# Ventra Performance Metrics
### January 24, 2014

On November 5, 2013, the CTA announced new measures of accountability for Ventra's contractor, Cubic Transportation Systems.  Those requirements included lowering average call wait times to Ventra customer service to five minutes or less to speak to an operator; all Ventra reader taps process in 2.5 seconds or less, 99 percent of the time; and vending machines and card readers on buses and at rail stations have a 99 percent availability or "uptime." This report is a summary of Ventra performance areas.

As of January 1, 2014, the vendor has met the CTA's performance standards.  The CTA continues to monitor Ventra's performance closely to ensure consistency.

**Taps**

The following graphic depicts total taps per week segmented by Ventra and legacy media. As illustrated, the percentage of Ventra taps has grown significantly since September. For the week of January 12 through January 18, Ventra comprised 77 percent of total taps.
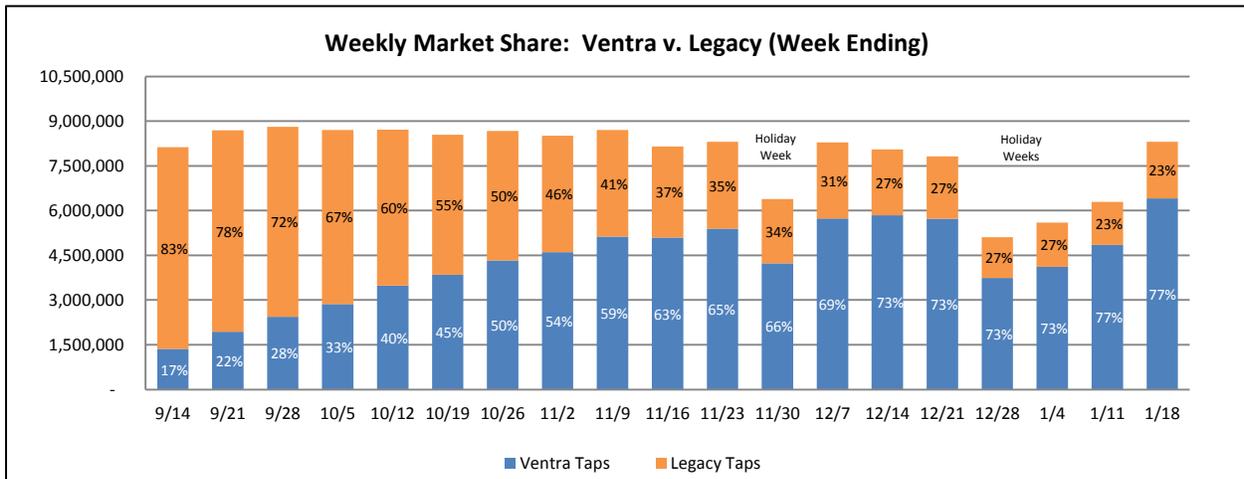


Through January 18, there had been more than 81.1 million Ventra taps across the system.

## Active Accounts

The following data set represents the volume of active Ventra accounts. The graphic illustrates a continued upward trend in the number of active accounts since December 20. As of January 21, there were 1.3 million active Ventra accounts. This represents a 47.2 percent increase since mid-November.

