

County Connection

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

ADVISORY COMMITTEE MEETING AGENDA

**Tuesday, March 14, 2017
2:00 p.m.**

**County Connection 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
2. Agenda Approval
3. Approval of Minutes of January 10, 2017*
4. Public Comment
5. County Connection Route Productivity*
6. Clipper – Next Generation Outreach*
7. ADA – Monthly Reports
 - a. ADA Certification and Recertification Report*
 - b. LINK Monthly Operating Reports – November and December 2016*
8. Fixed Route – Monthly Reports
 - a. Fixed Route Ridership Reports – Dec. 2016 and Jan. 2017
 - b. Clipper Use Trend*
 - c. Driver Appreciation Winners – Jan. 2017, Gerardo Rivas/Feb. 2017 Ronilio Salvador
 - d. Website User Information – Jan. and Feb. 2017*
 - e. Customer Service Report – Jan. and Feb. 2017

*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

10. Adjournment – Next Meeting – May 9, 2017

*Attachment

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, March 16, 9:00 a.m., County Connection Board Room
Administration & Finance:	Monday, April 10 at 9:00 a.m., 3338 Mt. Diablo Blvd, Lafayette
Advisory Committee:	Tuesday, March 14, 2:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, April 6, 10:00 a.m., 1676 N. California Blvd. #620, Walnut Creek
Operations & Scheduling:	Friday, April 7, 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 January 10, 2017

The meeting was called to order at 2:00 PM.

Members present were: David Libby, David Loyd, Jeff Koertzen, Randy Pedersoli, Jeremy Weinstein, and Cary Kennerly.

Staff present: Mary Burdick and Tim McGowan (LINK)

Guests: Ralph Hoffmann

Approval of Agenda

The agenda was approved as presented.

Approval of the Minutes of September 13, 2016

The minutes were approved as presented.

Public Comment

Ralph Hoffmann wished to speak about shelters in Walnut Creek. His comments would be heard with agenda item #5.

Bus Stop Improvement Activity

Ms. Burdick reported that in 2015 County Connection conducted a study of existing bus stops, benches, and shelters as part of the Access and Improvement Plan. Over the past 2 years County Connection planning staff has worked with the Cities of Martinez, Concord and Pleasant Hill in making recommended improvements that include upgrading stop access to meet ADA requirements, widening passenger loading areas, and replacing old shelters with new solar lit shelters.

Currently planning staff is working with the City of Walnut Creek and have jointly submitted a grant application through the Contra Costa Transportation Authority's Transportation for Livable Communities (TLC) program to improve stops at up to 25 locations. The list of locations, recommended improvements, and cost estimates were shared with the committee.

Mr. Hoffmann wished to include several locations that he would like considered, and shared the locations at the recent O&S meeting. The locations include: 1924 Trinity Ave., Las Lomas High School, and North California at Cole.

State Legislative Update

Ms. Burdick reported that the item planned for discussion at the MP&L meeting had been pulled, and would be revisited at a later time.

ADA Monthly Reports

- A. ADA Certification and Recertification reports were reviewed with no comments.
- B. LINK monthly operating reports for September and October were reviewed. Tim McGowan reported that upgrades being made to the Trapeze scheduling software will help with scheduling service and on-time performance. On a side note, he reported that he is currently working with Easy Mile on the autonomous vehicle project taking place at the Naval Weapons Station. Testing with an on-board driver is taking place. Based on the results, the next phase would include running autonomous vehicle through several parking lots in the Bishop Ranch Business Park.
- C. LINK Account Receivables. Mr. McGowan addressed a question brought up at the September meeting concerning a decline in revenue collected in recent months. Mr. McGowan reported that the receivables follow the ebbs and flows of the State Budget, and that service centers that receive state funding can fall in arrears until the funds are released, and we are reimbursed. Service centers that were cited include nutrition centers in Concord, Walnut Creek and Primetime, as well as services provided by Lions Blind Center, and 490 Rehab.

Fixed-Route Staff Reports

- A. Fixed-route Ridership Report – The monthly reports for September and October 2016 were reviewed. Ridership was slightly lower both months when compared to the same month the previous year.
- B. Clipper Use Trend – Clipper use continues to climb. Approximately 20% of potential users are paying fares with Clipper Cards.
- C. County Connection Website User Information - Staff provided website user statistics for November and December 2016. Both page views and unique users declined by 14% and 10% respectively. Social media use, and transit application downloads have grown.
- D. Customer Service Reports – Staff provided the number of rider complaints reported for November and December 2016, as well as the number of telephone calls coming to the Information Center. There were 49 complaints that resulted in documentation, and 15 commendations. In this time period the information center answered 9,106 phone calls.

Member Communication

None.

Adjournment

The meeting was adjourned at 3:15 PM.

The next meeting is scheduled for Tuesday, March 14, 2017

Minutes prepared by Mary Burdick on March 6, 2017.

To: Board of Directors

Date: 02/3/2017

From: Anne Muzzini, Director of Planning and Marketing

Reviewed by:

SUBJECT: Fixed Route Productivity

Background:

The Measure X sales tax measure would have given the Authority a chance to enhance service frequency without cutting or redistributing service. Without new funding the only way to increase productivity and/or frequency on BART feeder routes is to move service from the low end of the range and redeploy it to routes on the high end of the range of performance.

At the last O&S meeting, the Director of Planning and Marketing described a strategy where the first step in re-tooling the routes would be to create service alternatives that were less expensive than the low performing fixed route service such as taxi and Uber/Lift subsidies and/or in-house operated door to door service using dynamic scheduling. For instance, instead of paying \$20.65 per passenger on route #20 you could subsidize passengers \$5 per trip to take a taxi.

While working to create service alternatives, staff has begun to evaluate the relative performance of routes using cost per passenger as the measure. Cost per passenger is a good indicator because it reflects ridership and thus fare revenues, as well as subsidies by special contracts, and route cost.

Summary:

County Connection offers 55 weekday routes and 11 weekend routes. Of the 55 weekday routes, 19 are school tripper routes, 7 express routes, and 3 special shuttles (St. Mary's, Cal State East Bay and Alamo Creek).

All of the shuttle services have their separate funding stream and are completely paid for by the supporting entity. For example, Contra Costa County provides the funding to run the Alamo Creek service. Therefore, the cost per passenger to County Connection is \$0. Additionally, some of the free fixed routes, such as Route 4, have fare revenues paid through a contract. In this case, the remaining cost per passenger is \$2.11.

The tables that follow show the details behind the development of the cost per passenger for each route, rank routes by cost per passenger, and show what a \$5.00 cost per passenger cut-off would look like. This is for demonstration purposes only to show the range of cost per passenger and a potential policy and its results. If routes

below a certain cut off point are eliminated (to be replaced with some service alternative that costs less) then those hours could be redeployed onto routes that serve major corridors and feed BART with high frequency. In other words eliminate costly routes and allocate those resources to more productive service.

Based on our analysis, there are 21 routes that have a cost exceeding \$5/passenger and 8 routes exceed \$10/passenger. Routes that are costing more than \$5 per passenger utilize 92,426 service hours, about 38% of all weekday hours. Reallocating this number of hours would create a very different system, but one that provides frequent direct service to BART in corridors with high transit ridership. Historically County Connection has tried to provide coverage to a large suburban area and has not focused on short direct and frequent feeder routes to BART. Routes that do this are the most productive in the system. Routes that are long and circuitous and infrequent are not productive.

The 2016-2025 Short Range Transit Plan (SRTP) included a proposal for a 15-minute BART feeder Network to overlay our current system. This was the basis for the Transportation Expenditure Plan (TEP) request. The additional hours required to implement it would be 76,245 hrs/year on the weekday service and 42,000 hours/year on the weekend service. If service hours were re allocated from costly routes to the 15 minute feeder network, there would be an increase in overall system productivity.

