

# REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
19	12/09/13	Open	Information	10/31/13

Subject: Quarterly Ridership Report

## ISSUE

For informational purposes only.

## RECOMMENDED ACTION

None.

## FISCAL IMPACT

None.

## DISCUSSION

RT's 2012 TransitRenewal study recommended that RT begin issuing quarterly reports on RT's ridership. Existing reporting processes at RT include the General Manager/CEO's Monthly Performance Report, which covers a broad range of agency-wide metrics, including not only ridership, but also revenues, expenditures, reliability, security, complaints and other such metrics. Quarterly Ridership Reports, as recommended by the TransitRenewal study, provide an opportunity for staff to conduct a more detailed examination of ridership trends, including breakdowns by route and time of day, as well as for special supplemental reports issued on an annual or more frequent basis.

One of the key purposes of quarterly reporting is to regularly evaluate RT's fixed-route bus and light rail service against RT's productivity standards established as part of the TransitRenewal study. Routes that do not meet RT's productivity standards are put on a watch list for closer examination. Corrective action for routes persistently on RT's watch list may include route/schedule adjustments or reductions, promotional campaigns, conversion to a smaller bus route, and/or pursuit of a cost-sharing agreement. This process also includes evaluation of new routes pursuant to RT's route "sunset" process whereby new routes are automatically eliminated if they fail to meet RT's productivity standards within their first two years of operation.

Attached is the Quarterly Ridership Report for July through September 2013 (Attachment 1). Also included as Attachment 2 is a special report on the results of RT's annual passenger fare survey.

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Approved:

Presented:

Final 12/04/13

General Manager/CEO

AGM of Planning & Transit System Development

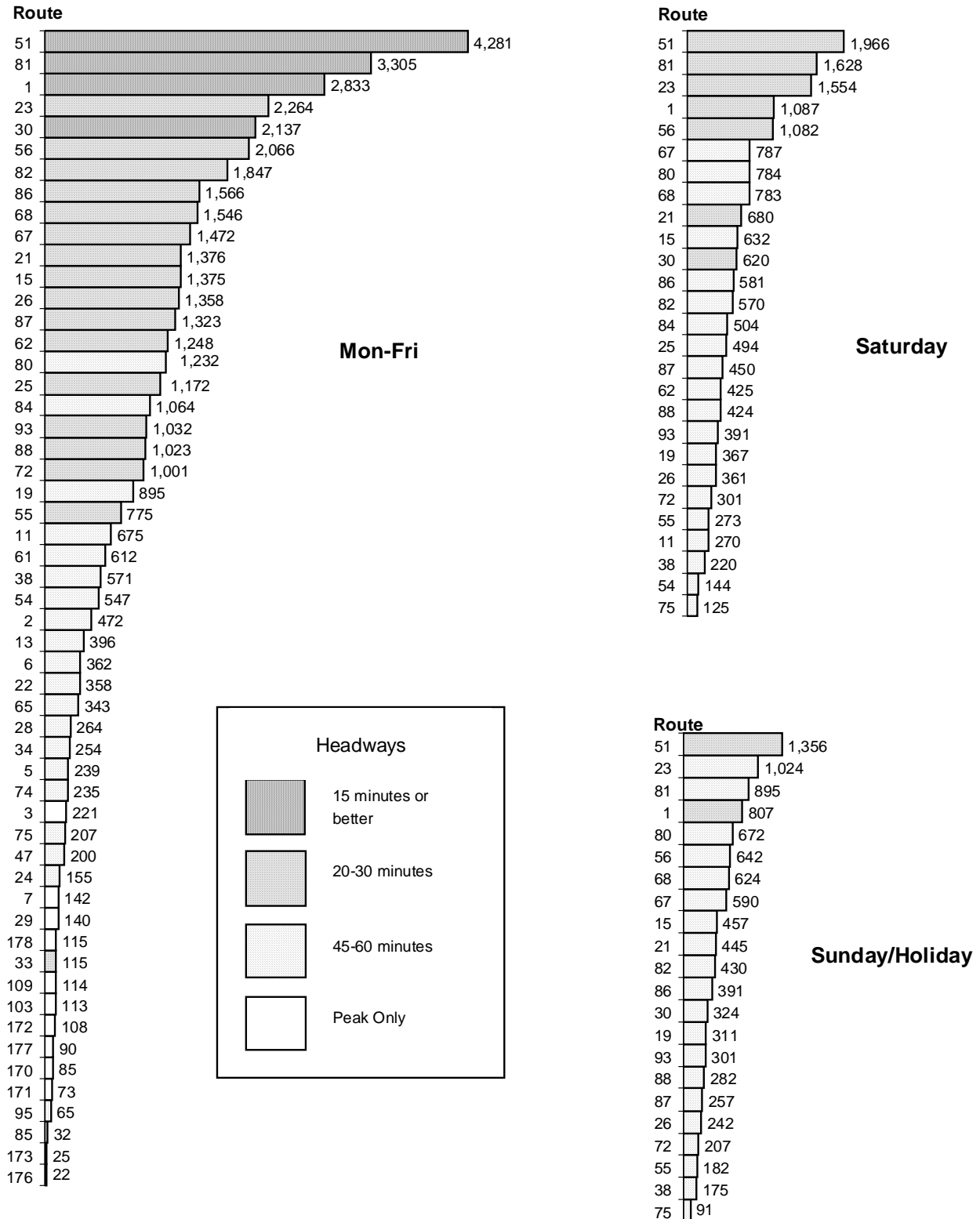
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Quarterly Ridership Report  
Period Ending September 30, 2013

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Quarterly Ridership Report  
 Period Ending September 30, 2013

**RT Bus Routes**
**Average Daily Boardings**


Quarterly Ridership Report  
Period Ending September 30, 2013

**Performance Monitoring**

**Monday-Friday**

Minimum productivity standards for regular weekday bus routes are **20.0 boardings per revenue hour**. Low-productivity routes are reviewed by staff for possible corrective action. Newly created routes that do not meet minimum productivity standards within two years are subject to automatic elimination pursuant to RT's route sunset process.

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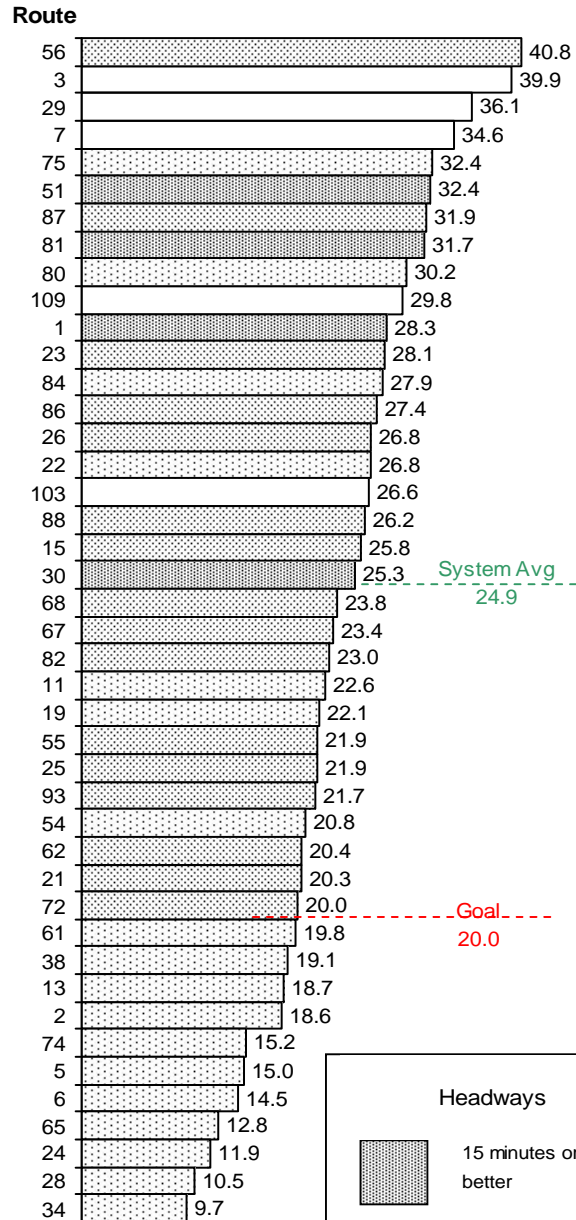
**Routes Below Standard**

Route	Name	Quarters
2	Riverside	1 qtr
5	Meadowview/Valley Hi	5 qtrs
6	Land Park	5 qtrs
13	Northgate	5 qtrs
24	Madison/Greenback	5 qtrs
28	Fair Oaks/Cordova Town Ctr	5 qtrs
34	McKinley	5 qtrs
38	P/Q Streets	2 qtrs
61	Fruitridge	1 qtr
65	Franklin South	5 qtrs
74	International	5 qtrs

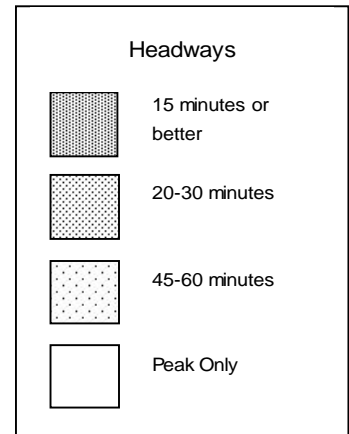
**Notes:**

- Ridership tends to be lower during July and August, which especially affected Routes 2, 5, 24, and 61.
- Route 24 is especially impacted by summer vacations, but trends have been positive since changes in January 2013.
- Route 28 will be extended from Cordova Town Center light rail station to Mather Field/Mills light rail station in January 2014.
- Route 38 may be losing riders to Route 51, which has improved service to many similar destinations.
- Route 74 was the focus of promotional efforts during Summer/Fall 2013.

**Boardings Per Revenue Hour**



7/1/13 - 9/30/13



Quarterly Ridership Report  
 Period Ending September 30, 2013

**Performance Monitoring**

**Saturday**

**Boardings Per Revenue Hour**

Minimum productivity standards for Saturday bus routes are **15.0 boardings per revenue hour**. Low-productivity routes are reviewed by staff for possible corrective action. Newly created routes that do not meet minimum productivity standards within two years are subject to automatic elimination pursuant to RT's route sunset process.

