

ISSUE BRIEF: 2020 Q4 Satisfaction and Service Report

Service Committee Meeting Date: November 4, 2020

Board Meeting Date: November 19, 2020

RECOMMENDED ACTION(S):
Receive as CEO Operational Update.
PRIOR RELEVANT BOARD ACTIONS & POLICIES
<ul style="list-style-type: none"> 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:
<p>In accordance with the Board's Policy Manual, I present the Quarterly Satisfaction and Service Report. I certify that the information is true and complete, and I request that the Board accept this as an operational update.</p> <p>This report is populated with currently available and reportable data/targets for Fixed Route, Paratransit, and Vanpool service. Targets, when possible, will be set in Ends Policy Interpretations. A glossary of terms for currently tracked metrics is attached.</p> <p>It should be noted that the data collection and reporting for the Q4 of 2020 period are heavily impacted by the COVID-19 Emergency that began at the end of Q2 2020. Year to year comparisons of Q4 give in a picture of performance metrics pre and mid COVID-19 emergency.</p> <p>Q4 data reflects decreased service routes, passenger loads, traffic volumes, commuting demand as travel restrictions lessened and University residents returned. It should be noted that while travel restrictions were lifted, health advisories still discourage the gathering of groups and close contact outside of households. For this reason, return to public transit has lagged and services like VanPool have yet to rebound.</p> <p>Also reflected in this data is TheRide absorbing ARide Services in-house mid-quarter. This quarter saw ARide served by both contractor and in-house services.</p> <p>This report contains comparisons of Q3 to Q4 of 2020 to reveal TheRide's performance as we move through the COVID emergency and apply the Recovery Plan. Future Service Reports will report all quarters impacted by the pandemic to allow monitoring of progress toward recovery of pre-pandemic service and standards.</p> <p>New to this report is the inclusion of FlexRide ridership numbers. FlexRide is being offered to fill gaps in service that have been created by COVID-related service pauses. The intent is to report on this data to allow tracking of ridership trends and FlexRide's efficacy as an alternative to fixed routes.</p>

ATTACHMENTS:

1. Highlights Brief
2. FY 2020 Q4 Satisfaction and Service Report
3. Glossary of Terms

Service and Satisfaction Report Highlights

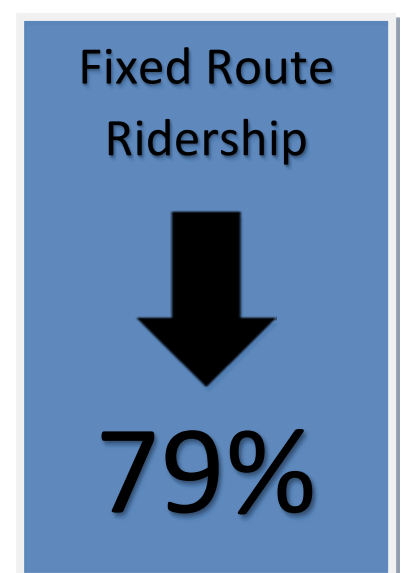
July 1, 2020 – September 30, 2020

The data collection and reporting continue to be seriously impacted by the COVID-19 Emergency in Quarter 4. Metrics that rely on a quarterly average do not reflect performance under typical conditions and this must be considered when comparing Q4 2020 data to that of 2019 or any quarter not impacted by the pandemic emergency.

Fixed Route Ridership and Cost

Ridership in Q4 of 2020 continues to be majorly impacted by the COVID-19 emergency. Compared to the same quarter in 2019, ridership is down 79%. When ridership of Q3 2020 is compared to Q4, ridership has increased 58%. As restrictions are lifted and additional services are added, we expect to see ridership increase. The cost of providing service per revenue hour is 24% higher than the same quarter in 2019. Cost per passenger boarding has risen from \$5.51 in 2019 to \$21.92. Reduced ridership and increased pandemic-related costs such as sanitation, decreased bus capacity, and modifications are responsible for this significant increase in the cost of providing fixed route service.

Compared to FY2019



Compliments
3.7/ 100,000
Boardings

Complaints
1.5/ 100,000
Boardings

Complaints and Compliments

Complaints and compliments are all considered in relationship to the number of passengers boarding. Complaints in Q4 showed a 19% increase this quarter compared to 2019 and 54% decrease compared to Q3.

While the increase from 2019 is not desirable, it is not unexpected considering reduced service. As service has been added, complaints decreased.

It should be recognized that compliments continue to outnumber complaints, even in a time of service reductions.

ARide/Paratransit

The COVID-19 emergency has continued to impact demand for paratransit services in Q4 of 2020. Ridership numbers increased during Q4 as travel restrictions lifted but still have not returned to levels observed in 2019. The fourth quarter showed a 62% increase in ridership over the prior quarter.

The obligation to observe social distancing for medically compromised passengers, is reflected in an 107% increase in cost per boarding since Q4 of 2019.

When considering ARide costs and service, it should be noted that in the first month of Q4 ARide was a contracted service. The second two months of the quarter ARide was a service provided in-house by AAATA staff.

