

RPT Improves Access and Introduces New Tools in 2023

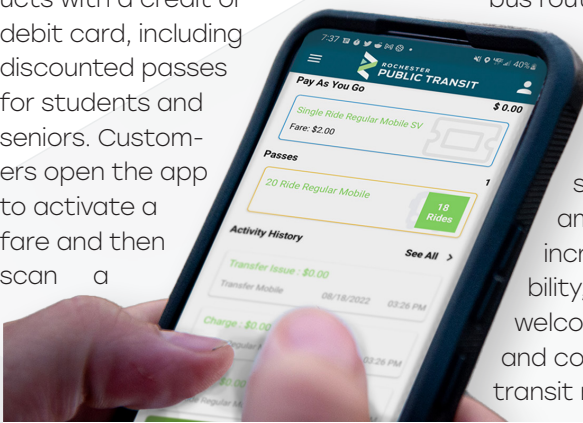
In 2023, Rochester Public Transit (RPT) took steps to make our bus system easier for customers to use by introducing a mobile app to expand fare payment options, installing new bus stop signs to make finding nearby stops easier, and advancing plans to improve hundreds of bus stops.

RPT Mobile Fare, available on Android and iOS, debuted in August of 2023. The mobile app allows customers to purchase most of RPT fare products with a credit or debit card, including discounted passes for students and seniors. Customers open the app to activate a fare and then scan a

code at the farebox as they board the bus. The launch has been successful, with hundreds of accounts registered in the first few months.

RPT's bus stop signs are one of the most visible pieces of our service, second only to the buses themselves. In 2023, RPT replaced over 700 signs with new signs that are 50% larger and feature a distinctive design. The new signs are intended to raise awareness of the location of RPT's 32 bus routes, attracting new riders.

Also in 2023, over 200 stops were identified to receive improvements such as cement pads, benches, or shelters. Installation of the amenities will begin in 2024. By increasing awareness, accessibility, and comfort, RPT seeks to welcome new and returning riders and continue to rebuild overall public transit ridership.



