



Jan-April 2023 Ridership Report

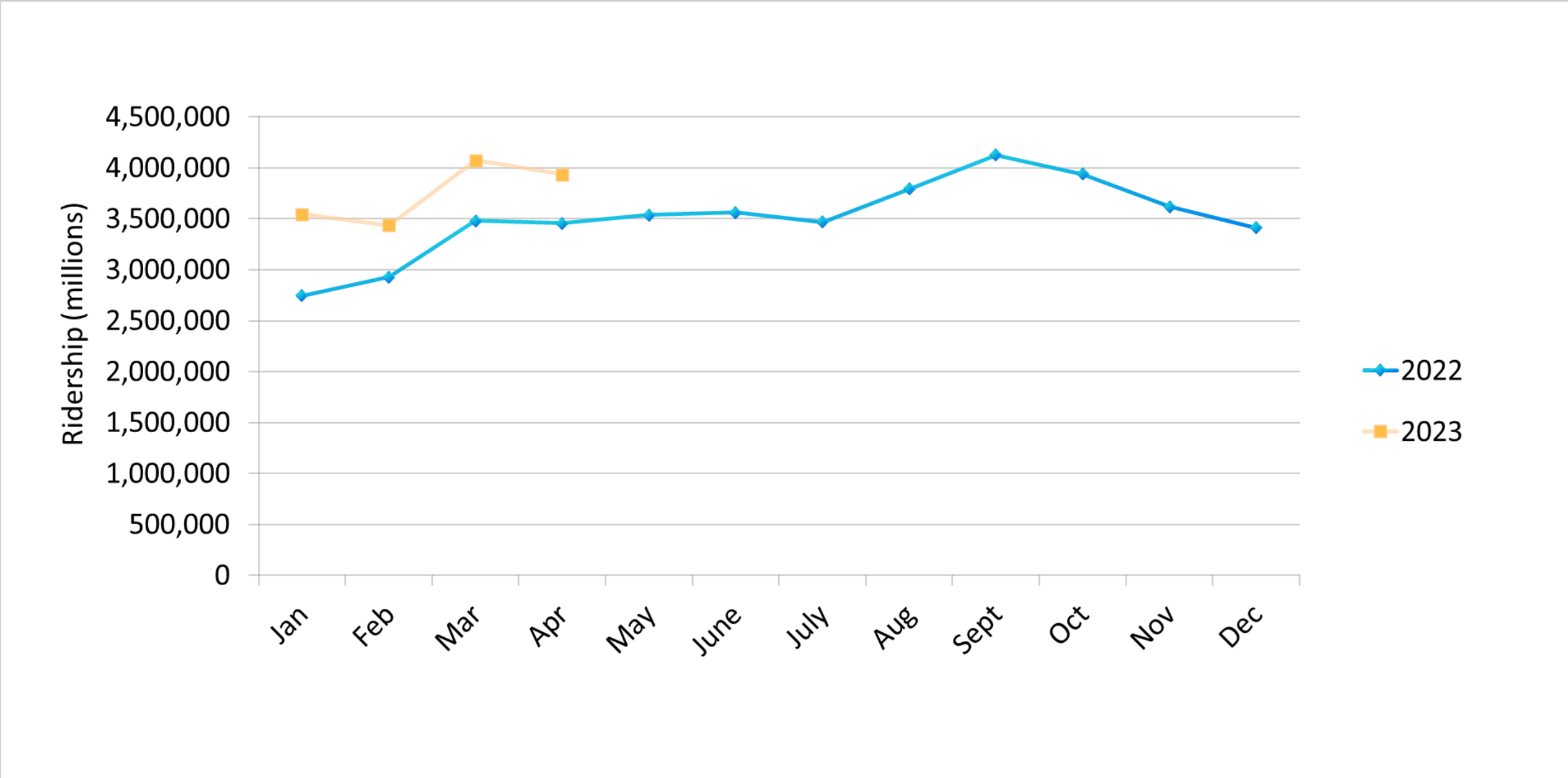
Transportation Committee



July 2023

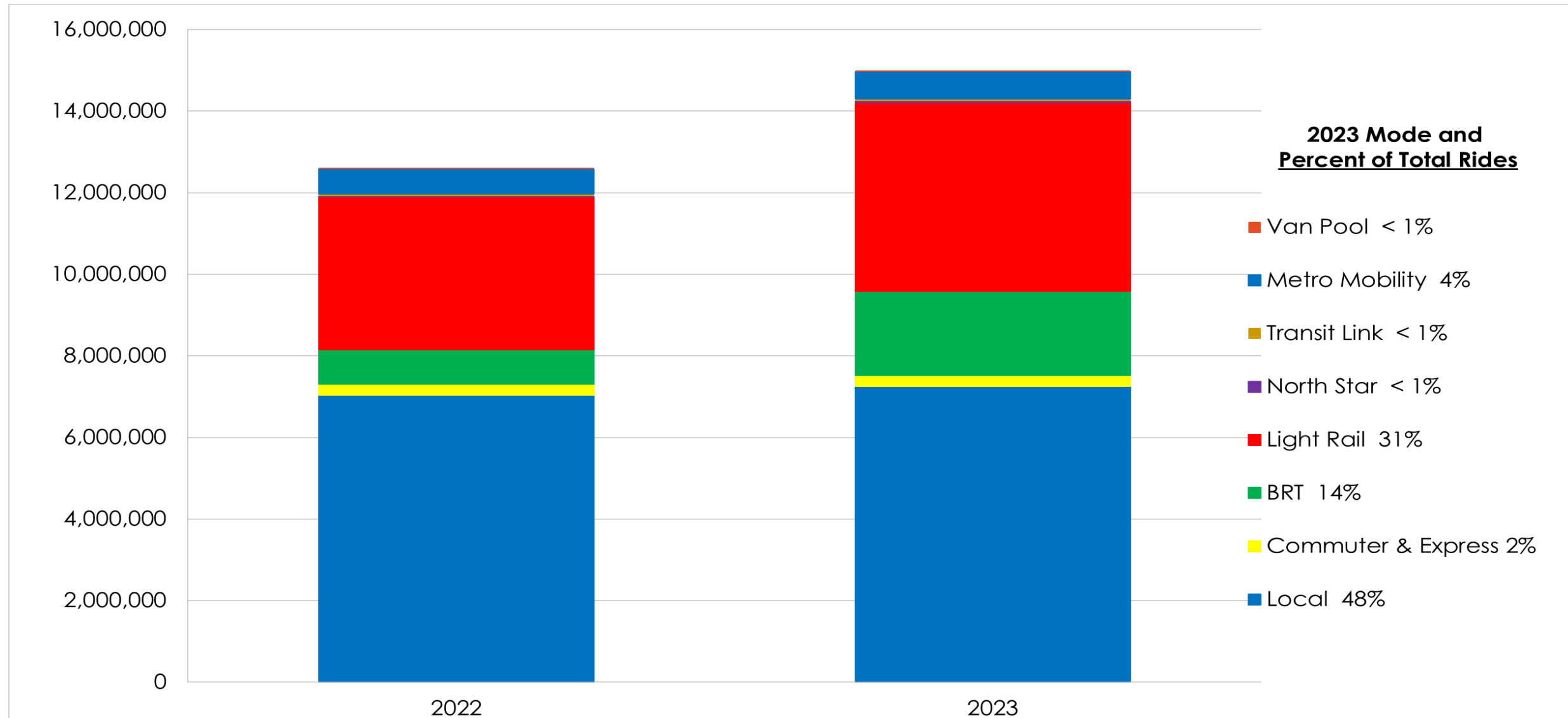
Council Ridership – Jan-April 2023

2022 Total: 12,609,925 2023 Total: 14,993,546 (19%)



Council Ridership by Mode – Jan-April 2023

2022 Total: 12,609,925 2023 Total: 14,993,546 (19%)



Council Ridership by Mode – Jan-April 2023

2022 Total: 12,609,925

2023 Total: 14,993,546 (19%)

