

The County Connection

2477 Arnold Industrial Way Concord, CA 94520-5326 (925) 676-7500 www.cccta.org

MEETING

Marketing, Planning & Legislative Committee

Pleasant Hill City Office

Small Community Room, 3rd Floor
100 Gregory Lane, Pleasant Hill, CA

October 14, 2011, 3:00 P.M.

AGENDA

1. Approval of Agenda
2. Public Communication
3. Approval of Minutes of September 1, 2011 Meeting* - **Action**
4. Selection of Officers
5. MTC Transit Sustainability Project Update* - **Action**
(Staff will update the Committee on the progress made in getting MTC to respond positively to some of our concerns)
6. Marketing Reports:
 - a. Year End Customer Service Reports*
 - b. Website User Report*
 - c. Community Events*
7. Next Meeting – To Be Determined
8. Adjournment

*Enclosure

FY 2012/2013

MP&L Committee

Jack Weir – Pleasant Hill

Laura Hoffmeister – Concord

Gregg Manning - Clayton

General Information

Public Comment: Each person wishing to address the Marketing, Planning, & Legislative Committee (MP&L) is requested to complete a Speakers Card before the meeting convenes or the applicable agenda item is discussed. 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. 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 Pleasant Hill BART station for individuals who want to attend the MP&L meetings. To arrange for the shuttle service, please call Fernando Gonzales at 925/680-2070, no later than 24 hours prior to the start of the meeting.

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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

TO: MP&L Committee

DATE: October 7, 2011

FROM: Rick Ramacier
General Manager 

SUBJECT: Metropolitan Transportation
Commission (MTC) Transit
Sustainability Project (TSP)

Background

Last month, the MP&L Committee made a recommendation to the Board to pursue a joint letter with other small operators to MTC regarding:

- 1.) Concerns with a possible proposal from TSP consultants to have MTC require all transit operators to have a 20% farebox ratio.
- 2.) Concern with no written MTC response to the letter written by some of the small operator general managers regarding TSP concerns and suggestions.

At the Board meeting in October, it was determine to hold off on any letter pending new information. Since that time a number of significant things have occurred that are encouraging and greatly reduce the need for a letter. They include:

- A letter from MTC dated September 30, 2011 adequately addressing the concerns raised by the general managers on April 27, 2011. This includes stating that only regional transit routes are likely to be subject to farebox ratio standards in relation to receiving "regional" funding. The letter also indicates that the small operators will not be subject to the same financial performance requirements as the large operators. The letter suggests that implementation of the Clipper card by the small operators is of greater interest to MTC than having the small operators meet some sort of performance standard(s). Finally, the letter mentions using the work of the TSP to promote goals related to improving paratransit performance in a manner consistent with our own goals. A copy of this letter is attached.
- Comments made for the record at the TSP Steering Committee meeting of September 19, 2011 by MTC Executive Director Steve Heminger that stated that it is not MTC's intention to apply service standards to anything beyond "regional" transit services. He also indicated that financial performance requirements would possibly be made retroactively to 2008. This would increase the likelihood that many operators have already made progress as many operators have lowered their operating costs per hour since 2008, largely due to labor cost reductions made by many operators over the past few years.
- No other small operator's Board of Directors has indicated a willingness to sign a joint letter to MTC at this time.

Recommendation

For these reasons and developments, I am recommending that we hold off on seeking to send a joint Board letter to MTC at this time. Staff will bring updates to the MP&L Committee monthly with appropriate action recommendations – if necessary.

Action Requested

Staff respectfully requests that the MP&L Committee forward this report and the attached MTC letter to the Board of Directors along with the staff recommendation for their consideration at the Board meeting of October 20, 2011.



