

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

BACKGROUND

June 2018 had one less weekday than June 2017, and there were three extra GRPS service days in June 2017. Despite this, ridership only fell 5% for the month, and if comparing June days were conditions were the same, ridership only fell 2.3%, which makes June 2018 one of the best ridership months for The Rapid in some time.

RIDERSHIP SUMMARY

**June 2018 compared to June 2017**

Total Ridership by Category:

- Routes 1 – 44 ridership (566,557) decreased **6.8%** (-41,998)
- Contracted/Specialized Service ridership (48,206) increased **21.7%** (8,596)
- Demand-Response ridership (27,976) decreased **3.6%** (-1,040)
- **Total Ridership (642,739) decreased 5.0% (-33,775)**

Daily Averages:

- Average Weekday total ridership (25,345) decreased **2.9%** (-766)
- Average Weekday evening ridership (4,027) decreased **2.1%** (-86)
- Average Saturday ridership (12,127) decreased **4.1%** (-521)
- Average Sunday ridership (5,470) decreased **2.6%** (-144)

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

Total Ridership by Category:

- Routes 1 – 44 ridership (5,532,937) decreased **5.9%** (-349,146)
- Contracted/Specialized Service ridership (2,216,365) decreased **7.9%** (-190,531)
- Demand-Response ridership (267,052) decreased **1.3%** (-3,522)
- **Total Ridership (8,016,354) decreased 6.3 (-543,199)**

Daily Averages:

- Average Weekday total ridership (36,858) decreased **6.2%** (-2,427)
- Average Weekday evening ridership (4,801) decreased **9.3%** (-493)
- Average Saturday ridership (12,393) decreased **8.7%** (-1,183)
- Average Sunday ridership (5,796) decreased **3.6%** (-215)

ROUTE PERFORMANCE SUMMARY (Routes 1-44 Only)

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

- Average passengers per hour (19.1) decreased 4.8% (-0.5 points)
- Average passengers per mile (1.54) decreased 4.8% (-0.6 points)
- Average farebox recovery percent (25.4%) increased 3.6% (0.4 points)
- Average daily passengers (18,594) decreased 7.2% (-3.3 points)
- **Monthly system performance (76.3 points) decreased 4.9% (-3.9 points)**
- **FY 2018 system performance (81.9 points) decreased 5.5% (-4.7 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:			19.1	20.1	9.5	10.0	-0.5	-4.8%
Avg Passengers per Mile per Route:			1.54	1.62	11.8	12.4	-0.6	-4.8%
Avg Fare-box Recovery % per Route:			25.4%	24.5%	12.7	12.2	0.4	3.6%
Avg Daily Fixed-Route Passengers:			18,594	20,036	42.3	45.5	-3.3	-7.2%
<b>June Total:</b>					<b>76.3</b>	<b>80.2</b>	<b>-3.9</b>	<b>-4.9%</b>
<b>Year Average:</b>					<b>81.9</b>	<b>86.7</b>	<b>-4.7</b>	<b>-5.5%</b>

