

**Date:** May 9, 2018  
**To:** ITP Board  
**From:** Kevin Wisselink / Planning Department  
**Subject:** MARCH 2018 RIDERSHIP AND PRODUCTIVITY REPORT

## BACKGROUND

Overall ridership was down 9.0% for the month, but this was partly due to there being one less weekday in March 2018. Additionally, more of the decrease came from Contracted service than from Fixed Route. When looking at comparable days from last year, the actual change in fixed route ridership was a 5.1% loss in ridership.

## RIDERSHIP SUMMARY

### **March 2018 compared to March 2017**

#### Total Ridership by Category:

- Routes 1 – 44 ridership (660,952) decreased **6.1%** (-42,886)
- Contracted/Specialized Service ridership (262,218) decreased **16.0%** (-49,793)
- Demand-Response ridership (31,432) decreased **4.6%** (-1,517)
- **Total Ridership (954,602) decreased 9.0% (-94,196)**

#### Daily Averages:

- Average Weekday total ridership (37,963) decreased **7.1%** (-2,882)
- Average Weekday evening ridership (4,656) decreased **12.0%** (-638)
- Average Saturday ridership (12,844) decreased **3.0%** (-402)
- Average Sunday ridership (5,943) increased **1.4%** (81)

### **Fiscal Year 2018 compared to Fiscal Year 2017**

#### Total Ridership by Category:

- Routes 1 – 44 ridership (3,739,159) decreased **6.6%** (-266,220)
- Contracted/Specialized Service ridership (1,841,010) decreased **9.1%** (-184,499)
- Demand-Response ridership (181,732) decreased **0.9%** (-1,679)
- **Total Ridership (5,760,222) decreased 7.3% (-452,398)**

#### Daily Averages:

- Average Weekday total ridership (40,113) decreased **6.2%** (-2,631)
- Average Weekday evening ridership (5,031) decreased **10.5%** (-588)
- Average Saturday ridership (12,708) decreased **9.2%** (-1,287)
- Average Sunday ridership (5,976) decreased **6.2%** (-397)

ROUTE PERFORMANCE SUMMARY (Routes 1-44 Only)

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

- Average passengers per hour (21.4) decreased 4.2% (-0.5 points)
- Average passengers per mile (1.72) decreased 4.2% (-0.6 points)
- Average farebox recovery percent (27.7%) increased 3.0% (0.4 points)
- Average daily passengers (20,878) decreased 9.0% (-4.5 points)
- **Monthly system performance (83.6 points) decreased 5.8% (-5.2 points)**
- **FY 2018 system performance (83.3 points) decreased 5.9% (-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:	21.4	22.3	10.7	11.2	-0.5	-4.2%
Avg Passengers per Mile per Route:	1.72	1.80	13.3	13.8	-0.6	-4.2%
Avg Fare-box Recovery % per Route:	27.7%	26.9%	13.8	13.4	0.4	3.0%
Avg Daily Fixed-Route Passengers:	20,153	22,153	45.8	50.3	-4.5	-9.0%
<b>March Total:</b>			<b>83.6</b>	<b>88.8</b>	<b>-5.2</b>	<b>-5.8%</b>
<b>Year Average:</b>			<b>83.3</b>	<b>88.4</b>	<b>-5.2</b>	<b>-5.9%</b>

- **18 of 23 (78.2%) 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 and Route 2 – Kalamazoo 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)**

