

FY2017 SRTA Ridership Report

Prepared for:

Southeastern Regional Transit Authority

Southeastern Regional Planning and Economic Development District

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Introduction

Presented here are the results of an in-depth analysis of ridership trends for the Southeastern Regional Transit Authority (SRTA) fixed route service. The analysis evaluates ridership data for the SRTA Fiscal Year 2017 which began July 1, 2016 and concluded June 30, 2017.

Ridership data was collected by SRPEDD on July 11, 2017 and was extracted using the Sheidt & Bachmann terminal in the SRTA Administrative office. SRPEDD utilized data provided the following reports for this analysis: Route Ridership by Garage and Product Type Report, Route Ridership by Garage and Time of Day Report, and Route Ridership by Week Day Report.

Values for revenue miles and revenue hours were calculated using scheduled mileage, scheduled trip counts, and scheduled times. Scheduled values are used because detailed monthly operational data for actual revenue miles and actual revenue hours are available only in the aggregate of all routes. Due to the fact that the detailed operational data required for this analysis is not available by route, the values contained herein may vary from the aggregated operations data reported by SRTA. This report is prepared as an aide for service planning and is not prepared as or intended to be an audit of SRTA operations and therefore should not be considered official operational data.

Key Terms Used in this Report:

Ridership is the number of trips recorded on SRTA fixed route vehicles.

Revenue Miles is the distance traveled by a fixed route vehicle in service with the ability to collect revenue.

Revenue Hours is the number of hours a fixed route vehicle is in service with the ability to collect revenue.

Passengers per Revenue Mile (PPRM) is the calculation of the number of passengers traveling on a fixed route vehicle per revenue mile.

Passengers per Revenue Hour (PPRH) is the calculation of the number of passengers traveling on a fixed route vehicle per revenue hour.

Lower Quartile - Data point is less than 25% of entire dataset.

Second Quartile - Data point is less than 50% of the entire dataset but greater than 25% of the entire dataset.

Third Quartile - Data point is less than 75% of the entire but greater than 50% of the entire dataset.

Upper Quartile - Data point is greater than 75% of the entire dataset.

Key Findings

Systemwide Ridership Trends

The SRTA system experienced a decrease in ridership when compared with fiscal year 2016. In FY17, SRTA recorded a total of 2,668,635 unlinked passenger trips; this is a 2.26% decrease from FY16. The totals for each route are shown below in Figure 1. Nine of the twenty-two routes experienced an increase in ridership, whereas thirteen routes experienced a decrease in ridership. The route with the largest increase was the Fall River Route 2, the route with the largest decrease was the New Bedford Route 10. The change for each route is shown below in Figure 2.

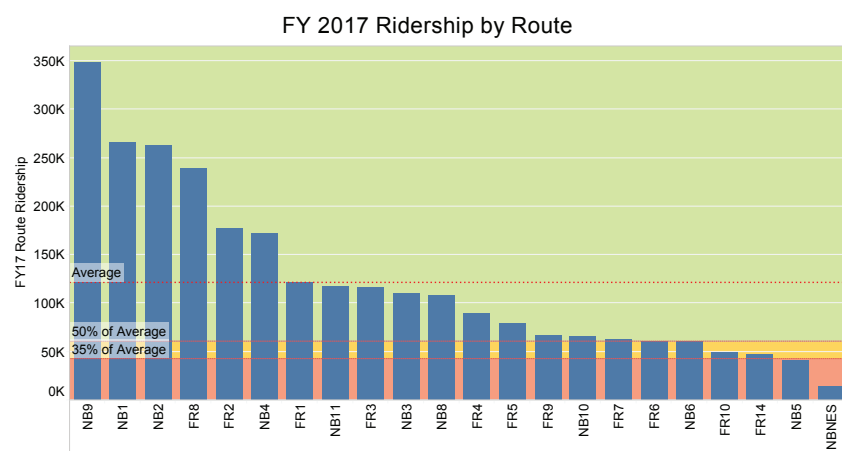


Figure 1: Ridership by Route

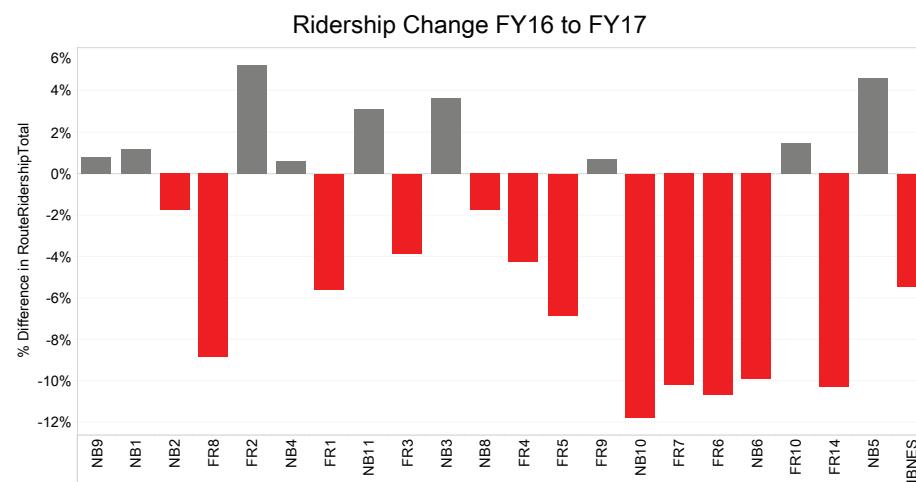


Figure 2: Ridership Change FY16 to FY17 by Route

Service by month experienced slight, but minimal variation month to month. The month with the highest ridership was September 2016 with 247,529 unlinked passenger trips, the month with fewest was July 2016 with 186,998. The monthly average was 222,386 unlinked passenger trips. The totals for each month are shown in Figure 3, the change from the same month in FY2016 are shown in Figure 4.

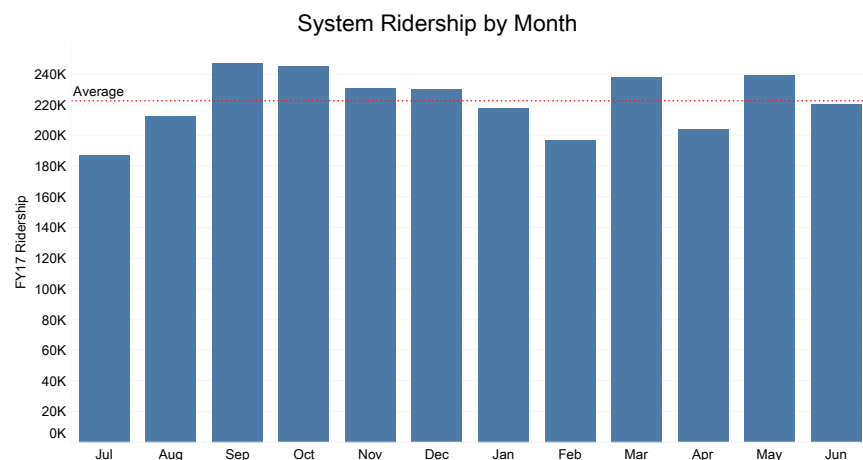


Figure 3: Ridership by Month

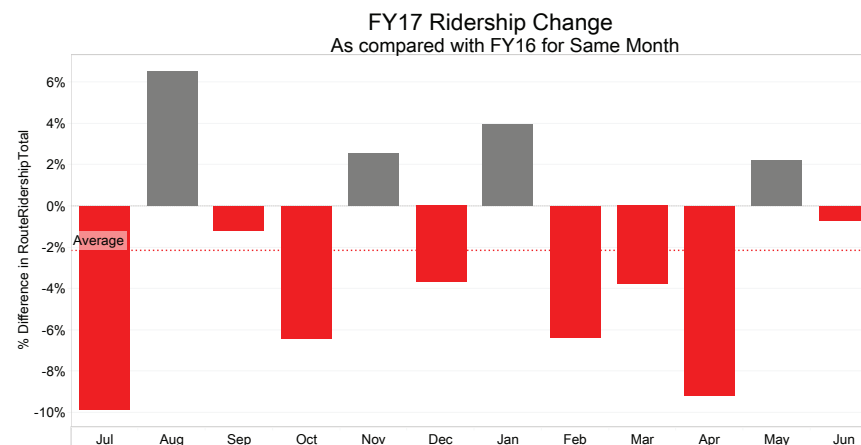


Figure 4: Ridership Change from FY16 to FY17 by Month

Ridership by hour revealed interesting trends between New Bedford and Fall River systems: Fall River experienced distinct peak hour use during the 7 AM service hour and again during 2 PM service hour, likely due to use by students; New Bedford however experienced a singular peak hour during the 2 PM service hour, with service steadily increasing up to 2 PM and decreasing after 2 PM. The totals are shown in Figure 5.

Night service (routes operating after 6 PM) carried an average of 2,864 passengers per month, compared with regular service (5 AM to 6 PM), which carried an average of 16,263 passengers per month. The service experienced a 6% decrease in ridership as compared with FY16. The changes by hour are shown in Figure 6.

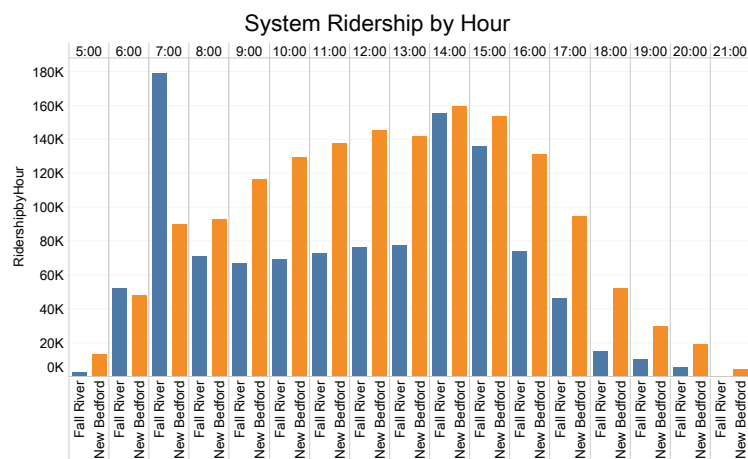


Figure 5: Ridership by Hour

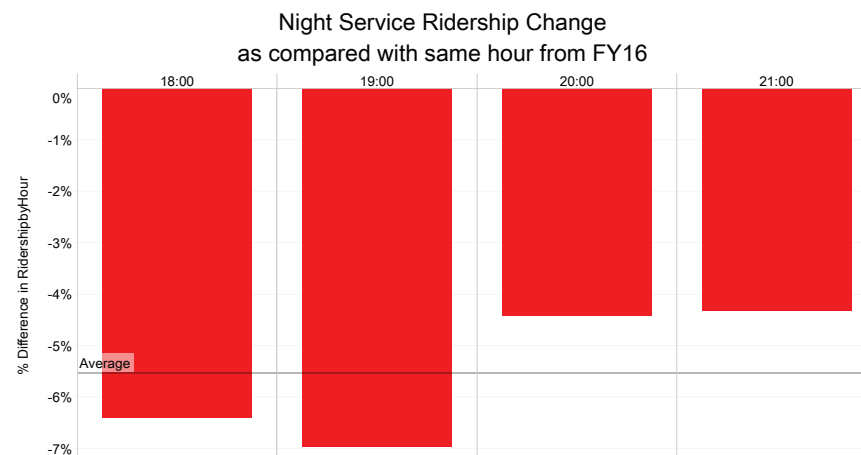


Figure 6: Night Service Change from FY16

Route Productivity

Passengers per Revenue Hour (PPRH)

Despite the systemwide ridership decrease, route productivity as measured by passengers per revenue hour increased to 6% 22.73 from 21.37 in FY16. This can be attributed to fewer revenue hours recorded for FY17; FY16 had 122,952 hours where as FY17 had 114,026. Sixteen routes experienced an increase in passengers per revenue hour; the greatest increase was the New Bedford Route 8 with an increase of 31%, the route with the largest decrease was the Fall River Route 6 with an 11% decrease. The yearly average PPRH per route is shown in Figure 7.

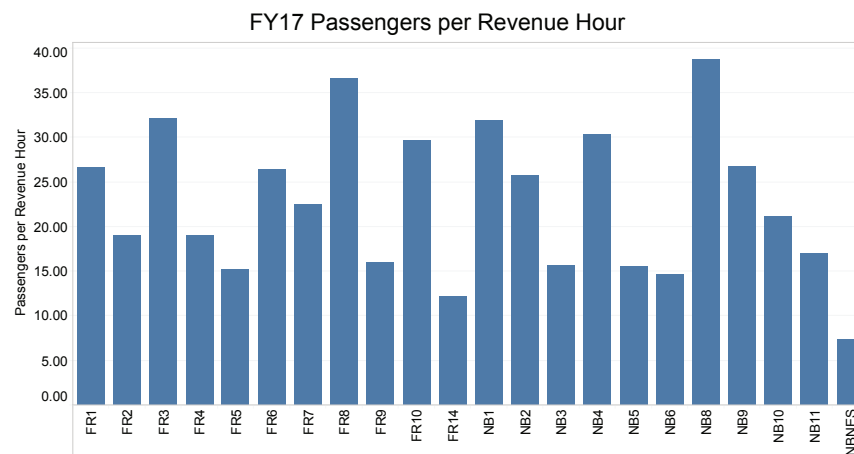


Figure 7: Passengers per Revenue Hour

Passengers per Revenue Mile (PPRM)

Route productivity as measured by passengers per revenue mile experienced a 4% decrease in FY17 to 1.80 from 1.85 in FY16. Eight routes experienced an increase in PPRM, the Fall River Route 2 with the highest increase at 6%; whereas 14 routes experienced a decrease, the New Bedford Route 10 with the highest decrease at 11%. The yearly average PPRM per route is shown in Figure 8.

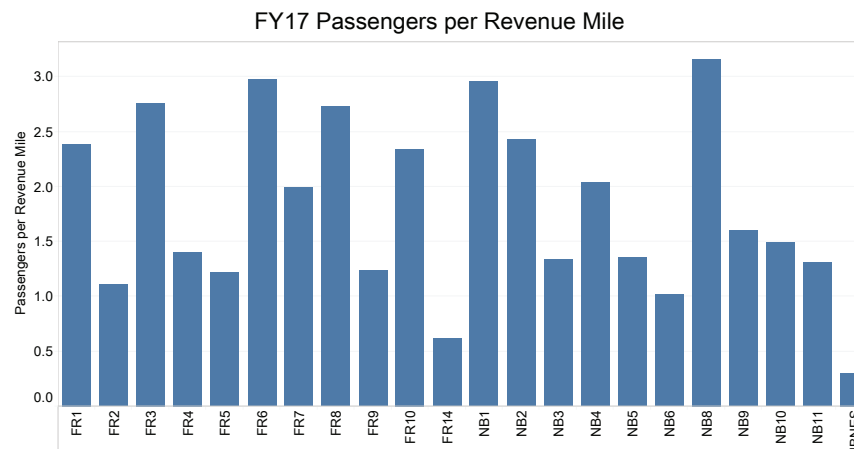


Figure 8: Ridership Revenue Mile

Fare Media Use

Cash remains the most popular form of payment for passengers, comprising 36% of all fare payments (24% paid full fare, 11% paid half fare, and 1% student fare). The use of cash did see change from FY16: full fare and half fare cash payments were down from FY16 (6% for full fare and 2% for half fare), however the use of student fare cash payments was up 23% over FY16.

Several multi-ride passes experienced an increase, the largest gains coming from the 7 Day Pass which experienced a 30% increase in use. Additionally, the 31 Day Pass increase in use of 11% over FY16. Interestingly, the 31 Day Student Pass experienced a 33% decrease in use for FY17. This decrease, coupled with the increase in student cash fares indicates a significant shift in fare payment trends and should be explored in greater detail to better understand the factors causing the shift. Use of the 31 Day Student Pass should be encouraged to reduce boarding delays caused by cash fares. The change per fare media is shown in Figure 9, the total fare media use is shown in Figure 10.

