

Date: November 19, 2014
To: ITP Board
From: Kevin Wisselink / Planning Department
Subject: SEPTEMBER 2014 RIDERSHIP AND PRODUCTIVITY REPORT

September ended well with strong Ridership during Art Prize. The Silver Line continues to perform well, averaging about 2,500 rides per weekday, about a 40% increase in ridership over last year when looking at the corridor (Route 1 Ridership and Silver Line Ridership is compared to Route 1 last year). Average daily ridership was down for the month, primarily due to a reduction in contracted ridership and Art Prize being six days earlier in 2013, providing a bigger ridership bump overall to September 2013. Despite these elements, ridership for the month and for the year ended with positive ridership, with an annual increase of 18,211 rides over FY 2013.

RIDERSHIP SUMMARY

September 2014 compared to September 2013

Total Ridership by Category:

- Routes 1 – 44 ridership (842,872 increased **7.9%** (61,415)
- Contracted/Specialized Service ridership (487,500) decreased **8.1%** (-43,004)
- Demand-Response ridership (32,694) decreased **1.1%** (-360)
- **Total Ridership (1,363,066) increased 1.3% (18,051)**

Daily Averages:

- Average Weekday total ridership (58,574) decreased **2.2%** (-1,337)
- Average Weekday evening ridership (7,688) decreased **7.2%** (-598)
- Average Saturday ridership (17,891) decreased **6.8%** (-1,309)
- Average Sunday ridership (7,188) decreased **2.7%** (-199)

Fiscal Year 2014 compared to Fiscal Year 2013

Total Ridership by Category:

- Routes 1 – 44 ridership (8,630,158) increased **1.9%** (157,536)
- Contracted/Specialized Service ridership (3,492,460) decreased **3.5%** (-128,015)
- Demand-Response ridership (401,882) decreased **2.7%** (-11,310)
- **Total Ridership (12,524,500) increased 0.1% (18,211)**

Daily Averages:

- Average Weekday total ridership (43,200) increased **0.0%** (2)
- Average Weekday evening ridership (6,076) increased **1.9%** (114)
- Average Saturday ridership (15,196) increased **2.9%** (432)
- Average Sunday ridership (6,085) increased **2.1%** (126)

ROUTE PERFORMANCE SUMMARY (Routes 1-44 Only)

September 2014 fixed-route system performance increased compared to September 2013 (contracted services not included). The fixed-route summary is as follows:

- Average passengers per hour (**29.02**) decreased **3.1%** (-0.5 points)
- Average passengers per mile (**2.39**) decreased **3.1%** (-0.6 points)
- Average farebox recovery percent (**33.0%**) increased **11.0%** (1.6 points)
- Average daily passengers (**28,311**) increased **6.6%** (1.1 points)
- **Monthly system performance (113.8 points) increased 1.5% (1.7 points)**
- **FY 2014 system performance (99.5 points) increased 0.5 points (0.5%) compared to FY 2013**

Monthly Fixed-Route Point Summary

	FY 14	FY 13	FY 14	FY 13		
	<u>Avg</u>	<u>Avg</u>	<u>Points</u>	<u>Points</u>	<u>Change</u>	<u>% Change</u>
Avg Passengers per Hour per Route:	29.2	30.1	14.6	15.1	-0.5	-3.1%
Avg Passengers per Mile per Route:	2.39	2.47	18.4	19.0	-0.6	-3.1%
Avg Fare-box Recovery % per Route:	33.0%	29.7%	16.5	14.9	1.6	11.0%
Avg Daily Fixed-Route Passengers:	28,311	26,554	64.3	63.2	1.1	6.6%
September Total:			113.8	112.1	1.7	1.5%
Year Average:			99.5	99.0	0.5	0.5%