- 17 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)**

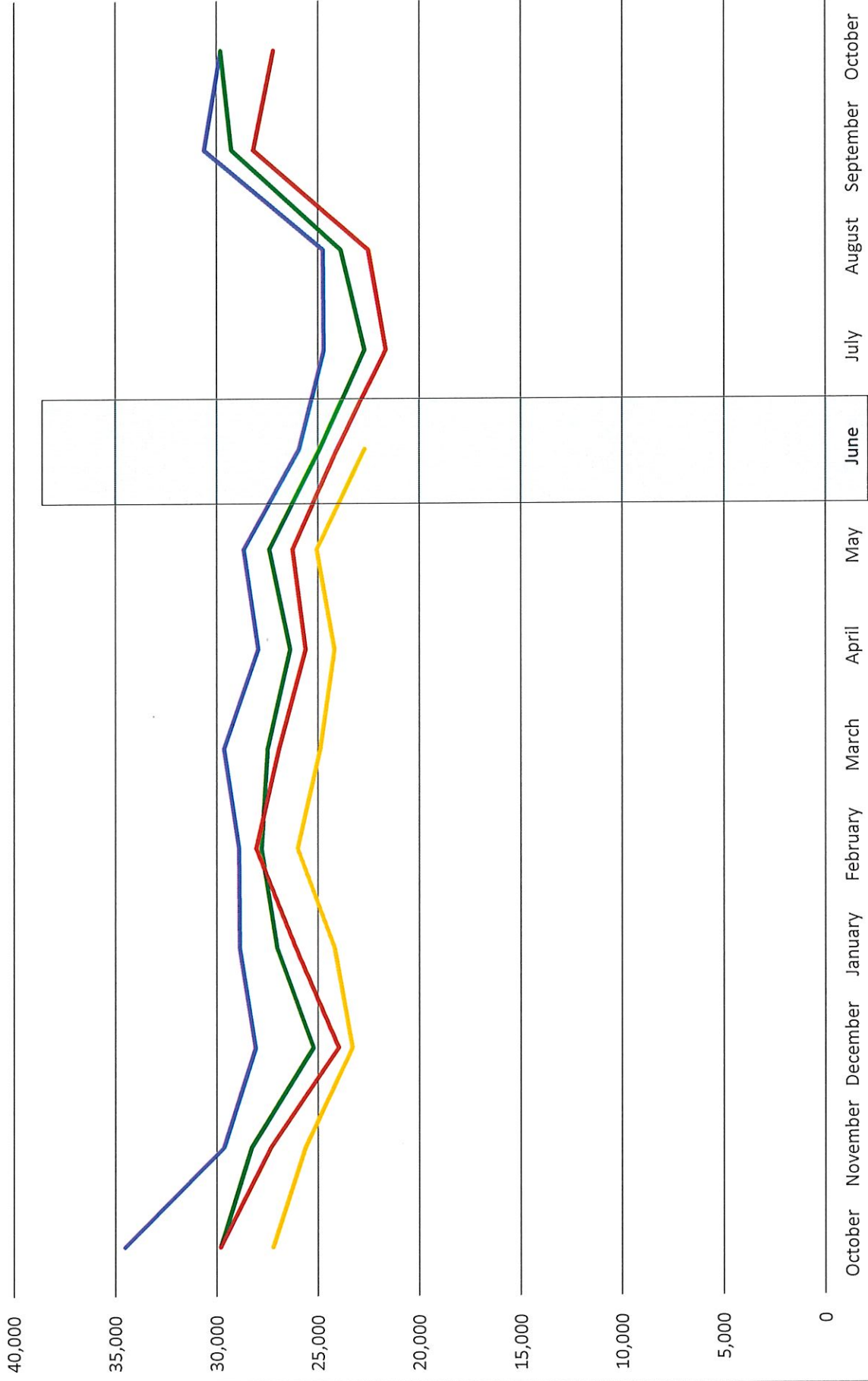
June 2018 Fixed Route Ridership Change: **-2.9%**  
 June 2018 Total Ridership Change: **-2.3%**