Paratransit Cost
per Boarding



107%

Fixed Route Road Calls

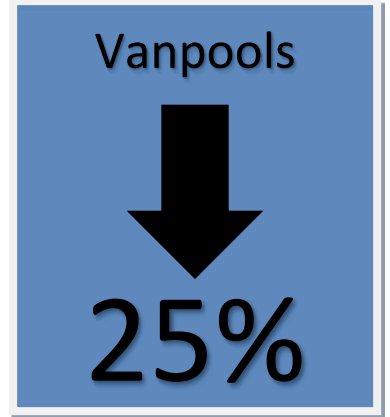
Miles between road calls continues to be high. The Q4 observed Miles Between Road Calls was 27,852. Improvements were observed not only upon comparison of 2019 data to 2020 data, but also from Q3 to Q4 of 2020. The observed improvements are largely the result of the decreased number of road miles.

Fixed Route Safety

This metric reports a slight increase in preventable accidents and incidents over 2019 but a decrease since last quarter. It should be noted that service miles are significantly less than in 2019, but greater than the third quarter.

Vanpool

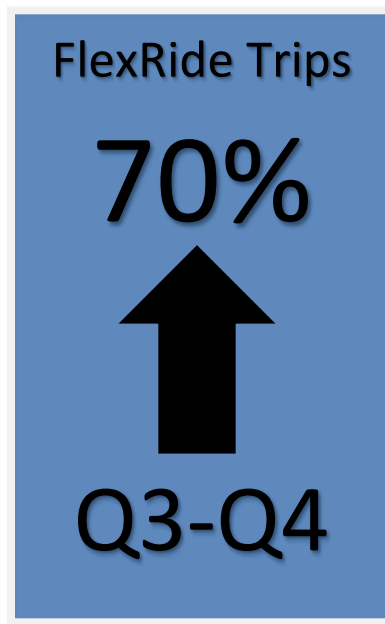
At the end of Quarter 4, 88 Vanpools remain. This is a 25% drop from the prior year and a 4% increase from Q3 of 2020. This drop is attributed primarily to two COVID-19 related factors. The first, is the continuation of work-from-home requirements that has decreased the demand for Vanpool. The second is the requirement for safe social distancing may cause those returning to work to commute in separate vehicles. The pandemic has dramatically changed commuting patterns and modes.



FlexRide

FlexRide has been expanded in attempt to fill the gaps created by the temporary service changes due to pandemic. To evaluate the ability of FlexRide to be a reasonable alternative to fixed route service, it is necessary to measure and track use.

Prior to the FlexRide expansion, 1,594 trips were taken in Q3 in both service areas. Post expansion, 2,744 trips were taken. Most of this additional growth came from the East FlexRide Zone. Despite travel and commute patterns still impacted by COVID -19, FlexRide numbers have almost rebounded to pre-pandemic levels.



FY 2020 Q4 Satisfaction and Service Report (continued)

Fixed Route	FY 2019	FY 2020		Q4 2019 – Q4 2020	Q3-Q4 2020
Measure	Q4	Q3	Q4		
Boardings	1,566,514	204,152	322,766	-79%	58%
Preventable Accidents Injury/100,000 miles	1.9	2.2	2.1	14%	-3%
Miles Between Road Calls	26,667	26,667	27,852	4%	4%
On-time Performance	74%	80%	NA*	-	-
Average Age of Fleet	6.5	6.1	6.1	-6%	0%
Boardings/Revenue Hour	23.6	3.6	7.3	-69%	104%
Cost/Revenue Hour	\$129.97	\$136.39	\$160.77	24%	18%
Cost/Boarding	\$5.51	\$37.76	\$21.92	298%	-42%
Complaints/100,000 Boardings	1.3	3.4	1.5	19%	-54%
Compliments/100,000 Boardings	3.8	10.3	3.7	-2%	-64%

*Due to data issues in AVL/CAD, this metric is not available for this report

ARide/Paratransit	FY 2019	FY 2020		Q4 2019 – Q4 2020	Q3-Q4 2020
Measure	Q4	Q3	Q4		
ADA Service Denials/ADA Boardings	0	0	0	0	0
ADA Trips	29,003	9,995	16,238	-44%	62%
Ontime Performance with 30 Minute Service Window	96%	99%	97%	1%	-2%
Complaints	21	3	6	-71%	100%
Compliments	-	10	14	-	40%
Boardings/Revenue Hour	1.53	1.45	0.95	-38%	-34%
Cost/Boarding	\$39.09	\$79.19	\$80.89	107%	2%

FY 2020 Q4 Satisfaction and Service Report (continued)

Vanpool	FY 2019	FY 2020		Q4 2019 – Q4 2020	Q3-Q4 2020
	Q4	Q3	Q4		
Number of Vanpools at End of Quarter	118	85	88	-25%	4%
Number of Rider Trips Taken	64,679	28,553	34,755	-46%	22%
Avg Fuel Cost to Rider	\$30.92	\$24.65	\$31.17	1%	26%
Avg Monthly Rider Miles	1117	980	1161	4%	18%
Federal Subsidy/Rider Trip	\$2.66	\$6.68	\$4.62	74%	-31%
Rider Miles/Gallon	98.3	70.97	78.43	-20%	11%

FlexRide	FY 2019	FY 2020		Q4 2019 – Q4 2020	Q3-Q4 2020
	Q4	Q3	Q4		
Boardings					
East Service Area	1523	735	1377	-10%	87%
West Service Area	1344	859	1329	-1%	55%
Complaints	0	1	1	0	0
Compliments	0	0	0	0	0

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. Reported to the 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.

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 investigated and referred to appropriate staff.