

**MEETING**  
**Marketing, Planning & Legislative Committee**  
**Walnut Creek City Office**  
City Manager's Conference Room, 3<sup>rd</sup> Floor  
1666 North Main St., Walnut Creek, CA  
**May 5, 2011, 8:30 A.M.**

**AGENDA**

1. Approval of Agenda Items – The Committee may hear, discuss, deliberate, and/or take action on any agendized item listed herein.
  2. Public Communication
  3. Approval of Minutes of April 7, 2011 Meeting\* - **Action**
  4. Legislation - Support SB582-Emmerson\* - **Action**
  5. Draft FY2012 Marketing Plan\* - **Review/Action**
  6. CCCTA Website User Information\* - **Information**
  7. Community Events\* - **Information**
  8. Next Meeting – Thursday, June 2, 2011
  9. Adjournment
- \*Enclosure

FY 2010/11 MP&L  
Committee  
Bob Simmons, Walnut Creek-Chair  
Candace Andersen, Danville  
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](mailto: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, April 7, 2011

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

Those present at the meeting were:

Members: Directors Amy Worth and Candace Andersen  
Staff: Rick Ramacier, Anne Muzzini, Laramie Bowron and Mary Burdick  
Guest: Ralph Hoffman

**Approval of Agenda**

The agenda was approved as presented.

**Public Comment**

Ralph Hoffman acknowledged the article in the Walnut Creek Journal covering the City Councils approval to continue funding the free trolley in the next fiscal year. He also reported on the difficulty Kaiser ophthalmology patients have getting to and from Saturday appointments as the Rt. 301 only runs as far as John Muir on the weekend schedule. He has issued a complaint with Kaiser and will suggest they subsidize the additional running time to have Saturday bus travel to Shadelands.

**Approval of the Minutes of March 3, 2011**

The minutes were approved as presented.

**Short Range Transit Plan – Final Review**

Laramie Bowron presented the final draft plan review and approval. The final draft addresses questions and suggestions submitted by members over the past several months as each chapter was reviewed individually. The SRTP provides information on the agency's operations, finance, and capital plans spanning a ten year period. The primary update to this year's "mini" SRTP is in the finance plan. Mr. Bowron provided three different operating budget scenarios with different funding growth/cut assumptions, and the corresponding fare increases and service cuts that would be necessary to maintain service over the 20 year period. All three scenarios assume a 4% cost growth rate after FY2012, and all highlight the importance of stable STA funds to this agency.

The Committee will recommend approval at the Board of Directors meeting, and asked staff to schedule a public hearing to take place at the Board meeting.

**Federal and State Legislative Update**

**Federal Budget**

Rick Ramacier outlined discussions that took place at the recent APTA Legislative Conference. Mr. Ramacier reported that the President's FY21 transportation budget and six year outline calls for a significant increase over the previous SAFETEA-LU transportation bill. His proposal would allow large areas with high unemployment to use a portion of the federal funds to support operations, create a Bus and Rail State of Good Repair Program, and combine new start and small start programs into the Transit Expansion & Liveable Communities program, broadening the project eligibility list. However, the proposal doesn't include any increase in revenue, or additional revenue sources. Neither the House nor the Senate have come out with details of their bills as of yet.

At this time, Mr. Ramacier suggests that a short term funding bill that leaves existing funding levels and formulas alone could be the best result for transit. At this time six year bill may not be advantageous.

**State Budget**

While the Governor has signed into law legislation that honors the STA commitment, budget talks have broken down, with no indications on how the \$14 billion shortfall will be filled. Mr. Ramacier explained that the Legislative Analyst Office is not fully supportive of the STA program – feeling that the State should not be funding local services.

### SB582 – Emerson

This is a bill sponsored by MTC and CTA allowing MTC to partner with the BAAQMD to adopt a commute benefit program that requires employers with 20 or more employees to participate. Mr. Ramaciers stated that while these programs can benefit CCCTA in terms of employer partnerships, this would have a cost to CCCTA. He has not had the opportunity to fully explore ridership/cost implications and therefore is not asking the Committee or the Board to take any action at this time.

Director Worth asked the General Manager – if this moves forward - to make sure that all elements are supportive of the subsidies we already have in place with various partners.

### MTC Transit Sustainability Project

The General Manager provided an update to the Committee on the work that's been done to date on the MTC project. The TSP has been divided into three areas: financial, service delivery, and institutional. Each area is connected to a technical advisory committee (TAC) made up of a select group of operators who will advise MTC staff. Work in the finance area is nearly complete, and service delivery is well under way.

With service and funding levels unsustainable, the project was undertaken to examine funding and service levels for the future. MTC staff expects to have the completed study available for public review later this summer. Brief highlights follow:

#### Financial Area

Consultants estimate \$235 million in savings from three areas: pension reform, bus operator work rule reform, reducing the cost of administrative services (seven large agencies studied) by nearly 5%.

