

Date: March 1, 2018
To: ITP Board
From: Kevin Wisselink / Planning Department
Subject: DECEMBER 2017 RIDERSHIP AND PRODUCTIVITY REPORT

BACKGROUND

Ridership decreased over 10.2% in December 2017, but this was partially due to there being 2 less weekdays of service in December 2017. The average weekday ridership decreased, but a rate of 6.6%, much less than the overall decrease.

RIDERSHIP SUMMARY

December 2017 compared to December 2016

Total Ridership by Category:

- Routes 1 – 44 ridership (559,682) decreased **7.7%** (-46,478)
- Contracted/Specialized Service ridership (169,386) decreased **18.6%** (-38,710)
- Demand-Response ridership (28,009) decreased **4.3%** (-1,272)
- **Total Ridership (757,257) decreased 10.2% (-86,460)**

Daily Averages:

- Average Weekday total ridership (32,225) decreased **4.0%** (-1,336)
- Average Weekday evening ridership (4,191) decreased **8.9%** (-409)
- Average Saturday ridership (11,671) decreased **1.0%** (-115)
- Average Sunday ridership (5,279) decreased **7.8%** (-446)

Fiscal Year 2018 compared to Fiscal Year 2017

Total Ridership by Category:

- Routes 1 – 44 ridership (1,866,814) decreased **6.6%** (-130,847)
- Contracted/Specialized Service ridership (923,571) decreased **8.9%** (-89,697)
- Demand-Response ridership (88,348) decreased **0.9%** (-787)
- **Total Ridership (2,878,733) decreased 7.1% (-221,331)**

Daily Averages:

- Average Weekday total ridership (40,357) decreased **5.7%** (-2,456)
- Average Weekday evening ridership (5,090) decreased **10.9%** (-621)
- Average Saturday ridership (12,618) decreased **9.0%** (-1,241)
- Average Sunday ridership (5,991) decreased **6.5%** (-417)

ROUTE PERFORMANCE SUMMARY (Routes 1-44 Only)

December 2017 fixed-route system performance increased compared to December 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:	19.5	19.8	9.7	9.9	-0.2	-1.6%
Avg Passengers per Mile per Route:	1.57	1.60	12.1	12.3	-0.2	-1.6%
Avg Fare-box Recovery % per Route:	25.9%	24.7%	12.9	12.3	0.6	4.8%
Avg Daily Fixed-Route Passengers:	18,104	19,797	41.1	45.0	-3.8	-8.6%
December Total:			75.9	79.5	-3.6	-4.5%
Year Average:			83.0	88.1	-5.1	-5.8%

- **17 of 23 (73.9%) 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, 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)**

