

Date: January 9, 2019
To: ITP Board
From: Kevin Wisselink / Planning Department
Subject: OCTOBER 2018 RIDERSHIP AND PRODUCTIVITY REPORT

BACKGROUND

Ridership increased in October, in part because there was one more weekday of service in October 2018. Daily averages were similar to last year, with gains in the evenings and on weekends primarily due to the DASH service which now is not just limited to weekday daytime.

RIDERSHIP SUMMARY

October 2018 compared to October 2017

Total Ridership by Category:

- Routes 1 – 44 ridership (718,784) increased **4.3%** (29,865)
- Contracted/Specialized Service ridership (431,543) increased **4.1%** (16,875)
- Demand-Response ridership (32,436) increased **3.8%** (1,188)
- **Total Ridership (1,182,763) increased 4.2% (47,928)**

Daily Averages:

- Average Weekday total ridership (46,065) decreased **0.0%** (-19)
- Average Weekday evening ridership (6,205) increased **4.9%** (292)
- Average Saturday ridership (15,053) increased **6.7%** (943)
- Average Sunday ridership (7,719) increased **15.1%** (1,010)

Fiscal Year 2019 compared to Fiscal Year 2018

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ROUTE PERFORMANCE SUMMARY (Routes 1-44 Only)

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

- Average passengers per hour (**22.1**) decreased **1.8%** (-0.2 points)
- Average passengers per mile (**1.79**) decreased **1.1%** (-0.2 points)
- Average farebox recovery percent (**28.0%**) decreased **1.3%** (-0.2 points)
- Average daily passengers (**22,653**) increased **0.1%** (0.0 points)
- **Monthly system performance (88.1 points) decreased 0.6% (-0.5 points)**
- **FY 2019 system performance (88.1 points) decreased 0.6% (-0.5 points) compared to FY 2018**

Monthly Fixed-Route Point Summary

	FY 19	FY 18	FY 19	FY 18		%
	<u>Avg</u>	<u>Avg</u>	<u>Points</u>	<u>Points</u>	<u>Change</u>	<u>Change</u>
Avg Passengers per Hour per Route:	22.1	22.5	11.2	11.2	-0.2	-1.8%
Avg Passengers per Mile per Route:	1.79	1.81	13.8	14.0	-0.2	-1.1%
Avg Fare-box Recovery % per Route:	28.0%	28.4%	14.0	14.2	-0.2	-1.3%
Avg Daily Fixed-Route Passengers:	22,653	21,651	49.2	49.2	0.0	0.1%
October Total:			88.1	88.6	-0.5	-0.6%
Year Average:			88.0	88.6	-0.5	-0.6%

- **20 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 2 – Kalamazoo performed one standard deviation above the system mean
- Route 17 – Woodland/Airport performed one standard deviation below the system mean
- **No routes performed below standard (less than 66.7% below the system mean)**

October 2018 Fixed Route Ridership Change: **1.7%**
 October 2018 Total Ridership Change: **-0.7%**

