



September 26, 2014

To: Executive Board

Subject: **Transit Store Report**

Recommendation

Receive and file the Transit Store Report.

Analysis

Pass Sales (Attachments A & B): Net sales for July and August 2014 totaled \$871,882. This represents a decrease of five percent from the \$921,335 in sales received during the same period of FY 2014. The decrease primarily consists of a 10 percent drop in cash purse, EZ Pass, Metrolink, and Omnitrans product sales. Net sales of Foothill Transit products decreased less than one percent. However, in-store sales of Foothill Transit products decreased five percent, while online sales of Foothill Transit products increased 20 percent.

Attachment A provides a graphic representation of the two-month sales figures by store. Attachment B provides a graphic representation of the two-month sales figures by product type. Sales by Transit Store are also summarized in the table below.

Location	July 2014	August 2014	FY 2015 year to date
El Monte	\$109,093	\$112,934	\$222,027
Pomona	\$85,531	\$89,585	\$175,116
Puente Hills	\$96,247	\$102,111	\$198,358
West Covina	\$66,435	\$65,295	\$131,730
Claremont	\$43,859	\$45,680	\$89,539
Online Sales	\$26,365	\$28,748	\$55,113
Total	\$427,530	\$444,352	\$871,882

Phone Activity (Attachments C & D): During the first two months of FY 2015 a total of 55,250 phone calls came through the toll-free customer service line. Customer Service Representatives (CSRs) answered 92 percent of incoming phone calls with an average time to answer of 26 seconds. The average handling time of a call was one minute and 41 seconds. Compared to last year, this was a 16 percent increase in total number of calls received and a 21 percent increase in total number of calls answered. This improvement may be attributed to the recent focus that Veolia, the Transit Store contractor, has placed on call center management, as well as the installation of a new phone system.



Customer call handling					
Month	% of calls answered	Calls received	Calls answered	Average time to answer	Average handling time
July 2014	93.3%	26,113	24,372	0:20	1:37
August 2014	90.5%	29,137	26,370	0:31	1:44
Total	91.8%	55,250	50,742	0:26	1:41

Walk-in Traffic (Attachment E): Walk-in traffic recorded for all stores this quarter totaled 59,033 entries, a decrease of 40 percent when compared to the same period in FY 2014 (99,968 entries). This decrease is because no walk-in traffic data was available from the Puente Hills Transit Store in August. The people counters previously used for the Puente Hills Transit Store are not compatible with the new store configuration. The people counters are approximately eight years old and will need to be replaced with a sensor system that uses newer technology. When comparing walk-in traffic at stores other than the Puente Hills location, traffic is down 11 percent compared to last year.

