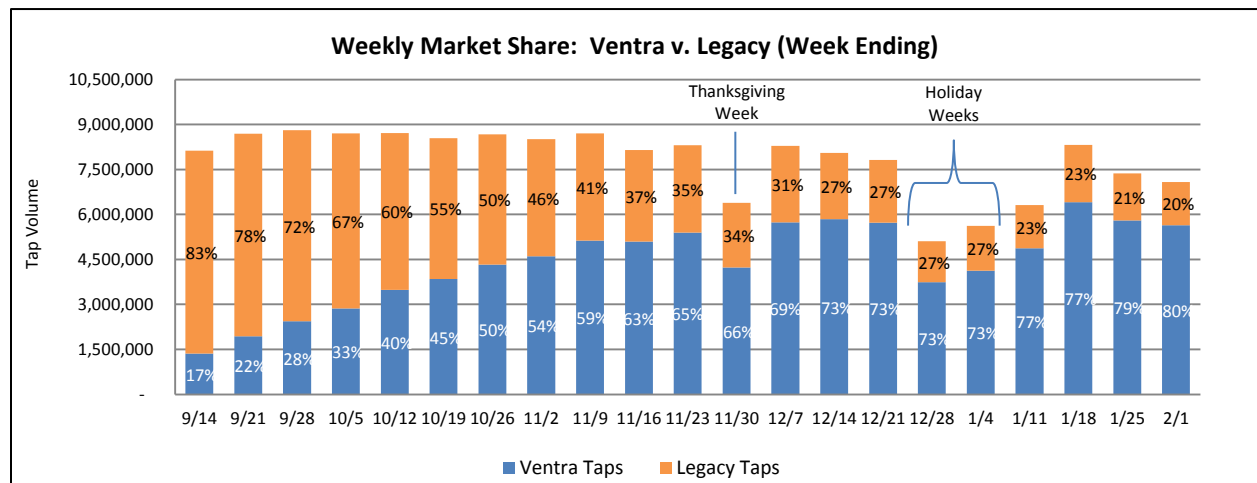# Ventra Performance Metrics
## February 7, 2014

On November 5, 2013, the CTA announced new measures of accountability for Ventra's contractor, Cubic Transportation Systems.  Since then, performance in every category has improved dramatically, with performance standards being met as of January 1, 2014.

This report is a summary of many of those performance areas, especially functions that directly affect customers. 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 26 through February 1, Ventra comprised 80 percent of total taps.

**Weekly Market Share:  Ventra v. Legacy (Week Ending)**

| Week Ending | Ventra Taps | Legacy Taps |
|---|---|---|
| 9/14 | 17% | 83% |
| 9/21 | 22% | 78% |
| 9/28 | 28% | 72% |
| 10/5 | 33% | 67% |
| 10/12 | 40% | 60% |
| 10/19 | 45% | 55% |
| 10/26 | 50% | 50% |
| 11/2 | 54% | 46% |
| 11/9 | 59% | 41% |
| 11/16 | 63% | 37% |
| 11/23 | 65% | 35% |
| 11/30 (Thanksgiving Week) | 66% | 34% |
| 12/7 | 69% | 31% |
| 12/14 | 73% | 27% |
| 12/21 | 73% | 27% |
| 12/28 (Holiday Weeks) | 73% | 27% |
| 1/4 (Holiday Weeks) | 73% | 27% |
| 1/11 | 77% | 23% |
| 1/18 | 77% | 23% |
| 1/25 | 79% | 21% |
| 2/1 | 80% | 20% |

Through February 1, there had been more than 92.6 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 January 4.  As of February 4, there were approximately 1.39 million active Ventra accounts. This represents a 52.7 percent increase in active accounts since mid-November.