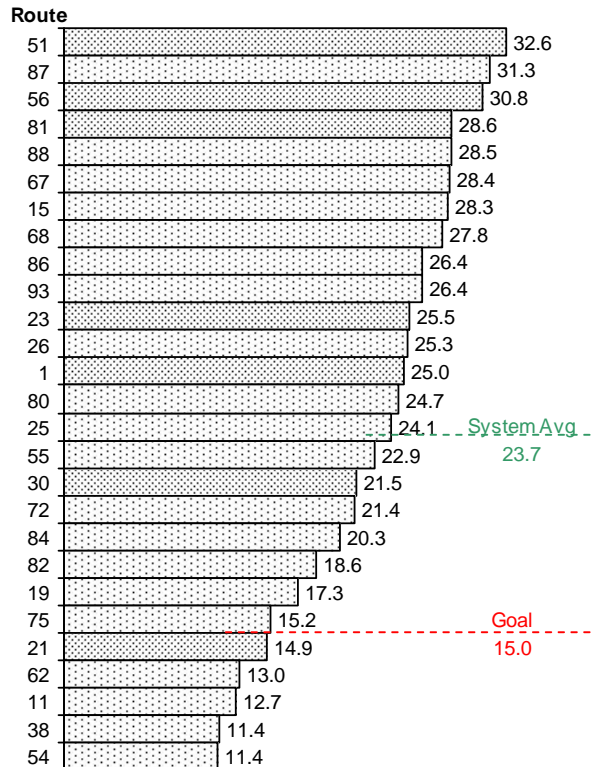
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**Routes Below Standard**

Route	Name	Quarters
11	Truxel	4 qtrs
21	Sunrise/Citrus Heights	1 qtr
38	P/Q Streets	5 qtrs
54	Center Pkwy	4 qtrs
62	Freeport	5 qtrs

**Notes:**

- Routes 34 and 47 were eliminated in September 2012.
- Routes 11 and 54 were added on Saturdays in September 2012 and are subject to RT's route sunset process.
- Route 75 was below standard previous quarter but met standards this quarter.



Quarterly Ridership Report  
 Period Ending September 30, 2013

**Performance Monitoring**

**Sunday/Holiday**

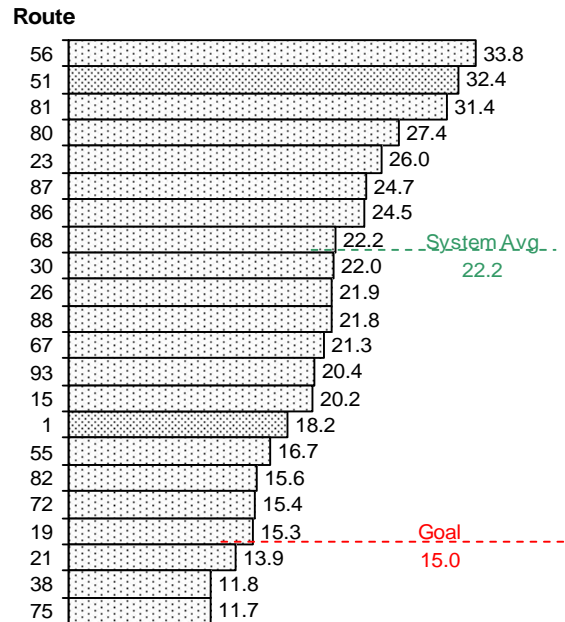
Minimum productivity standards for Sunday/Holiday bus routes are **15.0 boardings per revenue hour**. Low-productivity routes are reviewed by staff for possible corrective action. Newly created routes that do not meet minimum productivity standards within two years are subject to automatic elimination pursuant to RT's route sunset process.

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**Routes Below Standard**

Route	Name	Quarters
19	Rio Linda	2 qtrs
21	Sunrise/Citrus Heights	4 qtrs
75	Mather	5 qtrs
38	P/Q Streets	5 qtrs

**Boardings Per Revenue Hour**



Quarterly Ridership Report  
Period Ending September 30, 2013

**Performance Monitoring**

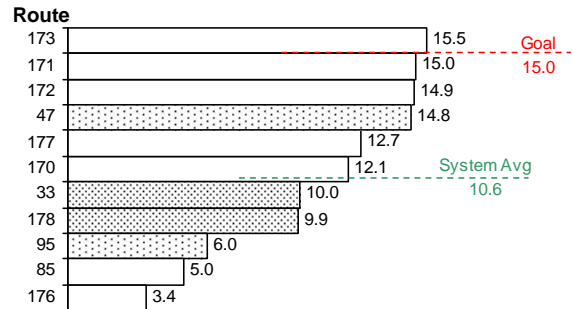
**Community Bus Service**

Minimum productivity standards for CBS routes are **15.0 boardings per revenue hour**. CBS routes supported by a third-party subsidy are considered to be meeting standards if the net operating cost does not exceed **\$9.74 per passenger**. Low-productivity routes are reviewed by staff for possible corrective action. Newly created routes that do not meet minimum productivity standards within two years are subject to automatic elimination pursuant to RT's route sunset process.

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Route	Name	Contract	Quarters
33	Dos Rios	No	1 qtr
47	Phoenix Park	No	2 qtrs
85	McClellan Shuttle	Yes	5 qtrs
95	Citrus Hts - Antelope Rd	No	4 qtrs
176	Cordovan - Anatolia	Yes	5 qtrs
178	Granite Shuttle	Yes	5 qtrs

**Boardings Per Revenue Hour**



**Notes:**

- Routes 85, 170-173, and 176-178 are operated according to agreements with outside parties.
- Routes 170, 171, 172, and 177 do not meet productivity standards but meet net operating cost goals due to third-party subsidy.
- Route 33 has historically exceeded RT's productivity goal. There is evidence that Route 33 ridership data may be artificially low for the current period, which is currently being investigated.
- Route 95 is subject to RT's route sunset process and is not currently on pace to meet productivity goals by the two year deadline (9/1/14).
- On May 1, 2013, RT route checkers distributed schedules and promotional information on Route 95 and RT's new CityRide dial-a-ride service to approximately 300 riders on connecting bus routes and at major transfer points.

Quarterly Ridership Report  
Period Ending September 30, 2013

**Weekday Bus and CBS Routes**

On-time performance is measured at time points, which are major stops shown on the public schedule (usually 4-6 per route).

A bus is considered on-time if it leaves its time point 0-5 minutes late. On-time performance indicates the percent of time points where the bus was on-time according to this definition.

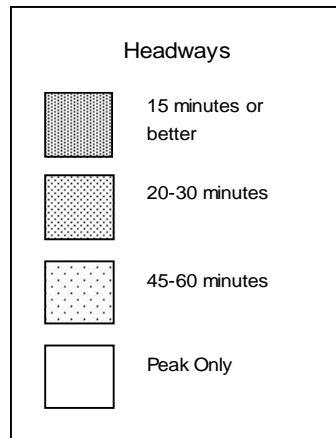
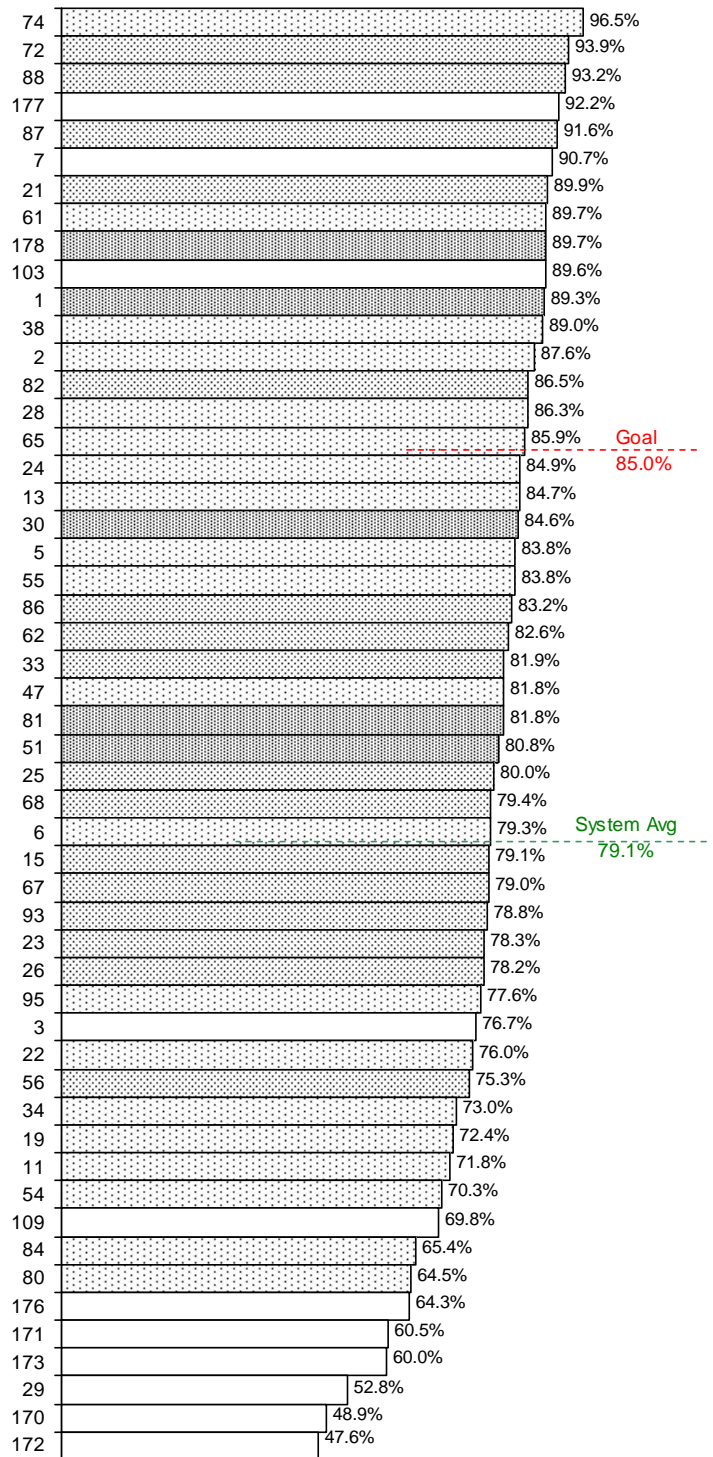
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Weekday on-time performance continues to be about 5-6 percent below RT's goal of 85.0 percent. Systemwide on-time performance was 79.1 percent, down slightly from last period, but similar to January to March.