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

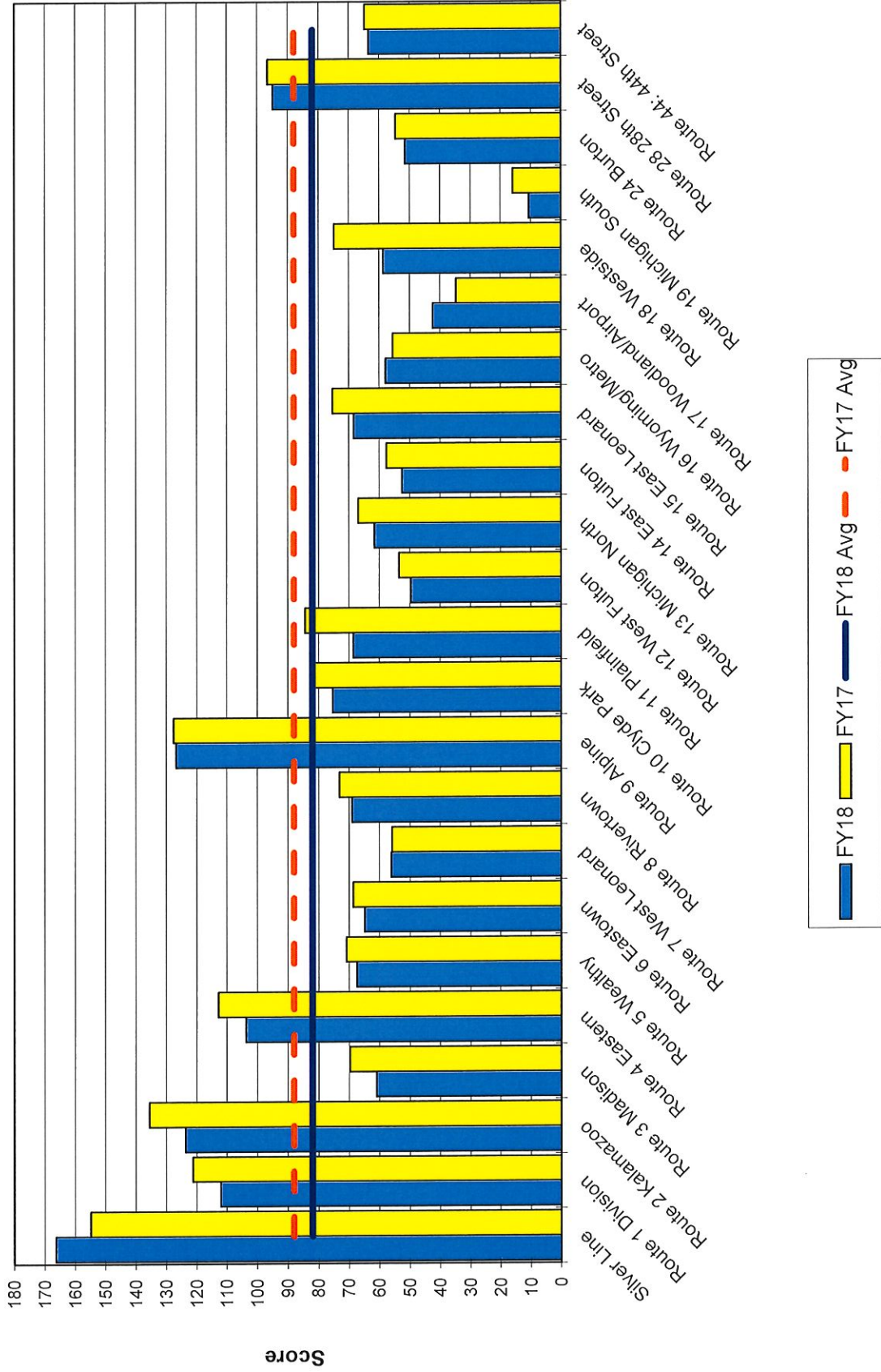
	FY 2018	FY 2017	Change
Total Service Weekdays	21	22	-1
Total Service Saturdays	5	4	+1
Total Service Sundays	4	4	0