Mode	2022	2023	Nominal Change	% Change
Bus	8,155,949	9,585,175	1,429,226	18%
Light Rail	3,743,008	4,632,198	889,190	24%
Northstar	21,785	28,153	6,368	29%
Metro Mobility	627,422	660,314	32,892	5%
Transit Link	41,465	58,183	16,718	40%
Vanpool	20,296	29,523	9,227	45%
Council Total	12,609,925	14,993,546	2,383,621	19%

Bus Ridership – Jan-April 2023

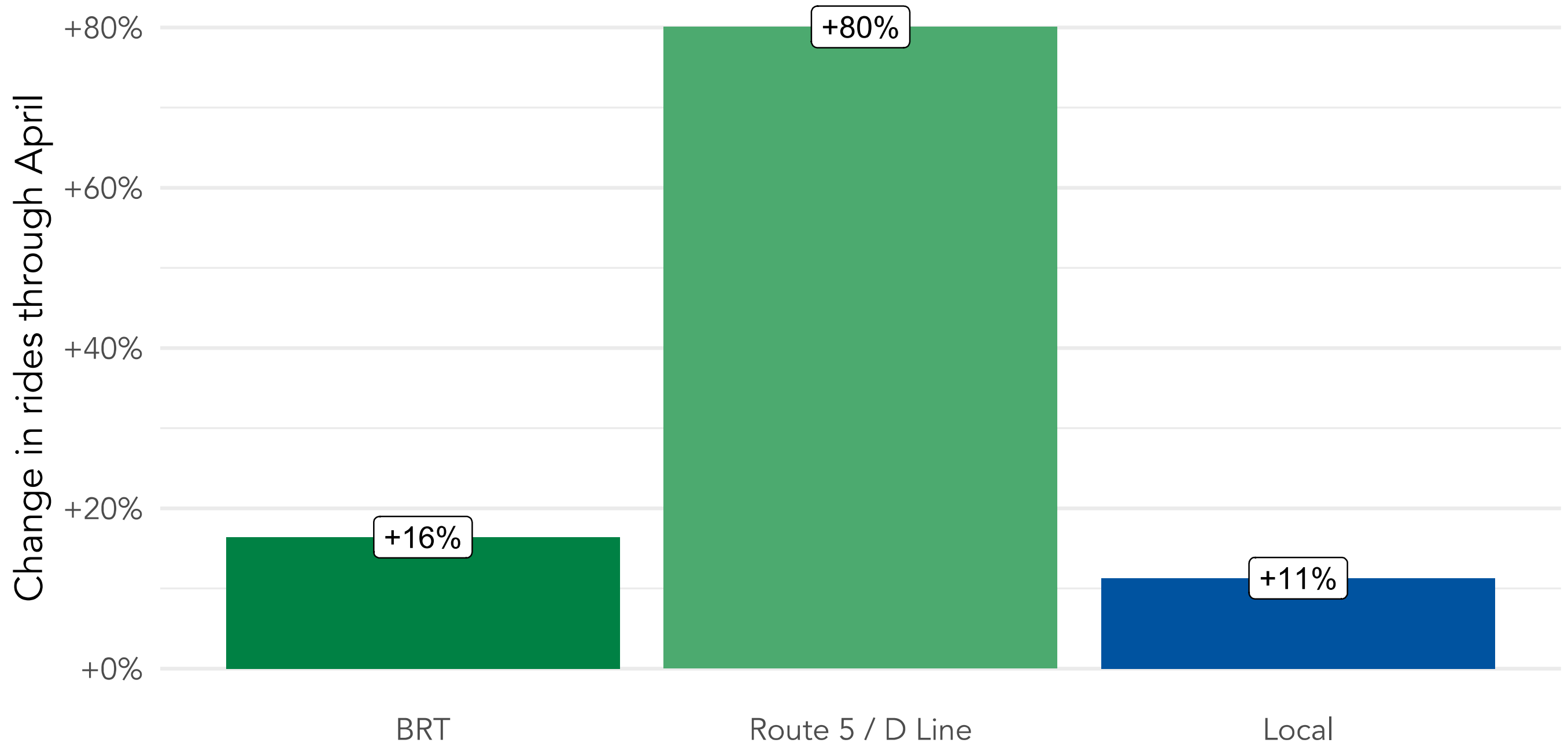
2022 Total: 8,155,949 2023 Total: 9,585,175 (18%)

