

# Mountain View Community Shuttle Monthly Operations Report

July 10, 2018

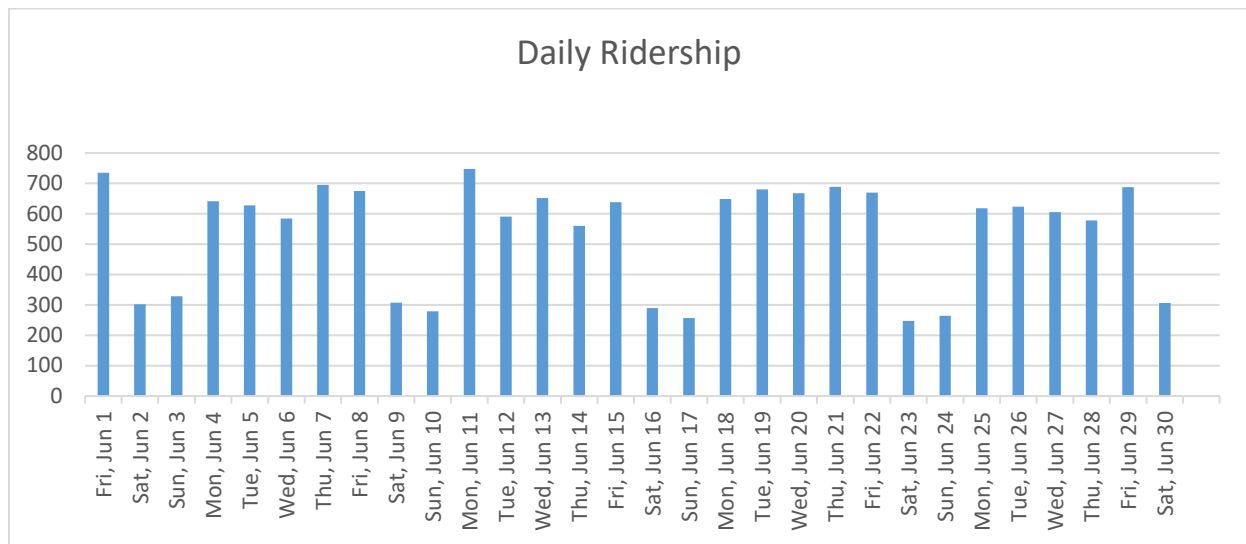
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## Passengers per Day, Table

|             |             |             |             |             | Fri, Jun 1  | Sat, Jun 2  |
|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|             |             |             |             |             | 735         | 302         |
| Sun, Jun 3  | Mon, Jun 4  | Tue, Jun 5  | Wed, Jun 6  | Thu, Jun 7  | Fri, Jun 8  | Sat, Jun 9  |
| 329         | 641         | 628         | 585         | 695         | 675         | 307         |
| Sun, Jun 10 | Mon, Jun 11 | Tue, Jun 12 | Wed, Jun 13 | Thu, Jun 14 | Fri, Jun 15 | Sat, Jun 16 |
| 279         | 748         | 591         | 652         | 560         | 638         | 289         |
| Sun, Jun 17 | Mon, Jun 18 | Tue, Jun 19 | Wed, Jun 20 | Thu, Jun 21 | Fri, Jun 22 | Sat, Jun 23 |
| 257         | 649         | 680         | 668         | 689         | 670         | 247         |
| Sun, Jun 24 | Mon, Jun 25 | Tue, Jun 26 | Wed, Jun 27 | Thu, Jun 28 | Fri, Jun 29 | Sat, Jun 30 |
| 264         | 618         | 623         | 606         | 578         | 688         | 306         |

