



# **STRUCTURAL DEFICIT WORKSHOP**

## **III of V**

### **Review Performance Indicators & Peer Data**

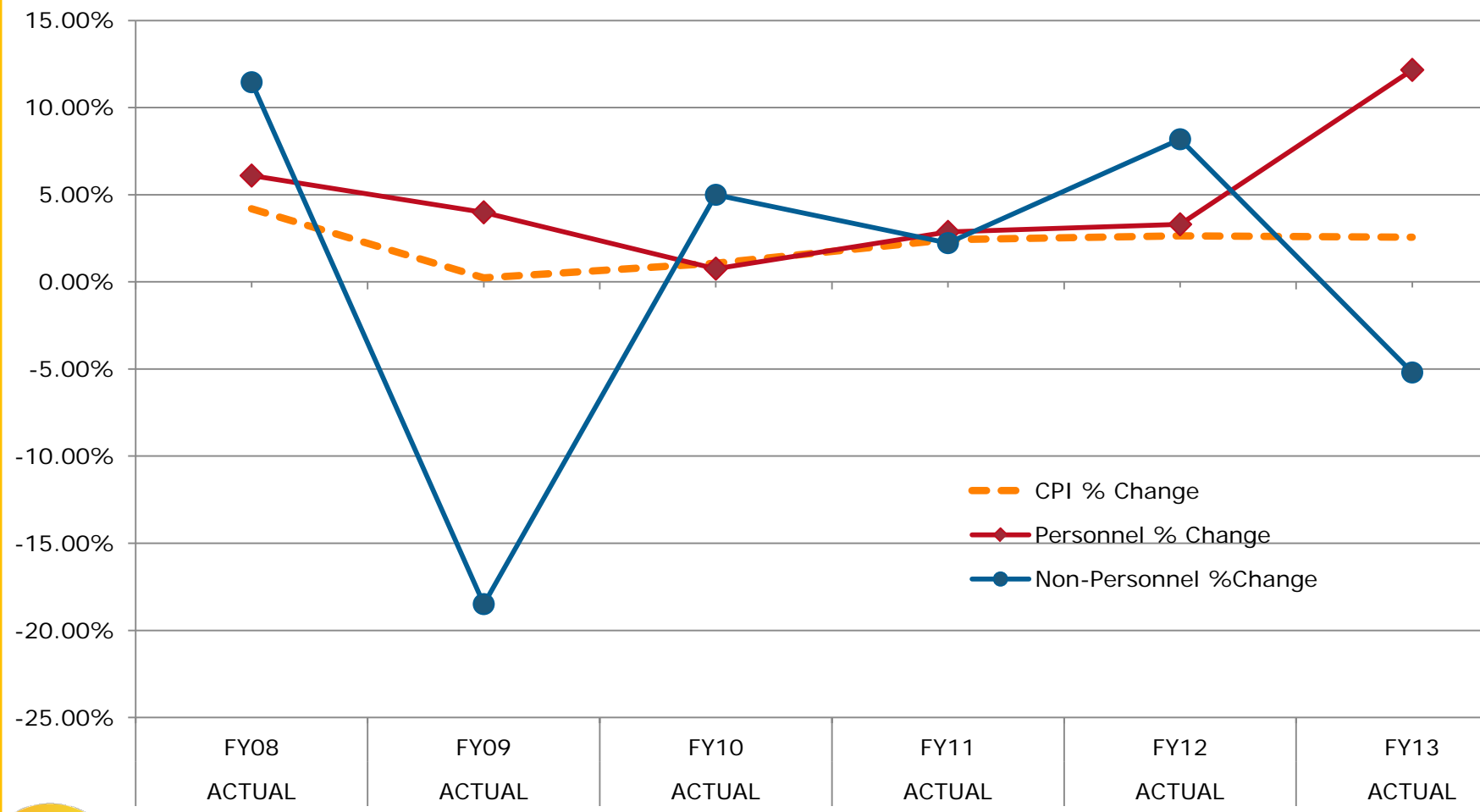
Santa Cruz METRO Board of Directors

*October 10, 2014*

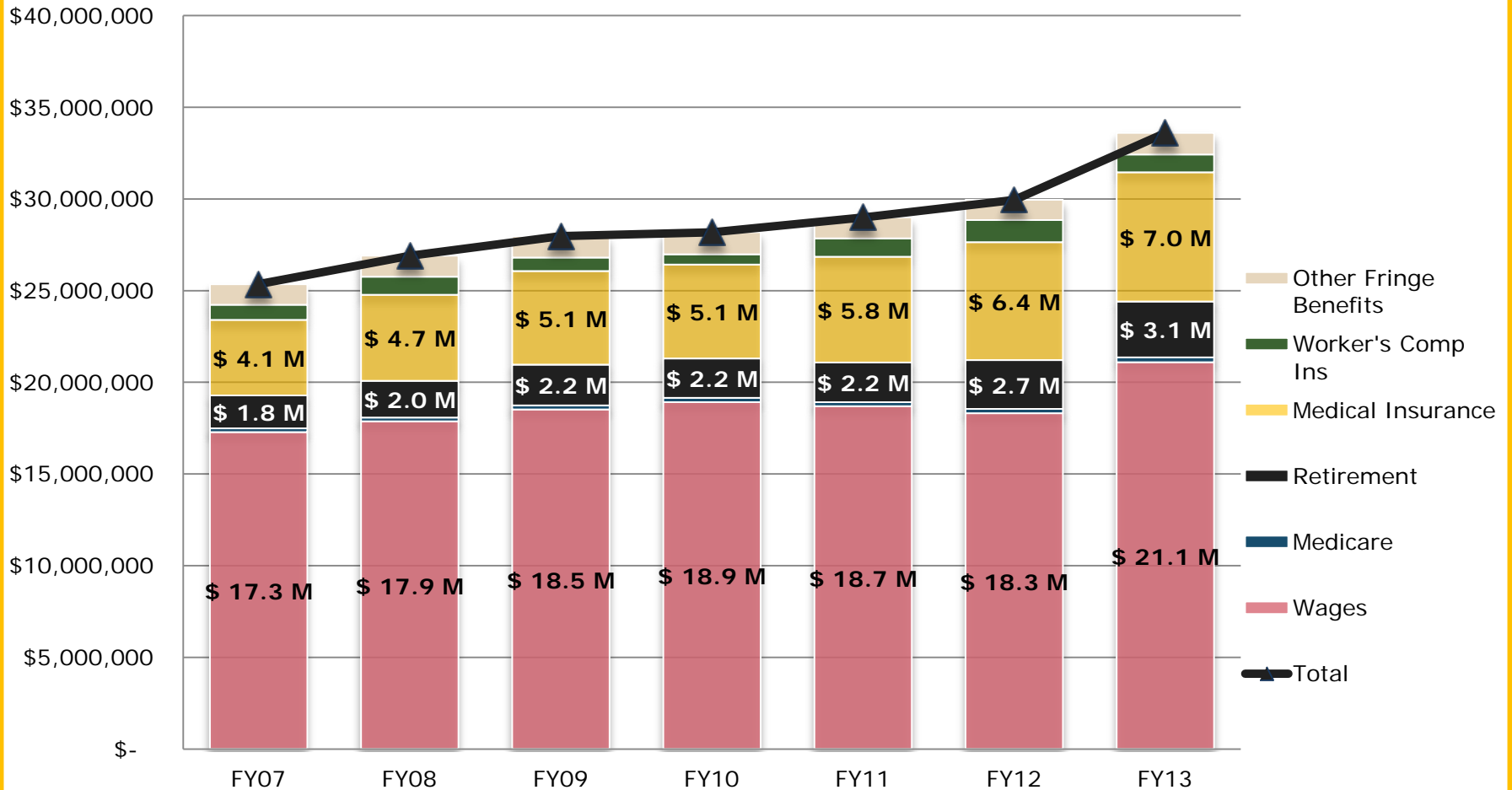
Alex Clifford, CEO

# Follow-Up Information from Previous Board Meetings

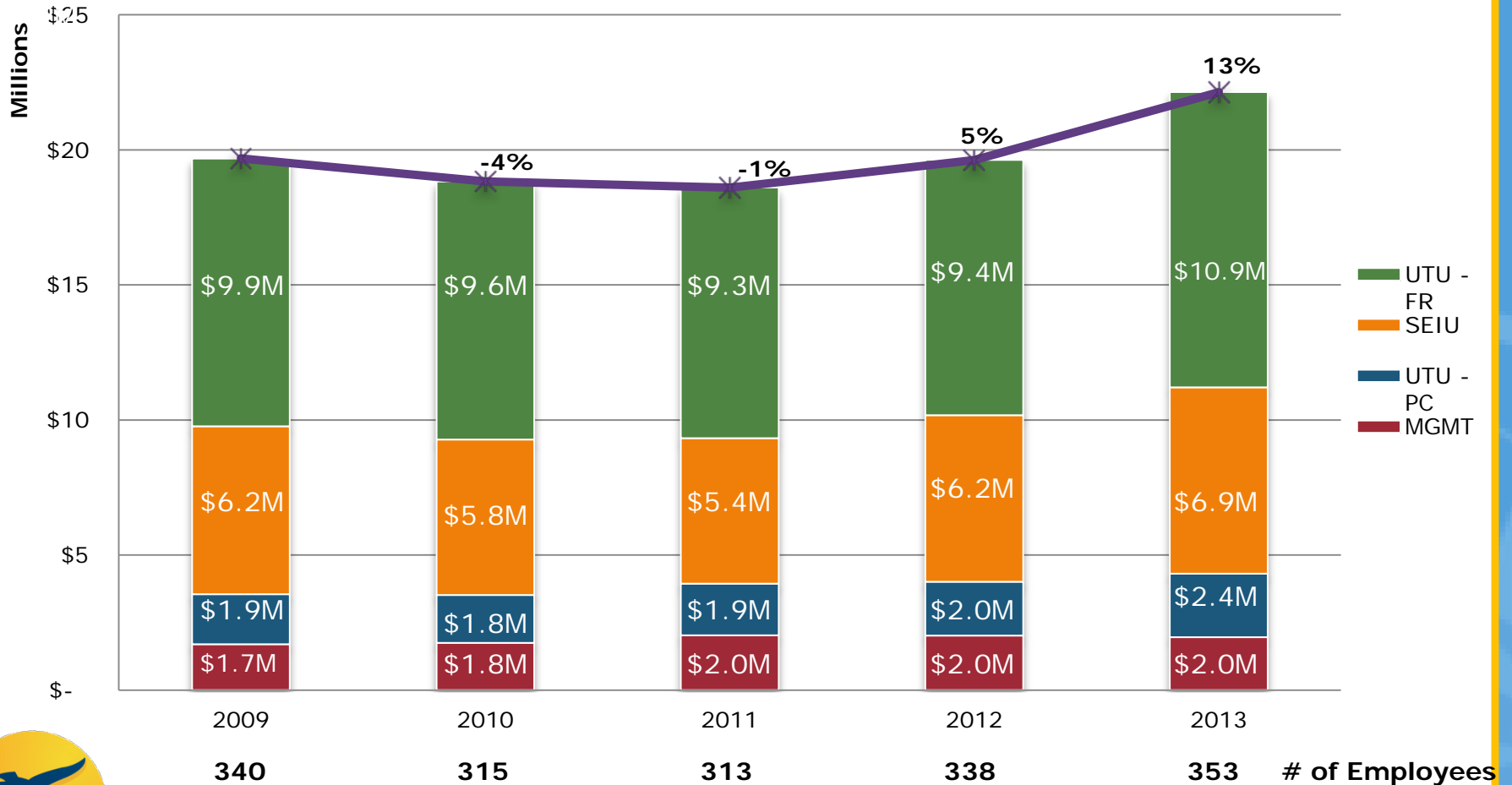
# Expense % Change Personnel, Non-Personnel vs. CPI



