



MONTHLY OPERATIONS REPORT

September 2014

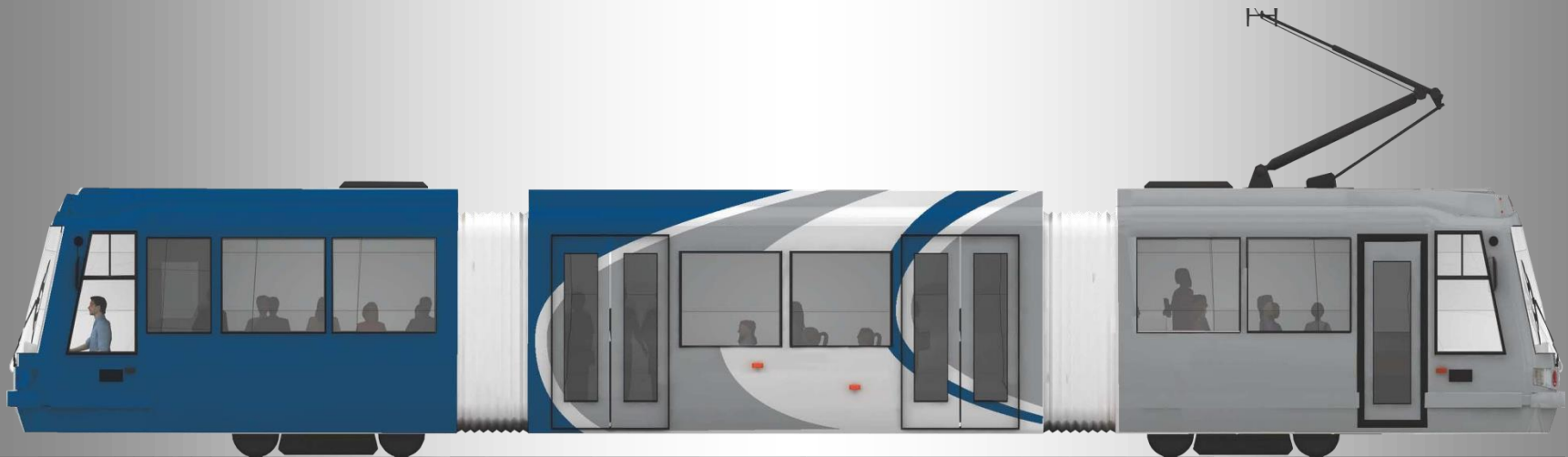


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Strategic Goals Progress Update

Provide Excellent Customer Service

Sun Link staff will monitor and respond to customer service complaints during the 1st quarter of revenue service (July, August, and September) and determine a strategy to improve customer service needs. The current goal for Sun Link operations is to maintain a level of not more than 10 chargeable complaints per calendar month.

Ensure Efficient and Effective Operations

Sun Link Streetcar will 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 is currently utilizing the Genfare information to report on passenger counts per hour - per direction.

In order to attain operational efficiency, Sun Link will develop 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 result from operational efficiency will enable Sun Link to minimize the cost of the operations. Sun Link is currently reviewing the weekday schedule for efficiencies in headway. Sun Link has made data available to COT to review ridership needs.

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 is 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 has met core levels of competency and are evaluated once a month.

Additional training is provided to Sun Link maintenance. Through specific safety and security operating plans, Sun Link works very hard to ensure a safe environment at the OMF as well as at public facilities such as station stops. This work includes recognition of potential hazards to include 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 records on crashes, casualties, and crimes reported by all transit operators to the FTA. Sun link files these reports monthly.

Sun Link Operations department completed monthly evaluations all of its operators for the month of September with no major findings and reports monthly on NTD progress.

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 3 scenarios that will

be implemented at various times.

