

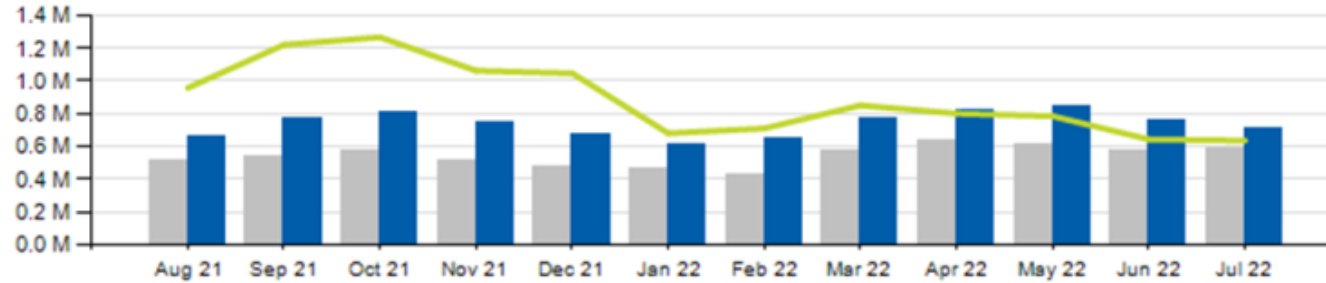


July 2022 Ridership Report



Local/Express Ridership

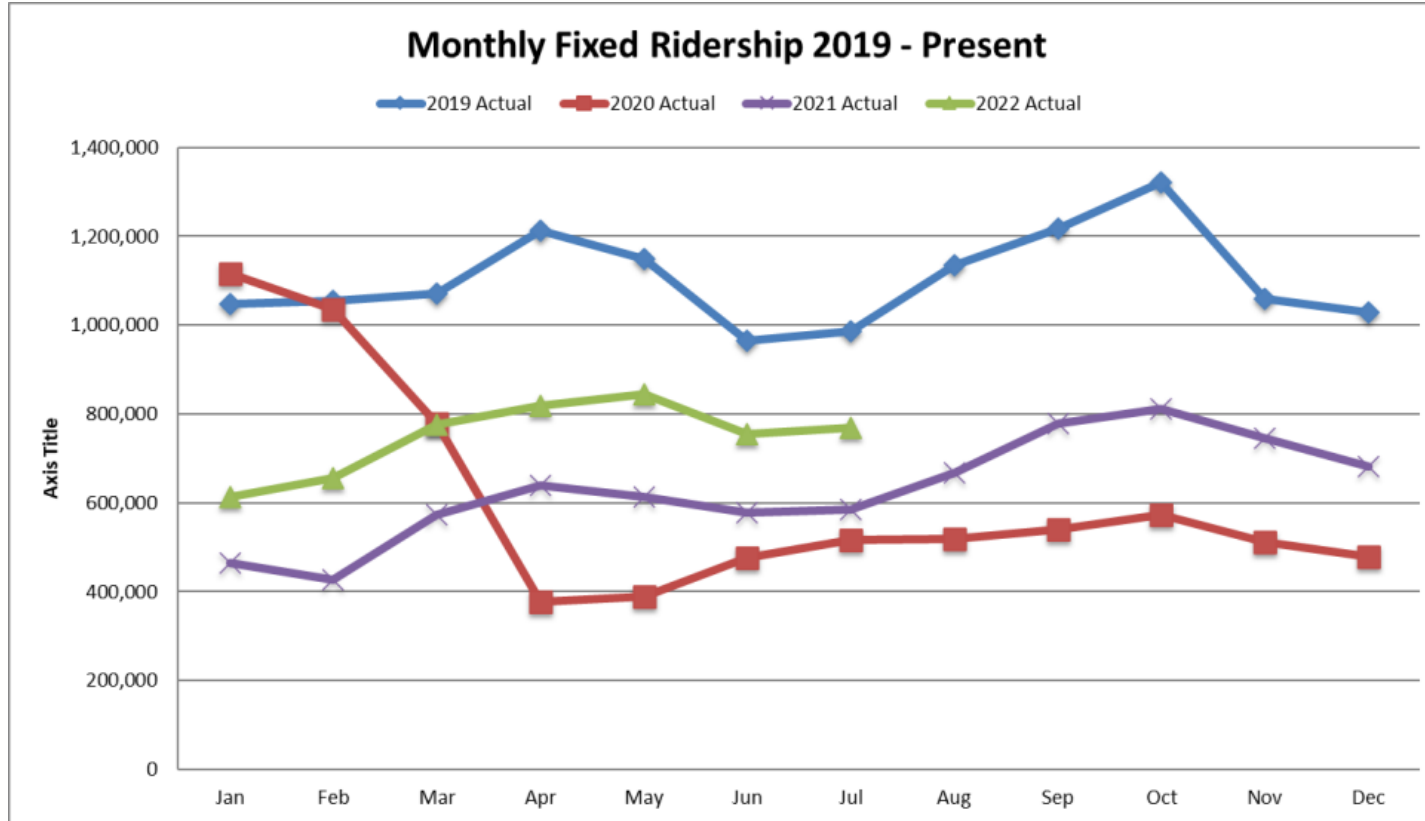
Total Ridership



	ACTUAL	BUDGET	VARIANCE (%/#)		2021	VARIANCE (%/#)	
TOTAL	769,656	637,024	20.8%	132,632	585,51	31.4%	+184,115
LOCAL	747,976	614,070	21.8%	133,906	564,530	32.5%	+183,446
EXPRESS	21,680	22,954	-5.6%	-1,274	21,011	3.2%	669
YTD TOTAL	5,234,864	5,111,107	2.4%	123,757	3,877,716	35.0%	+1,357,148

