

**PARSONS BRINCKERHOFF, INC.**  
**511 RIDESHARE**  
**MTC RRB CONTRACT FY'14-15**  
**PB AGREEMENT NO: [REDACTED]**

**511 RIDESHARE SERVICES**  
**PROGRESS REPORT NO. 48**

**INVOICE PERIOD: JUNE 1 TO JUNE 30, 2015**

The preparation of this report has been financed in part by grants from the Federal Highway Administration, U.S. Department of Transportation. The contents of this report do not necessarily reflect the official views or policy of the U.S. Department of Transportation. The Regional Rideshare Program is also financed in part by a grant from the Bay Area Air Quality Management District.

**TASK 1A AND 1B: RIDEMATCH SYSTEM ACTIVITY**

**Summary of this month's activities:**

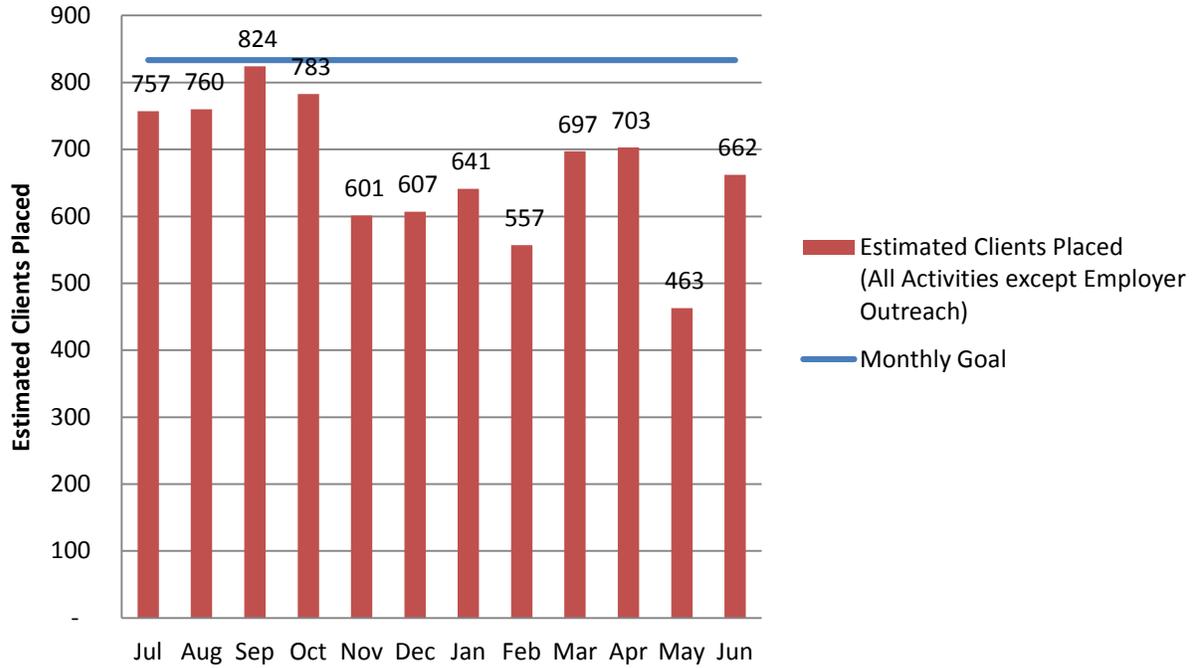
- RMS
  - Customized website: 0
    - [REDACTED]
  - Employer Challenges Running: 2
    - NAPA Commute Challenge runs 4/1/2015 through 6/30/2015
    - San Jose Green Commute Challenge runs 5/1/2015 through 8/31/2015
    - Created Great Race for Clean Air but doesn't start until 9/1/2015
- 511 SchoolPool
  - New Registrants (reporting month): 22 Children through 16 Parent accounts
  - Database Size: 2,173 Children registered through 1,675 Parent accounts
  - Schools Added: (0)

**Summary of this month's technology activities:**

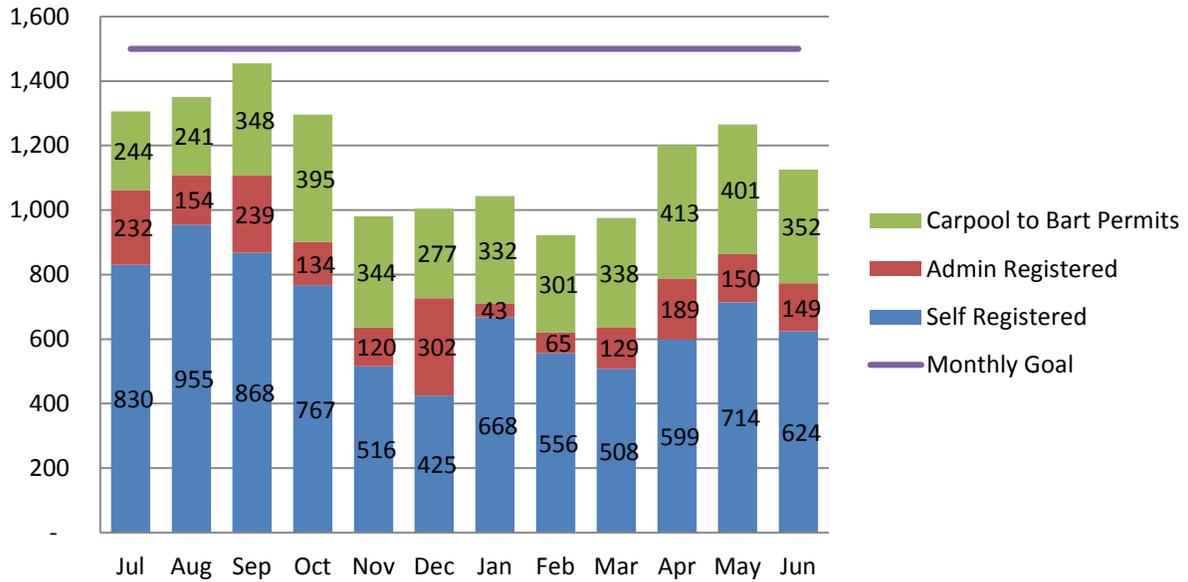
- RMS Unplanned Outages – None
- Programming/enhancements
  - Developed a list of future enhancements and presented to [REDACTED] Approved items will be specified further and cost proposal from Media Beef developed.

