



Date: March 14, 2019
To: ITP Board
From: Conrad Venema, Planning Manager
Subject: DECEMBER 2018 RIDERSHIP AND PRODUCTIVITY REPORT

BACKGROUND

Fixed-route ridership saw a slight increase, though contracted continued its trend of decreasing ridership. DASH continues to contribute to increased weekend ridership, with Sunday seeing a 14% increase. Route 19 continues to perform well and has gone from the worst performing to the 6th best performing route.

RIDERSHIP SUMMARY

December 2018 compared to December 2017

Total Ridership by Category:

- Routes 1 – 44 ridership (568,485) increased **1.5%** (8,203)
- Contracted/Specialized Service ridership (164,067) decreased **3.2%** (-5,426)
- Demand-Response ridership (27,288) decreased **2.6%** (-721)
- **Total Monthly Ridership (759,840) increased 0.3% (2,056)**

Daily Averages:

- Average Weekday total ridership (31,983) decreased **0.8%** (-268)
- Average Weekday evening ridership (4,273) increased **1.9%** (81)
- Average Saturday ridership (12,512) increased **7.2%** (841)
- Average Sunday ridership (6,067) increased **14.9%** (788)

Fiscal Year 2019 compared to Fiscal Year 2018

Total Ridership by Category:

- Routes 1 – 44 ridership (1,899,365) increased **1.7%** (31,625)
- Contracted/Specialized Service ridership (928,682) increased **0.5%** (5,004)
- Demand-Response ridership (88,644) increased **0.3%** (296)
- **Total Ridership (2,916,691) increased 1.3% (36,925)**

Daily Averages:

- Average Weekday total ridership (40,004) decreased **0.9%** (-369)
- Average Weekday evening ridership (5,333) increased **4.8%** (243)
- Average Saturday ridership (13,771) increased **9.1%** (1,153)
- Average Sunday ridership (6,829) increased **14.0%** (838)

ROUTE PERFORMANCE SUMMARY (Routes 1-44 Only)

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

- Average passengers per hour (19.2) decreased 1.4% (-0.1 points)
- Average passengers per mile (1.56) decreased 0.7% (-0.1 points)
- Average farebox recovery percent (26.2%) decreased 2.3% (-0.3 points)
- Average daily passengers (18,482) increased 2.1% (-1.0 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

RELATIVE ROUTE PERFORMANCE (Routes 1-44 Only)

- 18 of 23 (78.3 %) 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 performed one standard deviation below the system mean
- No routes performed below standard (less than 66.7% below the system mean)

