

The County Connection

Advisory Committee

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

Friday, September 14, 2012

9:30 AM – 11:00 PM

Agenda

1. Call to Order – Roll Call
2. Agenda Approval*
3. Approval of Minutes of July 13, 2012 meeting*
4. Public Comment
5. FY2012 On-Board Survey Summary Report*
6. Bus Tracker Introduction Update*
7. Changes In RTC Program and Clipper*
8. ADA – Monthly Reports
 - a. ADA Certification and Recertification Reports*
 - b. LINK Monthly Operating Reports* – June and July 2012
 - c. Ramp Events- June and July 2012 *
9. Fixed Route - Monthly Reports
 - a. Fixed Route Ridership Report – June and July 2012.*
 - b. Driver Appreciation Winners: August 2012– Esparanza Smith, and September 2012 – Sonia Grady
 - c. Fixed-Route Customer Service Reports – July and August 2012
 - d. Website User Information- July and August 2012*
10. Upcoming Agenda Suggestions
11. Committee Member Communications
 - a. Representation and Attendance Log
12. Adjournment – Next meeting – November 9, 2012

*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 July 13, 2012

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

Members present were David Lloyd, Maureen Murphy, Eileen Vonk, and David Libby.

Staff present: Mary Burdick (CCCTA) and Sandra Ramon from (LINK).

Guest present: None

Approval of Agenda

The agenda was approved.

Approval of the Minutes of May 11, 2012

The minutes were approved.

Public Comment

None.

ADA Monthly Reports

- A. ADA Certification and Recertification reports for May and June 2012 were reviewed. The Committee noted the significant drop (15%) in certifications/recertification between fiscal years 2011 and 2012, and questioned if staff can pinpoint any specific reasons for the declining trend. Ms. Burdick reported that this trend is being watched as the decline is contrary to projections assumed to take place as the population ages. She suggested more communities are focusing on transportation solutions for seniors, and this could be helping to keep the numbers in check.
- B. LINK monthly operating reports for April and May 2012 were reviewed. Ms. Vonk asked for clarification of the weekend service area, citing that some trips that are allowed on weekdays, but not on weekends. Ms. Burdick explained that because the ADA paratransit service area mirrors the fixed-route service, there will be some areas where paratransit vehicles will not travel on weekends, since there is no fixed-route service in these areas on weekends. Ms. Vonk also reported that there is a LINK client who frequents the Concord Senior Center who repeatedly is not where she is supposed to be which may lead to caller complaints against the operator. This may be a communication issue as the client speaks Polish.

- C. Ramp Events recorded on the fixed-route system for the April and May time periods were reviewed. May was the record month so far this fiscal year for lift assisted boarding. Many felt that the mild weather plays a role in travel patterns and choices.

Fixed-Route Staff Reports

- A. Fixed-route Ridership Report – The monthly reports for April and May 2012 were reviewed without comment.
- B. Driver Appreciation Winners – Ms. Burdick reported that Monroe Woodard was the June winner, and Jeff Marquez was the July winner. Ms. Vonk said that her neighbor uses the fixed-route service frequently and really appreciates the bus driver, and wanted to know where to get the Driver Appreciation Cards. Ms. Burdick gave several packets to Ms. Vonk to give to her neighbor. They are only distributed through this office now that the Transportation Center has closed. We include a packet with each D&S Ticket sold at our front desk, through the mail, or with on-line purchases. Her neighbor can always call us and we'd be happy to send her more.
- C. Customer Service Reports – Customer telephone contacts were presented for June and July 2012. There were 113 customer contacts that generated a customer service complaint form for follow-up by the appropriate department. There were 9 commendations. Total number of telephone calls for this period was 13,109.
- D. CCCTA Website User Information - Staff provided user statistics for May and June 2012 time that 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. The Committee expressed interest in seeing a report that outlines the top pages users are accessing.

Upcoming Agenda Suggestions

Staff will provide an update on the introduction of Bus Tracker, the real time bus arrival program. Also expected is the draft summary report for the on-board surveys conducted by MTC.

Adjournment

The meeting was adjourned at 11:10 AM.

The next meeting was scheduled for Friday, September 14, 2012 at 9:30 AM.

Mary Burdick, Manager of Marketing/Public Relations

Date

To: Advisory Committee

Date: September 6, 2012

From: Laramie Bowron, Manager of Planning

Reviewed by:

SUBJECT: Draft On-Board Survey

Summary of Issues:

Attached is the draft 2012 On-Board survey report completed by RedHill Group. This survey was administered in April 2012 by an MTC-hired consultant. RedHill Group is also in the process of administering onboard surveys for all Bay Area operators that receive TDA funding. Though staff has gone through the document and noted possible errors that will be addressed at a follow-up meeting scheduled in September, the data presented in the report is comprehensive and demonstrates the first on-board survey since 2007. This report will be included in the final Short Range Transit Plan as an appendix. The survey focused on the following categories: trip pattern and purpose, payment method, and demographic information, giving CCCTA an updated rider profile and data relevant to service planning and Title VI Reporting.

Notable information includes:

- 53% of respondents do not have a driver license,
- 60% of respondents ride at least 5 days/week,
- 52% of respondents use the bus to get to work, and
- 17% of non-English-speaking households speak Tagalog.

Financial Implications:

None

Recommendation:

This is presented for review prior to inclusion in the final SRTP.

2012

County Connection

2012 Passenger Study

Draft

Survey Findings

Conducted by:

Redhill Group, Inc.

August 22, 2012

*The County
Connection*



redhillgroup
THE POWER OF INSIGHT

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Executive Summary

Methodology

Under contract to the MTC, Redhill Group conducted a survey of County Connection Transit riders to provide highly accurate trip information. The survey also included traditional demographics, languages spoken, fare media and selected attitudinal questions. The survey employed a new methodology that includes a brief, two-minute onboard survey that is limited to origin and destination-types and rider contact information. This much shorter initial survey format leads to significantly higher rider participation compared to traditional onboard surveys and minimizes non-response bias for short trips.

The short onboard survey is followed up by a telephone survey that incorporates real-time trip mapping. Replacing a detailed self-administered paper and pencil survey with a telephone survey minimizes literacy issues that often result in non-response bias. The real-time trip mapping component ensures that each component of a rider's complete trip is accurately captured including all trip segments, transfers, and logical access and egress information. Together, these enhancements in survey methodology produce a more accurate picture of true travel patterns, enabling more effective route and schedule planning.

The goal of the survey was to collect a representative sample of five percent of all boardings for riders 16 or older. Because the average number of boardings per one-way trip for County Connection is 1.8 and most riders do round-trips, the average number of boardings per unique rider is approximately three per day, and accordingly the five percent boarding figure equates to 15 percent of all riders.

The five percent goal of average daily weekday boardings (12,500) translates into 625 completed surveys and average weekend ridership of 2,700 produces 135 surveys. This was then divided into targets in proportion to boardings for each route. The weekday surveys were further divided into targets for each daypart (AM Peak, Midday, Early PM, PM Peak, and Night) to ensure a representative sample. To ensure adequate telephone surveys were completed, an average of 2.5 field surveys were collected for each anticipated phone survey. This produced a field survey target of 2,845 surveys.

Field surveying was conducted May 12th - 19th, beginning and ending on a Saturday. Follow-up telephone surveying was between May 18th and June 31st. The final results for the surveying process included a total of 838 completed phone surveys and 2,228 field surveys.

An additional methodology change to provide more actionable reporting was to combine all home based trips, creating a new home-based trip purpose by reversing trips that were home-bound. This provides a clearer picture of outbound trips

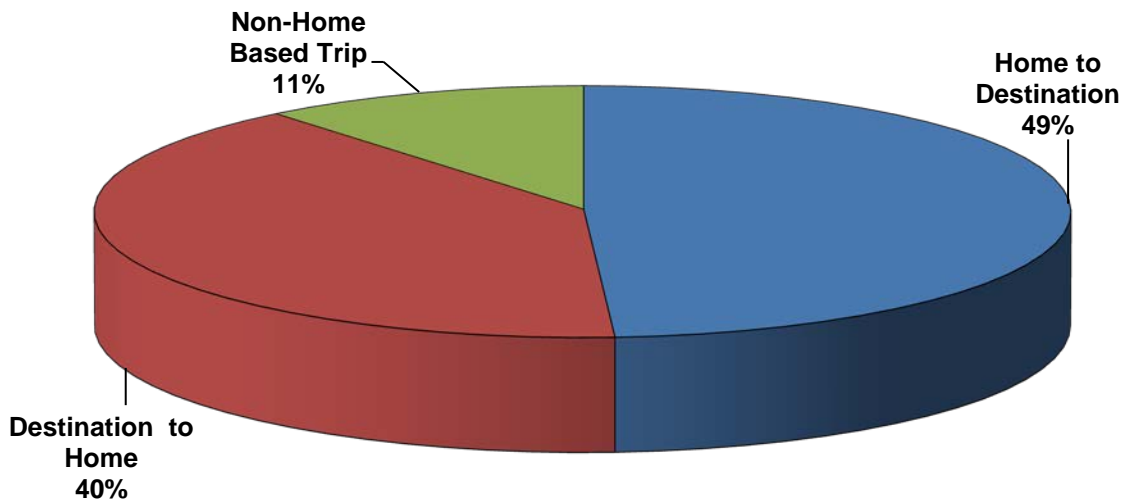
Key Findings

- The distribution of home-based trip purposes is diverse with work and business appointments accounting for 56 percent, and K-12 and college accounting for 17 percent. This is rounded out by 11 percent social/recreational, 10 percent shopping, and five percent medical/dental.
- The trip purpose distribution is in line with employment and school demographics with over a half (53%) of riders indicating that they work only, 16 percent indicating that they are students only, and 14 percent saying that they are both students and workers. Seventeen percent of riders are neither employed nor students.
- The vast majority of riders' (87%) access transit from home by walking while the remaining 13 percent either drive alone (5%), are dropped off (4%), carpool (2%), or bicycle (2%). The average access walk time is 9.1 minutes. Riders' egress mode is more likely to be walking at 95 percent. Being picked up (4%) and bicycling (1%) account for the remainder. The average walk time to the destination is 5.6 minutes, likely reflecting higher density at typical non-home trip destinations than in residential areas.
- Thirty-eight percent of County Connection riders complete their one-way trip riding one bus while 45 percent require one transfer, and 17 percent require two or more transfers.
- Cash, at 42 percent, is the most common form of fare payment, while passes are the primary non-cash fare media at 24 percent (12-Ride Pass 13%, Monthly Pass 10%, Monthly Express Pass 1%). Transfers account for nine percent (Bart transfer 8%, County Connection transfer 1%) and cards account for seven percent (Commuter Card 4%, RTC Card 3%).
- A majority of riders (72%) pay full adult fares with the largest discount groups being seniors (7%), disabled riders (7%), and students (3%).
- When asked how they would most like to see County Connection service improved, the most popular improvement is more frequent service, cited by 41 percent. The next two requested improvements are later evening service (25%) and being more consistently on time (13%). At a much lower level, earlier morning service and requiring fewer transfers were mentioned by seven and three percent respectively. More weekend service was suggested by three percent of riders.
- If County Connection was not available, 17 percent said they would not make the trip. Twenty-seven percent said they would have someone drive them, and a quarter said they would walk. Other options included taxi (10%), driving alone (9%), carpooling (6%), and bicycling (4%).
- The vast majority of trips are made by frequent riders with 93 percent of trips made by riders that ride at least once a week
- Approximately half of County Connection trips are made by riders that are transit dependent as indicated by 53 percent saying they do not have a driver's license.
- Eighty percent of riders have at least one way of accessing the Internet through a smart phone (43%), tablet (13%), and/or traditional computer (69%).

Trip Characteristics

Riders were surveyed during all parts of the day and in both directions on all routes. This produces a relatively balanced sample of “inbound” and “return” trips. The vast majority of these trips (89%) include home as either the trip origin or destination.

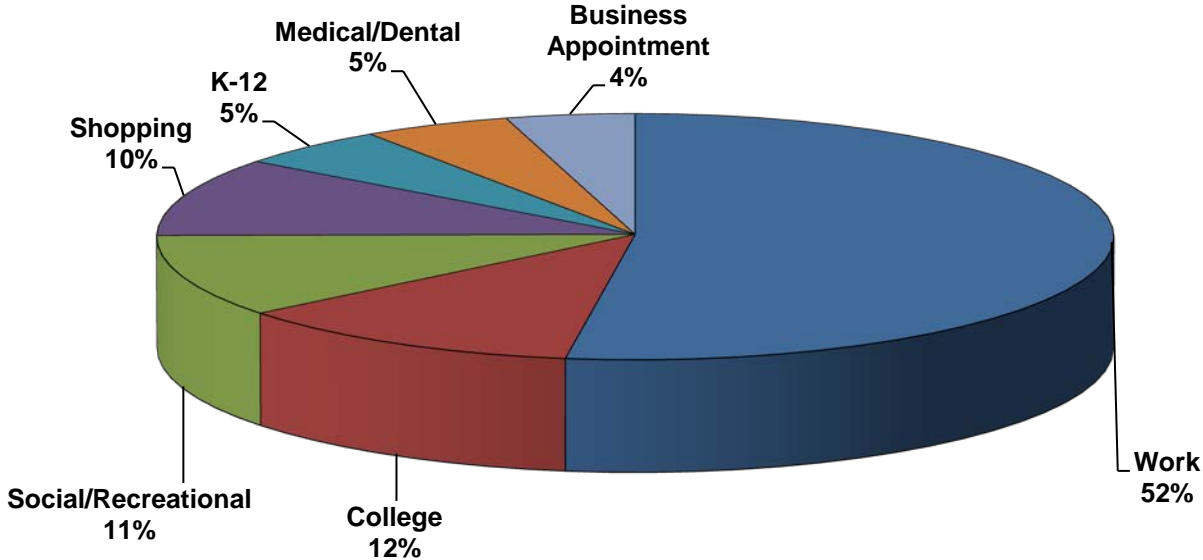
Figure 1: Is Home Your Origin or Destination?
n=838



In traditional onboard survey reporting, all origins are reported in aggregate regardless of trip direction. This results in the information about trip origins and access being a combination of home, work and other ultimate origin-types. As such it does not produce a clear and meaningful picture of the trip from home to the first transit boarding point, or of the final leg of the trip from the last alighting point to the ultimate destination.

