

County Connection

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

ADVISORY COMMITTEE MEETING AGENDA

**Tuesday, September 8, 2015
2:00 p.m.**

**CCCTA Paratransit Facility
Gayle B. Uilkema Memorial Board Room
2477 Arnold Industrial Way
Concord, California**
Conference Call Access:
Please call (925) 680-2040

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 July 14, 2015*
4. Public Comment
5. Mobility Management Update – Elaine Welch/Senior Helpline Services
6. Clipper Implementation Outreach*
7. Lamorinda Transit Study-Consultant Update*
8. ADA – Monthly Reports
 - a. ADA Certification and Recertification Report*
 - b. LINK Monthly Operating Reports – June 2015*
9. Fixed Route – Monthly Reports
 - a. Fixed Route Ridership Reports – June/July 2015*
 - b. Driver Appreciation Winners – No cards were submitted for the July/August period
 - c. Website User Information – July/August 2015*
 - d. Customer Service Report – July/August 2015

*Enclosure

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

CENTRAL CONTRA COSTA TRANSIT AUTHORITY

10. Committee Member Communications

11. Adjournment – Next Meeting – November 10, 2015

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, Sept. 17, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, Oct. 7, 9:00 a.m., 1676 N. California Blvd., S620, Walnut Creek
Advisory Committee:	Tuesday, Sept. 8, 2:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, Oct. 1, 8:30 a.m., 100 Gregory Ln. Pleasant Hill
Operations & Scheduling:	Friday, Oct. 2, 8:00 a.m., 309 Diablo Rd., Danville

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 July 14, 2015

The meeting was called to order at 2:10 PM.

Members present were: Cary Kennerley, David Loyd, Jeremy Weinstein, David Libby, Eileen Volk, Randy Pedersoli, and Hayden Padgett.

Staff present: Mary Burdick, Paul Okunewitch (LINK)

Guests: Ralph Hoffmann

Approval of Agenda

The agenda was approved.

Approval of the Minutes of May 12, 2015

The minutes were approved.

Public Comment

Ralph Hoffmann reported on an article in the WC Patch that described the route for the annual Torch Run. No detours or street closures were planned because this race for the Special Olympics can easily be managed with rolling stop closures – meaning the stops/street won't close, but traffic is simply held while runners go by.

Fixed-Route Changes/Additions For Fall 2015

Mary Burdick described the changes that will take place effective Sunday, August 16 that include:

- Route 1M – service is restored to the Marchbanks loop on Rt. 1
- Route 3 – Martinez Community Shuttle is new service that serves downtown, medical services, adult education, and business along Arnold Dr.
- Route 19 – Re-routed to serve Sun Valley Mall and Diamond Blvd.
- Route 310 – Two additional AM and two additional PM trips were added to address crowding.
- Route 315 – One additional PM trip was added.

Clipper Implementation

Ms. Burdick provided the Committee with a schedule update for the installation of equipment on County Connection buses, as well as the agreed upon fare and transfer policies. The staff report explained that currently our operators log into the Clever Devices system to run head signs, passenger count and fare payment information. Drivers will need to log into the Clipper system as well. Several operators are interested in exploring a single point log-in system that could take up to a year to implement. Hayden Padgett (Danville) questioned why this will take so long. This will require MTC to amend their contract with Cubic, determine how many of the seven operators are willing to pay the

cost, and finally, operators will need their contractors (in our case, Clever Devices) to write the software to export the route information.

ADA Monthly Reports

- A. ADA Certification and Recertification reports for May and June 2015 were provided.

- B. LINK monthly operating reports for April and May 2015 were reviewed. Members questioned the high driver turnover rate, and Mr. Okunewitch explained that they have been aggressively recruiting for operators, which can be difficult in a thriving employment market. Members also questioned the increase in no-shows on the year-to-year trend. Mr. Okunewitch explained that while this performance indicator is closely watched, the number of cancellations and no-shows typically reflect on each other. While the number of No-Shows is up, the number of Cancellations is down. The preferable trend is to see people cancelling a trip they can't make than simply being a no-show. They regularly enforce the agency's No-Show policy.

Fixed-Route Staff Reports

- A. Fixed-route Ridership Report – The monthly reports for April and May 2015 were reviewed. Average weekday ridership increased both months over previous year figures.
- B. Driver Appreciation Winners – Junior Barrientos and Arthur Williams were the Excellence program winners for May and June respectively
- C. CCCTA Website User Information - Staff provided website user statistics for May and June 2015.
- D. Customer Service Reports – The number of complaints and commendations were provided, as well as the number of telephone calls coming to the Information Center during May and June 2015. Of the 11,413 answered calls, 57 were complaint calls.

Member Communication

None

Adjournment

The meeting was adjourned at 3:00 PM.

The next meeting is scheduled for Tuesday, September 8, 2015.

Minutes prepared by Mary Burdick on August 31, 2015.

To: Marketing, Planning, & Legislative Committee

Date: August 31, 2015

From: Anne Muzzini

Reviewed by:

SUBJECT: Clipper Marketing Update

Summary of Issues:

County Connection staff has been meeting with the MTC Clipper marketing team in anticipation of the launch of Clipper on the East Bay bus systems. Following is a description of the activities planned.

Soft Launch Activities/Materials: Revenue ready through mid-January 2016

Outreach

- MTC marketing teams will assist agency staff in outreach and education activities that include in-person presence at key transit stops and hub locations such as BART stations, Park 'n Ride lots, and transit centers to educate existing riders that Clipper is now available on their buses
- MTC will distribute regional news releases and PR stories
- Clipper launch will be promoted on social media by MTC and agencies
- Agency micro-sites on clippercard.com will go live, with links to each agency's website
- Each agency will be provided with 500 adult Clipper Cards for promotional use

Print Materials

- "Clipper in the East Bay" brochures provided to agencies for distribution
- "Getting Started with Clipper" take-ones provided to agencies for distribution
- Clipper card sleeves provided to agencies for distribution with promotional cards as well as cards sold through ticket offices

Signage

- Interior Bus Cards will be produced and provided to all agencies
- Decals for bus windows and ticket offices
- Transit Information Displays at BART stations will be updated to include participation of East Bay operators in the Clipper program

Hard Launch Activities/Materials: Mid-January through mid-March 2016

Paid Advertising

- Radio Campaign (broadcast and digital)
- Social Media Campaign – Facebook, Twitter, Instagram

- Other channels to be determined
- BART Advertising – number of ads is yet to be determined

Co-Op Advertising:

- Exterior Bus Advertising – Projected available space on the four agency fleets committed by Lamar Transit Advertising include: 6 King ads, 21 Queen ads, and 12 tail ads. MTC will possibly supplement with paid advertising
- BART Advertising – MTC will negotiate with BART to have some free station advertising in conjunction with a planned media contract. The numbers are yet to be determined.

Customer Service Training

MTC will conduct training sessions with each agency's customer service staff in two phases. The first phase will include basic training on the different Clipper cards, how they work, and account management. The second phase will include training for ticket sales staff to include how to properly register the cards, add value, check the status of account values, and when to refer cardholders or callers to the Clipper customer service staff.

Recommendation:

For information only

Financial Implications:

Most of the above costs will be covered by MTC. Any other activities that County Connection chooses to employ will be taken from the Promotions budget.