Also interesting is the increase in the use of Overpayment tickets (12% increase over FY16), and the decrease in the use of Stored Value (4% over FY16). Overpayment tickets are issued for any amount of cash inserted in the farebox over \$2.00;

the paper ticket is issued by the farebox and can be used as stored value until fully expended. The Stored Value card (Charlie Card) also provides similar features: the customer stores cash value on the card and uses the cash value to pay for a trip. The Stored Value Card is a contactless payment, which speeds the boarding process, is more durable than a paper ticket and is less likely to be corrupted due to damage, can be purchase in the terminals, and provides a \$0.10 discount per trip when used. The Overpayment Ticket however, is issued at the farebox, which can slow boarding times, and requires the customer pay the full \$1.50 fare.

FY17 Fare Media Use Change
as compared with FY16

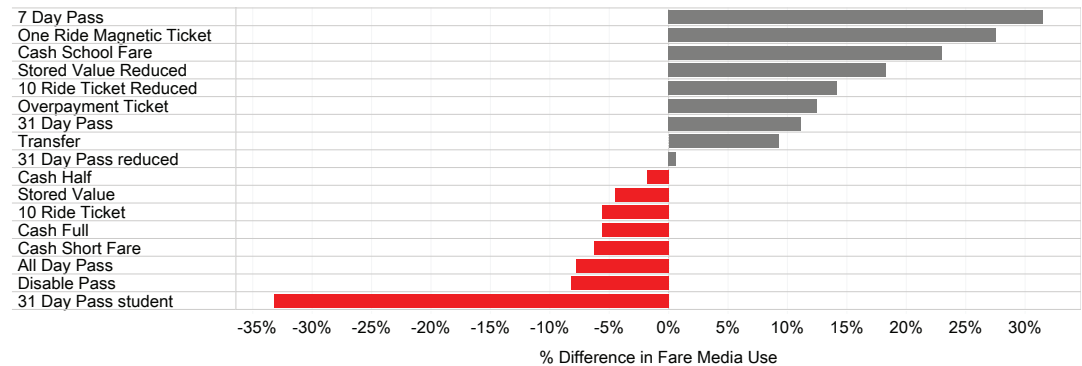


Figure 9: Change in Fare Media Use

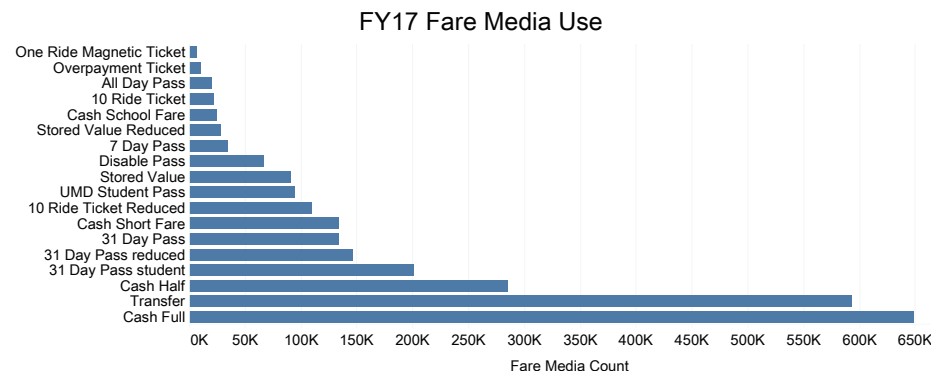


Figure 10: Fare Media Use

UMass Student Pass

Beginning in September 2016, students at the University of Massachusetts Dartmouth (UMD) Campus were able to use their student identification cards to board any fixed route bus. In turn, UMD paid for the cost of the trip at the discounted student rate of \$0.75. FY17 was a pilot year from the program, and as such there is no year to year comparison. UMD Student Pass use was highest on the Intercity Route, which was expected considering it is the only route serving the campus, however the distribution across the entire SRTA system is interesting. With the Intercity Route excluded, the NB1, NB2, NB3, and NB4 were the most traveled routes comprising 43% of UMD pass use.

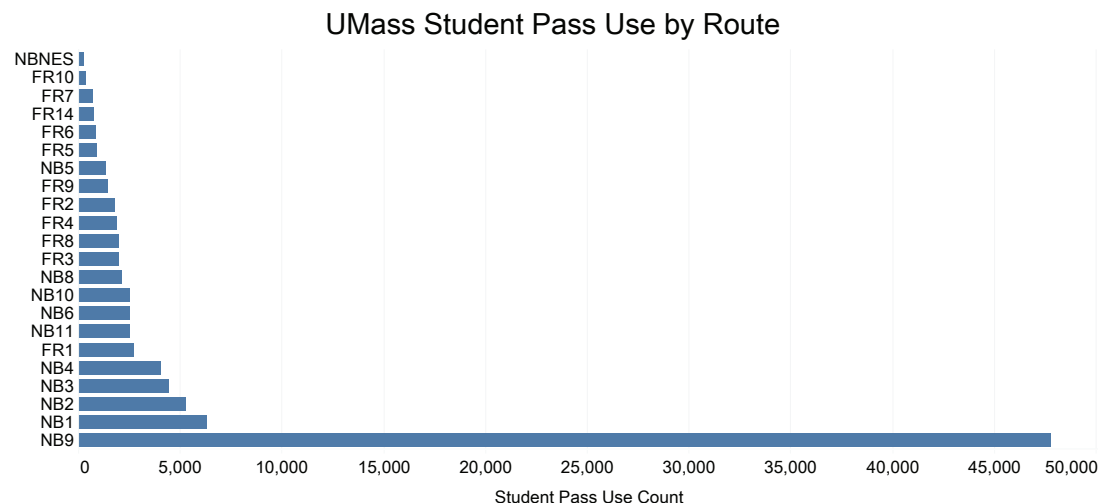


Figure 11: UMass Pass Use

System Analysis

Fall River

Ridership on the Fall River routes decreased from 1,160,926 in FY2016 to 1,106,280 in FY2017; this represents a 4.7% decrease in total ridership. Despite the decrease, three routes experienced an increase in ridership: FR2 (5%), FR10 (1.5%), and FR9 (0.7%). The Fall River System experienced a distinct pattern of peak hour with a peaks occurring during the 7 AM hour and between 2 PM and 4 PM. These peaks are consistent with school hours and are likely due to the high volume of school students riding to Durfee High School. Analysis of ridership by month also bears consistency with the school year; July and August were the lowest ridership months, followed by February, April, and June, all months in which the Fall River School District has periods where students are not in class.

Payment trends shifted in Fall River during FY2017, most notably with the 31 Day Student Pass which experienced a 31% decrease in use; the Student Cash fare experienced a 17% increase and the Reduced 10 Ride Ticket use increased 24%. This shift implies that fewer students are using the multi-ride pass and are electing to pay for their fare with cash. This trend is of interest because the School District of Fall River regularly purchases 31 Day Student passes and Reduced 10 Ride Tickets.

New Bedford

Ridership on the New Bedford Routes decreased from 1,569,342 in FY2016 to 1,562,355 in FY2017; this represents a 0.5% decrease in total ridership. Several routes experienced significant decreases in ridership: the New Bedford Route 10 decrease 12% from FY2016 and the New Bedford Route 6 decreased 10% from FY2016; several routes experienced modest gains.

Payment trends also shifted in New Bedford during FY2017. Use of the Student Cash fare increased 25% over FY2016, however the Reduced 10 Ride Ticket experienced a 14% decrease in use. The Reduced Stored Value use increased 16%, however the full fare stored value decreased 10% from FY2016. Cash remains the most popular form of payment, comprising 29% of all fares; transfers also remained popular and comprised 19% of fares.

Individual Route Analysis

Fall River Route 1 - South Main Street

The Fall River Route 1 carried a total of 121,233 passengers which represents a 5.6% decrease from FY2016 and places it in the third quartile for ridership. The route experienced a 14% increase in PPRH which places it in the upper quartile, however PPRM decreased 4.8%, placing it in the third quartile. Fare media use was consistent with systemwide trends and is found in the third quartile for most fare media with exception of transfers which were in the upper quartile.

Fall River Route 2 - North Main Street

The Fall River Route 2 carried 176,563 passengers which represents a 5.23% increase from FY2016 and places it in the top quartile for ridership growth. The route experienced a 19% increase in PPRH and a 6% increase in PPRM which places it in the top quartile for route productivity growth. Fare media use was also in the upper quartile for each category.

Fall River Route 3 - Laurel Street

The Fall River Route 3 carried a total of 115,872 passengers which represents 3.9% change from FY16 and places it in the second quartile for ridership. Route productivity was mixed, with PPRH increasing 19% and placing it in the upper quartile, however PPRM decreased 3%, placing it in the second quartile. Fare media use was consistent across all categories and the route was in the third quartile for all categories.

Fall River Route 4 - Robeson Street

The Fall River Route 4 carried a total of 89,224 passengers which represents a 4.3% decrease in ridership and places it in the second quartile for ridership. Route productivity decreased for both PPRH (1.5%) and PPRM (4%) and was in the second quartile for both. Fare media use on the Route 4 was consistent across most categories and was in the third quartile, however 10 Trip Reduced and 31 Day Student pass use was higher than most routes and was in the upper quartile for both fare types.

Fall River Route 5 - Stafford Road

The Fall River Route 5 carried a total of 78,797 passengers which represents a 6.9% decrease in ridership and places it in the second quartile for ridership. Route productivity varied with PPRH increasing 2% and placing the route in the second quartile and PPRM decreasing 6% and placing it in the lower quartile. Fare media use was fairly consistent and generally in the middle quartiles with exception of the 31 Day Student pass which was in the upper quartile.

Fall River Route 6 - Pleasant Street

The Fall River Route 6 carried a total of 60,930 passengers which represents an 11% decrease in ridership, which places it in the lower quartile for ridership. Route productivity decreased with PPRH decreasing 11% and PPRM decreasing 7.4% and placing the route in the lower quartile. Fare media use was consistent and generally in the lower quartile.

Fall River Route 7 - Bay Street

The Fall River Route 7 carried a total of 62,309 passengers which represents a 10% decrease from FY2016 and places it in the lower quartile for ridership. Route productivity varied with PPRH increasing 8% and placing it in the third quartile, however PPRM decreased 6% and placed it in the lower quartile. Fare media use was generally in the lower or second quartile for each category, however 31 Day Student Pass use was higher than most routes and placed it in the third quartile.

Fall River Route 8 - Bristol Community College/Durfee High School

The Fall River Route 8 carried a total of 238,853 passengers which represents an 8.8% decrease from FY2016 and places it in the upper quartile for overall ridership, however in the lower quartile for ridership growth. Route productivity decreased significantly for PPRH (10.3%), placing it in the lower quartile; PPRM decreased by 3.5%, however placed it in the second quartile. Fare media use on the Route 8 varied greatly by fare category, however use of the 10 Ride Reduced, 31 Day Student Pass, and transfers were exceptionally high, placing the route in the upper quartile for all three. This route serves the Durfee High School and carries a high volume of students.

Fall River Route 9 - Bedford Street

The Fall River Route 9 carried 66,428 passenger which represents a 0.7% increase in ridership and places it in the third quartile for ridership growth, but the second quartile for overall ridership. Route productivity increased for PPRH by 1.62% and placed it in the second quartile; PPRM increased 1.4% and placed it in the upper quartile. Fare media use was reasonably consistent and generally in the second quartile, however 10 Trip Reduced fares were in the third quartile.

Fall River Route 10 - Rodman Street

The Fall River Route 10 carried a total of 48,855 passengers which represents a 1.5% increase in ridership and places it in the lower quartile for total ridership but in the upper quartile for ridership growth. Route productivity increase significantly for PPRH (20%) and was in the upper quartile; PPRM increase 2.5% and was also in the upper quartile. Fare media use was generally in the lower quartile, however 10 Trip Reduced fares were in the third quartile.

Fall River Route 14 - Swansea Mall

The Fall River Route 14 carried a total of 47,216 which represents a 10.3% decrease in ridership and places it in the lower quartile. Route productivity decreased for PPRH by 8% and for PPRM by 10% placing it in the lower quartile for both. Fare media use was generally consistent and in the second quartile for most fare types; the 31 Day pass reduced was in the third quartile.

New Bedford Route 1 - Fort Rodman

The New Bedford Route 1 carried 265,542 passengers which represents a 1.2% increase in ridership and places it at in the upper quartile for ridership and ridership growth. Route productivity increased for PPRH by 1.4% placing it in the second quartile and 0.7% for PPRM placing it in the third quartile. Fare media use generally out performed all other routes and was in the upper quartile for all fare categories. Cash remains the most popular form of payment, however transfers were also popular.

New Bedford Route 2 - Lund's Corner

The New Bedford Route 2 carried 263,020 passengers which represents a 1.8% decrease in ridership and is in the upper quartile for ridership and the third quartile for ridership growth. Route productivity decreased in for PPRH by 1.9% placing it in the second quartile; PPRM decreased by 1.4%, placing it in the third quartile. Fare media use outperformed most other routes and was in the upper quartile for most fare categories. The use of cash for fare payment was exceptionally high as compared with other routes.

New Bedford Route 3 - Dartmouth Street

The New Bedford Route 3 carried 109,683 passengers which represents a 3.6% increase in ridership and places it in the third quartile for ridership and the upper quartile for ridership growth. Route productivity for PPRH increased 13% placing it in the third quartile; PPRM increased 4% placing it in the upper quartile. Fare media use was consistent and was in the third quartile for most fare categories. Use of the UMass Pass was high comparative to other routes and was in the upper quartile for use.

New Bedford Route 4 - Ashley Boulevard

The New Bedford Route 4 carried a total of 171,515 passengers which represents a 6% increase from FY2016 and places it in the third quartile for ridership and ridership growth. Route productivity increased substantially for PPRH at 30%, placing it in the upper quartile; PPRM increased slightly at 1% over FY2016, placing it in the third quartile. Fare media was consistently in the upper quartile for each category, however all levels of cash fare were unusually high, with only three other routes with higher amounts of cash used for fare payment.

New Bedford Route 5 - Rivet Street

The New Bedford Route 5 carried a total of 40,396 passengers which represents a 4.6% increase over FY2016 and places it in the lower quartile for ridership however it in the upper quartile for ridership growth. Route productivity increased 14% for PPRH, placing it in the second quartile for growth; PPRM increased more modestly at 0.6%, placing it in the second quartile. Fare media use was consistently low for all fare types and was generally in the bottom quartile. Notably, the Route 4 had the fewest transfer redemption of any line in the fixed route system.

New Bedford Route 6 - Shawmut/Rockdale

The New Bedford Route 6 carried a total of 59,751 passengers, which represents a 10% decrease from FY2016 and places it in the lower quartile for ridership. Route productivity decreased by 5% for PPRH, placing it in the lower quartile; PPRM decreased by 10%, placing it in the lower quartile. Fare media use was consistent across all categories and was in the lower quartile for most.

New Bedford Route 8 - Mount Pleasant Street

The New Bedford Route 8 carried a total of 108,419 passengers, which represents a 2% decrease from FY2016 and places it in the third quartile for ridership. Route productivity was mixed, with PPRH increasing 31% and placing it in the upper quartile, however PPRM decreased by 1% and placed it in the third quartile. Fare media use was fairly consistent across all media types and were generally in the third quartile; student fare media (student cash, 10 Trip reduced, and 31 Day Student pass) were all in the lower quartile which would indicate this route is not typically used by students.

New Bedford Route 9 - Intercity Route

The New Bedford Route 9 (the Intercity Route between New Bedford and Fall River) carried a total of 347,862 passengers, which represents a 1% increase from FY2016; the Intercity Route is the route with the highest ridership. Route productivity decreased for PPRH by 2.7%, placing it in the lower quartile for growth; PPRM decreased 2.3% and was in the third quartile for growth. Fare media use mimicked ridership and was in the upper quartile for all fare categories. The use of cash was extraordinarily high on the Intercity Route, which was not expected considering both trips originate at a terminal with a ticket window and ticket vending machine. Only one other route (Fall River Route 8) had more transfers.

New Bedford Route 10 - Dartmouth Mall

The New Bedford Route 10 carried a total of 65,474 passengers, which represents a 12% decrease in ridership and places it in the second quartile for ridership and the lower quartile for ridership growth. Route productivity decreased 0.4% for PPRH; PPRM decreased 11% and was the route with the most significant decrease. Fare media use was consistent and generally in the second quartile for each category. UMass student pass use was the exception for fare media use, and was in the upper quartile for the category.

