

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Thursday, September 1, 2011

The meeting was called to order at 8:45 a.m.

Those present at the meeting were:

Members: Directors Bob Simmons and Candace Andersen
Staff: Anne Muzzini, Rick Ramacier, and Mary Burdick
Guest: None

Approval of Agenda

The General Manager asked that item #4 (MTC Transit Sustainability Project) be deferred to the last item.

Public Comment

There was no public communication

Approval of the Minutes of July 7, 2011

The minutes were approved as presented.

State and Federal Legislative Update

State

To date there is no discussion of cuts that may be needed in the State budget because funds are not coming in as projected. Discussions may be take place in December. The current budget did not call for any cuts to transit.

SB791-Steinberg was amended to include language that would allow additional funding for transportation through locally voter approved gas fees. However, the proposal was made late in the session and may not be heard by the Assembly. If it does move forward, there will likely be debate centering around possible Proposition 26 legal issues (fees vs. taxes) and how the funds are distributed.

Federal

Work on next year's federal budget continues with the House Budget Resolution targeting approximately 30% cuts to transportation programs, and the Senate working through process that will leave transit funding stable. Most likely outcome is that there will be a series of continuing resolutions rather than an actual budget. CCCTA has a 10-bus replacement and preventative maintenance programmed for FY12, which would be funded if the continuing resolutions for funding at current levels are favored.

The House and Senate are both working on reauthorization of the federal gas tax. The House bill is looking at a six year bill that would cut transit spending by 30%. The Senate is working on their own two year bill that would increase spending slightly. The current extension needs expires Sept. 30th.

New Van Design Scheme

Mary Burdick distributed color copies of the image to be used for wrapping three LINK vans. The first vehicle is scheduled to be completed in time to be displayed the morning of the September 15th Board meeting. Actual photo images will be emailed to all Board members prior to the meeting and a media advisory will be sent via email to local media outlets alerting them of the photo opportunity on Thursday morning, September 15th.

Marketing Reports

- 1) Fall Service Change Outreach – Mary Burdick distributed copies of print materials used to announce changes made to the Route 4, and Route 250 resuming service. Materials included flyers, posters, newsprint ads and public notices.
- 2) Year End Customer Service Reports – Mary Burdick reported on FY11 year-end pass sales activity and call center activity. Pass sales revenue is down slightly from FY10. The most popular pass sales instrument remains the 12-Ride punch pass. Offsite sales outlets account for the 90% of all pass sales. However, on-line purchases grew by over 20% in the past year, from \$53,558 to \$65,700.

Customer Service Telephone call activity saw a drop in total calls of approximately 9%. Goals of total calls answered, and calls answered within seconds were met. Complaint calls saw an increase of nearly 35%. While the overall number of complaints remains relatively low when measured by vehicle miles (the reported measurement in the SRTP), this is a trend that needs to be closely monitored by department managers.

- 3) CCCTA Website Use - Mary Burdick provided information on website usage for July and August 2011.
- 4) Community Events - Mary Burdick outlined the community events and school Class Passes scheduled for August and September 2011.

MTC Transit Sustainability Project

Rick Ramacier provided an update on discussions taking place in regards to the sustainability study, as well as suggestions by consultants. MTC wishes for one standard for all operators – rail, ferry and bus, regardless of the operating environment. MTC consultants suggest a 20% farebox recovery ratio as a means of measuring performance. However the consultants suggest that this be made up only from passenger revenue, meaning the subsidies that CCCTA receives be excluded from the mix. Mr. Ramacier provided some examples of what this would mean for CCCTA that include: a 35% cut in the operating budget, cutting service hours by 31% (equivalent to cutting up to 26 routes), raising fares by 54% to \$3.08 per passenger, or increasing ridership by 55% with existing service levels. This would be devastating to not only CCCTA service, but primarily bus service throughout the region.

The Committee asked that this item be placed on the Board agenda. While no decisions have been made at this time, it is important that the Board be made aware of the direction some discussions are taking.

Next Meeting Date: Thursday, Oct. 6, 2011 at 8:30 AM in the Walnut Creek City Offices/City Managers conference room.

Adjournment: The meeting was adjourned at 9:35 AM.

Mary Burdick

Mary Burdick
Manager of Marketing

10/3/11

Date