

MEETING
Marketing, Planning & Legislative Committee
Walnut Creek City Office
City Manager's Conference Room, 3rd Floor
1666 North Main St., Walnut Creek, CA
February 3, 2011, 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 December 2, 2010 Meeting* - **Action**
4. 2011 Federal Legislative Program* - **Action**
5. State Legislation-Oppose legislation to add MTC seats from Oakland and San Jose*- **Action**
6. Short Range Transit Plan-Capital Plan* - **Action**
7. CCCTA Website User Information* - **Information**
8. 2010 Bus Advertising Revenue Summary* - **Information**
9. FY2011 Midyear Pass Sales Activity* - **Information**
10. Community Events* - **Information**
11. Next Meeting – Thursday, March 3, 2011
12. Adjournment

*Enclosure

FY 2010/11 MP&L Committee
Bob Simmons, Walnut Creek-Chair
Candace Andersen, 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.

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, 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

Mary Burdick
Manager of Marketing

Date

TO: MP&L Committee
FROM: Rick Ramacier
General Manager

DATE: January 27, 2011
SUBJECT: Draft 2011 Federal Legislative
Program

Summary

Attached is the draft 2011 County Connection Federal Legislative Program. You will note that it is short, and focused on funding. This draft program calls for a healthy re-authorization of the federal transportation bill, transit funding to be included in any energy or clean air legislation, and for the return of federal transit operating assistance. The draft federal program argues that additional federal investment in transit will create and sustain jobs, work to make the country more energy independent, serve to help clean up the environment, and to reduce congestion and so forth.

All of the ideas in the program will be in play in the Congress this year. However, only the re-authorization of the federal transportation program will likely have a meaningful chance to be enacted. However, the other ideas offer transit the opportunity to keep in the minds of Congress, our great funding needs and why public transit is important.

Action Requested

Staff asks that you review and comment on the draft 2011 County Connection Federal Legislative Program at your meeting on February 3, 2011. And, staff asks that you forward this to the full Board of Directors for approval.

**CENTRAL CONTRA COSTA
TRANSIT AUTHORITY**

**2011 Fact Sheet
And
Federal
Legislative
Program**

Central Contra Costa Transit Authority (CCCTA) -A joint powers agency of 11 jurisdictions, including: the cities of Clayton, Concord, Lafayette, Martinez, Orinda, Pleasant Hill, San Ramon, Walnut Creek; the towns of Danville and Moraga; and the unincorporated areas of central Contra Costa County. Contra Costa County is one of the nine counties that make up California's San Francisco Bay Area.

CCCTA serves a dynamic and diverse modern suburban area that is geographically spread out. Serving such an area is both challenging and rewarding. CCCTA patrons are ethnically and economically diverse, and often transit dependent. Without CCCTA services, many central Contra Costa County residents would have no transportation available for work, school, medical appointments or to take advantage of recreational opportunities. For them CCCTA is a life sustaining service!

CCCTA is overseen by an 11-member Board of Directors, and provides both fixed-route and ADA paratransit services.

DEMOGRAPHIC SNAPSHOT

- **77% OF CCCTA RIDERS ARE TRANSIT DEPENDENT**
- **60% OF CCCTA RIDERS ARE MINORITIES**
- **48% OF CCCTA RIDERSHIP IS OF LOW INCOME EARNING \$25,000 OR LESS**
- **SERVICE AREA:** 200 SQUARE MILES
- **SERVICE AREA POPULATION:** 482,400
- **FY2011 OPERATING BUDGET :** FIXED ROUTE - \$25,677,206
PARATRANSIT - \$5,592,340
- **ANNUAL RIDERSHIP:** 3,413,240 (FIXED-ROUTE & PARATRANSIT)
- **FLEET SIZE:** 131 FULLY ACCESSIBLE BUSES, ALL EQUIPPED WITH BICYCLE RACKS
67 PASSENGER VANS (PARATRANSIT)

SERVICE CHARACTERISTICS

FARES:

- Fixed-route: Regular fare \$2.00, Express fare \$2.25 (Discounted fares available through various pass programs.)
- Paratransit: \$4.00 per trip

FIXED-ROUTE SERVICE

- Operates 23 weekday routes, 7 express routes, and 10 weekend routes
- Service frequency on most routes is between 30 and 90 minutes
- CCCTA fixed-route service is fully accessible

PARATRANSIT SERVICE

- January 1990 CCCTA assumed responsibility for public paratransit service in central Contra Costa
- Number of registered ADA clients as of January 2011 is 8,019

CONTRACT SERVICE

- Contract service for employees at Bishop Ranch Business Park in San Ramon, Chevron USA, Galaxy Office Park, Concord Airport Plaza, St. Mary's College in Moraga, and JFK University in Pleasant Hill
- Free Walnut Creek shuttle service connecting downtown shopping with business and BART
- Ace Shuttle operates between central county park & ride lots and the Pleasanton ACE train station

FEDERAL LEGISLATIVE PLATFORM

Position #1: County Connection calls for a doubling of the federal transit program in the reauthorization of SAFETEA-LU as well as the inclusion and adoption of the American Public Transportation Association (APTA) Recommendations.

