



Date: September 19, 2019
To: ITP Board
From: Conrad Venema / Planning Department
Subject: JULY 2019 RIDERSHIP AND PRODUCTIVITY REPORT

BACKGROUND

July 2019 represents one of the systems top performing months in recent time. Ridership across the board increased in July 2019 compared to July 2018. Particularly notable is the increased in regular fixed-route ridership excluding Route 19 which experienced a 2% increase. Even when accounting for the additional weekday and Clean Air Action Day in July 2019, total fixed-route ridership increased. DASH and Route 19 maintain strong performances compared to FY18. Top performing fixed routes for the month in terms of ridership and productivity included Silver Line, Route 9 – Alpine, and Route 2 – Kalamazoo.

RIDERSHIP SUMMARY

July 2019 compared to July 2018

Total Ridership by Category:

- Routes 1 – 44 ridership (560,988) **increased 6.6% (34,835)**
- Route 19 ridership excluded (467,402) **increased 2.0% (8,986)**
- Contracted/Specialized Service ridership (71,979) **increased 62.2% (27,607)**
- Demand-Response ridership (27,583) **increased 2.4% (646)**
- **Total Monthly Ridership (660,550) increased 10.6% (63,088)**

Daily Averages:

- Average Weekday total ridership (25,388) **increased 6.7% (1,595)**
- Average Weekday evening ridership (4,452) **increased 12.7% (501)**
- Average Saturday ridership (12,631) **increased 16.9% (1,829)**
- Average Sunday ridership (5,979) **increased 8.1% (447)**

Fiscal Year 2019 compared to Fiscal Year 2018

Total Ridership by Category:

- Routes 1 – 44 ridership (6,055,980) **decreased 0.2% (-10,134)**
- Contracted/Specialized Service ridership (2,305,354) **increased 2.0% (45,438)**
- Demand-Response ridership (286,794) **decreased 2.4% (-7,195)**
- **Total Ridership (8,648,128) increased 0.3% (28,109)**

Daily Averages:

- Average Weekday total ridership (35,286) **decreased 0.9% (-307)**
- Average Weekday evening ridership (4,989) **increased 5.8% (272)**
- Average Saturday ridership (13,346) **increased 9.0% (1,101)**
- Average Sunday ridership (6,316) **increased 9.5% (550)**

ROUTE PERFORMANCE SUMMARY (Routes 1-44 Only)

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

- Average passengers per hour (**17.9**) **increased 0.3% (<0.1 points)**
- Average passengers per mile (**1.46**) **increased 1.3% (0.1 points)**
- Average farebox recovery percent (**25.3%**) **increased 9.6% (1.1 points)**
- Average daily passengers (**18,687**) **increased 2.4% (1.0 points)**
- **Monthly system performance (73.4 points) increased 3.1% (2.2 points)**
- **FY 2019 system performance (77.7 points) decreased 3.9% (-3.1 points) compared to FY 2018**

RELATIVE ROUTE PERFORMANCE (Routes 1-44 Only)

- **16 of 23 (69.6%) 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 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)**

July 2019 Fixed Route Ridership Change:

3.81%

July 2019 Total Ridership Change:

