

Date: November 21, 2017
To: ITP Board
From: Kevin Wisselink / Planning Department
Subject: OCTOBER 2017 RIDERSHIP AND PRODUCTIVITY REPORT

BACKGROUND

Ridership was more of a drop than experienced in previous months, demonstrated by daily averages that show an overall drop of about 8% when compared to the same period last year. The decrease is across most routes, with the Silver Line and Route 19 the two routes that show year over year improvement.

RIDERSHIP SUMMARY

October 2017 compared to October 2016

Total Ridership by Category:

- Routes 1 – 44 ridership (688,919) decreased **6.4%** (-46,901)
- Contracted/Specialized Service ridership (414,668) decreased **4.3%** (-18,490)
- Demand-Response ridership (31,248) increased **1.9%** (569)
- **Total Ridership (1,134,835) decreased 5.4% (-64,822)**

Daily Averages:

- Average Weekday total ridership (46,073) decreased **8.2%** (-4,093)
- Average Weekday evening ridership (5,913) decreased **12.6%** (-856)
- Average Saturday ridership (14,110) decreased **12.1%** (-1,946)
- Average Sunday ridership (6,709) decreased **4.7%** (-333)

Fiscal Year 2018 compared to Fiscal Year 2017

Total Ridership by Category:

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ROUTE PERFORMANCE SUMMARY (Routes 1-44 Only)

October 2017 fixed-route system performance increased compared to October 2016 (contracted services not included). The fixed-route summary is as follows:

- Average passengers per hour (22.5) decreased 8.3% (-1.0 point)
- Average passengers per mile (1.82) decreased 8.3% (-1.3 points)
- Average farebox recovery percent (25.8%) decreased 10.3% (-1.5 points)
- Average daily passengers (21,651) decreased 6.7% (-3.5 points)
- **Monthly system performance (87.3 points) decreased 7.7% (-7.3 points)**
- **FY 2018 system performance (84.7 points) decreased 3.7% (-3.3 points) compared to FY 2017**

Monthly Summary	Fixed-Route	Point	FY 18		FY 17		% Change
			Avg	Avg	Points	Points	
					Change		
Avg Passengers per Hour per Route:	22.5	24.6	11.3	12.3	-1.0	-8.3%	
Avg Passengers per Mile per Route:	1.82	1.98	14.0	15.2	-1.3	-8.3%	
Avg Fare-box Recovery % per Route:	28.5%	28.8%	14.2	14.4	-0.2	-1.2%	
Avg Daily Fixed-Route Passengers:	21,651	23,200	49.2	52.7	-3.5	-6.7%	
October Total:			88.7	94.6	-6.0	-6.3%	
Year Average:			88.7	94.6	-6.0	-6.3%	

- 18 of 23 (78.3%) 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 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 Crosstown performed below standard (less than 66.7% below the system mean)**

