



# **Mountain View** Community Shuttle

## Monthly Operations Report

December 9, 2019

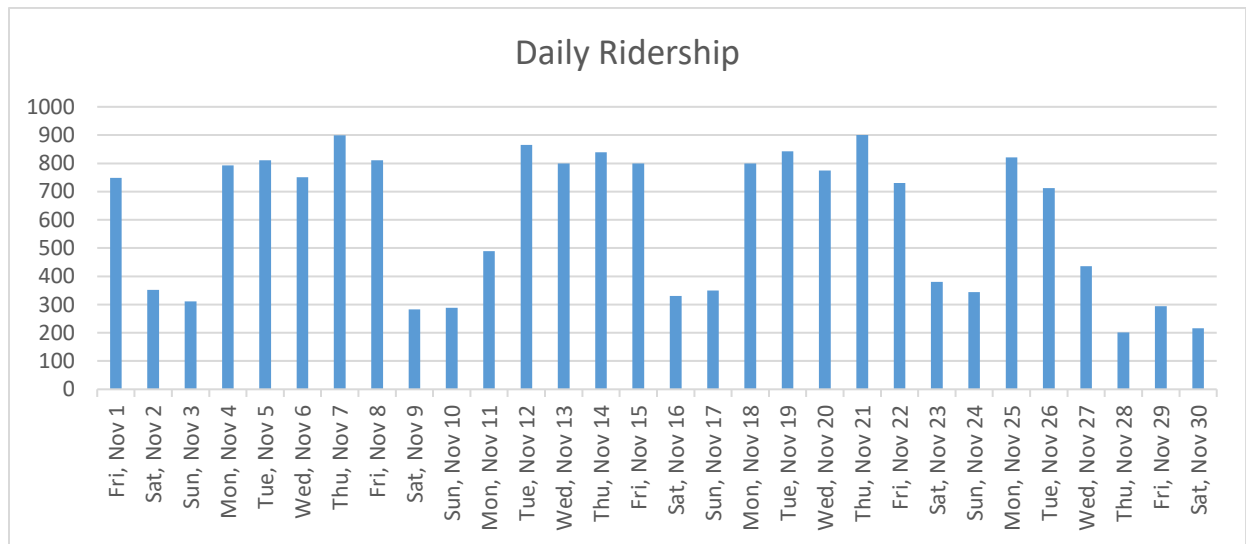
## Contents

<b>Passengers per Day, Table .....</b>	<b>- 3 -</b>
<b>Passengers per Day, Chart .....</b>	<b>- 3 -</b>
<b>Ridership Year-To-Date .....</b>	<b>- 4 -</b>
<b>Average Daily Ridership 2018-2019 .....</b>	<b>- 4 -</b>
<b>Additional Ridership Data: .....</b>	<b>- 6 -</b>
<b>Month Total Use (Boarding &amp; Alighting) by Stops .....</b>	<b>- 6 -</b>
<b>Shuttle On-Time Performance .....</b>	<b>- 7 -</b>
<b>Summary of Website Activity .....</b>	<b>- 9 -</b>
<b>Summary of TripShot App Activity.....</b>	<b>- 12 -</b>
<b>Complaints Received by CSR Staff.....</b>	<b>- 13 -</b>

## Passengers per Day, Table

					Fri, Nov 1	Sat, Nov 2
					748	352
Sun, Nov 3	Mon, Nov 4	Tue, Nov 5	Wed, Nov 6	Thu, Nov 7	Fri, Nov 8	Sat, Nov 9
311	793	811	751	899	811	283
Sun, Nov 10	Mon, Nov 11	Tue, Nov 12	Wed, Nov 13	Thu, Nov 14	Fri, Nov 15	Sat, Nov 16
289	489	865	799	839	800	330
Sun, Nov 17	Mon, Nov 18	Tue, Nov 19	Wed, Nov 20	Thu, Nov 21	Fri, Nov 22	Sat, Nov 23
350	800	843	775	900	730	380
Sun, Nov 24	Mon, Nov 25	Tue, Nov 26	Wed, Nov 27	Thu, Nov 28	Fri, Nov 29	Sat, Nov 30
344	821	712	436	201	294	216

