

MEETING
Marketing, Planning & Legislative Committee
Walnut Creek City Office
City Manager's Conference Room, 3rd Floor
1666 North Main St., Walnut Creek, CA
Thursday October 7, 2010, 8:30 A.M.

AGENDA

1. Selection of Officers
2. Approval of Agenda Items – The Committee may hear, discuss, deliberate, and/or take action on any agenda item listed herein.
3. Public Communication
4. Approval of Minutes of September 7, 2010 Meeting* - **Action**
5. Marketing Resource Allocation* - **Information**
6. Route 4 Survey Results* - **Information**
7. Year End Customer Service Reports* - **Information**
8. Community Events* - **Information**
9. Next Meeting – Thursday, November 4, 2010
10. Adjournment

*Enclosure

FY 2010/11 MP&L Committee
Karen Mitchoff, Pleasant Hill
Bob Simmons, Walnut Creek
Karen Stepper, Danville
Amy Worth, Orinda

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.

Shuttle Service: With 24-hour notice, a CCCTA LINK shuttle can be available at the Walnut Creek 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

Tuesday, September 7, 2010

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

Those present at the meeting were:

Members: Director Karen Mitchoff
Staff: Mary Burdick and Marie Knutson
Guest: None

Approval of Agenda

The agenda was approved as submitted.

Public Comment

There was no public comment.

Approval of Minutes of August 9, 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. Ms. Burdick pointed out that the event start time was changed from 10:00 to 10:30 AM due to a conflicting event taking place in Pleasant Hill. Draft final invitation and map was available for review.

Marketing Resource Allocation

Upon assuming leadership of the Marketing division for CCCTA, Anne Muzzini prepared a breakdown of the resource allocation of the department that includes labor, fringe, and line item budgets expenses for the department activities. Because the Marketing Department is responsible for many things besides promotions, Ms. Muzzini wished to provide the breakdown in an effort to educate Committee members on how the resources are allocated. Highlights include: Customer Service expense-42%; Public Information-20%; Business/Education Outreach-14%; Ticket Sales-11%, Promotions-9%; Internal Activities-3%, and; Contract oversight-1%.

Director Mitchoff suggested that while the memo text stated that costs include all labor, fringe, and line item expenses, this information should also be referenced on the accompanying charts.

Community Events: Marie Knutson outlined the events taking place in September.

Next Meeting Date: To be determined when new committee assignments are announced.

Adjournment: The meeting was adjourned at 9:30 AM

Mary Burdick
Manager of Marketing

Date

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

Date: September 30, 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.

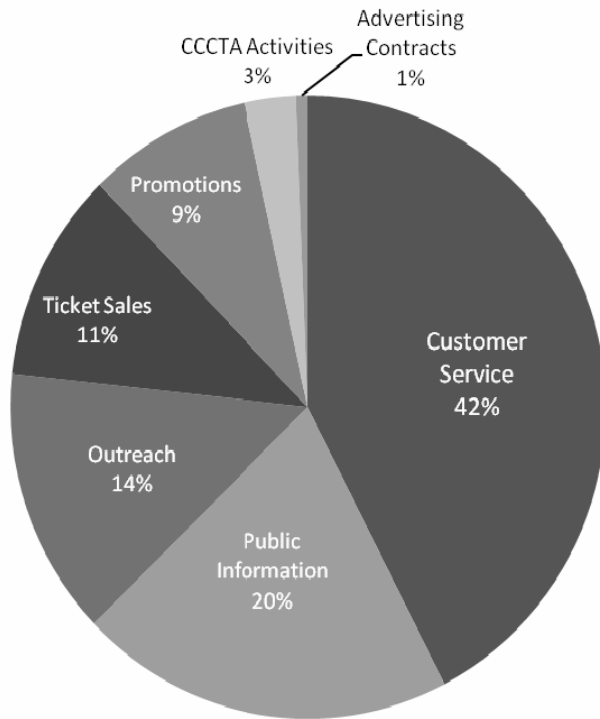
The Customer service department has been retrained and new monitoring procedures have been developed based on best practices found at peer transit systems such as BART and East Bay Paratransit. The feedback from customer service agents and passengers has been very positive.