METROPOLITAN
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COMMISSION

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Andrew B. Premier
Deputy Executive Director, Operations

September 30, 2011

Mr. Rick Ramacier
General Manager
Central Contra Costa Transit Authority
2477 Arnold Industrial Way
Concord, CA 94520-5327

Dear Mr. ^{Rick}Ramacier,

As the Transit Sustainability Project begins focusing on a set of draft recommendations, I would like to take this opportunity to respond to your letter transmitted on April 27, 2011. We have been working extensively with the transit operators over the past year to develop a performance-based framework focused on financial and service-related metrics that will help make transit in the region more sustainable in the future. We appreciate the feedback we have received from the transit operators throughout the process, and believe the project has benefited greatly from the transit operators' active involvement.

The draft financial performance metrics were presented at the January and March PSC meetings¹. At the September 19th TSP Project Steering Committee (PSC), we discussed a draft proposal for the service performance metrics. The current staff recommendations would (1) apply the financial performance metrics and improvement targets to the seven largest operators, and (2) apply the service performance metrics and targets to regional, as distinct from local, transit services.

Financial Performance

As you know, the seven largest operators in the region account for 96 percent of the costs of the region's transit network and 93 percent of the passengers. In addition, the large operators generally have significantly higher operating costs per hour of service than the smaller operators. Therefore, staff's draft recommendation of reducing operating costs per hour of service by ten percent over the next three years would apply only to these seven large operators.

¹ <http://www.mtc.ca.gov/planning/tsp/>

Service Performance

Staff's proposed recommendation on regional service performance metrics would apply to "regional transit" service and would include all transit modes that cross the Bay and all routes of a length of twenty miles or more that cross a county line. (See Attachment A for the draft list of regional services.) The focus on the performance of regional services stems from the fact that as the regional agency, MTC is more directly involved in funding regional bus and ferry operating and rail capital investments. MTC/BATA is also involved in setting toll policy and bridge operations, which are often closely linked with regional transit serving the bridge corridors. The service performance metrics proposed for the regional services include both a capacity utilization metric, as well as a farebox recovery metric. Staff is not recommending that performance metrics be applied to any sub-regional or local services. However, we are recommending that all transit agencies remain responsible for establishing performance metrics for their sub-regional and local services, and track and report these metrics on an ongoing basis.

In addition to the regional service performance measures, staff recommends measures that would track speed improvements in the urban trunk system. (See Attachment A for a draft list of urban trunk routes.) The urban trunk routes account for over fifty percent of transit riders in the region, and have significant operational challenges resulting in the system currently operating at an average speed of nine miles per hour. The current proposal would make funding available to projects that will speed service on urban trunk corridors. Staff will be working to further develop this concept over the coming months.

Please note that several members of the Project Steering Committee did not support staff's proposal and would like MTC to establish performance metrics for all services, including local services. We anticipate this will be a continued point of discussion as the project moves towards final recommendations for Commission action in early 2012.

Clipper Implementation

While staff is not recommending that regional performance metrics and targets be applied to non-regional, local services, we do expect that the TSP institutional analysis will focus on joint, coordinated efforts to improve the transit customer experience, including implementation of the Clipper program on the region's smaller operators. At the September 9th MTC Operations Committee meeting (http://apps.mtc.ca.gov/meeting_packet_documents/agenda_1718/item_3.pdf) MTC staff proposed a roll out strategy that groups smaller operators into sub-regional groups that would each be responsible for jointly implementing Clipper using a standard set of business rules, uniform fare policies, and fare revenue distribution procedures. This joint implementation approach will provide a simplified system for transit customers and make Clipper® Phase III implementation more cost and time effective.

ADA Paratransit

The TSP also includes analysis of ADA-paratransit. Initial findings, which were developed in consultation with the Paratransit Technical Advisory Committee, were presented at the September 19th PSC meeting. As we move forward with conducting user focus groups and finalizing recommendations to both manage costs and improve mobility, we anticipate that while the recommendations will not be uniform across all agencies, they will include some items for all operators in the region. We look forward to CCCTA's continued active participation in the development of recommendations to address cost containment and service improvements for ADA paratransit services.

