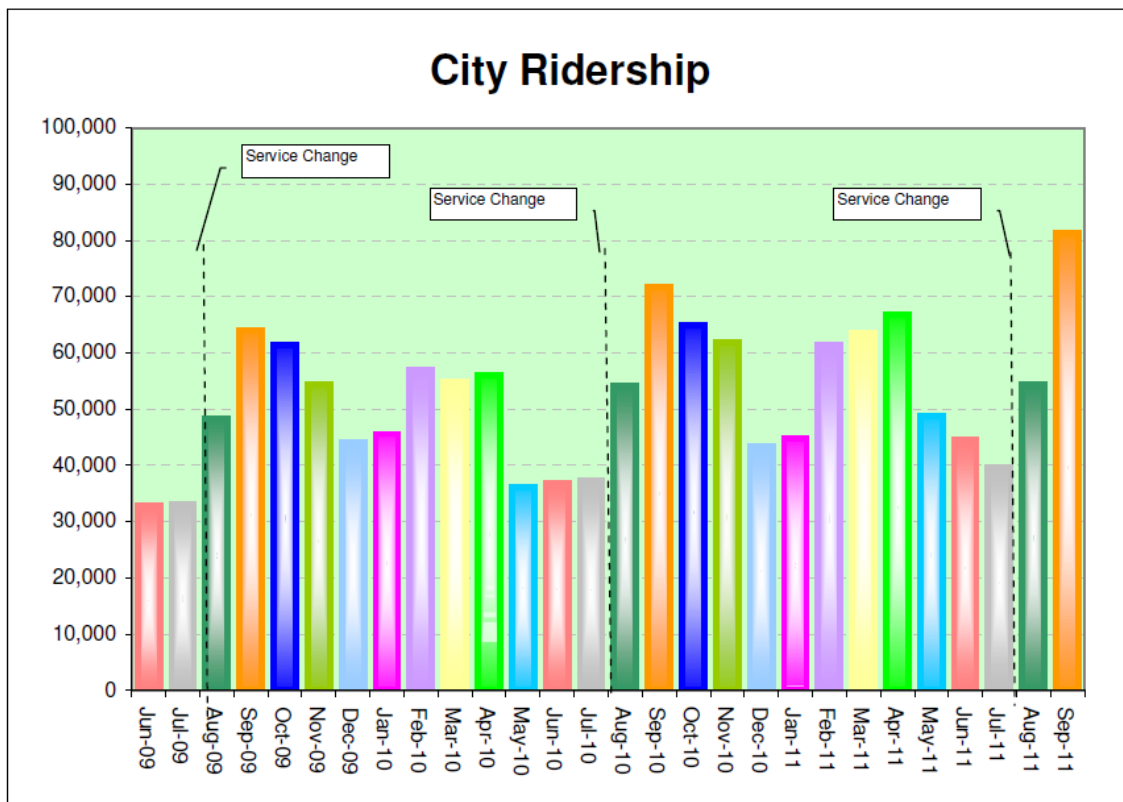


Overall Ridership

The first coordinated effort in service was implemented in August 2009. At that time the City of Lawrence and the University of Kansas implemented a jointly funded Route 11. Since then every City route has experienced some level of change.

Overall ridership has continued to increase since August 2009. As an example when comparing September 2009 to September 2010 ridership increased 12%. A similar comparison of September 2010 to September 2011 shows a 13% increase in ridership.

Ridership increases have also been maintained during the summer when KU is not in session. Comparing the summer (June-July) of 2009 to 2010 overall ridership increased 13%. Comparing the summer of 2010 to 2011 ridership increased 14%.