## Passengers per Day, Chart

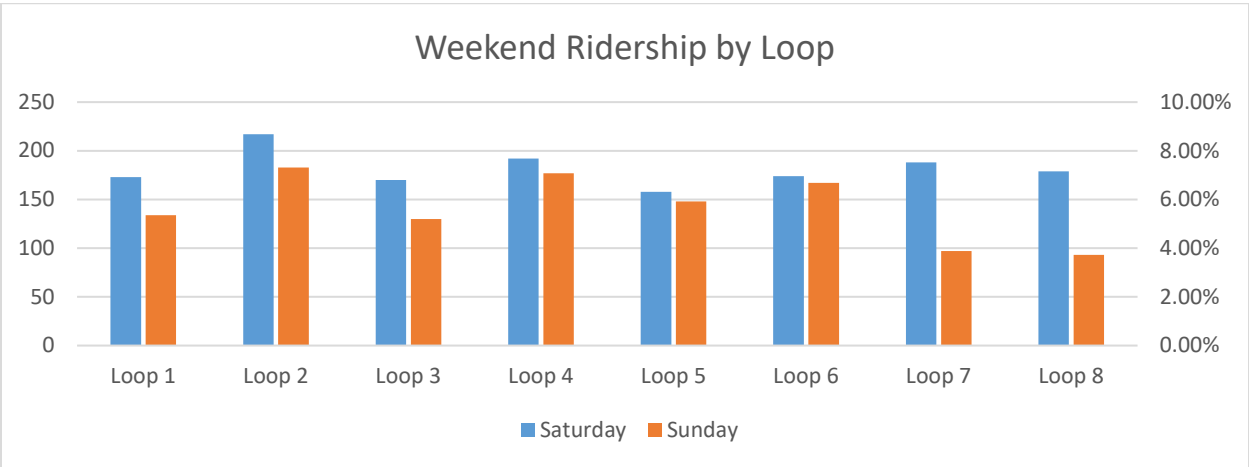
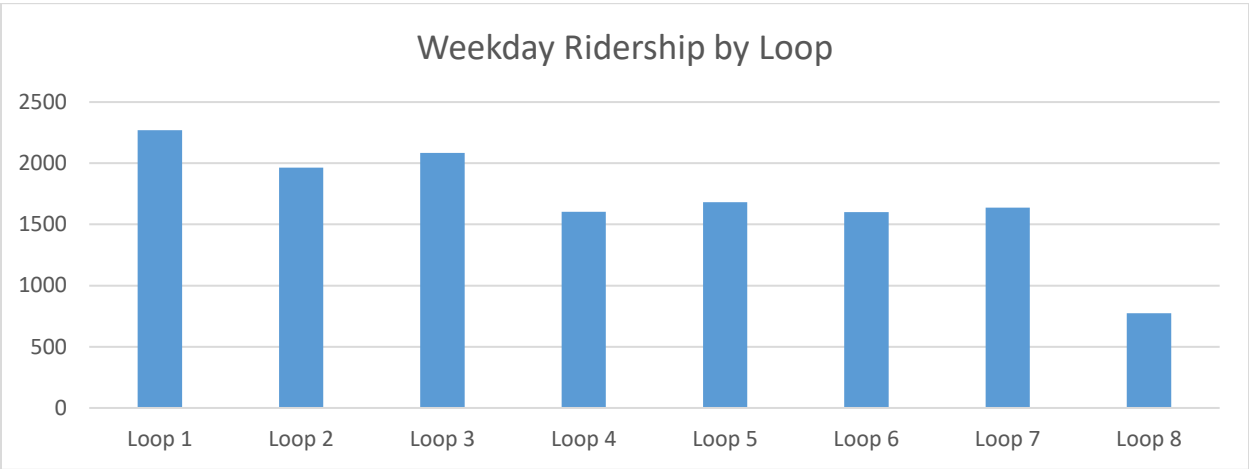
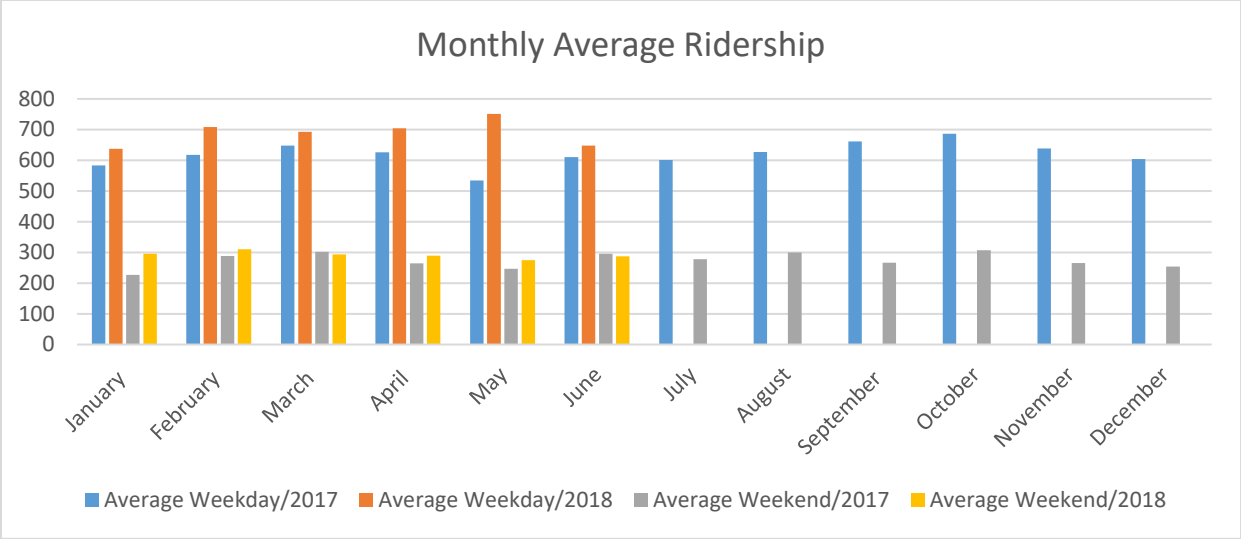