**RMS Activity Graphics:**

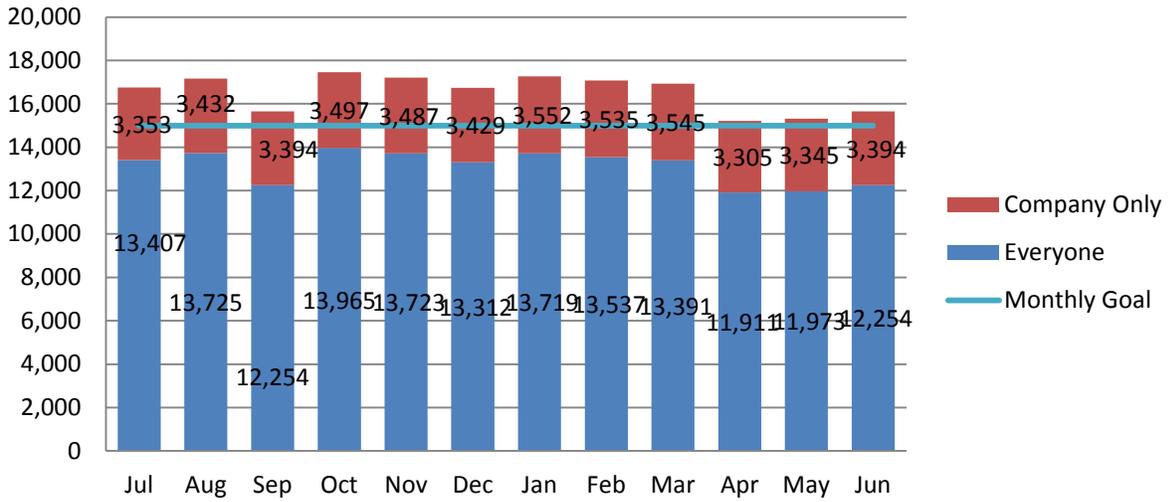
**Estimated Clients Placed (FY 14/15)**



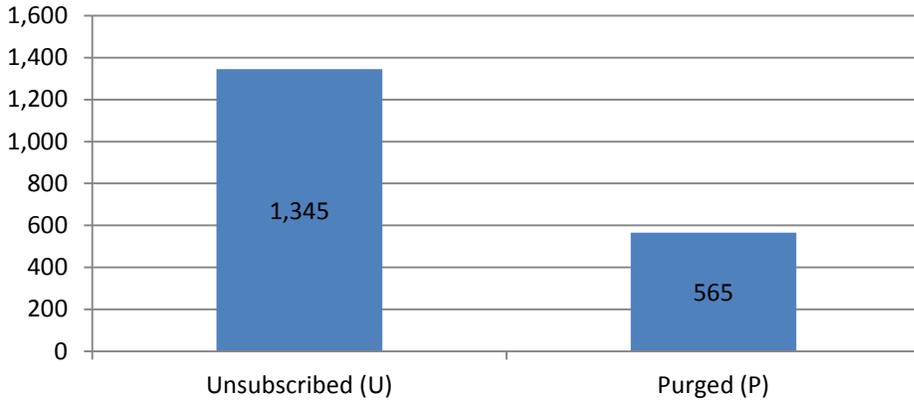
**New Ridematch Registrants by Registration Method (FY 14/15)**



### Registrants Searching for Carpools (FY 14/15)

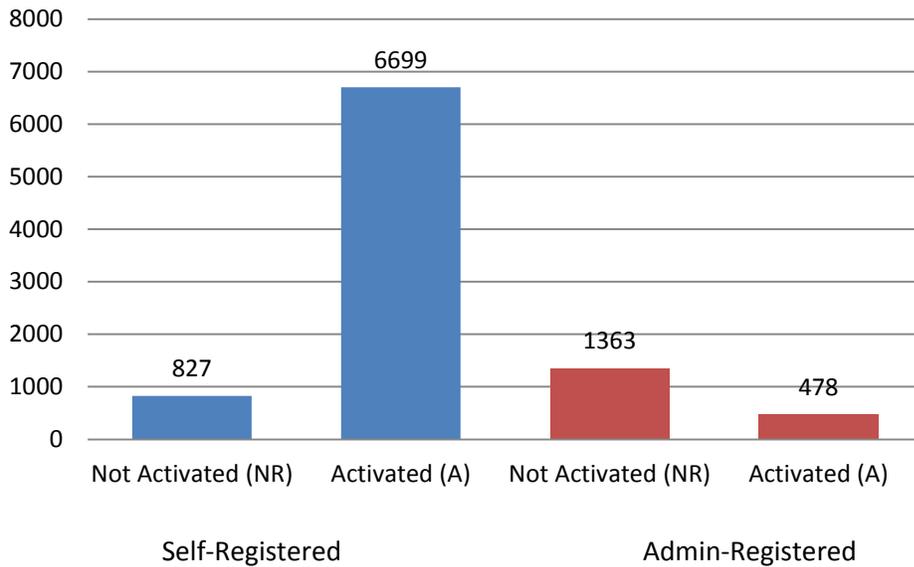


### Status Change to Purged (P) or Unsubscribed (U) (FY 14/15 YTD)

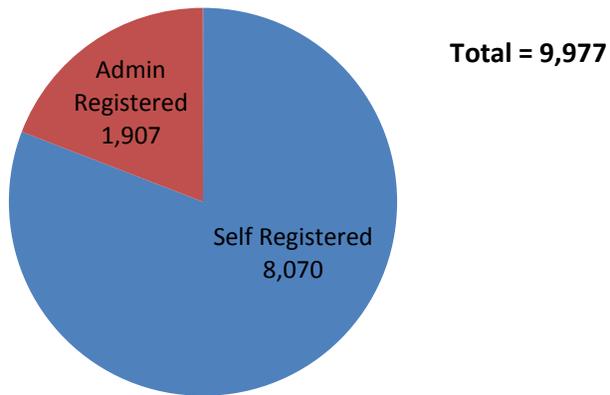


Note: See Attachment 1 for definitions of RMS registration definitions.

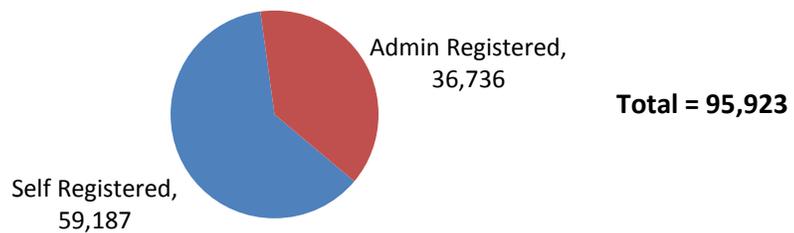
### Applicants Registered (FY 14/15 YTD)



### New FY 14/15 Active Registrants

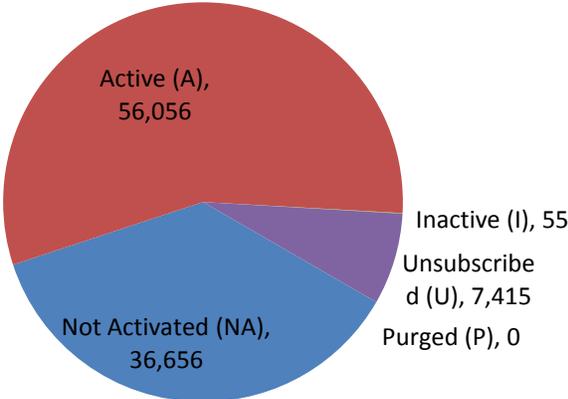


### Ridematch Database Size (By Registration Method) (as of June 30, 2015)



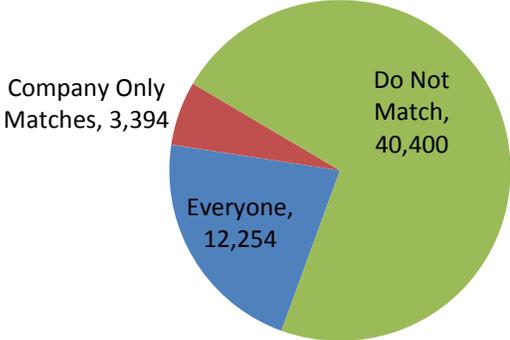
**Ridematch Database Size (By Commuter Status Type)  
(as of June 30, 2015)**

**Total = 100,182**



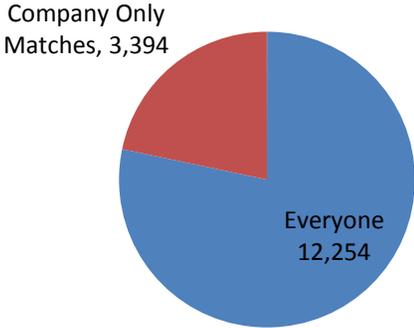
**Active Database Records as of June 30, 2015**

