

Date: October 3, 2014
To: ITP Board
From: Kevin Wisselink / Planning Department
Subject: August 2014 RIDERSHIP AND PRODUCTIVITY REPORT

August 2014 was another strong month for ridership. There were two Clean Air Action Days in 2013 but none in 2014 and there was one more weekday in 2013, both increasing the month-end numbers for 2013, but daily averages show better increases in 2014. Additionally, the Silver Line opened to a strong week of ridership the last week of August, averaging 2,671 riders/weekday.

RIDERSHIP SUMMARY

August 2014 compared to August 2013

Total Ridership by Category:

- Routes 1 – 44 ridership (664,434) increased **0.7%** (4,451)
- Contracted/Specialized Service ridership (178,607) decreased **9.9%** (-19,524)
- Demand-Response ridership (32,169) decreased **7.0%** (-2,432)
- **Total Ridership (875,210) decreased 2.0% (-17,505)**

Daily Averages:

- Average Weekday total ridership (34,945) increased **1.0%** (353)
- Average Weekday evening ridership (5,758) increased **1.4%** (79)
- Average Saturday ridership (15,382) increased **4.9%** (716)
- Average Sunday ridership (6,456) increased **8.7%** (518)

Fiscal Year 2014 compared to Fiscal Year 2013

Total Ridership by Category:

- Routes 1 – 44 ridership (7,784,199) increased **1.2%** (93,034)
- Contracted/Specialized Service ridership (3,004,960) decreased **2.8%** (-85,011)
- Demand-Response ridership (370,331) decreased **2.6%** (-9,807)
- **Total Ridership (11,159,490) decreased 0.0% (-1,784)**

Daily Averages:

- Average Weekday total ridership (41,807) increased **0.1%** (32)
- Average Weekday evening ridership (6,011) increased **4.3%** (246)
- Average Saturday ridership (14,971) increased **4.0%** (577)
- Average Sunday ridership (5,940) increased **3.2%** (185)

ROUTE PERFORMANCE SUMMARY (Routes 1-44 Only)

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

- Average passengers per hour (**23.5**) increased **1.3%** (0.1 points)
- Average passengers per mile (**2.01**) increased **4.8%** (0.7 points)
- Average farebox recovery percent (**26.9%**) increased **5.3%** (0.7 points)
- Average daily passengers (**21,417**) increased **0.6%** (0.3 points)
- **Monthly system performance (91.6 points) increased 2.1% (1.9 points)**
- **FY 2014 system performance (98.2 points) increased 0.4 points (0.4%) 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:	23.5	23.2	11.8	11.6	0.1	1.3%
Avg Passengers per Mile per Route:	2.01	1.91	15.4	14.7	0.7	4.8%
Avg Fare-box Recovery % per Route:	26.9%	25.6%	13.5	12.8	0.7	5.3%
Avg Daily Fixed-Route Passengers:	21,417	21,279	51.0	50.7	0.3	0.6%
August Total:			91.6	89.8	1.9	2.1%
Year Average:			98.2	97.8	0.4	0.4%