## Passengers per Day, Chart

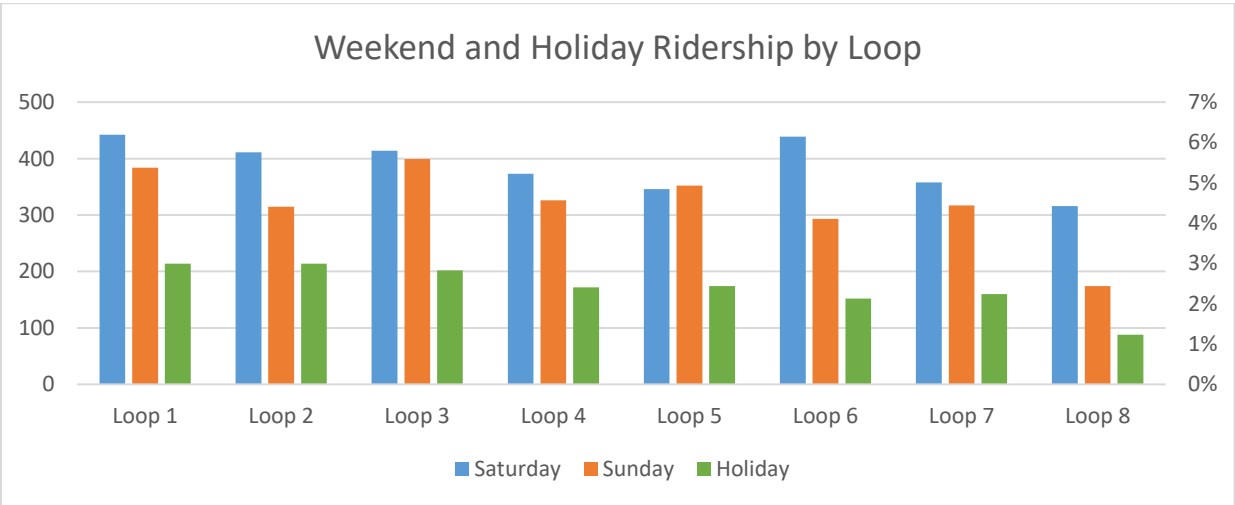
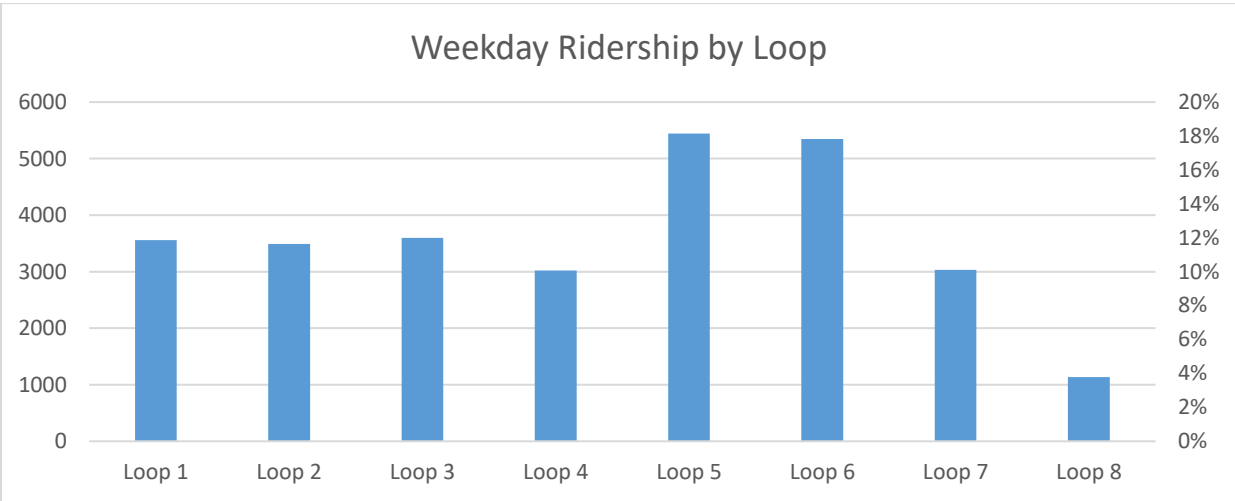
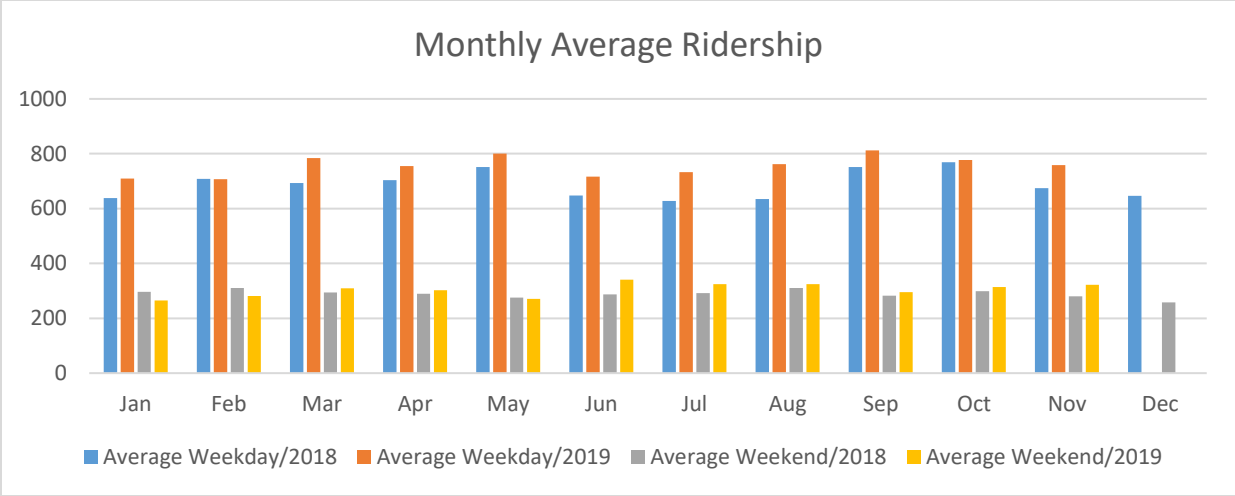


