

Ventra Performance Metrics

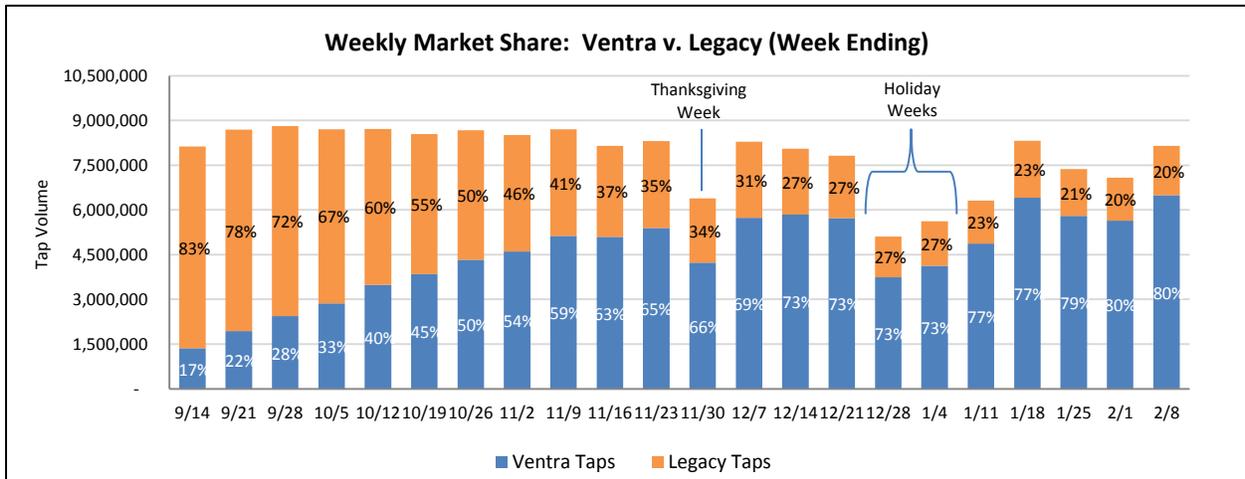
February 14, 2014

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, and performance standards have continued to be met since 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

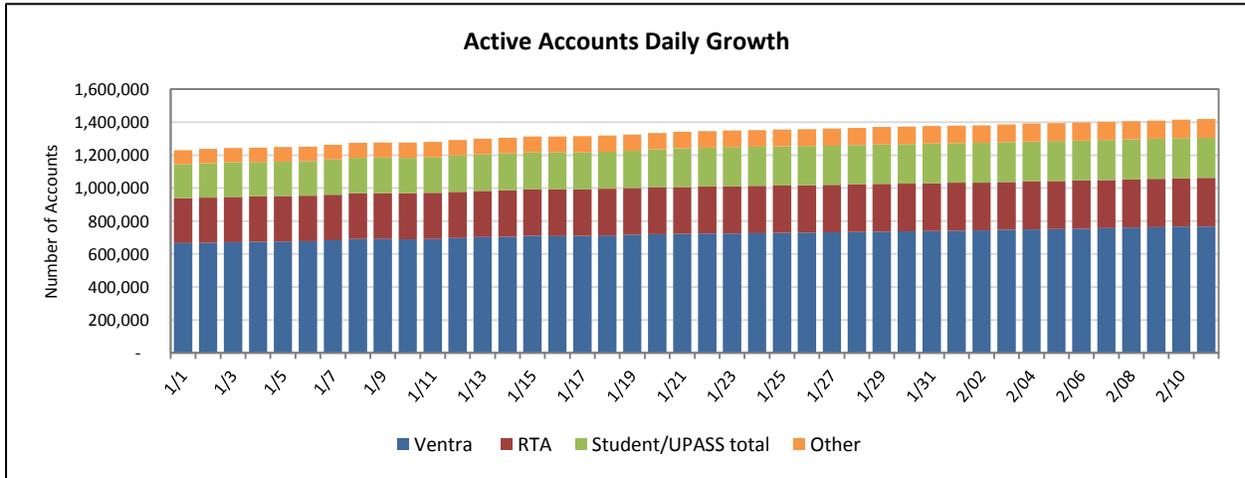
The following graphic depicts total taps per week segmented by Ventra and legacy media. As illustrated, the percentage of Ventra taps has grown significantly since September. For the week of February 2 through February 8, Ventra comprised 80 percent of total taps.



