Date: April 17, 2019

To: ITP Board

From: Conrad Venema / Planning Manager

Subject: FEBRUARY 2019 RIDERSHIP AND PRODUCTIVITY REPORT

BACKGROUND

Ridership and productivity for a second consecutive month experienced declines. Inclement weather was once again a major contributing factor as public schools were closed a total of five days throughout the month of February. DASH ridership, particularly on weekends, and Route 19 have been the system's strongest performers.

RIDERSHIP SUMMARY

February 2019 compared to February 2018

Total Ridership by Category:

- Routes 1 – 44 ridership (564,439) decreased **6.0%** (-36,015)
- Contracted/Specialized Service ridership (331,281) decreased **1.5%** (-45,807)
- Demand-Response ridership (27,578) decreased **5.7%** (-1,678)
- **Total Monthly Ridership (923,298) decreased 4.4% (-42,793)**

Daily Averages:

- Average Weekday total ridership (32,122) decreased **14.3%** (-5,380)
- Average Weekday evening ridership (5,027) decreased **8.5%** (-464)
- Average Saturday ridership (13,447) increased **2.5%** (333)
- Average Sunday ridership (6,160) increased **0.5%** (33)

Fiscal Year 2019 compared to Fiscal Year 2018

Total Ridership by Category:

- Routes 1 – 44 ridership (3,013,901) decreased **2.2%** (-66,783)
- Contracted/Specialized Service ridership (1,533,010) decreased **2.9%** (-45,903)
- Demand-Response ridership (138,435) decreased **6.9%** (-10,186)
- **Total Ridership (4,685,346) decreased 2.6% (-122,872)**

Daily Averages:

- Average Weekday total ridership (33,107) decreased **6.7%** (-2,372)
- Average Weekday evening ridership (5,084) decreased **0.5%** (-26)
- Average Saturday ridership (13,523) increased **6.7%** (848)
- Average Sunday ridership (6,588) increased **10.1%** (606)

ROUTE PERFORMANCE SUMMARY (Routes 1-44 Only)

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

- Average passengers per hour (**9.8**) decreased **8.7%** (-0.9 points)
- Average passengers per mile (**12.3**) decreased **8.1%** (-1.1 points)
- Average farebox recovery percent (**23.2%**) decreased **16.8%** (-2.3 points)
- Average daily passengers (**19,663**) decreased **9.9%** (-4.7 points)
- **Monthly system performance (76.4 points) decreased 10.6% (-9.1 points)**
- **FY 2019 system performance (78.0 points) decreased 6.1% (-5.1 points) compared to FY 2018**

RELATIVE ROUTE PERFORMANCE (Routes 1-44 Only)

