Date: January 6, 2015

To: ITP Board

From: Kevin Wisselink / Planning Department

Subject: OCTOBER 2015 RIDERSHIP AND PRODUCTIVITY REPORT

There was a 12.3% ridership decrease in October, totaling 180,000 less rides. As with September, ArtPrize ridership on The Rapid was much more constrained this year, resulting in a drop of Art Prize ridership from about 135,000 rides in October 2014 to approximately 11,000 rides in October 2015. This change accounts for a significant portion of the overall ridership decrease in the month.

It is worth noting that despite the ridership decrease the farebox recovery rate increased 17.1% due to both the decrease in free Art Prize riders and the fare increase on October 1, 2015.

RIDERSHIP SUMMARY

October 2015 compared to October 2014

Total Ridership by Category:

- Routes 1 – 44 ridership (793,238) decreased **14.2%** (-131,053)
- Contracted/Specialized Service ridership (462,392) decreased **9.3%** (-47,248)
- Demand-Response ridership (33,195) decreased **7.1%** (-2,554)
- **Total Ridership (1,288,825) decreased 12.3% (-180,855)**

Daily Averages:

- Average Weekday total ridership (52,104) decreased **9.5%** (-5,461)
- Average Weekday evening ridership (6,967) decreased **14.3%** (-1,163)
- Average Saturday ridership (16,238) decreased **15.9%** (-3,073)
- Average Sunday ridership (7,039) decreased **13.9%** (-1,135)

Fiscal Year 2016 compared to Fiscal Year 2015

Total Ridership by Category:

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ROUTE PERFORMANCE SUMMARY (Routes 1-44 Only)

October 2015 fixed-route system performance increased compared to October 2014 (contracted services not included). The fixed-route summary is as follows:

- Average passengers per hour (**26.0**) decreased **12.7%** (-1.9 points)
- Average passengers per mile (**2.12**) decreased **12.9%** (-2.4 points)
- Average farebox recovery percent (**32.5%**) increased 17.1% (2.4 points)
- Average daily passengers (**25,051**) decreased **13.6%** (-8.9 points)
- **Monthly system performance (102.5 points) decreased 9.6% (-10.9 points)**
- **FY 2016 system performance (102.5 points) decreased 9.6% (-10.9 points) compared to FY 2015**

Monthly Fixed-Route Point Summary

	FY 16 Avg	FY 15 Avg	FY 16 Points	FY 15 Points	Change	% Change
Avg Passengers per Hour per Route:	26.0	29.8	**13.0**	**14.9**	-1.9	-12.7%
Avg Passengers per Mile per Route:	2.12	2.43	**16.3**	**18.7**	-2.4	-12.9%
Avg Fare-box Recovery % per Route:	32.5%	27.7%	**16.2**	**13.9**	2.4	17.1%
Avg Daily Fixed-Route Passengers:	25,051	28,986	**56.9**	**65.9**	-8.9	-13.6%
October Total:			**102.5**	**113.4**	**-10.9**	**-9.6%**
Year Average:			**102.5**	**113.4**	**-10.9**	**-9.6%**

