

**MEETING**  
**Marketing, Planning & Legislative Committee**  
**Walnut Creek City Office**  
City Manager's Conference Room, 3<sup>rd</sup> Floor  
1666 North Main St., Walnut Creek, CA  
**Thursday December 2, 2010, 8:30 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 November 4, 2010 Meeting\* - **Action**
4. Review of Election Results and the Impact on Transit - **Information**
5. CCCTA Website User Information\* - **Information**
6. Analysis of Student Ridership\* - **Information**
7. FY09/10 Student Outreach\* - **Information**
8. Short Range Transit Plan – Operations Plan\* – **Information**
9. Next Meeting – Thursday, January 6, 2011
10. Adjournment

\*Enclosure

FY 2010/11 MP&L Committee  
Bob Simmons, Walnut Creek-Chair  
Karen Stepper, Danville-Vice Chair  
Karen Mitchoff, Pleasant Hill  
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](mailto: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**

Thursday, November 4, 2010

The meeting was called to order at 8:30 a.m.

Those present at the meeting were:

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

**Approval of Agenda**

The agenda was approved as amended.

**Public Comment**

Ralph Hoffman pointed out a date correction. The minutes in the packet were from the October meeting. Mr. Hoffman reported that in speaking with passengers about Contra Costa ballot Measure O, not many of them knew much about the measure and the impact on transportation funding, and that if perhaps more outreach and advocacy has taken place, the result would have been different.

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.

**Approval of Minutes of October 7, 2010**

The minutes were approved as presented.

**Marketing Department Adjustments**

Mary Burdick provided a brief outline of the activities and programs that would be eliminated or reduced since the position of Community Relations Specialist was eliminated. Director Worth asked that staff try to keep communication with schools flowing through the use of electronic media during the fall registration period. Ms. Burdick was asked to provide a more detailed outline on the number of schools that participated in the Class Pass and Bus-2-U programs the previous year.

**CCCTA Website User Information**

Mary Burdick presented user statistics for the 30-day period covering Sept. 26-Oct.26. These reports are easily generated through Google Analytics and will be presented each month. In addition to the top 50 pages visited, use data presented included:

Total Visitors: 26,931

Unique (unduplicated) Visitors: 14,950

Page Views: 101,420

Average Pages/Visit: 3.77

Average Time on Site: 3:31

**December Service Change Outreach**

Mary Burdick described outreach efforts used to promote changes to Routes 25 and 98X effective December 26<sup>th</sup>. Changes to the scheduling of the Route 98X will be communicated via email to the 36 passengers responding to our public hearing notice regarding the possible elimination of the Route 98X. Notices will also be placed on the buses and in the display case at Walnut Creek BART. An announcement will be posted on the CCCTA website, facebook, twitter, and distributed in a media news release. A quarter-page ad will be scheduled to run in the Pleasant Hill/Martinez Record.

The new route alignment of Route 25 will be advertised through resident direct mail and a quarter-page ad in the Lamorinda Sun and the Lamorinda weekly. Notices will also be placed on the buses and in the display

case at Walnut Creek and Lafayette BART stations. An announcement will be posted on the CCCTA website, facebook, twitter, and distributed in a media news release.

Ralph Hoffmann advised that he recommended the Rt. 25 bus travel to Walnut Creek BART via California Blvd. to provide more opportunity to pick up passengers. Anne Muzzini explained that this was reviewed and determined would require more time in the schedule which would decrease the frequency.

**Short Range Transit Plan – Performance Indicators**

Anne Muzzini explained that this year CCCTA Planning staff would develop a mini-version of the bi-annual report filed with MTC. This serves as an update to the plan approved last year, and staff is not recommending any changes to the existing performance standards. The plan will come to the MP&L Committee as the chapters are completed, and then be presented in its entirety to the board for final approval.

Ms. Muzzini answered several questions regarding how contract subsidies relate to the “cost control” measures – to which she replied that the contract revenue is considered “fare revenue”.

The performance standard of and 18% farebox recovery generated discussion about suburban performance, in the context of the possibility that MTC will deny RM2 funds for Rt. 98X because it is not achieving a 20% farebox recovery. As a suburban operator we are not subject to the 20% recovery required of urban operators. Director Worth suggested that it is important that MTC acknowledge and address this in their sustainability study currently being developed.

Director Worth also asked that the fixed-route statistics table be expanded to provide a more detailed demographic ridership breakdown that will include youth and senior riders.

**Next Meeting Date:** Thursday, December 2, 2010 at 8:30 AM in the WC City Offices/City Managers conference room

**Adjournment:** The meeting was adjourned at 9:35 AM

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

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**Date**



**CALIFORNIA  
TRANSIT  
ASSOCIATION**

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November 7, 2010

To: Members, California Transit Association

Fm: Joshua W. Shaw, Executive Director

**Re: Interaction Between Propositions 22 & 26 and the Gas Tax Swap**

With the passage last week of both Propositions 22 and 26, we've received many questions about how they interact with this year's "gas tax swap" legislation. The most common question seems to be, "*Does Prop 26 automatically repeal the gas tax swap?*" And if so, "*What remaining transit or transportation funding is protected by Proposition 22?*"

The quick answer is: **We don't yet know**. This memo attempts to provide some guidance on these and related questions. Please note, however, that while we are working with all parties to analyze the situation, **no definitive answers have yet been formulated**.