**Active Accounts Daily Growth**
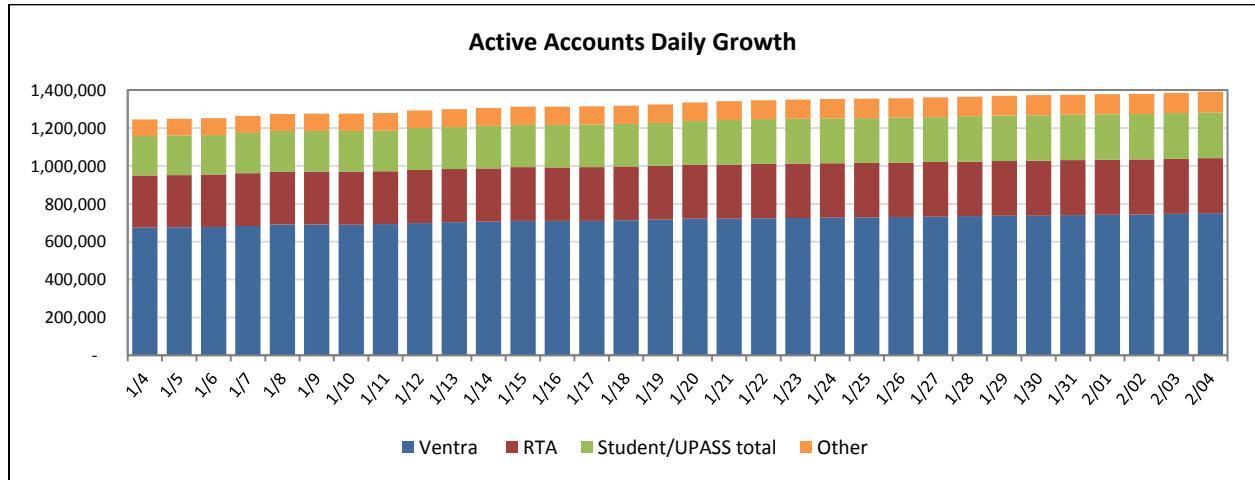


| Account Type | Ventra | RTA | Student/UPASS | Other |
|---|---|---|---|---|
| **Active Accounts as of Feb. 4** | 749,892 | 291,100 | 242,156 | 108,380 |

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 February 4. The data demonstrates a significant decrease in average daily call volume since November.

**Call Center
Total Calls Received**
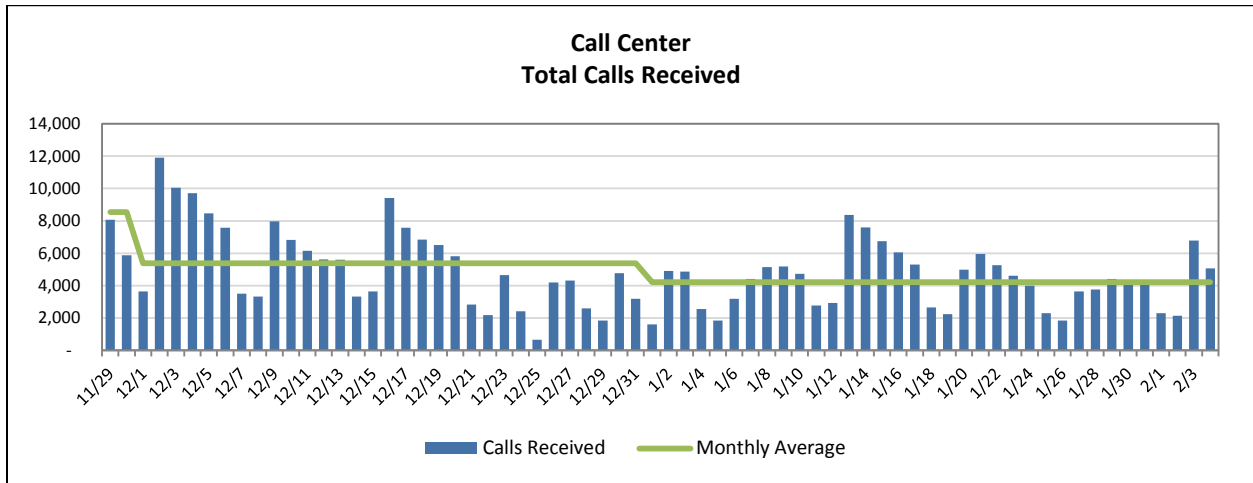


The following graphic illustrates the disposition of calls received by the Ventra Call Center since January 22. The data indicates that the majority of calls received by the Ventra Call Center are answered without being placed in a hold status.

