

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

BACKGROUND

Ridership was overall flat in November 2018. There was a slight 1.6% decrease, but of the overall 13,059 rides lost, 11,156 of them were lost on November 26 when many schools were closed and travel was limited. As with October overall ridership averages were slightly down but the fixed route daily averages showed a slight increase.

RIDERSHIP SUMMARY

November 2018 compared to November 2017

Total Ridership by Category:

- Routes 1 – 44 ridership (612,096) decreased **1.0%** (-6,443)
- Contracted/Specialized Service ridership (333,072) decreased **1.9%** (-6,445)
- Demand-Response ridership (28,920) decreased **0.6%** (-171)
- **Total Ridership (974,088) decreased 1.3% (-13,059)**

Daily Averages:

- Average Weekday total ridership (41,017) decreased **2.7%** (-1,121)
- Average Weekday evening ridership (5,388) increased **6.0%** (305)
- Average Saturday ridership (14,063) increased **14.3%** (1,754)
- Average Sunday ridership (6,891) increased **15.2%** (909)

Fiscal Year 2019 compared to Fiscal Year 2018

Total Ridership by Category:

- Routes 1 – 44 ridership (1,330,880) increased **1.8%** (23,422)
- Contracted/Specialized Service ridership (764,615) increased **1.4%** (10,430)
- Demand-Response ridership (28,920) increased **1.7%** (1,017)
- **Total Ridership (2,156,851) increased 1.6% (34,869)**

Daily Averages:

- Average Weekday total ridership (43,650) decreased **1.1%** (-501)
- Average Weekday evening ridership (5,815) increased **5.6%** (307)
- Average Saturday ridership (14,558) increased **10.2%** (1,349)
- Average Sunday ridership (7,305) increased **14.4%** (919)

ROUTE PERFORMANCE SUMMARY (Routes 1-44 Only)

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

- Average passengers per hour (20.4) decreased 3.9% (-0.4 points)
- Average passengers per mile (1.66) decreased 3.3% (-0.4 points)
- Average farebox recovery percent (25.8%) decreased 5.0% (-0.7 points)
- Average daily passengers (20,648) decreased 4.6% (-2.2 points)
- **Monthly system performance (80.7 points) decreased 4.4% (-3.7 points)**
- **FY 2019 system performance (84.4 points) decreased 2.4% (-2.1 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:	20.4	21.2	10.2	10.6	-0.4	-3.9%
Avg Passengers per Mile per Route:	1.66	1.71	12.7	13.2	-0.4	-3.3%
Avg Fare-box Recovery % per Route:	25.8%	27.1%	12.9	13.6	-0.7	-5.0%
Avg Daily Fixed-Route Passengers:	20,648	20,700	44.9	47.0	-2.2	-4.6%
November Total:			80.7	84.4	-3.7	-4.4%
Year Average:			84.4	86.5	-2.1	-2.4%

- **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 1 – Division, Route 2 – Kalamazoo and Route 9 – Alpine performed one standard deviation above the system mean
- Route 12 – West Fulton and 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)**

