ISSUE BRIEF: 2019 Q4 Satisfaction and Service Report

Meeting: Board of Directors

Meeting Date: November 21, 2019

RECOMMENDED ACTION(S):
Receive as CEO Operational Update.

PRIOR RELEVANT BOARD ACTIONS & POLICIES
• 2.11.1.5 CEO shall not…Let the Board be unaware of…operational… [and] customer satisfaction metrics… • Appendix A: Informational Reports schedule specifies quarterly Customer Satisfaction and Service Performance reports in Nov, Feb, May, Sept

ISSUE SUMMARY:
Staff present the Quarterly Satisfaction and Service Report populated with currently available and reportable data/targets for Fixed Route, Paratransit, and Vanpool service. The format has changed slightly with the table look, but the information is still the same. One missing item is cost per revenue hour which is still being worked on with the year-end closing. Information is sorted into several Ends Policy categories. Staff will continue to work on defining and populating the remaining items for Fixed Route and for other services. Targets, when possible, will be set in Ends Policy Interpretations. A glossary of terms for currently tracked metrics is attached.

ATTACHMENTS:
1. Highlights Brief 2. FY 2019 Q4 Satisfaction and Service Report 3. Glossary of Terms

Service and Satisfaction Report Highlights
7/1/2019 to 9/30/2019

Fixed Route Ridership:

1.56M Trips 2019 Q4

1.64M Trips 2018 Q4
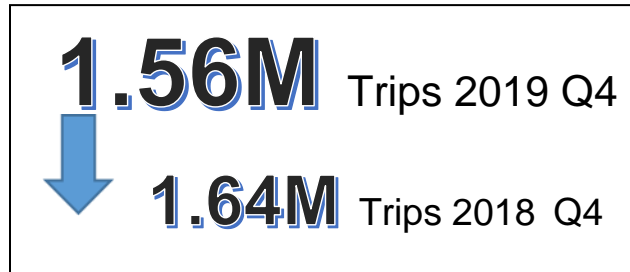
Ridership decreased 4.9% quarter to quarter. We are continuing to see a general trend downward in ridership in the last three quarters, which follows the national trend.

Safety

The quarter to quarter trend in preventable collisions and incidents is down to 1.88 per 100,000 miles. This is well below the target of 3.5, and we will continue to work to bring it down as low as possible.

Fixed Route: On-Time Performance

We continue to track the new metric focused on how many *passengers* are on a on-time bus. This factor is down 3% from last quarter, but even from the same quarter last year. Given the amount of construction within Ann Arbor during this period, staying even with last year is seen as a positive, although obviously still room for growth.

72% of our passengers on are on-time.
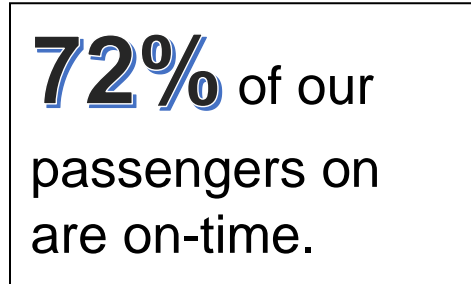
A more comprehensive set of solutions will be part of the outcome of the long-range plan, as presented by Planning and Innovation.

3.8 compliments per 100,000 boardings.
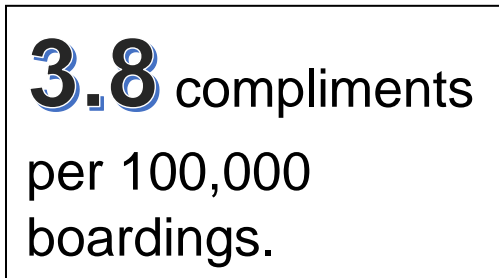
Fixed Route: Complaints & Compliments

Compliments per 100,000 boardings stayed steady with just a 0.1 drop. Complaints are down significantly this to 1.3 or a 33% drop, quarter to quarter. We investigate each complaint and take appropriate action with every one.

Fixed Route: Bus Condition & Road Calls

The bus condition statistic has improved from last quarter again. While the comparison to last year's number is positive, please remember we changed the definition during the 2019 fiscal year.

Paratransit: Ridership

Paratransit ridership totals were essentially flat Q4 2018 to Q4 2019. Our staff has examined the second quarter increase in denials for the period and found no pattern in the denials (time period, day of week, etc) upon which to take action. Michelle Willis, our new Manager of Mobility Services, is working with staff on implementing the recommendations in the paratransit study. We also had a significant increase in complaints which she is working with the contractor to rectify.

26,667 miles
between road calls

98.3
PMPG
(passenger miles per gallon)

$30.92
average monthly fuel cost per user

Vanpool

Quarter to quarter, we have an increase of 11 van pools to a total of 118, or a 10% increase, and increased ridership of 64,679 trips.

