

Date: January 10, 2018
To: ITP Board
From: Kevin Wisselink / Planning Department
Subject: NOVEMBER 2017 RIDERSHIP AND PRODUCTIVITY REPORT

BACKGROUND

Ridership was down 7.3% month. All fixed routes except for the Silver Line and Route 19 experienced decreases, although Contracted ridership accounted for a greater portion of the overall decrease, which came from the GVSU routes, DASH actually experienced a 20% increase in ridership over November 2016.

RIDERSHIP SUMMARY

November 2017 compared to November 2016

Total Ridership by Category:

- Routes 1 – 44 ridership (618,033) decreased **5.7%** (-37,468)
- Contracted/Specialized Service ridership (339,565) decreased **8.7%** (-32,449)
- Demand-Response ridership (29,091) decreased **0.3%** (-84)
- **Total Ridership (1,080,759) decreased 7.3% (-85,245)**

Daily Averages:

- Average Weekday total ridership (42,116) decreased **6.7%** (-3,036)
- Average Weekday evening ridership (5,082) decreased **12.6%** (-731)
- Average Saturday ridership (12,309) decreased **10.2%** (-1,394)
- Average Sunday ridership (5,983) decreased **2.4%** (-144)

Fiscal Year 2018 compared to Fiscal Year 2017

Total Ridership by Category:

- Routes 1 – 44 ridership (1,306,952) decreased **6.1%** (-84,369)
- Contracted/Specialized Service ridership (754,233) decreased **6.3%** (-50,939)
- Demand-Response ridership (60,339) increased **0.8%** (485)
- **Total Ridership (2,121,524) decreased 6.0% (-134,823)**

Daily Averages:

- Average Weekday total ridership (44,140) decreased **7.4%** (-3,519)
- Average Weekday evening ridership (5,544) decreased **11.9%** (-748)
- Average Saturday ridership (13,209) decreased **12.0%** (-1,801)
- Average Sunday ridership (6,386) decreased **3.8%** (-249)

ROUTE PERFORMANCE SUMMARY (Routes 1-44 Only)

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

- Average passengers per hour (**21.2**) decreased **5.7%** (-0.6 points)
- Average passengers per mile (**1.71**) decreased **5.7%** (-0.8 points)
- Average farebox recovery percent (**27.2%**) decreased 6.9% (-1.0 point)
- Average daily passengers (**20,700**) decreased **6.4%** (-3.2 points)
- **Monthly system performance (84.4 points) decreased 6.3% (-5.6 points)**
- **FY 2018 system performance (86.5 points) decreased 5.8% (-6.3 points) compared to FY 2017**

Monthly Fixed-Route Point Summary

	FY 18	FY 17	FY 18	FY 17		%
	<u>Avg</u>	<u>Avg</u>	<u>Points</u>	<u>Points</u>	<u>Change</u>	<u>Change</u>
Avg Passengers per Hour per Route:	21.2	22.5	10.6	11.3	-0.6	-5.7%
Avg Passengers per Mile per Route:	1.71	1.82	13.2	14.0	-0.8	-5.7%
Avg Fare-box Recovery % per Route:	27.2%	29.2%	13.6	14.6	-1.0	-6.9%
Avg Daily Fixed-Route Passengers:	20,700	22,107	47.0	50.2	-3.2	-6.4%
November Total:			84.4	90.1	-5.6	-6.3%
Year Average:			86.5	92.4	-5.8	-6.3%

- **16 of 23 (69.6%) 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 1 – Division, 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 Crosstown performed below standard (less than 66.7% below the system mean)**