Thank you for your continued engagement in the TSP. We look forward to continuing to work with you as we advance this critical effort to make the region's transit system more sustainable. Please contact me (510-817-5820 or aflemer@mtc.ca.gov) if you have any questions.

Sincerely,



Ann Flemer

Deputy Executive Director, Policy

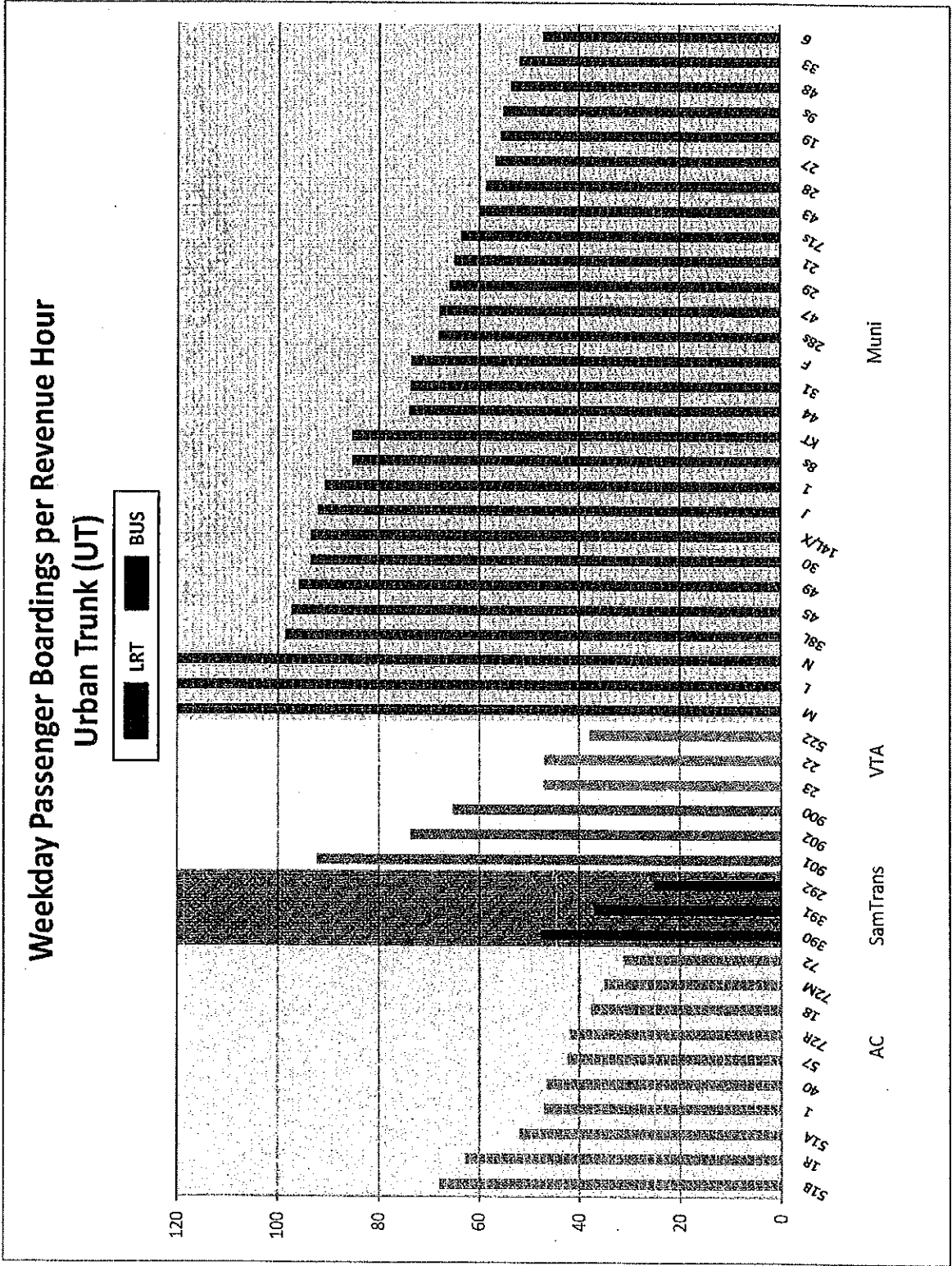
J:\PROJECT\Transit Sustainability Project\Correspondence\Small operators 9.27.2011 clean.doc