Background

SAFETEA-LU expired in 2009. Reauthorization of this legislation is critical to the success of public transit. The County Connection uses federal funding for the timely replacement of buses and paratransit vehicles, for other critical capital programs, and for preventive maintenance. County Connection has historically relied on federal funding for the bulk of its capital funding of about \$4 million on an annual basis.

Justification

The transit needs in America are great. The National Surface Transportation Policy and Revenue Study Commission calls for a five-fold increase in federal transit investment to meet the transit needs of the nation. Public transit plays a significant role in reducing deadly greenhouse gases, promotes energy independence and conservation, allows low income people to fully participate in society as productive citizens, provides badly needed transportation to minors, provides congestion relief, and enhances safety.

A recent study by the Economic Research Development Group shows that for every \$1 billion dollars invested in public transit, 30,000 jobs are created. These jobs are often well paying blue-collar "green jobs". The jobs created and saved allow public transit to provide services that encourage commuters to get to and from work in a "green" manner.

Position #2: County Connection urges Congress to include transit as part of any legislation on global warming, reducing greenhouse gases, and/or pursuing energy independence, including allowing for transit to be eligible to receive related funding and or participate in cap and trade type programs.

Background

Congress is considering legislation to reduce greenhouse gases and reverse global warming. Also, Congress may take up legislation to further American energy independence. These legislative efforts will offer the opportunity to help public transit provide services that will work to reduce greenhouse gases and create energy independence.

Justification

Increasing and improving public transit service is one of the best ways to reduce greenhouse gases and to increase energy independence. Improving public transit service increases the likelihood that individuals will drive less and take transit more. Greater transit usage will improve air quality, reduce greenhouse gases, and further energy independence through lower fuel usage. In order for transit to provide improved services, transit will need additional resources. Thus, it is very appropriate to provide those resources in legislation aimed at reducing greenhouse gases or increasing energy independence. Additionally, it is appropriate to allow transit to participate in local cap and trade programs.

Position #3: County Connection calls for the restoration of federal operating assistance.

Background

Public transit throughout America lacks the necessary funding to operate and maintain all of the bus and rail cars needed to provide quality and timely transit service. Thus, transit systems across the country have made, and continue to make massive cuts in transit service.

Justification

It is in the national interest to have reliable, efficient, and dependable transit service throughout the country. Having sufficient and reliable operating funds is crucial for transit to do all things that are needed and wanted. Local and state government cannot provide all the operating funds that transit needs. The federal government must be a full partner in funding public transit operations.

COUNTY CONNECTION GOES GREEN

- In 2006 County Connection was named Transit Facility of The Year by the California Water Environment Association for practices and programs that protect the watershed from pollutants that could enter the environment through storm drains.
- In 2010 County Connection will introduce nine new hybrid diesel/electric vehicles to the fleet.
- All County Connection buses are fueled with clean diesel and are equipped with modern particulate filtration devices, reducing emissions by 85% over older vehicles.
- All County Connection buses are manufactured with more recyclable materials. The aluminum body structure is 100% recyclable, and the stainless steel under structure combats corrosion so at the end of the service life, more of the structure is available for recycling.
- County Connection is currently transitioning from a physical to a virtual server network system, which will reduce our power consumption by over 60%.
- By switching to a satellite controlled irrigation system that monitors weather, water consumption is reduced by over half. Only drought resistant plants are used at the facility.

TO: MP&L Committee
FROM: Rick Ramacier
General Manager

DATE: January 27, 2011
SUBJECT: Oppose Legislation to add MTC
Seats from Oakland & San Jose

Background

The Metropolitan Transportation Commission (MTC) will seek legislation this year to add a Commissioner from Oakland and a Commissioner from San Jose. This will dilute the influence and ability of our two Contra Costa County representatives on MTC to work on behalf of Contra Costa County transit interests at MTC.

Over the past 10 years or so, MTC has frequently acted in a manner not supportive of suburban bus service. Long before the state began to take away our State Transit Assistance (STA) funding, MTC began to take some of our STA to support “regional” projects that had more value to the urban core of the Bay Area. This development grew out of a desire to move money to the urban core by many political interests within the urban subareas of the Bay Area. Giving Oakland and San Jose more power on MTC will only serve to exacerbate this.

