

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

July 2014 was The Rapid's best month of ridership so far this year. Ridership levels were aided by having 3 Clean Air Actions Days while there were none in 2013. In addition, ridership was strong through the rest of the month as well. Our year to date change in ridership (+15,858 rides) is positive for the first time since December 2013.

RIDERSHIP SUMMARY

July 2014 compared to July 2013

Total Ridership by Category:

- Routes 1 – 44 ridership (678,874) increased **8.1%** (50,909)
- Contracted/Specialized Service ridership (52,066) decreased **5.6%** (-3,112)
- Demand-Response ridership (33,023) decreased **0.8%** (-312)
- **Total Ridership (763,963) increased 6.6% (47,485)**

Daily Averages:

- Average Weekday total ridership (29,721) increased **7.2%** (1,989)
- Average Weekday evening ridership (5,079) increased **14.1%** (627)
- Average Saturday ridership (13,489) increased **3.7%** (479)
- Average Sunday ridership (5,780) increased **10.2%** (553)

Fiscal Year 2014 compared to Fiscal Year 2013

Total Ridership by Category:

- Routes 1 – 44 ridership (7,119,765) increased **1.3%** (88,583)
- Contracted/Specialized Service ridership (2,826,490) decreased **2.3%** (-65,350)
- Demand-Response ridership (338,162) decreased **2.1%** (-7,375)
- **Total Ridership (10,284,417) increased 0.2% (15,858)**

Daily Averages:

- Average Weekday total ridership (42,484) decreased **0.1%** (-33)
- Average Weekday evening ridership (6,036) increased **4.5%** (263)
- Average Saturday ridership (14,923) increased **3.9%** (561)
- Average Sunday ridership (5,940) increased **2.5%** (144)

ROUTE PERFORMANCE SUMMARY (Routes 1-44 Only)

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

- Average passengers per hour (**24.5**) increased **8.9%** (1.0 points)
- Average passengers per mile (**2.01**) increased **8.3%** (1.2 points)
- Average farebox recovery percent (**26.4%**) increased **3.3%** (0.4 points)
- Average daily passengers (**22,619**) increased **8.1%** (4.0 points)
- **Monthly system performance (94.8 points) increased 7.5% (6.6 points)**
- **FY 2014 system performance (99.0 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:	24.5	22.5	12.3	11.3	1.0	8.9%
Avg Passengers per Mile per Route:	2.01	1.86	15.5	14.3	1.2	8.3%
Avg Fare-box Recovery % per Route:	26.4%	25.5%	13.2	12.8	0.4	3.3%
Avg Daily Fixed-Route Passengers:	22,619	20,921	53.9	49.8	4.0	8.1%
July Total:			94.8	88.1	6.6	7.5%
Year Average:			99.0	98.6	0.4	0.4%

