



Mountain View Community Shuttle Monthly Operations Report

August 9, 2018

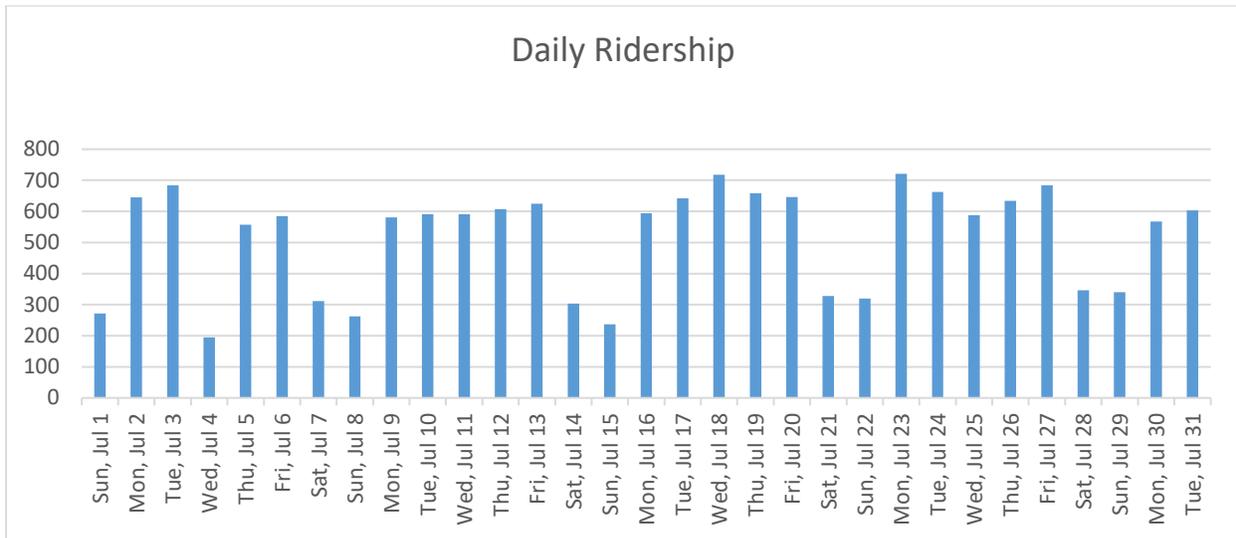
Contents

Passengers per Day, Table	- 3 -
Passengers per Day, Chart	- 3 -
Ridership Year-To-Date	- 4 -
Average Daily Ridership 2017-2018	- 4 -
Additional Ridership Data:	- 6 -
Shuttle On-Time Performance	- 6 -
Month Total Use (Boarding & Alighting) by Stops	- 8 -
Summary of Website Activity	- 9 -
Summary of TripShot App Activity	- 12 -
Complaints Received by CSR Staff	- 13 -

Passengers per Day, Table

Sun, Jul 1	Mon, Jul 2	Tue, Jul 3	Wed, Jul 4	Thu, Jul 5	Fri, Jul 6	Sat, Jul 7
272	645	684	195	557	585	312
Sun, Jul 8	Mon, Jul 9	Tue, Jul 10	Wed, Jul 11	Thu, Jul 12	Fri, Jul 13	Sat, Jul 14
262	581	591	591	607	625	303
Sun, Jul 15	Mon, Jul 16	Tue, Jul 17	Wed, Jul 18	Thu, Jul 19	Fri, Jul 20	Sat, Jul 21
237	594	642	718	658	646	328
Sun, Jul 22	Mon, Jul 23	Tue, Jul 24	Wed, Jul 25	Thu, Jul 26	Fri, Jul 27	Sat, Jul 28
320	721	663	588	634	684	346
Sun, Jul 29	Mon, Jul 30	Tue, Jul 31				
340	567	603				