November 2017 Fixed Route Ridership Change: **-8.1%**

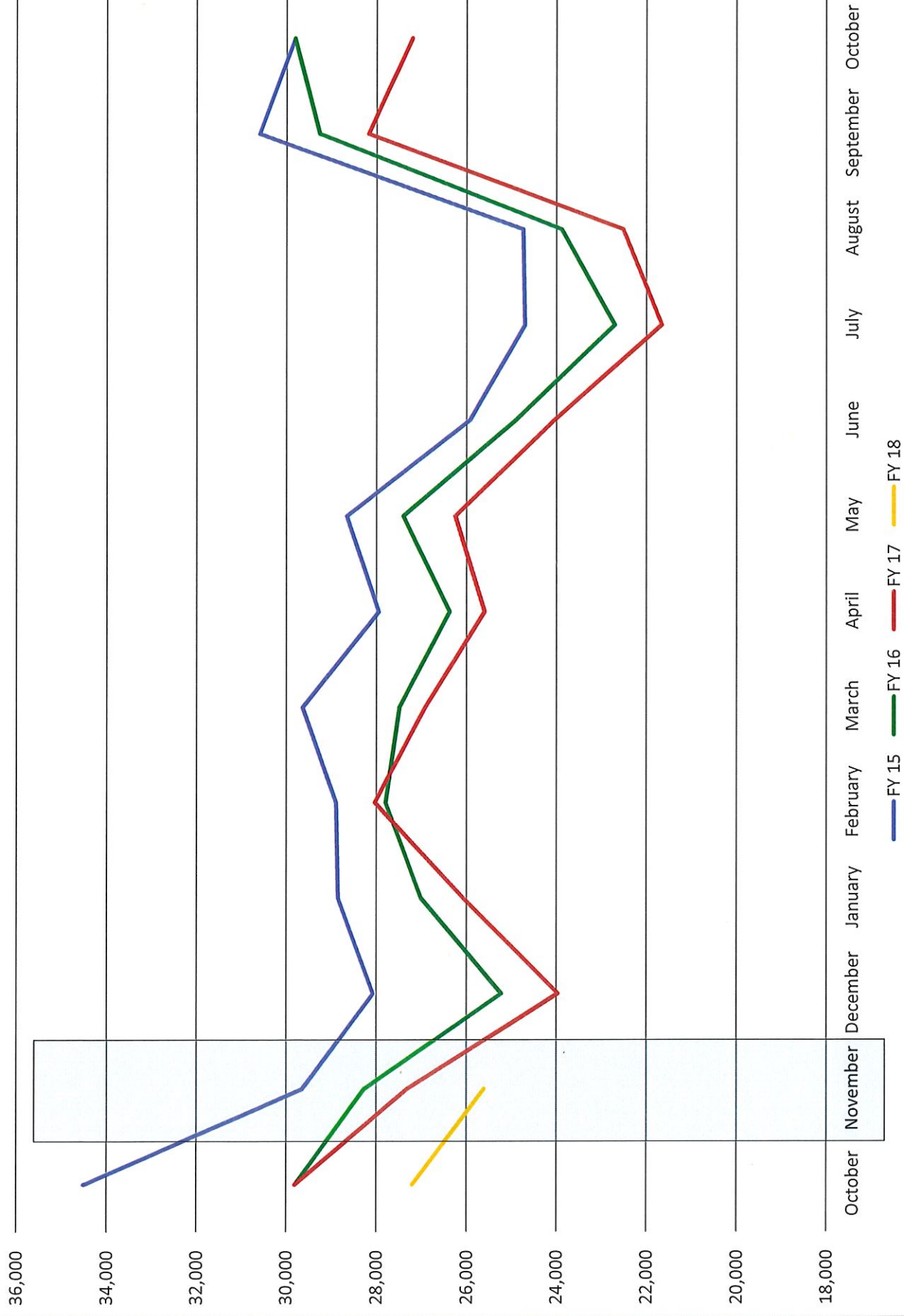
November 2017 Total Ridership Change: **-6.8%**

