



THE WOODLANDS  
T O W N S H I P

# The Woodlands Express


2023 Service to the Houston Livestock Show and Rodeo

# Service Summary 2019-2022


Ridership



**Saddle Up with The Woodlands Express for a Ride to the Rodeo!**




March 2 and 3, 2019  
March 9 and 10, 2019  
March 16 and 17, 2019  
\$25 per person Round Trip



The Woodlands Express buses leave from the Sterling Ridge Park and Ride location at 8001 McBeth Way in The Woodlands, with return trips leaving NRG Stadium from the METRO/Rodeo Express pickup location.

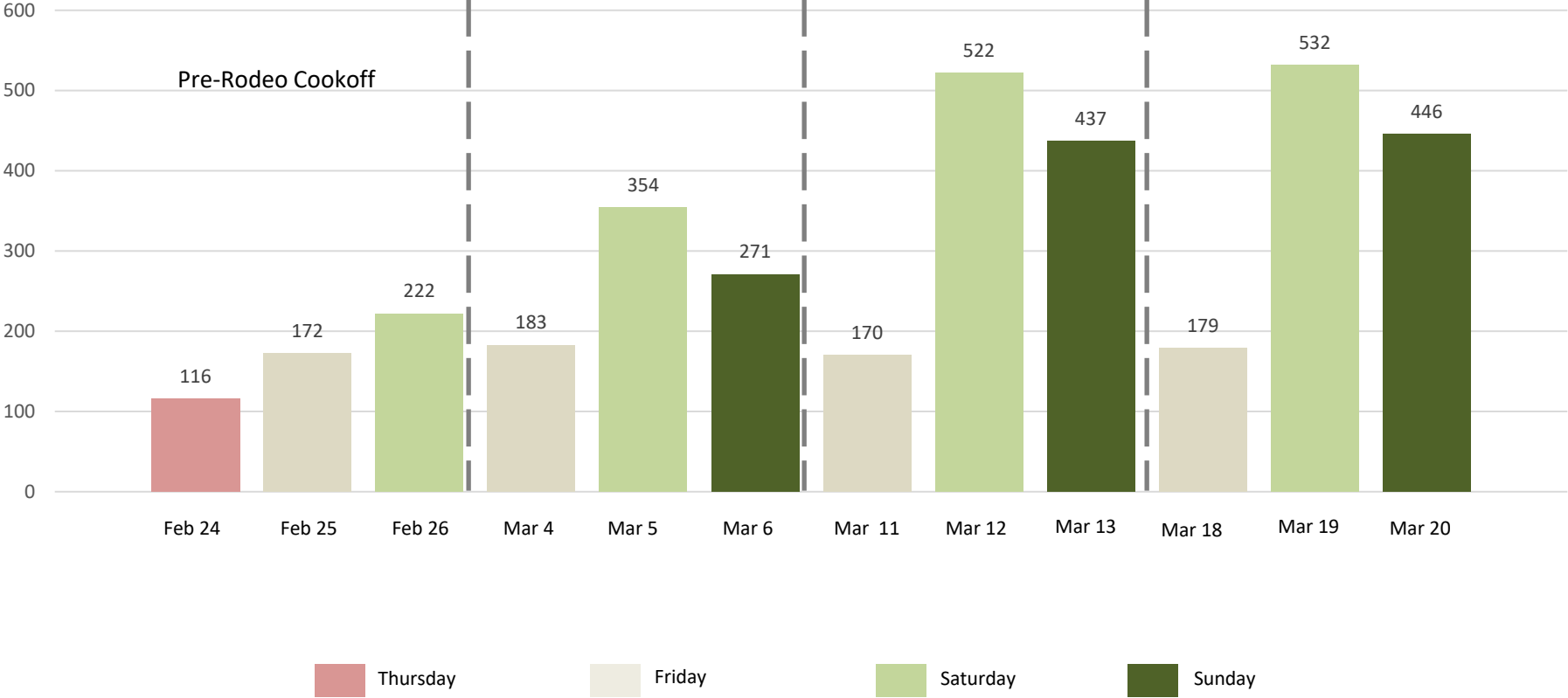
Giddyup — make reservations now!



[www.thewoodlandstownship-tx.gov/rodeo](http://www.thewoodlandstownship-tx.gov/rodeo)

# Ridership – 2022

Rodeo Service Ridership - 2022



# 2022 Financial Impact

## (Pre-Rodeo, Fri-Sun Rodeo)

Revenue Collected: \$46,852

Operations (\$69,743)

Marketing & Administrative: (\$10,192)

Net Difference: (\$33,083)

\*All 2022 costs were covered 100% by Federal Transit Administration CARES Act formula grant funds.

	Days of service	Total Ridership	Average Daily Ridership	Average Riders per bus	Total Cost	Revenue	Net Cost	Net Daily Cost	Cost* per Rider
Pre-Rodeo	3	510	170	24	\$14,387	\$6,630	(\$7,757)	(\$2,586)	\$15.21
Rodeo	9	3,094	344	36	\$55,356	\$40,222	(\$15,134)	(\$1,681)	\$4.89

# 2023 Rodeo Service Schedules

## Saturdays & Sundays - Rodeo

Depart P&R	Depart NRG
9:00 AM	4:30 PM
10:00 AM	7:30 PM
10:15 AM	7:45 PM
11:00 AM	8:00 PM
11:15 AM	8:15 PM
12:00 PM	9:00 PM
12:15 PM	9:15 PM
1:00 PM	9:45 PM
1:15 PM	10:00 PM
2:00 PM	10:30 PM
2:15 PM	10:45 PM
3:00 PM	11:00 PM
4:30 PM	11:15 PM

## Weekdays - Rodeo

Depart P&R	Depart NRG
4:30 PM	9:45 PM
5:00 PM	10:30 PM
5:15 PM	10:45 PM
5:30 PM	11:00 PM
6:00 PM	11:15 PM

## Pre-Rodeo Cookoff Days (Thurs, Fri, Sat)

Depart P&R	Depart NRG
3:00 PM	9:00 PM
4:00 PM	9:45 PM
5:00 PM	10:30 PM
6:00 PM	11:00 PM

# 2023 Rodeo Service

## Option A. Rodeo Saturday and Sunday Service – 13 departures/day

Days of Service	Total Cost	Daily Cost	Est. Revenue (35/bus)	Est Revenue (55/bus)	Net Cost/Revenue
6	(\$43,463)	(\$7,244)	\$35,490	\$50,700	(\$7,973) – \$7,238

## Option B. Rodeo Fridays (or other weekday service) – 5 departures/day

Days of Service	Total Cost	Daily Cost	Est. Revenue (35/bus)	Est Revenue (55/bus)	Net Cost/Revenue
3	(\$14,640)	(\$4,880)	\$2,275	\$3,250	(\$2,205) – (\$1,650)

## Option C. Pre-Rodeo Cookoff – 4 departures/day

Days of Service	Total Cost	Daily Cost	Est. Revenue (35/bus)	Est Revenue (55/bus)	Net Cost/Revenue
3	(\$12,009)	(\$4,003)	\$5,460	\$7,800	(\$6,549) – (\$4,209)



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## **Recommendation:**

Service options to be determined by the Board.

Authorize the President/CEO to execute any necessary amendments to the agreement with First Class Transportation and agreements with any other agency required to activate the service as approved to final form by Township legal counsel.