



Date: August 14, 2019
To: ITP Board
From: Conrad Venema / Planning Department
Subject: JUNE 2019 RIDERSHIP AND PRODUCTIVITY REPORT

BACKGROUND

Total monthly ridership for the month of June 2019 fell compared to June 2018 (1.3% decrease). DASH service and Route 19 continue their strong ridership performances from previous months. At first glance, it appears regular fixed route ridership performed relatively poorly for the month (5.5% decrease) though when factoring in June 2018's additional weekday and five Clean Air Action Days, fixed route ridership actually increased marginally in June 2019 compared to the same month of 2018. Top performing fixed routes for the month in terms of ridership and productivity included Silver Line, Route 9 – Alpine, and Route 19 – Michigan Crosstown.

RIDERSHIP SUMMARY

June 2019 compared to June 2018

Total Ridership by Category:

- Routes 1 – 44 ridership (535,869) **decreased 5.5% (-31,372)**
- Route 19 ridership excluded (511,430) **decreased 9.7% (-54,854)**
- Contracted/Specialized Service ridership (72,542) **increased 50.5% (24,336)**
- Demand-Response ridership (27,017) **decreased 3.4% (959)**
- **Total Monthly Ridership (635,428) decreased 1.2% (-7,995)**

Daily Averages:

- Average Weekday total ridership (25,779) **increased 1.6% (401)**
- Average Weekday evening ridership (4,340) **increased 7.8% (313)**
- Average Saturday ridership (12,755) **increased 5.2% (628)**
- Average Sunday ridership (5,811) **increased 6.3% (342)**

Fiscal Year 2019 compared to Fiscal Year 2018

Total Ridership by Category:

- Routes 1 – 44 ridership (5,494,992) **decreased 0.8% (-44,736)**
- Contracted/Specialized Service ridership (2,233,375) **increased 0.8% (17,584)**
- Demand-Response ridership (259,211) **decreased 2.9% (-7,841)**
- **Total Ridership (7,987,578) decreased 0.4% (-34,993)**

Daily Averages:

- Average Weekday total ridership (36,426) **decreased 1.3% (-464)**
- Average Weekday evening ridership (5,051) **increased 5.2% (250)**
- Average Saturday ridership (13,420) **increased 8.3% (1,026)**
- Average Sunday ridership (6,351) **increased 9.6% (554)**

ROUTE PERFORMANCE SUMMARY (Routes 1-44 Only)

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

- Average passengers per hour (**18.1**) **decreased 5.2% (-0.5 points)**
- Average passengers per mile (**1.47**) **decreased 4.3% (-0.5 points)**
- Average farebox recovery percent (**23.9%**) **decreased 5.5% (-0.7 points)**
- Average daily passengers (**17,626**) **decreased 9.3% (-3.9 points)**
- **Monthly system performance (70.6 points) decreased 7.4% (5.6 points)**
- **FY 2019 system performance (78.2 points) decreased 4.6% (-3.7 points) compared to FY 2018**

RELATIVE ROUTE PERFORMANCE (Routes 1-44 Only)

- **15 of 23 (65.2%) fixed-routes performed within the average range (within one standard deviation of the system mean)**
- **The Silver Line performed above standard (greater than 66.7% above the system mean)**
- Route 1 – Division, Route 2 – Kalamazoo, Route 9 – Alpine, and Route 19 – Michigan Crosstown performed one standard deviation above the system mean
- Route 12 – West Fulton, Route 17 – Woodland/Airport, and Route 18 – Westside performed one standard deviation below the system mean
- **No routes performed below standard (less than 66.7% below the system mean)**