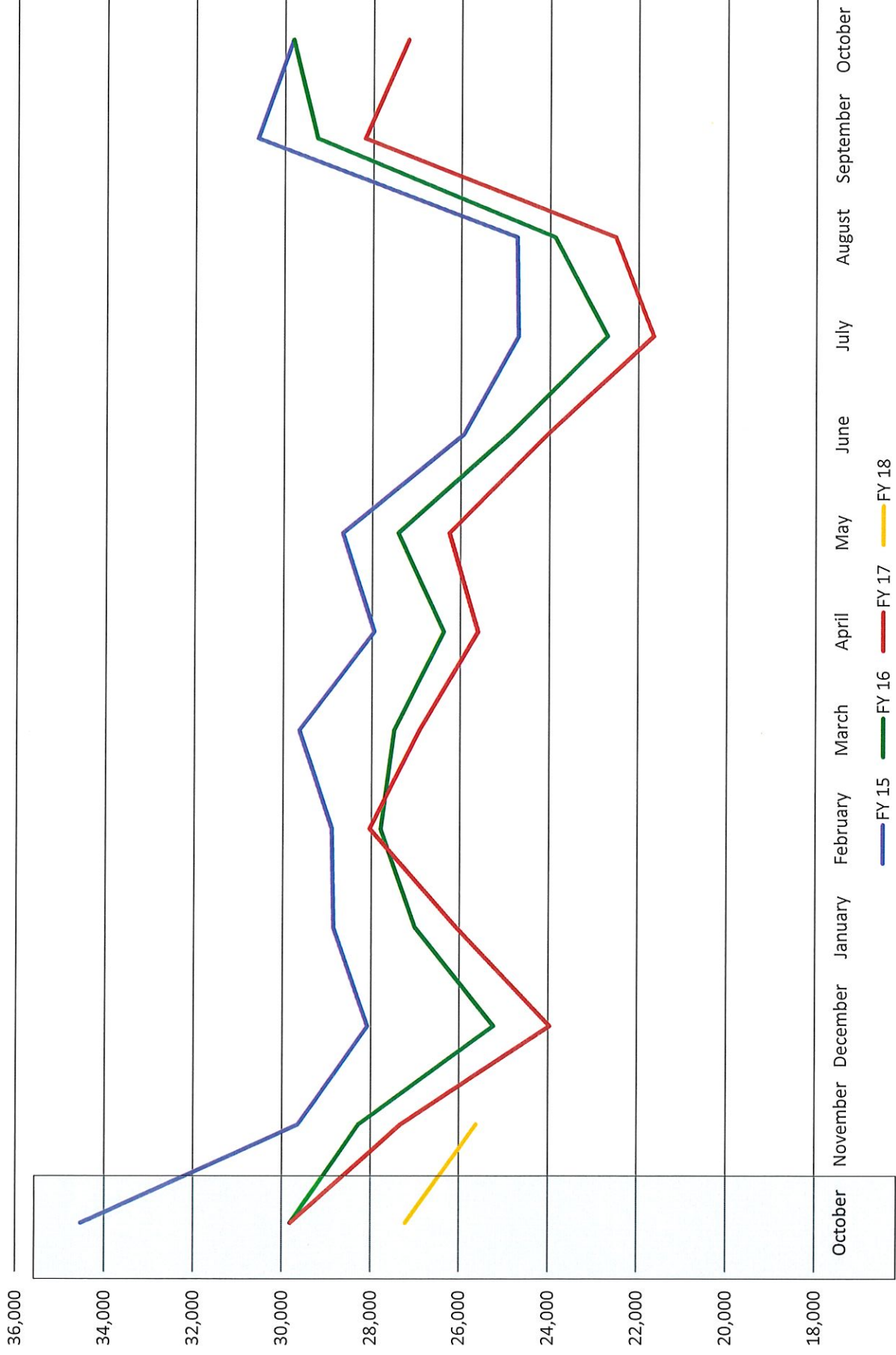
October 2017 Fixed Route Ridership Change: **-8.1%**
 October 2017 Total Ridership Change: **-8.5%**