New Bedford Route 11 - Fairhaven

The New Bedford Route 11 carried a total of 116,861 passengers, which represents a 3% increase in ridership and places it in the third quartile for ridership and the upper quartile for ridership growth. Route productivity increased in PPRH by 3.6% and placing it in the second quartile; PPRM increased 3.5% and placed it in the upper quartile for growth. Fare media use varied slightly by category, but remained in the middle quartiles for most categories. The 31 Day Reduced pass and the Disable Pass were in the upper quartile for each category and may be due to passengers traveling to the Southcoast Medical Center on Mill Road in Fairhaven.

New Bedford North End Shuttle

The New Bedford North End Shuttle carried a total of 13,832 passengers, which represents a 5.4% decrease in ridership and places it in the lower quartile for ridership and the second quartile for ridership growth; the North End Shuttle was the route with the lowest overall ridership. Route productivity increased by 7.5%, placing it in the third quartile for growth; PPRM decreased by 5.1% placing it in the second quartile for growth. Fare media use was consistent across all categories and was in the lower quartile for all categories.

Performance Analysis of Service

SRTA has adopted performance standards by which all routes are assessed to identify poor performing routes and target them for service improvements or elimination. The performance standards measure individual route performance against the fiscal year average for all routes. The indicators used to monitor performance are: passengers per revenue hour, passengers per revenue mile and operating cost per passenger.

The criteria for monitoring passengers per revenue hour and passengers per revenue mile are the and and are as follows:

- 50-100% No action required
- 35-50% staff review and report to advisory board every two years with the exception of a 5% change
- <35% route may be eliminated and/or actions will be taken to improve performance

The criteria for monitoring operating cost per passenger are as follows:

- 50-100% No action required
- 135-150% staff review and report to advisory board every two years with the exception of a 5% change
- <150% route may be eliminated and/or actions will be taken to improve performance

Passengers per Revenue Hour

Failing Routes

The New Bedford North End Shuttle was the only route that did not exceed 35% of the systemwide average of 22.73 passengers per revenue hour. The route carried 7.39 passengers per revenue hour.

All other routes exceeded the monitoring standard of 50% of the systemwide average. The full results are shown below in Figure 12.

FY17 Passengers per Revenue Hour

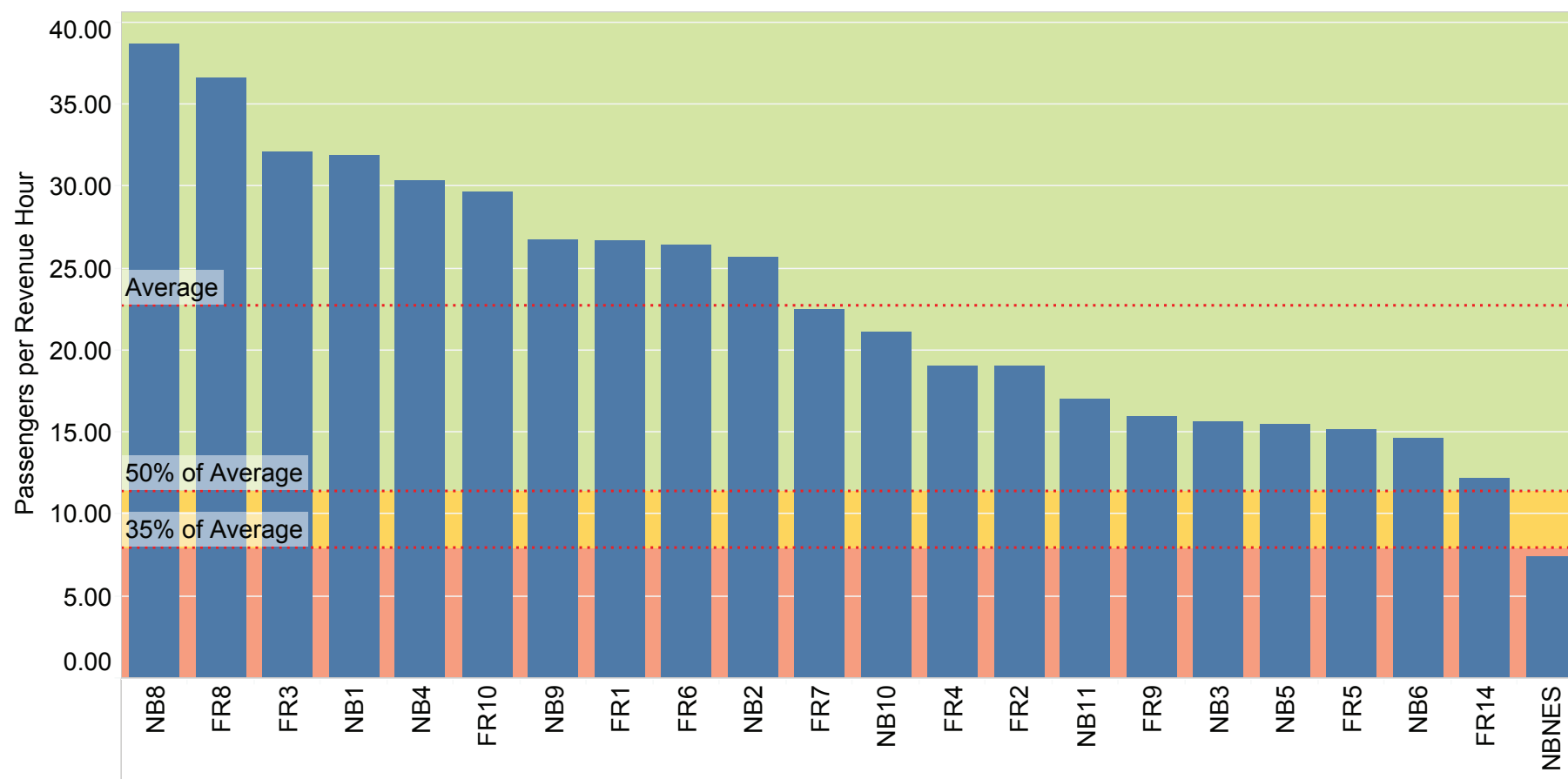


Figure 12: FY17 Passengers per Revenue Hour Performance Monitoring

Passengers per Revenue Mile

Failing Routes

Two routes failed to exceed 35% of the systemwide average of 1.81 for Passengers per Revenue Mile.

- Fall River Route 14
- New Bedford North End Shuttle

All other routes exceeding the monitoring standard of 50% of the systemwide average. The full results are shown below in Figure 13.

FY17 Passengers per Revenue Mile

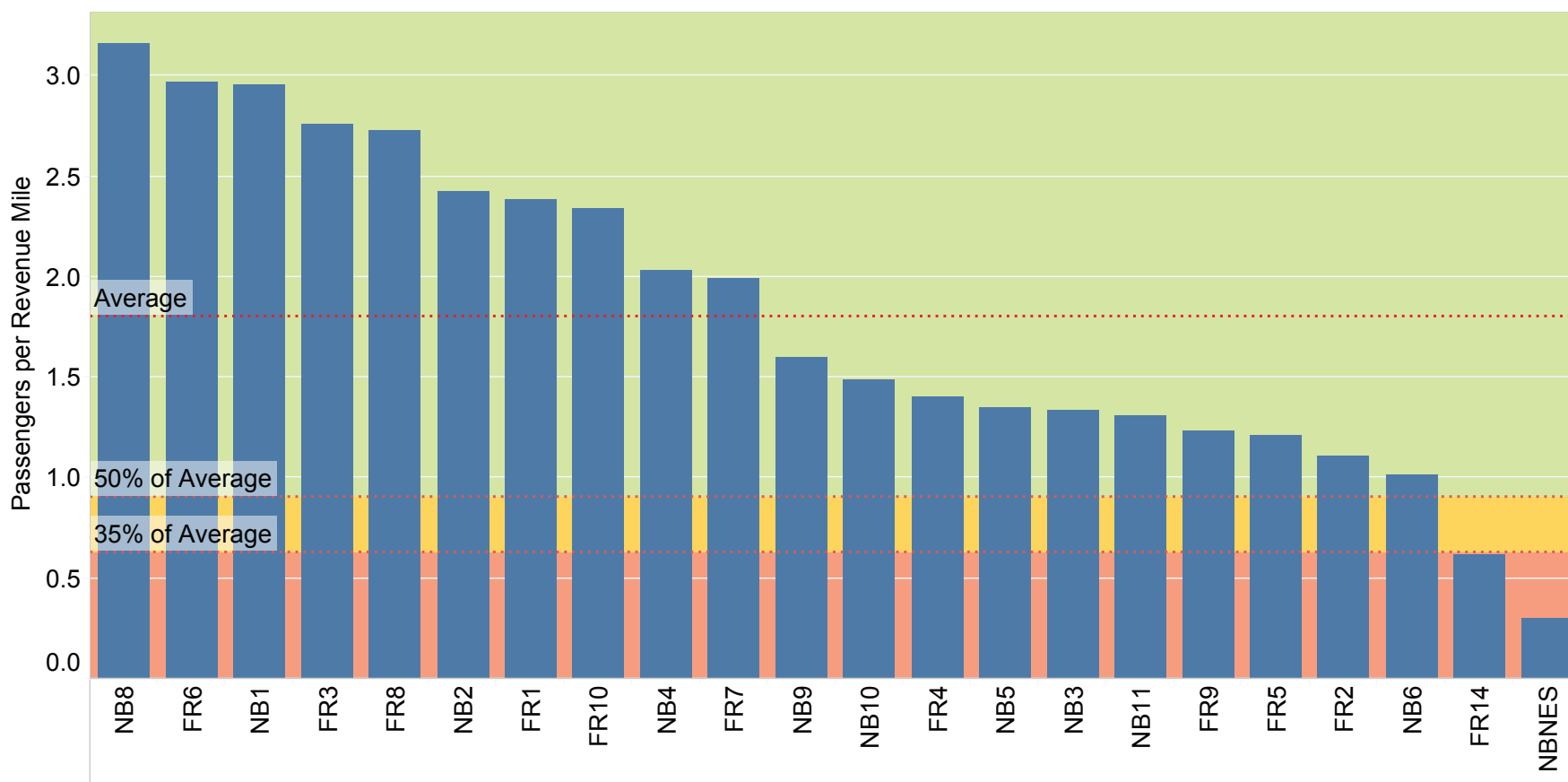


Figure 13: FY17 Passengers per Revenue Mile Performance Monitoring

Recommendations

The biggest change in ridership occurred not on a single route, but with a single payment method. The introduction of the UMass Student Pass was well used and accounted for 5% of all transit fares. It is difficult to know the extent the program increased ridership across the system or for a single route, however 79,000 trips were recorded and should be considered a success. This program should be expanded to include Bristol Community College students, which may bolster ridership.

Cash remains the most prevalent way to pay for transit fares, and was used for 29% of trips. Use of multi-ride passes are growing, despite comprising a smaller portion of fare payment methods. The 7-Day Pass had the highest gains of all multi-ride passes and grew by 20%; the 31 Day Pass also grew by 10%. The multi-use passes comprised 22% of the fare payments. The growth in multi-use passes is promising and should be encouraged. A public outreach campaign to educate riders on the benefits of using multi-ride passes may help bolster growth in the fare category. Growth in this category may also support changes in fare policy to favor pass use over cash by charging a nominal fee for cash transfers.

A total of 297,905 transfers were redeemed and comprised 19% of all fare payments; use of transfers increased by 12% across the entire system. Charging a nominal fee to cash customers for transfers could generate additional revenue; a \$0.50 fee could yield as much as \$148,925 in revenue assuming no shift to multi-use passes or Charlie Card Stored value. Transfer activity was highest on the Fall River Route 8, which is to be expected due to the high volume of student riders and that the route is interlined with several other Fall River Routes to accommodate student ridership needs. The route with the second highest transfer use was the Intercity Route, accounting for 22% of all transfers across the system. A change in fare policy to eliminate free transfers on the Intercity Route could yield as much as \$98,905 in additional revenue, assuming no shift in fare media or decrease in use. These changes could yield as much as \$297,830 in farebox revenue, which could be used to expand night service on select routes, decrease headways for several routes, or expand service coverage. These changes would require a more in-depth analysis, however could bolster the operating budget.

Individual Route Statistics

Performance statistics are shown on pages 17-38 for each route in the SRTA system and are organized by city (Fall River and New Bedford) and are presented in order based on route number. The graphs share a common axis interval to allow for comparison. Values for FY16 are represented in grey and values for FY17 are represented in blue; the red lines indicate systemwide averages and reflect the values for FY17 across the entire SRTA system. The charts Ridership by Day, Ridership by Hour, Fare Media Use, and Fare Media Change are aggregated for the entirety of FY17, all other charts depict values by month.

Reference lines depicting 60% and 80% of the systemwide averages for Ridership, Passengers per Revenue Hour, and Passengers per Revenue Mile are shown to indicate whether the route met the performance monitoring standards. The reference lines are plotted based on the FY17 systemwide average.

Fall River Route 1 - South Main Street

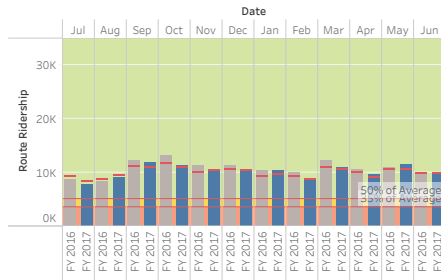
Route Performance Table

Route
FR1

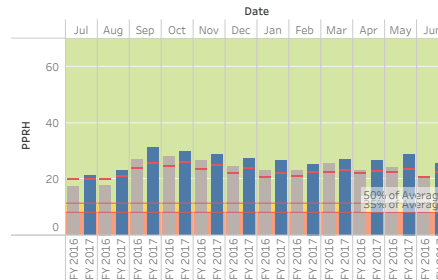
	Date												Total
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
Route Ridership	7,666	8,994	11,839	11,279	10,379	10,286	10,382	8,809	10,825	9,586	11,446	9,742	121,233
PPRH	20.92	23.12	30.96	29.84	28.38	27.14	26.42	25.29	26.90	26.66	28.76	25.49	26.66
PPRM	1.9	2.1	2.8	2.7	2.5	2.4	2.4	2.3	2.4	2.4	2.6	2.3	2.4

■ FY 2016 ■ FY 2017 ■ System Average

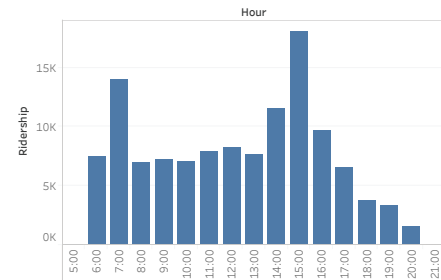
Ridership



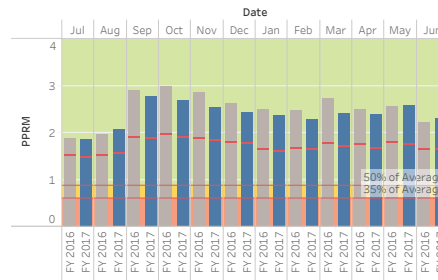
Passengers per Revenue Hour



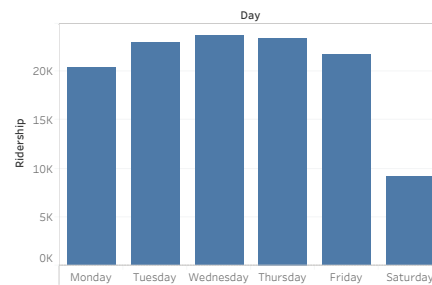
Ridership by Hour



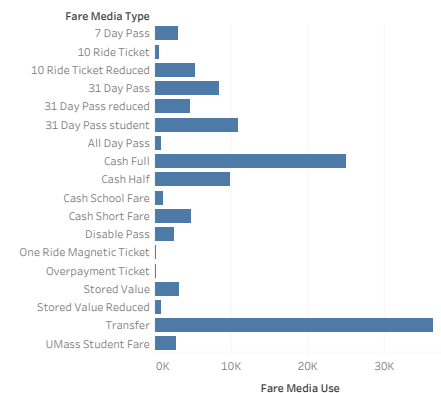
Passengers per Revenue Mile



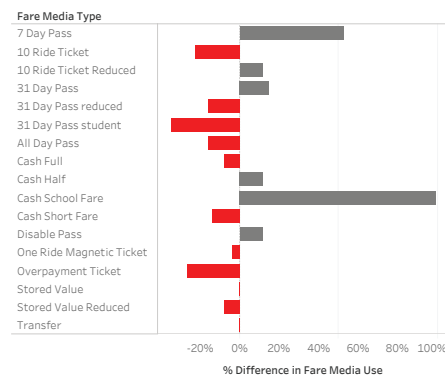
Ridership by Day



Fare Media Use



Fare Media Change



Fall River Route 2 - North Main Street

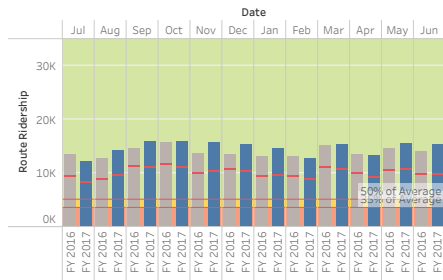
Route Performance Table

Route
FR2

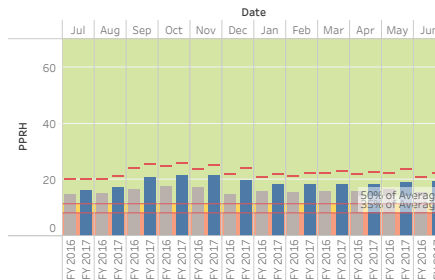
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Route Ridership	12,254	14,213	15,981	16,037	15,830	15,259	14,632	12,735	15,281	13,300	15,572	15,469	176,563
PPRH	16.26	17.05	20.59	21.28	21.33	19.66	18.57	17.99	18.34	18.49	19.21	19.36	19.01
PPRM	1.0	1.0	1.2	1.2	1.2	1.1	1.1	1.0	1.1	1.1	1.1	1.1	1.1

