

# Woodstock Transit Study

## Introduction

### Study Purpose

Comprehensive review of Woodstock Transit's operations including:

- Review of route network;
- Address on-time performance issues
- Consider service expansion to new areas
- Review hours of service, including early morning, evening and Sundays
- Review fare levels

### Study Timelines

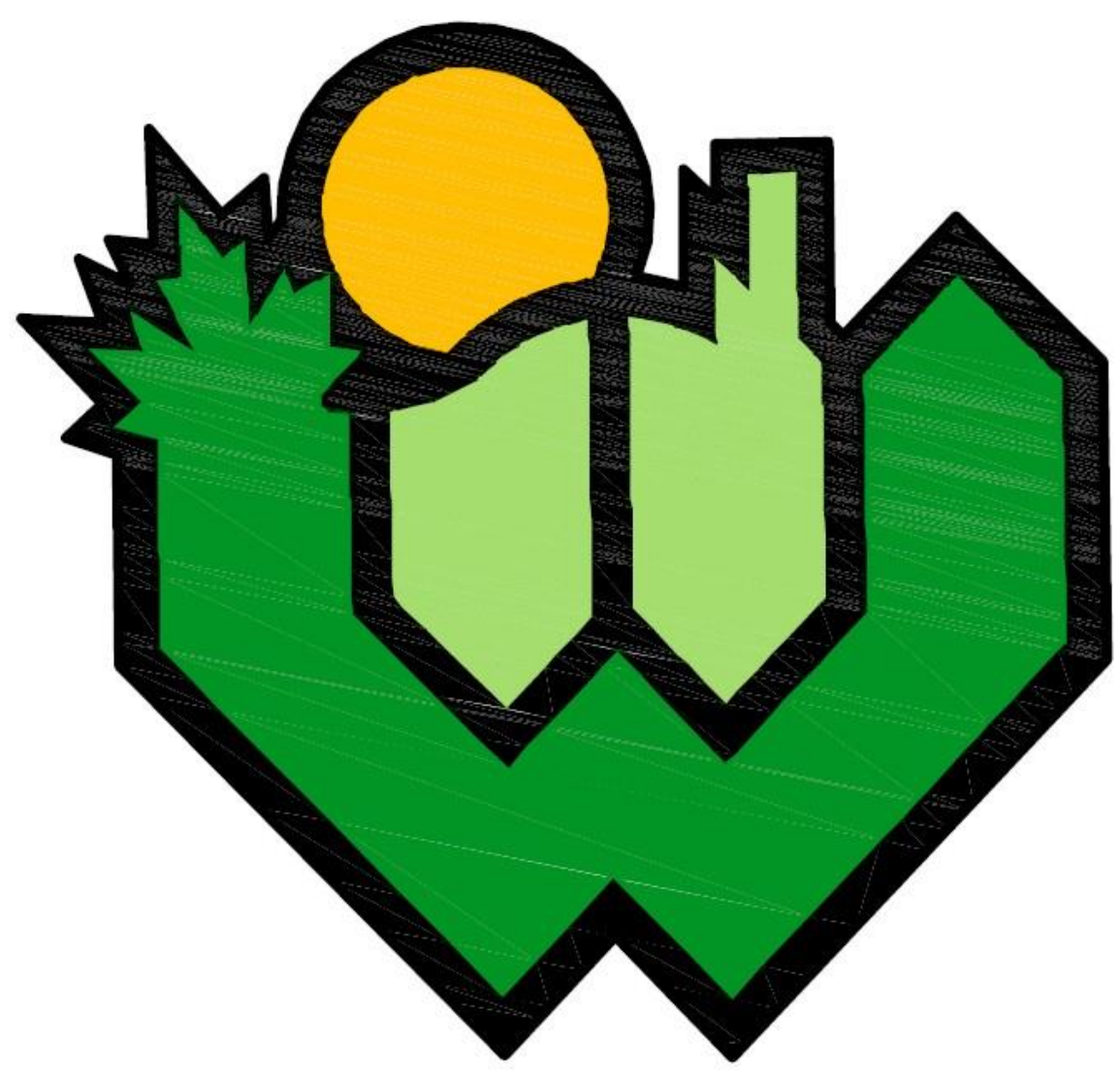
- Draft report: January 2015
- Final report to Council: March 2015

### Key Operational Issues

- Routes 5 and 6 are often behind schedule
- Some routes are circuitous
- A complex fare system that is hard to manage

