

Streetcar Update

Review of September 2017

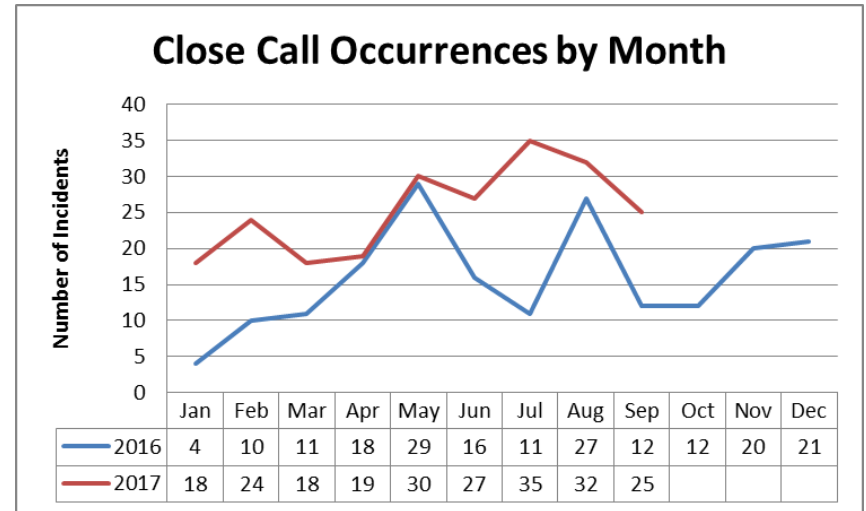


Cincinnati Bell® connector

Safety Metrics: Near Miss

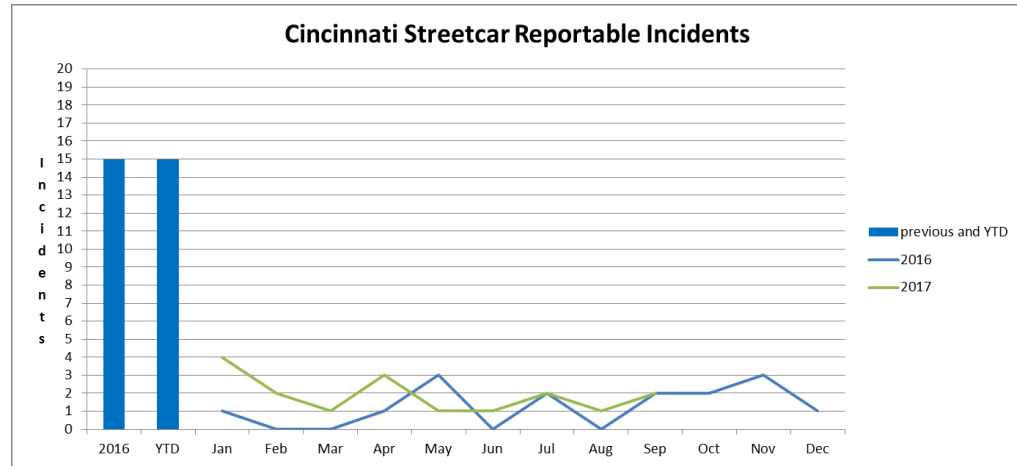
Near Miss Incident Breakdown

- 81% initiated by other vehicle:
 - Most interactions due to maneuvers in front of or around Streetcar
 - 16% Pedestrian Interactions (Jay walking)
- Incidents most likely to occur: Walnut at 5th, Main at 5th
- Most likely to occur weekdays between 1100 and 1400 and between 1600 and 1700



Safety Metrics: Reportable Incidents

- Incident Types (YTD)
 - 76% Collision
 - 18% Evacuations
 - 6% Medical-related
- 15 Reportable Incidents YTD for 2017



Safety Activities

- Internal Audit (17-002)
 - Required as part of Internal Audit Program
 - Coincides with Triennial Audit
- Workplace Safety Audit (17-003)
 - SOP Review
 - Physical Inspection
- Collision Analysis
 - Reviewed Data from start of revenue service
 - Included observations and recommendations

Internal Audit (17-002)