**Active Accounts Daily Growth**
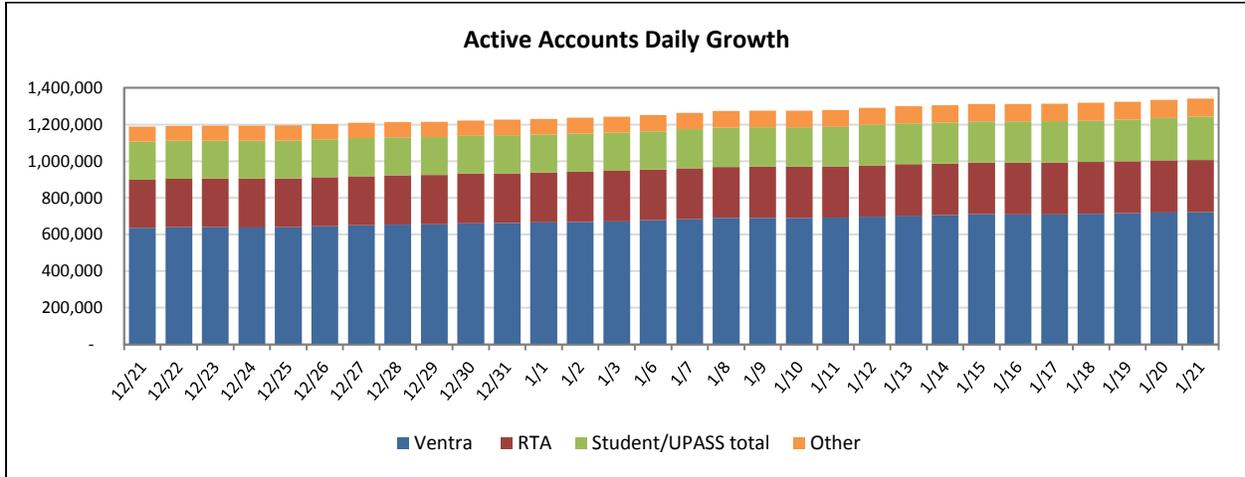


| Account Type | Ventra | RTA | Student/UPASS | Other |
|---|---|---|---|---|
| Active Accounts as of Jan. 21 | 721,666 | 285,392 | 234,954 | 99,380 |

The "Other" category in the above graphic and table includes: Active and Disabled Military, Student/Child, O'Hare Employees, etc.

## Call Center

The following data sets provide detail on the Ventra Call Center. In November, the CTA directed Cubic to hire Convergys, a leading national call center company, to monitor call center performance and recommend quick improvements to elevate the quality of the centers. Cubic is paying for these services. The call center continues to make enhancements to improve the customer experience. Some of the quality assurance strategies recently implemented include ongoing, proactive outbound calls and surveys to customers to ensure issue resolution.

The graphic below represents the volume of calls received by the Ventra Call Center on a daily basis from November 29 through January 21. The data demonstrates a significant decrease in average daily call volume since November.

**Call Center
Total Calls Received**
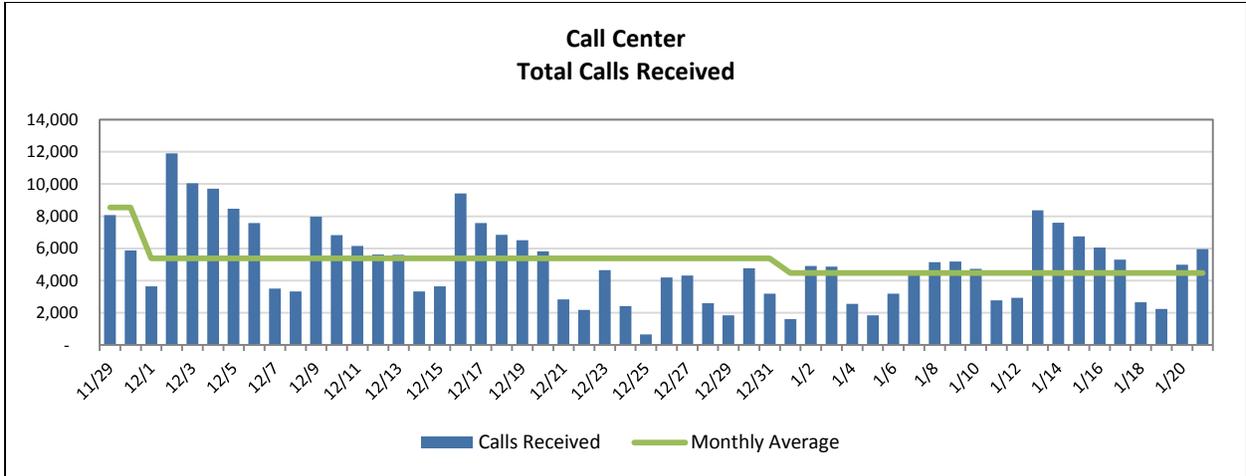


The following graphic illustrates the disposition of calls received by the Ventra Call Center since January 8. The data indicates that the majority of calls received by the Ventra Call Center are answered without being placed in a hold status.

