
Winter Park Transit Advisory Committee



Date: May 21st, 2018

Time: 4:00pm

Location: Winter Park Town Hall, Council Chambers

Meeting Goal: Review winter 17-18 service and plan for summer projects

1. Updates
 - a. CASTA
 - b. Gillig Bus Order
 - c. Granby service discussions
 - d. Website improvements
 - e. Pylon Signage
 2. RideHop discussion
 3. Security camera discussion
 4. Review of winter 2017-18 service memo
 5. Adjourn
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Memorandum



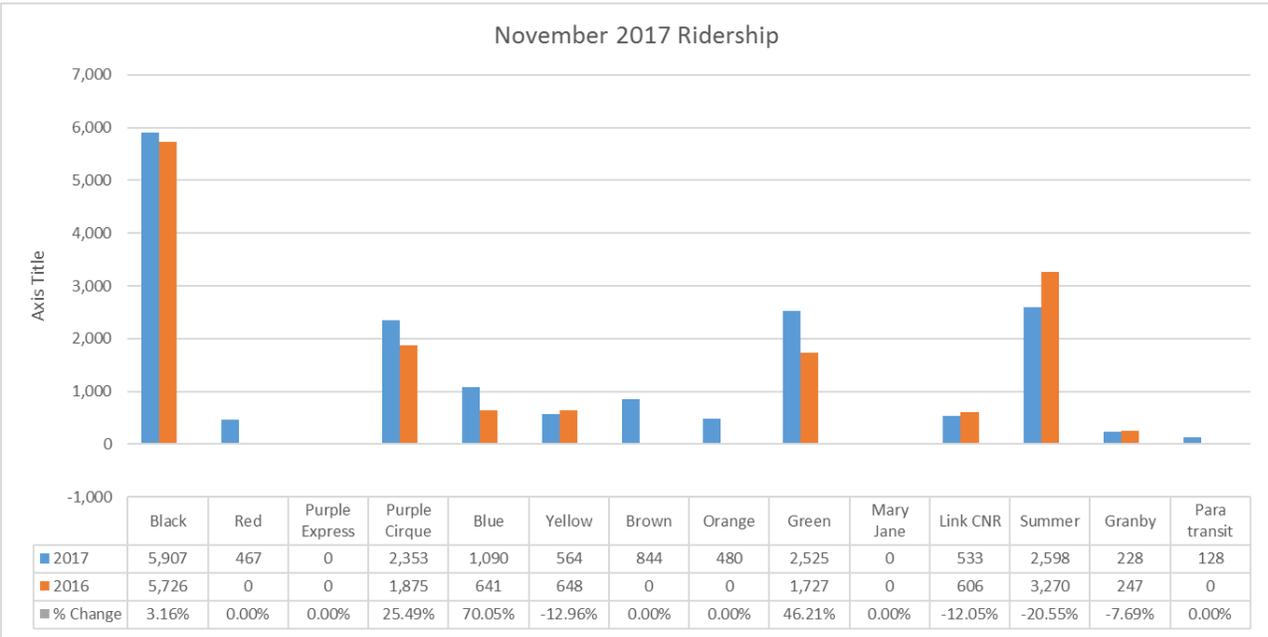
To: Transit Advisory Committee
 From: Michael Koch, Transit Manager
 Date: May 21st, 2018
 SUBJECT: Review of Winter 2017-18 Service

Overview

This memo provides a summary of The Lift’s winter 2017-18 season ridership and costs. Below are summaries of ridership and costs per month. Ridership and costs from winter 2016-17 are included to provide a comparison of performance. The summary at the end of this memo includes a graph showing ridership for all routes over the whole season.

November 2017

The beginning of the season saw a dramatic climb in ridership, up 20% overall from the prior year. The Summer Line saw a decrease of 20% in ridership. The most dramatic increase was experienced on the Blue Line, which saw an increase of 70%. Costs in November increased by 1.7% from \$185,660 to \$188,843.68.