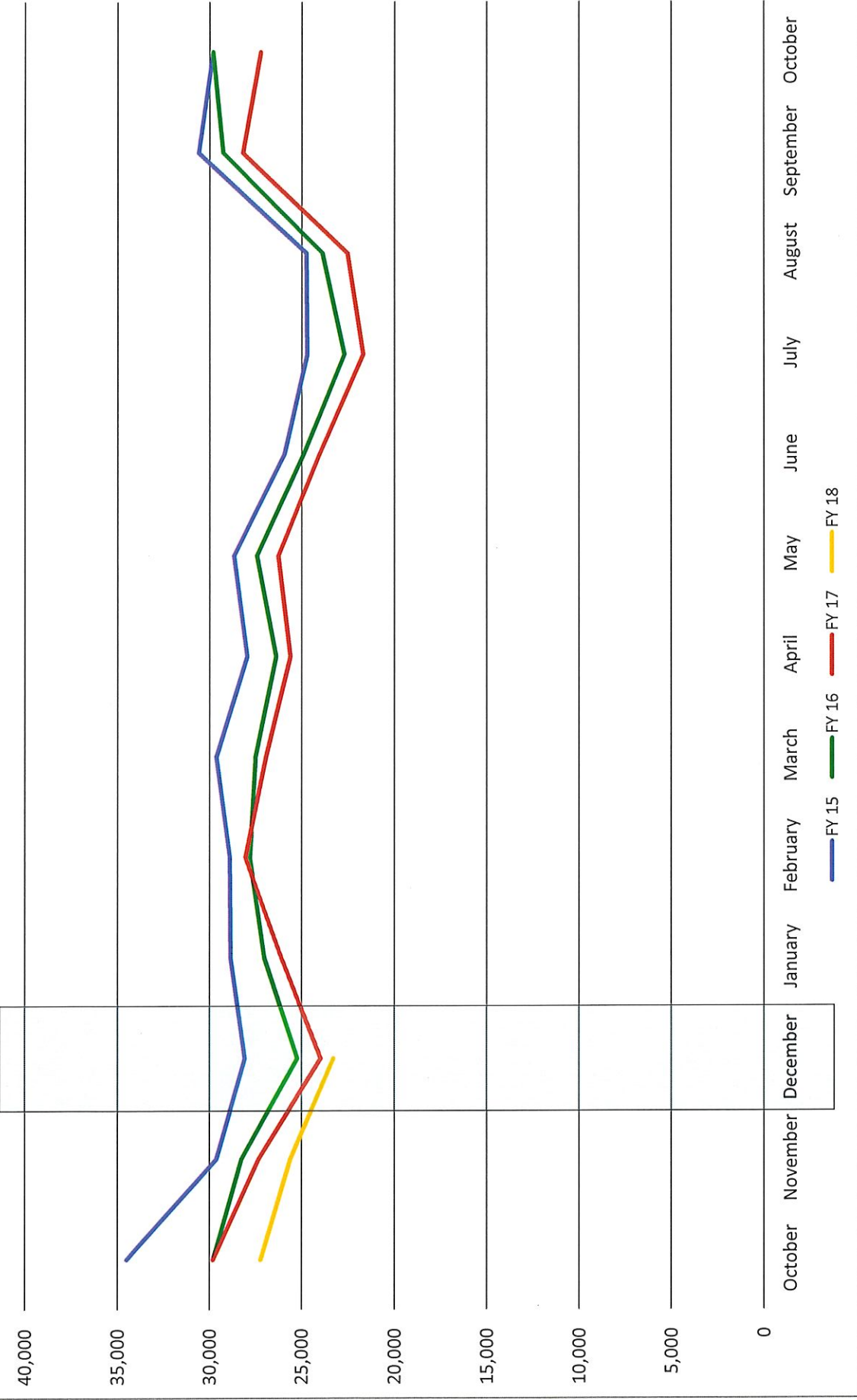
December 2017 Fixed Route Ridership Change: **-8.1%**
 December 2017 Total Ridership Change: **-6.8%**

