Date: May 2, 2019

To: ITP Board

From: Conrad Venema / Planning Manager

Subject: MARCH 2019 RIDERSHIP AND PRODUCTIVITY REPORT

BACKGROUND

March saw a major rebound across the system in terms of ridership and productivity compared to previous months. All average daily ridership measures experienced increases, particularly average weekday evening ridership. Fiscal year to-date totals substantially caught back up from February. Total monthly ridership compared to March 2018 decreases a slight amount due to March 2019 having one fewer weekdays. Silver Line, DASH (particularly on evenings and weekends), and Route 19 continue to be the system's strongest performers.

RIDERSHIP SUMMARY

March 2019 compared to March 2018

Total Ridership by Category:

- Routes 1 – 44 ridership (654,736) decreased **1.1%** (-7,586)
- Contracted/Specialized Service ridership (265,482) increased **1.2%** (3,264)
- Demand-Response ridership (31,554) increased **0.4%** (122)
- **Total Monthly Ridership (951,772) decreased 0.4% (-4,200)**

Daily Averages:

- Average Weekday total ridership (39,037) increased **2.7%** (1,012)
- Average Weekday evening ridership (5,418) increased **16.4%** (762)
- Average Saturday ridership (13,775) increased **7.2%** (931)
- Average Sunday ridership (6,313) increased **6.2%** (371)

Fiscal Year 2019 compared to Fiscal Year 2018

Total Ridership by Category:

- Routes 1 – 44 ridership (3,704,652) decreased **1.0%** (-38,354)
- Contracted/Specialized Service ridership (1,803,592) decreased **2.0%** (-37,539)
- Demand-Response ridership (171,667) decreased **4.7%** (-8,386)
- **Total Ridership (5,684,111) decreased 1.5% (-84,279)**

Daily Averages:

- Average Weekday total ridership (39,267 decreased **2.2%** (-877)
- Average Weekday evening ridership (5,213) decreased **3.6%** (182)
- Average Saturday ridership (13,520) increased **6.4%** (812)
- Average Sunday ridership (6,530) increased **9.3%** (554)

ROUTE PERFORMANCE SUMMARY (Routes 1-44 Only)

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

- Average passengers per hour (**21.2**) decreased **0.9%** (-0.1 points)
- Average passengers per mile (**1.72**) decreased **0.3%** (-0.1 points)
- Average farebox recovery percent (**25.1%**) decreased **9.0%** (-1.2 points)
- Average daily passengers (**20,655**) decreased **2.0%** (-0.9 points)
- **Monthly system performance (81.3 points) decreased 2.7% (-0.9 points)**
- **FY 2019 system performance (78.6 points) decreased 5.6% (-4.6 points) compared to FY 2018**

RELATIVE ROUTE PERFORMANCE (Routes 1-44 Only)