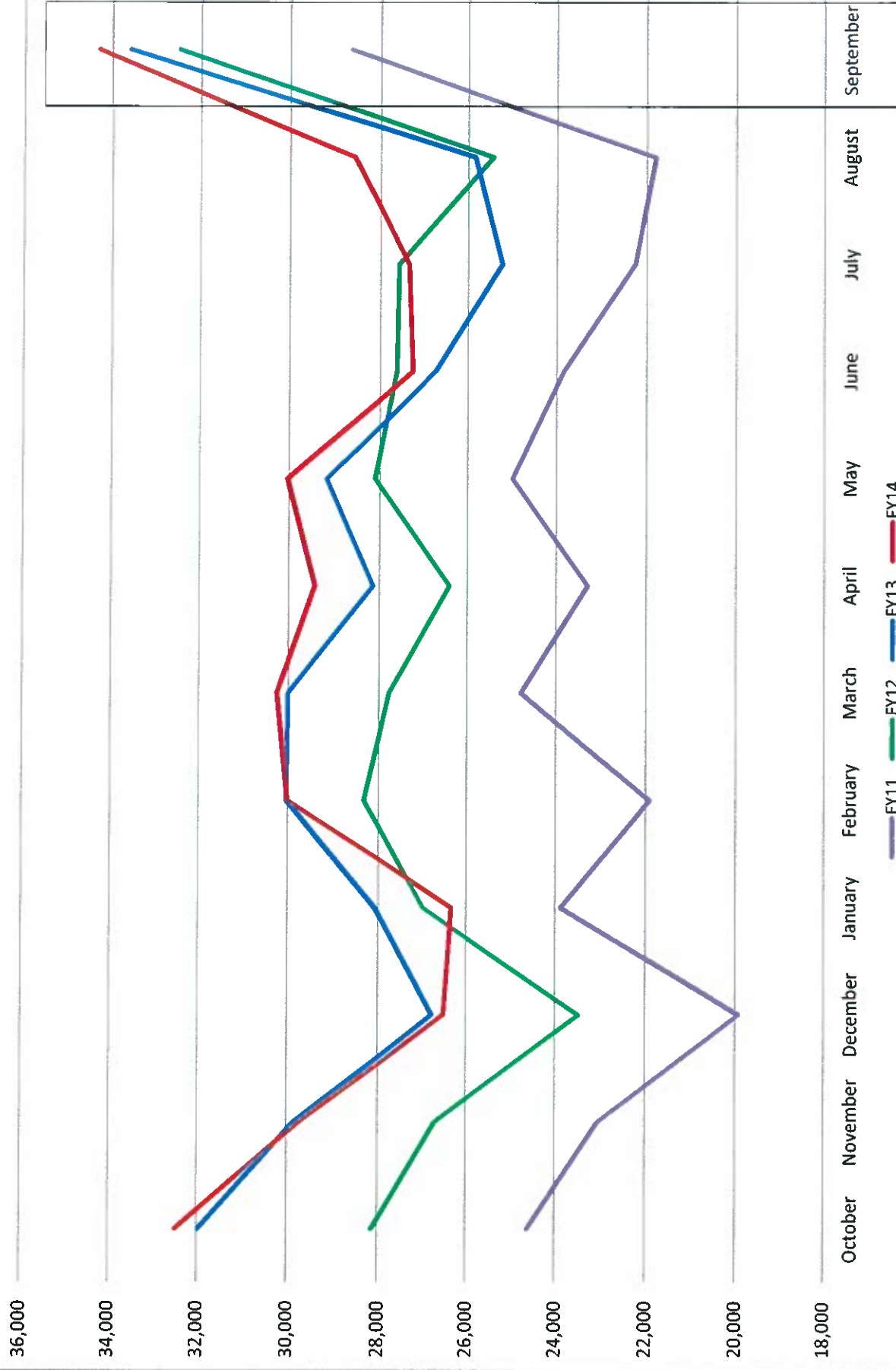
- **15 of 23 (65.2%) fixed-routes performed within the average range (within one standard deviation of the system mean)**
- Route 1 – Division, Route 2 – Kalamazoo, Route 4 – Eastern and Route 9 – Alpine performed one standard deviation above the system mean
- Route 12 – West Fulton and Route 17 – Woodland/Airport performed one standard deviation below the system mean
- **Route 19—Michigan South performed below standard (less than 66.7% below the system mean)**

