

# *The County Connection*

## **Advisory Committee**

**County Connection Office – Board of Director Room  
2477 Arnold Industrial Way, Concord, CA 94520**

**Friday, May 13, 2011**

**10:00 AM – 12:00 PM**

### **Agenda**

1. Call to Order – Roll Call
2. Agenda Approval\*
3. Approval of Minutes of April 13, 2011 meeting\*
4. Public Comment
5. Revised Committee Role & Function\*
6. Transition Plan"
7. Paratransit Reports
  - a. ADA Certification and Recertification Report\*
  - b. LINK Monthly Operating Report\* – March
  - c. ADA Related Customer Service Reports
  - d. April Driver Appreciation Winner - Roashona Danie
  - e. Ramp Events\*
8. Fixed Route Staff Reports
  - a. Fixed Route Ridership Report\*
  - b. CCCTA Website User Information\*
9. Community Connection Van Program
10. Committee Member Communications
11. Adjournment – Next meeting to be determined

\*Enclosure

County Connection Scheduled Committee Meeting agendas are posted at [www.cccta.org](http://www.cccta.org).

### **General Information**

Availability of Public Records: All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body, will be available for public inspection at 2477 Arnold Industrial Way, Concord, California, at the same time that the public records are distributed or made available to the legislative body. The agenda and enclosures for this meeting are posted also on our website at [www.CCCTA.org](http://www.CCCTA.org).

Public Comment: Each person wishing to address the CCCTA Advisory Committee 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 North Concord BART station for individuals who want to attend this meeting. To arrange for the shuttle service, please call Robert Greenwood at (925) 680-2072, no later than 24 hours prior to the start of the meeting.

# *The County Connection*

## **Advisory Committee**

### **Summary Minutes**

Meeting of April 13, 2011

The meeting was called to order at 3:00 PM.

Members present were, Sara Vital, Phil Reed, Jan Kunz, Maureen Murphy, and Sue Littlehale.

County Connection Staff present: Rick Ramacier, Anne Muzzini, and Mary Burdick

Guests: Ralph Hoffmann, Betty Zarn, Richard Dennin

### **Approval of Agenda**

The agenda was approved.

### **Approval of the Minutes of the former CAC and ASC for March 2011**

The minutes were approved with one noted change under item #3 Public Communication. Mr. Hoffmann corrected that in the City of Walnut Creek members of the former CAC were appointed by the Transportation Commission, not the Planning Commission.

### **Public Comment**

Mr. Dennin spoke to the committee about a serious concern he had with the LINK service on April 4, 2011 that involved both miscommunication among LINK staff, and his dissatisfaction with one employee. The General Manager offered to speak with him directly at the conclusion of the meeting.

Ralph Hoffman introduced himself to the committee as both a fixed-route and a LINK rider. Mr. Hoffmann noted the various transportation related meetings he attends.

Ms. Zarn introduced herself as one of the founding members of the Accessible Services Committee that was responsible for assuring all buses had accessible features. She questioned whether or not LINK transportation to/from the meeting was free, and received conflicting answers. Staff clarified that LINK service to the meetings was free to the members of the committee, and that members of the general public could use free LINK shuttle service from the nearest BART station to the meeting locations posted on each agenda.

### **Restructuring the Advisory Committees**

CCCTA General Manager, Rick Ramacier addressed the committee, providing insight into the Boards' reasons for combining the two citizen's groups. He explained that the financial strains and staff reductions in past two years played a role in the decision, but also, the movement within their own jurisdictions to integrate committees and commissions for greater efficiency. Mr. Ramacier stated that compliance with ADA regulations has been mandated for over 20

years now, and that the intent of the ADA was to provide equal access, and not to be considered as “separate”. For this reason, it’s vital that the advisory committee be well informed of how both fixed-route and paratransit services work as one system. Regarding terms, Mr. Ramacier reported that the ultimate goal is to have this committee consist of eleven members with a representative from each community, but that no current representative is asked to leave their position. Everyone agreed that since there are only two jurisdictions with dual representatives that the members would serve out their term and the jurisdiction determine who to reappoint or if a new recruitment will take place.

Mr. Hoffmann suggested that an “at large” seat be approved. Mr. Reed responded that this wasn’t necessary as this is an advisory body that encourages the sharing of ideas. Any member of the public is invited to attend and share ideas.

In an effort reach consensus on the meeting day and time, Ms. Burdick asked each member for their preference. Responses are as follows:

Sarah Vital - flexible on the day of the week, prefers morning meetings

Sue Littlehale – Prefers morning meetings, not available on Wednesday

Maureen Murphy – Most days are flexible, prefers Friday, prefers mornings

Phil Reed – Not available Tues. or Wed. Prefers Fridays, prefers morning or early afternoon

Jan Kunz – Originally preferred afternoons, but can be flexible with notice

Eileen Vonk\* – Wednesdays and 2<sup>nd</sup> Thursdays not good, morning or early afternoon

Connie Whiting\* – prefers evening meetings, but has two Fridays off each month and is flexible.

Sandra Smith\* – Available 1<sup>st</sup>, 3<sup>rd</sup>, 4<sup>th</sup> Monday or 1<sup>st</sup>, 2<sup>nd</sup>, 4<sup>th</sup> Friday - morning or early afternoon. (Home by 5:00 PM)

David Lloyd\* –

Luke Lucas\* – Prefers evenings

Staff will contact those members not able to attend for more details on availability and make a recommendation on meeting day and time to accommodate the as many members as possible.

