



Monthly Report

January 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

The Transit Department has gathered data and analyzed changes in the transit system as a result of the implementation of zero fares. This report will be distributed on a monthly basis. Throughout the report, data is provided from 2019 to demonstrate pre-pandemic trends as COVID-19 has had a significant impact on the department. As the spread of COVID-19 eases and people begin to return to a new sense of normalcy, it is important to note that ABQ Ride is expecting an increase in certain areas including ridership and calls to customer service.

Ridership - Monthly Comparison

Between December 2021 and January 2022

- 9.4% increase overall (Fixed route and ART)
- 0.4% decrease in Albuquerque Rapid Transit (ART) ridership
- 0.3% decrease for Sun Van

Security - Monthly Comparison

Between December 2021 and January 2022

- 54.5% increase in calls involving intoxicated individuals
- 15.8% decrease in calls related to loitering

Customer Service – Monthly Comparison

Between December 2021 and January 2022

- 11.69% increase in total call volume

Sun Van Applications – Monthly Comparison

Between December 2021 and January 2022

- Customer Service received the same number of Sun Van applications (37)

Maintenance - Monthly Comparison

Between December 2021 and January 2022

- 83.06% (\$15,882.56) cost increase in maintenance repairs from vandalism i.e. broken window repairs, graffiti, etc.

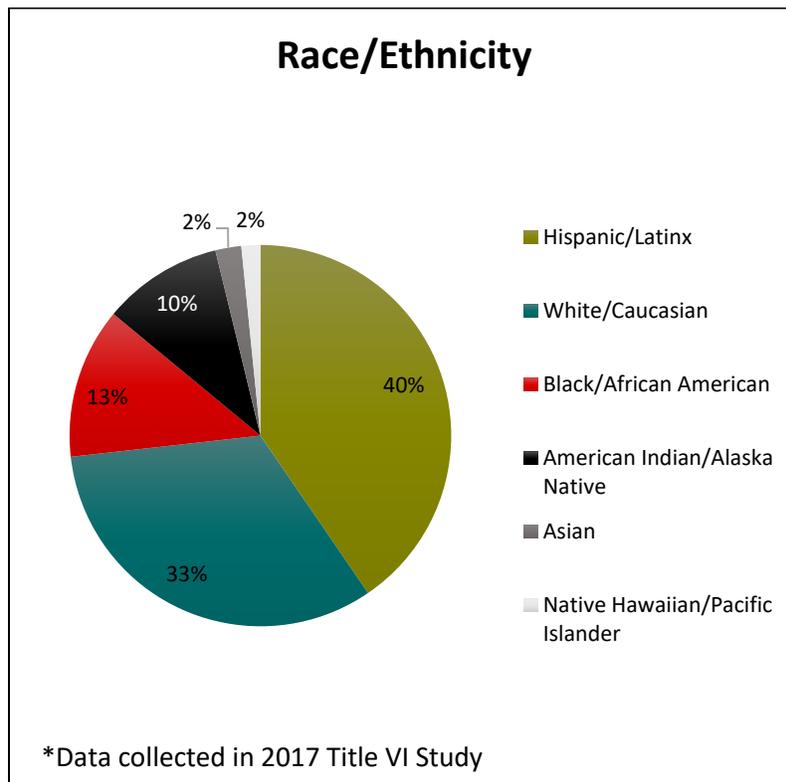
Introduction

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 Transit Department. Final amendments were made and the ordinance was passed and adopted on September 20, 2021. For the 2022 calendar year, the City of Albuquerque Transit Department (ABQ Ride) will complete a monthly impact analysis 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: Title VI Demographics

A Title VI survey was conducted in 2017. The survey collected data related to 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 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 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.