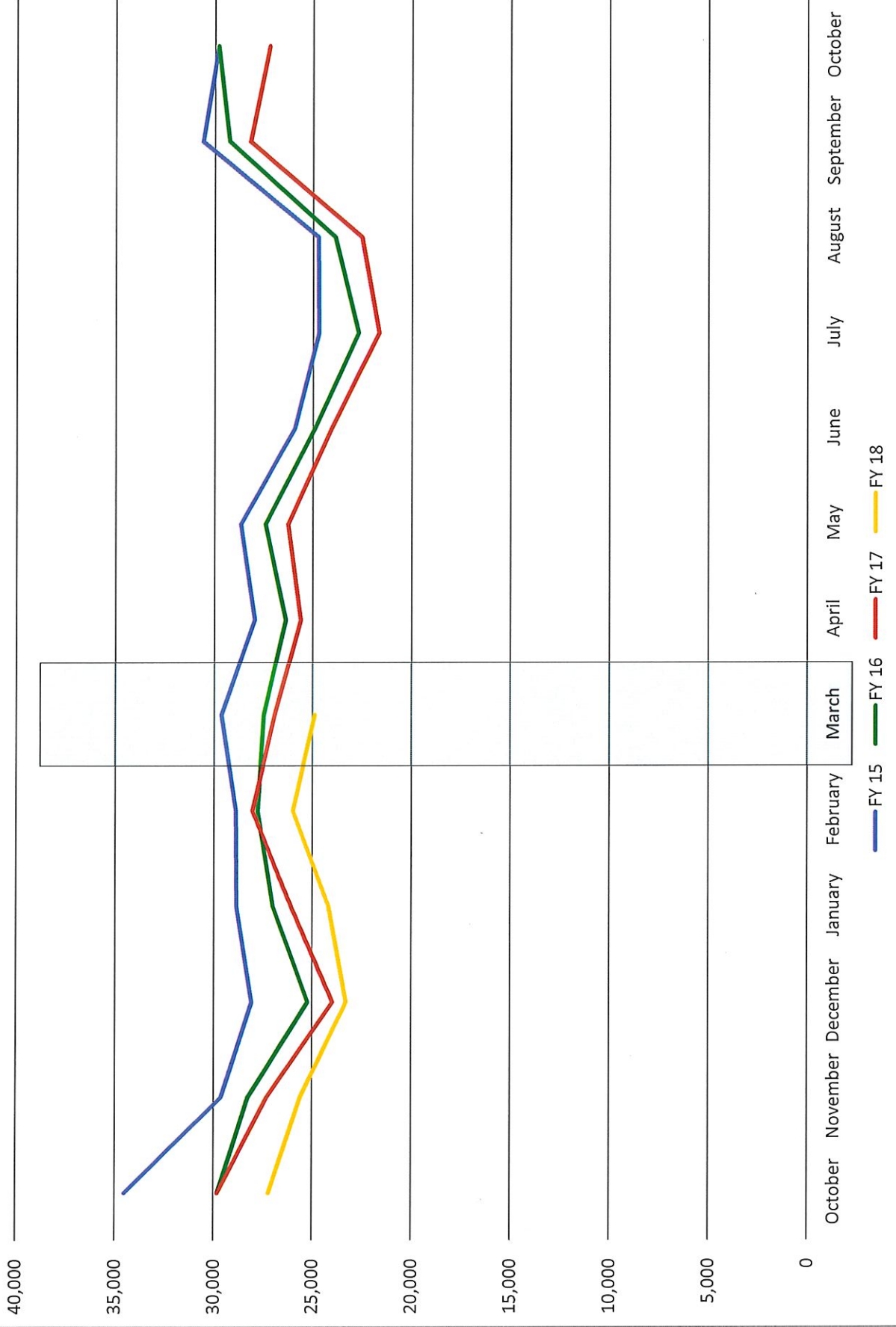
March 2018 Fixed Route Ridership Change: **-5.1%**  
 March 2018 Total Ridership Change: **-7.4%**

