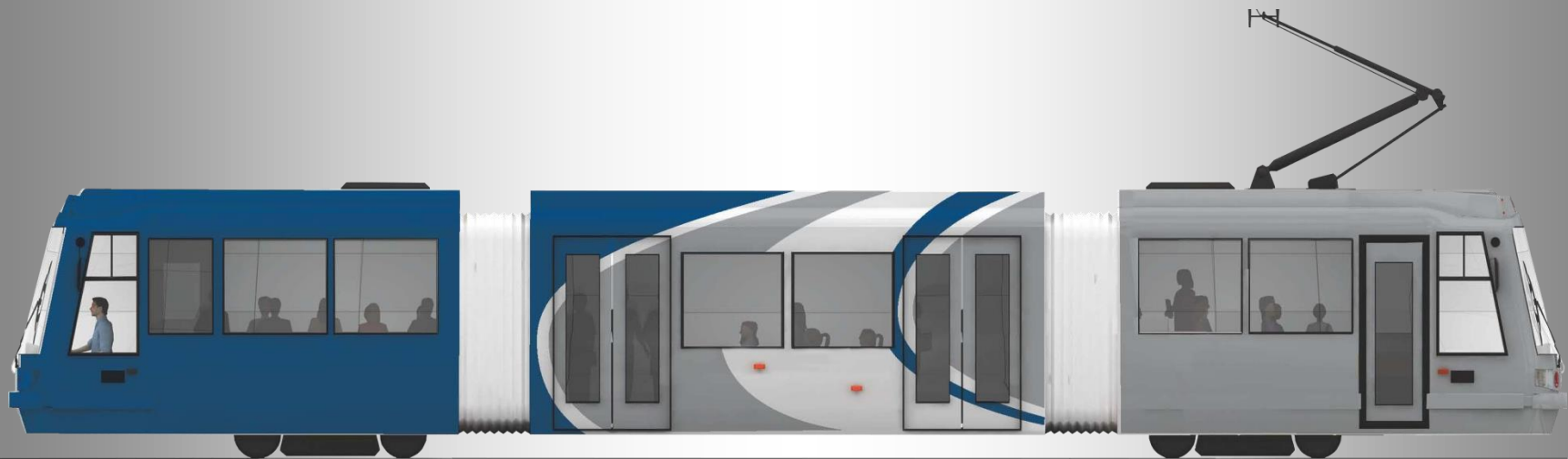




# MONTHLY OPERATIONS REPORT

**AUGUST 2015**



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## August Highlights

The involvement and support of the community constitutes a vital aspect of Sun Link Streetcar operations. Sun Link relies on its employees, customer service representative, fare enforcement officers, and management team to develop and strengthen Sun Link's relationship with the public. As Sun Link transitions into its second year, there is increased focus on public out-reach opportunities for positive public interaction outside the realm of day-to-day operation. Throughout the year there have been, and will continue to be opportunities and experiences to engage, include, inform, accommodate, and celebrate with the Tucson community.

In August, the following events occurred:

**First day of Sun Tran Strike:** Thursday, August 6- Streetcars were equipped with posters informing passengers that Sun Link service would ensue as usual!

**Social Media Strategy Meeting:** Friday, August 7 and Thursday, August 13- A marketing communications team, composed of representatives from the COT, Sun Link, and Kaneen Advertising, met to discuss implementing a more intensive social media plan focusing on University of Arizona students.

**Summer in the City Concert Series Sponsored by KXCI:** Two concerts were held during the month of August.

- Saturday, August 8- featuring Laura and the Killed Men.
- Saturday, August 22- featuring Hank Topless.

**UA New Student/Parent Orientation:** Friday, August 14- Sun Link's customer service representative was present to provide new students and their parents with educational information regarding the streetcar and answer questions.

**Customer Service Campaign:** Sun Link aggressively worked to provide customer service in the field by assisting passengers on the streetcar and at substations throughout the month of August.

**The Cadence Resident Move in Day:** Wednesday, August 19- A table providing educational information regarding Sun Link Streetcar and small giveaways was set-up and staffed throughout the entire day.

**University of Arizona Athletics Kick-Off Event:** Thursday, August 20- The University of Arizona athletics department utilized the streetcar as part of their highly publicized event.

**League of Cities Conference:** Thursday, August 20- Information regarding Sun Link Streetcar was available at this year's annual conference.

**New Poster Installation:** Friday, August 21- Sun Link maintenance installed posters at streetcar substations detailing the new GoTucson app, which allows for mobile purchasing of streetcar tickets!

**University of Arizona Fall Semester Commences:** Monday, August 24

**GoTucson App:** Monday, August 26- The GoTucson App was listed as #1 in The Daily Wildcat's compilation of apps to help students succeed this academic year.

## **Strategic Goals Progress Update**

### **Provide Excellent Customer Service**

Sun Link staff has responded to customer service inquiries and complaints during the month of August. Sun Link Operations has met the goal of maintaining a level of no more than 10 chargeable complaints per calendar month.

### **Ensure Efficient and Effective Operations**

Sun Link Streetcar continues to monitor operational efficiency to deliver streetcar services to its customers in the most cost-effective manner possible while ensuring safety and security to its passengers. Operational efficiency will be achieved by streamlining all schedules to effectively respond to continually changing demand for the revenue fleet and the number of operations staff required to provide revenue service. Sun Link staff continues to utilize the Genfare information to report on passenger counts per hour, per direction. Passenger counts for boarding and alightings are reported through the APC for total ridership. Passengers per direction, per hour come from the APC.

In order to attain operational efficiency, Sun Link has developed a baseline for passenger service needs to minimize redundancy waste while leveraging the resources that contribute to the daily operations. The reduced internal costs that might result from operational efficiency may enable Sun Link to minimize the cost of operations. Sun Link continues to review the weekday schedule for efficiencies in headway. Sun Link made additional data available in November to COT to review to adequately address ridership needs and move forward with proposed changes.

### **Improve Safety and Security**

Sun Link passenger and employee safety are the core concerns for our team. To address these potential concerns, Sun Link has implemented proactive safety monitoring systems and training programs for Sun Link staff. This effort is intended to establish a "safety first" mentality among employees who either maintain or operate streetcars. Vehicle operation is a key component of the transit system service, and the safety of those operations is a primary concern. To address this issue, all Sun Link streetcar operators are required to pass industry standard safety and security awareness training programs to ensure that operating staff have met core levels of competency and are evaluated once quarterly.

During the month of August, Sun Link's *Rule of the Week* was as follows: 8/03 RULE 6.01 Yard/Shop Safety; 8/10 RULE 6.02 Restricted Areas; 8/17 RULE 6.03 Yard Shop Speed; 8/24 RULE 6.04 Preparing to Move a Streetcar; 8/31 RULE 6.05 Adjacent Track Movement.

Through specific safety and security operating plans, Sun Link continues to work diligently to ensure a safe environment at the Operations and Maintenance Facility as well as at public facilities such as station stops. This work includes recognition of potential hazards including acts of terrorism. Sun Link records all training and certifications to include monthly evaluations. Sun Link also utilizes the FTA's database for tracking the performance of its transit systems. The system, known as the National Transit Database (NTD), keeps record of crashes, casualties, and crimes reported by all transit operators to the FTA. Sun Link files these reports monthly.

The Sun Link Operations Department is current with evaluations for all operators in the second quarter of the fiscal year with no major findings. Sun Link staff has completed monthly reporting through August on NTD Safety and Security and ridership information.