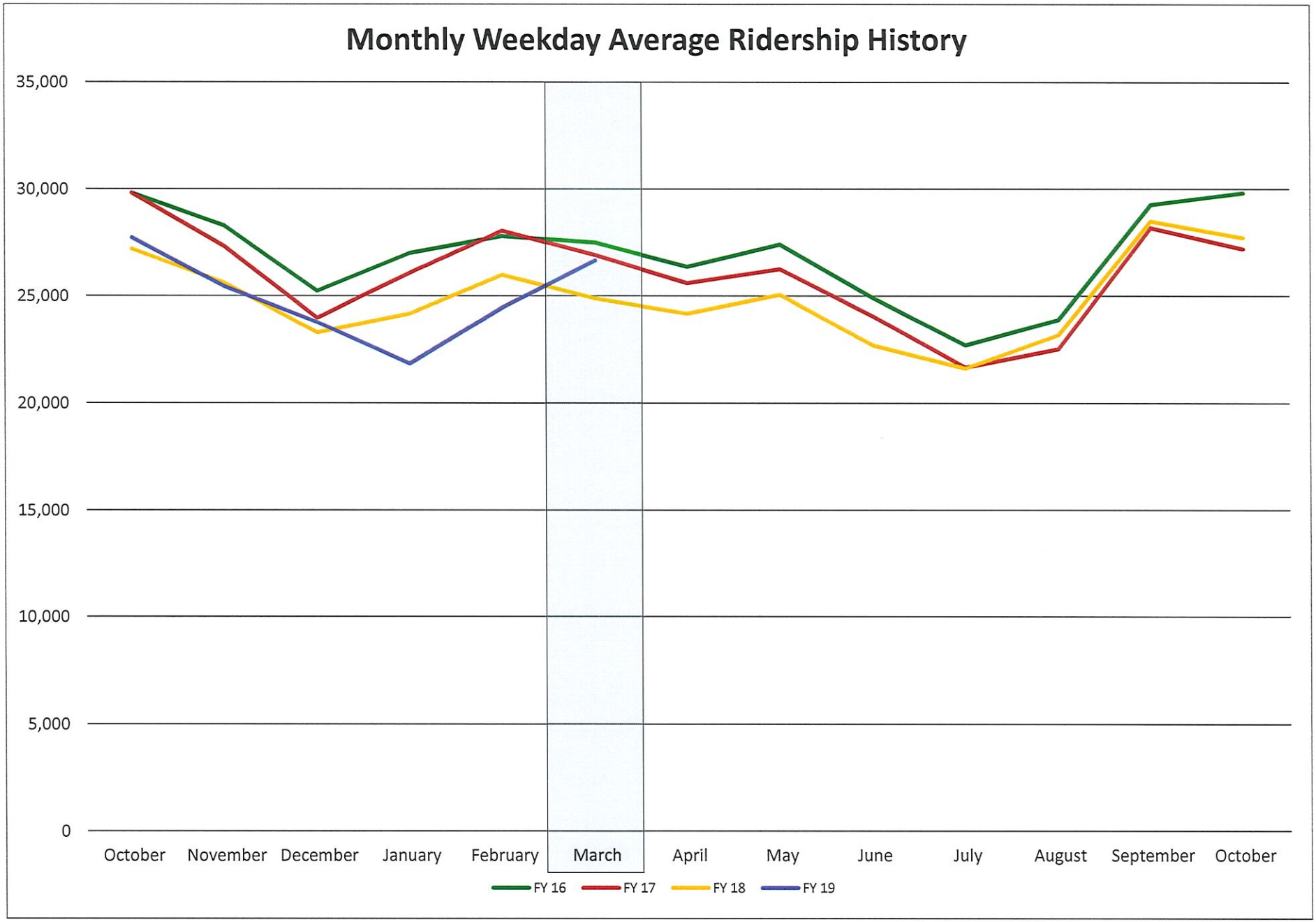
- **16 of 23 (69.5%) fixed-routes performed within the average range (within one standard deviation of the system mean)**
- **The Silver Line performed above standard (greater than 66.7% above the system mean)**
- Route 19 – Michigan Crosstown, Route 1 – Division, Route 2 – Kalamazoo, and Route 9 – Alpine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

March 2019 Fixed Route Ridership Change: **6.76%**
March 2019 Total Ridership Change: **3.88%** *(note: figures now include DASH ridership)*

