

NORTH MONTHLY COMPARISON

Stops	Oct	Nov	Dec	Jan	Feb	Mar
Grocery Outlet	38	41	38	45	55	77
Florence Food Share	16	14	18	9	10	13
Coast Village	6	5	6	0	8	3
Human Resources	1	1	0	0	0	8
Florentine Gate	5	3	2	1	0	2
Bi-Mart	34	17	11	18	15	17
Fred Meyer	104	79	93	113	81	106
Dunes Apts.	8	3	3	3	4	2
Comm. College	21	13	12	22	12	12
High School	14	3	18	33	26	23
Oak Terrace	38	23	28	20	15	28
Primary School	2	1	0	0	2	0
Elementary School	6	3	2	2	2	13
Miller Park	16	13	7	9	3	2
Other Stops*	23	6	40	38	43	49
Total	309	219	238	275	276	355

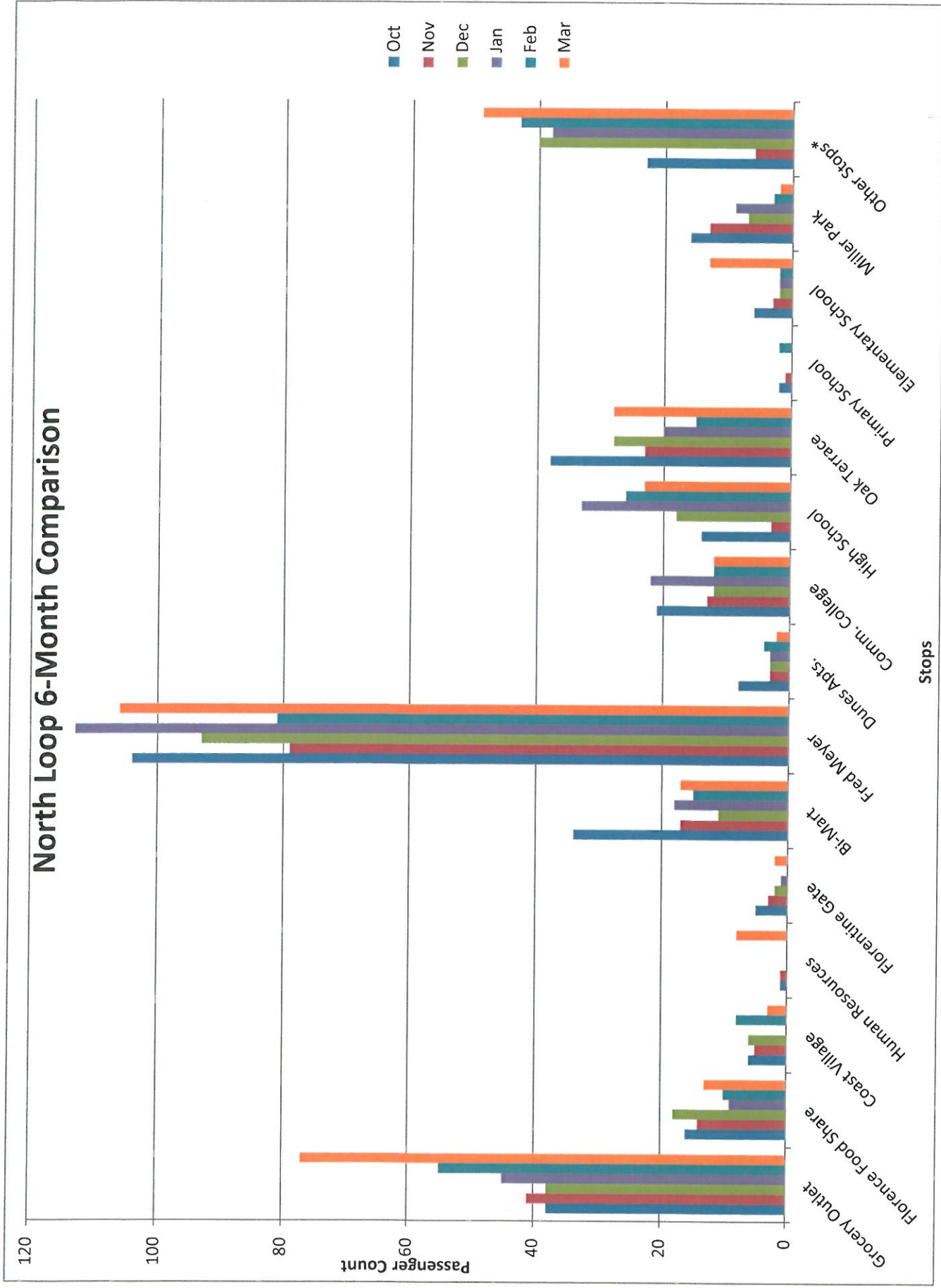
*Note: Prior to February 2014, "Other Stops" referred to the total "Other Stops" on the North AND South Loop.