RECOMMENDATIONS: Review information

FINANCIAL IMPLICATIONS: None

ATTACHMENTS: Marketing Resource Allocation

Marketing Resource Allocation



Marketing Division Resource Allocation
includes labor, fringes, and line item expenses

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

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

Date: October 1, 2010

SUBJECT: Route #4 Survey

SUMMARY OF ISSUES:

The City of Walnut Creek has been considering ways to reduce the budget and is including reducing service on the Route #4 – Walnut Creek Free Ride Trolley. City staff requested that a rider survey to better understand ridership patterns. The survey results represent 347 responses that were collected by a team of transit ambassadors. They did a very nice job.

Riders use the route to go to work and shopping and they represent the full age spectrum. Many riders transfer from the Route #1 which serves Rossmoor. The preferred service improvement is later night service.








These survey results will be shared with the City staff used in discussions about reconfiguring the service and/or cutting the operating hours. The City council is expected to review the service options for the route in the upcoming months. Changes will require a contract change and board approval.

RECOMMENDATIONS: None










FINANCIAL IMPLICATIONS: None at this time.

WALNUT CREEK TROLLEY (Route 4) Revision

**1. During the past seven days, which days have you ridden the bus?
(select all that apply)**

		Response Percent	Response Count
Monday		44.4%	144
Tuesday		48.8%	158
Wednesday		56.2%	182
Thursday		50.9%	165
Friday		59.6%	193
Saturday		39.8%	129
Sunday		33.3%	108
<i>answered question</i>			324
<i>skipped question</i>			23

2. Where are you coming from? (Select all that apply)

	Response Percent	Response Count
Home 	62.6%	213
Work 	18.5%	63
Shopping 	9.1%	31
Doctor/Dentist 	2.9%	10
Recreational/Entertainment 	5.9%	20
Personal Business/Errands 	7.1%	24
School/College 	9.4%	32
Visiting Family or Friends 	3.5%	12
Other 	1.5%	5
answered question		340
skipped question		7

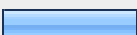
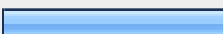
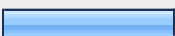






3. How did you get to the stop where you boarded THIS BUS? (Select all that apply)

	Response Percent	Response Count
Walked	46.4%	156
Bicycled	0.6%	2
Drove & Parked	3.3%	11
Carpooled & Parked	0.9%	3
Driven & dropped off	4.2%	14
Transferred from another Bus	19.9%	67
Transferred from BART	38.4%	129
Other	0.9%	3
answered question		336
skipped question		11

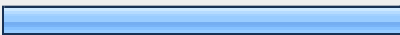







4. If you transferred, what bus route did you transfer from?

1st Route	1	2	5	9	15	17	21	25
From Route(s):	27.9% (19)	2.9% (2)	1.5% (1)	11.8% (8)	11.8% (8)	0.0% (0)	7.4% (5)	1.5%

5. Where are you going to on this trip? (Select all that apply)

	Response Percent	Response Count
Home 	20.1%	67
Work 	33.2%	111
Shopping 	25.4%	85
Doctor/Dentist 	8.1%	27
Recreational/Entertainment 	10.2%	34
Personal Business/Errands 	9.3%	31
School/College 	3.6%	12
Visiting Family or Friends 	8.7%	29
Other 	3.6%	12
answered question		334
skipped question		13




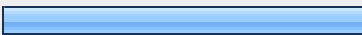



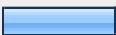

6. How will you get from this bus to your destination? (Select all that apply)

	Response Percent	Response Count
Walk 	60.2%	197
Bicycle 	0.9%	3
Drive & Park 	3.7%	12
Carpool & Park 	0.9%	3
Be picked up 	0.3%	1
Transferred to another Bus 	12.5%	41
Transferred to BART 	28.4%	93
Other 	1.2%	4
answered question		327
skipped question		20

7. If you transfer to another bus route, which one? (Select all that apply)

1st Route								
	1	2	5	9	15	17	21	25
To Route(s):	30.4% (14)	4.3% (2)	4.3% (2)	17.4% (8)	8.7% (4)	0.0% (0)	10.9% (5)	0.0% (0)