**Change in service days from March 2018 to March 2017**

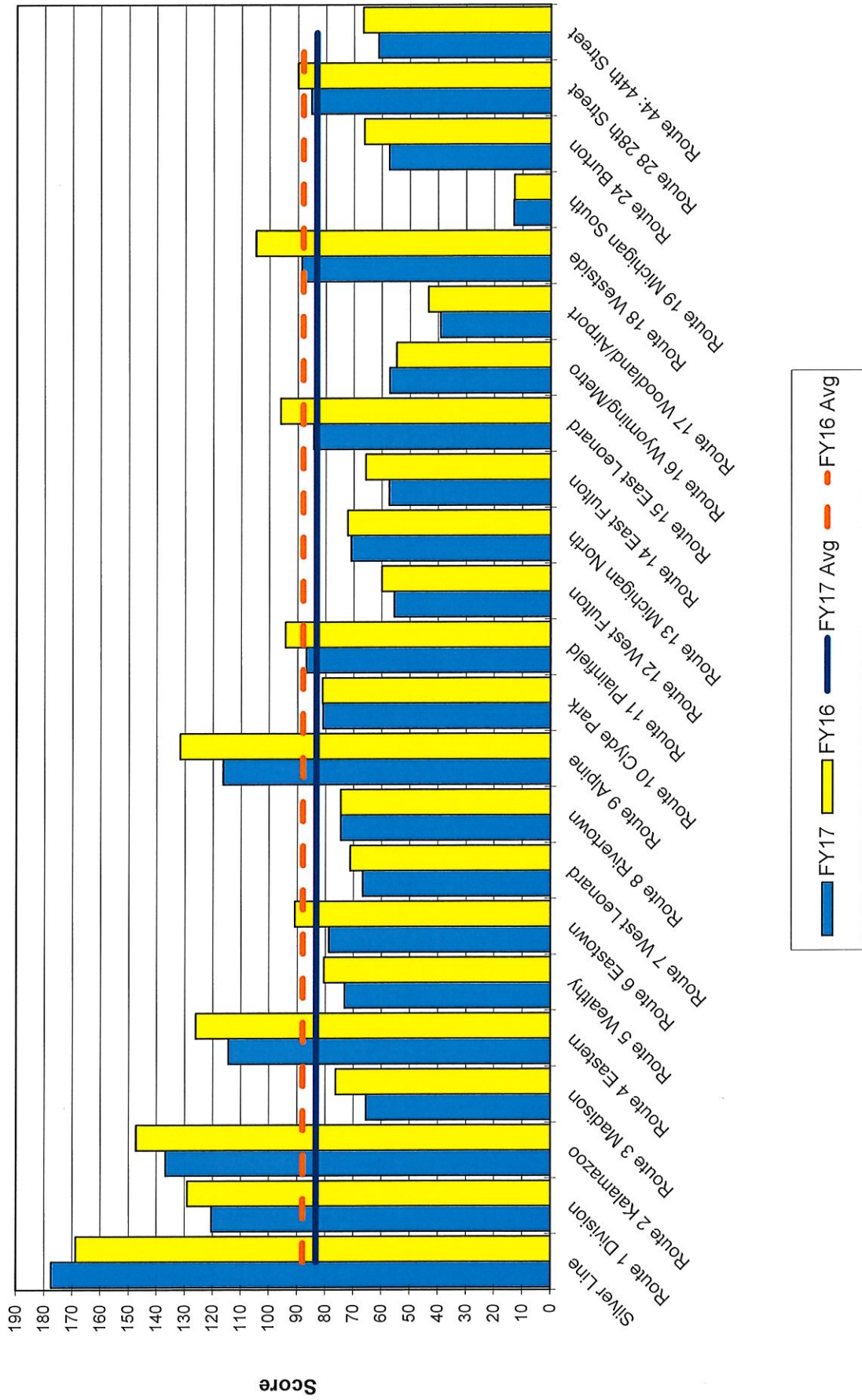
	FY 2018	FY 2017	Change
Total Service Weekdays	22	23	-1
Total Service Saturdays	5	4	+1
Total Service Sundays	4	4	0