Sincerely,

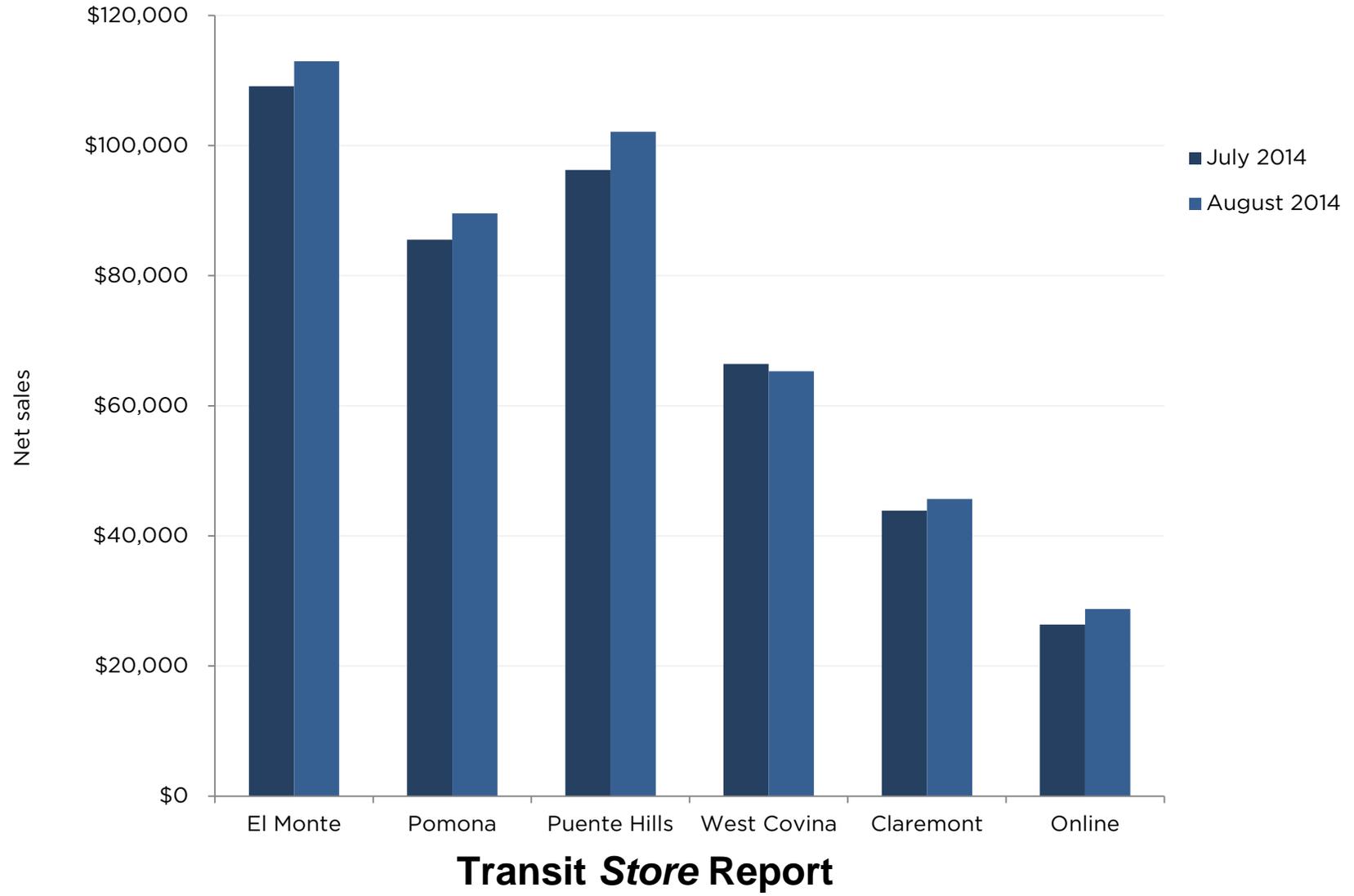
LaShawn King Gillespie
Director of Customer Service & Operations

