

# *The County Connection*

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

**Friday, January 13, 2012**  
**9:30 AM – 12:00 PM**

## Agenda

1. Call to Order – Roll Call
2. Agenda Approval\*
3. Approval of Minutes of November 11, 2011 meeting\*
4. Public Comment
5. Clipper Fare Program Update\*
6. ADA – Monthly Reports
  - a. ADA Certification and Recertification Reports\*
  - b. LINK Monthly Operating Reports\* – October/November
  - c. Ramp Events- October/November \*
7. Fixed Route - Monthly Reports
  - a. Fixed Route Ridership Report-October/November.\*
  - b. Driver Appreciation Winners: December–Oswaldo Fajardo & January – Monroe Woodard.
  - c. Fixed-Route Customer Service Reports- October/November
  - d. CCCTA Website User Information-October-December\*
8. Upcoming Agenda Items
  - a. Short Range Transit Plan
  - b. Real Time Bus Project
  - c. FY2012 Operating and Capital Budget
  - d. Mobility Management Project
9. Committee Member Communications
  - a. Committee contact information
10. Adjournment – Next meeting – March 9, 2012

\*Enclosure

County Connection Scheduled Committee Meeting agendas are posted at [www.cccta.org](http://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](http://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](mailto: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 November 11, 2011

The meeting was called to order at 9:30 AM.

Members present were David Loyd, Sandra Smith, and Charles Hogle, Connie Whiting, Sarah Vital, and Eileen Vonk

Staff present: Mary Burdick (CCCTA)

Guests: None

#### **Approval of Agenda**

The agenda was approved.

#### **Approval of the Minutes of September 9, 2011**

The minutes were approved.

#### **Public Comment**

None

#### **Community Van Program**

Ms. Burdick reported that the program outline was changed and approved to allow for surplus vehicles not donated through the Community Van Program to be donated to non-profit organizations within the CCCTA service area. The organizations would not be held to the reporting requirements, but they would also not be eligible to receive the maintenance subsidy. Four organizations will receive a van.

#### **Mobility Management Program Update**

Ms. Burdick reported that County Connection was taking the lead in moving this project forward within Contra Costa County. Originally the project was planned as a regional project with funds allocated to complete a service inventory, develop the mobility management plan, and develop and maintain a resource database. Because this project has been stalled, CCCTA staff will use the funds allocated for Contra Costa County and seek competitive bids, which are due in the office on November 11, 2011. Total funds available for the first two phases is \$143,750. Funding for the third phase (database development and management) is \$120,000, and has been allocated to the Contra Costa Transportation Authority.

#### **ADA Monthly Reports**

ADA Certification and Recertification Report, LINK Monthly Operating Report, and Fixed Route Ramp Reports for August and September 2011 were presented without comment.

### **Fixed-Route Staff Reports**

- A. Fixed-route Ridership Report – The monthly reports for September and October were reviewed.
- B. Driver Appreciation Winners – John Vassallo was the October winner, and Sheryl Robinson was the November winner.
- C. Customer Service Reports – Customer telephone contacts were presented. In September and October there were 148 customer contacts that generated a customer service complaint form for follow-up by the appropriate department.
- D. CCCTA Website User Information - Staff provided user statistics for the month of September and October. Information included 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.

### **Adjournment**

The meeting was adjourned at 10:35 AM.

The next meeting was scheduled for Friday, January 13, 2012 at 9:30 AM.

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Mary Burdick, Manager of Marketing/Public Relations

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Date

**To:** County Connection Advisory Committee

**Date:** January 4, 2012

**From:** Mary Burdick, Sr. Manager of Marketing

**Reviewed By:**

**SUBJECT: Clipper Regional Fare Payment Program**

## **BACKGROUND INFORMATION**

The Metropolitan Transportation Commission (MTC) has been working on a regional fare collection system for many years. The regional program originally launched as Translink and has been rebranded as Clipper. Clipper is an all-in-one transit card that keeps track of any passes, discount tickets, ride books and cash value that you load onto it, while applying all applicable fares, discounts and transfer rules. This lets the rider customize the card for their own transit needs. The Clipper card can hold multiple passes, ride books or tickets (which are specific to the transit system being used), as well as up to \$300 in cash value at one time. Cash value on your Clipper card can be used to ride any participating transit system.

As the second phase winds down, MTC is anxious for the participating transit agencies to discontinue selling paper tickets and to transition riders to the Clipper card. Currently the participating agencies include BART, Sam Trans/Caltrain, AC Transit, San Francisco MUNI, Golden Gate Transit (buses and ferries), and the Santa Clara Valley Transportation Authority (buses and light rail).

The first agencies in Phase III to introduce Clipper will be the remaining Oakland/San Francisco ferry operators and the bus operators in Solano County. County Connection, Tri Delta Transit, Wheels, and WestCAT are projected to be among the last operators to be included in the program.

## **Ticket Distribution**

MTC has established retail locations throughout the Bay Area to distribute the adult Clipper Cards. These include Walgreens, the Bills Ace Hardware chain, ticket offices of participating agencies, and numerous individual locations. Once the card has been issued, the cardholder can then register the card either on line or by telephone, and select the transit instruments to be loaded. In order to take advantage of agency fare discounts the cardholder must establish either an automatic credit charge or debit transfer when the remaining balance reaches a certain level. If the cardholder does not wish to link the card to a credit or debit account, they can simply load "cash" to the card at any retail location or at the Add Fare machines in the BART stations. This value is available for use on any participating system based on current adult cash fares.

Adult riders can get their Clipper card at any of the retail locations. Seniors or youths must get their discount Clipper cards in person.

### **Clipper and Title VI Concerns**

There have been some federal Title VI concerns that are currently under review. Title VI grants equal access to all federally funded services and prohibits discrimination based on race, color, or national origin. MTC's original intent was to apply a \$3-\$5 fee to the card and/or require that a cash value be loaded on to the card at the time of purchase. To date, the cards have been distributed free of charge, with no requirement that a minimum cash value be loaded on to the card. MTC wishes to begin charging for the cards in 2012, and recently conducted a public hearing seeking comments on the Title VI Summary Report. If interested, please review MTC's Title VI Summary Report at

[http://www.mtc.ca.gov/get\\_involved/rights/Clipper\\_Title\\_VI\\_Analysis\\_Summary\\_Report.pdf](http://www.mtc.ca.gov/get_involved/rights/Clipper_Title_VI_Analysis_Summary_Report.pdf)

### **Concerns Expressed To Date**

By far, the biggest impact of the limited access to paper tickets has been on BART, and the new requirement that one's eligibility for a senior or youth discount be made at the point of purchase rather than point of use.