## Ridership Year-To-Date

	Total/2018	Total/2019	% change	Weekday Totals/ 2018	Weekday Totals/ 2019	% change	Weekend Totals/ 2018	Weekend Totals/ 2019	% change
January	16354	17530	7%	13394	14882	11%	2960	2648	-11%
February	16251	15963	-2%	13461	13435	0%	2790	2528	-9%
March	17894	19554	9%	15248	16461	8%	2646	3093	17%
April	17382	18579	7%	14786	15865	7%	2596	2714	5%
May	18997	20066	6%	16522	17625	7%	2475	2441	-1%
June	16197	17756	10%	13617	14344	5%	2580	3412	32%
July	16099	19040	18%	13184	16121	22%	2915	2919	0%
August	17080	19680	15%	14601	16755	15%	2479	2925	18%
September	17384	19190	10%	14273	16241	14%	3111	2949	-5%
October	20088	20378	1%	17697	17869	1%	2391	2509	5%
November	16272	17972	10%	13473	14427	7%	2799	3545	27%
December	15781			12945			2836		
<b>Year to Date</b>	<b>205,779</b>	<b>205,708</b>							

## Average Daily Ridership 2018-2019

	Average Weekday/2018	Average Weekday/2019	% change	Average Weekend/2018	Average Weekend/2019	% change
January	638	709	11%	296	265	-10%
February	708	707	0%	310	281	-9%
March	693	784	13%	294	309	5%
April	704	755	7%	289	302	4%
May	751	801	7%	275	271	-1%
June	648	717	11%	287	341	19%
July	628	733	17%	292	324	11%
August	635	762	20%	310	325	5%
September	751	812	8%	283	295	4%
October	769	777	1%	299	314	5%
November	674	759	13%	280	322	15%
December	647			258		
<b>YTD Average</b>	<b>687</b>	<b>756</b>	<b>10%</b>	<b>289</b>	<b>304</b>	<b>5%</b>



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

**Peak Service Loop: 5th loop, 2:00 PM – 3:25 PM.**

## Additional Ridership Data:

The number of bicycles carried: **282**

The number of wheelchair lift usage: **8**

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

GRAY Route			RED Route		
San Antonio Center	2953	15.1%	San Antonio Center	2799	17.3%
MV Transit Center	1744	8.9%	Grant Rd. (Red)	1543	9.6%
Senior/Teen Center	1661	8.5%	Senior/Teen Center (Red)	1541	9.6%
Grant Rd.	1480	7.6%	MV Transit Center	1363	8.4%
Middlefield/Easy	934	4.8%	El Camino Real/Sylvan (Red)	719	4.5%
Rengstorff/Middlefield	903	4.6%	Rengstorff/Middlefield (Red)	637	3.9%
Cuesta/Miramonte	847	4.3%	Middlefield/Moffett (Red)	594	3.7%
Crittenden Middle School	805	4.1%	Civic Center (Red)	581	3.6%
Graham Middle School	776	4.0%	Sylvan Park (Red)	508	3.1%
El Camino Real/Sylvan	663	3.4%	California/Ortega East	434	2.7%
Middlefield/Moffett	642	3.3%	El Camino Hospital	433	2.7%
Civic Center	634	3.2%	Middlefield/Easy (Red)	431	2.7%
Whisman Station	625	3.2%	Whisman Station (Red)	429	2.7%
Sylvan Park	594	3.0%	Crittenden Middle School (Red)	416	2.6%
California/Rengstorff	511	2.6%	Villa/Franklin (Red)	361	2.2%
Whisman/Middlefield	418	2.1%	California/Rengstorff (Red)	343	2.1%
California/Ortega West	397	2.0%	Castro/El Camino Real (Red)	268	1.7%
El Camino Hospital	360	1.8%	Cuesta/Miramonte (Red)	256	1.6%
Castro/El Camino Real (Gray)	353	1.8%	Villa/Mariposa	254	1.6%
Rengstorff/Central	320	1.6%	Shoreline/Middlefield #1 (Red)	241	1.5%
Community Center	319	1.6%	Grant/Eunice	229	1.4%
Shoreline/Middlefield #3 (Gray)	267	1.4%	Rengstorff/Central (Red)	228	1.4%
California/Ortega East	264	1.4%	Whisman/Middlefield (Red)	221	1.4%
Middlefield/San Pierre	212	1.1%	Rengstorff/Montecito (Red)	220	1.4%
Villa/Franklin	184	0.9%	California/Ortega West	217	1.3%
Rengstorff/Montecito	152	0.8%	California/Rengstorff	213	1.3%
Villa/Shoreline	146	0.7%	Graham Middle School (Red)	174	1.1%
Shoreline/Pear	105	0.5%	Community Center (Red)	174	1.1%
Grant/Eunice	82	0.4%	Middlefield/San Pierre (Red)	121	0.7%
Cuesta/Grant	72	0.4%	Shoreline/Pear	75	0.5%
Cuesta/Grant (Gray)	70	0.4%	Cuesta/Grant	69	0.4%
Shoreline/Middlefield #2	26	0.1%	Shoreline/Middlefield #2	43	0.3%
<b>Total</b>	<b>19519</b>	<b>100.0%</b>	<b>Total</b>	<b>16135</b>	<b>100.0%</b>