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

# Monthly Weekday Average Ridership History

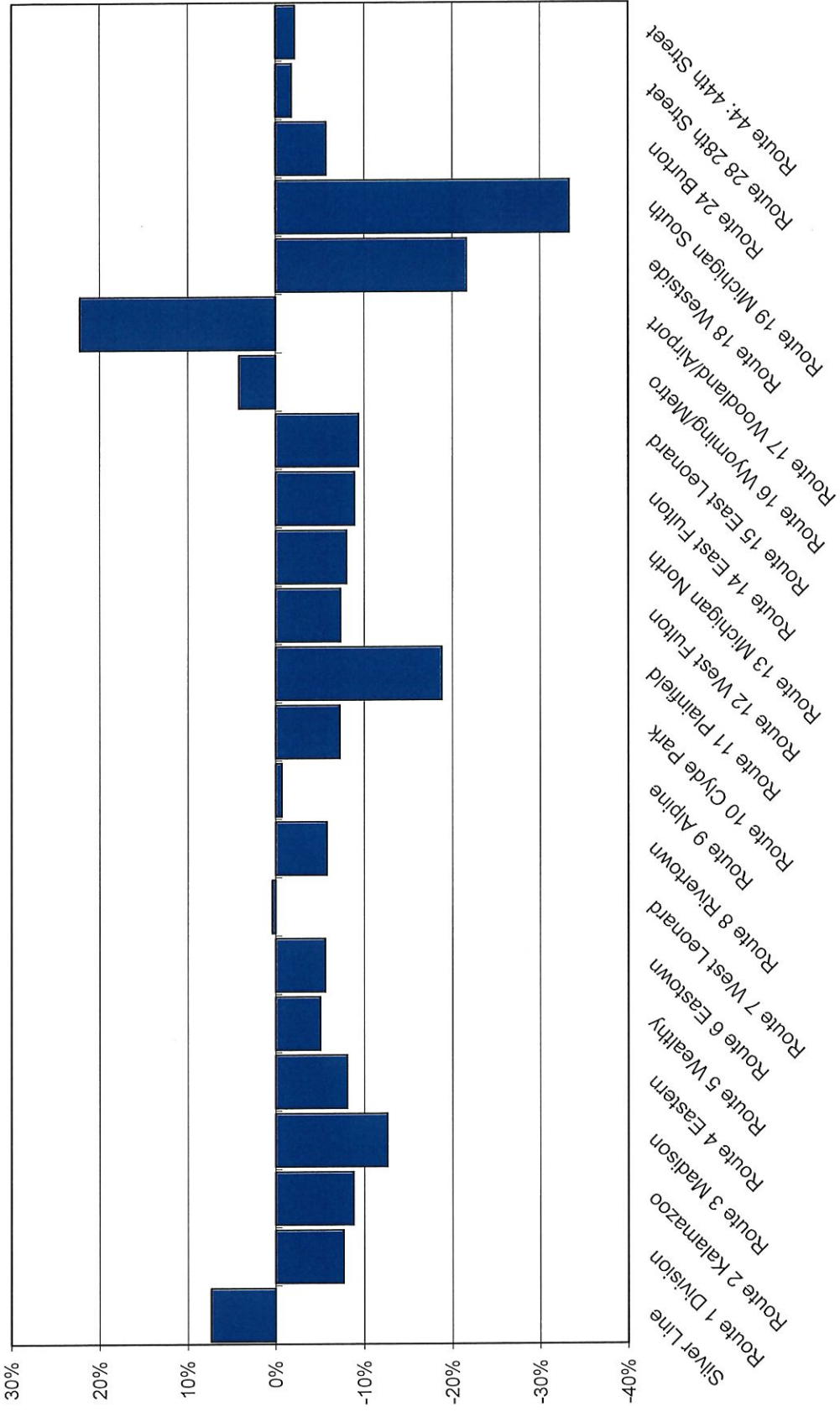


# Fixed-Route Scoring Summary: June 2018 Compared to June 2017

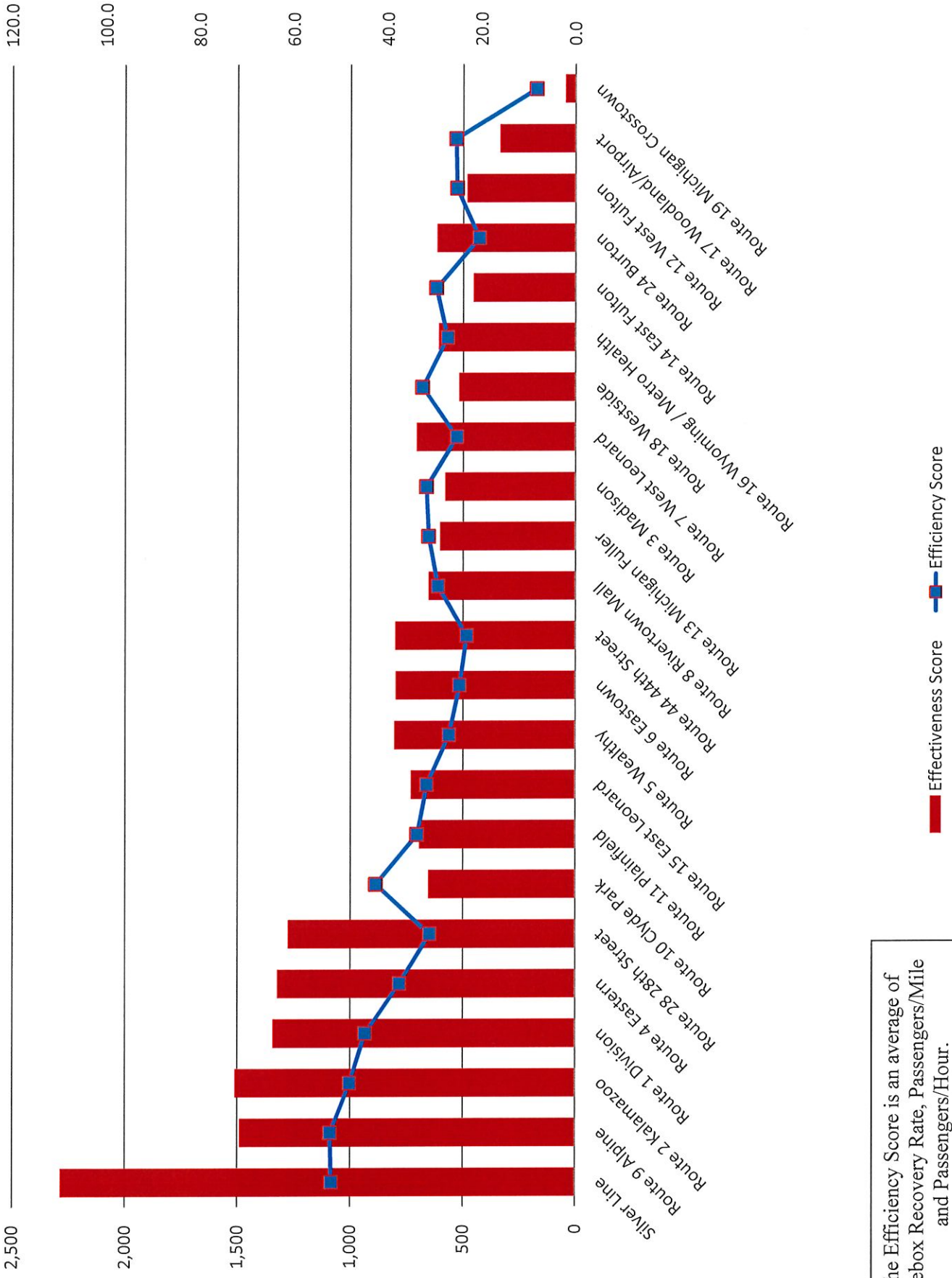




Percent Change by Route: June 2018 Compared to Compared June 2017



# Fixed Route Efficiency Score and Ridership Levels - June 2018



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

June 2018 Ridership Report  
Ridership by Fare Category

Regular Route Summary	June 2018	June 2017	Actual Change	% Change
\$1.75 Cash Fare	68,868	74,349	-5,481	-7.4%
\$1.75 Adult One-Ride Ticket	7,623	8,245	-622	-7.5%
\$1.35 Adult Ticket	29,198	32,841	-3,643	-11.1%
\$1.05 Student Ticket, Aquinas, Calvin and Kendall Tickets	40,922	55,517	-14,595	-26.3%
\$0.85 Senior / Disabled Ticket and Cash	22,602	23,493	-891	-3.8%
