2477 Arnold Industrial Way

Concord, CA 94520-5326

(925) 676-7500

www.cccta.org

### BOARD OF DIRECTORS

### **MEETING AGENDA**

Thursday, May 19, 2011 9:00 a.m.

CCCTA Paratransit Facility Board Room 2477 Arnold Industrial Way Concord, California

The CCCTA Board of Directors may take action on each item on the agenda. The action may consist of the recommended action, a related action or no action. Staff recommendations are subject to action and/or change by the Board of Directors.

- 1. Call to Order/Pledge of Allegiance
- 2. Roll Call/Confirm Quorum
- 3. Public Communication
- 4. Consent Calendar
  - a. Approval of Minutes of Regular Meeting of April 21, 2011\*
- 5. Report of Chair
- 6. Report of General Manager
  - a. Recognition of Employees of the 4th Quarter 2010
  - b. Recognition of Departing Employee
  - c. State Budget Update
  - d. Board Attendance at APTA Expo 2011 & Annual Meeting in New Orleans October 2-5, 2011

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<sup>\*</sup>Enclosure

- 7. Report of Standing Committees
  - a. Administration & Finance Committee (Committee Chair: Director Dessayer)
    - (1) FY2012 Draft Budget and FY2011 Estimated Actual\* (The Board will review the FY2012 draft budget.)
  - b. Marketing, Planning & Legislative Committee (Committee Chair: Director Simmons)
    - (1) FY2012 Draft Marketing Plan\*
      (The MP&L Committee recommends that the Board approve the FY2012 Draft Marketing & Communications Plan.)
    - (2) Support SB582 (Emmerson)\* (The MP&L Committee recommends that CCCTA support SB582.)
  - c. Operations & Scheduling Committee (Committee Chair: Director Horn)
    - (1) Concord Pavilion Service\*
      (The O&S Committee recommends that the Board) authorize staff to provide the Concord Pavilion service for the 2011 season in the event a private charter company does not provide the service.)
- 8. Report from the Advisory Committee
- 9. Board Communication

Under this item, Directors are limited to providing information, asking clarifying questions about matters not on the agenda, responding to public comment, referring matters to committee or staff for information, or requesting a report (on any matter) be made at another meeting.

10, Adjournment

<sup>\*</sup>Enclosure

### General Information

<u>Public Comment</u>: Each person wishing to address the CCCTA Board of Directors is requested to complete a Speakers Card for submittal to the Clerk of the Board before the meeting convenes or the applicable agenda item is discussed. Persons who address the Board are also asked to furnish a copy of any written statement to the Clerk.

Persons who wish to speak on matters set for Public Hearings will be heard when the Chair calls for comments from the public. After individuals have spoken, the Public Hearing is closed and the matter is subject to discussion and action by the Board.

A period of thirty (30) minutes has been allocated for public comments concerning items of interest within the subject matter jurisdiction of the Board. Each individual will be allotted three minutes, which may be extended at the discretion of the Board Chair.

<u>Consent Items</u>: All matters listed under the Consent Calendar are considered by the Board to be routine and will be enacted by one motion. There will be no separate discussion of these items unless requested by a Board Member or a member of the public prior to when the Board votes on the motion to adopt.

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.

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 the Board Clerk, Janet Madrigal, at 2477 Arnold Industrial Way, Concord, CA 94520 or madrigal@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 the Board meetings. To arrange for the shuttle service, please call Mary Walker at 925/680-2068, no later than 24 hours prior to the start of the meeting.

### Currently Scheduled Board and Committee Meetings

Board of Directors: Administration & Finance: Advisory Committee: Marketing, Planning & Legislative: Operations & Scheduling:

Thursday, June 16, 9:00 a.m., CCCTA Board Room Tuesday, June 7, 9:30 a.m., Pleasant Hill City Offices Friday, May 13, 10:00 a.m., CCCTA Board Room Thursday, June 2, 8:30 a.m., Walnut Creek City Offices Friday, June 3, 9:00 a.m., Supervisor Uilkema's Lamorinda Office

The above meeting schedules are subject to change. Please check the CCCTA Website (www.CCCTA.org) or contact CCCTA staff at 925/676-1976 to verify date, time and location prior to attending a meeting.

This agenda is posted on CCCTA's Website (www.CCCTA.org) and at the CCCTA Administrative Offices, 2477 Arnold Industrial Way, Concord, California

2477 Arnold Industrial Way

Concord, CA 94520-5326

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Agenda Item No. 4.a.

### CCCTA BOARD OF DIRECTORS

### MINUTES OF THE REGULAR MEETING

April 21, 2011

### CALL TO ORDER/ROLL CALL/CONFIRM QUORUM

Chair Hudson called the meeting to order at 9:02 a.m. Board Members present were Directors Hoffmeister, Horn, Manning, Schroder, Uilkema and Worth. Director Andersen arrived shortly after roll call was taken. Directors Dessayer, Simmons and Weir were absent.

Staff:

Ramacier, Chun, Bowron, Burdick, Casenave, Churchill, Madrigal, Mitchell, Muzzini and

Rettig

Guests: Ralph Hoffman (Contra Costa County Senior Mobility Action Council)), Tina King Neuhouser

(Sustainable Contra Costa), Jiayi Zhou, and Jack Feldman (MHCC)

### PUBLIC COMMUNICATION

Ralph Hoffman commented on the spike in bicycle ridership. Because only two bicycles can be placed in the bicycle rack on a bus, he asked if the policy could be changed whereby a bicycle could be placed inside the bus so the rider would not have to wait for the next bus.

Tina King Neuhouser said Sustainable Contra Costa is a nonprofit organization that helps businesses, schools and cities by sponsoring events that have to do with sustainability and riding transit. The organization is accepting nominations for its third annual Leadership in Sustainability award for Contra Costa County. The award will be presented on October 7, 2011 at the Lafayette Veterans Memorial Hall.

Jiayi Zhou supported having CCCTA participate in the Clipper program because of the electronic and economic advantages it provides.

Jack Feldman commended the Board for the wonderful fixed-route service he received when he was using a wheelchair. One improvement he would like is more frequency of service. He suggested that Route 18 run every half hour in the afternoon from Amtrak and, when it reaches Pleasant Hill BART, change the route to Route 15 going to Walnut Creek. He related an incident when he missed his connection at Amtrak and had to wait one hour and 45 minutes for the next bus on Route 28. Because there are two medical facilities on Route 28, he asked if buses could run more frequently. He felt that more riders would use these routes due to the high cost of gasoline, which would warrant more frequent service.

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### PUBLIC HEARING—MINI SHORT-RANGE TRANSIT PLAN. FU2010-11 THROUGH FY2019-20

Chair Hudson opened the public hearing by advising that the public hearing notices inviting the public to attend this hearing were published in the Contra Costa Times and posted as required by law. This public hearing is being conducted to receive comments on the Mini Short-Range Transit Plan (SRTP), FY2010-11 through FY2019-20. The SRTP is a planning document that defines the performance standards, evaluates current services, describes the capital improvement program, and projects the operating budget for a ten-year period. The SRTP does not propose any further service cuts but shows that, without an increase in sales tax revenues or other new funds, there will be an operating deficit in FY2013-14. The SRTP serves to demonstrate the need for new funding, fare increases and/or service cuts to sustain the current service levels beyond 2013.

Mr. Hoffman suggested marketing promotions focused on saving money by using transit because gasoline prices will continue to rise and many low-income residents use transit. Rather than cutting service, he suggested partnering with businesses to help fund certain routes. Consolidation of services with the other three transit operators in the county would help save costs. On the revenue side, he supported an increase in the gasoline tax.

No further comments on the SRTP were made by the public and Chair Hudson closed the public hearing at 9:27 a.m.

### CONSENT CALENDAR

MOTION: Director Manning moved approval of the Consent Calendar, which consisted of Approval of Minutes of Regular Meeting of March 17, 2011. Director Hoffmeister seconded the motion and it received the following vote of approval.

Ave:

Directors Andersen, Hoffmeister, Horn, Hudson, Manning, Schroder, Uilkema

and Worth

No:

None

Abstain: None

Absent: Directors Dessayer, Simmons and Weir

### REPORT OF CHAIR

Chair Hudson expressed support for a bike sharing program rather than putting additional bikes on a bus. He also supported the Clipper card program and asked staff to provide an update for the Board. Rick Ramacier, General Manager, advised an update on the Clipper card program will be given to the O&S Committee in May 2011.

### REPORT OF GENERAL MANAGER

### Report on APTA 2011 Legislative Conference

Mr. Ramacier summarized information provided at the APTA 2011 Legislative Conference. Basically, there is a lot of uncertainty regarding a reauthorization bill and the federal role in transportation. The gas tax expires on September 30, 2011 and it is not a given that it will be extended. Our delegation to Congress was pleased that CCCTA has been purchasing buses from a local manufacturer. A big theme in Congress is to buy American products to promote job creation.

### Federal and State Budget Update

Mr. Ramacier said he will defer this item until the discussion on the Legislative Update under the MP&L Committee.

Mr. Hoffman expressed the need for Congress to reach a compromise on the federal deficit to avoid a reduction in the U.S. credit rating. He asked that Board Members communicate with their representatives regarding extension of the gas tax.

### REPORT OF STANDING COMMITTEES

### Administration & Finance Committee

### Fy2012 Draft Budget and FY2011 Estimated Actual

Director Manning advised the A&F Committee thoroughly reviewed the FY2012 draft budget and recommends adoption of the revised resolution distributed at the meeting today. Director Horn inquired about continued revenue from development fees in the Dougherty Valley area. Kathy Casenave, Director of Finance, advised staff projects the amounts shown in outlying years because the developers have not sold as many homes as expected, so the fee will continue until all requirements are met. Director Uilkema advised this revenue resulted from a transportation fee imposed by the county on the developers, known as a T-1 special district. The fee was implemented after a certain number of homes were sold and then the obligation on the developers would end after a successful ridership level was developed. It was a novel approach and the obligations are still there.

MOTION: Director Hoffmeister moved approval of Resolution No. 2011-012 which authorizes filing applications with MTC for allocation of Transportation Development Act, State Transit Assistance, and RM2 funds for FY2012. The motion was seconded by Director Manning, and it was approved.

Aye:

Directors Andersen, Hoffmeister, Horn, Hudson, Manning, Schroder, Uilkema

and Worth

No:

None Abstain: None

Absent: Directors Dessayer, Simmons and Weir

### Marketing, Planning & Legislative Committee

### Mini Short-Range Transit Plan, FY2010-11 to FY2019-20

Director Hoffmeister complimented staff on the information and diagrams incorporated in the SRTP which are very helpful in understanding the different passenger ridership profiles. Commenting on the graph for Route 4, which shows the number of boardings for downtown Walnut Creek, Director Horn expressed appreciation for the computer-generated graphics. Director Uilkema complimented staff on the photograph used on the cover of the SRTP.

MOTION: Director Hoffmeister made a motion to accept the Mini Short-Range Transit Plan, FY2010-11 to FY2019-20. Director Worth seconded the motion and it passed.

Aye:

Directors Andersen, Hoffmeister, Horn, Hudson, Manning, Schroder, Uilkema

and Worth

No:

None

Abstain: None

Absent: Directors Dessayer, Simmons and Weir

### MTC Transit Sustainability Project Update

Mr. Ramacier provided historical information and a status report on the MTC Transit Sustainability Project. A study was undertaken by MTC to look at how the Bay Area can sustain the current level of service it is providing. The problem is that there is a level of transit service that, at its current cost, is greater than the amount of identified revenue sources required to operate it. MTC divided the work into three general categories-financial, service and institutional. The financial piece is fairly well along and the work is focused primarily on the seven largest transit agencies. CCCTA is not included in the financial analysis except to show a projected target of where the cost should be to produce an hour of service. The consultants have shown that, if changes are made in work rules,

administrative functions and retirement benefits, the region could save \$235 million a year in annual operating costs. A detailed analysis of these changes is not available at this time. The consultants reviewed service delivery data and compared them with a series of suggested productivity measures. The small operators are recommending to MTC productivity measures that put the suburban operators in a fair place compared to the urban operators. This is one area that could affect CCCTA if the final performance standards cannot be met.

Director Worth spoke about the importance of maximizing the dwindling resources to survive and prosper in this environment. One key point is to make sure there are different service standards for the suburban operators that will reflect their market and environment in which the communities are being served. She felt SB375 puts CCCTA in a good position in the competition for funding. As this study moves forward, she felt it is important to increase the partnerships CCCTA has with the other suburban transit agencies, such as joint marketing campaigns. Director Hoffmeister pointed out that CCCTA has already implemented many cost-efficient areas, including not enhancing retirement benefits and ongoing marketing efforts with other agencies. Chair Hudson felt that CCCTA is being set up as the model, and the study comes down to where the money is going. Even though CCCTA has already done many cost-cutting actions, he felt additional cuts would be required.