Change in service days from October 2018 to October 2017

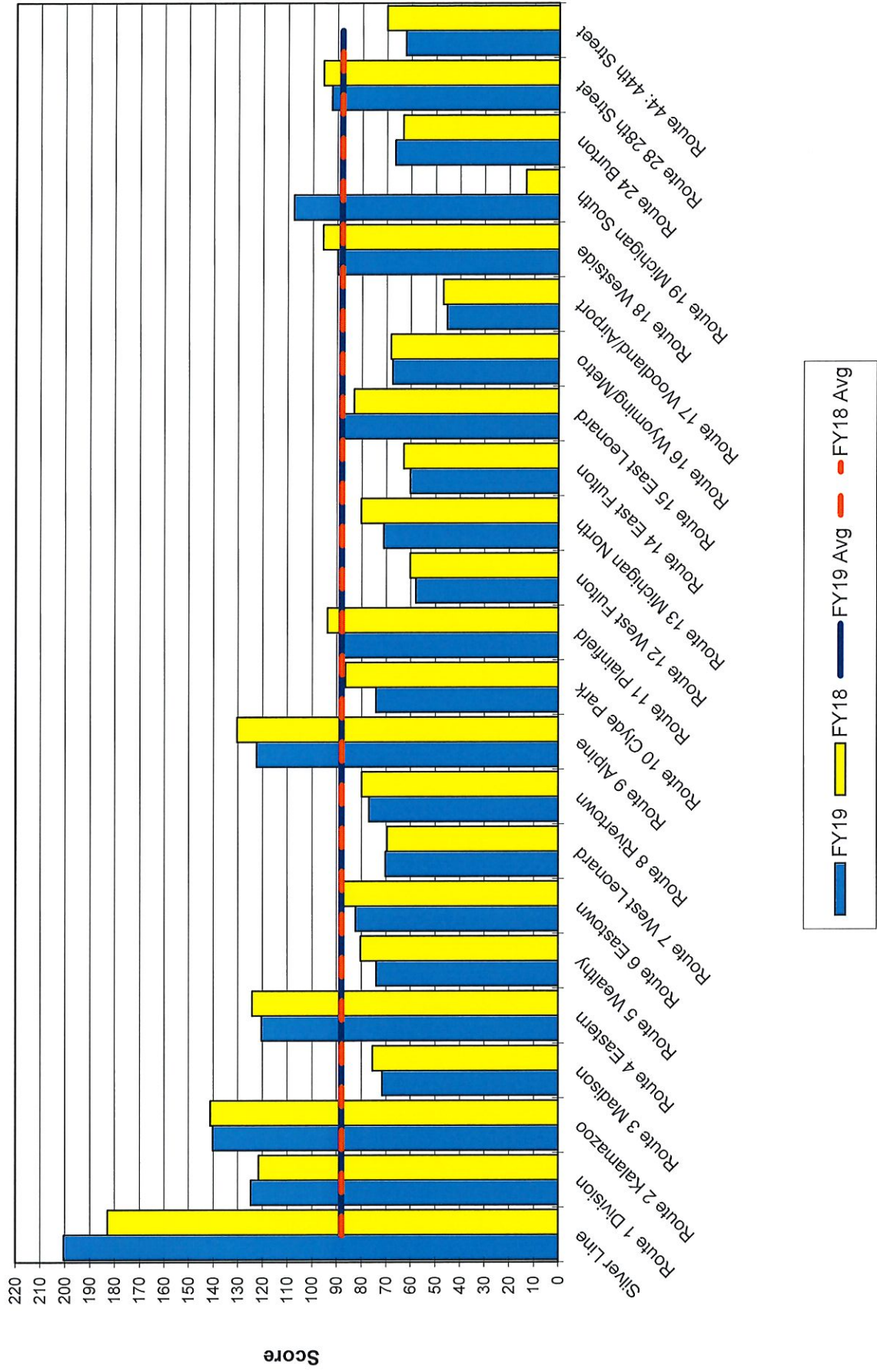
	FY 2018	FY 2017	Change
Total Service Weekdays	23	22	+1
Total Service Saturdays	4	4	0
Total Service Sundays	4	5	-1

