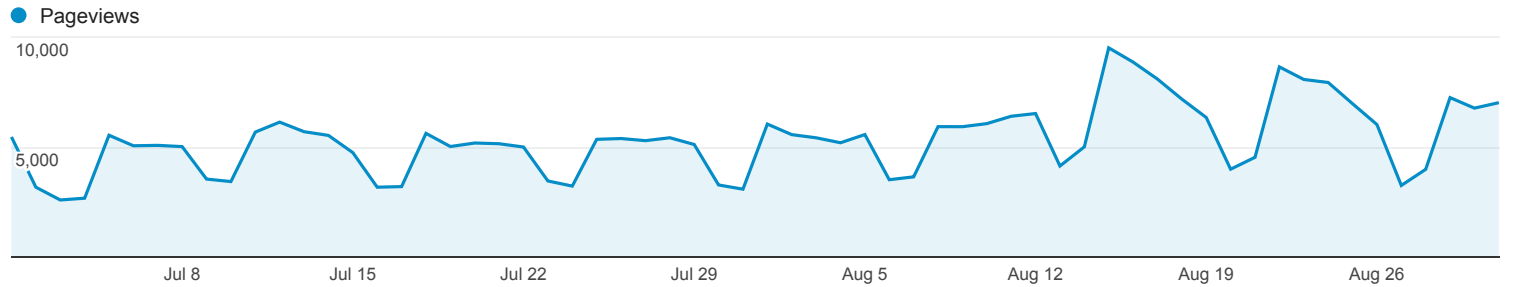


Jul 1, 2016 - Aug 31, 2016

Pages

All Users
100.00% Pageviews

Explorer



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	329,793 % of Total: 100.00% (329,793)	240,547 % of Total: 100.00% (240,547)	00:01:32 Avg for View: 00:01:32 (0.00%)	113,738 % of Total: 100.00% (113,738)	40.58% Avg for View: 40.58% (0.00%)	34.49% Avg for View: 34.49% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	56,065 (17.00%)	38,466 (15.99%)	00:01:05	34,127 (30.00%)	18.44%	25.02%	\$0.00 (0.00%)
2. /mobile-schedules/	43,272 (13.12%)	26,047 (10.83%)	00:00:34	8,509 (7.48%)	15.64%	10.74%	\$0.00 (0.00%)
3. /maps-schedules/	42,382 (12.85%)	27,761 (11.54%)	00:00:59	23,747 (20.88%)	21.55%	21.70%	\$0.00 (0.00%)
4. /schedule/98X/	8,137 (2.47%)	6,870 (2.86%)	00:03:13	4,399 (3.87%)	81.98%	64.00%	\$0.00 (0.00%)
5. /maps-schedules/route-6/	7,420 (2.25%)	5,976 (2.48%)	00:03:42	3,903 (3.43%)	81.67%	68.19%	\$0.00 (0.00%)
6. /fares/	7,271 (2.20%)	5,970 (2.48%)	00:02:00	1,776 (1.56%)	54.94%	37.20%	\$0.00 (0.00%)
7. /maps-schedules/route-10/	6,557 (1.99%)	5,304 (2.20%)	00:03:26	2,051 (1.80%)	75.77%	57.68%	\$0.00 (0.00%)
8. /schedule/20/	6,465 (1.96%)	5,418 (2.25%)	00:03:08	1,706 (1.50%)	80.80%	59.01%	\$0.00 (0.00%)
9. /schedule/16/	6,437 (1.95%)	5,138 (2.14%)	00:02:49	1,217 (1.07%)	74.96%	48.30%	\$0.00 (0.00%)
10. /schedule/9/	6,399 (1.94%)	5,058 (2.10%)	00:03:13	1,282 (1.13%)	69.50%	48.46%	\$0.00 (0.00%)
11. /schedule/18/	5,957 (1.81%)	4,735 (1.97%)	00:02:21	1,166 (1.03%)	78.22%	46.30%	\$0.00 (0.00%)
12. /schedule/14/	5,442 (1.65%)	4,371 (1.82%)	00:02:48	1,264 (1.11%)	73.26%	48.82%	\$0.00 (0.00%)
13. /schedule/15/	5,319 (1.61%)	4,255 (1.77%)	00:03:29	1,135 (1.00%)	76.41%	52.12%	\$0.00 (0.00%)
14. /schedule/21/	4,918 (1.49%)	4,048 (1.68%)	00:02:53	961 (0.84%)	76.82%	54.11%	\$0.00 (0.00%)
15. /schedule/35/	4,710 (1.43%)	3,690 (1.53%)	00:03:25	1,070 (0.94%)	82.09%	57.77%	\$0.00 (0.00%)
16. /maps-schedules/600-select-service/	4,697 (1.42%)	1,772 (0.74%)	00:01:24	260 (0.23%)	36.50%	20.06%	\$0.00 (0.00%)
17. /schedule/5/	4,544 (1.38%)	3,923 (1.63%)	00:03:49	1,639 (1.44%)	82.32%	68.79%	\$0.00 (0.00%)
18. /maps-schedules/route-96x/	4,440 (1.35%)	3,530 (1.47%)	00:03:05	1,715 (1.51%)	70.80%	53.74%	\$0.00 (0.00%)

