Hampton Roads Transit

Ridership Report for **February 2014**
Operations & Oversight Committee Meeting

Hampton Roads Transit Ridership Report for the March 2014 Operations and Oversight Committee Meeting

The following report represents the ridership report for the month of February 2014. The Vanpool data and the Demand Response/Demand Taxi data will be lagging by one month due to data being received after the 10th of the month.

Contents

Figures and Tables

Preface

The following report is meant to show the ridership information with as current data as is possible. While this data is reviewed for accuracy, errors, and omissions prior to publication, there may be situations, which cannot be caught until a trend is established that calls for deeper analysis. At such time, certain issues may arise which will result in having to correct previous data. In most cases, these variances and/or changes will be insignificant. In certain situations, where significant issues are found prior to producing this report, the data may be left out with an explanation that a data anomaly is preventing the inclusion of the data until the anomalies are further investigated and resolved.

This report provides ridership information broken down into the various modes of service that Hampton Roads Transit offers. Although the organization puts in a great deal of effort in working with the cities to plan and map the routes, when performing high level analysis, detailed route ridership can vary significantly based on the density of the areas served, frequency, time of service and purpose of the route. A route may have lower ridership than a more frequent route, but is still performing to the standards for which the city desired the service to operate. This report provides a high-level overview of the ridership broken down into day types and not an individual route analysis or comparison.

Day Type Trend Analysis

When reviewing ridership on a monthly basis, the same month in two different years may show significant variances in the ridership data as a result of the number and types of days operated each month. For instance, when comparing March 2013 ridership data to March 2012 data, the months are not completely comparable because there were one fewers weekday and one additional Sunday operated in 2013, than in 2012.

Example
Days Provided Breakdown

Day Type	March 2013	March 2012	Variance to Prior Year
Weekday	21	22	-1
Saturday	5	5	0
Sunday	5	4	1
Total	31	31	0

For the most part, HRT's transit ridership is higher on weekdays than on Saturday's and Sunday's. For illustration purposes, if you assume that the exact same numbers of rides were taken on Weekdays, Saturdays and Sundays in March of 2012 and March of 2013, then March 2013 would have lower monthly ridership than the prior year because it has 1 less Weekday.

When comparing the total ridership on a month by month basis, it may appear that ridership is up or down. However, this may be purely the result of the number of the various day types in the month. Therefore, one cannot draw conclusions based only on the month over month ridership. While it is important to review the overall data, it is more important to review the daily averages by type of day operated to obtain a more analogous comparison and to circumvent the problem with the number of days operated in the month. The data and charts within this report will provide both monthly total numbers and average daily numbers. The reader is encouraged to pay more attention to the average daily numbers to gain a more complete understanding of the trends.

Data Sources for this Report

Ridership: The ridership is the number of times a passenger boards an HRT vehicle including transfers from one bus to another. It may also be referred to as Customer Trips, Riders, Passenger Count and Customers within this report.

Bus (Local, Commuter, MAX and Shuttle) Ridership: The majority of HRT's ridership data is gathered by the Genfare, Inc. (GFI) farebox. The farebox records the riders and the data in various forms and levels of detail. HRT uses the probed data, which ties to the receipt of the accompanying farebox revenue. Ridership data also comes from additional manual counts during instances where the farebox is not used, such as enhancement trips for festivals, concerts, etc.

Ferry Ridership: The ferry ridership is obtained from the daily manifest logs provided by the ferry operators.

Demand Response/Taxi Ridership: The demand response/taxi ridership is retrieved from the actual passengers transported as tracked by the Trapeze software system, which is a scheduling and dispatching application developed to support the demand response transit services while following guidelines from the Americans with Disabilities Act.

Light Rail Ridership: The Tide uses APCs to count the passengers that board and alight each train, which are infrared sensors that count passengers as they board and alight the vehicles. With an approximate 25-year history in the transit industry, APC technology has evolved to become more mechanically reliable and accurate. During the first several years, the APC system must be checked against manual counts to verify the accuracy and precision of the data and validate the system. The APC system is still undergoing the validation process and subject to change based on any validation findings at the end of this exercise.

Vanpool Ridership: The vanpool ridership is derived from the daily/monthly manifest logs provided by each vanpool leasee/operator.

Ridership Summary

The following tables show a summary of the ridership performance for each mode of service. Each modal summary section contains a snapshot of the monthly days operated comparison, the total ridership for the month, the fiscal year to date ridership and the daily averages for the month. Additionally there is a snapshot of the GoPass 365 program. The detailed trends and charts follow in the individual sections.

Fixed Route Ridership Summary

Table 1 Bus, Ferry and Light Rail Day Type Comparison

February				
		# of Days Of Service Provided		Variance To
Mode	Day Type	FY14	FY13	FY13
Transit Bus	Weekday	20	20	0
	Saturday	4	4	0
	Sunday	4	4	0
	All	**28**	**28**	**0**
Ferry	Weekday	20	20	0
	Saturday	4	4	0
	Sunday	4	4	0
	All	**28**	**28**	**0**
Light Rail	Weekday	20	20	0
	Saturday	4	4	0
	Sunday	4	4	0
	All	**28**	**28**	**0**

With all things being equal, February 2014 total ridership should be equal to February 2013 because the days of service provided are the same for both years. This is true for the Transit Bus, Ferry and Light Rail Modes.

Table 2 Total Fixed Route Ridership

Total Fixed Route Ridership				
	February		YTD	
Mode	**FY14**	**FY13**	**FY14**	**FY13**
Transit Bus	1,174,688	1,255,711	10,037,665	10,846,094
Light Rail	115,592	130,462	1,019,784	1,214,515
Ferry	13,710	14,659	199,504	208,569
Grand Total	**1,303,990**	**1,400,832**	**11,256,953**	**12,269,178**

- For February, Bus, Ferry and Light Rail all saw decreased total monthly ridership versus the prior year.
- Year to date ridership is down for all Fixed Route Modes.

Table 3 Fixed Route Daily Average Ridership

Fixed Route Daily Average Ridership			
		February	
Mode	Day Type	FY14	FY13
Transit Bus	Weekday	49,406	53,262
	Saturday	32,146	32,959
	Sunday	14,498	14,658
Light Rail	Weekday	4,879	5,578
	Saturday	3,029	3,014
	Sunday	1,474	1,712
Ferry	Weekday	511	594
	Saturday	457	396
	Sunday	415	301

- Average Weekday Daily Ridership was down for all Transit Bus, Light Rail and Ferry.
- Average Saturday Daily Ridership was down for the Transit Bus, but up for the Light Rail and Ferry.
- Average Sunday Daily Ridership was down for both the Transit Bus and the Light Rail, but up for Ferry.

Variable Route Ridership Summary

Table 4 Demand Response, Vanpool Day Type Comparison

January				
		# of Days Of Service Provided		Variance To
Mode	Day Type	FY14	FY13	FY13
Demand Response	Weekday	18	21	-3
	Saturday	5	5	0
	Sunday	5	5	0
	All	**28**	**31**	**-3**
Vanpool	Weekday	17	21	-4
	Saturday	5	5	0
	Sunday	5	5	0
	All	**27**	**31**	**-4**

With all things being equal, January 2014 total ridership should be lower than January 2013 because of a decrease in the number of Weekdays operated.

Table 5 Total Variable Route Ridership

Total Variable Route Ridership				
	January		YTD	
Mode	FY14	FY13	FY14	FY13
Demand Response/Taxi	21,358	25,554	176,399	175,199
Vanpool	11,738	16,477	92,228	110,404
Grand Total	**33,096**	**42,031**	**268,627**	**285,603**

- Demand Response ridership is down for the month of January but is up for the Year to Date as compared to FY13.
- Vanpool ridership is down for both the month of January and the Year to Date as compared to FY13.

Table 6 Variable Route Daily Average

Variable Route Daily Average Ridership			
		January	
Mode	Day Type	FY14	FY13
Demand Response/ Taxi	Weekday	992	1,097
	Saturday	472	327
	Sunday	227	175

- For Demand Response, Weekday average ridership was down for January.
- For Demand Response, Saturday and Sunday average ridership was up for January.
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GoPass 365 Summary

Table 7 GoPass 365 Summary

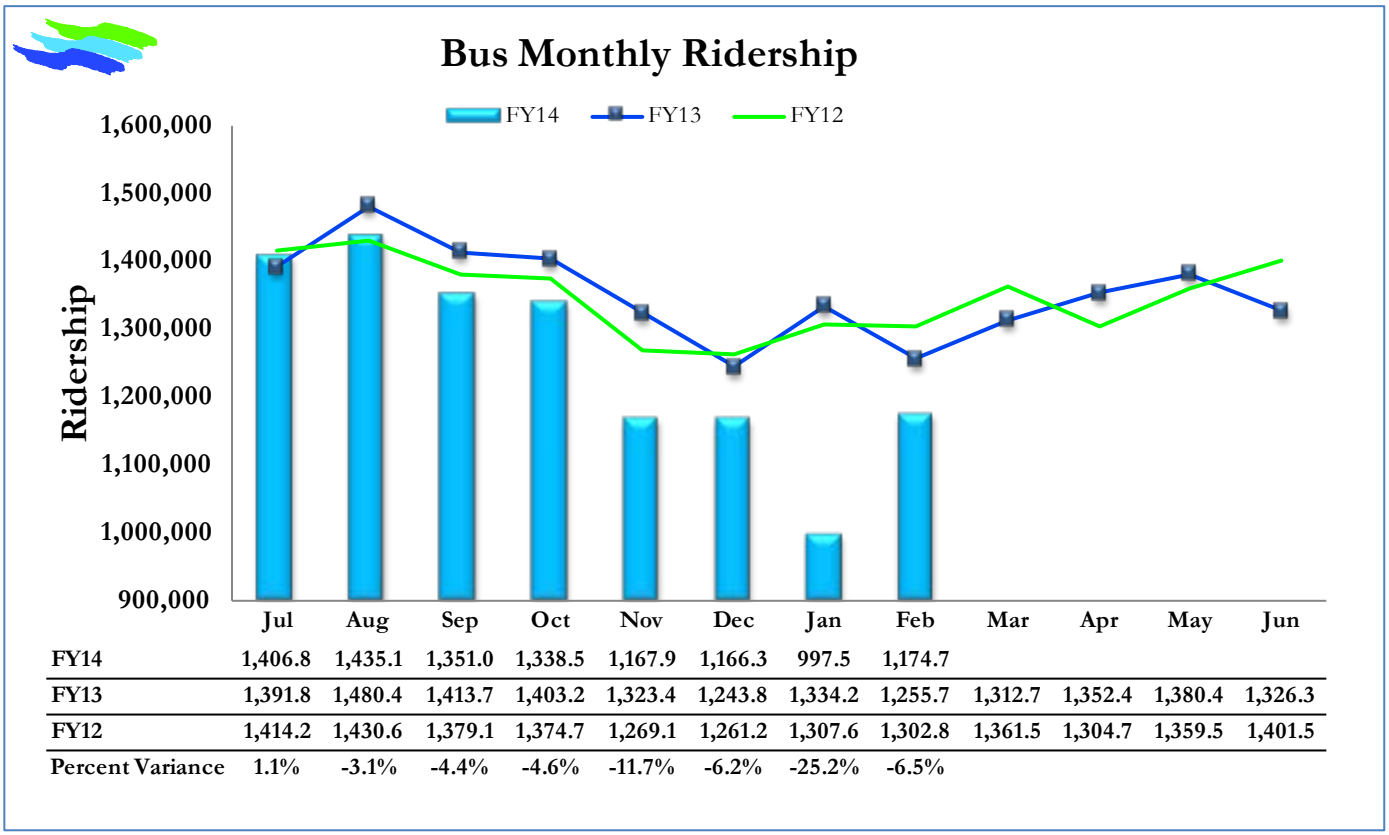
GoPass 365 Ridership Summary - February 2014

	Total Ridership	# of Passes Used	Average Times Used Per Pass	YTD Average Fare
Total Bus, Ferry and LR	**62,988**	**2,017**	**31**	**$1.69**

- The GoPass 365 program had just shy of 63,000 rides in February 2014 from 2,000 individual riders.
- The current average fare is estimated to be $1.69 per ride

Bus Ridership

Transit Bus ridership in February 2014 decreased by 81,000 passenger trips compared to the February 2013. This represents a decrease of approximately 6.5% for the month. Fiscal year to date ridership through February is 10,038,000, which represents a 7.5 % decrease over year to date FY13. Ridership totals exhibited in the charts below show the following:



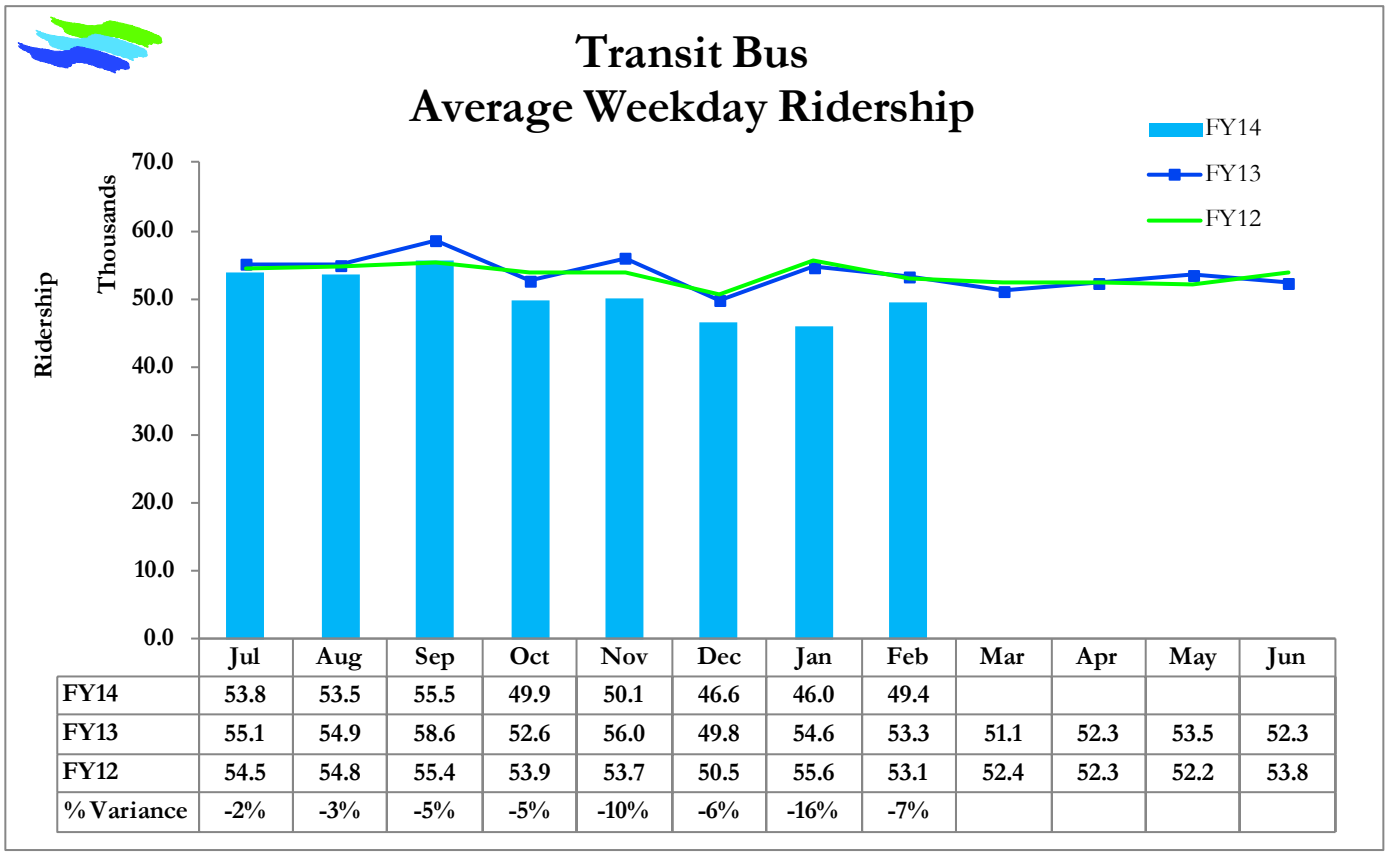
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY14	1,406.8	1,435.1	1,351.0	1,338.5	1,167.9	1,166.3	997.5	1,174.7				
FY13	1,391.8	1,480.4	1,413.7	1,403.2	1,323.4	1,243.8	1,334.2	1,255.7	1,312.7	1,352.4	1,380.4	1,326.3
FY12	1,414.2	1,430.6	1,379.1	1,374.7	1,269.1	1,261.2	1,307.6	1,302.8	1,361.5	1,304.7	1,359.5	1,401.5
Percent Variance	1.1%	-3.1%	-4.4%	-4.6%	-11.7%	-6.2%	-25.2%	-6.5%				

