

Ridership and Service Levels

Joanne Phoenix
Manager of Planning & Accessible Services
Oakville Transit
Oakville, ON, Canada



Town of Oakville

- Population 190,000
- Service area 103km²
- Median age 40
 - technology
 - education
 - high income per capita











Growing Ridership

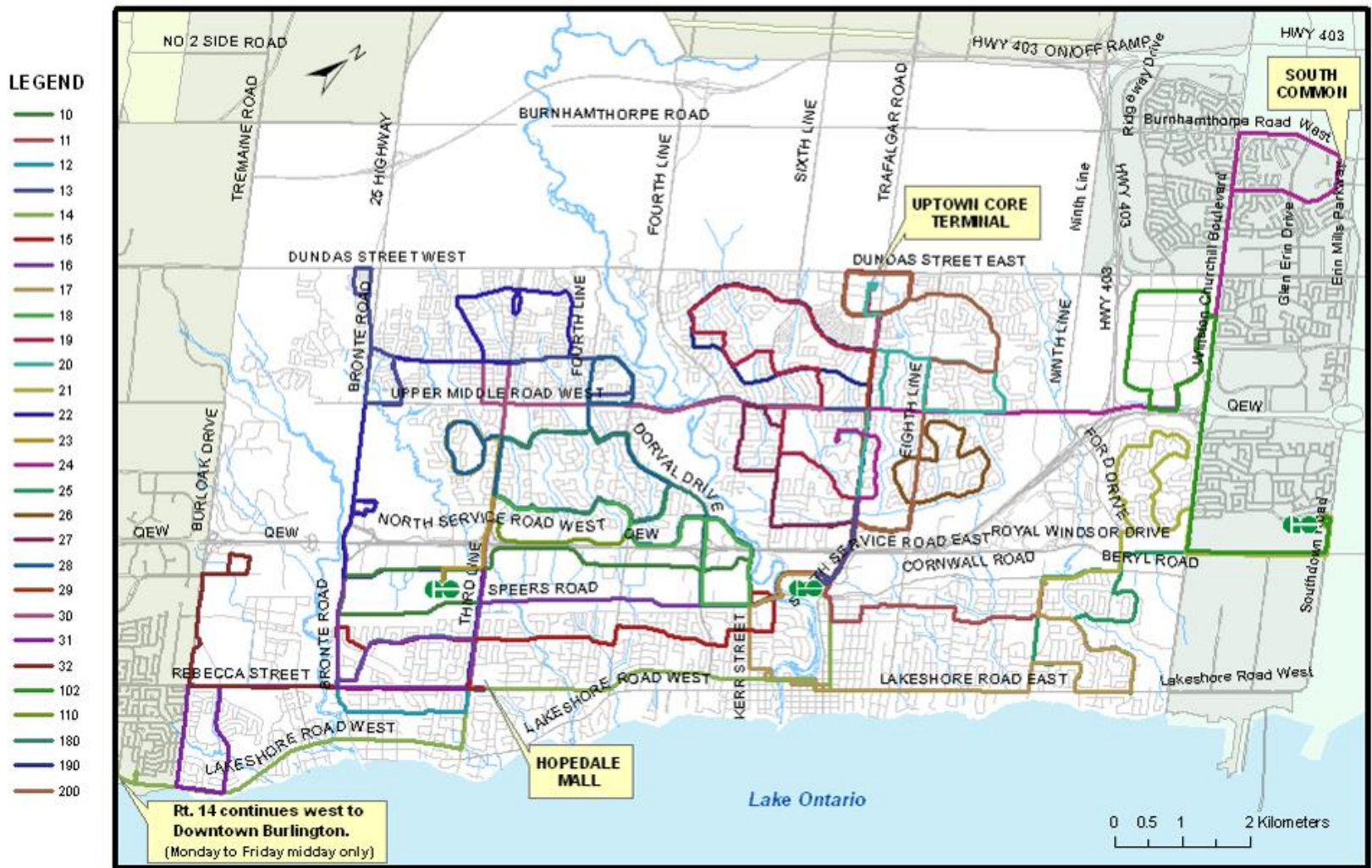
- History of the Five-Year Plans
- Ridership Trends
- Rationalization of Service