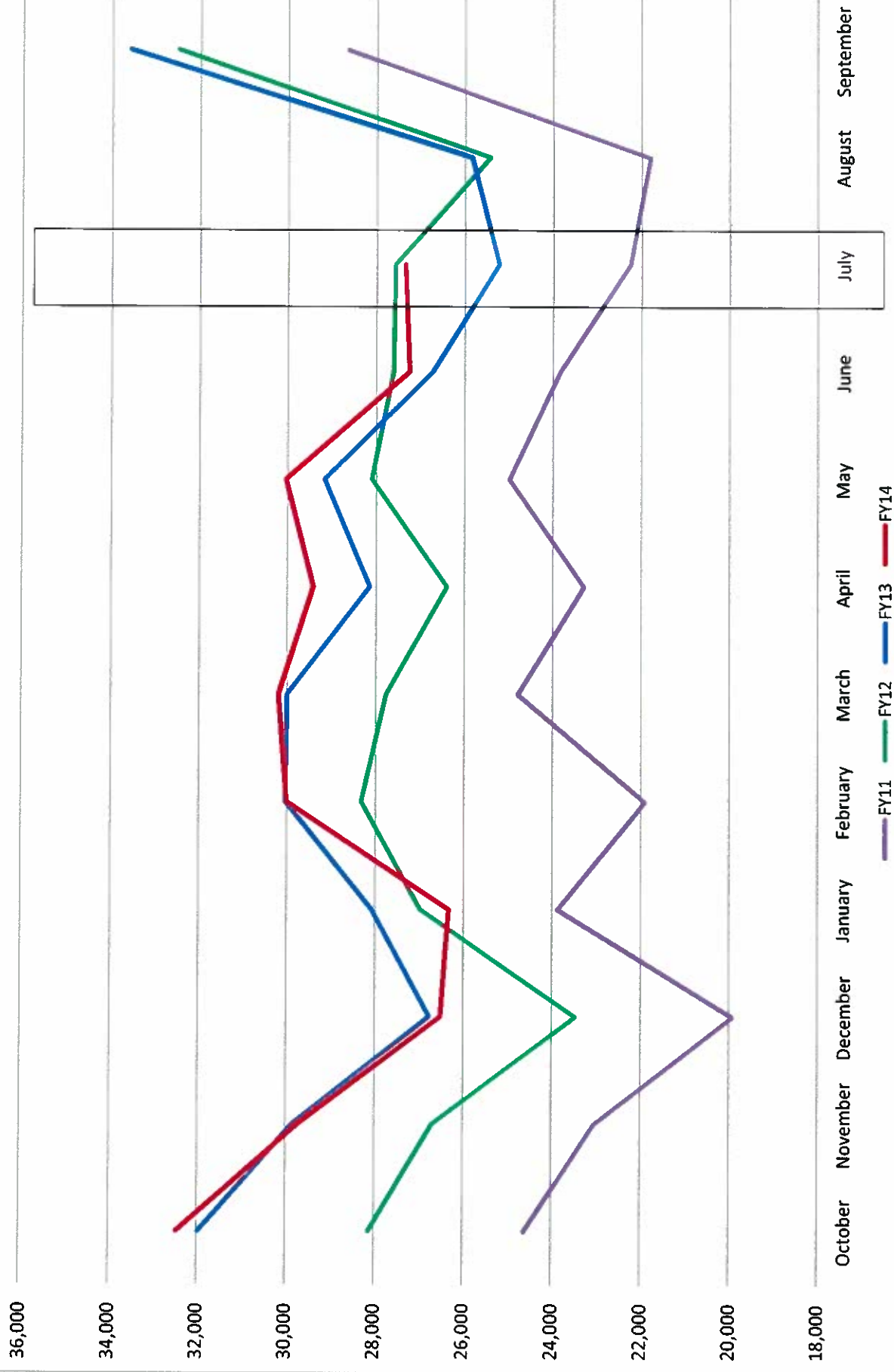
- **16 of 22 (72.7%) fixed-routes performed within the average range (within one standard deviation of the system mean)**
- Route 2 – Kalamazoo, Route 4 – Eastern and Route 9 – Alpine performed one standard deviation above the system mean
- **Route 1 – Division performed above standard (greater than 66.7% above the system mean)**
- **Route 17 – Woodland/Airport and Route 19—Michigan South performed below standard (less than 66.7% below the system mean)**