FY 2016 FY 2017 System Average

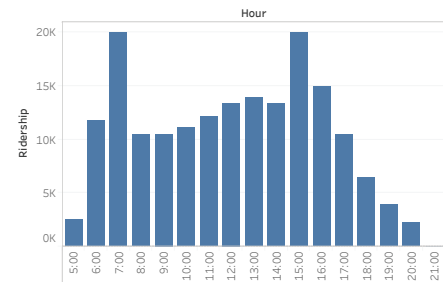
Ridership



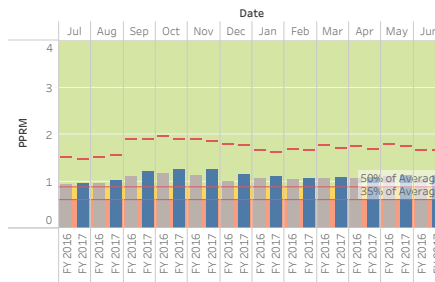
Passengers per Revenue Hour



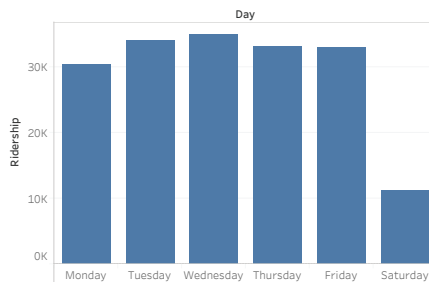
Ridership by Hour



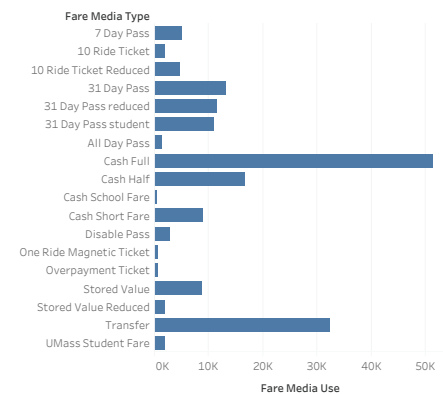
Passengers per Revenue Mile



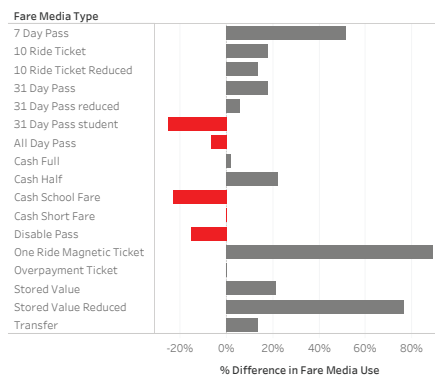
Ridership by Day



Fare Media Use



Fare Media Change



Fall River Route 3 - Laurel Street

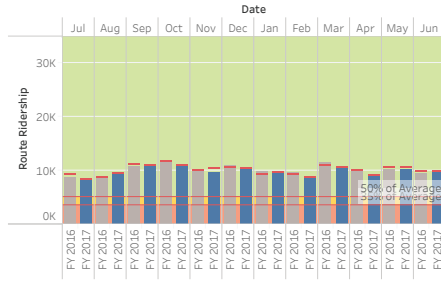
Route Performance Table

Route
FR3

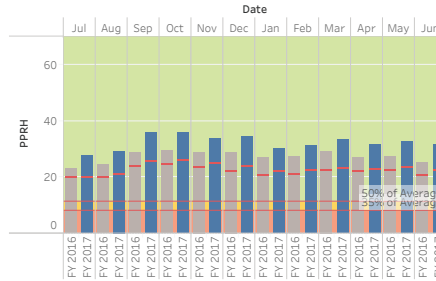
	Date												Total
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
Route Ridership	8,260	9,183	10,675	10,674	9,695	10,320	9,355	8,608	10,478	9,035	10,154	9,435	115,872
PPRH	27.58	29.32	35.52	35.64	33.58	34.34	30.06	31.08	33.45	31.40	32.52	31.29	32.15
PPRM	2.4	2.5	3.0	3.1	2.9	2.9	2.6	2.7	2.8	2.7	2.8	2.7	2.8



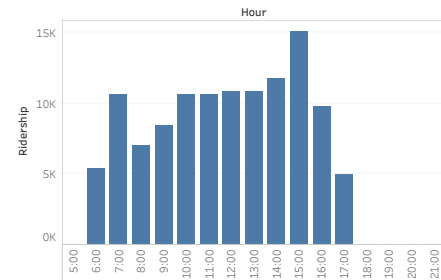
Ridership



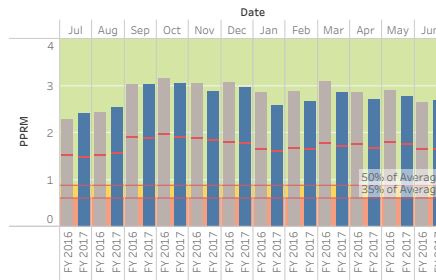
Passengers per Revenue Hour



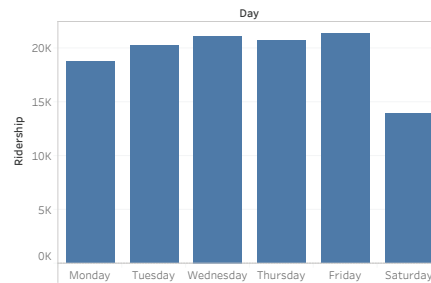
Ridership by Hour



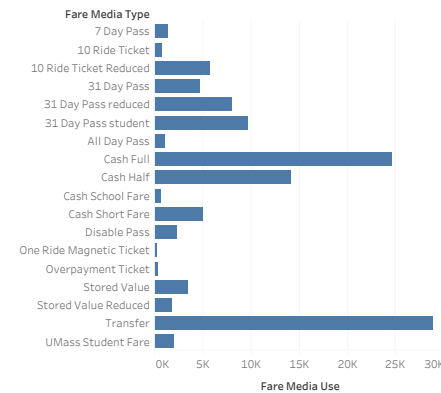
Passengers per Revenue Mile



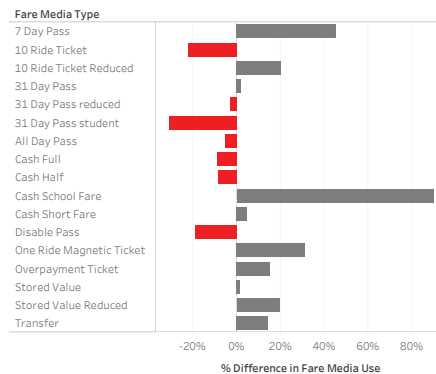
Ridership by Day



Fare Media Use



Fare Media Change



Fall River Route 4 - Robeson Street

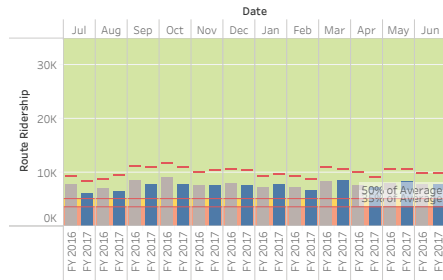
Route Performance Table

Route
FR4

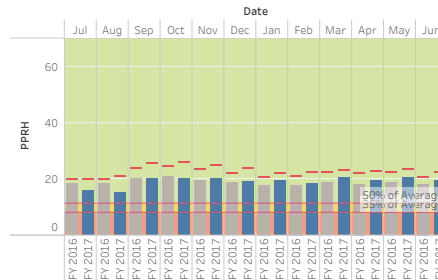
	Date												Total
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
Route Ridership	6,055	6,379	7,836	7,725	7,539	7,490	7,808	6,589	8,533	7,151	8,387	7,732	89,224
PPRH	15.81	15.29	20.00	20.17	20.10	19.12	19.53	18.39	20.45	19.52	20.53	19.31	19.02
PPRM	1.2	1.1	1.5	1.5	1.5	1.4	1.4	1.4	1.5	1.4	1.5	1.4	1.4

FY 2016 FY 2017 System Average

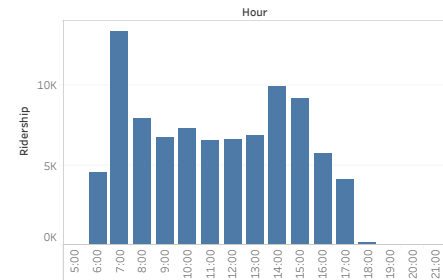
Ridership



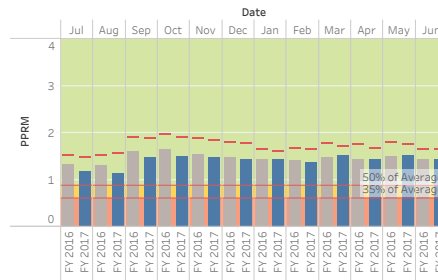
Passengers per Revenue Hour



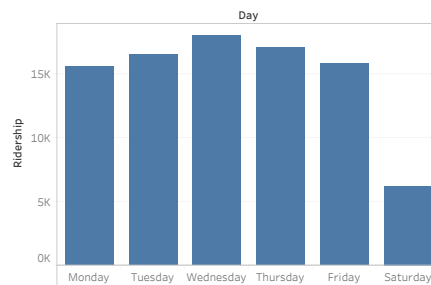
Ridership by Hour



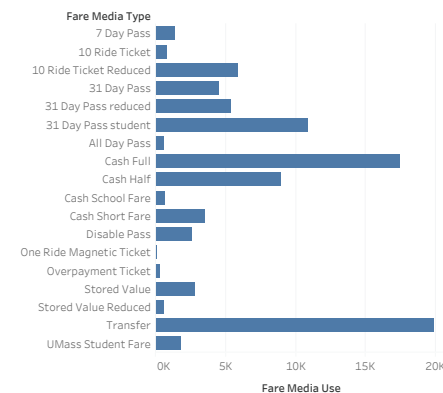
Passengers per Revenue Mile



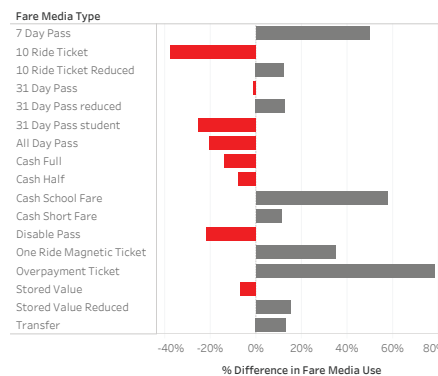
Ridership by Day



Fare Media Use



Fare Media Change



Fall River Route 5 - Stafford Street

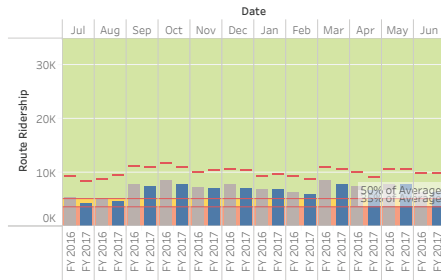
Route Performance Table

Route
FR5

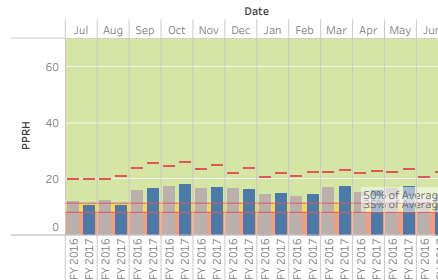
	Date												Total
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
Route Ridership	4,329	4,514	7,247	7,823	7,035	6,959	6,738	5,775	7,886	6,572	7,716	6,203	78,797
PPRH	10.32	10.24	16.64	18.09	16.88	16.12	15.00	14.53	17.30	15.96	17.04	14.32	15.20
PPRM	0.8	0.8	1.3	1.4	1.3	1.3	1.2	1.2	1.4	1.3	1.4	1.1	1.2

■ FY 2016 ■ FY 2017 ■ System Average

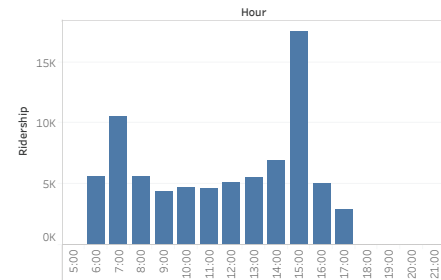
Ridership



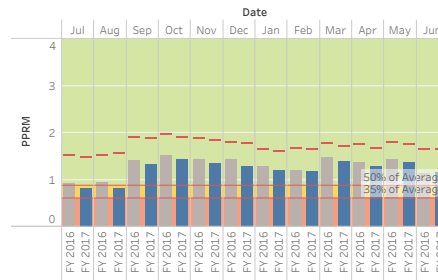
Passengers per Revenue Hour



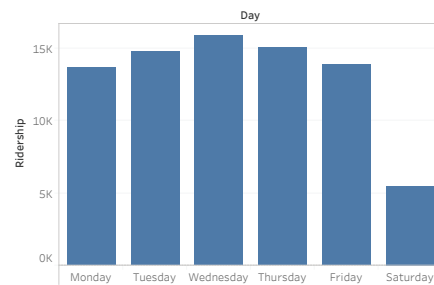
Ridership by Hour



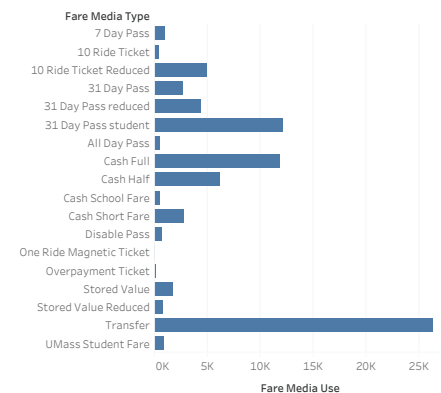
Passengers per Revenue Mile



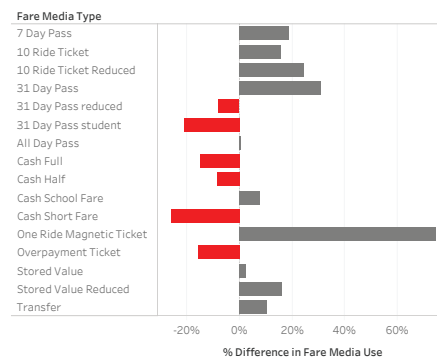
Ridership by Day



Fare Media Use



Fare Media Change



Fall River Route 6 - Pleasant Street

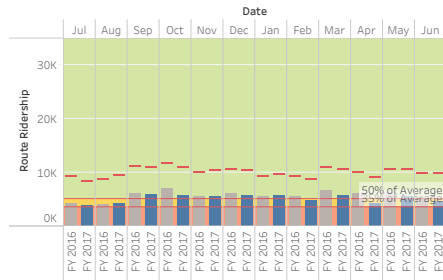
Route Performance Table

Route
FR6

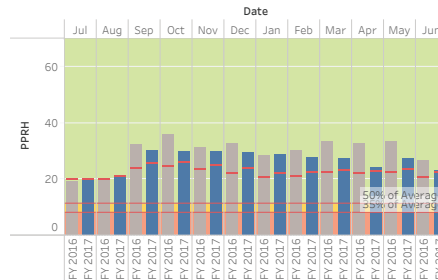
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Route Ridership	3,736	4,294	5,789	5,650	5,489	5,687	5,599	4,841	5,549	4,310	5,470	4,516	60,930
PPRH	19.77	21.06	30.09	29.90	29.78	29.56	28.42	27.46	27.21	23.83	27.29	23.06	26.45
PPRM	2.3	2.5	3.4	3.3	3.3	3.3	3.1	3.1	3.1	2.6	3.0	2.6	3.0