While transit riders are pleased with the program, and County Connection passengers are anxious to be able to use Clipper on our system, there are some areas of concern that we hear frequently from our drivers and callers:

- BART stopped supplying former retail locations with paper tickets several months ago. They are now only available at select BART stations.  
*See attached BART flyer to seniors.\**
- Getting a senior or youth Clipper Card is extremely difficult. The only physical location in our service area for someone to turn in the Senior or youth application, supply proof of age, and get their discount Clipper card is at the kiosk at the WC BART station, which is open from 2-7 PM Monday-Friday. Besides this, BART staff is conducting Clipper sign up events at Senior Centers and senior housing complexes. The schedule of events is primarily advertised only on the websites which many feel is inadequate. The local print media has published local events.
- BART agents are incorrectly advising passengers to get the senior Clipper card at our office. We can only do this through the RTC program - which is not immediate, not free, and not permanent. Our staff is left to explain the program to people who are frustrated.
- Commuters enrolled in the Commuter Check pre-tax programs are not able to use their Commuter Checks to take advantage of transit agency fare discounts. Fare discounts are only available for those who link their card to a credit/debit account, and Commuter Checks can only be accepted and deposited by merchants – not individuals. So the regular, loyal riders are not able to realize frequent use fare discounts.

### **How Is County Connection Responding?**

- Marketing and Customer Service staff will continue to monitor the Clipper website to see when and where Senior and Youth Clipper sign up events will take place.
- Staff will provide accurate Clipper information to riders and pass along information regarding senior and youth Clipper distribution events.
- The General Manager is exploring the costs and benefits of distributing the Senior and Youth Clipper cards directly from the Concord facility.

### **STAFF RECOMMENDATION**

Staff is not making any specific recommendation at this time. The information is presented to show how Central County transit riders are being affected by Clipper implementation. While County Connection is not yet a participating agency, our riders who use other transit systems are impacted, and look to us as a source of reliable and accurate information.



## To Seniors who use Green Tickets on BART:

BART is moving away from paper tickets to Clipper. Here's what you need to know:

- ✓ Green tickets will continue to be sold but only at 9 locations (Lake Merritt BART and MyTransitPlus @ Civic Center, Powell, Montgomery, Embarcadero, Bay Fair, Coliseum, Walnut Creek, Richmond BART).
- ✓ BART faregates will always accept Green tickets.
- ✓ The Senior Clipper is the most convenient way to pay discount fares.
- ✓ You can apply for a Senior Clipper card at one of BART's outreach events, at BART's Lake Merritt station or at any other local transit agency.

Once you get the hang of it, you'll see that paying by Clipper is easier than dealing with Green tickets. ***And, of course, you'll get the 62.5% discount each time you take a trip!***

Here's how to use your Senior Clipper card:

First, you need to load money on your Senior Clipper Card. Use cash or credit or debit card.

- ✓ You can do this at ticket vending machines in all BART stations.
- ✓ Or, you can call or go on-line to Clipper Customer Service.

Now, you're ready to use your Senior Clipper Card to pay your fare.

- ✓ As you enter and exit, touch your card to the Clipper disk on the faregate. It's the raised round blue disk on top. If you're using the accessible gate, you'll find the disk to your right on the side of the faregate.
- ✓ As you exit, check the faregate display. You'll see the discount fare paid and your card balance.

What you'll love best about using your Senior Clipper card:

- ✓ You can put money on your card in BART stations. No more searching for a vendor that sells Green BART tickets before you make a trip.
- ✓ You can add whatever amount works best for you instead of being limited to a set denomination Green BART ticket. And, you can use cash or credit or debit card and order by phone or on-line, too.
- ✓ You'll never have to deal with leftover tickets again.
- ✓ You can check the card balance at any ticket vending machine before you start the trip and add money if you don't have enough.
- ✓ You'll know the true fare for each trip you take since your card will be charged the 62.5% discount fare as you exit.

You can get in-station help from a BART Station Agent or you can call the BART Transit Information Center (510 465 2278) or Clipper Customer Service (877 878 8883), or go online to [www.BART.gov](http://www.BART.gov) or [www.Clippercard.com](http://www.Clippercard.com).



**ADA CERTIFICATION and RECERTIFICATION  
FY 2012**

MONTH	FY 2012				FY 2011				FY 2012				FY 2011			
	Certified		Denied		Certified		Denied		Recertified		Denied		Recertified		Denied	
	Total	Senior	Total	Senior	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	47	37	0	0
AUG	53	35	0	0	62	42	0	1	37	24	0	0	59	34	1	0
SEPT	63	51	0	0	61	46	0	0	29	17	0	0	54	34	0	0
OCT	53	37	1	0	53	38	0	0	36	22	0	0	52	31	0	0
NOV	48	34	0	0	69	39	0	0	35	17	0	0	47	28	0	0
DEC	42	29	0	0	60	34	0	0	28	21	0	0	37	28	0	0
JAN					51	36	1	1					46	34	0	0
FEB					70	49	0	0					33	17	1	0
MAR					64	51	0	0					57	40	0	0
APR					68	51	1	0					34	27	0	0
MAY					61	40	1	0					60	34	0	0
JUN					59	39	0	0					45	23	1	1
<b>TOTAL</b>	314	223	2	0	743	513	4	2	199	120	0	0	571	367	3	1

3,246 Total CCCTA, Active, ADA Eligible in the Regional Eligibility Database (RED)

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

<b>SUMMARY</b>	<b>OCTOBER FY 10/11</b>	<b>OCTOBER FY 11/12</b>	<b>YTD FY 10/11</b>	<b>YTD FY 11/12</b>
1 TOTAL CLIENTS	13,014	13,018	51,278	51,561
2 TOTAL ATTENDANTS	1,119	1,141	4,546	4,119
3 TOTAL COMPANIONS	75	73	235	334
4 TOTAL PASSENGERS	14,208	14,232	56,059	56,014
5 TOTAL SERVICE DAYS	31	30	122	120
6 VEHICLE REVENUE HOURS	6,936	6,851	27,935	26,968
7 VEHICLE SERVICE HOURS	8,426	8,245	33,902	32,745
8 VEHICLE NON REV HOURS	1,490	1,394	5,967	5,777
9 VEHICLE SERVICE MILES	132,478	126,987	531,695	516,939
10 VEHICLE REVENUE MILES	110,187	110,150	435,985	433,415
11 VEHICLE NON REV MILES	22,291	21,105	93,005	87,792
12 PASS. PER REVENUE HOUR	2.05	2.08	2.01	2.08
13 CLIENT PER REVENUE HOUR	1.88	1.90	1.84	1.91
14 PASS. PER SERVICE HOUR	1.69	1.73	1.65	1.71
15 PASS. PER SERVICE MILE	0.11	0.11	0.11	0.11
16 PASS. PER REVENUE MILE	0.13	0.13	0.13	0.13
17 TOTAL TRANSFER TRIPS	1,135	939	4,546	3,887
18 SAME DAY TRIPS	243	214	855	987
19 SUBSCRIPTION TRIPS	8,504	8,191	33,614	33,126
20 DEMAND	4,402	4,724	17,123	18,083
21 FAREBOX REVENUE	\$15,381.50	\$14,399.00	\$58,868.50	\$57,518.00
22 PREPAID CLIENTS	\$32,395.00	\$13,573.00	\$108,182.50	\$50,382.00
23 COLLECTED BILLING	\$7,074.00	\$31,824.00	\$22,226.00	\$115,392.00
24 TOTAL REVENUE COLLECTED	\$54,850.50	\$59,796.00	\$189,277.00	\$223,292.00
25 CHARGEABLE ACCIDENTS	0	0	0	2
26 SERVICE COMPLAINTS	0	0	0	3
27 SERVICE COMMENDATIONS	0	1	0	4
28 SERVICE DENIALS	0	0	0	0
29 ROAD CALLS	3	4	14	12
30 DRIVER TURNOVER	0	0	3	5
31 SCHEDULE ADHERENCE	92%	92%	94%	96%
32 WHEELCHAIR BOARDING'S	3,339	3,501	13,486	13,709
33 W/C LIFT AVAILABILITY	100%	100%	100%	100%
34 REGISTERED CLIENTS	8,887	9,018	N/A	N/A
35 UNDUPLICATED CLIENTS	1,106	1,077	N/A	N/A
36 NO-SHOWS	47	57	369	255
37 CANCELS	1,952	1,799	7,663	7,879
38 AVG. TRIP LENGTH (MILES)	9.3	8.9	9.5	9.2
39 AVG. SM BUSES IN SERVICE	3	8	3	8
40 AVG. BUSES IN SERVICE	48	55	48	55
41 TOTAL FUEL/GALLONS	20,148	18,994	75,318	75,041
42 FLEET M.P.G.	6.6	6.7	7.1	6.9