### Role And Function

Staff provided the Role (Rule) and Function documents for both former committees. Mr. Ramacier reminded the committee that when CCCTA was first formed, only fixed-route service was provided. When CCCTA took over paratransit service the Accessible Services Committee was formed to assist with ADA compliance, which is why the roles of the two committees were so different. Sue Littlehale asked if there was a direction or a focus that the Board wanted this group to take, to which Mr. Ramacier explained that as long as the group is acting within the approved guidelines (Role and Function) the Board does not want to micro-manage the committee, but rather, would like to see the group be self-directed as advisors between their jurisdictions and the Board.

Mr. Ramacier suggested that the Advisory Committee allow staff to present a draft a Role & Function document at the next meeting that outlines the committee structure and composition as discussed, and integrates the roles and responsibilities from the two documents into one. The Committee agreed.

### Outline of Future Agenda Items

Ms. Burdick presented an outline of the standard monthly reports that each committee has been accustomed to reviewing, and the types of periodic staff reports that will be important for the Advisory Committee to be aware of. Examples included the status of the upcoming van replacement project and the continuation of the Community Connection van donation program, real time bus and communication upgrades that will be of benefit to both fixed-route and paratransit users, marketing and outreach programs, Clipper updates, and service or fare change updates, etc.


### Adjournment

The meeting was adjourned at 4:45 PM.

The next meeting was scheduled for Friday, May 13, 2011 at 3:00 PM.



Mary Burdick, Manager of Marketing/Public Relations

  
Date

**Central Contra Costa Transit Authority  
Advisory Committee  
Role and Function  
Proposed May, 13, 2011**

**Purpose**

The primary purpose of the Central Contra Costa Transit Authority Advisory Committee will be to review, analyze and advise the County Connection Board of Directors on issues and policies relating to fixed-route and paratransit service. The Advisory Committee will be asked to consider and make recommendations on finance and planning documents that include but are not limited to the following:

- CCCTA Ten Year Short Range Transit Plan
- Annual operating and capital budget
- Annual marketing plan
- Other issues such as operations, scheduling, administration, finance, and legislation

**Composition**

The Advisory Committee shall be comprised of eleven (11) members from Central Contra Costa County. Each member jurisdiction will be requested to recommend one member from that jurisdiction for appointment by the CCCTA Board of Directors. The following criteria should be considered:

- Representative should be active in community participation and involvement
- Representative should reside in the appointed community
- Representative should be a current or former user of fixed-route and/or paratransit service

**Term**

- Members will be appointed for a two-year term, with no limit on the number of terms served
- If during his/her term, a representative resigns, is removed, or unable to continue to serve, the recommending jurisdiction will be requested to appoint a successor, to be approved by the CCCTA Board of Directors to serve the balance of the term.
- If a member misses three or more consecutive meetings without cause, the Advisory Committee may request that member resign or be removed by the CCCTA Board after consultation with the affected jurisdiction

**Officers**

- The Advisory Committee will elect officers who will serve one-year terms. Officers will include a chair and a vice chair.

### Meetings

- The Advisory Committee will meet every other month. However, if the Committee wishes to have a special meeting, any member may request that the Chair ask the staff liaison to schedule such a meeting  
A majority of those present shall be required to adopt an action

### Charge

The Advisory Committee is charged with the responsibility of acting as ADVISORS to the CCCTA Board of Directors, and to report service issues and concerns received from the jurisdictions. Members may volunteer, or be appointed by the Chair to attend scheduled CCCTA Committee meetings, participate in Advisory Committee subcommittees, or undertake other duties for the Advisory Committee

Furthermore, the Committee is charged with the responsibility of acting as DISSEMINATORS of information in their community, and to assist in the education of their jurisdictions of the fixed-route and accessible services that are available.

In fulfilling this charge members may be expected to:

- Make formal recommendation in the form of written communications and reports to the CCCTA Board of Directors, and where appropriate, supplement with oral comments.
- Maintain a working relationship with Board representative from his/her jurisdiction
- Advisory Committee shall appoint a member to serve as the Committee liaison to the Contra Costa County Paratransit Coordinating Council
- Network with other interested citizens and groups in the community
- Assist CCCTA staff at community or business events
- Act as a forum for fixed-route, accessible services, and LINK paratransit users to express concerns or ideas about the service to the Authority

**To:** Advisory Committee  
**From:** Mary Burdick, Senior Manager of Marketing

**Date:** May 4, 2011  
**Reviewed By:**

**SUBJECT: County Connection Advisory Committee Transition Plan**

**SUMMARY OF ISSUES:** On Wednesday, April 13, 2011 the newly combined Advisory Committee members met discuss a plan for transitioning the two former advisory committees into one. Consensus was reached on most issues therefore staff proposes the following:

- Name the new committee the County Connection Advisory Committee.
- In the case of dual representation (only two jurisdictions), both representatives would serve their full terms, on expiration of either term, the jurisdiction would recommended one candidate. The jurisdictions without representation at this time should proceed with recruitment once the transition plan and the revised role and function document is approved by the Board of Directors.
- Consider a draft combined Role and Function developed by staff at the next meeting. A combined document would encompass key roles in the past CAC and ASC documents. Once reviewed and accepted by the Advisory Committee, the new draft will be forwarded to the Board of Directors.
- None of the officers from the former Citizen's Advisory Committee are on the new committee. The committee decided that Sara Vital and Phil Reed, be the Chair and Vice Chair.
- The meeting time recommended is the first Friday of the month at 1pm in alternate months of the year.