In fact, the ultimate impact of these measures on transportation funding will not be known until the legislature, new governor and possibly even the courts have acted ; the final resolution may take more than a year to take shape. In the meantime, your California Transit Association's Executive Committee has already begun planning the strategies and tactics necessary to maximize public transit funding in the face of the various scenarios that may play out over this period.

**Proposition 26**

Sponsored by the California Chamber of Commerce and various individual businesses and taxpayers groups, Proposition 26 was supported primarily by the following groups: California Chamber of Commerce; Small Business Action Committee; Chevron; American Beverage Association; Philip Morris; Anheuser-Busch; MillerCoors; Occidental Petroleum. Opponents of Prop 26 included: American Cancer Society; American Lung Association; California Nurses Association; California Teachers Association; League of Women Voters; Natural Resources Defense Council; Planning and Conservation League; Sierra Club California; and, Union of Concerned Scientists.

Prop 26 amends the California constitution to require any change in state statute resulting in any taxpayer paying a higher tax to be passed by a 2/3 vote of legislature. (The measure also contains a parallel provision relative to local government tax measures.)

The amount now collected from the increased gas tax is designed to first pay for the bond debt service on existing and future highway bonds, as well as replace the old Prop 42 funding for highway expansion projects and streets & roads, plus provide new highway safety and preservation funding.

The amount now collected from the increased sales tax on diesel fuel is designed to enhance the State Transit Assistance program, plus pay for other expenses of the PTA, such as the intercity passenger rail program.

### **Proposition 26 and the Gas Tax Swap**

Because the new tax increases enacted in the gas tax swap were calibrated to produce new revenue equal to the replaced / lost sales tax on gas revenue that the swap legislation eliminated, the legislature used an interpretation of the California constitution to enact the bills with a simple majority vote.

Thus, we now wonder if the passage of Prop 26 repeals the gas tax swap.

While there is no definitive answer yet, here are some points to keep in mind:

- First, when people ask if “the gas tax swap will be repealed,” it’s important to figure out if they mean “the taxes increased in the swap” or “everything in each bill, including the elimination of the sales tax on gas, as well as the increases in the excise gas tax and the rate of sales tax on diesel fuel.” Some argue that the passage of Prop 26 can be used to overturn not only the new tax increases in the gas tax swap, but also to throw out the bill that exempted gasoline from sales tax in the first place, thus restoring the sales tax on gas.
- On the one hand, Prop 26 *seems* only to speak to the definition of a tax or a tax *increase* – it does not seem to speak to the exemption of a product from taxation. That line of reasoning would support the notion that Prop 26 can be used to overturn the excise tax on gas increase and the increase in the rate of sales tax on diesel fuel contained in the gas tax swap bills, while retaining all other aspects those bills, including the exemption of gasoline from the sales tax. Under this scenario, there would be no new revenue from the excise tax on gas or the sales tax on diesel, and there would be no restoration of the old sales tax on gas revenue.
- On the other hand, there is case law that *might* suggest that when an initiative repeals one section of law – in this case, the new taxes increased with the simple majority vote used to pass the gas tax swap – that the entire bill in which that now-illegal tax increase was contained is now itself repealed. Under this scenario, there would be no new revenue from the excise tax on gas or the sales tax on diesel, but there *would* be a restoration of the old sales tax on gas revenue.

The measure also defines “tax” as any levy, charge or exaction of any kind imposed by the State, but includes several exceptions. For our purposes, the most important exception to note is, “A charge imposed for a specific benefit conferred or privilege granted directly to the payor that is not provided to those not charged, and which does not exceed the reasonable costs to the State of conferring the benefit or granting the privilege to the payor.”

In other words, Prop 26 allows the legislature to continue to enact *some* state fees with a simple majority vote of the legislature : those which charge specific taxpayers and whose proceeds are then used to benefit those taxpayers charged, and *only* those taxpayers.

Finally, Prop 26 repeals any tax adopted this year if not adopted in compliance with the measure’s new definition of taxes. Specifically, the measure states:

“Any tax adopted after January 1, 2010, but prior to the effective date of this act, that was not adopted in compliance with the requirements of this section is void 12 months after the effective date of this act unless the tax is reenacted by the Legislature and signed into law by the Governor in compliance with the requirements of this section.”

Thus, the question is begged: *Did the gas tax swap of March, 2010, enact a tax that is not a tax under Prop 26, and that therefore must be repealed?*

To begin to understand, we first look back at the gas tax swap.

### **Gas Tax Swap**

A package of two bills (ABx8 6 and ABx8 9) passed by the legislature and signed by the governor on March 22, 2010, the so-called “gas tax swap” *exempted* gasoline from the state sales tax. That *eliminated* about \$2.5 billion a year in public transit, streets & roads, and highways funding (i.e. by eliminating Proposition 42 funding – 40% of which was available for highways, 40% of which was available for streets & roads, and 20% of which was available for the Public Transportation Account; and, by eliminating two other sources of PTA funding – the spillover and the sales tax on nine cents of the historic excise tax on gas).

At the same time, the bills *increased* two different taxes – the excise tax on gasoline, and the rates of the sales tax on diesel fuel.

The amount projected to be collected annually under the new excise gas tax / diesel fuel sales tax scheme is calibrated to equal the amount of annual lost funding under the old sales tax on gas.

