

# Transit Operations

## Key Performance Indicator Report

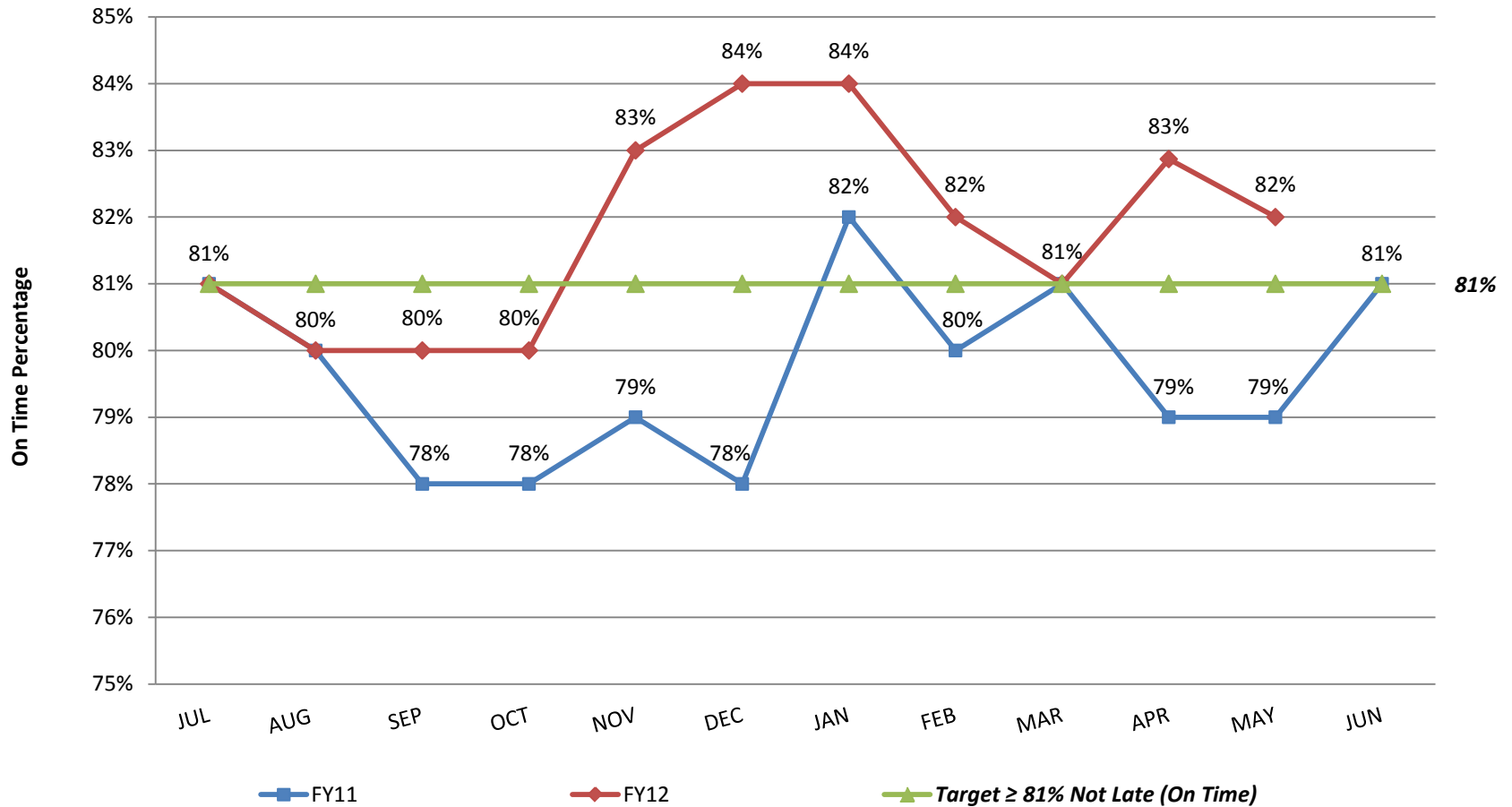
### May 2012

## Bus Transportation

### Targeted Areas of Improvement

- On-Time Performance
  - Preventable Accidents per 100,000 Miles
- Valid Customer Complaints per 100,000 Boardings

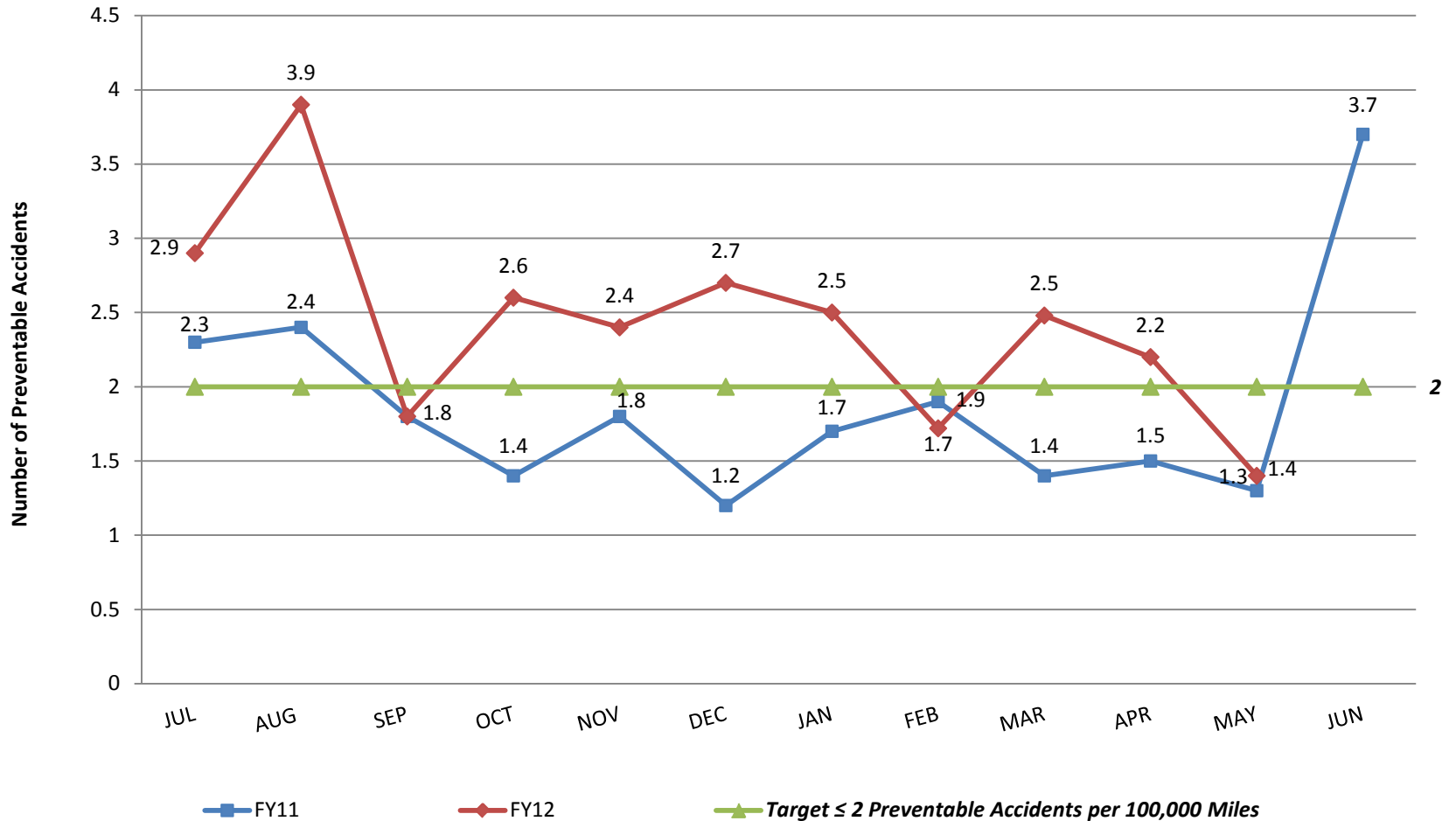
Bus Transportation  
On-Time Performance  
FY 11 / FY12





# HAMPTON ROADS TRANSIT

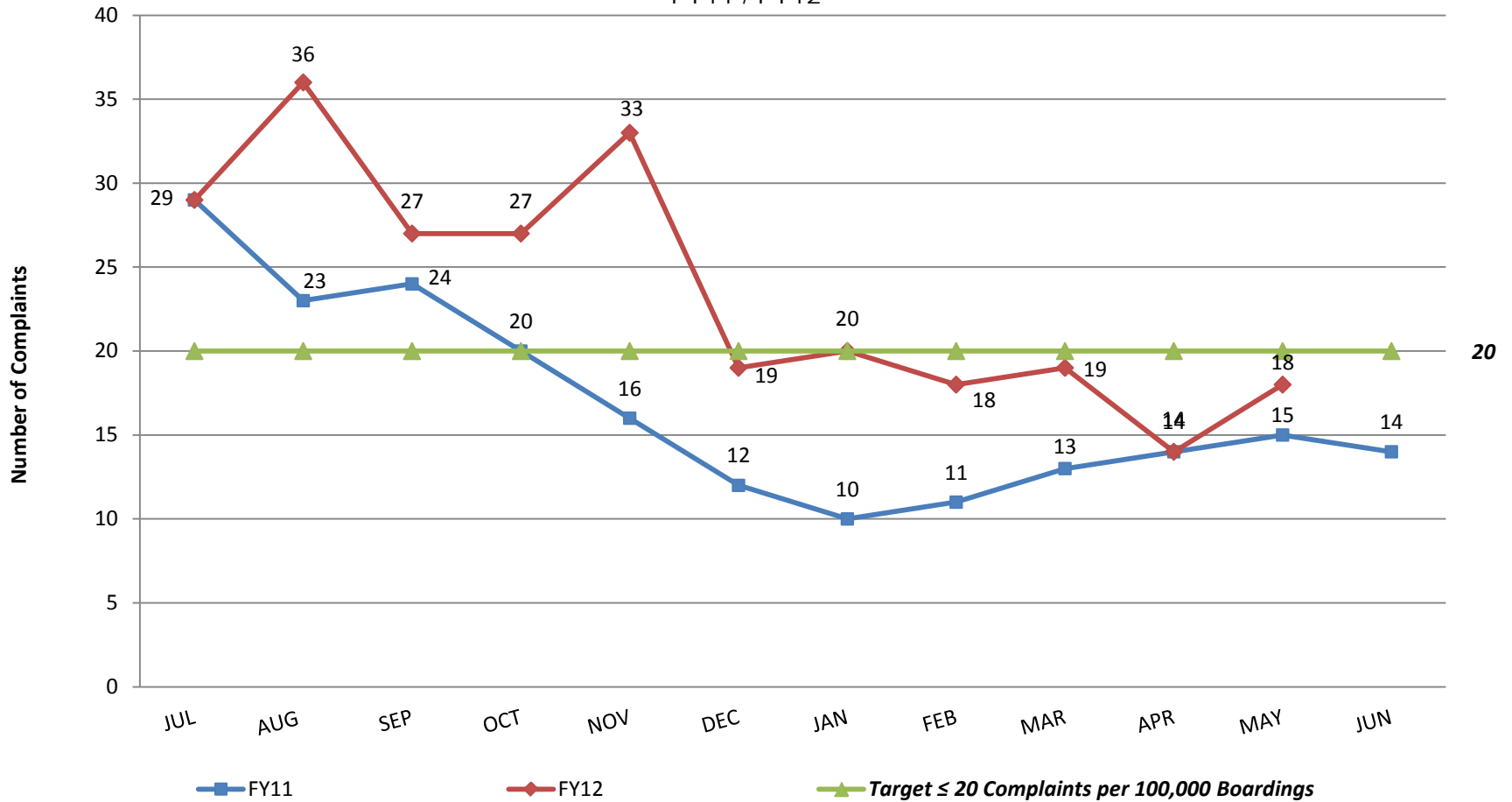
Bus Transportation  
Preventable Accidents per 100,000 Miles  
FY11 / FY12





