

Date: November 14, 2018
To: ITP Board
From: Kevin Wisselink / Planning Department
Subject: AUGUST 2018 RIDERSHIP AND PRODUCTIVITY REPORT

BACKGROUND

Ridership increased for the second month in a row, which has not occurred in nearly four years, and weekday average ridership was up 4.6%. However, ridership was helped by GRPS being in session one week earlier in 2018 and two weekend Clean Air Actions days in 2018. When comparing like days of service, fixed route ridership was up 0.1% for the month.

RIDERSHIP SUMMARY

August 2018 compared to August 2017

Total Ridership by Category:

- Routes 1 – 44 ridership (613,679) increased **4.3%** (25,309)
- Contracted/Specialized Service ridership (140,598) increased **4.6%** (6,122)
- Demand-Response ridership (29,352) decreased **1.7%** (-503)
- **Total Ridership (783,629) increased 4.1% (30,928)**

Daily Averages:

- Average Weekday total ridership (29,568) increased **4.6%** (1,308)
- Average Weekday evening ridership (4,469) increased **0.4%** (17)
- Average Saturday ridership (12,476) decreased **0.3%** (-41)
- Average Sunday ridership (6,078) increased **6.6%** (376)

Fiscal Year 2018 compared to Fiscal Year 2017

Total Ridership by Category:

- Routes 1 – 44 ridership (6,678,783) decreased **4.4%** (-308,009)
- Contracted/Specialized Service ridership (2,401,326) decreased **6.8%** (-175,903)
- Demand-Response ridership (323,341) decreased **1.0%** (-3,213)
- **Total Ridership (9,403,450) decreased 4.9 (-484,125)**

Daily Averages:

- Average Weekday total ridership (35,003) decreased **5.0%** (-1,860)
- Average Weekday evening ridership (4,693) decreased **8.0%** (-406)
- Average Saturday ridership (12,265) decreased **7.9%** (-1,045)
- Average Sunday ridership (5,792) decreased **1.5%** (-88)

ROUTE PERFORMANCE SUMMARY (Routes 1-44 Only)

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

Queue

- Average passengers per hour (**19.2**) increased **2.8%** (0.3 points)
- Average passengers per mile (**1.56**) increased **3.5%** (0.4 points)
- Average farebox recovery percent (**24.9%**) increased 1.1% (0.1 points)
- Average daily passengers (**19,412**) increased **2.8%** 1.2 points)
- **Monthly system performance (78.1 points) increased 2.6% (2.0 points)**
- **FY 2018 system performance (80.6 points) decreased 4.3% (-3.6 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:			19.2	18.7	9.6	9.3	0.3	2.8%
Avg Passengers per Mile per Route:			1.56	1.50	12.0	11.6	0.4	3.5%
Avg Fare-box Recovery % per Route:			24.9%	24.6%	11.5	12.3	0.1	1.1%
Avg Daily Fixed-Route Passengers:			19,412	18,880	44.1	42.9	1.2	2.8%
August Total:					78.1	76.1	2.0	2.6%
Year Average:					80.6	84.2	-3.6	-4.3%

- **17 of 23 (73.9 %) fixed-routes performed within the average range (within one standard deviation of the system mean)**
- **The Silver Line 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 and Route 19 – Michigan Crosstown performed one standard deviation below the system mean
- **No routes performed below standard (less than 66.7% below the system mean)**