Change in service days from September 2014 to September 2013

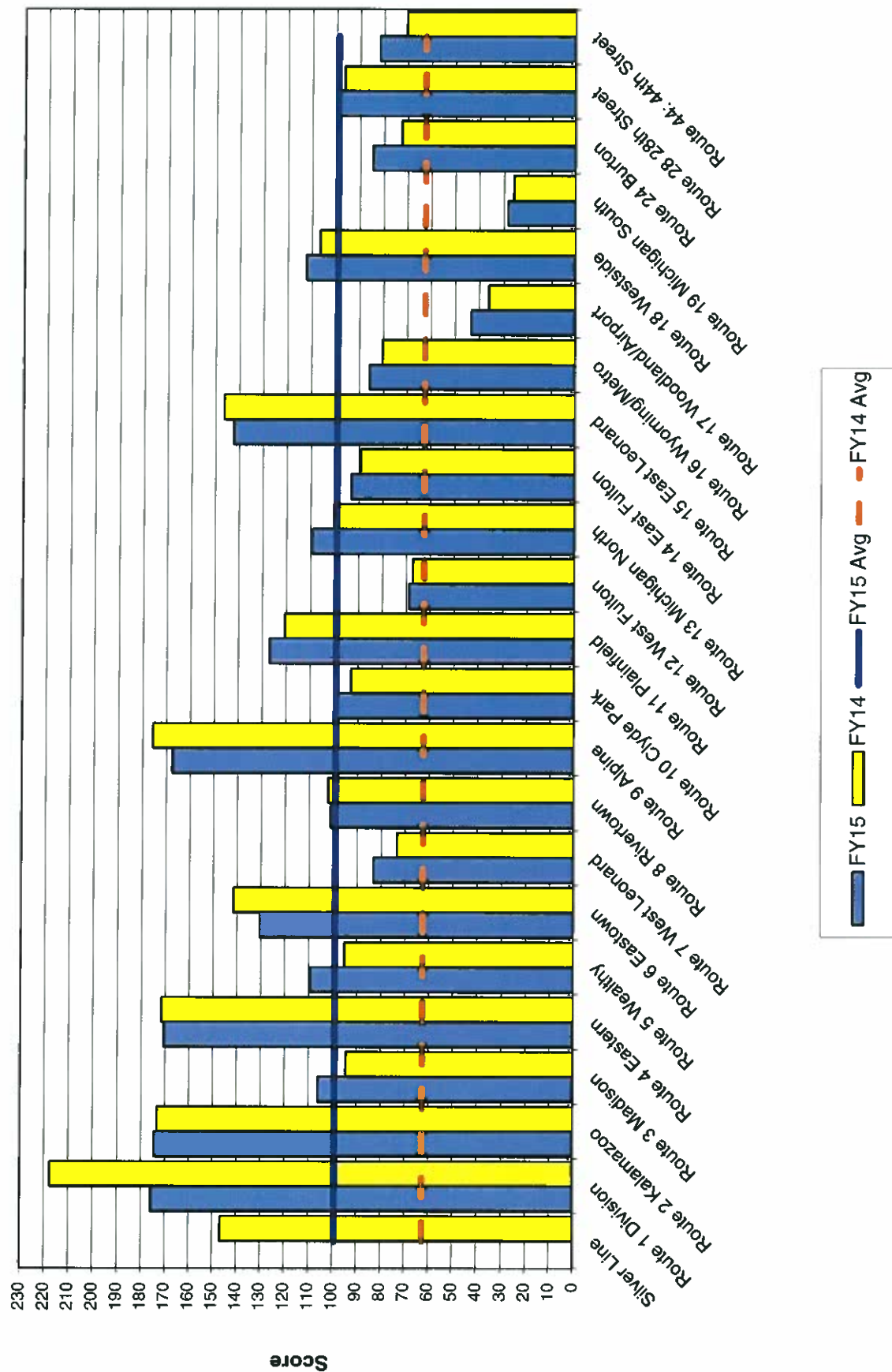
	2014	2013	Change
Total Service Weekdays	21	20	+1
Total Service Saturdays	4	4	0
Total Service Sundays	4	5	-1
Total Holidays	1	1	0

Attached is a graphical summary of the system and individual fixed-route performance

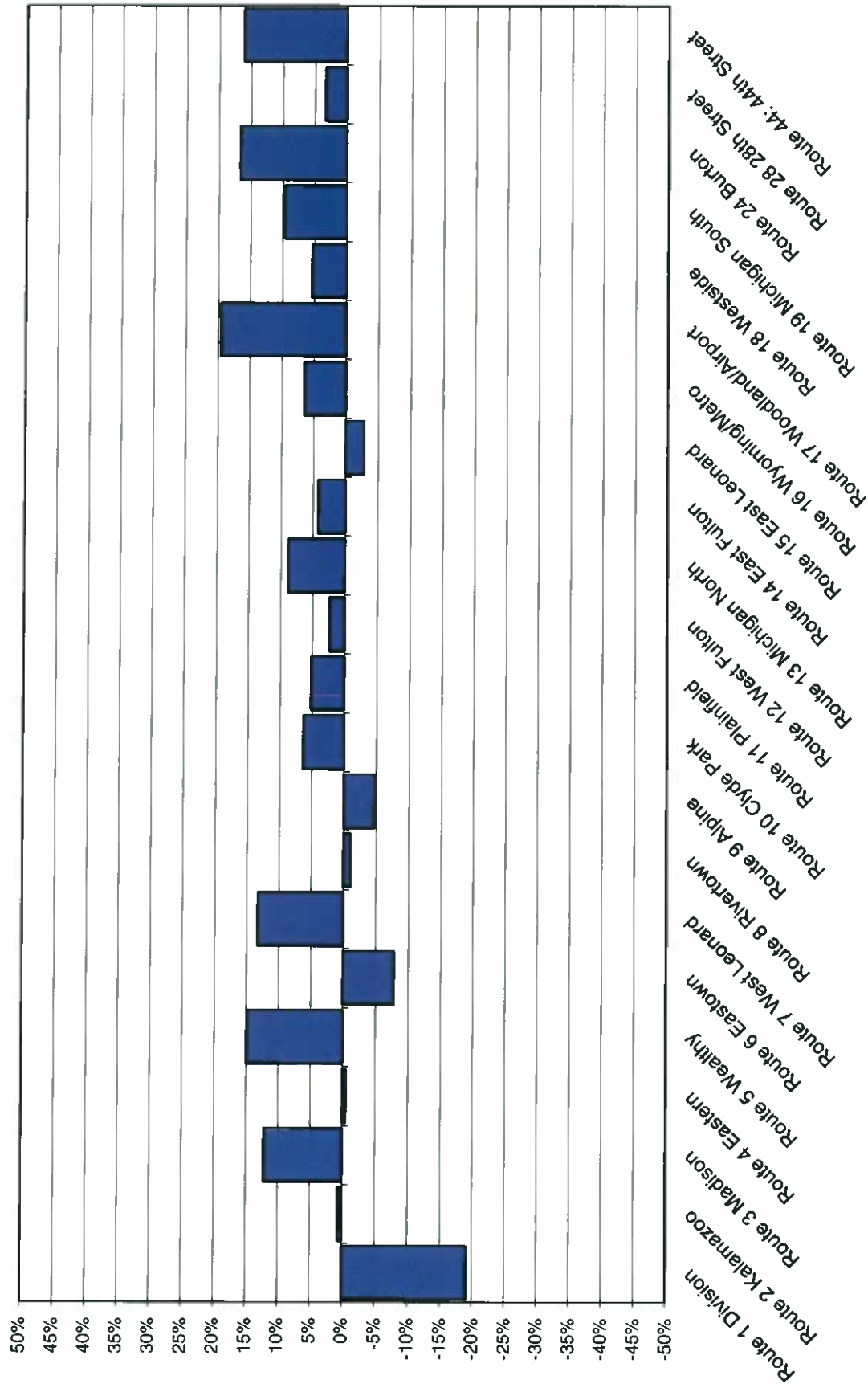
Monthly Weekday Average Ridership History