MEMORANDUM

To: Anne Muzzini, County Connection

From: Richard Weiner, Terra Curtis

Date: July 22, 2015

Subject: Lamorinda Service Alternatives Refinements – Executive Summary

BACKGROUND

This memo updates the Lamorinda Service Alternatives Executive Summary dated March 27, 2015 by summarizing public feedback received on the original service alternatives and providing initial thoughts of service refinements and recommendations.

The Lamorinda Service Plan is aimed at improving transit ridership, service quality, and cost effectiveness by developing alternative service options in the Lamorinda Area. While the focus of the plan is public transportation options, other alternatives have also been considered.

Based on initial conversations with the Lamorinda Program Management Committee Technical Advisory Committee (LPMC TAC), the LPMC, local transportation providers, and community members, key challenges for transit in the area include the following:

- Current transit service works for some, but is not a viable option for most residents within the Lamorinda area
- Vehicle access is limited due to parking constraints at both local BART stations and in downtown Lafayette

To initiate the process of finding transit service alternatives that address these challenges, three key transportation markets were identified: **commute trips**, **school trips**, and **midday trips** (with a focus on seniors). Preliminary alternatives were developed and the feasibility of each was determined based on discussion with TAC members. Several were carried forward for further development. This Executive Summary describes the public feedback received on prioritized alternatives and poses initial recommendations for refining those alternatives.

SUMMARY OF PUBLIC FEEDBACK

Between May 21 and June 12, 2015, several channels were used to gather public feedback on the draft service alternatives—a process used to refine the prioritized service alternatives described in the next section. Figure 1 summarizes the surveying methods, dates, and responses received.

Figure 1 Alternatives Refinement Public Outreach Summary

Survey Method	Dates	Responses
Online survey of BART passengers, disseminated by handing out postcards at Lafayette and Orinda BART stations	Disseminated May 27 and 28 Survey open through June 12	500
Online survey of the general public disseminated through Nextdoor, the Lamorinda Weekly, and via flyers posted in the Lamorinda Spirit Van and several senior centers and housing facilities	May 25 - June 12	591
Online survey of parents of schoolchildren, disseminated through the Lafayette, Orinda, and Acalanes school districts' superintendents	May 21 - June 12	653
Textizen text-based survey advertised on County Connection buses	May 28 - June 12	39
Interviews with several individuals who work closely with Lamorinda's senior population	Early June	3

Like in the first round of outreach, the number of responses received indicates a high level of engagement with transportation issues in Lamorinda; unlike the first round, we saw a high level of engagement through channels other than Nextdoor. As seen in Figure 2, school bus expansion, a taxi subsidy program for seniors and people with disabilities, and BART shuttles garner the most support from respondents.

It should be noted that while respondents were not asked directly about their interest in using on-demand transit services—which could be thought of as a third version of the BART shuttle concept—many indicated support through free form comments and the vast majority (80.9%) support a model that prioritizes response time over service area (offered by many on-demand models).

Figure 2 Summary of Support for each Proposed Alternative

Alternative	% of Respondents Interested in Using the Service	Total Responses
BART Vanpools	32.3%	464
BART Shuttles - Moraga Way - Mt. Diablo Boulevard - On-demand model	56.0%	430
Taxi Scrip/Voucher program for seniors or people with disabilities	79.6%	103*
Taxi Scrip/Voucher program for the general public	42.2%	102*
School Bus Program Expansion	81.4% - 89.2%**	518
*This question was added to the survey on June 1, 2015 after many responses had been received **Respondents were asked about each expansion proposal separately		

LAMORINDA SERVICE ALTERNATIVES

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One final overarching point is the relatively frequent suggestion by respondents to many of the surveys that bicycle and pedestrian safety improvements are needed, particularly to encourage and facilitate more walking and biking to school. Many people stressed these options as complements to existing and proposed transit service alternatives.

The following section describes the benefits and drawbacks of each service alternative, including feedback received in the second round of public outreach and initial recommendations. Prioritization of these recommendations is provided in a table at the conclusion of this Executive Summary.

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RECOMMENDED SERVICE REVISIONS

Figure 3 Summary of Alternative Benefits and Drawbacks

Service Alternative	Benefits	Drawbacks	Public Feedback	Initial Recommendations
<p>Vanpool to BART</p>	<ul style="list-style-type: none"> ▪ Rideshare operation handled primarily by individuals; public entity does not have to be involved on a day-to-day basis ▪ BART and/or other public entities may be able to subsidize the service to reduce costs to participants ▪ Concept is simple; easy to communicate the operations to potential rideshare subscribers ▪ Designed specifically for commuters to points west of Lamorinda (Oakland and San Francisco) 	<ul style="list-style-type: none"> ▪ Subscribers must commit to both morning and evening departure times ▪ Some subscribers must commit to be drivers ▪ Vehicle rental agreement holders (the driver and/or backup driver) may have to front all or part of the cost of the vehicle rental ▪ Requires a high number of subscribers to enable participants to be picked up from their homes ▪ Limited cost savings to users (but guaranteed access to BART) 	<ul style="list-style-type: none"> ▪ Less than 25% of BART riders would use this option, but Moraga residents most likely ▪ Respondents report the most common reason they would support such an option is its link to guaranteed BART parking 	<ul style="list-style-type: none"> ▪ Given its relatively low level of support and other alternatives' ability to achieve similar outcomes, this alternative is not recommended at this time.

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Service Alternative	Benefits	Drawbacks	Public Feedback	Initial Recommendations
<p>Moraga/Orinda BART Shuttle</p>	<ul style="list-style-type: none"> ▪ Passengers pay only for their fare; no vehicle rental, fuel, insurance, or maintenance costs to split ▪ Highest level of flexibility for passengers; morning and evening trip times could be flexible due to shuttle frequency ▪ Supplements less frequent County Connection Route 6 service ▪ Expands transit service options to BART system 	<ul style="list-style-type: none"> ▪ Limited service area (presuming that many would still drive to access transit) ▪ Service is geared to residents of Moraga and Orinda, though Lafayette may benefit from reduced traffic congestion ▪ Requires additional operational and capital funding ▪ Park-and-ride are conceptual and require further investigation 	<ul style="list-style-type: none"> ▪ Supported by a majority of general public responses, 38% of surveyed BART riders ▪ Mostly looking for a more frequent option, potentially could be served by a new option or increased Route 6 frequency ▪ Lots of complaints about Route 6 headway (both for riders and non-riders) ▪ People think some kind of incentive/marketing campaign to get people using the shuttle will help ▪ Note: BART is very frequent in the 7 a.m. hour (every 5 minutes) and decreases to every 10-15 minutes closer to 9 a.m. 	<ul style="list-style-type: none"> ▪ This service option is recommended to continue into the Implementation Plan. ▪ Route 6's existing low frequency has decreased the public's confidence in using County Connection for timely connections; as such, it may be best to develop this as a standalone service through branding and service characteristics, rather than simply increasing the frequency of Route 6. ▪ BART frequency at the time most people use it suggests this feeder service would not have to be incredibly reliable at arriving at BART at a particular time; rather, shuttle frequency is the most important factor.
<p>Lafayette Shuttle</p>	<ul style="list-style-type: none"> ▪ Supports increased development along Mount Diablo Boulevard and existing businesses/employers ▪ Enables additional transit options for those living along Mount Diablo Boulevard (and near intersection with Pleasant Hill Road) ▪ Supplements less frequent County Connection service (Route 25) 	<ul style="list-style-type: none"> ▪ Limited service area along Mount Diablo Boulevard ▪ Currently, only proposed to operate during peak commute hours (give focus of study) ▪ Shuttle access is still contingent on safe pedestrian access and connections across Mount Diablo Boulevard 	<ul style="list-style-type: none"> ▪ Support for lunchtime shuttle along Mt. Diablo Blvd., but it does not solve an priority need for most respondents ▪ Desire to provide transportation for seniors along the corridor, but senior stakeholders indicate a taxi subsidy program would be more effective for their clientele 	<ul style="list-style-type: none"> ▪ This service alternative is recommended to continue into the Implementation Plan as a low priority.