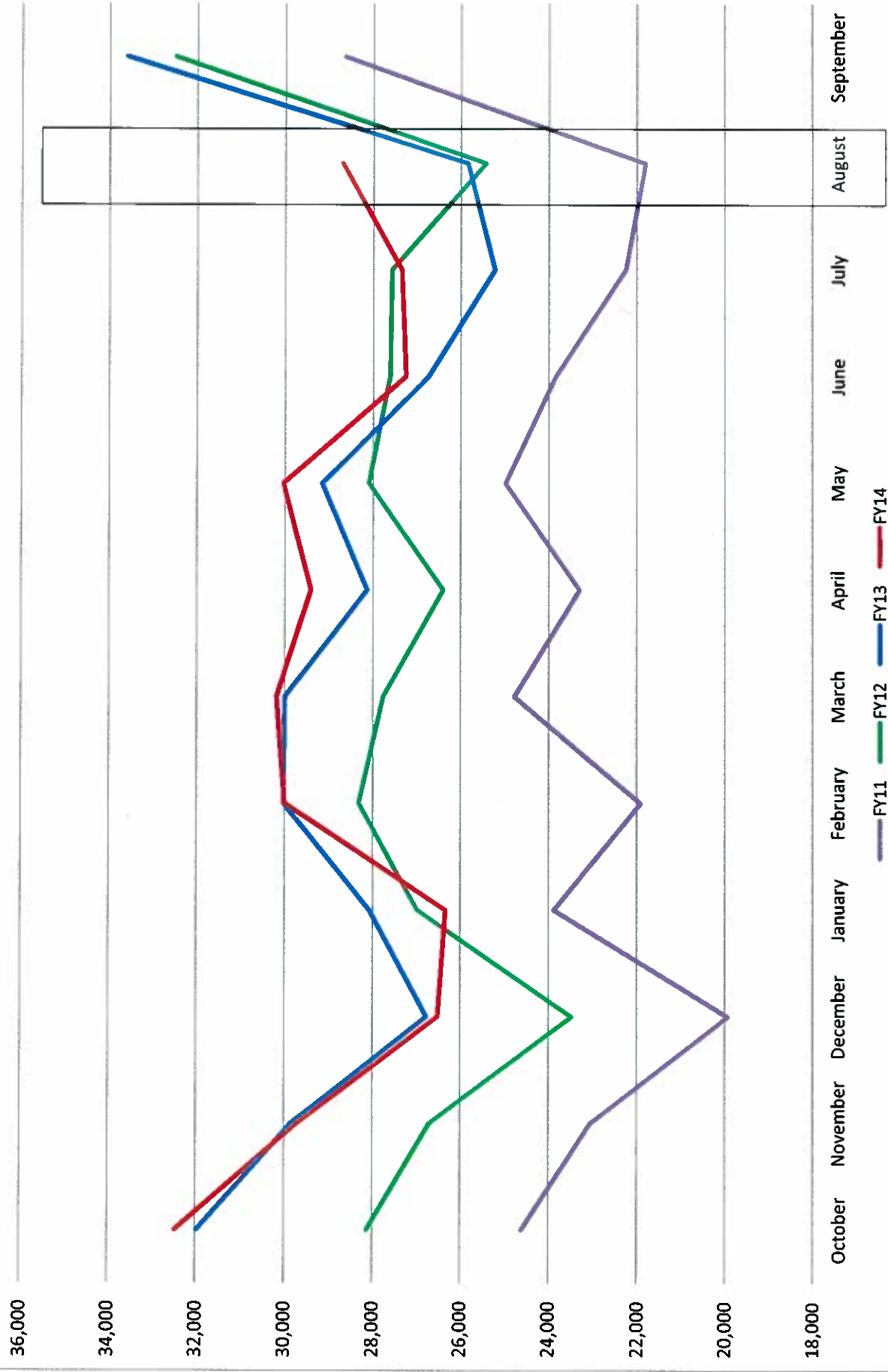
- **16 of 23 (69.6%) fixed-routes performed within the average range (within one standard deviation of the system mean)**
- Route 2 – Kalamazoo and Route 4 – Eastern performed one standard deviation above the system mean
- **The Silver Line, Route 1 – Division and Route 9 – Alpine performed above standard (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 August 2014 to August 2013

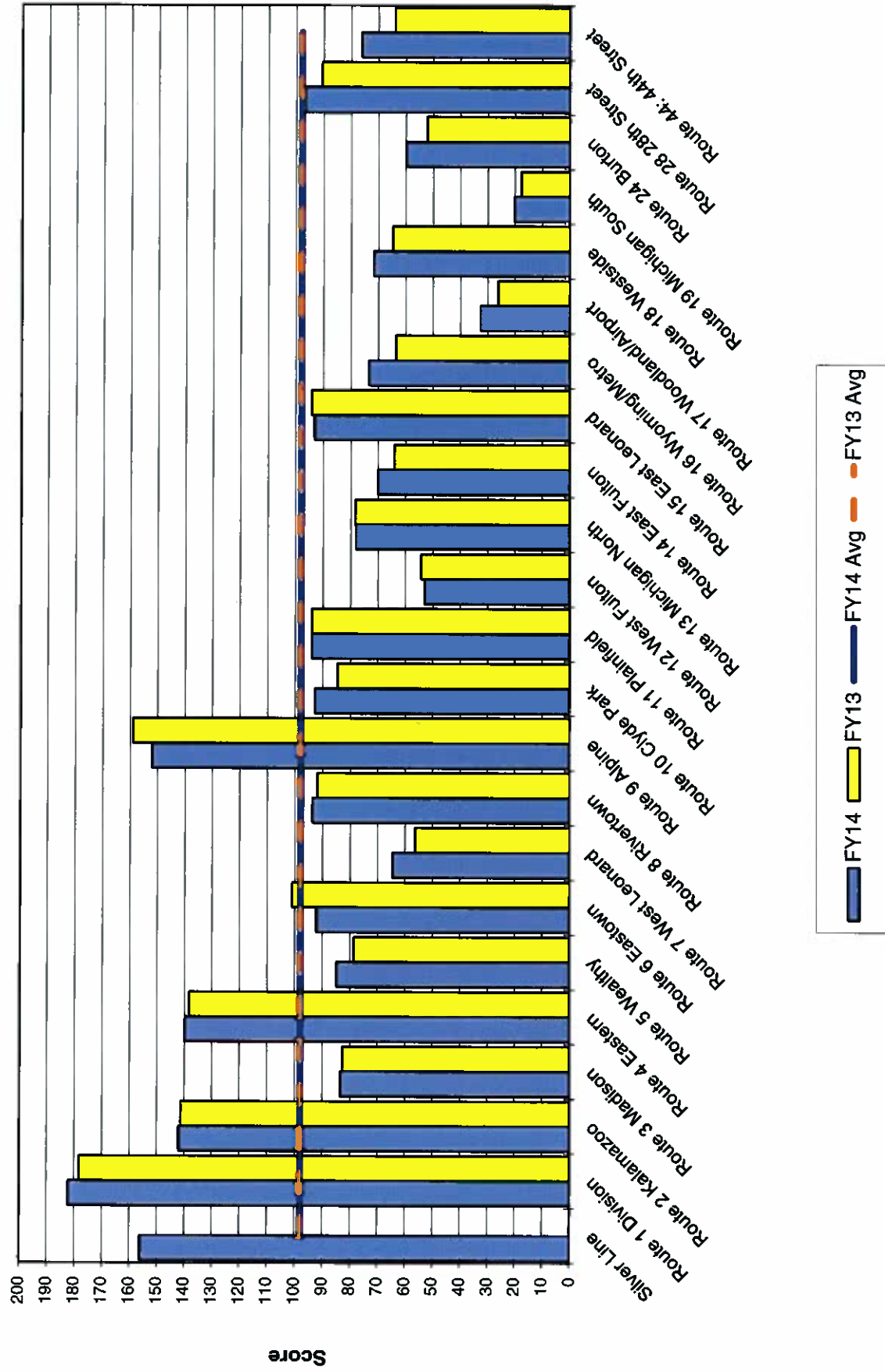
	2014	2013	Change
Total Service Weekdays	21	22	-1
Total Service Saturdays	5	5	0
Total Service Sundays	5	4	+1
Total Holidays	0	0	0