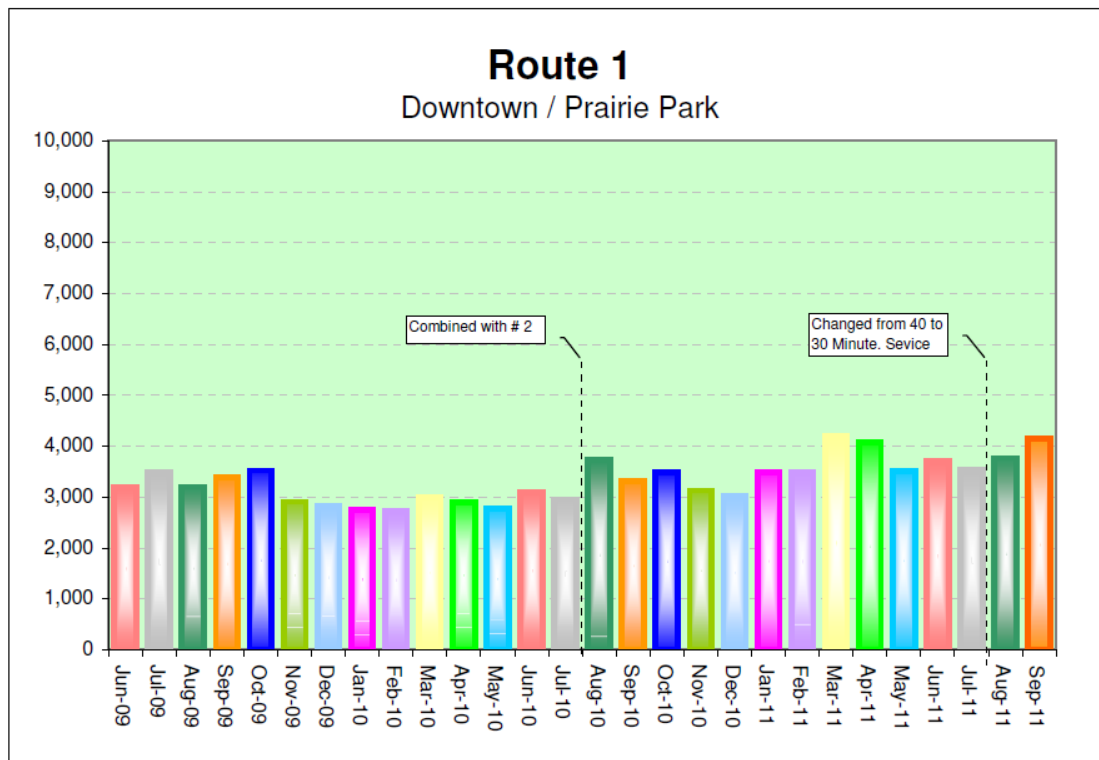


Route 1

In August 2010 Route 1 and Route 2 were combined. This change was deemed necessary due to extensive route analysis. The data and information used in this analysis highlighted that Route 1 and Route 2 were being used together in order to move between the downtown area and the 23rd Street corridor. Many customers were using one route to travel from downtown to 23rd (and also from 23rd to downtown) and the second route for the return trip. Combining the two routes was meant to simplify the routing and create a "neighborhood" route that would accommodate trips in both directions, as well as, provide access to all areas in the historic service areas of both routes.

In August 2011 Route 1 was shortened in order to improve the frequency of the service. The service was improved from every 40 minutes to 30 minutes which allowed for better transfers between Route 1 and Route 5 which operates at 30 minute frequency during peak hours and 60 minute service in non-peak hours.

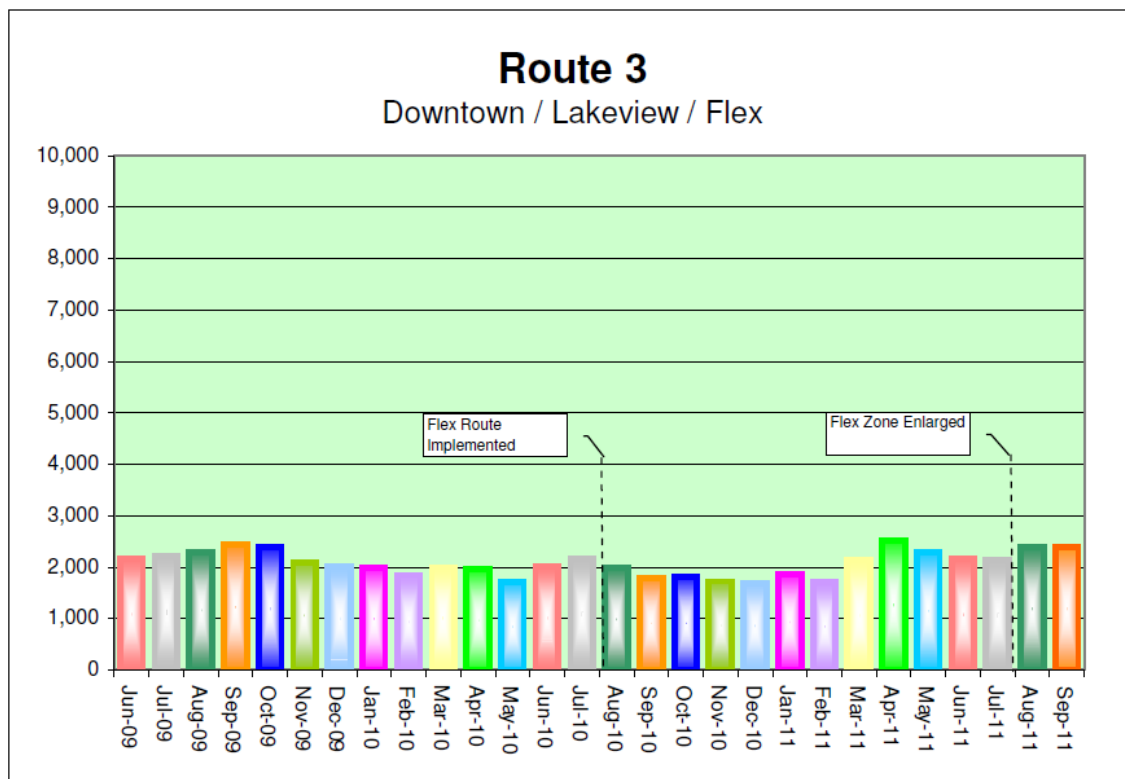
The ridership on this combined route has steadily increased since the initial change in August 2010. As an example ridership has increased 25% when comparing September 2010 and September 2011. However the increase in ridership is lower than the combined ridership of Route 1 and Route 2 prior to the change. This was expected since the design was meant to simplify the service and allow customers to use one route to complete their trip which historically had taken a transfer between the two routes.



