

Date: July 25, 2014
To: ITP Board
From: Kevin Wisselink / Planning Department
Subject: June 2014 RIDERSHIP AND PRODUCTIVITY REPORT

Ridership in June 2014 was aided by having one more weekday of service than in June 2013. If current trends continue, we should see a slight ridership increase for FY 2014.

RIDERSHIP SUMMARY

June 2014 compared to June 2013

Total Ridership by Category:

- Routes 1 – 44 ridership (663,950) increased **5.0%** (31,542)
- Contracted/Specialized Service ridership (57,224) increased **3.1%** (1,721)
- Demand-Response ridership (33,074) increased **1.0%** (334)
- **Total Ridership (754,248) increased 4.7% (34,597)**

Daily Averages:

- Average Weekday total ridership (30,248) increased **2.0%** (599)
- Average Weekday evening ridership (4,780) increased **3.5%** (163)
- Average Saturday ridership (14,407) increased **7.0%** (947)
- Average Sunday ridership (5,668) increased **2.6%** (143)

Fiscal Year 2014 compared to Fiscal Year 2013

Total Ridership by Category:

- Routes 1 – 44 ridership (6,440,891) increased **0.6%** (37,674)
- Contracted/Specialized Service ridership (2,774,363) decreased **2.2%** (-62,299)
- Demand-Response ridership (305,139) decreased **2.3%** (-7,063)
- **Total Ridership (9,520,393) decreased 0.3% (-31,688)**

Daily Averages:

- Average Weekday total ridership (43,953) decreased **0.6%** (-267)
- Average Weekday evening ridership (6,146) increased **3.7%** (221)
- Average Saturday ridership (15,070) increased **3.9%** (569)
- Average Sunday ridership (5,956) increased **1.8%** (104)

ROUTE PERFORMANCE SUMMARY (Routes 1-44 Only)

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

- Average passengers per hour (**24.5**) increased **2.4%** (0.3 points)
- Average passengers per mile (**2.03**) increased **2.9%** (0.4 points)
- Average farebox recovery percent (**27.6%**) decreased **5.2%** (0.8 points)
- Average daily passengers (**21,940**) increased **4.6%** (2.3 points)
- **Monthly system performance (93.9 points) increased 2.5% (2.3 points)**
- **FY 2014 system performance (99.6 points) decreased 0.2 points (-0.2%) 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:	24.5	24.0	12.3	12.0	0.3	2.4%
Avg Passengers per Mile per Route:	2.03	1.97	15.6	15.2	0.4	2.9%
Avg Fare-box Recovery % per Route:	27.6%	29.1%	13.8	14.5	-0.8	-5.2%
Avg Daily Fixed-Route Passengers:	21,940	20,972	52.2	49.9	2.3	4.6%
June Total:			93.9	91.6	2.3	2.5%
Year Average:			99.6	99.8	-0.2	-0.2%