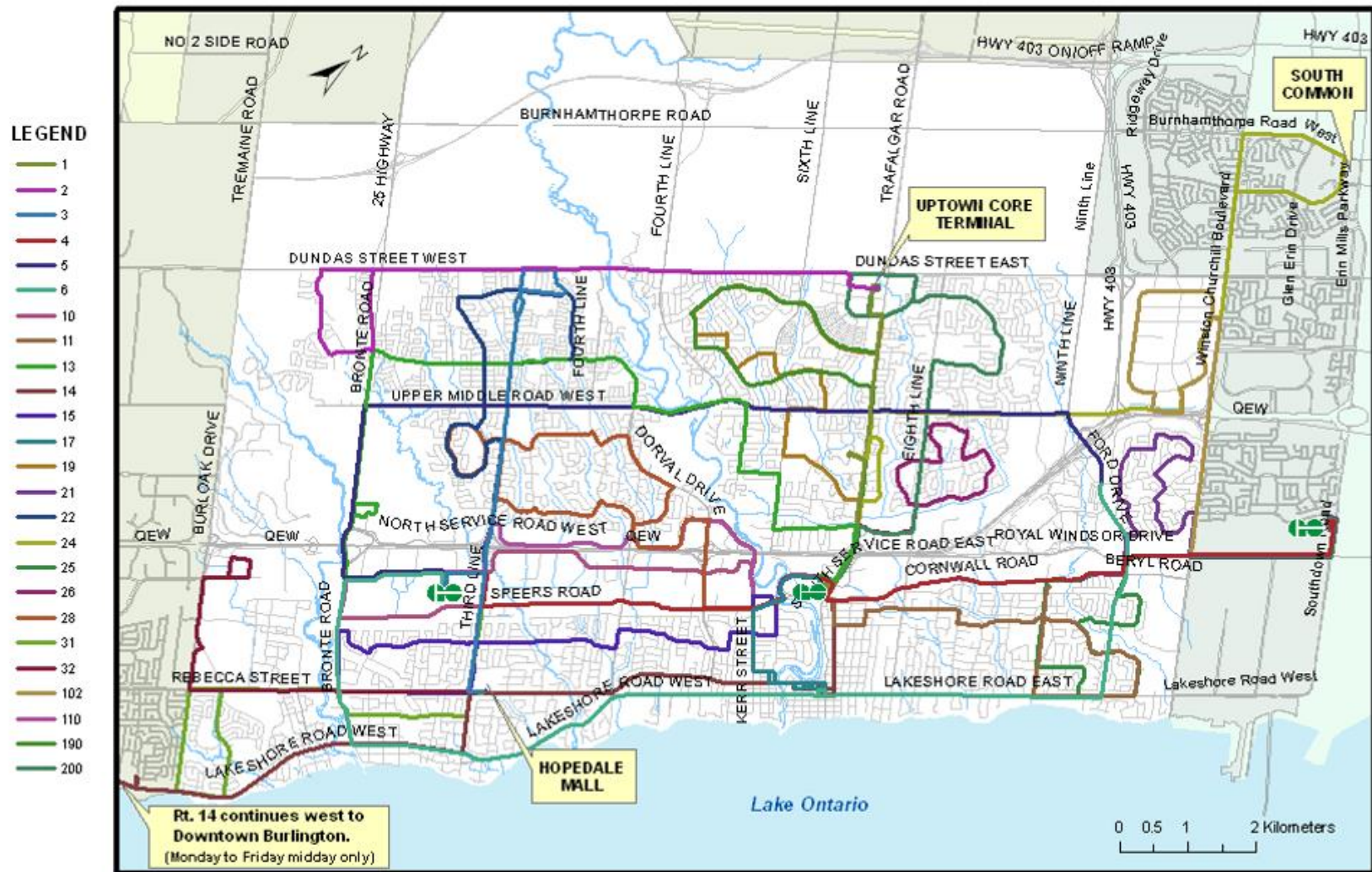
History Repeats Itself

- Transit Five-Year Plan 2009
 - Year one implemented, but no subsequent years of the plan
- Transit Five-Year Plan 2015
 - Year one implemented, but subsequent years delayed

