



DATE: FEBRUARY 01, 2018

MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)

FROM: AARON BONFILIO, PROGRAM MANAGER – TRANSIT SERVICES
HEATHER MILLER, TRANSIT PLANNER

SUBJECT: KEY PERFORMANCE INDICATORS (KPI) REPORT

RECOMMENDATION

- Receive and file report.

BACKGROUND

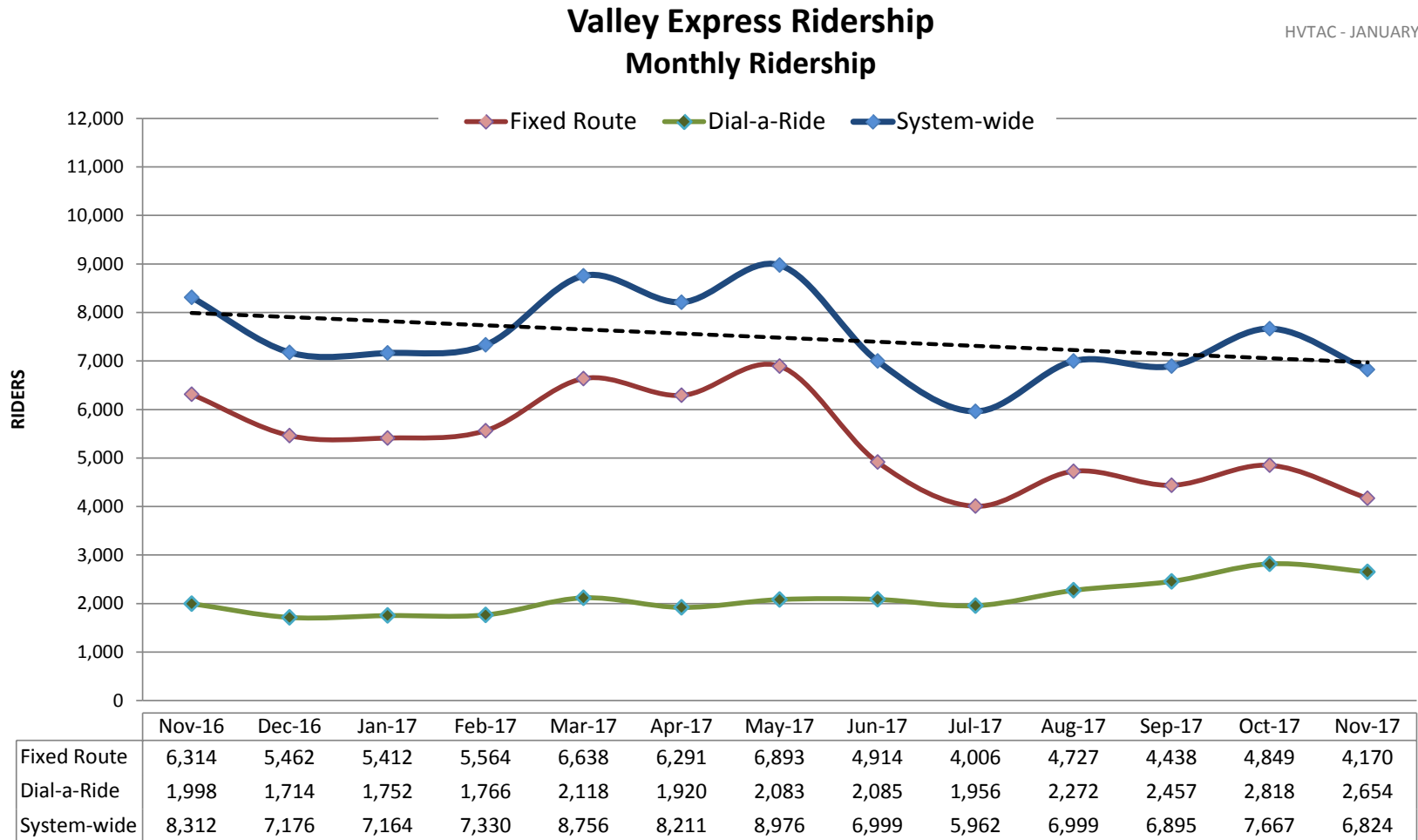
In mid-August 2017, service changes went into effect that included a reduction in Fixed Route service and an expansion of the Dial-a-Ride (DAR) service for the Valley Express system. Specifically, Fixed Route Vehicle Revenue Hours (VRH) were reduced approximately 65% on Santa Paula routes, 41% on Fillmore routes, and 14% on Piru routes, overall, approximately 52% system-wide. These cuts were adopted to address continued lower than expected demand for fixed route bus service and were based on route utilization. At the same time, in response to higher demand for Dial-a-Ride (DAR) service and a “best fit” approach for the community, DAR was expanded to include the General Public. This report reflects the three-month period following the change, beginning September through November, in comparison to the same quarter of last year.