- There is some guidance already promulgated on this question, by the Legislative Analyst's Office. The LAO wrote the analysis of Prop 26 contained in the Official Voter Information Guide sent to every voter and posted on the Secretary of State's web site, which included the following excerpt:

**"State Laws in Conflict With Proposition 26**

**Repeal Requirement.** Any state law adopted between January 1, 2010 and November 2, 2010 that conflicts with Proposition 26 would be repealed one year after the proposition is approved. This repeal would not take place, however, if two-thirds of each house of the Legislature passed the law again.

**Recent Fuel Tax Law Changes.** In the spring of 2010, the state increased fuel taxes paid by gasoline suppliers, but decreased other fuel taxes paid by gasoline retailers. Overall, these changes do not raise more state tax revenues, but they give the state greater spending flexibility over their use.

Using this flexibility, the state shifted about \$1 billion of annual transportation bond costs from the state's General Fund to its fuel tax funds. (The General Fund is the state's main funding source for schools, universities, prisons, health, and social services programs.) This action decreases the amount of money available for transportation programs, but helps the state balance its General Fund budget. Because the Legislature approved this tax change with a majority vote in each house, this law would be repealed in November 2011—unless the Legislature approved the tax again with a two-thirds vote in each house.

**Other Laws.** At the time this analysis was prepared (early in the summer of 2010), the Legislature and Governor were considering many new laws and funding changes to address the state's major budget difficulties. In addition, parts of this measure would be subject to future interpretation by the courts. As a result, we cannot determine the full range of state laws that could be affected or repealed by the measure."

- A key point made by the LAO is that the original sales tax on gasoline was paid (to the state) by fuel retailers. And, the new taxes created in the gas tax swap are paid (to the state) by fuel suppliers. Thus, even though the same amount of revenue is generated overall that was lost, the fact that different taxpayers pay the new taxes versus the old taxes suggests that the new taxes contained in the gas tax swap do not meet Prop 26's definition of exempted charges (i.e. because they have a differential impact on taxpayers).
- To understand when some resolution of this whole question of Prop 26's impact on the gas tax swap may occur, we must first understand that the "repeal" clause in Prop 26 states that a noncomplying tax enacted earlier this year "is void 12 months after the effective date of this act unless the tax is reenacted by the Legislature and signed into law by the Governor in compliance with the requirements of" Prop 26 [emphasis added]. In other words, if the tax increases contained in the gas tax swap are, in fact, now illegal pursuant to Prop 26, the legislature *still* has 12 months to reenact the same tax increases through a new statute; but, this time, to qualify as a tax as defined by Prop 26, the statute increasing the excise gas tax and new sales tax on diesel fuel would have to be

passed with a 2/3 vote of the legislature, not with a simple majority vote. The point is: We may not know for at least one year whether the legislature *must* or *is able* to reenact the tax increases legally.

- As a matter of law, we may not even know the outcome unless some party chooses to first sue under Prop 26 and the courts decide, thus compelling the legislature to act. In other words, just because Prop 26 may seem to suggest the tax increases in the gas tax swap (if not the entire bills themselves) are now illegal, there is no reason to believe the legislature will come back into session and immediately try to reenact tax increases that no court has found to be illegal. We are currently not aware of any party planning to sue to repeal the gas tax swap increases, including Prop 26's sponsors. And, even if such a suit were pending, it seems like the party or parties would not have standing to sue until 12 months have passed from now, the effective date of Prop 26 – i.e. until after the time the legislature is granted to bring all noncomplying tax increases into compliance with passage of a 2/3 vote bill.
- In the meantime, why would the legislature either act to make the new tax increases go away, or, act to pass a new statute increasing taxes with a politically difficult 2/3 vote, if it doesn't have to take either action?

### **Proposition 22 and Prop 26 / Gas Tax Swap**

Notwithstanding all the caveats pointed out above, *what if* the new taxes in the gas tax swap are someday deemed to be illegal – what would Proposition 22 protect?

Assuming just the tax increases are deemed illegal (i.e. and not every other aspect of the bills originally authorizing the gas tax swap), for this example we will assume that Prop 26 does *not* restore the old sales tax on gas. We would then need to know whether the legislature is able to reenact the gas tax swap's tax increases.

- If the legislature *does* legally reenact with a 2/3 vote bill the excise tax on gasoline and the sales tax on diesel originally authorized in the gas tax swap legislation, then Prop 22 is interpreted to protect and determine the method of expenditure of those two new sources, under Prop 26's amendments of Article XIX of the constitution.
- On the other hand, if the gas tax swap's tax increases are deemed illegal, and the legislature is unable (or chooses not) to muster the 2/3 vote threshold necessary to reenact the taxes legally, then about \$2.5 billion in gas tax swap revenue would not exist to be protected by Prop 22, including about \$120 million a year in new sales taxes on diesel fuel intended by the gas tax swap legislation to flow through the Public Transportation Account. (On the other hand, Prop 22 would still protect the historic sales tax on diesel fuel which existed before the gas tax swap, and dedicate those revenues – about \$315 million a year – to the PTA.)