**Answering of Calls Received**
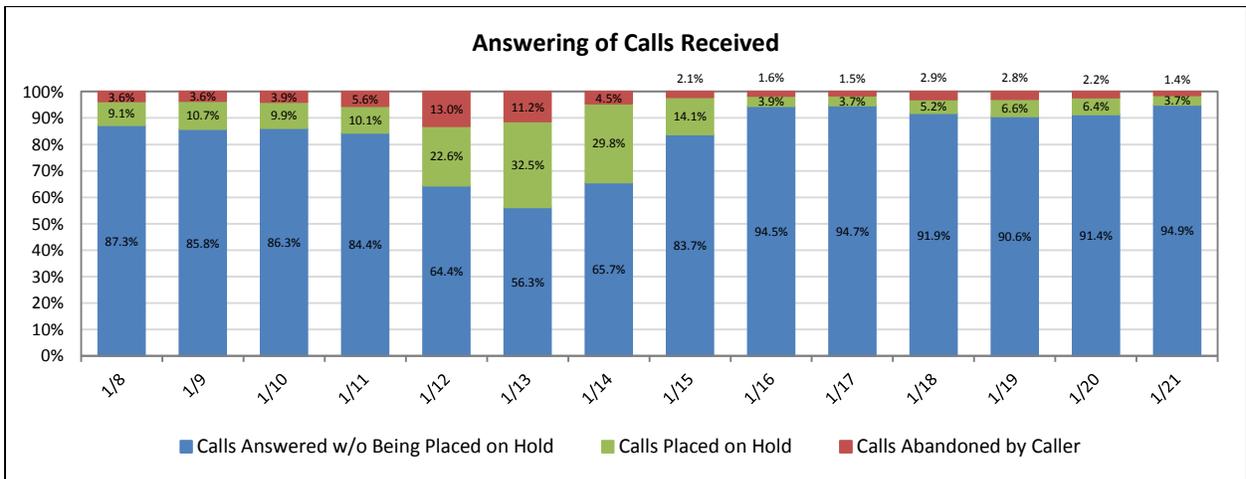


The following graphic represents average hold times for those calls placed in a hold status daily since December 21. As previously reported, average daily hold times have remained below 5 minutes consistently since mid-November.
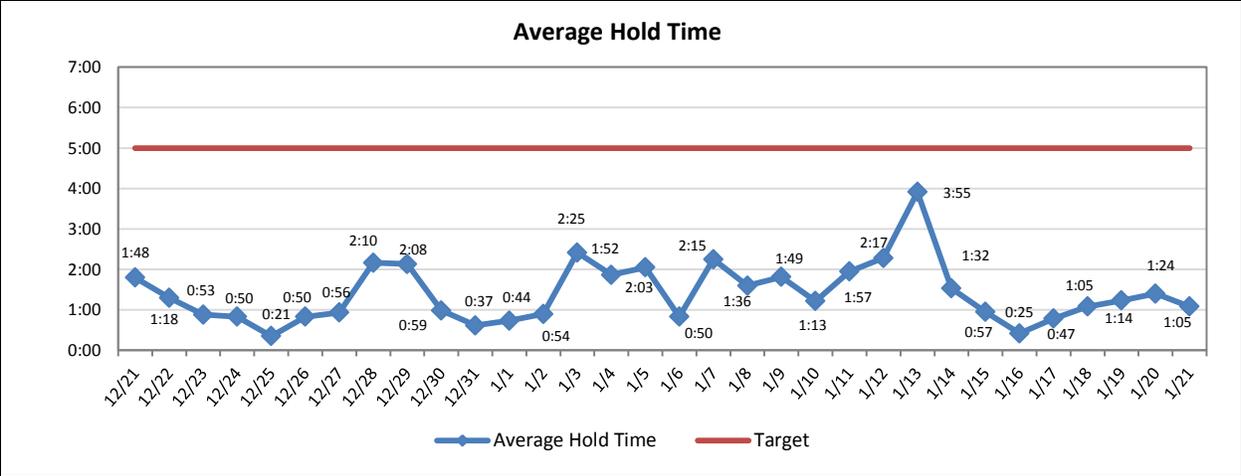
**Average Hold Time**



Notes:
- The hold times presented represent 24-hour average hold times across all queues.
- As of December 11, customers were no longer being asked to leave a message for a callback—all calls are being handled by a live, trained operator.