Change in service days from December 2017 to December 2016

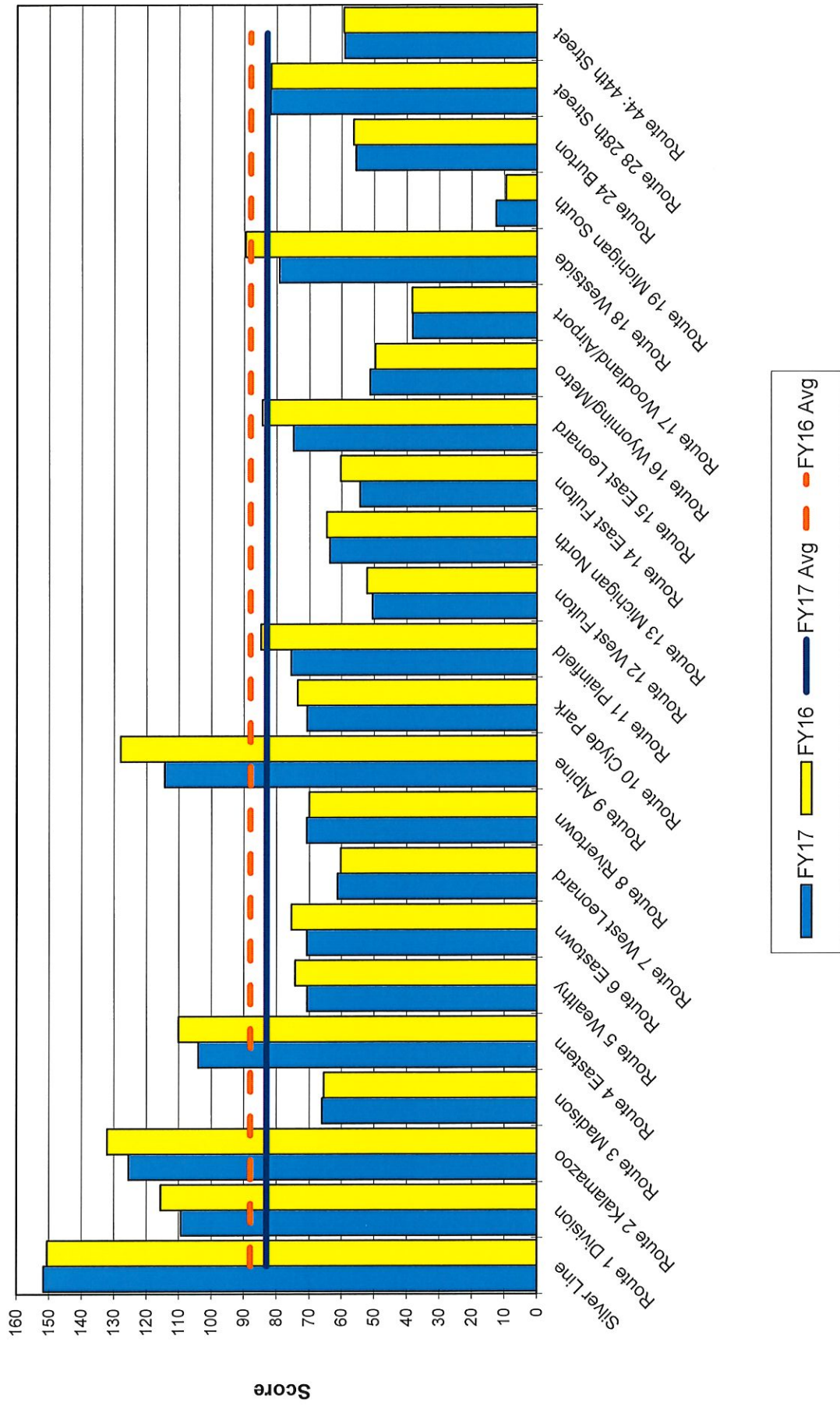
	FY 2018	FY 2017	Change
Total Service Weekdays	20	22	-2
Total Service Saturdays	5	5	0
Total Service Sundays	5	3	-2