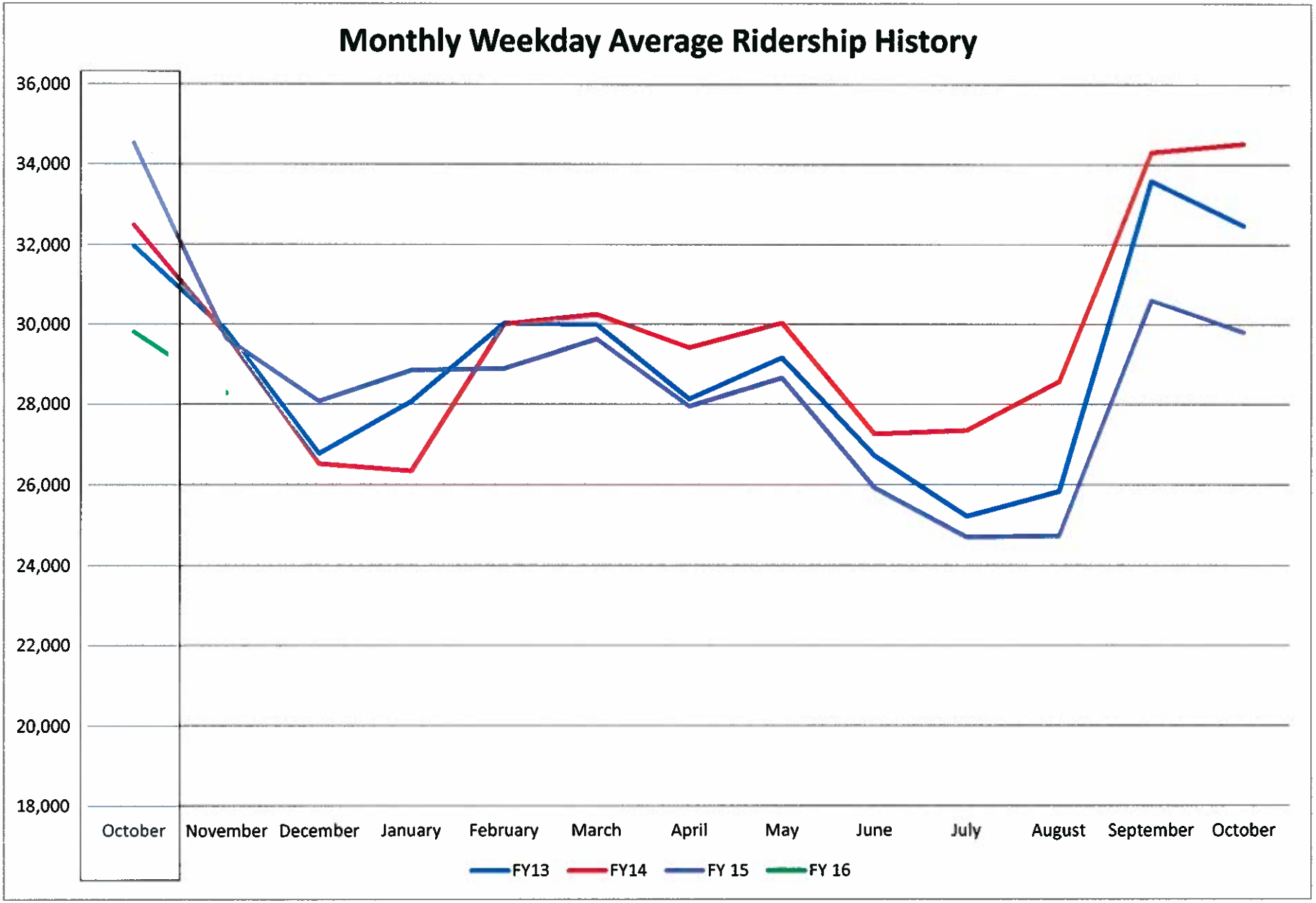
- **15 of 23 (65.2%) fixed-routes performed within the average range (within one standard deviation of the system mean)**
- **The Silver Line performed above standard (greater than 66.7% above the system mean)**
- Route 2 – Kalamazoo, Route 4 – Eastern and Route 9 – Alpine performed one standard deviation 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)**

October 2015 Fixed Route Ridership Change: **-8.6%**
October 2015 Total Ridership Change: **-7.2%**

