

To: Operations and Scheduling Committee
From: Anne Muzzini, Director of Planning and Marketing
Reviewed By:

Date: November 22, 2010

SUBJECT: Analysis of Student Ridership

SUMMARY OF ISSUES:

The Committee asked that information be provided about student ridership. Since the student fare discount was eliminated, counting students has become less of an exact science. We do still ask that operators count students separately even though they pay the same as adult riders but this relies on their judgment.

The 600 series routes are designed around student ridership patterns and are timed with school bell times. Almost all of these riders are students. Ridership on the 600 routes was equal to 7% of the total ridership last fiscal year.

Fare Type	Adult	Youth	Senior	Transfers	Special Passes	Free & Promo
Passengers	1,168,490	357,653	317,778	849,518	169,817	372,466
Percent	36%	11%	10%	26%	5%	12%

Ridership by Fare Type - FY 2009-10