## Ridership Year-To-Date

|                 | Total/<br>2017 | Total/<br>2018 | %<br>change | Weekday<br>Totals/<br>2017 | Weekday<br>Totals/<br>2018 | %<br>change | Weekend<br>Totals/<br>2017 | Weekend<br>Totals/<br>2018 | %<br>change |
|-----------------|----------------|----------------|-------------|----------------------------|----------------------------|-------------|----------------------------|----------------------------|-------------|
| January         | 14527          | 16354          | 13%         | 12258                      | 13394                      | 9%          | 2269                       | 2960                       | 30%         |
| February        | 14332          | 16251          | 13%         | 11744                      | 13461                      | 15%         | 2588                       | 2790                       | 8%          |
| March           | 17313          | 17894          | 3%          | 14896                      | 15248                      | 2%          | 2417                       | 2646                       | 9%          |
| April           | 15162          | 17382          | 15%         | 12517                      | 14786                      | 18%         | 2645                       | 2596                       | -2%         |
| May             | 16549          | 18997          | 15%         | 14333                      | 16522                      | 15%         | 2216                       | 2475                       | 12%         |
| June            | 15788          | 16197          | 3%          | 13424                      | 13617                      | 1%          | 2364                       | 2580                       | 9%          |
| July            | 15088          |                |             | 12025                      |                            |             | 3063                       |                            |             |
| August          | 16828          |                |             | 14431                      |                            |             | 2397                       |                            |             |
| September       | 15786          |                |             | 13163                      |                            |             | 2623                       |                            |             |
| October         | 17876          |                |             | 15117                      |                            |             | 2759                       |                            |             |
| November        | 15810          |                |             | 13429                      |                            |             | 2381                       |                            |             |
| December        | 14866          |                |             | 12075                      |                            |             | 2791                       |                            |             |
| Year to<br>Date | <b>189,925</b> | <b>103,075</b> |             |                            |                            |             |                            |                            |             |

## Average Daily Ridership 2017-2018

|                    | Average<br>Weekday /<br>2017 | Average<br>Weekday/<br>2018 | % change   | Average<br>Weekend/<br>2017 | Average<br>Weekend/<br>2018 | % change  |
|--------------------|------------------------------|-----------------------------|------------|-----------------------------|-----------------------------|-----------|
| January            | 584                          | 638                         | 9%         | 227                         | 296                         | 30%       |
| February           | 618                          | 708                         | 15%        | 288                         | 310                         | 8%        |
| March              | 648                          | 693                         | 7%         | 302                         | 294                         | -3%       |
| April              | 626                          | 704                         | 12%        | 265                         | 289                         | 9%        |
| May                | 534                          | 751                         | 41%        | 246                         | 275                         | 12%       |
| June               | 610                          | 648                         | 6%         | 296                         | 287                         | -3%       |
| July               | 601                          |                             |            | 278                         |                             |           |
| August             | 627                          |                             |            | 300                         |                             |           |
| September          | 661                          |                             |            | 266                         |                             |           |
| October            | 687                          |                             |            | 307                         |                             |           |
| November           | 639                          |                             |            | 265                         |                             |           |
| December           | 604                          |                             |            | 254                         |                             |           |
| <b>YTD Average</b> | <b>620</b>                   | <b>690</b>                  | <b>11%</b> | <b>274</b>                  | <b>292</b>                  | <b>6%</b> |