Through February 8, there had been more than 99.1 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 January 1. As of February 11, there were approximately 1.42 million active Ventra accounts. This represents a 55.7 percent increase in active accounts since mid-November.



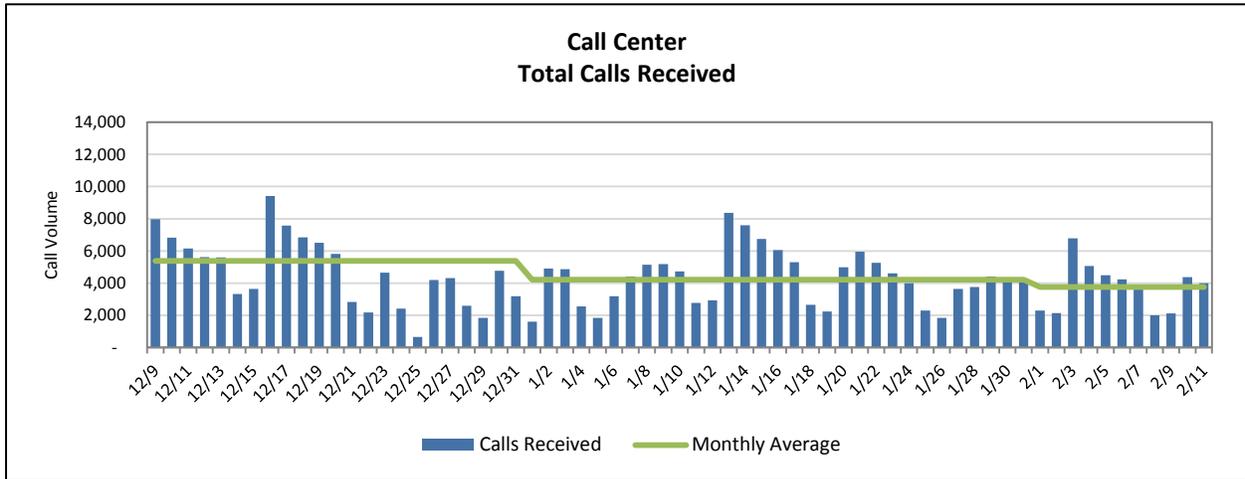
Account Type	Ventra	RTA	Student/UPASS	Other
Active Accounts as of Feb. 11	767,563	294,436	243,377	13,832

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

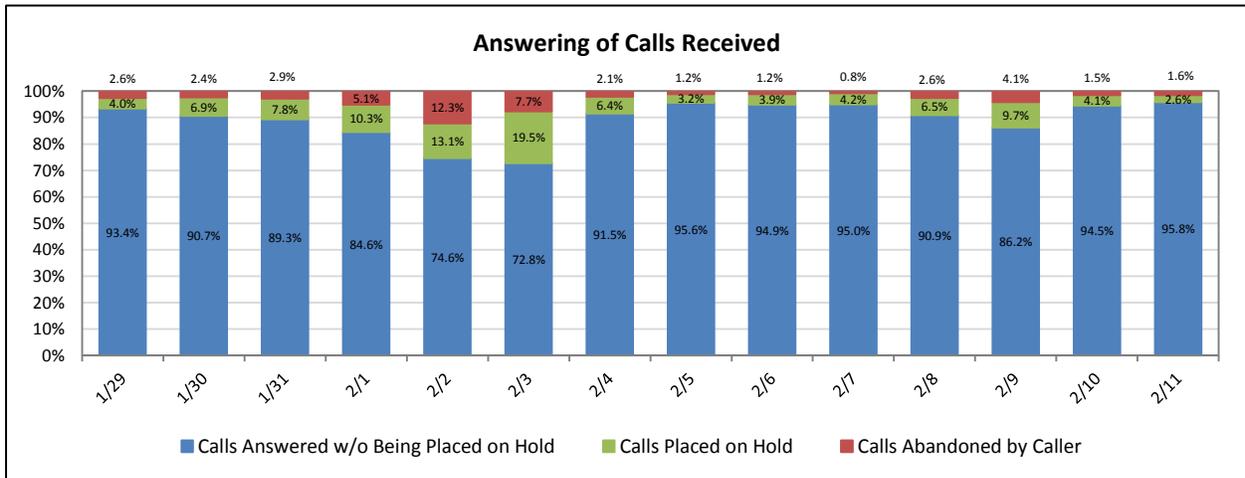
Call Center

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.