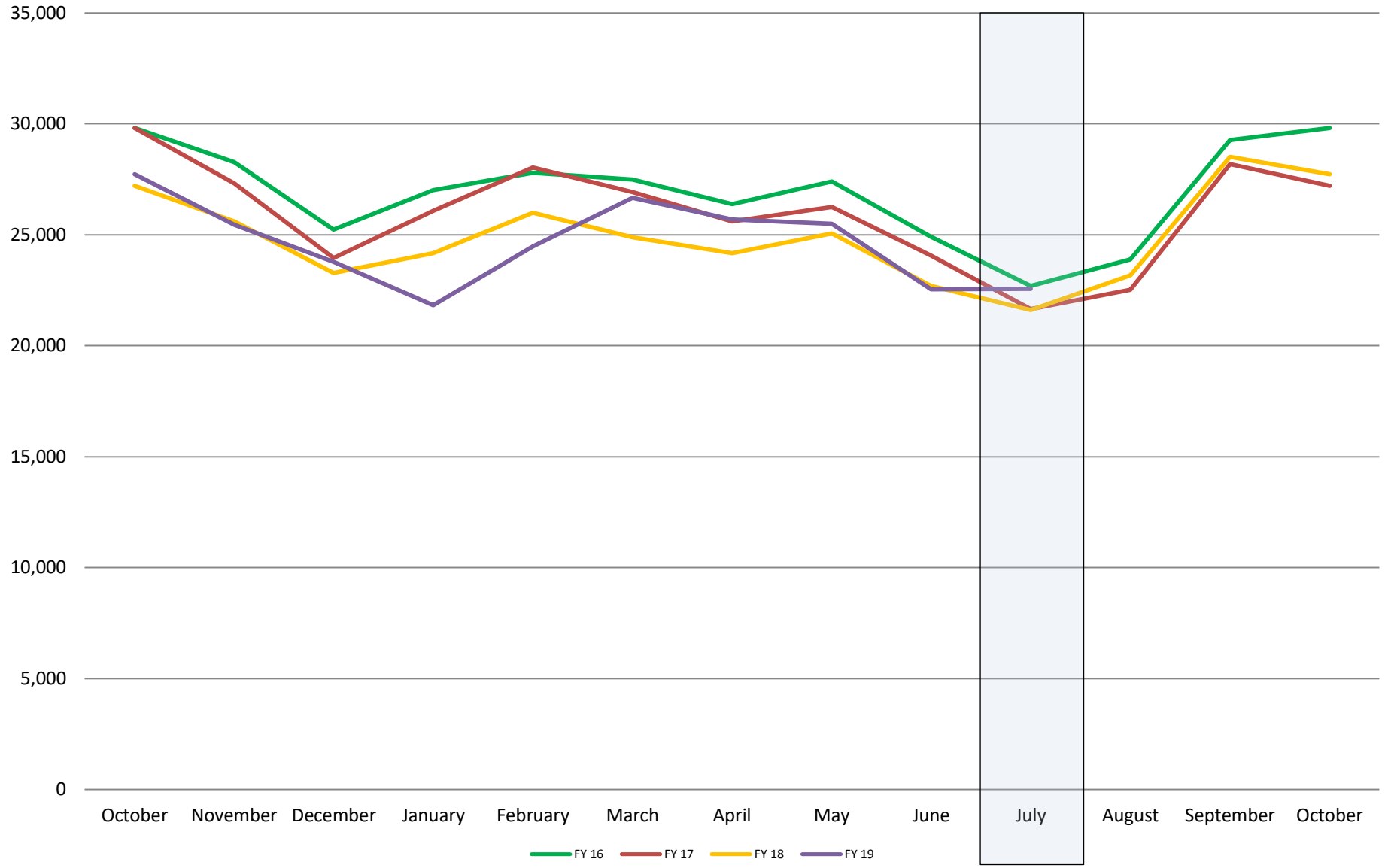
19.23% (note: figures now include DASH ridership)

