

Subject: Williamsburg Trolley Update from WAT

October 21, 2009

1. The Williamsburg Trolley began August 20, 2009.
2. Ridership to 10/18/2009 is 6,554. That averages to 111 per day or 15.7 per passenger hour-above average for the WAT system excluding CW Bus.
3. College Student ridership is 2,187 (note students weren't counted separately until 9/8/2009).
4. Most popular stops include 1. Legacy Hall, 2. Williamsburg Hospitality House, 3. Talbot's, 4. Brown Hall, 5. High Street and Williamsburg Shopping Center.
5. Time of day most used is 7 p.m. to 8 p.m.
6. Best day for ridership is Saturday followed by Sunday. Friday and Thursday are the best week days.
7. Most requested new service is Trader Joe's and earlier hours. Other requests include Prime Outlets, Busch Gardens, and other locations in the Historic Area.
8. Passengers appear to have no resistance to the 50 cents fare, enjoy the open-air concept.
9. Conclusions from information and data so far, it appears that 1/3 to 1/2 of the riders are College students and they are by and large going into New Town, although High Street and Williamsburg Shopping Center also see some patronage from the students. They are going into New Town for dining, shopping, movies and just hanging out. There is a smaller group of riders going from New Town into the Merchant's Square particularly on weekends. A third group of riders are round trip mostly from Merchant's Square. Finally, there are a growing number of workers using the Trolley, those working equally among the three areas. We feel that longer and earlier hours may inspire more of this.
10. The bike racks are popular with the users as well and are used daily.
11. We do not have exact counts for each stop since we did not install the modern fare boxes on the trolleys. The drivers do keep logs and total ridership, so we can very much derive from that how the service is doing.