Route 3

Historically, Route 3 ridership has been the highest during peak hour periods of the day. This is the result numerous industrial locations served by the route. Therefore any attempts to improve the route's performance had to preserve the higher ridership periods during the peak hours. In August 2010 we implanted "flex" service on Route 3 during the non-peak hours of the day. During the peak hours the route continued to operate as a fixed route. During the non-peak hours the route continued to serve the hospital on every trip but instead of operating as a fixed route on the distal part of the route it started providing service in a defined zone. In order to use the service customers now call in advance and the vehicle will "flex" to pick them up at the curb near their location.

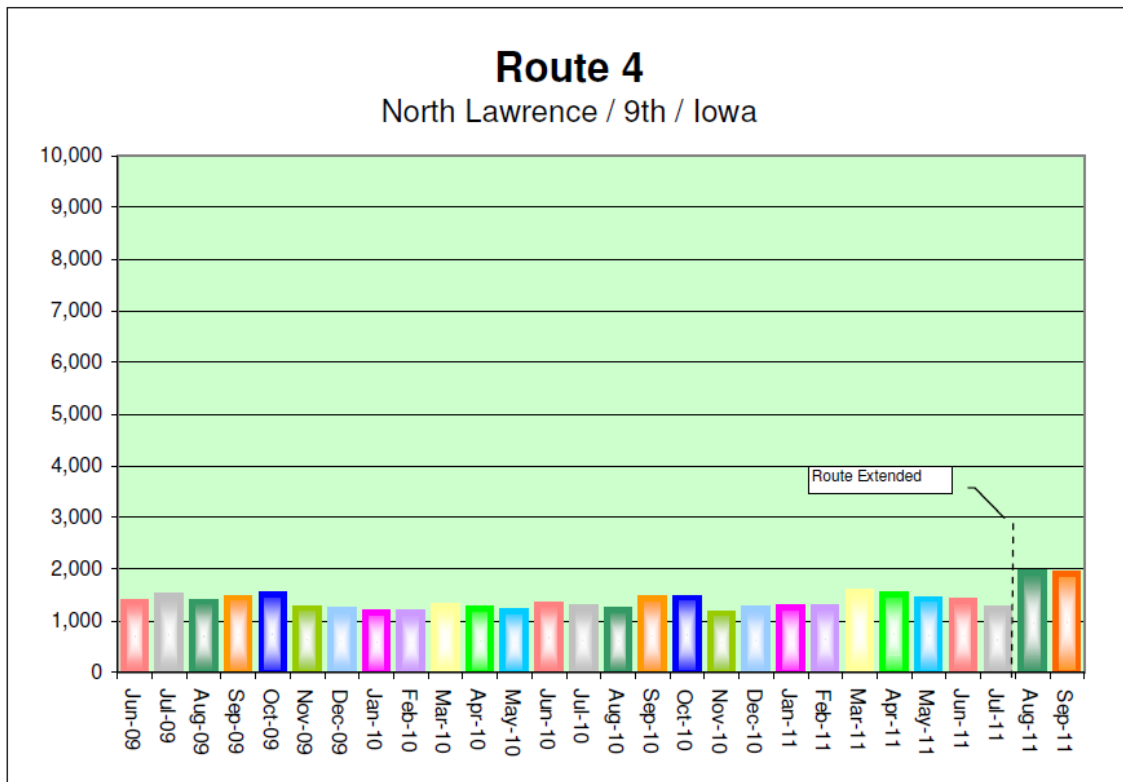
Since "flex" routing is a different concept it rarely shows benefits in short periods of time. The standard in the transit industry is it usually takes approximately 6 months before there are measurable results from such a dramatic change in service. This was the case with Route 3. From August 2010, when the change was implemented, until March 2011 the ridership remained virtually flat. Since that time there have been signs of increases. As an example, comparing September 2010 to September 2011 ridership has increased 33%. However, when comparing ridership prior to the implementation of flex service it is unchanged.



Route 4

In 2009 the city proposed changing Route 4 from a fixed route service to a “flex” route. As part of the public participation process residents in North Lawrence raised concerns about the type of service that would be provided and their preference to maintain fixed route transit service in North Lawrence. Since Route 4 has been the least productive route in the system, performing at approximately four passengers per revenue hour, it was imperative that changes had to be made in order to improve performance. As a result, in August 2011 Route 4 was extended to serve previously underserved area. TO provide this service it was necessary to change the frequency from 40 minutes to 60 minutes.

