

# Ventra Performance Metrics

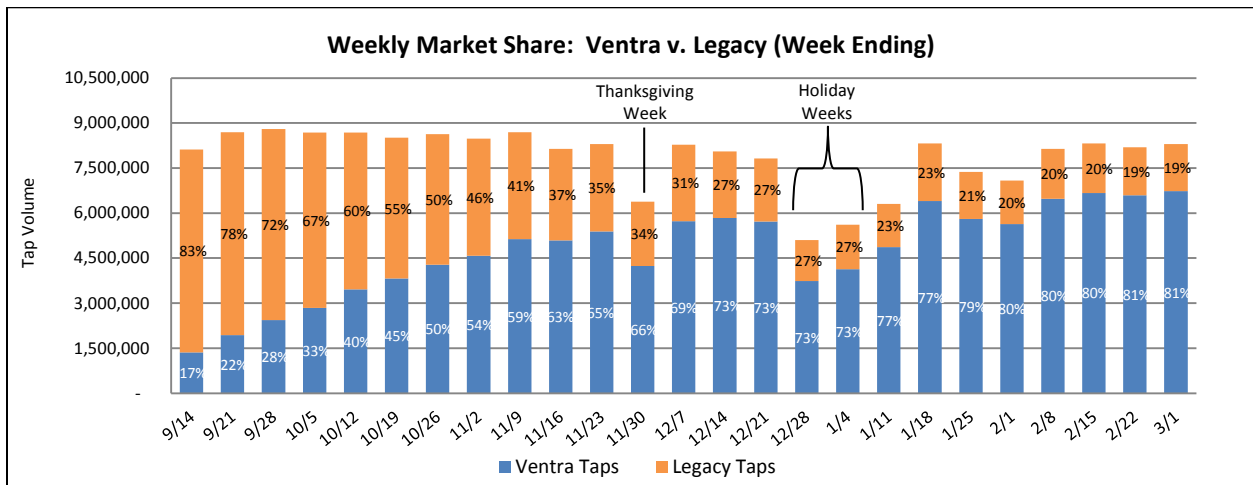
March 07, 2014

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

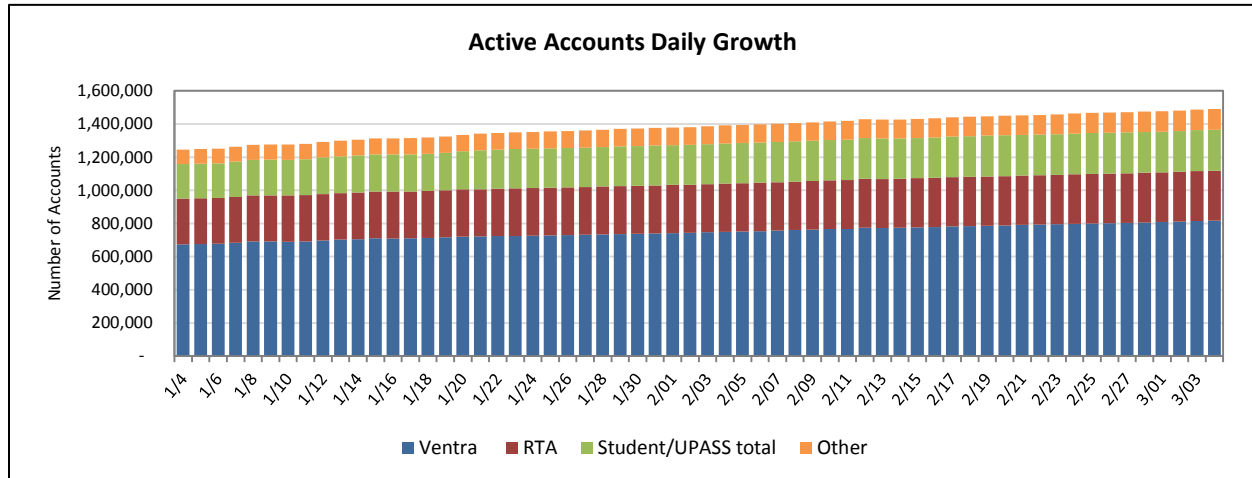
The following graphic depicts total taps per week segmented by Ventra and legacy media. As illustrated, the percentage of Ventra taps has grown significantly since September. For the week of February 23 through March 1, Ventra comprised 81 percent of total taps.