Responding to a question from Director Schroder, Mr. Ramacier advised the study will look at consolidation under the institutional piece, which is not being discussed at the moment. Director Uilkema suggested the A&F Committee look at some of the identified cost-saving measures, such as pension or other costs that may be reduced if there were more consolidation. She supported addressing some actions separately on a regional basis while making sure local service meets local needs. Director Worth advised all the agencies are participating in the planning process for the study, she is participating on an MTC subcommittee to oversee the study, and the next phase of work will come before the Commission next week. A report on the study will be issued and it will also come out as policy decisions as MTC does the next regional transportation plan showing how the region will allocate funds. Chair Hudson advised this is an informational item and no action is necessary by the Board.

### Legislative Update

Chair Hudson said he is interested in three legislative issues: SB907, SB475 and SB310. He asked the Board to look at these bills that address bike and car sharing programs and transit along with ways to fund these programs because they may be tied to what the Board is now considering.

Mr. Ramacier advised the federal government now has a budget for FY2011 that goes through September 30, 2011. It does have a lot of transit cuts but none of those cuts are to the formula funds used by CCCTA. Our FY2011 grants are in process and will be available to us. The FY2012 federal budget process is underway as well as a six-year transportation reauthorization bill. Funding levels for transit are uncertain at this time.

On the state side, he reported that legislation was passed that is enrolled. One bill honors the STA commitment that was there from previous legislation last year and the other bill readopts the gas tax swap. The gas tax swap at the state level was re-enacted with a two-thirds vote so it meets the Proposition 26 requirements. However, the Assembly is now working on a budget that would take away a portion of the STA funds from transit that are not protected by Proposition 22. This Proposition protects the sales tax on diesel at the rate it was prior to the gas tax swap. Thus, the increase under the gas tax swap through the STA program is unprotected. This would result in a \$1-1.5 million hit to CCCTA that would be very serious to absorb. Staff is watching these developments closely and working with the A&F Committee on some options.

Mr. Ramacier also reported on SB582 (Emmerson), which is co-sponsored by MTC and the California Transit Association along with the Bay Area Air Quality Management District. This bill would adopt an employee transit commute benefit. Director Worth pointed out that Bishop Ranch provides a significant partnership and infusion of funds to provide transit from BART to its job centers. The MP&L Committee wanted to ensure that this bill provided for arrangements of that type and a credit

or benefit for companies that choose to subsidize transit services for their employees. The MP&L Committee is watching this legislation.

(Director Worth left the meeting.)

### Operations & Scheduling Committee

### Contract Extension with First Transit, Inc. for LINK Paratransit Services in FY2011-2012

Director Horn introduced this topic by stating that First Transit, Inc. is willing to extend its current contract at no increase except for a small increase in the gas cap, which will amount to less than \$200 for CCCTA during the next fiscal year.

MOTION: Director Horn made a motion to adopt Resolution No. 2011-013, which authorizes extension of the professional services agreement for ADA paratransit services, BART ADA service, and Gael Rail Shuttle with First Transit, Inc. The motion was seconded by Director Uilkema and it received a vote of approval.

Aye:

Directors Andersen, Hoffmeister, Horn, Hudson, Manning, Schroder and

Uilkema

No:

None

Abstain: None

Absent: Directors Dessayer, Simmons, Weir and Worth

(Director Worth returned to the meeting.)

REPORT FROM THE ADVISORY COMMITTEE: There was no report.

### **BOARD COMMUNICATION**

Director Uilkema noted that the county is redistricting and trying to outreach to the cities and agencies in that process. County staff will present possible alternatives to the Board of Supervisors on May 3, 2011 when the process begins. Information will be sent to public meetings held throughout the county for public input. Some cities have already written letters to the Board of Supervisors regarding their preferences. She encouraged the Board's active involvement in the process this year. After the last redistricting was done ten years ago, the county has grown by 100,000 residents.

Director Schroder complimented staff on the new photographs displayed in the Board room. Director Hoffmeister asked if the A&F Committee could provide an update on the consolidation of the CCCTA Advisory Committees. Director Manning reported that one result of the consolidation is the resignation of Chuck Evans who was a Citizens Advisory Committee representative from the City of Clayton. On behalf of the Board and the City of Clayton, Director Manning thanked Mr. Evans for his sixteen years of service.

ADJOURNMENT: Chair Hudson adjourned the regular meeting at 10:30 a.m.

Minutes prepared by

Janet Madugal
Janet Madrigal, Clerk to the Board

May 13,2011

Date

### The County Connection



May 12, 2011

TO:

**BOARD OF DIRECTORS** 

FROM:

KATHY CASENAVE, DIRECTOR OF FINANCE

REVIEWED:

Plus

### SUBJECT: FY 2012 DRAFT BUDGET AND FY 2011 ESTIMATED ACTUAL

The attached draft of the FY 2012 budget is submitted for your review. This draft incorporates the following:

- Conversion of \$5.5 million for the FY 2011 bus purchase to preventive maintenance. Some of it will be used in FY 2011, but most will be consumed in FY 2012.
- STA revenue per MTC's estimates based on the Governor's budget. Final figures are not yet available.
- Estimated TDA revenue for FY 2011 and FY 2012 based on the CC Auditor Controller's estimate as reported to MTC. A more detailed discussion is presented later in this memo.
- CCCTA staff estimate for some federal operating revenue. MTC staff is proposing elimination of the federal flexible setaside program for FY2011 & FY 2012 due to the region's shortfall and the
- Commission is expected to consider this in June. CCCTA has been using the setaside for preventive maintenance and it is included in the attached budget. If this proposal is approved, CCCTA will lose a total of \$741k.
- Removal of RM2 funding for Express bus route due to unmet MTC productivity requirements
- A further reduction in Administrative staff, from a high of 36.5 in FY 2007 to 30 in FY 2012
- FY 2012 capital program revenues (state bonds and bridge toll) final figures not yet available.
- No additional service reductions
- CCCTA's share of Contra Costa County Lifeline FY 2012 revenue is not included in this budget because MTC is reviewing the application process. If there are no changes, CCCTA would receive about 25% of the county's \$700k-\$1.2 million.

### FY 2012 Draft Operating Budget-

The draft operating budget totals \$32,601,191, a 6.7% over the estimated actual FY 2011. Of this, fixed route is \$26,463,997 and Paratransit is \$5,594,399. The budget also includes a contingency line item of \$642,795.

- Fixed route expenses for FY 2012 are projected to be \$1,502,634 (6%) more than the estimated actual for FY 2011. Of this, \$840,000 is for projected increase in diesel fuel. If the contingency is included, then the increase is 8.2% over the FY 2011 estimated actual
- Paratransit expenses are estimated to be \$1,911 more than the estimated actual for FY 2011.

### FY 2011 Estimated Actual

The Board authorized an operating budget of \$31,269,545 which included a contingency line item of \$313,000.

- Fixed route expenses for FY 2011 are estimated to be \$402,631 (1.6%) less than the budget.
- Paratransit expenses for FY 2011 are estimated to be on budget.
- The contingency will not be used.
- The total operating estimated actual is projected to be \$715,695 (2.2%) under budget.

### List of Key Assumptions Used for Ten-Year Draft Financial Forecast and TDA Reserve-

### **Operating Revenues-**

- Passenger fares are increased 2% annually for Fixed route and 3% for Paratransit. Fares increases are projected for FY 2013, 2016 and 2019.
- STA growth rate is 3%.
- TDA projected to grow 6.5% in FY 2013 & 6.2% in FY 2014 gradually reducing to 4.5% in the out years. By FY 2015 it is expected to be at the FY 2006 and 2007 amounts. (See below for CCCTA's historical revenue)

### **Operating Expenses-**

The forecast assumes no increase or decrease in fixed route hours.

- The growth rate for expenses 2.8% for most of the out years.
- Retiree medical expense of \$234,000 has been included in all years.
- PERS ER pension rate is estimated to be 5.9% in FY 2013 and 8.3% in FY 2014 (PERS estimate). The 8.3% rate is based on a 7.75% investment return for this fiscal year (Jul 2010-Jun 2011); if the return is more, the ER rate will be less. The rate in the forecast is gradually increased to 10.4% in the out years.

### **TDA Revenue-**

The latest FY 2011 TDA 4.0 revenue projection from the County Auditor's office has been increased by \$573,000. The new projection represents a 3.5% increase over the FY 2010 actual. The Auditor also projected a modest \$209,000 (1.7%) increase for FY 2012.

The question is when will the TDA revenue get back to "normal"- \$35 million for the County and around \$15 million for CCCTA? In the accompanying forecast (*Page 10, line 46*), staff projects that it will occur in FY 2015- a five year recovery period.

### Contra Costa TDA

### In Millions

Fiscal Year	% Inc (Dec)	CC County TDA	CCCTA share
2012 est	1.7%	\$30.4	\$12.8
2011 est	3.5%	\$29.9	\$12.6
2010	-21.5%	\$28.9	\$12.2
2009	0.3%	\$35.1	\$14.9
2008	-0.6%	\$35.0	\$14.9
2007	0.6%	\$35.2	\$15.1
2006	6.4%	\$35.0	\$15.0
2005	4.8%	\$32.9	\$14.3
2004	3.0%	\$31.4	\$13.8

### Capital Program-

### Capital Revenue-

No TDA revenue is shown as being used for capital projects after FY 2011. State Transportation bond money is shown as being used to supplement bus or van purchases and facility rehabilitation. If the bond money is not forthcoming in FY 2012, then the facility rehabilitation projects will not be started. The capital program shows a revenue line item listed as "To be determined" which basically represents a shortfall of capital revenues.

### **TDA Reserve-**

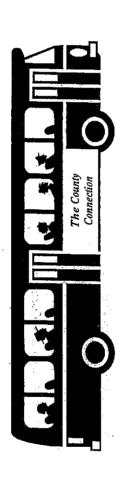
The TDA reserve is estimated to be very low by the end of FY 2014- \$431,000. If no additional revenue is forthcoming before that time, a further reduction in service would be needed by the beginning of FY 2014.

### **ACTION REQUESTED:**

The A&F Committee has forwarded this draft budget to the Board for review and discussion so that a final budget can be approved in June.

# DRAFT Operating and Capital Budget

Fiscal Year 2012



# CENTRAL CONTRA COSTA TRANSIT AUTHORITY

Concord, California

April 28, 2012

### CENTRAL CONTRA COSTA TRANSIT AUTHORITY FY 2012 Budget Table of Contents

Budget Summary			7
			-
Operating Expense			7
Operating Revenue			က
Pie Charts - Fixed Route			4
Revenue Source Utilization			Ŋ
Staffing			9
Capital Program-Budget Year			7
Ten Year Financial Forecast		-8	6-8
TDA Reserve	- 12 - 1 - 1 - 1	7	10
Ten Year Capital Program		_	7
Operating Expense Detail		12-23	23

### CENTRAL CONTRA COSTA TRANSIT AUTHORITY FY 2012 BUDGET SUMMARY

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- 1 - 7	Subtotal	9 49	30,553,850	e 69	31,269,545	-2.3% \$	32,601,191	6.7%
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: :	Subtotal	<del>\$</del>	303,919 \$	₩	303,919	\$ %0.0	12,342,032	3961.0%
	Grand Total	↔	30,857,769 \$	·	31,573,464	-2.3% \$	44,943,223	45.6%