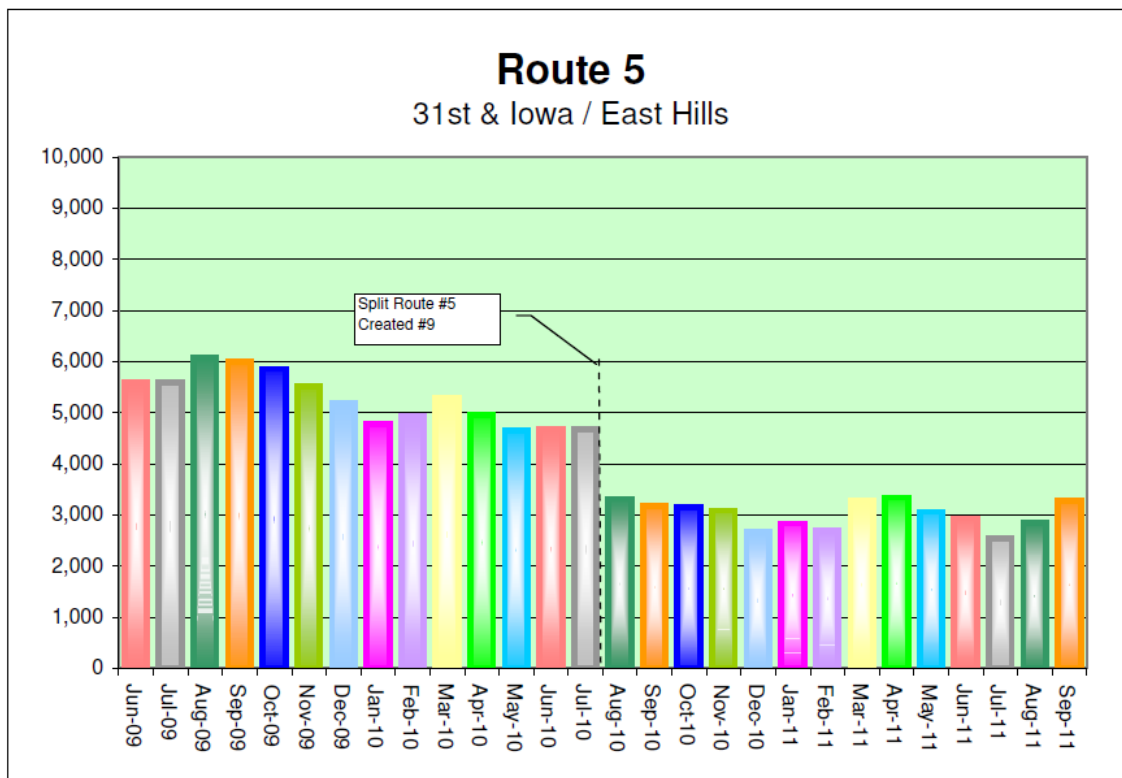
The change in service has provided immediate increases in ridership over the first two months. Comparing September 2010 to September 2011 ridership has increased by 38% as a result of this change.