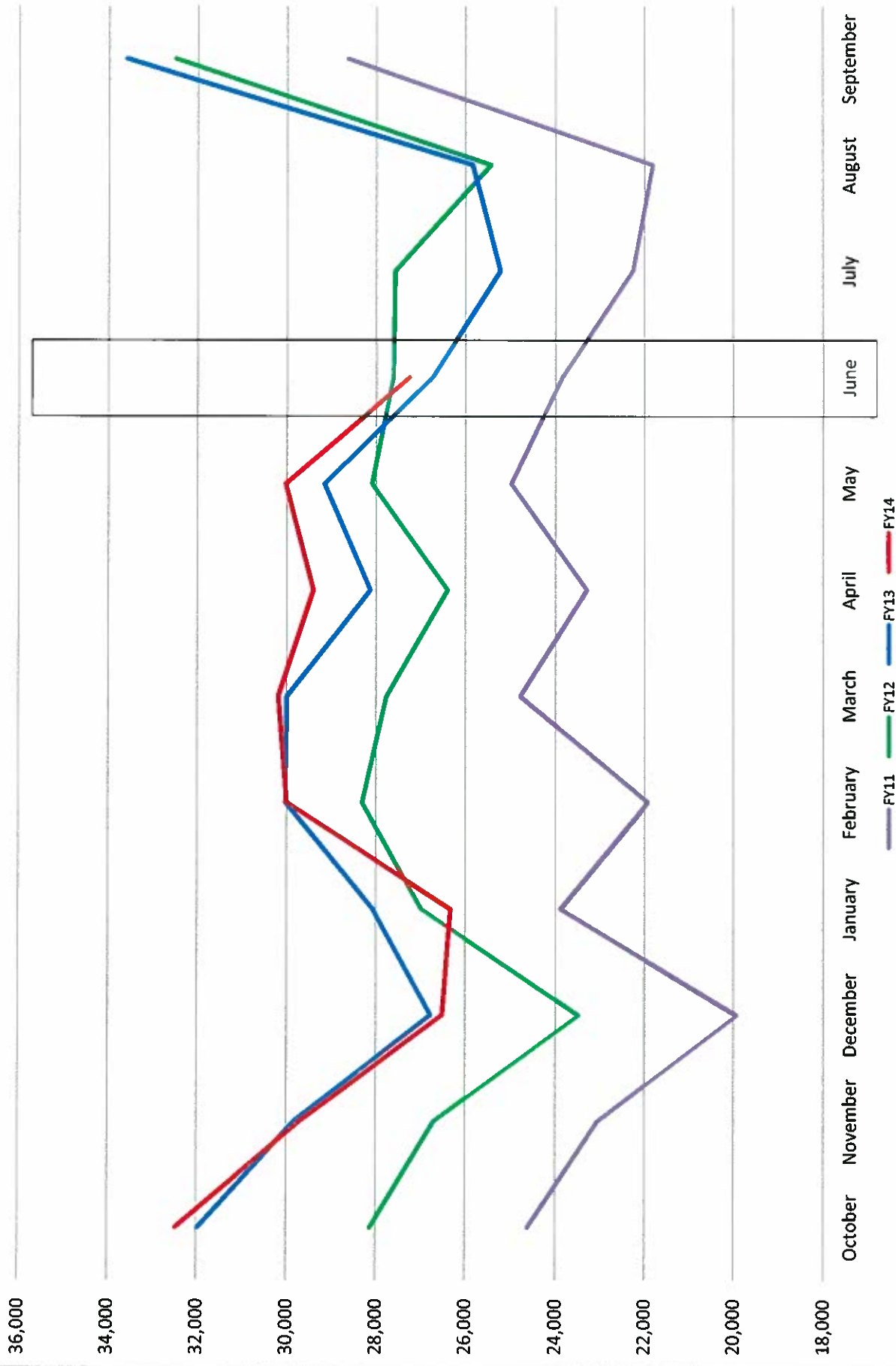
- **16 of 22 (72.7%) fixed-routes performed within the average range (within one standard deviation of the system mean)**
- Route 2 – Kalamazoo, Route 4 – Eastern and Route 9 – Alpine performed one standard deviation above the system mean
- **Route 1 – Division performed above standard (greater than 66.7% above the system mean)**
- 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 June 2014 to June 2013

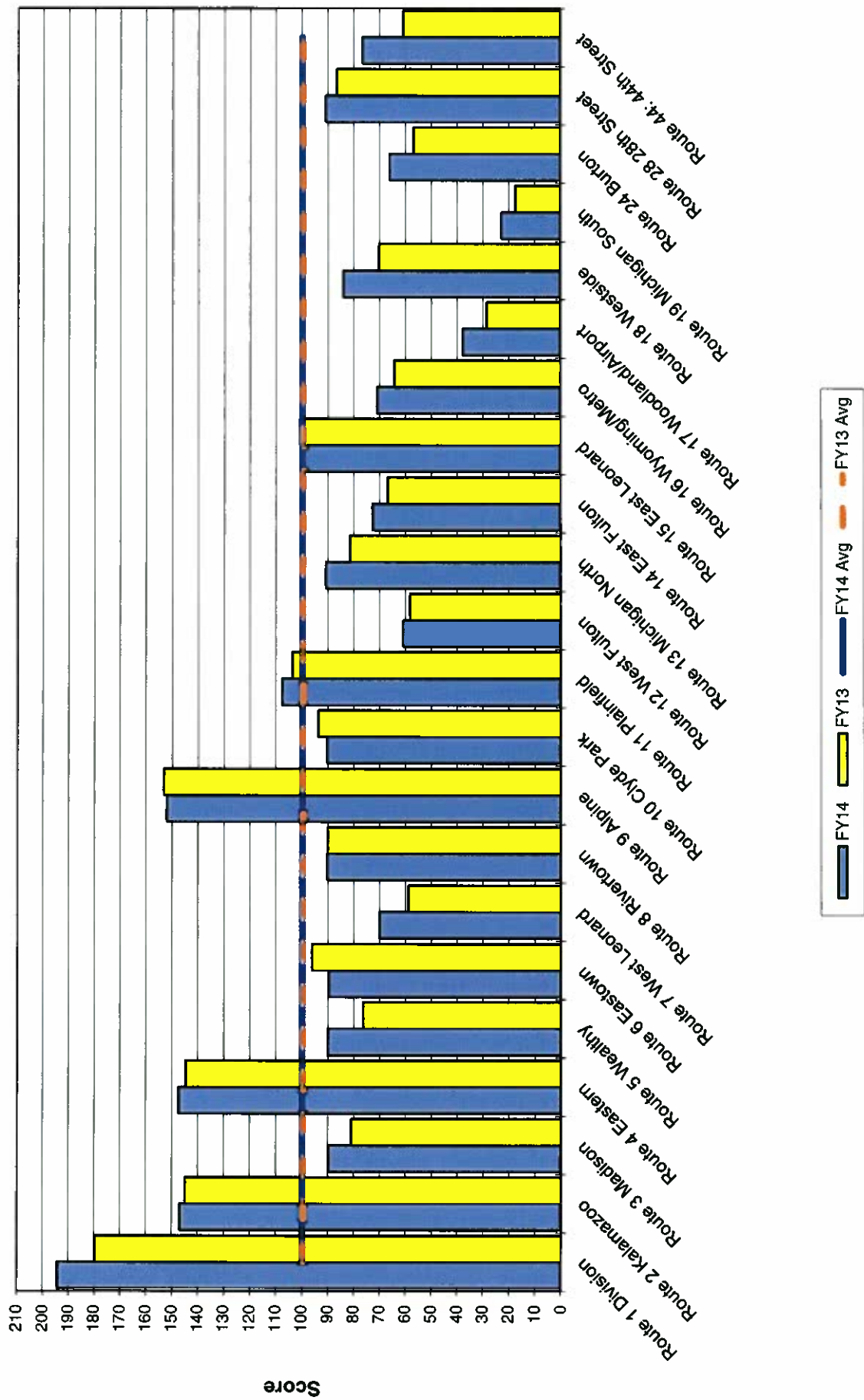
	2014	2013	Change
Total Service Weekdays	21	20	1
Total Service Saturdays	4	5	-1
Total Service Sundays	5	5	0
Total Holidays	0	0	0