**Total = 56,048**



**Matchlist Potential Records as of June 30, 2015**

**Total = 15,648**



## TASK 1C: VANPOOL ACTIVITY

### Summary of this month's activities:

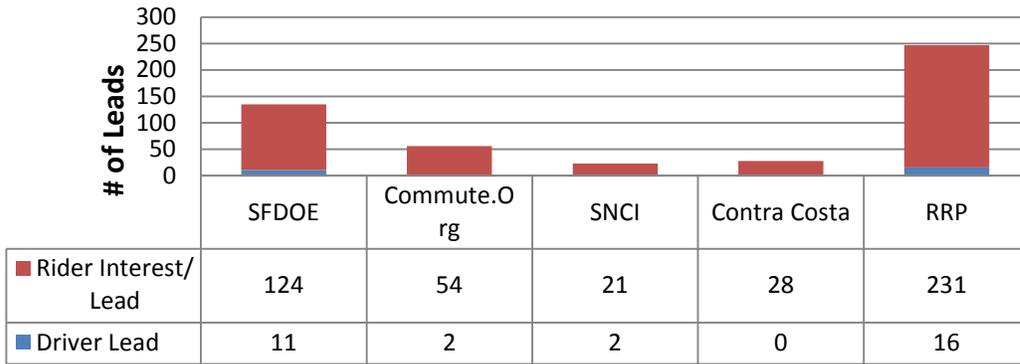
- Total Fleet Size: 534
- 2 New Starts for 511 RRP
- Department continues to exceed RRP Start Goal of 45 with 63 starts at the end of June and exceed required fleet size of 525
- June Ridematch registrants interested in vanpools: 458
- Leads provided to the vendors: 17 to [REDACTED] 17 to [REDACTED] (mostly leads from employer events)
- Support calls to drivers this month: 369 calls
- SNCI joined 511 RRP for the June 1<sup>st</sup> Vanpool Department meeting – SNCI reports that they will follow suit on our lead procedure to notify the vendors immediately. They like the idea of mirroring 511 RRP's procedures
- [REDACTED]

6 Vans Deleted from the Critical List in June 2015			
Origin	Destination	VPC	Reason for Deletion
Berkeley	Palo Alto	RRP/M. Mah	Contact information outdated/incorrect
Vacaville	San Francisco	SNCI/P. Cooper	Van went off the road
American Canyon	San Francisco	SNCI/P. Cooper	Van now full
Colma	Vacaville	SNCI/P. Cooper	Van went off the road
Concord	Vacaville	SNCI/P. Cooper	Van went off the road
Sacramento	Berkeley	SNCI/P. Cooper	Van now full

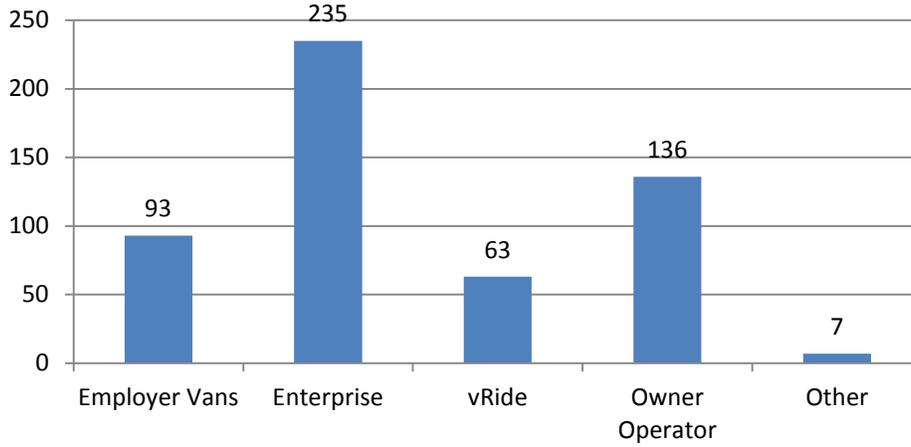
### June 2015 Maintenance Activity

Start Incentives	FasTrak Transponders	Seat Subsidies	Medical Reimbursements	Support calls to drivers	Oakland Parking Permits	SF Parking Permits	TAM Incentive
8	0	12	6	369	1	0	2

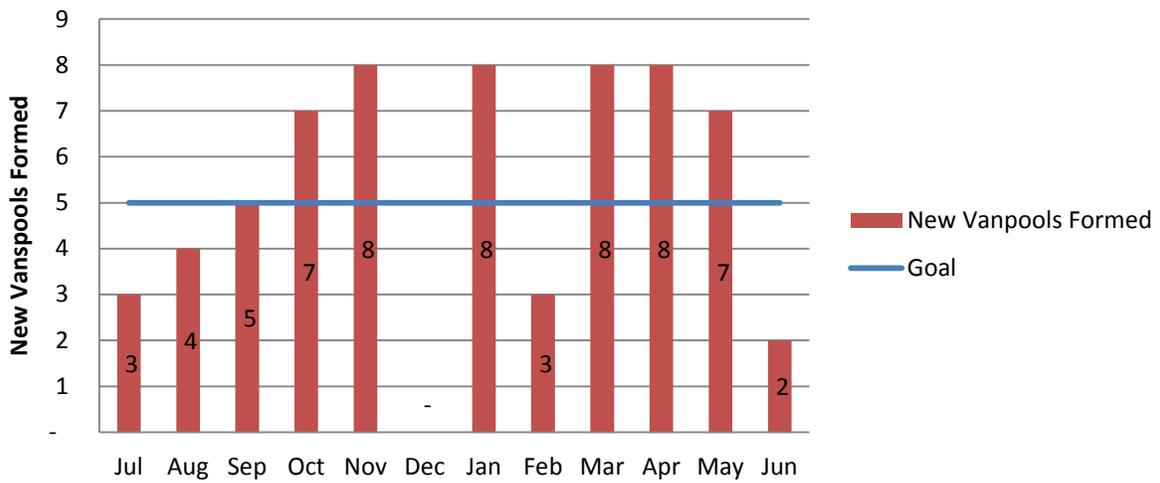
### Vanpool Leads (FY 14/15 YTD)