### **Educate Ridership**

The goal of the fare enforcement program is to educate passengers about how to ride the system while maintaining a safe and peaceful environment for customers and employees. The G4S Enforcement Officers continue to be ambassadors for the Sun Link streetcar system and are playing the role of educators with minor emphasis as compliance officers. In general, fare enforcement on Sun Link will have three scenarios that will be implemented at various times.

See Something - Say Something initiative planning continued through August. Sun Link staff worked with COT and Sun Tran to obtain stickers that are posted inside the Sun Link Streetcars.

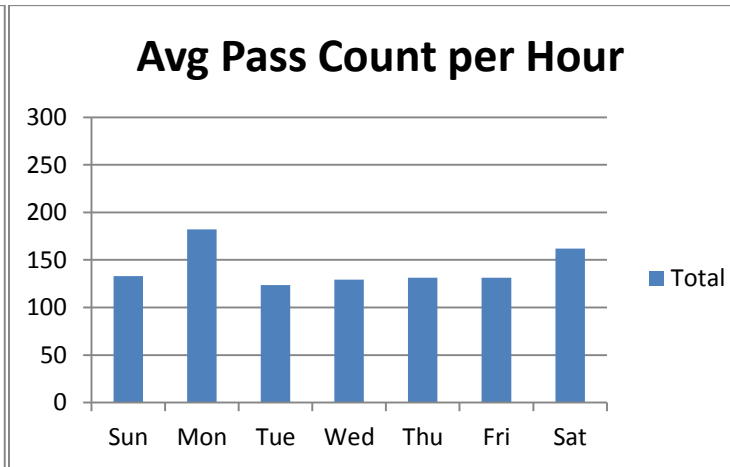
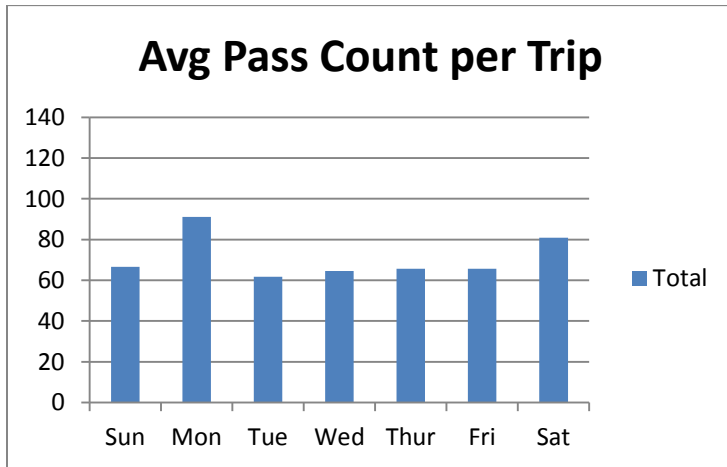
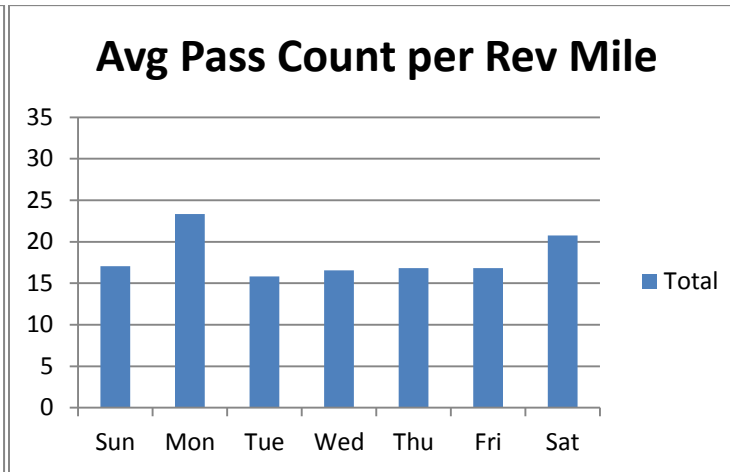
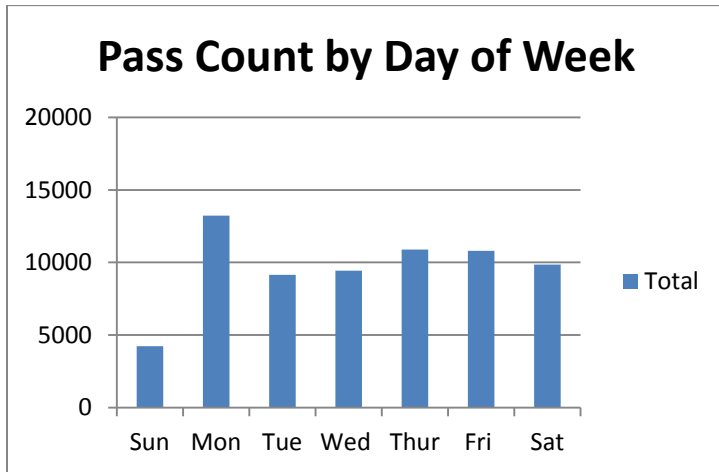
## Ridership – Unlinked Trips

<b>AUGUST</b>				
	<b>Actual</b>	<b>Budget</b>	<b>Variance Amount</b>	<b>Variance %</b>
<b>Total Passengers</b>	<b>67,601</b>	<b>90,100</b>	<b>-22,499</b>	<b>25%</b>
	<b>3</b>	<b>Average Daily Route Ridership</b>		
Weekdays	21	2,548		
Weekends	10	1,410		
Holidays	0	0		
<b>TOTAL</b>	<b>31</b>	<b>2,181</b>		