- Utilized Checklist's based upon System Safety Program Plan
- Performed by SORTA Safety Staff
- Goal is to confirm programs and activities are meeting planned and published requirements
 - Generally met
 - Opportunities for improvement
- Draft Audit Report under review

Workplace Safety Audit (17-003)

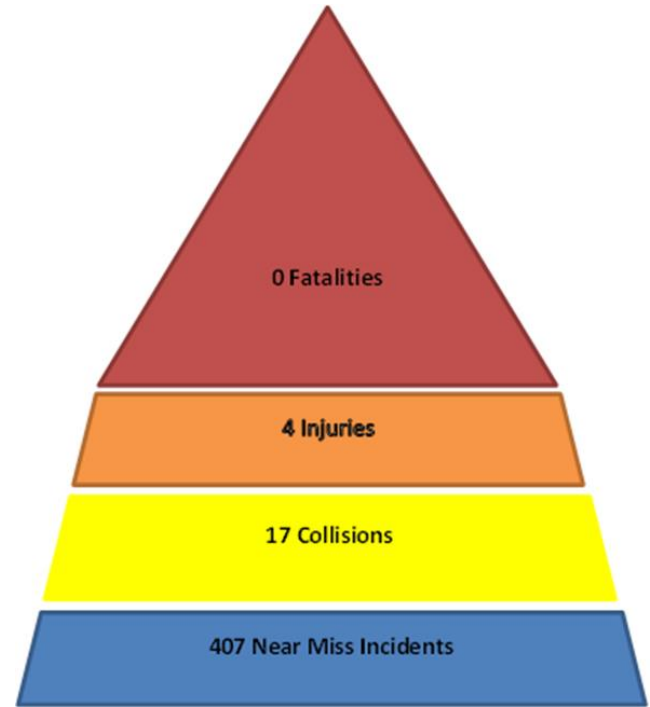
- Utilized checklist's based upon governmental requirements (e.g. OSHA)
- Performed by SORTA Safety Staff
- Findings
 - Documentation insufficient
 - Physical inspection resulted in 13 recommendations
- Transdev is being responsive and working to close gaps

Collision Analysis - Summary

- 69% of all collisions occurred at intersections
- 81% were “striking against” (regardless of fault)
- Collisions were spread between Saturday, Tuesday, Thursday and Friday
- Most damage was to the left front and left side of Streetcars
- Two operators were involved in five collisions, others distributed among seven operators
- Most operators had a collision (on average) within 188 days of certification

Frequency and Severity

- 407 near misses
- 17 collisions
- Data correlation
 - Walnut at 5th and Main at 5th
 - Had high near miss frequency with actual collisions



Observations

- Intersections greatest opportunity for collisions
- collisions occurring within specific times appear to be a function of commuters exiting the City and visitors on Saturday
- Contributing collision factors:
 - Motorist not exhibiting proper care around Streetcars
 - Following distance/defensive driving
 - Staffing (one Supervisor accounts for 3 collisions)

Summary of Recommendations

- Ensure all Rail Vehicle Operators made aware of incidence frequency at intersections
- Analyze intersections for other conditions potentially contributing to near miss frequency and collisions.
- Rail Vehicle Operators receive awareness/refresher training within 180 days of being certified.

Security

- Installed new signage and deployed Officer on Henry Street to monitor traffic infractions
- Adjustments made from last year's Octoberfest and Riverfest – no impact to service this year

Marketing/Communications

New TVM decal:

- Promotes Cincy EZRide app
- Includes QR code for easy scanning

Don't wait in line!

Download



and get tickets on
your smart phone.



Scan to find out how!

Marketing/Communications

Brochure distribution:

- 300 to BLINK
- 300 to United Way volunteers
- 300 to Procter & Gamble for alumni reunion

Marketing/Communications

Paid ads:



Explore a 3.6 mile loop from Over-the-Rhine to The Banks on the Cincinnati Bell Connector streetcar.

\$1.00 for two hours or **\$2.00** for all day - buy fare on your phone with the free Cincy EZRide app.