19.	/schedule/11/	4,390 (1.33%)	3,475 (1.44%)	00:02:10	770 (0.68%)	76.23%	40.98%	\$0.00 (0.00%)
20.	/schedule/4/	3,657 (1.11%)	3,066 (1.27%)	00:03:36	1,348 (1.19%)	75.67%	64.32%	\$0.00 (0.00%)
21.	/schedule/28/	3,454 (1.05%)	2,780 (1.16%)	00:03:06	726 (0.64%)	77.82%	50.03%	\$0.00 (0.00%)
22.	/how-to-ride/	3,390 (1.03%)	2,506 (1.04%)	00:00:38	169 (0.15%)	21.89%	10.29%	\$0.00 (0.00%)
23.	/driver-login/?force=desktop	3,253 (0.99%)	2,126 (0.88%)	00:03:26	1,392 (1.22%)	38.93%	56.62%	\$0.00 (0.00%)
24.	/schedule/95X/	3,045 (0.92%)	2,410 (1.00%)	00:02:11	941 (0.83%)	62.98%	42.56%	\$0.00 (0.00%)
25.	/schedule/314/	2,917 (0.88%)	2,418 (1.01%)	00:03:21	712 (0.63%)	75.70%	57.39%	\$0.00 (0.00%)
26.	/schedule/316/	2,802 (0.85%)	2,245 (0.93%)	00:02:58	417 (0.37%)	77.22%	49.68%	\$0.00 (0.00%)
27.	/schedule/17/	2,545 (0.77%)	2,088 (0.87%)	00:02:45	599 (0.53%)	82.47%	53.08%	\$0.00 (0.00%)
28.	/schedule/7/	2,471 (0.75%)	1,986 (0.83%)	00:02:40	527 (0.46%)	78.52%	52.41%	\$0.00 (0.00%)
29.	/schedule/19/	2,351 (0.71%)	1,846 (0.77%)	00:02:00	240 (0.21%)	70.54%	33.09%	\$0.00 (0.00%)
30.	/schedule/1/	2,341 (0.71%)	1,781 (0.74%)	00:02:29	472 (0.41%)	50.85%	39.09%	\$0.00 (0.00%)
31.	/?force=desktop	2,101 (0.64%)	1,495 (0.62%)	00:00:33	156 (0.14%)	50.00%	13.99%	\$0.00 (0.00%)
32.	/schedule/36/	2,049 (0.62%)	1,602 (0.67%)	00:02:25	254 (0.22%)	78.82%	40.36%	\$0.00 (0.00%)
33.	/schedule/310/	2,036 (0.62%)	1,699 (0.71%)	00:03:47	471 (0.41%)	77.49%	59.97%	\$0.00 (0.00%)
34.	/schedule/93X/	1,998 (0.61%)	1,565 (0.65%)	00:03:07	758 (0.67%)	72.69%	50.30%	\$0.00 (0.00%)
35.	/schedule/321/	1,928 (0.58%)	1,660 (0.69%)	00:02:52	422 (0.37%)	80.57%	58.87%	\$0.00 (0.00%)
36.	/schedule/311/	1,785 (0.54%)	1,454 (0.60%)	00:02:37	295 (0.26%)	75.93%	44.65%	\$0.00 (0.00%)
37.	/schedule/320/	1,782 (0.54%)	1,433 (0.60%)	00:02:24	281 (0.25%)	67.97%	43.43%	\$0.00 (0.00%)
38.	/schedule/97X/	1,751 (0.53%)	1,404 (0.58%)	00:02:14	705 (0.62%)	66.52%	49.11%	\$0.00 (0.00%)
39.	/fares/where-to-buy/	1,529 (0.46%)	1,248 (0.52%)	00:01:50	416 (0.37%)	57.45%	42.71%	\$0.00 (0.00%)
40.	/link/	1,461 (0.44%)	1,139 (0.47%)	00:01:09	691 (0.61%)	52.53%	38.06%	\$0.00 (0.00%)
41.	/about/	1,318 (0.40%)	1,023 (0.43%)	00:00:42	100 (0.09%)	34.00%	18.74%	\$0.00 (0.00%)
42.	/maps-schedules/route-92x/	1,259 (0.38%)	954 (0.40%)	00:01:46	275 (0.24%)	56.36%	32.80%	\$0.00 (0.00%)
43.	/fares/clipper-card/	1,128 (0.34%)	946 (0.39%)	00:02:39	292 (0.26%)	64.29%	43.26%	\$0.00 (0.00%)
44.	/how-to-ride/paying-your-fare/	1,125 (0.34%)	928 (0.39%)	00:01:47	103 (0.09%)	58.25%	26.40%	\$0.00 (0.00%)
45.	/maps-schedules/route-96x/?route=96X	953 (0.29%)	771 (0.32%)	00:03:08	617 (0.54%)	68.45%	64.01%	\$0.00 (0.00%)
46.	/schedule/1M/	947 (0.29%)	788 (0.33%)	00:01:22	115 (0.10%)	71.30%	28.83%	\$0.00 (0.00%)
47.	/about/jobs/	923 (0.28%)	569 (0.24%)	00:02:04	267 (0.23%)	38.20%	51.35%	\$0.00 (0.00%)
48.	/public-meetings/	875 (0.27%)	655 (0.27%)	00:00:31	32 (0.03%)	51.61%	11.89%	\$0.00 (0.00%)
49.	/fares/online-purchase/	862 (0.26%)	641 (0.27%)	00:00:17	10 (0.01%)	50.00%	43.27%	\$0.00 (0.00%)
50.	/schedule/91X/	818 (0.25%)	659 (0.27%)	00:01:58	120 (0.11%)	61.67%	28.73%	\$0.00 (0.00%)