**RECOMMENDATION:** Discuss and adopt transition plan to present to the Board of Directors in June.



**ADA CERTIFICATION and RECERTIFICATION  
FY 2011**

MONTH	FY 2011				FY 2010				FY 2011				FY 2010			
	Certified		Denied		Certified		Denied		Recertified		Denied		Recertified		Denied	
	Total	Senior	Total	Senior	Total	Senior	Total	Senior	Total	Senior	Total	Senior	Total	Senior	Total	Senior
JUL	65	48	1	0	78	53	0	0	47	37	0	0	54	43	0	0
AUG	62	42	0	1	74	54	1	0	59	34	11	0	42	28	0	0
SEPT	61	46	0	0	60	37	0	0	54	34	0	0	44	31	0	0
OCT	53	38	0	0	64	47	1	1	52	31	0	0	36	28	0	0
NOV	69	39	0	0	49	33	2	0	47	28	0	0	53	32	0	0
DEC	60	34	0	0	52	38	0	0	37	28	0	0	47	31	0	0
JAN	51	36	1	1	44	25	0	0	46	34	0	0	45	31	0	0
FEB	70	49	0	0	49	36	1	0	33	17	1	0	45	28	2	1
MAR	64	51	0	0	52	37	1	1	57	40	0	0	53	38	1	0
APR	68	51	1	0	70	49	1	1	34	27	0	0	55	40	0	0
MAY					50	32	0	0					32	20	0	0
JUN					77	56	2	1					53	33	0	0
<b>TOTAL</b>	<b>623</b>	<b>434</b>	<b>3</b>	<b>2</b>	<b>719</b>	<b>497</b>	<b>9</b>	<b>4</b>	<b>466</b>	<b>310</b>	<b>12</b>	<b>0</b>	<b>559</b>	<b>383</b>	<b>3</b>	<b>1</b>

3,633 Total CCCTA, Active, ADA Eligible in the Regional Eligibility Database (RED)

**CCCTA LINK  
MONTHLY OPERATING SUMMARY  
MARCH FY10/11**

SUMMARY	MARCH FY09/10	MARCH FY 10/11	YTD FY09/10	YTD FY10/11
1 TOTAL CLIENTS	14,267	14,040	117,684	113,292
2 TOTAL ATTENDANTS	1,489	1,009	10,278	9,181
3 TOTAL COMPANIONS	63	97	1,704	640
4 TOTAL PASSENGERS	15,819	15,146	129,666	123,113
5 TOTAL SERVICE DAYS	31	31	269	271
6 VEHICLE REVENUE HOURS	7695.7	7,278.64	63062.8	61,272.68
7 VEHICLE SERVICE HOURS	9247.5	8,916.80	76285.8	74,749.96
8 VEHICLE NON REV HOURS	1551.9	1,638.16	13223.0	13,477.28
9 VEHICLE SERVICE MILES	148713.0	141,206	1232504.0	1,168,489
10 VEHICLE REVENUE MILES	124245.0	116,511	1018239.0	962,446
11 VEHICLE NON REV MILES	24468.0	24,655	214265.0	205,844
12 PASS. PER REVENUE HOUR	2.06	2.08	2.06	2.01
13 CLIENT PER REVENUE HOUR	1.85	1.93	1.87	1.85
14 PASS. PER SERVICE HOUR	1.71	1.70	1.70	1.65
15 PASS. PER SERVICE MILE	0.11	0.11	0.11	0.11
16 PASS. PER REVENUE MILE	0.13	0.13	0.13	0.13
17 TOTAL TRANSFER TRIPS	1,321	1,038	21,077	8,513
18 SAME DAY TRIPS	166	248	1,018	1,839
19 SUBSCRIPTION TRIPS	9,707	9,454	43,624	67,943
20 DEMAND	4,560	4,496	19,652	32,659
21 FAREBOX REVENUE	\$16,585.00	\$15,819.50	\$144,027.13	\$129,737.00
22 PREPAID CLIENTS	\$30,922.50	\$30,478.50	\$204,509.78	\$230,427.00
23 COLLECTED BILLING	\$2,008.00	\$1,536.00	\$85,874.00	\$68,316.60
24 TOTAL REVENUE COLLECTED	\$49,515.50	\$47,834.00	\$434,410.91	\$428,480.60
25 CHARGEABLE ACCIDENTS	2	0	8	2
26 SERVICE COMPLAINTS	1	0	6	0
27 SERVICE COMMENDATIONS	2	0	13	0
28 SERVICE DENIALS	0	0	0	0
29 ROAD CALLS	4	3	25	25
30 DRIVER TURNOVER	0.0	2.1	8.0	2.08
31 SCHEDULE ADHERENCE	93%	94%	94%	95%
32 WHEELCHAIR BOARDING'S	4,041	3,520	33,336	29,464
33 W/C LIFT AVAILABILITY	100%	100%	100%	100%
34 REGISTERED CLIENTS	8,865	10,149	N/A	N/A
35 UNDUPLICATED CLIENTS	1,133	1,083	N/A	N/A
36 NO-SHOWS	57	60	358	618
37 CANCELS	2,260	1,959	17,269	16,743
38 AVG. TRIP LENGTH (MILES)	9.4	9.3	9.5	9.5
39 AVG. SM BUSES IN SERVICE	5	5	5	5
40 AVG. BUSES IN SERVICE	48	48	48	48
41 TOTAL FUEL/GALLONS	19,475	18,416	172,334	162,116
42 FLEET M.P.G.	7.8	7.7	7.2	7.2
43 DRIVER ROAD CHECK	182	16	472	386
44 RIDER SURVEY'S	8	10	26	89
QUARTERLY STARTS (3RD)				
45 AMB LIFT BOARDINGS	5,604	9,060	16,488	26,232