# HAMPTON ROADS TRANSIT

Bus Transportation  
Valid Customer Complaints per 100,000 Boardings  
FY11 / FY12



## Paratransit

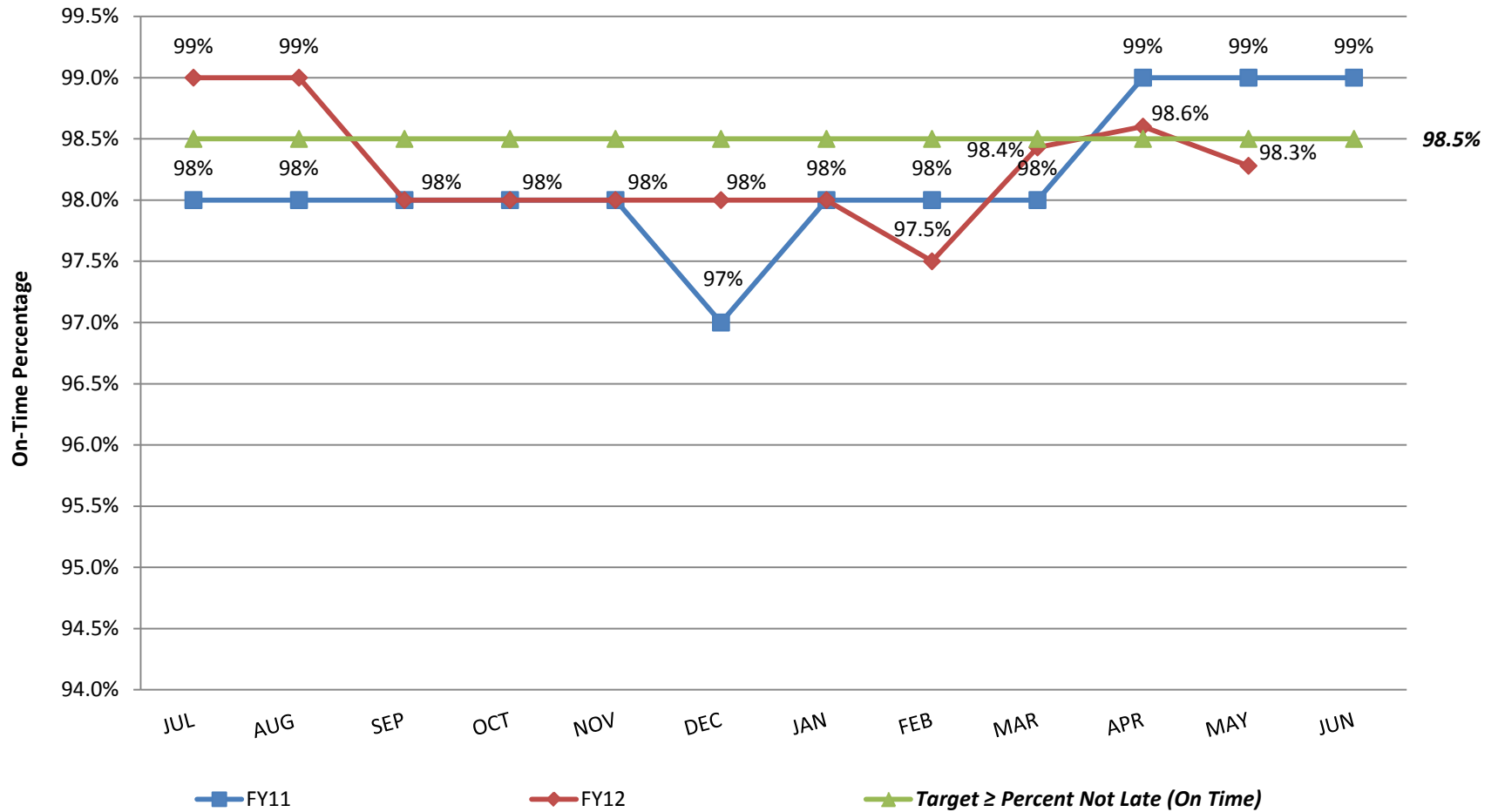
### Targeted Areas of Improvement

- On-Time Performance
- Preventable Accidents per 100,000 Miles
- Valid Customer Complaints per Month