Change in service days from October 2017 to October 2016

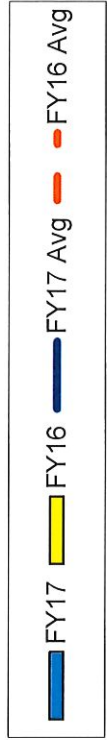
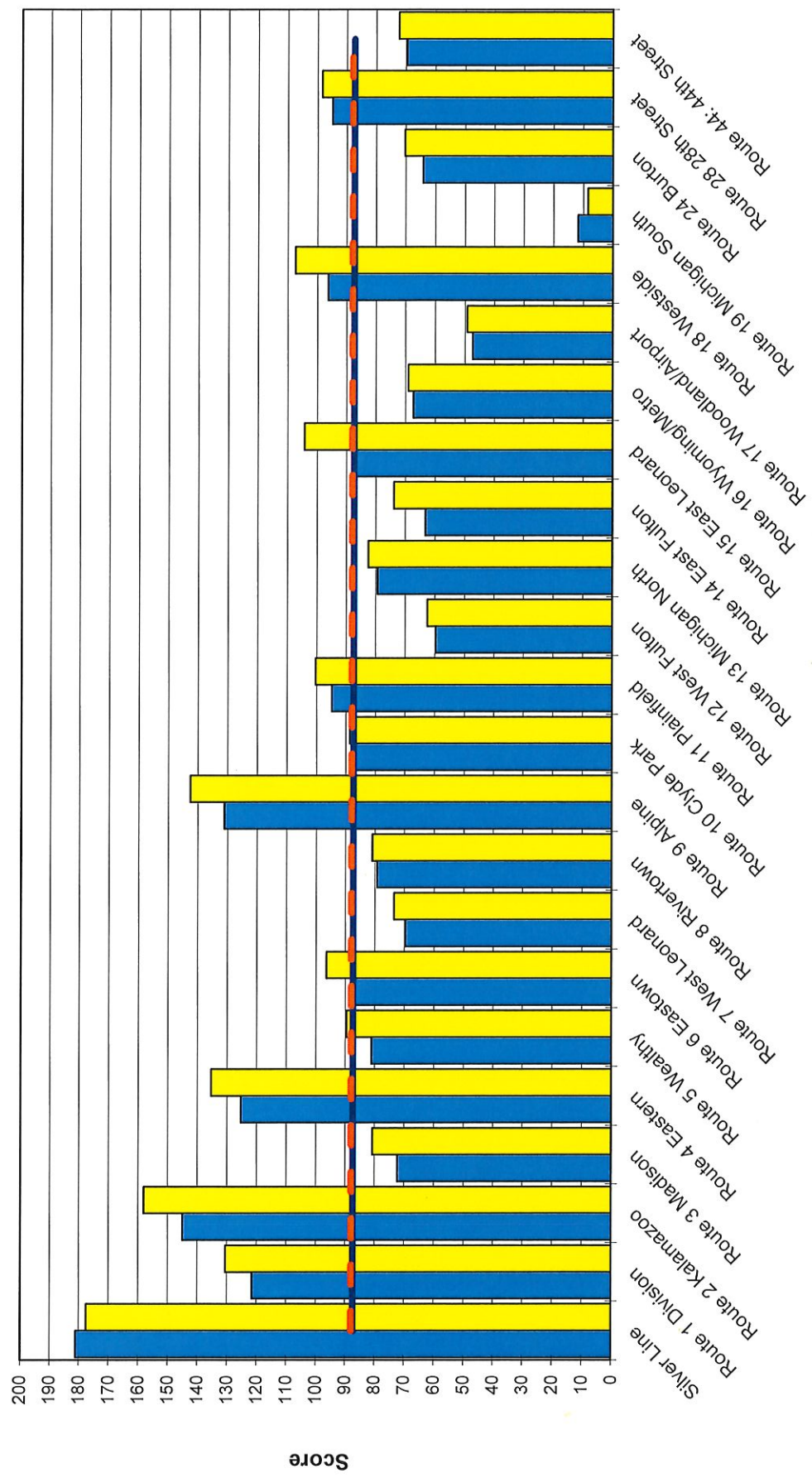
	FY 2018	FY 2017	Change
Total Service Weekdays	22	21	+1
Total Service Saturdays	4	5	-1
Total Service Sundays	5	5	0

