



Planning and Operations Departmental Updates August 2020

Ridership Figures

Fixed Route - Comparative Ridership Statistics

	August 2020	August 2019	% Difference
Total Bus Passenger Trips*	45,174	82,293	-45%
Total Seahawk Shuttle Passenger Trips**	3,555	29,251	-88%

*State of Emergency declared by Gov. Roy Cooper on March 10, 2020.

**UNCW Seahawk Shuttle services resumed on Wednesday, August 19, 2020.

Port City Trolley Program

A hard launch of the revised Downtown Trolley Program occurred on Monday, November 25, 2019. Program milestones are listed as follows:

- Route expansion and increased connectivity between five Downtown Districts - **Brooklyn Arts, North Waterfront, Central Business, South Front and Castle Street**
- Revised name selected through a community naming contest
- Logo and branding created by students from UNCW's Graphic Design Program
- Revised signage for the designated trolley stops
- New vehicle(s) with revised branding to replace two, fully depreciated trolley vehicles



Route 203 Port City Trolley - Ridership Data

Comparative Ridership Statistics			
Month	FY20	FY19	% Difference
July	3,445	4,473	-23%
August	3,919	4,500	-18%
September*	3,352	672	N/A
October	3,172	3,201	-5%
November	2,994	1,402	107%
December	3,537	1,762	101%
January	3,304	2,175	52%
February	4,084	2,365	73%
March	3,732	2,635	42%
April	2,055	3,051	-33%
May	1,645	2,807	-41%
June	2,256	3,295	-46%
Total	37,458	30,566	23%
Month	FY21	FY20	% Difference
July	2,322	3,445	-32.6%
August	1,890	3,919	-48.2%

**In September 2018, Hurricane Florence resulted in a loss of 11.5 days and 2,212 hours of revenue service for Route 203 Port City Trolley. The ridership figures presented are not weighted to reflect adjustments in service levels as noted.*



Advertising Program Activity

August Revenue - FY19 thru FY21

	FY21	FY20	FY19
Total	\$7,984	\$11,345	\$10,696
% Difference	-30%	6%	N/A

**The retirement of seven (7) Gillig buses in July FY20 had a significant impact on advertising revenues as depicted above. Contract securement and installation of advertisements on the new buses did not begin until September 2019. The current inventory level for fixed route buses is 68%; shuttles 33%; and Paratransit vehicles 15%.*

Annual Revenue - FY15 thru FY20

	FY15	FY16	FY17	FY18	FY19	FY20
Total	\$48,069	\$81,203	\$102,973	\$118,104	\$132,484	\$114,835
% Difference	N/A	69%	15%	13%	12%	-13%