Change in service days from July 2014 to July 2013

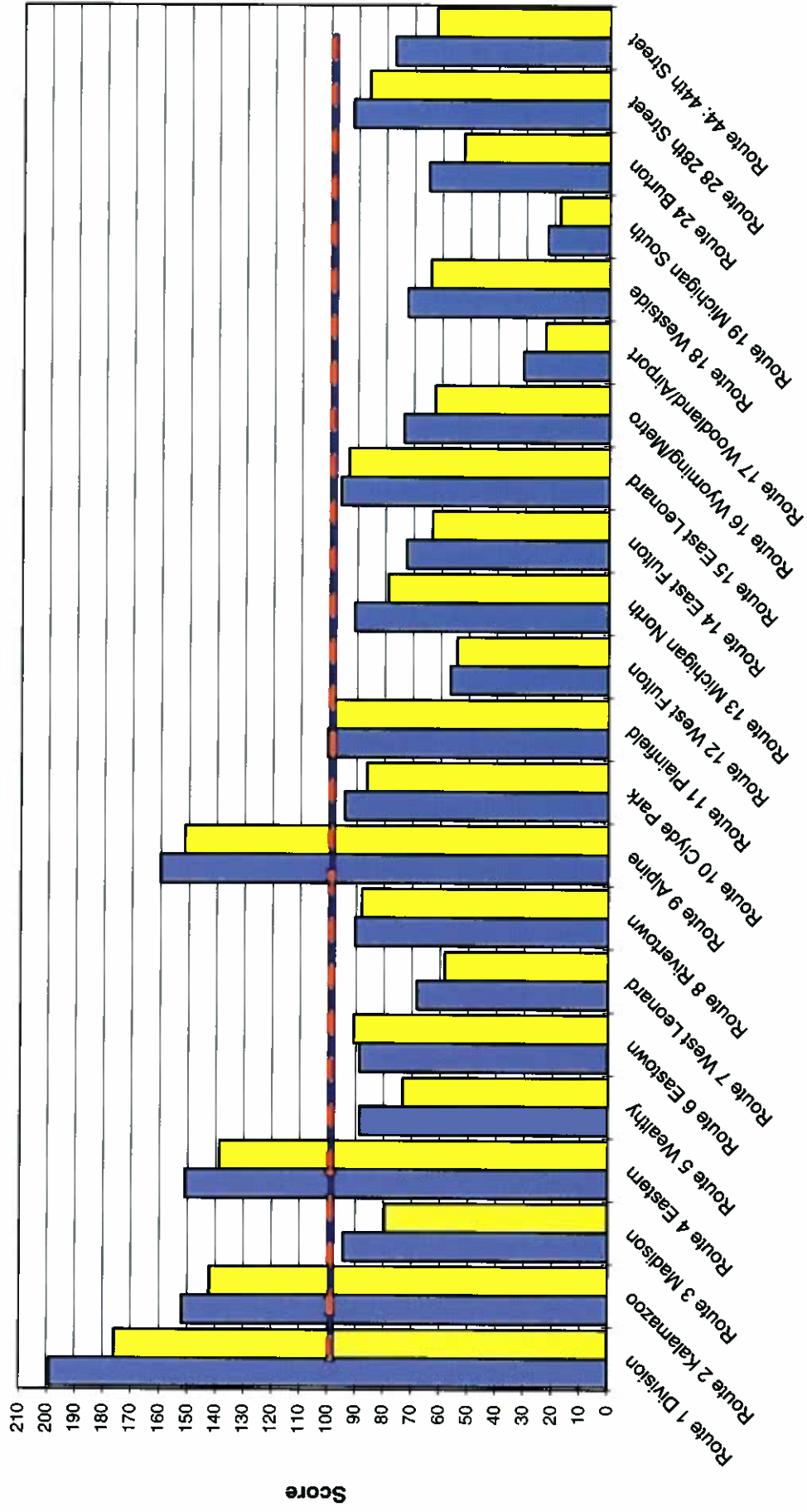
	2014	2013	Change
Total Service Weekdays	21	21	0
Total Service Saturdays	4	4	0
Total Service Sundays	4	4	0
Total Holidays	1	1	0

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

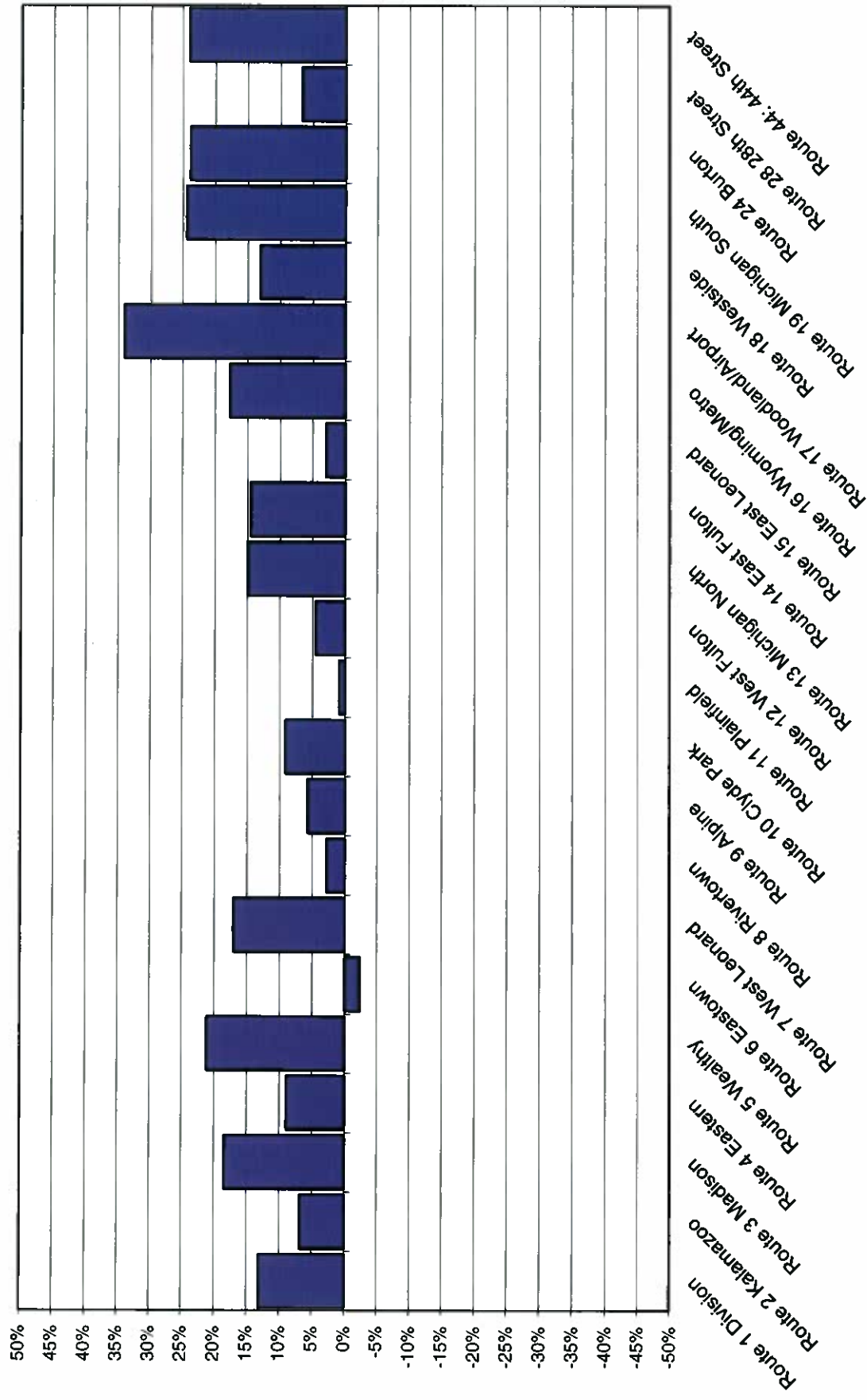
Monthly Weekday Average Ridership History