### DRAFT 4/27/2011

### CENTRAL CONTRA COSTA TRANSIT AUTHORITY FY 2012 BUDGET- OPERATING EXPENDITURES

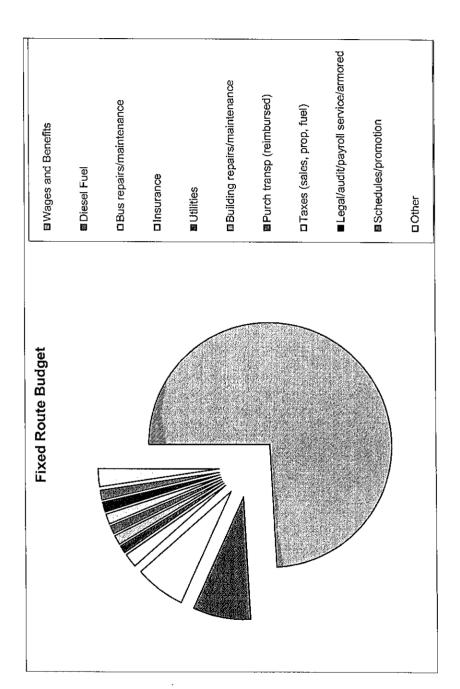
vute         Amount +(·)         % +(·)           es         12,130,675         11,926,836         12,080,042         (153,206)         -1.3%         (12,004,006)           lal Wages and benefits         16,673,106         19,742,894         19,244,239         -1.2%         775,004,006           ces         1,480,720         1,773,195         1,913,140         (139,945)         -7.3%         1,666,200           ces         2,66,486         2,913,35         1,913,140         (139,945)         -7.3%         1,666,200           nils and supplies         2,66,486         2,913,35         2,550,000         6,303         7.1%         3,666,200           es and rentals         33,200         38,677         38,000         (15,000         7.1%         273,000           and tentals         33,200         38,677         38,000         (15,000         7.1%         273,000           and tentals         33,200         36,000         3,000,791         3,000,791         3,000,791         3,000           and tentals         33,200         36,000         3,000,791         3,000,791         3,000,791         3,000,791           and tentals         43,000         3,000         41,000         3,000         1,000	·Category	ACTUAL FY2010	EST/ACT FY 2011 BU	APPROVED   BUDGET FY 2011	EST/ACT over(under) Budget Amount % Var	der) Budget % Var	PROPOSED BUDGET FY 2012	Variances over(under) PY2011 Estimated Actual	under) d Actual
Penelits (12,190,675 11,926,836 12,080,042 (153,206) 1,2% (15,054,006)  Nagges and benefits (6,8201) 1,147,134 11,145,130 (139,496) 1,2% (15,515,504,143) (139,496) 1,2% (15,515,504,143) (139,496) 1,2% (15,515,504,143) (139,446) 1,2% (149,646) 1,2% (139,446) 1,0				: :	Amount +/(-)	(-)/+ %		Amount +/(-)	(-)/+ %
benefits 6,731,068 7,134,289 64,305 1.2% 7,7515,534  Wages and benefits 18,681,143 19,144,430 (19,944) 7.7% 19,151,900  s and supplies 2,556,386 2,912,816 3,041,100 (128,484) 7.7% 19,1569,500  s and supplies 2,556,386 2,912,816 3,041,100 (128,484) 7.7% 215,000  y and liability 40,254 333,885 17,700 (31,634) 7.7% 275,000  and rantals 33,200 38,677 38,000 677 1.8% 275,000  and rantals 64,825 16,569 111,200 3,899 3.8% 110,200  other Expenses 5,309,711 324 24,961,362 25,677,205 (715,843) -2.5% 24,775  in 24,171,534 24,961,362 25,677,205 (715,843) -0.1% 22,006,782  s and supplies 51,234 24,961,362 25,677,205 (715,843) -0.1% 22,006,782  s and supplies 51,234 24,961,362 25,677,205 (715,843) -0.1% 1122,006  other Expenses 36,4417 22,961,362 25,677,205 (715,843) -0.1% 1122,006  other Expenses 36,4417 22,961,362 25,677,205 (715,843) -0.1% 1122,006  other Expenses 4,447 22,794 22,500 0 0 0.0% 27,703  other Expenses 4,995,167 5,592,488 5,592,340 148 0 0.0% 5,541,077  Other Expenses 5,149,277 5,552,488 5,712,695 2,2% 5,780,1191  S 29,320,181 \$3,055,356 \$3,1269,545 \$7,15,695 2,2% \$3,226,1191  S 29,320,181 \$3,055,356 \$3,1269,545 \$7,15,695 7,27% \$3,226,1191	Fixed Route Wages	12.130.675	11.926.836	12.080.042	(153 206)	-1.3%	12004008	77 170	0 8%
Wages and benefits         18 861 743         19,145,430         19,14,331         (88 901)         -0,4%         +19519           s         1,460/720         1,773,195         1,913,440         (128,445)         -7.3%         +19,60/720         -7.3%         +19,60/720         -7.3%         +19,60/720         -7.3%	Fringe benefits	6,731,068	7,218,594	7,134,289	84,305	1.2%	7.515.594	297,001	4.1%
s and supplies 2,588,586 2,912,616 3,041,100 (139,945) -7.3% 1966,200 2,044,400 (139,945) -7.73% 2,566,4460 2,245,440 (139,945) -7.73% 2,546,446 2,941,100 (139,945) -7.74% 2,745,000 2,040 (130,041) -7.74% 2,745,000 2,040 (14,041) -7.74% 2,745,000 2,040 (17,044) -7.74% 2,745,000 2,040 (17,044) -7.74% 2,745,000 2,040 (17,044) -7.74% 2,745,000 2,040 (17,044) -7.74% 2,745,000 2,040 (17,044) -7.74% 2,745,000 2,040 (17,044) -7.74% 2,745,000 2,040 (17,044) -7.74% 2,745,000 2,040 (17,044) -7.74% 2,745,000 2,040 (17,044) -7.74% 2,745,000 2,040 (17,044) -7.74% 2,745,000 2,040 (17,044) -7.74% 2,745,000 2,040 (17,044) -7.74% 2,745,000 2,040 2,040 (17,044) -7.74% 2,745,000 2,040 2,0	Total Wages and benefits	18,861,743	19,145,430	19,214,331	(68,901)	-0.4%	19,519,600	374,171	2.0%
Search Service   2,558,566   2,912,516   3,041,100   (128,424)   4,2%   2,550,000   6,935   2,7%   2,7000   2,946,46   2,945   4,46   2,945   4,46   2,945   4,46   2,945   4,46   2,945   4,40   2,405   4,40   2,405   1,40   2,405   1,40   2,405   1,40   2,405	Services	1,480,720	1,773,195	1,913,140	(139,945)	-7.3%	1,968,200	195,005	11.0%
y and liability	Materials and supplies	2,558,586	2,912,616	3,041,100	(128,484)	4.2%	3,864,480	951,864	32.7%
y and liability 402,634 399,335 423,523 (30.138) -7.1% 37.366 and rentals 37,200 38,677 1.8% 35.600 and rentals 37,200 38,677 1.8% 37.260 and rentals 5.39,730 1.05,000 1.01,200 3.859 3.8% 170,700 3.800 and rentals 24,322 1.05,055 1.01,200 3.859 3.8% 170,000 and rentals 5.309,731 5.815,933 6.149,663 (333,730) -5.4% 1.05,700 3.7250 1.05,000 3.859 3.8% 170,700 3.800 3.859 3.8% 170,700 3.800 3.859 3.8% 170,700 3.800 3.859 3.8% 170,700 3.800 3.859 3.8% 170,700 3.800 3.800 3.859 3.8% 170,700 3.800 3	Utilities	246,446	261,935	255,000	6,935	2.7%	273,000	11,065	4.2%
and rentals 276,051 286,066 317,700 (31,634) -10,0% 264,000 and rentals 33,200 105,059 107,200 677 1.8% 38,000 and rentals 33,200 105,059 107,200 3659 3.8% 1107,059 and transportation 247,329 45,000 60,000 (15,000) -2.5.0% 47,250 (10,000) 2.5.0% 47,250 (10,000) 2.5.0% 47,250 (10,000) 2.5.0% 47,250 (10,000) 2.5.0% 47,250 (10,000) 2.5.0% 47,250 (10,000) 2.5.0% 47,250 (10,000) 2.5.0% 26,403,393 (402,631) -1.6% 26,463,393 (402,631) -1.6% 26,463,393 (402,631) -1.6% 26,463,393 (402,631) -2.8% 47,750 (10,000) 2.5.00 (10,000) 2.	Casualty and liability .	402,634	393,385	423,523	(30,138)	-7.1%	379,366	(14,019)	-3.6%
and rentals 33,200 38,677 38,000 677 118% \$8,000 and rentals 33,200 38,677 38,000 and rentals 38,200 38,677 38,000 and rentals 47,259 105,059 101,000 (15,000) 25,0% 47,259 and benefits 5,303,731 24,171,534 24,961,362 25,363,993 (402,631) -1.6% 26,943399 and benefits 51,234 24,961,362 25,677,205 (715,843) -2.8% 22,79667792 and benefits 51,234 24,961,362 25,677,205 (715,843) -2.8% 22,796	Taxes	276,051	<b>~</b>	317,700	(31,634)	-10.0%	264,000	(22,066)	-7.7%
nneous         64,825         105,059         101,200         3,659         3.8%         410,100           sed transportation         24,7329         447,329         60,000         (60,000         -25,0%         69443391           Other Expenses         5,309,713         6,149,61,362         25,363,993         (402,631)         -1,6%         59443391           ency         24,171,534         24,961,362         25,567,205         (715,843)         -1,0%         54,4795           ency         24,171,534         24,961,362         25,677,205         (715,843)         -2,3%         84,373           ency         24,171,534         24,961,362         25,677,205         (715,843)         -2,3%         84,725           ency         102,876         89,006         84,863         4,143         4,9%         84,227           energits         51,224         38,410         42,698         (4,288)         -10,0%         4,046           s and supplies         4,417         27,445         127,46         2,500         294         11,8%         2,850           s and supplies         4,417         2,744         2,744         2,744         2,744         2,744           d transportation         4,995,767	Leases and rentals	33,200		38,000	229	1.8%	38,000	(229)	-1.8%
sed transportation         247,329         45,000         60,000         (15,000)         -55.0%         47,250           Other Expenses         5,309,791         -5,815,933         6,149,663         (333,730)         -5.4%         6,9443,396           I color Expenses         24,171,534         24,961,362         25,363,993         (402,631)         -1.6%         26,463,997           ency         24,171,534         24,961,362         25,677,205         (715,843)         -2.8%         42,755           enefits         51,234         24,961,362         25,677,205         (715,843)         -2.8%         4,277           wages and benefits         154,110         127,415         127,561         (146)         -0.1%         64,222           s and supplies         24,417         21,744         26,500         26,500         0.0%         27,036           s and supplies         4,417         22,000         22,000         20,000         0.0%         27,036           s and supplies         4,417         5,00         0.0%         0.0%         27,030           s and supplies         4,417         5,00         0.0%         2,00           1,517         5,412,179         5,412,179         0.0%         5,412,179 </td <td>Miscellaneous</td> <td>64,825</td> <td></td> <td>101,200</td> <td>3,859</td> <td>3.8%</td> <td>110,100</td> <td>5,041</td> <td>4.8%</td>	Miscellaneous	64,825		101,200	3,859	3.8%	110,100	5,041	4.8%
Other Expenses 5,309,721 5,815,933 6,149,663 (333,730) -5,4% 6,944,399 (402,631) -1.6% 24,171,534 24,961,362 25,635,993 (402,631) -1.6% 26,463,997 (402,631) -1.6% 26,463,997 (402,631) -1.6% 26,463,997 (402,631) -1.6% 26,463,997 (402,631) -1.6% 26,463,997 (402,631) -1.6% 26,4795 (402,631) -1.6% 26,445 (402,631) -1.6% 26,441 (402	Purchased transportation	247,329	45,000	000'09	(15,000)	-25.0%	47,250	2,250	5.0%
ency 24,171,534 24,961,362 25,563,993 (402,631) -1.6% 264,633,997 ency 313,212 (313,212) -100.0% 542,795.  I 24,171,534 24,961,362 25,677,205 (715,843) -2.8% 227,006,792	Total Other Expenses	5,309,791	5,815,933	6,149,663	(333,730)	-5.4%	6,944,396	1,128,463	19.4%
ency  102,876  89,006  84,863  4,143  4,143  4,196  84,222  84,222  84,223  84,033  84,033  84,033  84,033  84,033  84,033  84,033  84,033  84,033  84,033  84,033  84,033  84,033  84,033  86	Subtotal	24,171,534	24,961,362	25,363,993	(402,631)	-1.6%	26,463,997	1,502,634	%0.9
Herefits 24,171,534 24,961,362 25,677,205 (715,843) -2.8% ave.27;006;792 and benefits 154,110 127,415 26,500 26,500 0.0% 25,412,179 0.0% 25,412,179 0.0% 25,412,179 0.0% 25,412,179 0.0% 25,412,179 0.0% 25,502,488 25,592,340 1.48 0.0% 25,503,399 0.0% 25,50	Contingency			313,212	(313,212)	-100.0%	542;795	542,795	
senefits  1102,876  Wages and benefits  51,234  88,410  42,698  (4,288)  10.0%  44,046  5,434  2,500  26,500  21,704  21,704  21,704  21,704  21,704  21,705  11,706  11,706  21,707  21,415  22,412,179  31,416  31,4	Subtotal	24,171,534		25,677,205	(715,843)	-2.8%	27,006,792	2,045,430	8.2%
henefits 102,876 89,006 84,863 4,143 4.9% 84,222 51,234 38,410 42,698 (4,288) -10.0% 44,046 44,046 15,410 127,415 127,561 (146) -0.1% 44,046 15,410 25,500 26,500 0 0.0% 44,046 27,030 20,360 22,000 0 0.0% 7,27,030 22,400 0 0.0% 7,27,030 1,118% 22,300 0 0.0% 7,22,440 1,118% 22,440 1,110 0 0.0% 7,112,240 1,110 0 0.0% 7,112,240 1,110 0 0.0% 7,112,240 1,110 0 0.0% 7,112,240 1,110 0 0.0% 7,112,240 1,110 0 0.0% 7,112,240 1,110 0 0.0% 7,112,240 1,110 0 0.0% 7,112,240 1,110 0 0.0% 7,112,240 1,110 0 0.0% 7,112,240 1,110 0 0.0% 7,112,240 1,110 0 0.0% 7,112,240 1,110 0 0.0% 7,112,240 1,110 0 0.0% 7,112,240 1,110 0 0.0% 7,112,240 1,110 0 0.0% 7,112,240 1,110 0 0.0% 7,112,240 1,110 0.0%						1993 M. 2014 T. 1994 M.			
se for the second sequence of the sequence of	Paratransit			,	,				-
tall Wages and benefits	Wages	102,876	89,006	84,863	4,143	4.9%	84,222	(4,784)	-5.4%
tal Wages and benefits 154,110 127,415 127,561 (146) -0.1% 428,268 36,434 26,500 26,500 0 0.0% 27,030 27,030 294 11.8% 27,030 22,000 0 0.0% 27,030 27,030 22,000 0 0.0% 27,030 27,030 22,000 0 0.0% 27,030 27,030 22,000 0 0.0% 27,040 27,040 22,000 0 0.0% 27,040 27,040 27,040 0 0.0% 27,040 27,040 27,040 0 0.0% 27,040 27	Fringe benefits	51,234	38,410	42,698	(4,288)	-10.0%	44,046	5,637	14.7%
ces       36,434       26,500       26,500       26,500       0 0.0%	Total Wages and benefits	154,110	127,415	127,561	(146)	-0.1%	128,268	853	0.7%
rials and supplies 4,417 2,794 2,500 294 11.8% 2,850 es 20,360 22,000 0 0 0.0% -22,440 es 4,414 500 500 0 0 0.0% -22,440 es 1,517 1,700 1,100 0 0.0% -22,440 es 1,517 1,700 1,100 0 0.0% -22,440 es 1,517 1,700 1,100 0 0.0% -22,440 es 1,932,025 5,412,179 5,412,179 0 0.0% -5,412,179 es 1,932,025 6,131 es 1,464,779 294 0.0% -5,466,131 es 1,149,277 5,592,488 5,592,340 148 0.0% -5,594,399 es 1,320,811 \$ 30,553,850 \$ 31,269,545 \$ (715,695) -2,2% \$ 32,6011191	Services	36,434	26,500	26,500	0	%0:0	27,030	230	2.0%
s 20,360 22,000 0 0.0% 22,440 s 414 500 500 0 0.0% 510 510 s 1,517 1,1100 1,100 0 0.0% 5412,179 1,122 assed transportation 4,932,025 5,412,179 5,412,179 0 0.0% 5,412,179 1,122 assed transportation 4,995,167 5,465,073 5,464,779 294 0.0% 5,412,179	Materials and supplies	4,417	2,794	2,500	294	11.8%	2,850	26	2.0%
s 414 500 500 0 0.0% 510 1122	Ufilities	20,360	22,000	22,000	0	%0:0	22,440	440	2.0%
ased transportation 4,932,025 5,412,179 5,412,179 0 0.0% 5,412,179 and transportation 4,932,025 5,465,073 5,464,779 294 0.0% 5,412,179 5,465,131 and other Expenses 4,995,167 5,592,488 5,592,340 148 0.0% 5,594,399 and trail 5,149,277 5,592,488 5,1269,545 \$ (715,695) -2.2% \$ 32,601,191	Taxes	414	200	200	0	%0:0	510	10	2.0%
Tall Other Expenses 4,995,167 5,464,779 5,464,779 0 0.0% 5,412,179	Miscellaneous	1,517	1,00	1,100	0	%0.0	-1,122	22	2.0%
ral Other Expenses 4,995,167 5,465,073 5,464,779 294 0.0% 5,466,131 (a) (b) (c) (c) (c) (c) (c) (c) (c) (c) (c) (c	Purchased transportation	4,932,025	5,412,179	5,412,179	0	0.0%	5,412,179	0	%0.0
rtal 5,149,277 5,592;488 5,592,340 148 0.0% 5,594;399 5,592,340 148 0.0% 5,594;399 5,592,398 5,592,398 5,592,348 5,592,340 148 0.0% 5,594;399 5,592,398 5,592,392,398 5,592,398 5,592,398 5,592,398 5,592,398 5,592,398 5,592,392,398 5,592,398 5,592,398 5,592,398 5,592,398 5,592,398 5,592,392,398 5,592,398 5,592,398 5,592,398 5,592,398 5,592,398 5,592,392,398 5,592,398 5,592,398 5,592,398 5,592,398 5,592,398 5,592,392,398 5,592,398 5,592,398 5,592,398 5,592,398 5,592,398 5,592,392,398 5,592,398 5,592,398 5,592,398 5,592,398 5,592,398 5,592,392,398 5,592,	Total Other Expenses	4,995,167	5,465,073	5,464,779	294	%0.0 ®	5,466,131	1,058	0.0%
tal 5,149,277 5,592,488 5,592,340 148 0.0% 5,594,399 5,592,30						-320			
\$ 29,320,811 \$ 30,553,850 \$ 31,269,545 \$ (715,695) -2.2% \$ 32;601*191	Subtotal	5,149,277	5,592,488	5,592,340	148	0.0%	5,594,399	1,911	%0.0
\$ 29,320,811 \$ 30,553,850 \$ 31,269,545 \$ (715,695) -2.2% \$ 32,801,191									
Reserved at Lander to	Total \$	29,320,811	\$ 30,553,850 \$	31,269,545 \$	(715,695)	-2.2%	32,601,1913	\$ 2,047,340	6.7%