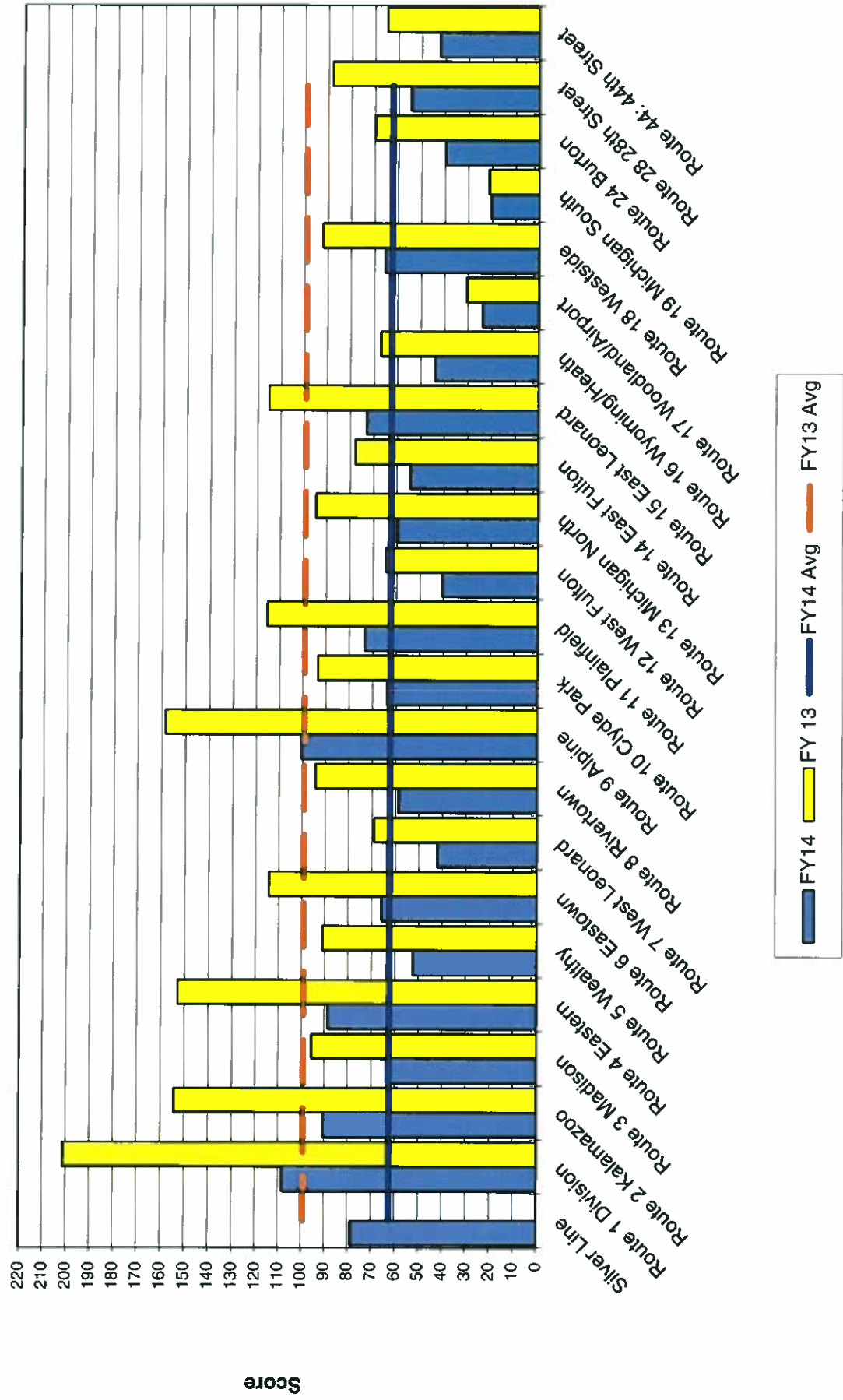
Fixed-Route Scoring Summary: September 2014 Compared to September 2013