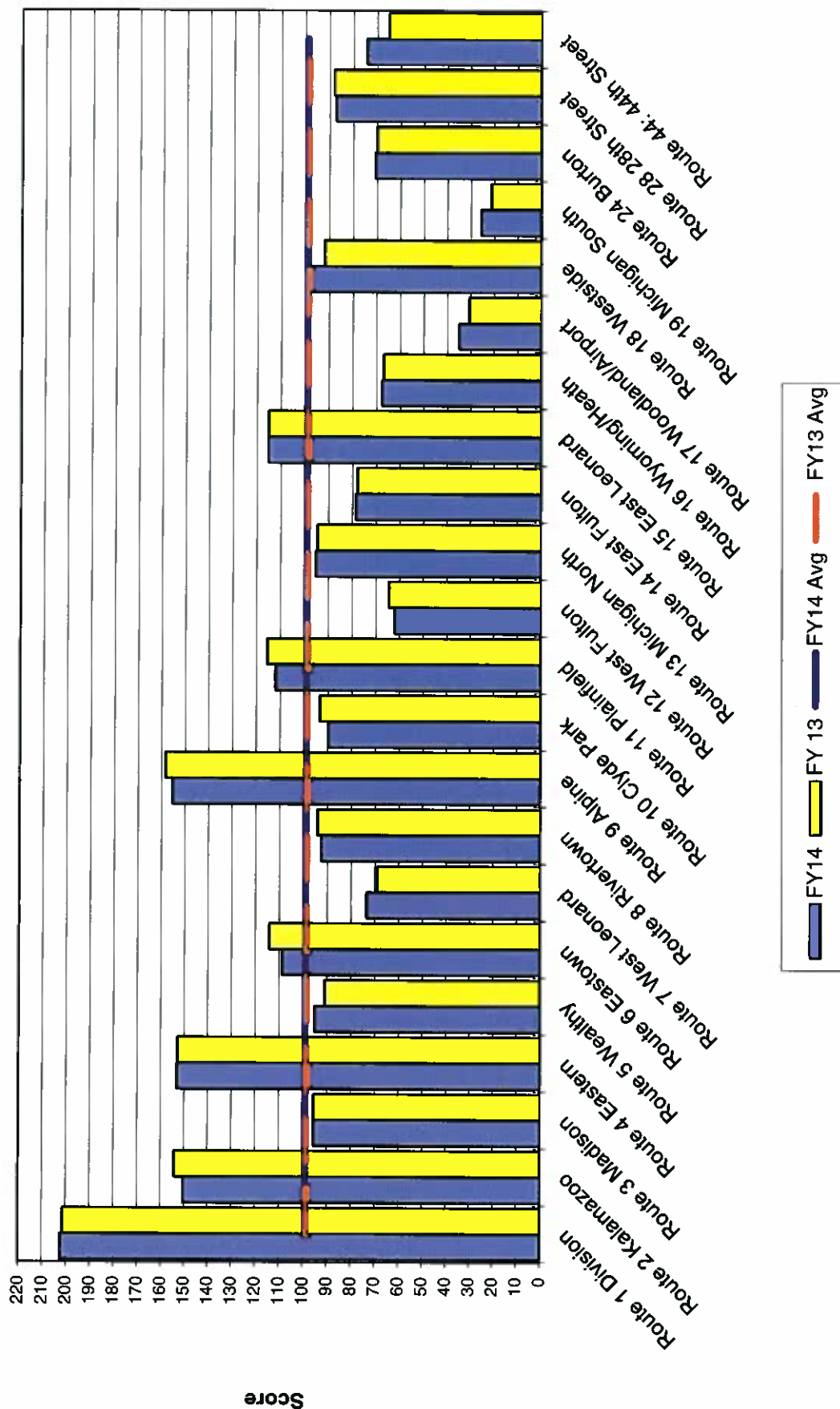
Fixed-Route Scoring Summary: July 2014 Compared to July 2013