And, if Prop 26 were somehow used to overturn not only the gas tax swap's tax increases, but *also* to repeal the elimination of the sales tax on gas in the first place, and if the legislature were unable (or chose not) to muster the 2/3 vote threshold necessary to reenact the taxes legally and to re-exempt gasoline from the sales tax, then about \$2.5 billion in sales tax on gas revenue would be restored, while the excise gas tax and sales tax on diesel fuel increases in the gas tax swap would be lost. The new / old sales tax on gas would be protected by Prop 22, with the spillover, the sales tax on nine cents of the gas tax, and 20% of the Prop 42 revenue all flowing to the Public Transportation Account and available only for expenditure on public transit as defined by Prop 22; and, the other 80% of the Prop 42 revenue would be protected by Prop 22 and would have to flow to highways and streets & roads. (In this scenario Prop 22 would also still protect the original sales tax on diesel, another \$315 million for the PTA.)

### **Analysis Continues**

We are working with a coalition of public agencies and transportation interest groups to monitor, analyze and respond to the various Prop 26 / gas tax swap / Prop 22 scenarios. As more information comes to light, we will provide that to you.

For a short PowerPoint presentation staff recently made to the Association's Legislative and Executive Committee's on these topics, [please click here](#). We urge you to be circumspect in making any definitive statements to your governing board, the press or the public at this time relative to the impact of Proposition 26, and we appreciate your judicial use of this presentation.

In the meantime, please let us know if you have additional questions.



**CALIFORNIA  
TRANSIT  
ASSOCIATION**

**Funding Transit and  
Transportation in the Future:**

**Proposition 22, Proposition 26 and  
the “Gas Tax Swap”**

**Next Steps**

# Election Results

Yes

No

• Proposition 19 Marijuana	46%	54%
• Proposition 20 Congress Redist	61%	39%
• Proposition 21 State Parks	42%	58%
• Proposition 22 Transit Funding	61%	39%
• Proposition 23 AB 32	39%	61%
• Proposition 24 Tax Loopholes	42%	59%
• Proposition 25 Budget Vote	55%	45%
• Proposition 26 Fee Vote	53%	47%
• Proposition 27 State Redist	41%	59%

## Proposition 22:

### Impact on Transit Funding

- Prop 22 protects \$1.8 billion in *state and state-supported* transit funding!
  - \$1.4 billion in local TDA revenues
  - \$431 million in PTA revenues
- Prop 22 protects hundreds of millions *more* in *local* county-option sales, parcel and other taxes for transit!
- Prop 22 provides the strategic leverage to ensure long-term a higher State Transit Assistance program than ever before!

**Proposition 22 was designed to  
constitutionally protect...**

- Public Transportation Account revenues
- Transportation Development Act revenues
- Proposition 42 revenues
- Gas tax revenues
  - State
  - City & county
- City & county property tax revenues
- Redevelopment agency revenues
- Locally levied taxes and fees

## But, for transit, gas tax swap...

- Eliminated sales tax on gasoline –  
eliminates 3 of 4 core PTA revenues:
  - Spillover
  - Sales tax on 9¢ Prop 111 gas tax increase
  - Prop 42 / TIF sales tax on gas
- Converts value of eliminated PTA revenues into General Fund savings (payment of debt service on transp bonds) & new transportation spending

## Specifically, gas tax swap...

- Increases gas tax to fund Prop 42's streets, roads and STIP obligations, plus new SHOPP
- Appropriates \$400 million from PTA to STA program
- Increases rate of sales tax on diesel fuel July 1, 2011, to enhance remaining core PTA revenue source
  - New 1.75% rate generates about \$118 million / yr to the PTA
- Dedicates all sales tax on diesel fuel in 2011-12+:
  - 75% to the STA program
  - 25% to all other PTA expenditures (i.e. PUC 99315)

## But, Prop 26 also passes...

- Amends California constitution
- Requires any change in statute resulting in any taxpayer paying a higher tax to be passed by a 2/3 vote of legislature
- Defines “tax” as any levy, charge or exaction imposed by the state, but NOT one which conveys a specific benefit to the payor not also provided to those not charged
- Repeals any tax adopted after 01/01/10 not conforming within 12 months



Prop 22 + Prop 26 =

*What?!?!*

- Legal uncertainties, political uncertainties
- Prop 26 may overturn some or all of the gas tax swap (i.e. without corrective legislation within a year), or, none of it :
  - *Might* restore sales tax on gasoline (i.e. spillover, Prop 111 PTA, and Prop 42)...
  - *Might just* destroy new sales tax on diesel and new excise tax on gas...
  - Or, *might* do nothing to the gas tax swap...

## Proposition 22:

### Impact on Transit Funding

- Prop 22 protects \$1.8 billion in *state and state-supported* transit funding!
  - \$1.4 billion in local TDA revenues
  - \$431 million in PTA revenues (some @ Prop 26 risk / or, could be more..)
- Prop 22 protects hundreds of millions *more* in *local* county-option sales, parcel and other taxes for transit!
- Prop 22 provides the strategic leverage to ensure long-term a higher State Transit Assistance program than ever before!

# Likely legal scenarios?

## Best Case

- Prop 26 repeals new sales tax on diesel and new excise tax on gas
- Prop 26 repeals sales tax gas exemption; restores spillover, Prop 111, Prop 42
- Net ~\$1.1 billion in new PTA revenues protected by Prop 22
- All likely split 50%/50%

## Worst Case

- Prop 26 repeals new sales tax on diesel and new excise tax on gas
- Prop 26 does not restore spillover, Prop 111, Prop 42
- Net loss of gas tax swap's new ~\$118 million in PTA revenues
- Prop 22 splits remainder (~\$313 million) 50%/50%

## “Middle” Case?!

- Nobody sues, or, Prop 26 doesn't affect gas tax swap
- Or, all parties work to maintain – possibly restore – gas tax swap, legally
- Would presumably include 2/3 vote to increase excise tax on gas and add 1.75% rate to sales tax on diesel (but might not)
- For transit, either way, would allow room to explore additional STA funding split

**To:** Marketing and Planning Committee

**Date:** November 24, 2010

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

**Reviewed By:**

**SUBJECT:** November Website Use

**SUMMARY OF ISSUES:** County Connection now has access to detailed information on our website usage. Below is a summary activity for November 2010 compared to October 2010.