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

SUMMARY	NOVEMBER FY 10/11	NOVEMBER FY 11/12	YTD FY 10/11	YTD FY 11/12
1 TOTAL CLIENTS	12,174	12,032	63,452	62,607
2 TOTAL ATTENDANTS	904	1,003	5,450	4,984
3 TOTAL COMPANIONS	65	67	300	395
4 TOTAL PASSENGERS	13,143	13,102	69,202	67,986
5 TOTAL SERVICE DAYS	29	29	152	148
6 VEHICLE REVENUE HOURS	6,552	6,382	34,486	32,881
7 VEHICLE SERVICE HOURS	7,968	7,883	41,870	40,266
8 VEHICLE NON REV HOURS	1,417	1,502	7,384	7,387
9 VEHICLE SERVICE MILES	123,165	119,522	654,860	628,996
10 VEHICLE REVENUE MILES	103,228	102,541	539,213	528,347
11 VEHICLE NON REV MILES	22,483	20,856	115,488	108,399
12 PASS. PER REVENUE HOUR	2.01	2.05	2.01	2.07
13 CLIENT PER REVENUE HOUR	1.86	1.89	1.84	1.90
14 PASS. PER SERVICE HOUR	1.65	1.66	1.65	1.69
15 PASS. PER SERVICE MILE	0.11	0.11	0.11	0.11
16 PASS. PER REVENUE MILE	0.13	0.13	0.13	0.13
17 TOTAL TRANSFER TRIPS	1,023	901	5,569	4,750
18 SAME DAY TRIPS	255	224	1,110	1,221
19 SUBSCRIPTION TRIPS	8,351	7,723	41,965	40,381
20 DEMAND	3,743	4,186	20,866	21,731
21 FAREBOX REVENUE	\$13,910.00	\$12,416.00	\$72,778.50	\$67,951.00
22 PREPAID CLIENTS	\$26,484.00	\$10,192.00	\$134,666.50	\$57,193.00
23 COLLECTED BILLING	\$8,333.00	\$18,186.00	\$30,559.00	\$119,940.00
24 TOTAL REVENUE COLLECTED	\$48,727.00	\$40,794.00	\$238,004.00	\$245,084.00
25 CHARGEABLE ACCIDENTS	0	0	0	2
26 SERVICE COMPLAINTS	0	0	0	3
27 SERVICE COMMENDATIONS	0	2	0	6
28 SERVICE DENIALS	0	0	0	0
29 ROAD CALLS	2	1	16	13
30 DRIVER TURNOVER	0.0	2	2.90	5
31 SCHEDULE ADHERENCE	95%	92%	94.3%	96%
32 WHEELCHAIR BOARDING'S	3,206	3,349	16,692	17,210
33 W/C LIFT AVAILABILITY	100%	100%	100%	100%
34 REGISTERED CLIENTS	9,630	9,442	N/A	N/A
35 UNDUPLICATED CLIENTS	1,098	1,040	N/A	N/A
36 NO-SHOWS	43	69	412	267
37 CANCELS	1,782	1,844	9,445	9,768
38 AVG. TRIP LENGTH (MILES)	9.4	9.1	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	16,411	16,227	91,728.5	89,042
42 FLEET M.P.G.	7.5	7.4	7.1	7.1

**Operations Data Summary**

**RAMP EVENTS BY ROUTE**

*(sort by YTD Total - decending order)*

<b>Route</b>	<b>Jul-11</b>	<b>Aug-11</b>	<b>Sep-11</b>	<b>Oct-11</b>	<b>Nov-11</b>	<b>Dec-11</b>	<b>Jan-12</b>	<b>Feb-12</b>	<b>Mar-12</b>	<b>Apr-12</b>	<b>May-12</b>	<b>Jun-12</b>	<b>YTD Total</b>
10	161	449	374	335	221								1,540
28	28	383	398	238	393								1,440
16	155	302	252	305	299								1,313
20	41	419	304	282	236								1,282
98X	2	177	175	222	231								807
35	406	98	61	102	67								734
15	204	164	177	85	83								713
4	103	160	151	141	145								700
21	274	105	115	129	64								687
17	339	74	73	47	47								580
14	35	116	89	152	153								545
18	90	130	143	92	90								545
9	26	166	97	99	116								504
11	240	31	63	108	60								502
1	74	84	139	92	71								460
314	128	84	32	70	36								350
6	10	40	116	68	76								310
96X	7	66	59	92	60								284
36	52	26	91	55	54								278
25	84	45	39	50	33								251
19	148	18	23	18	33								240
316	69	31	20	84	25								229
310	3	8	57	91	67								226
301	147	0	4	5	6								162
600's	0	50	47	36	29								162
320	30	20	17	39	17								123
5	15	50	24	9	10								108
97X	89	4	2	3	5								103
7	0	52	20	14	7								93
315	25	19	23	15	8								90
311	15	12	26	10	17								80
93X	1	14	16	23	14								68
2	7	21	5	1	12								46
95X	11	8	9	10	7								45
91X	17	9	8	0	9								43
321	6	4		18	8								36
92X	0	1	3	0	0								4
<b>Total</b>	<b>3,042</b>	<b>3,440</b>	<b>3,252</b>	<b>3,140</b>	<b>2,809</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>15,683</b>

÷ 2 =	1,521	1,720	1,626	1,570	1,405	0	0	0	0	0	0	0	7,842
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NOTE: \* Data comes from Link Operators      \*\* These are seasonal routes

## Agenda Item 7.a

**TO:** O&S Committee

**DATE:** November 9, 2011

**FROM:** Anne Muzzini  
Director of Planning & Marketing

**SUBJ:** Fixed Route Reports

### Fixed Route Operating Reports for October 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>	<b>FY 2012</b>		
	<u>Current Month</u>	<u>YTD Avg</u>	<u>Annual Goal</u>
Total Passengers	283,352		
Average Weekday	12,246	11,578	
Pass/Rev Hour	16.1	16.2	FY11 Goal > 17.0
Missed Trips	0.11%	0.09%	FY11 Goal < 0.25%
Miles between Road Calls	29,899	32,429	FY11 Goal > 18,000

\* Based on Standards from updated SRTP

#### Analysis

Average weekday ridership is slightly lower in October (12,246 passengers) from September (12,615 passengers). Average ridership this year is slightly lower compared to October of last year (12,643 passengers). Productivity in October is slightly lower to 16.1 passengers per hour from the September level of 16.6 passengers per hour.