Moreover, the Transit Sustainability Project (TSP) that MTC is conducting will make significant recommendations to the Commission regarding transit funding. These recommendations could have a profound impact on bus transit in Contra Costa County. Stacking the policy deck more in the favor of Oakland and San Jose will make it harder to fight recommendations from the TSP that are detrimental to public transit in Contra Costa County.

For these reasons, staff recommends that you oppose any legislation that would add MTC seats for Oakland and San Jose, or San Francisco for that matter. Such legislation will be introduced within the next few weeks.

Action Requested

Staff respectfully requests that the MP&L Committee forward to the Board of Directors, a recommendation to oppose legislation to add MTC seats for Oakland, San Jose, or San Francisco.

To: Marketing Planning & Legislative Committee
From: Laramie Bowron, Manager of Planning

Date: February 3, 2011

SUBJECT: Short Range Transit Plan (SRTP) Capital Plan - DRAFT

SUMMARY OF ISSUES: The Short Range Transit Plan serves as CCCTA's operating and financial document. It is used to support the allocation of federal funds for bus replacement and documents operating budget scenarios. A major component of the SRTP is the Capital Plan, which lays out capital expenditures and revenues on a ten-year horizon. This allows staff to project future capital needs and allows them the time to potentially refocus expenditures as well as pursue new revenues to ensure a balanced capital budget.

Components of this year's Capital Plan include:

- Use of leftover funds from the Diablo Valley College project and the 40 bus procurement for the proposed Intelligent Transportation Systems (ITS) project.
- Downsize the fleet by 10 buses, re-directing the \$5.5 million in FTA 5307 funding to preventive maintenance.
- Increases in Proposition 1B funding over last year's amount. CCCTA has been allocated \$4.8 million compared to \$1 million allocated in FY 2009-10. These funds are contingent upon the sale of State Bonds and staff is planning on using these funds toward the local match of CCCTA's FY 2011-12 fixed-route and paratransit bus purchases as well as necessary investments in facility rehab.

RECOMMENDATIONS: Staff recommends that the Committee review the attached Capital Plan section of the SRTP for inclusion in the draft document that will go the Board for approval in the coming months.

Attachment A: Capital Program Summary

Attachment B: Revenue Fleet Replacement Schedule

Attachment A: Capital Program Summary

Non Vehicle Capital Projects	FY11	FY12	FY13	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20	Total
Facility Equipment (furniture, office equip., IT projects)	\$220,000	\$215,000	\$115,000	\$230,000	\$120,000	\$325,000	\$130,000	\$325,000	\$135,000	\$135,000	\$1,950,000
Equipment	\$303,000	\$170,000	\$102,000	\$165,000	\$155,000	\$85,000	\$65,000	\$100,000	\$150,000		\$1,295,000
Facility Maintenance	\$154,500	\$159,135	\$163,909	\$168,826	\$573,891	\$578,956	\$608,841	\$627,106	\$645,920	\$665,297	\$4,346,381
Facility Rehab		\$3,391,468									\$3,391,468
Facility Security Project	\$116,919	\$116,919	\$116,919	\$116,919	\$116,919	\$116,919	\$116,919	\$116,919	\$116,919	\$116,919	\$1,169,190
ITS	\$1,000,000										\$1,000,000
Signage and Street Amenities					\$500,000				\$500,000		\$1,000,000
Pacheco Hub			\$3,500,000								\$3,500,000
Non Vehicle Project Total	\$1,794,419	\$4,052,522	\$3,997,828	\$680,745	\$1,465,810	\$1,105,875	\$920,760	\$1,169,025	\$1,547,839		\$16,734,823
Non Revenue Fleet	\$57,289		\$205,964	\$111,290		\$103,562	\$182,415	\$70,458		\$293,925	\$730,977
Revenue Fleet	\$4,216,000	\$7,692,000	\$5,727,790	\$46,496,064	\$388,156	\$4,075,710		\$276,363	\$862,797	\$893,269	\$69,734,880
Grand Total Capital	\$6,067,708	\$11,744,522	\$9,931,582	\$47,288,100	\$1,853,966	\$5,285,146	\$1,103,175	\$1,515,846	\$2,410,636	\$1,187,195	\$87,200,681