### CENTRAL CONTRA COSTA TRANSIT AUTHORITY FY 2012 BUDGET- OPERATING REVENUES

	ACTUAL	EST/ACT	APPROVED	EST/ACT over(under) Budget	Ider) Budget	PROPOSED	Variances over(under) FY 2011 Estimated Actual	er(under) ated Actual
Category	FY2010	FY 2011	BUDGET FY 2011	Amount	% Var	<b>BUDGET FY 2012</b>	۹	(-)/+ %
ì				Amount +/(-)	(-)/+ %		Amount +/(-)	(-)/+ %
Fixed Route					,	•		
Fare revenue	3,310,669	3,300,000	3,399,503	(99,503)	-2.9%	3,366,829	66,829	2.0%
Special service revenue	865,163	770,372	749,620	20,752	2.8%	791,063	20,691	2.7%
Advertising revenue	512,096	482,500	482,500	,	%0.0	530,000	47,500	9.8%
Non-Operating rev	198,369	148,500	148,500	•	%0.0	148,500	,	0.0%
FTA Section 5303	60,000		30,000	(30,000)	-100.0%		•	
FTA Preventive Maintenance		1,935,317	1,935,317	•	%0.0	4,632,202	2,696,885	139.4%
Federal Stimulus	3,862,285	807,311	1,107,398	(300,087)	-27.1%		(807,311)	-100.0%
MTC Preventive Maintenance		827,797	827,797	•	%0.0		(827,797)	-100.0%
STA Augmentation Fund		770,457	770,457	•	%0.0		(770,457)	-100.0%
STA Pop	÷	2,218,251	2,218,251	1	%0.0	1,852,940	(365,311)	-16.5%
TDA 4.0	10,124,143	8,702,253	9,495,765	(793,512)	-8.4%	10,992,585	2,290,332	26.3%
Measure C/J	3,277,336	3,245,322	2,994,109	251,213	8.4%	3,384,871	139,549	4.3%
BART Express Funds	514,243	616,358	616,358	1	%0.0	556,311	(60,047)	-9.7%
Dougherty Valley revenue	228,589	183,000	68,100	114,900	168.7%	225,000	42,000	23.0%
Other Local Grants	80,451	20,000	20,000	•	%0.0	20,000	1	%0.0
RM 2/Other- Express	559,429	559,429	559,429	•	%0.0	145,339	(414,090)	-74.0%
Lifeline-CCTA (STAJARC)	814,460	374,496	254,101	120,395	47.4%	361,152	(13,344)	-3.6%
Subtotal	24,407,233	24,961,363	25,677,205	(715,842)	-2.8%	27,006,792	2,045,429	8.2%
Paratransit								
Fare revenue	579,981	573,594	590,802	(17,208)	-2.9%	573,594	ı	%0.0
Advertising revenue	3,372	1,000		1,000		0	(1,000)	-100.0%
Non-Operating revenue	143	300	300	1	%0.0	300	•	%0.0
FTA Section 5307	997,258	732,526	732,526	1	%0.0	761,827	29,301	4.0%
TDA 4.5	615,595	464,173	464,173	•	%0.0	655,865	191,692	41.3%
TDA 4.0	1,847,543	1,846,692	1,922,586	(75,894)	-3.9%	1,770,250	(76,442)	4.1%
Measure C/J	904,450	922,475	830,224	92,251	11.1%	959,374	36,899	4.0%
STA Paratransit & Rev based		881,728	881,728	ı	%0.0	703,189	(178,539)	-20.2%
Other Grants				•	<u> </u>			,
BART ADA Service/Other	200,935	170,000	170,000	•	%0.0	170,000	1	0.0%
Subtotal	5,149,277	5,592,488	5,592,340	149	%0.0	5,594,399	1,911	%0.0
Total	\$ 29,556,510 \$	30,553,851 \$	31,269,545	\$ (715,694)	-2.3%	\$ 32,601,191	\$ 2,047,340	6.7%

### FY 2012 Fixed Route Budget Rounded to the nearest \$10,000

Wages and Benefits	\$	19,520,000	73.8%
Diesel Fuel		2,640,000	10.0%
Bus repairs/maintenance		1,630,000	6.2%
Insurance		380,000	1.4%
Utilities		270,000	1.0%
Building repairs/maintenance		76,000	0.3%
Purch transp (reimbursed)		50,000	0.2%
Taxes (sales, prop, fuel)		260,000	1.0%
Legal/audit/payroll service/armored		380,000	1.4%
Schedules/promotion		160,000	%9.0
Other		1,100,000	4.2%
	€9	26,466,000	100.0%



### CENTRAL CONTRA COSTA TRANSIT AUTHORITY FY2012 Revenue Source Utilization

	Antici	* Anticipated Revenue	Anticipated Utilization	Difference
Fixed Route				
Fare revenue	69	3,366,829 \$	3,366,829	0
Special service revenue		791,063	791,063	0
Advertising Revenue		530,000	530,000	0
Non-Operating revenue		148,500	148,500	0
FTA Section 5303		0		
FTA Preventive Maintenance		4,632,202	4,632,202	0
Fed Stimulus/Preventive Maintenance		0	0	0
MTC Preventive Maintenance		\$ 0	r	0
STA Augmentation Fund		\$ 0	•	0
STA Pop		1,852,940 \$	1,852,940	0
TDA 4.0		12,826,590	10,992,585	1,834,005
Measure J		3,384,871	3,384,871	0
BART Express Funds		556,311	556,311	0
Dougherty Valley grants		225,000	225,000	. 0
Other Local Grants		20,000	20,000	
RM2- Express		145,339	145,339	0
Lifeline-CCTA		361,152	361,152	0
Total Fixed Route Operating Revenue	₩	28,840,797 \$	27,006,792 \$	1,834,005
Paratransit				
Fare revenue	७	573,594 \$	573,594	0
Advertising Revenue		<b>⇔</b> 1	1	0
Non-operating revenue		_	300	0
FTA Section 5307		761,827 \$	761,827	0
TDA 4.5		655,865 \$	655,865	0
TDA 4.0			1,770,250	(1,770,250)
Measure J		959,374 \$	959,374	0
STA Paratransit		703,189 \$	703,189	0
Other Grants		<b>⇔</b> 1	Ţ	
BART ADA Service/other		170,000 \$	170,000	0
Total Paratransit Operating Revenue	<del>⇔</del>	3,824,149 \$	5,594,399 \$	(1,770,250)
Capital Program		. с	C	C
Increase (Decrease) to TDA reserve			့ မာ	63,755

### CENTRAL CONTRA COSTA TRANSIT AUTHORITY STAFFING

			100	50	2	250	2.00.7	0,000
	Position Type	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	BUDGET
			i i					
Transportation	Transportation administration	3.0	3.0	3.0	3.0	3.0	3.0	3.0
	Training	2.0	2.0	2.0	2.0	2.0	2.0	2.0
-	Transit Supervisor/Dispatcher	12.0	12.0	12.0	10.0	10.0	10.0	10.0
		17.0	17.0	17.0	15.0	15.0	15.0	15.0
	Full-time runs	140.0	143.0	152.0	128.0	128.0	125.0	125.0
	Part-time runs	18.0	19.0	16.0	12.0	12.0	12.0	12.0
	Full-time stand-by (Protection)	39.0	39.0	42.0	38.0	38.0	35.0	35.0
		197.0	201.0	210.0	178.0	178.0	172.0	172.0
	Total Transportation	214.0	218.0	227.0	193.0	193.0	187.0	187.0
Maintenance	Maintenance administration	5.0	5.0	5.0	5.0	5.0	5.0	5.0
	Facilities	5.0	5.0	5.0	5.0	5.0	5.0	5.0
		10.0	10.0	10.0	10.0	10.0	10.0	10.0
	Mechanic, Level V	5.0	5.0	5.0	5.0	5.0	5.0	5.0
	Mechanic, Level IV	4.0	4.0	4.0	4.0	4.0	4.0	4.0
	Mechanic, Level III	7.0	7.0	7.0	7.0	7.0	7.0	7.0
	Mechanic, Level II	2.0	2.0	2.0	2.0	2.0	2.0	2.0
	Mechanic, Level I	1.0	1.0	1.0	1.0	1.0	1.0	1.0
	Bus service workers	10.0	10.0	10.0	10.0	10.0	10.0	10.0
		29.0	29.0	29.0	29.0	29.0	29.0	29.0
	Total Maintenance	39.0	39.0	39.0	39.0	39.0	39.0	39.0
•						1	1	
General	General Administration	4.5	4.5	5.5	5.5	5.5	4.5	4.0
Administration	Stores & Procurement	1.0	1.0	1.0	1.0	1.0	1.0	1.0
	Stores workers	2.0	2.0	2.0	2.0	2.0	2.0	2.0
	Finance	0.9	6.0	5.0	9.0	9.0	5.0	5.0
	Human Resources	3.0	3.0	3.0	3.0	2.0	2.0	2.0
	Marketina	3.0	3.0	3.0	3.0	3.0	3.0	2.0
	Customer service	10.0	10.0	8.5	6.5	6.5	6.5	0.9
	Planning/Scheduling/MIS	7.0	7.0	8.0	7.0	0.9	7.0	8.0
	Subtotal in full time equivalents	36.5	36.5	36.0	34.0	32.0	31.0	30.0
			-					
Fixed Route Ope Total	e Total	289.5	293.5	302.0	266.0	264.0	257.0	256.0
	Paratransit	3.0	3.0	3.0	2.0	2.0	2.0	2.0
Total Operations	v	292.5	296.5	305.0	268.0	266.0	259.0	258.0