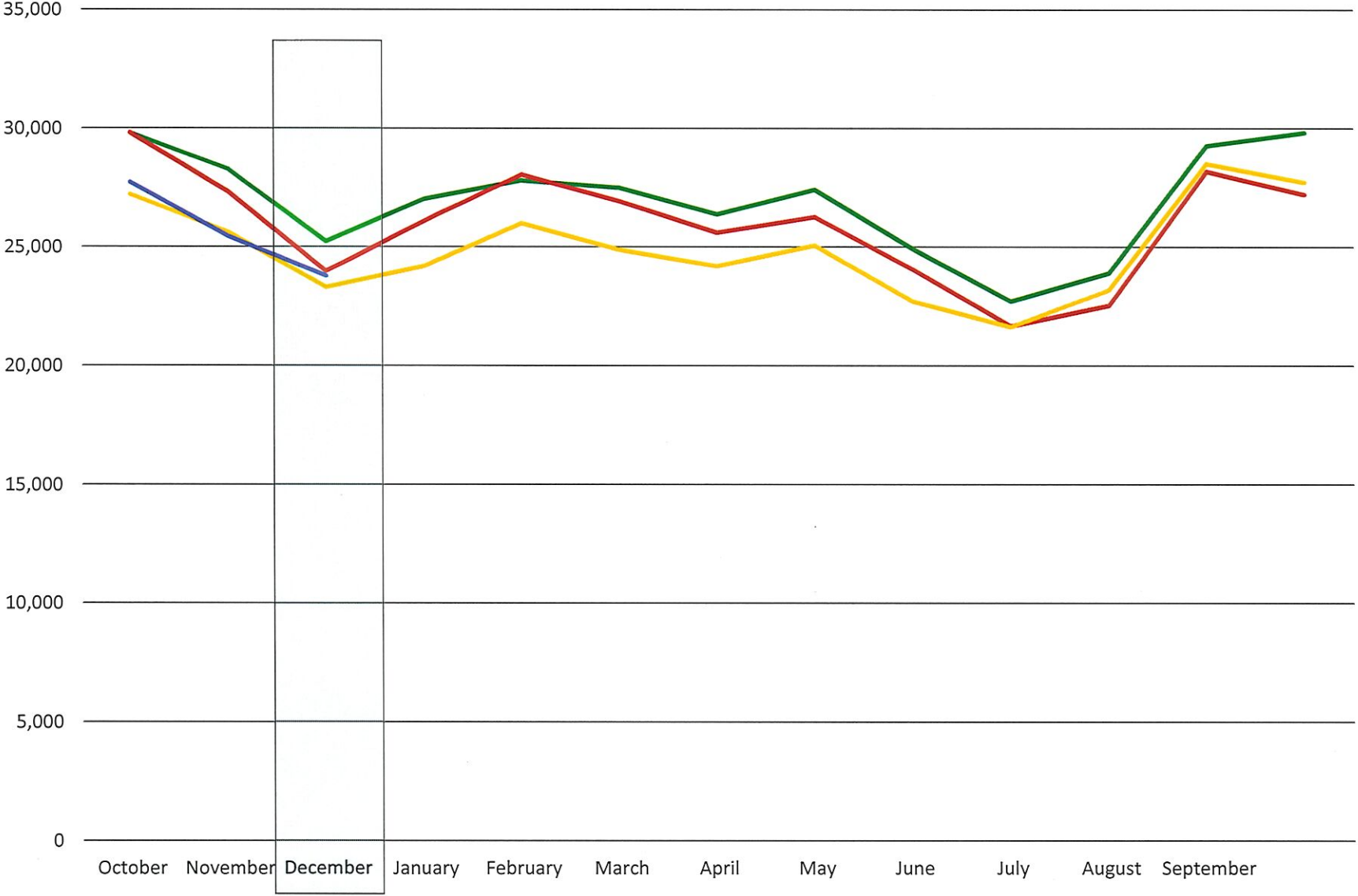
December 2018 Fixed Route Ridership Change: 3.36%
December 2018 Total Ridership Change: 2.85%