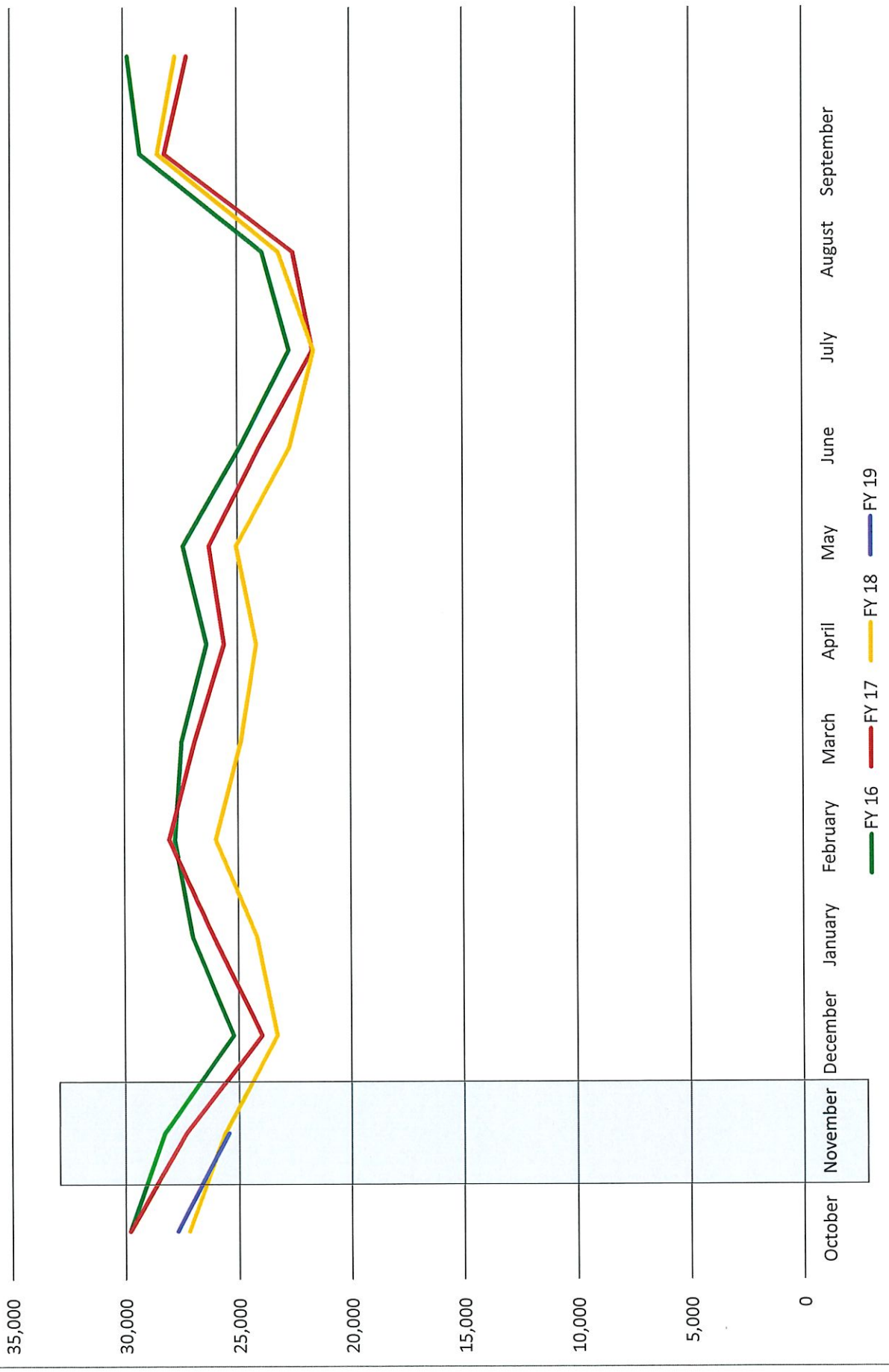
November 2018 Fixed Route Ridership Change: **1.0%**
 November 2018 Total Ridership Change: **-0.8%**

