

# Mountain View Community Shuttle Monthly Operations Report

April 5, 2018

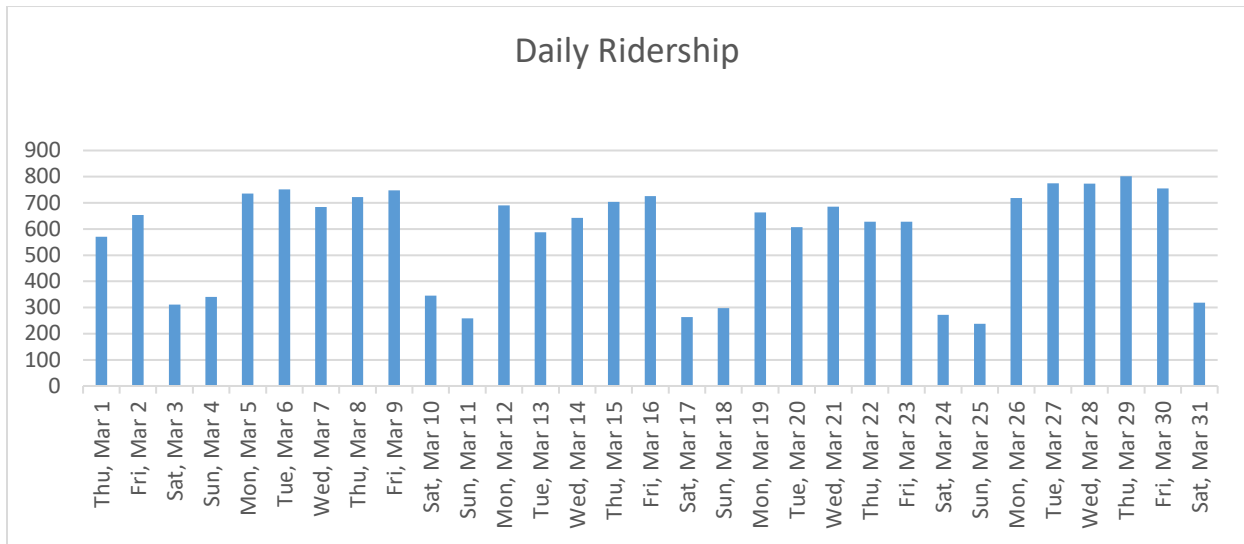
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## Passengers per Day, Table

				Thu, Mar 1	Fri, Mar 2	Sat, Mar 3
				570	654	311
Sun, Mar 4	Mon, Mar 5	Tue, Mar 6	Wed, Mar 7	Thu, Mar 8	Fri, Mar 9	Sat, Mar 10
341	736	751	684	722	748	345
Sun, Mar 11	Mon, Mar 12	Tue, Mar 13	Wed, Mar 14	Thu, Mar 15	Fri, Mar 16	Sat, Mar 17
259	690	587	642	704	726	263
Sun, Mar 18	Mon, Mar 19	Tue, Mar 20	Wed, Mar 21	Thu, Mar 22	Fri, Mar 23	Sat, Mar 24
298	663	607	685	628	628	272
Sun, Mar 25	Mon, Mar 26	Tue, Mar 27	Wed, Mar 28	Thu, Mar 29	Fri, Mar 30	Sat, Mar 31
238	718	775	773	802	755	319

