

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Monday, August 9, 2010

The meeting was called to order at 9:00 a.m.

Those present at the meeting were:

Members: Directors Laura Hoffmeister, Karen Mitchoff and Gregg Manning
Staff: Rick Ramacier, Anne Muzzini, and Mary Burdick
Guest: None

Approval of Agenda

The agenda was approved as submitted.

Public Comment

There was no public comment.

Approval of Minutes of June 7, 2010

The minutes were approved as presented.

DVC Opening Dedication Ceremony

Mary Burdick provided an update on the event plans that included event set-up, speakers, refreshments, entertainment, and promotion. Director Mitchoff informed the Committee of a conflicting event taking place at the same time (10:00 AM) as this event, and that both she and Director Uilkema were on the speaker list for both events. It was suggested that we move our event to 10:30 AM which would give her and Director Uilkema time to get from one event to the other. Rick Ramacier will discuss this with Director Uilkema.

Director Hoffmeister asked that guest and speaker parking information is included with a map on the final invitation. Director Mitchoff suggested that we include the Pleasant Hill Chamber of Commerce in the ribbon cutting since they have access to all the props. It was agreed that while this event will have a formal ambiance, it should be not overdone.

DVC Student Proposal

Anne Muzzini presented a DVC student pass proposal that, if approved, will be provided to DVC administration. The school has been interested in receiving a cost proposal to allow students free access to any County Connection bus, and with the new operating software, determining the estimated fare value of DVC ridership can now be provided more accurately.

Ms. Muzzini provided a map illustrating where the total DVC student population live, and a second map illustrating where student riders participating in a recent rider survey live.

Based on Tri Delta's experience with Los Medanos Community College, the proposal predicts an approximate doubling of existing ridership. Lost revenue is estimated at \$142,819. Using a calculation that assumes 20% of the enrolled students living within ¼ mile of a bus stop will take advantage of the free bus service; cost proposal recommended is \$302,045. DVC has several options to fund this expense. Overall, this amount equals an additional \$8.9 per student each semester.

The Committee will recommend approval to the Board of Directors.

Year End Customer Service Reports

Ms. Burdick provided year end statistics on pass sales and customer service telephone productivity measures. Revenue generated from pass sales has remained stable over FY2009. As expected the sale of monthly passes and commuter cards have declined at a rate consistent with the amount of service that was removed. On a

positive note, the sale of Disabled and Senior punch passes have increased by 35%, indicating that seniors continue to use the service after removing the 10 AM to 2 PM free ride promotion.

Overall telephone activity has declined by 20% over FY2009 totals. The standard for total calls answers was met at 93% (standard is 92), and those calls answered within :30 seconds is 85%, which exceeds the 80% standard.

Just One Day A Week

Ms. Burdick provided flyers for the “Just One Day A Week” outreach messages that will be utilized throughout the year. She reported that the flyers will be adapted and placed on shopping carts in San Ramon, Lafayette, and Walnut Creek for a six month period. The format can also be adjusted for a print ad if needed.

Poetry In Motion

Ms. Burdick described a program that began in New York ten years ago whereby poetry is displayed on bus cards inside transit buses. The program requires three partners: a cultural or literacy commission, a transit agency, and a funding partner. Our current advertising contractor, Lamar Transit Advertising, has agreed to cover the expense of printing and installing the bus cards, and the Arts and Cultural Commission of Contra Costa County is excited to be a partner. The Commission has an extensive outreach program in place, and would also provide professionals to judge and select winning entries.

The Committee agreed that this project is worth pursuing.

Community Events: Marie Knutson outlined the events taking place in August, which focus heavily on back to school registrations.

Next Meeting Date: Tuesday, September 7, 2010 at 9:00 AM.

Adjournment: The meeting was adjourned at 10:10 AM



Mary Burdick
Manager of Marketing

9/1/10
Date