# Total Personnel Cost



# Total Personnel Wages by Labor Group for Calendar 2009 to 2013 (excluding Benefits)



# Grant Awards

## Discretionary Grant Awards vs. Applications FY07 - FY14

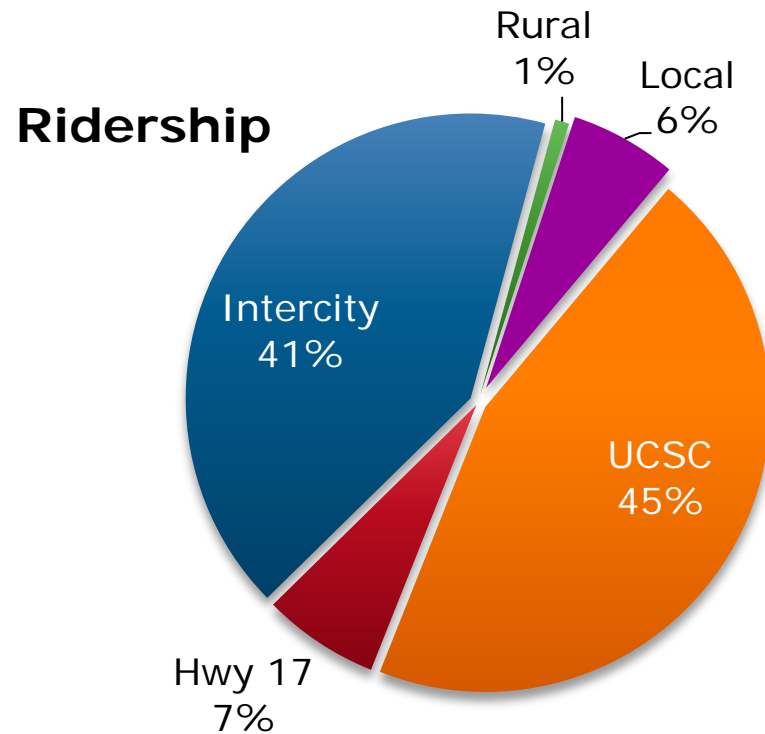
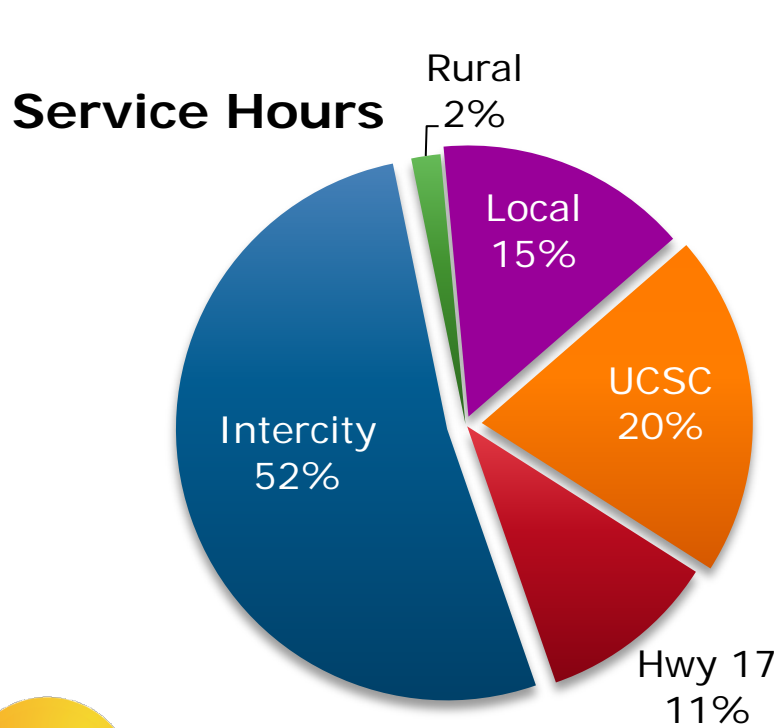
	FY07	FY08	FY09	FY10	FY11	FY12	FY13	FY14
Applications	3	1	6	1	6	6	1	7
Awards	2	1	5	-	4	5	-	4
Requested	\$ 6,624,500	\$ 525,417	\$ 5,777,900	\$ 65,000,000	\$ 8,275,226	\$ 5,016,939	\$ 40,281	\$ 6,651,059
Granted	\$ 6,400,500	\$ 515,407	\$ 5,777,900	\$ -	\$ 5,630,600	\$ 3,002,742	\$ -	\$ 433,281
% Awarded	66.7%	100.0%	83.3%	0.0%	66.7%	83.3%	0.0%	57.1%
% Requested	96.6%	98.1%	100.0%	0.0%	68.0%	59.9%	0.0%	6.5%

# Overview of Today's Presentation

- Service snapshot
- Definitions of Key Performance Indicators
  - Overview of Farebox Recovery Ratio
- Performance Indicators by Route & Service Type
  - ParaCruz Performance Indicators
    - Presentation of Peer Data
    - Developing Service Guidelines

# Service Snapshot

- Over 223,000 service hours
- In FY14: 5,521,131 rides on Fixed Route





# Key Performance Indicators

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- **Passengers Per Revenue Hour (PPH)**
- **Cost Per Revenue Hour (CPH)**
- **Farebox Recovery Ratio (FRR)**

# Key Performance Indicators

- Passengers Per Revenue Hour (PPH)
  - Ratio of passengers carried and service hours provided
  - Used to indicate productive and non-productive service, as well as system wide metric
  - In FY14 METRO's Fixed Route PPH was 24.7

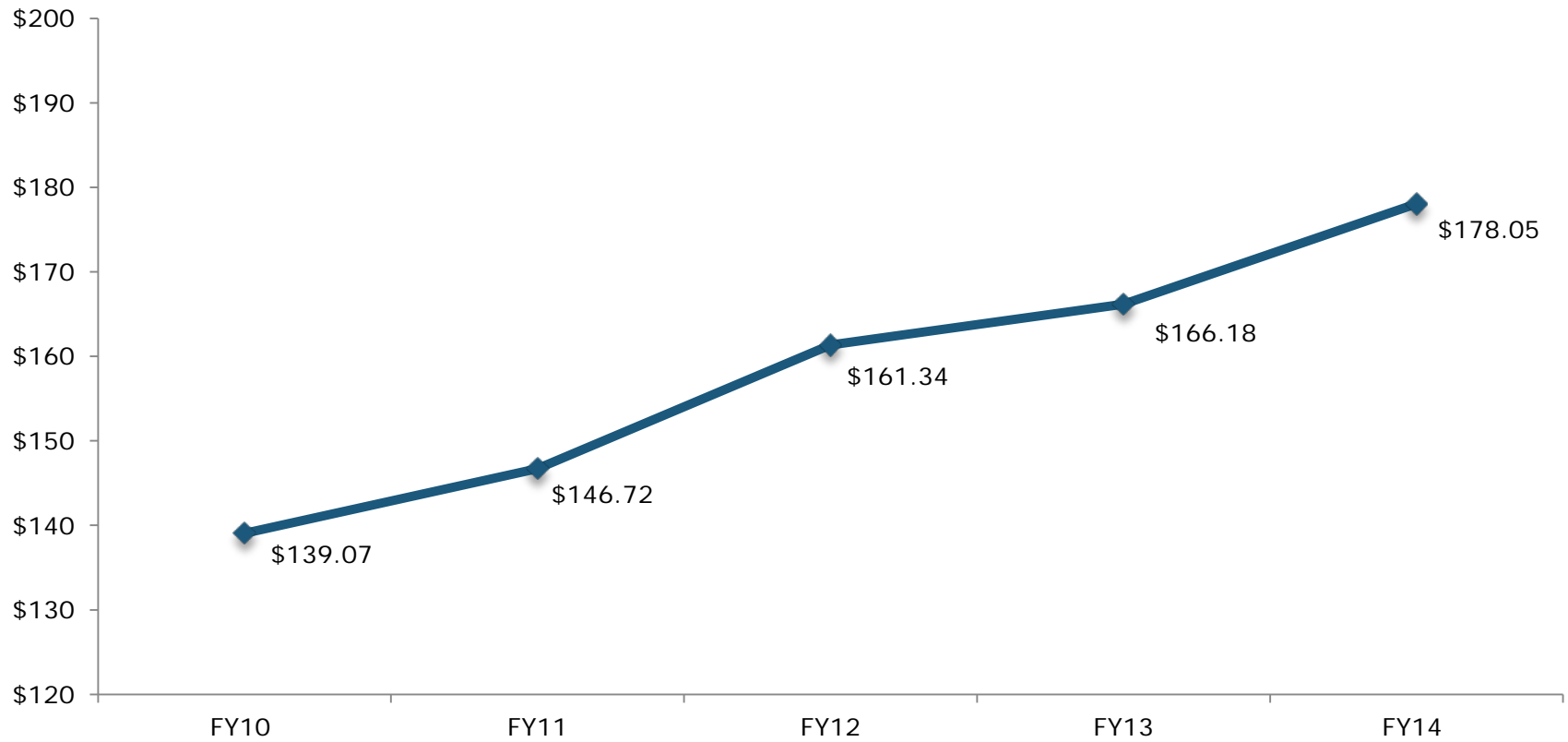
$$\text{Passengers per Revenue Hour} = \frac{\text{Ridership}}{\text{Revenue Hours}}$$

# Key Performance Indicators

- Cost Per Revenue Hour (CPH)
  - Ratio of total expenses and service hours provided
  - Is generally reported as a system wide metric
  - In FY14 METRO's fixed route CPH was \$178.05

$$\text{Cost per Revenue Hour} = \frac{\text{Expenses}}{\text{Revenue Hours}}$$

## Cost Per Revenue Hour



28% increase from FY10 to FY14

# Key Performance Indicators

- Farebox Recovery Ratio (FRR)
  - Ratio of passenger revenues and costs of service
  - Used to indicate cost-effectiveness system wide and with in service
  - In FY14 METRO's fixed route FRR was 23.04%

$$\text{Farebox Recovery Ratio} = \frac{\text{Passenger Revenue per Hour}}{\text{Cost per Hour}}$$

# Farebox Recovery Ratio

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$$\text{Farebox Recovery Ratio} = \frac{(\text{Rev per Pass.} * \text{Pass. per Hour})}{\text{Cost per Hour}}$$

# Farebox Recovery Ratio

- Indication of how much of a transit agency's costs are covered by passenger fares
- Provides insight to the amount of non-passenger revenue (subsidy) is needed to cover costs
- Allows agencies to compare cost-effectiveness within its own service and with peers

