

County Connection

2477 Arnold Industrial Way Concord, CA 94520-5326 (925) 676-7500 countyconnection.com

ADVISORY COMMITTEE MEETING AGENDA

**Friday, January 10, 2014
9:30 a.m.**

**CCCTA Paratransit Facility
Gayle B. Uilkema Memorial Board Room
2477 Arnold Industrial Way
Concord, California**

The committee may take action on each item on the agenda. The action may consist of the recommended action, a related action or no action. Staff recommendations are subject to action and/or change by the committee.

1. Call to Order – Roll Call
2. Agenda Approval*
3. Approval of Minutes of November 8, 2013*
4. Public Comments
5. Adaptive Service Plan – Executive Summary*
6. ADA – Monthly Reports
 - a. ADA Certification and Recertification Reports*
 - b. LINK Monthly Operating Reports – October and November 2013*
 - c. Ramp Events*
7. Fixed Route – Monthly Reports
 - a. Fixed Route Ridership Reports- October and November 2013*
 - b. Driver Appreciation Winners – November – Stacy Rossini, December – Ron Allison
 - c. Customer Service Report – November and December 2013
 - d. Website User Information – November and December 2013*
8. Upcoming Agenda Suggestions

*Enclosure

Clayton • Concord • Contra Costa County • Danville • Lafayette • Martinez
Moraga • Orinda • Pleasant Hill • San Ramon • Walnut Creek

CENTRAL CONTRA COSTA TRANSIT AUTHORITY

9. Committee Member Communications

a. Representation and Attendance Log

10. Adjournment – Next Meeting – March 14, 2014

General Information

Public Comment: Each person wishing to address the 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 Committee Chair. Persons who wish to speak on matters set for Public Hearings will be heard when the Chair calls for comments from the public. After individuals have spoken, the Public Hearing is closed and the matter is subject to discussion and action by the Committee.

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.

Consent Items: All matters listed under the Consent Calendar are considered by the committee to be routine and will be enacted by one motion. There will be no separate discussion of these items unless requested by a committee member or a member of the public prior to when the committee votes on the motion to adopt.

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.countyconnection.com.

Accessible Public Meetings: Upon request, County Connection 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 County Connection at least 48 hours before the meeting convenes. Requests should be sent to the Board Clerk, Lathina Hill, at 2477 Arnold Industrial Way, Concord, CA 94520 or hill@countyconnection.com

Shuttle Service: With 24-hour notice, a County Connection LINK shuttle can be available at the BART station nearest the meeting location for individuals who want to attend the meeting. To arrange for the shuttle service, please call Robert Greenwood – 925/680 2072, no later than 24 hours prior to the start of the meeting.

Currently Scheduled Board and Committee Meetings

| | |
|------------------------------------|--|
| Board of Directors: | Thursday, January 16, 9:00 a.m., County Connection Board Room |
| Administration & Finance: | Wednesday, January 8, 9:00 a.m. 1676 N. California Blvd., S620, Walnut Creek |
| Advisory Committee: | Friday, January 10, 9:30 a.m., County Connection Board Room |
| Marketing, Planning & Legislative: | Thursday, January 9, 8:30 a.m., 3338 Mt. Diablo Blvd., Lafayette |
| Operations & Scheduling: | Friday, February 7, 8:30 a.m., 3338 Mt. Diablo Blvd., Lafayette |

The above meeting schedules are subject to change. Please check the Website (www.countyconnection.com) or contact County Connection staff at 925/676-1976 to verify date, time and location prior to attending a meeting.

This agenda is posted on County Connection's Website (www.countyconnection.com) and at the Administrative Offices, 2477 Arnold Industrial Way, Concord, California

County Connection

Advisory Committee

Summary Minutes

Meeting of November 8, 2013

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

Members present were: Eileen Vonk and David Loyd

Staff present: Mary Burdick and Alvaro Sayong (LINK)

Guest: Ralph Hoffmann

Approval of Agenda

The agenda was approved.

Approval of the Minutes of September 13, 2013

The minutes were approved.

Public Comment

Ralph Hoffmann reported comments he heard from operators who are not able to keep their schedules, and are consistently running late due to the increase in traffic this time of year.

Free Mid-Day Fare Program

Mary Burdick reported that the free mid service program for senior and disabled riders will begin with the service bid on December 22, 2013. Public notices will be placed on the buses the first part of December, flyers are being sent to Senior Centers and housing complexes in our service area, and a news release will be sent to media outlets and posted on the website and social media.

ADA Monthly Reports

- A. ADA Certification and Recertification reports for September and October 2013 were reviewed without comment.
- B. LINK monthly operating reports for August and September were reviewed. An increase in road calls was noted in September. First Transit service manager, Alvaro Sayong reported that there were no serious incidents, but that most were small issues such as defective signal bulb. While minor, vehicles do not remain in service due to potential liability. Schedule adherence continues to be closely monitored, and is improving with the changes made to the reporting of the operator arrival time, not departure time. The ongoing issue of clients not being ready when the vehicle arrives continues, but is also improving.

- C. Ramp Events recorded on the fixed-route system for July through September 2013 were reviewed without comment.

Fixed-Route Staff Reports

- A. Fixed-route Ridership Report – The monthly reports for August and September 2013 were reviewed. Ralph Hoffmann listed routing changes he recommends for the Rts. 2, 4, 5, and 25. Ms. Burdick replied that the O&S Committee has reviewed the suggestions in the past, and no action is being recommended at this time.
- B. Driver Appreciation Winners – Sept. – Jason Savage; Oct.– Sophia Morris.
- C. Customer Service Reports – Customer telephone contacts were presented for September and October 2013. There were 99 customer contacts that generated a customer service complaint form for follow-up by the appropriate department. There were 5 commendations. The total number of telephone calls answered during this period was 14,546.
- D. CCCTA Website User Information - Staff provided website user statistics for September and October 2013. Mobile users account for approximately 65% of all web use. Ms. Burdick also included a report that identifies the number of people using Bus Tracker directly from a bookmark, rather than clicking through from the agency website. A mobile application has been developed for both the apple and android formats.

Upcoming Agenda Suggestions

Ms. Burdick reported that an adaptive service plan conducted by Nelson Nygaard is complete and will be presented to the Board. The summary will come to the Committee in Jan.

Adjournment

The meeting was adjourned at 10:20 AM.

The next meeting scheduled for Friday, January 10, 2014.

Mary Burdick, Manager of Marketing/Customer Service

Date

To: County Connection Advisory Committee

Date: January 3, 2014

From: Mary Burdick, Sr. Manager Marketing/Cust. Service Reviewed by:

Subject: Final Adaptive Service Plan

Background:

Measure J Transpac funds were used to do a study of alternative transit service in areas where traditional fixed route transit isn't working efficiently. It was envisioned that creative new services would be developed. The planning team at Nelson Nygaard first selected neighborhoods for study within the Transpac area, then narrowed down the choices to the Trotter/South Walnut Creek area, Downtown Martinez, and Shadelands.

Service options were developed and specific recommendations are made to improve service to these neighborhoods. The final Adaptive Service Plan was reviewed by the Marketing, Planning, and Legislative Committee, and adopted by the Board of Directors in December.

The next steps include further review by the Operations and Scheduling Committee for final authorization to begin the public input process for any of the recommendations on which County Connection intends to take action.

The attached executive summary is a concise version of the process and recommendations.



ADAPTIVE SERVICE PLAN

Executive Summary

Contra Costa County Transportation Authority

November 2013



In partnership with
Fehr and Peers

EXECUTIVE SUMMARY

Traditional fixed route service is an effective mobility option in certain applications and in certain environments. Typically, this includes areas with ample residents and destinations along relatively direct corridors. Where fixed route service tends to underperform is in suburban and rural areas where development density is low and the roadway networks are incomplete or the roadway environment is unsuitable for the walking trips needed to access the service.

The goal of the Adaptive Service Plan is to explore options beyond traditional fixed route service and seek recommendations that might be more effective in meeting the mobility needs of certain focus areas within the CCCTA Transpac service area. In some cases, recommendations might not even include transit service at all. To develop recommendations, a data-driven approach was used, investigating the entire Transpac area, this approach is described in the Report Overview and Figure ES-1.

REPORT OVERVIEW

This report reviews the entire Transpac study area where County Connection operates. Considering numerous factors in combination with input from County Connection staff, the project narrows the study area to four “focus areas” for further analysis of service options. The process of selecting these initial four focus areas can be found in **Chapter 2: Demographic Analysis**.