Through March 1, there had been more than 118.9 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 March 4, there were approximately 1.49 million active Ventra accounts. This represents a 63.5 percent increase in active accounts since mid-November.



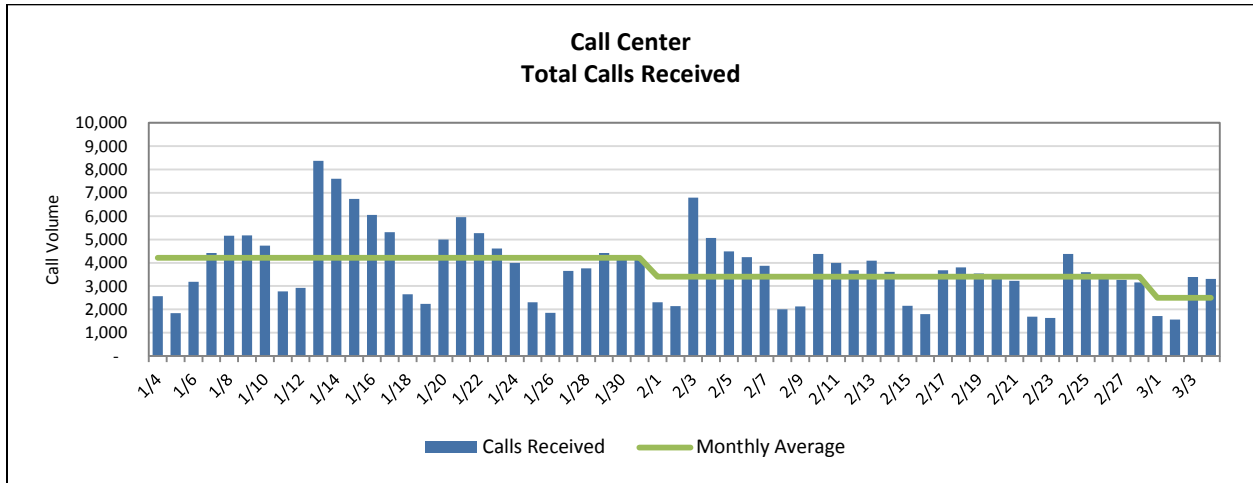
Account Type	Ventra	RTA	Student/UPASS	Other
Active Accounts as of Mar. 4	817,481	301,152	247,041	124,404

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

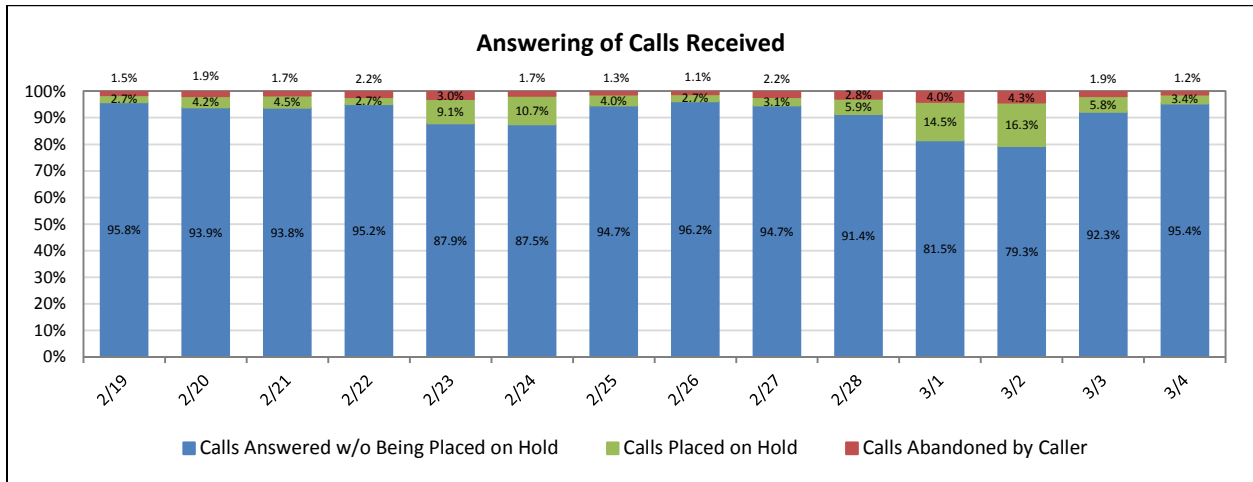
## Call Center

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.

