



DATE: APRIL 17, 2019

MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVTAC)

FROM: HEATHER MILLER, TRANSIT PLANNER

SUBJECT: KEY PERFORMANCE INDICATORS (KPI) REPORT

RECOMMENDATION

- Receive and file report.

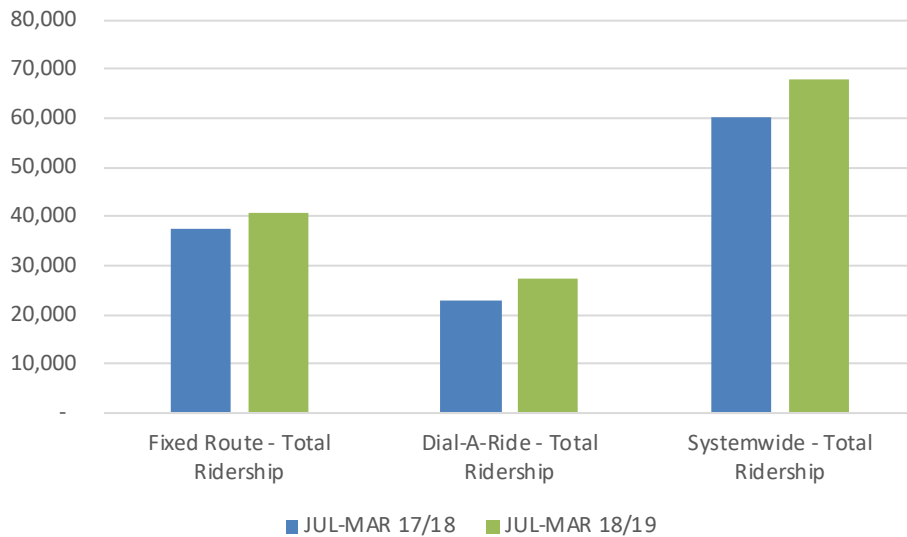
BACKGROUND

This report provides year-to-date route ridership and Quarter 3 (JAN-FEB-MAR) FY 2018/2019 Key Performance Indicators (KPI) comparison to the previous year's quarter for the Valley Express Service including fixed route and dial-a-ride (DAR) services.

Key Performance Highlights

- Ridership trends continue to climb for Valley Express in the third quarter. Overall, year-to-date comparisons (July 2018 – March 2019) saw a 13% system-wide increase in Valley Express ridership compared to last year. Fixed route ridership increased by 9% while dial-a-ride (DAR) ridership increased 19%. This quarter's comparison saw a 3% increase in ridership system-wide, with fixed route ridership relatively flat and DAR ridership increasing by 8%.
- The third quarter (JAN-FEB-MAR) of the current fiscal year showed mixed gains in efficiency of service with an increase in passengers per mile, but a decrease in passengers per hour, likely due to the increase in DAR ridership. Operating costs increased 7% this quarter, again due to an increase in DAR demand/service hours. With ridership also climbing, cost per passenger and cost per hour were limited to 1% and 4% increases respectively.
- This quarter reaffirms the trends seen last quarter; DAR ridership continues to grow at a strong pace in Santa Paula, while fixed route ridership continues to see demand on the Fillmore and Piru routes.