Doran J. Barnes
Executive Director

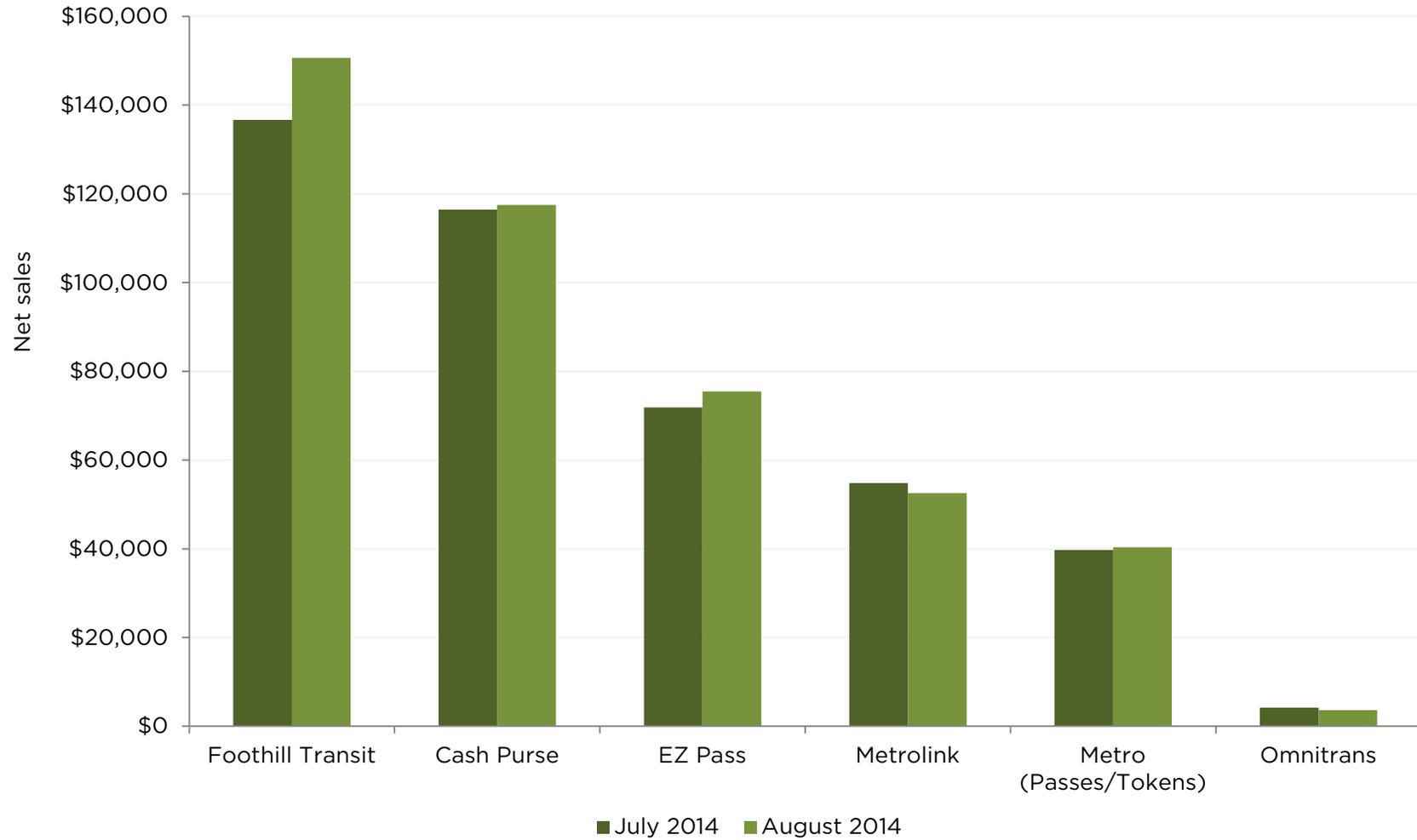
Attachments

Transit Store Report

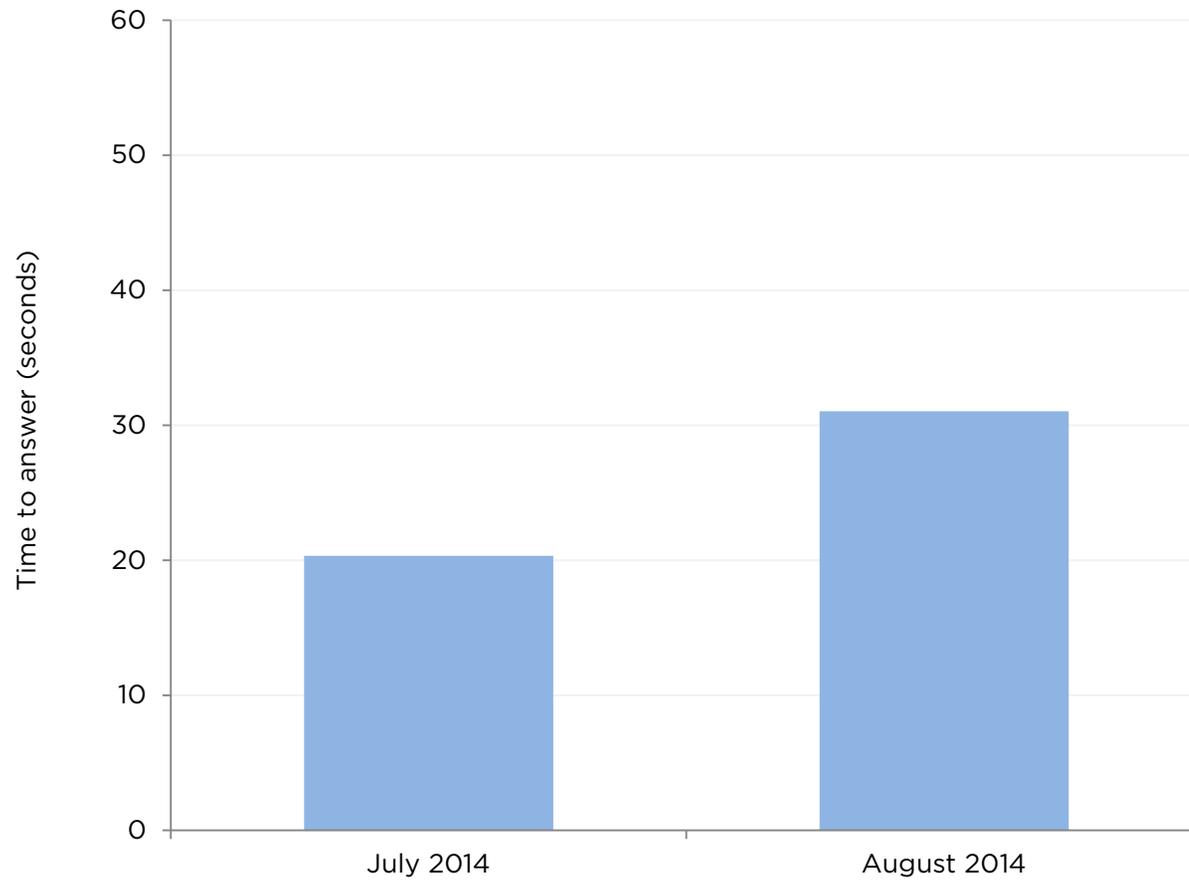
Sales Trend by Store (July-August 2014)



