

Our File/N/Réf. 14-8-2000
Your File/V/Réf.

DATE: 8 September 00

TO/DEST: Co-ordinator, Transit Services Committee

FROM/EXP. General Manager

SUBJECT/OBJET: **TRANSIT SERVICE TO THE COREL CENTRE**

DEPARTMENTAL RECOMMENDATION

That the Transit Services Committee receive this report for information.

BACKGROUND

At its June 2000 meeting, the Transit Services Committee requested a report on special transit services provided to events at the Corel Centre. This report describes the Corel service, known as ConneXion 400 and summarizes the ridership and performance of the service.

SERVICE DESCRIPTION

The Corel service is designed to take full advantage of the Transitway and OC Transpo's four Park and Ride lots. Exhibit 1 shows a map of the route structure. Special routes, numbered in the 400 series, provide direct service to all Ottawa Senator hockey games, select concerts and other major events. Customers are encouraged to make their way to any Transitway station and then take a 400 series route or transfer downtown on Rideau Street to route 403. A strong feature of the service is the fast service offered from points throughout the Region. For example, the travel time from Place d'Orleans is about 40 minutes, 45 minutes from Greenboro, 25 minutes from Baseline Park and Ride, and only 15 minutes from the Eagleson Park and Ride lot. Traffic arrangements at the Corel Complex provide departing buses with priority to ensure a quick exit after events are completed. This frequently compares to long waits for cars exiting the Corel Centre parking lots at the conclusion of hockey games.

With the opening of the new Fallowfield Park and Ride lot in October, a new route 406 will be introduced to serve the facility. This route will also serve the new Bayshore Station when it opens later this year. It is expected that many customers in both areas will benefit from this direct service.

The design of the service allows flexibility in tailoring the amount of service offered to the expected transit usage for different types of Corel Centre events. The full ConneXion 400 service of five routes is operated for all Senator hockey games and major concerts and events. On the other hand, for family shows, smaller concerts and open house events, route 404 offers a link between Eagleson Park and Ride lot, Kanata Town Centre and the Corel Centre. Riders can transfer from Transitway route 97 or 118.

For the enjoyment of hockey fans who use the service, a new feature was introduced this past hockey season. OC Transpo partnered with radio station TEAM 1200 and broadcast their before and after game shows on all ConneXion 400 bus trips. This proved highly popular with customers and will be continued this year.

The service is well publicized: OC Transpo prints 75,000 ConneXion 400 brochures each year which are distributed on buses, in hotels, libraries and community centres throughout the region and at OC Transpo sales and information centres. It is also on the Senators and OC Transpo web sites.

The ConneXion 400 service is completely integrated into the overall transit service and as such, regular fares apply. Parking is free at all Park and Ride lots.

RIDERSHIP AND PERFORMANCE

Over the 12 month period ending May 31, 2000, a total of 70,500 trips were taken on the Corel ConneXion 400 service: 51,500 to hockey games; 12,300 to major concerts; and 6,700 to family, small concerts and open house events. This is shown in Exhibit 2.

An average of 1,120 passengers used the ConneXion 400 service to travel to/from hockey games that represents 3.2% of those attending. For major concerts, an average of 1,365 passengers used the service or 4.6% of attendance. The average ridership for family and open house events was 160 or 2.2% of those at the event.

Additional revenue generated by the service comes from cash and ticket users. As the service is integrated with the regular fare system, all OC Transpo passes are valid and no extra fare is required. Between 60-65% of passengers using the service for hockey games and major concerts pay by either cash or tickets while 35-40% use a pass. The pattern of fare payment is the reverse for family events with 58% using a pass and only 42% paying by cash or ticket.

Revenue-to-cost ratios, which measure the additional revenues collected against direct out-of-pocket expenses, vary by type of event and service provided. Major concerts, which appeal to mainly the younger market and have the highest transit modal share, achieve the highest cost-recovery ratio of 73%. Hockey games recover 51% of costs while family events recover only 37% of costs.

FINANCIAL ANALYSIS

For the full 12-month period reported upon, the net cost to provide service for all events at the Corel Centre was approximately \$68,000.