#### Service Delivery Work

Focused on developing performance measures that systems will be expected to meet. Consultants are developing a set of service definitions with its own standards. Suburban operators have argued that standards need to reflect urban vs. suburban environments. First reports in the area of study are due very soon.

Director Worth stated that the new census data just released shows a dramatic increase in the transit dependent population in Central Contra Costa.

#### Institutional Work

While this area hasn't yet begun, or shared with anyone, it is one area that has received much attention in the press. This will look at how savings can be realized by consolidating some functions, such as customer service, ADA eligibility and purchasing.

### Earth Day Outreach Activities

Mary Burdick outlined several employer events that were taking place, and the activities around a Bay Area radio station Commuter Appreciation Day (April 21) promotion.

### CCCTA Website User Information

Mary Burdick provided information on website usage for the month of March, 2011.

### Community Events

Mary Burdick outlined the community events and school Class Passes scheduled for April.

**Next Meeting Date:** Thursday, May 5, 2011 at 8:30 AM in the Walnut Creek City Offices/City Managers conference room

**Adjournment:** The meeting was adjourned at 9:50 AM

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

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**Date**

**TO:** MP&L Committee

**DATE:** April 28, 2011

**FROM:** Rick Ramacier  
General Manager

**SUBJECT:** Support SB582- Emmerson

### **Background**

This is a sponsored bill by the Metropolitan Transportation Commission (MTC), and the California Transit Association (CTA) that would authorize MTC in partnership with Bay Area Air Quality Management District (BAAQMD) to adopt a commute benefit ordinance that requires employers with 20 or more employees to offer certain commute benefits.

Examples would include:

- Giving employees the option to pay for their transit, vanpooling or bicycling expenses with pre-tax dollars, as allowed by federal law.
- Offering employees a transit or vanpool subsidy.
- Provide employees with a free shuttle or vanpool operated by or for the employer.  
This legislation would create additional incentives to use and support public transit through largely private means.

### **Analysis**

The County Connection already provides this benefit option to its employees through participation in the regional Commuter Check program and by providing an employee shuttle between the our bus yard and the North Concord/Martinez BART Station. Thus, County Connection would incur no additional cost relative to this legislation.

This legislation though would provide additional incentives for commuters to use transit within our service area as well as provide a catalyst for additional business to replicate some of the things Sunset Development (Bishop Ranch) does with us. Places like Shadelands or other large employers may find it more compelling to assist us in providing transit services to their employees should SB582 pass. Thus, it is likely that County Connection ridership and possibly private financial assistance would increase under SB582.

It does not appear that SB582 would change our existing and successful relationship with Bishop Ranch.

### **Staff Recommendation**

Staff recommends that County Connection support SB582 for the reasons noted above. Thus, we request that you forward a recommendation to support SB582 to the Board of Directors.

**To:** Marketing and Planning Committee

**Date:** April 28, 2011

**From:** Mary Burdick, Sr. Manager of Marketing

**Reviewed By:**

**SUBJECT: FY2012 Draft Marketing Plan**

**SUMMARY OF ISSUES:** Each year the manager of marketing prepares a marketing plan that guides the activities of the department to promote CCCTA transit service. The plan identifies opportunities, challenges, and objectives for FY2012 and strategies planned to target various market segments.

