

# Streetcar Update

Review of July 2017

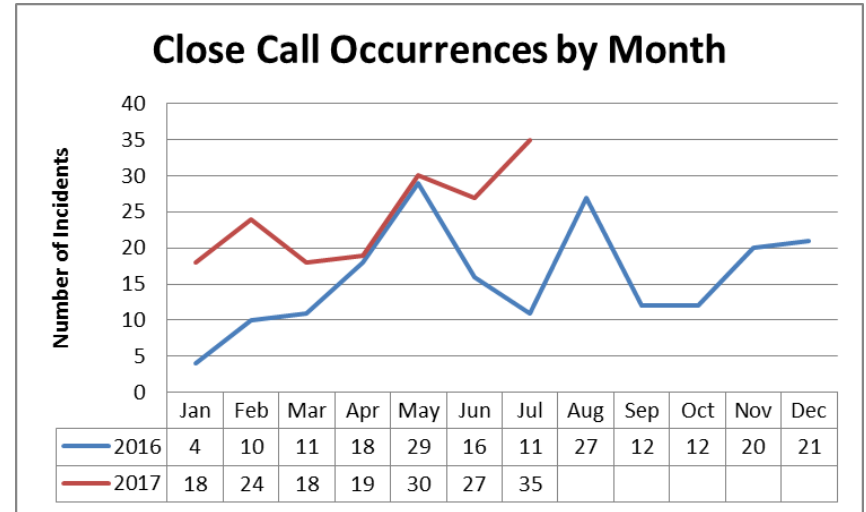


**Cincinnati Bell® connector**

# Safety Metrics: Near Miss

## Near Miss Incident Breakdown

- 79% initiated by other vehicle:
  - Most interactions due to maneuvers in front of or around Streetcar
  - 18% Pedestrian Interactions (Jay walking)
- Incidents most likely to occur:  
Walnut at 5<sup>th</sup>, Race at Elder, Main at 5<sup>th</sup>
- Most likely to occur between 11 and 2 PM and between 4 and 5 PM



# Safety Metrics: Reportable Incidents

- Incident Types (Since RSD)
  - 71% Collision
  - 9% Security-related
  - 10% Evacuations
  - 5% Pedestrian
  - 5% Medical-related
- 13 Reportable Incidents YTD for 2017



# Safety and Security Activities

- Track Access Training for Levels 1- 3 now online
- Continued SSRC Meetings
- Revised Corrective Action, Development, Tracking and Closeout SOP
- Closing corrective actions
- Budget has been levelled out at 50K, which is budget for fiscal year 17-18
- Currently targeting for loitering violations
- Targeting Henry Street for traffic violations

# Marketing/Communications

## “Connect to Summer Fun” monthly pass contest:

- Facebook, Twitter & Instagram photo contest
- 7,500 Reached
- 129 engagements
- 22 entries



# Marketing/Communications

## Connector Lunch Club promotion:

- Highlighted promos/discounts via Social media (Facebook, Twitter, Instagram)
- Connector monthly newsletter article sent to 2,500+ subscribers.



# Marketing/Communications

## Facebook

Followers: **3,924** ▲ by 17

Impressions: **12,422**

Engagements: **1,854**



## Twitter

Followers: **4,095** ▲ by 30

Impressions: **49.6K**

Engagements: **183**

## Instagram

Followers: **930** ▲ by 20

Engagements: **417**

# Marketing/Communications

## Wayfinding posters

- Four city parking garages
  - Garfield
  - Gramercy
  - 7<sup>th</sup> & Broadway
  - Town Center





# Marketing/Communications

## Brochure distribution

- 500 to Cincinnati Music Festival organizers
- 500 to CVB Welcome Center
- 500 to member organizations of ArtsWave