**Answering of Calls Received**
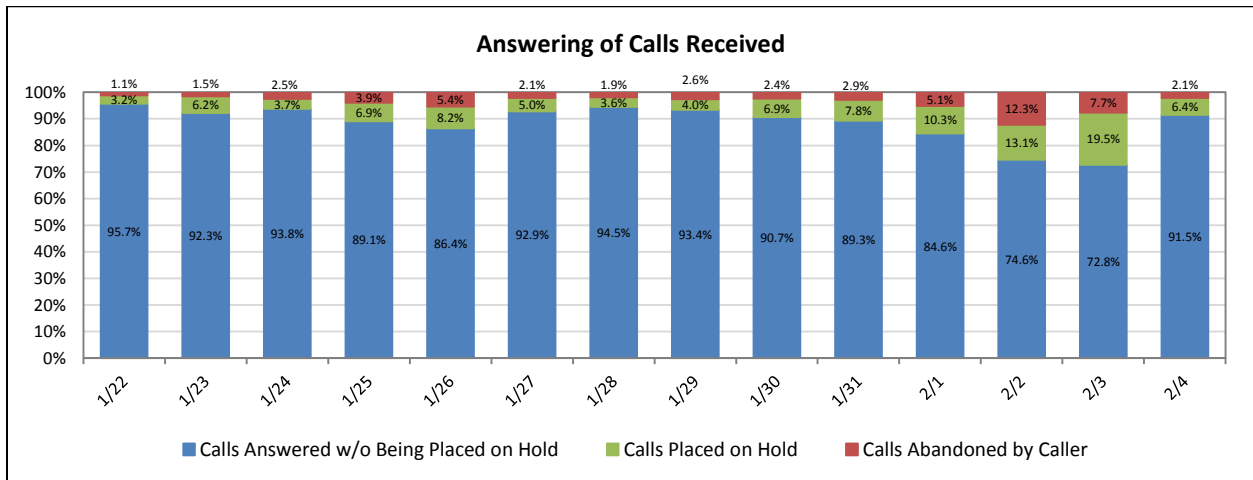
The following graphic represents average hold times for those calls placed in a hold status daily since January 4. As previously reported, average daily hold times have remained below 5 minutes consistently since mid-November.
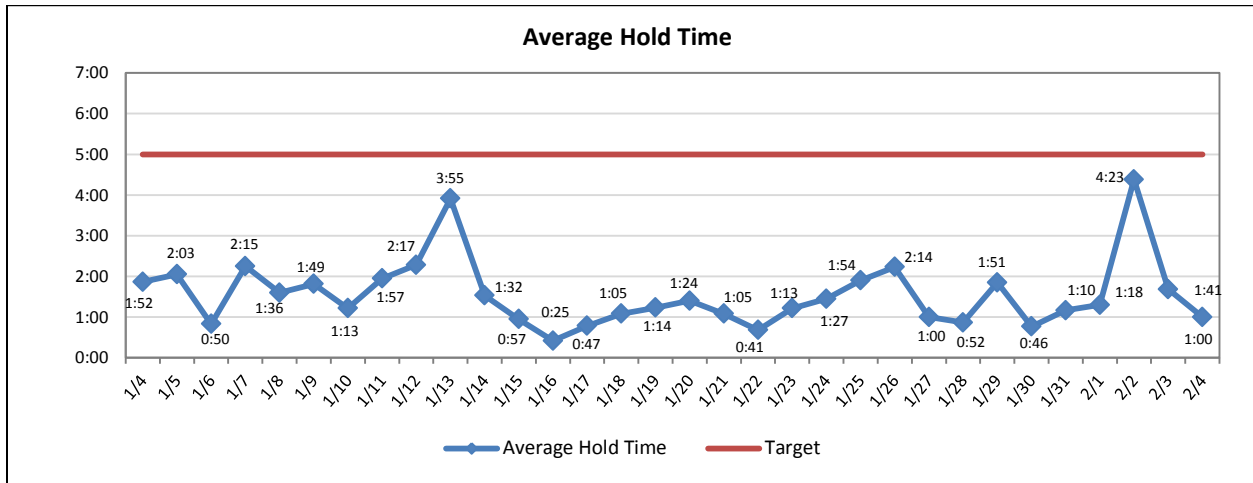
**Average Hold Time**