**RECOMMENDATION:** Discussion/Approval

**FINANCIAL IMPLICATIONS:** The FY2012 Promotions budget requires \$104,000 to implement as presented.

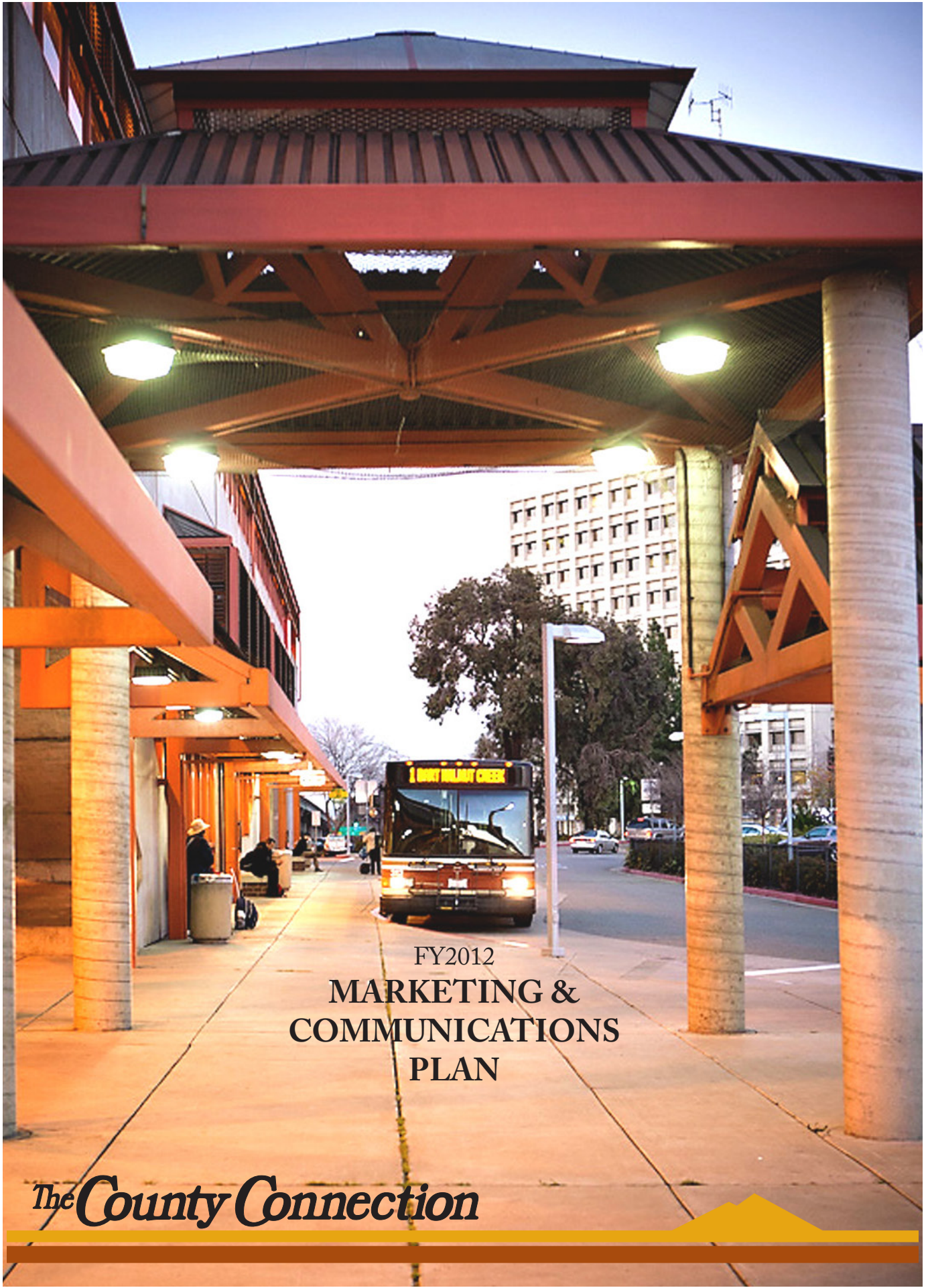
**OPTIONS:**

- 1) Approve the plan as presented
- 2) Suggest changes to the plan
- 3) Other action as directed

**ACTION REQUESTED:** Approval

**ATTACHMENTS:** Draft FY2012 Marketing & Communications Plan

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FY2012  
**MARKETING &  
COMMUNICATIONS  
PLAN**

*The County Connection*

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## MARKETING PLAN SUMMARY

The FY2012 Marketing Plan focuses on:

- Improvement and maintenance of the website
- Promoting real-time schedule information
- Improving customer service
- Street signage and shelter maintenance
- Community outreach with event shuttles
- Public/private partnerships

The FY2012 plan relies heavily on the newly refreshed website that includes a trip planner and mapping capabilities driven by google maps. The introduction of the bus time software will make the website a more valuable

tool for new riders who expect and value real time information. These enhancements will be an asset to the customer service department, and those calling County Connection for the first time.

One component of the marketing program involves providing current and potential riders with print materials such as schedules, tickets, and transfers, as well as notification of system changes, seasonal promotions, and joint promotions with transit partners.

The 2012 marketing efforts will emphasize the role County Connection plays as a vital part of our community in providing clean, efficient, and reliable transit service, with priority placed on providing up-to-date information at the bus stops and shelters. The shelter maintenance contractor will continue to be held to CCCTA's high standard.

Marketing efforts will continue to focus on community outreach through staff participation in community and business events. The promotions budget will allow CCCTA to operate shuttles for community events that attract people from throughout the service area. Staff is exploring the possibility of developing a unique paint scheme for up to three LINK vans to be used for limited community event shuttles and other special routes such as the Gael Rail Shuttle.

Finally, the FY 2012 marketing program will encourage ridership growth by promoting County Connection as an efficient, eco friendly and cost saving option to driving a car.





