Transit Ridership

DEBUNKING THE MYTHS
Historic National Transit Ridership Trends (in billions)
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2009-2013

2002-2006

1994-1998
Historic National Ridership Declines

2014 -2.9%
2010 -1.9%
2003 -1.5%
1995 -2.7%
Comparison by Size & Mode (2014 Decline)

- Large: -2.2%
- Small: -22.8%
- Rail: -0.3%
- Bus: -5.0%
Bus Rapid Transit

+22.8%
What do CEO’s Say?

35 CEO Interviews
77% of CEOs said ridership among top 3 issues
CEO's Response - #1 Agency Controlled Factor?

Large/Rail Systems
Ease of Use & Reliability

Medium/Small Systems
Frequency of Service
CEO Response - #1 Outside Factor?

Large/Rail Systems
Fuel Prices

Medium/Small Systems
Economy
Income 2008-2014: -5.2%

Ridership: 4.6%
Demographics – Data Says

Income 2015: +5.2%
Ridership: -3.2%
Demographics – Data Says

Unemployment: -2.5%
Ridership: -3.3%
Safety and Security – Data Says

Past Rider Survey (LA Metro 2016)

Didn’t Feel Safe

CONFIRMED
Transportation Network Companies

ONLY 3 out of 35 agencies interviewed identified TNCs as a root cause of ridership decline.
Myth Conclusions

- Income
- Unemployment
- Gas Prices
- Safety and Security
- Ease of Use
- Reliability

- TNCs

None of the above
What are agencies doing?

Capital Improvements
• Real-time information
• Shared bus and bike lanes
• Transit Signal Priority/Preemption
• Fare Collection Improvements

Work with what you’ve got
• Bus Network Redesigns
• TNC Partnership/Pilots
• Change Perception of Safety and Security