Figure 1 Transit Bus Monthly Ridership Chart - (Data table displays thousands)

Day Type Averages

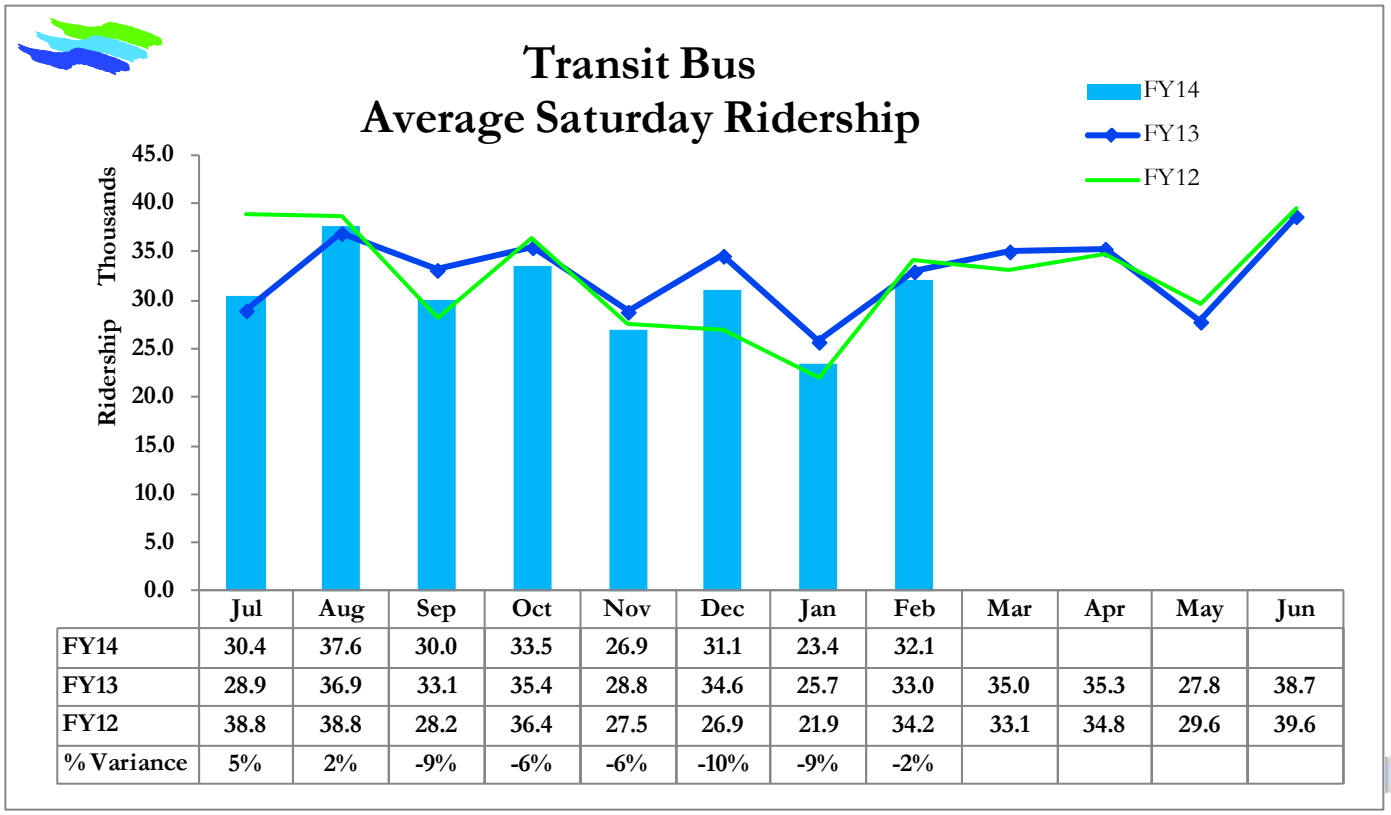
The following charts show FY12 thru FY14. When comparing FY14 to FY13:

- The average Weekday ridership is down 7% for February FY14 when compared to February FY13.
- The average Saturday ridership is down 900 daily passengers which results in a 2% decrease.
- The average Sunday ridership is down 200 daily passengers which results in a 1% decrease.



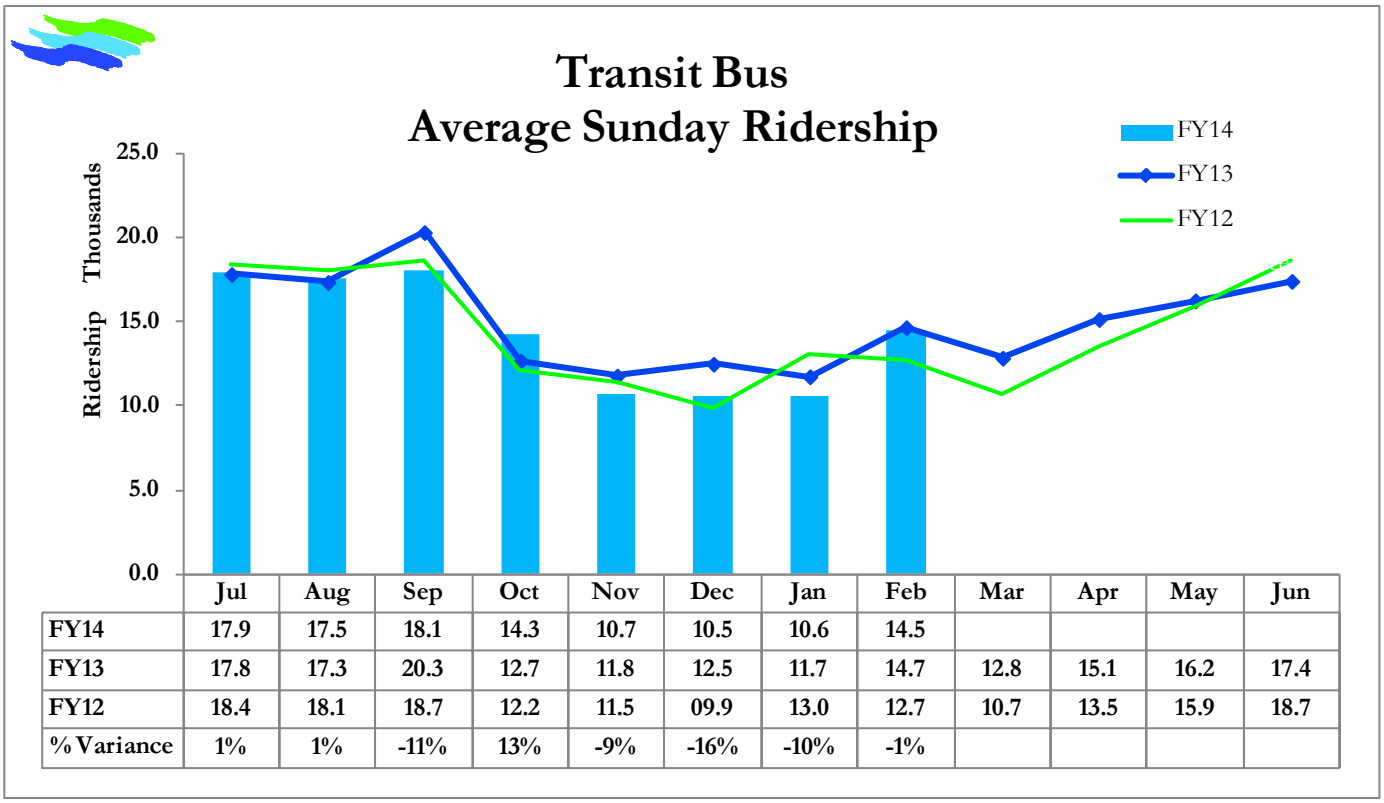
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY14	53.8	53.5	55.5	49.9	50.1	46.6	46.0	49.4				
FY13	55.1	54.9	58.6	52.6	56.0	49.8	54.6	53.3	51.1	52.3	53.5	52.3
FY12	54.5	54.8	55.4	53.9	53.7	50.5	55.6	53.1	52.4	52.3	52.2	53.8
% Variance	-2%	-3%	-5%	-5%	-10%	-6%	-16%	-7%				

Figure 2 Transit Bus Average Weekday Ridership Chart



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY14	30.4	37.6	30.0	33.5	26.9	31.1	23.4	32.1				
FY13	28.9	36.9	33.1	35.4	28.8	34.6	25.7	33.0	35.0	35.3	27.8	38.7
FY12	38.8	38.8	28.2	36.4	27.5	26.9	21.9	34.2	33.1	34.8	29.6	39.6
% Variance	5%	2%	-9%	-6%	-6%	-10%	-9%	-2%				

Figure 3 Transit Bus Average Saturday Ridership Chart

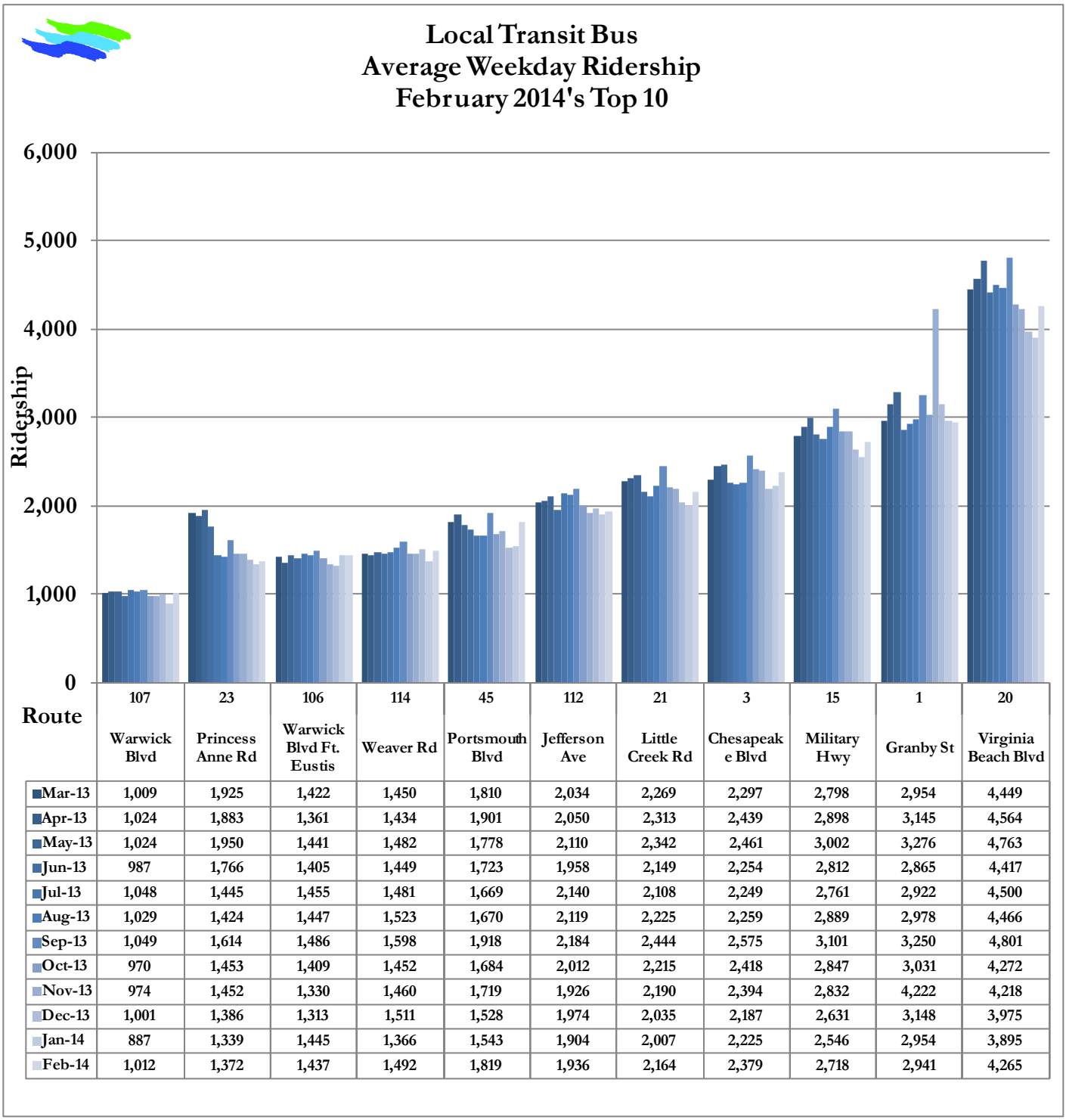


	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY14	17.9	17.5	18.1	14.3	10.7	10.5	10.6	14.5				
FY13	17.8	17.3	20.3	12.7	11.8	12.5	11.7	14.7	12.8	15.1	16.2	17.4
FY12	18.4	18.1	18.7	12.2	11.5	09.9	13.0	12.7	10.7	13.5	15.9	18.7
% Variance	1%	1%	-11%	13%	-9%	-16%	-10%	-1%				

Figure 4 Transit Bus Average Sunday Ridership Chart

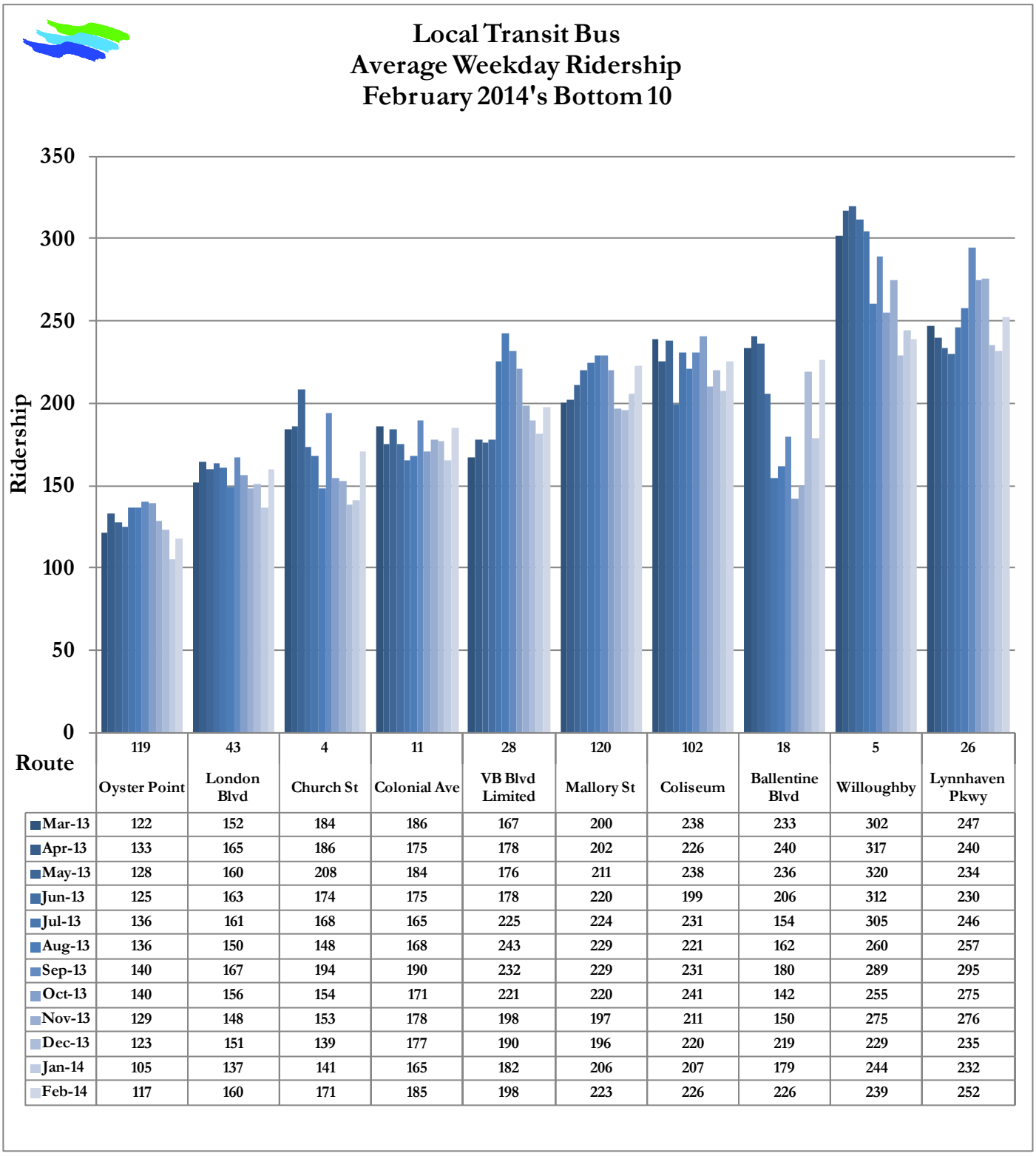
Route Analysis

The following tables show the Top and Bottom 10 Local Bus Routes based on average weekday ridership for the month of February. Note that the top 10 routes comprise over 47% of the weekday ridership and the bottom 10 represents approximately 4% of the weekday ridership.



