

The *County Connection*

Advisory Committee

County Connection Office – Board of Director Room
2477 Arnold Industrial Way, Concord, CA 94520

Friday, November 11, 2011

9:30 AM – 12:00 PM

Agenda

1. Call to Order – Roll Call
2. Agenda Approval*
3. Approval of Minutes of September 9, 2011 meeting*
4. Public Comment
5. Community Van Program – Verbal Update
6. Mobility Management Project Update*
7. ADA – Monthly Reports
 - a. ADA Certification and Recertification Reports*
 - b. LINK Monthly Operating Reports* – August/September
 - c. Ramp Events-August/September*
8. Fixed Route - Monthly Reports
 - a. Fixed Route Ridership Report-August/Sept.*
 - b. Driver Appreciation Winners: October–John Vassallo & November-Sheryl Robinson
 - c. Fixed-Route Customer Service Reports-September/October
 - d. CCCTA Website User Information-September/October*
9. Committee Member Communications
 - a. Committee contact information
10. Adjournment – Next meeting – December 9, 2011

*Enclosure

County Connection Scheduled Committee Meeting agendas are posted at www.cccta.org.

General Information

Availability of Public Records: All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body, will be available for public inspection at 2477 Arnold Industrial Way, Concord, California, at the same time that the public records are distributed or made available to the legislative body. The agenda and enclosures for this meeting are posted also on our website at www.CCCTA.org.

Public Comment: Each person wishing to address the CCCTA Advisory Committee is requested to complete a Speakers Card for submittal to the Committee Chair before the meeting convenes or the applicable agenda item is discussed. Persons who address the Committee are also asked to furnish a copy of any written statement to the staff liaison. A period of thirty (30) minutes has been allocated for public comments concerning items of interest within the subject

matter jurisdiction of the Committee. Each individual will be allotted three minutes, which may be extended at the discretion of the Committee Chair.

Accessible Public Meetings: Upon request, CCCTA will provide written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services, to enable individuals with disabilities to participate in public meetings. Please send a written request, including your name, mailing address, phone number and brief description of the requested materials and preferred alternative format or auxiliary aid or service so that it is received by CCCTA at least 48 hours before the meeting convenes. Requests should be sent to Manager of Marketing, 2477 Arnold Industrial Way, Concord, CA 94520 or burdick@cccta.org.

Shuttle Service: With 24-hour notice, a CCCTA LINK shuttle can be available at the North Concord BART station for individuals who want to attend this meeting. To arrange for the shuttle service, please call Robert Greenwood at (925) 680-2072, no later than 24 hours prior to the start of the meeting.

The County Connection

Advisory Committee

Summary Minutes

Meeting of September 9, 2011

The meeting was called to order at 9:35 AM.

Members present were Phil Reed, David Loyd, Sandra Smith, and Charles Hogle, and Sue Littlehale.

Staff present: Mary Burdick (CCCTA)

Guests: None

Approval of Agenda

The agenda was approved.

Approval of the Minutes of July 8, 2011

The minutes were approved with notation of two typos.

Public Comment

None

Community Van Program

Ms. Burdick reported that a total of four applications were received, and two met the program requirements – Futures Explored, and the Lamorinda Spirit Van. Mr. Reed questioned what would happen with these vehicles, and Ms. Burdick replied that the Director of Maintenance and the Director of Administration were currently discussing the possibility of creating a 2nd tier process.

RTC Discount Card Pilot Program

Ms. Burdick reported that with the implementation of the Clipper program within the seven large transit agencies, most are eliminating traditional paper tickets. A pilot program will go into effect on October 1, 2011 allowing RTC cardholders who require attendants, to apply for a second Clipper enabled discount card for their attendant to use when traveling with their companion. The card issued for the attendant will have the eligible card holder photo, and the eligible cardholder will be responsible for this additional card. MTC will monitor card use to assure that trips taken by the attendant coincide with those take by the cardholder.

ADA Monthly Reports

- A. ADA Certification and Recertification Report – In both July and August 2011 those being certified and recertified for ADA service declined.
- B. LINK Monthly Report – The Monthly reports for June and July were presented. Mr. Reed questioned the difference between the total of all listed trip (lines 17-20) and the

total passenger count in line 4. This is due to the fact that many trips carry more than one passenger. There was also a question about the relationship between the decline in total passengers vs. the decline in wheelchair users. Staff would confirm these numbers with LINK personnel. There was also a question about the number of ambulatory lift boardings. Staff reported LINK was asked to omit this line because it represents an internal control and is causing a lot of confusion.

C. Ramp Events – June and July reports were presented.

Driver Appreciation Program – Michael Moss was the August Winner, and Gil Duenas was the September winner. The committee recommended that this report as well as the ADA complaint verbal report be moved to the fixed-route report section. Additionally, staff will investigate the cost to have the fixed-route complaint program modified so the Committee can see a snapshot of complaint activity.