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

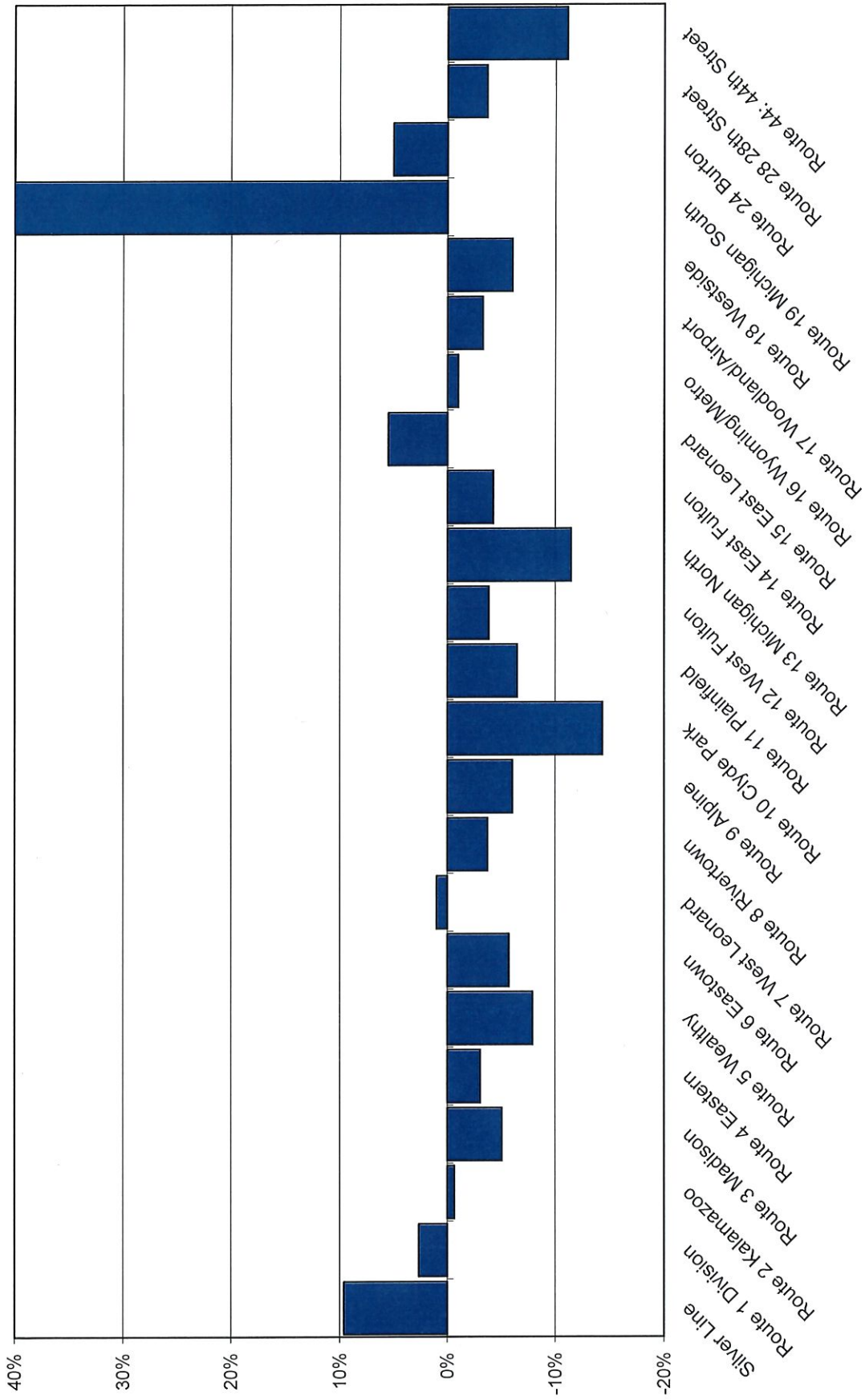
Monthly Weekday Average Ridership History