Change in service days from December 2018 to December 2017

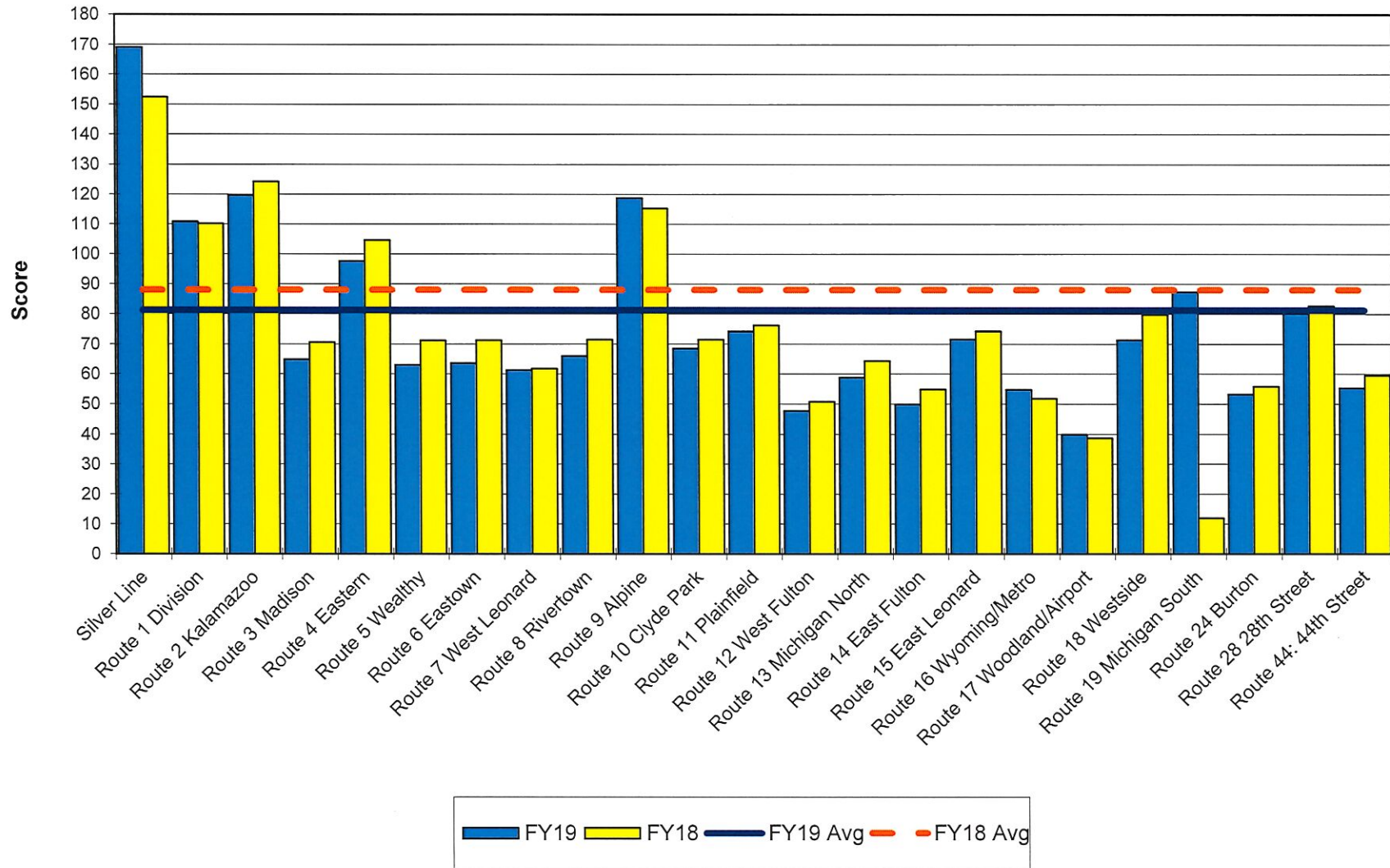
	FY 2018	FY 2017	Change
Total Service Weekdays	20	20	0
Total Service Saturdays	5	5	0
Total Service Sundays	5	5	0