## SECTION I. FY2011 MARKETING HIGHLIGHTS

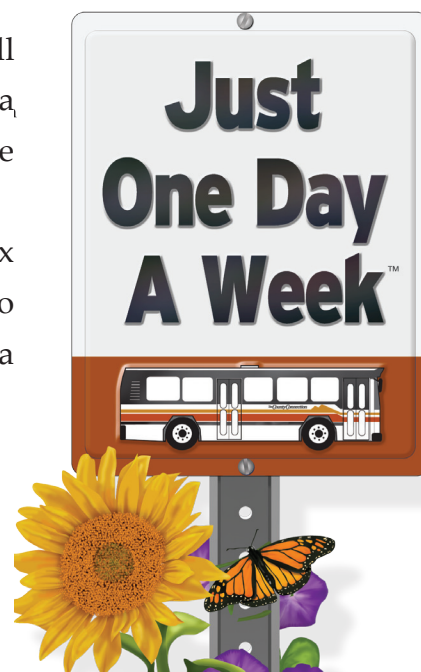
- The Diablo Valley College Transit Center was completed and opened for service in September, 2010. The opening of the center served as a positive example of a public/private partnership that benefits the public at large, and it received extensive media coverage.
- The County Connection website was completely redesigned to incorporate a more user friendly look and feel. Enhancements include conversion of the schedule data to the General Transit Feed Specifications (GTFS) format and the introduction of an on-line trip planner, a blog feature, and links to Facebook and Twitter social media pages.
- Emphasis was placed on the Customer Service function. Call center standards were revised and clearly defined. All members of the call center staff attended phone training tailored to our needs. Live call coaching and call monitoring guidelines were established to improve consistency and quality of customer response.
- Investing in the “Just One Day A Week” advertising campaign provided the marketing department with a wide array of “ready to use” print and electronic advertising materials to use throughout the year with a single message to encourage riders to use the bus “Just One Day A Week”.



## SECTION II. OPPORTUNITIES AND CHALLENGES

### OPPORTUNITIES

- 1) With gasoline prices exceeding \$4/gallon (and still climbing) commuters and students are looking at transit as a cost saving option. When fuel prices approached \$5/gallon three years ago, County Connection experienced ridership increases over 10%.
- 2) Implementing the Intelligent Transportation System (ITS) will allow passengers to access real time bus information from their computer and smart phone. Customer service will have access to this information as well, and will enable more accurate information to be given to callers.
- 3) Call center staff has been responsive to the new call procedures and are taking an active role in creating a professional, helpful and approachable customer service department.
- 4) The inclusion of social media into our marketing mix allows for direct communication with passengers who will help us spread our message to friends and media outlets.
- 5) “Just One Day a Week” continues to be a relevant message, and will remain a successful campaign that encourages increased ridership while conveying our social and environmental message.



### ADVERTISING REVENUES

- 1) Marketing staff carefully monitors the fixed-bus advertising inventory on a monthly basis to assure all advertising contracts are reported and revenues received.
- 2) Lamar Transit Advertising has had some success selling space on the vans to smaller, local businesses. Revenue generated in this fleet is separate from the revenue generated through the advertising contract for the fixed-route fleet.
- 3) The promotional 10-Ride Appreciation Pass continues to serve as a revenue neutral tool for outreach programs that encourage new riders in cooperative marketing campaigns with funding partners, such as 511 Contra Costa.

## CHALLENGES

- 1) Intense scrutiny aimed at public and government agencies in the media promote an overall negative perception of public agencies as inefficient bureaucracies that create a drain on taxpayers.
- 2) Marketing the system remains a challenge when service levels cannot be predicted.
- 3) Reduced promotions budget and staff layoffs result in less presence in the community, and in particular, the schools.
- 4) Maintaining a high profile and awareness levels with a limited budget for self promotion will remain a challenge.
- 5) Managing the website, social media, and web based schedule information will continue to be a challenging and time consuming task for staff.



## SECTION III. OBJECTIVES

### OBJECTIVES

1. Use the website as a valuable source of information for bus schedules, route information, trip planning, and special service announcements.
2. Expand the focus on providing high quality customer service through live call coaching.
3. Utilize the “Just One Day A Week” messaging to all market segments, utilizing media that will keep awareness of County Connection service high among residents, commuters, and school-aged passengers in our service area. Marketing staff at County Connection and Wheels will take advantage of cost sharing opportunities.
4. Strengthen relationships with offsite ticket vendors. Regularly promote the availability of ticket sales on the CCCTA website.
5. Produce schedules, information panels, and marketing and customer service materials in-house to keep costs down.
6. Seek opportunities to bring our messages and marketing materials to community groups and organizations who can provide not only potential new ridership, but also build community support for transit improvements.
7. Strengthen partnerships with other transportation advocates such as TRANSPAC, 511 Contra Costa , the Contra Costa Centre Association, and the Bishop Ranch Transportation Centre.
8. Seek opportunities to generate revenues through advertising and other partnerships.
9. Utilize Bus Ambassadors for assistance in community outreach and public events.



## SECTION VI. MARKET SEGMENTS

### Passenger Information

There are less funds for mass media campaigns, therefore the focus of County Connection's communications plan will be on the website, and on providing excellent customer service. The marketing department will continue to produce print materials in house, and manage distribution of these materials to offsite locations, and business and community events.

CCCTA will use free social networking sites such as Facebook and Twitter as a means of direct communication with our "fans", and the updated website includes a blog feature with every news item that is posted. An advantage of providing Google with GTFS data is that other applications can use it. Google Maps has a feature that shows bus stop locations and next bus arrival times based on the schedule data. New applications are likely to come in the next year. The introduction of "Bus Time" will provide real time bus locations and predict the arrival time for the riders stop. This will be a significant improvement and will be promoted in the media to the greatest extent possible.

