

Date: March 7, 2018
To: ITP Board
From: Kevin Wisselink / Planning Department
Subject: JANUARY 2018 RIDERSHIP AND PRODUCTIVITY REPORT

BACKGROUND

Ridership was helped by there being no major school closure days in January 2018 while there was such as day in January 2017; however, ridership was for the month was still down over 5%.

RIDERSHIP SUMMARY

January 2018 compared to January 2017

Total Ridership by Category:

- Routes 1 – 44 ridership (611,335) decreased **6.8%** (-44,846)
- Contracted/Specialized Service ridership (318,840) decreased **2.5%** (-8,265)
- Demand-Response ridership (31,017) increased **1.9%** (575)
- **Total Ridership (961,192) decreased 5.2% (-52,536)**

Daily Averages:

- Average Weekday total ridership (39,966) decreased **4.7%** (-1,935)
- Average Weekday evening ridership (4,821) decreased **8.3%** (-437)
- Average Saturday ridership (12,423) decreased **13.3%** (-1,907)
- Average Sunday ridership (5,807) decreased **11.1%** (-727)

Fiscal Year 2018 compared to Fiscal Year 2017

Total Ridership by Category:

- Routes 1 – 44 ridership (2,478,149) decreased **6.6%** (-175,693)
- Contracted/Specialized Service ridership (1,242,411) decreased **7.3%** (-97,962)
- Demand-Response ridership (119,365) decreased **0.2%** (-212)
- **Total Ridership (3,839,925) decreased 6.7% (-273,867)**

Daily Averages:

- Average Weekday total ridership (39,997) decreased **5.5%** (-2,327)
- Average Weekday evening ridership (5,020) decreased **10.3%** (-575)
- Average Saturday ridership (12,572) decreased **10.0%** (-1,392)
- Average Sunday ridership (5,950) decreased **7.6%** (-489)

ROUTE PERFORMANCE SUMMARY (Routes 1-44 Only)

January 2018 fixed-route system performance increased compared to January 2017 (contracted services not included). The fixed-route summary is as follows:

- Average passengers per hour (**20.2**) decreased **6.7%** (-0.7 points)
- Average passengers per mile (**1.63**) decreased **6.7%** (-0.9 points)
- Average farebox recovery percent (**26.2%**) decreased 3.4% (-0.5 points)
- Average daily passengers (**19,797**) decreased **7.2%** (-3.5 points)
- **Monthly system performance (80.7 points) decreased 6.5% (-5.6 points)**
- **FY 2018 system performance (82.4 points) decreased 5.2% (-5.2 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:	20.2	21.6	10.1	10.8	-0.7	-6.7%
Avg Passengers per Mile per Route:	1.63	1.74	12.5	13.4	-0.9	-6.7%
Avg Fare-box Recovery % per Route:	26.2%	27.1%	13.1	13.5	-0.5	-3.4%
Avg Daily Fixed-Route Passengers:	19,797	21,331	45.0	48.5	-3.5	-7.2%
January Total:			80.7	86.3	-5.6	-6.5%
Year Average:			82.4	87.6	-5.2	-6.0%