Period	On-Time Performance
Q1 2013	79.2%
Q2 2013	79.5%
Q3 2013	79.1%

**Notes:**

- Route 11 on-time performance decreased from 81.0% to 71.8%.


**On-Time Performance**




Quarterly Ridership Report  
Period Ending September 30, 2013

**Saturday Bus Routes**

On-time performance is measured at time points, which are major stops shown on the public schedule (usually 4-6 per route).

A bus is considered on-time if it leaves its time point 0-5 minutes late. On-time performance indicates the percent of time points where the bus was on-time according to this definition.

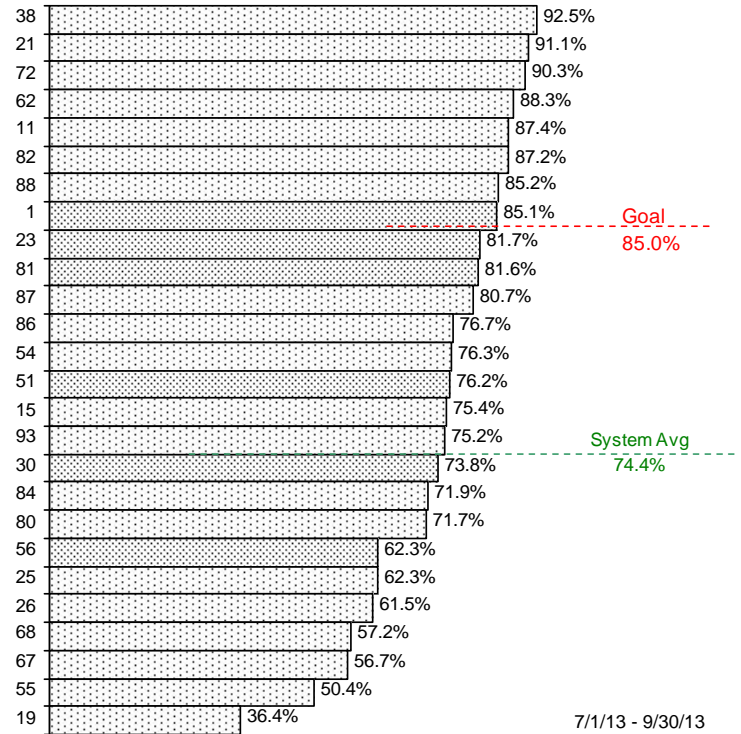
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Saturdays continued to be RT's most difficult day for on-time performance. Systemwide on-time performance was 74.4 percent, down from 75.1 percent last quarter but up from January - March.

Period	On-Time Performance
Q1 2013	72.0%
Q2 2013	75.1%
Q3 2013	74.4%

**Notes:**

- Route 26 on-time performance decreased from 67.1% to 61.5%.
- Route 80 on-time performance decreased from 78.2% to 71.7% and Route 84 on-time performance decreased from 78.0% to 71.9%.
- Route 54 on-time performance improved from 68.1% to 76.3%.

**On-Time Performance**


7/1/13 - 9/30/13

Quarterly Ridership Report  
Period Ending September 30, 2013

**Sunday/Holiday Bus Routes**

On-time performance is measured at time points, which are major stops along the route and shown on the public schedule (usually 4-6 per route).

A bus is considered on-time if it leaves its time point 0-5 minutes late. On-time performance indicates the percent of time points where the bus was on-time according to this definition.

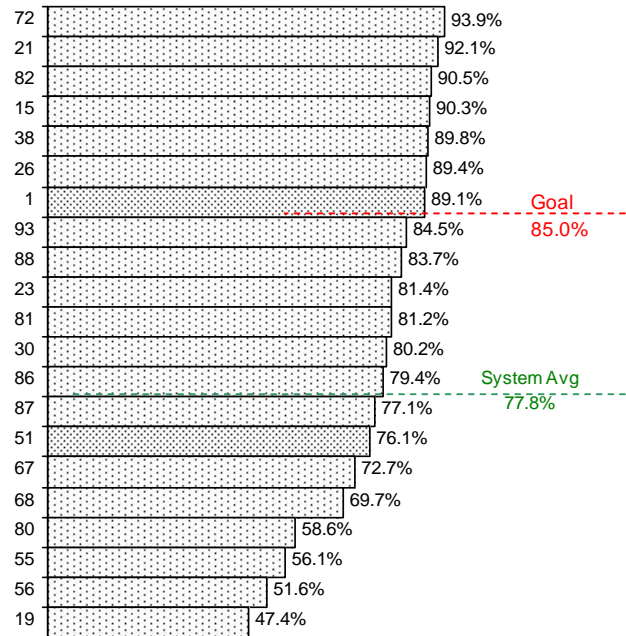
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Sunday/Holiday on-time performance was 77.8 percent, down slightly from 78.3 percent last quarter.

Period	On-Time Performance
Q1 2013	78.6%
Q2 2013	78.3%
Q3 2013	77.8%

**Notes:**

- Route 19 on-time performance decreased from 57.0% to 47.4%.
- Route 56 on-time performance decreased from 58.0% to 51.6%.
- Route 23 on-time performance improved from 74.3% to 81.4%.

**On-Time Performance**


7/1/13 - 9/30/13

**Light Rail On-Time Departures**

Light rail on-time performance is measured at trip start points. A one-way trip is considered on-time if it departs 0-5 minutes late.

Blue Line on-time performance improved from 98.0 to 98.4 percent. Gold Line on-time performance was essentially flat at 98.0 percent. Green Line performance went down from 97.4 to 96.9 percent.

On-Time Departures 0-5 minutes late	
Blue Line	98.4%
Gold Line	98.0%
Green Line	96.9%
Goal =	97.0%



Quarterly Ridership Report  
 Period Ending September 30, 2013



# Weekday Bus Ridership

7/1/13 - 9/30/13

Route	Name	Boardings Per Day	Trips Per Day	Rev Hrs Per Day	(Goal = 20)	(Goal < \$6.98)	Full Cost Per Psgr	Net Cost Per Psgr	Net Cost Per Rev Hr	Farebox Recovery	Below Standards
					Psgr Per Rev Hr	Psgr Per Rev Mile					
1	Greenback *	2,833	121	100.1	28.3	2.4	\$4.93	\$3.83	\$108.44	22%	
2	Riverside	472	26	25.3	18.6	1.7	\$7.49	\$6.39	\$119.10	15%	X
3	Riverside Express	221	8	5.6	39.9	2.3	\$3.50	\$2.40	\$95.72	31%	
5	Meadowview-Valley Hi *	239	31	16.0	15.0	1.3	\$9.30	\$8.20	\$123.09	12%	X
6	Land Park	362	27	25.0	14.5	1.3	\$9.63	\$8.53	\$123.66	11%	X
7	Pocket Express	142	6	4.1	34.6	2.2	\$4.04	\$2.94	\$101.54	27%	
11	Truxel Road *	675	39	29.8	22.6	1.9	\$6.17	\$5.07	\$114.69	18%	
13	Northgate	396	33	21.2	18.7	1.8	\$7.47	\$6.37	\$119.03	15%	X
15	Rio Linda Blvd-O Street	1,375	56	53.2	25.8	2.2	\$5.40	\$4.30	\$111.16	20%	
19	Rio Linda *	895	29	40.6	22.1	1.5	\$6.33	\$5.23	\$115.33	17%	
21	Sunrise	1,376	70	67.7	20.3	1.6	\$6.87	\$5.77	\$117.25	16%	
22	Arden *	358	28	13.4	26.8	2.7	\$5.22	\$4.12	\$110.15	21%	
23	El Camino	2,264	62	80.7	28.1	2.4	\$4.97	\$3.87	\$108.70	22%	
24	Madison-Greenback	155	27	13.0	11.9	1.2	\$11.69	\$10.59	\$126.47	9%	X
25	Marconi *	1,172	55	53.6	21.9	1.8	\$6.39	\$5.29	\$115.55	17%	
26	Fulton *	1,358	52	50.7	26.8	2.4	\$5.21	\$4.11	\$110.09	21%	
28	Fair Oaks-Folsom	264	33	25.2	10.5	1.0	\$13.34	\$12.24	\$128.11	8%	X
29	Arden-California Avenue	140	4	3.9	36.1	2.2	\$3.87	\$2.76	\$99.85	28%	
30	J Street (DASH) *	2,137	116	84.5	25.3	3.8	\$5.52	\$4.42	\$111.78	20%	
34	McKinley *	254	27	26.3	9.7	1.2	\$14.42	\$13.32	\$128.97	8%	X
38	P/Q Streets	571	31	29.9	19.1	2.3	\$7.30	\$6.19	\$118.55	15%	X
51	Broadway-Stockton *	4,281	143	132.2	32.4	3.4	\$4.31	\$3.21	\$103.95	26%	
54	Center Parkway *	547	31	26.2	20.8	1.8	\$6.70	\$5.60	\$116.67	16%	
55	Scottsdale *	775	49	35.4	21.9	2.1	\$6.38	\$5.27	\$115.50	17%	
56	Pocket-C.R.C.	2,066	66	50.6	40.8	3.8	\$3.42	\$2.32	\$94.62	32%	
61	Fruitridge	612	32	30.9	19.8	1.9	\$7.06	\$5.96	\$117.84	16%	X
62	Freeport	1,248	60	61.3	20.4	1.9	\$6.86	\$5.75	\$117.19	16%	
65	Franklin South	343	28	26.9	12.8	1.6	\$10.95	\$9.85	\$125.59	10%	X

Cost figures based on fully allocated cost of \$139.64 per revenue hour (FY14 budget)

Average fare assumed to be \$1.102 per boarding passenger (FY14 budget)