Key Performance Highlights

- *Fixed Route ridership for the months of Sep-Oct-Nov 2017 compared to last year declined by 36%, or 7,633 less passenger trips, while Dial-a-Ride (DAR) ridership increased by 19%, or 1,270 additional passenger trips. Overall, ridership declined year-over-year by 23% or 6,363 passenger trips for the time-period as shown in Figure 1.*
- *As noted above, steep cuts to Fixed Route service were adopted in August. Revenue Hours decreased by 49% and Revenue Miles decreased by 51% compared to last year’s average for the same period (see Table 1). Passengers per Hour, however, increased by 24%, demonstrating some gained efficiencies following the service changes. Fixed Route Operating Costs declined in similar proportion to level of service with a 41% decrease in cost. As a result, the Farebox Recovery Ratio for Fixed Route service improved slightly from an 8.54% return to an 8.81% return.*
- *Table 2 provides Dial-a-Ride (DAR) performance. As expected, with an increase in ridership (i.e. demand), Revenue Hours and Miles also increased. Specifically, there was a 34% increase to Revenue Hours, and 33% increase in Revenue Miles. Likewise, Operating Costs increased 37%. Ridership, however, increased by a lesser amount, 19% only. This imbalance, higher costs at a rate exceeding the rate increase in ridership, impacted the Dial-a-Ride Farebox Recovery Ratio, which saw a decrease from 6.41% to 4.82% compared to the same quarter of last year.*
- *In sum, year-over-year analysis reflects a system-wide decline in ridership of 23% as shown in Table 3. Revenue Hours and Miles declined approximately 10%. Operating Cost remained relatively neutral, dropping slightly by 4%. Farebox Revenue declined by 22% and the Farebox Recovery Ratio declined from 7.53% to 6.10%. Historical trends in Farebox Recovery Ratios for the Valley Express Service are shown in Figure 2.*

** In addition to the attached report, information requested at the January 24, 2018 HVTAC meeting, such as per-day average ridership and detail regarding passenger feedback, will be provided at the meeting and accompany this report's presentation.*

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KEY PERFORMANCE INDICATORS (KPI) REPORT
Figure 1



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KEY PERFORMANCE INDICATORS (KPI) REPORT
Table 1

FIXED ROUTE - Valley Express KPI		SEPT-OCT-NOV 2016 Quarter	SEPT-OCT-NOV 2017 Quarter	Yr over Yr % Change
Ridership	Fixed Route	21,090	13,457	-36%
Passengers per Mile	Fixed Route	2.25	1.73	-23%
Passengers per Hr	Fixed Route	7.03	8.72	24%
Revenue Hours	Fixed Route	3,002	1,544	-49%
Revenue Miles	Fixed Route	47,421	23,230	-51%
Operating Cost	Fixed Route	\$ 202,131	\$ 119,861	-41%
Cost per Hr	Fixed Route	\$ 67.33	\$ 77.63	15%
Cost per Passenger	Fixed Route	\$ 9.58	\$ 8.91	-7%
Farebox Revenue	Fixed Route	\$ 17,259	\$ 10,558	-39%
10% Farebox Recovery Goal \$	Fixed Route	\$ 20,213	\$ 11,986	-41%
Farebox Recovery Shortfall \$	Fixed Route	\$ (2,954)	\$ (1,428)	-52%
Farebox Recovery Ratio Actual	Fixed Route	8.54%	8.81%	3%
Fare Revenue per Passenger	Fixed Route	\$ 0.82	\$ 0.78	-4%
Farebox Recovery 10 % Goal per Passenger	Fixed Route	\$ 0.96	\$ 0.89	-7%
Shortfall per Passenger	Fixed Route	\$ (0.14)	\$ (0.11)	-24%

