



2018 ANNUAL RIDERSHIP REPORT

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LONG ISLAND RAIL ROAD
EXECUTIVE SUMMARY**

In 2018, the Long Island Rail Road (LIRR) experienced a new modern record in ridership, carrying 89.8 million passengers compared to the post-war record of 91.8 million passengers in 1949. Total ridership increased 0.7% compared to 2017 (0.5% when adjusted for the same number of calendar workdays comparing 2017 ridership of 89.3 million passengers). Strong local economic conditions and continuous growth in non-commutation travel, including trips to entertainment and sports venues, contributed to these ridership numbers.

2018 Ridership Summary

- In 2018, the LIRR experienced its highest ridership since the post-war record of 91.8 million passengers in 1949
- 2018 Non-Commutation ridership reached a record high of 38.9 million passengers. Non-Commutation ridership increased 1.3%, reflecting a growing trend of discretionary trips.
 - Total Weekend ridership increased 1.4%. Saturday ridership travel increased 1.0% and Sunday ridership travel increased 1.9%. Off-peak weekday travel increased 1.6% compared to last year.
- 2018 Commutation ridership achieved 50.8 million passengers increasing 0.2%. Commutation ridership benefitted from a strong local economy.
 - Reverse Commute ridership increased 1.9% in the AM period and 1.4% in the PM Peak Period compared to 2017

ANNUAL RIDERSHIP 2018 VS 2017 (in millions) *

	Annual Ridership 2018	Annual Ridership 2017	% Change vs. 2017
Total Ridership	89.8	89.3	+0.5% ▲

*Annual ridership is based on a calendar adjustment to reflect same workdays in 2018 and 2017
Legend: ▲ increase; ▼ decrease; ● no change

Major Factors and Initiatives Affecting Ridership

1. STRONG REGIONAL ECONOMY

- NYC Non-Agricultural employment increased 2.8% during CY 2018 vs. 2017
- Education and Health employment increased 4.4%
- Mining, Logging & Construction employment increased 4.4%
- Business and Professional Services employment increased 2.7%
- Leisure and Hospitality employment increased 2.4%
- Financial Sector employment increased 1.0%

2. SERVICE IMPROVEMENTS

- During 2018, the LIRR posted favorable trends in non-commutation ridership. A number of Service Enhancements were implemented:
 - Upon the completion of the Main Line Double Track project, three Farmingdale trains were extended to start out of Ronkonkoma. This allowed for additional connections with the Greenport Scoot, with two reverse peak trains having additional station stops.
 - Implemented in May, a dual-mode train was extended to originate out of Southampton instead of Speonk, providing customers with a one-seat ride to Penn Station.

3. ON-TIME PERFORMANCE

- As the benefits of LIRR Forward took hold, customer experience & satisfaction improved
- While system-wide on-time performance decreased by 1.0%, OTP improved significantly in the 2nd half of the year with ridership gains following suite