### CENTRAL CONTRA COSTA TRANSIT AUTHORITY FY2012 CAPITAL PROGRAM

					₫	Funding Source	ds.			
		Fed	,	State		State				
			Bric	Bridge Tolls		Bonds		Local		Total
Revenue Fleet (10 Fixed route buses, 8 Paratransit)	↔	6,172,816	€>	56,000	မှ	1,463,184	₩		€9	7.692.000
Facility Maintenance and Modernization				244,000		3,508,367	-		<del>69</del>	3,752,367
ntelligent Transit System	i	320,671				576,994			<del>+ 69</del>	897,665
Total		6,493,487		300,000		5,548,545			69	12.342.032

Note: \$897,665 Intelligent Transit System of left over funding from prior years' projects.

The other projects depend upon the sale of state bonds, the bridge toll allocation process and the federal authorization. If the revenue is not forthcoming then these projects will not move forward.

### CENTRAL CONTRA COSTA TRANSIT AUTHORITY TEN YEAR FORECAST In \$ Thousands

	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY 2018	FY 2019	FY 2020	FY 2021
Revenue Hours	216,000	216,000	216,000	216,000	216,000	216,000	216,000	216,000	216,000	216,000	216,000
1 Passenger Fares	3,300	3,367	3,838	3,915	3,993	4,552	4,643	4,736	5,399	5,507	5,617
2 Special Fares	022	791	811	831	852	873	895	917	940	964	988
3 Advertising	483	530	550	570	584	599	614	629	645	661	678
4 Investment & Other	149	149	153	153	153	153	153	153	153	153	153
5 FTA Sec 8 Planning	ı	ı	1	ı	1	1	Ì	•	•	ĺ	
6 FTA Preventive Maintenance	1,935	4,632	382	390	397	405	413	422	430	439	447
7 Federal Stimulus- Preventive Maintenance	807	1									
8 MTC Preventive Maintenance Reserve	828	ı									
9 MTC STA Augmentation fund	770	•			٠						
10 STA Population	2,218	1,853	1,909	1,966	2,025	2,086	2,148	2,213	2,279	2,347	2,418
11 TDA 4.0	8,702	10,993	14,284	14,681	15,555	15,485	15,894	16,313	16,174	16,602	17,041
12 Measure J	3,245	3,385	3,527	3,675	3,830	3,983	4,142	4,308	4,480	4,659	4,846
13 BART Express Funds	616	556	573	290	809	626	645	664	684	705	726
14 Dougherty Valley dev fees/other	183	225	325	506	25	25	25	25	25	25	25
15 Other Local Grants	20	20	20	20	20	20	20	20	50	20	20
	559	145	145	145	145	145	145	145	145	145	145
_	374	361	410	423	435	448	462	476	490	505	520
18 Total Fixed Route Operating Revenue	24,961	27,007	26,927	27,865	28,622	29,400	30,200	31,021	31,865	32,732	33,623
19 Operating Expenses w/o contingency	24.961	26,464	26,927	27,865	28,622	29,400	30,200	31,021	31,865	32,732	33,623
	3 3%	, e 0%	1.7%	3.5%	2.7%	2.7%	2.7%	2.7%	2.7%	2.7%	2.7%
20 Operating expense contingency	₩		<b>!</b>	}	! 	!			!		
	24,961	27,007	26,927	27,865	28,622	29,400	30,200	31,021	31,865	32,732	33,623
	000 78	84 000	84 000	84 000	84 000	84.000	84.000	84.000	84.000	84.000	84.000
reveriue nouis	2024	1 2	2004		000	706	750	707	020	200	0,0
22 Passenger Fares	5/4	5/4	031	nco	600	0°,	00/	10/	600	60	216
23 Advertising revenue	•				,	:	!	•	•	Ġ	i
24 FTA Section 5307	733	762	781	800	820	841	862	883	906	978	951
25 TDA 4.5	464	656	869	742	779	818	855	893	933	975	1,019
•	1,847	1,770	1,977	2,007	2,045	2,036	2.077	2,118	2,105	2,144	2,185
	922	959	866	1,038	1,079	1,122	1,167	1,214	1,262	1,313	1,365
	882	703	724	746	768	791	815	840	865	891	918
	170	170	175	180	186	191	197	203	209	215	222
•	5,592	5,594	5,984	6,163	6,347	6,536	6,731	6,932	7,139	7,352	7,572
	5.592	5.594	5,984	6,163	6,347	6,536	6,731	6,932	7,139	7,352	7,572
	8.6%	%0.0	7.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%
32 Total CCCTA Operating Budget	\$ 30,554 \$	32,601 \$	32,911 \$	34,028 \$	34,969 \$	35,936 \$	36,931 \$	37,953 \$	39,004 \$	40,084 \$	41,195

### CENTRAL CONTRA COSTA TRANSIT AUTHORITY TEN YEAR FORECAST In \$ Thousands

In \$Thousands

	FY2011		FY2012	Œ	FY2013	FY2014	FY2015	ιΩ	FY2016	FY2017		FY 2018	F	FY 2019	FY 2020	FY 2021
·																
Secretary of Parish																
34 Federal	₩	<b>↔</b>	6,173	↔	4,585	\$ 37,504	υ	305 \$	3.139	φ,	69	206	G	670	\$ 707	69
35 Prop 1B STA rev based		1	2,132		•	1,619				,		1				<b>→</b> .
36 Prop 1B STA pop based		t	2,723		799	1,331			1	•		1		1		
37 Lifeline- 1B pop based bonds		1			,	006			ı	٠	,	٠		t	•	
38 State Transportation- 1B security	<u>,-</u>	1	117		117	117		117	117	117	~	117		117	117	
39 Bridge Toll revenues		ι	300		344	2,790		23	245			17		25	4,0	
40 Prior yr leftover funding		1	868		1,982	•		,	1	•		•		1		
41 TDA 4.0	14	187			•	t		1	ı	•	1			1	r	
42 To be Determined		1			2,780	3,097	•	1,409	1,785	986	10	1,176		1,572	807	
43 Total Capital Revenue	304	14	12,342		10,607	47,358		1,854	5,285	1,103	_	1,516		2,411	1,684	439

439	
1,684 \$	
2,411 \$	
1,516 \$	
1,103 \$	
5,285 \$	
1,854 \$	
47,358 \$	
10,607 \$	
12,342 \$	
304 \$	
₩	

44 Capital

This forecast includes: Removal of FY 2011 fixed route bus purchase and convert the \$5,468,748 fed to preventive maint for 2011 and 2012 Unfunded capital projects from FY 2013-2021

### CENTRAL CONTRA COSTA TRANSIT AUTHORITY TDA RESERVE

F	TDA RESERVE	Œ	FY2011	FY2012	Α.	FY2013		FY2014		FY2015		FY2016	FY2017	FY 2018	₹	FY 2019	FY 2020	Ŧ	FY 2021
45	45 Beginning Balance	<del>⇔</del>	3,267	3,267 \$ 5,149 \$	£ 6		5,214 \$	5 2,613	3 \$	431	↔	(1,932)	431 \$ (1,932) \$ (3,456) \$ (4,710) \$ (5,674) \$ (5,698) \$ (5,368)	3 (4,710)	€9 (~	(5,674) \$	(5,698)	↔	(5,368)
4	46 Estimated TDA 4.0 Allocation	<del>()</del>	12,618 \$ 12,827 \$ 3.6% 1.7%	\$ 12,82	827 \$ 1.7%		660 \$ 6.5%	3 14,50	507 \$ 6.2%	15,236	↔	15,996 5.0%	13,660 \$ 14,507 \$ 15,236 \$ 15,996 \$ 16,716 \$ 17,468 \$ 18,254 \$ 19,076 \$ 6.5% 6.2% 5.0% 4.5% 4.5% 4.5% 4.5%	5 17,468 4.5%	€9	18,254 \$ 4.5%	19,076 4.5%	69	19,934
	TDA 4.0 Needed for Operations and Capital:	<b>=</b>																	
47	47 Used for Fixed route operations		(8,702)	(10,993)	<u> </u>	(14,284)	₹F	(14,681)	Ξĸ	(15,555)		(15,485)	(15,894)	(16,313)		(16,174)	(16,602)	<u>ٽ</u>	(17,040)
5 5	TDA used for Operations		(10,549)	(12,763)	<u>(6</u>	(16,261)	<u>(E</u>	(16,688)	(8)	(17,599)	•	(17,521)	(17,971)	(18,431)		(48,278)	(18,746)	٦	(2, 165) 19,225)
20	50 Used for capital program		(187)		1		,			•			•	•		ı	•		
51	51 Ending TDA Reserve	69	5,149 \$ 5,214 \$	5,21	4 \$		8 8	43	4	(1,932)	<b>63</b>	(3,456) \$	2,613 \$ 431 \$ (1,932) \$ (3,456) \$ (4,710) \$ (5,674) \$ (5,698) \$ (5,368) \$ (4,659)	(5,674)	5	(5,698) \$	(5,368)	8	(4,659)

### CENTRAL CONTRA COSTA TRANSIT AUTHORITY TEN YEAR CAPITAL PROGRAM In \$Thousands

Total 1.025	66.412	9,772	3,500	2,060	1,395	738	84,902	76,718	8,185	84,902	Total	53,287	•	t	187	3,751	4,853	900	1,286	3,823	1,982	868	13,935	84,902	8 8
				•							-												-	69	
FY2021	' '	254		KS	23	8	439	439	•	439	FY2021			1	•	•	1.	1	117	1	1		322	439	
₩		<b>~</b> I		10	_	_	_		~	<i></i> ↔	_													₩	
FY20	893	242		85	70	22	1,684	79	893	1,684	FY2020	707	•	•	•		,	•	117	54	•	ľ	807	1,684	Q
8	, 863	23		സ്	Ö	20	_	<u></u>	ഇ	<u>←</u>		ြု	1	,	ı	1		,	7	8		1	2	4	ω
FY2019		1,263		Ψ	42	4)	2,411	1,548	863	\$ 2,411	FY2019	670							117	52			1,572	2,411	
		744		202	100	123	16	93	276	1	~	စ္က	,	,	1		,		1	7		1	စ်	\$ 9	4
FY2018	0	2		Ñ	=	+	1,516	1,239	2	\$ 1,516	FY2018	206							=	Υ-			1,176	\$ 1,516	
2		726		8	92	20	03	1,103	,		2	,	,	1	ı	,	ı		17	,	1	t	986		
FY2017	•	7					1,103	7		1,103	FY2017								<del></del>				හි	1,103	
€>										↔	ii.												:	€9-	
FY2016 104	4,076	969.		208	82	116	5,285	1,209	4,076	5,285	016	3,139	1	1	•	•	'	'	117	245	ı	1	1,785	5,285	42
\$  ₹2								•	,	<del>69</del>	FY2016	.,											τ-		
-   .	388	1,191		20	22	20	54	99	88		10	305		,	ı	t	ı	,	17	23	ı		6	\$ \$	ന
FY2015	ന	1,1			•		1,854	1,466	<sub>د</sub>	1,854	FY2015	<u></u> ත්							117	``.			1,409	1,854	
μ. Θ	٠								İ	<del>()</del>	Ţ													↔	
<del>1</del>	46,496	286		121	235	109	47,358	47,358	1	47,358	14	37,504	1	•	•	1,619	,331	800	117	2,790	1	•	3,097	47,358	64
FY2014							4	47			FY2014	37				Ψ-	_			2			8	47	
13 206 \$		503	2	155	425	8	7	8	ဖွ	\$ 		ເນ	1	,	,	,	တ	,	7	4	Ŋ		0	\$ 2	۷ ح
FY2013 200	5,728	i ai	3,500		4	"	10,607	9,630	976	10,607	FY2013	4,585					799		117	34 44	1,982		2,780	10,607	7
C &										↔	-							,	•					(s)	
2	7,692	3,752		88	r	1	12,342	11,630	712	12,342	72	6,173	1	ì	1	2,132	2,723	1	117	300	ı	868	•	12,342	0 8
FY2012	7	ഗ്					42	£			FY2012	ဖ်				ςí	2							12,	,
1 57 \$	. 1	_		0	ಜ		4	4	- 1	4 &		,	1		_	4	ı	t	7	,	1			<del>6</del> 9-	,
FY2011 5	1	117		100	ന		304	304		304	FY2011				18/				117			•	1	304	
<u>₹</u>										↔	ː													(s)	
nue Fleet		Facility Maintenance & Modernization	Pacheco Transit Hub	Information Technology	Maintenance Equipment & Tools	Office Furniture and Equipment	Total Capital Program	Total Fixed-Route	Total Parafransit		Funding Source	Fed 5307	Fed CMAQ	Other Fed	Transportation Development Act	State Transportation- 1B rev based	State Transportation- 1B pop based	Lifeline- 1B pop based bonds	State Transportation- 1B security	Bridge Toll Revenue	Prior Yr Pacheco funding	Left over funds- fed/state bond	To be Determined	Total Capital Revenue	Revenue Fleet replacements # Fixed Route vehicles # Paratransit vehicles
Programs Non Revenue	Revenue Flee	Facility Mainte	Pacheco Iran	Information Te	Maintenance	Office Furnitur	Total Capital	Total Fixed-Ro	Total Paratran		Funding Source	Fed 5307	Fed CMAQ	Other Fed	Transportatic	State Transp	State Transp	Lifeline- 1B p	State Transp	Bridge Toll R	Prior Yr Pach	Left over fund	To be Detern	Total Capital	