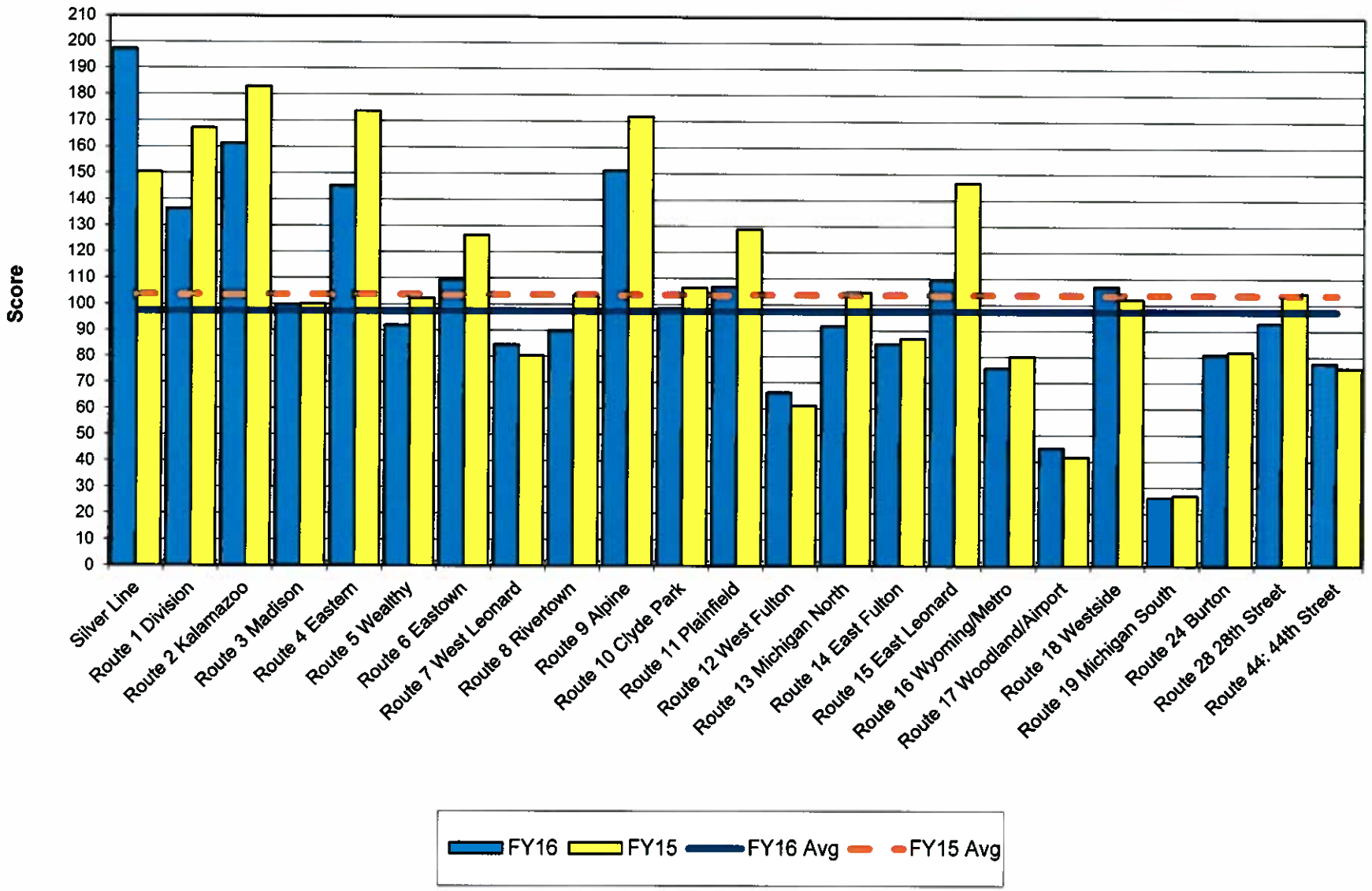
Change in service days from October 2015 to October 2014

	FY 2016	FY 2015	Change
Total Service Weekdays	22	23	-1
Total Service Saturdays	5	4	+1
Total Service Sundays	4	4	0

