

**Date:** July 27, 2018  
**To:** ITP Board  
**From:** Kevin Wisselink / Planning Department  
**Subject:** APRIL 2018 RIDERSHIP AND PRODUCTIVITY REPORT

### BACKGROUND

Ridership was down 6.9% for the month, and would have been down more if not for one extra weekday in April 2018. The routes that are consistently showing improvement are the Silver Line, Route 16 – Metro Health and Route 17 – Woodland/Airport, as well as the DASH service.

### RIDERSHIP SUMMARY

#### **April 2018 compared to April 2017**

##### Total Ridership by Category:

- Routes 1 – 44 ridership (590,334) decreased **3.2%** (-19,480)
- Contracted/Specialized Service ridership (277,403) decreased **8.4%** (-25,314)
- Demand-Response ridership (29,034) decreased **0.1%** (-36)
- **Total Ridership (954,602) decreased 4.8% (-44,830)**

##### Daily Averages:

- Average Weekday total ridership (37,796) decreased **7.1%** (-2,892)
- Average Weekday evening ridership (5,022) decreased **8.8%** (-486)
- Average Saturday ridership (11,749) decreased **16.8%** (-2,368)
- Average Sunday ridership (5,405) decreased **4.1%** (-233)

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

##### Total Ridership by Category:

- Routes 1 – 44 ridership (4,329,493) decreased **6.2%** (-285,020)
- Contracted/Specialized Service ridership (2,118,413) decreased **9.0%** (-209,813)
- Demand-Response ridership (209,087) decreased **0.8%** (-1,660)
- **Total Ridership (6,656,993) decreased 6.9% (-496,493)**

##### Daily Averages:

- Average Weekday total ridership (39,785) decreased **7.0%** (-3,009)
- Average Weekday evening ridership (5,030) decreased **10.9%** (-617)
- Average Saturday ridership (12,580) decreased **9.7%** (-1,354)
- Average Sunday ridership (5,884) decreased **4.9%** (-306)

ROUTE PERFORMANCE SUMMARY (Routes 1-44 Only)

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

- Average passengers per hour (**20.1**) decreased **5.3%** (-0.6 points)
- Average passengers per mile (**1.62**) decreased **5.3%** (-0.7 points)
- Average farebox recovery percent (**25.5%**) decreased 3.1% (-1.9 points)
- Average daily passengers (**19,083**) decreased **4.2%** (-1.9 points)
- **Monthly system performance (78.6 points) decreased 4.3% (-3.6 points)**
- **FY 2018 system performance (83.3 points) decreased 5.9% (-5.2 points) compared to FY 2017**

Monthly Summary	Fixed-Route	Point		FY 18	FY 17	FY 18	FY 17	Change	% Change
		FY 18	FY 17						
		<u>Avg</u>	<u>Avg</u>	<u>Points</u>	<u>Points</u>				
Avg Passengers per Hour per Route:		20.1	21.2	10.0	10.6	-0.6		-5.3%	
Avg Passengers per Mile per Route:		1.62	1.71	12.5	13.2	-0.7		-5.3%	
Avg Fare-box Recovery % per Route:		25.5%	26.3%	12.8	13.2	-0.4		-3.1%	
Avg Daily Fixed-Route Passengers:		19,083	19,926	43.4	45.3	-1.9		-4.2%	
<b>April Total:</b>				<b>78.6</b>	<b>82.2</b>	<b>-3.6</b>		<b>-4.3%</b>	
<b>Year Average:</b>				<b>83.3</b>	<b>88.4</b>	<b>-5.2</b>		<b>-5.9%</b>	