### Transit Statistics (2013)

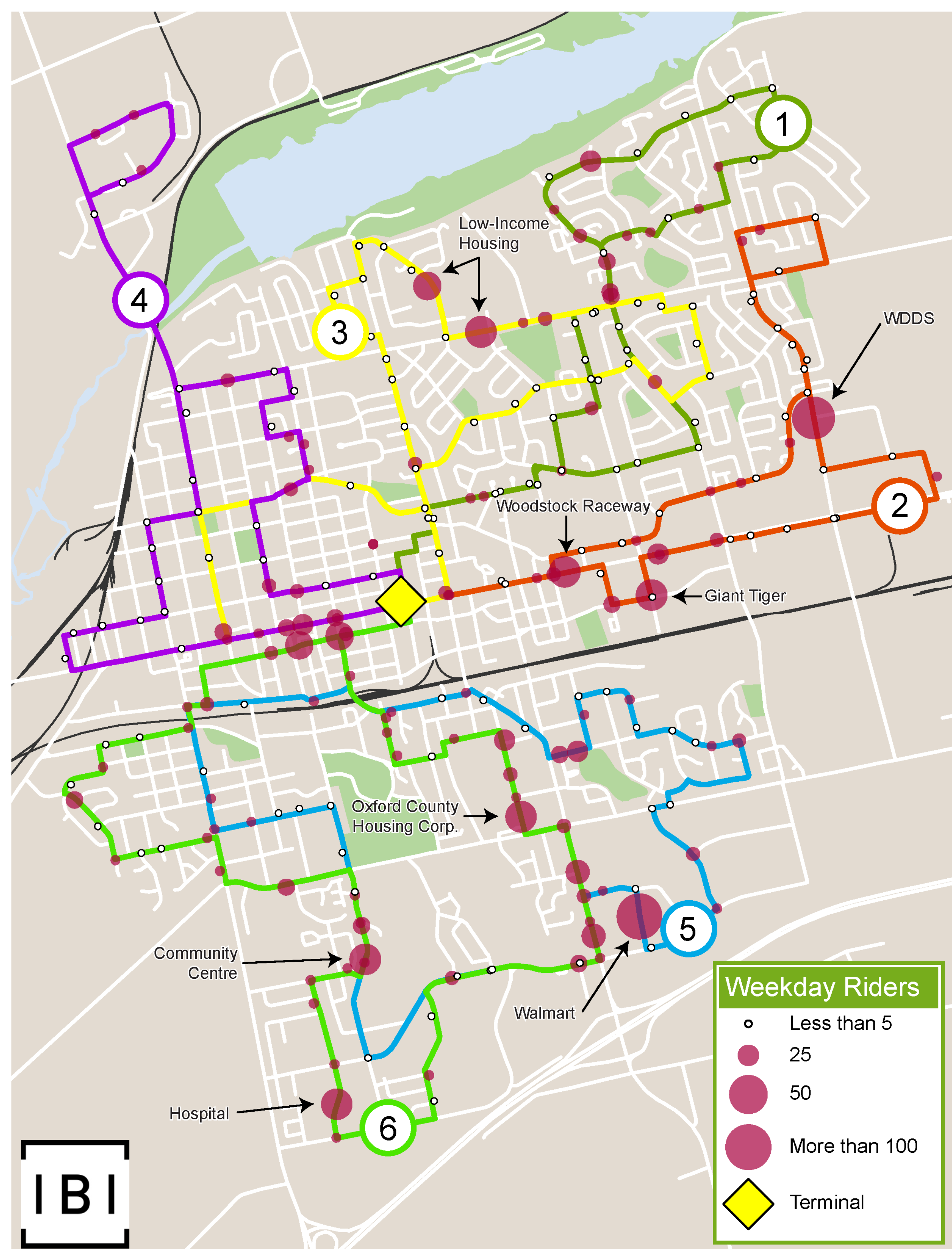
Population Served	38,000
Ridership	306,297
Number of Routes	6
Hours of Service	Monday–Friday: 6:30 a.m. to 6:30 p.m. Saturday: 8:30 a.m. to 6:30 p.m.
Buses	9 (6 used in service)
Employees	8 full-time, 17 part-time
Number of Bus Stops	285
Number of Shelters	30
Annual Service Hours	18,430
Annual Operating Cost	\$1,780,431
Annual Revenue	\$487,825
Provincial Gas Tax	\$403,825
Net Municipal Investment	\$888,782 (\$23.39/capita, \$0.45/week)



# Woodstock Transit Study

## Ride Count and Ridership Survey

### Ride Count



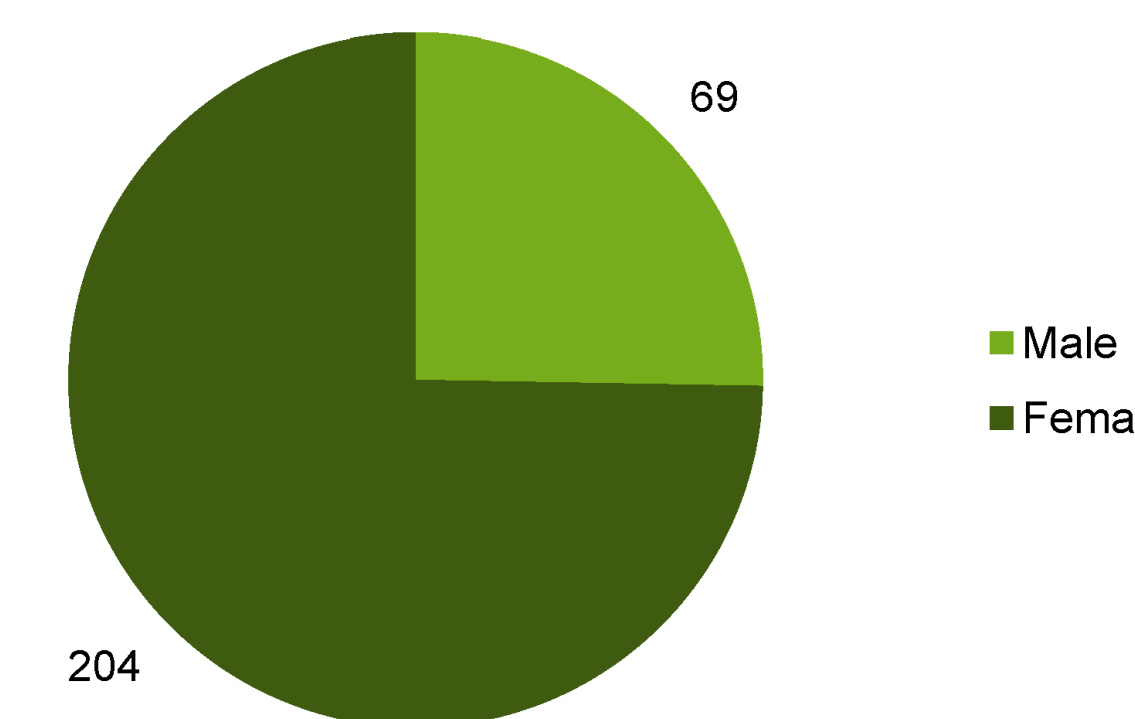
Route	Daily Riders
Route 1 – Northeast	150
Route 2 – Dundas East	300
Route 3 – North Central	210
Route 4 – Northwest	180
Route 5 – Southeast	350
Route 6 – Southwest	320