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Service Alternative	Benefits	Drawbacks	Public Feedback	Initial Recommendations
Zone Service	<ul style="list-style-type: none"> ▪ Provides basic level of access to the transit system across a wide service area ▪ Effectively serves as a community general public Dial-a-Ride (with specific time-points) ▪ Increases transit access to BART and other community services 	<ul style="list-style-type: none"> ▪ Service quality (speed) is limited based on the wide service area and deviations ▪ Unlikely to be a productive (passengers per hour) service 	<ul style="list-style-type: none"> ▪ Overall, preference to prioritize service response time over service area, but this is more common among younger respondents ▪ Respondents over age 55 prioritize door-to-door nature of flex services over response time ▪ Worried about the costs of such a service (\$5 on top of BART fare); may be more relevant for an occasional need (seniors) than recurring commute trips ▪ Lack of proximity to home of existing County Connection services doesn't seem to be the most concerning issue (among current riders) 	<ul style="list-style-type: none"> ▪ Given preference for response time among commuters and senior stakeholders' preference for the taxi subsidy solution, zone service is not recommended at this time.
Deviated Fixed-Route	<ul style="list-style-type: none"> ▪ Opportunity to provide transit service to residents north of CA-24 ▪ Likely to be more productive than zone services ▪ Increases transit access to BART and other community services 	<ul style="list-style-type: none"> ▪ Service quality (speed) is limited based on deviations ▪ Unlikely to be a productive (passengers per hour) service, but more so than zone service alternatives 		<ul style="list-style-type: none"> ▪ Given preference for response time among commuters and senior stakeholders' preference for the taxi subsidy solution, zone service is not recommended at this time.

LAMORINDA SERVICE ALTERNATIVES

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Service Alternative	Benefits	Drawbacks	Public Feedback	Initial Recommendations
<p>Taxi Subsidy Program</p>	<ul style="list-style-type: none"> ▪ New mobility option for seniors and people with disabilities ▪ Offers same-day transportation for people who otherwise have to schedule a day in advance ▪ Can offer lower cost per trip than ADA paratransit ▪ Opportunity to serve connecting trip to BART at discounted price for occasional need 	<ul style="list-style-type: none"> ▪ Requires administration costs ▪ Opportunity for fraud through re-sale of vouchers ▪ Due to cost constraints, could only serve occasional-need trips for the general public 	<ul style="list-style-type: none"> ▪ About 2/3 of respondents support program for seniors and people with disabilities; only 42% for the general public ▪ Lafayette residents most likely to support specialized program, but at least 50% of residents in Orinda and Moraga also support ▪ The older the respondent, the more likely to support (85% of people over age 65 support it) ▪ General public subsidy program gets most support from Moraga residents (54% of whom support it)—75% of respondents would use this type of program to get to/from BART ▪ Respondents hold a belief that such a program could attract new private transportation providers to Lamorinda. ▪ Strong level of support from key stakeholders; recommend to prioritize taxis over TNCs for the service. ▪ There is concern about finding continuous funding source. ▪ The demand for a general public subsidy program from residents of Moraga highlights the effect of BART parking constraints on residents' desire for additional mobility options. 	<ul style="list-style-type: none"> ▪ This alternative is recommended to continue into the Implementation Plan. ▪ It is clear that there is public support for a taxi subsidy program to supplement trips currently provided by County Connection's LINK paratransit and Lamorinda Spirit Van services. Also, it supports the goals of this study in providing enhanced midday service to the community. ▪ Because this option would serve a similar market to some of the other alternatives—which also garner significant support—and due to the costliness of opening a subsidy program to the general public, it is recommended to treat a general public taxi subsidy program as a secondary priority to one focused on seniors and people with disabilities at this time.

LAMORINDA SERVICE ALTERNATIVES

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Service Alternative	Benefits	Drawbacks	Public Feedback	Initial Recommendations
<p>School Transportation Services Expansion</p>	<ul style="list-style-type: none"> ▪ Increased school bus ridership ▪ Potential to reduce school trip-related congestion ▪ Addresses increasing school-aged population in Lamorinda ▪ Easy to implement from an operations standpoint through existing service provider 	<ul style="list-style-type: none"> ▪ Additional cost for expanded service 	<ul style="list-style-type: none"> ▪ High level of engagement with school transportation topic ▪ Widespread belief that school transportation plays a role in local traffic congestion, but some (~30% of respondents) lack confidence in school bus program's effectiveness at solving the issue ▪ About 66% of students that are currently dropped off by parents attend schools where new service is proposed (high potential for mode shift) ▪ High level of support for all the expansion options, but most support won for increasing existing capacity to Orinda Intermediate and Stanley Middle School <ul style="list-style-type: none"> • Parents of Orinda Intermediate students also among the most likely to use new service • New service (to Happy Valley, Del Rey, and Lafayette Elementary) is least supported, but parents of students at Happy Valley would be overwhelmingly likely to use it • Parents of students at Lafayette are least likely to take advantage of the new option; most currently walk or bike to school 	<ul style="list-style-type: none"> ▪ It is recommended that this service option continue into the Implementation Plan ▪ Prioritize expansion of capacity to Orinda Intermediate and Stanley Middle and new service to Happy Valley Elementary ▪ Initial considerations may include: <ul style="list-style-type: none"> ○ Creating a ballot measure to fund the expansion ○ Decreasing the cost of the program by creating more bulk pass options ○ Charging for permits to access school drop-off/pick-up zones ○ Charging for high school parking ○ Incentivizing taking the bus through monthly drawings/prizes ○ Supplementing investment with developing better biking and walking facilities and programs¹

¹ Recent research suggests that school districts can save money by improving bicycling and walking conditions to shift current bus users to those modes; such a shift opens up bus services to students that live farther from school than reasonable walking or bicycling distance. See UNC Center for Urban and Regional Studies, "Economic Benefits of Safe Routes to School." Available online at <https://curs.unc.edu/files/2013/05/SRTS-McDonald-FINAL-6.23.15.pdf>.

