



FY 14-15 is now complete. Most measures met or exceeded the program's annual targets. New RideMatch Applicants fell short at 78 percent (about 4,000 registrants). Lower numbers of self-registered applicants may be due to lower gas prices this fiscal year. The low volume of Admin Registered applicants was due to a pilot program to more selectively participate in employer events and gather New RideMatch Applicant forms. New Vanpools Formed did very well this year, and exceeded its target by 12 new vanpools. Over 957 New TDM Benefits were implemented at Bay Area worksites this year. These benefits were available to over 705,000 employees. **THE CLIENTS PLACED, VTR, VMT AND COST PER OUTPUTS CALCULATIONS ON THIS FINAL REPORT CARD REFLECT FY 14-15 SURVEY DATA & THE INCLUSION OF EMPLOYER OUTREACH DATA.**

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.

CONTRACTUAL DELIVERABLES															
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun		Goal	% Goal
Estimated Clients Placed (All Activities except Employer Outreach)	606	624	678	633	496	460	533	446	533	549	619	534	YTD Tot	10,000	132%
Clients Placed (Employer Outreach)												6,497	6,711		
Active Employers (By County)	2,157	2,180	2,191	2,176	2,201	2,231	2,246	2,270	2,285	2,301	2,316	2,331	Current	1,800	130%
Alameda	640	640	569	570	569	573	582	594	596	604	633	634			
Marin	297	305	312	312	313	315	312	312	314	313	317	318			
Santa Clara	936	941	1,002	989	1,013	1,038	1,042	1,049	1,062	1,067	1,041	1,053			
Sonoma	284	294	308	305	306	305	310	315	313	317	325	326			

511 RRP TARGETS															
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun		Goal	% Goal
New RideMatch Applicants	1,306	1,350	1,455	1,296	980	1,004	1,043	922	981	1,198	1,269	1,169	YTD Tot	18,000	78%
Self Registered	830	955	868	767	516	425	668	556	514	599	718	664			
Admin Registered	232	154	239	134	120	302	43	65	129	186	150	153			
Carpool to Bart Permits	244	241	348	395	344	277	332	301	338	413	401	352			
RideMatch Registrants (activated each month)	698	814	704	648	436	366	514	466	515	647	712	657	7,177		
Self Registered	662	764	643	619	411	317	500	443	474	574	671	621			
Admin Registered	36	50	61	29	25	49	14	23	41	73	41	36			
Carpool to BART Permits (1)	244	241	348	395	344	277	332	301	338	413	401	352			
Clients Placed (activation-based)	453	399	362	361	267	192	310	254	337	317	385	318			
Registrants Searching for Carpools: Everyone	13,407	13,725	13,881	13,965	13,723	13,717	13,719	13,537	13,391	11,911	11,973	12,254			
Registrants Searching for Carpools: Company Only	3,353	3,432	3,459	3,497	3,487	3,518	3,552	3,535	3,545	3,305	3,345	3,394			
Total Registrants Searching for Carpools	16,760	17,157	17,340	17,462	17,210	17,235	17,271	17,072	16,936	15,216	15,318	15,648	YTD Avg	15,000	111%
Registrants Searching for Carpools: Do Not Match	33,732	34,084	34,551	35,015	35,617	35,968	36,429	36,840	37,345	39,638	40,163	40,400			
Total Active Status Registrants	50,492	51,241	51,891	52,477	52,827	53,203	53,700	53,912	54,281	54,854	55,481	56,048	YTD Avg	NA	NA
Registrants Tracking Trips	1,189	1,029	1,130	1,103	825	592	757	740	753	769	854	896	YTD Avg	NA	NA
Placement Calls	1,041	803	872	1,098	754	1,154	1,068	1,097	1,594	1,150	1,005	828	YTD Tot	12,000	104%
													YTD Tot		