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 remain below 5 minutes throughout the daily operating period.
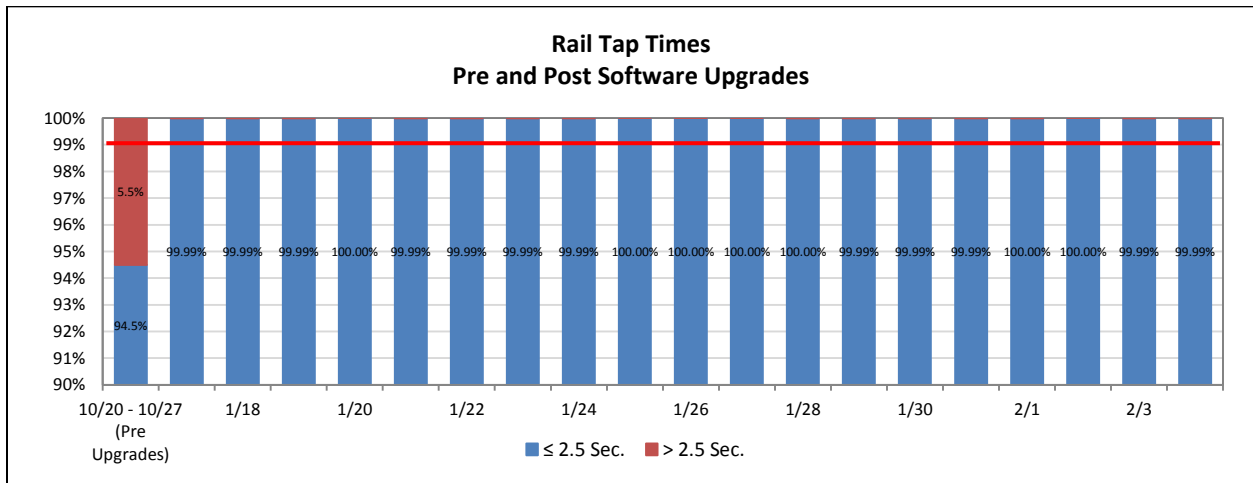
**Average Hold by Hour**
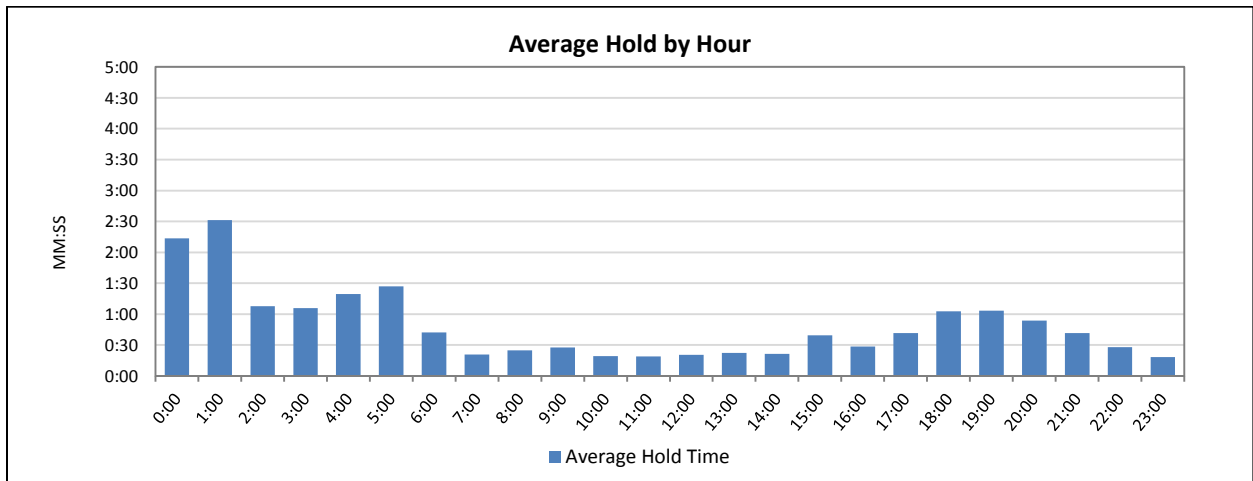
**Tap Times**

