

**To:** Operations and Scheduling Committee

**Date:** 5/31/2012

**From:** Anne Muzzini, Director of Planning & Marketing

**Reviewed by:**

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**SUBJECT: Ridership Trends**

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**Summary:** Total ridership on the fixed route system increased 2% last year compared to the year before. This year (FY11-12) ridership is down but the cause is a change in the way passengers are counted.

Total Passengers			
	FY 09-10	FY 10-11	Change
1st Q	758,491	794,771	4.8%
2nd Q	850,445	818,817	-3.7%
3rd Q	816,345	839,036	2.8%
4th Q	808,666	851,897	5.3%
	3,233,947	3,304,522	2.2%
	FY 10-11	FY 11-12	Change
1st Q	794,771	793,856	-0.1%
2nd Q	818,817	786,620	-3.9%
3rd Q	839,036	810,561	-3.4%

**Explanation:**

Since 2009 passenger counts have been done automatically using automatic passenger counters (APC's) and Ridecheck software. Ridecheck is the program that takes APC data and makes it useful for reporting and planning. At the beginning of this fiscal year the adjustment factor used by the Ridecheck software was changed from .939 to .8726 and that is why this year's passenger counts are lower than last year.

The adjustment factor is intended to calibrate ridership collected by the automatic passenger counters (APC's) to reflect activities that trigger a passenger count when there should be none. One example is when drivers get on and off the bus and another is when passengers bring strollers or grocery carts.

Prior to using Ridecheck exclusively for passenger reporting CCCTA used driver input and manually entered data from trip cards. In addition, staff rode the buses and captured passenger information necessary to compute passenger miles. The switch from manual to automated reporting had to be approved by the FTA and this required a statistician to certify that the Ridecheck method for calculating passengers was accurate and routinely calibrated. To meet the standards established for calibration, staff now rides the bus on randomly selected trips to determine how manual passenger counts compare to automatic passenger counts. This is the basis for changing the adjustment factor.

This year was the first time we changed the adjustment factor from the original setting of .939 to .8726 and as a result comparing this year to last is like comparing apples to oranges. If we compare this year with last year using the same .8726 factor we see that ridership is up from last year.

<b>Average Weekday Passengers</b>									
	July	August	September	October	November	December	January	February	March
FY 10-11	10,231	10,340	11,965	11,941	11,005	10,172	11,142	11,485	11,696
FY 11-12	10,625	10,825	12,615	12,246	11,394	10,549	11,334	11,817	11,867
	4%	5%	5%	3%	4%	4%	2%	3%	1%

