

Team 1 – Transit Ridership: Debunking the Myths



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Celebrating 20 Years of Leadership





Transit Ridership

DEBUNKING THE MYTHS

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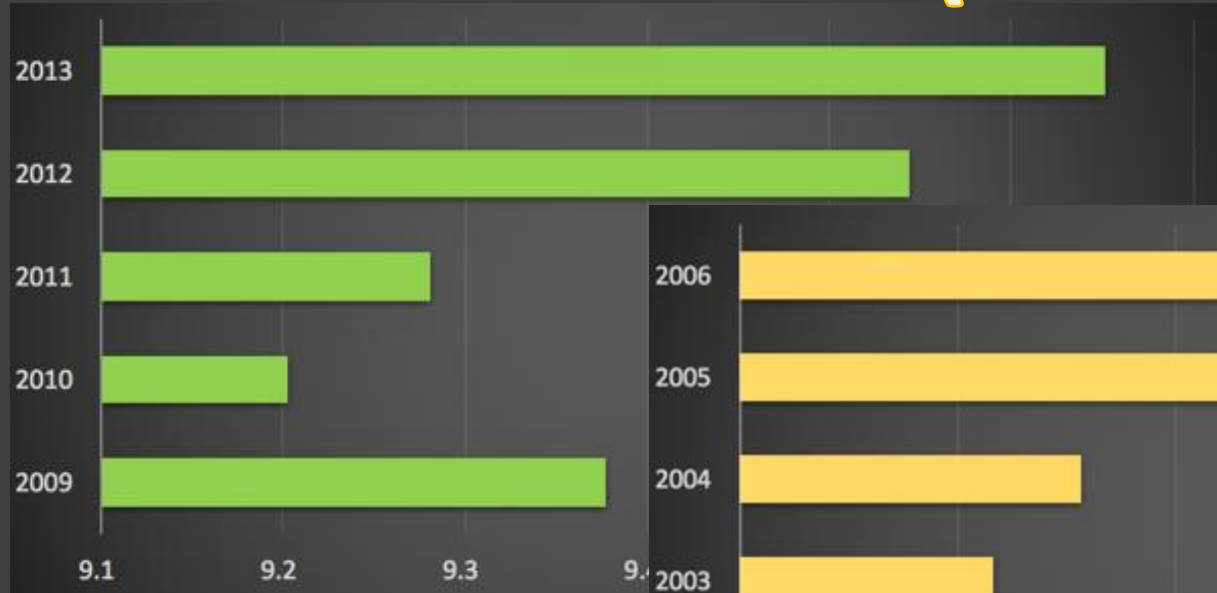
Francis Julien
Keolis