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www.CincinnatiBellConnector.com

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DCI Downtown Guide

Fall Visitors Guide – CVB/RTN



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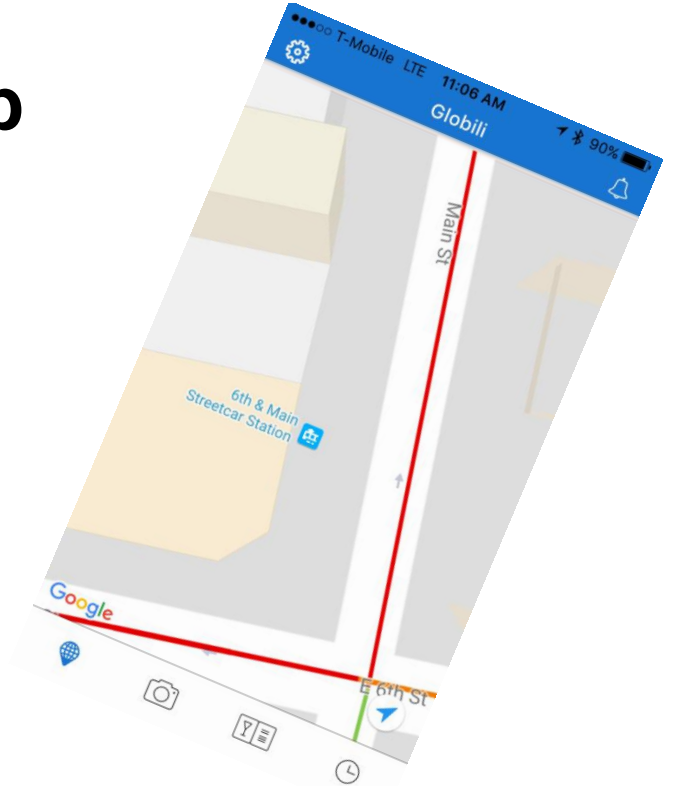
 CBConnector  CB_Connector  CB_Connector

Cincinnati Bell connector

Marketing/Communications

Adding stations to Globili app

- Provides free translations to dozens of languages
- Translates TVM instructions
- Geo-coded to launch on phones with the app when they near a station



Marketing/Communications

1st Birthday Social Media Contest & Recap Video

- 9,051 Impressions
- 1,609 Views
- 209 Engagements



Cincy Bell Connector

@CB_Connector

#FBF Tomorrow is our 1st birthday! 🎂 Here's a quick look back at a great year and a CHANCE TO WIN! Follow this thread for details...



6:09 AM - 8 Sep 2017

Cincinnati Bell connector

BLINK Cincinnati

Thursday, Oct. 12 – Sunday, Oct. 15



BLINK Cincinnati

Cincy EZRide

- 1,465 first-time purchasers
- Streetcar ticket sales: \$12,021.50 over four days
- Total streetcar ticket sales in September: \$11,785.00



BLINK Cincinnati



Ridership

- Thursday, Oct. 12: 3,163*
- Friday, Oct. 13: 8,862
- Saturday, Oct. 14 : 9,189
- Sunday, Oct. 15: 5,730
- Total 26,944

* *Service suspended 3.5 hours due to heavy pedestrian traffic*

BLINK Cincinnati



Cincinnati Bell Connector

Published by William Bill Grindesto [?] · October 15 at 6:20pm ·

Enjoy the final night of Blink, but remember to be streetcar safe! Mind the white lines when Parking and do not drive in streetcar only lanes.



1,093 people reached

Boost Post

Social Media:

- 56,879 impressions
- 2,745 Engagements
- 2,625 video views

September Ridership Summary

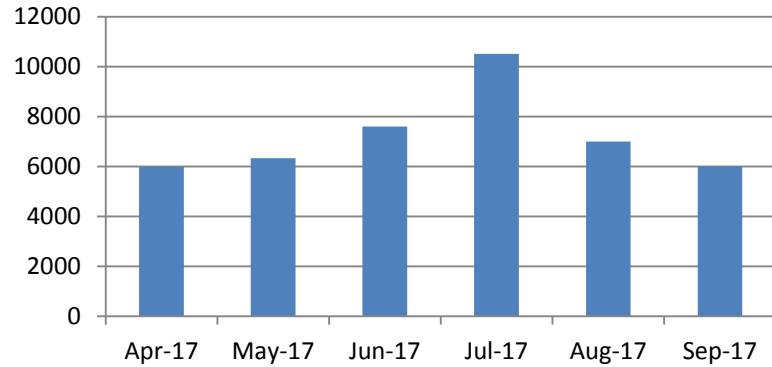
	Ridership	Ridership Budget	Variance
Weekday	25,064	28,833	-3,769
Saturday	20,623	21,890	-1,267
Sunday	12,685	15,376	-2,691
Total	58,372	66,099	-7,727