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

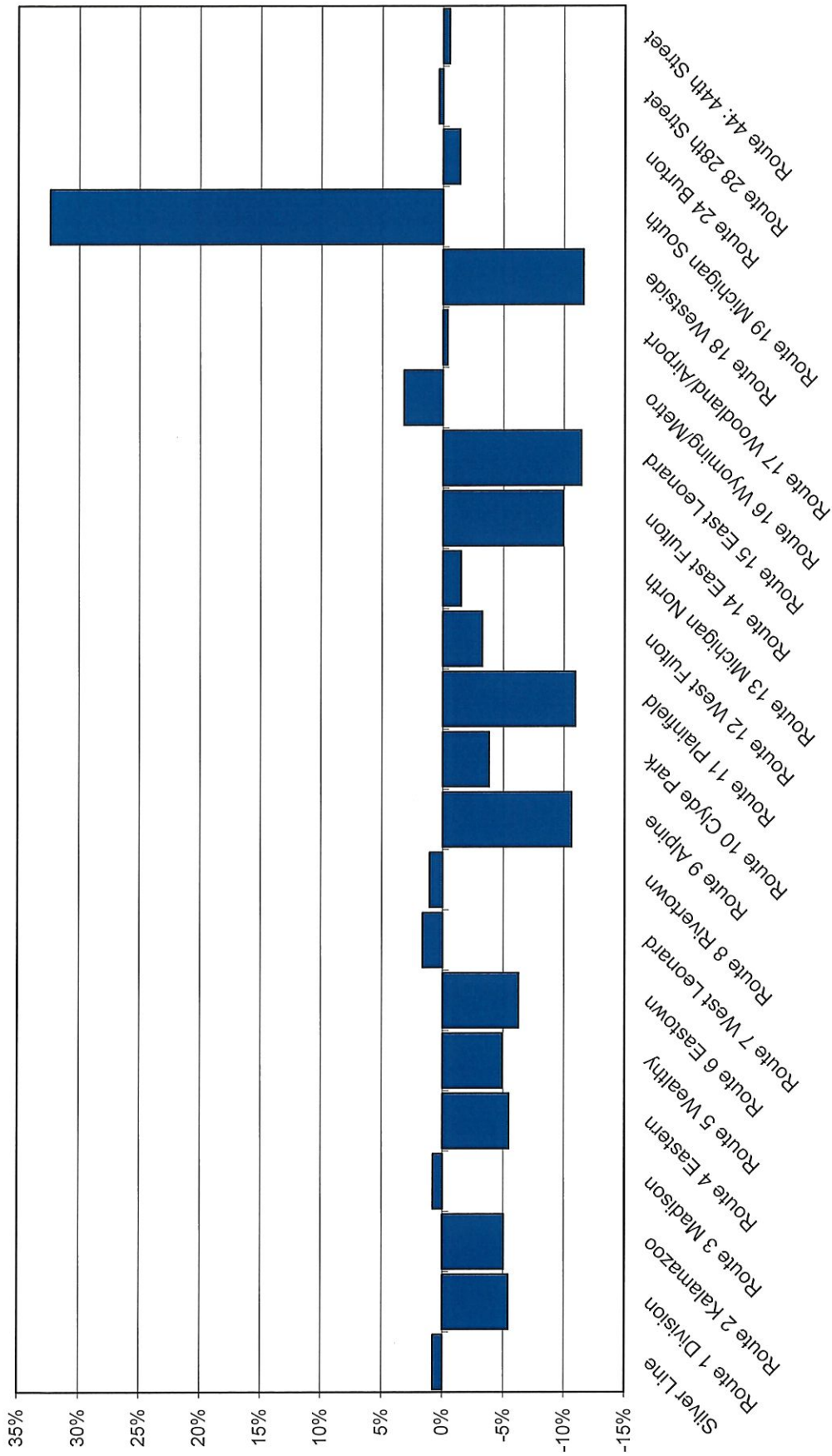
Monthly Weekday Average Ridership History



