

The County Connection

Advisory Committee

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

Friday, September 9, 2011

9:30 AM – 12:00 PM

Agenda

1. Call to Order – Roll Call
2. Agenda Approval*
3. Approval of Minutes of July 8, 2011 meeting*
4. Public Comment
5. Community Van Program*
6. Regional Transit Discount Card – Attendant Card Pilot Program*
7. ADA – Monthly Reports
 - a. ADA Certification and Recertification Reports*
 - b. LINK Monthly Operating Reports* – June/July
 - c. Ramp Events-June/July*
8. Fixed Route - Monthly Reports
 - a. Fixed Route Ridership Report-June/July*
 - b. Driver Appreciation Winners – August - Michael Moss & September-Gil Duenas
 - c. Fixed-Route Customer Service Reports-July and August
 - d. CCCTA Website User Information-July/August*
9. Committee Member Communications
10. Adjournment – Next meeting – November 11, 2011

*Enclosure

County Connection Scheduled Committee Meeting agendas are posted at www.cccta.org.

General Information

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

Public Comment: Each person wishing to address the CCCTA Advisory Committee is requested to complete a Speakers Card for submittal to the Committee Chair before the meeting convenes or the applicable agenda item is discussed. Persons who address the Committee are also asked to furnish a copy of any written statement to the staff liaison. A period of thirty (30) minutes has been allocated for public comments concerning items of interest within the subject matter jurisdiction of the Committee. Each individual will be allotted three minutes, which may be extended at the discretion of the Committee Chair.

Accessible Public Meetings: Upon request, CCCTA will provide written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services, to enable individuals with disabilities to participate in public meetings. Please send a written request, including your name, mailing address, phone number and brief description of the requested materials and preferred alternative format or auxiliary aid or service so that it is received by CCCTA at least 48 hours before the meeting convenes. Requests should be sent to Manager of Marketing, 2477 Arnold Industrial Way, Concord, CA 94520 or burdick@cccta.org.

Shuttle Service: With 24-hour notice, a CCCTA LINK shuttle can be available at the North Concord BART station for individuals who want to attend this meeting. To arrange for the shuttle service, please call Robert Greenwood at (925) 680-2072, no later than 24 hours prior to the start of the meeting.

The County Connection

Advisory Committee

Summary Minutes

Meeting of July 8, 2011

The meeting was called to order at 9:40 AM.

Members present were, Sara Vital, Phil Reed, Jan Kunz, Maureen Murphy, David Loyd, Eileen Vonk, Sandra Smith, and Charles Hogel.

Staff present: Mary Burdick (CCCTA) and Ryan Hiatt (LINK)

Guests: Angie Lee and Jenna Kiive

Approval of Agenda

The agenda was approved.

Approval of the Minutes of May 13, 2011

The minutes were approved.

Public Comment

Angie Lee introduced herself and Jenna Kiive, a member of the Alive program. She was concerned that Ms. Kiive's wheelchair was over the maximum size allowable on the CCCTA vehicles, and wanted to know if there were other alternative available for people with oversized wheelchairs. Mr. Hiatt indicated that her chair appeared to be well within the limits, and assured her that staff would measure the chair that day before they left.

Approved Role and Function

Ms. Burdick included the Citizen's Advisory Committee Role and Function document that was approved by the Board of Directors. The revised document was forwarded to each jurisdiction for their records, with a note to the jurisdictions without representation, to please proceed with recruitment.

Community Connection Van Program

Ms. Burdick reported that ten vans were assessed as being viable for donation to the program, and that staff would proceed to announce that applications were available. The criteria on which applications will be evaluated include: 1) financial capacity and ability to operate the vehicle; 2) commitment to provide service to ADA riders, and; 3) willingness to sign certifications and assurances. Applications were released June 21, 2011 and are due by August 18, 2011. Member Jan Kunz will assist with evaluating the applications, and staff hopes to make the award(s) by September 1, 2011 so the vehicles can be released. Copies of the cover letter, program process and requirements, and the application were included with the report.

Paratransit Coordinating Council

Ms. Burdick advised the Committee that Sara Vital wished to resign from the Council and suggested that another member of the Advisory Committee submit an application. With Ms. Vital's resignation there is no user representative from Central Contra Costa on the council. Ms. Burdick pointed out that since Cindy Dahlgren retired in June 2010, representation by CCCTA staff has been sporadic. Phil Reed asked Ms. Burdick to inform upper management that the CCCTA Advisory Committee recommends that a staff member be assigned to attend the meetings on a regular basis.

