



Monthly Report

February 2022

Our Mission:

To be the first choice in transportation services for the Albuquerque
Metropolitan area.

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* Financial Data and Feedback will be provided on a quarterly basis

Executive Summary

Throughout this report, each section of zero fares data is provided in order from 2019 to present to demonstrate pre-pandemic trends as COVID-19 made a significant impact on the department. As the spread of the virus eases and people return to normal, it is important to note that ABQ Ride is anticipating an increase in certain areas including ridership and calls to customer service, however, with February having less days in the month and service reduction due to inclement weather, ridership levels were expected to be lower. In addition, gas prices on average have rapidly increased over the past few months, contributing to changes in final data points.

Ridership:

January 2022 compared to February 2022

- Fixed Route saw a 4.9% decrease in ridership
- Ridership on ART routes decreased 11%
- Sun Van ridership decreased by 1.57%

February 2021 compared to February 2022

- Ridership increased 46%
- Ridership increased 31% for ART routes
- Sun Van ridership increased by 92%

Security:

January 2022 compared to February 2022

- 50% increase in calls responding to fights occurring on buses, at bus stops, or Transit centers
- 33% decrease in calls responding to intoxicated individuals
- 83% increase in calls responding to suspicious situations

Customer Service:

January 2022 compared to February 2022

- 5% increase in call volume for customer service

Sun Van Applications:

January 2022 compared to February 2022

- 35.14% increase in applications received

Maintenance Costs:

January 2022 compared to February 2022

- \$9,379.26 cost increase in maintenance repairs from vandalism

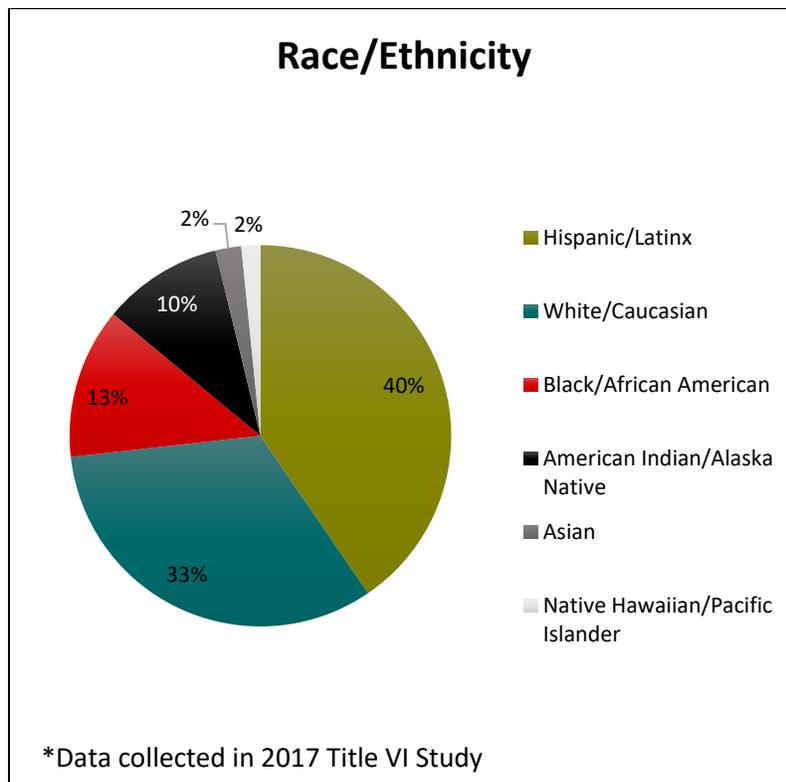
Introduction

In June 2021, City Councilors introduced legislation [O-21-67](#), proposing an amendment to the Transit System Ordinance to provide for a Zero Fares Pilot Program for City of Albuquerque transportation services. For the 2022 calendar year, the City of Albuquerque Transit Department (ABQ Ride) will complete a monthly report which will include ridership data for fixed routes, ART, and Sun Van services, a breakdown of security calls by type, calls to customer service, a total count of applications received for the Sun Van service, and maintenance costs related to vandalism. In addition, quarterly reports will provide a more in depth analysis of the aforementioned as well as financial data and a presentation of feedback from Transit Motor Coach Operators, Sun Van Chauffeurs and riders. The goal of these reports is to analyze data and provide a clear snapshot of how the Zero Fares Pilot Project affects Albuquerque’s largest mode of public transportation.



