



Information Item




Transit Marketing

December 21, 2022



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## Digital Insights – Last Four Weeks

### Facebook

-  9,734 people reached
-  1,734 post engagements
-  11 new page followers

### Google

-  37,870 search/map views
-  571 actions taken

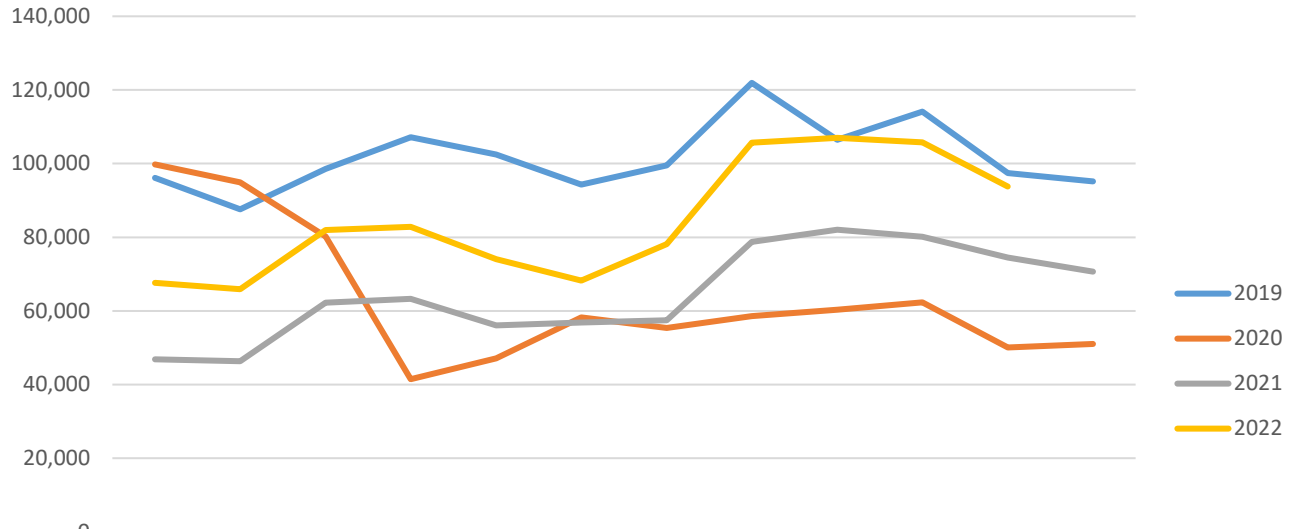
## Current Focus

- Transit Advisory Board information materials
- Route 12 extension to WSU West
- Evergy Connect
- Operator recruiting video
- Smart Card ticketing expected Q1 2023

## Ridership

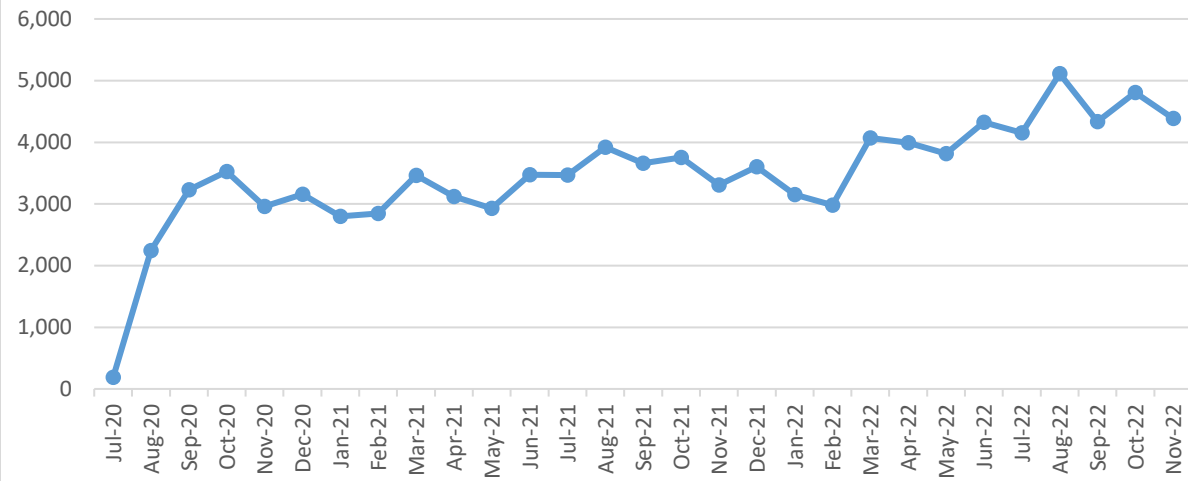
- Fixed-route ridership remained strong through the summer and moving into fall. September was the first month in the past three years to exceed ridership numbers from the same month in 2019.
- The Veterans Ride Free program is seeing high utilization and continued growth, with an average monthly increase in ridership of 3.55%
- Wichita Public Schools and Wichita State University students contributed to record-high ridership for the Fall semester, averaging nearly 40,000 students monthly and 39% of total ridership for the fall semester.
- Q-LINE ridership is setting to a lower fall and winter trend.