4. RIDERSHIP GROWTH OF DISCRETIONARY TRAVEL (SPORTS, ENTERTAINMENT AND LEISURE SEGMENTS)

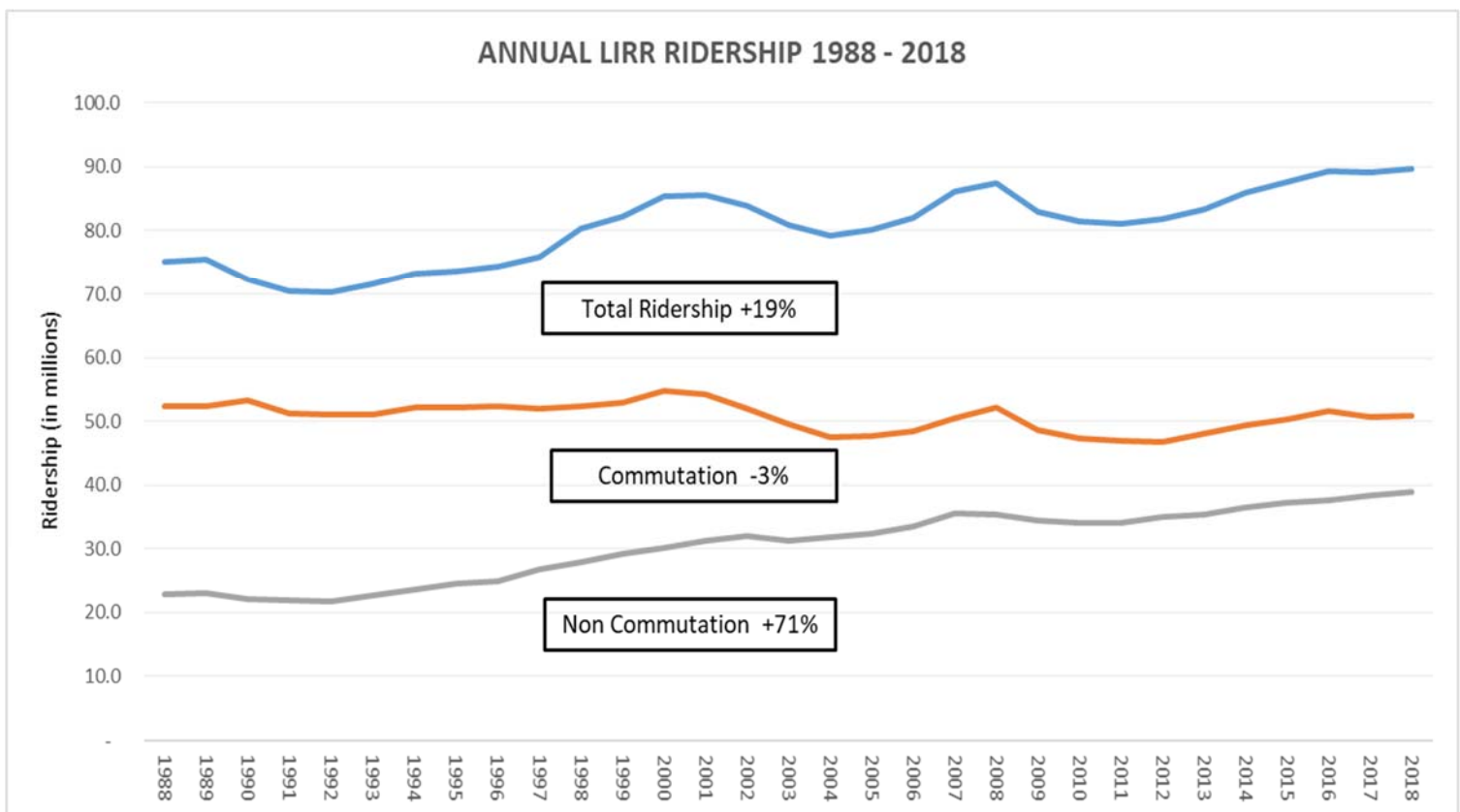
- USGA's 2018 U.S. Open at Shinnecock Hills in Southampton brought 78,000 customers, a new record number of customers compared to previous US Open at Shinnecock Hills
- The 2018 Belmont Stakes held its thirteenth Triple Crown winner bringing 21,000 additional customers
- Introduced and marketed Summer Saturdays and Autumn Weekends, LIRR's special customer appreciation programs
- Launched successfully the MY LIRR LOYALTY Program with over 100 participating vendors
- A new ticket type was introduced, the "Atlantic Ticket", which brought over \$3 million in revenue and 639,000 riders
- Continuing the second year of successful growth for the LIRR Holiday Trains service that was expanded to two branches (from Ronkonkoma and Babylon to Penn Station) with on-board entertainment, giveaways and special discount to an MSG show
- Sales & Promotions programs (deals, getaways and group travel) contributed \$2.1 million to LIRR's 2018 total off-peak business of \$212 million. Growth achieved through expansion of event marketing initiatives, and email marketing (E-blasts) efforts targeting one day-trippers and group travel segments.
- Spearheaded the 6th Annual "Long Island Car Free Day" encouraging Long Islanders to give up their cars and try mass transit, carpooling, walking, and bicycling

- Created a unique three-way partnership with “Discover LI” and “NYC & Co” to position the LIRR as the connecting mode between NYC and LI attracting leisure travelers to the region. Targeted the tourism segment working with travel agents and leisure organizations.