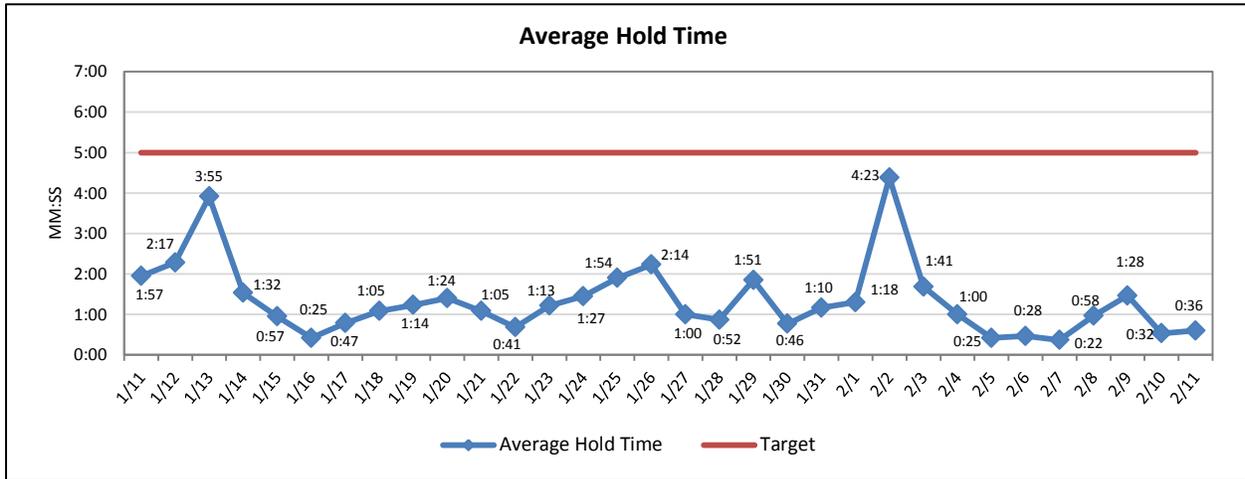
The graphic below represents the volume of calls received by the Ventra Call Center on a daily basis from December 9 through February 11. The data demonstrates a significant decrease in average daily call volume since November.



The following graphic illustrates the disposition of calls received by the Ventra Call Center since January 29. The data indicates that the majority of calls received by the Ventra Call Center are answered without being placed in a hold status.



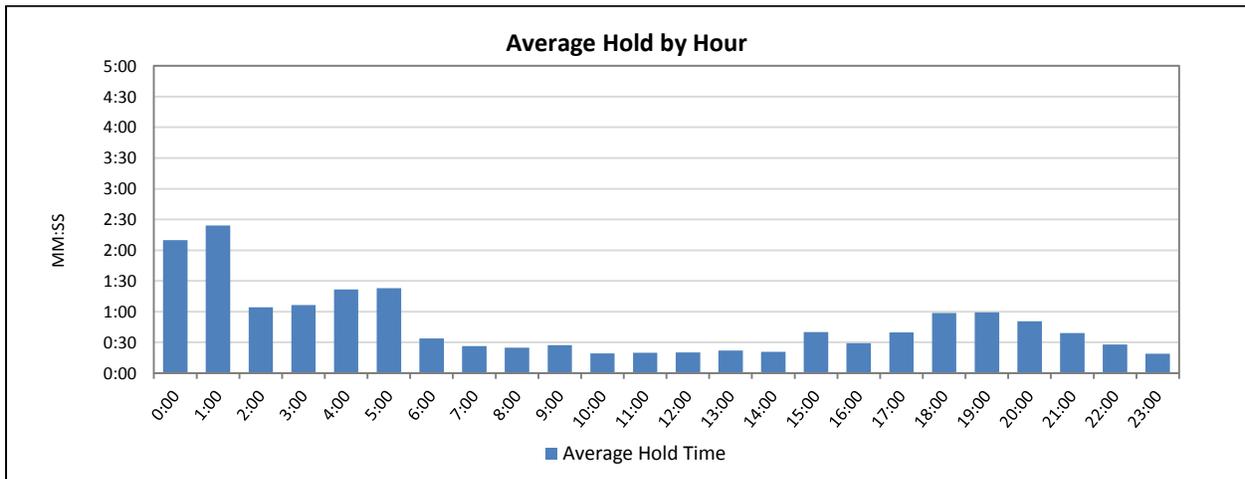
The following graphic represents average hold times for those calls placed in a hold status daily since January 11. As previously reported, average daily hold times have remained below 5 minutes consistently since mid-November.



