



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

BACKGROUND

May 2018 was aided by 2 Clean Air Action Days, while there were none in May 2017, which improves the overall ridership number. If comparing like days, May 2018 experienced a 5% ridership loss compared to May 2017.

RIDERSHIP SUMMARY

**May 2018 compared to May 2017**

Total Ridership by Category:

- Routes 1 – 44 ridership (663,887) decreased **3.5%** (-22,795)
- Contracted/Specialized Service ridership (49,746) increased **27.4%** (10,686)
- Demand-Response ridership (29,989) decreased **2.7%** (-822)
- **Total Ridership (716,622) decreased 1.8% (-12,931)**

Daily Averages:

- Average Weekday total ridership (28,161) decreased **1.9%** (-537)
- Average Weekday evening ridership (3,999) decreased **2.0%** (-80)
- Average Saturday ridership (11,329) decreased **3.5%** (-406)
- Average Sunday ridership (5,446) increased **6.5%** (330)

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

Total Ridership by Category:

- Routes 1 – 44 ridership (4,966,380) decreased **5.8%** (-307,815)
- Contracted/Specialized Service ridership (2,168,159) decreased **8.4%** (-199,127)
- Demand-Response ridership (239,076) decreased **1.0%** (-2,482)
- **Total Ridership (7,373,615) decreased 6.5 (-509,424)**

Daily Averages:

- Average Weekday total ridership (38,280) decreased **6.6%** (-2,699)
- Average Weekday evening ridership (4,897) decreased **10.1%** (-549)
- Average Saturday ridership (12,432) decreased **9.1%** (-1,250)
- Average Sunday ridership (5,834) decreased **3.7%** (-226)

ROUTE PERFORMANCE SUMMARY (Routes 1-44 Only)

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

- Average passengers per hour (**21.0**) decreased **3.5%** (-0.4 points)
- Average passengers per mile (**1.69**) decreased **3.5%** (-0.5 points)
- Average farebox recovery percent (**26.1%**) decreased 6.0% (-0.8 points)
- Average daily passengers (**20,575**) decreased **4.1%** (-2.0 points)
- **Monthly system performance (83.3 points) decreased 4.2% (-3.7 points)**
- **FY 2018 system performance (82.7 points) decreased 5.5% (-4.8 points) compared to FY 2017**

Monthly Summary	Fixed-Route	Point	FY 18	FY 17	FY 18	FY 17	% Change	
			Avg	Avg	Points	Points		
Avg Passengers per Hour per Route:			21.0	21.8	<b>10.5</b>	<b>10.9</b>	-0.4	-3.5%
Avg Passengers per Mile per Route:			1.69	1.75	<b>13.0</b>	<b>13.5</b>	-0.5	-3.5%
Avg Fare-box Recovery % per Route:			26.1%	27.8%	<b>13.1</b>	<b>13.9</b>	-0.8	-6.0%
Avg Daily Fixed-Route Passengers:			20,575	21,463	<b>46.8</b>	<b>48.8</b>	-2.0	-4.1%
<b>May Total:</b>					<b>83.3</b>	<b>87.0</b>	<b>-3.7</b>	<b>-4.2%</b>
<b>Year Average:</b>					<b>82.7</b>	<b>87.5</b>	<b>-4.8</b>	<b>-5.5%</b>

- **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 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)**

