

Transit Operations

Key Performance Indicator Report

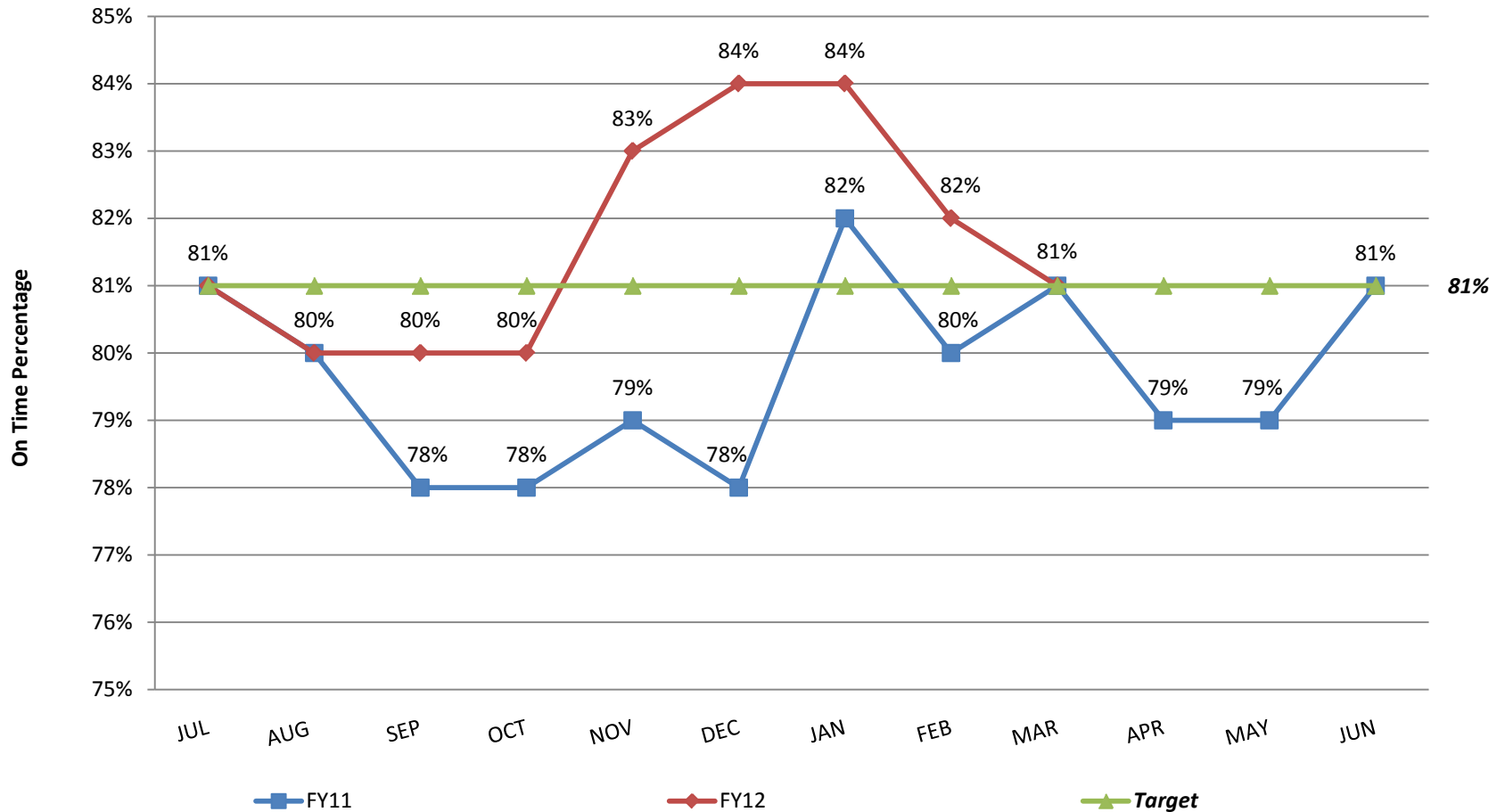
March 2012

Bus Transportation

Targeted Areas of Improvement

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

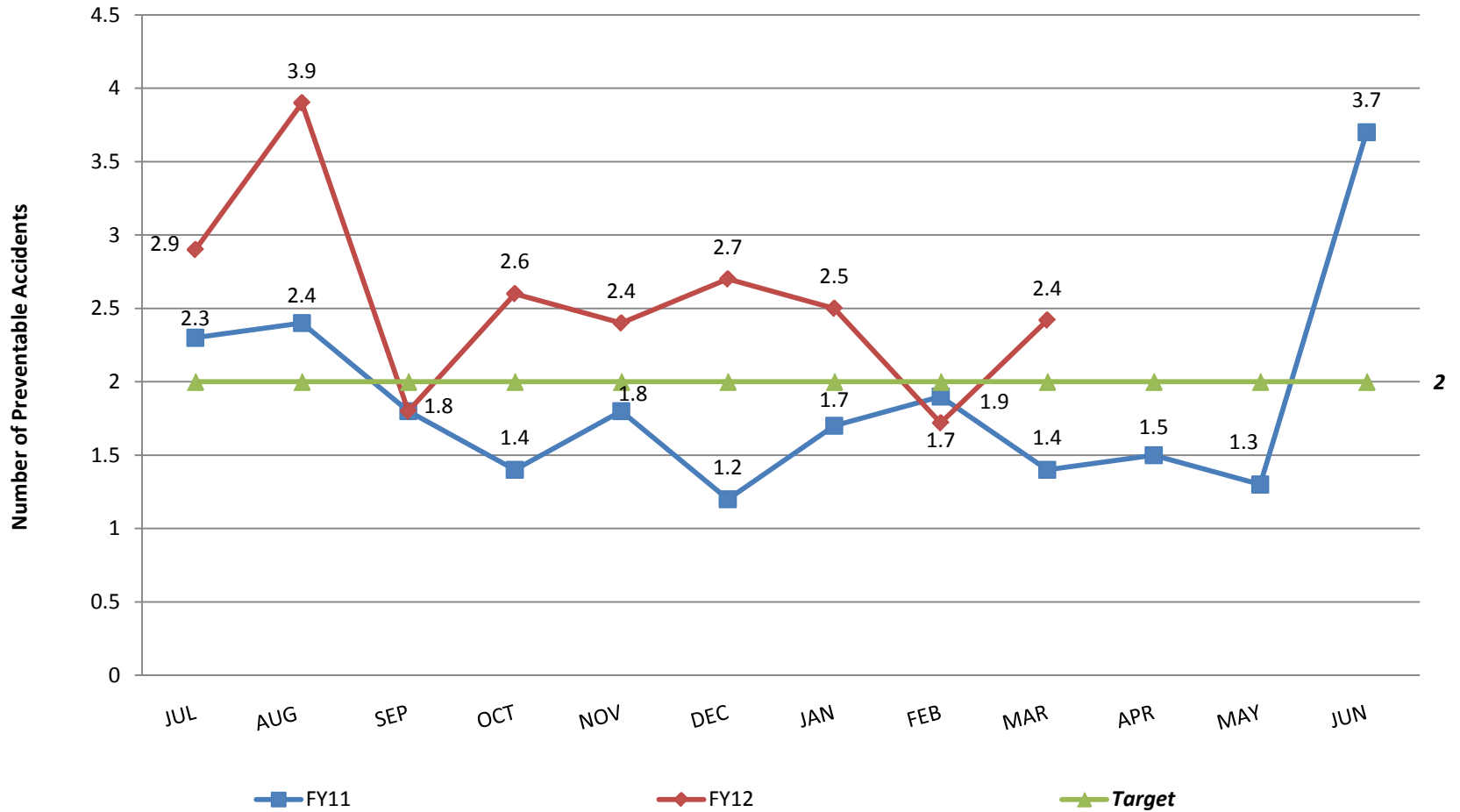
Bus Transportation
On-Time Performance
FY 11 / FY12