# Shuttle On-Time Performance

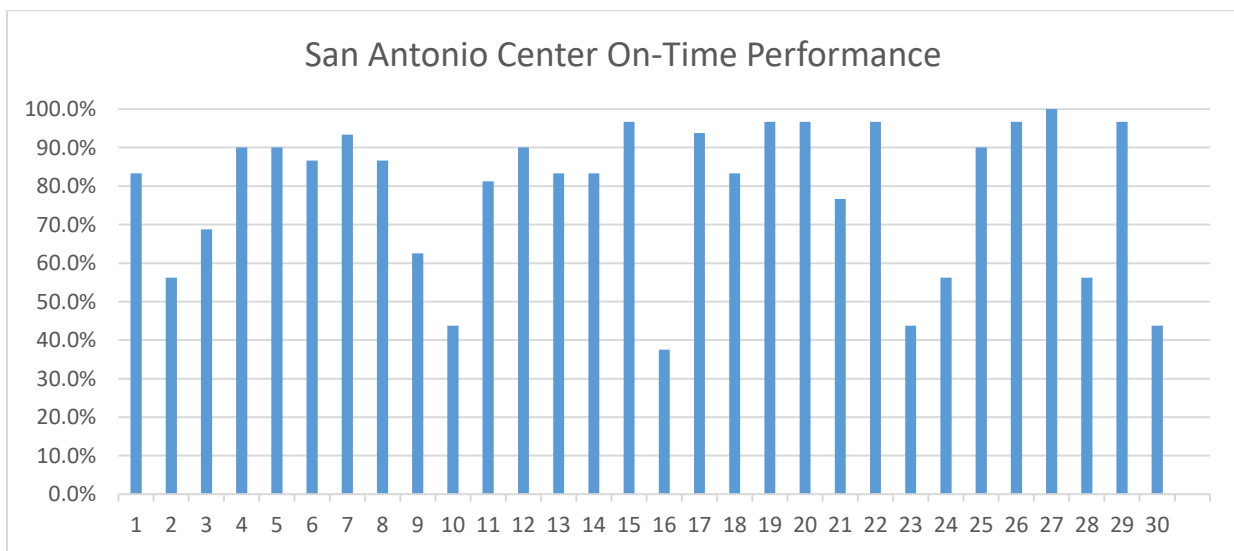
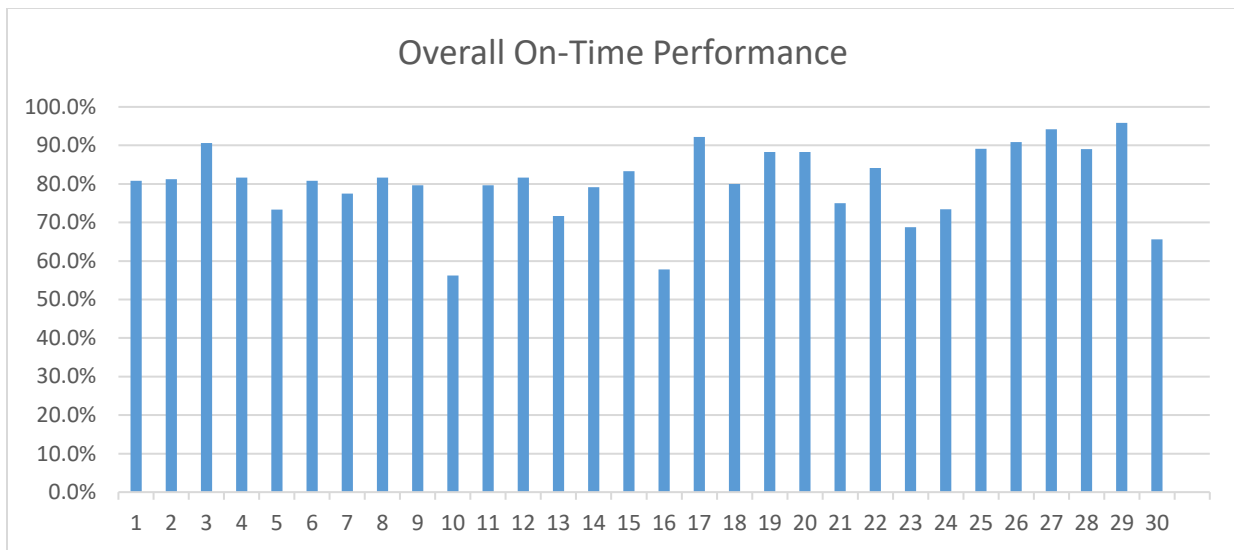
## Percentage of being on-time:

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.

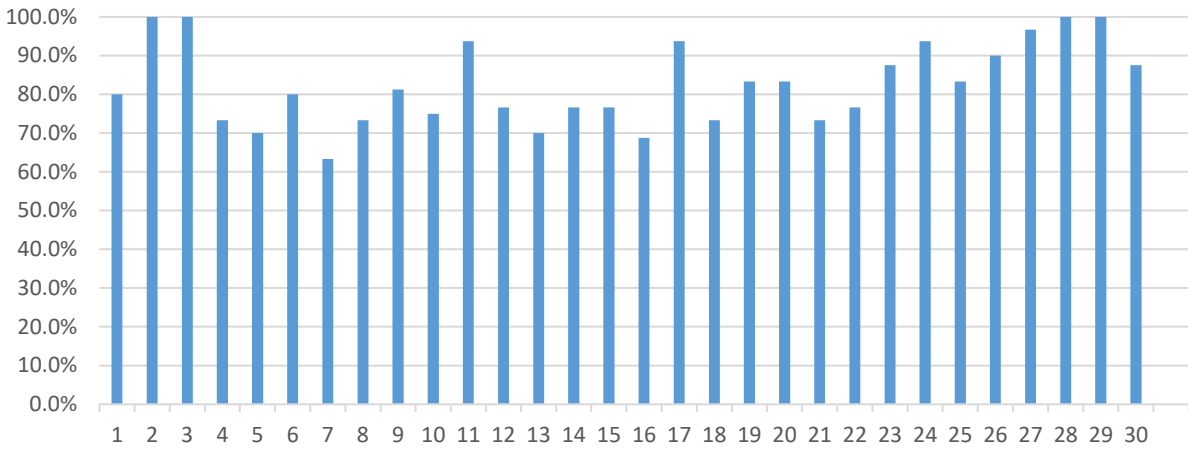
Because the TripShot app allows the shuttles to be tracked throughout the entire route, Overall On-Time Performance averages are collected from 4 specific stops.

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

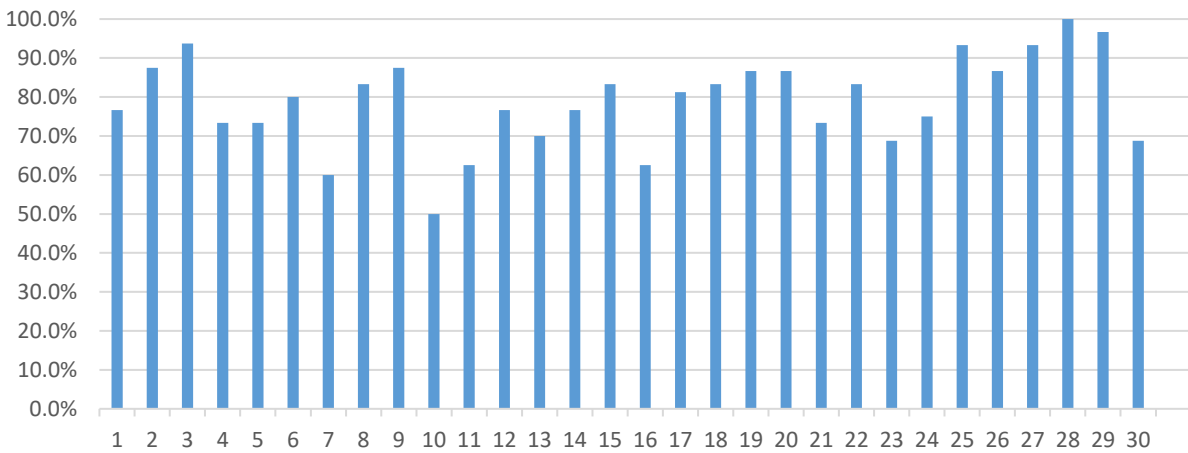
**Overall average** of all shuttles being on time is **80.4%**