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

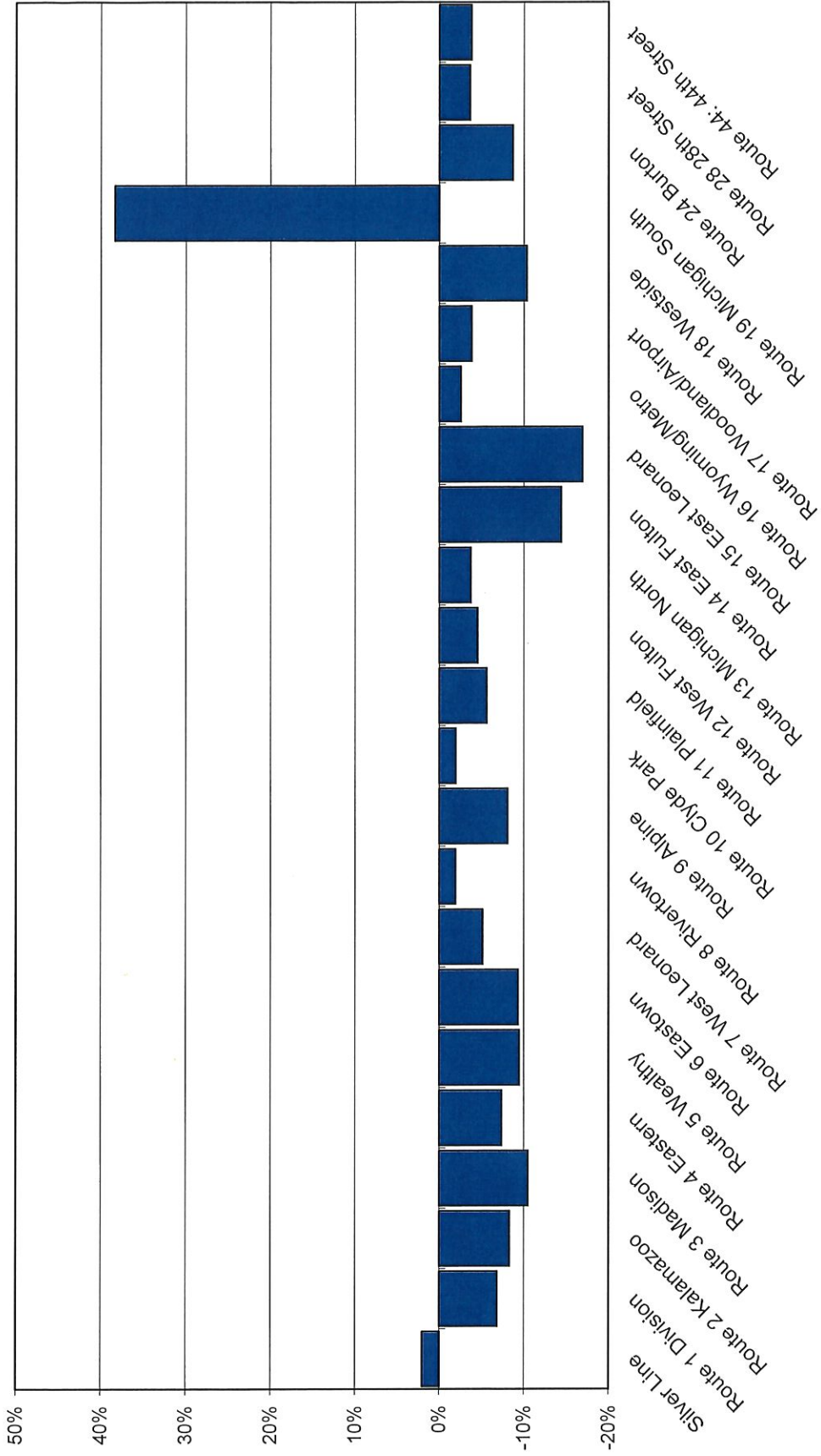
Monthly Weekday Average Ridership History