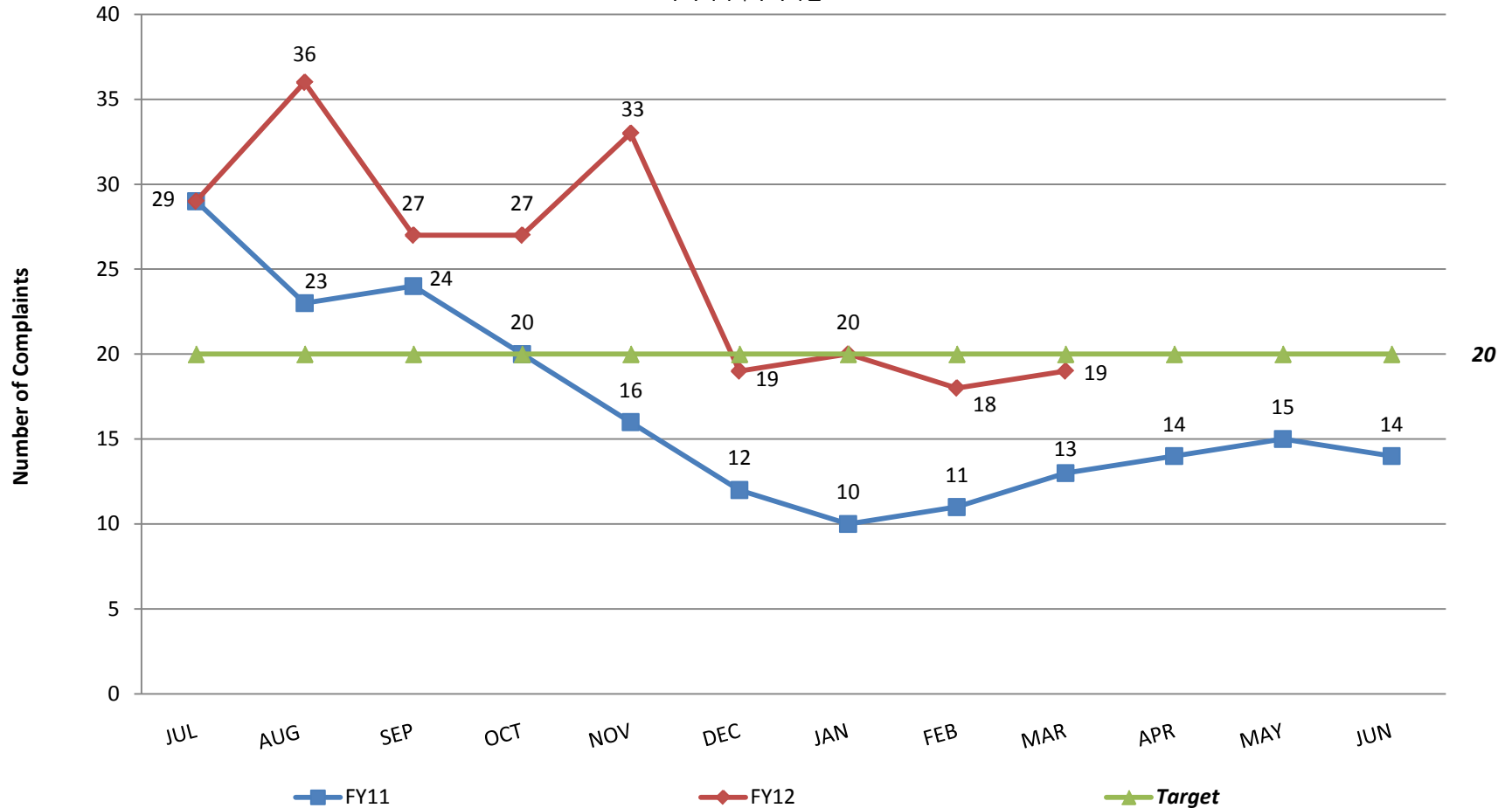


HAMPTON ROADS TRANSIT

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



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



Paratransit

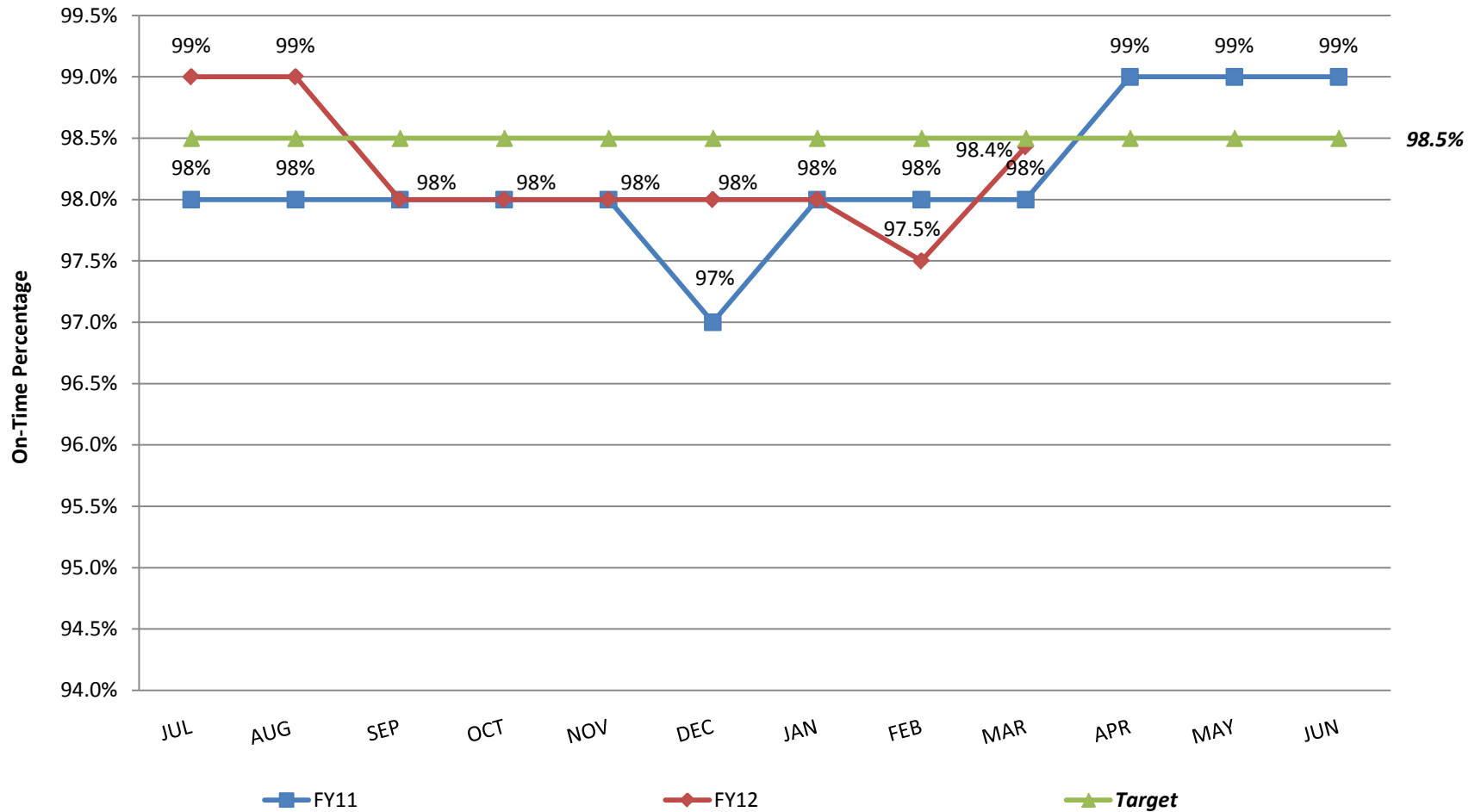
Targeted Areas of Improvement

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



HAMPTON ROADS TRANSIT

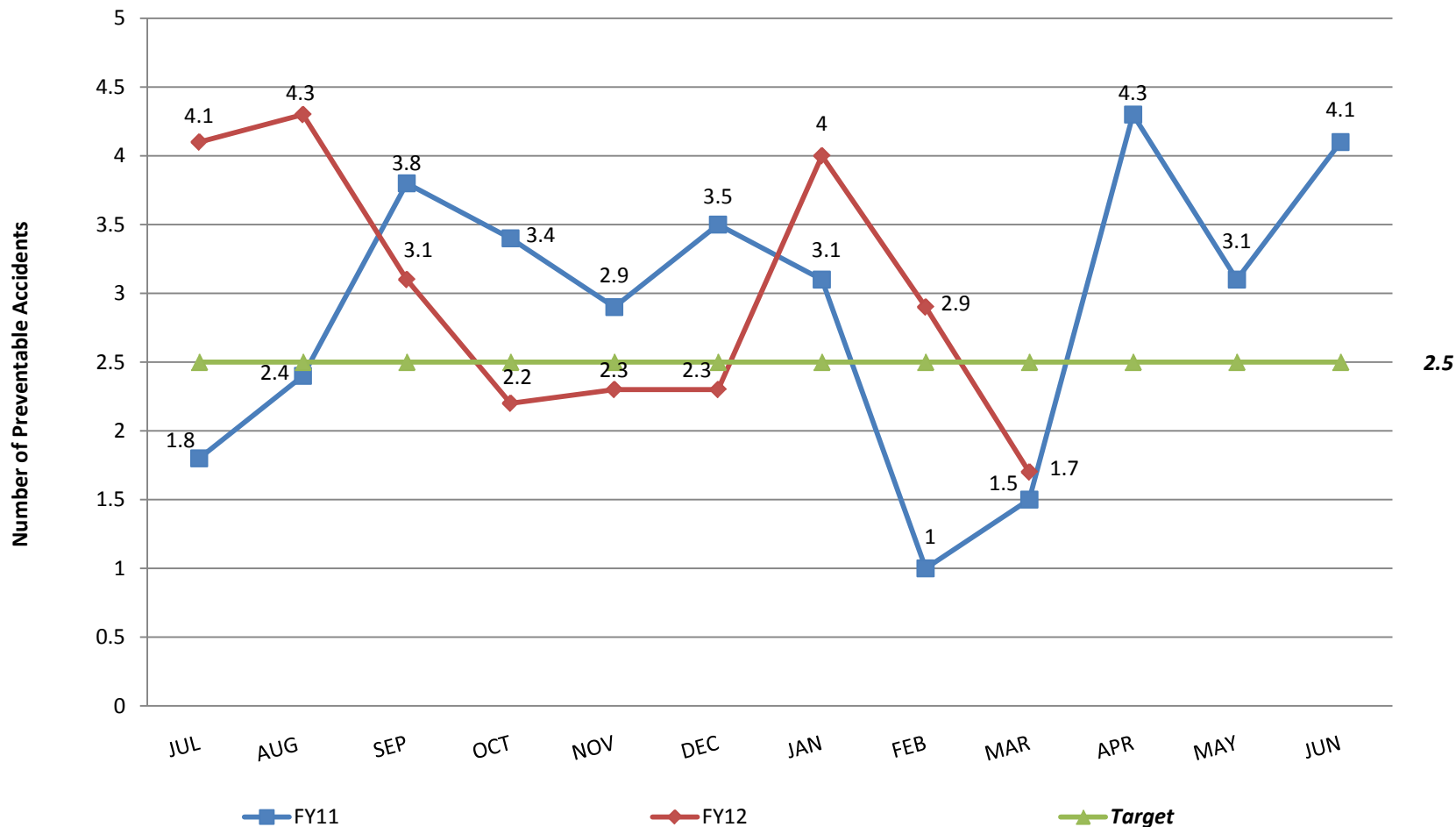
Paratransit On-Time Performance FY11 / FY12