D. Ramp Events – The fixed route ramp report was reviewed.

Fixed-Route Staff Reports

A. Fixed-route Ridership Report – The monthly reports for July and August were reviewed.

B. Driver Appreciation Winners – Michael Moss was the August winner, and Gil Duenas was the September winner.

C. Customer Service Reports – Customer telephone contacts were presented. In July and August there were 112 telephone contacts that generated a customer service form for follow-up by the appropriate department. The majority of calls (101) were directed to the Operations department with issues ranging from buses running early, running late, conduct of operator, no-shows and pass ups.

D. CCCTA Website User Information - Staff provided user statistics for the month of July and August. Information includes total number of visits, number of unduplicated visits, pages per visit, total time on site, and the number of those accessing the site using a mobile device.

Committee Member Communication

Phil Reed asked that the list of Committee member contact information be included in the next packet. Sue Littlehale announced that a conference, sponsored by the Department of Motor Vehicles and aimed at senior citizens, would take place in Rossmoor in October.

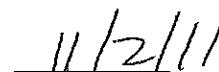
Adjournment

The meeting was adjourned at 10:35 AM.

The next meeting was scheduled for Friday, November 11, 2011 at 9:30 AM.



Mary Burdick, Manager of Marketing/Public Relations



Date

To: County Connection Advisory Committee

Date: November 2, 2011

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By:

SUBJECT: Mobility Management Request For Proposals

SUMMARY OF ISSUES:

In 2008 and 2009 FTA New Freedom funds were allocated to develop and Mobility Management Program as a regional project. Since the retirement of a key CCCTA staff member in June 2010 project management was shifted to AC Transit and has since stalled. Because these funds need to be drawn down, County Connection staff has assumed responsibility for moving the project forward as a county wide project rather than a larger, regional project.

An RFP has been issued to seek a qualified firm to conduct the transportation resource inventory in Contra Costa County, and to develop the Mobility Manage Plan. The project is being divided into three phases: 1) Mobility Options Inventory; 2) The Mobility Management Plan, and; 3) Web Enabled Senior/Disabled Transportation Database. Funding for the first two phases (\$143,750) have been allocated to County Connection, and funds for the third phase (\$120,000) has been allocated to the Contra Costa Transportation Authority.

All submissions are due to CCCTA by 3:00 PM on Friday, November 11, 2011.

ADA CERTIFICATION and RECERTIFICATION FY 2012

MONTH	FY 2012		FY 2011		FY 2012		FY 2011		FY 2012		FY 2011	
	Certified		Denied		Certified		Denied		Recertified		Denied	
	Total	Senior	Total	Senior	Total	Senior	Total	Senior	Total	Senior	Total	Senior
JUL	55	37	1	0	65	48	1	0	34	19	0	0
AUG	53	35	0	0	62	42	0	1	37	24	0	0
SEPT	63	51	0	0	61	46	0	0	29	17	0	0
OCT	53	37	1	0	53	38	0	0	36	22	0	0
NOV					69	39	0	0				
DEC					60	34	0	0				
JAN					51	36	1	1				
FEB					70	49	0	0				
MAR					64	51	0	0				
APR					68	51	1	0				
MAY					61	40	1	0				
JUN					59	39	0	0				
TOTAL	224	160	2	0	743	513	4	2	136	82	0	0
											571	367
											3	1

3,354 Total CCCTA, Active, ADA Eligible in the Regional Eligibility Database (RED)