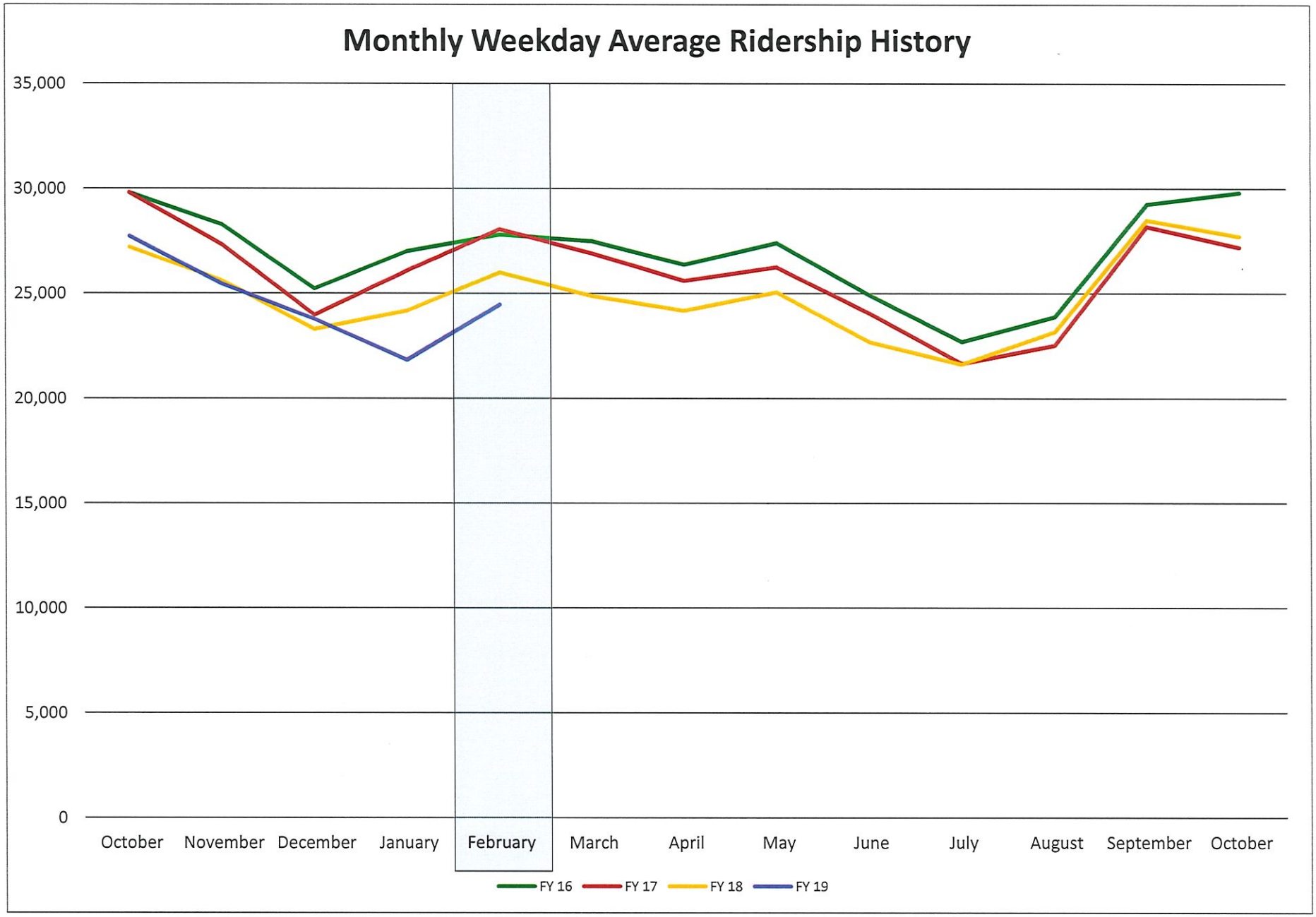
- **16 of 23 (69.5%) fixed-routes performed within the average range (within one standard deviation of the system mean)**
- **The Silver Line above standard (greater than 66.7% above the system mean)**
- Route 19 – Michigan Crosstown, Route 1 – Division, Route 2 – Kalamazoo, and Route 9 – Alpine performed 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)**

February 2019 Fixed Route Ridership Change: **-1.02%**
February 2019 Total Ridership Change: **-3.67%** *(note: figures now include DASH ridership)*