Background: ABQ Ride Before Zero Fares

Prior to the passing of O-21-67, ABQ Ride took steps to ensure availability of its services to its wide variety of users. A study conducted in 2017 analyzed the execution of the Title VI program within the Transit Department in terms of ridership demographics, travel patterns, and availability of various fare assistance programs. Ridership demographics were analyzed in several different categories including race/ethnicity, annual household income, and vehicle availability. The breakdown of race/ethnicity among riders is shown in the figure below. Of these categories, 84% of those surveyed reported an annual household income of less than \$35,000, and nearly 46% reported not owning a vehicle.



For several years, the City of Albuquerque had been in conversation with a number of community groups and the Transit Advisory Board regarding the need for affordable, reliable public transportation for all. In the summers of 2018 and 2019, the multi-departmental group Youth Connect, in collaboration with the Transit Department, was able to acquire and distribute free bus passes to youth across the metro. In addition to this milestone, the Keller administration approved adults over the age of 60 and students under the age of 25 the ability to use ABQ Ride services fare free beginning March 1, 2021. These programs were highly successful, especially in allowing youth the mobility they needed to participate in the many summer youth programs the City of Albuquerque has to offer.

Implementation

Once the new ordinance was passed, the Transit Department created an outreach plan to prepare for the upcoming changes and the impacts it would have on the department, ABQ Ride and Sun Van users, and the City of Albuquerque as a whole. The purpose of the outreach plan is to map out goals related to advertising and tracking data in light of the zero fares program. The goals listed in the plan include:

1. Pursue a public awareness campaign highlighting the availability and benefits of zero fares.
2. Work collectively with internal departments, community stakeholders, and organizations to disseminate information and collect both quantitative and qualitative data related to zero fares.

Our team got to work by creating informational graphics, updating the Transit Department website, and sharing information on print and social media to get the word out that services would be free beginning January 2, 2022. Furthermore, Interim Director Stephanie Dominguez was invited for an interview with New Mexico Living to answer questions and inform viewers about the new pilot program.

Over the last few months, the Transit Department has been working with a number of safety groups including the Department of Municipal Development Metro Security Division to track specific data and identify areas that may need additional support once the zero fares program began. For the next twelve months, this report will compile and analyze data and information in areas which the Zero Fares Pilot Program has and could potentially affect the system of transportation in Albuquerque. Data and information will include ridership, security, paratransit services, customer service, and the overall cost of the program. Additionally, our team will collect input and feedback we receive from drivers, riders, and community groups on their experiences.

The infographic is titled "THE ZERO FARES PILOT PROGRAM" and is dated "JANUARY 2, 2022 - DECEMBER 31, 2022". It features the "ABQRIDE" logo. The main title is in large, bold letters. Below the title, a section titled "Why Zero Fares?" lists six benefits with corresponding icons: "Help the Environment" (tree), "Reduce Traffic" (car with downward arrow), "Improve Ridership" (people with wheelchair), "Economic Development" (dollar sign in a house), "Promote a Healthy Lifestyle" (person on a bicycle), and "Promote Equity" (handshake). A large circular icon shows a van and a smartphone. Logos for "SUNVAN", "ART", and "transit" are also present. At the bottom, it states: "During 2022, passengers will not have to pay to ride our public transit: Sun Van, ART, and ABQ RIDE. For more information, visit cabq.gov/zerofares". It also includes a QR code and logos for "ONE ALBUQUERQUE" and "transit". Download instructions for the transit app are provided for the App Store and Google Play.