To overcome this, a modified database has been created from the original that reverses all trips that are home-bound, converting the destination from home to the original non-home origin, and making home the new origin. This modified database provides a consistent picture of all outbound trips from home to the ultimate trip destination-type. The first section of the report provides reporting on this modified database to show a more meaningful and actionable picture of rider behavior

Figure 2: What Was Your Trip Purpose?
n=768

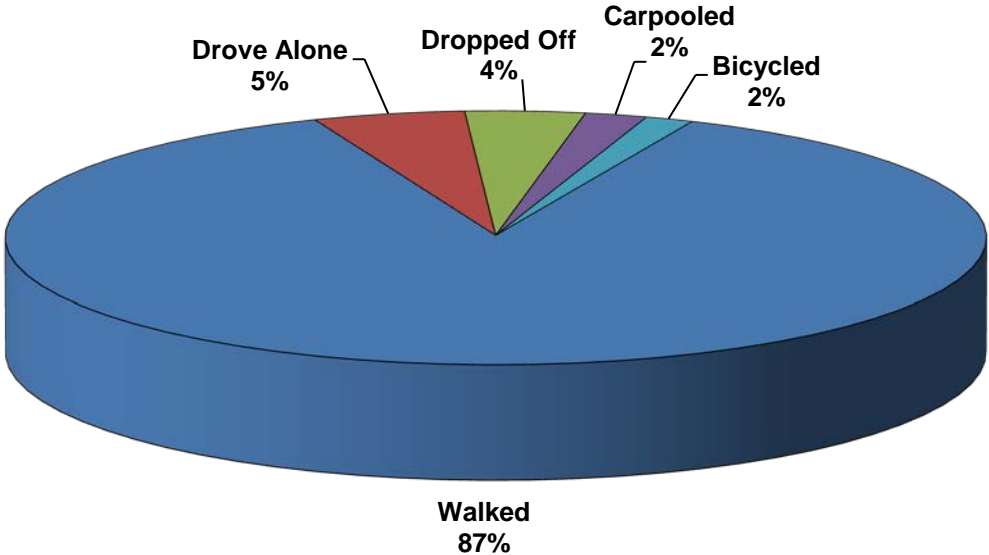


Work represents the largest proportion of trip-purpose destinations from home-based trips, accounting for 52 percent of all trips. Business appointments account for an additional four percent. This is in line with riders' reporting of work status with 67 percent indicating that they are currently employed.

Not surprisingly, school is the second largest trip destination with 12 percent of riders going to colleges or universities, and an additional five percent going to K-12 schools for a total of 17 percent. This is in line with 30 percent of riders reporting that they are students.

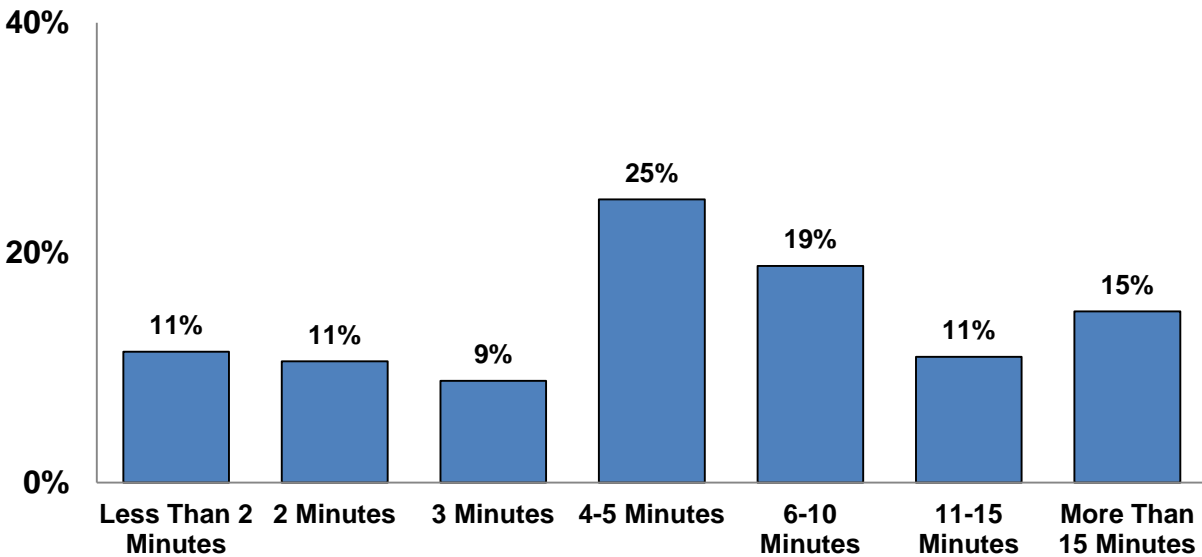
Social and recreational trips account for 11 percent, and shopping accounts for ten percent. Medical/dental trips are also a common destination at five percent.

Figure 3: How Did You Get From Your Home to Your First Boarding Point?
n=768



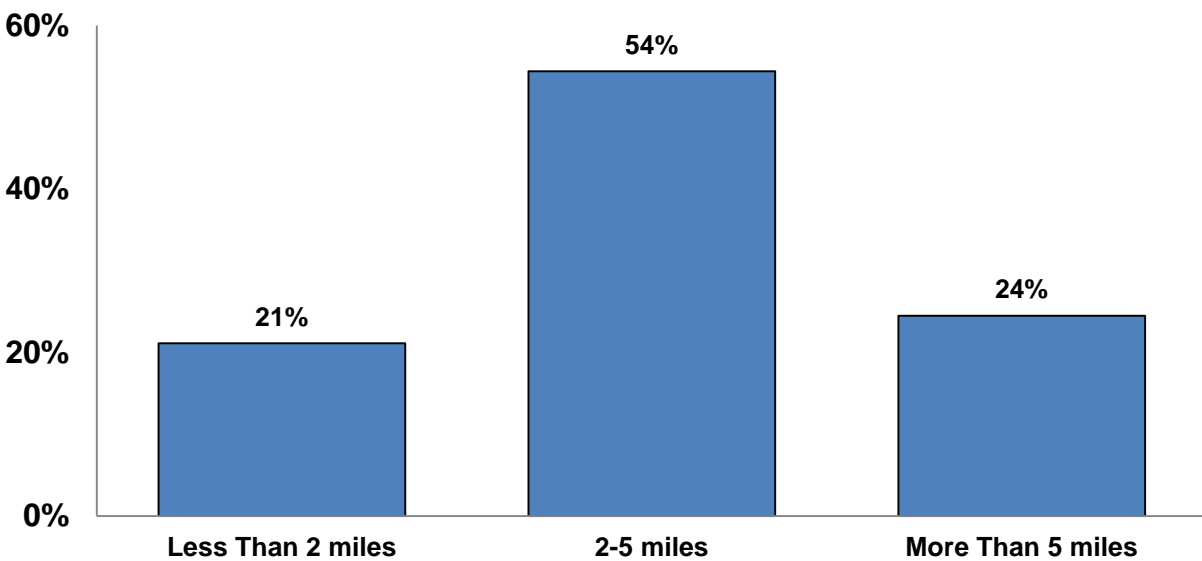
The vast majority of riders (87%) walk to their first transit boarding point. Car-based modes are the next most common transit access mode, with five percent of riders driving to their boarding point alone, four percent being dropped off by someone, and two percent carpooling. The final two percent of riders bicycle to the bus stop.

Figure 4: How Many Minutes Did It Take You to Walk From Your Home to Your First Boarding Point?
n=655



Among the riders who walk from home to their first boarding point, the most common time is four to five minutes at 25 percent. This is followed by 19 percent that have a walk time of six to ten minutes. There are 26 percent that have walk times in excess of 10 minutes, and a slightly larger proportion of riders walk three or fewer minutes at 31 percent. The overall average walk time from home to the first boarding point is 9.1 minutes.

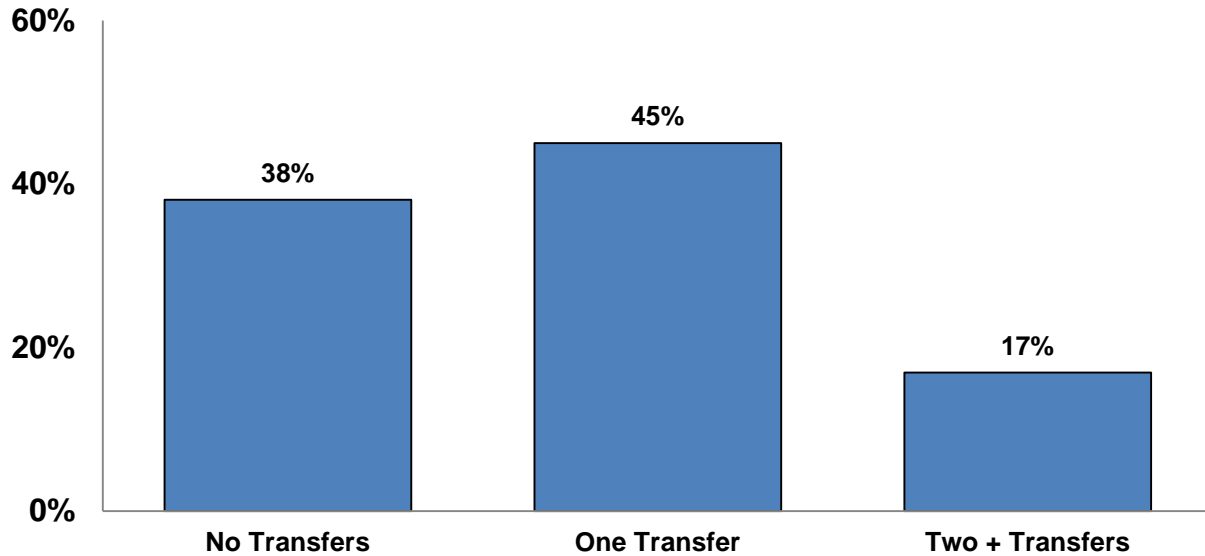
Figure 5: How Many Miles Is It From Your Home to First Boarding Point? (Non-Walkers)
n=113



For riders that do not walk from home to the bus, the majority (54%) travel two to five miles. The remainder is balanced relatively evenly between those traveling more than five miles (24%) and those traveling less than two miles at 21 percent. The average distance traveled to the first boarding point for non-walkers is 4.8 miles.

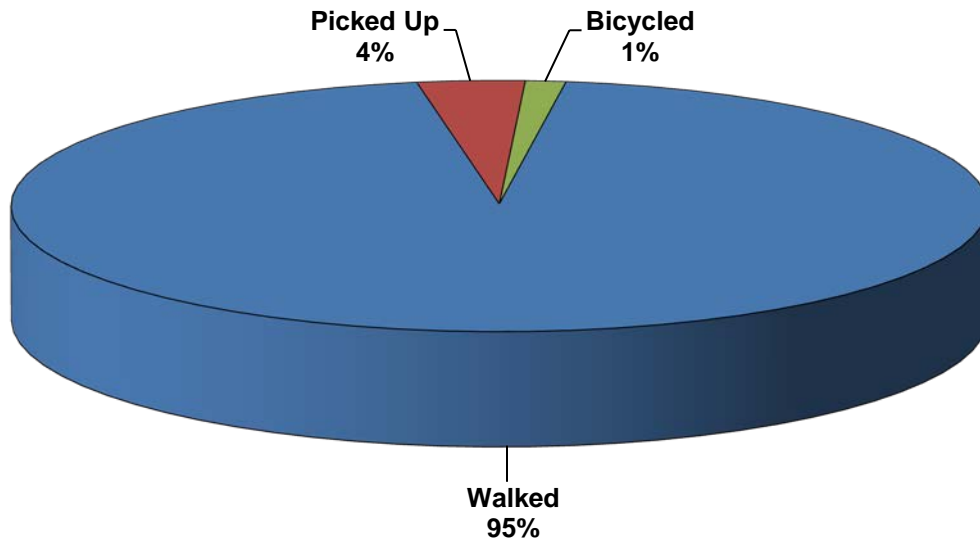
Figure 6: How Many Transfers Needed To Complete Your Trip?