The percentage of missed trips was higher in October (0.11%) as compared to the prior month (September = 0.12%). The YTD average is 0.09% missed trips.

The number of miles between roadcalls was equal to 29, 899 miles in October which is lower than the prior month when we experienced 52,944 miles between roadcalls. The year to date average is 32,429 miles between roadcalls.

**MONTHLY BOARDINGS**  
**Operations Data Summary**

IV. Staff Reports

Fixed Route Boardings		Passengers by Revenue Hrs/Miles			Service Days		Fiscal YTD Comparison Passenger Boardings	
October 2011 - Fixed Route Boardings	283,352	Revenue Hours -	October 11	17,566	Weekdays -	October 11	21	<b>Fiscal 2012 YTD</b> <b>1,077,209</b>  <b>Fiscal 2011YTD</b> <b>1,084,361</b>
			October 10	17,608		October 10	21	
Bus Bridge	0	Revenue Miles -	October 11	196,102	Saturdays -	October 11	5	
Special Event	0		October 10	196,275		October 10	5	
					Sundays -	October 11	5	
						October 10	5	
<b>October 2011 Total Boardings</b>	<b>283,352</b>	<b>Passengers per Mile</b>		<b>1.44</b>	<b>Total Days - 2011</b>	<b>31</b>	<b>YTD Trend</b>	<b>100.7%</b>
<b>October 2010 Total Boardings</b>	<b>289,589</b>	<b>Passengers per Hour</b>		<b>16.13</b>	<b>2010</b>	<b>31</b>	<b>Monthly Trend</b>	<b>102.2%</b>

October 2011 Fixed Route Passenger Total						October 2011	October 2011
Route	Destination Information	Weekday	Saturday	Sunday	Total	Weekday Average	Passengers per Revenue Hour
1	Rossmoor / Shadelands	7,591			7,591	361	14.0
2	Rudgear / Walnut Creek	1,466			1,466	70	8.4
4	Walnut Creek Downtown Shuttle	19,012	2,680	2,113	23,806	905	25.4
5	Creekside / Walnut Creek	1,533			1,533	73	7.6
6	Lafayette / Moraga / Orinda	10,457	744	716	11,917	498	16.3
7	Shadelands / Pleasant Hill / Walnut Creek	4,400			4,400	210	6.5
9	DVC / Walnut Creek	12,636			12,636	602	14.5
10	Concord / Clayton Rd	21,964			21,964	1,046	27.0
11	Treat Blvd / Oak Grove	6,449			6,449	307	17.3
14	Monument Blvd	13,344			13,344	635	16.1
15	Treat Boulevard	10,533			10,533	502	17.6
16	Alhambra Ave / Monument Blvd	14,931			14,931	711	13.7
17	Olivera/Solano / Salvio / North Concord	4,793			4,793	228	12.3
18	Amtrak / Merello / Pleasant Hill	9,856			9,856	469	15.0
19	Amtrak / Pacheco Blvd / Concord	3,090			3,090	147	10.7
20	DVC / Concord	25,296			25,296	1,205	26.7
21	Walnut Creek / San Ramon Transit Center	13,149			13,149	626	13.2
25	Lafayette / Walnut Creek	1,173			1,173	56	4.9
28	North Concord / Martinez	6,018			6,018	287	9.5
35	Dougherty Valley	7,341			7,341	350	10.8
36	San Ramon / Dublin	5,757			5,757	274	10.3
91X	Concord Commuter Express	718			718	34	9.5
92X	Ace Shuttle Express	3,712			3,712	177	20.4
93X	Kirker Pass Express	4,340			4,340	207	17.0
95X	San Ramon / Danville Express	3,699			3,699	176	17.5
96X	Bishop Ranch Express	10,142			10,142	483	15.5
97X	Bishop Ranch Express	2,056			2,056	98	9.9
98X	Martinez Express	7,135			7,135	340	12.9
250 *	Gael Rail Service	112	209	111	432	14	4.3
260 *	Cal State East Bay / Concord Bart	68			68	5	1.3
301	Rossmoor / John Muir Medical Center		473	340	812	0	8.8
310	Concord Bart / Clayton Rd / Kirker Pass		2,177	1,621	3,798	0	28.3
311	Concord / Oak Grove / Treat Blvd / WC		1,084	897	1,982	0	13.1
314	Clayton Rd / Monument Blvd / PH		3,294	2,347	5,641	0	41.4
315	Concord / Willow Pass / Landana		332	241	573	0	8.5
316	Alhambra / Merello / Pleasant Hill		1,533	1,112	2,646	0	15.2
320	DVC / Concord		1,079	737	1,816	0	29.0
321	San Ramon / Walnut Creek		1,411	939	2,351	0	13.5
600's	Select Service	24,387			24,387	1,161	28.7
<b>TOTALS</b>		<b>257,159</b>	<b>15,018</b>	<b>11,175</b>	<b>283,352</b>	<b>12,246</b>	<b>16.1</b>

\* Data from Link      \*\* Seasonal Route

Agenda Item 7.a

**TO:** O&S Committee

**DATE:** December 20, 2011

**FROM:** Anne Muzzini  
Director of Planning & Marketing

**SUBJ:** Fixed Route Reports

**Fixed Route Operating Reports for November 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.

**FY 2012**

<u>Title</u>	<u>Current Month</u>	<u>YTD Avg</u>	<u>Annual Goal</u>
Total Passengers	258,636		
Average Weekday	11,394	11,541	
Pass/Rev Hour	15.1	16.0	FY11 Goal > 17.0
Missed Trips	0.08%	0.09%	FY11 Goal < 0.25%
Miles between Road Calls	26,017	31,876	FY11 Goal > 18,000

\* Based on Standards from updated SRTP

**Analysis**

Average weekday ridership is lower in November (11,394 passengers) from October (12,246 passengers). School vacations lowered student passenger count. Average ridership this year is slightly lower compared to October of last year (11,835 passengers). Productivity in November is lower to 15.1 passengers per hour from the October level of 16.1 passengers per hour.

The percentage of missed trips was lower in November (0.08%) as compared to the prior month (October = 0.11%). The YTD average is 0.09% missed trips.

