



Planning and Operations Briefing June 2021

Ridership Figures

Fixed Route - Comparative Ridership Statistics

	May 2021	May 2020	% Difference
Total Bus Passenger Trips*	39,157	36,722	6.63%
Total Seahawk Shuttle Passenger Trips**	462	N/A	N/A

***The COVID-19 health crisis resulted in the cancellation of UNCW Seahawk Shuttle transportation services effective Monday, March 16, 2020. The Authority provided a total of 1,246 hours of revenue service for April 2021. UNCW Seahawk Shuttle services did not operate April or May 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	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%
December	1,682	3,555	-36.8%
January	1,997	3,304	-39.6%
February	1,564	4,084	-40.5%
March	2,445	3,732	-34.5%
April	2,377	2,055	15.7%
May	2,263	1,645	37.57
Year to Date Totals	23,031	35,207	-34.6%

**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.*



Advertising Program Activity

Fiscal Year to Date (YTD) Revenue - FY19 thru FY21

	FY21	FY20	FY19
Total	\$92,167	\$106,578	\$122,067
% Difference	-13.5%	-12.7%	N/A

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%

**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.*