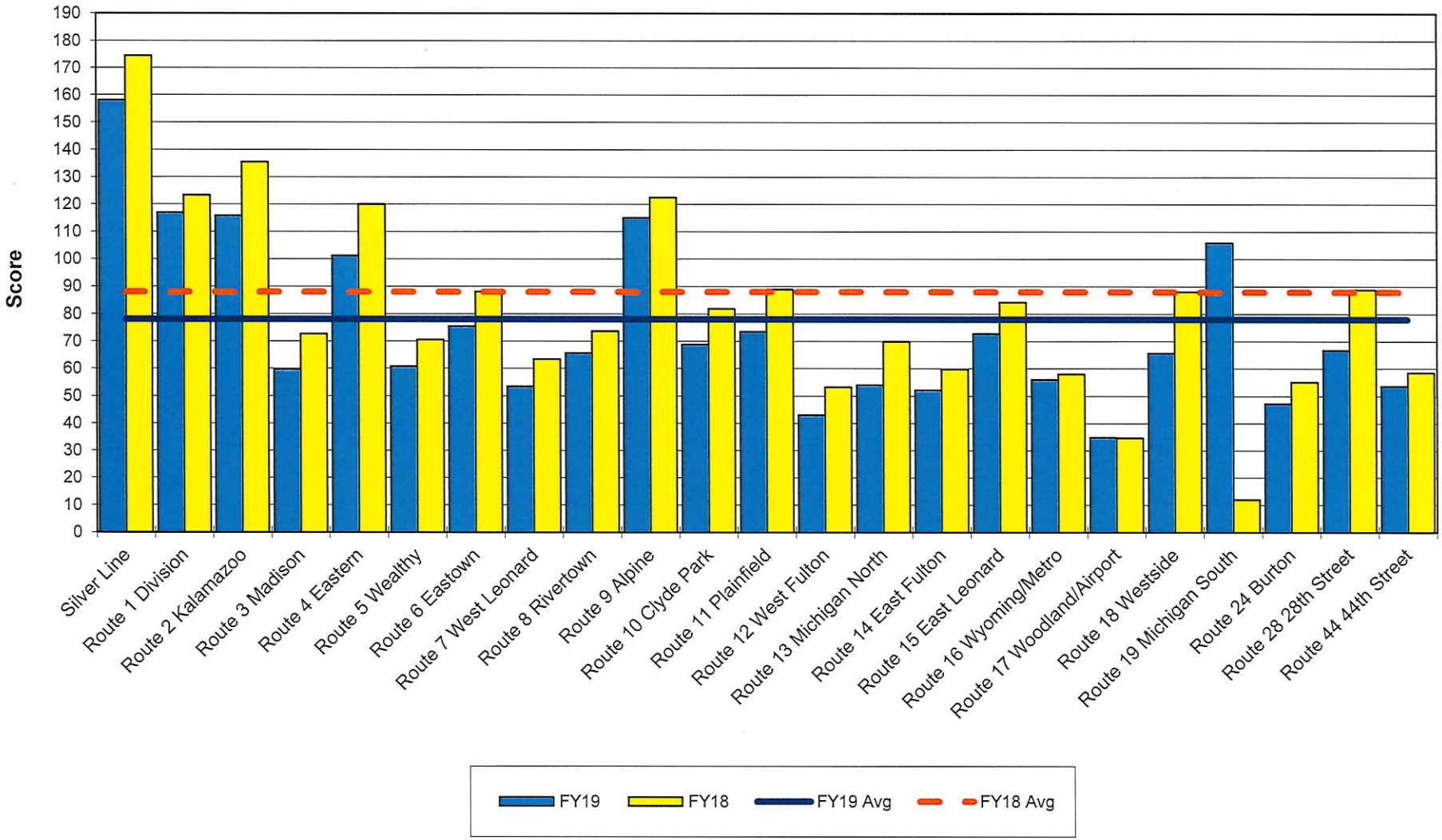
Change in service days from February 2019 to February 2018

	FY 2019	FY 2018	Change
Total Service Weekdays	22	20	2
Total Service Saturdays	4	4	0
Total Service Sundays	4	4	0