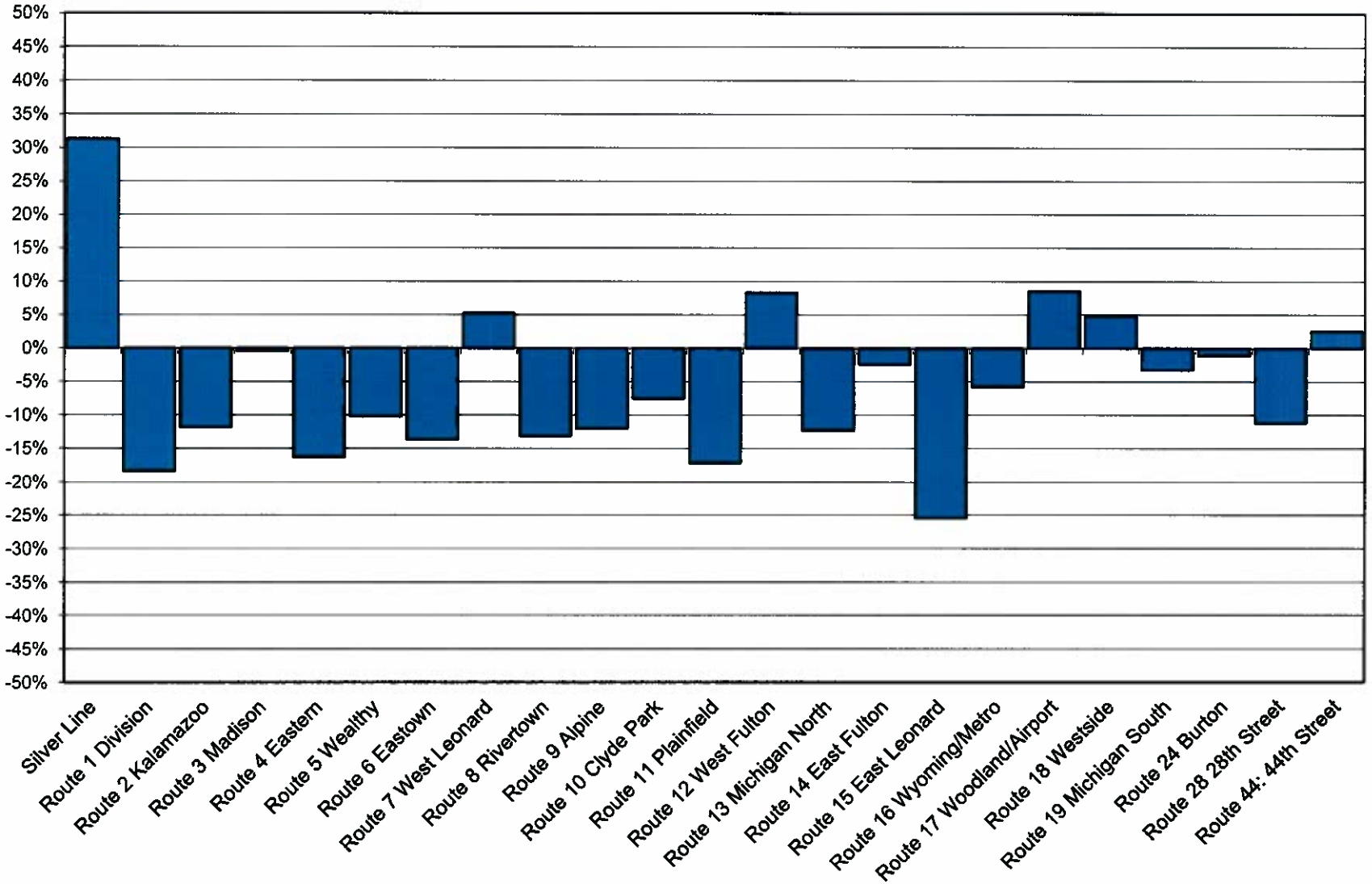
Attached is a graphical summary of the system and individual fixed-route performance.