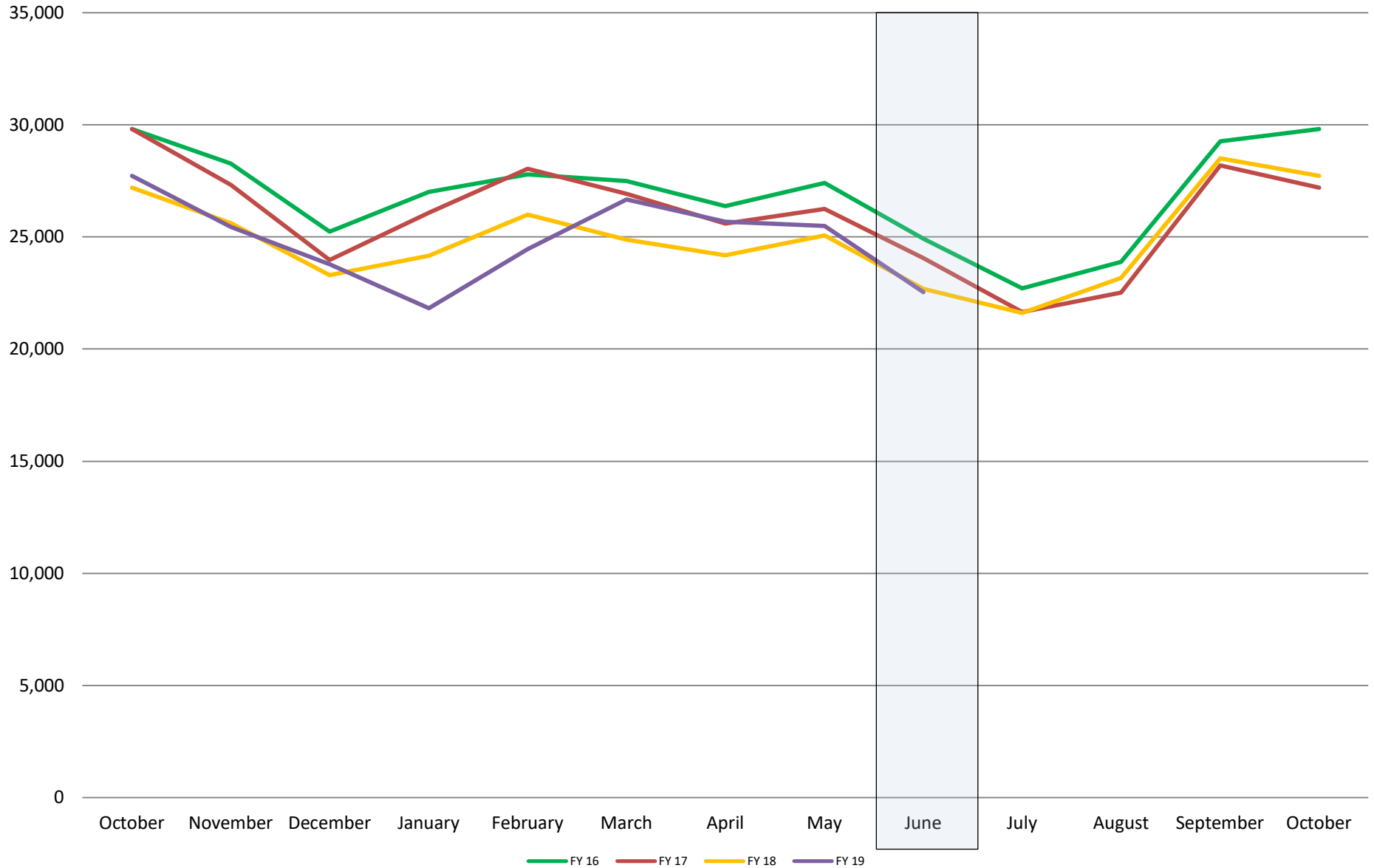
June 2019 Fixed Route Ridership Change: **0.99%**
 June 2019 Total Ridership Change: **2.78%** *(note: figures now include DASH ridership)*