### Ridership Survey

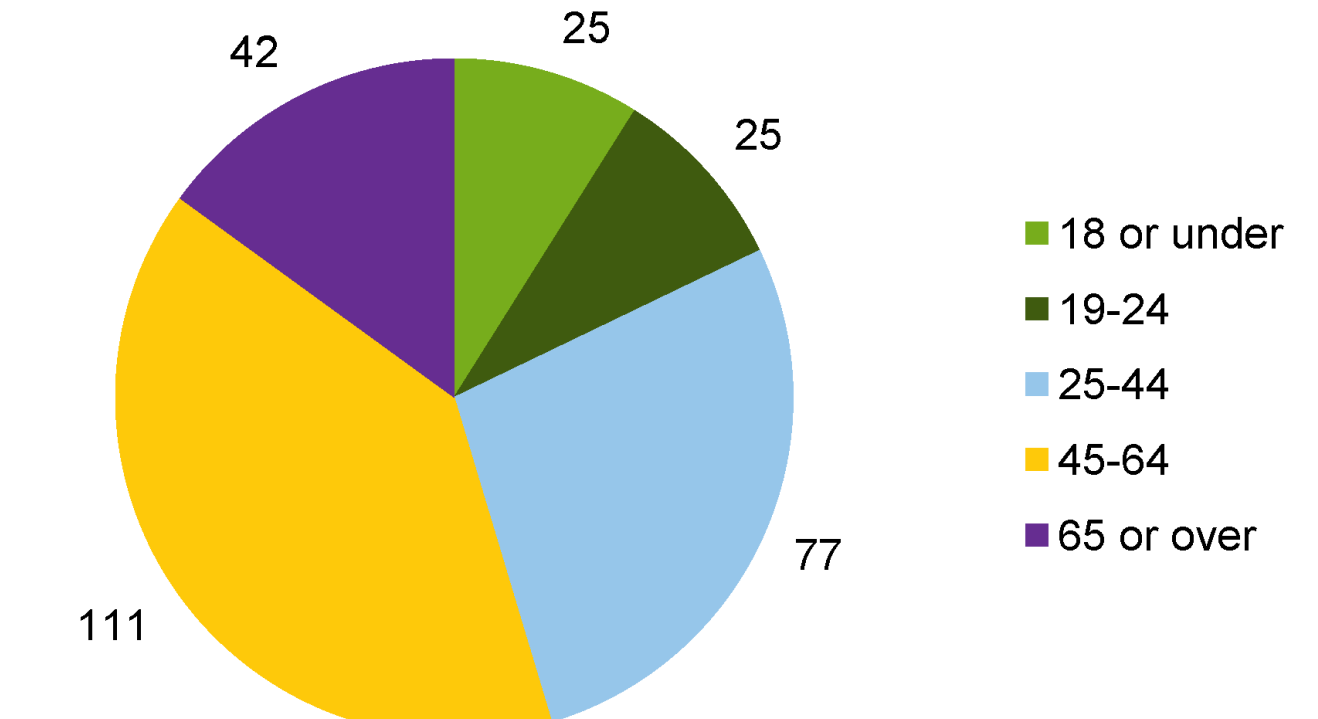
During April and May 2014, Woodstock Transit surveyed 280 citizens about the current state of the Woodstock Transit system. Paper surveys were collected from 251 transit riders, and online surveys were answered by 24 transit users and 5 non-users. The results of these surveys are presented below:

#### Ridership Demographics

##### Gender

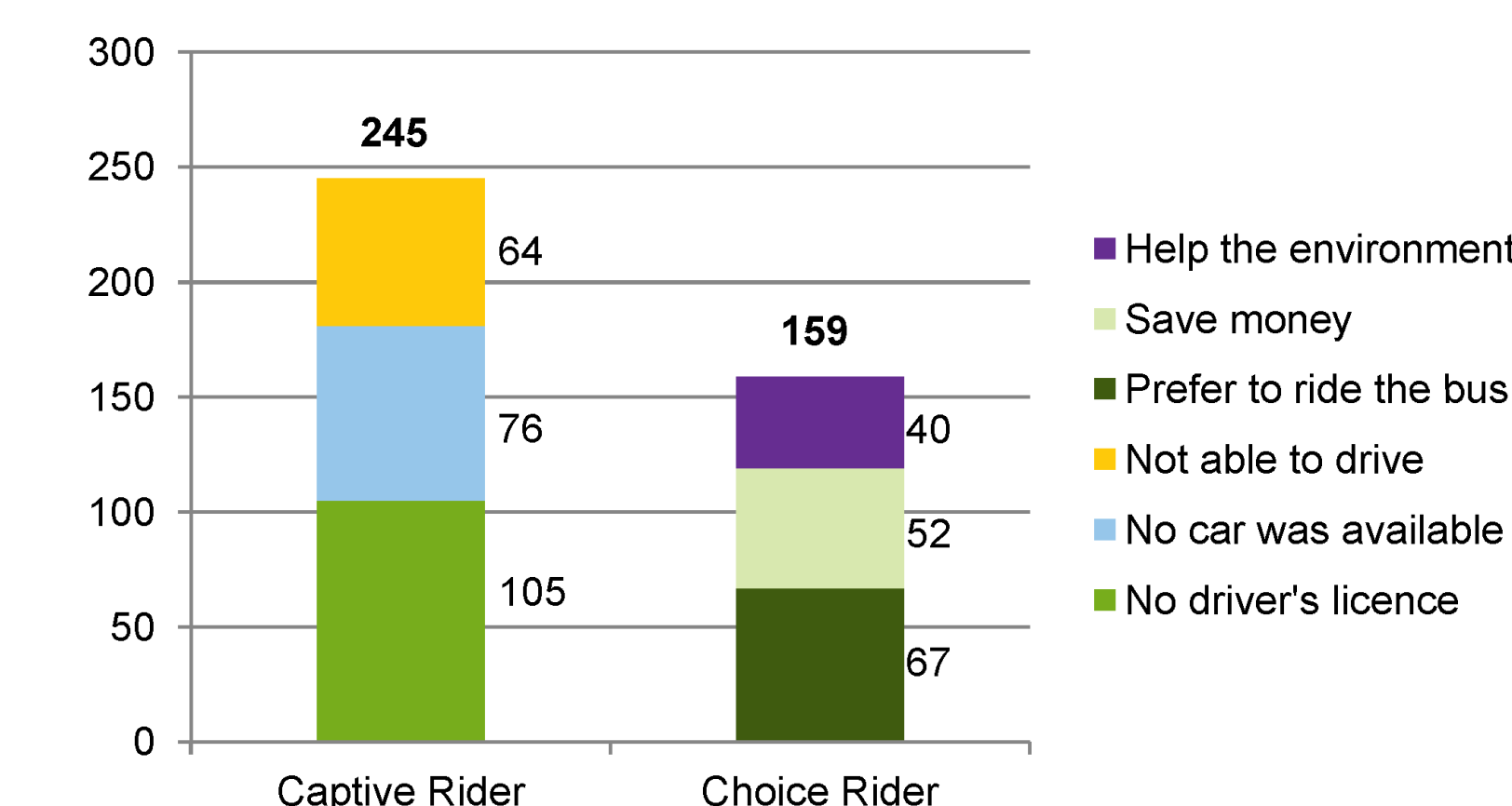


##### Age



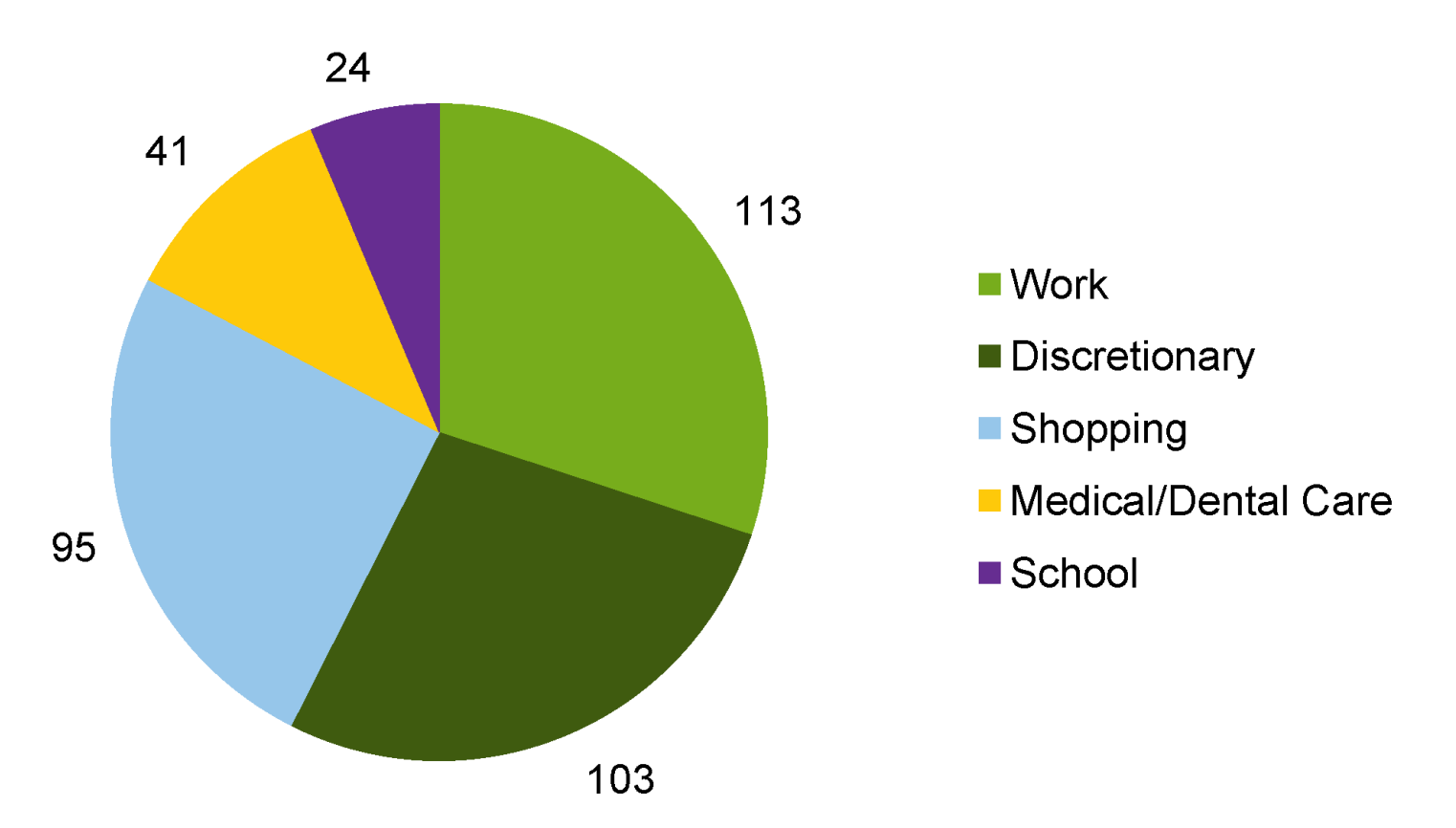
#### Trip Characteristics

##### Reasons for Taking Transit



\* Some riders selected more than one reason for taking transit

##### Trip Purpose



\* Some riders selected more than one purpose for their trip

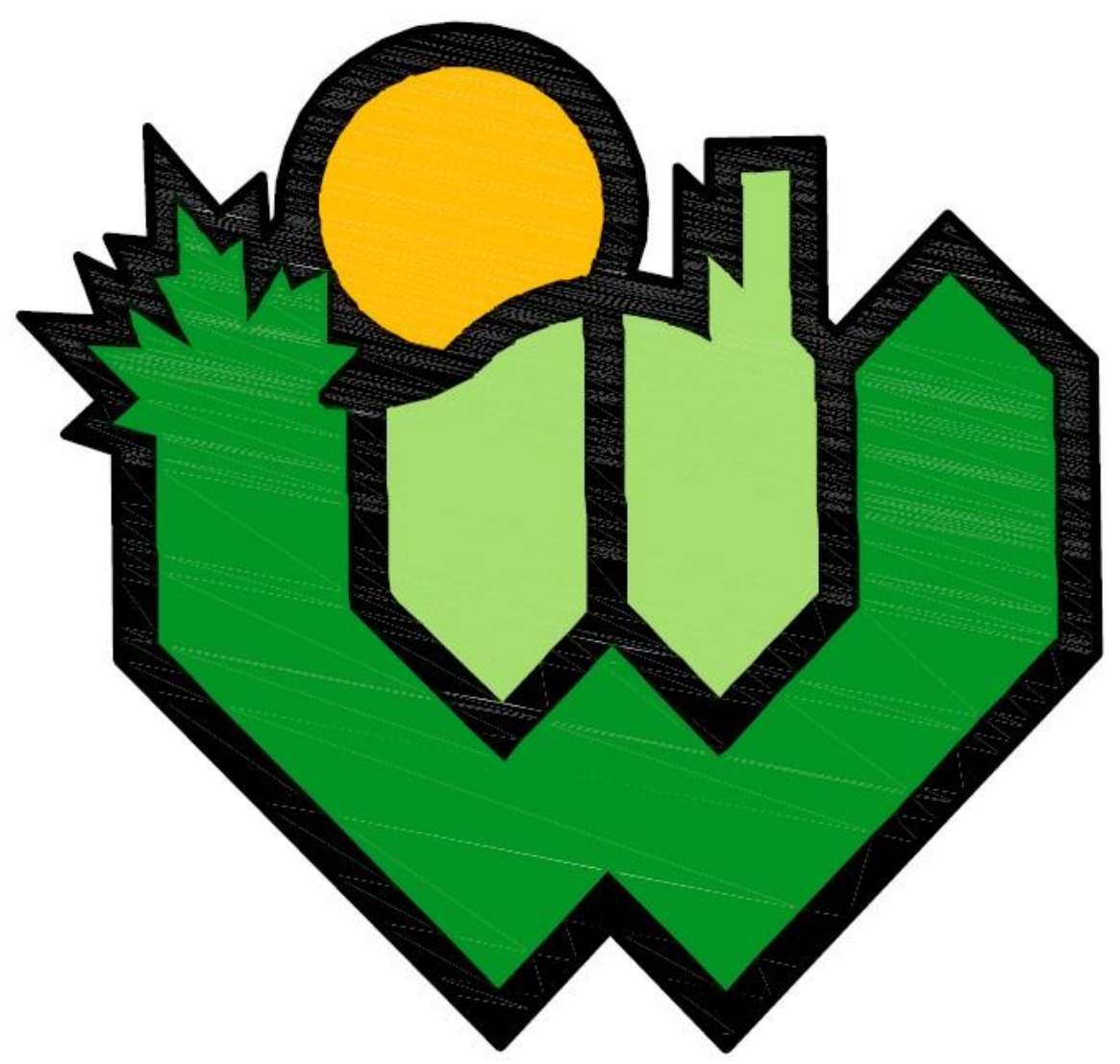
#### Ratings of Service Elements

Frequency of Service	Good
Travel Time	Good
Punctuality	Good
Directness of Routes	Good
Safety	Good to Excellent
Operating Hours	Poor
Comfort	Good
Cleanliness	Good
Method of Fare Payment	Good to Excellent
Ease of Transfer	Good to Excellent
Seat Availability	Good to Excellent
Driver Friendliness	Excellent
Access to Route/Schedule	Good

