

**Date:** March 12, 2019  
**To:** ITP Board  
**From:** Conrad Venema, Planning Manager  
**Subject:** JANUARY 2019 RIDERSHIP AND PRODUCTIVITY REPORT

### BACKGROUND

Ridership and productivity was significantly affected by extreme inclement weather conditions experienced across the region beginning in the middle of January. Ridership figures therefore declined due to consecutive days where schools and employers remained closed. However, it should be noted ridership was performing at levels similar to January 2018 until the middle of the month when weather became severe. Weekend ridership levels are notably up exclusively due to improved weekend DASH service.

### RIDERSHIP SUMMARY

#### **January 2019 compared to January 2018**

##### Total Ridership by Category:

- Routes 1 – 44 ridership (550,097) decreased **10.2%** (-62,393)
- Contracted/Specialized Service ridership (273,047) decreased **14.4%** (-45,807)
- Demand-Response ridership (22,213) decreased **28.4%** (-8,804)
- **Total Monthly Ridership (845,357) decreased 12.2% (-117,004)**

##### Daily Averages:

- Average Weekday total ridership (33,957) decreased **13.0%** (-5,062)
- Average Weekday evening ridership (4,416) decreased **8.4%** (-404)
- Average Saturday ridership (12,791) increased **3.0%** (368)
- Average Sunday ridership (6,232) increased **7.3%** (425)

#### **Fiscal Year 2019 compared to Fiscal Year 2018**

##### Total Ridership by Category:

- Routes 1 – 44 ridership (2,449,462) decreased **1.2%** (-30,768)
- Contracted/Specialized Service ridership (1,201,729) decreased **3.3%** (-40,803)
- Demand-Response ridership (110,857) decreased **7.1%** (-8,508)
- **Total Ridership (3,762,048) decreased 2.1% (-80,079)**

##### Daily Averages:

- Average Weekday total ridership (38,457) decreased **3.9%** (-1,566)
- Average Weekday evening ridership (5,098) increased **1.6%** (78)
- Average Saturday ridership (13,540) increased **7.7%** (969)
- Average Sunday ridership (6,688) increased **12.4%** (738)

ROUTE PERFORMANCE SUMMARY (Routes 1-44 Only)

January 2019 fixed-route system performance decreased compared to January 2018 (contracted services not included). The fixed-route summary is as follows:

- Average passengers per hour (17.6) decreased 12.8% (-1.3 points)
- Average passengers per mile (1.43) decreased 12.2% (-1.5 points)
- Average farebox recovery percent (22.4%) decreased 14.9% (-2.0 points)
- Average daily passengers (17,987) decreased 13.1% (-5.9 points)
- Monthly system performance (70.1 points) decreased 13.2% (-10.7 points)
- FY 2019 system performance (78.4 points) decreased 5.0% (-4.1 points) compared to FY 2018

RELATIVE ROUTE PERFORMANCE (Routes 1-44 Only)

- 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 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)