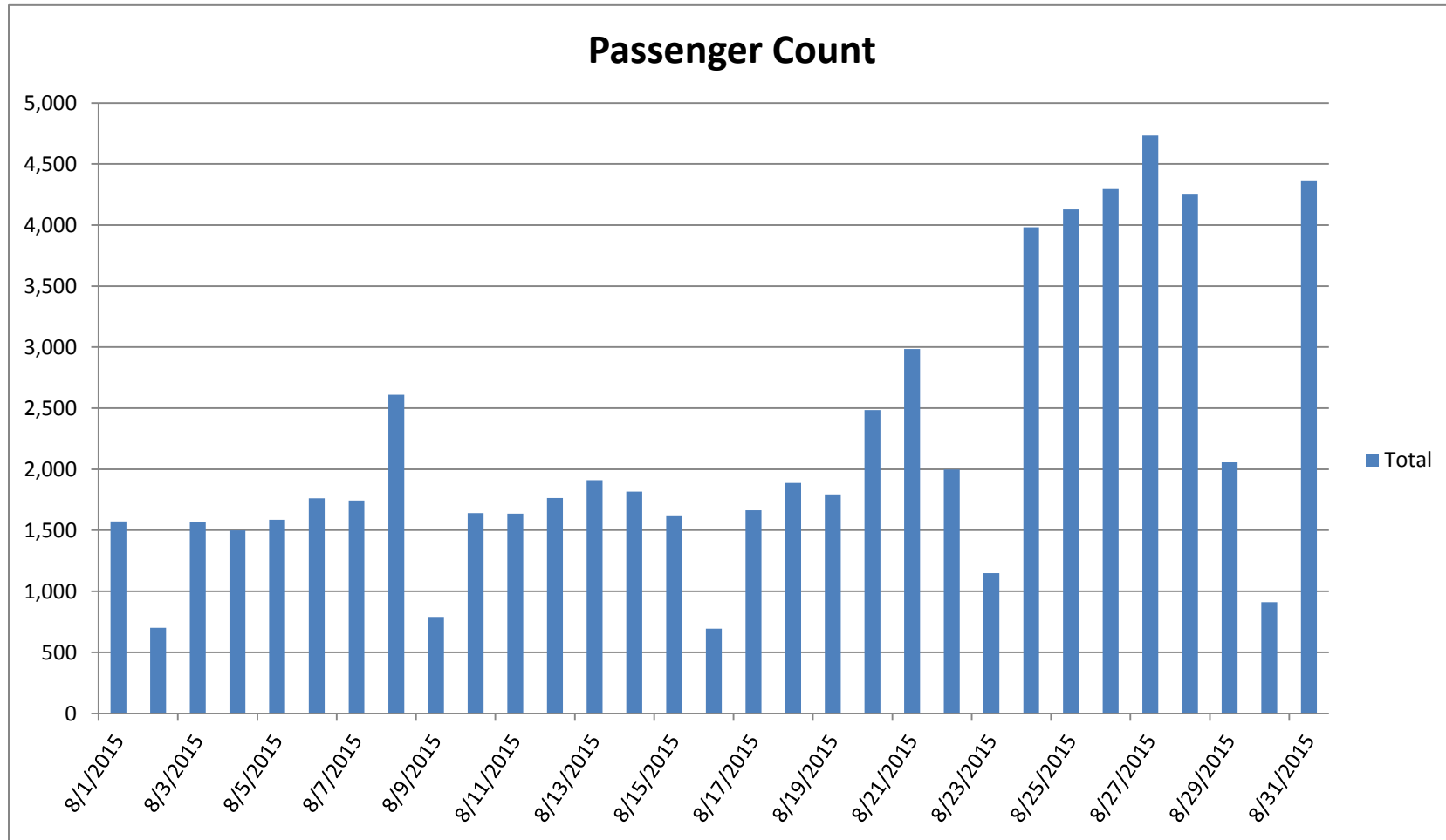
<b>YEAR-to-DATE</b>				
	<b>Actual</b>	<b>Budget</b>	<b>Variance Amount</b>	<b>Variance %</b>
<b>Total Passengers</b>	<b>127,814</b>	<b>184,500</b>	<b>-56,686</b>	<b>31%</b>
	<b>Calendar Days</b>	<b>Average Daily Route Ridership</b>		
Weekdays	44	2,129		
Weekends	17	1,858		
Holidays	1	4,755		
<b>TOTAL</b>	<b>62</b>	<b>2,062</b>		

*\* Adjusted based off averages from performing manual passenger counting.*

## Passenger Counts – AUGUST 2015



## Daily Passenger Count – AUGUST 2015





# Revenue

**FY2016**

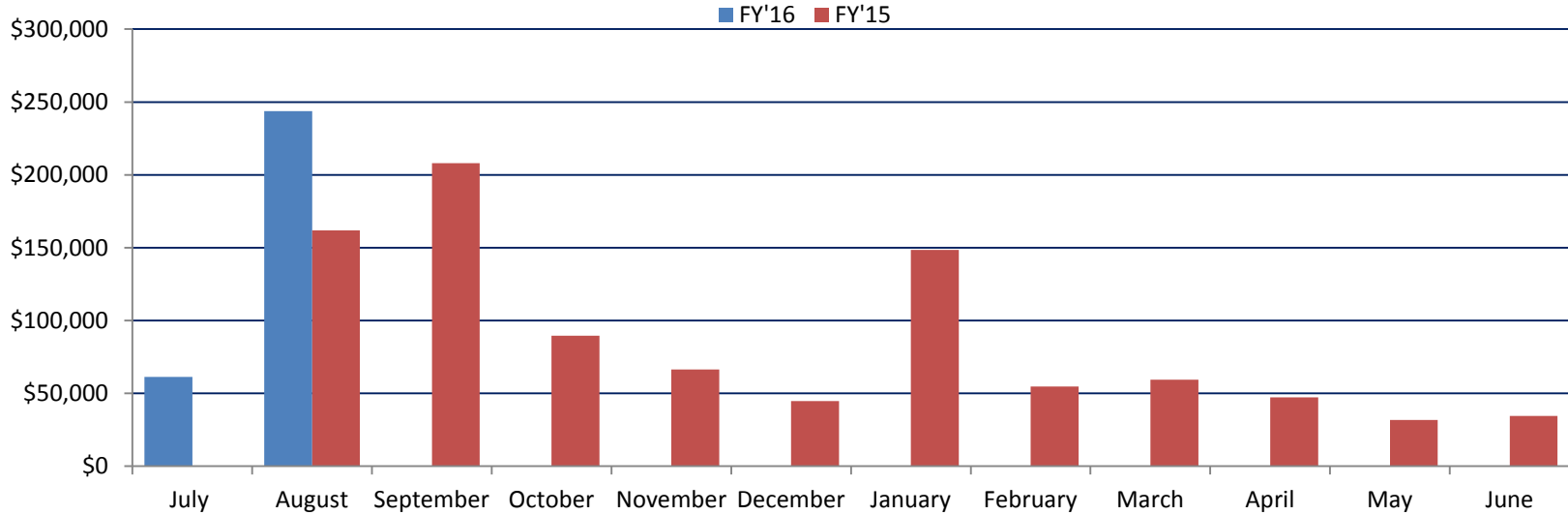
July	August	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June
\$61,225	\$243,843										

**FY2015**

July & August	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June
\$161,969* <small>(graphed as August FY'15)</small>	\$208,066*	\$89,561*	\$66,347*	\$44,711*	\$148,525*	\$54,730*	\$59,309*	\$47,277*	\$31,715*	\$34,618*

*\* Updated revenue figures are a result of adjustments due to formula errors on SunTran accounting spreadsheets.*

## Revenue



## AUGUST 2015 Expenses

Category	Budget	August	Total YTD	Remaining Funds
CONTRACTS	\$1,082,620.00	\$23,964.00	\$94,897.54	\$987,722.46
ADMINISTRATION WAGES	\$256,970.00	\$18,081.00	\$36,182.40	\$220,787.60
MAINTENANCE WAGES	\$310,670.00	\$22,883.00	\$46,405.61	\$264,264.39
OPERATIONS WAGES	\$971,920.00	\$69,811.00	\$139,558.97	\$832,361.03
BENEFITS	\$318,190.00	\$20,708.00	\$36,725.00	\$281,465.00
TAXES	\$118,920.00	\$8,454.00	\$17,241.76	\$101,678.24
STAFFING COSTS	\$35,000.00	\$1,209.00	\$3,512.96	\$31,487.04
INSURANCE	\$190,000.00	\$0.00	\$0.00	\$190,000.00
SUPPLIES	\$43,900.00	\$2,304.00	\$3,251.77	\$40,648.23
INFORMATION TECHNOLOGY	\$167,690.00	\$4,042.00	\$60,143.09	\$107,546.91
MAINTENANCE SUPPLIES	\$190,000.00	\$3,282.00	\$6,050.22	\$183,949.78
NRV MAINTENANCE	\$15,000.00	\$221.00	\$2,793.19	\$12,206.81
FUEL	\$12,000.00	\$5,709.00	\$8,260.76	\$3,739.24
UTILITIES	\$260,500.00	\$29,173.00	\$57,569.06	\$202,930.94
PUBLIC EDUCATION/MARKETING	\$115,000.00	\$9,928.00	\$9,927.58	\$105,072.42
MISCELLANEOUS	\$113,180.00	\$4,515.00	\$9,022.48	\$104,157.52
<b>Year-to-Date</b>	<b>\$4,201,560.00</b>	<b>\$224,284.00</b>	<b>\$531,542.39</b>	\$3,670,017.61

