



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

BACKGROUND

September showed a slight decrease in overall ridership, but an increase in weekday average ridership as there was one less weekday of service in 2018. This increase is largely because of ridership increases on Route 19 and the DASH service. Route 19 has gone from being our lowest performing route since its inception to our sixth highest scoring route in September.

As of March 2018 ridership was trending towards a 7.2% drop and a year-end total of less than 10.2 million rides. However, ridership numbers improved over the second half of the fiscal year, and year-end FY 2018 sees The Rapid with a 4.6% drop in ridership and a year-end total of 10,468,545 rides.

RIDERSHIP SUMMARY

September 2018 compared to September 2017

Total Ridership by Category:

- Routes 1 – 44 ridership (666,516) increased **0.2%** (1,563)
- Contracted/Specialized Service ridership (369,157) decreased **4.9%** (-18,904)
- Demand-Response ridership (27,341) decreased **4.5%** (-1,303)
- **Total Ridership (1,063,014) decreased 1.7% (-18,644)**

Daily Averages:

- Average Weekday total ridership (48,225) increased **2.2%** (47,225)
- Average Weekday evening ridership (6,721) increased **8.7%** (539)
- Average Saturday ridership (16,453) decreased **0.2%** (-28)
- Average Sunday ridership (7,425) increased **9.7%** (656)

Fiscal Year 2018 compared to Fiscal Year 2017

Total Ridership by Category:

- Routes 1 – 44 ridership (7,345,299) decreased **4.0%** (-306,921)
- Contracted/Specialized Service ridership (2,770,483) decreased **6.6%** (-194,807)
- Demand-Response ridership (350,682) decreased **1.3%** (-4,516)
- **Total Ridership (10,466,464) decreased 4.6% (-506,244)**

Daily Averages:

- Average Weekday total ridership (25,993) decreased **4.4%** (-1,676)
- Average Weekday evening ridership (4,844) decreased **6.6%** (-340)
- Average Saturday ridership (12,668) decreased **6.9%** (-942)
- Average Sunday ridership (5,946) decreased **0.1%** (-5)

ROUTE PERFORMANCE SUMMARY (Routes 1-44 Only)

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

Queue

- Average passengers per hour (**23.5**) increased **0.6%** (0.1 points)
- Average passengers per mile (**1.91**) increased **1.4%** (0.2 points)
- Average farebox recovery percent (**27.0%**) increased **1.0%** (0.1 points)
- Average daily passengers (**21,696**) decreased **3.2%** (-1.6 points)
- **Monthly system performance (89.2 points) decreased 1.3% (-1.2 points)**
- **FY 2018 system performance (81.3 points) decreased 4.0% (-3.4 points) compared to FY 2017**

Monthly Summary	Fixed-Route	Point				Change	% Change
		FY 18	FY 17	FY 18	FY 17		
		<u>Avg</u>	<u>Avg</u>	<u>Points</u>	<u>Points</u>		
Avg Passengers per Hour per Route:	23.5	23.4	11.7	11.7	0.1	0.6%	
Avg Passengers per Mile per Route:	1.91	1.88	14.7	14.5	0.2	1.4%	
Avg Fare-box Recovery % per Route:	27.0%	26.7%	13.5	13.4	0.1	1.0%	
Avg Daily Fixed-Route Passengers:	21,696	22,405	49.3	50.9	-1.6	-3.2%	
September Total:			89.2	90.4	-1.2	-1.3%	
Year Average:			81.3	84.7	-3.4	-4.0%	