Route Network – 2005



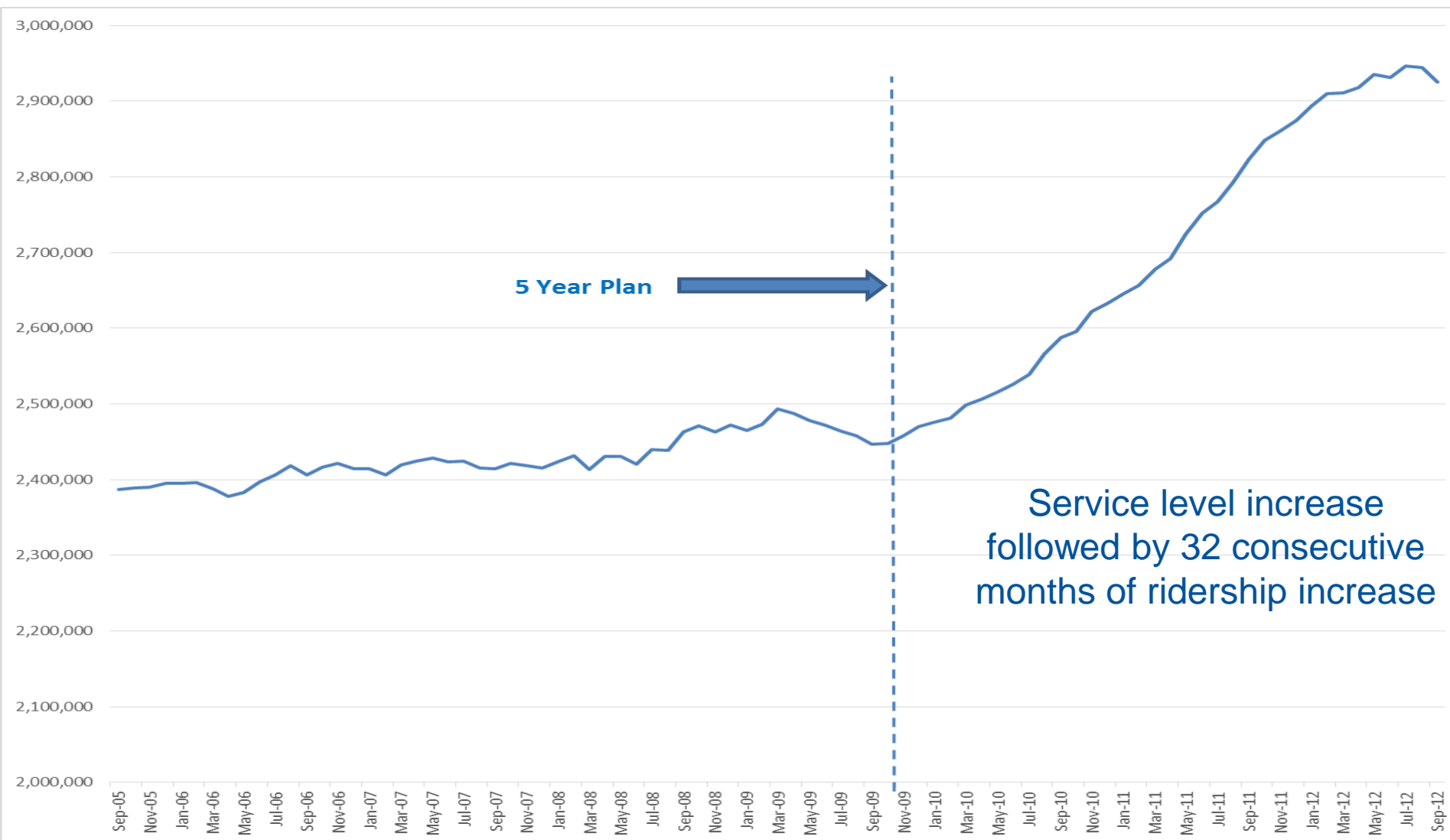
Route Network – Sept. 2009



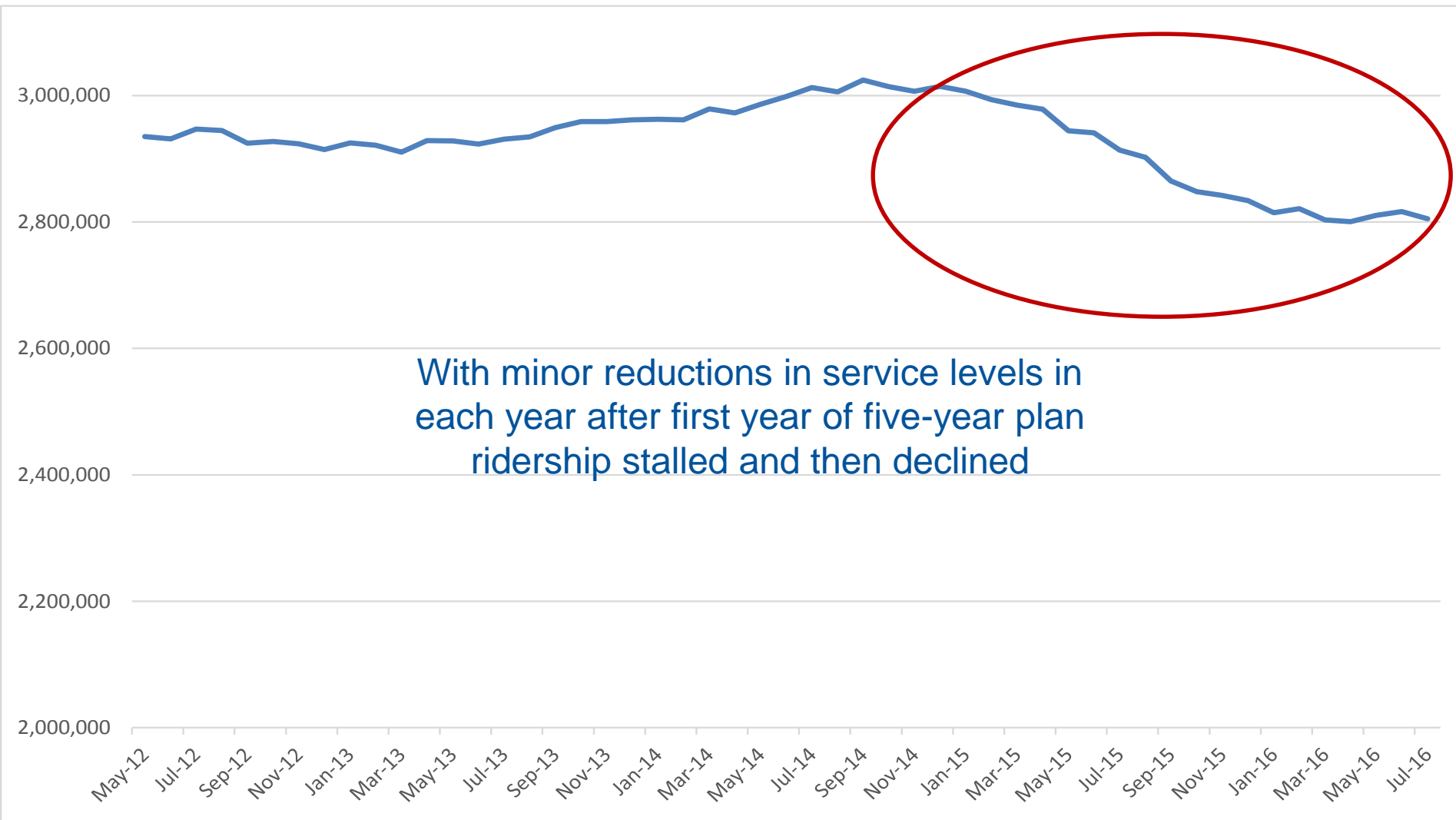
MTO Transit Support Guidelines

- Ministry of Transportation Transit Support Guidelines included the Oakville Transit 2009 Service Design among 13 case studies in North America
- Best Practice in “Transit Network Design”