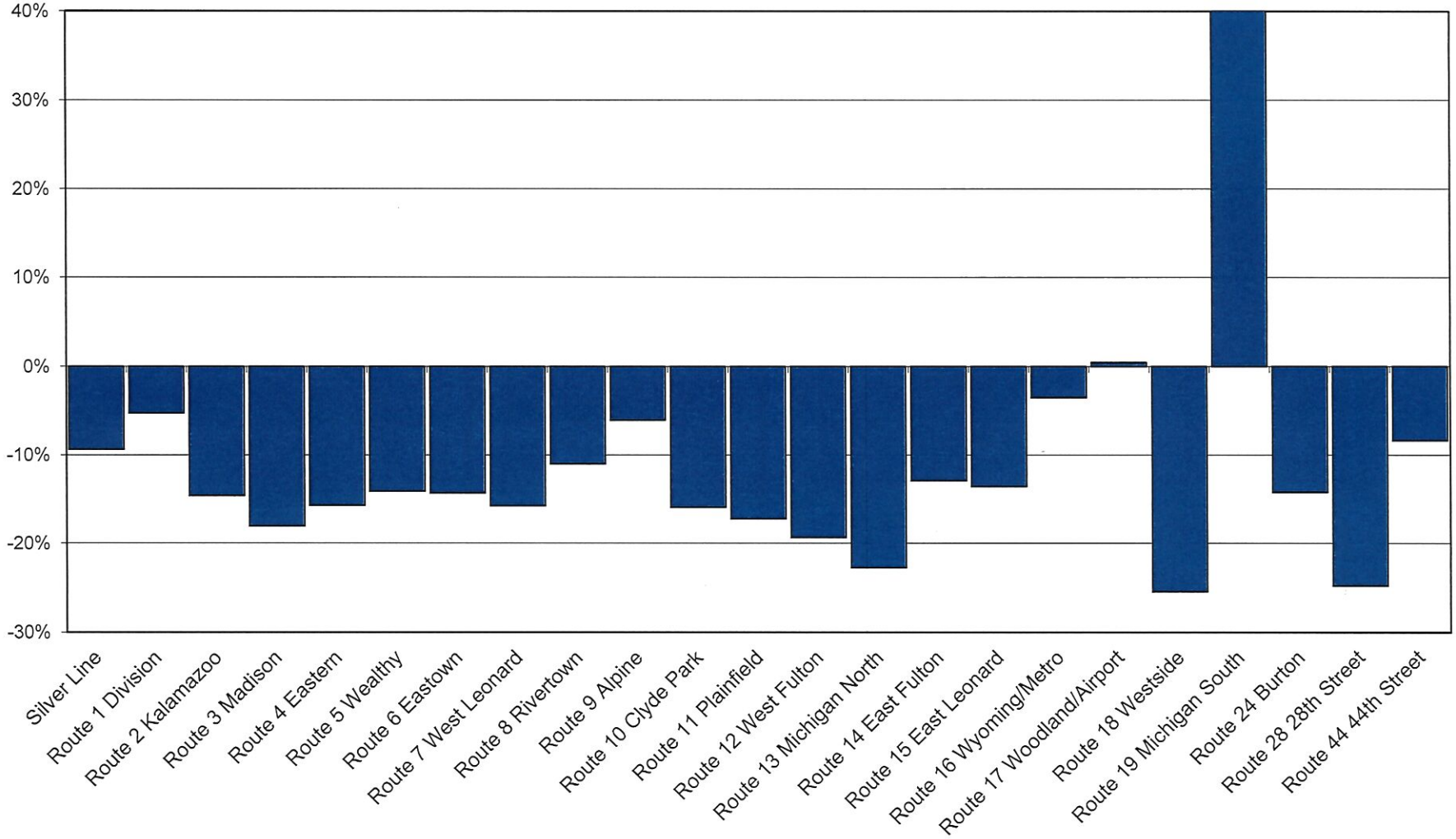
Attached is a graphical summary of the system and individual fixed-route performance


Monthly Weekday Average Ridership History
35,000
30,000
25,000
20,000
15,000
10,000
5,000
0
October
November
December
January
February
March
April
May
June
July
August
September
October
FY 16
FY 17
FY 18
FY 19