- **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)**

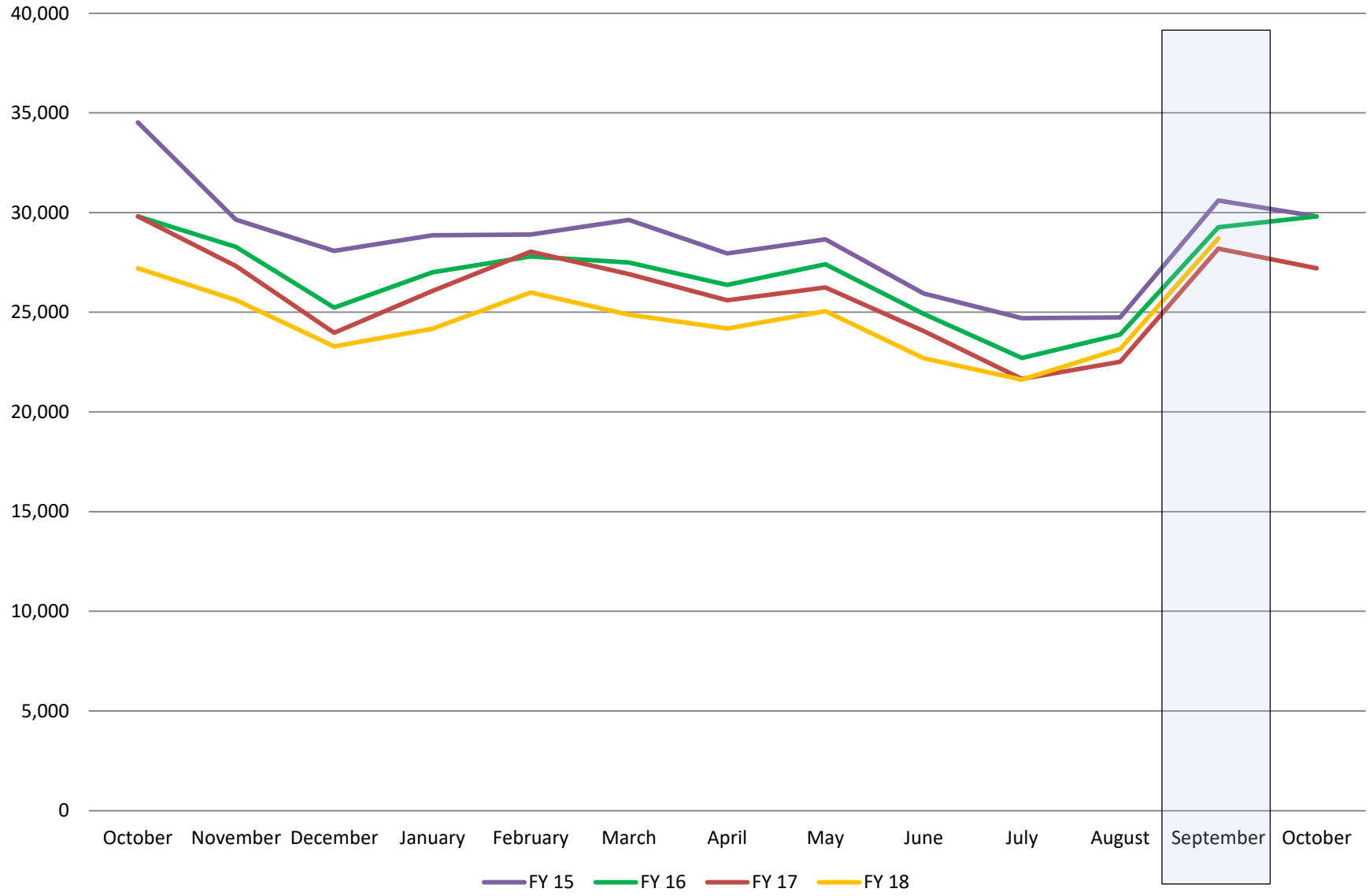
September 2018 Fixed Route Ridership Change: **-0.3%**
 September 2018 Total Ridership Change: **-1.3%**