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

Ridership

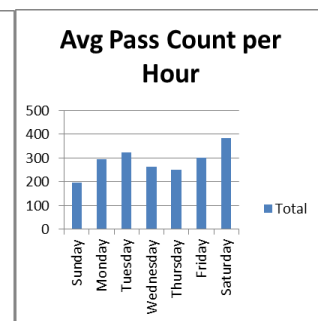
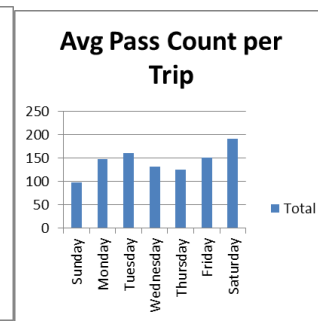
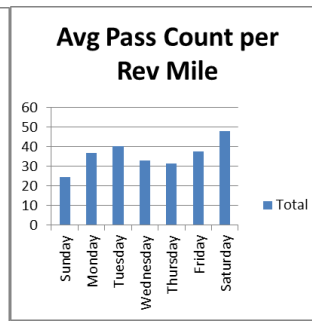
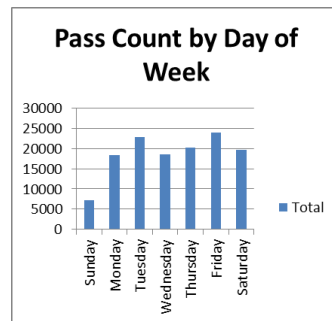
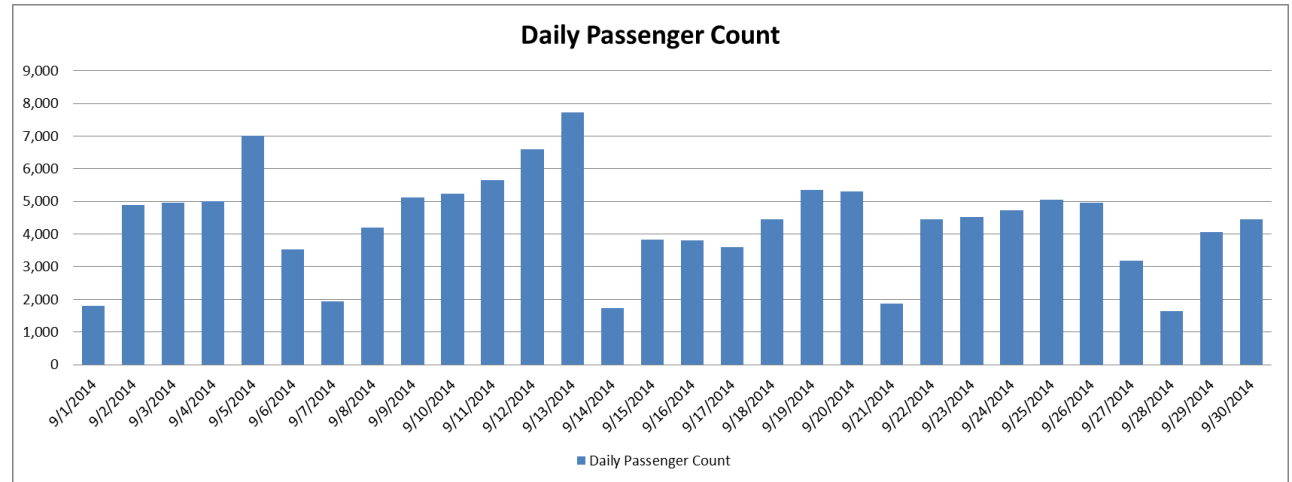
Un-Linked Trips

<u>September</u>				
	<u>Actual</u>	<u>Budget</u>	<u>Variance Amount</u>	<u>Variance %</u>
<u>Total Passengers</u>	130,615	88,000	+42,615	+48%
	<u>Calendar Days</u>	<u>Avg. Route Ridership</u>		
<u>Weekdays</u>	21	4,854		
<u>Weekends</u>	8	3,361		
<u>Holidays</u>	2	1,796		
<u>Total</u>	30	4,354		

<u>Year to Date</u>				
	<u>Actual</u>	<u>Budget</u>	<u>Variance Amount</u>	<u>Variance %</u>
<u>Total Passengers</u>	265,426	191,700	+73,726	+38%
	<u>Calendar Days</u>	<u>Avg. Route Ridership</u>		
<u>Weekdays</u>	46	4,854		
<u>Weekends</u>	18	3,361		
<u>Holidays</u>	1	1,796		
<u>Total</u>	65	4,083		

Daily Passenger Count

Date	Daily Pass. Count
9/1/2014	1,796
9/2/2014	4,893
9/3/2014	4,953
9/4/2014	5,004
9/5/2014	7,015
9/6/2014	3,535
9/7/2014	1,928
9/8/2014	4,189
9/9/2014	5,119
9/10/2014	5,239
9/11/2014	5,643
9/12/2014	6,599
9/13/2014	7,721
9/14/2014	1,722
9/15/2014	3,834
9/16/2014	3,804
9/17/2014	3,604
9/18/2014	4,445
9/19/2014	5,350
9/20/2014	5,303
9/21/2014	1,866
9/22/2014	4,455
9/23/2014	4,512
9/24/2014	4,735
9/25/2014	5,040
9/26/2014	4,970
9/27/2014	3,180
9/28/2014	1,635
9/29/2014	4,065
9/30/2014	4,461
Sept. Total	130,615