Passengers per Day, Chart

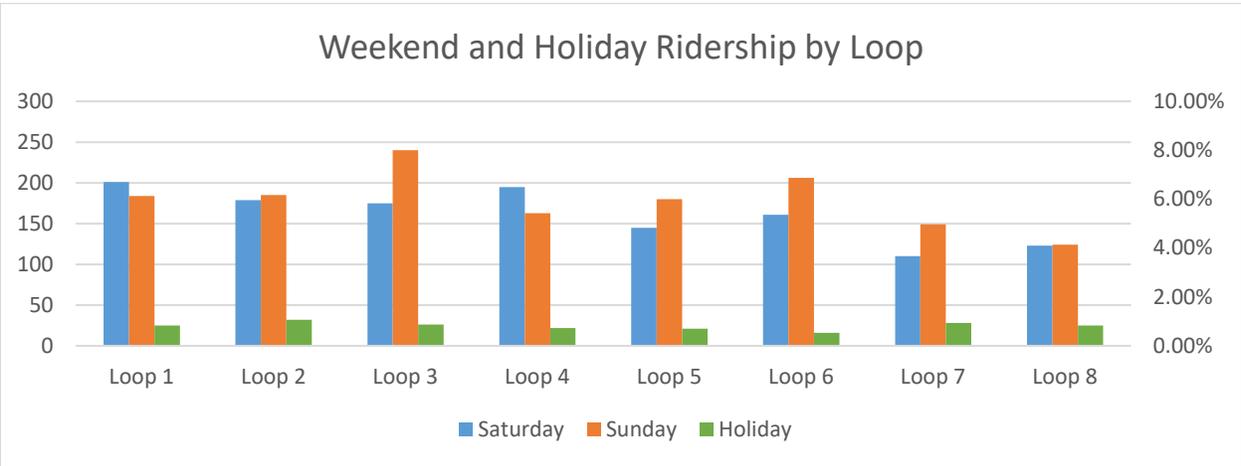