### Strategy #1 - Commute Market

The commute market has always been a cornerstone of County Connection service. Changing a commuter's behavior requires clear knowledge of who we are, what we do, and where to get information. When a significant event takes place, such as the current increase in gasoline prices, commuters must know who to turn to, and will use the service if it is convenient and reliable. The improved access to information with the web based trip planning tools will be appreciated and utilized by this market segment in particular.



If gas prices continue to climb as predicted, County Connection should expect to see more commuters riding our buses. Ridership on the commute routes is up 39% March 2010 to March 2011, in part, due to gas price increases.

## Strategy #2 - Promote Fixed-Route Service to Student Markets

The youth market is an area where County Connection has seen a significant increase in ridership since the elimination of bus service in the Mt. Diablo Unified School District. With very few changes County Connection has been able to fill this void, with growth in student riders equal to 18% when comparing 2010 to 2011 school periods.



The student market is one best influenced at an early age. Traditionally, County Connection has greater success capturing the 10-14 year old age group as opposed to the older, high school age population. Several programs targeting the student market have been reduced, but the marketing department continues to support the elementary and middle schools through the Class Pass Program.

The **Class Pass Program** invites teachers to use County Connection fixed route buses during off-peak hours for class field trips. The bus trip is organized through the Marketing Department, and is provided free of charge. A small package containing age appropriate promotional items is provided to the teacher for the class.

The **Summer Youth Program** consists of a half price bus pass sold during the summer months. This program is heavily marketed within the schools at the end of the school year. Additionally 511 Contra Costa partners with CCCTA by promoting the half price ticket during school registrations in the fall. Promotional posters are distributed to schools, teen centers, recreation areas, community centers, etc. On-screen advertising during the summer will take place at the Brendan Theater in Concord.

Information on all youth oriented programs will be provided to organizations such as 511 Contra Costa and SWAT for distribution in their school registration packets.

### **Strategy #3 - Promote Fixed-Route Service To Senior & Disabled Community**

With the population of seniors expecting to double by the year 2020, it is important to aggressively market CCCTA services to adults before they become seniors. Today's commuters represent the future senior population. This group will live longer resulting in an impending explosion of seniors. County Connection needs to attract and educate people of public transportation options at an earlier age, and keep them on fixed-route services longer.

Bus Ambassadors spend time riding our buses and visiting popular transit hubs in an effort to assist those unfamiliar with our service. Bus Ambassadors are available to assist with one-on-one travel training for ambulatory passengers. Passengers needing more detailed training on the accessible features of our buses are referred to the Accessible Services department.

The County Connection marketing department works closely with the accessible services department to market the fixed-route system to seniors and the disabled. The Guide To Accessible Services brochure outlines all accessible features on our buses. Information is tailored to those with mobility impairments or special needs. This booklet focuses on fixed-route services and includes route descriptions, fare information, accessible features and information on the Regional Transit Connection Discount Card program.

The marketing staff coordinates with the Accessible Services department to produce the Welcome To LINK booklet for those requiring the door-to-door service, periodic newsletters, and related promotional supplies.

Finally, marketing staff assists the Accessible Services department as needed in producing materials targeted to seniors, physicians, and care providers which focus on fixed-route service. These will be distributed through senior centers, independent living centers, community events, and the U.S. mail.

Two ongoing programs targeting senior/disabled fixed-route services are the Monthly Excellence drawings, recognizing bus operators who are given "Excellence" cards by their passengers for providing excellent service, and the awarding of an annual pass each October during Disability Awareness Month. County Connection awards an annual pass to the senior or disabled individual who used the fixed-route system the most throughout the year. The winner is determined by the number of used D&S punch cards returned to County Connection throughout the year.

#### **Strategy #4 Promote Service To The Business Community- Outreach Efforts**

Employers recognize the role that housing costs and traffic congestion play in attracting and retaining employees. The environment and the effects of climate change have become key issues in the public and private arenas. Access to affordable housing and multiple transit options are becoming factors in business decisions to relocate or expand existing employment centers. One of most visible business centers in our service area, Bishop Ranch Business Park, has been nationally recognized for their actions to financially support and encourage the use of public transportation to their tenants. Colleges and learning centers are also increasing efforts to provide free transit to students.

In Central County there are three primary employer organizations that provide incentives to employees - 511 Contra Costa, Bishop Ranch, and the Contra Costa Centre Association. County Connection supports all outreach efforts hosted by these organizations, and in return, they support County Connection promotions. The marketing staff will maintain our cooperative partnerships with these organizations in marketing transit incentives to the business community. In the next fiscal year the marketing staff will continue hands-on involvement with the business communities through employer events and speaking engagements.

Our presence in the business community is also enhanced by our membership in all area Chambers of Commerce. As chamber members County Connection is able to participate in local community and business events, allowing us to highlight our services at little or no cost.