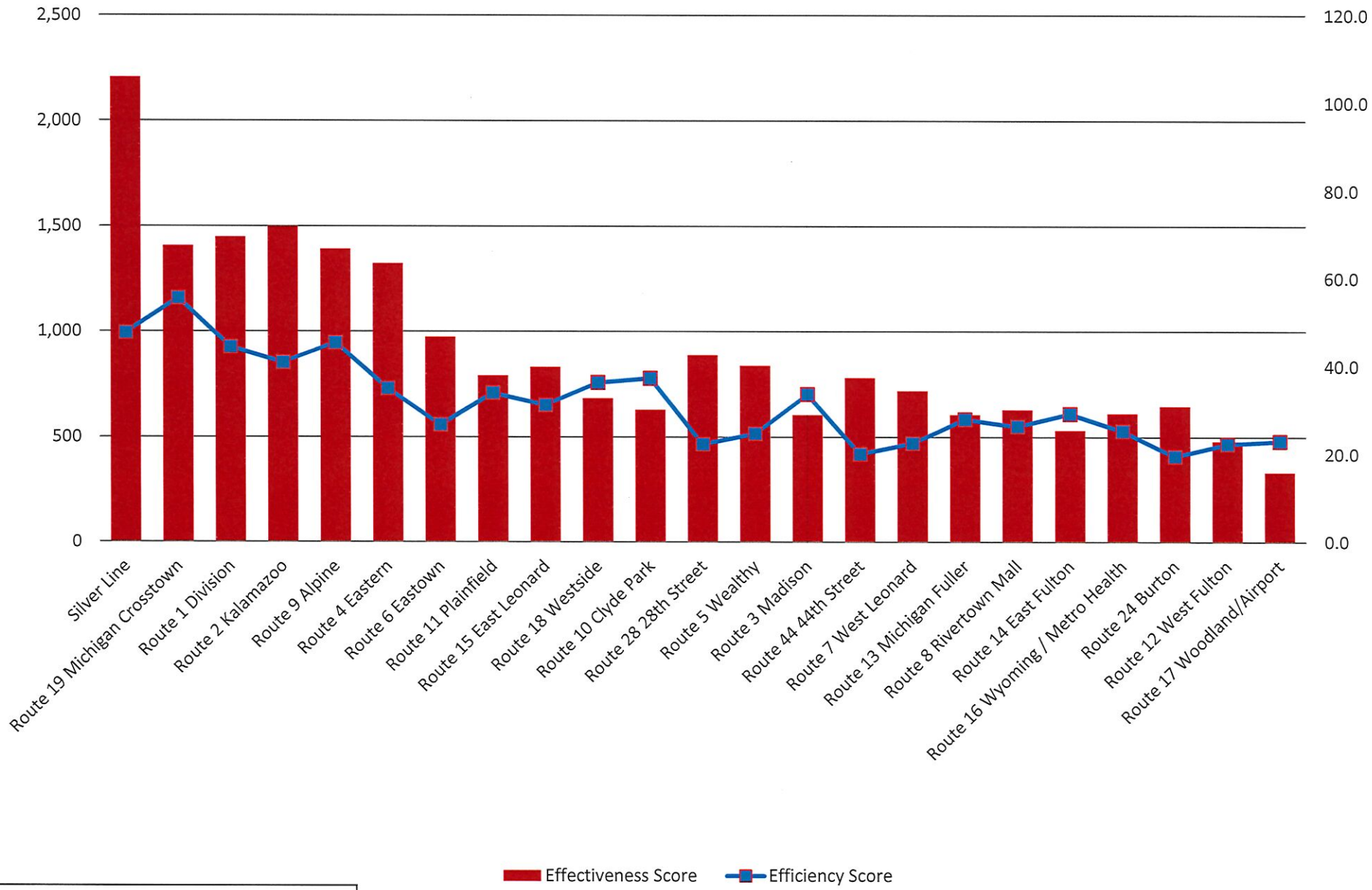
Fixed-Route Scoring Summary: February 2019 Compared to February 2018



Percent Change by Route: February 2019 Compared to Compared February 2018



Fixed Route Efficiency Score and Ridership Levels - February 2019



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

February 2019 Ridership Report

Ridership by Fare Category

Regular Route Summary	February 2019	February 2018	Actual Change	% Change
$1.75 Cash Fare	62,621	70,643	-8,022	-11.4%
$1.75 Adult One-Ride Ticket	6,487	8,673	-2,186	-25.2%
$1.35 Adult Ticket	23,854	34,263	-10,409	-30.4%
$1.05 Student Ticket, Aquinas, Calvin and Kendall Tickets	29,272	90,025	-60,753	-67.5%
$0.85 Senior / Disabled Ticket and Cash	15,111	21,213	-6,102	-28.8%
$47 Regular and $30 Reduced 31-Day Month Pass	66,728	111,187	-44,459	-40.0%
$3.50 One-Day Pass	22,629	27,488	-4,859	-17.7%
$16.00 Seven-Day Pass	10,581	14,447	-3,866	-26.8%
Spectrum Health Employee Pass and Route 19	33,386	4,975	28,411	571.1%
Free ADA	7,393	9,789	-2,396	-24.5%
GVSU Students on Routes 1-44	10,615	12,832	-2,217	-17.3%
Miscellaneous Fare	21,229	28,297	-7,068	-25.0%
Wave Card	128,541	0	128,541	n/a
Transfers	64,207	99,344	-35,137	-35.4%
Silver Line	61,785	67,278	-5,493	-8.2%
Total Regular Route Ridership	**564,439**	**600,454**	**-36,015**	**-6.0%**

Contracted/Specialized Services Summary

DASH	50,090	33,442	16,648	49.8%
GRCC Shuttle	17,978	17,564	414	2.4%
GVSU Campus Connector	128,153	139,470	-11,317	-8.1%
GVSU Off-Campus Shuttle	54,698	62,132	-7,434	-12.0%
GVSU South Campus Express	76,693	79,598	-2,905	-3.6%
FSU	985	1,110	-125	-11.3%
Vanpools	2,685	3,066	-381	-12.4%
Total Contracted Ridership	**331,281**	**336,381**	**-5,100**	**-1.5%**