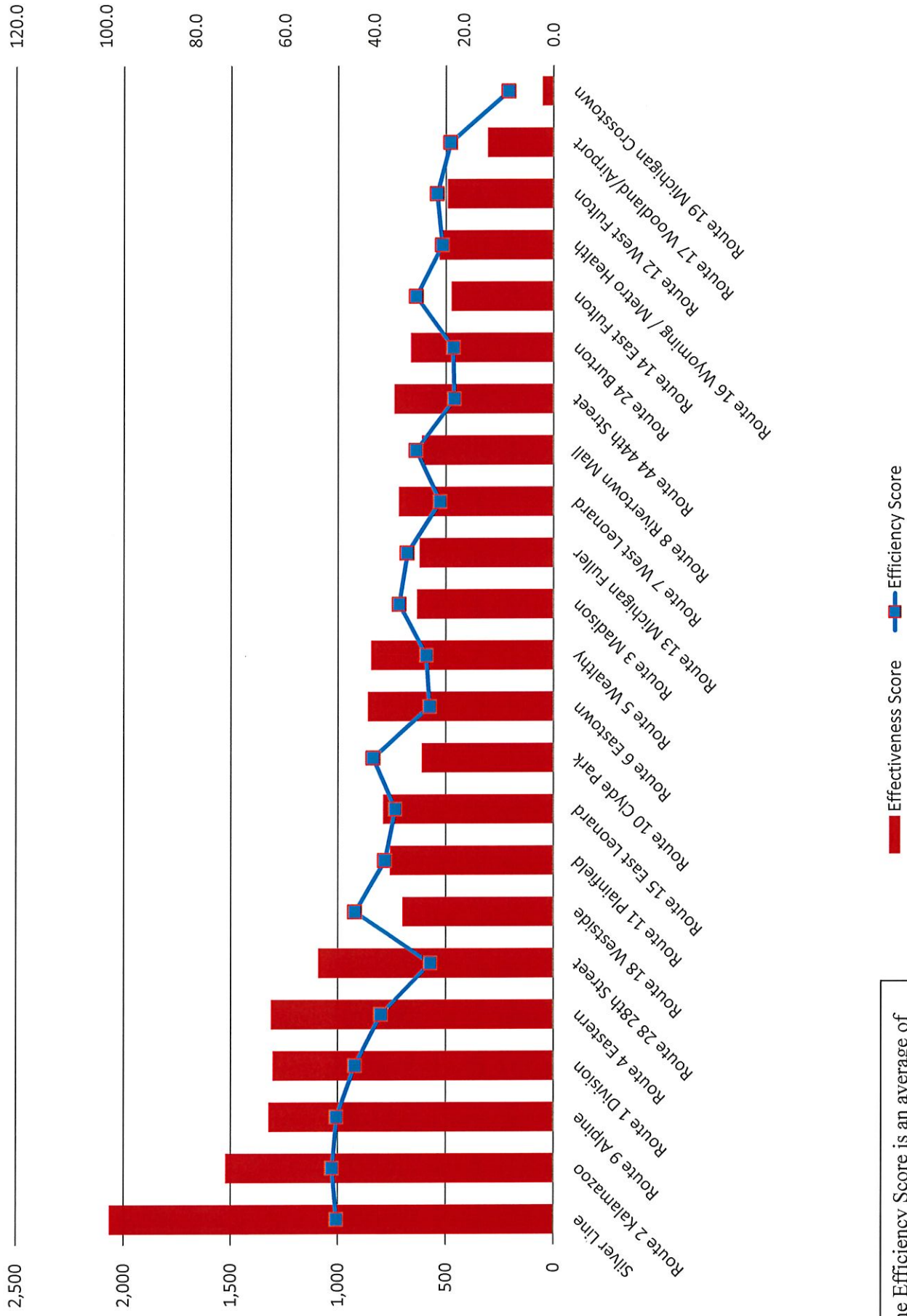
Fixed-Route Scoring Summary: December 2017 Compared to December 2016



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



Fixed Route Efficiency Score and Ridership Levels - December 2017



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

December 2017 Ridership Report
Ridership by Fare Category

	December 2017	December 2016	Actual Change	% Change
Regular Route Summary				
\$1.75 Cash Fare	67,850	77,054	-9,204	-11.9%
\$1.75 Adult One-Ride Ticket	7,923	8,514	-591	-6.9%
\$1.35 Adult Ticket	32,572	35,505	-2,933	-8.3%
\$1.05 Student Ticket, Aquinas, Calvin and Kendall Tickets	76,562	84,900	-8,338	-9.8%
\$0.85 Senior / Disabled Ticket and Cash	20,732	23,001	-2,269	-9.9%
\$47 Regular and \$30 Reduced 31-Day Month Pass	106,723	121,877	-15,154	-12.4%
\$3.50 One-Day Pass	26,160	28,611	-2,451	-8.6%
\$16.00 Seven-Day Pass	12,182	12,793	-611	-4.8%
Spectrum Health Employee Pass	4,444	3,993	451	11.3%
Free ADA	10,155	7,696	2,459	32.0%
GVSU Students on Routes 1-44	10,583	11,541	-958	-8.3%
Miscellaneous Fare	32,850	23,831	9,019	37.8%
Transfers	89,171	104,098	-14,927	-14.3%
Silver Line	61,955	62,926	-971	-1.5%
Total Regular Route Ridership	559,862	606,340	-46,478	-7.7%

Contracted/Specialized Services Summary

DASH	24,990	24,000	990	4.1%
GRCC Shuttle	6,635	8,023	-1,388	-17.3%
GVSU Campus Connector	63,008	79,349	-16,341	-20.6%
GVSU Off-Campus Shuttle	28,221	30,252	-2,031	-6.7%
GVSU South Campus Express	43,480	62,989	-19,509	-31.0%
FSU	427	334	93	27.8%
Vanpools	2,625	3,150	-525	-16.7%
Total Contracted Ridership	169,386	208,096	-38,710	-18.6%

