



Information Item




Transit Marketing

September 21, 2022



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## Digital Insights – Last Four Weeks

### Facebook

-  9,958 people reached
-  886 post engagements
-  28 new page followers

### Google

-  57,210 search/map views
-  26,840 actions taken

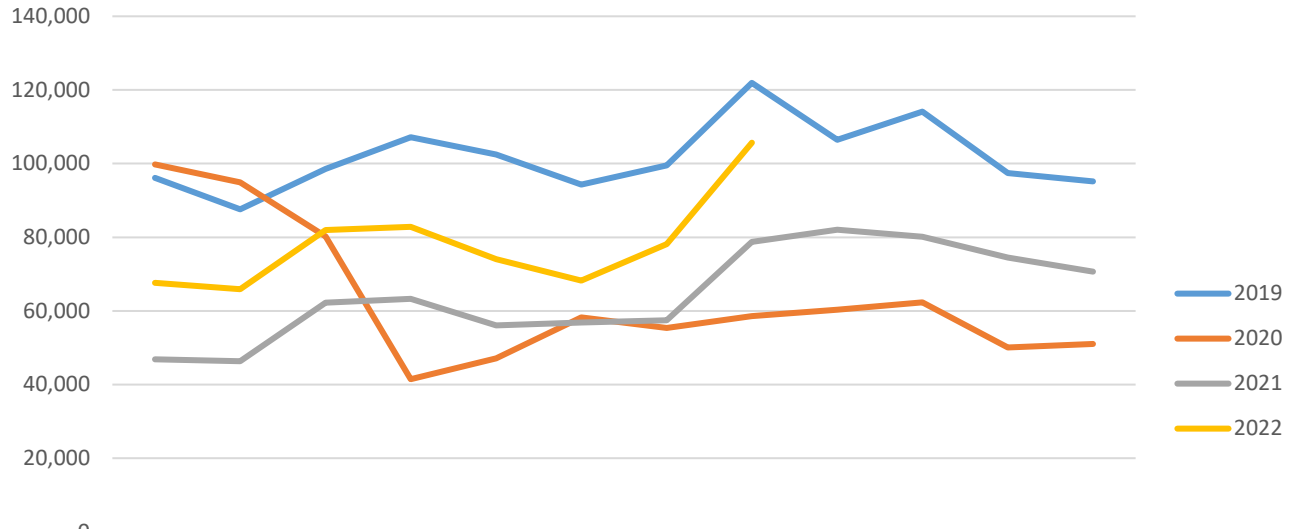
## Current Focus

- Two-week vacation September 13 – 26
- Amidon Bridge Closure Route 15 detour communications
- Smart Card Implementation needs
- Schedule updates

## Ridership

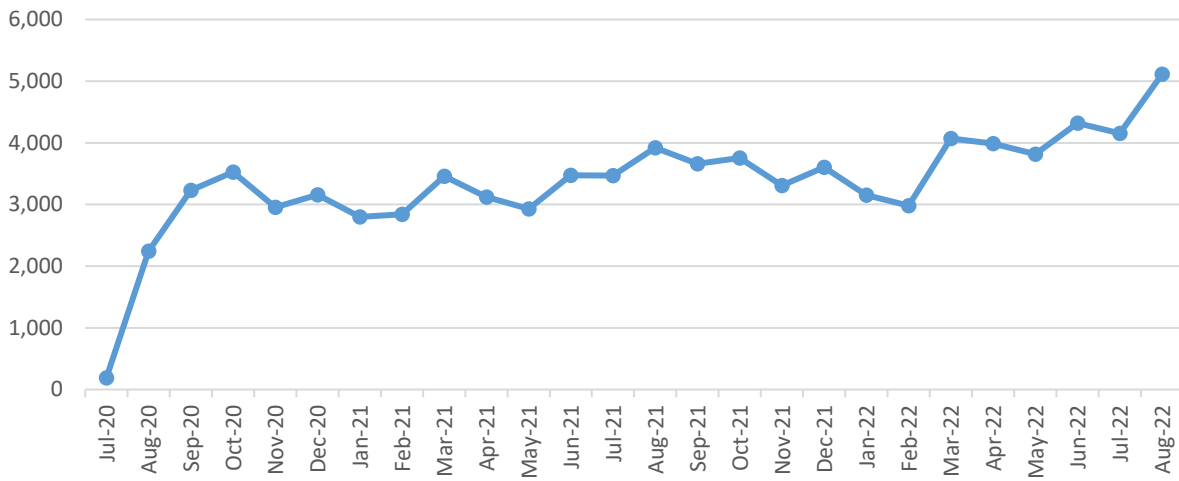
- August fixed route ridership finished as the highest ridership month in nearly three years, with 105,678 rides.
- Ridership from Wichita State and Veterans both greatly surpassed previous monthly record highs.
- All students combined accounted for 34% of August fixed-route ridership
- The Q-LINE is following the typical seasonal trend of tapering off after the fall school semester begins.