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

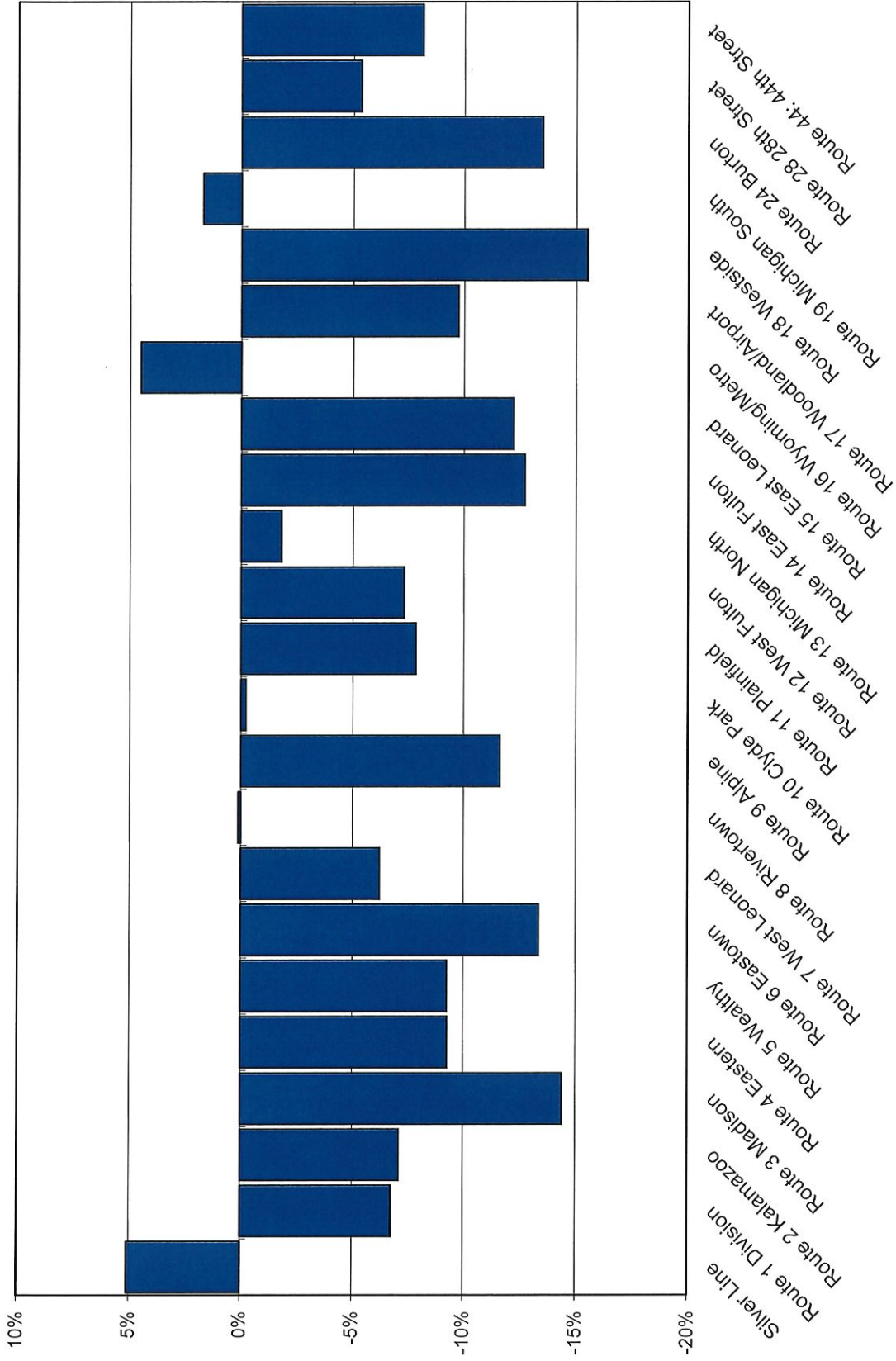
# Monthly Weekday Average Ridership History