## Passengers per Day, Chart

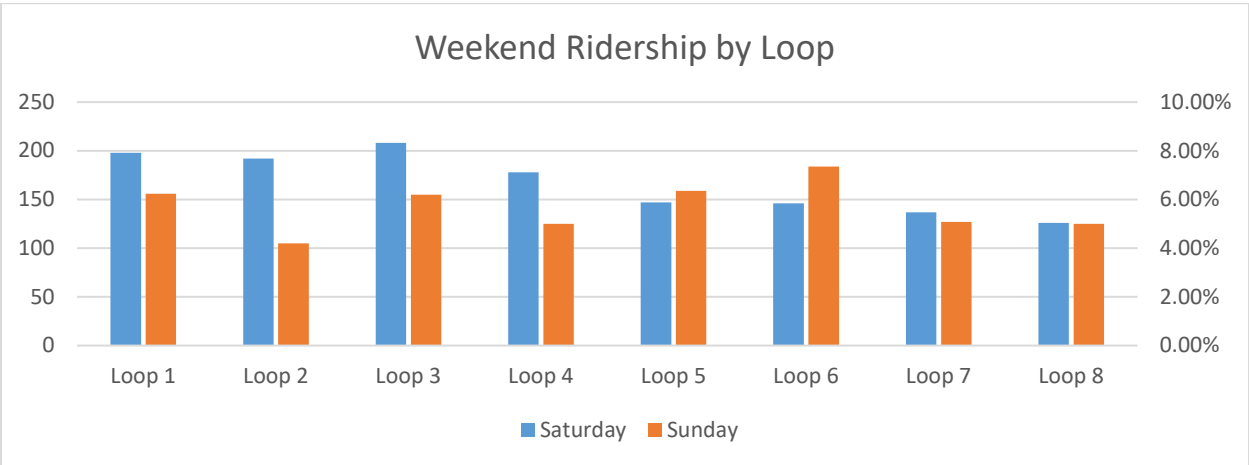
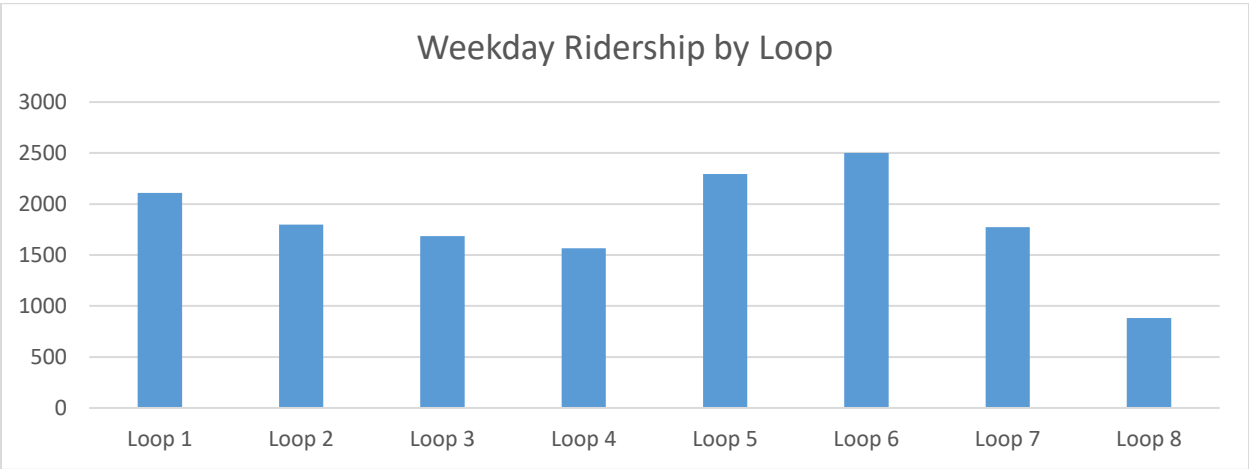
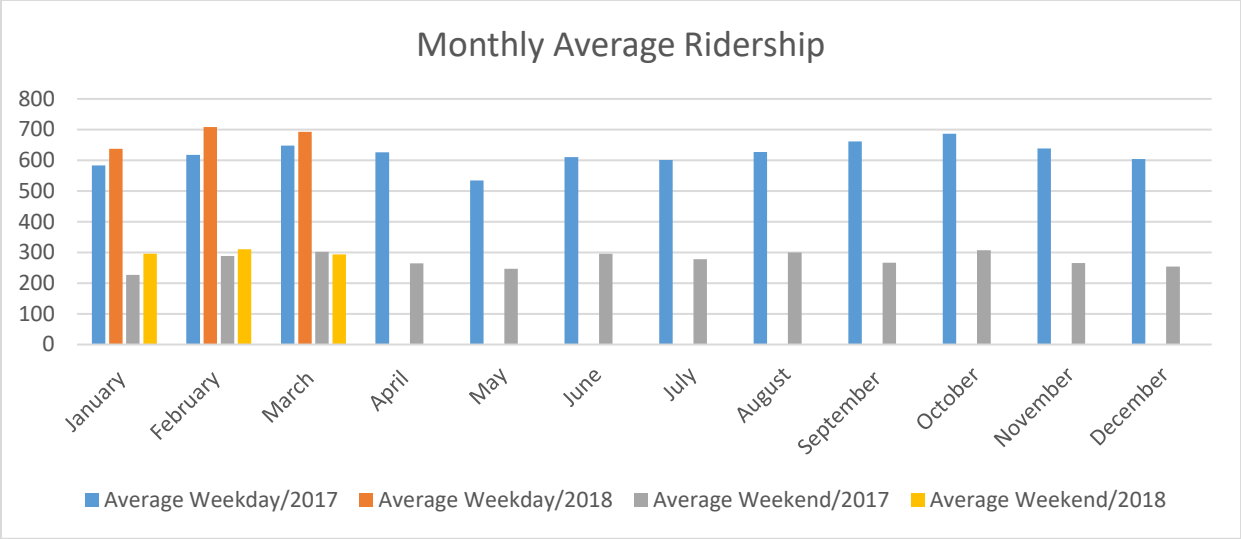