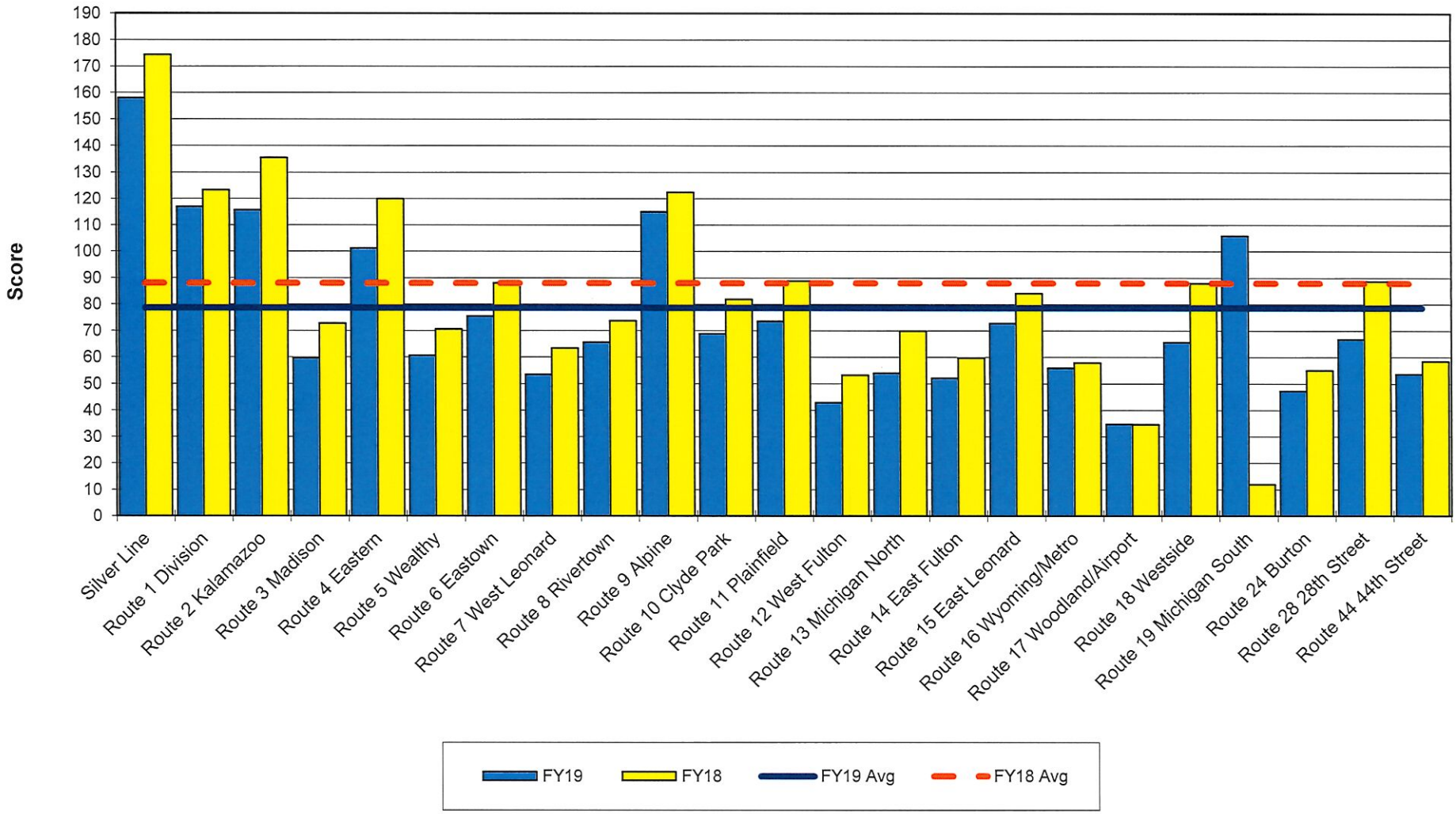
Change in service days from March 2019 to March 2018