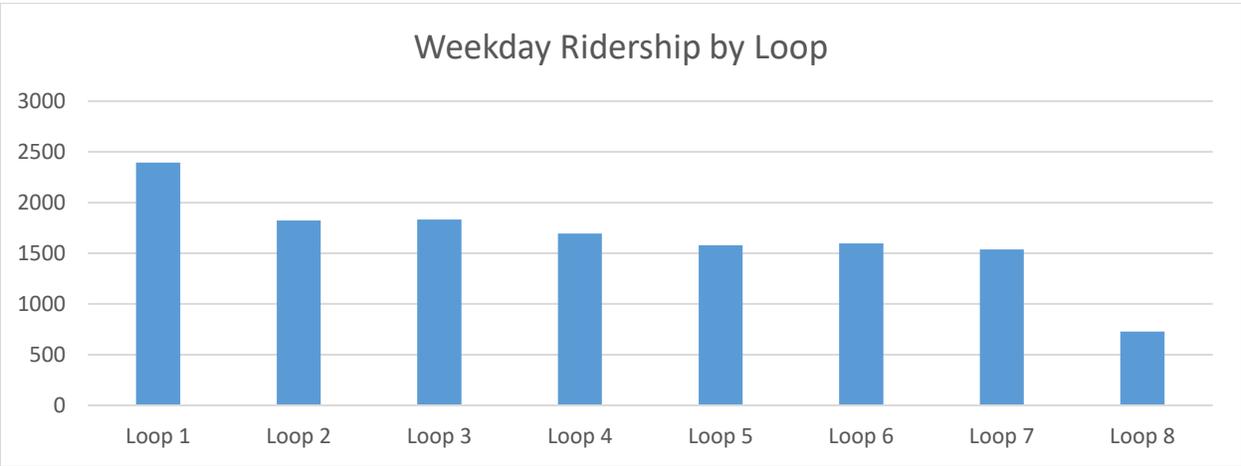
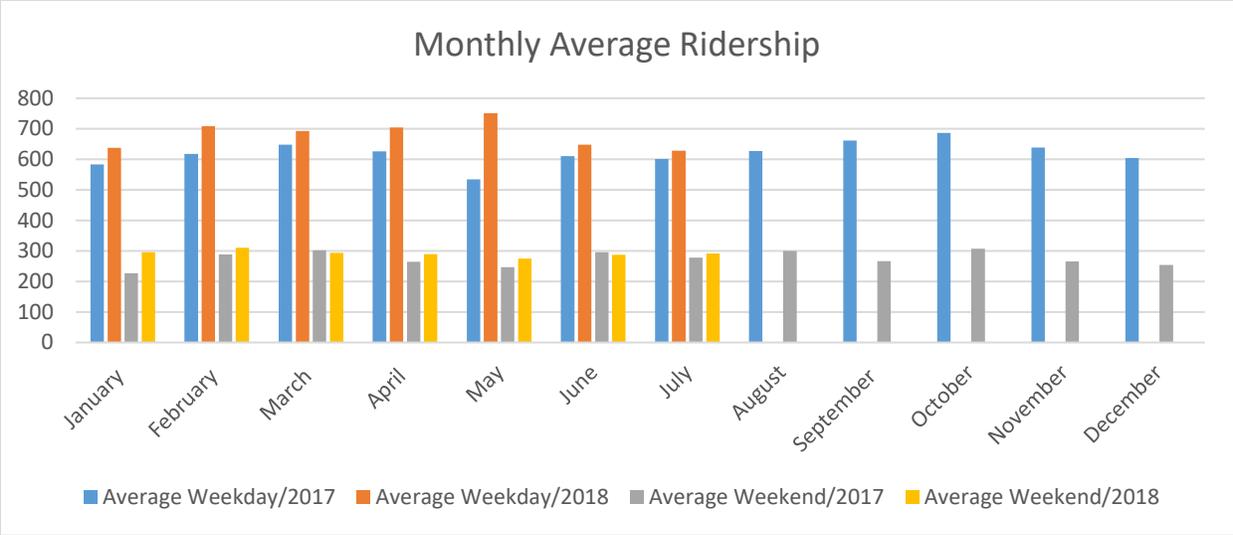


