

MEMORANDUM

Date: March 30, 2015
To: David L. Corliss, City Manager
From: Robert A. Nugent, Public Transit Administrator
Subject: 2014 Annual Update

Real Time Bus Information

In 2014, Lawrence Transit implemented real time bus information to the public. The system uses GPS information provided by each vehicle to provide real time information about bus arrival times. This information can be accessed by using a downloadable app or by texting from a mobile phone. This system was developed from our existing vehicle management system, which has the ability to store and manipulate real time and historic data associated with vehicle locations and activity.

Summer Pass Program

The Summer Pass Program, which allows students K-12 to purchase a reduced pass that is good for the summer months, continued in 2014. Lawrence Transit again teamed with the Lawrence Public Library to market the program. In addition, staff also worked with the City of Lawrence Parks and Recreation Department to help promote and sell the passes. The number of passes sold increased 33% over those sold in 2013.

Bus Pass Sales

Public transit riders now have six new locations to purchase bus passes across the city. In 2014, Lawrence Transit announced a partnership with Dillon's and Hy-Vee stores to sell monthly passes and 10-ride punch cards.

FTA Reviews and Audits

The Federal Transit Administration (FTA) conducted a Triennial Review of Lawrence Transit in 2014. Triennial Reviews are performed every three years as part of the FTA oversight process. Lawrence Transit has provided responses to the findings of the review and has received preliminary approval of our responses. The official acceptance of our response is expected in the near future.

FTA also performed a comprehensive Drug and Alcohol Audit of Lawrence Transit in 2014. Responses to the findings were provided by Lawrence Transit and approved by FTA.

Cooperative Efforts

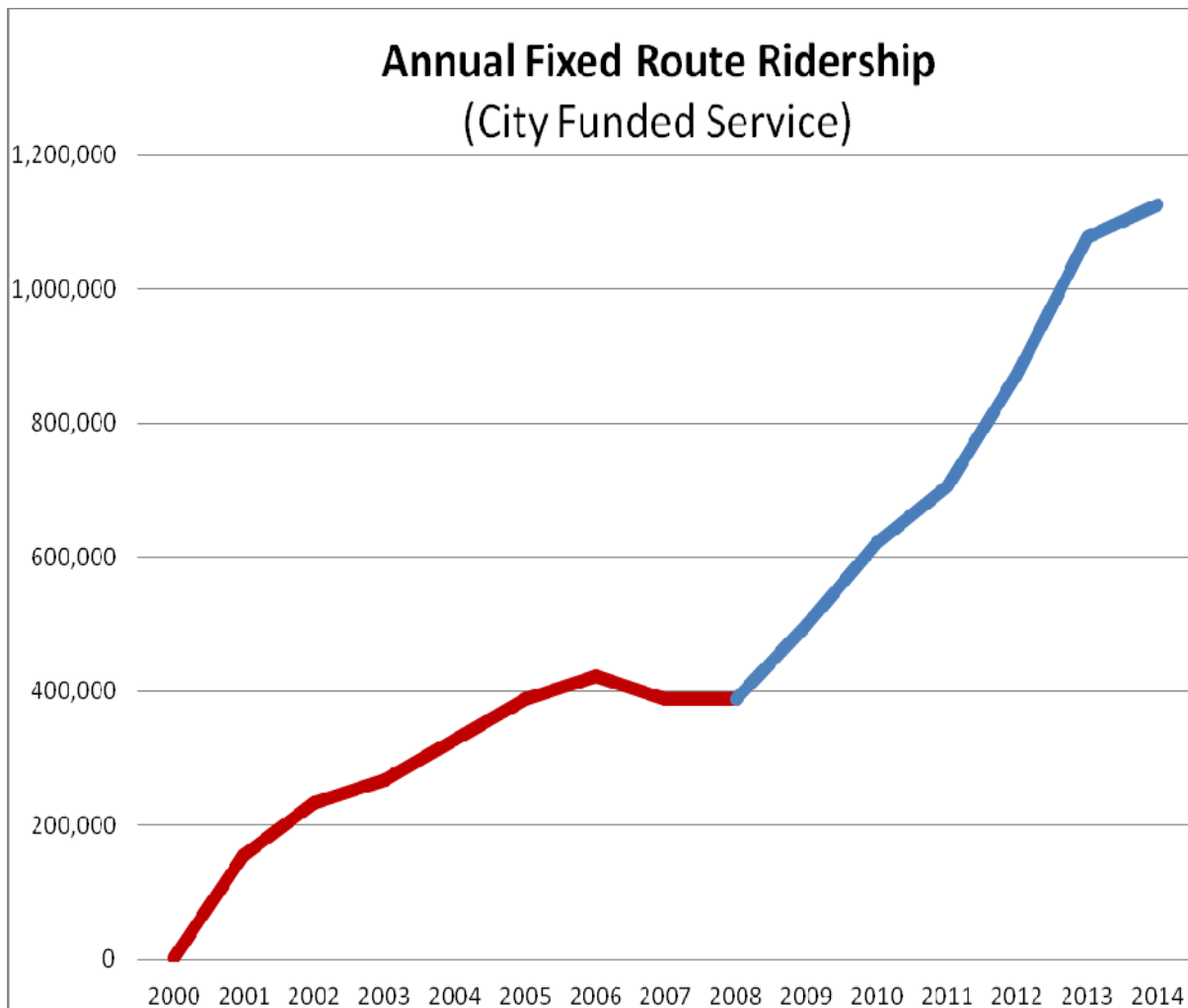
Lawrence Transit continued to work in cooperative efforts with other entities in our community. Examples of these would be working with a local art organization to incorporate art into transit. The effort known as "Resilience: A Moving Kansas Tribute" resulted in art being displayed on a transit vehicle.