#### Ways to Improve Transit

The following were the most frequently suggested methods of improving the Woodstock Transit system:

1. Extend service later in the day, until 9 or 10 pm
2. Provide service on Sundays
3. Modify routes to provide better access to industrial areas, and to reduce long loops
4. Start service earlier in the mornings, at 5:30 or 6 am, to help workers get to their jobs
5. Provide more accessible bus stops and amenities (e.g. washrooms) at the terminal
6. Update the bus fleet with more modern and accessible vehicles



# Woodstock Transit Study

## Other Service Options: Evenings, Sunday, Morning, Industrial

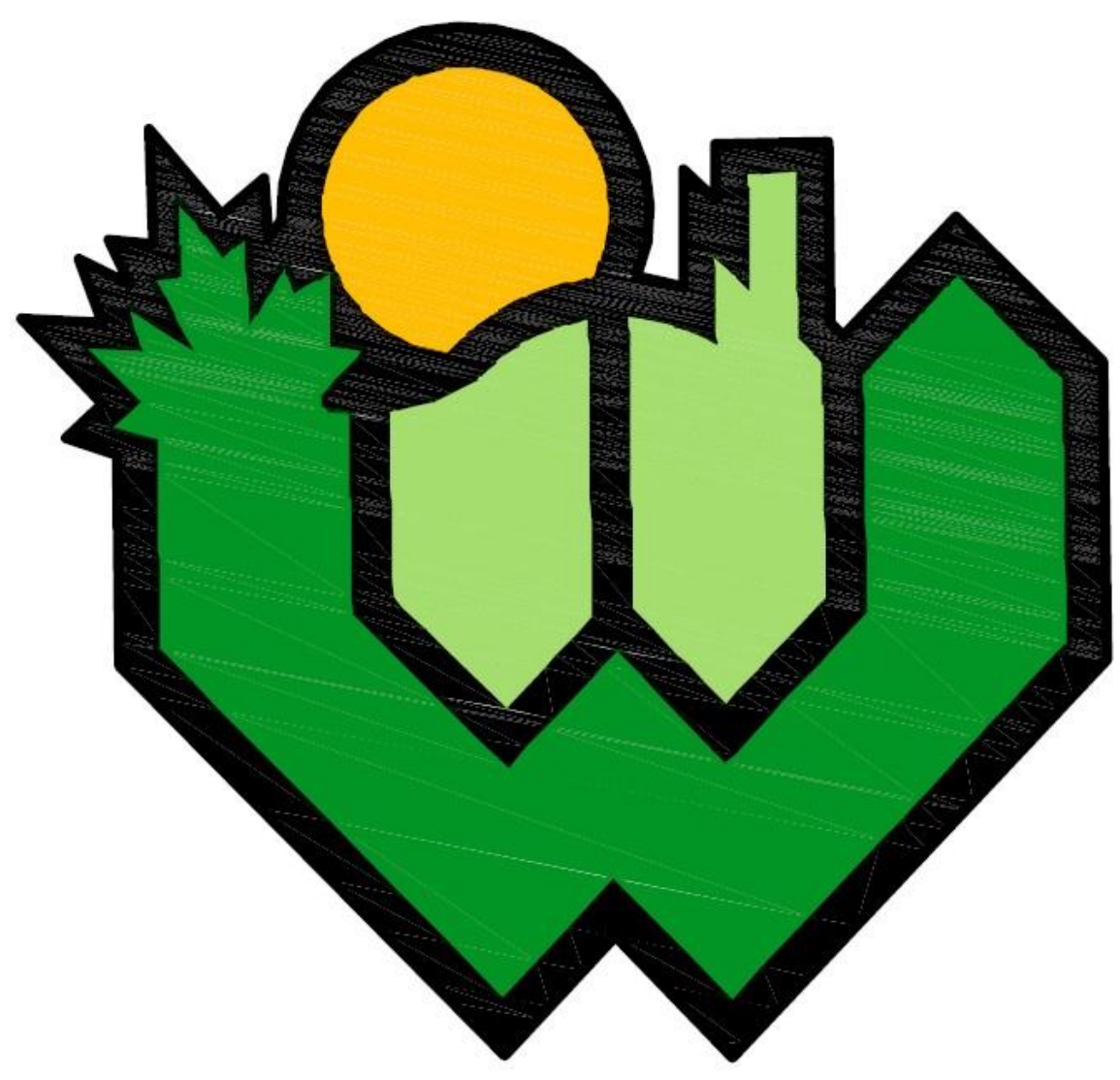
### Service Span

- Three options for providing evening and Sunday service were reviewed
  - To 10 p.m. Thursday, Friday only
  - To 10 p.m. Monday to Saturday
  - 10 a.m. to 6 p.m. Sundays
- Demand-response option also considered
- Earlier morning start (6am) being considered
- Set ridership targets for new service hours, review after one year