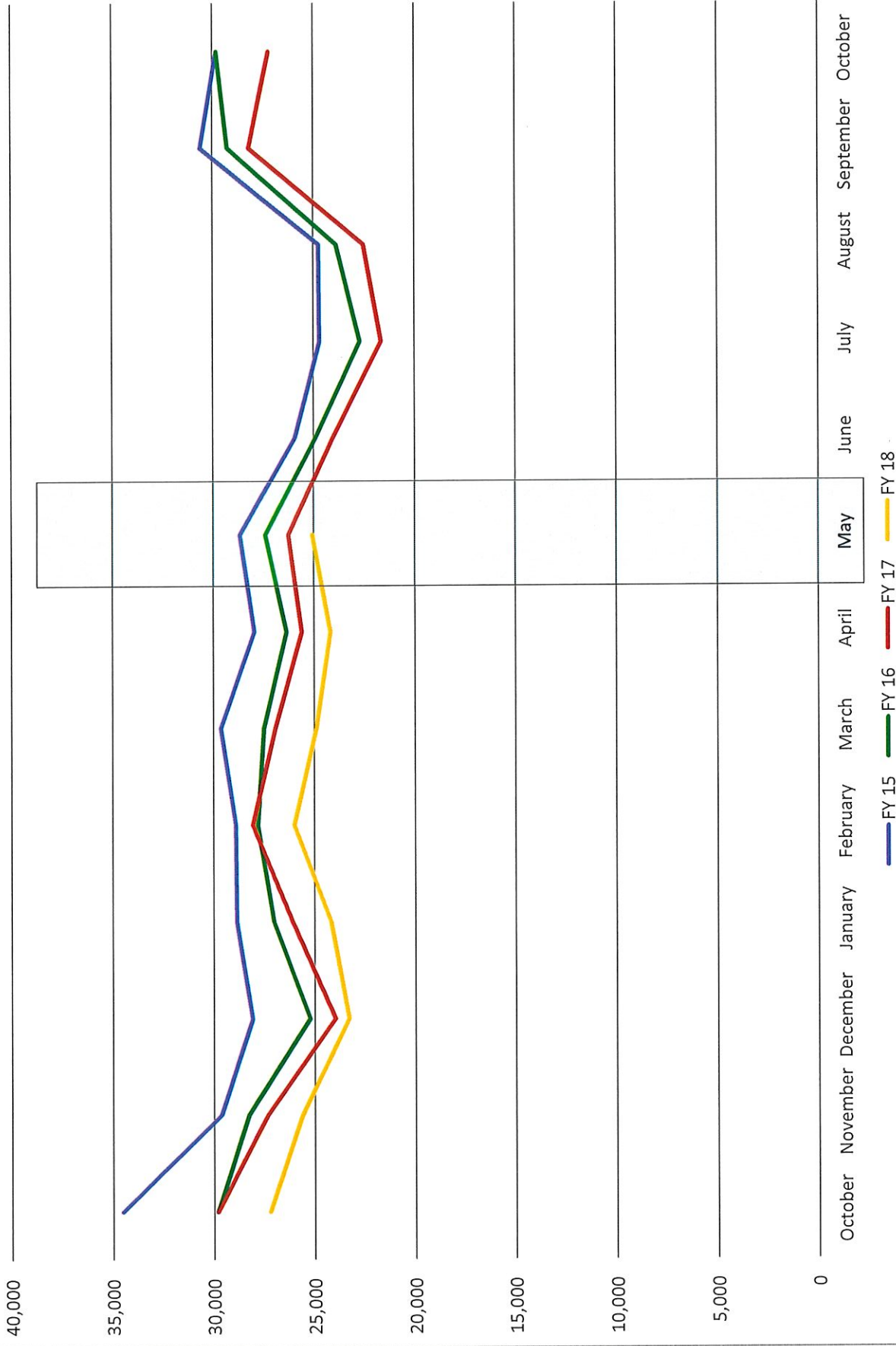
May 2018 Fixed Route Ridership Change: **-5.2%**  
 May 2018 Total Ridership Change: **-4.7%**

