

Date: September 12, 2018
To: ITP Board
From: Kevin Wisselink / Planning Department
Subject: JULY 2018 RIDERSHIP AND PRODUCTIVITY REPORT

BACKGROUND

Ridership increased in July 2018, helped by one extra weekday and 3 Clean Air Actions days when compared to July 2017. When factoring out Clean Air Action days and the extra weekday, ridership did decrease by 2.3% overall.

RIDERSHIP SUMMARY

July 2018 compared to July 2017

Total Ridership by Category:

- Routes 1 – 44 ridership (527,146) increased **2.1%** (10,807)
- Contracted/Specialized Service ridership (44,372) increased **23.7%** (8,515)
- Demand-Response ridership (26,937) increased **3.1%** (812)
- **Total Ridership (598,455) increased 3.5% (20,134)**

Daily Averages:

- Average Weekday total ridership (23,841) increased **2.0%** (461)
- Average Weekday evening ridership (3,951) decreased **0.4%** (-17)
- Average Saturday ridership (10,802) decreased **9.0%** (-1,069)
- Average Sunday ridership (5,532) increased **9.5%** (481)

Fiscal Year 2018 compared to Fiscal Year 2017

Total Ridership by Category:

- Routes 1 – 44 ridership (6,069,345) decreased **5.1%** (-329,077)
- Contracted/Specialized Service ridership (2,260,737) decreased **7.5%** (-182,016)
- Demand-Response ridership (293,989) decreased **0.9%** (-2,710)
- **Total Ridership (8,624,071) decreased 5.6 (-513,803)**

Daily Averages:

- Average Weekday total ridership (35,612) decreased **5.3%** (-1,727)
- Average Weekday evening ridership (4,717) decreased **8.8%** (-452)
- Average Saturday ridership (12,245) decreased **8.5%** (-1,137)
- Average Sunday ridership (5,766) decreased **2.2%** (-131)

ROUTE PERFORMANCE SUMMARY (Routes 1-44 Only)

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

- Average passengers per hour (17.9) decreased 0.1% (-0.0 points)
- Average passengers per mile (1.45) decreased 0.1% (-0.0 points)
- Average farebox recovery percent (23.1%) increased 4.0% (0.4 points)
- Average daily passengers (17,188) decreased 0.1% (-0.0 points)
- **Monthly system performance (70.7 points) increased 0.5% (0.4 points)**
- **FY 2018 system performance (80.9 points) decreased 4.9% (-4.2 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:			17.9	18.0	9.0	9.0	-0.1%
Avg Passengers per Mile per Route:			1.45	1.45	11.1	11.1	-0.1%
Avg Fare-box Recovery % per Route:			23.1%	22.2%	11.6	11.1	4.0%
Avg Daily Fixed-Route Passengers:			17,188	17,207	39.1	39.1	-0.1%
June Total:					70.7	70.4	0.5%
Year Average:					80.9	85.0	-4.9%

- 18 of 23 (78.3 %) fixed-routes performed within the average range (within one standard deviation of the system mean)
- **The Silver Line and Route 2 - Kalamazoo performed above standard (greater than 66.7% above the system mean)**
- 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)**