### System Summary

<b>Aug-15</b>				
	<b>Actual</b>	<b>Budget</b>	<b>Variance Amount</b>	<b>Variance %</b>
<b>Total Passengers</b>	<b>67,601</b>	<b>90,100</b>	<b>-22,499</b>	<b>25%</b>
<b>Total Expenses</b>	<b>\$224,284</b>	<b>\$350,130</b>	<b>-125,846</b>	<b>36%</b>
Revenue Miles	16,399	17,464	-1,065	6%
Deadhead Miles	248	248	0	0
<b>Total Miles</b>	<b>16,647</b>	<b>17,712</b>	<b>-1,065</b>	<b>6%</b>
Revenue Hours	2,102	2,209	-107	5%

<b>YEAR-to-DATE</b>				
	<b>Actual</b>	<b>Budget</b>	<b>Variance Amount</b>	<b>Variance %</b>
<b>Total Passengers</b>	<b>127,814</b>	<b>184,500</b>	<b>-56,686</b>	<b>31%</b>
<b>Total Expenses</b>	<b>\$531,542</b>	<b>\$700,270</b>	<b>-168,728</b>	<b>24%</b>
Revenue Miles	33,786	35,600	-1,814	5%
Deadhead Miles	496	496	0	0
<b>Total Miles</b>	<b>34,282</b>	<b>36,096</b>	<b>-1,814</b>	<b>5%</b>
Revenue Hours	4,331	4,499	-168	4%

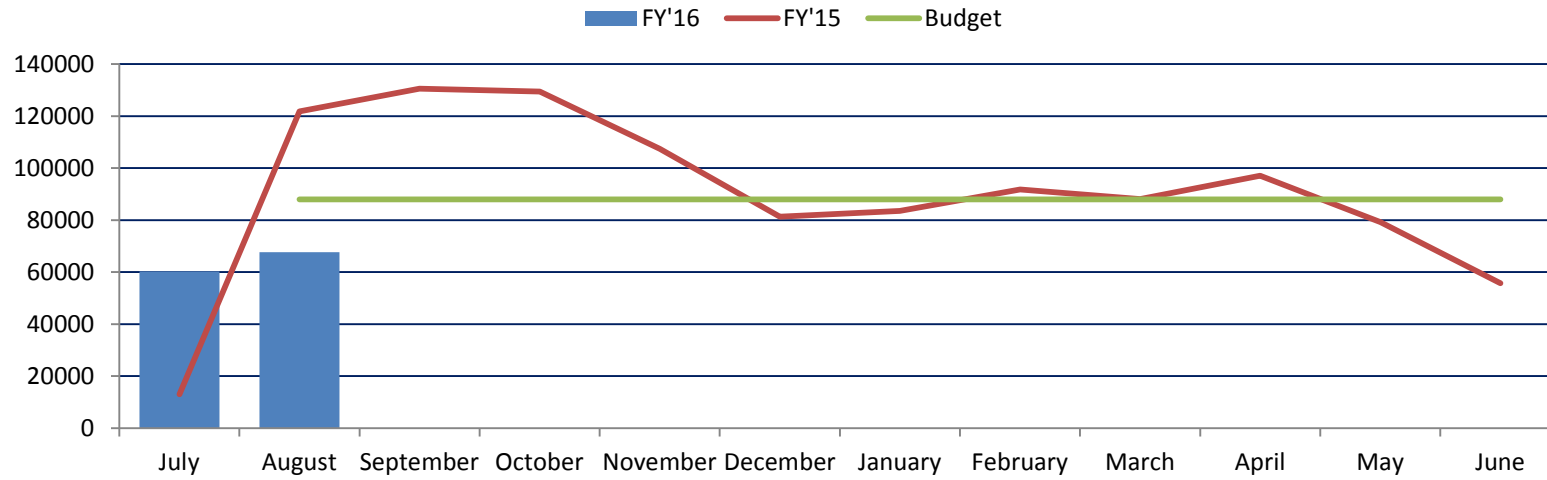
\* Adjusted based off averages from performing manual passenger counting.

## Performance Indicators – AUGUST 2015

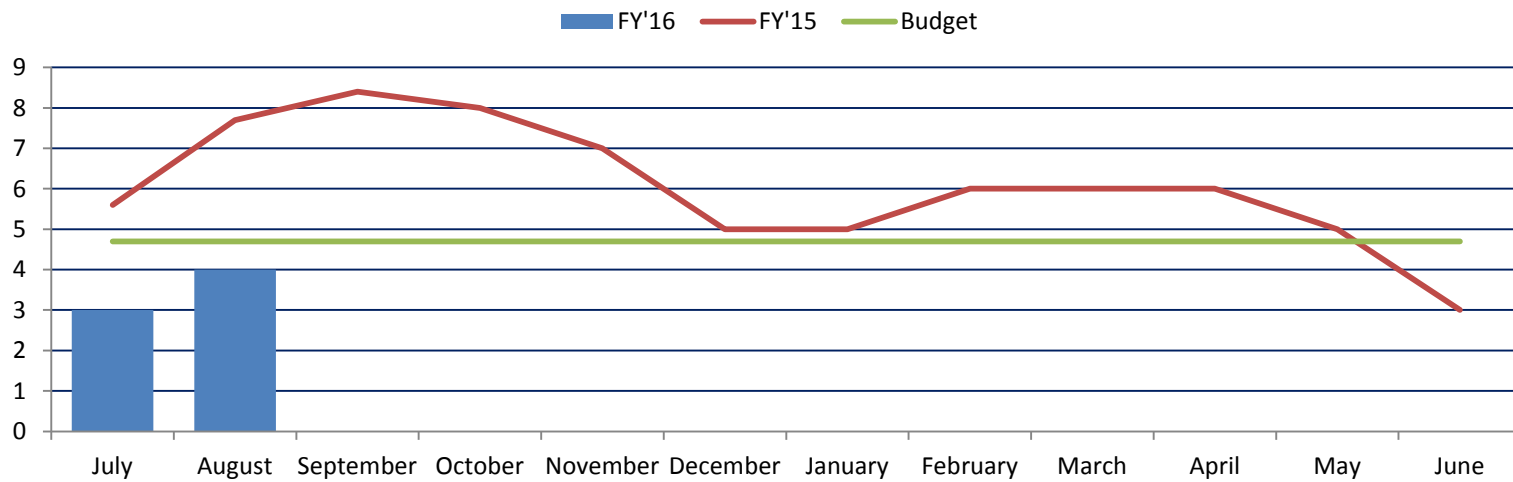
	<b>System Indicator</b>	<b>Current Month</b>	<b>Budget</b>	<b>Average YTD</b>
1	Ridership	67,601	90,100	63,907
2	Passengers per Revenue Mile	4	5	4
3	Passengers per Revenue Hour	32	41	30
4	Cost per Passenger	\$3.32	\$3.89	\$4.21
5	Cost per Revenue Mile	\$13.68	\$20.05	\$15.68
6	Cost per Revenue Hour	\$106.70	\$161.05	\$122.28
7	Miles between Road Calls	(N/A)	35,000	N/A
8	Miles between Streetcar Inspection	926	1,000	953
9	Total Preventable Accidents per 100,000 Miles	0	0	0
10	Total Complaints per 100,000 Passengers	22	50	33