Route 5

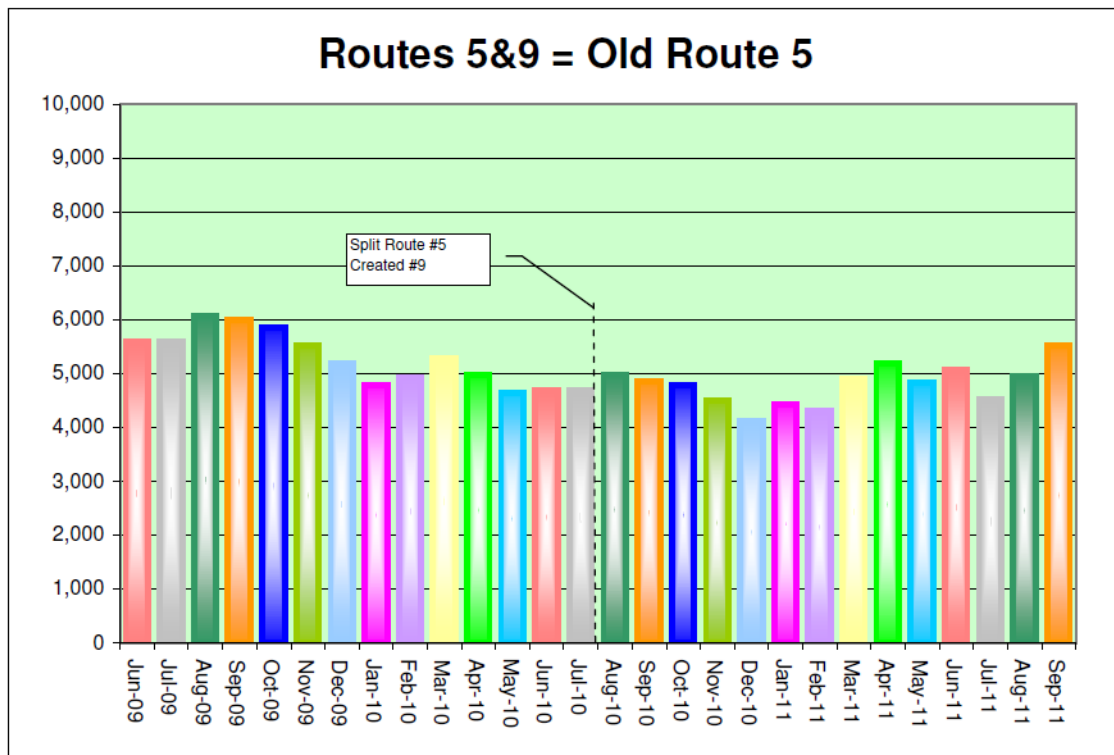
In August 2010 the cross-town Route 5 was separated. The eastern-most portion of the route that operated from East Hills Business Park to 31st and Iowa maintained the Route 5 designation whereas the western portion of the route was realigned to serve new areas. This western portion was renamed Route 9 and primarily focused on connecting the southwest portion of the city to the numerous routes serving 31st and Iowa and to provide north-south connectivity on the western side of the service area. As part of the change in service we also increased the frequency of service for Route 5 from 40 minutes to 30 minutes in peak hours. During off-peak the frequency of service was reduced to 60 minutes. Route 9 service was also provided at a 60 minute frequency.

To date, the improved frequency on Route 5 during peak hours has not produced any substantial increase in ridership. However, Route 5 has experienced a 4% increase in ridership when comparing September 2010 to September 2011.



Route 5 (continued)

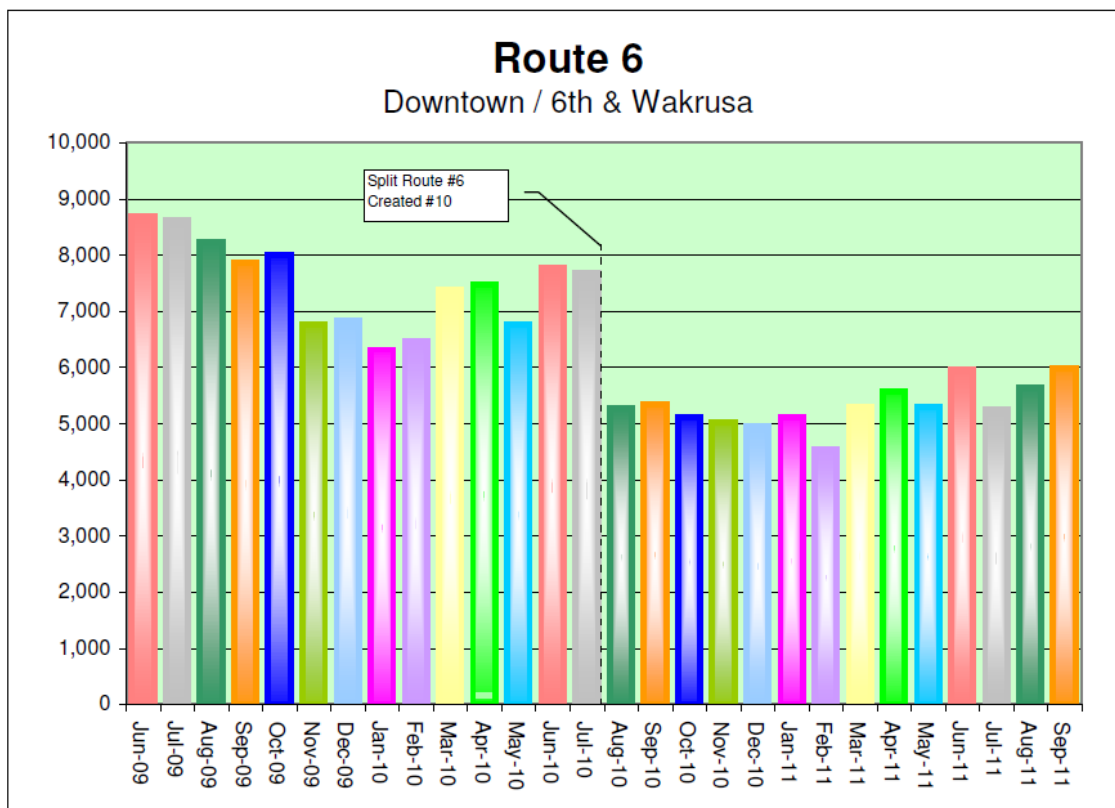
In order to gain a complete understanding of the changes in ridership the following graph incorporates the new Routes 5 and 9 after August 2010 and compares them with the old Route 5 cross-town alignment. When these numbers are compared there appears to be noticeable increases in ridership starting in April 2011. Comparing September 2010 to September 2011 shows ridership increased by 14%. This recent increase is still less than the levels of ridership experienced from before the August 2010 change of service.