Ms. Burdick had available copies of the Paratransit Coordinating Council's member application, as well as the appointment process documentation for anyone interested in applying.

ADA Monthly Reports

- A. ADA Certification and Recertification Report – In the month of June both certifications and those re-certifying in 2011 were less than in 2010. On an annual basis, those numbers remained fairly stable compared to 2010. This declining trend can be attributed to several factors including individuals taking advantage of the fixed-route system longer. Phil Reed commented that even though the number of people being ADA certified continues to grow, LINK ridership has been declining slightly, and that people often apply before they need the service as a safety net.
- B. LINK Monthly Report – The Monthly reports for May and June were presented with no further discussion. ADA Related Customer Service Reports – There were no complaints filed in April within the fixed-route division.
- C. Driver Appreciation Program – Debbie Walton was the June Winner, and Luis Stein was the July winner. The committee recommended that this report as well as the ADA complaint verbal report be moved to the fixed-route report section. Additionally, staff will investigate the cost to have the fixed-route complaint program modified so the Committee can see a snapshot of complaint activity.
- D. Ramp Events – The fixed route ramp report was reviewed.

Fixed-Route Staff Reports

- A. Fixed-route Ridership Report – The monthly report for April and May was reviewed. Also included was the route description summary that lists the major destinations served by each fixed-route.
- B. CCCTA Website User Information - Staff provided user statistics for the month of May and June. Information includes total number of visits, number of unduplicated visits, pages per visit, total time on site, and the number of those accessing the site using a mobile device.

Committee Member Communication

Charles Hogel mentioned an article he saw explaining that AC Transit was getting capital funds from MTC's vehicle replacement pool for operating purposes, and he didn't think this was allowable. Ms. Burdick explained that there have been instances when an operator will not replace vehicles, and have sought these funds for backfill operating losses. CCCTA did this in FY2011. The drawback to this is that once the funds for replacement buses are released, and the vehicles are not replaced, they drop out of the replacement funding cycle. If


in later years, the agency needs to expand the fleet to the prior size, they funding to purchase the buses must come from elsewhere.

Ms. Burdick asked Committee members to let her know if there are Board Committee meeting agendas or packets they would like to receive, and in what format they would like to receive them.

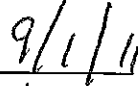
Adjournment

The meeting was adjourned at 11:50 AM.


The next meeting was scheduled for Friday, September 9, 2011 at 9:30 AM.



Mary Burdick, Manager of Marketing/Public Relations



Date

To: Advisory Committee
From: Anne Muzzini, Director of Planning and Marketing
Reviewed By: 

Date: September 1, 2011

SUBJECT: Community Vans

SUMMARY OF ISSUES:

The Community Van Program approved by the Board of Directors once again came into effect with the replacement and disposal of 42 paratransit vans. Notice was given to nonprofit agencies that provide transportation in Central Contra Costa that used vans would be given to them if they could meet the criteria for the program. Key criteria include providing trips to ADA eligible passengers, and the ability to provide insurance and fund operating cost.

CCCTA received four applications will be convening the review committee in the following week with the hope that a selection can be announced at the September Advisory Committee meeting.

The nonprofit organizations who submitted applications are: Futures Explored, Inc., the Neighborhood House of North Richmond, the Anka Behavioral Health, Inc., and the Lamorinda Spirit Van.

RECOMMENDATIONS:

None at this time

FINANCIAL IMPLICATIONS:

Supporting nonprofit transportation to ADA individuals saves CCCTA money in the long run as these rides would otherwise be provided by the LINK service. There is no ongoing operating cost to CCCTA for the vehicles donated. A federal New Freedom grant is available to "match" maintenance expenses incurred by the selected nonprofits for the community vans.

To: County Connection Advisory Committee Date: September 1, 2011

From: Mary Burdick, Sr. Manager of Marketing *MB* Reviewed By:

SUBJECT: RTC Discount Card Program Changes

SUMMARY OF ISSUES:

The Bay Area Partnership Accessibility Committee was informed in March that MTC plans to implement a pilot program effective October 1, 2011 whereby persons traveling as attendants will be required to have an RTC Discount Card-Supplemental Attendant card. Eligible patrons will file two applications and receive two photo ID cards. The card issued as the Attendant Card will have a slightly different look (the photo will be of the eligible RTC cardholder). The RTC cardholder will be solely responsible for proper use of the card.