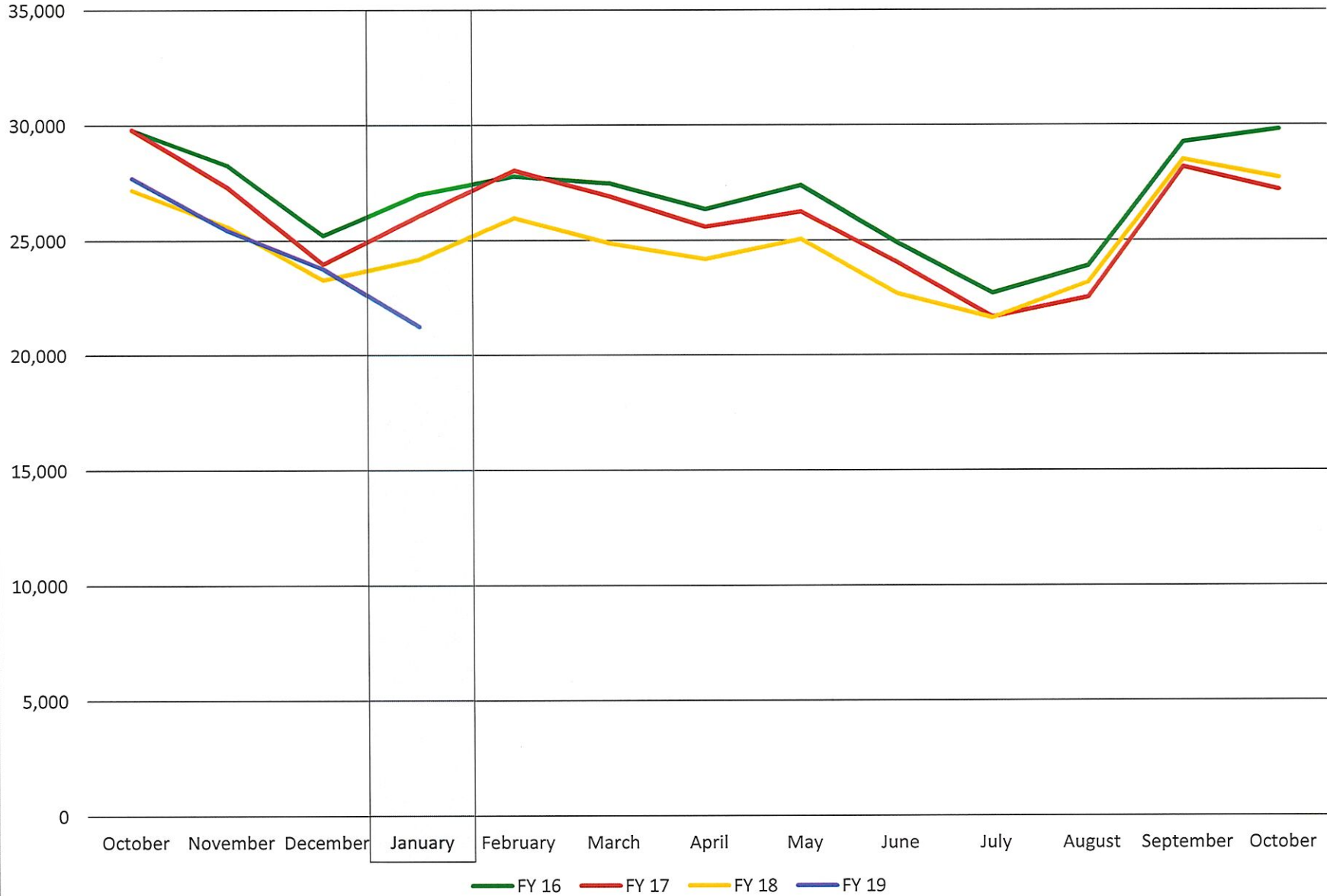
January 2019 Fixed Route Ridership Change: **0.62%**  
 January 2019 Total Ridership Change: **1.13%** (note: figures now include DASH ridership)