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Service Alternative	Benefits	Drawbacks	Public Feedback	Initial Recommendations
<p>Increased School Transportation Program Coordination</p>	<ul style="list-style-type: none"> ▪ Increased awareness of program changes and offerings among program administrators and parents ▪ Coordination benefits—program changes can leverage other resources, outreach efforts, and strategically coordinate 	<ul style="list-style-type: none"> ▪ Requires in-person meetings ▪ Additional administrative burden to organize and attend quarterly or bi-annual meetings 	<ul style="list-style-type: none"> ▪ In free form comments, many respondents indicated an increased focus on bicycle and pedestrian safety improvements and programs to encourage more biking, walking, and carpooling to school ▪ Incentives and marketing programs were suggested 	<ul style="list-style-type: none"> ▪ It is recommended that this service option continue into the Implementation Plan, given the potentially low costs of implementing coordination. Possible implementation steps include: <ul style="list-style-type: none"> ○ Coordinate/convene meetings between the Southwest Area Transportation Committee (SWAT), Lamorinda School District Superintendents, Countywide Bicycle and Pedestrian Plan Oversight Committee, 511 Contra Costa/Safe Routes to School, and Sustainable Lafayette Green Schools Committee to facilitate conversation around bike/ped issues at schools.
<p>Technology-based Transportation²</p>	<ul style="list-style-type: none"> ▪ Offer supporting services that address the gaps unfilled by traditional transit ▪ New services range from providing on-demand, point-to-point options (also known as “transportation network companies” or “ridesourcing” apps) to private fixed-route services that rely on 15-passenger vans or buses 	<ul style="list-style-type: none"> ▪ Companies launching new businesses could choose not to respond in particular markets for factors outside the public entity’s control ▪ Using public funds for private operational support is unlikely, due both to the public sector’s need to tie funding to requirements for serving the public at large and private companies’ need for operational flexibility 	<ul style="list-style-type: none"> ▪ Almost 81% of respondents indicated that the primary focus of an on-demand type service should be faster response times with smaller service areas, rather than larger service areas at the expense of longer response times. ▪ Desire for the more frequent and convenient service that TNCs could provide, but caution that price makes the private solutions inaccessible for more than just occasional trips. 	<ul style="list-style-type: none"> ▪ It is recommended that this service concept continue to the Implementation Plan as a concept only; the Implementation Plan will further specify strategies for public options to incorporate elements of new private tech-enabled transportation models and policy implications.

² Note: to date, this topic has not been described as a standalone option. A full description of the challenges and opportunities are described in the following section.

INITIAL PRIORITIZATION

Figure 4 Summary of Alternatives

Alternatives	Service Approach	Market Focus	Initial Priority*
BART Feeder Services	Vanpool to BART	Commuters	--
	Moraga/Orinda BART Shuttle	Commuters	1
	Downtown Lafayette BART Shuttle	Commuters	2
Flexible Transit Services	Zone Service	Commuters, Senior Mobility	3
	Deviated Fixed Route Service	Commuters, Senior Mobility	3
	Taxi Subsidy Program	Senior Mobility, Commuters	1
	Technology-based Transportation Solutions	Commuters, Senior Mobility, School Trips	2
School Services	Expansion of School Bus Program	School Trips	1
	Increased School Transportation Program Coordination	School Trips	1
* 1 = next year; 2 = next 2-3 years; 3 = reconsider at a later date			

ADA CERTIFICATION and RECERTIFICATION FY 2016

MONTH	FY 2016				FY 2015				FY 2016				FY 2015			
	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	54	38	1	0	54	36	0	0	32	16	0	0	50	28	0	0
AUG	69	50	0	0	70	44	1	1	15	4	0	0	41	23	0	0
SEPT					86	63	0	0					39	24	0	0
OCT					63	40	0	0					30	19	0	0
NOV					51	37	1	0					38	23	0	0
DEC					68	47	0	0					40	26	0	0
JAN					46	22	1	0					27	14	0	0
FEB					54	41	0	0					24	12	0	0
MAR					56	39	1	0					28	17	0	0
APR					56	38	0	0					33	22	0	0
MAY					71	51	0	0					26	9	0	0
JUN					43	24	0	0					52	29	0	0
TOTAL	123	88	1	0	718	482	4	1	47	20	0	0	428	246	0	0

2,818 Total CCCTA, Active, ADA Eligible in the Regional Eligibility Database (RED)

**CCCTA LINK
MONTHLY OPERATING SUMMARY
JUNE FY 14/15**

SUMMARY	JUNE FY 13/14	JUNE FY 14/15	YTD FY 13/14	YTD FY 14/15
1 TOTAL CLIENTS	12,158	12,829	149,454	147,495
2 TOTAL ATTENDANTS	762	785	9,038	8,501
3 TOTAL COMPANIONS	58	63	802	836
4 TOTAL PASSENGERS	12,978	13,677	159,294	156,832
5 TOTAL SERVICE DAYS	30	30	359	360
6 VEHICLE REVENUE HOURS	6,164	6,381	74,394	73,716
7 VEHICLE SERVICE HOURS	7,567	8,073	92,797	92,398
8 VEHICLE NON REV HOURS	1,404	1,691	18,403	18,101
9 VEHICLE SERVICE MILES	118,397	118,969	1,479,448	1,452,194
10 VEHICLE REVENUE MILES	97,680	97,574	1,218,750	1,208,223
11 VEHICLE NON REV MILES	20,717	21,395	260,310	248,607
12 PASS. PER REVENUE HOUR	2.11	2.14	2.14	2.13
13 CLIENT PER REVENUE HOUR	1.97	2.01	2.01	2.00
14 PASS. PER SERVICE HOUR	1.72	1.69	1.72	1.70
15 PASS. PER SERVICE MILE	0.11	0.11	0.11	0.11
16 PASS. PER REVENUE MILE	0.13	0.14	0.13	0.13
17 TOTAL TRANSFER TRIPS	1,208	1,086	13,936	14,153
18 SAME DAY TRIPS	97	128	1,682	1,161
19 SUBSCRIPTION TRIPS	6,675	7,536	74,364	80,151
20 DEMAND	5,481	5,301	75,185	67,464
21 FAREBOX REVENUE	\$11,519.72	\$12,240.14	\$144,588.06	\$138,394.33
22 PREPAID CLIENTS	\$10,077.00	\$6,886.50	\$110,249.39	\$102,102.80
23 COLLECTED BILLING	\$27,202.00	\$49,216.00	\$290,178.00	\$280,462.00
24 TOTAL REVENUE COLLECTED	\$48,798.72	\$68,342.64	\$545,015.45	\$520,959.13
25 CHARGEABLE ACCIDENTS	1	3	7	12
26 SERVICE COMPLAINTS	3	1	18	25
27 SERVICE COMMENDATIONS	1	0	19	16
28 SERVICE DENIALS	0	0	0	0
29 ROAD CALLS	8	2	44	32
30 DRIVER TURNOVER	0%	2%	13%	40%
31 SCHEDULE ADHERENCE	80%	81%	93%	84%
32 WHEELCHAIR BOARDING'S	3,061	3,147	41,433	43,006
33 W/C LIFT AVAILABILITY	100%	100%	100%	100%
34 REGISTERED CLIENTS	6,617	6,972	N/A	N/A
35 UNDUPLICATED CLIENTS	1,100	1,021	N/A	N/A
36 NO-SHOWS	99	65	933	1,232
37 CANCELS	2,904	1,499	23,470	21,605
38 AVG. TRIP LENGTH (MILES)	9.1	8.7	9.3	9.3
39 AVG. SM BUSES IN SERVICE	8	8	8	8
40 AVG. BUSES IN SERVICE	55	55	55	55
41 TOTAL FUEL/GALLONS	17,806	18,258	208,761	212,865
42 FLEET M.P.G.	6.6	6.5	7.1	6.8

Agenda Item 7.a

TO: O&S Committee

DATE: July 16, 2015

FROM: Anne Muzzini
Director of Planning & Marketing

SUBJ: Fixed Route Reports

Fixed Route Operating Reports for June 2015

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 14-15

<u>Title</u>	<u>Current Month</u>	<u>YTD Avg</u>	<u>Annual Goal</u>
Total Passengers	293,379		
Average Weekday	12,249	12,937	
Pass/Rev Hour	15.7	16.2	Standard Goal > 17.0
Missed Trips	0.20%	0.12%	Standard Goal < 0.25%
Miles between Road Calls	46,182	39,913	Standard Goal > 18,000

* Based on current standards from updated S RTP

Analysis

Average weekday ridership was lower in June (12,249 passengers) than May (13,392 passengers) and higher June 2014 (11,192 passengers).

