



Trolley Update

By: Assistant City Manager Rick Beverlin



GALVESTON ISLAND
TROLLEY
EST 1891

Ridership Statistics



Month	Downtown	Seawall	Total
June	6,590	11,128	17,718
July	9,594	21,043	30,637
August 1-6	1,491	3,456	4,947
Total As Of August 6th	17,675	35,672	53,302



Highlights:

- Busiest Day: Saturday July 2nd, 1,389 riders
- Second Busiest Day: Wednesday July 19th, 1,308 riders
- Weekend of July 4th: 5,011 riders
- The trolley's carried more passengers in the month of July (30,637) than the combined ridership for Routes 1 -7 and Demand Response (30,004) for Island Transit.



Path Forward



- The Committee has selected a vendor for Advertising & Marketing the Trolley's and will ask Council to award the bid in September.
 - This contract will include advertising on the bus stops, trolley's and at the downtown terminal.
- Staff continues to look at making GPS tracking available through Google's transit feature or other Mobile App alternatives.
- Staff will work with the Park Board to ensure that drivers are Certified Tourism Ambassadors.
- Staff has begun discussions with the partners about fare collection.
- Waived fares end September 5th

