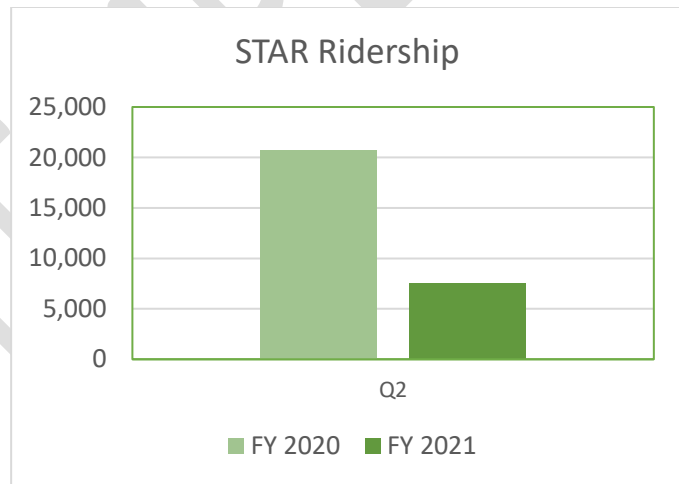
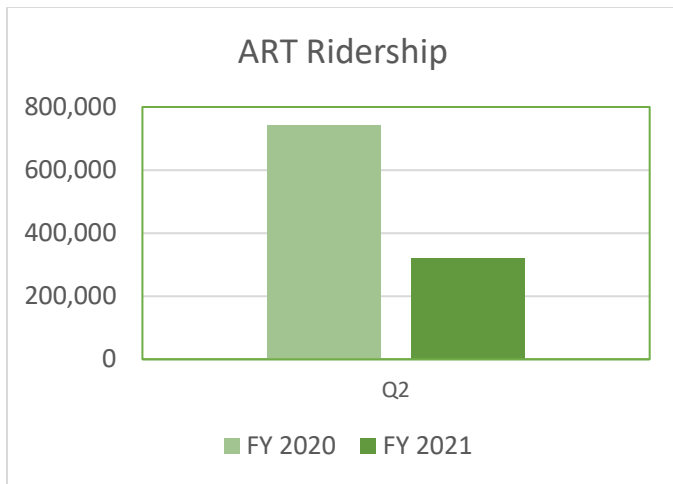


Service Delivery  
 Quarterly Performance Report  
 Q2 2021 (October, November, and  
 December)



System Wide Ridership						
Ridership by Service	Q2 FY 20	Q2 FY 21	% Change	YTD 2020	YTD 2021	% Change
ART	743,574	320,991	-56.8	1,537,171	686,709	-55.3
STAR	20,740	7,553	-63.6	42,496	13,921	-67.2
<b>Total Ridership</b>	<b>764,314</b>	<b>328,544</b>	<b>-57.0</b>	<b>1,579,667</b>	<b>700,630</b>	<b>-55.6</b>

ART experienced a decrease of 56.8% of Q2 FY 2021 vs Q2 FY 2020. And a decrease of 55.3 % year to date resulting from reduced travel during COVID-19. STAR also experienced a decrease of 63.6% of Q2 FY2021 vs Q2 FY2020. And a decrease of 67.2% year to date resulting from reduced travel during COVID-19.

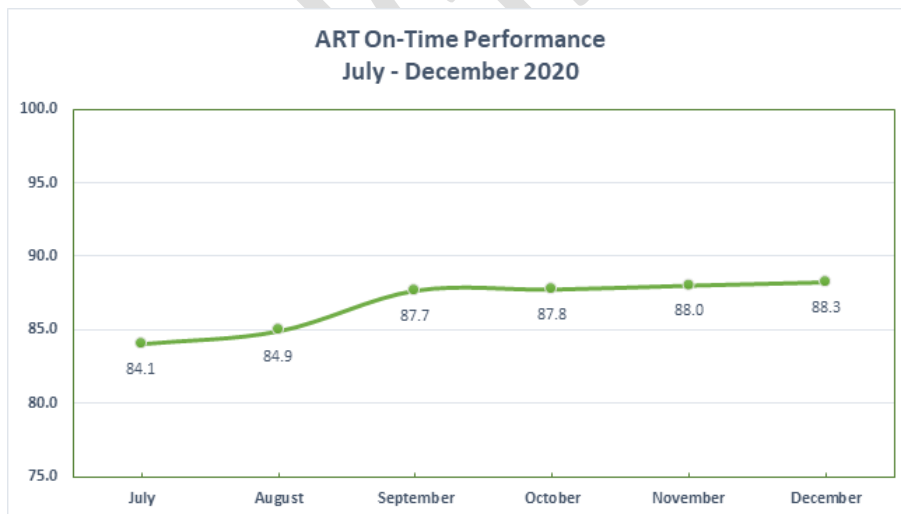


ART PERFORMANCE STATISTICS						
	Q2 FY 20	Q2 FY 21	% Change	YTD 2020	YTD 2021	% Change
Revenue Hours Operated	45,474	41,345	-9.1	91,913	79,580	-13.4
Revenue Miles Operated	461,415	414,145	-10.2	933,411	792,532	-15.1
Passengers per hour	16.4	7.8	-52.5	16.7	8.6	-48.5
Trips Provided	45,283	40,089	-11.5	91,609	75,392	-17.7
Passengers per Trip	16.4	8.0	-51.2	16.8	9.1	-45.8
Cost per Hour	\$78.26	\$109.71	40.2	\$74.96	\$112.42	50.0
Cost per Passenger	\$4.79	\$14.13	195.3	\$4.48	\$13.03	190.7
Revenue per Passenger	\$1.31	0	-100.0	\$1.26	0	-100.0
Subsidy per Passenger	\$3.72	\$14.13	280.0	\$3.16	\$13.03	312.5%
Cost Recovery Ratio %	27.4	0	-100.0	28.0	0	-100.0
Customer Complaints per 1K passengers	15	7	-55.1	31	17	-45.2

Financial measures show major differences as ART has been operating fare-free due to rear door entry for safety of passengers and operators while boarding buses. Decrease in revenue hours, revenue miles and trips operated occurred based on current service levels due to continuing telework conditions associated with the COVID-19 pandemic.