Ridership Year-To-Date

	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	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	16099	7%	12025	13184	10%	3063	2915	-5%
August	16828			14431			2397		
September	15786			13163			2623		
October	17876			15117			2759		
November	15810			13429			2381		
December	14866			12075			2791		
Year to Date	189,925	119,174							

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	704	12%	265	289	9%
May	534	751	41%	246	275	12%
June	610	648	6%	296	287	-3%
July	601	628	4%	278	292	5%
August	627			300		
September	661			266		
October	687			307		
November	639			265		
December	604			254		
YTD Average	620	681	10%	274	292	6%



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

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

Additional Ridership Data:

The number of bicycles carried in July: **253**

The number of wheelchair lift usage in July: **9**

Shuttle On-Time Performance

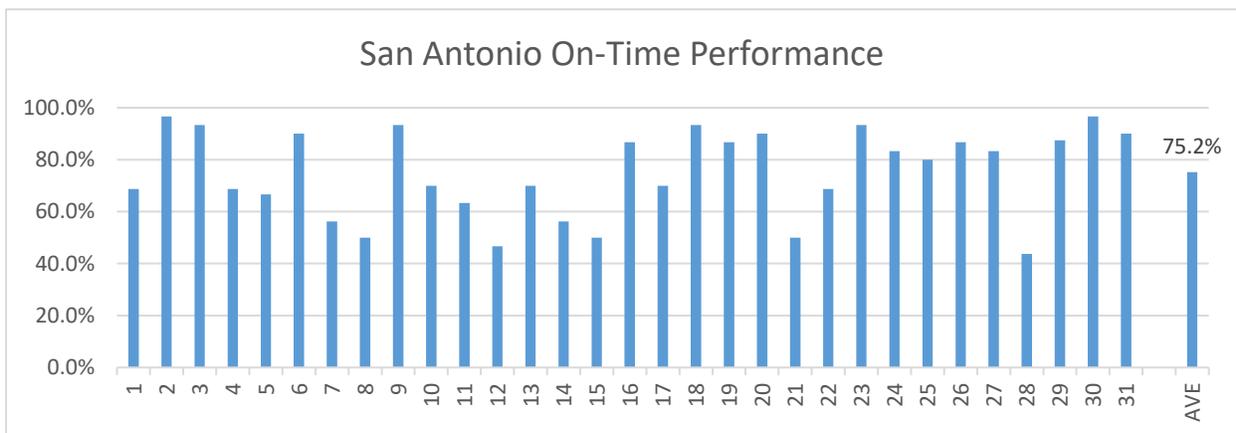
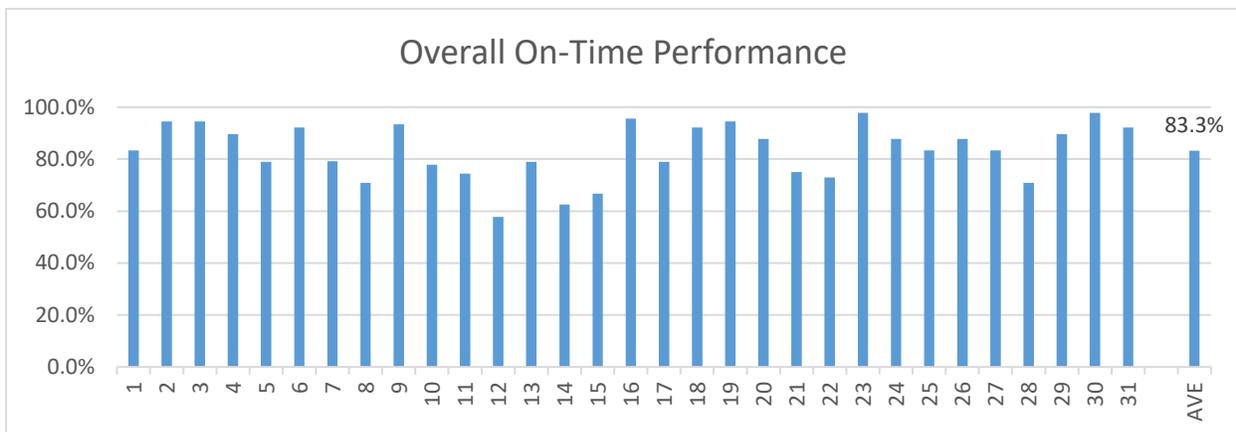
Percentage of being on-time:

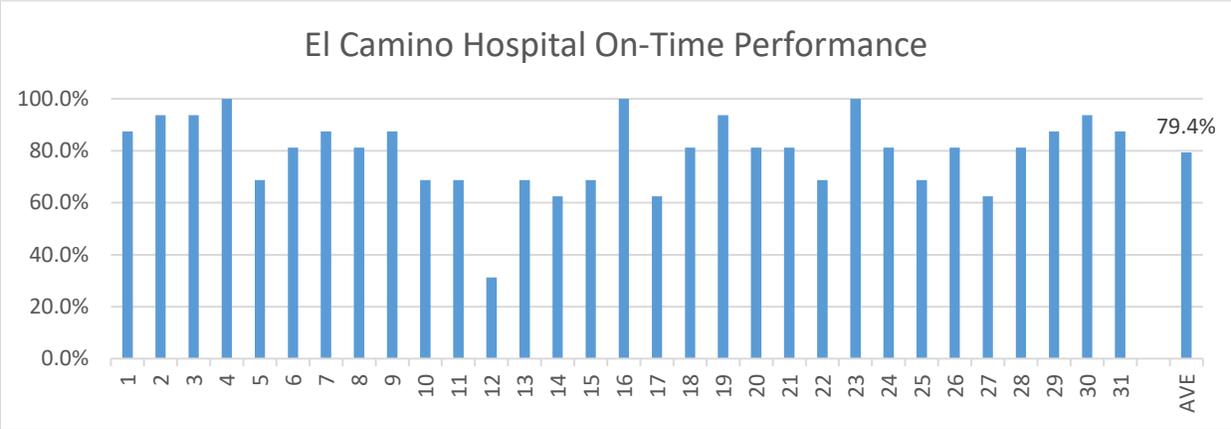
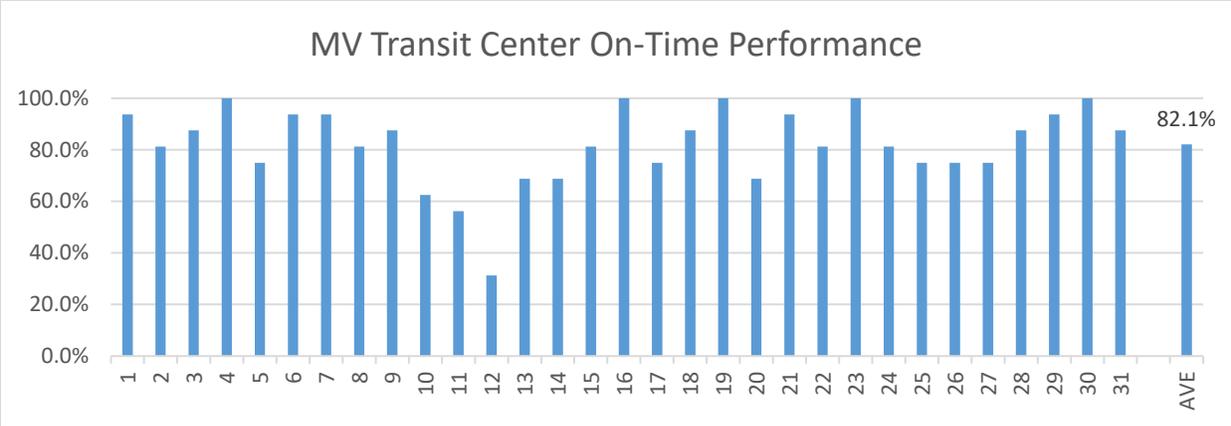
On-Time performance data is gathered from the TripShot app, which provides accurate GPS data for the shuttles and records their arrival and departure times from all stops.

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 **83.3%***





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 23 seconds (02:23)** behind schedule.

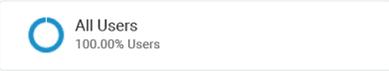
Month Total Use (Boarding & Alighting) by Stops