Route	107 Warwick Blvd	23 Princess Anne Rd	106 Warwick Blvd Ft. Eustis	114 Weaver Rd	45 Portsmouth Blvd	112 Jefferson Ave	21 Little Creek Rd	3 Chesapeake Blvd	15 Military Hwy	1 Granby St	20 Virginia Beach Blvd
Mar-13	1,009	1,925	1,422	1,450	1,810	2,034	2,269	2,297	2,798	2,954	4,449
Apr-13	1,024	1,883	1,361	1,434	1,901	2,050	2,313	2,439	2,898	3,145	4,564
May-13	1,024	1,950	1,441	1,482	1,778	2,110	2,342	2,461	3,002	3,276	4,763
Jun-13	987	1,766	1,405	1,449	1,723	1,958	2,149	2,254	2,812	2,865	4,417
Jul-13	1,048	1,445	1,455	1,481	1,669	2,140	2,108	2,249	2,761	2,922	4,500
Aug-13	1,029	1,424	1,447	1,523	1,670	2,119	2,225	2,259	2,889	2,978	4,466
Sep-13	1,049	1,614	1,486	1,598	1,918	2,184	2,444	2,575	3,101	3,250	4,801
Oct-13	970	1,453	1,409	1,452	1,684	2,012	2,215	2,418	2,847	3,031	4,272
Nov-13	974	1,452	1,330	1,460	1,719	1,926	2,190	2,394	2,832	4,222	4,218
Dec-13	1,001	1,386	1,313	1,511	1,528	1,974	2,035	2,187	2,631	3,148	3,975
Jan-14	887	1,339	1,445	1,366	1,543	1,904	2,007	2,225	2,546	2,954	3,895
Feb-14	1,012	1,372	1,437	1,492	1,819	1,936	2,164	2,379	2,718	2,941	4,265

Figure 5 Transit Bus Top 10 Routes Chart

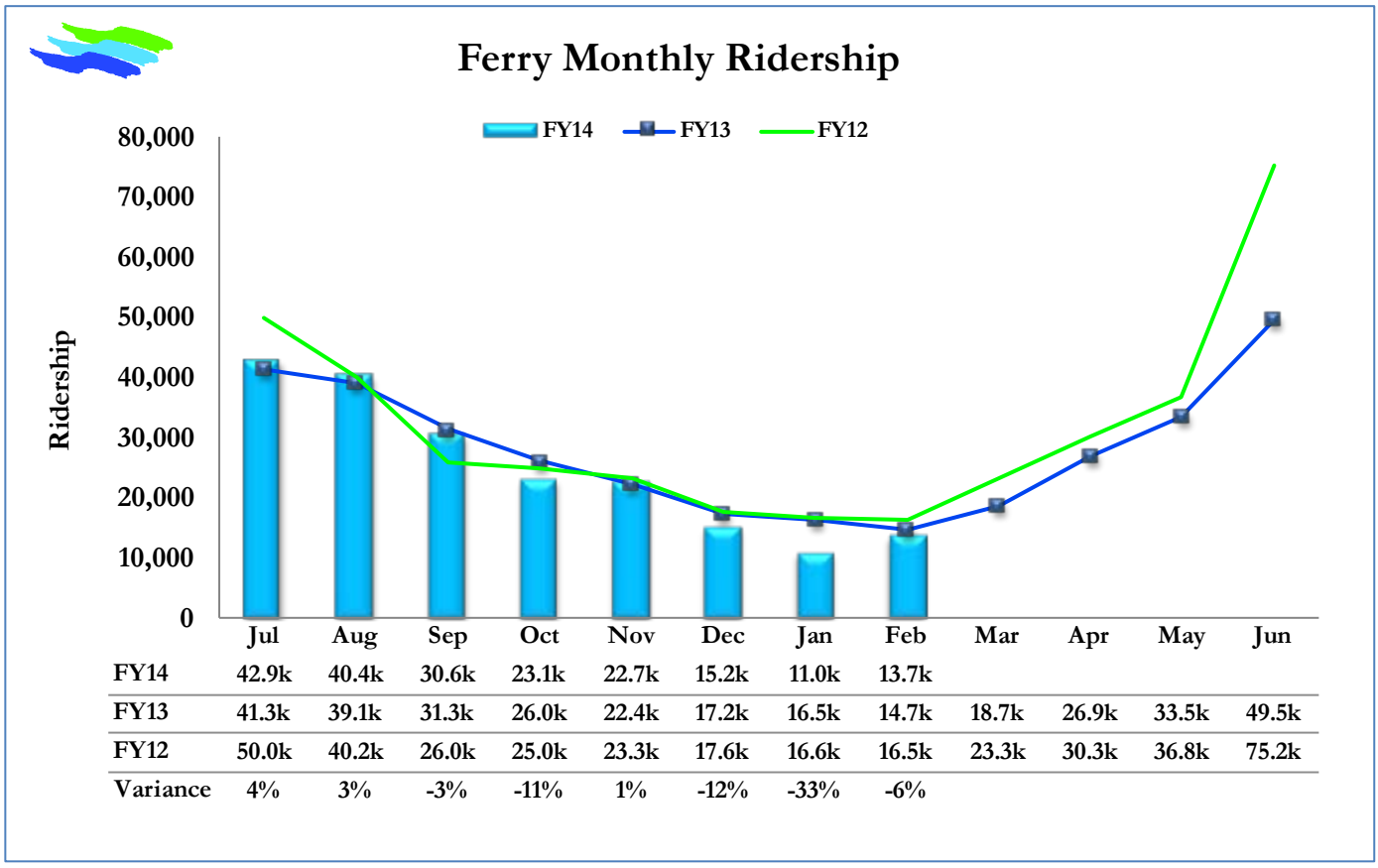


Route	119 Oyster Point	43 London Blvd	4 Church St	11 Colonial Ave	28 VB Blvd Limited	120 Mallory St	102 Coliseum	18 Ballentine Blvd	5 Willoughby	26 Lynnhaven Pkwy
Mar-13	122	152	184	186	167	200	238	233	302	247
Apr-13	133	165	186	175	178	202	226	240	317	240
May-13	128	160	208	184	176	211	238	236	320	234
Jun-13	125	163	174	175	178	220	199	206	312	230
Jul-13	136	161	168	165	225	224	231	154	305	246
Aug-13	136	150	148	168	243	229	221	162	260	257
Sep-13	140	167	194	190	232	229	231	180	289	295
Oct-13	140	156	154	171	221	220	241	142	255	275
Nov-13	129	148	153	178	198	197	211	150	275	276
Dec-13	123	151	139	177	190	196	220	219	229	235
Jan-14	105	137	141	165	182	206	207	179	244	232
Feb-14	117	160	171	185	198	223	226	226	239	252

Figure 6 Transit Bus Bottom 10 Routes Chart

Ferry Ridership

Ferry ridership in February 2014 decreased by 1,000 passenger trips compared to February 2013. This represents a decrease of approximately 6% for the month. Fiscal year to date ridership through February is 199,500, which represents a 4% decrease over the year to date FY13. Figure 7 shows the months totals as compared to FY13.



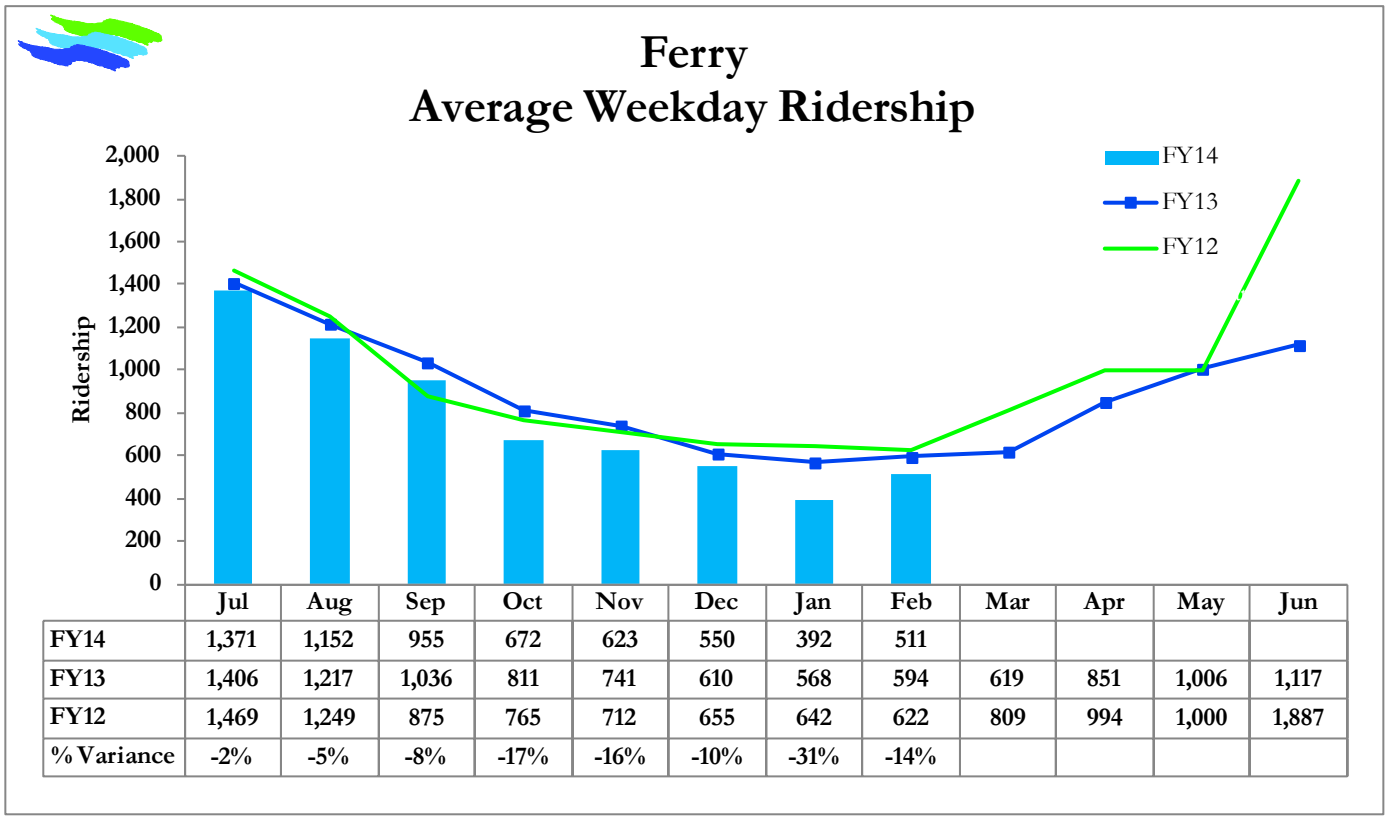
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY14	42.9k	40.4k	30.6k	23.1k	22.7k	15.2k	11.0k	13.7k				
FY13	41.3k	39.1k	31.3k	26.0k	22.4k	17.2k	16.5k	14.7k	18.7k	26.9k	33.5k	49.5k
FY12	50.0k	40.2k	26.0k	25.0k	23.3k	17.6k	16.6k	16.5k	23.3k	30.3k	36.8k	75.2k
Variance	4%	3%	-3%	-11%	1%	-12%	-33%	-6%				

Figure 7 Ferry Monthly Ridership Chart

Day Type Averages

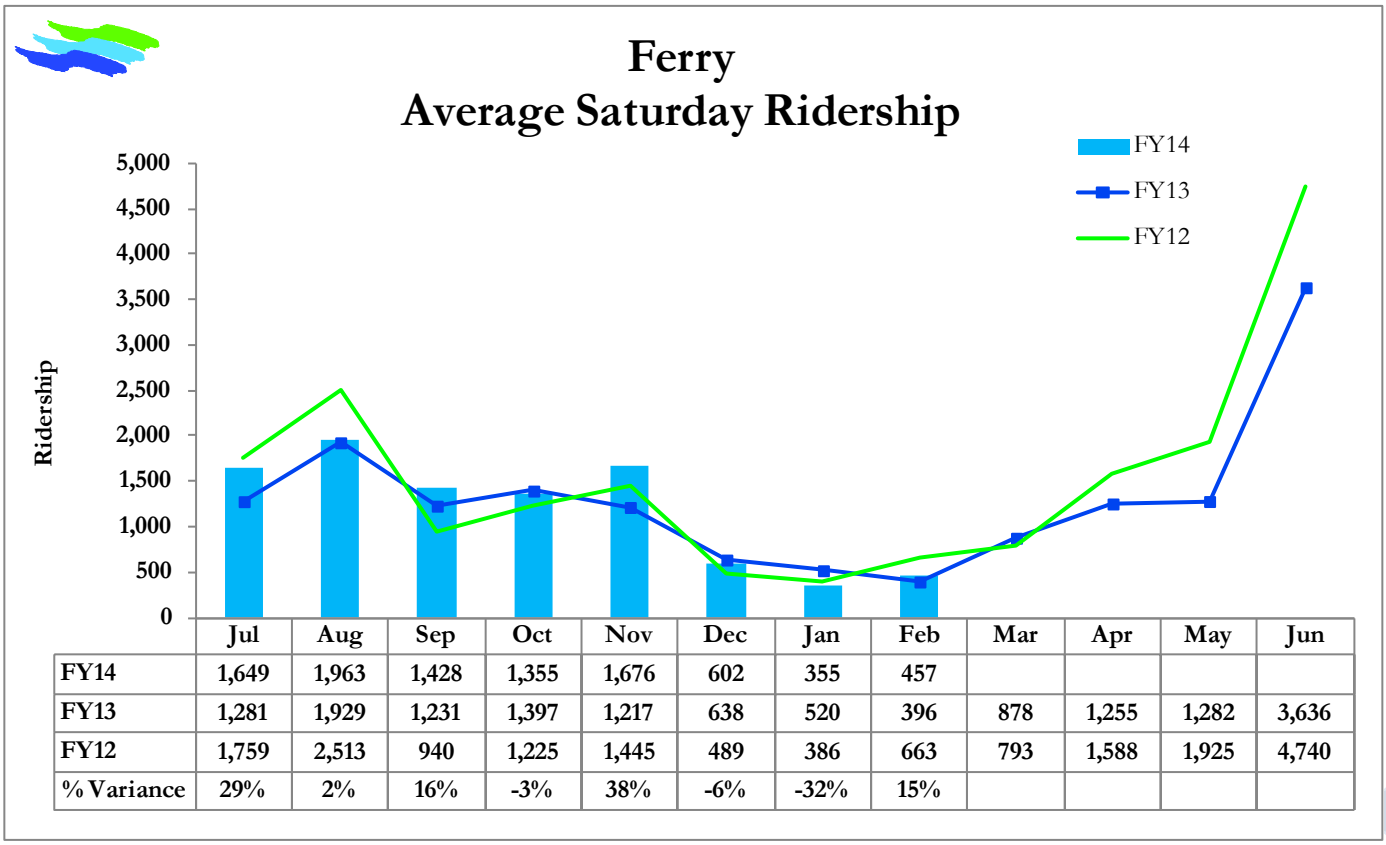
The following charts show FY12 thru FY14. When comparing FY14 to FY13:

- In Figure 8 the average Weekday Ridership for February FY14 shows a decrease of 14% when compared to February FY13.
- In Figure 9, the average Saturday ridership shows an increase of approximately 60 passengers compared to February FY13; this is an increase of 15%.
- In Figure 10, the average Sunday ridership shows an increase of 38% as compared to February FY13.