Routes Ranked by Cost/Passenger

	Route	Passengers	Bishop Ranch Passengers	BR Fares (\$2.23/pass)	Special Contract Revenues	Passengers Paying Their Fare	Fare from Everyone Else	Total Fares, Contract Fares, BR	Total Miles	Total Hours	Marginal Cost (1.81/mile & \$54.26/hour)	Cost Less Fares, Contract, BR	Cost per Passenger
Weekday													
1	250 *	1,477			\$57,715			\$57,715		438	\$57,715	\$0	\$0.00
2	260 *	2,579			\$101,675			\$101,675	27,966	2,307	\$101,675	\$0	\$0.00
3	Alamo Creek *	5,366			\$162,498			\$162,498	60,414	2,560	\$162,498	\$0	\$0.00
4	649	139			\$25,730	139	\$153	\$25,883	5,067	308	\$25,883	\$0	\$0.00
5	627	14,272	3	\$7		14,269	\$15,696	\$15,703	4,119	385	\$28,345	\$12,643	\$0.89
6	613	7,570				7,570	\$8,327	\$8,327	1,354	307	\$19,109	\$10,782	\$1.42
7	611	15,734				15,734	\$17,307	\$17,307	4,607	587	\$40,189	\$22,882	\$1.45
8	615	5,663				5,663	\$6,229	\$6,229	1,210	255	\$16,026	\$9,797	\$1.73
9	619	6,957	1	\$2		6,956	\$7,652	\$7,654	1,829	314	\$20,348	\$12,694	\$1.82
10	4	212,999			\$180,000			\$180,000	53,167	9,832	\$629,717	\$449,717	\$2.11
11	10	299,493	1,702	\$3,795		297,791	\$327,570	\$331,366	152,414	12,760	\$968,227	\$636,861	\$2.13
12	20	294,354	1,456	\$3,247		292,898	\$322,188	\$325,435	98,678	14,759	\$979,431	\$653,996	\$2.22
13	5	127,336			\$54,999			\$54,999	49,812	5,485	\$387,776	\$332,777	\$2.61
14	602	26,297	31	\$69		26,266	\$28,893	\$28,962	19,031	1,292	\$104,550	\$75,588	\$2.87
15	612	8,259				8,259	\$9,085	\$9,085	6,436	416	\$34,221	\$25,136	\$3.04
16	614	7,289				7,289	\$8,018	\$8,018	4,970	396	\$30,483	\$22,465	\$3.08
17	14	165,516	1,594	\$3,555		163,922	\$180,314	\$183,869	75,664	10,442	\$703,535	\$519,666	\$3.14
18	11	81,162	433	\$966		80,729	\$88,802	\$89,767	49,428	5,324	\$378,345	\$288,577	\$3.56
19	15	136,904	2,405	\$5,363		134,499	\$147,949	\$153,312	104,755	8,657	\$659,335	\$506,023	\$3.70
20	16	206,737	865	\$1,929		205,872	\$226,459	\$228,388	146,201	13,890	\$1,018,295	\$789,907	\$3.82
21	17	70,518	582	\$1,298		69,936	\$76,930	\$78,227	42,587	5,002	\$348,491	\$270,264	\$3.83
22	605	12,479				12,479	\$13,727	\$13,727	7,309	892	\$61,629	\$47,902	\$3.84
23	606	65,539	21	\$47		65,518	\$72,070	\$72,117	56,339	4,259	\$333,067	\$260,950	\$3.98
24	622	5,063	102	\$227		4,961	\$5,457	\$5,685	5,729	315	\$27,461	\$21,777	\$4.30
25	9	148,397	3,536	\$7,885		144,861	\$159,347	\$167,232	105,042	11,495	\$813,845	\$646,612	\$4.36
26	616	6,929	1	\$2		6,928	\$7,621	\$7,623	3,648	576	\$37,857	\$30,234	\$4.36
27	601	13,205				13,205	\$14,526	\$14,526	11,656	948	\$72,536	\$58,010	\$4.39
28	18	115,516	575	\$1,282		114,941	\$126,435	\$127,717	97,576	8,650	\$645,962	\$518,244	\$4.49
29	98X	107,791	6,956	\$15,512		100,835	\$110,919	\$126,430	128,817	7,134	\$620,250	\$493,819	\$4.58
30	623	7,600	2	\$4		7,598	\$8,358	\$8,362	6,524	583	\$43,442	\$35,080	\$4.62
31	636	11,528	252	\$562		11,276	\$12,404	\$12,966	11,481	843	\$66,522	\$53,556	\$4.65
32	7	89,487			\$73,200			\$73,200	82,641	6,410	\$497,387	\$424,187	\$4.74
33	608	4,446				4,446	\$4,891	\$4,891	5,487	299	\$26,155	\$21,265	\$4.78
34	35	146,754	19,311	\$43,064		127,443	\$140,187	\$183,251	184,950	10,598	\$909,807	\$726,556	\$4.95
35	19	42,764	284	\$633		42,480	\$46,728	\$47,361	42,766	3,705	\$278,440	\$231,078	\$5.40
36	1 (1M)	93,252	1,608	\$3,586		91,644	\$100,808	\$104,394	79,090	8,706	\$615,540	\$511,146	\$5.48
37	6	117,214	153	\$341		117,061	\$128,767	\$129,108	133,530	9,843	\$775,770	\$646,662	\$5.52
38	91X	16,650	221	\$493		16,429	\$18,072	\$18,565	15,810	1,510	\$110,549	\$91,984	\$5.52
39	95X	45,854	15,832	\$35,305		30,022	\$33,024	\$68,330	76,285	3,407	\$322,940	\$254,610	\$5.55
40	96X	144,078	109,364	\$243,882		34,714	\$38,185	\$282,067	268,654	11,197	\$1,093,813	\$811,746	\$5.63
41	21	155,677	6,247	\$13,931		149,430	\$164,373	\$178,304	186,703	14,147	\$1,105,549	\$927,245	\$5.96
42	92X	54,678	20,145	\$44,923		34,533	\$37,986	\$82,910	103,175	4,377	\$424,243	\$341,333	\$6.24
43	625	6,914				6,914	\$7,605	\$7,605	10,760	582	\$51,055	\$43,450	\$6.28