Change in service days from November 2018 to November 2017

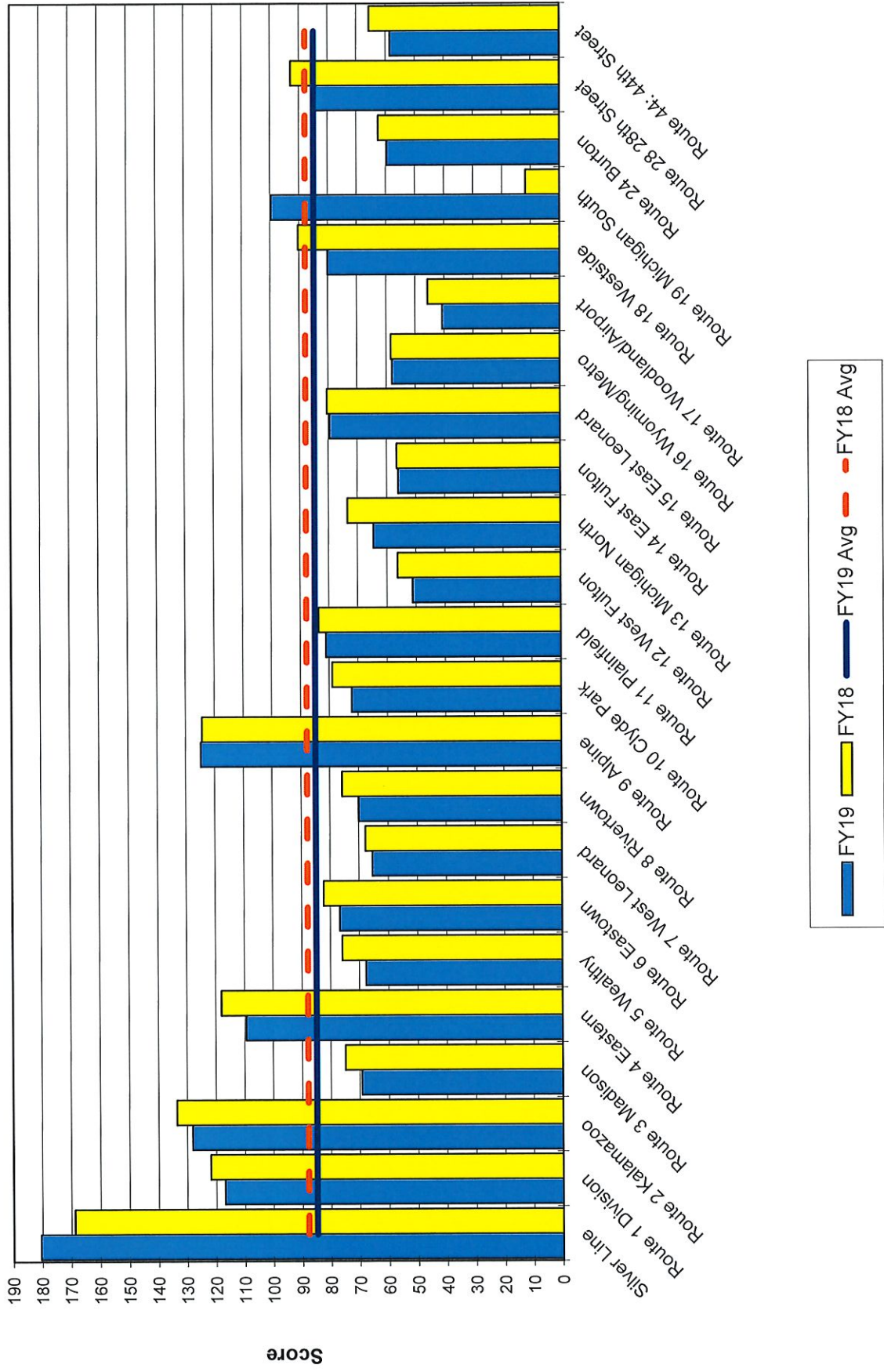
	FY 2018	FY 2017	Change
Total Service Weekdays	21	21	0
Total Service Saturdays	4	4	0
Total Service Sundays	4	4	0