The following graphic represents average hold times by hour for calls placed in a hold status since November 18. The data indicates that average hold times are below 5 minutes throughout the daily operating period.

**Average Hold by Hour**
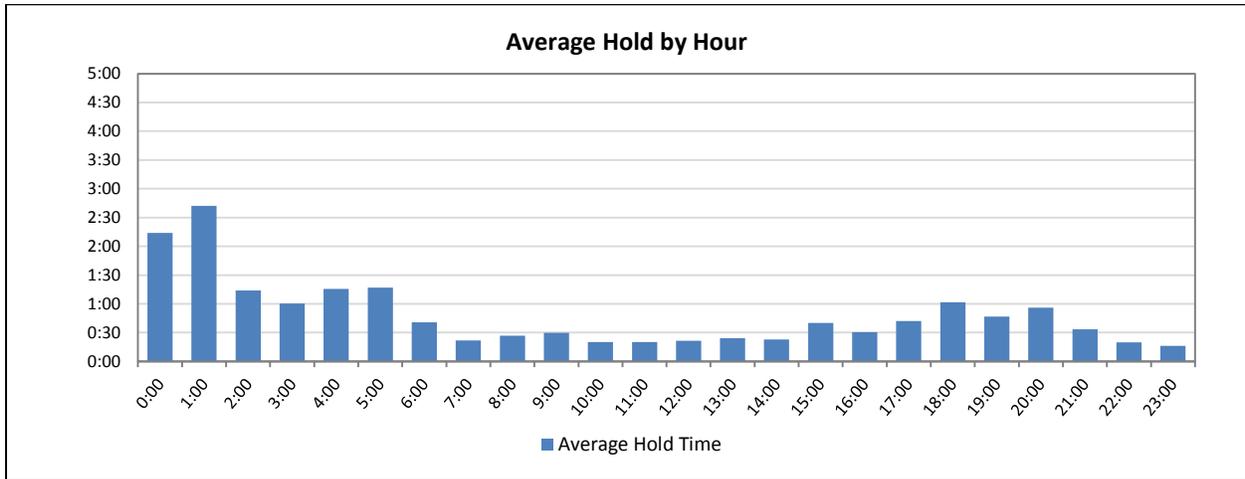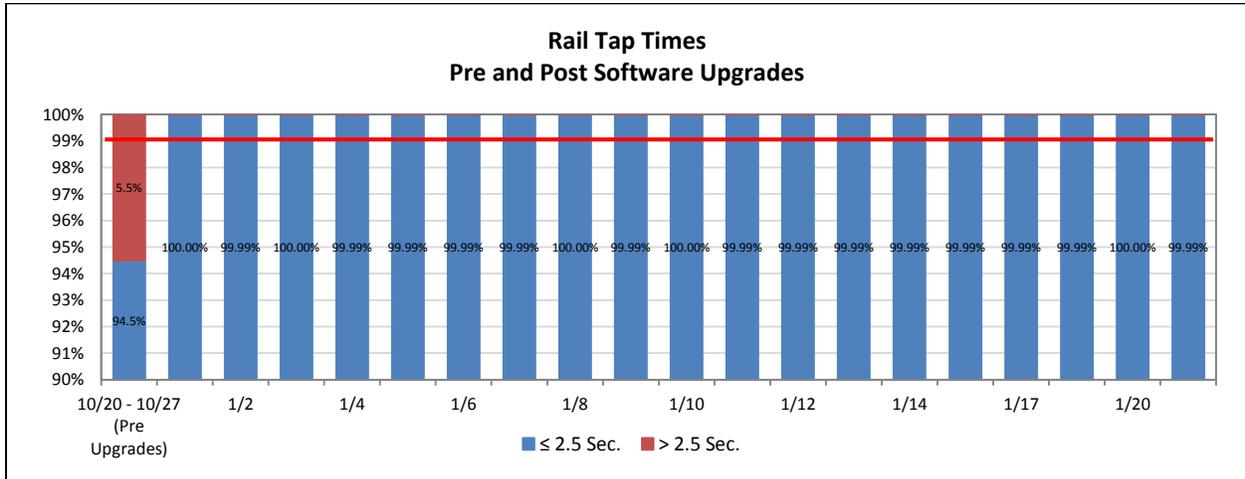


**Tap Times**

**Average Tap Time:** Data represents the average tap times for bus and rail based on a sample of 47.9 million transactions since mid-November – 25.3 million on bus and 22.6 million on rail.

| Avg. Tap Time | Bus | Rail |
