



DATE: May 15, 2020
TO: Board of Directors
FROM: John Urgo Planning & Development Manager
SUBJECT: ACCEPT AND FILE THE METRO SYSTEM RIDERSHIP REPORTS FOR THE THIRD QUARTER OF FY20

I. RECOMMENDED ACTION

That the Board of Directors accept and file the METRO system ridership report for the third quarter of FY20

II. SUMMARY

- FY20 Q3 total ridership decreased 17.9% (-242,872) compared to FY19 Q3.
- Non-student ridership decreased 9.2% (-37,841)
- Highway 17 ridership decreased 19.3% (-13,500)
- UCSC ridership decreased 22.7% (-181,089)
- Cabrillo College ridership decreased 7.34% (-10,442)

III. DISCUSSION/BACKGROUND

- This report contains ridership summaries and ridership by route for Santa Cruz Metropolitan Transit District (METRO) fixed route bus service for the third quarter (Q3) of FY20 (January 1 – March 31, 2020). Quarterly ridership reports keep the Board of Directors apprised of METRO's ridership statistics and ridership trends:
 - Attachment A shows system-wide and college student ridership statistics for Q3 of FY20 and makes year-over-year comparisons with ridership statistics.
 - Attachment B shows the average ridership and pass/fare usage per route and system-wide.
- FY20 Q3 total fixed-route ridership decreased 17.9% compared to FY19 Q3.
- Reason(s) include:
 - Local ridership decreased 17.8%. Ridership on local routes was 94.9% of total fixed route ridership.

- Non-Student ridership on METRO's local system decreased 9.2%. Non-students were 35.4% of all local ridership this quarter.
 - As of February 2020, Q3 Non-Student ridership was stable (+.02%)
 - March 2020 Non-Student ridership decreased 37.0%, compared to March 2019.
 - Shelter-in-Place directives implemented in March 2020 severely depressed ridership.
 - Effective March 23, METRO reduced service to weekend-based service due to low levels of ridership.
- Student pass usage decreased 21.9%
 - Total UCSC ridership decreased 22.7%
 - As of February 10, 2020 strike activity on the UCSC campus negatively affected UCSC ridership in February and into March of 2020.
 - Beginning March 10, 2020 all in-person UCSC classes were suspended, resulting in reduced service demand from UCSC staff and students
 - Effective March 18, 2020 METRO canceled all "School Term" service
 - Total Cabrillo ridership decreased 6.2%
 - As of February 2020, Q3 Cabrillo ridership was on the rise (+7.4%) with the quarter expected to have the first quarterly increase in Cabrillo ridership since Q2 of FY19.
 - March 2020 Cabrillo ridership decreased 48.1%, compared to March 2019.
 - March 12, 2020 Cabrillo College suspended in-person lectures, resulting in reduced service demand from Cabrillo students.
- Highway 17 ridership decreased 19.3%. Ridership on the commuter route was 5.3% of total fixed route ridership.
 - As of February 2020, Q3 Highway 17 ridership increased slightly (+1.9%) with the quarter expected to have the first quarterly increase in Hwy 17 ridership since Q3 of FY18.
 - March 2020 Highway 17 ridership decreased 57.2%, compared to March 2019.
 - Shelter-in-Place directives implemented in both Santa Cruz and Santa Clara County in March 2020 severely depressed Highway 17 ridership.

- Effective March 23, METRO reduced service to weekend-based service due to low levels of ridership.
- Quarterly discounted ridership decreased 14.2% (Passes -16.5% and Cash -9.9%)
 - Shelter-in-Place directives implemented in March 2020 severely depressed ridership.
 - Effective March 23, METRO reduced service to weekend-based service due to low levels of ridership.
- Regular pass and cash fares decreased 10.9% (Passes -14.0% and Cash -8.2%)
 - Shelter-in-Place directives implemented in March 2020 severely depressed ridership.
 - Effective March 23, METRO reduced service to weekend-based service due to low levels of ridership.

Attachment B shows average ridership per trip for all weekday and weekend routes in Q2 of FY20.

- Total ridership per trip decreased 14.4% (WD -12.9% and WE -18.5%).

System-wide, there are 27 riders on the average weekday trip and an average of 22 riders per trip on weekends.