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

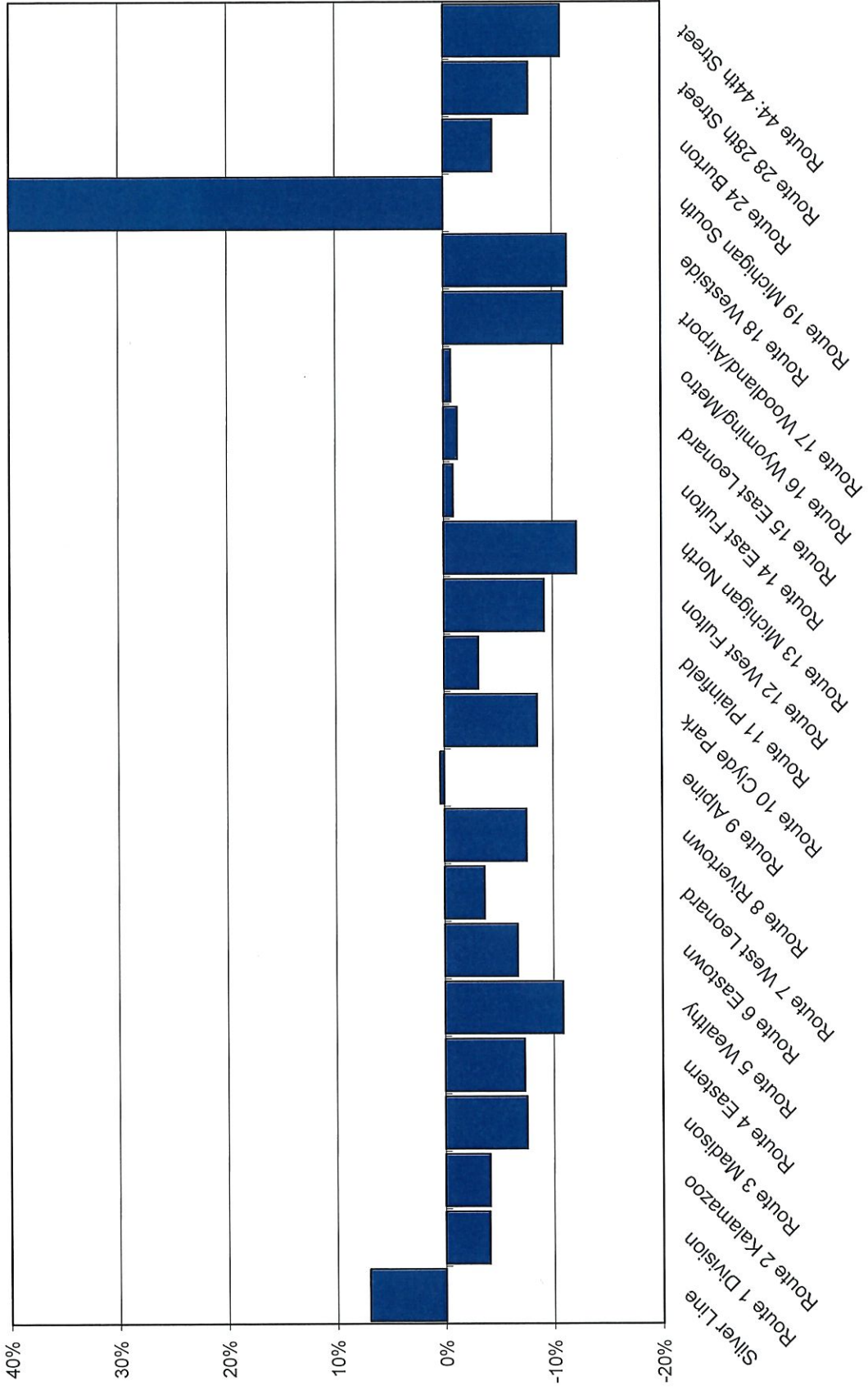
Monthly Weekday Average Ridership History