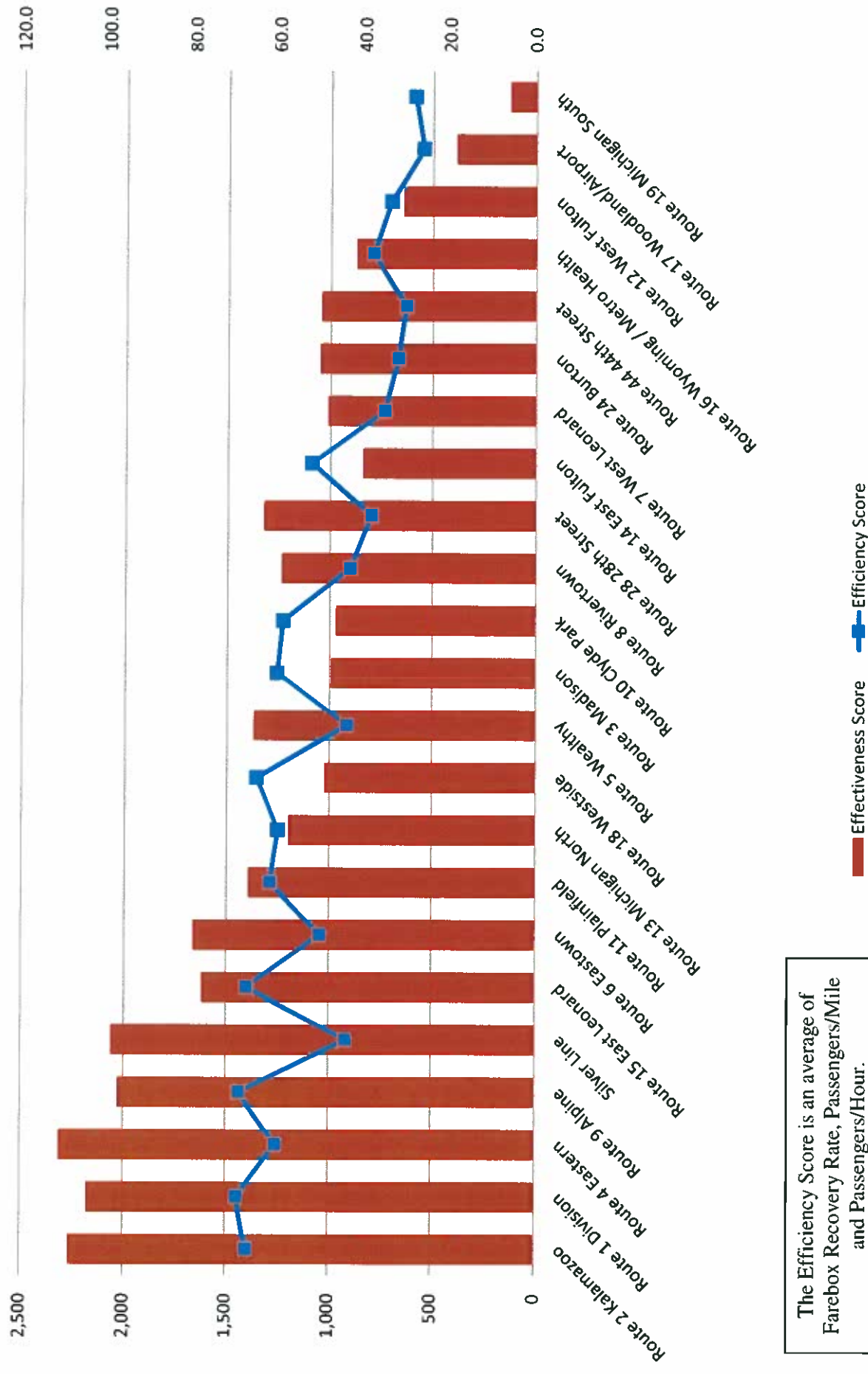
Percent Change by Route: September 2014 Compared to Compared September 2013