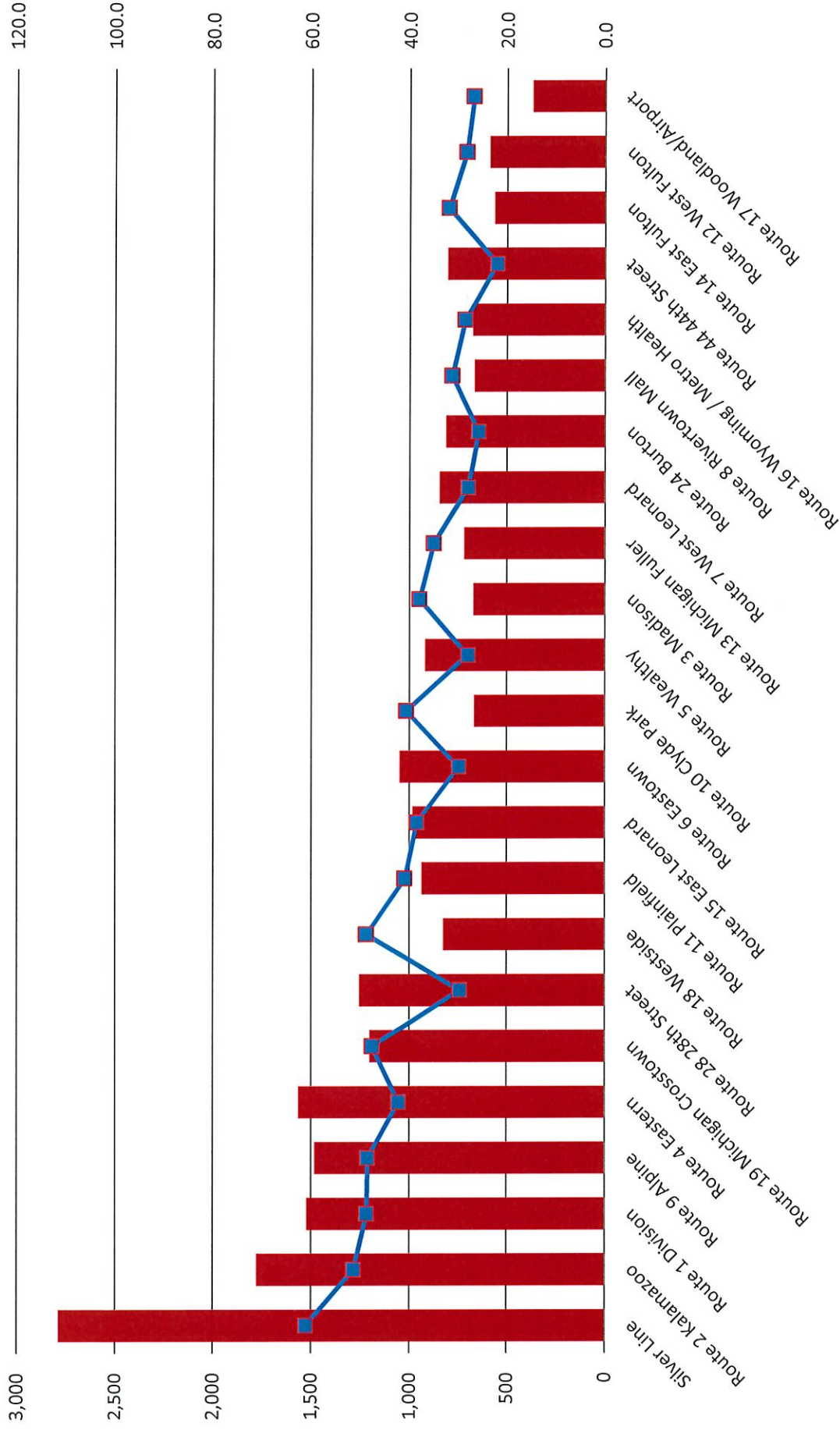
Fixed-Route Scoring Summary: October 2018 Compared to October 2017



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



Fixed Route Efficiency Score and Ridership Levels - October 2018



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

Effectiveness Score Efficiency Score

October 2018 Ridership Report
Ridership by Fare Category

	October 2018	October 2017	Actual Change	% Change
Regular Route Summary				
\$1.75 Cash Fare	73,684	76,642	-2,958	-3.9%
\$1.75 Adult One-Ride Ticket	8,819	10,526	-1,707	-16.2%
\$1.35 Adult Ticket	28,278	36,435	-8,157	-22.4%
\$1.05 Student Ticket, Aquinas, Calvin and Kendall Tickets	94,270	102,230	-7,960	-7.8%
\$0.85 Senior / Disabled Ticket and Cash	21,974	23,759	-1,785	-7.5%
\$47 Regular and \$30 Reduced 31-Day Month Pass	95,412	122,358	-26,946	-22.0%
\$3.50 One-Day Pass	26,373	27,427	-1,054	-3.8%
\$16.00 Seven-Day Pass	11,240	15,252	-4,012	-26.3%
Spectrum Health Employee Pass and Route 19	30,794	4,912	25,882	526.9%
Free ADA	13,335	12,313	1,022	8.3%
GVSU Students on Routes 1-44	13,880	14,513	-633	-4.4%
Miscellaneous Fare	38,562	55,873	-17,311	-31.0%
Wave Card	77,673	0	77,673	n/a
Transfers	98,147	108,434	-10,287	-9.5%
Silver Line	86,343	78,245	8,098	10.3%
Total Regular Route Ridership	718,784	688,919	29,865	4.3%