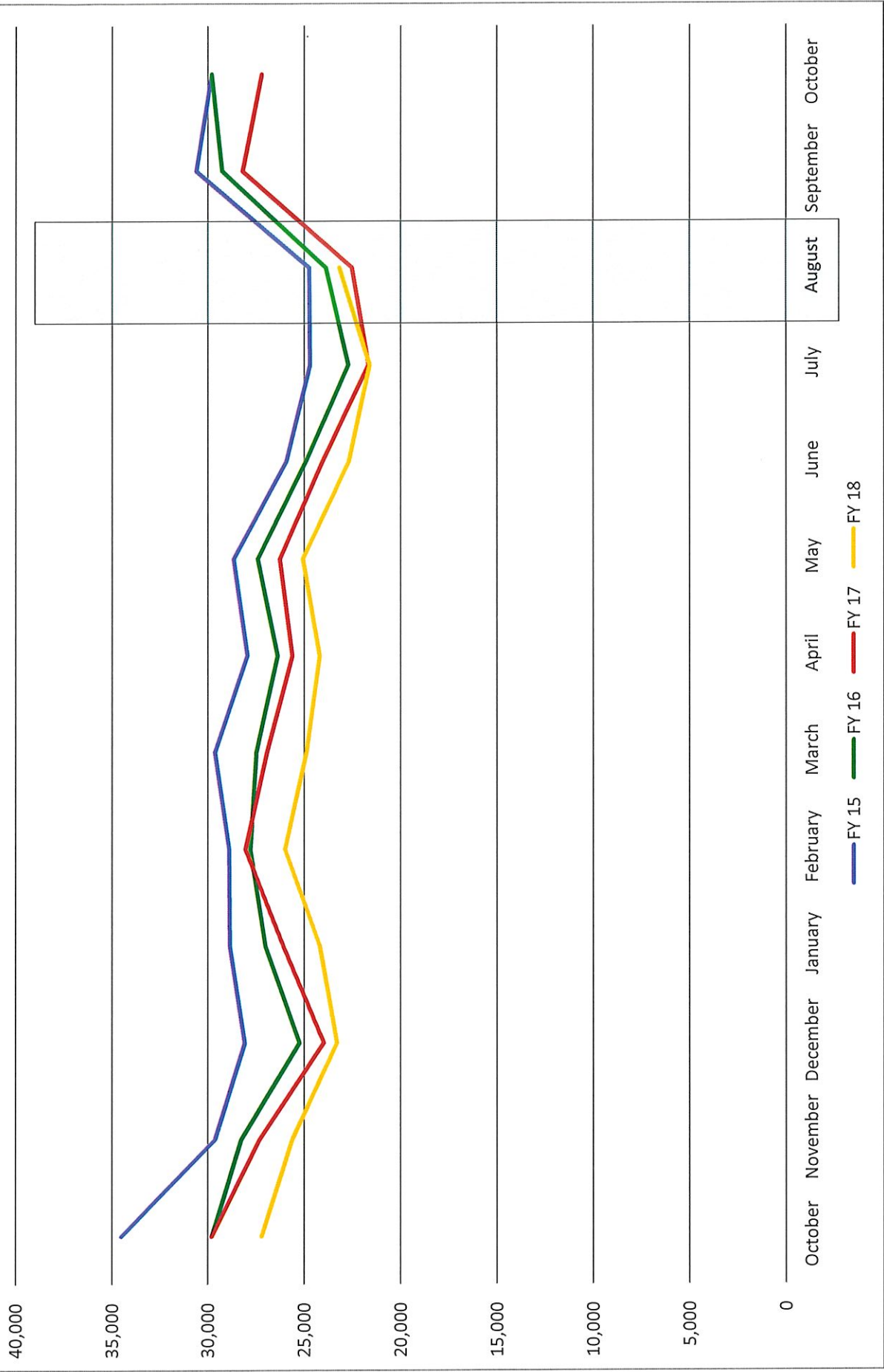
August 2018 Fixed Route Ridership Change: **0.1%**
 August 2018 Total Ridership Change: **-0.6%**