*Includes any supplemental service

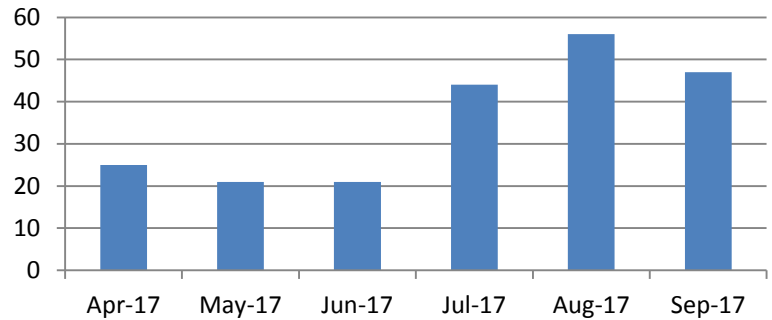
*Does not include charter service

Fare Compliance

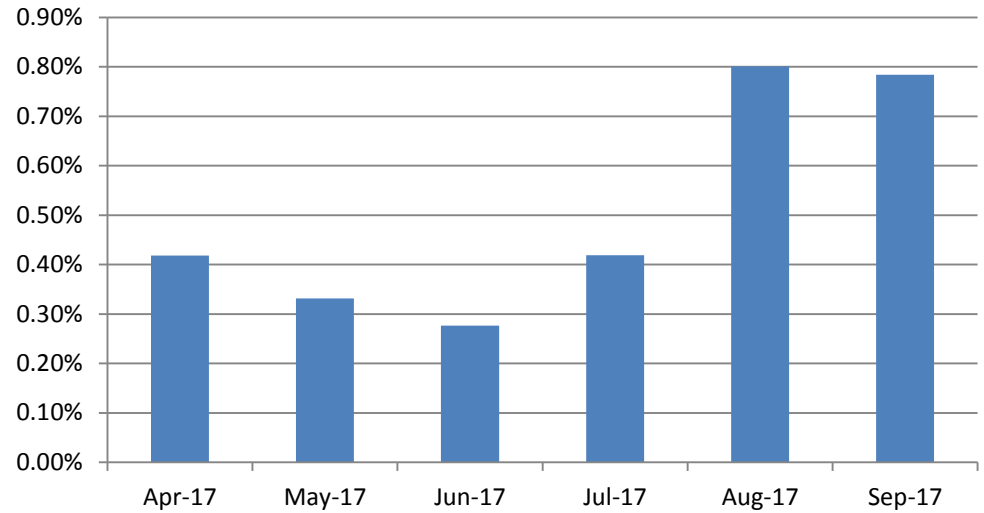
Fare Inspections



Citations



Fare Evasion Rate

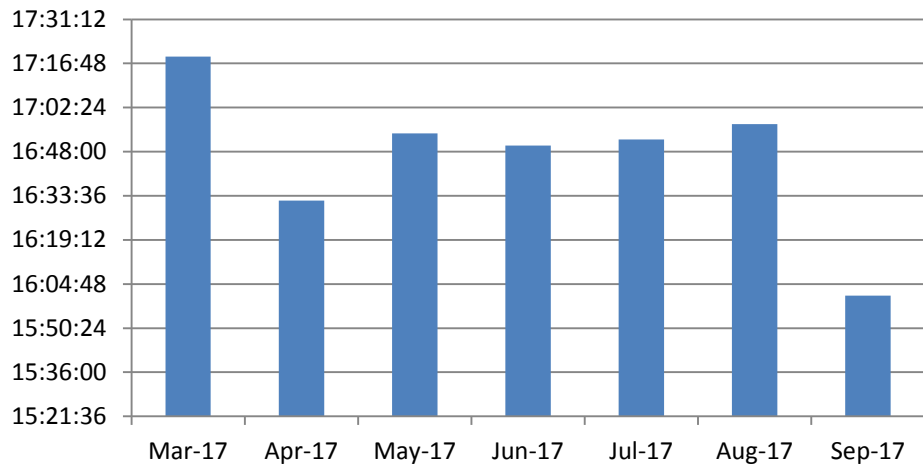


August Operations Summary

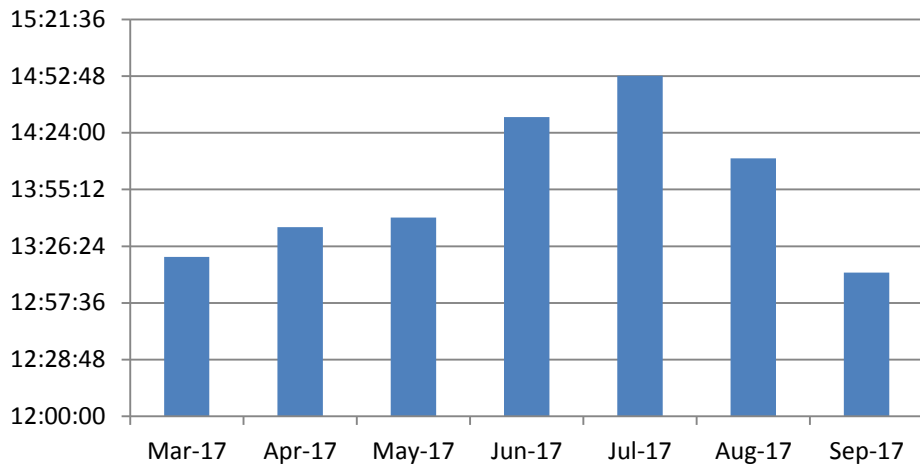
Trips Scheduled	Trips Operated	Missed Trips	Average Headway	Blockages*	Signal Failures	Close Calls	TAA	Charters
2,230	2,092	138	13:13 (12 min) 16:01 (15 min)	60 (total) 60 (more than 2 min)	8 (total) 4 (more than 2 min)	22	3	0