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

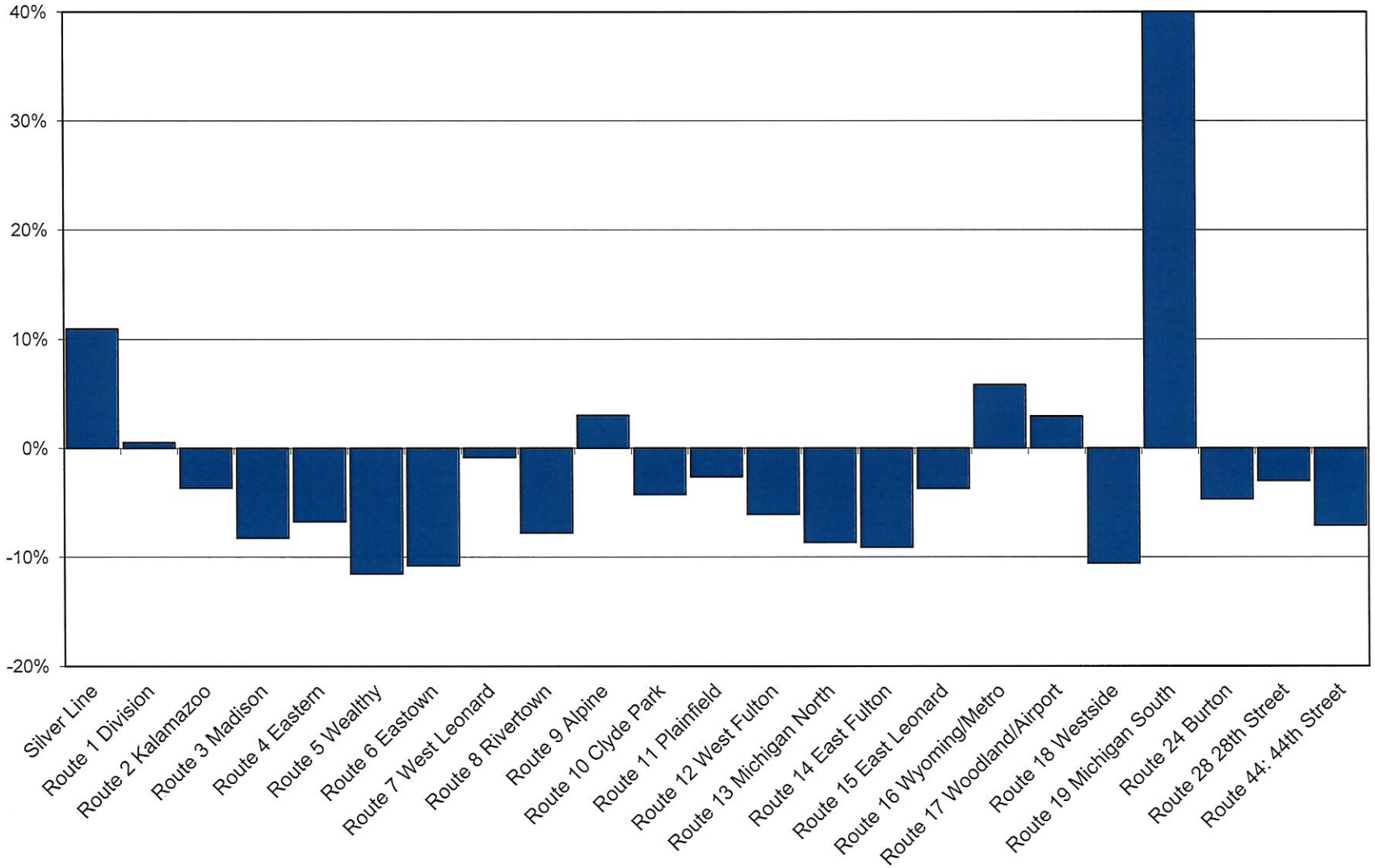
Monthly Weekday Average Ridership History