- **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)**

April 2018 Fixed Route Ridership Change: **-6.7%**

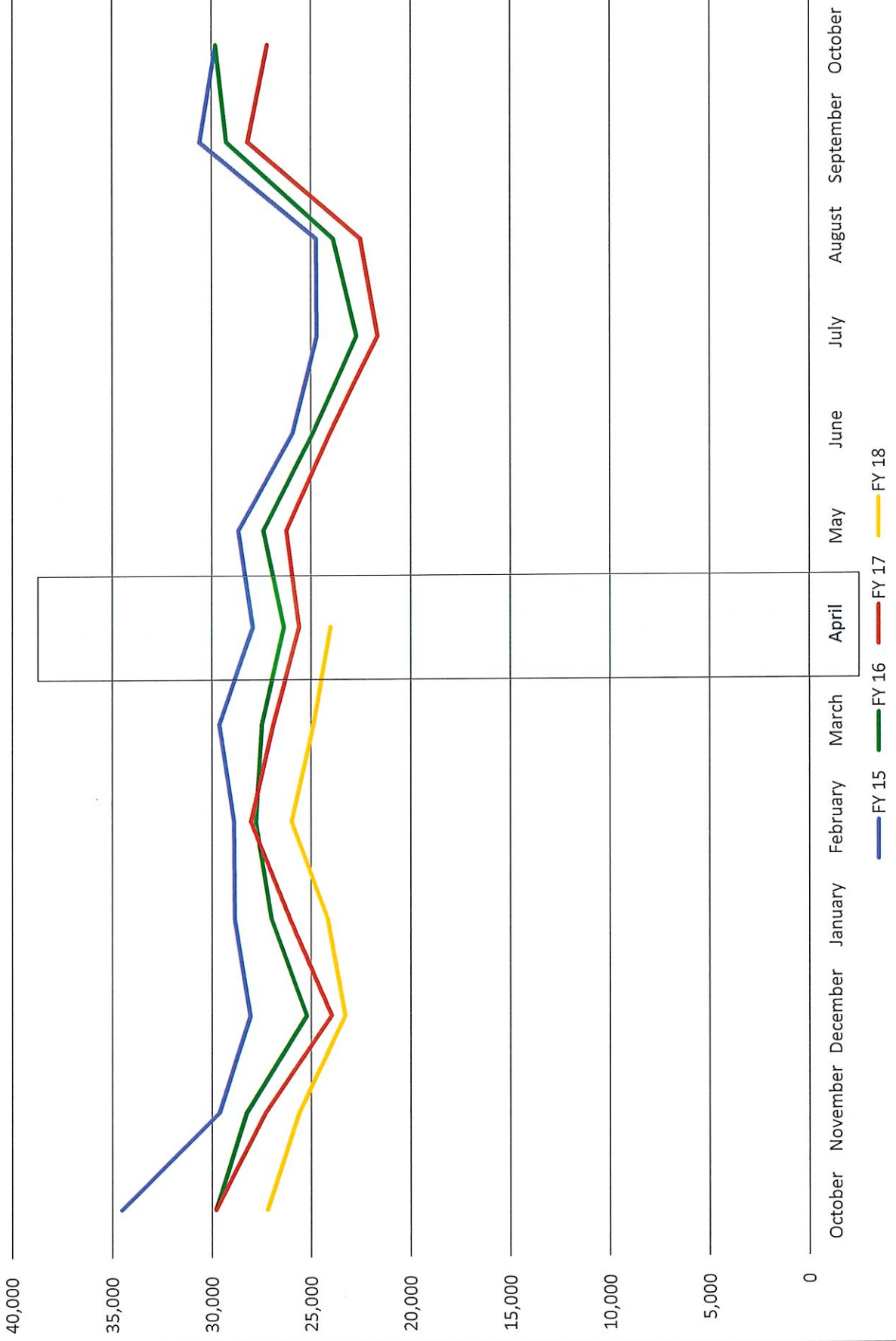
April 2018 Total Ridership Change: **-8.3%**