## Ridership Year-To-Date

	Total/ 2017	Total/ 2018	% change	Weekday Totals/ 2017	Weekday Totals/ 2018	% change	Weekend Totals/ 2017	Weekend Totals/ 2018	% 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			12517			2645		
May	16549			14333			2216		
June	15788			13424			2364		
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 Date	<b>189,925</b>	<b>50,499</b>							

## Average Daily Ridership 2017-2018

	Average Weekday / 2017	Average Weekday/ 2018	% change	Average Weekend/ 2017	Average Weekend/ 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			265		
May	534			246		
June	610			296		
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>680</b>	<b>10%</b>	<b>274</b>	<b>300</b>	<b>9%</b>



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

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

## Additional Ridership Data:

The number of bicycles carried in March: **259**

The number of wheelchair lift usage in March: **5**

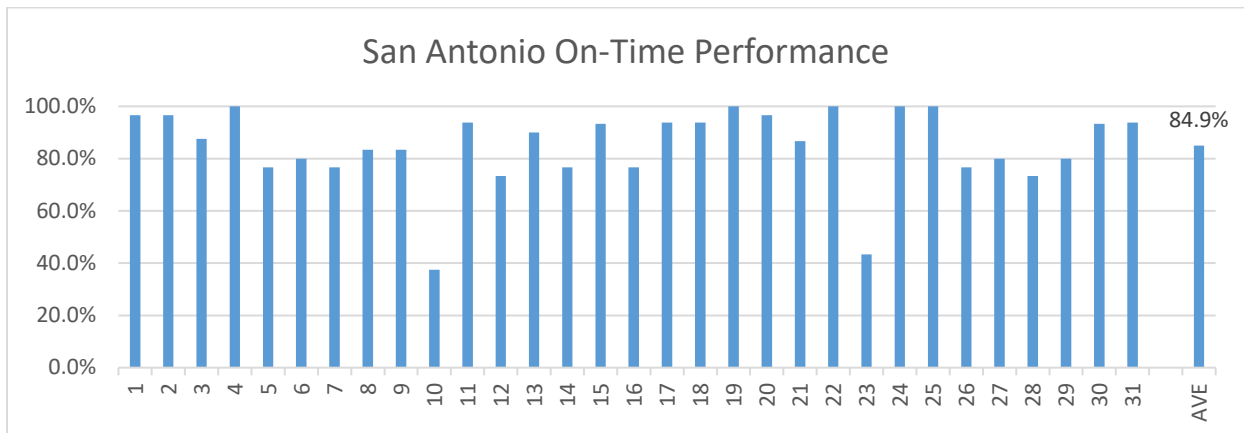
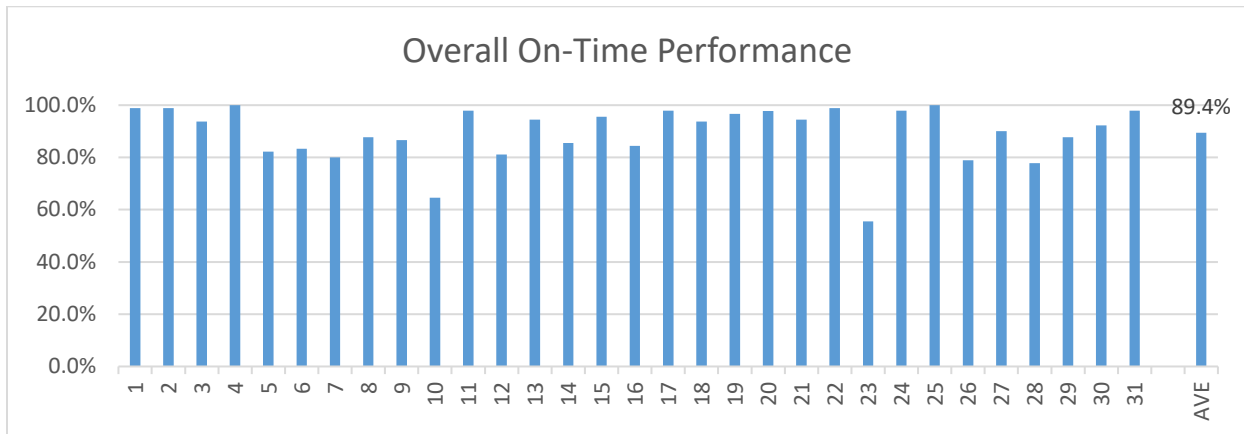
## Shuttle On-Time Performance