**RAMP EVENTS BY ROUTE**  
(sort by YTD Total - decending order)

Route	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	YTD Total
20	262	219	449	500	612	494	438	347	392				3,713
10	172	238	363	305	366	401	430	341	369				2,985
28	209	175	221	463	358	349	485	368	265				2,893
16	219	315	236	292	233	192	210	231	187				2,115
15	195	187	291	164	223	128	161	78	199				1,626
14	132	188	170	168	137	111	187	118	136				1,347
11	248	128	161	185	127	124	176	58	101				1,308
9	160	165	153	206	253	104	92	79	83				1,295
4	174	161	117	89	108	108	103	89	105				1,054
21	180	132	112	74	128	92	113	67	100				998
98X	125	105	75	142	107	71	43	100	115				883
6	121	142	177	152	120	41	18	27	32				830
314	92	103	120	104	54	57	53	98	76				757
18	131	49	62	69	49	47	51	129	162				749
35	104	120	34	25	55	79	114	94	76				701
17	99	75	101	62	58	51	61	74	116				697
1	102	78	26	61	73	85	57	67	80				629
36	91	136	122	56	39	5	27	42	8				526
7	58	49	32	11	43	31	82	24	21				351
19	68	26	25	47	46	21	21	51	43				348
600's		24	33	39	35	68	40	7	27				273
5	13	24	61	8	8	51	26	13	27				231
2	18	24	28	37	30	15	44	12	8				216
25	52	45	22	11	5		7	22	40				204
96X	25	16	8	15	20	15	27	23	38				187
320	44	17	28	28	9	15		16	26				183
311	32	24	20	25	4	6	14	23	27				175
316	37	6	12	8	7	11	5	31	24				141
95X	14	14	3	5	5	18	31	7	25				122
93X	11	15	16	8	11	6	17	8	22				114
321	7	15	3	33	17	11		12	1				99
97X	3	3	6	13	10	8	3	7	5				58
315	8	9	2	5			8	13	3				48
301	5	2	2	2	12		5	12	1				41
92X	2	3			2	8	1	1	1				18
91X	2		5			5		0	2				14
6L		1					1	0	0				2
<b>Total</b>	<b>3,215</b>	<b>3,033</b>	<b>3,296</b>	<b>3,412</b>	<b>3,364</b>	<b>2,828</b>	<b>3,151</b>	<b>2,689</b>	<b>2,943</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>#####</b>
<b>÷ 2 =</b>	<b>1,608</b>	<b>1,517</b>	<b>1,648</b>	<b>1,706</b>	<b>1,682</b>	<b>1,414</b>	<b>1,576</b>	<b>1,345</b>	<b>1,472</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>#####</b>

NOTE: \* Data comes from Link Operators      \*\* These are seasonal routes

Agenda Item 7.a

TO: O&S Committee

DATE: April 15, 2011

FROM: Anne Muzzini  
Director of Planning & Marketing

SUBJ: Fixed Route Reports

**Fixed Route Operating Reports for March 2011**

1. Monthly Boarding's Data

The following represent the numbers that are most important to staff in evaluating the performance of the fixed route system.

Title	FY 2011		Annual Goal
	Current Month	YTD Avg	
Total Passengers	306,272		
Average Weekday	12,387	11,827	
Pass/Rev Hour	16.1	15.6	FY11 Goal > 17.0
Missed Trips	0.13%	0.12%	FY11 Goal < 0.25%
Miles between Road Calls	29,173	37,654	FY11 Goal > 18,000

\* Based on Standards from updated S RTP

**Analysis**

Average weekday ridership in March (12,387 passengers) is higher compared to the February ridership of 12,160 passengers and 3% higher than March 2009 of 11,993 passengers. See the attached table showing weekday boardings trend. Productivity in March was equal to 16.1 passengers per hour as compared to February's 16.0 passengers per hour.

The percentage of missed trips was higher in March to (0.13%) as compared to the prior month of (0.08%) in February. The YTD average is 0.12% missed trips.

The number of miles between roadcalls was equal to 29,173 miles in March which is lower than prior month of 31,593 miles in February. The year to date average is 37,654 miles between roadcalls.