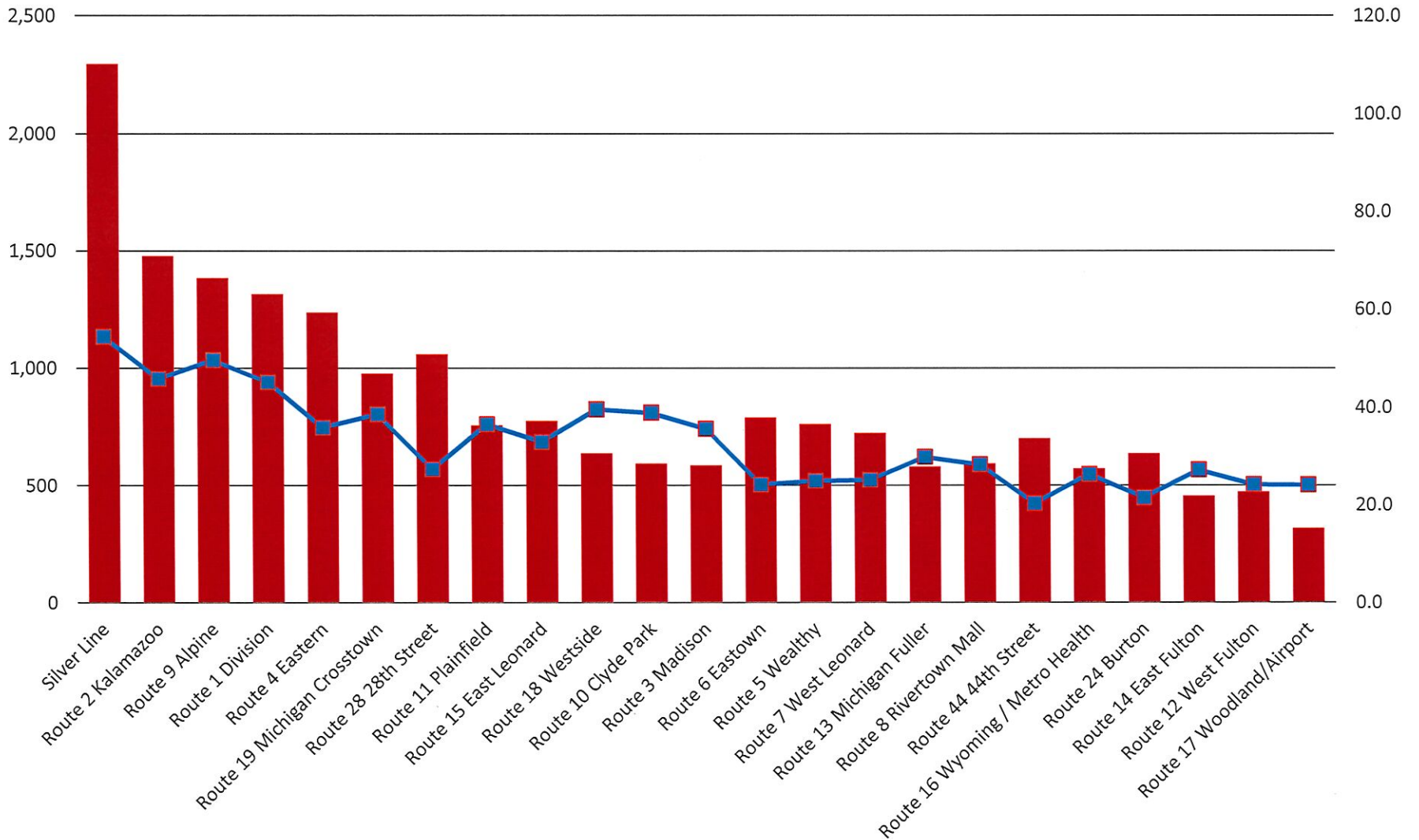
Fixed-Route Scoring Summary: December 2018 Compared to December 2017



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



Fixed Route Efficiency Score and Ridership Levels - December 2018



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

■ Effectiveness Score ■ Efficiency Score

December 2018 Ridership Report
Ridership by Fare Category

	November 2018	November 2017	Actual Change	% Change
Regular Route Summary				
\$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