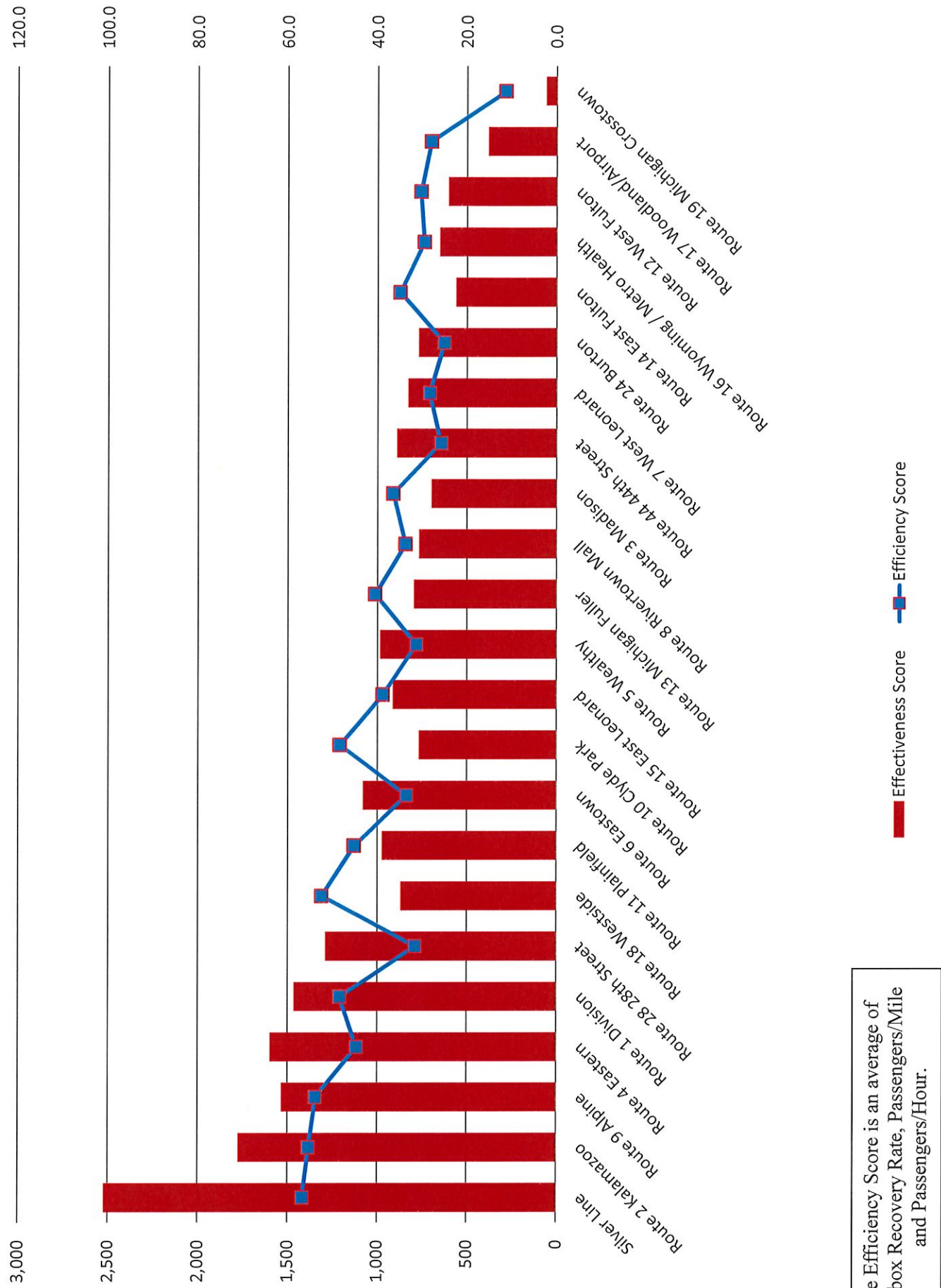
Fixed-Route Scoring Summary: October 2017 Compared to October 2016



Percent Change by Route: October 2017 Compared to October 2016



Fixed Route Efficiency Score and Ridership Levels - October 2017



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

October 2017 Ridership Report
Ridership by Fare Category

Regular Route Summary	October 2017	October 2016	Actual Change	% Change
\$1.75 Cash Fare	76,642	84,842	-8,200	-9.7%
\$1.75 Adult One-Ride Ticket	10,526	9,269	1,257	13.6%
\$1.35 Adult Ticket	36,435	35,964	471	1.3%
\$1.05 Student Ticket, Aquinas, Calvin and Kendall Tickets	102,230	114,784	-12,554	-10.9%
\$0.85 Senior / Disabled Ticket and Cash	23,759	26,429	-2,670	-10.1%
\$47 Regular and \$30 Reduced 31-Day Month Pass	122,358	134,559	-12,201	-9.1%
\$3.50 One-Day Pass	27,427	28,682	-1,255	-4.4%
\$16.00 Seven-Day Pass	15,252	15,113	139	0.9%
Spectrum Health Employee Pass	4,912	3,926	986	25.1%
Free ADA	12,313	9,660	2,653	27.5%
GVSU Students on Routes 1-44	14,513	15,396	-883	-5.7%
Miscellaneous Fare	55,873	53,820	2,053	3.8%
Transfers	108,434	127,205	-18,771	-14.8%
Silver Line	78,245	76,171	2,074	2.7%
Total Regular Route Ridership	688,919	735,820	-46,901	-6.4%