© 2016 Google

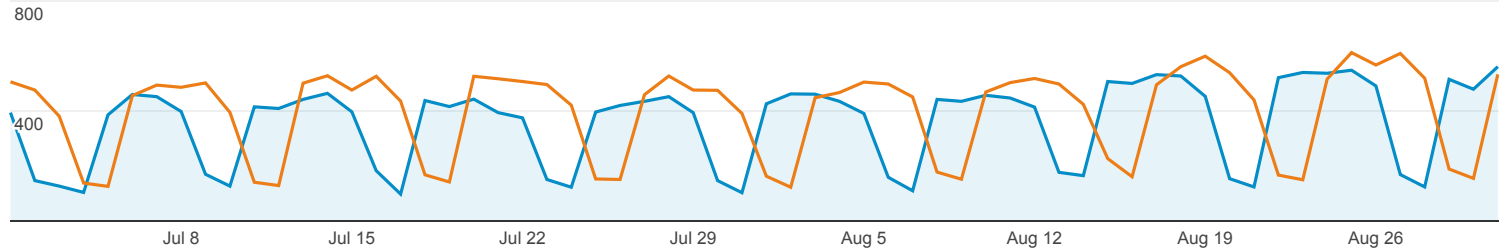
Jul 1, 2016 - Aug 31, 2016
Compare to: Jul 1, 2015 - Aug 31, 2015

