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**Item No. 2**  
**Halifax Regional Council**  
**August 7, 2012**

**TO:** Mayor Kelly and Members of Halifax Regional Council

Original Signed by Director

**SUBMITTED BY:** \_\_\_\_\_  
Eddie Robar, Director, Metro Transit

**DATE:** July 18, 2012

**SUBJECT:** Metro Transit Ridership Trends

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### **INFORMATION REPORT**

#### **ORIGIN**

This report originates from the May 1, 2012 Halifax Regional Council meeting item 12.4 Information Report 3 - Free Transit Seniors' Day - Councillor Blumenthal

MOVED by Councillor Watts, seconded by Councillor Lund that Halifax Regional Council defer a decision on this matter pending a staff report to provide additional information on ridership trends to be brought forward at the end of July 2012. MOTION PUT AND PASSED

#### **BACKGROUND**

Metro Transit's labour disruption began February 2, 2012, full Access-A-Bus service and Ferry Service was reinstated on March 15, and Conventional bus service on March 16.

**DISCUSSION**

Full transit service was operational as of March 16, 2012 following a six week labour disruption. Metro Transit offered free rides for the remainder of the month of March, while passes sold for February were made valid through the end of April 2012. As a result of free service for the remainder of March there is no ridership data available for March 2012. Furthermore, ridership and revenue figures for April 2012 are not included as these figures were influenced by the fact that passes sold for February were made valid through the end of April.

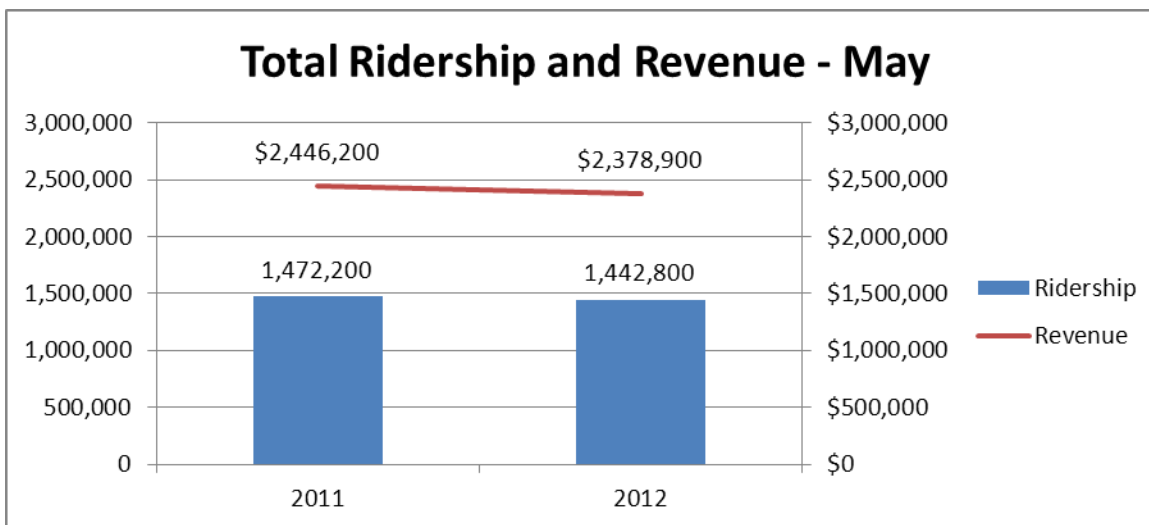
In May 2012, total ridership decreased by 2.0% compared to May 2011. Conventional ridership decreased by 3% in May 2012 compared to May 2011. However, Ferry and Access-A-Bus services experienced significant ridership growth in May 2012 compared with 2011, increasing by 11.2% and 16.8% respectively.