Change in service days from September 2018 to September 2017

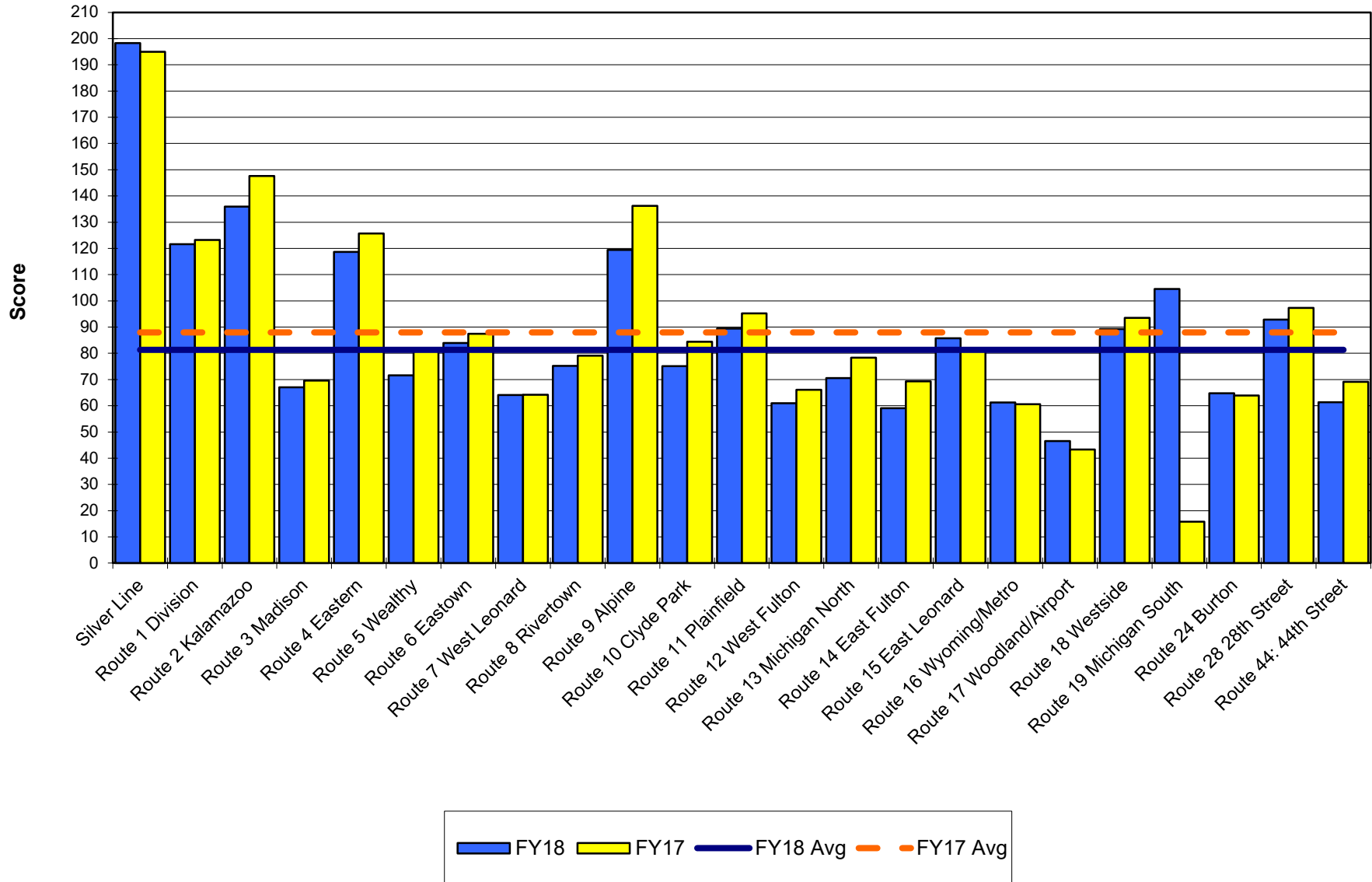
	FY 2018	FY 2017	Change
Total Service Weekdays	19	20	-1
Total Service Saturdays	5	5	0
Total Service Sundays	5	4	+1