*\* Adjusted based off averages from performing manual passenger counting.*

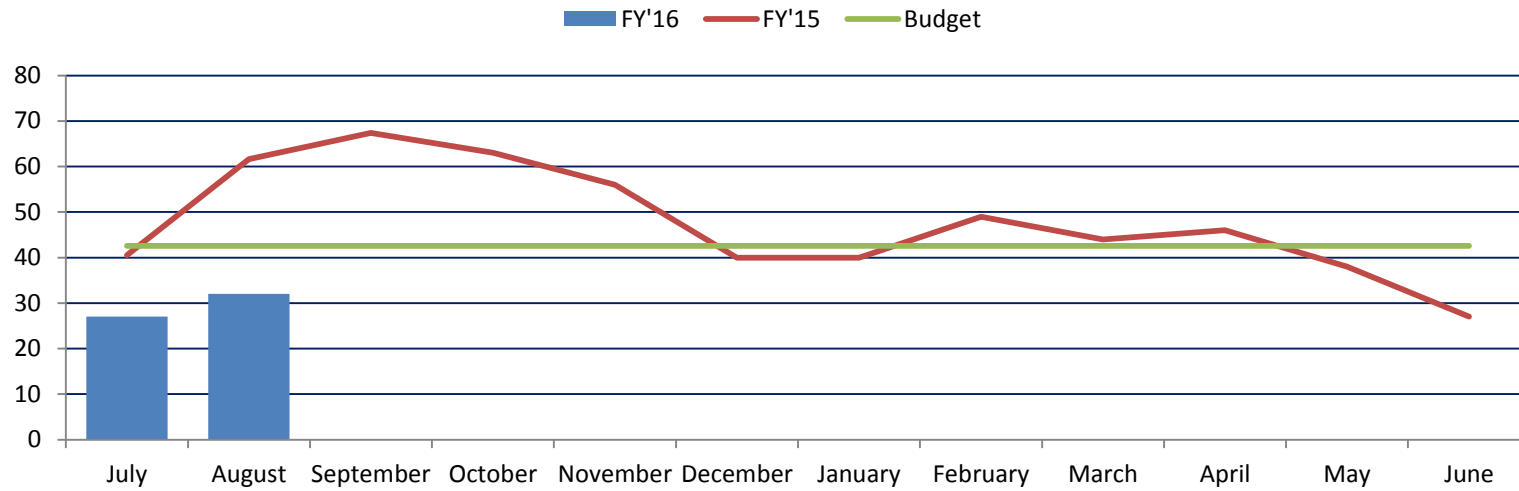
### Ridership



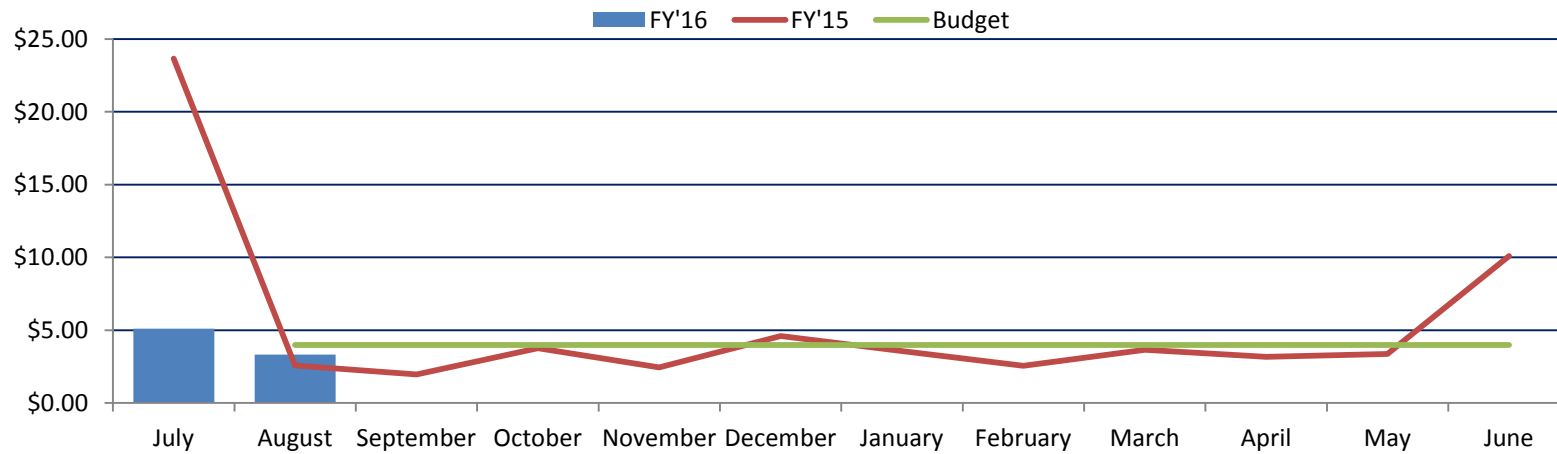
### Passengers per Revenue Mile



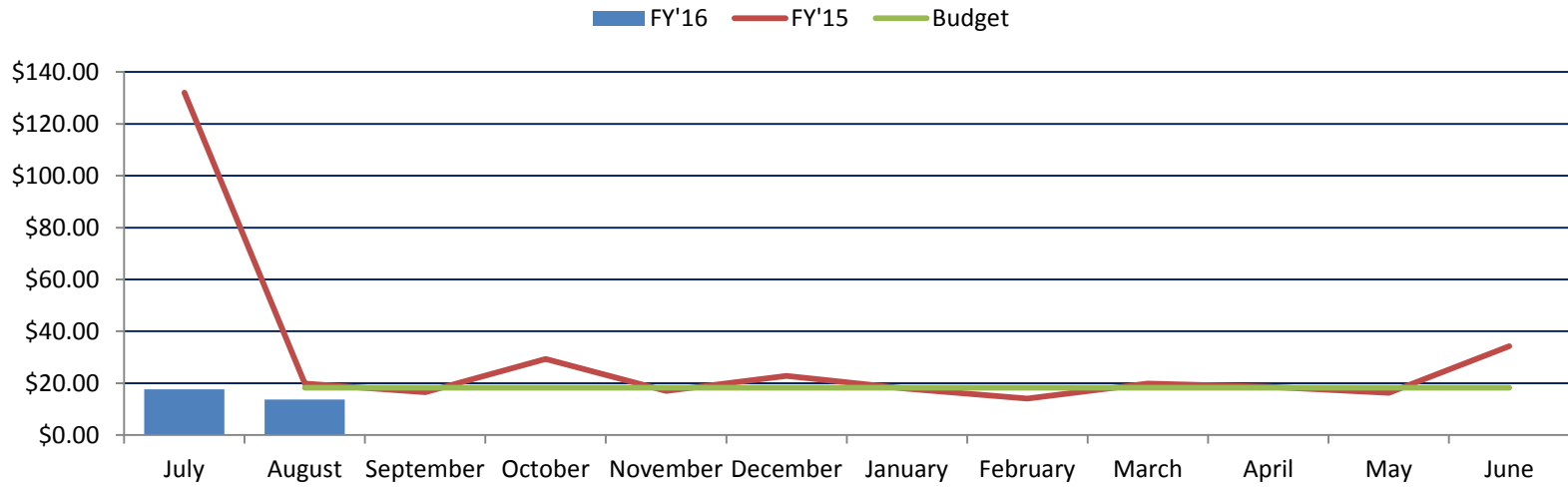
### Passengers per Revenue Hour



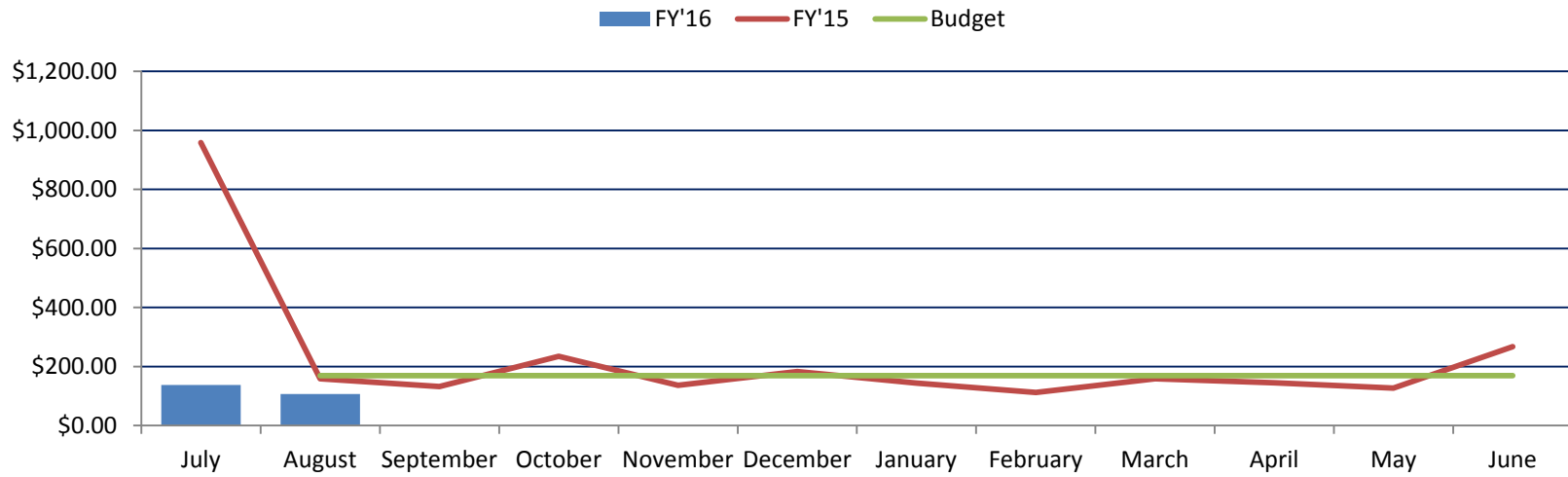
### Cost per Passenger



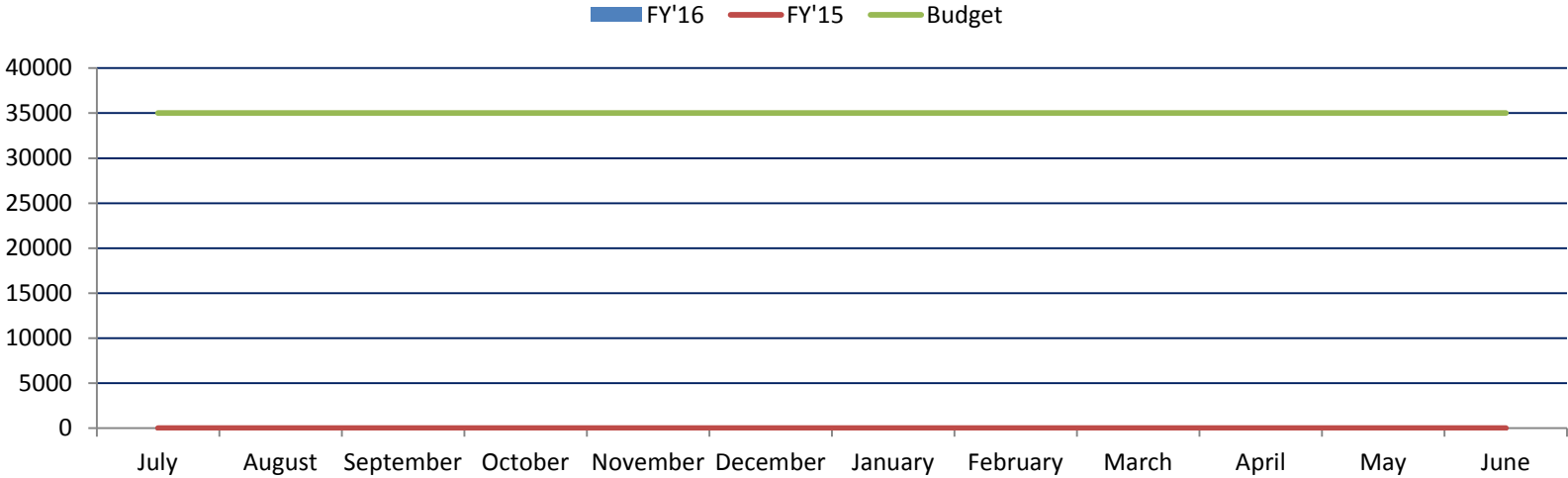
### Cost per Revenue Mile



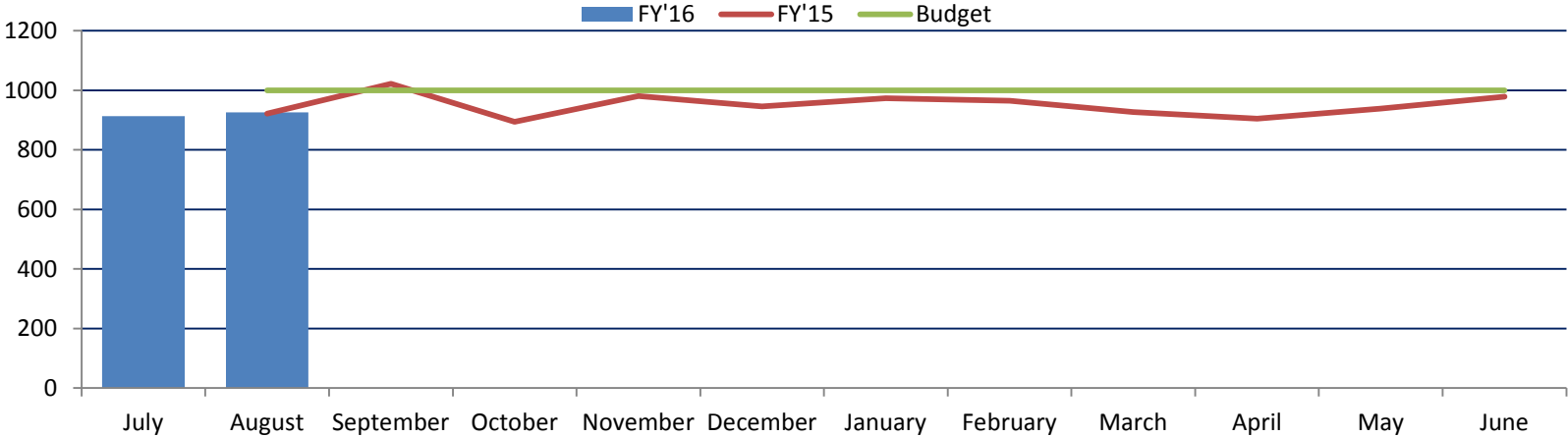
### Cost per Revenue Hour



### Miles Between Road Calls – (no road calls to date)

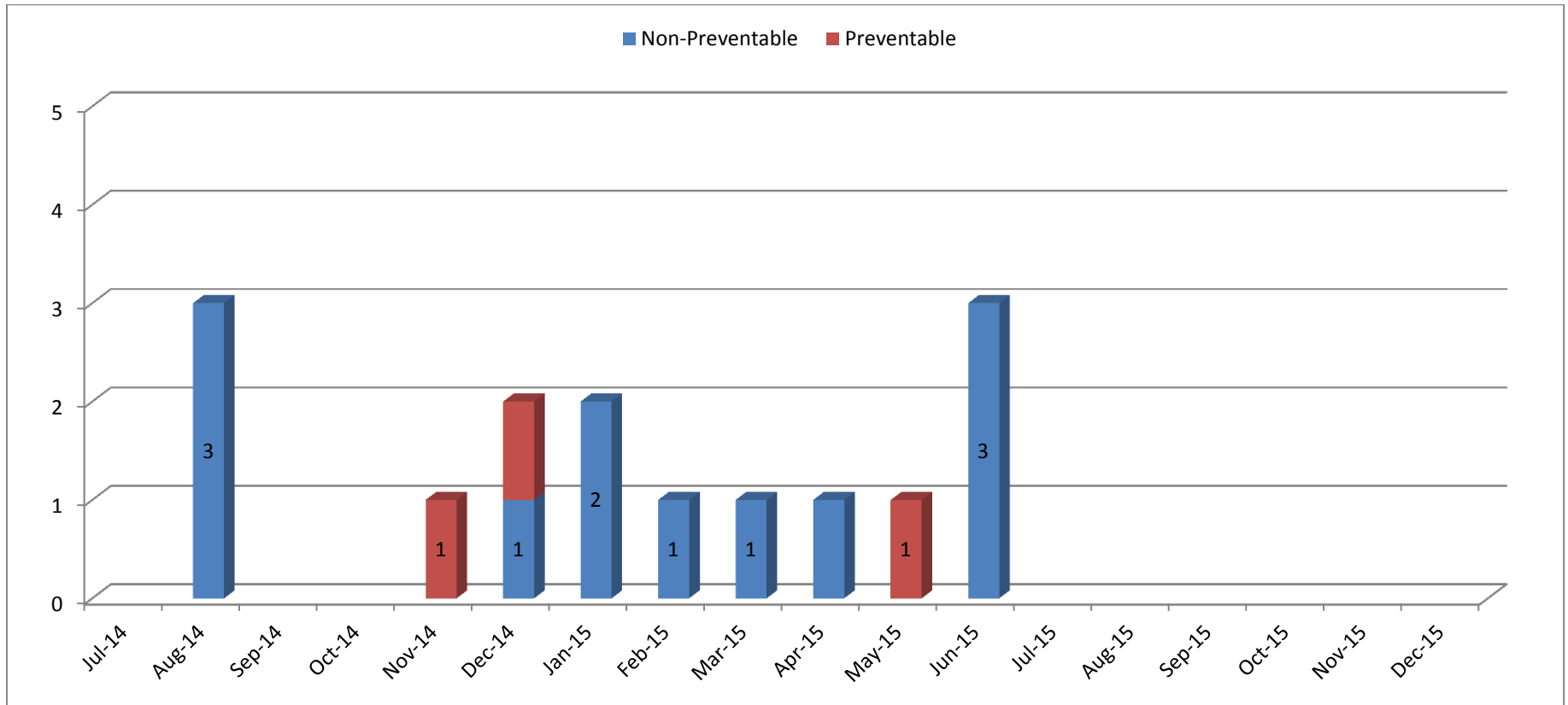


### Miles between Streetcar Inspection





### Preventable and Non-Preventable Vehicle Accidents

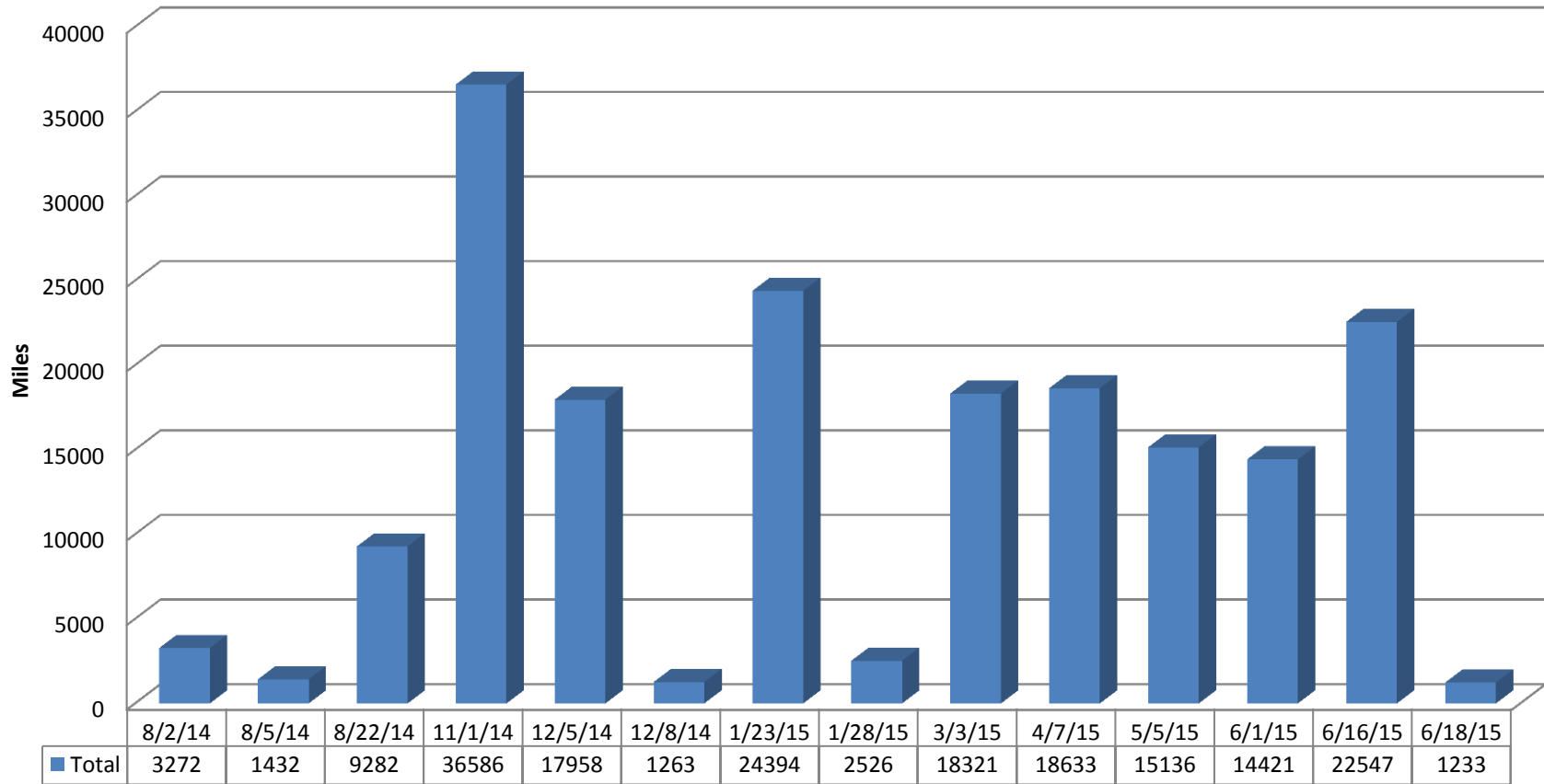


### Accidents Reportable to ADOT

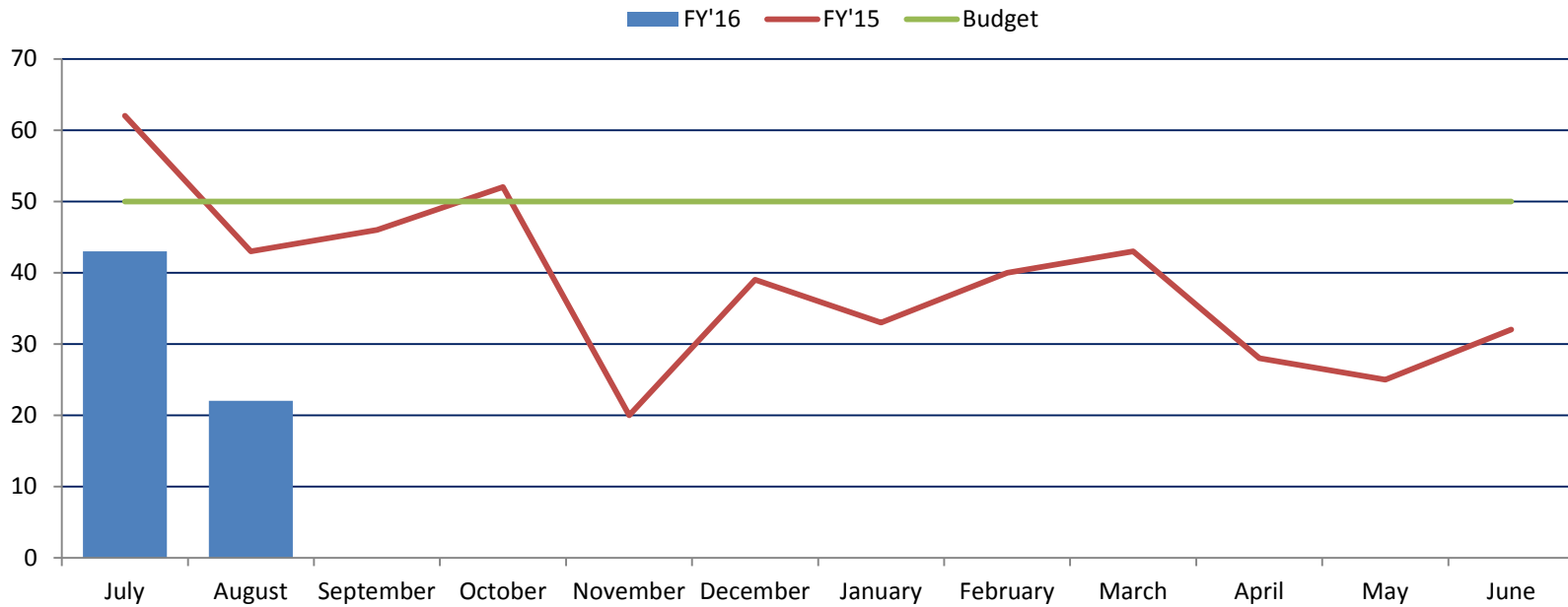
July'15	August'15	Sep'15	Oct'15	Nov'15	Dec'15	Jan'16	Feb'16	March'16	April'16	May'16	June'16
0	0										

July'14	August'14	Sep'14	Oct'14	Nov'14	Dec'14	Jan'14	Feb'14	March'14	April'14	May'14	June'14
0	2	0	0	1	2	0	0	0	1	0	0

## Miles Between Accidents



### Total Complaints per 100,000 Passengers



### Customer Service Calls/Emails Received in AUGUST

	Quantity