All Users
+0.00% Sessions

Explorer

Summary

Jul 1, 2016 - Aug 31, 2016: ● Sessions
Jul 1, 2015 - Aug 31, 2015: ● Sessions



User Type	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	9.88% ↓ 22,061 vs 24,480	14.90% ↑ 25.83% vs 22.48%	3.54% ↑ 5,698 vs 5,503	0.26% ↓ 37.55% vs 37.45%	9.88% ↓ 3.51 vs 3.90	3.75% ↓ 00:05:38 vs 00:05:51	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. Returning Visitor									
Jul 1, 2016 - Aug 31, 2016	16,363 (74.17%)	0.00%	0 (0.00%)	38.21%	3.47	00:06:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jul 1, 2015 - Aug 31, 2015	18,977 (77.52%)	0.00%	0 (0.00%)	37.66%	3.97	00:06:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-13.77%	0.00%	0.00%	1.48%	-12.44%	-4.13%	0.00%	0.00%	0.00%
2. New Visitor									
Jul 1, 2016 - Aug 31, 2016	5,698 (25.83%)	100.00%	5,698 (100.00%)	35.63%	3.63	00:03:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jul 1, 2015 - Aug 31, 2015	5,503 (22.48%)	100.00%	5,503 (100.00%)	36.73%	3.66	00:03:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	3.54%	0.00%	3.54%	-2.99%	-0.92%	8.26%	0.00%	0.00%	0.00%