**Change in service days from January 2019 to January 2018**

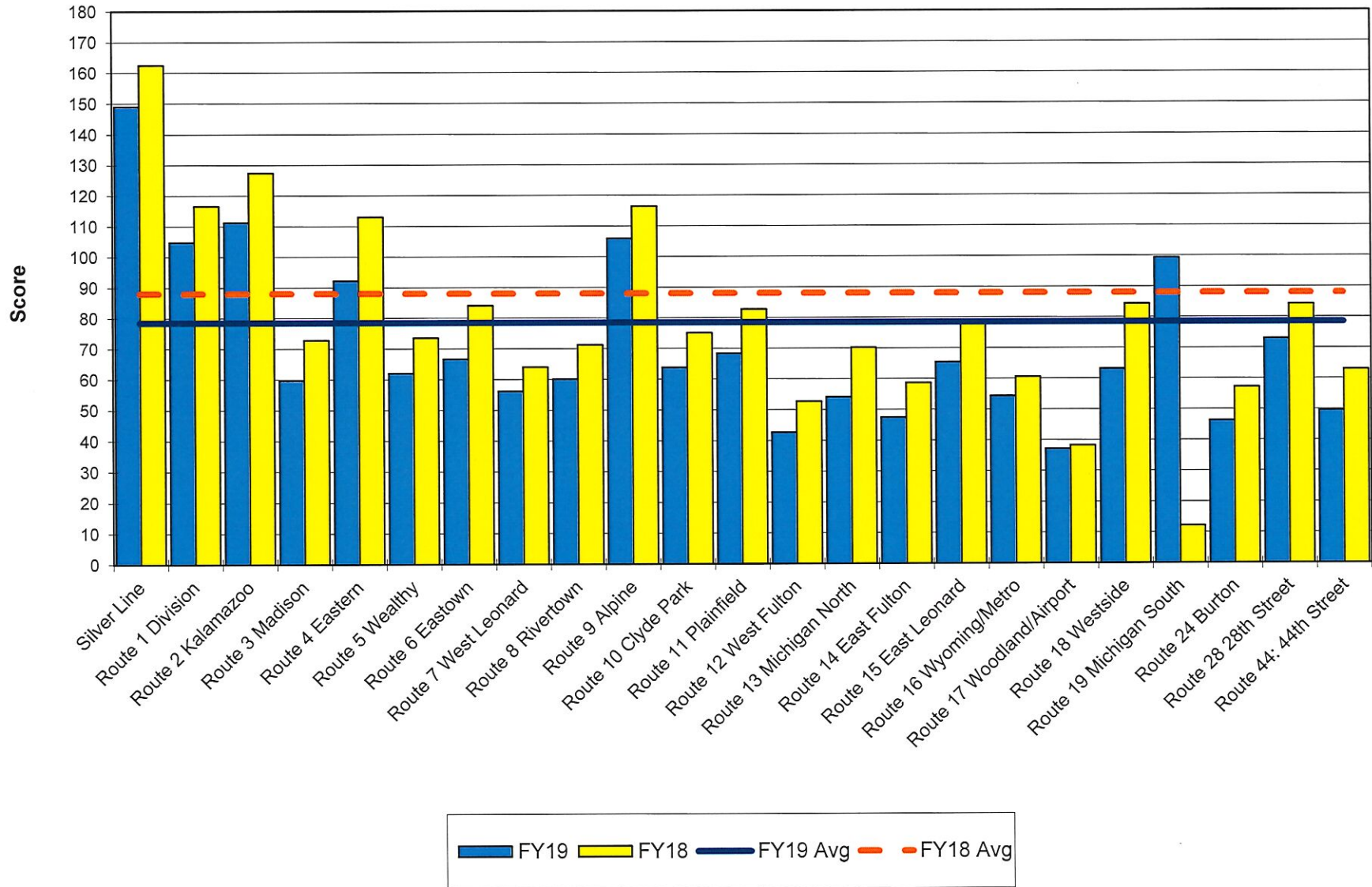
	FY 2019	FY 2018	Change
Total Service Weekdays	22	22	0
Total Service Saturdays	4	4	0
Total Service Sundays	4	4	0