GRAY Route			RED Route		
s	3448	22.0%	San Antonio Center	3353	20.3%
MV Transit Center	1396	8.9%	Senior/Teen Center (Red)	1490	9.0%
Senior/Teen Center	1307	8.3%	MV Transit Center	1401	8.5%
Grant Rd.	1170	7.5%	Grant Rd. (Red)	1162	7.1%
Rengstorff/Middlefield	751	4.8%	Civic Center (Red)	844	5.1%
Civic Center	746	4.8%	Rengstorff/Middlefield (Red)	813	4.9%
El Camino Real/Sylvan	548	3.5%	El Camino Real/Sylvan (Red)	552	3.4%
Middlefield/Easy	530	3.4%	El Camino Hospital	529	3.2%
Sylvan Park	520	3.3%	California/Rengstorff (Red)	517	3.1%
Cuesta/Miramonte	493	3.1%	Sylvan Park (Red)	466	2.8%
Middlefield/Moffett	434	2.8%	California/Ortega East	455	2.8%
California/Rengstorff	387	2.5%	Middlefield/Easy (Red)	454	2.8%
Rengstorff/Central	354	2.3%	Middlefield/Moffett (Red)	422	2.6%
Whisman/Middlefield	349	2.2%	Whisman Station (Red)	392	2.4%
El Camino Hospital	343	2.2%	Cuesta/Miramonte (Red)	344	2.1%
Whisman Station	340	2.2%	Whisman/Middlefield (Red)	325	2.0%
Castro/El Camino Real (Gray)	307	2.0%	California/Rengstorff	295	1.8%
California/Ortega East	294	1.9%	Castro/El Camino Real (Red)	282	1.7%
California/Ortega West	294	1.9%	Rengstorff/Central (Red)	276	1.7%
Community Center	267	1.7%	Villa/Franklin (Red)	247	1.5%
Middlefield/Terra Bella	246	1.6%	Villa/Mariposa	241	1.5%
Graham Middle School	211	1.3%	Graham Middle School (Red)	240	1.5%
Shoreline/Middlefield #3 (Gray)	207	1.3%	Shoreline/Middlefield #1 (Red)	227	1.4%
Rengstorff/Montecito	149	1.0%	Middlefield/Terra Bella (Red)	203	1.2%
Villa/Franklin	148	0.9%	California/Ortega West	197	1.2%
Villa/Shoreline	136	0.9%	Shoreline/Pear	150	0.9%
Grant/Eunice	87	0.6%	Rengstorff/Montecito (Red)	145	0.9%
Shoreline/Pear	82	0.5%	Community Center (Red)	142	0.9%
Cuesta/Grant (Gray)	50	0.3%	Grant/Eunice	113	0.7%
Cuesta/Grant	50	0.3%	Cuesta/Grant	102	0.6%
Shoreline/Middlefield #2	22	0.1%	Shoreline/Middlefield #2	98	0.6%
Total	15666	100.0%	Total	16477	100.0%

Summary of Website Activity

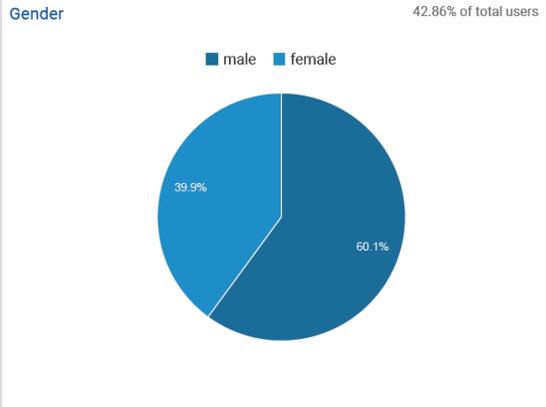
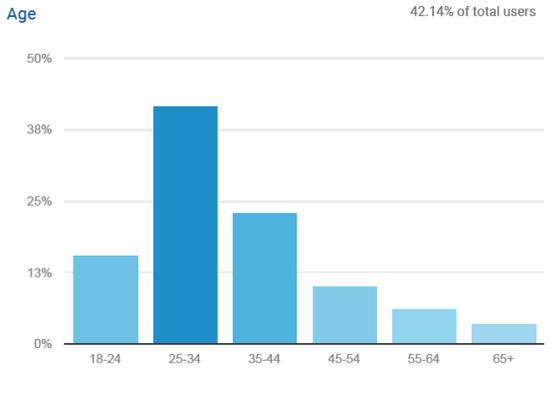
Year To Date/Monthly Report

Demographics: Overview



Jan 1, 2018 - Jul 31, 2018

Key Metric:

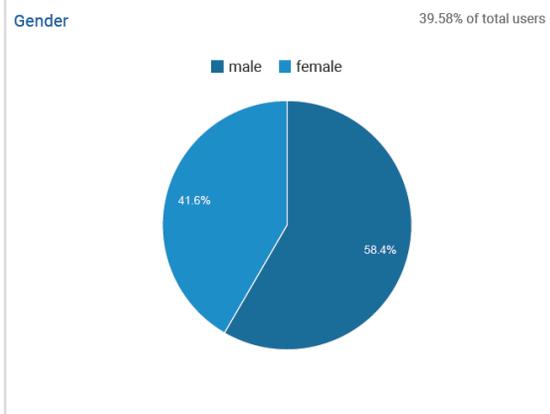
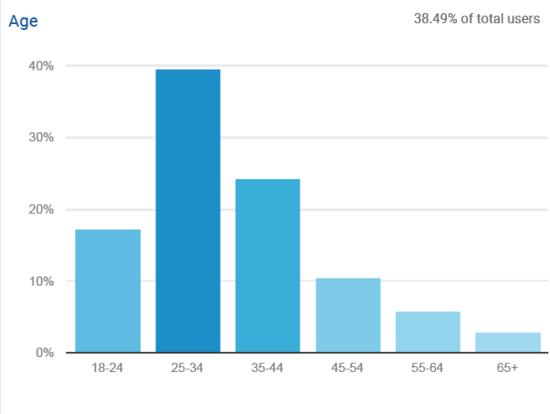