Bus Mode	2022	2023	Nominal Change	% Change
Local	7,042,448	7,254,296	211,848	3%
Bus Rapid Transit	852,111	2,068,142	1,216,031	143%
Express	261,390	262,737	1,347	1%
Council Total	8,155,949	9,585,175	1,429,226	18%

Understanding Ridership Trends



D Line opening obscures solid BRT & local growth



Transit use is when supply meets demand

$$\begin{aligned} &\text{Ridership} \\ &= \\ &\text{decision to travel} \\ &\times \\ &\text{opportunity we provide} \end{aligned}$$



Ridership Recipe

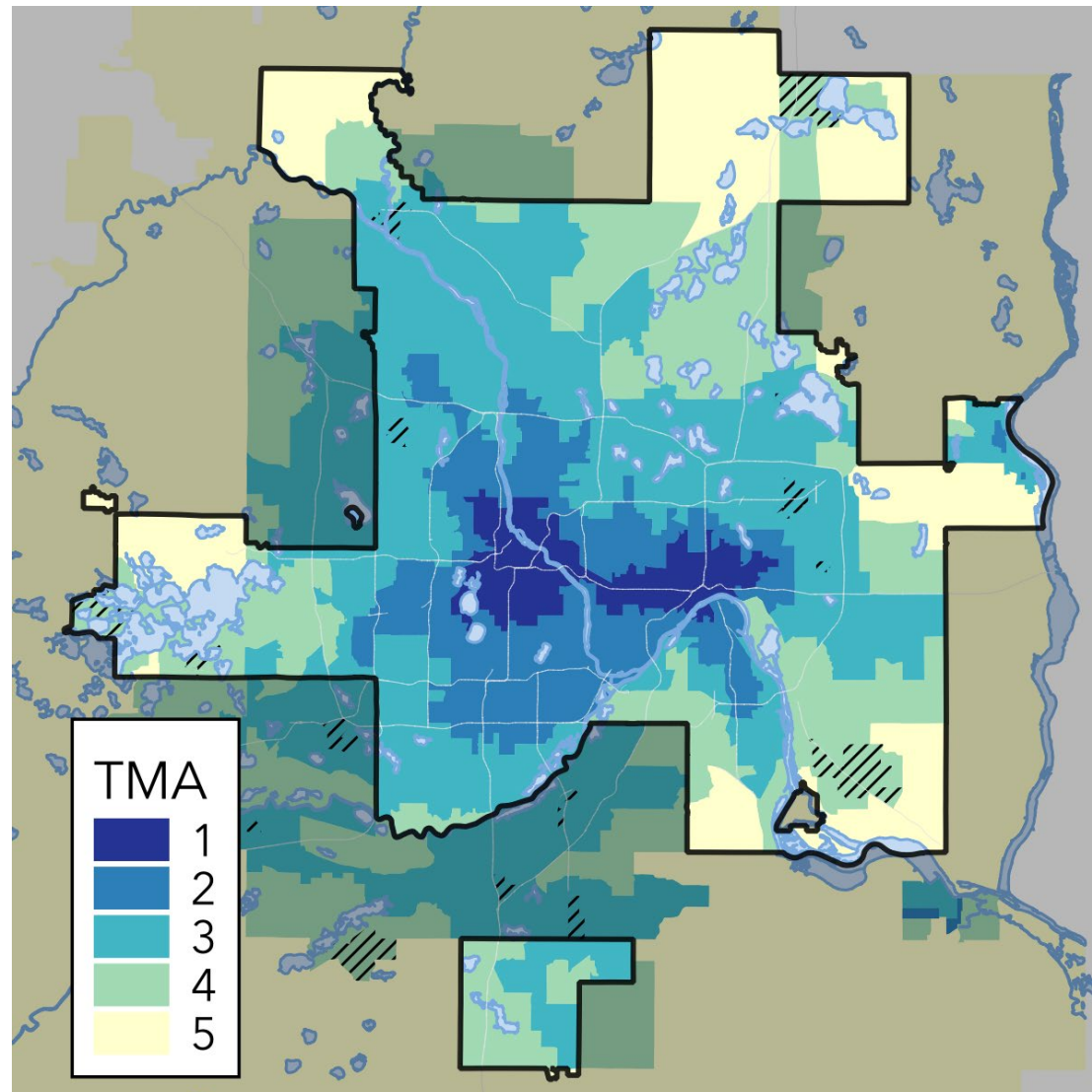
Decision to ride

- Travelers and destinations
 - Population
 - Employment
- Ease of walking
- Vehicle availability
- Directness of routing
- Nearness of destinations

