



500 West Big Beaver
Troy, MI 48084
troymi.gov

CITY COUNCIL AGENDA REPORT

Date: January 16, 2019
 To: Mark Miller, City Manager
 From: Kurt Bovensiepe, Public Works Director
 Emily Frontera, Public Works Coordinator
 Subject: Big Beaver Shuttle 2018 4th Quarter Update

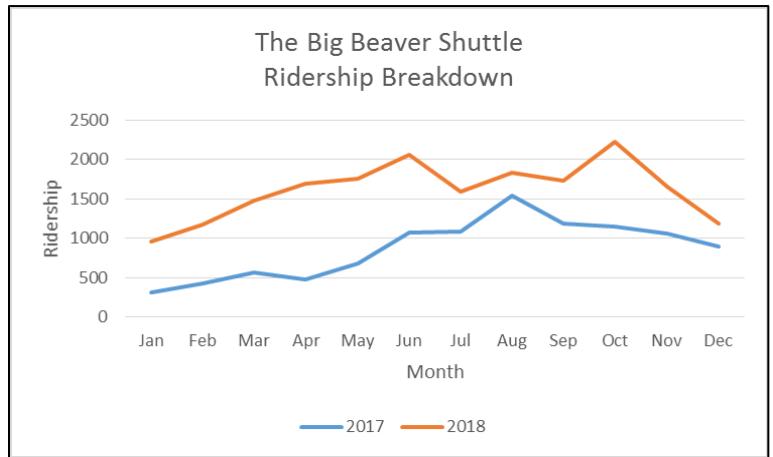
The fourth quarter 2018 Big Beaver Shuttle ridership figures totaled 5,080 riders, with 2,226 passengers riding in October, 1,662 in November, and 1,192 in December. A slight decrease of roughly 1.6% in comparison to 2018 Q3. The figures suggests as we approach the holidays and the temperature drops, so does the ridership usage. However, the Big Beaver Shuttle did have a 64% increase in comparison to 2017 Q4 total of 3100 riders.

The Red Line continues to service more riders with a 2018 fourth quarter totaling 3,629 riders, while the Blue Line totaled 1,467 riders. In comparison to Q3, Q4 Red Line increased 3.5% while the Blue Line decreased 11.3% from last quarter.

The total amount of riders for 2018 was 19,380 in comparison to 10,552 riders for 2017, an impressive 84% increase showing the service growth in ridership usage. Total ridership from December 2016 to December 31, 2018 is 29,848. Below is a breakdown by service line and quarters:

	BBS Service		Totals
	Red	Blue	
Q1 2018 Totals	2,526	1,088	3,614
Q2 2018 Totals	3,736	1,789	5,525
Q3 2018 Totals	3,508	1,653	5,161
Q4 2018 Totals	3,629	1,467	5,080
Q4 2017 Totals	2,870	943	3,813
Total Service Provided (Dec 2016- Dec 2018)	21029	8819	29,848

*Additionally, the Big Beaver Shuttle provided shuttle service to 882 riders during Troy's Winter Wonderland event on December 7 compared to 498 riders last year.



In December, Nathan Phillips joined the DPW team as its new Next Assistant. He comes to us with degrees in both Marketing and Business Administration graduating from Oakland University with Honors. He is currently working on designing a Big Beaver Shuttle logo, creating a new marketing tag line and developing new informational literature promoting and marketing the Big Beaver Shuttle to residents, visitors and businesses along the corridor.