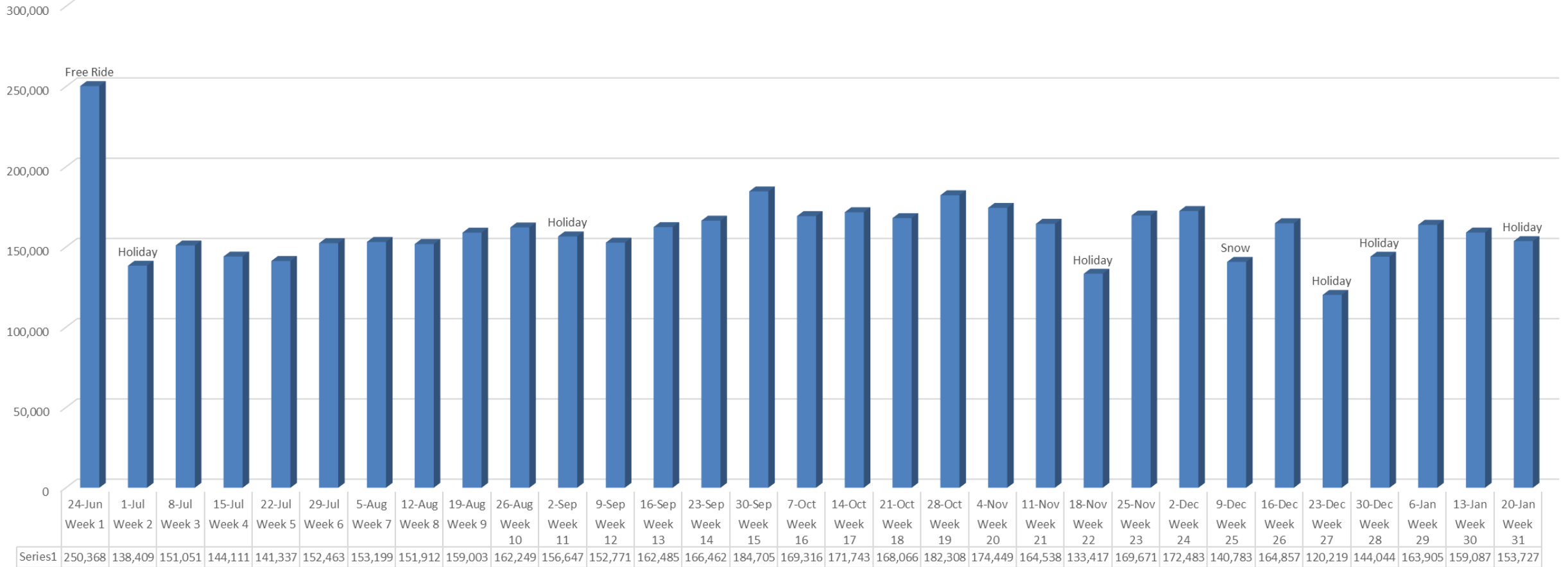


# Trend Analysis

Board Presentation

February 19, 2019

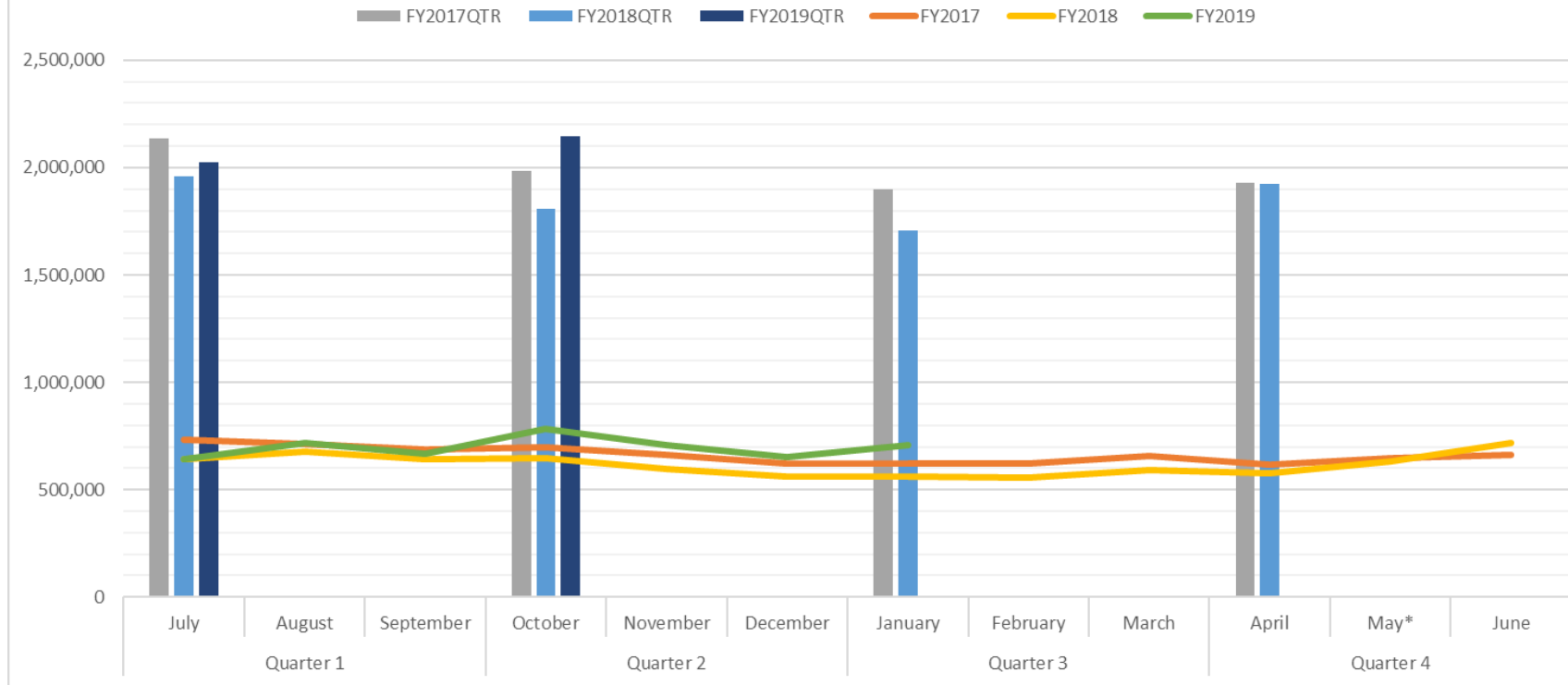
## Ridership Trends



# Weekly Ridership Trends by Route

Jurisdiction	Type	Route	Free Rides	Holiday	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Holiday	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16	Week 17	Week 18	Week 19	Week 20	Week 21	Holiday	Week 22	Week 23	Week 24	Snow	Week 25	Week 26	Holiday	Holiday	Week 29	Week 30	Holiday
			Week 1 Total	Week 2 Total	Week 3 Total	Week 4 Total	Week 5 Total	Week 6 Total	Week 7 Total	Week 8 Total	Week 9 Total	Week 10 Total	Week 11 Total	Week 12 Total	Week 13 Total	Week 14 Total	Week 15 Total	Week 16 Total	Week 17 Total	Week 18 Total	Week 19 Total	Week 20 Total	Week 21 Total	Week 22 Total	Week 23 Total	Week 24 Total	Week 25 Total	Week 26 Total	Week 27 Total	Week 28 Total	Week 29 Total	Week 30 Total	Week 31 Total					
Richmond/Henrico	Local	PULSE	56,952	27,617	29,407	28,729	26,325	29,924	30,873	30,786	35,695	36,371	33,897	32,607	35,474	38,480	41,352	38,125	38,533	40,014	42,263	40,157	39,157	29,348	38,969	40,218	32,825	36,291	24,573	31,521	36,717	40,141	37,700					
Richmond	Local	5	39,251	9,202	10,909	10,476	10,258	11,026	10,684	11,278	11,605	11,703	12,236	11,449	11,262	11,927	13,335	12,538	12,121	11,827	13,325	12,261	12,160	9,514	12,697	12,931	10,372	12,230	8,790	10,444	12,493	12,505	12,485					
Richmond	Local	8	1,739	1,457	1,267	986	1,067	1,238	1,147	1,180	1,171	1,195	1,221	959	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