Change in service days from August 2018 to August 2017

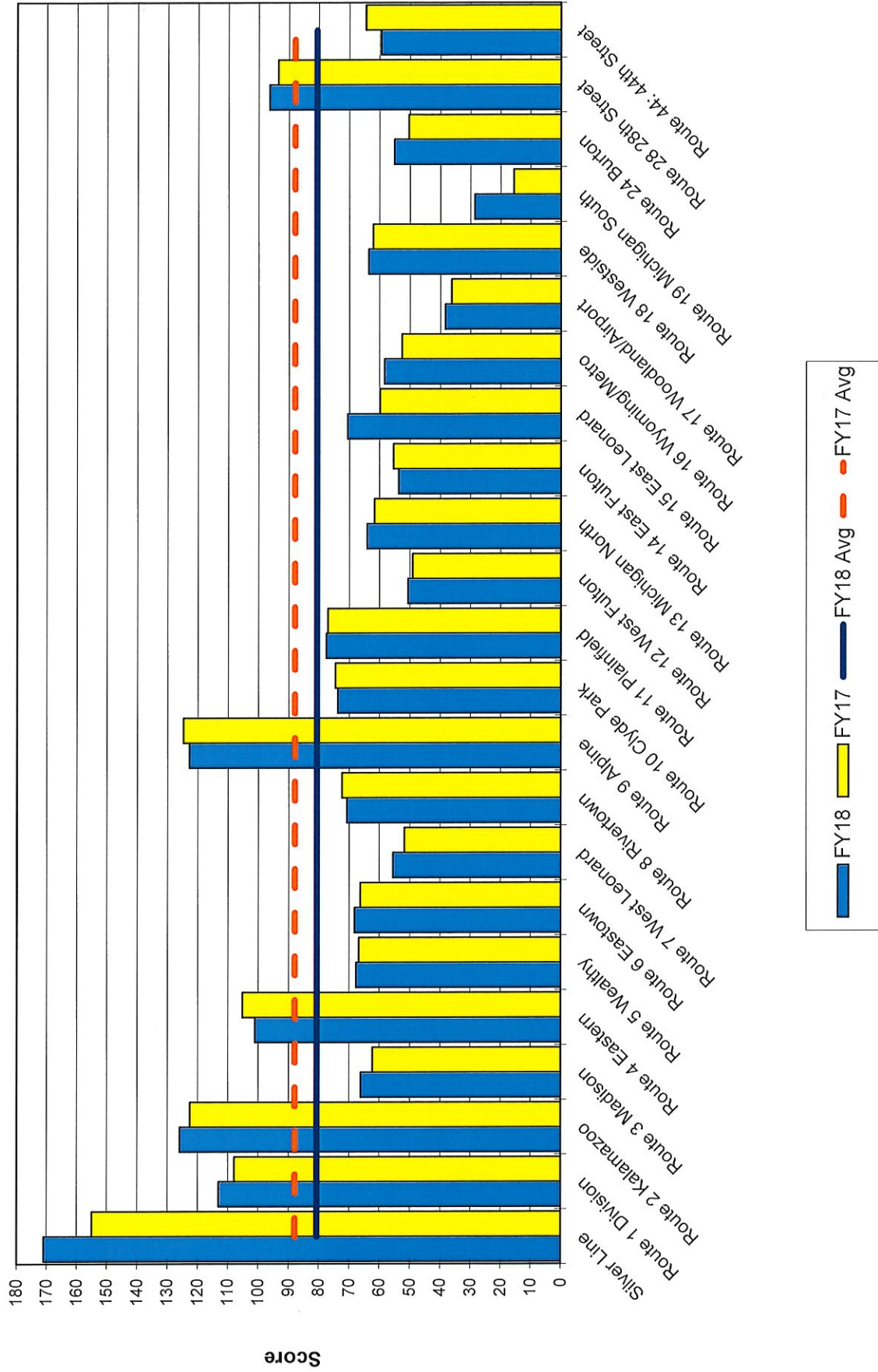
	FY 2018	FY 2017	Change
Total Service Weekdays	23	23	0
Total Service Saturdays	4	4	0
Total Service Sundays	4	4	0