# System Performance Indicators

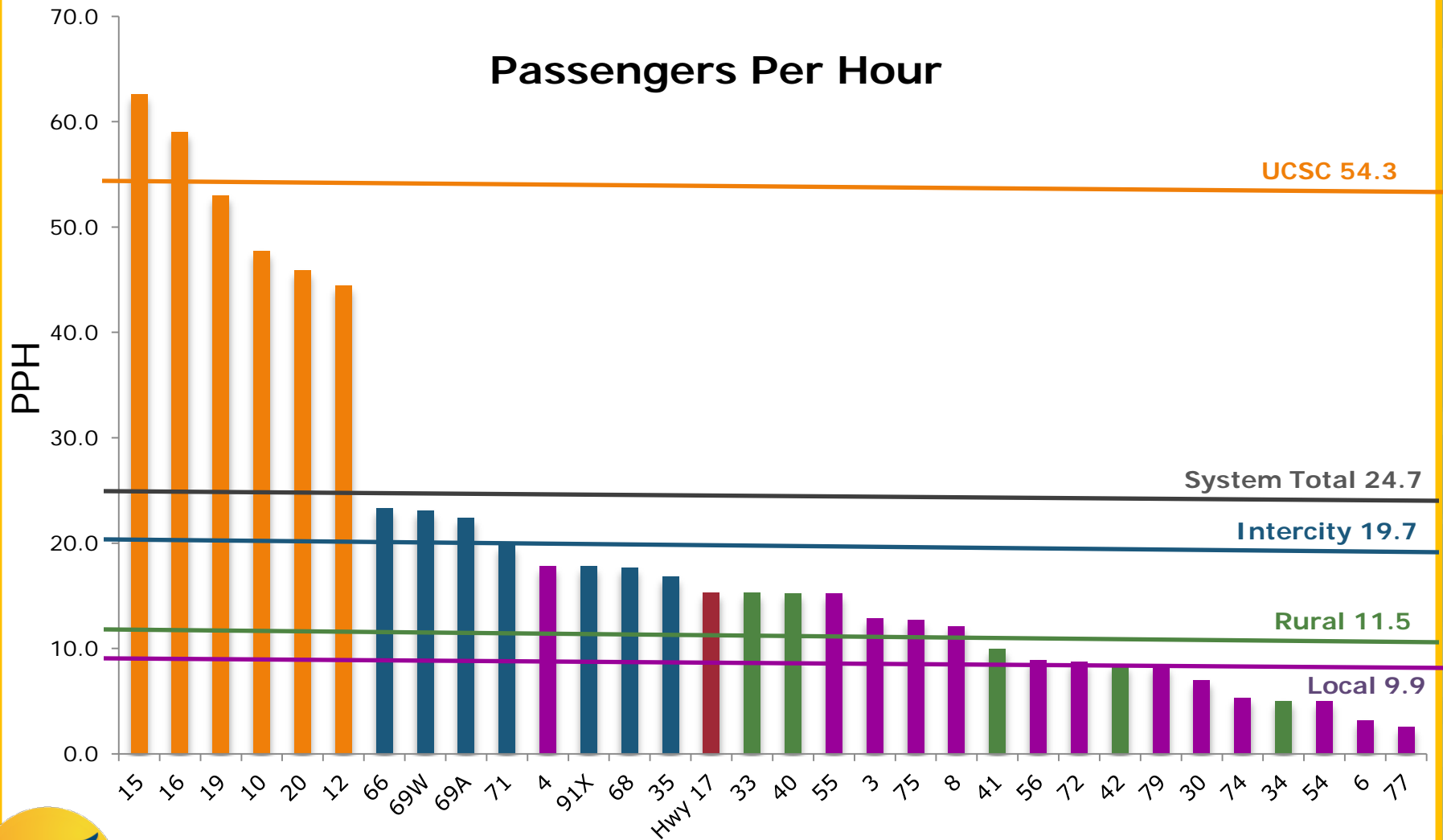
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- State of the System
- Route and Service Type Data