**n=838
Line 427**



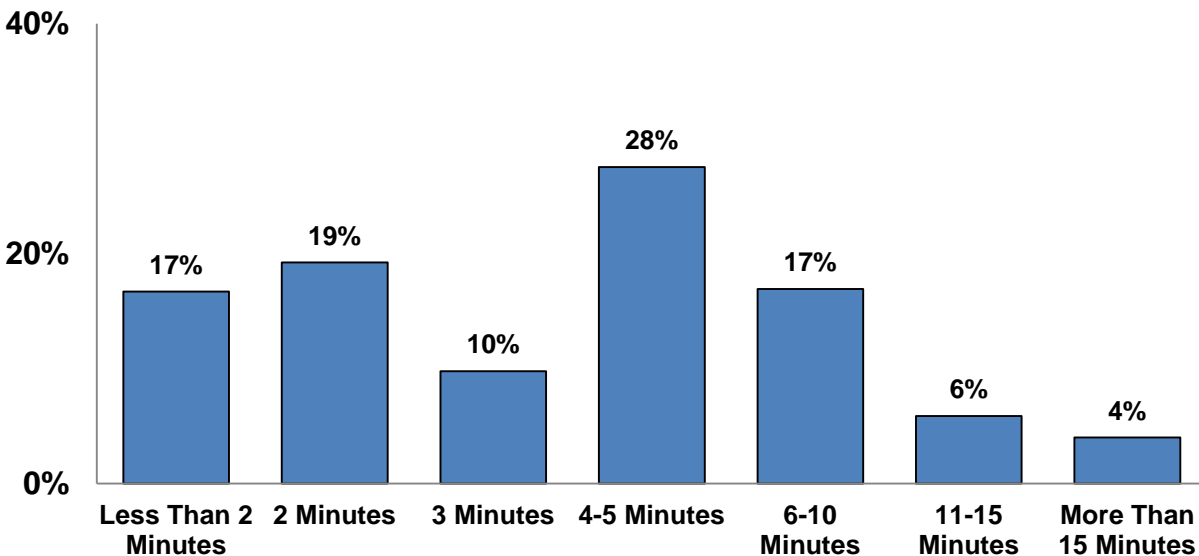
Thirty-eight percent of bus riders complete their bus trip with no transfers. Forty-five percent of riders make one transfer to finish their trip, and 17 percent of all trips require two or more transfers. Together the average number of transit legs for each one-way trip is 1.79.

Figure 7: How Did You Get From Your Last Stop to Non-Home Destination?
n=768



Almost all bus riders (95%) walk from their last stop to their non-home destination. Four percent of riders are picked up by someone, and only one percent bicycle from their last stop to their non-home destination.

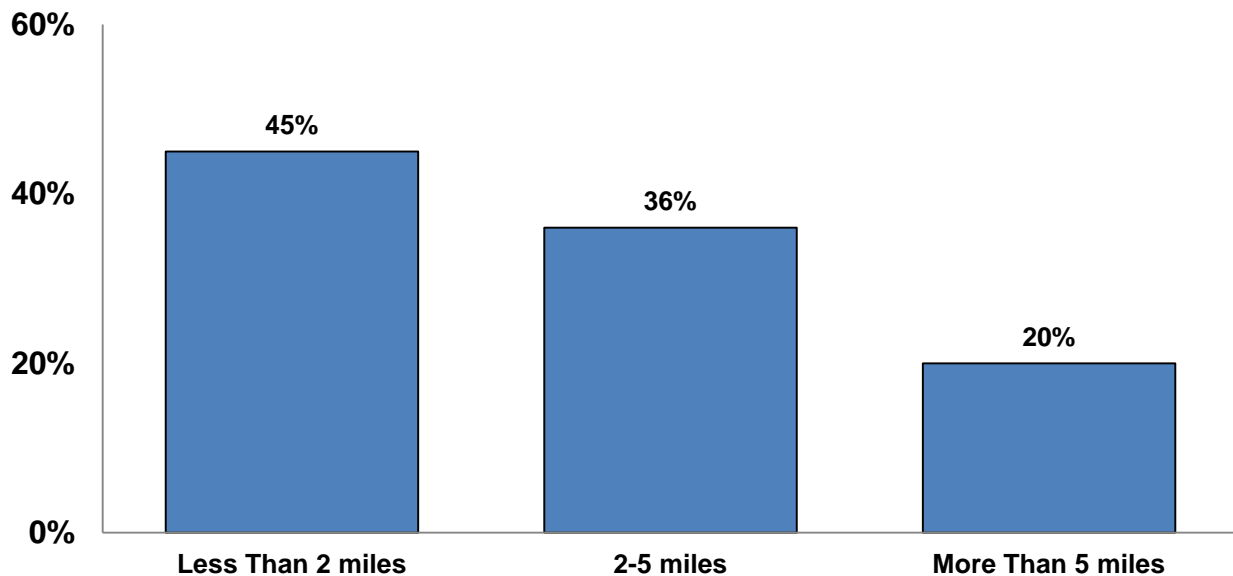
Figure 8: How Many Minutes Did You Walk to Your Non-Home Destination?
n=728



As with walking to their first transit boarding point, the most common walk time to the final destination point is four to five minutes at 28 percent. Seventeen percent walk six to ten minutes, and only ten percent walk more than ten minutes. Conversely, a total of

46 percent walk less than four minutes. The overall average walk time from riders' final alighting point to their non-home destination is 5.6 minutes. The 5.6 minute average walk time to their non-home destination is just over half the 9.1 minute average walk time from home to their first boarding point. This likely reflects a higher density of destinations and bus stops at their non-home destination than in their residential home neighborhood.

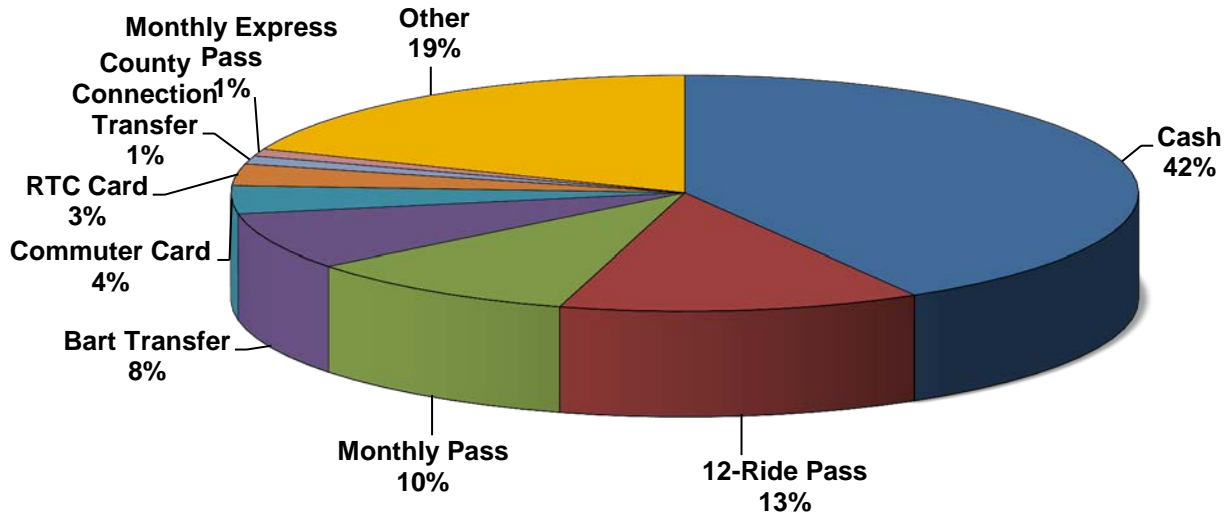
Figure 9: How Many Miles Was It From Your Last Stop to Your Non-Home Destination? (Non-Walkers) n=40



Of those riders who use a mode of transportation other than walking from their last stop, almost half (45%) travel less than two miles to their non-home destination. Thirty-six percent of riders travel two to five miles and 20 percent travel more than five miles. The average distance traveled by non-walkers to their trip-purpose destination is 5.4 miles. It should be noted, however, that this includes two travelers that commuted to a rideshare point and then pooled a long distance to their destination. Removing these two riders from the dataset reduces the average from 5.4 miles to 3.8 miles.

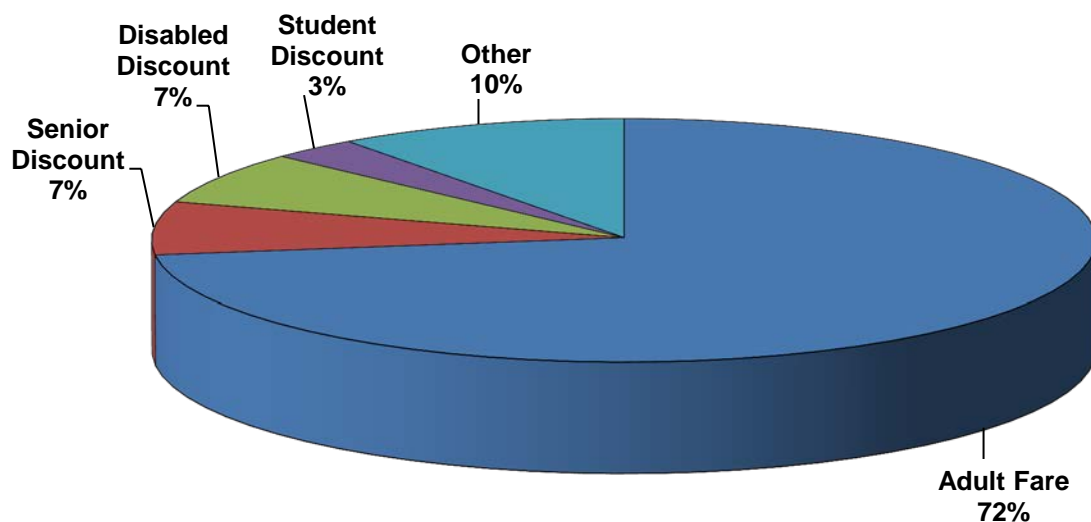
Fare Media

Figure 10: How Did You Pay For Your Bus Fare?
n=838



Riders use a variety of fare media options. The most common form of payment is cash at 42 percent. Those who use a pass (monthly, monthly express, 12-ride) make up 24 percent of the riders. Eight percent of riders use a Bart transfer, and one percent use a County Connection transfer. Commuter cards or RTC cards are used by seven percent. Nineteen percent of riders use some other form of payment including 20-ride passes, Bishop Ranch bus passes, other employee passes, student IDs and free rides.

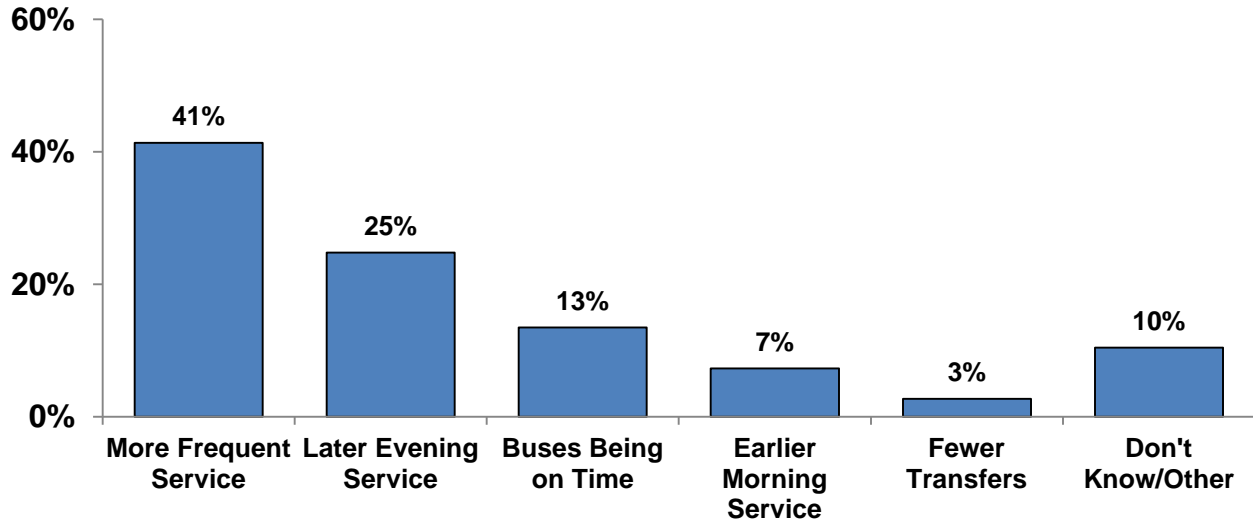
Figure 11: Was That a Full, Adult Fare or Discount Fare?
n=838



Seventy-two percent of riders do not receive a discount and thus pay a full adult fare. Among the discounted fares, a senior discount and a disabled discount are tied for the highest percentage with each comprising seven percent of riders. Only three percent of surveyed riders used a student discount. Ten percent of riders use some other type of fare.

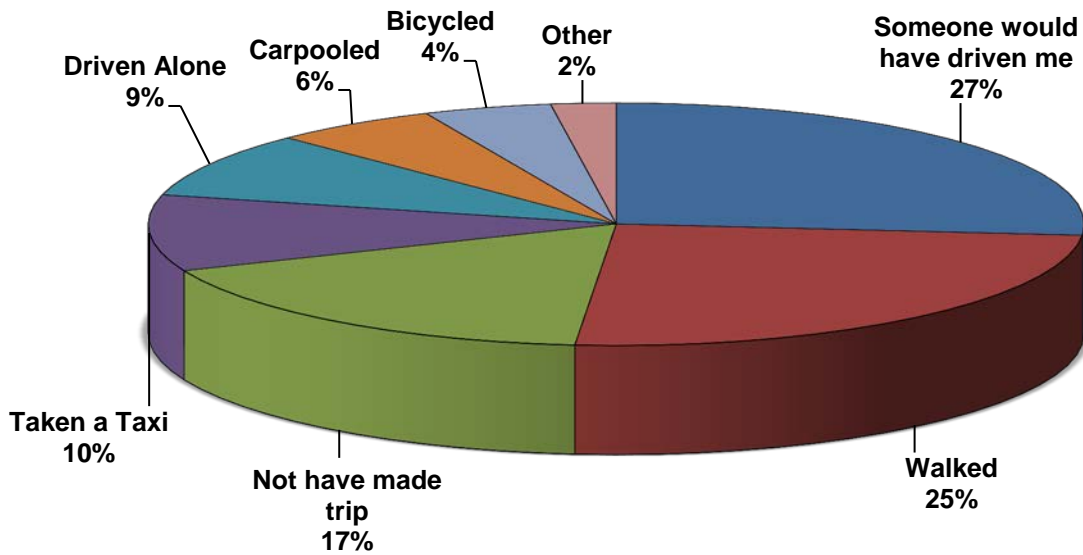
The County Connection Performance

Figure 12: How Can The County Connection Be Improved
n=838



Riders were asked to choose one of five possible specific improvements that could potentially be implemented by County Connection. More frequent bus service is the most commonly requested improvement at 41 percent, and this is relatively consistent across all demographic breakouts. Later evening service and buses being more on time received 25 percent and 13 percent of the responses respectively. The least requested improvements are earlier morning service and fewer transfers to make their trip, at seven and three percent respectively. Ten percent of riders either have another suggestion or do not think that County Connection needs to make any improvements. The most common “other” response was more weekend service, but at less than three percent.