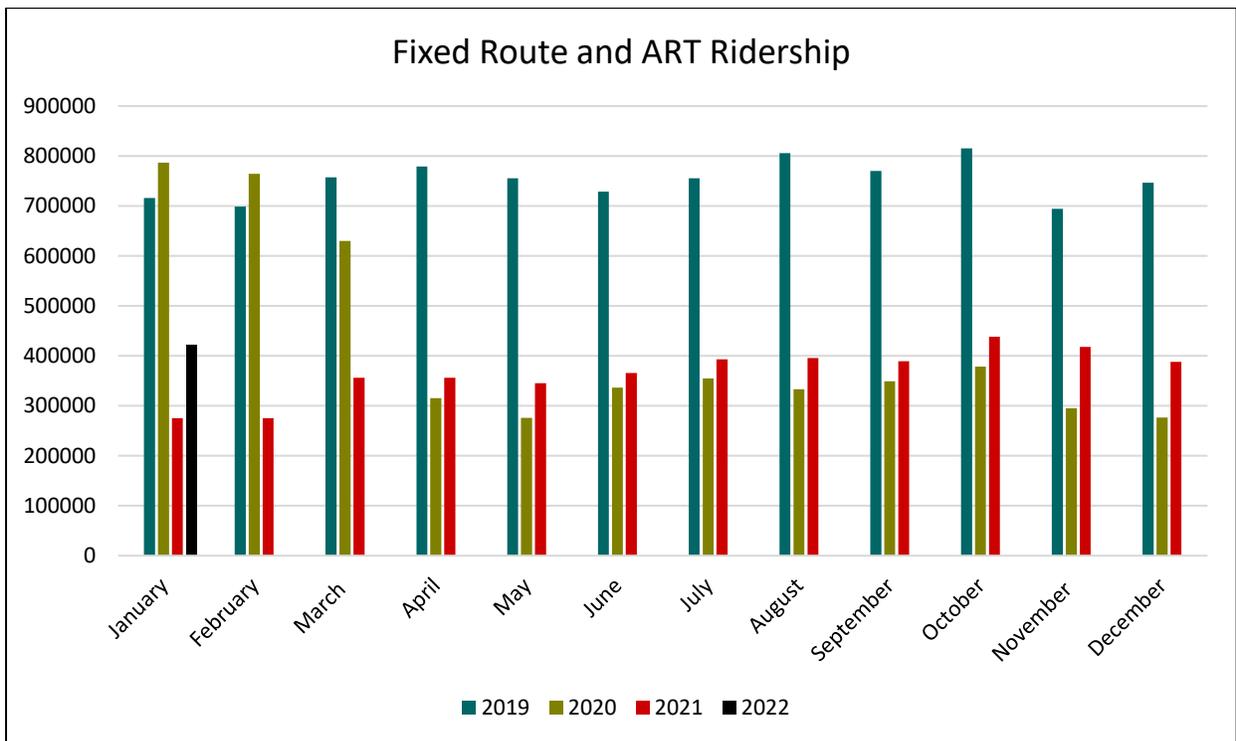
Over the last few months, the Transit Department has been working with a number of safety groups including the Department of Municipal Development Metro Security Division to track specific data and identify areas that may need additional support once the zero fares program began. For the next twelve 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.

Zero Fares Data: Ridership

Prior to the implementation of the Zero Fares Pilot Program, a majority of ridership data was collected via fare boxes each time a passenger boarded a bus. With zero fares in place, Motorcoach Operations manually track passengers using the farebox. 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 keep track of the ridership.

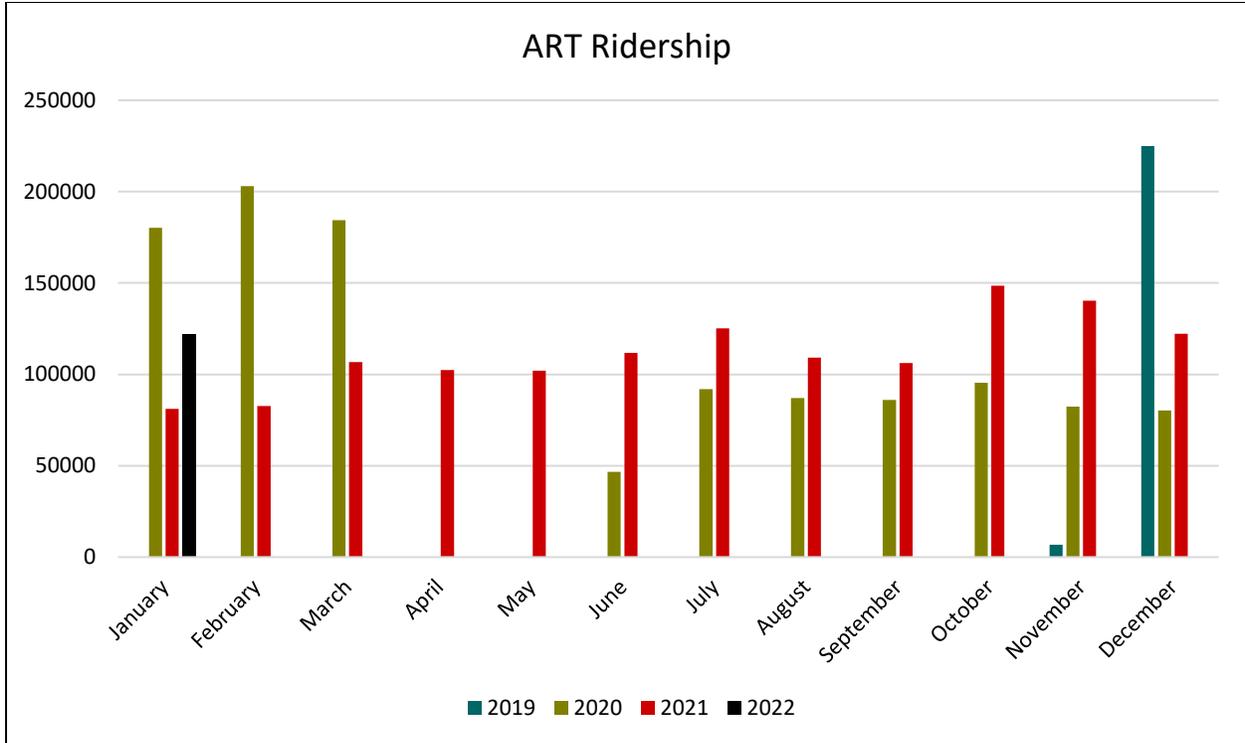
Albuquerque Rapid Transit (ART) buses operate differently than the rest of fixed route fleet in terms of passenger counting. ART buses were retrofitted to contain technology that automatically counts a passenger when they board a bus.

