

To: Marketing, Planning, & Legislative Committee

Date: January 25, 2011

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By:

SUBJECT: FY2011 Mid-Year Pass Sales Activity

SUMMARY OF ISSUES:	CCCTA Marketing Manager monitors pass sales trends on a regular basis.
FINANCIAL IMPLICATIONS:	Pass sales accounts for approximately 30% of all fare revenue. CCCTA strives to increase the use of discount passes among riders. The use of discount passes contributes to better boarding efficiency and passenger loyalty.
RECOMMENDATION:	For information and review
ATTACHMENTS:	FY2011 Mid-Year Pass Sales Activity

BACKGROUND INFORMATION:

Pass Sales Activity

The CCCTA Marketing Manager monitors pass sales tracking the sales patterns of various CCCTA fare instruments. In the past two years we've experienced a decline in the sale of the monthly pass and the commuter card. The pricing structure of the monthly pass is a value to those using the bus at least twice a day, five days a week. Passengers using the bus less frequently find a better value in the 12-Ride punch passes that do not expire. We can see the seasonal drops in the sale of monthly passes during months where there are holidays, and school breaks.

The 12-Ride punch card continues to be the preferred fare instrument with fewer peaks and valleys in sales volumes. Usually sales increase in the fall with the beginning of the school year, and are in part due to the fact that 511 Contra Costa and the City of San Ramon have purchased 12-Ride passes for the Back to School transit incentive programs.

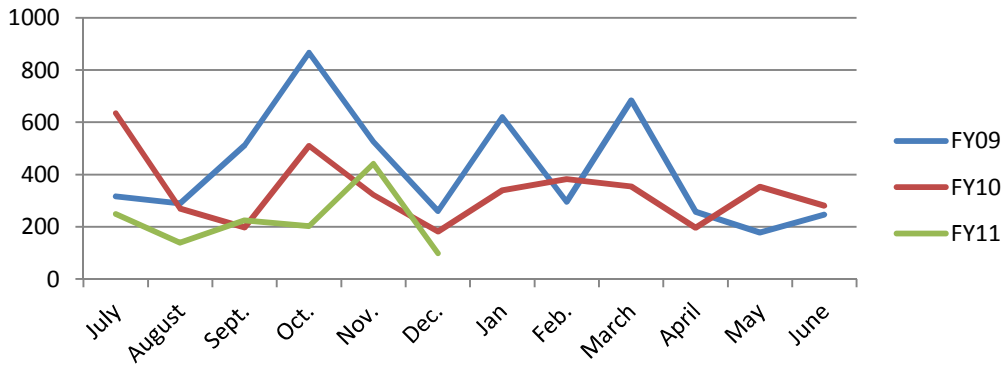
Sale of the Disabled/Senior 20-Ride pass saw a healthy increase in FY10 with the elimination of the free mid-day service program in late FY09. Sales volume is returning to pre-service cut levels.

Commuter Card pass sales this year, while not sold in large volume are consistent with sales volume in FY10. The Commuter Card consists of 20 full fare punches and 20 BART transfer fare punches, and does not expire.

