Reporting Monthly Ridership Statistics by Neighbourhood

ISSUE
Saskatoon Transit's ability to report on monthly ridership statistics on a neighbourhood-by-neighbourhood basis.

BACKGROUND
At the City Council meeting held on May 5, 2014, the following inquiry was made by Former Councillor T. Paulsen:

> "It is my understanding that, through technology, Saskatoon Transit now has the ability to track ridership by neighbourhood. Could the Administration report on the monthly ridership statistics on a neighbourhood-by-neighbourhood basis"

CURRENT STATUS
The current farebox technology captures the following information:
- type of fare paid;
- time and date the fare is paid;
- bus number and route; and,
- GPS location where the fare was paid.

There have been issues with the reliability and accuracy of the GPS location information as it is being gathered by older generation technology. Due to concerns with accuracy of location information, Saskatoon Transit has not been generating monthly ridership reports on a neighbourhood-by-neighbourhood basis.

With implementation of mobile ticketing, planned in 2021, it is expected the accuracy of GPS information will improve with new technology and will continue to track the number of people getting on the bus, the type of fare paid, the route, bus, and geographical area where boarded. It will still not be possible to track where riders get off the bus as the mobile ticketing project does not include a "tap off" feature.

DISCUSSION/ANALYSIS
Currently Saskatoon Transit provides monthly ridership reports which outlines the number of riders taking the bus across the system and percentage of fare type used. The report provides monthly trending comparisons with the same month of the previous year, as well as current year to date. Saskatoon Transit will work with the IT division on a process to publically report these monthly ridership statistics on Saskatoon Transit's website.

With the planned implementation of a new mobile ticketing system in 2021, Saskatoon Transit will continue to refine its data collection and analysis efforts to explore the opportunities to develop a neighbourhood heat map showing the number of riders getting on buses in the geographical areas that are based on neighbourhoods. A more granular approach to data capture will be available with the introduction of mobile

ticketing and may provide standard reports and analytics; however, the project is only at the initial stage and the request for that type of analysis has not yet been made. This additional request may require additional work with IT and/or the vendor to develop a method of analysing and reporting the data.

FINANCIAL IMPLICATIONS
Saskatoon Transit will work with IT and third party vendors on the feasibility of reporting neighbourhood ridership and will report back if a funding source is required outside of approved budgets.

OTHER IMPLICATIONS
There are no legal, social or environmental implications identified.

NEXT STEPS
Saskatoon Transit will work with IT to post monthly ridership statistics on Saskatoon Transit's website. As part of plan for implementation of mobile ticketing in 2021, Saskatoon Transit will also work with the vendor on the possibility of developing reports on monthly ridership on a neighbourhood-by-neighbourhood basis.

Report Approval
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Admin Report - Reporting Monthly Ridership Statistics by Neighbourhood.docx