|---|---|---|
| As of January 21, 2014 | 0.95 Seconds | 0.54 Seconds |
| As of December 17, 2013 | 0.99 Seconds | 0.56 Seconds |

The graphic below illustrates average tap time per day for bus and rail since December 1.
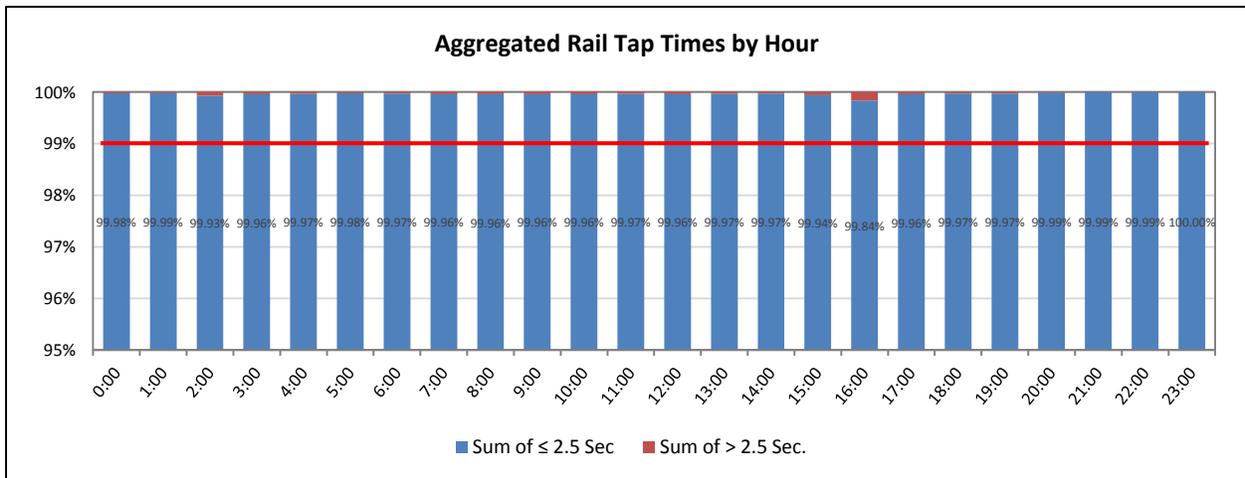
**Avg. Tap Time Per Day**
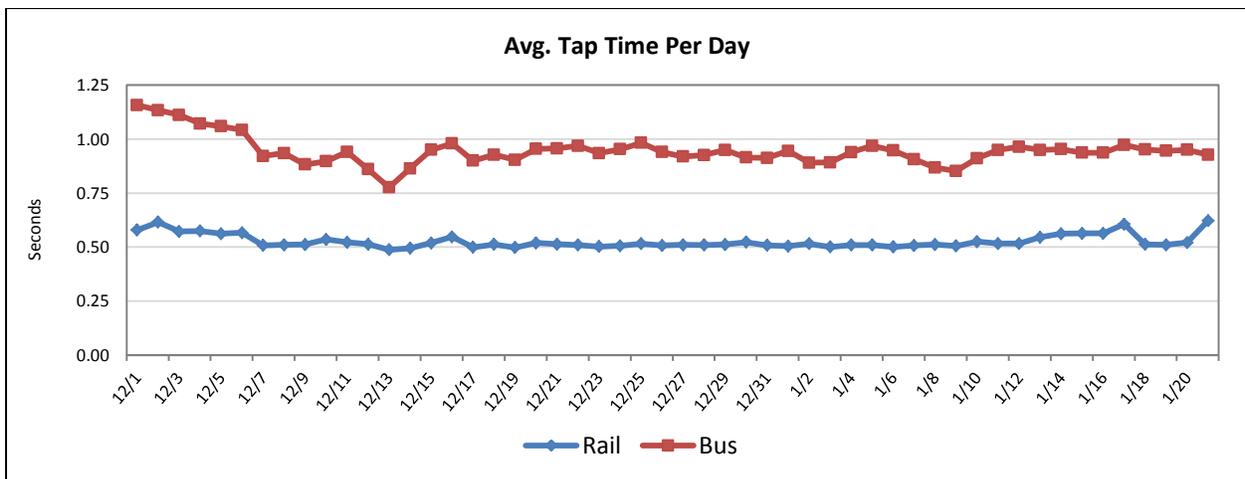
**Rail**: Data represents tap times for rail between January 1 and January 21 as compared to data collected from late October prior to the implementation of software upgrades to address tap delays and other issues.