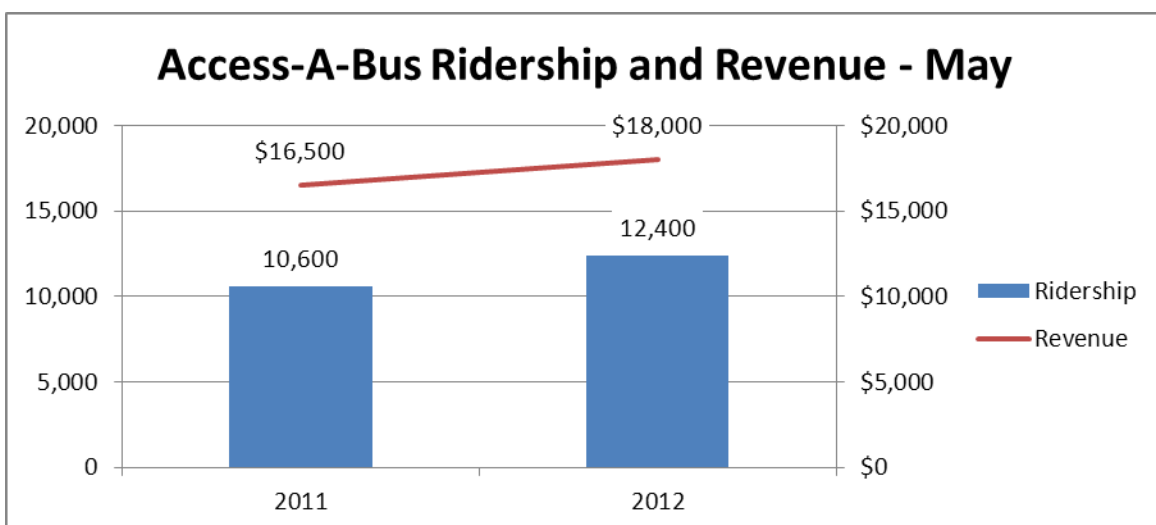
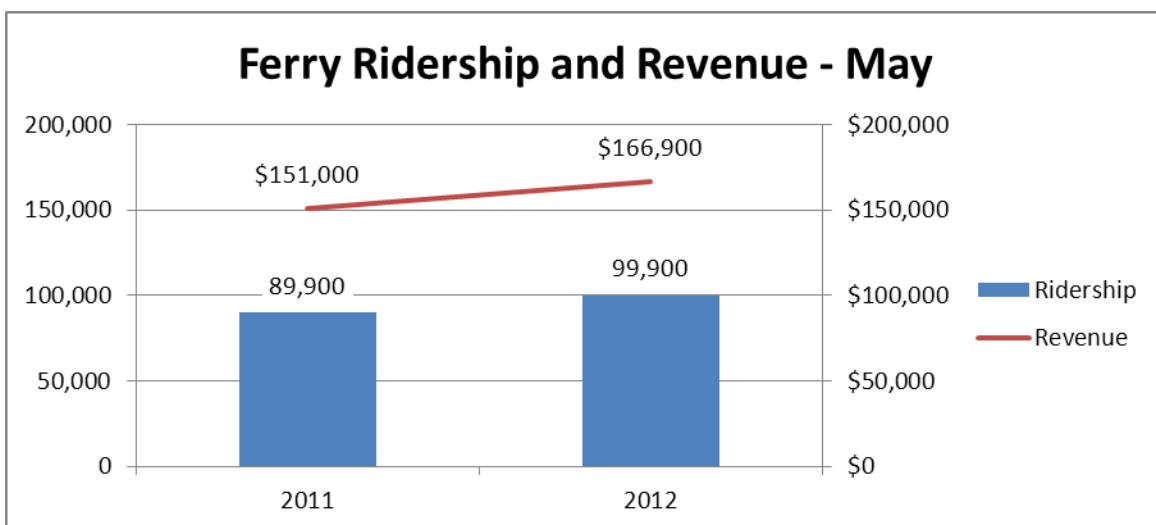
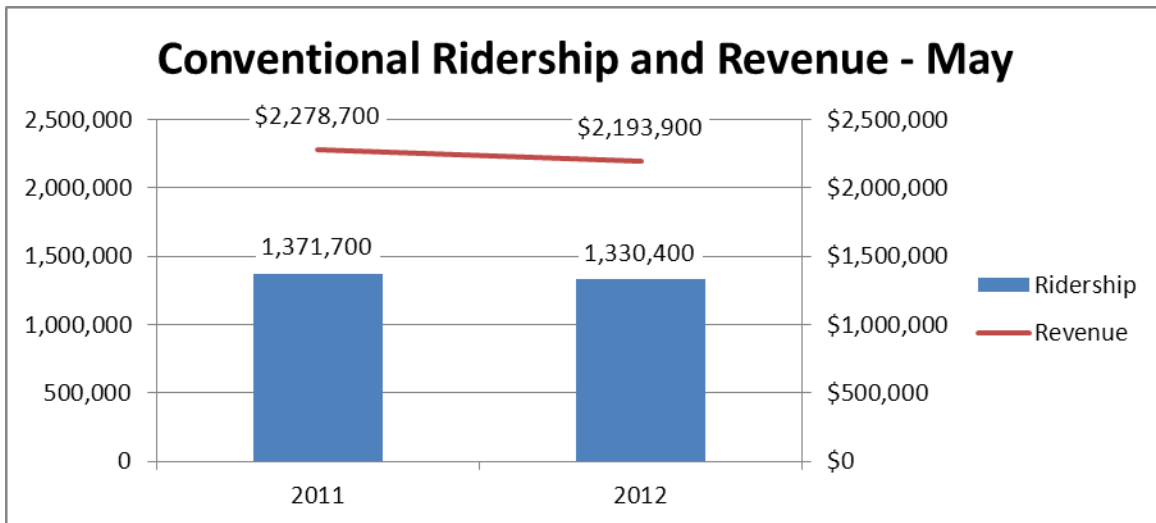
In June 2012, total ridership decreased by 6.7% compared to June 2011. Conventional and Ferry ridership decreased by 6.8%, while Access-A-Bus ridership increased by 8.1%.