### Fixed Route Ridership by Month

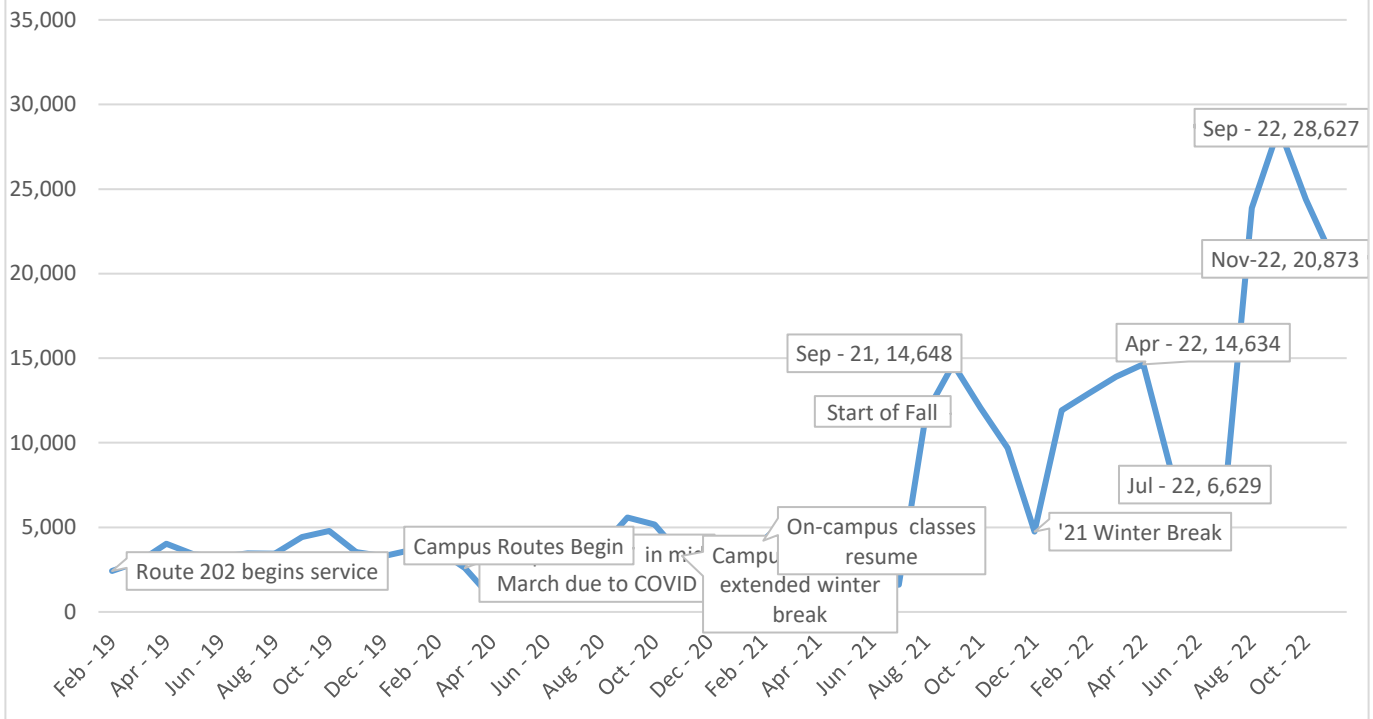


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	96,161	87,584	98,556	107,120	102,442	94,277	99,532	121,922	106,441	114,071	97,388	95,191
2020	99,776	94,911	80,241	41,455	47,128	58,272	55,362	58,552	60,287	62,296	50,051	51,044
2021	46,872	46,334	62,204	63,309	56,042	56,844	57,439	78,747	82,046	80,091	74,482	70,666
2022	67,599	65,889	81,955	82,785	74,017	68,212	78,144	105,678	106,993	105,766	93,796	