July 2018 Fixed Route Ridership Change: **-3.6%**

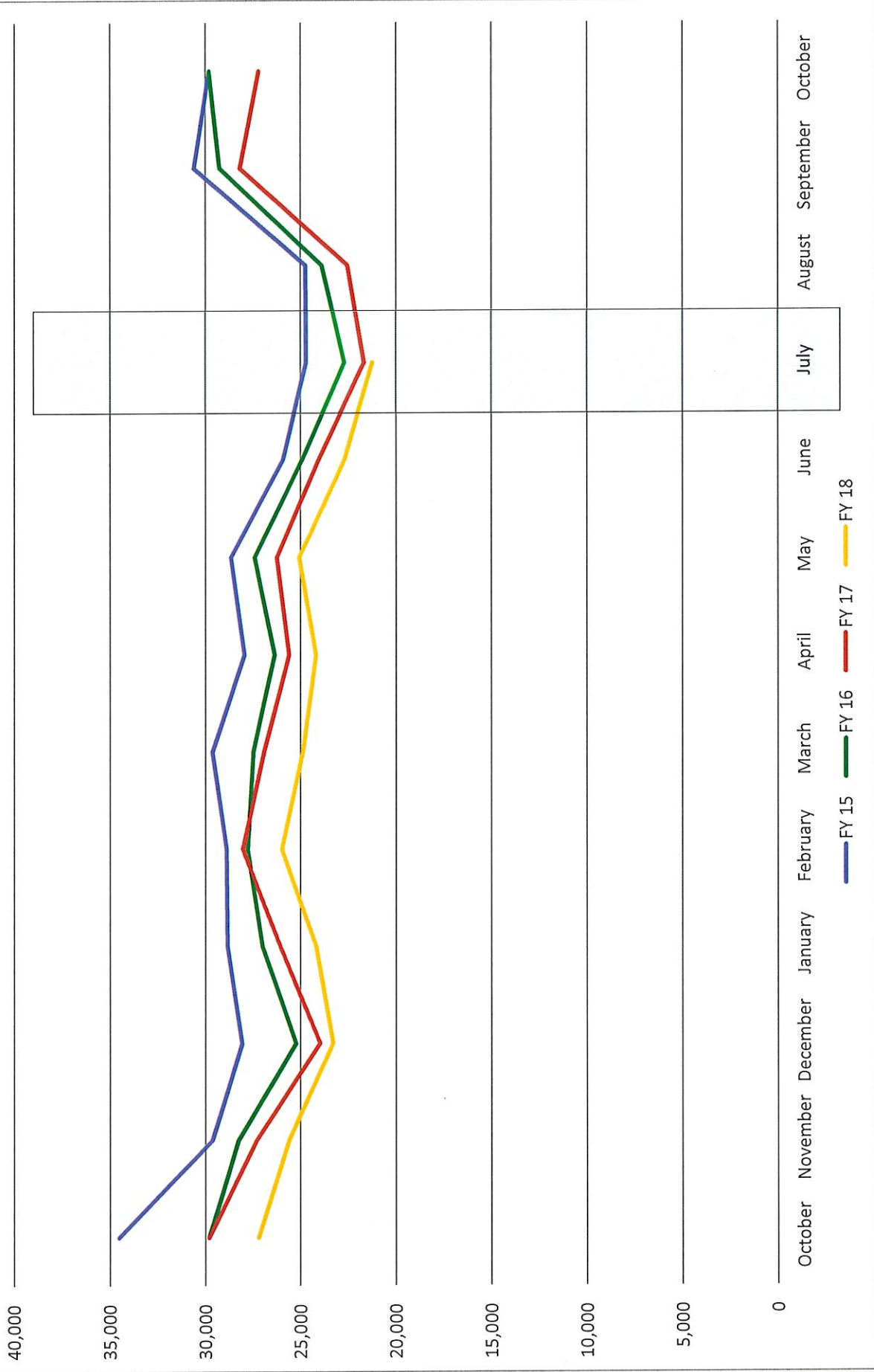
July 2018 Total Ridership Change: **-2.3%**