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

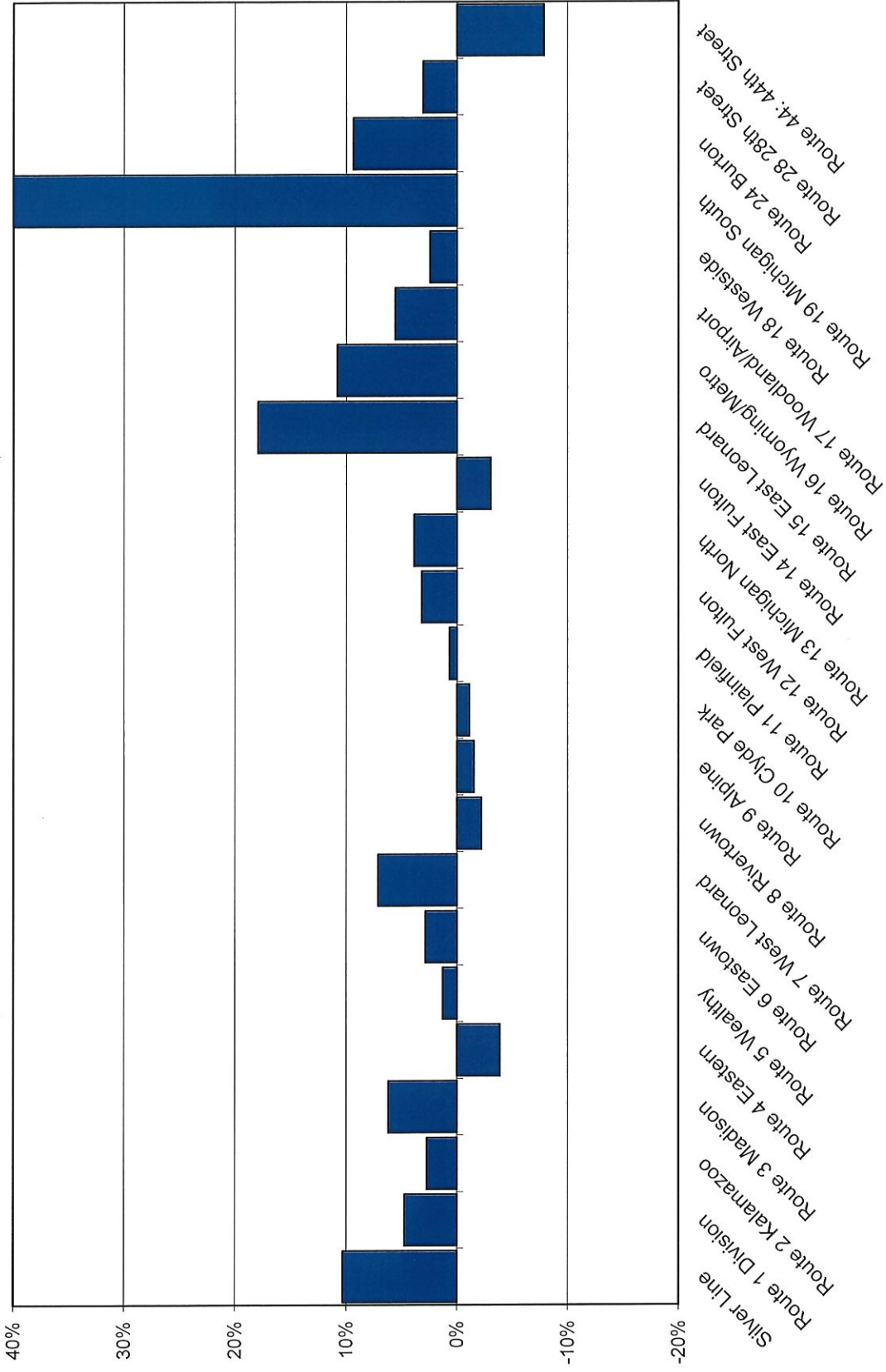
Monthly Weekday Average Ridership History