- **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)**

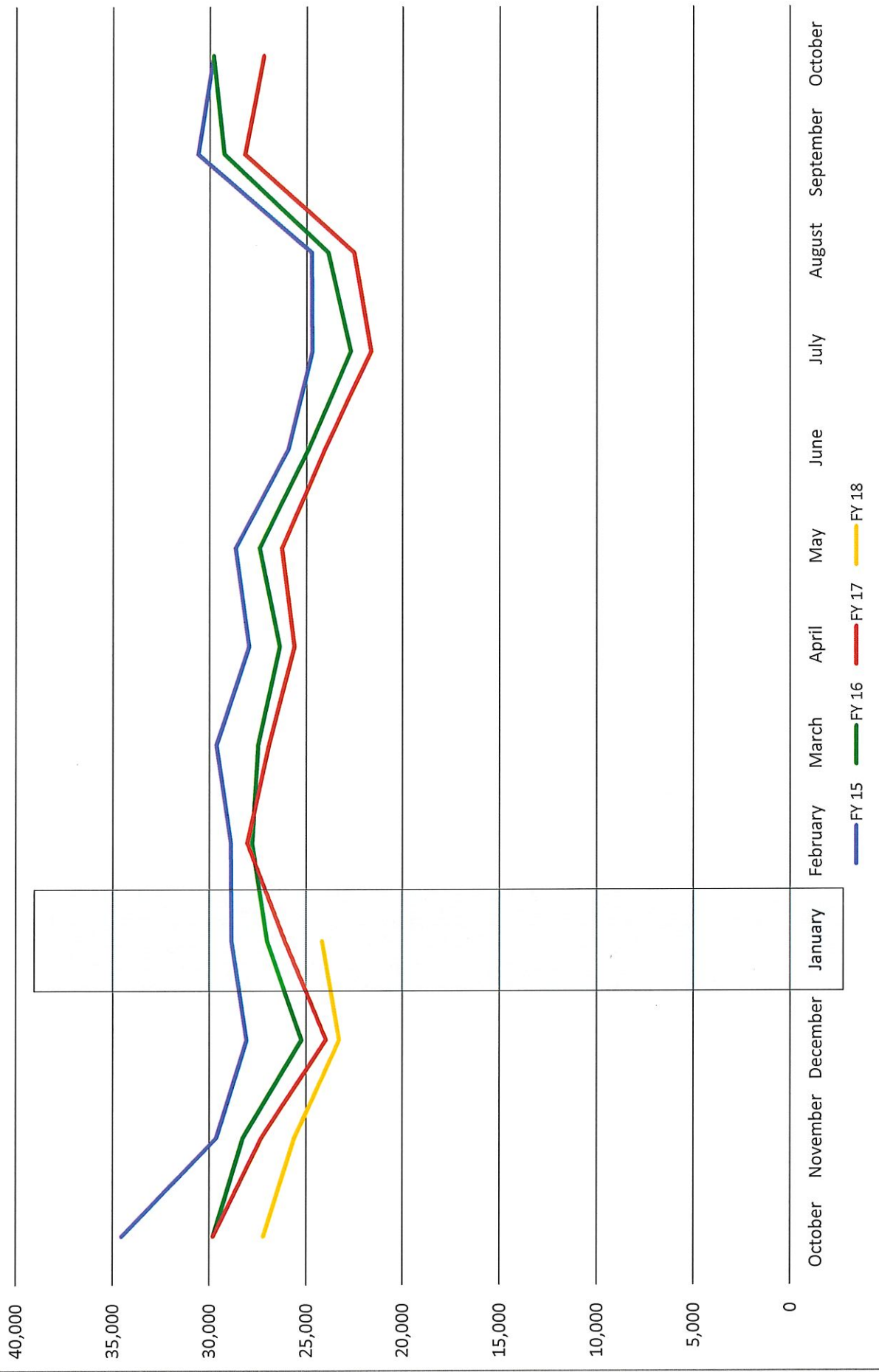
January 2018 Fixed Route Ridership Change: **-9.5%**
 January 2018 Total Ridership Change: **-10.1%**