* All ridership data is provided by the Transit Department’s Planning Division and will be reported by bus route on a quarterly basis.

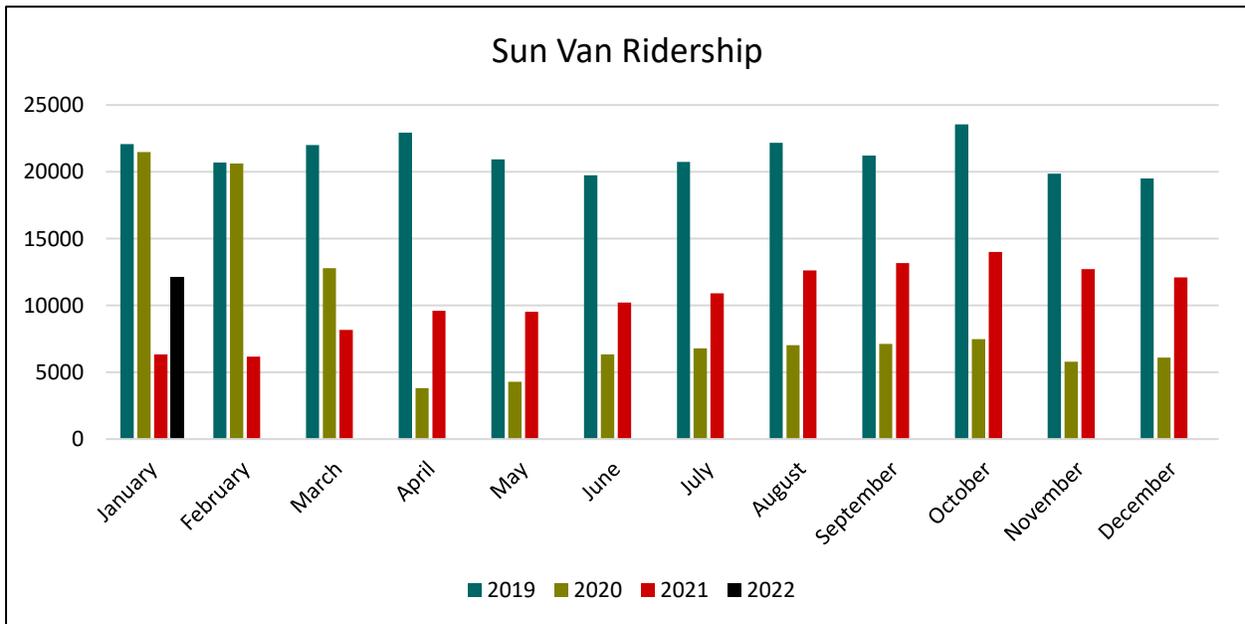


- Between December 2021 and January 2022: **9.4% increase in fixed route and ART ridership**
- Comparing January 2021 to the month of January 2022: **53.56% increase in fixed route and ART ridership**