HAMPTON ROADS TRANSIT

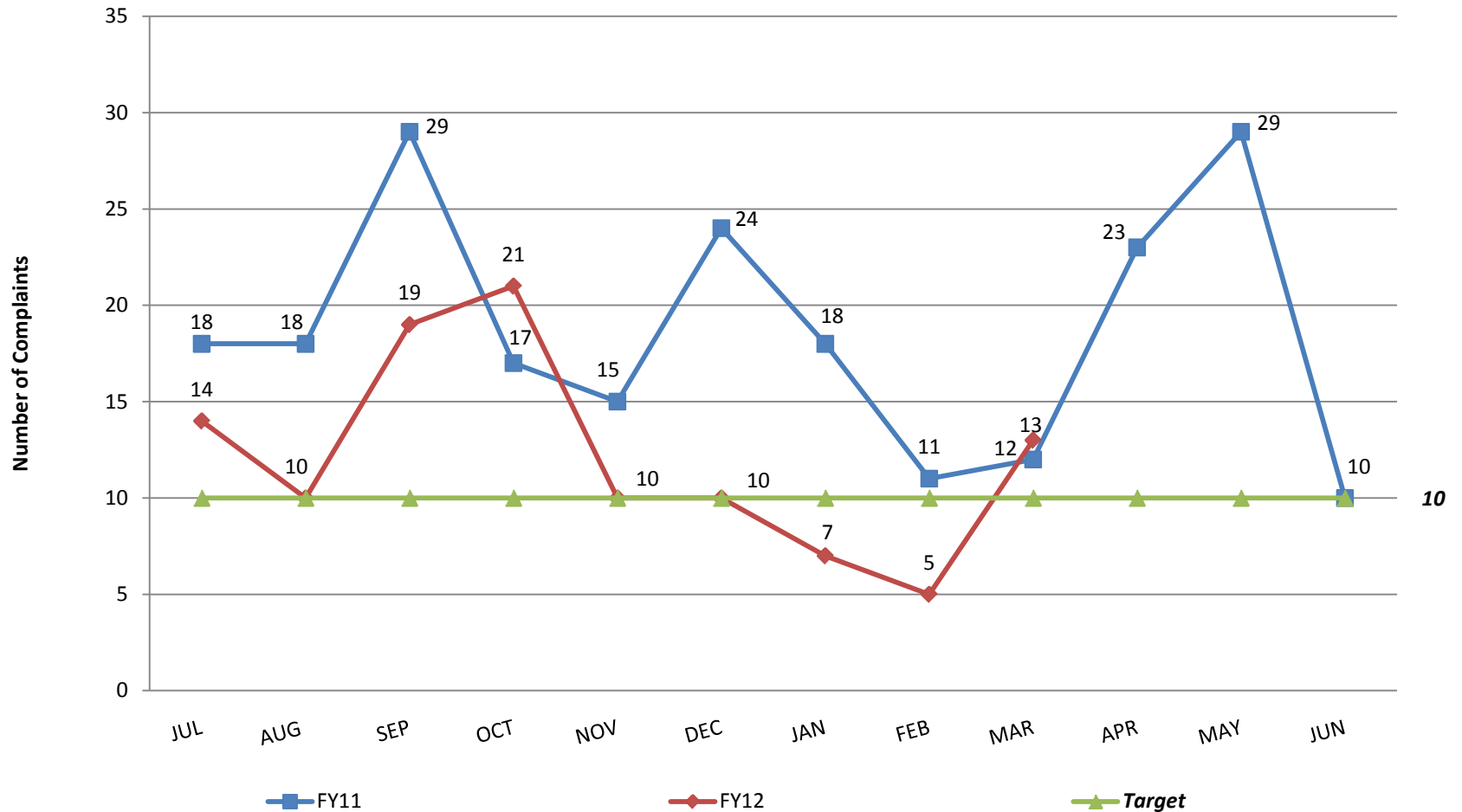
Paratransit
Preventable Accidents per 100,000 Miles
FY11 / FY12





HAMPTON ROADS TRANSIT

Paratransit Valid Customer Complaints per Month FY11 / FY12



Bus Maintenance

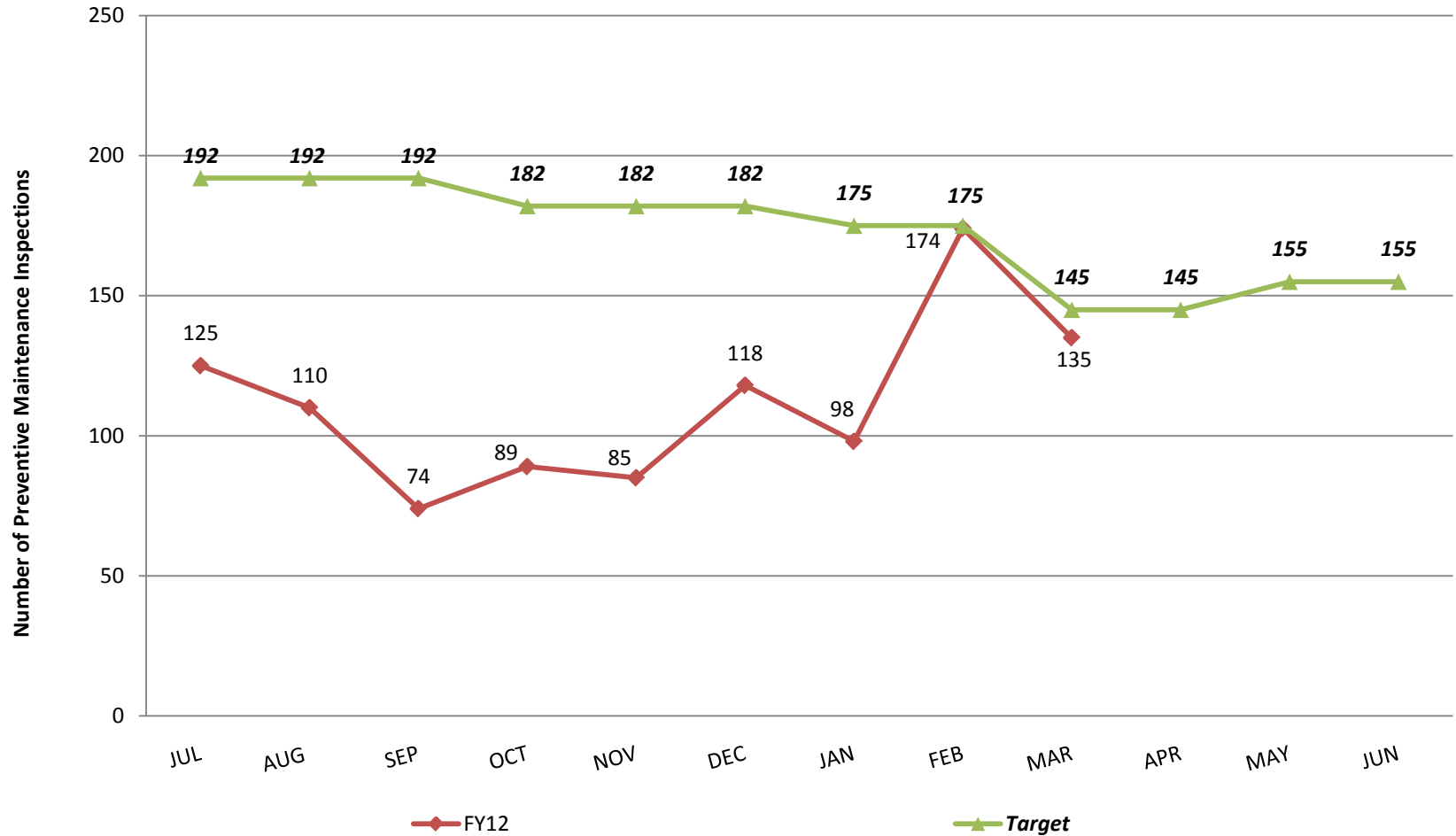
Targeted Areas of Improvement

- Preventive Maintenance Completed
- Mean Distance Between Service Interruptions
- Valid Customer Complaints per 100,000 Boardings