New Vanpools Formed	3	4	5	7	8	0	8	3	9	1	7	2	57	45	127%
													Curr Mon		
Vanpool Fleet Size	527	526	526	524	527	527	529	531	539	535	540	532	532	525	101%
													YTD Avg		
Total Employer Database Size (By County)	3,138	3,184	3,302	3,294	3,330	3,360	3,377	3,398	3,416	3,432	3,476	3,492	3,350	3,000	112%
Alameda	945	959	966	967	969	972	981	992	994	1,003	1,055	1,060			
Marin	374	382	398	400	402	405	402	403	405	404	408	407			
Santa Clara	1,499	1,511	1,573	1,555	1,585	1,609	1,613	1,618	1,635	1,639	1,618	1,628			
Sonoma	320	332	365	372	374	374	381	385	382	386	395	397			
Delegated Counties (quarter end total)			16,504			13,020			13,573			0			
													YTD Tot		
Vehicle Trips Reduced (includes Employer Outreach)	55,849	58,242	63,792	62,714	51,559	40,567	54,822	42,247	55,882	49,343	61,479	49,080	1,218,518	900,000	135%
													YTD Tot		
Vehicle Miles Reduced (includes Employer Outreach)	1,565,628	1,660,732	1,838,882	1,911,774	1,653,612	1,067,170	1,739,449	1,222,222	1,807,642	1,333,313	1,879,298	1,366,707	34,118,472	27,000,000	126%
													YTD Tot		
Greenhouse Gas Emissions Reduced in Metric Tons (includes Employer Outreach)	766	812	900	935	809	522	851	598	884	652	919	669	15,814	14,000	113%
													YTD Tot		

TRACKING & MONITORING

Outcomes	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD Avg
Average Number of Names per Matchlist	7.1	6.8	5.8	6.4	6.2	6.0	6.6	5.4	4.3	5.8	5.4	4.9	5.9
Number of Maintenance Employers	981	1,004	1,111	1,118	1,129	1,129	1,131	1,128	1,131	1,131	1,160	1,161	1,110
													YTD Tot
New Employers Contacted/Added to Database	37	40	128	23	4	48	13	17	13	13	8	5	349
# of Employees Represented by Active Employers (By County)	734,756	737,591	705,555	705,460	704,468	722,361	727,236	730,829	735,263	737,473	743,600	747,046	727,637
Alameda	287,995	288,075	245,942	246,342	246,042	242,398	246,017	247,431	249,136	250,174	256,687	256,737	
Marin	29,388	30,766	31,223	31,223	31,248	31,856	31,221	31,524	31,666	31,335	31,497	30,925	
Santa Clara	376,497	377,208	385,508	385,148	384,351	405,788	407,466	408,398	411,110	412,498	411,798	415,747	
Sonoma	40,876	41,542	42,882	42,747	42,827	42,319	42,532	43,476	43,351	43,466	43,618	43,637	
Cost per Client Placed (no Empl. Outreach)	\$474.46	\$467.49	\$452.09	\$452.63	\$473.38	\$493.34	\$499.44	\$513.91	\$516.63	\$517.34	\$512.04	\$514.14	\$ 490.57
Cost per Client Placed (incl. Employer Outreach)													
Cost per Vehicle Trip Reduced (no Empl. Outreach)	\$5.15	\$5.04	\$4.85	\$4.78	\$4.92	\$5.19	\$5.19	\$5.35	\$5.33	\$5.37	\$5.30	\$5.34	\$ 5.15
Cost per Vehicle Trip Reduced (incl. Empl. Outreach)													
Pilot Measurements													
													YTD Tot
Number of New TDM Benefits Implemented	51	60	165	47	25	54	106	130	79	104	104	53	978
													YTD Tot
Employees with Access to New TDM Benefits	58,522	149,108	142,123	21,020	17,472	26,328	63,773	35,186	60,399	47,938	24,743	58,982	705,594

ACTIVITY MEASUREMENTS

Information Center Activities (incoming)	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD Tot
													Current

Customer Satisfaction Rating	9.7	9.69	9.68	9.68	9.69	9.67	9.67	9.66	9.66	9.67	9.67	9.67	9.7
Bay Area Commuter Benefits Program	184	392	801	248	106	230	104	61	89	93	53	55	2,416
Bicycling	19	13	32	29	22	31	24	22	34	11	13	13	263
Commuter Incentives/Pre-Tax Info	28	21	20	24	16	24	17	9	13	24	14	19	229
Park & Ride	11	9	5	7	7	7	5	5	9	4	4	6	79
Rideshare	105	100	88	122	75	95	91	70	87	73	72	87	1,065
Airport Ground & Parking	28	20	33	34	20	24	10	14	27	25	20	30	285
Spanish	22	25	13	20	13	23	17	14	12	18	8	17	202
Operator	60	57	56	63	29	56	42	41	54	45	39	64	606
Total	457	637	1,048	547	288	490	310	236	325	293	223	291	5,145