Change in service days from November 2017 to November 2016

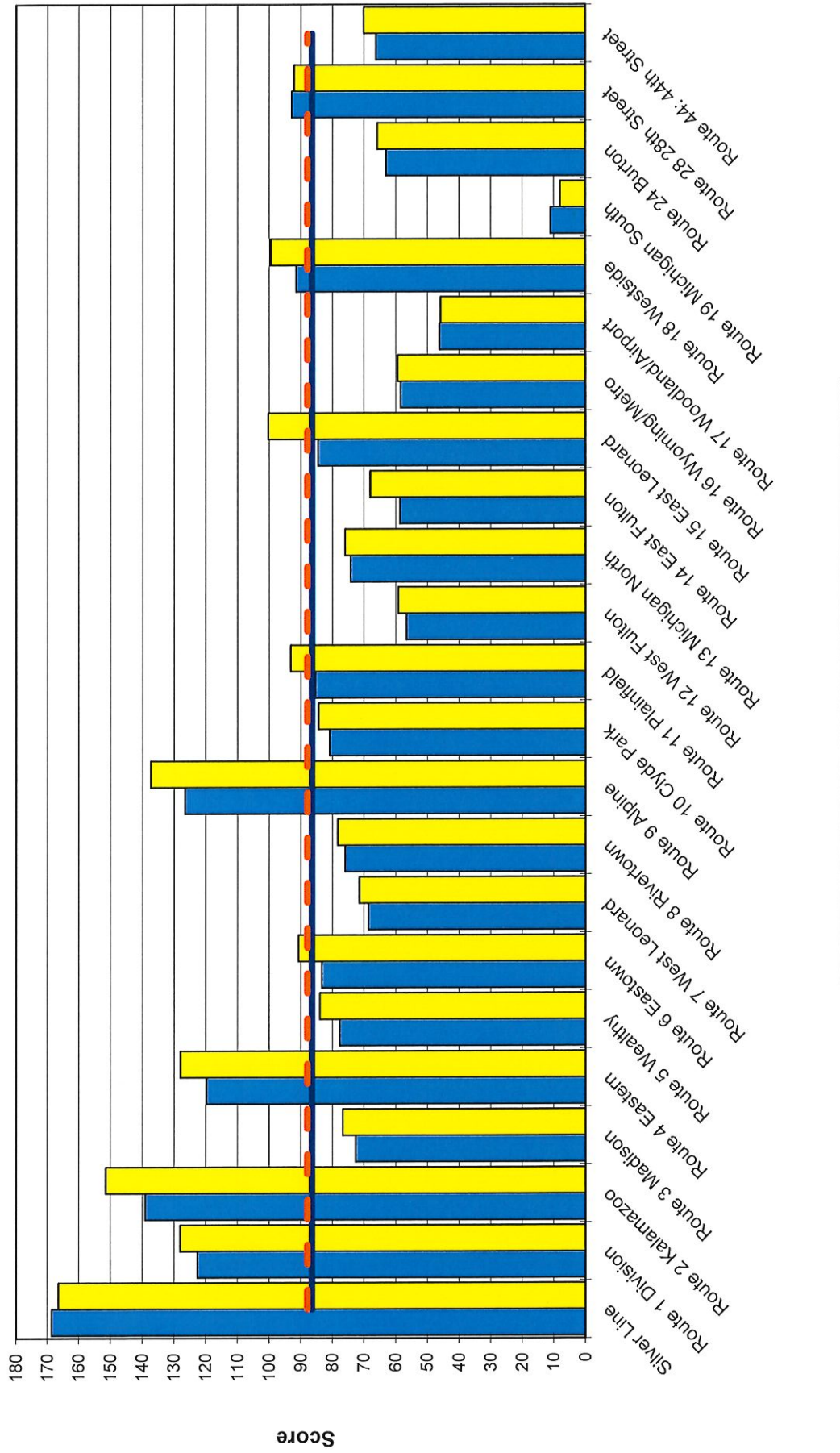
	FY 2018	FY 2017	Change
Total Service Weekdays	21	21	0
Total Service Saturdays	4	4	0
Total Service Sundays	4	4	0