**FINANCIAL IMPLICATIONS:** None

**RECOMMENDATION:** Review and provide input.

**ATTACHMENTS:** Use overview and content over report.

	November 2010	October 2010
Visitors	24,448	26,931
New Visits	43.91%	45.72%
Unique Visitors	13,758	14,950
Pages Per Visit	3.59	3.77
Avg. Time On Site	3:59	3:31
Bounce Rate*	29.75%	27.33%

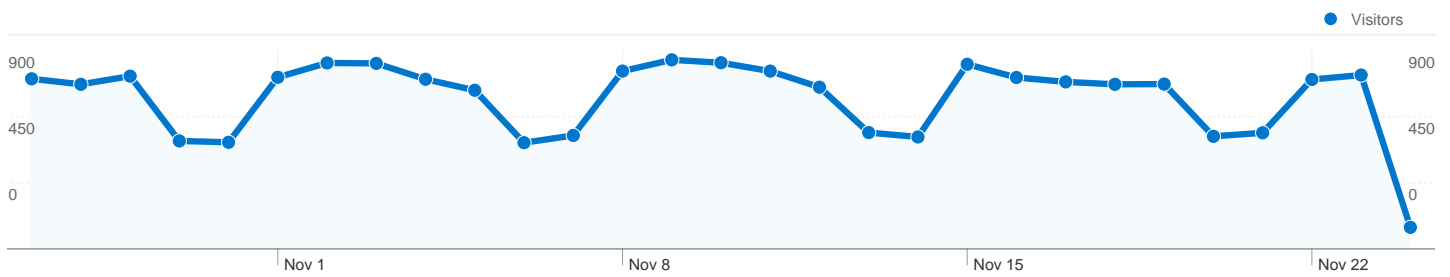
## TERMS

Visitors - Total number of visitors to the site during time period

Unique Visitors – Total number of unduplicated visitors

New Visits – Percentage of people who had never visited the site before during the time period.

Bounce Rate - The number of single page visits, or visits where the person left the site from the “entrance” page.



## 13,758 people visited this site

24,448 Visits

13,758 Absolute Unique Visitors

87,828 Pageviews

3.59 Average Pageviews

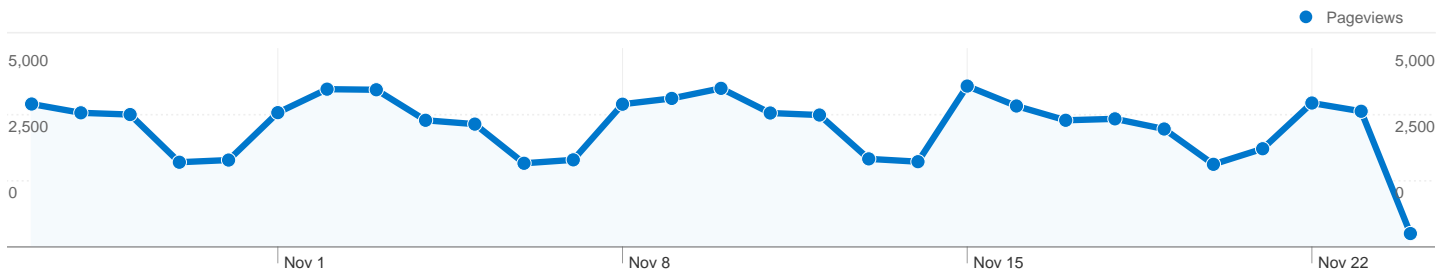
00:03:29 Time on Site

29.75% Bounce Rate

43.91% New Visits

## Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	9,125	37.32%	Cable	10,590	43.32%
Safari	7,600	31.09%	Unknown	5,451	22.30%
Firefox	4,719	19.30%	DSL	5,067	20.73%
Chrome	2,231	9.13%	T1	3,026	12.38%
Opera	116	0.47%	OC3	231	0.94%