Richmond	Local	12	9,291	5,713	6,534	6,312	5,879	6,077	6,113	6,042	6,036	6,647	6,771	6,161	6,486	6,526	7,149	6,372	6,677	6,220	6,973	6,788	6,697	5,408	6,654	6,684	5,582	6,491	4,905	5,834	6,549	6,031	6,123					
Richmond	Local	13	2,254	1,501	1,646	1,627	1,574	1,634	1,588	1,591	1,551	1,550	1,590	1,518	1,551	1,364	1,716	1,537	1,543	1,311	1,433	1,602	1,522	1,340	1,493	1,346	1,368	1,272	1,160	1,230	1,228	1,511	1,495					
Richmond	Local	14	6,201	5,272	5,628	5,147	5,170	5,837	6,052	5,793	5,853	6,143	6,029	5,748	5,702	5,524	6,235	5,680	5,744	5,425	5,923	5,694	5,605	4,786	5,473	5,906	4,987	5,450	4,459	5,128	5,353	5,146	5,367					
Richmond	Local	20	5,038	3,355	3,816	3,492	3,797	4,183	4,052	3,977	4,027	3,966	4,247	3,891	4,177	4,372	4,793	4,550	4,706	4,409	4,857	4,781	4,465	3,844	4,466	4,525	3,798	4,484	3,755	4,174	4,123	3,864	3,856					
Richmond	Local	50	2,219	1,468	1,653	1,465	1,403	1,360	1,413	1,435	1,454	1,388	1,359	1,329	1,320	1,347	1,463	1,330	1,292	1,289	1,347	1,344	1,218	1,001	1,290	1,289	917	1,263	787	1,090	1,140	1,147	1,114					
Richmond	Express	64	1,285	878	1,416	1,289	1,442	1,410	1,367	1,322	1,313	1,448	1,121	1,236	1,222	1,390	1,275	1,084	1,313	1,292	1,281	1,233	687	1,290	1,340	919	1,128	362	752	1,398	1,069	1,054						
Richmond	Local	75	234	139	163	167	179	173	160	161	169	163	118	166	161	194	197	204	204	163	194	189	189	93	191	178	224	176	99	129	205	206	174					
Richmond	Local	76	546	310	468	367	377	400	383	451	419	385	374	368	426	456	484	444	449	437	484	467	438	328	445	459	422	442	298	405	441	408	411					
Richmond	Local	77	1,137	812	887	866	856	944	878	936	913	807	833	945	918	1,040	972	978	929	943	927	902	735	827	857	742	825	589	701	830	822	806						
