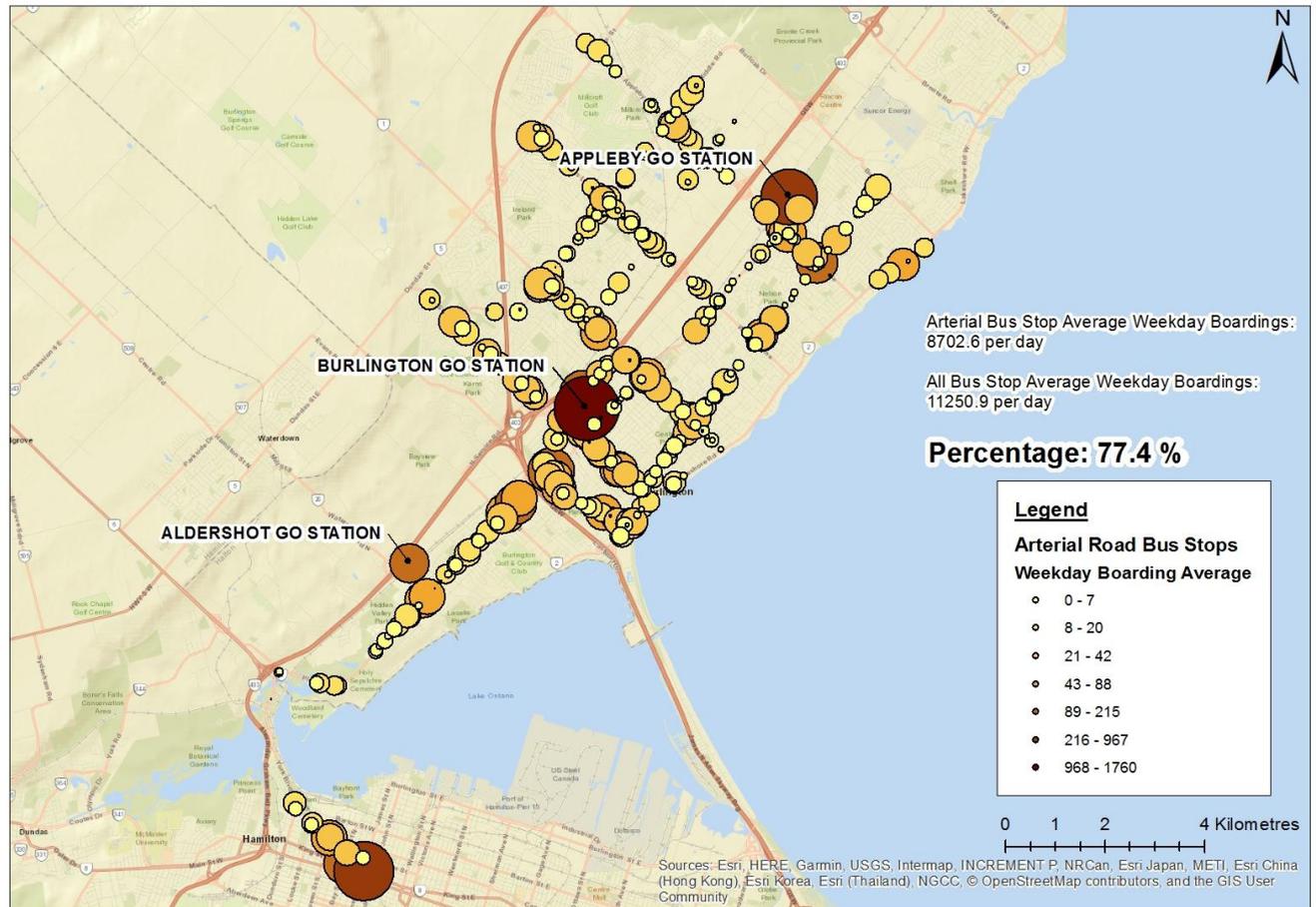


Transit Investment

# Ridership on Arterial Roads & at GO Stations

## Boardings at Arterial Roads Stops and GO Stations

Follow Up to Committee of the Whole - Budget



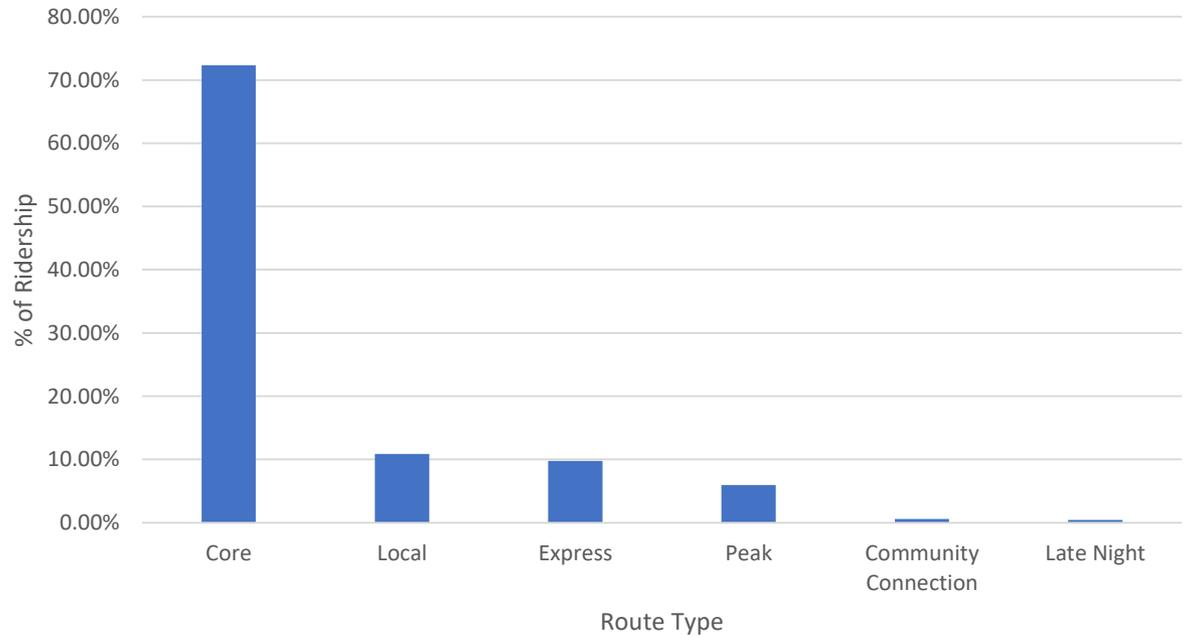


Transit Investment

# Ridership by Route Type

Follow Up to Committee of the Whole - Budget

## Ridership by Route Type



Route Type	Description
Express	Provide limited stop service
