

Performance Monitoring Methodology

PSTA Planning Committee
April 15, 2015

Performance Monitoring Methodology

- Screen 1 – Performance
 - Performance Data (FY 2014)
 - Ridership
 - Cost
 - Fare revenues
 - Criteria
 - Passengers per revenue hour
 - Cost recovery
- Screen 2 – Targeted Analysis



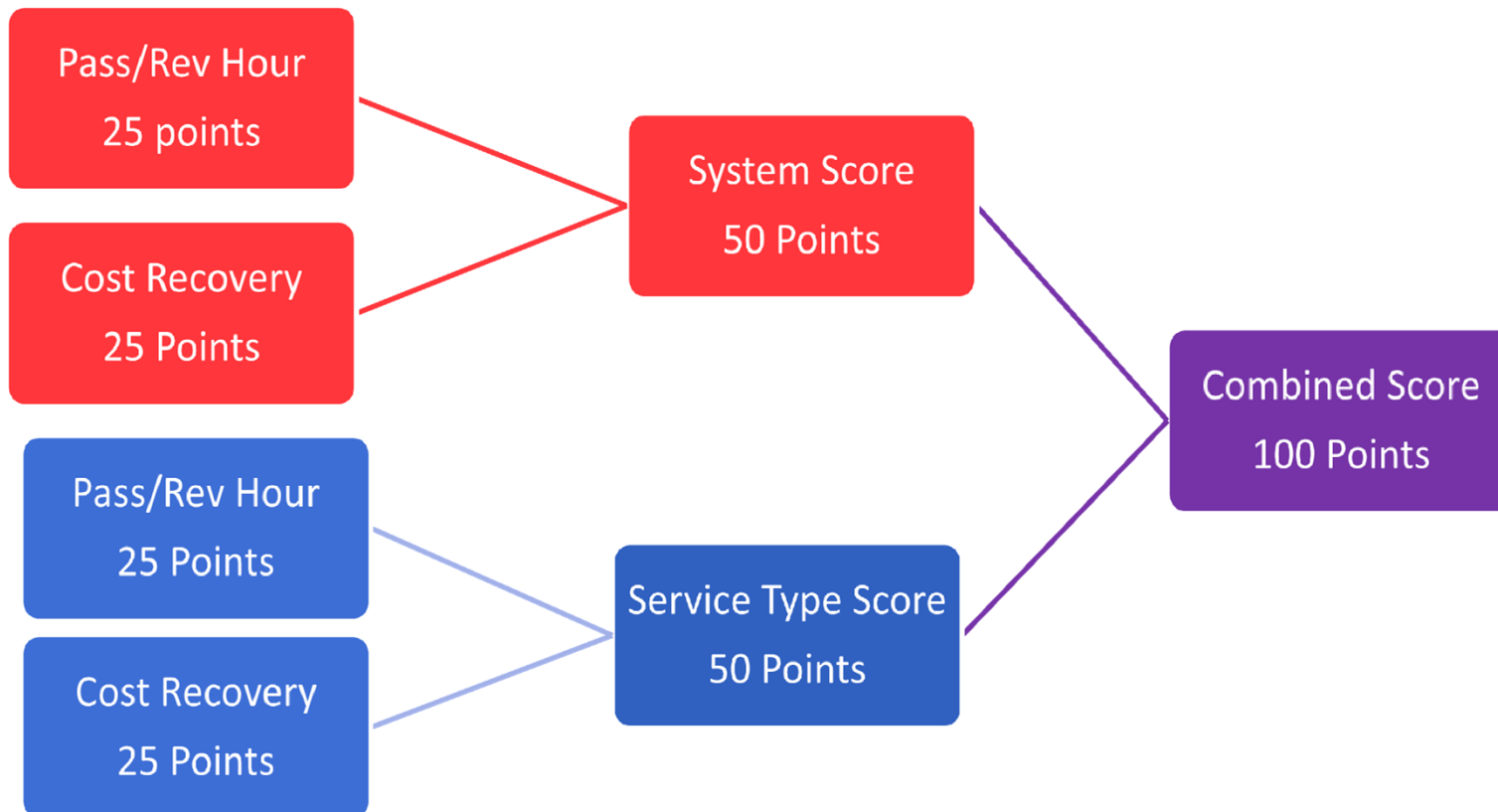
Performance Monitoring Methodology

• Weighting

- 50% Pax/Rev Hr. – **Performance**
- 50% Cost Recovery – **Financial**

• Combined Score

- 50% System Score
- 50% Service Type Score



Performance Monitoring Methodology

- System-wide Scoring: Compare routes against system
 - Passengers/Revenue Hour
 - Cost Recovery
- Service Type Scoring: Compare routes against similar service types (Local Service, FLEX Services, Jolley Trolley Services, Express Services)
 - Passengers/Revenue Hour
 - Cost Recovery
