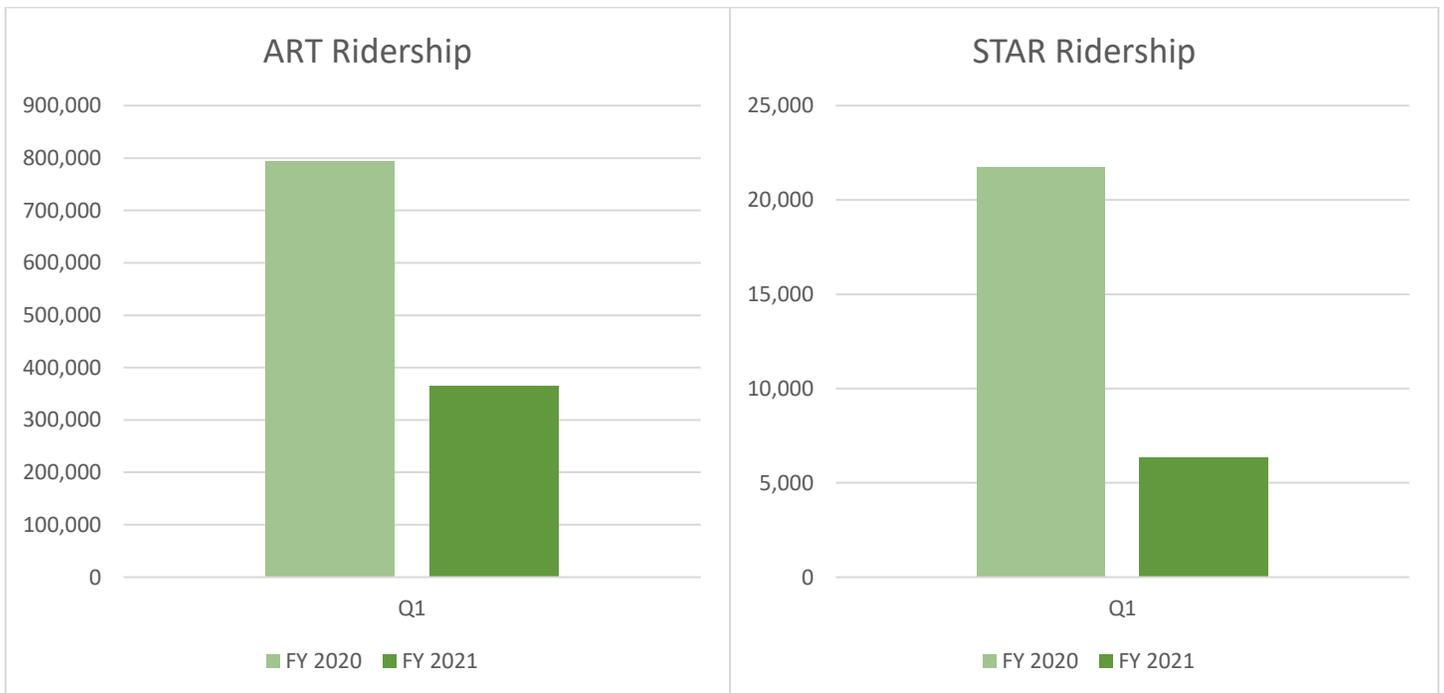


Service Delivery
 Quarterly Performance Report
 Q1 2021 (July, August, and September)



System Wide Ridership						
Ridership by Service	Q1 FY 20	Q1 FY 21	% Change	YTD 2020	YTD 2021	% Change
ART	793,597	365,718	-53.9	793,597	365,718	-53.9
STAR	21,756	6,368	-70.7	21,756	6,368	-70.7
Total Ridership	815,353	372,447	-54.3	815,353	372,086	-54.3

Total System ridership in the first quarter of fiscal year 2021 decreased by nearly 443,000 passengers or 54.3% compared to the first quarter of fiscal year 2020. ART experienced a nearly 54% decrease in ridership in the second quarter of this fiscal year, and STAR experienced a nearly 71% decrease in ridership in the second quarter. These changes can be attributed to drastically lower travel demand and reduced service levels associated with the COVID-19 pandemic.