\* Indicates route with substantial changes in September 2012



Quarterly Ridership Report  
Period Ending September 30, 2013



## Weekday Bus Ridership

7/1/13 - 9/30/13

					(Goal = 20)			(Goal < \$6.98)			
67	Franklin	1,472	57	62.9	23.4	2.2	\$5.97	\$4.87	\$113.86	18%	
68	44th Street	1,546	58	65.1	23.8	2.3	\$5.88	\$4.77	\$113.46	19%	
72	Rosemont-Lincoln Village	1,001	62	50.0	20.0	2.3	\$6.98	\$5.88	\$117.60	16%	
74	International	235	29	15.5	15.2	1.7	\$9.20	\$8.10	\$122.92	12%	X
75	Mather Field	207	14	6.4	32.4	2.8	\$4.31	\$3.20	\$103.91	26%	
80	Watt-Elkhorn	1,232	32	40.8	30.2	2.4	\$4.62	\$3.52	\$106.35	24%	
81	Florin-65th Street	3,305	119	104.3	31.7	3.0	\$4.41	\$3.30	\$104.72	25%	
82	Howe-65th Street	1,847	66	80.3	23.0	2.2	\$6.07	\$4.97	\$114.28	18%	
84	Watt Avenue-North Highlands	1,064	28	38.2	27.9	2.3	\$5.01	\$3.90	\$108.90	22%	
86	San Juan-Silver Eagle	1,566	61	57.1	27.4	2.3	\$5.09	\$3.99	\$109.42	22%	
87	Howe	1,323	55	41.5	31.9	3.7	\$4.38	\$3.28	\$104.49	25%	
88	West El Camino	1,023	59	39.1	26.2	2.3	\$5.34	\$4.23	\$110.80	21%	
93	Hillsdale	1,032	54	47.5	21.7	1.9	\$6.43	\$5.32	\$115.69	17%	
103	Auburn Blvd	113	8	4.2	26.6	1.5	\$5.24	\$4.14	\$110.29	21%	
109	Hazel Express	114	4	3.8	29.8	1.2	\$4.68	\$3.58	\$106.77	24%	

Cost figures based on fully allocated cost of \$139.64 per revenue hour (FY14 budget)

Average fare assumed to be \$1.102 per boarding passenger (FY14 budget)

\* Indicates route with substantial changes in September 2012



Quarterly Ridership Report  
 Period Ending September 30, 2013



# Saturday Bus Ridership

7/1/13 - 9/30/13

Route	Name	Boardings Per Day	Trips Per Day	Rev Hrs Per Day	(Goal = 15)	(Goal < \$9.30)	Full Cost Per Psgr	Net Cost Per Psgr	Net Cost Per Rev Hr	Farebox Recovery	Below Standards
					Psgr Per Rev Hr	Psgr Per Rev Mile					
1	Greenback	1,087	63	43.5	25.0	2.1	\$5.59	\$4.48	\$112.09	20%	
11	Truxel Road *	270	26	21.3	12.7	1.1	\$10.98	\$9.88	\$125.63	10%	X
15	Rio Linda Blvd-O Street	632	29	22.3	28.3	2.0	\$4.93	\$3.83	\$108.41	22%	
19	Rio Linda *	367	20	21.2	17.3	0.9	\$8.07	\$6.97	\$120.58	14%	
21	Sunrise	680	42	45.6	14.9	1.5	\$9.38	\$8.28	\$123.23	12%	X
23	El Camino	1,554	50	61.0	25.5	2.0	\$5.48	\$4.38	\$111.55	20%	
25	Marconi *	494	21	20.5	24.1	1.4	\$5.80	\$4.70	\$113.10	19%	
26	Fulton	361	21	14.3	25.3	2.1	\$5.51	\$4.41	\$111.73	20%	
30	J Street (DASH)	620	53	28.9	21.5	2.4	\$6.50	\$5.39	\$115.95	17%	
38	P/Q Streets	220	25	19.3	11.4	1.1	\$12.24	\$11.13	\$127.06	9%	X
51	Broadway-Stockton	1,966	64	60.3	32.6	3.5	\$4.28	\$3.18	\$103.69	26%	
54	Center Parkway *	144	24	12.7	11.4	1.0	\$12.29	\$11.19	\$127.12	9%	X
55	Scottsdale	273	19	12.0	22.9	1.9	\$6.11	\$5.00	\$114.44	18%	
56	Pocket-C.R.C.	1,082	53	35.1	30.8	2.5	\$4.53	\$3.43	\$105.68	24%	
62	Freeport	425	29	32.8	13.0	1.4	\$10.77	\$9.67	\$125.35	10%	X
67	Franklin	787	28	27.8	28.4	2.4	\$4.92	\$3.82	\$108.37	22%	
68	44th Street	783	28	28.1	27.8	2.4	\$5.01	\$3.91	\$108.95	22%	
72	Rosemont-Lincoln Village	301	23	14.1	21.4	1.8	\$6.53	\$5.43	\$116.07	17%	
75	Mather Field	125	11	8.3	15.2	2.2	\$9.19	\$8.09	\$122.90	12%	
80	Watt-Elkhorn	784	26	31.8	24.7	1.8	\$5.66	\$4.56	\$112.45	19%	
81	Florin-65th Street	1,628	58	57.0	28.6	2.5	\$4.89	\$3.78	\$108.14	23%	
82	Howe-65th Street	570	31	30.7	18.6	1.4	\$7.52	\$6.42	\$119.18	15%	
84	Watt Avenue-North Highlands	504	20	24.8	20.3	1.5	\$6.87	\$5.77	\$117.25	16%	
86	San Juan-Silver Eagle	581	28	22.0	26.4	1.9	\$5.28	\$4.18	\$110.50	21%	
87	Howe	450	29	14.4	31.3	2.4	\$4.46	\$3.36	\$105.14	25%	
88	West El Camino	424	26	14.9	28.5	2.2	\$4.90	\$3.80	\$108.25	22%	
93	Hillsdale	391	22	14.8	26.4	1.7	\$5.29	\$4.19	\$110.54	21%	

Cost figures based on fully allocated cost of \$139.64 per revenue hour (FY14 budget)

Average fare assumed to be \$1.102 per boarding passenger (FY14 budget)

\* Indicates route with substantial changes in September 2012



Quarterly Ridership Report  
Period Ending September 30, 2013



## Sun/Hol Bus Ridership

7/1/13 - 9/30/13

Route	Name	Boardings Per Day	Trips Per Day	Rev Hrs Per Day	(Goal = 15)	(Goal < \$9.30)	Full Cost Per Psgr	Net Cost Per Psgr	Net Cost Per Rev Hr	Farebox Recovery	Below Standards
					Psg'r Per Rev Hr	Psg'r Per Rev Mile					
1	Greenback	807	63	44.3	18.2	1.5	\$7.67	\$6.57	\$119.58	14%	
15	Rio Linda Blvd-O Street	457	26	22.7	20.2	1.7	\$6.92	\$5.82	\$117.42	16%	
19	Rio Linda *	311	20	20.3	15.3	0.8	\$9.14	\$8.04	\$122.81	12%	
21	Sunrise	445	30	32.1	13.9	1.3	\$10.07	\$8.97	\$124.37	11%	X
23	El Camino	1,024	28	39.3	26.0	2.3	\$5.36	\$4.26	\$110.95	21%	
26	Fulton	242	20	11.1	21.9	1.5	\$6.38	\$5.28	\$115.52	17%	
30	J Street (DASH)	324	28	14.8	22.0	2.4	\$6.36	\$5.26	\$115.45	17%	
38	P/Q Streets	175	20	14.9	11.8	1.1	\$11.87	\$10.77	\$126.68	9%	X
51	Broadway-Stockton	1,356	50	41.9	32.4	3.1	\$4.31	\$3.21	\$103.95	26%	
55	Scottsdale *	182	16	10.9	16.7	1.5	\$8.35	\$7.24	\$121.20	13%	
56	Pocket-C.R.C.	642	27	19.0	33.8	2.9	\$4.13	\$3.03	\$102.39	27%	
67	Franklin	590	28	27.8	21.3	1.8	\$6.57	\$5.47	\$116.21	17%	
68	44th Street	624	28	28.1	22.2	1.9	\$6.29	\$5.19	\$115.16	18%	
72	Rosemont-Lincoln Village	207	22	13.4	15.4	1.3	\$9.08	\$7.97	\$122.68	12%	
75	Mather Field	91	11	7.8	11.7	1.6	\$11.90	\$10.80	\$126.71	9%	X
80	Watt-Elkhorn	672	23	24.5	27.4	1.8	\$5.09	\$3.99	\$109.41	22%	
81	Florin-65th Street	895	29	28.5	31.4	2.8	\$4.45	\$3.34	\$105.03	25%	
82	Howe-65th Street	430	28	27.5	15.6	1.2	\$8.93	\$7.83	\$122.41	12%	
86	San Juan-Silver Eagle	391	21	15.9	24.5	1.7	\$5.69	\$4.59	\$112.60	19%	
87	Howe	257	21	10.4	24.7	1.9	\$5.66	\$4.55	\$112.43	19%	
88	West El Camino	282	26	12.9	21.8	1.4	\$6.40	\$5.30	\$115.59	17%	
93	Hillsdale	301	22	14.8	20.4	1.3	\$6.84	\$5.74	\$117.14	16%	

Cost figures based on fully allocated cost of \$139.64 per revenue hour (FY14 budget)

Average fare assumed to be \$1.102 per boarding passenger (FY14 budget)

\* Indicates route with substantial changes in September 2012



Quarterly Ridership Report  
 Period Ending September 30, 2013



CBS Ridership

7/1/13 - 9/30/13

Route	Name	Boardings Per Day	Trips Per Day	Rev Hrs Per Day	(Goal > 15)	(Goal < \$9.74)	Full Cost Per Psgr	Net Cost Per Psgr	Net Cost Per Rev Hr	Farebox Recovery	Contract Service	Below Standards
					Psgr Per Rev Hr	Psgr Per Rev Mile						
33	Dos Rios	250	60	11.5	10.0	1.4	\$16.23	\$15.13	\$329.28	7%		X
47	Phoenix Park	200	24	13.5	14.8	1.3	\$11.00	\$9.90	\$146.36	10%		X
85	McClellan Shuttle	32	14	6.4	5.0	0.2	\$32.39	\$31.29	\$157.13	3%	X	X
95	Citrus Heights-Antelope Rd *	65	23	10.8	6.0	0.5	\$26.98	\$25.88	\$156.02	4%	X	X
170	Eastside Flyer	85	8	7.0	12.1	0.8	\$13.42	\$6.18	\$74.96	54%	X	
171	Westside Flyer	73	6	4.9	15.0	5.7	\$10.84	\$4.79	\$71.79	56%	X	
172	Central Flyer	108	8	7.3	14.9	6.3	\$10.89	\$4.81	\$71.85	56%	X	
173	Square Flyer	25	2	1.6	15.5	5.8	\$10.49	\$4.59	\$71.23	56%	X	
176	Cordovan - Anatolia	22	18	6.5	3.4	0.2	\$47.90	\$23.25	\$78.95	51%	X	X
177	Rancho Cordovan	90	58	7.1	12.7	0.9	\$12.83	\$5.42	\$68.72	58%	X	
178	Granite Shuttle	115	41	11.6	9.9	1.7	\$16.36	\$10.99	\$109.23	33%	X	X