	FY11	FY12	FY13	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20	Total
Total Capital Program Cost	\$6,067,708	\$11,744,522	\$9,931,582	\$47,288,100	\$1,853,966	\$5,285,146	\$1,103,175	\$1,515,846	\$2,410,636	\$1,187,195	\$88,387,875
Capital Funding											
Federal 5307 - Replacement Vehicle	\$2,996,800	\$6,172,816	\$4,584,783	\$37,503,725	\$304,740	\$3,138,819		\$206,141	\$669,642	\$706,554	\$56,284,020
Prior Year Federal 5307	\$800,000										\$800,000
Prop 1B - PTMISEA	\$1,098,757	\$4,854,652	\$1,098,757	\$1,098,757	\$1,098,757	\$1,098,757	\$852,971	\$8,544,270			\$19,745,678
Prop 1B - TSGP - Security	\$116,919	\$116,919	\$116,919	\$116,919	\$116,919	\$116,919	\$116,919	\$116,919	\$116,919	\$116,919	\$1,169,190
Prior Year Prop 1B DVC	\$700,000										
Bridge Toll Estimate	\$300,000	\$300,000	\$300,000	\$1,500,000	\$300,000						\$2,700,000
Prior Year Pacheco Funding			\$1,982,000								\$1,982,000
Prior Year TDA - Capital	\$500,000		\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	
Capital Funding Estimate	\$6,512,476	\$11,444,387	\$8,282,459	\$40,419,401	\$2,020,416	\$4,554,495	\$1,169,890	\$9,067,330	\$986,561	\$1,023,473	\$84,457,415
Prior Year Carryover		\$11,889,156	\$8,427,093	\$38,914,912	-\$6,352,772	-\$3,652,243	-\$7,767,499	\$196,656	-\$332,629	-\$1,719,792	
Capital Surplus	\$444,768	\$144,634	-\$1,504,489	-\$8,373,187	-\$8,206,738	-\$8,937,389	-\$8,870,674	-\$1,319,190	-\$2,743,265	-\$2,906,987	-\$39,365,531

Attachment B: Revenue Fleet Replacement Schedule

Revenue Fleet - Fixed Route

#	Description	Series	Year in Service	MTC's Useful Life	Replacement Year	Next Replacement
10	Heavy Duty bus - 40'	2000-2009	2000	12	2012	2024
7	Heavy Duty bus - 30'	100-129	2001	12	2013	2025
14	Heavy Duty bus - 40'	200-213	2002	12	2014	2026
18	Heavy Duty bus - 30'	300-317	2002	12	2014	2026
13	Heavy Duty bus - 35'	400-412	2002	12	2014	2026
19	Heavy Duty bus - 40'	500-518	2002	12	2014	2026
40	Heavy Duty bus - 40'	900-940	2010	12	2022	2034
<hr/>						
121						

Revenue Fleet - Paratransit

38	Ford Cutaways - 22'	2L01-38	2002	5	2011	2016
4	Ford Cutaways - 24'	2L39-42	2002	5	2011	2016
4	Ford Cutaways - 22'	4L01-4	2004	7	2012	2019
4	Ford Minivan	4L05-8	2004	6	2012	2018
6	Ford Cutaways - 22'	5L01-6	2005	7	2013	2020
3	Chevy Microvan	7L01-03	2007	6	2013	2019
1	Ford Minivan	7L04	2007	6	2013	2019
3	Ford Cutaways - 22'		2008	7	2015	2022
<hr/>						
63						

Fixed Route Fleet

#	Description	FY 11	FY 12	FY 13	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20
40	Heavy Duty bus - 40'										
10	Heavy Duty bus - 40'		10								
7	Heavy Duty bus - 30'			7							
14	Heavy Duty bus - 40'				14						
18	Heavy Duty bus - 30'				18						
13	Heavy Duty bus - 35'				13						
19	Heavy Duty bus - 40'				19						
<hr/>											
	Sub Total 40' Foot		10		33						
	Sub Total 35'				13						
	Sub Total 30'			7	18						
<hr/>											
	Grand Total		10	7	64						

Paratransit Fleet

38	Ford Cutaways - 22'	38					38				
4	Ford Cutaways - 24'	4					4				
4	Ford Cutaways - 22'		4							4	
4	Ford Minivan		4						4		
6	Ford Cutaways - 22'			6							6
3	Chevy Microvan			3						3	
1	Ford Minivan			1						1	
3	Ford Cutaways - 22'					3					
<hr/>											
	Total under 26'	42	4	6		3	42			4	6
	Total under 22'		4	4					4	4	

To: Marketing and Planning Committee

Date: January 26, 2011

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By:

SUBJECT: Website Use

SUMMARY OF ISSUES: Since the redesigned website was introduced in the fall, the MP&L Committee has reviewed use patterns. The attached report presents December data. Use information for January 2011 will be provided at the meeting.

FINANCIAL IMPLICATIONS: None

RECOMMENDATION: For information and review

ATTACHMENTS: Use overview and content over report.