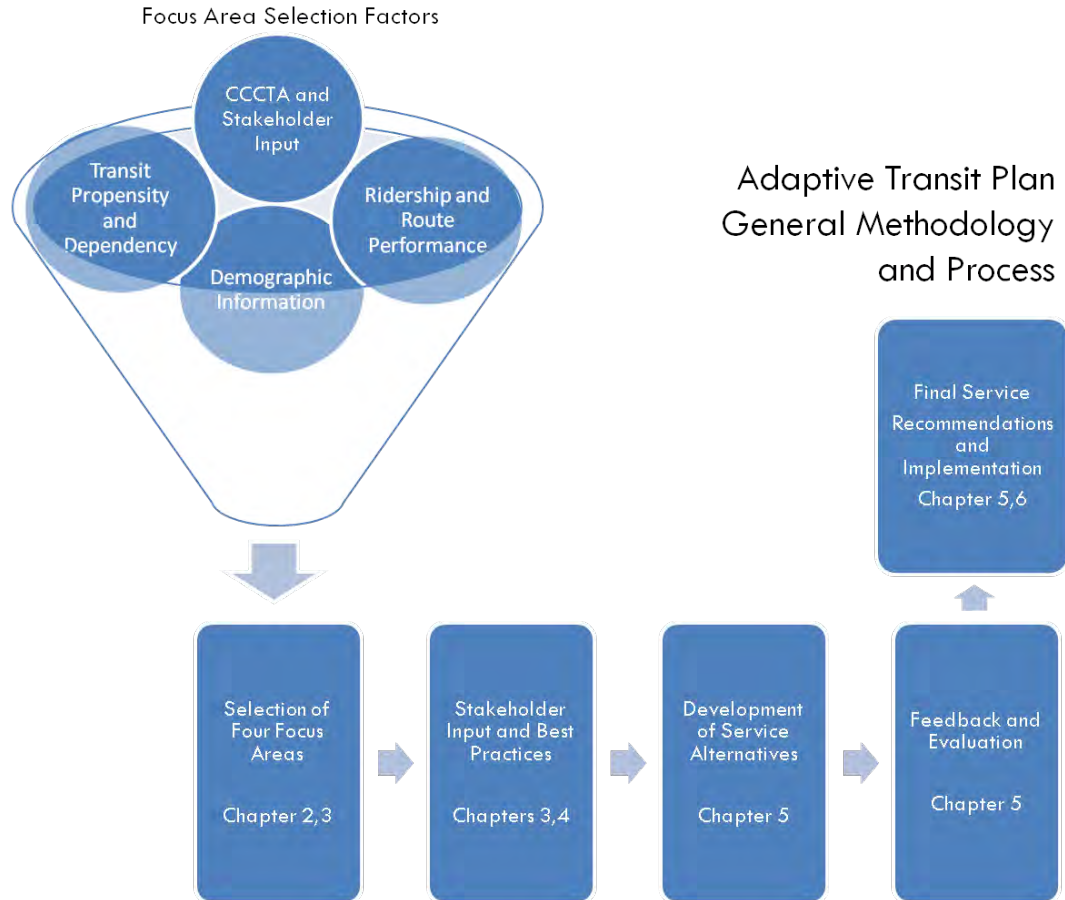
Upon selection of four focus areas, each was reviewed at a much higher level of detail, investigating elements such as major local destinations and attractions, existing transit service, local preference and physical characteristics such as the roadway network and pedestrian network.

A detailed analysis of each of the focus areas can be found in **Chapter 3: Focus Areas**. Given the context and background provided in these preliminary chapters, the study turns its focus externally to investigate various “adaptive service strategies” that have been employed in other locations around the country. Examples of strategies include deviated fixed route systems, flex-routes and non-fixed route options. A summary of these service delivery models and associated performance measures for their service are provided in **Chapter 4: Service Strategies**.

Chapter 5: Service Plan culminates the background information from each of the focus areas and applies different service strategies. Contrary to the initial expectation of the study, many of the strategies are not considered adaptive service strategies. In fact, in each of the three final focus areas, more traditional services including circulator shuttles and modifications to existing fixed route service are applied. This is not to say that different service strategies were not analyzed. They were deemed to not be applicable to the focus areas in question and enhancements to existing services are believed to be more effective at generating ridership.

Finally, **Chapter 6: Implementation Plan** briefly highlights key implementation tasks and associated organizations that should be involved in bringing service recommendations to fruition.

Figure ES-1 Adaptive Transit Plan General Methodology



FINAL FOCUS AREAS

Trotter/South Walnut Creek

The Trotter/South Walnut Creek focus area conveys two very different stories. Based on the low-density residential land uses and absence of major destinations, Trotter/South Walnut Creek (specifically, areas south of Rudgear Road) has little potential for near-term growth in transit ridership. From a transit operations perspective, it is challenging to justify the need and relevance of traditional fixed-route transit service in this neighborhood. Existing service (Route 2) experiences very low route ridership and productivity, which could warrant the introduction of a flexible service type. However, given that many other neighborhoods in the central county with similar land use characteristics do not have any transit service, even a flexible service type may not be warranted in this area.

On the contrary, the Creekside Drive area has characteristics that lend itself to successful transit service. The combination of high-density housing, constrained parking supply and roadway options that limit access to the area suggest that transit could be competitive with drive alone

trips. While the pedestrian network and connectivity is constrained, the area's proximity to shopping and recreational trails would be supportive of transit service modifications that better serve local needs.

Martinez

Downtown Martinez's combination of jobs density, walkable street network, and relatively close major regional destinations make it an interesting candidate for improvements. Feedback from stakeholders and a review of local demographic data shows that a need and desire for transportation services exists, yet current transit does not seem to fully capitalize on these specific needs. Intra-Martinez trips between the downtown core, the County Regional Hospital, and retail on Route 4 may include markets that could be more efficiently served by transit.

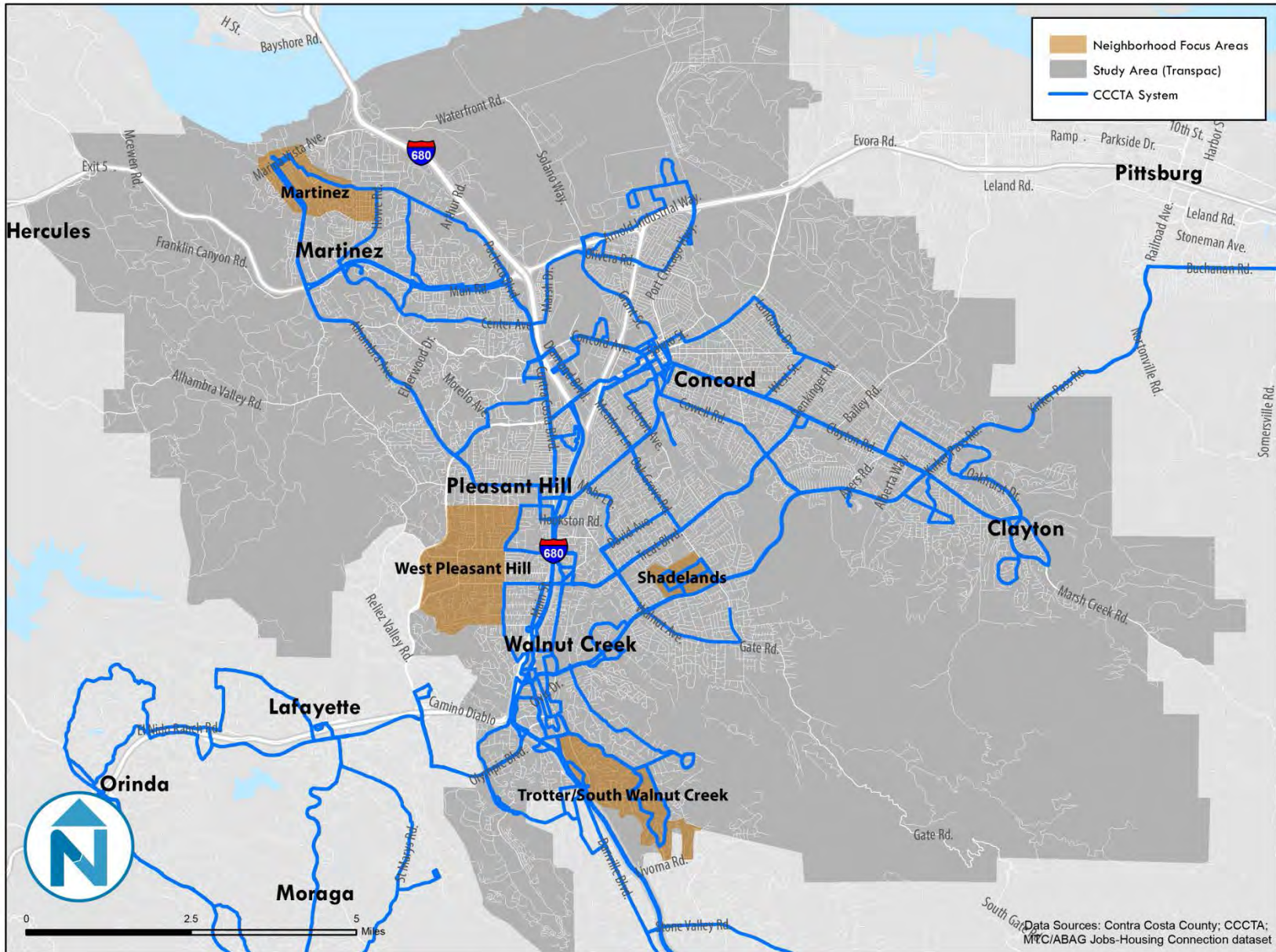
Shadelands

Shadelands is the only commercially-focused (primarily office) site of this study. It is worth noting that many employees who work at Shadelands reside in areas adjacent to or nearby the office park, therefore it may benefit most from improving access for non-motorized transportation modes. Further investigation of this site may include recommendations for "transit-supportive" strategies rather than flexible transit or route modifications. Currently, Route 1 and Route 7 provide transit service between Shadelands and the Walnut Creek and Pleasant Hill BART Stations. However, these do not provide direct, frequent service and may not attract regular commuting employees who would otherwise drive and have access to free parking. As a result, a dedicated Shadelands shuttle may be viable and is a service that has garnered interest from the local business community.