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

**Peak Service Loop in June: 1st loop, 10:00 AM – 11:25 AM.**

## Additional Ridership Data:

The number of bicycles carried in June: **294**

The number of wheelchair lift usage in June: **3**

## Shuttle On-Time Performance

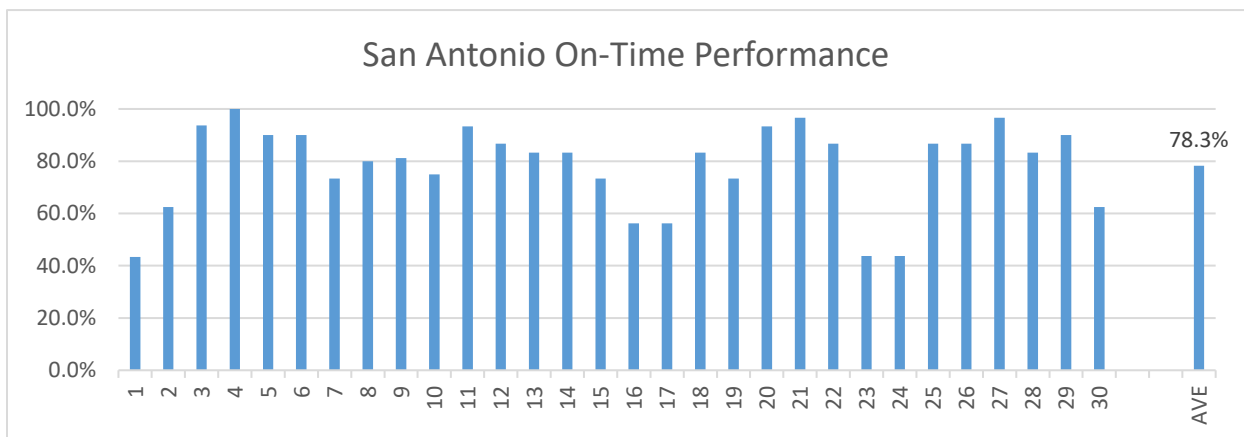
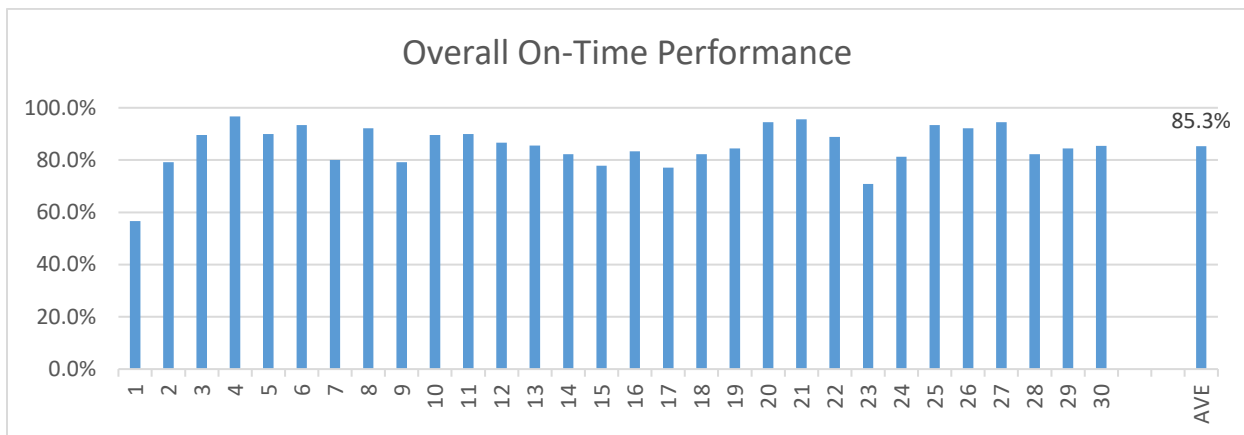
### Percentage of being on-time:

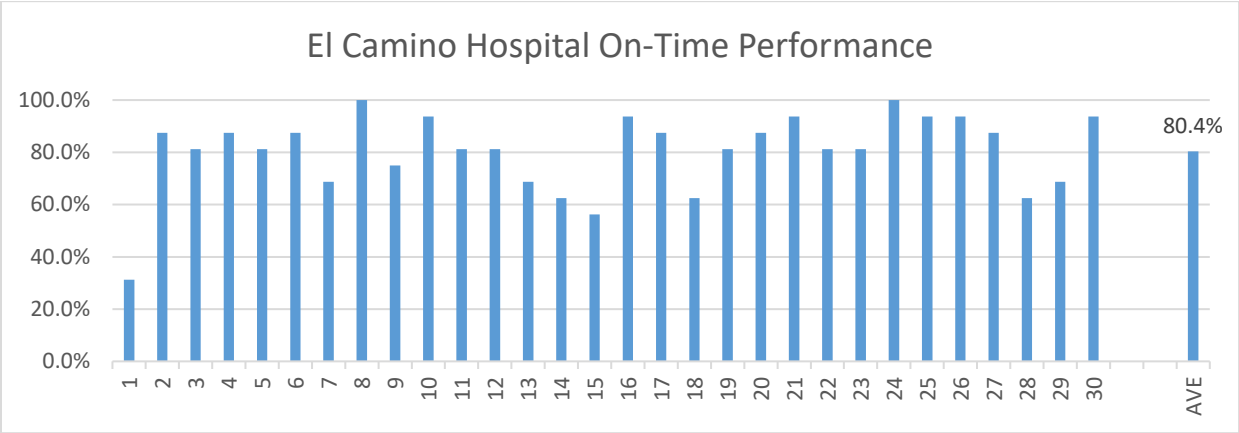
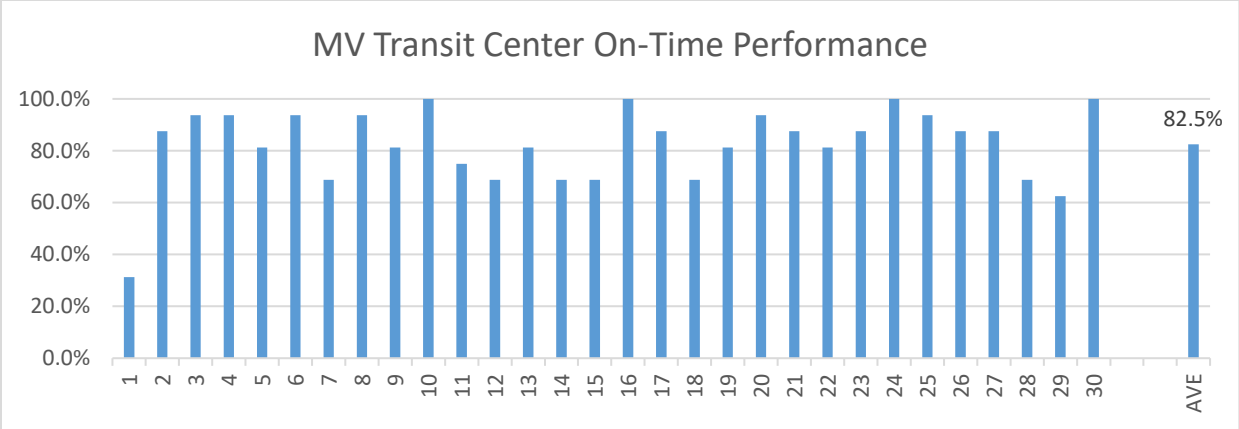
On-Time performance data is gathered from the TripShot app, which provides accurate GPS data for the shuttles and records their arrival and departure times from all stops.