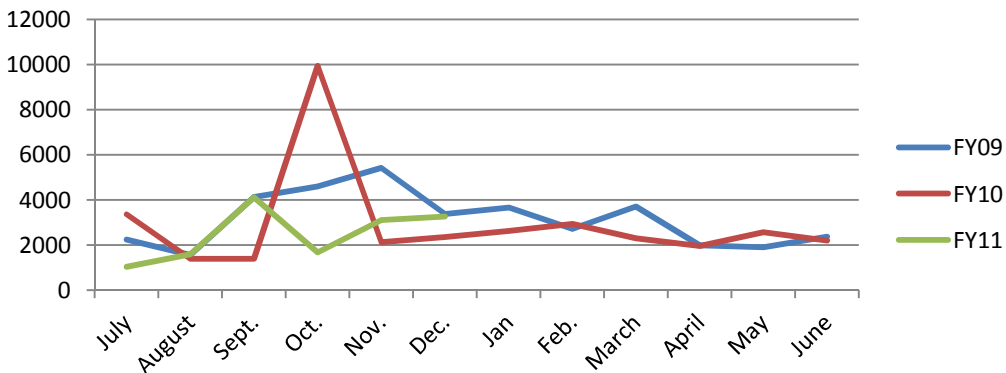
FY2010/2011 Pass Sales Activity

FY10	Monthly	Adult 12-Ride	Senior 20-Ride	Comm.	Route 8	S. Youth	Ticket Volume	Total Revenue*
July (FY09)	77	902	274	-	-		-	\$22,977
July	635	3,365	2,010	77	55	329	6,471	\$143,759
August	270	1,393	967	177	100	306	3,213	\$70,034
Sept.	198	1,388	296	123	8	639	2,652	\$59,041
Oct.	510	9,948	1,231	164	130	337	12,320	\$260,064
Nov.	323	2,123	629	102	4	0	3,181	\$75,212
Dec.	182	2,360	549	91	154	0	3,336	\$71,290
Subtotal	2,118	20,577	5,682	734	451	1,611	31,173	\$679,400
Jan	340	2618	905	66	2	0	3,931	\$91,623
Feb.	382	2933	720	126	2	0	4,163	\$97,486
March	354	2296	631	119	4	0	3,404	\$81,494
April	196	1959	600	104	20	0	2,879	\$65,340
May	353	2573	719	113	0	0	3,758	\$88,062
June	281	2203	742	107	2	106	3,441	\$78,032
Total	6,219	56,638	15,955	2,103	932	3,328	83,922	1,883,814
Compared To 09	81.2%	95.8%	135.8%	65.9%	89.6%	67.5%	95.2%	103.4%
FY11	Monthly	Adult 12-Ride	Senior 20-Ride	Comm.	Route 8	S. Youth	Ticket Volume	Total Revenue*
July	249	1038	720	136	0	197	2,340	\$54,895
August	139	1580	439	108	0	474	2,740	\$58,000
Sept.	225	4116	917	103	0	537	5,898	\$121,838
Oct.	202	1671	312	122	0	68	2,375	\$56,120
Nov.	441	3109	1106	105	0	242	5003	\$113,060
Dec.	98	3267	374	79	0	0	3818	\$79,990
Jan								
Feb.								
March								
April								
May								
June								
Total	1,354	14,781	3,868	653	0	1,518	22,174	\$483,903
Compared to First Half FY10	63.9%	71.8%	68.1%	89.0%	0.0%	94.2%	71.1%	71.2%

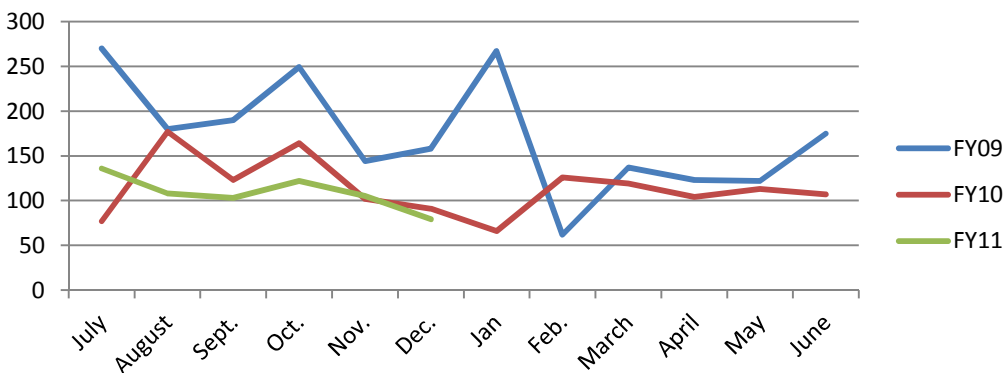
Monthly Pass



12 Ride Pass



Commuter Card



Disabled/Senior Pass