	FY 2010 ACT	Est/Act FY 2011	FY 2011 Budget	Over (Under)	FY 2012 Budget	Over (Under) FY 2011 Est/Actual
FIXED ROUTE						
Wages, Operators	7,179,059	7,152,056	7,218,334	(66,278)	7,152,056	ı
Wages, Operator/trainer	13,978	25,000	25,000	r	25,000	Γ
Wages, Trans Admin	887,738	874,331	842,013	32,318	878,935	4,604
Wages, Scheduling	106,129	107,700	104,238	3,462	107,504	(196)
Wages, Maint Admin	377,261	374,249	368,088	6,161	375,501	1,252
Wages, Building Maint.	244,756	250,000	239,529	10,471	252,668	2,668
Wages, Customer Service	332,951	330,000	323,777	6,223	313,925	(16,075)
Wages, Promotion	. 184,741	165,000	183,796	(18,796)	127,574	(37,426)
Wages, EE Services	128,592	129,000	128,241	759	130,303	1,303
Wages, Finance	341,663	310,000	311,660	(1,660)	316,707	6,707
Wages, Safety & Trng	129,029	131,000	130,211	789	131,229	229
Wages, General Admin	552,614	437,000	465,412	(28,412)	438,666	1,666
Wages, Admin Bonus	1,250	1,250		1,250		(1,250)
Wages, Board	22,600	23,600	26,400	(2,800)	26,400	2,800
Wages, Planning	355,814	350,000	299,940	50,060	377,907	27,907
Wages, Service Workers	339,815	330,000	400,407	(70,407)	381,665	51,665
Wages, Serv Wrkr Bonus	800	4,000	1	4,000	4,000	1
Wages, Mechanics	927,235	928,000	1,012,996	(84,996)	959,316	31,316
Wages, Mechanic Bonus	4,650	4,650	ι	4,650	4,650	,
Total Wages	12,130,675	11,926,836	12,080,042	(153,206)	12,004,006	77,170 1%
Sick, Operators	270,355	332,774	263,794	68,980	332,774	1
Sick, Trans Admin	38,725	31,000	26,845	4,155	31,141	141
Sick, Scheduling	2,718	2,300	3,708	(1,408)	2,515	215
Sick, Maint Admin	5,513	4,300	8,593	(4,293)	4,325	25
Sick, Building Maint.	5,040	3,048	7,201	(4,153)	3,022	(26)
Sick, Customer Svc	9,454	8,400	18,538	(10, 138)	8,655	255
Sick, Promotion	5,644	4,000	6,441	(2,441)	4,162	162
Sick, EE Services	8,043	3,000	4,500	(1,500)	3,039	39
Sick, Finance	8,990	9,200	10,956	(1,756)	9,269	69
Sick, Safety & Trng	4,809	4,025	4,632	(209)	3,860	(165)
Sick, General Admin	16,556	13,500	10,846	2,654	14,996	1,496
Sick, Planning	8,347	. 12,300	10,408	1,892	14,163	1,863

	٠.	Est/Act FY	FY 2011	Over	FY 2012	Over (Under)	
	FY 2010 ACT	2011	Budget	(Under)	Budget	FY 2011 Est/Actual	tual
Sick, Service Workers	13,766	4,800	5,418	(618)	5,253	453	
Sick, Mechanics	19,630	20,000	23,336	(3,336)	23,372	3,372	
Total Sick Pay	417,590	452,647	405,216	47,431	460,546	7,899	7%
Holiday, Operators	353,996	341,226	345,600	(4,374)	341,226	1	
Holiday, Trans Admin	41,480	40,800	41,117	(317)	40,873	73	
Holiday, Scheduling	5,713	6,000	5,705	295	5,804	(196)	
Holiday, Maint Admin	17,170	21,000	19,831	1,169	19,960	(1,040)	
Holiday, Building Maint.	10,146	12,000	12,309	(309)	12,681	681	
Holiday, Customer Svc	10,242	11,070	12,155	(1,085)	11,782	712	
Holiday, Promotion	10,675	8,600	8,686	(98)	5,587	(3,013)	
Holiday, EE Services	5,728	006'9	6,908	( <u>(</u>	6,997	26	
Holiday, Finance	20,739	16,000	16,680	(089)	16,934	934	
Holiday, Safety & Trng	9,444	2,000	7,126	(126)	7,126	126	
Holiday, General Admin	30,235	25,000	23,562	1,438	23,562	(1,438)	
Holiday, Planning	16,450	19,000	15,966	3,034	20,371	1,371	
Holiday, Service Workers	16,532	17,000	19,236	(2,236)	18,649	1,649	
Holiday, Mechanics	47,746	48,000	51,287	(3,287)	51,368	3,368	-
Total Holiday Pay	596,296	579,596	586,168	(6,572)	582,920	3,324	1%
Vacation, Operators	447,533	515,039	526,006	(10,967)	515,000	(33)	
Vacation, Trans Admin	58,359	66,718	65,638	1,080	67,010	292	
Vacation, Scheduling	8,559	6,667	9,508	159	9,673	9	÷
Vacation, Maint Admin	28,287	31,820	31,604	216	31,820	1	
Vacation, Building Maint.	16,250	18,699	19,689	(066)	18,827	128	
Vacation, Customer Svc	16,856	19,960	22,739	(2,779)	20,146	186	
Vacation, Promotion	13,414	11,763	15,009	(3,246)	11,026	(737)	
Vacation, EE Services	8,816	10,453	9,814	623	11,292	839	
Vacation, Finance	23,064	24,763	24,603	160	27,110	2,347	-
Vacation, Safety & Trng	10,667	11,873	11,877	(4)	11,877	4	
	33,047	37,152	38,586	(1,434)	38,424	1,272	
Vacation, Planning	17,804	21,734	19,379	2,355	29,266	7,532	
Vacation, Service Wrkrs	21,775	23,777	23,476	301	24,043	506	
Vacation, Mechanics	65,881	74,868	75,198	(330)	78,466	3,598	
Total Accrued Vacation	770,312	878,286	893,126	(14,840)	893,980	15,694	2%

		Est/Act FY	FY 2011	Over	FY 2012	Over (Under)	er)
	FY 2010 ACT	2011	Budget	(Under)	Budget	FY 2011 Est/Actual	Actual
Abs Pay, Operators	54,773	57,000	50,064	6,936	57,000	ı	
Abs Pay, Trans Admin	1,944	200	3,218	(2,718)	1,781	1,281	
Abs Pay, Scheduling	649	62	445	(396)	251	172	
Abs Pay, Maint Admin	1,011	1,100	1,546	(446)	864	(236)	
Abs Pay, Building Maint.	3,887	4,000	096	3,040	549	(3,451)	
Abs Pay, Customer Svc	1,748	1,000	953	47	494	(206)	
Abs Pay, Promotion	1,877	1,000	773	227	297	(203)	
Abs Pay, EE Services	1,227	200	540	(40)	304	(196)	
Abs Pay, Finance	1,373	1,300	1,315	(15)	741	(228)	
Abs Pay, Safety & Trng	1,	200	555	(22)	309	(191)	
Abs Pay, General Admin	781	800	1,861	(1,061)	1,033	233	
Abs Pay, Planning	1	832	1,249	(417)	885	53	
Separation Pay/Benefits	13,823	19,419	1	19,419	1	(19,419)	
Abs Pay, Service Wrkrs	1	200	1,250	(120)	364	(136)	
Abs Pay, Mechanics	•	200	1,445	(945)	445	(22)	
Total Absence Pay	83,093	89,030	66,174	22,856	65,317	(23,713)	-27%
FICA, Operators	99,199	101,331	100,866	465	101,400	69	
FICA, Trans Admin	12,189	12,116	13,036	(920)	13,629	1,513	
FICA, Scheduling	1,711	1,792	1,792	0	1,823	31	
FICA, Maint Admin	1,968	1,996	1,906	06	1,906	(06)	
FICA, Building Maint.	3,775	3,991	3,867	124	3,984	(5)	
FICA, Customer Service	5,556	5,347	5,483	(137)	5,148	(199)	
FICA, Promotion	3,030	3,222	3,113	109	2,155	(1,067)	
FICA, EE Services	2,225	2,624	2,175	449	2,203	(421)	
FICA, Finance	4,825	4,374	4,442	(69)	4,523	149	٠
FICA, General Admin	8,740	6,000	6,522	(521)	6,522	521	•
FICA, Board Members	1,729	3,031	4,518	(1,487)	2,020	(1,011)	•
FICA, Planning	5,358	3,713	2,020	1,693	6,418	2,705	
FICA, Service Workers	5,026	4,833	5,325	(492)	5,679	846	
FICA, Mechanics	10,448	10,352	12,493	(2,141)	11,817	1,465	
Total FICA/Medicare	165,780	164,722	167,558	(2,836)	169,225	4,503	3%
PERS-RET, Operators	608,040	598,390	621,867	(23,477)	630,300	31,910	
PERS-RET, Trans Admin	80,765	81,550	82,183	(633)	84,911	3,361	

	FY 2010 ACT	Est/Act FY 2011	FY 2011 Budget	Over (Under)	FY 2012 Budget	Over (Under) FY 2011 Est/Actual	·) tual
PERS-RET, Scheduling	7,305	9,050	10,351	(1,301)	10,963	1,913	
PERS-RET, Maint Admin	20,565	56,260	49,050	7,210	50,871	(2,389)	
PERS-RET, Bldg Maint.	.21,837	24,700	24,744	(44)	26,577	1,877	
PERS-RET, Cstmr Svc	42,548	35,350	31,667	3,683	30,949	(4,401)	
PERS-RET, Promotion	20,853	18,100	21,322	(3,222)	16,302	(1,798)	
PERS-RET, EE Services	16,085	17,500	16,079	1,421	16,763	(737)	
PERS-RET, Finance	37,573	37,500	37,548	(48)	39,401	1,901	
PERS-RET, Sfty & Trng	17,888	19,000	18,334	999	18,865	(135)	
PERS-RET, Gen Admin	58,050	42,600	53,179	(10,579)	54,935	12,335	
PERS-RET, Planning	29,017	31,650	36,101	(4,451)	48,428	16,778	
GM-457 Retirement	7,212	7,500	7,500	•	7,500	•	
PERS-RET, Service Wrkr	27,268	26,700	36,173	(9,473)	36,551	9,851	
PERS-RET, Mechanics	87,717	86,500	94,862	(8,362)	97,028	10,528	
Total Retirement	1,112,723	1,092,350	1,140,960	(48,610)	1,170,344	77,994	%2
Medical, Operators	698,135	676,247	700,920	(24,673)	668,300	(7,947)	
Medical, Trans Admin	67,331	73,512	74,948	(1,436)	77,156	3,644	
Medical, Scheduling	11,513	9,471	9,471		9,471		
Medical, Maint Admin	15,128	14,877	14,877	į	14,877	.1	•
Medical, Building Maint.	31,788	36,929	28,860	8,069	36,801	(128)	
Medical, Customer Svc	15,684	17,002	14,571	2,431	18,520	1,518	
	22,653	22,114	17,932	4,182	22,114	1	
Medical, EE Services	4,036	1,645	3,949	(2,304)	•	(1,645)	
Medical, Finance	33,232	30,622	30,979	(357)	30,367	(255)	
Medical, Safety & Trng	8,367	7,592	7,592	•	7,592	1.	-
Medical, General Admin	53,407	57,493	46,016	11,477	63,969	6,476	
Medical, Retirees	(157,748)	98,658	110,250	(11,592)	111,984	13,326	
Medical Planning	36,762	33,882	30,759	3,123	33,882	ı	
Medical. Service Workers	108,444	112,232	123,140	(10,908)	145,024	32,792	
Medical, Mechanics	212,838	226,966	233,966	(2,000)	275,546	48,580	
Medical Admin Charge	9,700	11,155	13,000	(1,845)	11,602	446	
Vision Plan, Admin	(32)	1		ı	,	1	-
OPEB benefits	, (	136,342	113,750	22,592	123,016	(13,326)	
Total Medical	1,171,236	1,566,739	1,574,980	(8,241)	1,650,221	83,481	5%