- Final Combined Scoring: Combine scores of the above two steps into a final overall ranking

Performance Monitoring Methodology

SYSTEMWIDE COMPARISON SCORING

Route	Pax/Rev Hour	25 Points	Cost Recovery	25 Points	TOTAL SYSTEM SCORE
60 (CORE)	37.87	25.00	62.07%	19.46	44.46
JT CMA/Beach Route	27.92	18.43	79.74%	25.00	43.43
78 (CORE)	31.43	20.75	46.82%	14.68	35.42
19 (CORE)	29.43	19.43	47.36%	14.85	34.28
52 (CORE)	29.85	19.71	45.59%	14.29	34.00

SERVICE TYPE COMPARISON SCORING

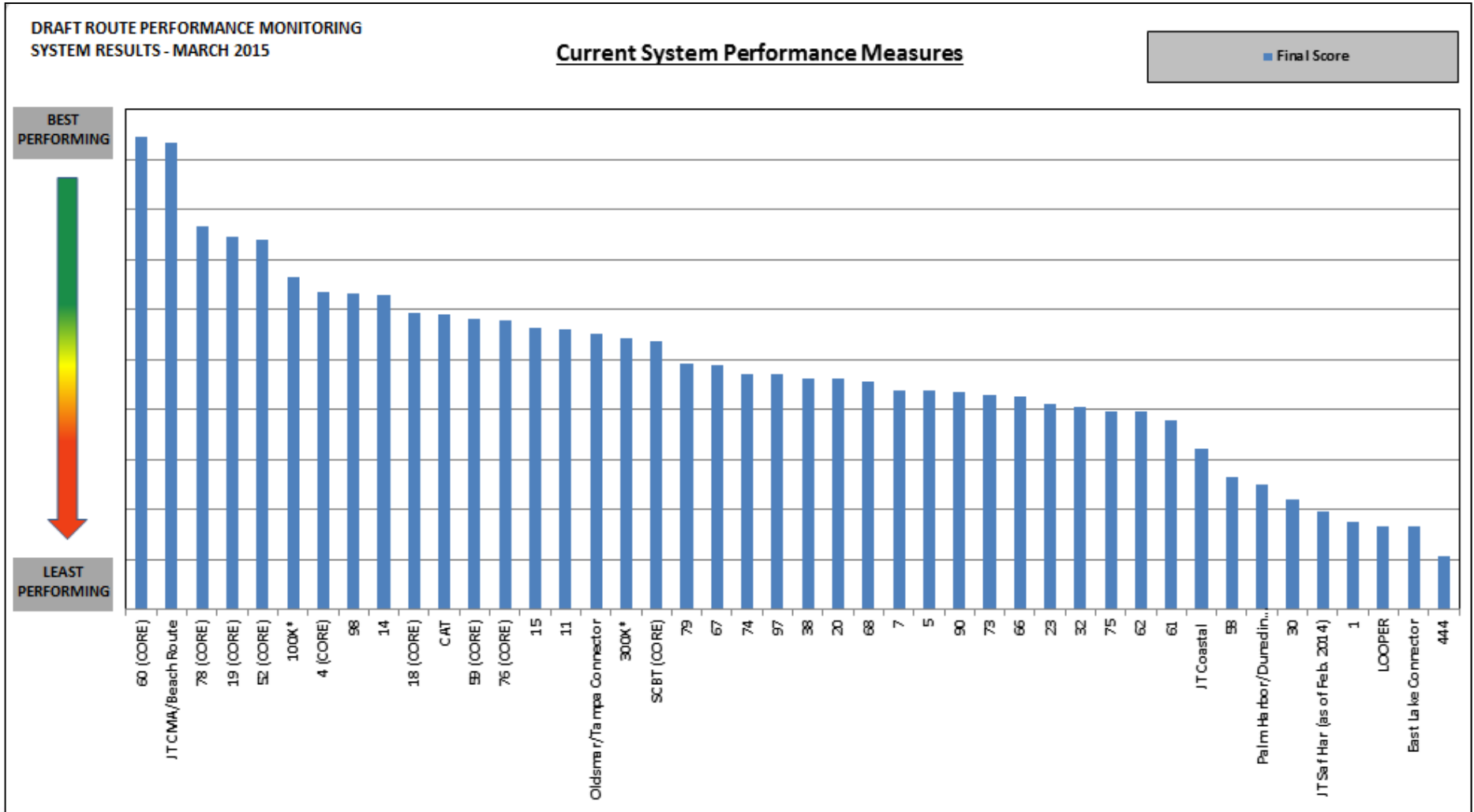
Service Type	Route	Pax/Rev Hour	25 Points	Cost Recovery	25 Points	TOTAL SYSTEM TYPE SCORE
Local Service	60 (CORE)	37.87	25.00	62.87%	25.00	50.00
	78 (CORE)	31.43	20.75	51.76%	20.58	41.33
	19 (CORE)	29.43	19.43	52.19%	20.76	40.18
	52 (CORE)	29.85	19.71	50.70%	20.16	39.87
	4 (CORE)	25.87	17.07	43.04%	17.11	34.19