HAMPTON ROADS TRANSIT

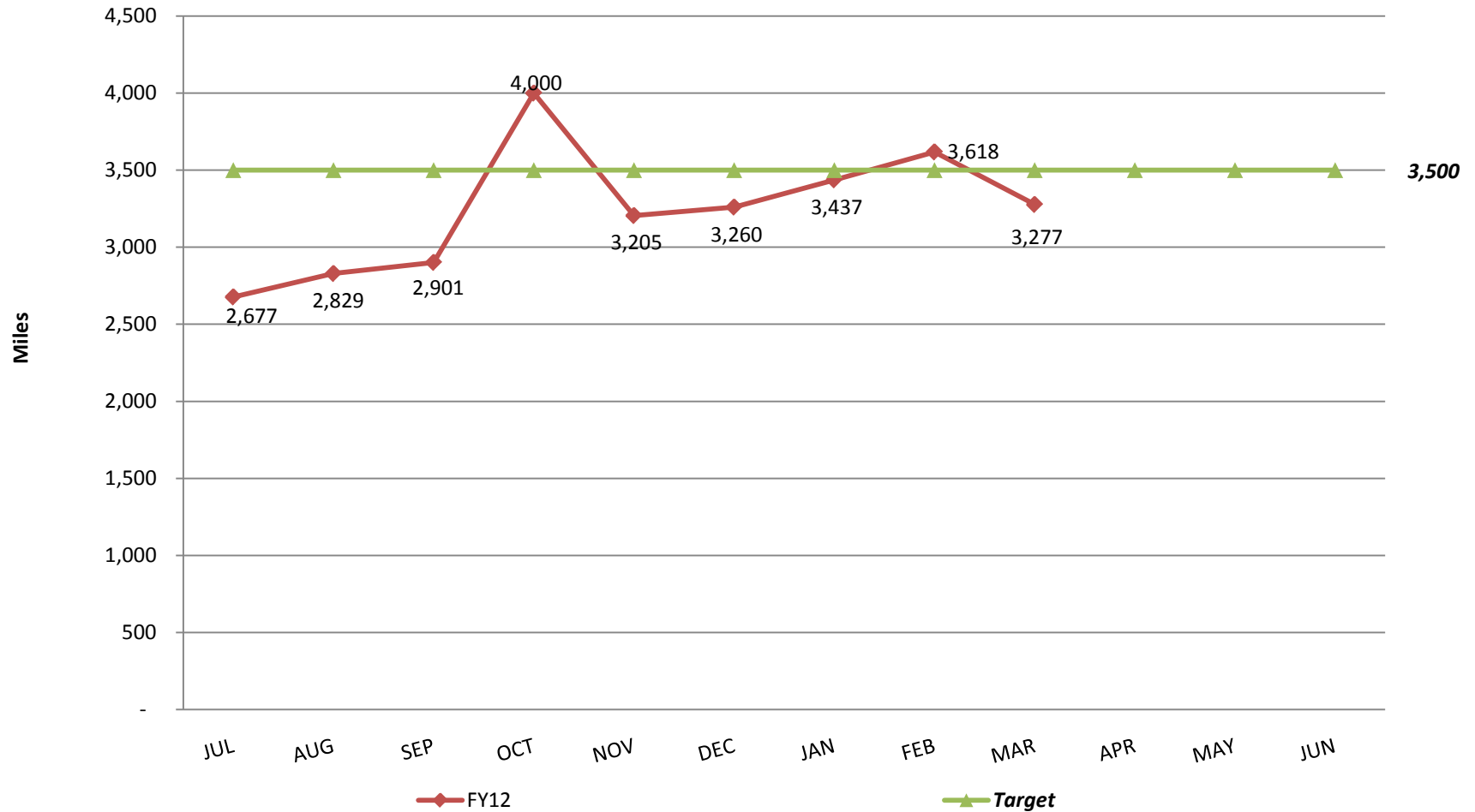
Bus Maintenance Preventive Maintenance Completed FY12





HAMPTON ROADS TRANSIT

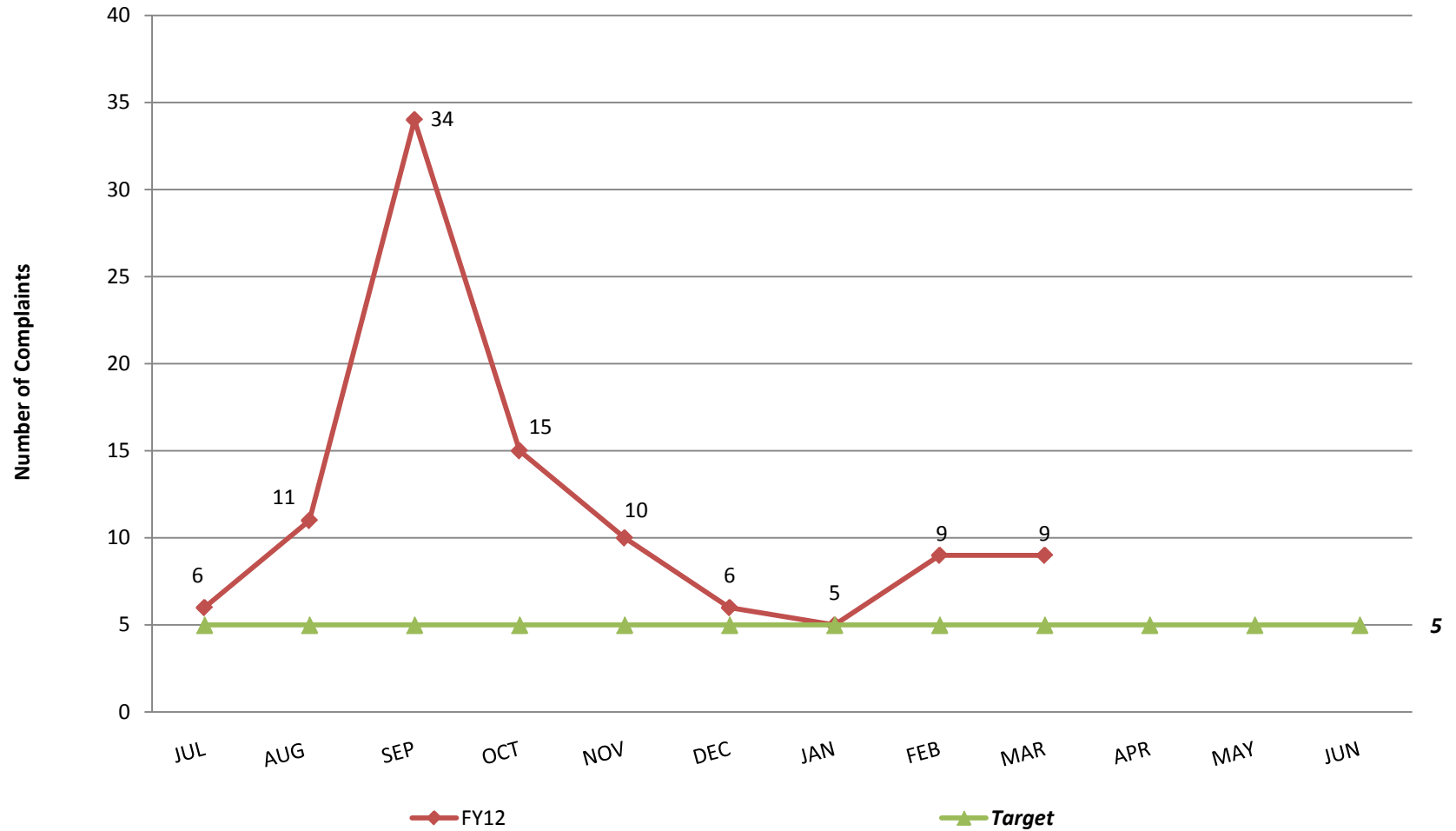
Bus Maintenance
Mean Distance Between Service Interruptions
FY12