	<u>Dec. 2010</u>	<u>Nov. 2010</u>	<u>Oct. 2010</u>
Visitors	25,499	24,448	26,931
New Visits	41.75%	43.91%	45.72%
Unique Visitors	13,576	13,758	14,950
Pages Per Visit	3.57	3.59	3.77
Avg. Time On Site	3:17	3:59	3:31
Bounce Rate*	28.22%	29.75%	27.33%

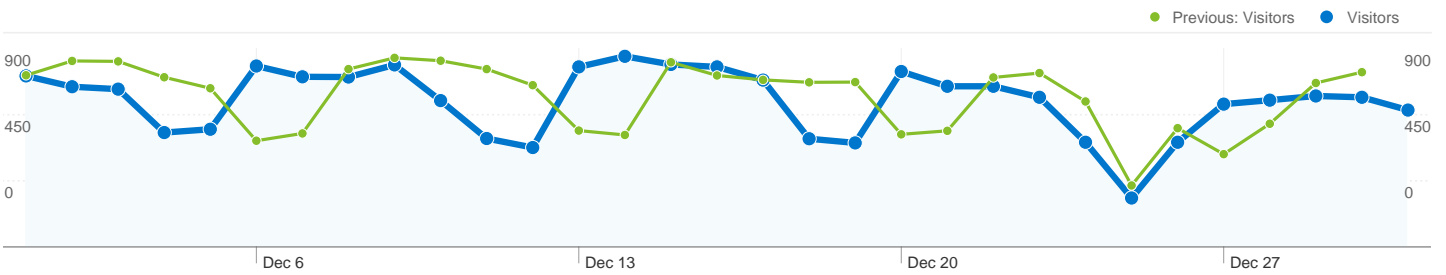
TERMS

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

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

Unique Visitors – Total number of unduplicated visitors during time period.

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



13,576 people visited this site

25,499 Visits
Previous: 25,236 (1.04%)

13,576 Absolute Unique Visitors
Previous: 13,784 (-1.51%)

90,942 Pageviews
Previous: 90,213 (0.81%)

3.57 Average Pageviews
Previous: 3.57 (-0.23%)

00:03:17 Time on Site
Previous: 00:03:26 (-4.53%)

28.22% Bounce Rate
Previous: 29.63% (-4.75%)

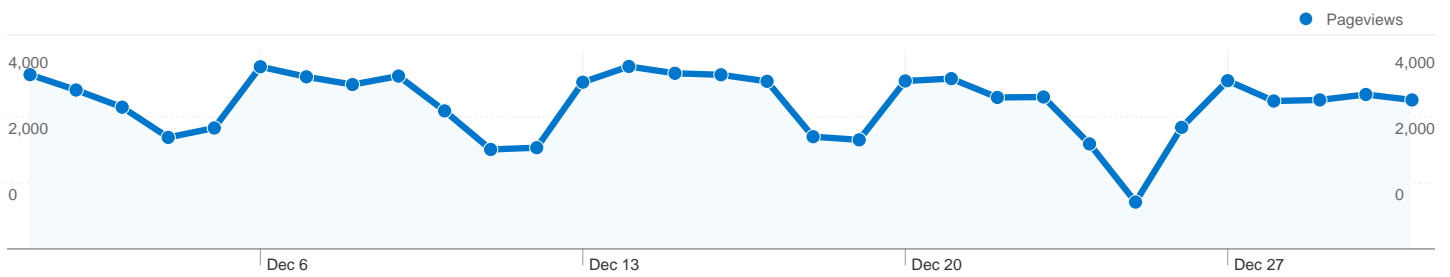
41.75% New Visits
Previous: 43.78% (-4.64%)

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			Cable		
Dec 1, 2010 - Dec 31, 2010	9,265	36.33%	Dec 1, 2010 - Dec 31, 2010	11,652	45.70%
Nov 1, 2010 - Nov 30, 2010	9,400	37.25%	Nov 1, 2010 - Nov 30, 2010	10,936	43.33%
% Change	-1.44%	-2.45%	% Change	6.55%	5.45%
Safari			Unknown		
Dec 1, 2010 - Dec 31, 2010	7,863	30.84%	Dec 1, 2010 - Dec 31, 2010	6,081	23.85%
Nov 1, 2010 - Nov 30, 2010	7,788	30.86%	Nov 1, 2010 - Nov 30, 2010	5,690	22.55%
% Change	0.96%	-0.08%	% Change	6.87%	5.77%