Revenue

	<u>Cash</u>	<u>Credit Cards</u>	<u>Total</u>	<u>Process Fee</u>	<u>Net</u>
July	\$0.00	\$6,167.00	\$6,167.00	\$770.88	\$5,396.13
August	\$20,682.75	\$72,108.00	\$92,790.75	\$11,598.84	\$81,191.91
September	\$13,004.00	\$49,521.80	\$62,525.80	\$7,815.73	\$54,710.08
October			\$0.00	\$0.00	\$0.00
November			\$0.00	\$0.00	\$0.00
December			\$0.00	\$0.00	\$0.00
January			\$0.00	\$0.00	\$0.00
February			\$0.00	\$0.00	\$0.00
March			\$0.00	\$0.00	\$0.00
April			\$0.00	\$0.00	\$0.00
May			\$0.00	\$0.00	\$0.00
June			\$0.00	\$0.00	\$0.00
Totals	\$33,686.75	\$127,796.80	\$161,483.55	\$20,185.44	\$141,298.11

Expenses

Capital and Operating Expenses	<u>Budget FY 2015</u> 07/01/2014 - 06/30/2015	September Expenses	Remaining Funds	Burn Rate
CONTRACTS	\$ 1,099,450	\$ 66,402	\$ 877,592	20%
ADMINISTRATION WAGES	\$ 217,970	\$ 15,425	\$ 155,681	29%
MAINTENANCE WAGES	\$ 274,250	\$ 22,708	\$ 173,796	37%
OPERATIONS WAGES	\$ 894,920	\$ 67,656	\$ 622,731	30%
BENEFITS	\$ 286,430	\$ 8,804	\$ 228,711	20%
TAXES	\$ 123,920	\$ 4,381	\$ 93,682	24%
STAFFING COSTS	\$ 37,000	\$ 3,201	\$ 31,766	14%
INSURANCE	\$ 250,000	\$ 0	\$ 249,942	0%
SUPPLIES	\$ 41,000	\$ 1,287	\$ 38,045	7%
INFORMATION TECHNOLOGY	\$ 175,475	\$ 7,225	\$ 166,745	5%
MAINTENANCE SUPPLIES	\$ 230,000	\$ 6,412	\$ 214,035	7%
NRV MAINTENANCE	\$ 30,000	\$ 3,426	\$ 25,933	14%
FUEL	\$ 18,000	\$ 1,059	\$ 14,842	18%
UTILITIES	\$ 295,500	\$ 31,991	\$ 230,563	22%
PUBLIC EDUCATION/MARKETING	\$ 75,000	\$ 0	\$ 73,056	3%
MISCELLANEOUS	\$ 152,645	\$ 15,598	\$ 128,296	16%
Total	\$ 4,201,560	\$ 313,769	\$ 3,325,416	21%

System Summary

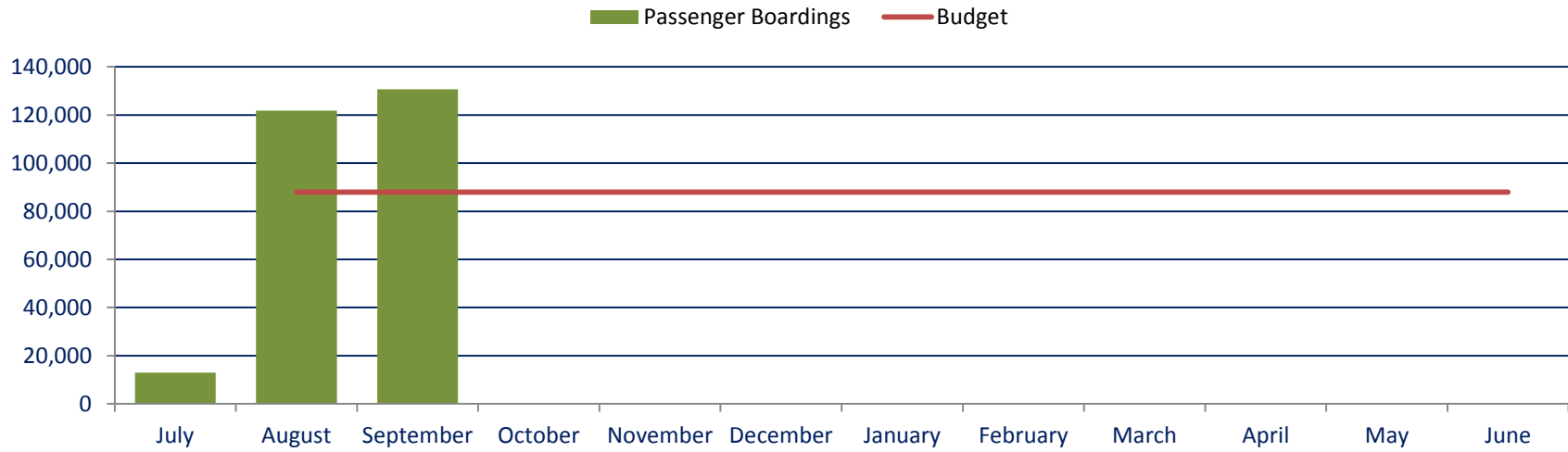
	August			
	Actual	Budget	Variance Amount	Variance %
<u>Ridership</u>				
Total Passengers	130,615	88,000	+42,615	+48%
<u>Expenses</u>				
Total Expenses	\$255,575	\$350,130	- \$94,555	-27%
<u>Miles</u>				
Revenue Miles	15,492	19,000	- 4,355	-22%
Deadhead Miles	240	243	0	0%
Total Miles	15,732	19,243	-4,355	-21%
<u>Hours</u>				
Revenue Hours	1,978	2,140	-162	-8%