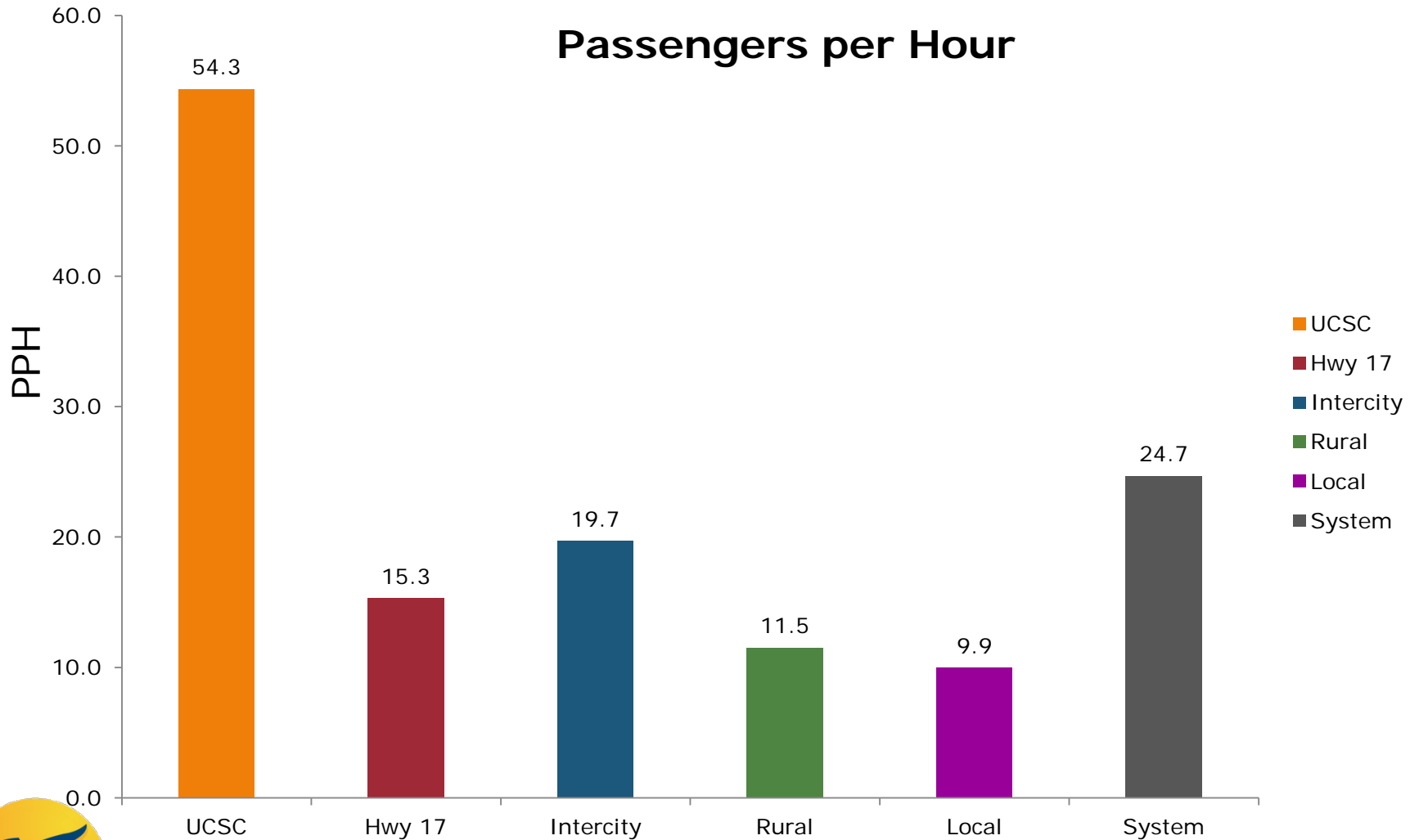


# Performance by Route

## Passengers Per Hour

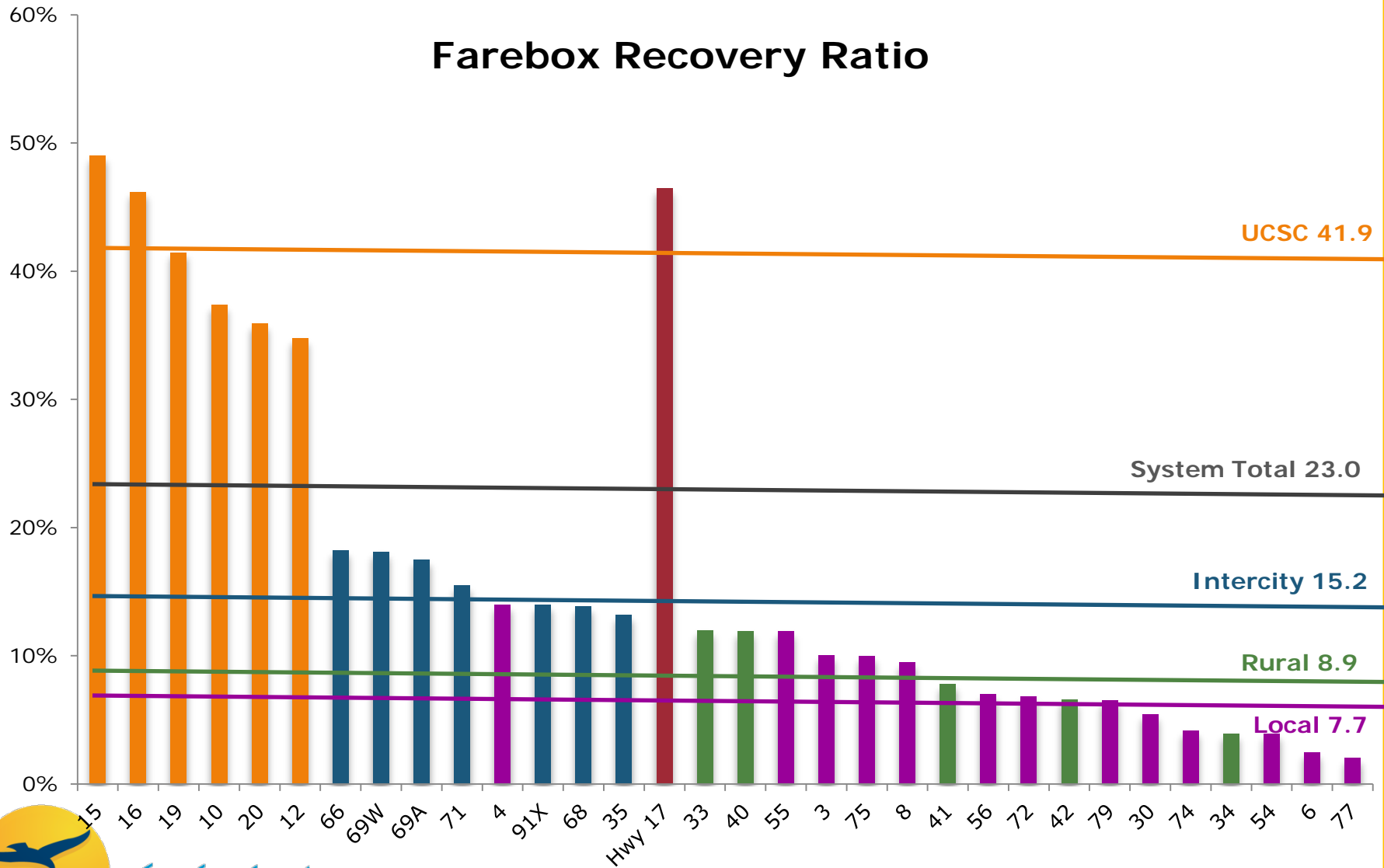


# Performance by Service Type



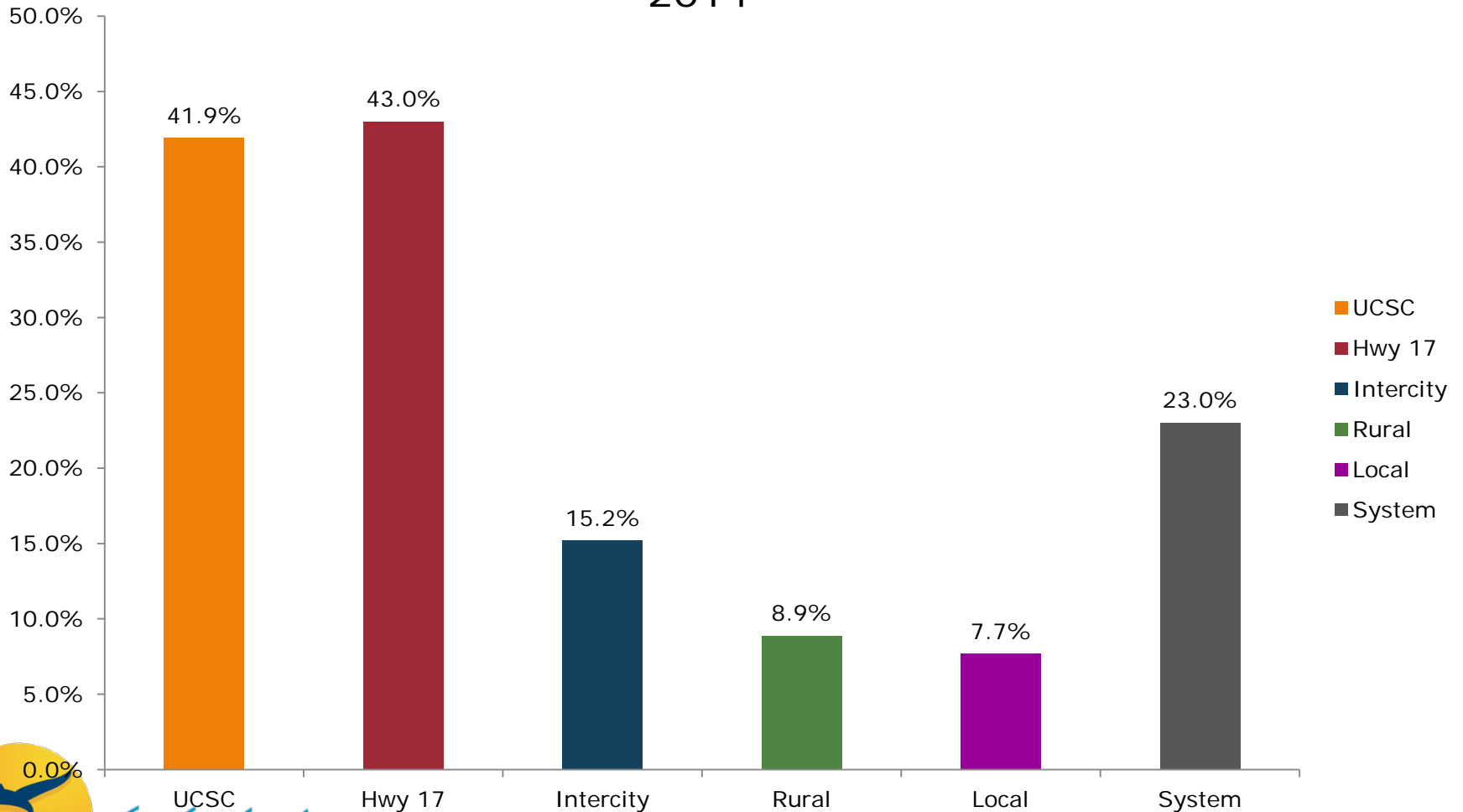
# Performance by Route

## Farebox Recovery Ratio



# Performance by Service Type

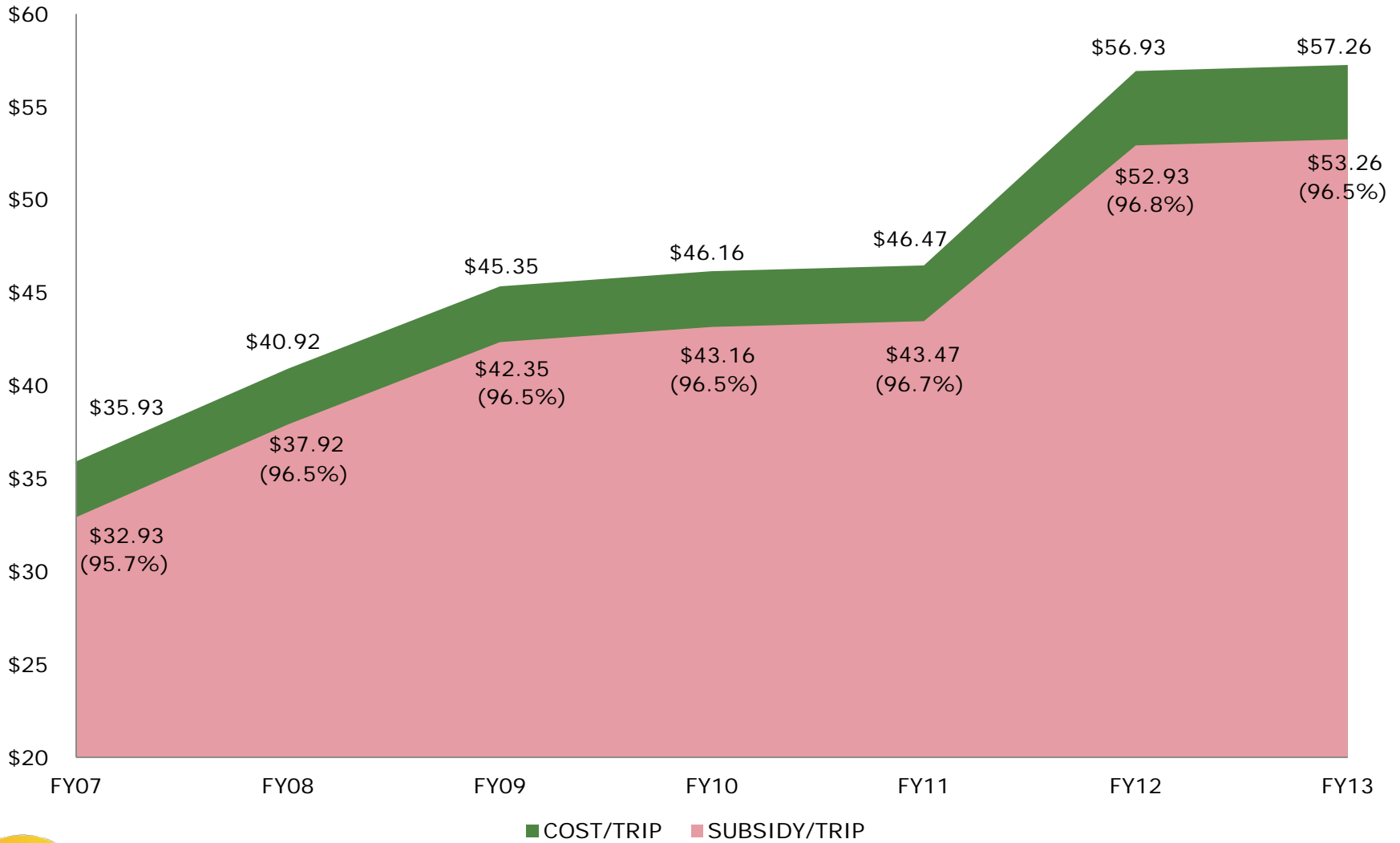
## Farebox Recovery Ratio -2014-



# Key ParaCruz Performance Indicators

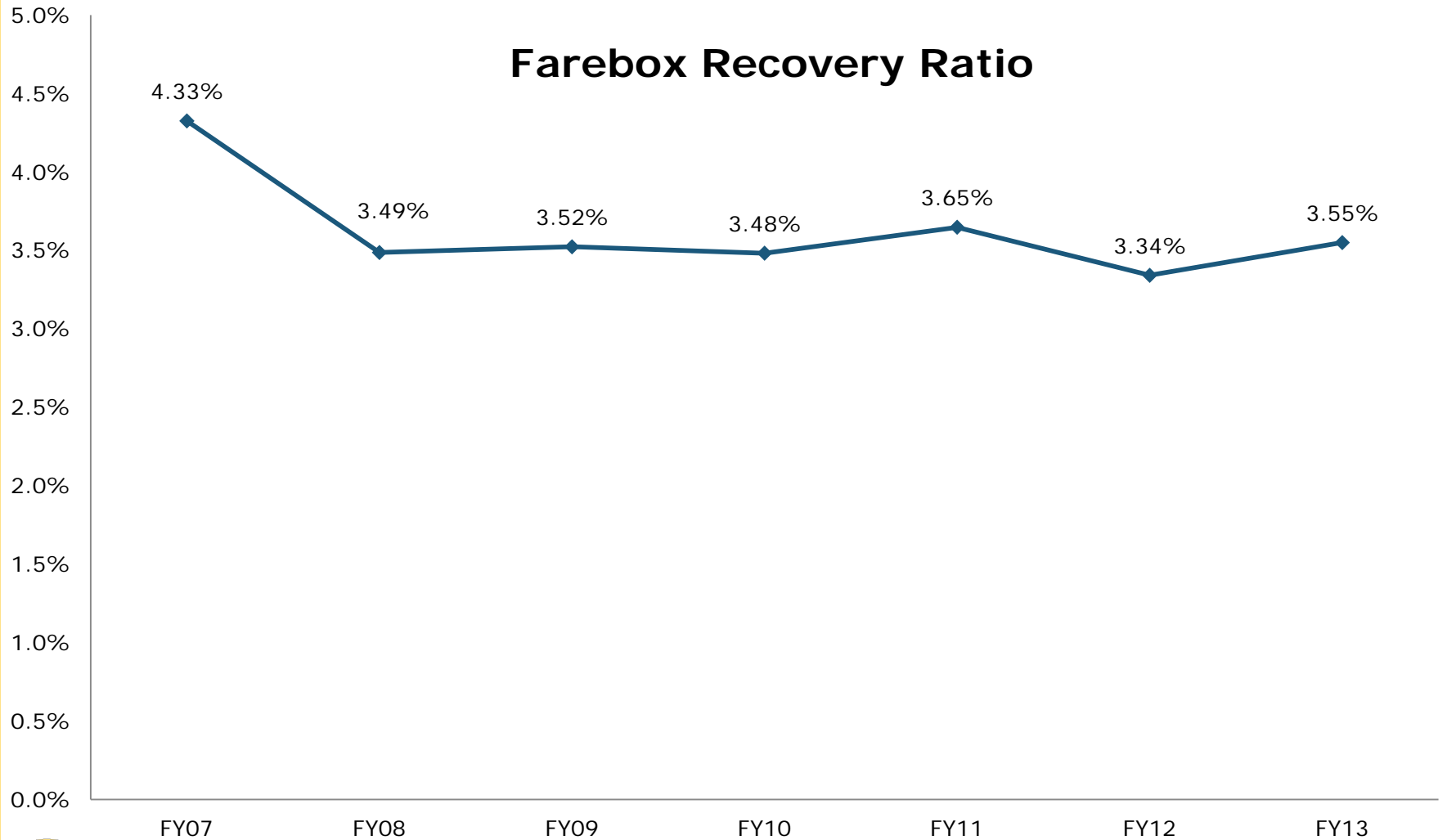
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# Key ParaCruz Performance Indicators



# Key ParaCruz Performance Indicators

## Farebox Recovery Ratio



# Peer Performance Indicators

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- Who we identify as a peer agency
- How we compare to our peers



# Identifying Our Peers

- Several aspects of each agency were examined. Focused on finding similarities in the following areas:
  - Service area
  - Service population
  - Budget – size, funding sources & purchased transportation
  - Fleet - size and type
  - Ridership
  - Type of service
  - Service hours
  - University town
- California
- United States