Because the TripShot app allows the shuttles to be tracked throughout the entire route, Overall On-Time Performance averages are collected from 3 centralized stops.

A shuttle is On Time if it departs between 1 minute early to 5 minutes late of the scheduled departure time.

**Overall average** of all shuttles being on time is **85.3%\***





**Average Time Behind-Schedule in minutes:**

Average arrival time was determined by averaging all shuttle arrival times at the San Antonio Center, MV Transit Center, and El Camino Hospital.

Average Arrival Time: **2 minutes and 19 seconds (02:19)** behind schedule.

## Month Total Use (Boarding & Alighting) by Stops

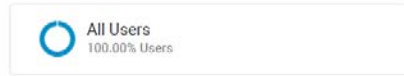
| GRAY Route                      |              |               | RED Route                      |              |               |
|---------------------------------|--------------|---------------|--------------------------------|--------------|---------------|
| San Antonio Center              | 3071         | 19.2%         | San Antonio Center             | 3431         | 21.0%         |
| MV Transit Center               | 1370         | 8.6%          | Senior/Teen Center (Red)       | 1433         | 8.8%          |
| Senior/Teen Center              | 1245         | 7.8%          | MV Transit Center              | 1396         | 8.5%          |
| Grant Rd.                       | 1118         | 7.0%          | Grant Rd. (Red)                | 1134         | 6.9%          |
| Rengstorff/Middlefield          | 826          | 5.2%          | Rengstorff/Middlefield (Red)   | 915          | 5.6%          |
| Civic Center                    | 747          | 4.7%          | Civic Center (Red)             | 795          | 4.9%          |
| Middlefield/Easy                | 650          | 4.1%          | El Camino Real/Sylvan (Red)    | 548          | 3.3%          |
| El Camino Real/Sylvan           | 609          | 3.8%          | El Camino Hospital             | 521          | 3.2%          |
| Middlefield/Moffett             | 565          | 3.5%          | Middlefield/Moffett (Red)      | 504          | 3.1%          |
| Cuesta/Miramonte                | 537          | 3.4%          | Sylvan Park (Red)              | 473          | 2.9%          |
| Sylvan Park                     | 535          | 3.3%          | California/Rengstorff (Red)    | 459          | 2.8%          |
| Middlefield/Terra Bella         | 443          | 2.8%          | Middlefield/Easy (Red)         | 454          | 2.8%          |
| Rengstorff/Central              | 415          | 2.6%          | California/Ortega East         | 450          | 2.7%          |
| Whisman Station                 | 377          | 2.4%          | Whisman Station (Red)          | 323          | 2.0%          |
| El Camino Hospital              | 371          | 2.3%          | Cuesta/Miramonte (Red)         | 320          | 2.0%          |
| Castro/El Camino Real (Gray)    | 341          | 2.1%          | Whisman/Middlefield (Red)      | 310          | 1.9%          |
| Whisman/Middlefield             | 337          | 2.1%          | Rengstorff/Central (Red)       | 272          | 1.7%          |
| California/Ortega West          | 316          | 2.0%          | Middlefield/Terra Bella (Red)  | 271          | 1.7%          |
| California/Rengstorff           | 300          | 1.9%          | Shoreline/Middlefield #1 (Red) | 260          | 1.6%          |
| California/Ortega East          | 298          | 1.9%          | Castro/El Camino Real (Red)    | 249          | 1.5%          |
| Community Center                | 291          | 1.8%          | California/Rengstorff          | 229          | 1.4%          |
| Shoreline/Middlefield #3 (Gray) | 244          | 1.5%          | Community Center (Red)         | 216          | 1.3%          |
| Rengstorff/Montecito            | 218          | 1.4%          | Villa/Franklin (Red)           | 214          | 1.3%          |
| Graham Middle School            | 213          | 1.3%          | Graham Middle School (Red)     | 208          | 1.3%          |
| Grant/Eunice                    | 142          | 0.9%          | Rengstorff/Montecito (Red)     | 200          | 1.2%          |
| Villa/Franklin                  | 121          | 0.8%          | California/Ortega West         | 191          | 1.2%          |
| Shoreline/Pear                  | 100          | 0.6%          | Grant/Eunice                   | 172          | 1.1%          |
| Cuesta/Grant                    | 73           | 0.5%          | Villa/Mariposa                 | 157          | 1.0%          |
| Villa/Shoreline                 | 62           | 0.4%          | Shoreline/Middlefield #2       | 94           | 0.6%          |
| Cuesta/Grant (Gray)             | 49           | 0.3%          | Cuesta/Grant                   | 92           | 0.6%          |
| Shoreline/Middlefield #2        | 18           | 0.1%          | Shoreline/Pear                 | 79           | 0.5%          |
| <b>Total</b>                    | <b>16002</b> | <b>100.0%</b> | <b>Total</b>                   | <b>16370</b> | <b>100.0%</b> |