# July Ridership Summary

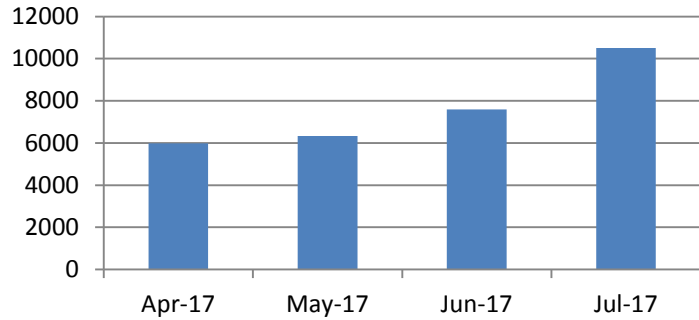
	Ridership	Ridership Budget	Variance
Weekday	28,141	28,791	-650
Saturday	22,101	19,792	+2,309
Sunday	11,717	9,720	+1,997
Holiday	957	1,400	-443
Total	62,916	59,703	+3,213

\*Includes any supplemental service

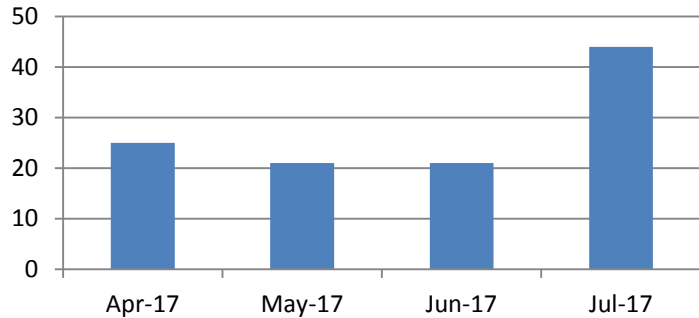
\*Does not include charter service

# Fare Compliance

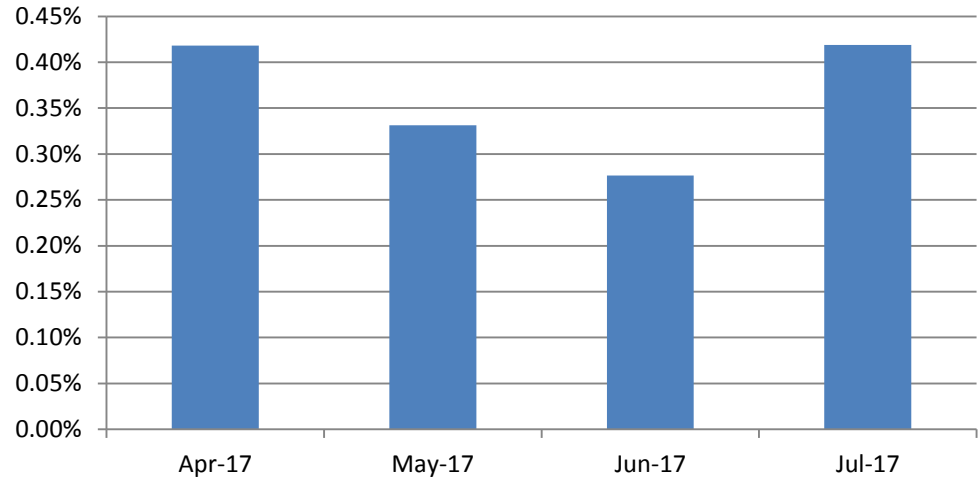