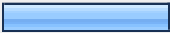

8. How would you have made this trip today, if this bus were not available? (Select all that apply)

	Response Percent	Response Count
Drive Alone 	10.7%	30
Carpool 	3.6%	10
Get a Ride 	12.1%	34
Walk 	54.6%	153
Taxi 	10.4%	29
Bicycle 	3.9%	11
Link	0.0%	0
Bart 	0.4%	1
Would not have made this trip 	16.8%	47
Taken another bus route 	7.5%	21
answered question		280
skipped question		67





9. How do you rate County Connection's service?

	Excellent				Very poor	Rating Average	Response Count
Frequency - How often the bus runs	78.0% (251)	17.1% (55)	4.0% (13)	0.9% (3)	0.0% (0)	4.72	322
On-Time Performance	75.2% (240)	16.6% (53)	6.9% (22)	0.9% (3)	0.3% (1)	4.66	319
Time bus starts running in the morning	73.7% (221)	14.7% (44)	9.7% (29)	1.7% (5)	0.3% (1)	4.60	300
Time bus stops running in the evening	64.1% (193)	14.6% (44)	12.0% (36)	6.6% (20)	2.7% (8)	4.31	301
Driver Courtesy	84.4% (271)	9.7% (31)	4.7% (15)	1.2% (4)	0.0% (0)	4.77	321
Cleanliness of the buses	86.3% (278)	10.6% (34)	2.5% (8)	0.6% (2)	0.0% (0)	4.83	322
<i>answered question</i>							327
<i>skipped question</i>							20

10. Have you visited County Connection's website in the past 30 days?

		Response Percent	Response Count
Yes		24.6%	65
No		75.4%	199
<i>answered question</i>			264
<i>skipped question</i>			83

11. How old are you?

		Response Percent	Response Count
20 years old or less		12.2%	36
21 - 31 years old		29.3%	86
32 - 48 years old		26.5%	78
49 + years old		32.0%	94
		<i>answered question</i>	294
		<i>skipped question</i>	53



12. In what city are you employed?

	Response Percent	Response Count
Alamo	1.9%	4
Antioch	0.5%	1
Bay Point	0.5%	1
Berkeley	0.9%	2
Concord	3.8%	8
Lafayette	0.5%	1
Martinez	0.9%	2
Moraga	0.5%	1
Oakland	2.8%	6
Orinda	1.4%	3
Pittsburg	1.4%	3
Pleasant Hill	2.8%	6
Richmond	0.5%	1
San Francisco	15.5%	33
San Ramon	1.4%	3
Vallejo	0.9%	2
Walnut Creek	53.5%	114
Other	10.3%	22
answered question		213
skipped question		134


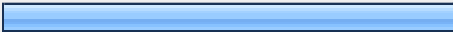
13. In what city do you live?

	Response Percent	Response Count
Alamo	0.3%	1
Antioch	2.2%	7
Bay Point	1.5%	5
Berkeley	3.7%	12
Concord	15.4%	50
Lafayette	2.5%	8
Martinez	2.2%	7
Moraga	0.9%	3
Oakland	5.2%	17
Orinda	0.3%	1
Pittsburg	4.3%	14
Pleasant Hill	4.3%	14
Richmond	1.2%	4
San Francisco	3.7%	12
San Ramon	0.9%	3
Vallejo	0.9%	3
Walnut Creek	42.2%	137
Other	8.3%	27
answered question		325
skipped question		22

14. Do you have a driver's license?

	Response Percent	Response Count
Yes 	50.8%	164
No 	49.2%	159
<i>answered question</i>		323
<i>skipped question</i>		24

15. Was there a vehicle available for your use today?

	Response Percent	Response Count
Yes 	31.5%	98
No 	68.5%	213
<i>answered question</i>		311
<i>skipped question</i>		36

16. Additional Comments:

	Response Count
	116
<i>answered question</i>	116
<i>skipped question</i>	231

Additional Comments:

Answer Options	Response Count
<i>answered question:</i>	116
<i>skipped question:</i>	231

