Where Did Our Riders Go?

TriMet Ridership Analysis

Rail-Volution

September 20, 2017

Tom Mills, Sr. Planner
TriMet
Gas Prices & Weekly Bus

2001-2017
Bus Peaks and Unemployment

2001-2017

Unemployment Rate
Poly. (Bus Peaks)
Bus and OTP 6mo Lag

Weekday Bus & OTP

Poly. (Bus Weekday)  Poly. (Weekday Bus OTP)
## Service Quality “Index”

<table>
<thead>
<tr>
<th>Route</th>
<th>Ridership Change '14-'16</th>
<th>Ridership Spring Boarding Ride OTP '14-'16</th>
<th>Reliability Spring Average Over Capacity '14-'16</th>
<th>Pass ups Spring Average '14-'16</th>
<th>Trip Time Run Time '14-'16 Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>78-Beaverton/Lake Oswego</td>
<td>-14%</td>
<td>80%</td>
<td>2%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>75-Lombard/39th (Cesar Chavez)</td>
<td>-11%</td>
<td>81%</td>
<td>3%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>44-Capitol Hwy/Mocks Crest</td>
<td>-10%</td>
<td>88%</td>
<td>13%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>52-Farmington/185th</td>
<td>-10%</td>
<td>82%</td>
<td>3%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>76-Beaverton/Tualatin</td>
<td>-10%</td>
<td>87%</td>
<td>1%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>33-McLoughlin</td>
<td>-8%</td>
<td>76%</td>
<td>4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>56-Scholls Ferry Rd</td>
<td>-8%</td>
<td>79%</td>
<td>7%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>72-Killingsworth/82nd</td>
<td>-8%</td>
<td>80%</td>
<td>8%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>14-Hawthorne</td>
<td>-8%</td>
<td>83%</td>
<td>6%</td>
<td>-1%</td>
<td></td>
</tr>
<tr>
<td>70-12th Ave</td>
<td>-8%</td>
<td>86%</td>
<td>2%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>71-60th Ave/122nd Ave</td>
<td>-8%</td>
<td>83%</td>
<td>3%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>17-Holgate/NW 21st</td>
<td>-7%</td>
<td>80%</td>
<td>12%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>15-Belmont/NW 23rd</td>
<td>-7%</td>
<td>81%</td>
<td>7%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>35-Macadam/Greeley</td>
<td>-7%</td>
<td>83%</td>
<td>9%</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>4-Division/Fessenden</td>
<td>-7%</td>
<td>84%</td>
<td>20%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>62-Murray Blvd</td>
<td>-7%</td>
<td>86%</td>
<td>0%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>19-Woodstock/Gilsan</td>
<td>-7%</td>
<td>80%</td>
<td>6%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>77-Broadway/Halsey</td>
<td>-6%</td>
<td>74%</td>
<td>3%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>21-Sandy Blvd/223rd</td>
<td>-5%</td>
<td>88%</td>
<td>0%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>9-Powell/Broadway</td>
<td>-4%</td>
<td>80%</td>
<td>9%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>20-Burnside/Stark</td>
<td>-4%</td>
<td>80%</td>
<td>9%</td>
<td>3%</td>
<td></td>
</tr>
</tbody>
</table>
Ridership Income

Ridership Average Income (not adjusted for inflation) A&A

- Less than $20,000
- $20,000 - $39,999
- $40,000 - $59,999
- $60,000 - $99,999
- $100,000 or more

2001-2003 Ave vs 2014-2016 Ave
Housing Value Change from Fall 2001 to Fall 2016

Housing Value Change
Percent change in value of single family residential taxlots*

- 5% or less
- 5.1% to 10%
- 10.1% to 25%
- 25.1% to 50%
- 50.1% to 75%
- 75.1% to 100%
- 100.1% to 125%
- 125.1% or more

* Change in median area-normalized total real market value for single family residential taxlots with their centroids in each 1/4-mile side hexagon. Taxlots with zero or null values were removed. Data credit: Metro RLIS.
Ridership Change from Fall 2001 to Fall 2016

Ridership Change
Change in total weekly ons and offs* from 2001 to 2016

- Loss over -1,000
- -999 to -100
- -99 to -10
- -9 to 0
- 1 to 10
- 11 to 100
- 101 to 1,000
- Gain over 1,001

*Stop data were aggregated to hexagons for display (1/4 mile per side)
Worst quartiles for home value increase and ridership decline from 2001 to 2016
Interim Conclusions

• Many factors at play & no single reason
• Demography and geography may be biggest factors
• Strategies will include
  • Adding service in suburbs
  • Speeding travel/improving OTP
  • Improving frequencies
  • Marketing, technology & incentives