### 511 RRP Region Vanpool Fleet (as of June 30, 2015)



### New Vanpools Formed (FY 14/15)

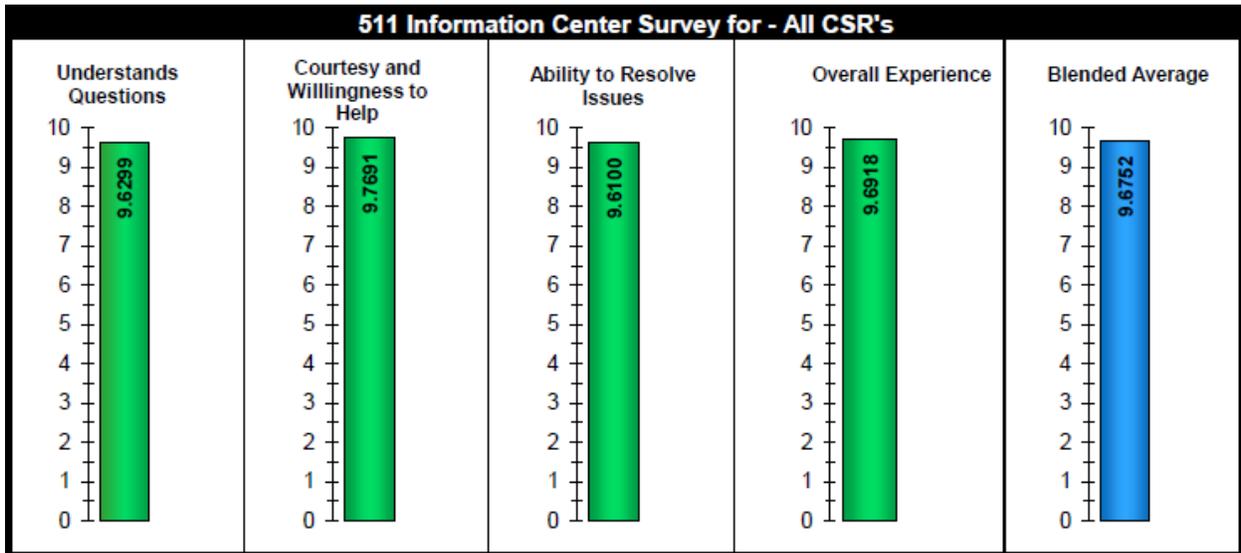


## TASK 1D, 1E, and 3A: CUSTOMER SERVICE ACTIVITY

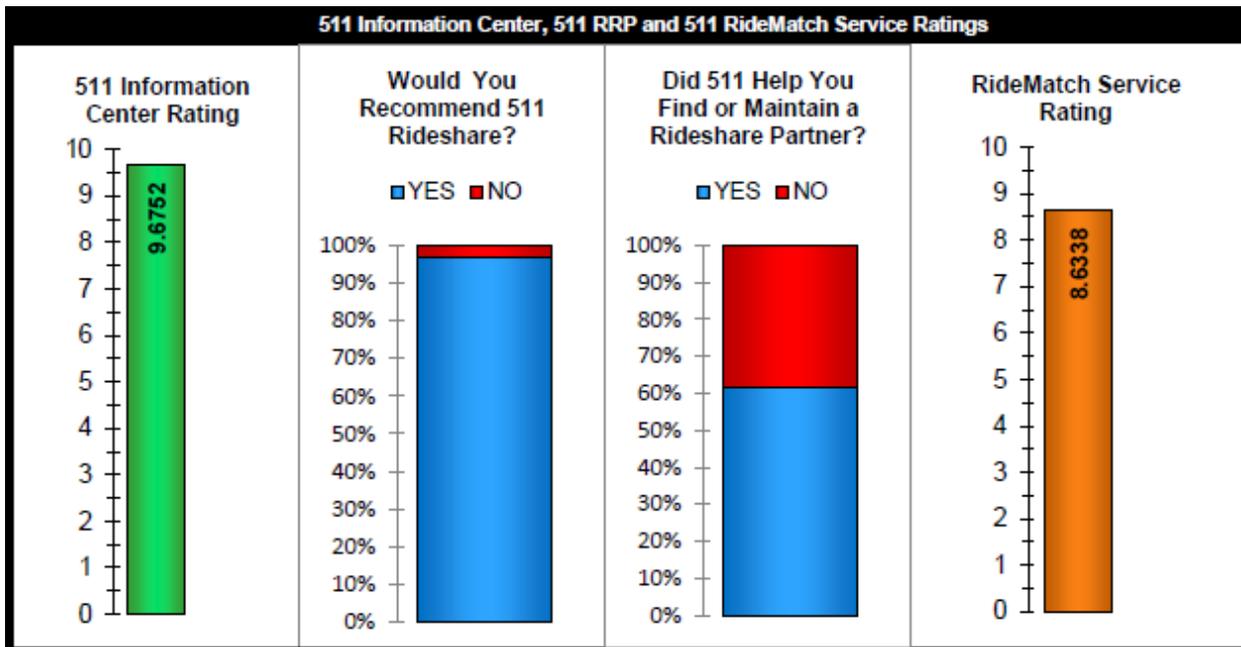
### Summary of this month's activities:

- Average customer service rating: 9.67
  - Did 511 help you find or maintain a carpool, vanpool or bike buddy?
    - 61.4 % = Yes
    - 38.6 % = No
    - NA omitted
  - The customer service I received was...:
    - "Quick, cheerful and great."
    - "Friendly and efficient."
    - "Helpful and prompt."
    - "Patient and thorough."
  - Additional comments:
    - "Great customer service."
    - "I called to find out about Golden Gate Bridge access closure. Learned that this was postponed. Responder was wonderful. Thanks a lot!"
    - "The rep was quick and to the point, with a busy schedule she was able to answer all my questions quickly. Thank you."
    - "We have yet to zero in on which ride to share but your rep was super helpful."
- 511 Information Center Emails – 1557 Total
  - 499 - Incoming 511 Information Center Emails
    - 38 - Needed CSR Response – Original Email (inbound e-mails on a wide range of topics)
    - 11 - Undeliverable e-mails (inbound e-mails bouncing back because the e-mail communication went to an incorrect/invalid email address, requiring phone and/or snail mail follow-up)
    - 450 - Other miscellaneous incoming emails (details provided upon request)
  - 1230 - Outgoing 511 Information Center Emails (details provided upon request)
- Data Integrity Efforts:
  - 251 - Records revised for data integrity
- 352 - Carpool to BART permits issued
- 6/5 – Monthly Customer Communication meetings with delegated counties discontinued
- 6/12 – CSD Abbreviations Guidelines SOP updated and shared with 511 Rideshare and SNCI
- 6/12 – SNCI email address changes updated on 511 Reference Guide
- 6/19 – 511 Information Center Temporary and Extended Temporary closure materials created
- 6/22-6/30 – [REDACTED] out PTO-sick