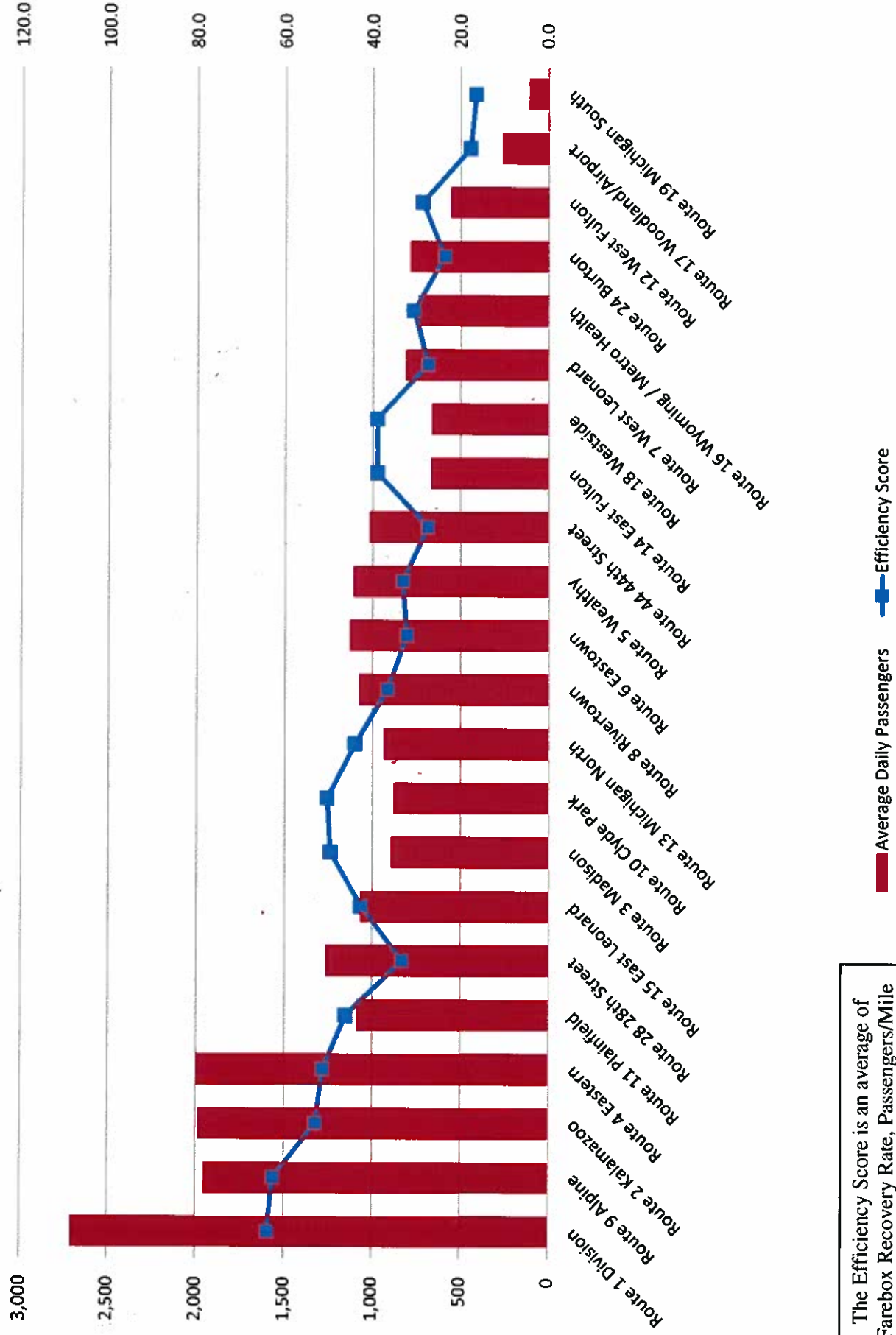
Percent Change by Route: July 2014 Compared to July 2013