\$47 Regular and \$30 Reduced 31-Day Month Pass	103,308	113,938	-10,630	-9.3%
\$3.50 One-Day Pass	28,397	29,520	-1,123	-3.8%
\$16.00 Seven-Day Pass	14,182	14,185	-3	0.0%
Spectrum Health Employee Pass	4,766	3,729	1,037	27.8%
Free ADA	13,277	12,193	1,084	8.9%
GVSU Students on Routes 1-44	9,397	10,073	-676	-6.7%
Miscellaneous Fare	75,507	73,064	2,443	3.3%
Transfers	79,938	91,892	-11,954	-13.0%
Silver Line	68,572	64,849	3,723	5.7%
<b>Total Regular Route Ridership</b>	<b>566,557</b>	<b>607,888</b>	<b>-41,331</b>	<b>-6.8%</b>

**Contracted/Specialized Services Summary**

DASH	30,042	24,308	5,734	23.6%
GRCC Shuttle	0	0	0	n/a
GVSU Campus Connector	14,833	11,996	2,837	23.6%
GVSU Off-Campus Shuttle	0	0	0	n/a
GVSU South Campus Express	0	0	0	n/a
FSU	0	0	0	n/a
Vanpools	3,331	3,306	25	0.8%
<b>Total Contracted Ridership</b>	<b>48,206</b>	<b>39,610</b>	<b>8,596</b>	<b>21.7%</b>