FY 2016 FY 2017 System Average

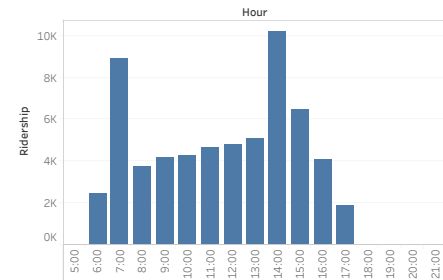
Ridership



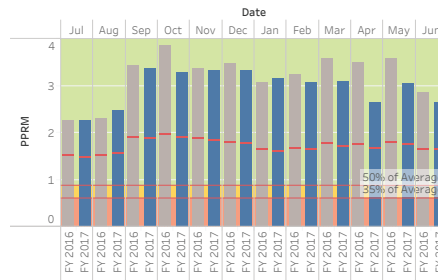
Passengers per Revenue Hour



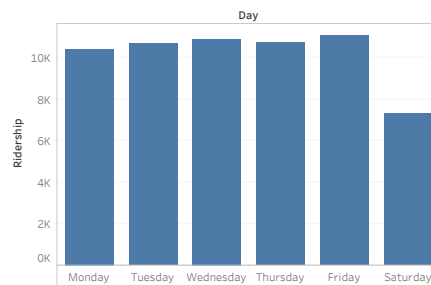
Ridership by Hour



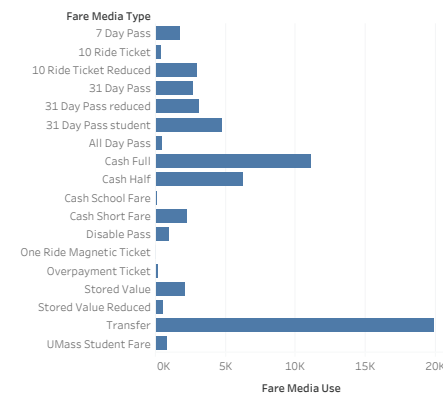
Passengers per Revenue Mile



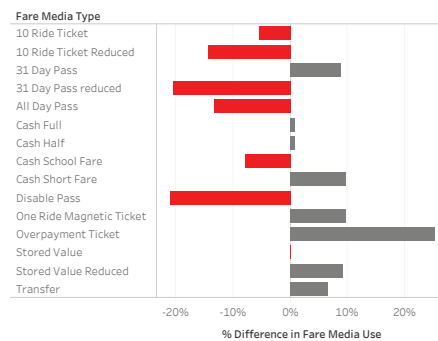
Ridership by Day



Fare Media Use



Fare Media Change



Fall River Route 7 - Bay Street

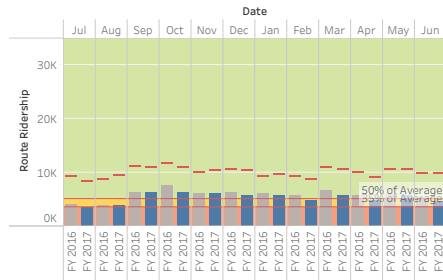
Route Performance Table

Route
FR7

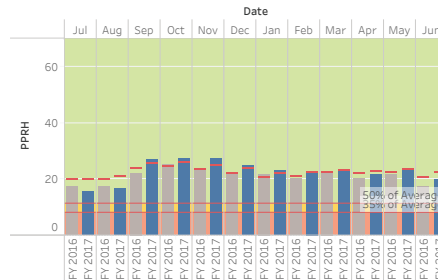
	Date												Total
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
Route Ridership	3,397	3,774	6,310	6,333	6,086	5,650	5,529	4,691	5,583	4,719	5,667	4,570	62,309
PPRH	15.49	16.41	26.94	27.23	27.22	24.54	22.92	22.10	22.77	21.46	23.27	19.82	22.52
PPRM	1.3	1.4	2.4	2.4	2.4	2.2	2.0	2.0	2.0	1.9	2.1	1.7	2.0

■ FY 2016 ■ FY 2017 ■ System Average

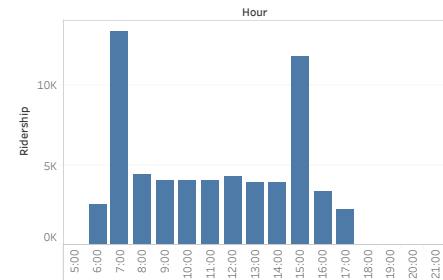
Ridership



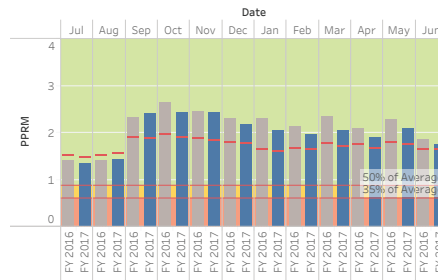
Passengers per Revenue Hour



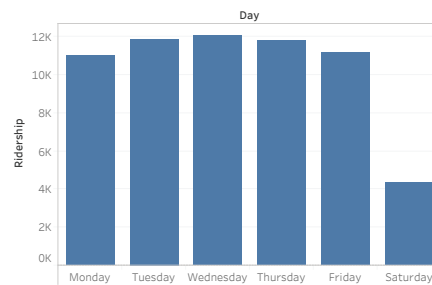
Ridership by Hour



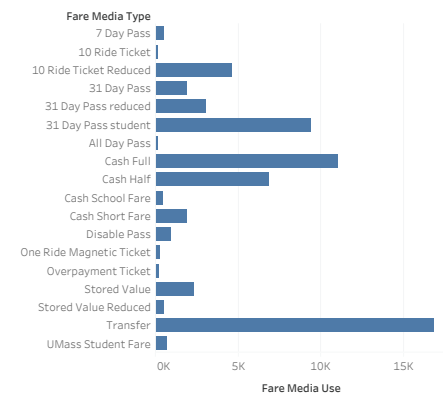
Passengers per Revenue Mile



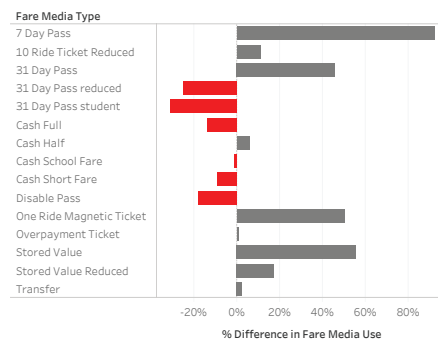
Ridership by Day



Fare Media Use



Fare Media Change



Fall River Route 8 - Bristol Community College/Durfee High School

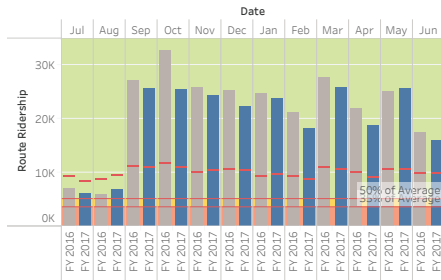
Route Performance Table

Route
FR8

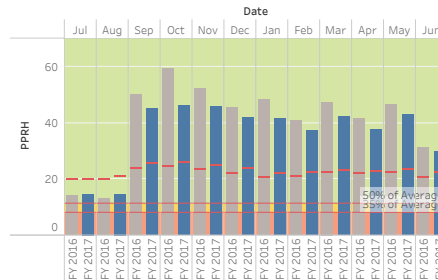
	Date												Total
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
Route Ridership	6,152	6,801	25,682	25,484	24,352	22,266	23,751	18,212	25,900	18,645	25,590	16,018	238,853
PPRH	14.64	14.69	44.89	46.04	45.67	41.84	41.49	37.35	42.03	37.69	42.82	29.81	36.58
PPRM	1.1	1.1	3.3	3.4	3.4	3.1	3.1	2.8	3.1	2.8	3.2	2.2	2.7

FY 2016 FY 2017 System Average

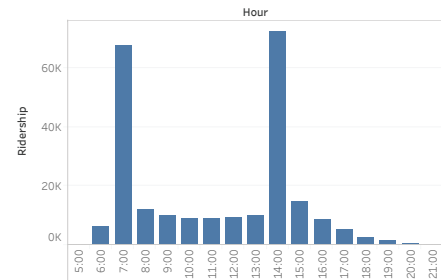
Ridership



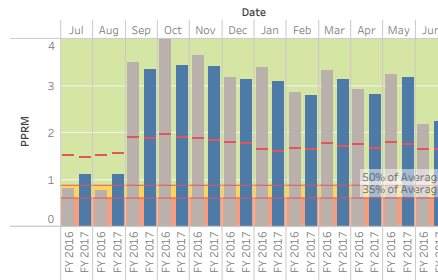
Passengers per Revenue Hour



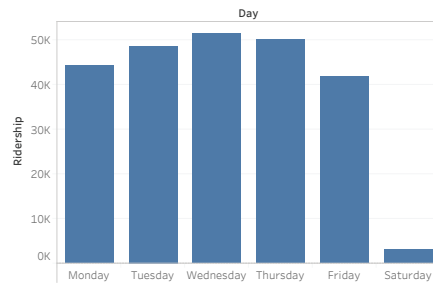
Ridership by Hour



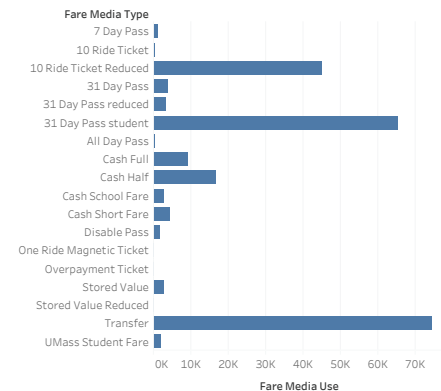
Passengers per Revenue Mile



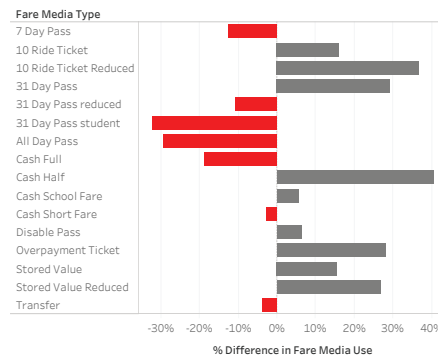
Ridership by Day



Fare Media Use



Fare Media Change



Fall River Route 9 - Bedford Street

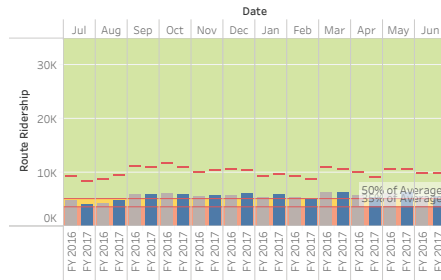
Route Performance Table

Route
FR9

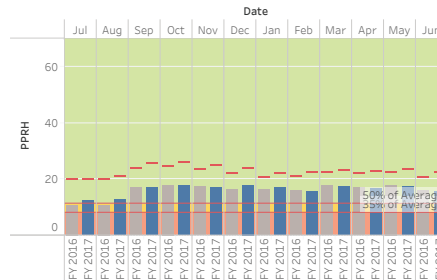
	Date												Total
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
Route Ridership	4,120	4,685	5,810	5,911	5,564	6,123	5,943	4,915	6,348	5,313	6,208	5,488	66,428
PPRH	12.16	12.70	16.77	17.45	16.78	17.68	16.81	15.52	17.21	16.40	17.19	15.50	16.01
PPRM	1.0	1.0	1.3	1.3	1.3	1.4	1.3	1.2	1.3	1.3	1.3	1.2	1.2

■ FY 2016 ■ FY 2017 ■ System Average

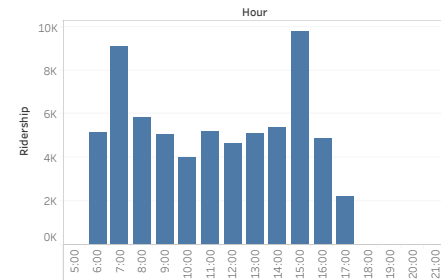
Ridership



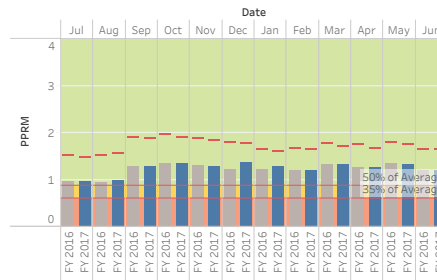
Passengers per Revenue Hour



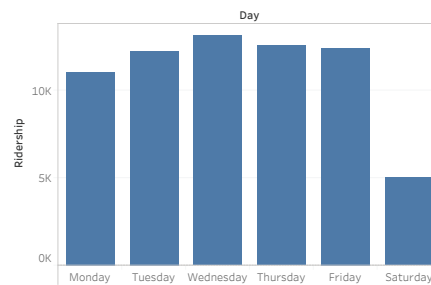
Ridership by Hour



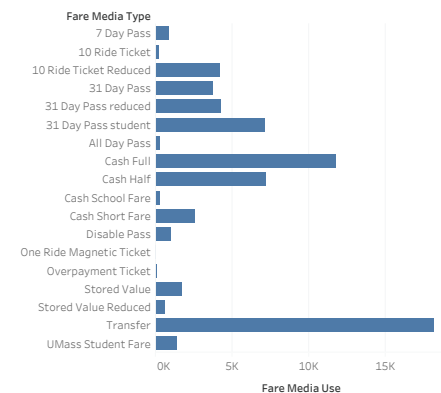
Passengers per Revenue Mile



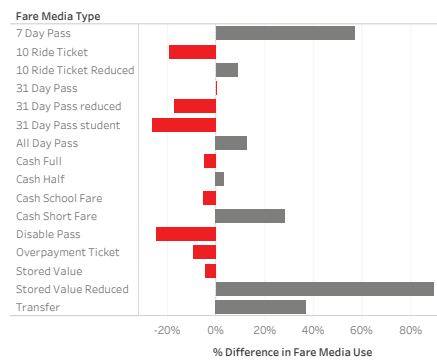
Ridership by Day



Fare Media Use



Fare Media Change



Fall River Route 10 - Rodman Street

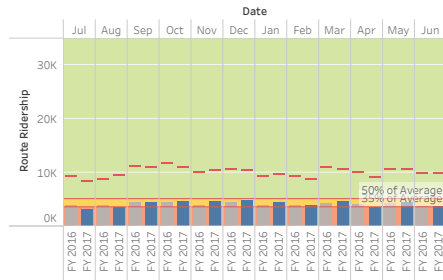
Route Performance Table

Route
FR10

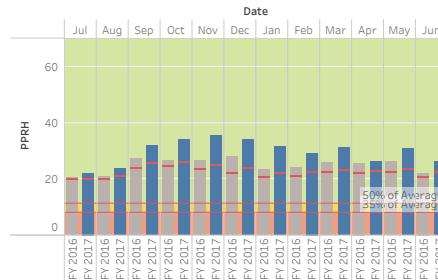
	Date												Total
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
Route Ridership	2,974	3,436	4,385	4,624	4,637	4,673	4,459	3,669	4,529	3,434	4,397	3,638	48,855
PPRH	21.92	23.71	31.90	34.08	35.17	33.99	31.56	29.07	31.26	26.41	30.73	26.12	29.66
PPRM	1.8	1.9	2.5	2.6	2.8	2.7	2.5	2.3	2.5	2.1	2.4	2.1	2.3