Contracted/Specialized Services Summary

DASH	38,392	28,647	9,745	34.0%
GRCC Shuttle	25,246	22,987	2,259	9.8%
GVSU Campus Connector	163,812	177,644	-13,832	-7.8%
GVSU Off-Campus Shuttle	75,860	69,551	6,309	9.1%
GVSU South Campus Express	106,907	130,059	-23,152	-17.8%
FSU	929	840	89	10.6%
Vanpools	3,523	3,431	92	2.7%
Total Contracted Ridership	414,668	433,158	-18,490	-4.3%

Demand Response Summary

GO!Bus (does not include PASS)	30,695	30,161	534	1.8%
PASS North Ridership (including Transfers)	279	183	96	52.5%
PASS SE Ridership (including Transfers)	203	269	-66	-24.5%
PASS SW Ridership (including Transfers)	71	66	5	7.6%
Total Demand Response Ridership	31,248	30,679	569	1.9%

	2017	2016	Change	YTD Change
Total Service Weekdays	22	21	1	1
Total Service Saturdays	4	5	-1	-1
Total Service Sundays	5	5	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	883,511	911,325	-27,814	-3.1%
Total Weekday Evening Fixed-Route Ridership	130,091	142,159	-12,068	-8.5%
Total Weekday and Weekday Evening Fixed-Route Ridership	1,013,602	1,053,484	-39,882	-3.8%
Total Saturday Fixed-Route Ridership	56,441	80,283	-23,842	-29.7%
Total Sunday Fixed-Route Ridership	33,544	36,211	-1,667	-4.7%
Avg Weekday Daytime Fixed-Route Ridership	40,160	43,396	-3,237	-7.5%
Avg Weekday Evening Fixed-Route Ridership	5,913	6,769	-856	-12.6%
Avg Weekday and Weekday Evening Fixed-Route Ridership	46,073	50,166	-4,093	-8.2%
Avg Saturday Fixed-Route Ridership	14,110	16,057	-1,946	-12.1%
Avg Sunday Fixed-Route Ridership	6,709	7,042	-333	-4.7%

	2017	2016	Change	% Change
Fixed-Route Ridership Month to Date	688,919	735,820	-46,901	-6.4%
Contracted/Specialized Service Ridership Month to Date	414,668	433,158	-18,490	-4.3%
Demand Response Ridership Month to Date	31,248	30,679	569	1.9%
Total Monthly Ridership	1,134,835	1,199,657	-64,822	-5.4%
	2017	2016	Change	% Change
Fixed-Route Ridership Year to Date	688,919	735,820	-46,901	-6.4%
Contracted/Specialized Service Ridership Year to Date	414,668	433,158	-18,490	-4.3%
Demand Response Ridership Year to Date	31,248	30,679	569	1.9%
Total Ridership Year to Date	1,134,835	1,199,657	-64,822	-5.4%
Projected Annual Ridership	10,379,832	10,972,730	-592,898	-5.4%

