



Subject: 2024 Transit Ridership Update

Department: Infrastructure Services

Division: Transportation and Development

Report #: INS-2025-009

Meeting Date: 2025-02-10

Recommendations

That report INS-2025-009, 2024 Transit Ridership Update, be received.

Overview

This report provides Council with a transit ridership update for the year 2024. The information included in the report is to provide Council with an accurate updated ridership count to reflect Orangeville Transit's and the fare free programs advancements in transportation service to the community.

Background

On September 23, 2024, Staff submitted report number INS-2024-043 with the latest update to council on ridership since the inception of the Fare Free Transit program in January 2023.

At that time, Staff had reported that ridership was projected to increase again from 2023 to 2024. Based on previous years ridership trends, staff was able to calculate a forecasted projection of 262,780 riders for 2024.

This report provides further details to council on the current number of customers/riders using Orangeville during the fare free program year of 2024. A projection for ridership in 2025 will also be included.

Analysis/Current Situation

For comparison purposes, and consistency with previous reports, staff have used the 2019 ridership data as the base line for analysis. Data from 2020-2022 may have been skewed due to pandemic restrictions imposed upon local transit by senior levels of

government. To provide a complete picture of ridership analysis, staff deemed it appropriate to compare ridership from 2019- 2024.

The following tables summarize ridership data from 2019 – 2024.

Table 1 Data Showing 2019 to 2024 Orangeville Transit Ridership Numbers.

Year	Ridership/Customers
2019	102,898
2020	103,091
2021	91,203
2022	101,261
2023 (fare free transit)	225,705
2024 (fare free transit)	247,186
2025 (projection)	260,000

Based on ridership numbers compiled from 2024, Orangeville Transit ridership has increased approximately 140% from 2019 to 2024, the last non-covid interrupted year where fares were charged.

When evaluating 2023 annual ridership totals, the first full year of fare free transit, compared to ridership totals in 2024, ridership grew an additional 9.5%.

The September 23, 2024, council report INS-2024-043, included a total projection of 262,780 riders for 2024. The projected totals used in that report were based on historic splits between the first half of the year versus the last half.

The ridership count for the first half of 2024 totaled 120,879 while the second half projection was set at 141,901. The following is an actual reflection of the ridership numbers for 2024:

- 1st Half Ridership Total: 120,879
- 2nd Half Ridership Total: 126,307

2024 Total Ridership: 247,186

Total ridership for 2024 increased 9.5%.

Based on historic trends, Staff have conservatively estimated that transit ridership will continue to grow and project that ridership will be in the neighborhood of 260,000 which equates to an approximate increase of 5%.

With new routes, expanded services to the west end and further infrastructure in place including newly procured buses expected to be deployed over the next several years, the transit system continues to reach more and more residents who rely on the service.

There will be further reporting on route changes and other improvements in future reports to Council.

Corporate Implications

This report is provided to Council for information purposes to update on the total ridership for calendar year 2024. Staff note that 2024 ridership trends could impact future allocations of Provincial Gas Tax funding which has a funding formula based on both ridership and population. If the Town's ridership growth outpaces growth in other transit services, the Town could see an increase in funding.

Conclusion

The results of fare free transit have been overwhelmingly positive and can be reflected in the ridership growth shown in this report. Staff anticipates a growth of 5% in the upcoming year and will report back to council later this year with further updates.

Strategic Alignment

Strategic Plan

Strategic Goal: Future-Readiness

Objective: To maintain the needs of the community through thoughtful policy making

Sustainable Neighbourhood Action Plan

Theme: Building a more inclusive community

Strategy: Promote more sustainable and efficient infrastructure and transportation options

Notice Provisions

Not Applicable.

Respectfully submitted,

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Attachment(s):

N/A