	Year to Date			
	Actual	Budget	Variance Amount	Variance %
<u>Ridership</u>				
Total Passengers	265,426	191,700	+73,726	+38%
<u>Expenses</u>				
Total Expenses	\$ 876,144	\$1,050,390	-\$179,246	-17%
<u>Miles</u>				
Revenue Miles	33,640	41,556	-7,916	-19%
Deadhead Miles	520	520	0	0%
Total Miles	34,160	42,076	-7,916	-19%
<u>Hours</u>				
Revenue Hours	4,235	4,506	-271	-6%

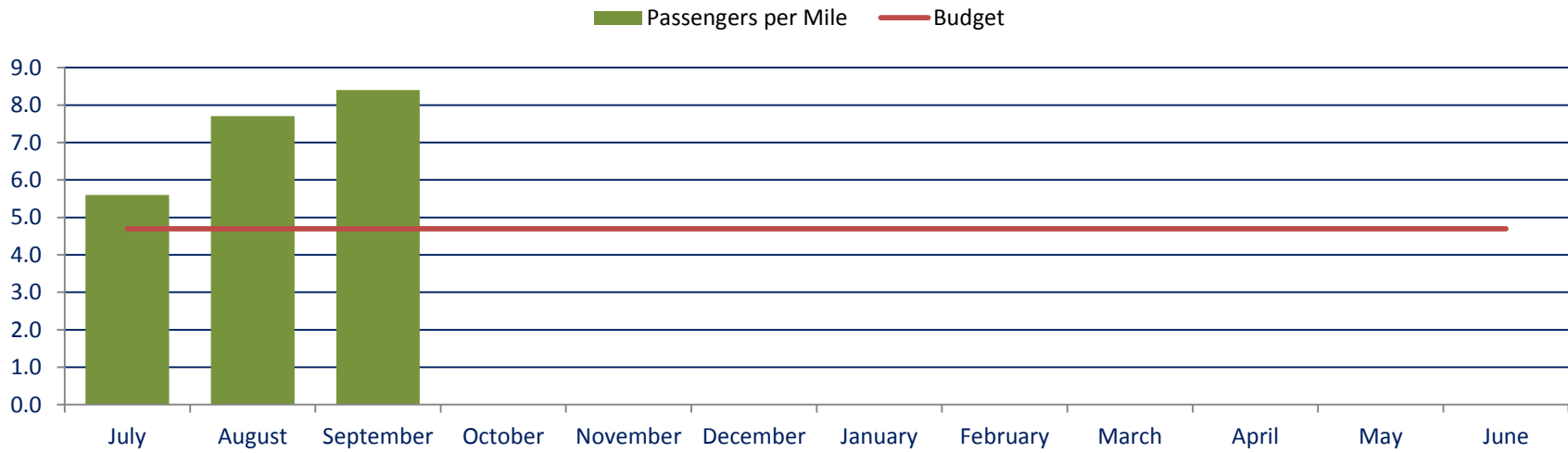
Performance Indicators

	<u>System Indicator</u>	<u>Current Month</u>	<u>Budget</u>	<u>Average YTD</u>
1.	Ridership	130,615	88,000	126,228
2.	Passengers per Revenue Mile	8.4	4.7	7.2
3.	Passengers per Revenue Hour	67.4	42.6	56.5
4.	Cost per Passenger	\$1.96	\$3.99	\$9.40
5.	Cost per Revenue Mile	\$16.50	\$18.22	\$56.13
6.	Cost per Revenue Hour	\$131.94	\$163.31	\$416.44
7.	Miles between Road Calls	N/A (no road calls yet)	35,000	N/A
8.	Miles between Streetcar Inspection	1022	1000	972
9.	Total Vehicle Accidents per 100,000 Miles	0	0	2
10.	Total Complaints per 100,000 Passengers	46	50	52.6