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

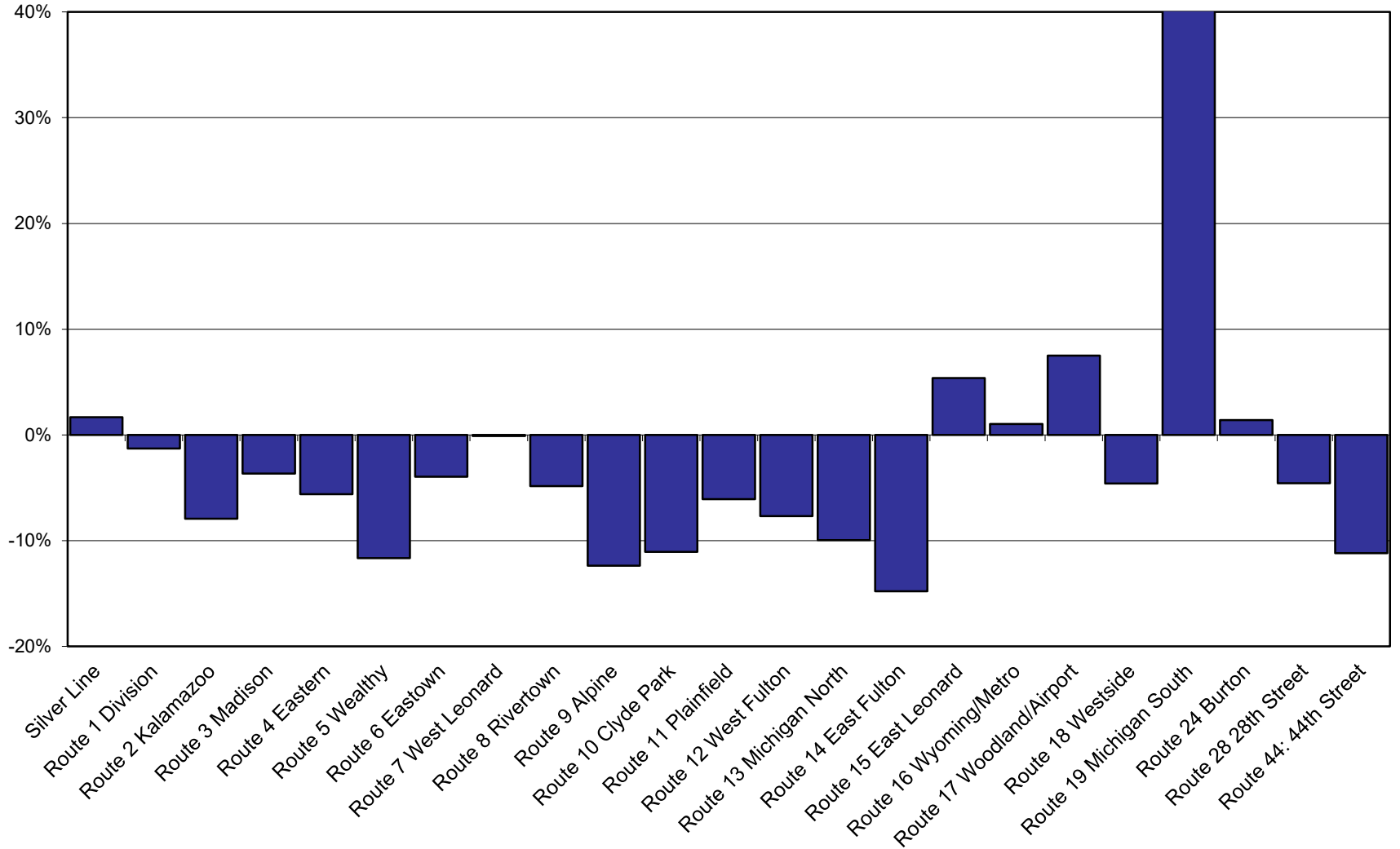
Monthly Weekday Average Ridership History