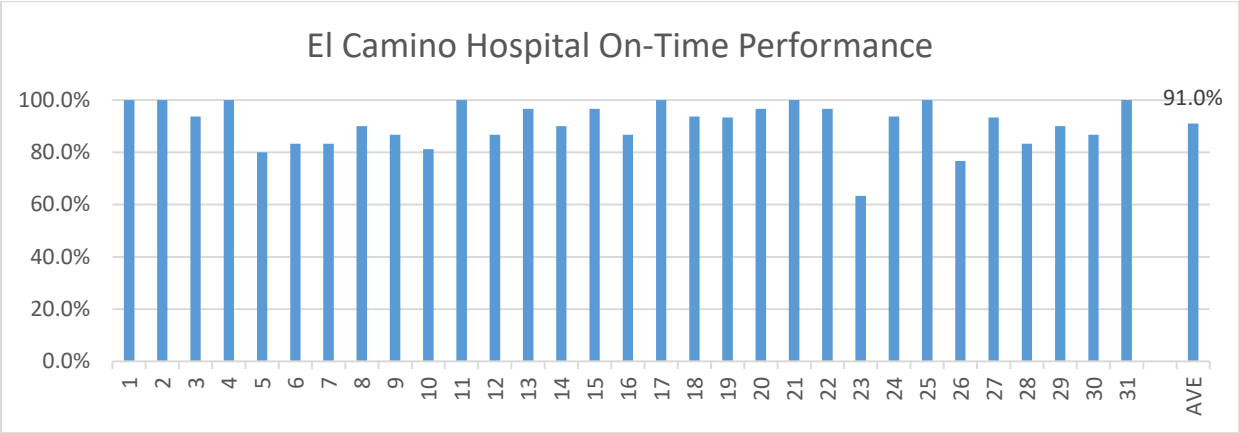
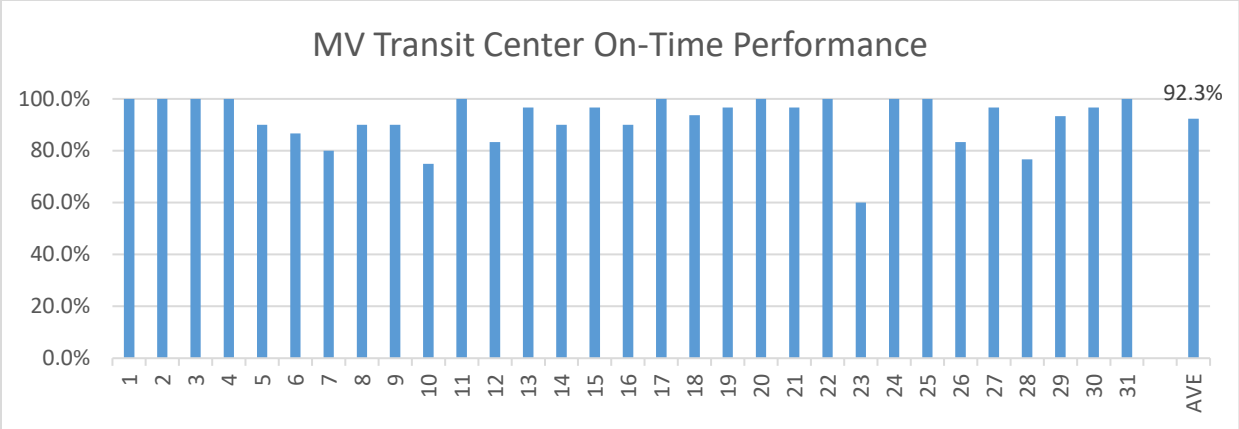
### Percentage of being on-time:

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.

**Overall average** of all shuttles being on time is **89.4%**





**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: **1 minutes and 59 seconds (01:59)** behind schedule.

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

GRAY Route			RED Route		
San Antonio Center	3051	16.4%	San Antonio Center	2930	17.0%
Senior/Teen Center	1779	9.6%	Senior/Teen Center (Red)	1571	9.1%
MV Transit Center	1453	7.8%	MV Transit Center	1464	8.5%
Grant Rd.	1293	7.0%	Grant Rd. (Red)	1252	7.3%
Middlefield/Terra Bella	976	5.3%	Rengstorff/Middlefield (Red)	885	5.1%
Graham Middle School	883	4.8%	Civic Center (Red)	646	3.8%
Rengstorff/Middlefield	787	4.2%	El Camino Real/Sylvan (Red)	603	3.5%
Middlefield/Easy	765	4.1%	El Camino Hospital	531	3.1%
Whisman Station	684	3.7%	Middlefield/Terra Bella (Red)	502	2.9%
Civic Center	682	3.7%	Middlefield/Moffett (Red)	498	2.9%
Middlefield/Moffett	650	3.5%	Sylvan Park (Red)	488	2.8%
El Camino Real/Sylvan	524	2.8%	Middlefield/Easy (Red)	467	2.7%
Rengstorff/Central	519	2.8%	California/Rengstorff (Red)	454	2.6%
Sylvan Park	501	2.7%	Whisman Station (Red)	429	2.5%
California/Rengstorff	497	2.7%	California/Ortega East	427	2.5%
Whisman/Middlefield	495	2.7%	California/Rengstorff	379	2.2%
Cuesta/Miramonte	440	2.4%	Graham Middle School (Red)	374	2.2%
California/Ortega West	429	2.3%	Shoreline/Middlefield #1 (Red)	361	2.1%
California/Ortega East	326	1.8%	Castro/El Camino Real (Red)	329	1.9%
El Camino Hospital	310	1.7%	Cuesta/Miramonte (Red)	329	1.9%
Community Center	273	1.5%	Rengstorff/Central (Red)	327	1.9%
Castro/El Camino Real (Gray)	270	1.5%	Community Center (Red)	308	1.8%
Shoreline/Middlefield #3 (Gray)	192	1.0%	Villa/Mariposa	299	1.7%
Villa/Franklin	180	1.0%	Whisman/Middlefield (Red)	289	1.7%
Rengstorff/Montecito	178	1.0%	Villa/Franklin (Red)	262	1.5%
Villa/Shoreline	131	0.7%	Rengstorff/Montecito (Red)	212	1.2%
Shoreline/Pear	92	0.5%	Grant/Eunice	207	1.2%
Cuesta/Grant	71	0.4%	California/Ortega West	185	1.1%
Grant/Eunice	69	0.4%	Shoreline/Pear	83	0.5%
Cuesta/Grant (Gray)	33	0.2%	Cuesta/Grant	77	0.4%
Shoreline/Middlefield #2	30	0.2%	Shoreline/Middlefield #2	24	0.1%
<b>Total</b>	<b>18563</b>	<b>100.0%</b>	<b>Total</b>	<b>17192</b>	<b>100.0%</b>