Number	Response Text
1	I wish all cities had a free connection to BART! I love the trolley concept.
2	Eve needs more schedule Sunday needs more schedule Please do not rename service.
3	Great service!
4	It is a wonderful service
5	Thanks
6	I like the service Its nice!!
7	Very good Free bus rid
8	The service is great and I know I'm not the only one who appreciates it. Thank you, Michael Flores
9	Would like riviera ave bus stop to come back.
10	This trolley is a great help for people have no other alternative transportation. Hopefully it will stay and good for Walnut Creek communities.
11	This is a great service provided to the public.
12	I use this service to go shopping and to the movies, coffee houses, Nordstroms.
13	This bus is a terrific service. Please keep it up!
14	Bolts on emergency ext door unsafe
15	Need buses that run later in the evening
16	I am happy county connection you are very committed to your work
17	The bus should run past 8 pm to run with mall hours.
18	The trolley is effecient & well run. Very glad the route was shortened about a year ago. The original route include stops within walking of BART and made no sens
19	Living Gree - thank you
20	My friends & I love the #4. It allows us to use many resources in Walnut Creek. Keep up the excellent work.
21	run the last #4 bus a little later like 8pm
22	I wish there were more complimentary services like this in other cities.
23	This is the best thing to happen to people who work, live, visted Walnut Creek it helps a lot Do Not stop what your doing.
24	Stan is the best bus driver he is very kind to the people who board the trolley.
25	Don't even think about cutting the free shuttle. Try to get the merchants from Broadway Plaza to contribute.
26	This bus is important because for people no have money.
27	Only complaint is the bus is never on time always 7-10 min late. I miss bart all the time.

Number	Response Text
28	Very good idea then rants.
29	Thank you for this service! Great idea!
30	Sometimes I take this bus because the parking lot at BART is too full.
31	The free shuttle and its drivers are wonderful. Making WC a better place.
32	Do not take the free bus of because its awesome and its such a great help!!!
33	The free buss is awesome its been a great help please don't take it off
34	I love yall
35	Great service. Would have walked instead if charged fare.
36	Please do not discontinue this service we really need it for holiday and weekend to bring people of the area to shop/go to restaraunts and Farmers Market. So many people depend on this service as the only means of
37	Please don't stop service.
38	Plz - Don't stop/Change
39	Please don't stop this bus. Poor people need to live.
40	Love this bus! Don't get rid of it!! Don't charge for it!
41	If this bus is taken away it will be a total disaster! If I have to walk to Montego I'll be dead and I cannot afford taxi, they're crooks!
42	Don't take this bus route out.Please.
43	Don't get rid of this bus.
44	I ride this bus often, and its availability is part of the reason I moved from SF to Walnut Creek
45	The blond bus driver is my favorite driver
46	Please, save route no. 4 for us, people who really need this. I'm disabled, need a knee surgery w/out bus no. 4 we will be locked out. Thank you in advance for your cooperation.
47	It would be nice to have a stop for the 4 bus by the library or close to
48	Later at nite.
49	Don't start charging for this bus.
50	The black lady Sujie
51	Keep good work up. Thanks
52	I only shop in WC when the trolley is running parking and drive makes it less fun.
53	I hope you don't take this bus away cuz this is really important and necessary to get to my job and school.
54	Keep the bus!
55	Excellent service/Helps cut down on pollution/Helps retail business
56	I think is great to have a bus that free for Walnut Creek residents. It helps me get to work and take my son places since I don't have a car or can't afford a fare regularly.
57	We love this service!