Luke Olson
HDR

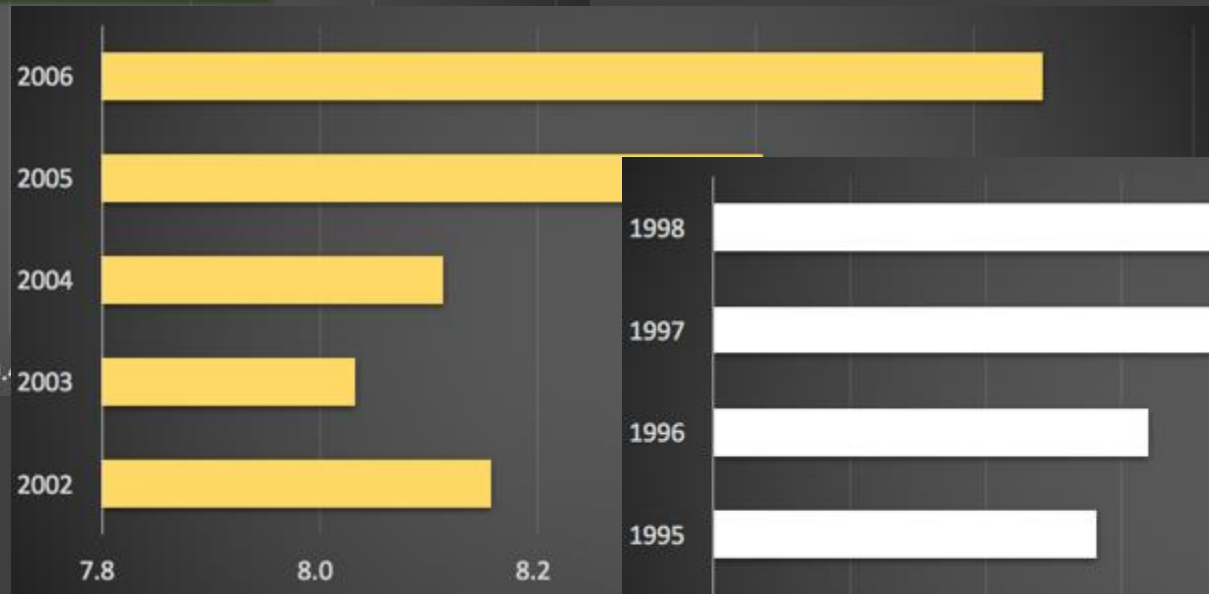
MYTHBUSTERS



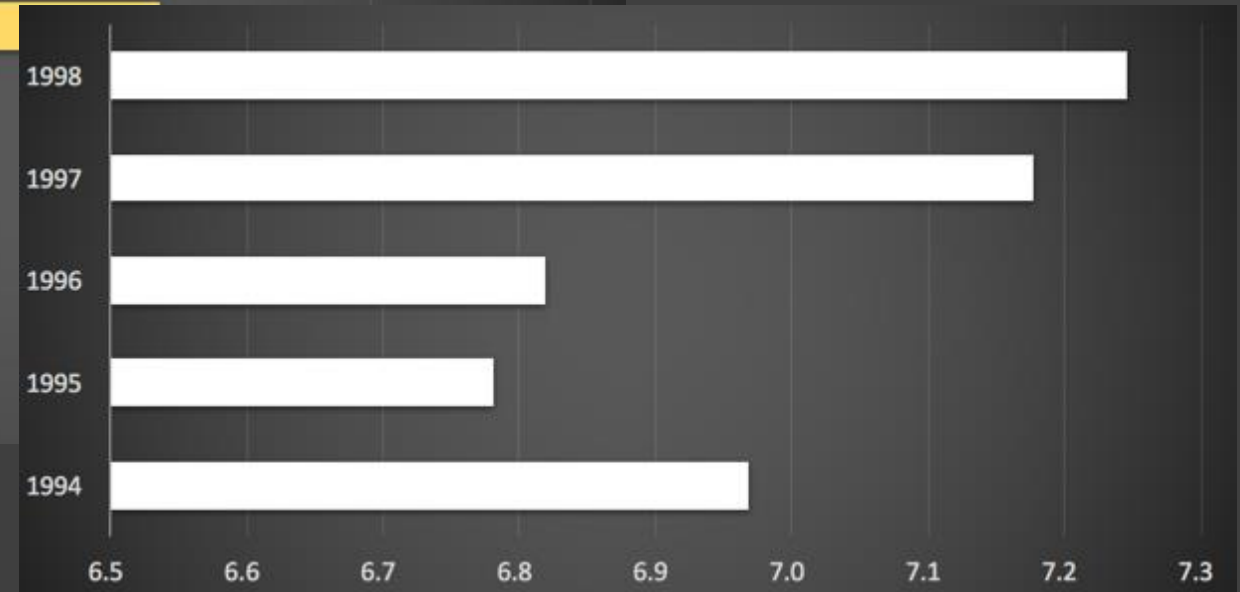
Historical Transit Ridership Trends (in billions)



2009-2013



2002-2006



1994-1998

Historical Ridership Declines

2010

-1.9%

2014

-2.9%



2003

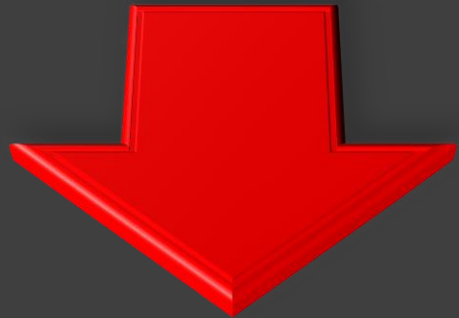
-1.5%

1995

-2.7%

Comparison by Size & Mode (2014 Decline)

Large



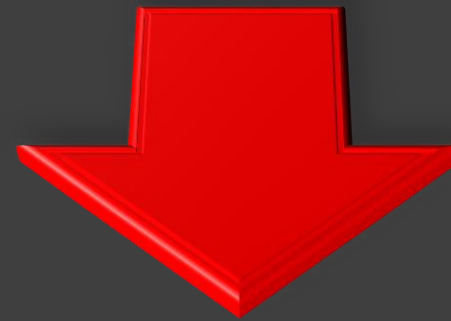
-2.2%

Small



-22.8%

Rail



-0.3%

Bus



-5.0%



Bus Rapid Transit

+22.8%

What do CEO's Say?

35 CEO Interviews



77% of CEOs

Said

Ridership Among Top 3 Issues

CEO's Response - #1 Agency Controlled Factor?

Large/Rail Systems

Ease of Use
&
Reliability

Medium/Small Systems

Frequency of
Service

CEO Response - #1 Outside Factor?