The number of miles between roadcalls was equal to 26, 017 miles in November which is lower than the prior month when we experienced 29,899 miles between roadcalls. The year to date average is 31,876 miles between roadcalls.

**MONTHLY BOARDINGS  
Operations Data Summary**

Fixed Route Boardings		Passengers by Revenue Hrs/Miles		Service Days		Fiscal YTD Comparison Passenger Boardings	
November 2011 - Fixed Route Boardings	258,636	Revenue Hours - November 11	17,081	Weekdays - November 11	21	<b>Fiscal 2012 YTD</b>	<b>1,335,844</b>
		November 10	17,088	November 10	21		
Bus Bridge	0	Revenue Miles - November 11	191,017	Saturdays - November 11	4	<b>Fiscal 2011 YTD</b>	<b>1,351,576</b>
Special Event	0	November 10	190,053	November 10	4		
				Sundays - November 11	4		
				November 10	4		
<b>November 2011 Total Boardings</b>	<b>258,636</b>	<b>Passengers per Mile</b>	<b>1.35</b>	<b>Total Days - 2011</b>	<b>29</b>	<b>YTD Trend</b>	<b>101.2%</b>
<b>November 2010 Total Boardings</b>	<b>267,216</b>	<b>Passengers per Hour</b>	<b>15.14</b>	<b>2010</b>	<b>29</b>	<b>Monthly Trend</b>	<b>103.2%</b>

November 2011 Fixed Route Passenger Total						November 2011	November 2011
Route	Destination Information	Weekday	Saturday	Sunday	Total	Weekday Average	Passengers per Revenue Hour
1	Rossmoor / Shadelands	7,458			<b>7,458</b>	355	13.8
2	Rudgear / Walnut Creek	1,265			<b>1,265</b>	60	7.2
4	Walnut Creek Downtown Shuttle	18,984	2,164	1,657	<b>22,805</b>	904	25.4
4H **	Walnut Creek Extended Holiday Service	82	62		<b>144</b>	4	13.0
5	Creekside / Walnut Creek	1,330			<b>1,330</b>	63	6.6
6	Lafayette / Moraga / Orinda	9,800	498	506	<b>10,805</b>	467	150.3
7	Shadelands / Pleasant Hill / Walnut Creek	4,297			<b>4,297</b>	205	6.4
9	DVC / Walnut Creek	11,825			<b>11,825</b>	563	13.8
10	Concord / Clayton Rd	20,532			<b>20,532</b>	978	25.2
11	Treat Blvd / Oak Grove	6,496			<b>6,496</b>	309	17.4
14	Monument Blvd	12,496			<b>12,496</b>	595	15.1
15	Treat Boulevard	9,900			<b>9,900</b>	471	16.5
16	Alhambra Ave / Monument Blvd	13,536			<b>13,536</b>	645	12.4
17	Olivera/Solano / Salvio / North Concord	4,266			<b>4,266</b>	203	10.9
18	Amtrak / Merello / Pleasant Hill	9,040			<b>9,040</b>	430	13.8
19	Amtrak / Pacheco Blvd / Concord	2,746			<b>2,746</b>	131	9.5
20	DVC / Concord	24,240			<b>24,240</b>	1,154	25.6
21	Walnut Creek / San Ramon Transit Center	12,355			<b>12,355</b>	588	12.4
25	Lafayette / Walnut Creek	1,175			<b>1,175</b>	56	4.9
28	North Concord / Martinez	6,248			<b>6,248</b>	298	9.9
35	Dougherty Valley	7,024			<b>7,024</b>	334	10.3
36	San Ramon / Dublin	4,783			<b>4,783</b>	228	8.5
91X	Concord Commuter Express	702			<b>702</b>	33	9.3
92X	Ace Shuttle Express	3,897			<b>3,897</b>	186	23.3
93X	Kirker Pass Express	4,163			<b>4,163</b>	198	16.3
95X	San Ramon / Danville Express	3,419			<b>3,419</b>	163	16.2
96X	Bishop Ranch Express	9,476			<b>9,476</b>	451	14.3
97X	Bishop Ranch Express	1,724			<b>1,724</b>	82	8.3
98X	Martinez Express	6,721			<b>6,721</b>	320	12.1
250 *	Gael Rail Service	115	119	79	<b>313</b>	16	5.7
260 *	Cal State East Bay / Concord Bart	72			<b>72</b>	4	1.1
301	Rossmoor / John Muir Medical Center		288	151	<b>439</b>	0	12.3
310	Concord Bart / Clayton Rd / Kirker Pass		1,627	1,190	<b>2,817</b>	0	52.3
311	Concord / Oak Grove / Treat Blvd / WC		800	626	<b>1,426</b>	0	23.6
314	Clayton Rd / Monument Blvd / PH		2,444	1,748	<b>4,192</b>	0	38.4
315	Concord / Willow Pass / Landana		330	212	<b>542</b>	0	20.3
316	Alhambra / Merello / Pleasant Hill		1,199	750	<b>1,949</b>	0	28.0
320	DVC / Concord		771	543	<b>1,314</b>	0	25.8
321	San Ramon / Walnut Creek		890	716	<b>1,606</b>	0	23.0
600's	Select Service	19,100			<b>19,100</b>	910	29.4
<b>TOTALS</b>		<b>239,266</b>	<b>11,191</b>	<b>8,179</b>	<b>258,636</b>	<b>11,394</b>	<b>15.1</b>