West Pleasant Hill (eliminated from final focus areas)

West Pleasant Hill was one of the four original focus areas selected for preliminary portions of the study. However, after an initial round of analysis, it was determined West Pleasant Hill had the lowest potential for transit service improvements as compared to other focus areas. As a result, this focus area was dropped from the service planning portion of the study.

Figure ES-2 Focus Areas



SERVICE RECOMMENDATIONS

Trotter/South Walnut Creek

Eliminate Route 2 and increase transit frequency on Route 5

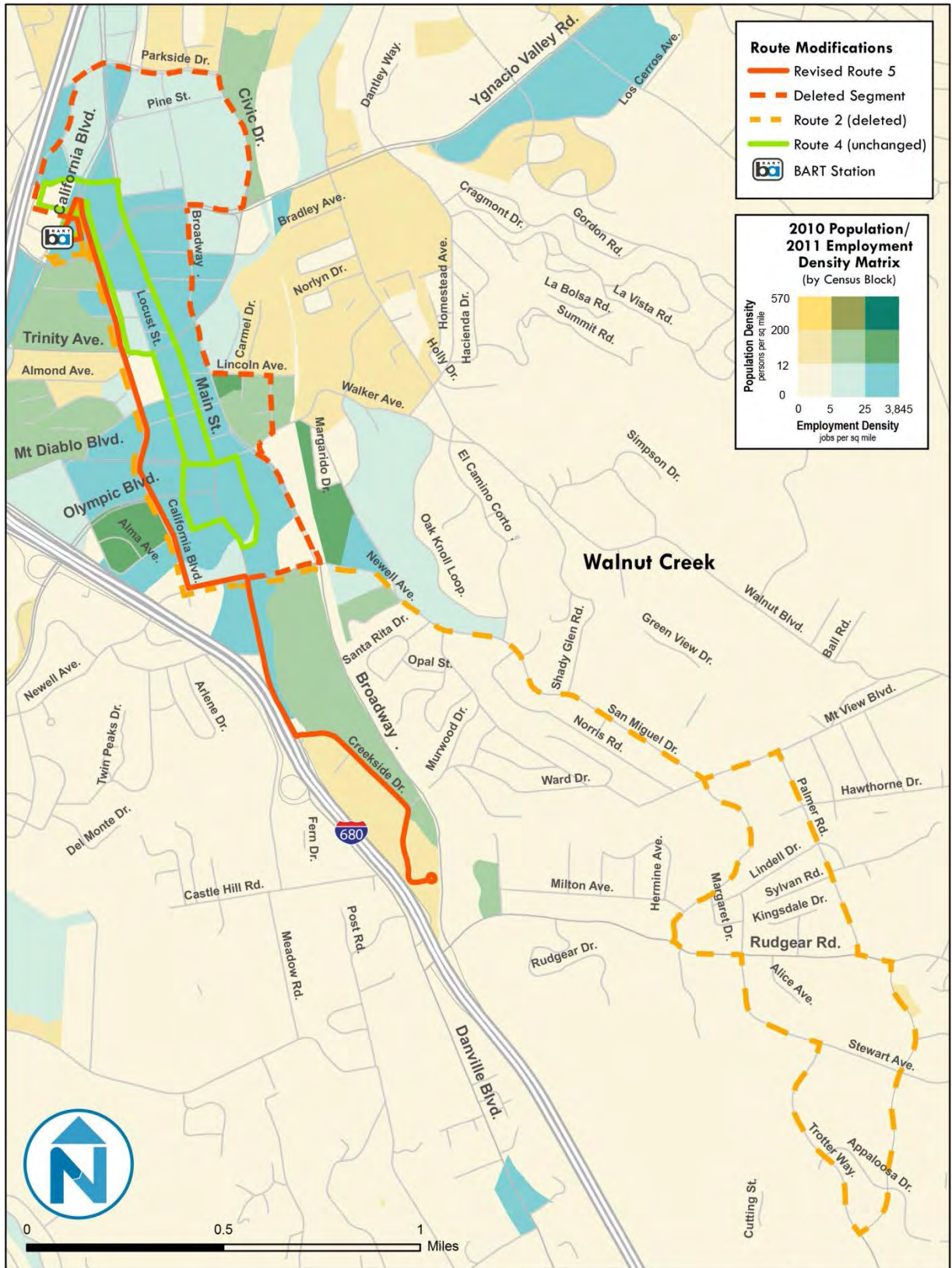
Service recommendations in the Trotter/South Walnut Creek Area include the elimination of Route 2 given its low productivity (nearly 7 boardings per hour) and reallocation of resources to improve Route 5 service on Creekside Drive.

This reallocation of resources would provide improved service to an area with one of the highest population densities in Walnut Creek. School trippers, which carry many students, would continue to operate in the Trotter neighborhood. Given that Route 2 and Route 5 currently interline, this option provides the opportunity for Route 5 to nearly double its frequency to Creekside Drive. This route would enable service frequencies in upwards of 20-25 minutes to residents along Creekside Drive in addition to 30 minute service from Route 21.

Feedback from existing residents of Creekside Drive includes the criticism that Route 5 takes too long to get to BART. It is suggested that Route 5 be realigned to travel on a more direct path to BART using California Boulevard (following Route 21). This would save approximately 1.4 miles (round trip) in travel distance and associated travel time.

The northern and eastern segments of Route 5 (Parkside Drive, Civic Drive, Lincoln, South Broadway, Newell) would be eliminated altogether. Currently, Route 4 operates within ¼ mile of the existing segments of Route 5 proposed for elimination. Route 4 operates more frequently and over a longer service span, thus justifying service elimination of this segment of Route 5.

Figure ES-3 Trotter/South Walnut Creek Recommendations



Data Sources: CCCTA; US Census

Martinez

Modify existing fixed route services and provide a community-focused shuttle in Martinez

Community Shuttle

Based on the service goals and criteria in Martinez, a shuttle service similar to the 2009 Community Based Transportation Plan recommendation is still valid. That recommendation outlined several potential routing options between Downtown and destinations along Highway 4. This plan goes beyond the 2009 recommendations to provide more detailed routing, potential schedules, and other variants that may help the service better meet current community goals.

Preliminary service would be scheduled to operate hourly between approximately 7:00a.m.- 9:30p.m. It is likely that routes would be scheduled to enable timed transfers at the Amtrak station or mid-route for routes traveling to Walnut Creek. Two routing alternatives are possible; one includes a one-way loop route that services Muir Road and Arnold Drive in a counter-clockwise loop and a two-way service on Arnold Way that would have a bus turnaround near Morello Avenue.

It is assumed that a Community Shuttle would have the same fares as all other service. However, fares could be subsidized by the City of Martinez or other entities similar to how the City of Walnut Creek subsidizes fares on the Route 4 Trolley.

Figure ES-4 Martinez Community Recommended Shuttle Routing



Data Sources: CCCTA

Fixed Route Modifications (Martinez Focus Area)

Several modifications are recommended to existing routes in the Martinez area including the elimination of Route 19. The route modifications described below assume that a Community Shuttle would be implemented and are designed to complement that service. The elimination of Route 19 will free up resources that could help support the initiation of a Community Shuttle service.

| Route Number | Proposed Service Change | Implications on Service Hours | Additional Comments |
|--------------|--|---|--|
| 16 | No service changes | N/A | If additional resources become available, it is recommended that service frequencies be set at hourly clockface headways (0:30 minute frequencies) for passenger convenience. Current frequency is 40 minutes between trips. |
| 18 | Route realignment: Route 18 and Route 28 switch alignments between Morello Avenue and Pacheco Boulevard. Route 18 now travels on Highway 4. | Any route efficiencies due to alignment changes should be used towards improving route frequency. | The proposed route provides a slightly faster travel time which could marginally improve frequencies. However, if additional resources become available, it is recommended that service frequencies be standardized at hourly (0:60) headways for passenger convenience. Current frequencies vary. |
| 19 | Route elimination: All segments of route are recommended to be eliminated due to low ridership. | Route elimination provides approximately 13.8 (13:50) weekday fixed route service hours to be applied towards other services. | Route eliminated |
| 28 | Route realignment: Route 28 would be realigned from Pacheco Boulevard to Alhambra Avenue and Berrellesa Avenue. The route would also serve Arnold Drive and previous segments of Route 18 (Arnold Drive, Muir Road) | Any route efficiencies due to alignment changes should be used towards improving route frequency. | The proposed route provides a slightly faster travel time which could marginally improve frequencies. However, if additional resources become available, it is recommended that service frequencies be standardized at hourly (0:60) headways for passenger convenience. |
| 98X | Stop Reduction: Eliminate low-ridership stops to improve overall travel time. Stop location: Stop directly at DVC on both northbound and southbound trips. | Any route efficiencies due to alignment changes should be used towards improving route frequency. | The proposed route provides a slightly faster travel time which could marginally improve frequencies. However, if additional resources become available, it is recommended that service frequencies be standardized at hourly (0:30) headways for passenger convenience. |

Shadelands

Establish dedicated BART Shuttle to Shadelands and support efforts to organize a Shadelands Transportation Management Association (TMA)