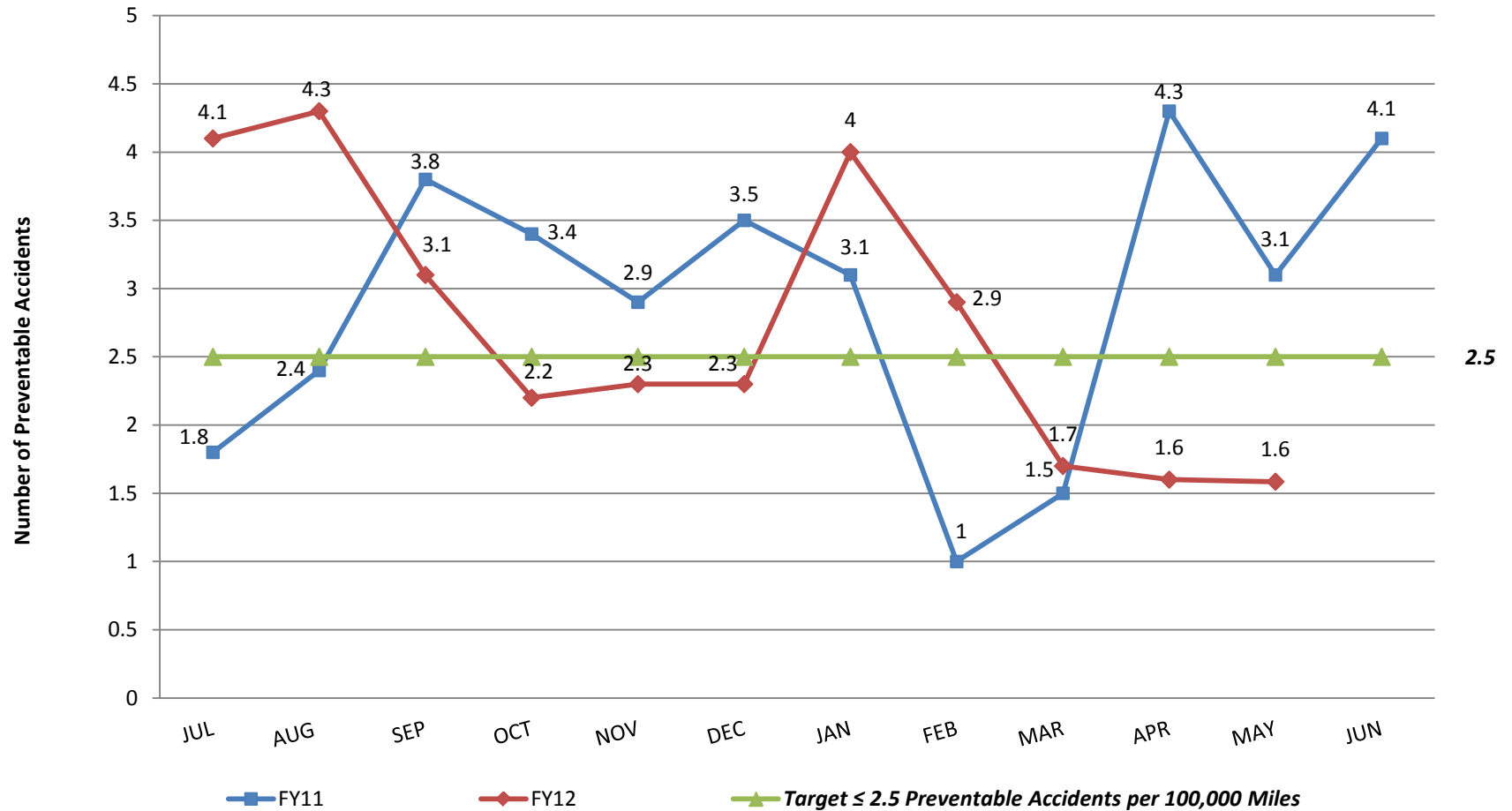


# HAMPTON ROADS TRANSIT

## Paratransit On-Time Performance FY11 / FY12



Paratransit  
Preventable Accidents per 100,000 Miles  
FY11 / FY12

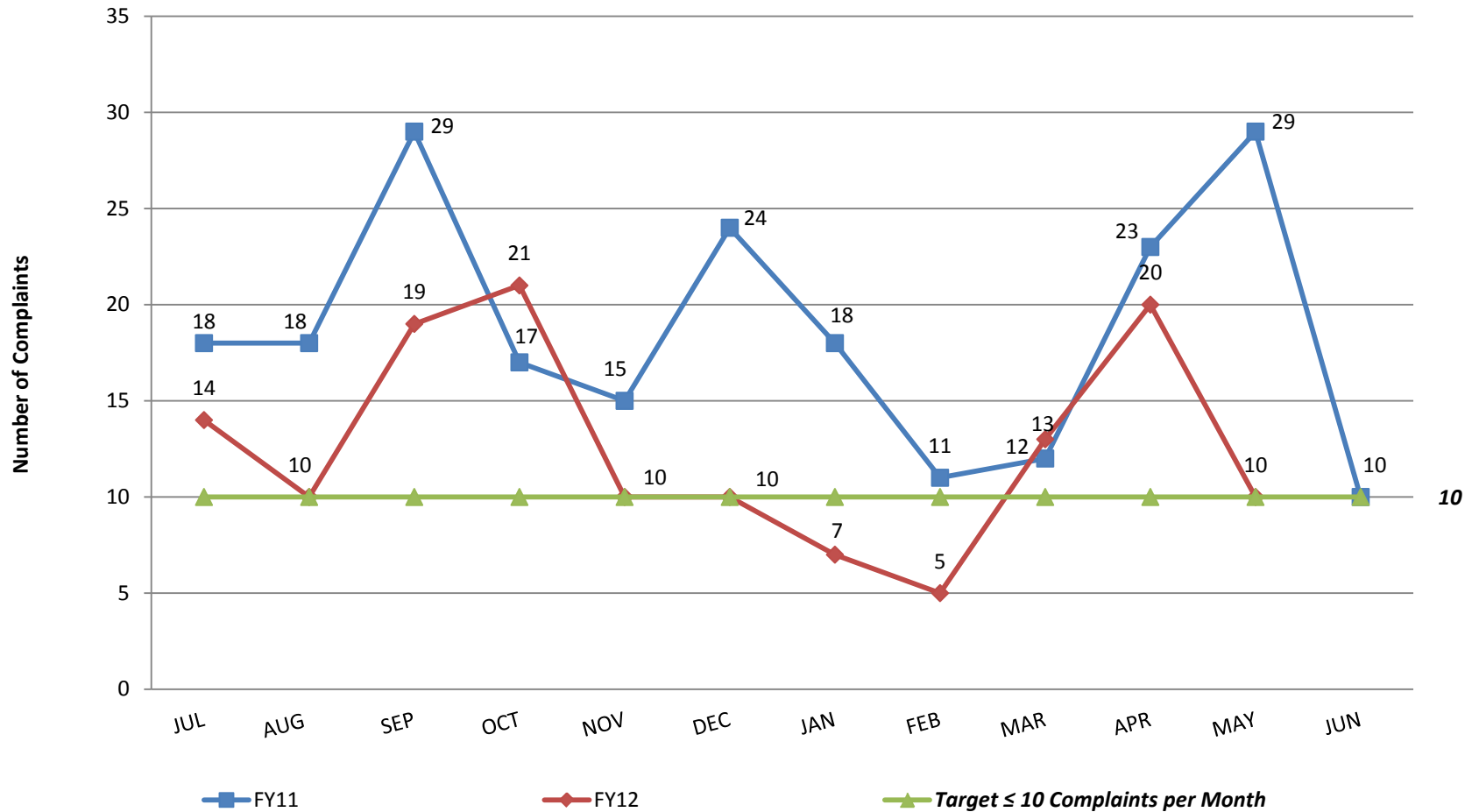






# HAMPTON ROADS TRANSIT

Paratransit  
Valid Customer Complaints per Month  
FY11 / FY12

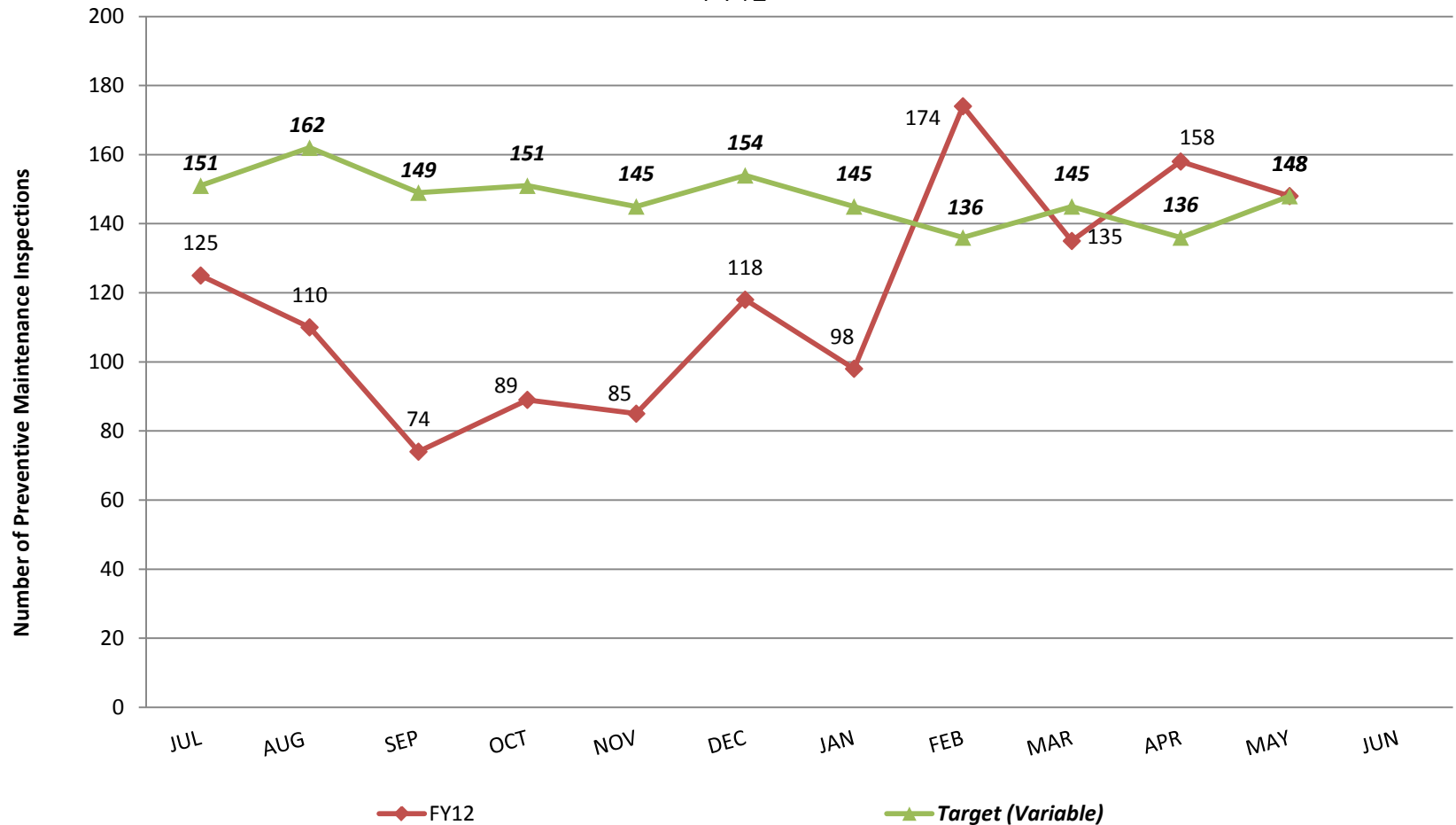


## Bus Maintenance

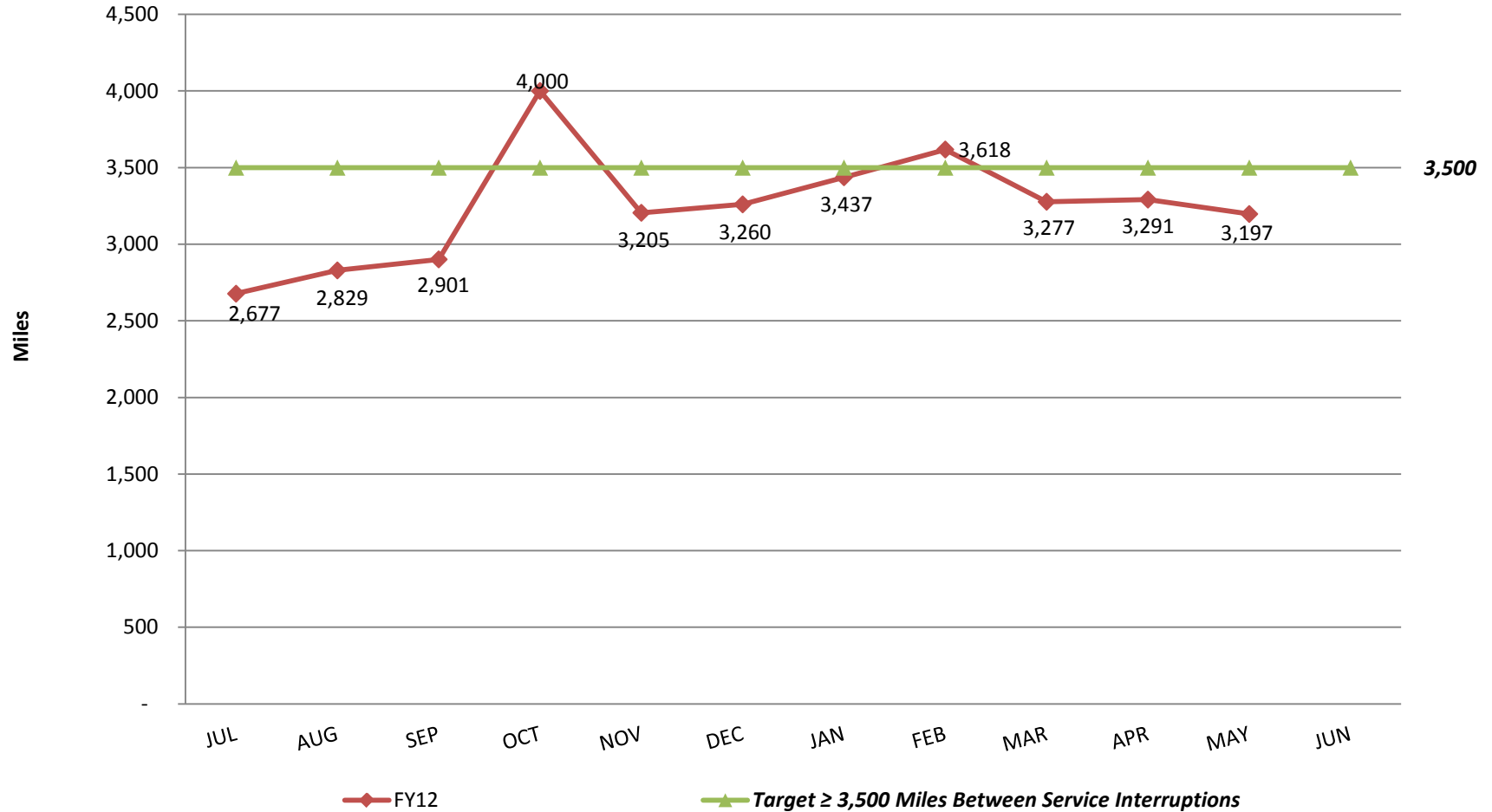
### Targeted Areas of Improvement

- Preventive Maintenance Inspections Completed
- Mean Distance Between Service Interruptions
  - Valid Customer Complaints per Month