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Table 2

DIAL-A-RIDE (DAR) - Valley Express KPI		SEPT-OCT-NOV 2016 Quarter	SEPT-OCT-NOV 2017 Quarter	Yr over Yr % Change
Ridership	Dial-A-Ride (DAR)	6,659	7,929	19%
Passengers per Mile	Dial-A-Ride (DAR)	6.34	7.08	12%
Passengers per Hr	Dial-A-Ride (DAR)	2.39	2.12	-11%
Revenue Hours	Dial-A-Ride (DAR)	2,784	3,733	34%
Revenue Miles	Dial-A-Ride (DAR)	42,211	56,142	33%
Operating Cost	Dial-A-Ride (DAR)	\$ 184,003	\$ 252,521	37%
Cost per Hr	Dial-A-Ride (DAR)	\$ 66.09	\$ 67.65	2%
Cost per Passenger	Dial-A-Ride (DAR)	\$ 27.63	\$ 31.85	15%
Farebox Revenue	Dial-A-Ride (DAR)	\$ 11,800	\$ 12,170	3%
10% Farebox Recovery Goal \$	Dial-A-Ride (DAR)	\$ 18,400	\$ 25,252	37%
Farebox Recovery Shortfall \$	Dial-A-Ride (DAR)	\$ (6,600)	\$ (13,082)	98%
Farebox Recovery Ratio Actual	Dial-A-Ride (DAR)	6.41%	4.82%	-25%
Fare Revenue per Passenger	Dial-A-Ride (DAR)	\$ 1.77	\$ 1.53	-13%
Farebox Recovery 10 % Goal per Passenger	Dial-A-Ride (DAR)	\$ 2.76	\$ 3.18	15%
Shortfall per Passenger	Dial-A-Ride (DAR)	\$ (0.99)	\$ (1.65)	66%

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Table 3

SYSTEM-WIDE SERVICE - Valley Express KPI		SEPT-OCT-NOV 2016 Quarter	SEPT-OCT-NOV 2017 Quarter	Yr over Yr % Change
Ridership	System-wide	27,749	21,386	-23%
Passengers per Mile	System-wide	3.23	3.71	15%
Passengers per Hr	System-wide	4.80	4.05	-15%
Revenue Hours	System-wide	\$ 5,786	\$ 5,277	-9%
Revenue Miles	System-wide	\$ 89,632	\$ 79,372	-11%
Operating Cost	System-wide	\$ 386,133	\$ 372,382	-4%
Cost per Hr	System-wide	\$ 66.74	\$ 70.57	6%
Cost per Passenger	System-wide	\$ 13.92	\$ 17.41	25%
Farebox Revenue	System-wide	\$ 29,059	\$ 22,729	-22%
10% Farebox Recovery Goal \$	System-wide	\$ 38,613	\$ 37,238	-4%
Farebox Recovery Shortfall \$	System-wide	\$ (9,554)	\$ (14,510)	52%
Farebox Recovery Ratio Actual	System-wide	7.53%	6.10%	-19%
Fare Revenue per Passenger	System-wide	\$ 1.05	\$ 1.06	1%
Farebox Recovery 10 % Goal per Passenger	System-wide	\$ 1.39	\$ 1.74	25%
Shortfall per Passenger	System-wide	\$ (0.34)	\$ (0.68)	97%

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Figure 2