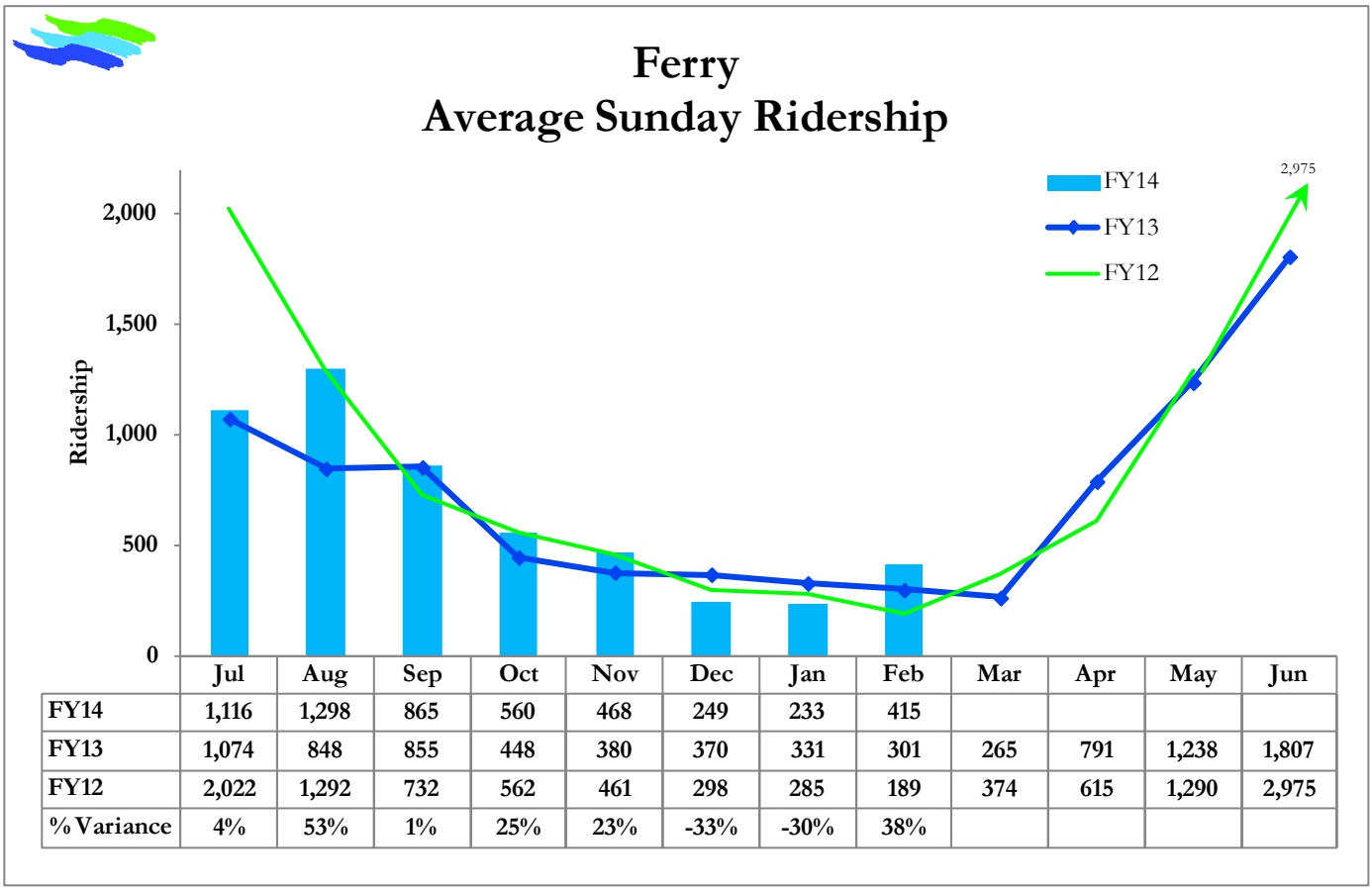
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY14	1,371	1,152	955	672	623	550	392	511				
FY13	1,406	1,217	1,036	811	741	610	568	594	619	851	1,006	1,117
FY12	1,469	1,249	875	765	712	655	642	622	809	994	1,000	1,887
% Variance	-2%	-5%	-8%	-17%	-16%	-10%	-31%	-14%				

Figure 8 Ferry Average Weekday Ridership Chart



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY14	1,649	1,963	1,428	1,355	1,676	602	355	457				
FY13	1,281	1,929	1,231	1,397	1,217	638	520	396	878	1,255	1,282	3,636
FY12	1,759	2,513	940	1,225	1,445	489	386	663	793	1,588	1,925	4,740
% Variance	29%	2%	16%	-3%	38%	-6%	-32%	15%				

Figure 9 Ferry Average Saturday Ridership Chart

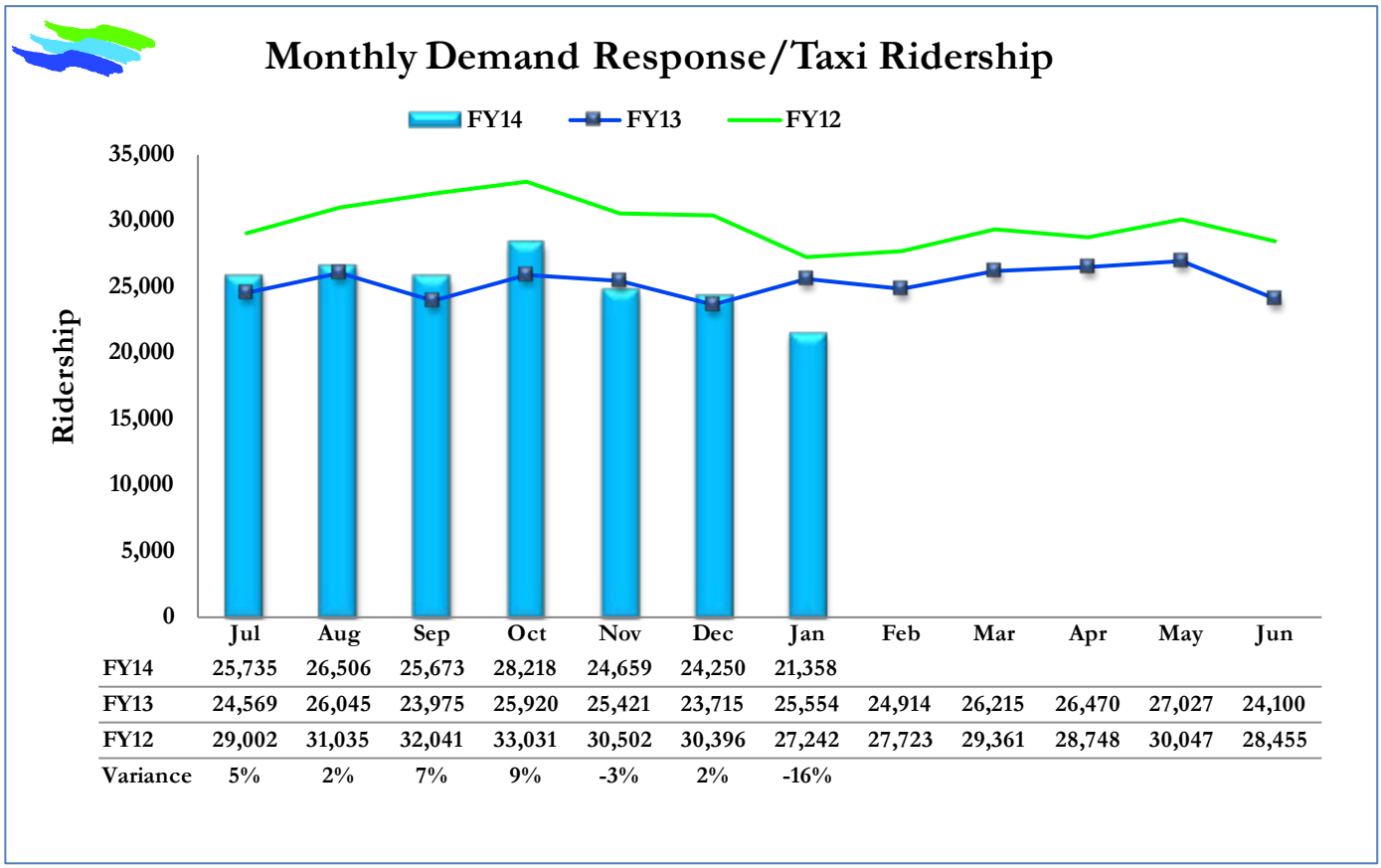


	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY14	1,116	1,298	865	560	468	249	233	415				
FY13	1,074	848	855	448	380	370	331	301	265	791	1,238	1,807
FY12	2,022	1,292	732	562	461	298	285	189	374	615	1,290	2,975
% Variance	4%	53%	1%	25%	23%	-33%	-30%	38%				

Figure 10 Ferry Average Sunday Ridership Chart

Demand Response Ridership

The prior month's Demand Response ("DR") ridership information is not available until after this report is complied, due to contractual obligations. Therefore, until the contract is modified, the DR ridership data will always be a month behind the rest of the data. As such, the following figures and tables present the January 2014 ridership data. DR ridership in January 2014 decreased by 4,200 passenger trips compared to January 2013 for a 16% decrease. January 2014 had significant weather events which severely impacted travel. In particular, the Demand Response Service was not operated for the last 3 weekdays of the month due to snow creating hazardous road and stop conditions. The Fiscal Year to Date total ridership through January is 176,399, which is up 1%. Figure 11 shows the ridership totals for FY14 as compared to FY13 and FY12:



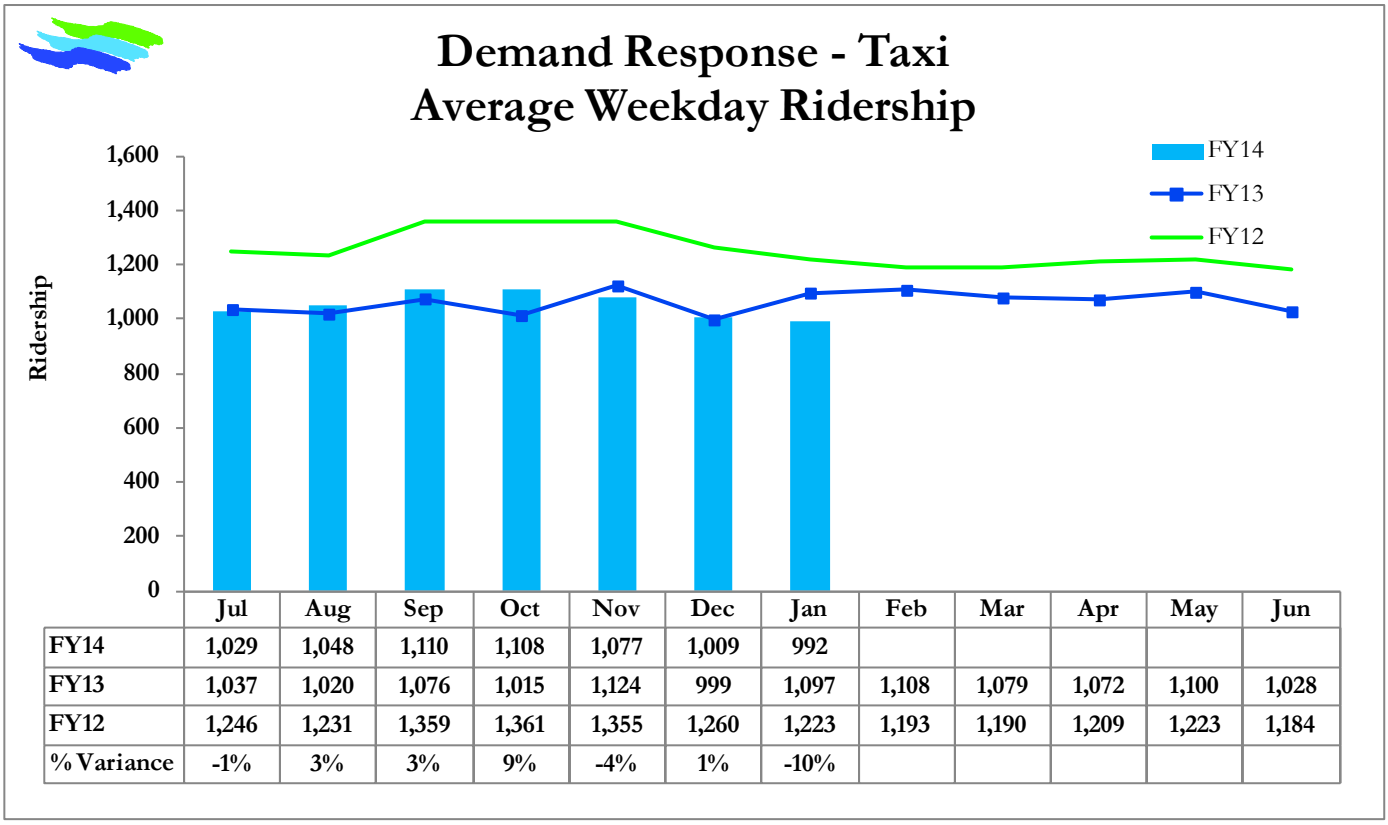
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY14	25,735	26,506	25,673	28,218	24,659	24,250	21,358					
FY13	24,569	26,045	23,975	25,920	25,421	23,715	25,554	24,914	26,215	26,470	27,027	24,100
FY12	29,002	31,035	32,041	33,031	30,502	30,396	27,242	27,723	29,361	28,748	30,047	28,455
Variance	5%	2%	7%	9%	-3%	2%	-16%					