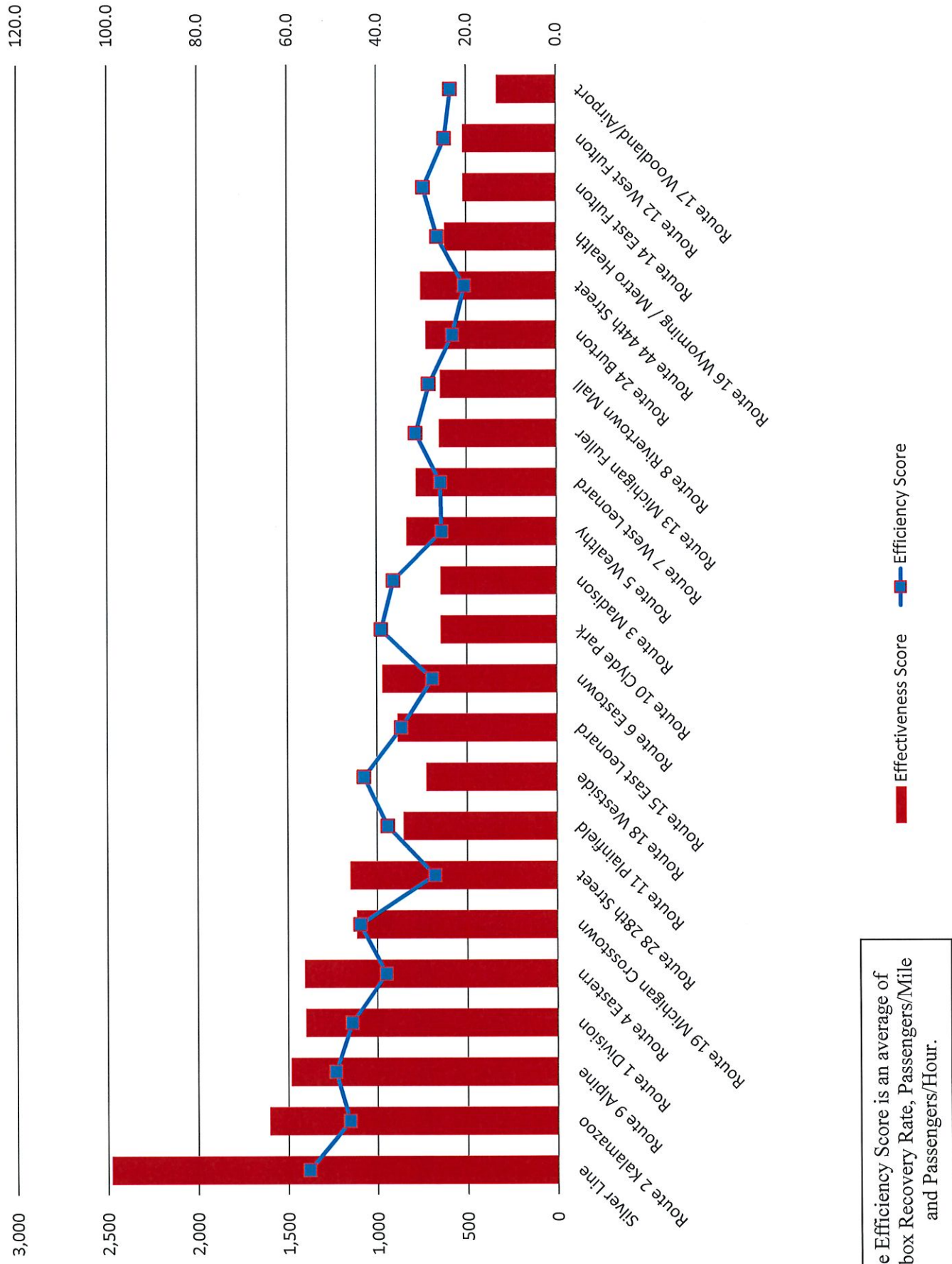
Fixed-Route Scoring Summary: November 2018 Compared to November 2017



Percent Change by Route: November 2018 Compared to November 2017



Fixed Route Efficiency Score and Ridership Levels - November 2018



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

November 2018 Ridership Report
Ridership by Fare Category

Regular Route Summary	November 2018	November 2017	Actual Change	% Change
\$1.75 Cash Fare	66,504	71,274	-4,770	-6.7%
\$1.75 Adult One-Ride Ticket	7,278	9,402	-2,124	-22.6%
\$1.35 Adult Ticket	26,283	34,738	-8,455	-24.3%
\$1.05 Student Ticket, Aquinas, Calvin and Kendall Tickets	75,103	91,270	-16,167	-17.7%
\$0.85 Senior / Disabled Ticket and Cash	18,774	23,594	-4,820	-20.4%
\$47 Regular and \$30 Reduced 31-Day Month Pass	81,368	112,844	-31,476	-27.9%
\$3.50 One-Day Pass	23,937	27,777	-3,840	-13.8%
\$16.00 Seven-Day Pass	10,602	15,007	-4,405	-29.4%
Spectrum Health Employee Pass and Route 19	25,742	4,556	21,186	465.0%
Free ADA	10,893	11,468	-575	-5.0%
GVSU Students on Routes 1-44	11,783	13,281	-1,498	-11.3%
Miscellaneous Fare	27,990	36,247	-8,257	-22.8%
Wave Card	68,556	0	68,556	n/a
Transfers	85,363	99,384	-14,021	-14.1%
Silver Line	71,920	67,697	4,223	6.2%
Total Regular Route Ridership	612,096	618,539	-6,443	-1.0%

Contracted/Specialized Services Summary

DASH	48,124	32,670	15,454	47.3%
GRCC Shuttle	16,365	18,458	-2,093	-11.3%
GVSU Campus Connector	121,644	131,178	-9,534	-7.3%
GVSU Off-Campus Shuttle	61,338	63,762	-2,424	-3.8%
GVSU South Campus Express	81,369	89,243	-7,874	-8.8%
FSU	1,192	869	323	37.2%
Vanpools	3,040	3,337	-297	-8.9%
Total Contracted Ridership	333,072	339,517	-6,445	-1.9%

