



## Planning and Operations Briefing

### Ridership Figures

#### Fixed Route - Comparative Ridership Statistics

	November 2020	November 2019	% Difference
Total Bus Passenger Trips*	39,940	67,999	-41.3%
Total Seahawk Shuttle Passenger Trips**	3,593	58,416	-94.4%

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

\*\*UNCW Seahawk Shuttle services resumed on Wednesday, August 19, 2020 and concluded on Tuesday, November 24, 2020. Revised schedule is reflective of 9,200 service hours implemented on Monday, September 21, 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 the five Downtown Districts: **Brooklyn Arts, North Waterfront, Central Business, South Front and Castle St.**
- 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
<b>Total</b>	<b>37,458</b>	<b>30,566</b>	<b>23%</b>
Month	FY21	FY20	% Difference
July	2,322	3,445	-32.6%
August	1,890	3,919	-48.2%
September	1,719	3,352	-48.7%
October	3,071	3,172	-3.0%
November	1,701	2,944	-42.2%

\*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 statistics presented are not weighted to reflect adjustments in service levels as noted.

### Public Transportation Agency Safety Plan Update

On July 19, 2018, the Federal Transit Administration (FTA) published a final rule for Public Transportation Agency Safety Plans (PTSAP) as authorized by the Moving Ahead for Progress in the 21st Century Act (MAP-21). On July 19, 2019, the final ruling took effect. This ruling requires States and operators of public transportation systems that are recipients and sub-recipients of federal financial assistance under the Urbanized Area Formula Program (49 U.S.C. § 5307) to develop a PTSAP based on the Safety Management System approach. Transit operators must certify they have a safety plan in place meeting the requirements of the rule updated and certified by the transit agency annually, with initial certification required no later than July 21, 2021. A finalized draft of the Authority's PTASP will be presented to the Board of Directors for review and consideration during the January 2021 meeting.



## Advertising Program Activity

November Revenue - FY19 thru FY21

	FY21	FY20	FY19
<b>Total</b>	\$9,505	\$10,425	\$12,321
<b>% Difference</b>	-8.8%	-15%	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.*

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%