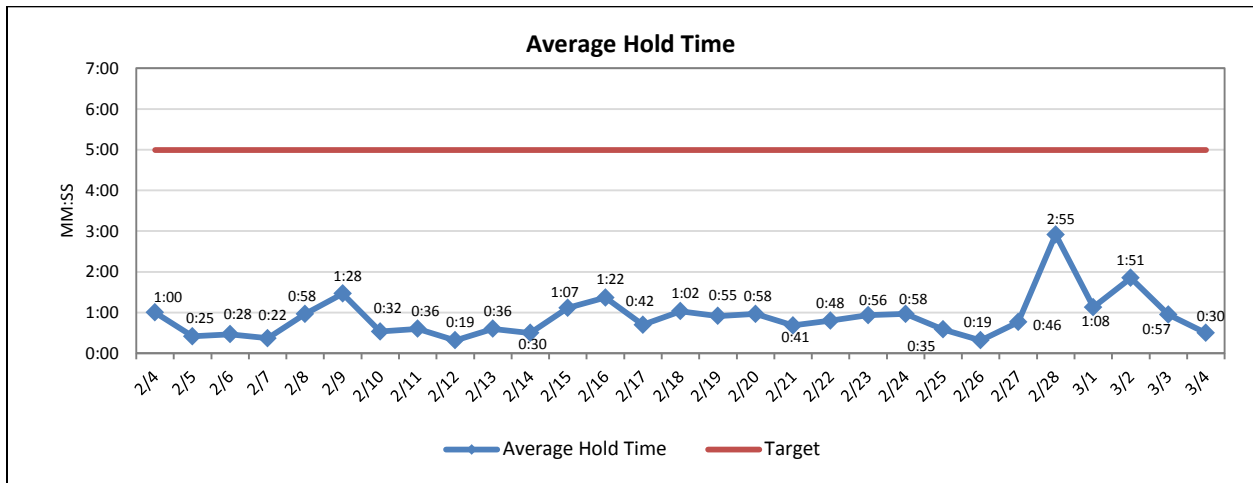
The graphic below represents the volume of calls received by the Ventra Call Center on a daily basis from January 4 through March 4. The data demonstrates a continued decrease in average daily calls per month volume since November.



The following graphic illustrates the disposition of calls received by the Ventra Call Center since February 19. The data indicates that the majority of calls received by the Ventra Call Center are answered without being placed in a hold status.



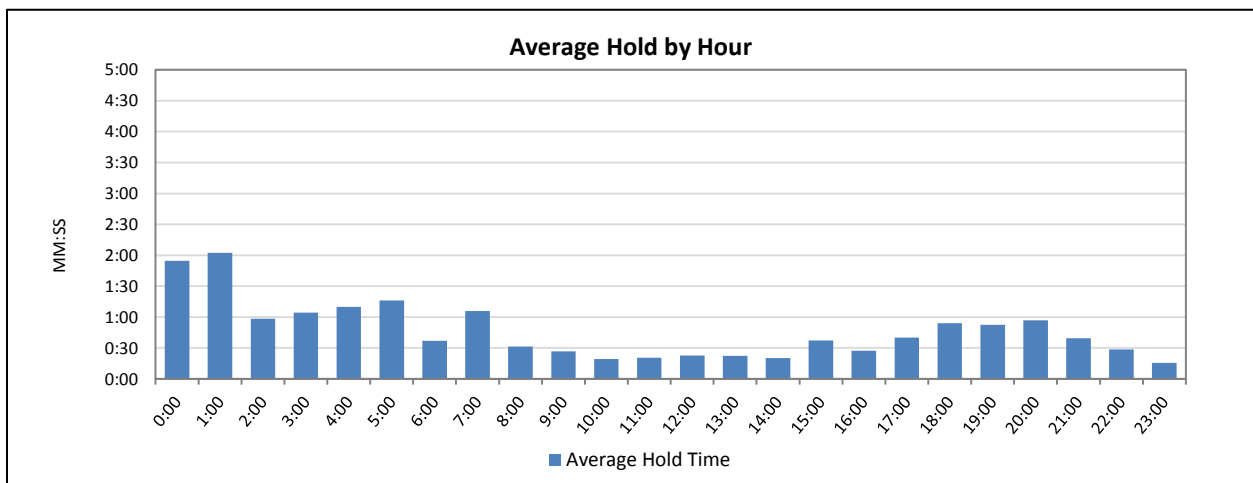
The following graphic represents average hold times for those calls placed in a hold status daily since February 4. As previously reported, average daily hold times have remained below 5 minutes consistently since mid-November.