# OUR PEERS

County Connection (CCCTA) – Concord, CA

Gold Coast Transit (GCT) – Oxnard, CA

Golden Empire Transit District (GET) – Bakersfield, CA

Monterey/Salinas Transit (MST) - Monterey, CA

San Joaquin Regional Transit District (SJ RTD) – Stockton, CA

Santa Barbara Metropolitan Transit (SB MTD) – Santa Barbara, CA

Ann Arbor Transportation Authority (AATA) – Ann Arbor, MI

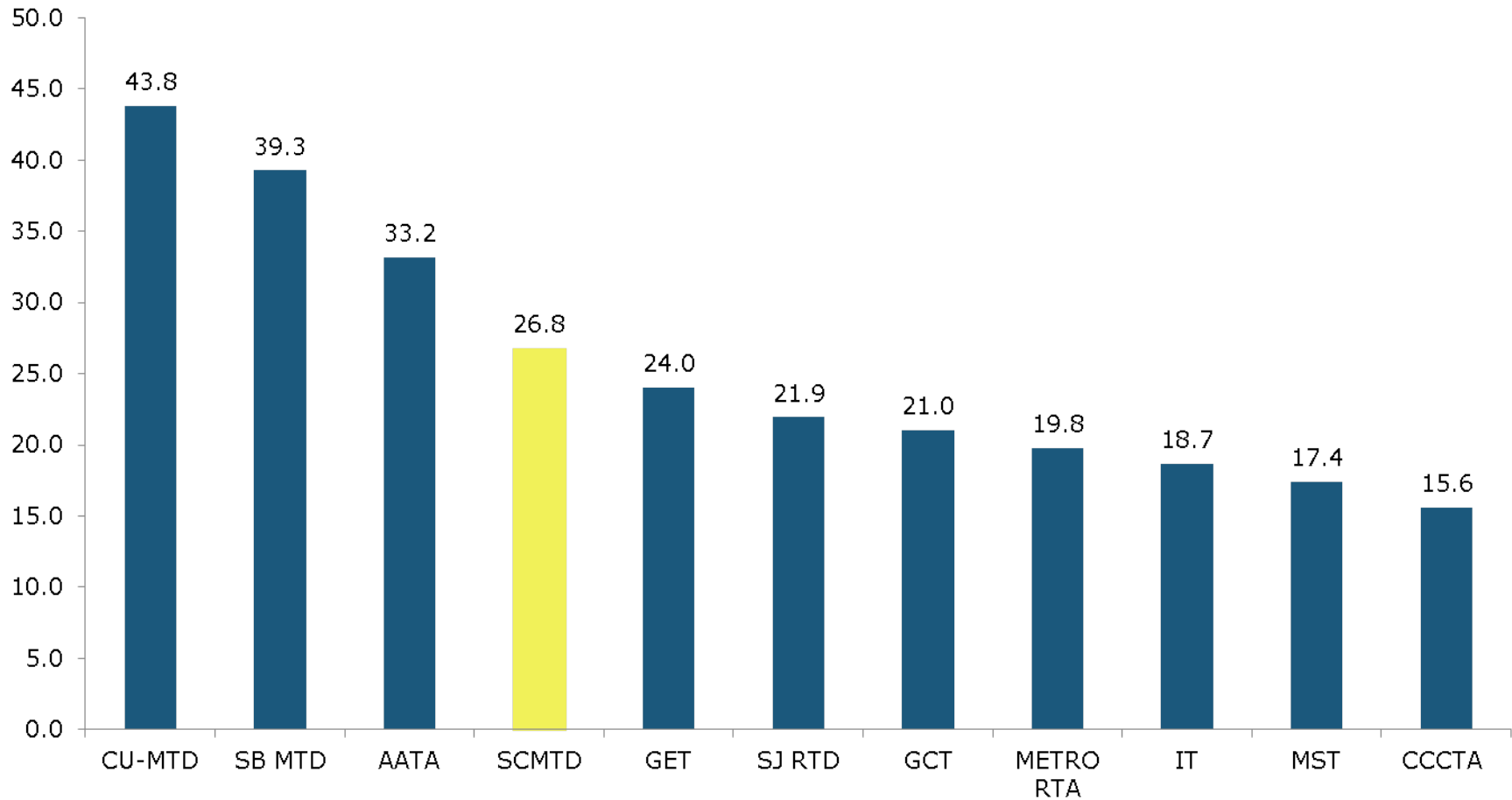
Champaign/Urbana Mass Transit District (CU MTD) – Urbana, IL