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

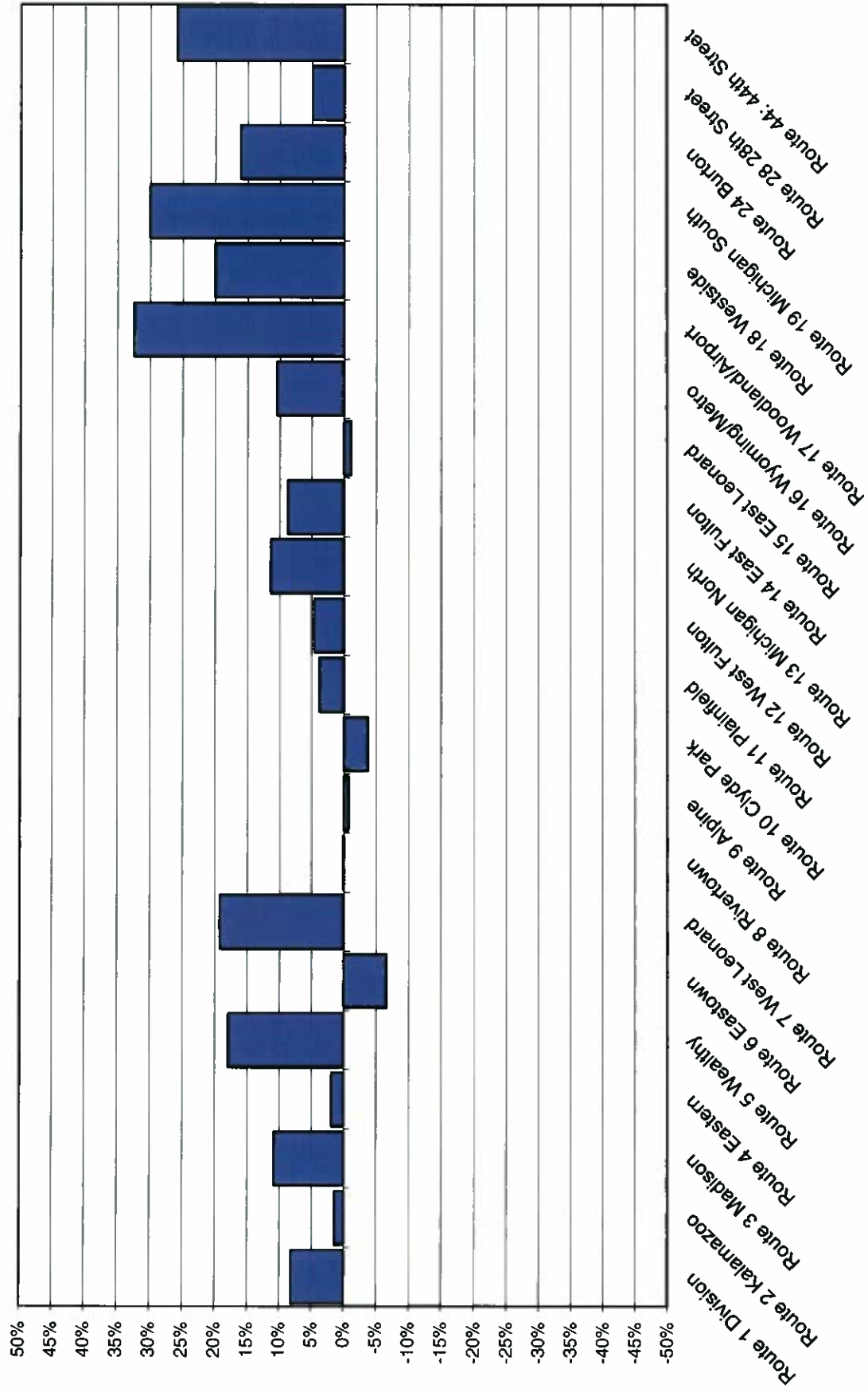
Monthly Weekday Average Ridership History