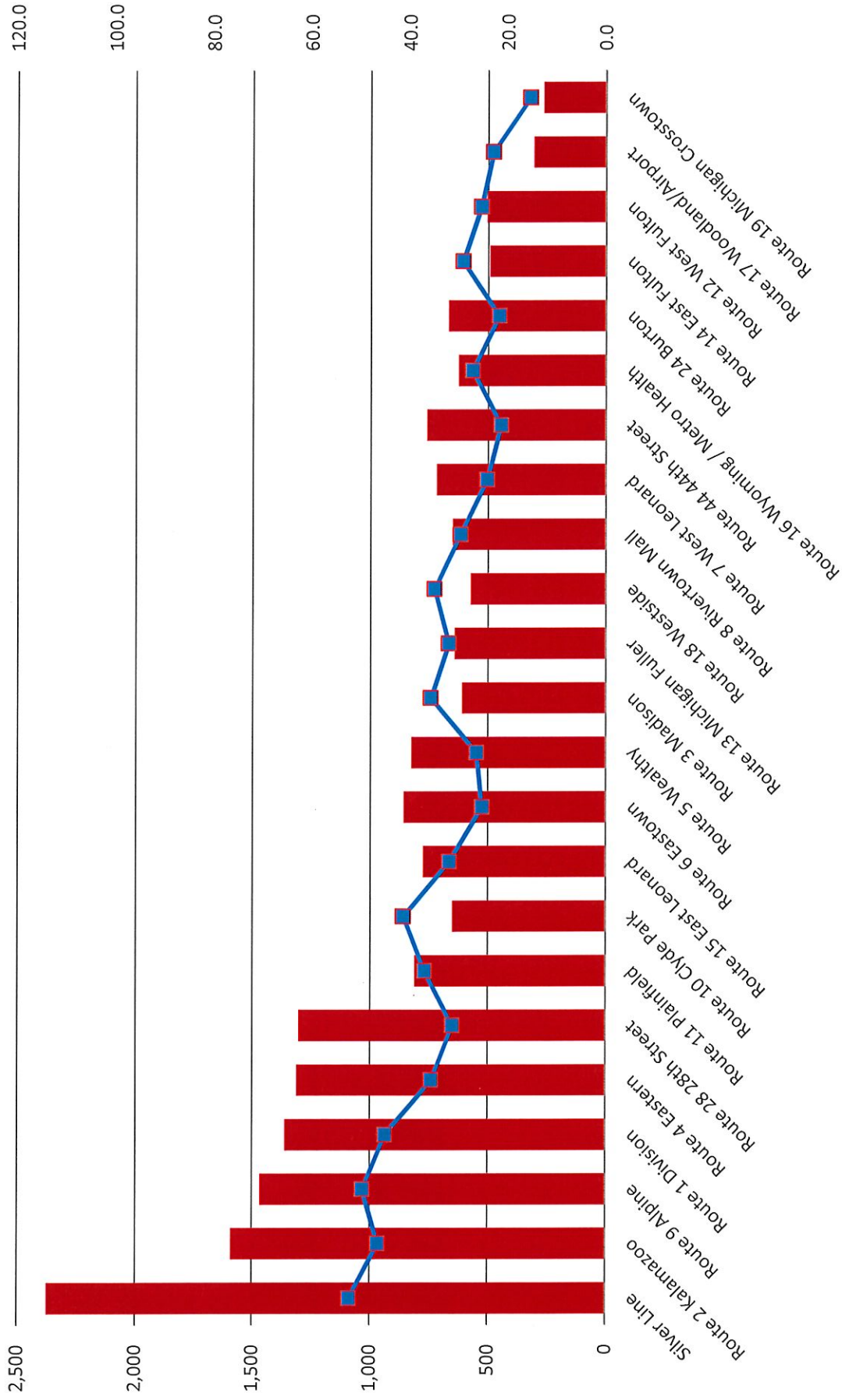
Fixed-Route Scoring Summary: August 2018 Compared to August 2017



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



Fixed Route Efficiency Score and Ridership Levels - August 2018



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

Effectiveness Score Efficiency Score

August 2018 Ridership Report

Ridership by Fare Category

	August 2018	August 2017	Actual Change	% Change
Regular Route Summary				
\$1.75 Cash Fare	79,101	80,844	-1,743	-2.2%
\$1.75 Adult One-Ride Ticket	8,446	9,355	-909	-9.7%
\$1.35 Adult Ticket	31,234	36,389	-5,155	-14.2%
\$1.05 Student Ticket, Aquinas, Calvin and Kendall Tickets	46,659	40,714	5,945	14.6%
\$0.85 Senior / Disabled Ticket and Cash	24,368	25,036	-668	-2.7%
\$47 Regular and \$30 Reduced 31-Day Month Pass	105,349	127,038	-21,689	-17.1%
\$3.50 One-Day Pass	30,951	31,848	-897	-2.8%
\$16.00 Seven-Day Pass	13,893	16,868	-2,975	-17.6%
Spectrum Health Employee Pass	9,558	4,423	5,135	116.1%
Free ADA	15,112	13,439	1,673	12.4%
GVSU Students on Routes 1-44	10,878	11,722	-844	-7.2%
Miscellaneous Fare	60,980	33,862	27,118	80.1%
Wave Card	17,457	0	17,457	n/a
Transfers	86,090	89,627	-3,537	-3.9%
Silver Line	73,603	67,205	6,398	9.5%
Total Regular Route Ridership	613,679	588,370	25,309	4.3%