Change in service days from January 2018 to January 2017

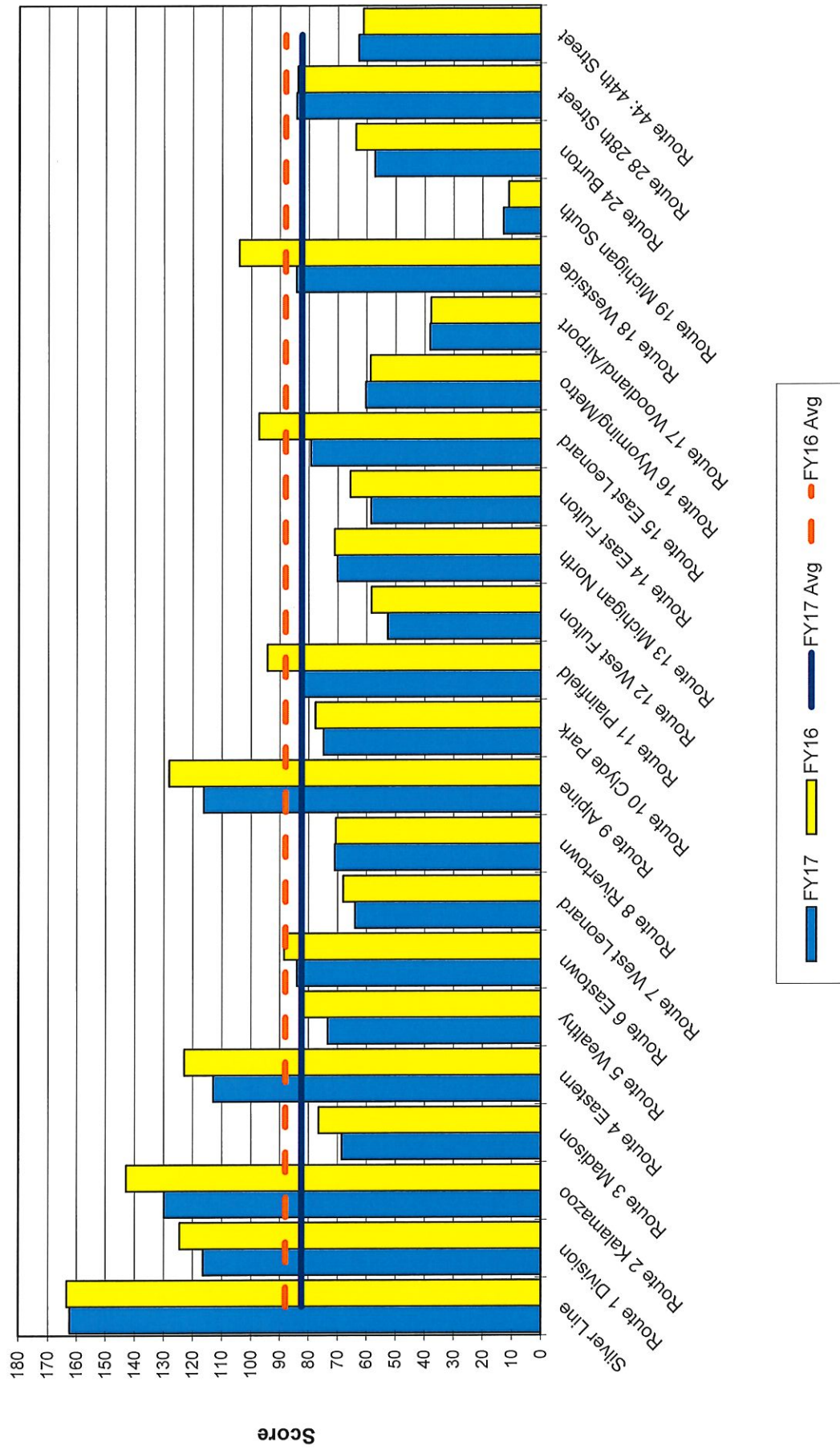
	FY 2018	FY 2017	Change
Total Service Weekdays	22	22	0
Total Service Saturdays	4	4	0
Total Service Sundays	4	4	0