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.

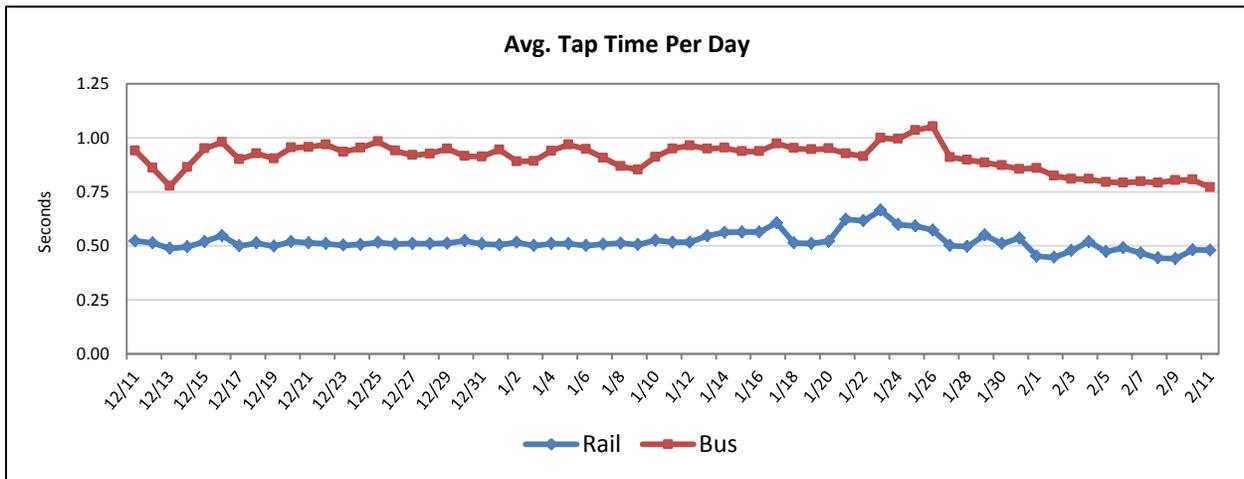


Tap Times

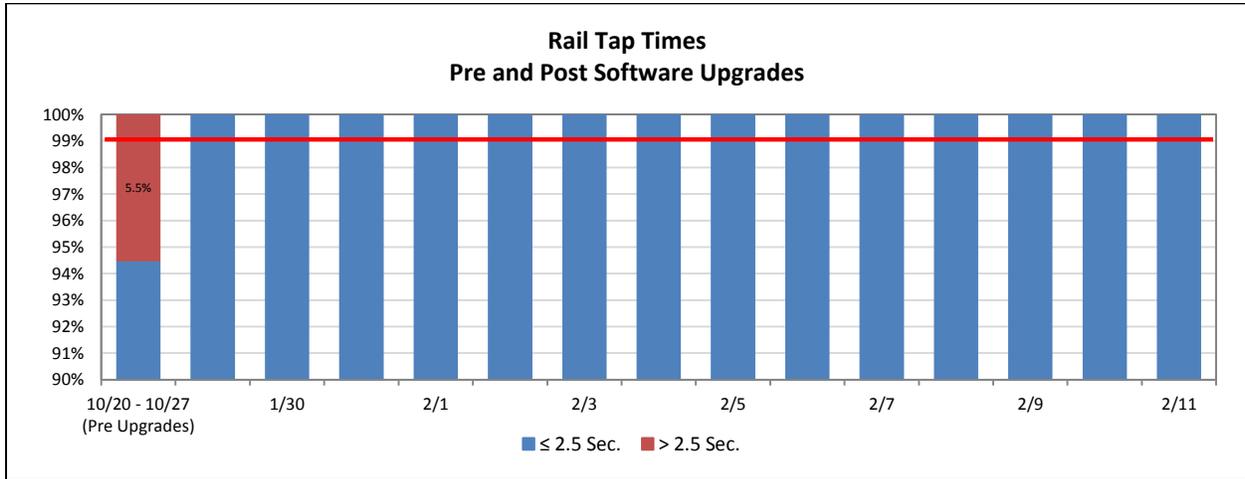
Average Tap Time: Data represents the average tap times for bus and rail based on a sample of 68.8 million transactions since mid-November – 37.3 million on bus and 31.5 million on rail.