Core	Majority of the route is along an arterial road
Local	Majority of route is along secondary roads
Peak	Operate Monday-Friday during peak periods only
Late Night	Provide coverage on main arterials after 11pm All late night routes operate from the Burlington GO station
Community Connection	Operate Monday-Friday during midday period



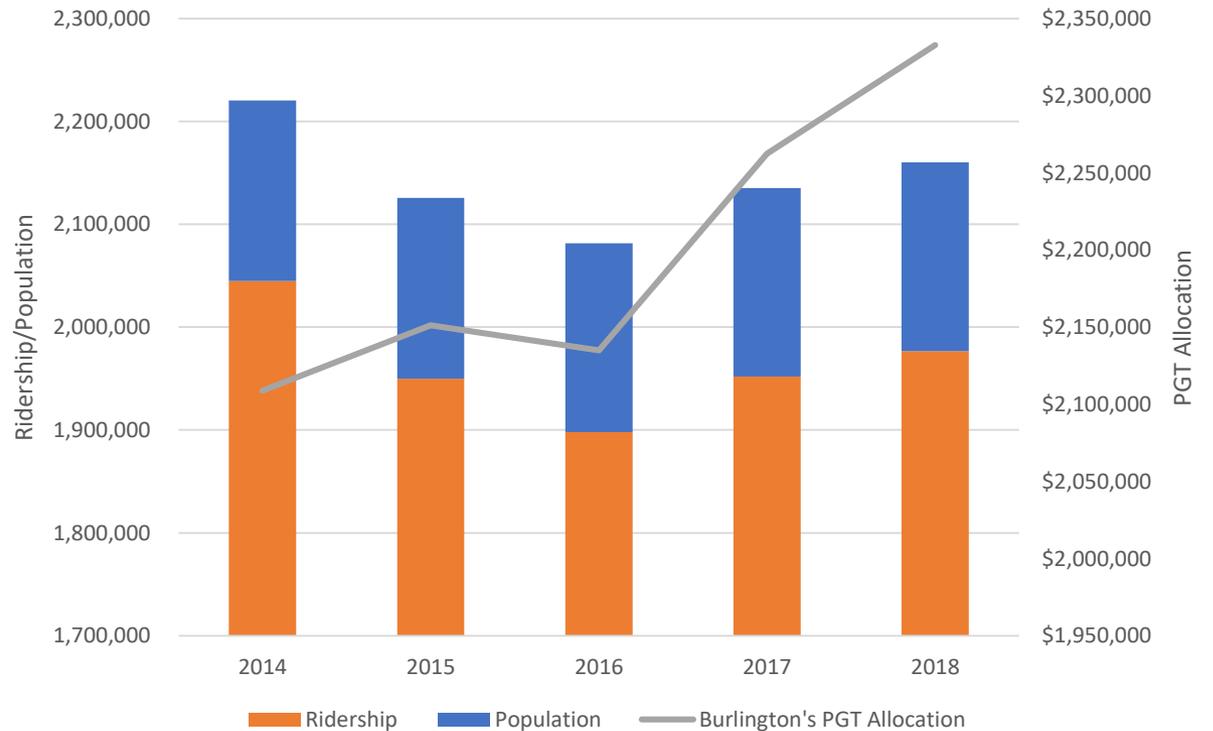
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# Provincial Gas Tax & Ridership