Demographics: Overview



Jul 1, 2018 - Jul 31, 2018

Key Metric:



Audience Overview

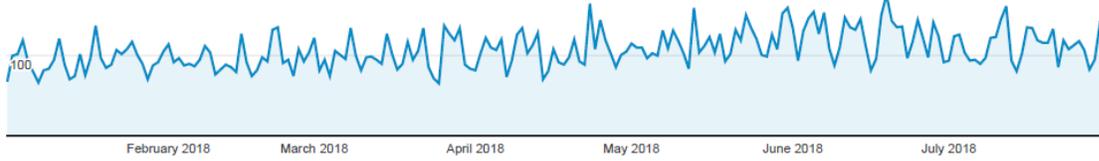
Jan 1, 2018 - Jul 31, 2018

All Users
100.00% Users

Overview

● Users

200



Users

16,010



New Users

15,485



Sessions

25,551



Number of Sessions per User

1.60



Pageviews

52,833



Pages / Session

2.07



Avg. Session Duration

00:01:31

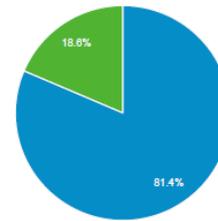


Bounce Rate

66.75%



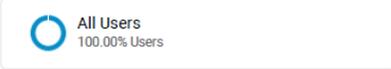
■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	14,126	88.41%
2. en-gb	325	2.03%
3. fr	231	1.45%
4. zh-cn	210	1.31%
5. zh-tw	142	0.89%
6. ja-jp	101	0.63%
7. ko	86	0.54%
8. es-xl	69	0.43%
9. en-ca	61	0.38%
10. es-419	58	0.36%