## TDA Cost per Passenger

Route	Ridership (FY10-11 Passengers)	Cost (\$49.56/Total Hr + \$2.01/Total Mi)	Fares (\$1.35/Pass)	Special Revenue	TDA & General Funds	TDA Cost/ Pass
649	275	\$22,180	\$371	\$21,809	\$21,809	\$0.00
98X	90,058	\$692,508	\$121,579	\$565,906	\$5,023	\$0.06
316	26,205	\$144,098	\$35,377	\$107,045	\$1,676	\$0.06
4 (Weekend)	51,158	\$121,578	\$69,064	\$35,756	\$16,758	\$0.33
91X	10,651	\$81,248	\$14,379	\$61,481	\$5,388	\$0.51
16	185,458	\$993,431	\$250,368	\$626,137	\$116,925	\$0.63
96X	116,572	\$930,138	\$157,372	\$676,233	\$96,533	\$0.83
97X	22,755	\$396,590	\$30,720	\$345,752	\$20,118	\$0.88
92X	44,302	\$378,076	\$59,808	\$277,120	\$41,148	\$0.93
14	171,622	\$665,552	\$231,690	\$271,454	\$162,408	\$0.95
4	237,638	\$747,046	\$320,811	\$175,014	\$251,221	\$1.06
20	295,674	\$775,283	\$399,159		\$376,124	\$1.27
611	9,029	\$23,849	\$12,189		\$11,659	\$1.29
614	10,131	\$28,276	\$13,677		\$14,599	\$1.44
18	112,487	\$589,696	\$151,857	\$271,454	\$166,385	\$1.48
9	156,059	\$775,194	\$210,680	\$330,218	\$234,296	\$1.50
10	256,078	\$755,100	\$345,705		\$409,395	\$1.60
627	10,033	\$30,166	\$13,544		\$16,622	\$1.66
605	15,894	\$49,342	\$21,457		\$27,885	\$1.75
615	4,803	\$15,855	\$6,485		\$9,370	\$1.95
314	92,377	\$310,602	\$124,709		\$185,893	\$2.01
613	4,019	\$13,694	\$5,426		\$8,268	\$2.06
619	4,526	\$15,446	\$6,110		\$9,336	\$2.06
623	7,428	\$26,503	\$10,028		\$16,475	\$2.22
1	99,471	\$361,339	\$134,286		\$227,053	\$2.28
602	23,950	\$90,644	\$32,333		\$58,311	\$2.43
601	22,677	\$86,312	\$30,614		\$55,698	\$2.46
11	79,098	\$336,471	\$106,783		\$229,689	\$2.90
95X	39,463	\$362,755	\$53,275	\$193,297	\$116,184	\$2.94
15	134,195	\$583,037	\$181,163		\$401,874	\$2.99
612	5,879	\$27,278	\$7,937		\$19,341	\$3.29
17	73,293	\$344,285	\$98,945		\$245,340	\$3.35
606	56,360	\$266,792	\$76,086		\$190,707	\$3.38
320	16,977	\$84,437	\$22,919		\$61,518	\$3.62
35	93,867	\$879,818	\$126,720	\$400,163	\$352,934	\$3.76
636	14,365	\$81,092	\$19,392		\$61,700	\$4.30
625	7,800	\$44,168	\$10,530		\$33,637	\$4.31
21	161,495	\$1,006,693	\$218,018		\$788,676	\$4.88

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93X	49,440	\$524,539	\$66,743	\$212,552	\$245,243	\$4.96
311	18,865	\$119,140	\$25,468		\$93,672	\$4.97
608	3,745	\$23,940	\$5,056		\$18,884	\$5.04
622	3,880	\$26,154	\$5,238		\$20,917	\$5.39
6	98,142	\$684,919	\$132,492		\$552,427	\$5.63
321	22,778	\$159,660	\$30,750		\$128,910	\$5.66
19	36,685	\$260,151	\$49,525		\$210,627	\$5.74
603	6,348	\$46,844	\$8,570		\$38,274	\$6.03
315	6,640	\$50,951	\$8,965		\$41,987	\$6.32
28	77,995	\$601,147	\$105,294		\$495,853	\$6.36
301	7,812	\$62,259	\$10,546		\$51,713	\$6.62
6 (Weekend)	10,081	\$82,718	\$13,609		\$69,108	\$6.86
626	5,844	\$56,371	\$7,889		\$48,482	\$8.30
36	65,225	\$636,884	\$88,054		\$548,830	\$8.41
5	19,043	\$196,881	\$25,708		\$171,174	\$8.99
635	2,352	\$25,771	\$3,175		\$22,596	\$9.61
616	2,143	\$23,982	\$2,893		\$21,089	\$9.84
7	57,054	\$654,365	\$77,022		\$577,342	\$10.12
609	3,920	\$46,381	\$5,292		\$41,090	\$10.48
610	2,603	\$34,015	\$3,514		\$30,501	\$11.72
607	2,492	\$39,534	\$3,364		\$36,170	\$14.51
25	12,187	\$221,512	\$16,453		\$205,060	\$16.83
2	16,054	\$328,898	\$21,673		\$307,224	\$19.14
6L	742	\$29,401	\$1,001		\$28,399	\$38.28
<b>TOTAL</b>	<b>3,296,192</b>	<b>\$18,072,988</b>	<b>\$4,449,859</b>	<b>\$4,549,582</b>	<b>\$9,073,546</b>	<b>\$2.75</b>