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

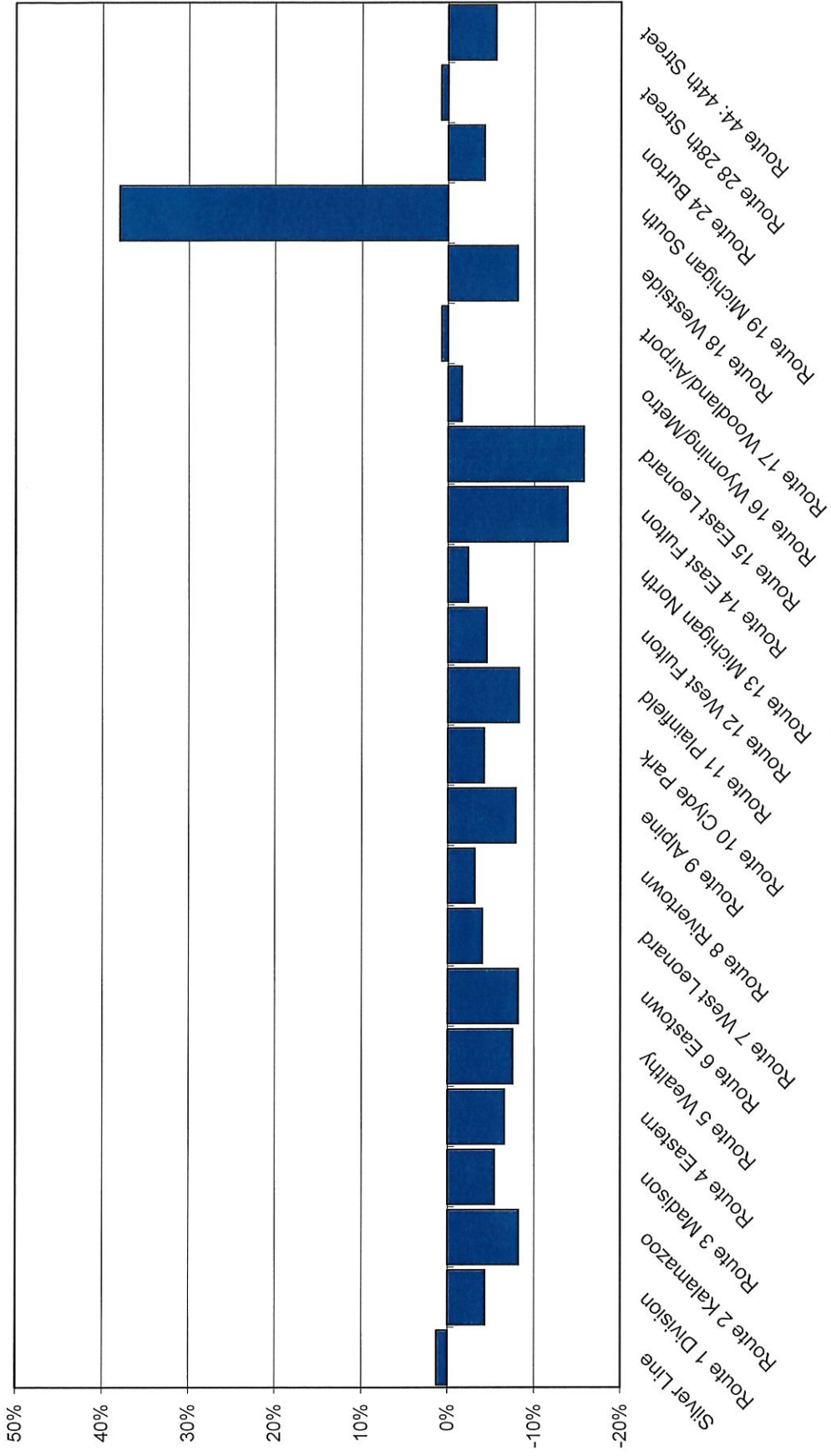
Monthly Weekday Average Ridership History