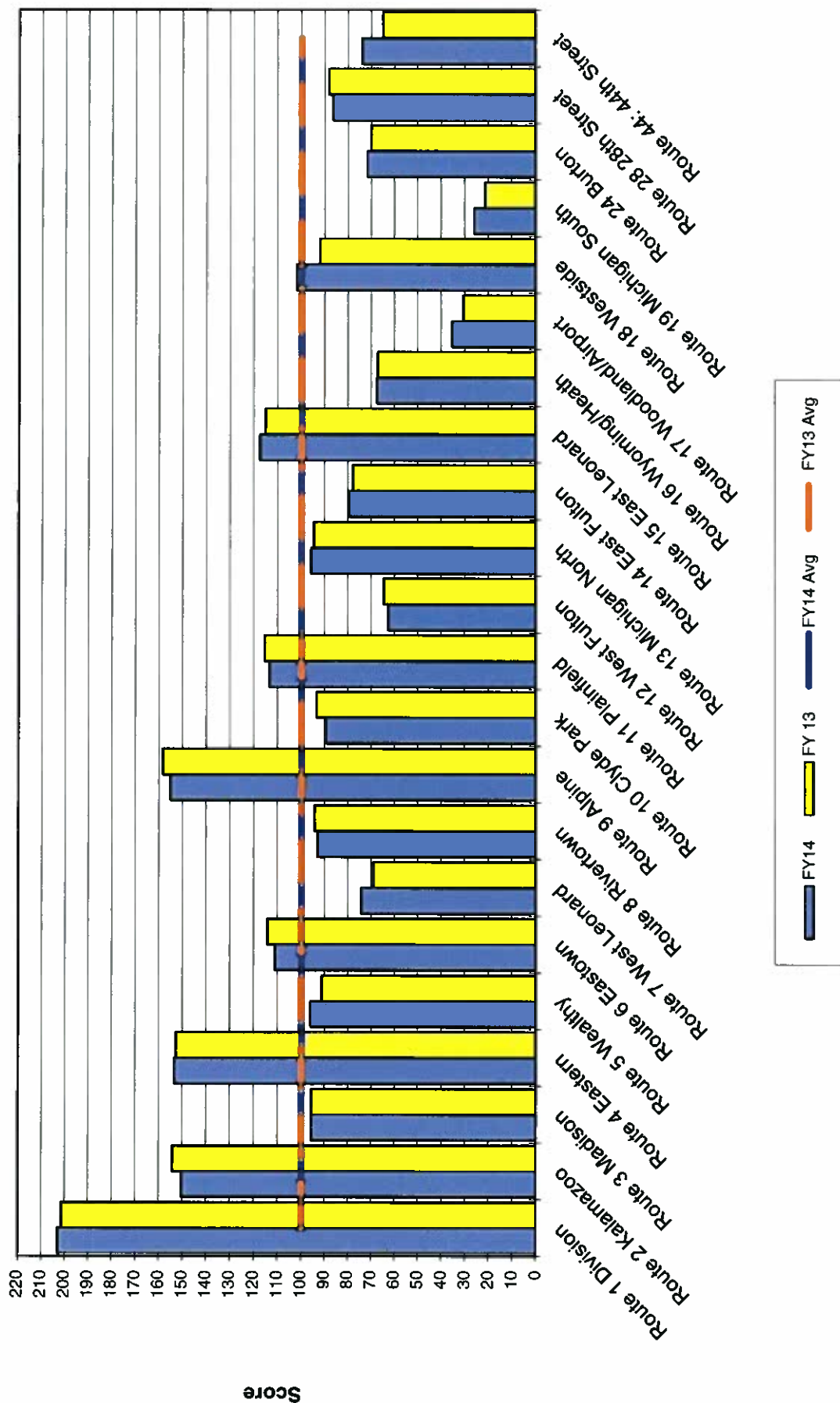
Fixed-Route Scoring Summary: June 2014 Compared to June 2013