Route 6

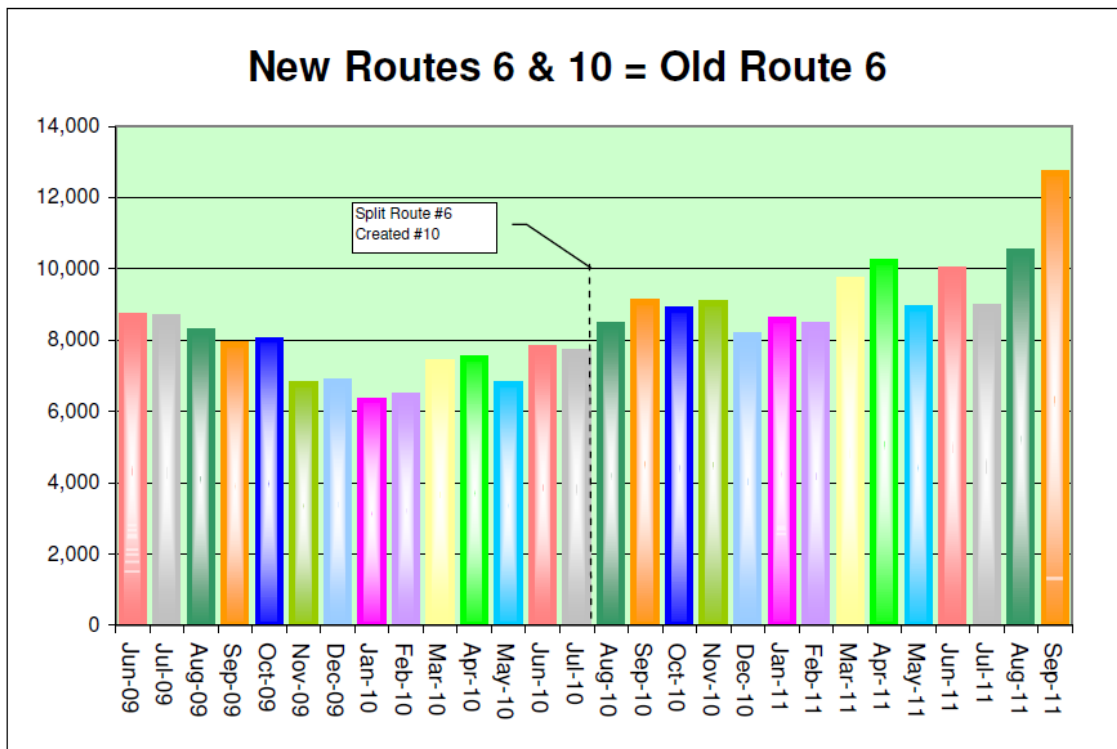
Historically Route 6 operated as a single route. However the service was provided using routes in opposite directions along the service corridors. One bus operated in a "clockwise" direction while the second operated in a "counter-clockwise" direction. In order to simplify the service and provide more direct trips within a corridor Route 6 was realigned in August 2010. In doing so Route 6 was split into bi-direction routes on Bob Billings and 6th Street. Route 6 continued to operate in the 6th Street corridor and a new Route 10 was implemented in the Bob Billings corridor.

Since the change Route 6 ridership has continued to grow. Comparing August 2010 to August 2011 ridership increased 7% while a similar comparison from September 2010 to September 2011 ridership increased 12%.