Number	Response Text
58	Please don't get rid of the free ride! It saves my life and a lot of people that I work with take it!
59	The driver must announce that the bus route is taking a break at Broadway Plaza. It is so rud and not customer friendly to simply stop and the driver walk off the bus.
60	I like this bus very much cause it has an 70's look it gets to its destination on time but the seat make you slide a little.
61	Very grateful for the free trolley/downtown service.
62	Love the BART Shuttle!
63	I use this bus approx 1 to 2 days most weeks to get to my Walnut Creek work location.
64	This bus is the only way to work. I would loose my job if not for this bus.
65	comments written in Spanish
66	Don't take this bus away/Nno shop Oakland
67	Please consider earlier times for commuters.
68	Please continue a good service.
69	Please keep this route going
70	Good service starts a whole lot later so students don't have to run to the bus
71	Be Blessed!
72	Please make another time schedule for the bus route in trolley - Bus generally in the morning, we prefer the 7:30 time instead of the 7:24 because we come from Pittsburg - riding the 93x and we need the later one
73	Very happy this service is available in the wonderful city of Walnut Creek
74	Sat and Sun 9:45 is late, first bus Rossmoor to BART. Only early run from Rossmoor and out of there - big help.
75	Some driver talk on their cell phone while driving. they also search for them while driving. This is dangerous, accidents can occur from distraction.
76	Need it earlier on the weekends! Other than that it is amazing and free!
77	I really enjoy taking this trolley. Not only is it free but it takes a very convenient route.
78	Good Service!
79	Keep up the good work!
80	I don't drive, I only take the bus. Thank you for servicing me.
81	We are staying in Walnut Creek as we are on holiday.
82	Please don't stop service. Ditto - #25 in Lafayette is deeply appreciated.
83	I like traveling on bus, very good service, very clean bus.
84	We love to visit Walnut Creek and using the free bus
85	We find this service a must for Downtown Walnut Creek
86	I comute this ride every day to get to my work, it's really helpful and fast and on time. I would really recommend this but to ride. Thank you.
87	The more often the better. San Ramon transportation needs help. Sometimes the bus stops running and I can't get home (21, 36)

Number	Response Text
88	Run later trams in the evening
89	First time on the bus
90	I rarely use this bus service. I cannot rate it completely because I never use it.
91	The trolley is great. It's my only way of getting out of the house. The drivers are so courteous.
92	I like riding the buses
93	I love this route, makes my day easy
94	Setting up another bus stop for the 104 up at Jack In The Box would be great
95	Keep the Trolley running
96	Excellent Service and Shuttle
97	Stanley is the best. More drivers should be like him, thanks
98	The driver in this trolley today (this time) is a nice man.
99	I like this service very much
100	Good drivers, especially Stan and Gerry
101	I hope the free bus could extend hours late in the evening for all the Broadway Plaza employees who commute.
102	Trolley is great - Drivers are A-1, especially Stan & Gerry
103	This trolley is an asset to the city of Walnut Creek, it encourages people from outside the city to visit and enjoy what WC has to offer.
104	I live right by the Pleasant Hill BART station & work in Broadway Plaza, so this bus makes my life much easier.
105	this trolley is an amazing asset to the city of Walnut Creek and community members and visitors
106	Great service, I use it all the time
107	I love the shuttle. I can get to Kaiser, shopping, BART, restaurant, etc.
108	Using the #4 is very important to me. I take it to work at least twice a week. I'm a student so having to pay or get rid of it would be difficult for me.
109	this route is very important to me. I'm old, do not drive and need often to go to visit doctors, shopping and / or see my friends.
110	With the #4 it is easy for me to go shopping at Macy's etc. If not here I will go to other places.
111	Please keep route 4 running, the seniors and shoppers need it.
112	Love taking public transit
113	I think the 104 route is a good route however route needs more service. Start earlier, run later
114	The only real complaint I have is twice between this week and last tow busses never showed up and the next driver only knew from passengers that there was no bus before him.
115	This Driver is the nicest guy in Walnut Creek and should be applauded for his professionalism.
116	Paying or free, I need this bus to go to my work. A lot of passengers need this bus for work.

Inter Office Memo

To: MP&L Committee

Date: September 28, 2010

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By:

SUBJECT: Year End Customer Service Reports

SUMMARY OF ISSUES:

CCCTA Marketing Manager monitors both pass sales trends and call center productivity on a regular basis to assure that department objectives and productivity standards are being met. Overall pass sales revenue has remained stable compared to FY09, but trends in the fare instruments purchased has changed since the service changed in March 2009.

The total number of telephone calls to Customer Service has declined by about 20%, consistent with service reduction. All other performance goals are meeting the current standards.

RECOMMENDATIONS:

None. This item is for information only.

FINANCIAL IMPLICATIONS:

Pass sales accounts for over 35% of all fare revenue, and pass holders are typically the loyal base riders.