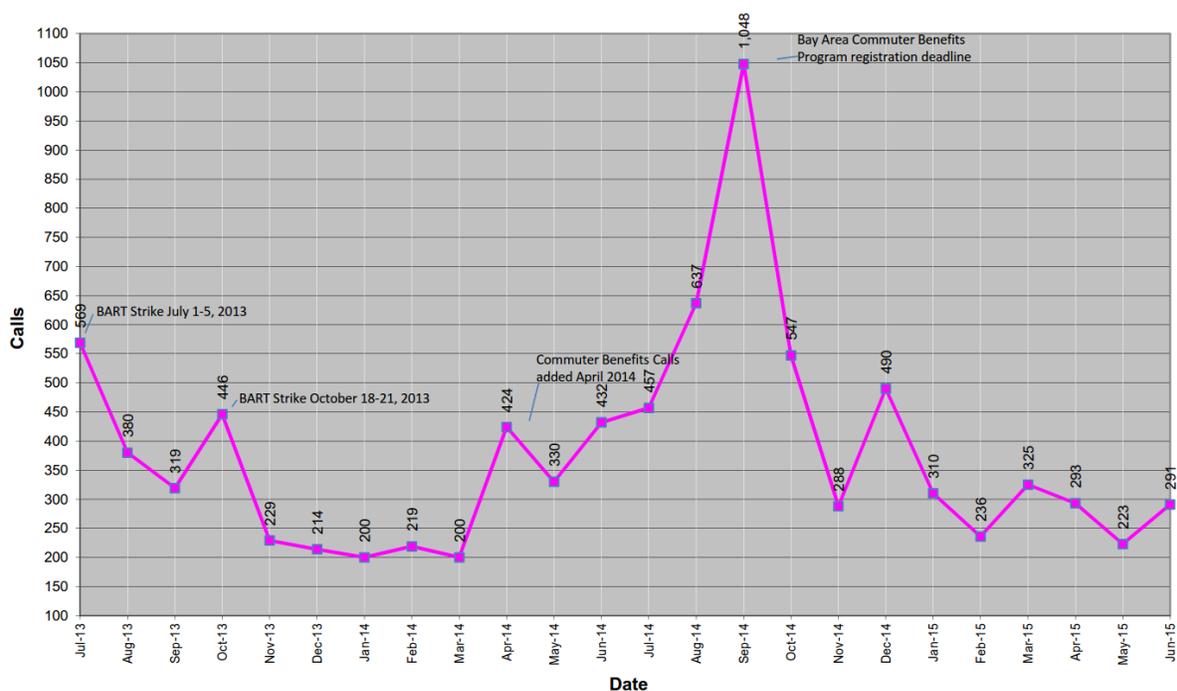
JUNE 2015



JUNE 2015

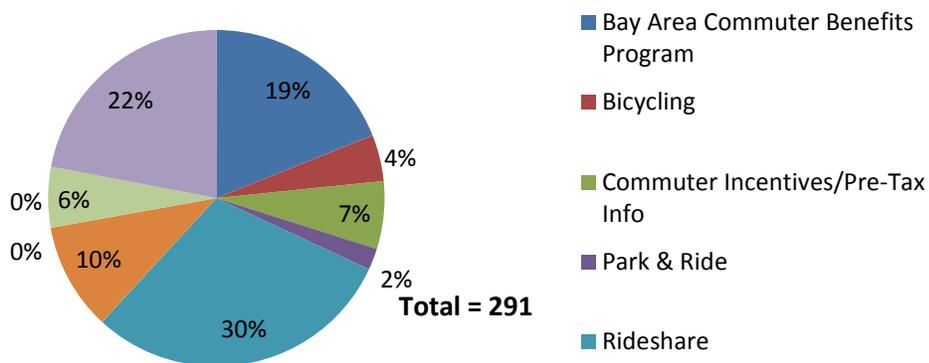


### Calls Answered - FY14-15

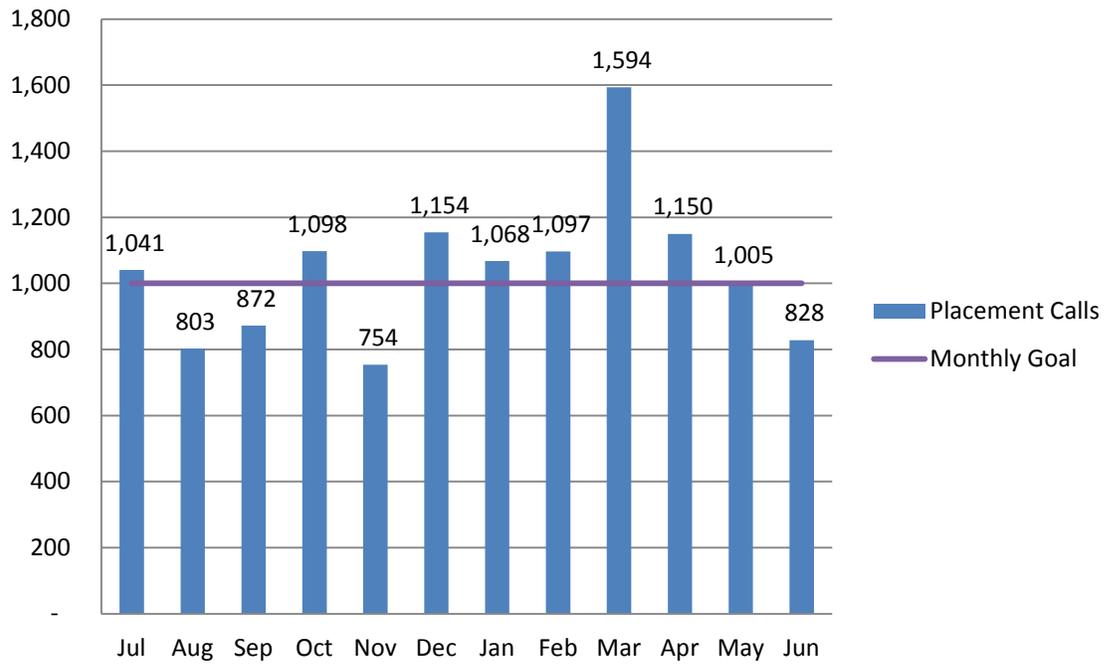


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### Incoming Calls (FY 14/15 YTD)



### Placement Calls (FY 14/15)



**TASK 2: EMPLOYER OUTREACH ACTIVITY**

- There were 45 consultations this month (9 were specific to BACBP – see Task 5A)
  - 34 by email
  - 11 by phone
  - 0 in person
- There were 5 new employers added (see attachment 3)
- There were 6 events yielding 159 MLR’s

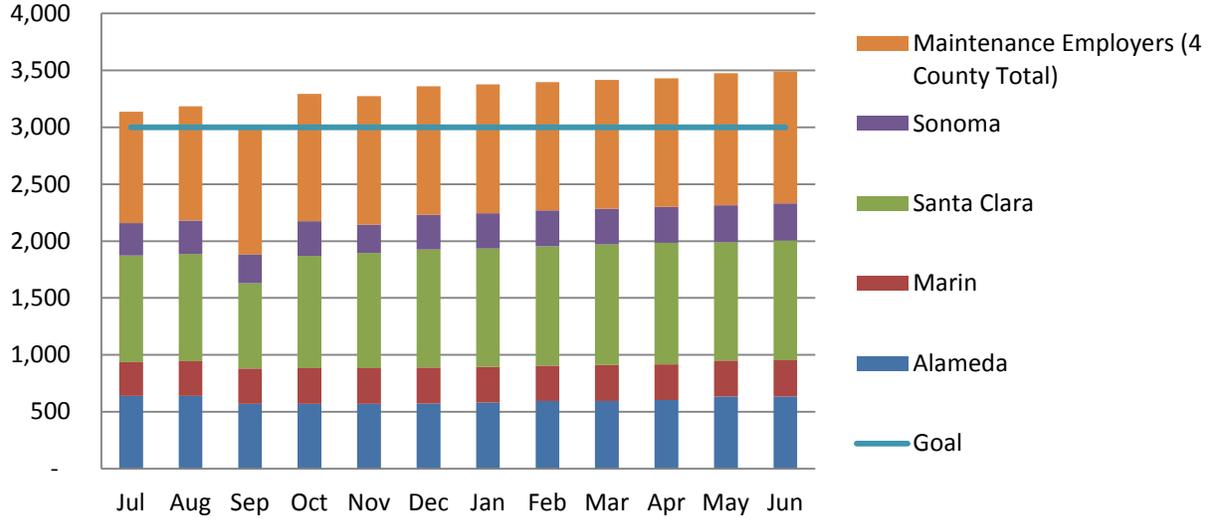
Service Area	Employer Outreach Activities
Alameda	<ul style="list-style-type: none"> <li>• The ETC at [REDACTED] requested a poster about the Bay Area Commuter Benefits Program in May. He received the poster and said it fit his needs. He has no other commute program needs at this time.</li> <li>• [REDACTED] is interested in continuing the monthly messaging to its tenants. This was initiated by the Customized Site Pilot. They couple the messaging along with the monthly promotions. They also did a feature in their newsletter on 511 Rideshare in April and are interested in repeating the feature but coupling it with their City CarShare Program information.</li> </ul>
Marin	<ul style="list-style-type: none"> <li>• [REDACTED] received their density map and reported that this would be very helpful to them in planning during construction.</li> <li>• [REDACTED] has been exploring the use of TNC’s to supplement their ERH program. They are very interested in seeing the white paper on the subject put together by 511 staff, and also mentioned it being something of value to present at a future TAC meeting.</li> <li>• [REDACTED] requested numbers related to both employers and commuters living and/or working in Marin receiving 511 RRP services. They are evaluating the level of activity and what will be required to continue to provide the same level of service in Marin County after June 2016. 511 staff provided the following information:           <ul style="list-style-type: none"> <li>○ Estimated number of Marin registrants in the 511 Ridematch System (home or work county).</li> <li>○ The number of employer sites in the 511 Employer Database (EDB).</li> <li>○ The number of consultations specific to the Commuter Benefit Program with Marin County employers since April 2014.</li> <li>○ The number of consultations with Marin County employers in a two year period (since 2013).</li> <li>○ The frequency of employer events in Marin County.</li> </ul> </li> </ul>
Santa Clara	<ul style="list-style-type: none"> <li>• 511 staff provided a report to [REDACTED] with the statistics for the May portion of their Green Commute Challenge.</li> <li>• 511 staff provided a report to the [REDACTED] with the statistics for the May portion of their Green Commute Challenge.</li> <li>• 511 staff assisted [REDACTED] to obtain the bicycle trip diary data from the 511 Ridematch Service for [REDACTED] e employees. They sponsored a challenge with [REDACTED] and needed the final numbers in order to declare a winner and put out a press release.</li> </ul>
Sonoma	<ul style="list-style-type: none"> <li>• [REDACTED] will implement a survey for their modal shift grant in house and will not</li> </ul>

need to use the 511 survey. They have asked if we can give them more detailed information about each of the employers registered for the Commuter Benefit Program and what they provide. 511 staff will provide the information minus the contact details which is in-line with previous instructions from the Air District and MTC on providing partner organizations with data on Commuter Benefits Program company registrations.