## **Strategy #5 - Community Service & Public Relations**

The marketing department will continue to participate in as many high profile community events as staffing will allow. In fiscal year 2011-2012 the promotions budget includes \$10,000 to use for operating free shuttle service at community events where limited transit options are available. Additionally, with the purchase of new paratransit vehicles, the marketing department



is planning to create a unique “community” design for the vans that would be used in providing event service, and the Route 250 - The Gael Rail Shuttle. A clear distinction between the these special service vehicles and the LINK service may help better market these services, setting them apart from the paratransit service.

The marketing department will continue to organize the community based annual food drive.

## **Strategy #6 - Customer Service Programs**

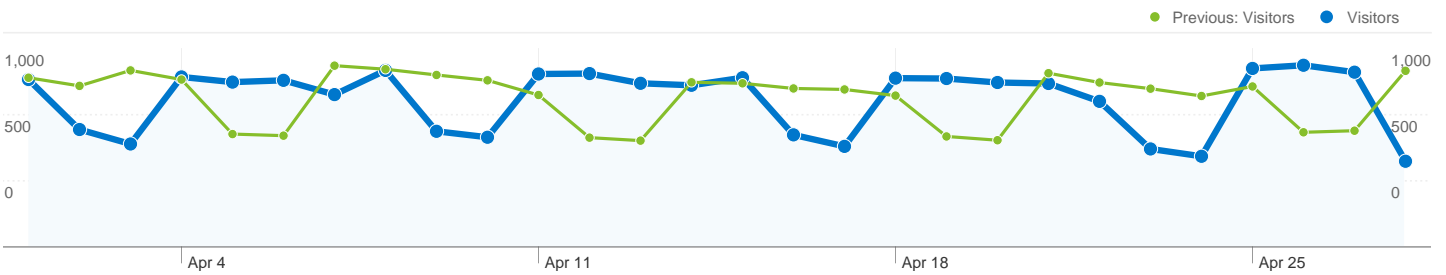
The website update, trip planning feature, and access to bus stops through google mapping are exciting customer service upgrades. Since introducing the new website last October, marketing staff has immediate access to website user statistics and is a valuable tool for planning and marketing purposes. The implementation of the “Bus Time” software upgrade will give customer service representatives, as well as riders, the ability to locate buses and predict their arrival using their smart phone or computer. This will be a win-win for everyone, and the marketing department plans to market this improvement heavily.

Internal programs consisting of training and live call coaching will support telephone representatives in their provision of excellent customer service.

## FY2012 MARKETING PROMOTIONS BUDGET

|   |                  |
|---|------------------|
| <b>I. Systemwide Promotion</b>                        | <b>\$33,000</b>  |
| • Community event shuttle service                     |                  |
| • KKDV- quarterly radio traffic sponsorship schedules |                  |
| • Newspaper advertising as needed                     |                  |
| <b>II. Targeted Marketing Programs</b>                | <b>\$30,000</b>  |
| • Senior & Disabled Marketing Programs                |                  |
| • Direct Mail Route Support Programs                  |                  |
| • Directory Listings (Yellow pages)                   |                  |
| <b>III. Business and Community Outreach Efforts</b>   | <b>\$10,000</b>  |
| • Chamber Dues  |                  |
| • Business and community event fees                   |                  |
| • Flyer production                                    |                  |
| <b>IV. Youth Marketing</b>                            | <b>\$20,000</b>  |
| • Summer Youth Program (Middle/High)                  |                  |
| • Class Pass Program (Elementary/Middle)              |                  |
| • Advertisements in school newspapers and newsletters |                  |
| • Select on screen theater advertising                |                  |
| <b>V. Miscellaneous Expenses</b>                      | <b>\$11,000</b>  |
| • Graphics/Translation Support                        |                  |
| • Misc./Supplies                                      |                  |
| <b>TOTAL - FY2012 Expense</b>                         | <b>\$104,000</b> |





## 14,151 people visited this site

 **25,470 Visits**

Previous: 29,519 (-13.72%)

 **14,151 Absolute Unique Visitors**

Previous: 15,424 (-8.25%)

 **80,740 Pageviews**


Previous: 93,045 (-13.22%)

 **3.17 Average Pageviews**


Previous: 3.15 (0.57%)

 **00:03:29 Time on Site**

Previous: 00:03:17 (5.92%)

 **34.31% Bounce Rate**

Previous: 34.51% (-0.59%)

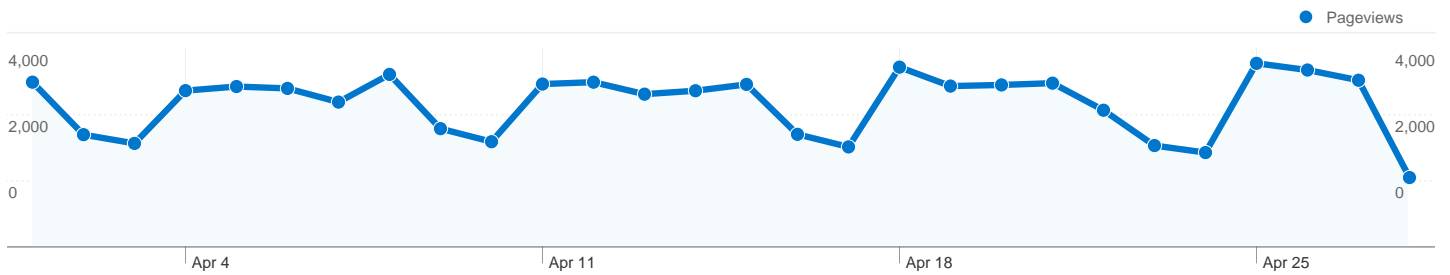
 **41.31% New Visits**

Previous: 40.33% (2.42%)