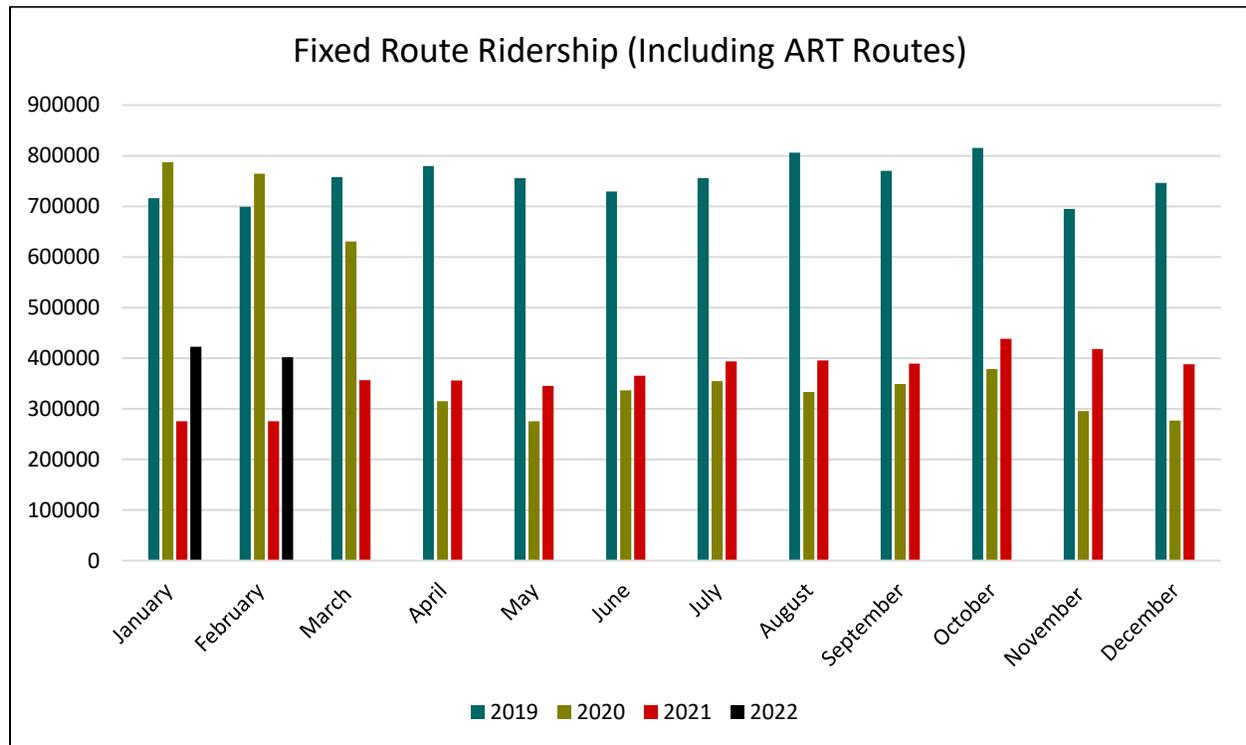
Zero Fares Data: Ridership

Prior to the implementation of the Zero Fares Pilot Program, a majority of ridership data was collected via fare boxes. With zero fares in place, motorcoach operators have been tasked with manually collecting ridership. At the end of each month, the data is downloaded from each bus to be shared with administrative staff for reporting. Specifically, drivers of routes that have been utilizing Sun Van buses must manually write in each rider they pick up on an input sheet.

Albuquerque Rapid Transit buses operate differently than the rest of fixed route fleet in terms of passenger counting. ART buses were retrofitted to contain technology that automatically counts a passenger when they board a bus.