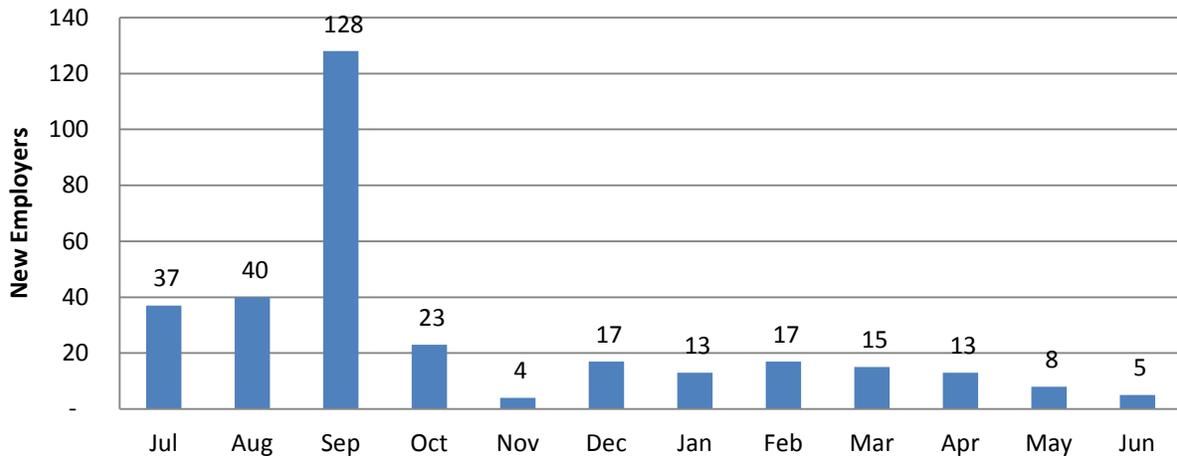
- [REDACTED] with [REDACTED] requested assistance with any numbers or information supporting a business case to encourage employers to implement employee commute programs. She is working on a project with [REDACTED] which has partnered with [REDACTED] to create business sustainability circles in Sonoma County. These circles create actionable sustainability plans for participating companies. These are small local groups of employers, but they expect the number of participants as well as circles to grow. They are interested in adding an employee commute element to the information they are providing. 511 staff has agreed to compile information that could be used for this effort.

**Summary of this month's activities:**

**Total Employer Database Size (FY 14/15 YTD)**



**New Employers Contacted/Added- (FY 14/15 YTD)**



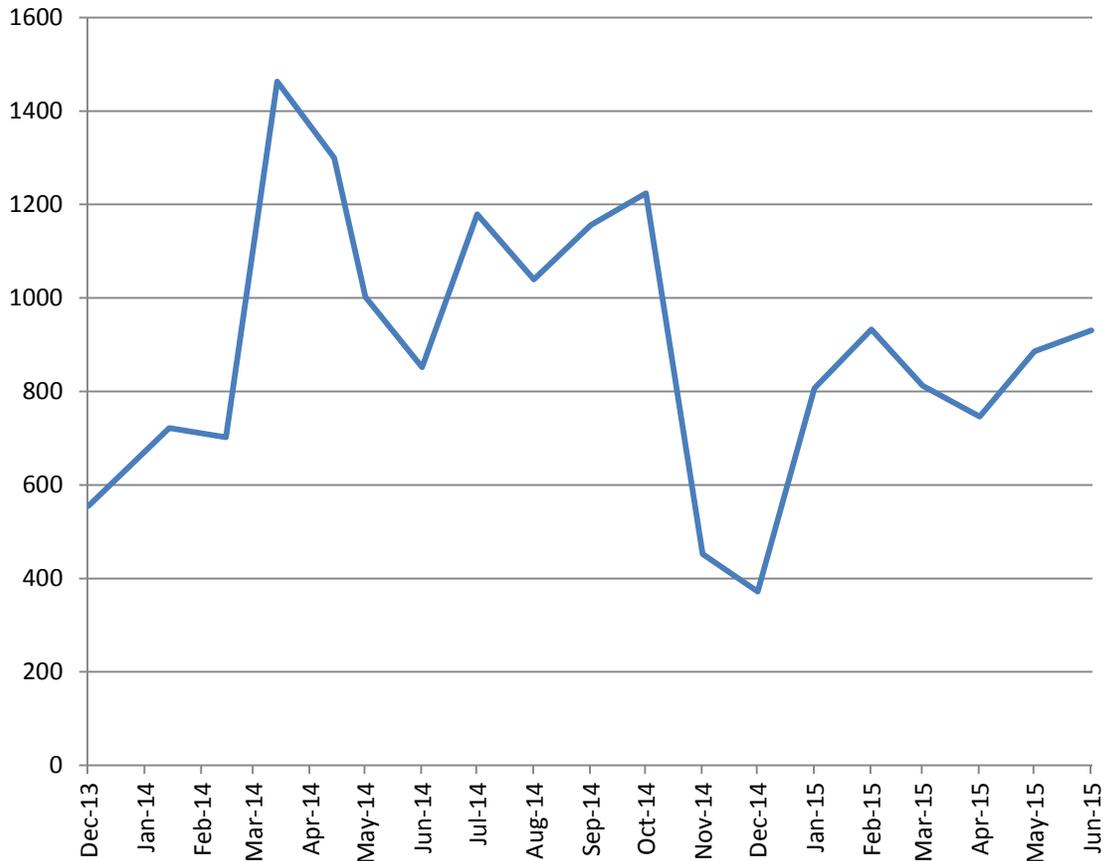
## 511 MARKETING ACTIVITY

### 511 Rideshare (Task 3B1)

#### FY 2014-2015 Year to Date Promotion Summary

Promotion	Start	End	Requirement	# Meeting Requirement (current or final month)	# of Winners
511 Summer Carpool Challenge—a visit from the El Tonayense taco truck	July	Aug	Employer with the highest number of carpoolers completing 15 or more trips in August	—	Initial winning company (Genentech) declined award due to business campus security procedures. Award was then presented to second qualifying organization: Solano County
Mike's Bikes—win a new bike	July	Aug	15+ green commutes / month	458	Bay Area bicycle commuter Ben Bachelder won the Crème City bike from Mike's Bikes.
"KURIOS - Cabinet of Curiosities" — tickets from Cirque du Soleil	Sept	Oct	15+ carpool trips /month	462	32 commuters over the duration of the promotion.
Yerba Buena Center for the Arts (YBCA)—family 4-pack of tickets	Sept	Oct	15+ green commutes /month	889	64 commuters over the duration of the promotion.
Great Dickens Christmas Fair— a pack of four tickets	Nov	Dec 20	15+ green commutes /month	567	40 commuters over the duration of the promotion.
Walt Disney Family Museum—4-pack of tickets	Jan	Feb	15+ green commutes /month in both months.	807	22 commuters over the duration of the promotion.
Hotel Griffon—2-night weekend stay	Jan	Feb	15+ carpool trips /month	244	3 commuters in January and 1 in February.
Walt Disney Family Museum—4-pack of tickets	Jan	Feb	ETC with the most employees tracking trips by county for 2 months.	360	3 ETCs over the duration of the promotion.
Hotel Griffon—2-night weekend stay	Jan	Feb	ETC with the most employees tracking trips (best of three counties) at the end of February.	January 242 February 244	1 ETC over the duration of the promotion.
Hornblower Cruise – 2 tickets	Mar	April	15+ carpool trips /month	March 312 April 240	15 pairs of tickets over the duration of the promotion.
Peets Coffee Card - \$5	Mar	April	15+ green commutes /month	March 587 April 496	20 commuters over the duration of the promotion.
Hornblower Cruise – 2 tickets	Mar	April	ETC with the most employees tracking trips (best of three counties) at the end of February.	321	1 ETC over the duration of the promotion
Tech Museum of Innovation – 4-pack of tickets	May	June	15+ carpool trips /month	May 239 June 325	20 four (4)-packs of tickets over the duration of the promotion
Peets Coffee Card - \$5	May	June	15+ green commutes /month	May 560 June 683	20 commuters over the duration of the promotion.