Outreach & Marketing Activities													
Event Days	4	12	21	23	7	0	5	1	2	18	5	6	104
Matchlist Request Forms from Events	257	187	101	155	200	0	19	8	78	136	13	159	1,313

Website Activity													
Web User Sessions	18,330	18,051	19,353	18,961	15,339	14,951	18,139	17,230	17,883	16,376	12,067	18,054	204,734
Unique Website Users	13,295	12,854	13,630	13,274	11,146	10,821	13,349	12,127	12,802	11,722	16,823	12,901	154,744

New Vanpools Added (origin and destination) (RRP only)	
Fremont - South San Francisco	
Fremont - South San Francisco	

(1) Carpool to BART Applicants may or may not be registered in the RMS.

Vanpool Trip Table by County, Ridematch DB Trip Table by County, and Metric Definitions
Print out worksheets separately.



Ridematch Database Trip Table Summary

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
New Registrants with Destination in Nine Counties	925	938	955	782	543	643	573	519	597	748	831	785
New Registrants with Destination Outside of Nine Counties	126	161	138	113	91	80	113	88	88	32	23	19

Ridematch Trip Table by County (new registrants only)

	Destination																
	NA ₁	Alameda	Contra Costa	Marin	Monterey	Napa	Sacramento	San Francisco	San Joaquin	San Mateo	Santa Clara	Santa Cruz	Solano	Sonoma	Stanislaus	Yolo	Origin Total
NA ₁	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1
Alameda	1	31	18	8	0	0	0	30	1	30	74	0	1	0	0	0	194
Contra Costa	0	18	8	2	0	1	1	21	0	10	17	0	2	1	0	1	82
Fresno	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1
Lake	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1
Marin	0	3	0	1	0	0	0	5	0	0	1	0	1	0	0	0	11
Merced	1	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	4
Monterey	0	0	0	0	0	0	0	0	0	0	1	2	0	0	0	0	3
Napa	0	0	0	0	0	3	0	1	0	0	0	0	1	0	0	0	5
Placer	0	1	1	0	0	0	1	0	0	0	0	0	0	0	0	0	3
Sacramento	0	5	1	0	0	0	1	13	0	0	3	0	2	0	0	0	25
San Benito	0	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0	4
San Francisco	0	9	2	4	0	0	0	5	0	7	19	0	0	1	0	0	47
San Joaquin	0	7	2	1	0	0	0	5	0	3	6	0	1	0	0	0	25
San Mateo	0	3	0	3	0	0	0	14	0	7	20	0	0	0	0	0	47
Santa Clara	0	20	4	1	1	0	0	17	0	20	184	1	0	0	1	0	249
Santa Cruz	0	1	0	0	0	0	0	0	0	0	3	2	0	0	0	0	6
Solano	0	13	10	2	0	6	3	30	0	3	0	0	4	0	0	0	71
Sonoma	0	2	0	4	0	1	0	3	0	1	0	0	0	3	0	0	14
Stanislaus	0	1	0	0	0	0	0	1	1	0	4	0	0	0	0	0	7
Sutter	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1
Yolo	0	1	0	0	0	0	1	1	0	0	0	0	0	0	0	0	3
Destination Total	2	115	46	26	1	13	7	146	2	81	340	5	12	6	1	1	804

 Destinations within the nine county Bay Area.

1. Includes home and work locations that are not specified or are out of the Bay Area 511 service area (such as Los Angeles and San Diego counties).

Notes: This table shows New Registrants; not necessarily activated; does not include Carpool to BART permit applicants.



Vanpool Trip Table Summary

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Vanpools with Destination in Nine Counties	505	505	506	504	506	507	509	510	520	514	522	445
Vanpools with Destination Outside of Nine Counties	20	20	20	20	21	20	20	21	19	21	18	12