**Average Tap Time:** Data represents the average tap times for bus and rail based on a sample of 62.1 million transactions since mid-November – 33.5 million on bus and 28.6 million on rail.

| Avg. Tap Time | Bus | Rail |
|---|---|---|
| **As of February 4, 2014** | 0.93 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 6. Overall, modest improvements in average tap times have been realized since mid-December and efforts continue to further improve tap times across the system.
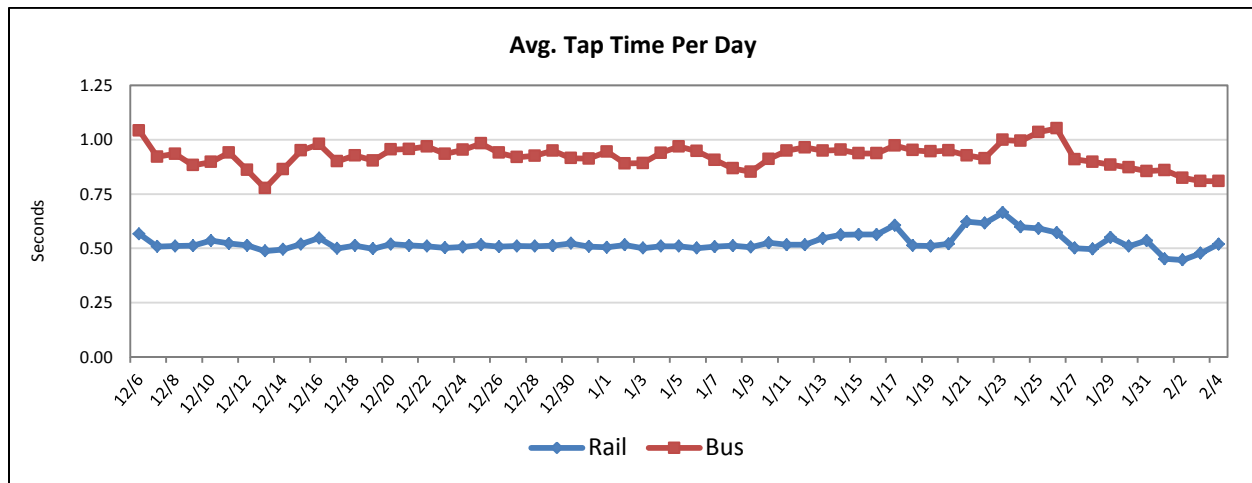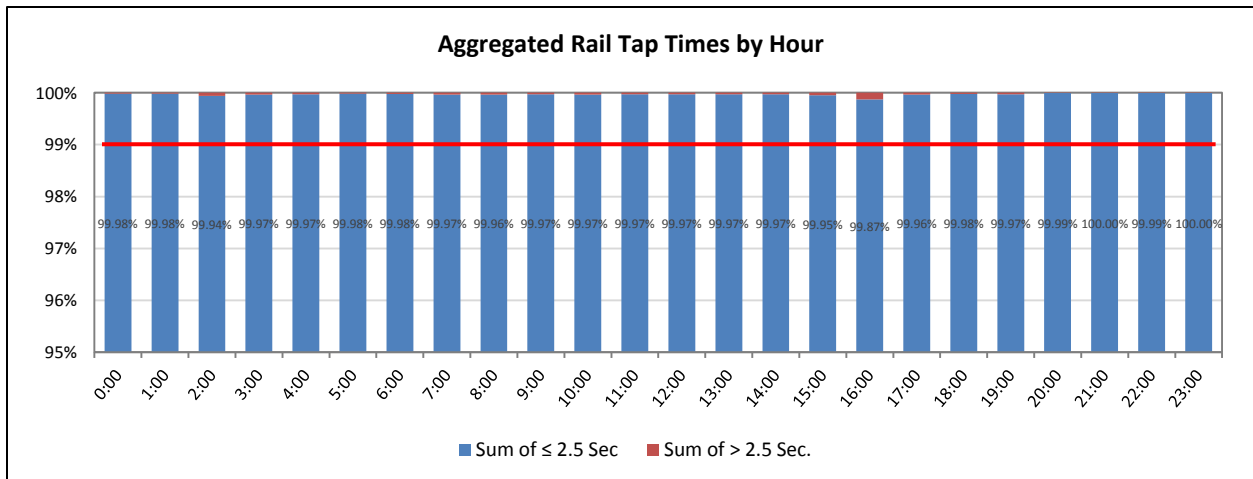
**Rail**: Data represents tap times for rail between January 17 and February 4 as compared to data collected from late October prior to the implementation of software upgrades to address tap delays and other issues.