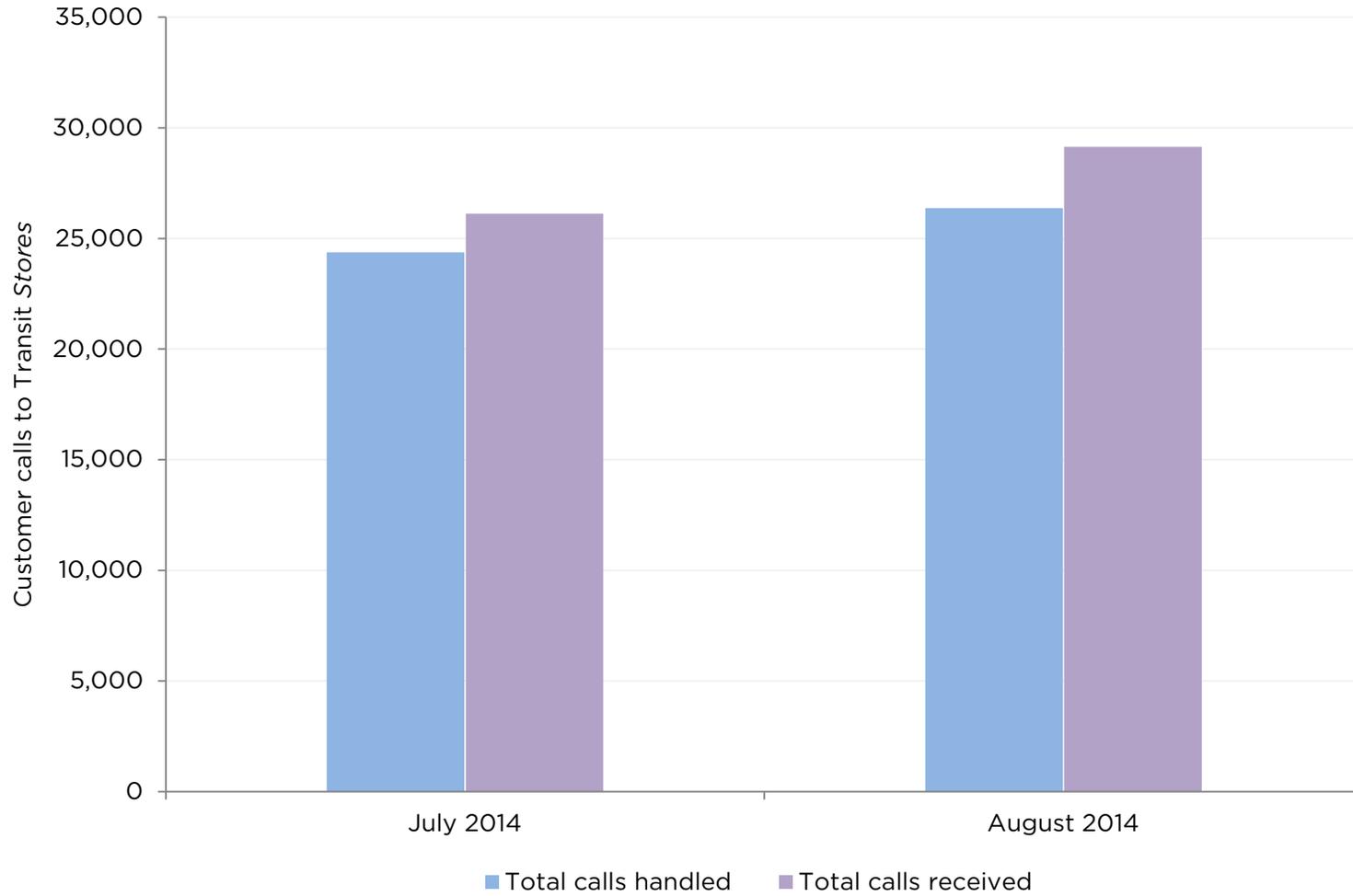
Sales Trends by Product (July-August 2014)