Vanpool Trip Table by County

	Destination															Origin Total
	Alameda	Contra Costa	Marin	Monterey	Napa	Sacramento	San Francisco	San Joaquin	San Mateo	Santa Clara	Santa Cruz	Solano	Sonoma	Stanislaus	Yolo	
Alameda	15	11	6	0	0	0	20	1	20	41	0	1	0	0	0	115
Contra Costa	14	4	2	0	0	1	16	0	7	11	0	2	1	0	1	58
Marin	3	0	0	0	0	0	5	0	0	1	0	1	0	0	0	10
Merced	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Monterey	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	2
Napa	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	2
Placer	1	1	0	0	0	1	0	0	0	0	0	0	0	0	0	3
Sacramento	5	0	0	0	0	1	13	0	0	3	0	2	0	0	0	24
San Benito	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	2
San Francisco	5	2	2	0	0	0	5	0	5	17	0	0	1	0	0	37
San Joaquin	5	2	1	0	0	0	3	0	2	2	0	1	0	0	0	16
San Mateo	3	0	1	0	0	0	13	0	4	11	0	0	0	0	0	32
Santa Clara	15	4	0	1	0	0	16	0	12	32	1	0	0	1	0	82
Santa Cruz	1	0	0	0	0	0	0	0	0	1	2	0	0	0	0	4
Solano	10	4	2	0	3	3	28	0	3	0	0	3	0	0	0	56
Sonoma	2	0	2	0	0	0	2	0	1	0	0	0	1	0	0	8
Stanislaus	0	0	0	0	0	0	1	1	0	2	0	0	0	0	0	4

Yolo	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	2
Destination Total	79	28	16	1	3	7	124	2	54	124	3	12	3	1	1	457

Destinations within the nine county Bay Area.

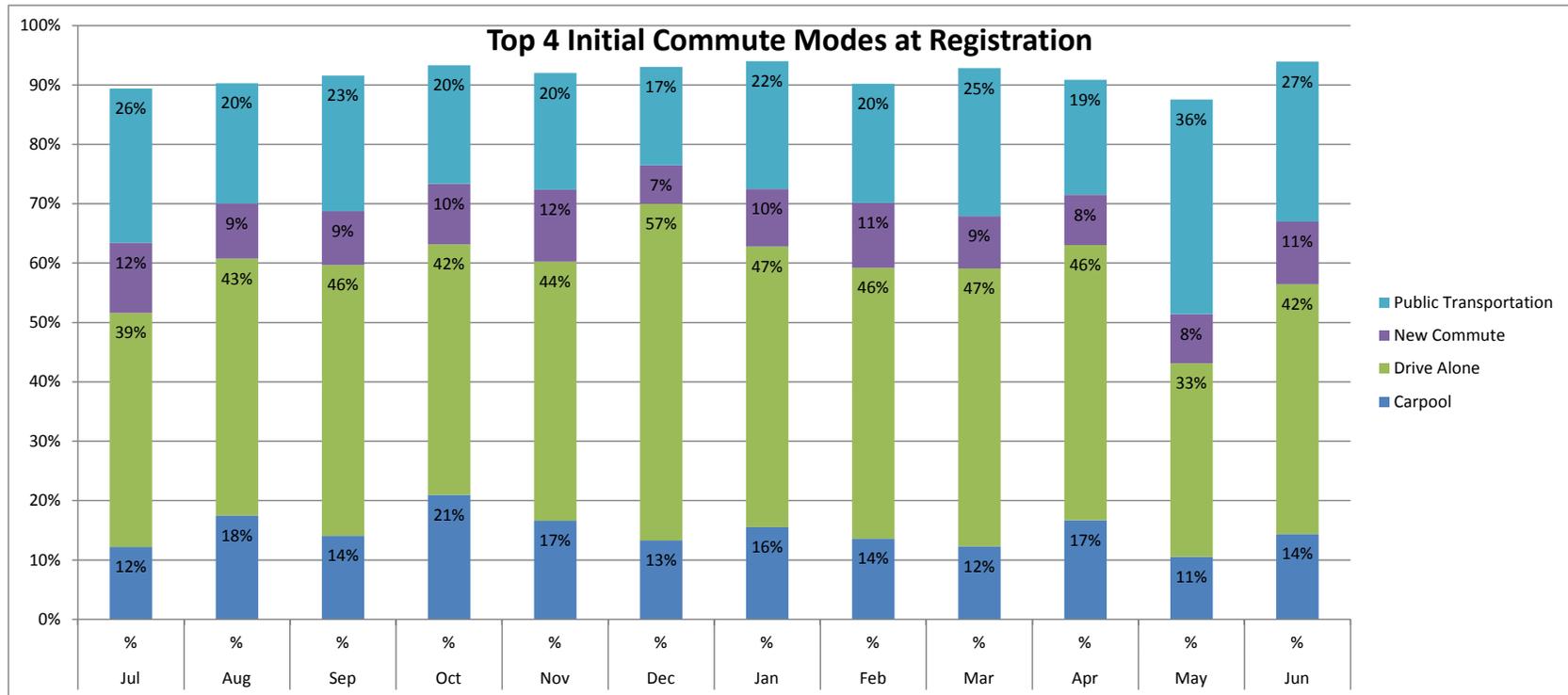
1. Includes home and work locations that are not specified or are out of the Bay Area 511 service area (such as Los Angeles and San Diego counties).