## Technical Profile

| Browser                    | Visits  | % visits | Connection Speed           | Visits  | % visits |
|----------------------------|---------|----------|----------------------------|---------|----------|
| Safari                     |         |          | Unknown                    |         |          |
| Apr 1, 2011 - Apr 28, 2011 | 8,770   | 34.43%   | Apr 1, 2011 - Apr 28, 2011 | 25,470  | 100.00%  |
| Mar 1, 2011 - Mar 31, 2011 | 10,467  | 35.46%   | Mar 1, 2011 - Mar 31, 2011 | 29,519  | 100.00%  |
| % Change                   | -16.21% | -2.89%   | % Change                   | -13.72% | 0.00%    |
| Internet Explorer          |         |          |                            |         |          |
| Apr 1, 2011 - Apr 28, 2011 | 8,510   | 33.41%   |                            |         |          |
| Mar 1, 2011 - Mar 31, 2011 | 9,857   | 33.39%   |                            |         |          |
| % Change                   | -13.67% | 0.06%    |                            |         |          |

| Firefox                    |         |         |
|----------------------------|---------|---------|
| Apr 1, 2011 - Apr 28, 2011 | 4,716   | 18.52%  |
| Mar 1, 2011 - Mar 31, 2011 | 5,466   | 18.52%  |
| % Change                   | -13.72% | -0.01%  |
| Chrome                     |         |         |
| Apr 1, 2011 - Apr 28, 2011 | 2,727   | 10.71%  |
| Mar 1, 2011 - Mar 31, 2011 | 2,947   | 9.98%   |
| % Change                   | -7.47%  | 7.25%   |
| Opera                      |         |         |
| Apr 1, 2011 - Apr 28, 2011 | 123     | 0.48%   |
| Mar 1, 2011 - Mar 31, 2011 | 165     | 0.56%   |
| % Change                   | -25.45% | -13.60% |



**1,010 pages were viewed a total of 80,747 times**

**Content Performance**

| Page             | Pageviews | Unique Pageviews | Avg. Time on Page | Bounce Rate | % Exit | \$ Index |
|------------------|-----------|------------------|-------------------|-------------|--------|----------|
| /                | 23,518    | 14,800           | 00:01:14          | 23.81%      | 22.79% | \$0.00   |
| /maps-schedules/ | 8,253     | 5,045            | 00:00:56          | 12.98%      | 13.21% | \$0.00   |
| /fares/          | 3,522     | 2,493            | 00:01:19          | 27.36%      | 23.37% | \$0.00   |
| /schedule/6/     | 2,191     | 1,908            | 00:04:22          | 83.35%      | 74.71% | \$0.00   |
| /schedule/18/    | 2,103     | 1,663            | 00:02:19          | 60.86%      | 44.84% | \$0.00   |
| /schedule/9/     | 1,899     | 1,487            | 00:05:15          | 64.80%      | 48.71% | \$0.00   |
| /how-to-ride/    | 1,678     | 1,231            | 00:00:42          | 28.57%      | 10.67% | \$0.00   |
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| /schedule/10/    | 1,461     | 1,176            | 00:03:11          | 69.77%      | 50.65% | \$0.00   |
| /schedule/21/    | 1,426     | 1,147            | 00:01:58          | 68.75%      | 46.77% | \$0.00   |
| /schedule/20/    | 1,398     | 1,187            | 00:01:59          | 74.86%      | 52.29% | \$0.00   |
| /schedule/98X/   | 1,352     | 1,098            | 00:02:13          | 73.80%      | 51.41% | \$0.00   |
| /schedule/16/    | 1,345     | 1,073            | 00:02:33          | 68.32%      | 45.72% | \$0.00   |
| /schedule/35/    | 1,250     | 955              | 00:02:45          | 56.38%      | 44.72% | \$0.00   |
| /schedule/314/   | 1,105     | 917              | 00:06:29          | 75.00%      | 59.46% | \$0.00   |
| /schedule/4/     | 1,036     | 828              | 00:02:21          | 71.29%      | 60.52% | \$0.00   |
| /about/          | 1,029     | 792              | 00:00:38          | 26.83%      | 12.83% | \$0.00   |
| /schedule/14/    | 1,013     | 834              | 00:02:28          | 63.13%      | 46.99% | \$0.00   |
| /schedule/11/    | 980       | 808              | 00:02:26          | 60.00%      | 36.33% | \$0.00   |
| /schedule/316/   | 976       | 797              | 00:01:50          | 64.96%      | 48.16% | \$0.00   |
| /schedule/28/    | 933       | 757              | 00:02:37          | 69.93%      | 47.16% | \$0.00   |