Change in service days from July 2018 to July 2017

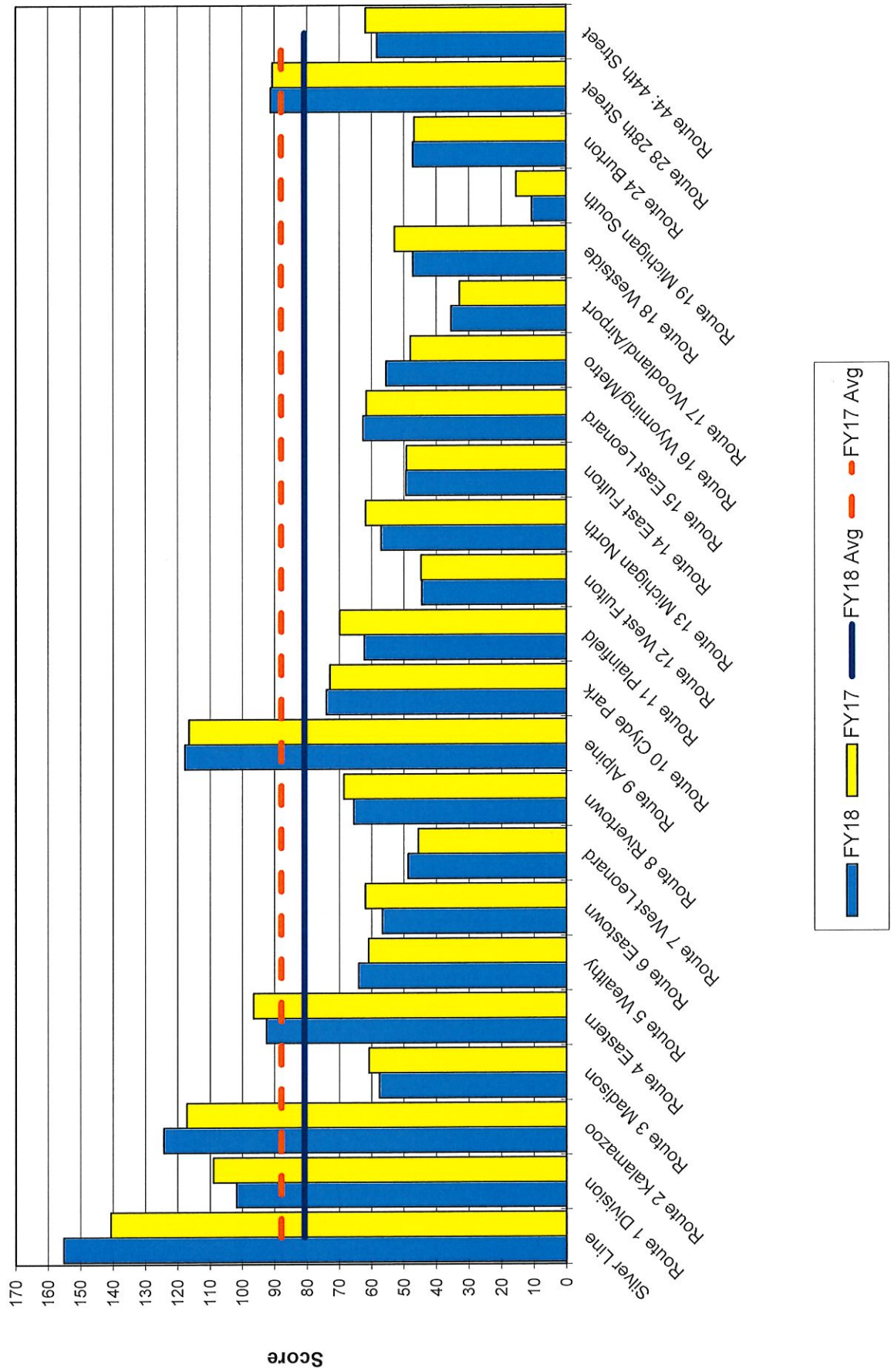
	FY 2018	FY 2017	Change
Total Service Weekdays	21	20	+1
Total Service Saturdays	4	5	-1
Total Service Sundays	5	5	0