# Summary of Website Activity

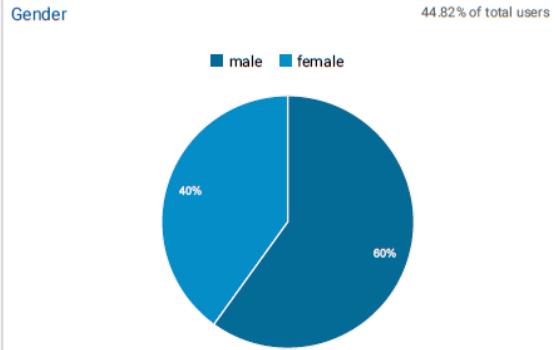
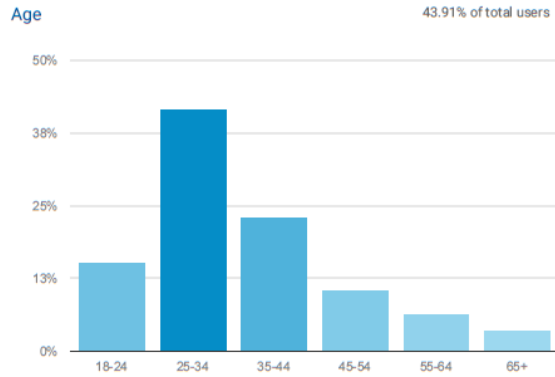
## Year To Date/Monthly Report

### Demographics: Overview

All Users  
100.00% Users

Jan 1, 2018 - Mar 31, 2018

Key Metric:

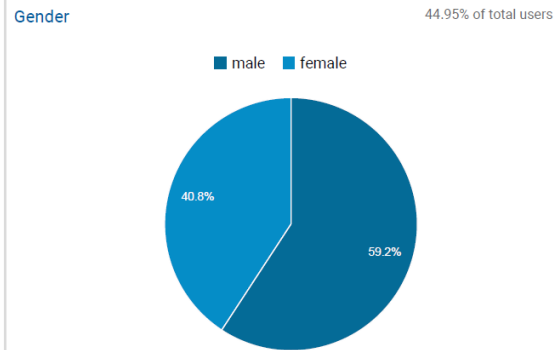
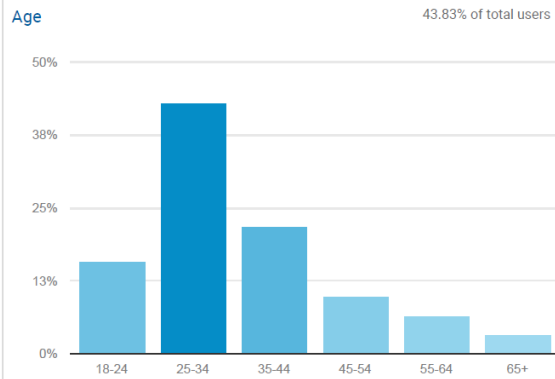


### Demographics: Overview

All Users  
100.00% Users


Mar 1, 2018 - Mar 31, 2018

Key Metric:

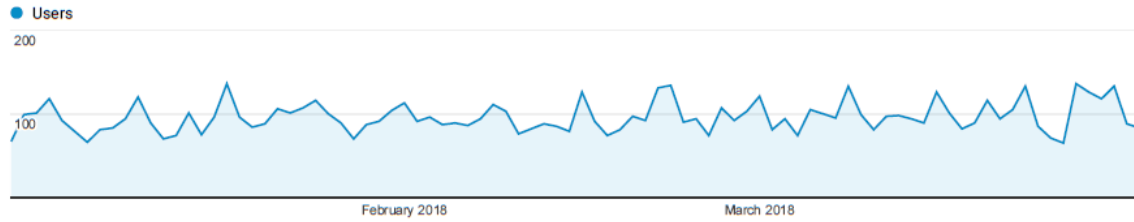


## Audience Overview

Jan 1, 2018 - Mar 31, 2018

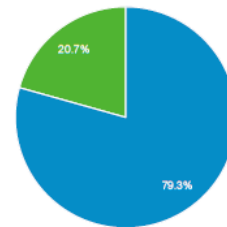

**All Users**  
 100.00% Users

### Overview



<b>Users</b> 6,367	<b>New Users</b> 5,913	<b>Sessions</b> 9,770
<b>Number of Sessions per User</b> 1.53	<b>Pageviews</b> 21,483	<b>Pages / Session</b> 2.20
<b>Avg. Session Duration</b> 00:01:27	<b>Bounce Rate</b> 66.78%	

■ New Visitor
 ■ Returning Visitor



Language	Users	% Users
1. en-us	5,772	90.17%
2. en-gb	137	2.14%
3. zh-cn	71	1.11%
4. ja-jp	48	0.75%
5. zh-tw	46	0.72%
6. ko	45	0.70%
7. es-xl	31	0.48%
8. es-419	28	0.44%
9. en-ca	25	0.39%
10. ja	21	0.33%