- The weekday routes with the highest ridership average are Routes 15 and 16
 - These routes serve UCSC via Laurel West and Laurel East, respectively.
 - These routes operate at the greatest frequency in the weekday schedule, when “School-Term” trips are in service
- The weekend route with the highest ridership average is route 16.
 - This route serves UCSC via Laurel East.
 - This route operate at the greatest frequency in the weekday schedule, when “School-Term” trips are in service
- The weekday and weekend route with the lowest ridership average is the Route 79.
 - This route serves Pajaro/East Lake.

- Outreach efforts for the Watsonville Circulator in early Q3 FY20 have identified some potential locations that this route could be altered to serve.

IV. STRATEGIC PLAN PRIORITIES ALIGNMENT

Service Quality and Delivery

V. FINANCIAL CONSIDERATIONS/IMPACT

Revenue derived from passenger fares and passes is reflected in the FY20 operating budget. The COVID-19 pandemic fallout will dramatically affect our actual passenger fares negatively in the remainder of FY20 and into FY21. The severity of this negative impact will be realized in the coming months.

VI. CHANGES FROM COMMITTEE

None

VII. ALTERNATIVES CONSIDERED

There are no alternatives to consider.

VIII. ATTACHMENTS

Attachment A: Quarterly System Ridership Summary for FY20 Q3 January 1, 2020-March 31, 2020

Attachment B: Quarterly Average Ridership by Route Report for FY20 Q3 January 1, 2020-March 31, 2020

Prepared by: Cayla Hill, Planning Analyst

Quarterly System Ridership Summary

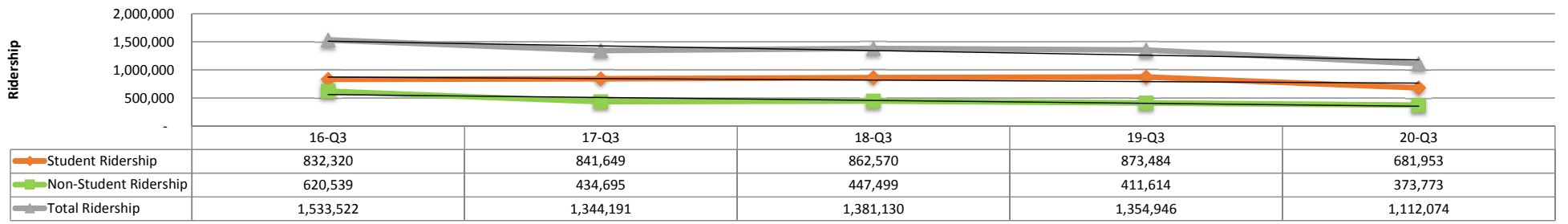
FY20 Q3 (January 1 - March 31, 2020)

Calendar Operating Days			Discounted Pass Usage (Senior/Disabled)				Regular Pass Usage									
	This Year	Last Year	Quarterly Totals (Q3)				Quarterly Totals (Q3)									
			FY20 Q3	FY19 Q3	Difference	% Change	This Year	Last Year	Difference	% Change						
Weekdays	65	64														
Weekends	26	26														
UCSC School Days *	42	54														
* In-person classes canceled 3/10/2020																
Cabrillo School Days **	33	38														
** In-person classes canceled 3/12/2020																
Total Pass Usage			79,416	95,108	(15,692)	-16.5%	Local Pass Usage	86,713	96,784	(10,071)	-10.4%	Hwy 17 Pass Usage	21,524	27,619	(6,095)	-22.1%
							Local Cruz Cash Usage	5,279	6,425	(1,146)	-17.8%	Hwy 17 Cruz Cash Usage	1,205	2,502	(1,297)	-51.8%
							Total Pass Usage	114,721	133,330	(18,609)	-14.0%					

Discounted Cash Usage (Senior/Disabled)				Regular Cash Usage					
	Quarterly Totals (Q3)				Quarterly Totals (Q3)				
	This Year	Last Year	Difference	% Change	This Year	Last Year	Difference	% Change	
Local Single Cash Fare	42,571	46,692	(4,121)	-8.8%	Local Single Cash Fare	111,025	116,296	(5,271)	-4.5%
Hwy 17 Single Cash Fare	3,246	4,177	(931)	-22.3%	Hwy 17 Single Cash Fare	23,499	30,216	(6,717)	-22.2%
Total Cash Usage	45,817	50,869	(5,052)	-9.9%	Total Cash Usage	134,524	146,512	(11,988)	-8.2%

