120 West Route (adjusted for the additional spring and fall service, as discussed above), this indicates a total ridership generation of 2,630 passengers (or 13 passengers per day)[6]. This service would not increase the peak fleet requirements (though it would add more mileage per year to the existing fleet). It would increase annual vehicle-hours of service by 1,462, increasing operating cost by $157,000.

PERFORMANCE ANALYSIS OF 120 WEST ROUTE SERVICE ALTERNATIVES

Cost and ridership impacts of service alternatives for the 120 West Route are shown in Table 12. The performance analysis for these alternatives is presented in Table 13 and Figure 4. This analysis indicates the following:

Table 12: YARTS 120 West Route Service Alternatives Summary

Alternative	Change In Annual Service: Service Hours	Operating Cost	Ridership	Fare Revenues	Operating Subsidy	Change in Peak Buses
Additional Round Trip in Summer	637	$68,400	3,100	*$23,500*	*$44,900*	1
Convert Existing Run into 2 Short Runs	392	$42,100	4,700	*$24,300*	*$17,800*	0
Early May Service	85	$9,100	430	*$3,300*	*$5,800*	0
3 Runs in Late May	182	$19,500	620	*$4,700*	*$14,800*	0
October Service	202	$21,600	370	*$2,800*	*$18,800*	0
3 Runs in September	351	$37,700	1,860	*$14,100*	*$23,600*	0
Year-Round Service[1]	1,463	$157,000	3,400	*$20,600*	*$136,400*	0

Note 1: Includes early May and October service.

Table 13: YARTS Route 120 West Service Alternatives Performance Analysis

	Net Annual Ridership	Net Annual Operating Subsidy	Values Achieving Recommended Performance Standards Shaded — Change From Existing Service: Psgr-Trips per Service-Hour	Cost per Psgr-Trip	Subsidy per Psgr-Trip	Farebox Ratio[1]
Minimum Performance Standard			*8.00*	*No Standard*	*< $20.00*	*20%*
Additional Round Trip in Summer	3,100	$44,900	4.9	$22.06	$14.48	34%
Convert Existing Run into 2 Short Runs	4,700	$17,800	12.0	$8.96	$3.79	58%
Early May Service	430	$5,800	5.1	$21.16	$13.49	36%
3 Runs in Late May	620	$14,800	3.4	$31.45	$23.87	24%
October Service	370	$18,800	1.8	$58.38	$50.81	13%
3 Runs in September	1,860	$23,600	5.3	$20.27	$12.69	37%
Year-Round Service	3,400	$136,400	2.3	$46.18	$40.12	13%

Note 1: Marginal fare revenues divided by marginal operating cost.

[6] There may be some additional ridership benefit generated by the convenience of providing consistent service throughout the year, but this is not possible to quantify and would probably be low.