**Rail Tap Times**
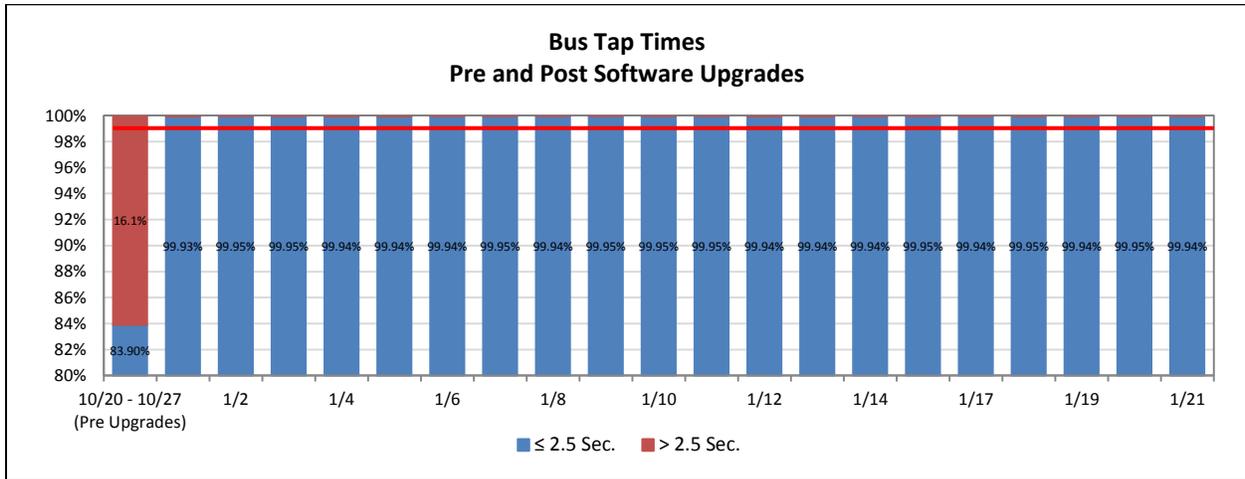**Pre and Post Software Upgrades**



Cumulative data collected since November 11 illustrates that 99.95 percent of taps on rail have been processed in 2.5 seconds or less. The table below illustrates the processing time by duration segment.

| Tap Times | Count | Percent | Cumulative |
|---|---|---|---|
| ≤ 0.5 Seconds | 15,066,854 | 66.70% | 96.55% |
| 0.6 Seconds – 1.0 Seconds | 6,742,369 | 29.85% | |
| 1.1 Seconds – 2.5 Seconds | 768,517 | 3.40% | 3.40% |
| > 2.5 Seconds | 10,223 | 0.05% | 0.05% |

The graphic below represents the aggregated tap times for rail by hour. The data demonstrates expected results throughout the operating period.