2023 Ridership*
705,283

vs. 2022 **-22%**

* Fixed-route unlinked trips

2023 Service Hours*
108,255

vs. 2022 **+5.2%**

* Fixed-route

2023 ZIPS Ridership
40,123

vs. 2022 **+35.5%**

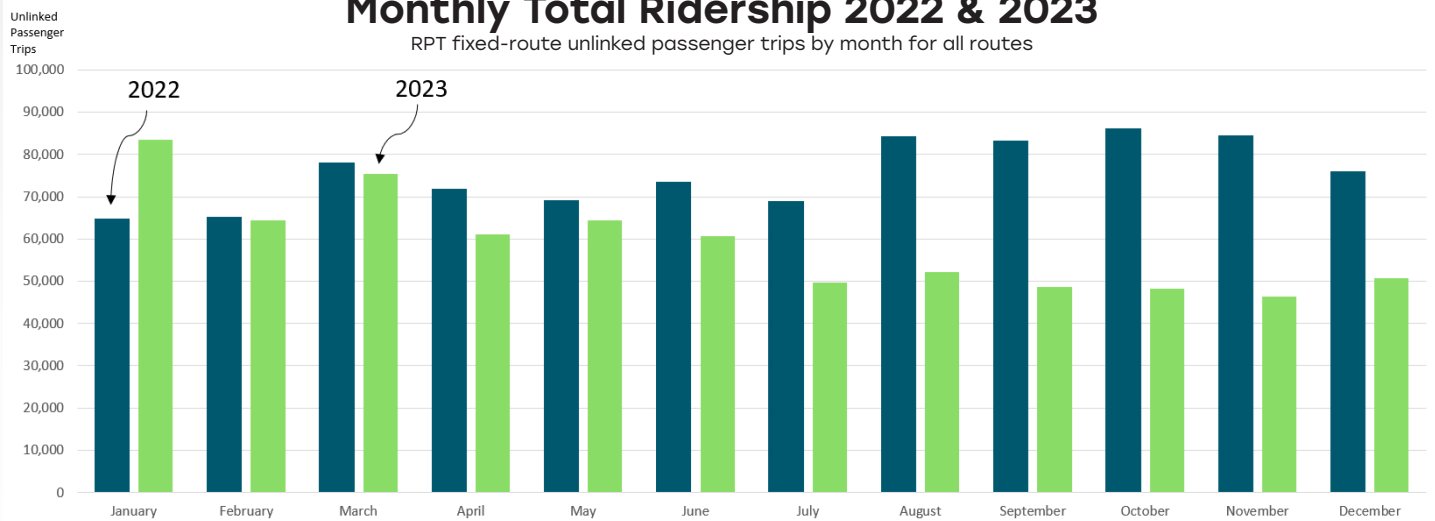
2023 ZIPS On-time*
90%

vs. 2022 **+1%**

* FTA paratransit standards consider a trip to be on-time if it arrives 10 minutes before or after the scheduled pickup time.

Monthly Total Ridership 2022 & 2023

RPT fixed-route unlinked passenger trips by month for all routes



■ 2023 Unlinked trips
■ 2022 Unlinked trips

The sudden and persistent drop in ridership after March coincided with a reduction of express route boardings after 800 new employee parking spaces opened in the downtown area. RPT uses CARES Act funding to fill funding gaps caused by reductions in fare revenue.



Additional Highlights

New buses hit the street with an updated paint scheme

RPT took delivery in 2023 of six new Gillig 40-foot transit buses. The new buses have an updated paint and striping scheme to align with new brand standards. The bold new colors compliment the four electric 60-foot buses that have been introduced to the RPT fleet. The colors also match the new distinctive bus stop signs recently installed around Rochester.

75th Street Park & Ride

Construction was completed in 2023 on the first City-owned park-and-ride facility located off Highway 52 at 75th Street NW. The location will be convenient both for Rochester residents in the growing northwest, as well as those commuting from locations further north—including the Twin Cities. The surface lot has 400 stalls, plenty of LED lighting, emergency telephones, and easy access by bus to the on-ramp to southbound Highway 52. Planning

is underway for bus service to the facility, which is expected to be operational by summer 2024.



Try Transit Week welcomes and rewards new customers

RPT's annual week-long promotion to encourage people to give public transit a try took place September 18-22. This year's event featured a new outreach effort using Try Transit Packs which contained free passes, bus schedule and stickers to encourage groups and organizations to help RPT in the outreach effort. Over 400 free passes were distributed, in addition to a prize

drawing and the ability to earn a free drybag through the Try Transit Passport.

Citizen's Advisory on Transit

Did you know that RPT has a citizen board to help in understanding the needs of our customers? The Citizens Advisory on Transit is made up of seven members appointed by the Mayor to three year terms. The members come from diverse backgrounds and meet quarterly to hear updates from RPT leadership and assist with planning for service improvements. Agendas and recording of meetings are available on the City of Rochester website under Boards and Commissions.

ZIPS paratransit ridership continues to grow

For the second year in a row, Zumbro Independent Passenger Service (ZIPS) made substantial gains in ridership. The number of trips on the paratransit service in 2022 was 26% higher than in 2021. And in 2023 the gains were even larger—a 35% increase in the number of trips provided in 2022. With increased attention to operations, RPT was able to accommodate this growth while simultaneously improving overall on-time performance from 89% in 2022 to 90% in 2023. The City of Rochester has signaled ongoing support for growth in this important service by approving in 2023 a full-time, permanent position dedicated to supporting ZIPS.



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Mission Statement

Rochester Public Transit's mission is to provide an efficient and accessible public transit system that is convenient, safe, reliable, cost-effective, and adaptable and supports City of Rochester's strategic priorities for affordable living, quality city services for quality living, and economic vibrancy and growth management.

Adopted December, 2022