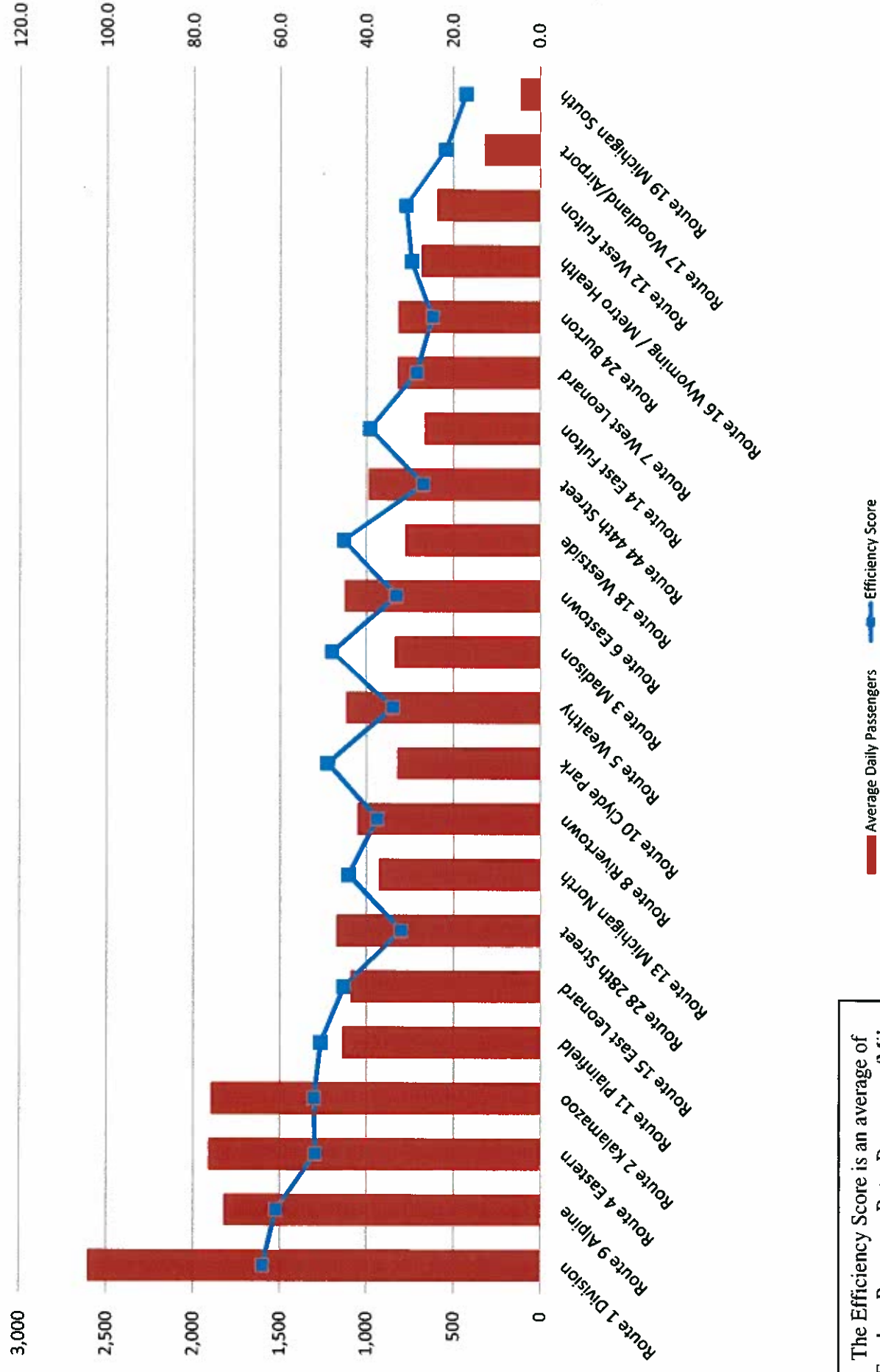
Percent Change by Route: June 2014 Compared to June 2013