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

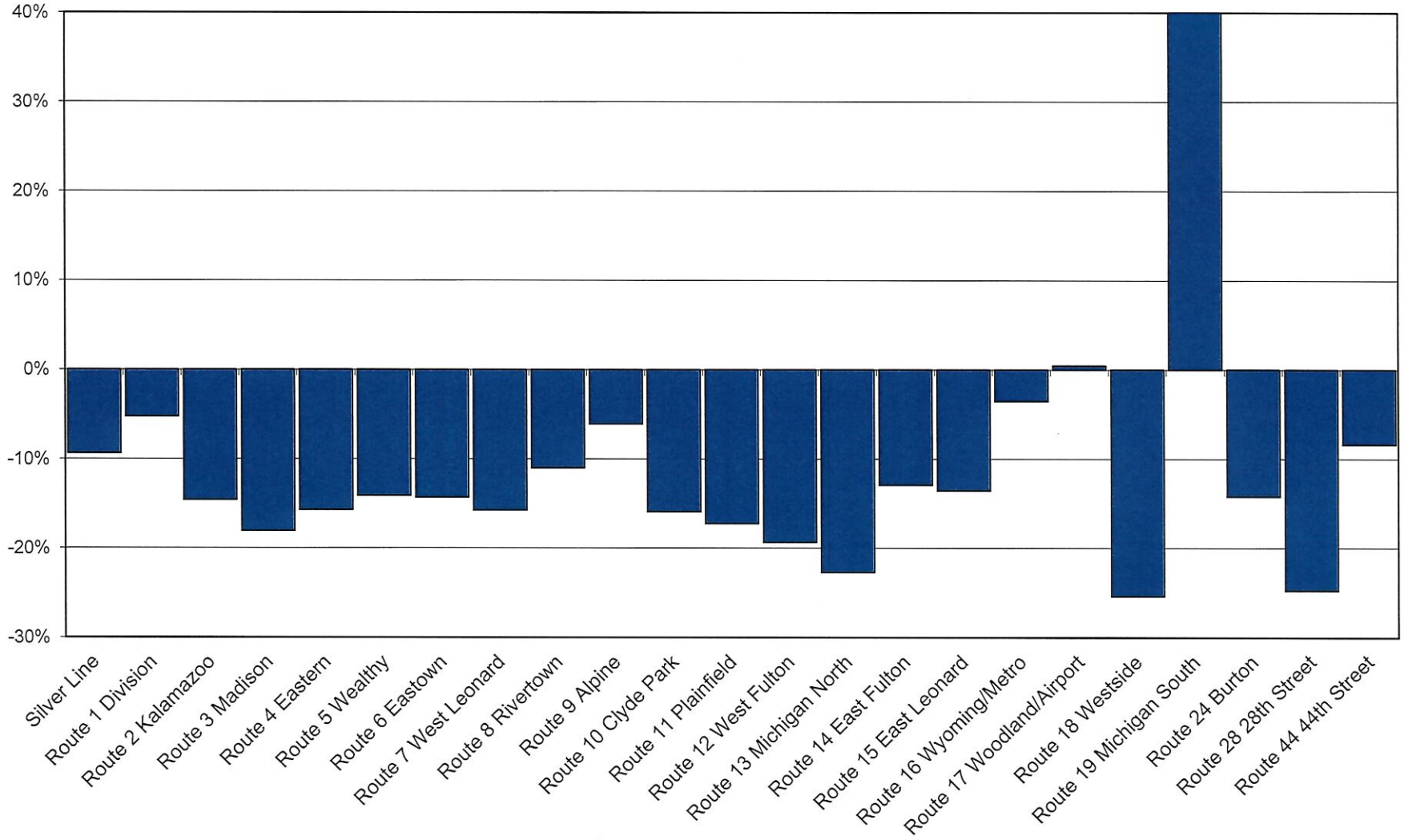
Attached is a graphical summary of the system and individual fixed-route performance


Monthly Weekday Average Ridership History
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