Monthly Weekday Average Ridership History
36,000
34,000
32,000
30,000
28,000
26,000
24,000
22,000
20,000
18,000
October
November
December
January
February
March
April
May
June
July
August
September
October
FY13
FY14
FY 15
FY 16

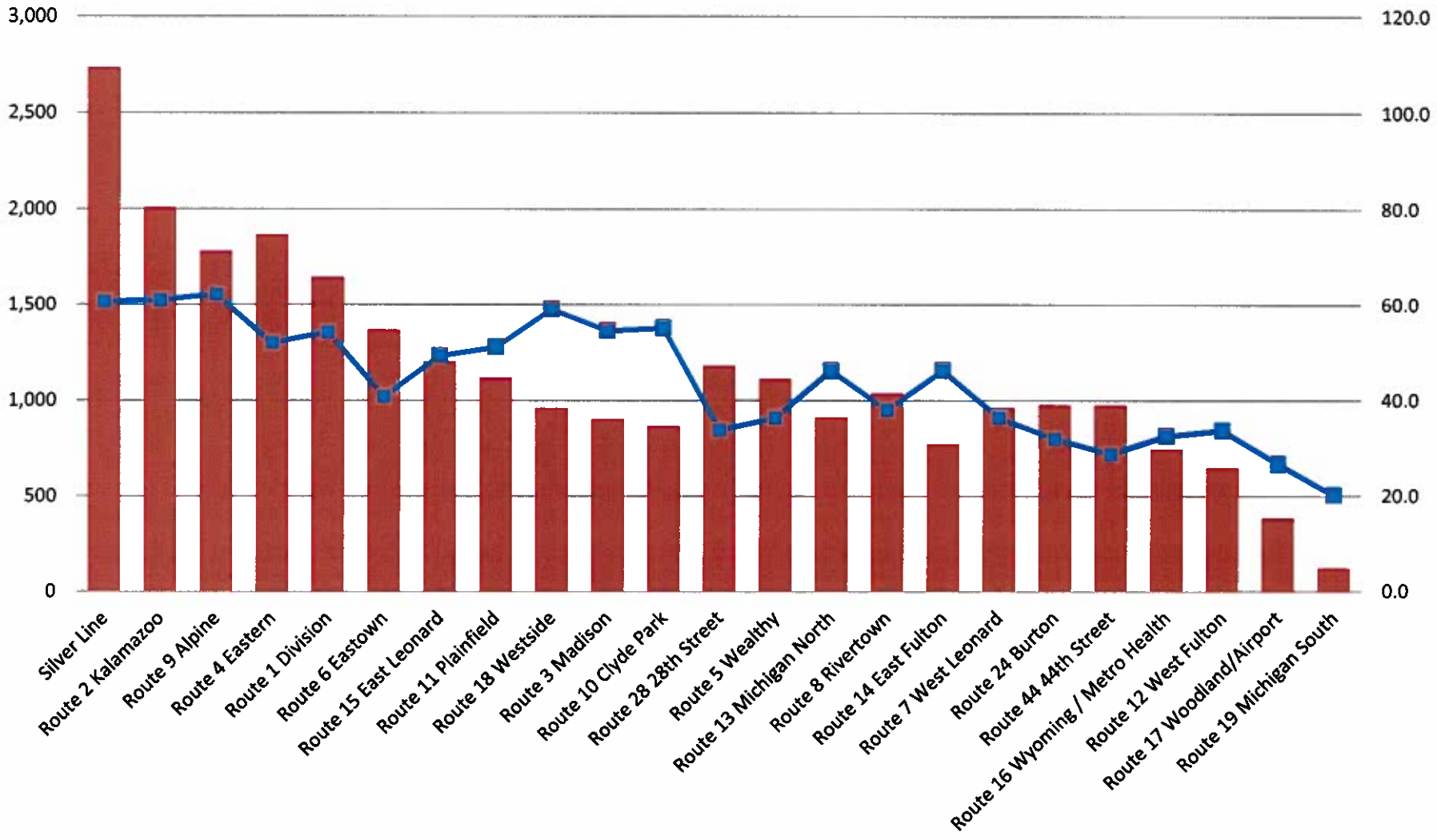
Fixed-Route Scoring Summary: October 2015 Compared to October 2014



