



Mountain View Community Shuttle **2019** Year-End Operations Report

January 7, 2019

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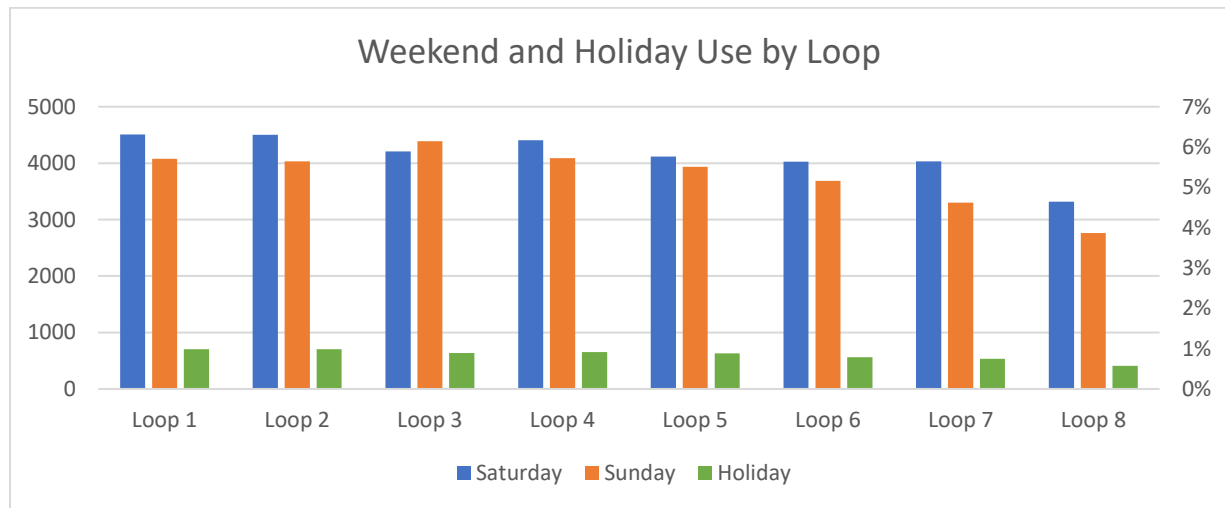
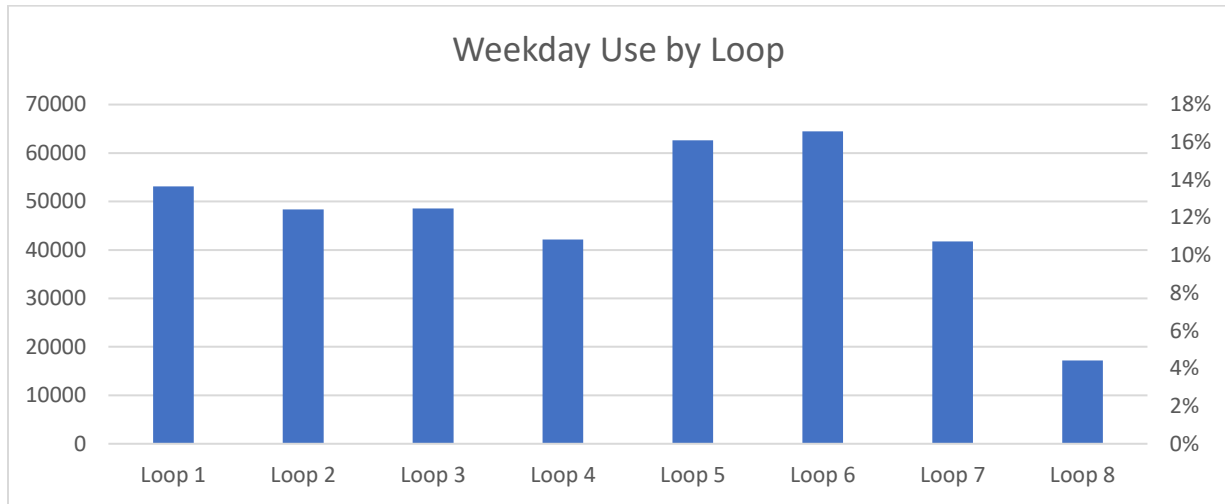
2019 Statistics