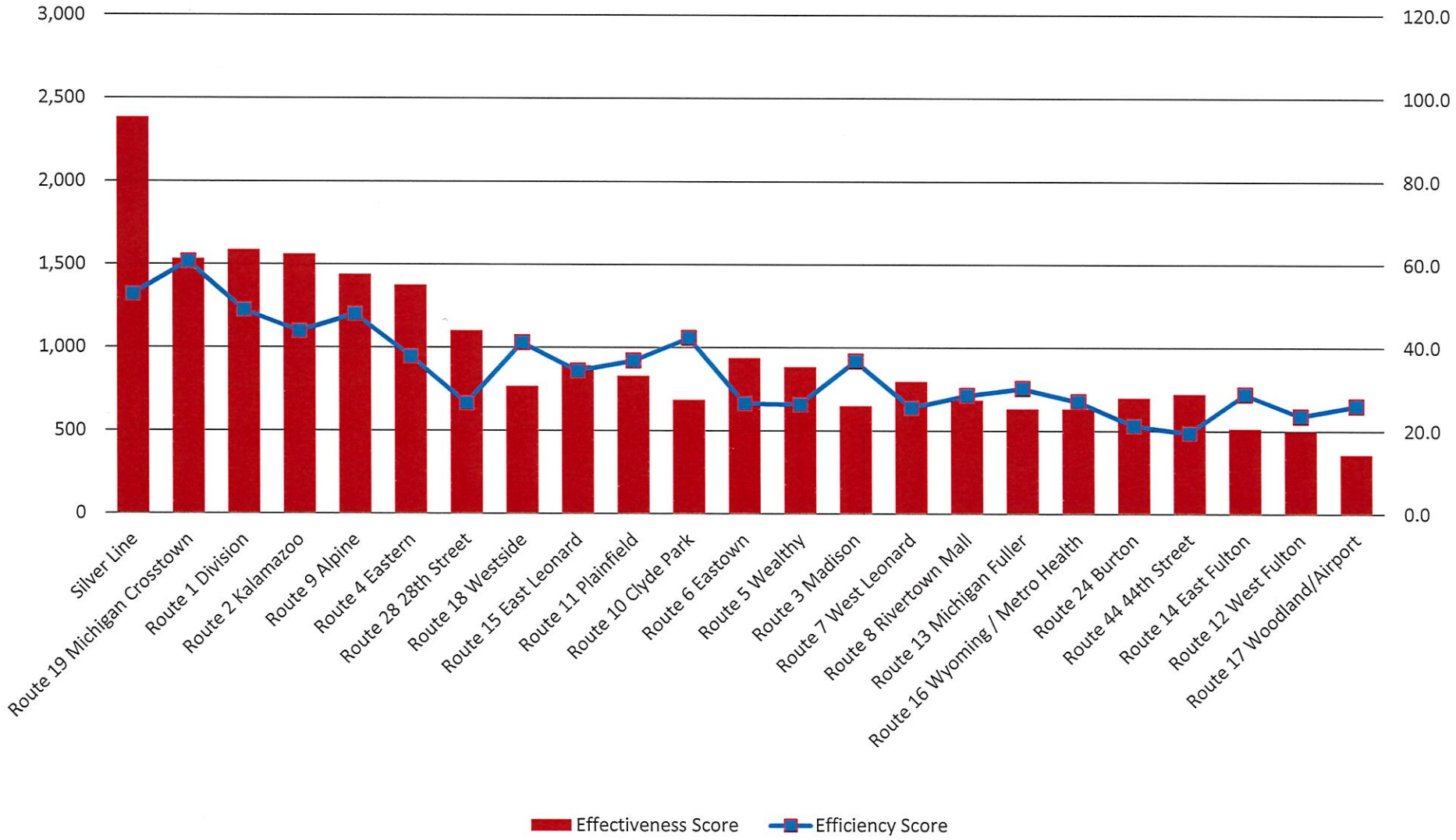
Fixed-Route Scoring Summary: March 2019 Compared to March 2018



Percent Change by Route: March 2019 Compared to March 2018



Fixed Route Efficiency Score and Ridership Levels - March 2019



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

March 2019 Ridership Report

Ridership by Fare Category

Regular Route Summary	March 2019	March 2018	Actual Change	% Change
$1.75 Cash Fare	71,030	76,111	-5,081	-6.7%
$1.75 Adult One-Ride Ticket	7,662	8,840	-1,178	-13.3%
$1.35 Adult Ticket	25,525	34,190	-8,665	-25.3%
$1.05 Student Ticket, Aquinas, Calvin and Kendall Tickets	29,633	93,583	-63,950	-68.3%
$0.85 Senior / Disabled Ticket and Cash	18,978	24,749	-5,771	-23.3%
$47 Regular and $30 Reduced 31-Day Month Pass	74,457	116,580	-42,123	-36.1%
$3.50 One-Day Pass	26,182	30,888	-4,706	-15.2%
$16.00 Seven-Day Pass	12,635	15,435	-2,800	-18.1%
Spectrum Health Employee Pass and Route 19	38,134	6,116	32,018	523.5%
Free ADA	8,919	12,872	-3,953	-30.7%
GVSU Students on Routes 1-44	10,643	12,359	-1,716	-13.9%
Miscellaneous Fare	23,806	49,765	-25,959	-52.2%
Wave Card	162,345	0	162,345	n/a
Transfers	70,936	105,028	-34,092	-32.5%
Silver Line	73,851	75,806	-1,955	-2.6%
Total Regular Route Ridership	**654,736**	**662,322**	**-7,586**	**-1.1%**

Contracted/Specialized Services Summary

DASH	58,295	34,644	23,651	68.3%
GRCC Shuttle	11,728	12,544	-816	-6.5%
GVSU Campus Connector	96,229	106,161	-9,932	-9.4%
GVSU Off-Campus Shuttle	40,093	43,684	-3,591	-8.2%
GVSU South Campus Express	55,602	61,097	-5,495	-9.0%
FSU	745	821	-76	-9.3%
Vanpools	2,791	3,268	-477	-14.6%
Total Contracted Ridership	**265,482**	**262,218**	**3,264**	**1.2%**