Contracted/Specialized Services Summary

DASH	29,919	28,992	927	3.2%
GRCC Shuttle	6,606	6,773	-167	n/a
GVSU Campus Connector	52,237	51,799	438	0.8%
GVSU Off-Campus Shuttle	22,866	20,629	2,237	n/a
GVSU South Campus Express	25,707	22,802	2,905	n/a
FSU	177	152	25	n/a
Vanpools	3,087	3,329	-242	-7.3%
Total Contracted Ridership	140,598	134,476	6,122	4.6%

Demand Response Summary

n	28,841	29,325	-484	-1.7%
PASS North Ridership (Including Transfers)	244	245	-1	-0.4%
PASS SE Ridership (Including Transfers)	168	213	-45	-21.1%
PASS SW Ridership (Including Transfers)	99	72	27	37.5%
Total Demand Response Ridership	29,352	29,855	-503	-1.7%

	2018	2017	Change	YTD Change
Total Service Weekdays	23	23	0	-1
Total Service Saturdays	4	4	0	-1
Total Service Sundays	4	4	0	2
Total Holidays	0	0	0	0
Total Service Days	31	31	0	0
Total Days	31	31	0	0

Total Weekday Fixed-Route Ridership	577,268	547,572	29,696	5.4%
Total Weekday Evening Fixed-Route Ridership	102,793	102,400	393	0.4%
Total Weekday and Weekday Evening Fixed-Route Ridership	680,061	649,972	30,089	4.6%
Total Saturday Fixed-Route Ridership	49,905	50,068	-163	-0.3%
Total Sunday Fixed-Route Ridership	24,311	22,806	1,505	6.6%
Avg Weekday Daytime Fixed-Route Ridership	25,099	23,807	1,291	5.4%
Avg Weekday Evening Fixed-Route Ridership	4,469	4,452	17	0.4%
Avg Weekday and Weekday Evening Fixed-Route Ridership	29,568	28,260	1,308	4.6%
Avg Saturday Fixed-Route Ridership	12,476	12,517	-41	-0.3%
Avg Sunday Fixed-Route Ridership	6,078	5,702	376	6.6%

	2018	2017	Change	% Change
Fixed-Route Ridership Month to Date	613,679	588,370	25,309	4.3%
Contracted/Specialized Service Ridership Month to Date	140,598	134,476	6,122	4.6%
Demand Response Ridership Month to Date	29,352	29,855	-503	-1.7%
Total Monthly Ridership	783,629	752,701	30,928	4.1%
	2018	2017	Change	% Change
Fixed-Route Ridership Year to Date	6,681,783	6,986,792	-305,009	-4.4%
Contracted/Specialized Service Ridership Year to Date	2,401,326	2,577,229	-175,903	-6.8%
Demand Response Ridership Year to Date	323,341	326,554	-3,213	-1.0%
Total Ridership Year to Date	9,406,450	9,890,575	-484,125	-4.9%