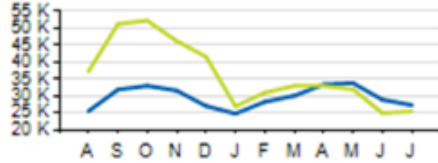
■ Current Year
 ■ Prior Year
 — Budget

Local/Express Ridership

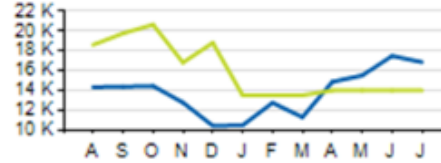


Local/Express KPIs

Average Fixed Ridership: Weekday



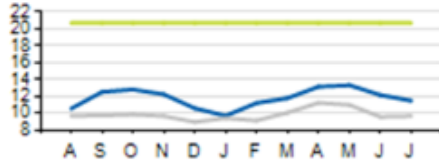
Average Fixed Ridership: Saturday



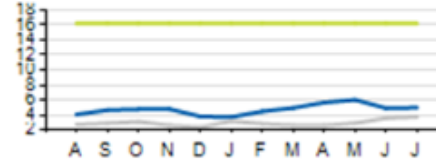
Average Fixed Ridership: Sunday



Passengers per Hour: Local



Passengers per Trip: Express



	ACTUAL	KPI/BUDGET	VARIANCE
PASSENGERS PER HOUR (LOCAL)	12.57	20.7	-9.2
PASSENGERS PER TRIP (EXPRESS)	5.16	16.2	-11.2
AVERAGE RIDERSHIP (WD)	27,354	25,500	+1,854
AVERAGE RIDERSHIP (SA)	23,339	14,002	+9,337
AVERAGE RIDERSHIP (SU)	17,647	9,500	+8,147

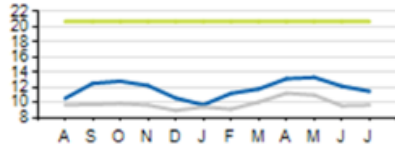
Current year

Prior year

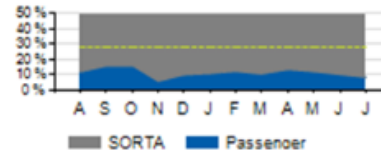
KPI/Budget

Local/Express KPIs

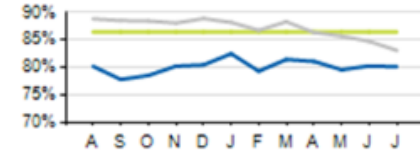
Passengers per Hour: Local



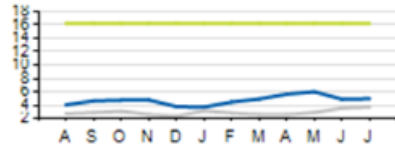
Service Cost Sharing: Local



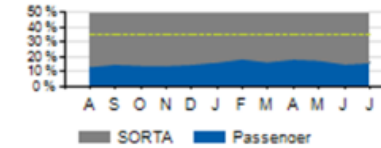
On-Time Performance: Local



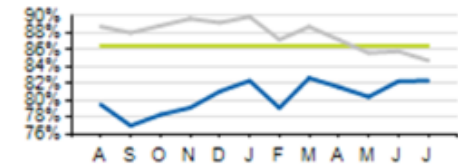
Passengers per Trip: Express



Service Cost Sharing: Express



On-Time Performance: Express



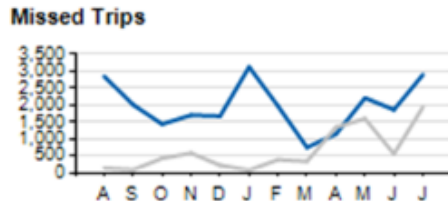
	ACTUAL	KPI	VARIANCE
COST PER PASSENGER (LOCAL)	\$11.60	\$5.57	+\$6.03
COST PER PASSENGER (EXPRESS)	\$39.95	\$9.00	+\$30.95
COST RECOVERY (LOCAL)	8.34%	28.0%	-19.66%
COST RECOVERY (EXPRESS)	16.17%	35.0%	-18.83%
ON TIME PERFORMANCE (LOCAL)	80.1%	86.5%	-6.4%
ON TIME PERFORMANCE (EXPRESS)	82.3%	86.5%	-4.2%