- **RANKING**

- Final Score is the sum of the Total Systemwide Score & and Total System Type Score Indexed to 100

Performance Monitoring Methodology

Final Result: Ranking of Routes based on Performance Metrics Scoring



Screen 2 – Targeted Analysis

- Bus Plan Recommendations
 - Input from various data sources
 - Improve higher performing routes through streamlining, increasing frequencies and hours of service, providing more direct service
 - Modify lower performing routes by redesigning through realignment, elimination of unproductive segments and reallocation of resources, combining with other routes, etc.

Screen 2 – Targeted Analysis

- Review Current Data
 - # low income, zero car households, seniors
 - # people/jobs within walking distance
 - Current ridership/# of boardings at stops
 - Major trip generators and attractors served
 - Other funding/partnership opportunities
 - Travel demand
 - Community goal served
 - Economic development
 - Community revitalization
 - Tourism

Screen 2 – Targeted Analysis

- Public Outreach
 - Survey current riders and conduct community outreach
 - Identify potential alternatives for affected riders
 - Costs/benefits of change
 - Revenues/Expenses
 - Ridership
 - Operations

Targeted Analysis Example

- Eastlake Connector – Screen #1 Low Performer
 1. **Community Bus Plan** Did Not Analyze as Connectors had just started.
 2. **Other Data:** No segment of route is better than others. Grant funded through FDOT urban corridor program.
 3. **Public Outreach:** PSTA will survey riders to determine what they are currently using route for and what they would do if route eliminated. We will identify alternatives and reach out to community.

Initial Screen 2 Timeline

- January-April
 - Review bus plan recommendations
- January-May
 - Review current data and Bus Plan recommendations
 - Identify initial route redesign options
 - Evaluate impacts of initial route redesign options
 - Survey riders and identify alternatives for those affected by any route change
 - Community/public outreach
 - Analyze costs/benefits
- May-June
 - Present initial route redesign recommendations