Notable Dates/Inclement Weather:

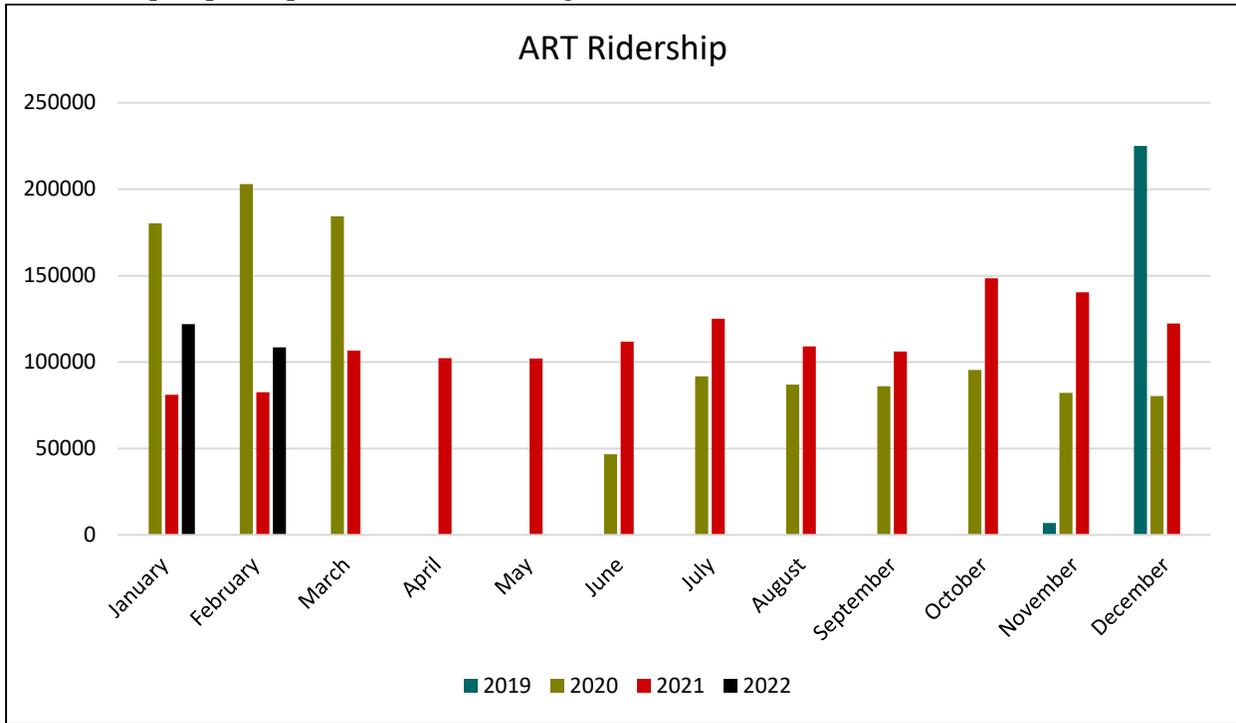
- February 2, 2022—service suspended at 6:00pm
- February 3, 2022 – service delays; ART service suspended
- February 17, 2022 – two hour delay for ART service
- February 24, 2022 – one hour delay for ART service