Routes 85, 95 170, 171, 172, 173, 176, 177, and 178 are operated according to a service agreement  
 Contract revenue has been treated as fare revenue, reducing net cost and increasing farebox recovery  
 Fixed and indirect overhead costs are included in all financial figures  
 CBS cost figures based on fully allocated cost of \$162.66 per revenue hour (FY14 budget)  
 Average fare assumed to be \$1.102 per boarding passenger (FY14 budget)  
 List excludes CityRide dial-a-ride service launched 10/29/12  
 \* Indicates route with substantial changes in September 2012



Quarterly Ridership Report  
 Period Ending September 30, 2013

Trend Analysis

Jul. 1 - Sep. 30

Average Daily Boardings

		Boardings Per Day				Revenue Hours Per Day				Boardings / Rev Hour	
		FY 2013	FY 2012	Variance	%	FY 2013	FY 2012	Variance	%	FY 2013	FY 2012
<b>BUS</b> 	Mon-Fri	44,610	44,163	447	1.0%	1,789	1,681	108	6.4%	24.9	26.3
	Saturday	17,505	18,031	-526	-2.9%	739	765	-26	-3.4%	23.7	23.6
	Sun/Hol	10,703	10,723	-20	-0.2%	483	491	-9	-1.8%	22.2	21.8
	CBS (Mon-Fri)	1,065	1,164	-99	-8.5%	88	95	-7	-6.9%	12.1	12.3
<b>RAIL</b> 	Mon-Fri	43,793	45,732	-1,939	-4.2%	263	254	9	3.6%	166.6	180.2
	Saturday	20,567	15,928	4,638	29.1%	159	148	11	7.2%	129.4	107.4
	Sun/Hol	13,532	13,383	149	1.1%	138	138	0	-0.1%	97.8	96.7
<b>ADA</b> 	Paratransit	808	828	-19	-2.3%	555	544	11	2.0%	1.46	1.52
		FY 2013	FY 2012	Variance	%	FY 2013	FY 2012	Variance	%	FY 2013	FY 2012
<b>Blue Line</b>	Mon-Fri	23,903	22,572	1,331	5.9%	117	112	4	4.0%	204.7	201.0
	Saturday	8,699	8,392	307	3.7%	75	69	5	7.7%	116.6	121.1
	Sun/Hol	6,534	6,805	-271	-4.0%	65	65	0	0.0%	101.2	105.4
<b>Gold Line</b>	Mon-Fri	19,544	22,848	-3,304	-14.5%	131	127	5	3.6%	148.9	180.3
	Saturday	11,868	7,536	4,332	57.5%	84	79	5	6.7%	140.7	95.4
	Sun/Hol	6,998	6,578	421	6.4%	74	74	0	-0.1%	94.8	89.0
<b>Green Line</b>	Mon-Fri	346	312	34	10.9%	15	15	0	0.0%	23.3	21.0

ADA paratransit data is for June, July, and August.  
 Most ridership and revenue hour data for 7/1/12 - 9/30/12 is blended between pre- and post-September 2012 service changes.  
 In Sept. 2012 weekday light rail service hours were increased by 5.5 percent (additional two hours evening service)  
 In Sept. 2012 Saturday light rail service hours were increased by 11.2 percent (additional two hours evening service)  
 In Sept. 2012 weekday bus service was increased 6.2 percent (major service changes)  
 CBS statistics exclude City Ride





Quarterly Ridership Report  
Period Ending September 30, 2013

## Trend Analysis

### Bus - Weekdays

#### Average Daily Ridership

Route	Name	7/1/13 - 9/30/13			7/1/12 - 9/30/12			Variance			
		Boardings	Rev Hrs	Psgr/Hr	Boardings	Rev Hrs	Psgr/Hr	Boardings	Rev Hrs		
1	Greenback *	2,833	100	28	2,964	89	33	-132	-4%	11	13%
2	Riverside	472	25	19	477	25	19	-5	-1%	0	0%
3	Riverside Express	221	6	40	215	6	38	7	3%	0	-3%
5	Meadowview-Valley Hi *	239	16	15	253	15	17	-13	-5%	1	7%
6	Land Park	362	25	15	393	25	16	-32	-8%	0	0%
7	Pocket Express	142	4	35	142	4	35	0	0%	0	0%
11	Truxel Road *	675	30	23	677	28	24	-2	0%	2	7%
13	Northgate	396	21	19	365	19	20	31	8%	3	14%
14	Norwood (eliminated) *				232	14	17	-232	-100%	-14	-100%
15	Rio Linda Blvd-O Street	1,375	53	26	1,442	53	27	-66	-5%	0	0%
19	Rio Linda	895	41	22	833	40	21	61	7%	0	1%
21	Sunrise	1,376	68	20	1,329	65	21	47	4%	3	5%
22	Arden *	358	13	27	313	14	22	44	14%	-1	-6%
23	El Camino	2,264	81	28	2,397	78	31	-133	-6%	3	4%
24	Madison-Greenback	155	13	12	128	9	14	27	21%	4	38%
25	Marconi *	1,172	54	22	1,053	44	24	119	11%	10	23%
26	Fulton *	1,358	51	27	1,150	41	28	208	18%	9	23%
28	Fair Oaks-Folsom	264	25	10	279	25	11	-16	-6%	0	0%
29	Arden-California Avenue	140	4	36	152	4	38	-11	-8%	0	-1%
30	J Street (DASH) *	2,137	85	25	1,655	73	23	482	29%	12	16%
31	River Park (eliminated) *				268	13	21	-268	-100%	-13	-100%
34	McKinley *	254	26	10	352	26	13	-98	-28%	0	0%
38	P/Q Streets	571	30	19	649	30	22	-77	-12%	0	0%
51	Broadway-Stockton *	4,281	132	32	4,188	111	38	93	2%	21	19%
54	Center Parkway *	547	26	21	490	26	19	57	12%	0	2%
55	Scottsdale *	775	35	22	625	23	27	150	24%	13	55%
56	Pocket-C.R.C.	2,066	51	41	2,037	49	41	29	1%	1	3%
61	Fruitridge	612	31	20	650	31	21	-38	-6%	0	0%
62	Freeport	1,248	61	20	1,281	61	21	-32	-3%	0	0%

Ridership and revenue hour data for 7/1/12 - 9/30/12 is blended between pre- and post-September 2012 service changes

\* Indicates routes with major changes in September 2012



Quarterly Ridership Report  
Period Ending September 30, 2013

## Trend Analysis

## Bus - Weekdays

## Average Daily Ridership

Route	Name	7/1/13 - 9/30/13			7/1/12 - 9/30/12			Variance			
		Boardings	Rev Hrs	Psgr/Hr	Boardings	Rev Hrs	Psgr/Hr	Boardings	Rev Hrs	Boardings	Rev Hrs
65	Franklin South	343	27	13	381	20	19	-38	-10%	7	37%
67	Franklin	1,472	63	23	1,440	58	25	32	2%	5	9%
68	44th Street	1,546	65	24	1,540	58	27	5	0%	7	12%
72	Rosemont-Lincoln Village	1,001	50	20	1,035	48	22	-34	-3%	2	4%
74	International	235	16	15	315	16	20	-80	-25%	0	0%
75	Mather Field	207	6	32	199	7	30	8	4%	0	-4%
80	Watt-Elkhorn	1,232	41	30	1,159	39	30	72	6%	2	4%
81	Florin-65th Street	3,305	104	32	3,073	99	31	231	8%	5	6%
82	Howe-65th Street	1,847	80	23	1,661	63	26	187	11%	17	28%
84	Watt Avenue-North Highlands	1,064	38	28	1,037	38	28	27	3%	0	1%
86	San Juan-Silver Eagle	1,566	57	27	1,584	57	28	-18	-1%	0	0%
87	Howe	1,323	41	32	1,352	44	31	-29	-2%	-3	-6%
88	West El Camino	1,023	39	26	1,018	40	25	5	0%	-1	-3%
93	Hillsdale	1,032	47	22	1,145	47	24	-113	-10%	0	0%
103	Auburn Blvd	113	4	27	126	4	29	-14	-11%	0	-4%
109	Hazel Express	114	4	30	106	4	28	7	7%	0	1%
TOTAL		44,610	1,789	25	44,163	1,681	26	447	1.0%	108	6.4%

Ridership and revenue hour data for 7/1/12 - 9/30/12 is blended between pre- and post-September 2012 service changes