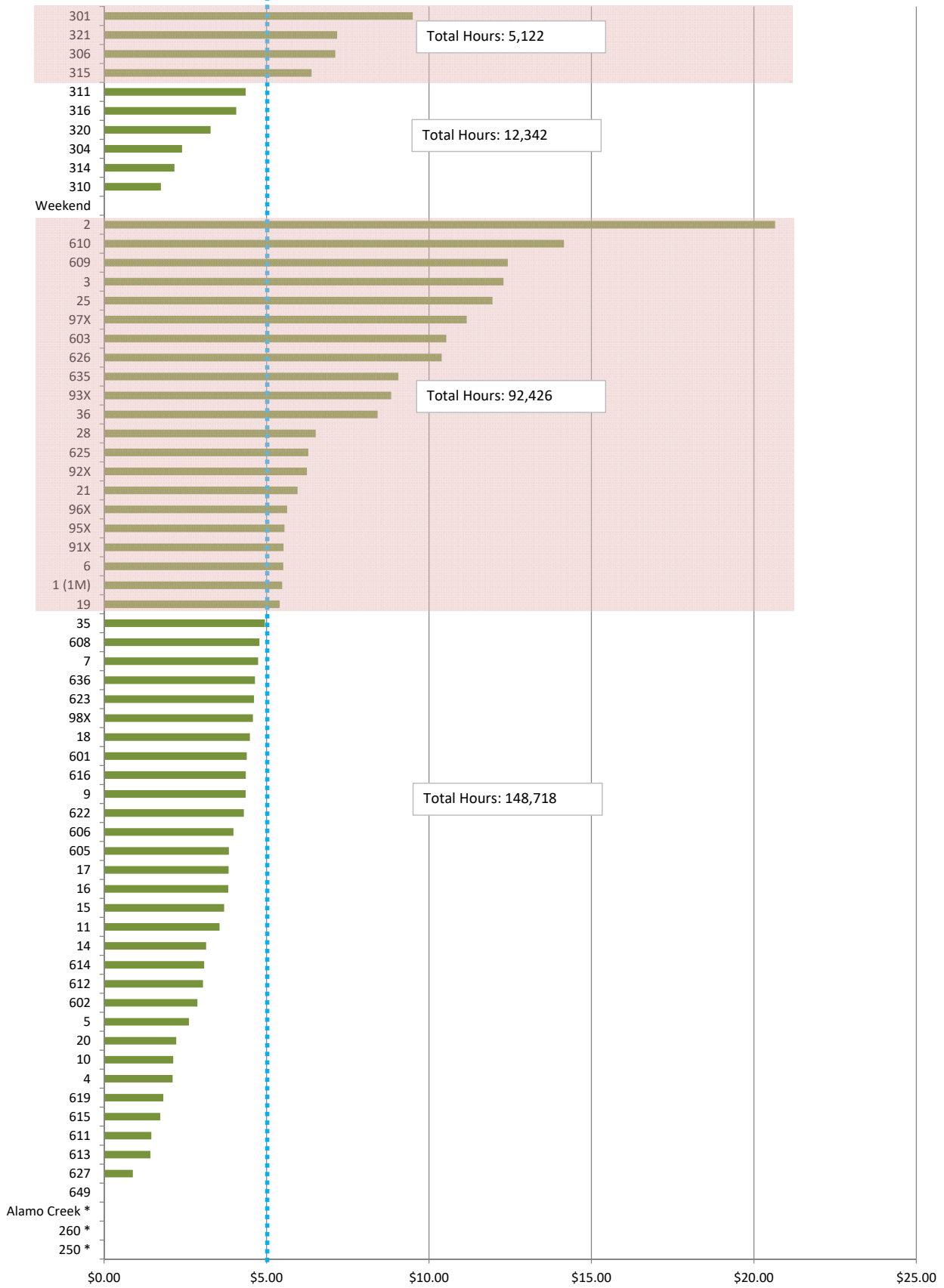
Routes Ranked by Cost/Passenger

	Route	Passengers	Bishop Ranch Passengers	BR Fares (\$2.23/pass)	Special Contract Revenues	Passengers Paying Their Fare	Fare from Everyone Else	Total Fares, Contract Fares, BR	Total Miles	Total Hours	Marginal Cost (1.81/mile & \$54.26/hour)	Cost Less Fares, Contract, BR	Cost per Passenger
44	28	81,533	353	\$787		81,180	\$89,298	\$90,085	102,382	8,030	\$621,019	\$530,934	\$6.51
45	36	69,278	7,637	\$17,031		61,641	\$67,805	\$84,836	125,982	8,112	\$668,185	\$583,349	\$8.42
46	93X	49,003	17,151	\$38,247		31,852	\$35,037	\$73,284	121,994	5,261	\$506,271	\$432,987	\$8.84
47	635	3,014	10	\$22		3,004	\$3,304	\$3,327	6,611	344	\$30,631	\$27,305	\$9.06
48	626	5,571				5,571	\$6,128	\$6,128	13,157	741	\$64,021	\$57,893	\$10.39
49	603	4,680				4,680	\$5,148	\$5,148	13,562	551	\$54,444	\$49,296	\$10.53
50	97X	26,224	19,704	\$43,940		6,520	\$7,172	\$51,112	79,751	3,676	\$343,809	\$292,697	\$11.16
51	25	17,526	310	\$691		17,216	\$18,938	\$19,629	38,320	2,945	\$229,155	\$209,526	\$11.96
52	3	18,987	20	\$45		18,967	\$20,864	\$20,908	33,926	3,555	\$254,300	\$233,392	\$12.29
53	609	969	2	\$4		967	\$1,064	\$1,068	1,967	176	\$13,110	\$12,042	\$12.43
54	610	1,294				1,294	\$1,423	\$1,423	3,200	257	\$19,737	\$18,313	\$14.15
55	2	4,598	23	\$51		4,575	\$5,033	\$5,084	16,181	1,304	\$100,043	\$94,959	\$20.65
Weekend													
1	250 *	1,063										\$0	\$0.00
2	310	50,116	640	\$1,427		49,476	\$54,424	\$55,851	23,875	1,849	\$143,541	\$87,690	\$1.75
3	304	49,727			\$27,058			\$27,058	12,162	2,076	\$134,683	\$107,625	\$2.16
4	314	61,090	259	\$578		60,831	\$66,914	\$67,492	27,416	3,033	\$214,214	\$146,722	\$2.40
5	320	20,288	117	\$261		20,171	\$22,188	\$22,449	8,463	1,357	\$88,924	\$66,475	\$3.28
6	316	33,416	232	\$517		33,184	\$36,502	\$37,020	26,493	2,304	\$172,962	\$135,943	\$4.07
7	311	22,500	354	\$789		22,146	\$24,361	\$25,150	16,429	1,723	\$123,232	\$98,082	\$4.36
8	306	11,586	2	\$4		11,584	\$12,742	\$12,747	17,739	1,007	\$86,729	\$73,982	\$6.39
9	321	24,110	950	\$2,119		23,160	\$25,476	\$27,595	37,450	2,421	\$199,137	\$171,542	\$7.11
10	315	5,977	68	\$152		5,909	\$6,500	\$6,652	7,259	670	\$49,511	\$42,859	\$7.17
11	301	6,406	25	\$56		6,381	\$7,019	\$7,075	6,820	1,025	\$67,943	\$60,868	\$9.50

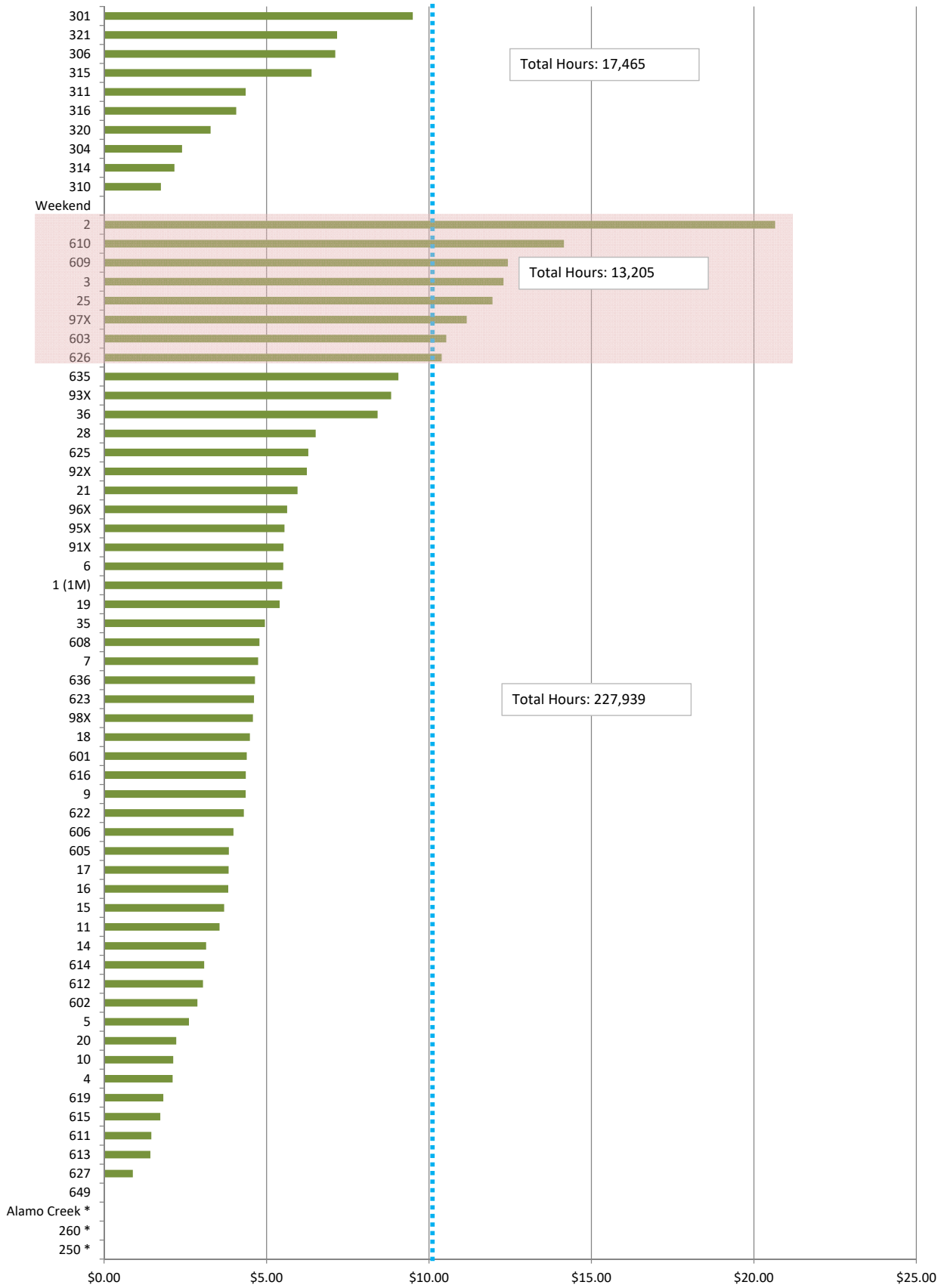
Route	Cost per Passenger	Total Hours
Weekday		
250 *	\$0.00	
260 *	\$0.00	2,307
<i>Alamo Creek *</i>	\$0.00	2,560
649	\$0.00	308
627	\$0.89	385
613	\$1.42	307
611	\$1.45	587
615	\$1.73	255
619	\$1.82	314
4	\$2.11	9,832
10	\$2.13	12,760
20	\$2.22	14,759
5	\$2.61	5,485
602	\$2.87	1,292
612	\$3.04	416
614	\$3.08	396
14	\$3.14	10,442
11	\$3.56	5,324
15	\$3.70	8,657
16	\$3.82	13,890
17	\$3.83	5,002
605	\$3.84	892
606	\$3.98	4,259
622	\$4.30	315
9	\$4.36	11,495
616	\$4.36	576
601	\$4.39	948
18	\$4.49	8,650
98X	\$4.58	7,134
623	\$4.62	583
636	\$4.65	843
7	\$4.74	6,410
608	\$4.78	299
35	\$4.95	10,598
19	\$5.40	3,705
1 (1M)	\$5.48	8,706
6	\$5.52	9,843
91X	\$5.52	1,510
95X	\$5.55	3,407
96X	\$5.63	11,197
21	\$5.96	14,147