System Totals				Student Pass Totals					
	Quarterly Totals (Q3)				Quarterly Totals (Q3)				
	FY20 Q3	FY19 Q3	Difference	% Change	This Year	Last Year	Difference	% Change	
Local Fixed Route	1,055,726	1,285,098	-229,372	-17.8%	UCSC	617,995	799,084	(181,089)	-22.7%
Highway 17 Express	56,348	69,848	-13,500	-19.3%	Cabrillo	63,958	74,400	(10,442)	-14.0%
System Total	1,112,074	1,354,946	-242,872	-17.9%	Student Total	681,953	873,484	(191,531)	-21.9%

Third Quarter Ridership - System Totals



Quarterly Average Ridership by Route Report

January 1, 2020 - March 31, 2020		Average Weekday Ridership per Trip					Average Weekend Ridership per Trip				
Route	Corridor	Total Riders	UCSC Riders %	Cabrillo Riders %	Discount Fares and Passes %	Regular Passes %	Total Riders	UCSC Riders %	Cabrillo Riders %	Discount Fares and Passes %	Regular Passes %
UCSC											
10	UCSC via High St.	43	95.6%	0.4%	1.1%	2.7%	42	90.0%	0.3%	1.7%	1.8%
15	UCSC via Laurel West	53	97.1%	0.4%	0.7%	1.4%					
16	UCSC via Laurel East	53	97.6%	0.5%	1.0%	1.6%	55	91.7%	0.4%	1.0%	1.1%
19	UCSC via Lower Bay	47	95.3%	0.7%	2.2%	1.7%	48	88.6%	0.7%	2.0%	1.5%
20	UCSC via West Side	43	89.8%	1.4%	3.9%	4.6%	51	86.5%	0.5%	2.0%	2.4%
20D	UCSC via West Side Supp.	33	98.3%	0.1%	0.3%	0.8%					
22	UCSC/Coastal Science Campus	40	99.5%	0.1%	0.2%	0.4%					
Intercity											
35/35A	Santa Cruz/Scotts Valley/SLV	15	5.7%	6.3%	22.3%	37.5%	16	3.3%	3.8%	24.1%	25.1%
69A	Capitola Road/Watsonville	24	9.4%	7.3%	30.9%	22.9%	16	10.8%	6.1%	23.5%	16.9%
69W	Cap. Road/Cabrillo/Watsonville	27	9.0%	21.8%	23.1%	22.7%	19	10.6%	8.1%	22.4%	17.3%
71	Santa Cruz to Watsonville	28	5.7%	18.7%	25.5%	23.4%	19	4.4%	6.7%	26.7%	18.8%
91X	Santa Cruz/Watsonville Express	15	5.1%	44.3%	15.6%	17.5%					
Rural											
40	Davenport/North Coast	6	5.3%	2.1%	9.7%	41.3%					
41	Bonny Doon	6	31.2%	4.4%	17.6%	34.2%					
42	Davenport/Bonny Doon	13	28.3%	2.2%	16.5%	24.1%	10	26.3%	1.7%	25.4%	15.2%
Local											
3	Mission/Beach	8	36.4%	4.9%	28.8%	20.9%	7	41.8%	2.3%	25.5%	12.2%
4	Harvey West/Emeline	13	7.0%	4.2%	53.8%	28.5%					
55	Rio Del Mar	15	2.5%	43.6%	24.8%	15.8%	7	2.9%	9.6%	40.4%	17.2%
66	Live Oak via 17th	14	15.2%	6.5%	30.5%	26.7%	10	13.7%	5.1%	30.5%	17.7%
68	Like Oak via Broadway/Portola	12	21.0%	8.1%	28.6%	23.2%	8	18.0%	5.6%	28.8%	16.5%
72	Watsonville Hospital/Pinto Lake	14	1.1%	11.9%	35.7%	22.2%	7	0.3%	5.6%	32.9%	14.6%
74S	PVHS/Watsonville Hospital	11	0.2%	5.1%	12.6%	24.3%					
75	Green Valley Road	13	0.4%	8.2%	40.9%	22.4%	8	0.4%	3.0%	39.2%	15.8%
79	Pajaro/East Lake	4	0.7%	11.2%	33.6%	27.3%	3	0.7%	7.3%	36.9%	15.7%
Highway 17											
Hwy 17	Hwy 17 Express	13	-	-	8.4%	51.1%	13	-	-	6.1%	19.7%
Avg. Ridership per Trip		27	57.3%	6.5%	11.4%	13.4%	22	48.5%	2.89%	12.5%	10.2%

<p>32 Calendar School Days of SJSU 33 Calendar School Days of Cabrillo 42 Calendar School Days of UCSC</p>
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