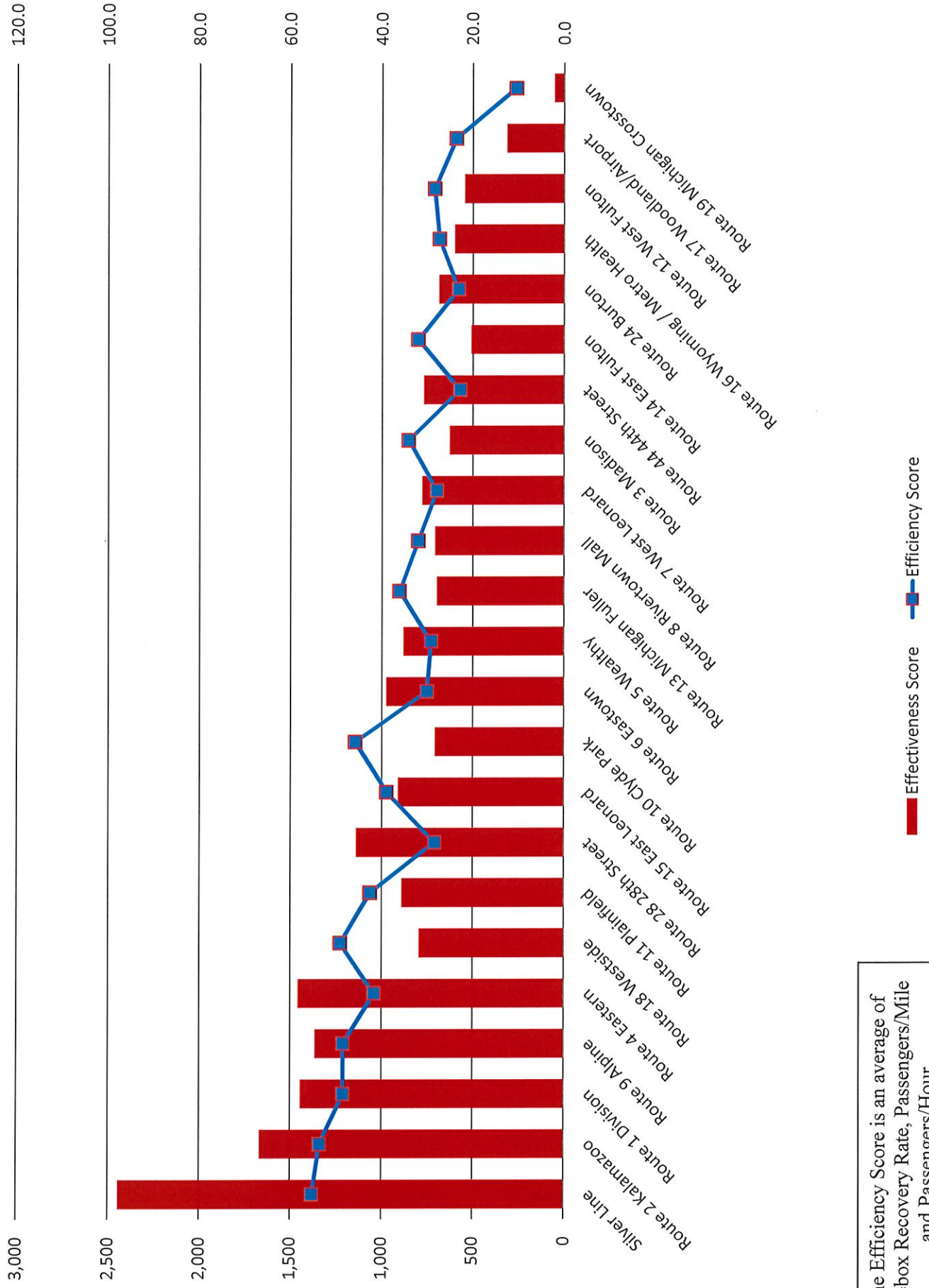
# Fixed-Route Scoring Summary: March 2018 Compared to March 2017



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



# Fixed Route Efficiency Score and Ridership Levels - March 2018



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

March 2018 Ridership Report  
Ridership by Fare Category

	March 2018	March 2017	Actual Change	% Change
<b>Regular Route Summary</b>				
\$1.75 Cash Fare	76,111	79,675	-3,564	-4.5%
\$1.75 Adult One-Ride Ticket	8,840	9,566	-726	-7.6%
\$1.35 Adult Ticket	34,190	37,091	-2,901	-7.8%
\$1.05 Student Ticket, Aquinas, Calvin and Kendall Tickets	93,583	111,746	-18,163	-16.3%
\$0.85 Senior / Disabled Ticket and Cash	24,749	23,630	1,119	4.7%
\$47 Regular and \$30 Reduced 31-Day Month Pass	116,580	148,242	-31,662	-21.4%
\$3.50 One-Day Pass	30,888	31,588	-700	-2.2%
\$16.00 Seven-Day Pass	15,435	15,181	254	1.7%
Spectrum Health Employee Pass	6,154	4,517	1,637	36.2%
Free ADA	12,872	10,145	2,727	26.9%
GVSU Students on Routes 1-44	12,359	14,744	-2,385	-16.2%
Miscellaneous Fare	48,357	28,430	19,927	70.1%
Transfers	105,028	116,145	-11,117	-9.6%
Silver Line	75,806	73,138	2,668	3.6%
<b>Total Regular Route Ridership</b>	<b>660,952</b>	<b>703,838</b>	<b>-42,886</b>	<b>-6.1%</b>

**Contracted/Specialized Services Summary**

DASH	34,644	32,588	2,056	6.3%
GRCC Shuttle	12,544	13,132	-588	-4.5%
GVSU Campus Connector	106,161	123,888	-17,727	-14.3%
GVSU Off-Campus Shuttle	43,684	55,503	-11,820	-21.3%
GVSU South Campus Express	61,097	82,664	-21,568	-26.1%
FSU	821	538	283	52.6%
Vanpools	3,268	3,698	-430	-11.6%
<b>Total Contracted Ridership</b>	<b>262,218</b>	<b>312,011</b>	<b>-49,793</b>	<b>-16.0%</b>