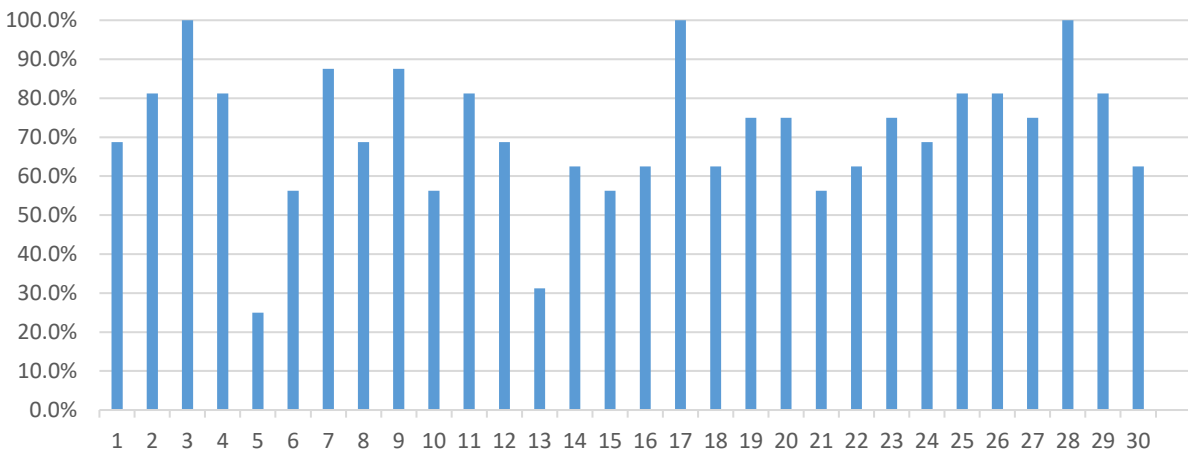
### MV Transit Center On-Time Performance



### El Camino Hospital On-Time Performance



### Shoreline/Middlefield On-Time Performance

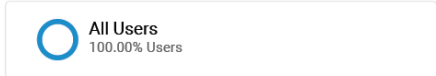




# Summary of Website Activity

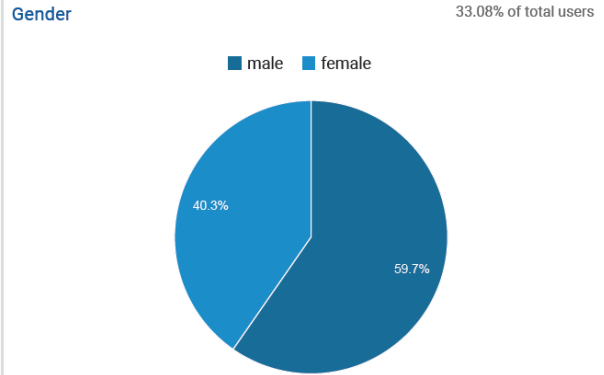
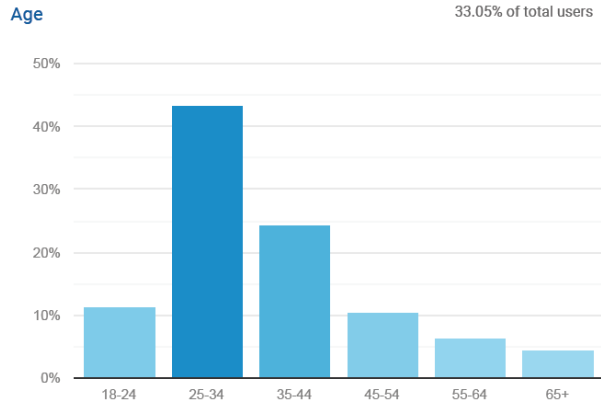
## Year To Date/Monthly Report

### Demographics: Overview

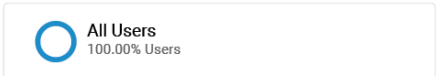


Jan 1, 2019 - Nov 30, 2019

#### Key Metric:

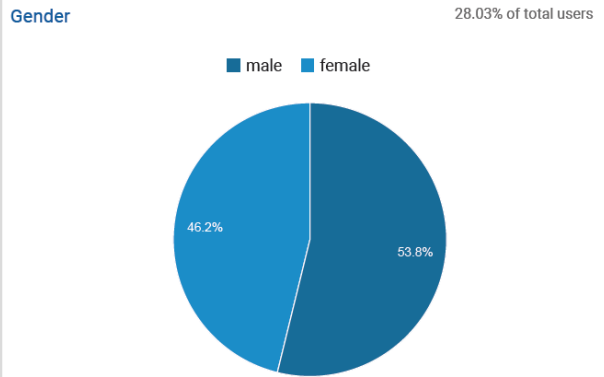
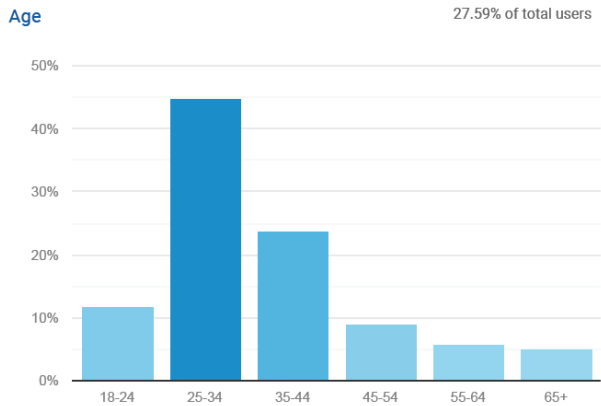