Currently those traveling with attendants have an attendant sticker on their photo ID card, and are simply allowed to ride systems at the discounted fare. With the larger transit agencies now accepting the Clipper Card, MTC wants attendants to have a Clipper enabled RTC Attendant Card for use for fare payment when traveling with companions.

Because County Connection is not yet Clipper equipped, those traveling as attendants may still pay their discounted fare in cash or with a 20-Ride punch card.

Among the agencies that are Clipper equipped, there are concerns about fraudulent use of the Attendant card, and

how MTC will monitor the program. The Chair of the Bay Area Partnership Accessibility Committee is determined, that the pilot programs should not be implemented until a monitoring and enforcement policy is reviewed and approved.

ATTACHMENTS:

Approved applicant procedures

Application Cover Letter

Logo Regional Transit Connection Discount Card Program
Attendant Supplemental RTC/Clipper Card

Attendants qualify for a discount fare when traveling with RTC cardholders who have been certified as eligible for attendant assistance. A RTC cardholder may apply for an "Attendant Supplemental" RTC/Clipper card that can be used to pay the attendant's fare when accompanying the RTC cardholder. The "Attendant Supplemental" card is issued to the RTC cardholder who is responsible for its care and proper use. The card may not be used by anyone other than the attendant and may be used only when traveling with the RTC cardholder. Any misuse of this card may result in the permanent loss of the attendant card privilege. Misuse of the attendant card may constitute fare evasion and result in a citation and fine.

Rules for Use of Supplemental Attendant Card

1. RTC cardholder is solely responsible for care and appropriate use of attendant card.
2. Card may only be used to pay for trips at the same time as an eligible customer is using the RTC/Clipper card to pay the fare.
3. Travel history of both cards may be monitored to ensure appropriate use, that is, each trip taken using the attendant card corresponds to a trip taken by the RTC cardholder.
4. The attendant card privilege may be permanently revoked if the card is misused.

If you would like an "Attendant Supplemental" card, please complete this application. You may then mail it to:
RTC Attendant Card
P.O. Box 70040
Oakland, CA 94612-0040

You must include a check or money order for \$3, payable to RTC Discount Card. If you qualify, you will be issued an "Attendant Supplemental" RTC/Clipper card with the same expiration date as your RTC Discount ID Card. Please do not mail cash. Applications that contain cash will be returned to you. If you must pay cash, please apply at your local transit agency. Please allow 21 days for your card to be mailed to you.

**RTC Discount Card Program
Attendant Supplemental Card Procedures**

8/26/11

1. Application process

- Special applications are available from transit agencies, in person or by mail.
- The application form must be completed and submitted with a \$3 non-refundable processing fee.
- Current RTC cardholders with the attendant icon on their card may apply at a transit agency or by mail directly to the Central Processor. The Central Processor verifies eligibility and issues attendant travel card as appropriate.
- First time applicants for a RTC/Clipper card may submit both applications at the same time. The Central Processor will determine eligibility for both the RTC program and attendant travel and issue card(s) as appropriate. (The fee is \$6 if the applications are submitted together.)
- The RTC cardholder's picture will be printed on the attendant card.
- The attendant card will be given the same expiration date as the RTC card.
- The application process will be completed within 21 days.
- Procedures, rules, and fees governing renewal and replacement of lost or damaged RTC cards will also apply to attendant cards.

2. Rules for Use of Supplemental Attendant Card

- RTC cardholder is solely responsible for care and appropriate use of attendant card.
- Card may only be used to pay for trips at the same time as an eligible customer is using the RTC/Clipper card to pay the fare.
- Travel history of both cards may be monitored to ensure appropriate use, that is, each trip taken using the attendant card corresponds to a trip by the RTC cardholder.
- The attendant card privilege may be permanently revoked if the card is misused.
- Any disputes will be handled according to the established RTC Discount Card Program appeals process.

**ADA CERTIFICATION and RECERTIFICATION
FY 2012**

MONTH	FY 2012				FY 2011				FY 2012				FY 2011			
	Certified		Denied		Certified		Denied		Recertified		Denied		Recertified		Denied	
	Total	Senior	Total	Senior	Total	Senior	Total	Senior	Total	Senior	Total	Senior	Total	Senior	Total	Senior
JUL	55	37	1	0	65	48	1	0	34	19	0	0	47	37	0	0
AUG	53	35	0	0	62	42	0	1	37	24	0	0	59	34	1	0
SEPT					61	46	0	0					54	34	0	0
OCT					53	38	0	0					52	31	0	0
NOV					69	39	0	0					47	28	0	0
DEC					60	34	0	0					37	28	0	0
JAN					51	36	1	1					46	34	0	0
FEB					70	49	0	0					33	17	1	0
MAR					64	51	0	0					57	40	0	0
APR					68	51	1	0					34	27	0	0
MAY					61	40	1	0					60	34	0	0
JUN					59	39	0	0					45	23	1	1
TOTAL	108	72	1	0	743	513	4	2	71	43	0	0	571	367	3	1