SOUTH MONTHLY COMPARISON

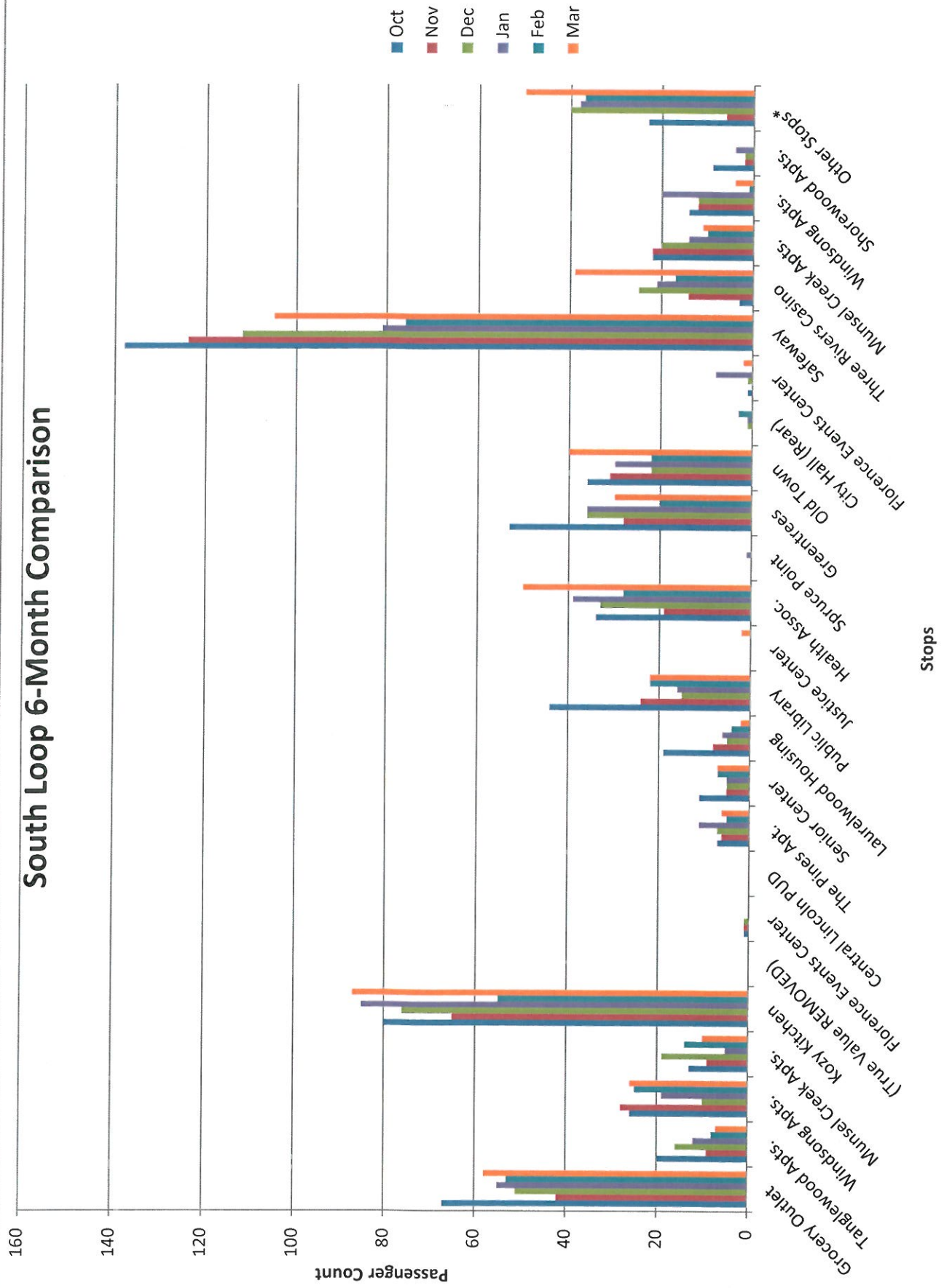
Stops	Oct	Nov	Dec	Jan	Feb	Mar
Grocery Outlet	67	42	51	55	53	58
Tanglewood Apts.	20	9	16	12	8	7
Windsong Apts.	26	28	10	19	25	26
Munsel Creek Apts.	13	9	19	5	14	10
Kozy Kitchen	80	65	76	85	55	87
(True Value REMOVED)	0	0	0	0	0	0
Florence Events Center	1	1	1	0	0	0
Central Lincoln PUD	0	0	0	0	0	0
The Pines Apt.	7	6	7	11	5	6
Senior Center	11	5	5	5	7	7
Laurelwood Housing	19	8	5	6	4	2
Public Library	44	24	15	16	22	22
Justice Center	0	0	0	0	0	2
Health Assoc.	34	19	33	39	28	50
Spruce Point	0	0	0	1	0	0
Greentrees	53	28	36	36	20	30
Old Town	36	31	22	30	22	40
City Hall (Rear)	0	0	1	1	3	0
Florence Events Center	1	0	1	8	0	2
Safeway	138	124	112	81	76	105
Three Rivers Casino	3	14	25	21	17	39
Munsel Creek Apts.	22	22	20	14	10	11
Windsong Apts.	14	12	12	20	1	4
Shorewood Apts.	9	2	2	4	0	0
Other Stops*	23	6	40	38	37	50
South Route Total (w/ Other Stops pre-Feb.)	621	455	509	507	407	558
North Route Total	309	219	238	275	276	355
Companion Ridership	64	59	17	31	0	0
Rhody Express Total Ridership	994	733	764	813	683	913
ADA RideSource Ridership	75	73	75	73	72	79
Monthly Total All Ridership	1069	806	839	886	755	992