92X	\$6.24	4,377
625	\$6.28	582
28	\$6.51	8,030
36	\$8.42	8,112
93X	\$8.84	5,261
635	\$9.06	344
626	\$10.39	741
603	\$10.53	551
97X	\$11.16	3,676
25	\$11.96	2,945
3	\$12.29	3,555
609	\$12.43	176
610	\$14.15	257
2	\$20.65	1,304
Weekend		
310	\$1.75	1,849
314	\$2.16	2,076
304	\$2.40	3,033
320	\$3.28	1,357
316	\$4.07	2,304
311	\$4.36	1,723
315	\$6.39	1,007
306	\$7.11	2,421
321	\$7.17	670
301	\$9.50	1,025

Cost per Passenger < \$5



Cost per Passenger < \$10



To: Advisory Committee

Date: 03/03/2017

From: Mary Burdick

Reviewed by:

SUBJECT: C2-The Next Generation of Clipper

Background:

MTC is planning a series of public engagement activities to gather input on the next generation of Clipper and is launching two rounds of public engagement this spring.

The public will have an opportunity to comment on the Draft RFP for System Integrator for Industry Review. This 527-page document is not very accessible for laypersons, so a 1-page summary of key features is provided in multiple languages on the website created for this project, futureofclipper.com. Copies of the summary will be available at the meeting, and your assistance in helping to spread the word is encouraged.

The deadline for responses is April 3, 2017.

Online Survey

In mid-April, MTC will launch an opt-in online survey, similar to the one conducted in 2014 that generated 7,600 responses. The survey will be open until May 31, 2017. They anticipate the survey will focus on issues that could be addressed in the final RFP and implementation of the system, but that could also be addressed now through customer education. MTC is currently planning focus groups to help better define survey questions.

MTC is preparing a package of materials for transit agencies to use to promote the survey and other input opportunities. They will include:

- Take-ones (in English, Spanish, Chinese and Vietnamese)
- Car card artwork (in English, Spanish, Chinese and Vietnamese) – (agencies to print and install)
- 30-second video
- Social media and other messaging of various lengths
- Talking points and discussion questions for use in advisory committees, board meetings, etc.

Recommendation:

Advisory Committee members are encouraged to help spread the word of the outreach activities. As the materials become available, they will be forwarded to committee members for your use.



Summary of Draft RFP

The Next-Generation Clipper System is on the Horizon!

In a few months, the Metropolitan Transportation Commission (MTC), manager of the Clipper fare-payment program, will issue request for proposals (RFP) outlining the scope, specifications and requirements for the next-generation Clipper system. From the proposals, MTC and its transit agency partners will select a system integration vendor and begin implementation.

MTC recently released a draft of the RFP and is soliciting industry review and public feedback. This one-page summary serves as a layperson's description of the technical scope of work.

Now is your chance to influence development of the next Clipper!

Submit comments by email to feedback@futureofclipper.com or via voicemail at **415.778.6680**.

Customers can expect...

- ▶ An intuitive, efficient and familiar experience.
- ▶ Excellent, proactive customer service.
- ▶ Operational efficiency and reliability.

MTC and the transit agencies are considering a Clipper system where:

You can pay with...

- Mobile phone/wearables
- Mobile ticketing apps
- Contactless smart cards
- Limited-use smart cards
- Open-payment bank cards

You'll get customer service from...

- Websites
- Telephone call center
- Walk-in customer service centers
- Self-service customer kiosks

You can get a card and add value via...

- Websites
- Telephone call center
- Transit station ticket machines
- Walk-in customer service centers
- Partner retailers
- Self-service customer kiosks
- Institutions (e.g., work and school)

Our technology will enable...

- An account-based system, no longer card-based
- Fast, reliable transaction processing
- Consistent, accessible customer-facing systems
- Configurability of transit agency fare policies
- Modular architecture; open or published interfaces
- Integration with legacy Clipper systems
- Expansion to regional partner agencies (parking, bike share, tolling, ride sharing, etc.)

What is C2?

The next-generation Clipper® system (C2) will be a customer-focused, cost-effective fare-collection system that supports a modern, seamless transit experience for traveling around the Bay Area, providing a flexible platform for improving future regional travel, delivered through a collaborative partnership among Bay Area transit agencies, MTC and its private-sector vendors.

The C2 System Integrator

will be responsible for collection and processing, customer service tools and account management (including mobile apps and website), back-office systems/operations, administration, system monitoring, data storage, fraud/security control, disaster recovery, retail network management, integration with transit benefit and institutional programs, and limited maintenance of Clipper equipment. **MTC** will be responsible for management, including contracting, program accounting, and customer education and branding. **Transit agency partners** will be responsible for agency-specific accounting and customer service, fare inspection and enforcement, wired communications, and upkeep of Clipper devices as well as fare policy.



We welcome your comments! Send us your comments by email to feedback@futureofclipper.com, or via voicemail at **415.778.6680**. Deadline: April 3, 2017. Find more information at futureofclipper.com.

**ADA CERTIFICATION and RECERTIFICATION
FY 2017**

MONTH	FY 2017				FY 2016				FY 2017				FY 2016			
	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	51	34	1	0	54	41	1	0	24	12	0	0	32	16	0	0
AUG	58	35	0	0	43	24	0	0	27	14	0	0	15	14	0	0
SEPT	68	47	0	0	56	36	0	0	39	22	0	0	26	13	0	0
OCT	51	36	0	0	45	27	0	0	30	16	0	0	26	15	0	0
NOV	45	31	0	0	49	30	0	0	29	15	0	0	35	24	0	0
DEC	63	39	0	0	39	22	0	0	30	19	0	0	25	19	0	0
JAN	49	26	2	0	45	21	0	0	33	16	0	0	29	16	0	0
FEB	53	37	0	0	51	34	0	0	26	13	0	0	25	14	0	0
MAR					43	24	0	0					27	15	0	0
APR					53	41	0	0					25	16	0	0
MAY					43	27	0	0					29	18	0	0
JUN					58	35	0	0					27	14	0	0
TOTAL	438	285	3	0	579	362	1	0	238	127	0	0	321	184	0	0

2,788 Total CCCTA, Active, ADA Eligible in the Regional Eligibility Database (RED)

**CCCTA LINK
MONTHLY OPERATING SUMMARY
NOVEMBER FY 16/17**

SUMMARY	NOVEMBER FY 15/16	NOVEMBER FY 16/17	YTD FY 15/16	YTD FY 16/17
1 TOTAL CLIENTS	10,786	10,980	60,182	58,174
2 TOTAL ATTENDANTS	617	841	3,444	3,326
3 TOTAL COMPANIONS	43	50	330	274
4 TOTAL PASSENGERS	11,446	11,871	63,956	61,774
5 TOTAL SERVICE DAYS	29	29	150	150
6 VEHICLE REVENUE HOURS	5,891	5,935	31,880	29,759
7 VEHICLE SERVICE HOURS	7,515	7,526	40,035	37,897
8 VEHICLE NON REV HOURS	1,624	1,591	8,155	8,138
9 VEHICLE SERVICE MILES	100,620	105,488	559,099	545,354
10 VEHICLE REVENUE MILES	81,926	86,049	462,030	445,784
11 VEHICLE NON REV MILES	18,694	19,439	97,069	99,570
12 PASS. PER REVENUE HOUR	1.94	2.00	2.01	2.08
13 CLIENT PER REVENUE HOUR	1.83	1.85	1.89	1.95
14 PASS. PER SERVICE HOUR	1.52	1.58	1.60	1.63
15 PASS. PER SERVICE MILE	0.11	0.11	0.11	0.11
16 PASS. PER REVENUE MILE	0.14	0.14	0.14	0.14
17 TOTAL TRANSFER TRIPS	848	1,023	4,704	4,576
18 SAME DAY TRIPS	106	158	542	633
19 SUBSCRIPTION TRIPS	6,045	5,627	34,369	30,241
20 DEMAND	4,760	5,355	25,845	27,943
21 FAREBOX REVENUE	\$10,149.95	\$9,927.04	\$56,963.63	\$50,808.07
22 PREPAID CLIENTS	\$5,437.00	\$10,055.00	\$36,435.00	\$33,926.00
23 COLLECTED BILLING	\$28,002.00	\$33,722.00	\$136,600.00	\$128,848.00
24 TOTAL REVENUE COLLECTED	\$43,588.95	\$53,704.04	\$229,998.63	\$213,582.07
25 CHARGEABLE ACCIDENTS	0	1	3	2
26 SERVICE COMPLAINTS	1	0	3	6
27 SERVICE COMMENDATIONS	1	2	9	8
28 SERVICE DENIALS	0	0	0	0
29 ROAD CALLS	0	1	14	11
30 DRIVER TURNOVER	0%	4%	8%	7%
31 SCHEDULE ADHERENCE	80%	75%	78%	75%
32 WHEELCHAIR BOARDING'S	2,750	2,711	11,967	14,200
33 W/C LIFT AVAILABILITY	100%	100%	100%	100%
34 REGISTERED CLIENTS	5,905	5,994	32,832	31,732
35 UNDUPLICATED CLIENTS	950	887	4,951	4,844
36 NO-SHOWS	57	190	360	721
37 CANCELS	1,212	1,815	7,933	9,182
38 AVG. TRIP LENGTH (MILES)	8.8	8.9	8.7	8.8
39 AVG. SM BUSES IN SERVICE	8	3	8	3
40 AVG. BUSES IN SERVICE	55	47	55	47
41 TOTAL FUEL/GALLONS	13,725	15,013	83,899	81,398
42 FLEET M.P.G.	7.3	7.0	6.7	6.7