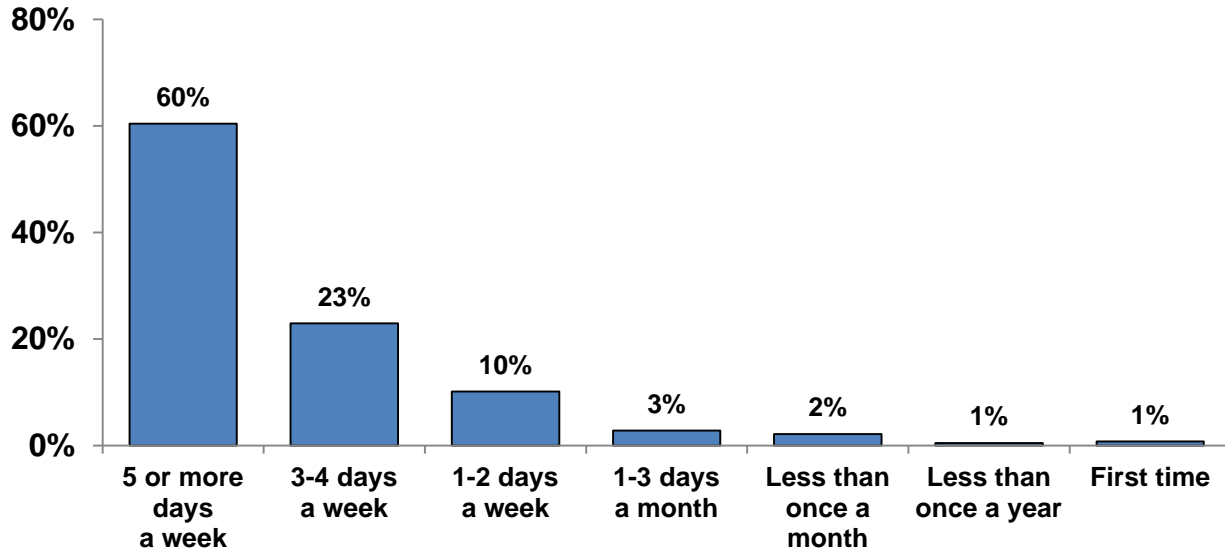
**Figure 13: If There Was No Bus, How Would You Have Made Your Trip?
n=838**



When asked what they would do if their County Connection bus service was not available, 17 percent of riders indicated that they would not make a bus trip at all. Over half of riders (52%) would use another form of motorized vehicular transportation (27% driven by someone, 10% taxi, 9% drive alone, 6% carpool), while 29 percent would either walk (25%) or bicycle (4%). Two percent of riders would use a form of alternate transportation not identified above.

Transportation Demographics

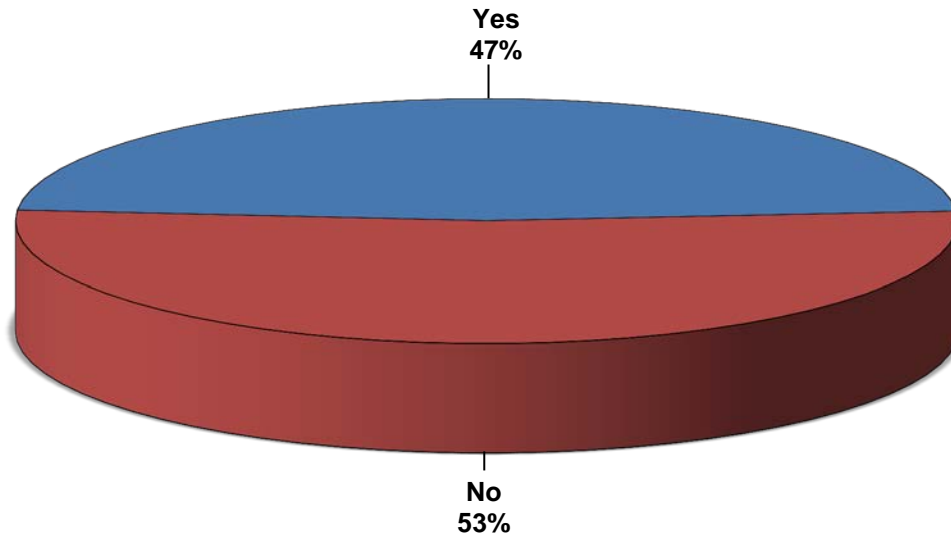
Figure 14: How Often Do You Ride The County Connection
n=838



Over 90 percent of all trips are made by riders that use the bus at least once a week. Nearly two-thirds of all trips (60%) are made by riders that use the bus five or more days a week. Twenty-three percent of trips are by riders that ride three to four days a week and ten percent are by riders that use the bus one to two days a week. Five percent of trips are made by patrons that ride one to three days a month (3%), and by riders that use the bus less than once a month (2%). The remaining two percent is equally split among first time riders and those who use the bus less than once a year.

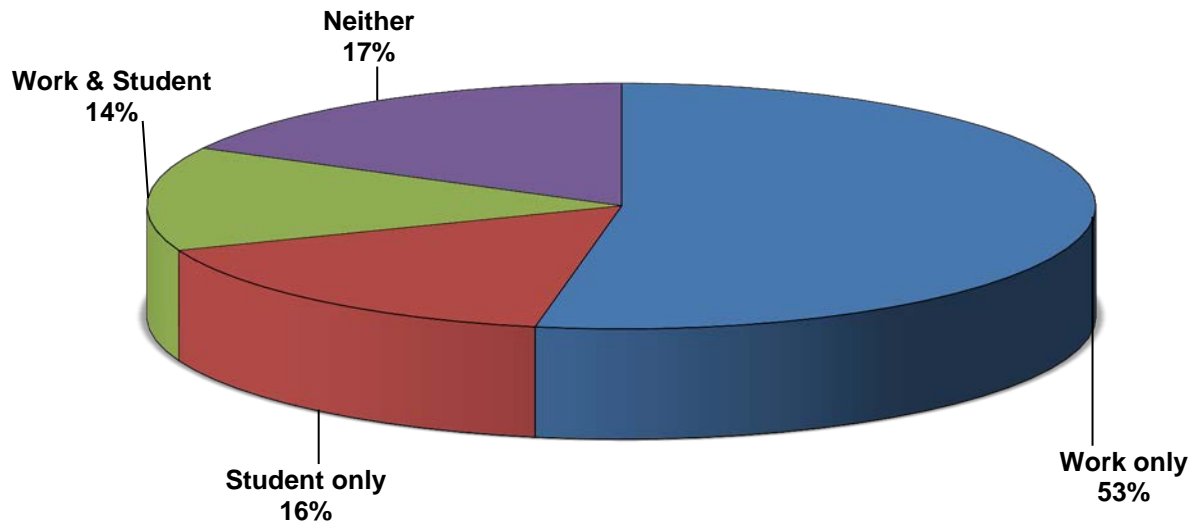
Riders who are employed are more likely to ride the bus five or more days a week than those who are unemployed (69% versus 44% respectively). At 60 percent, riders who possess a driver's license are equally as likely to ride the bus five or more days a week as those who do not have a license (61%). Finally, as would be expected, riders that use a pass to pay their fare are more frequent riders than those that pay cash.

Figure 15: Do You Currently Have a Driver's License?
n=838



Over half of County Connection trips (53%) are made by riders that do not currently have a driver's license. At 50 percent, male riders are slightly more likely to have their driver's license than female riders at 45 percent. The incidence of having a drivers' license increases with age starting at a low of 16 percent for riders under 20, increasing to 37 percent for those in their 20's, 42 percent for those in their 30's and then peaking at 62 percent for riders in their 40's. The incidence then declines slightly to 60 percent for riders in their 50's, and 57 percent for those 60 or older. Hispanic riders are also less likely to have a driver's license at 41 percent compared to 50 percent for non-Hispanic riders. Students and those that are not employed are also less likely than their counterparts to have a license at 31 percent and 34 percent respectively compared to 54 percent of non-students and 54 percent of employed riders.

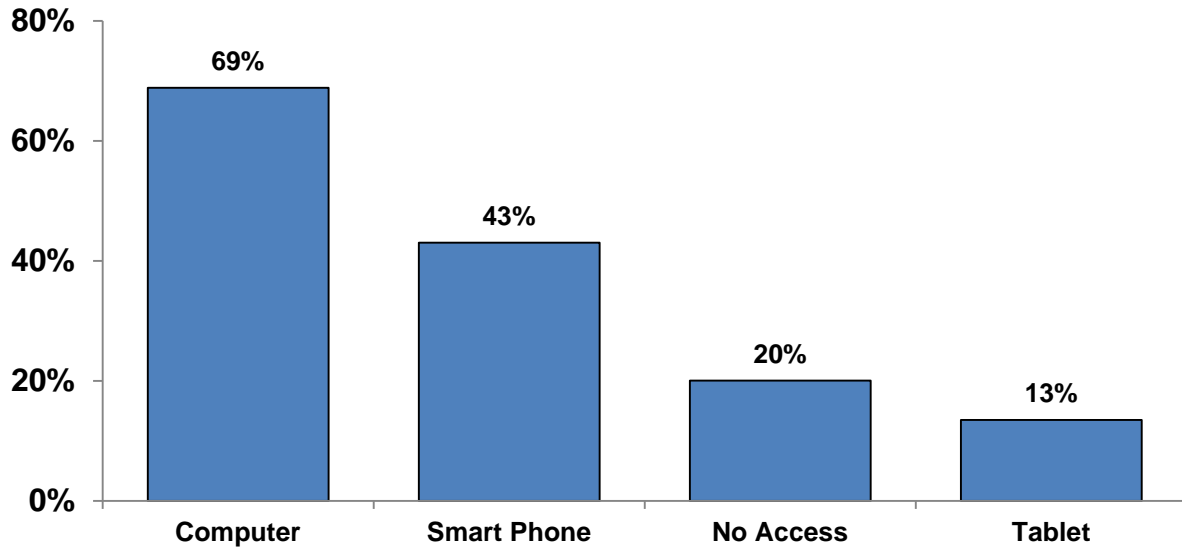
Figure 16: Are You Currently Employed and/or a Student?
n=838



Over a half (53%) of riders are only employed and 16 percent are only students. Fourteen percent of riders are both employed and students, while 17 percent of riders are neither employed nor a student. As might be expected, riders 60 years or older are the most likely to neither work or be a student.

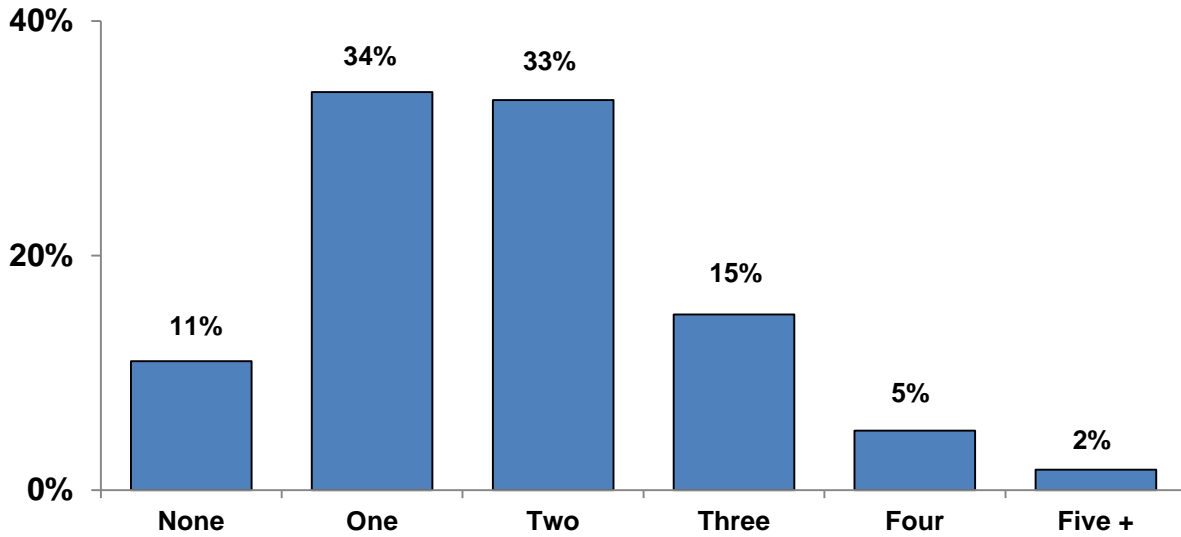
Rider Demographics

**Figure 17: How Do You Access the Internet?
(Multiple Response)
n=838**



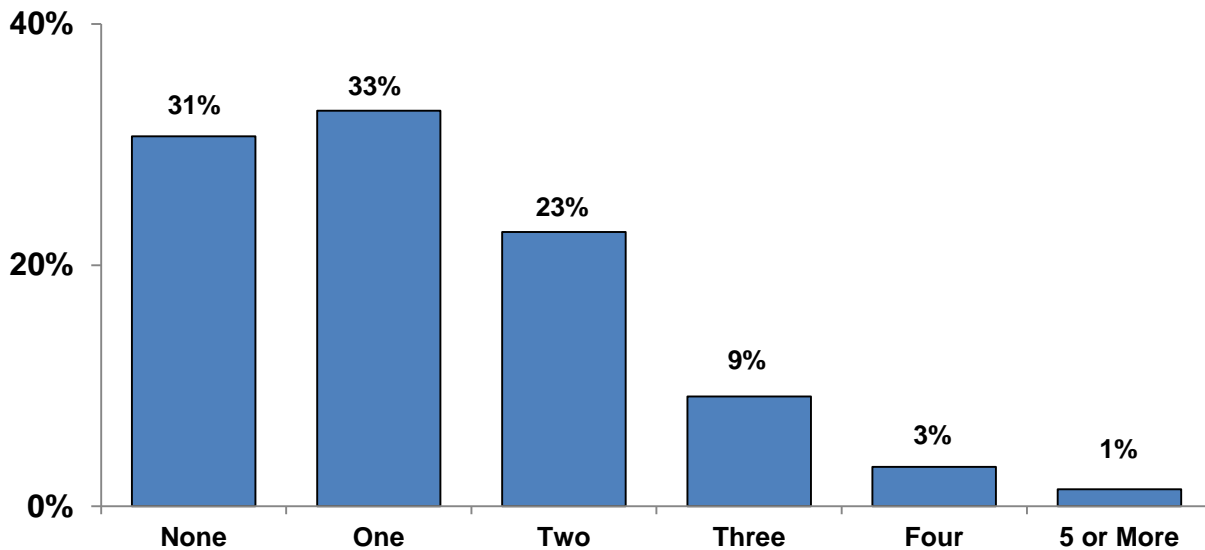
Eighty percent of riders have at least some way to access the Internet through a smart phone, tablet, and/or traditional computer. The majority of riders (69%) have a computer for Internet access. Forty-three percent of riders have a smart phone to access the Internet. Only thirteen percent of riders have access to the Internet through a tablet. Twenty percent of riders do not have any access to the Internet. Note that riders may have Internet access through two or all three forms and thus the total percentages exceed 100 percent.