Percent Change by Route: October 2015 Compared to Compared October 2014



Fixed Route Efficiency Score and Ridership Levels - October 2015



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

October 2015 Ridership Report

Ridership by Fare Category

Regular Route Summary	October 2015	October 2014	Actual Change	% Change
$1.75 Cash Fare	92,231	108,070	-15,839	-14.7%
$1.75 Adult One-Ride Ticket	10,096	10,220	-124	-1.2%
$1.35 Adult Ticket	69,059	41,792	27,267	65.2%
$1.05 Student Ticket, Aquinas, Calvin and Kendall Tickets	113,183	120,722	-7,539	-6.2%
$0.85 Senior / Disabled Ticket and Cash	27,902	26,881	1,021	3.8%
$47 Regular and $30 Reduced 31-Day Month Pass	145,208	151,678	-6,470	-4.3%
$3.50 One-Day Pass	29,745	18,251	11,494	63.0%
$16.00 Seven-Day Pass	11,406	8,218	3,188	38.8%
Spectrum Health Employee Pass	8,115	7,790	325	4.2%
Free ADA	8,063	7,482	581	7.8%
GVSU Students on Routes 1-44	19,765	24,206	-4,441	-18.3%
Miscellaneous Fare	35,675	198,953	-163,278	-82.1%
Transfers	138,055	133,184	4,871	3.7%
Silver Line	84,735	66,844	17,891	26.8%
Total Regular Route Ridership	**793,238**	**924,291**	**-131,053**	**-14.2%**

Contracted/Specialized Services Summary

DASH	23,119	24,951	-1,832	-7.3%
GRCC Shuttle	23,806	24,930	-1,124	-4.5%
GVSU Campus Connector	197,038	219,257	-22,219	-10.1%
DASH to the Hill	11,164	38,010	-26,846	-70.6%
GVSU Off-Campus Shuttle	76,801	76,892	-91	-0.1%
GVSU South Campus Express	125,238	119,440	5,798	4.9%
FSU	1,076	1,235	-159	-12.9%
Vanpools	4,150	4,925	-775	-15.7%
Total Contracted Ridership	**462,392**	**509,640**	**-47,248**	**-9.3%**

Demand Response Summary

GO!Bus (does not include PASS)	32,451	34,694	-2,243	-6.5%
PASS North Ridership (Including Transfers)	239	422	-183	-43.4%
PASS SE Ridership (Including Transfers)	362	514	-152	-29.6%
PASS SW Ridership (Including Transfers)	143	119	24	20.2%
Total Demand Response Ridership	**33,195**	**35,749**	**-2,554**	**-7.1%**

	2016	2015	Change	YTD Change
Total Service Weekdays	22	23	-1	-1
Total Service Saturdays	5	4	1	1
Total Service Sundays	4	4	0	0
Total Holidays	0	0	0	0
Total Service Days	**31**	**31**	**0**	**0**
Total Days	**31**	**31**	**0**	**0**

Total Weekday Fixed-Route Ridership	993,017	1,137,009	-143,992	-12.7%
Total Weekday Evening Fixed-Route Ridership	153,271	186,986	-33,715	-18.0%
Total Weekday and Weekday Evening Fixed-Route Ridership	**1,146,288**	**1,323,995**	**-177,707**	**-13.4%**
Total Saturday Fixed-Route Ridership	**81,188**	**77,244**	**3,944**	**5.1%**
Total Sunday Fixed-Route Ridership	**28,154**	**32,692**	**-4,538**	**-13.9%**
Avg Weekday Daytime Fixed-Route Ridership	45,137	49,435	-4,298	-8.7%
Avg Weekday Evening Fixed-Route Ridership	6,967	8,130	-1,163	-14.3%
Avg Weekday and Weekday Evening Fixed-Route Ridership	**52,104**	**57,565**	**-5,461**	**-9.5%**
Avg Saturday Fixed-Route Ridership	**16,238**	**19,311**	**-3,073**	**-15.9%**
Avg Sunday Fixed-Route Ridership	**7,039**	**8,173**	**-1,135**	**-13.9%**