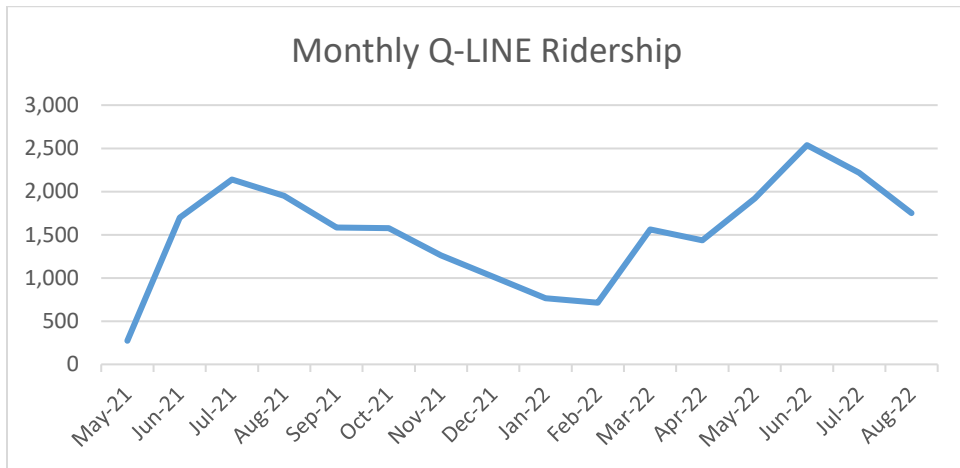
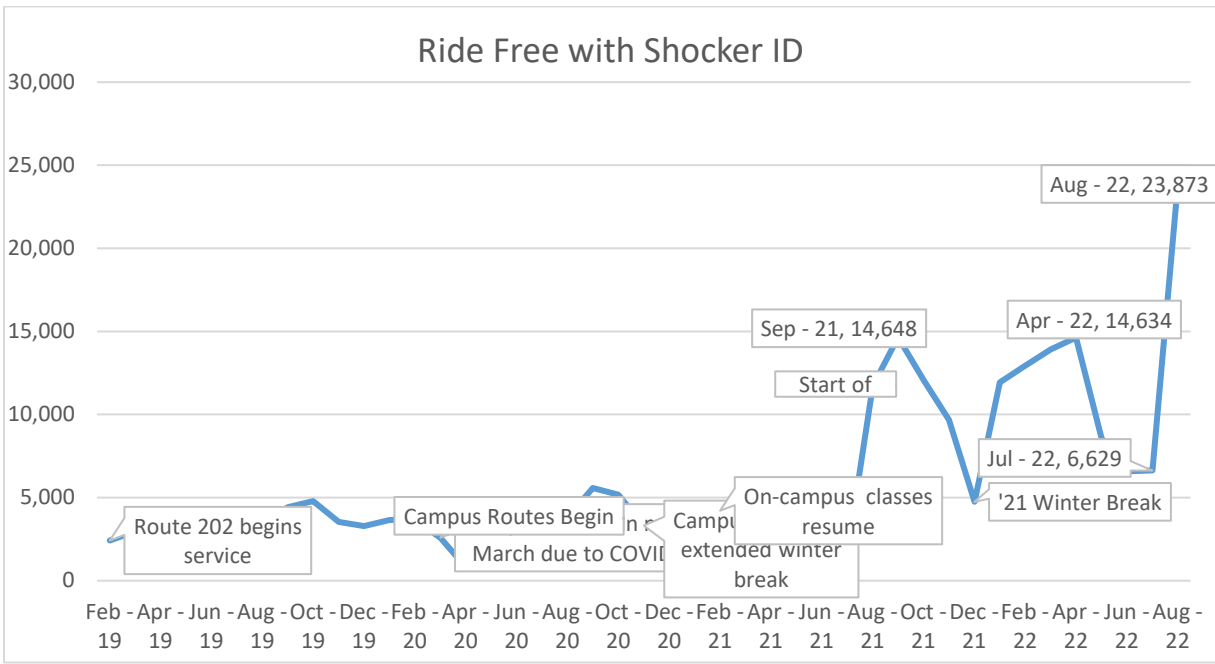
### Fixed Route Ridership by Month



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	96,161	87,584	98,556	107,120	102,442	94,277	99,532	121,922	106,441	114,071	97,388	95,191
2020	99,776	94,911	80,241	41,455	47,128	58,272	55,362	58,552	60,287	62,296	50,051	51,044
2021	46,872	46,334	62,204	63,309	56,042	56,844	57,439	78,747	82,046	80,091	74,482	70,666
2022	67,599	65,889	81,955	82,785	74,017	68,212	78,144	105,678				

### VETERANS RIDE FREE MONTHLY RIDERSHIP





## Amidon Bridge Construction Project



# Route 15 Detour

- Regular Route
- Detour Route
- Closed Route
- Bus Stop

Route 15 will operate fare-free during the construction project

Expected Duration:  
September 19, 2022 - Spring 2024