Richmond	Local	78	2,758	1,791	1,851	1,614	1,527	1,684	1,759	1,765	1,794	1,970	1,864	1,801	1,872	1,959	2,195	2,122	2,060	2,049	2,065	2,060	1,979	1,609	1,930	1,870	1,584	1,933	1,470	1,689	1,877	1,931	1,752					
Richmond	Local	86	1,661	986	1,166	1,142	1,069	1,130	1,196	1,178	1,243	1,273	1,235	1,147	1,107	1,171	1,311	1,275	1,285	1,187	1,304	1,187	1,159	906	1,251	1,124	962	1,187	914	1,130	1,190	1,115	1,079					
Richmond	Local	87	3,295	2,013	2,050	1,972	1,755	1,949	1,883	1,932	1,870	2,047	2,156	1,973	1,928	2,075	2,337	2,033	2,019	2,026	2,115	2,003	1,957	1,578	1,957	1,963	1,490	1,917	1,468	1,819	1,926	1,760	1,740					
Richmond	Local	88	595	423	475	481	483	523	509	503	475	531	390	486	658	647	579	637	639	637	670	746	675	463	632	635	513	610	460	436	604	546	511					
Richmond	Local	1A	19,115	12,766	12,958	12,099	12,475	13,340	13,424	13,104	13,337	13,559	14,896	12,387	13,092	12,897	14,694	13,009	13,903	13,067	14,831	14,137	12,374	10,890	13,742	13,606	10,891	13,692	10,419	11,995	13,077	12,302	11,934					
Richmond	Local	1B	6,294	4,100	4,388	4,458	4,315	4,912	4,279	4,751	4,468	4,852	3,828	4,812	4,917	4,832	5,648	5,192	4,907	5,031	5,227	4,720	4,926	3,684	5,022	5,209	4,755	4,860	3,175	4,050	4,976	4,705	4,393					
Richmond	Local	1C	11,848	8,460	8,263	7,593	7,724	8,303	8,485	8,246	8,298	8,230	8,629	8,445	8,183	8,214	9,364	8,331	8,907	8,297	8,688	8,588	7,685	7,055	7,797	8,019	6,713	7,810	6,509	7,996	8,250	7,496	7,422					