ACTION REQUESTED:

None

OPTIONS:

None

ATTACHMENTS:

- 1) CCCTA Year End Pass Sales
- 2) CCCTA Year End Customer Service Telephone Statistics

BACKGROUND INFORMATION:

Attachment 1

CCCTA Marketing Manager monitors pass sales each month tracking the sales patterns of various CCCTA fare instruments. In the past year the most noticeable trend occurred in the commuter sales categories reflected in the declining sale of the monthly pass and Commuter Cards. However, the decline is relative to the amount of service that was reduced in late FY09. On a positive note, the sale of the Disabled/Senior punch increased by 35% which indicates that even though the free mid day program was eliminated, the senior/disabled passengers continue to ride. The 12-Ride punch card continues to be the preferred fare instrument.

Attachment 2

CCCTA Marketing Manager monitors call center activity each month to assure that productivity standards are being met. The total number of incoming calls declined by 20% over FY09, and can be attributed to greater use the CCCTA website, as well as the overall loss in ridership since the 2009 service reduction. The total number of calls answered improved at 93% meets the 92% standard. The number of calls answered within :30 at 85% meets the 80% standard.

Year End Pass Sales

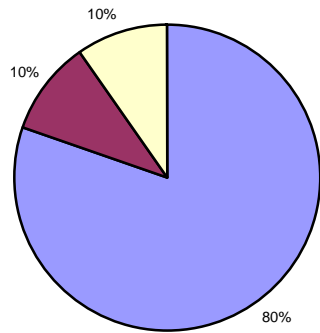
FY09	Monthly	12-Ride	D-S	Comm.	Route 8 S. Youth	Tickets	Total	Single Ride Revenue			
July	316	2,238	855	270	101	619	4,399	\$91,326	1,181	\$2,065	
August	289	1,563	652	180	1	720	3,405	\$66,209	2,180	\$3,815	
Sept.	512	4,133	611	190	101	827	6,374	\$122,204	1,016	\$1,778	
Oct.	866	4,596	946	249	7	353	7,017	\$148,528	2,516	\$4,403	
Nov.	526	5,413	687	144	150	26	6,946	\$140,538	2,920	\$5,110	
Dec.	260	3,381	634	158	3		4,436	\$83,150	790	\$1,383	
Jan	620	3,662	904	267	14		5,467	\$121,357	3,876	\$6,780	
Feb.	295	2,703	310	62	100		3,470	\$74,705	3,680	\$6,440	
March	684	3,701	605	137	0		5,127	\$115,288	965	\$1,739	
April	257	1,990	466	123	0		2,836	\$64,797	3,378	\$6,756	
May	178	1,893	398	122	50		2,641	\$60,340	745	\$1,490	
June	247	2,362	496	175	10		3,290	\$76,428	2,670	\$5,340	
Total	5,050	37,635	7,564	2,077	537	2,545	55,408	\$1,164,870	25,917	\$47,099	\$1,237,8

FY10	Monthly	12-Ride	D-S	Comm.	Route 8 S. Youth	Tickets	Total	Single Ride Revenue		RTC Ca	
July/Old	77	902	274	-	-	-	\$22,977	-	-		
July	635	3365	2010	77	55	329	6,471	\$143,759	10	\$20	\$145
August	270	1393	967	177	100	306	3,213	\$70,034	3365	\$6,730	\$68
Sept.	198	1388	296	123	8	639	2,652	\$59,041	1470	\$2,940	\$413
Oct.	510	9948	1231	164	130	337	12,320	\$260,064	1015	\$2,030	\$139
Nov.	323	2123	629	102	4	0	3181	\$75,212	1516	\$3,032	\$162
Dec.	182	2360	549	91	154	0	3336	\$71,290	1590	\$3,180	\$526
Jan	340	2618	905	66	2	0	3,931	\$91,623	3,730	\$7,460	\$0
Feb.	382	2933	720	126	2	0	4,163	\$97,486	3,730	\$7,460	\$105
March	354	2296	631	119	4	0	3,404	\$81,494	700	\$1,400	\$129
April	196	1959	600	104	20	0	2,879	\$65,340	2,035	\$4,070	\$167
May	353	2573	719	113	0	0	3,758	\$88,062	1,220	\$2,440	\$131
June	281	2203	742	107	2	106	3,441	\$78,032	1,550	\$3,110	\$233
Total	4,101	36,061	10,273	1,369	481	1,717	52,749	\$1,204,414	21,931	\$43,872	\$2,218
Compared To 09	81.2%	95.8%	135.8%	65.9%	89.6%	67.5%	95.2%	103.4%	84.6%	93.1%	