Change in service days from July 2019 to July 2018

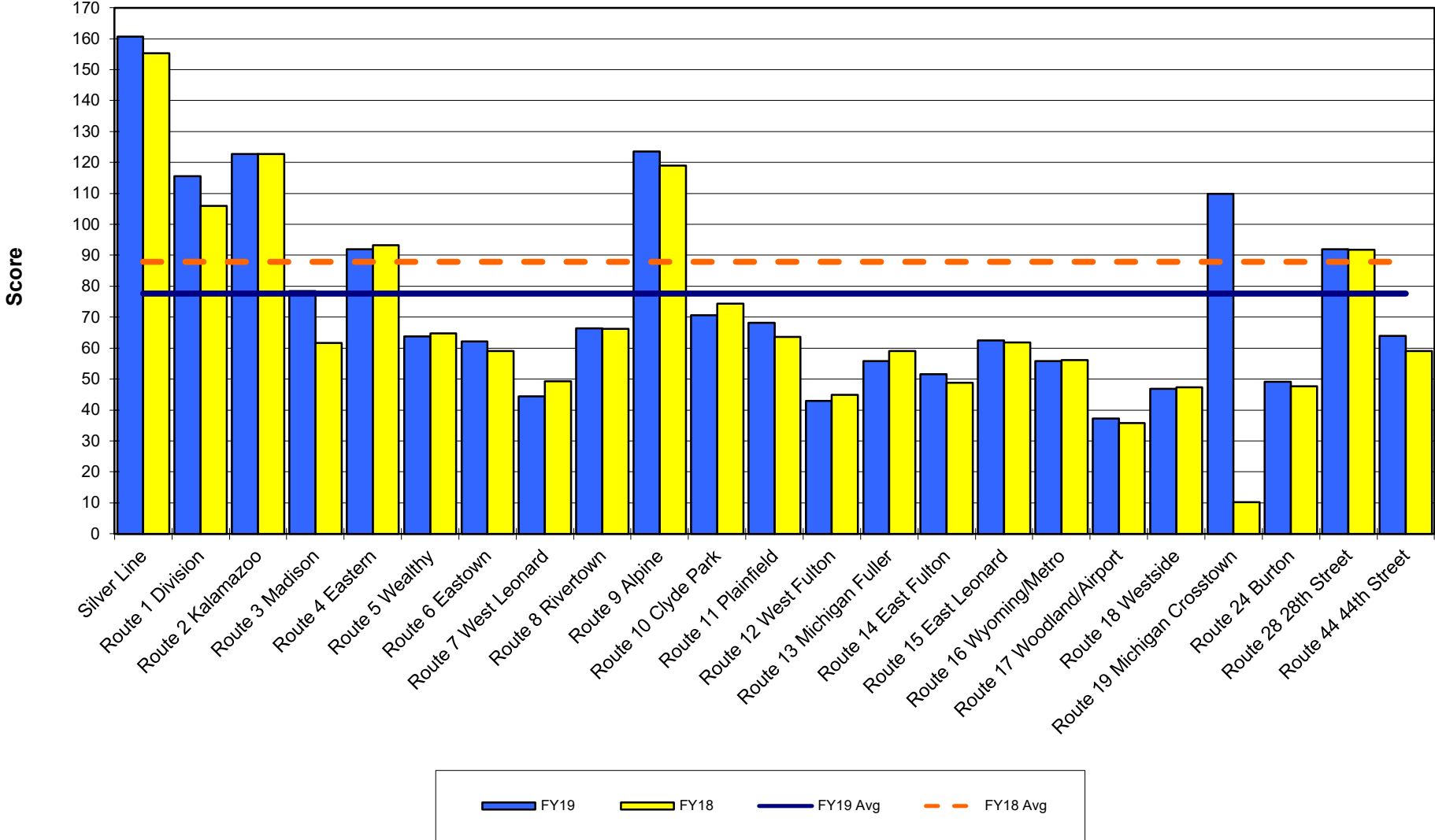
	FY 2019	FY 2018	Change
Total Service Weekdays	22	21	1
Total Service Saturdays	4	4	0
Total Service Sundays	4	5	-1