Demand Response Summary

GOiBus	28,338	28,574	-236	-0.8%
PASS North Ridership (Including Transfers)	244	255	-11	-4.3%
PASS SE Ridership (Including Transfers)	201	197	4	2.0%
PASS SW Ridership (Including Transfers)	137	65	72	110.8%
Total Demand Response Ridership	28,920	29,091	-171	-0.6%

	2018	2017	Change	YTD Change
Total Service Weekdays	21	21	0	1
Total Service Saturdays	4	4	0	0
Total Service Sundays	4	4	0	-1
Total Holidays	1	1	0	0
Total Service Days	29	29	0	0
Total Days	30	30	0	0

Total Weekday Fixed-Route Ridership	748,206	778,161	-29,955	-3.8%
Total Weekday Evening Fixed-Route Ridership	113,146	106,731	6,415	6.0%
Total Weekday and Weekday Evening Fixed-Route Ridership	861,352	884,892	-23,540	-2.7%
Total Saturday Fixed-Route Ridership	56,251	49,234	7,017	14.3%
Total Sunday Fixed-Route Ridership	27,565	23,930	3,635	15.2%
Avg Weekday Daytime Fixed-Route Ridership	35,629	37,055	-1,426	-3.8%
Avg Weekday Evening Fixed-Route Ridership	5,388	5,082	305	6.0%
Avg Weekday and Weekday Evening Fixed-Route Ridership	41,017	42,138	-1,121	-2.7%
Avg Saturday Fixed-Route Ridership	14,063	12,309	1,754	14.3%
Avg Sunday Fixed-Route Ridership	6,891	5,983	909	15.2%

	2018	2017	Change	% Change
Fixed-Route Ridership Month to Date	612,096	618,539	-6,443	-1.0%
Contracted/Specialized Service Ridership Month to Date	333,072	339,517	-6,445	-1.9%
Demand Response Ridership Month to Date	28,920	29,091	-171	-0.6%
Total Monthly Ridership	974,088	987,147	-13,059	-1.3%
	2018	2017	Change	% Change
Fixed-Route Ridership Year to Date	1,330,880	1,307,458	23,422	1.8%
Contracted/Specialized Service Ridership Year to Date	764,615	754,185	10,430	1.4%
Demand Response Ridership Year to Date	61,356	60,339	1,017	1.7%
Total Ridership Year to Date	2,156,851	2,121,982	34,869	1.6%