Regional Transit Services

- Regional system as defined by:
 - crossing the Bay, or
 - having a route length of twenty miles or more and crossing a county line
- Includes:
 - BART, Caltrain
 - TransBay bus services
 - Express bus services that cross a county line
 - Ferry services



Urban Trunk Routes



The County Connection

Inter Office Memo

To: Marketing, Planning, & Legislative Committee

Date: October 5, 2011

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By: 

SUBJECT: FY2011 Year End Customer Service Reports

SUMMARY OF ISSUES:

The Senior Manager of Marketing monitors pass sales trends and call center productivity. Pass sales trends are reviewed from two perspectives – trends based on the fare instruments themselves, and the trends in how people are purchasing the instruments. Call center productivity standards are based on call volume, the number of calls answered, and the number of calls answered within 30 seconds.

FINANCIAL IMPLICATIONS:

Pass sales account for approximately 25% - 30% of all fare revenue. Because those purchasing discount fare instruments are considered to be regular, loyal riders, the objective is to see pass sales purchases increase over time.

RECOMMENDATION:

For information and review

ATTACHMENTS:

- 1) Pass sales trends by fare instrument
- 2) Pass sales trends by purchase method
- 3) Call center productivity

Additional Information

While ridership in FY2011 increased slightly over FY2010, pass sales revenue declined by nearly 15%. This is partially attributed to \$100,000 in 2009 sales showing up in 2010. If these funds are subtracted then 2011 pass sales revenue was only down by approximately 7%. Sales are not reported on the monthly tallies until payments are received. When Longs Drug Stores sold to CVS Pharmacies in 2010 there was a delay in payment as financial procedures within CVS corporate headquarters were finalized. Due to their commitment to continue the program, and the significant inconvenience to riders, CCCTA elected to continue supplying the tickets to the local stores during this time.

The majority of sales activity continues to take place at our off site outlets, highlighting the importance of excellent customer service, and community recognition. On line pass sales activity increased by 23% suggesting greater acceptance of the CCCTA since the site was redesigned and promoted in winter 2011.

Call Center Activity

Telephone call volume to the customer service department declined by 13% over FY2010, the average call duration has increased from an average of 60 seconds to 81 seconds. Also, the number of calls generating a Customer Service Form increased by 28%, and the number of registered complaints increased by 35%.

FY2010/2011 Pass Sales Activity

FY10	Monthly	12-Ride	D-S	Comm.	Route 8	S. Youth	Tickets	Revenue*
July/Old	77	902	274	-	-	-	-	\$22,977
July	635	3365	2010	77	55	329	6,471	\$143,759
August	270	1393	967	177	100	306	3,213	\$70,034
Sept.	198	1388	296	123	8	639	2,652	\$59,041
Oct.	510	9948	1231	164	130	337	12,320	\$260,064
Nov.	323	2123	629	102	4	0	3181	\$75,212
Dec.	182	2360	549	91	154	0	3336	\$71,290
Jan	340	2618	905	66	2	0	3,931	\$91,623
Feb.	382	2933	720	126	2	0	4,163	\$97,486
March	354	2296	631	119	4	0	3,404	\$81,494
April	196	1959	600	104	20	0	2,879	\$65,340
May	353	2573	719	113	0	0	3,758	\$88,062
June	281	2203	742	107	2	106	3,441	\$78,032
Total	4,101	36,061	10,273	1,369	481	1,717	52,749	\$1,204,414

NOTE July 09 deposit includes \$98,262 in deposits for FY09 sales due to the back payments from Longs during change of ownership