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

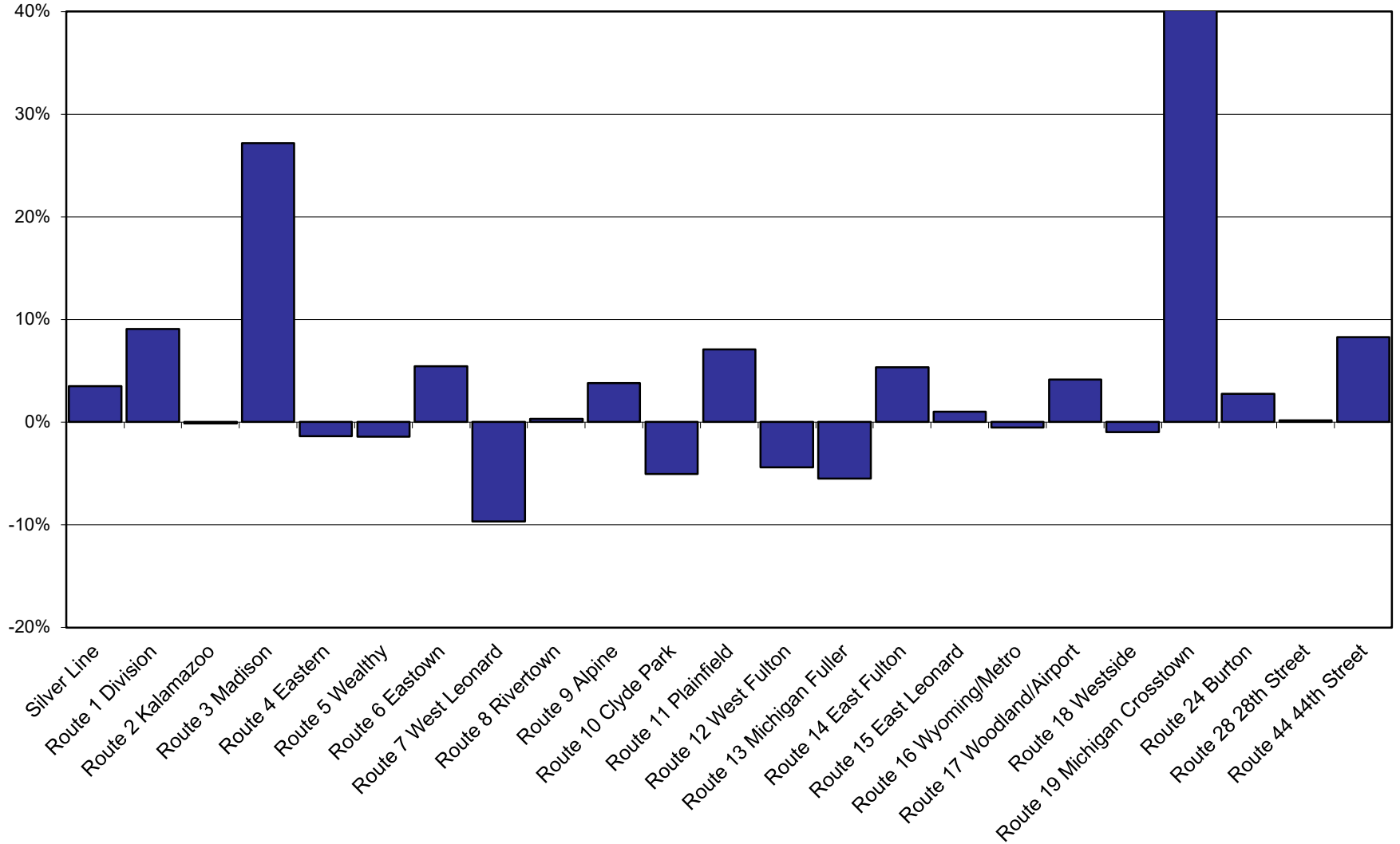
Monthly Weekday Average Ridership History