# Summary of Website Activity

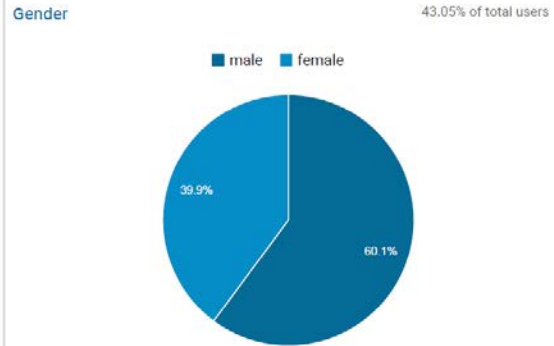
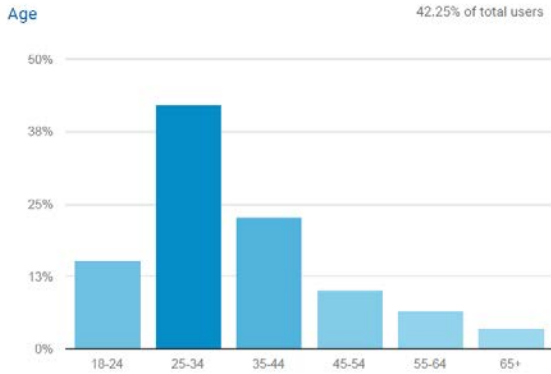
## Year To Date/Monthly Report

### Demographics: Overview

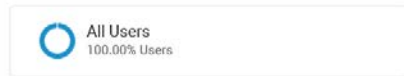


Jan 1, 2018 - Jun 30, 2018

Key Metric:

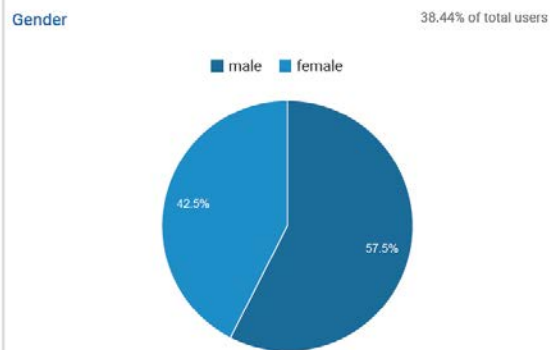
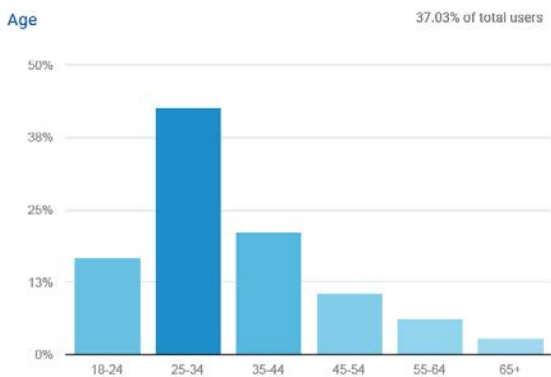