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

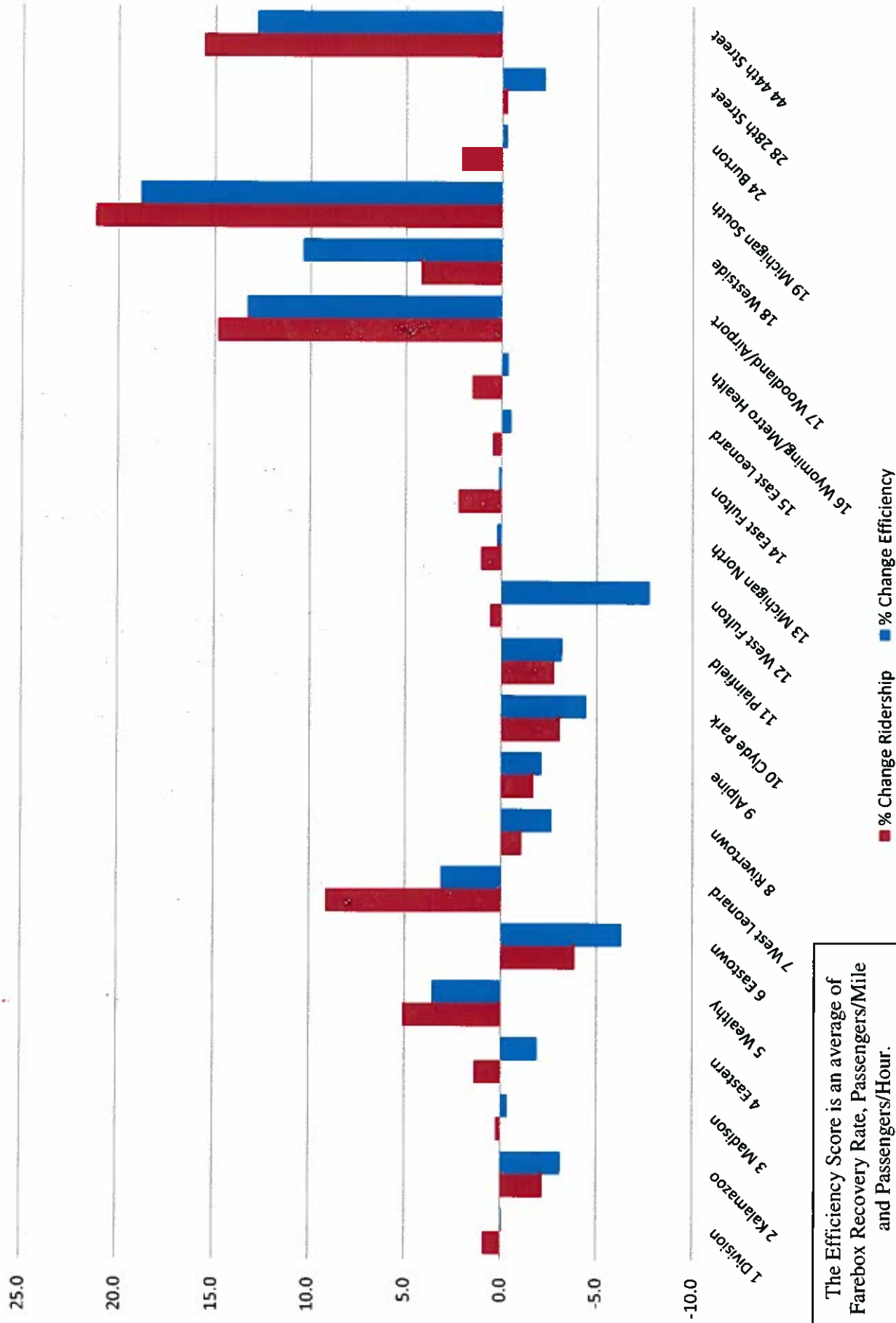


Fixed Route Efficiency Score and Ridership Levels - July 2014



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



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

July 2014 Ridership Report
Ridership by Fare Category

Regular Route Summary	July 2014	July 2013	Actual Change	% Change
\$1.50 Cash Fare	120,119	120,532	-413	-0.3%
\$1.50 Adult One-Ride Ticket	9,918	11,591	-1,673	-14.4%
\$1.15 Adult Ticket	48,901	48,190	711	1.5%
\$0.90 Student Ticket, Aquinas, Calvin and Kendall Tickets	45,943	46,650	-707	-1.5%
\$0.75 Senior / Disabled Ticket and Cash	27,816	29,578	-1,762	-6.0%
\$40 Regular and \$26 Reduced 31-Day Month Pass	157,733	173,844	-16,111	-9.3%
\$4.60 One-Day Pass	2,993	1,917	1,076	56.1%
\$11.50 Four-Day Pass	854	811	43	5.3%
Spectrum Health Employee Pass	6,005	5,037	968	19.2%
Free ADA	7,274	7,099	175	2.5%
GVSU Students on Routes 1-44	13,960	13,857	103	0.7%
Miscellaneous Fare	103,940	28,382	75,558	266.2%
Transfers	133,418	140,477	-7,059	-5.0%
Total Regular Route Ridership	678,874	627,965	50,909	8.1%

Contracted/Specialized Services Summary

DASH	19,388	21,591	-2,203	-10.2%
GRCC Shuttle	3,805	2,561	1,244	48.6%
GVSU Campus Connector	19,456	19,458	-2	0.0%
GVSU CHS Express and DASH to the Hill	4,600	6,742	-2,142	-31.8%
GVSU Off-Campus Shuttle	0	0	0	n/a
GVSU South Campus Express	0	0	0	n/a
FSU	0	0	0	n/a
Vanpools	4,817	4,826	-9	-0.2%
Total Contracted Ridership	52,066	55,178	-3,112	-5.6%

Demand Response Summary

GO!Bus (does not include PASS)	32,043	32,412	-369	-1.1%
PASS North Ridership (Including Transfers)	336	365	-29	-7.9%