FY 2016 FY 2017 System Average

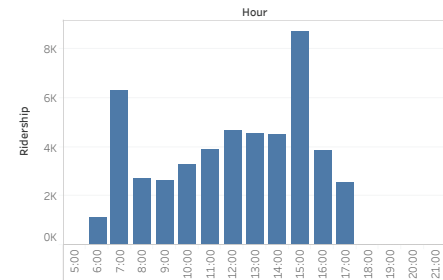
Ridership



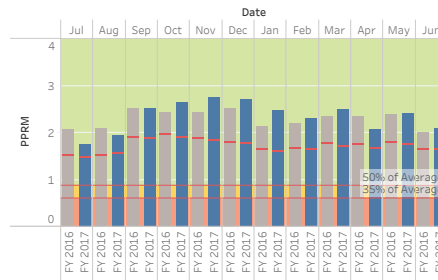
Passengers per Revenue Hour



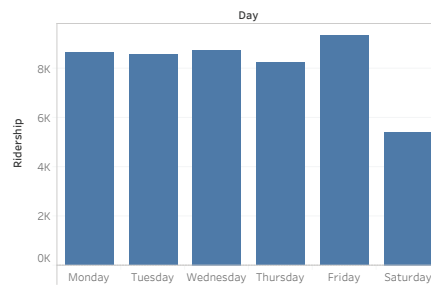
Ridership by Hour



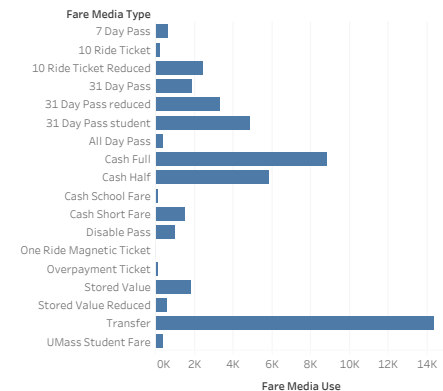
Passengers per Revenue Mile



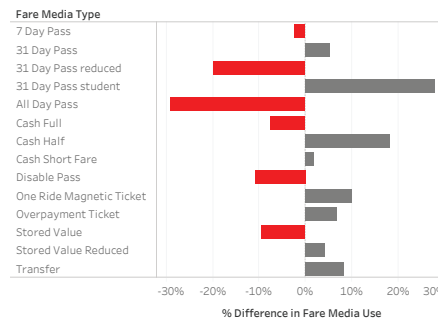
Ridership by Day



Fare Media Use



Fare Media Change



Fall River Route 14 - Swansea Mall

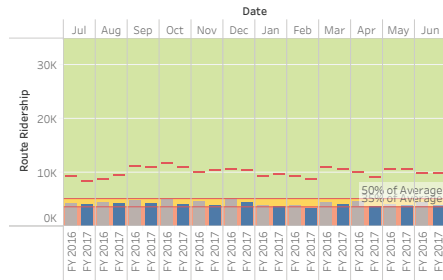
Route Performance Table

Route
FR14

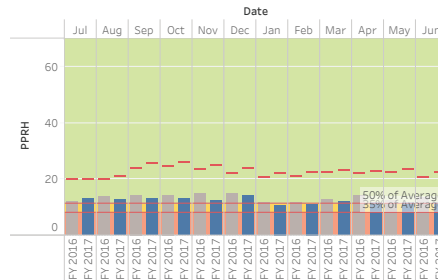
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Route Ridership	4,114	4,271	4,221	4,156	3,805	4,488	3,552	3,262	4,043	3,558	3,954	3,792	47,216
PPRH	12.86	12.60	13.07	12.99	12.27	13.89	10.67	10.98	11.93	11.59	11.77	11.63	12.19
PPRM	0.6	0.6	0.7	0.7	0.6	0.7	0.5	0.6	0.6	0.6	0.6	0.6	0.6

■ FY 2016 ■ FY 2017 ■ System Average

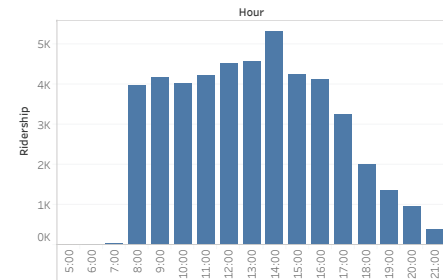
Ridership



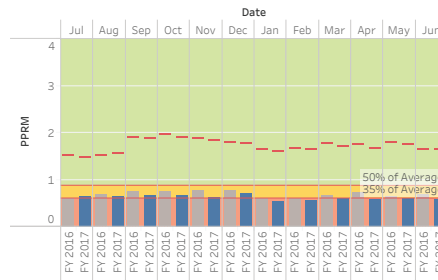
Passengers per Revenue Hour



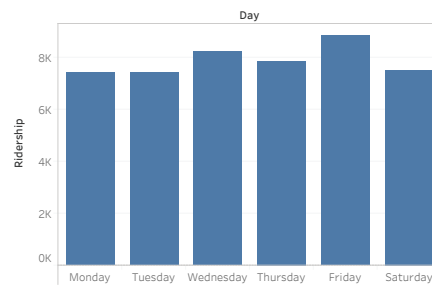
Ridership by Hour



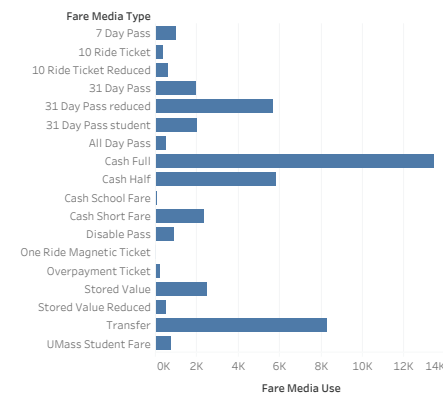
Passengers per Revenue Mile



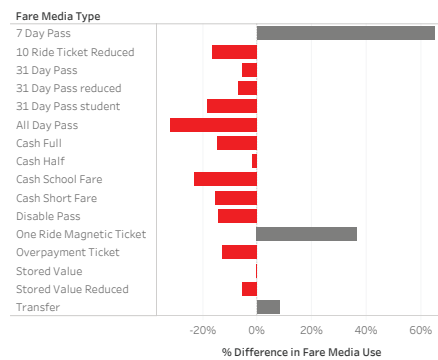
Ridership by Day



Fare Media Use



Fare Media Change



New Bedford Route 1 - Fort Rodman

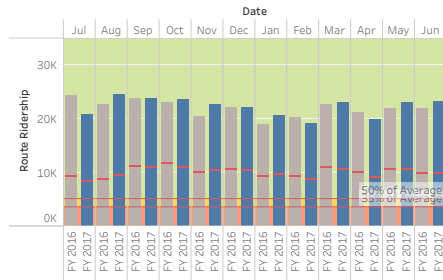
Route Performance Table

Route
NB1

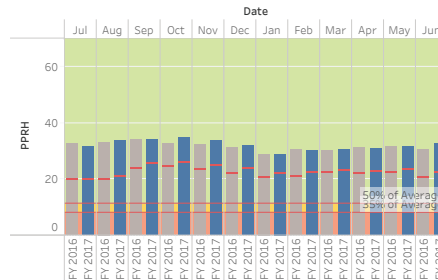
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Route Ridership	20,807	24,463	23,857	23,588	22,533	22,012	20,525	19,044	22,895	19,810	22,951	23,057	265,542
PPRH	31.56	33.68	33.95	34.55	33.66	31.64	28.81	29.99	30.39	30.66	31.29	32.33	31.88
PPRM	2.9	3.1	3.2	3.2	3.1	2.9	2.7	2.8	2.8	2.8	2.9	3.0	3.0

FY 2016 FY 2017 System Average

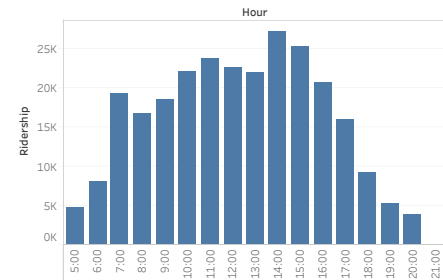
Ridership



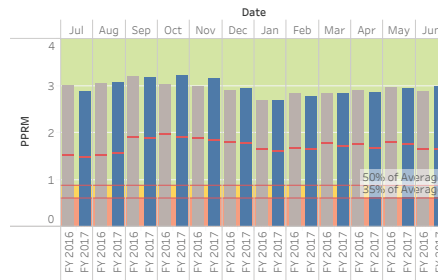
Passengers per Revenue Hour



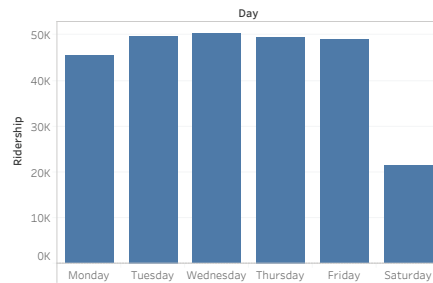
Ridership by Hour



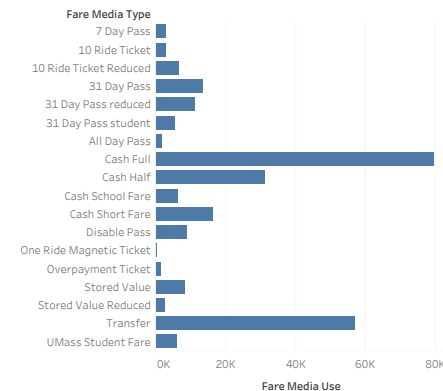
Passengers per Revenue Mile



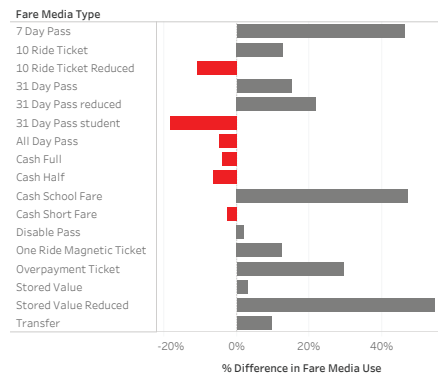
Ridership by Day



Fare Media Use



Fare Media Change



New Bedford Route 2 - Lund's Corner

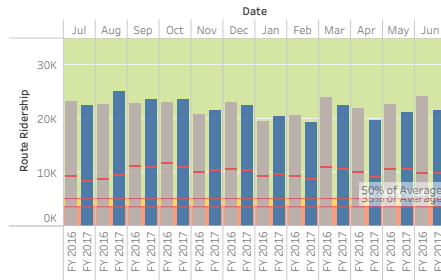
Route Performance Table

Route
NB2

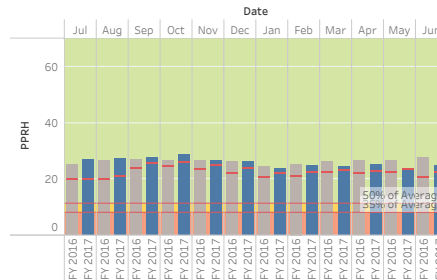
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Route Ridership	22,350	25,075	23,590	23,639	21,662	22,384	20,409	19,207	22,345	19,680	21,041	21,638	263,020
PPRH	26.91	27.27	27.55	28.46	26.47	26.14	23.50	24.61	24.30	24.82	23.54	24.54	25.68
PPRM	2.5	2.6	2.6	2.7	2.5	2.5	2.2	2.3	2.3	2.3	2.2	2.3	2.4

■ FY 2016 ■ FY 2017 ■ System Average

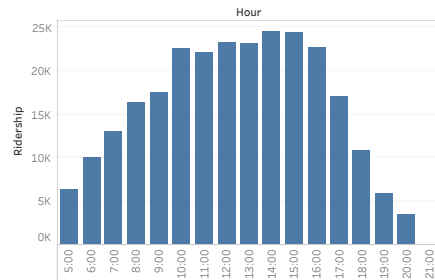
Ridership



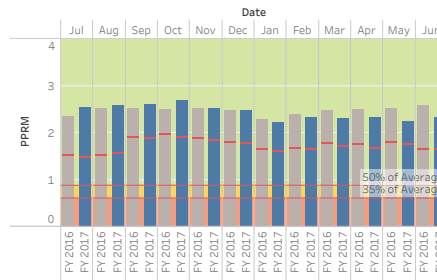
Passengers per Revenue Hour



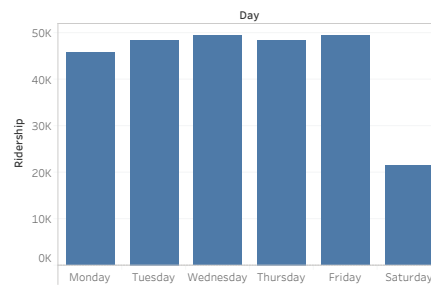
Ridership by Hour



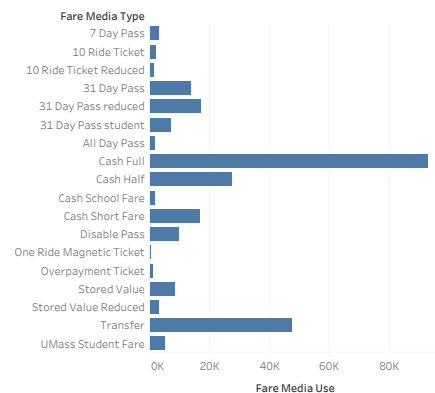
Passengers per Revenue Mile



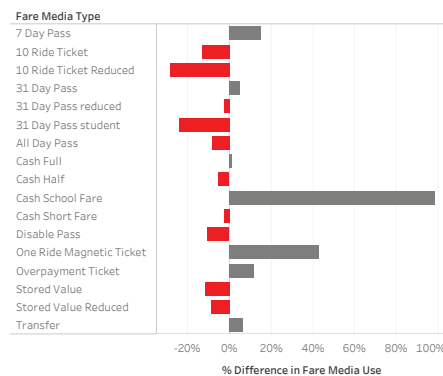
Ridership by Day



Fare Media Use



Fare Media Change



New Bedford Route 3 - Dartmouth Street

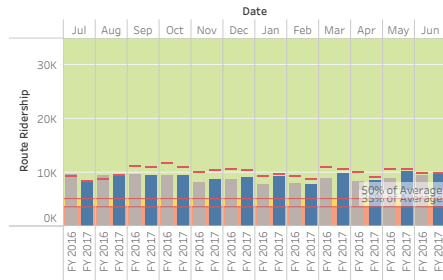
Route Performance Table

Route
NB3

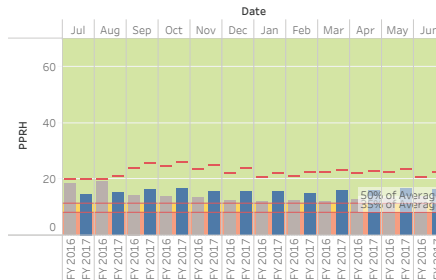
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Route Ridership	8,298	9,473	9,408	9,293	8,727	9,042	9,147	7,898	9,893	8,541	10,124	9,839	109,683
PPRH	14.62	15.10	16.09	16.37	15.62	15.47	15.41	14.82	15.77	15.76	16.59	16.36	15.67
PPRM	1.2	1.3	1.4	1.4	1.3	1.3	1.3	1.3	1.3	1.3	1.4	1.4	1.3