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

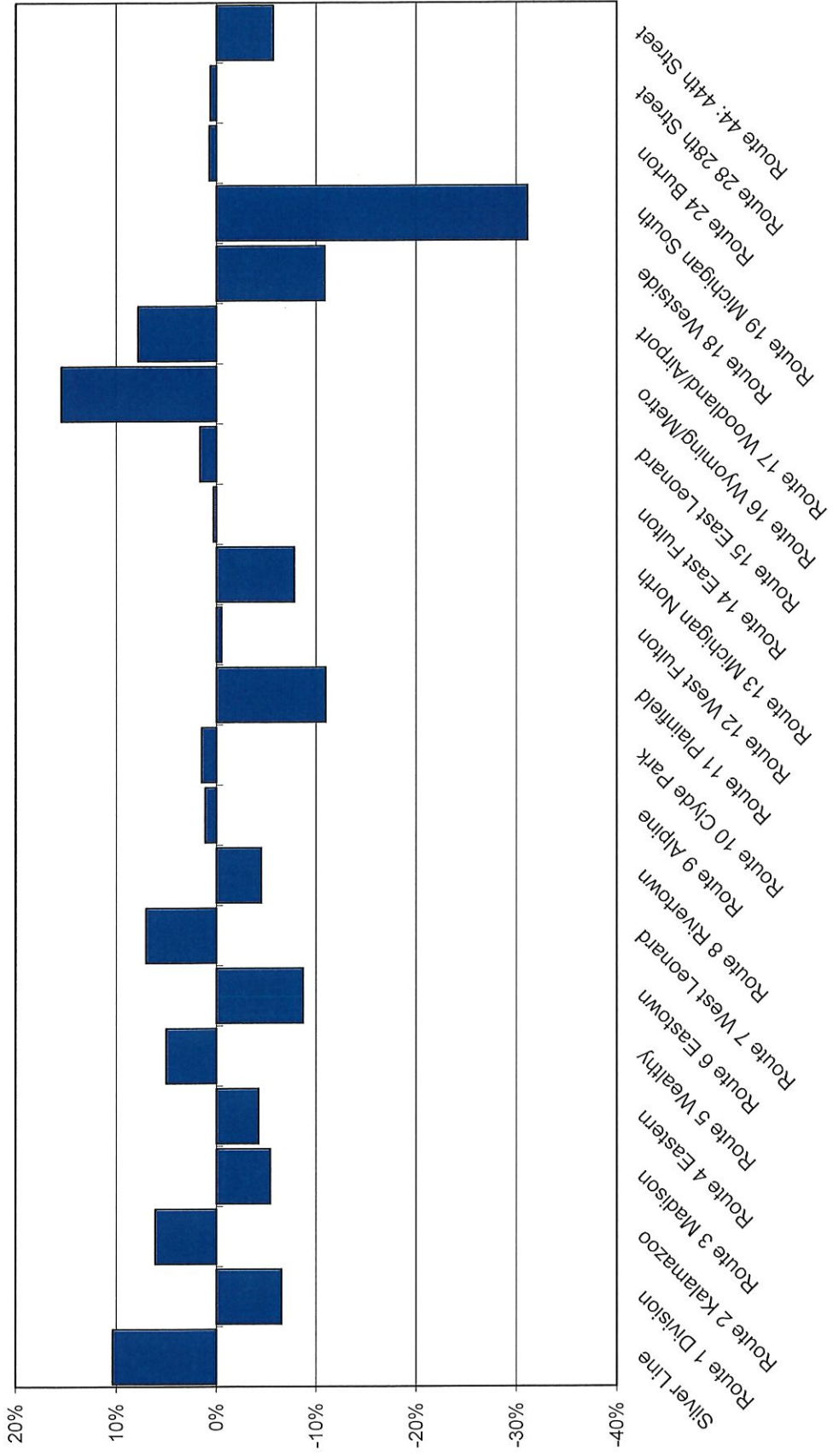
Monthly Weekday Average Ridership History