Figure 18: How Many People Are Employed in Your Household?
n=834



A third of riders (34%) have one person who works either full-time or part-time in their household. Another third (33%) of the riders' households have two people who are employed, and 11 percent of riders do not have anyone in their household who is employed. Fifteen percent have three people employed in their household, and seven percent have four or more employed people in their household.

Figure 19: How Many Drivable Vehicles Are Available To Your Household?
n=837

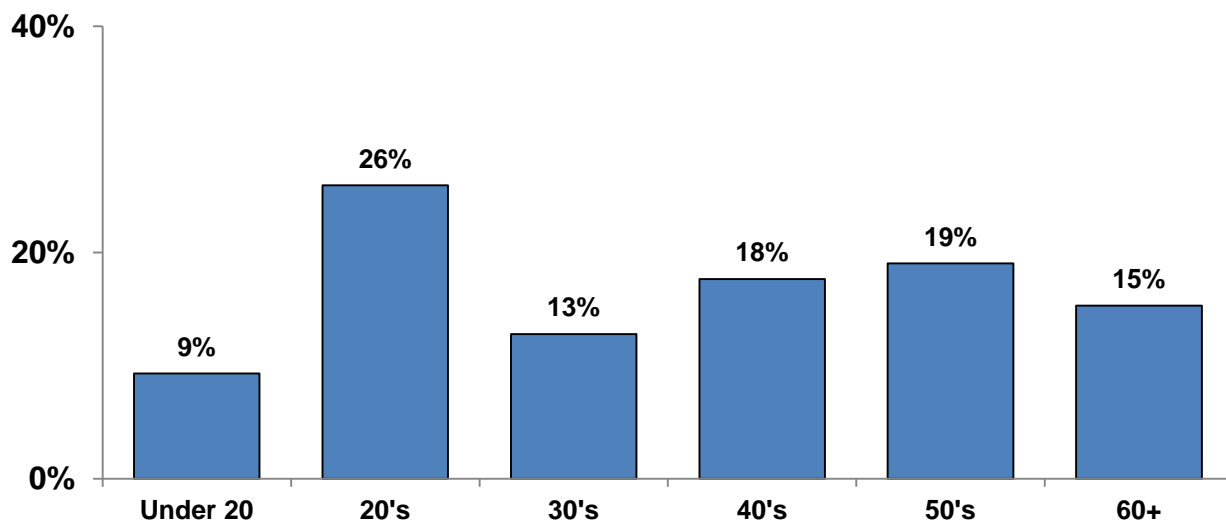


Most County Connection riders (69%) have at least one drivable vehicle available in their household, but nearly a third (31%) do not have any drivable vehicles. Over half of the riders (56%) have either one (33%) or two (23%) drivable vehicles available.

Thirteen percent of riders have three or more operating vehicles available to their household.

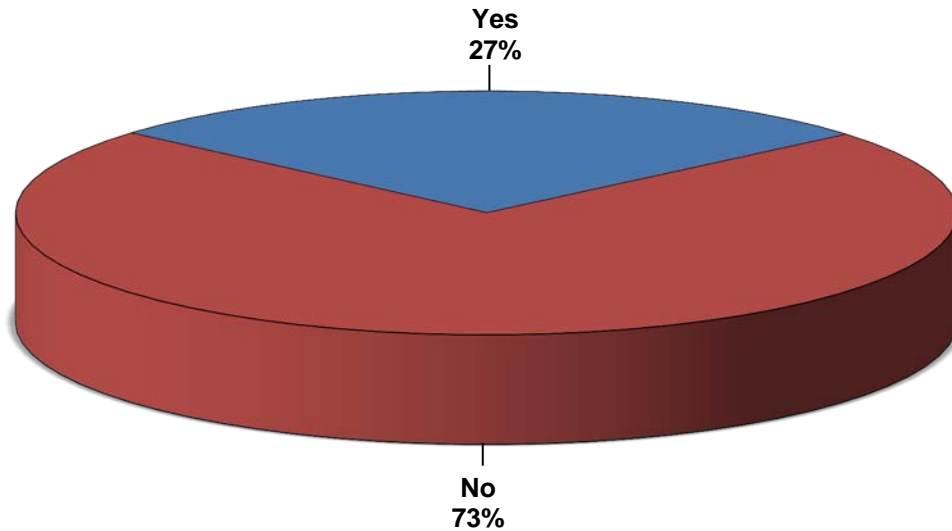
Vehicle availability is positively correlated to household income with vehicle availability starting at a low of 37 percent for those with incomes below \$10,000, and increasing consistently with income to a high of 97 percent for those with incomes above \$75,000. It is negatively correlated to rider age with vehicle availability for the youngest riders (under 20) at a high of 87 percent and then declining to 55 percent for riders that are 60 or older. Non-Hispanic riders are slightly more likely to have a vehicle in the household at 71 percent compared to 65 percent for Hispanic riders.

Figure 20: What Is Your Age Category?
n=824



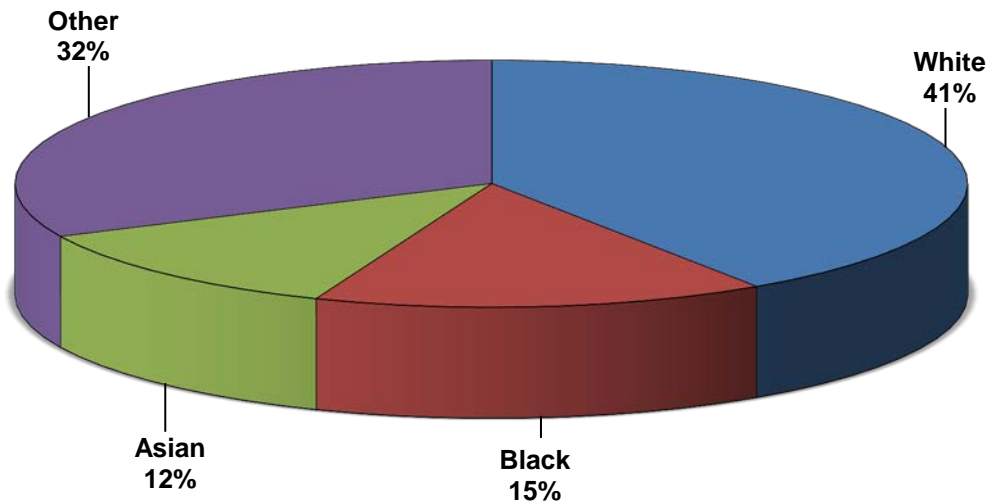
The most common age group of CCCTA riders is those in their 20's at 26 percent. Only nine percent of riders are under the age of 20, while 13 percent are in their 30's. The age of riders are distributed relatively evenly across riders that are at least 40 with 18 percent for riders in their 40's, 19 percent for riders in their 50's, and 15 percent for those 60 or older.

Figure 21: Are You Hispanic, Latino or of Spanish Origin?
n=833



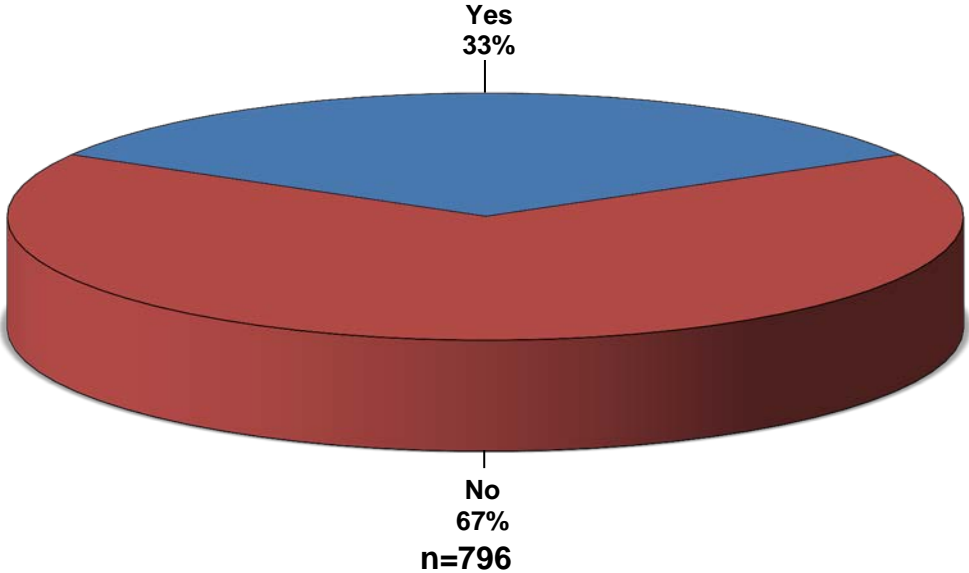
The proportion of surveyed riders that are Hispanic or Latino is slightly more than a quarter (27%) of all riders. Seventy-three percent are not of Hispanic or Latino origin.

Figure 22: What Is Your Race?
n=838



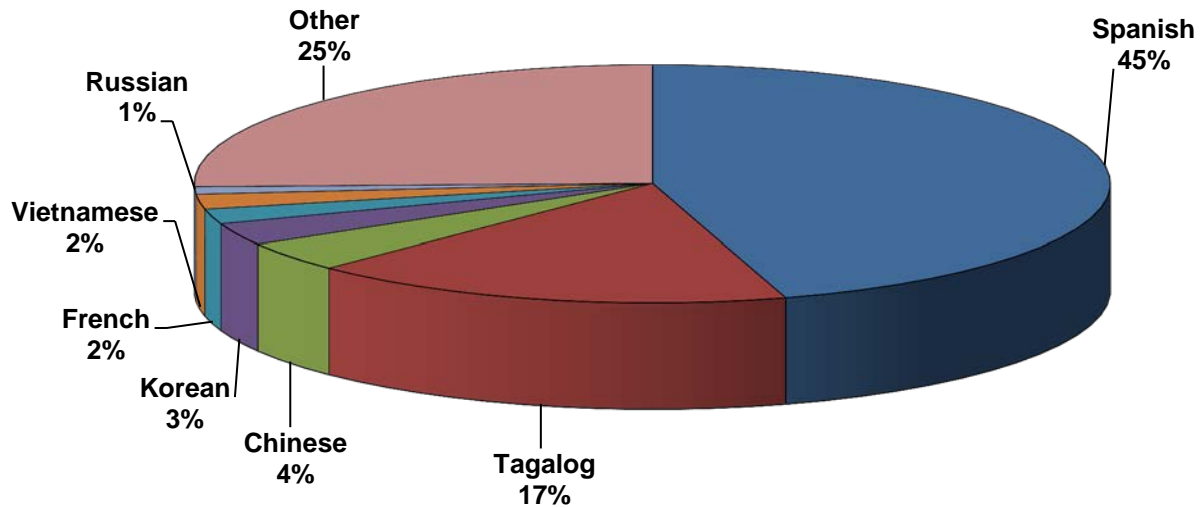
At 41 percent the largest proportion of County Connection riders identify their race as White, with 15 percent saying Black and 12 percent Asian. A large proportion (32%) also identified themselves as “other.” The most common “other” response were Hispanic, Latino, and Mexican.

**Figure 23: Do You Speak a Language Other than English at Home?
(English Language Survey Respondents Only)**



Of those riders who completed the survey in English, 33 percent speak a language other than English at home. Fifty-two percent of Hispanic riders and 80 percent of Asian riders speak a language other than English.