Bus Maintenance  
Preventive Maintenance Inspections Completed  
FY12



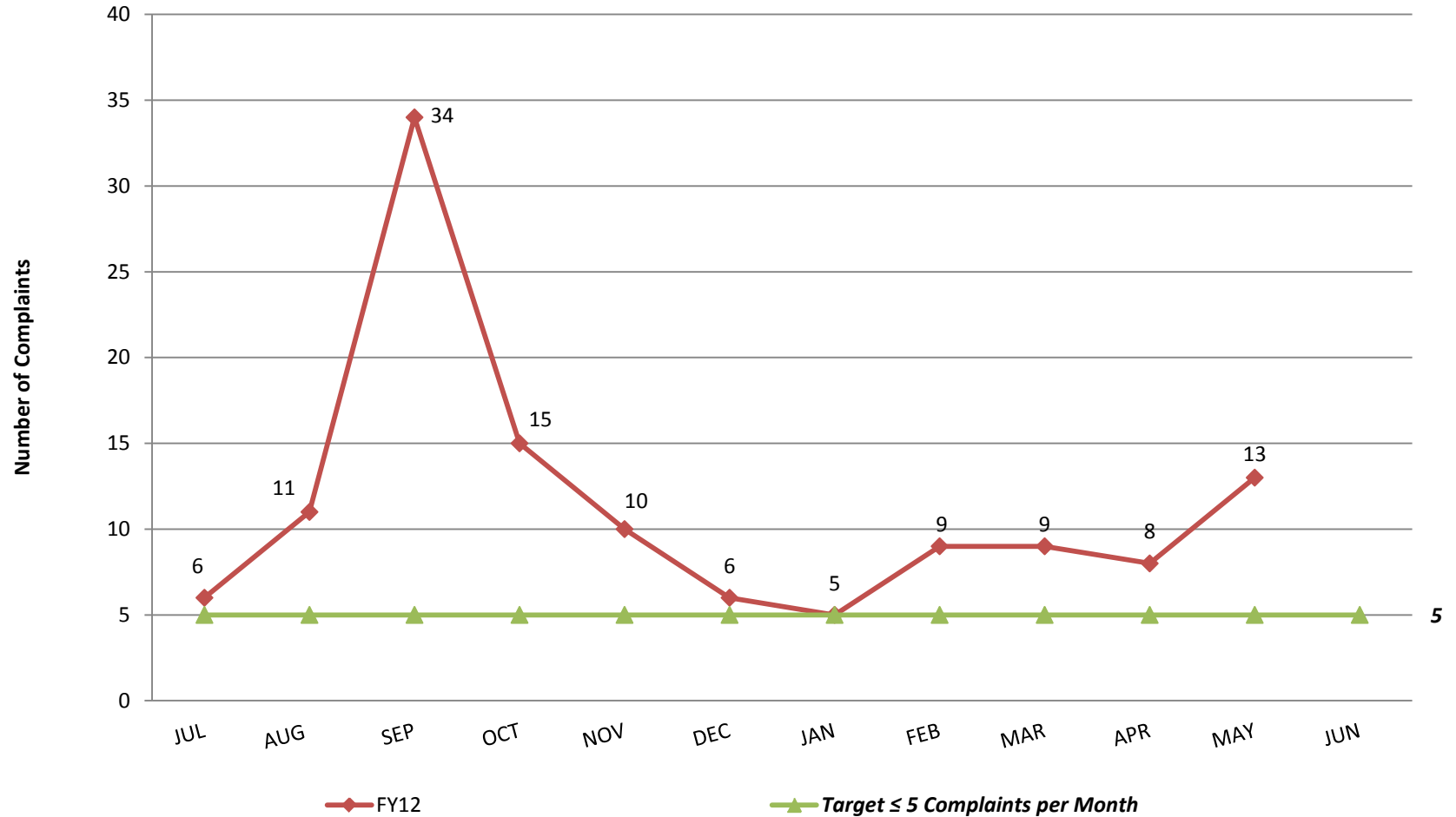
Bus Maintenance  
Mean Distance Between Service Interruptions  
FY12





# HAMPTON ROADS TRANSIT

## Bus Maintenance Valid Maintenance Related Customer Complaints FY12



## Rail Transportation

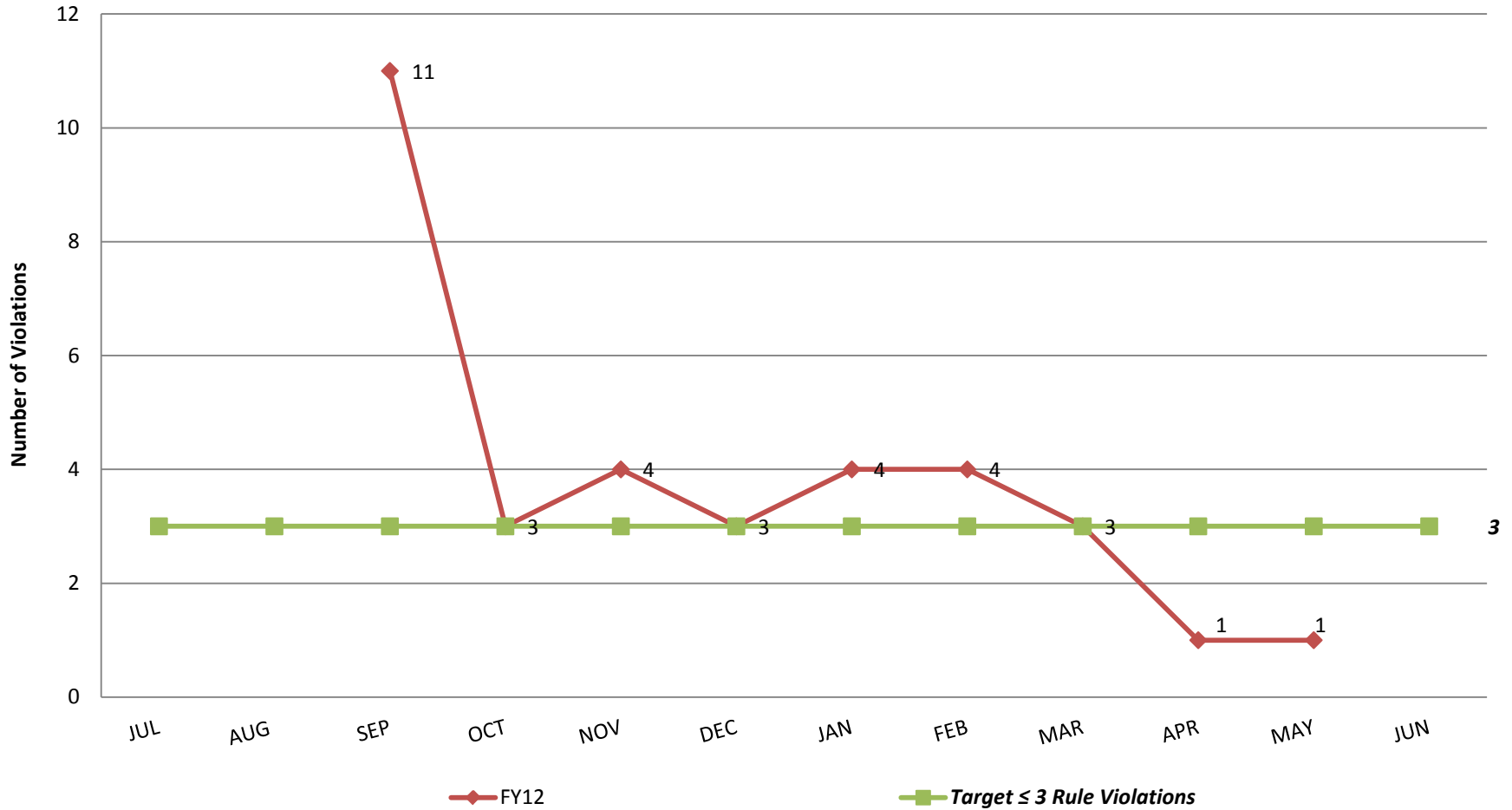
### Targeted Areas of Improvement

- Operator Rule Violations
- Valid Customer Complaints per 100,000 Boardings
  - Unscheduled Overtime Hours