\* Data from Link    \*\* Seasonal Route



## Route Description Summary

Route #	Description
1	Rossmoor Shopping Center, Tice Valley Blvd, Boulevard Wy, Oakland Blvd, Trinity Ave , BART Walnut Creek, Ygnacio Valley, Montego, John Muir Medical Center, N Wiget Ln, Shadelands Office Park
2	Rudgear Rd, Stewart Ave, Trotter Wy, Dapplegray Rd, Palmer Rd, Mountain View Blvd, San Miguel Dr, N & S California Blvd, BART Walnut Creek
4	BART Walnut Creek, N California Blvd, Locust St, Mt Diablo Blvd, Broadway Plaza, S Main St, Pringle Ave
4H	Walnut Creek Extended Holiday Service (November 27 thru December 31)
5	BART Walnut Creek, Riviera Ave, Parkside Dr, N Civic Dr, N Broadway, Lincoln Ave, Mt Pisgah St, S Main St, Creekside Dr
6	BART Orinda, Orinda Village, Orinda Wy, Moraga Wy, Moraga Rd, St Marys Rd, St Mary's College, Mt Diablo Blvd, BART Lafayette
7	BART Pleasant Hill, Treat Blvd, Bancroft Rd, Ygnacio Valley Rd, Shadelands Office Park, Marchbanks, BART Walnut Creek, Riviera Ave, Buena Vista, Geary Rd
9	DVC, Contra Costa Blvd, Ellinwood Wy, JFK University, Gregory Ln, Cleaveland Rd, Boyd Rd, W Hookston Rd, Patterson Blvd, Oak Park Blvd, Coggins Dr, BART Pleasant Hill, N Main St, N California Blvd, BART Walnut Creek
10	BART Concord, Clayton Rd, Center St, Marsh Creek Rd
11	BART Concord, Port Chicago Highway, Salvio St, Mira Vista Terrace, Fry Wy, Clayton Rd, Market St, Meadow Ln, Oak Grove Rd, Treat Blvd, BART Pleasant Hill
14	BART Concord, Oak St, Laguna St, Detroit Ave, Monument Blvd, Mohr Ln, David Ave, Bancroft Rd, Treat Blvd, BART Pleasant Hill
15	BART Concord, Port Chicago Highway, Salvio St, Parkside Dr, Willow Pass Rd, Landana Dr, West St, Clayton Rd, Treat Blvd, BART Pleasant Hill, Oak Rd, N Civic Dr, Ygnacio Valley Rd, BART Walnut Creek
16	BART Concord, Oak St, Galindo St, Monument Blvd, Crescent Plaza, Cleaveland Rd, Gregory Ln, Pleasant Hill Rd, Alhambra Ave, Berrellesa St, Escobar St, Court St, Martinez Amtrak
17	BART Concord, Grant St, East St, Solano Wy, Olivera Rd, Port Chicago Highway, BART North Concord
18	BART Pleasant Hill, Oak Rd, Buskirk Ave, Crescent Plaza, Gregory Ln, Pleasant Hill Rd, Taylor Blvd, Morello Ave, Viking Dr, Contra Costa Blvd, DVC, Old Quarry Rd, Pacheco Blvd, Muir Rd, Arnold Dr, Morello, Pacheco Blvd, Martinez Amtrak
19	BART Concord, Galindo St, Concord Ave, Bisso Ln, Stanwell Dr, John Glenn Dr, Galaxy Wy, Diamond Blvd, Contra Costa Blvd, Pacheco Blvd, Martinez Amtrak
20	BART Concord, Grant St, Concord Blvd, Clayton Rd, Gateway Blvd, Willow Pass Rd, Sun Valley Blvd, Golf Club Rd, DVC
21	BART Walnut Creek, N & S California Blvd, Newell Ave, S Main St, Danville Blvd, Railroad Ave, San Ramon Valley Blvd, Danville Park & Ride, Camino Ramon, Fostoria Wy, San Ramon Transit Center
25	BART Lafayette, Mt Diablo Blvd, Highway 24, Highway 680, BART Walnut Creek
28	BART North Concord, Port Chicago Highway, Bates Ave, Commercial Cir, Pike Ln, Arnold Industrial Wy, Marsh Dr, Contra Costa Blvd, Chilpancingo Pkwy, Old Quarry Rd, DVC, Highway 680, Highway 4, Center Ave, VA Clinic, Howe Rd, Pacheco Blvd, Martinez Amtrak
35	BART Dublin, Dublin Blvd, Dougherty Rd, Bollinger Canyon Rd, E Branch Pkwy, Windemere Pkwy, Sunset Dr, Bishop Dr, Executive Pkwy, San Ramon Transit Center
36	BART Dublin, Dublin Blvd, Village Pkwy, Alcosta Blvd, Fircrest Ln, San Ramon Valley Blvd, Tareyton Ave, Bollinger Canyon Rd, Crow Canyon Rd, Executive Pkwy, San Ramon Transit Center
91X	BART Concord, Galindo St, Concord Ave, John Glenn Dr, Galaxy Wy, Chevron, Diamond Blvd, Willow Pass Rd, Gateway Blvd, Clayton Rd, Oak St
92X	Shadelands Office Park, Ygnacio Valley Rd, Highway 680, Danville Park & Ride, Crow Canyon Rd, Bishop Ranch 15, San Ramon Transit Center, Camino Ramon, ATT, Sunset Dr, Chevron, Ace Train Station Pleasanton
93X	BART Walnut Creek, Ygnacio Valley Rd, Shadelands Office Park, Oak Grove Rd, Kirker Pass Rode, Railroad Ave, Buchanan Rd, Somersville Rd, Fairview Dr, Delta Fair Blvd, Highway 4, Hillcrest Park & Ride
95X	BART Walnut Creek, Highway 680, Crow Canyon Pl, Fostoria Wy, Camino Ramon, San Ramon Transit Center
96X	BART Walnut Creek, Highway 680, Chevron, Bishop Ranch 1, Bishop Ranch 3, Bishop Ranch 6, San Ramon Transit Center, Bishop Ranch 15, Annabel Ln, Bishop Ranch 8, Bishop Dr, Sunset Dr
97X	BART Dublin, Highway 680, Highway 580, Chevron, Bishop Ranch 1, Bishop Ranch 3, Bishop Ranch 6, San Ramon Transit Center, Bishop Ranch 15, Annabel Ln, Bishop Ranch 8, Bishop Dr, Sunset Dr
98X	BART Walnut Creek, N Main St, Highway 680, Sun Valley Blvd, Contra Costa Blvd, Concord Ave, Diamond Blvd., Highway 680, Highway 4, Alhambra Ave, Berrellesa St, Escobar St, Court St, Martinez Amtrak
250	St Mary's College, St Marys Rd, Moraga Rd, Mt Diablo Blvd, BART Lafayette