August 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	30.2	2.25	40.0%	52.4	2,374	118.7	171.1	118.8%	1	1	0	73,603	10
Route 2 Kalamazoo	26.1	2.20	33.0%	46.5	1,589	79.5	125.9	61.0%	2	2	0	49,266	15
Route 9 Alpine	25.0	2.60	34.1%	49.6	1,466	73.3	122.9	57.0%	3	3	0	45,442	15
Route 1 Division	25.0	1.97	34.7%	45.0	1,361	68.0	113.0	44.5%	4	4	0	42,185	15
Route 4 Eastern	19.1	1.61	27.4%	35.6	1,310	65.5	101.1	29.2%	5	5	0	40,616	15
Route 28 28th Street	17.7	1.24	25.7%	31.2	1,303	65.1	96.4	23.2%	6	6	0	40,382	15
Route 11 Plainfield	20.5	1.73	27.0%	37.0	811	40.6	77.6	-0.8%	7	8	1	25,156	15
Route 10 Clyde Park	23.8	1.71	32.5%	41.3	649	32.4	73.8	-5.7%	8	11	3	20,118	30
Route 15 East Leonard	17.0	1.56	22.7%	31.9	775	38.7	70.6	-9.7%	9	9	0	24,019	15
Route 6 Eastown	13.9	1.33	16.1%	25.2	858	42.9	68.2	-12.9%	10	10	0	26,601	15
Route 5 Wealithy	14.4	1.24	19.2%	26.3	827	41.3	67.7	-13.5%	11	12	1	22,317	15
Route 3 Madison	20.4	1.70	25.0%	35.7	609	30.4	66.1	-15.5%	12	14	2	16,432	30
Route 13 Michigan Fuller	18.0	1.58	21.6%	32.0	641	32.0	64.0	-18.1%	13	15	2	17,306	15
Route 18 Westside	19.1	1.75	23.9%	34.9	572	28.6	63.6	-18.7%	14	7	-7	15,457	30
Route 8 Rivertown Mall	17.3	1.22	23.2%	29.6	649	32.4	62.0	-20.7%	15	13	-2	20,118	30
Route 7 West Leonard	14.7	0.97	18.9%	24.2	718	35.9	60.1	-23.1%	16	16	0	19,382	15
Route 44 44th Street	11.7	0.87	17.8%	21.4	761	38.0	59.4	-24.0%	17	17	0	20,555	30
Route 16 Wyoming / Metro Health	15.8	1.17	20.5%	27.1	625	31.2	58.4	-25.4%	18	21	3	19,361	30
Route 24 Burton	11.6	0.90	18.2%	21.8	667	33.4	55.2	-29.5%	19	19	0	18,012	30
Route 14 East Fulton	16.4	1.38	20.6%	29.1	493	24.6	53.7	-31.3%	18	18	0	13,630	30
Route 12 West Fulton	14.3	1.33	16.0%	25.4	505	25.2	50.6	-35.3%	21	20	-1	13,630	30
Route 17 Woodland/Airport	13.8	0.97	17.4%	23.0	306	15.3	38.3	-51.0%	22	22	0	7,038	30
Route 19 Michigan Crosstown	9.5	1.25	13.5%	21.1	265	13.2	34.3	-56.2%	23	23	0	6,085	30
System Summary	19.2	1.56	23.4%	34.1	882	44.1	78.2	n/a				596,361	

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	4.6	0.43	6.2%	8.7	367	18.3	32.0	n/a
Routes above standard (equal or greater than 66.7% of mean)	32.0	2.59	41.3%	56.9	1,471	73.5	130.4	66.7%
Routes above one standard deviation of mean	31.9	2.58	41.8%	56.7	1,470	73.5	130.3	66.6%
Above average routes within one standard deviation of mean	23.8	1.99	31.3%	42.8	1,249	62.5	110.2	40.9%
Average routes								
+/- 12.5% mean								
+/- 12.5% mean								
+/- 12.5% mean								
Below average routes within one standard deviation of mean	14.6	1.12	18.9%	25.4	516	25.8	46.3	-40.9%
Routes below one standard deviation of mean	6.5	0.53	3.5%	11.5	295	14.7	26.2	-66.6%
Routes below standard (equal or less than 66.7% of mean)	5.4	0.52	3.4%	11.4	294	14.7	26.1	-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	23.7	1.33	n/a	34.2	2,009	100.5	134.7	n/a	n/a	n/a	n/a	52,237	7
GVSU South Campus Express	64.9	7.43	n/a	136.8	1,118	55.9	192.7	n/a	n/a	n/a	n/a	25,707	10
GVSU Off-Campus	76.3	9.64	n/a	171.0	994	49.7	220.7	n/a	n/a	n/a	n/a	22,866	10
GRCC 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	98.4	24.88	n/a	362.1	1,652	82.6	444.7	n/a	n/a	n/a	n/a	6,606	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	45.4	5.95	n/a	104.2	1,020	51.0	155.2	n/a	n/a	n/a	n/a	23,454	5
DASH North	25.5	3.21	n/a	57.1	281	14.1	71.1	n/a	n/a	n/a	n/a	6,465	20
FSU	2.9	0.07	n/a	3.1	8	0.4	3.5	n/a	n/a	n/a	n/a	177	120
System Summary	36.31	2.56	n/a	34.1	8	0.4	3.5	n/a				137,511	

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