

# Town Council Meeting 3/3/2020

## SCHOOL BUS 2020/21 SERVICE



# BACKGROUND AND GOAL



## ■ Goal

- Reducing traffic congestion near schools

## ■ Background

- Feasibility Study
- Community Input

## ■ Council Direction

- Two routes
- Budget for 18 months of service
- Performance Metrics and Targets

# Performance Metric and Targets

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	Year ½ (FY18/19)	Year 2 (FY19/20)	Year 3 (FY20/21)
	Baseline	Target	Target
<b>Subscriptions</b>	59	62	65
<b>Ridership</b>	47%	65%	75%
<b>Other Funding</b>	10%	35%	60%

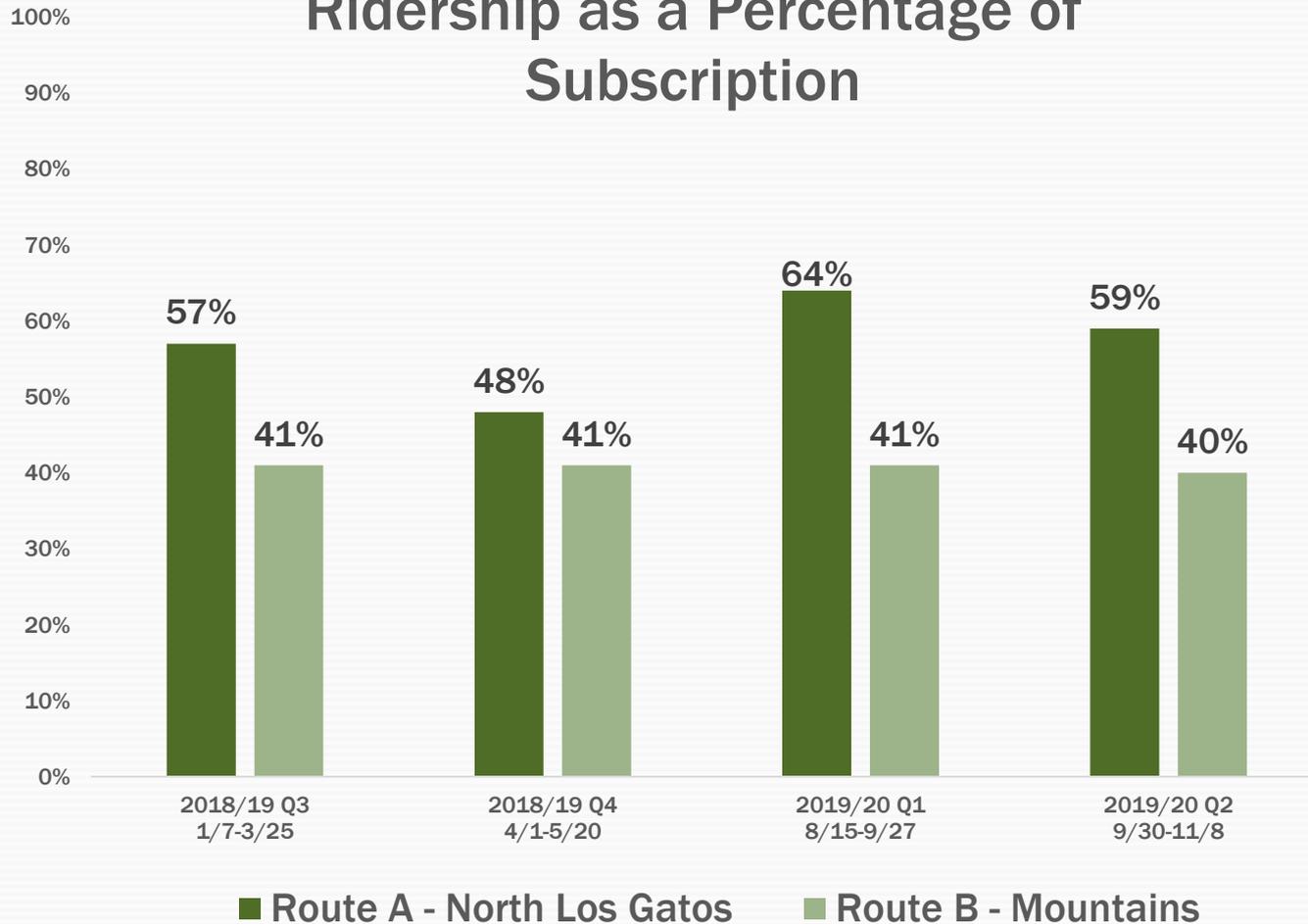
Adopted by Town Council September 17, 2019

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# RIDERSHIP

## Ridership as a Percentage of Subscription



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# PUBLIC COMMENTS



Suggestion	Likely Effects
Increase Fare	Subscription: increase Ridership %: increase, Ridership #: decrease
Free Fare	Subscription: increase Ridership: increase
Marketing/ Promotion	Subscription: increase Ridership: no or little change
Smaller Bus	Doesn't lower cost. The subscription warrants the current bus size.
AM or PM only	Low number of AM/PM-only subscription.
Combine service with other agencies	Not feasible

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# ***PUBLIC COMMENTS***



- **Funding**
  - Increase private funding
- **Program Goal**
  - Consider other benefits
- **Performance Metrics**
  - Ridership: is 50% or 30 riders a good number?
- **Service Delivery Challenges**
  - Bus schedule matching school calendar
  - Communications between Town and Contractor
  - Driver Performance

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# *Staff Recommendation*

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- Conclude the Pilot

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