**CCCTA LINK
MONTHLY OPERATING SUMMARY
AUGUST FY11/12**

SUMMARY	AUGUST FY 10/11	AUGUST FY 11/12	YTD FY 10/11	YTD FY 11/12
1 TOTAL CLIENTS	12,904	13,610	25,235	25,463
2 TOTAL ATTENDANTS	1,143	1,033	2,292	2,009
3 TOTAL COMPANIONS	57	104	119	169
4 TOTAL PASSENGERS	14,104	14,747	27,646	27,641
5 TOTAL SERVICE DAYS	31	31	61	61
6 VEHICLE REVENUE HOURS	7,179	7,079	14,077	13,337
7 VEHICLE SERVICE HOURS	8,724	8,653	17,081	16,272
8 VEHICLE NON REV HOURS	1,546	1,574	3,004	2,935
9 VEHICLE SERVICE MILES	136,386	136,447	268,665	254,646
10 VEHICLE REVENUE MILES	112,189	112,852	217,766	209,824
11 VEHICLE NON REV MILES	24,197	23,595	48,194	44,822
12 PASS. PER REVENUE HOUR	1.96	2.08	1.96	2.07
13 CLIENT PER REVENUE HOUR	1.80	1.92	1.79	1.91
14 PASS. PER SERVICE HOUR	1.62	1.70	1.62	1.70
15 PASS. PER SERVICE MILE	0.10	0.11	0.10	0.11
16 PASS. PER REVENUE MILE	0.13	0.13	0.13	0.13
17 TOTAL TRANSFER TRIPS	1,038	1,198	2,104	2,035
18 SAME DAY TRIPS	255	288	500	507
19 SUBSCRIPTION TRIPS	8,473	8,838	16,545	16,658
20 DEMAND	4,294	4,697	8,418	8,654
21 FAREBOX REVENUE	\$14,639.50	\$15,441.00	\$28,433.00	\$28,757.00
22 PREPAID CLIENTS	\$26,492.50	\$13,465.00	\$51,422.50	\$25,706.75
23 COLLECTED BILLING	\$1,424.00	\$23,220.00	\$2,916.00	\$68,036.00
24 TOTAL REVENUE COLLECTED	\$42,556.00	\$52,126.00	\$82,771.50	\$122,499.75
25 CHARGEABLE ACCIDENTS	0	1	0	1
26 SERVICE COMPLAINTS	0	0	0	2
27 SERVICE COMMENDATIONS	0	0	0	1
28 SERVICE DENIALS	0	0	0	0
29 ROAD CALLS	2	2	7	4
30 DRIVER TURNOVER	0	1.0	2.9	3.1
31 SCHEDULE ADHERENCE	94%	94%	94%	96%
32 WHEELCHAIR BOARDING'S	3,486	3,624	6,802	6,802
33 W/C LIFT AVAILABILITY	100%	100%	100%	100%
34 REGISTERED CLIENTS	8,765	10,032	NA	NA
35 UNDUPLICATED CLIENTS	1,080	1,077	NA	NA
36 NO-SHOWS	104	69	215	121
37 CANCELS	1,805	2,158	3,866	4,254
38 AVG. TRIP LENGTH (MILES)	9.7	9.3	9.7	9.2
39 AVG. SM BUSES IN SERVICE	5	8	5	8
40 AVG. BUSES IN SERVICE	48	55	48	55
41 TOTAL FUEL/GALLONS	18,272.4	19,465	37,388.6	37,510
42 FLEET M.P.G.	7.6	7.0	6.9	6.8

CCCTA LINK
MONTHLY OPERATING SUMMARY
SEPTEMBER FY11/12

SUMMARY	SEPTEMBER FY 10/11	SEPTEMBER FY 11/12	YTD FY 10/11	YTD FY 11/12
1 TOTAL CLIENTS	13,029	13,080	38,264	38,543
2 TOTAL ATTENDANTS	1,135	969	3,427	2,978
3 TOTAL COMPANIONS	41	92	160	261
4 TOTAL PASSENGERS	14,205	14,141	41,851	41,782
5 TOTAL SERVICE DAYS	29	29	90	90
6 VEHICLE REVENUE HOURS	6,922	6,780	20,999	20,117
7 VEHICLE SERVICE HOURS	8,395	8,228	25,476	24,500
8 VEHICLE NON REV HOURS	1,473	1,448	4,477	4,383
9 VEHICLE SERVICE MILES	130,552	135,306	399,217	389,952
10 VEHICLE REVENUE MILES	108,032	113,441	325,798	323,265
11 VEHICLE NON REV MILES	22,520	21,865	70,714	66,687
12 PASS. PER REVENUE HOUR	2.05	2.09	1.99	2.08
13 CLIENT PER REVENUE HOUR	1.88	1.93	1.82	1.92
14 PASS. PER SERVICE HOUR	1.69	1.72	1.64	1.71
15 PASS. PER SERVICE MILE	0.11	0.10	0.10	0.11
16 PASS. PER REVENUE MILE	0.13	0.12	0.13	0.13
17 TOTAL TRANSFER TRIPS	1,307	913	3,411	2,948
18 SAME DAY TRIPS	112	266	612	773
19 SUBSCRIPTION TRIPS	8,565	8,277	25,110	24,935
20 DEMAND	4,303	4,705	12,721	13,359
21 FAREBOX REVENUE	\$15,054.00	\$14,362.00	\$43,487.00	\$43,119.00
22 PREPAID CLIENTS	\$24,365.00	\$11,102.00	\$75,787.50	\$36,809.00
23 COLLECTED BILLING	\$12,236.00	\$15,532.00	\$15,152.00	\$83,568.00
24 TOTAL REVENUE COLLECTED	\$51,655.00	\$40,996.00	\$134,426.50	\$163,496.00
25 CHARGEABLE ACCIDENTS	0	1	0	2
26 SERVICE COMPLAINTS	0	1	0	3
27 SERVICE COMMENDATIONS	0	2	0	3
28 SERVICE DENIALS	0	0	0	0
29 ROAD CALLS	4	4	11	8
30 DRIVER TURNOVER	0	1	3	5
31 SCHEDULE ADHERENCE	95%	92%	94%	96%
32 WHEELCHAIR BOARDING'S	3,345	3,406	10,147	10,208
33 W/C LIFT AVAILABILITY	100%	100%	100%	100%
34 REGISTERED CLIENTS	9,073	9,374	N/A	N/A
35 UNDUPLICATED CLIENTS	1,080	1,065	N/A	N/A
36 NO-SHOWS	107	77	322	198
37 CANCELS	1,845	1,826	5,711	6,080
38 AVG. TRIP LENGTH (MILES)	9.2	9.6	9.5	9.3
39 AVG. SM BUSES IN SERVICE	3	8	3	8
40 AVG. BUSES IN SERVICE	48	55	48	55
41 TOTAL FUEL/GALLONS	17,780	18,537	55,169	56,047
42 FLEET M.P.G.	7.3	7.3	7.2	7.0