Initial Commute Mode Selected at Registration

	Jul		Aug		Sep		Oct		Nov		Dec		Jan		Feb		Mar		Apr		May		Jun		AVG
	count	%	%																						
Bike	47	6%	46	5%	24	3%	17	2%	21	3%	18	3%	20	3%	23	4%	15	2%	25	3%	43	5%	24	3%	3%
Carpool	101	12%	166	18%	122	14%	185	21%	104	17%	94	13%	104	16%	82	14%	77	12%	130	17%	89	11%	116	14%	15%
Drive Alone	327	39%	410	43%	395	46%	372	42%	273	44%	400	57%	316	47%	275	46%	293	47%	361	46%	275	33%	339	42%	44%
New Commute	98	12%	88	9%	78	9%	90	10%	76	12%	46	7%	65	10%	66	11%	55	9%	66	8%	70	8%	85	11%	10%
Public Transportation	215	26%	192	20%	198	23%	176	20%	123	20%	117	17%	144	22%	121	20%	156	25%	151	19%	305	36%	217	27%	23%
Vanpool	29	3%	35	4%	32	4%	33	4%	22	4%	23	3%	9	1%	31	5%	21	3%	35	4%	43	5%	16	2%	4%
Walk	12	1%	11	1%	17	2%	9	1%	7	1%	8	1%	11	2%	5	1%	9	1%	11	1%	19	2%	9	1%	1%
Total	829	100%	948	100%	866	100%	882	100%	626	100%	706	100%	669	100%	603	100%	626	100%	779	100%	844	100%	806	100%	100%

some registrants do not select an initial commute mode



COMMUTER BENEFITS PROGRAM TRACKING & MONITORING

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
Outcomes													
Complete Employer Registrations (to date)	1,468	2,184	3,573	4,024	4,101	4,257	4,519	4,376	4,422	4,620	4,505	4,536	Current 4,422
Complete Employer Locations Registrations (to date)	3,421	5,567	10,317	11,215	11,464	11,725	12,518	12,168	12,284	12,800	12,591	12,633	Current 12,284
Number of Locations Offering Each Benefit													Current
Option 1: Pre-tax Set Aside for Transit/Vanpooling	2,555	4,300	7,934	8,644	8,854	8,993	9,087	9,458	9,595	9,763	9,872	9,898	9,763
Option 2: Transit or Vanpool Subsidy	171	229	785	868	887	920	1,064	1,083	1,102	1,105	1,107	1,112	1,105
Option 3: Employer-Provided Transit	49	64	138	145	152	152	156	156	157	157	158	160	157
Option 4a: 1 Primary/2 Secondary	31	64	156	184	189	192	192	195	196	198	202	204	198
Option 4b: 4 Secondaries	11	46	160	177	177	177	178	180	181	181	181	181	181
Option 4c: Employer Proposed	5	9	20	29	29	29	35	45	45	45	45	46	45
Incoming Requests													
Help Line Call Volume	184	392	801	248	106	230	104	61	89	93	53	55	YTD Total 2,416
Employer E-mail Volume (via registration site/Comment Sense only)	651	868	1909	930	217	253	161	231	209	183	114	357	YTD Tot 6,083

Monthly totals for Outcomes are cumulative, based on 'database snapshots' collected after the last day of the month.



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CONTRACTUAL DELIVERABLES

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter		Goal	% Goal
					YTD Tot		
Estimated Clients Placed (All Activities except Employer Outreach)	1,908	1,589	1,512	1,702	5,009	10,000	50%
Clients Placed (Employer Outreach)							
					Qtr End		
Active Employers	2,191	2,231	2,285	2,331	2,316	1,800	129%

