Trolley Update

By: Assistant City Manager Rick Beverlin
Ridership Statistics

<table>
<thead>
<tr>
<th>Month</th>
<th>Downtown</th>
<th>Seawall</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>6,590</td>
<td>11,128</td>
<td>17,718</td>
</tr>
<tr>
<td>July</td>
<td>9,594</td>
<td>21,043</td>
<td>30,637</td>
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<tr>
<td>August 1-6</td>
<td>1,491</td>
<td>3,456</td>
<td>4,947</td>
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<td>Total As Of August 6th</td>
<td>17,675</td>
<td>35,672</td>
<td>53,302</td>
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Highlights:
- Busiest Day: Saturday July 2nd, 1,389 riders
- Second Busiest Day: Wednesday July 19th, 1,308 riders
- Weekend of July 4th: 5,011 riders
- The trolley’s carried more passengers in the month of July (30,637) than the combined ridership for Routes 1-7 and Demand Response (30,004) for Island Transit.
Path Forward

• The Committee has selected a vendor for Advertising & Marketing the Trolley’s and will ask Council to award the bid in September.
  • This contract will include advertising on the bus stops, trolley’s and at the downtown terminal.

• Staff continues to look at making GPS tracking available through Google’s transit feature or other Mobile App alternatives.

• Staff will work with the Park Board to ensure that drivers are Certified Tourism Ambassadors.

• Staff has begun discussions with the partners about fare collection.

• Waived fares end September 5th