FY11	Monthly	12-Ride	D-S	Comm.	Route 8	S. Youth	Tickets	Revenue*
July	249	1038	720	136	0	197	2,340	\$54,895
August	139	1580	439	108	0	474	2,740	\$58,000
Sept.	225	4116	917	103	0	537	5,898	\$121,838
Oct.	202	1671	312	122	0	68	2,375	\$56,120
Nov.	441	3109	1106	105	0	242	5003	\$113,060
Dec.	98	3267	374	79	0	0	3818	\$79,990
Jan	410	2740	1016	131	0	0	4297	\$99,860
Feb.	416	3349	994	146	0	0	4905	\$112,655
March	355	3006	625	113	0	0	4,099	\$95,295
April	329	2567	651	116	0	0	3,663	\$85,220
May	322	2466	624	115	0	0	3,527	\$76,905
June	300	1812	832	110	0	133	3,187	\$73,137
Total	3,486	30,721	8,610	1,384	0	1,651	45,852	\$1,026,975
Comparec	85.0%	85.2%	83.8%	101.1%	0.0%	96.2%	86.9%	85.3%

To 10
*Includes any return check deposits

Pass Sales Revenue By Source Location

Attachment 2

FY2010	Offsite*	Mail	On Line	Total Rev.	ID Cards
July	\$161,772	\$2,410	\$2,716	\$166,898	39
August	\$67,197	\$7,285	\$3,400	\$77,882	68
September	\$50,542	\$5,795	\$5,757	\$62,094	35
October	\$254,119	\$2,570	\$5,544	\$262,233	59
November	\$70,753	\$2,687	\$4,966	\$78,406	39
December	\$69,014	\$3,240	\$1,820	\$74,074	54
January	\$91,239	\$3,520	\$6,019	\$100,778	33
February	\$92,061	\$7,440	\$5,550	\$105,051	41
March	\$95,970	\$980	\$6,073	\$103,023	49
April	\$61,732	\$3,660	\$4,185	\$69,577	37
May	\$83,011	\$3,625	\$3,997	\$90,633	37
June	\$77,073	\$760	\$3,531	\$81,364	34
Total	\$1,174,483	\$43,972	\$53,558	\$1,272,013	525

*Inc single ride tickets sold to social services

FY2011	Offsite*	Mail	On Line	Total Rev.	ID Cards
July	\$50,702	\$6,895	\$2,990	\$60,587	16
August	\$53,901	\$4,505	\$6,040	\$64,446	74
September	\$115,575	\$1,419	\$6,670	\$123,664	64
October	\$48,684	\$2,580	\$6,380	\$57,644	67
November	\$107,961	\$3,620	\$5,315	\$116,896	45
December	\$36,385	\$4,215	\$4,335	\$44,935	11
January	\$97,244	\$1,330	\$7,210	\$105,784	13
February	\$106,669	\$2,985	\$5,855	\$115,509	49
March	\$95,382	\$2,480	\$5,785	\$103,647	26
April	\$79,118	\$6,420	\$5,085	\$90,623	37
May	\$77,497	\$505	\$5,740	\$83,742	35
June	\$70,390	\$5,265	\$4,295	\$79,950	19
Total	\$939,508	\$42,219	\$65,700	\$1,047,427	456
% Total	80%	96%	123%	82%	87%

*Inc single ride tickets sold to social services

Customer Service Telephone Activity

Attachment 3

Goal: 92% answered, and 75% ans. w/l :30

Total 2010

Calls	106,203	
Answered	99,143	93.4%
Ans. W/l :30	83,723	78.8%
Ans. After :30	15,420	14.5%
Dropped	7,060	6.6%

Calls Generating a Customer Service Form-407
Complaints - 349

Total 2011

Calls	92,612	
Answered	84,727	91.5%
Ans. W/l :30	72,966	78.8%
Ans. After :30	11,761	12.7%
Dropped	7,885	8.5%

Calls Generating a Customer Service Form-521
Complaints - 472

The County Connection

Inter Office Memo

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

Date: October 5, 2011

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By: *MB*

SUBJECT: September 2011 Website Use Overview

SUMMARY OF ISSUES:	The attached report presents CCCTA website user information for the month of September.
FINANCIAL IMPLICATIONS:	None
RECOMMENDATION:	For information and review
ATTACHMENTS:	Use tables, overview, and content report.