# HAMPTON ROADS TRANSIT

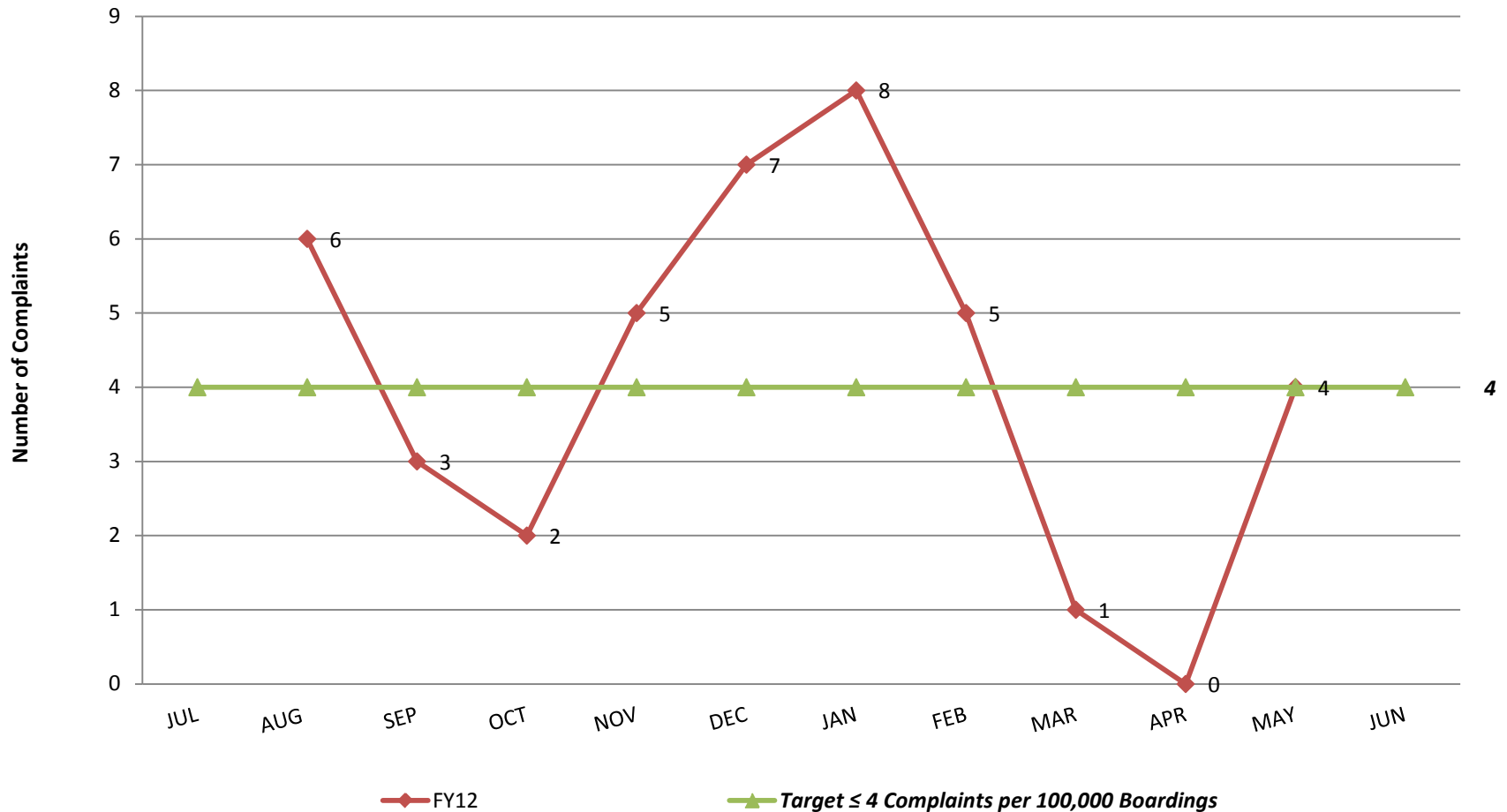
## Rail Transportation Operator Rule Violations FY12





# HAMPTON ROADS TRANSIT

Rail Transportation  
Valid Customer Complaints per 100,000 Boardings  
FY12

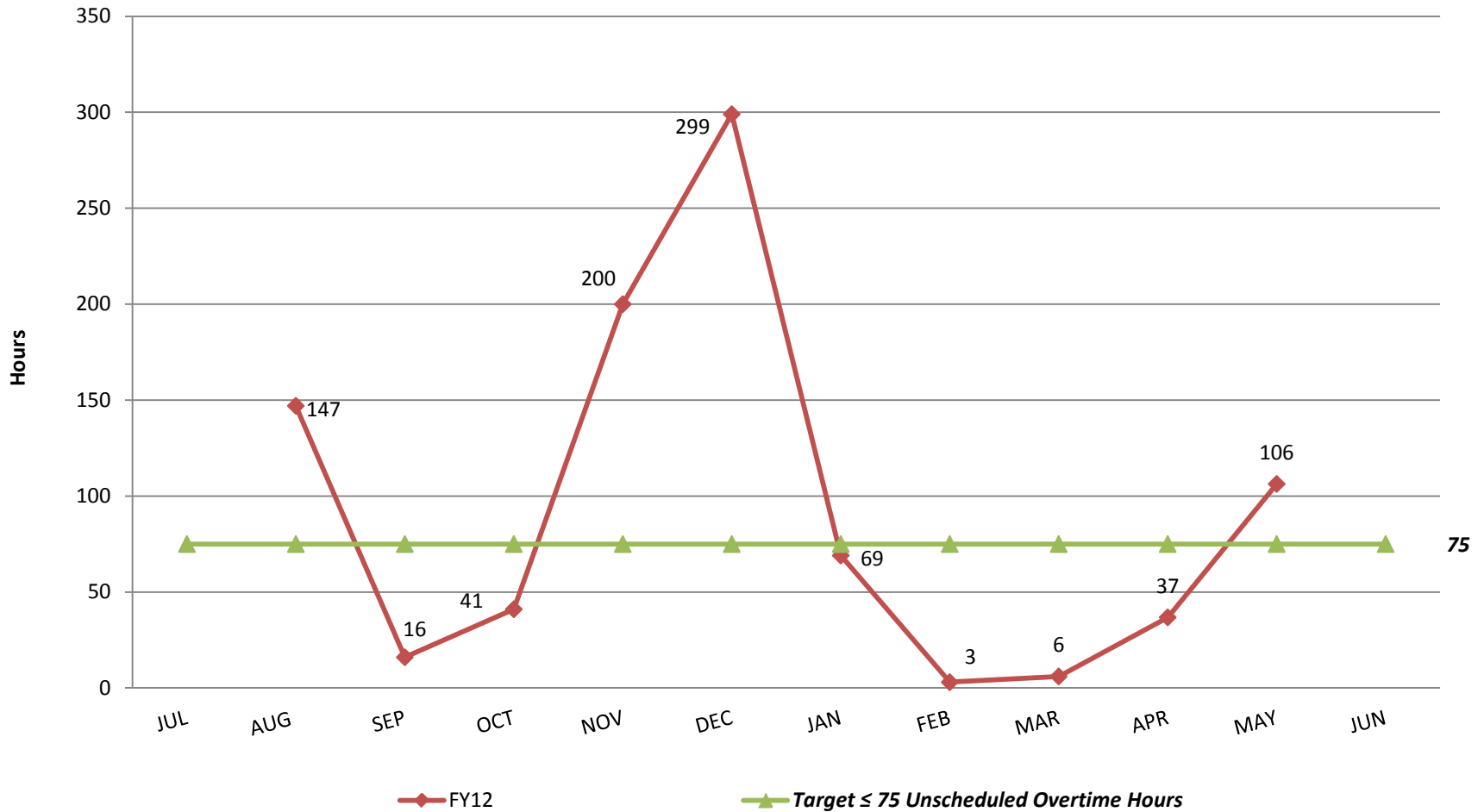






# HAMPTON ROADS TRANSIT

## Rail Transportation Unscheduled Overtime Hours FY12



## Rail Vehicle Maintenance

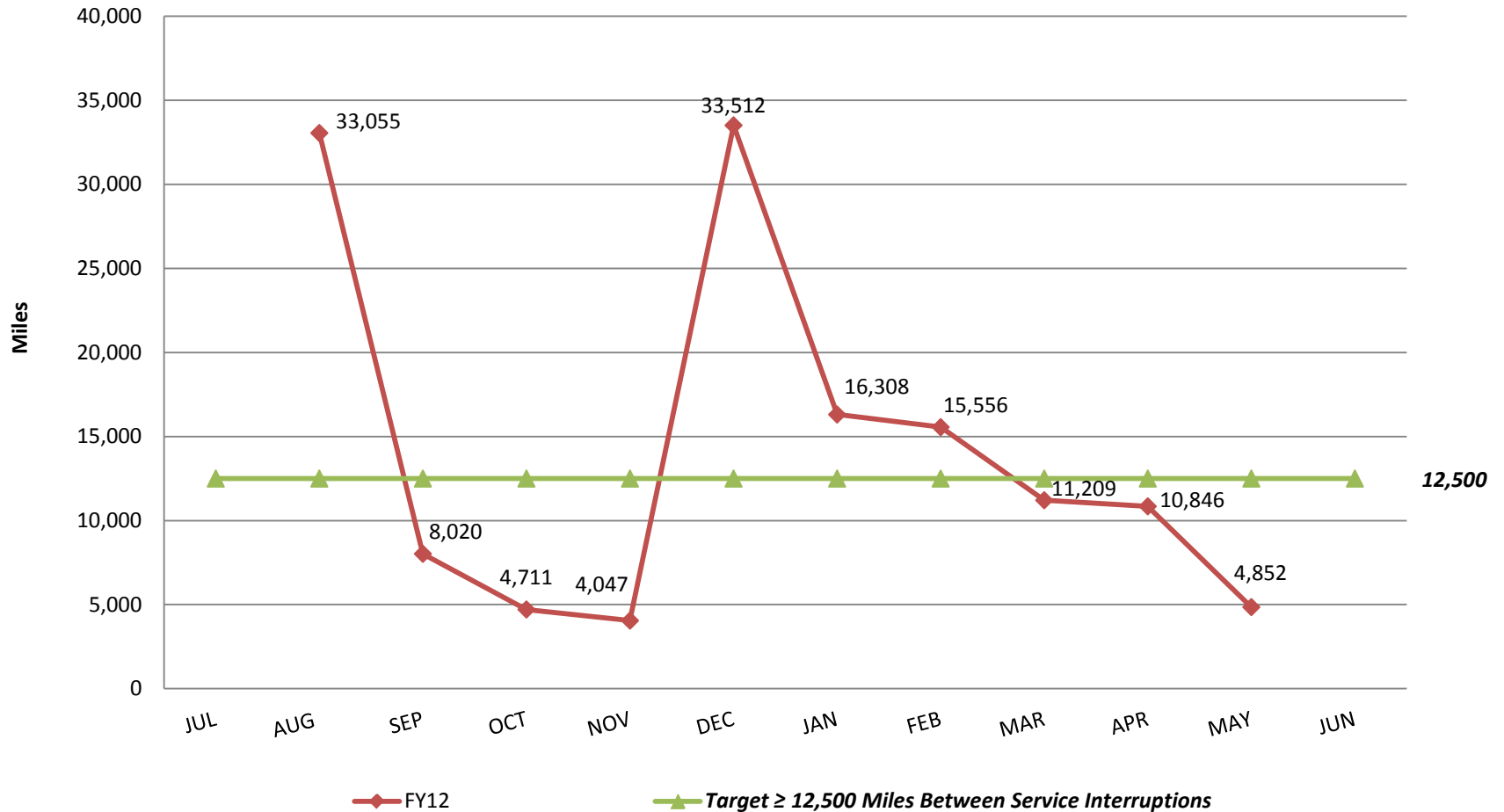
### Targeted Areas of Improvement

- Mean Distance Between Service Interruptions
  - Mean Distance Between Failures
    - Road Calls