**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 mid-November. The data indicates that average hold times remain below 5 minutes throughout the daily operating period.

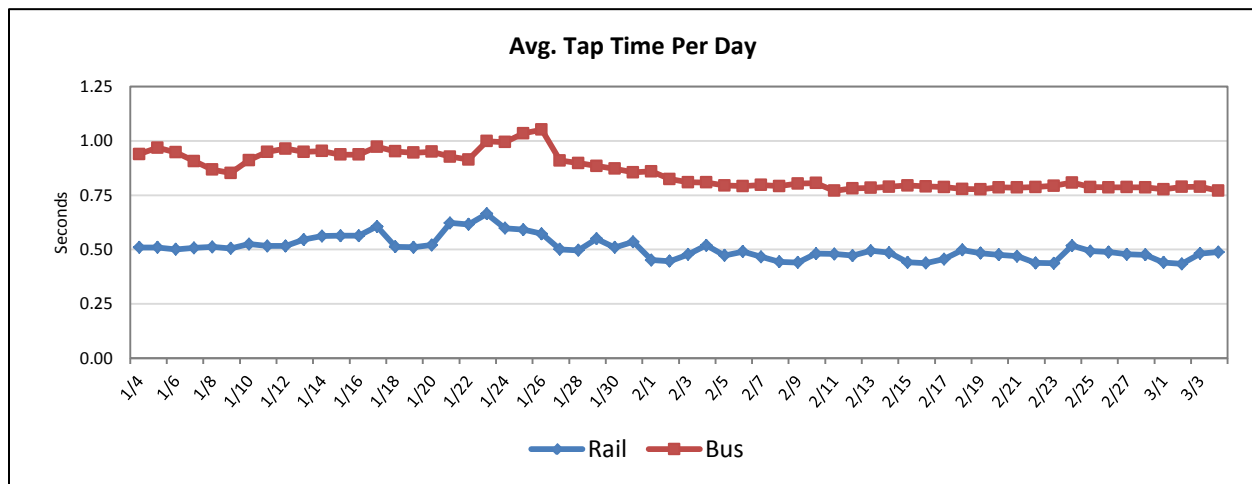


## Tap Times

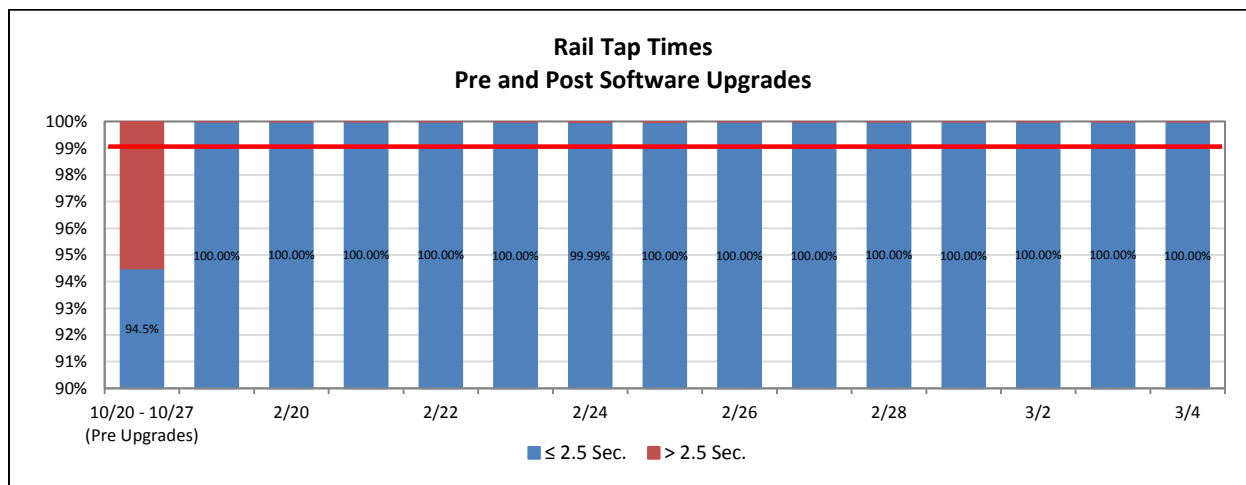
**Average Tap Time:** On March 4, the average tap time on bus was 0.77 seconds and the average tap time on rail was 0.49 seconds. This represents a significant improvement over the average tap times for bus and rail in November, as illustrated in the table below.