	2016	2015	Change	% Change
Fixed-Route Ridership Month to Date	793,238	924,291	-131,053	-14.2%
Contracted/Specialized Service Ridership Month to Date	462,392	509,640	-47,248	-9.3%
Demand Response Ridership Month to Date	33,195	35,749	-2,554	-7.1%
Total Monthly Ridership	**1,288,825**	**1,469,680**	**-180,855**	**-12.3%**
	2015	**2014**	**Change**	**% Change**
Fixed-Route Ridership Year to Date	793,238	924,291	-131,053	-14.2%
Contracted/Specialized Service Ridership Month to Date	462,392	509,640	-47,248	-9.3%
Demand Response Ridership Year to Date	33,195	35,749	-2,554	-7.1%
Total Ridership Year to Date	**1,288,825**	**1,469,680**	**-180,855**	**-12.3%**
Projected Annual Ridership	**10,489,905**	**11,961,906**	**-1,472,001**	**-12.3%**

October 2015 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 2015 Rank	Change	Total Passengers	Peak Frequency
Silver Line	35.5	2.64	45.3%	60.7	2,733	136.7	197.4	92.5%	1	4	3	84,735	10
Route 2 Kalamazoo	34.3	2.86	43.6%	61.0	2,007	100.4	161.3	57.4%	2	1	-1	62,222	15
Route 9 Alpine	31.3	3.25	43.0%	62.2	1,779	88.9	151.1	47.5%	3	2	-1	55,140	15
Route 4 Eastern	27.9	2.35	40.0%	52.0	1,866	93.3	145.3	41.8%	4	3	-1	57,833	15
Route 1 Division	30.3	2.40	41.4%	54.3	1,643	82.1	136.4	33.1%	5	5	0	50,924	15
Route 6 Eastown	22.2	2.13	26.8%	40.9	1,367	68.3	109.2	6.5%	6	8	2	42,363	15
Route 15 East Leonard	25.8	2.63	32.2%	49.2	1,201	60.1	109.3	6.7%	7	6	-1	37,231	15
Route 11 Plainfield	28.8	2.42	36.1%	51.1	1,115	55.7	106.8	4.2%	8	7	-1	34,562	15
Route 18 Westside	32.6	2.98	39.6%	59.1	959	48.0	107.0	4.4%	9	10	1	25,894	30
Route 3 Madison	30.9	2.55	38.9%	54.5	903	45.2	99.7	-2.7%	10	9	-1	24,385	30
Route 10 Clyde Park	31.7	2.33	42.8%	55.1	868	43.4	98.5	-3.9%	11	14	3	26,897	30
Route 28 28th Street	19.8	1.39	26.7%	34.0	1,178	58.9	92.9	-9.4%	12	13	1	36,533	15
Route 5 Wealthy	19.9	1.72	26.4%	36.4	1,109	55.4	91.9	-10.3%	13	11	-2	29,938	15
Route 13 Michigan North	26.1	2.29	31.1%	46.2	913	45.6	91.8	-10.4%	14	12	-2	24,638	15
Route 8 Rivertown	22.4	1.57	29.6%	38.1	1,036	51.8	89.9	-12.3%	15	15	0	32,105	15
Route 14 East Fulton	26.3	2.26	31.4%	46.2	773	38.6	84.9	-17.2%	16	16	0	20,864	30
Route 7 West Leonard	21.3	1.41	30.0%	36.5	960	48.0	84.5	-17.6%	17	19	2	25,911	15
Route 24 Burton	17.1	1.40	25.6%	32.1	976	48.8	80.9	-21.1%	18	18	0	26,356	30
Route 44 44th Street	15.8	1.16	24.0%	28.8	974	48.7	77.6	-24.3%	19	17	-2	26,304	30
Route 16 Wyoming / Metro Health	19.2	1.41	24.4%	32.6	746	37.3	70.0	-31.7%	20	20	0	23,138	30
Route 12 West Fulton	20.0	1.76	20.5%	33.8	649	32.4	66.2	-35.4%	21	21	0	17,513	30
Route 17 Woodland/Airport	16.1	1.25	18.4%	26.8	383	19.1	45.9	-55.2%	22	22	0	8,417	30
Route 19 Michigan South	10.1	1.06	14.1%	20.2	122	6.1	26.3	-74.3%	23	23	0	2,690	30
System Summary	**26.0**	**2.12**	**32.5%**		**1,139**		**102.5**	**n/a**				**776,593**	