Long-Term Ridership Trends

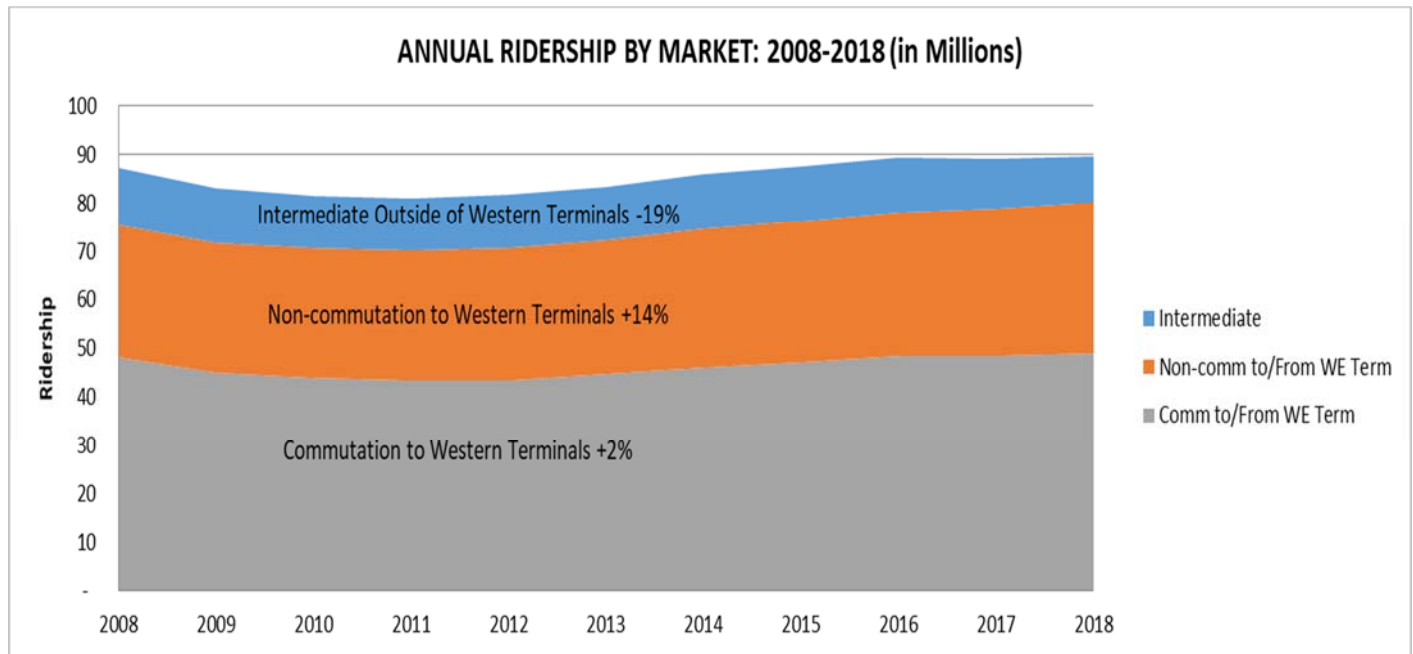
Ridership Trends

- Over the past 30 years, system-wide ridership has grown by 19%
- Non-Commutation ridership has climbed, recording a 71% increase over the 30-year span, while Commutation ridership has shown a slight decrease (-3%)