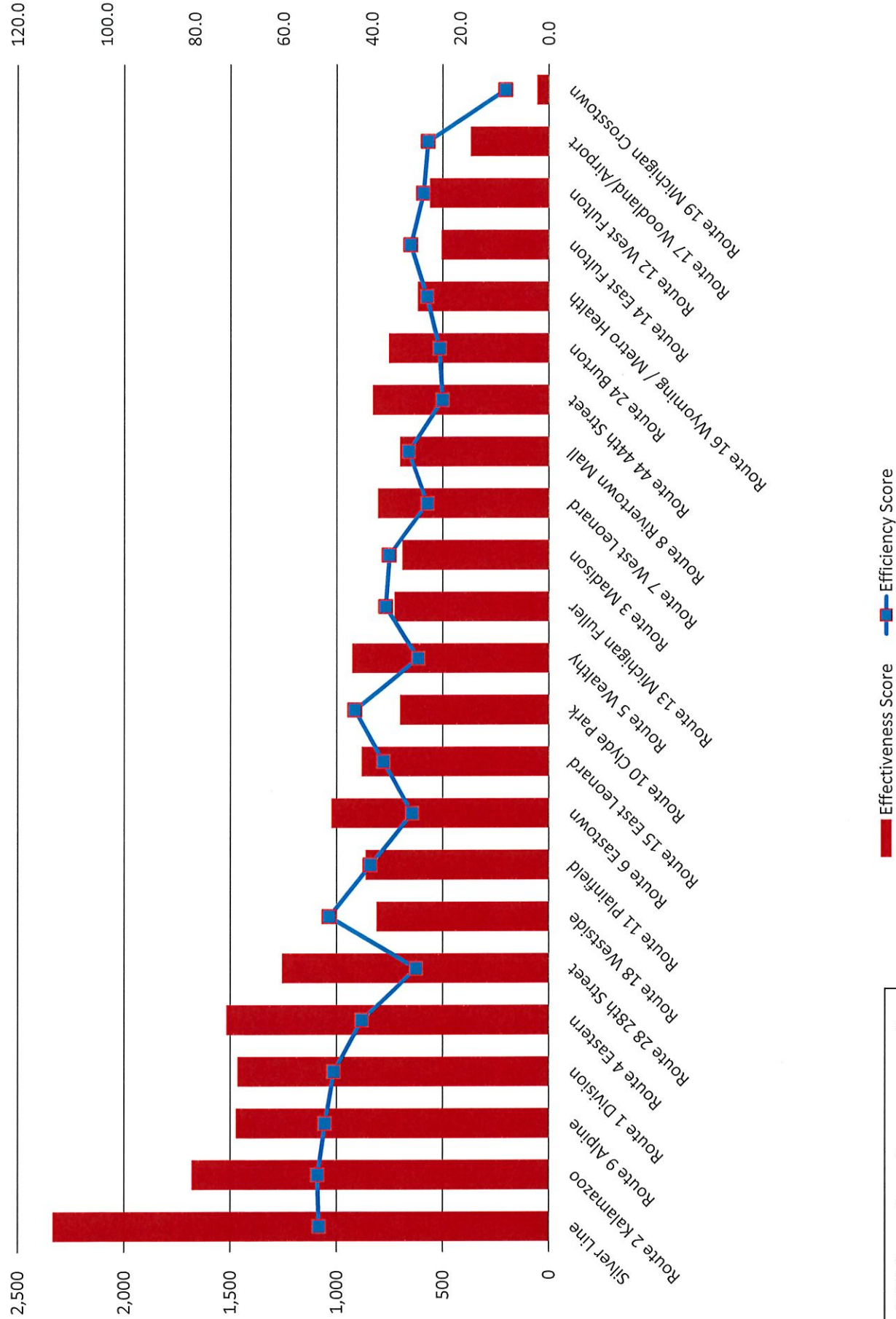
Fixed-Route Scoring Summary: November 2017 Compared to November 2016



Percent Change by Route: November 2017 Compared to Compared November 2016



Fixed Route Efficiency Score and Ridership Levels - November 2017



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

November 2017 Ridership Report
Ridership by Fare Category

Regular Route Summary	November 2017	November 2016	Actual Change	% Change
\$1.75 Cash Fare	71,274	79,728	-8,454	-10.6%
\$1.75 Adult One-Ride Ticket	9,402	8,726	676	7.7%
\$1.35 Adult Ticket	34,738	36,208	-1,470	-4.1%
\$1.05 Student Ticket, Aquinas, Calvin and Kendall Tickets	91,270	101,244	-9,974	-9.9%
\$0.85 Senior / Disabled Ticket and Cash	23,594	24,981	-1,387	-5.6%
\$47 Regular and \$30 Reduced 31-Day Month Pass	112,844	127,560	-14,716	-11.5%
\$3.50 One-Day Pass	27,777	27,544	233	0.8%
\$16.00 Seven-Day Pass	15,007	13,316	1,691	12.7%
Spectrum Health Employee Pass	4,556	3,995	561	14.0%
Free ADA	11,468	9,351	2,117	22.6%
GVSU Students on Routes 1-44	13,281	13,985	-704	-5.0%
Miscellaneous Fare	35,741	28,945	6,796	23.5%
Transfers	99,384	113,179	-13,795	-12.2%
Silver Line	67,697	66,739	958	1.4%
Total Regular Route Ridership	618,033	655,501	-37,468	-5.7%