Operations Data Summary

RAMP EVENTS BY ROUTE

(sort by YTD Total - decending order)

Route	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	YTD Total
10	161	449	374										984
28	28	383	398										809
20	41	419	304										764
16	155	302	252										709
35	406	98	61										565
15	204	164	177										545
21	274	105	115										494
17	339	74	73										486
4	103	160	151										414
18	90	130	143										363
98X	2	177	175										354
11	240	31	63										334
1	74	84	139										297
9	26	166	97										289
314	128	84	32										244
14	35	116	89										240
19	148	18	23										189
36	52	26	91										169
25	84	45	39										168
6	10	40	116										166
301	147	0	4										151
96X	7	66	59										132
316	69	31	20										120
600's		50	47										97
97X	89	4	2										95
5	15	50	24										89
7	0	52	20										72
310	3	8	57										68
315	25	19	23										67
320	30	20	17										67
311	15	12	26										53
91X	17	9	8										34
2	7	21	5										33
93X	1	14	16										31
95X	11	8	9										28
321	6	4											10
92X		1	3										4
Total	3,042	3,440	3,252	0	0	0	0	0	0	0	0	0	9,734

÷ 2 =	1,521	1,720	1,626	0	0	0	0	0	0	0	0	0	4,867
-------	-------	-------	-------	---	---	---	---	---	---	---	---	---	-------

NOTE: * Data comes from Link Operators

** These are seasonal routes



Agenda Item 7.a

TO: O&S Committee

DATE: September 28, 2011

FROM: Anne Muzzini
Director of Planning & Marketing

SUBJ: Fixed Route Reports

Fixed Route Operating Reports for August 2011

1. Monthly Boarding's Data

The following represent the numbers that are most important to staff in evaluating the performance of the fixed route system.

<u>Title</u>	FY 2012		<u>Annual Goal</u>
	<u>Current Month</u>	<u>YTD Avg</u>	
Total Passengers	269,149		
Average Weekday	10,825	10,725	
Pass/Rev Hour	17.0	16.0	FY11 Goal > 17.0
Missed Trips	0.08%	0.07%	FY11 Goal < 0.25%
Miles between Road Calls	53,944	30,900	FY11 Goal > 18,000

** Based on Standards from updated SRTP*

Analysis

Average weekday ridership is slightly higher in August (10,825 passengers) from July (10,625 passengers), which is typical with the addition of school routes. Ridership this year is slightly higher than August of last year (10,763 passengers). Productivity in August was higher to 17.0 passengers per hour from the July level of 15.0 passengers per hour. The fall schedule began on August 21, 2011 and includes school trips.

The percentage of missed trips was higher in July (0.08%) as compared to the prior month (July = 0.06%). The YTD average is 0.16% missed trips.

The number of miles between roadcalls was equal to 53, 944 miles in August which is higher than the prior month when we experienced 46,361 miles between roadcalls. The year to date average is 30,900 miles between roadcalls.

**MONTHLY BOARDINGS
Operations Data Summary**

Fixed Route Boardings		Passengers by Revenue Hrs/Miles			Service Days		Fiscal YTD Comparison Passenger Boardings	
August 2011 - Fixed Route Boardings	269,131	Revenue Hours -	August 11	18,119	Weekdays - August 11	23	Fiscal 2012 YTD	507,739
Bus Bridge	18	Revenue Miles -	August 10	17,615	August 10	22		
Special Event	0		August 11	201,212	Saturdays - August 11	4	Fiscal 2011 YTD	507,661
			August 10	196,810	August 10	4		
August 2011 Total Boardings	269,149	Passengers per Mile		1.34	Total Days - 2011	31	YTD Trend	100.0%
August 2010 Total Boardings	260,346	Passengers per Hour		14.85	2010	31	Monthly Trend	96.6%