Customer Service Telephone Statistics

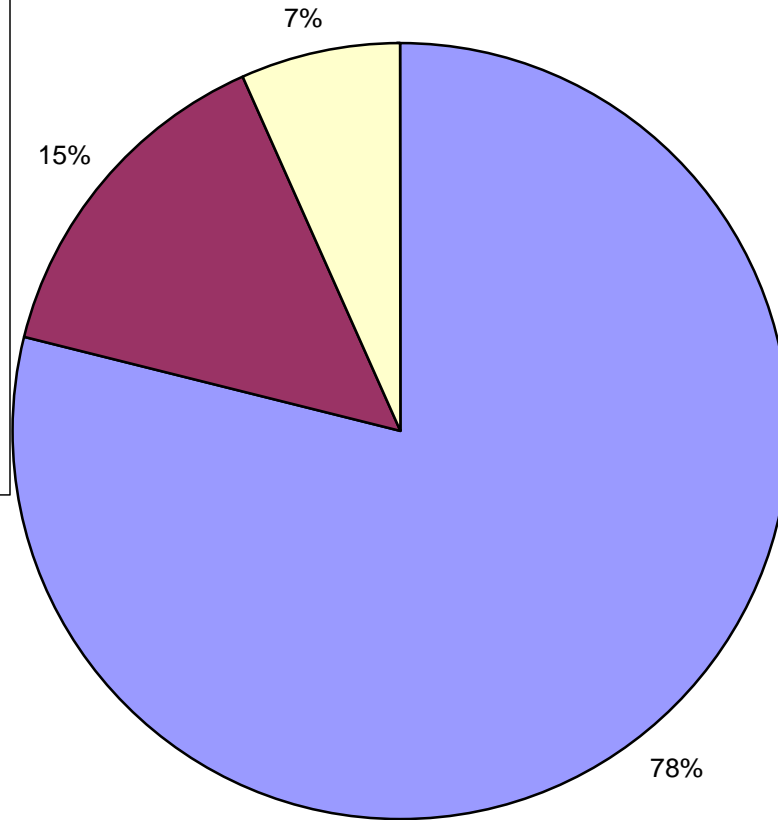
FY2009				FY2010			
July Calls	10,291			July Calls	10,621		
Answered	9,284	90.2%		Answered	9,757	91.9%	
Ans. W/I :30	8,324	80.9%		Ans. W/I :30	7,698	72.5%	
Ans after :30	960	9.3%		Ans after :30	2,059	19.4%	
Dropped	1,007	9.8%		Dropped	864	8.1%	
August	11,995			August	11,404		
Answered	10,745	89.6%		Answered	10,467	91.8%	
Ans. W/I :30	9,132	76.1%		Ans. W/I :30	4,503	39.5%	
Ans after :30	1,613	13.4%		Ans after :30	5,964	52.3%	
Dropped	1,250	10.4%		Dropped	937	8.2%	
September	11,389			September	10,214		
Answered	10,131	89.0%		Answered	9,393	92.0%	
Ans. W/I :30	8,807	77.3%		Ans. W/I :30	8,087	79.2%	
Ans after :30	1,324	11.6%		Ans after :30	1,306	12.8%	
Dropped	1,258	11.0%		Dropped	821	8.0%	
October	11,827			October	9,365		
Answered	10,650	90.0%		Answered	8,756	93.5%	
Ans. W/I :30	9,435	79.8%		Ans. W/I :30	7,875	84.1%	
Ans after :30	1,215	10.3%		Ans after :30	881	9.4%	
Dropped	1,177	10.0%		Dropped	609	6.5%	
November	8,874			November	8,097		
Answered	8,335	93.9%		Answered	7,548	93.2%	
Ans. W/I :30	8,067	90.9%		Ans. W/I :30	6,833	84.4%	
Ans after :30	268	3.0%		Ans after :30	715	8.8%	
Dropped	539	6.1%		Dropped	549	6.8%	
December	9,643			December	8,449		
Answered	9,091	94.3%		Answered	7,989	94.6%	
Ans. W/I :30	8,792	91.2%		Ans. W/I :30	7,329	86.7%	
Ans after :30	299	3.1%		Ans after :30	660	7.8%	
Dropped	552	5.7%		Dropped	460	5.4%	
January	10,480			January	8,278		
Answered	9,821	93.7%		Answered	7,727	93.3%	
Ans. W/I :30	9,526	90.9%		Ans. W/I :30	6,947	83.9%	
Ans after :30	295	2.8%		Ans after :30	780	9.4%	
Dropped	659	6.3%		Dropped	551	6.7%	
February	9,030			February	7,493		
Answered	8,480	93.9%		Answered	7,053	94.1%	
Ans. W/I :30	8,218	91.0%		Ans. W/I :30	6,421	85.7%	
Ans after :30	262	2.9%		Ans after :30	632	8.4%	
Dropped	550	6.1%		Dropped	440	5.9%	
March	15,021			March	8,373		
Answered	13,007	86.6%		Answered	7,863	93.9%	
Ans. W/I :30	10,469	69.7%		Ans. W/I :30	7,191	85.9%	
Ans after :30	2,538	16.9%		Ans after :30	672	8.0%	
Dropped	2,014	13.4%		Dropped	510	6.1%	
April	12,511			April	8,218		
Answered	11,290	90.2%		Answered	7,737	94.1%	
Ans. W/I :30	9,579	76.6%		Ans. W/I :30	7,166	87.2%	
Ans after :30	1,711	13.7%		Ans after :30	571	6.9%	
Dropped	1,221	9.8%		Dropped	481	5.9%	
May	10,080			May	7,159		
Answered	9,301	92.3%		Answered	6,821	95.3%	
Ans. W/I :30	7,401	73.4%		Ans. W/I :30	6,377	89.1%	
Ans after :30	1,900	18.8%		Ans after :30	444	6.2%	
Dropped	779	7.7%		Dropped	338	4.7%	
June	11,116			June	8,532		
Answered	9,201	82.8%		Answered	8,032	94.1%	
Ans. W/I :30	8,463	76.1%		Ans. W/I :30	7,296	85.5%	
Ans after :30	738	6.6%		Ans after :30	736	8.6%	
Dropped	1,915	17.2%		Dropped	500	5.9%	
Total Annual				Total Annual			
Calls	132,257			Calls	106,203	80.3%	
Answered	119,336	90.2%		Answered	99,143	93.4%	
Ans. W/I :30	106,213	80.3%		Ans. W/I :30	83,723	78.8%	
Ans. After :30	13,123	9.9%		Ans. After :30	15,420	14.5%	
Dropped	12,921	9.8%		Dropped	7,060	6.6%	
Calls Generating a CSF	554			Calls Generating a CSF	407		

