

# PERFORMANCE REPORT

## July 2005

Northern New England Passenger Rail Authority



### SUMMARY

For the third month in a row, Downeaster ridership continued to grow. The decrease in travel time to 2 ½ hours which occurred April 26, 2005 combined with increasing gas prices seems to be impacting this trend. Ridership in July 2005 was 58.2% higher than in July 2004 meaning that ridership rose by 9,917 riders. Much of that increase can be attributed to the fact that the Downeaster did not operate between July 24-July 31, 2004 due to the closing of North Station for the Democratic National Convention. However, it is important to note that 2,384 more riders traveled on the Downeaster between July 1-23, 2005 than between the same dates in 2004. July 2005 is the highest ridership month the Downeaster has had since August of 2003. Ridership in July 2003 was 24,512. There were eight groups booked to travel in July 2005 representing 196 total trip segments; there were 160 round trips and 30 one way.

	Jul-05		Jul-04		Variance	
	Riders	Revenue	Riders	Revenue	Riders	Revenue
Total	<b>26,967</b>	<b>\$378,845</b>	17,050	\$252,355	9,917	\$ 126,490
Avg/Day	<b>870</b>	<b>\$ 12,221</b>	741	\$ 8,140	129	\$ 4,080
Fare/Pax		<b>\$ 14.05</b>		\$ 14.80		\$ (0.75)

### RIDERSHIP BY TRAIN NUMBER

Average daily ridership on all trains increased during July 2004 resulting in an increase in load factor of 10%. Of particular note is Train 681, the "tourist train" arriving in Portland at 12:15pm daily, which increased 27% over last year.

Overall, the load factor, number of available seats sold, was 10% greater this year than last year with an average of 129 more riders per day in July 05 than in July 04.

Ridership by Train including load factor

Seats Avail	Jul-05				Jul-04		
	Train	Riders	Avg/Day	Load Factor	Riders	Avg/Day	Load Factor
	<b>680</b>	3,619	117	50%	2,248	98	28%
	<b>681</b>	2,904	94	40%	1,836	80	23%
	<b>682</b>	4,622	149	64%	2,997	130	37%
	<b>683</b>	2,886	93	40%	1,908	83	24%
	<b>684</b>	2,728	88	38%	1,689	73	21%
	<b>685/689</b>	6,393	206	88%	4,367	190	55%
	<b>686/688</b>	2,461	79	34%	1,362	59	17%
	<b>687</b>	1,354	44	19%	643	28	8%
<b>TOTAL</b>	<b>26,967</b>	<b>870</b>	<b>46%</b>	<b>17,050</b>	<b>741</b>	<b>36%</b>	

### RIDERSHIP by DAY OF WEEK

There were significant increases in mid-week ridership in July 2005 with Friday being the most traveled day of the week.

Day	Jul-05	Jul-04
Monday	723	662
Tuesday	835	651
Wednesday	837	698
Thursday	845	854
Friday	959	852
Saturday	908	763
Sunday	935	636
Total	870	741

## RIDERSHIP BY CITY PAIR

The number of trip segments between Portland and Boston increased 48.1% over July 2004. These 8,461 riders accounted for 31.4% of the Downeaster's total ridership in July 2005. This travel pair had been decreasing in FY2004, but has seen growth since May 2005. Boston-Exeter was the second most travelled city pair accounting for 14.3% of total riders and 7.9% of total revenues; Boston to Wells was the second highest revenue pair accounting for 12% of total ridership and 13.1% of total revenue. As a general observation, travel between interim pairs is increasing. A number of promotions and the good weather in July was reflected in the increases in the Old Orchard Beach market. In July 2,389 boardings and alightings occurred at this stop, an increase of more than a thousand from the 1,381 in July 2004.