August 2011 Fixed Route Passenger Total						August 2011 Weekday Average	August 2011 Passengers per Revenue Hour
Route	Destination Information	Weekday	Saturday	Sunday	Total		
1	Rossmoor / Shadelands	8,402			8,402	365	14.2
2	Rudgear / Walnut Creek	1,412			1,412	61	6.8
4	Walnut Creek Downtown Shuttle	21,818	2,430	1,697	25,945	949	26.6
5	Creekside / Walnut Creek	1,488			1,488	65	6.8
6	Lafayette / Moraga / Orinda	7,484	238	365	8,087	325	10.0
7	Shadelands / Pleasant Hill / Walnut Creek	5,160			5,160	224	7.0
9	DVC / Walnut Creek	14,025			14,025	610	14.7
10	Concord / Clayton Rd	21,645			21,645	941	24.3
11	Treat Blvd / Oak Grove	6,245			6,245	272	15.3
14	Monument Blvd	13,486			13,486	586	14.9
15	Treat Boulevard	9,655			9,655	420	14.6
16	Alhambra Ave / Monument Blvd	15,585			15,585	678	13.0
17	Olivera/Solano / Salvio / North Concord	5,250			5,250	228	12.3
18	Amtrak / Merello / Pleasant Hill	9,838			9,838	428	13.7
19	Amtrak / Pacheco Blvd / Concord	3,414			3,414	148	10.7
20	DVC / Concord	26,562			26,562	1,155	25.6
21	Walnut Creek / San Ramon Transit Center	13,134			13,134	571	12.1
25	Lafayette / Walnut Creek	1,082			1,082	47	4.1
28	North Concord / Martinez	6,768			6,768	294	9.7
35	Dougherty Valley	7,203			7,203	313	9.6
36	San Ramon / Dublin	5,225			5,225	227	8.5
91X	Concord Commuter Express	943			943	41	10.8
92X	Ace Shuttle Express	4,328			4,328	188	22.7
93X	Kirker Pass Express	4,498			4,498	196	16.1
95X	San Ramon / Danville Express	3,740			3,740	163	16.2
96X	Bishop Ranch Express	10,616			10,616	462	14.4
97X	Bishop Ranch Express	2,366			2,366	103	10.4
98X	Martinez Express	7,406			7,406	322	12.2
250 *	Gael Rail Service	3	12	6	21	3	1.2
301	Rossmoor / John Muir Medical Center		317	250	567	0	7.9
310	Concord Bart / Clayton Rd / Kirker Pass		1,661	1,357	3,018	0	27.4
311	Concord / Oak Grove / Treat Blvd / WC		915	681	1,596	0	13.2
314	Clayton Rd / Monument Blvd / PH		2,403	1,696	4,100	0	22.7
315	Concord / Willow Pass / Landana		296	218	514	0	9.6
316	Alhambra / Merello / Pleasant Hill		1,189	1,026	2,215	0	15.9
320	DVC / Concord		1,051	595	1,646	0	16.2
321	San Ramon / Walnut Creek		1,082	666	1,748	0	12.5
600's	Select Service	10,196			10,196	443	28.9
TOTALS		248,980	11,594	8,557	269,131	10,825	17.0

* Data from Link

** Seasonal Route

Agenda Item 7.a

TO: O&S Committee

DATE: October 19, 2011

FROM: Anne Muzzini
Director of Planning & Marketing

SUBJ: Fixed Route Reports

Fixed Route Operating Reports for September 2011

1. Monthly Boarding's Data

The following represent the numbers that are most important to staff in evaluating the performance of the fixed route system.

<u>Title</u>	<u>FY 2012</u>		
	<u>Current Month</u>	<u>YTD Avg</u>	<u>Annual Goal</u>
Total Passengers	286,117		
Average Weekday	12,615	11,355	
Pass/Rev Hour	16.6	16.2	FY11 Goal > 17.0
Missed Trips	0.12%	0.09%	FY11 Goal < 0.25%
Miles between Road Calls	52,988	31,777	FY11 Goal > 18,000

* Based on Standards from updated SRTP

Analysis

Average weekday ridership is higher in September (12,615 passengers) from August (10,825 passengers), which is typical with the addition of school routes. Ridership this year is equal to September of last year (12,658 passengers). Productivity in September is slightly lower to 16.6 passengers per hour from the August level of 17.0 passengers per hour. The fall schedule, which includes school trips, began on August 21, 2011.

The percentage of missed trips was higher in September (0.12%) as compared to the prior month (August = 0.08%). The YTD average is 0.09% missed trips.

The number of miles between roadcalls was equal to 52,988 miles in September which is lower than the prior month when we experienced 53,944 miles between roadcalls. The year to date average is 31,777 miles between roadcalls.