### Industrial Service

- Reviewed service to four primary areas:
  - Bysham Industrial Park
  - Commerce Way Industrial Park
  - Industry south of Highway 401
  - Toyota plant
- Service to Bysham and Commerce Way industrial parks in Network Option 3. Service south of Hwy 401 and to the Toyota plant not recommended - low ridership and high operating costs

	Evening Service Monday to Friday—2 buses/hour	Evening Service Monday to Friday—1 bus/hour	Evening Service Thursday and Friday—2 buses/hour	Sunday Service—2 buses/hour	Sunday Service—1 bus/hour
Annual Riders	25,500	12,750	5,200	10,400	5,200
Annual Revenue	\$31,365	\$15,682	\$6,396	\$12,792	\$6,396
Annual Operating Cost	\$489,600	\$244,800	\$199,680	\$199,680	\$99,840
Net City Investment	\$458,235	\$229,118	\$193,284	\$186,888	\$93,444



# Woodstock Transit Study

## Fare Structure Review

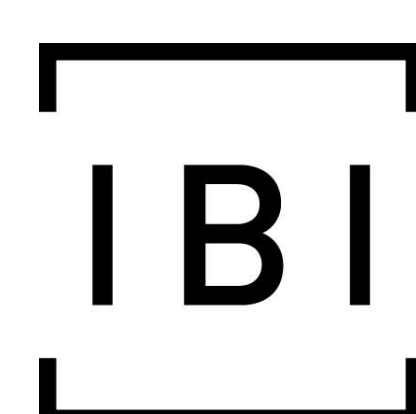
### Existing Fare Structure

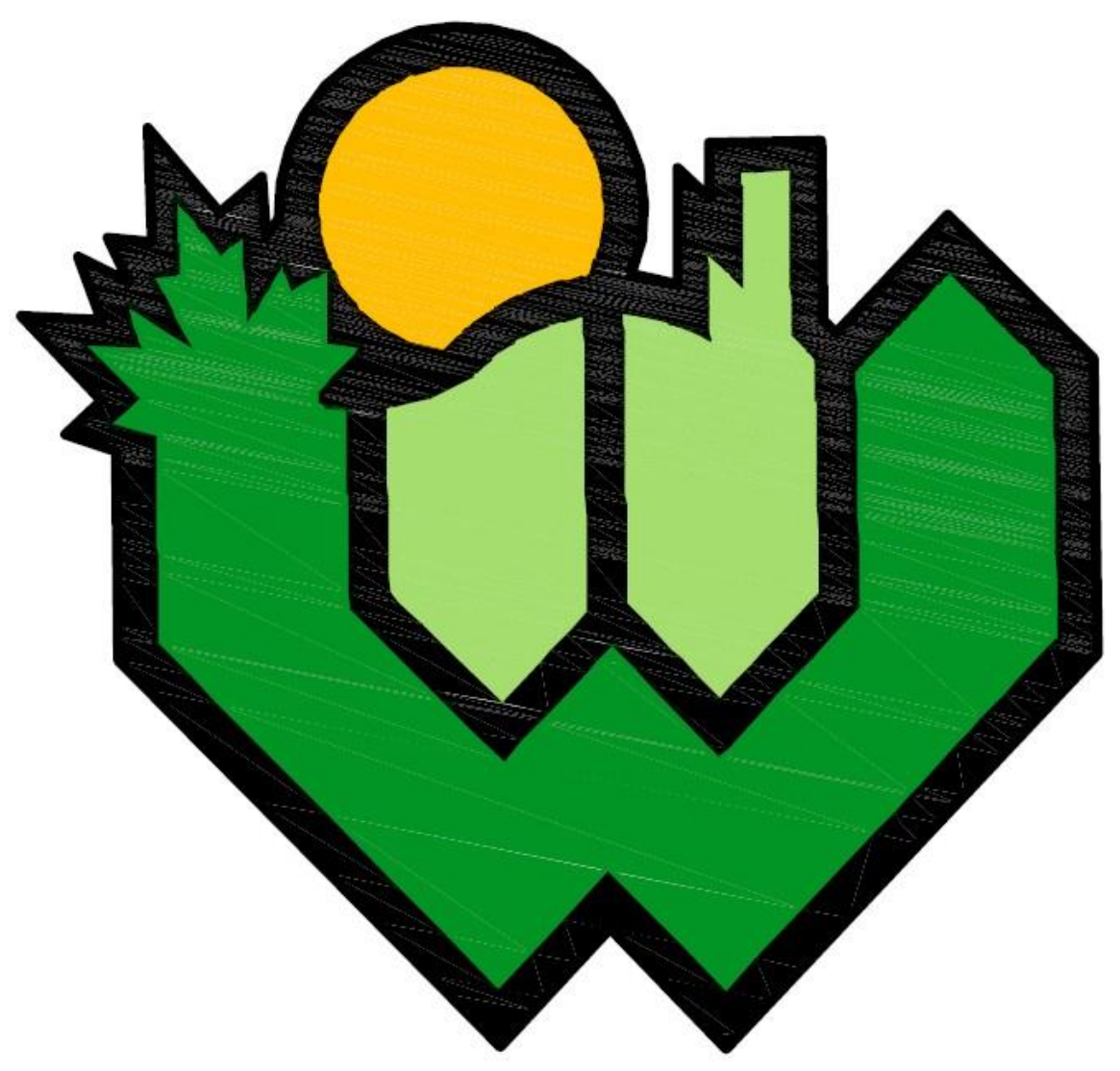
Category	Cash	Han-D-Ride (12 tickets)		Pass			Family Pass			Stride	
		Cost	Cost /ride	Cost	Multiplier	Cost/ride	Cost	Multiplier	Cost/ride	Cost	Cost/ride
Adults	\$2.00	\$20.00	\$1.66	\$50.00	52/month	\$0.96	\$5.00	3.1	\$1.61	\$20.00	\$0.20
Students	\$2.00	\$20.00	\$1.66	\$40.00	52/month	\$0.77	-	-	-	-	-
Seniors	\$2.00	\$20.00	\$1.66	\$40.00	48.9/month	\$0.82	-	-	-	-	-
Children Under 5	Free	-	-	-	-	-	-	-	-	-	-