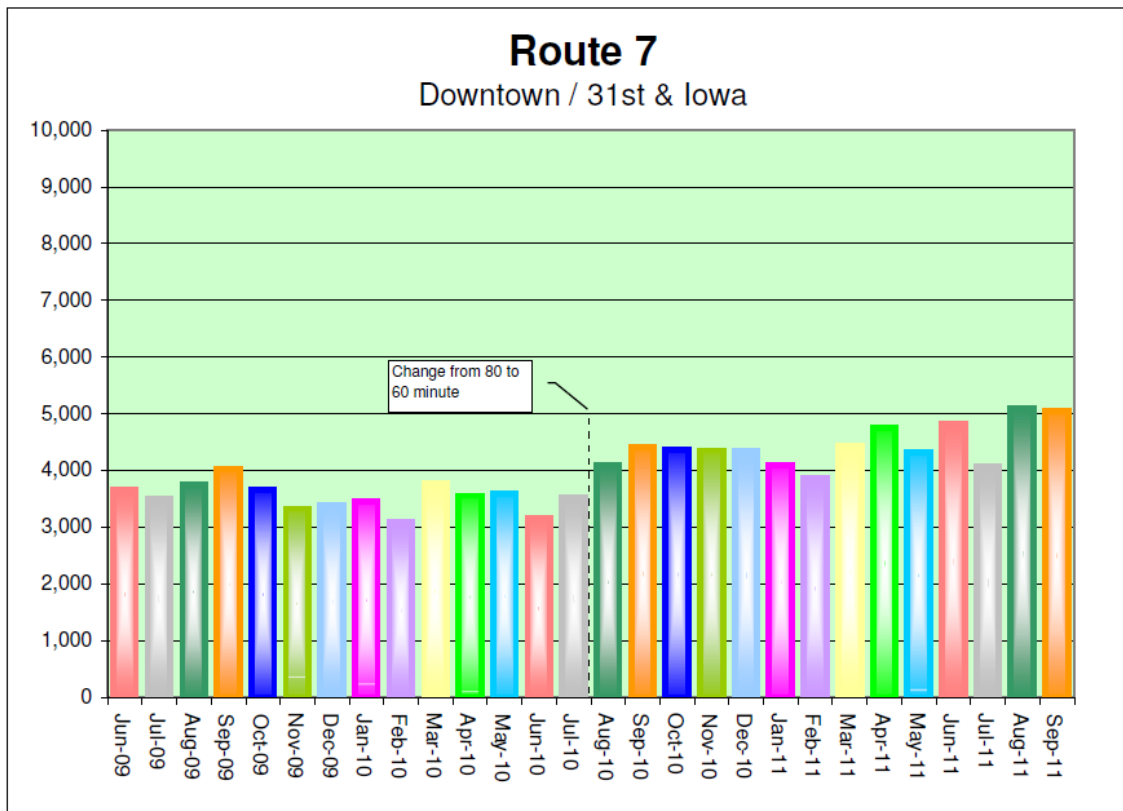
Route 6 (continued)

Historically Route 5 operated in both the Bob Billings and the 6th Street corridors. In order to fully understand results of the August 2010 service changes the following graph combines the new Routes 6 and 10 and compares them to the old "clockwise-counterclockwise" system. This comparison shows that ridership has been higher in every like-month since the change of service in August 2010. In specific there was a 24% increase in ridership when comparing August 2010 to August 2011 and a 40% increase when comparing September 2010 to September 2011.