July	Ridership					Ticket Revenue				
	2005	% Total	2004	% Total	% chg.	2005	% Total	2004	% Total	% chg.
Boston - Portland	8,461	31.4%	5,712	33.5%	48.1%	\$158,547	41.9%	\$112,228	44.5%	41.3%
Boston - Wells	3,224	12.0%	1,962	11.5%	64.3%	\$49,662	13.1%	\$30,991	12.3%	60.2%
Boston - Saco	1,764	6.5%	1,264	7.4%	39.6%	\$30,467	8.0%	\$21,924	8.7%	39.0%
Boston - Exeter	3,851	14.3%	2,593	15.2%	48.5%	\$29,912	7.9%	\$20,269	8.0%	47.6%
Boston - Dover	1,909	7.1%	1,205	7.1%	58.4%	\$24,279	6.4%	\$15,661	6.2%	55.0%
Boston - Old Orchard	1,178	4.4%	722	4.2%	63.2%	\$21,103	5.6%	\$13,579	5.4%	55.4%
Boston - Durham	1,221	4.5%	598	3.5%	104.2%	\$12,687	3.3%	\$6,827	2.7%	85.8%
Portland - Woburn	477	1.8%	234	1.4%	103.8%	\$8,043	2.1%	\$4,310	1.7%	86.6%
Haverhill - Portland	279	1.0%	266	1.6%	4.9%	\$4,241	1.1%	\$4,106	1.6%	3.3%
Exeter - Portland	316	1.2%	214	1.3%	47.7%	\$3,923	1.0%	\$2,855	1.1%	37.4%
Boston - Haverhill	709	2.6%	257	1.5%	175.9%	\$1,765	0.5%	\$1,765	0.7%	0.0%
Dover - Portland	306	1.1%	213	1.2%	43.7%	\$2,993	0.8%	\$2,011	0.8%	48.8%
Old Orchard - Woburn	203	0.8%	84	0.5%	141.7%	\$2,894	0.8%	\$1,255	0.5%	130.6%
Durham - Portland	304	1.1%	148	0.9%	105.4%	\$2,424	0.6%	\$1,340	0.5%	80.9%
Portland - Wells	203	0.8%	106	0.6%	91.5%	\$1,476	0.4%	\$802	0.3%	84.0%
All other markets	2,562	9.5%	1,472	8.6%	74.0%	24,430	6.4%	12,432	4.9%	96.5%
<b>Total</b>	<b>26,967</b>	<b>100.0%</b>	<b>17,050</b>	<b>100%</b>	<b>58.2%</b>	<b>\$378,845</b>	<b>100%</b>	<b>\$252,355</b>	<b>100%</b>	<b>50.1%</b>

## PASS SALES

A total of 126 passes were sold in July 2005 resulting in the allocation of 3,620 riders and \$20,815 in revenue. Passholders accounted for 13% of all Downeaster ridership and 5.5% of total revenue.

	Jul-05		Jul-04	
	#	Rev	#	Rev
10 Ride Passes Sold	55	\$14,556	36	\$4,509
30 Day Passes Sold	71	\$5,764	48	\$9,271
<b>Total Passes Sold</b>	<b>126</b>	<b>\$20,320</b>	<b>84</b>	<b>\$17,977</b>
Total Allocated	3,620	\$20,815	2270	\$16,521
Average fare per pass rider		\$5.75		\$7.28
Pass Riders as a % of total	13%	5.5%	13%	6.5%

## OPERATIONS

The Downeaster's On Time Performance for July 2005 was only 79.8% but is 89.1% year to date. The Overall Customer Satisfaction Index for January – April 2005 was 91, the second best in the nation.

**BUDGET IMPACTS**

Budget to Actual comparisons show the first month of FY06 to be 1,917 riders and \$590 above budget projections. Increasing travel between interim stations and among commuters are impacting the average fare per passenger. In total, 281,492 riders and \$3,870,639 in revenue are projected for FY06 with an average fare per passenger of \$13.75.

	FY06 TARGET			FY06 ACTUAL vs. TARGET					
	Ridership Goal	Avg Fare Goal	Revenue Goal	Riders	Variance	Revenue	Variance	Avg Fare	Variance
July	25,050	\$ 15.10	\$ 378,255	26,967	1,917	\$ 378,845	\$ 590	\$ 14.05	\$ (1.05)

Sales in the Downeaster café were approximately \$37,061 in July 2005, \$4,245 more than budgeted for top line sales.