October 2017 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 2017 Rank	Change	Total Passengers	Peak Frequency
Silver Line													
Route 2 Kalamazoo	32.9	2.45	42.8%	56.7	2,524	126.2	182.9	106.3%	1	1	0	76,245	10
Route 9 Alpine	29.7	2.88	36.7%	55.3	1,775	88.8	144.1	62.5%	2	2	0	55,030	15
Route 4 Eastern	26.9	2.81	37.5%	53.8	1,532	76.6	130.4	47.1%	3	3	0	47,505	15
Route 1 Division	24.1	2.02	34.0%	44.6	1,597	79.8	124.5	40.4%	4	5	1	49,498	15
Route 28 28th Street	27.2	2.15	36.3%	48.4	1,464	73.2	121.6	37.1%	5	4	-1	45,388	15
Route 18 Westside	18.0	1.26	25.7%	31.5	1,286	64.3	95.8	8.1%	6	6	0	39,877	15
Route 11 Plainfield	29.0	2.65	34.9%	52.4	887	43.3	95.7	8.0%	7	7	0	22,537	30
Route 6 Eastown	25.3	2.13	32.3%	45.2	973	48.6	93.8	5.8%	8	8	0	30,149	15
Route 10 Clyde Park	18.1	1.72	22.4%	33.4	1,078	53.9	87.3	-1.5%	9	10	1	35,422	15
Route 15 East Leonard	28.8	2.06	36.1%	48.3	765	38.2	86.6	-2.4%	10	11	1	23,714	30
Route 5 Wealthy	21.0	1.98	26.1%	38.8	911	45.6	84.3	-4.9%	11	9	-2	28,247	15
Route 13 Michigan Fuller	17.2	1.48	22.5%	31.2	983	49.2	80.4	-9.3%	12	12	0	25,566	15
Route 8 Rivertown Mall	22.4	1.96	28.4%	40.5	794	39.7	80.2	-9.5%	13	15	2	20,649	15
Route 3 Madison	20.0	1.40	25.8%	33.7	765	38.2	71.9	-18.9%	14	13	-1	23,714	30
Route 44 44th Street	23.4	1.38	28.2%	36.4	695	34.8	71.2	-19.7%	15	14	-1	18,072	30
Route 7 West Leonard	13.7	1.02	22.0%	25.7	889	44.5	70.2	-20.9%	16	17	1	23,115	30
Route 24 Burton	16.8	1.11	22.7%	28.3	827	41.3	69.6	-21.5%	17	16	-1	21,501	15
Route 14 East Fulton	13.4	1.04	20.7%	25.0	767	38.4	63.4	-28.5%	18	19	1	19,953	30
Route 16 Wyoming / Metro Health	18.7	1.78	23.7%	34.9	560	28.0	62.9	-29.1%	19	18	-1	14,558	30
Route 12 West Fulton	16.8	1.25	23.0%	29.5	649	32.5	61.9	-30.1%	20	21	1	20,125	30
Route 17 Woodland/Airport	17.2	1.61	18.6%	30.2	603	30.1	60.4	-31.9%	21	20	-1	15,666	30
Route 19 Michigan Crossdown	17.1	1.20	20.2%	27.9	381	19.0	47.0	-47.0%	22	22	0	8,377	30
System Summary	5.7	0.48	9.6%	11.3	53	3.9	14.3	-83.8%	23	23	0	1,697	30
	22.5	1.82	28.5%		984		88.7	n/a				666,213	

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
System Average (mean)	22.5	1.82	28.5%	39.5	984	49.2	88.7	n/a	n/a	n/a	n/a	163,812	7
Standard deviation	6.0	0.61	7.2%	11.3	409	20.4	35.5	n/a	n/a	n/a	n/a	106,907	10
Routes above standard (equal or greater than 66.7% of mean)	37.5	3.03	47.4%	65.8	1,641	82.0	147.8	66.7%	n/a	n/a	n/a	75,860	10
Routes above one standard deviation of mean	37.4	3.02	47.3%	65.6	1,640	82.0	147.7	66.7%	n/a	n/a	n/a	n/a	5
Above average routes within one standard deviation of mean	28.5	2.43	35.7%	50.8	1,393	69.7	124.1	40.0%	n/a	n/a	n/a	25,246	10
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	n/a	n/a	n/a	0	5
Below average routes within one standard deviation of mean	16.5	1.20	21.2%	28.1	575	28.8	53.2	-40.0%	n/a	n/a	n/a	32,069	5
Routes below one standard deviation of mean	7.6	0.61	9.6%	13.3	329	16.4	29.7	-66.7%	n/a	n/a	n/a	6,323	20
Routes below standard (equal or less than 66.7% of mean)	7.5	0.60	9.5%	13.1	328	16.4	29.6	-66.7%	n/a	n/a	n/a	829	120
Total System Summary	41.43	3.18	n/a		42	2.1	6.5	n/a	n/a	n/a	n/a	411,145	
	27.46	2.19	29.12%										

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

Farebox includes GRPS services