Overall Fixed-Route Scoring Summary: FY 2014 Compared to FY 2013

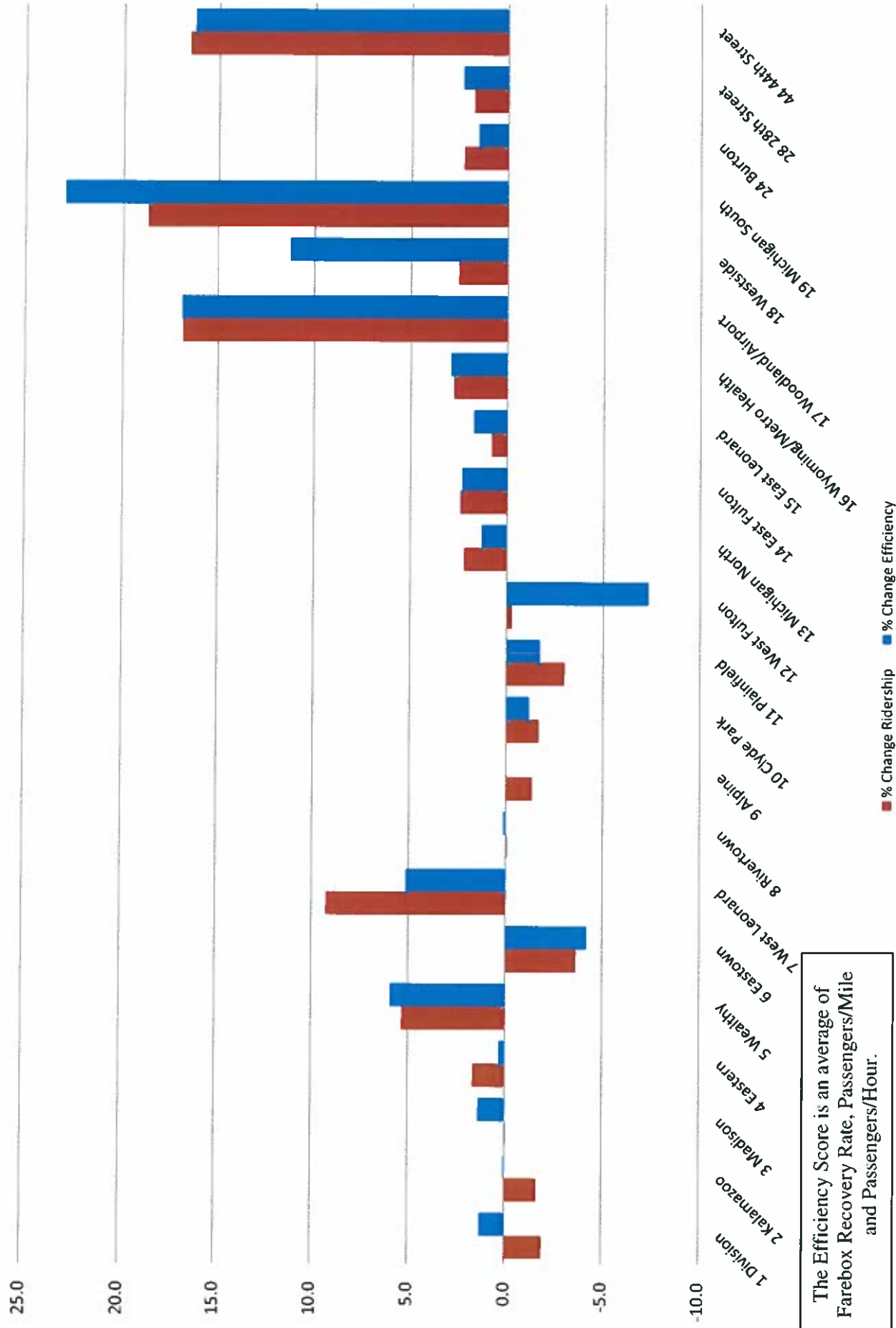


Fixed Route Efficiency Score and Ridership Levels - September 2014



The Efficiency Score is an average of Farebox Recovery Rate, Passengers/Mile and Passengers/Hour.

Change in Ridership and Efficiency: FY 2013 to FY 2014



September 2014 Ridership Report
Ridership by Fare Category

Regular Route Summary	September 2014	September 2013	Actual Change	% Change
\$1.50 Cash Fare	110,362	114,602	-4,240	-3.7%
\$1.50 Adult One-Ride Ticket	10,578	10,904	-326	-3.0%
\$1.15 Adult Ticket	41,933	43,399	-1,466	-3.4%
\$0.90 Student Ticket, Aquinas, Calvin and Kendall Tickets	108,522	105,882	2,640	2.5%
\$0.75 Senior / Disabled Ticket and Cash	27,561	27,736	-175	-0.6%
\$40 Regular and \$26 Reduced 31-Day Month Pass	154,095	164,315	-10,220	-6.2%
\$3.00 One-Day Pass	17,955	1,545	16,410	1062.1%
\$14.00 Seven-Day Pass	10,138	400	9,738	2434.5%
Spectrum Health Employee Pass	7,421	5,993	1,428	23.8%
Free ADA	7,290	7,172	118	1.6%
GVSU Students on Routes 1-44	24,099	23,485	614	2.6%
Miscellaneous Fare	138,606	133,710	4,896	3.7%
Transfers	124,534	142,314	-17,780	-12.5%
Silver Line	59,778	n/a	59,778	n/a
Total Regular Route Ridership	842,872	781,457	61,415	7.9%

Contracted/Specialized Services Summary

DASH	23,240	26,788	-3,548	-13.2%
GRCC Shuttle	25,852	57,518	-31,666	-55.1%
GVSU Campus Connector	208,851	210,548	-1,697	-0.8%
GVSU CHS Express and DASH to the Hill	38,084	38,846	-762	-2.0%
GVSU Off-Campus Shuttle	73,035	79,114	-6,079	-7.7%
GVSU South Campus Express	112,595	112,086	509	0.5%
FSU	1,059	822	237	28.8%
Vanpools	4,784	4,782	2	0.0%
Total Contracted Ridership	487,500	530,504	-43,004	-8.1%