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

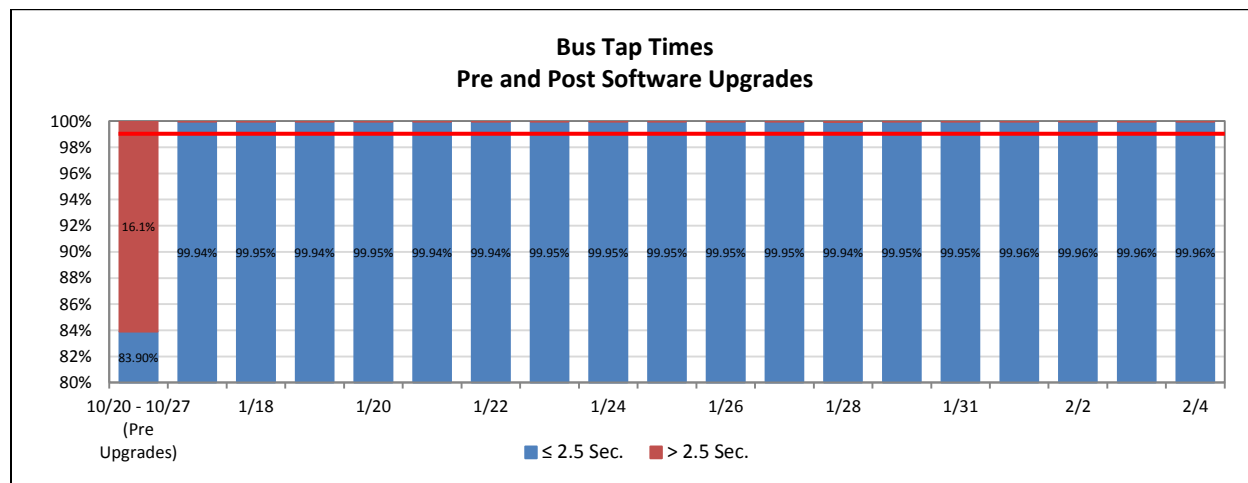| Tap Times | Count | Percent | Cumulative |
|---|---|---|---|
| ≤ 0.5 Seconds | 19,487,750 | 68.15% | 96.37% |
| 0.6 Seconds – 1.0 Seconds | 8,067,990 | 28.22% | |
| 1.1 Seconds – 2.5 Seconds | 1,027,926 | 3.59% | 3.59% |
| > 2.5 Seconds | 10,650 | 0.04% | 0.04% |

Cumulative data collected since November 11 illustrates that 99.96 percent of taps on rail have been processed in 2.5 seconds or less. The table below illustrates the processing time by duration segment.