Demand Response Summary

GO!Bus	30,831	30,924	-93	-0.3%
PASS North Ridership (Including Transfers)	271	236	35	14.8%
PASS SE Ridership (Including Transfers)	299	193	106	54.9%
PASS SW Ridership (Including Transfers)	153	79	74	93.7%
Total Demand Response Ridership	**31,554**	**31,432**	**122**	**0.4%**

	2019	2018	Change	YTD Change
Total Service Weekdays	21	22	-1	0
Total Service Saturdays	5	5	0	0
Total Service Sundays	5	4	1	0
Total Holidays	0	0	0	0
Total Service Days	**31**	**31**	**0**	**0**
Total Days	**31**	**31**	**0**	**0**

Total Weekday Fixed-Route Ridership	705,998	734,118	-28,120	-3.8%
Total Weekday Evening Fixed-Route Ridership	113,776	102,431	11,345	11.1%
Total Weekday and Weekday Evening Fixed-Route Ridership	**819,774**	**836,549**	**-16,775**	**-2.0%**
Total Saturday Fixed-Route Ridership	**68,877**	**64,221**	**4,656**	**7.2%**
Total Sunday Fixed-Route Ridership	**31,567**	**23,770**	**7,797**	**32.8%**
Avg Weekday Daytime Fixed-Route Ridership	33,619	33,369	250	0.7%
Avg Weekday Evening Fixed-Route Ridership	5,418	4,656	762	16.4%
Avg Weekday and Weekday Evening Fixed-Route Ridership	**39,037**	**38,025**	**1,012**	**2.7%**
Avg Saturday Fixed-Route Ridership	**13,775**	**12,844**	**931**	**7.2%**
Avg Sunday Fixed-Route Ridership	**6,313**	**5,943**	**371**	**6.2%**

	2019	2018	Change	% Change
Fixed-Route Ridership Month to Date	654,736	662,322	-7,586	-1.1%
Contracted/Specialized Service Ridership Month to Date	265,482	262,218	3,264	1.2%
Demand Response Ridership Month to Date	31,554	31,432	122	0.4%
Total Monthly Ridership	**951,772**	**955,972**	**-4,200**	**-0.4%**

	2019	2018	Change	% Change
Fixed-Route Ridership Year to Date	3,704,652	3,743,783	-39,131	-1.0%
Contracted/Specialized Service Ridership Year to Date	1,803,592	1,840,566	-36,974	-2.0%
Demand Response Ridership Year to Date	171,667	180,053	-8,386	-4.7%
Total Ridership Year to Date	**5,679,911**	**5,764,402**	**-84,491**	**-1.5%**
Projected Annual Ridership	**10,031,859**	**10,181,087**	**-149,228**	**-1.5%**