3,442 Total CCCTA, Active, ADA Eligible in the Regional Eligibility Database (RED)

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

SUMMARY	JUNE FY09/10	JUNE FY 10/11	YTD FY09/10	YTD FY10/11
1 TOTAL CLIENTS	13,129	13,377	155,932	152,564
2 TOTAL ATTENDANTS	1,438	1,105	14,457	12,548
3 TOTAL COMPANIONS	78	102	1,928	910
4 TOTAL PASSENGERS	14,645	14,584	172,317	166,022
5 TOTAL SERVICE DAYS	30	30	360	60
6 VEHICLE REVENUE HOURS	7,179	6,735	84,105	80,999
7 VEHICLE SERVICE HOURS	8,587	8,354	101,576	99,177
8 VEHICLE NON REV HOURS	1,408	1,620	19,959	18,381
9 VEHICLE SERVICE MILES	135,804	128,682	1,642,771	1,563,952
10 VEHICLE REVENUE MILES	115,490	109,977	1,359,674	1,295,954
11 VEHICLE NON REV MILES	23,981	22,717	286,764	271,811
12 PASS. PER REVENUE HOUR	2.04	2.17	2.05	2.05
13 CLIENT PER REVENUE HOUR	1.83	1.99	1.85	1.88
14 PASS. PER SERVICE HOUR	1.71	1.75	1.70	1.67
15 PASS. PER SERVICE MILE	0.11	0.11	0.10	0.11
16 PASS. PER REVENUE MILE	0.13	0.13	0.13	0.13
17 TOTAL TRANSFER TRIPS	1,143	932	14,529	11,324
18 SAME DAY TRIPS	229	227	1,650	2,538
19 SUBSCRIPTION TRIPS	8,705	8,967	69,598	94,634
20 DEMAND	4,300	4,320	32,348	44,912
21 FAREBOX REVENUE	\$14,256.00	\$14,828.50	\$186,954.63	\$173,145.50
22 PREPAID CLIENTS	\$22,961.50	\$11,328.50	\$276,362.28	\$298,361.50
23 COLLECTED BILLING	\$16,484.00	\$13,828.00	\$129,234.00	\$89,319.00
24 TOTAL REVENUE COLLECTED	\$53,701.50	\$39,985.00	\$592,550.91	\$560,826.00
25 CHARGEABLE ACCIDENTS	1	0	11	2
26 SERVICE COMPLAINTS	0	2	7	3
27 SERVICE COMMENDATIONS	0	0	14	2
28 SERVICE DENIALS	0	0	0	0
29 ROAD CALLS	3	2	36	33
30 DRIVER TURNOVER	0.0	0.0	13.3	2.1
31 SCHEDULE ADHERENCE	94%	96%	96%	95%
32 WHEELCHAIR BOARDING'S	3,739	3,512	44,554	39,469
33 W/C LIFT AVAILABILITY	100%	100%	100%	100%
34 REGISTERED CLIENTS	8,816	9,870	N/A	N/A
35 UNDUPLICATED CLIENTS	1,124	1,089	N/A	N/A
36 NO-SHOWS	88	69	590	783
37 CANCELS	2,068	2,148	23,694	22,580
38 AVG. TRIP LENGTH (MILES)	9.3	8.8	9.5	9.4
39 AVG. SM BUSES IN SERVICE	5	5	5	5
40 AVG. BUSES IN SERVICE	48	48	48	48
41 TOTAL FUEL/GALLONS	18,251	18,377	227,692	215,789
42 FLEET M.P.G.	7.6	7.0	7.2	7.2
43 DRIVER ROAD CHECK	124	17	729	442
44 RIDER SURVEY'S	5	8	39	117
45 AMB LIFT BOARDINGS	8,437	9,053	24,925	35,376