**Route Description Summary**

Fixed Route Boardings		Passengers by Revenue Hrs/Miles			Service Days		Fiscal YTD Comparison Passenger Boardings	
March 2011 - Fixed Route Boardings	302,797	Revenue Hours -	March11	18,793	Weekdays - March11	23	Fiscal 2011 YTD	2,452,624
Pavilion	0		March10	20,194	March10	23		
Bus Bridge	3,475	Revenue Miles -	March11	210,641	Saturdays - March11	4	Fiscal 2010 YTD	2,426,717
Special Event	0		March10	225,732	March10	4		
					Sundays - March11	4		
					March10	4		
<b>March 2011 Total Boardings</b>	<b>306,272</b>	<b>Passengers per Mile</b>	<b>1.45</b>		<b>Total Days - 2010</b>	<b>31</b>	<b>YTD Trend</b>	<b>98.9%</b>
<b>March 2010 Total Boardings</b>	<b>311,533</b>	<b>Passengers per Hour</b>	<b>16.30</b>		<b>2009</b>	<b>31</b>	<b>Monthly Trend</b>	<b>101.7%</b>

March 2011 Fixed Route Passenger Total						March 2011 Weekday Average	March 2011 Passengers per Revenue Hour
Route	Destination Information	Weekday	Saturday	Sunday	Total		
1	Rossmoor / Shadelands	8,655			8,655	376	14.6
2	Rudgear / Walnut Creek	1,529			1,529	66	7.6
4	Walnut Creek Downtown Shuttle	19,842	1,891	1,425	23,159	863	24.1
4H **	Walnut Creek Extended Holiday Service				0	0	#DIV/0!
5	Creekside / Walnut Creek	1,736			1,736	75	8.1
6	Lafayette / Moraga / Orinda	9,557	615	277	10,449	416	13.9
6L	Orinda / Orinda Village	60			60	3	2.8
7	Shadelands / Pleasant Hill / Walnut Creek	4,962			4,962	216	6.7
9	DVC / Walnut Creek	14,367			14,367	625	15.1
10	Concord / Clayton Rd	23,033			23,033	1,001	25.9
11	Treat Blvd / Oak Grove	7,824			7,824	340	19.1
14	Monument Blvd	14,823			14,823	644	16.4
15	Treat Boulevard	12,950			12,950	563	19.7
16	Alhambra Ave / Monument Blvd	16,563			16,563	720	13.8
17	Olivera/Solano / Salvio / North Concord	6,771			6,771	294	15.5
18	Amtrak / Merello / Pleasant Hill	10,255			10,255	446	14.3
19	Amtrak / Pacheco Blvd / Concord	3,105			3,105	135	9.8
20	DVC / Concord	27,950			27,950	1,215	26.9
21	Walnut Creek / San Ramon Transit Center	14,261			14,261	620	13.7
25	Lafayette / Walnut Creek	1,036			1,036	45	3.9
28	North Concord / Martinez	7,625			7,625	332	11.0
35	Dougherty Valley	8,738			8,738	380	11.7
36	San Ramon / Dublin	5,863			5,863	255	9.6
91X	Concord Commuter Express	853			853	37	10.4
92X	Ace Shuttle Express	4,484			4,484	195	23.5
93X	Kirker Pass Express	5,162			5,162	224	18.1
95X	San Ramon / Danville Express	4,541			4,541	197	19.6
96X	Bishop Ranch Express	11,566			11,566	503	16.3
97X	Bishop Ranch Express	2,477			2,477	108	10.9
98X	Martinez Express	7,857			7,857	342	12.9
250 *	Gael Rail Service	65	86	29	180	7	2.0
301	Rossmoor / John Muir Medical Center		322	231	553		7.7
311	Concord / Oak Grove / Treat Blvd / WC		729	564	1,294		10.7
314	Clayton Rd / Monument Blvd / PH		3,767	2,531	6,298		19.3
315	Concord / Willow Pass / Landana		326	183	510		9.4
316	Alhambra / Merello / Pleasant Hill		1,116	810	1,926		13.7
320	DVC / Concord		773	513	1,287		12.6
321	San Ramon / Walnut Creek		1,040	657	1,697		12.1

Route Description Summary

600's	Select Service	26,402			26,402		1,148	27.9
<b>TOTALS</b>		<b>284,910</b>	<b>10,667</b>	<b>7,220</b>	<b>302,797</b>		<b>12,387</b>	<b>16.1</b>