March 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	31.6	2.36	37.7%	52.8	2,382	119.1	172.0	106.3%	1	1	0	73,851	10
Route 19 Michigan Crosstown	29.0	3.17	43.4%	60.6	1,532	76.6	137.2	64.7%	2	23	21	32,176	7
Route 1 Division	29.7	2.34	32.5%	49.1	1,586	79.3	128.4	54.0%	3	4	1	49,164	15
Route 2 Kalamazoo	26.6	2.24	26.9%	43.9	1,560	78.0	121.9	46.3%	4	2	-2	48,373	15
Route 9 Alpine	25.7	2.68	29.3%	48.1	1,438	71.9	120.0	43.9%	5	3	-2	44,583	15
Route 4 Eastern	21.1	1.77	27.4%	37.9	1,375	68.7	106.6	27.9%	6	5	-1	42,621	15
Route 28 28th Street	15.7	1.09	20.7%	26.6	1,100	55.0	81.6	-2.1%	7	6	-1	34,095	15
Route 18 Westside	26.1	2.39	19.4%	41.2	765	38.3	79.5	-4.7%	8	7	-1	19,897	30
Route 15 East Leonard	20.5	1.89	19.1%	34.4	891	44.5	78.9	-5.4%	9	9	0	27,606	15
Route 11 Plainfield	22.1	1.87	22.8%	36.8	828	41.4	78.2	-6.2%	10	8	-2	25,673	15
Route 10 Clyde Park	26.2	1.88	29.4%	42.3	685	34.2	76.5	-8.2%	11	11	0	21,224	30
Route 6 Eastown	16.0	1.53	13.7%	26.6	937	46.8	73.4	-12.0%	12	10	-2	29,032	15
Route 5 Wealthy	15.9	1.37	15.7%	26.3	883	44.2	70.5	-15.4%	13	12	-1	22,962	15
Route 3 Madison	22.2	1.85	22.8%	36.7	648	32.4	69.1	-17.1%	14	14	0	16,855	30
Route 7 West Leonard	16.6	1.09	17.7%	25.5	795	39.7	65.3	-21.7%	15	16	1	20,665	15
Route 8 Rivertown Mall	17.6	1.24	20.3%	28.5	685	34.2	62.7	-24.7%	16	13	-3	21,224	30
Route 13 Michigan Fuller	18.3	1.60	17.6%	30.2	632	31.6	61.8	-25.9%	17	15	-2	16,429	15
Route 16 Wyoming / Metro Health	16.6	1.24	18.5%	27.1	631	31.6	58.6	-29.7%	18	21	3	19,565	30
Route 24 Burton	12.4	0.96	15.3%	21.3	698	34.9	56.1	-32.7%	19	19	0	18,136	30
Route 44 44th Street	11.4	0.84	14.7%	19.5	721	36.1	55.6	-33.3%	20	17	-3	18,757	30
Route 14 East Fulton	17.5	1.47	17.3%	28.8	514	25.7	54.5	-34.6%	21	18	-3	13,369	30
Route 12 West Fulton	14.6	1.35	11.8%	23.5	500	25.0	48.5	-41.8%	22	20	-2	12,992	30
Route 17 Woodland/Airport	16.0	1.13	18.6%	26.0	357	17.8	43.8	-47.4%	23	22	-1	7,495	30
System Summary	**21.2**	**1.72**	**25.1%**		**939**		**83.4**	**n/a**				**636,744**	

	Passengers per Bus Hour	Passengers per Bus Mile	Farebox Recovery %	Efficiency Score	Daily Passengers	Effectiveness Score	Total Score	Distance from Mean
System Average (mean)	21.2	1.72	25.1%	36.4	939	46.9	83.4	n/a
Standard deviation	5.4	0.60	7.4%	11.0	370	18.5	32.8	n/a
Routes above standard (equal or greater than 66.7% of mean)	35.3	2.87	41.9%	60.7	1,565	78.3	138.9	66.7%
Routes above one standard deviation of mean	35.2	2.86	41.8%	60.5	1,564	78.2	138.8	66.6%
Above average routes within one standard deviation of mean	26.6	2.32	32.5%	47.4	1,309	65.4	116.1	39.3%
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	15.8	1.12	17.8%	25.4	569	28.4	50.6	-39.3%
Routes below one standard deviation of mean	7.2	0.58	8.5%	12.3	314	15.7	27.9	-66.6%
Routes below standard (equal or less than 66.7% of mean)	7.1	0.57	8.4%	12.1	313	15.6	27.8	-66.7%

March	20,655

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	31.2	1.76	n/a	45.1	4,184	209.2	254.3	n/a	n/a	n/a	n/a	96,229	7
GVSU South Campus Express	58.0	5.74	n/a	111.9	3,475	173.8	285.7	n/a	n/a	n/a	n/a	55,602	10
GVSU Off-Campus	54.7	5.96	n/a	111.8	2,506	125.3	237.1	n/a	n/a	n/a	n/a	40,093	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	58.2	14.73	n/a	214.3	2,346	117.3	331.6	n/a	n/a	n/a	n/a	11,728	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	26.4	3.37	n/a	59.6	1,793	89.6	149.2	n/a	n/a	n/a	n/a	37,643	5
DASH North	11.1	1.17	n/a	22.2	983	49.2	71.4	n/a	n/a	n/a	n/a	20,652	20
FSU	4.5	0.12	n/a	4.9	47	2.3	7.2	n/a	n/a	n/a	n/a	745	120
	30.83	**2.43**	**n/a**									**262,691**	

Total System Summary	**23.52**	**1.90**	**25.15%**

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