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

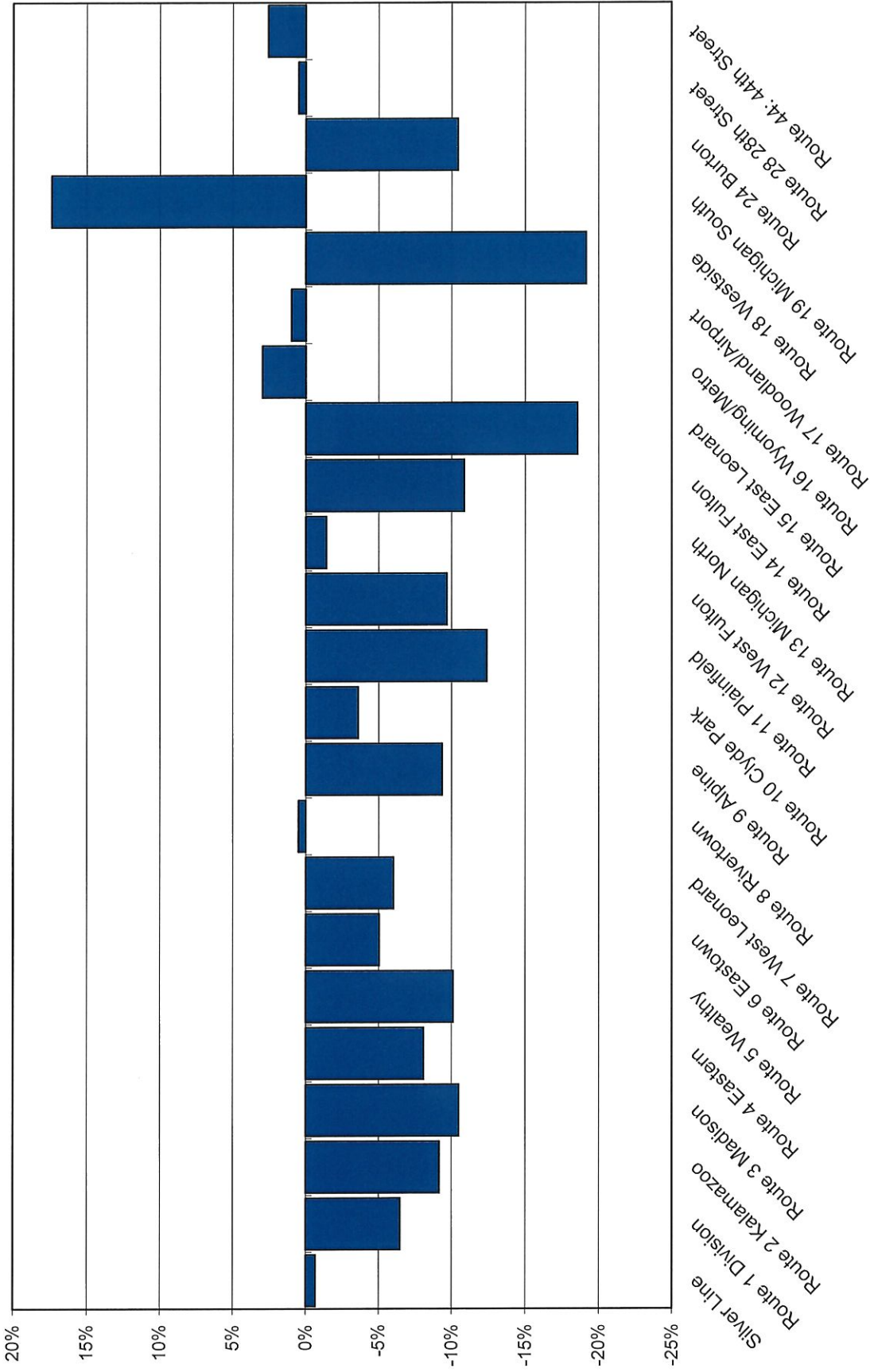
Monthly Weekday Average Ridership History



