

Summary Minutes

The meeting was called to order at 6:35 PM.

Citizens Advisory Members present were, Charles Evans, Beverli Marshall, and Gwen Stitzell.

County Connection (CCCTA) Staff present: Mary Burdick

Guests: None

Approval of Agenda

The agenda was accepted.

Approval of the Minutes of October 5, 2010

The minutes were accepted.

Public Comment

None

Restructuring the Advisory Committees

Ms. Burdick reported that representatives from both citizen groups were present at the October Board of Directors meeting. Both representatives expressed their committee's desire to remain autonomous, and their willingness to consider reducing the number of meeting in order to do so.

Ms. Burdick reported that there was a lively discussion with the Board asking staff to seek additional comments from the committees.

Three CAC members present reiterated their belief that the focus of both groups is too different to combine, and that if a combined committee were to meet during daytime hours, the likelihood of retaining and attracting members will be impacted – and will diminish the voice of the fixed-route riders.

The next step is for staff to gather further input and report back to the A&F Committee. Ms. Marshall asked that if any reports and/or recommendations come from the A&F Committee, that staff email the CAC members.

Community Outreach

Community Outreach was previously listed as *Goals*: Includes observations from riding and talking to bus patrons.

CAC Phone Line

No messages.

CCCTA Board and Committee Meetings

November Committee meetings have not taken place, and in some cases, no agenda has been posted. Ms. Burdick reported on the October meeting of the Board of Directors. There were two action items on the agenda – 1) The previously reported discussion on the restructuring of the two Citizen Committees, and; 2) a staff presentation of the new website. Ms. Burdick suggested that members check out the site and begin following CCCTA on either Facebook or Twitter.

Staff suggested that meeting the first Tuesday of the month means that the CAC will be learning of committee activity and recommendations after the fact, and may wish to consider a different meeting date later in the month.

September Fixed-Route Ridership Reports

The Committee reviewed the September ridership reports. Ms. Burdick pointed out that average weekday ridership in September (12,658 passengers) was higher than the August ridership of 10,763 passengers but 13% lower than September 2009 of 14,014 passenger. Productivity in September was equal to 16.7 passengers per hour as compared to August's figure of 14.7 passengers per hour. September and October are typically the highest ridership months of the year.

Rt. 4 Rider Survey

The CAC reviewed the results of the most recent survey of Route 4 riders. CCCTA repeated the same survey that was conducted in 2007 to determine how much/if the users of the free trolley have changed over the past several years. The survey was repeated to possibly help guide recommendations for cost saving measures to be presented to the City of Walnut Creek.

Results have changed very little. The majority of users are using the free service to go to work (33.2) or for shopping (25.4%). Most users live (42.2%) and work (53.5%) in Walnut Creek. The majority of users are adults – 87%, and most use activity takes place Wednesday – Fridays.

The next steps for CCCTA Planning staff is to develop and present options for the City of Walnut Creek.

Old Business

There was no old business

New Business

There was no new business

Committee Member Communications

None

The meeting was adjourned at 7:35 PM.

Mary Burdick, Manager of Marketing/Public Relations

Date