



## Planning and Operations Departmental Updates September 2020

### Ridership Figures

#### Fixed Route - Comparative Ridership Statistics

	September 2020	September 2019	% Difference
Total Bus Passenger Trips*	42,986	64,305	-33%
Total Seahawk Shuttle Passenger Trips**	6,280	57,857	-89%

\*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



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%
<b>Total</b>	<b>37,458</b>	<b>30,566</b>	<b>23%</b>
Month	FY21	FY20	% Difference
July	2,322	3,445	-33%
August	1,890	3,919	-48%
September	1,719	3,352	-49%

*\*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

September Revenue - FY19 thru FY21

	FY21	FY20	FY19
<b>Total</b>	\$9,368.38	\$10,192.50	\$11,453.13
<b>% Difference</b>	-8%	-11%	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 70%; shuttles 33%; and Paratransit vehicles 12%.*

Annual Revenue - FY15 thru FY20

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