Intercity Transit (IT) – Olympia, WA

METRO Regional Transit Authority (METRO RTA) – Akron, OH

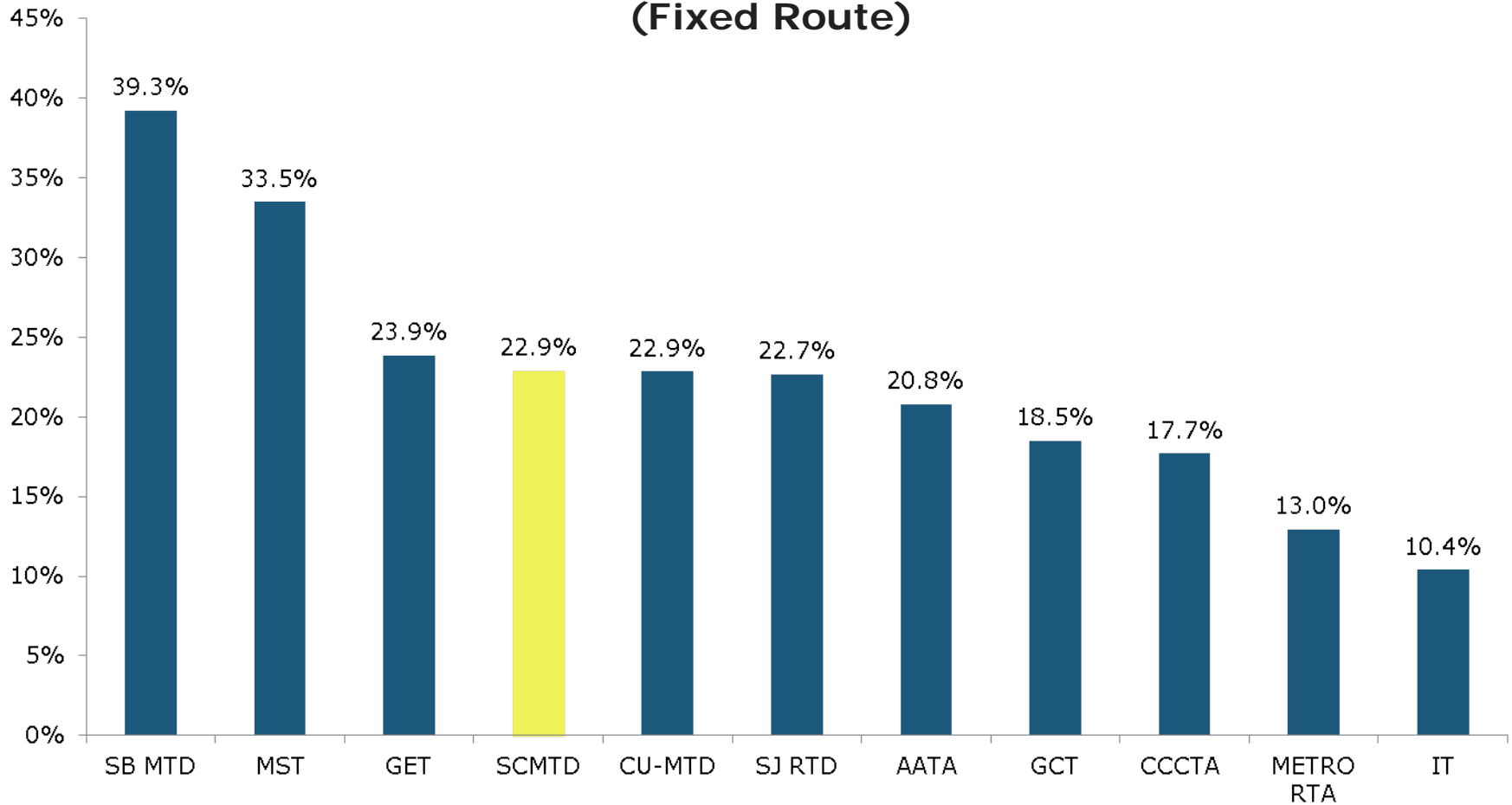
# Performance Indicator vs. Our Peers

## Passengers Per Revenue Hour



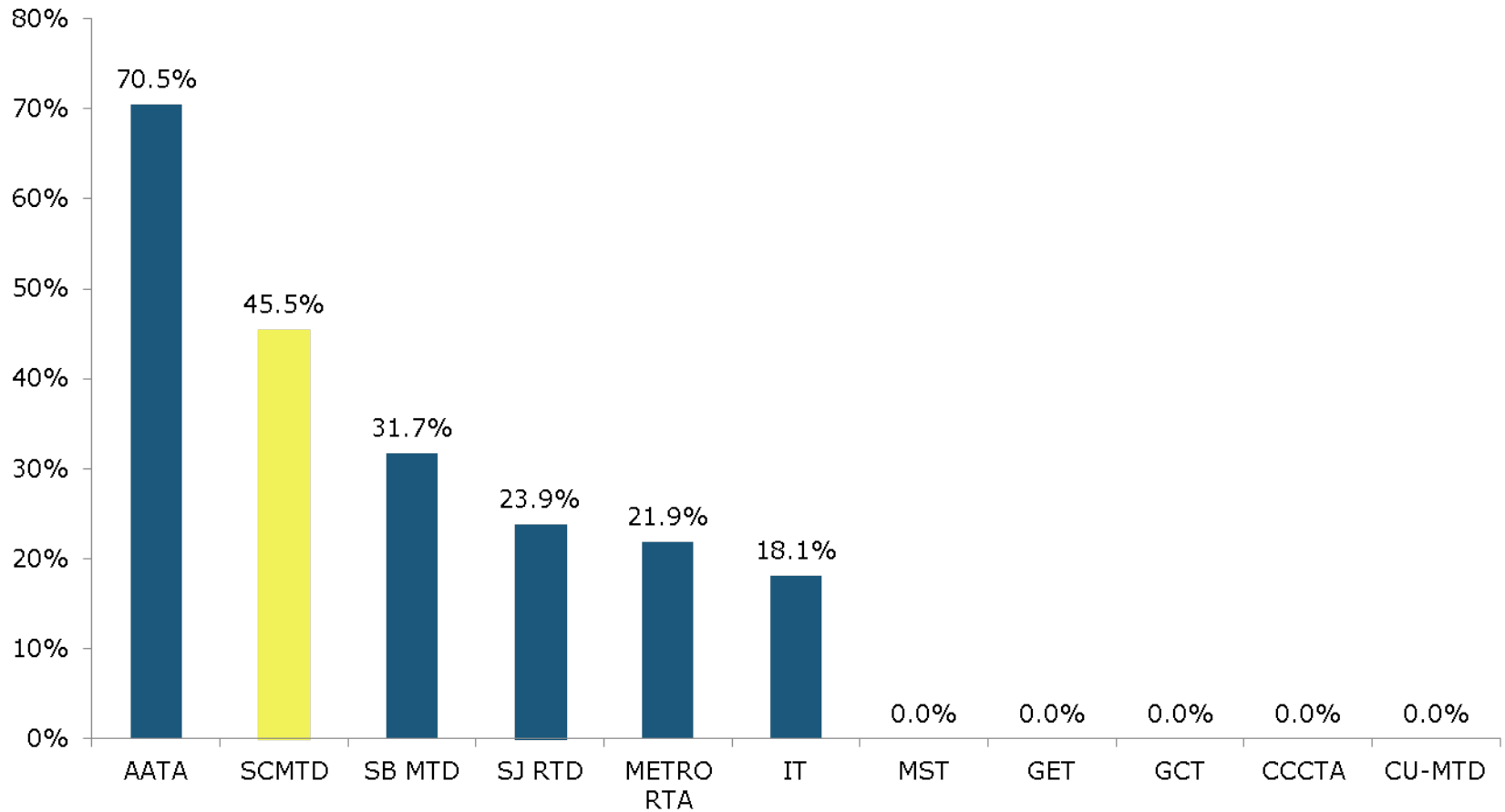
# Performance Indicator vs. Our Peers

## Farebox Recovery Ratio (Fixed Route)



# Performance Indicator vs. Our Peers

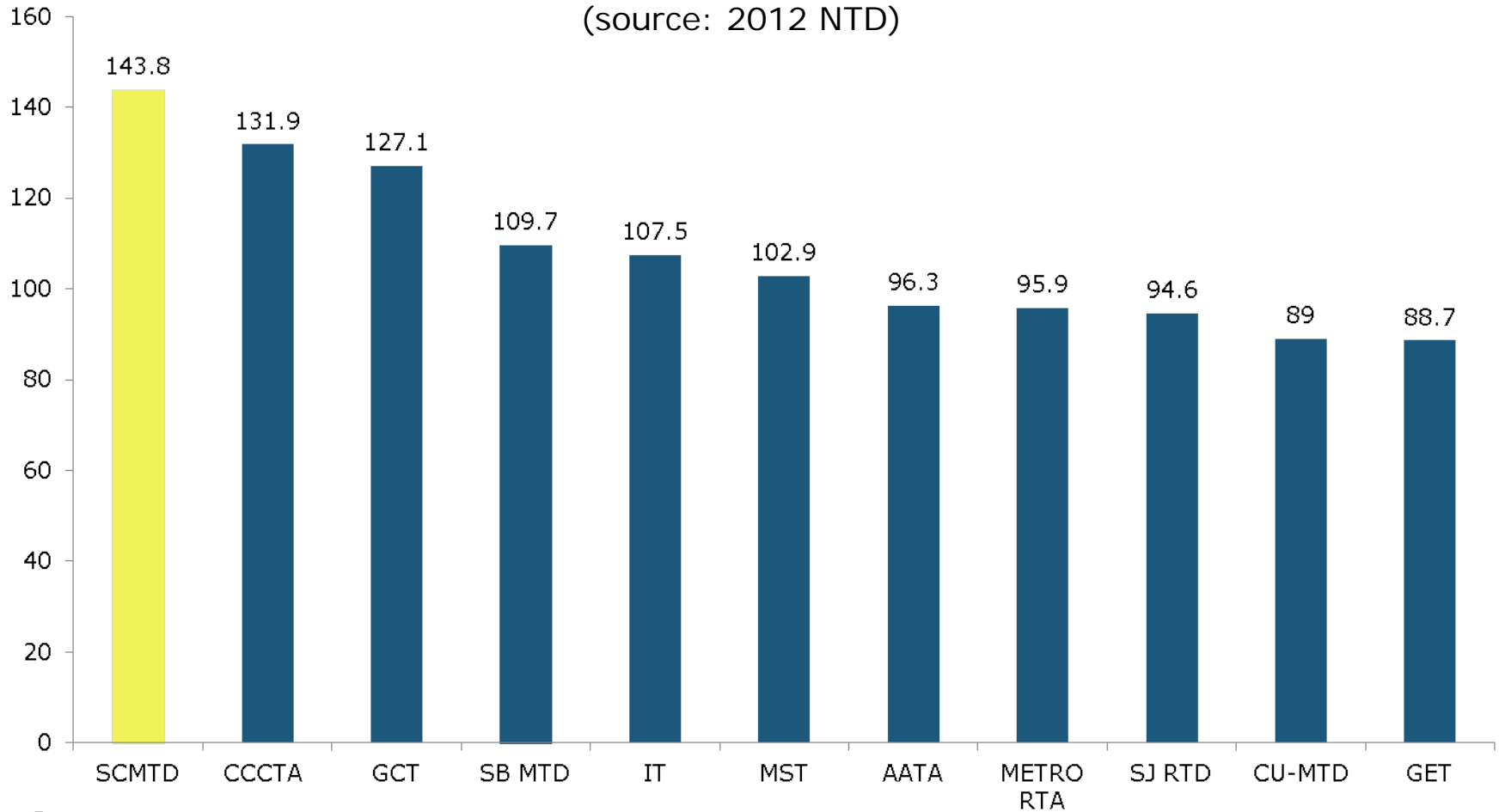
## Farebox Recovery Ratio (Commuter)



# Performance Indicator vs. Our Peers

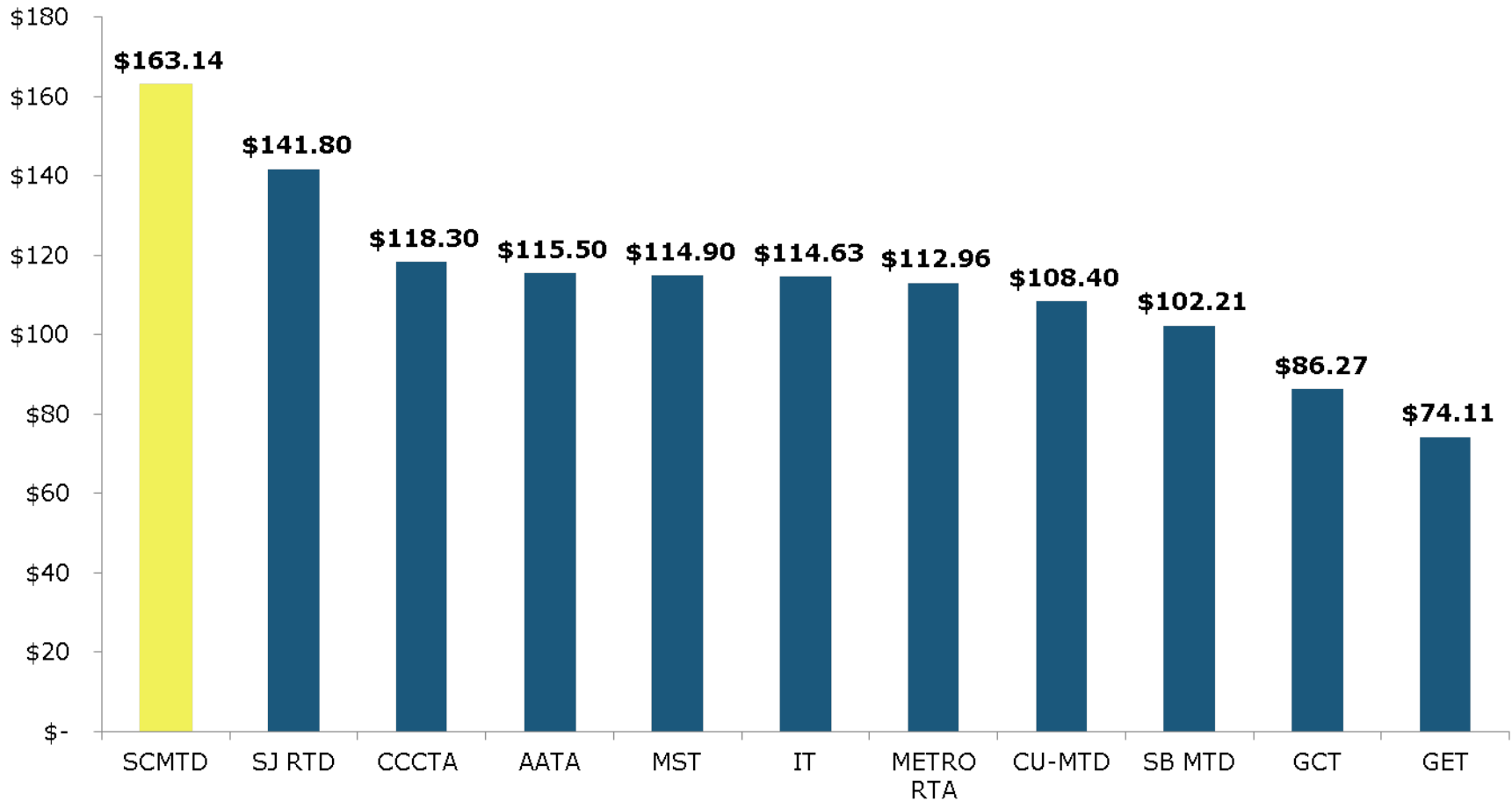
## Avg Cost of Living

(source: 2012 NTD)