## RMS Users Tracking One or More Green Trip a Month



### 511 RRP Marketing Activities in June

- Objective - Drive Traffic to Rideshare Page
  - Turn-key emails sent to delegated county ETCs regarding July/August Beach Blanket Babylon and Mike's Bike's promotions.
- Objective - Increase 511 RMS Registrants
  - Launched July/August Beach Blanket Babylon (carpool) and Mike's Bike's (green commute) promotions 6/24/15.
- Objective - Increase Carpool Awareness/Participation
  - Carma toll promotion information and materials continues to be distributed at events.

- Additional Activities
  - SR 101 Corridor Campaign: plan completed and approved. Creative drafts completed and submitted to MTC for review. Media Plan and MAF completed and billboard reserved for 2016.
  - I-580 Pre-Launch Campaign: internal communications coordination, plan media and messaging drafted. Conducted carpool incentive program interviews with multiple organizations. A summary document was provided to MTC for review. I-580 Incentives Plan delivered to MTC.

## 511 Overall (Task 3B2)

### Summary of this month's activities:

- 511 Real-Time campaign: revised media plan, art proofs, and campaign outline to spend an additional \$20K in RM2 funds within FY14-15 was provided to MTC for review and approval. Additional media launched June 26 and will display into July. 10 each of kings, queens and tails for SFMTA printed and delivered to Titan for display in July and August.
- 511 2015 Street Banner Campaign: banners along Caltrans' right-of-ways in San Francisco, Oakland and Port of San Francisco displayed throughout June. Includes Embarcadero, near the Ferry Building, Lombard, Van Ness and 19<sup>th</sup> Avenue. Photos of all three installations were categorized and delivered to MTC.
- Media Relations/Analysis/Social Media
  - Updated media contacts list (ongoing).
  - Monitored media for 511 mentions (ongoing) through BurrellesLuce and Allen's services. Eleven mentions in June 2015.
  - Monitored analytics on 511 social media (ongoing). 7,702 FB Likes, 40.3K Twitter followers, 287 Instagram followers in June 2015.
  - Updated 511 Facebook Timeline (ongoing).
  - Updated 511 Instagram (ongoing).
  - Maintaining 50 copies of the 511 brochure in the 27 DMVs in the 9-county Bay Area on a quarterly basis.
  - RTIC signs inventory is 33 RTICs at 26 sites at 17 BART stations and two Caltrain stations.

## 511 Website (Task 3C)

### Summary of this month's activities:

- Current promotions page updates:
  - Tech Museum for carpool promotion ran through June 30.
  - Peet's Coffee Gift Card for green commute promotion ran through June 30.
  - Beach Blanket Babylon for new carpool promotion uploaded on June 29 – to display through the end of August.
  - Mike's Bikes for new green commute promotion uploaded on June 29 – to display through the end of August.
- Current Rideshare landing page and Commute information page promotions box updates:
  - Tech Museum carpool promotion ran through June 30.
  - Beach Blanket Babylon carpool promotion box uploaded June 29.
  - Mike's Bikes for green commutes promotion box uploaded June 29.
- Bicycling Site Updates: edits staged on Bicycling page for MTC review.

- Preliminary feedback on news Rideshare page drafts was given to CRG.
- Vanpool page contact updates: vanpool services coordinator contact information updated.

## TASK 4: PROGRAM PLANNING

### Summary of this month's project management activities:

- Reviewed all project Vendor invoices and Employee Expense reports for processing.
- Reviewed all project charges and prepared the RRBP invoice for submittal.
- ██████████ attended multiple project management meetings with ██████████, including initial meetings to review the last year's implementation plan (of transition activities)
- ██████████ is supporting re-design of 511 Rideshare website.

### Summary of this month's evaluation/reporting activities:

- Continued Implementation Plan process by Task and received input from MTC.
- Transitioned some Evaluation Department tasks to ██████████ transitions to another project.
- Responded to MTC request for information on Semi Annual TFCA Reports.
- Responded to MTC requests for clarification on Carpool to BART permits.
- Started End-of-Year Calculations process

FY 14-15 Year End Total				
Organization	Surveys Requested	Reports Requested & Prepared	Map Requests	Versions Requested & Prepared
RRP	12	3	20	40
Commute.org	9	2	1	1
511 CC			4	6
SFDOE				
SNCI			1	5
Other		2	3	10
<b>Total</b>	<b>21</b>	<b>7</b>	<b>29</b>	<b>62</b>

## **TASK 5A: BAY AREA COMMUTER BENEFIT S PROGRAM (BACBP) ACTIVITY**

### **Summary of this month's activities:**

- Media Beef is almost done with the major enhancements to allow employer renewal. We should be testing during the first or second week in July with a go-live shortly after.
- 1640 Letters will be sent out in mid-July to new Bay Area employers that were not on the original list. An increase in activity is anticipated once notices to these companies and to those that need to do their annual renewals are sent, which is predicted to be early to mid August.
- 70 emails were sent to employers requesting information missing in the Commuter Benefit Program registration database. Information is being updated as employers respond. 113 reminder emails were sent to employers that started but haven't completed registration. Another round of these emails will be sent mid-July to those that have not responded.
- Updated FAQs document 6/23/15

### **BACBP Program Consultation Requests**

Request Type	Alameda	Marin	Santa Clara	Sonoma
Email	1	1	3	1
Phone	0	0	3	0
In-Person	0	0	0	0
Total	1	1	6	1

## Attachment 1 - Glossary

- **Active (A)** are individuals that have registered for a ridematch list and activated their accounts.
- **Admin Registered** are ridematch system records entered by 511 admin staff; the registration form usually comes via a paper form completed at outreach events.
- **Company Only Matches** are RMS registrants who only want to match with co-workers.
- **Do Not Match** do not appear on others' matchlists because their match preferences are turned off. These registrants stay in the database because they use the "trip tracking" service and/or have requested to not be removed.
- **Inactive (I)** or "Abused" are registrants who are deemed to be trouble-causing. These remain in the system in order to ensure they are never matched with others.
- **Not Activated (NR)** are individuals who entered the RMS database, but never completed the last step of the registration process to "activate" their accounts. These will be deleted from the RMS after they have been in the system for 18 months due to the RMS purging policy approved by Barbara Laursen on 9/5/14.
- **Purged (P)** are records removed from the database in that month, because the record is a duplicate registration, a test registration, has no contact information, or if from out of area records.
- **Self Registered** are RMS registrants who create their own profile by signing-up through the web site.
- **Unsubscribed (U)** are RMS registrants that either self-unsubscribed or called 511 and asked to be deleted in that month. Once unsubscribed, they are kept in the database for six months per the RMS purging policy approved by Barbara Laursen on 9/5/14.

Attachment 2 - Employer Applicants through 511 Ridematch Customized Websites

Customized 511 Ridematch Website Registrants (FY14-15)																		
Customized Site Name	Agency <sup>1</sup>	Type	Total Prior to FY14-15	Last Action Prior to FY14-15	7	8	9	10	11	12	1	2	3	4	5	6	Current FY Total	To Date Total
[REDACTED]	RRP	Employer	125	2/2013					2					8			10	135
[REDACTED]	Commute.org	Employer	1	7/2009													0	1
[REDACTED]	RRP	Special Purpose Matching	74	6/2014	1						3	2	1	3			10	84
[REDACTED] = 550)	Commute.org	County TDM Project	1,162	6/2014	33	30	28	40	15	15	17	18	27	35	40	30	328	1,490
[REDACTED]	RRP	Employer	96	6/2014		1				69						1	71	167
[REDACTED]	[REDACTED]	Employer	216	6/2014	3	3		1		1	1	1					10	226
[REDACTED]	[REDACTED]	Employer	72	6/2014		3	3	3	2		1	1			1	2	16	88
[REDACTED]	RRP	Employer	47	6/2014			3				2	1	1	1			8	55
[REDACTED]	[REDACTED]	County TDM Project	2,673	6/2014	3	9	8	9	4	4	3	6	3	5	109	5	168	2,841
[REDACTED]	[REDACTED]	County TDM Project	2,488	6/2014	28	54	61	42	18	19	34	12	47	73	28	21	437	2,925
[REDACTED]	RRP	Employer	761	6/2014	18	15	14	10	4								61	822
[REDACTED]	RRP	Employer	64	6/2014	1	5	1		1		2	1	1		1	4	17	81
[REDACTED]	RRP	Employer	49	5/2014													0	49
[REDACTED]	Commute.org	Employer	4	12/2013						1							1	5
[REDACTED]	RRP	Employer	2,738	6/2014	5	48	135	5	3	3	14	25	2	1	3		244	2,982
[REDACTED]	RRP	Employer	6	11/2010													0	6