HAMPTON ROADS TRANSIT

Bus Maintenance Valid Maintenance Related Customer Complaints FY12

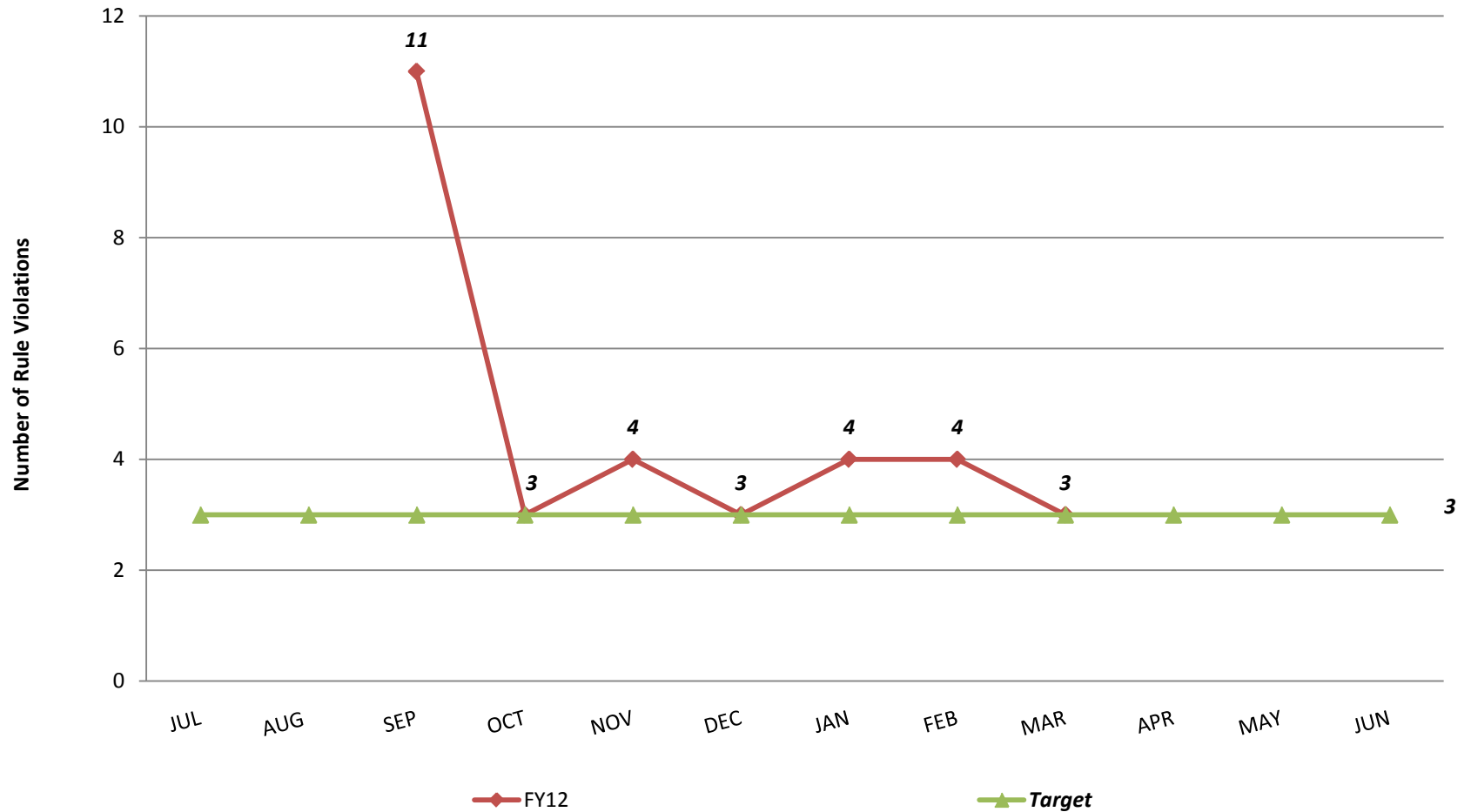


Rail Transportation

Targeted Areas of Improvement

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

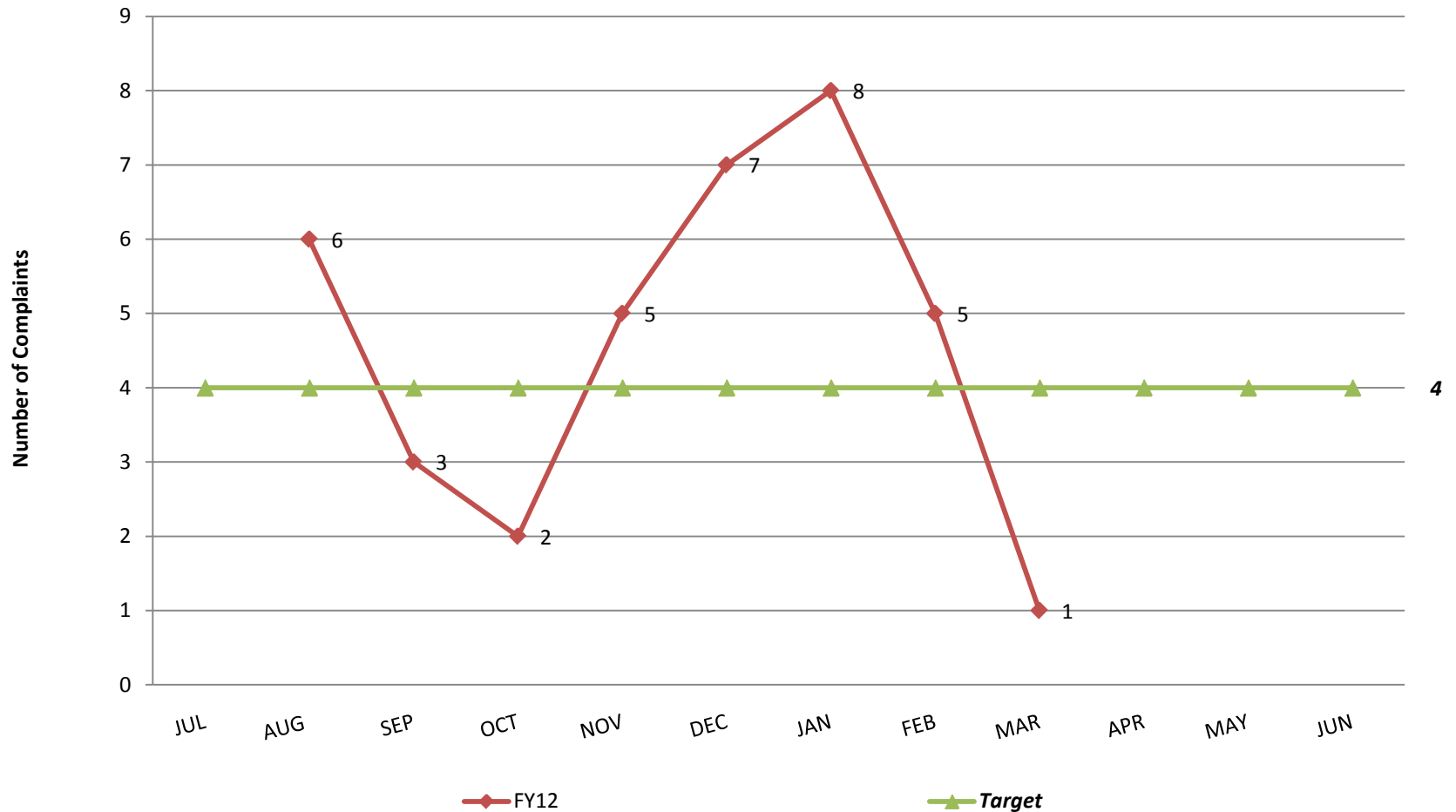
Rail Transportation
Operator Rule Violations
FY12





HAMPTON ROADS TRANSIT

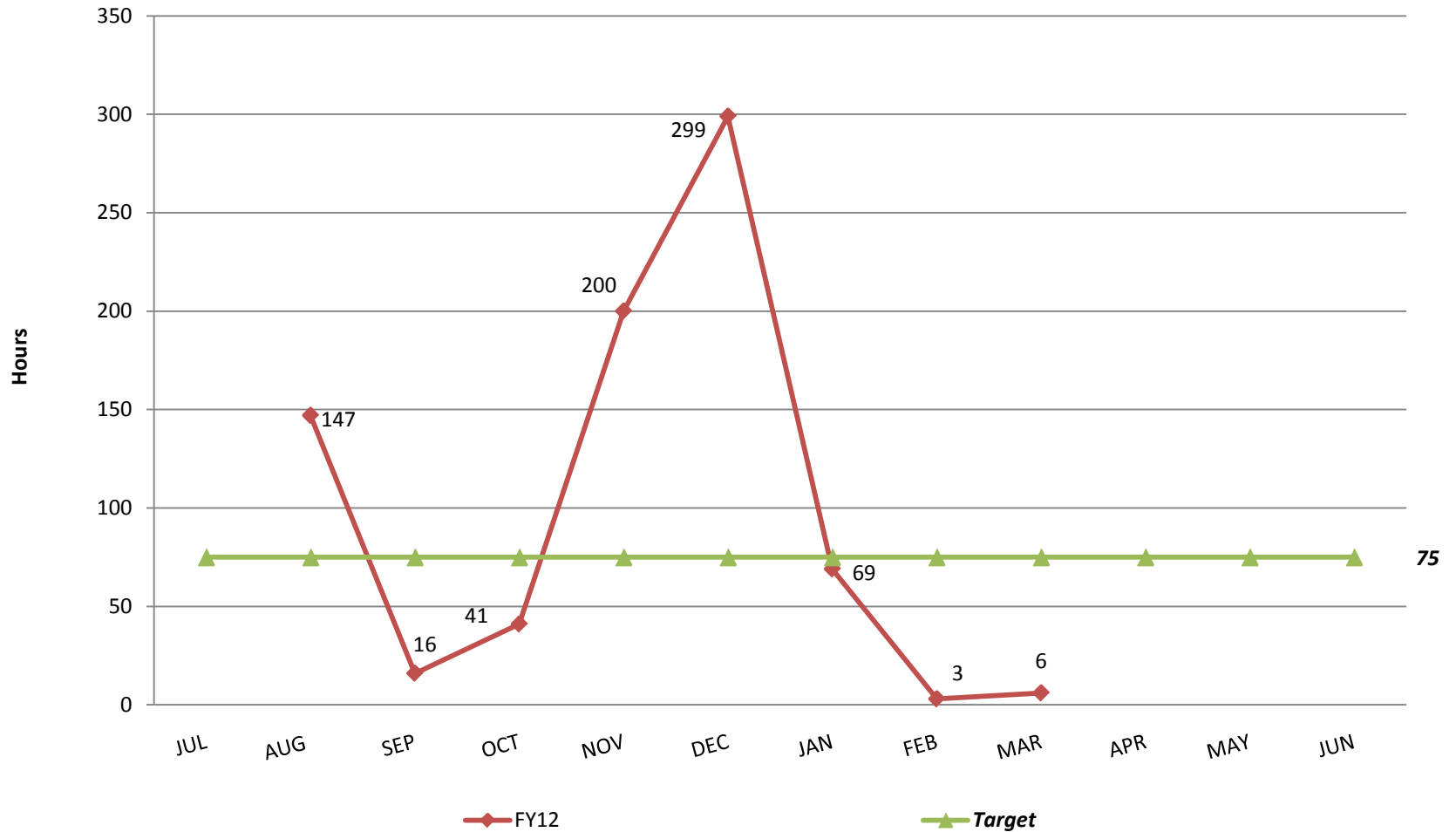
Rail Transportation
Valid Customer Complaints per 100,000 Boardings
FY12