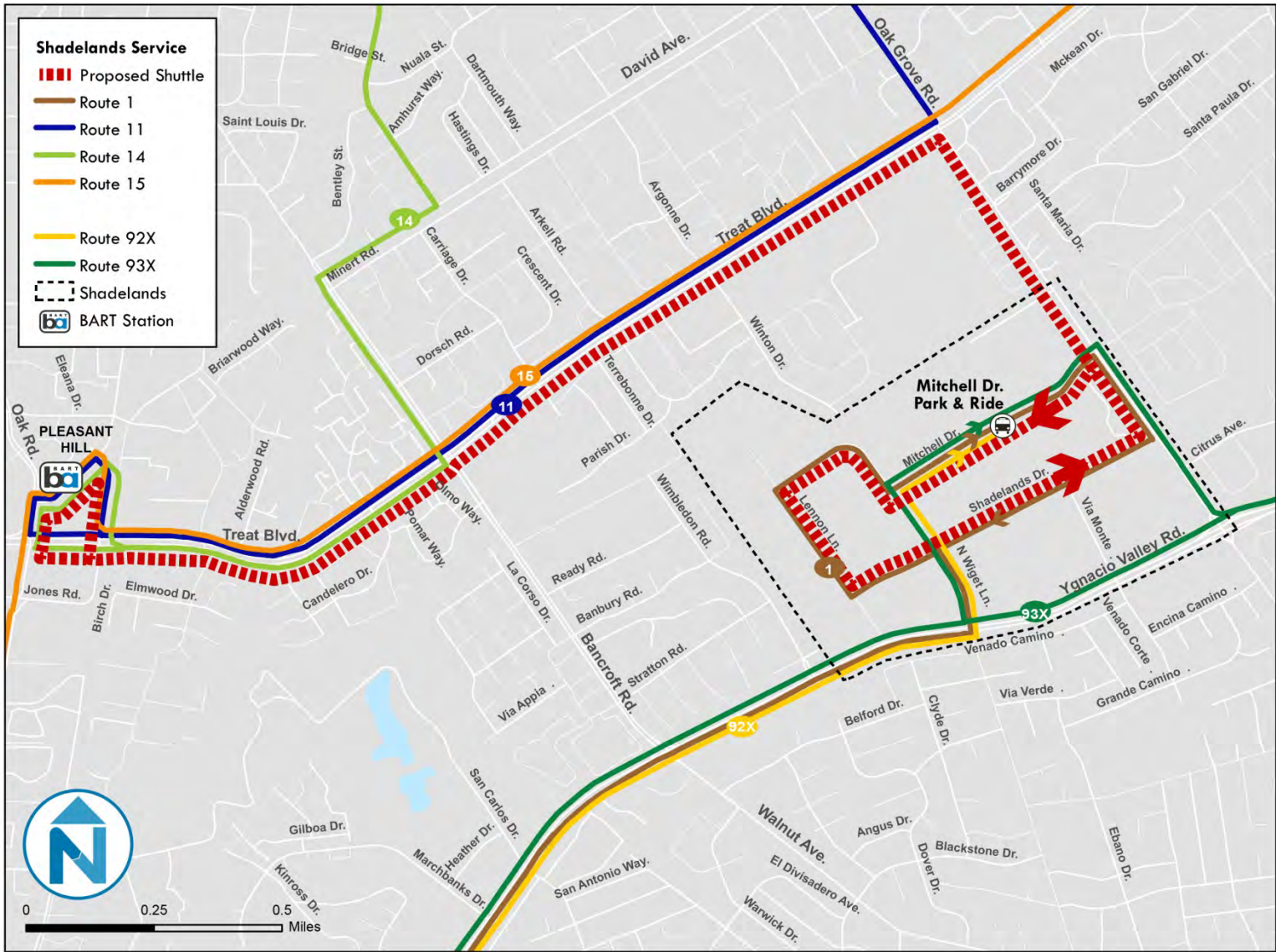
Shadelands BART Shuttle

Compared to the existing County Connection service, a dedicated BART shuttle could reduce travel times between destinations in Shadelands and Pleasant Hill BART. Presently, the fastest County Connection trip from the Mitchell Park and Ride takes approximately 24 minutes (Route 7, one-way). A dedicated service could reduce the travel time to approximately 18-20 minutes. Travel time savings would be achieved by reducing the total number of stops and utilizing a travel corridor with less variable traffic congestion than the current alignment.

Increasing the frequency of operations would also make the service more attractive to potential users. 15 minute (peak) service frequency would match BART train arrivals at Pleasant Hill BART and provide a much higher level of travel flexibility as compared to current transit options. Given the limited information about potential ridership demand and needs, it is preliminarily proposed that service operate between 7 a.m. and 10 a.m. in the morning and between 3 p.m. and 7:30 p.m. in the evening. Route 7 that currently serves Shadelands should not duplicate the Shadelands Shuttle. Instead, it should be truncated (to save resources) and not directly serve Shadelands or the route could be eliminated altogether to provide resources for a shuttle.

Figure ES-6 Shadelands Shuttle Alignment

Note: Route 7 is no longer shown and is assumed to be replaced by a Shadelands Shuttle.



Data Sources: Contra Costa County

Establishment of a Shadelands Transportation Management Association (TMA)

In an area like Shadelands that is already served by transit, a TMA may serve as a sounding board or decision-making body that could articulate certain “on-campus” transit needs to County Connection or lead the charge in improving transit amenities such as stops, shelters or even creating a new consolidated “transit hub.”

As of September 2013, it has been rumored that numerous companies in Shadelands are exploring the formation of a Property Based Improvement District (PBID). A PBID could establish the administrative foundation under which a TMA could operate. It is recommended that County Connection continue to maintain involvement with any organized efforts within the Shadelands Office Park related to transportation.

**ADA CERTIFICATION and RECERTIFICATION
FY 2014**

| MONTH | FY 2014 | | | | FY 2013 | | | | FY 2014 | | | | FY 2013 | | | |
|--------------|-----------|--------|--------|--------|-----------|--------|--------|--------|-------------|--------|--------|--------|-------------|--------|--------|--------|
| | 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 | 81 | 54 | 0 | 0 | 55 | 37 | 1 | 0 | 54 | 37 | 0 | 0 | 34 | 19 | 0 | 0 |
| AUG | 65 | 51 | 0 | 0 | 53 | 35 | 0 | 0 | 34 | 16 | 0 | 0 | 37 | 24 | 0 | 0 |
| SEPT | 74 | 53 | 0 | 0 | 51 | 35 | 1 | 0 | 43 | 26 | 0 | 0 | 30 | 20 | 0 | 0 |
| OCT | 66 | 44 | 0 | 0 | 55 | 45 | 0 | 0 | 27 | 17 | 0 | 0 | 34 | 15 | 1 | 0 |
| NOV | 63 | 41 | 0 | 0 | 41 | 29 | 0 | 0 | 25 | 10 | 0 | 0 | 32 | 17 | 0 | 0 |
| DEC | 44 | 29 | 1 | 0 | 62 | 46 | 0 | 0 | 36 | 22 | 0 | 0 | 32 | 19 | 0 | 0 |
| JAN | | | | | 48 | 29 | 0 | 0 | | | | | 44 | 22 | 0 | 0 |
| FEB | | | | | 42 | 25 | 0 | 0 | | | | | 41 | 29 | 0 | 0 |
| MAR | | | | | 57 | 43 | 0 | 0 | | | | | 31 | 15 | 0 | 0 |
| APR | | | | | 53 | 37 | 2 | 1 | | | | | 35 | 20 | 0 | 0 |
| MAY | | | | | 58 | 44 | 1 | 0 | | | | | 35 | 17 | 0 | 0 |
| JUN | | | | | 51 | 36 | 0 | 0 | | | | | 50 | 34 | 0 | 0 |
| TOTAL | 393 | 272 | 1 | 0 | 626 | 441 | 5 | 1 | 219 | 128 | 0 | 0 | 435 | 251 | 1 | 0 |

2,963 Total CCCTA, Active, ADA Eligible in the Regional Eligibility Database (RED)