ART PERFORMANCE STATISTICS

	Q1 2020	Q2 2021	% Change	YTD 2020	YTD 2021	% Change
Revenue Hours Operated	46,439	38,234	-17.7	46,439	38,234	-17.7
Revenue Miles Operated	471,995	378,387	-19.8	471,995	378,387	-19.8
Passengers per hour	17.1	9.6	-44.0	17.1	9.6	-44.0
Trips Provided	46,326	35,303	-23.8	46,326	35,303	-23.8
Passengers per Trip	17.1	10.4	-39.5	17.1	10.4	-39.5
Cost per Hour	\$71.72	\$115.36	61%	\$71.72	\$115.36	61%
Cost per Passenger	\$4.20	\$12.06	187%	\$4.20	\$12.06	187%
Revenue Per Passenger	\$1.20	\$0.00	-100%	\$1.20	\$0.00	-100%
Subsidy per Passenger	\$2.90	\$12.06	315%	\$2.90	\$12.06	315%
Cost Recovery Ratio %	33%	0%	-100%	33%	0%	-100%
Customer Complaints per 50K passengers	16	10	-35.3	16	10	-35.3
On-Time Performance	74%	86%	16	74%	86%	16

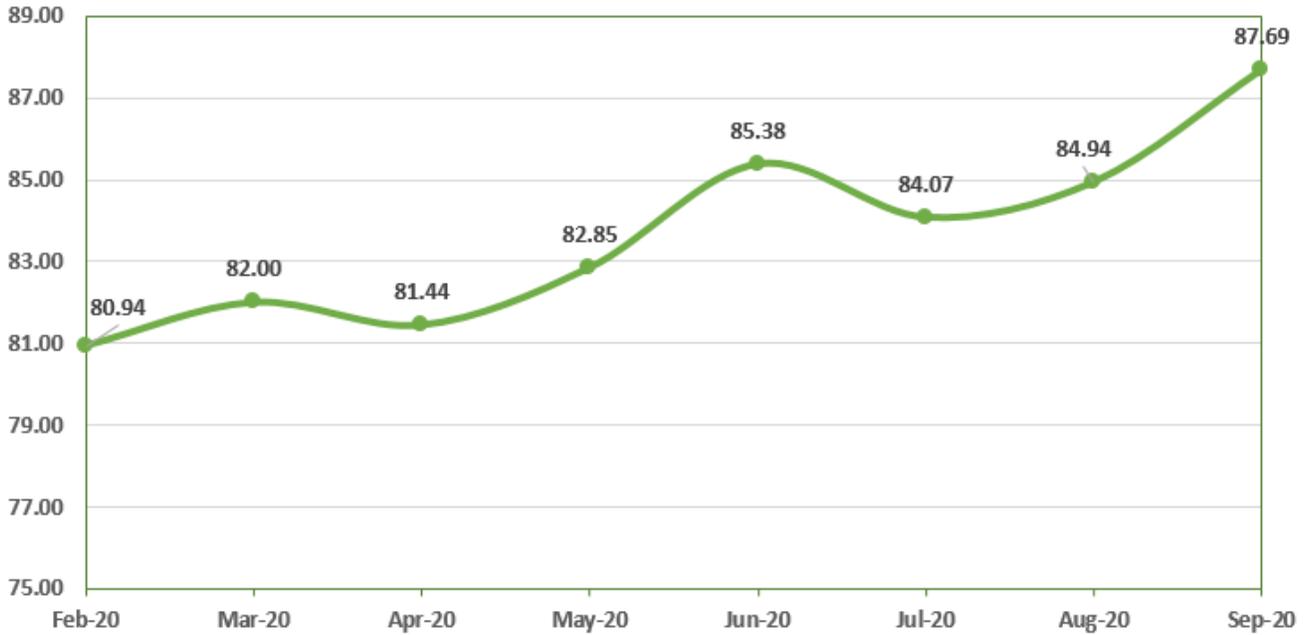
Changes to collection of fares in March 2020 has resulted in the decrease of revenue per passenger and cost recovery ratio. On-time performance increased due to improved operational practices by the County's new vendor and decreased traffic congestion due to the COVID-19 pandemic.