FY11 Web Use Statistics

	July	August	Sept.	Oct.	Nov	Dec.	Jan	Feb	March	April	May	June
Total Visitors				26,931	24,448	25,499	29,181	23,344	29,519	27,952	30,417	30,898
Unique Visitors				14,950	13,758	13,576	15,275	13,093	15,790	15,033	16,167	17,147
% New Visitor				45.72	43.91	41.75	41.26	40.59	40.33	41.04	39.65	42.29
Pages/Visit				3.77	3.59	3.57	3.56	3.32	3.15	3.15	3.05	3.23
Avg. Time				3:31	3:59	3:17	3:27	3:17	3:17	3:28	2:58	3:21
Mobile Device				4,601	4,598	5,094	6,075	6,109	7,112	6,802	7,656	7,713

FY12 Web Use Statistics

	July	August	Sept.	Oct.	Nov	Dec.	Jan	Feb	March	April	May	June
Total Visitors	29,970	40,496	36,252									
Unique Visitors	16,195	21,143	19,225									
% New Visitor	42.28	40.99	40.88									
Pages/Visit	3.13	3.19	3.06									
Avg. Time	3:13	3:14	3:00									
Mobile Device	7,929	10,640	10,772									

TERMS

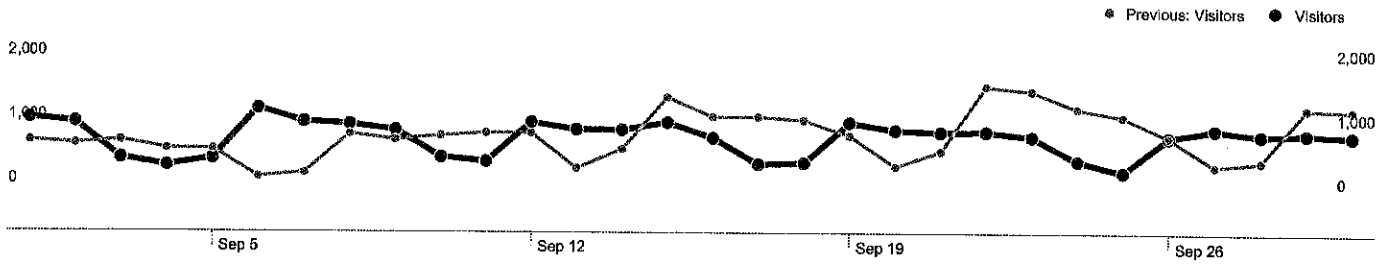
Visitors - Total number of visitors to the site during time period

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.



19,225 people visited this site

36,252 Visits

Previous: 41,032 (-11.65%)

19,225 Absolute Unique Visitors

Previous: 21,032 (-8.59%)

110,967 Pageviews

Previous: 130,874 (-15.21%)

3.06 Average Pageviews

Previous: 3.19 (-4.03%)

00:03:00 Time on Site

Previous: 00:03:15 (-7.65%)

37.20% Bounce Rate

Previous: 35.56% (4.61%)