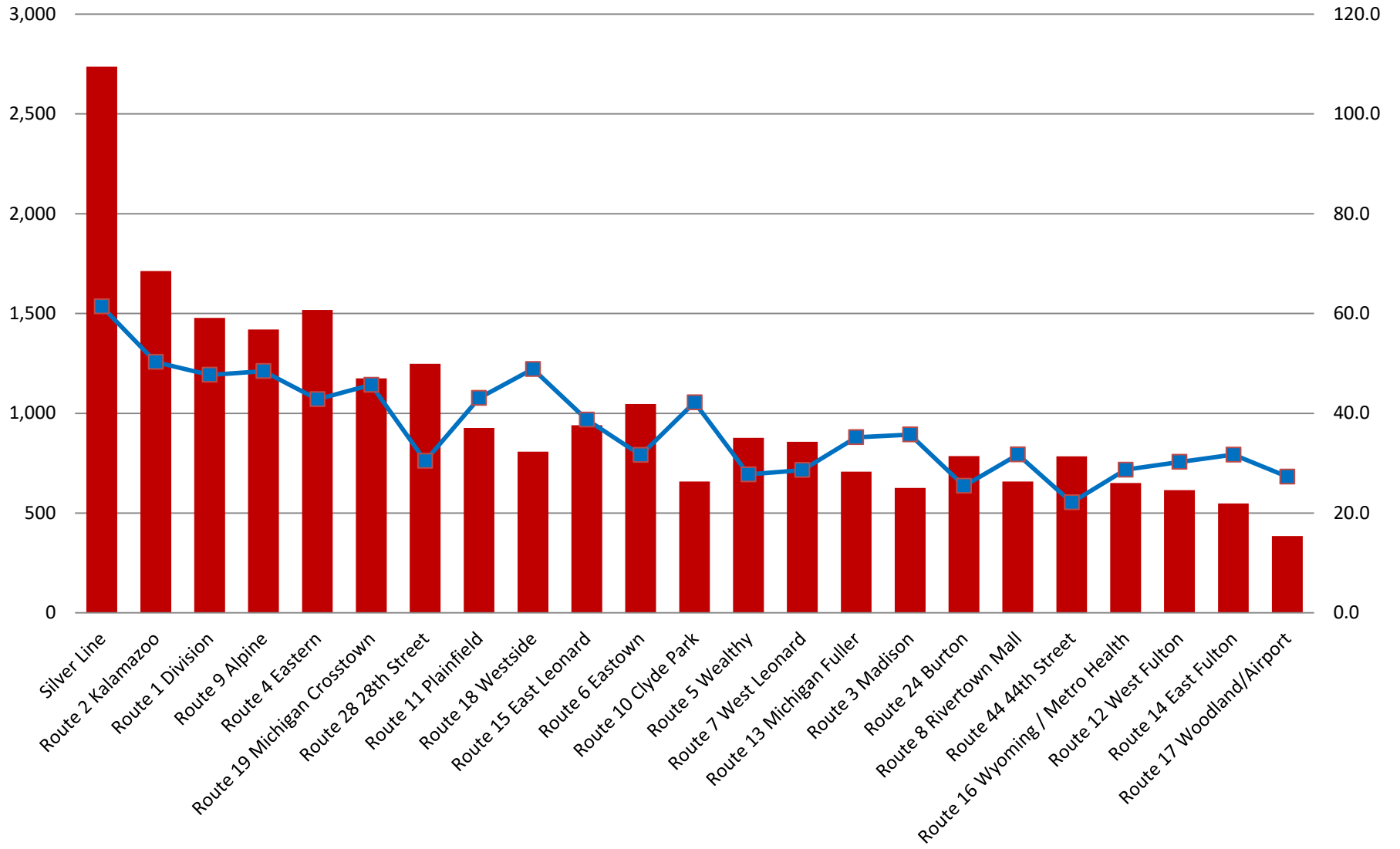
Fixed-Route Scoring Summary: September 2018 Compared to September 2017



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



Fixed Route Efficiency Score and Ridership Levels - September 2018



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

Effectiveness Score Efficiency Score