**CCCTA LINK
MONTHLY OPERATING SUMMARY
OCTOBER FY 13/14**

| SUMMARY | OCTOBER FY 12/13 | OCTOBER FY 13/14 | YTD FY 12/13 | YTD FY 13/14 |
|-----------------------------|---------------------|---------------------|-----------------|-----------------|
| 1 TOTAL CLIENTS | 13,679 | 13,717 | 49,529 | 51,173 |
| 2 TOTAL ATTENDANTS | 871 | 871 | 3,484 | 3,369 |
| 3 TOTAL COMPANIONS | 79 | 63 | 301 | 257 |
| 4 TOTAL PASSENGERS | 14,629 | 14,651 | 53,314 | 54,799 |
| 5 TOTAL SERVICE DAYS | 31 | 31 | 121 | 121 |
| 6 VEHICLE REVENUE HOURS | 6,851 | 6,945 | 26,749 | 25,719 |
| 7 VEHICLE SERVICE HOURS | 8,503 | 8,638 | 32,963 | 32,391 |
| 8 VEHICLE NON REV HOURS | 1,653 | 1,693 | 6,214 | 6,672 |
| 9 VEHICLE SERVICE MILES | 139,064 | 137,422 | 498,497 | 513,746 |
| 10 VEHICLE REVENUE MILES | 116,597 | 113,246 | 410,170 | 421,504 |
| 11 VEHICLE NON REV MILES | 22,467 | 24,176 | 88,327 | 92,242 |
| 12 PASS. PER REVENUE HOUR | 2.14 | 2.11 | 1.99 | 2.13 |
| 13 CLIENT PER REVENUE HOUR | 2.00 | 1.98 | 1.85 | 1.99 |
| 14 PASS. PER SERVICE HOUR | 1.72 | 1.70 | 1.62 | 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 | 1055 | 1,215 | 3,888 | 4,620 |
| 18 SAME DAY TRIPS | 121 | 129 | 582 | 733 |
| 19 SUBSCRIPTION TRIPS | 7,405 | 6,517 | 27,430 | 24,765 |
| 20 DEMAND | 6,272 | 7,212 | 22,220 | 26,424 |
| 21 FAREBOX REVENUE | \$13,871.71 | \$13,635.04 | \$52,682.98 | \$45,135.15 |
| 22 PREPAID CLIENTS | \$9,745.50 | \$10,288.00 | \$41,713.00 | \$36,430.50 |
| 23 COLLECTED BILLING | \$1,044.00 | \$29,956.00 | \$108,026.00 | \$100,030.00 |
| 24 TOTAL REVENUE COLLECTED | \$24,661.21 | \$53,879.04 | \$202,421.98 | \$181,595.65 |
| 25 CHARGEABLE ACCIDENTS | 0 | 0 | 0 | 3 |
| 26 SERVICE COMPLAINTS | 0 | 1 | 0 | 5 |
| 27 SERVICE COMMENDATIONS | 1 | 2 | 1 | 12 |
| 28 SERVICE DENIALS | 0 | 0 | 0 | 0 |
| 29 ROAD CALLS | 5 | 6 | 9 | 15 |
| 30 DRIVER TURNOVER | 0% | 0% | 4.9% | 0% |
| 31 SCHEDULE ADHERENCE | 69% | 86% | 88% | 99% |
| 32 WHEELCHAIR BOARDING'S | 2,713 | 3,579 | 11,931 | 14,873 |
| 33 W/C LIFT AVAILABILITY | 100% | 100% | 100% | 100% |
| 34 REGISTERED CLIENTS | 7,386 | 7,484 | NA | NA |
| 35 UNDUPLICATED CLIENTS | 1,412 | 1,232 | NA | NA |
| 36 NO-SHOWS | 71 | 56 | 214 | 266 |
| 37 CANCELS | 1,556 | 1,778 | 8,203 | 8,020 |
| 38 AVG. TRIP LENGTH (MILES) | 9.5 | 9.4 | 9.4 | 9.4 |
| 39 AVG. SM BUSES IN SERVICE | 8 | 8 | 8 | 8 |
| 40 AVG. BUSES IN SERVICE | 55 | 55 | 55 | 55 |
| 41 TOTAL FUEL/GALLONS | 18,005 | 18,863 | 71,077 | 72,675 |
| 42 FLEET M.P.G. | 7.7 | 7.3 | 7.0 | 7.1 |

CCCTA LINK
MONTHLY OPERATING SUMMARY
NOVEMBER FY 13/14

| SUMMARY | NOVEMBER FY 12/13 | NOVEMBER FY 13/14 | YTD FY 12/13 | YTD FY 13/14 |
|------------------------------------|------------------------------|------------------------------|-------------------------|-------------------------|
| 1 TOTAL CLIENTS | 11,621 | 11,277 | 61,150 | 62,450 |
| 2 TOTAL ATTENDANTS | 836 | 747 | 4,320 | 4,116 |
| 3 TOTAL COMPANIONS | 58 | 74 | 359 | 331 |
| 4 TOTAL PASSENGERS | 12,515 | 12,098 | 65,829 | 66,897 |
| 5 TOTAL SERVICE DAYS | 29 | 29 | 150 | 150 |
| 6 VEHICLE REVENUE HOURS | 5,801 | 5,701 | 32,378 | 31,420 |
| 7 VEHICLE SERVICE HOURS | 7,201 | 7,172 | 40,164 | 39,563 |
| 8 VEHICLE NON REV HOURS | 1,400 | 1,471 | 7,786 | 8,143 |
| 9 VEHICLE SERVICE MILES | 117,927 | 113,694 | 616,424 | 627,440 |
| 10 VEHICLE REVENUE MILES | 97,944 | 93,357 | 508,114 | 514,861 |
| 11 VEHICLE NON REV MILES | 19,983 | 20,337 | 106,729 | 112,579 |
| 12 PASS. PER REVENUE HOUR | 2.16 | 2.12 | 2.03 | 2.13 |
| 13 CLIENT PER REVENUE HOUR | 2.00 | 1.98 | 1.89 | 1.99 |
| 14 PASS. PER SERVICE HOUR | 1.74 | 1.69 | 1.64 | 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 | 896 | 985 | 4,784 | 5,605 |
| 18 SAME DAY TRIPS | 217 | 145 | 799 | 878 |
| 19 SUBSCRIPTION TRIPS | 8,287 | 5,309 | 35,717 | 30,074 |
| 20 DEMAND | 5,600 | 5,992 | 27,820 | 32,416 |
| 21 FAREBOX REVENUE | \$12,040.23 | \$11,333.19 | \$64,723.21 | \$56,468.34 |
| 22 PREPAID CLIENTS | \$11,192.00 | \$7,910.00 | \$52,905.00 | \$44,340.50 |
| 23 COLLECTED BILLING | \$28,918.00 | \$734.00 | \$136,944.00 | \$100,764.00 |
| 24 TOTAL REVENUE COLLECTED | \$52,150.23 | \$19,977.19 | \$254,572.21 | \$201,572.84 |
| 25 CHARGEABLE ACCIDENTS | 0 | 0 | 0 | 3 |
| 26 SERVICE COMPLAINTS | 0 | 2 | 0 | 7 |
| 27 SERVICE COMMENDATIONS | 2 | 1 | 3 | 13 |
| 28 SERVICE DENIALS | 0 | 0 | 0 | 0 |
| 29 ROAD CALLS | 2 | 1 | 11 | 16 |
| 30 DRIVER TURNOVER | 0% | 1.2% | 4.9% | 1.2% |
| 31 SCHEDULE ADHERENCE | 73% | 87% | 82% | 88% |
| 32 WHEELCHAIR BOARDING'S | 4,277 | 3,134 | 16,208 | 18,007 |
| 33 W/C LIFT AVAILABILITY | 100% | 100% | 100% | 100% |
| 34 REGISTERED CLIENTS | 6,252 | 6,175 | NA | NA |
| 35 UNDUPLICATED CLIENTS | 1,224 | 1,104 | NA | NA |
| 36 NO-SHOWS | 63 | 95 | 277 | 361 |
| 37 CANCELS | 1,539 | 1,525 | 9,742 | 9,545 |
| 38 AVG. TRIP LENGTH (MILES) | 9.4 | 9.4 | 9.4 | 9.4 |
| 39 AVG. SM BUSES IN SERVICE | 8 | 8 | 8 | 8 |
| 40 AVG. BUSES IN SERVICE | 55 | 55 | 55 | 55 |
| 41 TOTAL FUEL/GALLONS | 16,526 | 16,130 | 87,603 | 88,805 |
| 42 FLEET M.P.G. | 7.1 | 7.0 | 7.0 | 7.1 |

Agenda Item 7.a

TO: O&S Committee

DATE: November 13, 2013

FROM: Anne Muzzini
Director of Planning & Marketing

SUBJ: Fixed Route Reports

Fixed Route Operating Reports for October 2013

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 2014

| <u>Title</u> | <u>Current Month</u> | <u>YTD Avg</u> | <u>Annual Goal</u> |
|--------------------------|----------------------|----------------|------------------------|
| Total Passengers | 313,760 | | |
| Average Weekday | 12,752 | 11,830 | |
| Pass/Rev Hour | 15.7 | 15.2 | Standard Goal > 17.0 |
| Missed Trips | 0.12% | 0.11% | Standard Goal < 0.25% |
| Miles between Road Calls | 20,117 | 24,887 | Standard Goal > 18,000 |

* Based on current standards from updated SRTP

Analysis

Average weekday ridership was lower in October (12,752 passengers) than September (13,514 passengers). Average weekday ridership was higher compared to October of last year (13,015 passengers). Passengers per hour in October was 15.7, an decrease from 16.8 in September and less than September 2012 when passengers per hour was 16.7.

The percentage of missed trips in October was 0.12%. An decrease from the prior month (0.16%). The YTD average is 0.11% missed trips.