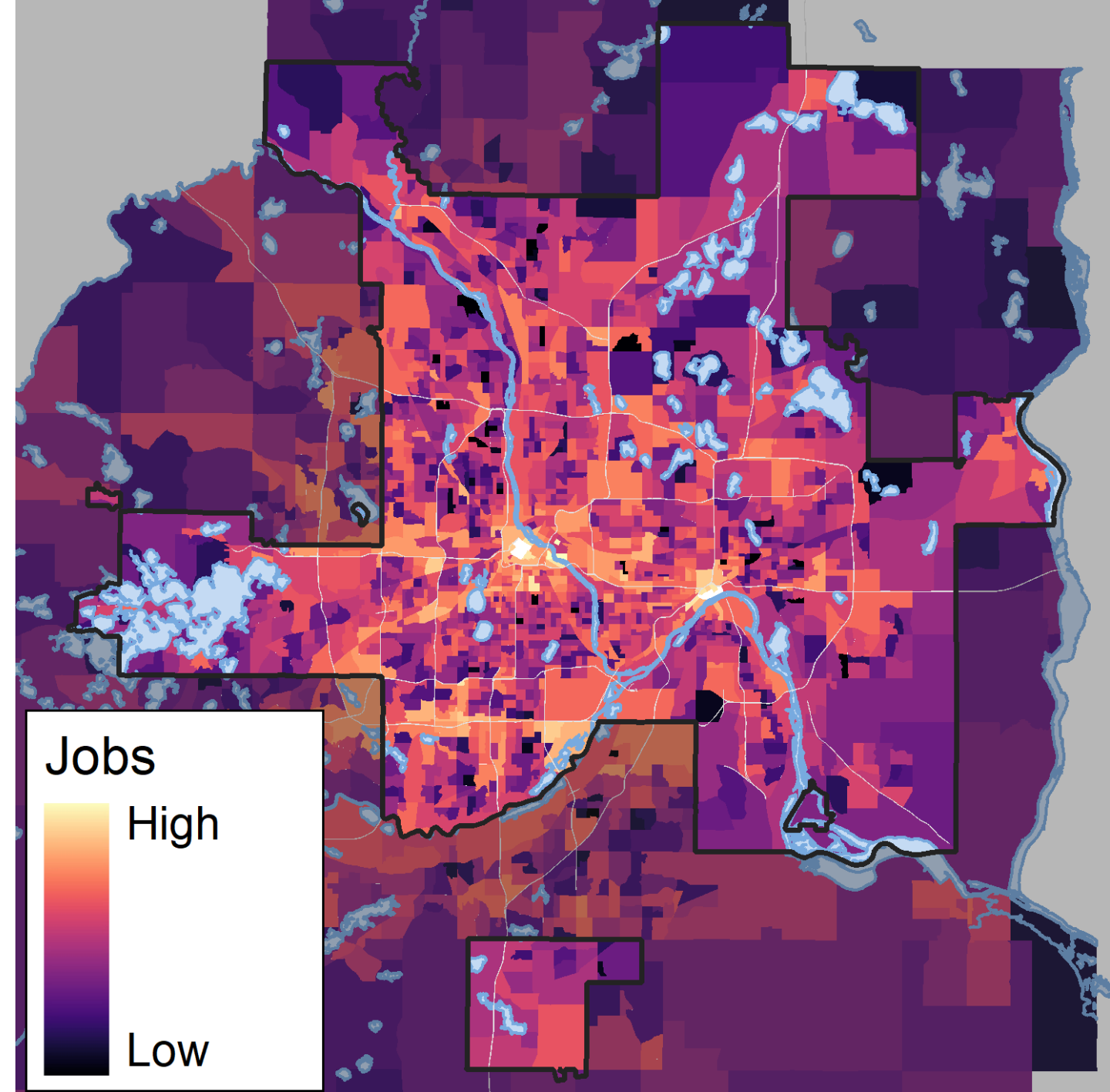
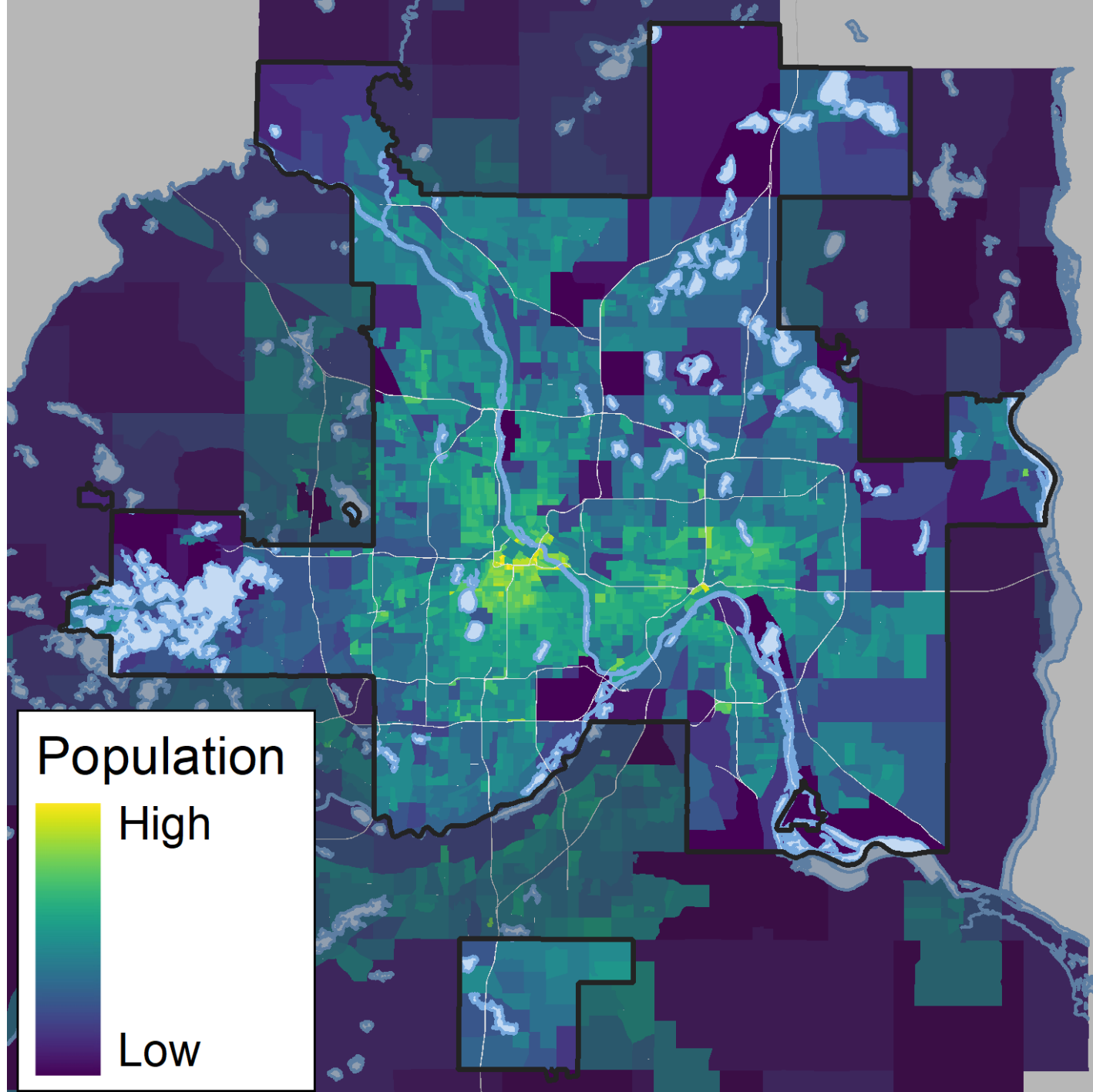
Opportunity we provide