Avg. Tap Time	Bus	Rail
March 4, 2014	0.77 Seconds	0.49 Seconds
November Average	1.10 Seconds	0.59 Seconds
Improvement	0.33 Seconds	0.10 Seconds

The graphic below illustrates average tap time per day for bus and rail since January 4. Overall, improvements in average tap times have been realized since late-December, and efforts continue to further improve tap times across the system.



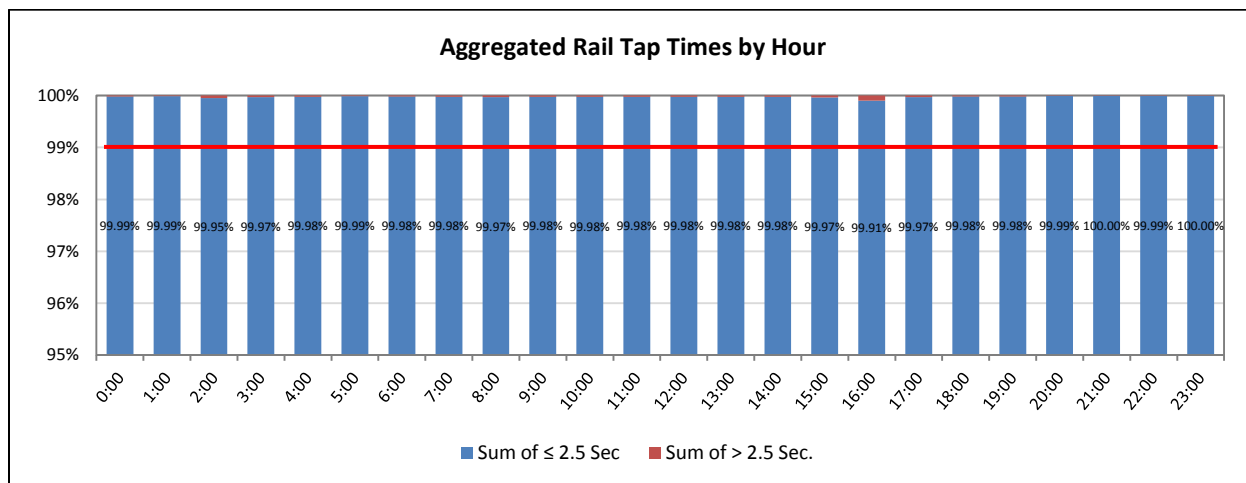
**Rail:** Data represents tap times for rail between February 19 and March 4 as compared to data collected from late October prior to the implementation of software upgrades to address tap delays and other issues.