\* Data from Link

\*\* Seasonal Route

### Route Description Summary

Route #	Description
1	Rossmoor Shopping Center, Tice Valley Blvd, Boulevard Wy, Oakland Blvd, Trinity Ave , BART Walnut Creek, Ygnacio Valley, Montego, John Muir Medical Center, N Wiget Ln, Shadelands Office Park
2	Rudgear Rd, Stewart Ave, Trotter Wy, Dapplegray Rd, Palmer Rd, Mountain View Blvd, San Miguel Dr, N & S California Blvd, BART Walnut Creek
4	BART Walnut Creek, N California Blvd, Locust St, Mt Diablo Blvd, Broadway Plaza, S Main St, Pringle Ave
4H	Walnut Creek Extended Holiday Service (November 27 thru December 31)
5	BART Walnut Creek, Rivieria Ave, Parkside Dr, N Civic Dr, N Broadway, Lincoln Ave, Mt Pisgah St, S Main St, Creekside Dr
6	BART Orinda, Moraga Wy, Moraga Rd, St Marys Rd, St Mary's College, Mt Diablo Blvd, BART Lafayette
6L	BART Orinda, Orinda Wy
7	BART Pleasant Hill, Treat Blvd, Bancroft Rd, Ygnacio Valley Rd, Shadelands Office Park, Marchbanks, BART Walnut Creek, Riviera Ave, Buena Vista, Geary Rd
9	DVC, Contra Costa Blvd, Ellinwood Wy, JFK University, Gregory Ln, Cleaveland Rd, Boyd Rd, W Hookston Rd, Patterson Blvd, Oak Park Blvd, Coggins Dr, BART Pleasant Hill, N Main St, N California Blvd, BART Walnut Creek
10	BART Concord, Clayton Rd, Center St, Marsh Creek Rd
11	BART Concord, Port Chicago Highway, Salvio St, Mira Vista Terrace, Fry Wy, Clayton Rd, Market St, Meadow Ln, Oak Grove Rd, Treat Blvd, BART Pleasant Hill
14	BART Concord, Oak St, Laguna St, Detroit Ave, Monument Blvd, Mohr Ln, David Ave, Bancroft Rd, Treat Blvd, BART Pleasant Hill
15	BART Concord, Port Chicago Highway, Salvio St, Parkside Dr, Willow Pass Rd, Landana Dr, West St, Clayton Rd, Treat Blvd, BART Pleasant Hill, Oak Rd, N Civic Dr, Ygnacio Valley Rd, BART Walnut Creek
16	BART Concord, Oak St, Galindo St, Monument Blvd, Crescent Plaza, Cleaveland Rd, Gregory Ln, Pleasant Hill Rd, Alhambra Ave, Berrellesa St, Escobar St, Court St, Martinez Amtrak
17	BART Concord, Grant St, East St, Solano Wy, Olivera Rd, Port Chicago Highway, BART North Concord
18	BART Pleasant Hill, Oak Rd, Buskirk Ave, Crescent Plaza, Gregory Ln, Pleasant Hill Rd, Taylor Blvd, Morello Ave, Viking Dr, Contra Costa Blvd, DVC, Old Quarry Rd, Pacheco Blvd, Muir Rd, Arnold Dr, Morello, Pacheco Blvd, Martinez Amtrak
19	BART Concord, Galindo St, Concord Ave, Bisso Ln, Stanwell Dr, John Glenn Dr, Galaxy Wy, Diamond Blvd, Contra Costa Blvd, Pacheco Blvd, Martinez Amtrak
20	BART Concord, Grant St, Concord Blvd, Clayton Rd, Gateway Blvd, Willow Pass Rd, Sun Valley Blvd, Golf Club Rd, DVC
21	BART Walnut Creek, N & S California Blvd, Newell Ave, S Main St, Danville Blvd, Railroad Ave, San Ramon Valley Blvd, Danville Park & Ride, Camino Ramon, Fostoria Wy, San Ramon Transit Center
25	BART Lafayette, Mt Diablo Blvd, Highway 24, Highway 680, BART Walnut Creek
28	BART North Concord, Port Chicago Highway, Bates Ave, Commercial Cir, Pike Ln, Arnold Industrial Wy, Marsh Dr, Contra Costa Blvd, Chilpancingo Pkwy, Old Quarry Rd, DVC, Highway 680, Highway 4, Center Ave, VA Clinic, Howe Rd, Pacheco Blvd, Martinez Amtrak
35	BART Dublin, Dublin Blvd, Dougherty Rd, Bollinger Canyon Rd, E Branch Pkwy, Windemere Pkwy, Sunset Dr, Bishop Dr, Executive Pkwy, San Ramon Transit Center
36	BART Dublin, Dublin Blvd, Village Pkwy, Alcosta Blvd, Fircrest Ln, San Ramon Valley Blvd, Tareyton Ave, Bollinger Canyon Rd, Crow Canyon Rd, Executive Pkwy, San Ramon Transit Center
91X	BART Concord, Galindo St, Concord Ave, John Glenn Dr, Galaxy Wy, Chevron, Diamond Blvd, Willow Pass Rd, Gateway Blvd, Clayton Rd, Oak St
92X	Shadelands Office Park, Ygnacio Valley Rd, Highway 680, Danville Park & Ride, Crow Canyon Rd, Bishop Ranch 15, San Ramon Transit Center, Camino Ramon, ATT, Sunset Dr, Chevron, Ace Train Station Pleasanton
93X	BART Walnut Creek, Ygnacio Valley Rd, Shadelands Office Park, Oak Grove Rd, Kirker Pass Road, Railroad Ave, Buchanan Rd, Somersville Rd, Fairview Dr, Delta Fair Blvd, Highway 4, Hillcrest Park & Ride
95X	BART Walnut Creek, Highway 680, Crow Canyon Pl, Fostoria Wy, Camino Ramon, San Ramon Transit Center
96X	BART Walnut Creek, Highway 680, Chevron, Bishop Ranch 1, Bishop Ranch 3, Bishop Ranch 6, San Ramon Transit Center, Bishop Ranch 15, Annabel Ln, Bishop Ranch 8, Bishop Dr, Sunset Dr
97X	BART Dublin, Highway 680, Highway 580, Chevron, Bishop Ranch 1, Bishop Ranch 3, Bishop Ranch 6, San Ramon Transit Center, Bishop Ranch 15, Annabel Ln, Bishop Ranch 8, Bishop Dr, Sunset Dr
98X	BART Walnut Creek, N Main St, Highway 680, Sun Valley Blvd, Contra Costa Blvd, Concord Ave, Diamond Blvd., Highway 680, Highway 4, Alhambra Ave, Berrellesa St, Escobar St, Court St, Martinez Amtrak
250	St Mary's College, St Marys Rd, Moraga Rd, Mt Diablo Blvd, BART Lafayette
301	Rossmoor Shopping Center, Tice Valley Blvd, Boulevard Wy, Oakland Blvd, Trinity Ave , BART Walnut Creek, Ygnacio Valley, Montego, John Muir Medical Center