	FY 2010 ACT	Est/Act FY 2011	FY 2011 Budget	Over (Under)	FY 2012 Budget	Over (Under) FY 2011 Est/Actual	nal
Dental, Operators	198,890	196,188	202,458	(6,270)	199,100	. 2,912	
Dental, Trans Admin	20,719	21,691	21,287	404	22,353	662	
Dental, Scheduling	2,883	2,989	2,956	33	3,089	100	
Dental, Maint Admin	5,281	5,475	5,412	63	5,658	183	
Dental, Building Maint.	5,736	6,818	6,048	770	7,045	227	
Dental, Customer Svc	8,355	.8,663	8,565	86	8,952	289	
Dental, Promotion	3,839	3,631	3,590	41	3,751	120	
Dental, EE Services	3,501	3,127	3,590	(463)	3,231	104	
Dental, Finance	5,282	5,217	5,791	(574)	5,391	174	
Dental, Safety & Trng	1,236	1,281	1,267	14	1,324	43	
Dental, General Admin	7,288	6,887	7,870	(683)	7,045	158	
Dental, Planning	5,446	6,117	6,066	51	6,320	203	
Total Dental	268,457	268,084	274,900	(6,816)	273,260	5,176	2%
WC, Operators	683,427	610,817	593,026	17,791	635,200	24,383	
WC, Trans Admin	73,970	66,345	64,413	1,932	69,000	2,655	
WC, Scheduling	5,517	5,749	5,582	167	000'9	251	
WC, Maint Admin	32,396	28,886	28,045	841	30,000	1,114	
WC, Building Maint.	13,217	14,446	14,026	421	15,000	554	
WC, Customer Svc	39,009	34,640	33,631	1,009	36,000	1,360	
WC, Promotion	16,713	17,737	17,220	517	18,400	663	
WC, EE Services	15,975	17,321	16,817	505	18,000	629	
WC, Finance	32,396	28,887	28,045	841	30,000	1,113	
WC, Safety & Trng	15,975	17,321	16,817	505	18,000	629	
WC, General Admin	32,705	31,768	30,842	925	33,000	1,232	
WC, Planning	24,294	26,078	25,318	760	27,100	1,022	
WC, Service Workers	56,896	50,613	49,139	1,474	52,600	1,987	
WC, Mechanics	169,992	151,891	147,467	4,424	158,000	6,109	
Total Workers Comp	1,215,482	1,102,500	1,070,388	32,112	1,146,300	43,800	4%
Life, Operators	58,316	62,116	61,310	806	62,000	(116)	
Life, Trans Admin	6,680	6,447	6,974	(527)	6,549	102	
Life, Scheduling	981	1,071	1,007	64	1,098	27	
Life, Maint Admin	3,378	3,592	3,462	130	3,685	93	

	FY 2010 ACT	Est/Act FY 2011	FY 2011 Budget	Over (Under)	FY 2012 Budget	Over (Under) FY 2011 Est/Actual	۶۲) ctual
Life, Building Maint.	1,884	1,753	2,226	(473)	1,786	33	
Life, Customer Svc	2,420	2,893	2,481	412	2,966	73	
Life, Promotion	1,697	1,827	1,747	80	1,873	46	
Life, EE Services	1,607	1,783	1,648	135	1,827	44	
Life, Finance	2,922	3,091	3,081	10	3,168	77	
Life, Safety & Trng	1,030	1,073	1,056	17	1,100	27	
Life, General Admin	1,870	2,721	5,072	(2,351)	2,808	87	
Life, Planning	2,524	2,280	2,979	(669)	3,153	873	
Total Life Insurance	85,309	90,646	93,043	(2,397)	92,013	1,367	2%
SUI, Operators	53,566	72,216	54,096	18,120	72,900	684	
SUI, Trans Admin	3,929	5,640	4,186	1,454	5,642	2	
SUI, Scheduling	644	898	644	224	868	1	
SUI, Maint Admin	1,610	2,170	1,610	260	2,170	,	
SUI, Building Maint.	1,610	2,170	996	1,204	2,170		
SUI, Customer Svc	2,576	3,400	644	2,756	3,472	72	
SUI, Promotion	996	1,050	1,610	(260)	868	(182)	
SUI, Safety & Trng	644	898	644	224	898	1	
SUI, General Admin	2,898	3,038	2,576	462	3,038	. 1	
SUI, EE Services	644	1,302	1,288	4	868	(434)	
SUI, Finance	1,932	2,170	3,220	(1,050)	2,170	Ī	
SUI, Planning	1,241	2,468	6,118	(3,650)	2,604	136	
SUI, Service Workers	2,898	3,200	1,610	1,590	4,340	1,140	
SUI, Mechanics	5,796	7,500	2,576	4,924	8,246	746	
Total SUI	80,955	108,060	81,788	26,272	110,224	2,164	2%
Operator Uniforms	41,857	48,000	50,000	(2,000)	48,000	1	
Uniforms - Maint. Pers.	11,526	11,451	12,000	(549)	12,000	549	
Total Uniforms	53,383	59,451	62,000	(2,549)	000'09	549	1%
Operator Medical Exams	9,450	12,885	15,000	(2,115)	15,000	2,115	
Emp Assistance Prog.	14,171	10,792	15,000	(4,208)	15,000	4,208	
I.C Parking Cafeteria Plan- Admin Cafettaria Plan ATT	149,017	153,058 549 549	152,008	1,050 52,269	170,745	- 17,687 13,951	
	430,030	0,000	15,750	02,203	200,000	56,5	

	FY 2010 ACT	Est/Act FY 2011	FY 2011 Budget	Over (Under)	FY 2012 Budget	Over (Under) FY 2011 Est/Actual	er) cctual
Mechanic Tool Allowance Wellness Program Substance Abuse Prog. Ergonomics/W/C Prog	12,864 20,312 5,599 650	14,000 16,132 10,066	14,000 14,000 10,000 700	2,132 66 700)	14,000 23,000 10,000	998'9 -	
Total Other Benefits	710,453	766,482	717,988	48,494	841,245	74,763	10%
Total Benefits	6,731,068	7,218,594	7,134,289	84,304	7,515,594	297,001	4%
Total Wages and Benefits	18,861,743	19,145,430	19,214,331	(68,902)	19,519,600	374,171	2%
Management Services	821	20,000	25,000	(5,000)	25,000	5,000	
In-Service Monitoring	1,264	6,000	6,000		6,000	1	
Mobility Services	13,796	25,000	30,000	(2,000)	26,000	1,000	
Trans. Printing/Reproduc.	5,045 4 108	5,000	13,390	(8,390)	5,000	ر 1 م	
Schedules/Graphics	73,989	61,030	95,000	(33,970)	60,000	(1,030)	
Promotions	81,685	93,844	94,000	(156)	104,000	10,156	
Legal Fees	236,102	280,000	280,000		280,000	•	
Auditor Fees	38,000	39,000	39,000	1	39,000	ı	
Freight In and Out	5,647	6,500	8,000	(1,500)	7,500	1,000	
Bid and Hearing Notices	1,351	1,200	1,200	r	1,300	100	
Service Development	10,627	10,000	10,000	1 1	40,000	30,000	
Bank service charge	42	200	)	20	ı	(50)	
Financial services	6,360	ı	320	(320)	10,000	10,000	
Retail service charge	86	7	6,000	(5,993)	1	<u>(</u> -)	
Temporary Help-All depts		1	10,000	(10,000)	t		
Temp Help-Tran Admin	1,188	1	2,400	(2,400)	I	•	
Temporary Help-HR	929	1	1	1	12,000	12,000	
Payroll Services	42,524	46,000	49,000	(3,000)	49,000	3,000	
SVR-Differential/Radiator	31,873	32,117	32,000	117	33,000	883	
SVR-Transmission	58,408	92,500	90,000	2,500	80,000	(12,500)	
SVR-Upholstery/Glass	2,122	10,775	34,100	(23,325)	30,000	19,225	
SVR-Towing	11,571	9,062	10,000	(828)	10,000	938	

Est/Act FY FY 2011 Bu 189,000 1 99,197 1
44,885 71,425 91,000 8,289 8,413 10,000 9,272 13,281 14,000 78,126 148,455 141,000
23,503 20,000
61,588 85,404 93,000 38,624 42,766 48,000 82,289 83,402 77,000
44,423
- 8,425 10,000 10,330 7,955 15,000
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78,854 2,598
1,480,720 1,773,195 1,913,140
1,797,574 1,8 58,376
212,124 206,452 214,252 6.056 4.430 1.500
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000'09
7,640 12,534 14,000 2,352 4,000 8,800

	FY 2010 ACT	Est/Act FY 2011	FY 2011 Budget	Over (Under)	FY 2012 Budget	Over (Under) FY 2011 Est/Actual	r) :tual
CSS-Cleaning	3,385	4,467	6,500	(2,033)	6,000	1.533	
CSS-Safety	5,902	6,379	7,000	(621)	7,000	621	
CSS-Antifreeze	3,217	5,839	6,000	(161)	6,000	161	
CSS-Gases	4,945	6,940	8,000	(1,060)	8,000	1,060	
Oil Analysis	9,500	17,500	17,500		17,500	t	
Equipment/Garage Exp.	18,916	22,070	25,000	(2,930)	25,000	2,930	
Coach Repair Parts	604,968	527,760	525,000	2,760	597,000	69,240	
Shelter/Bus Stop Supply	2,055	10,773	15,000	(4,227)	15,000	4,227	
Janitorial Supplies	18,961	14,374	18,000	(3,626)	17,500	3,126	
Lighting Supply	3,008	4,451	4,000	451	10,000	5,549	
Building Repair Supply	28,332	29,587	30,000	(413)	30,000	413	
Landscape Supply	1,675	2,821	3,500	(629)	3,500	629	
Office Supplies-Maint.	2,887	4,158	5,000	(842)	4,500	342	
Obsolete Parts Write-Off	929	502	1.	502	ı	(202)	
Tickets, Passes, Xfrs	22,869	16,293	27,000	(10,707)	20,000	3,707	
Supplies - Offsites	2,343	2,328	2,500	(172)	2,500	172	
Personnel Office Supply	191	1,000	2,000	(1,000)	1,000	1	•
Computer Supplies	1,770	1,925	1	1,925	2,000	. 75	
Office Supplies-Administration	15,549	17,000	18,500	(1,500)	17,680	089	
Postage	11,970	12,000	16,000	(4,000)	13,000	1,000	
Safety Contingency Plans	1,159	1,445	5,000	(3,555)	5,000	3,555	
Training Supply	2,418	3,941	6,000	(2,059)	6,000	2,059	
Contracts & Grants Supply	ı	6,000	1	6,000	6,000	I	
Supplies- IC	5,494	7,219	8,000	(781)	8,000	781	
Total Materials & Supplies	2,558,585	2,912,616	3,041,100	(128,484)	3,864,480	951,864	33%
Pacific Gas and Electric	194,574	197,000	190,000	7,000	198,000	1,000	
Contra Costa Water Dist.	19,486	20,957	24,000	(3,043)	22,000	1,043	
Telephone Svc - Concord	. 15,259	23,502	20,000	3,502	25,000	1,498	
Telephone-Cellular	17,128	20,476	21,000	(524)	28,000	7,524	
Total Utilities	246,446	261,935	255,000	6,935	273,000	11,065	4%
Physical Damage	14,487	34,795	32,887	1,908	90,802	56,007	
rioperty riemmins	41,044	26,100	104,00	(t00)	t00,00	5	

nal	44%		%8-	-2%			
Over (Under) FY 2011 Est/Actual 310 453	(74,169) 2,400 - -	8 - 255 712 (23,041)	(22,066) - (677)	(2/2)	3,000	675 -	, 100 , 492 463 311
FY 2012 Budget 10,635 9,506	152,340 82,400 - 379,366	11,000 1,000 14,000 8,000 230,000	<b>264,000</b> 7,000 31,000	38,000	400 2,000 18,000	500 13,000 1,000	4,000 5,600 25,000 33,000 1,200 2,500 400
Over (Under) (1,005) 2,647	(30,784) (2,400)	(8) (1,700) (255) (2,712) (26,959)	(31,634) - 677	677	(3,000)	(2,675) 500	(100) 7,000 3,500 708 (963) (1,111)
FY 2011 Budget 11,330 6,406	257,293 82,400 - - 423,523	11,000 2,700 14,000 10,000 280,000	317,700 7,000 31,000	38,000	400 2,000 18,000	500 15,000 -	4,000 5,600 25,000 26,000 - 3,000 1,200
Est/Act FY 2011 10,325 9,053	226,509 80,000 - 393,385	10,992 1,000 13,745 7,288 253,041	<b>286,066</b> 7,000 31,677	38,677	400 2,000 15,000	500 12,325 - 1,000	4,000 5,500 25,000 3,000 3,500 708 2,037 89
FY 2010 ACT 10,325 6,469	269,594 73,233 703 <b>402,634</b>	9,620 1,687 12,570 7,846 244,327	<b>276,051</b> 4,670 28,529	33,200	68 249 1,730 10,560	194 14,522 645 835	934 6,268 25,786 (3,000) 3,390 404 1,123
				I	•		
Other Premiums UST Insurance	Liability Premiums Liability Losses Other Losses Total Insurance	Property Tax Licenses / Registrations Fuel Storage Tank Fees Use and Other Taxes Sales Tax	Total Taxes Equipment Leases Radio Site Lease-Diablo	Total Leases	Business Expense- Tran Business Expense-admin Board Travel - Staff Travel	Business Expense-Fin CTA Dues Other Memberships Business Expense	Training / Subs-Gm Misc exp Employee Functions APTA Dues Employee Awards Departing Emp gifts Paypal fees