**Demand Response Summary**

GOIBus (does not include PASS)	27,588	28,533	-945	-3.3%
PASS North Ridership (Including Transfers)	214	250	-36	-14.4%
PASS SE Ridership (Including Transfers)	107	169	-62	-36.7%
PASS SW Ridership (Including Transfers)	67	64	3	4.7%
<b>Total Demand Response Ridership</b>	<b>27,976</b>	<b>29,016</b>	<b>-1,040</b>	<b>-3.6%</b>

	2018	2017	Change	YTD Change
Total Service Weekdays	21	22	-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>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	447,682	483,958	-36,276	-7.5%
Total Weekday Evening Fixed-Route Ridership	84,568	90,495	-5,927	-6.5%
<b>Total Weekday and Weekday Evening Fixed-Route Ridership</b>	<b>532,250</b>	<b>574,453</b>	<b>-42,203</b>	<b>-7.3%</b>
Total Saturday Fixed-Route Ridership	60,635	50,590	10,045	19.9%
Total Sunday Fixed-Route Ridership	21,878	22,455	-577	-2.6%
Avg Weekday Daytime Fixed-Route Ridership	21,318	21,998	-680	-3.1%
Avg Weekday Evening Fixed-Route Ridership	4,027	4,113	-86	-2.1%
<b>Avg Weekday and Weekday Evening Fixed-Route Ridership</b>	<b>25,345</b>	<b>26,112</b>	<b>-766</b>	<b>-2.9%</b>
Avg Saturday Fixed-Route Ridership	12,127	12,648	-521	-4.1%
Avg Sunday Fixed-Route Ridership	5,470	5,614	-144	-2.6%

	2018	2017	Change	% Change
Fixed-Route Ridership Month to Date	566,557	607,888	-41,331	-6.8%
Contracted/Specialized Service Ridership Month to Date	48,206	39,610	8,596	21.7%
Demand Response Ridership Month to Date	27,976	29,016	-1,040	-3.6%
<b>Total Monthly Ridership</b>	<b>642,739</b>	<b>676,514</b>	<b>-33,775</b>	<b>-5.0%</b>
	2018	2017	Change	% Change
Fixed-Route Ridership Year to Date	5,532,937	5,882,083	-349,146	-5.9%
Contracted/Specialized Service Ridership Year to Date	2,216,365	2,406,896	-190,531	-7.9%
Demand Response Ridership Year to Date	267,052	270,574	-3,522	-1.3%
<b>Total Ridership Year to Date</b>	<b>8,016,354</b>	<b>8,559,553</b>	<b>-543,199</b>	<b>-6.3%</b>
<b>Projected Annual Ridership</b>	<b>10,276,388</b>	<b>10,972,730</b>	<b>-696,342</b>	<b>-6.3%</b>