Passengers per hour in June was 15.7, a decrease from 16.4 in May and an increase from June 2014 when passengers per hour was 14.3.

The percentage of missed trips in June was 0.20%. An increase from the prior month (0.07%). The YTD average is 0.12% missed trips.

The number of miles between roadcalls was 46,182 miles in June, lower than the prior month in which there were 53,731 miles between roadcalls. The 12 month average is 39,913 miles between roadcalls.

NOTE: 'Pass/Rev Hour (15.7)' does not include the BART Bus Bridge Passengers

**MONTHLY BOARDINGS
Operations Data Summary**

Fixed Route Boardings		Passengers by Revenue Hrs/Miles			Service Days		Fiscal YTD Comparison Passenger Boardings	
June 2015 - Fixed Route Boardings	291,418	Revenue Hours -	June 2015	18,564	Weekdays - June 15	22	Fiscal 2015 YTD	3,597,054
			June 2014	18,010	June 14	21		
BART - Bus Bridges	1,961	Revenue Miles -	June 2015	205,371	Saturdays - June 15	4	Fiscal 2014 YTD	3,328,558
<i>Note: * Passengers per Hour includes 'Bus Bridge'</i>			June 2014	199,104	June 14	4		
					Sundays - June 15	4		
					June 14	5		
June 2015 Total Boardings	293,379	Passengers per Mile		1.4	Total Days - 2015	30	YTD Trend	8.1%
June 2014 Total Boardings	258,029	* Passengers per Hour		15.8	2014	30	Monthly Trend	13.7%

June 2015 Fixed Route Passenger Total							June 2015 Weekday Average	June 2015 Passengers per Revenue Hour
Route	Destination Information	Weekday	Saturday	Sunday	Total			
1	Rossmoor / Shadelands	7,006			7,006	318	12.1	
2	Rudgear / Walnut Creek	453			453	21	5.3	
4	Walnut Creek Downtown Shuttle	19,511	2,364	1,641	23,516	887	25.2	
5	Creekside / Walnut Creek	8,732			8,732	397	21.2	
6	Lafayette / Moraga / Orinda	7,627	283	224	8,134	347	10.2	
7	Shadelands / Pleasant Hill	6,723			6,723	306	14.3	
9	DVC / Walnut Creek	11,188			11,188	509	12.1	
10	Concord / Clayton Rd	24,820			24,820	1,128	23.5	
11	Treat Blvd / Oak Grove	6,501			6,501	296	15.2	
14	Monument Blvd	14,406			14,406	655	16.5	
15	Treat Boulevard	11,204			11,204	509	16.3	
16	Alhambra Ave / Monument Blvd	17,592			17,592	800	15.4	
17	Olivera/Solano / Salvio / North Concord	6,311			6,311	287	15.4	
18	Amtrak / Merello / Pleasant Hill	9,445			9,445	429	13.3	
19	Amtrak / Pacheco Blvd / Concord	3,720			3,720	169	12.2	
20	DVC / Concord	22,641			22,641	1,029	20.8	
21	Walnut Creek / San Ramon Transit Center	13,163			13,163	598	11.9	
25	Lafayette / Walnut Creek	1,518			1,518	69	7.0	
28	North Concord / Martinez	6,557			6,557	298	9.7	
35	Dougherty Valley	12,257			12,257	557	16.7	
36	San Ramon / Dublin	5,415			5,415	246	8.8	
91X	Concord Commuter Express	1,608			1,608	73	13.9	
92X	Ace Shuttle Express	4,727			4,727	215	20.3	
93X	Kirker Pass Express	4,862			4,862	221	15.1	
95X	San Ramon / Danville Express	3,707			3,707	168	15.8	
96X	Bishop Ranch Express	12,422			12,422	565	15.8	
97X	Bishop Ranch Express	2,536			2,536	115	12.4	
98X	Martinez Express	8,824			8,824	401	15.1	
260 *	Cal State East Bay / Concord Bart	126			126	9	1.0	
301	Rossmoor / John Muir Medical Center		312	288	600		8.2	
310	Concord Bart / Clayton Rd / Kirker Pass		1,983	1,750	3,732		33.4	
311	Concord / Oak Grove / Treat Blvd / WC		883	777	1,661		13.4	
314	Clayton Rd / Monument Blvd / PH		2,725	2,000	4,725		21.7	
315	Concord / Willow Pass / Landana		321	198	519		10.1	
316	Alhambra / Merello / Pleasant Hill		1,578	1,132	2,709		16.5	
320	DVC / Concord		870	610	1,481		14.6	
321	San Ramon / Walnut Creek		1,191	804	1,995		11.8	
Alamo Creek	Alamo Creek / BART Walnut Creek	389			389	18	2.2	
600's	Select Service	13,492			13,492	613	27.6	
TOTALS		269,484	12,509	9,425	291,418	12,249	15.7	

* Data from Link ** Seasonal Route *** Does not include 'Bus Bridge' or Special Events Passengers

Agenda Item 7.a

TO: O&S Committee

DATE: August 18, 2015

FROM: Anne Muzzini
Director of Planning & Marketing

SUBJ: Fixed Route Reports

Fixed Route Operating Reports for July 2015

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.

FY15-16

<u>Title</u>	<u>Current Month</u>	<u>YTD Avg</u>	<u>Annual Goal</u>
Total Passengers	284,891		
Average Weekday	11,899	11,899	
Pass/Rev Hour	15.7	15.7	Standard Goal > 17.0
Missed Trips	0.11%	0.11%	Standard Goal < 0.25%
Miles between Road Calls	26,374	40,882	Standard Goal > 18,000

* Based on current standards from updated S RTP

Analysis

Average weekday ridership was lower in July (11,899 passengers) than June (12,249 passengers) and higher than July 2014 (11,441 passengers).

Passengers per hour in July was 15.7, equal to 15.7 in June and an increase from July 2014 when passengers per hour was 15.2.

The percentage of missed trips in July was 0.11%. A decrease from the prior month (0.20%). The YTD average is 0.11% missed trips.

The number of miles between roadcalls was 26,374 miles in July, lower than the prior month in which there were 46,182 miles between roadcalls. The 12 month average is 40,882 miles between roadcalls.