### Demographics: Overview




Jun 1, 2018 - Jun 30, 2018

Key Metric:



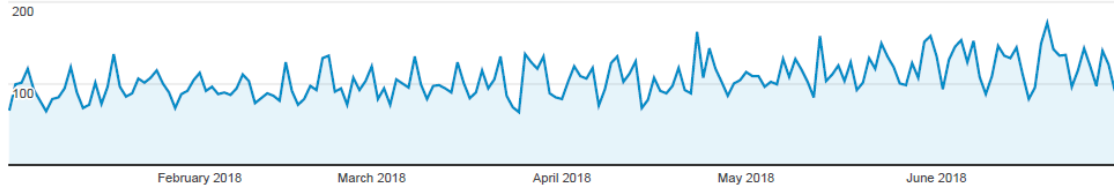
## Audience Overview

Jan 1, 2018 - Jun 30, 2018


**All Users**  
 100.00% Users

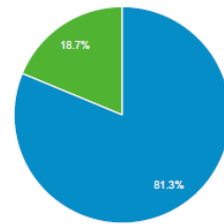
### Overview

#### Users



|   |                                     |                                       |
|---|-------------------------------------|---------------------------------------|
| <b>Users</b><br><b>13,748</b>                     | <b>New Users</b><br><b>13,185</b>   | <b>Sessions</b><br><b>21,584</b>      |
| <b>Number of Sessions per User</b><br><b>1.57</b> | <b>Pageviews</b><br><b>45,458</b>   | <b>Pages / Session</b><br><b>2.11</b> |
| <b>Avg. Session Duration</b><br><b>00:01:31</b>   | <b>Bounce Rate</b><br><b>66.59%</b> |                                       |


■ New Visitor
 ■ Returning Visitor



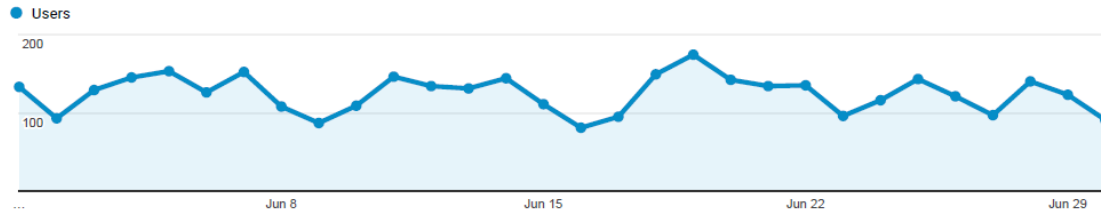
| Language | Users  | % Users |
|----------|--------|---------|
| 1. en-us | 12,147 | 88.62%  |
| 2. en-gb | 284    | 2.07%   |
| 3. fr    | 191    | 1.39%   |
| 4. zh-cn | 177    | 1.29%   |
| 5. zh-tw | 116    | 0.85%   |
| 6. ja-jp | 83     | 0.61%   |
| 7. ko    | 75     | 0.55%   |
| 8. es-xl | 53     | 0.39%   |
| 9. en-ca | 50     | 0.36%   |
| 10. ja   | 49     | 0.36%   |