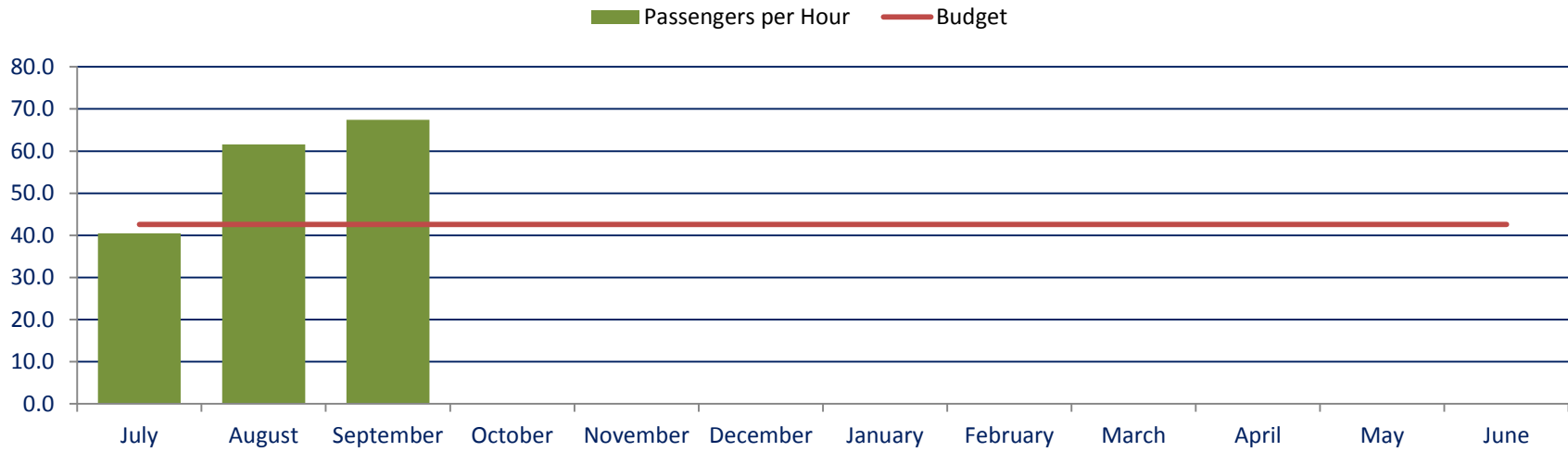
Ridership



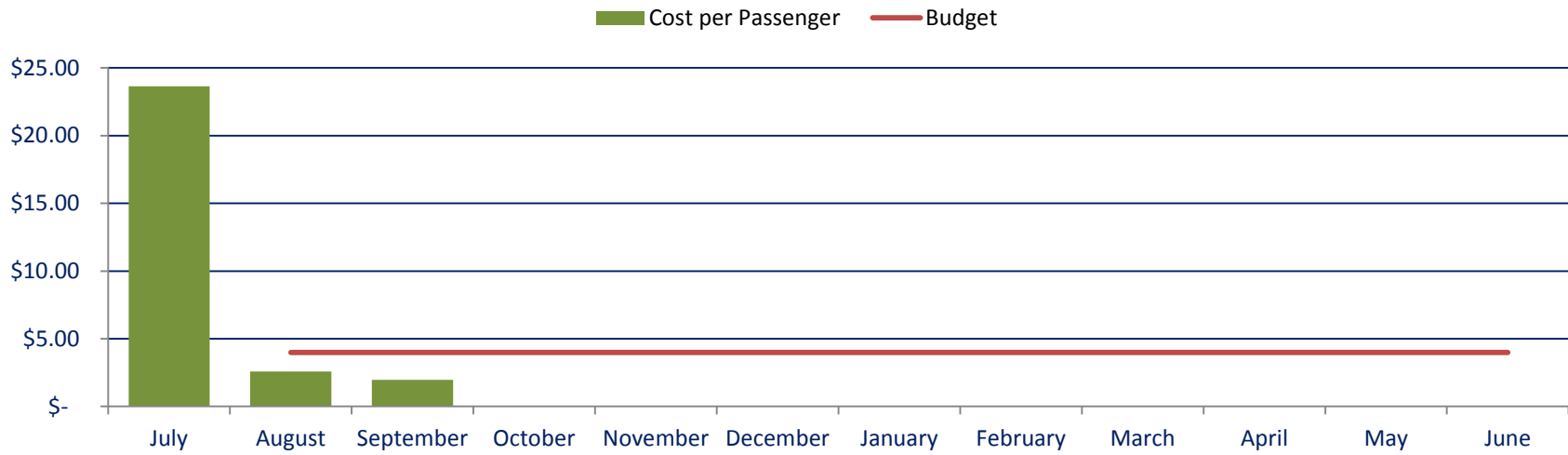
Passengers per Revenue Mile



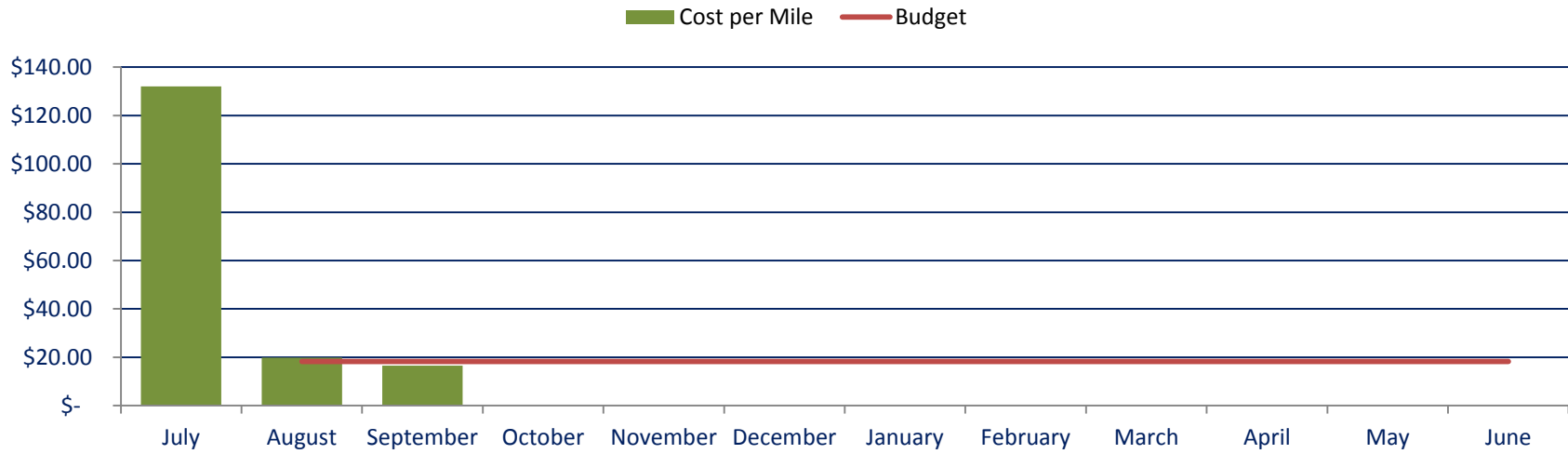
Passengers per Revenue Hour



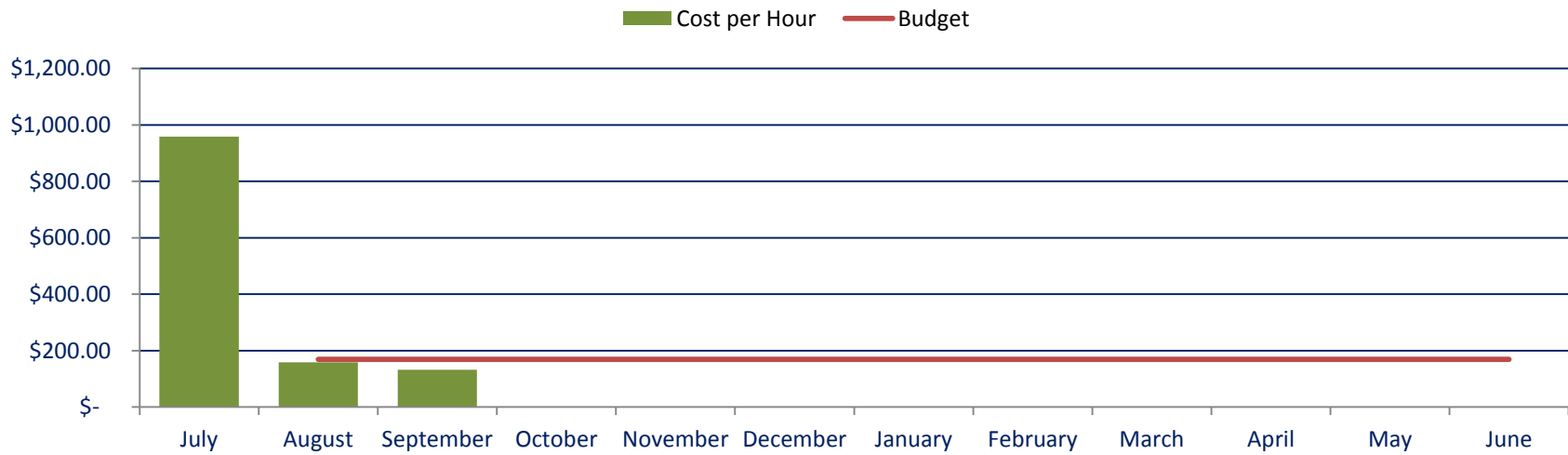
Cost per Passenger



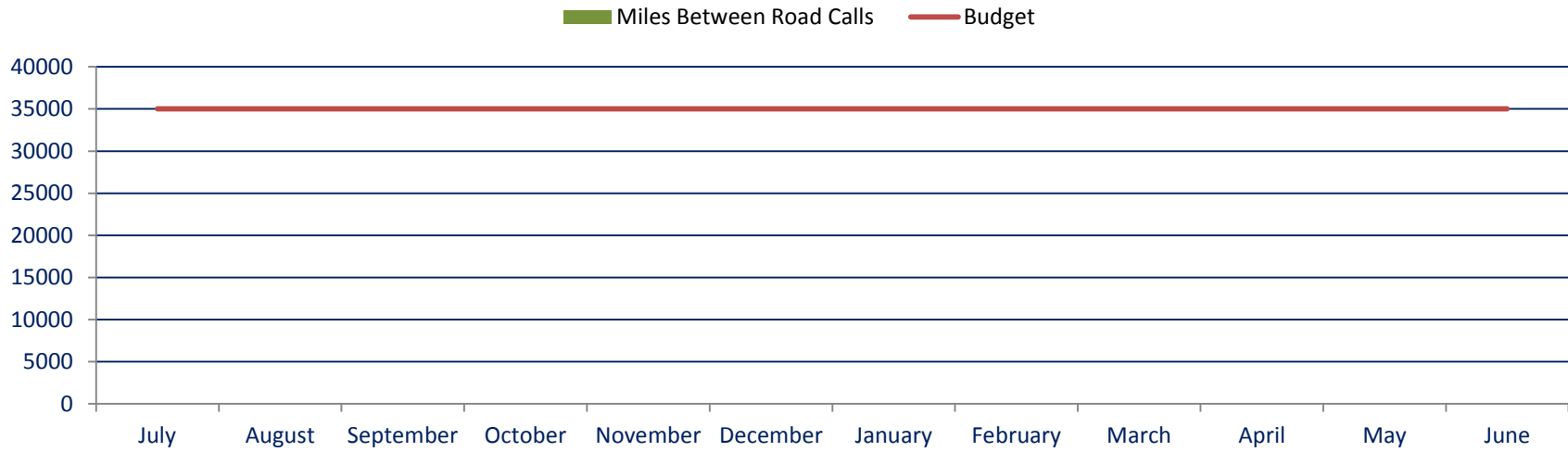
Cost per Revenue Mile



