

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: Directors Bob Simmons, Karen Mitchoff, Amy Worth, and Karen Stepper
Staff: Anne Muzzini, Mary Burdick and Marie Knutson
Guest: Ralph Hoffman

Selection of Officers

This item was moved to the end of the agenda

Approval of Agenda

The agenda was approved as amended.

Approval of Minutes of September 7, 2010

The minutes were approved as presented.

Public Comment

Ralph Hoffman commended staff on the new website. The blog feature is very user friendly. Director Mitchoff commented that she felt there were too many layers to go through to get to the public meetings and meeting agenda. Director Worth agreed that navigation must be user friendly. Staff described the changes that were being made to the site which was recently launched, and changes that were still in the process. A formal press announcement has not been released as of yet. Director Simmons suggested that we make a brief presentation of the website at the Board Meeting to receive further comment.

Mr. Hoffman asked if the CCCTA Board has taken a position on Measure O. The Committee referred this back to staff to determine if this item should be placed on the Board agenda under the GM report.

Marketing Resource Allocation

A breakdown of all the activities provided by the staff in the Marketing department, which included community outreach, public information, promotions, pass sales and customer service, was provided. The Committee discussed ways the new website can enhance our outreach efforts and help build relationships with our riders. Ms. Muzzini reported that we will be entering the test phase of the on-line trip planner soon, and when we're sure everything is working as it should, we'll begin making media announcements and promoting the new site to businesses and riders.

Route 4 Survey Report

Anne Muzzini reported that Bus Ambassadors were very helpful in collecting 347 surveys from Route 4 passengers over a seven day period. The most cited uses were travel to work (33%), shopping (25%), and home (20%). Discussion of survey results led to broader discussion of the routing, and that possible changes may be considered in light of the opening of the new library, and the request of another large employer expressing interest in becoming a funding partner. Anne Muzzini will work with WC City staff in further exploring this possibility. Ralph Hoffman presented a suggested change in routing the bus.

Year End Customer Service Reports

Mary Burdick presented year end pass sales and customer service telephone productivity reports. Year end fare instrument sales trend reveal the impact of the March 2009 service reduction. Sales of monthly passes and the Commuter punch card have decline at a rate consistent with the amount of service that was reduced. The 12-Ride punch pass continues to be the preferred fare instrument showing only a 4% decline in sales. The sale of Senior/Disable punch cards increased by nearly 36% as a result of the elimination of the free mid-day fare program in March 2009. The Committee expressed concern over the spike in pass sales in the Sept/Oct.

period, which is primarily due to the increase in passes purchased by 511 Contra Costa for their School Pool incentive program.

Year end telephone productivity standards were also presented. Standards of total calls answered, abandoned and those answered within 30 seconds are all within the reported productivity standards. Total call volume is down by approximately 20% - consistent with service and ridership reductions.

Community Events: Marie Knutson outlined the community events and outreach activity scheduled for October.

Selection of Officers: Bob Simmons was elected as Committee Chair. Karen Stepper was elected as Vice Chair.

Next Meeting Date: November 4, 2010 at 8:30 AM in the WC City Offices/City Managers conference room

Adjournment: The meeting was adjourned at 9:40 AM

Mary Burdick
Manager of Marketing

Date