**MONTHLY BOARDINGS
Operations Data Summary**

Fixed Route Boardings		Passengers by Revenue Hrs/Miles			Service Days		Fiscal YTD Comparison Passenger Boardings	
July 2015 - Fixed Route Boardings	284,891	Revenue Hours -	July 2015	18,130	Weekdays - July 15	22	Fiscal 2016 YTD	284,891
Special Event(s)			July 2014	18,087	July 14	22		
		Revenue Miles -	July 2015	201,232	Saturdays - July 15	4	Fiscal 2015 YTD	274,363
			July 2014	199,993	July 14	4		
					Sundays - July 15	4		
					July 14	4		
July 2015 Total Boardings	284,891	Passengers per Mile		1.4	Total Days - 2015	30	YTD Trend	3.8%
July 2014 Total Boardings	274,363	Passengers per Hour		15.71	2014	30	Monthly Trend	3.8%

July 2015 Fixed Route Passenger Total						July 2015	July 2015
Route	Destination Information	Weekday	Saturday	Sunday	Total	Weekday Average	Passengers per Revenue Hour
1 (1M)	Rossmoor / Shadelands	7,515			7,515	342	13.0
2	Rudgear / Walnut Creek	390			390	18	4.6
3	Martinez Community Shuttle						
4	Walnut Creek Downtown Shuttle	20,171	2,335	1,685	24,191	917	25.9
4H **	Walnut Creek Extended Holiday Service						
5	Creekside / Walnut Creek	9,126			9,126	415	22.0
6	Lafayette / Moraga / Orinda	7,778	351	339	8,469	354	10.9
7	Shadelands / Pleasant Hill / Walnut Creek	7,050			7,050	320	15.0
9	DVC / Walnut Creek	12,667			12,667	576	13.7
10	Concord / Clayton Rd	24,495			24,495	1,113	23.2
11	Treat Blvd / Oak Grove	6,730			6,730	306	15.7
14	Monument Blvd	14,290			14,290	650	16.4
15	Treat Boulevard	10,544			10,544	479	15.3
16	Alhambra Ave / Monument Blvd	16,442			16,442	747	14.4
17	Olivera/Solano / Salvio / North Concord	6,356			6,356	289	15.6
18	Amtrak / Merello / Pleasant Hill	10,035			10,035	456	14.2
19	Amtrak / Pacheco Blvd / Concord	4,224			4,224	192	13.9
20	DVC / Concord	23,496			23,496	1,068	21.8
21	Walnut Creek / San Ramon Transit Center	12,968			12,968	589	11.7
25	Lafayette / Walnut Creek	1,571			1,571	71	7.2
28	North Concord / Martinez	7,006			7,006	318	10.3
35	Dougherty Valley	11,849			11,849	539	16.1
36	San Ramon / Dublin	5,821			5,821	265	9.4
91X	Concord Commuter Express	1,574			1,574	72	13.6
92X	Ace Shuttle Express	4,987			4,987	227	21.2
93X	Kirker Pass Express	4,724			4,724	215	14.3
95X	San Ramon / Danville Express	3,800			3,800	173	15.5
96X	Bishop Ranch Express	12,720			12,720	578	16.3
97X	Bishop Ranch Express	2,412			2,412	110	11.6
98X	Martinez Express	9,190			9,190	418	15.7
250 *	Gael Rail Service						
260 *	Cal State East Bay / Concord Bart	134			134	7	0.9
301	Rossmoor / John Muir Medical Center		321	350	671		9.2
310	Concord Bart / Clayton Rd / Kirker Pass		2,307	1,529	3,836		30.8
311	Concord / Oak Grove / Treat Blvd / WC		990	822	1,812		14.6
314	Clayton Rd / Monument Blvd / PH		3,082	1,984	5,065		22.9
315	Concord / Willow Pass / Landana		298	198	496		9.8
316	Alhambra / Merello / Pleasant Hill		1,397	1,237	2,634		16.2
320	DVC / Concord		1,118	807	1,925		19.3
321	San Ramon / Walnut Creek		1,085	880	1,965		11.9
Alamo Creek *	Alamo Creek / BART Walnut Creek	380			380	17	2.2
600's	Select Service	1,330			1,330	60	1.4
TOTALS		261,776	13,285	9,831	284,891	11,899	15.7

* Data from Link ** Seasonal Route

Jul 1, 2015 - Aug 31, 2015

Compare to: Jul 1, 2014 - Aug 31, 2014

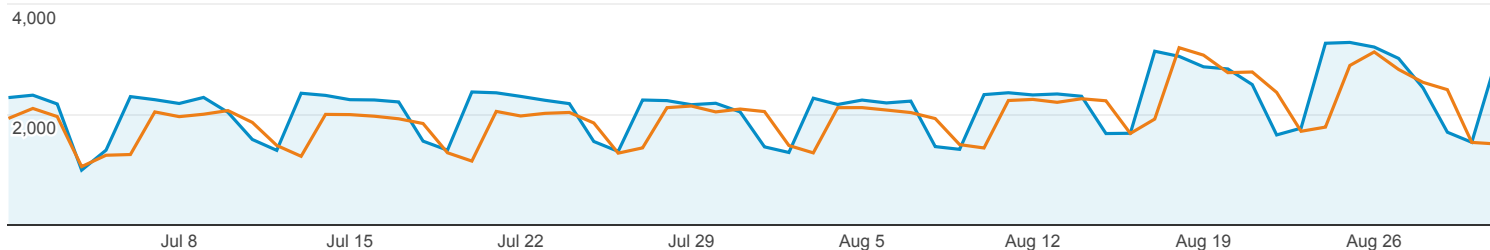
This report is based on 249,849 sessions (97.23% of sessions). [Learn more](#)

All Sessions
+0.00%

Report Tab

Jul 1, 2015 - Aug 31, 2015: ● Sessions

Jul 1, 2014 - Aug 31, 2014: ● Sessions



User Type	Mobile (Including Tablet)	Sessions	Users	Pageviews	Avg. Session Duration	Pages / Session	
		9.17% ▲ 134,118 vs 122,855	6.10% ▲ 55,824 vs 52,614	6.78% ▲ 371,354 vs 347,791	1.64% ▲ 00:03:01 vs 00:02:58	2.19% ▼ 2.77 vs 2.83	
1. Returning Visitor	Yes						
		Jul 1, 2015 - Aug 31, 2015	71,778 (53.52%)	14,102 (20.91%)	182,768 (49.22%)	00:03:04	2.55
		Jul 1, 2014 - Aug 31, 2014	60,625 (49.35%)	11,798 (18.38%)	153,967 (44.27%)	00:02:53	2.54
		% Change	18.40%	19.53%	18.71%	5.93%	0.26%
2. New Visitor	Yes						
		Jul 1, 2015 - Aug 31, 2015	27,696 (20.65%)	27,678 (41.04%)	73,394 (19.76%)	00:02:34	2.65
		Jul 1, 2014 - Aug 31, 2014	24,526 (19.96%)	24,510 (38.19%)	68,458 (19.68%)	00:02:41	2.79
		% Change	12.93%	12.93%	7.21%	-4.12%	-5.06%
3. New Visitor	No						
		Jul 1, 2015 - Aug 31, 2015	19,737 (14.72%)	19,714 (29.23%)	66,656 (17.95%)	00:03:15	3.38
		Jul 1, 2014 - Aug 31, 2014	21,531 (17.53%)	21,506 (33.51%)	73,379 (21.10%)	00:03:20	3.41
		% Change	-8.33%	-8.33%	-9.16%	-2.48%	-0.91%
4. Returning Visitor	No						
		Jul 1, 2015 - Aug 31, 2015	14,907 (11.11%)	5,951 (8.82%)	48,536 (13.07%)	00:03:21	3.26
		Jul 1, 2014 - Aug 31, 2014	16,173 (13.16%)	6,358 (9.91%)	51,987 (14.95%)	00:03:14	3.21
		% Change	-7.83%	-6.40%	-6.64%	3.61%	1.29%