Operations Trends

Average Off Peak Headway

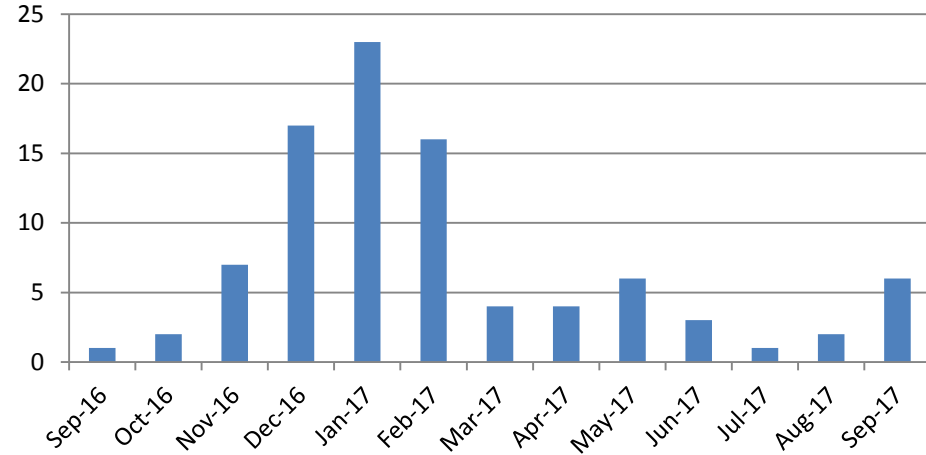


Average Peak Headway



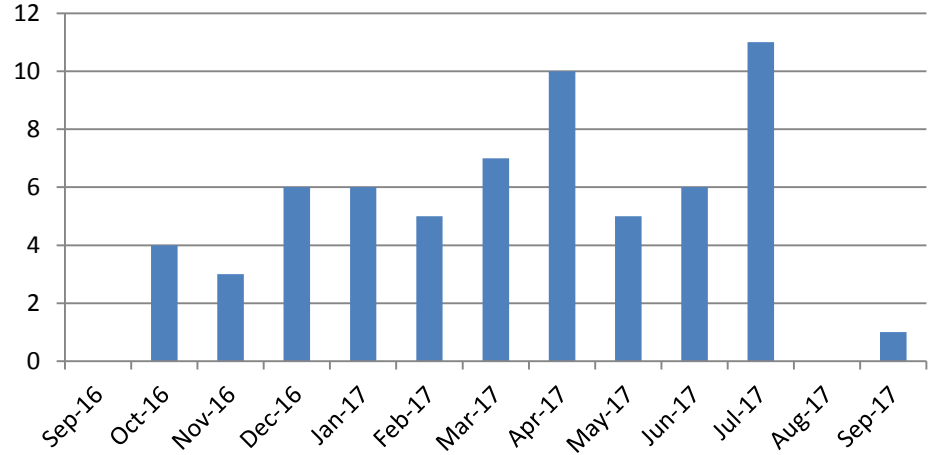
Operations Trends

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)

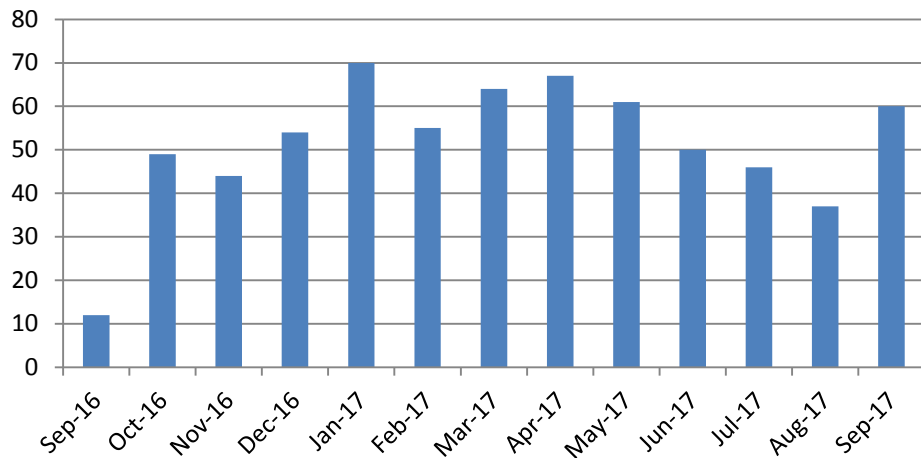