Contracted/Specialized Services Summary

DASH	55,871	38,392	17,479	45.5%
GRCC Shuttle	26,189	25,246	943	3.7%
GVSU Campus Connector	158,327	163,812	-5,485	-3.3%
GVSU Off-Campus Shuttle	78,522	75,860	2,662	3.5%
GVSU South Campus Express	108,259	106,907	1,352	1.3%
FSU	1,336	929	407	43.8%
Vanpools	3,040	3,523	-483	-13.7%
Total Contracted Ridership	431,543	414,668	16,875	4.1%

Demand Response Summary

GOIBus	31,848	30,695	1,153	3.8%
PASS North Ridership (Including Transfers)	267	279	-12	-4.3%
PASS SE Ridership (Including Transfers)	194	203	-9	-4.4%
PASS SW Ridership (Including Transfers)	127	71	56	78.9%
Total Demand Response Ridership	32,436	31,248	1,188	3.8%

	2018	2017	Change	YTD Change
Total Service Weekdays	23	22	1	1
Total Service Saturdays	4	4	0	0
Total Service Sundays	4	5	-1	-1
Total Holidays	0	0	0	0
Total Service Days	31	31	0	0
Total Days	31	31	0	0

Total Weekday Fixed-Route Ridership	916,527	883,511	33,016	3.7%
Total Weekday Evening Fixed-Route Ridership	142,712	130,091	12,621	9.7%
Total Weekday and Weekday Evening Fixed-Route Ridership	1,059,239	1,013,602	45,637	4.5%
Total Saturday Fixed-Route Ridership	60,213	56,441	3,772	6.7%
Total Sunday Fixed-Route Ridership	30,875	33,544	-2,669	-8.0%
Avg Weekday Daytime Fixed-Route Ridership	39,849	40,160	-311	-0.8%
Avg Weekday Evening Fixed-Route Ridership	6,205	5,913	292	4.9%
Avg Weekday and Weekday Evening Fixed-Route Ridership	46,054	46,073	-19	0.0%
Avg Saturday Fixed-Route Ridership	15,053	14,110	943	6.7%
Avg Sunday Fixed-Route Ridership	7,719	6,709	1,010	15.1%

	2018	2017	Change	% Change
Fixed-Route Ridership Month to Date	718,784	688,919	29,865	4.3%
Contracted/Specialized Service Ridership Month to Date	431,543	414,668	16,875	4.1%
Demand Response Ridership Month to Date	32,436	31,248	1,188	3.8%
Total Monthly Ridership	1,182,763	1,134,835	47,928	4.2%
	2018	2017	Change	% Change
Fixed-Route Ridership Year to Date	718,784	688,919	29,865	4.3%
Contracted/Specialized Service Ridership Year to Date	431,543	414,668	16,875	4.1%
Demand Response Ridership Year to Date	32,436	31,248	1,188	3.8%
Total Ridership Year to Date	1,182,763	1,134,835	47,928	4.2%

