

**MEETING**  
**Marketing, Planning & Legislative Committee**  
**CCCTA Administrative Office**  
3<sup>rd</sup> Floor Conference Room  
**Tuesday September 7, 2010, 9:00 A.M.**

**AGENDA**

1. Approval of Agenda Items – The Committee may hear, discuss, deliberate, and/or take action on any agenda item listed herein.
2. Public Communication
3. Approval of Minutes of August 9, 2010 Meeting\* - **Action**
4. DVC Opening Dedication Ceremony\* - **Information**
5. Marketing Resource Allocation\* - **Information**
6. Community Events\* - **Information**
7. Next Meeting – To Be Determined
8. Adjournment

\*Enclosure

           FY 09/10 MP&L Committee  
Laura Hoffmeister, Concord  
Karen Mitchoff, Pleasant Hill  
Gregg Manning, Clayton

**General Information**

Public Comment: Each person wishing to address the Marketing, Planning, & Legislative Committee (MP&L) is requested to complete a Speakers Card for submittal to the Committee Chair before the meeting convenes or the applicable agenda item is discussed. Persons who address the Committee are also asked to furnish a copy of any written statement to the staff liaison. A period of thirty (30) minutes has been allocated for public comments concerning items of interest within the subject matter jurisdiction of the Committee. Each individual will be allotted three minutes, which may be extended at the discretion of the Committee Chair.

Accessible Public Meetings: Upon request, CCCTA will provide written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services, to enable individuals with disabilities to participate in public meetings. Please send a written request, including your name, mailing address, phone number and brief description of the requested materials and preferred alternative format or auxiliary aid or service so that it is received by CCCTA at least 48 hours before the meeting convenes. Requests should be sent to Manager of Marketing, 2477 Arnold Industrial Way, Concord, CA 94520 or [burdick@cccta.org](mailto:burdick@cccta.org).

Shuttle Service: With 24-hour notice, a CCCTA LINK shuttle can be available at the North Concord BART station for individuals who want to attend the MP&L meetings. To arrange for the shuttle service, please call Fernando Gonzales at 925/680-2070, no later than 24 hours prior to the start of the meeting.

**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



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**Mary Burdick**  
**Manager of Marketing**

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**9/1/10**  
**Date**

## Inter Office Memo

**To:** Marketing, Planning and Legislative Committee

**Date:** August 31, 2010

**From:** Mary Burdick, Sr. Manager of Marketing

**Reviewed By:**

**SUBJECT: DVC Transit Center Opening Update**

<b>SUMMARY OF ISSUES:</b>	The opening dedication ceremony for the Diablo Valley College Transit Center opening was confirmed and changed to assemble at 10:30. The CCCTA marketing staff is coordinating with staff at DVC on all final arrangements. Below is an update.
<b>RECOMMENDATIONS:</b>	Review and provide input.
<b>FINANCIAL IMPLICATIONS:</b>	The total amount is estimated between \$2,000-\$2,500.
<b>OPTIONS:</b>	None
<b>ACTION REQUESTED:</b>	Discuss and provide feedback

### **Background**

CCCTA staff is working closely with staff at Diablo Valley College on all the logistical and promotional elements of the event. Unlike the ground breaking event, the opening ceremony will be a more formal event. Below is an outline of the plans to date.

### **Event Set - Up**

- The date and location have been confirmed - September 25, 2010 at **10:30 AM**
- Set up will take place on the east side of the bus turn around
- DVC police will cordon off the parking lot directly adjacent to the set up area for guest and speaker parking.
- A hybrid bus will be parked in the turn around and serve as a background for speakers
- Rental of 20' x 20' canopy, chair, tables and linens has been confirmed. Unlike the ground breaking event, the opening will have a more a more formal decor with upgraded chairs, white table lines and food service staff for the refreshments
- Either photo boards or a slide presentation will be set up to display a photographic evolution of the project, beginning with photos from the ground breaking event through various stages of construction
- CCCTA will bring podium, microphone, sound system, projection equipment and generator