# HAMPTON ROADS TRANSIT

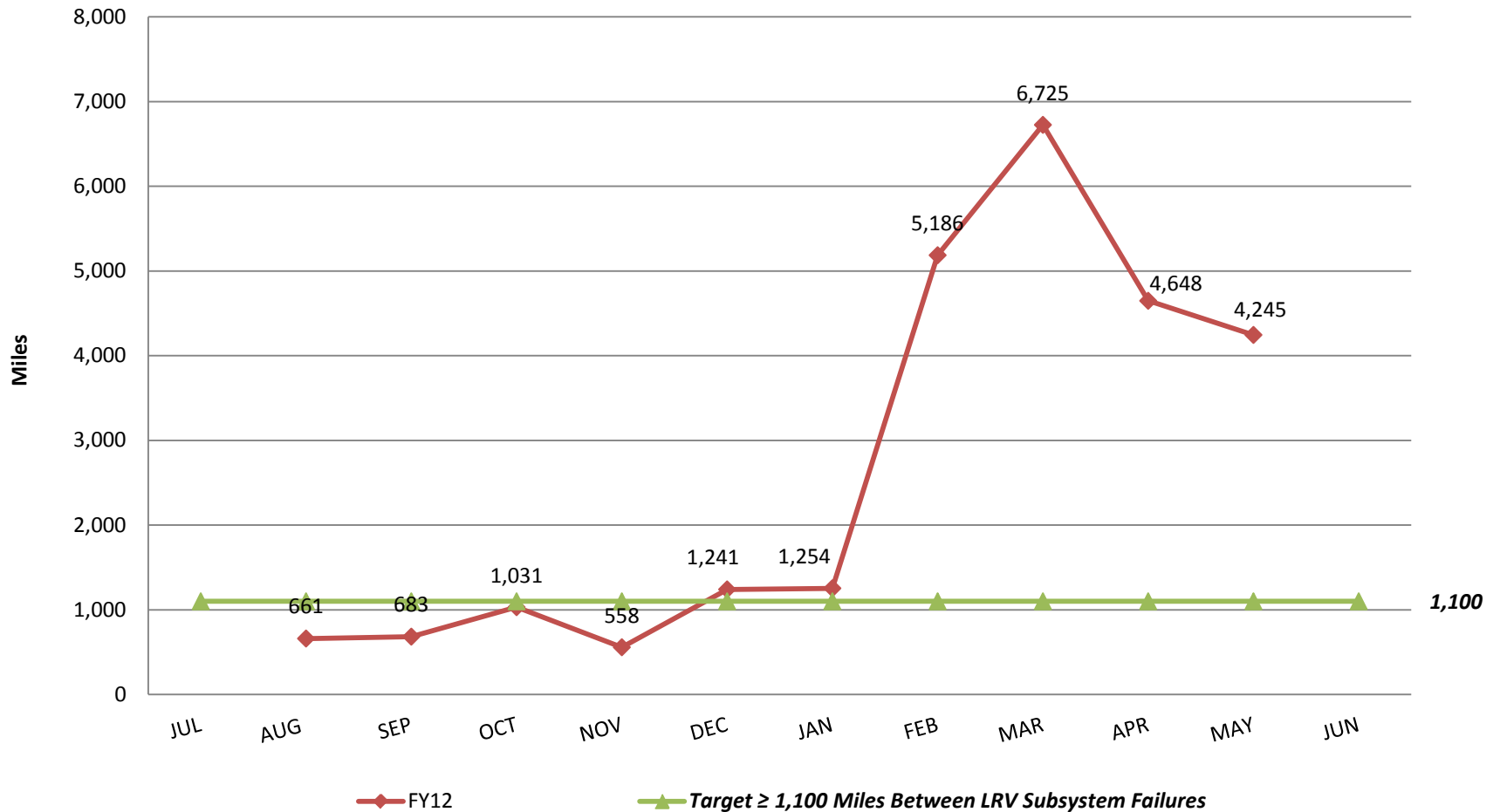
Rail Vehicle Maintenance  
Mean Distance Between Service Interruptions  
FY12





# HAMPTON ROADS TRANSIT

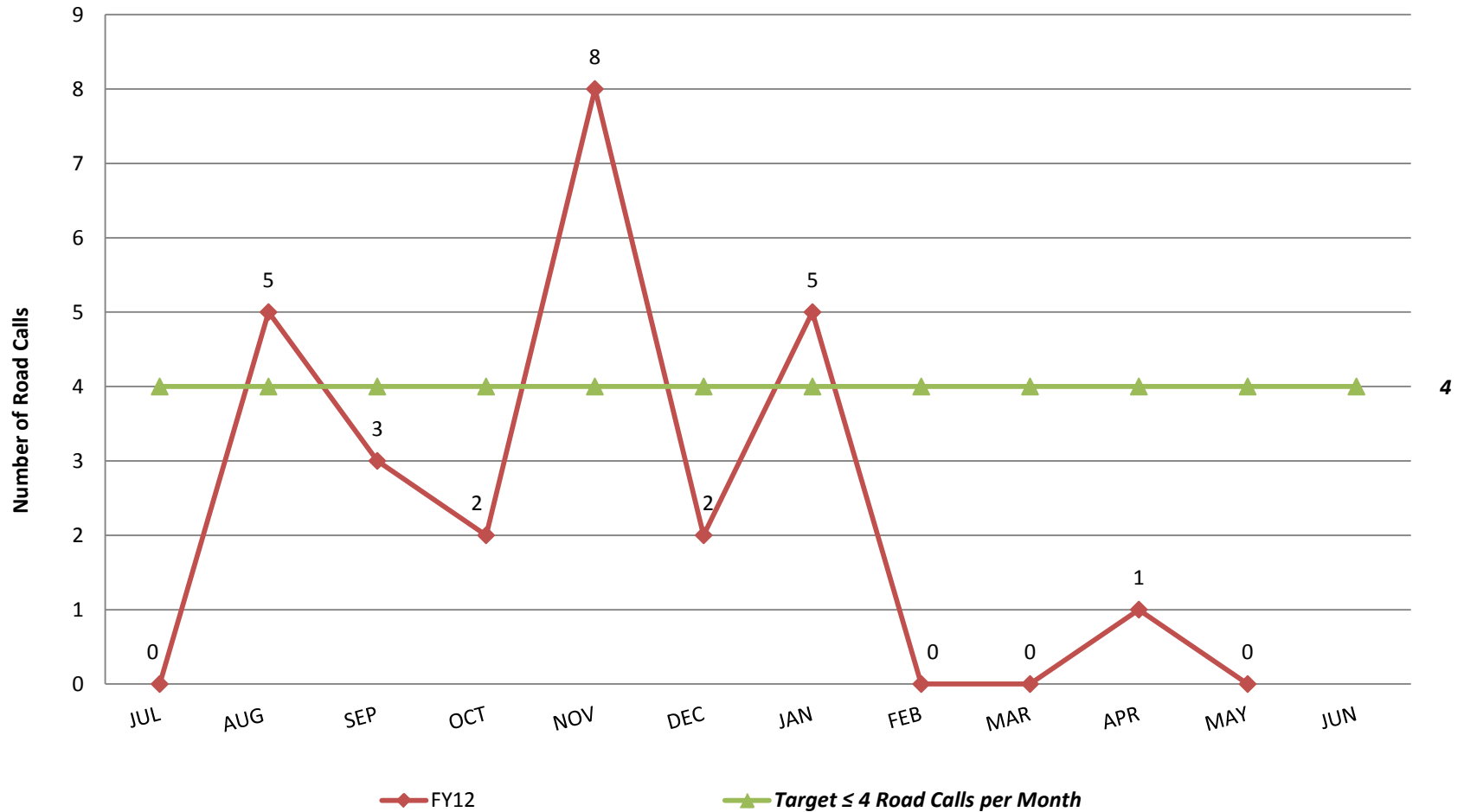
Rail Vehicle Maintenance  
Mean Distance Between LRV Subsystem Failures  
FY12