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

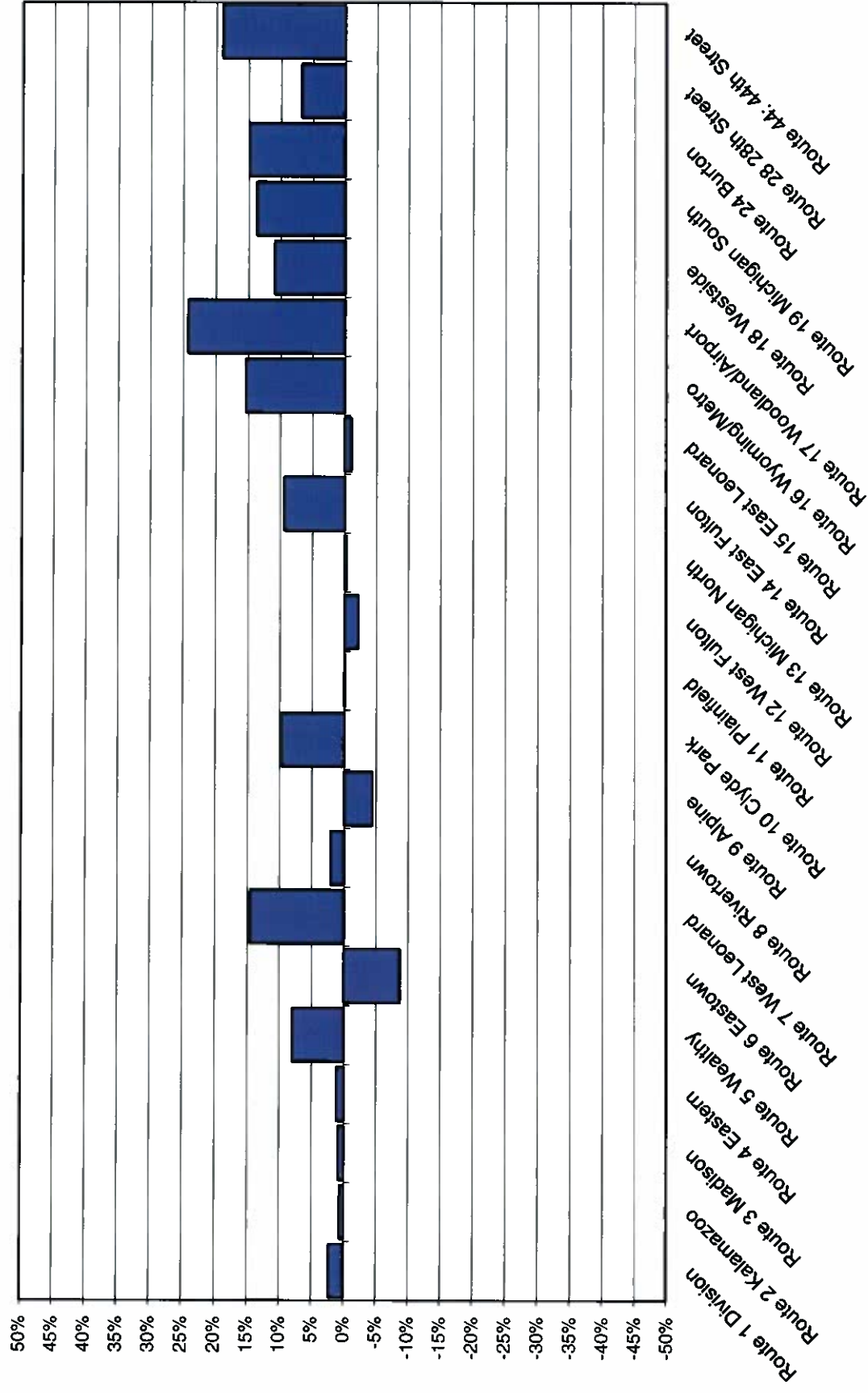
Monthly Weekday Average Ridership History



