



PSTA Ridership Trend Analysis

July, 2016

Pinellas Suncoast Transit Authority (PSTA)
St. Petersburg, Florida



Possible Factors

- National Trends
- 2015 PSTA Fare Increase/Service Cuts
- Other Local Factors
- Silver Linings



National Trends

Transit Systems	Ridership Drop
PSTA	-12%
HART	- 5%
Broward (Ft. Lauderdale)	-12%
Miami-Dade Bus	- 5%
Palm Beach County	-10%
Orlando Lynx	-12%
Los Angeles, CA	- 8%
San Francisco	+ 8%
Atlanta	- 2%



National Trends

ABBG Transit Systems	Ridership Drop
Rochester, NY	- 9%
Fort Worth, TX	- 7%
Providence, RI	- 1% but down 9% prior year.
Cleveland, OH	- 5%
Hampton Roads, VA	- 9
Orlando Lynx	-12%
Nashville, TN	- 2%
Spokane, WA	- 4.7%
Atlanta	- 2%



Nationwide Causes

- Gas Prices
- Improved Economy



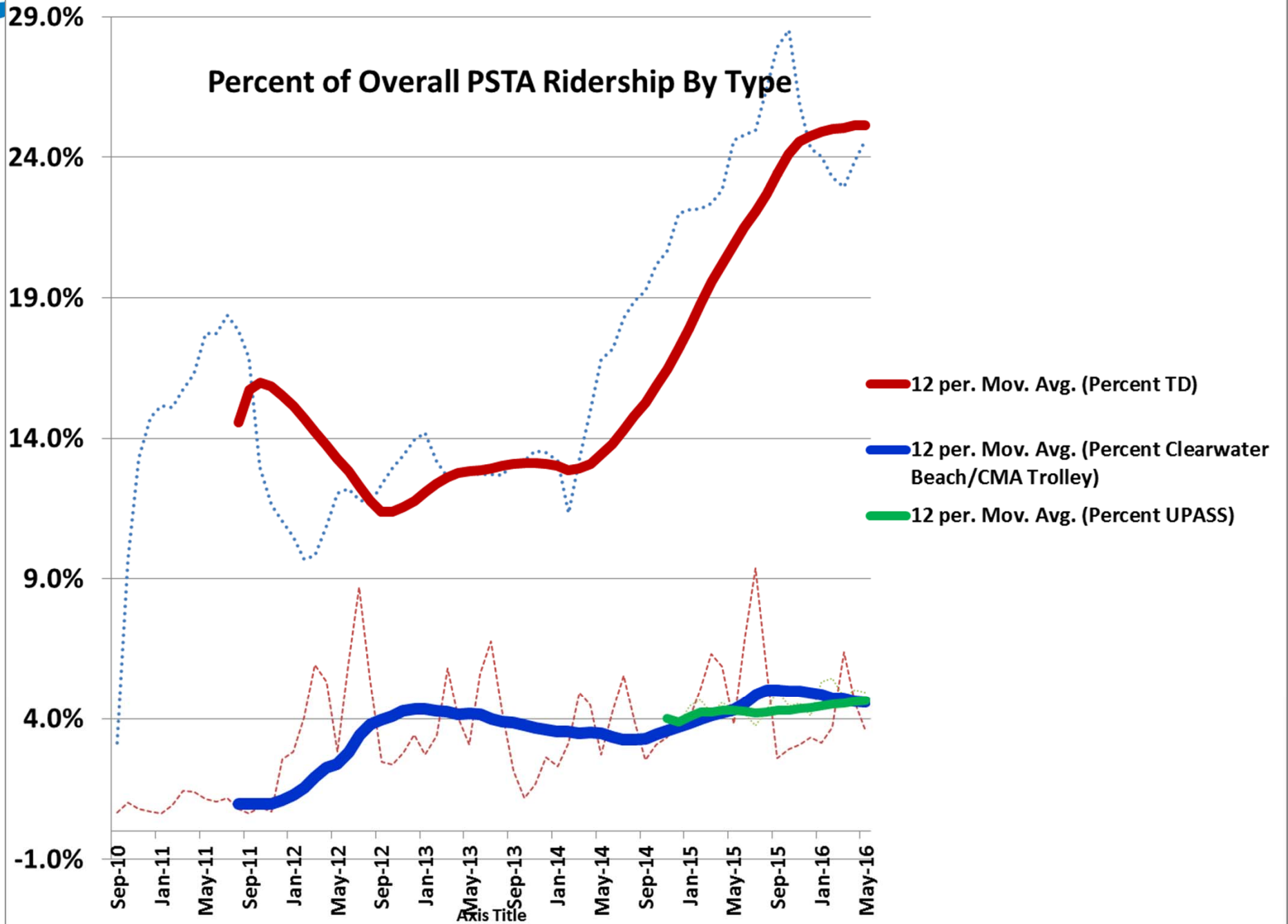
PSTA Fare Increase/Service Cuts

- FY2016 – 2% Cut in Service

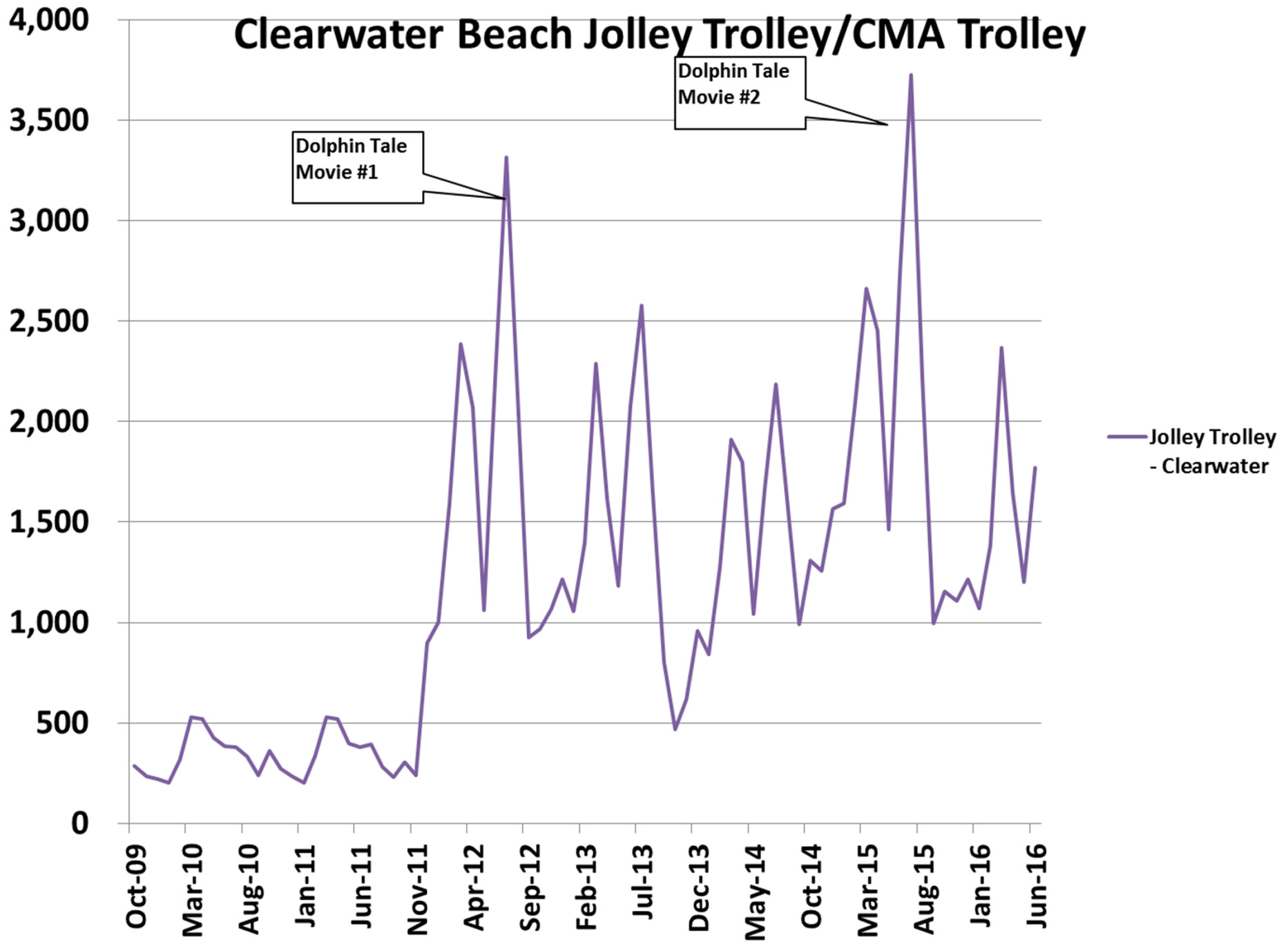
Transit Systems	Cash Fare/Day Pass
PSTA	\$2.25/\$5.00
HART	\$2/\$4
Broward (Ft. Lauderdale)	\$2/\$5
Palm Beach County	\$2/\$5
Orlando Lynx	\$2/\$4.50
Los Angeles, CA	\$1.75/\$7
San Francisco	\$2.25 for 3 hours
Atlanta	\$2.50 for 3 hours/\$9