FY 2016 FY 2017 System Average

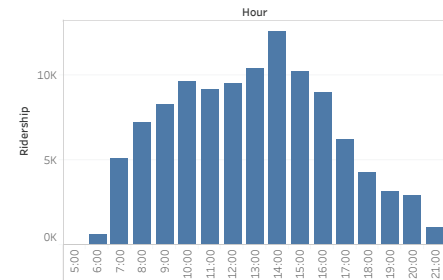
Ridership



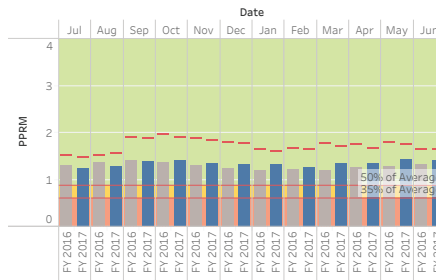
Passengers per Revenue Hour



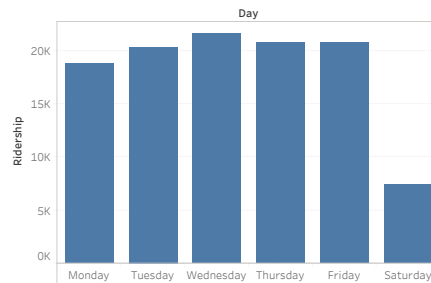
Ridership by Hour



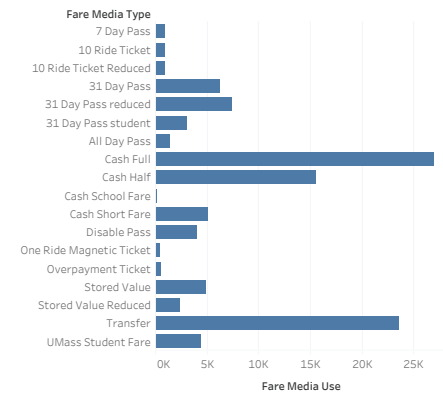
Passengers per Revenue Mile



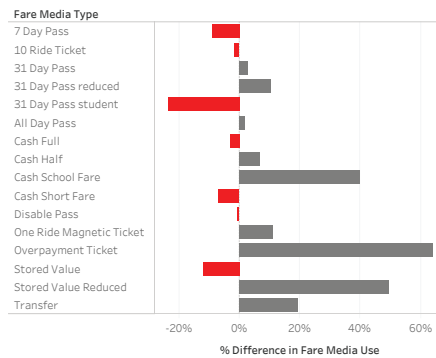
Ridership by Day



Fare Media Use



Fare Media Change



New Bedford Route 4 - Ashley Boulevard

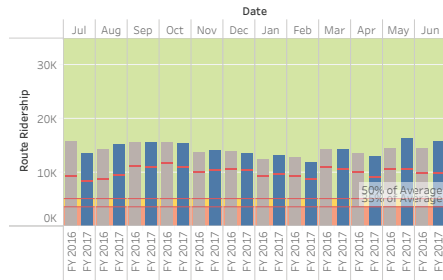
Route Performance Table

Route
NB4

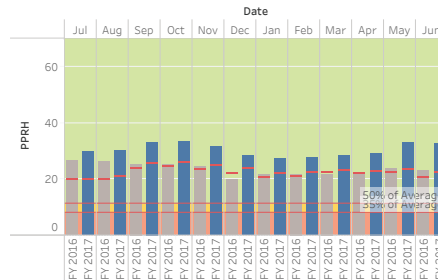
	Date												Total
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
Route Ridership	13,674	15,171	15,624	15,394	14,181	13,367	13,003	11,840	14,239	12,891	16,256	15,875	171,515
PPRH	29.72	30.13	33.13	33.46	31.43	28.34	27.07	27.48	28.28	29.32	33.04	32.85	30.35
PPRM	2.0	2.0	2.2	2.2	2.1	1.9	1.8	1.8	1.9	2.0	2.2	2.2	2.0



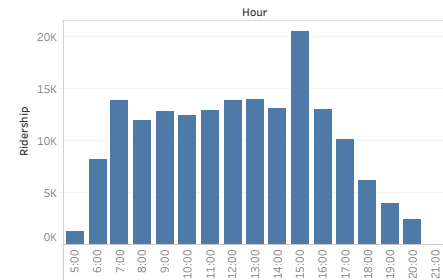
Ridership



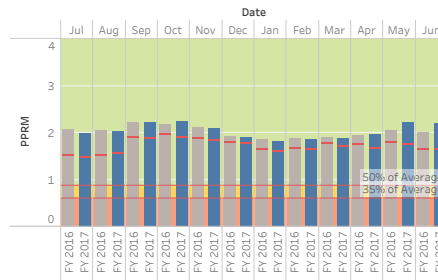
Passengers per Revenue Hour



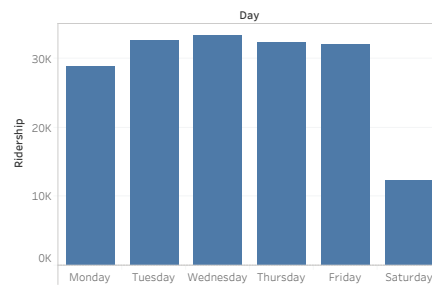
Ridership by Hour



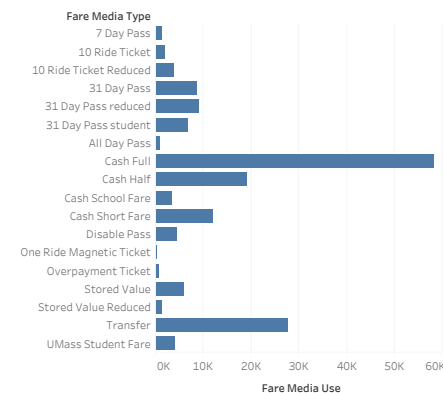
Passengers per Revenue Mile



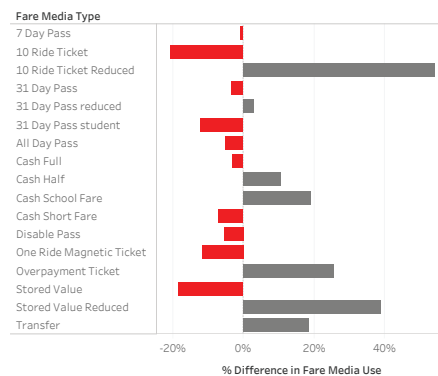
Ridership by Day



Fare Media Use



Fare Media Change



New Bedford Route 5 - Rivet Street

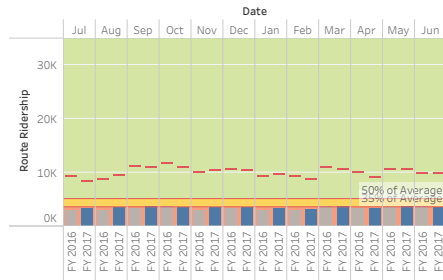
Route Performance Table

Route
NBS

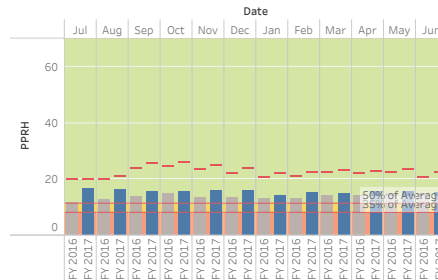
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Route Ridership	3,225	3,463	3,521	3,441	3,362	3,433	3,193	3,034	3,580	3,180	3,620	3,344	40,396
PPRH	16.50	16.30	15.69	15.71	15.83	15.79	14.04	15.23	14.95	15.63	15.46	15.17	15.53
PPRM	1.4	1.4	1.4	1.4	1.4	1.4	1.2	1.3	1.3	1.4	1.4	1.3	1.3

FY 2016 FY 2017 System Average

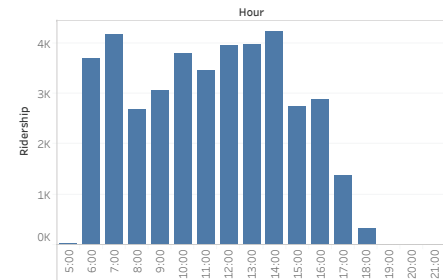
Ridership



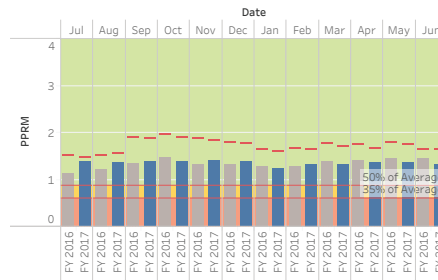
Passengers per Revenue Hour



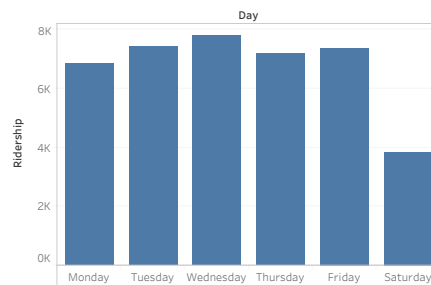
Ridership by Hour



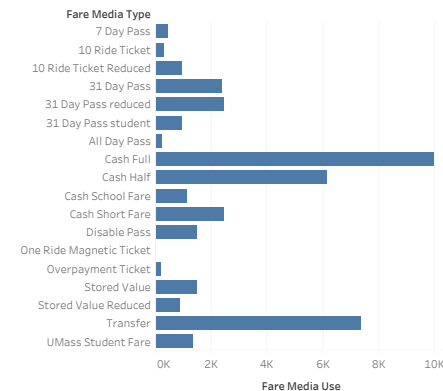
Passengers per Revenue Mile



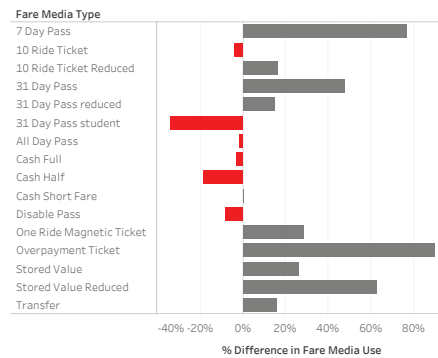
Ridership by Day



Fare Media Use



Fare Media Change



New Bedford Route 6 - Shawmut/Rockdale

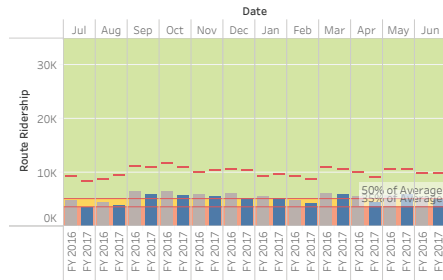
Route Performance Table

Route
NB6

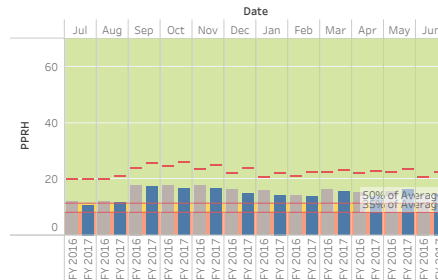
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Route Ridership	3,361	3,953	5,939	5,646	5,512	5,103	5,070	4,254	5,707	4,361	5,843	5,002	59,751
PPRH	10.63	11.50	17.08	16.62	16.68	14.98	14.34	13.63	15.40	13.67	16.11	14.44	14.59
PPRM	0.7	0.8	1.2	1.2	1.2	1.0	1.0	0.9	1.1	1.0	1.1	1.0	1.0

■ FY 2016 ■ FY 2017 ■ System Average

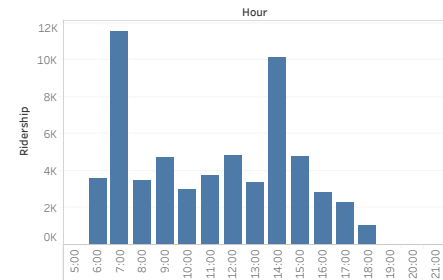
Ridership



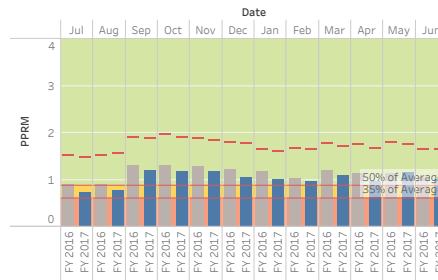
Passengers per Revenue Hour



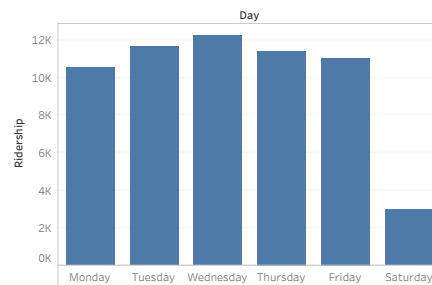
Ridership by Hour



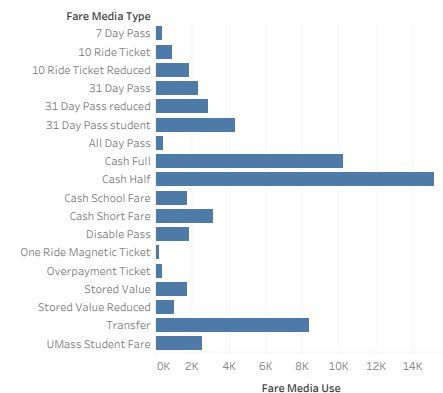
Passengers per Revenue Mile



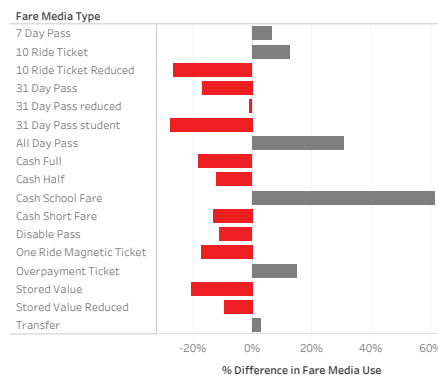
Ridership by Day



Fare Media Use



Fare Media Change



New Bedford Route 8 - Mt. Pleasant Street

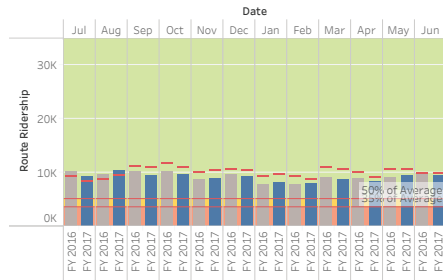
Route Performance Table

Route
NB8

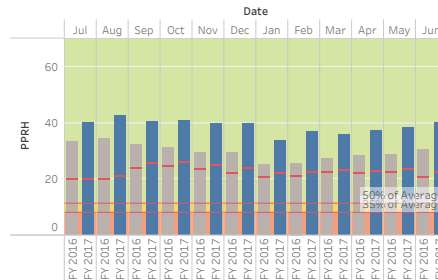
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Route Ridership	9,233	10,425	9,429	9,453	8,886	9,231	8,092	7,943	8,726	8,277	9,331	9,393	108,419
PPRH	39.83	42.57	40.35	40.78	39.61	39.50	33.56	36.95	35.63	37.21	38.39	39.87	38.69
PPRM	3.3	3.5	3.3	3.3	3.2	3.2	2.7	3.0	2.9	3.0	3.1	3.3	3.2