Richmond	Local	2A	9,465	6,715	6,898	6,293	6,432	6,939	6,952	6,782	6,907	7,087	6,854	6,393	6,526	6,829	7,615	6,864	6,758	6,419	7,078	6,545	5,958	5,549	6,327	6,597	5,184	6,368	5,025	5,761	6,133	5,511	5,416					
Richmond	Local	2B	6,598	4,147	4,739	4,692	4,540	4,952	4,920	5,025	4,941	5,309	4,362	4,619	4,894	4,831	5,320	4,873	4,973	4,890	5,443	4,629	4,506	3,286	4,581	5,041	3,979	4,644	3,168	3,673	4,873	4,246	3,826					
Richmond	Local	2C	11,320	7,223	7,396	7,073	7,384	7,765	7,458	7,707	7,625	7,591	8,292	7,488	7,559	7,474	8,400	8,004	7,988	7,397	8,360	8,019	7,511	6,364	7,921	8,120	6,493	7,949	6,057	6,747	8,086	7,276	7,351					
Richmond	Local	3A	5,966	3,276	4,038	3,990	3,938	4,142	4,297	4,211	4,519	4,506	4,056	4,544	4,709	4,840	5,417	4,941	4,823	4,894	5,469	5,472	4,782	3,697	5,172	5,231	4,148	4,740	3,169	3,839	4,966	4,460	4,332					
Richmond	Local	3B	9,566	5,678	6,706	6,530	6,393	6,920	6,987	6,789	7,052	6,901	6,288	7,221	7,457	7,332	8,251	7,658	7,593	7,446	7,917	7,546	7,074	5,652	7,315	7,635	6,298	7,413	4,987	6,067	7,121	6,894	6,591					
Richmond	Local	3C	5,983	5,144	3,638	3,571	3,471	3,614	3,982	3,471	3,856	3,595	3,818	3,295	3,477	3,130	3,610	3,506	3,571	3,231	3,648	3,594	3,087	3,773	3,140	3,244	2,700	3,211	3,804	3,798	3,208	2,662	2,937					
Richmond	Local	4A	2,889	2,046	2,169	1,960	2,037	2,112	2,064	2,005	2,053	2,016	2,210	2,125	2,167	2,028	2,348	2,318	2,042	1,977	2,214	2,157	2,042	1,965	2,214	1,935	1,989	2,092	1,925	2,048	1,548	1,523	1,474					
Richmond	Local	4B	2,939	1,996	2,208	2,026	1,968	2,134	2,027	1,986	2,087	2,167	2,276	2,031	2,104	2,194	2,508	2,241	2,258	2,107	2,401	2,445	2,180	1,870	2,222	2,107	1,896	2,264	1,973	2,061	2,161	2,091	1,916					