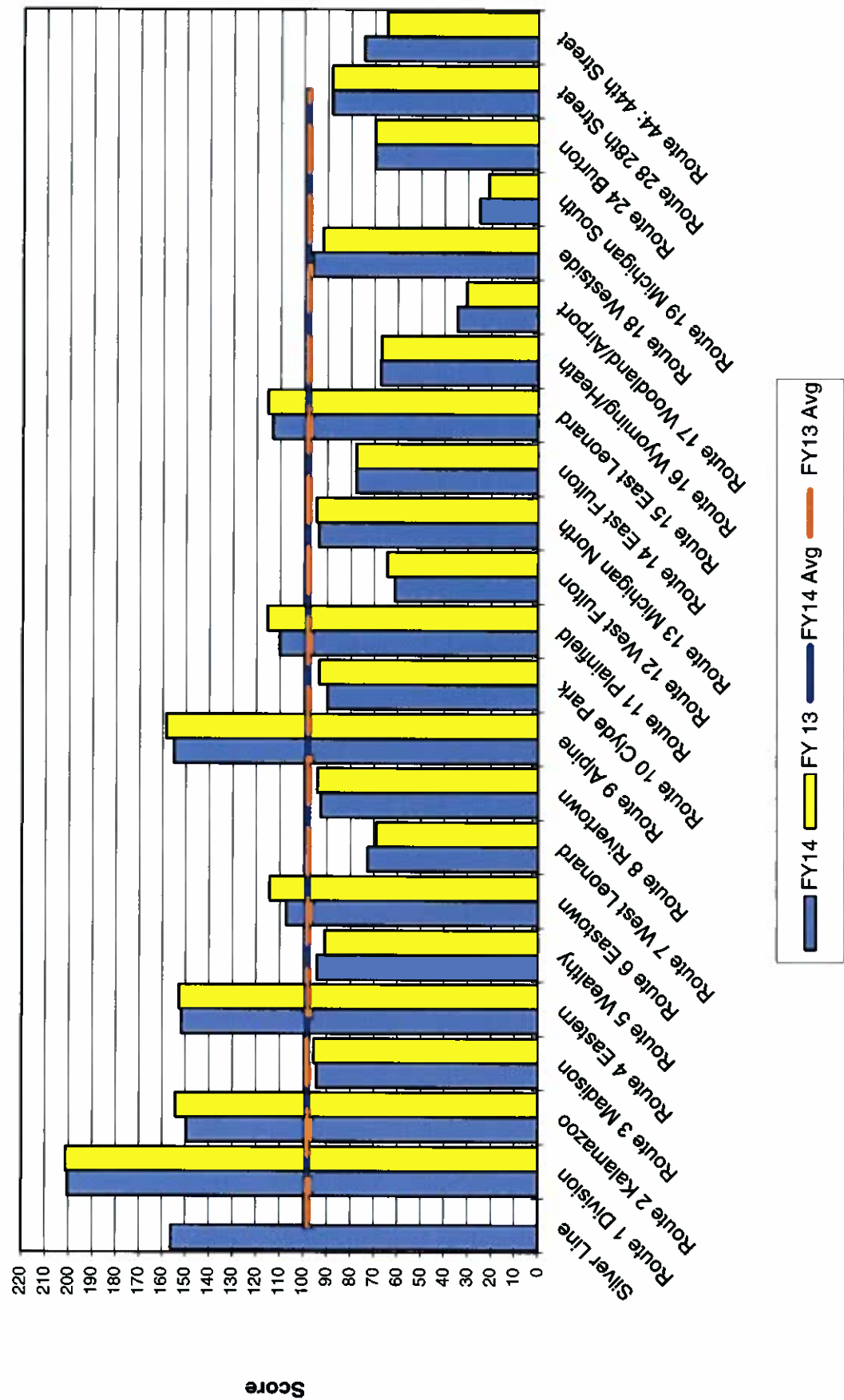
Fixed-Route Scoring Summary: August 2014 Compared to August 2013