**MONTHLY BOARDINGS
Operations Data Summary**

Fixed Route Boardings		Passengers by Revenue Hrs/Miles				Service Days		Fiscal YTD Comparison Passenger Boardings	
September 2011 - Fixed Route Boardings	286,117	Revenue Hours - September 11	17,221	Weekdays - September 11	21	Fiscal 2012 YTD	793,856	Fiscal 2011 YTD	794,771
Bus Bridge	0	September 10	17,282	September 10	21				
Special Event	0	Revenue Miles - September 11	192,018	Saturdays - September 11	4				
		September 10	191,471	September 10	4				
				Sundays - September 11	4				
				September 10	4				
September 2011 Total Boardings	286,117	Passengers per Mile	1.49	Total Days - 2011	29	YTD Trend	100.1%		
September 2010 Total Boardings	287,110	Passengers per Hour	16.61	2010	29	Monthly Trend	100.3%		

September 2011 Fixed Route Passenger Total						September 2011	September 2011
Route	Destination Information	Weekday	Saturday	Sunday	Total	Weekday Average	Passengers per Revenue Hour
1	Rossmoor / Shadelands	7,730			7,730	368	14.3
2	Rudgear / Walnut Creek	1,347			1,347	64	7.7
4	Walnut Creek Downtown Shuttle	20,165	2,327	1,836	24,328	960	27.1
5	Creekside / Walnut Creek	1,478			1,478	70	7.3
6	Lafayette / Moraga / Orinda	10,778	670	487	11,935	513	16.7
7	Shadelands / Pleasant Hill / Walnut Creek	4,562			4,562	217	6.8
9	DVC / Walnut Creek	12,651			12,651	602	14.5
10	Concord / Clayton Rd	22,669			22,669	1,079	27.9
11	Treat Blvd / Oak Grove	6,934			6,934	330	18.5
14	Monument Blvd	13,424			13,424	639	16.2
15	Treat Boulevard	10,903			10,903	519	18.2
16	Alhambra Ave / Monument Blvd	15,637			15,637	745	14.3
17	Olivera/Solano / Salvio / North Concord	5,197			5,197	247	13.4
18	Amtrak / Merello / Pleasant Hill	10,292			10,292	490	15.7
19	Amtrak / Pacheco Blvd / Concord	3,221			3,221	153	11.1
20	DVC / Concord	26,089			26,089	1,242	27.5
21	Walnut Creek / San Ramon Transit Center	13,301			13,301	633	13.4
25	Lafayette / Walnut Creek	1,129			1,129	54	4.7
28	North Concord / Martinez	6,777			6,777	323	10.7
35	Dougherty Valley	7,911			7,911	377	11.6
36	San Ramon / Dublin	5,484			5,484	261	9.8
91X	Concord Commuter Express	837			837	40	11.1
92X	Ace Shuttle Express	3,963			3,963	189	21.7
93X	Kirker Pass Express	4,159			4,159	198	16.3
95X	San Ramon / Danville Express	3,714			3,714	177	17.6
96X	Bishop Ranch Express	10,008			10,008	477	15.1
97X	Bishop Ranch Express	2,238			2,238	107	10.4
98X	Martinez Express	7,096			7,096	338	12.8
250 *	Gael Rail Service	145	242	114	501	15	5.3
301	Rossmoor / John Muir Medical Center		317	267	584	0	8.0
310	Concord Bart / Clayton Rd / Kirker Pass		1,685	1,317	3,002	0	27.9
311	Concord / Oak Grove / Treat Blvd / WC		830	752	1,582	0	13.1
314	Clayton Rd / Monument Blvd / PH		2,575	1,789	4,364	0	20.0
315	Concord / Willow Pass / Landana		260	184	443	0	8.2
316	Alhambra / Merello / Pleasant Hill		1,334	981	2,315	0	16.5
320	DVC / Concord		955	540	1,495	0	14.7
321	San Ramon / Walnut Creek		1,052	682	1,734	0	12.4
600's	Select Service	25,083			25,083	1,194	29.8
TOTALS		264,922	12,247	8,948	286,117	12,615	16.6

* Data from Link

** Seasonal Route

FY11 Web Use Statistics

	July	August	Sept.	Oct.	Nov	Dec.	Jan	Feb	March	April	May	June
Total Visitors				26,931	24,448	25,499	29,181	23,344	29,519	27,952	30,417	30,898
Unique Visitors				14,950	13,758	13,576	15,275	13,093	15,790	15,033	16,167	17,147
% New Visitor				45.72	43.91	41.75	41.26	40.59	40.33	41.04	39.65	42.29
Pages/Visit				3.77	3.59	3.57	3.56	3.32	3.15	3.15	3.05	3.23
Avg. Time				3:31	3:59	3:17	3:27	3:17	3:17	3:28	2:58	3:21
Mobile Device				4,601	4,598	5,094	6,075	6,109	7,112	6,802	7,656	7,713

FY12 Web Use Statistics

	July	August	Sept.	Oct.	Nov	Dec.	Jan	Feb	March	April	May	June
Total Visitors	29,970	40,496	36,252	33,885								
Unique Visitors	16,195	21,143	19,225	18,246								
% New Visitor	42.28	40.99	40.88	39.75								
Pages/Visit	3.13	3.19	3.06	2.97								
Avg. Time	3:13	3:14	3:00	2:57								
Mobile Device	7,929	10,640	10,772	10,746								