October 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	35.5	2.64	46.2%	61.1	2,785	139.3	200.4	121.9%	1	1	0	86,343	10
Route 2 Kalamazoo	29.2	2.46	35.7%	51.3	1,777	88.9	140.2	55.2%	2	2	0	55,080	15
Route 1 Division	27.9	2.20	35.7%	48.7	1,520	76.0	124.7	38.1%	3	4	1	47,132	15
Route 9 Alpine	25.3	2.63	31.3%	48.5	1,480	74.0	122.5	35.6%	4	3	-1	45,871	15
Route 4 Eastern	22.7	1.92	32.2%	42.2	1,563	78.2	120.4	33.3%	5	5	0	48,459	15
Route 19 Michigan Crosstown	22.7	2.49	34.1%	47.6	1,201	60.1	107.6	19.1%	6	23	17	27,627	15
Route 28 28th Street	17.1	1.19	23.9%	29.6	1,253	62.6	92.3	2.2%	7	6	-1	38,842	15
Route 18 Westside	27.5	2.52	31.4%	48.8	824	41.2	90.0	-0.4%	8	7	-1	22,241	30
Route 11 Plainfield	23.6	1.99	27.8%	41.0	935	46.8	87.7	-2.9%	9	8	-1	28,985	15
Route 15 East Leonard	21.6	1.98	24.9%	38.5	963	49.2	87.7	-2.9%	10	9	-1	30,482	15
Route 6 Eastown	17.0	1.63	17.6%	29.9	1,049	52.5	82.3	-8.9%	11	10	-1	32,530	15
Route 10 Clyde Park	24.5	1.76	29.8%	40.7	669	33.4	74.1	-17.9%	12	11	-1	20,726	30
Route 5 Wealthy	16.0	1.38	18.9%	28.1	919	46.0	74.0	-18.1%	13	12	-1	24,820	15
Route 3 Madison	22.5	1.87	24.6%	38.0	673	33.6	71.6	-20.7%	14	14	0	18,160	30
Route 13 Michigan Fuller	20.2	1.78	22.5%	35.1	720	36.0	71.1	-21.3%	15	15	0	19,434	15
Route 7 West Leonard	17.3	1.14	21.3%	28.0	845	42.3	70.3	-22.2%	16	16	0	22,820	15
Route 24 Burton	14.1	1.09	20.9%	25.9	812	40.6	66.5	-26.3%	17	19	2	21,928	30
Route 8 Rivertown Mall	19.2	1.35	22.6%	31.3	669	33.4	64.7	-28.4%	18	13	-5	20,726	30
Route 16 Wyoming / Metro Health	17.1	1.27	20.6%	28.6	677	33.8	62.5	-30.8%	19	21	2	20,984	30
Route 44 44th Street	12.4	0.92	17.7%	22.1	805	40.2	62.3	-31.0%	20	17	-3	21,732	30
Route 14 East Fulton	18.9	1.58	20.6%	31.9	566	28.3	60.2	-33.3%	21	18	-3	15,275	30
Route 12 West Fulton	16.8	1.56	16.0%	28.4	591	29.6	57.9	-35.9%	22	20	-2	15,957	30
Route 17 Woodland/Airport	16.6	1.17	19.3%	27.0	369	18.5	45.4	-49.7%	23	22	-1	8,498	30
System Summary	22.1	1.79	28.0%		1,030		90.3	n/a				694,662	

System Average (mean)	22.1	1.79	28.0%	38.8	1,030	51.5	90.3	n/a	n/a	n/a	n/a	158,327	7
Standard deviation	4.6	0.51	6.2%	9.4	370	18.5	34.7	n/a				108,259	10
Routes above standard (equal or greater than 66.7% of mean)	36.8	2.99	46.7%	64.8	1,717	85.8	150.5	66.7%				78,522	10
Routes above one standard deviation of mean	36.7	2.98	46.6%	64.6	1,716	85.8	150.4	66.7%				n/a	5
Above average routes within one standard deviation of mean	26.7	2.31	34.2%	48.2	1,400	70.0	125.0	38.4%				n/a	10
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				26,189	10
Below average routes within one standard deviation of mean	17.4	1.28	21.8%	29.5	660	33.0	55.7	-38.4%				0	5
Routes below one standard deviation of mean	7.4	0.61	9.4%	13.1	344	17.2	30.2	-66.7%				37,746	5
Routes below standard (equal or less than 66.7% of mean)	7.3	0.60	9.3%	12.9	343	17.1	30.1	-66.7%				18,125	20

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	35.3	1.98	n/a	51.0	5,107	255.4	306.3	n/a	n/a	n/a	n/a	158,327	7
GVSU South Campus Express	75.4	7.45	n/a	145.5	4,707	235.3	380.9	n/a	n/a	n/a	n/a	108,259	10
GVSU Off-Campus	71.1	7.74	n/a	145.2	3,414	170.7	315.9	n/a	n/a	n/a	n/a	78,522	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	82.1	20.77	n/a	302.2	6,547	327.4	629.6	n/a	n/a	n/a	n/a	26,189	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	25.1	3.22	n/a	56.9	1,641	82.1	138.9	n/a	n/a	n/a	n/a	37,746	5
DASH North	9.2	0.98	n/a	18.6	788	39.4	58.0	n/a	n/a	n/a	n/a	18,125	20
FSU	38.86	0.14	n/a	6.1	58	2.9	9.0	n/a	n/a	n/a	n/a	1,336	120

Total System Summary

26.58 2.12 28.00%

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