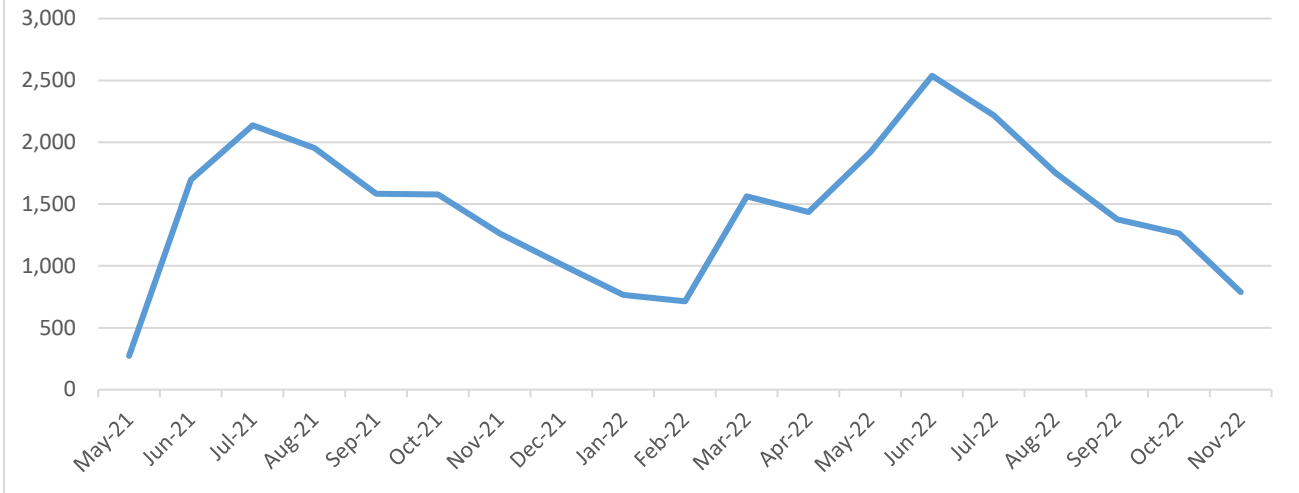
### VETERANS RIDE FREE MONTHLY RIDERSHIP



### Ride Free with Shocker ID



### Monthly Q-LINE Ridership



# Amidon Bridge Construction Project

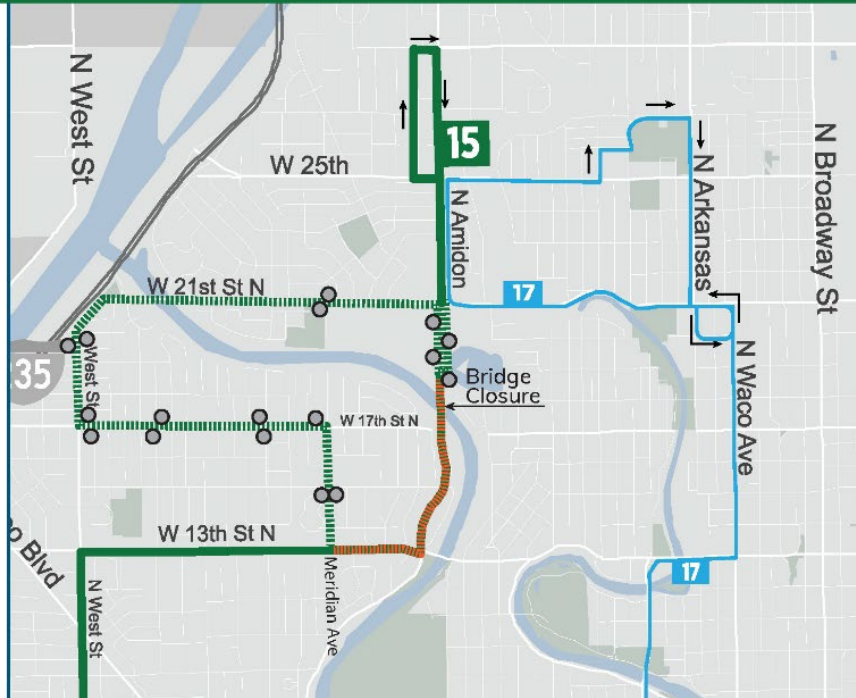


## Route 15 Detour

- 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



11,311 Free rides provided on route 15 through 12/16 since the 9/19 detour