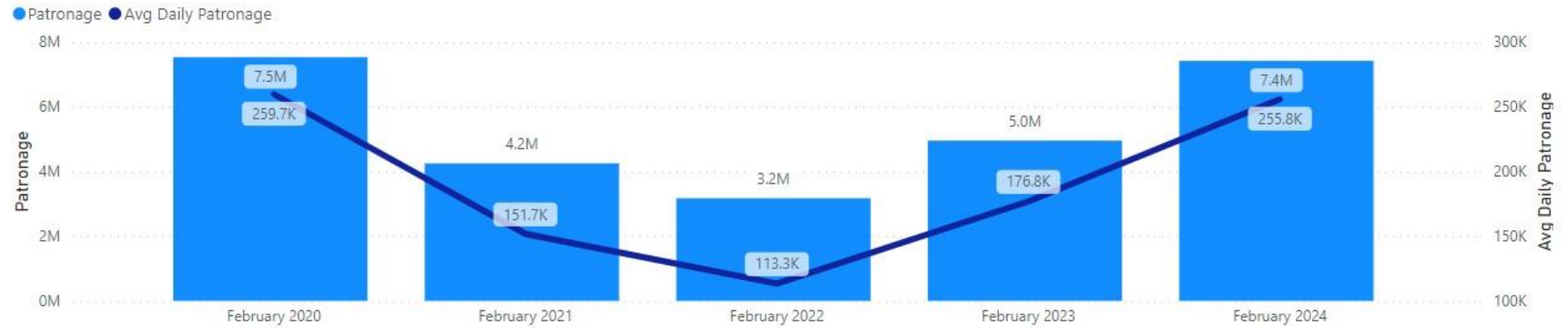
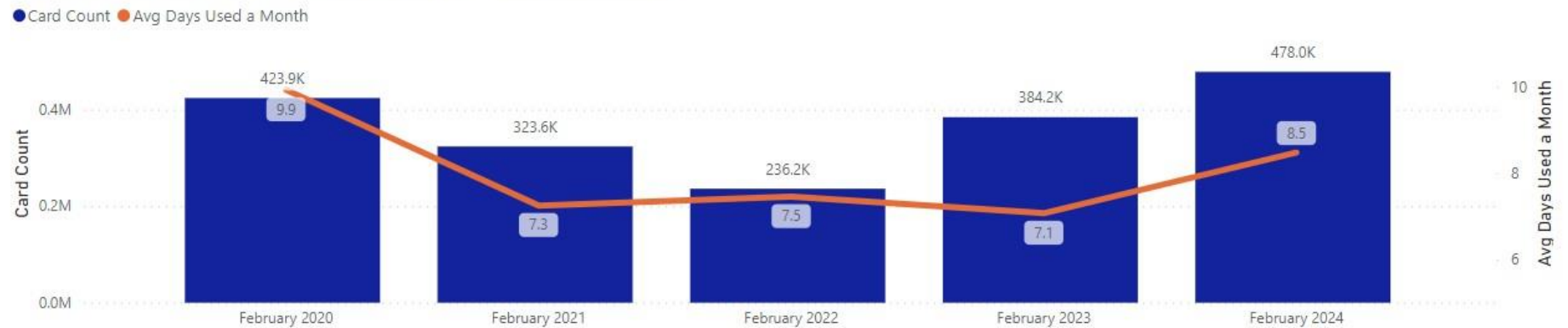


Attachment 2

FEBRUARY MONTHLY PATRONAGE (2020 - 2024)



FEBRUARY MONTHLY CARD COUNT AND AVG DAYS USED (2020 - 2024)



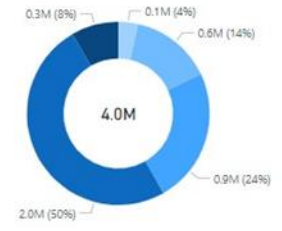
FEB-20 Avg Customer Patronage
19.1

FEB-20 CUSTOMER PATRONAGE



FEB-21 Avg Customer Patronage
14.0

FEB-21 CUSTOMER PATRONAGE



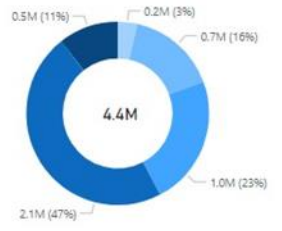
FEB-22 Avg Customer Patronage
14.2

FEB-22 CUSTOMER PATRONAGE



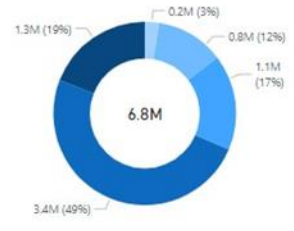
FEB-23 Avg Customer Patronage
14.1

FEB-23 CUSTOMER PATRONAGE



FEB-24 Avg Customer Patronage
17.8

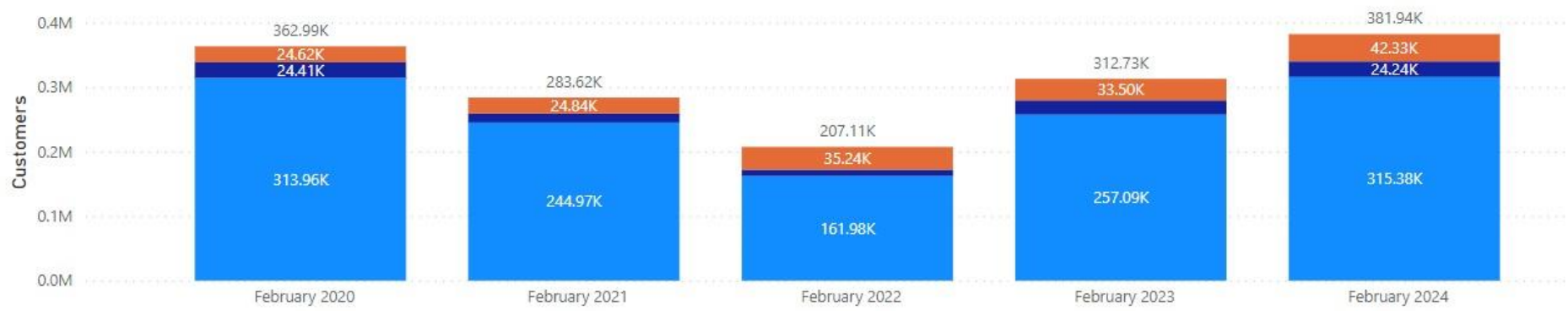
FEB-24 CUSTOMER PATRONAGE



Legend: (a) Only Once (b) 2-5 Days (c) 6-10 Days (d) 11-20 Days (e) 21-31 Days

FEBRUARY MONTHLY CUSTOMERS BY SEGMENT (2020 - 2024)

Customer Segment Existing New Winback



DEFINITIONS

- **Patronage:** sum of single leg trips on all modes
- **Card Count:** unique count of AT HOP ID
- **Customers:** unique count of customer number (distinct id for MyAT account). Less than Card Count
- **Customer Patronage:** patronage only on registered cards (linked to a MyAT account) and hence excludes unregistered cards and paper tickets
- **Existing Customer:** customer was seen on the PT network within the last 3 months (excluding month of reporting)
- **Winback Customer:** customer was seen on the PT network more than 3 months ago (excluding month of reporting)
- **New Customer:** customer was never seen on the PT network (excluding month of reporting)