Rows 1 - 2 of 2

Jul 1, 2016 - Aug 31, 2016
Compare to: Jul 1, 2015 - Aug 31, 2015

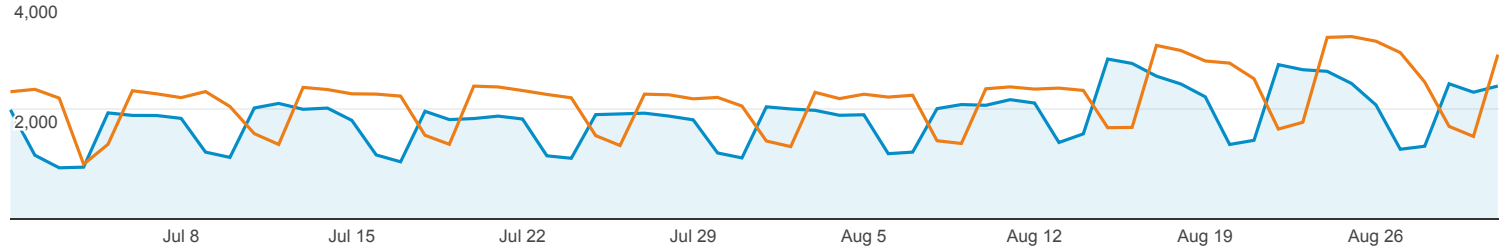
New vs Returning

All Users
+0.00% Sessions

Explorer

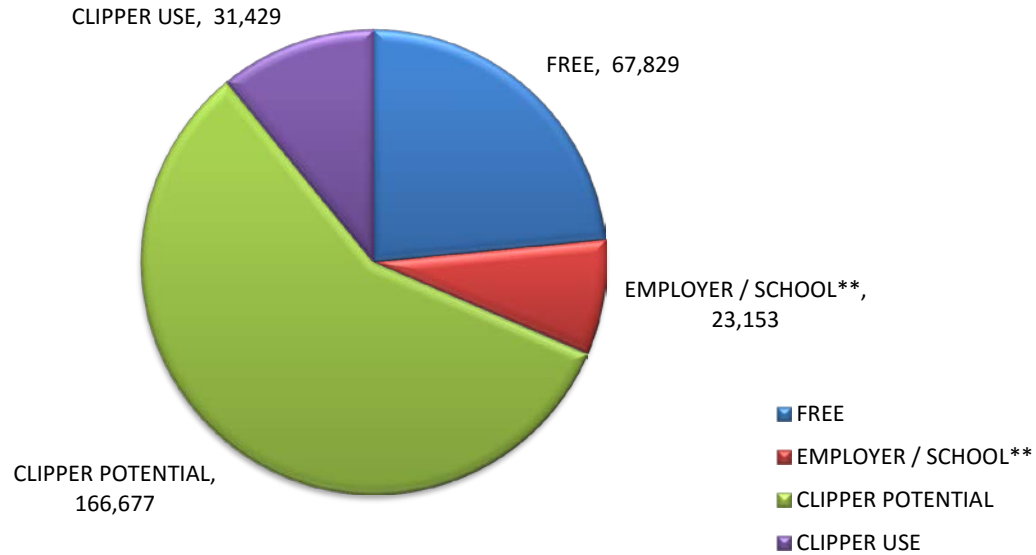
Summary

Jul 1, 2016 - Aug 31, 2016: ● Sessions
Jul 1, 2015 - Aug 31, 2015: ● Sessions



User Type	Mobile (Including Tablet)	Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		15.17% ▼ 113,809 vs 134,157	4.11% ▲ 36.87% vs 35.42%	11.68% ▼ 41,965 vs 47,513	14.33% ▲ 40.58% vs 47.37%	4.73% ▲ 2.90 vs 2.77	3.44% ▼ 00:02:55 vs 00:03:01	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% vs \$0.00
1. Returning Visitor	Yes									
		59,066 (51.90%)	0.00%	0 (0.00%)	44.47%	2.67	00:02:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
		71,648 (53.41%)	0.00%	0 (0.00%)	50.97%	2.54	00:03:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
		-17.56%	0.00%	0.00%	-12.75%	4.86%	-7.10%	0.00%	0.00%	0.00%
2. New Visitor	Yes									
		26,578 (23.35%)	100.00%	26,578 (63.33%)	42.25%	2.76	00:02:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
		27,677 (20.63%)	100.00%	27,677 (58.25%)	50.39%	2.65	00:02:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
		-3.97%	0.00%	-3.97%	-16.17%	4.33%	-1.87%	0.00%	0.00%	0.00%
3. New Visitor	No									
		15,387 (13.52%)	100.00%	15,387 (36.67%)	34.07%	3.54	00:03:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
		19,836 (14.79%)	100.00%	19,836 (41.75%)	40.93%	3.38	00:03:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
		-22.43%	0.00%	-22.43%	-16.74%	4.72%	3.21%	0.00%	0.00%	0.00%
4. Returning Visitor	No									
		12,778 (11.23%)	0.00%	0 (0.00%)	26.97%	3.48	00:03:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
		14,996 (11.18%)	0.00%	0 (0.00%)	33.13%	3.25	00:03:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
		-14.79%	0.00%	0.00%	-18.60%	7.05%	5.69%	0.00%	0.00%	0.00%

FY 16-17 YTD Clipper Trend



CLIPPER TREND*

Month	TOTAL RIDERSHIP	FREE	EMPLOYER / SCHOOL**	CLIPPER POTENTIAL	CLIPPER USE	% OF POTENTIAL
Jul-16	257,659	67,829	23,153	166,677	31,429	18.9%
Aug-16	-	-	-	-	-	-
Sep-16	-	-	-	-	-	-
Oct-16	-	-	-	-	-	-
Nov-16	-	-	-	-	-	-
Dec-16	-	-	-	-	-	-
Jan-17	-	-	-	-	-	-
Feb-17	-	-	-	-	-	-
Mar-17	-	-	-	-	-	-
Apr-17	-	-	-	-	-	-
May-17	-	-	-	-	-	-
Jun-17	-	-	-	-	-	-
Grand Total	257,659	67,829	23,153	166,677	31,429	18.9%

*Clipper implemented 11/01/2015

** *Revise in Summer months to exclude SYP*

FREE	Free / Mid-Day Free
EMPLOYER / SCHOOL	92X-Ace Train / Bishop Ranch / Chevron, Galaxy, Airport, UFCW Trust (91X) / St Marys / JFKU / COCO / Promo - SYP & CSEB (Rte 260)