Figure 11 Demand Response Monthly Ridership Chart

Day Type Averages

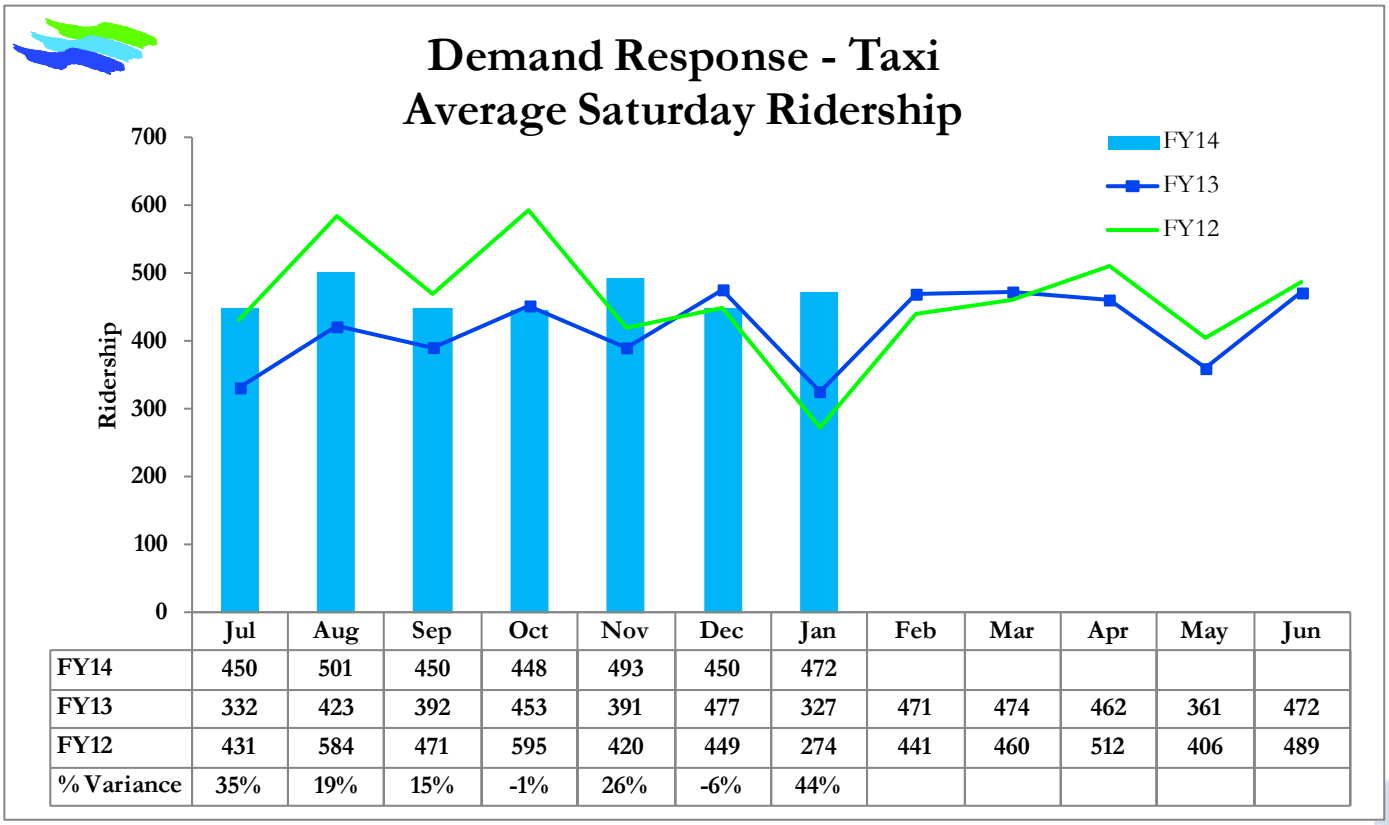
The following charts show FY12 thru FY14. When comparing FY14 to FY13:

- The Weekday chart, Figure 12 below, shows the ridership is down 10%.
- The Saturday ridership shown on Figure 13 shows a 44% increase for January FY14 versus January FY13.
- As seen in Figure 14 (page 18 below) the Demand Response/Taxi ridership is up 30% as compared to January 2013.



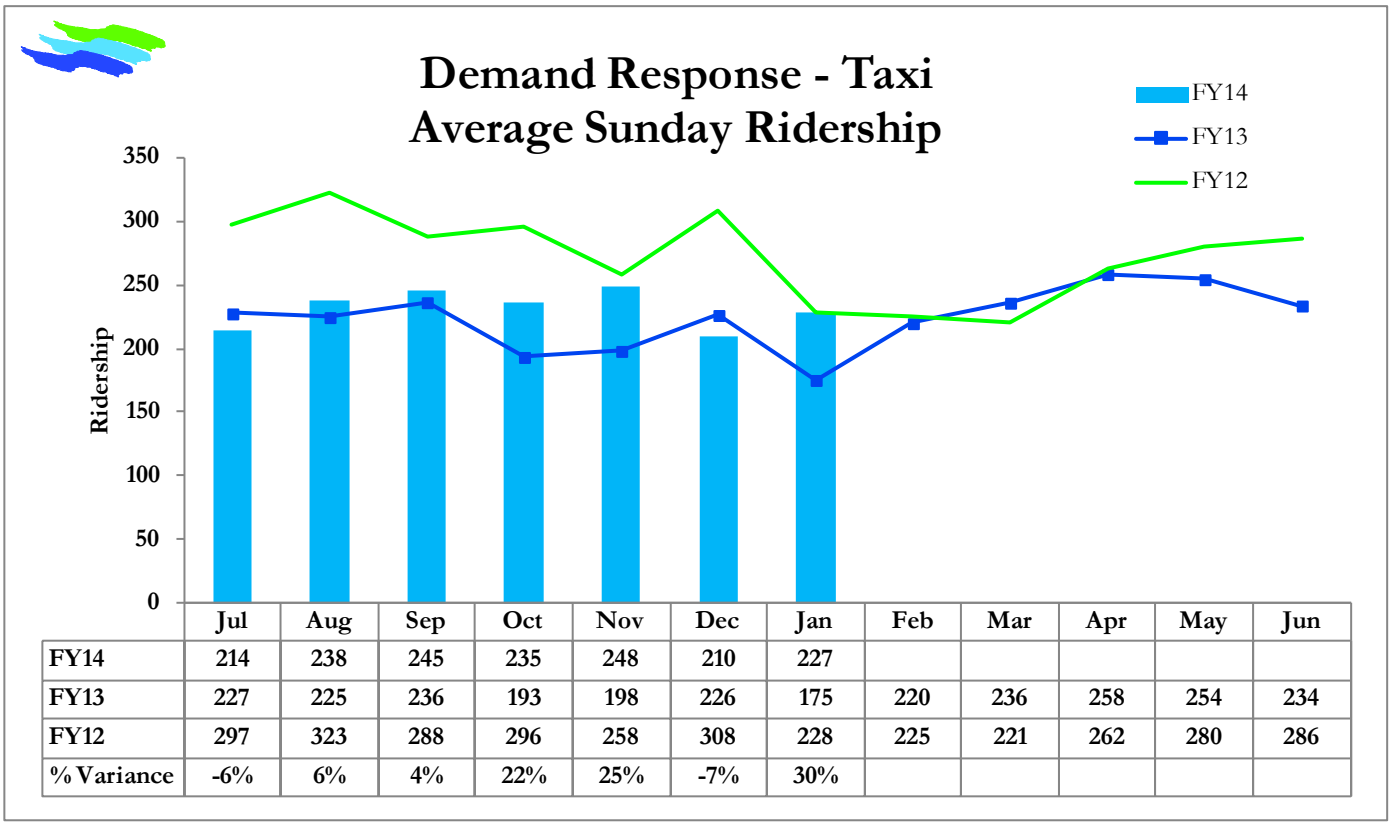
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY14	1,029	1,048	1,110	1,108	1,077	1,009	992					
FY13	1,037	1,020	1,076	1,015	1,124	999	1,097	1,108	1,079	1,072	1,100	1,028
FY12	1,246	1,231	1,359	1,361	1,355	1,260	1,223	1,193	1,190	1,209	1,223	1,184
% Variance	-1%	3%	3%	9%	-4%	1%	-10%					

Figure 12 Demand Response Average Weekday Ridership Chart



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY14	450	501	450	448	493	450	472					
FY13	332	423	392	453	391	477	327	471	474	462	361	472
FY12	431	584	471	595	420	449	274	441	460	512	406	489
% Variance	35%	19%	15%	-1%	26%	-6%	44%					

Figure 13 Demand Response Average Saturday Ridership Chart

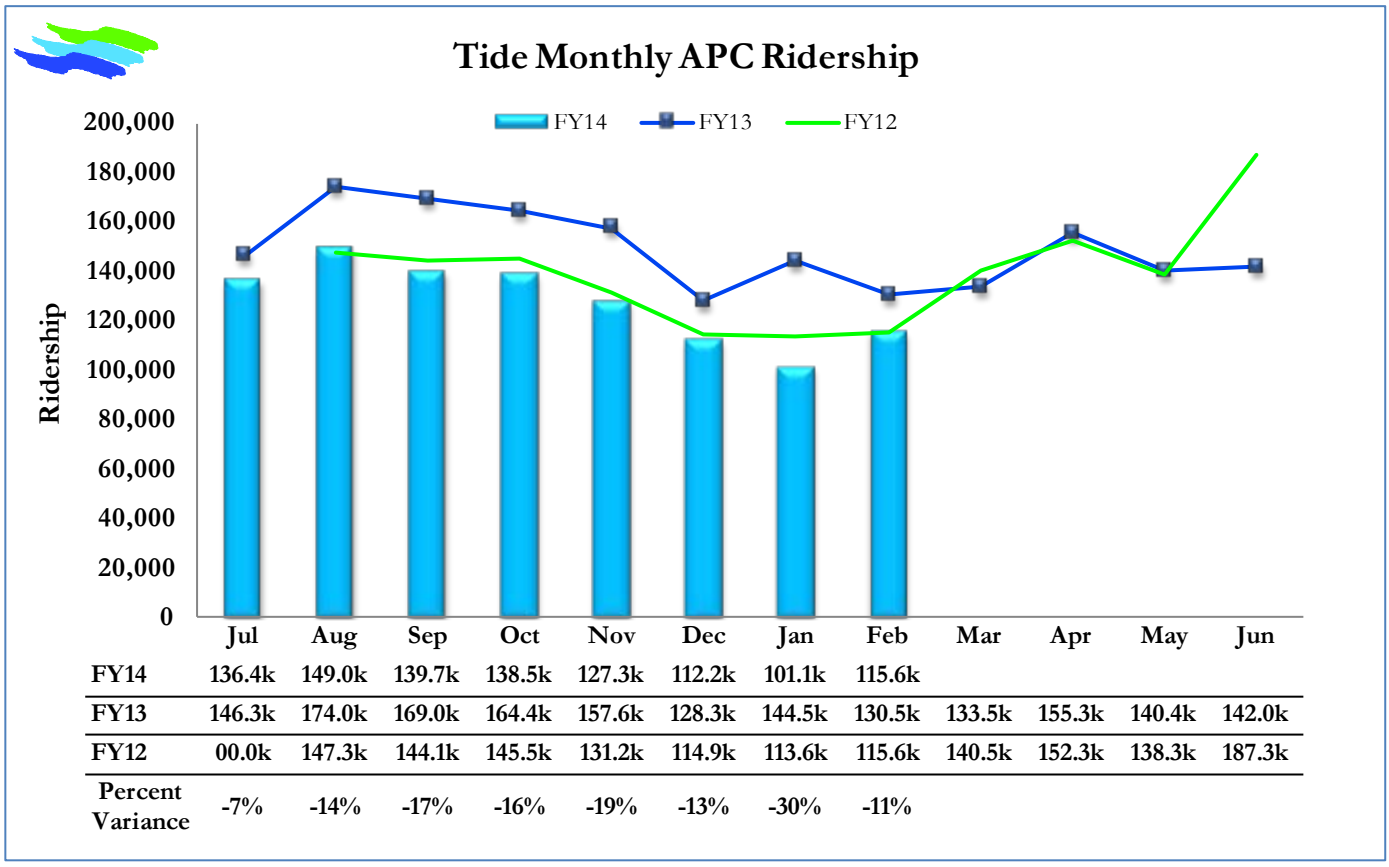


	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY14	214	238	245	235	248	210	227					
FY13	227	225	236	193	198	226	175	220	236	258	254	234
FY12	297	323	288	296	258	308	228	225	221	262	280	286
% Variance	-6%	6%	4%	22%	25%	-7%	30%					

Figure 14 Demand Response Average Sunday Ridership Chart

Light Rail Ridership

Light Rail ridership in February 2014 decreased by 14,900 passenger trips compared to the February 2013. This represents a decrease of approximately 11% for the month. Fiscal year to date ridership through February is 1,019,784, which represents a 16% decrease over year-to-date FY13. Figure 15 below details the monthly ridership as compared to FY13 and FY12.



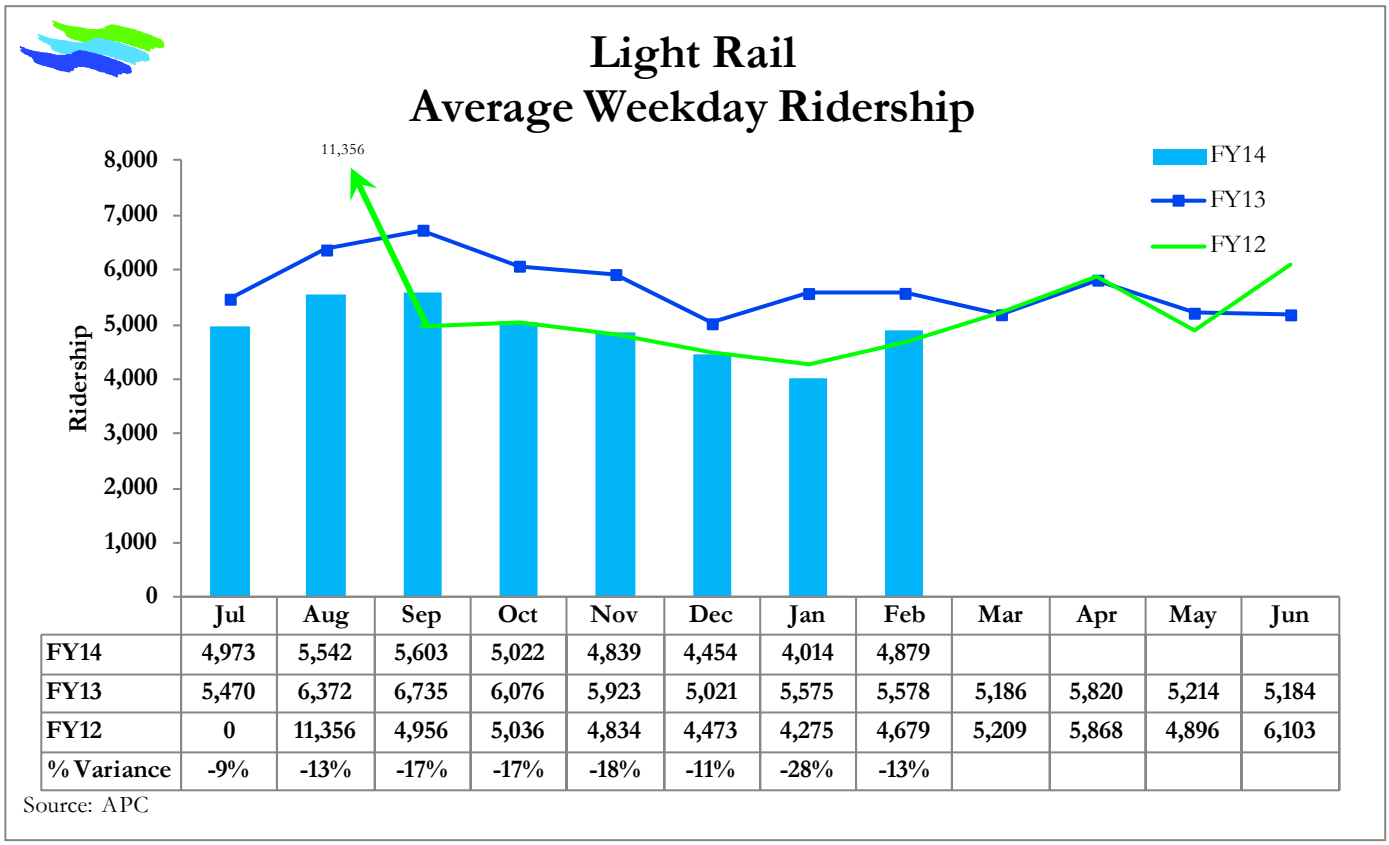
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY14	136.4k	149.0k	139.7k	138.5k	127.3k	112.2k	101.1k	115.6k				
FY13	146.3k	174.0k	169.0k	164.4k	157.6k	128.3k	144.5k	130.5k	133.5k	155.3k	140.4k	142.0k
FY12	00.0k	147.3k	144.1k	145.5k	131.2k	114.9k	113.6k	115.6k	140.5k	152.3k	138.3k	187.3k
Percent Variance	-7%	-14%	-17%	-16%	-19%	-13%	-30%	-11%				