Change in service days from June 2019 to June 2018

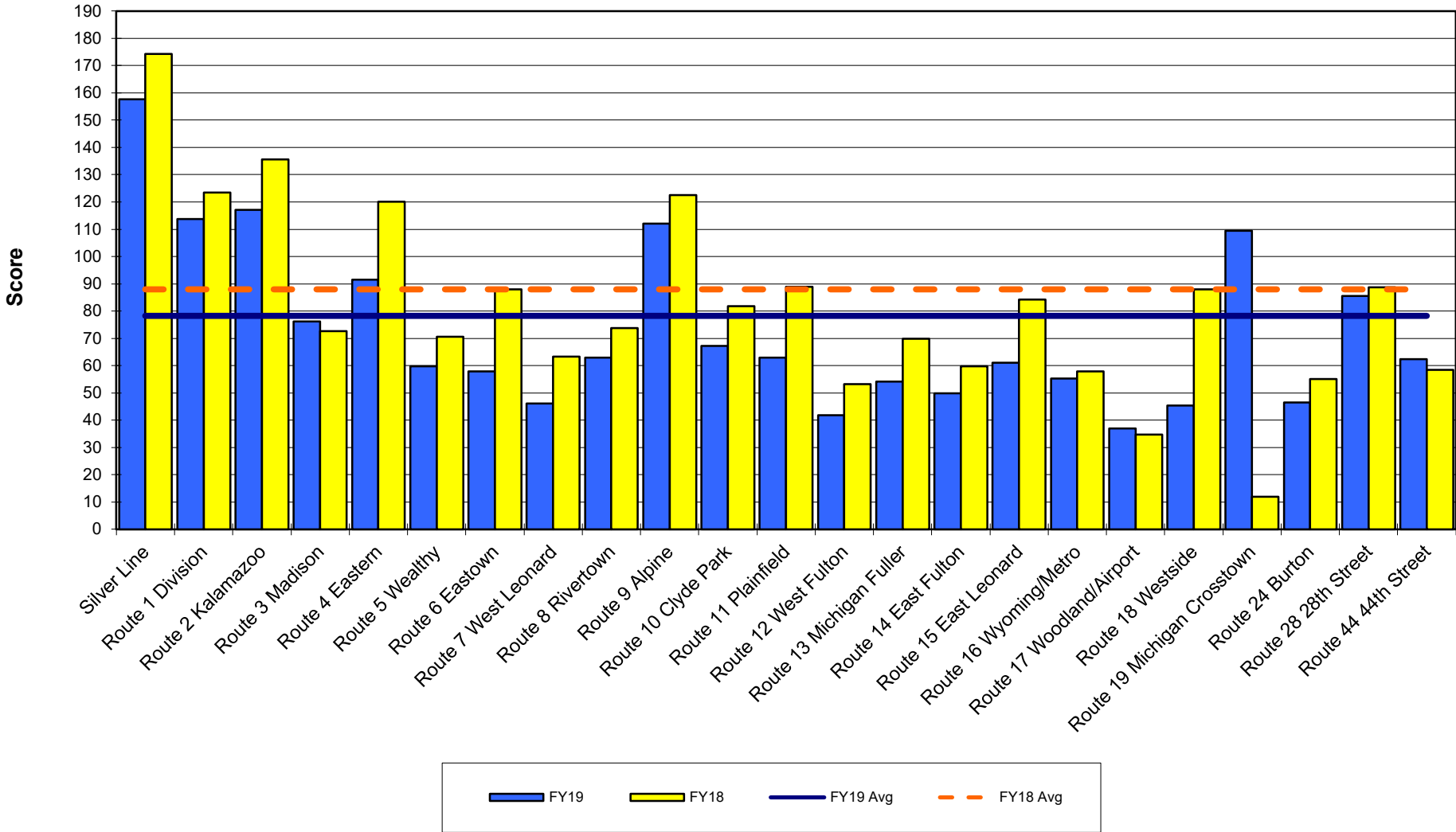
	FY 2019	FY 2018	Change
Total Service Weekdays	20	21	-1
Total Service Saturdays	5	5	0
Total Service Sundays	5	4	1