Current year

Prior year

KPI

Local/Express Missed Trips



Current year



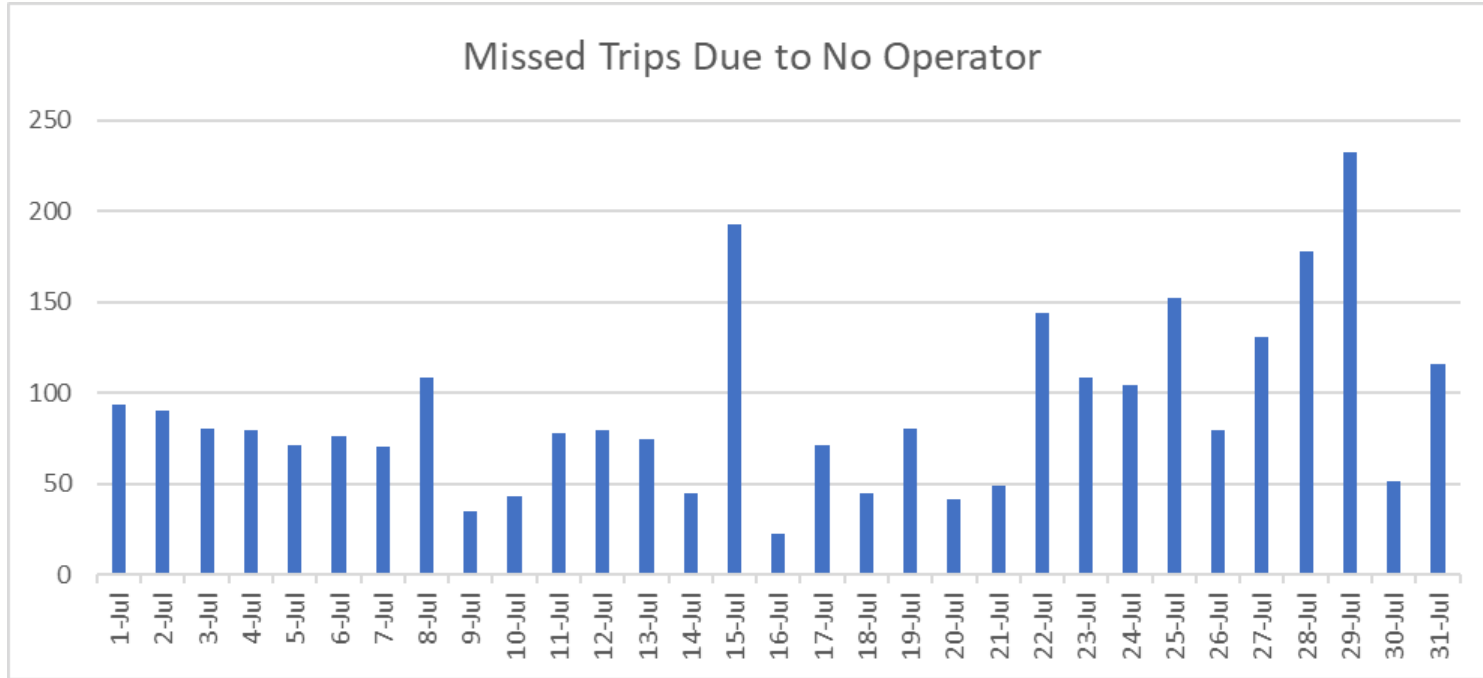
Prior year

	ACTUAL	TOTAL TRIPS	% OF TRIPS OPERATED
MISSED TRIPS (ALL SERVICE)	2,900	64,651	96.0%

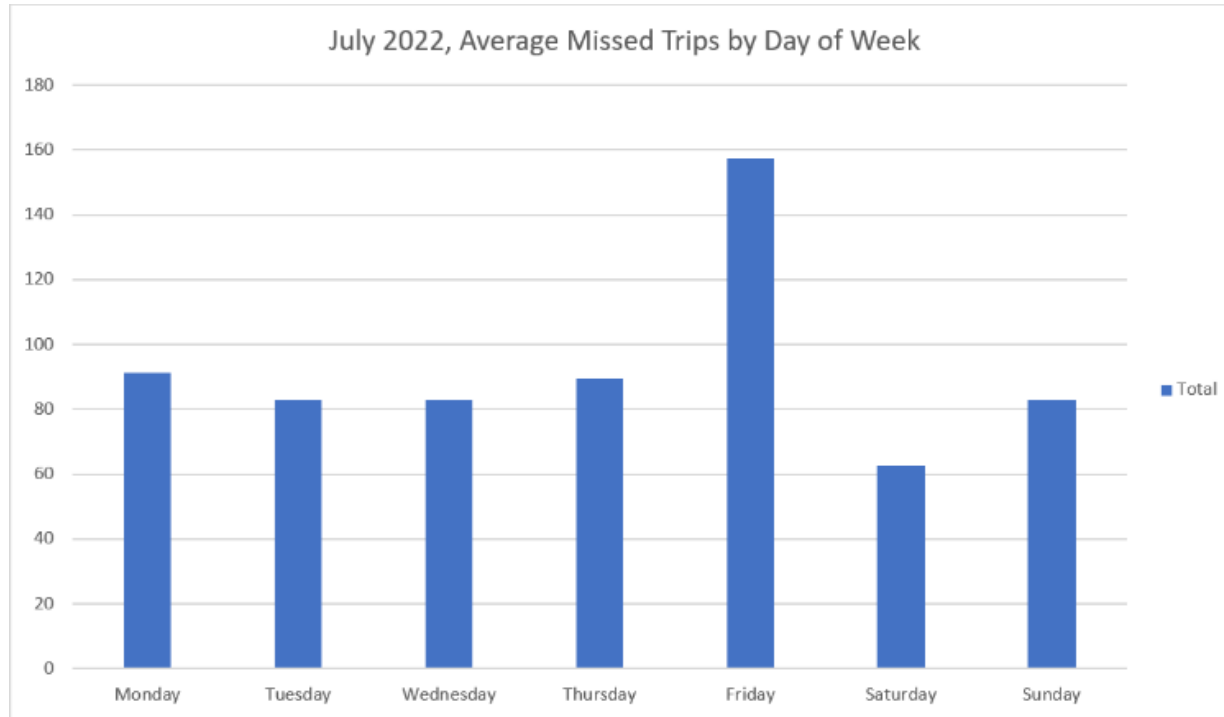
REASON FOR MISSED TRIP	ACTUAL	% of MISSED TRIPS
NO OPERATOR AVAILABLE	2,815	97.0%
MECHANICAL ISSUE	0	0.0%
TRAFFIC INCIDENT	13	0.4%
LATE OPERATIONS	15	0.5%
OTHER	55	1.9%



