

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Friday, October 14, 2011

The meeting was called to order at 3:10 p.m.

Those present at the meeting were:

Members: Director Jack Weir
Staff: Rick Ramacier, and Mary Burdick
Guest: Ralph Hoffmann

Approval of Agenda

The agenda was approved.

Public Comment

Ralph Hoffman spoke on activity being taken at the City level to review/adopt Climate Action Plans, and inquired if jurisdictions would be adopting requirements for employers to provide transit incentives to employees. Director Weir pointed out that many cities encourage voluntary participation in incentive programs, but are hesitant to place undue financial burdens on employers who are already struggling. While there is philosophical support, there is no funding support.

Approval of the Minutes of September 1, 2011

Director Weir asked that this be deferred to next month when more members are present.

Selection of Officers

This item will be deferred to next month.

MTC Transit Sustainability Project

Rick Ramacier briefly described action taken at the previous meeting, whereby the General Manager recommended a joint letter be sent to MTC signed by CCCTA and the three smaller East Bay transit agencies, addressing the need for a separate performance standard for small operators, and concern that there was no response to a joint letter mailed several months ago.

Mr. Ramacier recommended CCCTA hold off on pursuing a joint letter for several reasons. Discussions are taking place with all operators, as well as the business community, that indicate a desire to have performance standards for all operators (not just the larger seven operators), and the need for standards that equitably reflect the different operating environments. At this time, none of the smaller East Bay operators are pushing their Boards to pursue a joint letter at this time.

Mr. Ramacier is confident that the messages put forth by the smaller operators is being heard, and will continue to provide monthly updates at the discussions and study recommendations move forward.

Marketing Reports

Year End Customer Service Reports

Mary Burdick described the two annual reports that outline pass sales. One attachment compared the actual fare instrument sales volumes, and the second compared sales volumes that take place at offsite outlets, through the mail, or on-line. Overall, FY2011 pass sales volume declined by approximately 7% over FY2010 volumes. While on-line ticket sales increased in FY2011 by approximately 23%, the overwhelming majority of pass sales

activity takes place at our offsite ticket vendors. Director Weir asked how many outlets we supplied. Staff responded that we currently have approximately 30 outlets that range from City Offices to large retail outlets.

The FY2011 Customer Service Telephone Activity_report outlined the performance standards of the telephone Information Center in the Concord office. Performance Standards include 1) Total Calls answered – 92%; 2) Total calls answered within thirty seconds – 75%. These standards were met for FY2011. Total number of calls declined by about 10%, but the average call length increased.

The Committee discussed the probable impact promoting the new website on the increased sales activity, and decline in calls coming through the Information Center.

Website User Report

Mary Burdick provided information on website usage for October 2010 through September 2011. Ms. Burdick explained that with the launch of the new website last September we now have immediate access to user information that includes the total number of visits, the number of unduplicated visits, the average time spent on the site, and most frequently visited schedule pages, and much more information about our users.

Beginning next month we will be able to see monthly comparisons from the previous year. Director Weir asked if maintaining the website was done internally or through a contractor. Ms. Burdick responded that about 90% of the web maintenance and updates were taking place in house. The schedule updates transmitted through the GSTF feed was managed through an outside consultant, which cost less than \$10,000 per year.

Mr. Hoffmann noted that the website is much easier to use, and now has much more information that is relatively easy to access. He commented that access to meeting packets and agendas can be difficult to find as they are located in the “About CCCTA” pages.

Next Meeting Date: Wednesday, November 2, 2011 at 3:00 PM at the Pleasant Hill City Offices, Small Community Room.

Adjournment: The meeting was adjourned at 4:10 PM.



Mary Burdick
Manager of Marketing

10/25/11

Date