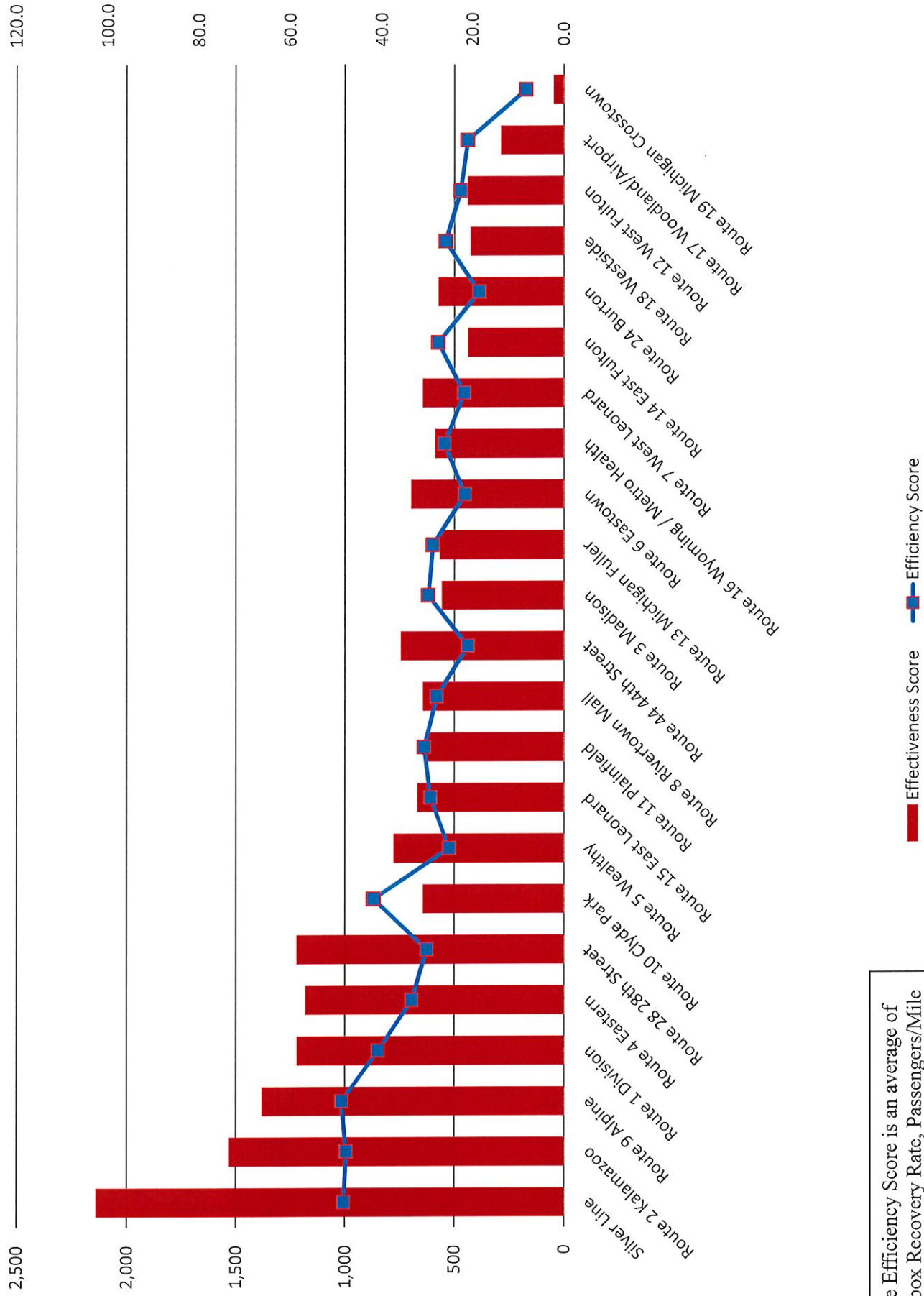
Fixed-Route Scoring Summary: July 2018 Compared to July 2017



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



Fixed Route Efficiency Score and Ridership Levels - July 2018



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

July 2018 Ridership Report
Ridership by Fare Category

	July 2018	July 2017	Actual Change	% Change
Regular Route Summary				
\$1.75 Cash Fare	67,102	72,390	-5,288	-7.3%
\$1.75 Adult One-Ride Ticket	7,152	7,601	-449	-5.9%
\$1.35 Adult Ticket	28,073	31,762	-3,689	-11.6%
\$1.05 Student Ticket, Aquinas, Calvin and Kendall Tickets	27,162	31,644	-4,482	-14.2%
\$0.85 Senior / Disabled Ticket and Cash	21,241	22,912	-1,671	-7.3%
\$47 Regular and \$30 Reduced 31-Day Month Pass	97,778	113,973	-16,195	-14.2%
\$3.50 One-Day Pass	26,473	28,912	-2,439	-8.4%
\$16.00 Seven-Day Pass	11,430	14,324	-2,894	-20.2%
Spectrum Health Employee Pass	3,829	3,933	-104	-2.6%
Free ADA	12,930	13,102	-172	-1.3%
GVSU Students on Routes 1-44	8,502	8,848	-346	-3.9%
Miscellaneous Fare	81,170	28,983	52,187	180.1%
Transfers	70,168	79,885	-9,717	-12.2%
Silver Line	64,136	58,070	6,066	10.4%
Total Regular Route Ridership	527,146	516,339	10,807	2.1%