HAMPTON ROADS TRANSIT

Rail Transportation Unscheduled Overtime Hours FY12



Rail Vehicle Maintenance

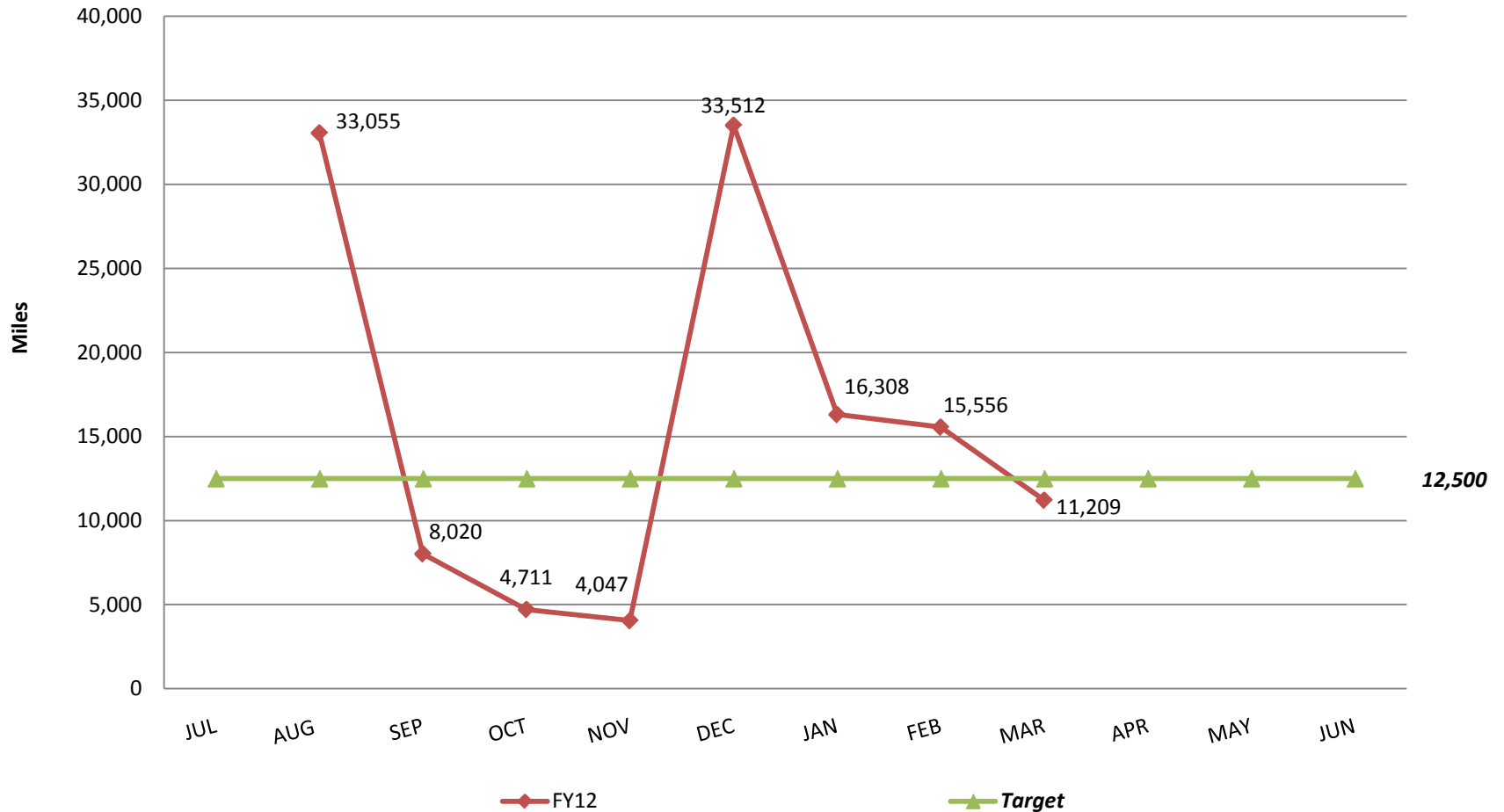
Targeted Areas of Improvement

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



HAMPTON ROADS TRANSIT

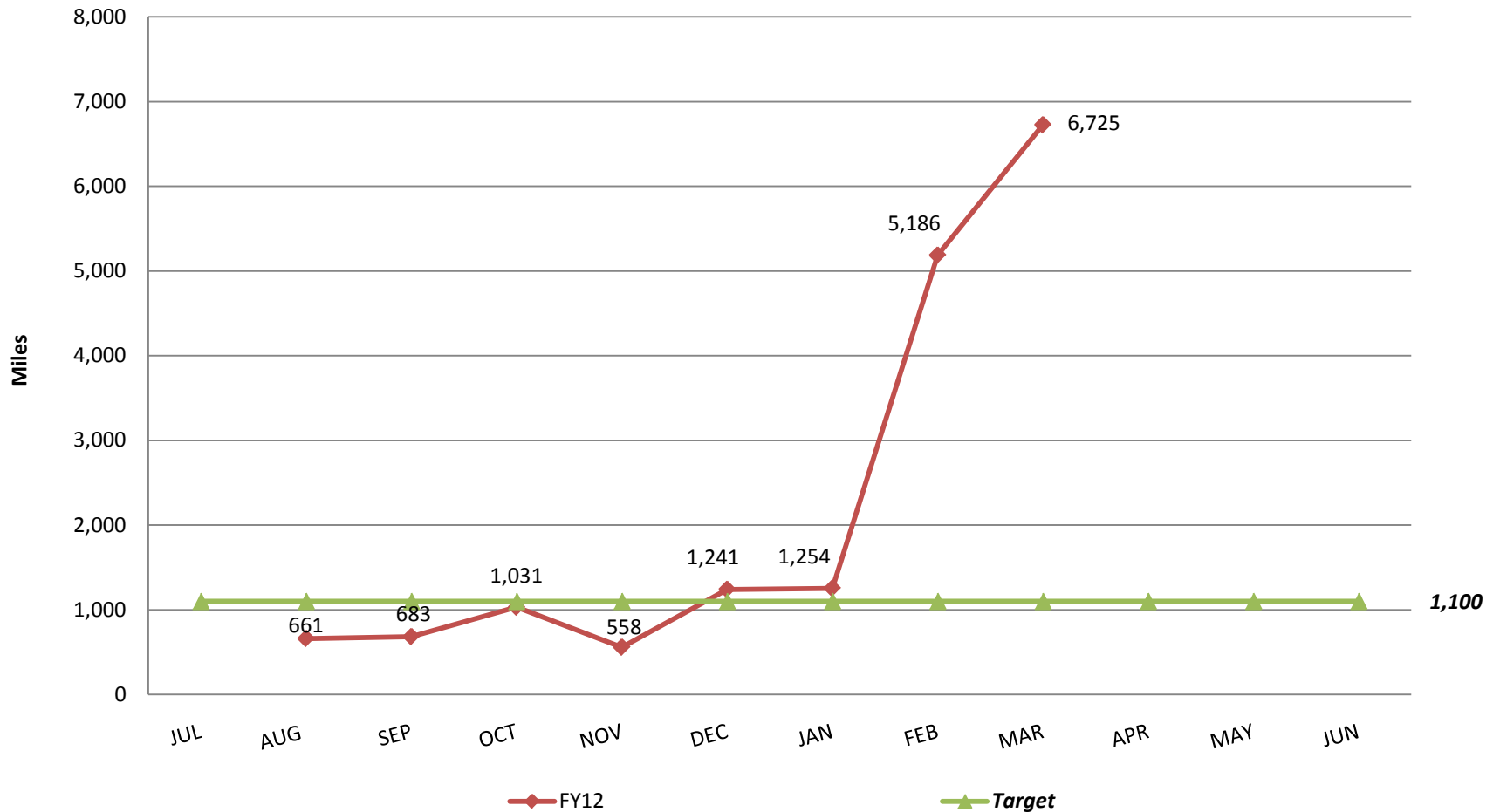
Rail Vehicle Maintenance
Mean Distance Between Service Interruptions
FY12





HAMPTON ROADS TRANSIT

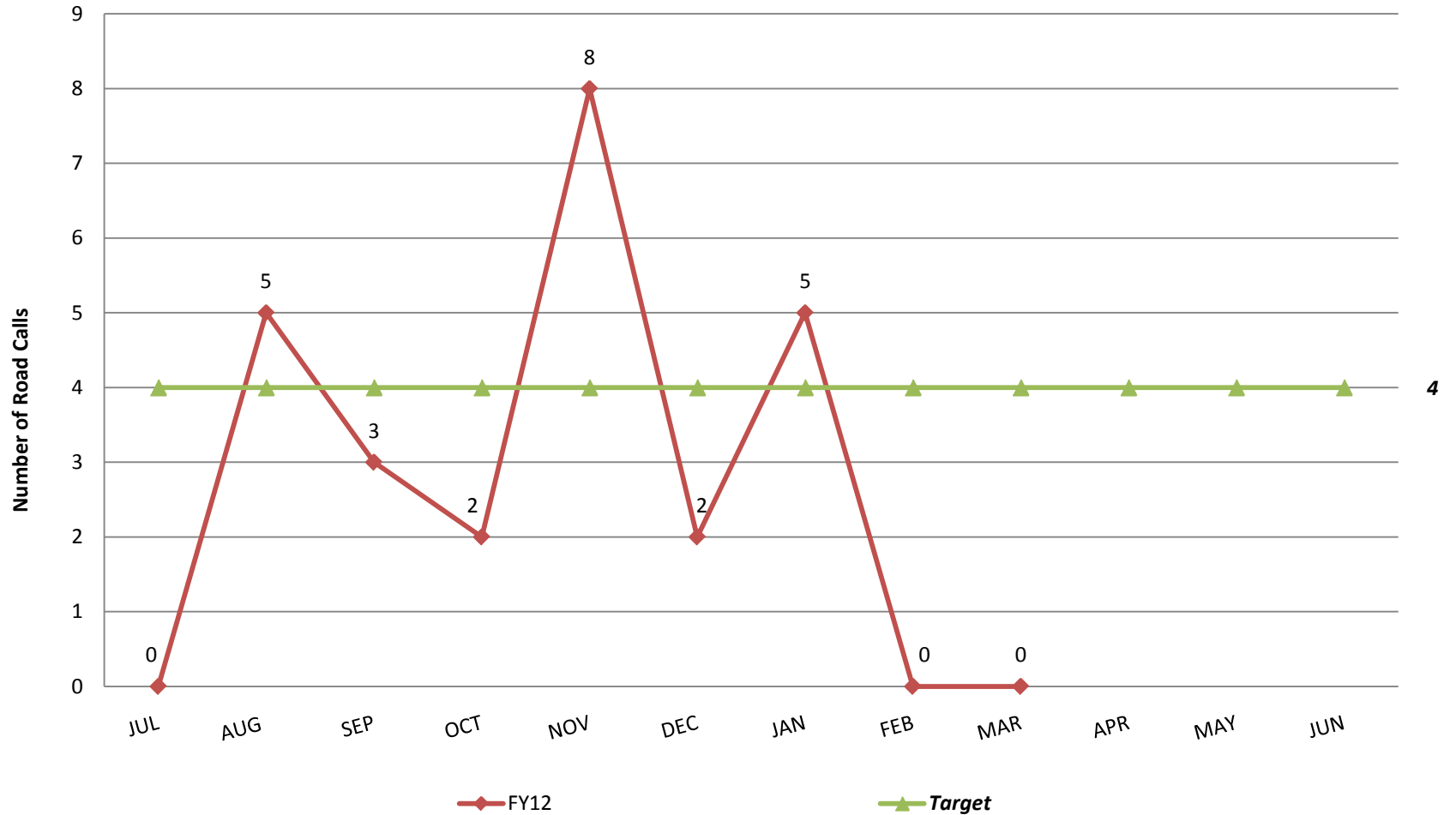
Rail Vehicle Maintenance
Mean Distance Between Failures
FY12