**1,322 pages were viewed a total of 87,919 times**

**Content Performance**

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index	
<b>87,919</b> % of Site Total: 100.02%	<b>62,423</b> % of Site Total: 100.02%	<b>00:01:21</b> Site Avg: 00:01:21 (> 0.00%)	<b>29.76%</b> Site Avg: 29.76% (0.02%)	<b>27.84%</b> Site Avg: 27.84% (0.01%)	<b>\$0.00</b> Site Avg: \$0.00 (0.00%)	
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/	26,503	16,860	00:00:52	18.63%	18.11%	\$0.00
/fares/	4,747	3,280	00:01:09	24.40%	22.14%	\$0.00
/maps-schedules/	3,847	2,311	00:01:01	17.35%	14.14%	\$0.00
/schedule/6/	2,532	2,174	00:02:45	80.36%	71.96%	\$0.00
/how-to-ride/	2,453	1,698	00:00:51	28.26%	10.64%	\$0.00
/schedule/9/	1,927	1,527	00:02:09	68.20%	43.64%	\$0.00
/schedule/18/	1,827	1,424	00:02:15	58.06%	39.79%	\$0.00
/schedule/10/	1,636	1,233	00:02:12	60.28%	44.32%	\$0.00
/schedule/21/	1,630	1,263	00:02:16	56.47%	43.50%	\$0.00
/schedule/20/	1,610	1,265	00:02:14	62.56%	44.66%	\$0.00
/schedule/98X/	1,551	1,244	00:02:39	67.17%	47.65%	\$0.00
/schedule/16/	1,369	1,041	00:01:42	54.34%	40.10%	\$0.00
/schedule/35/	1,361	1,018	00:02:19	66.53%	43.72%	\$0.00
/about/	1,305	1,000	00:00:48	32.56%	14.02%	\$0.00
/schedule/15/	1,253	998	00:01:59	72.46%	45.49%	\$0.00
/schedule/11/	1,172	933	00:01:35	34.46%	26.28%	\$0.00
/driver-login/	1,088	500	00:01:39	37.50%	38.33%	\$0.00
/schedule/28/	1,079	837	00:02:03	80.34%	46.71%	\$0.00
/schedule/316/	1,067	826	00:02:18	66.29%	41.33%	\$0.00
/schedule/314/	1,046	868	00:02:31	69.30%	56.88%	\$0.00
/schedule/4/	1,016	790	00:02:03	69.30%	54.43%	\$0.00

/schedule/96X/	890	680	00:03:59	56.94%	37.42%	\$0.00
/schedule/36/	821	604	00:01:52	58.46%	33.50%	\$0.00
/schedule/7/	808	604	00:02:46	54.43%	36.14%	\$0.00
/schedule/14/	803	628	00:01:43	61.80%	35.99%	\$0.00
/link/	792	596	00:00:54	44.44%	14.52%	\$0.00
/news/	786	515	00:00:27	20.00%	10.94%	\$0.00
/schedule/95X/	759	562	00:01:19	42.86%	22.13%	\$0.00
/schedule/19/	755	554	00:01:21	52.63%	24.37%	\$0.00
/schedule/17/	722	568	00:01:57	54.55%	36.29%	\$0.00
/schedule/1/	721	539	00:02:22	47.37%	36.75%	\$0.00
/schedule/320/	721	601	00:01:42	75.71%	38.42%	\$0.00
/schedule/321/	691	562	00:02:00	74.60%	44.14%	\$0.00
/fares/where-to-buy/	642	461	00:01:45	60.00%	32.55%	\$0.00
/schedule/311/	633	493	00:01:51	56.60%	34.60%	\$0.00
/about/jobs/	573	332	00:01:07	30.00%	36.65%	\$0.00
/schedule/97X/	546	405	00:03:10	51.47%	31.50%	\$0.00
/how-to-ride/paying-your-fare/	527	410	00:01:12	65.38%	16.70%	\$0.00
/maps-schedules/school-routes-for-concordpleasant-hillwalnut-creek/	504	298	00:02:14	57.89%	20.24%	\$0.00
/schedule/5/	462	362	00:01:34	62.50%	30.95%	\$0.00
/schedule/93X/	390	296	00:02:22	77.50%	36.67%	\$0.00
/schedule/2/	383	298	00:01:15	71.43%	37.34%	\$0.00
/maps-schedules/route-250/	372	286	00:01:48	56.82%	36.56%	\$0.00
/maps-schedules/school-routes-for-lafayettetemoragaorinda/	363	235	00:02:03	56.25%	32.51%	\$0.00
/site-map/	337	233	00:00:37	0.00%	5.93%	\$0.00
/schedule/92X/	320	262	00:02:32	55.56%	27.81%	\$0.00
/driver-login/employee-events/	309	65	00:00:54	0.00%	9.39%	\$0.00
/about/public-meetings/	308	138	00:00:44	66.67%	12.01%	\$0.00
/features/service-area/	306	198	00:00:36	0.00%	5.88%	\$0.00
/contact/	298	244	00:01:31	60.00%	35.23%	\$0.00

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

**Date:** November 22, 2010

**SUBJECT: Analysis of Student Ridership**

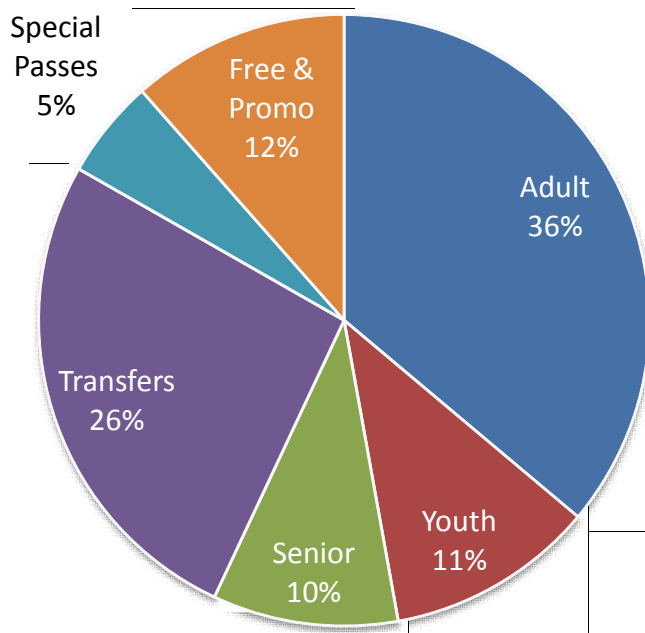
**SUMMARY OF ISSUES:**

The Committee asked that information be provided about student ridership. Since the student fare discount was eliminated, counting students has become less of an exact science. We do still ask that operators count students separately even though they pay the same as adult riders but this relies on their judgment.