### **Speakers**

- CCCTA General Manager will serve as MC and introduce speakers
- CCCTA Chair, Dave Hudson will speak on behalf of CCCTA

- DVC President, Judy Walters will speak on behalf of the College
- CCCTA Board member and Pleasant Hill Mayor, Karen Mitchoff will speak on behalf of the City of Pleasant Hill
- Congressman Garamendi will send a representative to speak
- The General Manager has heard from the offices of Assembly members Tom Torlakson, Nancy Skinner, and Joan Buchanan that they will send representatives. The General Manager will confirm if they wish to say a few words at the event
- DVC Public Information Officer will try to secure a student speaker

### **Refreshments**

- CCCTA staff sought estimates for refreshments and selected Cindy Silva of Sunrise Bistro. They will provide individual quiche servings, fruit, pastry, coffee and juice, as well as a staff person to assist

### **Entertainment**

- General Manager has contacts with the College Park Jazz Band, and will try to secure a group to play background music before speakers as guests are assembling.

### **Promotion**

- A Save The Date e-vite was sent to 180 guests. To date, 23 have indicated they will attend
- An updated hard copy invitation will be sent the week of September 13th and will include all final details including guest speakers, entertainment and site map with parking instructions
- News article with photos will be sent to media announcing the opening ceremony
- Pleasant Hill Chamber of Commerce will be present with ribbon cutting props for post event news release

### **Yet To Be Finalized**

- Will projection equipment work outdoors, or will there be photo display boards
- Will there be a student speaker
- Marketing staff to develop a simple, yet clear map depicting how to get to the event from Contra Costa Blvd., as well as the designated parking area.
- Final speaking points based on possible late confirmation by elected officials

**To:** Marketing and Planning Committee  
**From:** Anne Muzzini, Director of Planning and Marketing  
**Reviewed By:**

**Date:** August 23, 2010

**SUBJECT: Marketing Resource Allocation**

**SUMMARY OF ISSUES:**

The Marketing Department is responsible for many things, though often the Committee is focused on promotions and outreach. The memo is intended to educate the MP&L members on the resource allocation, (labor, fringe, and line item budget) for all department activities.

Customer service and public information tasks are responsible for 62% of the resource allocation. I want to highlight recent improvements in this part of our marketing program which include:

- Development of new website
- Conversion of schedule data to GTFS format
- Development of new regional “school route maps”
- Survey of best practices from peer customer service centers
- Retraining of customer service agents

The new website makes access to map and schedule information more intuitive for web users. In addition, website development incorporated a task whereby Trapeze schedule data was converted to GTFS format (google transit file specifications). This can now be used to create our web based schedules, be accessed by our own trip planning software, and can be included in google transit’s trip planning tool.

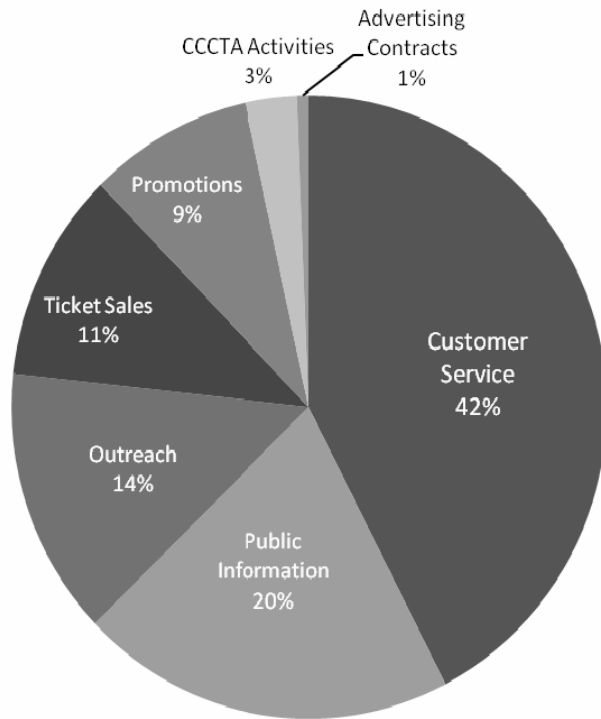
The Customer service department has been retrained and new monitoring procedures have been developed based on best practices found at peer transit systems such as BART and East Bay Paratransit. The feedback from customer service agents and passengers has been very positive.