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

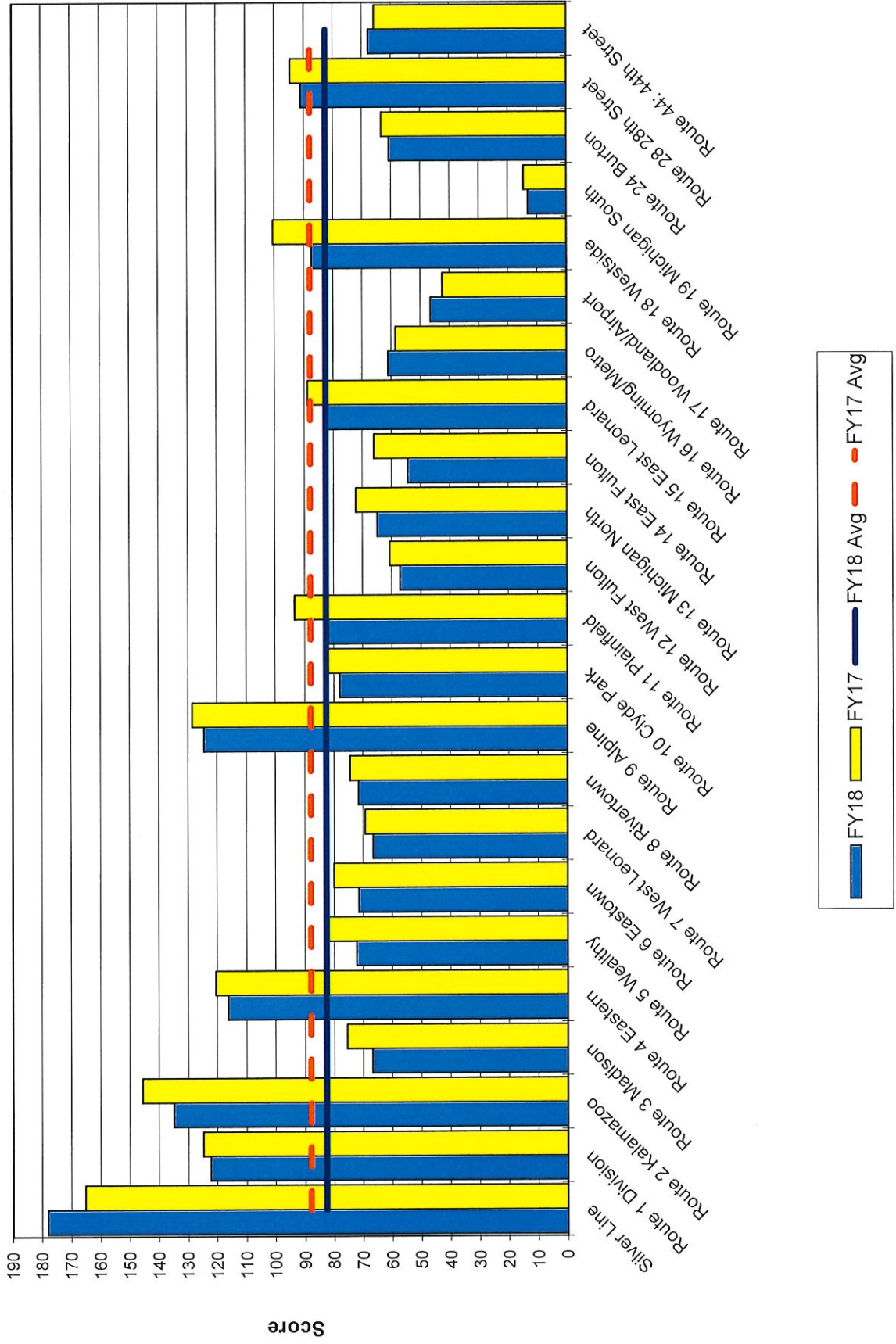
	FY 2018	FY 2017	Change
Total Service Weekdays	22	22	0
Total Service Saturdays	4	4	0
Total Service Sundays	4	4	0