Petersburg	Express	95	776	591	585	690	623	572	636	513	470	502	303	362	570	410	509	441	521	732	631	731	411	185	481	543	239	543	297	131	577	371	404					
Henrico	Local	18	1,007	754	1,007	1,039	837	992	1,002	1,009	996	986	771	953	615	640	480	576	606	606	674	569	526	390	530	547	452	619	244	414	561	528	414					
Henrico	Local	19	1,942	1,124	1,382	1,437	1,357	1,570	1,446	1,499	1,517	1,606	1,441	1,510	3,931	4,075	4,952	4,534	4,602	4,653	5,042	4,882	4,689	3,976	5,051	4,909	4,144	4,805	3,773	4,279	4,702	4,631	4,474					
Henrico	Express	23	66	54	61	59	70	59	56	60	65	65	43	50	61	55	62	44	55	38	68	52	24	10	30	35	15	56	11	16	35	44	43					
Henrico	Express	26	485	292	445	456	428	450	551	507	423	482	484	439	572	573	578	457	542	559	556	529	436	267	527	544	423	520	203	360	587	491	428					
Henrico	Express	27	721	507	715	644	662	697	686	686	677	744	596	715	791	698	743	580	742	711	715	711	630	411	716	750	503	730	348	474	728	616	654					
Henrico	Express	28	154	146	144	158	144	199	192	110	140	92	80	140	208	133	160	108	200	130	117	138	92	126	188	152	108	74	70	169	107	98						
Henrico	Express	29	2,887	1,573	2,330	2,173	2,298	2,336	2,071	2,129	2,260	2,299	2,024	2,145	2,301	2,334	2,677	1,990	2,446	2,254	2,585	2,483	2,201	1,215	2,440	2,310	1,414	2,115	646	1,582	2,061	1,759	1,751					
Henrico	Local	56	370	228	372	311	365	332	339	362	398	428	358	386	489	415	481	364	361	313	400	384	383	222	393	383	188	402	205	239	365	366	343					
Henrico	Local	79	1,689	952	1,210	1,235	1,254	1,284	1,263	1,164	1,262	1,243	1,030	1,245	1,119	1,203	1,332	1,155	1,174	1,257	1,279	1,224	1,115	900	1,234	1,188												