Valley Express Year-to-Date Ridership



Year-to-Date Ridership by Route

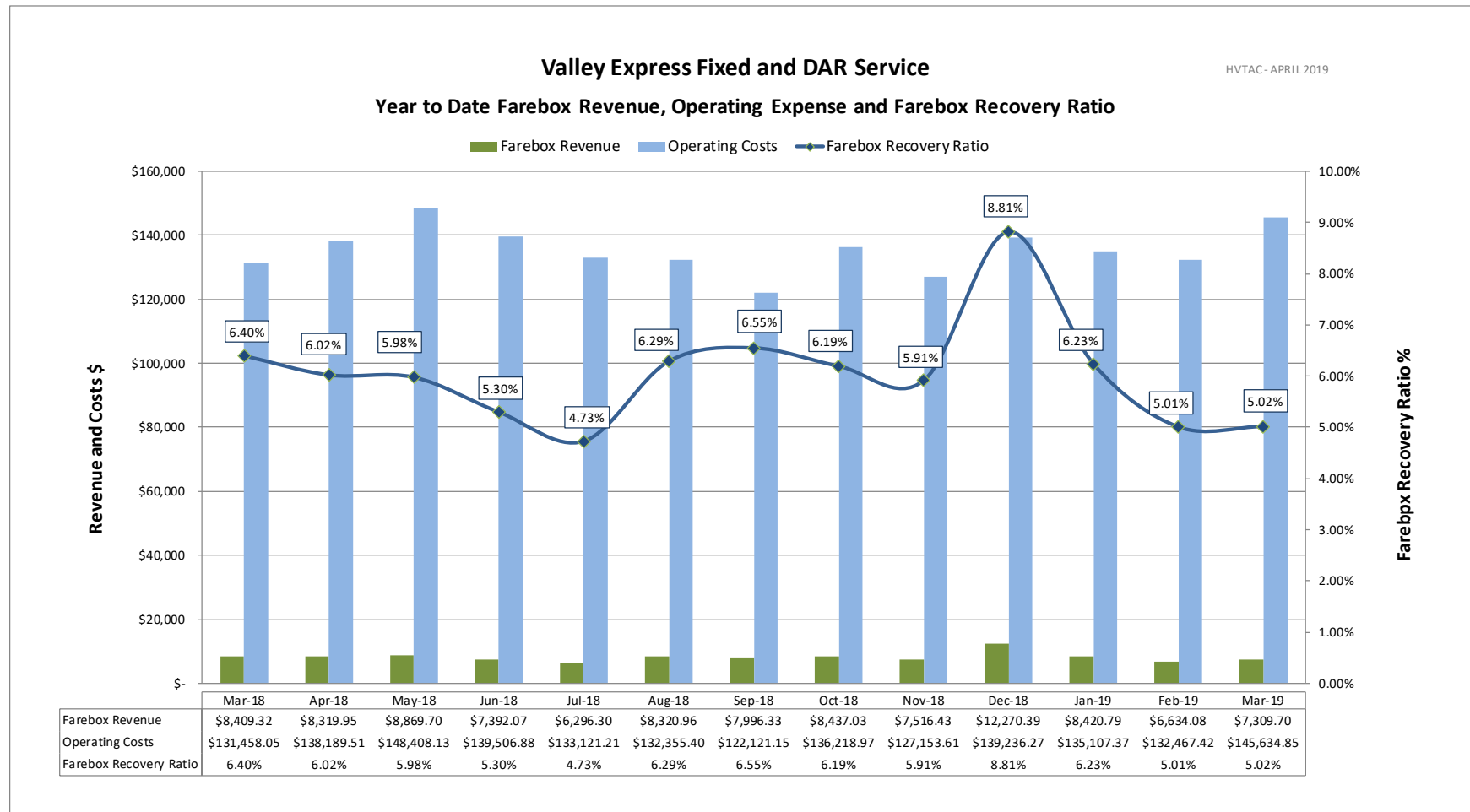
- **Santa Paula** fixed route ridership has declined significantly since service hours were reduced in August 2017, while Santa Paula DAR ridership continues to grow since expanding the curb-to-curb service to the general public. Fixed route ridership declined an average 29% compared to last year, while DAR ridership grew by 32%.
- **Fillmore** Loop ridership increased 60% while the Fillmore Tripper increased 25% in year-to-date tracking compared to last year. Fillmore DAR ridership fell by 7%.
- **Piru** fixed route service has experienced 10% gains in ridership year-to-date compared to last year.

Fixed Routes	JUL-MAR 17/18	JUL-MAR 18/19	Change
Santa Paula A	2,663	1,945	-27%
Santa Paula B	2,820	2,002	-29%
Santa Paula - Tripper A.M.	1,325	914	-31%
Fillmore - Loop	3,278	5,255	60%
Fillmore - Tripper (Rio Vista)	4,392	5,502	25%
Fillmore - River Central *	183	-	-100%
Piru	22,818	25,021	10%
Fixed Route - Total Ridership	37,296	40,639	9%
Dial-A-Ride Service Area			
Santa Paula	15,184	20,058	32%
Fillmore	7,779	7,269	-7%
Dial-A-Ride - Total Ridership	22,963	27,327	19%
Systemwide - Total Ridership	60,259	67,966	13%

* River Central route eliminated in mid-August 2017 due to underperformance.

March 2018 to March 2019 trend in Operating Costs, Revenue and Farebox Recovery Ratio

The farebox recovery ratio (FRR) average of 6% is tracking above average for the last year compared to the previous year as illustrated below. The surge in the FRR in December was due to a considerable increase in sales of “Super” passes (monthly passes that are good for unlimited trips on Valley Express fixed route and dial-a-ride services). January through March farebox revenue collection resumed more characteristic patterns.



Quarterly Comparison for Valley Express

Detailed KPI 3rd Quarter comparisons system-wide and for fixed route service and DAR service are shown in the following Tables 1, 2 and 3.

- System-wide, ridership increased by 3%. Fixed route ridership remained flat while DAR ridership continues to increase, 8% this quarter.
- Efficiencies of service improved with passengers per mile increasing by 7% this quarter. Passengers per hour, however, decreased by 3%, likely due to the increased use of DAR service. DAR service averaged 2.4 PAX/HR this quarter, while fixed route service averaged 7.5 PAX/HR.
- Operating costs increased by 7% due to the increase in DAR service demand/revenue hours. Farebox revenue declined overall by 4%, contributing to a decrease in the farebox recovery ratio, from 6.05% last quarter to 5.41% this quarter. Santa Paula’s local contribution continues to provide funding that makes up the shortfall in order to achieve the TDA mandated 10% FRR for rural transit systems.