FY 2019 Q4 Satisfaction and Service Report

End/Outcome	Service: Fixed Route (Local + ExpressRide)	FY 2018	FY 2019				Q4-Q4
End/Outcome	**Measure**	**Q4**	**Q1**	**Q2**	**Q3**	**Q4**	**Q4-Q4**
Ridership	Boardings	1,647,843	1,701,224	1,533,512	1,529,005	1,566,514	-4.9%
	Boardings per Capita in Service Area	7.2	7.4	6.7	5.9	6.1	-16.0%
Satisfaction	User Surveys (every 2 years)						
Safe	Preventable accidents + pass. Injuries/ 100,000 miles	1.91	2.10	1.65	2.00	1.88	-1.4%
Reliable	On-time Performance (within 0-5 min at timepoints)	82.8%	73.3%	78.0%	77.0%	74.0%	-10.6%
	% passengers on an on-time bus	72%	72%	76%	75%	72%	0.0%
	Miles between road calls	20,063	N/A	20,446	23,689	26,667	32.9%
	Average age of fleet		5	6.5	6.5	6.5	
Courteous	Complaints per 100,000 boardings	2.0	2.1	3.3	1.7	1.3	-33.1%
	Compliments per 100,000 boardings			3.7	3.9	3.8	
Comfortable	% of qualifying, possible bus stops with shelters	90%	90%	90%	90%	90%	0.0%
	Condition, cleanliness of bus: % buses scoring 80+/100	78%	80%	84%	87%	87%	11.5%
Eff. Stewardship	Boardings per Revenue Hour	23.6	24.0	22.0	21.3	23.6	0.0%
End/Outcome	**Service: Paratransit**	2018	2019	2019	2019	2019	
End/Outcome	**Measure**	**Q4**	**Q1**	**Q2**	**Q3**	**Q4**	**Q4-Q4**
Access	**ADA Service Denials/ ADA Boardings**	0.07%	0.28%	0.28%	0.18%	0.08%	11.4%
Ridership	ADA Trips	29,815	29,327	29,760	35,837	29,003	-2.7%
	Senior Trips	2,604	3,159	3,386	2,649	2,885	10.8%
	Total ADA and Senior Trips	32,213	35,383	33,449	34,889	31,888	-1.0%
	ADA Boardings/Capita	0.13	0.13	0.13	0.16	0.11	-13.5%
Reliable	On-time Performance (% within 30 min Service Window)	97%	97%	96%	97%	96%	-1.3%
Courteous	% of Complaints/Boardings	0.03%	0.03%	0.05%	0.09%	0.07%	92.9%
Stewardship	Boardings per Revenue Hour	1.45	1.54	1.54	1.46	1.53	5.2%
	Cost/Boarding	$ 35.84	$ 33.92	$ 37.37	$ 37.58	$ 39.09	9.1%

Prepared by BSmith@theride.org 11/1/2019

TheRide

FY 2019 Q4 Satisfaction and Service Report *(continued)*

Service: Vanpool		FY 2018	FY 2019				Q4-Q4
		2018 Q4	2019 Q1	2019 Q2	2019 Q3	2019 Q4	
End/Outcome	Measure						
Ridership	# of vanpools (at end of Q)	107.0	104.7	103.3	105.3	118.0	10.3%
	# of rider trips taken	58,316	59,467	59,698	59,873	64,679	10.9%
Alt to Auto	Avg Monthly Fuel Cost to User	$ 34.33	$ 30.39	$ 28.62	$ 32.75	$ 30.92	-9.9%
	Avg monthly passenger miles/traveller	1,099	1,102	1,124	1,117	1,117	1.6%
Stewardship	Subsidy per passenger trip (Federal)	$ 3.17	$ 2.97	$ 2.92	$ 2.92	$ 2.66	-16.1%
	Passenger miles/gallon	92.0	90.8	90.4	89.7	98.3	6.8%

Prepared by BSmith@theride.org 11/1/2019

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Quarterly Satisfaction and Service Report: Glossary of Terms

Boardings ("Unlinked Passenger Trips," a Transit industry standard metric)
The number of passengers who board public transportation vehicles. Passengers are counted each time they board a vehicle no matter how many vehicles they use to travel from their origin to their destination. Also reported to National Transit Database.

Per Capita in Service Area.
Population that lives in the AAATA service area, calculated using census tracts (retrospective measure). Also reported to National Transit Database.

Preventable accidents and Passenger Injuries.
Total number of accidents that have been judged to be preventable and any passenger injuries. Serious accidents and all injuries are reported to National Transit Database.

On-time performance.
Percentage of buses that leave scheduled timepoints within 0-5 minutes past the posted schedule. Transit industry standard metric.

Miles between Road Calls.
The average number of times a bus must be taken out of service because of equipment issues, divided by how many miles the fleet has run. Transit industry standard metric.

Complaints
A complaint is when a customer or non-customer communicates to AAATA that something is unsatisfactory or unacceptable. All complaints are looked into and referred to appropriate staff.

Bus Stops with Shelters
AAATA, based on the industry standard, puts shelters at stops that have an average of 50 or more riders per weekday. A bus stop is considered to meet these standards if there is
- An AAATA shelter
- An alternative shelter is in close proximity to the stop making an AAATA installation redundant.

Only shelters that *may* be possible are included in the metric. Not included are several 50+ rider/day bus stops where a stop is not currently possible because property owners have declined to grant an easement (3%) or there is insufficient space in dense, downtown areas (13%).

Condition of Vehicle
The image of the transit system, including the condition of the transit vehicles is an important factor in determining user satisfaction. The 100-point system is aligned with industry study: Climate Control (20), Interior Cleanliness (30), Exterior Cleanliness (10), Repair of Seats (20), Interior Lighting (10), General Repair (10)**.**