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

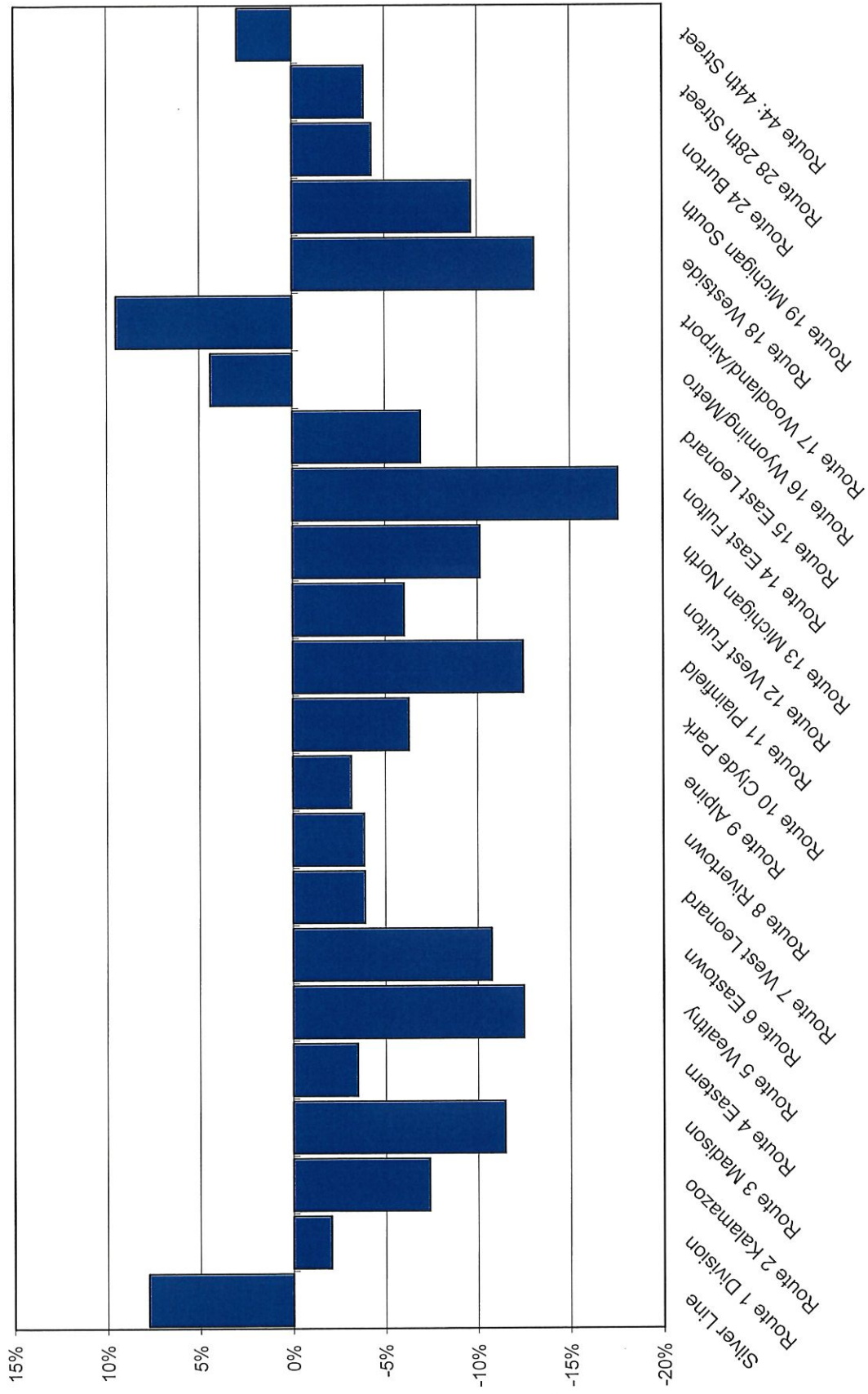
# Monthly Weekday Average Ridership History