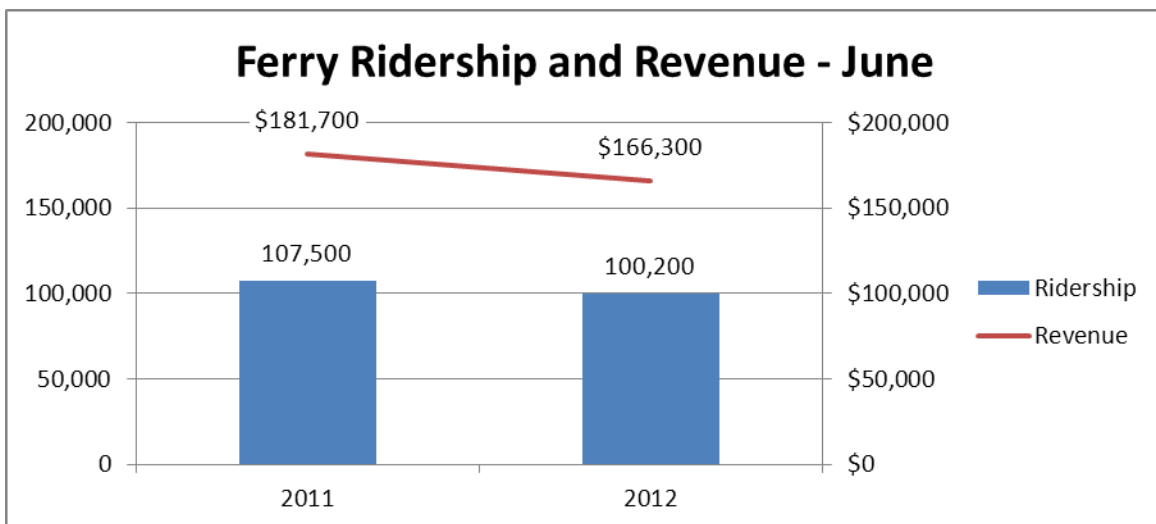
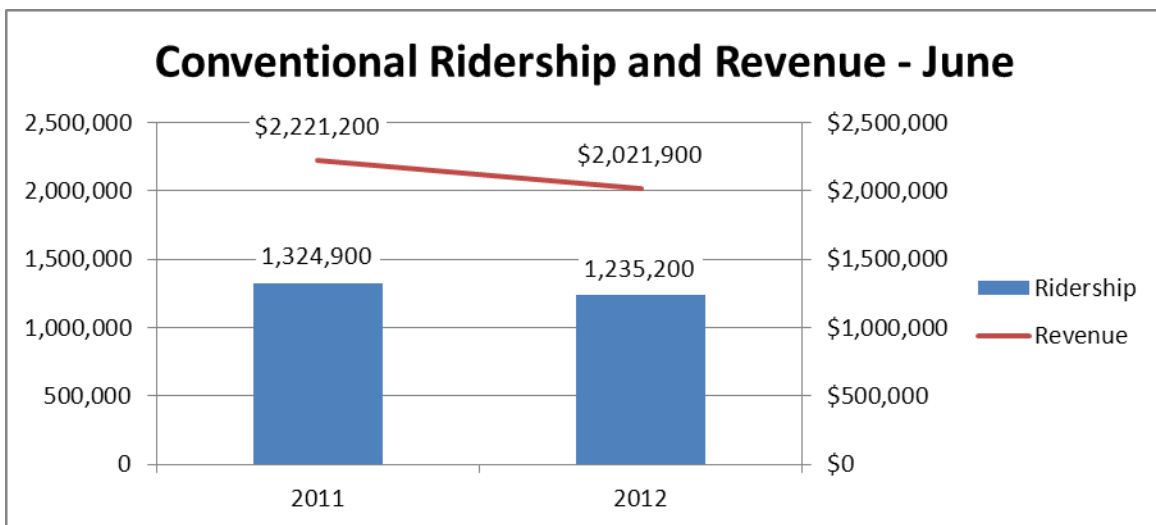
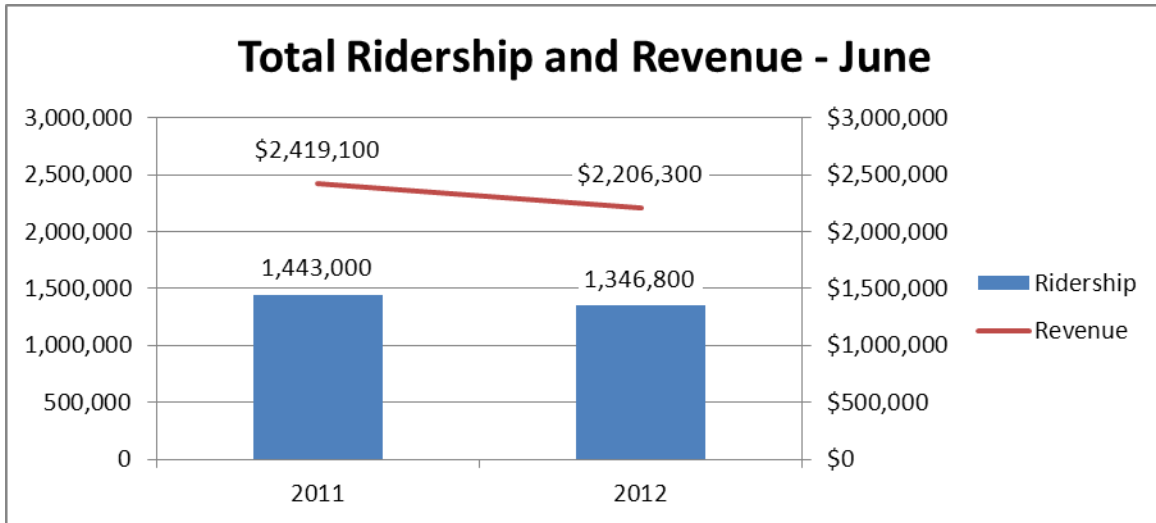
Over this two month period in 2012 overall ridership decreased by 4.3% compared to the same two month period in 2011. Conventional ridership decreased by 4.9%, Ferry ridership increased by 1.4%, and Access-A-Bus ridership increased by 12.5%