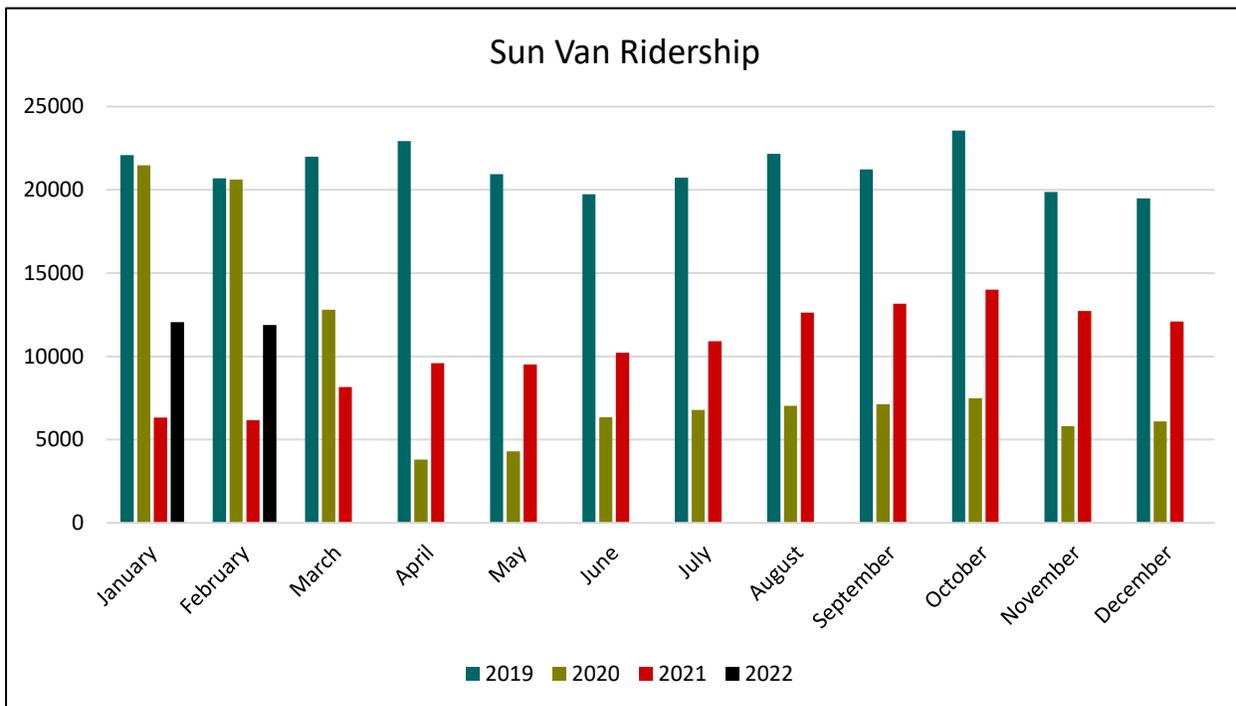
- **4.9% decrease in ridership** between January 2022 and February 2022
- Compared to February of 2021, **ridership was up 46% in February 2022**

Zero Fares Monthly Report: February 2022

* Albuquerque Rapid Transit service began November 2019



- Ridership decreased 11% from January 2022 to February 2022
- Between February 2021 and 2022, ridership increased 31% for ART routes