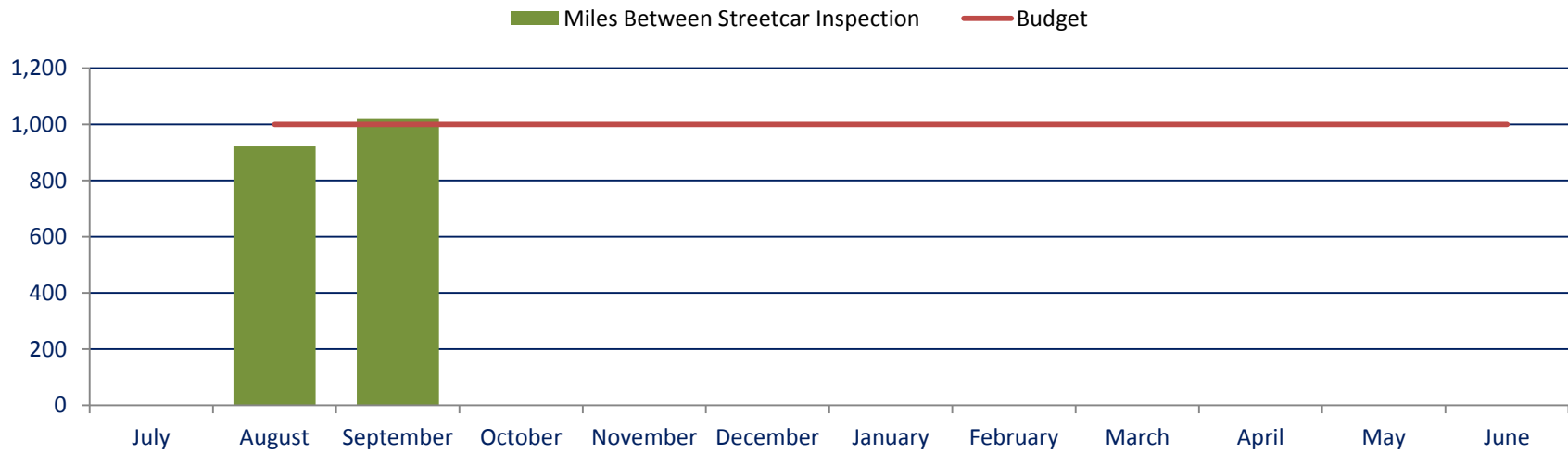
Cost per Revenue Hour



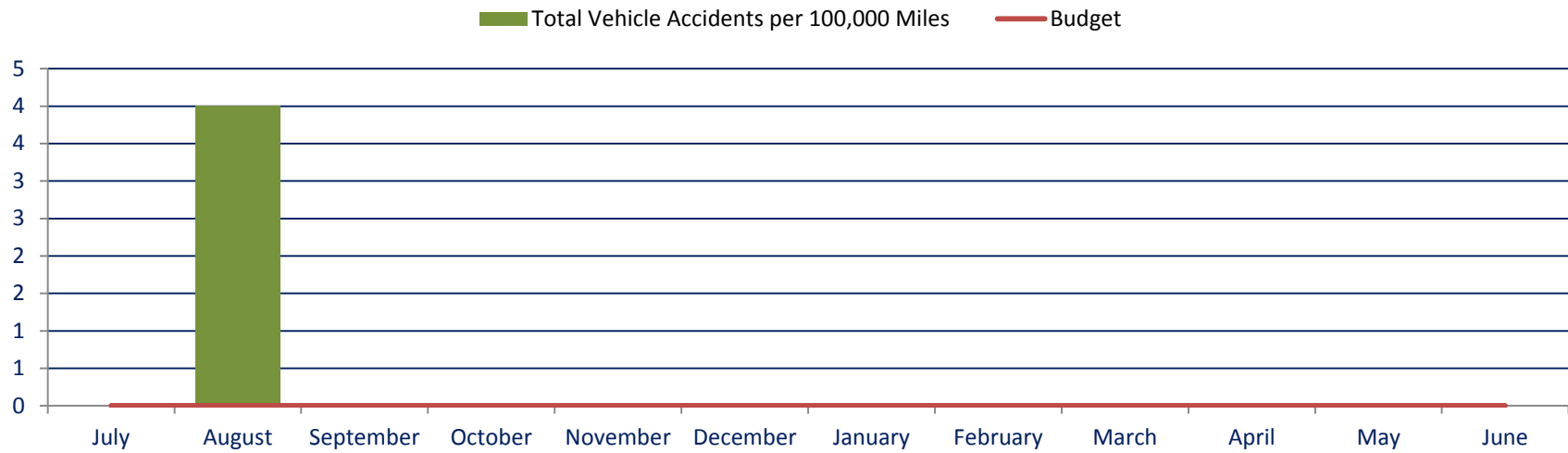
Miles Between Road Calls



Miles Between Streetcar Inspection



Total Vehicle Accidents per 100,000 Miles



Total Complaints per 100,000 Passengers



Customer Service

Service Reports	September
Total Service Reports	60
Inquiries	2
Complements	0
Complaints	58
Chargeable	0
Non-Chargeable	58
Pending	1 (from Aug)
Incomplete	5

Glossary of Terms

Ridership (Unlinked Trips) –the total number of passenger boarding on our streetcar service. 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, Saturday, and Sunday).

Weekday Streetcar Ridership – the ridership estimate established for Sun Link Streetcar is approximately 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 – equals 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 call is defined as a mechanical failure of a streetcar in revenue service that necessitates removing the streetcar from service until repairs are made.