## Route Description Summary

Route #	Description
260	Cal State, East Bay, Concord Bart
301	Rossmoor Shopping Center, Tice Valley Blvd, Boulevard Wy, Oakland Blvd, Trinity Ave , BART Walnut Creek, Ygnacio Valley, Montego, John Muir Medical Center
310	Concord Bart, Clayton Rd, Kirker Pass
311	BART Concord, Port Chicago Highway, Salvio St, Mira Vista Terrace, Fry Wy, Clayton Rd, Market St, Meadow Ln, Oak Grove Rd, Treat Blvd, BART Pleasant Hill
314	Ayers Rd, Concord Blvd, Kirker Pass Rd, Clayton Rd, BART Concord, Oak St, Laguna St, Detroit Ave, Monument Blvd, Mohr Ln, David Ave, Crescent Plaza, Cleaveland Rd, Gregory Ln, Contra Costa Blvd, DVC
315	BART Concord, Port Chicago Highway, Salvio St, Parkside Dr, Willow Pass Rd, Landana Dr, West St, Clayton Rd
316	BART Pleasant Hill, Oak Rd, Buskirk Ave, Crescent Plaza, Gregory Ln, Contra Costa Blvd, Golf Club Rd, DVC, Old Quarry Rd, Pacheco Blvd, Muir Rd, Arnold Dr, Pacheco Blvd, Morrelo Ave, Martinez Amtrak, Berrellesa St, Alhambra Ave
320	BART Concord, Grant St, Concord Blvd, Clayton Rd, Gateway Blvd, Willow Pass Rd, Diamond Blvd, Concord Ave, Chilpancingo Pkwy, Old Quarry Rd, DVC
321	BART Walnut Creek, N & S California Blvd, Newell Ave, S Main St, Danville Blvd, Railroad Ave, San Ramon Valley Blvd, Camino Ramon, Fostoria Wy, San Ramon Transit Center- Shops at BR.
601	N Civic Dr, Parkside Dr, Riveria Ave, BART Walnut Creek, Trinity Ave, Oakland Blvd, Boulevard Wy, Tice Valley Blvd, Meadow Rd, Castle Hill Rd, Danville Blvd, Hillgrade Ave., Crest Ave, Rossmoor Shopping Center
602	Walnut Blvd, Oro Valley Cir, Mountain View Blvd, Rudgear Rd, Stewart Ave, Trotter Wy, Dapplegray Rd, Palmer Rd, Mountain View Blvd, San Miguel Dr, N & S California Blvd, BART Walnut Creek
603	Camino Pablo, Moraga Rd, St Marys Rd, St Mary's College, Mt Diablo Blvd, BART Lafayette
605	N Civic Dr, N Broadway, Lincoln Ave, Mt Pisgah St, Newell Ave, Lilac Dr, S Main St, Creekside Dr
606	BART Orinda, Orinda Wy, Miner Rd, Honey Hill Rd, Via Las Cruces, Saint Stephens Dr, Orinda Woods Dr, Moraga Wy, Ivy Dr, Moraga Rd, St Marys Rd, St Mary's College, Mt Diablo Blvd, BART Lafayette
608	VA Clinic, Center Ave, Pacheco Blvd, Contra Costa Blvd, Chilpancingo Pkwy, Old Quarry Rd, DVC
609	BART Walnut Creek, Ygnacio Valley Rd, Marchbanks Dr, Walnut Ave
610	BART Concord, Clayton Rd, Ayers Rd, Concord Blvd, Kirkwood Dr, Oakhurst Dr, Center St, Marsh Creek Rd, Mountaire Pkwy, Mountaire Cir
611	BART Concord, Port Chicago Highway, Salvio St, Mira Vista Terrace, Fry Wy, Clayton Rd, Market St, Meadow Ln, Oak Grove Rd, Treat Blvd, Bancroft Rd, Minert Rd
612	BART Concord, Clayton Rd, Ayers Rd, Concord Blvd, Kirker Pass Rd, Washington Blvd, Pennsylvania Blvd, Pine Hollow Rd, El Camino Dr, Michigan Blvd
613	Minert Rd, Oak Grove Rd, Monument Blvd, Detroit Ave, Laguna St, Oak St, BART Concord
614	BART Concord, Clayton Rd, Michigan Blvd, Pennsylvania Blvd, Pine Hollow Rd, El Camino Dr
615	Concord Blvd, Landana Dr., Willow Pass Rd., Parkside Dr., Salvio St., East St., clayton Rd., Oakland Ave., Mount Diablo St., BART Concord
616	Treat Blvd, Bancroft Rd, Minert Rd, Oak Grove Rd, Monument Blvd, San Miguel Rd, Galindo St, Oak St, BART Concord
619	Minert Rd, Oak Grove Rd, Monument Blvd, Mohr Ln, David Ave, Bancroft Rd, Treat Blvd, BART Pleasant Hill
622	Pine Valley Rd, Broadmoor Dr, Montevideo Dr, Alcosta Blvd, Crow Canyon Rd, Tassajara Ranch Rd, Camino Tassajara
623	Danville Blvd, Stone Valley Rd, Green Valley Rd, Diablo Rd, Hartz Ave, San Ramon Valley Blvd, Sycamore Valley Rd, Camino Tassajara, Tassajara Ranch Rd, Crow Canyon Rd, Anabel Ln
625	Rossmoor Shopping Center, Tice Valley Blvd, Olympic Blvd, Pleasant Hill Rd, Acalanes Ave, Stanley Blvd, Mt Diablo Blvd, BART Lafayette, Happy Valley Rd, Upper Happy Valley Rd, El Nido Ranch Rd, Hidden Valley Rd, Acalanes Rd
626	St Mary's College, St Marys Rd, Rohrer Dr, Moraga Rd, Mt Diablo Blvd, BART Lafayette, Happy Valley Rd, Upper Happy Valley Rd, El Nido Ranch Rd, Hidden Valley Rd, Acalanes Rd
627	BART North Concord, Port Chicago Highway, Bates Ave, Mason Cir
635	Bollinger Canyon Rd, Dougherty Rd, Crow Canyon Rd, Tassajara Ranch Rd, Camino Tassajara, Lusitano St, Charbray St
636	San Ramon Transit Center, Executive Pkwy, Crow Canyon Rd, Bollinger Canyon Rd, San Ramon Valley Blvd, Broadmoor Dr, Alcosta Blvd, Fircrest Ln, Village Pkwy, Dublin Blvd, BART Dublin

**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	31,931	31,896						
Unique Visitors	16,195	21,143	19,225	18,246	16,888	17,056						
% New Visitor	42.28	40.99	40.88	39.75	40.2	40.58						
Pages/Visit	3.13	3.19	3.06	2.97	2.93	2.89						
Avg. Time	3:13	3:14	3:00	2:57	2:59	2:52						
Mobile Device	7,929	10,640	10,772	10,746	10,374	11,397						

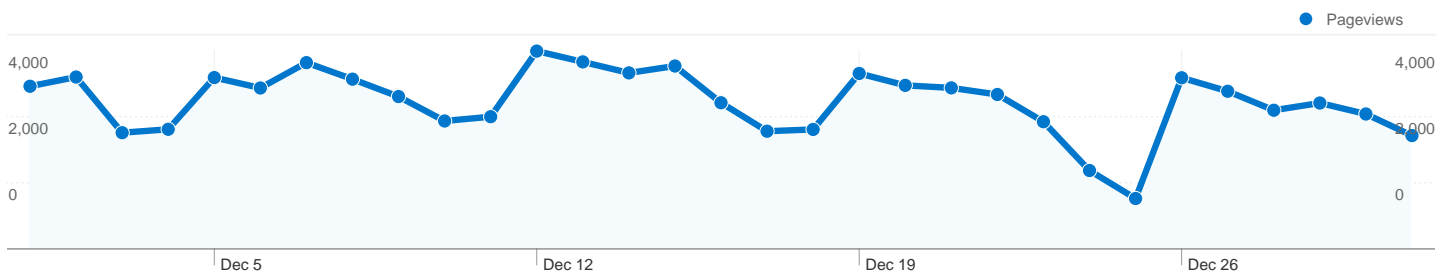
**TERMS**

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 devise.