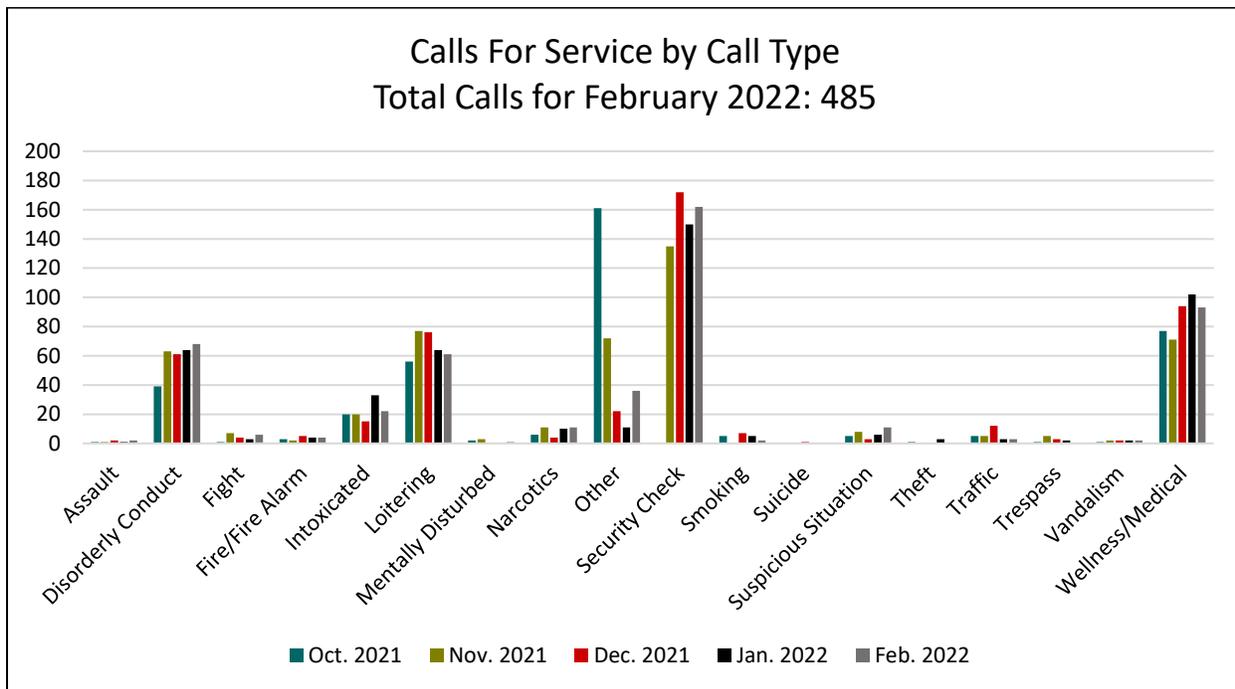


- Ridership decreased by 1.57% from January 2022 to February 2022
- Compared to February 2021, ridership was up 92% in February 2022

Zero Fares Data: Safety & Security

Security Data provided in this report has been recorded by the Department of Municipal Development’s Metro Security Division. Calls specific to the Transit Department are typically initiated by Transit Dispatch, the 311 Community Contact Center, or directly from DMD security officers running proactive routes in their assigned area. Also included in this report are a total count of incident reports recorded by the Transit department, along with a breakdown of assaults that occurred during the month of February and how many of those were specifically towards drivers.

The graph below shows a breakdown of the 485 total calls responded to by type for the months of October 2021 through February 2022. Security calls by bus route, along with calls by type, will be reported on a quarterly basis.



- **50% increase in calls responding to fights occurring on buses, at bus stops, or at Transit centers**
- **33% decrease in calls responding to intoxicated individuals**
- **83% increase in calls responding to suspicious situations**

Zero Fares Monthly Report: February 2022

Zero Fares Data: Customer Service

The Transit Department's Customer Service Division has experienced a fluctuation in call volume and Sun Van application receipts over the past two years due to the COVID-19 pandemic. This occurrence is shown in the chart below which reflects total calls for February for the past four years. Calls have slowly increased once again as we make our way into a new normal.

Monthly Customer Service Call Data:

| Month | Plan Your Ride | | | Sun Van Reservations | | | Total Calls | | |
|--------|-----------------|---------------|-------|----------------------|---------------|-------|-----------------|---------------|-------|
| | Calls Presented | Calls Handled | % | Calls Presented | Calls Handled | % | Calls Presented | Calls Handled | % |
| Dec-21 | 687 | 651 | 94.76 | 9,499 | 9,059 | 95.37 | 10,186 | 9,710 | 95.33 |
| Jan-22 | 956 | 920 | 96.23 | 10,421 | 10,080 | 96.73 | 11,377 | 11,000 | 96.69 |
| Feb-22 | 1030 | 993 | 96.41 | 10903 | 10602 | 97.24 | 11933 | 11595 | 97.17 |

- **5% increase in call volume for customer service** between January and February 2022