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

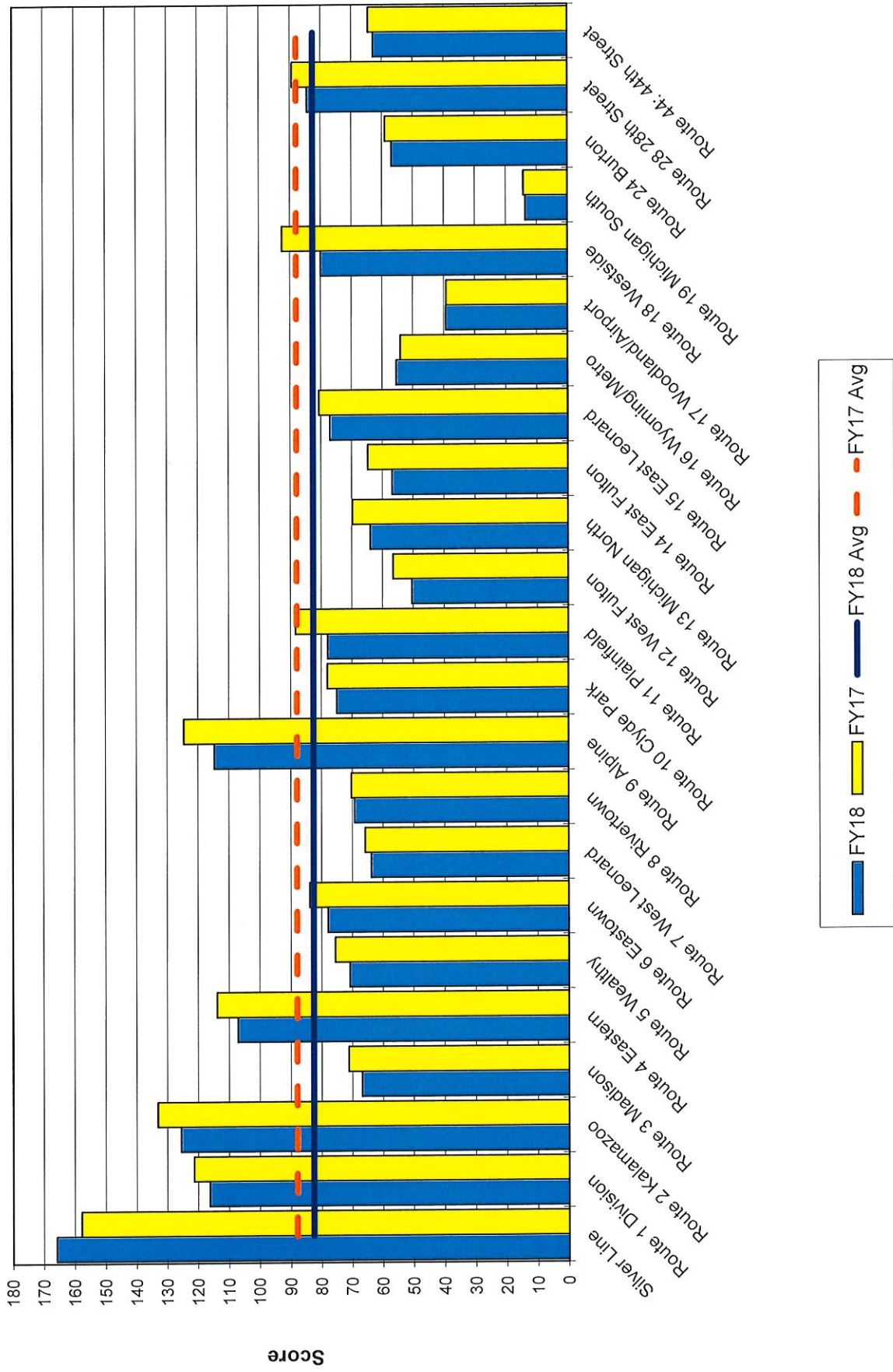
	FY 2018	FY 2017	Change
Total Service Weekdays	21	20	+1
Total Service Saturdays	4	5	-1
Total Service Sundays	5	5	0