Demand Response Summary

GO!Bus (does not include PASS)	27,523	28,696	-1,173	-4.1%
PASS North Ridership (Including Transfers)	252	288	-36	-12.5%
PASS SE Ridership (Including Transfers)	156	228	-72	-31.6%
PASS SW Ridership (Including Transfers)	78	69	9	13.0%
Total Demand Response Ridership	28,009	29,281	-1,272	-4.3%

	2017	2016	Change	YTD Change
Total Service Weekdays	20	22	-2	-1
Total Service Saturdays	5	5	0	-1
Total Service Sundays	5	3	2	2
Total Holidays	1	1	0	0
Total Service Days	30	30	0	0
Total Days	31	31	0	0

Total Weekday Fixed-Route Ridership	560,671	637,118	-76,447	-12.0%
Total Weekday Evening Fixed-Route Ridership	83,826	101,213	-17,387	-17.2%
Total Weekday and Weekday Evening Fixed-Route Ridership	644,497	738,331	-93,834	-12.7%
Total Saturday Fixed-Route Ridership	58,354	58,930	-576	-1.0%
Total Sunday Fixed-Route Ridership	26,397	17,175	9,222	53.7%
Avg Weekday Daytime Fixed-Route Ridership	28,034	28,960	-926	-3.2%
Avg Weekday Evening Fixed-Route Ridership	4,191	4,601	-409	-8.9%
Avg Weekday and Weekday Evening Fixed-Route Ridership	32,225	33,561	-1,336	-4.0%
Avg Saturday Fixed-Route Ridership	11,671	11,786	-115	-1.0%
Avg Sunday Fixed-Route Ridership	5,279	5,725	-446	-7.8%

	2017	2016	Change	% Change
Fixed-Route Ridership Month to Date	559,862	606,340	-46,478	-7.7%
Contracted/Specialized Service Ridership Month to Date	169,386	208,096	-38,710	-18.6%
Demand Response Ridership Month to Date	28,009	29,281	-1,272	-4.3%
Total Monthly Ridership	757,257	843,717	-86,460	-10.2%
	2017	2016	Change	% Change
Fixed-Route Ridership Year to Date	1,866,814	1,997,661	-130,847	-6.6%
Contracted/Specialized Service Ridership Year to Date	923,571	1,013,268	-89,697	-8.9%
Demand Response Ridership Year to Date	88,348	89,135	-787	-0.9%
Total Ridership Year to Date	2,878,733	3,100,064	-221,331	-7.1%
Projected Annual Ridership	10,189,325	10,972,730	-783,405	-7.1%