November 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	31.9	2.38	41.4%	55.0	2,480	124.0	179.0	116.3%	1	1	0	71,920	10
Route 2 Kalamazoo	26.6	2.24	31.4%	46.2	1,605	80.2	126.5	52.8%	2	2	0	46,551	15
Route 9 Alpine	25.7	2.67	32.1%	49.4	1,485	74.2	123.7	49.4%	3	3	0	43,063	15
Route 1 Division	25.9	2.04	34.2%	45.7	1,407	70.1	115.8	40.0%	4	4	0	40,645	15
Route 4 Eastem	20.8	1.75	28.3%	38.0	1,402	70.4	108.4	31.0%	5	5	0	40,816	15
Route 19 Michigan Crosstown	21.1	2.31	31.0%	43.8	1,115	55.8	99.6	20.4%	6	23	17	23,415	15
Route 28 28th Street	15.9	1.11	21.5%	27.2	1,150	57.5	84.7	2.4%	7	6	-1	33,362	15
Route 11 Plainfield	21.8	1.84	25.1%	37.6	851	42.6	80.2	-3.1%	8	8	0	24,687	15
Route 18 Westside	24.3	2.23	27.4%	43.0	725	36.2	79.2	-4.3%	9	7	-2	18,122	30
Route 15 East Leonard	19.6	1.81	21.7%	34.5	883	44.1	78.7	-4.9%	10	9	-1	25,595	15
Route 6 Eastown	15.9	1.52	16.0%	27.7	968	48.4	76.0	-8.1%	11	10	-1	28,087	15
Route 10 Clyde Park	23.9	1.71	27.8%	39.0	644	32.2	71.2	-13.9%	12	11	-1	18,667	30
Route 3 Madison	21.6	1.80	23.1%	36.3	643	32.1	68.4	-17.3%	13	14	1	16,073	30
Route 5 Wealthy	14.6	1.26	17.1%	25.5	831	41.6	67.1	-18.9%	14	12	-2	20,781	15
Route 7 West Leonard	16.0	1.05	19.3%	25.8	778	38.9	64.7	-21.8%	15	16	1	19,460	15
Route 13 Michigan Fuller	18.4	1.61	19.2%	31.2	650	32.5	63.7	-23.0%	16	15	-1	16,240	15
Route 8 Rivertown Mall	17.5	1.23	20.3%	28.3	644	32.2	60.5	-26.9%	17	13	-4	18,667	30
Route 24 Burton	12.6	0.98	18.4%	23.0	723	36.1	59.2	-28.5%	18	19	1	18,067	30
Route 44 44th Street	11.6	0.86	15.9%	20.4	751	37.6	58.0	-30.0%	19	17	-2	18,775	30
Route 16 Wyoming / Metro Health	15.8	1.17	19.0%	26.4	619	30.9	57.3	-30.7%	20	21	1	17,937	30
Route 14 East Fulton	17.3	1.45	19.3%	29.5	516	25.8	55.3	-33.1%	21	18	-3	12,909	30
Route 12 West Fulton	14.8	1.37	13.7%	24.8	518	25.9	50.7	-38.8%	22	20	-2	12,941	30
Route 17 Woodland/Airport	14.8	1.04	16.1%	23.5	330	16.5	40.0	-51.7%	23	22	-1	6,924	30
System Summary	20.4	1.66	25.8%		939		82.7	n/a				593,664	

System Average (mean)	Passengers per Bus Hour	Passengers per Bus Mile	Farebox Recovery %	Efficiency Score	Daily Passengers	Effectiveness Score	Total Score	Distance from Mean
System Average (mean)	20.4	1.66	25.8%	35.8	939	46.9	82.7	n/a
Standard deviation	4.5	0.49	6.1%	9.1	346	17.3	31.7	n/a
Routes above standard (equal or greater than 66.7% of mean)	34.0	2.76	43.0%	59.7	1,365	78.2	137.9	66.7%
Routes above one standard deviation of mean	33.9	2.75	42.9%	59.5	1,564	78.2	137.8	66.6%
Above average routes within one standard deviation of mean	24.8	2.15	31.9%	44.9	1,284	64.2	114.4	38.3%
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	15.9	1.16	19.7%	26.8	593	29.6	51.1	-38.3%
Routes below one standard deviation of mean	6.9	0.56	8.7%	12.1	314	15.7	27.7	-66.6%
Routes below standard (equal or less than 66.7% of mean)	6.8	0.55	8.6%	11.9	313	15.6	27.6	-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	30.8	1.74	n/a	44.6	4,195	209.7	254.3	n/a	n/a	n/a	n/a	121,644	7	
GVSU South Campus Express	65.8	6.50	n/a	127.0	3,875	193.7	320.7	n/a	n/a	n/a	n/a	81,369	10	
GVSU Off-Campus	64.8	7.06	n/a	132.5	2,921	146.0	278.5	n/a	n/a	n/a	n/a	61,338	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	n/a	5
GROCC Shuttle	69.7	17.61	n/a	256.3	4,091	204.6	460.9	n/a	n/a	n/a	n/a	16,365	10	
DASH South	n/a	n/a	n/a	n/a	0	0.0	0	n/a	n/a	n/a	n/a	0	5	
DASH West	23.2	2.98	n/a	52.6	1,561	78.1	130.7	n/a	n/a	n/a	n/a	32,791	5	
DASH North	8.3	0.88	n/a	16.7	730	36.5	53.2	n/a	n/a	n/a	n/a	15,333	20	
FSU	5.7	0.15	n/a	6.3	57	2.8	9.2	n/a	n/a	n/a	n/a	1,192	120	
Total System Summary	33.55	2.56	n/a									330,032		

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 greater than 66.7% above the mean
 Routes with scores within 1 standard deviation above the mean
 Routes with scores within 1 standard deviation above the mean
 Routes with scores within +/- 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