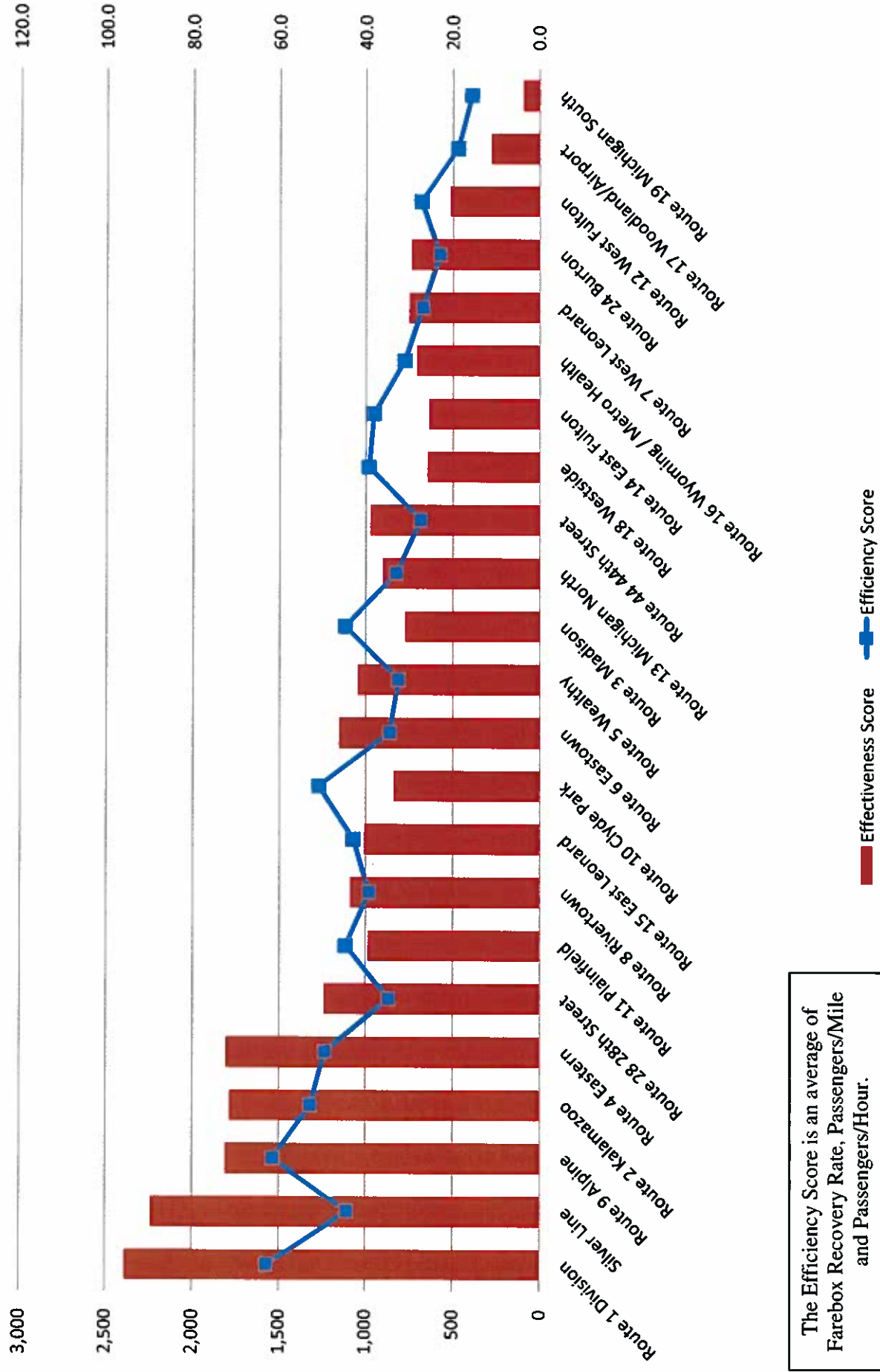
Percent Change by Route: August 2014 Compared to Compared August 2013