FY 2016 FY 2017 System Average

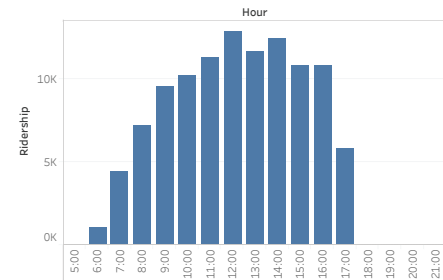
Ridership



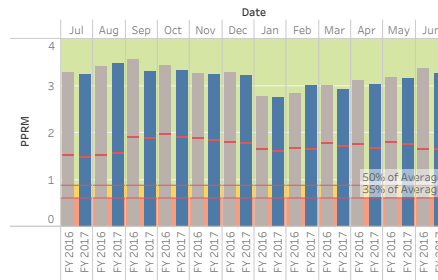
Passengers per Revenue Hour



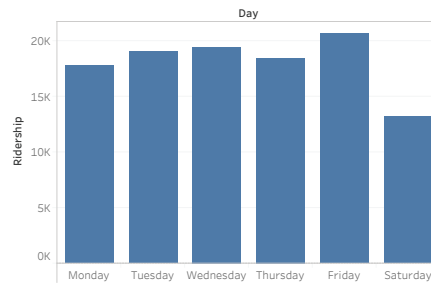
Ridership by Hour



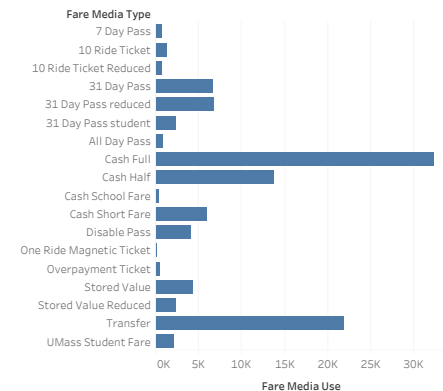
Passengers per Revenue Mile



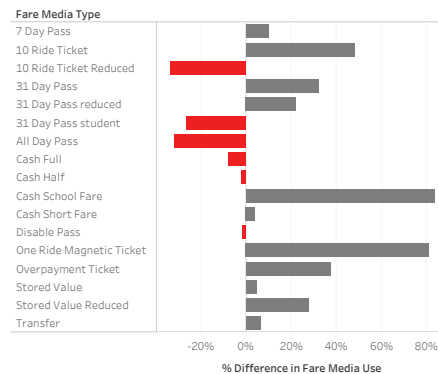
Ridership by Day



Fare Media Use



Fare Media Change



Intercity Route - New Bedford/Fall River

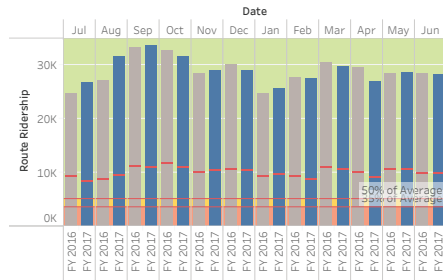
Route Performance Table

Route
NB9

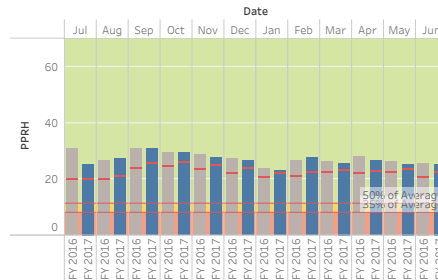
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Route Ridership	26,758	31,630	33,649	31,533	28,817	28,941	25,659	27,542	29,669	26,904	28,605	28,155	347,862
PPRH	25.16	27.28	30.92	29.65	27.66	26.59	23.11	27.68	25.59	26.45	25.21	25.30	26.72
PPRM	1.5	1.6	1.9	1.8	1.7	1.6	1.4	1.7	1.5	1.6	1.5	1.5	1.6

■ FY 2016 ■ FY 2017 ■ System Average

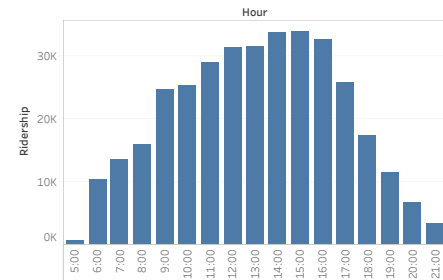
Ridership



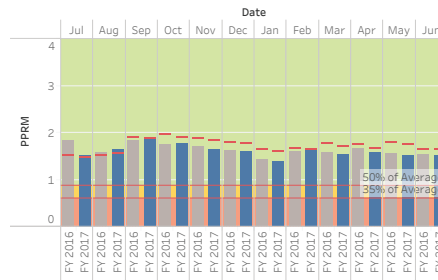
Passengers per Revenue Hour



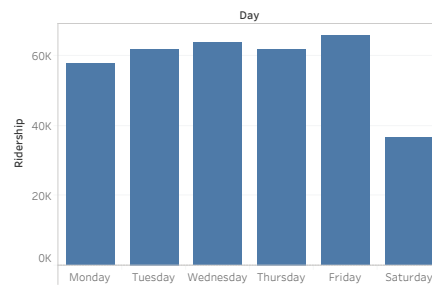
Ridership by Hour



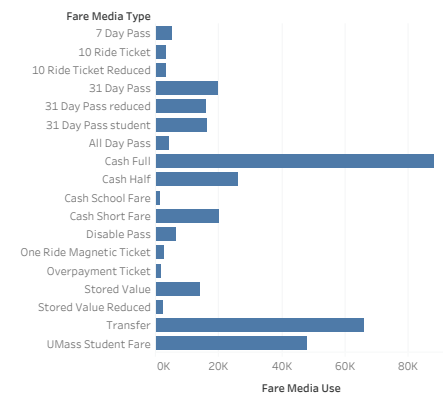
Passengers per Revenue Mile



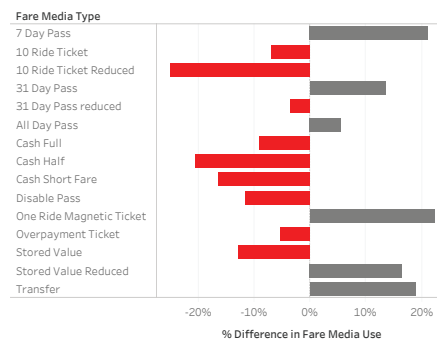
Ridership by Day



Fare Media Use



Fare Media Change



New Bedford Route 10 - Dartmouth Mall

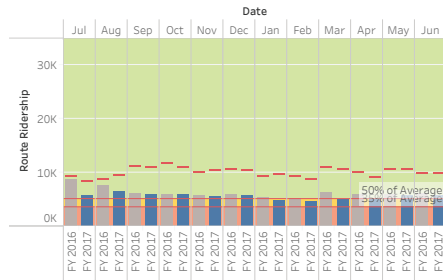
Route Performance Table

Route
NB10

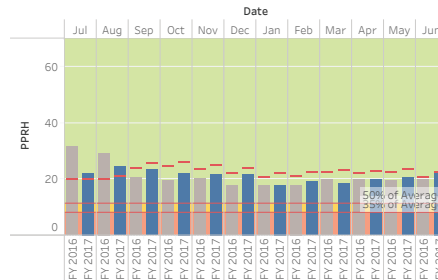
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Route Ridership	5,679	6,506	6,026	5,701	5,414	5,606	4,829	4,589	4,991	4,937	5,529	5,667	65,474
PPRH	21.97	24.19	23.29	22.05	21.76	21.67	17.99	19.22	18.55	19.87	20.57	21.88	21.08
PPRM	1.6	1.7	1.6	1.6	1.5	1.5	1.3	1.4	1.3	1.4	1.4	1.5	1.5

FY 2016 FY 2017 System Average

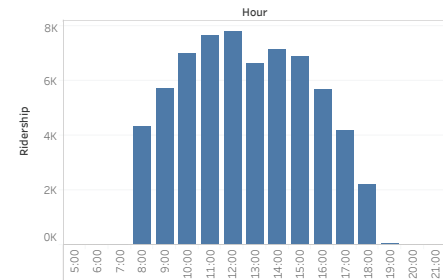
Ridership



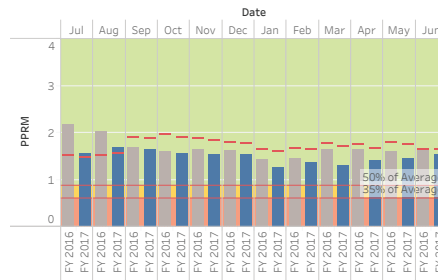
Passengers per Revenue Hour



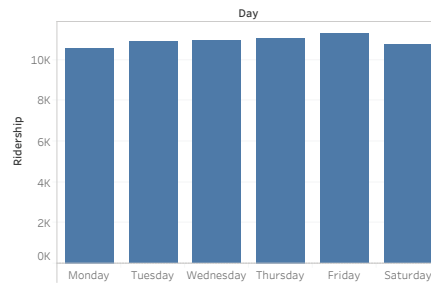
Ridership by Hour



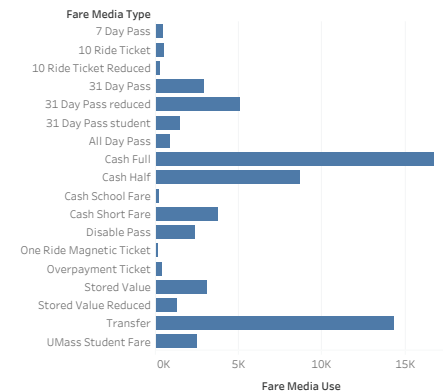
Passengers per Revenue Mile



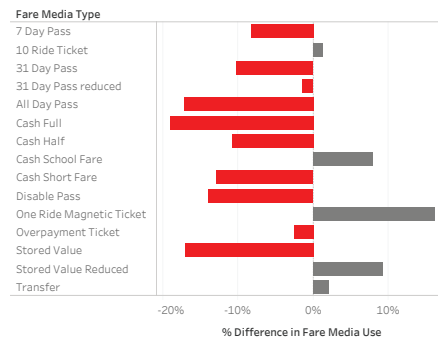
Ridership by Day



Fare Media Use



Fare Media Change



New Bedford Route 11 - Fairhaven

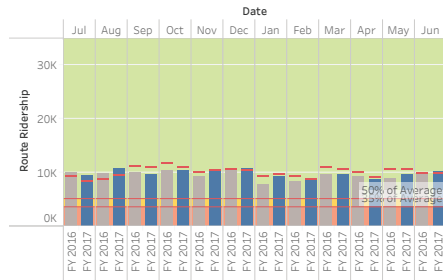
Route Performance Table

Route
NB11

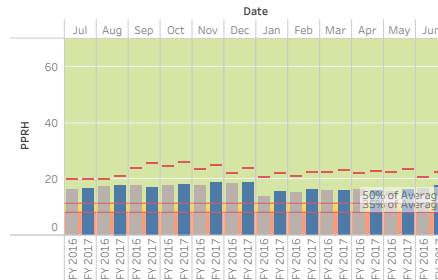
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Route Ridership	9,365	10,681	9,664	10,323	10,329	10,723	9,122	8,570	9,567	8,713	9,620	10,184	116,861
PPRH	16.49	17.77	16.87	18.17	18.78	18.71	15.43	16.26	15.92	15.99	16.14	17.62	17.01
PPRM	1.3	1.4	1.3	1.4	1.4	1.4	1.2	1.3	1.2	1.2	1.2	1.4	1.3

■ FY 2016 ■ FY 2017 ■ System Average

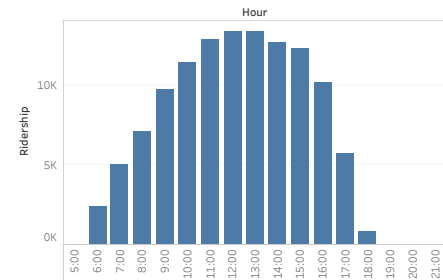
Ridership



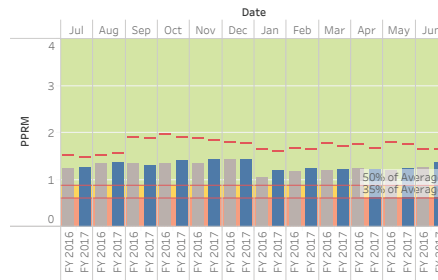
Passengers per Revenue Hour



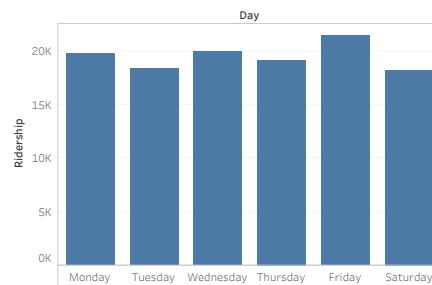
Ridership by Hour



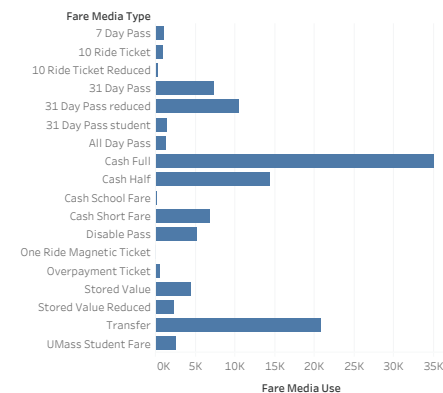
Passengers per Revenue Mile



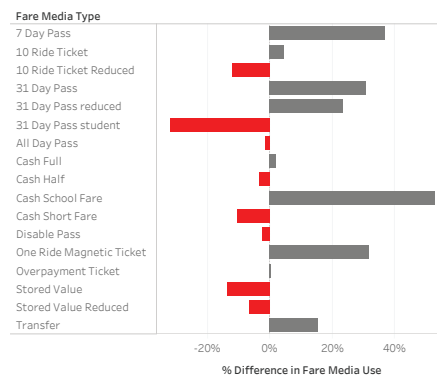
Ridership by Day



Fare Media Use



Fare Media Change



New Bedford North End Shuttle

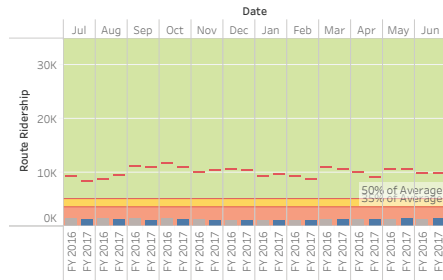
Route Performance Table

Route
NBNES

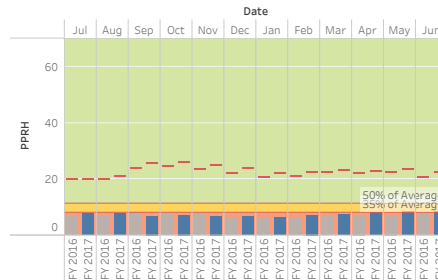
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Route Ridership	1,191	1,260	1,047	1,117	1,029	1,017	1,016	1,032	1,198	1,226	1,360	1,339	13,832
PPRH	7.63	7.78	6.71	7.16	6.86	6.52	6.27	7.17	7.40	8.17	8.40	8.58	7.39
PPRM	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.3

FY 2016 FY 2017 System Average

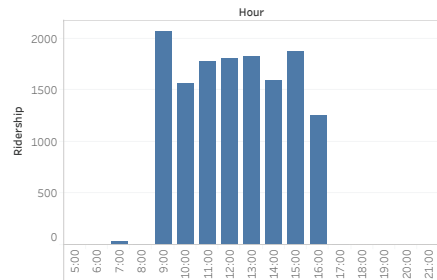
Ridership



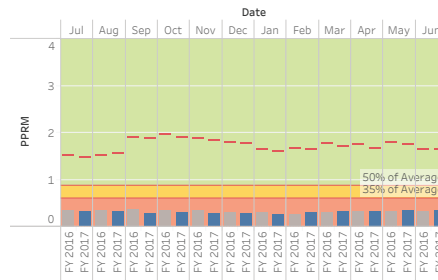
Passengers per Revenue Hour



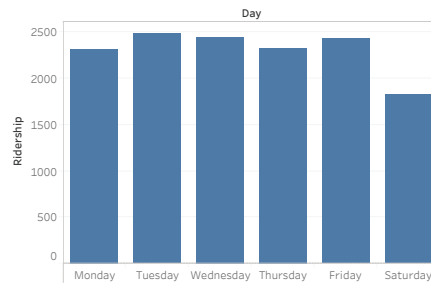
Ridership by Hour



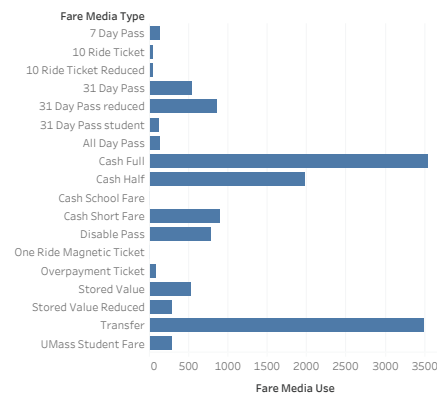
Passengers per Revenue Mile



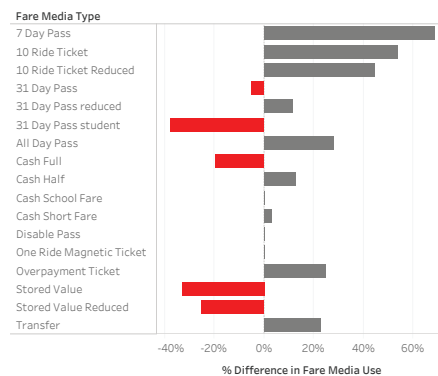
Ridership by Day



Fare Media Use



Fare Media Change



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