*Note: Prior to February 2014, "Other Stops" referred to the total "Other Stops" on the North AND South Loop.

North Loop 6-Month Comparison



South Loop 6-Month Comparison



	Jul-13	Aug-13	Sep-13	1st Q	Oct-13	Nov-13	Dec-13	2nd Q	Jan-14	Feb-14	Mar-14
Florence ADA Trips	75	62	79	216	75	73	75	223	73	72	79
COST	688.75	591.50	681.50	1,961.75	622.25	623.25	737.50	1,983.00	614.00	662.25	816.25
Average Cost	\$9.18	\$9.54	\$8.63	\$9.08	\$8.30	\$8.54	\$9.83	\$8.89	\$8.41	\$9.20	\$10.33

3rd Q	Apr-14	May-14	Jun-14	4th Q	Annual Total
224				0	663
2093				0	6,037.25
\$9.34	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$9.11



Ridership Survey

1. How often do you ride the Rhody Express?

- ☐ Rarely
 ☐ One or two times a month
☐ About once a week
 ☐ More than once a week

2. When did you start riding the Rhody Express?

- ☐ 2014
 ☐ 2013
 ☐ Before 2013

3. What is your main purpose for riding the Rhody Express?

- ☐ Shopping
 ☐ Medical appointments
☐ Social events or gatherings
 ☐ To get to or from work
☐ Casino
☐ Other: _____

4. What changes to the Rhody Express would make riding more convenient for you?
(Check all that apply)

- ☐ Expanded hours in the morning
 ☐ More frequent service
☐ Expanded hours in the evening
 ☐ Weekend service
☐ More destinations/expanded route: Where would you like the bus to go?

☐ Other _____

5. How did you learn about the Rhody Express?

6. How would you rate the quality of the current Rhody Express service?
(One being the lowest and 10 being the highest)

- ☐ 1
 ☐ 2
 ☐ 3
 ☐ 4
 ☐ 5
 ☐ 6
 ☐ 7
 ☐ 8
 ☐ 9
 ☐ 10

Please return survey to bus driver or to City Hall, 250 Highway 101, Florence, OR 97439.

Thank you for your response.

Citizen involvement is essential to improving the public transit services.