*Trapeze-Productivity
Trip Hours Productivity*

<i>SERV/REV HOURS</i>	<i>LINK vs. BART HOURS</i>	<i>REFUEL</i>
<i>7574.20</i>	<i>5983.50</i>	<i>1462.80</i>
<i>7525.69</i>	<i>5934.99</i>	<i>127.90</i>
<i>LINK Invoicing Calculation</i>		
<i>Serv. Hrs</i>	<i>7,525.69</i>	
<i>Hourly rate</i>	<i>43.83</i>	
<i>Total</i>	<i>329,850.99</i>	
<i>Fixed Costs</i>	<i>84,750.00</i>	
<i>September Telephone bill</i>	<i>(1,500.00)</i>	
<i>Grand Total</i>	<i>\$413,100.99</i>	

Entered only the same day trip accommodated from the Denial Graph Report
Productivity- Non subscriptions vs. Subscriptions trips (uncheck show details box)
Productivity- Non subscriptions vs. Subscriptions trips (uncheck show details box)

**equals drivers divided headcount times 100*
Spider Report no longer.... Pulled OTP from Pass-Trapeze
**Late divided trips*
Stastical Reports-Space Type and Passenger Type/unchecked the selected city

Trapeze Report- Ops unduplicated clients reports uncheck all boxes
Trapeze Report- Ops unduplicated clients reports check with summary go to the last page
Productivity- Canceled, N/S rep. check only no shows
Productivity- Canceled, N/S rep. check only cancels

operations-daily operations report

CCCTA LINK
MONTHLY OPERATING SUMMARY
DECEMBER FY 16/17

SUMMARY	DECEMBER FY 15/16	DECEMBER FY 16/17	YTD FY 15/16	YTD FY 16/17
1 TOTAL CLIENTS	11,456	10,693	71,638	68,867
2 TOTAL ATTENDANTS	613	921	4,057	4,247
3 TOTAL COMPANIONS	40	94	370	368
4 TOTAL PASSENGERS	12,109	11,708	76,065	73,482
5 TOTAL SERVICE DAYS	30	30	180	180
6 VEHICLE REVENUE HOURS	6,335	5,793	38,215	35,552
7 VEHICLE SERVICE HOURS	8,216	7,464	48,251	45,361
8 VEHICLE NON REV HOURS	1,881	1,671	10,037	9,809
9 VEHICLE SERVICE MILES	107,477	104,756	666,576	650,110
10 VEHICLE REVENUE MILES	86,531	84,412	548,561	530,196
11 VEHICLE NON REV MILES	20,946	20,344	118,015	119,914
12 PASS. PER REVENUE HOUR	1.91	2.02	1.99	2.07
13 CLIENT PER REVENUE HOUR	1.81	1.85	1.87	1.94
14 PASS. PER SERVICE HOUR	1.47	1.57	1.58	1.62
15 PASS. PER SERVICE MILE	0.11	0.11	0.11	0.11
16 PASS. PER REVENUE MILE	0.14	0.14	0.14	0.14
17 TOTAL TRANSFER TRIPS	872	1,074	5,576	5,650
18 SAME DAY TRIPS	122	97	664	730
19 SUBSCRIPTION TRIPS	6,651	5,750	41,020	35,991
20 DEMAND	4,805	4,992	30,650	32,935
21 FAREBOX REVENUE	\$9,782.43	\$9,511.80	\$66,746.06	\$60,319.87
22 PREPAID CLIENTS	\$9,441.00	\$8,386.00	\$45,876.00	\$42,312.00
23 COLLECTED BILLING	\$24,882.00	\$24,950.00	\$161,482.00	\$153,798.00
24 TOTAL REVENUE COLLECTED	\$44,105.43	\$42,847.80	\$274,104.06	\$256,429.87
25 CHARGEABLE ACCIDENTS	0	0	3	2
26 SERVICE COMPLAINTS	0	1	3	7
27 SERVICE COMMENDATIONS	7	2	16	10
28 SERVICE DENIALS	0	0	0	0
29 ROAD CALLS	2	0	16	11
30 DRIVER TURNOVER	2%	2%	10%	9%
31 SCHEDULE ADHERENCE	83%	77%	89%	75%
32 WHEELCHAIR BOARDING'S	4,057	3,659	16,024	17,859
33 W/C LIFT AVAILABILITY	100%	100%	100%	100%
34 REGISTERED CLIENTS	6,250	5,871	39,082	37,603
35 UNDUPLICATED CLIENTS	986	856	5,937	5,700
36 NO-SHOWS	87	235	447	956
37 CANCELS	1,791	1,782	9,724	10,964
38 AVG. TRIP LENGTH (MILES)	8.9	8.9	8.8	8.8
39 AVG. SM BUSES IN SERVICE	3	3	3	3
40 AVG. BUSES IN SERVICE	55	43	55	47
41 TOTAL FUEL/GALLONS	15,063	15,057	98,962	96,455
42 FLEET M.P.G.	7.1	7.0	6.7	6.7

*Trapeze-Productivity
Trip Hours Productivity*

<i>SERV/REV HOURS LINK vs. BART HOURS</i>			<i>REFUEL</i>
<i>7514.40</i>	<i>5843.90</i>	<i>1542.70</i>	<i>127.80</i>
<i>7463.83</i>	<i>5793.33</i>	<i>1670.50</i>	
<i>LINK Invoicing Calculation</i>			
	<i>Serv. Hrs</i>	<i>7,463.83</i>	
	<i>Hourly rate</i>	<i>43.83</i>	
	<i>Total</i>	<i>327,139.67</i>	
	<i>Fixed Costs</i>	<i>84,750.00</i>	
<i>December</i>	<i>Telephone bill</i>	<i>(1,500.00)</i>	
	<i>Grand Total</i>	<i>\$410,389.67</i>	

Entered only the same day trip accommodated from the Denial Graph Report

Productivity- Non subscriptions vs. Subscriptions trips (uncheck show details box)

Productivity- Non subscriptions vs. Subscriptions trips (uncheck show details box)

** Turnover report /YTD also is in the report*

ontime performance and YTD run from July to the month | Spider Report no longer.... Pulled OTP from Pass-Trapeze

Stastical Reports-Space Type and Passenger Type/unchecked the selected city

Trapeze Report- Ops unduplicated clients reports uncheck all boxes

Trapeze Report- Ops unduplicated clients reports check with summary go to the last page

Productivity- Canceled, N/S rep. check only no shows

Productivity- Canceled, N/S rep. check only cancels

operations-daily operations report / YTD I run from July to the month you are working

Agenda Item 7.a

TO: O&S Committee

DATE: January 22, 2013

FROM: Anne Muzzini
Director of Planning & Marketing

SUBJ: Fixed Route Reports

Fixed Route Operating Reports for December 2016

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.