Contracted/Specialized Services Summary

DASH	32,670	27,233	5,437	20.0%
GRCC Shuttle	18,458	18,516	-58	-0.3%
GVSU Campus Connector	131,178	153,283	-22,105	-14.4%
GVSU Off-Campus Shuttle	63,762	56,678	7,085	12.5%
GVSU South Campus Express	89,243	112,362	-23,119	-20.6%
FSU	869	795	74	9.3%
Vanpools	3,385	3,148	237	7.5%
Total Contracted Ridership	339,565	372,014	-32,449	-8.7%

Demand Response Summary

GOiBus (does not include PASS)	28,574	28,640	-66	-0.2%
PASS North Ridership (Including Transfers)	255	231	24	10.4%
PASS SE Ridership (Including Transfers)	197	236	-39	-16.5%
PASS SW Ridership (Including Transfers)	65	68	-3	-4.4%
Total Demand Response Ridership	29,091	29,175	-84	-0.3%

	2017	2016	Change	YTD Change
Total Service Weekdays	21	21	0	1
Total Service Saturdays	4	4	0	-1
Total Service Sundays	4	4	0	0
Total Holidays	1	1	0	0
Total Service Days	29	29	0	0
Total Days	30	30	0	0

Total Weekday Fixed-Route Ridership	777,703	826,108	-48,405	-5.9%
Total Weekday Evening Fixed-Route Ridership	106,731	122,092	-15,361	-12.6%
Total Weekday and Weekday Evening Fixed-Route Ridership	884,434	948,200	-63,766	-6.7%
Total Saturday Fixed-Route Ridership	49,234	54,808	-5,574	-10.2%
Total Sunday Fixed-Route Ridership	23,930	24,607	-577	-2.4%
Avg Weekday Daytime Fixed-Route Ridership	37,033	39,338	-2,305	-5.9%
Avg Weekday Evening Fixed-Route Ridership	5,082	5,814	-731	-12.6%
Avg Weekday and Weekday Evening Fixed-Route Ridership	42,116	45,152	-3,036	-6.7%
Avg Saturday Fixed-Route Ridership	12,309	13,702	-1,394	-10.2%
Avg Sunday Fixed-Route Ridership	6,983	6,127	-144	-2.4%

	2017	2016	Change	% Change
Fixed-Route Ridership Month to Date	618,033	655,501	-37,468	-5.7%
Contracted/Specialized Service Ridership Month to Date	339,565	372,014	-32,449	-8.7%
Demand Response Ridership Month to Date	29,091	29,175	-84	-0.3%
Total Monthly Ridership	986,689	1,056,690	-70,001	-6.6%
	2017	2016	Change	% Change
Fixed-Route Ridership Year to Date	1,306,952	1,391,321	-84,369	-6.1%
Contracted/Specialized Service Ridership Year to Date	754,233	805,172	-50,939	-6.3%
Demand Response Ridership Year to Date	60,339	59,854	485	0.8%
Total Ridership Year to Date	2,121,524	2,256,347	-134,823	-6.0%
Projected Annual Ridership	10,317,079	10,972,730	-655,651	-6.0%