### Demographics: Overview




Nov 1, 2019 - Nov 30, 2019

#### Key Metric:



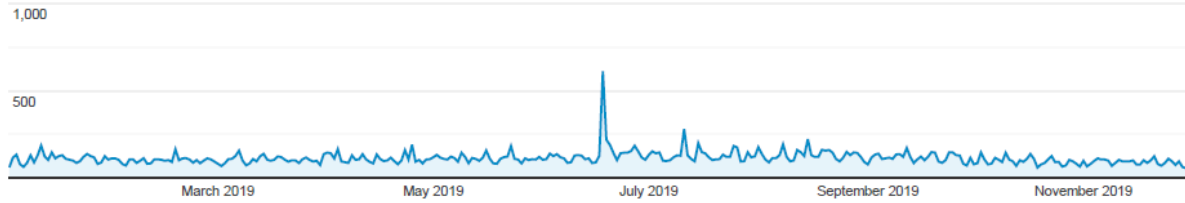
## Audience Overview

Jan 1, 2019 - Nov 30, 2019


**All Users**  
 100.00% Users

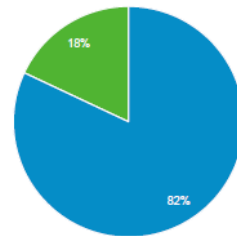
**Overview**

● Users



<b>Users</b> <b>26,717</b>	<b>New Users</b> <b>26,228</b>	<b>Sessions</b> <b>43,058</b>
<b>Number of Sessions per User</b> <b>1.61</b>	<b>Pageviews</b> <b>79,725</b>	<b>Pages / Session</b> <b>1.85</b>
<b>Avg. Session Duration</b> <b>00:01:26</b>	<b>Bounce Rate</b> <b>69.70%</b>	


■ New Visitor ■ Returning Visitor



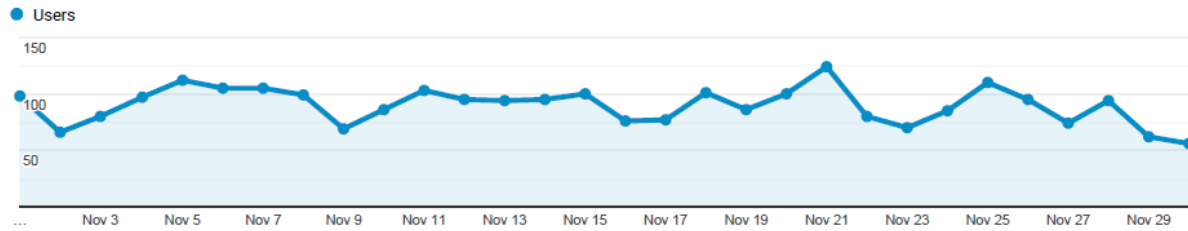
Language	Users	% Users
1. en-us	23,745	88.80%
2. en-gb	542	2.03%
3. zh-cn	384	1.44%
4. ja-jp	220	0.82%
5. zh-tw	198	0.74%
6. es-xl	187	0.70%
7. en-ca	168	0.63%
8. ko	141	0.53%
9. en	128	0.48%
10. ja	82	0.31%