FY16-17

<u>Title</u>	<u>Current Month</u>	<u>YTD Avg</u>	<u>Annual Goal</u>
Total Passengers	244,731		
Average Weekday	11,654	12,871	
Pass/Rev Hour	14.9	15.8	Standard Goal > 17.0
Missed Trips	0.09%	0.14%	Standard Goal < 0.25%
Miles between Road Calls	34,325	40,524	Standard Goal > 18,000

* Based on current standards from updated S RTP

Analysis

Average weekday ridership was lower in December (11,654 passengers) than November (13,017 passengers) and lower than December 2015 (12,099 passengers).

Passengers per hour in December was 14.9, which is lower than 15.7 in November and slightly higher than December 2015 when passengers per hour was 14.8.

The percentage of missed trips in December was 0.09%, lower than the prior month (0.24%). The YTD average is 0.14% missed trips.

The number of miles between roadcalls was 34,325 miles in December, lower than the prior month in which there were 55,633 miles between roadcalls. The 12 month average is 40,524 miles between roadcalls.

Clipper became available to the public on November 1, 2015. Of a total 267,672 passengers in December, 176,887 passengers had the potential to use a Clipper card aboard County Connection since 90,785 either used an employee sponsored program or the midday free program. About 20.2% of the 267,672 potential Clipper card users paid using Clipper during this month.

**MONTHLY BOARDINGS
Operations Data Summary**

Fixed Route Boardings		Passengers by Revenue Hrs/Miles		Service Days		Fiscal YTD Comparison Passenger Boardings	
December 2016 - Fixed Route Boardings	267,638	Revenue Hours - December 2016	17,925	Weekdays - Dec16	21	Fiscal 2017 YTD	1,774,176
		December 2015	19,382	Dec15	22		
Special Event - Walnut Creek Marathon	34	Revenue Miles - December 2016	203,208	Saturdays - Dec16	5	Fiscal 2016 YTD	1,836,578
		December 2015	211,338	Dec15	4		
				Sundays - Dec16	4		
				Dec15	4		
December 2016 Total Boardings	267,672	Passengers per Mile	1.3	Total Days - 2016	30	YTD Trend	(3.4%)
December 2015 Total Boardings	287,245	Passengers per Hour	14.9	2015	30	Monthly Trend	(6.8%)

December 2016 Fixed Route Passenger Total						December 2016	December 2016
Route	Destination Information	Weekday	Saturday	Sunday	Total	Weekday Average	Passengers per Revenue Hour
1 (1M)	Rossmoor / Shadelands	7,306			7,306	348	10.9
2	Rudgear / Walnut Creek	274			274	13	3.9
3	Martinez Community Shuttle	1,938			1,938	92	6.4
4	Walnut Creek Downtown Shuttle	18,541	2,990	1,956	23,486	883	25.6
4H **	Walnut Creek Extended Holiday Service	584	323		907	28	7.1
5	Creekside / Walnut Creek	10,173			10,173	484	26.0
6	Lafayette / Moraga / Orinda	7,891	397	315	8,603	376	11.1
7	Shadelands / Pleasant Hill / Walnut Creek	7,706			7,706	367	17.8
9	DVC / Walnut Creek	10,507			10,507	500	14.3
10	Concord / Clayton Rd	20,637			20,637	983	20.5
11	Treat Blvd / Oak Grove	6,083			6,083	290	15.6
14	Monument Blvd	10,826			10,826	516	13.0
15	Treat Boulevard	9,339			9,339	445	14.3
16	Alhambra Ave / Monument Blvd	14,998			14,998	714	13.8
17	Olivera/Solano / Salvio / North Concord	4,934			4,934	235	12.8
18	Amtrak / Merello / Pleasant Hill	7,979			7,979	380	12.2
19	Amtrak / Pacheco Blvd / Concord	3,006			3,006	143	10.4
20	DVC / Concord	19,158			19,158	912	19.6
21	Walnut Creek / San Ramon Transit Center	11,372			11,372	542	11.1
25	Lafayette / Walnut Creek	1,167			1,167	56	6.0
28	North Concord / Martinez	5,873			5,873	280	9.3
35	Dougherty Valley	11,201			11,201	533	16.0
36	San Ramon / Dublin	4,604			4,604	219	8.2
91X	Concord Commuter Express	1,111			1,111	53	10.8
92X	Ace Shuttle Express	3,557			3,557	169	16.3
93X	Kirker Pass Express	3,416			3,416	163	11.8
95X	San Ramon / Danville Express	3,095			3,095	147	15.2
96X	Bishop Ranch Express	10,152			10,152	483	14.6
97X	Bishop Ranch Express	1,759			1,759	84	9.4
98X	Martinez Express	6,268			6,268	298	14.1
250 *	Gael Rail Service	16	13	2	31	2	0.4
260 *	Cal State East Bay / Concord Bart	120			120	20	1.4
301	Rossmoor / John Muir Medical Center		222	231	453		5.1
310	Concord Bart / Clayton Rd / Kirker Pass		2,021	1,752	3,773		24.8
311	Concord / Oak Grove / Treat Blvd / WC		873	657	1,531		11.0
314	Clayton Rd / Monument Blvd / PH		2,788	2,070	4,858		19.4
315	Concord / Willow Pass / Landana		259	156	415		7.2
316	Alhambra / Merello / Pleasant Hill		1,398	984	2,382		13.2
320	DVC / Concord		1,000	604	1,604		13.5
321	San Ramon / Walnut Creek		1,068	829	1,897		10.4
Alamo Creek *	Alamo Creek / BART Walnut Creek	328			328	16	1.9
600's	Select Service	18,812			18,812	896	42.6
TOTALS		244,731	13,352	9,555	267,638	11,654	14.9

* Data from LINK Operators

** Seasonal Routes

Agenda Item 7.a

TO: O&S Committee

DATE: February 23, 2017

FROM: Anne Muzzini
Director of Planning & Marketing

SUBJ: Fixed Route Reports

Fixed Route Operating Reports for January 2017

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.

FY16-17

<u>Title</u>	<u>Current Month</u>	<u>YTD Avg</u>	<u>Annual Goal</u>
Total Passengers	274,886		
Average Weekday	12,140	12,767	
Pass/Rev Hour	15.4	15.7	Standard Goal > 17.0
Missed Trips	0.13%	0.14%	Standard Goal < 0.25%
Miles between Road Calls	31,092	40,081	Standard Goal > 18,000

* Based on current standards from updated S RTP

Analysis

Average weekday ridership was higher in January (12,140 passengers) than December (11,654 passengers) and lower than January 2016 (12,735 passengers).

Passengers per hour in January was 15.4, which is higher than 14.9 in December and slightly higher than January 2016 when passengers per hour was 15.2.

The percentage of missed trips in January was 0.13%, higher than the prior month (0.09%). The YTD average is 0.14% missed trips.

The number of miles between roadcalls was 31,092 miles in January, lower than the prior month in which there were 34,325 miles between roadcalls. The 12 month average is 40,081 miles between roadcalls.

Clipper became available to the public on November 1, 2015. Of a total 274,886 passengers in January, 185,293 passengers had the potential to use a Clipper card aboard County Connection since 89,593 either used an employee sponsored program or the midday free program. About 21.8% of the 274,886 potential Clipper card users paid using Clipper during this month.

**MONTHLY BOARDINGS
Operations Data Summary**

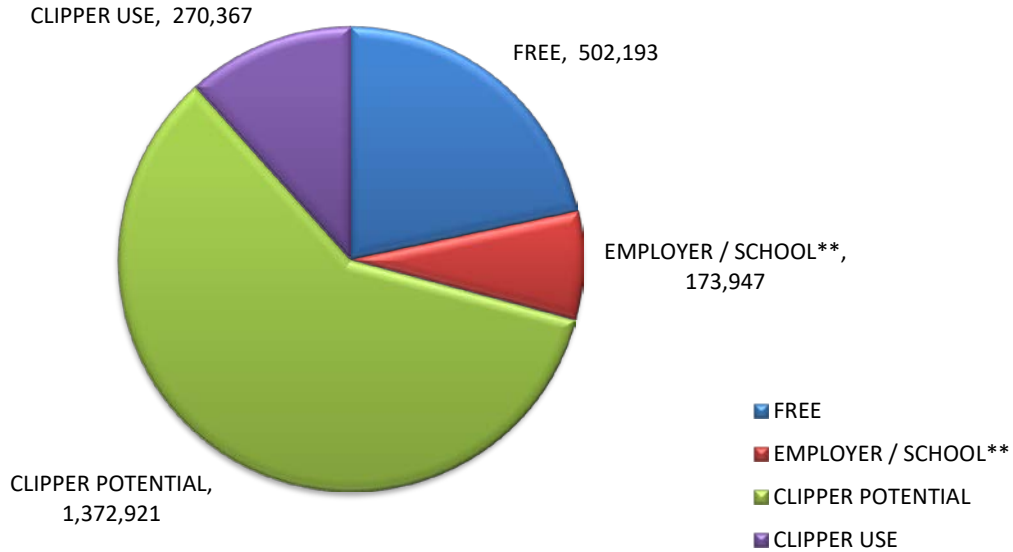
Fixed Route Boardings		Passengers by Revenue Hrs/Miles			Service Days		Fiscal YTD Comparison Passenger Boardings	
January 2017 - Fixed Route Boardings	274,886	Revenue Hours -	January 2017	17,859	Weekdays - Jan17	21	Fiscal 2017 YTD	2,049,061
			January 2016	18,407	Jan16	21		
Special Event -		Revenue Miles -	January 2017	206,634	Saturdays - Jan17	4	Fiscal 2016 YTD	2,116,114
			January 2016	199,458	Jan16	5		
					Sundays - Jan17	5		
					Jan16	4		
January 2017 Total Boardings	274,886	Passengers per Mile		1.3	Total Days - 2016	30	YTD Trend	(3.2%)
January 2016 Total Boardings	279,536	Passengers per Hour		15.4	2015	30	Monthly Trend	(1.7%)