## Audience Overview

Jun 1, 2018 - Jun 30, 2018

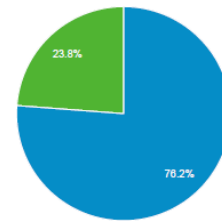

**All Users**  
 100.00% Users

### Overview



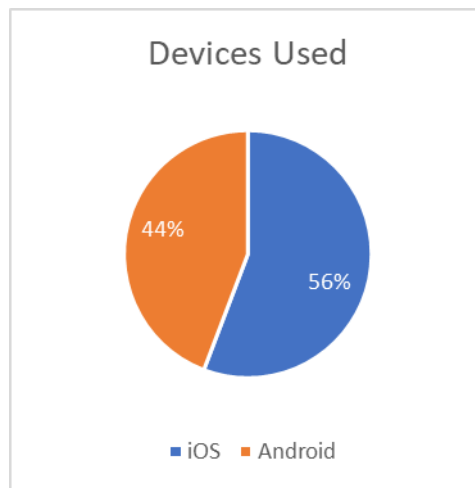
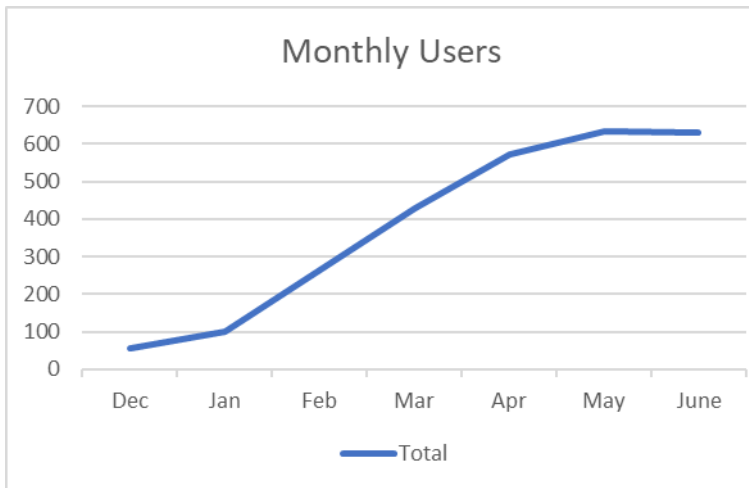
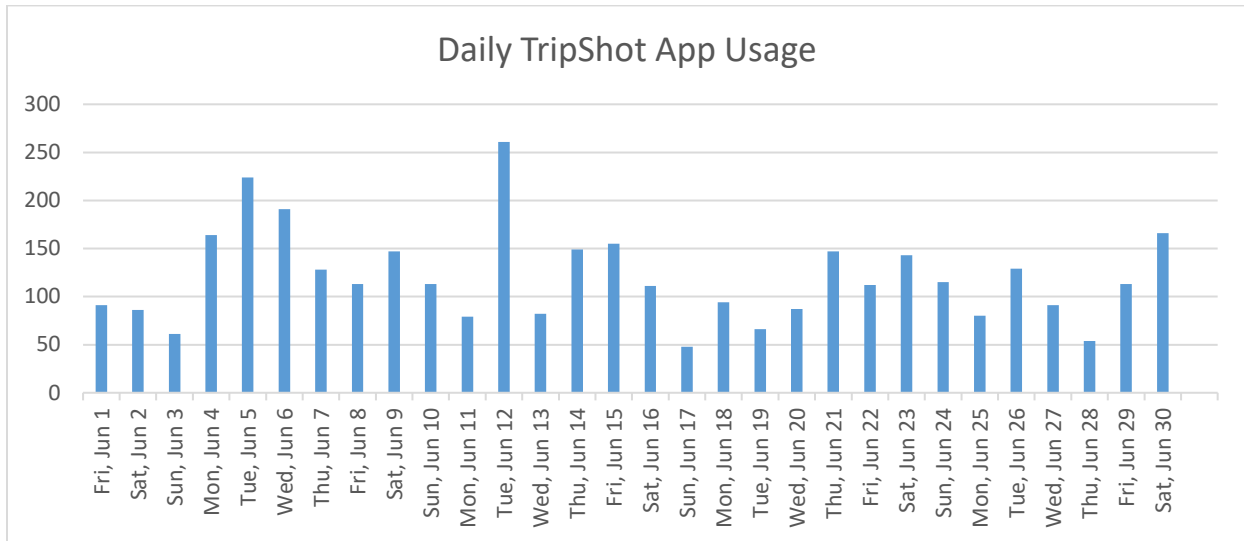
|  |                              |                                |
|--|------------------------------|--------------------------------|
| <b>Users</b><br>2,914                      | <b>New Users</b><br>2,568    | <b>Sessions</b><br>4,248       |
| <b>Number of Sessions per User</b><br>1.46 | <b>Pageviews</b><br>8,292    | <b>Pages / Session</b><br>1.95 |
| <b>Avg. Session Duration</b><br>00:01:33   | <b>Bounce Rate</b><br>67.96% |                                |

■ New Visitor
 ■ Returning Visitor



| Language  | Users | % Users |
|-----------|-------|---------|
| 1. en-us  | 2,532 | 86.80%  |
| 2. fr     | 101   | 3.46%   |
| 3. en-gb  | 54    | 1.85%   |
| 4. zh-cn  | 47    | 1.61%   |
| 5. zh-tw  | 23    | 0.79%   |
| 6. ko     | 13    | 0.45%   |
| 7. en     | 11    | 0.38%   |
| 8. en-ca  | 11    | 0.38%   |
| 9. ja     | 11    | 0.38%   |
| 10. ja-jp | 11    | 0.38%   |

## Summary of TripShot App Activity



**Users\*: 630**

**App Sessions: 1036**

*\*User information is not required by the TripShot app and therefore, these numbers represent a low-end estimation based on the data available*

## Complaints Received by CSR Staff

- There were two complaints about shuttles departing early from their stops
  - All drivers are regularly reminded to wait until their scheduled departure time. Specific occurrences are looked into and individual drivers are spoken to directly.