## Audience Overview

Nov 1, 2019 - Nov 30, 2019

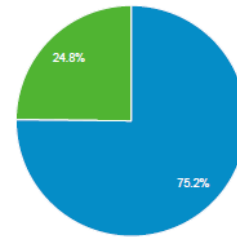

**All Users**  
 100.00% Users

### Overview



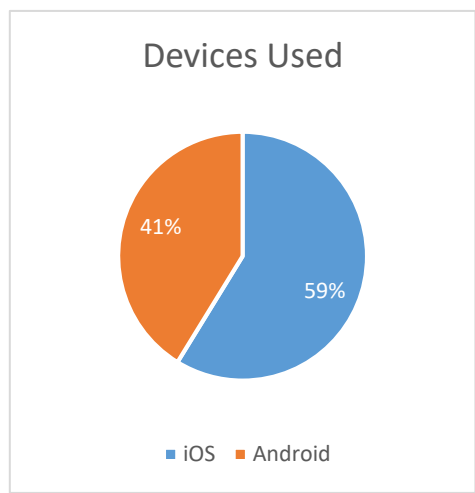
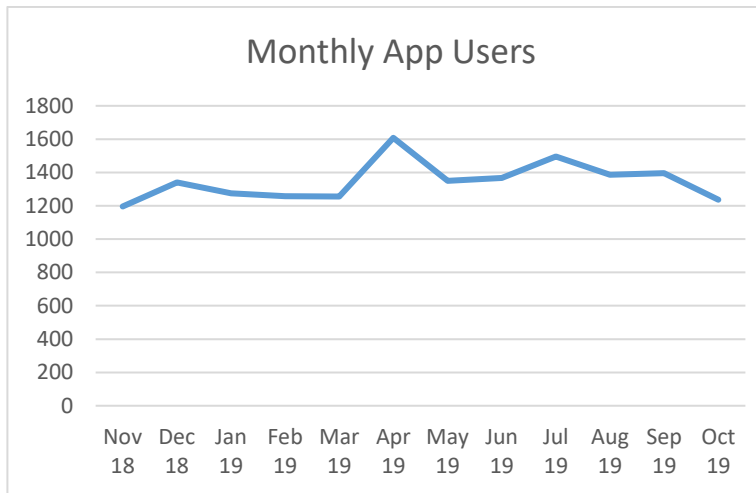
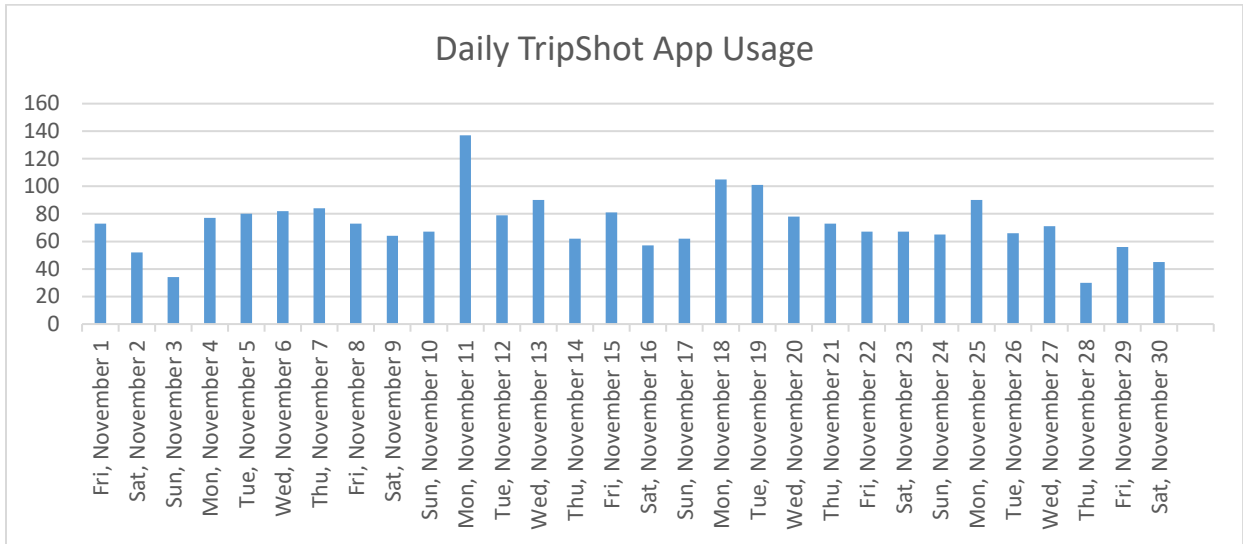
<b>Users</b> <b>2,048</b>	<b>New Users</b> <b>1,805</b>	<b>Sessions</b> <b>3,127</b>
<b>Number of Sessions per User</b> <b>1.53</b>	<b>Pageviews</b> <b>5,798</b>	<b>Pages / Session</b> <b>1.85</b>
<b>Avg. Session Duration</b> <b>00:01:33</b>	<b>Bounce Rate</b> <b>69.81%</b>	

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	1,801	87.77%
2. zh-cn	43	2.10%
3. en-gb	29	1.41%
4. ja-jp	22	1.07%
5. zh-tw	21	1.02%
6. en-ca	17	0.83%
7. ko	16	0.78%
8. es-xl	13	0.63%
9. es-419	9	0.44%
10. de-de	8	0.39%

# Summary of TripShot App Activity



**Users: 1237**

**App Sessions: 2168**

## Complaints Received by CSR Staff

- There were three complaints that a driver skipped a stop without stopping.
  - All drivers are regularly reminded to be observant of their surroundings and the locations at and around stops so that if a passenger is waiting, they are not skipped.
- There was one complaint that a driver did not pull the shuttles all the way to the curb.
  - Driver was identified and re-training/instruction has been provided.
- There two complaints of unsafe driving.
  - Drivers were identified and disciplinary action was taken.
- There was one complaint that a driver was rude.
  - The Mountain View Community Shuttle not only aims to provide an excellent transit service, but excellent customer service. The driver in question was spoken to and reminded of this fact.