Annual Total Use (Boarding & Alighting) by Stops

GRAY Route			RED Route		
San Antonio Center	38,652	16.2%	San Antonio Center	36,751	17.6%
MV Transit Center	20,410	8.6%	Grant Rd. (Red)	19,859	9.5%
Grant Rd.	19,148	8.0%	Senior/Teen Center (Red)	18,454	8.9%
Senior/Teen Center	18,874	7.9%	MV Transit Center	17,266	8.3%
Middlefield/Easy	12,212	5.1%	El Camino Real/Sylvan (Red)	8,993	4.3%
Rengstorff/Middlefield	10,448	4.4%	Rengstorff/Middlefield (Red)	8,969	4.3%
Crittenden Middle School	9,520	4.0%	Civic Center (Red)	8,635	4.1%
Civic Center	8,956	3.8%	Middlefield/Easy (Red)	6,779	3.3%
El Camino Real/Sylvan	8,402	3.5%	Whisman Station (Red)	6,562	3.1%
Whisman Station	7,924	3.3%	El Camino Hospital	6,538	3.1%
Graham Middle School	7,917	3.3%	Sylvan Park (Red)	6,373	3.1%
Cuesta/Miramonte	7,801	3.3%	Middlefield/Moffett (Red)	6,339	3.0%
Middlefield/Moffett	7,155	3.0%	California/Ortega East	5,362	2.6%
Sylvan Park	6,409	2.7%	California/Rengstorff (Red)	4,543	2.2%
California/Ortega West	5,515	2.3%	Crittenden Middle School (Red)	4,204	2.0%
California/Rengstorff	5,418	2.3%	Villa/Franklin (Red)	3,902	1.9%
Whisman/Middlefield	5,366	2.3%	Castro/El Camino Real (Red)	3,422	1.6%
Castro/El Camino Real (Gray)	4,789	2.0%	Whisman/Middlefield (Red)	3,276	1.6%
El Camino Hospital	4,453	1.9%	Cuesta/Miramonte (Red)	3,263	1.6%
Rengstorff/Central	4,419	1.9%	Villa/Mariposa	3,007	1.4%
California/Ortega East	4,218	1.8%	California/Rengstorff	2,898	1.4%
Community Center	4,126	1.7%	Graham Middle School (Red)	2,826	1.4%
Shoreline/Middlefield #3 (Gray)	3,231	1.4%	Community Center (Red)	2,735	1.3%
Middlefield/San Pierre	2,345	1.0%	Shoreline/Middlefield #1 (Red)	2,733	1.3%
Rengstorff/Montecito	2,313	1.0%	Rengstorff/Central (Red)	2,710	1.3%
Villa/Franklin	1,970	0.8%	Grant/Eunice	2,630	1.3%
Villa/Shoreline	1,564	0.7%	California/Ortega West	2,388	1.1%
Grant/Eunice	1,183	0.5%	Rengstorff/Montecito (Red)	2,305	1.1%
Cuesta/Grant (Gray)	1,125	0.5%	Middlefield/San Pierre (Red)	1,620	0.8%
Shoreline/Pear	905	0.4%	Cuesta/Grant	1,526	0.7%
Cuesta/Grant	760	0.3%	Shoreline/Pear	965	0.5%
Shoreline/Middlefield #2	252	0.1%	Shoreline/Middlefield #2	536	0.3%
Middlefield/Terra Bella*	233	0.1%	Middlefield/Terra Bella (Red)*	136	0.1%
Total	238,013	100.0%	Total	208,505	100.0%

*The Middlefield/Terra Bella stops were discontinued on January 21, 2019. In their place, the Crittenden Middle School and Middlefield/San Pierre stops were created.

Annual Total Use (Boarding & Alighting) by Loop



(The y-axis percentage values show a respective loop's weight of total weekend ridership.)