Zero Fares Monthly Report: January 2022



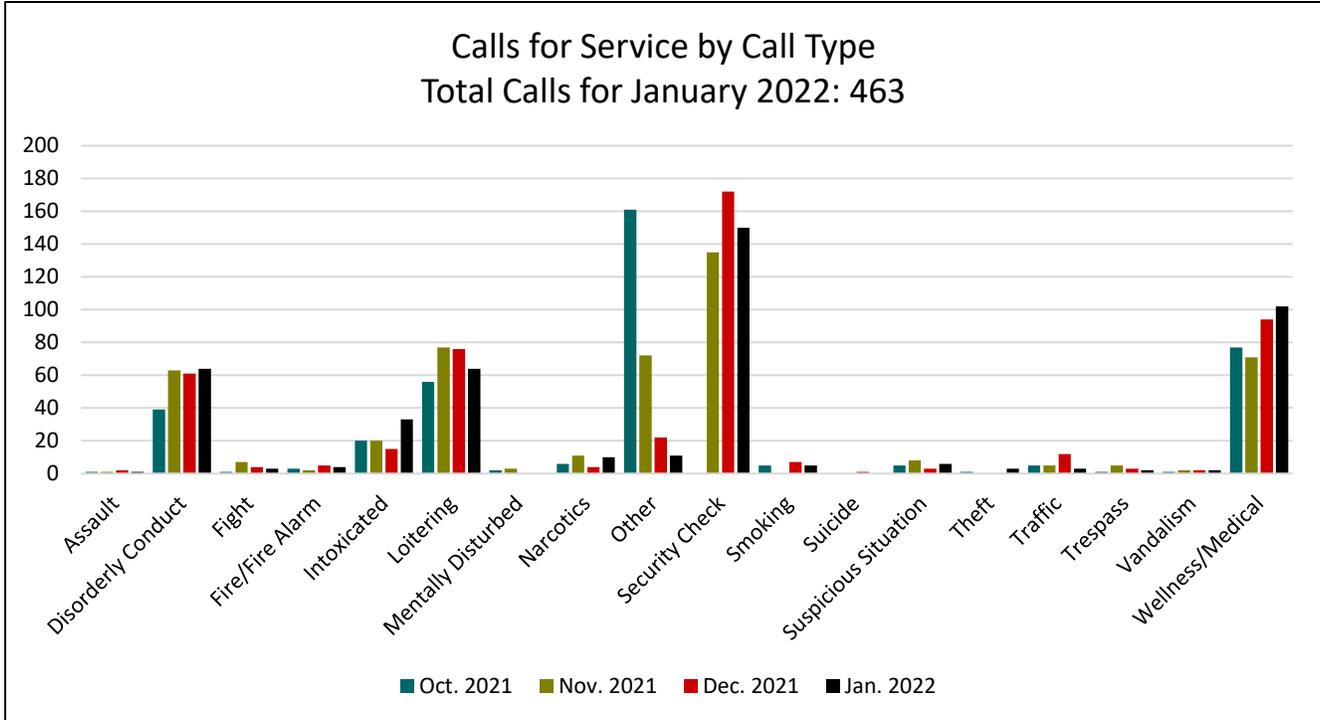
- Between December 2021 and January 2022: **0.4% decrease in Albuquerque Rapid Transit ridership**
- Comparing January 2021 to the month of January 2022: **50.3% increase in Albuquerque Rapid Transit (ART) ridership**



- Between December 2021 and January 2022: **0.3% decrease in Sun Van ridership**
- Comparing January 2021 to the month of January 2022: **90.6% increase in Sun Van ridership.**

Zero Fares Data: 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. The graph below shows a breakdown of the 463 total calls responded to by type for the months of October 2021 through January 2022. Security calls by bus route and type will be reported on a quarterly basis.



- Between December 2021 and January 2022: **54.5% increase in calls involving intoxicated individuals**
- Between December 2021 and January 2022: **15.8% decrease in calls related to loitering**

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 January 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:

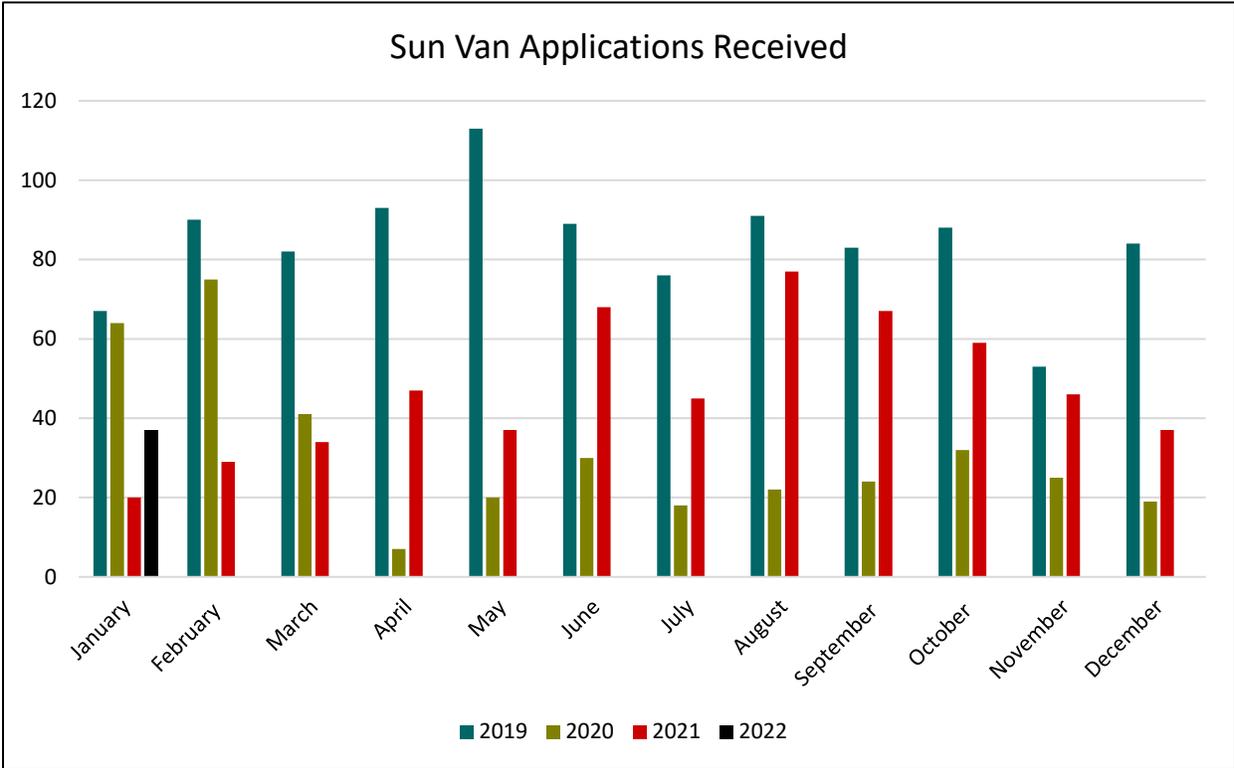
Month	Plan Your Ride			Sun Van Reservations			Total Calls		
	Calls Presented	Calls Handled	%	Calls Presented	Calls Handled	%	Calls Presented	Calls Handled	%
Dec-21	687	651	94.76	9,499	9,059	95.37	10,186	9,710	95.33
Jan-22	956	920	96.23	10,421	10,080	96.73	11,377	11,000	96.69

- Between December 2021 and January 2022: **11.69% increase in total call volume**

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 become certified to receive Sun Van services, riders must be ADA-certified and go through an application and interview process. If approved, riders are then given either conditional or unconditional access to the service.





- **Customer Service received the same number of Sun Van applications (37) in both December 2021 and January 2022**

Zero Fares Data: Maintenance Costs for Vandalism

Since the Zero Fares Pilot Program began on January 2, 2022, Motorcoach Operators 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 chart below provides a total count of work orders for vandalism for January 2019-2022 to show pre-pandemic levels.



Monthly Cost Data:

Types of Work Orders (WO's)	21-Dec		Jan-22	
	# of WO's	Cost	# of WO's	Cost
GV - Road Call due to Vandalism	2	\$6,749.55	4	\$16,014.97
V – Vandalism	9	\$12,371.75	12	\$18,988.89
Total Vandalism Work Orders	11	\$19,121.30	16	\$35,003.86

- 83.06% (\$15,882.56) cost increase in maintenance repairs from vandalism between December 2021 and January 2022

Yearly Cost Data:

Types of Work Orders	Jan-19		Jan-20		Jan-21		Jan-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	0	\$0.00	3	\$8,853.60	4	\$16,014.97
V - Vandalism	6	\$699.85	6	\$10,449.60	6	\$2,054.04	12	\$18,988.89
Total Vandalism Work Orders	6	\$699.85	6	\$10,449.60	9	\$10,907.64	16	\$35,003.86

- \$24,096.22 cost increase in maintenance repairs from vandalism between January 2021 and 2022

*GV – fleet vehicle removed from service

*V- fleet vehicle continues service (graffiti, etc.)

*WO - Work Order

Appendix

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.