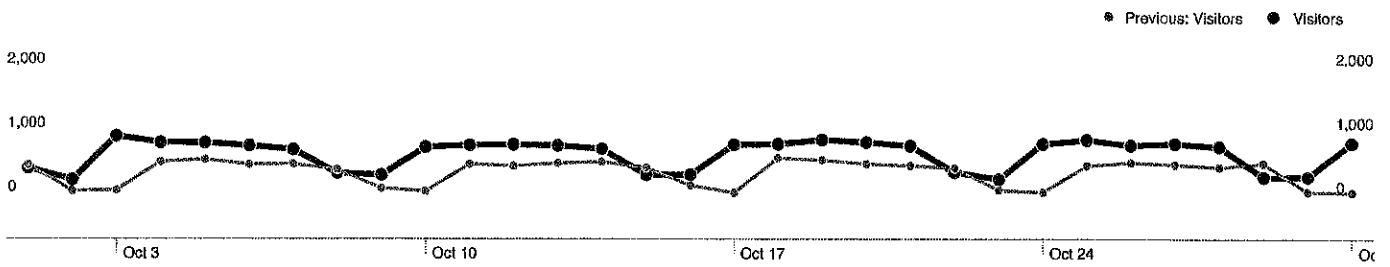
TERMS

Visitors - Total number of visitors to the site during time period

New Visits – Percentage of people who had never visited the site before during the time period.

Unique Visitors – Total number of unduplicated visitors during time period.

Mobile Devices – Total number of visitors accessing the website using a mobile device.



18,246 people visited this site

33,885 Visits

Previous: 26,499 (27.87%)

18,246 Absolute Unique Visitors

Previous: 14,276 (27.81%)

100,592 Pageviews

Previous: 98,870 (1.74%)

2.97 Average Pageviews

Previous: 3.73 (-20.44%)

00:02:57 Time on Site

Previous: 00:03:26 (-15.33%)

37.90% Bounce Rate

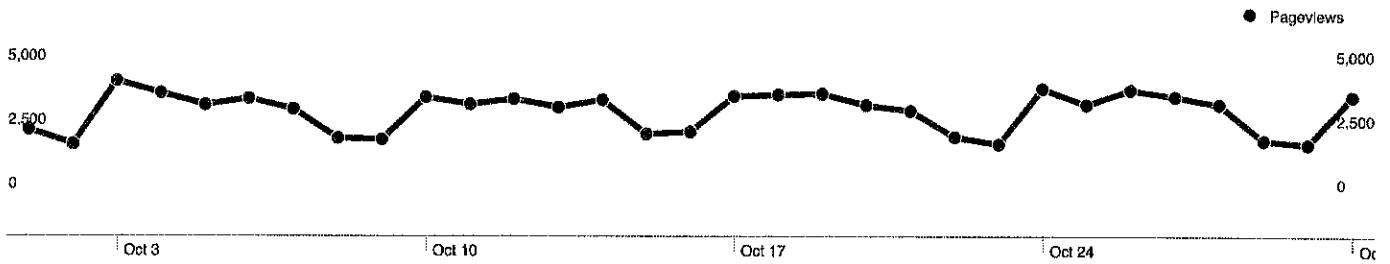
Previous: 27.94% (35.68%)

39.75% New Visits

Previous: 44.91% (-11.48%)

Technical Profile

Browser	Visits	% visits
Safari		
Oct 1, 2011 - Oct 31, 2011	9,503	28.04%
Oct 1, 2010 - Oct 31, 2010	7,797	29.42%
% Change	21.88%	-4.69%
Internet Explorer		
Oct 1, 2011 - Oct 31, 2011	9,031	26.65%
Oct 1, 2010 - Oct 31, 2010	10,179	38.41%
% Change	-11.28%	-30.62%