Avg. Tap Time	Bus	Rail
As of February 11, 2014	0.92 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 11. Overall, improvements in average tap times have been realized since mid-December and efforts continue to further improve tap times across the system.



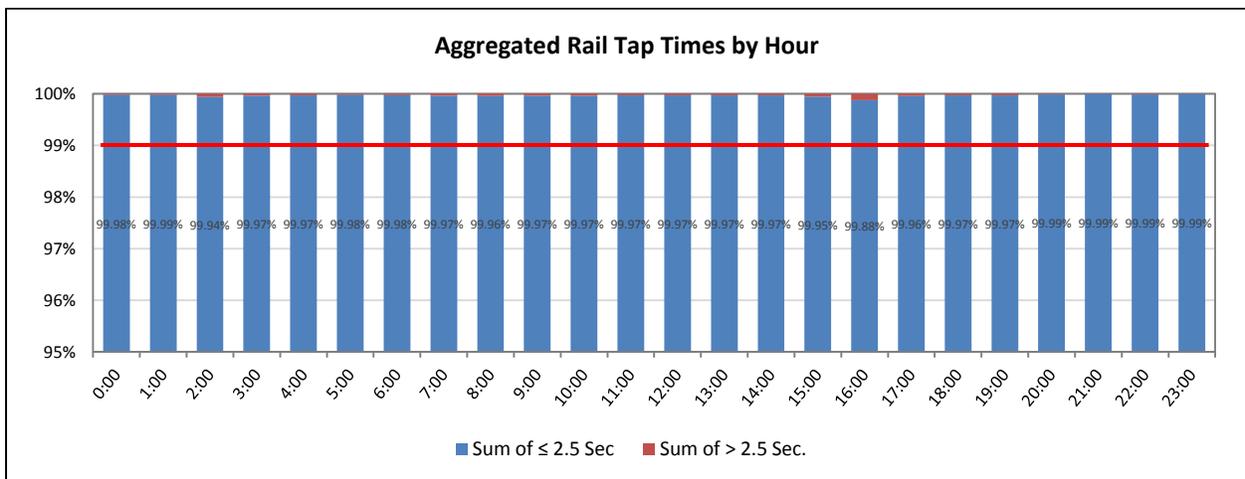
Rail: Data represents tap times for rail between January 29 and February 11 as compared to data collected from late October prior to the implementation of software upgrades to address tap delays and other issues.



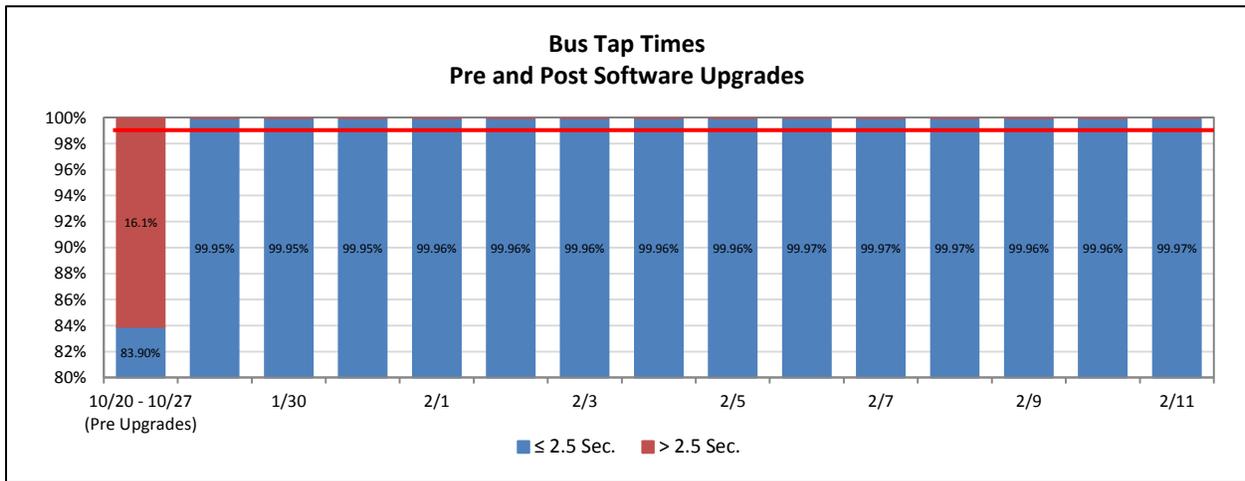
Cumulative data collected since November 11 illustrates that 99.97 percent of taps on rail have been processed in 2.5 seconds or less. The table below illustrates the processing time by duration segment.