# HAMPTON ROADS TRANSIT

## Rail Vehicle Maintenance Road Calls FY12

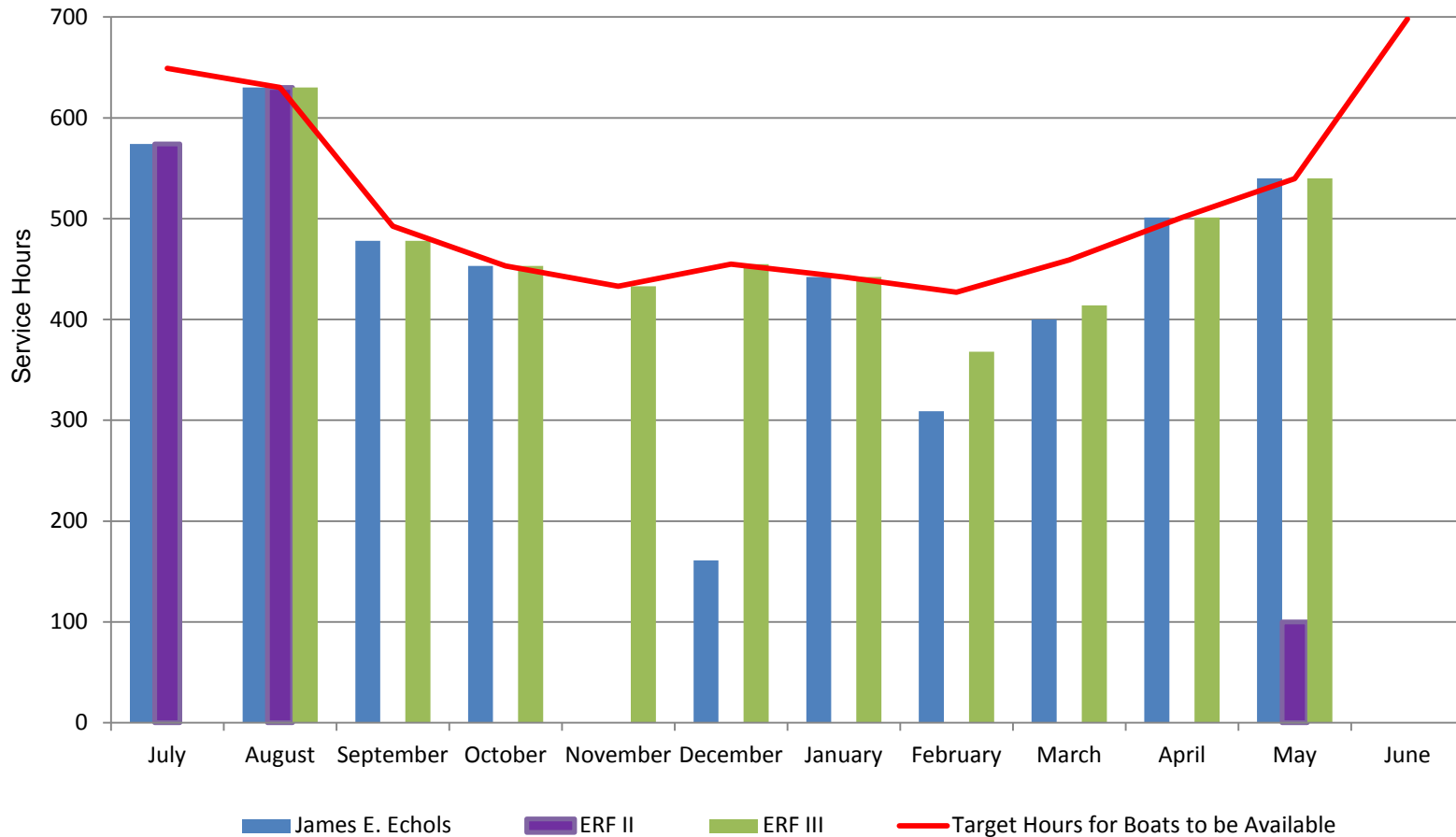


## Technical Services

### Targeted Areas of Improvement

- Ferry Boat Service Hours
- Number of Farebox Transactions Between Service Calls
  - Central Business District Stop and Proceeds

FY - 2012  
Target - Ferry Boat Availability by Hours

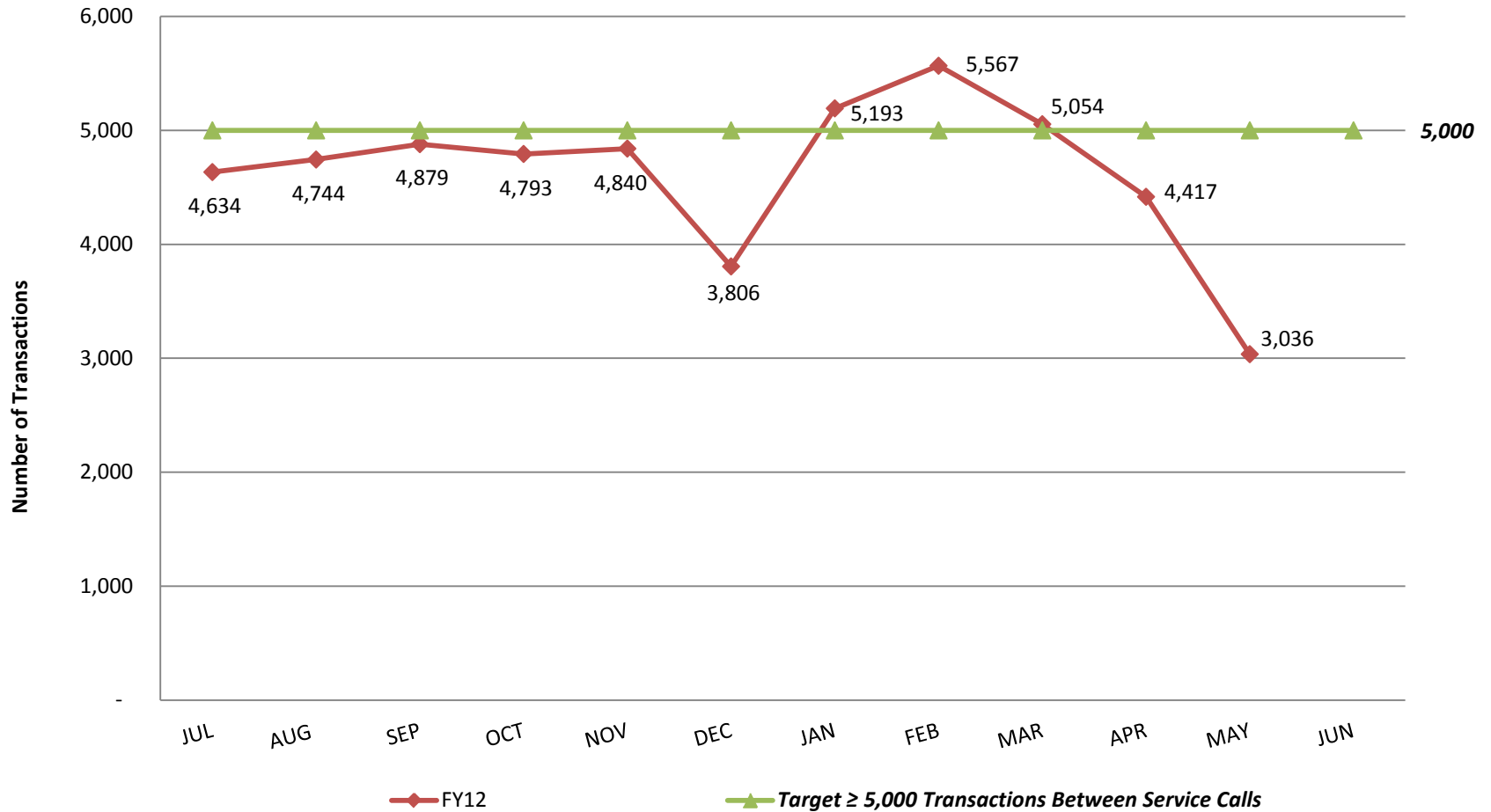


*Hampton Roads Transit requires three boats to be available each day from Memorial Day to Labor Day.*

*Three boats need to be available for off season special events such as Op Sail, Grand Illumination, New Years Eve, and Harbor Park Events.*

