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# Staff Report

## Community Services

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**Report To:** Committee of the Whole  
**Meeting Date:** January 30, 2017  
**Report Number:** CSPW.17.008  
**Subject:** Transit Update  
**Prepared by:** Shawn Everitt, Director of Community Services

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### A. Recommendations

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THAT Council receive Staff Report CSPW.17.008 entitled "Transit Update" for information purposes.

### B. Overview

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This report is to provide Council with an update of ridership numbers for the Blue Mountains / Collingwood Transit Link between January 2014 and December 2016.

### C. Background

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The Blue Mountains / Collingwood Transit Link has been operating since 2014 through a partnership between the Town of The Blue Mountains and the Town of Collingwood. During this time, as per the Transit Agreement with the Town of Collingwood, Blue Mountain Village Association and Blue Mountain Resorts, ridership data has been collected for analysis.

### D. Analysis

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The following table outlines the ridership numbers for the Blue Mountains / Collingwood Transit Link from January 2014 to December 2016 as well as the percent increase or decrease of ridership numbers from 2015 to 2016 by month.

The data indicates that the Blue Mountains / Collingwood Transit Link ridership numbers have increased in 2016 when compared to both the 2015 and 2014 data from the same time periods.

<b>Month</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>Percent +/- from 2015 to 2016</b>
January	2,508	2,785	3,031	+ 8.1%
February	2,387	2,520	2,648	+ 4.8%
March	2,188	2,466	2,654	+ 7.1%
April	1,334	1,462	1,763	+ 17.1%
May	1,435	1,385	1,944	+ 28.8%
June	1,549	1,459	2,068	+ 29.4%
July	1,886	2,255	2,746	+ 17.9%
August	1,860	2,162	2,740	+ 21.1%
September	1,436	1,652	1,970	+ 16.1%
October	1,615	1,859	1,919	+ 3.1%
November	1,746	1,819	2,117	+ 14.1%
December	2,750	2,688	3,071	+ 12.5%
<b>Totals</b>	<b>22,694</b>	<b>24,512</b>	<b>28,671</b>	<b>+ 14.5%</b>

## **E. The Blue Mountains Strategic Plan**

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Goal #1: Create Opportunities for Sustainability

Goal #2: Engage Our Communities & Partners

Goal #3: Support Healthy Lifestyles

Goal #4: Promote a Culture of Organizational & Operational Excellence

Goal #5: Ensure Our Infrastructure is Sustainable

## **F. Environmental Impacts**

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Public transit reduces the dependence on, and use of, motorized vehicles. This improves air quality, decreased greenhouse gases emissions and conserves energy.

## **G. Financial Impact**

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Ridership numbers continue to be very favourable and far exceed the suggested 750 riders per month identified in the 2013 business plan.

**H. In consultation with**

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Town of Collingwood

**I. Attached**

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None

Respectfully submitted,

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Shawn Everitt  
Director of Community Services

For more information, please contact:

Shawn Everitt

[severitt@thebluemountains.ca](mailto:severitt@thebluemountains.ca)

519-599-3131 extension 281