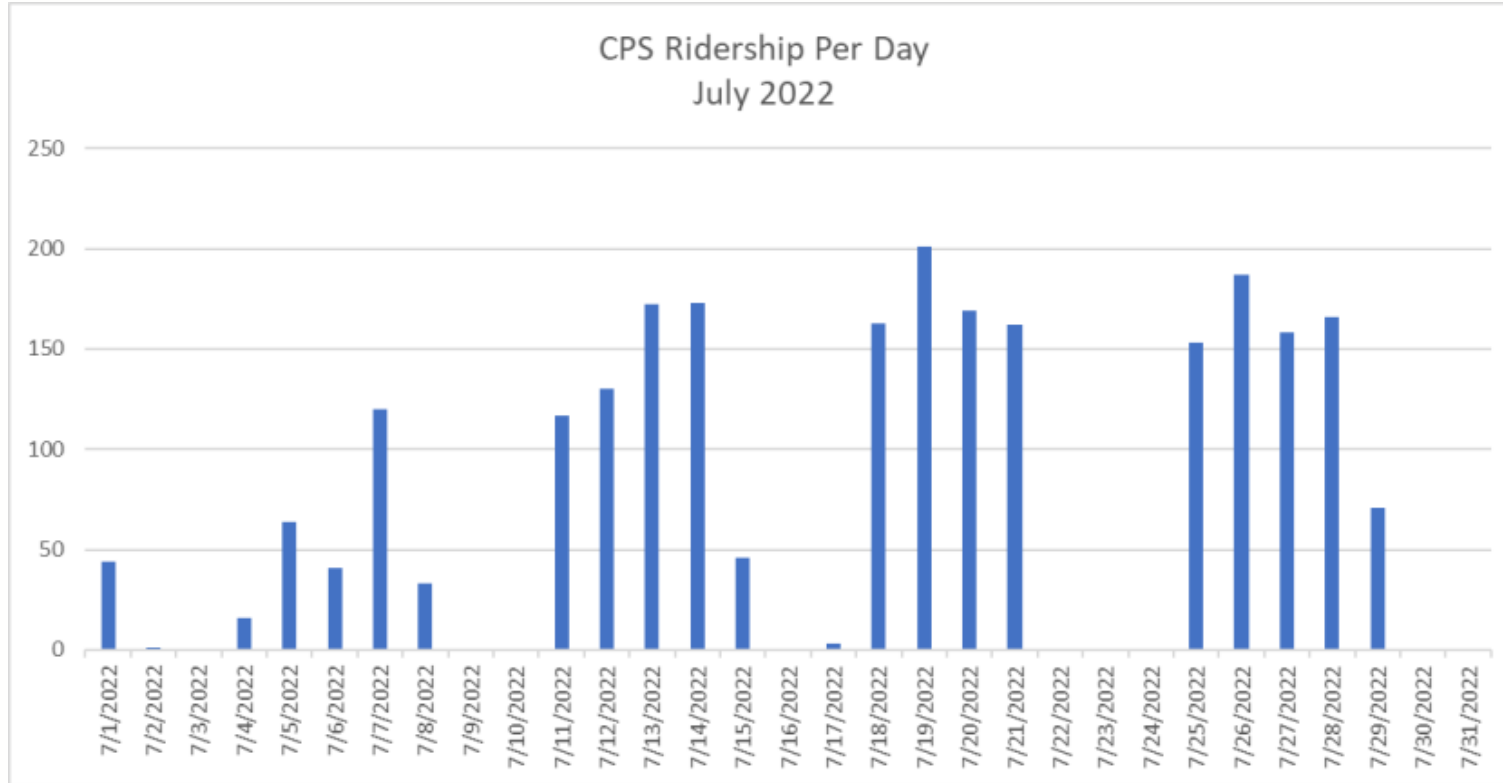
Local/Express Missed Trips Due to No Operator