1,181 pages were viewed a total of 100,592 times

Content Performance

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index							
<table border="0"> <tr> <td>Pageviews 100,592 % of Site Total: 100.00%</td> <td>Unique Pageviews 72,730 % of Site Total: 100.00%</td> <td>Avg. Time on Page 00:01:30 Site Avg: 00:01:30 (0.00%)</td> <td>Bounce Rate 37.91% Site Avg: 37.91% (0.00%)</td> <td>% Exit 33.68% Site Avg: 33.68% (0.00%)</td> <td colspan="2">\$ Index \$0.00 Site Avg: \$0.00 (0.00%)</td> </tr> </table>							Pageviews 100,592 % of Site Total: 100.00%	Unique Pageviews 72,730 % of Site Total: 100.00%	Avg. Time on Page 00:01:30 Site Avg: 00:01:30 (0.00%)	Bounce Rate 37.91% Site Avg: 37.91% (0.00%)	% Exit 33.68% Site Avg: 33.68% (0.00%)	\$ Index \$0.00 Site Avg: \$0.00 (0.00%)	
Pageviews 100,592 % of Site Total: 100.00%	Unique Pageviews 72,730 % of Site Total: 100.00%	Avg. Time on Page 00:01:30 Site Avg: 00:01:30 (0.00%)	Bounce Rate 37.91% Site Avg: 37.91% (0.00%)	% Exit 33.68% Site Avg: 33.68% (0.00%)	\$ Index \$0.00 Site Avg: \$0.00 (0.00%)								
/	26,777	17,456	00:01:10	26.76%	25.69%	\$0.00							
/maps-schedules/	12,881	7,961	00:00:56	15.82%	15.98%	\$0.00							
/fares/	3,831	2,766	00:01:17	40.18%	27.51%	\$0.00							
/schedule/6/	3,438	3,022	00:04:18	84.90%	77.66%	\$0.00							
/schedule/18/	2,480	1,912	00:02:57	64.79%	42.94%	\$0.00							
/schedule/9/	2,269	1,834	00:02:19	67.59%	49.76%	\$0.00							
/schedule/16/	1,936	1,475	00:02:02	69.47%	43.03%	\$0.00							
/how-to-ride/	1,904	1,425	00:00:40	27.59%	9.14%	\$0.00							
/schedule/10/	1,790	1,437	00:02:51	65.63%	51.51%	\$0.00							
/schedule/21/	1,754	1,397	00:02:32	72.28%	51.20%	\$0.00							
/schedule/98X/	1,754	1,446	00:02:06	78.94%	54.62%	\$0.00							
/schedule/20/	1,731	1,448	00:01:48	71.51%	52.63%	\$0.00							
/schedule/15/	1,515	1,216	00:02:51	72.09%	51.68%	\$0.00							
/schedule/4/	1,395	1,153	00:02:59	76.70%	64.66%	\$0.00							
/schedule/14/	1,354	1,095	00:02:28	69.44%	48.23%	\$0.00							
/schedule/316/	1,353	1,054	00:02:40	77.29%	50.55%	\$0.00							
/about/	1,219	939	00:00:35	52.38%	18.38%	\$0.00							
/schedule/314/	1,203	962	00:02:25	69.71%	47.13%	\$0.00							
/schedule/35/	1,181	909	00:02:19	76.89%	49.11%	\$0.00							
/schedule/28/	1,165	884	00:02:31	68.35%	45.32%	\$0.00							
/schedule/11/	1,119	928	00:02:01	68.09%	38.70%	\$0.00							

/driver-login/	1,014	552	00:02:08	26.06%	48.03%	\$0.00
/schedule/96X/	983	768	00:02:41	71.67%	45.27%	\$0.00
/schedule/7/	919	704	00:02:25	75.95%	42.98%	\$0.00
/schedule/320/	908	738	00:02:08	76.43%	48.46%	\$0.00
/schedule/1/	848	581	00:02:05	56.76%	33.25%	\$0.00
/schedule/310/	782	653	00:02:21	88.24%	58.70%	\$0.00
/schedule/321/	779	657	00:02:15	74.10%	56.74%	\$0.00
/link/	755	575	00:01:03	37.59%	23.31%	\$0.00
/schedule/36/	743	532	00:01:51	65.57%	35.13%	\$0.00
/fares/where-to-buy/	742	550	00:01:44	72.97%	35.44%	\$0.00
/schedule/311/	733	599	00:02:00	70.71%	41.88%	\$0.00
/schedule/19/	729	518	00:01:34	58.14%	26.61%	\$0.00
/schedule/17/	663	538	00:01:48	69.90%	48.87%	\$0.00
/schedule/95X/	648	528	00:01:18	67.44%	31.33%	\$0.00
/how-to-ride/paying-your-fare/	517	425	00:01:43	62.50%	21.08%	\$0.00
/fares/clipper-card/	489	407	00:01:10	58.33%	25.36%	\$0.00
/schedule/93X/	489	366	00:02:29	74.44%	42.54%	\$0.00
/news/	477	359	00:00:40	42.86%	14.88%	\$0.00
/maps-schedules/school-routes-for-concordpleasant-hillwalnut-creek/	449	244	00:01:43	33.33%	22.27%	\$0.00
/schedule/250/	440	374	00:02:49	65.28%	51.59%	\$0.00
/schedule/5/	440	371	00:01:53	83.87%	47.27%	\$0.00
/schedule/2/	429	331	00:02:01	76.09%	43.82%	\$0.00
/schedule/97X/	406	289	00:01:51	56.25%	31.03%	\$0.00
/about/jobs/	394	233	00:01:11	32.26%	30.20%	\$0.00
/how-to-ride/places-to-go/	356	267	00:00:38	0.00%	9.55%	\$0.00
/schedule/92X/	342	258	00:03:00	50.75%	36.26%	\$0.00
/maps-schedules/school-routes-for-danvillesan-ramon/	326	176	00:01:26	38.89%	23.31%	\$0.00
/maps-schedules/school-routes-for-lafayettetemoragaorinda/	309	186	00:01:15	60.00%	33.98%	\$0.00
/link/eligibility-registration/	285	201	00:02:28	45.45%	44.56%	\$0.00

1 - 50 of 1,181