Demand Response Summary

GO!Bus (does not include PASS)	31,771	32,214	-443	-1.4%
PASS North Ridership (Including Transfers)	341	294	47	16.0%
PASS SE Ridership (Including Transfers)	479	430	49	11.4%
PASS SW Ridership (Including Transfers)	103	116	-13	-11.2%
Total Demand Response Ridership	32,694	33,054	-360	-1.1%

	2014	2013	Change	YTD Change
Total Service Weekdays	21	20	1	0
Total Service Saturdays	4	4	0	0
Total Service Sundays	4	5	-1	0
Total Holidays	1	1	0	0
Total Service Days	29	29	0	0
Total Days	30	30	0	0

Total Weekday Fixed-Route Ridership	1,068,612	1,032,507	36,105	3.5%
Total Weekday Evening Fixed-Route Ridership	161,446	165,721	-4,275	-2.6%
Total Weekday and Weekday Evening Fixed-Route Ridership	1,230,058	1,198,228	31,830	2.7%
Total Saturday Fixed-Route Ridership	71,562	76,797	-5,235	-6.8%
Total Sunday Fixed-Route Ridership	28,752	36,936	-8,184	-22.2%
Avg Weekday Daytime Fixed-Route Ridership	50,886	51,625	-739	-1.4%
Avg Weekday Evening Fixed-Route Ridership	7,688	8,286	-598	-7.2%
Avg Weekday and Weekday Evening Fixed-Route Ridership	58,574	59,911	-1,337	-2.2%
Avg Saturday Fixed-Route Ridership	17,891	19,199	-1,309	-6.8%
Avg Sunday Fixed-Route Ridership	7,188	7,387	-199	-2.7%

	2014	2012	Change	% Change
Fixed-Route Ridership Month to Date	842,872	781,457	61,415	7.9%
Contracted/Specialized Service Ridership Month to Date	487,500	530,504	-43,004	-8.1%
Demand Response Ridership Month to Date	32,694	33,054	-360	-1.1%
Total Monthly Ridership	1,363,066	1,345,015	18,051	1.3%
	2014	2012	Change	% Change
Fixed-Route Ridership Year to Date	8,630,158	8,472,622	157,536	1.9%
Contracted/Specialized Service Ridership Month to Date	3,492,460	3,620,475	-128,015	-3.5%
Demand Response Ridership Year to Date	401,882	413,192	-11,310	-2.7%
Total Ridership Year to Date	12,524,500	12,506,289	18,211	0.1%
Projected Annual Ridership	12,524,500	12,506,289	18,211	0.1%

September 2014 Productivity Report

Fixed-Route Services	Passengers per Bus Hour	Passengers per Bus Mile	Farebox Recovery %	Efficiency Score	Daily Passengers	Effectiveness Score	Total Score	Distance from Mean	Current Rank	FY 2013 Rank	Change	Total Passengers	Peak Frequency
Route 2 Kalamazoo	38.2	3.25	46.3%	67.2	2,264	113.2	180.4	62.9%	1	3	-1	65,655	15
Route 1 Division	40.2	3.19	49.7%	69.5	2,177	108.9	178.4	61.1%	2	1	-1	63,140	15
Route 4 Eastern	34.4	2.89	42.0%	60.4	2,311	115.6	176.0	58.9%	3	4	1	67,026	15
Route 9 Alpine	35.3	3.61	47.2%	69.1	2,027	101.4	170.4	53.9%	4	2	-2	58,795	15
Silver Line	26.6	1.98	31.4%	44.2	2,061	103.1	147.2	33.0%	5	n/a	n/a	59,778	10
Route 15 East Leonard	36.9	3.51	43.7%	67.4	1,622	81.1	148.5	34.1%	6	6	0	47,050	15
Route 6 Eastown	27.2	2.60	33.4%	50.3	1,668	83.4	133.7	20.1%	7	7	0	48,358	15
Route 11 Plainfield	35.6	2.99	42.2%	61.9	1,392	69.6	131.5	18.7%	8	5	-3	40,367	15
Route 13 Michigan North	33.6	2.97	40.5%	60.0	1,197	59.9	119.8	8.2%	9	9	0	29,932	15
Route 18 Westside	34.3	3.14	47.2%	64.9	1,023	51.1	116.1	4.8%	10	12	2	25,570	30
Route 5 Wealthy	24.1	2.08	31.8%	44.0	1,367	68.3	112.4	1.5%	11	13	2	34,173	15
Route 3 Madison	33.5	2.77	44.3%	60.2	993	49.6	109.9	-0.8%	12	8	-4	24,823	30
Route 10 Clyde Park	35.1	2.58	42.9%	58.9	969	48.5	107.3	-3.1%	13	11	-2	28,108	30
Route 8 Riverton	26.5	1.86	31.4%	43.3	1,234	61.7	105.0	-5.2%	14	10	-4	35,785	15
Route 28 28th Street	22.1	1.55	30.8%	36.4	1,323	66.1	104.6	-5.6%	15	14	-1	38,365	15
Route 14 East Fulton	28.2	2.68	35.2%	52.3	841	42.1	94.4	-14.5%	16	15	-1	21,028	30
Route 7 West Leonard	22.1	1.46	26.2%	35.3	1,011	50.6	85.9	-22.4%	17	17	0	25,281	15
Route 24 Burton	18.2	1.48	23.4%	32.2	1,051	52.5	84.7	-23.5%	18	16	-2	26,271	30
Route 44 44th Street	16.7	1.25	24.7%	30.4	1,045	52.2	82.6	-25.4%	19	19	0	26,114	30
Route 16 Wyoming Metro Health	22.4	1.71	27.4%	36.0	875	43.8	81.8	-26.1%	20	18	-2	25,380	30
Route 12 West Fulton	19.6	1.73	21.4%	33.8	645	32.2	66.0	-40.4%	21	20	-1	16,121	30
Route 17 Woodland/Airport	16.2	1.25	16.9%	26.2	385	19.2	45.4	-59.0%	22	21	-1	8,081	30
Route 19 Michigan South	10.5	2.15	12.9%	28.2	127	6.4	34.6	68.8%	23	22	-1	2,676	30
System Summary	29.4	2.41	34.2%		1,207		110.7	n/a				817,867	