Local/Express Daily Average Missed Trips



CPS Ridership

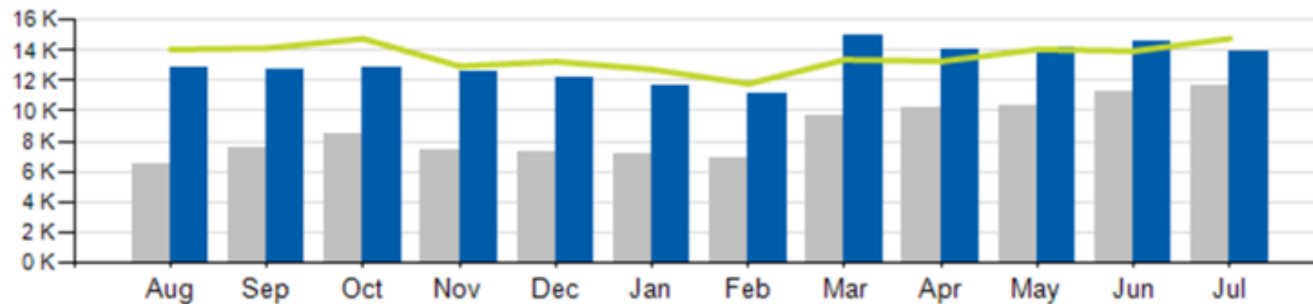




Access Ridership

Access Ridership

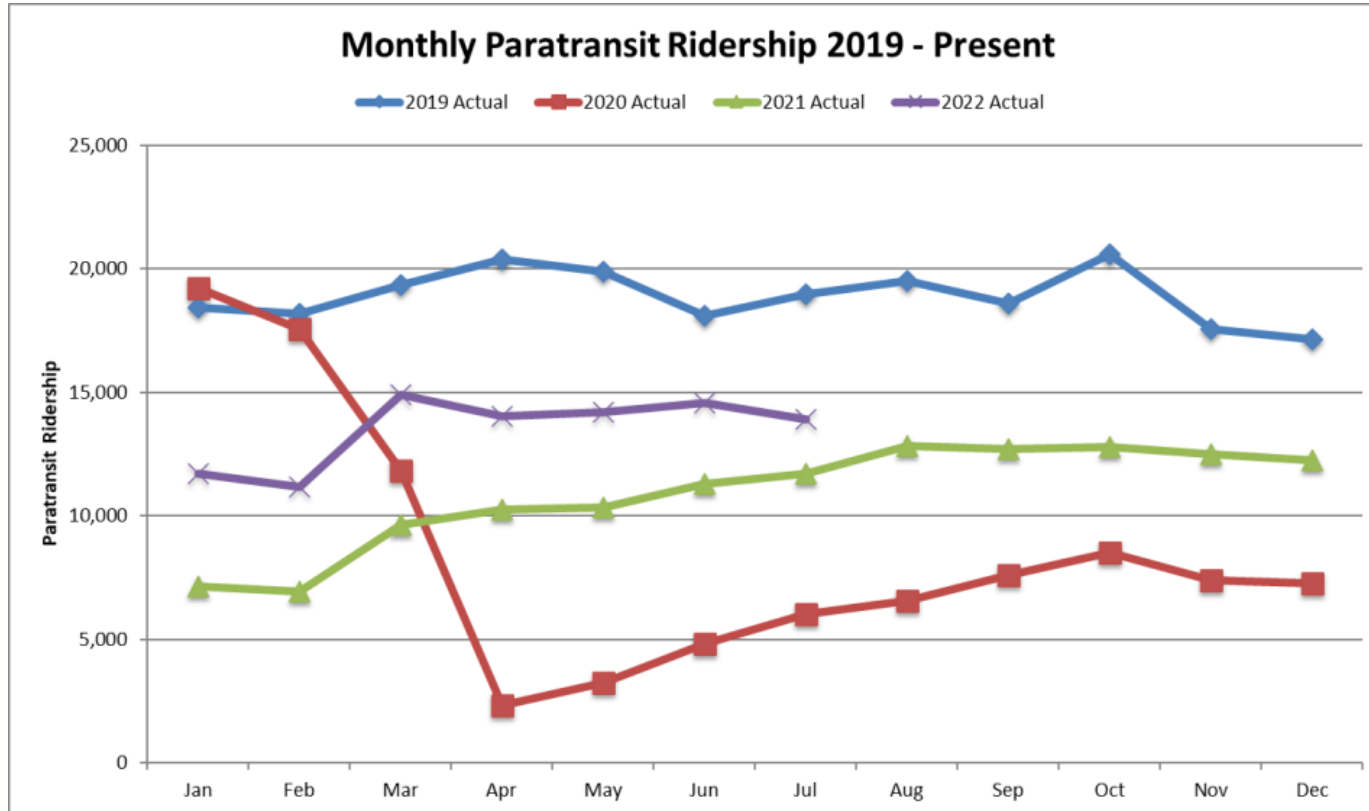
Total Ridership



ACCESS PARATRANSIT	ACTUAL	BUDGET	VARIANCE (%/#)		2021	VARIANCE (%/#)	
TOTAL	13,897	14,758	-5.8%	-861	11,703	18.7%	+2,194
WD	12,238				10,766	13.7%	+1,472
SA	850				517	64.4%	+333
SU	809				420	92.6%	+389
YTD	94,506	93,879	0.7%	627	67,255	40.5%	+27,251

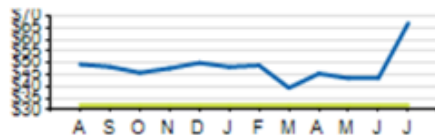


Access Ridership

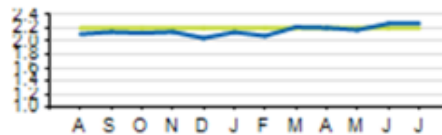


Access KPIs

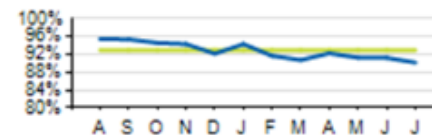
Cost per Passenger



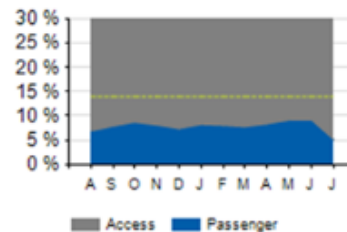
Passengers per Hour



On-Time Performance



Service Cost Sharing



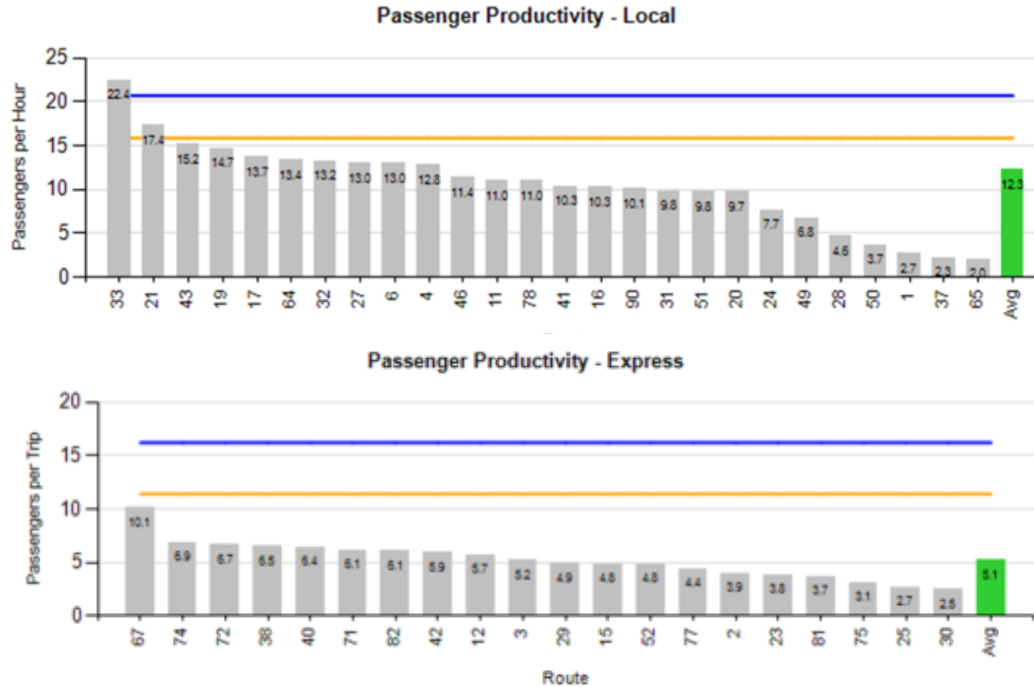
	ACTUAL	KPI	VARIANCE
COST PER PASSENGER	\$66.9	\$32.00	+34.9
ON-TIME PERFORMANCE (OTP)	91.0%	93.0%	-2.0%
PASSENGER PER HOUR	2.3	2.20	+0.1%
COST RECOVERY	10.6%	14.0%	-8.9%