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

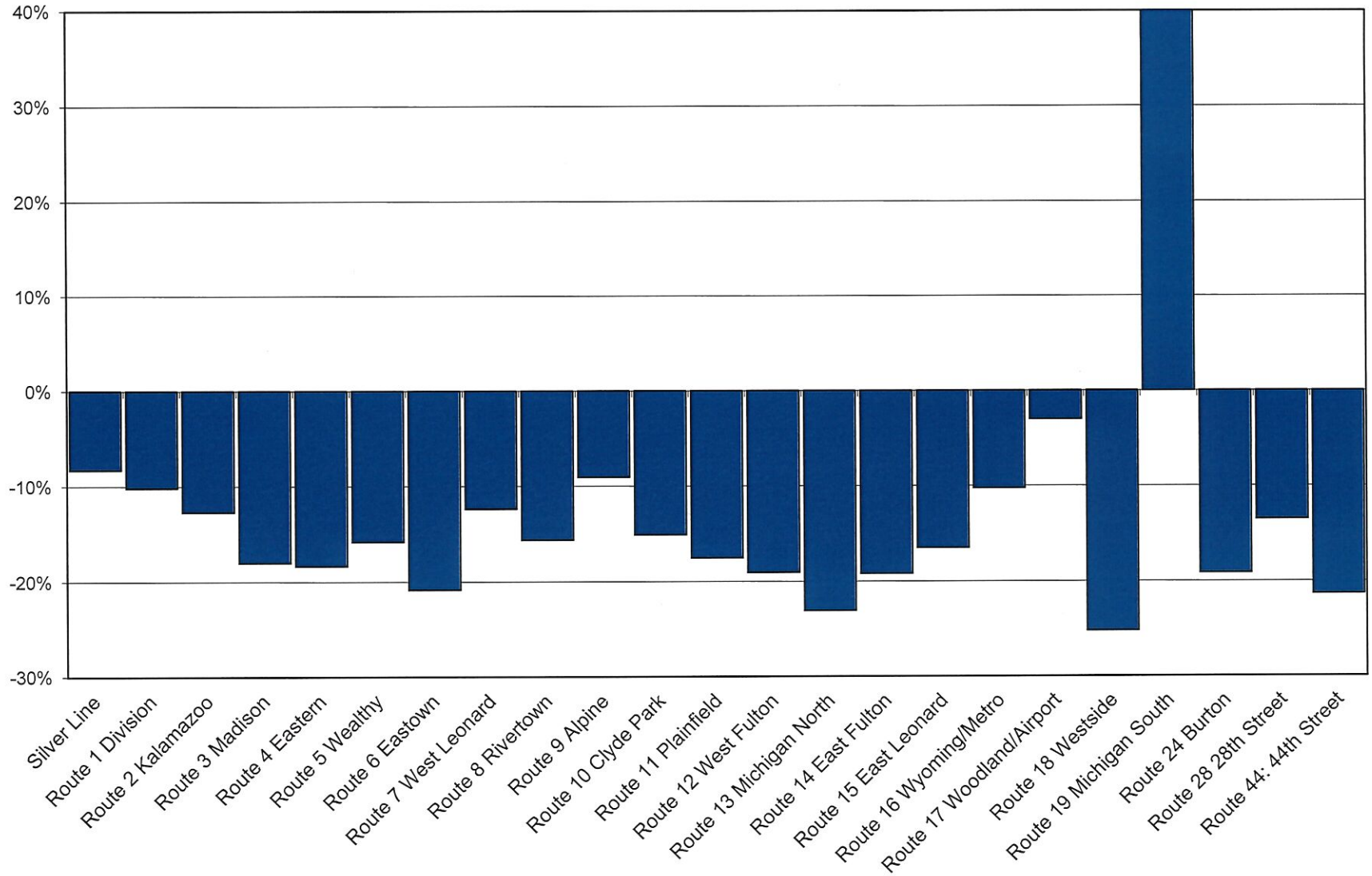
# Monthly Weekday Average Ridership History



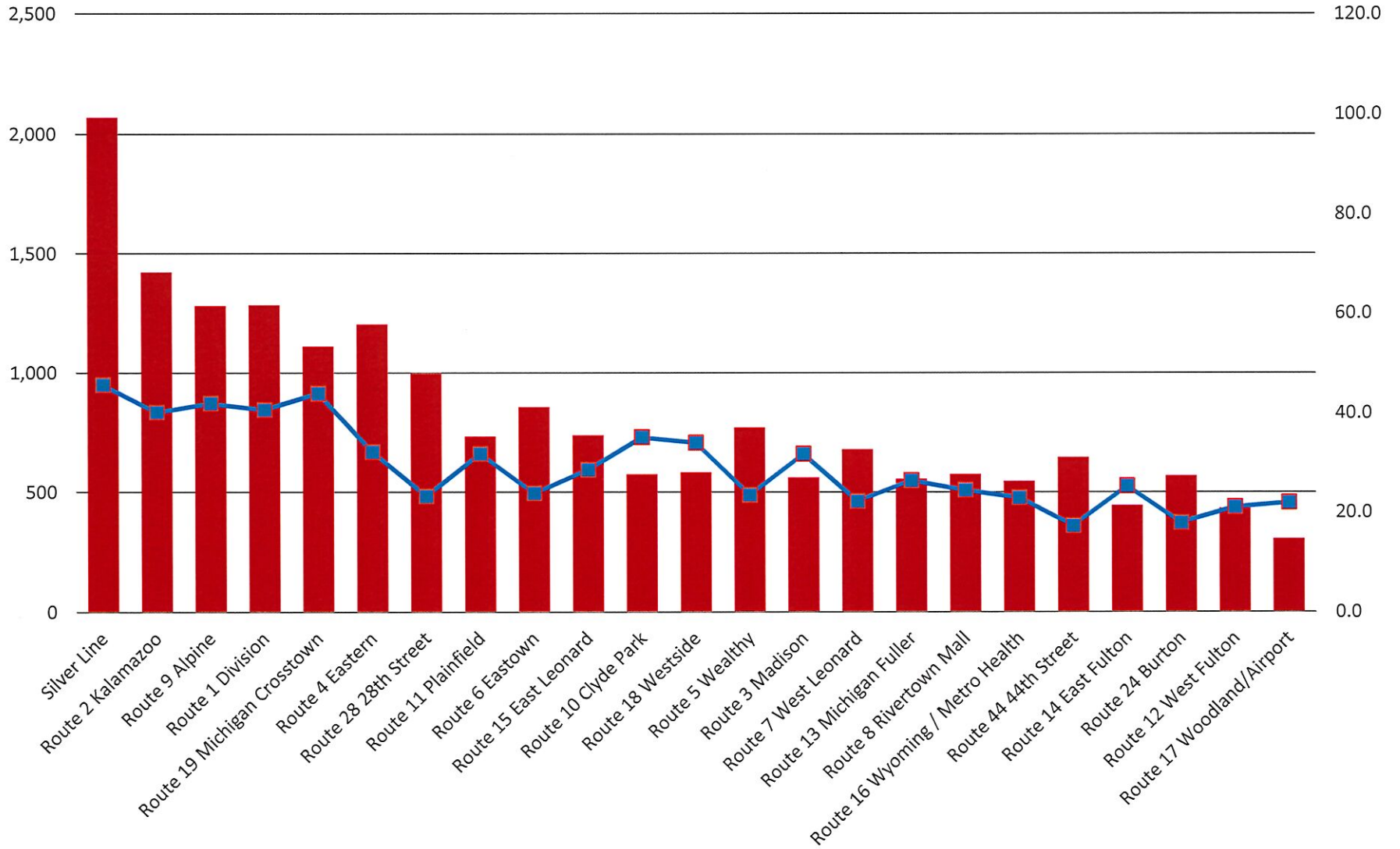
## Fixed-Route Scoring Summary: January 2019 Compared to January 2018