\* Indicates routes with major changes in September 2012



Quarterly Ridership Report  
Period Ending September 30, 2013

## Trend Analysis

Bus - Saturday

## Average Daily Ridership

Route	Name	7/1/13 - 9/30/13			7/1/12 - 9/30/12			Variance			
		Boardings	Rev Hrs	Psgr/Hr	Boardings	Rev Hrs	Psgr/Hr	Boardings	Rev Hrs		
1	Greenback	1,087	43	25	1,148	44	26	-61	-5%	-1	-1%
11	Truxel Road *	270	21	13	264	21	12	6	2%	0	n/a
15	Rio Linda Blvd-O Street	632	22	28	675	22	30	-43	-6%	0	0%
19	Rio Linda *	367	21	17	355	21	17	12	4%	0	-1%
21	Sunrise	680	46	15	674	39	17	5	1%	6	16%
22	Arden *				196	11	18	-196	-100%	-11	-100%
23	El Camino	1,554	61	25	1,604	61	26	-49	-3%	0	0%
25	Marconi *	494	21	24	454	23	20	41	9%	-2	-10%
26	Fulton	361	14	25	338	14	24	23	7%	0	0%
30	J Street (DASH)	620	29	21	580	29	20	40	7%	0	0%
34	McKinley *				57	9	6	-57	-100%	-9	-100%
38	P/Q Streets	220	19	11	240	19	12	-20	-8%	0	0%
47	Phoenix Park *				114	9	13	-114	-100%	-9	-100%
51	Broadway-Stockton	1,966	60	33	1,930	60	32	36	2%	0	0%
54	Center Parkway *	144	13	11	171	13	13	-26	-15%	0	0%
55	Scottsdale	273	12	23	244	12	21	29	12%	0	3%
56	Pocket-C.R.C.	1,082	35	31	1,142	36	32	-60	-5%	-1	-2%
62	Freeport	425	33	13	403	30	13	22	6%	3	10%
67	Franklin	787	28	28	793	28	29	-5	-1%	0	0%
68	44th Street	783	28	28	806	28	29	-23	-3%	0	0%
72	Rosemont-Lincoln Village	301	14	21	350	14	25	-50	-14%	0	0%
75	Mather Field	125	8	15	113	8	14	12	11%	0	0%
80	Watt-Elkhorn	784	32	25	828	32	26	-44	-5%	0	0%
81	Florin-65th Street	1,628	57	29	1,492	57	26	137	9%	0	0%
82	Howe-65th Street	570	31	19	587	31	19	-18	-3%	0	0%
84	Watt Avenue-North Highlands	504	25	20	511	25	21	-7	-1%	0	0%
86	San Juan-Silver Eagle	581	22	26	610	22	28	-28	-5%	0	0%
87	Howe	450	14	31	472	14	33	-22	-5%	0	0%
88	West El Camino	424	15	28	418	15	28	5	1%	0	0%
93	Hillsdale	391	15	26	463	18	26	-72	-16%	-3	-18%
TOTAL		17,505	739	24	18,031	765	24	-526	-3%	-26	-3%

For 7/1/12 to 9/30/12 Route 11 and 54 ridership and revenue hour data is for 9/1/12 to 9/30/12 only.

For 7/1/12 to 9/30/12 Route 22, 34, and 47 ridership and revenue hour data is for 7/1/12 to 8/31/12 only.

Remainder of ridership and revenue hour data for 7/1/12 to 9/30/12 is blended between pre- and post-September 2012 service changes

\* Indicates routes with major changes in September 2012



Quarterly Ridership Report  
Period Ending September 30, 2013

## Trend Analysis

Bus - Sun/Hol

Average Daily Ridership

Route Name	7/1/13 - 9/30/13			7/1/12 - 9/30/12			Variance			
	Boardings	Rev Hrs	Psgr/Hr	Boardings	Rev Hrs	Psgr/Hr	Boardings	Rev Hrs	Boardings	Rev Hrs
1 Greenback	807	44	18	772	45	17	35	4%	0	-1%
15 Rio Linda Blvd-O Street	457	23	20	486	23	21	-29	-6%	0	0%
19 Rio Linda *	311	20	15	321	20	16	-10	-3%	0	0%
21 Sunrise	445	32	14	430	29	15	15	3%	3	11%
23 El Camino	1,024	39	26	1,057	39	27	-34	-3%	0	0%
26 Fulton	242	11	22	230	11	21	11	5%	0	0%
30 J Street (DASH)	324	15	22	291	15	20	33	11%	0	0%
34 McKinley *				48	9	5	-48	-100%	-9	-100%
38 P/Q Streets	175	15	12	192	15	13	-17	-9%	0	0%
51 Broadway-Stockton	1,356	42	32	1,367	42	33	-11	-1%	0	0%
55 Scottsdale	182	11	17	147	10	15	36	24%	1	9%
56 Pocket-C.R.C.	642	19	34	670	19	35	-28	-4%	0	0%
67 Franklin	590	28	21	571	28	21	19	3%	0	0%
68 44th Street	624	28	22	646	28	23	-22	-3%	0	0%
72 Rosemont-Lincoln Village	207	13	15	237	13	18	-30	-13%	0	0%
75 Mather Field	91	8	12	85	8	11	6	7%	0	0%
80 Watt-Elkhorn	672	24	27	623	24	25	48	8%	0	0%
81 Florin-65th Street	895	28	31	834	28	29	61	7%	0	0%
82 Howe-65th Street	430	28	16	423	28	15	7	2%	0	0%
86 San Juan-Silver Eagle	391	16	25	391	16	25	0	0%	0	0%
87 Howe	257	10	25	253	10	24	4	1%	0	0%
88 West El Camino	282	13	22	289	13	22	-7	-2%	0	0%
93 Hillsdale	301	15	20	359	18	20	-57	-16%	-3	-18%
TOTAL	10,703	483	22	10,723	491	22	-20	0%	-9	-2%

For 7/1/12 to 9/30/12 Route 34 ridership and revenue hour data is for 7/1/12 to 8/31/12 only.

Ridership and revenue hour data for 7/1/12 - 9/30/12 is blended between pre- and post-September 2012 service changes

\* Indicates routes with major changes in September 2012



Quarterly Ridership Report  
Period Ending September 30, 2013

## Trend Analysis

CBS - Weekdays

Average Daily Ridership

Route	Name	7/1/13 - 9/30/13			7/1/12 - 9/30/12			Variance			
		Boardings	Rev Hrs	Psgr/Hr	Boardings	Rev Hrs	Psgr/Hr	Boardings	Rev Hrs		
16	Del Paso Hts-Norwood Avenue *				100	7	14	-100	-100%	-7	-100%
33	Dos Rios	250	11	10	212	11	18	38	18%	0	0%
47	Phoenix Park	200	14	15	209	14	15	-9	-4%	0	0%
85	McClellan Shuttle	32	6	5	30	6	5	2	7%	0	0%
95	Citrus Heights-Antelope Rd *	65	11	6	47	11	4	18	n/a	0	n/a
170	Eastside Flyer	85	7	12	99	7	14	-15	-15%	0	n/a
171	Westside Flyer	73	5	15	59	5	12	15	25%	0	n/a
172	Central Flyer	108	7	15	121	7	17	-13	-11%	0	n/a
173	Square Flyer	25	2	16	24	2	15	1	5%	0	n/a
176	Cordovan - Anatolia *	22	7	3	29	6	5	-7	n/a	1	n/a
177	Rancho Cordovan *	90	7	13	111	7	16	-21	-19%	0	2%
178	Granite Shuttle	115	12	10	123	12	11	-7	-6%	0	0%
TOTAL		1,065	88	12	1,164	95	12	-99	-8%	-7	-7%

For 7/1/12 to 9/30/12 Route 16 ridership and RH is for 7/1/12 to 8/31/12 only.  
 For 7/1/12 to 9/30/12 Route 33 ridership is from check sheets instead of APCs.  
 For 7/1/12 to 9/30/12 Route 95 ridership and RH is for 9/1/12 to 9/30/12 only.  
 \* Indicates routes with major changes in September 2012



Quarterly Ridership Report  
Period Ending September 30, 2013



## Light Rail Ridership Trends

### Blue Line - Weekdays

Average Daily Ridership

BLUE LINE - TOTAL	Year Ended <sup>1</sup> 6/30/09		Year Ended <sup>2</sup> 6/30/10		Year Ended 6/30/11		Year Ended 6/30/12		Year Ended 6/30/13		FY14 YTD 7/1/13 - 9/30/13		Percent Change FY13 to FY14 YTD	
	On	Off	On	Off	On	Off	On	Off	On	Off	On	Off	On	Off
WATT / I-80	2,487	2,295	2,111	2,087	1,785	1,825	2,164	2,108	2,157	2,088	1,951	1,988	-10%	-5%
WATT I-80 WEST	96	216	102	161	143	150	116	116	131	127	122	188	-7%	48%
ROSEVILLE RD	699	1,178	634	1,035	677	713	633	736	633	635	548	616	-13%	-3%
MARCONI / ARCADE	1,262	934	999	928	827	716	916	870	1,057	959	1,180	871	12%	-9%
SWANSTON	416	417	313	267	271	294	269	299	313	304	410	414	31%	36%
ROYAL OAKS	751	707	547	437	429	398	515	417	588	539	649	483	10%	-10%
ARDEN / DEL PASO	1,644	1,917	1,605	1,777	1,186	1,366	1,361	1,606	1,297	1,457	1,358	1,440	5%	-1%
GLOBE AVENUE	317	374	309	320	243	253	296	301	297	288	275	305	-7%	6%
ALKALI FLAT / LA VALENTINA	1,805	1,402	1,256	1,199	920	948	949	978	1,086	1,020	1,097	1,199	1%	17%
12TH & I STREETS	732	711	639	677	512	551	612	662	504	591	588	634	17%	7%
CATHEDRAL SQUARE	1,203	1,295	998	1,111	885	893	846	939	743	927	790	926	6%	0%
7TH / 9TH & K	3,136	2,972	2,629	2,156	1,825	1,652	2,022	1,887	1,921	1,890	2,062	1,708	7%	-10%
7TH / 8TH & CAPITOL	1,061	955	967	753	701	616	673	629	611	637	587	629	-4%	-1%
8TH & O STREETS	891	714	855	653	754	668	763	679	675	693	660	758	-2%	9%
ARCHIVES PLAZA	730	521	619	511	478	484	519	487	489	491	539	489	10%	0%
13TH STREET	398	541	446	496	346	392	429	416	508	472	468	480	-8%	2%
16TH STREET	2,758	2,850	2,454	2,564	1,767	1,982	2,213	2,396	2,008	2,225	2,019	2,182	1%	-2%
BROADWAY	1,218	1,503	1,073	1,127	863	924	1,030	930	1,034	1,012	955	864	-8%	-15%
4TH/WAYNE HULTGREN	677	812	850	656	637	570	760	577	684	594	603	486	-12%	-18%
CITY COLLEGE	1,795	1,896	1,923	2,061	1,433	1,393	1,757	1,682	1,689	1,789	1,934	1,432	15%	-20%
FRUITRIDGE	822	762	654	633	535	552	675	682	642	618	583	510	-9%	-17%
47TH AVE	673	718	626	721	649	576	717	728	763	682	660	755	-13%	11%
FLORIN	2,322	2,085	1,672	1,902	1,383	1,341	1,508	1,723	1,606	1,631	1,453	1,788	-9%	10%
MEADOWVIEW	3,456	3,575	3,050	3,098	2,443	2,437	2,813	2,706	2,774	2,542	2,417	2,765	-13%	9%
	31,349	31,349	27,331	27,331	21,693	21,692	24,555	24,555	24,209	24,210	23,910	23,910	-1%	-1%