Current year

KPI

Monthly Route Performance Measures

Route Passenger KPIs - July



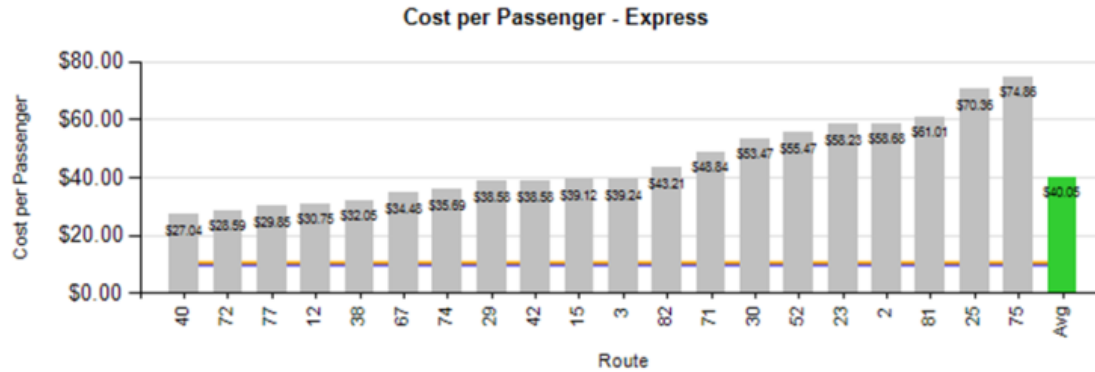
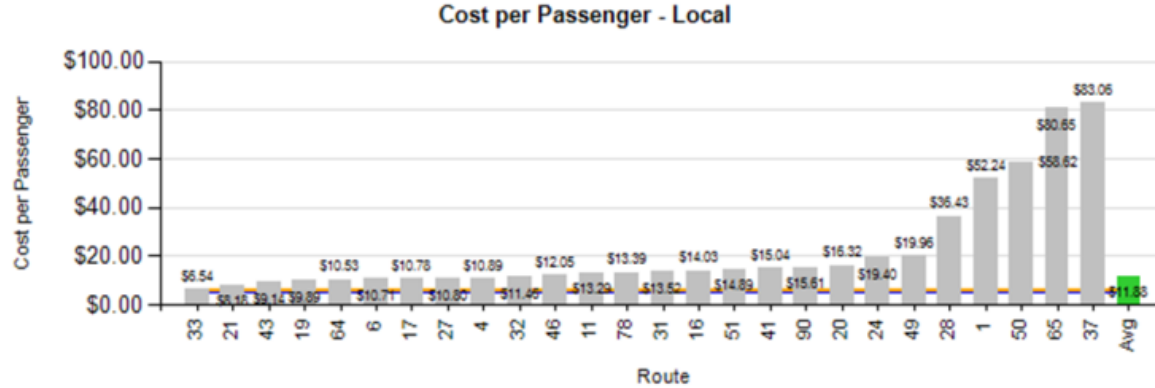
KPI

Average

Minimum Standard

Benchmark

Route Cost KPIs - July



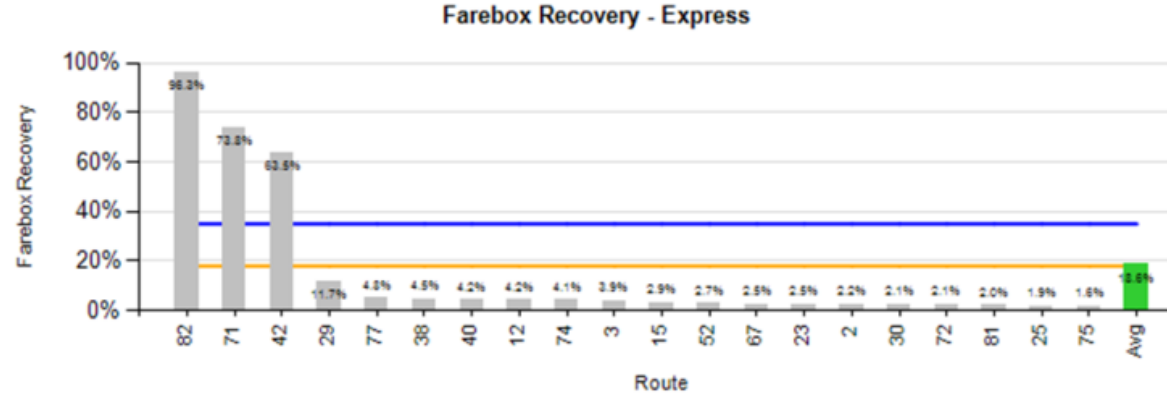
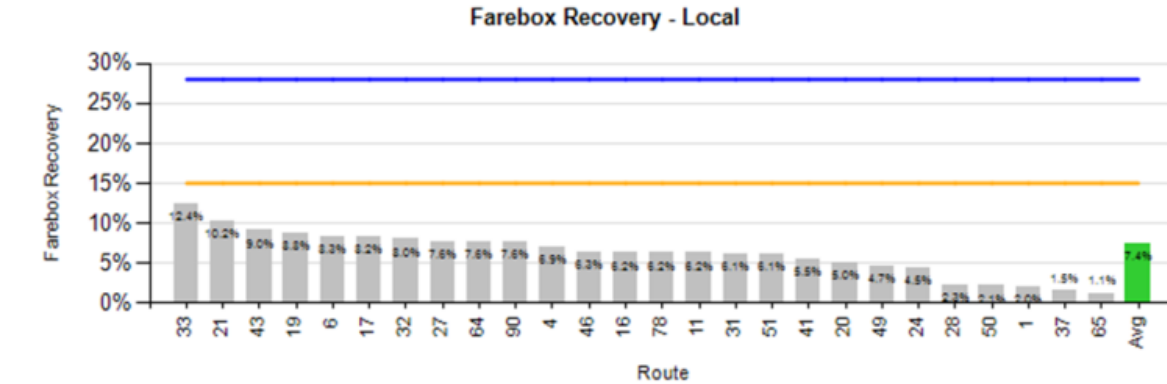
KPI

Average

Minimum Standard

Benchmark

Route Revenue KPIs - July



KPI



Average



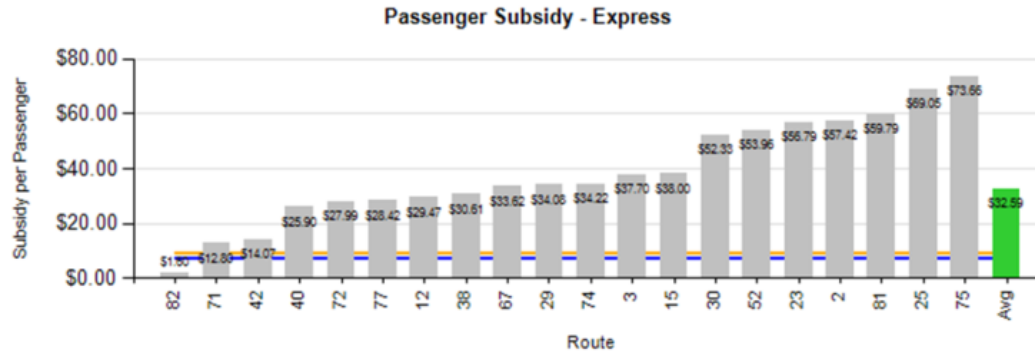
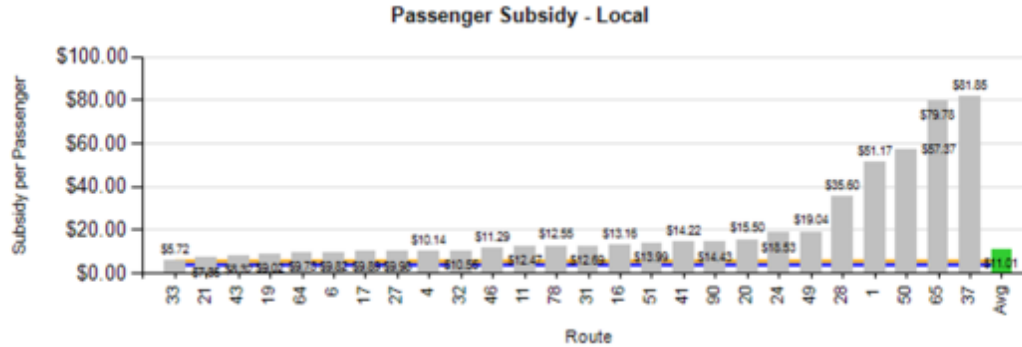
Minimum Standard