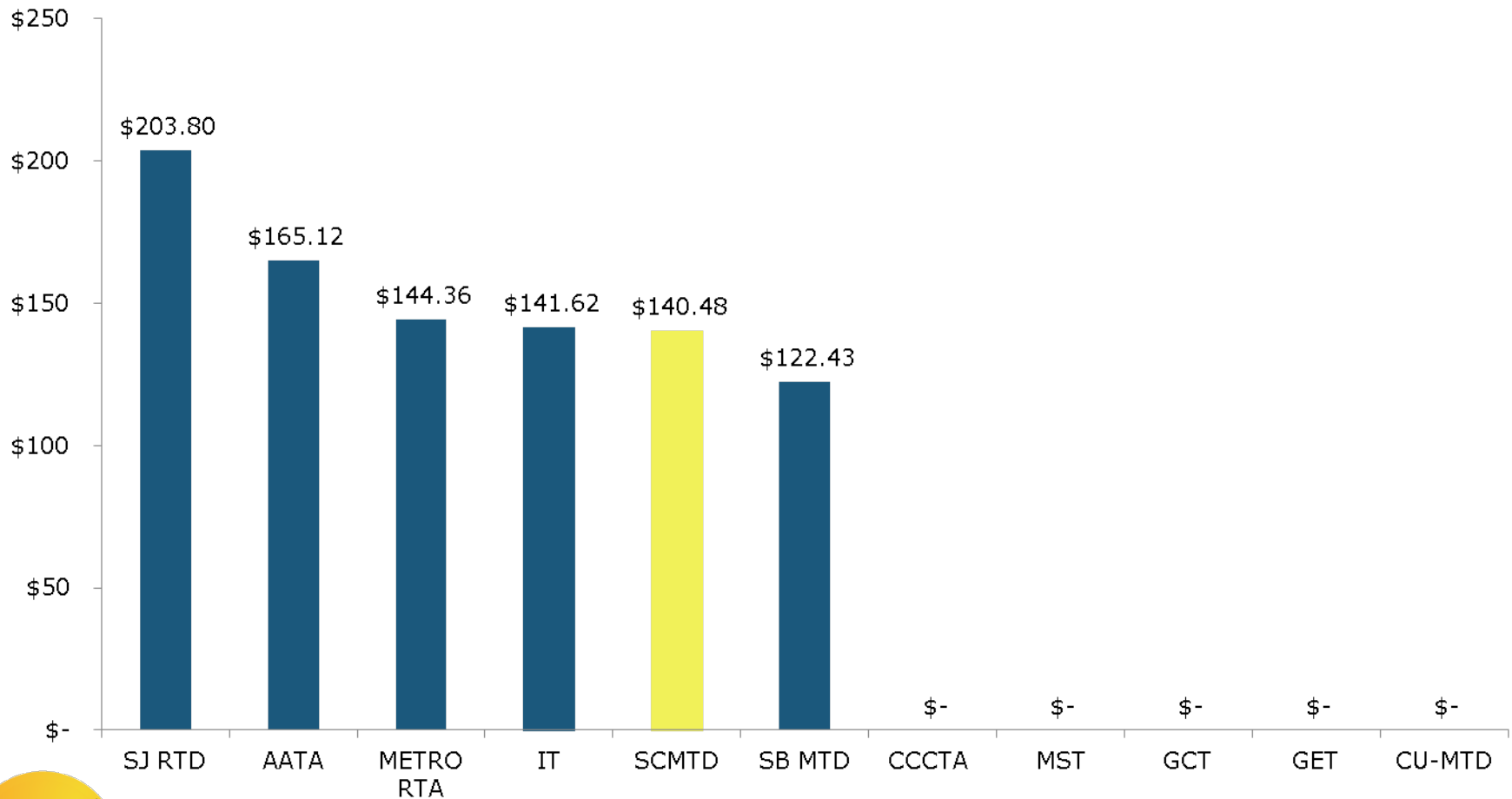
# Performance Indicator vs. Our Peers

## Costs Per Revenue Hour (Fixed Route)



# Performance Indicator vs. Our Peers

## Operating Expenses Per Vehicle Revenue Hour (Commuter)





# Performance Indicator vs. Our Peers

## Subsidy per Passenger (Fixed Route)



# ParaCruz Peers

Monterey Salinas Transit (MST RIDES) – Monterey, CA

Paratransit Inc- Sacramento CA

Victor Valley Transit Authority (VVTA Direct Access) - Victor Valley, CA

Ann Arbor Transit Authority (AATA) – Ann Arbor, MI

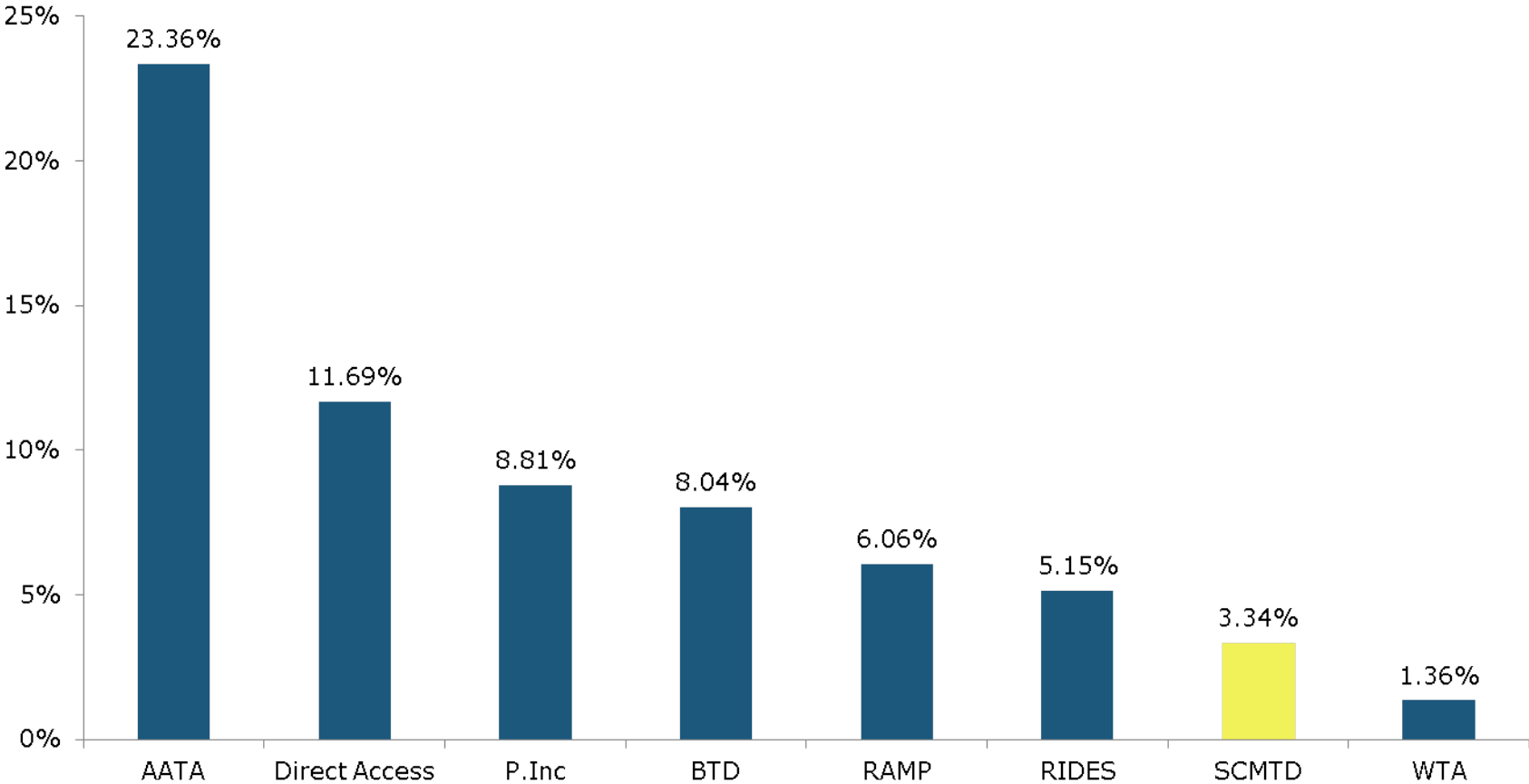
Brazos Transit District (BTD) – Bryan, TX

Transit Authority of Northern Kentucky (RAMP) – Fort Wright, KY

Whatcom Transportation Authority (WTA) – Bellingham, WA

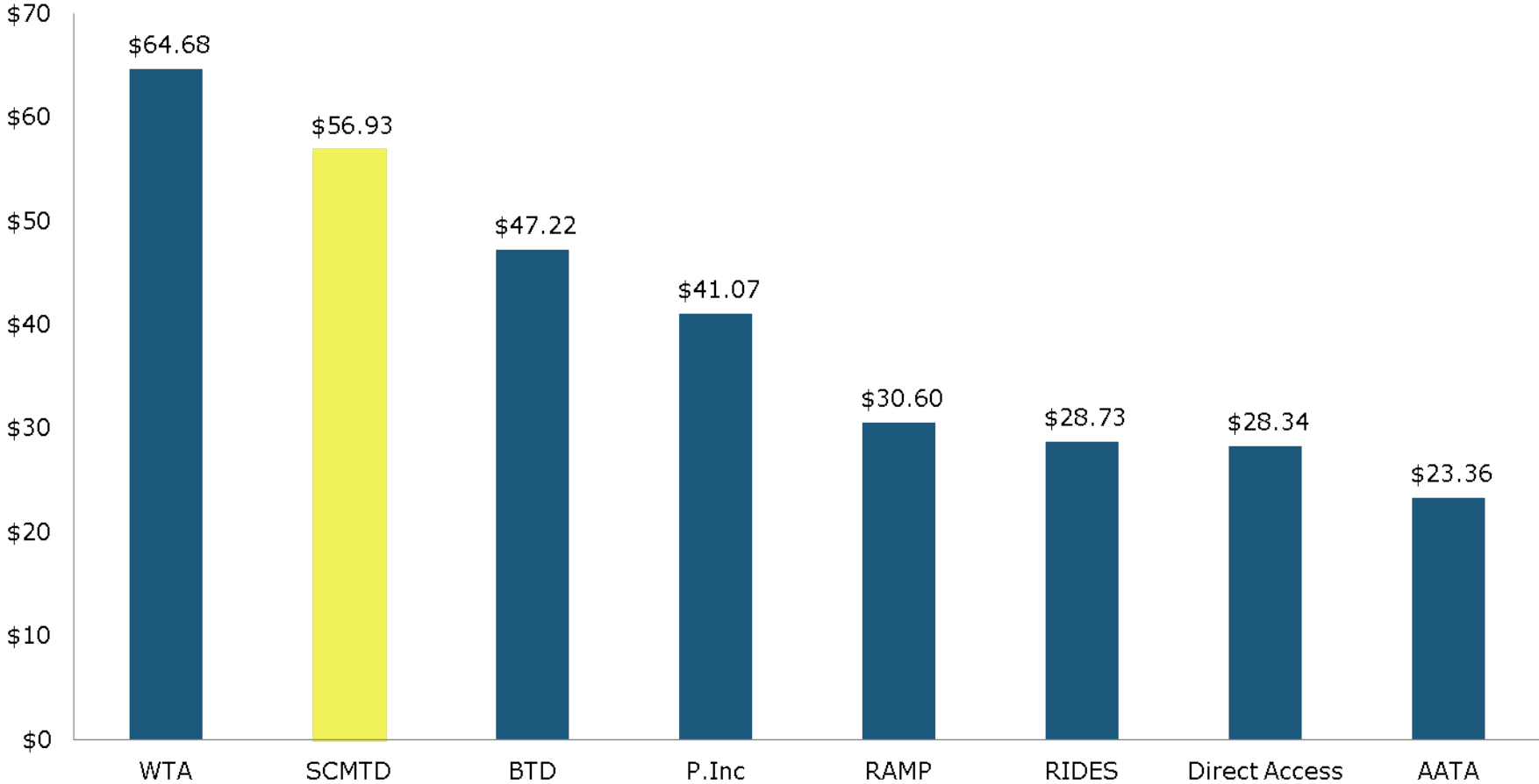
# ParaCruz Performance vs. Our Peers

## Farebox Recover Ratio



# ParaCruz Performance vs. Our Peers

## Cost Per Trip



# Developing Service Guidelines

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- Principles of Service Design
- Balancing Acts
- Visioning and Goals

# Principles of Service Design

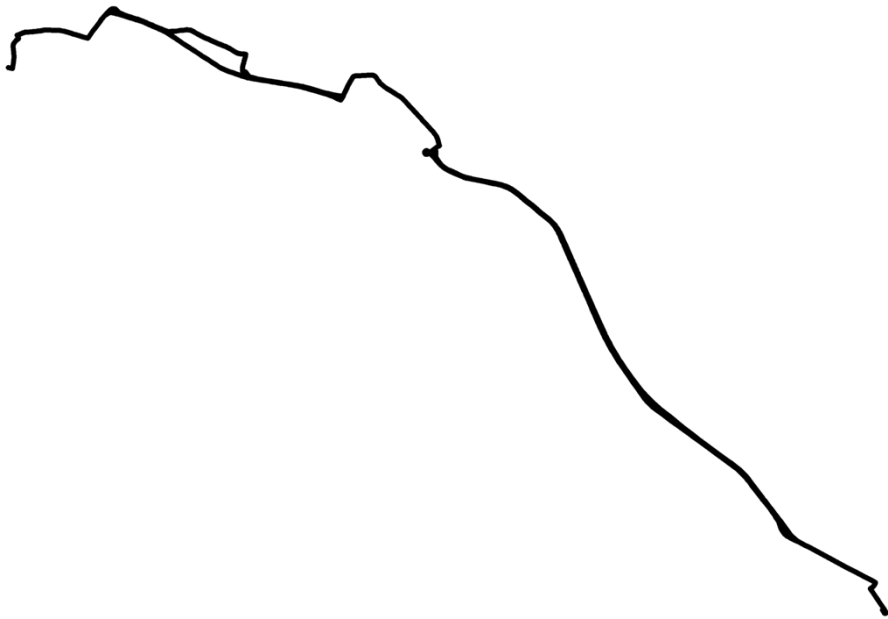
## Productivity Based Service

- Jobs/Housing density
- Simple, consistent, & linear routing
- Serve major roads and arterials
- Consistent, high frequency schedules
- Serve well defined markets
- Well coordinated transfers

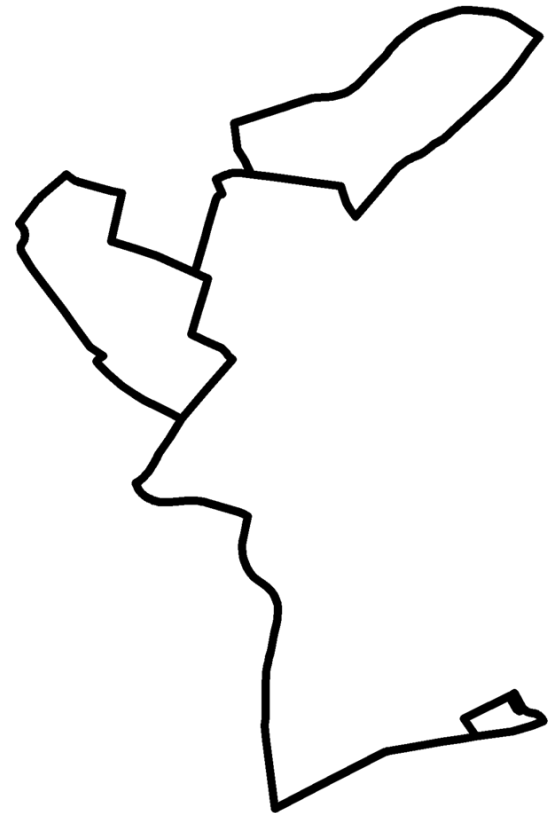
## Geography Based Service

- Maximize geographic accessibility
- Connection between outlying communities and urban centers
- Circulate local trips
- Extend "life-line" service to rural areas