Tap Times	Count	Percent	Cumulative
≤ 0.5 Seconds	21,966,213	69.74%	96.54%
0.6 Seconds – 1.0 Seconds	8,440,555	26.80%	
1.1 Seconds – 2.5 Seconds	1,079,568	3.43%	3.43%
> 2.5 Seconds	10,763	0.03%	0.03%

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



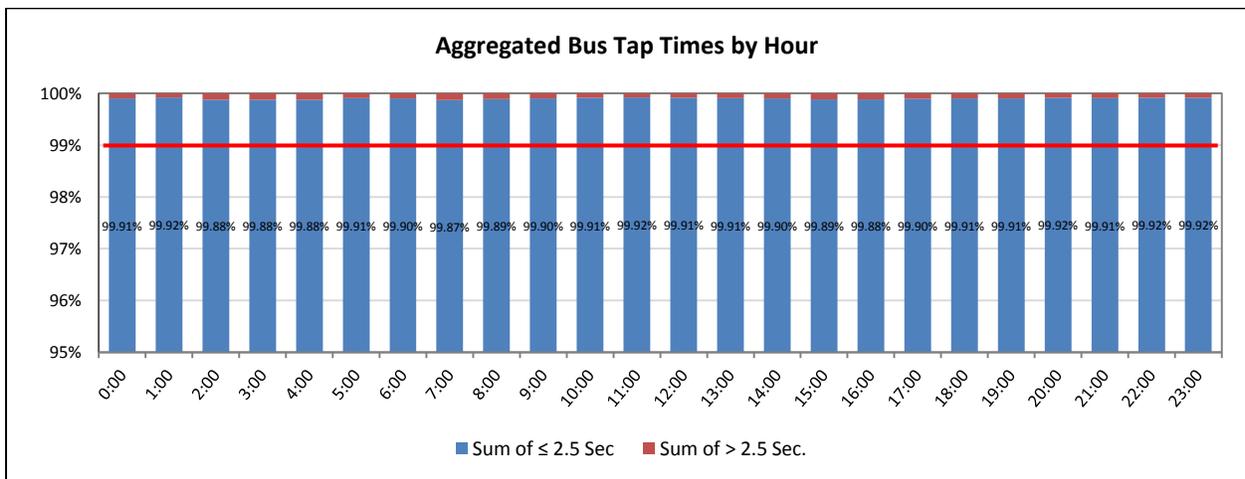
Bus: Data represents tap times for bus between January 29 and February 11 as compared to data collected from late October prior to the implementation of software upgrades to address tap delays and other issues.



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	23,381,510	62.62%	67.71%
0.6 Seconds – 1.0 Seconds	1,899,901	5.09%	
1.1 Seconds – 2.5 Seconds	12,037,232	32.24%	32.24%
> 2.5 Seconds	18,483	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.



Availability

The table below represents the availability percentages for the rail and bus system over the four-week period ending February 9. 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. (2/9)	99.6%	99.9%	99.9%	99.9%	99.6%

Ventra Reader Update

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

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

- “Tap Below” message on readers were changed to “Touch Below”
- “Stop Check Account” message was changed to “Stop Insufficient Fare”
- “Stop Tap Again” message was changed to “Please Touch Again, Card Not Read”
- To provide more feedback to riders, the “Stop, Check Account” screens now indicate “Stop, Card/Ticket Expired”, “Stop, See Customer Service”, or “Stop, Repeated Use”, as appropriate
- Other software improvements are expected to shorten the time it takes for updated account information to be available to Ventra readers.

The rollout of these new upgrades have been closely monitored by the CTA and Cubic, and are being tested to make sure the readers were performing properly. Ongoing monitoring efforts are continuing.

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 11, 54.0 percent of RTA Ventra cards were active.

Vendor Payments

As Cubic has met and continues to meet CTA performance criteria since January 1, and as Ventra continues to demonstrate strong system performance, the CTA will begin to make payments to Cubic.

Cubic will receive payment for September 9 through December 31, 2013, in the amount of \$2.4 million. That includes \$1.7 million for per-tap fees, and \$700,000 for card stock purchase.

The CTA is in discussion with Cubic about the appropriate time to release the base contractual payment of \$2.5 million per month, as it continues to closely monitor Ventra system performance. Though performance has been strong for nearly two months, the CTA wants to continue to ensure the system works smoothly.

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