Firefox		
Dec 1, 2010 - Dec 31, 2010	4,940	19.37%
Nov 1, 2010 - Nov 30, 2010	4,888	19.37%
% Change	1.06%	0.02%
Chrome		
Dec 1, 2010 - Dec 31, 2010	2,567	10.07%
Nov 1, 2010 - Nov 30, 2010	2,326	9.22%
% Change	10.36%	9.22%
Mozilla Compatible Agent		
Dec 1, 2010 - Dec 31, 2010	118	0.46%
Nov 1, 2010 - Nov 30, 2010	107	0.42%
% Change	10.28%	9.14%

DSL		
Dec 1, 2010 - Dec 31, 2010	5,453	21.39%
Nov 1, 2010 - Nov 30, 2010	5,343	21.17%
% Change	2.06%	1.01%
T1		
Dec 1, 2010 - Dec 31, 2010	1,985	7.78%
Nov 1, 2010 - Nov 30, 2010	2,941	11.65%
% Change	-32.51%	-33.20%
OC3		
Dec 1, 2010 - Dec 31, 2010	246	0.96%
Nov 1, 2010 - Nov 30, 2010	255	1.01%
% Change	-3.53%	-4.52%



1,233 pages were viewed a total of 90,942 times

Content Performance

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index	
90,942 % of Site Total: 100.00%	65,226 % of Site Total: 100.00%	00:01:17 Site Avg: 00:01:17 (0.00%)	28.23% Site Avg: 28.23% (0.00%)	28.03% Site Avg: 28.03% (0.00%)	\$0.00 Site Avg: \$0.00 (0.00%)	
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/	24,432	15,861	00:00:49	16.44%	16.24%	\$0.00
/maps-schedules/	6,627	4,035	00:00:56	13.26%	13.96%	\$0.00
/fares/	4,636	3,209	00:01:08	24.71%	21.81%	\$0.00
/how-to-ride/	2,243	1,584	00:00:48	35.42%	9.99%	\$0.00
/schedule/18/	2,128	1,660	00:02:13	58.11%	40.65%	\$0.00
/schedule/9/	2,106	1,650	00:02:38	62.11%	47.77%	\$0.00
/schedule/6/	1,933	1,648	00:03:19	83.76%	72.94%	\$0.00
/schedule/20/	1,847	1,473	00:02:20	67.35%	47.43%	\$0.00
/schedule/98X/	1,703	1,349	00:02:11	70.71%	47.97%	\$0.00
/schedule/21/	1,646	1,328	00:02:27	67.38%	47.57%	\$0.00
/schedule/10/	1,588	1,221	00:02:00	51.56%	45.28%	\$0.00
/schedule/16/	1,572	1,227	00:02:04	64.36%	42.88%	\$0.00
/driver-login/	1,426	676	00:03:11	38.01%	41.73%	\$0.00
/schedule/15/	1,386	1,097	00:02:12	71.17%	46.90%	\$0.00
/schedule/35/	1,301	989	00:02:12	56.94%	44.35%	\$0.00
/about/	1,253	971	00:00:35	22.73%	13.25%	\$0.00
/schedule/316/	1,249	963	00:01:59	63.48%	43.15%	\$0.00
/schedule/314/	1,208	978	00:02:11	73.30%	55.38%	\$0.00
/schedule/4/	1,189	916	00:02:09	69.50%	55.85%	\$0.00
/news/	1,167	759	00:00:24	47.62%	10.20%	\$0.00
/schedule/11/	1,105	869	00:01:24	55.83%	31.67%	\$0.00

/schedule/28/	1,057	844	00:02:04	85.71%	46.83%	\$0.00
/schedule/14/	1,004	809	00:01:58	58.39%	44.52%	\$0.00
/schedule/320/	922	761	00:01:25	85.64%	48.16%	\$0.00
/schedule/96X/	898	704	00:01:28	64.00%	40.76%	\$0.00
/schedule/36/	876	657	00:01:59	62.69%	36.99%	\$0.00
/schedule/95X/	833	664	00:01:05	20.14%	23.29%	\$0.00
/schedule/7/	757	570	00:02:14	57.75%	34.48%	\$0.00
/several-bus-schedules-change-december-26th/	740	460	00:01:17	61.54%	22.84%	\$0.00
/schedule/321/	733	605	00:02:12	78.18%	46.93%	\$0.00
/schedule/17/	719	575	00:01:48	63.95%	41.31%	\$0.00
/schedule/1/	707	540	00:02:06	59.38%	35.50%	\$0.00
/schedule/19/	682	514	00:01:45	53.85%	25.81%	\$0.00
/link/	648	484	00:00:48	40.43%	16.05%	\$0.00
/about/jobs/	588	350	00:00:54	52.63%	35.54%	\$0.00
/schedule/311/	578	456	00:01:33	53.49%	34.08%	\$0.00
/fares/where-to-buy/	508	372	00:01:47	75.00%	35.24%	\$0.00
/schedule/5/	496	380	00:01:42	46.67%	36.09%	\$0.00
/how-to-ride/paying-your-fare/	465	363	00:01:24	57.14%	15.91%	\$0.00
/schedule/2/	456	365	00:01:51	83.33%	41.67%	\$0.00
/county-connection-holiday-service-hours/	455	362	00:01:07	55.56%	27.69%	\$0.00
/schedule/97X/	449	348	00:01:39	43.59%	26.50%	\$0.00
/holiday-service-over-new-years-weekend/	444	328	00:01:14	78.57%	29.50%	\$0.00
/maps-schedules/school-routes-for-concordpleasant-hillwalnut-creek/	435	256	00:02:03	50.00%	22.53%	\$0.00
/schedule/93X/	353	267	00:02:02	61.90%	33.71%	\$0.00
/site-map/	351	238	00:00:47	0.00%	7.69%	\$0.00
/contact/	333	275	00:01:39	61.11%	36.64%	\$0.00
/schedule/92X/	333	247	00:02:13	44.12%	27.63%	\$0.00
/schedule/25/	316	244	00:01:16	70.00%	29.75%	\$0.00
/about/public-meetings/	299	166	00:00:18	57.14%	14.05%	\$0.00