Peak Service Loop in 2019: **6th loop, 3:00 PM – 4:25 PM.**


Additional Ridership Data

The number of bicycles carried in 2019: **3,094**

The number of wheelchair lift usage in 2019: **127**

Summary of Website Activity

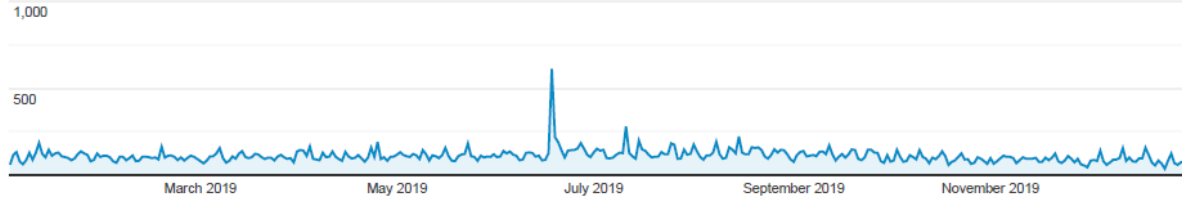
Audience Overview


All Users
 100.00% Users

Jan 1, 2019 - Dec 31, 2019

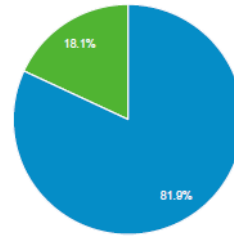
Overview

● Users



Users 28,656	New Users 28,136	Sessions 46,227
Number of Sessions per User 1.61	Pageviews 86,645	Pages / Session 1.87
Avg. Session Duration 00:01:27	Bounce Rate 69.57%	

■ New Visitor ■ Returning Visitor



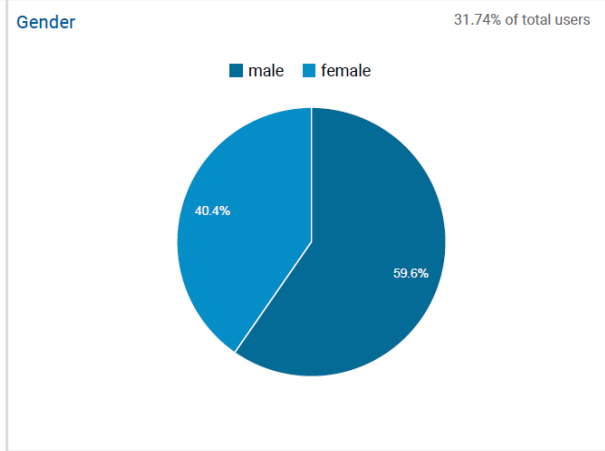
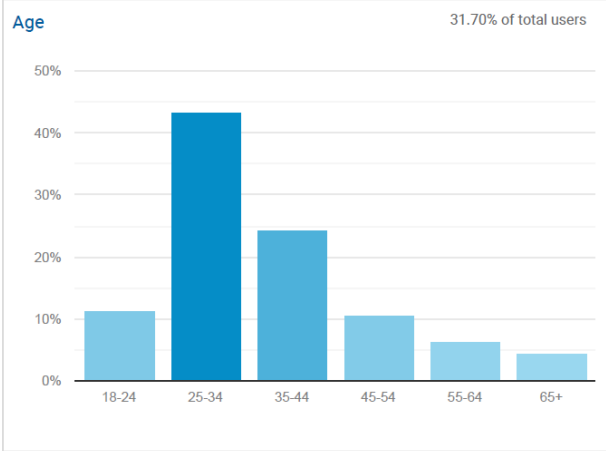
Language	Users	% Users
1. en-us	25,465	88.89%
2. en-gb	583	2.04%
3. zh-cn	413	1.44%
4. ja-jp	233	0.81%
5. zh-tw	203	0.71%
6. es-xl	197	0.69%
7. en-ca	182	0.64%
8. ko	152	0.53%
9. en	133	0.46%
10. ja	89	0.31%