Follow Up to Committee of the Whole - Budget

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

Provincial Gas Tax Allocation

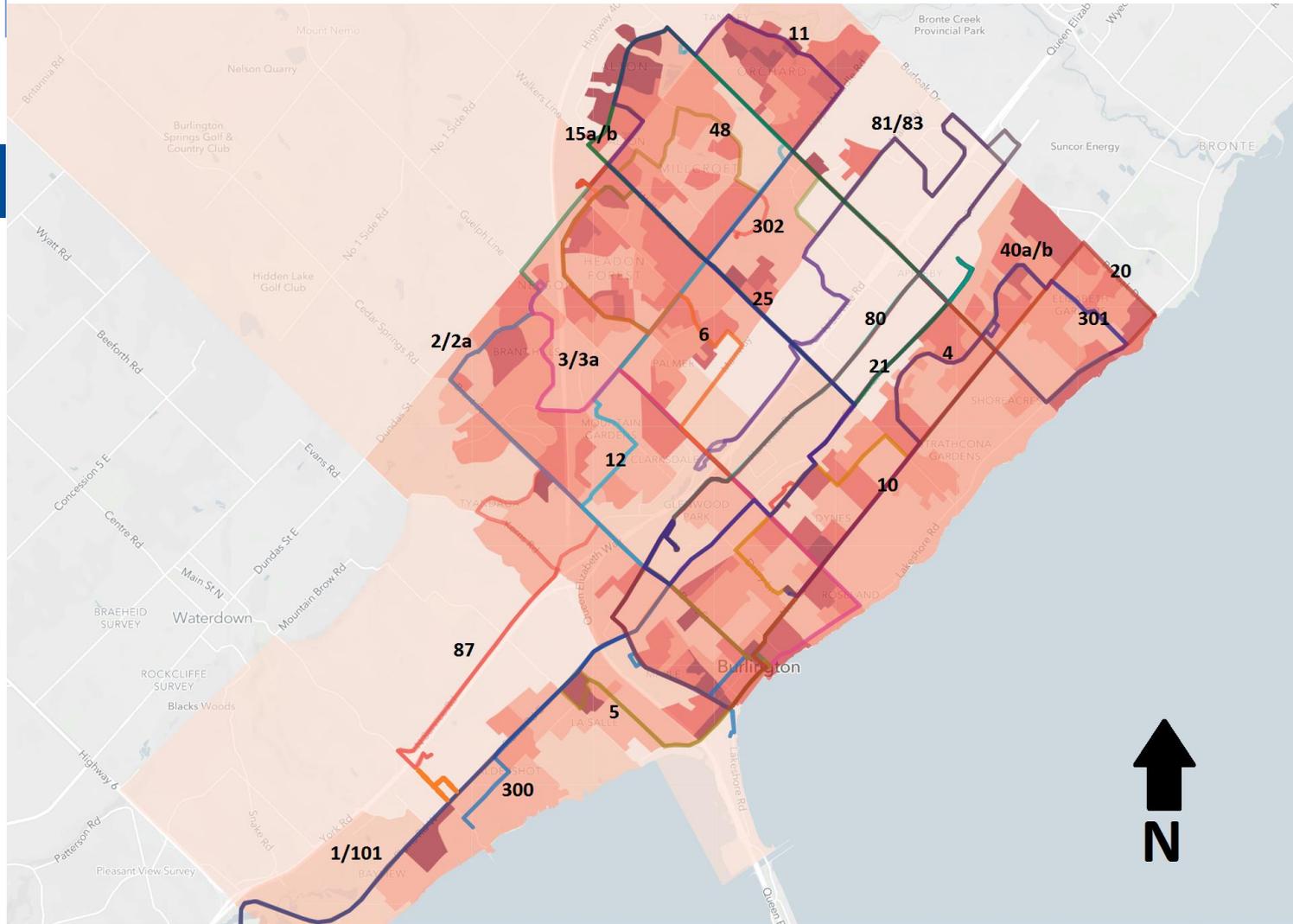




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Follow Up to Committee of the Whole - Budget

# Population Density & Route Network





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## Quick Wins in 2019 Proposed Budget

Follow Up to Committee of the  
Whole - 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



Transit Investment

## Seniors Ride Free Mondays – Oakville Transit Pilot

Follow Up to Committee of the  
Whole - Budget