Demand Response Summary

GO!Bus	26,881	28,797	-1,916	-6.7%
PASS North Ridership (Including Transfers)	271	219	52	23.7%
PASS SE Ridership (Including Transfers)	267	166	101	60.8%
PASS SW Ridership (Including Transfers)	159	74	85	114.9%
Total Demand Response Ridership	**27,578**	**29,256**	**-1,678**	**-5.7%**

	2019	2018	Change	YTD Change
Total Service Weekdays	22	20	2	3
Total Service Saturdays	4	4	0	0
Total Service Sundays	4	4	0	-1
Total Holidays	1	0	1	1
Total Service Days	**30**	**28**	**2**	**2**
Total Days	**31**	**28**	**3**	**3**

Total Weekday Fixed-Route Ridership	706,687	750,036	-43,349	-5.8%
Total Weekday Evening Fixed-Route Ridership	110,604	109,836	768	0.7%
Total Weekday and Weekday Evening Fixed-Route Ridership	**817,291**	**859,872**	**-42,581**	**-5.0%**
Total Saturday Fixed-Route Ridership	**53,788**	**52,455**	**1,333**	**2.5%**
Total Sunday Fixed-Route Ridership	**24,641**	**24,508**	**133**	**0.5%**
Avg Weekday Daytime Fixed-Route Ridership	32,122	37,502	-5,380	-14.3%
Avg Weekday Evening Fixed-Route Ridership	5,027	5,492	-464	-8.5%
Avg Weekday and Weekday Evening Fixed-Route Ridership	**37,150**	**42,994**	**-5,844**	**-13.6%**
Avg Saturday Fixed-Route Ridership	**13,447**	**13,114**	**333**	**2.5%**
Avg Sunday Fixed-Route Ridership	**6,160**	**6,127**	**33**	**0.5%**

	2019	2018	Change	% Change
Fixed-Route Ridership Month to Date	564,439	600,454	-36,015	-6.0%
Contracted/Specialized Service Ridership Month to Date	331,281	336,381	-5,100	-1.5%
Demand Response Ridership Month to Date	27,578	29,256	-1,678	-5.7%
Total Monthly Ridership	**923,298**	**966,091**	**-42,793**	**-4.4%**
	2019	**2018**	**Change**	**% Change**
Fixed-Route Ridership Year to Date	3,013,901	3,080,684	-66,783	-2.2%
Contracted/Specialized Service Ridership Year to Date	1,533,010	1,578,913	-45,903	-2.9%
Demand Response Ridership Year to Date	138,435	148,621	-10,186	-6.9%
Total Ridership Year to Date	**4,685,346**	**4,808,218**	**-122,872**	**-2.6%**
Projected Annual Ridership	**10,198,998**	**10,466,464**	**-267,466**	**-2.6%**