ART Ridership by Route						
	Q2 FY 20	Q2 FY 21	% Change	YTD 2020	YTD 2021	% Change
41 Columbia Pike/Ballston/Courthouse	190,165	116,021	-39.0	397,212	256,061	-35.5
42 Ballston/Pentagon	71,124	30,346	-57.3	148,329	57,410	-61.3
43 Crystal City/Rosslyn/Courthouse	41,208	6,995	-83.0	90,545	15,454	-82.9
45 Columbia Pike/Rosslyn	90,791	45,141	-50.3	188,953	100,307	-46.9
51 Virginia Hospital Center/Ballston	22,988	18,028	-21.6	45,761	36,014	-21.3
52 Virginia Hospital Center/Ballston/East Falls Church	19,253	7,770	-59.6	38,164	10,259	-73.1
53 Glebe Road-Westover/Ballston/East Falls Church	8,661	0	-100.0	18,760	0	-100.0
55 Lee Highway/E. Falls Church/Rosslyn	111,033	43,642	-60.7	230,212	90,448	-60.7
61 Courthouse/Rosslyn	7,302	0	-100.0	15,362	0	-100.0
62 Lorcom Lane/Courthouse/Ballston	4,955	0	-100.0	10,424	0	-100.0
72 Rock Spring/Ballston/Shirlington	34,496	8,673	-74.9	71,114	21,862	-69.3
74 Arlington Village/Arlington View	4,345	0	-100.0	9,008	0	-100.0
75 Shirlington/Ballston/Virginia Square	32,629	8,446	-74.1	63,928	21,098	-67.0
77 Shirlington/Lyon Park/Courthouse	46,078	21,085	-54.2	90,901	46,617	-48.7
84 Douglas Park/Pentagon City	13,665	1,631	-88.1	29,238	2,252	-92.3
87 Shirlington/Pentagon	44,881	13,213	-70.6	89,260	28,927	-67.6
<b>Total Ridership</b>	<b>743,574</b>	<b>320,991</b>	<b>-56.8</b>	<b>1,537,171</b>	<b>686,709</b>	<b>-55.3</b>

Service on routes 53, 61, 62, and 74 remain suspended as ART service remain in level of its recovery plan. Staff will continue to monitor regional return to work plans to determine if bus service will resume in spring 2021.



STAR RIDERSHIP						
Ridership by Provider	Q2 FY 20	Q2 FY 21	% Change	YTD 2020	YTD 2021	% Change
Diamond	10,071	4,621	-54.1	20,337	8,631	-57.6
Red Top	10,669	2,932	-72.5	22,159	5,290	-76.1
<b>Total Ridership</b>	<b>20,740</b>	<b>7,553</b>	<b>-63.6</b>	<b>42,496</b>	<b>13,921</b>	<b>-67.2</b>

Ridership on STAR continues at lower levels due to a reduce number of booked trips from continued telework patterns and closed community facilities associated with the COVID-19 pandemic.

STAR PERFORMANCE STATISTICS						
	Q2 FY 20	Q2 FY 21	% Change	YTD 2020	YTD 2021	% Change
Revenue Hours Operated	11,445	4,716	-58.8	22,937	9,415	-59.0
Revenue Miles Operated	118,542	41,973	-64.6	236,664	89,436	-62.2
Passengers per hour	1.8	1.6	-11.1	1.9	1.5	-21.1
Trips Provided	17,208	6,083	-64.7	35,053	11,963	-65.9
Passengers per Trip	1.2	1.2	0	1.2	1.2	0
Cost per Hour	\$58.40	\$80.26	37.5	\$58.67	\$82.12	40.0
Cost per Passenger	\$32.21	\$50.11	55.6	\$31.66	\$55.54	75.4
Revenue Per Passenger	\$4.22	\$5.86	38.9	\$4.21	\$6.22	47.7
Subsidy per Passenger	\$27.99	\$44.25	58.1	\$27.45	\$49.32	79.7
Cost Recovery Ratio %	15.1	13.2	-12.2	15.3	12.6	-17.6
Customer Complaints per 1K passengers	2.2	0.9	-59.1	2.3	1.3	-43.8*

## ❖ Public Outreach & Marketing

### FY21 Second Quarter

October 2020 – December 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 m
  - **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 October 2020 – December 2020.** aterials, etc..). **The Outreach Team attended 17 events October 2020 – December 2020.**

▪ **Marketing**

- Produced update to the ART Safety video to include information about front door boarding and fare collection resuming. Reiterated safety precautions being taken 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 ART 45 and 55 detours and bus stop closures in Rosslyn on December 13.
- Promoted front door boarding and fare collection resuming on buses starting January 3.
- 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.

<b>ART Social Media Engagement</b>			
<b>FY21 - Q2: October 1, 2020 - December 31, 2020</b>			
	<b>Total Engaged Users</b>	<b>Total Reach</b>	<b>Engagement Rate</b>
<b>Facebook</b>	487	3,196	15.24%
<b>Instagram</b>	184	1,245	14.78%
<b>Twitter</b>	5,041	125,900	4.00%
<i>Total Engaged Users: Number of people who engaged with posts by commenting, reacting, sharing or clicking on them.</i>			
<i>Total Reach: The total number of people who had posts come up in their feed.</i>			