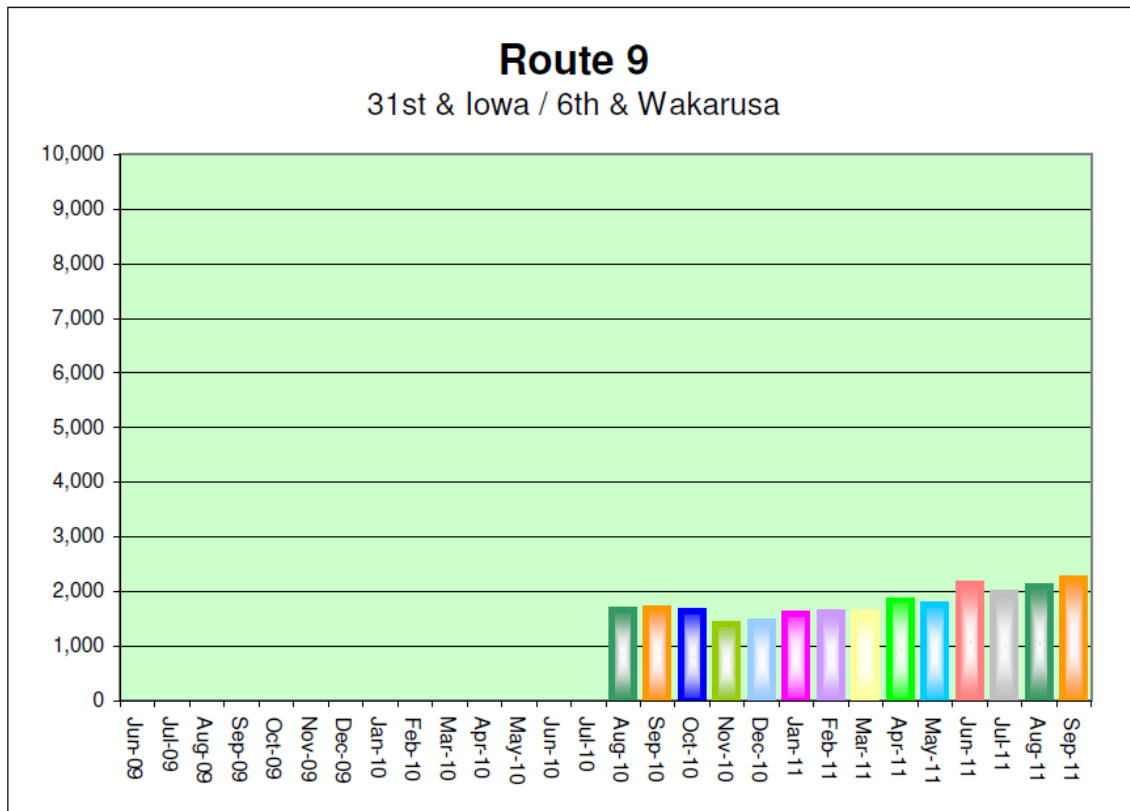
Route 7

In August 2009 the frequency on Route 7 was improved from 80 minutes to 60 minutes. This has resulted in immediate and continued increases in ridership. Comparing August 2009 to August 2010 ridership increased 9% and August 2010 to August 2011 showed a 25% increase. Comparing September 2010 to September 2011 ridership increased 15%.



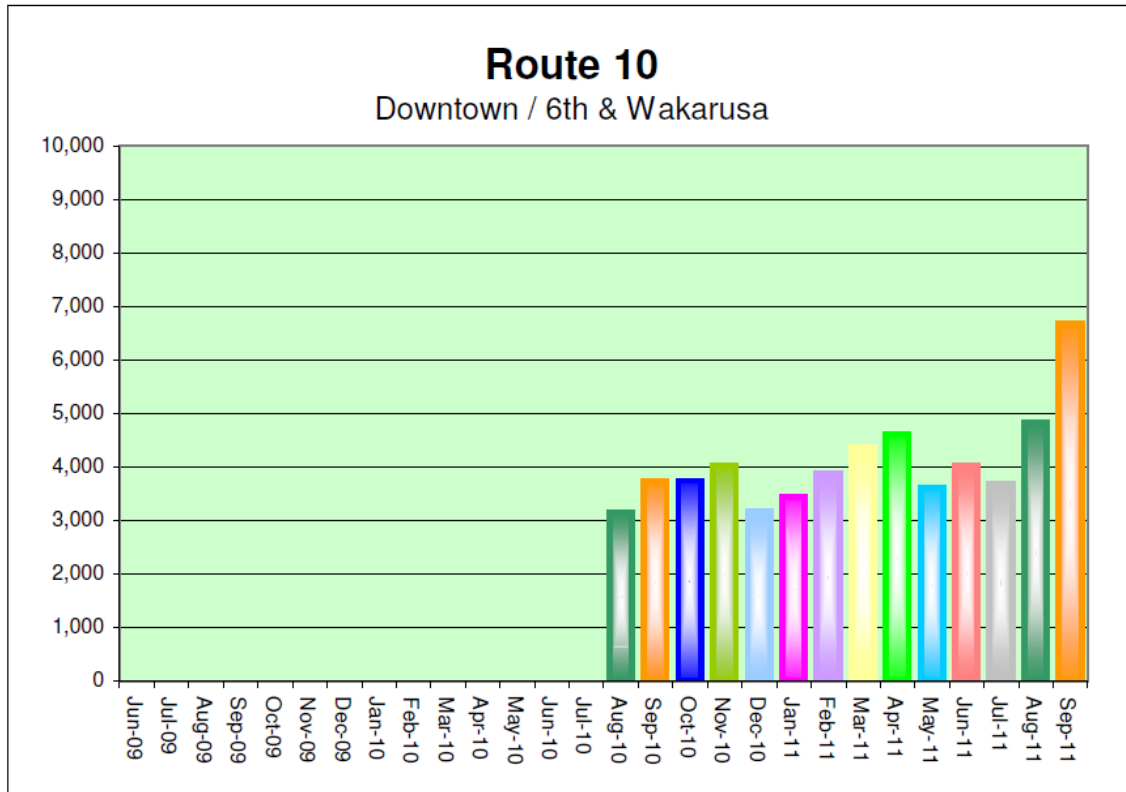
Route 9

Route 9 was created in August 2009. Operating from 31st and Iowa to the southwest portion of the city and then to the northwest portion making it possible for north-south travel on the western side of the service area. Since the start of this new route ridership has been growing. A comparison of August 2010 and August 2011 highlights a 26% increase while a similar comparison of September 2010 to 2011 shows a 33% increase.



Route 10

Route 10 started service in August 2009. Ridership has steadily increased for the first year of this service. Starting in August 2010 ridership has begun to grow at a much higher level. As an example, comparing August 2010 to August 2011 ridership increased 53% while comparing September 2010 to September 2011 ridership increased 79%.



Route 11

Route 11 was implemented in August 2009. This route is a coordinated and co-funded route by the City of Lawrence University of Kansas. In comparing month-to-year ridership this route has witnessed increased ridership in all but two months (January 2010 to January 2011 and August 2010 to August 2011). An example of the increase is highlighted by comparing September 2009 to September 2010 which experienced a 28% improvement and September 2010 to September 2011 which increased 6%. The total ridership on Route 11 for September 2011 was 49,535 which is the highest monthly total in the system.