Audience Overview

Jul 1, 2018 - Jul 31, 2018



Overview

● Users



Users

2,658



New Users

2,300



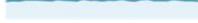
Sessions

3,967



Number of Sessions per User

1.49



Pageviews

7,375



Pages / Session

1.86



Avg. Session Duration

00:01:29

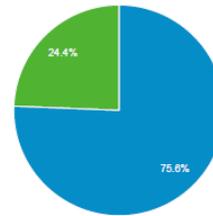


Bounce Rate

67.63%

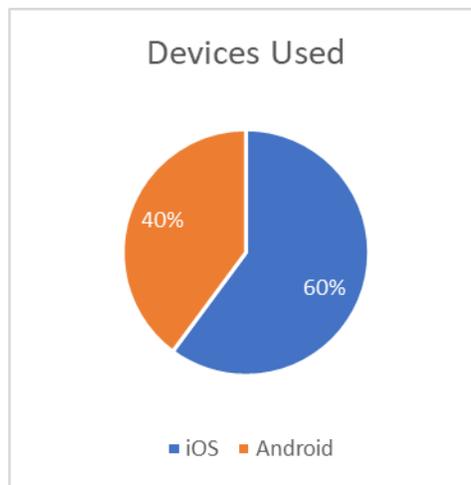
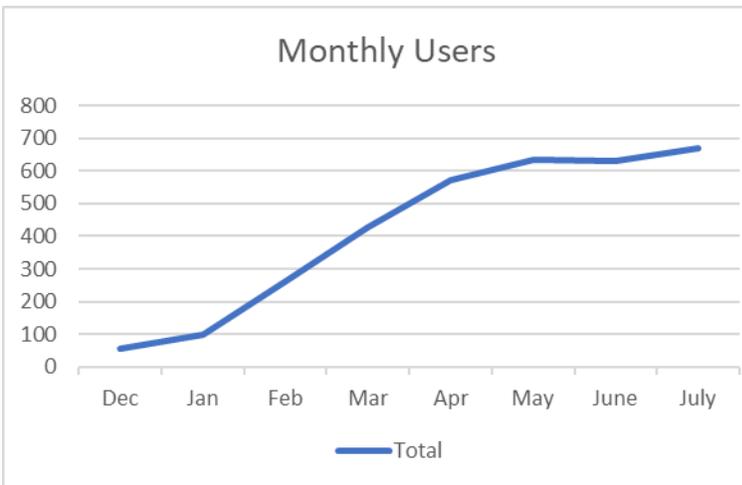
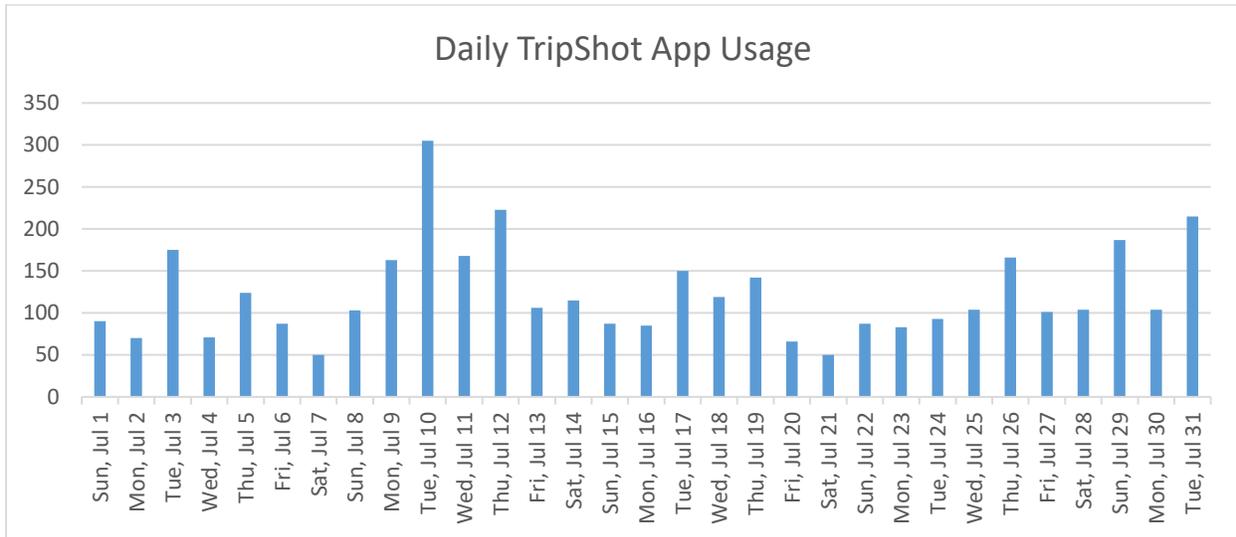


■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	2,343	87.98%
2. en-gb	46	1.73%
3. fr	40	1.50%
4. zh-cn	38	1.43%
5. zh-tw	27	1.01%
6. ja-jp	20	0.75%
7. es-xl	19	0.71%
8. es-419	15	0.56%
9. en-ca	11	0.41%
10. ko	11	0.41%

Summary of TripShot App Activity



Users*: 671

App Sessions: 1109

**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 about a shuttle departing early on a weekend.
 - Driver manager was notified and drivers are continually reminded to wait at a stop if they arrive early.
- There was one complaint the the A/C was not on or working in the shuttles.
- There was one complaint that there were no notices posted on signs indicating that the downtown stops would be closed due to Thursday Night Live event.