### Percent Change by Route: January 2019 Compared to Compared January 2018



## Fixed Route Efficiency Score and Ridership Levels - January 2019



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

Effectiveness Score      Efficiency Score

January 2019 Ridership Report  
Ridership by Fare Category

	January 2019	January 2018	Actual Change	% Change
<b>Regular Route Summary</b>				
\$1.75 Cash Fare	61,804	72,709	-10,905	-15.0%
\$1.75 Adult One-Ride Ticket	6,155	8,818	-2,663	-30.2%
\$1.35 Adult Ticket	24,438	35,322	-10,884	-30.8%
\$1.05 Student Ticket, Aquinas, Calvin and Kendall Tickets	50,086	87,688	-37,602	-42.9%
\$0.85 Senior / Disabled Ticket and Cash	15,680	21,410	-5,730	-26.8%
\$47 Regular and \$30 Reduced 31-Day Month Pass	72,077	117,721	-45,644	-38.8%
\$3.50 One-Day Pass	22,855	28,258	-5,403	-19.1%
\$16.00 Seven-Day Pass	9,107	14,163	-5,056	-35.7%
Spectrum Health Employee Pass and Route 19	29,197	5,177	24,020	464.0%
Free ADA	8,968	9,896	-928	-9.4%
GVSU Students on Routes 1-44	9,677	13,275	-3,598	-27.1%
Miscellaneous Fare	20,813	30,036	-9,223	-30.7%
Wave Card	84,197	0	84,197	n/a
Transfers	72,980	100,605	-27,625	-27.5%
Silver Line	62,063	67,412	-5,349	-7.9%
<b>Total Regular Route Ridership</b>	<b>550,097</b>	<b>612,490</b>	<b>-62,393</b>	<b>-10.2%</b>

**Contracted/Specialized Services Summary**

DASH	47,743	34,736	13,007	37.4%
GRCC Shuttle	15,687	19,231	-3,544	-18.4%
GVSU Campus Connector	101,394	130,181	-28,787	-22.1%
GVSU Off-Campus Shuttle	44,361	58,867	-14,506	-24.6%
GVSU South Campus Express	60,658	71,408	-10,750	-15.1%
FSU	457	1,056	-599	-56.7%
Vanpools	2,747	3,375	-628	-18.6%
<b>Total Contracted Ridership</b>	<b>273,047</b>	<b>318,854</b>	<b>-45,807</b>	<b>-14.4%</b>