· · -	FY 2010 ACT	Est/Act FY 2011	FY 2011 Budget	Over (Under)	FY 2012 Budget	Over (Under) FY 2011 Est/Actual	er) Actual
Total Miscellaneous	64,825	105,059	101,200	3,859	110,100	5,041	2%
St Marys shuttle	41,089	45,000	000'09	(15,000)	47,250	2,250	
DVC transit Ctr Monument shuttle	906 205,334	1 1	1 1		1 1	<b>" "</b>	
Total Purchased Transportation	247,329	45,000	60,000	(15,000)	47,250	2,250	2%
Total Other Operating Expense	5,309,790	5,815,933	6,149,663	(333,730)	6,944,396	1,128,463	19%
Contingency			313,212	(313,212)	542,795	542,795	
TOTAL EIXED BOLITE EXPENSES	24 171 534	24 961 362	25.677.205	(715.843)	27.006.792	2.045.430	8.2%
				(-:-(-:-)			
Paratransit		o o	000		000	(4.70.4)	
Wages	102,876	89,006	84,863	4,143	84,222	(4,784)	
Sick Wages	5,316	437	2,982	(2,545)	3,180	2,744	
Holiday Pay	6,538	3,288	4,540	(1,252)	4,540	1,252	
Vacation Pay	6,846	6,665	6,643	22	7,244	579	
Absence pay	ı	1	358	(358)	199	199	
Cafeteria Plan	4,577	4,800	4,800	1	4,800	•	
FICA	1,735	1,685	1,441	244	1,441	(244)	
PERS	13,458	7,031	8,322	(1,291)	8,664	1,633	
Medical	8,264	11,676	10,932	744	10,932	(744)	
Vision Plan- Admin	32	•	t	1	1	1	
Dental	2,080	1,305	1,248	22	1,324	10	
Life Insurance	1,375	859	787	72	853	(9)	
SUI	1,013	664	644	20	868	204	
Agency Fees/Public Info	6,898	2,000	2,000	•	2,040	40	
Promotions	6,898	200	200	t	510	10	
Legal Fees	218	5,000	5,000	•	5,100	100	
Bid/Hearing Notices	416	ı	1	1	1	1	
Temporary Help	2,138	ı	1	1	1	•	
Building Maint Services	4,224	5,000	5,000	1	5,100	100	

	FY 2010 ACT	Est/Act FY 2011	FY 2011 Budget	(Under)	FY 2012 Budget	Over (Under) FY 2011 Est/Actual	ır) ctual
Software Maint Services	2,546	ı	ı	ı	ŀ	1	•
Radio Maint Services	13,096	14,000	14,000	ı	14,280	280	
Office Supply, PTF	4,417	2,794	2,500	294	2,850	56	
Gas and Electric	18,131	20,000	20,000	1	20,400	400	
Cell Phone	2,229	2,000	2,000	ı	2,040	40	
Sales Tax	414	200	200	ı	510	10	
Purchased Trans-LINK	4,707,580	5,201,029	5,201,029	ı	5,201,029		
Purchased Trans-BART	224,445	211,150	211,150	ı	211,150	ı	
Training / Subscriptions	395	009	009	4	612	12	
Other Misc Expenses	774	200	200	•	510	10	
Employee Functions	348	-	1	-	J	1	
Total Paratransit	5,149,277	5,592,488	5,592,340	148	5,594,399	1,911	%0

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# The County Connection

Inter Office Memo

To:

Board of Directors

Date: May 11, 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

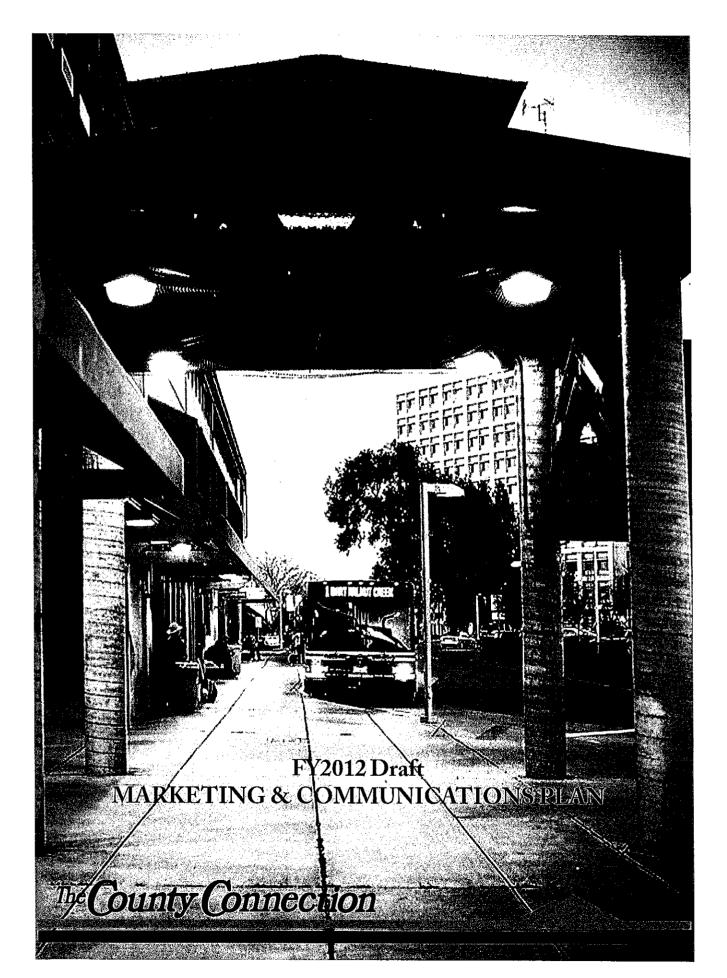


TABLE OF CONTENTS	
Summary	
SECTION I. FY11 MARKETING HIGHLIGHTS	1
SECTION II. OPPORTUNITIES AND CHALLENGES	2
SECTION III. OBJECTIVES	4
SECTION IV. Market Segments	
Strategy #1 Commute Market	5
Strategy #2 Student Market	6
Strategy #3 Senior & Disabled Community	7
Strategy #4 Business Community	8
Strategy #5 Community Service/Public Relations	9
Strategy #6 Customer Service Programs	9
FY2012 PROMOTIONS BUDGET	10

#### 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
- 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 soft-



ware 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 safe, 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. Staff is exploring the posibility of developing a unique paint scheme for up to three LINK vans to be used throughout the community, and on special routes such as the Gael Rail Shuttle.

Finally, the FY 2012 marketing program will encourage ridership growth by promoting County Connection as a safe, 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.
- 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.
- Strengthen partnerships with other transportation advocates such as TRANSPAC,
   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 im-



proved 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, County Connection should expect to see more commuters riding our buses. Ridership on the coummute 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 increases 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 some of this void, with an approximate increase of 5% when comparing 2010 to 2011 school periods to date.



The student market is one best influenced at an early age. Traditionally, County Connection has greater success capturing the 10-14 year old student population as they transition from using "yellow school bus" service to using County Connection. Several CCCTA programs targeting the student market have been reduced, but the marketing department continues to support the elementary, middle and high school students in several ways.

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. Because in-class bus safety presentations no longer take place, staff will include bus safety cards, a "places to go" brochure, and information about our partnership with the Safe Place program, as a means to further promote our committment to providing safe transportation to places teens want to go.

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. 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.

Additionally 511 Contra Costa and SWAT partner with CCCTA, promoting the half price ticket as their back-to-school incentive in the fall. County Connection works closely with these groups to provide information on our school oriented bus service to aid families of elementary age students transition from district provided buses to CCCTA bus service.

## 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. Currently legislation is being considered to adopt a commuter benefit ordinance requiring employers with twenty or more employer to offer commute benefits. If enacted, County Connection may expect to see ridership increase.

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. The City of Walnut Creek has provided free transit service on Route 4 which benefits employees, businesses and shoppers in downtown Walnut Creek.

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. Additionally, with the purchase of new paratransit vehicles, the marketing department is planning to create a unique "community" design for the vans that are used in providing special services such as Route 250 - The Gael Rail Shuttle. A clear distinction between these



special service vehicles and the LINK service may help better market these services, setting them apart from the paratransit service, while promoting the buses as different and fun

The marketing department will continue to organize and promote the community based annual food drive, support training requests for Guide Dogs For The Blind, and coordinate with maintenance to support law enforcement training activities requiring the use of the buses and the facility.

Finally, their is a great deal of emphasis placed on conducting business in an eco-friendly manner. County Connection has taken many steps in the process of becoming a certified "green" business, and will continue to do so. Marketing staff has established a good relationship with the Sustainable Contra Costa advocacy and outreach organization, who has expressed an interest in assisting County Connection in our mutual outreach efforts in the schools.

## **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 which 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 ther provision of excellent customer service.

# **FY2012 MARKETING PROMOTIONS BUDGET**

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

TO: Board of Directors

**DATE:** May 12, 2011

FROM: Rick Ramacier Pen

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 pretax 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.

### MP & L and Staff Recommendation

MP & L and staff recommend that County Connection support SB582 for the reasons noted above.

**Date:** May 19, 2011

# The County Connection

Inter Office Memo

To:

Board of Directors

From: Laramie Bowron, Manager of Planning

Reviewed By: Reviewed By:

SUBJECT: Concord Pavilion Service

#### SUMMARY OF ISSUES:

For the last 10 years County Connection has provided service from the Concord BART Station to the Concord/Sleeptrain Pavilion for LIVE NATION's annual Summer concert series.

At the May 2010 Board of Directors meeting, the Board signed Resolution No. 2010-027. This gave the General Manager the authority to execute an agreement with LIVE NATION to provide this special service on an ongoing annual basis. The Board agreed that this service should be provided so long as County Connection would not lose money on it. The A&F Committee recommended a premium fare of \$5 per round trip and the final board action set a LIVE Nation price of \$1,600 per concert.

In 2008 the Federal Transit Administration (FTA) revised their Charter Bus Regulations, requiring public transit operators to first notify all private transit providers before entering into an agreement to provide charter service. County Connection has complied with this regulation change and this year a private charter company expressed interest in providing the Pavilion service. Thus County Connection is required to step aside and allow the private provider to negotiate directly with LIVE NATION.

County Connection will be prepared to step in if the private company fails to provide the service. Staff will not proceed with this service without first consulting legal counsel to ensure all regulations are complied with.

#### **BACKGROUND:**

County Connection provided 14 concerts during the 2010 summer concert series and after the LIVE NATION payment of \$1,600 per concert and the \$5 round trip fare, County Connection received \$32,940 in revenue for providing the service. After accounting for the \$27,039 in operating costs associated with providing the service, County Connection had a net balance of nearly \$6,000.

	Тс	otal Hours	Total Passengers	No. of Vehicles Used
April 30 - Sugarland	`	17.5	182	4
May 25 - Foreigner & Styx		21.8	158	3
May 30 - KBLX Stone Soul Concert		68.5	569	12
June 12 - Sting		37,5	223	8
June 18 - Doobie Brothers & Chicago		30.5	338	5
June 20 - Iron Maiden		50.8	715	8
Aug 1 - Scorpions		30.25	483	6
Aug 13 - Budweiser Superfest		27	440	5
Aug 14 - Mt. Diablo Jazz Festival		55,25	330	6
Aug 25 - Dave Matthews Band		33,5	325	6
Aug 26 - Goo Goo Dolls		19	95	4
Aug 28 - Celtic Woman		11.5	22	3
Oct 23 - Mary J. Blige		21.75	208	4
Oct 26 - Nickelback		25.5	128	6
Total		450.35	4,216	80
Round Trips			2,108	
Revenues			2,100	
LIVE Nation Payments	\$	22,400.00		
Fares (\$5/round trip)		10,540.00		
Total Revenue		32,940.00		
CCCTA Total Cost		27,039.01		