

To All Commissioners

Re: Service to Fanshawe Conservation Area and Fanshawe Pioneer Village

Recommendation

That the Commission DIRECT administration to consult with Tourism London, Fanshawe Pioneer Village and Fanshawe Conservation Authority with regard the 2016 results and status for 2017.

Background

At the May 25, 2016 meeting the Commission approved a pilot program for the reintroduction of weekend and Statutory Holiday transit service to Fanshawe Conservation Area and Fanshawe Pioneer Village between July 1 and October 2, 2016.

There was a cost sharing agreement established between Tourism London/Fanshawe Conservation Authority/Fanshawe Pioneer Village and London Transit for a 50/50 split of the net operating costs.

A similar service was previously provided between 1998 and 2002 with the project being discontinued due to low ridership.

Since 2002, both the Conservation Area and Fanshawe Pioneer Village have expanded their programming and facilities, including participation in the annual Doors Open and Culture Days weekend.

The 2016 service was successful in attracting ridership to the Conservation Area and Pioneer Village and overall was well received by passengers. Table I below sets out the ridership and revenue comparison from 1998 to 2002 and for 2016.

Table I – Fanshawe Conservation Area Ridership 1998 – 2002 & 2016

Year	Ridership	Total Operating Costs	Total Revenue	Net Operating Costs	Percent R/C Return
1998	1158	\$6,500	\$1,540	\$4,960	24%
1999	963	\$9,100	\$1,270	\$7,830	14%
2000*	765	\$6,350	\$0	\$6,350	0%
2001	678	\$6,640	\$965	\$5,675	15%
2002	559	\$6,670	\$800	\$5,870	12%
2016	851	\$18,000	\$1,150	\$16,850	6%

*Note: In 2000, service was free to passengers

Ridership was fairly consistent between Saturdays, Sundays and Holidays with 30, 24 and 29 average boardings per day respectively. Ridership during the summer months was the highest (July 1 through September 5) with 85% of the total boardings occurring during this time period.

2016 was the first year that the service operated during Doors Open weekend (October 1-2) to provide transit service to the Pioneer Village. Ridership totaled approximately 50 boardings over the course of the weekend which is in line with average ridership for the route over the entire operating period.

While 2016 saw the third highest number of boardings, the return on investment was significantly lower than previous years due to the substantially higher operating costs in 2016. This can be attributed to the fact that the service operated for 11 more days in 2016 than previous years as well as inflationary increases in the hourly operating costs since 2002.

Tourism London, Fanshawe Conservation Authority and Fanshawe Pioneer Village in a partnership arrangement contribute 50% of the net cost of the service and therefore the net cost to London Transit to operate the service in 2016 was \$8,425.

It is anticipated that London Transit administration will be meeting with Tourism London, Fanshawe Conservation Authority and Fanshawe Pioneer Village in early November regarding the 2016 results and desires for 2017. An update report will be provided to the Commission subsequent to the meeting which will include any recommendations relating to the program going forward.

Recommended by:

Katie Burns
Manager of Planning Services

John D. Ford
Director of Transportation & Planning

Concurred in by:

Kelly S. Paleczny
General Manager