

**SUMMARY MINUTES**  
**MARKETING/ PLANNING & LEGISLATIVE COMMITTEE**

Thursday, December 2, 2010

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

Those present at the meeting were:

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

**Approval of Agenda**

Chair Simmons recommended changing the order of the agenda, postponing Item 4 until the General Manager arrived. The agenda was approved as amended.

**Public Comment - None**

**Approval of Minutes of November 4, 2010**

The minutes were approved as presented.

**CCCTA Website User Information**

Mary Burdick presented for review and discussion the website user statistics for November, which were compared against activity in October. Activity in November was as follows.

Total Visitors: 24,448

Unique (unduplicated) Visitors: 13,758

Page Views: 101,420

Average Pages/Visit: 3.59

Average Time on Site: 3:39

Also included was a list of the top 50 pages viewed, and definition of terms.

**Review of Election Results and the Impact on Transit**

Rick Ramacier provided a report prepared by the California Transit Association that outlines the interaction between Propositions 22 and 26 and the gas tax swap. Mr. Ramacier cautioned that there are a wide range of things that could happen as a result of the election, and to resist making decisions on what we think may happen. The Committee discussed scenarios presented as best case and worst case scenarios, and the impact of each to County Connection. Mr. Ramacier noted that he expects to see something formulating as early as January when the new Governor releases his budget forecast. He will be following this very closely and keep the MP&L Committee and Board updated.

Director Worth suggested that with any energy CCTA is putting into this review, we need to make sure that transit comments and concerns are considered.

**Analysis of Student Ridership**

Anne Muzzini provided a report on student ridership tracking and reporting. Even though County Connection eliminated the student/youth fare media several years ago, operators are asked to count student ridership separately, and on some routes this will be a judgment call by the operator. The 600 series routes introduced in March 2009 are designed around student needs, and school bell times. Almost all of these riders are students. In FY2010 student/youth ridership represented 11% of our ridership.

**Review of Student Outreach In FY2010 and FY2011**

Mary Burdick provided an overview of the student programs that took place in FY2010. The total number of Class Passes, Bus 2 U, Large Group presentations, and Facility Tours was reported, as well as the total

number of students and adults who participated. Ms. Burdick emphasized that every effort was being made to keep the popular Class Pass program alive, however, the classroom presentations were not being made at this time.

**Short Range Transit Plan – Operations Plan**

Anne Muzzini presented the updated Operations Plan component of the SRTP which outline service and ridership levels and how each route ranks in terms of marginal cost per passenger. Tables ranking each route included any subsidies provided to support the route, such as Measure J, and RM2, to highlight the actual cost per passenger as it related to TDA revenue. Director Worth suggested adding a column to provide a brief description of the area served by each route, and suggested that the symbols used on map to depict ridership levels be different shapes so they stand out more clearly. No further changes were recommended. Ms. Muzzini noted that the final chapter will most likely be complete in March, at which time she will request that the completed document be forwarded to the Board for approval.

**Next Meeting Date:** Thursday, January 6, 2011 at 8:30 AM in the WC City Offices/City Managers conference room

**Adjournment:** The meeting was adjourned at 9:20 AM

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

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**Date**