February 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	28.6	2.13	34.0%	47.7	2,207	110.3	158.0	101.7%	1	1	0	61,785	10
Route 19 Michigan Crosstown	26.7	2.92	39.7%	55.6	1,408	70.4	126.0	60.8%	2	23	21	28,159	15
Route 1 Division	26.8	2.11	29.6%	44.5	1,450	72.5	116.9	49.2%	3	4	1	40,587	15
Route 2 Kalamazoo	25.0	2.10	24.5%	40.9	1,497	74.9	115.8	47.7%	4	2	-2	41,928	15
Route 9 Alpine	24.3	2.52	27.8%	45.4	1,393	69.6	115.1	46.8%	5	3	-2	38,995	15
Route 4 Eastern	19.7	1.66	24.9%	35.0	1,323	66.2	101.2	29.2%	6	5	-1	37,051	15
Route 6 Eastown	16.1	1.54	13.7%	26.8	973	48.7	75.5	-3.7%	7	10	3	27,257	15
Route 11 Plainfield	20.4	1.72	21.1%	34.0	790	39.5	73.5	-6.1%	8	8	0	22,126	15
Route 15 East Leonard	18.6	1.71	17.6%	31.3	831	41.5	72.8	-7.1%	9	9	0	23,254	15
Route 18 Westside	23.0	2.11	17.3%	36.4	683	34.2	70.5	-10.0%	10	7	-3	16,395	30
Route 10 Clyde Park	23.5	1.69	25.2%	37.3	629	31.5	68.8	-12.2%	11	11	0	17,623	30
Route 28 28th Street	12.3	0.86	19.3%	22.4	887	44.4	66.8	-14.8%	12	6	-6	24,838	15
Route 5 Wealthy	14.8	1.27	15.2%	24.8	837	41.9	66.6	-15.0%	13	12	-1	20,088	15
Route 3 Madison	20.4	1.70	20.8%	33.7	604	30.2	63.9	-18.4%	14	14	0	14,507	30
Route 44 44th Street	12.2	0.90	14.3%	20.1	781	39.1	59.2	-24.5%	15	17	2	18,745	30
Route 7 West Leonard	14.8	0.98	15.4%	22.6	719	35.9	58.5	-25.3%	16	16	0	17,253	15
Route 13 Michigan Fuller	17.2	1.51	15.6%	28.1	606	30.3	58.3	-25.5%	17	15	-2	14,539	15
Route 8 Rivertown Mall	16.8	1.18	17.9%	26.4	629	31.5	57.9	-26.1%	18	13	-5	17,623	30
Route 14 East Fulton	17.9	1.50	17.6%	29.3	532	26.6	55.9	-28.7%	19	18	-1	12,760	30
Route 16 Wyoming / Metro Health	15.7	1.17	17.1%	25.4	611	30.6	55.9	-28.6%	20	21	1	17,113	30
Route 24 Burton	11.3	0.88	14.4%	19.6	646	32.3	51.9	-33.8%	21	19	-2	15,501	30
Route 12 West Fulton	13.8	1.28	11.3%	22.4	480	24.0	46.4	-40.8%	22	20	-2	11,510	30
Route 17 Woodland/Airport	14.8	1.04	15.1%	23.0	330	16.5	39.5	-49.5%	23	22	-1	6,605	30
System Summary	**19.6**	**1.59**	**23.2%**		**894**		**78.4**	**n/a**				**546,242**	

	Passengers per Bus Hour	Passengers per Bus Mile	Farebox Recovery %	Efficiency Score	Daily Passengers	Effectiveness Score	Total Score	Distance from Mean
System Average (mean)	19.6	1.59	23.2%	33.7	894	44.7	78.4	n/a
Standard deviation	4.8	0.54	6.6%	9.9	345	17.3	30.0	n/a
Routes above standard (equal or greater than 66.7% of mean	32.7	2.66	38.7%	56.1	1,490	74.5	130.6	66.7%
Routes above one standard deviation of mean	32.6	2.65	38.6%	56.0	1,489	74.4	130.5	66.6%
Above average routes within one standard deviation of mean	24.4	2.14	29.8%	43.5	1,239	62.0	108.4	38.3%
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	1.05	16.6%	23.8	548	27.4	48.3	-38.3%
Routes below one standard deviation of mean	6.6	0.54	7.8%	11.4	299	14.9	26.2	-66.6%
Routes below standard (equal or less than 66.7% of mean)	6.5	0.53	7.7%	11.2	298	14.9	26.1	-66.7%

February	19,663

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	34.0	1.91	n/a	49.1	4,746	237.3	286.4	n/a	n/a	n/a	n/a	128,153	7
GVSU South Campus Express	66.6	6.59	n/a	128.6	4,036	201.8	330.4	n/a	n/a	n/a	n/a	76,693	10
GVSU Off-Campus	62.6	6.81	n/a	127.8	2,879	143.9	271.8	n/a	n/a	n/a	n/a	54,698	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	67.0	16.93	n/a	246.4	4,495	224.7	471.1	n/a	n/a	n/a	n/a	17,978	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	25.8	3.31	n/a	58.4	1,747	87.3	145.8	n/a	n/a	n/a	n/a	34,936	5
DASH North	8.6	0.91	n/a	17.2	758	37.9	55.1	n/a	n/a	n/a	n/a	15,154	20
FSU	4.7	0.12	n/a	5.2	52	2.6	7.8	n/a	n/a	n/a	n/a	985	120
	34.67	**2.65**	**n/a**									**328,596**	

Total System Summary	**23.64**	**1.89**	**23.24%**

Farebox includes GRPS services

The range of values comprising approximatly 68% of the samples above and below the mean
Routes with scores greater than 66.7% obove 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