The Library and Lawrence Transit continued working together on projects. In addition to the Summer Pass Program mentioned above, we also worked together on "Books and Bus," which introduced preschool children to using the bus.

Fixed Route Ridership History

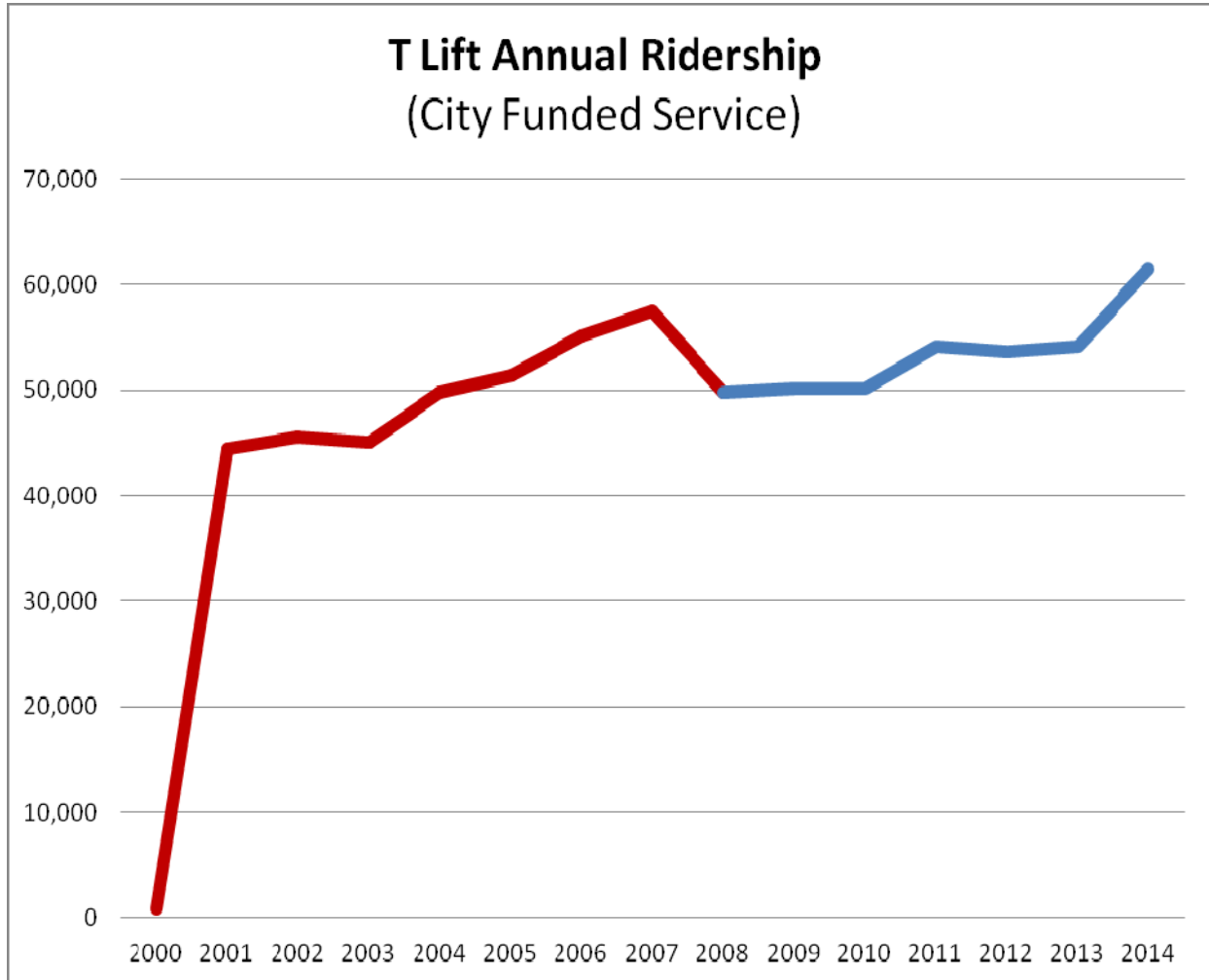
Note: For this report, only ridership on routes and service that is directly funded by the City is being considered. As the system currently operates, KU students, faculty and staff prepay their fares and can ride any bus route by presenting a KU ID. Anyone who is not a KU student can ride any route by paying a regular fare.