PASS SE Ridership (Including Transfers)	544	439	105	23.9%
PASS SW Ridership (Including Transfers)	100	119	-19	-16.0%
Total Demand Response Ridership	33,023	33,335	-312	-0.9%

	2014	2013	Change	YTD Change
Total Service Weekdays	22	22	0	0
Total Service Saturdays	4	4	0	0
Total Service Sundays	4	4	0	0
Total Holidays	1	1	0	0
Total Service Days	30	30	0	0
Total Days	31	31	0	0

Total Weekday Fixed-Route Ridership	542,118	512,166	29,952	5.8%
Total Weekday Evening Fixed-Route Ridership	111,748	97,951	13,797	14.1%
Total Weekday and Weekday Evening Fixed-Route Ridership	653,866	610,117	43,749	7.2%
Total Saturday Fixed-Route Ridership	53,955	52,040	1,915	3.7%
Total Sunday Fixed-Route Ridership	23,119	20,986	2,133	10.2%
Avg Weekday Daytime Fixed-Route Ridership	24,642	23,280	1,361	5.8%
Avg Weekday Evening Fixed-Route Ridership	5,079	4,452	627	14.1%
Avg Weekday and Weekday Evening Fixed-Route Ridership	29,721	27,733	1,989	7.2%
Avg Saturday Fixed-Route Ridership	13,489	13,010	479	3.7%
Avg Sunday Fixed-Route Ridership	5,780	5,247	533	10.2%

	2014	2012	Change	% Change
Fixed-Route Ridership Month to Date	678,874	627,965	50,909	8.1%
Contracted/Specialized Service Ridership Month to Date	52,066	55,178	-3,112	-5.6%
Demand Response Ridership Month to Date	33,023	33,335	-312	-0.9%
Total Monthly Ridership	763,963	716,478	47,485	6.6%
	2014	2012	Change	% Change
Fixed-Route Ridership Year to Date	7,119,765	7,031,182	88,583	1.3%
Contracted/Specialized Service Ridership Month to Date	2,826,490	2,891,840	-65,350	-2.3%
Demand Response Ridership Year to Date	338,162	345,537	-7,375	-2.1%
Total Ridership Year to Date	10,284,417	10,268,559	15,858	0.2%
Projected Annual Ridership	12,523,015	12,503,705	19,310	0.2%