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

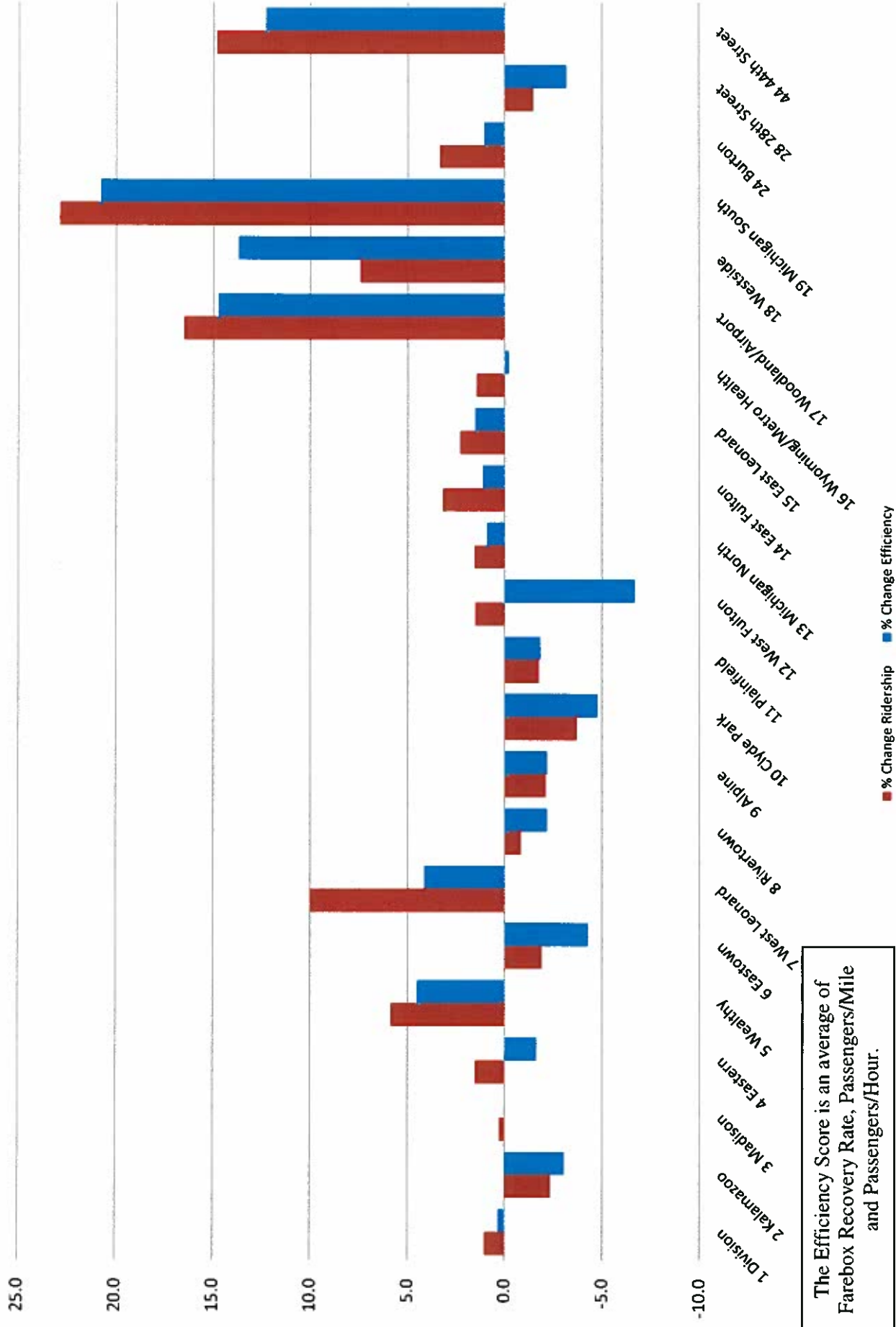


Fixed Route Efficiency Score and Ridership Levels - June 2014



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



June 2014 Ridership Report
Ridership by Fare Category

Regular Route Summary	June 2014	June 2013	Actual Change	% Change
\$1.50 Cash Fare	124,370	115,656	8,714	7.5%
\$1.50 Adult One-Ride Ticket	10,464	12,086	-1,622	-13.4%
\$1.15 Adult Ticket	50,842	46,796	4,046	8.6%
\$0.90 Student Ticket, Aquinas, Calvin and Kendall Tickets	72,598	60,884	11,714	19.2%
\$0.75 Senior / Disabled Ticket and Cash	29,225	28,595	630	2.2%
\$40 Regular and \$26 Reduced 31-Day Month Pass	168,186	171,716	-3,530	-2.1%
\$4.60 One-Day Pass	1,860	1,749	111	6.3%
\$11.50 Four-Day Pass	1,223	1,222	1	0.1%
Spectrum Health Employee Pass	6,164	5,121	1,043	20.4%
Free ADA	7,197	7,022	175	2.5%
GVSU Students on Routes 1-44	14,701	14,004	697	5.0%
Miscellaneous Fare	29,179	28,216	963	3.4%
Transfers	147,941	139,341	8,600	6.2%
Total Regular Route Ridership	663,950	632,408	31,542	5.0%