511 RRP TARGETS

						Goal	% Goal
					YTD Tot		
New RideMatch Applicants	4,111	3,280	2,946	3,636	10,337	18,000	57%
RideMatch Registrants (activated each month)	2,216	1,450	1,495	2,016			
Total Registrants Searching for Carpools	17,086	17,194	17,160	16,719	17,147	15,000	114%
Placement Calls	2,716	3,006	3,759	2,983	9,481	12,000	79%
New Vanpools Formed	12	15	20	10	47	45	104%
Vanpool Fleet Size	526	527	539	532	540	525	103%
Total Employer Database Size	3,208	3,268	3,311	3,350	3,262	3,000	109%
					YTD Tot		
Vehicle Trips Reduced	177,883	154,840	152,952	159,902	485,674	900,000	54%
					YTD Tot		
Vehicle Miles Reduced	5,065,241	4,632,555	4,769,313	4,579,318	14,467,110	27,000,000	54%
					YTD Tot		
Greenhouse Gas Emissions Reduced in Metric Tons	2,478	2,266	2,333	2,240	7,077	14,000	51%

TRACKING & MONITORING

Outcomes					YTD Avg
Cost per Client Placed (no Empl. Outreach)	\$ 464.68	\$ 468.90	\$ 482.60	\$ 490.57	\$ 472.06
Cost per Vehicle Trip Reduced (no Empl. Outreach)	\$ 5.01	\$ 4.96	\$ 5.29	\$ 5.34	\$ 5.09

Category	Metric	Definition
Contractual Deliverables	Estimated Clients Placed (All Activities except Employer Outreach)	The number of individuals who switched to, maintained or tried carpooling, vanpooling or other non-drive alone modes for the current month as a result of utilizing RRBP services.
	Clients Placed (Employer Outreach)	The number of individuals who switched to, maintained or tried carpooling, vanpooling or other non-drive alone modes for the current month as a result of utilizing Employer Outreach activities. This number is calculated at the end of each fiscal year based on the average number of Employees represented by Active Employers at year's end. The inclusion of this metric is consistent with BAAQMD's methodology for assessing the effectiveness of TFCA programs.
	Active Employers	An employer is considered Active if they meet minimum participation guidelines. Employer services are provided by RRBP in Alameda, Marin, Santa Clara, and Sonoma counties.
511 RRP Targets	New Ridematch Applicants	The number of RideMatch Service applicants who self-registered (usually via 511.org) or completed a paper registration form (admin-registered) in the last month. The number is broken down by registration method. Carpool to BART Permits reflect the number of individuals who get BART parking permits through RRBP because they carpool to the station. New Ridematch Registrants counts towards the Clients Placed calculation.
	RideMatch Registrants (activated each month)	The number of current RideMatch Service applicants who activated their account in the last month. The number is shown as total and as a break down by registration method. Carpool to BART Permits reflect the number of individuals who get BART parking permits (through RRP) because they carpool to the station. The Clients Placed number is based on active accounts only.
	Total Registrants Searching for Carpools	The number of Active status registrants who have their ridematching preferences "turned on," either as Match Me With Everyone or Match Me With My Company Only. Registrants with their preferences "turned on" appear on matchlists for other commuters as a potential carpool or vanpool partner.
	Registrants Searching for Carpools: Everyone	A subset of Active status registrants who have their ridematching preferences "turned on" as Match Me With Everyone.
	Registrants Searching for Carpools: Company Only	A subset of Active status registrants who have their ridematching preferences "turned on" as Match Me With My Company Only.
	Registrants Searching for Carpools: Do Not Match	A subset of Active status registrants who have their ridematching preferences "turned off" as Do Not Match Me. These names will not appear on matchlists of potential carpool or vanpool partners.
	Total Active Registrants	The total number of Active status registrants in the 511 RideMatch Service database. This number includes all matching preferences.
	Registrants Tracking Trips	The number of unique registrants who are using the 511 Trip Diary this month to log their daily commute modes.
	Placement Calls	The number of phone calls made in the current month by the Information Center to registrants in the 511 RideMatch Service database to encourage them to generate another matchlist or form a carpool or vanpool. This activity counts toward the Clients Placed calculation.
	New Vanpools Formed	The New Vanpools Formed total reflects vans whose creation was facilitated by, referred to or found by RRBP, in the current month. Vanpool services are provided by RRBP for the following counties: Sonoma, Marin, Contra Costa, Alameda, Santa Clara, San Mateo, San Francisco. This activity counts toward the Clients Placed calculation.
	Vanpool Fleet Size	Vanpools supported and maintained by RRBP and SNCI. Support services include ridership maintenance, passenger recruitment, critical list assistance, promotional incentives administration and parking permits.