### Route Description Summary

Route #	Description
311	BART Concord, Port Chicago Highway, Salvio St, Mira Vista Terrace, Fry Wy, Clayton Rd, Market St, Meadow Ln, Oak Grove Rd, Treat Blvd, BART Pleasant Hill
314	Ayers Rd, Concord Blvd, Kirker Pass Rd, Clayton Rd, BART Concord, Oak St, Laguna St, Detroit Ave, Monument Blvd, Mohr Ln, David Ave, Crescent Plaza, Cleaveland Rd, Gregory Ln, Contra Costa Blvd, DVC
315	BART Concord, Port Chicago Highway, Salvio St, Parkside Dr, Willow Pass Rd, Landana Dr, West St, Clayton Rd
316	BART Pleasant Hill, Oak Rd, Buskirk Ave, Crescent Plaza, Gregory Ln, Contra Costa Blvd, Golf Club Rd, DVC, Old Quarry Rd, Pacheco Blvd, Muir Rd, Arnold Dr, Pacheco Blvd, Morrelo Ave, Martinez Amtrak, Berrellesa St, Alhambra Ave
320	BART Concord, Grant St, Concord Blvd, Clayton Rd, Gateway Blvd, Willow Pass Rd, Diamond Blvd, Concord Ave, Chilpancingo Pkwy, Old Quarry Rd, DVC
321	BART Walnut Creek, N & S California Blvd, Newell Ave, S Main St, Danville Blvd, Railroad Ave, San Ramon Valley Blvd, Camino Ramon, Fostoria Wy, San Ramon Transit Center- Shops at BR.
601	N Civic Dr, Parkside Dr, Riveria Ave, BART Walnut Creek, Trinity Ave, Oakland Blvd, Boulevard Wy, Tice Valley Blvd, Meadow Rd, Castle Hill Rd, Danville Blvd, Hillgrade Ave., Crest Ave, Rossmoor Shopping Center
602	Walnut Blvd, Oro Valley Cir, Mountain View Blvd, Rudgear Rd, Stewart Ave, Trotter Wy, Dapplegray Rd, Palmer Rd, Mountain View Blvd, San Miguel Dr, N & S California Blvd, BART Walnut Creek
603	Camino Pablo, Moraga Rd, St Marys Rd, St Mary's College, Mt Diablo Blvd, BART Lafayette
605	N Civic Dr, N Broadway, Lincoln Ave, Mt Pisgah St, Newell Ave, Lilac Dr, S Main St, Creekside Dr
606	BART Orinda, Orinda Wy, Miner Rd, Honey Hill Rd, Via Las Cruces, Saint Stephens Dr, Orinda Woods Dr, Moraga Wy, Ivy Dr, Moraga Rd, St Marys Rd, St Mary's College, Mt Diablo Blvd, BART Lafayette
607	BART Pleasant Hill, Treat Blvd, Bancroft Rd, Ygnacio Valley Rd, Oak Grove Rd, Walnut Ave
608	VA Clinic, Center Ave, Pacheco Blvd, Contra Costa Blvd, Chilpancingo Pkwy, Old Quarry Rd, DVC
609	BART Walnut Creek, Ygnacio Valley Rd, Marchbanks Dr, Walnut Ave
610	BART Concord, Clayton Rd, Ayers Rd, Concord Blvd, Kirkwood Dr, Oakhurst Dr, Center St, Marsh Creek Rd, Mountaire Pkwy, Mountaire Cir
611	BART Concord, Port Chicago Highway, Salvio St, Mira Vista Terrace, Fry Wy, Clayton Rd, Market St, Meadow Ln, Oak Grove Rd, Treat Blvd, Bancroft Rd, Minert Rd
612	BART Concord, Clayton Rd, Ayers Rd, Concord Blvd, Kirker Pass Rd, Washington Blvd, Pennsylvania Blvd, Pine Hollow Rd, El Camino Dr, Michigan Blvd
613	Minert Rd, Oak Grove Rd, Monument Blvd, Detroit Ave, Laguna St, Oak St, BART Concord
614	BART Concord, Clayton Rd, Michigan Blvd, Pennsylvania Blvd, Pine Hollow Rd, El Camino Dr
615	Concord Blvd, Landana Dr., Willow Pass Rd., Parkside Dr., Salvio St., East St., Clayton Rd., Oakland Ave., Mount Diablo St., BART Concord
616	Treat Blvd, Bancroft Rd, Minert Rd, Oak Grove Rd, Monument Blvd, San Miguel Rd, Galindo St, Oak St, BART Concord
619	Minert Rd, Oak Grove Rd, Monument Blvd, Mohr Ln, David Ave, Bancroft Rd, Treat Blvd, BART Pleasant Hill
622	Pine Valley Rd, Broadmoor Dr, Montevideo Dr, Alcosta Blvd, Crow Canyon Rd, Tassajara Ranch Rd, Camino Tassajara
623	Danville Blvd, Stone Valley Rd, Green Valley Rd, Diablo Rd, Hartz Ave, San Ramon Valley Blvd, Sycamore Valley Rd, Camino Tassajara, Tassajara Ranch Rd, Crow Canyon Rd, Anabel Ln
625	Rossmoor Shopping Center, Tice Valley Blvd, Olympic Blvd, Pleasant Hill Rd, Acalanes Ave, Stanley Blvd, Mt Diablo Blvd, BART Lafayette, Happy Valley Rd, Upper Happy Valley Rd, El Nido Ranch Rd, Hidden Valley Rd, Acalanes Rd
626	St Mary's College, St Marys Rd, Rohrer Dr, Moraga Rd, Mt Diablo Blvd, BART Lafayette, Happy Valley Rd, Upper Happy Valley Rd, El Nido Ranch Rd, Hidden Valley Rd, Acalanes Rd
627	BART North Concord, Port Chicago Highway, Bates Ave, Mason Cir
635	Bollinger Canyon Rd, Dougherty Rd, Crow Canyon Rd, Tassajara Ranch Rd, Camino Tassajara, Lusitano St, Charbray St
636	San Ramon Transit Center, Executive Pkwy, Crow Canyon Rd, Bollinger Canyon Rd, San Ramon Valley Blvd, Broadmoor Dr, Alcosta Blvd, Fircrest Ln, Village Pkwy, Dublin Blvd, BART Dublin