GO!Bus	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%

December 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 2018 Rank	Change	Total Passengers	Peak Frequency
Silver Line	30.7	2.29	42.8%	54.4	2,295	114.7	169.1	120.5%	1	1	0	68,843	10
Route 2 Kalamazoo	25.3	2.13	33.5%	45.8	1,478	73.9	119.7	56.1%	2	2	0	44,331	15
Route 9 Alpine	24.9	2.59	34.3%	49.6	1,384	69.2	118.8	54.9%	3	3	0	41,510	15
Route 1 Division	24.7	1.94	35.6%	45.1	1,314	65.7	110.8	44.5%	4	4	0	39,417	15
Route 4 Eastern	19.1	1.60	27.9%	35.8	1,235	61.7	97.6	27.2%	5	5	0	37,046	15
Route 19 Michigan Crosstown	18.5	2.02	27.4%	38.5	977	48.8	87.4	13.9%	6	23	17	19,536	15
Route 28 28th Street	15.2	1.06	23.1%	27.3	1,058	52.9	80.2	4.5%	7	6	-1	31,725	15
Route 11 Plainfield	20.4	1.72	26.2%	36.5	756	37.8	74.3	-3.2%	8	8	0	22,665	15
Route 15 East Leonard	18.0	1.66	22.2%	32.9	775	38.7	71.6	-6.6%	9	9	0	23,241	15
Route 18 Westside	21.8	2.00	26.5%	39.5	637	31.8	71.4	-6.9%	10	7	-3	15,913	30
Route 10 Clyde Park	22.9	1.64	29.6%	38.8	593	29.6	68.5	-10.7%	11	11	0	17,785	30
Route 3 Madison	20.1	1.67	25.3%	35.6	585	29.2	64.8	-15.5%	12	14	2	14,613	30
Route 6 Eastown	13.6	1.30	14.8%	24.1	789	39.4	63.6	-17.1%	13	10	-3	23,659	15
Route 5 Wealthy	13.8	1.19	17.8%	24.9	761	38.1	63.0	-17.9%	14	12	-2	19,030	15
Route 7 West Leonard	15.2	0.99	19.7%	25.1	722	36.1	61.2	-20.2%	15	16	1	18,057	15
Route 13 Michigan Fuller	16.9	1.47	20.1%	29.8	580	29.0	58.8	-23.3%	16	15	-1	14,497	15
Route 8 Rivertown Mall	16.8	1.18	21.5%	28.3	593	29.6	57.9	-24.5%	17	13	-4	17,785	30
Route 44 44th Street	11.1	0.82	16.9%	20.3	700	35.0	55.3	-27.9%	18	17	-1	17,496	30
Route 16 Wyoming / Metro Health	15.1	1.13	20.1%	26.3	571	28.5	54.8	-28.5%	19	21	2	17,126	30
Route 24 Burton	11.3	0.88	18.1%	21.5	635	31.7	53.2	-30.6%	18	19	1	15,872	30
Route 14 East Fulton	15.6	1.31	18.7%	27.2	454	22.7	49.9	-35.0%	21	18	-3	11,349	30
Route 12 West Fulton	13.8	1.28	14.8%	24.2	471	23.6	47.7	-37.8%	22	20	-2	11,776	30
Route 17 Woodland/Airport	14.2	1.00	18.5%	24.1	317	15.8	39.9	-47.9%	23	22	-1	6,337	30
System Summary	19.2	1.56	26.2%		840		76.7	n/a				549,609	

	Passengers per Bus Hour	Passengers per Bus Mile	Farebox Recovery %	Efficiency Score	Daily Passengers	Effectiveness Score	Total Score	Distance from Mean
System Average (mean)	19.2	1.56	26.2%	34.7	840	42.0	76.7	n/a
Standard deviation	4.3	0.46	6.2%	8.8	318	15.9	30.0	n/a
Routes above standard (equal or greater than 66.7% of mean)	32.0	2.60	43.7%	57.8	1,400	70.0	127.8	66.7%
Routes above one standard deviation of mean	31.9	2.59	43.6%	57.7	1,399	70.0	127.7	66.6%
Above average routes within one standard deviation of mean	23.5	2.02	32.4%	43.5	1,158	57.9	106.7	39.1%
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	14.9	1.10	20.0%	25.9	523	26.1	46.7	-39.1%
Routes below one standard deviation of mean	6.5	0.53	8.8%	11.7	281	14.0	25.7	-66.6%
Routes below standard (equal or less than 66.7% of mean)	6.4	0.52	8.7%	11.6	280	14.0	25.6	-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	25.3	1.43	n/a	36.7	3,059	152.9	189.6	n/a	n/a	n/a	n/a	52,002	7
GVSU South Campus Express	58.0	5.73	n/a	111.9	3,217	160.9	272.8	n/a	n/a	n/a	n/a	35,391	10
GVSU Off-Campus	55.1	6.00	n/a	112.6	2,338	116.9	229.5	n/a	n/a	n/a	n/a	25,720	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	46.6	11.79	n/a	171.6	1,252	62.6	234.3	n/a	n/a	n/a	n/a	6,262	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	18.5	2.37	n/a	41.9	1,323	66.1	108.0	n/a	n/a	n/a	n/a	26,453	5
DASH North	8.3	0.88	n/a	16.7	775	38.8	55.4	n/a	n/a	n/a	n/a	15,501	20
FSU	4.0	0.10	n/a	4.4	38	1.9	6.3	n/a	n/a	n/a	n/a	417	120
	24.02	2.00	n/a									161,746	

Total System Summary **20.31** **1.66** **26.67%** 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 than 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