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To: Marketing, Planning, & Legislative Committee

Date: January 26, 2011

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By:

SUBJECT: 2010 Bus Advertising Status Report

SUMMARY OF ISSUES:

CCCTA currently contracts with Lamar Transit Advertising in conjunction with other operators. In 2009 when the CCCTA bus advertising services contract was approaching expiration, the CCCTA Manager of Marketing met with staff from Wheels, Tri Delta and WestCAT to consider entering into a joint agreement for bus advertising services. Initial feedback from potential bidders indicated that by joining forces, greater financial returns could be enjoyed by all.

An RFP was released, requiring bidders to present two financial scenarios that included minimum guarantees for each agency based on one combined contract, and a scenario assuming three separate contracts. Four proposals were received. Three provided greater minimum annual guarantees for a combined contract, and one provided the same minimum guarantees regardless of whether there were four contracts or one.

As the lead agency, CCCTA made the final recommendation, and chose Lamar Transit Advertising, whose financial proposal was the highest. Wheels chose to opt out as they had two years remaining under their current contract, with a higher minimum guarantee than was proposed.

FINANCIAL IMPLICATIONS:

CCCTA entered into Contract with Lamar Transit Advertising effective January 1, 2010. The contract term is three years, with two option years, and is based on a 55% revenue share with a minimum annual guarantee. During 2010 CCCTA's revenue share was less than the guaranteed minimum, therefore the guaranteed \$450,000 was paid.

CCCTA's minimum annual guarantees for the duration of the contract are as follows:

Year One - \$450,000

Year Two - \$515,000

Year Three - \$525,000

Option Year One - \$535,000

Option Year Two - \$545,000

Furthermore, if during any year the minimum annual guarantee is exceeded, each agency will receive a share of the excess revenue. The CCCTA share is 80%.

RECOMMENDATION:

For information and review

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.

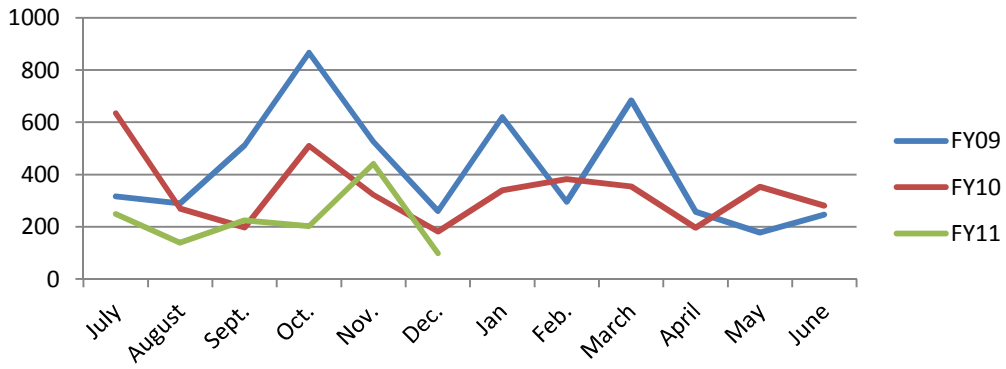
Sale of the Disabled/Senior 20-Ride pass saw a healthy increase in FY10 with the elimination of the free mid-day service program in late FY09. Sales volume is returning to pre-service cut levels.

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.