FY2009 Telephone Center



■ Ans. W/ :30 ■ Ans. After :30 ■ Dropped

FY2010 Telephone Center



■ Ans. W/ :30 ■ Ans. After :30 ■ Dropped

Inter Office Memo

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

Date: Sept. 29, 2010
Reviewed By:

SUBJECT: Community Events Update

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

ADDITIONAL BACKGROUND INFORMATION:

Added to Sept. 2010

- 9/21 Heald College (information table)
- 9/22 CCCTA Tour
- 9/23 CCCTA Tour
- 9/28 Class Pass Presentation, John Muir Elementary, Martinez, 60 kids
- 9/30 Bus2U Childtime Learning Center

Public Events and Outreach Functions Scheduled for Oct. 2010:

- 10/2 Pleasant Hill BART/Contra Costa Center Transit Village Dedication
- 10/2 Monument Community Health Fair
- 10/8 Class Pass Presentation, Montair Elementary, Danville, 85 kids
- 10/8 Class Pass Presentation, Murray Elementary, Dublin, 60 kids
- 10/13 Lafayette Networking Event
- 10/14 Martinez Networking Event
- 10/19 Moraga Business Seminar
- 10/20 Valhalla Elementary Big Wheel Event (Bus2U)
- 10/20 Pleasant Hill Networking Event
- 10/21 Shadelands Business Park Transit Fair
- 10/21 Pleasanton Tri-Valley Green Event
- 10/28 Walnut Creek Networking Event - W.C. Library