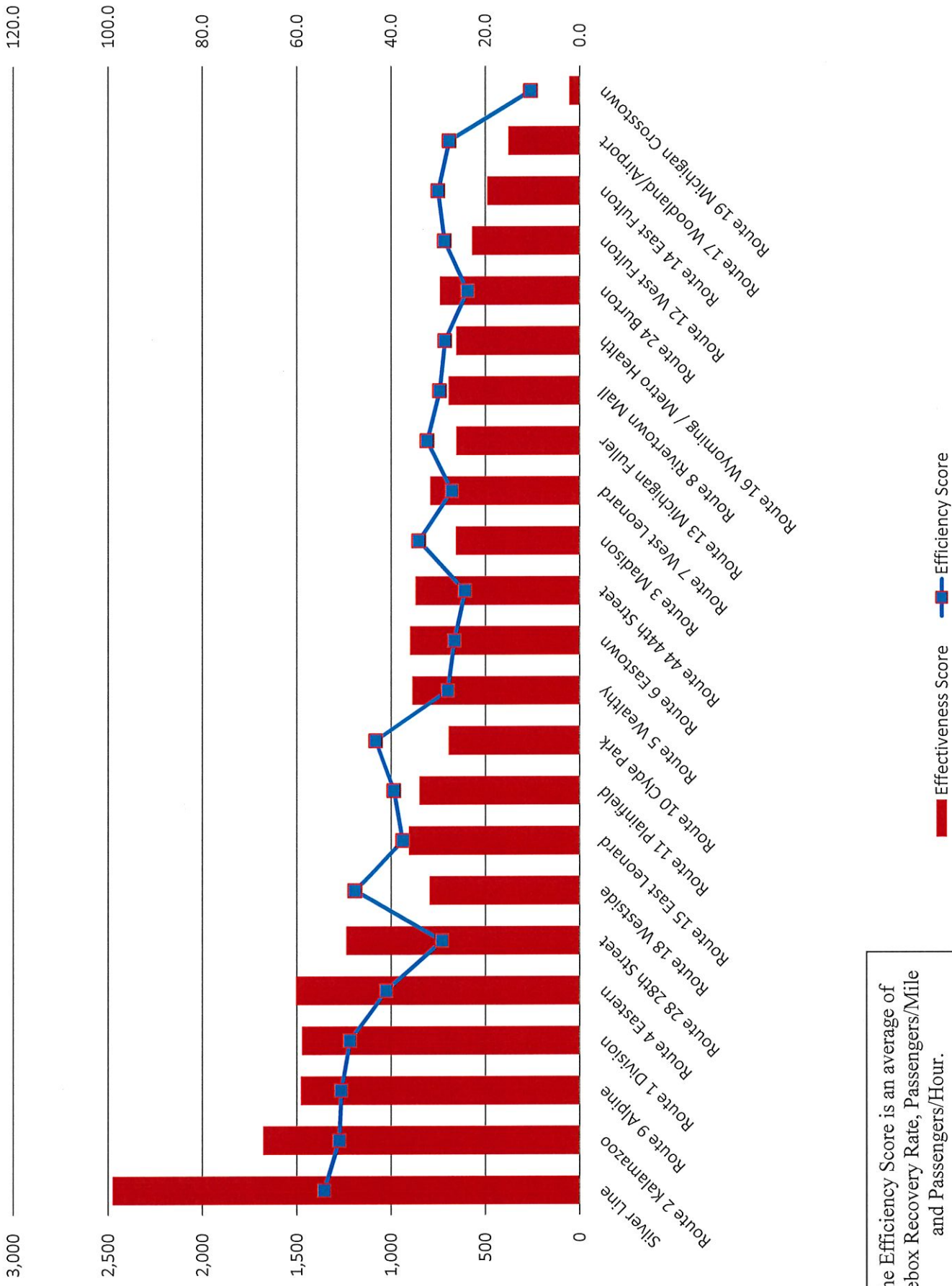
Fixed-Route Scoring Summary: May 2018 Compared to May 2017



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



# Fixed Route Efficiency Score and Ridership Levels - May 2018



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

May 2018 Ridership Report  
Ridership by Fare Category

Regular Route Summary	May 2018	May 2017	Actual Change	% Change
\$1.75 Cash Fare	71,761	77,316	-5,555	-7.2%
\$1.75 Adult One-Ride Ticket	8,837	8,818	19	0.2%
\$1.35 Adult Ticket	32,831	35,220	-2,389	-6.8%
\$1.05 Student Ticket, Aquinas, Calvin and Kendall Tickets	80,253	98,695	-18,442	-18.7%
\$0.85 Senior / Disabled Ticket and Cash	23,642	25,367	-1,725	-6.8%
\$47 Regular and \$30 Reduced 31-Day Month Pass	113,281	134,707	-21,426	-15.9%
\$3.50 One-Day Pass	29,628	29,971	-343	-1.1%
\$16.00 Seven-Day Pass	13,878	14,811	-933	-6.3%
Spectrum Health Employee Pass	5,983	4,307	1,676	38.9%
Free ADA	13,949	12,520	1,429	11.4%
GVSU Students on Routes 1-44	9,801	11,719	-1,918	-16.4%
Miscellaneous Fare	59,967	27,107	32,860	121.2%
Transfers	98,794	110,426	-11,632	-10.5%
Silver Line	74,282	68,698	5,584	8.1%
<b>Total Regular Route Ridership</b>	<b>636,887</b>	<b>659,682</b>	<b>-22,795</b>	<b>-3.5%</b>