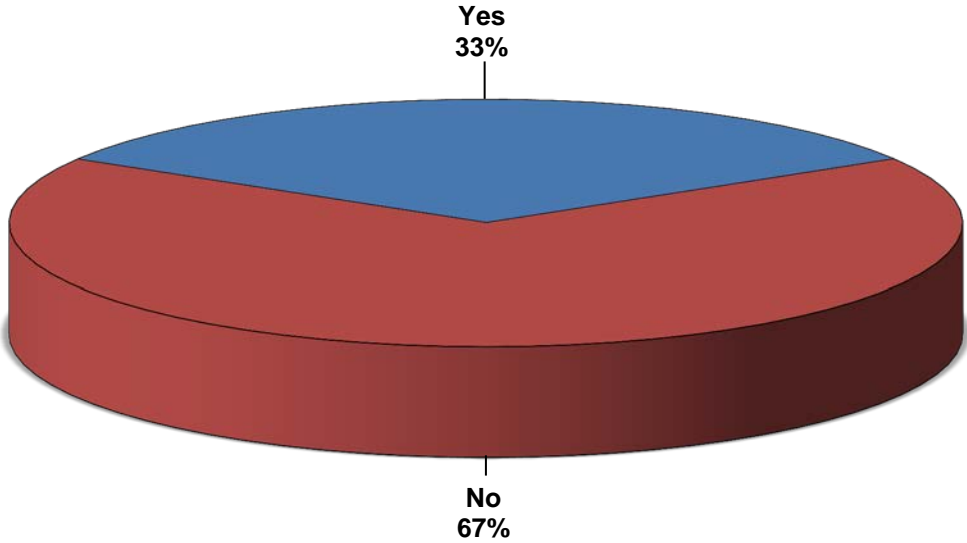
**Figure 24: What Language Do You Speak at Home?
(English Language Survey Respondents Only)
n=275**



At 45 percent, Spanish is the most common language of riders who indicated that they spoke a language other than English at home. The second highest language spoken at home was Tagalog at 17 percent. Four percent of riders speak Chinese and three percent speak Korean. French and Vietnamese are both spoken by two percent of riders, while Russian is spoken by one percent of riders. In addition to English, a quarter of riders speak a language not listed above.

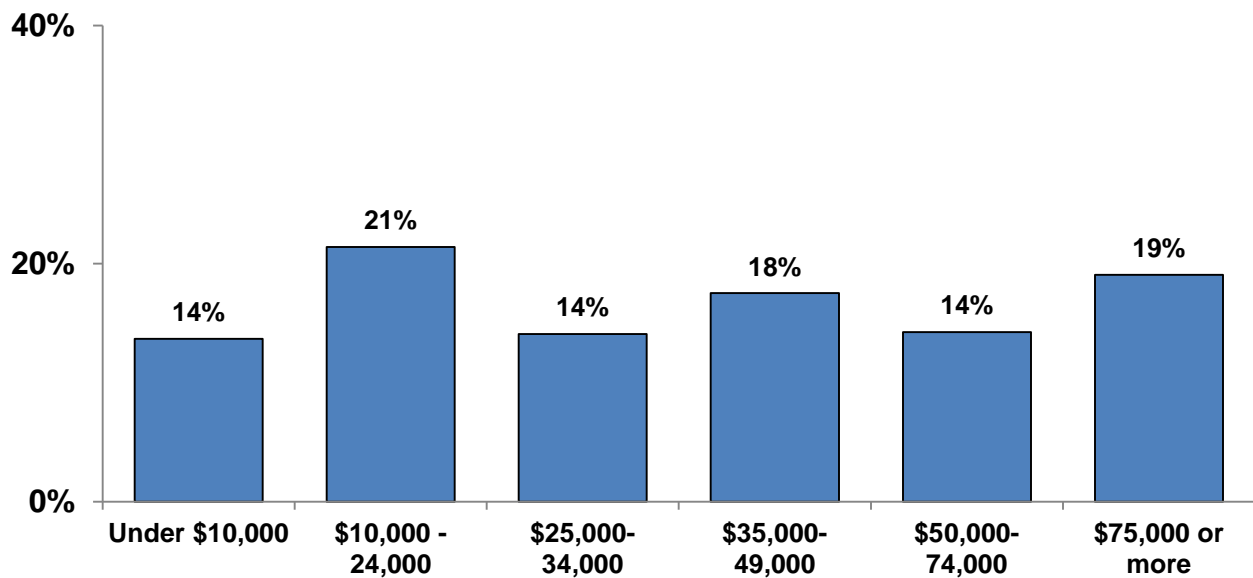
**Figure 25: Do You Speak a Language Other Than Spanish at Home?
(Spanish Language Survey Respondents Only)**

n=42



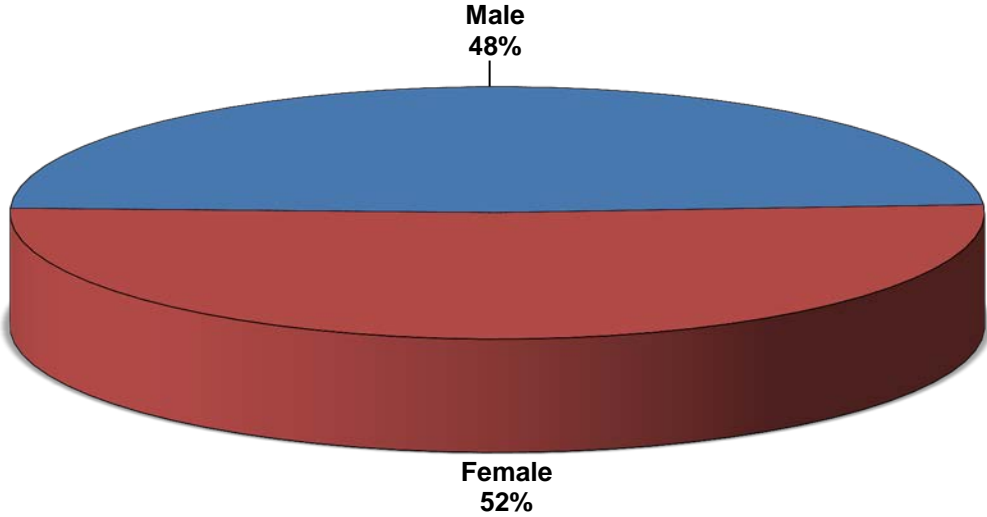
A third of bus riders who completed the survey in Spanish speak a language other than Spanish at home. All of these riders speak English.

Figure 26: What is Your Total Household Income?
n=711



The total household incomes for riders were distributed relatively evenly among the income groups. The most prevalent household income of riders is \$10,000 to \$24,999 at 21 percent followed by \$75,000 or more at 19 percent, and \$35,000 to \$49,999 at 18 percent. Total household incomes of under \$10,000, \$25,000 to \$34,999, and \$50,000 to \$74,999 each comprise 14 percent of the riders. Household incomes over and under \$35,000 were relatively even at 49 percent under \$35,000 and 51 percent over \$35,000.

Figure 27: Gender
n=838



A slight majority of County Connection riders are female with 52 percent female riders and 48 percent male riders.

To: Advisory Committee

Date: September 4, 2012

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

SUBJECT: Real Time Bus Tracker Introduction

Summary of Issues:

County Connection will introduce real time bus this fall. The Bus Time software provided by Clever Devices will be branded as *Bus Tracker* in marketing materials. Concurrent with this rollout is the implementation of WiFi on Bishop Ranch branded buses.

Marketing Bus Tracker presents an opportunity to attract new riders and increase system ridership.

Marketing Strategies

Promoting Bus Tracker will be conducted in three phases - the pre-launch, a soft launch, and a system-wide launch.

Pre-Launch Activities – “Coming soon” flyers are being distributed now at business and public events. The website links to other transit agencies using the same Bus Time system are provided so commuters can preview the information and level of detail that will soon be available.

Soft Launch Activities – Mid to late October 2012

- Web Page updated to include a link to Bus Tracker.
- A short video announcement that describes how Bus Tracker works will be produced for the website, and distributed through social media, print, radio and community access television outlets.
- Flyers will be posted on all buses.
- News Releases distributed to media outlets as well as to local businesses through the Chambers of Commerce.
- News articles provided to City offices and Chambers of Commerce for use in newsletters.
- Print and electronic flyers provided to schools for inclusion in email alerts and internal postings
- Traffic sponsorship messages on local radio station KKDV.
- Recruit testimonials from current riders for system-wide launch.

Systemwide Introduction – Late October 2012 through May, 2013

- News releases with testimonials
- Newsprint advertisements in local publications include testimonials and coupon for smart phone/tablet drawing
- Direct mail booklet delivered to approximately 100,000 residences along CCCTA fixed-routes that announce real time availability, include system maps, ticket sales outlets, and entry coupon for a free smart phone drawing.
- Bus Advertising – produce 50 exterior bus ads to be used on all available fixed route buses. Any unused ads will be placed on the paratransit fleet.
- Radio advertising – thirty second advertising campaign on local radio station KKDV, as well as several stations in the ClearChannel broadcast network to be determined based on Arbitron ratings at that time.
- Kiosk advertising at DVC
- Conduct a drawing for a free smart phone/tablet provided by Sprint and Source Inc..
- Bus-To-BART – with assistance from 511 Contra Costa and BART, distribute flyers on cars in BART parking lots announcing the availability of real-time information. Flyers will describe the routes that serve the specific station and include a coupon for a free CCCTA bus pass sponsored by 511 Contra Costa.

Print materials are currently being developed, and staff will bring draft samples to the meeting.

Financial Implication

The strategies outlined above will require approximately \$100,000 to implement. These funds are included in the FY2013 Promotions budget approved by the Board of Directors.

Recommendation:

This item is presented for information.

To: Advisory Committee

Date: September 5, 2012

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

SUBJECT: Changes To RTC and Clipper Programs Effective 9/1/12

Summary of Issues:

Last November this Committee was updated on changes that were taking place with the Regional Transit Connection (RTC) Program in regards to attendants, as well as some recommendations by the Bay Area Partnership Access Committee to address the widespread use of Clipper. With the seven largest transit agencies using Clipper as their primary fare card, it's important that the two programs be better coordinated.

Several changes are taking with both programs effective September 1, 2012 that may cause some initial confusion, but will ultimately benefit the user.

RTC Changes Effective September 1, 2012

1. RTC Discount Cards will expire 5 years from the date of issue rather than 3 years. The fee will remain at \$3.
2. RTC Discount Cards will no longer be issued to seniors EXCEPT seniors those eligible to travel with an attendant. The RTC Program will focus on the more complex process of disability verification.
3. Both Clipper and RTC databases will be managed by the Clipper Customer Service Contractor. Without this integration, RTC clients with value on their RTC cards have difficulty getting values restored when a card expires or is lost. Medical verification for the RTC Cards will continue to be managed by an independent contractor privacy purposes.

The Central Processor will send out the renewal letters 60-90 days before the card expires. Customers – except those eligible for attendant travel – will be notified of the policy change and be advised to get the Clipper card instead of renewing the RTC Card. The Senior Clipper Card is immediately available, free, has no expiration date, and has features such a card registration in case the card is lost, auto load value, and restoration of value if the card is lost. However, they do have to get the card in person.

Changes To The Clipper Program

New adult Clipper Cards will cost \$3. Clipper will waive the fee when users sign up for automatic reloading when ordering the card online. The initial \$5 minimum load at time of purchase will no longer apply.

**ADA CERTIFICATION and RECERTIFICATION
FY 2013**

MONTH	FY 2013				FY 2012				FY 2013				FY 2012			
	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	61	48	0	0	55	37	1	0	29	16	0	0	34	19	0	0
AUG					53	35	0	0					37	24	0	0
SEPT					63	51	0	0					29	17	0	0
OCT					53	37	1	0					36	22	0	0
NOV					48	34	0	0					35	17	0	0
DEC					42	29	0	0					28	21	0	0
JAN					49	35	0	0					31	21	0	0
FEB					66	50	0	0					39	27	0	0
MAR					56	42	0	0					51	36	0	0
APR					60	36	0	0					36	22	0	0
MAY					61	42	1	0					38	22	0	0
JUN					78	44	0	0					30	14	0	0
TOTAL	61	48	0	0	684	472	3	0	29	16	0	0	424	262	0	0

3,080 Total CCCTA, Active, ADA Eligible in the Regional Eligibility Database (RED)

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

SUMMARY	JUNE FY 10/11	JUNE FY 11/12	YTD FY 10/11	YTD FY 11/12
1 TOTAL CLIENTS	13,377	11,987	152,564	149,052
2 TOTAL ATTENDANTS	1,105	805	12,548	10,875
3 TOTAL COMPANIONS	102	96	910	974
4 TOTAL PASSENGERS	14,584	12,888	166,022	160,901
5 TOTAL SERVICE DAYS	29	29	361	358
6 VEHICLE REVENUE HOURS	6,735	6,094	80,999	77,221
7 VEHICLE SERVICE HOURS	8,354	7,522	99,177	94,946
8 VEHICLE NON REV HOURS	1,620	1,428	18,381	17,674
9 VEHICLE SERVICE MILES	128,682	118,490	1,563,952	1,480,607
10 VEHICLE REVENUE MILES	109,977	96,748	1,295,954	1,238,026
11 VEHICLE NON REV MILES	22,717	21,742	271,811	264,278
12 PASS. PER REVENUE HOUR	2.17	2.11	2.05	2.08
13 CLIENT PER REVENUE HOUR	1.99	1.97	1.88	1.93
14 PASS. PER SERVICE HOUR	1.75	1.71	1.67	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	932	1,026	11,324	11,703
18 SAME DAY TRIPS	227	200	2,538	2,643
19 SUBSCRIPTION TRIPS	8,967	7,519	94,634	95,877
20 DEMAND	4,320	4,380	44,912	51,087
21 FAREBOX REVENUE	\$14,828.50	36,318.36	\$173,145.50	\$181,325.91
22 PREPAID CLIENTS	\$11,328.50	5,824.00	\$298,361.50	\$137,799.50
23 COLLECTED BILLING	\$13,828.00	24,324.00	\$89,319.00	\$301,464.30
24 TOTAL REVENUE COLLECTED	\$39,985.00	\$66,466.36	\$560,826.00	\$620,589.71
25 CHARGEABLE ACCIDENTS	0	0	2	4
26 SERVICE COMPLAINTS	2	0	3	3
27 SERVICE COMMENDATIONS	0	0	2	13
28 SERVICE DENIALS	0	0	0	0
29 ROAD CALLS	2	2	33	26
30 DRIVER TURNOVER	0.0	0.0	2.1	4.9
31 SCHEDULE ADHERENCE	96%	94.2%	95%	95%
32 WHEELCHAIR BOARDING'S	3,512	3,163	39,469	39,141
33 W/C LIFT AVAILABILITY	100%	100%	100%	100%
34 REGISTERED CLIENTS	9,870	10,152	N/A	N/A
35 UNDUPLICATED CLIENTS	1,089	1,105	N/A	N/A
36 NO-SHOWS	69	60	783	651
37 CANCELS	2,148	3,169	22,580	31,545
38 AVG. TRIP LENGTH (MILES)	8.8	9.2	9.4	9.2
39 AVG. SM BUSES IN SERVICE	5	3	5	NA
40 AVG. BUSES IN SERVICE	48	48	48	NA
41 TOTAL FUEL/GALLONS	18,377	17,951	215,789	208,997
42 FLEET M.P.G.	7.0	6.6	7.2	7.1