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

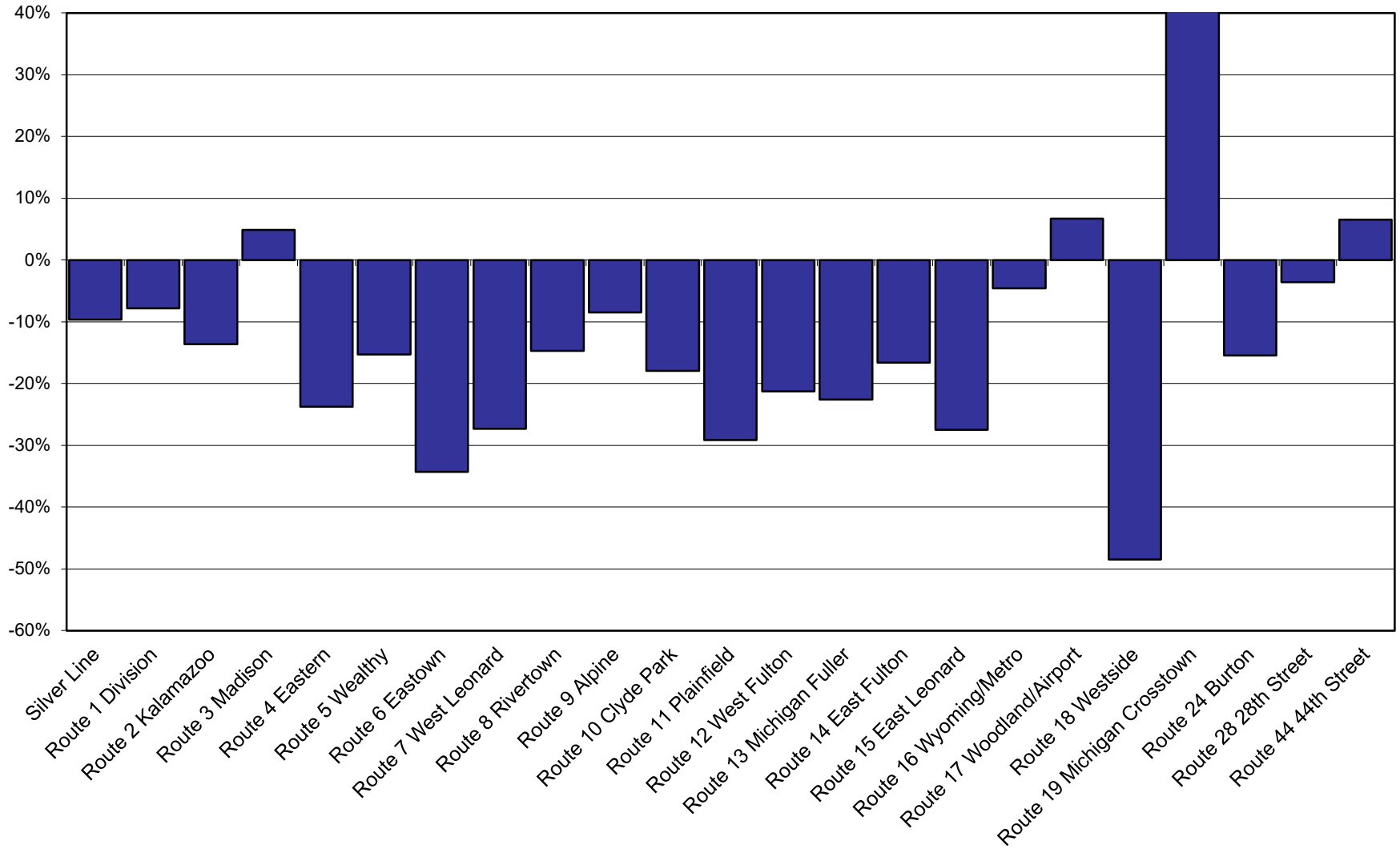
Monthly Weekday Average Ridership History