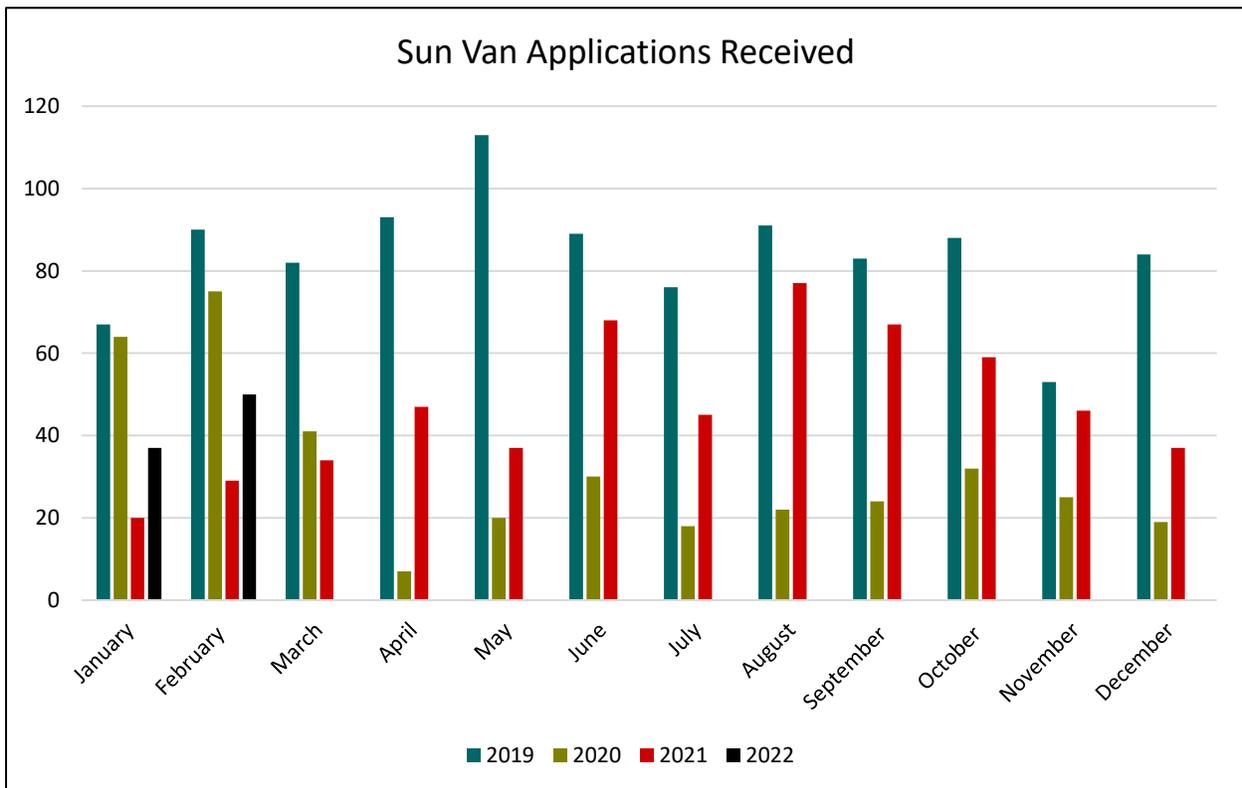
February Customer Service Call Data by Year:

| February Customer Service Calls 2019-2022 | | | | | | | | | |
|-------------------------------------------|-----------------|---------------|-------|----------------------|---------------|-------|-----------------|---------------|-------|
| Year | Plan Your Ride | | | Sun Van Reservations | | | Total Calls | | |
| | Calls Presented | Calls Handled | % | Calls Presented | Calls Handled | % | Calls Presented | Calls Handled | % |
| 2019 | 1,603 | 1,310 | 81.72 | 16,074 | 15,028 | 93.49 | 17,677 | 16,338 | 92.43 |
| 2020 | 1,632 | 1,279 | 78.37 | 18,734 | 17,317 | 92.44 | 20,366 | 18,596 | 91.31 |
| 2021 | 1,516 | 1,446 | 95.4 | 6,781 | 6,417 | 94.63 | 8,297 | 7,863 | 94.76 |
| 2022 | 1,030 | 993 | 96.41 | 10,903 | 10,602 | 97.24 | 11,933 | 11,595 | 97.17 |

- **43.8% increase in call volume** between February 2021 and 2022

Zero Fares Data: Sun Van Paratransit Service

ABQ Ride’s paratransit service (Sun Van) provides a vital resource for residents of the Albuquerque metro area who are unable to utilize regular fixed route services due to a disability or impairment. In order to receive Sun Van services, riders must go through an application and interview process. If approved, riders are then given either conditional or unconditional access to the service. During the month of February 2022, our Customer Service Division received a total of 50 applications.