# Principles of Service Design



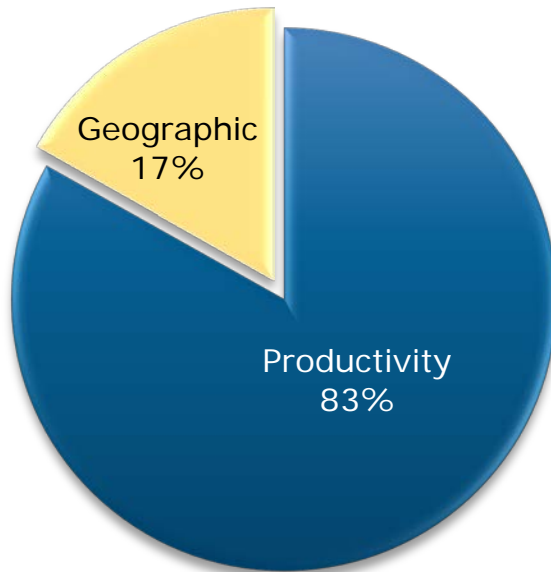
Productivity Based  
Route



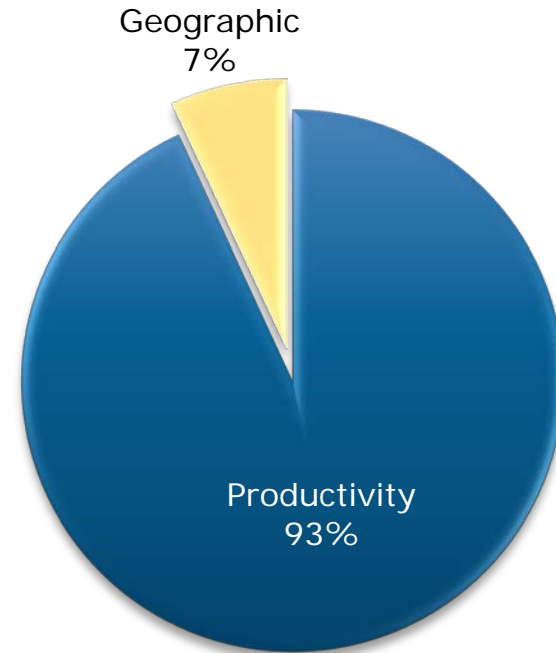
Geography Based  
Route

# Balancing Act

## Service Hours



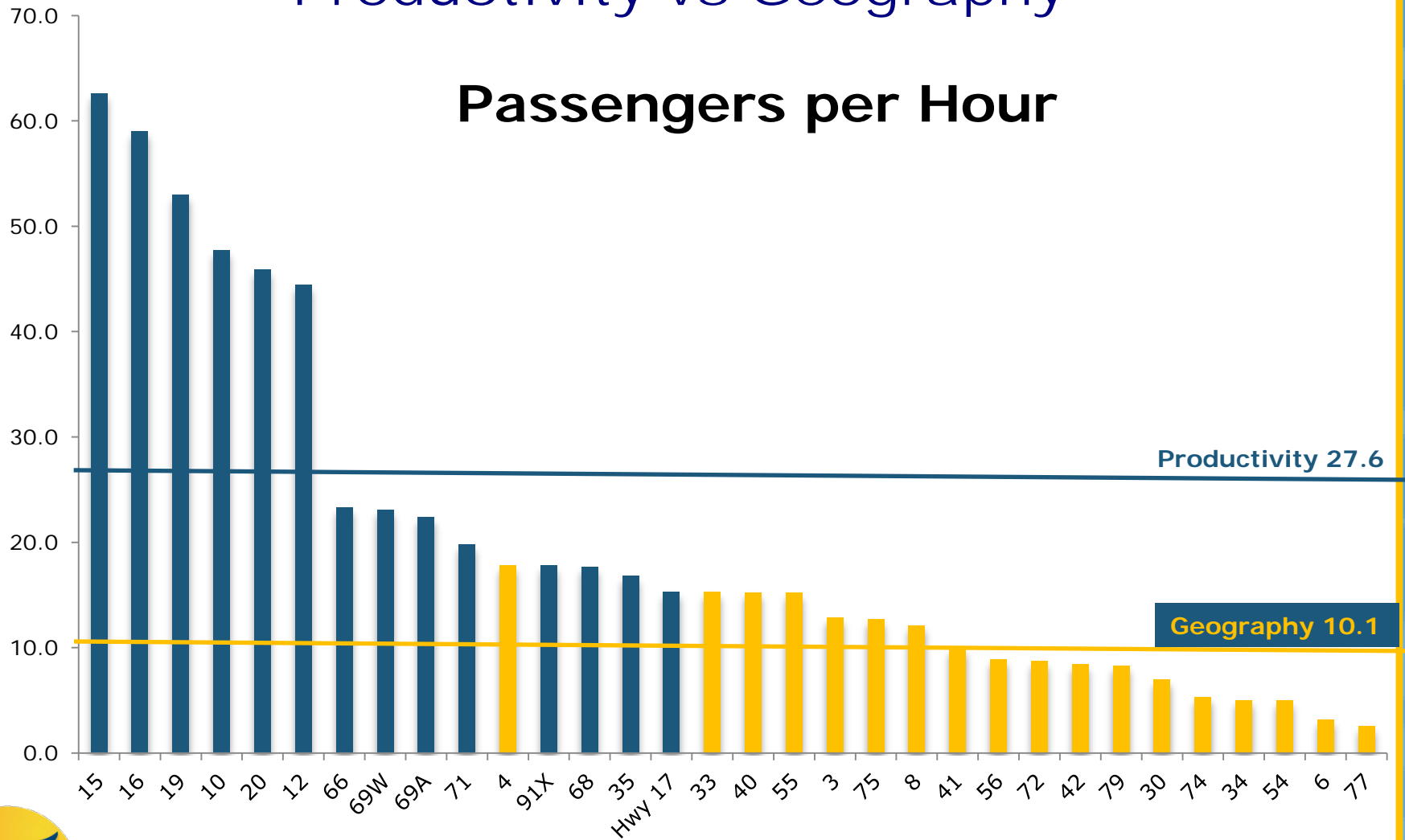
## Ridership



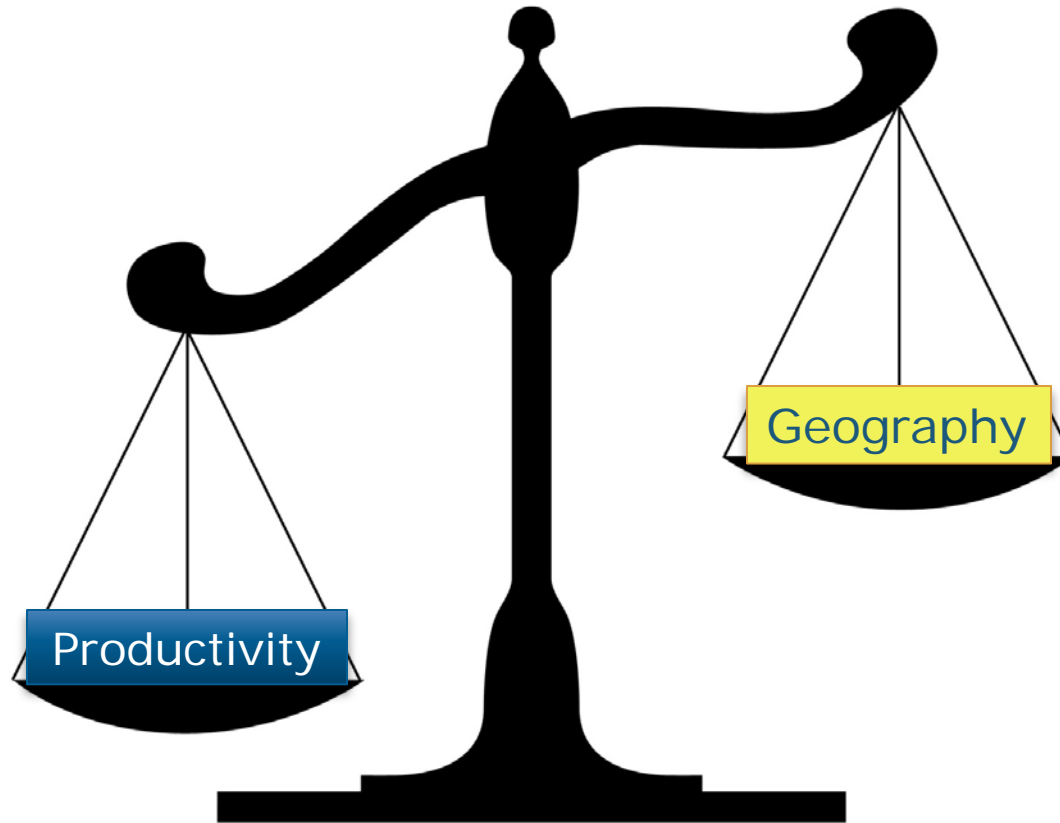


# Performance by Route Productivity vs Geography

## Passengers per Hour

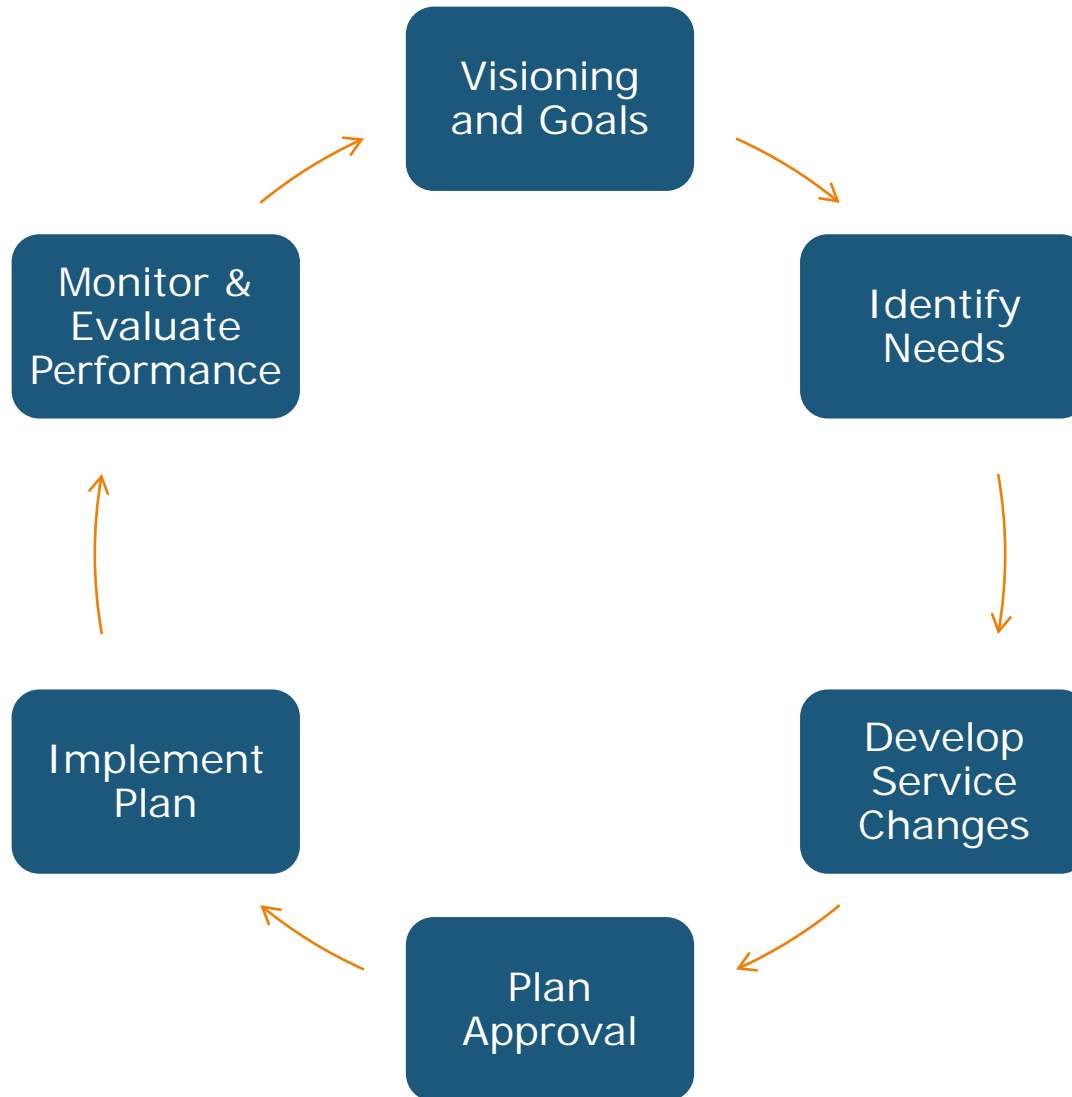


# Visioning and Goals



Where is the Balance?

# The Planning Process



# Summary

**Questions?**