**Demand Response Summary**

GOIBus	21,607	30,486	-8,879	-29.1%
PASS North Ridership (Including Transfers)	248	237	11	4.6%
PASS SE Ridership (Including Transfers)	216	205	11	5.4%
PASS SW Ridership (Including Transfers)	142	89	53	59.6%
<b>Total Demand Response Ridership</b>	<b>22,213</b>	<b>31,017</b>	<b>-8,804</b>	<b>-28.4%</b>

	2019	2018	Change	YTD Change
Total Service Weekdays	22	22	0	1
Total Service Saturdays	4	4	0	0
Total Service Sundays	4	4	0	-1
Total Holidays	1	1	0	0
<b>Total Service Days</b>	<b>30</b>	<b>30</b>	<b>0</b>	<b>0</b>
<b>Total Days</b>	<b>31</b>	<b>31</b>	<b>0</b>	<b>0</b>

Total Weekday Fixed-Route Ridership	649,898	752,376	-102,478	-13.6%
Total Weekday Evening Fixed-Route Ridership	97,158	106,051	-8,893	-8.4%
<b>Total Weekday and Weekday Evening Fixed-Route Ridership</b>	<b>747,056</b>	<b>858,427</b>	<b>-111,371</b>	<b>-13.0%</b>
Total Saturday Fixed-Route Ridership	51,162	49,690	1,472	3.0%
Total Sunday Fixed-Route Ridership	24,926	23,227	1,699	7.3%
Avg Weekday Daytime Fixed-Route Ridership	29,541	34,199	-4,658	-13.6%
Avg Weekday Evening Fixed-Route Ridership	4,416	4,821	-404	-8.4%
<b>Avg Weekday and Weekday Evening Fixed-Route Ridership</b>	<b>33,957</b>	<b>39,019</b>	<b>-5,062</b>	<b>-13.0%</b>
Avg Saturday Fixed-Route Ridership	12,791	12,423	368	3.0%
Avg Sunday Fixed-Route Ridership	6,232	5,807	425	7.3%

	2019	2018	Change	% Change
Fixed-Route Ridership Month to Date	550,097	612,490	-62,393	-10.2%
Contracted/Specialized Service Ridership Month to Date	273,047	318,854	-45,807	-14.4%
Demand Response Ridership Month to Date	22,213	31,017	-8,804	-28.4%
<b>Total Monthly Ridership</b>	<b>845,357</b>	<b>962,361</b>	<b>-117,004</b>	<b>-12.2%</b>
	2019	2018	Change	% Change
Fixed-Route Ridership Year to Date	2,449,462	2,480,230	-30,768	-1.2%
Contracted/Specialized Service Ridership Year to Date	1,201,729	1,242,532	-40,803	-3.3%
Demand Response Ridership Year to Date	110,857	119,365	-8,508	-7.1%
<b>Total Ridership Year to Date</b>	<b>3,762,048</b>	<b>3,842,127</b>	<b>-80,079</b>	<b>-2.1%</b>