**RECOMMENDATIONS:** Review information

**FINANCIAL IMPLICATIONS:** None

**ATTACHMENTS:** Marketing Resource Allocation

## Marketing Resource Allocation



## Marketing Division

	<b>Total</b>
<b>Customer Service</b>	<b>\$401,758</b>
Call Center	
RTC Program	
Lost & Found	
<b>Public Information</b>	<b>\$193,145</b>
Website Management	
Schedule/Map Production	
Schedule Distribution/Inventory	
Info Panel Production	
News Releases	
Public Notices/Flyers	
Media Relations	
<b>Outreach</b>	<b>\$131,843</b>
Community Events	
Business/Employer Events	
Student Education	
Class Pass/Bus2U	
School Registrations	
Summer Youth/Back To School	
<b>Ticket Sales</b>	<b>\$103,411</b>
Outlets	
Mail Orders	
On Line Orders	
Purchasing & Inventory Control	
Tickets, Bus & BART transfers	
<b>Promotions</b>	<b>\$84,671</b>
Campaign Development/Awareness	
Fixed Rt/Access Services Literature	
<b>CCCTA Activities</b>	<b>\$26,566</b>
Employee Events	
Employee Newsletter/Bulletins	
Recognition Program	
Anniversaries	
Honor Roll	
Charitable	
Food Drive	
Clothing Drive	
ACS/United Way	
<b>Advertising Contracts</b>	<b>\$6,015</b>
Fixed Rt. (\$1.4 mill./3 yr contract)	
LINK Vans (avg \$3,000-10,000/yr)	
Shelter Maintenance	
<b>Grand Total</b>	<b>\$947,409</b>



## Inter Office Memo

**To:** MP&L, CAC, Board of Directors  
**From:** Marie Knutson  
Community Relations

**Date:** August 31, 2010  
**Reviewed By:**

### SUBJECT: Community Events Update

<b>SUMMARY OF ISSUES:</b>	This is an update of the community events, school programs and company functions currently scheduled for Sept. 2010.
<b>RECOMMENDATIONS:</b>	For information only.
<b>FINANCIAL IMPLICATIONS:</b>	Event costs have been figured into the marketing promotions budget.
<b>OPTIONS:</b>	N/A
<b>ACTION REQUESTED:</b>	For information only.
<b>ATTACHMENTS:</b>	None.
<b>RECOMMENDATIONS FROM COMMITTEE:</b>	N/A

### ADDITIONAL BACKGROUND INFORMATION:

#### Added to August 2010

- 8/24 Mayors Challenge, Martinez
- 8/31 Moraga Community Event

#### Public Events and Outreach Functions Scheduled for Sept. 2010:

- 9/8 CCCTA Tour, Contra Costa Home School
- 9/9 Martinez Networking Event
- 9/15 Pleasant Hill Networking Event
- 9/16 Concord on the Green
- 9/17 CCCTA Tour - Oak Grove, Special Needs
- 9/18 Walnut Festival Twilight Parade
- 9/21 Educator's Resource Fair, Lindsay Museum
- 9/22 Alamo Chamber Networking Event
- 9/25 DVC Transit Center Grand Opening
- 9/29 Sustainable Contra Costa "Green" Event
- 9/30 Walnut Creek Business Fair
- 9/30 TMASF Commuter Fair