**Demand Response Summary**

GO!Bus (does not include PASS)	30,924	32,313	-1,389	-4.3%
PASS North Ridership (Including Transfers)	236	328	-92	-28.0%
PASS SE Ridership (Including Transfers)	193	223	-30	-13.5%
PASS SW Ridership (Including Transfers)	79	85	-6	-7.1%
<b>Total Demand Response Ridership</b>	<b>31,432</b>	<b>32,949</b>	<b>-1,517</b>	<b>-4.6%</b>

	2018	2017	Change	YTD Change
Total Service Weekdays	22	23	-1	-2
Total Service Saturdays	5	4	1	0
Total Service Sundays	4	4	0	2
Total Holidays	0	0	0	0
<b>Total Service Days</b>	<b>31</b>	<b>31</b>	<b>0</b>	<b>0</b>
<b>Total Days</b>	<b>31</b>	<b>31</b>	<b>0</b>	<b>0</b>

Total Weekday Fixed-Route Ridership	732,748	817,662	-84,914	-10.4%
Total Weekday Evening Fixed-Route Ridership	102,431	121,758	-19,327	-15.9%
<b>Total Weekday and Weekday Evening Fixed-Route Ridership</b>	<b>835,179</b>	<b>939,420</b>	<b>-104,241</b>	<b>-11.1%</b>
Total Saturday Fixed-Route Ridership	64,221	52,983	11,238	21.2%
Total Sunday Fixed-Route Ridership	23,770	23,446	324	1.4%
Avg Weekday Daytime Fixed-Route Ridership	33,307	35,551	-2,244	-6.3%
Avg Weekday Evening Fixed-Route Ridership	4,656	5,294	-638	-12.0%
<b>Avg Weekday and Weekday Evening Fixed-Route Ridership</b>	<b>37,963</b>	<b>40,844</b>	<b>-2,882</b>	<b>-7.1%</b>
<b>Avg Saturday Fixed-Route Ridership</b>	<b>12,844</b>	<b>13,246</b>	<b>-402</b>	<b>-3.0%</b>
<b>Avg Sunday Fixed-Route Ridership</b>	<b>5,943</b>	<b>5,862</b>	<b>81</b>	<b>1.4%</b>

	2018	2017	Change	% Change
Fixed-Route Ridership Month to Date	660,952	703,838	-42,886	-6.1%
Contracted/Specialized Service Ridership Month to Date	262,218	312,011	-49,793	-16.0%
Demand Response Ridership Month to Date	31,432	32,949	-1,517	-4.6%
<b>Total Monthly Ridership</b>	<b>954,602</b>	<b>1,048,798</b>	<b>-94,196</b>	<b>-9.0%</b>
	2018	2017	Change	% Change
Fixed-Route Ridership Year to Date	3,739,159	4,005,379	-266,220	-6.6%
Contracted/Specialized Service Ridership Year to Date	1,841,010	2,025,509	-184,499	-9.1%
Demand Response Ridership Year to Date	180,053	181,732	-1,679	-0.9%
<b>Total Ridership Year to Date</b>	<b>5,760,222</b>	<b>6,212,620</b>	<b>-452,398</b>	<b>-7.3%</b>
<b>Projected Annual Ridership</b>	<b>10,173,705</b>	<b>10,972,730</b>	<b>-799,025</b>	<b>-7.3%</b>