Contracted/Specialized Services Summary

DASH	21,992	19,845	2,147	10.8%
GRCC Shuttle	3,980	2,810	1,170	41.6%
GVSU Campus Connector	19,793	20,944	-1,151	-5.5%
GVSU CHS Express and DASH to the Hill	6,750	7,694	-944	-12.3%
GVSU Off-Campus Shuttle	0	0	0	#DIV/0!
GVSU South Campus Express	0	0	0	#DIV/0!
FSU	0	0	0	#DIV/0!
Vanpools	4,709	4,210	499	11.9%
Total Contracted Ridership	57,224	55,503	1,721	3.1%

Demand Response Summary

GO!Bus (does not include PASS)	32,081	31,851	230	0.7%
PASS North Ridership (Including Transfers)	392	358	34	9.5%
PASS SE Ridership (Including Transfers)	486	427	59	13.8%
PASS SW Ridership (Including Transfers)	115	104	11	10.6%
Total Demand Response Ridership	33,074	32,740	334	1.0%

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

Total Weekday Fixed-Route Ridership	534,822	500,646	34,176	6.8%
Total Weekday Evening Fixed-Route Ridership	100,382	92,340	8,042	8.7%
Total Weekday and Weekday Evening Fixed-Route Ridership	635,204	592,986	42,218	7.1%
Total Saturday Fixed-Route Ridership	57,628	67,299	-9,671	-14.4%
Total Sunday Fixed-Route Ridership	28,342	27,826	716	2.6%
Avg Weekday Daytime Fixed-Route Ridership	25,468	25,032	435	1.7%
Avg Weekday Evening Fixed-Route Ridership	4,780	4,617	163	3.5%
Avg Weekday and Weekday Evening Fixed-Route Ridership	30,248	29,649	599	2.0%
Avg Saturday Fixed-Route Ridership	14,407	13,460	947	7.0%
Avg Sunday Fixed-Route Ridership	5,668	5,525	143	2.6%

	2014	2013	Change	% Change
Fixed-Route Ridership Month to Date	663,950	632,408	31,542	5.0%
Contracted/Specialized Service Ridership Month to Date	57,224	55,503	1,721	3.1%
Demand Response Ridership Month to Date	33,074	32,740	334	1.0%
Total Monthly Ridership	754,248	720,651	33,597	4.7%
	2014	2013	Change	% Change
Fixed-Route Ridership Year to Date	6,440,891	6,403,217	37,674	0.6%
Contracted/Specialized Service Ridership Year to Date	2,774,363	2,836,662	-62,299	-2.2%
Demand Response Ridership Year to Date	305,139	312,202	-7,063	-2.3%
Total Ridership Year to Date	9,520,393	9,552,081	-31,688	-0.3%
Projected Annual Ridership	12,462,225	12,503,705	-41,480	-0.3%

June 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 1 Division	37.1	3.08	43.6%	64.0	2,605	130.3	194.3	106.9%	1	1	0	78,161	15
Route 9 Alpine	32.5	3.34	38.2%	61.0	1,820	91.0	152.0	61.9%	3	2	-1	54,607	15
Route 4 Eastern	29.3	2.47	36.4%	51.9	1,910	95.5	147.4	57.0%	2	4	2	57,308	15
Route 2 Kalamazoo	32.4	2.78	29.1%	52.1	1,897	94.9	147.0	56.5%	4	3	-1	56,911	15
Route 11 Plainfield	29.8	2.51	32.7%	50.6	1,140	57.0	107.6	14.6%	6	5	-1	34,211	15
Route 15 East Leonard	25.3	2.42	28.0%	45.2	1,090	54.5	99.8	6.2%	5	6	1	32,712	15
Route 28 28th Street	20.0	1.41	22.7%	32.2	1,172	58.6	90.8	-3.3%	12	14	2	35,172	15
Route 13 Michigan North	26.2	2.32	26.5%	44.2	932	46.5	90.8	-3.3%	8	9	1	23,311	15
Route 8 Rivertown	23.3	1.65	26.5%	37.6	1,053	52.5	90.2	-3.9%	13	10	-3	31,580	15
Route 10 Clyde Park	30.3	2.27	32.8%	49.0	824	41.2	90.2	-4.0%	10	11	1	24,717	30
Route 5 Wealthy	19.8	1.73	21.8%	34.1	1,119	56.0	90.0	-4.1%	11	13	2	27,984	15
Route 3 Madison	28.3	2.37	31.1%	47.9	838	41.9	89.6	-4.4%	14	8	-6	20,958	30
Route 6 Eastown	18.8	1.81	20.1%	33.3	1,128	58.4	89.7	-4.4%	9	7	-2	33,846	15
Route 18 Westside	26.1	2.41	27.3%	45.2	779	39.0	84.2	-10.3%	7	12	5	19,479	30
Route 44 44th Street	15.9	1.18	20.2%	27.1	989	49.4	76.5	-18.5%	16	19	3	24,717	30
Route 14 East Fulton	22.4	2.13	23.3%	39.3	969	33.4	72.7	-22.6%	17	15	-2	16,720	30
Route 7 West Leonard	17.9	1.16	21.5%	28.7	826	41.3	70.0	-25.5%	15	17	2	20,651	15
Route 24 Burton	14.2	1.17	18.0%	25.0	822	41.1	68.1	-29.6%	18	16	-2	20,549	30
Route 16 Wyoming / Metro Health	17.9	1.37	20.5%	29.8	688	34.4	64.1	-31.7%	19	18	-1	20,627	30
Route 12 West Fulton	18.5	1.64	18.3%	31.0	596	29.8	60.8	-35.3%	20	20	0	14,905	30
Route 17 Woodland/Airport	13.4	1.04	14.2%	21.8	320	16.0	37.8	-59.7%	21	21	0	6,711	30
Route 19 Michigan South	9.3	0.95	10.1%	17.1	113	5.7	22.7	-75.8%	22	22	n/a	2,375	30
System Summary	24.5	2.03	27.6%		1,045		93.9	n/a				658,212	