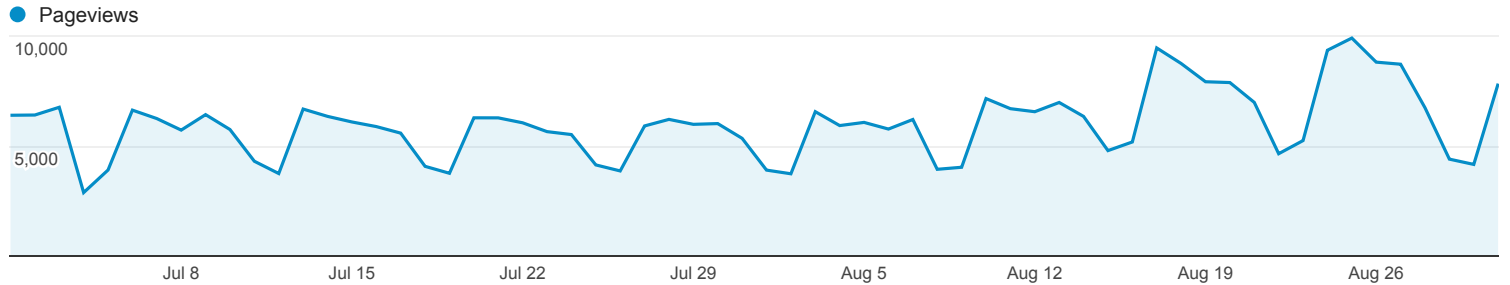
Rows 1 - 4 of 4

Jul 1, 2015 - Aug 31, 2015

Pages

All Sessions
100.00%

Explorer



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	371,203 % of Total: 100.00% (371,203)	266,462 % of Total: 100.00% (266,462)	00:01:42 Avg for View: 00:01:42 (0.00%)	134,072 % of Total: 100.00% (134,072)	47.37% Avg for View: 47.37% (0.00%)	36.12% Avg for View: 36.12% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	68,508 (18.46%)	44,242 (16.60%)	00:01:08	39,010 (29.10%)	19.41%	24.65%	\$0.00 (0.00%)
2. /mobile-schedules/	44,628 (12.02%)	25,889 (9.72%)	00:00:37	7,481 (5.58%)	18.51%	10.63%	\$0.00 (0.00%)
3. /maps-schedules/	33,641 (9.06%)	21,277 (7.99%)	00:01:09	17,160 (12.80%)	23.91%	22.91%	\$0.00 (0.00%)
4. /schedule/20/	9,274 (2.50%)	7,642 (2.87%)	00:03:39	3,946 (2.94%)	76.39%	60.37%	\$0.00 (0.00%)
5. /schedule/6/	9,253 (2.49%)	7,797 (2.93%)	00:05:08	5,504 (4.11%)	83.05%	74.54%	\$0.00 (0.00%)
6. /fares/	8,890 (2.39%)	6,750 (2.53%)	00:01:46	1,735 (1.29%)	55.04%	31.95%	\$0.00 (0.00%)
7. /schedule/18/	8,283 (2.23%)	6,591 (2.47%)	00:03:03	2,674 (1.99%)	71.71%	49.69%	\$0.00 (0.00%)
8. /schedule/98X/	8,130 (2.19%)	6,813 (2.56%)	00:03:33	4,376 (3.26%)	82.07%	64.58%	\$0.00 (0.00%)
9. /schedule/16/	8,022 (2.16%)	6,441 (2.42%)	00:03:16	2,469 (1.84%)	70.96%	51.16%	\$0.00 (0.00%)
10. /schedule/9/	7,863 (2.12%)	6,239 (2.34%)	00:03:15	2,712 (2.02%)	72.42%	52.49%	\$0.00 (0.00%)
11. /schedule/10/	7,861 (2.12%)	6,343 (2.38%)	00:03:44	2,918 (2.18%)	74.13%	58.55%	\$0.00 (0.00%)
12. /schedule/15/	6,753 (1.82%)	5,369 (2.01%)	00:03:41	2,148 (1.60%)	72.41%	52.45%	\$0.00 (0.00%)
13. /schedule/21/	6,669 (1.80%)	5,360 (2.01%)	00:03:22	2,272 (1.69%)	75.05%	55.03%	\$0.00 (0.00%)
14. /schedule/14/	6,260 (1.69%)	5,000 (1.88%)	00:03:13	1,936 (1.44%)	69.89%	48.56%	\$0.00 (0.00%)
15. /schedule/4/	5,985 (1.61%)	4,859 (1.82%)	00:04:02	3,358 (2.50%)	77.21%	67.13%	\$0.00 (0.00%)
16. /schedule/35/	5,957 (1.60%)	4,631 (1.74%)	00:03:14	2,557 (1.91%)	70.95%	56.00%	\$0.00 (0.00%)
17. /schedule/96X/	5,753 (1.55%)	4,600 (1.73%)	00:03:08	2,569 (1.92%)	72.90%	56.70%	\$0.00 (0.00%)
18. /schedule/11/	5,597 (1.51%)	4,495 (1.69%)	00:02:38	1,610 (1.20%)	69.69%	44.27%	\$0.00 (0.00%)
19. /schedule/5/	4,584 (1.23%)	3,942 (1.48%)	00:03:38	2,422 (1.81%)	82.78%	67.93%	\$0.00 (0.00%)
20. /schedule/28/	4,522 (1.22%)	3,535 (1.33%)	00:03:29	1,451 (1.08%)	70.99%	51.22%	\$0.00 (0.00%)
21. /maps-schedules/600-select-service/	4,360 (1.17%)	1,530 (0.57%)	00:01:22	209 (0.16%)	37.80%	18.65%	\$0.00 (0.00%)
22. /how-to-ride/	4,354 (1.17%)	3,120 (1.17%)	00:00:41	204 (0.15%)	26.47%	9.65%	\$0.00 (0.00%)