Train Failure Road



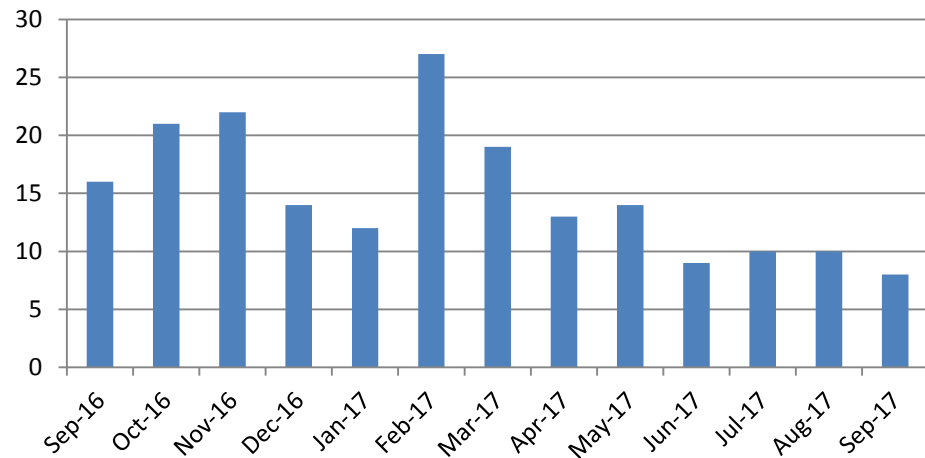
Streetcar vehicle failure that can be remedied on the line – typically results in 5 to 60 minutes suspension of service

Operations Trends

Streetcar Blockages



Traffic Signal Failures



QUESTIONS?