# June 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	29.9	2.22	39.8%	52.0	2,286	114.3	166.3	-117.9%	1	1	0	68,572	10
Route 9 Alpine	26.1	2.71	36.7%	52.3	1,490	74.5	126.7	66.1%	4	3	-1	44,690	15
Route 2 Kalamazoo	25.4	2.46	33.1%	48.1	1,510	75.5	123.6	62.0%	2	2	0	45,291	15
Route 1 Division	24.8	1.96	34.8%	44.9	1,341	67.1	112.0	48.7%	3	4	1	40,237	15
Route 4 Eastern	19.9	1.67	29.6%	37.6	1,321	66.1	103.7	35.8%	5	5	0	39,633	15
Route 28 28th Street	17.8	1.24	25.5%	31.2	1,274	63.7	94.9	24.3%	8	6	-2	38,230	15
Route 10 Clyde Park	24.6	1.76	33.6%	42.6	854	32.7	75.3	-1.3%	10	11	1	19,619	30
Route 11 Plainfield	18.1	1.52	26.0%	33.8	694	34.7	68.5	-10.2%	7	8	1	20,811	15
Route 15 East Leonard	16.9	1.60	22.2%	31.8	731	36.5	68.3	-10.5%	9	9	0	21,922	15
Route 5 Wealthy	14.5	1.25	20.5%	27.1	805	40.2	67.3	-11.8%	12	12	0	20,924	15
Route 6 Eastown	13.3	1.27	16.8%	24.8	799	40.0	64.8	-15.1%	11	10	-1	23,976	15
Route 44 44th Street	12.7	0.94	19.5%	23.3	801	40.1	63.4	-17.0%	17	17	0	20,831	30
Route 8 Rivertown Mall	17.1	1.20	23.3%	29.4	654	32.7	62.1	-18.6%	14	13	-1	19,619	30
Route 13 Michigan Fuller	17.4	1.52	21.9%	31.4	603	30.1	61.5	-19.4%	13	15	2	15,671	15
Route 3 Madison	19.9	1.19	25.5%	31.9	581	29.0	60.9	-20.2%	16	14	-2	15,097	30
Route 7 West Leonard	14.9	0.98	20.8%	25.4	707	35.3	60.8	-20.4%	15	16	1	18,375	15
Route 18 Westside	17.7	1.62	22.8%	32.7	518	25.9	58.6	-23.2%	6	7	1	13,473	30
Route 16 Wyoming / Metro Health	15.7	1.17	21.0%	27.4	609	30.4	57.8	-24.2%	20	21	1	18,267	30
Route 14 East Fulton	15.5	1.47	21.3%	29.7	454	22.7	52.5	-31.2%	18	18	0	11,815	30
Route 24 Burton	10.9	0.85	17.2%	20.6	617	30.8	51.4	-32.6%	19	19	0	16,033	30
Route 12 West Fulton	14.1	1.32	16.2%	25.3	484	24.2	49.5	-35.1%	21	20	-1	12,587	30
Route 17 Woodland/Airport	15.2	1.07	19.4%	25.5	338	16.9	42.4	-44.4%	22	22	0	7,088	30
Route 19 Michigan Cross-town	4.4	0.37	5.6%	8.3	465	2.3	10.6	-86.1%	23	23	0	957	30
<b>System Summary</b>	<b>19.1</b>	<b>1.54</b>	<b>25.4%</b>	<b>34.1</b>	<b>845</b>	<b>42.3</b>	<b>76.3</b>	<b>n/a</b>				<b>553,718</b>	

System Average (mean)	Passengers per Bus Hour	Passengers per Bus Mile	Farebox Recovery %	Efficiency Score	Daily Passengers	Effectiveness Score	Total Score	Distance from Mean
Standard deviation	19.1	1.54	25.4%	34.1	845	42.3	76.3	n/a
Routes above standard (equal or greater than 66.7% of mean)	5.1	0.51	7.0%	10.0	382	19.1	33.4	n/a
Routes above one standard deviation of mean	31.8	2.56	42.3%	56.6	1,408	70.4	127.2	66.7%
Above average routes within one standard deviation of mean	24.2	2.05	32.4%	44.1	1,227	61.3	109.7	66.6%
Average routes	+/- 12.5% mean	+/- 12.5% mean	+/- 12.5% mean	+/- 12.5% mean	+/- 12.5% mean	+/- 12.5% mean	+/- 12.5% mean	+/- 12.5% mean
Below average routes within one standard deviation of mean	14.0	1.02	18.3%	24.0	463	23.2	42.9	-43.8%
Routes below one standard deviation of mean	6.5	0.52	8.5%	11.5	282	14.1	25.5	-66.6%
Routes below standard (equal or less than 66.7% of mean)	6.4	0.51	8.4%	11.3	281	14.1	25.4	-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	11.2	0.63	n/a	16.2	706	35.3	51.5	n/a	n/a	n/a	n/a	14,833	7
GVSU South Campus Express	#DIV/0!	#DIV/0!	n/a	#DIV/0!	0	0.0	#DIV/0!	n/a	n/a	n/a	n/a	0	10
GVSU Off-Campus	#DIV/0!	#DIV/0!	n/a	#DIV/0!	0	0.0	#DIV/0!	n/a	n/a	n/a	n/a	0	10
GVSU CHS Express	#DIV/0!	#DIV/0!	n/a	#DIV/0!	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	46.3	1,168	58.4	104.7	n/a	n/a	n/a	n/a	24,519	5
DASH North	5.7	0.74	n/a	13.0	263	13.2	26.1	n/a	n/a	n/a	n/a	5,523	20
FSU	#DIV/0!	#DIV/0!	n/a	#DIV/0!	0	0.0	#DIV/0!	n/a	n/a	n/a	n/a	0	120
<b>Total System Summary</b>	<b>12.71</b>	<b>1.12</b>	<b>n/a</b>	<b>18.57</b>	<b>1.51</b>	<b>25.49%</b>						<b>44,875</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