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

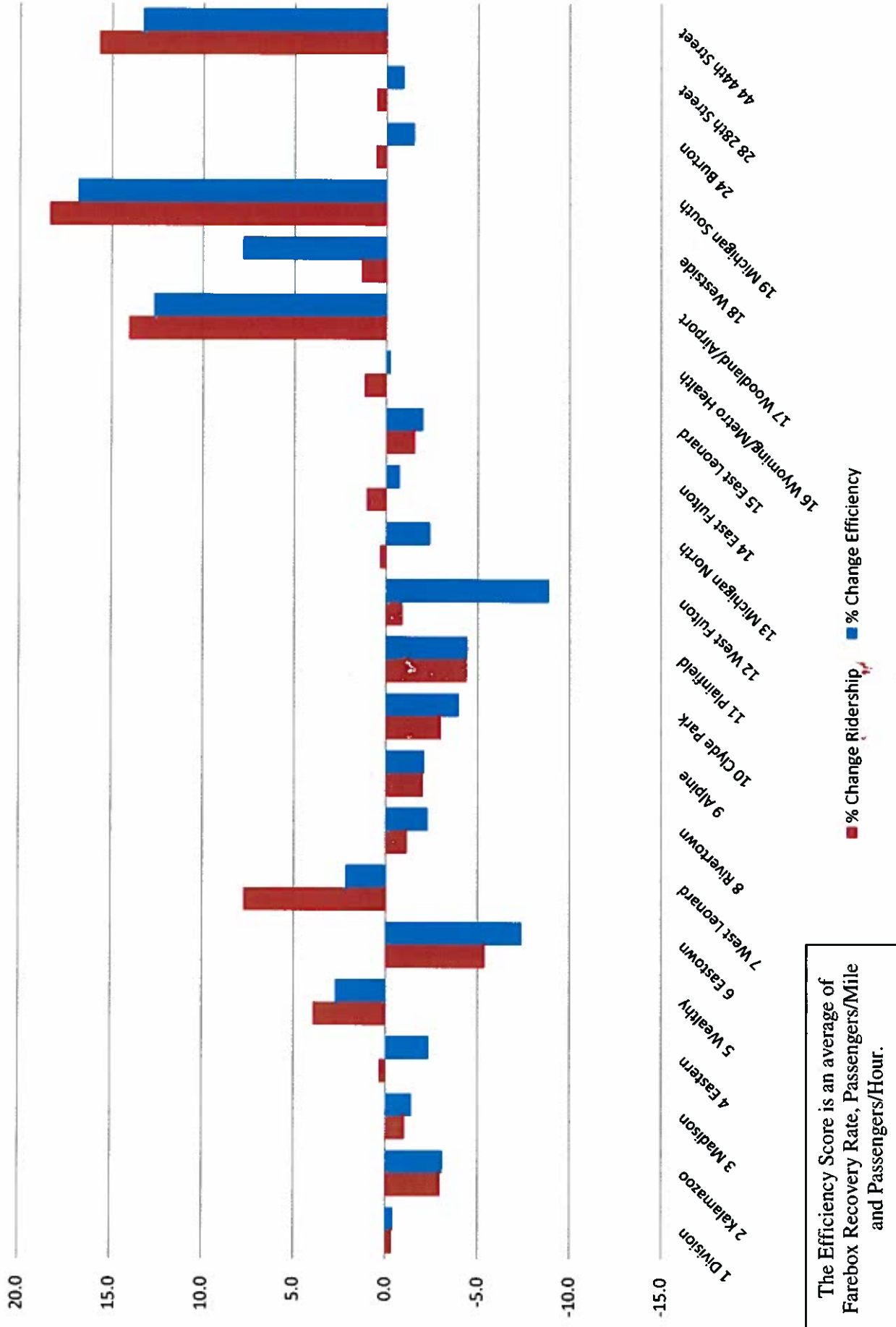


Fixed Route Efficiency Score and Ridership Levels - August 2014



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



August 2014 Ridership Report
Ridership by Fare Category

Regular Route Summary	August 2014	August 2013	Actual Change	% Change
\$1.50 Cash Fare	130,613	121,428	9,185	7.6%
\$1.50 Adult One-Ride Ticket	9,897	10,336	-439	-4.2%
\$1.15 Adult Ticket	50,088	48,937	1,151	2.4%
\$0.90 Student Ticket, Aquinas, Calvin and Kendall Tickets	40,811	36,088	4,723	13.1%
\$0.75 Senior / Disabled Ticket and Cash	30,296	28,313	1,983	7.0%
\$40 Regular and \$26 Reduced 31-Day Month Pass	166,122	158,747	7,375	4.6%
\$4.60 One-Day Pass	13,916	2,020	11,896	588.9%
\$11.50 Four-Day Pass	1,195	745	450	60.4%
Spectrum Health Employee Pass	7,164	4,980	2,184	43.9%
Free ADA	7,437	6,889	548	8.0%
GVSU Students on Routes 1-44	17,148	16,420	728	4.4%
Miscellaneous Fare	42,096	93,479	-51,383	-55.0%
Transfers	131,999	131,601	398	0.3%
Silver Line	15,652	n/a	15,652	n/a
Total Regular Route Ridership	664,434	659,983	4,451	0.7%

