

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Wednesday, February 1, 2012

The meeting was called to order at 3:30 p.m.

Those present at the meeting were:

Members: Director Gregg Manning
Staff: Rick Ramacier, Laramie Bowron, and Mary Burdick
Guest: None

Approval of Agenda

The agenda was approved.

Public Comment

There was no public comment.

Approval of the Minutes of January 4, 2012

There minutes were approved as presented.

Title VI Update

Laramie Bowron reported that as a recipient of federal funds CCCTA must update the Title VI analysis every three years to ensure that low income and minority populations are not discriminated against. He reported that the availability of the 2010 census data allowed CCCTA an updated snapshot of the service area and the population we serve. CCCTA serves 101 census tracts with minority populations making up 37.1% of the CCCTA service area. The analysis indicates that CCCTA provides 48.5% of its revenue service to minority census tracts, and that CCCTA is providing either equal or superior service to low-income and minority populations in our service area.

The committee will recommend approval of the Title VI update to the Board of Directors

Bus Advertising Revenue Update

Mary Burdick provided the year end advertising revenue total for the CCCTA bus advertising contract. CCCTA completed the second year of a three year contract in December 2011. The advertising contract provides the highest of either 55 % share of all net sales, or a guaranteed annual sum of \$515,000. Because 55% of the net sales did not reach the minimum guaranteed level, CCCTA received the \$515,000 figure. 2012 is the final year of the contract, and CCCTA is guaranteed a minimum of \$525,000.

Mid-Year Customer Service Reports

Mary Burdick provided midyear pass sales reports and customer service telephone performance updates. Pass sales revenue increased by 6% to date. The most popular fare instrument by far continues to be the 12-Ride punch pass. On line ticket sales grew by 21% and 89% of all pass sales activity takes place through the offsite sales outlets.

Customer service telephone staff is meeting objectives for the first 6 months. Ninety two percent of all calls are being answered, and 83% percent are answered within thirty seconds.

Real Time Bus Information Marketing/Outreach Plan

Mary Burdick reported that the real time bus information project was moving forward with implementation introduction likely to take place late summer or early fall. Ms. Burdick expressed that this improvement is an opportunity for County Connection to reach out to the non-riding public and grow ridership. Cuts in the marketing promotions budget have not allowed CCCTA to reach non-riders for the past three years, and that they need to know about the improvements we've made if we expect them to get on a bus.

Ms. Burdick recommended that the introduction of real time bus information be the primary focus of the FY2013 Marketing Plan that will come before the Committee beginning in draft form in April. It was estimated that an additional \$70,000 to \$85,000 would be included in the FY2013 budget request, bringing the total amount to between \$180,000 and \$200,000. This amount is still well below amounts approved in the Promotions budget in past years.

Director Manning agreed that the program needed to be promoted to the general public and indicated his support.

Marketing Reports

- a. Website user reports for January were distributed and discussed.
- b. Upcoming community events were provided.

Next Meeting Date: Wednesday, March 7, 2012 at 3:30 PM at the County Connection Office, 3rd Floor Conference Room.

Adjournment: The meeting was adjourned at 4:20 PM.



Mary Burdick
Manager of Marketing

2/28/12

Date