Benchmark



Route Revenue KPIs - July



KPI

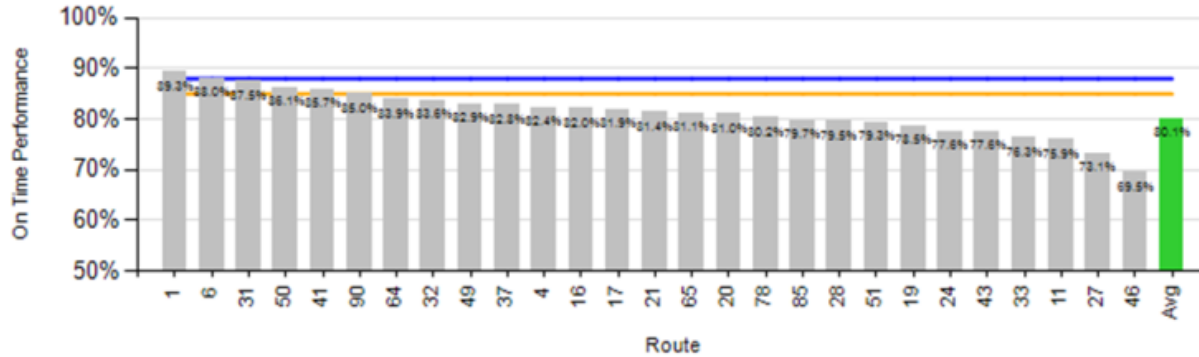
Average

Minimum Standard

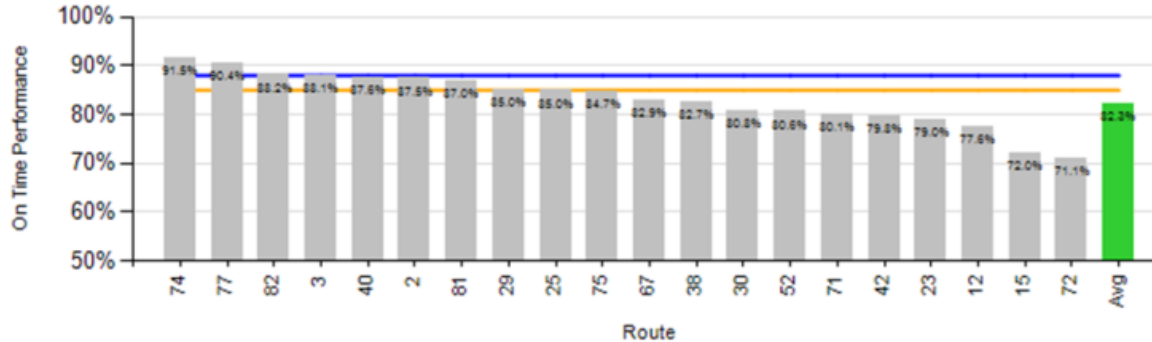
Benchmark

Route Revenue KPIs - July

On-Time Performance - Local



On-Time Performance - Express



KPI

Average

Minimum Standard

Benchmark



Ridership Round Up: Back-to-school University Launch

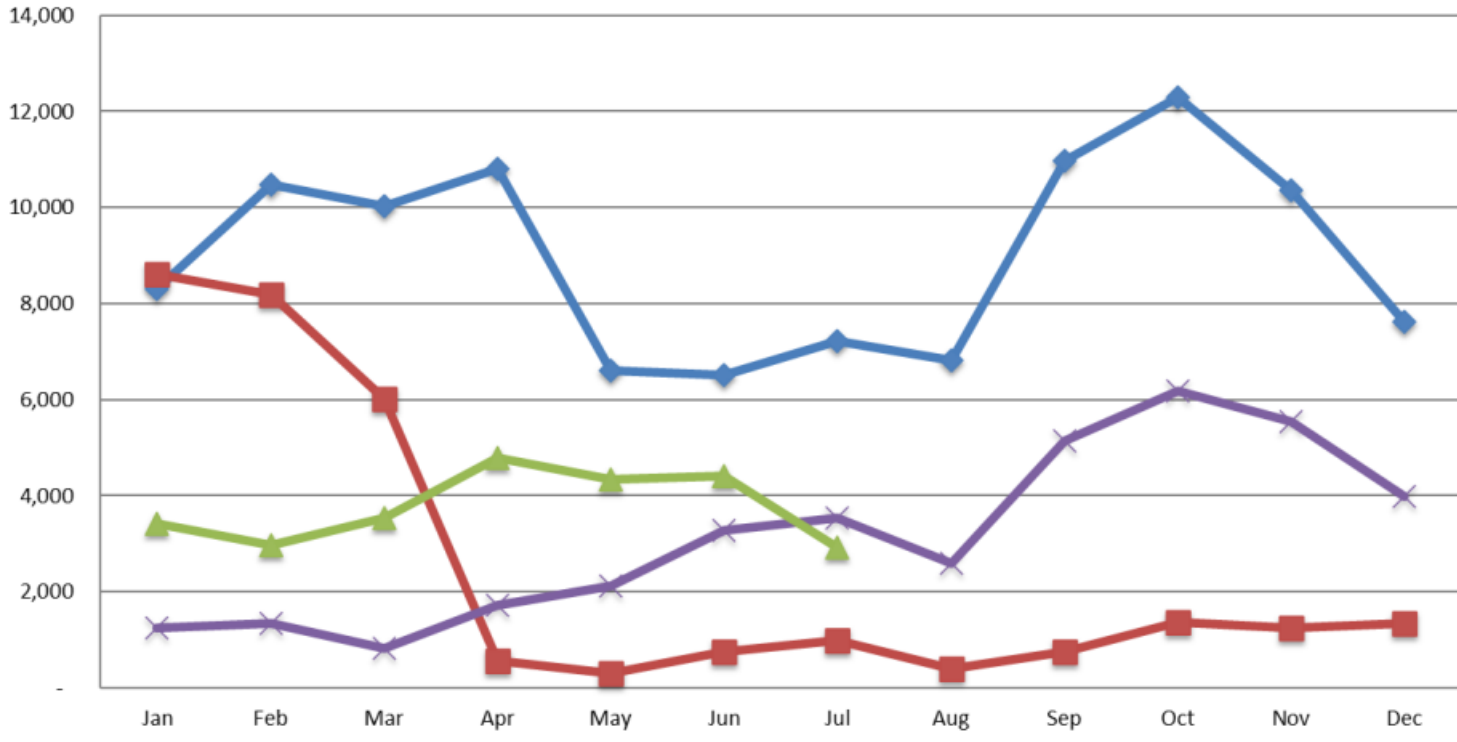


- ✱ Free-ride month promo for UC & Cincy State
- ✱ Robust marketing campaigns
- ✱ On-campus engagement
- ✱ Student Government involvement
- ✱ Student ambassadors activation

UC Ridership