July 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	37.7	3.13	41.7%	63.8	2,707	135.3	189.1	110.4%	1	1	0	81,195	15
Route 9 Alpine	33.8	3.47	37.8%	62.5	1,952	97.6	180.2	69.2%	2	2	0	58,573	15
Route 2 Kalamazoo	33.3	2.96	26.7%	52.9	1,963	99.1	152.1	60.7%	3	3	0	59,487	15
Route 4 Eastern	29.7	2.50	34.5%	51.3	1,995	99.8	151.1	58.6%	4	4	0	59,861	15
Route 11 Plainfield	27.6	2.32	28.9%	46.1	1,068	54.4	100.5	6.1%	5	5	0	32,626	15
Route 28 28th Street	21.0	1.47	22.9%	33.3	1,263	63.2	96.5	1.9%	6	14	8	37,902	15
Route 15 East Leonard	24.2	2.30	25.7%	42.5	1,068	53.4	96.0	1.5%	7	6	-1	32,051	15
Route 3 Madison	30.1	2.52	30.4%	49.6	894	44.7	94.3	-0.3%	8	8	0	23,241	30
Route 10 Clyde Park	31.7	2.36	32.6%	50.3	880	44.0	94.3	-0.3%	9	11	2	26,388	30
Route 13 Michigan North	26.2	2.32	26.0%	44.0	937	46.9	90.9	-4.0%	10	9	-1	24,371	15
Route 8 Riverton	23.1	1.64	25.1%	36.7	1,076	53.8	90.5	-4.4%	11	10	-1	32,282	15
Route 6 Eastown	18.3	1.75	19.3%	32.3	1,129	56.4	88.7	-6.2%	12	7	-5	33,861	15
Route 5 Wealthy	19.5	1.70	20.8%	33.2	1,109	55.4	88.7	-6.3%	13	13	0	28,829	15
Route 44 44th Street	16.3	1.22	20.1%	27.6	1,020	51.0	78.5	-17.0%	14	19	5	26,507	30
Route 14 East Fulton	22.4	2.13	22.9%	39.0	669	33.5	72.4	-23.5%	15	15	0	17,398	30
Route 18 Westside	22.3	2.05	24.2%	39.1	666	33.3	72.4	-23.5%	16	12	-4	17,323	30
Route 7 West Leonard	17.6	1.14	20.0%	27.6	814	40.7	68.3	-27.8%	17	17	0	21,164	15
Route 16 Wyoming / Metro Health	18.9	1.44	20.4%	30.7	742	37.1	67.9	-28.3%	18	18	0	22,273	30
Route 24 Burton	13.6	1.11	16.9%	23.8	789	39.4	63.2	-33.2%	19	16	-3	20,508	30
Route 12 West Fulton	17.2	1.53	16.8%	28.8	558	27.9	56.7	-40.1%	20	20	0	14,515	30
Route 17 Woodland/Airport	11.0	0.85	11.5%	17.8	261	13.1	30.9	-67.3%	21	21	0	5,752	30
Route 19 Michigan South	9.1	0.94	9.6%	16.5	131	5.5	22.1	-76.6%	22	22	n/a	2,439	30
System Summary	24.3	2.01	26.4%		1,077		94.5	n/a				678,556	

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	24.3	2.01	26.4%	40.8	1,077	53.9	94.6	n/a
2 Routes above standard (equal or greater than 66.7% of mean)	7.7	0.72	7.9%	13.3	605	30.2	41.5	n/a
3 Routes above one standard deviation of mean	40.4	3.35	44.0%	68.0	1,795	89.8	157.7	66.7%
4 Above average routes within one standard deviation of mean	40.3	3.34	43.9%	67.8	1,794	89.7	157.6	66.7%
5 Average routes	31.9	2.72	34.3%	54.1	1,682	84.1	136.1	43.8%
6 Below average routes within one standard deviation of mean	16.6	1.29	18.5%	27.5	472	23.6	53.1	-12.5% mean
7 Routes below one standard deviation of mean	8.2	0.88	8.9%	13.8	360	18.0	31.6	-43.8% mean
8 Routes below standard (equal or less than 66.7% of mean)	8.1	0.67	8.8%	13.6	359	17.9	31.5	-66.7% mean

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	13.8	0.77	n/a	19.9	846	42.3	62.2	n/a	n/a	n/a	n/a	19,456	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	6.7	0.93	n/a	15.9	209	10.5	26.4	n/a	n/a	n/a	n/a	4,600	5
GRCC Shuttle	19.5	4.92	n/a	71.6	951	47.6	119.2	n/a	n/a	n/a	n/a	3,805	10
DASH South	11.3	1.41	n/a	25.1	172	8.6	33.7	n/a	n/a	n/a	n/a	3,789	5
DASH West	30.0	3.42	n/a	63.0	602	30.1	93.1	n/a	n/a	n/a	n/a	13,233	5
DASH North	6.9	0.77	n/a	14.4	108	5.4	19.7	n/a	n/a	n/a	n/a	2,366	20
FSU	#DIV/0!	#DIV/0!	n/a	#DIV/0!	0	0.0	#DIV/0!	n/a	n/a	n/a	n/a	0	120
Total System Summary	14.03	1.18	n/a									47,249	

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