- 35.14% increase in applications received from January 2022

Zero Fares Data: Maintenance Costs for Vandalism

Since the Zero Fares Pilot Program began on January 2, 2022, bus and Sun Van drivers have reported an increase in incidents resulting in vandalism of our fleet. Once the incident is called in to our dispatch team, buses are transported to the Daytona Transit Facility and a work order is placed based on what is needed to make the repairs. The charts below provide a total count of work orders for vandalism for February 2022 as well as totals from February 2019-2021 to show pre-pandemic levels.



Monthly Maintenance Cost Data:

| Types of Work Orders | 21-Dec | | Jan-22 | | Feb-22 | |
|------------------------------------|-----------|--------------------|-----------|--------------------|-----------|--------------------|
| | # of WO's | Cost | # of WO's | Cost | # of WO's | Cost |
| GV - Road Call due to Vandalism | 2 | \$6,749.55 | 4 | \$16,014.97 | 6 | \$23,747.56 |
| V - Vandalism | 9 | \$12,371.75 | 12 | \$18,988.89 | 17 | \$20,635.56 |
| Total Vandalism Work Orders | 11 | \$19,121.30 | 16 | \$35,003.86 | 23 | \$44,383.12 |

- 26.8% (\$9,379.26) cost increase in maintenance repairs from vandalism between January 2022 and February 2022

Yearly Maintenance Cost Data:

| Types of Work Orders | Feb-19 | | Feb-20 | | Feb-21 | | Feb-22 | |
|------------------------------------|-----------|-------------------|-----------|-------------------|-----------|-----------------|-----------|--------------------|
| | # of WO's | Cost | # of WO's | Cost | # of WO's | Cost | # of WO's | Cost |
| GV - Road Call due to Vandalism | 0 | \$0.00 | 1 | \$436.18 | 0 | \$0.00 | 6 | \$23,747.56 |
| V - Vandalism | 6 | \$4,380.87 | 5 | \$1,568.90 | 3 | \$764.44 | 17 | \$20,635.56 |
| Total Vandalism Work Orders | 6 | \$4,380.87 | 6 | \$2,005.08 | 3 | \$764.44 | 23 | \$44,383.12 |

- \$43,618.68 cost increase in maintenance repairs from vandalism between February 2021 and February 2022

Appendix

DMD Metro Security Call Type Definitions:

Assault – The threat or attempt to strike another, whether successful or not, provided the target is aware of the danger. The assaulter must be reasonably capable of carrying through the attack.

Bomb/Threat – An explosion or threat to detonate an explosive or incendiary device to cause property damage, death, or injuries, whether or not such a device actually exists. All bomb threats are to be taken seriously.

Disorderly Conduct – Actions that disturb others, drunkenness, disturbing the peace, and loud threats or parties that don't fall into the specific categories listed below, i.e. Intoxicated, Loitering, Mentally Disturbed, Narcotics, etc.

Fight – A violent struggle involving the exchange of physical blows or the use of weapons.

Fire/Fire Alarm – Response to an audible fire alarm or visual evidence of a fire.

Intoxicated – Drunk or under the influence of drugs.

Loitering – To stand or wait around idly or without apparent purpose.

Mentally Disturbed – Experiencing or exhibiting emotional disturbance or agitation.

Narcotics – A drug or other substance that affects mood or behavior and is consumed for nonmedical purposes, especially one sold illegally.

Security Check – The activity of going around or through an area at regular or irregular intervals for security purposes.

Suicide – The threat to or act of an instance of taking one's own life voluntarily and intentionally.

Suspicious Situation – Suspicious activity can refer to any incident, event, individual or activity that seems unusual or out of place.

Theft – The action or crime of stealing.

Traffic – Any instance of assisting in traffic control.

Trespass – To enter the owner's land or property without permission.

Vandalism – Action involving deliberate destruction of or damage to public or private property.

Wellness/Medical – A response by an officer to a call for service that is unrelated to an allegation of criminal conduct, but is instead to determine whether a person requires assistance for a medical or mental health crisis.

Other – This will be used when none of the above instances have occurred, include a full description of the occurrence in the Description column.