# March 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	31.7	2.36	42.2%	55.2	2,445	122.3	177.4	108.1%	1	1	0	75,806	10
Route 2 Kalamazoo	27.9	2.70	37.5%	53.5	1,667	83.3	136.8	60.5%	2	2	0	51,675	15
Route 1 Division	26.6	2.10	37.9%	48.4	1,440	72.0	120.4	41.2%	3	4	1	44,653	15
Route 9 Alpine	23.6	2.46	35.3%	48.4	1,361	68.0	116.4	36.6%	4	3	-1	42,184	15
Route 4 Eastern	21.8	1.82	33.5%	41.7	1,454	72.7	114.4	34.2%	5	5	0	45,087	15
Route 18 Westside	26.9	2.47	33.1%	49.0	792	39.6	88.6	3.9%	6	7	1	21,389	30
Route 11 Plainfield	23.0	1.93	32.3%	42.5	887	44.4	86.9	1.9%	7	8	1	27,501	15
Route 28 28th Street	15.7	1.10	24.0%	28.3	1,137	56.8	85.2	-0.1%	8	6	-2	35,246	15
Route 15 East Leonard	20.8	1.97	26.7%	38.9	909	45.4	84.4	-1.0%	9	9	0	28,168	15
Route 10 Clyde Park	26.4	1.89	36.1%	40.1	706	35.3	81.0	-4.9%	10	11	1	21,873	30
Route 6 Eastown	16.1	1.54	20.4%	30.1	974	48.7	78.7	-7.6%	11	10	-1	30,181	15
Route 5 Wealthy	15.7	1.35	21.7%	29.2	879	44.0	73.1	-14.2%	12	12	0	23,739	15
Route 13 Michigan Fuller	20.0	1.75	25.2%	36.1	696	34.8	70.9	-16.9%	13	15	2	18,795	15
Route 8 Rivertown Mall	18.3	1.29	25.8%	31.9	706	35.3	67.2	-21.1%	14	13	-1	21,873	30
Route 7 West Leonard	16.3	1.07	22.9%	27.9	777	38.8	66.7	-21.7%	15	16	1	20,966	15
Route 3 Madison	21.4	1.27	27.1%	34.1	626	31.3	65.4	-23.3%	16	14	-2	16,905	30
Route 44 44th Street	12.1	0.90	19.8%	22.8	768	38.4	61.2	-28.2%	17	17	0	20,733	30
Route 14 East Fulton	17.2	1.64	21.5%	32.0	507	25.4	57.3	-32.7%	18	18	0	13,694	30
Route 24 Burton	12.1	0.94	19.7%	23.1	684	34.2	57.3	-32.7%	19	19	0	18,475	30
Route 16 Wyoming / Metro Health	15.4	1.14	21.7%	27.3	598	29.9	57.2	-32.9%	20	21	1	18,537	30
Route 12 West Fulton	15.8	1.48	18.2%	28.4	544	27.2	55.6	-34.8%	21	20	-1	14,663	30
Route 17 Woodland/Airport	14.0	0.99	18.0%	23.6	312	15.6	39.2	-54.0%	22	22	0	6,863	30
Route 19 Michigan Crossstown	5.0	0.42	9.5%	10.5	52	2.6	18.1	-84.7%	23	23	0	1,448	30
<b>System Summary</b>	<b>21.4</b>	<b>1.72</b>	<b>27.7%</b>		<b>949</b>		<b>85.3</b>	<b>n/a</b>				<b>620,169</b>	

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)	21.4	1.72	27.7%	37.8	949	47.5	85.3	n/a	n/a	n/a	n/a	106,161	7
Standard deviation	5.7	0.58	7.5%	11.1	384	19.2	34.6	n/a	n/a	n/a	n/a	61,097	10
Routes above standard (equal or greater than 66.7% of mean)	35.7	2.87	46.2%	63.0	1,582	79.1	142.1	66.7%	n/a	n/a	n/a	43,684	10
Routes above one standard deviation of mean	35.6	2.86	46.1%	62.8	1,581	79.1	142.0	66.6%	n/a	n/a	n/a	n/a	5
Above average routes within one standard deviation of mean	27.1	2.30	35.2%	48.9	1,333	66.7	119.9	40.6%	n/a	n/a	n/a	12,544	10
Average routes	+/- 12.5% mean	+/- 12.5% mean	+/- 12.5% mean	+/- 12.5% mean	565	28.2	50.6	-40.6%	n/a	n/a	n/a	0	5
Below average routes within one standard deviation of mean	15.7	1.14	20.2%	26.7	317	15.9	28.5	-66.6%	n/a	n/a	n/a	31,004	5
Routes below one standard deviation of mean	7.2	0.58	9.3%	12.8	317	15.9	28.5	-66.6%	n/a	n/a	n/a	8,640	20
Routes below standard (equal or less than 66.7% of mean)	7.1	0.57	9.2%	12.6	316	15.8	28.4	-66.7%	n/a	n/a	n/a	821	120
<b>Total System Summary</b>	<b>30.51</b>	<b>2.37</b>	<b>26.27%</b>		<b>1,89</b>		<b>23.64</b>					<b>258,950</b>	

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