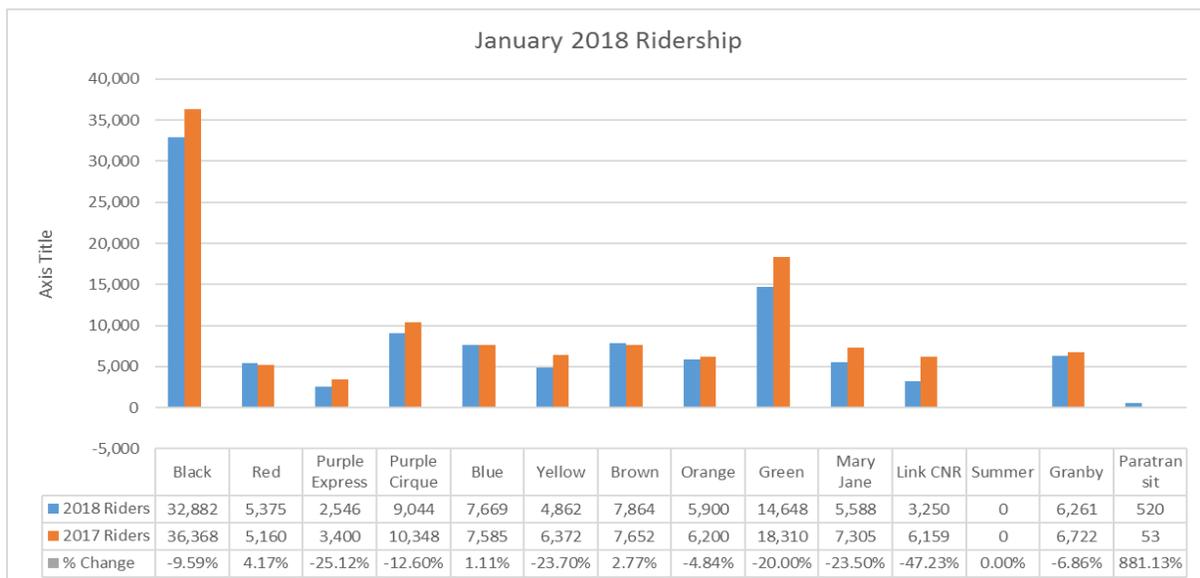
December 2017

In an opposite pattern from November, ridership declined 17.5% in December, from 101,796 riders to 83,929 riders. The biggest drop in ridership was experienced by the Mary Jane Line, seeing a decline of 36%. The Orange Line and Paratransit service had the biggest increases for this month. Costs in December increased approximately 4% from \$250,354 to \$274,148.



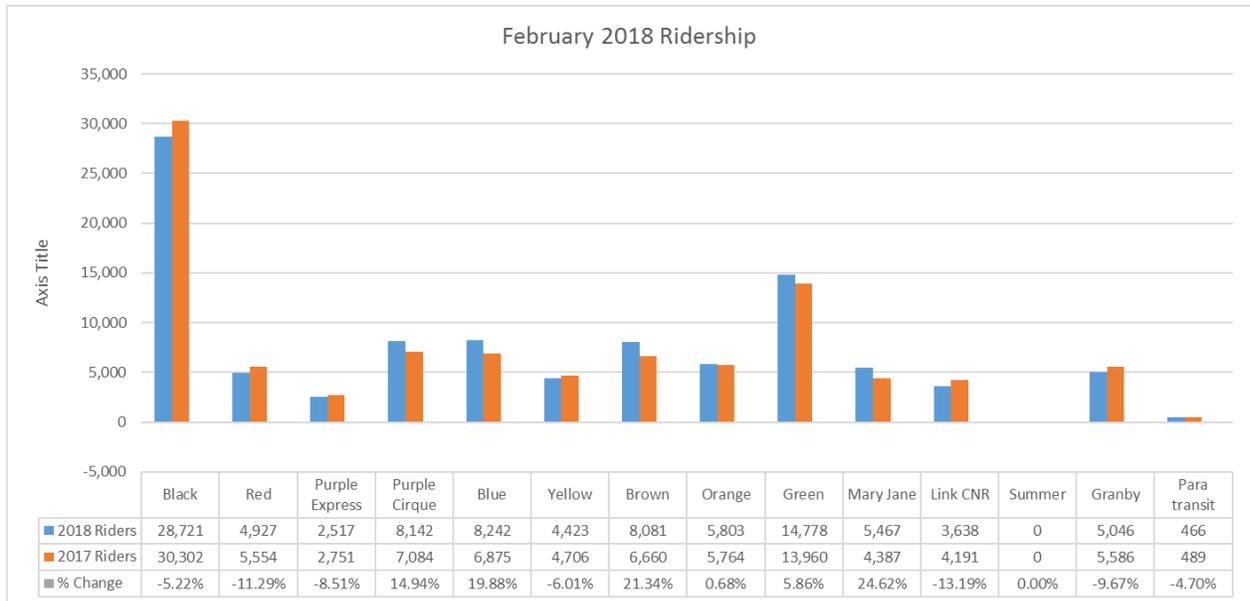
January 2018

Seeing a similar pattern as December, the system experienced an overall 12.5% decrease in ridership from 121,634 riders to 106,409 riders. The largest decline in ridership was witnessed on the Night Lift call-and-ride service, down a total of 48% from last year. The largest increase for this month was experienced in the Red Line and again on the Paratransit service. Costs for January increased approximately 3.3%, from \$272,720 to \$281,654.