1 FY 2009 is actually FY 2009 Q4 data only. Full year total was 31,667.

2 FY 2010 data ends on 6/20/10 when major service changes were adopted



Quarterly Ridership Report  
Period Ending September 30, 2013



## Light Rail Ridership Trends

## Gold Line - Weekdays

Average Daily Ridership

GOLD LINE - TOTAL	Year Ended <sup>1</sup> 6/30/09		Year Ended <sup>2</sup> 6/30/10		Year Ended 6/30/11		Year Ended 6/30/12		Year Ended 6/30/13		FY14 YTD 7/1/13 - 9/30/13		Percent Change FY13 to FY14 YTD	
	On	Off	On	Off	On	Off	On	Off	On	Off	On	Off	On	Off
SAC VALLEY	749	951	741	619	490	561	504	482	387	363	448	293	16%	-19%
7TH & I	715	-	636	-	379	34	375	22	359	9	427	10	19%	7%
8TH & H	-	-	-	-	-	-	55	304	23	279	15	284	-32%	2%
7TH & K	-	-	687	13	886	61	1,047	47	1,002	46	1,074	55	7%	20%
8TH & K	-	1,922	-	1,972	80	1,585	71	1,567	39	1,351	37	1,118	-7%	-17%
7TH / 8TH & CAPITOL	1,716	557	982	460	633	649	610	572	483	511	497	394	3%	-23%
8TH & O STREETS	1,165	672	946	632	911	767	871	832	732	714	823	676	12%	-5%
ARCHIVES PLAZA	1,085	618	897	628	723	745	691	699	628	660	656	699	4%	6%
13TH STREET	780	648	718	526	536	460	524	484	627	538	552	440	-12%	-18%
16TH STREET	3,139	2,368	2,974	2,476	2,168	2,169	2,437	2,367	2,146	2,317	2,113	1,883	-1%	-19%
23RD STREET	809	911	763	773	625	610	661	580	573	571	531	482	-7%	-16%
29TH STREET	2,235	2,238	2,079	1,919	1,597	1,622	1,817	1,684	1,767	1,571	1,698	1,703	-4%	8%
39TH STREET	504	525	386	340	355	310	353	307	396	321	335	316	-16%	-2%
48TH STREET	209	340	241	232	194	237	204	227	206	231	184	219	-11%	-5%
59TH STREET	391	259	365	291	255	294	303	245	308	287	224	241	-27%	-16%
65TH STREET	1,945	2,544	1,826	1,920	1,523	1,520	1,670	1,762	1,678	1,708	1,569	1,740	-7%	2%
POWER INN ROAD	1,108	1,321	1,181	1,201	832	806	846	806	796	770	829	776	4%	1%
COLLEGE GREENS	1,153	973	856	878	769	752	823	779	795	736	736	744	-7%	1%
WATT / MANLOVE	1,299	1,483	1,318	1,665	1,185	1,170	1,214	1,330	1,256	1,333	1,107	1,377	-12%	3%
STARFIRE	575	889	605	628	439	358	511	388	480	416	501	375	4%	-10%
TIBER	384	420	388	461	307	323	372	383	358	390	397	469	11%	20%
BUTTERFIELD	817	664	741	790	677	662	737	705	690	719	648	619	-6%	-14%
MATHER FIELD / MILLS	2,581	2,279	2,048	2,350	1,600	1,632	1,762	1,914	1,814	1,844	1,674	1,886	-8%	2%
ZINFANDEL	1,034	1,064	1,236	1,201	878	833	942	921	1,040	1,010	1,032	1,215	-1%	20%
CORDOVA TOWN CTR	654	638	788	781	652	601	684	698	661	602	719	622	9%	3%
SUNRISE	823	938	972	1,111	836	825	840	909	883	862	896	821	1%	-5%
HAZEL	189	285	187	445	199	190	215	239	209	192	152	231	-28%	20%
IRON POINT	419	643	363	593	446	466	481	537	473	497	402	496	-15%	0%
GLENN	264	436	256	360	325	308	289	294	284	247	167	271	-41%	10%
HIST FOLSOM	433	590	582	495	512	460	533	510	508	511	471	459	-7%	-10%
	27,175	27,175	25,760	25,759	21,009	21,010	22,443	22,591	21,602	21,608	20,915	20,914	-3%	-3%

<sup>1</sup> FY 2009 data is actually Q4 stop-level data adjusted to match full year totals.

<sup>2</sup> FY 2010 data ends on 6/20/10 when major service changes were adopted



Quarterly Ridership Report  
Period Ending September 30, 2013




## Light Rail Ridership Trends

### Green Line - Weekdays

Average Daily Ridership

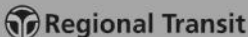
GREEN LINE - TOTAL	AM Peak (6:00 - 9:00a)		Midday (9:01a - 3:29p)		PM Peak (3:30 - 6:00p)		Other Weekday (<6:00a or >6:00p)		Total Weekday	
	On	Off	On	Off	On	Off	On	Off	On	Off
RICHARDS BLVD	20	21	44	43	24	25	15	19	104	108
7TH & I	1	4	7	9	3	7	2	3	14	24
7TH & K	3	6	11	18	4	11	1	8	19	43
7TH / 8TH & CAPITOL	3	4	9	8	7	2	3	0	22	13
8TH & O STREETS	5	5	12	12	7	4	2	3	27	24
ARCHIVES PLAZA	4	5	15	8	9	2	2	2	30	18
13TH STREET	10	9	29	33	9	17	12	7	59	66
8TH & K	9	3	21	21	10	8	7	5	48	36
8TH & H	4	3	8	5	6	4	5	2	23	13
	59	59	157	157	80	80	49	49	346	346





**Fare Survey Report**  
For Year Ended 6/30/13

Sacramento Regional Transit District  
December 9, 2013



**About the Fare Survey**

- The purpose of the Fare Survey is:
  - To break down RT's ridership by fare payment method
  - To illustrate what is happening on the fixed-route system
- When is it conducted?
  - Fare surveys are completed annually between February and May
  - FY 2013 survey occurred *after* the September 2012 service improvements
  - The fare survey undergoes normalization and expansion after final year-end ridership totals are complete for National Transit Database, Fall 2013.

2

**Regional Transit**

### Fare Survey Data Sources

*Survey Forms*



*Fare media*



*Fare Vending Machines (FVM's)*



*Fare boxes*



*Report*



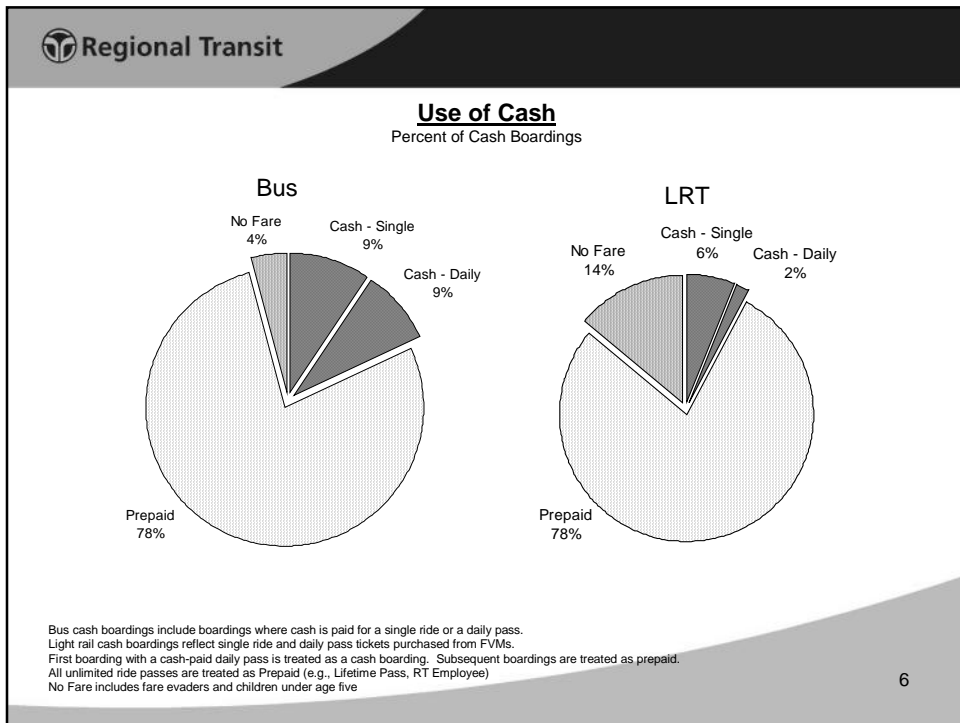
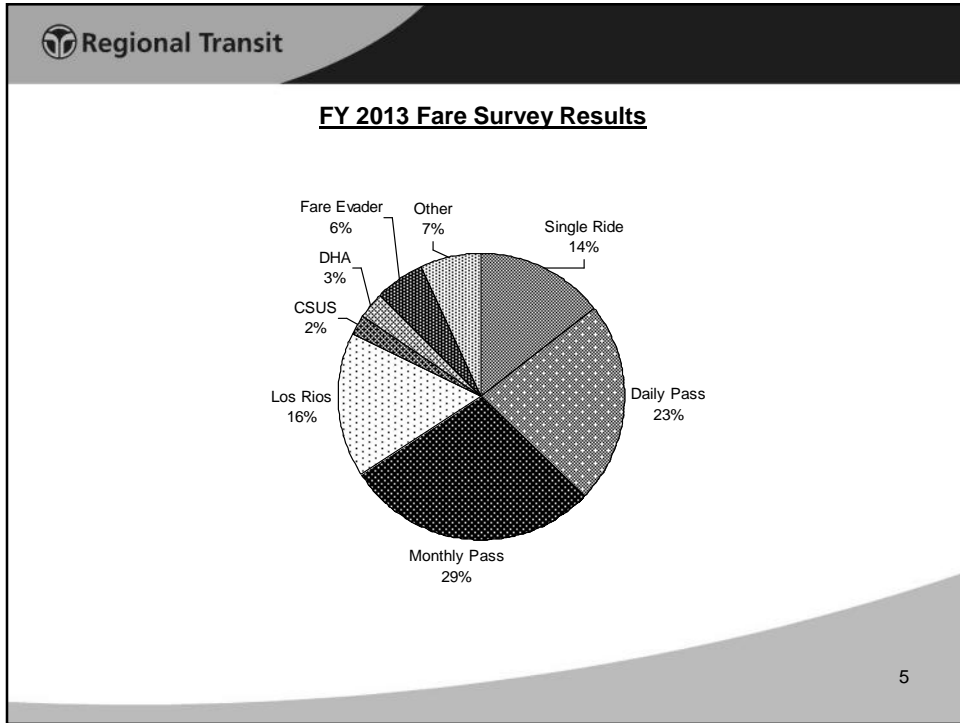
3