The 600 series routes are designed around student ridership patterns and are timed with school bell times. Almost all of these riders are students. Ridership on the 600 routes was equal to 7% of the total ridership last fiscal year.

Fare Type	Adult	Youth	Senior	Transfers	Special Passes	Free & Promo
Passengers	1,168,490	357,653	317,778	849,518	169,817	372,466
Percent	36%	11%	10%	26%	5%	12%

**Ridership by Fare Type - FY 2009-10**



**To:** Marketing, Planning, & Legislative Committee  
**From:** Mary Burdick, Sr. Manager of Marketing

**Date:** November 23, 2010  
**Reviewed By:**

**SUBJECT:** Review of Student Outreach FY-10 and FY-11

**SUMMARY OF ISSUES:** At the October meeting the MP&L Committee requested that staff provide an expanded report on the student programs that took place in FY-10 and FY-11.

**RECOMMENDATIONS:** Review

**FINANCIAL IMPLICATIONS:** None

Below is a breakdown of the students and adults served by the various school programs managed by the Community Relations Specialist the FY09/10 school year and the beginning of the FY11 school year.

**Class Pass Program** – Schools along fixed-routes are eligible to take up to 2 free field trips during the school year. Trip must take place in non-peak hours, be planned in advanced, and use only the fixed-route service. Staff visits the class room the day before field trip to discuss rules, and learn about the buses.

**BUS-2-U** – Schools not served by fixed-route, or those with no mid-day service could schedule to have a bus come to the school, and students take a virtual bus ride, viewing the video starring SafeTy-Rex.

**Facility tours** – Marketing staff conducts facility tours including brief presentation in dispatch, the vault room, maintenance facility and a trip through the bus wash.

FY-2010 Student Outreach Report  
(July 1, 2009 to June 30, 2010)

Class Pass – 70  
Total Students = 1,748  
Total Adults = 463

Class Pass presentations – 19  
Total Students = 693

Bus 2 U program – 11  
Total Students = 537

Facility Tours – 13  
Total Students = 246  
Total Adults = 70

Out-of-Area Large Groups – 6  
Total Students = 210  
Total Adults = 51

FY-11 Student Outreach Report  
(July 1, 2010 to mid-October 2010)

Class Pass – 18  
Total Students = 474  
Total Adults = 99

Class Pass presentations – 3  
Total Students = 205

Bus 2 U program – 3  
Total Students = 135

Facility Tours – 4  
Total Students = 61  
Total Adults = 20

Out-of-Area Large Groups – 2  
Total Students = 120  
Total Adults = 16

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

**Date:** November 24, 2010

**SUBJECT: Short Range Transit Plan – Operations Plan Components**

**SUMMARY OF ISSUES:**

The Short Range Transit Plan (SRTP) documents service levels, performance, and establishes the operating and capital budget for the next five years. Over the next several months, sections of the plan will be brought to the Committee for review.

The following tables and maps will be included in the operations evaluation section of the SRTP. The first shows how the routes rank in terms of marginal cost per passenger after subtracting contract and Measure J revenues. The routes at the bottom of the ranking should be considered first if service cuts are contemplated. The maps show how ridership compares throughout our service area.

The data is presented for review. Once all the Committee reviews all the chapters, the document will be made available for public review, and finally Board adoption.

**RECOMMENDATIONS:**

Staff recommends that the Committee review components of the operations evaluation chapter

**FINANCIAL IMPLICATIONS:** None

**OPTIONS:**

1. Support staff recommendation
2. Other action as determined by the Committee

**ATTACHMENTS:**

Marginal cost per passenger ranking of routes  
Ridership maps – Fall average weekday