Figure 15 Light Rail Monthly Ridership Chart

Day Type Averages

The following charts show FY12 thru FY14. The FY12 lines show an arrow and a number for the August data. Because this was the start-up month, the numbers are higher and if shown with the matching scale, the rest of the data would not be clearly seen, and any trends would not be visible. Therefore, the y-axis scales are modified and the August data is shown with an arrow to represent that it is higher than the scale shown. When comparing FY14 to FY13:

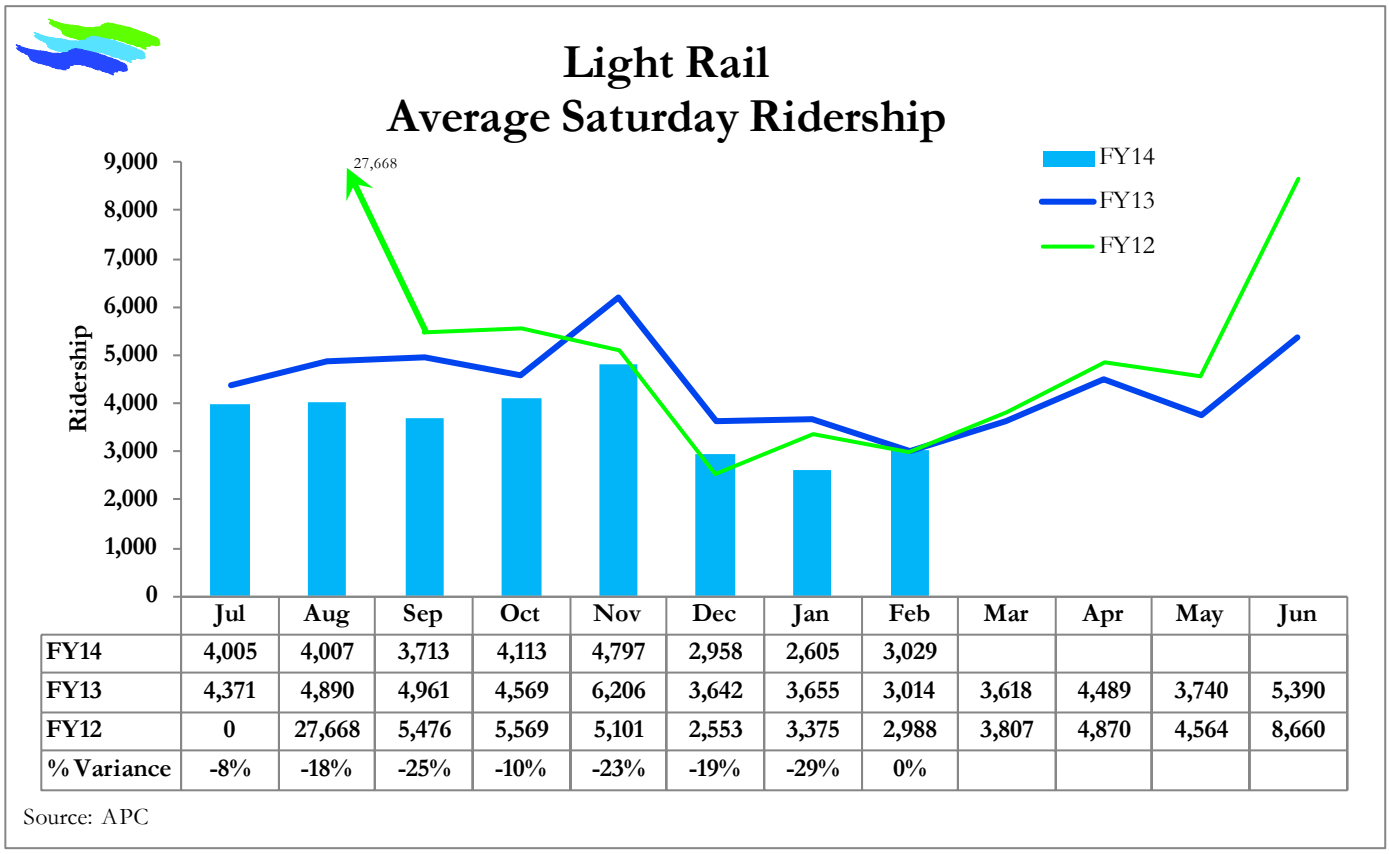
- The average Weekday ridership (Figure 16 page 20) for February FY14 showed an 13% decrease when compared to February FY13.
- The average Saturday ridership (Figure 17 on page 21) for February FY14 increased slightly for less than 1% when compared to February FY13.
- The average Sunday ridership (Figure 18 on page 22) February FY14 is down 14% when compared to February FY13.



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY14	4,973	5,542	5,603	5,022	4,839	4,454	4,014	4,879				
FY13	5,470	6,372	6,735	6,076	5,923	5,021	5,575	5,578	5,186	5,820	5,214	5,184
FY12	0	11,356	4,956	5,036	4,834	4,473	4,275	4,679	5,209	5,868	4,896	6,103
% Variance	-9%	-13%	-17%	-17%	-18%	-11%	-28%	-13%				

Source: APC

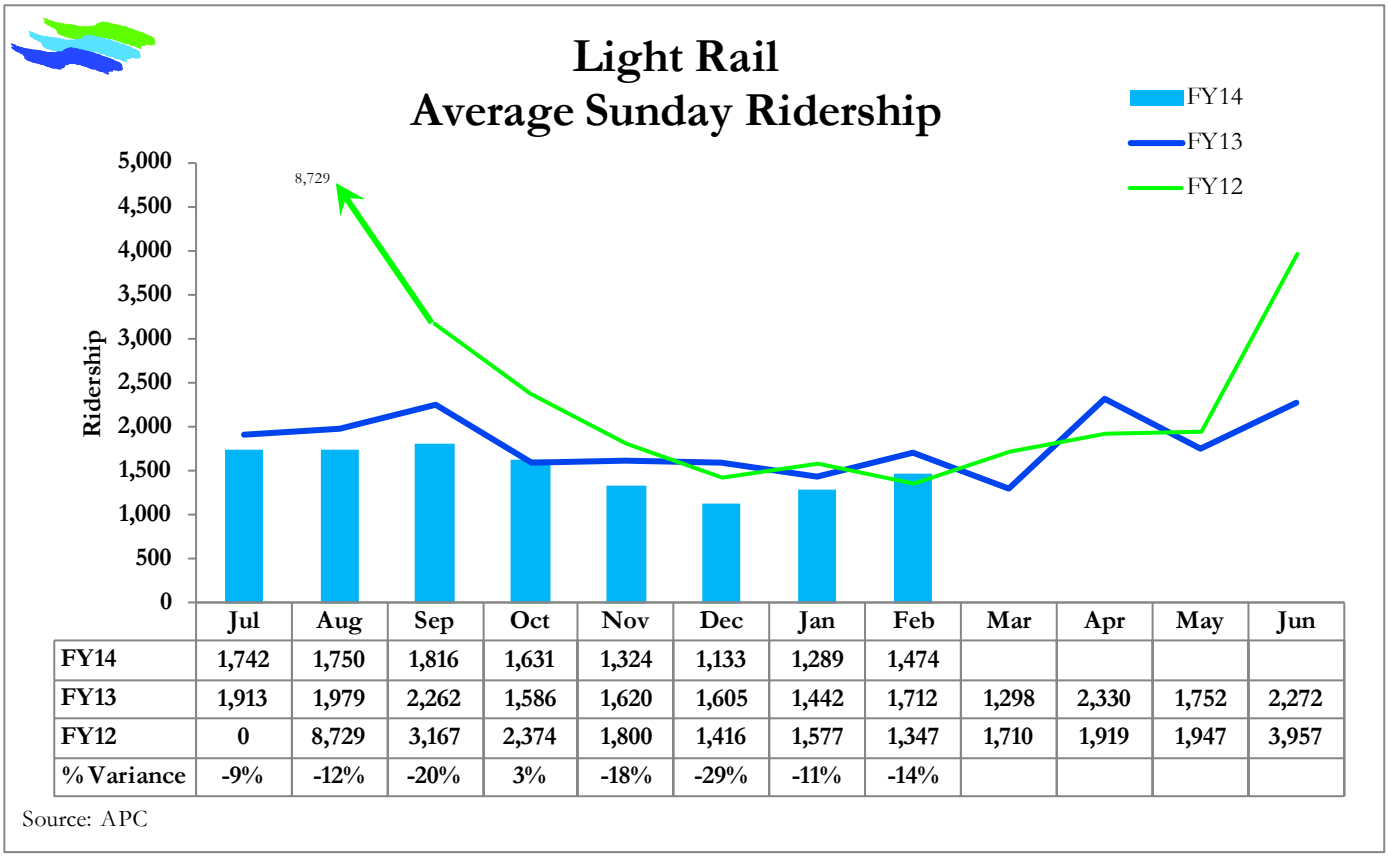
Figure 16 Light Rail Average Weekday Ridership Chart



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY14	4,005	4,007	3,713	4,113	4,797	2,958	2,605	3,029				
FY13	4,371	4,890	4,961	4,569	6,206	3,642	3,655	3,014	3,618	4,489	3,740	5,390
FY12	0	27,668	5,476	5,569	5,101	2,553	3,375	2,988	3,807	4,870	4,564	8,660
% Variance	-8%	-18%	-25%	-10%	-23%	-19%	-29%	0%				

Source: APC

Figure 17 Light Rail Average Saturday Ridership Chart



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY14	1,742	1,750	1,816	1,631	1,324	1,133	1,289	1,474				
FY13	1,913	1,979	2,262	1,586	1,620	1,605	1,442	1,712	1,298	2,330	1,752	2,272
FY12	0	8,729	3,167	2,374	1,800	1,416	1,577	1,347	1,710	1,919	1,947	3,957
% Variance	-9%	-12%	-20%	3%	-18%	-29%	-11%	-14%				

Source: APC

Figure 18 Light Rail Average Sunday Ridership Chart

Hourly Ridership

Figure 19 and Figure 20 below show the hourly ridership for the Light Rail for February FY12, FY13 and FY14.

- Weekday
  - The Weekday chart shows a clear AM Peak between 7 am and 8 am with an average ridership of 424, which is down from 458 during February 2013.
  - The Weekday chart shows a clear PM Peak between 4 pm and 5 pm with an average ridership of 493, which is down from 546 during February 2013.
- Weekend
  - The Weekend chart shows that the ridership climbs in the morning and then reaches a peak at around 3 pm, levels out and then starts ramping back down around 6 pm.
  - Interestingly there is a minor peak between 10 pm and 11 pm, which has been consistent for all three years shown.

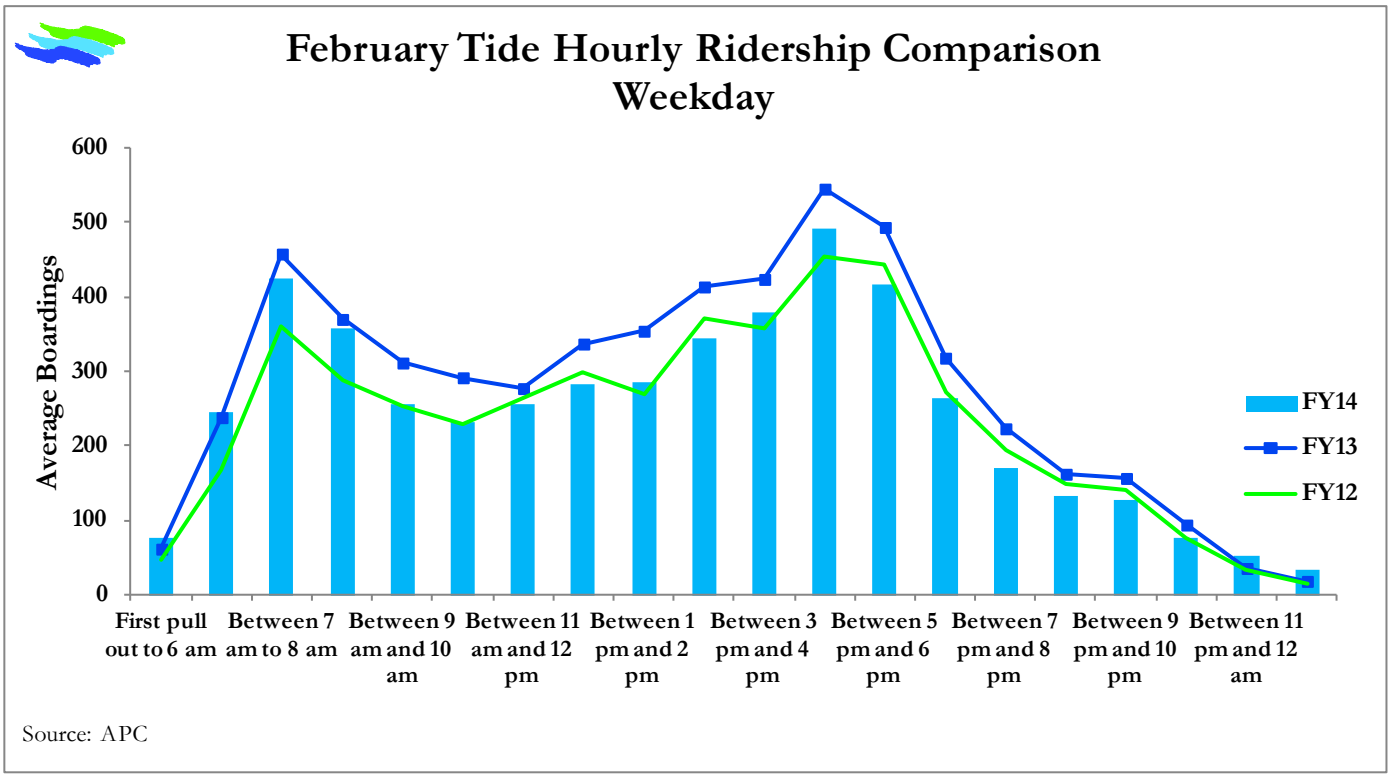


Figure 19 Tide Weekday Hourly

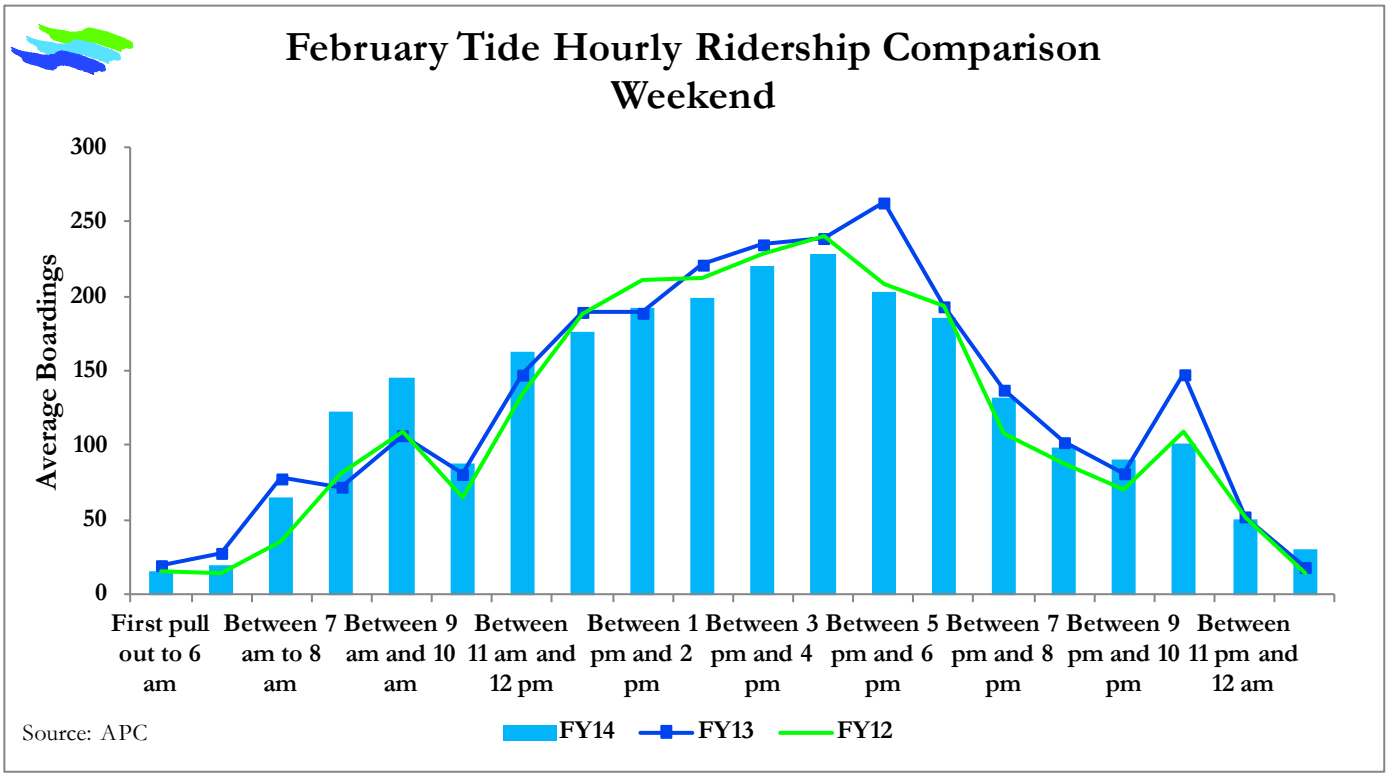


Figure 20 Tide Weekend Hourly

Station Rankings

- Since the start up of the Light Rail mode in August 2011, Newtown Station has been the largest station for boardings with 21% of the daily rides, followed by MacArthur as second and then EVMC and Military virtually tied for third.
- For February 2014, the top two stations with station boardings continued to be Newtown and MacArthur stations.
- For February 2014, the EVMC station has the third highest boardings, but is in a virtual tie with Monticello, Civic and Military.