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	24.5	2.03	27.6%	41.7	1,045	52.2	93.9	n/a
2 Routes above standard (equal or greater than 66.7% of mean)	7.2	0.69	8.1%	12.9	564	28.2	38.9	n/a
3 Routes above one standard deviation of mean	40.9	3.39	46.0%	69.5	1,742	87.1	156.5	66.7%
4 Above average routes within one standard deviation of mean	40.8	3.38	45.9%	69.3	1,741	87.0	156.4	66.7%
5 Average routes	31.7	2.72	35.6%	54.6	1,609	80.5	132.8	41.4%
6 Below average routes within one standard deviation of mean	17.3	1.35	19.5%	28.8	481	24.0	55.0	-41.4%
7 Routes below one standard deviation of mean	8.3	0.69	9.3%	14.1	349	17.4	31.4	-66.7%
8 Routes below standard (equal or less than 66.7% of mean)	8.2	0.68	9.2%	13.9	348	17.4	31.3	-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	15.5	0.87	n/a	22.4	900	45.0	67.4	n/a	n/a	n/a	n/a	19,793	7
GVSU South Campus Express	#DIV/0!	#DIV/0!	n/a	#DIV/0!	0	0.0	#DIV/0!	n/a	n/a	n/a	n/a	0	10
GVSU Off-Campus	#DIV/0!	#DIV/0!	n/a	#DIV/0!	0	0.0	#DIV/0!	n/a	n/a	n/a	n/a	0	10
GVSU CHS Express	10.2	1.42	n/a	24.4	338	16.9	41.2	n/a	n/a	n/a	n/a	6,750	5
GROC Shuttle	30.0	7.73	n/a	112.0	995	48.8	161.8	n/a	n/a	n/a	n/a	3,980	10
DASH South	17.7	2.22	n/a	39.5	271	13.6	53.1	n/a	n/a	n/a	n/a	5,701	5
DASH West	32.7	3.73	n/a	68.7	656	32.8	101.5	n/a	n/a	n/a	n/a	13,769	5
DASH North	7.8	0.86	n/a	16.0	120	6.0	22.0	n/a	n/a	n/a	n/a	2,522	20
FSU	0.0	0.00	n/a	0.0	0	0.0	0.0	n/a	n/a	n/a	n/a	0	120
	17.16	1.43										52,515	

Farebox includes GPS services

Total System Summary	Passengers per Bus Hour	Passengers per Bus Mile	Farebox Recovery %	Efficiency Score	Daily Passengers	Effectiveness Score	Total Score	Distance from Mean
	23.85	1.98	27.68%					

- 1 The range of values comprising approximately 68% of the samples above and below the mean
- 2 Routes with scores greater than 66.7% above the mean
- 3 Routes with scores between 1 standard deviation above the mean and 66.7% above the mean
- 4 Routes with scores within 1 standard deviation above the mean
- 5 Routes with scores with +/- 12.5% of the mean
- 6 Routes with scores within 1 standard deviation below the mean
- 7 Routes with scores between 1 standard deviation below the mean and 66.7% below the mean
- 8 Routes with scores greater than 66.7% below the mean