

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 26th. 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

Mary Burdick
Manager of Marketing

Date