## Fare Inspections



## Citations



## Fare Evasion Rate

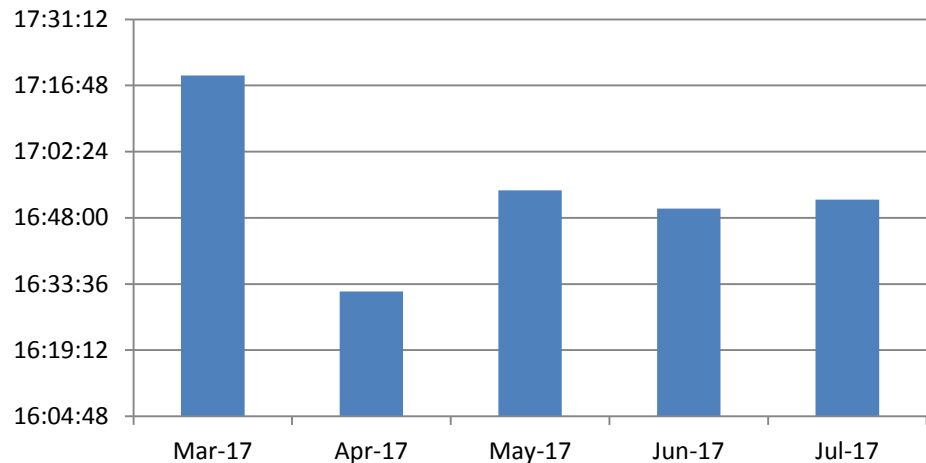


# July Operations Summary

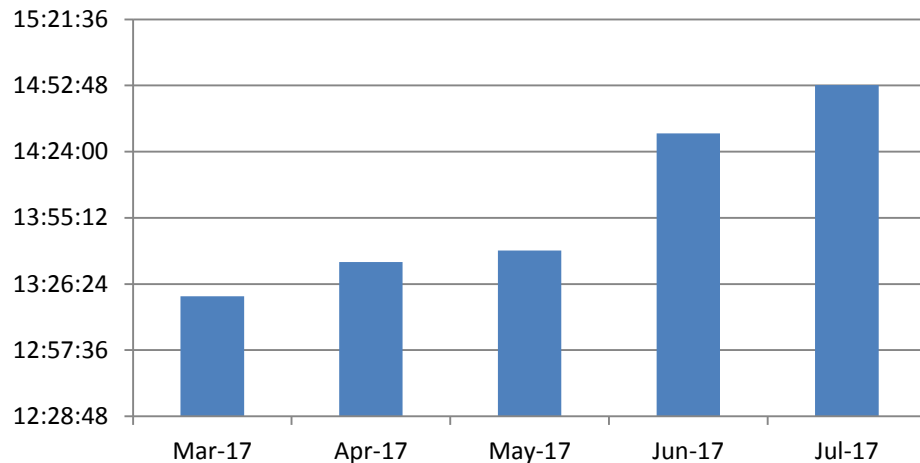
Trips Scheduled	Trips Operated	Missed Trips	Average Headway	Blockages*	Signal Failures	Close Calls	TAA	Charters
2,283	1,964	319	14:53 (12 min) 16:52 (15 min)	54 (total) 46 (more than 2 min)	10	35	4	0