Ridership Trends by Market

- Over the past 10 years, significant growth has occurred in the Non-Commutation market, which grew 14%
- Commutation ridership to western terminals has increased by 2% since 2008
- Non-Commutation growth increased due to favorable market/economic conditions and aggressive marketing programs/niche market segments (i.e., NYC/LI Getaways, etc.)
- Intermediate ridership outside of western terminals has decreased by 19% over the past 10 years



	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
Intermediate	12	11	11	11	11	11	11	11	11	10	10
Non-comm to/From WE Term	27	27	27	26	27	27	29	29	30	30	31
Comm to/From WE Term	48	45	44	44	43	45	46	47	48	48	49
Grand Total	87	83	82	81	82	83	86	88	89	89	90

Notes

Intermediate: passengers traveling outside of the Western Terminals (Penn Station, Atlantic Terminal, and HuntersPoint/LIC)

Non-Comm to/from the Western Terminals: passengers traveling to/from Western Terminals with ticket types other than Weekly & Monthly tickets

Comm to/from Western Terminals: passengers traveling to/from Western Terminals with Weekly & Monthly tickets

2018 vs. 2017 Branch Comparisons

- Most LIRR Branches experienced ridership gains in 2018. The Greenport Branch showed the highest percent increase of 9.8%, as weekday service was added in 2018. Ronkonkoma Branch showed the largest percent decrease of 1.7% due mainly to the impact of several trackwork programs. The Port Jefferson/Huntington Branch has continued to maintain the highest ridership (19.1 million customers), followed by the Babylon Branch servicing 18.3 million compared to 2017.

RIDERSHIP BY BRANCH (in millions) *

Branch	Annual Ridership 2018	Annual Ridership 2017	% Change vs. 2016
Babylon	18,306,985	18,085,955	1.2%▲
City Zone	7,239,713	7,171,230	1.0%▲
Far Rockaway	6,402,693	6,245,366	2.5%▲
Greenport	74,819	68,121	9.8%▲
Hempstead	4,329,862	4,251,182	1.9%▲
Long Beach	4,849,085	4,898,829	1.0%▼
Montauk	2,424,499	2,348,119	3.3%▲
Oyster Bay	1,929,263	1,924,288	0.3%▲
Port Jefferson**	19,114,377	19,086,565	0.1%▲
Port Washington	14,242,594	14,084,690	1.1%▲
Ronkonkoma	9,766,249	9,935,414	1.7%▼
West Hempstead	1,092,420	1,059,082	3.1%▲
Total	89,772,559	89,158,841	0.2%▲

Legend: ▲ increase; ▼ decrease; ● no change

*Ridership data is based on ticket sales

**Port Jefferson Branch includes ridership from Huntington Branch

2019 Outlook

- Throughout the remainder of 2019 (and for multiple years beyond), the LIRR will be engaged in several large-scale projects, resulting in a more modern system well-suited to meet future transportation needs. In the short term, these system upgrades require service changes to allow for construction primarily during the off-peak period, but in some cases even during the peak period.
- 101st PGA Championship in the Bethpage Park is expected to boost discretionary ridership
- To provide better travel coordination for customers to gain better access to businesses in the South Fork region, a South Fork Commuter Connection (SFCC) program was introduced by offering a special rail & bus combination
- The LIRR is expecting to place into revenue service the first M9 cars in the Summer/Fall of 2019
- Continue fostering new opportunities to build on the successful performance of Deals & Getaways and Group Sales in recent years. Introduce attractive NYC & LI value-added packages and capitalize on cross marketing opportunities with regional partners and venues to increase non-commutation ridership.
- Continue promotional partnerships with local sports venues to grow off-peak ridership
- Ridership growth is expected to continue with several opportunities to serve all local airports, building incremental ridership growth of travel through the LIRR
- New sponsorship and revenue initiatives will be undertaken to raise additional funds

2018 LIRR Annual Ridership Report Appendix

Additional ridership statistics are provided in an online appendix. Listed as an exhibit within the April 2018 Metro-North and LIRR Committee materials, the appendix is available at:

<http://web.mta.info/mta/news/books>