*Approved by
Gordon Diamond*

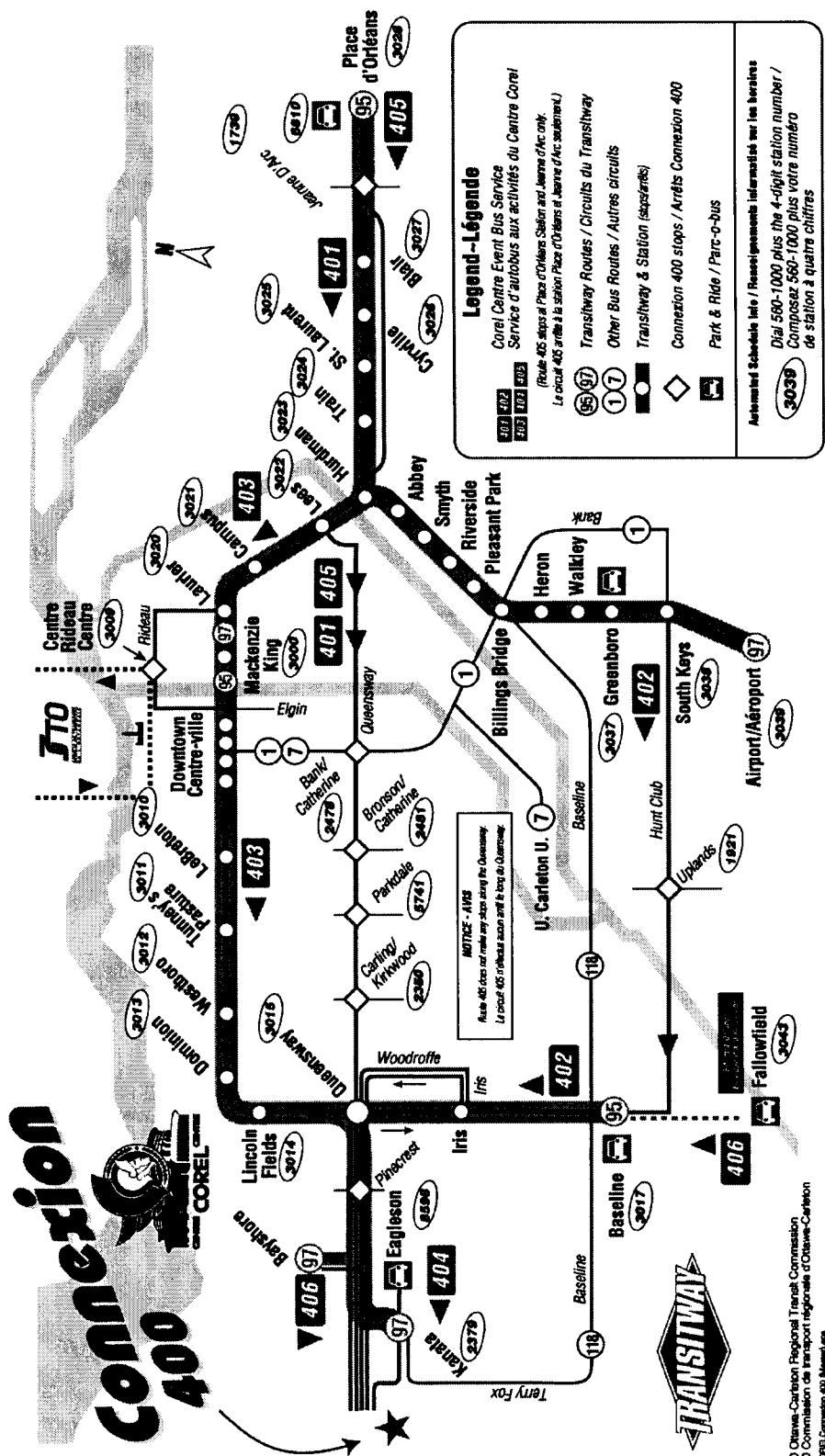


Exhibit 1

Exhibit 2 : Corel Service Ridership and Performance
June 1999 to May 2000

	46 Hockey Games Full Connexion 400 Service		9 Major Concerts Full Connexion 400 Service		42 Family Events/Small Concerts Route 404 Only	
	Average	Total	Average	Total	Average	Total
Ridership						
Total Passengers(to/from)	1,119	51,474	1,365	12,285	160	6,720
Total Attendance	17,338	797,548	14,692	132,228	3,600	151,200
Transit Share	3.2	3.2	4.6	4.6	2.2	2.2
Financial Performance						
% cash/ticket users	64	64	61	61	42	42
% pass users	36	36	39	39	58	58
Cash/ticket revenue (\$)	1,253	57,651	1,457	13,114	118	4,939
Out of Pocket Expenses (\$)	2,438	112,148	1,995	17,955	314	13,188
Net Cost (\$)	1,185	54,497	538	4,841	196	8,249
Net Cost per passenger (\$)	\$1.06	\$1.06	\$0.39	\$0.39	\$1.23	\$1.23
Revenue to Cost Ratio	0.51	0.51	0.73	0.73	0.37	0.37