The number of miles between roadcalls was 20,117 miles in October, lower than the prior month in which there were 21,863 miles between roadcalls. The 12 month average is 24,887 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 2013 - Fixed Route Boardings | 313,760 | Revenue Hours - | October 2013 | 19,964 | Weekdays - October 13 | 23 | Fiscal 2014 YTD | 1,120,431 |
| | | | October 2012 | 19,242 | October 12 | 23 | | |
| Bus Bridge | 3,178 | Revenue Miles - | October 2013 | 219,584 | Saturdays - October 13 | 4 | Fiscal 2013YTD | 1,094,508 |
| BART Strike - Special Shuttle Service | 463 | | October 2012 | 217,446 | October 12 | 4 | | |
| | | | | | Sundays - October 13 | 4 | | |
| | | | | | October 12 | 4 | | |
| October 2013 Total Boardings | 317,401 | Passengers per Mile | | 1.4 | Total Days - 2013 | 31 | YTD Trend | 2.4% |
| October 2012 Total Boardings | 321,040 | Passengers per Hour | | 15.90 | 2012 | 31 | Monthly Trend | (1.1%) |

| October 2013 Fixed Route Passenger Total | | | | | | October 2013 | October 2013 |
|--|---|----------------|---------------|--------------|----------------|-----------------|-----------------------------|
| Route | Destination Information | Weekday | Saturday | Sunday | Total | Weekday Average | Passengers per Revenue Hour |
| 1 | Rossmoor / Shadelands | 7,098 | | | 7,098 | 309 | 11.7 |
| 2 | Rudgear / Walnut Creek | 1,301 | | | 1,301 | 57 | 6.5 |
| 4 | Walnut Creek Downtown Shuttle | 18,350 | 1,881 | 1,643 | 21,874 | 798 | 22.6 |
| 4H ** | Walnut Creek Extended Holiday Service | | | | 0 | 0 | |
| 5 | Creekside / Walnut Creek | 1,994 | | | 1,994 | 87 | 8.8 |
| 6 | Lafayette / Moraga / Orinda | 10,327 | 492 | 404 | 11,223 | 449 | 14.3 |
| 7 | Shadelands / Pleasant Hill / Walnut Creek | 4,746 | | | 4,746 | 206 | 6.2 |
| 9 | DVC / Walnut Creek | 13,112 | | | 13,112 | 570 | 13.6 |
| 10 | Concord / Clayton Rd | 25,399 | | | 25,399 | 1,104 | 23.0 |
| 11 | Treat Blvd / Oak Grove | 7,643 | | | 7,643 | 332 | 17.2 |
| 14 | Monument Blvd | 14,668 | | | 14,668 | 638 | 16.1 |
| 15 | Treat Boulevard | 13,308 | | | 13,308 | 579 | 18.8 |
| 16 | Alhambra Ave / Monument Blvd | 17,081 | | | 17,081 | 743 | 14.3 |
| 17 | Olivera/Solano / Salvio / North Concord | 5,985 | | | 5,985 | 260 | 13.9 |
| 18 | Amtrak / Merello / Pleasant Hill | 11,460 | | | 11,460 | 498 | 15.5 |
| 19 | Amtrak / Pacheco Blvd / Concord | 3,431 | | | 3,431 | 149 | 10.8 |
| 20 | DVC / Concord | 30,451 | | | 30,451 | 1,324 | 27.0 |
| 21 | Walnut Creek / San Ramon Transit Center | 14,054 | | | 14,054 | 611 | 12.0 |
| 25 | Lafayette / Walnut Creek | 1,704 | | | 1,704 | 74 | 6.5 |
| 28 | North Concord / Martinez | 7,643 | | | 7,643 | 332 | 11.0 |
| 35 | Dougherty Valley | 10,308 | | | 10,308 | 448 | 13.8 |
| 36 | San Ramon / Dublin | 5,571 | | | 5,571 | 242 | 8.7 |
| 91X | Concord Commuter Express | 822 | | | 822 | 36 | 8.2 |
| 92X | Ace Shuttle Express | 5,225 | | | 5,225 | 227 | 19.2 |
| 93X | Kirker Pass Express | 5,749 | | | 5,749 | 250 | 17.6 |
| 95X | San Ramon / Danville Express | 3,481 | | | 3,481 | 151 | 15.0 |
| 96X | Bishop Ranch Express | 12,526 | | | 12,526 | 545 | 16.6 |
| 97X | Bishop Ranch Express | 2,600 | | | 2,600 | 113 | 10.5 |
| 98X | Martinez Express | 10,817 | | | 10,817 | 470 | 17.7 |
| 250 * | Gael Rail Service | 261 | 201 | 151 | 613 | 29 | 6.8 |
| 260 * | Cal State East Bay / Concord Bart | 489 | | | 489 | 26 | 3.0 |
| 301 | Rossmoor / John Muir Medical Center | | 258 | 218 | 476 | 0 | 6.8 |
| 310 | Concord Bart / Clayton Rd / Kirker Pass | | 1,698 | 1,317 | 3,015 | 0 | 26.9 |
| 311 | Concord / Oak Grove / Treat Blvd / WC | | 1,006 | 800 | 1,806 | 0 | 14.9 |
| 314 | Clayton Rd / Monument Blvd / PH | | 2,552 | 1,751 | 4,303 | 0 | 19.7 |
| 315 | Concord / Willow Pass / Landana | | 273 | 175 | 447 | 0 | 8.2 |
| 316 | Alhambra / Merello / Pleasant Hill | | 1,408 | 1,055 | 2,463 | 0 | 15.1 |
| 320 | DVC / Concord | | 904 | 461 | 1,366 | 0 | 13.7 |
| 321 | San Ramon / Walnut Creek | | 1,040 | 773 | 1,813 | 0 | 10.9 |
| 600's | Select Service | 25,695 | | | 25,695 | 1,117 | 25.3 |
| TOTALS | | 293,298 | 11,714 | 8,748 | 313,760 | 12,752 | 15.7 |

* Data from Link ** Seasonal Route

Agenda Item 7.a

TO: O&S Committee

DATE: December 16, 2013

FROM: Anne Muzzini
Director of Planning & Marketing

SUBJ: Fixed Route Reports

Fixed Route Operating Reports for November 2013

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 2014

| <u>Title</u> | <u>Current Month</u> | <u>YTD Avg</u> | <u>Annual Goal</u> |
|--------------------------|----------------------|----------------|------------------------|
| Total Passengers | 268,956 | | |
| Average Weekday | 12,189 | 11,902 | |
| Pass/Rev Hour | 15.5 | 15.3 | Standard Goal > 17.0 |
| Missed Trips | 0.10% | 0.11% | Standard Goal < 0.25% |
| Miles between Road Calls | 36,658 | 25,672 | Standard Goal > 18,000 |

* Based on current standards from updated SRTP

Analysis

Average weekday ridership was lower in November (12,189 passengers) than October (12,752 passengers) and lower than November 2012 (11,988 passengers). Passengers per hour in November was 15.5, a decrease from 15.7 in October and more than November 2012 when passengers per hour was 15.4.

The percentage of missed trips in November was 0.10%. An decrease from the prior month (0.12%). The YTD average is 0.11% missed trips.

The number of miles between roadcalls was 36,658 miles in November, higher than the prior month in which there were 20,117 miles between roadcalls. The 12 month average is 25,672 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 | | |
|--|----------------|---------------------------------|---------------|--------------|--------------------------|-------------|--|-----------------|-----------|
| November 2013 - Fixed Route Boardings | 268,956 | Revenue Hours - | November 2013 | 17,407 | Weekdays - | November 13 | 20 | Fiscal 2014 YTD | 1,389,387 |
| | | | November 2012 | 17,777 | | November 12 | 21 | | |
| Bus Bridge | | Revenue Miles - | November 2013 | 190,046 | Saturdays - | November 13 | 5 | Fiscal 2013 YTD | 1,368,203 |
| Special Service | | | November 2012 | 194,564 | | November 12 | 4 | | |
| | | | | | Sundays - | November 13 | 4 | | |
| | | | | | | November 12 | 4 | | |
| November 2013 Total Boardings | 268,956 | Passengers per Mile | | 1.4 | Total Days - 2013 | 29 | YTD Trend | 1.5% | |
| November 2012 Total Boardings | 273,694 | Passengers per Hour | | 15.45 | 2012 | 29 | Monthly Trend | (1.7%) | |

| November 2013 Fixed Route Passenger Total | | | | | | November 2013 Weekday Average | November 2013 Passengers per Revenue Hour |
|---|---|----------------|---------------|--------------|----------------|-------------------------------------|---|
| Route | Destination Information | Weekday | Saturday | Sunday | Total | | |
| 1 | Rossmoor / Shadelands | 6,016 | | | 6,016 | 301 | 11.4 |
| 2 | Rudgear / Walnut Creek | 1,246 | | | 1,246 | 62 | 6.9 |
| 4 | Walnut Creek Downtown Shuttle | 18,644 | 3,094 | 2,187 | 23,924 | 932 | 27.0 |
| 4H ** | Walnut Creek Extended Holiday Service | 26 | 92 | | 118 | 26 | 11.2 |
| 5 | Creekside / Walnut Creek | 1,608 | | | 1,608 | 80 | 8.0 |
| 6 | Lafayette / Moraga / Orinda | 8,714 | 659 | 432 | 9,804 | 436 | 14.2 |
| 7 | Shadelands / Pleasant Hill / Walnut Creek | 4,208 | | | 4,208 | 210 | 6.3 |
| 9 | DVC / Walnut Creek | 11,023 | | | 11,023 | 551 | 13.1 |
| 10 | Concord / Clayton Rd | 21,726 | | | 21,726 | 1,086 | 22.6 |
| 11 | Treat Blvd / Oak Grove | 5,714 | | | 5,714 | 286 | 14.8 |
| 14 | Monument Blvd | 12,513 | | | 12,513 | 626 | 15.8 |
| 15 | Treat Boulevard | 10,131 | | | 10,131 | 507 | 16.5 |
| 16 | Alhambra Ave / Monument Blvd | 14,314 | | | 14,314 | 716 | 13.8 |
| 17 | Olivera/Solano / Salvio / North Concord | 4,894 | | | 4,894 | 245 | 13.0 |
| 18 | Amtrak / Merello / Pleasant Hill | 9,654 | | | 9,654 | 483 | 15.0 |
| 19 | Amtrak / Pacheco Blvd / Concord | 2,755 | | | 2,755 | 138 | 10.0 |
| 20 | DVC / Concord | 25,032 | | | 25,032 | 1,252 | 25.6 |
| 21 | Walnut Creek / San Ramon Transit Center | 12,155 | | | 12,155 | 608 | 11.9 |
| 25 | Lafayette / Walnut Creek | 1,102 | | | 1,102 | 55 | 4.8 |
| 28 | North Concord / Martinez | 6,329 | | | 6,329 | 316 | 10.5 |
| 35 | Dougherty Valley | 8,623 | | | 8,623 | 431 | 13.3 |
| 36 | San Ramon / Dublin | 4,710 | | | 4,710 | 236 | 8.4 |
| 91X | Concord Commuter Express | 791 | | | 791 | 40 | 9.1 |
| 92X | Ace Shuttle Express | 4,091 | | | 4,091 | 205 | 17.3 |
| 93X | Kirker Pass Express | 4,283 | | | 4,283 | 214 | 15.1 |
| 95X | San Ramon / Danville Express | 2,994 | | | 2,994 | 150 | 14.9 |
| 96X | Bishop Ranch Express | 10,564 | | | 10,564 | 528 | 16.2 |
| 97X | Bishop Ranch Express | 2,290 | | | 2,290 | 115 | 10.6 |
| 98X | Martinez Express | 8,509 | | | 8,509 | 425 | 16.0 |
| 250 * | Gael Rail Service | 213 | 203 | 148 | 564 | 27 | 5.8 |
| 260 * | Cal State East Bay / Concord Bart | 325 | | | 325 | 22 | 2.5 |
| 301 | Rossmoor / John Muir Medical Center | | 348 | 245 | 594 | 0 | 7.2 |
| 310 | Concord Bart / Clayton Rd / Kirker Pass | | 2,142 | 1,393 | 3,535 | 0 | 28.1 |
| 311 | Concord / Oak Grove / Treat Blvd / WC | | 1,289 | 709 | 1,998 | 0 | 14.7 |
| 314 | Clayton Rd / Monument Blvd / PH | | 3,232 | 1,920 | 5,151 | 0 | 21.0 |
| 315 | Concord / Willow Pass / Landana | | 335 | 224 | 559 | 0 | 9.2 |
| 316 | Alhambra / Merello / Pleasant Hill | | 1,714 | 1,106 | 2,820 | 0 | 15.3 |
| 320 | DVC / Concord | | 1,050 | 611 | 1,661 | 0 | 14.6 |
| 321 | San Ramon / Walnut Creek | | 1,261 | 776 | 2,038 | 0 | 10.7 |
| 600's | Select Service | 18,586 | | | 18,586 | 929 | 26.8 |
| TOTALS | | 243,785 | 15,419 | 9,751 | 268,956 | 12,189 | 15.5 |