## Ridership Trends by Month and Quarter



Month	Quarter	FY2017	FY2017QTR	FY2018	FY2018QTR	FY2019	FY2019QTR
<b>July</b>		733,963		641,316		641,421	
<b>August</b>	<b>Quarter 1</b>	711,460	2,135,201	675,734	1,959,506	718,693	2,026,465
<b>September</b>		689,778		642,455		666,351	
<b>October</b>		699,294		647,438		784,569	
<b>November</b>	<b>Quarter 2</b>	661,684	1,983,094	596,306	1,806,046	708,693	2,145,631
<b>December</b>		622,117		562,301		652,369	
<b>January</b>		620,235		559,548		706,619	
<b>February</b>	<b>Quarter 3</b>	623,225	1,900,570	556,125	1,707,369		
<b>March</b>		657,111		591,696			
<b>April</b>		615,225		574,313			
<b>May*</b>	<b>Quarter 4</b>	648,490	1,926,477	629,686	1,921,414		
<b>June</b>		662,762		717,415			
<b>Sub-total Q1 + Q2</b>			<b>4,118,295</b>		<b>3,765,552</b>		<b>4,172,096</b>

# Pulse Ridership Trends

Quarter	Date	Week	Riders	Qtr Total	Note
N/A	24-Jun	Week 1	56,952		Free Ride
Quarter 1	1-Jul	Week 2	27,617	416,186	Holiday
	8-Jul	Week 3	29,407		
	15-Jul	Week 4	28,729		
	22-Jul	Week 5	26,325		
	29-Jul	Week 6	29,924		
	5-Aug	Week 7	30,873		
	12-Aug	Week 8	30,786		
	19-Aug	Week 9	35,695		
	26-Aug	Week 10	36,371		
	2-Sep	Week 11	33,897		Holiday
	9-Sep	Week 12	32,607		
	16-Sep	Week 13	35,474		
	23-Sep	Week 14	38,480		
	Quarter 2	30-Sep	Week 15		41,352
7-Oct		Week 16	38,125		
14-Oct		Week 17	38,533		
21-Oct		Week 18	40,014		
28-Oct		Week 19	42,263		
4-Nov		Week 20	40,157		
11-Nov		Week 21	39,157		
18-Nov		Week 22	29,348	Holiday	
25-Nov		Week 23	38,969		
2-Dec		Week 24	40,218		
9-Dec		Week 25	32,825	Snow	
16-Dec		Week 26	36,291		
23-Dec		Week 27	24,573	Holiday	
Quarter 3	30-Dec	Week 28	31,521		Holiday
	6-Jan	Week 29	36,717		
	13-Jan	Week 30	40,141		
	20-Jan	Week 31	37,700		Holiday

# VCU Ridership Trends

VCU Monthly Ridership Trends (Fixed Route - does not include Pulse)			August	September	October	November	December	January
Route	Jurisdiction	Route Type						
Pulse	Richmond/Henrico	Local			Not Trackable			17,926
1A 1B 1C	Richmond	Local	7,745	8,312	9,994	8,779	7,744	10,203
2A 2B 2C	Richmond	Local	5,386	4,402	7,874	7,387	6,113	7,952
3A 3B 3C	Richmond	Local	3,864	4,167	5,499	4,821	4,323	5,291
4A 4B	Richmond	Local	1,442	1,455	1,749	1,561	1,465	1,494
5	Richmond	Local	6,440	7,544	10,407	9,350	7,135	11,750
7A 7B	Henrico	Local	2,270	2,055	3,650	3,229	2,679	3,535
8	Richmond	Local	287	222				
12	Richmond	Local	1,800	2,560	2,999	2,876	2,151	2,735
13	Richmond	Local	504	456	525	556	554	793
14	Richmond	Local	2,201	1,773	2,940	2,366	2,035	2,673
18	Henrico	Local	110	90	86	73	53	74
19	Henrico	Local	441	1,022	1,659	1,548	1,250	1,759
20	Richmond	Local	1,129	2,399	991	812	804	1,052
23	Henrico	Express	1	100	41	37	19	20
26	Henrico	Express	588	804	580	501	313	545
27	Henrico	Express	615	651	653	630	428	717
28	Henrico	Express	20	270	81	74	68	115
29	Henrico	Express	1,209	1,357	1,586	1,358	968	1,540
50	Richmond	Local		326	198	481	190	262
56	Henrico	Local	117	266	122	105	95	123
64	Richmond	Express	1,317	1,417	1,839	1,598	1,088	1,629
75	Richmond	Local	31	84	43	19	19	45
76	Richmond	Local	98	106	136	106	77	155
77	Richmond	Local	184	82	273	184	169	243
78	Richmond	Local	589	558	1,183	1,066	831	1,017
79	Henrico	Local	167	177	220	195	228	424
82	Chesterfield	Express	926	1,077	1,135	1,063	598	1,322
86	Richmond	Local	148	133	277	347	269	389
87	Richmond	Local	249	669	361	288	217	647
88	Richmond	Local	41	213	94	75	47	47
91	Henrico	Local	259	330	519	475	402	441
93	Henrico	Local	77	137	65	50	52	89
95	Petersburg	Express	124	131	177	195	142	235
Other								12
<b>Total</b>			<b>40,379</b>	<b>45,345</b>	<b>57,956</b>	<b>52,205</b>	<b>42,526</b>	<b>77,254</b>