	Passengers per Bus Hour	Passengers per Bus Mile	Farebox Recovery %	Efficiency Score	Daily Passengers	Effectiveness Score	Total Score	Distance from Mean
System Average (mean)	26.0	2.12	32.5%	45.5	1,139	56.9	102.5	n/a
Standard deviation	6.5	0.64	8.5%	12.4	455	22.7	37.8	n/a
Routes above standard (equal or greater than 66.7% of mea	43.3	3.53	54.1%	75.9	1,898	94.9	170.8	66.7%
Routes above one standard deviation of mean	43.2	3.52	54.0%	75.7	1,897	94.9	170.7	66.7%
Above average routes within one standard deviation of mean	32.5	2.76	41.0%	58.0	1,593	79.7	140.3	36.9%
Average routes	+/- 12.5% mean	+/- 12.5% mean	+/- 12.5% mean	+/- 12.5% mean	+/- 12.5% mean	+/- 12.5% mean	+/- 12.5% mean	+/- 12.5% mean
Below average routes within one standard deviation of mean	19.5	1.48	23.9%	33.1	684	34.2	64.6	-36.9%
Routes below one standard deviation of mean	8.8	0.72	10.9%	15.3	380	19.0	34.3	-66.7%
Routes below standard (equal or less than 66.7% of mean)	8.7	0.71	10.8%	15.2	379	19.0	34.2	-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	46.2	2.50	n/a	65.6	6,356	317.8	383.4	n/a	n/a	n/a	n/a	197,038	7
GVSU South Campus Express	76.4	8.55	n/a	158.8	5,693	284.6	443.4	n/a	n/a	n/a	n/a	125,238	10
GVSU Off-Campus	62.2	8.15	n/a	142.8	3,491	174.5	317.3	n/a	n/a	n/a	n/a	76,801	10
GVSU CHS Express	43.6	4.81	n/a	89.8	507	25.4	115.2	n/a	n/a	n/a	n/a	11,164	5
GRCC Shuttle	84.1	21.23	n/a	309.0	4,761	238.1	547.1	n/a	n/a	n/a	n/a	23,806	10
DASH South	14.4	1.80	n/a	32.1	220	11.0	43.1	n/a	n/a	n/a	n/a	4,846	5
DASH West	33.1	3.77	n/a	69.5	664	33.2	102.7	n/a	n/a	n/a	n/a	14,598	5
DASH North	10.8	1.20	n/a	22.3	167	8.4	30.6	n/a	n/a	n/a	n/a	3,675	20
FSU	4.7	0.12	n/a	5.2	49	2.4	7.6	n/a	n/a	n/a	n/a	1,076	120
	50.64	**3.66**	**n/a**									**458,242**	

Total System Summary	**31.90**	**2.53**	**33.02%**	Farebox includes GRPS services

The range of values comprising approximatly 68% of the samples above and below the mean
Routes with scores greater than 66.7% obove than 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