Moving Annual Ridership – Sept '05 to Sept '12



Moving Annual Ridership – May '12 to July '16



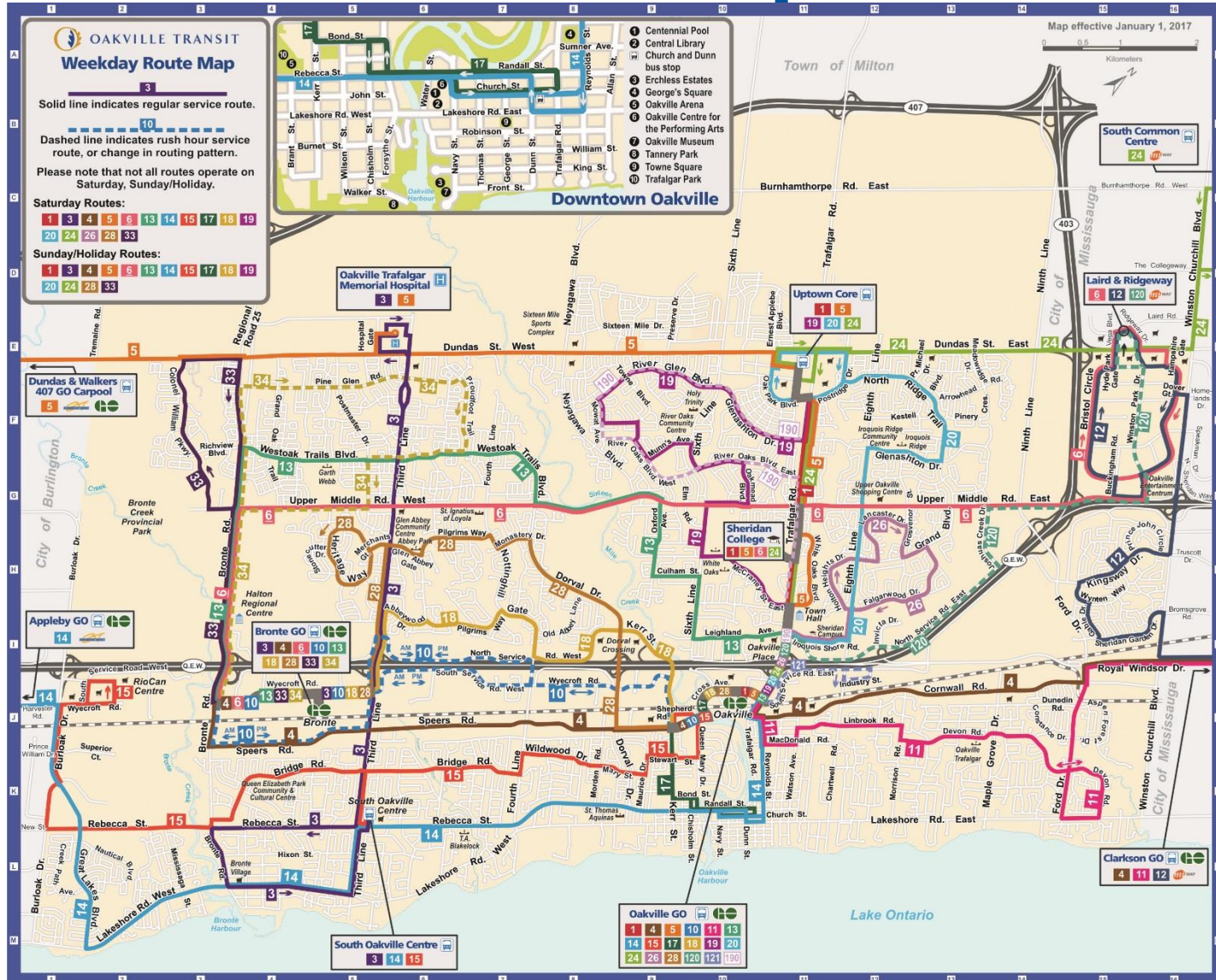
Time for a new plan, 2015



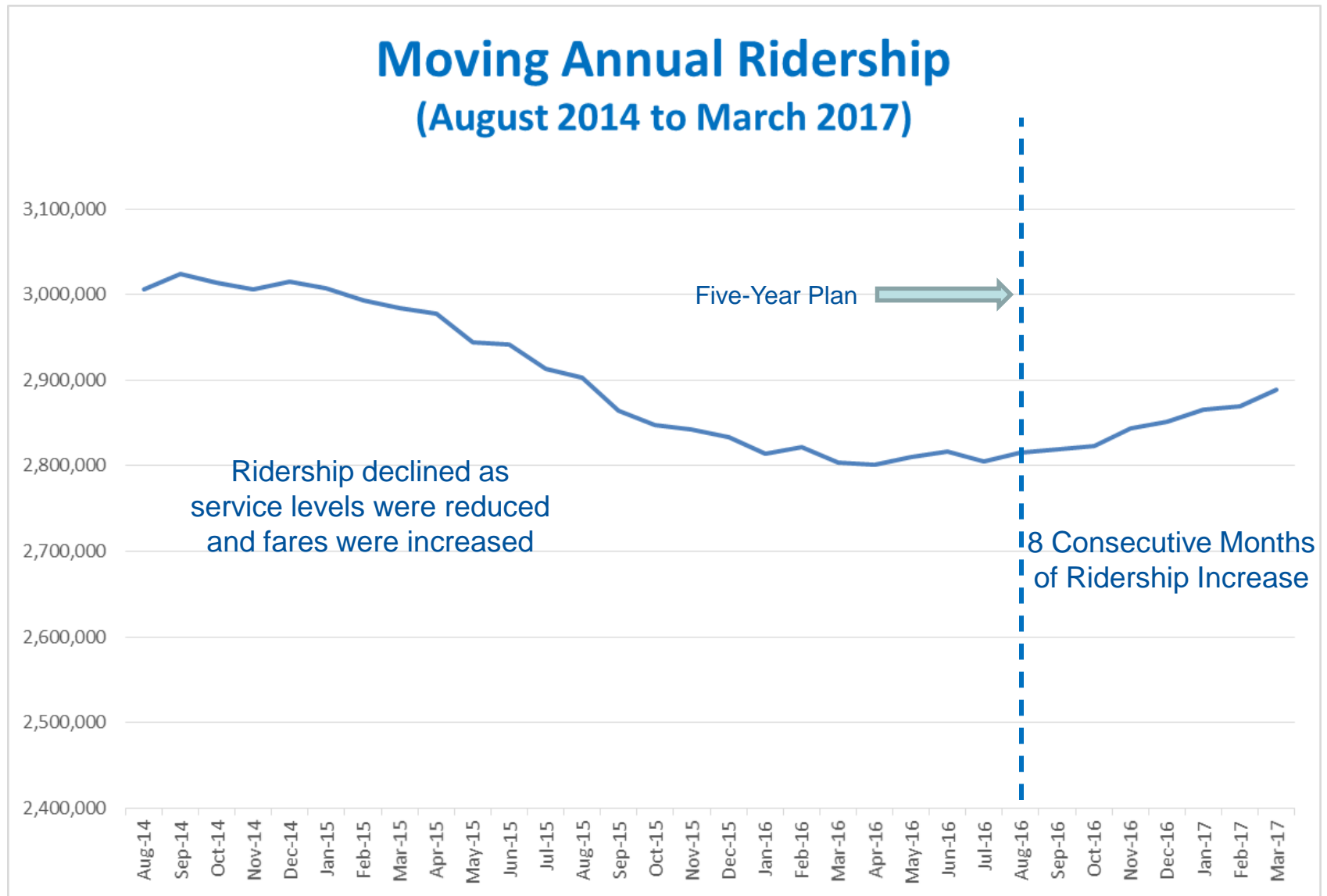
Strategic Priorities

- Deliver **frequency** of service
- Enable Transit First in North Oakville
- Facilitate connectivity to commuter rail
- Provide direct access to the new hospital
- Improve customer experience through ITS
- Address needs of seniors and students

Route Network – Sept. 2016



Moving Annual Ridership – Aug '14 to March '17



Rationalizing


- Addresses optics of “empty buses”
 - Right sizing the fleet
 - Eliminate six low ridership routes
- New smaller buses with better life cycle costs
 - Use of smaller capacity buses for Home to Hub & low demand areas
- Co-mingled Home to Hub
 - Maximizes use of specialized fleet



Affordable & Sustainable

- Over the life of the five-year plan
 - No increase to the number of bus purchases
 - No increase to the number of FTEs
 - 8.7% better rate of cost recovery
 - \$1.7 million saved compared to the current budget forecast



A photograph of a lush green cornfield in the foreground, with rows of corn plants stretching towards the horizon. In the background, a line of trees is silhouetted against a bright sunset sky. The sun is low on the horizon, creating a warm, golden glow and long, soft shadows. The sky is a deep blue with wispy white clouds. The text 'If you build it, they will come' is overlaid in a large, white, serif font, with 'they will come' in italics.

If you build it,
they will come