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

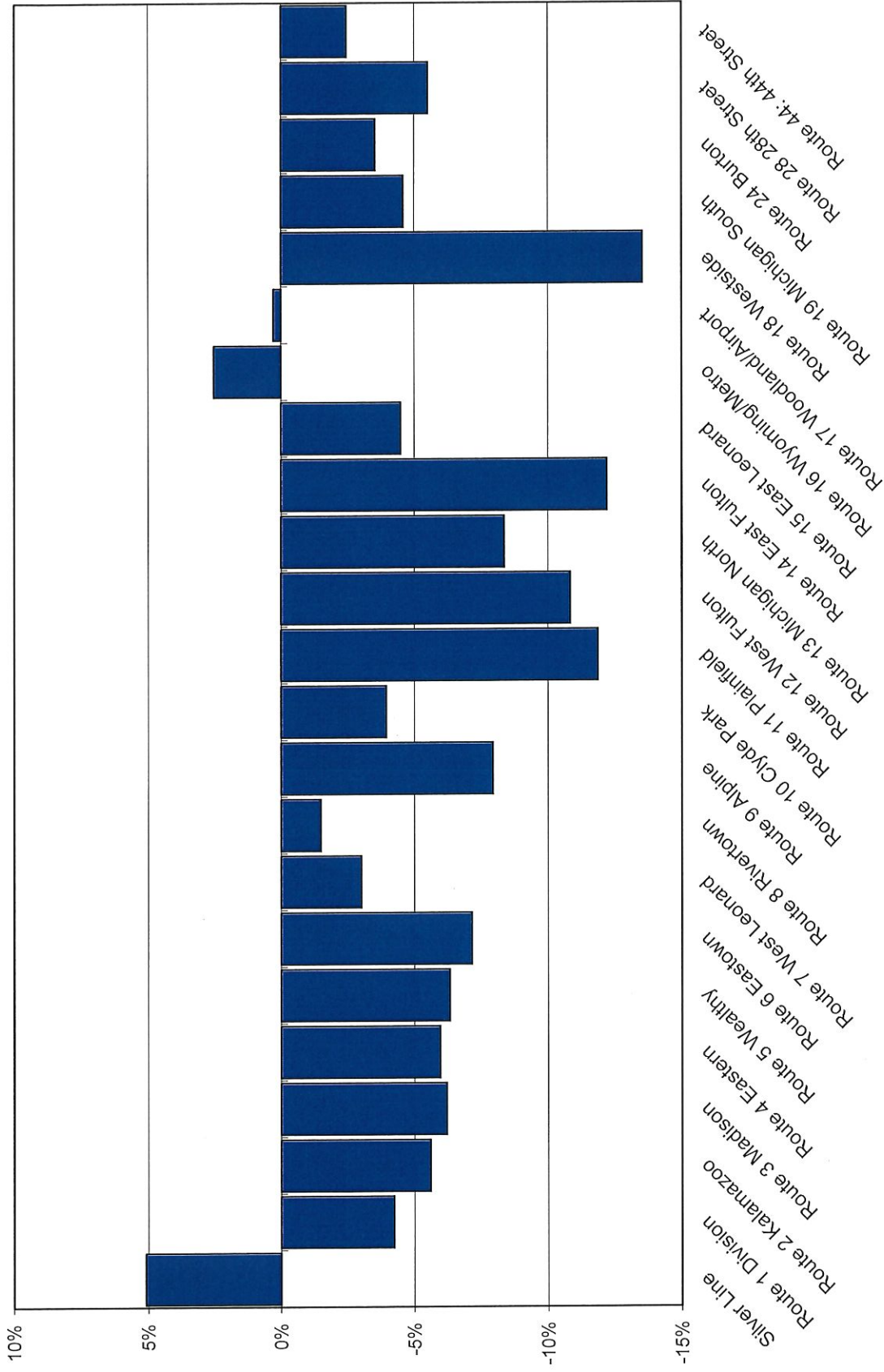
# Monthly Weekday Average Ridership History