**Aggregated Rail Tap Times by Hour**

**Bus**: Data represents tap times for bus between January 1 and January 21 as compared to data collected from late October prior to the implementation of software upgrades to address tap delays and other issues.

**Bus Tap Times**
**Pre and Post Software Upgrades**



Cumulative data collected since November 19 illustrates that 99.95 percent of taps on bus have been processed in 2.5 seconds or less. The table below illustrates the processing time by duration segment.

| Tap Times | Count | Percent | Cumulative |
|---|---|---|---|
| ≤ 0.5 Seconds | 15,563,261 | 61.37% | 65.15% |
| 0.6 Seconds – 1.0 Seconds | 958,672 | 3.78% | |
| 1.1 Seconds – 2.5 Seconds | 8,826,324 | 34.80% | 34.80% |
| > 2.5 Seconds | 13,174 | 0.05% | 0.05% |

The graphic below represents the aggregated tap times for bus by hour. The data demonstrates expected results throughout the operating period.

**Aggregated Bus Tap Times by Hour**
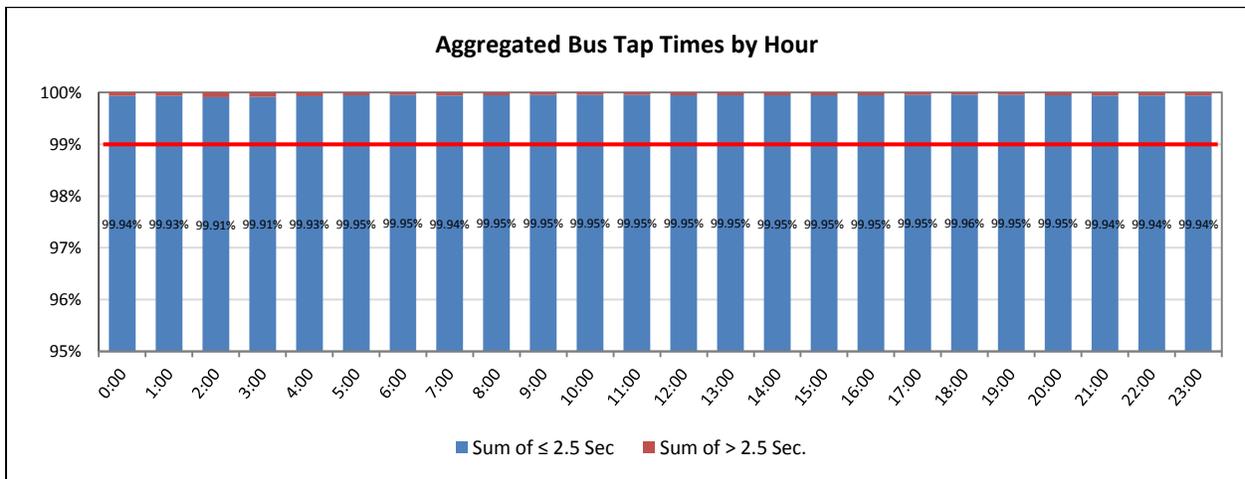
## Availability

The table below represents the availability percentages for the rail and bus system over the four-week period ending January 19.  Availability is a measure of the average amount of time in a 24-hour period a Ventra reader or vending machine is available to customers.  Any time a reader/vending machine is not working, a maintenance ticket is opened—and is only closed after the reader/vending machine is working again.  Using Turnstile Gates as an example: 99.7 percent availability indicates that, on average across the system, turnstile gates are operational 23 hours and 55.7 minutes per day. To ensure continued system availability, Cubic has increased the number of service technicians and developed zoned service areas to ensure technicians can respond to reported issues as quickly as possible.

| Device Type | Ventra Vending Machine | Wheelchair Accessible Gate | Turnstile Gate | High Barrier Gates | CTA Bus |
|---|---|---|---|---|---|
| 4 Week Avg. (1/19) | 99.5% | 99.8% | 99.7% | 99.9% | 99.7% |

## Card Distribution

The Regional Transit Authority (RTA) has completed its mailing of approximately 545,000 free and reduced fare cards to seniors and people with disabilities. As of January 21, 52.3 percent of RTA cards were active.