CCCTA Marginal Costa per Passenger - FY2009-10

Route	Annual Passengers	Total Hours	Total Miles	Cost (\$48.81/Total Hr + \$1.84/Total Mi)	Fares (\$1.17/Pass)	Contract, Meas J , RM2 Revenue	TDA, FTA #5307	TDA Cost/Pass
649	78	62	625	\$4,183	\$91	\$11,825	\$0	\$0.00
91X	11,478	1,103	12,481	\$76,825	\$13,429	\$60,955	\$2,441	\$0.21
14	174,222	10,368	75,699	\$645,350	\$203,839	\$271,454	\$170,057	\$0.98
611	10,504	310	4,111	\$22,693	\$12,290		\$10,403	\$0.99
92X	36,518	3,845	91,915	\$356,814	\$42,726	\$276,333	\$37,755	\$1.03
20	270,630	11,652	72,522	\$702,182	\$316,638		\$385,544	\$1.42
4	243,116	9,684	47,316	\$559,726	\$0	\$210,336	\$349,390	\$1.44
18	106,581	7,993	87,387	\$550,917	\$124,700	\$271,454	\$154,762	\$1.45
613	4,748	175	2,502	\$13,166	\$5,555		\$7,610	\$1.60
615	6,256	309	1,410	\$17,701	\$7,319		\$10,381	\$1.66
9	149,543	11,359	110,200	\$757,203	\$174,965	\$325,745	\$256,493	\$1.72
10	243,936	9,984	118,838	\$705,991	\$285,405		\$420,586	\$1.72
619	3,619	144	1,982	\$10,683	\$4,234		\$6,449	\$1.78
601	22,385	997	13,926	\$74,304	\$26,190		\$48,114	\$2.15
612	8,043	359	5,363	\$27,375	\$9,411		\$17,964	\$2.23
97X	21,633	4,098	105,135	\$393,457	\$25,310	\$317,614	\$50,533	\$2.34
620	580	35	184	\$2,038	\$679		\$1,360	\$2.34
314	86,347	4,477	48,900	\$308,482	\$101,026		\$207,456	\$2.40
627	8,813	420	5,985	\$31,534	\$10,311		\$21,223	\$2.41
4 (Weekend)	45,692	2,026	11,382	\$119,819	\$0		\$119,819	\$2.62
15	140,076	7,829	88,011	\$544,084	\$163,889		\$380,195	\$2.71
605	10,812	569	8,662	\$43,725	\$12,649		\$31,076	\$2.87
96X	96,842	9,291	222,726	\$863,332	\$113,305	\$467,594	\$282,433	\$2.92
614	6,159	353	5,115	\$26,634	\$7,206		\$19,429	\$3.15
11	73,780	4,819	48,031	\$323,599	\$86,323		\$237,275	\$3.22
1	100,570	6,921	60,541	\$449,210	\$117,667		\$331,543	\$3.30
606	65,016	3,810	62,499	\$300,978	\$76,068		\$224,910	\$3.46
17	71,784	5,196	43,673	\$333,976	\$83,987		\$249,989	\$3.48
35	90,945	10,119	164,604	\$796,801	\$106,406	\$367,163	\$323,232	\$3.55
602	18,792	1,400	14,880	\$95,731	\$21,986		\$73,745	\$3.92
95X	27,878	3,715	85,550	\$338,747	\$32,618	\$193,297	\$112,832	\$4.05
316	25,830	1,901	23,391	\$135,803	\$30,221		\$105,582	\$4.09
623	4,711	316	5,256	\$25,076	\$5,512		\$19,564	\$4.15
21	163,745	12,663	156,595	\$906,232	\$191,582		\$714,651	\$4.36
608	3,991	299	4,670	\$23,192	\$4,669		\$18,523	\$4.64
93X	44,890	5,157	125,848	\$483,274	\$52,521	\$212,552	\$218,201	\$4.86
320	13,723	1,335	10,353	\$84,200	\$16,056		\$68,144	\$4.97
6	102,604	8,684	116,593	\$638,401	\$120,047		\$518,354	\$5.05
16	152,144	14,109	143,278	\$952,303	\$178,008		\$774,294	\$5.09
98X	88,809	8,870	155,026	\$718,176	\$103,907	\$151,823	\$462,446	\$5.21
311	17,266	1,678	19,474	\$117,715	\$20,201		\$97,514	\$5.65
321	22,754	1,979	32,171	\$155,811	\$26,622		\$129,189	\$5.68
622	3,463	292	5,589	\$24,529	\$4,051		\$20,477	\$5.91
19	34,326	3,661	37,599	\$247,876	\$40,162		\$207,714	\$6.05
28	78,475	7,767	108,929	\$579,542	\$91,816		\$487,726	\$6.22
629	207	23	250	\$1,570	\$242		\$1,328	\$6.41
315	6,599	708	8,912	\$50,951	\$7,721		\$43,231	\$6.55
301	8,188	1,015	8,281	\$64,792	\$9,580		\$55,211	\$6.74
6 (Weekend)	10,080	1,004	17,333	\$80,881	\$11,794		\$69,087	\$6.85
636	16,079	1,623	29,063	\$132,716	\$18,813		\$113,903	\$7.08
616	3,096	355	4,887	\$26,303	\$3,622		\$22,681	\$7.33
610	3,769	422	6,655	\$32,834	\$4,410		\$28,424	\$7.54
625	7,137	801	12,945	\$62,923	\$8,350		\$54,573	\$7.65
609	4,099	483	8,062	\$38,425	\$4,796		\$33,628	\$8.20
603	5,084	531	12,436	\$48,779	\$5,948		\$42,831	\$8.43
5	19,549	2,758	30,047	\$189,908	\$22,872		\$167,037	\$8.54
36	57,660	7,804	123,228	\$607,668	\$67,463		\$540,205	\$9.37
7	57,362	9,266	96,129	\$629,147	\$67,113		\$562,034	\$9.80
635	2,468	295	7,152	\$27,556	\$2,887		\$24,669	\$10.00
628	357	63	745	\$4,449	\$418		\$4,031	\$11.29
2	13,439	2,365	30,549	\$171,627	\$15,723		\$155,904	\$11.60
626	7,466	1,217	23,568	\$102,758	\$8,735		\$94,023	\$12.59
607	1,802	476	7,987	\$37,942	\$2,108		\$35,834	\$19.89
25	9,212	3,106	27,645	\$202,489	\$10,778		\$191,711	\$20.81
6L	814	326	5,014	\$25,145	\$952		\$24,193	\$29.73
639	43	32	258	\$2,047	\$50		\$1,997	\$46.84
	3,148,616	236,809	3,028,074	\$17,130,298	\$3,345,976	\$3,138,145	\$10,653,911	\$3.38