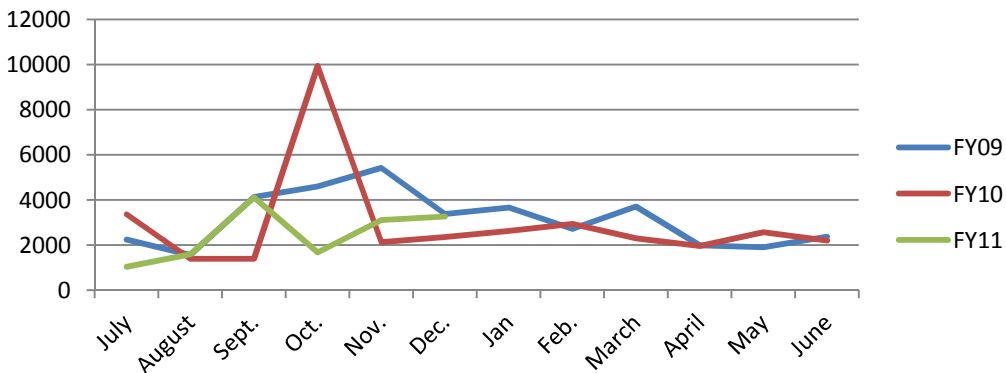
FY2010/2011 Pass Sales Activity

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%

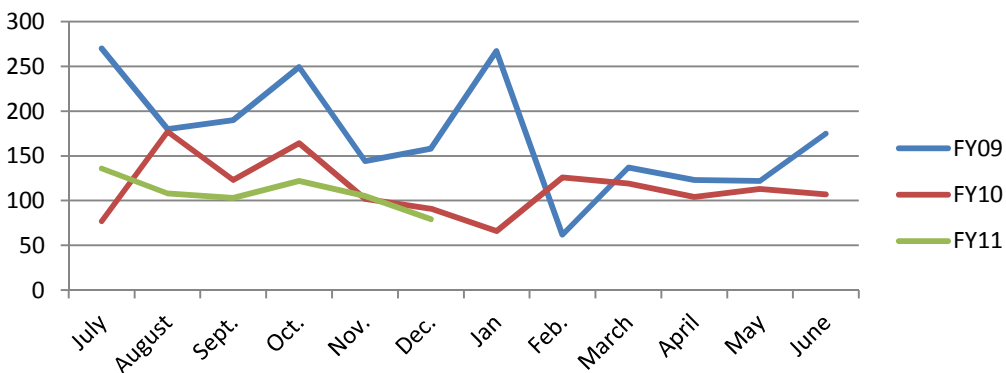
Monthly Pass



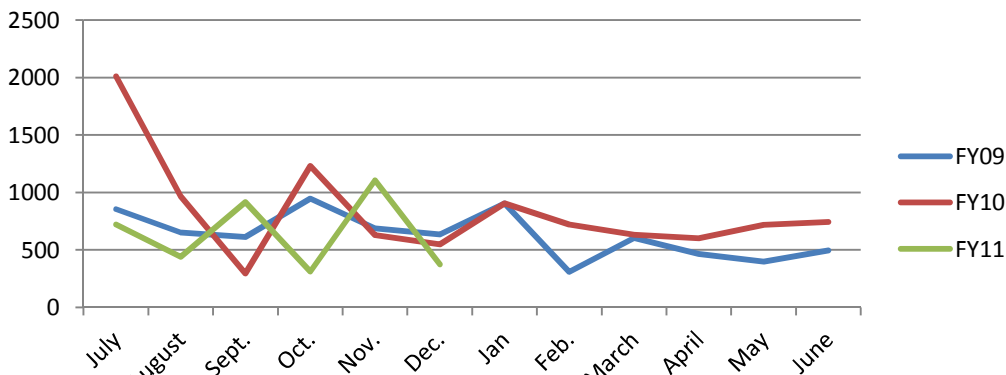
12 Ride Pass



Commuter Card



Disabled/Senior Pass



To: Marketing and Planning Committee

Date: January 26, 2011

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By:

SUBJECT: Community Events

SUMMARY OF ISSUES:

County Connection marketing staff continues to participate in select community events and to coordinate Class Pass field trips for schools with service along fixed routes in the service area. No business or community events were scheduled in January or to date for February. Class Pass trips were coordinated for the following schools:

1/14/11 – Del Amigo High – 23 students/4 adults

1/19/11 – Dougherty Valley High – 15 students/7 adults (special needs students)

1/25/11 – Diablo Hills County School – 24 students/6 adults

1/25/11 – John Muir Elementary – 30 students/10 adults

1/27/11 – John Muir Elementary – 30 students/10 adults

1/28/11 – John Swett Elementary – 44 students/10 adults

RECOMMENDATION:

For information only

FINANCIAL IMPLICATIONS:

None