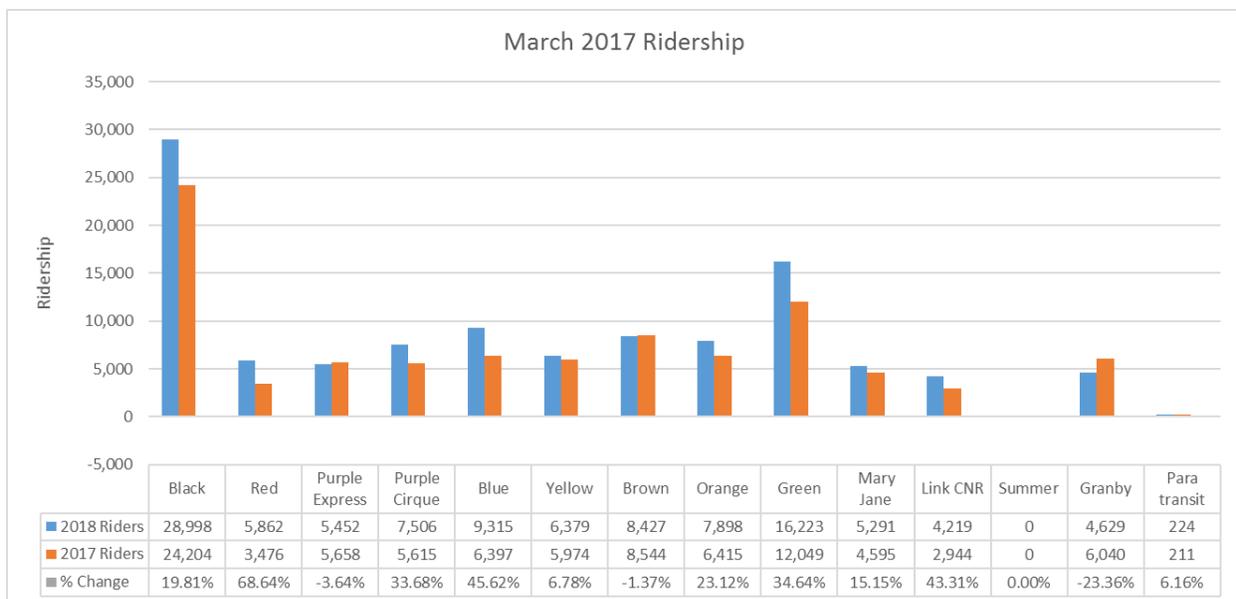
February 2017

February experienced a modest increase of 2%, from 98,309 riders to 100,251 riders. The largest decline was seen on the Night Lift call-and-ride service. The biggest increase was seen on the Blue Line. Costs increased 4.8% from \$250,294 to \$262,201.



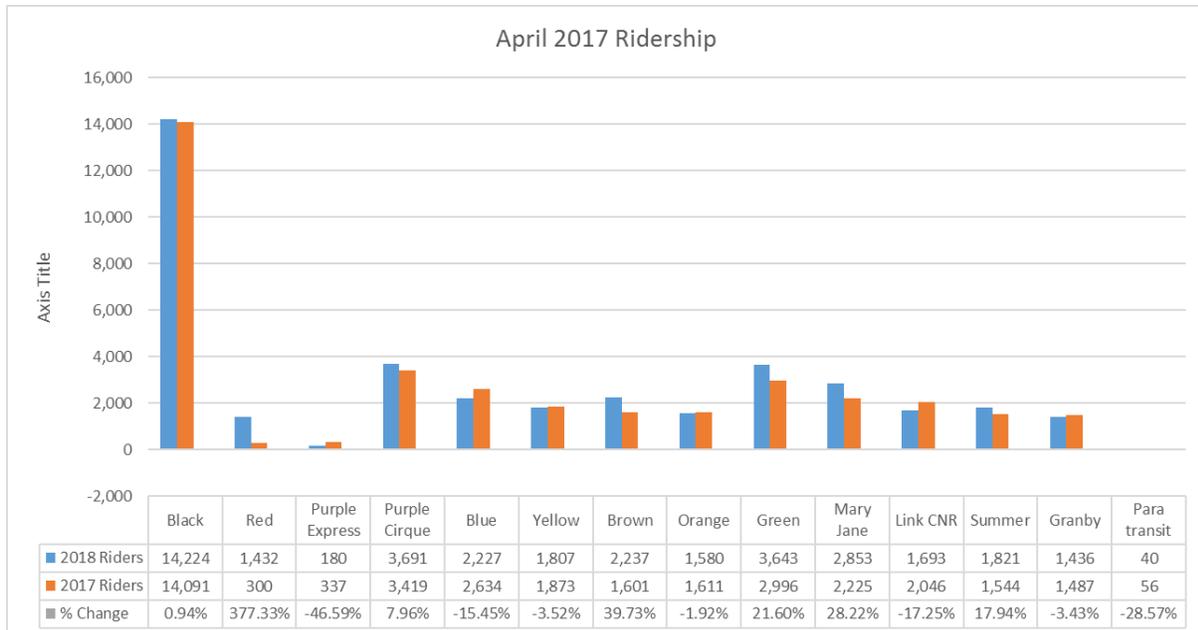
March 2017

A large increase in ridership was experienced in March, total ridership for the month increased by 20% of total riders from 92,122 riders to 110,423 riders. The Red Line saw the largest increase in riders, while the Granby Regional Commuter experienced the largest decrease. Costs in March increased 4.4% from \$290,985 to \$303,837.