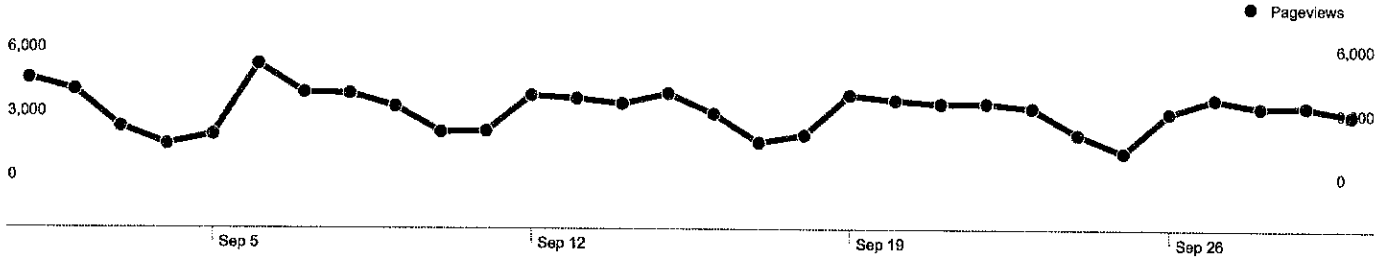
40.88% New Visits

Previous: 40.97% (-0.23%)

Technical Profile

Browser	Visits	% visits
Internet Explorer		
Sep 1, 2011 - Sep 30, 2011	10,220	28.19%
Aug 1, 2011 - Aug 31, 2011	12,666	30.87%
% Change	-19.31%	-8.67%
Safari		
Sep 1, 2011 - Sep 30, 2011	10,125	27.93%
Aug 1, 2011 - Aug 31, 2011	10,463	25.50%
% Change	-3.23%	9.53%

Firefox		
Sep 1, 2011 - Sep 30, 2011	5,870	16.19%
Aug 1, 2011 - Aug 31, 2011	7,071	17.23%
% Change	-16.98%	-6.04%
Android Browser		
Sep 1, 2011 - Sep 30, 2011	4,570	12.61%
Aug 1, 2011 - Aug 31, 2011	4,609	11.23%
% Change	-0.85%	12.23%
Chrome		
Sep 1, 2011 - Sep 30, 2011	4,403	12.15%
Aug 1, 2011 - Aug 31, 2011	5,252	12.80%
% Change	-16.17%	-5.11%



1,375 pages were viewed a total of 110,967 times

Content Performance

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index	
110,967 % of Site Total: 100.00%	79,940 % of Site Total: 100.00%	00:01:27 Site Avg: 00:01:27 (0.00%)	37.21% Site Avg: 37.21% (0.00%)	32.66% Site Avg: 32.66% (0.00%)	\$0.00 Site Avg: \$0.00 (0.00%)	
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/	30,639	19,700	00:01:07	26.10%	24.75%	\$0.00
/maps-schedules/	12,779	8,121	00:00:53	17.55%	16.32%	\$0.00
/fares/	4,506	3,210	00:01:15	40.18%	25.92%	\$0.00
/schedule/6/	3,649	3,158	00:04:49	81.86%	73.88%	\$0.00
/schedule/9/	2,567	2,025	00:02:29	67.75%	47.80%	\$0.00
/schedule/18/	2,462	1,964	00:02:11	71.20%	46.63%	\$0.00
/how-to-ride/	2,368	1,714	00:00:38	40.35%	10.05%	\$0.00
/schedule/20/	2,220	1,802	00:02:16	61.63%	51.80%	\$0.00
/schedule/16/	2,027	1,609	00:02:09	65.58%	45.44%	\$0.00
/schedule/98X/	1,928	1,571	00:02:51	76.77%	53.42%	\$0.00
/schedule/21/	1,924	1,489	00:02:35	67.82%	45.43%	\$0.00
/schedule/10/	1,868	1,520	00:02:17	65.14%	50.64%	\$0.00
/schedule/15/	1,819	1,411	00:02:21	70.27%	48.43%	\$0.00
/schedule/14/	1,429	1,129	00:02:46	65.81%	47.03%	\$0.00
/schedule/4/	1,385	1,148	00:02:35	76.87%	65.49%	\$0.00
/schedule/35/	1,376	1,061	00:02:24	63.45%	46.73%	\$0.00
/about/	1,363	1,041	00:00:34	64.93%	20.40%	\$0.00
/schedule/316/	1,304	1,030	00:02:23	76.71%	48.77%	\$0.00
/schedule/11/	1,226	988	00:01:33	59.67%	38.09%	\$0.00
/schedule/314/	1,182	938	00:02:09	71.63%	45.01%	\$0.00
/schedule/28/	1,137	862	00:02:41	64.38%	44.24%	\$0.00