<b>Total Calls &amp; Emails Received in August</b>	<b>23</b>
- Inquiries/Suggestions	5
- Compliments	2
- Concerns	2
- <b>COMPLAINTS</b>	<b>15</b>
- Vending Machine-Related	8
- Chargeable	0
- Non-chargeable	15
- Pending	0
- Incomplete	0

## Glossary of Terms

**Ridership (Unlinked Trips)** - The total number of passengers boarding on the Sun Link streetcar. Passengers are counted each time they board a Sun Link Streetcar. For example, a person's journey from the Helen Station Stop to the final destination may require two unlinked trips - taking a streetcar to a station and then transferring to a bus to complete the one-way travel. The unlinked trip definition of ridership is mandated by governmental and industry-wide data collection authorities for comparison among transit agencies. The data are reported monthly and annually in terms of total unlinked trips and average trips by day type (weekday, Sat., Sun).

**Weekday Streetcar Ridership** - The ridership estimate established for Sun Link Streetcar is approx. 3,600 passengers per weekday.

**Cost per Passenger** - Equals total expenditures divided by total passengers.

**Weekend Streetcar Ridership** - On weekends, 52 in-service hours are operated each Saturday and 36 in-service hours each Sunday.

Ridership projections for Saturday Service are in line with Friday service less the peak ridership between 8:00 am and 6:00 pm and running a 20 minute headway for 16 hours.

Based on the weekday projections, the ridership per hour per streetcar is 48 passengers per hour for 52 hours for an estimated 2,000 passengers per Saturday.

Sunday projections are based on 20 minute headways for 12 hours. Sunday ridership is estimated to be 26 passengers per hour for 36 hours for an estimated 900 passengers per Sunday.

**Passengers per Mile** - Equals total passengers divided by total revenue miles.

**Passengers per Service Hour** - Total ridership divided by total service hours.

**Revenue Miles and Hours** - The miles and hours that vehicles travel while in revenue service. Vehicle revenue miles and hours include layover/recovery time, but exclude deadhead, operator training, and maintenance testing.

**Deadhead Miles and Hours** - Miles and hours that a vehicle travels when out of revenue service. Deadhead includes leaving or returning to the Operations and Maintenance Facility.

**Service Miles and Hours** - Miles and hours the vehicles travel while in revenue service plus deadhead miles and hours. This excludes maintenance testing.

**Cost per Mile** - Equals total expenditures divided by total miles.

**Cost per Service Hour** - Equals total expenditures divided by total service hours.

**Total complaints per 100,000 passengers** - Equals total complaints divided by total passengers times 100,000.

**On-Time** - The Monthly On-Time Performance Report provides an analysis of streetcar delays as reported for all Sun Link Streetcars. On-time is defined for this analysis as those regularly scheduled streetcars arriving at their last station stop less than six minutes behind schedule. Streetcars that are six minutes or more behind schedule, including annulled streetcars (streetcars that do not complete their scheduled runs), are regarded as late. "Extra" streetcars (streetcars that are added to handle special events but not shown in the regularly published timetables) are excluded from on-time performance calculations.

**Road Calls** - Equals total chargeable road calls. A road is defined as a mechanical failure of a streetcar in revenue service that necessitates removing the streetcar from service until repairs are made.