January 2017 Fixed Route Passenger Total						January 2017 Weekday Average	January 2017 Passengers per Revenue Hour
Route	Destination Information	Weekday	Saturday	Sunday	Total		
1 (IM)	Rossmoor / Shadelands	7,519			7,519	358	11.3
2	Rudgear / Walnut Creek	369			369	18	5.5
3	Martinez Community Shuttle	1,662			1,662	79	5.5
4	Walnut Creek Downtown Shuttle	16,686	2,129	2,002	20,817	795	22.7
5	Creekside / Walnut Creek	10,656			10,656	507	27.2
6	Lafayette / Moraga / Orinda	10,138	436	460	11,034	483	14.1
7	Shadelands / Pleasant Hill / Walnut Creek	8,192			8,192	390	19.0
9	DVC / Walnut Creek	9,997			9,997	476	14.1
10	Concord / Clayton Rd	20,307			20,307	967	20.2
11	Treat Blvd / Oak Grove	6,355			6,355	303	16.5
14	Monument Blvd	11,074			11,074	527	13.3
15	Treat Boulevard	9,511			9,511	453	14.6
16	Alhambra Ave / Monument Blvd	14,856			14,856	707	13.6
17	Olivera/Solano / Salvio / North Concord	4,778			4,778	228	12.3
18	Amtrak / Merello / Pleasant Hill	7,712			7,712	367	11.8
19	Amtrak / Pacheco Blvd / Concord	2,525			2,525	120	8.7
20	DVC / Concord	18,953			18,953	903	19.6
21	Walnut Creek / San Ramon Transit Center	11,282			11,282	537	11.1
25	Lafayette / Walnut Creek	1,269			1,269	60	6.6
28	North Concord / Martinez	5,383			5,383	256	8.5
35	Dougherty Valley	11,585			11,585	552	16.5
36	San Ramon / Dublin	4,575			4,575	218	8.2
91X	Concord Commuter Express	1,118			1,118	53	11.1
92X	Ace Shuttle Express	4,213			4,213	201	19.5
93X	Kirker Pass Express	3,729			3,729	178	13.0
95X	San Ramon / Danville Express	3,823			3,823	182	18.9
96X	Bishop Ranch Express	11,049			11,049	526	16.1
97X	Bishop Ranch Express	1,856			1,856	88	10.1
98X	Martinez Express	6,314			6,314	301	15.0
250 *	Gael Rail Service	48	82	54	184	6	2.1
260 *	Cal State East Bay / Concord Bart	339			339	20	2.1
301	Rossmoor / John Muir Medical Center		196	183	379		4.6
310	Concord Bart / Clayton Rd / Kirker Pass		1,680	1,478	3,158		20.5
311	Concord / Oak Grove / Treat Blvd / WC		747	839	1,586		11.4
314	Clayton Rd / Monument Blvd / PH		2,139	1,867	4,006		15.9
315	Concord / Willow Pass / Landana		202	181	382		6.7
316	Alhambra / Merello / Pleasant Hill		1,100	1,096	2,196		12.2
320	DVC / Concord		763	617	1,380		11.9
321	San Ramon / Walnut Creek		814	872	1,686		9.4
Alamo Creek *	Alamo Creek / BART Walnut Creek	374			374	18	2.1
600's	Select Service	26,704	-	-	26,704	1,272	50.2
TOTALS		254,950	10,287	9,649	274,886	12,140	15.4

* Data from LINK Operators

** Seasonal Routes

FY 16-17 YTD Clipper Trend



CLIPPER TREND*

Month	TOTAL RIDERSHIP	FREE	EMPLOYER / SCHOOL**	CLIPPER POTENTIAL	CLIPPER USE	% OF POTENTIAL
Jul-16	257,659	67,831	23,153	166,675	31,429	18.9%
Aug-16	317,222	76,980	27,693	212,550	39,003	18.4%
Sep-16	323,217	75,770	26,905	220,542	40,702	18.5%
Oct-16	315,168	74,181	27,440	213,546	42,715	20.0%
Nov-16	293,238	70,765	25,044	197,429	40,456	20.5%
Dec-16	267,672	70,200	20,585	176,887	35,755	20.2%
Jan-17	274,886	66,467	23,126	185,293	40,307	21.8%
Feb-17	-	-	-	-	-	-
Mar-17	-	-	-	-	-	-
Apr-17	-	-	-	-	-	-
May-17	-	-	-	-	-	-
Jun-17	-	-	-	-	-	-
Grand Total	2,049,061	502,193	173,947	1,372,921	270,367	20%

*Clipper implemented 11/01/2015

** Adjustment 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)

Jan 1, 2017 - Feb 28, 2017
Compare to: Jan 1, 2016 - Feb 28, 2016

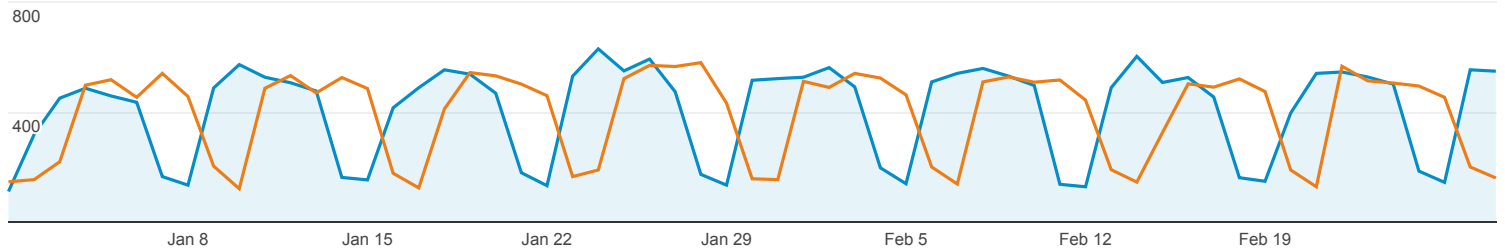
New vs Returning

All Users
+0.00% Sessions

Explorer

Summary

Jan 1, 2017 - Feb 28, 2017: Sessions
Jan 1, 2016 - Feb 28, 2016: 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
	3.73% ▲ 24,022 vs 23,159	11.67% ▼ 22.03% vs 24.94%	8.38% ▼ 5,292 vs 5,776	10.60% ▼ 39.22% vs 35.46%	11.06% ▼ 3.49 vs 3.92	3.18% ▲ 00:06:01 vs 00:05:50	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. Returning Visitor									
Jan 1, 2017 - Feb 28, 2017	18,730 (77.97%)	0.00%	0 (0.00%)	40.82%	3.41	00:06:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2016 - Feb 28, 2016	17,383 (75.06%)	0.00%	0 (0.00%)	34.82%	3.99	00:06:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	7.75%	0.00%	0.00%	17.22%	-14.67%	-2.06%	0.00%	0.00%	0.00%
2. New Visitor									
Jan 1, 2017 - Feb 28, 2017	5,292 (22.03%)	100.00%	5,292 (100.00%)	33.58%	3.78	00:04:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2016 - Feb 28, 2016	5,776 (24.94%)	100.00%	5,776 (100.00%)	37.40%	3.72	00:03:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-8.38%	0.00%	-8.38%	-10.21%	1.77%	25.53%	0.00%	0.00%	0.00%