# Operations Trends

## Average Off Peak Headway

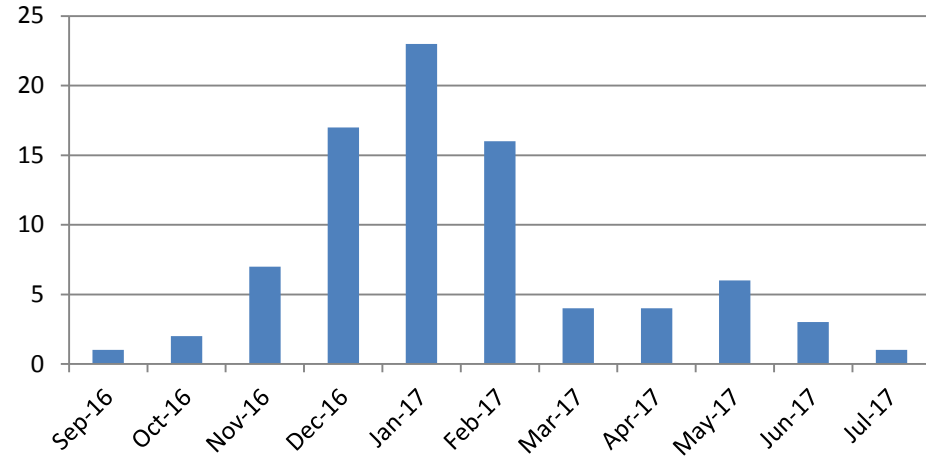


## Average Peak Headway



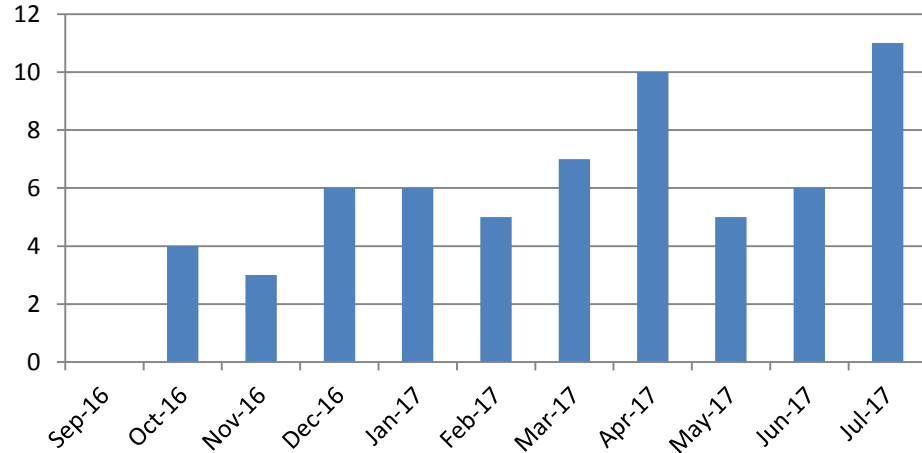
# Operations Trends

## Change Off Road



**Streetcar vehicle failure resulting in removal of vehicle from service; can be a failure of a safety device or electro/mechanical failure – requires off-load of passengers and results in 60+ minutes suspension of service and can result in reduced service (increased headway)**

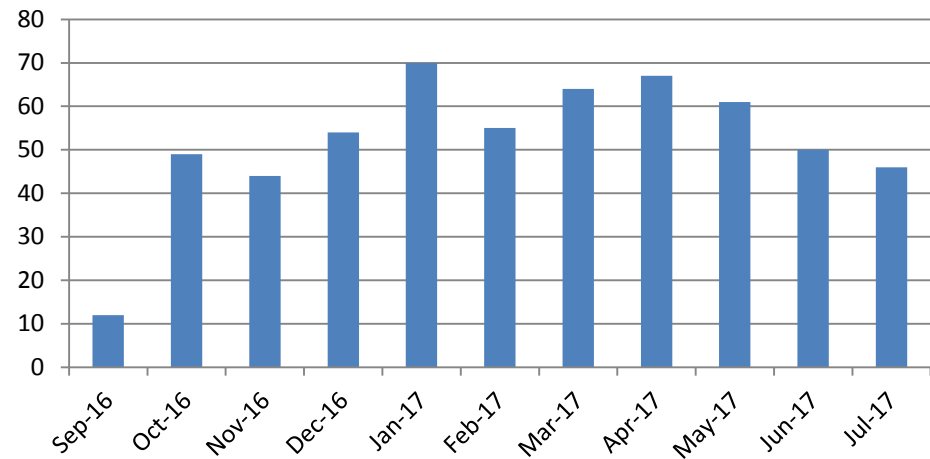
## Train Failure Road



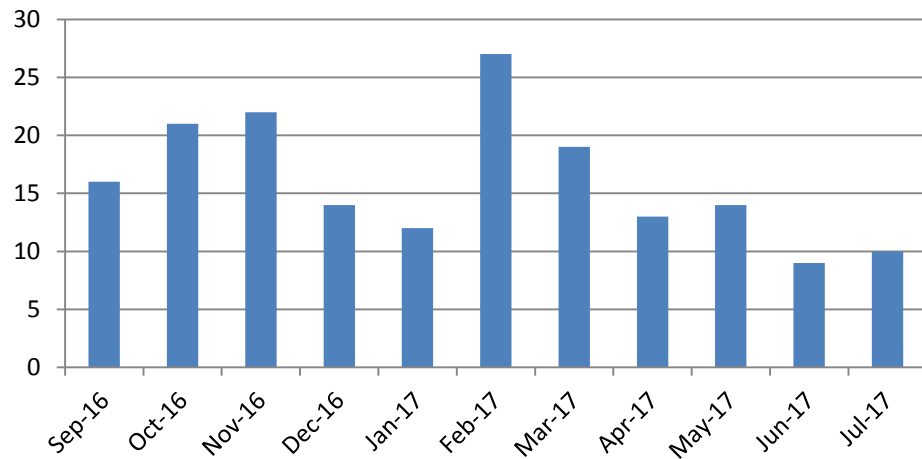
**Streetcar vehicle failure that can be remedied on the line – typically results in 5 to 60 minutes suspension of service**

# Operations Trends

## Streetcar Blockages



## Traffic Signal Failures



# Current Fleet Status

- 1176 partial out of service
  - Articulation bearing failure
- Field Modification Instruction (FMI)
  - CAF to submit schedule



**QUESTIONS?**