Large/Rail Systems

Fuel
Prices

Medium/Small Systems

Economy

Demographics – Data Says

Income 2008-2014

Ridership



-5.2%

4.6%

Demographics – Data Says

Income 2015

Ridership



+5.2%

-3.2%

Demographics – Data Says

Unemployment

Ridership



-2.5%

-3.3%

Demographics – Data Says

Gas Prices/Ridership

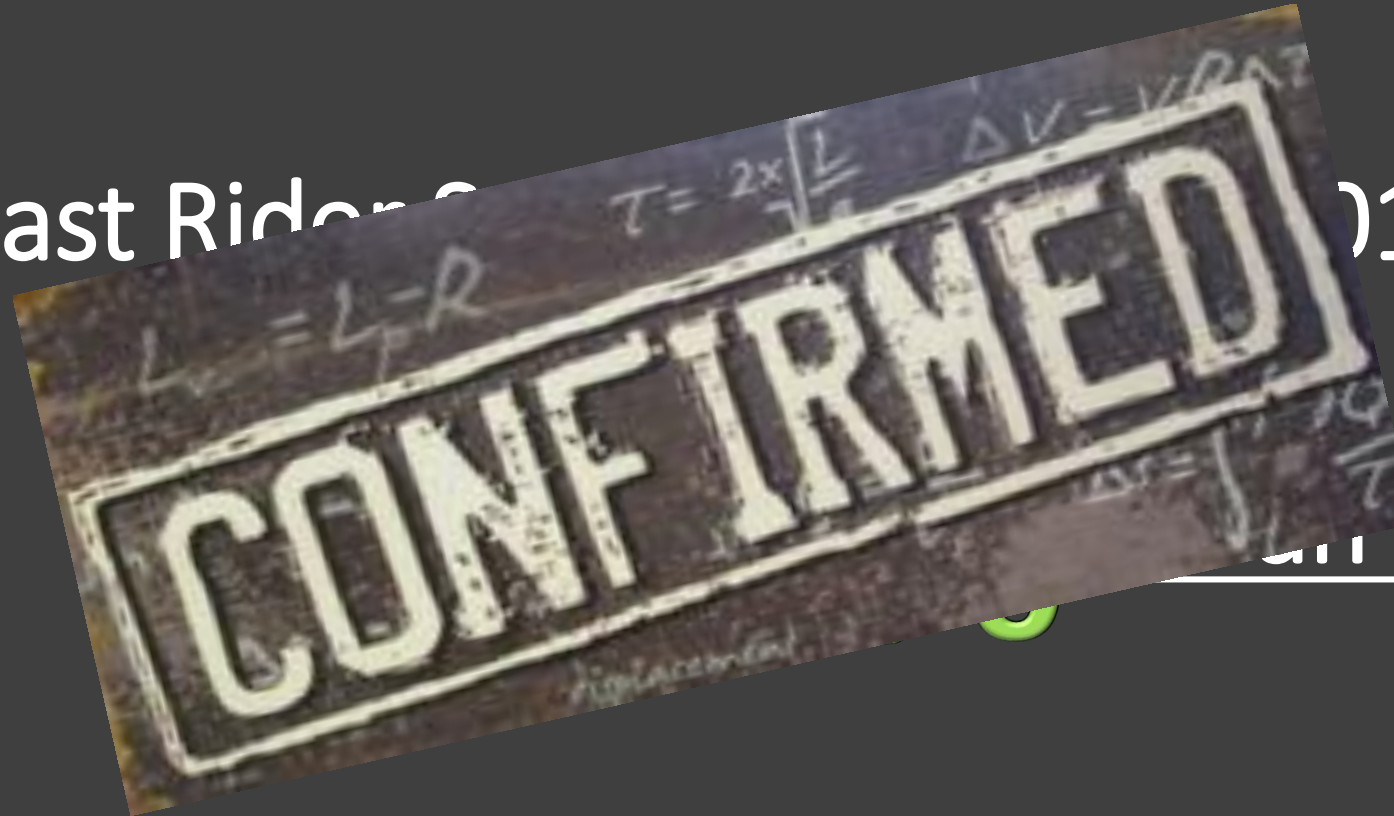


2008

2016

Safety and Security – Data Says

Past Riders (2016)



Don't Feel Safe

Transportation Network Companies

ONLY 3 out of 35 agencies interviewed identified TNCs as a root cause of ridership decline.