CCCTA LINK
MONTHLY OPERATING SUMMARY
JULY FY11/12

SUMMARY	JULY FY 10/11	JULY FY 11/12	YTD FY 10/11	YTD FY 11/12
1 TOTAL CLIENTS	12,331	11,853	12,331	11,853
2 TOTAL ATTENDANTS	1,149	976	1,149	976
3 TOTAL COMPANIONS	62	65	62	65
4 TOTAL PASSENGERS	13,542	12,894	13,542	12,894
5 TOTAL SERVICE DAYS	31	31	31	31
6 VEHICLE REVENUE HOURS	6,898.07	6,258	6,898.07	6,258
7 VEHICLE SERVICE HOURS	8,356.57	7,619	8,356.57	7,619
8 VEHICLE NON REV HOURS	1,458.50	1,361	1,458.50	1,361
9 VEHICLE SERVICE MILES	132,279	118,199	132,279	118,199
10 VEHICLE REVENUE MILES	105,577	96,972	105,577	96,972
11 VEHICLE NON REV MILES	23,997	21,227	23,997	21,227
12 PASS. PER REVENUE HOUR	1.96	2.06	1.96	2.06
13 CLIENT PER REVENUE HOUR	1.79	1.89	1.79	1.89
14 PASS. PER SERVICE HOUR	1.62	1.69	1.62	1.69
15 PASS. PER SERVICE MILE	0.10	0.11	0.10	0.11
16 PASS. PER REVENUE MILE	0.13	0.13	0.13	0.13
17 TOTAL TRANSFER TRIPS	1,066	837	1,066	837
18 SAME DAY TRIPS	245	219	245	219
19 SUBSCRIPTION TRIPS	8,072	7,820	8,072	7,820
20 DEMAND	4,124	3,957	4,124	3,957
21 FAREBOX REVENUE	\$13,793.50	\$13,316.00	\$13,793.50	\$13,316.00
22 PREPAID CLIENTS	\$24,930.00	\$12,241.75	\$24,930.00	\$12,241.75
23 COLLECTED BILLING	\$1,492.00	\$44,816.00	\$1,492.00	\$44,816.00
24 TOTAL REVENUE COLLECTED	\$40,215.50	\$70,373.75	\$40,215.50	\$70,373.75
25 CHARGEABLE ACCIDENTS	0	0	0	0
26 SERVICE COMPLAINTS	0	2	0	2
27 SERVICE COMMENDATIONS	0	1	0	1
28 SERVICE DENIALS	0	0	0	0
29 ROAD CALLS	5	2	5	2
30 DRIVER TURNOVER	2.90	0.0	2.90	0.0
31 SCHEDULE ADHERENCE	94.2%	96%	94.2%	96%
32 WHEELCHAIR BOARDING'S	3,316	3,178	3,316	3,178
33 W/C LIFT AVAILABILITY	100%	100%	100%	100%
34 REGISTERED CLIENTS	8,694	9,272	8,694	9,272
35 UNDUPLICATED CLIENTS	1,057	1,037	1,057	1,037
36 NO-SHOWS	111	52	111	52
37 CANCELS	2,061	2,096	2,061	2,096
38 AVG. TRIP LENGTH (MILES)	9.8	9.2	9.8	9.2
39 AVG. SM BUSES IN SERVICE	5	8	5	8
40 AVG. BUSES IN SERVICE	48	55	48	55
41 TOTAL FUEL/GALLONS	19,116.2	18,045	19,116.2	18,045
42 FLEET M.P.G.	6.9	6.6	6.9	6.6
43 DRIVER ROAD CHECK	59	5	59	5
44 RIDER SURVEY'S	4	0	4	0
45 AMB LIFT BOARDINGS	0	0	0	0



Inter Office Memo

Agenda Item 7.a

TO: O&S Committee

DATE: July 25, 2011

FROM: Anne Muzzini
Director of Planning & Marketing

SUBJ: Fixed Route Reports

Fixed Route Operating Reports for June 2011

1. Monthly Boarding's Data

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

<u>Title</u>	FY 2011		<u>Annual Goal</u>
	<u>Current Month</u>	<u>YTD Avg</u>	
Total Passengers	271,914		
Average Weekday	11,469	11,852	
Pass/Rev Hour	15.4	15.8	FY11 Goal > 17.0
Missed Trips	0.10%	0.11%	FY11 Goal < 0.25%
Miles between Road Calls	14,570	28,539	FY11 Goal > 18,000

** Based on Standards from updated SRTP*

Analysis

Average weekday ridership in June (11,469 passengers) is lower compared to the May ridership of 13,095 passengers, but higher than June 2010 of 10,797 passengers. See the attached table showing weekday boardings trend. Productivity in June is lower to 15.4 passengers per hour as compared to May's 17.1 passengers per hour. The lower passenger numbers can be accounted for by the change to our summer route schedule which began on June 12, 2011 and excludes school trips.