Contracted/Specialized Services Summary

DASH	18,266	22,123	-3,857	-17.4%
GRCC Shuttle	8,331	19,551	-11,220	-57.4%
GVSU Campus Connector	82,972	82,027	945	1.2%
GVSU CHS Express and DASH to the Hill	12,990	14,893	-1,903	-12.8%
GVSU Off-Campus Shuttle	21,075	22,979	-1,904	-8.3%
GVSU South Campus Express	30,140	31,645	-1,505	-4.8%
FSU	250	185	65	35.1%
Vanpools	4,583	4,728	-145	-3.1%
Total Contracted Ridership	178,607	198,131	-19,524	-9.9%

Demand Response Summary

GO!Bus (does not include PASS)	31,207	33,619	-2,412	-7.2%
PASS North Ridership (Including Transfers)	373	341	32	9.4%
PASS SE Ridership (Including Transfers)	492	510	-18	-3.5%
PASS SW Ridership (Including Transfers)	97	131	-34	-26.0%
Total Demand Response Ridership	32,169	34,601	-2,432	-7.0%

	2014	2013	Change	YTD Change
Total Service Weekdays	21	22	-1	-1
Total Service Saturdays	5	5	0	0
Total Service Sundays	5	4	1	1
Total Holidays	0	0	0	0
Total Service Days	31	31	0	0
Total Days	31	31	0	0

Total Weekday Fixed-Route Ridership	612,927	636,087	-23,160	-3.6%
Total Weekday Evening Fixed-Route Ridership	120,922	124,943	-4,021	-3.2%
Total Weekday and Weekday Evening Fixed-Route Ridership	733,849	761,030	-27,181	-3.6%
Total Saturday Fixed-Route Ridership	76,910	73,330	3,580	4.9%
Total Sunday Fixed-Route Ridership	32,282	23,754	8,528	35.9%
Avg Weekday Daytime Fixed-Route Ridership	29,187	28,913	274	0.9%
Avg Weekday Evening Fixed-Route Ridership	5,758	5,679	79	1.4%
Avg Weekday and Weekday Evening Fixed-Route Ridership	34,945	34,592	353	1.0%
Avg Saturday Fixed-Route Ridership	15,382	14,666	716	4.9%
Avg Sunday Fixed-Route Ridership	6,456	5,939	518	8.7%

	2014	2013	Change	% Change
Fixed-Route Ridership Month to Date	664,434	659,983	4,451	0.7%
Contracted/Specialized Service Ridership Month to Date	178,607	198,131	-19,524	-9.9%
Demand Response Ridership Month to Date	32,169	34,601	-2,432	-7.0%
Total Monthly Ridership	875,210	892,715	-17,505	-2.0%
	2014	2013	Change	% Change
Fixed-Route Ridership Year to Date	7,784,199	7,691,165	93,034	1.2%
Contracted/Specialized Service Ridership Month to Date	3,004,960	3,089,971	-85,011	-2.8%
Demand Response Ridership Year to Date	370,331	380,138	-9,807	-2.6%
Total Ridership Year to Date	11,159,490	11,161,274	-1,784	0.0%
Projected Annual Ridership	12,501,703	12,503,705	-2,002	0.0%