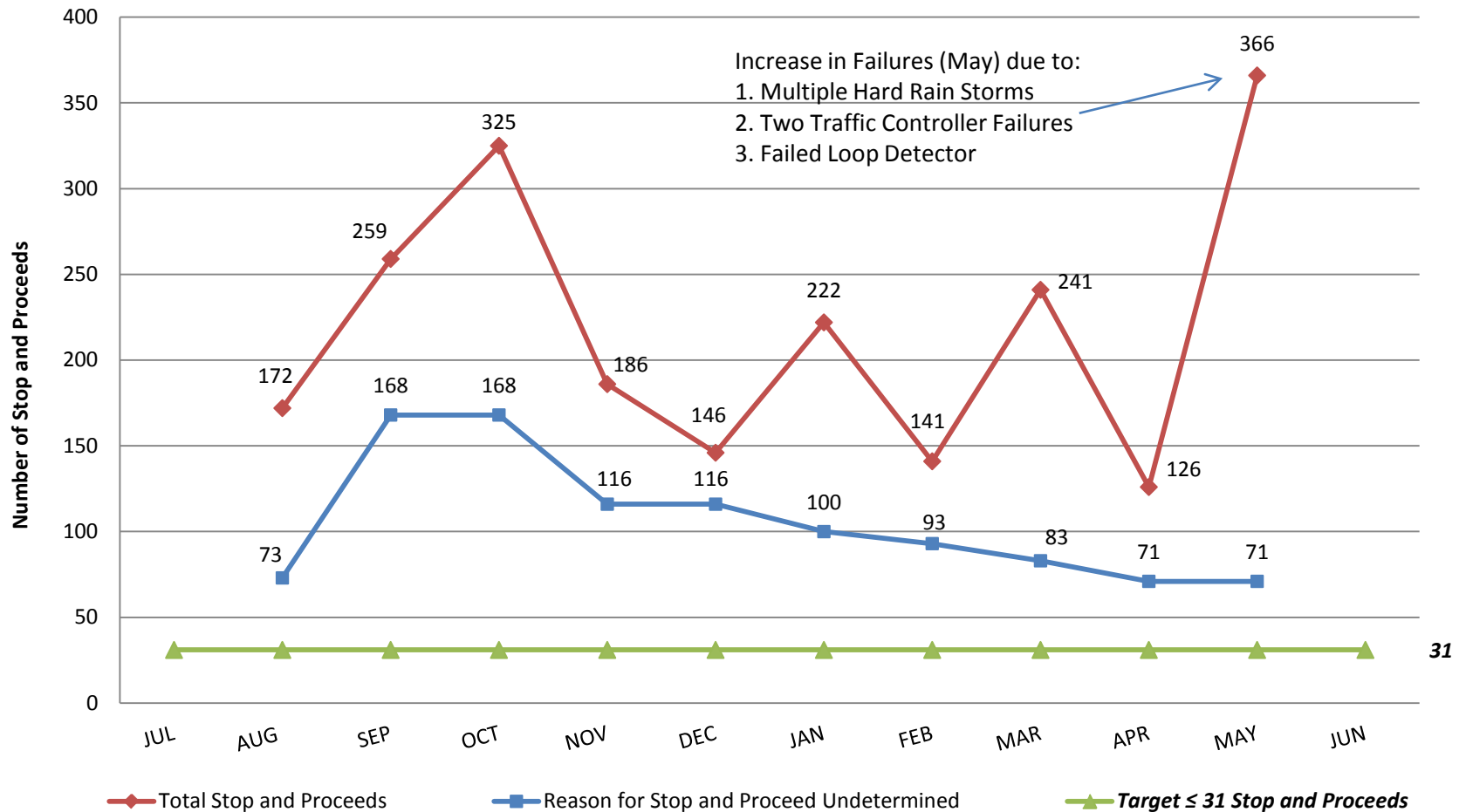
Actual Hours Boats were Available

Technical Services  
Farebox Transactions Between Service Calls  
FY12





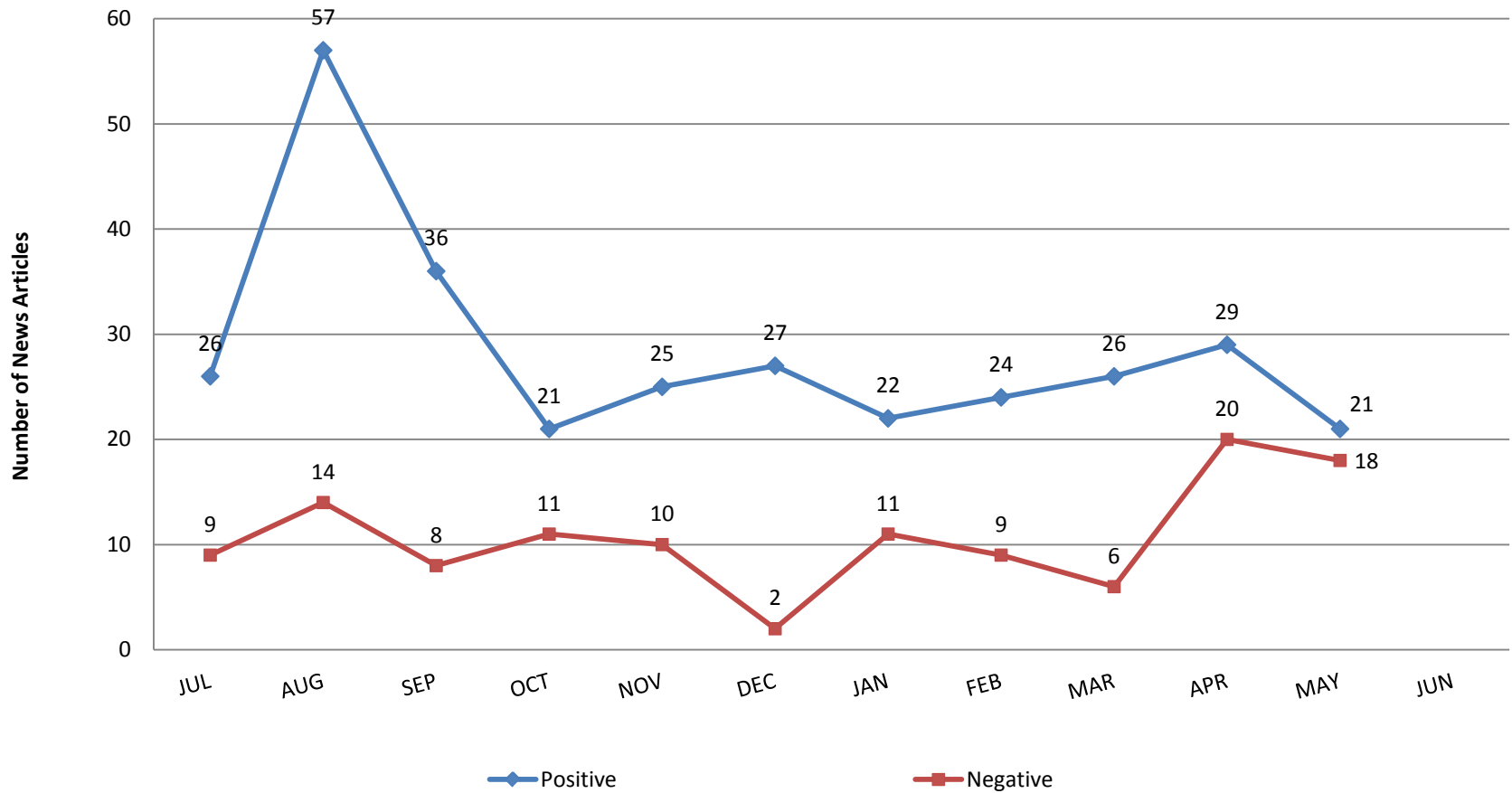
Technical Services  
Central Business District Stop and Proceeds  
FY12



## Operations Information

- Positive vs. Negative News Articles
  - Website Analytics

Public Relations  
Positive v. Negative News Articles  
FY12





# HAMPTON ROADS TRANSIT

Operations Information  
Website Analytics  
Visitors Overview  
April/May 2012

Google Analytics

<http://www.hrtransit.org> - <http://www.gohrt.com> [DEFAULT]

## Visitors Overview

Apr 1, 2012 - Apr 30, 2012  
Compare to: May 1, 2012 - May 31, 2012

% of visits : +0.00%

### Overview



### 46,136 people visited this site



52.87% Returning Visitor  
41,404 Visits  
47.13% New Visitor  
36,911 Visits

Language		Visits	% Visits
1. en-us	Apr 1, 2012 - Apr 30, 2012	60,396	77.12%
	May 1, 2012 - May 31, 2012	62,345	76.80%
	% Change	-3.13%	0.41%
2. en	Apr 1, 2012 - Apr 30, 2012	16,876	21.55%
	May 1, 2012 - May 31, 2012	17,640	21.73%
	% Change	-4.33%	-0.83%
3. en-us	Apr 1, 2012 - Apr 30, 2012	161	0.21%
	May 1, 2012 - May 31, 2012	215	0.26%
	% Change	-25.12%	-22.38%
4. en-gb	Apr 1, 2012 - Apr 30, 2012	135	0.17%
	May 1, 2012 - May 31, 2012	133	0.16%

gohrt.com

Operations Information  
Website Analytics  
Visitors Overview (cont'd.)  
April/May 2012

% Change		1.50%	5.21%
5.	es		
	Apr 1, 2012 - Apr 30, 2012	78	0.10%
	May 1, 2012 - May 31, 2012	88	0.11%
	% Change	-11.36%	-8.12%
6.	fr		
	Apr 1, 2012 - Apr 30, 2012	65	0.08%
	May 1, 2012 - May 31, 2012	55	0.07%
	% Change	18.18%	22.50%
7.	de-de		
	Apr 1, 2012 - Apr 30, 2012	64	0.08%
	May 1, 2012 - May 31, 2012	43	0.05%
	% Change	48.84%	54.28%
8.	*30790cc430790a1130790cd430790ca830790b20		
	Apr 1, 2012 - Apr 30, 2012	40	0.05%
	May 1, 2012 - May 31, 2012	43	0.05%
	% Change	-6.98%	-3.58%
9.	es-es		
	Apr 1, 2012 - Apr 30, 2012	38	0.05%
	May 1, 2012 - May 31, 2012	32	0.04%
	% Change	18.75%	23.09%
10.	ru		
	Apr 1, 2012 - Apr 30, 2012	32	0.04%
	May 1, 2012 - May 31, 2012	88	0.11%
	% Change	-63.64%	-62.31%

[view full report](#)



# HAMPTON ROADS TRANSIT

Operations Information  
Website Analytics  
Landing Pages  
April/May 2012

Google Analytics

<http://www.hrtransit.org> - <http://www.gohrt.com> [DEFAULT]

## Landing Pages

May 1, 2012 - May 31, 2012  
Compare to: Apr 1, 2012 - Apr 30, 2012

% of entrances : +0.00%

Explorer

Site Usage



Visits  
**3.65%**  
81,177 vs 78,315

Pages / Visit  
**1.65%**  
4.39 vs 4.32

Avg. Visit Duration  
**2.15%**  
00:04:32 vs 00:04:26

% New Visits  
**0.45%**  
47.27% vs 47.06%

Bounce Rate  
**1.33%**  
31.39% vs 30.98%

Landing Page	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. /index.html					
May 1, 2012 - May 31, 2012	39,058	5.25	00:05:18	48.30%	18.38%
Apr 1, 2012 - Apr 30, 2012	38,048	5.15	00:05:07	47.47%	17.82%
% Change	2.65%	1.91%	3.66%	1.76%	3.16%
2. /route/norfolk/index.html					
May 1, 2012 - May 31, 2012	5,407	3.25	00:03:55	34.33%	57.87%
Apr 1, 2012 - Apr 30, 2012	5,259	3.18	00:04:20	31.87%	58.87%
% Change	2.81%	2.34%	-9.57%	7.71%	-1.70%
3. /route/index.html					
May 1, 2012 - May 31, 2012	5,337	4.53	00:04:08	40.38%	10.72%
Apr 1, 2012 - Apr 30, 2012	5,461	4.56	00:04:14	43.82%	9.80%
% Change	-2.27%	-0.64%	-2.28%	-7.85%	9.40%
4. /services/the-tide/index.html					
May 1, 2012 - May 31, 2012	5,133	4.34	00:03:38	64.93%	35.79%
Apr 1, 2012 - Apr 30, 2012	5,319	4.22	00:03:27	65.73%	35.12%
% Change	-3.50%	2.78%	5.14%	-1.21%	1.90%
5. /route/virginia-beach/index.html					
May 1, 2012 - May 31, 2012	2,736	4.01	00:04:02	50.15%	44.96%
Apr 1, 2012 - Apr 30, 2012	2,386	3.84	00:03:41	46.06%	49.12%
% Change	14.67%	4.59%	9.08%	8.87%	-8.48%
6. /about/employment/index.html					
May 1, 2012 - May 31, 2012	1,824	3.71	00:04:34	50.33%	34.43%
Apr 1, 2012 - Apr 30, 2012	2,002	2.83	00:04:27	49.35%	46.15%
% Change	-8.89%	31.12%	2.52%	1.98%	-25.40%

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Operations Information  
Website Analytics  
Landing Pages (cont'd.)  
April/May 2012

7. </services/paddlewheel-ferry/index.html>

May 1, 2012 - May 31, 2012	1,760	2.61	00:02:11	68.41%	49.83%
Apr 1, 2012 - Apr 30, 2012	1,674	2.72	00:02:23	69.77%	50.30%
% Change	5.14%	-4.26%	-8.32%	-1.95%	-0.93%

8. </route/newport-news/index.html>

May 1, 2012 - May 31, 2012	1,666	3.76	00:04:33	44.42%	49.46%
Apr 1, 2012 - Apr 30, 2012	1,484	3.73	00:04:23	41.64%	51.21%
% Change	12.26%	0.75%	3.74%	6.66%	-3.42%

9. </route/norfolk>

May 1, 2012 - May 31, 2012	1,160	2.06	00:02:26	14.74%	69.57%
Apr 1, 2012 - Apr 30, 2012	1,175	2.21	00:02:25	12.94%	73.36%
% Change	-1.28%	-6.73%	0.85%	13.95%	-5.17%

10. </about/employment>

May 1, 2012 - May 31, 2012	1,126	3.69	00:05:18	67.58%	37.74%
Apr 1, 2012 - Apr 30, 2012	1,865	3.03	00:05:08	67.72%	44.50%
% Change	-39.62%	21.60%	3.05%	-0.20%	-15.19%

Row s 1 - 10 of 1072