- Highest of 17 Bus-Only Systems in Benchmarking Group



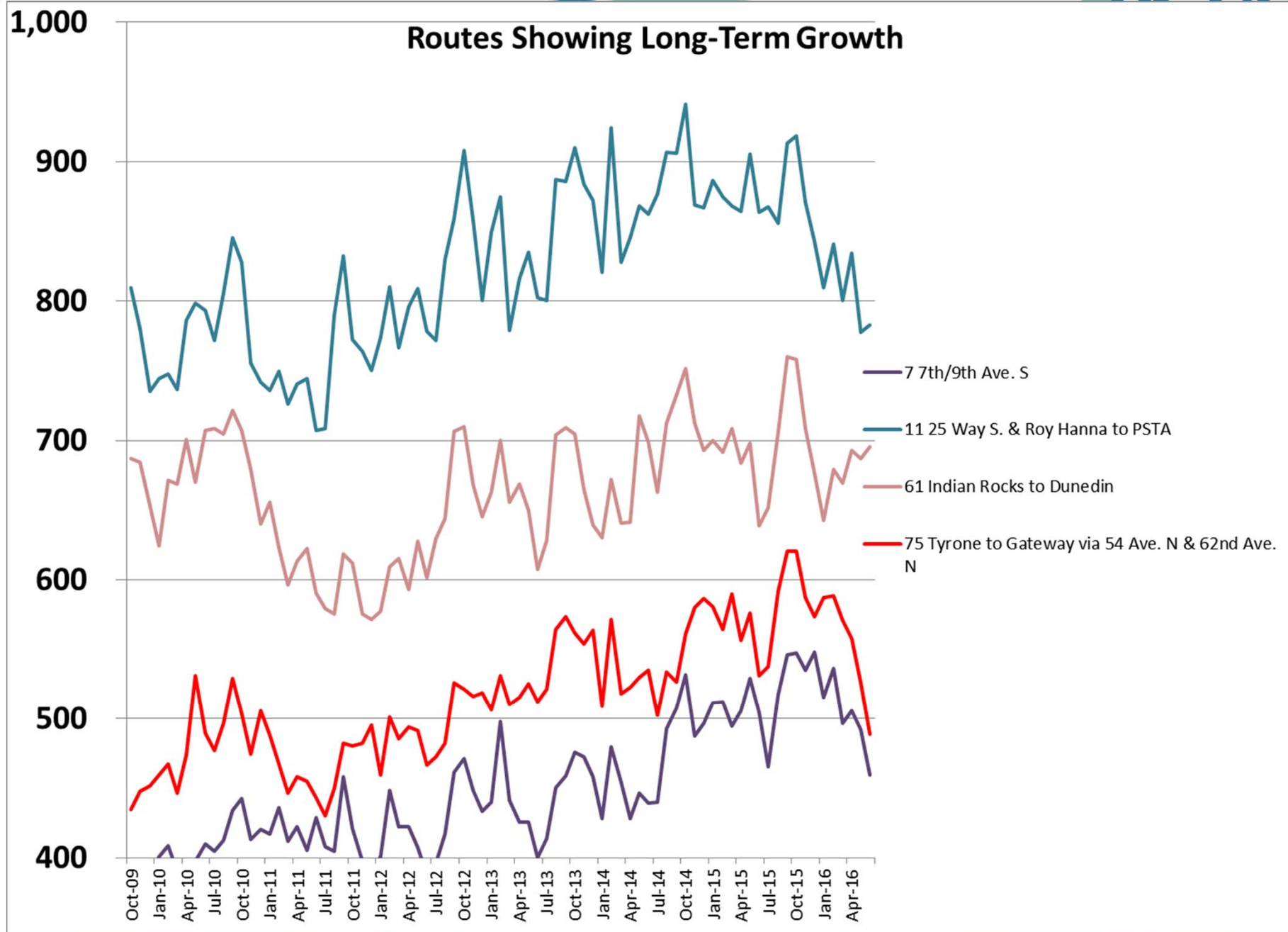


Clearwater Beach Jolley Trolley/CMA Trolley



Silver Linings





3,500

Tourist-Oriented Trolleys

3,000

2,500

2,000

1,500

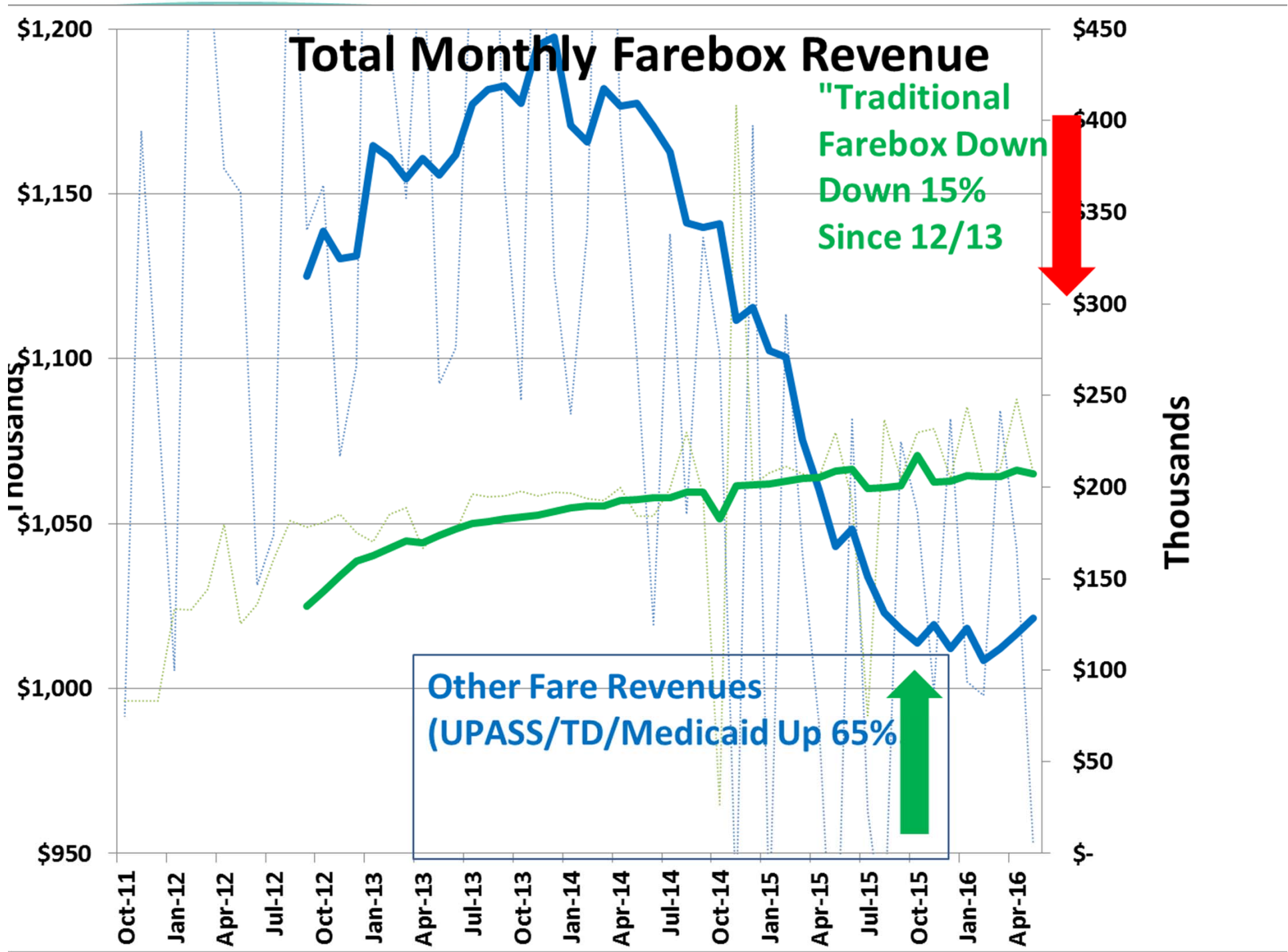
1,000

500

-

Oct-09 Jan-10 Apr-10 Jul-10 Oct-10 Jan-11 Apr-11 Jul-11 Oct-11 Jan-12 Apr-12 Jul-12 Oct-12 Jan-13 Apr-13 Jul-13 Oct-13 Jan-14 Apr-14 Jul-14 Oct-14 Jan-15 Apr-15 Jul-15 Oct-15 Jan-16 Apr-16

- Central Avenue Trolley
- Looper
- Suncoast Beach Trolley
- Jolley Trolley - North Coastal



Revenue Per Per Customer*

*Does Not Include
DART/Jolley
Trolley/Looper who
keep their fares.

