

To: Marketing, Planning & Legislative Committee

Date: January 23, 2012

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

SUBJECT: 2011 Bus Advertising Status Report

Summary of Issues:

CCCTA oversees the joint bus advertising contract with Lamar Transit Advertising. Tri Delta Transit and WestCat are also partners in the contract. The contract was effective January 1, 2010 and has a three year term with two one year options.

Advertising revenue is based on a revenue share split for CCCTA of 55% of gross sales, with a minimum annual financial guarantee for each agency. In 2011, CCCTA's share (55%) was equal to \$338,518. The minimum annual guarantee is \$515,000, providing for a larger return than if the share percentage was used.

Recommendation:

Staff isn't making any recommendations at this time, but providing a status update. In the next four months the General Managers of each agency will need to discuss whether or not they wish to continue with an option year, or go out to bid for a new vendor. Staff will return with a recommendation

Financial Implications:

This is a revenue generating contract. The minimum annual guarantees for CCCTA are:

Year One - \$450,000

Year Two - \$515,000

Year Three - \$525,000

Option Year One - \$535,000

Option Year Two - \$545,000

Action Requested:

None at this time

Central Contra Costa Transit Authority (CCCTA - County Connection)
Monthly Transit Activity Report
Contract Year 2011



	NET SALES				REVENUE SHARE CALCULATION			
	(Mkt 200)	WCCTA (Mkt 300)	CCCTA (Mkt 100)	Total Net Sales	ECCTA	WCCTA	CCCTA	YTD Share (55%)
January-11	\$13,769	\$3,700	\$43,520	\$60,989	\$7,573	\$2,035	\$23,936	\$33,544
February-11	\$17,754	\$2,498	\$45,031	\$65,283	\$9,765	\$1,374	\$24,767	\$35,906
March-11	\$12,570	\$2,753	\$31,291	\$46,614	\$6,913	\$1,514	\$17,210	\$25,638
April-11	\$9,744	\$5,552	\$62,465	\$77,762	\$5,359	\$3,054	\$34,356	\$42,769
May-11	\$15,857	\$3,850	\$72,644	\$92,350	\$8,721	\$2,118	\$39,954	\$50,793
June-11	\$18,499	\$3,850	\$56,531	\$78,879	\$10,174	\$2,118	\$31,092	\$43,384
July-11	\$37,170	\$9,204	\$100,631	\$147,005	\$20,443	\$5,062	\$55,347	\$80,853
August-11	\$32,525	\$3,374	\$51,427	\$87,325	\$17,889	\$1,855	\$28,285	\$48,029
September-11	\$22,623	\$2,239	\$46,702	\$71,565	\$12,443	\$1,231	\$25,686	\$39,361
October-11	\$23,230		\$47,311	\$70,542	\$12,777		\$26,021	\$38,798
November-11	\$12,760	\$1,014	\$25,522	\$39,296	\$7,018	\$558	\$14,037	\$21,613
December-11	\$10,443	\$1,687	\$32,413	\$44,543	\$5,744	\$928	\$17,827	\$24,498
Total	\$226,945	\$39,721	\$615,488	\$882,153	\$124,820	\$21,847	\$338,518	\$485,184

	ECCTA	WCCTA	CCCTA	Total
Monthly Guarantee	\$10,000	\$1,000	\$42,917	\$53,917
Total Annual	\$120,000	\$12,000	\$515,004	\$647,004