System Average (mean)	Passengers per Bus Hour	Passengers per Bus Mile	Farebox Recovery %	Efficiency Score	Daily Passengers	Effectiveness Score	Total Score	Distance from Mean
1 Standard deviation	29.4	2.41	34.2%	50.4	1,207	60.3	110.7	n/a
2 Routes above standard (equal or greater than 66.7% of mean)	8.1	0.75	10.4%	15.0	561	28.1	38.8	n/a
3 Routes above one standard deviation of mean	49.1	4.02	57.0%	84.0	2,012	100.5	184.6	66.7%
4 Above average routes within one standard deviation of mean	49.0	4.01	56.9%	83.8	2,011	100.5	184.5	66.7%
5 Average routes	37.5	3.16	44.6%	65.4	1,768	88.4	149.5	35.0%
6 Below average routes within one standard deviation of mean	47.125% mean	47.125% mean	47.125% mean	47.125% mean	47.125% mean	47.125% mean	47.125% mean	47.125% mean
7 Routes below one standard deviation of mean	21.3	1.67	23.8%	35.4	646	32.3	72.0	-35.0%
8 Routes below standard (equal or less than 66.7% of mean)	9.9	0.81	11.5%	17.0	403	20.1	37.0	-66.7%
	9.8	0.80	11.4%	16.8	402	20.1	36.9	-66.7%

Contracted/Specialized Services	Passengers per Bus Hour	Passengers per Bus Mile	Farebox Recovery %	Efficiency Score	Daily Passengers	Effectiveness Score	Total Score	Distance from Mean	Current Rank	FY 2014 Rank	Change	Total Passengers	Peak Frequency
GVSU Campus Connector	47.7	2.57	n/a	67.7	7,202	360.1	427.8	n/a	n/a	n/a	n/a	208,851	7
GVSU South Campus Express	74.5	8.60	n/a	157.8	5,362	268.1	425.9	n/a	n/a	n/a	n/a	112,595	10
GVSU Off-Campus	66.3	8.98	n/a	155.5	3,478	173.9	329.4	n/a	n/a	n/a	n/a	73,035	10
GVSU CHS Express	57.8	7.94	n/a	136.9	1,814	90.7	227.5	n/a	n/a	n/a	n/a	38,084	5
GROC Shuttle	91.3	23.05	n/a	335.6	6,463	323.2	658.7	n/a	n/a	n/a	n/a	25,852	10
DASH South	14.2	1.78	n/a	31.7	218	10.9	42.6	n/a	n/a	n/a	n/a	4,572	10
DASH West	38.1	4.34	n/a	80.0	763	38.2	118.2	n/a	n/a	n/a	n/a	16,033	5
DASH North	8.1	0.90	n/a	16.7	125	6.3	23.0	n/a	n/a	n/a	n/a	2,635	20
FSU	4.8	0.13	n/a	5.3	50	2.5	7.8	n/a	n/a	n/a	n/a	1,059	120
	52.73	3.85	n/a									482,716	

Farebox includes GRPS services

Total System Summary	35.21	2.81	34.45%										
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- The range of values comprising approximately 68% of the samples above and below the mean
- Routes with scores greater than 66.7% above the mean
- Routes with scores between 1 standard deviation above the mean and 66.7% above the mean
- Routes with scores within 1 standard deviation above the mean
- Routes with scores with +/- 12.5% of the mean
- Routes with scores within 1 standard deviation below the mean
- Routes with scores between 1 standard deviation below the mean and 66.7% below the mean
- Routes with scores greater than 66.7% below the mean