Table 1 System-wide 3rd Quarter Comparison

SYSTEM-WIDE SERVICE - Valley Express KPI		JAN-FEB-MAR QTR 3 2017/18	JAN-FEB-MAR QTR 3 2018/19	Yr over Yr % Change
Ridership	System-wide	21,091	21,760	3%
Passengers per Mile	System-wide	0.28	0.30	7%
Passengers per Hr	System-wide	4.08	3.96	-3%
Revenue Hours	System-wide	\$ 5,170	\$ 5,500	6%
Revenue Miles	System-wide	\$ 74,891	\$ 72,449	-3%
Operating Cost	System-wide	\$ 385,480	\$ 413,210	7%
Cost per Hr	System-wide	\$ 74.57	\$ 75.13	1%
Cost per Passenger	System-wide	\$ 18.28	\$ 18.99	4%
Farebox Revenue	System-wide	\$ 23,307	\$ 22,365	-4%
10% Farebox Recovery Goal \$	System-wide	\$ 38,548	\$ 41,321	7%
Farebox Recovery Shortfall \$	System-wide	\$ (15,241)	\$ (18,956)	24%
Farebox Recovery Ratio Actual	System-wide	6.05%	5.41%	-10%
Fare Revenue per Passenger	System-wide	\$ 1.11	\$ 1.03	-7%
Farebox Recovery 10 % Goal per Passenger	System-wide	\$ 1.83	\$ 1.90	4%
Shortfall per Passenger	System-wide	\$ (0.72)	\$ (0.87)	21%

Table 2 Fixed Route 3rd Quarter Comparison

FIXED ROUTE - Valley Express KPI		JAN-FEB-MAR QTR 3 2017/18	JAN-FEB-MAR QTR 3 2018/19	Yr over Yr % Change
Ridership	Fixed Route	12,411	12,422	0%
Passengers per Mile	Fixed Route	0.54	0.57	6%
Passengers per Hr	Fixed Route	7.59	7.58	0%
Revenue Hours	Fixed Route	1,636	1,640	0%
Revenue Miles	Fixed Route	23,002	21,621	-6%
Operating Cost	Fixed Route	\$ 131,634	\$ 133,750	2%
Cost per Hr	Fixed Route	\$ 80.47	\$ 81.58	1%
Cost per Passenger	Fixed Route	\$ 10.61	\$ 10.77	2%
Farebox Revenue	Fixed Route	\$ 10,492	\$ 8,823	-16%
10% Farebox Recovery Goal \$	Fixed Route	\$ 13,163	\$ 13,375	2%
Farebox Recovery Shortfall \$	Fixed Route	\$ (2,671)	\$ (4,552)	70%
Farebox Recovery Ratio Actual	Fixed Route	7.97%	6.60%	-17%
Fare Revenue per Passenger	Fixed Route	\$ 0.85	\$ 0.71	-16%
Farebox Recovery 10 % Goal per Passenger	Fixed Route	\$ 1.06	\$ 1.08	2%
Shortfall per Passenger	Fixed Route	\$ (0.22)	\$ (0.37)	70%

Table 3 DAR 3rd Quarter Comparison

DIAL-A-RIDE (DAR) - Valley Express KPI		JAN-FEB-MAR QTR 3 2017/18	JAN-FEB-MAR QTR 3 2018/19	Yr over Yr % Change
Ridership	Dial-A-Ride (DAR)	8,680	9,338	8%
Passengers per Mile	Dial-A-Ride (DAR)	0.17	0.18	10%
Passengers per Hr	Dial-A-Ride (DAR)	2.46	2.42	-2%
Revenue Hours	Dial-A-Ride (DAR)	3,534	3,860	9%
Revenue Miles	Dial-A-Ride (DAR)	51,889	50,828	-2%
Operating Cost	Dial-A-Ride (DAR)	\$ 253,845	\$ 279,459	10%
Cost per Hr	Dial-A-Ride (DAR)	\$ 71.84	\$ 72.39	1%
Cost per Passenger	Dial-A-Ride (DAR)	\$ 29.24	\$ 29.93	2%
Farebox Revenue	Dial-A-Ride (DAR)	\$ 12,814	\$ 13,542	6%
10% Farebox Recovery Goal \$	Dial-A-Ride (DAR)	\$ 25,385	\$ 27,946	10%
Farebox Recovery Shortfall \$	Dial-A-Ride (DAR)	\$ (12,570)	\$ (14,404)	15%
Farebox Recovery Ratio Actual	Dial-A-Ride (DAR)	5.05%	4.85%	-4%
Fare Revenue per Passenger	Dial-A-Ride (DAR)	\$ 1.48	\$ 1.45	-2%
Farebox Recovery 10 % Goal per Passenger	Dial-A-Ride (DAR)	\$ 2.92	\$ 2.99	2%
Shortfall per Passenger	Dial-A-Ride (DAR)	\$ (1.45)	\$ (1.54)	7%