Ridership on fixed route service has increased every year since the passage of the Transit Tax Referendum in 2008. Beginning in 2009, staff began restructuring routes in order to take advantage of coordination and to correct issues with service. Service changes have taken place every subsequent year and have resulted in ridership increases that, for the first time, eclipsed one million passengers in 2013. As can be seen in the following graph, total annual fixed route ridership has grown from 437,671 in 2008 to 1,125,795 in 2014 which amounts to a 157% increase. Over the last year (2013-2014), ridership on fixed route service has increased 4.5%.



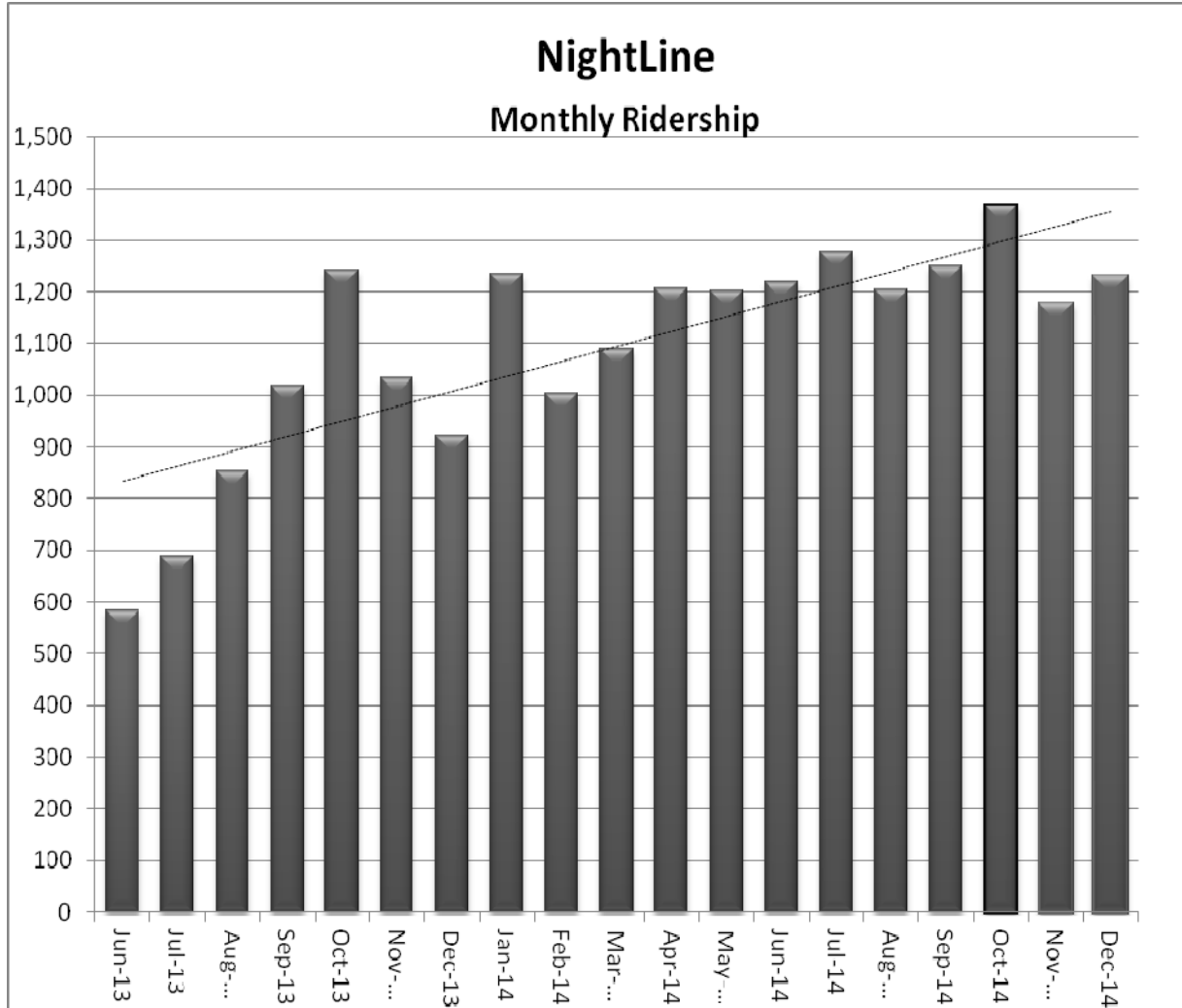
T Lift Ridership History

Ridership on T Lift has been fairly consistent since 2008. From 2001 to 2007, ridership grew at a steady pace. Due to the high operating cost of T Lift, efforts were made to change the certification process which resulted in a decline in ridership. From 2008 until 2013, ridership has been fairly consistent. Over the last year (2013-2014), ridership on T Lift service has increased 14%.



NightLine Ridership

In June 2013, Lawrence Transit began operating a service known as NightLine. As can be seen from the following graph, the ridership has grown steadily since the start of service. The total ridership for the first full year of service in 2014 was 14,462.



Fare and Pass Revenue