Demographics: Overview

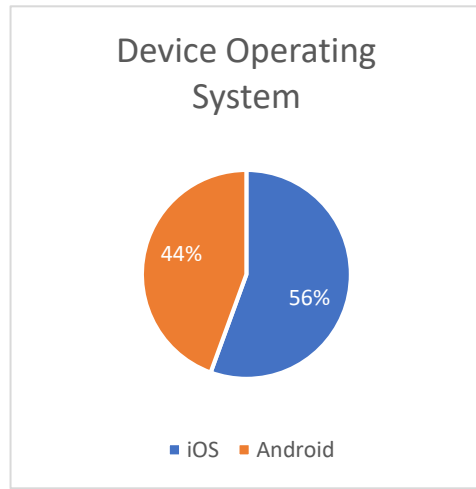
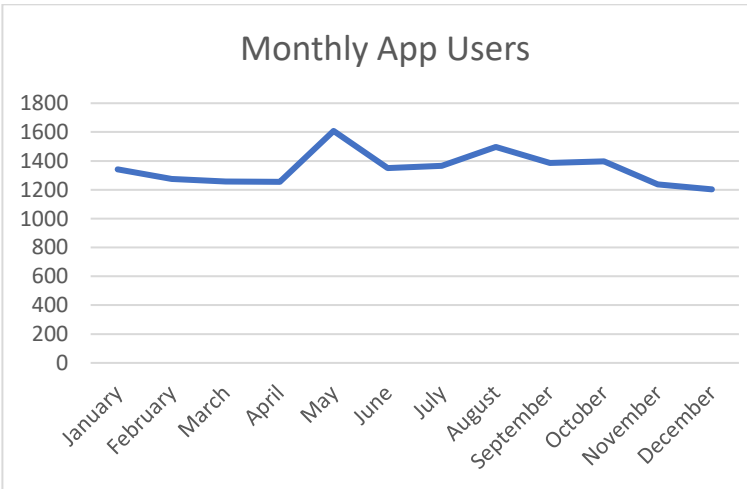
Jan 1, 2019 - Dec 31, 2019

 All Users
100.00% Users

Key Metric:



Summary of TripShot App Activity



Average Monthly Users: 1,348

Total App Sessions: 29,574

**User information is not required by the TripShot app and therefore, these numbers represent an estimation based on the data available*