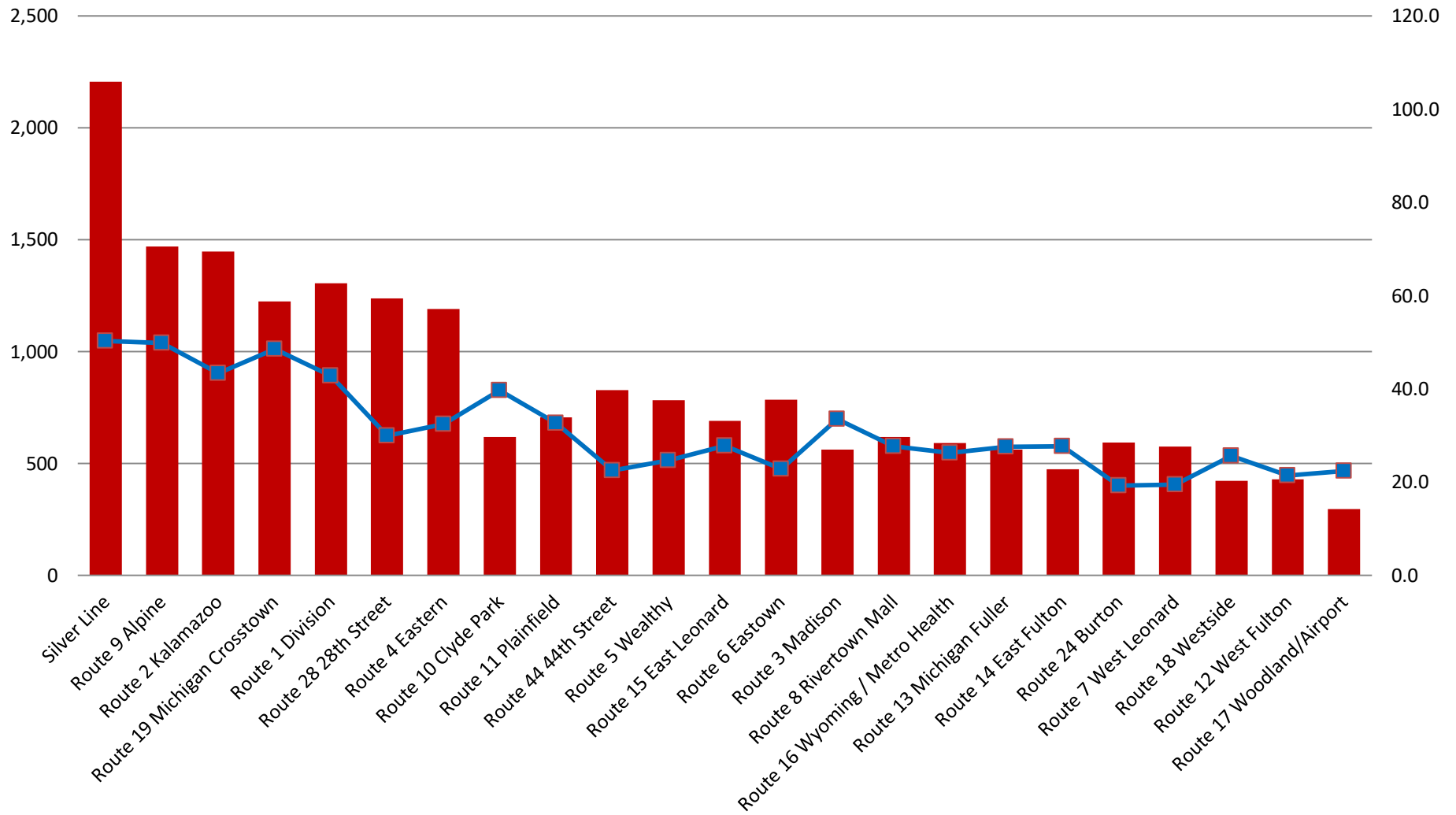
Fixed-Route Scoring Summary: July 2019 Compared to July 2018



Percent Change by Route: July 2019 Compared to July 2018



Fixed Route Efficiency Score and Ridership Levels - July 2019



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

■ Effectiveness Score ■ Efficiency Score