- Route types
- Network connectivity
- Frequency
- Span of service (days and hours)
- Speed & Reliability

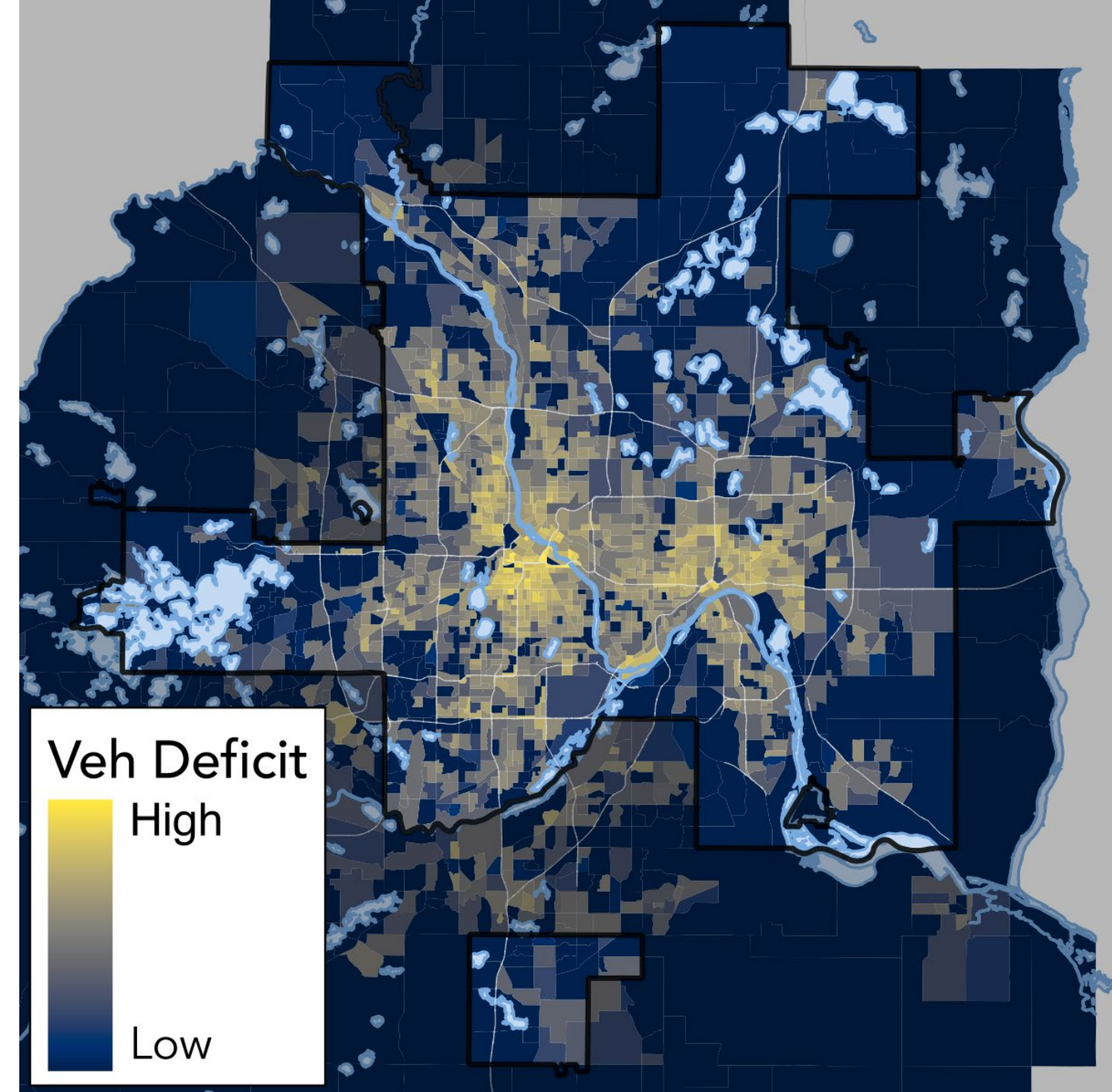
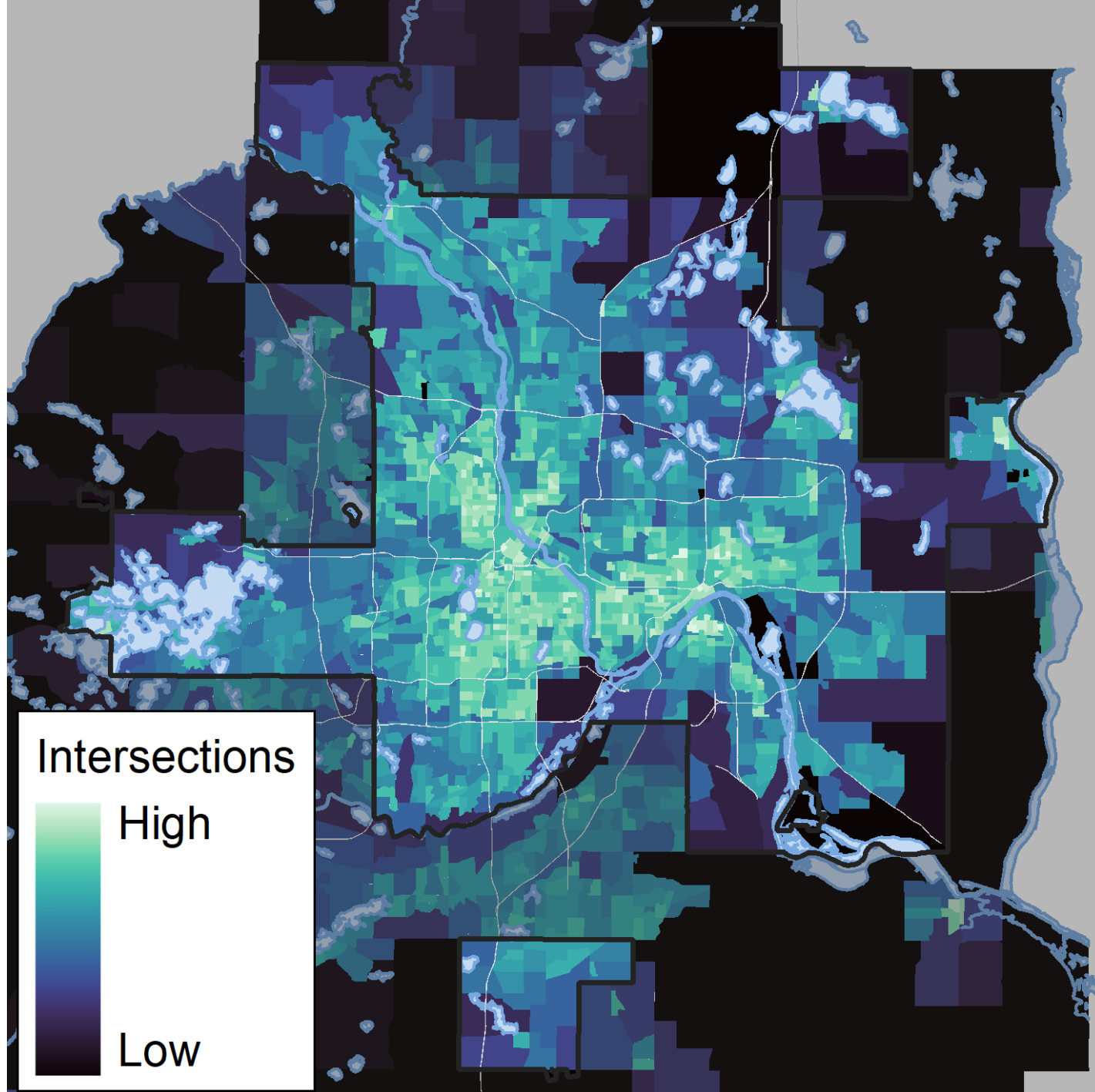
Transit Market Areas