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

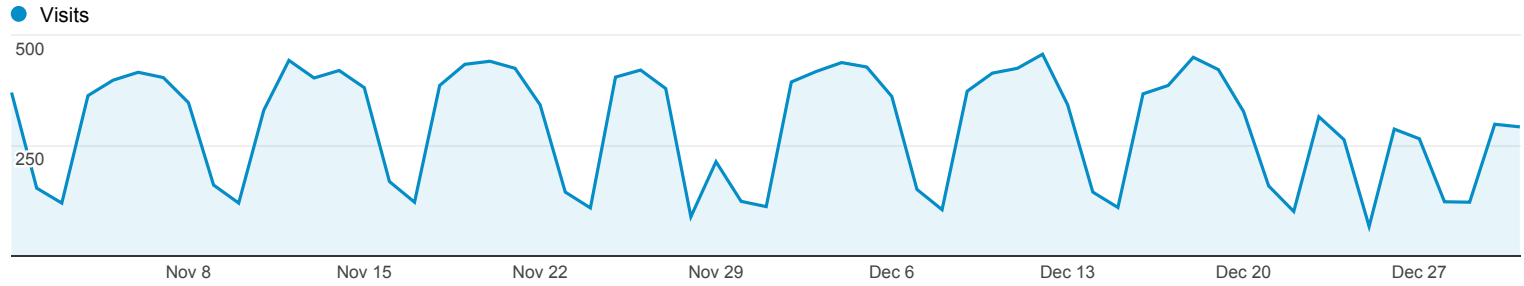
Overview

Nov 1, 2013 - Dec 31, 2013



Explorer

Summary



| Device Category | Acquisition | | | Behavior | | | Conversions | | |
|-----------------|--|--|--|--|--|--|--|--|--|
| | Visits | % New Visits | New Visits | Bounce Rate | Pages / Visit | Avg. Visit Duration | Goal Conversion Rate | Goal Completions | Goal Value |
| | 17,931 <small>% of Total: 100.00% (17,931)</small> | 18.48% <small>Site Avg: 18.47% (0.09%)</small> | 3,314 <small>% of Total: 100.09% (3,311)</small> | 36.24% <small>Site Avg: 36.24% (0.00%)</small> | 4.19 <small>Site Avg: 4.19 (0.00%)</small> | 00:06:34 <small>Site Avg: 00:06:34 (0.00%)</small> | 0.00% <small>Site Avg: 0.00% (0.00%)</small> | 0 <small>% of Total: 0.00% (0)</small> | \$0.00 <small>% of Total: 0.00% (\$0.00)</small> |
| 1. mobile | 13,890 | 17.54% | 2,436 | 39.84% | 4.02 | 00:06:57 | 0.00% | 0 | \$0.00 |
| 2. desktop | 3,112 | 23.14% | 720 | 22.49% | 3.86 | 00:04:48 | 0.00% | 0 | \$0.00 |
| 3. tablet | 929 | 17.01% | 158 | 28.42% | 7.90 | 00:06:48 | 0.00% | 0 | \$0.00 |

Rows 1 - 3 of 3

http://cccta.org - http://cccta.org
cccta.org

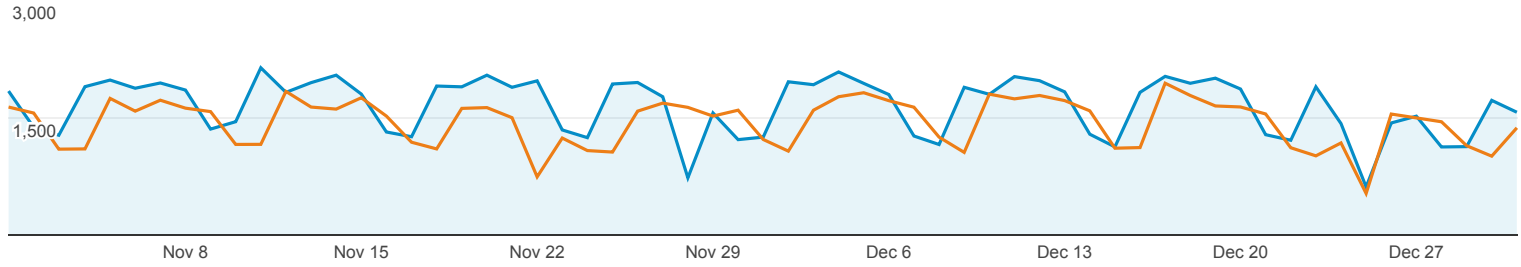
Visitor Report

Nov 1, 2013 - Dec 31, 2013
Compare to: Nov 1, 2012 - Dec 31, 2012

All Visits
+0.00%

Report Tab

Nov 1, 2013 - Dec 31, 2013: ● Visits
Nov 1, 2012 - Dec 31, 2012: ● Visits



| Visitor Type | Mobile (Including Tablet) | Visits | Unique Visitors | Pageviews | Avg. Visit Duration | Pages / Visit |
|--------------------------------------|---------------------------|--|--|---|---|---|
| | | 14.35% ▲ 99,971 vs 87,425 | 12.42% ▲ 40,552 vs 36,071 | 8.82% ▲ 283,991 vs 260,984 | 0.26% ▼ 00:02:52 vs 00:02:53 | 4.84% ▼ 2.84 vs 2.99 |
| 1. Returning Visitor | Yes | | | | | |
| Nov 1, 2013 - Dec 31, 2013 | | 51,091 | 9,920 | 130,883 | 00:02:47 | 2.56 |
| Nov 1, 2012 - Dec 31, 2012 | | 35,785 | 7,138 | 96,899 | 00:02:49 | 2.71 |
| % Change | | 42.77% | 38.97% | 35.07% | -1.19% | -5.39% |
| 2. New Visitor | No | | | | | |
| Nov 1, 2013 - Dec 31, 2013 | | 16,538 | 16,517 | 55,061 | 00:03:04 | 3.33 |
| Nov 1, 2012 - Dec 31, 2012 | | 18,720 | 18,699 | 63,772 | 00:03:03 | 3.41 |
| % Change | | -11.66% | -11.67% | -13.66% | 0.98% | -2.27% |
| 3. New Visitor | Yes | | | | | |
| Nov 1, 2013 - Dec 31, 2013 | | 16,334 | 16,311 | 46,690 | 00:02:41 | 2.86 |
| Nov 1, 2012 - Dec 31, 2012 | | 10,297 | 10,287 | 32,437 | 00:02:53 | 3.15 |
| % Change | | 58.63% | 58.56% | 43.94% | -7.01% | -9.26% |
| 4. Returning Visitor | No | | | | | |
| Nov 1, 2013 - Dec 31, 2013 | | 16,008 | 6,195 | 51,357 | 00:03:08 | 3.21 |
| Nov 1, 2012 - Dec 31, 2012 | | 22,623 | 7,322 | 67,876 | 00:02:50 | 3.00 |
| % Change | | -29.24% | -15.39% | -24.34% | 10.52% | 6.93% |