/schedule/96X/	1,079	839	00:01:51	72.07%	44.76%	\$0.00
/driver-login/	951	499	00:02:05	37.99%	46.48%	\$0.00
/schedule/7/	913	703	00:02:27	72.73%	39.98%	\$0.00
/fares/where-to-buy/	853	623	00:01:55	78.85%	35.87%	\$0.00
/schedule/36/	849	644	00:01:59	67.03%	36.51%	\$0.00
/schedule/320/	839	661	00:01:36	80.27%	44.22%	\$0.00
/schedule/1/	817	629	00:02:05	66.06%	38.92%	\$0.00
/schedule/19/	804	614	00:01:45	60.49%	28.61%	\$0.00
/schedule/311/	801	618	00:02:09	73.49%	36.70%	\$0.00
/maps-schedules/school-routes-for-concordpleasant-hillwalnut-creek/	800	432	00:01:55	42.42%	21.62%	\$0.00
/link/	749	574	00:01:00	33.63%	22.43%	\$0.00
/schedule/17/	748	607	00:02:07	78.26%	45.32%	\$0.00
/schedule/95X/	744	587	00:01:35	73.42%	31.59%	\$0.00
/schedule/321/	732	600	00:02:14	69.47%	53.01%	\$0.00
/schedule/310/	728	602	00:02:05	77.91%	53.02%	\$0.00
/news/	644	474	00:00:33	50.00%	16.15%	\$0.00
/schedule/93X/	607	458	00:02:08	68.42%	41.85%	\$0.00
/maps-schedules/school-routes-for-danvillesan-ramon/	570	276	00:02:07	39.13%	20.70%	\$0.00
/schedule/250/	566	462	00:02:07	64.29%	46.47%	\$0.00
/how-to-ride/paying-your-fare/	558	457	00:01:22	65.62%	21.15%	\$0.00
/schedule/5/	485	381	00:02:06	74.23%	42.68%	\$0.00
/schedule/97X/	460	363	00:03:01	67.44%	36.52%	\$0.00
/fares/clipper-card/	455	386	00:00:59	41.38%	24.84%	\$0.00
/maps-schedules/school-routes-for-lafayettetemoragaorinda/	444	282	00:01:56	68.18%	36.04%	\$0.00
/how-to-ride/places-to-go/	439	332	00:00:45	37.50%	8.66%	\$0.00
/schedule/92X/	426	322	00:01:48	66.67%	40.38%	\$0.00
/schedule/2/	419	347	00:02:05	91.67%	47.02%	\$0.00
/about/jobs/	405	233	00:00:59	44.44%	32.59%	\$0.00
/contact/	345	269	00:01:42	77.78%	40.29%	\$0.00

1 - 50 of 1,375

The County Connection

Inter Office Memo

To: MP&L Committee, Board of Directors

Date: Oct. 5, 2011

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By:

SUBJECT: Community Events

SUMMARY OF ISSUES:

County Connection marketing staff continues to participate in select community and business events, and to coordinate Class Pass field trips for schools with service along fixed-routes.

School Outreach

10/21/11 – Morello Park – 30 students/6 adults

10/21/11 – Mt. Diablo High – 20 students/5 adults

Community Events –

10/1/11 – Monument Community Health Fair – Concord

10/6/11 – Tri Valley Green Scene – Hacienda Business Park

10/13/11 – Rossmoor Healthy Living- Health Fair

10/17 (or 18) – Cal State East Bay Ribbon Shuttle Ribbon Cutting

RECOMMENDATION:

For information only

FINANCIAL IMPLICATIONS:

Any costs associated with events are included in the Promotions budget.