ART Ridership by Route

	Q1 2020	Q1 2021	% Change	YTD 2020	YTD 2021	% Change
41 Columbia Pike/Ballston/Courthouse	207,047	140,040	-32.4	207,047	140,040	-32.4
42 Ballston/Pentagon	77,205	27,064	-64.9	77,205	27,064	-64.9
43 Crystal City/Rosslyn/Courthouse	49,337	8,459	-82.9	49,337	8,459	-82.9
45 Columbia Pike/Rosslyn	98,162	55,166	-43.8	98,162	55,166	-43.8
51 Virginia Hospital Center/Ballston	22,773	17,986	-21.0	22,773	17,986	-21.0
52 Virginia Hospital Center/Ballston/East Falls Church	18,911	2,489	-86.8	18,911	2,489	-86.8
53 Glebe Road-Westover/Ballston/East Falls Church	10,099	0	-100	10,099	0	-100
55 Lee Highway/E. Falls Church/Rosslyn	119,179	46,806	-60.7	119,179	46,806	-60.7
61 Courthouse/Rosslyn	8,060	0	-100	8,060	0	-100
62 Lorcom Lane/Courthouse/Ballston	5,469	0	-100	5,469	0	-100
72 Rock Spring/Ballston/Shirlington	36,618	13,189	-64.0	36,618	13,189	-64.0
74 Arlington Village/Arlington View	4,663	0	-100	4,663	0	-100
75 Shirlington/Ballston/Virginia Square	31,299	12,652	-59.6	31,299	12,652	-59.6
77 Shirlington/Lyon Park/Courthouse	44,823	25,532	-43.0	44,823	25,532	-43.0
84 Douglas Park/Pentagon City	15,573	621	-96.0	15,573	621	-96.0
87 Shirlington/Pentagon	44,379	15,714	-64.6	44,379	15,714	-64.6
Total Ridership	793,597	365,718	-53.9	793,597	365,718	-53.9

The COVID-19 pandemic caused all the decreases indicated above. Routes 53, 61, 62, and 74 did not operate at all during the first quarter of FY 2021. Routes 52 and 84 did not operate and route 72 operated with limited service from July 1 to August 20.

ART On-Time Performance (February - September 2020)



Arlington Transit has been operating with a service efficiency of nearly 100%. With 27 missed trips for the first Quarter of fiscal year 2021 compared to 274 missed trips during the first Quarter of fiscal year 2020. This decrease in missed trips is due to the introduction of new buses that were added and the effort of the new service provider, First Transit.

STAR RIDERSHIP						
Ridership by Provider	Q1 FY 20	Q1 FY 21	% Change	YTD 2020	YTD 2021	% Change
Diamond	10,266	3,613	-64.8	10,266	3,613	-64.8
Red Top	11,490	2,267	-80.3	11,490	2,267	-80.3
Total Ridership	21,756	5,880	-73.0	21,756	5,880	-73.0

The decreases noted above can be attributed to drastically lower travel demand and reduced service levels associated with the COVID-19 pandemic.

STAR PERFORMANCE STATISTICS						
	Q1 2020	Q1 2021	% Change	YTD 2020	YTD 2021	% Change
Revenue Hours Operated	11,492	4,699	-59.1	11,492	4,699	-59.1
Revenue Miles Operated	118,122	47,463	-59.8	118,122	47,463	-59.8
Passengers per hour	2.0	1.9	-5.0	2.0	1.9	-5.0
Trips Provided	17,852	5,880	-67.1	17,852	5,880	-67.1
Passengers per Trip	1.1	1.2	12.6	1.1	1.2	12.6
Cost per Hour	\$58.96	\$83.99	42.5	\$58.96	\$83.99	42.5
Cost per Passenger	\$31.14	\$61.98	99.0	\$31.14	\$61.98	99.0
Revenue Per Passenger	\$4.20	\$6.64	58.0	\$4.20	\$6.64	58.0
Subsidy per Passenger	\$26.94	\$55.34	105.4	\$26.94	\$55.34	105.4
Cost Recovery Ratio %	15.6	12.0	-23.1	15.6	12.0	-23.1
Customer Complaints per 1K passengers	2.8	1.8	-33.9	2.8	1.8	-33.9