The percentage of missed trips was lower in June to (0.10%) as compared to the prior month of (0.14%) in May. The YTD average is 0.11% missed trips.

The number of miles between roadcalls was equal to 114,570 miles in June which is lower than prior month of 18,064 miles in May. The year to date average is 28,539 miles between roadcalls.

Route Description Summary

Fixed Route Boardings		Passengers by Revenue Hrs/Miles			Service Days		Fiscal YTD Comparison Passenger Boardings	
June 2011 - Fixed Route Boardings	271,565	Revenue Hours -	June 11	17,635	Weekdays - June 11	22	Fiscal 2011 YTD	3,304,522
Pavilion	0		June 10	18,008	June 10	22		
Bus Bridge	349	Revenue Miles -	June 11	191,644	Saturdays - June 11	4	Fiscal 2010 YTD	3,235,722
Special Event	0		June 10	198,960	June 10	4		
					Sundays - June 11	4		
					June 10	4		
June 2011 Total Boardings	271,914	Passengers per Mile		1.42	Total Days - 2011	30	YTD Trend	97.9%
June 2010 Total Boardings	258,017	Passengers per Hour		15.42	2010	30	Monthly Trend	94.6%

June 2011 Fixed Route Passenger Total						June 2011 Weekday Average	June 2011 Passengers per Revenue Hour
Route	Destination Information	Weekday	Saturday	Sunday	Total		
1	Rossmoor / Shadelands	8,636			8,636	393	15.2
2	Rudgear / Walnut Creek	1,228			1,228	56	6.3
4	Walnut Creek Downtown Shuttle	20,847	2,050	1,606	24,503	948	26.5
5	Creekside / Walnut Creek	1,669			1,669	76	8.1
6	Lafayette / Moraga / Orinda	6,687	406	195	7,288	304	10.0
6L	Orinda / Orinda Village	65			65	3	3.1
7	Shadelands / Pleasant Hill / Walnut Creek	5,087			5,087	231	7.2
9	DVC / Walnut Creek	14,473			14,473	658	15.5
10	Concord / Clayton Rd	22,751			22,751	1,034	25.4
11	Treat Blvd / Oak Grove	6,011			6,011	273	15.3
14	Monument Blvd	14,550			14,550	661	16.4
15	Treat Boulevard	10,730			10,730	488	16.9
16	Alhambra Ave / Monument Blvd	18,531			18,531	842	14.5
17	Olivera/Solano / Salvio / North Concord	5,336			5,336	243	12.8
18	Amtrak / Merello / Pleasant Hill	9,187			9,187	418	13.2
19	Amtrak / Pacheco Blvd / Concord	3,216			3,216	146	10.6
20	DVC / Concord	24,376			24,376	1,108	24.8
21	Walnut Creek / San Ramon Transit Center	14,427			14,427	656	14.3
25	Lafayette / Walnut Creek	1,156			1,156	53	4.5
28	North Concord / Martinez	6,639			6,639	302	9.8
35	Dougherty Valley	7,823			7,823	356	10.9
36	San Ramon / Dublin	5,477			5,477	249	9.2
91X	Concord Commuter Express	963			963	44	11.5
92X	Ace Shuttle Express	4,483			4,483	204	24.5
93X	Kirker Pass Express	4,445			4,445	202	16.4
95X	San Ramon / Danville Express	3,905			3,905	177	17.5
96X	Bishop Ranch Express	11,299			11,299	514	16.4
97X	Bishop Ranch Express	2,080			2,080	95	9.6
98X	Martinez Express	7,443			7,443	338	12.8
301	Rossmoor / John Muir Medical Center		330	248	577	0	7.7
311	Concord / Oak Grove / Treat Blvd / WC		872	652	1,525	0	12.6
314	Clayton Rd / Monument Blvd / PH		4,313	3,067	7,380	0	22.6
315	Concord / Willow Pass / Landana		229	175	404	0	7.2
316	Alhambra / Merello / Pleasant Hill		1,147	861	2,008	0	14.3
320	DVC / Concord		885	553	1,438	0	14.3
321	San Ramon / Walnut Creek		951	712	1,663	0	11.7
600's	Select Service	8,792			8,792	400	23.6
TOTALS		252,313	11,183	8,069	271,565	11,469	15.4

