

**Greater Cleveland Regional Transit Authority
Monthly Ridership Report
April 2009**

Performance Overview:

Ridership comparisons between 2008 and 2009 are displayed below:

Bus	April	April	April	Jan - Apr	Jan - Apr	Jan - Apr
	2009	2008	Difference	2009	2008	Difference
RTA (noncirculator)	3,075.7	3,668.0	-16.1%	12,615.4	13,420.8	-6.0%
HealthLine	334.9	228.0	46.9%	1,307.9	835.0	56.6%
Circulators	107.1	190.0	-43.6%	437.6	665.7	-34.3%
Total Bus	3,517.7	4,086.0	-13.9%	14,360.9	14,921.6	-3.8%
Rapid Transit						
Heavy Rail	388.7	481.3	-19.2%	1,701.6	1,878.9	-9.4%
Light Rail	212.0	233.1	-9.0%	849.0	868.1	-2.2%
Total Rapid Transit	600.7	714.4	-15.9%	2,550.7	2,747.0	-7.1%
Paratransit						
Paratransit	46.3	44.4	4.4%	178.0	167.3	6.4%
Work Access						
Work Access	5.9	6.0	-2.5%	23.7	24.2	-2.0%
Total Ridership	4,170.6	4,850.7	-14.0%	17,113.3	17,860.0	-4.2%

Ridership values are displayed in thousands (e.g., 1,025,149 rounds to 1,025.1)

Highlights:

- Total system ridership for April decreased 14% or about 680,000 rides. In comparison to last year, there were the same number of weekdays, Saturdays and Sundays in April. Ridership losses during the month of April were largely attributed to the composition of the Easter Holiday. This holiday fell in mid-April, thus decreasing both work and school related trips. Easter's impact can most readily be seen within the changes of 2008 and 2009's average weekday ridership. In comparison to last year, average weekday ridership dropped 12.6%, triggering a loss of over 24,000 trips per day. Compared to last year, year-to-date system ridership decreased 4.2% or approximately 746,000 rides. Bus ridership in April decreased 16.1% or approximately 592,000 rides.

- HealthLine ridership continues to grow. 334,900 rides were taken in April, a 46.86% increase over last year. Compared to the #6 route it replaced, about 106,800 more rides were taken.

- Rapid Transit ridership decreased by 15.9% in April. Light Rail increased 9.03% for the month and Heavy Rail decreased 9.4% year-to-date. Many Light Rail shut downs in April could have triggered a loss in ridership for the month.

- Community Circulator ridership decreased 43.6% and 82,826 less rides taken in April. The Southwest Circulator is up 15.1% from last year.

- Trolley ridership continues to grow. During April, more than 93,000 rides were taken, an 18.2% increase when compared to last year. Average daily trolley ridership is 4,236 rides, an 18.2% increase when compared to last year.
- 2,791 bikes were boarded in April. That is a 30% decrease over last year. Year-to-date bike-related trips are 7,051.

Ridership Initiatives and Special Promotions:

- During April, several new clients signed up for the Commuter Advantage program including: US Department of Justice Immigration Review, Arras Group, Cavitch Familo Durkin & Frutkin, TransDigm, and Sears Holding Corporation.
- On Sunday April 20, RTA participated in Earthfest at the Zoo. Staff from the Marketing and Safety departments were on board the Community Bus and handed out information pertaining to RTA.
- In April, several events occurred around the city, including concerts at the House of Blues, Rock & Roll Hall of Fame Induction Ceremonies and Festivities, Earthfest at the Zoo, a Tax Day Demonstration, Cleveland Indians Opening Day, Lake Erie Monsters last game with record attendance, and numerous Cleveland Indians and Cleveland Cavaliers home games and watch parties. To accommodate the large crowds of spectators, RTA offered additional rail service. In addition, RTA has more than 7,000 free parking spaces at rail stations and park-and-ride lots to ensure safe, speedy, and affordable travel to and from events.
- During April, RTA participated in several community events throughout the Greater Cleveland area, including speaking engagements and informational sessions at Quarry Town Senior Apartments, Severance Towers Apartments, Ambleside Towers Apartments, Justice Center, River Park Senior Apartments, Lupica Towers Senior Apartments, and Musicians Towers Senior Apartments. Staff also coordinated and attended CAB meeting, Transit Improvement Advisory Committee, Earthfest at the Zoo, and Take Your Child to Work Day. By design, these events increase RTA's presence within the Greater Cleveland community and enhance public transit awareness.