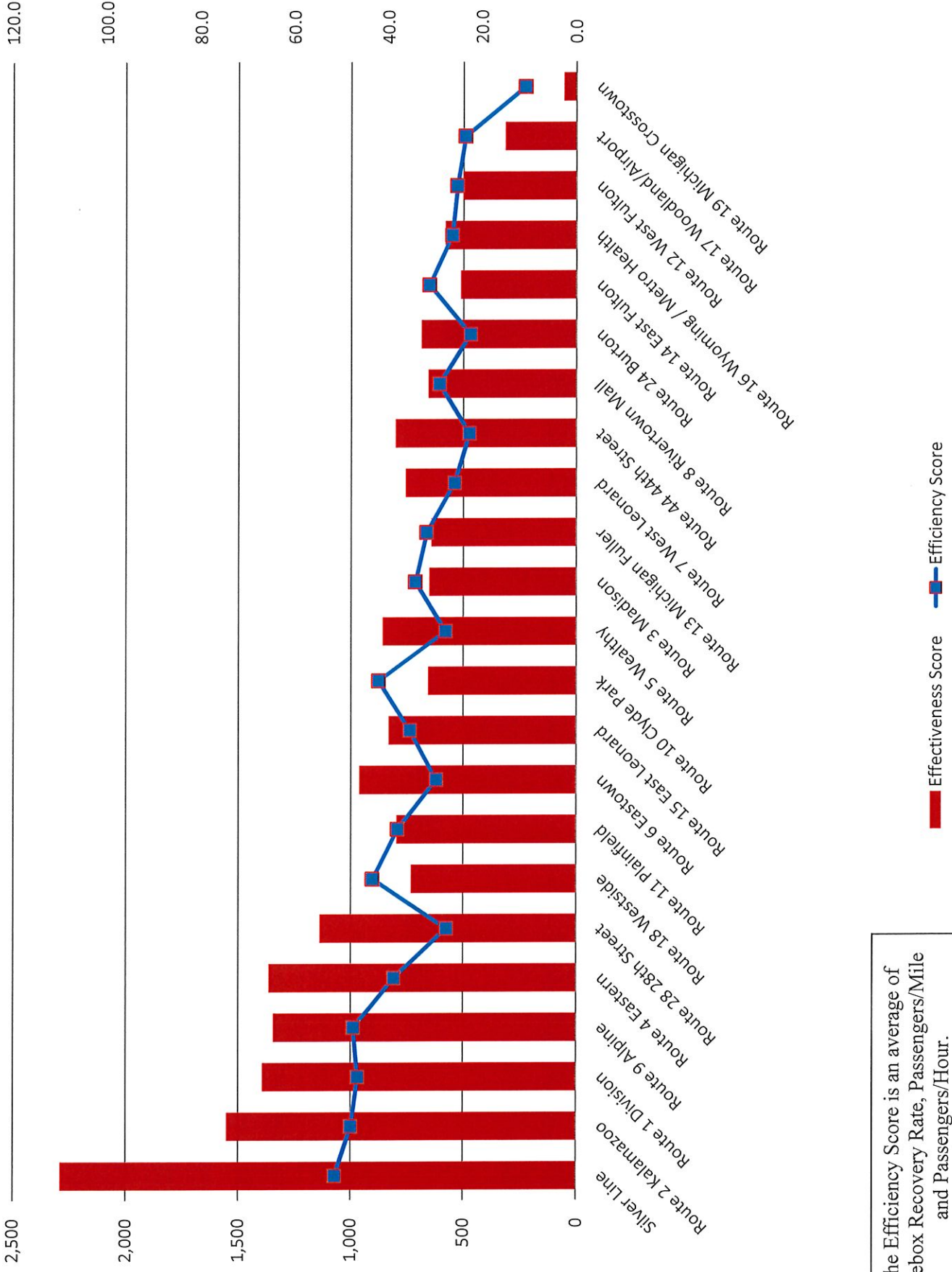
Fixed-Route Scoring Summary: April 2018 Compared to April 2017



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



# Fixed Route Efficiency Score and Ridership Levels - April 2018



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

April 2018 Ridership Report  
Ridership by Fare Category

Regular Route Summary	April 2018	April 2017	Actual Change	% Change
\$1.75 Cash Fare	69,985	73,140	-3,155	-4.3%
\$1.75 Adult One-Ride Ticket	8,504	8,147	357	4.4%
\$1.35 Adult Ticket	32,509	32,880	-371	-1.1%
\$1.05 Student Ticket, Aquinas, Calvin and Kendall Tickets	76,755	84,406	-7,651	-9.1%
\$0.85 Senior / Disabled Ticket and Cash	22,890	23,580	-690	-2.9%
\$47 Regular and \$30 Reduced 31-Day Month Pass	117,946	126,356	-8,410	-6.7%
\$3.50 One-Day Pass	28,111	29,464	-1,353	-4.6%
\$16.00 Seven-Day Pass	14,162	13,995	167	1.2%
Spectrum Health Employee Pass	5,951	3,729	2,222	59.6%
Free ADA	12,539	9,955	2,584	26.0%
GVSU Students on Routes 1-44	11,323	13,993	-2,670	-19.1%
Miscellaneous Fare	27,545	25,377	2,168	8.5%
Transfers	93,459	99,809	-6,350	-6.4%
Silver Line	68,655	64,983	3,672	5.7%
<b>Total Regular Route Ridership</b>	<b>590,334</b>	<b>609,814</b>	<b>-19,480</b>	<b>-3.2%</b>