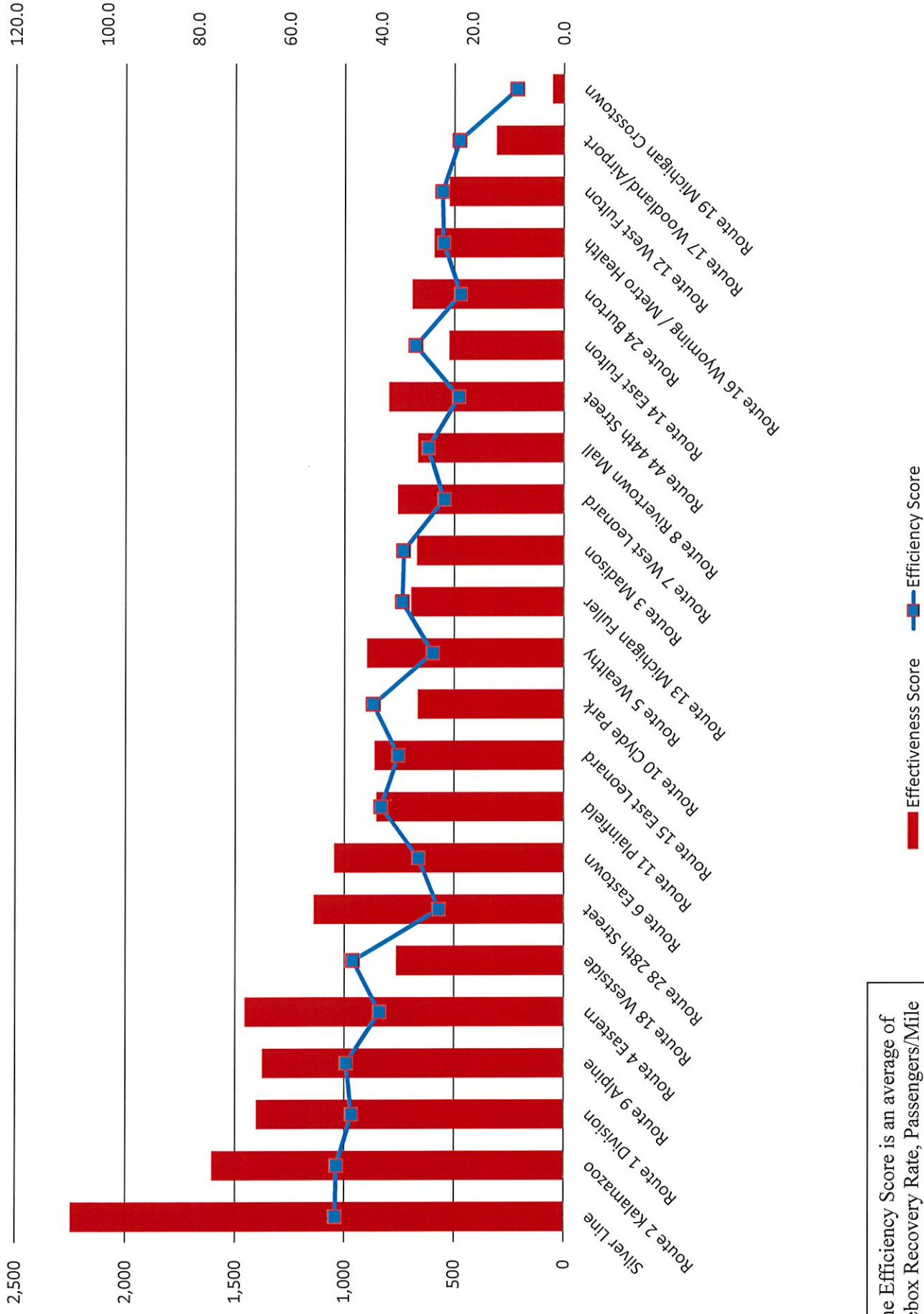
Fixed-Route Scoring Summary: January 2018 Compared to January 2017



Percent Change by Route: January 2018 Compared to Compared January 2017



Fixed Route Efficiency Score and Ridership Levels - January 2018



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

January 2018 Ridership Report
Ridership by Fare Category

	January 2018	January 2017	Actual Change	% Change
Regular Route Summary				
\$1.75 Cash Fare	72,709	76,675	-3,966	-5.2%
\$1.75 Adult One-Ride Ticket	8,818	8,931	-113	-1.3%
\$1.35 Adult Ticket	35,322	37,645	-2,323	-6.2%
\$1.05 Student Ticket, Aquinas, Calvin and Kendall Tickets	87,688	106,462	-18,774	-17.6%
\$0.85 Senior / Disabled Ticket and Cash	21,410	21,376	34	0.2%
\$47 Regular and \$30 Reduced 31-Day Month Pass	117,721	130,856	-13,135	-10.0%
\$3.50 One-Day Pass	28,258	27,807	451	1.6%
\$16.00 Seven-Day Pass	14,163	14,833	-670	-4.5%
Spectrum Health Employee Pass	5,177	4,149	1,028	24.8%
Free ADA	9,896	8,138	1,758	21.6%
GVSU Students on Routes 1-44	13,275	14,396	-1,121	-7.8%
Miscellaneous Fare	28,881	24,157	4,724	19.6%
Transfers	100,605	112,623	-12,018	-10.7%
Silver Line	67,412	68,133	-721	-1.1%
Total Regular Route Ridership	611,335	656,181	-44,846	-6.8%