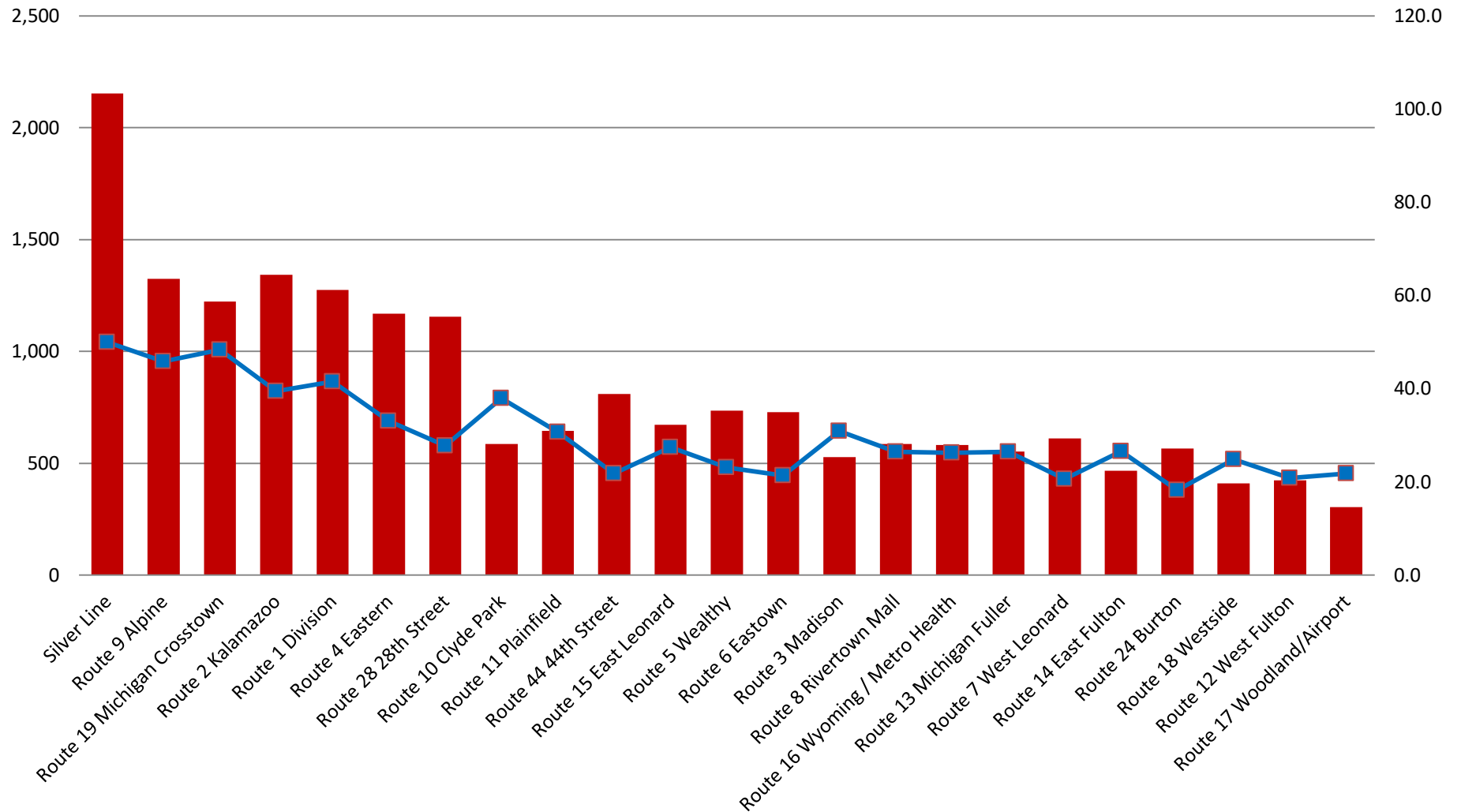
Fixed-Route Scoring Summary: June 2019 Compared to June 2018



Percent Change by Route: June 2019 Compared to June 2018



Fixed Route Efficiency Score and Ridership Levels - June 2019



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

Effectiveness Score Efficiency Score