**Contracted/Specialized Services Summary**

DASH	33,562	24,218	9,344	38.6%
GRCC Shuttle	11,797	12,395	-598	-4.8%
GVSU Campus Connector	109,265	121,422	-12,157	-10.0%
GVSU Off-Campus Shuttle	52,018	57,035	-5,017	-8.8%
GVSU South Campus Express	66,277	83,852	-17,575	-21.0%
FSU	901	512	389	76.0%
Vanpools	3,583	3,284	299	9.1%
<b>Total Contracted Ridership</b>	<b>277,403</b>	<b>302,717</b>	<b>-25,314</b>	<b>-8.4%</b>

**Demand Response Summary**

GOIBus (does not include PASS)	28,557	28,554	3	0.0%
PASS North Ridership (Including Transfers)	245	251	-6	-2.4%
PASS SE Ridership (Including Transfers)	166	199	-33	-16.6%
PASS SW Ridership (Including Transfers)	66	66	0	0.0%
<b>Total Demand Response Ridership</b>	<b>29,034</b>	<b>29,070</b>	<b>-36</b>	<b>-0.1%</b>

	2018	2017	Change	YTD Change
Total Service Weekdays	21	20	1	-1
Total Service Saturdays	4	5	-1	-1
Total Service Sundays	5	5	0	2
Total Holidays	0	0	0	0
<b>Total Service Days</b>	<b>30</b>	<b>30</b>	<b>0</b>	<b>0</b>
<b>Total Days</b>	<b>30</b>	<b>30</b>	<b>0</b>	<b>0</b>

Total Weekday Fixed-Route Ridership	688,249	703,602	-15,353	-2.2%
Total Weekday Evening Fixed-Route Ridership	105,471	110,160	-4,689	-4.3%
<b>Total Weekday and Weekday Evening Fixed-Route Ridership</b>	<b>793,720</b>	<b>813,762</b>	<b>-20,042</b>	<b>-2.5%</b>
Total Saturday Fixed-Route Ridership	46,994	70,581	-23,587	-33.4%
Total Sunday Fixed-Route Ridership	27,023	28,188	-1,165	-4.1%
Avg Weekday Daytime Fixed-Route Ridership	32,774	35,180	-2,406	-6.8%
Avg Weekday Evening Fixed-Route Ridership	5,022	5,508	-486	-8.8%
<b>Avg Weekday and Weekday Evening Fixed-Route Ridership</b>	<b>37,796</b>	<b>40,688</b>	<b>-2,892</b>	<b>-7.1%</b>
Avg Saturday Fixed-Route Ridership	11,749	14,116	-2,368	-16.8%
Avg Sunday Fixed-Route Ridership	5,405	5,638	-233	-4.1%

	2018	2017	Change	% Change
Fixed-Route Ridership Month to Date	590,334	609,814	-19,480	-3.2%
Contracted/Specialized Service Ridership Month to Date	277,403	302,717	-25,314	-8.4%
Demand Response Ridership Month to Date	29,034	29,070	-36	-0.1%
<b>Total Monthly Ridership</b>	<b>896,771</b>	<b>941,601</b>	<b>-44,830</b>	<b>-4.8%</b>
	2018	2017	Change	% Change
Fixed-Route Ridership Year to Date	4,329,493	4,614,513	-285,020	-6.2%
Contracted/Specialized Service Ridership Year to Date	2,118,413	2,328,226	-209,813	-9.0%
Demand Response Ridership Year to Date	209,087	210,747	-1,660	-0.8%
<b>Total Ridership Year to Date</b>	<b>6,656,993</b>	<b>7,153,486</b>	<b>-496,493</b>	<b>-6.9%</b>
<b>Projected Annual Ridership</b>	<b>10,211,160</b>	<b>10,972,730</b>	<b>-761,570</b>	<b>-6.9%</b>