Rows 1 - 4 of 4

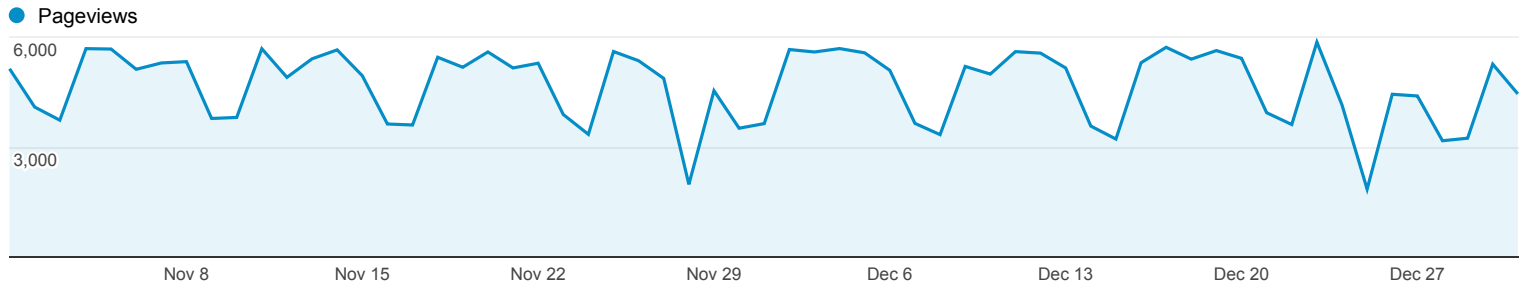
http://cccta.org - http://cccta.org
cccta.org

Nov 1, 2013 - Dec 31, 2013

Pages

All Visits
100.00%

Explorer



| Page | Pageviews | Unique Pageviews | Avg. Time on Page | Entrances | Bounce Rate | % Exit | Page Value |
|-----------------------|--|--|--|--|------------------------------------|------------------------------------|--------------------------------------|
| | 283,991 % of Total: 100.00% (283,991) | 206,278 % of Total: 100.00% (206,278) | 00:01:34 Site Avg: 00:01:34 (0.00%) | 99,962 % of Total: 100.00% (99,962) | 44.34% Site Avg: 44.34% (0.00%) | 35.20% Site Avg: 35.20% (0.00%) | \$0.00 % of Total: 0.00% (\$0.00) |
| 1. / | 59,286 | 38,340 | 00:01:08 | 33,917 | 22.20% | 23.74% | \$0.00 |
| 2. /maps-schedules/ | 31,335 | 19,968 | 00:01:00 | 16,984 | 20.11% | 20.10% | \$0.00 |
| 3. /mobile-schedules/ | 29,753 | 17,773 | 00:00:36 | 4,113 | 25.43% | 10.48% | \$0.00 |
| 4. /schedule/6/ | 8,858 | 7,690 | 00:05:57 | 5,098 | 85.03% | 77.79% | \$0.00 |
| 5. /schedule/18/ | 7,177 | 5,796 | 00:02:46 | 1,974 | 70.36% | 48.98% | \$0.00 |
| 6. /schedule/20/ | 6,753 | 5,658 | 00:03:06 | 2,096 | 76.38% | 58.21% | \$0.00 |
| 7. /schedule/98X/ | 6,385 | 5,460 | 00:03:22 | 3,045 | 83.12% | 64.40% | \$0.00 |
| 8. /schedule/9/ | 6,257 | 5,188 | 00:03:02 | 2,032 | 76.48% | 55.67% | \$0.00 |
| 9. /fares/ | 5,991 | 4,486 | 00:01:22 | 1,031 | 51.79% | 31.46% | \$0.00 |
| 10. /schedule/16/ | 5,491 | 4,453 | 00:02:55 | 1,223 | 70.81% | 48.42% | \$0.00 |
| 11. /schedule/10/ | 4,983 | 4,095 | 00:03:01 | 1,379 | 76.58% | 58.06% | \$0.00 |
| 12. /schedule/15/ | 4,760 | 3,909 | 00:03:06 | 1,363 | 71.09% | 53.74% | \$0.00 |
| 13. /schedule/21/ | 4,740 | 3,882 | 00:02:35 | 1,284 | 70.09% | 51.67% | \$0.00 |
| 14. /schedule/4/ | 4,563 | 3,817 | 00:04:41 | 2,415 | 78.05% | 68.97% | \$0.00 |
| 15. /schedule/14/ | 4,198 | 3,443 | 00:02:44 | 1,113 | 68.46% | 49.21% | \$0.00 |
| 16. /schedule/316/ | 4,156 | 3,373 | 00:02:55 | 1,077 | 74.37% | 53.83% | \$0.00 |
| 17. /schedule/96X/ | 3,940 | 3,206 | 00:03:01 | 1,472 | 71.74% | 54.44% | \$0.00 |
| 18. /schedule/11/ | 3,836 | 3,137 | 00:02:18 | 815 | 70.18% | 44.29% | \$0.00 |
| 19. /schedule/314/ | 3,678 | 2,984 | 00:02:57 | 1,001 | 73.83% | 56.06% | \$0.00 |
| 20. /schedule/35/ | 3,552 | 2,810 | 00:02:47 | 1,367 | 74.69% | 55.10% | \$0.00 |
| 21. /schedule/28/ | 3,201 | 2,558 | 00:03:01 | 830 | 74.22% | 49.52% | \$0.00 |
| 22. /how-to-ride/ | 2,748 | 1,995 | 00:00:41 | 67 | 38.81% | 9.83% | \$0.00 |

| | | | | | | | | |
|-----|---|-------|-------|----------|-----|--------|--------|--------|
| 23. | /schedule/17/ | 2,486 | 2,024 | 00:03:09 | 725 | 73.79% | 52.41% | \$0.00 |
| 24. | /schedule/310/ | 2,246 | 1,915 | 00:02:55 | 600 | 77.50% | 63.22% | \$0.00 |
| 25. | /schedule/320/ | 2,115 | 1,711 | 00:02:22 | 404 | 67.82% | 43.22% | \$0.00 |
| 26. | /schedule/321/ | 2,103 | 1,792 | 00:02:44 | 655 | 80.00% | 59.77% | \$0.00 |
| 27. | /schedule/95X/ | 2,072 | 1,638 | 00:01:42 | 419 | 65.16% | 35.28% | \$0.00 |
| 28. | /schedule/311/ | 1,996 | 1,615 | 00:02:28 | 438 | 66.21% | 47.24% | \$0.00 |
| 29. | /schedule/19/ | 1,969 | 1,512 | 00:01:54 | 246 | 61.79% | 30.02% | \$0.00 |
| 30. | /driver-login/ | 1,965 | 972 | 00:02:44 | 515 | 39.61% | 42.09% | \$0.00 |
| 31. | /schedule/1/ | 1,905 | 1,420 | 00:02:34 | 327 | 63.00% | 40.84% | \$0.00 |
| 32. | /schedule/93X/ | 1,886 | 1,471 | 00:03:29 | 597 | 73.87% | 51.01% | \$0.00 |
| 33. | /schedule/7/ | 1,767 | 1,405 | 00:02:22 | 341 | 68.62% | 42.28% | \$0.00 |
| 34. | /about/ | 1,689 | 1,297 | 00:00:35 | 101 | 26.73% | 12.79% | \$0.00 |
| 35. | /maps-schedules/600-select-service/ | 1,587 | 620 | 00:01:04 | 48 | 43.75% | 18.08% | \$0.00 |
| 36. | /schedule/36/ | 1,469 | 1,139 | 00:02:16 | 270 | 70.00% | 39.96% | \$0.00 |
| 37. | /link/ | 1,265 | 964 | 00:01:00 | 422 | 50.00% | 30.43% | \$0.00 |
| 38. | /?force=desktop | 1,230 | 882 | 00:00:50 | 175 | 47.43% | 21.46% | \$0.00 |
| 39. | /schedule/97X/ | 1,208 | 986 | 00:01:54 | 353 | 65.72% | 43.38% | \$0.00 |
| 40. | /schedule/5/ | 1,109 | 939 | 00:02:21 | 229 | 69.87% | 43.82% | \$0.00 |
| 41. | /public-meetings/ | 1,059 | 823 | 00:00:32 | 49 | 30.61% | 10.76% | \$0.00 |
| 42. | /fares/where-to-buy/ | 1,057 | 776 | 00:01:44 | 141 | 66.67% | 35.76% | \$0.00 |
| 43. | /schedule/92X/ | 1,016 | 719 | 00:02:04 | 256 | 69.14% | 38.48% | \$0.00 |
| 44. | /about/jobs/ | 1,015 | 655 | 00:00:47 | 185 | 66.49% | 42.96% | \$0.00 |
| 45. | /news/ | 974 | 745 | 00:00:35 | 59 | 52.54% | 18.89% | \$0.00 |
| 46. | /schedule/2/ | 961 | 805 | 00:02:08 | 235 | 76.60% | 47.24% | \$0.00 |
| 47. | /driver-login/?force=desktop | 959 | 648 | 00:03:29 | 436 | 52.75% | 56.62% | \$0.00 |
| 48. | /fares/clipper-card/ | 888 | 733 | 00:00:50 | 96 | 43.75% | 27.25% | \$0.00 |
| 49. | /how-to-ride/paying-your-fare/ | 854 | 682 | 00:01:34 | 62 | 69.35% | 22.72% | \$0.00 |
| 50. | /schedule/315/ | 772 | 650 | 00:02:15 | 176 | 76.14% | 47.67% | \$0.00 |

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