	Total Employer Database Size	Total number of employers in the database within Alameda, Marin, Santa Clara, and Sonoma Counties. Number shown as total and as a break down by county. The number for the delegated counties is reported at the end of each quarter, based on information received from each delegated county.
	Vehicle Trips Reduced	The total reduction in drive-alone vehicle trips caused by the switch to carpooling, vanpooling or other non-drive alone modes, based on the monthly Clients Placed total.
	Vehicle Miles Reduced	The total reduction in the number of vehicle miles traveled (VMT) by drive-alone vehicles due to the switch to carpooling, vanpooling or other non-drive alone modes, based on the monthly Clients Placed total.
	Greenhouse Gas Emissions Reduced in Metric Tons	The total reduction in the greenhouse gas emissions by drive-alone vehicles due to the switch to carpooling, vanpooling or other non-drive alone modes, based on the monthly Clients Placed total.
Tracking & Monitoring	Average Number of Names per Matchlist	Ratio of total names on matchlists vs. total number of matchlists viewed.
	Number of Maintenance Employers	Total number of maintenance employers in the database in Alameda, Marin, Santa Clara and Sonoma Counties. Maintenance employers receive RRB program updates periodically.
	New Employers Contacted/Added to Database	Total number of new employers added to the database during the current month. New employers meet participation guidelines for either Active or Maintenance employers.
	# of Employees Represented by Active Employers	Number of employees working for Active Employers.
	Cost per Client Placed (no Empl. Outreach)	The ratio of the annual program budget spent to date to the number of Clients Placed to date.
	Cost per Client Placed (incl. Employer Outreach)	The ratio of the annual program budget spent to date to the number of Clients Placed including Employer Outreach activities to date. This number is calculated at the end of each fiscal year.
	Cost per Vehicle Trip Reduced (no Empl. Outreach)	The ratio of the annual program budget spent to date to the number of vehicle trips reduced to date.
	Cost per Vehicle Trip Reduced (incl. Empl. Outreach)	The ratio of the annual program budget spent to date to the number of vehicle trips reduced including Employer Outreach activities to date. This number is calculated at the end of each fiscal year.
	Number of New TDM Benefits Implemented	Notes when a new Transportation Demand Management (TDM) Benefit is added for an employer. Benefits are components of employee commute programs that reduce VMT and greenhouse gas emissions. More than one TDM benefit may be implemented at a worksite during the month.
	Employees with Access to New TDM Benefits	Adds up total employees whose employers have implemented TDM programs or benefits during the current month.
Activity Measurements	Customer Satisfaction Rating	An evaluation by customers of service received during phone calls with Customer Service Representatives. The rating is on a scale of 1-10 (10 = most satisfied) and is an average for all representatives.
	Incoming Calls	Calls transferred to RRB from the 511 phone tree.
	Event Days	Number of employer and community events staffed by RRB during the current month. An event may take place over multiple days; these days are counted individually.
	Ridematching Registrants from Events	The total number of matchlist request (MLR) forms filled in and collected at each event. The number combines MLRs from community and employer events.
	Web User Sessions	The number of visits to the rideshare.511.org website in the current month. This total reflects both first time this month and returning visitors.
	Unique Website Users	The number of people (counting each visitor only once) who visited the rideshare.511.org website in the current month.
	New Vanpools Added (origin/destination) (511 RRB only)	The origin/destination pairs for the Vanpool Fleet for the current month.
ables	Ridematch DB Trip Table by County	New 511 RideMatch Service registrants origin/destination pairs by county for the current month. Origin and/or destination counties are shown for the Bay Area 511 Service Area.

Trip T	Vanpool Trip Table by County	Vanpool fleet origin/destination pairs by county.
Initial Commute Mode	Initial Commute Mode	Initial commute modes selected by registrants at the time of registration.
	Top 4 Initial Commute Modes	A graph of the top 4 commute modes selected by registrants at the time of registration shown of the course of the fiscal year.
Commuter Benefits Program Tracking &	Complete Employer Registrations (to date)	Employers who have completed the commuter benefits registration process and stated their benefit options.
	Complete Employer Locations Registrations (to date)	Employer locations who have completed the commuter benefits registration process. The number is shown as total and by county.
	Number of Locations Offering Each Benefit	The number of employer locations who have stated their benefits as options 1, 2, 3, 4a, 4b, or 4c.
	Help Line Call Volume	Calls transferred to RRP from the 511 phone tree.
	Employer E-mail Volume (via registration site/Comment	The number of emails received from employers requesting an ID and other information.