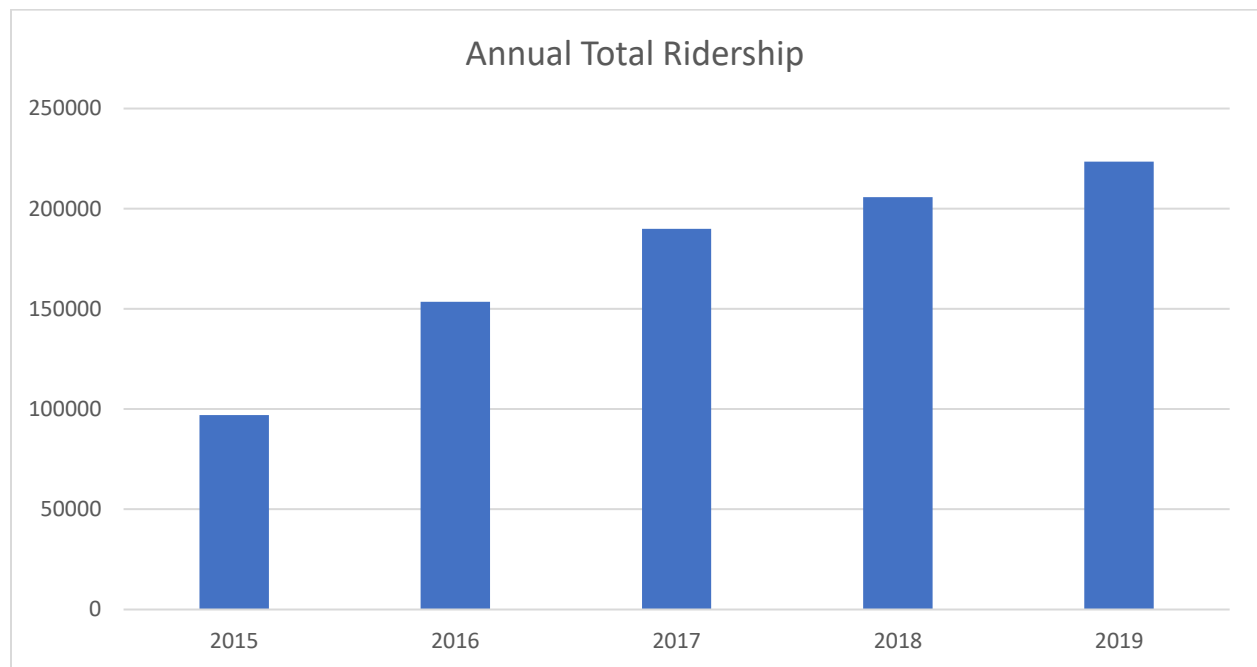
Program Lifetime Statistics

Annual Total Ridership

	Annual Total	Annual Weekday Total	Annual Weekend Total
2015	97,079*	79,817	13,869
2016	153,538	130,340	23,346
2017	189,925	159,412	30,513
2018	205,779	173,201	32,578
2019	223,496	189,339	34,157
Lifetime Total	869,817	732,109	134,463

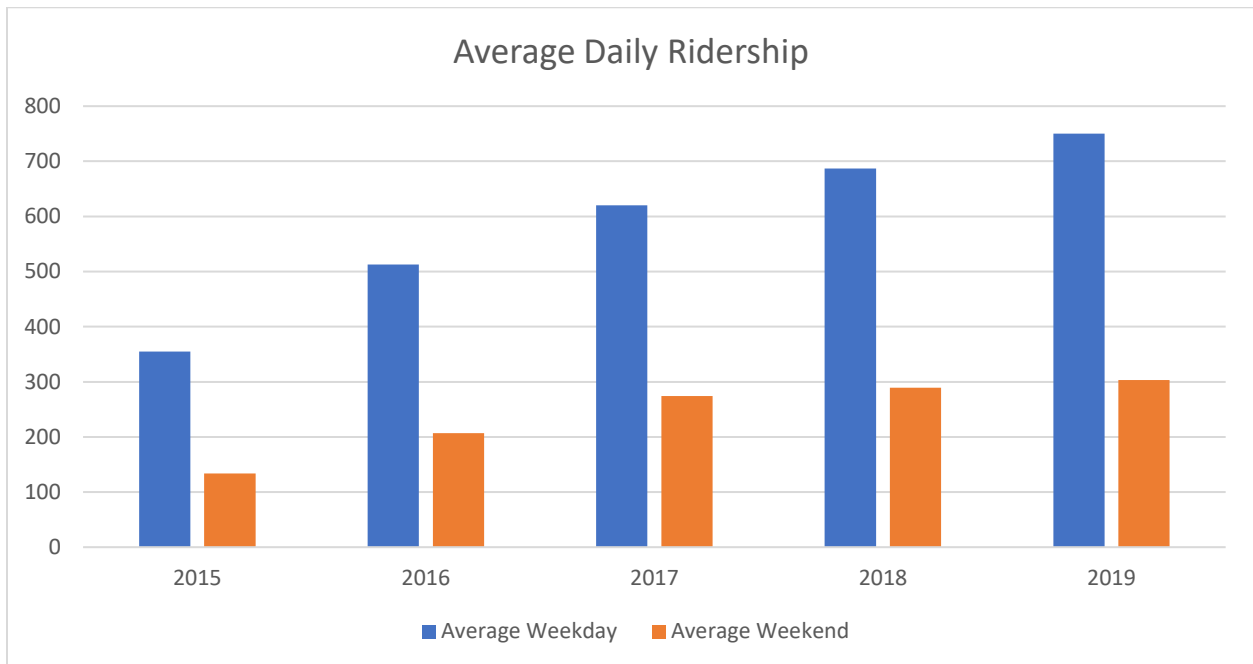
**Weekday/Weekend breakdown was not available for January 2015, but the Annual Total does include that month's total monthly ridership*

2019 ridership saw a 9% increase over the previous year's ridership (2018) and a 130% increase over the program's first year's ridership (2015).



Ridership: Daily Average

	Average Weekday	Average Weekend
2015	355	134
2016	513	207
2017	620	274
2018	687	289
2019	750	303



On-Time Performance

	Annual On-Time Performance Average
2016	88.8%
2017	88.6%
2018	85.2%
2019	87.4%
Lifetime Average	87.5%