August 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	36.3	2.98	43.7%	62.9	2,385	119.2	182.2	104.0%	1	1	0	73,933	15
Silver Line	28.0	2.16	26.5%	44.4	2,336	111.8	156.2	74.8%	2	n/a	n/a	15,652	10
Route 9 Alpine	32.6	3.35	39.0%	61.6	1,810	90.5	152.1	70.2%	3	2	-1	56,102	15
Route 2 Kalamazoo	30.9	2.64	34.1%	52.8	1,785	88.2	142.1	59.1%	4	3	-1	55,334	15
Route 4 Eastern	28.1	2.35	34.7%	49.5	1,805	90.3	139.8	56.5%	5	4	-1	55,968	15
Route 28 28th Street	21.4	1.51	24.9%	34.7	1,239	61.9	96.7	8.2%	6	14	8	38,397	15
Route 11 Plainfield	26.2	2.21	29.1%	44.6	985	49.3	93.9	5.1%	7	5	-2	30,544	15
Route 8 Rivertown	24.4	1.72	27.6%	39.2	1,088	54.4	93.7	4.9%	8	10	2	33,742	15
Route 15 East Leonard	23.7	2.27	27.1%	42.9	1,007	50.3	93.2	4.3%	9	6	-3	31,210	15
Route 10 Clyde Park	31.2	2.33	34.7%	50.9	838	41.8	92.8	3.8%	10	11	1	25,970	30
Route 6 Eastown	19.4	1.87	20.9%	34.5	1,153	57.6	92.2	3.2%	11	7	-4	35,736	15
Route 5 Wealthy	18.9	1.65	20.8%	32.5	1,045	52.3	84.8	-5.1%	12	13	-1	27,175	15
Route 3 Madison	26.6	2.22	28.7%	44.7	775	38.7	83.4	-6.5%	13	8	-5	20,137	30
Route 13 Michigan North	14.1	2.48	13.9%	33.0	901	45.0	78.1	-12.6%	14	9	-5	23,417	15
Route 44 44th Street	15.9	1.19	20.7%	27.4	973	48.7	76.1	-14.8%	15	19	4	25,308	30
Route 18 Westside	22.1	2.03	25.2%	39.3	648	32.4	71.7	-19.8%	16	12	-4	16,837	30
Route 14 East Fulton	21.8	2.07	22.8%	36.2	638	31.9	70.1	-21.5%	17	15	-2	16,581	30
Route 16 Wyoming / Metro Health	18.7	1.43	21.5%	31.1	709	35.4	66.5	-25.5%	18	18	0	21,970	30
Route 7 West Leonard	16.7	1.09	20.4%	27.0	751	37.6	64.5	-27.8%	19	17	-2	19,536	15
Route 24 Burton	13.0	1.06	16.8%	23.0	738	36.9	59.9	-32.9%	20	16	-4	19,189	30
Route 12 West Fulton	16.2	1.43	16.4%	27.3	515	25.7	53.0	-40.7%	21	20	-1	13,381	30
Route 17 Woodland/Airport	11.6	0.90	12.0%	18.8	277	13.8	32.6	-83.5%	22	21	-1	5,816	30
Route 19 Michigan South	7.7	0.90	9.6%	15.6	94	4.7	20.2	-77.3%	23	22	-1	1,987	30
System Summary	23.5	2.01	26.9%	15.6	973	4.7	89.3	n/a				589,979	

Contracted/Specialized Services	Passengers per Bus Hour	Passengers per Bus Mile	Farebox Recovery %	Efficiency Score	Daily Passengers	Effectiveness Score	Total Score	Distance from Mean
System Average (mean)	23.5	2.01	26.9%	40.6	973	48.7	89.3	n/a
1 Standard deviation	6.8	0.63	7.7%	12.1	520	26.0	35.2	n/a
2 Routes above standard (equal or greater than 66.7% of mean)	39.2	3.34	44.9%	67.8	1,623	81.1	148.9	66.7%
3 Routes above one standard deviation of mean	39.1	3.33	44.8%	67.6	1,622	81.1	148.8	66.7%
4 Above average routes within one standard deviation of mean	30.4	2.64	34.7%	52.8	1,493	74.7	124.6	39.5%
5 Average routes	23.5	2.01	26.9%	40.6	973	48.7	89.3	n/a
6 Below average routes within one standard deviation of mean	16.7	1.37	19.2%	28.5	454	22.7	54.1	-38.5%
7 Routes below one standard deviation of mean	7.9	0.68	9.1%	13.7	325	16.3	29.9	-66.7%
8 Routes below standard (equal or less than 66.7% of mean)	7.8	0.67	9.0%	13.5	324	16.2	29.8	-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	37.7	2.10	n/a	54.2	2,861	143.1	197.3	n/a	n/a	n/a	n/a	82,972	7
GVSU South Campus Express	84.1	9.68	n/a	177.8	1,435	71.8	249.6	n/a	n/a	n/a	n/a	30,140	10
GVSU Off-Campus	80.7	10.89	n/a	188.8	1,004	50.2	239.0	n/a	n/a	n/a	n/a	21,075	10
GVSU CHS Express	21.8	3.00	n/a	51.6	619	30.9	92.6	n/a	n/a	n/a	n/a	12,990	5
GRCC Shuttle	56.0	14.13	n/a	205.7	1,666	83.3	289.1	n/a	n/a	n/a	n/a	8,331	10
DASH South	11.0	1.38	n/a	24.6	169	8.4	33.0	n/a	n/a	n/a	n/a	3,544	5
DASH West	29.2	3.33	n/a	61.3	585	29.3	90.6	n/a	n/a	n/a	n/a	12,293	5
DASH North	6.0	0.67	n/a	12.5	116	5.8	18.3	n/a	n/a	n/a	n/a	2,429	20
FSU	3.5	0.09	n/a	3.9	12	0.6	4.5	n/a	n/a	n/a	n/a	250	120
Total System Summary	37.28	2.95	n/a	25.46	2.15	26.93%						174,024	

Farebox includes GRPS services

- 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