Contracted/Specialized Services Summary

DASH	34,736	30,272	4,464	14.7%
GRCC Shuttle	19,231	17,307	1,924	11.1%
GVSU Campus Connector	130,181	131,794	-1,613	-1.2%
GVSU Off-Campus Shuttle	58,867	58,105	762	1.3%
GVSU South Campus Express	71,408	85,465	-14,057	-16.4%
FSU	1,056	546	510	93.4%
Vanpools	3,361	3,616	-255	-7.1%
Total Contracted Ridership	318,840	327,105	-8,265	-2.5%

Demand Response Summary

GO!Bus (does not include PASS)	30,486	29,810	676	2.3%
PASS North Ridership (Including Transfers)	237	333	-96	-28.8%
PASS SE Ridership (Including Transfers)	205	223	-18	-8.1%
PASS SW Ridership (Including Transfers)	89	76	13	17.1%
Total Demand Response Ridership	31,017	30,442	575	1.9%

	2018	2016	Change	YTD Change
Total Service Weekdays	22	22	0	-1
Total Service Saturdays	4	4	0	-1
Total Service Sundays	4	4	0	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	751,207	784,173	-32,966	-4.2%
Total Weekday Evening Fixed-Route Ridership	106,051	115,662	-9,611	-8.3%
Total Weekday and Weekday Evening Fixed-Route Ridership	857,258	899,835	-42,577	-4.7%
Total Saturday Fixed-Route Ridership	49,690	57,317	-7,627	-13.3%
Total Sunday Fixed-Route Ridership	23,227	26,134	-2,907	-11.1%
Avg Weekday Daytime Fixed-Route Ridership	34,146	35,644	-1,498	-4.2%
Avg Weekday Evening Fixed-Route Ridership	4,821	5,257	-437	-8.3%
Avg Weekday and Weekday Evening Fixed-Route Ridership	38,966	40,902	-1,935	-4.7%
Avg Saturday Fixed-Route Ridership	12,423	14,329	-1,907	-13.3%
Avg Sunday Fixed-Route Ridership	5,807	6,534	-727	-11.1%

	2017	2016	Change	% Change
Fixed-Route Ridership Month to Date	611,335	656,181	-44,846	-6.8%
Contracted/Specialized Service Ridership Month to Date	318,840	327,105	-8,265	-2.5%
Demand Response Ridership Month to Date	31,017	30,442	575	1.9%
Total Monthly Ridership	961,192	1,013,728	-52,536	-5.2%
	2018	2016	Change	% Change
Fixed-Route Ridership Year to Date	2,478,149	2,653,842	-175,693	-6.6%
Contracted/Specialized Service Ridership Year to Date	1,242,411	1,340,373	-97,962	-7.3%
Demand Response Ridership Year to Date	119,365	119,577	-212	-0.2%
Total Ridership Year to Date	3,839,925	4,113,792	-273,867	-6.7%
Projected Annual Ridership	10,242,244	10,972,730	-730,486	-6.7%