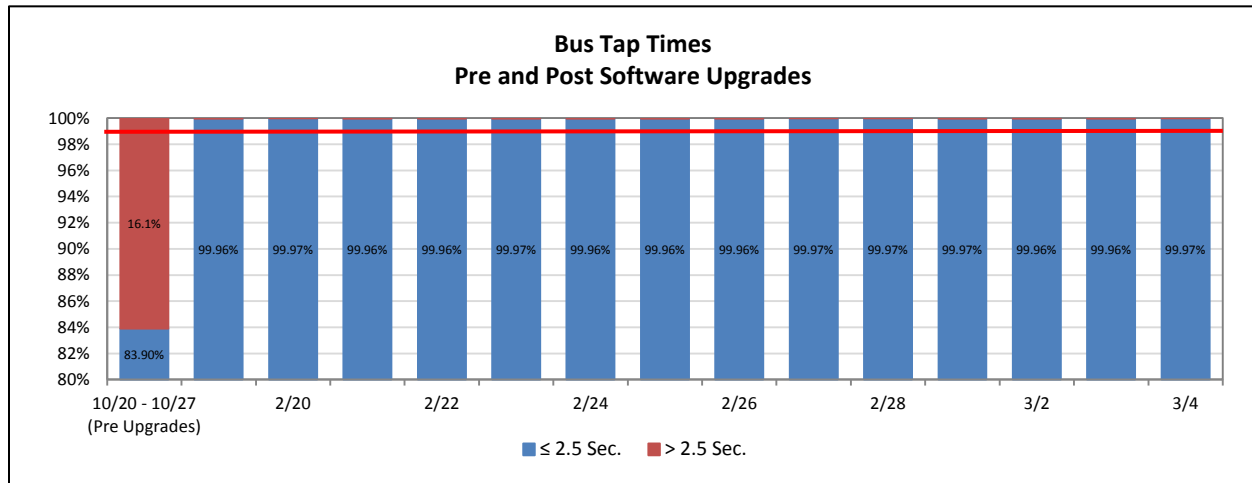
Data collected from February 1 through March 4 illustrates that 99.99 percent of taps on rail for the period have been processed in 2.5 seconds or less. The table below illustrates the processing time by duration segment.

Tap Times	Count	Percent	Cumulative
≤ 0.5 Seconds	11,050,295	84.59%	97.98%
0.6 Seconds – 1.0 Seconds	1,749,645	13.39%	
1.1 Seconds – 2.5 Seconds	262,587	2.01%	2.01%
> 2.5 Seconds	524	0.01%	0.01%

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



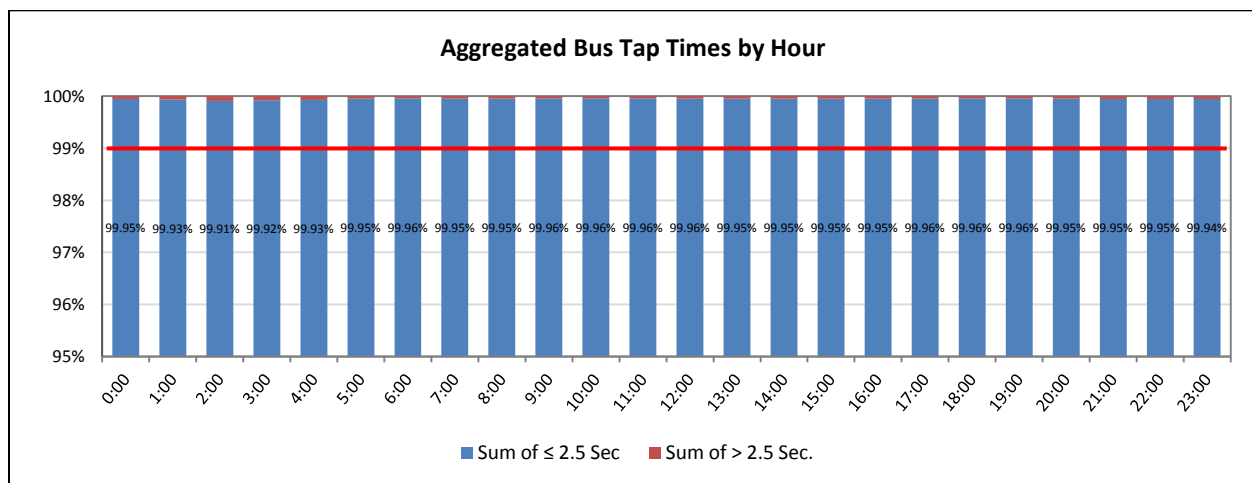
**Bus:** Data represents tap times for bus between February 19 and March 4 as compared to data collected from late October prior to the implementation of software upgrades to address tap delays and other issues.



Data collected from February 1 through March 4 illustrates that 99.97 percent of taps on bus for the period 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	12,177,043	67.92%	78.34%
0.6 Seconds – 1.0 Seconds	1,867,550	10.42%	
1.1 Seconds – 2.5 Seconds	3,877,218	21.63%	21.63%
> 2.5 Seconds	6,326	0.03%	0.03%

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 March 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
<b>4 Week Avg. (3/2)</b>	99.6%	99.9%	99.9%	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 March 4, 55.3 percent of RTA Ventra cards were active.

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