April 2017

Total ridership in April increased by 7.3% from 36,220 riders to 38,864 riders. The biggest increase was seen on the Red Line, and the biggest decline was seen on the Purple Express. Costs in April increased approximately 3% from \$200,119.52 to \$205,897.86

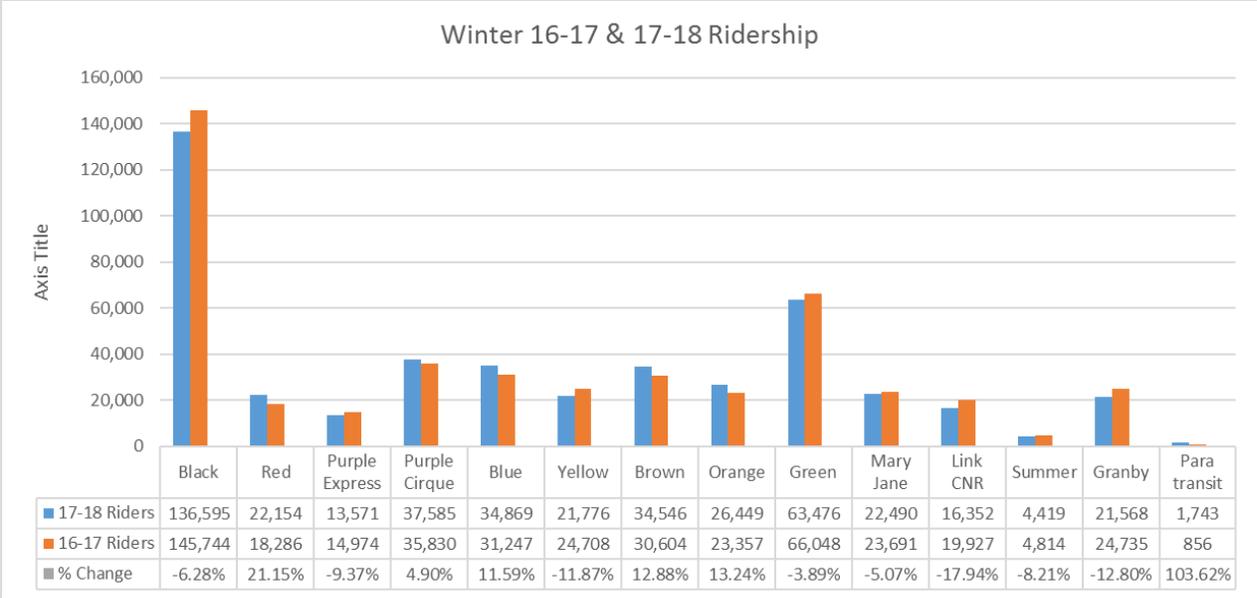


Winter 17-18 Transit Performance Summary

Many factors impact ridership on the transit system, including weather conditions, visitors to the Fraser Valley, and employment needs, to name a few. Aside from a ridership increase in November, the beginning of the season saw low snow totals accompanied by low visitors to the area. The routes that saw the biggest declines in those early months are routes that serve primarily tourist-oriented developments. The ridership increases in February, March, and April can be correlated with higher levels of snowfall accompanied by more visitors coming to the Fraser Valley. Ridership for the paratransit service saw an impressive spike throughout a majority of the season. As this was an Olympic year and Winter Park Resort is the training area for Paralympians, this level of ridership is likely not expected to continue into next year.

While ridership stayed more-or-less the same (a -1.6% decrease overall) the internal systems of The Lift operated at a higher level of efficiency and smoothness than in previous years. Continuing service and capital improvements as well as changes related to policy and operations will be made year-after-year to improve that efficiency and effectiveness of the system. It was noted by drivers and riders that changes to the Green Line may need to be considered so a frequency of 15-20 minute service can be maintained on that line. Scheduling changes and service alternatives are in preliminary stages of review and planning.

Further planning work will need to be conducted on schedules and service alternatives before Town Staff recommendations are ready to be presented to the advisory committee and available for public comment. Below is a graph showing the total ridership for all lines through the whole season.



Total Ridership 16-17 = **464,821**

Total Ridership 17-18 = **457,593**

Percent Change = **-1.56%**