Review - Transit Improvement Trial Schedule
(as originally proposed)

- Sept, 2011 to Aug 31, 2012 – Official Trial Period
- Contract with Murphy Brother’s Ltd extended from Sept 1, 2011- Aug 31, 2012
- October 2012 – Tender Release
- November 2012 – Tender Award
- May 1, 2013 – Start of new contract
Transit Improvement Trial

- Bus Schedules - changed to include evening services on Wednesday, Thursday and Friday, as well as day service on Saturday
  - Addition of 156 “bus hours” (Fall/winter period) & 442 (summer); total 598 “bus hours”

- Technological Improvements
  - Nextbus
  - Google Transit

- Marketing Plan:
  - Promotion through various radio, TV interviews and radio and newspaper ad’s;
  - bus shelters outfitted with ad panels
  - updated information on the City’s website and ad banners on the Western Star website;
  - information sessions at the post secondary schools and distribution of free ride cards;
  - updated bus schedules placed at strategic locations;
  - Schedules posted in bus shelters;
  - etc
General trial results confirm the total monthly ridership increased
- In-depth data analysis identified when riders use the bus most often
  - What time of the day is ridership the highest
  - Comparing the winter and summer schedule ridership (4 buses vs 2 buses)
  - Determining the subsidy per rider during the trial
How does the ridership/hr during the fall/winter compare to the summer schedule?

Total ridership/hr is 24 (7am-6pm)
Rides/Hour (Summer, 13 wks, 2 buses)

Total ridership/hr is **22**
### Transit Trial vs Pre-Trial Summary

- The City subsidizes the transit system by $419,371.32 annually.
- Transit Improvement Trial cost an additional $138,990.00.

<table>
<thead>
<tr>
<th></th>
<th>Pre-trial (2010-11)</th>
<th>Trial (Overall)</th>
<th>Trial (Sat)</th>
<th>Trial (Evenings)</th>
<th>Trial (Days)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ridership</td>
<td>68,488</td>
<td>80,513</td>
<td>7,292</td>
<td>4,491</td>
<td>68,730</td>
</tr>
<tr>
<td>Ridership/Hr</td>
<td>22</td>
<td>20</td>
<td>14</td>
<td>7</td>
<td>24</td>
</tr>
<tr>
<td>Subsidy/Ride</td>
<td>$6.12</td>
<td>$6.94</td>
<td>$9.94</td>
<td>$19.38</td>
<td>$5.80</td>
</tr>
</tbody>
</table>
Transit Evaluation - Survey Results
Student employees canvassed actively for 6-8 weeks to assist with surveys

- **151 surveys completed**
  - 62% adults
  - 14% seniors
  - 25% students
  - 55% riders, 45% non riders

- **Main reason for using bus**
  - 30% Shopping
  - 26% Work
  - 17% Miscellaneous (main source of transportation)
  - 13% Appointments
  - 7% School
  - 7% Visiting
Transit Evaluation – Survey Results

- **Reason to use transit**
  - 35% It’s more convenient
  - 26% Better for the environment
  - 22% Costs less than driving
  - 11% Avoid Traffic
  - 6% can multi-task while in transit

- **Reason to not use transit**
  - 22% Hours of operation too limited
  - 19% Service not frequent enough
  - 19% Travel time too long
  - 19% Routes don’t take me where I want to go
  - 17% I prefer driving
  - 4% Too expensive
Transit Evaluation - Survey Results

- **Do you know about the Nextbus program?**
  - Yes 40%
  - No 42%
  - Did Not Answer 17%

- **Do you use Nextbus?**
  - Yes 19%
  - No 77% Did
  - Not Answer 3%
Transit Evaluation - Survey Results

- Are you aware of the extended service on Wed., Thurs., Fri and weekends?
  - Yes 69%
  - No 30%
  - Did Not Answer 1%

- Are you aware of the partnership with Google Maps?
  - No 34%
  - Yes 64%
  - Did Not Answer 2%

- Do you use Google Maps for transit?
  - No 36%
  - Yes 62%
  - Did Not Answer 1%
Transit Evaluation - Survey Results

- What improvements could Corner Brook transit make to better serve the public (Top 10 answers provided)?
  - More frequent busses 16%
  - Extended hours (Monday, Tuesday) 11%
  - Sunday services 11%
  - Direct routes 8%
  - Friendlier drivers 6%
  - Less confusing schedules 6%
  - Commuter service to surrounding areas 5%
  - Bar route 5%
  - Arrival signs at shelters 5%
  - Accessible buses 3%
Key Outcomes of Trial Analysis

- Students hired by the City rode the buses throughout the summer to assist riders and request surveys be filled out. Only 77 unique surveys were able to be filled out during this time.
- Survey indicates Nextbus is not being utilized, Google Maps is being used.
- Overall ridership has increased and may continue to increase slightly. **80,513 (Trial) vs 68,488 (pre-trial)**
- Ridership of a 2 bus system is comparable to a 4 bus system. **Averages of 22 rides/hr vs 24 rides/hr**
- Ridership is low during evening hours – **Average of 7 rides/hr**
- Saturday ridership is lower than daytime at an **Average of 14 rides/hr** but is higher than evenings.
- Subsidy/ride is lowest during the day - **$5.80 (7am-6pm) vs the highest subsidy during the evenings at $19.38 (6pm-10pm)**
Transit Recommendations

- Consider options for a streamlined Transit System:
  - A two-bus system year round on an hourly schedule
  - A one-bus system year round on an optimized route
  - Schedule for the high usage times only
  - RFP to invite independent private sector proposals
- Seek input from the general public on the value of having a City subsidized Transit Program
- Seek input from the general public on a reasonable subsidy for a Transit Program
- Extend the Transit contract for another month to evaluate options based on feedback from the general public
Thank you!