23.	/schedule/314/	4,097 (1.10%)	3,325 (1.25%)	00:03:26	1,362 (1.02%)	72.76%	56.24%	\$0.00 (0.00%)
24.	/schedule/316/	4,025 (1.08%)	3,188 (1.20%)	00:03:31	1,168 (0.87%)	73.86%	51.38%	\$0.00 (0.00%)
25.	/schedule/7/	3,311 (0.89%)	2,598 (0.97%)	00:02:42	1,051 (0.78%)	77.85%	49.50%	\$0.00 (0.00%)
26.	/schedule/17/	3,201 (0.86%)	2,696 (1.01%)	00:02:58	1,136 (0.85%)	80.04%	55.39%	\$0.00 (0.00%)
27.	/schedule/310/	3,152 (0.85%)	2,572 (0.97%)	00:03:56	1,088 (0.81%)	74.54%	61.36%	\$0.00 (0.00%)
28.	/schedule/95X/	2,904 (0.78%)	2,306 (0.87%)	00:02:04	814 (0.61%)	64.55%	40.32%	\$0.00 (0.00%)
29.	/driver-login/?force=desktop	2,881 (0.78%)	1,779 (0.67%)	00:02:53	1,098 (0.82%)	44.27%	54.29%	\$0.00 (0.00%)
30.	/schedule/321/	2,753 (0.74%)	2,291 (0.86%)	00:03:12	1,007 (0.75%)	75.97%	58.95%	\$0.00 (0.00%)
31.	/schedule/19/	2,732 (0.74%)	2,140 (0.80%)	00:02:04	497 (0.37%)	66.20%	34.41%	\$0.00 (0.00%)
32.	/schedule/93X/	2,686 (0.72%)	2,089 (0.78%)	00:02:54	1,009 (0.75%)	71.16%	52.23%	\$0.00 (0.00%)
33.	/schedule/311/	2,672 (0.72%)	2,118 (0.79%)	00:02:48	705 (0.53%)	68.51%	47.94%	\$0.00 (0.00%)
34.	/schedule/36/	2,552 (0.69%)	1,936 (0.73%)	00:02:48	667 (0.50%)	67.17%	43.03%	\$0.00 (0.00%)
35.	/schedule/1/	2,465 (0.66%)	1,865 (0.70%)	00:02:23	541 (0.40%)	69.19%	43.08%	\$0.00 (0.00%)
36.	/fares/where-to-buy/	2,111 (0.57%)	1,531 (0.57%)	00:01:54	516 (0.38%)	67.12%	41.07%	\$0.00 (0.00%)
37.	/schedule/320/	2,099 (0.57%)	1,699 (0.64%)	00:02:40	567 (0.42%)	67.90%	44.93%	\$0.00 (0.00%)
38.	/about/jobs/	2,053 (0.55%)	989 (0.37%)	00:01:55	377 (0.28%)	31.15%	37.17%	\$0.00 (0.00%)
39.	/?force=desktop	1,979 (0.53%)	1,399 (0.53%)	00:00:38	101 (0.08%)	48.48%	13.44%	\$0.00 (0.00%)
40.	/schedule/97X/	1,959 (0.53%)	1,561 (0.59%)	00:02:27	763 (0.57%)	62.52%	46.50%	\$0.00 (0.00%)
41.	/about/	1,799 (0.48%)	1,404 (0.53%)	00:00:36	115 (0.09%)	41.23%	17.29%	\$0.00 (0.00%)
42.	/fares/clipper-card/	1,552 (0.42%)	1,253 (0.47%)	00:01:26	287 (0.21%)	55.71%	31.96%	\$0.00 (0.00%)
43.	/link/	1,535 (0.41%)	1,204 (0.45%)	00:01:03	623 (0.46%)	47.35%	33.62%	\$0.00 (0.00%)
44.	/how-to-ride/paying-your-fare/	1,454 (0.39%)	1,200 (0.45%)	00:01:43	105 (0.08%)	63.81%	22.76%	\$0.00 (0.00%)
45.	/schedule/92X/	1,430 (0.39%)	1,109 (0.42%)	00:02:36	491 (0.37%)	66.19%	43.99%	\$0.00 (0.00%)
46.	/public-meetings/	1,192 (0.32%)	931 (0.35%)	00:00:30	42 (0.03%)	52.38%	13.26%	\$0.00 (0.00%)
47.	/several-changes-take-place-effective-81615/	1,139 (0.31%)	704 (0.26%)	00:01:21	76 (0.06%)	49.35%	18.96%	\$0.00 (0.00%)
48.	/news/	1,104 (0.30%)	780 (0.29%)	00:00:30	58 (0.04%)	31.03%	11.23%	\$0.00 (0.00%)
49.	/schedule/315/	976 (0.26%)	795 (0.30%)	00:02:06	250 (0.19%)	72.00%	41.39%	\$0.00 (0.00%)
50.	/closed-on-labor-day/	951 (0.26%)	774 (0.29%)	00:01:40	773 (0.58%)	83.05%	80.97%	\$0.00 (0.00%)

Rows 1 - 50 of 2347

Jul 1, 2015 - Aug 31, 2015
Compare to: Jul 1, 2014 - Aug 31, 2014

Overview

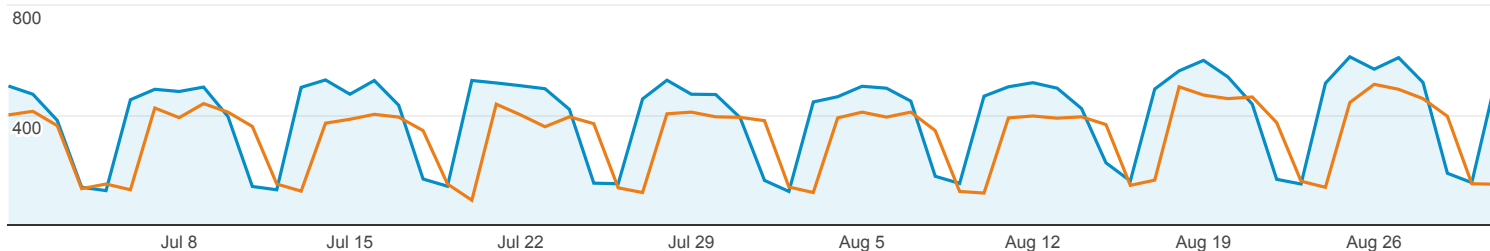


Explorer

Summary

Jul 1, 2015 - Aug 31, 2015: ● Sessions

Jul 1, 2014 - Aug 31, 2014: ● Sessions



Device Category	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	22.16% ▲ 24,480 vs 20,039	14.99% ▼ 22.48% vs 26.44%	3.85% ▲ 5,503 vs 5,299	0.31% ▲ 37.45% vs 37.56%	0.97% ▲ 3.90 vs 3.86	0.03% ▲ 00:05:51 vs 00:05:51	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. mobile									
Jul 1, 2015 -	20,143 (82.28%)	21.20%	4,270 (77.59%)	39.36%	3.92	00:06:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jul 1, 2014 -	15,214 (75.92%)	26.63%	4,051 (76.45%)	39.65%	3.75	00:06:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	32.40%	-20.39%	5.41%	-0.75%	4.51%	1.02%	0.00%	0.00%	0.00%
2. desktop									
Jul 1, 2015 -	3,535 (14.44%)	30.18%	1,067 (19.39%)	25.18%	3.59	00:04:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jul 1, 2014 -	3,996 (19.94%)	26.98%	1,078 (20.34%)	30.36%	3.40	00:04:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-11.54%	11.89%	-1.02%	-17.06%	5.69%	-3.66%	0.00%	0.00%	0.00%
3. tablet									
Jul 1, 2015 -	802 (3.28%)	20.70%	166 (3.02%)	43.52%	4.69	00:04:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jul 1, 2014 -	829 (4.14%)	20.51%	170 (3.21%)	33.90%	8.10	00:07:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-3.26%	0.93%	-2.35%	28.38%	-42.08%	-44.69%	0.00%	0.00%	0.00%

Rows 1 - 3 of 3