# The County Connection

Inter Office Memo

To: Marketing and Planning Committee

Date: April 28, 2011

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By:

SUBJECT: April Website Use

**SUMMARY OF ISSUES:** The attached report presents CCCTA website user information for the month of April.

**FINANCIAL IMPLICATIONS:** None

**RECOMMENDATION:** For information and review

**ATTACHMENTS:** Use overview and content over report.

	4/11	3/11	2/11	1/11	12/10	11/10	10/10
Visitors	27952	29,519	23,344	29,181	25,499	24,448	26,931
New Visits	41.04%	40.33%	40.59%	41.26%	41.75%	43.91%	45.72%
Unique Visitors	15,033	15,790	13,093	15,275	13,576	13,758	14,950
Pages Per Visit	3.15	3.15	3.32	3.56	3.57	3.59	3.77
Avg. Time On Site	3:28	3:17	3:17	3:27	3:17	3:59	3:31
Bounce Rate*	34.42	34.51%	32.27%	29.76%	28.22%	29.75%	27.33

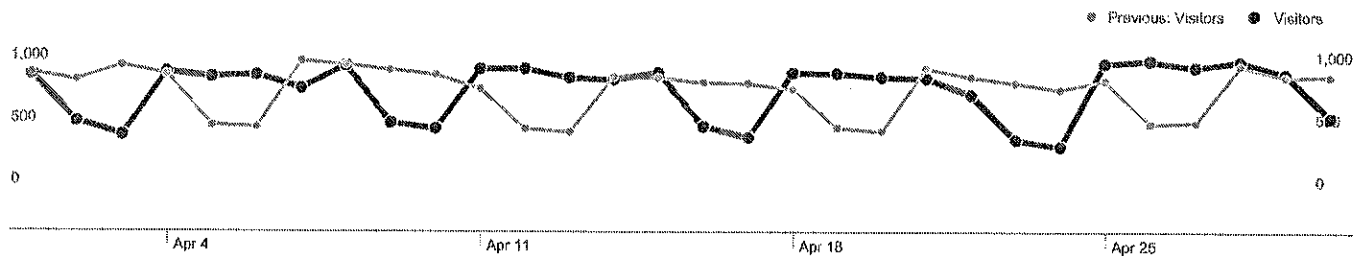
## TERMS

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.



## 15,033 people visited this site

**27,952 Visits**

Previous: 29,519 (-5.31%)

**15,033 Absolute Unique Visitors**

Previous: 15,424 (-2.54%)

**88,174 Pageviews**

Previous: 93,045 (-5.24%)

**3.15 Average Pageviews**

Previous: 3.15 (0.06%)

**00:03:28 Time on Site**

Previous: 00:03:17 (5.21%)

**34.42% Bounce Rate**

Previous: 34.51% (-0.25%)

**41.04% New Visits**

Previous: 40.33% (1.76%)

## Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Safari			Unknown		
Apr 1, 2011 - Apr 30, 2011	9,709	34.73%	Apr 1, 2011 - Apr 30, 2011	27,952	100.00%
Mar 1, 2011 - Mar 31, 2011	10,467	35.46%	Mar 1, 2011 - Mar 31, 2011	29,519	100.00%
% Change	-7.24%	-2.04%	% Change	-5.31%	0.00%
Internet Explorer					
Apr 1, 2011 - Apr 30, 2011	9,274	33.18%			
Mar 1, 2011 - Mar 31, 2011	9,857	33.39%			
% Change	-5.91%	-0.64%			

Firefox

Apr 1, 2011 - Apr 30, 2011	5,120	18.32%
Mar 1, 2011 - Mar 31, 2011	5,466	18.52%
% Change	-6.33%	-1.08%

Chrome

Apr 1, 2011 - Apr 30, 2011	3,020	10.80%
Mar 1, 2011 - Mar 31, 2011	2,947	9.98%
% Change	2.48%	8.22%

Opera

Apr 1, 2011 - Apr 30, 2011	139	0.50%
Mar 1, 2011 - Mar 31, 2011	165	0.56%
% Change	-15.76%	-11.03%