Contracted/Specialized Services Summary

DASH	31,309	23,339	7,970	34.1%
GRCC Shuttle	0	0	0	n/a
GVSU Campus Connector	14,267	11,639	2,628	22.6%
GVSU Off-Campus Shuttle	253	227	27	11.7%
GVSU South Campus Express	253	227	27	11.7%
FSU	80	105	-25	-23.8%
Vanpools	3,584	3,524	60	1.7%
<b>Total Contracted Ridership</b>	<b>49,746</b>	<b>39,060</b>	<b>10,686</b>	<b>27.4%</b>

Demand Response Summary

GOiBus (does not include PASS)	29,521	30,217	-696	-2.3%
PASS North Ridership (Including Transfers)	244	296	-52	-17.6%
PASS SE Ridership (Including Transfers)	148	233	-85	-36.5%
PASS SW Ridership (Including Transfers)	76	65	11	16.9%
<b>Total Demand Response Ridership</b>	<b>29,989</b>	<b>30,811</b>	<b>-822</b>	<b>-2.7%</b>

	2018	2017	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
<b>Total Service Days</b>	<b>30</b>	<b>30</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	531,567	541,620	-10,053	-1.9%
Total Weekday Evening Fixed-Route Ridership	87,969	89,721	-1,752	-2.0%
<b>Total Weekday and Weekday Evening Fixed-Route Ridership</b>	<b>619,536</b>	<b>631,341</b>	<b>-11,805</b>	<b>-1.9%</b>
Total Saturday Fixed-Route Ridership	45,314	46,938	-1,624	-3.5%
Total Sunday Fixed-Route Ridership	21,783	20,463	1,320	6.5%
Avg Weekday Daytime Fixed-Route Ridership	24,162	24,619	-457	-1.9%
Avg Weekday Evening Fixed-Route Ridership	3,999	4,078	-80	-2.0%
<b>Avg Weekday and Weekday Evening Fixed-Route Ridership</b>	<b>28,161</b>	<b>28,697</b>	<b>-537</b>	<b>-1.9%</b>
Avg Saturday Fixed-Route Ridership	11,329	11,735	-406	-3.5%
Avg Sunday Fixed-Route Ridership	5,446	5,116	330	6.5%

	2018	2017	Change	% Change
Fixed-Route Ridership Month to Date	636,887	659,682	-22,795	-3.5%
Contracted/Specialized Service Ridership Month to Date	49,746	39,060	10,686	27.4%
Demand Response Ridership Month to Date	29,989	30,811	-822	-2.7%
<b>Total Monthly Ridership</b>	<b>716,622</b>	<b>729,553</b>	<b>-12,931</b>	<b>-1.8%</b>
	2018	2017	Change	% Change
Fixed-Route Ridership Year to Date	4,966,380	5,274,195	-307,815	-5.8%
Contracted/Specialized Service Ridership Year to Date	2,168,159	2,367,286	-199,127	-8.4%
Demand Response Ridership Year to Date	239,076	241,558	-2,482	-1.0%
<b>Total Ridership Year to Date</b>	<b>7,373,615</b>	<b>7,883,039</b>	<b>-509,424</b>	<b>-6.5%</b>
<b>Projected Annual Ridership</b>	<b>10,263,642</b>	<b>10,972,730</b>	<b>-709,088</b>	<b>-6.5%</b>