STAR services experienced decreases in service hours and miles operated as Diamond and Red Top Cab provided fewer trips in fiscal year 2020. Subsidy per passenger has increased as due to the decreased number of trips provided and revenue collected.

❖ Public Outreach & Marketing

FY21 First Quarter

July 2020 – September 2020

- **Outreach:** *Due to Covid-19 the number of events the outreach teams were able to attend were greatly reduced and limited to either outdoor or virtual events.*
 - **The Car-Free Diet Outreach Team** attends community events around Arlington and promotes taking transit, biking and walking. ART and Metrobus brochures are taken to each event, as well as

any fliers and promotional materials Arlington Transit asks them to take (such as iRide materials, etc.). **The Outreach Team attended 4 events July 2020 – September 2020**

- **The Dieta Cero Auto Outreach Team** attends events geared towards the Hispanic community and meets with minority groups in Arlington to talk about using transit. Presentations are often in both English and Spanish. Information about ART, Metrobus, STAR, Senior transportation programs and iRide are provided at all events and presentations. **The Dieta Cero Auto outreach team attended 3 events that focused on either ART or STAR in July 2020 – September 2020.**

- **Marketing**

- Produced safety video highlighting safety precautions ART is taking to keep riders and bus operators safe. Video promoted on ART's and County websites, posted on social media and sent out via community listservs, e-newsletters, played on ArlTV, etc.
- Provided outreach to riders about Columbia Pike construction impacting ART 41, 45 and 75 bus stops and service starting on August 3. Produced signage to post at impacted bus stops and coordinated installation. Outreach to riders, civic associations, BIDs, businesses and residential properties along the routes. Promoted through various County channels (website, listservs, etc.), social media, outreach events, alerts, etc.
- Promoted majority of ART routes returning to regular service on August 23. Outreach to riders, civic associations, BIDs, businesses and residential properties. Produced and coordinated installation of signage on buses and at key bus stops. Promoted through various County channels (press release, listservs, etc.), social media, outreach events, signage, alerts, etc.
- Promoted schedule changes to ART 55 and 87 routes that went into effect on August 24. Updated marketing materials and bus stop signage. Outreach to riders, civic associations, BIDs, businesses and residential properties. Promoted through various County channels (press release, listservs, etc.), social media, outreach events, signage, alerts, etc.
- Provided information and feedback for the Arlington Transit Title VI report.
- Updated the ART schedule brochures and timetables to a new design.
- Coordinated Arlington Transit participation in the Stuff-the-Bus food drive with the Arlington Food Assistance Center in September. Promoted the event via ART and County channels. Over 3,400 lbs. of food was collected.
- Coordinated with the Vision Zero team to have bus cards produced and installed on the ART buses.
- Continue to update Covid-19 service information on the Arlington Transit website and social media sites. Continue to promote safety measures Arlington Transit is taking to keep the buses safe for bus operators and passengers.
- Continue to maintain ART's webpage and social media with up-to-date information. Respond to customer comments/questions that are received on social media. Let riders know about upcoming holiday service, detours and bus stop relocations.

**ART Social Media Engagement
FY21 - Q1: July 1, 2020 - September 30, 2020**

	Total Engaged Users	Total Reach	Engagement Rate
Facebook	1,264	32,045	3.94%
Instagram	115	872	13.19%
Twitter	851	66,400	1.28%

***Total Engaged Users: # of people who engaged with posts by commenting, reacting, sharing or clicking on them.
Total Reach: The total number of people who had posts come up in their feed.***