HAMPTON ROADS TRANSIT

Rail Vehicle Maintenance
Road Calls
FY12

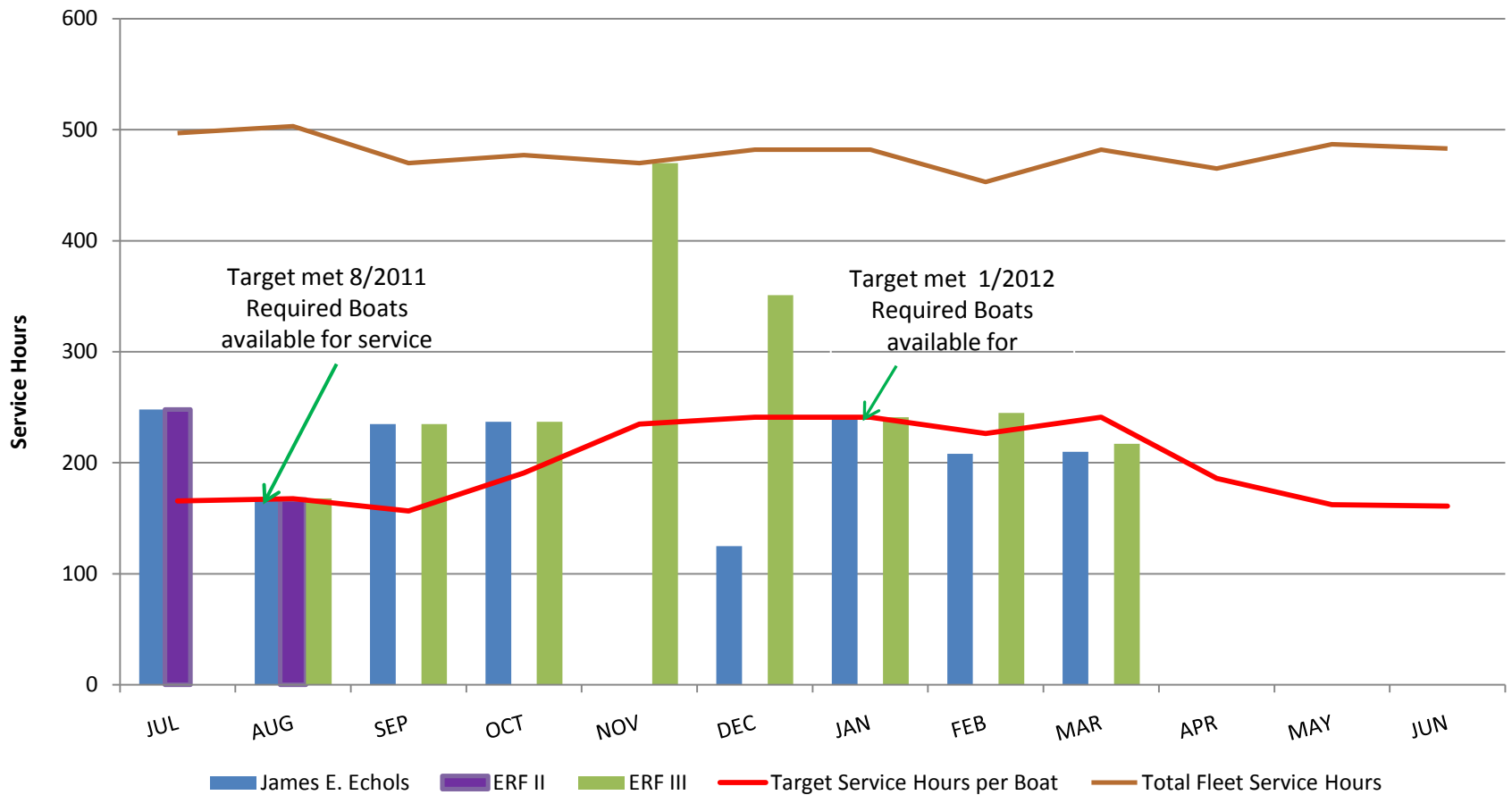


Technical Services

Targeted Areas of Improvement

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

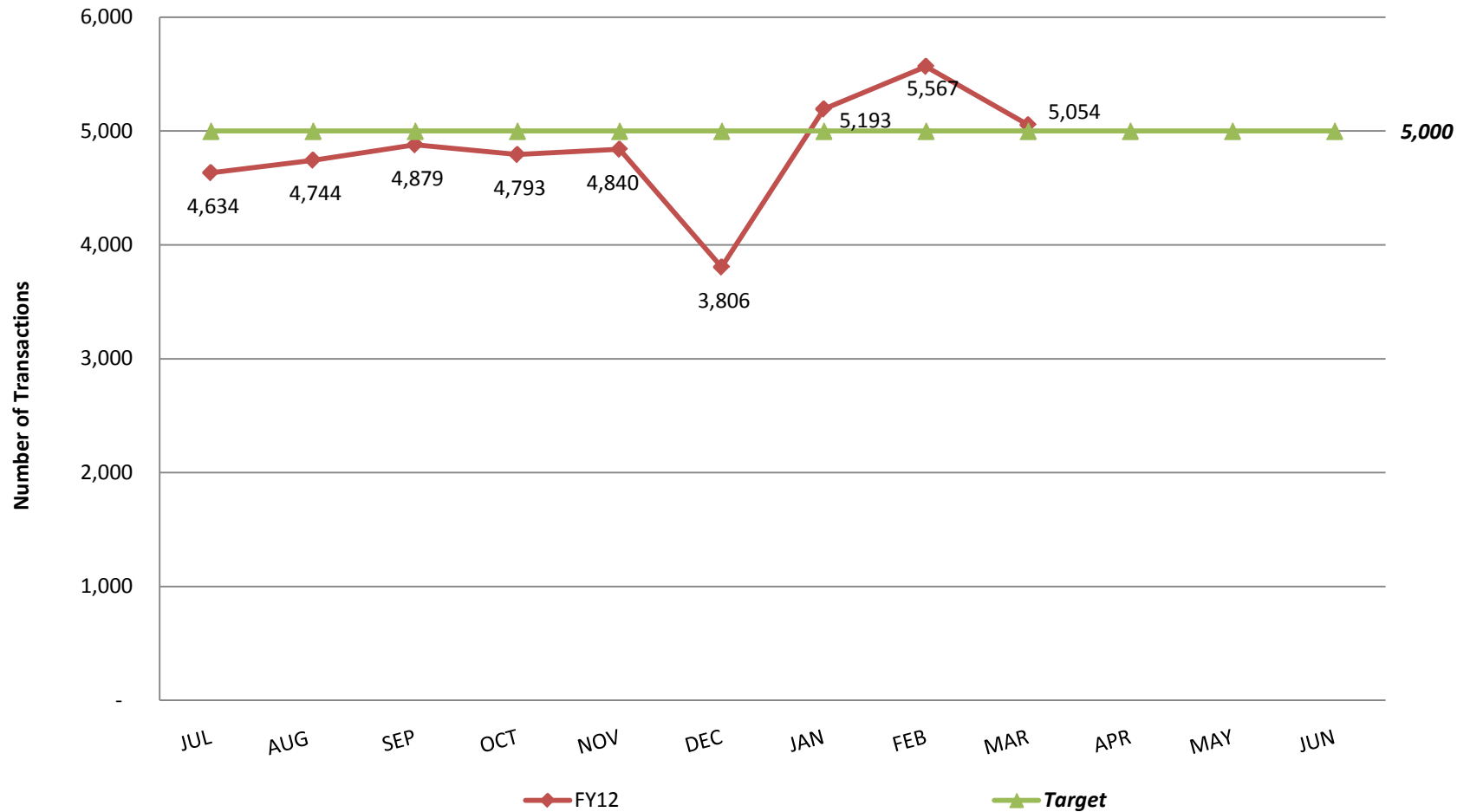
Technical Services Ferry Boat Operating Hours FY12