Monthly UC Ridership 2019 - Present

2019 Actual 2020 Actual 2021 Actual 2022 Actual

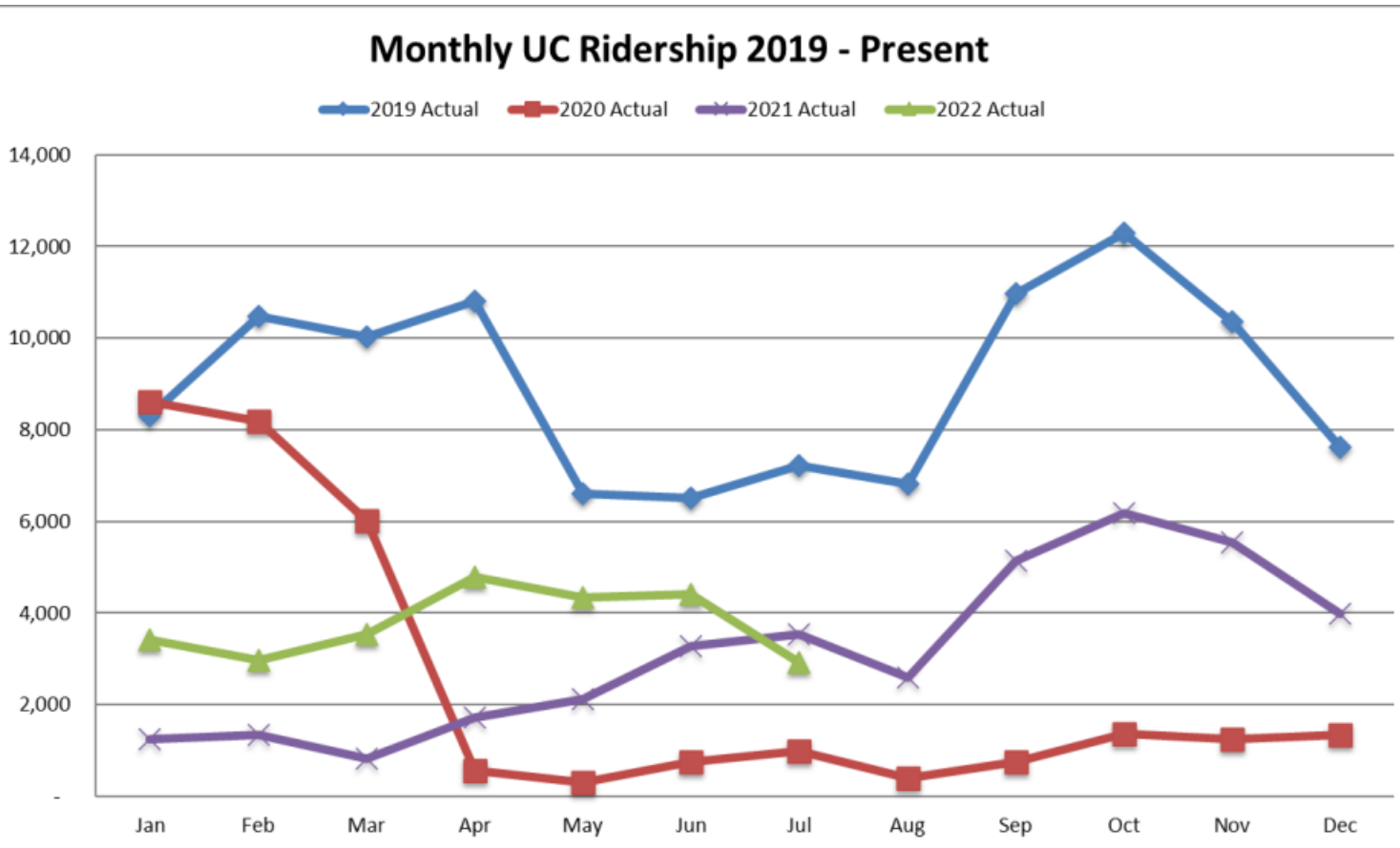


42% of
Pre-pandemic
ridership

Cincinnati State Ridership

Cincinnati State

17% of
Pre-pandemic
ridership



Ridership Roundup: Back-to-School University Launch

University Student
Enrollment (50,000)



Central Business District
(40,000)



Goals:

- Increase ridership to 75% of pre-pandemic numbers
- Increase awareness of new service improvements
- Move to app based tool vs. EZRide card
- Strengthen long-term & post graduate ridership ties



Metro 101