	RRP	Employer	0	10/2009													0	0
	RRP	Employer	381	6/2014	1	1	1	1		2	3		1	2	3	1	16	397
	RRP	County TDM Project	336	5/2014	2	7	6	4	1		2	1	2	2	3	1	31	367
	C	County TDM Project	463	6/2014	8	27	4	4	5	3	8	7	9	4	44	9	132	595
	RRP	Employer	17	10/2013	2							2	2	1	3	3	13	30
	RRP	Employer	1,084	6/2014		2	3	1	5	4	7	1	4	4	2	4	37	1,121
	RRP	Special Purpose Matching	24	11/2013													0	24
	SFDOE	Employer	78	8/2013		1			1								2	80
	RRP	Employer	59	8/2012													0	59
	RRP	Employer	4	10/2011													0	4
	RRP	Employer	1	5/2010													0	1
	RRP	Employer	3	6/2010													0	3
	RRP	Employer	0	6/2010													0	0
	SNCI	Special Purpose Matching	1,611	10/2013	32	121	40	13	3					6	1	1	217	1,828
	RRP	Special Purpose Matching	1,180	6/2014	12	12	9	10	7	19	6	2	5	10	6	9	107	1,287
	RRP	Employer	2	9/2010													0	2
	RRP	Employer	1	8/2010													0	1
	RRP	Special Purpose Matching	167	4/2013							1		1	8			10	177
	RRP	Employer	25	6/2014		1		2								1	4	28

[REDACTED]	SFDOE	Employer	1	3/2011														0	1
[REDACTED]	RRP	Special Purpose Matching	4,435	6/2014	1	1		1	1			1						5	4,440
[REDACTED]	RRP	County TDM Project	303	6/2014	10	9	13	12	4	6	10	11	9	4	3		3	94	397
[REDACTED]	RRP	Employer	90	6/2014	2	1	1				1			1	2		4	12	102
[REDACTED]	SFDOE	Special Purpose Matching	16	6/2014		1	2	1	1								1	6	22
[REDACTED]	RRP	Employer	47	6/2014	6	2	1	3	1	2	5	1						21	68
[REDACTED]	RRP	Employer	214	6/2014	1	5	10	4	8	7	6	5	5	8	4		5	68	282
[REDACTED]	RRP	Employer	12	6/2014														0	12
[REDACTED]	RRBP	Employer	25	6/2014									1					1	26
[REDACTED]	RRBP	Employer	144	2/2014				16	2								1	19	163
[REDACTED]	RRBP	Employer	48	5/2012														0	48
[REDACTED]	SFDOE	Employer	38	5/2013														0	38
[REDACTED]	SNCI	Special Purpose Matching	206	6/2014	1								12	25	1			39	245
[REDACTED]	RRBP	Employer	55	6/2014	1	1	2	1	3	1	3	3	5	4	2		5	31	86
[REDACTED]	SFDOE	Employer	0	8/2012														0	0
[REDACTED]	San Benito Rideshare	County TDM Project	9	6/2014														0	9
[REDACTED]	511CC	Special Purpose Matching	239	6/2014	3		1	5	1	3	1	4	1	1	1		3	24	263
[REDACTED]	SFDOE	Employer	0	1/2013			1	5	2									8	8

[REDACTED]																		
[REDACTED]	RRBP	Employer	337	5/2013						90	5	28	8	5	12		148	485
[REDACTED] er	RRBP	Special Purpose Matching	8	7/2013	1												1	9
[REDACTED]	SFDOE	Employer	349	6/2014	5	25	9			6	10	7	3	3	1		69	418
[REDACTED]	RRBP	Employer	88	6/2014		1				1		1			1	1	5	93
[REDACTED]	RRBP	Employer	1	6/2014	1		3	20									24	25
[REDACTED]	Commute.org	Employer	0	8/2014	1	4											5	5
[REDACTED]	RRBP	Employer	0	8/2014			7			8	3	2	1	1	1	34	57	57
[REDACTED]	RRBP	Employer	0	8/2014		2	2	9	1			2	1	1			18	18
[REDACTED]	RRBP	Employer	0	9/2014													0	0
[REDACTED] ogies	RRBP	Employer	0	9/2014				1		1		2	2				6	6
[REDACTED]	RRBP	Employer	0	10/2014							70	3	2	2	4	2	83	83
[REDACTED]	511CC	Employer	0	10/2014			2										2	2
[REDACTED]	RRBP	Employer	0	11/2014					1							1	1	1
[REDACTED]	RRBP	Employer	0	12/2014					1		2			13		1	17	17
[REDACTED]	RRBP	Employer	0	3/2015										1			1	1
[REDACTED]	RRBP	Employer	0	5/2015											1		1	1
			22,677		182	392	368	225	97	265	220	150	156	232	277	153	2,717	25,394

**Attachment 3 - New Employers in Employer Database**

New Employer	# of Employees	County	Status
[REDACTED]	118	Santa Clara	Active
[REDACTED]	110	Santa Clara	Active
[REDACTED]	160	Santa Clara	Active
[REDACTED]	75	Santa Clara	Active
[REDACTED]	65	Santa Clara	Active

**Attachment 4 - Language Services Report**

		Web Services						Telephone Services <sup>1</sup>					
		Spanish		Chinese				Spanish		Chinese		Vietnamese	
		Visits	Pageviews	Visits	Pageviews			Minutes	Cost	Minutes	Cost	Minutes	Cost
FY 14-15	July-14	23	27	15	18	July-14	30	55.50	n/c	n/c	n/c	n/c	
	Aug-14	13	17	16	8	Aug-14	17	31.45	n/c	n/c	n/c	n/c	
	Sep-14	12	14	13	13	Sep-14	24	44.40	n/c	n/c	n/c	n/c	
	Oct-14	8	9	12	13	Oct-14	23	42.55	3	5.55	n/c	n/c	
	Nov-14	27	33	16	16	Nov-14	33	61.05	n/c	n/c	n/c	n/c	
	14-Dec	21	23	18	20	14-Dec	16	29.60	n/c	n/c	n/c	n/c	
	Jan-15	12	14	11	12	Jan-15	4	7.40	n/c	n/c	n/c	n/c	
	Feb -15	47	54	17	19	Feb -15	6	11.10	n/c	n/c	n/c	n/c	
	Mar - 15	52	57	19	22	Mar - 15	10	18.5	n/c	n/c	n/c	n/c	
	Apr - 15	40	44	31	34	Apr - 15	41	75.85	n/c	n/c	n/c	n/c	
	May - 15	44	54	21	28	May - 15	9	16.65	n/c	n/c	n/c	n/c	
	June - 15	41	43	20	21	June - 15	19	35.15	n/c	n/c	n/c	n/c	

<sup>1</sup> The 511 Rideshare & Bicycling office’s 511 Information Center staff answers any call where the caller chooses the rideshare or bicycling operator from the phone tree. When the call comes into the 511 Information Center, if the caller doesn’t speak English, the 511 Information Center staff patches in the translation service on a 3-way call. The translation service determines which language the caller is speaking and provides a translator in that language. Then the 3-way call proceeds. The numbers in the table above indicate the number of minutes of 3-way calls that occurred