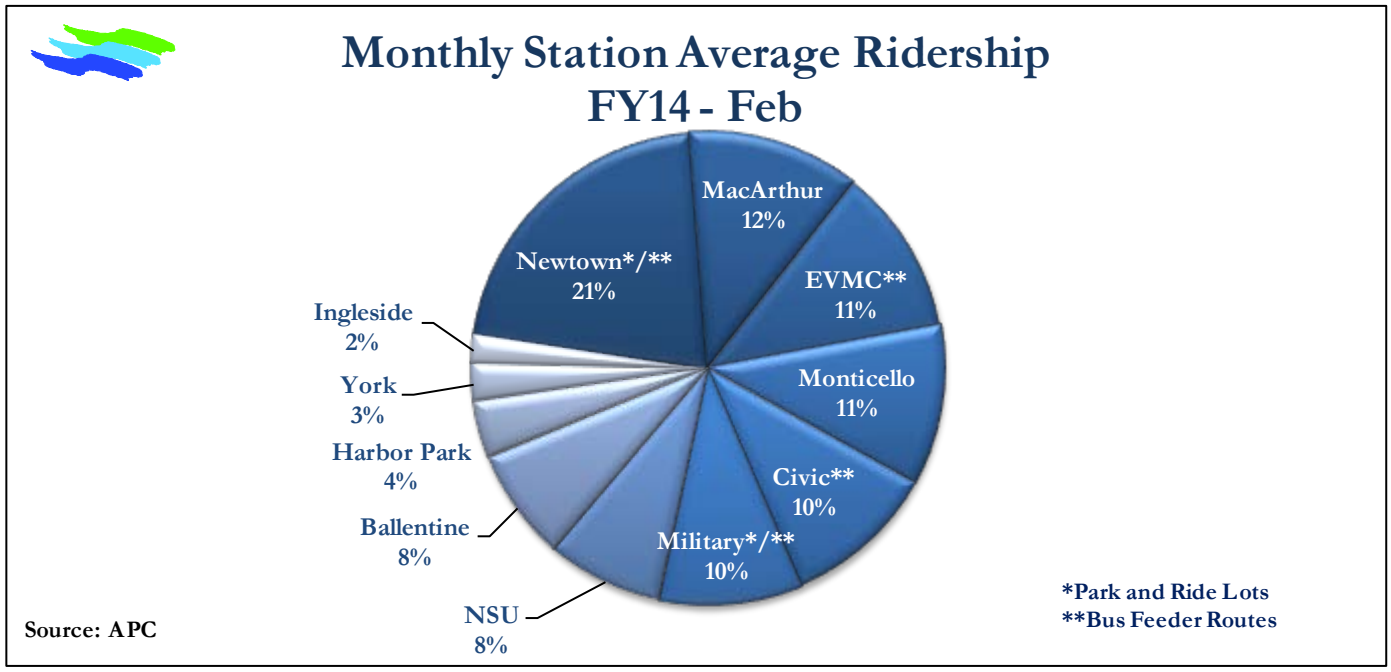


Figure 21 Tide Current Month Station Percentages

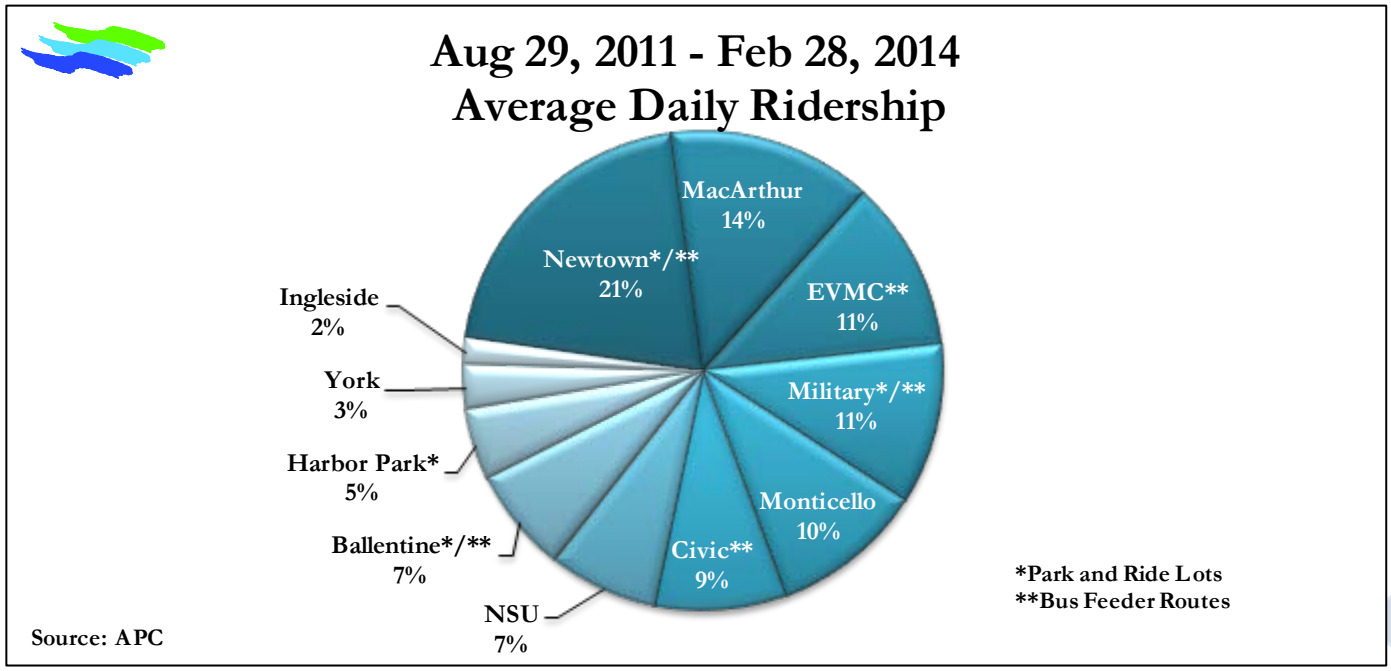
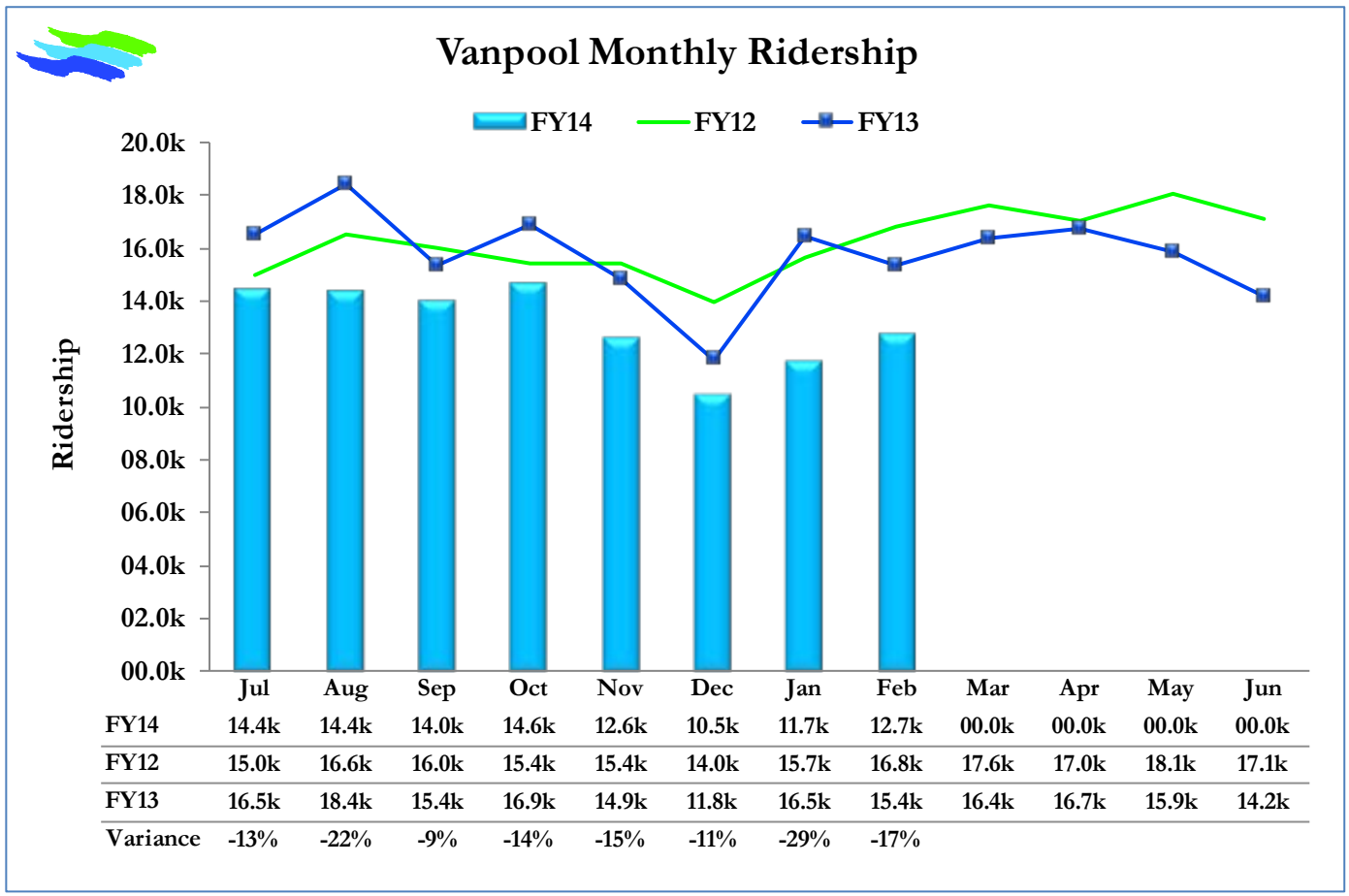


Figure 22 Tide Overall Station Percentages

Vanpool Ridership

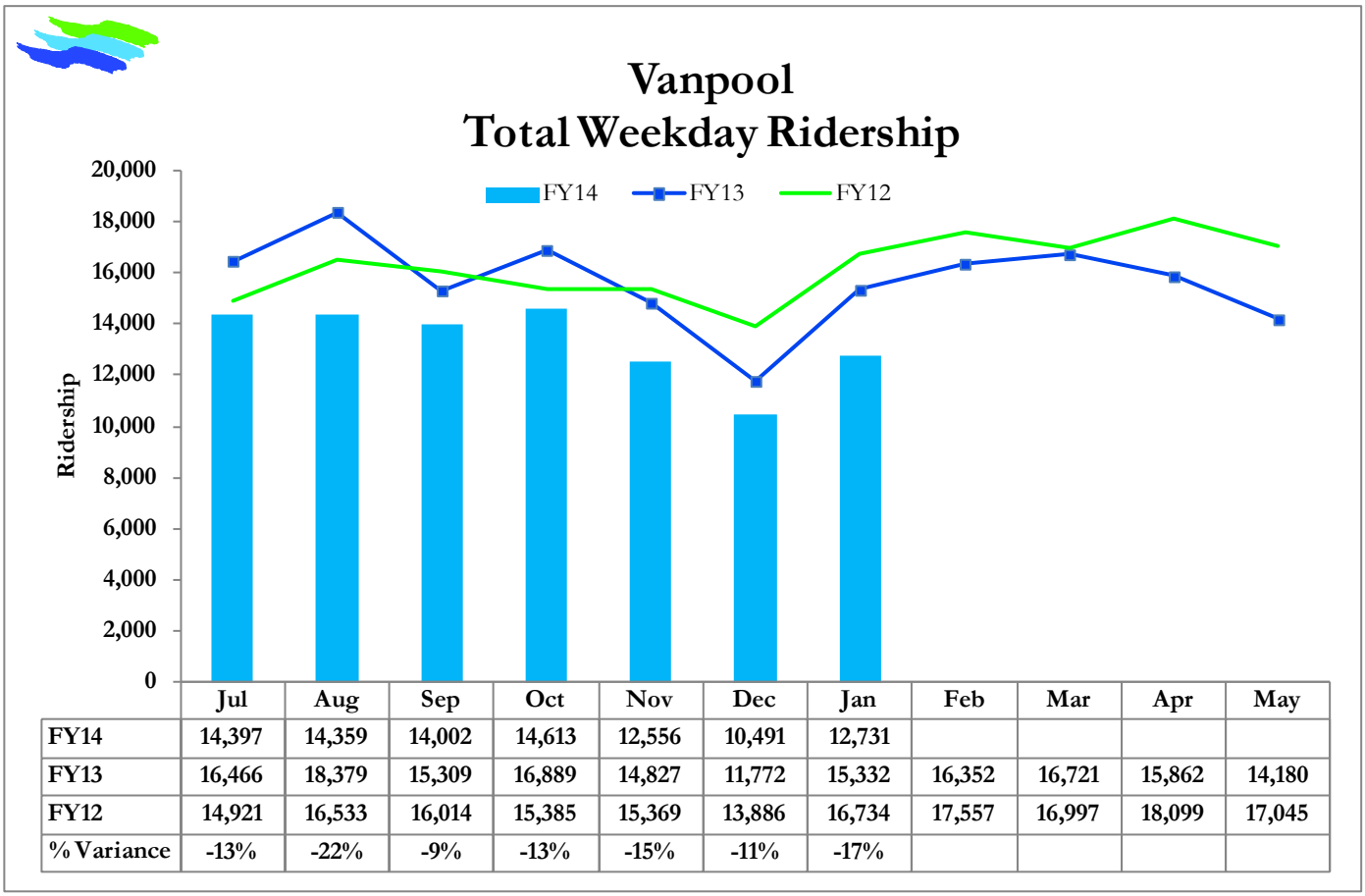
The prior month's Vanpool ridership information is not available until after this report is complied, due to contractual obligations. Therefore, the Vanpool ridership data will always be a month behind the rest of the data. As such, Figure 23 presents the FY14 versus FY13 ridership data. Vanpool Ridership in January 2014 decreased by 4,100 passenger trips compared to January 2013. This represents a decrease of approximately 17% over the comparable month. January 2014 had significant weather events which impacted overall ridership. In particular, more than 50% of the vanpool vehicles did not operate for 4 of the total weekdays in January 2014. Fiscal year to date Vanpool ridership is 92,228, which represents a 16% decrease for the year.