Route Description Summary

Fixed Route Boardings		Passengers by Revenue Hrs/Miles			Service Days		Fiscal YTD Comparison Passenger Boardings	
July 2011 - Fixed Route Boardings	238,590	Revenue Hours -	July 11	15,865	Weekdays - July 11	20	Fiscal 2012 YTD	238,590
Pavilion	0		July 10	17,233	July 10	21		
Bus Bridge	0	Revenue Miles -	July 11	177,298	Saturdays - July 11	5	Fiscal 2011 YTD	247,315
Special Event	0		July 10	184,072	July 10	5		
					Sundays - July 11	5		
					July 10	4		
July 2011 Total Boardings	238,590	Passengers per Mile		1.35	Total Days - 2011	30	YTD Trend	103.5%
July 2010 Total Boardings	247,315	Passengers per Hour		15.04	2010	30	Monthly Trend	103.5%

July 2011 Fixed Route Passenger Total						July 2011 Weekday Average	July 2011 Passengers per Revenue Hour
Route	Destination Information	Weekday	Saturday	Sunday	Total		
1	Rossmoor / Shadelands	7,855			7,855	393	15.3
2	Rudgear / Walnut Creek	1,245			1,245	62	7.1
4	Walnut Creek Downtown Shuttle	19,867	2,839	2,080	24,786	993	27.9
5	Creekside / Walnut Creek	1,453			1,453	73	7.9
6	Lafayette / Moraga / Orinda	6,166	465	316	6,947	308	9.9
7	Shadelands / Pleasant Hill / Walnut Creek	4,669			4,669	233	7.3
9	DVC / Walnut Creek	11,784			11,784	589	14.2
10	Concord / Clayton Rd	18,956			18,956	948	24.5
11	Treat Blvd / Oak Grove	5,071			5,071	254	14.3
14	Monument Blvd	13,225			13,225	661	16.8
15	Treat Boulevard	9,245			9,245	462	16.0
16	Alhambra Ave / Monument Blvd	14,894			14,894	745	14.3
17	Olivera/Solano / Salvio / North Concord	4,958			4,958	248	13.4
18	Amtrak / Merello / Pleasant Hill	8,049			8,049	402	12.9
19	Amtrak / Pacheco Blvd / Concord	3,061			3,061	153	11.1
20	DVC / Concord	20,739			20,739	1,037	23.0
21	Walnut Creek / San Ramon Transit Center	11,967			11,967	598	13.2
25	Lafayette / Walnut Creek	1,087			1,087	54	4.7
28	North Concord / Martinez	5,421			5,421	271	9.0
35	Dougherty Valley	6,825			6,825	341	10.5
36	San Ramon / Dublin	4,886			4,886	244	9.2
91X	Concord Commuter Express	854			854	43	11.0
92X	Ace Shuttle Express	3,612			3,612	181	21.8
93X	Kirker Pass Express	3,569			3,569	178	14.7
95X	San Ramon / Danville Express	3,385			3,385	169	16.8
96X	Bishop Ranch Express	10,050			10,050	502	15.7
97X	Bishop Ranch Express	2,206			2,206	110	11.1
98X	Martinez Express	6,585			6,585	329	12.5
301	Rossmoor / John Muir Medical Center		559	296	855	0	9.5
311	Concord / Oak Grove / Treat Blvd / WC		1,145	903	2,048	0	13.6
314	Clayton Rd / Monument Blvd / PH		5,696	3,849	9,545	0	23.5
315	Concord / Willow Pass / Landana		390	398	788	0	11.7
316	Alhambra / Merello / Pleasant Hill		1,653	1,134	2,786	0	16.0
320	DVC / Concord		1,386	705	2,091	0	16.3
321	San Ramon / Walnut Creek		1,337	934	2,271	0	13.0
600's	Select Service	823			823	41	16.2
TOTALS		212,506	15,471	10,613	238,590	10,625	15.0

* Data from Link

** Seasonal Route

Operations Data Summary

RAMP EVENTS BY ROUTE

(sort by YTD Total - decending order)