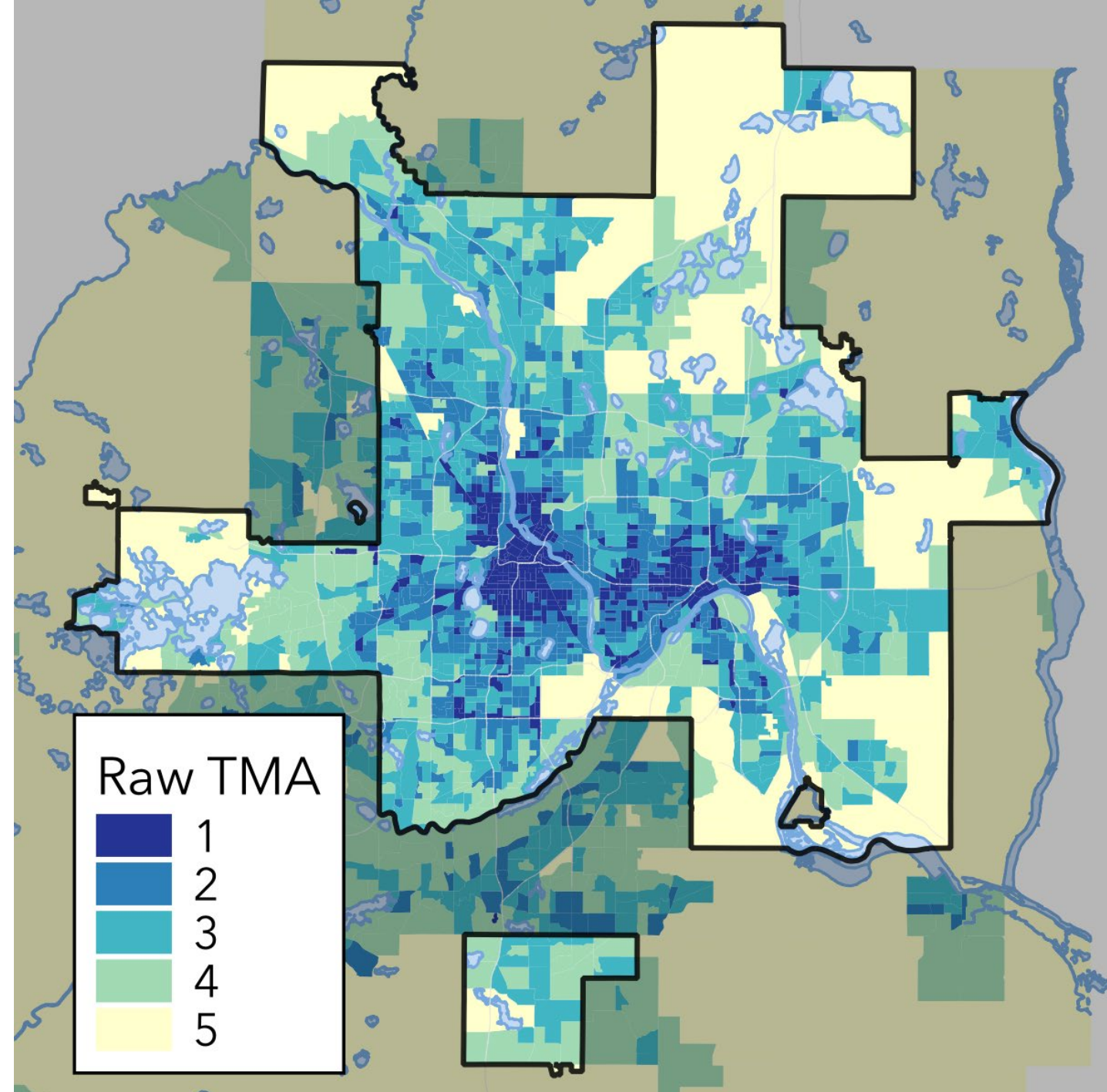
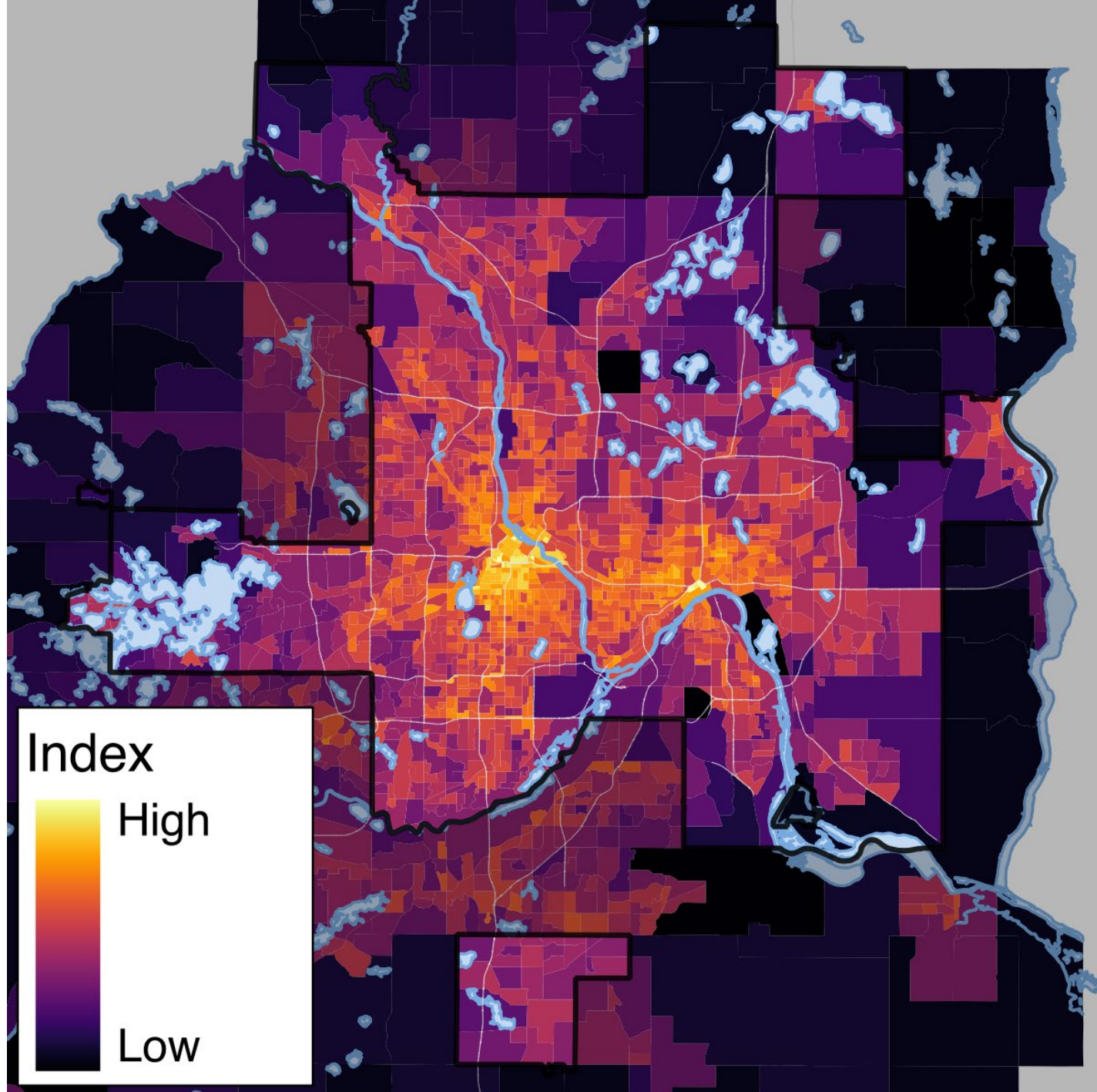
- Combine population, job, intersection and vehicle availability to predict propensity to ride transit
- Used in the Transportation Policy Plan to guide the design and evaluation of service