# May 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	40.4%	54.2	2,476	123.8	178.0	-13.6%	1	1	0	74,282	10
Route 2 Kalamazoo	27.7	2.69	33.0%	51.0	1,677	83.9	134.9	61.9%	2	2	0	50,316	15
Route 9 Alpine	25.4	2.64	35.2%	50.6	1,477	73.8	124.5	49.3%	4	3	-1	44,303	15
Route 1 Division	27.1	2.14	37.6%	48.8	1,470	73.5	122.3	46.7%	3	4	-1	44,102	15
Route 4 Eastern	22.2	1.86	31.4%	41.1	1,502	75.1	116.2	39.5%	5	5	0	45,070	15
Route 28 28th Street	18.9	1.18	23.2%	29.2	1,237	61.9	91.0	9.2%	8	6	-2	37,111	15
Route 18 Westside	26.6	2.43	31.4%	47.7	794	39.7	87.4	4.9%	6	7	1	20,651	30
Route 15 East Leonard	20.4	1.93	25.0%	37.5	905	45.2	82.8	-0.7%	9	9	0	27,137	15
Route 11 Plainfield	21.6	1.81	29.3%	39.4	849	42.4	81.8	-1.8%	7	8	1	25,458	15
Route 10 Clyde Park	25.5	1.83	33.0%	43.4	692	34.6	77.9	-6.5%	10	11	1	20,747	30
Route 5 Wealthy	15.5	1.33	19.9%	28.0	887	44.3	72.3	-13.3%	12	12	0	23,054	15
Route 6 Eastown	14.7	1.40	16.9%	26.5	898	44.9	71.5	-14.3%	11	10	-1	26,947	15
Route 44 44th Street	13.4	1.00	19.3%	24.3	870	43.5	67.8	-18.6%	17	17	0	22,611	30
Route 3 Madison	22.0	1.30	26.2%	34.1	654	32.7	66.8	-19.8%	16	14	-2	17,010	30
Route 7 West Leonard	16.2	1.07	21.4%	27.1	791	39.6	66.6	-20.1%	15	16	1	20,578	15
Route 13 Michigan Fuller	18.4	1.61	21.6%	32.4	652	32.6	64.9	-22.1%	13	15	2	16,940	15
Route 8 Riverton Mall	17.7	1.24	22.5%	29.7	692	34.6	64.3	-22.9%	14	13	-1	20,747	30
Route 16 Wyoming / Metro Health	16.5	1.23	21.6%	28.5	652	32.6	61.1	-26.7%	20	21	1	19,555	30
Route 24 Burton	12.8	1.00	19.3%	23.8	738	36.9	60.7	-27.2%	19	19	0	19,185	30
Route 12 West Fulton	16.2	1.52	17.7%	28.6	569	28.4	57.1	-31.5%	21	20	-1	14,787	30
Route 14 East Fulton	16.4	1.55	19.7%	30.0	489	24.5	54.5	-34.7%	18	18	0	12,718	30
Route 17 Woodland/Airport	17.0	1.20	19.3%	27.6	378	18.9	46.5	-44.2%	22	22	0	8,313	30
Route 19 Michigan Crosswalk	5.9	0.44	6.7%	10.4	55	2.8	16.2	-64.2%	25	25	0	1,315	30
<b>System Summary</b>	<b>21.0</b>	<b>1.69</b>	<b>26.1%</b>		<b>935</b>		<b>83.3</b>	<b>n/a</b>				<b>612,838</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
GVSU Campus Connector	10.1	0.57	n/a	14.6	649	32.4	47.1	n/a	n/a	n/a	n/a	14,267	7
GVSU South Campus Express	#DIV/0!	#DIV/0!	n/a	#DIV/0!	12	0.6	#DIV/0!	n/a	n/a	n/a	n/a	253	10
GVSU Off-Campus	#DIV/0!	#DIV/0!	n/a	#DIV/0!	12	0.6	#DIV/0!	n/a	n/a	n/a	n/a	253	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	#DIV/0!	#DIV/0!	n/a	#DIV/0!	0	0.0	#DIV/0!	n/a	n/a	n/a	n/a	0	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	19.8	2.67	n/a	46.4	1,169	58.4	104.8	n/a	n/a	n/a	n/a	25,711	5
DASH North	5.5	0.71	n/a	12.5	254	12.7	25.3	n/a	n/a	n/a	n/a	5,598	20
FSU	#DIV/0!	#DIV/0!	n/a	#DIV/0!	4	0.2	#DIV/0!	n/a	n/a	n/a	n/a	80	120
<b>Total System Summary</b>	<b>12.39</b>	<b>1.08</b>	<b>n/a</b>									<b>46,162</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 between 1 standard deviation below the mean and 66.7% below the mean  
 Routes with scores greater than 66.7% below the mean