# April 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	30.0	2.24	38.4%	51.4	2,289	114.4	165.9	111.4%	1	1	0	68,655	10
Route 2 Kalamazoo	26.1	2.52	31.1%	48.0	1,551	77.6	125.6	60.1%	2	2	0	46,536	15
Route 1 Division	26.0	2.06	35.5%	46.5	1,393	69.6	116.2	48.1%	3	4	1	41,775	15
Route 9 Alpine	23.8	2.48	33.1%	47.5	1,344	67.2	114.7	46.2%	4	3	-1	40,306	15
Route 4 Eastern	20.8	1.74	30.2%	38.9	1,364	68.2	107.1	36.5%	5	5	0	40,911	15
Route 28 28th Street	16.0	1.12	22.0%	27.6	1,137	56.8	84.4	7.6%	6	6	0	34,095	15
Route 11 Westside	24.5	2.25	27.8%	43.4	731	36.6	80.0	2.0%	7	7	0	18,284	30
Route 11 Plainfield	20.9	1.75	28.3%	38.1	795	39.8	77.9	-0.7%	8	8	0	23,864	15
Route 6 Eastown	16.2	1.54	19.6%	29.8	962	48.1	77.9	-0.7%	9	10	1	28,854	15
Route 15 East Leonard	19.3	1.82	23.5%	35.4	832	41.6	77.0	-1.8%	10	9	-1	24,961	15
Route 10 Clyde Park	24.8	1.78	32.5%	42.2	655	32.8	75.0	-4.4%	11	11	0	19,664	30
Route 5 Wealthy	15.1	1.30	20.5%	27.8	860	43.0	70.8	-9.8%	12	12	0	21,503	15
Route 3 Madison	22.0	1.30	26.6%	34.3	651	32.5	66.8	-14.8%	13	14	1	16,268	30
Route 13 Michigan Fuller	18.1	1.59	21.0%	31.8	641	32.0	63.9	-18.6%	14	15	1	16,022	15
Route 7 West Leonard	15.4	1.02	20.8%	25.9	757	37.9	63.8	-18.7%	15	16	1	18,925	15
Route 44 44th Street	12.4	0.92	19.0%	22.8	802	40.1	62.9	-19.9%	16	17	1	20,041	30
Route 8 Rivertown Mall	17.4	1.22	22.0%	29.1	655	32.8	61.9	-21.1%	17	13	-4	19,664	30
Route 24 Burton	12.0	0.93	18.8%	22.6	687	34.3	56.9	-27.5%	18	19	1	17,163	30
Route 14 East Fulton	17.2	1.63	20.2%	31.2	512	25.6	56.8	-27.6%	19	18	-1	12,801	30
Route 16 Wyoming / Metro Health	15.1	1.12	20.5%	26.4	580	29.0	55.4	-29.3%	20	21	1	17,410	30
Route 12 West Fulton	14.4	1.35	15.6%	25.4	502	25.1	50.5	-35.6%	21	20	-1	12,562	30
Route 17 Woodland/Airport	14.2	1.00	17.7%	23.6	315	15.8	39.4	-49.8%	22	22	0	6,623	30
Route 18 Michigan/Crosstown	5.4	0.46	9.4%	10.3	66	2.8	16.6	-82.6%	23	23	0	1,173	30
<b>System Summary</b>	<b>20.1</b>	<b>1.62</b>	<b>25.1%</b>		<b>867</b>		<b>78.4</b>	<b>n/a</b>				<b>568,061</b>	

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
20.1	5.2	33.5	25.3	25.3	25.3	25.3	25.3
1.62	0.53	2.70	2.69	2.15	2.15	2.15	2.15
25.1%	6.4%	41.9%	41.8%	31.5%	12.5%	12.5%	12.5%
867	364	1,446	1,445	1,232	503	290	289
43.4	18.2	72.3	72.2	61.6	25.2	14.5	14.4
78.4	32.0	130.7	130.6	110.4	46.5	26.2	26.1
n/a	n/a	66.7%	66.6%	40.8%	-40.8%	-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	27.5	1.48	n/a	39.0	3,642	182.1	221.1	n/a	n/a	n/a	n/a	109,265	7
GVSU South Campus Express	42.2	4.74	n/a	88.0	3,156	157.8	245.8	n/a	n/a	n/a	n/a	66,277	10
GVSU Off-Campus	44.3	5.75	n/a	101.0	2,477	123.9	224.8	n/a	n/a	n/a	n/a	52,018	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	44.3	11.18	n/a	162.7	2,949	147.5	310.2	n/a	n/a	n/a	n/a	11,797	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	23.9	3.21	n/a	55.8	1,406	70.3	126.1	n/a	n/a	n/a	n/a	29,529	5
DASH North	4.1	0.54	n/a	9.5	192	9.6	19.1	n/a	n/a	n/a	n/a	4,033	20
FSU	4.1	0.11	n/a	4.5	43	2.1	6.7	n/a	n/a	n/a	n/a	901	120
<b>Total System Summary</b>	<b>28.98</b>	<b>2.22</b>	<b>n/a</b>									<b>273,820</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