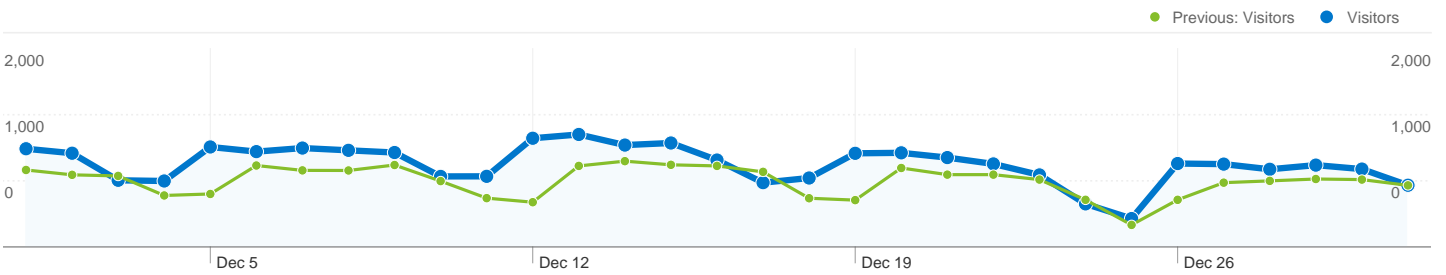
**1,035 pages were viewed a total of 92,184 times**

**Content Performance**

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/	24,696	16,212	00:01:05	23.91%	23.79%	\$0.00
/maps-schedules/	10,669	7,054	00:00:58	16.71%	17.05%	\$0.00
/fares/	3,394	2,491	00:01:21	44.83%	30.61%	\$0.00
/schedule/6/	2,506	2,189	00:03:59	82.54%	75.86%	\$0.00
/schedule/18/	2,284	1,829	00:02:08	66.60%	46.15%	\$0.00
/schedule/9/	2,233	1,817	00:02:15	72.63%	51.32%	\$0.00
/schedule/20/	2,049	1,705	00:02:35	76.44%	56.95%	\$0.00
/schedule/98X/	1,820	1,473	00:02:36	77.93%	56.37%	\$0.00
/schedule/16/	1,715	1,419	00:02:28	71.70%	49.56%	\$0.00
/schedule/21/	1,690	1,314	00:02:27	61.63%	47.93%	\$0.00
/how-to-ride/	1,639	1,194	00:00:45	50.00%	10.74%	\$0.00
/schedule/10/	1,567	1,296	00:03:22	71.47%	54.69%	\$0.00
/driver-login/	1,494	780	00:03:32	21.39%	48.26%	\$0.00
/schedule/15/	1,483	1,208	00:02:25	68.40%	50.44%	\$0.00
/schedule/4/	1,460	1,161	00:03:38	71.72%	62.81%	\$0.00
/schedule/14/	1,453	1,211	00:02:18	70.17%	53.06%	\$0.00
/schedule/35/	1,244	952	00:02:29	71.59%	50.40%	\$0.00
/schedule/314/	1,232	988	00:02:20	66.85%	49.59%	\$0.00
/schedule/11/	1,205	981	00:02:04	66.83%	41.24%	\$0.00
/schedule/316/	1,190	954	00:03:18	69.49%	50.25%	\$0.00
/schedule/28/	1,086	883	00:02:23	78.80%	51.29%	\$0.00

/about/	1,026	785	00:00:35	17.46%	13.06%	\$0.00
/schedule/96X/	994	756	00:02:17	67.74%	42.96%	\$0.00
/schedule/320/	881	718	00:02:01	84.08%	46.77%	\$0.00
/schedule/7/	799	644	00:02:36	70.59%	47.18%	\$0.00
/schedule/310/	751	634	00:02:19	73.87%	55.39%	\$0.00
/schedule/1/	739	557	00:01:57	66.15%	39.24%	\$0.00
/schedule/321/	721	597	00:02:40	68.32%	53.26%	\$0.00
/schedule/311/	691	559	00:02:31	74.53%	47.03%	\$0.00
/schedule/95X/	678	521	00:01:38	59.55%	28.61%	\$0.00
/news/	668	480	00:00:34	46.15%	12.57%	\$0.00
/schedule/17/	662	527	00:02:41	76.99%	46.37%	\$0.00
/schedule/36/	654	481	00:02:14	72.22%	39.30%	\$0.00
/schedule/19/	644	474	00:01:54	65.45%	31.06%	\$0.00
/link/	597	473	00:01:01	47.37%	27.14%	\$0.00
/service-changes-begin-dec-26th/	533	430	00:01:28	70.21%	27.39%	\$0.00
/about/recognized-holidays/	532	447	00:01:54	88.89%	39.47%	\$0.00
/fares/where-to-buy/	507	363	00:01:40	84.62%	36.09%	\$0.00
/schedule/93X/	501	382	00:02:33	71.05%	45.91%	\$0.00
/schedule/5/	457	376	00:02:11	73.96%	47.92%	\$0.00
/schedule/2/	395	324	00:01:37	84.31%	49.37%	\$0.00
/how-to-ride/paying-your-fare/	393	323	00:01:24	77.78%	20.36%	\$0.00
/fares/clipper-card/	390	315	00:01:05	40.74%	21.28%	\$0.00
/about/jobs/	379	252	00:01:10	75.32%	42.48%	\$0.00
/schedule/97X/	337	275	00:01:28	56.36%	27.89%	\$0.00
/maps-schedules/school-routes-for-concordpleasant-hillwalnut-creek/	272	156	00:01:31	44.44%	20.59%	\$0.00
/how-to-ride/places-to-go/	263	196	00:00:30	0.00%	8.75%	\$0.00
/schedule/315/	263	188	00:01:20	65.38%	28.52%	\$0.00
/fares/rtc-discount-card/	238	161	00:01:12	42.00%	22.69%	\$0.00
/about/public-meetings/	235	138	00:00:17	66.67%	16.17%	\$0.00

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## 17,056 people visited this site

**31,896 Visits**  
Previous: 25,499 (25.09%)

**17,056 Absolute Unique Visitors**  
Previous: 13,576 (25.63%)

**92,184 Pageviews**  
Previous: 90,942 (1.37%)

**2.89 Average Pageviews**  
Previous: 3.57 (-18.96%)

**00:02:52 Time on Site**  
Previous: 00:03:17 (-12.51%)

**37.21% Bounce Rate**  
Previous: 28.22% (31.82%)

**40.58% New Visits**  
Previous: 41.75% (-2.79%)

## Technical Profile

Browser	Visits	% visits
<b>Safari</b>		
Dec 1, 2011 - Dec 31, 2011	9,289	29.12%
Dec 1, 2010 - Dec 31, 2010	7,863	30.84%
% Change	18.14%	-5.56%
<b>Internet Explorer</b>		
Dec 1, 2011 - Dec 31, 2011	7,860	24.64%
Dec 1, 2010 - Dec 31, 2010	9,265	36.33%
% Change	-15.16%	-32.18%

Android Browser		
Dec 1, 2011 - Dec 31, 2011	5,111	16.02%
Dec 1, 2010 - Dec 31, 2010	0	0.00%
% Change	100.00%	100.00%
Firefox		
Dec 1, 2011 - Dec 31, 2011	4,587	14.38%
Dec 1, 2010 - Dec 31, 2010	4,940	19.37%
% Change	-7.15%	-25.77%
Chrome		
Dec 1, 2011 - Dec 31, 2011	4,211	13.20%
Dec 1, 2010 - Dec 31, 2010	2,567	10.07%
% Change	64.04%	31.14%