December 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	27.6	2.06	37.3%	48.3	2,066	103.3	151.6	100.0%	1	1	0	61,955	10
Route 2 Kalamazoo	26.1	2.51	33.9%	49.3	1,523	76.1	125.5	65.5%	2	2	0	45,681	15
Route 9 Alpine	23.8	2.48	34.7%	48.4	1,321	66.1	114.4	50.9%	3	3	0	39,631	15
Route 1 Division	24.4	1.93	34.4%	44.3	1,302	65.1	109.4	44.3%	4	4	0	39,057	15
Route 4 Eastern	20.4	1.71	30.4%	38.5	1,311	65.6	104.1	37.3%	5	5	0	39,336	15
Route 28 28th Street	15.7	1.09	22.4%	27.5	1,091	54.5	82.0	8.2%	6	6	0	32,723	15
Route 18 Westside	20.5	2.19	30.8%	44.3	699	34.9	79.2	4.5%	7	7	0	17,470	30
Route 11 Plainfield	20.5	1.72	28.3%	37.6	759	37.9	75.6	-0.3%	8	8	0	22,757	15
Route 15 East Leonard	18.8	1.78	24.5%	35.3	791	39.5	74.8	-1.3%	10	9	-1	23,725	15
Route 10 Clyde Park	23.6	1.69	31.0%	40.2	610	30.5	70.7	-6.7%	11	11	0	18,300	30
Route 6 Eastown	14.8	1.41	18.7%	27.6	862	43.1	70.7	-6.7%	9	10	1	25,847	15
Route 5 Wealthy	15.3	1.32	21.1%	28.4	846	42.3	70.6	-6.8%	12	12	0	21,138	15
Route 3 Madison	21.8	1.30	27.0%	34.4	633	31.6	66.0	-12.9%	14	14	0	15,817	30
Route 13 Michigan Fuller	18.1	1.58	22.9%	32.6	621	31.1	63.7	-16.0%	13	15	2	15,537	15
Route 7 West Leonard	15.1	0.99	20.3%	25.3	718	35.9	61.2	-19.3%	15	16	1	17,940	15
Route 8 Rivertown Mall	17.9	1.25	24.2%	30.7	610	30.5	61.2	-19.3%	16	13	-3	18,300	30
Route 44 44th Street	11.7	0.87	19.2%	22.1	739	36.9	59.1	-22.1%	17	17	0	18,465	30
Route 24 Burton	11.8	0.92	18.9%	22.4	663	33.1	55.5	-26.7%	18	19	1	16,567	30
Route 14 East Fulton	16.2	1.54	21.3%	30.6	473	23.7	51.3	-28.3%	20	18	-2	11,837	30
Route 16 Wyoming / Metro Health	14.0	1.04	19.5%	24.8	529	26.5	54.3	-32.3%	19	21	2	15,878	30
Route 12 West Fulton	14.4	1.34	16.8%	26.0	492	24.5	50.5	-33.5%	21	20	-1	12,288	30
Route 17 Woodland/Airport	13.7	0.97	17.4%	23.0	305	15.3	38.2	-49.5%	22	22	0	6,103	30
Route 19 Michigan Crossstown	4.8	0.40	9.2%	10.0	50	2.5	12.5	-83.5%	23	23	0	1,807	30
System Summary	19.5	1.57	25.7%		823	2.5	75.8	n/a				537,353	

System Average (mean)	Standard deviation	Routes above standard (equal or greater than 66.7% of mean)	Routes above one standard deviation of mean	Above average routes within one standard deviation of mean	Average routes	Below average routes within one standard deviation of mean	Routes below one standard deviation of mean	Routes below standard (equal or less than 66.7% of mean)
19.5	1.57	25.7%	34.6	57.8	41.1	75.8	30.3	126.3
5.2	0.53	6.7%	10.0	57.8	17.7	30.3	n/a	n/a
32.5	2.62	42.8%	57.8	57.8	68.6	126.3	66.7%	66.7%
32.4	2.61	42.7%	57.6	68.5	68.5	126.2	66.5%	66.5%
24.7	2.10	32.3%	44.6	58.9	58.9	106.1	39.9%	39.9%
14.3	1.04	19.0%	24.7	23.4	23.4	45.5	-12.5% mean	-12.5% mean
6.6	0.53	8.6%	11.7	13.8	13.8	25.4	-39.9%	-39.9%
6.5	0.52	8.5%	11.5	13.7	13.7	25.3	-66.7%	-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	34.8	1.91	n/a	49.8	2,864	143.2	193.0	n/a	n/a	n/a	n/a	63,008	7
GVSU South Campus Express	103.6	10.85	n/a	206.8	2,718	135.9	342.7	n/a	n/a	n/a	n/a	43,480	10
GVSU Off-Campus	88.0	10.61	n/a	191.5	1,764	88.2	279.7	n/a	n/a	n/a	n/a	28,221	10
GRCC CHS Express	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	5
GRCC Shuttle	49.8	12.57	n/a	183.0	1,327	66.4	249.4	n/a	n/a	n/a	n/a	6,635	10
DASH South	n/a	n/a	n/a	n/a	0	0.0	n/a	n/a	n/a	n/a	n/a	0	5
DASH West	18.0	2.42	n/a	42.0	1,060	53.0	95.0	n/a	n/a	n/a	n/a	21,191	5
DASH North	4.1	0.53	n/a	9.4	190	9.5	18.9	n/a	n/a	n/a	n/a	3,799	20
FSU	3.7	0.10	n/a	4.1	27	1.3	5.4	n/a	n/a	n/a	n/a	427	120
Total System Summary	21.86	1.77	26.20%									166,761	

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 greater than 66.7% below the mean
 Routes with scores greater than 66.7% below the mean