Rows 1 - 2 of 2

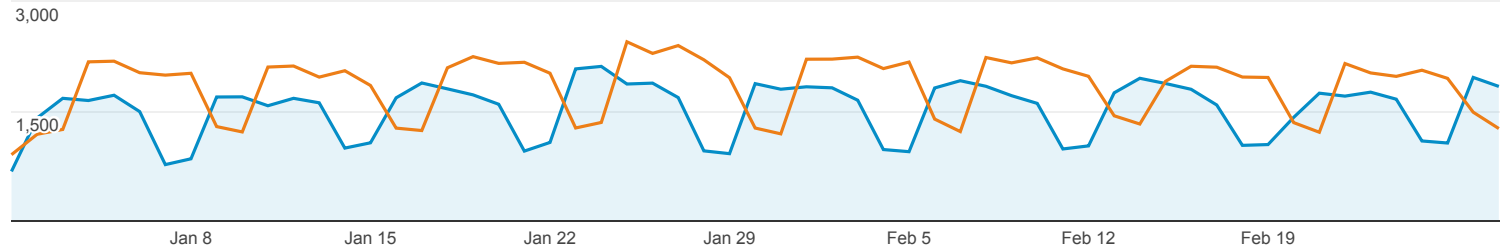
Visitor Report

Jan 1, 2017 - Feb 28, 2017
 Compare to: Jan 1, 2016 - Feb 28, 2016

All Users
 +0.00% Sessions

Report Tab

Jan 1, 2017 - Feb 28, 2017: ● Sessions
 Jan 1, 2016 - Feb 28, 2016: ● Sessions



User Type	Mobile (Including Tablet)	Sessions	Users	Pageviews	Avg. Session Duration	Pages / Session
		17.02% ↓ 89,854 vs 108,288	13.65% ↓ 38,858 vs 45,003	20.24% ↓ 247,789 vs 310,680	6.39% ↓ 00:02:39 vs 00:02:50	3.88% ↓ 2.76 vs 2.87
1. Returning Visitor	Yes					
Jan 1, 2017 - Feb 28, 2017		47,784 (53.18%)	10,423 (22.25%)	120,641 (48.69%)	00:02:39	2.52
Jan 1, 2016 - Feb 28, 2016		57,913 (53.48%)	11,945 (21.90%)	156,303 (50.31%)	00:02:56	2.70
% Change		-17.49%	-12.74%	-22.82%	-9.40%	-6.45%
2. New Visitor	Yes					
Jan 1, 2017 - Feb 28, 2017		20,940 (23.30%)	20,927 (44.68%)	52,820 (21.32%)	00:02:19	2.52
Jan 1, 2016 - Feb 28, 2016		23,495 (21.70%)	23,478 (43.05%)	65,281 (21.01%)	00:02:27	2.78
% Change		-10.87%	-10.87%	-19.09%	-5.76%	-9.22%
3. New Visitor	No					
Jan 1, 2017 - Feb 28, 2017		11,811 (13.14%)	11,798 (25.19%)	41,703 (16.83%)	00:03:04	3.53
Jan 1, 2016 - Feb 28, 2016		14,413 (13.31%)	14,402 (26.41%)	48,442 (15.59%)	00:03:03	3.36
% Change		-18.05%	-18.08%	-13.91%	0.30%	5.05%
4. Returning Visitor	No					
Jan 1, 2017 - Feb 28, 2017		9,319 (10.37%)	3,691 (7.88%)	32,625 (13.17%)	00:02:55	3.50
Jan 1, 2016 - Feb 28, 2016		12,467 (11.51%)	4,717 (8.65%)	40,654 (13.09%)	00:02:53	3.26
% Change		-25.25%	-21.75%	-19.75%	1.34%	7.36%

Rows 1 - 4 of 4

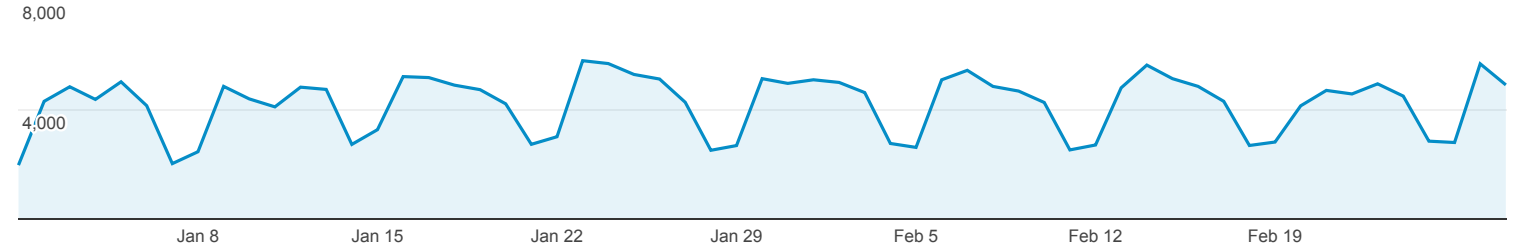
Jan 1, 2017 - Feb 28, 2017

Pages

All Users
 100.00% Pageviews

Explorer

● **Pageviews**



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	247,789 % of Total: 100.00% (247,789)	179,909 % of Total: 100.00% (179,909)	00:01:30 Avg for View: 00:01:30 (0.00%)	89,817 % of Total: 100.00% (89,817)	41.11% Avg for View: 41.11% (0.00%)	36.25% Avg for View: 36.25% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /maps-schedules/	68,929 (27.82%)	41,884 (23.28%)	00:00:53	23,648 (26.33%)	23.42%	19.27%	\$0.00 (0.00%)
2. /	35,972 (14.52%)	26,575 (14.77%)	00:00:50	23,978 (26.70%)	16.99%	24.36%	\$0.00 (0.00%)
3. /mobile-schedules/	9,164 (3.70%)	5,585 (3.10%)	00:00:35	4,027 (4.48%)	9.68%	14.51%	\$0.00 (0.00%)
4. /maps-schedules/route-6/	6,984 (2.82%)	6,103 (3.39%)	00:05:59	4,691 (5.22%)	83.67%	80.53%	\$0.00 (0.00%)
5. /schedule/98X/	5,754 (2.32%)	4,857 (2.70%)	00:03:18	3,065 (3.41%)	82.35%	65.90%	\$0.00 (0.00%)
6. /fares/	5,080 (2.05%)	4,080 (2.27%)	00:01:37	1,146 (1.28%)	57.59%	35.55%	\$0.00 (0.00%)
7. /schedule/18/	4,900 (1.98%)	3,806 (2.12%)	00:02:39	1,035 (1.15%)	75.29%	47.31%	\$0.00 (0.00%)
8. /schedule/20/	4,822 (1.95%)	4,044 (2.25%)	00:03:21	1,282 (1.43%)	79.49%	61.82%	\$0.00 (0.00%)
9. /schedule/16/	4,768 (1.92%)	3,797 (2.11%)	00:02:54	1,003 (1.12%)	69.12%	49.58%	\$0.00 (0.00%)
10. /schedule/9/	4,687 (1.89%)	3,662 (2.04%)	00:03:00	851 (0.95%)	74.97%	49.88%	\$0.00 (0.00%)
11. /schedule/15/	4,001 (1.61%)	3,162 (1.76%)	00:03:39	832 (0.93%)	74.64%	53.14%	\$0.00 (0.00%)
12. /maps-schedules/route-10/	3,942 (1.59%)	3,254 (1.81%)	00:03:31	1,261 (1.40%)	75.50%	60.53%	\$0.00 (0.00%)
13. /schedule/14/	3,564 (1.44%)	2,875 (1.60%)	00:02:58	787 (0.88%)	75.60%	50.65%	\$0.00 (0.00%)
14. /maps-schedules/route-96x/	3,533 (1.43%)	2,854 (1.59%)	00:03:12	1,581 (1.76%)	72.02%	57.63%	\$0.00 (0.00%)
15. /schedule/5/	3,448 (1.39%)	2,962 (1.65%)	00:03:31	1,179 (1.31%)	82.88%	69.40%	\$0.00 (0.00%)
16. /schedule/21/	3,189 (1.29%)	2,558 (1.42%)	00:02:54	623 (0.69%)	73.40%	53.72%	\$0.00 (0.00%)
17. /schedule/35/	2,961 (1.19%)	2,257 (1.25%)	00:03:44	743 (0.83%)	76.85%	59.03%	\$0.00 (0.00%)
18. /about/real-time-bus-tracker/	2,936 (1.18%)	2,134 (1.19%)	00:01:59	780 (0.87%)	43.99%	46.39%	\$0.00 (0.00%)
19. /schedule/11/	2,758 (1.11%)	2,195 (1.22%)	00:02:33	547 (0.61%)	76.60%	46.66%	\$0.00 (0.00%)