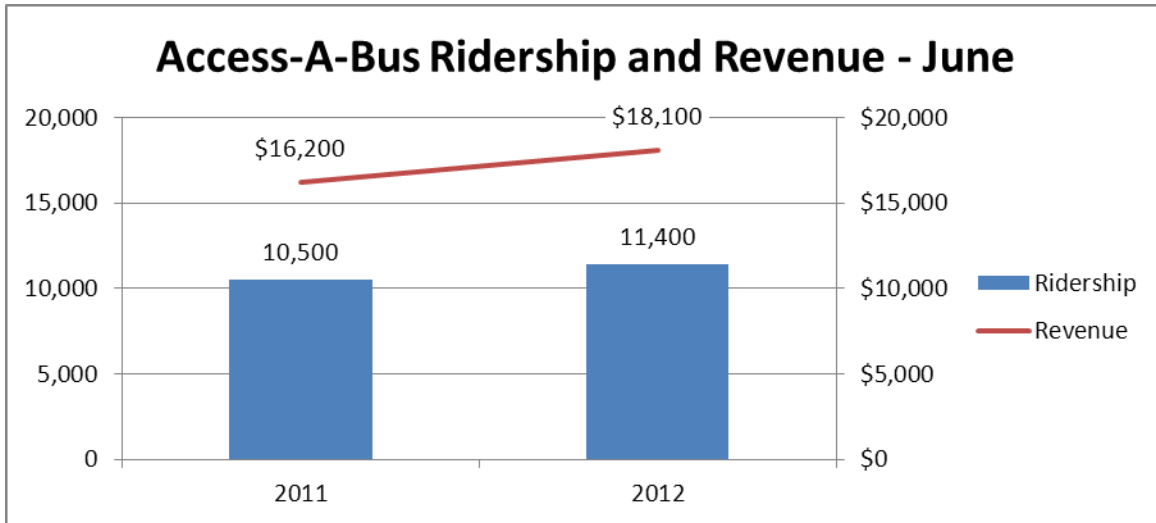
Typically following a labour disruption ridership declines and can take several months to stabilize. Staff will continue to compare monthly data to analyze ridership trends on a go forward basis. Metro Transit will also conduct the annual passenger count in Fall 2012, this will allow us to analyze ridership levels and compare to Fall 2011, to determine if ridership has recovered.

Below are ridership and revenue figures for May and June 2011 and 2012 for comparison of levels before and after the labour disruption.









**BUDGET IMPLICATIONS**

None

**FINANCIAL MANAGEMENT POLICIES/BUSINESS PLAN**

This report complies with the Municipality’s Multi-Year Financial Strategy, the approved Operating, Project and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Project and Operating reserves, as well as any relevant legislation.

**COMMUNITY ENGAGEMENT**

Data analysis was used to create this report therefore no community engagement was required.

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A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.html> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by: Colin Redding, Transit Planning Technician, 490-6632

Original Signed

Report Approved by: \_\_\_\_\_  
Dave Reage, MCIP, LPP, Manager, Planning & Scheduling, 490-5138

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