

TORONTO TRANSIT COMMISSION REPORT NO.

MEETING DATE: November 23, 2011

SUBJECT: 145 DOWNTOWN/HUMBER BAY EXPRESS:
POST-IMPLEMENTATION REVIEW

ACTION ITEM

RECOMMENDATIONS

It is recommended that the Commission:

- 1) Approve the discontinuation of the trial operation of the 145 DOWNTOWN/HUMBER BAY EXPRESS bus route, effective February 13, 2012, because of low ridership and poor financial performance; and
- 2) Forward this report to Councillors Doucette, Grimes, Perks, Layton, McConnell, and Vaughan.

FUNDING

The elimination of this trial service would result in annual savings of approximately \$150,000 in net direct operating costs.

BACKGROUND

As directed by the Commission at its meeting on November 26, 2008, a new premium express bus route serving the Humber Bay Shores neighbourhood was implemented, on a trial basis, starting in October 2009. The new service was scheduled to operate five trips in the morning peak period from Lake Shore Boulevard in south Etobicoke to downtown, and six trips in the afternoon peak period from downtown back to the Humber Bay area. At its August 23, 2010 meeting, after receiving the report: *Status Update: 145 DOWNTOWN/HUMBER BAY EXPRESS Route*, the Commission approved that the service continue its trial operation to allow additional ridership data to be collected and analyzed.

This report responds to this direction, and presents the normal post-implementation evaluation of the performance of the trial operation.

DISCUSSION

Post-Implementation Reviews

The TTC uses a formal process for planning and evaluating service changes based on a set of Commission-approved service standards. Every new service that the TTC introduces is initially operated on a trial basis. After a minimum six-month trial period, when ridership on the service has approached a mature state, passenger counts are taken, the performance of the route is reviewed, and a recommendation is made regarding its future. All service changes are reviewed to ensure that the original objective of better service for customers has been met. New routes and extensions, which have been introduced at an additional cost, undergo a ridership and financial review to check that the service has met established standards of acceptable ridership and financial performance. The overall review also considers comments that have been received from customers and the community, and the experience that has been gained in operating the service.

A service change, which has met its performance objectives, is recommended to be made a regular part of the TTC system. If a service change has been unsuccessful in some way, then a recommendation is made to either make further changes for another trial period or to remove the service. The compulsory post-implementation review of every trial service change ensures that the success or failure of every service change is assessed consistently and fairly, and that there is full accountability to the Commission on matters which affect the service that is provided to customers.

Most service changes implemented through this process have been successful. Of the 88 trial service changes made and evaluated since 1998, 64 of the changes attracted sufficient ridership that they met the TTC's financial and ridership performance targets, and are now a regular part of the TTC system.

145 DOWNTOWN/HUMBER BAY EXPRESS

The Monday to Friday peak-period premium-fare express bus service was introduced on Monday, October 19, 2009. Five eastbound trips to downtown in the morning, and six trips westbound from downtown in the afternoon are operated. The route is shown in the attached map, Exhibit 1.

A ridership count was conducted in March 2010, approximately five months after the service began, and the number of customers using the service was low, with approximately 75 customer-trips made on the route on a typical weekday. Based on the information in that ridership count, several minor changes were made to the service, with the objectives of increasing ridership and improving the reliability. These included an enlargement of the west-end service looping, and adjustments to the route's round-trip times.

A second ridership count was conducted in April 2011. Approximately 140 customer-trips were made on the service on the day of that count. It is estimated that, of these, approximately 20 were new to the TTC, and were attracted by the new service. The total

observed ridership is lower than the originally-projected ridership of 380 customer-trips per day.

The new service requires three buses in both the morning and afternoon peak periods. A financial assessment was carried out and the results show that the service generated 0.01 new customer-trips per net direct dollar spent. This is below the TTC's minimum standard of 0.23. The number of boardings per bus-service-hour is 8.8, below the TTC's minimum threshold of 15 boardings per service-hour.

Staff have reviewed the ridership for the individual trips to see if the financial performance could be improved by eliminating the most-lightly used trips. One morning and two afternoon trips could be eliminated. Even with these changes, and assuming no further ridership changes on the remaining trips, the service would not meet the minimum financial or ridership standards.

As a result of the low ridership and poor financial performance, it is recommended that this bus route be eliminated, with its last day of service being Friday, February 10, 2012.

Customers using the 145 DOWNTOWN/HUMBER BAY EXPRESS bus have access to alternative bus and streetcar services in the area to travel to and from downtown.

JUSTIFICATION

The Commission should approve the elimination of the 145 DOWNTOWN/HUMBER BAY EXPRESS bus route because of low ridership and poor financial performance. The last day of operation would be Friday, February 10, 2012.

August 30, 2011

11-31-43

Attachment: Exhibit 1 - 145 Downtown/Humber Bay Express Route Map

Exhibit 1

145 Downtown/Humber Bay Express