	Cash	Tickets	Han-D-Ride	Family Pass	Monthly Pass			Stride Cost	Other (e.g. charter)
					Adult	Student	Senior		
Ridership	102,100	8,193	34,788	6,655	72,072	43,680	37,908	8,476	19,540
Ridership %	30.6%	2.5%	10.4%	2.0%	21.6%	13.1%	11.4%	2.5%	5.9%
Revenue	\$204,199	\$16,386	\$57,980	\$10,745	\$69,300	\$33,600	\$31,040	\$1,720	\$10,647
Revenue %	46.8%	3.7%	13.3%	2.5%	15.9%	7.7%	7.1%	0.4%	2.4%

### Peer Fares

Fare Category	Woodstock	Belleville	Brantford	Orillia	Sarnia	St. Thomas	Stratford	Welland	Median
<b>Cash Fare</b>									
Adult	\$2.00	\$2.40	\$3.00	\$2.00	\$2.50	\$2.50	\$2.75	\$2.75	<b>\$2.50</b>
Students	\$2.00	Loyalist: \$2.40 Regular: \$2.05	\$3.00	\$2.00	\$2.50	\$2.50	\$2.50	\$2.75	<b>\$2.50</b>
Seniors	\$2.00	\$2.05	\$3.00	\$2.00	\$2.50	\$2.50	\$2.50	\$2.75	<b>\$2.50</b>
<b>Tickets</b>									
	12 ride "Han-d-ride"		"B-Card"		Sheet of 20			See Econo-Pass	
Adults	\$20.00	See above	10-ride: \$23.00	12 tickets: \$22.00	\$44.00	\$2.00/ea	\$2.50	N/A	
Students	\$20.00	See above	20-ride: \$46.00	48 tickets: \$84.00	\$44.00	\$1.50	\$2.25	N/A	
Seniors	\$20.00	See above	30-ride: \$69.00		\$44.00	\$1.50	\$2.25	N/A	
			40-ride: \$92.00						
<b>Passes</b>									
Monthly			"B-Card"						
Adult	\$50.00	\$72.00	\$70.00	\$47.00	\$66.00	\$65.00	\$57.00	\$69.00	<b>\$60</b>
Students	\$40.00	\$57.00	\$53.00	\$47.00	\$66.00	\$55.00	\$47.00	\$59.00	<b>\$60</b>
Seniors	\$40.00	\$50.00	\$53.00	\$47.00	\$66.00	\$55.00	\$47.00	\$52.00	<b>\$60</b>
Day Pass	N/A	N/A	\$9.00/day	N/A	N/A	N/A	N/A	N/A	<b>\$9.00</b>
Family Pass	\$5.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	<b>\$5.00</b>
Weekend Pass	N/A	N/A	\$9.00/day	N/A	N/A	N/A	N/A	N/A	<b>\$9.00</b>
Other	Veterans: free Stride Pass: 20\$ July/Aug.	Semester Pass: Sept-Dec, Jan-Apr: \$244.00	Student Summer Pass: \$61.00	Group Passes: 10-15 children + 3 adults: \$16.00 16-20 children + 4 adults: \$21.00 21-30 children + 5 adults: \$26.00	Semester pass (elem./sec.): \$148.50 Semester pass (Lambton College): \$165.00 Summer Savings Pass (Jul/Aug): \$99.00 Blind Pass (yearly): \$27.50	N/A	N/A	Econopass (10 rides): Adult: \$22.00 Student: \$19.00 Senior: \$16.50	
Revenue/Cost Ratio	27.4%	47%	35%	N/A	33%	N/A	28%	33%	





# Woodstock Transit Study

## Fare Structure Review

### Findings

- Transit fares not increased since 1998. City investment increased disproportionately.
- Transit fares well below peer group
- Stride and Family passes - a small percent of overall ridership

### Other Considerations

- Current fareboxes do not record money collected, limiting ability to analyze fare and ridership data
- Purchase electronic fareboxes. Cost would be approximately \$400,000

### Fare Options

1. No change
2. Increase cash fares \$0.25 and passes by 10% beginning in 2015 and every two years; adult/senior/student pass to \$44/\$55.00
3. Increase cash fare to \$2.50 now, passes to \$46/\$58 etc, then +\$0.25/passes 10% every two years

### Recommendations

- Increase cash fares to \$2.25 in 2015 and \$0.25 every two years. Adult and other monthly passes would increase 10% each time.
- Discontinue sale of Stride and Family passes
- Consider electronic fareboxes