Population & Employment Density



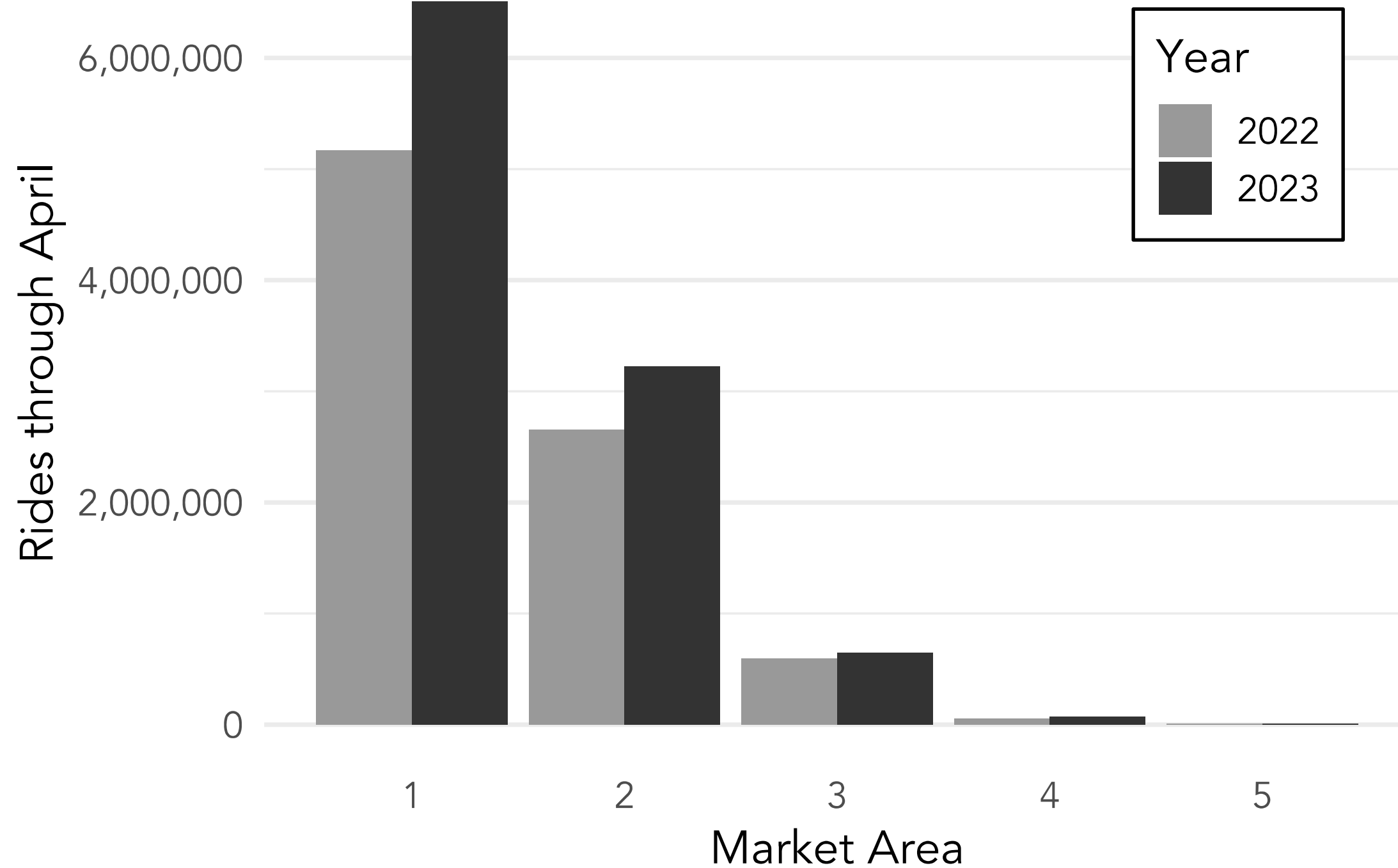
Intersection & Vehicle Deficit Density



Transit Market Index & Areas



Ridership by Market Area



Key Take-Aways



Ridership growth across all modes

- D Line ridership growth complimented by growth in other BRT and local routes
- Transit Market Areas will be updated with Transportation Policy Plan update in-progress
- Largest ridership growth in Transit Market Areas 1 & 2

Expectations for 2023

- Service frequency and span improvements as operator hiring improves
- Design and evaluate service based on Transit Market Areas
- Network Now



Questions

