



# Staff Report

## Community Services

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**Report To:** Committee of The Whole  
**Meeting Date:** February 21, 2018  
**Report Number:** CSPW.18.023  
**Subject:** 2017 Transit Ridership Update  
**Prepared by:** Shawn Everitt, Interim CAO

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### A. Recommendations

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THAT Council receive Staff Report CSPW.18.023, entitled "2017 Transit Ridership Update" for information.

### B. Overview

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This report provides a summary of the 2017 ridership numbers for the Collingwood/Blue Mountains Transit Link.

### C. Background

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Since the 4<sup>th</sup> quarter of 2013, the Town of The Blue Mountains, Blue Mountain Resort Limited, the Blue Mountains Village Association and the Town of Collingwood have been in partnership to provide a transit route that services the Collingwood and the Blue Mountains, specifically the Craighleith area.

The route is based on a 1 hour return service beginning at the Pine Street transit hub in Collingwood and returning to the Pine Street hub on the hour. The transit system runs daily routes from 7a.m to 10a.m. and 3p.m. to 7p.m 7 days a week.

In 2016, the Town partnered with the Town of Collingwood and purchased a bus specifically for the Collingwood/Blue Mountains Transit Link.

The existing agreement between the partners has a term that began August 15, 2014 and expires August 15, 2019. Staff will work with the partners during 2018 to review and develop recommendations for Council for a renewed transit agreement.

### D. Analysis

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The following table outlines the Collingwood/Blue Mountains Transit Link monthly and yearly ridership numbers from 2014 to 2017. The table also includes a monthly percent increase or decrease in ridership numbers between 2016 and 2017.

Month	2014	2015	2016	2017	Percent +/- from 2016 to 2017
January	2,508	2,785	3,031	3363	+ 9.9%
February	2,387	2,520	2,648	3021	+ 12.3%
March	2,188	2,466	2,654	2904	+ 8.6%
April	1,334	1,462	1,763	1877	+ 6.1%
May	1,435	1,385	1,944	1841	- 5.6%
June	1,549	1,459	2,068	1941	- 6.5%
July	1,886	2,255	2,746	2039	- 34.7%
August	1,860	2,162	2,740	2348	- 16.7%
September	1,436	1,652	1,970	1983	+ 0.7%
October	1,615	1,859	1,919	1903	- 0.8%
November	1,746	1,819	2,117	2094	- 1.1%
December	2,750	2,688	3,071	2471	- 24.3%
<b>Totals</b>	<b>22,694</b>	<b>24,512</b>	<b>28,671</b>	<b>27,785</b>	<b>- 3.2%</b>

The ridership numbers in 2017 show an annual ridership decrease of 3.2% from the 2016 ridership levels. The largest of the ridership decreases took place during the months of July and December. This is the first year since the route began in 2014 that annual ridership numbers have decreased.

## **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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Provision of public transit provides an alternative method of transportation and lowers the overall vehicle use.

## **G. Financial Impact**

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The current transit agreement requires the Town to provide \$25,000 per year to cover transit operational costs.

## **H. In consultation with**

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Senior Management Team

Ryan Gibbons, Acting Director of Community Services

Financial Services Staff

## **I. Attached**

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None

Respectfully Submitted,

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