### Survey Results After Pilot

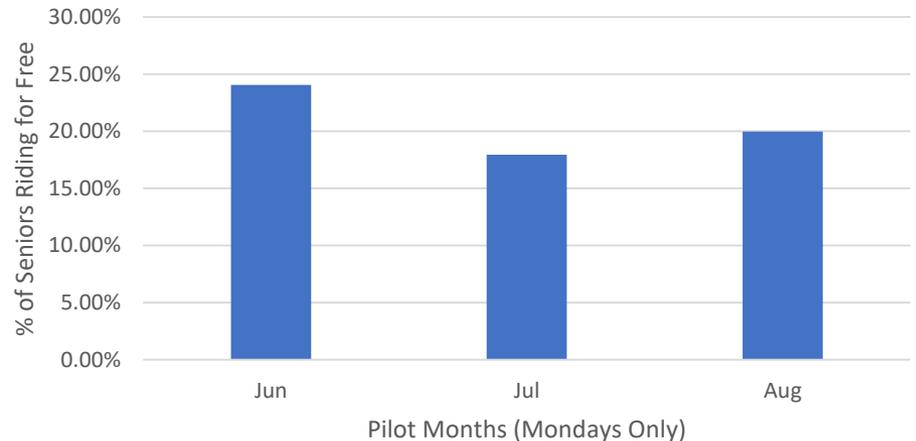
- Majority of usage between 9:00 am and 4:00 pm
- Main purpose for travel was shopping and/or medical app.
- Greatest number of respondents selected Monday as preferred day;
  - Wednesday was second at 23.9%

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

### 2012 Pilot



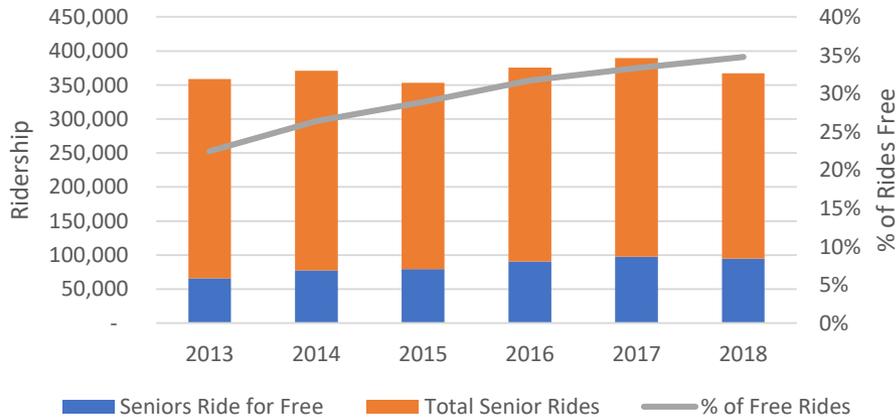


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# Seniors Ride Free Mondays – Oakville Transit

Follow Up to Committee of the Whole - Budget

**Senior Ridership (Conventional)  
Post Implementation**



**Senior Ridership Distribution Average**