November 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	30.1	2.24	39.6%	52.1	2,334	116.7	168.8	99.9%	1	1	0	67,697	10
Route 2 Kalamazoo	27.9	2.71	35.1%	52.4	1,681	84.0	136.4	61.5%	2	2	0	48,747	15
Route 9 Alpine	25.5	2.65	35.1%	50.7	1,473	73.6	124.3	47.2%	3	3	0	42,705	15
Route 1 Division	27.0	2.14	37.5%	48.7	1,465	73.3	122.0	44.4%	4	4	0	42,489	15
Route 4 Eastern	22.5	1.89	33.1%	42.4	1,517	75.9	118.2	40.0%	5	5	0	44,001	15
Route 28 28th Street	17.3	1.21	24.2%	30.1	1,256	62.8	92.9	10.0%	6	6	0	36,431	15
Route 18 Westside	27.2	2.49	33.9%	49.7	812	40.6	90.3	6.9%	7	7	0	20,291	30
Route 11 Plainfield	22.1	1.86	30.2%	40.4	863	43.2	83.6	-1.0%	8	8	0	25,027	15
Route 6 Eastown	16.9	1.61	20.3%	31.0	1,024	51.2	82.2	-2.7%	9	10	1	29,710	15
Route 15 East Leonard	20.1	1.89	25.9%	37.5	882	44.1	81.6	-3.3%	10	9	-1	25,575	15
Route 10 Clyde Park	26.0	1.86	33.1%	43.9	701	35.0	79.0	-6.5%	11	11	0	20,327	30
Route 5 Wealthy	16.3	1.40	21.3%	29.5	927	46.3	75.9	-10.1%	12	12	0	23,170	15
Route 13 Michigan Fuller	20.7	1.81	25.5%	37.0	729	36.5	73.5	-13.0%	13	15	2	18,233	15
Route 3 Madison	23.3	1.38	27.9%	36.2	690	34.5	70.7	-16.3%	14	14	0	17,250	30
Route 7 West Leonard	16.6	1.09	21.6%	27.5	806	40.3	67.8	-19.7%	15	16	1	20,161	15
Route 8 Rivertown Mall	18.7	1.31	24.6%	31.7	701	35.0	66.8	-20.9%	16	13	-3	20,327	30
Route 44 44th Street	12.9	0.96	20.5%	24.1	831	41.6	65.6	-22.3%	17	17	0	20,777	30
Route 24 Burton	13.2	1.02	20.5%	24.7	755	37.8	62.5	-26.0%	18	19	1	18,883	30
Route 16 Wyoming / Metro Health	15.8	1.17	21.4%	27.6	617	30.8	58.4	-30.8%	19	21	2	17,892	30
Route 14 East Fulton	16.9	1.61	20.8%	31.3	505	25.3	56.5	-33.1%	20	18	-2	12,631	30
Route 12 West Fulton	16.0	1.50	17.6%	28.4	550	28.0	56.4	-33.2%	21	20	-1	14,004	30
Route 17 Woodland/Airport	16.5	1.16	20.3%	27.3	368	18.4	45.7	-45.8%	22	22	0	7,724	30
Route 19 Michigan Crossdown	5.1	0.43	7.9%	9.3	53	2.7	12.5	-85.2%	23	23	0	1,417	30
System Summary	21.2	1.71	27.2%		941		84.4	n/a				595,169	

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)	21.2	1.71	27.2%	37.4	941	47.0	84.4	n/a	n/a	n/a	n/a	131,178	7
Standard deviation	5.6	0.57	7.2%	10.8	397	19.9	33.5	n/a	n/a	n/a	n/a	89,243	10
Routes above standard (equal or greater than 66.7% of mean)	35.4	2.85	45.4%	62.3	1,569	78.4	140.7	66.7%	n/a	n/a	n/a	63,762	10
Routes above one standard deviation of mean	35.3	2.84	45.3%	62.2	1,568	78.4	140.6	66.6%	n/a	n/a	n/a	n/a	5
Above average routes within one standard deviation of mean	26.8	2.28	34.4%	48.2	1,338	66.9	118.0	39.7%	n/a	n/a	n/a	18,458	10
Average routes	+/- 12.5% mean	+/- 12.5% mean	+/- 12.5% mean	26.6	544	27.2	50.9	-39.7%	n/a	n/a	n/a	0	5
Below average routes within one standard deviation of mean	15.6	1.14	20.0%	26.6	314	15.7	28.2	-66.6%	n/a	n/a	n/a	27,965	5
Routes below one standard deviation of mean	7.2	0.58	9.2%	12.5	313	15.7	28.1	-66.7%	n/a	n/a	n/a	4,705	20
Routes below standard (equal or less than 66.7% of mean)	7.1	0.57	9.1%	12.5	313	15.7	28.1	-66.7%	n/a	n/a	n/a	869	120

Total System Summary	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
Total System Summary	25.39	2.03	27.79%									336,180	

Farebox includes GRPS services

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