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**

6

**Bus**: Data represents tap times for bus between January 16 and February 4 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 | 20,818,292 | 62.14% | 65.51% |
| 0.6 Seconds – 1.0 Seconds | 1,463,489 | 4.37% | |
| 1.1 Seconds – 2.5 Seconds | 11,201,348 | 33.44% | 33.44% |
| > 2.5 Seconds | 17,189 | 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**
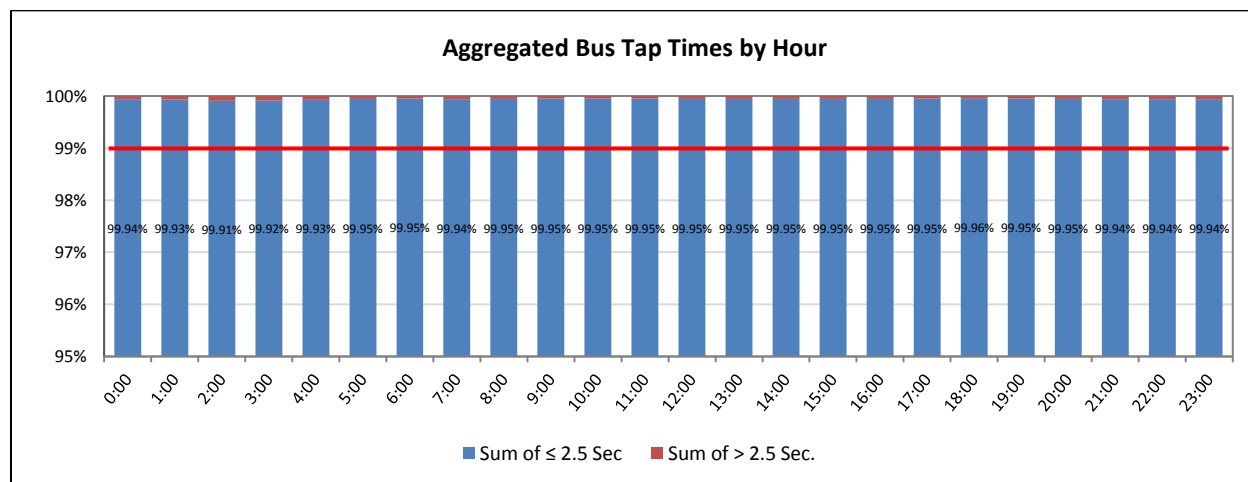
## Availability

The table below represents the availability percentages for the rail and bus system over the four-week period ending February 2.  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: 99.9 percent availability indicates that, on average across the system, turnstile gates are operational 23 hours and 58.6 minutes per day. To ensure continued system availability, Cubic 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. (2/2) | 99.5% | 99.9% | 99.9% | 99.9% | 99.7% |

## Ventra Reader Update

To improve the customer experience with Ventra, Cubic continues to roll out software upgrades to the Ventra readers on buses and at rail station turnstiles to provide more specific information to customers, in addition to further improving the overall functionality of the readers.

Specifically, customers and operators will see more detailed information via a change in language regarding customer transactions to provide further clarity:

- "Tap Below" message on readers will be changed to "Touch Below"
- "Stop Check Account"  message will change to "Stop Insufficient Fare"
- "Stop Tap Again" will change to "Please Touch Again, Card Not Read"
- To provide more feedback to riders, the "Stop, Check Account" screens may indicate "Stop, Card/Ticket Expired", "Stop, See Customer Service", or "Stop, Repeated Use"
- Other software improvements will speed up the time it takes for updated account information to be available to Ventra readers.

The rollout of these new upgrades is being closely monitored by the CTA and Cubic and tested to make sure the readers are performing properly.

## 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 February 4, 53.4 percent of RTA Ventra cards were active.

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