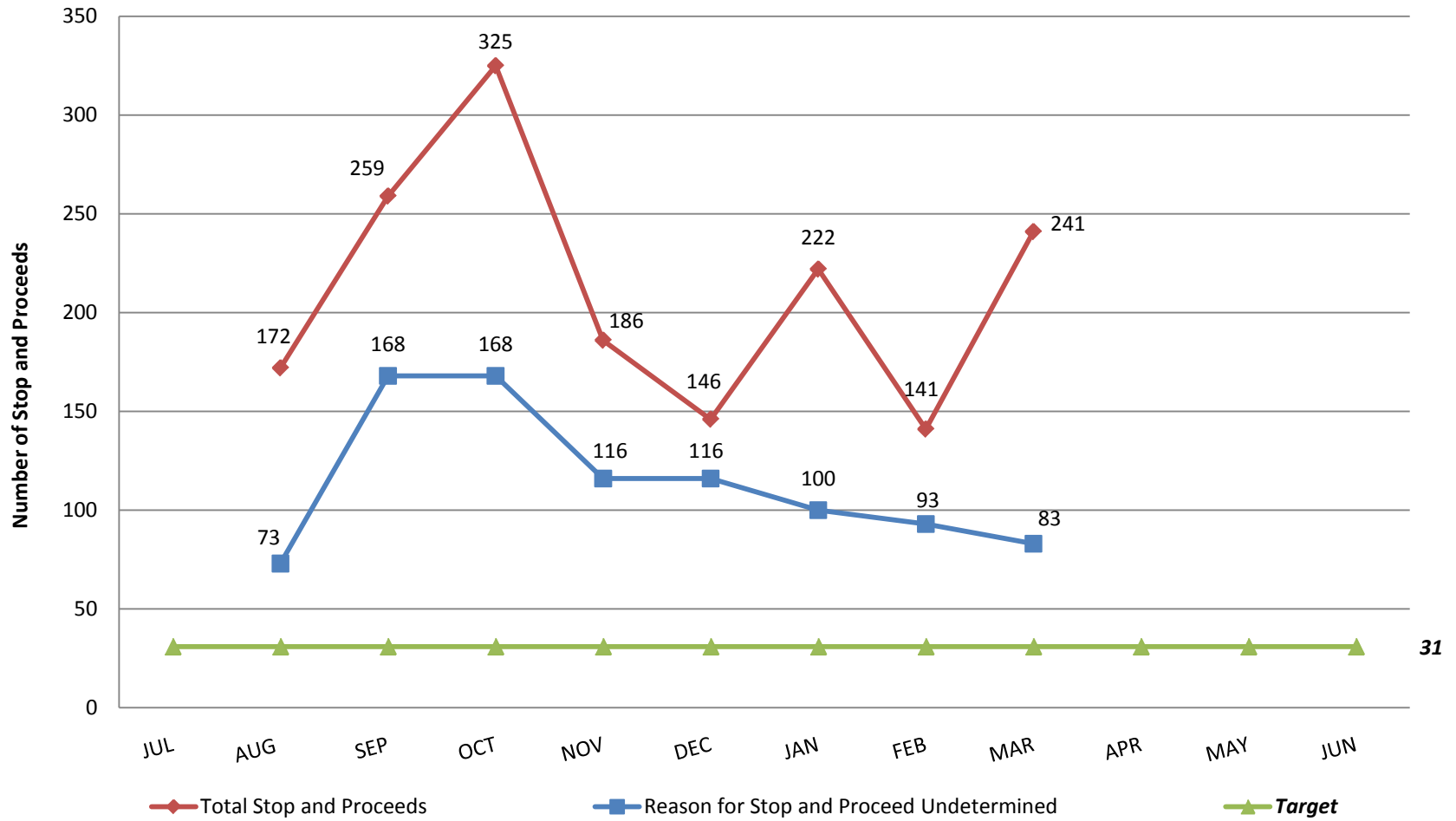


HAMPTON ROADS TRANSIT

Technical Services Farebox Transactions Between Service Calls FY12



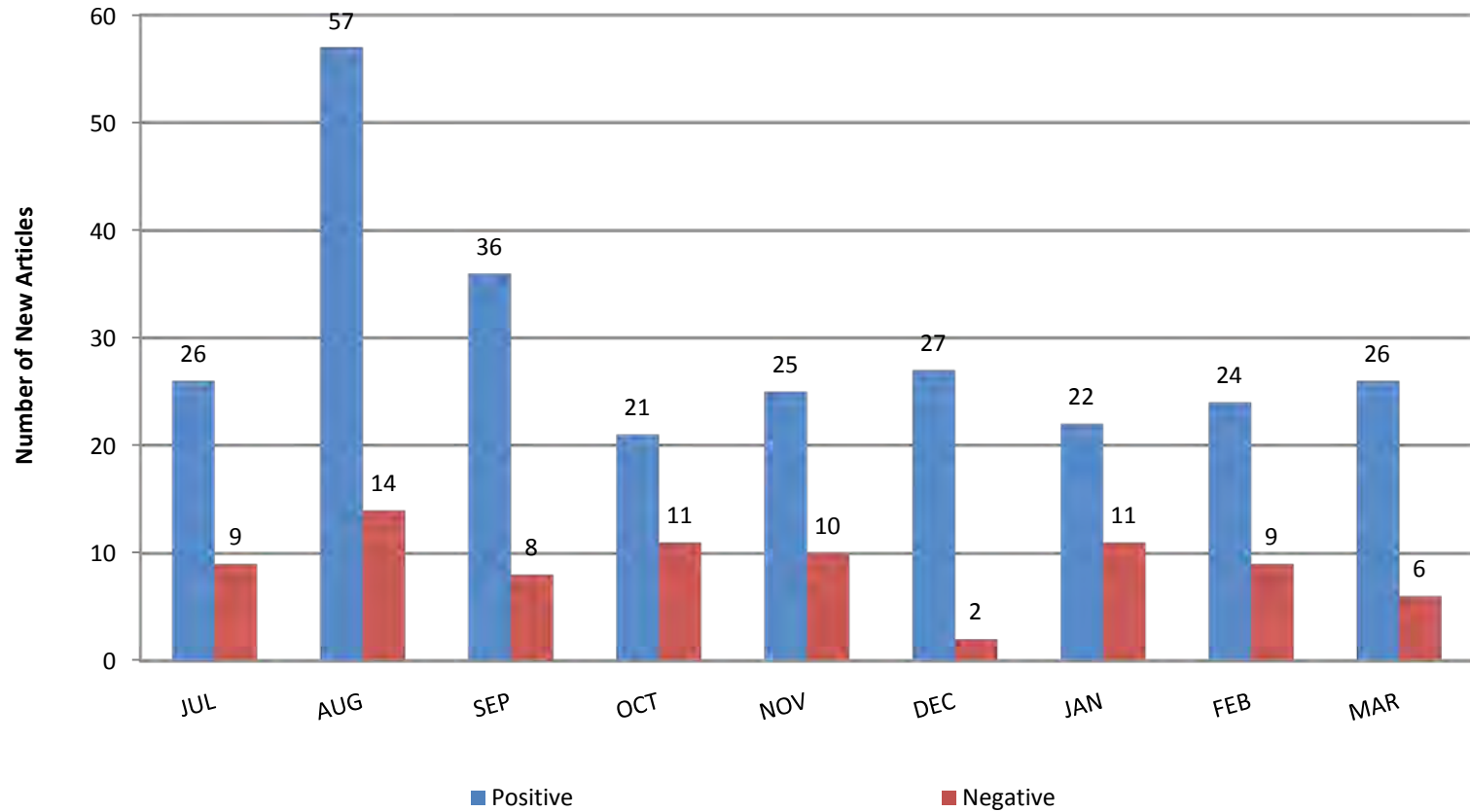
Technical Services
Central Business District Stop and Proceeds
FY12



Operations Information

- Positive vs. Negative News Articles
 - Website Analytics

Public Relations
Positive vs Negative News Articles
FY12





HAMPTON ROADS TRANSIT

Visitors Overview

Feb 28, 2012 - Mar 29, 2012

100.00% of total visits

Overview



44,853 people visited this site

- 75,994 Visits
- 44,853 Unique Visitors
- 334,676 Pageviews
- 4.40 Pages/Visit
- 00:04:38 Avg. Visit Duration
- 30.42% Bounce Rate
- 46.43% % New Visits



- 46.50% New Visitor
35,339 Visits
- 53.50% Returning Visitor
40,655 Visits

Language		Visits	% Visits
1.	en-us	58,212	76.60%
2.	en	16,832	22.15%
3.	en_us	175	0.23%
4.	en-gb	122	0.16%
5.	es	69	0.09%
6.	fr	68	0.09%
7.	zh-cn	47	0.06%
8.	*30790cc430790a1130790cd430790ca830790b20	35	0.05%
9.	es-es	32	0.04%
10.	de-de	30	0.04%



HAMPTON ROADS TRANSIT

Landing Pages

Feb 28, 2012 - Mar 29, 2012

100.00% of total entrances

Explorer

Site Usage



Visits

75,994

% of Total: 100.00% (75,994)

Pages/Visit

4.40

Site Avg: 4.40 (0.00%)

Avg. Visit Duration

00:04:38

Site Avg: 00:04:38 (0.00%)

% New Visits

46.43%

Site Avg: 46.43% (0.00%)

Bounce Rate

30.42%

Site Avg: 30.42% (0.00%)

Landing Page	Visits	Pages/Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. /index.html	37,662	5.30	00:05:27	46.75%	16.60%
2. /route/index.html	5,790	4.42	00:04:14	41.85%	11.31%
3. /route/norfolk/index.html	5,652	2.99	00:03:44	32.68%	60.77%
4. /services/the-tide/index.html	4,212	4.16	00:03:30	65.19%	38.34%
5. /route/virginia-beach/index.html	2,169	3.74	00:03:52	48.50%	48.46%
6. /about/employment	1,684	3.24	00:06:06	67.99%	40.38%
7. /about/employment/index.html	1,598	2.78	00:04:13	52.69%	49.50%
8. /route/newport-news/index.html	1,298	3.64	00:04:05	45.15%	51.16%
9. /route/norfolk	1,169	2.10	00:02:05	13.60%	71.26%
10. /services/paddlewheel-ferry/index.html	1,059	2.51	00:02:19	67.14%	53.35%