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY14	14.4k	14.4k	14.0k	14.6k	12.6k	10.5k	11.7k	12.7k	00.0k	00.0k	00.0k	00.0k
FY12	15.0k	16.6k	16.0k	15.4k	15.4k	14.0k	15.7k	16.8k	17.6k	17.0k	18.1k	17.1k
FY13	16.5k	18.4k	15.4k	16.9k	14.9k	11.8k	16.5k	15.4k	16.4k	16.7k	15.9k	14.2k
Variance	-13%	-22%	-9%	-14%	-15%	-11%	-29%	-17%				

Figure 23 Vanpool Monthly Ridership Chart

The Vanpool is mostly operated by commuters for weekday trips. While there are some riders on Saturdays and Sundays, 99% of the riders are on weekdays. As this is the case, the Vanpool will only be reported for the weekday totals, as the Saturday and Sunday totals are insignificant at this time and small changes in ridership result on large percent variances which are not necessarily helpful in analyzing ridership. If the ridership on Saturdays and Sundays starts to shift, then we will re-evaluate as to whether to include that data.



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
FY14	14,397	14,359	14,002	14,613	12,556	10,491	12,731				
FY13	16,466	18,379	15,309	16,889	14,827	11,772	15,332	16,352	16,721	15,862	14,180
FY12	14,921	16,533	16,014	15,385	15,369	13,886	16,734	17,557	16,997	18,099	17,045
% Variance	-13%	-22%	-9%	-13%	-15%	-11%	-17%				

Figure 24 Vanpool Total Weekday Ridership Chart

GoPass 365

The GoPass 365 program was rolled out as a trial program just prior to the opening of the Tide in August 2011. The program was designed with an initial low cost entry point to encourage businesses and educational institutions to participate by offering the program to all of their employees or students and increasing ridership. The initial pricing structure of the program was developed without analysis; however, it was designed as a steeply discounted entry level with the hopes that those customers who used the program would become long term customers after getting used to using transit.

Since the program's inception, the response to it has been very good and the ridership from the participating organizations has grown dramatically. Although the program grew at almost exponential rates, HRT did not see a resulting increase in ridership that it thought that it would. Because of the increased usage of the deeply discounted farecards and the lack of increased ridership, HRT has seen an erosion in the budgeted and projected fare revenue for FY12 and FY13, which has been mostly attributed to the GoPass 365 program.

HRT management has developed a pricing structure for the FY14 program that closely matched the pricing structure of our average fare experience when considering all fare types. This new pricing structure is effective July 1, 2013 for the FY14 fiscal year. HRT has recently met with the consultants for the current Fare Study, who will also evaluate the GoPass 365 program and make recommendations for changes for the FY15 program.

As a result of the new pricing structure, several organizations decided not to renew their contracts, with Tidewater Community College being the organization that had the largest overall ridership during the FY13 program who did not sign up for the new program. As such, there will be expected declines in the overall GoPass 365 ridership; however, the average fare for the program should improve. With the new program in place, there are currently 8 participating groups with FY14 revenue just under $990,000 (Portfolio Recovery is billed $0.94 per ride based on their monthly usage, so their contract revenue is estimated).

The Light Rail operates on a Proof of Payment system, which does not allow for the capture of any ridership specific to any farecard usage, the GoPass 365 included. After various analyses, HRT determined that the GoPass 365 Light Rail ridership could be calculated at the rate of 10.03% of the bus and ferry GoPass 365 ridership. This number is factored into any calculations below, with one exception. The City of Norfolk's agreement allows city employees to ride the Light Rail by showing their city ID as proof of payment. As such, any employees who ride only the Light Rail and do not ride the bus and/ferry will not be captured into this calculation.

Table 8 on page 28 shows the total GoPass 365 farecard usage for FY14 as compared to FY13 by organization. The Newport News Shipbuilding (NNSB) is the first Peninsula based organization to join the GoPass 365 program in July. Notably, several of the routes that provide service to the NNSB saw significant increases, which are possibly attributable to this program.

Table 8 GoPass 365 Ridership Summary by Organization

GoPass 365 Ridership Summary by Organization

	FY14	FY13
B & S	53,387	72,487
City of Norfolk	24,556	120,133
Coast Guard	8,705	11,677
EVMS	6,712	70,723
HRT - TRAC	3,453	25
NNSB	83,303	0
NSU	47,708	377,802
ODU	67,853	257,899
Portfolio Recovery	41,293	68,317
Grand Total	**336,966**	**979,059**

Starting with the August usage, Newport News Shipbuilding (NNSB) has become the largest GoPass 365 organization with the highest overall usage and the highest number of individual users. Figure 25 GoPass 365 Individuals chart shows a six month history for each organization. As the actual usage of the GoPass 365 cannot be captured on the Light Rail, the number of individual riders may be higher than is represented here.

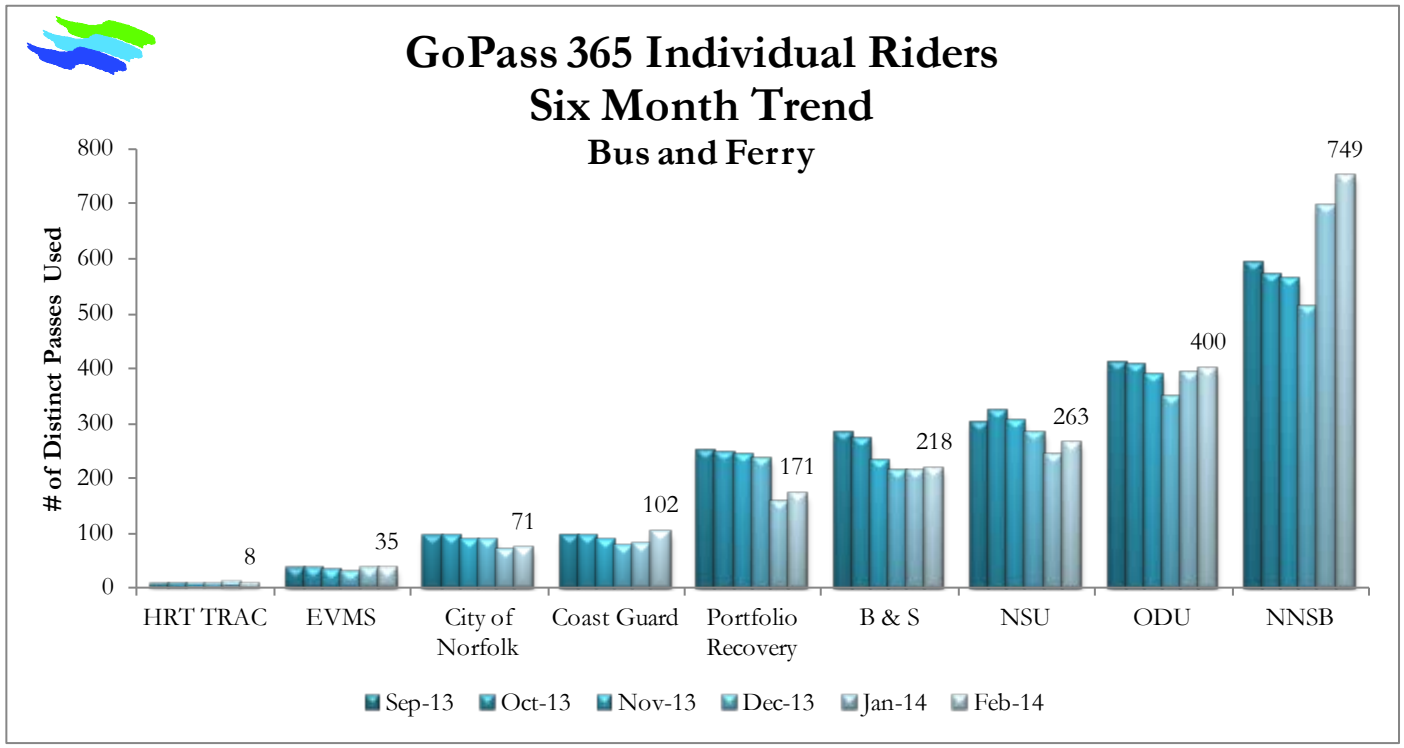
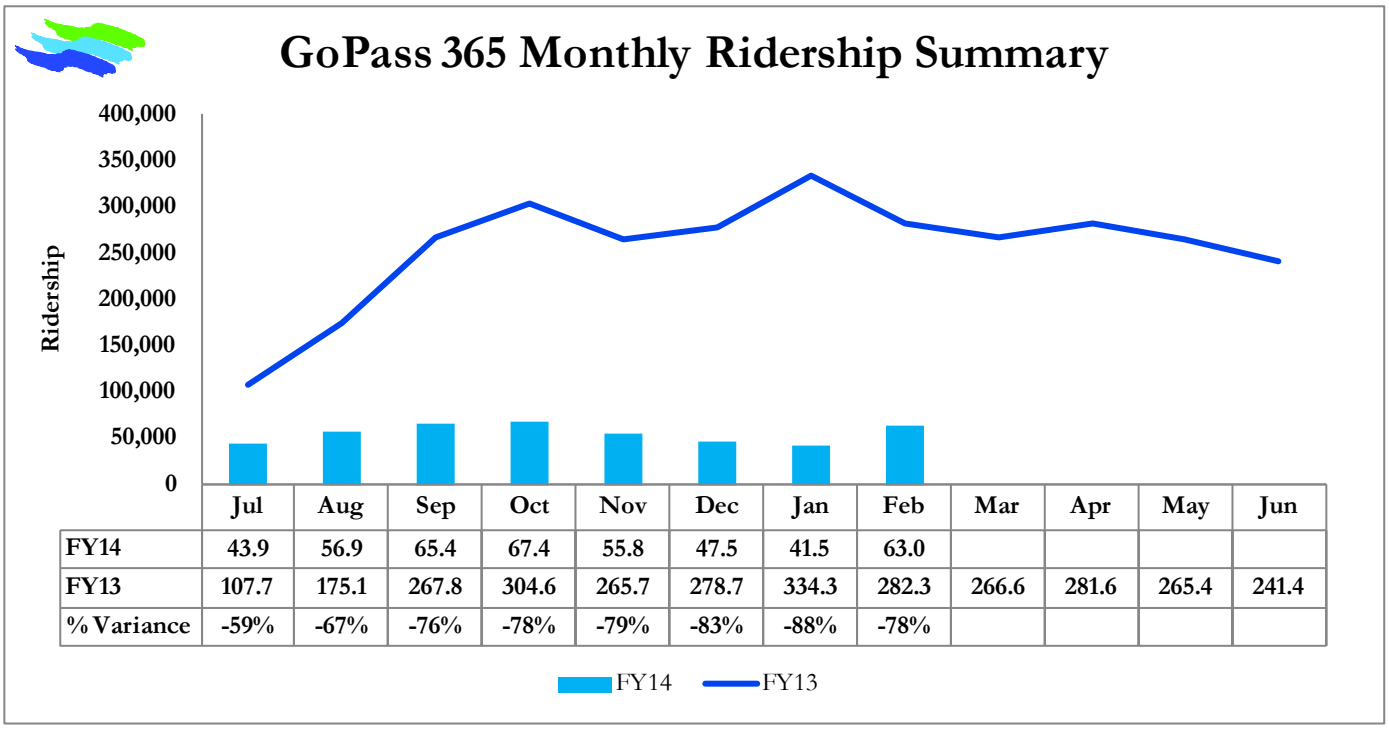


Figure 25 GoPass 365 Individuals

In Figure 26 below, you can see the overall total usage of the program, month by month. As expected and described above, the actual ridership for the GoPass 365 program has dropped significantly, with a 78% decrease

from February 2013. However, as seen in Figure 27 below, the average fare is currently $1.69 per ride (calculated with amortized revenue).



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY14	43.9	56.9	65.4	67.4	55.8	47.5	41.5	63.0				
FY13	107.7	175.1	267.8	304.6	265.7	278.7	334.3	282.3	266.6	281.6	265.4	241.4
% Variance	-59%	-67%	-76%	-78%	-79%	-83%	-88%	-78%				

Figure 26 GoPass 365 Ridership Summary Chart

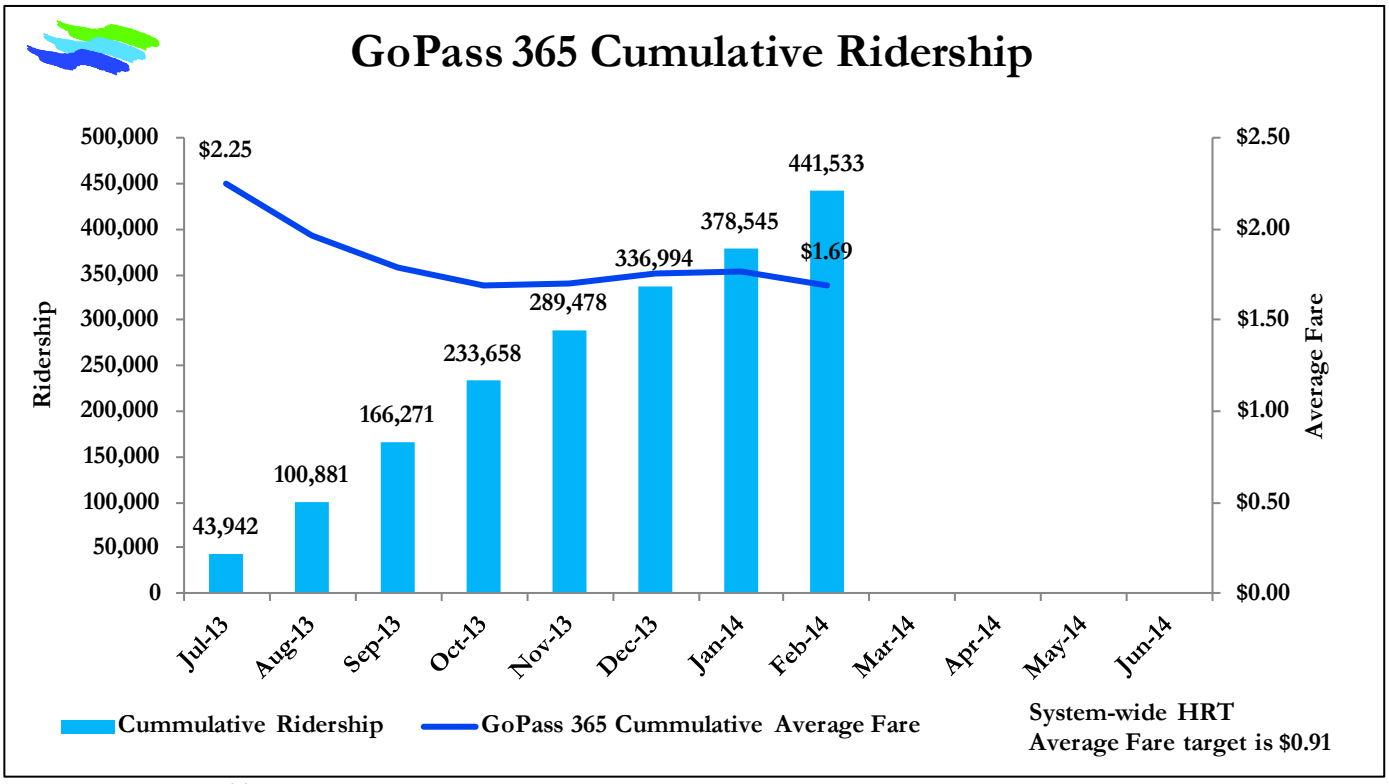


Figure 27 GoPass 365 Total Ridership