January 2018 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	28.8	2.14	38.3%	50.0	2,247	112.4	162.4	101.3%	1	1	0	67,472	10
Route 2 Kalamazoo	26.5	2.57	33.4%	49.8	1,604	80.2	130.0	61.1%	2	2	0	48,121	15
Route 1 Division	25.8	2.04	35.7%	46.4	1,401	70.0	116.5	44.4%	3	4	1	42,029	15
Route 9 Alpine	23.6	2.46	33.8%	47.6	1,374	68.7	116.3	44.2%	4	3	-1	41,220	15
Route 4 Eastern	21.4	1.80	31.5%	40.3	1,453	72.7	113.0	40.1%	5	5	0	43,603	15
Route 18 Westside	25.5	2.33	30.8%	46.1	762	38.1	84.2	4.4%	6	7	1	19,820	30
Route 28 28th Street	15.6	1.09	22.2%	27.3	1,138	56.9	84.2	4.4%	7	6	-1	34,151	15
Route 6 Eastown	17.1	1.63	21.4%	31.8	1,045	52.3	84.0	4.2%	8	10	2	31,358	15
Route 11 Plainfield	21.7	1.83	30.2%	40.0	854	42.7	82.7	2.5%	9	8	-1	25,605	15
Route 15 East Leonard	19.5	1.84	24.7%	36.2	862	43.1	79.3	-1.7%	10	9	-1	25,854	15
Route 10 Clyde Park	24.6	1.76	31.8%	41.7	665	33.3	75.0	-7.1%	11	11	0	19,954	30
Route 5 Wealthy	15.7	1.35	20.9%	28.7	896	44.8	73.5	-8.9%	12	12	0	23,306	15
Route 13 Michigan Fuller	19.6	1.72	24.7%	35.4	696	34.8	70.2	-13.0%	13	15	2	18,098	15
Route 3 Madison	22.5	1.33	27.2%	35.1	669	33.5	68.5	-15.0%	14	14	0	17,399	30
Route 7 West Leonard	15.5	1.02	21.1%	26.2	756	37.8	64.0	-20.7%	15	16	1	19,664	15
Route 8 Rivertown Mall	17.5	1.23	23.0%	29.7	665	33.3	62.9	-22.0%	16	13	-3	19,954	30
Route 44 44th Street	12.3	0.92	19.6%	23.0	798	39.9	62.9	-22.0%	17	17	0	20,747	30
Route 14 East Fulton	17.5	1.66	21.9%	32.4	522	26.1	58.6	-27.4%	18	18	0	13,581	30
Route 24 Burton	12.0	0.93	18.9%	22.6	691	34.5	57.2	-29.1%	19	19	0	17,957	30
Route 16 Wyoming / Metro Health	15.0	1.12	20.5%	26.3	591	29.6	55.9	-30.7%	20	21	1	17,732	30
Route 12 West Fulton	14.9	1.39	16.9%	26.6	522	26.1	52.7	-34.6%	21	20	-1	13,570	30
Route 17 Woodland/Airport	13.8	0.97	16.9%	22.8	307	15.4	38.2	-52.6%	22	22	0	6,763	30
Route 19 Michigan Cross-town	5.0	0.42	9.9%	10.2	52	2.6	12.9	-84.1%	23	23	0	1,447	30
System Summary	20.2	1.63	26.2%		900		80.7	n/a				589,035	

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)
20.2	1.63	26.2%	43.6%	45.9	25.4	14.8	6.8	6.7
Passengers per Bus Hour	Passengers per Bus Mile	Farebox Recovery %	Efficiency Score	Daily Passengers	Effectiveness Score	Total Score	Distance from Mean	
20.2	1.63	26.2%	35.7	900	45.0	80.7	n/a	
5.4	0.55	6.7%	10.3	379	18.9	32.1	n/a	
33.6	2.71	43.6%	59.4	1,500	75.0	134.4	66.7%	
33.5	2.70	43.5%	59.3	1,499	75.0	134.3	66.6%	
25.5	2.17	32.9%	45.9	1,278	63.9	112.8	39.8%	
+/- 12.5% mean	+/- 12.5% mean	+/- 12.5% mean	+/- 12.5% mean	+/- 12.5% mean	+/- 12.5% mean	+/- 12.5% mean	+/- 12.5% mean	
14.8	1.08	19.4%	25.4	521	26.1	48.5	-39.8%	
6.8	0.55	8.8%	12.1	301	15.0	27.0	-66.6%	
6.7	0.54	8.7%	11.9	300	15.0	26.9	-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	32.4	1.74	n/a	45.9	4,339	217.0	262.9	n/a	n/a	n/a	n/a	130,181	7
GVSU South Campus Express	45.1	5.06	n/a	93.9	3,246	162.3	256.1	n/a	n/a	n/a	n/a	71,408	10
GVSU Off-Campus	49.7	6.45	n/a	113.3	2,676	133.8	247.1	n/a	n/a	n/a	n/a	58,867	10
GVSU 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	77.0	19.43	n/a	282.9	4,806	240.4	523.3	n/a	n/a	n/a	n/a	19,231	10
DASH South	n/a	n/a	n/a	n/a	0	0.0	0	n/a	n/a	n/a	n/a	0	5
DASH West	24.3	3.27	n/a	56.8	1,431	71.6	128.3	n/a	n/a	n/a	n/a	31,484	5
DASH North	3.2	0.41	n/a	7.3	148	7.4	14.7	n/a	n/a	n/a	n/a	3,252	20
FSU	5.1	0.13	n/a	5.6	48	2.4	8.0	n/a	n/a	n/a	n/a	1,056	120
Total System Summary	32.98	2.93	n/a									315,479	

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