|   |            |     |          |        |        |        |
|---|------------|-----|----------|--------|--------|--------|
| /schedule/96X/  | <b>834</b> | 647 | 00:02:05 | 62.79% | 41.61% | \$0.00 |
| /driver-login/  | <b>783</b> | 390 | 00:02:20 | 37.78% | 43.30% | \$0.00 |
| /schedule/7/  | <b>762</b> | 586 | 00:02:23 | 60.00% | 38.06% | \$0.00 |
| /schedule/320/  | <b>739</b> | 606 | 00:02:01 | 85.99% | 48.99% | \$0.00 |
| /schedule/36/   | <b>727</b> | 549 | 00:01:58 | 56.94% | 36.73% | \$0.00 |
| /schedule/1/  | <b>718</b> | 544 | 00:02:09 | 54.65% | 39.69% | \$0.00 |
| /schedule/95X/  | <b>718</b> | 528 | 00:01:39 | 50.67% | 26.88% | \$0.00 |
| /schedule/321/  | <b>682</b> | 554 | 00:02:56 | 72.88% | 51.61% | \$0.00 |
| /schedule/19/   | <b>669</b> | 479 | 00:01:33 | 43.75% | 26.61% | \$0.00 |
| /schedule/17/   | <b>565</b> | 469 | 00:01:47 | 64.60% | 42.30% | \$0.00 |
| /link/  | <b>564</b> | 432 | 00:00:59 | 43.24% | 24.11% | \$0.00 |
| /schedule/311/  | <b>536</b> | 434 | 00:01:50 | 63.64% | 38.06% | \$0.00 |
| /fares/where-to-buy/  | <b>498</b> | 383 | 00:01:52 | 73.33% | 37.55% | \$0.00 |
| /schedule/93X/  | <b>450</b> | 354 | 00:02:55 | 76.47% | 42.22% | \$0.00 |
| /schedule/97X/  | <b>444</b> | 341 | 00:02:24 | 42.59% | 29.95% | \$0.00 |
| /news/  | <b>418</b> | 316 | 00:00:31 | 23.08% | 12.20% | \$0.00 |
| /how-to-ride/paying-your-fare/                                      | <b>391</b> | 324 | 00:01:15 | 50.00% | 16.11% | \$0.00 |
| /about/jobs/  | <b>365</b> | 228 | 00:00:52 | 48.57% | 37.81% | \$0.00 |
| /schedule/5/  | <b>346</b> | 288 | 00:02:41 | 70.27% | 43.93% | \$0.00 |
| /schedule/92X/  | <b>344</b> | 258 | 00:02:11 | 50.00% | 32.27% | \$0.00 |
| /maps-schedules/school-routes-for-concordpleasant-hillwalnut-creek/ | <b>342</b> | 191 | 00:01:46 | 57.14% | 23.39% | \$0.00 |
| /schedule/2/  | <b>316</b> | 260 | 00:01:35 | 75.56% | 48.42% | \$0.00 |
| /maps-schedules/school-routes-for-danvillesan-ramon/                | <b>310</b> | 177 | 00:01:29 | 43.75% | 20.97% | \$0.00 |
| /about/public-meetings/   | <b>275</b> | 157 | 00:02:19 | 60.00% | 15.64% | \$0.00 |
| /schedule/301/  | <b>235</b> | 187 | 00:02:14 | 77.50% | 47.66% | \$0.00 |
| /schedule/315/  | <b>231</b> | 195 | 00:01:07 | 80.00% | 31.17% | \$0.00 |
| /link/eligibility-registration/                                     | <b>230</b> | 153 | 00:02:14 | 27.27% | 38.70% | \$0.00 |
| /schedule/25/   | <b>230</b> | 190 | 00:01:15 | 59.09% | 33.04% | \$0.00 |
| /maps-schedules/school-routes-for-lafayettemoragaorinda/            | <b>220</b> | 139 | 00:03:29 | 70.00% | 32.73% | \$0.00 |

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**To:** Marketing and Planning Committee

**Date:** April 28, 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 and business events, and to coordinate Class Pass field trips for schools with service along fixed-routes.

**May Class Passes**

5/5/11 – Dougherty Valley High – 17 students/8 adults (group using punch cards)

5/13/11 – Grant Elementary – 20 students/5 adults

5/13/11 – Tilden Junior Rangers – 32 students/3 adults (group using punch cards)

5/15/11 – Tilden Junior Rangers – 32 students/3 adults (group using punch cards)

**Community Events**

5/7/11 - National Train Day – Martinez Amtrak

5/12/11 – Bike To Work Day – Iron Horse/Contra Costa Trail – PH

5/14/11 – Moraga Community Fair

**RECOMMENDATION:**

For information only

**FINANCIAL IMPLICATIONS:**

Any costs associated with events are taken from the Promotions budget.