# January 19 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	26.5	1.97	34.4%	45.6	2,069	103.4	149.0	107.5%	1	1	0	62,063	10
Route 2 Kalamazoo	23.5	1.98	26.3%	40.1	1,423	71.2	111.3	54.9%	2	2	0	42,702	15
Route 9 Alpine	22.0	2.29	26.6%	41.9	1,281	64.0	105.9	47.4%	3	3	0	38,415	15
Route 1 Division	23.6	1.86	29.0%	40.6	1,283	64.1	104.7	45.8%	4	4	0	38,485	15
Route 19 Michigan Crosstown	21.0	2.30	31.4%	43.9	1,109	55.5	99.3	38.3%	5	23	18	24,408	15
Route 4 Eastern	17.6	1.49	23.7%	32.1	1,202	60.1	92.2	28.4%	6	5	-1	36,067	15
Route 28 28th Street	13.6	0.95	18.1%	23.2	995	49.8	73.0	1.6%	7	6	-1	29,856	15
Route 11 Plainfield	18.6	1.57	20.6%	31.7	733	36.6	68.3	-4.9%	8	8	0	21,979	15
Route 6 Eastown	14.0	1.34	13.0%	23.8	856	42.8	66.6	-7.3%	9	10	1	25,693	15
Route 15 East Leonard	16.3	1.50	17.6%	28.5	737	36.9	65.4	-9.0%	10	9	-1	22,123	15
Route 10 Clyde Park	21.2	1.52	25.5%	35.0	575	28.7	63.8	-11.3%	11	11	0	17,238	30
Route 18 Westside	19.5	1.78	20.9%	34.0	583	29.1	63.1	-12.2%	12	7	-5	15,152	30
Route 5 Wealthy	13.5	1.16	15.6%	23.4	770	38.5	61.9	-13.8%	13	12	-1	20,023	15
Route 3 Madison	18.8	1.57	20.4%	31.7	560	28.0	59.7	-16.9%	14	14	0	14,569	30
Route 7 West Leonard	13.9	0.92	16.4%	22.2	679	33.9	56.1	-21.9%	15	16	1	17,643	15
Route 13 Michigan Fuller	15.6	1.37	15.9%	26.3	554	27.7	54.1	-24.7%	16	15	-1	14,416	15
Route 8 Rivertown Mall	15.1	1.06	17.4%	24.4	575	28.7	53.1	-26.0%	17	13	-4	17,238	30
Route 16 Wyoming / Metro Health	13.8	1.03	16.2%	22.9	545	27.2	50.1	-30.2%	18	21	3	16,339	30
Route 44 44th Street	10.0	0.74	13.3%	17.3	645	32.2	49.5	-31.1%	19	17	-2	16,762	30
Route 14 East Fulton	14.8	1.25	16.4%	25.2	444	22.2	47.4	-34.0%	20	18	-2	11,543	30
Route 24 Burton	9.9	0.77	14.0%	17.9	568	28.4	46.3	-35.6%	21	19	-2	14,775	30
Route 12 West Fulton	12.3	1.14	12.1%	21.0	432	21.6	42.6	-40.7%	22	20	-2	11,239	30
Route 17 Woodland/Airport	13.7	0.96	15.3%	21.9	305	15.2	37.1	-48.3%	23	22	-1	6,702	30
<b>System Summary</b>	<b>17.6</b>	<b>1.43</b>	<b>22.4%</b>		<b>818</b>		<b>71.8</b>	<b>n/a</b>				<b>535,430</b>	

	Passengers per Bus Hour	Passengers per Bus Mile	Farebox Recovery %	Efficiency Score	Daily Passengers	Effectiveness Score	Total Score	Distance from Mean
System Average (mean)	17.6	1.43	22.4%	31.0	818	40.9	71.8	n/a
Standard deviation	4.1	0.45	5.5%	8.2	314	15.7	27.4	n/a
Routes above standard (equal or greater than 66.7% of mean)	29.3	2.38	37.3%	51.6	1,363	68.1	119.7	66.7%
Routes above one standard deviation of mean	29.2	2.37	37.2%	51.4	1,362	68.1	119.6	66.6%
Above average routes within one standard deviation of mean	21.6	1.88	27.9%	39.2	1,131	56.6	99.3	38.2%
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	13.5	0.98	16.9%	22.7	504	25.2	44.4	-38.2%
Routes below one standard deviation of mean	6.0	0.49	7.6%	10.5	273	13.7	24.0	-66.6%
Routes below standard (equal or less than 66.7% of mean)	5.9	0.48	7.5%	10.3	272	13.6	23.9	-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	37.2	2.10	n/a	53.8	5,070	253.5	307.3	n/a	n/a	n/a	n/a	101,394	7
GVSU South Campus Express	70.8	7.00	n/a	136.7	4,333	216.6	353.4	n/a	n/a	n/a	n/a	60,658	10
GVSU Off-Campus	67.6	7.36	n/a	138.2	3,169	158.4	296.6	n/a	n/a	n/a	n/a	44,361	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	77.9	19.70	n/a	286.6	3,922	196.1	482.7	n/a	n/a	n/a	n/a	15,687	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	20.3	2.60	n/a	45.9	1,451	72.5	118.5	n/a	n/a	n/a	n/a	31,918	5
DASH North	7.7	0.82	n/a	15.5	719	36.0	51.4	n/a	n/a	n/a	n/a	15,825	20
FSU	2.9	0.08	n/a	3.2	33	1.6	4.8	n/a	n/a	n/a	n/a	457	120
	<b>32.73</b>	<b>2.65</b>	<b>n/a</b>									<b>270,300</b>	

**Total System Summary**      **20.94**      **1.70**      **22.73%**      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