**CCCTA LINK
MONTHLY OPERATING SUMMARY
JULY FY12/13**

SUMMARY	JULY FY 11/12	JULY FY 12/13	YTD FY 11/12	YTD FY 12/13
1 TOTAL CLIENTS	11,853	11634	11,853	11634
2 TOTAL ATTENDANTS	976	785	976	785
3 TOTAL COMPANIONS	65	89	65	89
4 TOTAL PASSENGERS	12,894	12,508	12,894	12,508
5 TOTAL SERVICE DAYS	30	30	30	30
6 VEHICLE REVENUE HOURS	6,258	6,522	6,258	6,522
7 VEHICLE SERVICE HOURS	7,619	7,973	7,619	7,973
8 VEHICLE NON REV HOURS	1,361	1,451	1,361	1,451
9 VEHICLE SERVICE MILES	118,199	119,712	118,199	119,712
10 VEHICLE REVENUE MILES	96,972	97,621	96,972	97,621
11 VEHICLE NON REV MILES	21,227	22,091	21,227	22,091
12 PASS. PER REVENUE HOUR	2.06	1.92	2.06	1.92
13 CLIENT PER REVENUE HOUR	1.89	1.78	1.89	1.78
14 PASS. PER SERVICE HOUR	1.69	1.57	1.69	1.57
15 PASS. PER SERVICE MILE	0.11	0.10	0.11	0.10
16 PASS. PER REVENUE MILE	0.13	0.13	0.13	0.13
17 TOTAL TRANSFER TRIPS	837	972	837	972
18 SAME DAY TRIPS	219	183	219	183
19 SUBSCRIPTION TRIPS	7,820	6,647	7,820	6,647
20 DEMAND	3,957	5,006	3,957	5,006
21 FAREBOX REVENUE	\$13,316.00	\$12,963.02	\$13,316.00	\$12,963.02
22 PREPAID CLIENTS	\$12,241.75	\$11,746.00	\$12,241.75	\$11,746.00
23 COLLECTED BILLING	\$44,816.00	\$41,342.00	\$44,816.00	\$41,342.00
24 TOTAL REVENUE COLLECTED	\$70,373.75	\$66,051.02	\$70,373.75	\$66,051.02
25 CHARGEABLE ACCIDENTS	0	0	0	0
26 SERVICE COMPLAINTS	2	0	2	0
27 SERVICE COMMENDATIONS	1	0	1	0
28 SERVICE DENIALS	0	0	0	0
29 ROAD CALLS	2	1	2	1
30 DRIVER TURNOVER	2.9	0	0.0	0
31 SCHEDULE ADHERENCE	96%	94%	96%	94%
32 WHEELCHAIR BOARDING'S	3,276	3,244	3,276	3,244
33 W/C LIFT AVAILABILITY	100%	100%	100%	100%
34 REGISTERED CLIENTS	1,037	963	NA	NA
35 UNDUPLICATED CLIENTS	9,272	6,253	NA	NA
36 NO-SHOWS	52	40	52	40
37 CANCELS	2,096	1,869	2,096	1,869
38 AVG. TRIP LENGTH (MILES)	9.2	9.6	9.2	9.6
39 AVG. SM BUSES IN SERVICE	8	8	8	8
40 AVG. BUSES IN SERVICE	55	55	55	55
41 TOTAL FUEL/GALLONS	18,045	16,330	18,045	16,330
42 FLEET M.P.G.	6.6	7.3	6.6	7.3

Operations Data Summary
RAMP EVENTS BY ROUTE
(sort by YTD Total - decending order)

Route	12-Jun	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	YTD Total
1	326	141												467
2	309	12												321
4	330	167												497
5	215	21												236
6	205	15												220
7	203	37												240
9	112	181												293
10	189	342												531
11	158	125												283
14	197	177												374
15	102	170												272
16	138	190												328
17	73	70												143
18	95	167												262
19	57	64												121
20	76	300												376
21	21	160												181
25	34	10												44
28	63	336												399
35	32	130												162
36	41	51												92
91X	28													28
92X	64	12												76
93X	52	13												65
95X	52	15												67
96X	49	27												76
97X	31	2												33
98X	12	125												137
301	20	31												51
310	13	85												98
311	8	62												70
314	5	67												72
315	9	8												17
316	13	23												36
320	0	24												24
321	0	9												9
600's	2	4												6
Total	3,334	3,373	0	0	0	0	0	0	0	0	0	0	0	6,707
÷ 2 =	1,667	1,687	0	0	0	0	0	0	0	0	0	0	0	3,354

NOTE: * Data comes from Link Operators ** These are seasonal routes

Agenda Item 7.a

TO: O&S Committee

DATE: July 26, 2012

FROM: Anne Muzzini
Director of Planning & Marketing

SUBJ: Fixed Route Reports

Fixed Route Operating Reports for June 2012

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>Current Month</u>	<u>YTD Avg</u>	<u>Annual Goal</u>
Total Passengers	242,516		
Average Weekday	10,494	11,399	
Pass/Rev Hour	13.4	15.3	FY11 Goal > 17.0
Missed Trips	0.08%	0.09%	FY11 Goal < 0.25%
Miles between Road Calls	31,706	33,619	FY11 Goal > 18,000

* Based on Standards from updated SRTP

Analysis

Average weekday ridership is lower in June (10,494 passengers) from May (11,812 passengers). Average ridership this year is lower compared to June of last year (11,469 passengers). Productivity in June is lower to 13.4 passengers per hour from the May level of 15.4 passengers per hour.

The percentage of missed trips in June (0.08%) as compared to the prior month (May = 0.07%). The YTD average is 0.09% missed trips.

The number of miles between roadcalls was equal to 31,706 miles in June which is lower than the prior month when we experienced 39,758 miles between roadcalls. The year to date average is 33,619 miles between roadcalls.

**MONTHLY BOARDINGS
Operations Data Summary**

Fixed Route Boardings		Passengers by Revenue Hrs/Miles		Service Days		Fiscal YTD Comparison Passenger Boardings	
June 2012 - Fixed Route Boardings	242,516	Revenue Hours - June 12	17,046	Weekdays - June 12	21	Fiscal 2012 YTD	3,170,404
		June 11	17,635	June 11	22		
Bus Bridge		Revenue Miles - June 12	189,870	Saturdays - June 12	5	Fiscal 2011 YTD	3,304,522
Special Event		June 11	191,644	June 11	4		
				Sundays - June 12	4		
				June 11	4		
June 2012 Total Boardings	242,516	Passengers per Mile	1.3	Total Days - 2012	30	YTD Trend	(4.1%)
June 2011 Total Boardings	271,914	Passengers per Hour	14.23	2011	30	Monthly Trend	(10.8%)

June 2012 Fixed Route Passenger Total						June 2012 Weekday Average	June 2012 Passengers per Revenue Hour
Route	Destination Information	Weekday	Saturday	Sunday	Total		
1	Rossmoor / Shadelands	7,326			7,326	349	13.5
2	Rudgear / Walnut Creek	1,040			1,040	50	5.6
4	Walnut Creek Downtown Shuttle	17,809	2,326	1,436	21,571	848	23.5
5	Creekside / Walnut Creek	1,112			1,112	53	5.3
6	Lafayette / Moraga / Orinda	6,702	380	221	7,303	319	10.1
7	Shadelands / Pleasant Hill / Walnut Creek	4,910			4,910	234	7.3
9	DVC / Walnut Creek	11,143			11,143	531	12.8
10	Concord / Clayton Rd	19,467			19,467	927	23.4
11	Treat Blvd / Oak Grove	5,555			5,555	265	14.8
14	Monument Blvd	12,421			12,421	591	15.0
15	Treat Boulevard	9,573			9,573	456	15.8
16	Alhambra Ave / Monument Blvd	14,504			14,504	691	13.3
17	Olivera/Solano / Salvio / North Concord	4,374			4,374	208	11.2
18	Amtrak / Merello / Pleasant Hill	8,562			8,562	408	13.1
19	Amtrak / Pacheco Blvd / Concord	3,047			3,047	145	10.5
20	DVC / Concord	20,054			20,054	955	20.6
21	Walnut Creek / San Ramon Transit Center	12,104			12,104	576	11.8
25	Lafayette / Walnut Creek	1,282			1,282	61	5.3
28	North Concord / Martinez	5,128			5,128	244	8.1
35	Dougherty Valley	6,663			6,663	317	9.8
36	San Ramon / Dublin	4,480			4,480	213	8.0
91X	Concord Commuter Express	626			626	30	8.3
92X	Ace Shuttle Express	2,889			2,889	138	16.6
93X	Kirker Pass Express	4,637			4,637	221	18.2
95X	San Ramon / Danville Express	3,647			3,647	174	17.3
96X	Bishop Ranch Express	9,757			9,757	465	14.7
97X	Bishop Ranch Express	1,701			1,701	81	8.2
98X	Martinez Express	6,767			6,767	322	12.1
260 *	Cal State East Bay / Concord Bart	30			30	4	1.0
301	Rossmoor / John Muir Medical Center		390	253	644	0	8.0
310	Concord Bart / Clayton Rd / Kirker Pass		2,015	1,360	3,375	0	27.8
311	Concord / Oak Grove / Treat Blvd / WC		1,086	661	1,747	0	12.8
314	Clayton Rd / Monument Blvd / PH		3,604	1,918	5,522	0	22.6
315	Concord / Willow Pass / Landana		330	160	490	0	8.2
316	Alhambra / Merello / Pleasant Hill		1,450	752	2,202	0	13.8
320	DVC / Concord		1,293	546	1,839	0	16.2
321	San Ramon / Walnut Creek		1,195	775	1,970	0	12.6
600's	Select Service	13,057			13,057	622	26.2
TOTALS		220,364	14,070	8,082	242,516	10,494	13.4

* Data from Link ** Seasonal Route

Agenda Item 7.a

TO: O&S Committee

DATE: August 3, 2012

FROM: Anne Muzzini
Director of Planning & Marketing

SUBJ: Fixed Route Reports

Fixed Route Operating Reports for July 2012

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 2013

<u>Title</u>	<u>Current Month</u>	<u>YTD Avg</u>	<u>Annual Goal</u>
Total Passengers	227,686		
Average Weekday	9,809	9,809	
Pass/Rev Hour	13.5	13.5	Standard Goal > 17.0
Missed Trips	0.07%	0.07%	Standard Goal < 0.25%
Miles between Road Calls	41,304	37,446	Standard Goal > 18,000

* Based on current standards from updated SRTP

Analysis

Average weekday ridership is lower in July (9,809 passengers) from June (10,494 passengers). Average ridership this year is lower compared to July of last year (10,625 passengers). Productivity in July is equal to 13.5 passengers per hour from the June level of 13.4 passengers per hour.

The percentage of missed trips in July (0.07%) as compared to the prior month (June = 0.08%). The YTD average is 0.07% missed trips.

The number of miles between roadcalls was equal to 41,304 miles in July which is higher than the prior month when we experienced 31,706 miles between roadcalls. The 12 month average is 37,446 miles between roadcalls.