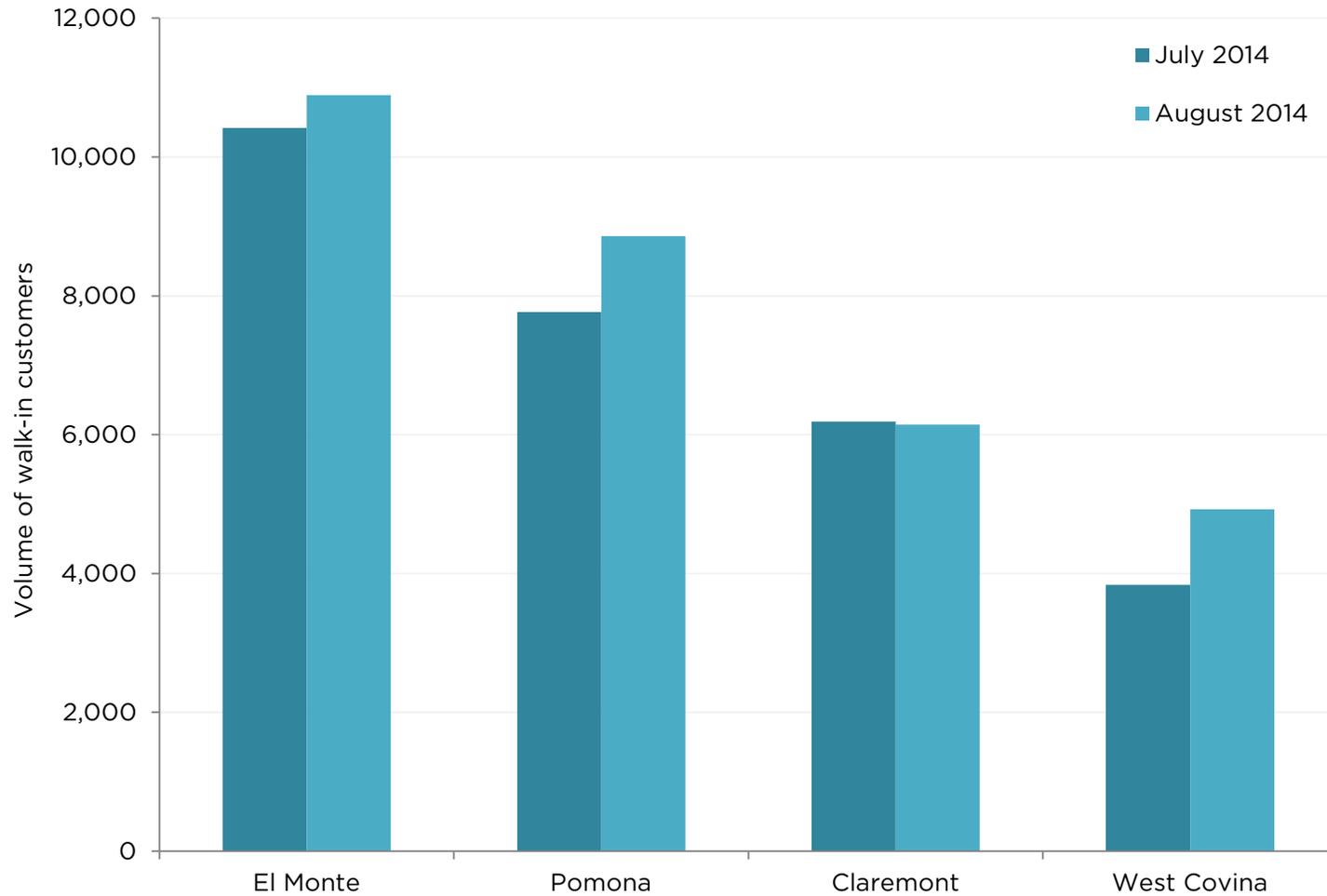
Transit Store Report Average Time to Answer (July-August 2014)



Transit Store Report Total Calls Answered (July-August 2014)



Transit Store Report Total Walk-in Traffic (July-August 2014)¹



¹ Data for Puente Hills location not available due to equipment maintenance.