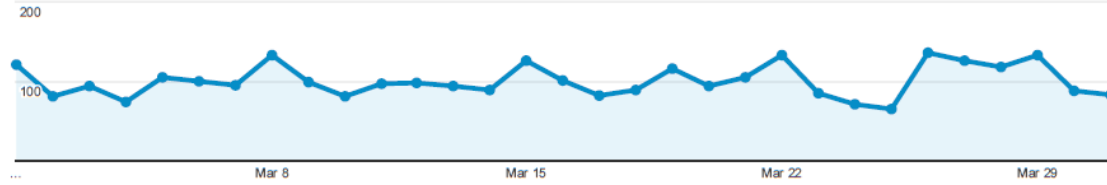
## Audience Overview

All Users  
100.00% Users

Mar 1, 2018 - Mar 31, 2018

### Overview

#### Users



#### Users

2,494



#### New Users

2,184



#### Sessions

3,480



#### Number of Sessions per User

1.40



#### Pageviews

7,742



#### Pages / Session

2.22



#### Avg. Session Duration

00:01:23

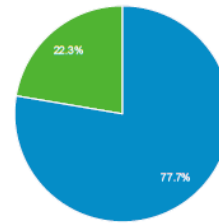


#### Bounce Rate

66.12%

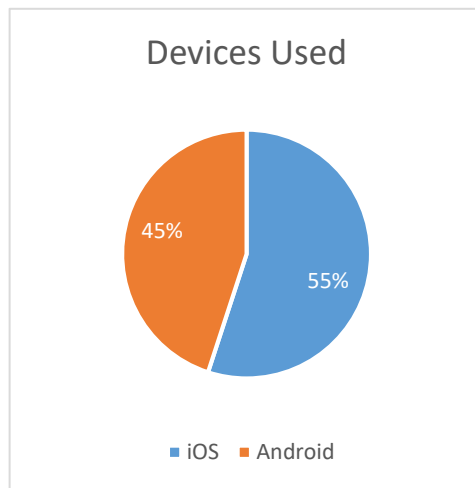
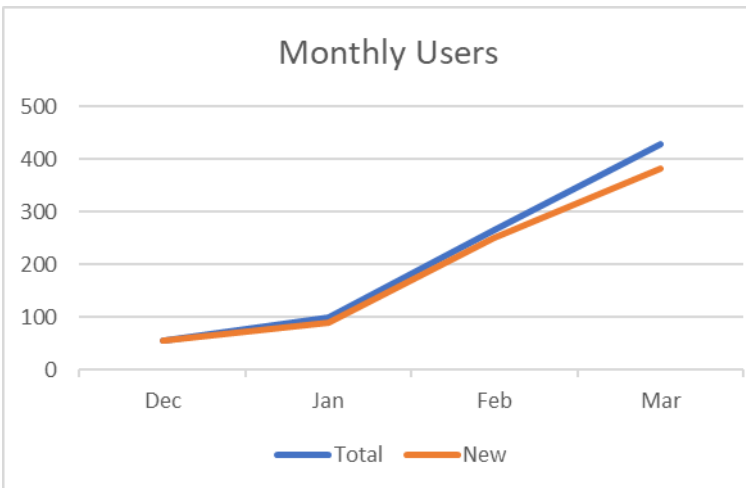
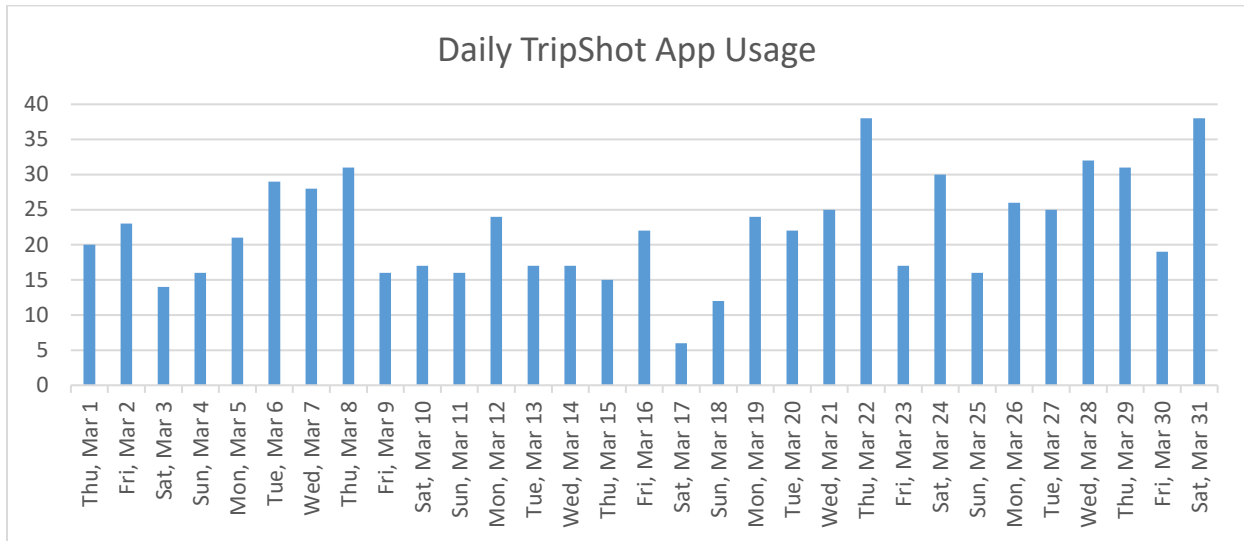


New Visitor Returning Visitor



Language	Users	% Users
1. en-us	2,254	90.30%
2. en-gb	42	1.68%
3. zh-cn	26	1.04%
4. zh-tw	17	0.68%
5. es-419	16	0.64%
6. en-ca	14	0.56%
7. ko	14	0.56%
8. es-xl	13	0.52%
9. de-de	11	0.44%
10. ja-jp	11	0.44%

## Summary of TripShot App Activity



**Users\*: 429**

**New Users\*: 383**

**App Sessions: 687**

*\*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 was one complaint that a shuttle left early
  - All drivers were reminded that they need to wait at a stop for their scheduled departure time if they arrive early.
- There was one complaint that a driver was on the phone for the duration of the trip.
  - Incident was reported to the driver manager and strict policy of no phone calls or headphones was reinforced with all drivers.
- There was one complaint that the shuttles only operate from 10am to 6pm.
  - Alternative transit options were provided for hours outside of MVCS service.
- There was one complaint about incorrect information being given by driver
  - CSR provided correct information and apologized for the incorrect information
- There was one incident in which the service doors closed on a child as he was trying to exit.
  - Police were called and a report was filed. Internal investigations are being conducted and will be used, along with the police report to determine disciplinary action, if any, for the driver.