MONTHLY BOARDINGS
Operations Data Summary

Fixed Route Boardings		Passengers by Revenue Hrs/Miles			Service Days		Fiscal YTD Comparison Passenger Boardings		
July 2012 - Fixed Route Boardings	227,686	Revenue Hours -	July 12	16,832	Weekdays -	July 12	21	Fiscal 2013 YTD	227,686
			July 11	15,865		July 11	20		
Bus Bridge		Revenue Miles -	July 12	187,442	Saturdays -	July 12	4	Fiscal 2012YTD	238,590
Special Event			July 11	177,298		July 11	5		
					Sundays -	July 12	5		
			July 11			July 11	5		
July 2012 Total Boardings	227,686	Passengers per Mile		1.2	Total Days - 2012	30	YTD Trend	(4.6%)	
July 2011 Total Boardings	238,590	Passengers per Hour		13.53	2011	30	Monthly Trend	(4.6%)	

July 2012 Fixed Route Passenger Total						July 2012	July 2012
Route	Destination Information	Weekday	Saturday	Sunday	Total	Weekday Average	Passengers per Revenue Hour
1	Rossmoor / Shadelands	7,492			7,492	357	13.8
2	Rudgear / Walnut Creek	1,049			1,049	50	5.6
4	Walnut Creek Downtown Shuttle	17,566	1,986	1,788	21,340	836	23.3
5	Creekside / Walnut Creek	1,372			1,372	65	6.5
6	Lafayette / Moraga / Orinda	5,955	296	287	6,539	284	9.0
7	Shadelands / Pleasant Hill / Walnut Creek	4,841			4,841	231	7.2
9	DVC / Walnut Creek	11,708			11,708	558	13.4
10	Concord / Clayton Rd	18,770			18,770	894	18.6
11	Treat Blvd / Oak Grove	5,693			5,693	271	14.6
14	Monument Blvd	12,203			12,203	581	14.7
15	Treat Boulevard	8,486			8,486	404	13.1
16	Alhambra Ave / Monument Blvd	13,862			13,862	660	12.7
17	Olivera/Solano / Salvio / North Concord	4,508			4,508	215	11.6
18	Amtrak / Merello / Pleasant Hill	8,118			8,118	387	12.4
19	Amtrak / Pacheco Blvd / Concord	2,970			2,970	141	10.2
20	DVC / Concord	20,417			20,417	972	20.9
21	Walnut Creek / San Ramon Transit Center	12,263			12,263	584	12.0
25	Lafayette / Walnut Creek	1,334			1,334	64	5.5
28	North Concord / Martinez	5,573			5,573	265	8.8
35	Dougherty Valley	6,556			6,556	312	9.6
36	San Ramon / Dublin	4,704			4,704	224	8.4
91X	Concord Commuter Express	753			753	36	10.0
92X	Ace Shuttle Express	3,134			3,134	149	18.0
93X	Kirker Pass Express	4,324			4,324	206	16.9
95X	San Ramon / Danville Express	3,433			3,433	163	16.2
96X	Bishop Ranch Express	9,591			9,591	457	14.5
97X	Bishop Ranch Express	1,603			1,603	76	7.7
98X	Martinez Express	6,806			6,806	324	12.2
301	Rossmoor / John Muir Medical Center		256	236	492	0	6.1
310	Concord Bart / Clayton Rd / Kirker Pass		1,596	1,876	3,472	0	28.8
311	Concord / Oak Grove / Treat Blvd / WC		831	927	1,759	0	12.9
314	Clayton Rd / Monument Blvd / PH		2,137	2,728	4,865	0	19.7
315	Concord / Willow Pass / Landana		236	215	451	0	7.5
316	Alhambra / Merello / Pleasant Hill		1,361	1,182	2,543	0	14.2
320	DVC / Concord		907	854	1,761	0	15.6
321	San Ramon / Walnut Creek		1,047	956	2,003	0	11.1
600's	Select Service	898			898	43	25.2
TOTALS		205,983	10,653	11,050	227,686	9,809	13.5

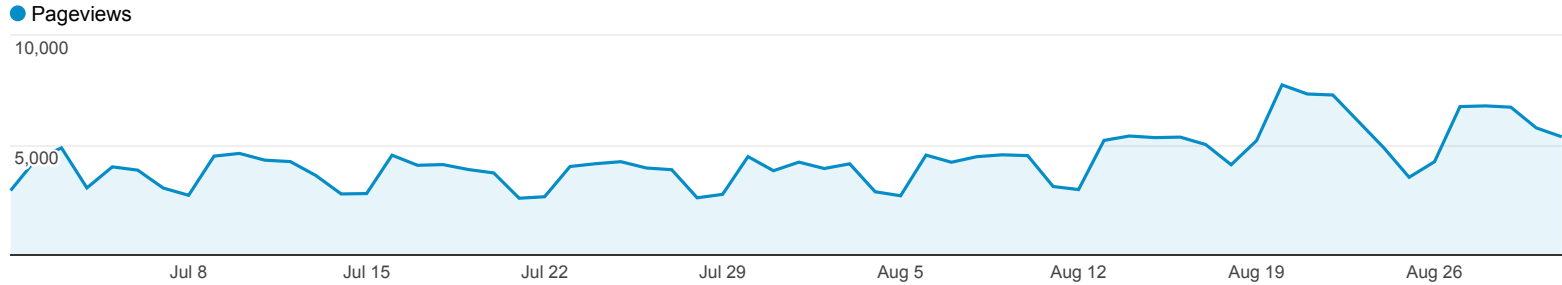
* Data from Link ** Seasonal Route

Pages

% of pageviews: 100.00%

Explorer

Site Usage



Pageviews 269,108 % of Total: 100.00% (269,108)	Unique Pageviews 191,682 % of Total: 100.00% (191,682)	Avg. Time on Page 00:01:27 Site Avg: 00:01:27 (0.00%)	Entrances 85,424 % of Total: 100.00% (85,424)	Bounce Rate 38.26% Site Avg: 38.26% (0.00%)	% Exit 31.74% Site Avg: 31.74% (0.00%)	Page Value \$0.00 % of Total: 0.00% (\$0.00)
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Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
1. /	58,711	38,533	00:01:02	35,228	23.57%	23.52%	\$0.00
2. /maps-schedules/	35,333	20,972	00:00:56	17,780	17.89%	17.11%	\$0.00
3. /mobile-schedules/	17,691	10,624	00:00:45	2,869	18.33%	11.75%	\$0.00
4. /fares/	9,635	6,960	00:01:25	1,619	45.40%	27.01%	\$0.00
5. /schedule/18/	6,428	5,048	00:02:24	1,157	69.92%	44.20%	\$0.00
6. /schedule/9/	6,399	4,977	00:02:42	1,369	70.20%	47.02%	\$0.00
7. /schedule/6/	6,336	5,381	00:04:10	3,146	83.09%	72.46%	\$0.00
8. /schedule/20/	5,937	4,897	00:02:45	1,189	77.88%	54.46%	\$0.00
9. /schedule/16/	5,467	4,295	00:02:31	878	68.79%	46.11%	\$0.00
10. /schedule/10/	4,993	4,014	00:02:45	1,166	75.13%	54.10%	\$0.00
11. /schedule/15/	4,970	3,908	00:03:30	1,201	70.02%	52.41%	\$0.00
12. /schedule/98X/	4,793	3,990	00:02:57	1,746	83.51%	57.75%	\$0.00
13. /schedule/21/	4,571	3,623	00:02:22	802	71.32%	48.15%	\$0.00
14. /how-to-ride/	4,494	3,289	00:00:40	126	30.95%	8.92%	\$0.00
15. /schedule/14/	3,849	3,141	00:02:19	794	74.18%	49.08%	\$0.00
16. /schedule/4/	3,568	2,934	00:02:52	1,715	75.34%	65.36%	\$0.00
17. /schedule/35/	3,515	2,644	00:02:59	741	72.60%	48.19%	\$0.00
18. /schedule/11/	3,509	2,833	00:02:04	491	71.49%	37.13%	\$0.00
19. /schedule/28/	3,253	2,609	00:02:47	831	82.31%	53.58%	\$0.00
20. /schedule/316/	2,946	2,309	00:02:37	480	72.92%	48.71%	\$0.00
21. /schedule/314/	2,541	2,055	00:02:40	408	79.66%	51.59%	\$0.00
22. /schedule/96X/	2,512	1,991	00:02:18	593	75.21%	46.50%	\$0.00
23. /about/	2,253	1,748	00:00:35	109	22.94%	15.22%	\$0.00
24. /schedule/7/	2,212	1,710	00:02:33	279	72.76%	42.95%	\$0.00

25.	/driver-login/	2,180	1,075	00:03:23	418	34.93%	45.55%	\$0.00
26.	/schedule/36/	2,081	1,519	00:02:02	238	60.92%	34.94%	\$0.00
27.	/schedule/19/	2,026	1,560	00:01:48	163	64.42%	29.22%	\$0.00
28.	/schedule/320/	1,979	1,627	00:01:57	415	85.54%	45.98%	\$0.00
29.	/schedule/17/	1,944	1,573	00:02:09	339	81.12%	46.71%	\$0.00
30.	/schedule/95X/	1,918	1,492	00:01:27	268	64.93%	32.22%	\$0.00
31.	/schedule/310/	1,864	1,535	00:02:43	328	73.17%	54.45%	\$0.00
32.	/schedule/1/	1,828	1,337	00:02:01	201	69.65%	36.98%	\$0.00
33.	/schedule/321/	1,806	1,429	00:02:27	275	77.09%	49.00%	\$0.00
34.	/schedule/311/	1,669	1,352	00:02:25	332	74.40%	44.88%	\$0.00
35.	/fares/where-to-buy/	1,649	1,155	00:01:54	92	67.39%	31.23%	\$0.00
36.	/maps-schedules/600-select-service/	1,528	537	00:01:22	40	22.50%	19.04%	\$0.00
37.	/link/	1,521	1,184	00:00:49	418	47.61%	24.98%	\$0.00
38.	/schedule/93X/	1,506	1,153	00:02:16	293	70.65%	44.89%	\$0.00
39.	/schedule/2/	1,276	1,023	00:02:25	228	78.95%	47.96%	\$0.00
40.	/how-to-ride/paying-your-fare/	1,206	984	00:01:27	55	65.45%	17.66%	\$0.00
41.	/schedule/5/	1,176	934	00:01:59	146	71.92%	40.48%	\$0.00
42.	/fares/clipper-card/	1,173	981	00:01:13	96	43.75%	22.17%	\$0.00
43.	/schedule/97X/	954	753	00:01:32	166	74.10%	36.37%	\$0.00
44.	/news/	894	650	00:00:26	56	39.29%	12.42%	\$0.00
45.	/two-new-2-for-1-offers/	890	593	00:01:26	51	47.06%	18.76%	\$0.00
46.	/maps-schedules/school-routes-for-concord-pleasant-hillwalnut-creek/	855	478	00:00:31	28	50.00%	9.71%	\$0.00
47.	/how-to-ride/places-to-go/	854	649	00:00:37	10	60.00%	7.49%	\$0.00
48.	/schedule/92X/	819	622	00:01:40	146	56.16%	30.40%	\$0.00
49.	/?force=desktop	791	575	00:01:06	70	64.29%	22.88%	\$0.00
50.	/about/jobs/	769	576	00:00:37	136	55.88%	47.85%	\$0.00

Rows 1 - 50 of 2430

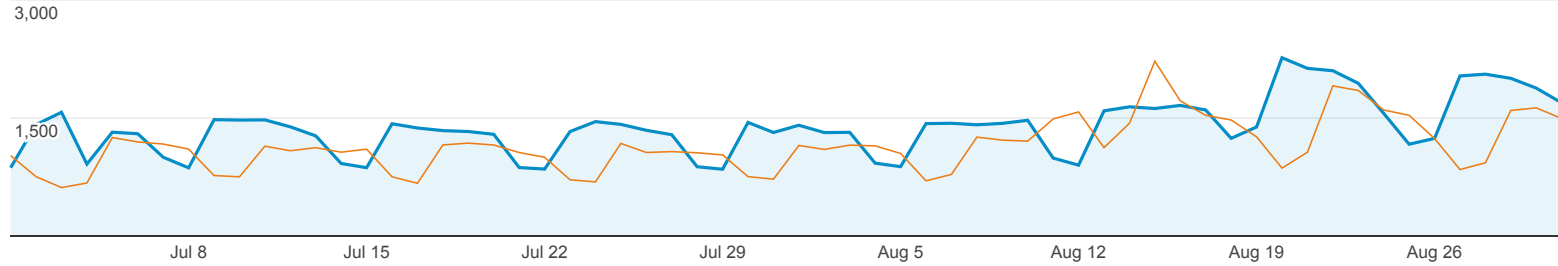
Visitor Report

change in % of visits: +0.00%

Report Tab

Metric Group

Visits (Jul 1, 2012 - Aug 31, 2012) Visits (Jul 1, 2011 - Aug 31, 2011)



Visits 20.33% 85,440 vs 71,002	Unique Visitors 10.28% 38,200 vs 34,638	Pageviews 19.82% 269,108 vs 224,585	Avg. Visit Duration -3.80% 00:03:06 vs 00:03:14	Pages / Visit -0.42% 3.15 vs 3.16
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Visitor Type	Mobile	Visits	Unique Visitors	Pageviews	Avg. Visit Duration	Pages / Visit
1. Returning Visitor	Yes					
Jul 1, 2012 - Aug 31, 2012		29,414	6,316	77,214	00:02:46	2.63
Jul 1, 2011 - Aug 31, 2011		13,685	3,259	30,782	00:02:55	2.25
% Change		114.94%	93.80%	150.84%	-5.14%	16.71%
2. Returning Visitor	No					
Jul 1, 2012 - Aug 31, 2012		24,057	8,324	77,561	00:03:10	3.22
Jul 1, 2011 - Aug 31, 2011		27,814	9,300	88,063	00:03:00	3.17
% Change		-13.51%	-10.49%	-11.93%	5.66%	1.83%
3. New Visitor	No					
Jul 1, 2012 - Aug 31, 2012		22,501	22,455	83,625	00:03:26	3.72
Jul 1, 2011 - Aug 31, 2011		24,461	24,424	91,320	00:03:39	3.73
% Change		-8.01%	-8.06%	-8.43%	-6.16%	-0.45%
4. New Visitor	Yes					
Jul 1, 2012 - Aug 31, 2012		9,468	9,459	30,708	00:03:16	3.24
Jul 1, 2011 - Aug 31, 2011		5,042	5,034	14,420	00:03:19	2.86
% Change		87.78%	87.90%	112.95%	-1.76%	13.40%

Rows 1 - 4 of 4

FY2013 Advisory Committee ATTENDANCE LOG

JURISDICTION - NAME	Expires	JUL	SEP	NOV	JAN	MAR	MAY
CLAYTON - Vacant							
CONCORD- Eileen Vonk	Dec-13	P					
CC COUNTY - Sarah Vital	Jun-13	U					
DANVILLE - Vacant							
LAFAYETTE- Vacant							
MARTINEZ- Vacant							
MORAGA - Vacant							
ORINDA - David Libbey	Feb-14	P					
ORINDA - Charles Hogle	Dec-13	E					
PLEASANT HILL - David Loyd	Jun-12	P					
PLEASANT HILL - Chris Learned	Apr-13	U					
SAN RAMON - Vacant							
WALNUT CREEK - Maureen Murphy	Mar-14	P					

In accordance with the Role and Function, if a member misses three or more consecutive meetings without cause, the member is subject to removal by the CCCTA Board after consultation with the affected jurisdiction.

Attendance Key

- P-Present
- E-Excused Absence
- U-Unexcused Absence
- X-Meeting Canceled