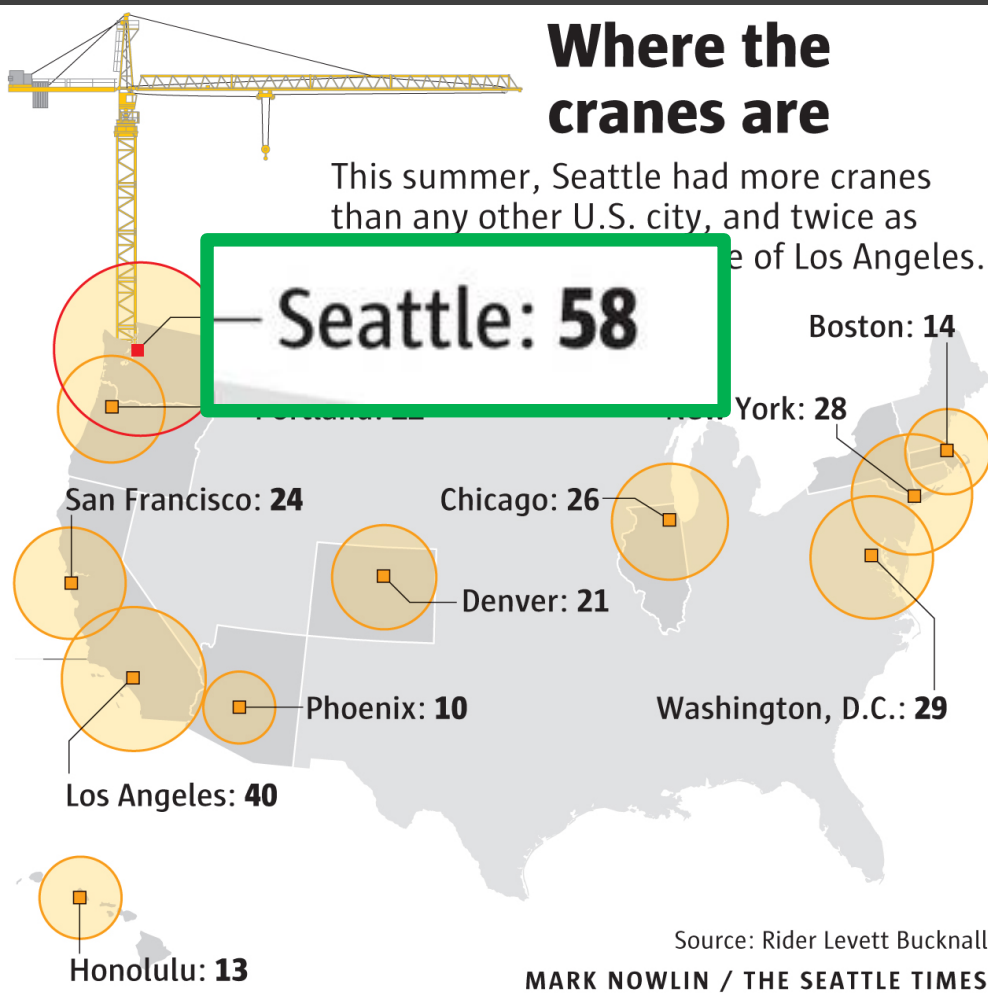


Success Stories



SEATTLE

SoundTransit/King County Metro



Ridership

+5%

2015 to 2016

Vancouver

TransLink

Ridership

+4.5%

2016 to 2017

“Ridership is one way we measure our success as a transit agency, and increasing the number of people on our system is something we’ve set as a core priority,”

- Kevin Desmond, CEO - Translink

Myth Conclusions



- Gas Prices
- Unemployment
- Car Registration
- Safety and Security
- Ease of Use
- Reliability
- Frequency of Service



- TNCs

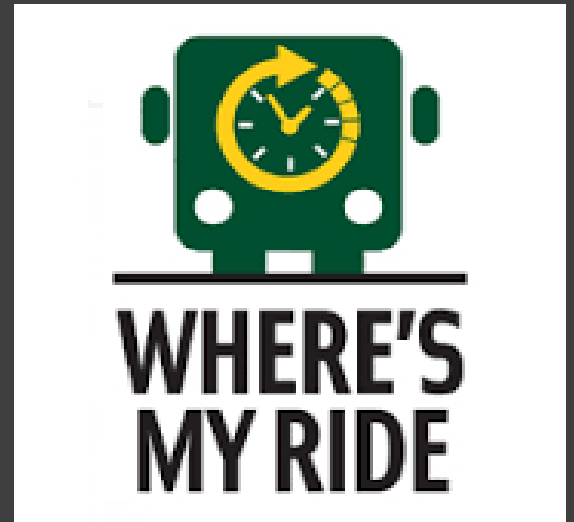


But what can we do?

Key Takeaways

Focus on the things that we can change

- Ease of Use
- Reliability
- Frequency of Service
- Safety and Security
- Coordinate vs. Compete with TNCs





KEEP

CALM

And Focus On What

YOU CAN

CONTROL