**Regional Transit**

### About the Fare Survey

- What We Already Know
  - The farebox keypad reports various fare information collected upon boarding fixed-route buses
  - Many passengers use prepaid media rather than the fare vending machines (FVM's) on the light rail trains
  - Ticket inspectors on the light rail trains do not keep a detailed tally of fare payment types; they simply inspect fares and cite passengers when necessary
- What the Fare Survey Tells Us
  - The farebox keypad only has nine buttons and does not report all fare payment types; some are categorized together
    - e.g., "Discount fares" include Disabled passengers, Senior citizens, Students, etc.
  - Prepaid sales records explain how many items were sold, but not how many rides were made
    - e.g., multi-ride passes

4



**Regional Transit**


**Ridership and Fare Revenue**  
**Recent Trends**

Fiscal Year	Boardings	Fare Revenue	Average Fare
2005	30,940,464	\$21,101,000	\$0.68
2006	31,228,045	\$25,072,000	\$0.77
2007	32,067,306	\$27,101,000	\$0.83
2008	32,971,952	\$29,866,000	\$0.92
2009	35,050,112	\$32,551,000	\$0.93
2010	33,057,754	\$30,864,000	\$0.93
2011	26,161,329	\$28,967,000	\$1.11
2012	26,338,465	\$28,964,000	\$1.10
2013	27,406,163	\$29,708,000	\$1.08

All fare revenue figures for fiscal years ended June 30<sup>th</sup>; CAFR and KPI report on [www.sactr.com](http://www.sactr.com)  
Ridership data from National Transit Database report

7

- Regional Transit**
- Ridership and Fare Revenue**  
**Recent Trends**
- Fare Increases in September 2005, September 2009, and January 2009
  - Increase in average fare after FY 2010 appears to be due largely to ridership loss
  - Student ridership has decreased from 6.2 to 2.2 million since FY 2005
    - Due primarily to restoration of parity with senior/disabled pass prices
  - Transfers eliminated in September 2009
  - Los Rios pass use increased from 1.5 to 4.5 million boardings from FY 2005 to FY 2013
  - Paratransit group pass eliminated in December 2008
- 8

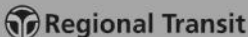
 **Regional Transit**

**Ridership by Category – Bus & Rail Combined**  
Annual Boardings (Thousands)

	2005	2006	2007	2008	2009	2010	2011	2012	2013
<b>Full Fare</b>	11,933	11,687	11,933	13,817	13,999	14,022	11,738	10,942	11,447
<b>K-12 Student</b>	6,256	4,947	4,147	3,957	4,237	3,285	2,215	2,331	2,238
<b>Senior/Disabled</b>	3,638	3,320	3,463	2,995	4,157	4,707	3,872	4,292	4,393
<b>Transfer</b>	2,478	2,176	2,096	2,091	2,360	-	-	-	-
<b>Los Rios</b>	1,460	2,967	3,318	2,613	3,815	4,581	3,992	4,336	4,451
<b>DHA</b>	1,108	1,718	1,849	2,171	2,434	2,254	832	1,070	850
<b>CSUS</b>	634	798	1,037	1,132	895	986	657	673	600
<b>Child &lt;5</b>	776	661	822	1,052	973	956	800	775	898
<b>Lifetime</b>	442	507	565	581	764	754	505	390	317
<b>Paratransit</b>	682	917	1,195	1,142	0	-	-	-	-
<b>Other</b>	1,534	1,530	1,642	1,420	1,415	1,512	1,551	1,530	2,212
<b>Total</b>	30,937	31,229	31,951	32,950	35,050	33,057	26,162	26,339	27,406

"Other" includes: Fare Evaders, Amtrak, County & RT Employees, Class Pass & Other  
Los Rios pass introduced in 2005  
Paratransit Group Pass discontinued in 2009; Transfers discontinued in 2009; Lifetime Pass discontinued in 2009

9


 **Regional Transit**

**Ridership by Category – Bus & Rail Combined**

	2005	2006	2007	2008	2009	2010	2011	2012	2013
<b>Full Fare</b>	39%	37%	37%	42%	40%	42%	45%	41%	42%
<b>K-12 Student</b>	20%	16%	13%	12%	12%	10%	9%	9%	8%
<b>Senior/Disabled</b>	12%	11%	11%	9%	12%	14%	15%	16%	16%
<b>Transfer</b>	8%	7%	6%	6%	7%	-	-	-	-
<b>Los Rios</b>	5%	9%	10%	8%	11%	14%	15%	16%	16%
<b>DHA</b>	4%	5%	6%	7%	7%	7%	3%	4%	3%
<b>CSUS</b>	2%	3%	3%	3%	3%	3%	3%	3%	2%
<b>Child &lt;5</b>	2%	2%	3%	3%	2%	3%	3%	3%	4%
<b>Lifetime Pass</b>	1%	2%	2%	2%	2%	2%	2%	2%	1%
<b>Paratransit</b>	2%	3%	4%	4%	-	-	-	-	-
<b>Other</b>	5%	5%	5%	4%	4%	5%	5%	6%	8%
<b>TOTAL</b>	100%	100%	100%	100%	100%	100%	100%	100%	100%

"Other" includes: Fare Evaders, Amtrak, County & RT Employees, Class Pass & Other  
Los Rios pass introduced in 2005  
Paratransit Group Pass discontinued in 2009; Transfers discontinued in 2009; Lifetime Pass discontinued in 2009

10

 **Regional Transit**


**Monthly Passes**

- Includes full and semi monthly passes and stickers
- More than 1/4 of all boarding passengers use monthly pass or sticker (nearly 8 million)
- Over 1/2 of all fare revenue is from monthly pass or sticker sales (\$15 million)
- Full price monthly passes are \$10.3 million on their own (almost 50% of fare revenue)

	<u>Boardings</u>	<u>Sales Qty</u>	<u>Boardings Per Pass</u>	<u>Average Fare</u>
<b>Monthly Pass (including Semi-monthly)</b>	4,552,904	106,846	43	\$2.33
<b>Senior/Disabled (including Semi-monthly)</b>	2,389,900	40,361	59	\$0.85
<b>K-12 Student</b>	914,083	27,138	34	\$1.47
<b>Total</b>	7,856,887	174,345	46	

Sales quantity is full-monthly equivalent, i.e., 2 semi-monthly sales = 1 full monthly equivalent sale

11

 **Regional Transit**

**Daily Passes**

- Available from bus driver, fare vending machine, or in prepaid booklets
- Roughly 23% of all boarding passengers use a daily pass

-	<u>Boardings</u>	<u>Sales Qty</u>	<u>Boardings Per Pass</u>	<u>Average Fare</u>
<b>Basic Daily</b>	4,110,191	889,276	4.6	\$1.30
<b>Discount Daily</b>	2,178,472	803,135	2.7	\$1.11
<b>Total</b>	6,288,663	1,692,411	3.7	

Sales Qty = FPP sales + FVM sales + GFI count

12

**Regional Transit**

### Single Fare - Light Rail

- Fare survey is higher than FVMs for basic single fare
- Perhaps due to:
  - Blue/Gold transferring
  - Round trips on one ticket
  - Pass "recycling" or riding on expired tickets

Year	Basic			Discount		
	Boardings	Qty Sold	Riders per Ticket	Boardings	Qty Sold	Rides per Ticket
2009	2,063,184	1,338,656	1.5	809,942	555,917	1.5
2010	2,186,106	1,176,523	1.9	574,280	426,454	1.3
2011	1,845,094	1,054,566	1.7	465,770	357,427	1.3
2012	2,113,257	1,020,226	2.0	527,858	373,586	1.4
2013	1,770,515	969,475	1.9	580,184	364,932	1.6

Qty Sold = Count of ticket sales plus validations from fare vending machine, provided by CDCS  
Boardings are fare survey estimates

13

**Regional Transit**

### Los Rios Pass

- Enrolled students pay a Universal Transit Pass (UTP) fee which allows the use of all public transit bus and light rail systems in Sacramento, Yolo (excluding Unitrans), Folsom, El Dorado and Elk Grove
- Los Rios pays RT approximately \$1 million annually per the current contract agreement, which will expire in November 2016
- Students may use their Student Access card as a transit pass seven days a week from **August 1 through December 31** and from **January 1 through May 31**.
- Approximately 30,000 stickers were distributed Fall 2012 and 28,000 passes distributed in Spring 2013
- RT provided nearly 4.5 million rides in FY 2013
- Average fare is \$0.22
- RT also reimburses Yolo, E-tran, Folsom, etc.

[www.losrios.edu](http://www.losrios.edu)  
2013 Fare Survey

14

**Regional Transit**

**Los Rios Pass**  
Annual Boardings vs. Enrollment


<u>Year</u>	<u>Enrollment</u>	<u>Stickers Distributed</u>	<u>Boarding's</u>
Spring 2009	82,009	29,977	3,815,108
Spring 2010	82,260	29,970	4,851,424
Spring 2011	79,694	29,456	3,991,830
Spring 2012	75,476	28,784	4,335,634
Spring 2013	73,881	27,896	4,451,163

Enrollment figures from Los Rios database files  
"Enrollment" and "Passes Distributed" consist of Spring semester figures

15

**Regional Transit**

**CSUS Pass**



- All students pay \$18.00 transportation fee as one of the mandatory registration tuition and campus fees
- Approximately 16,800 sleeves were distributed Fall 2012 and 10,650 sleeves were distributed Spring 2013
- Provides unlimited rides on RT during the current semester
- RT bills CSUS by the rider
  - Large decrease in ridership after 2010 service reductions
- CSUS employees are also eligible for commuter sleeves; however, beginning Fall 2012 the cost went to \$40.
- RT also reimburses Yolo, E-tran, Folsom, etc.

16