Contracted/Specialized Services Summary

DASH	28,173	23,526	4,647	19.8%
GRCC Shuttle	0	0	0	n/a
GVSU Campus Connector	13,009	9,396	3,613	38.5%
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	3,190	2,935	255	8.7%
Total Contracted Ridership	44,372	35,857	8,515	23.7%

Demand Response Summary

GO!Bus (does not include PASS)	26,513	25,702	811	3.2%
PASS North Ridership (Including Transfers)	194	205	-11	-5.4%
PASS SE Ridership (Including Transfers)	153	154	-1	-0.6%
PASS SW Ridership (Including Transfers)	77	64	13	20.3%
Total Demand Response Ridership	26,937	26,125	812	3.1%

	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	1	1	0	0
Total Service Days	30	30	0	0
Total Days	31	31	0	0

Total Weekday Fixed-Route Ridership	417,677	388,215	29,462	7.6%
Total Weekday Evening Fixed-Route Ridership	82,974	79,371	3,603	4.5%
Total Weekday and Weekday Evening Fixed-Route Ridership	500,651	467,586	33,065	7.1%
Total Saturday Fixed-Route Ridership	43,208	59,354	-16,146	-27.2%
Total Sunday Fixed-Route Ridership	27,659	25,256	2,403	9.5%
Avg Weekday Daytime Fixed-Route Ridership	19,889	19,411	479	2.5%
Avg Weekday Evening Fixed-Route Ridership	3,951	3,969	-17	-0.4%
Avg Weekday and Weekday Evening Fixed-Route Ridership	23,841	23,379	461	2.0%
Avg Saturday Fixed-Route Ridership	10,802	11,871	-1,069	-9.0%
Avg Sunday Fixed-Route Ridership	5,532	5,051	481	9.5%

	2018	2017	Change	% Change
Fixed-Route Ridership Month to Date	527,146	516,339	10,807	2.1%
Contracted/Specialized Service Ridership Month to Date	44,372	35,857	8,515	23.7%
Demand Response Ridership Month to Date	26,937	26,125	812	3.1%
Total Monthly Ridership	598,455	578,321	20,134	3.5%
	2018	2017	Change	% Change
Fixed-Route Ridership Year to Date	6,069,345	6,398,422	-329,077	-5.1%
Contracted/Specialized Service Ridership Year to Date	2,260,737	2,442,753	-182,016	-7.5%
Demand Response Ridership Year to Date	293,989	296,699	-2,710	-0.9%
Total Ridership Year to Date	8,624,071	9,137,874	-513,803	-5.6%
Projected Annual Ridership	10,355,757	10,972,730	-616,973	-5.6%