Route	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	YTD Total
20	262	219	449	500	612	494	438	347	392	282	314	260	4,569
28	209	175	221	463	358	349	485	368	265	294	443	393	4,023
10	172	238	363	305	366	401	430	341	369	365	283	343	3,976
16	219	315	236	292	233	192	210	231	187	252	277	249	2,893
15	195	187	291	164	223	128	161	78	199	186	126	154	2,092
14	132	188	170	168	137	111	187	118	136	166	172	210	1,895
9	160	165	153	206	253	104	92	79	83	66	77	116	1,554
4	174	161	117	89	108	108	103	89	105	173	140	89	1,456
11	248	128	161	185	127	124	176	58	101	68	35	26	1,437
21	180	132	112	74	128	92	113	67	100	70	149	167	1,384
98X	125	105	75	142	107	71	43	100	115	172	130	160	1,345
314	92	103	120	104	54	57	53	98	76	134	117	109	1,117
18	131	49	62	69	49	47	51	129	162	129	118	86	1,082
35	104	120	34	25	55	79	114	94	76	59	52	134	946
17	99	75	101	62	58	51	61	74	116	80	74	87	938
6	121	142	177	152	120	41	18	27	32	42	27	21	920
1	102	78	26	61	73	85	57	67	80	72	107	55	863
36	91	136	122	56	39	5	27	42	8	45	41	31	643
19	68	26	25	47	46	21	21	51	43	30	63	52	493
7	58	49	32	11	43	31	82	24	21	37	23	26	437
96X	25	16	8	15	20	15	27	23	38	53	42	74	356
600's		24	33	39	35	68	40	7	27	21	32	4	330
25	52	45	22	11	5		7	22	40	36	41	43	324
5	13	24	61	8	8	51	26	13	27	22	13	15	281
320	44	17	28	28	9	15		16	26	34	32	17	266
311	32	24	20	25	4	6	14	23	27	39	26	20	260
2	18	24	28	37	30	15	44	12	8	5	13	12	246
316	37	6	12	8	7	11	5	31	24	29	39	12	221
95X	14	14	3	5	5	18	31	7	25	24	8	6	160
93X	11	15	16	8	11	6	17	8	22	6	5	3	128
321	7	15	3	33	17	11		12	1	6	20	3	128
315	8	9	2	5			8	13	3	16	14	21	99
97X	3	3	6	13	10	8	3	7	5	16	7	15	96
301	5	2	2	2	12		5	12	1	12	4	7	64
91X	2		5			5		0	2	8	10	5	37
92X	2	3			2	8	1	1	1	0	3	0	21
6L		1					1	0	0	1	0	1	4
Total	3,215	3,033	3,296	3,412	3,364	2,828	3,151	2,689	2,943	3,050	3,077	3,026	37,084

÷ 2 =	1,608	1,517	1,648	1,706	1,682	1,414	1,576	1,345	1,472	1,525	1,539	1,513	18,542
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NOTE: * Data comes from Link Operators ** These are seasonal routes

Operations Data Summary

RAMP EVENTS BY ROUTE

(sort by YTD Total - decending order)

Route	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	YTD Total
35	406												406
17	339												339
21	274												274
11	240												240
15	204												204
10	161												161
16	155												155
19	148												148
301	147												147
314	128												128
4	103												103
18	90												90
97X	89												89
25	84												84
1	74												74
316	69												69
36	52												52
20	41												41
14	35												35
320	30												30
28	28												28
9	26												26
315	25												25
91X	17												17
5	15												15
311	15												15
95X	11												11
6	10												10
2	7												7
96X	7												7
321	6												6
310	3												3
98X	2												2
93X	1												1
7	0												0
92X	0												0
600's	0												0
Total	3,042	0	0	0	0	0	0	0	0	0	0	0	3,042
÷ 2 =	1,521	0	0	0	0	0	0	0	0	0	0	0	1,521

NOTE: * Data comes from Link Operators

** These are seasonal routes

The County Connection

Inter Office Memo

To: Marketing, Planning & Legislative Committee
Board of Directors
County Connection Advisory Committee

Date: August 31, 2011

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By:

SUBJECT: July/August 2011 Website Use

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

FINANCIAL IMPLICATIONS: None

RECOMMENDATION: For information and review

ATTACHMENTS: Use overview and content over report.

	8/11	7/11	6/11	5/11	4/11	3/11	2/11	1/11	12/10
Visitors	40,496	29,970	30,898	30,417	27,952	29,519	23,344	29,181	25,499
New Visits	40.99%	42.28	42.29	39.65	41.04	40.33	40.59	41.26	41.75
Unique Visitors	21,143	16,195	17,147	16,167	15,033	15,790	13,093	15,275	13,576
Pages Per Visit	3.19	3.13	3.23	3.05	3.15	3.15	3.32	3.56	3.57
Avg. Time On Site	3:14	3:13	3:21	2:58	3:28	3:17	3:17	3:27	3:17
Bounce Rate*	35.55%	36.49	34.82	36.73	34.42	34.51	32.27	29.76	28.22
Mobile Devices	10,640	7,929	7,713	7,656	6,802	7,112	6,109	6,075	5,094

TERMS

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

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

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

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

Mobile Devices – Total number of visitors accessing the website using a mobile device.