July 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	28.1	2.09	36.5%	48.3	2,138	106.9	155.2	119.5%	1	1	0	64,136	10
Route 2 Kalamazoo	25.8	2.49	31.5%	47.8	1,531	76.5	124.3	75.8%	2	2	0	45,920	15
Route 9 Alpine	24.4	2.55	34.0%	48.8	1,380	69.0	117.8	66.5%	3	3	0	41,406	15
Route 1 Division	22.8	1.80	31.1%	40.8	1,220	61.0	101.8	44.0%	4	4	0	36,606	15
Route 4 Eastern	18.0	1.51	25.7%	33.4	1,181	59.1	92.5	30.7%	5	5	0	35,435	15
Route 28 28th Street	17.2	1.20	24.5%	30.1	1,221	61.0	91.1	28.9%	6	6	0	36,618	15
Route 10 Clyde Park	24.4	1.75	32.4%	41.8	643	32.2	74.0	4.6%	7	11	4	19,299	30
Route 5 Wealthy	13.7	1.17	18.5%	25.2	778	38.9	64.0	-9.5%	8	12	4	19,444	15
Route 15 East Leonard	15.5	1.47	20.4%	29.2	668	33.4	62.6	-11.4%	9	9	0	20,051	15
Route 11 Plainfield	16.6	1.39	23.3%	30.7	632	31.6	60.0	-12.0%	10	8	-2	18,953	15
Route 8 Rivertown Mall	16.4	1.15	21.7%	27.9	643	32.2	62.2	-15.1%	11	13	2	19,299	30
Route 44 44th Street	11.6	0.86	17.4%	21.1	746	37.3	58.3	-17.5%	12	17	5	18,640	30
Route 3 Madison	18.8	1.11	23.7%	29.7	556	27.8	57.5	-18.7%	13	14	1	13,896	30
Route 13 Michigan Fuller	16.0	1.40	19.8%	28.7	566	28.3	57.0	-19.4%	14	15	1	14,151	15
Route 6 Eastown	11.8	1.12	14.4%	21.7	698	34.9	56.6	-19.9%	15	10	-5	20,936	15
Route 16 Wyoming / Metro Health	15.3	1.13	19.6%	26.2	586	29.3	55.5	-21.6%	16	21	5	17,589	30
Route 7 West Leonard	13.2	0.86	17.5%	21.9	645	32.2	54.1	-23.5%	17	16	-1	16,119	15
Route 14 East Fulton	14.7	1.39	18.9%	27.5	437	21.9	49.4	-30.2%	18	18	0	10,926	30
Route 24 Burton	10.0	0.77	15.3%	18.6	572	28.6	47.2	-33.3%	19	19	0	14,291	30
Route 18 Westside	14.3	1.31	17.4%	25.9	425	21.3	47.2	-33.3%	20	7	-13	10,632	30
Route 12 West Fulton	12.6	1.17	14.6%	22.6	439	21.9	44.5	-37.0%	21	20	-1	10,970	30
Route 17 Woodland/Airport	12.9	0.91	15.2%	21.1	287	14.4	35.4	-49.9%	22	22	0	6,036	30
Route 19 Michigan/Cresstown	4.5	0.38	6.2%	8.3	47	2.4	10.6	-65.0%	23	23	0	887	30
System Summary	17.9	1.45	23.1%	8.3	781	2.4	70.7	n/a	23	23	0	512,340	30

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	17.9	1.45	23.1%	31.7	781	39.1	70.7	n/a
Routes above standard (equal or greater than 66.7% of mean)	5.1	0.50	6.8%	9.8	366	18.3	32.1	n/a
Routes above one standard deviation of mean	29.9	2.41	38.6%	52.8	1,302	65.1	117.9	66.7%
Above average routes within one standard deviation of mean	23.0	1.95	30.0%	41.5	1,147	57.4	102.8	45.3%
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	12.9	0.94	16.3%	21.8	415	20.8	38.7	-45.3%
Routes below one standard deviation of mean	6.1	0.49	7.8%	10.7	261	13.1	23.7	-66.6%
Routes below standard (equal or less than 66.7% of mean)	6.0	0.48	7.7%	10.5	260	13.0	23.6	-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	9.7	0.54	n/a	14.0	619	31.0	45.0	n/a	n/a	n/a	n/a	13,009	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!	0	0.0	#DIV/0!	n/a	n/a	n/a	n/a	0	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	18.2	2.45	n/a	42.6	1,074	53.7	96.3	n/a	n/a	n/a	n/a	22,549	5
DASH North	5.8	0.75	n/a	13.2	268	13.4	26.6	n/a	n/a	n/a	n/a	5,624	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
Total System Summary	11.60	1.01	n/a	10.5	260	13.0	23.6	n/a	n/a	n/a	n/a	41,182	120

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