

The County Connection

2477 Arnold Industrial Way

Concord, CA 94520-5326

(925) 676-7500

www.cccta.org

MEETING NOTICE & AGENDA

Marketing, Planning & Legislative Committee

County Connection Administrative Office

3rd Floor Conference Room

2477 Arnold Industrial Way, Concord, CA

Wednesday, May 2, 2012, 3:30 P.M.

The Committee may hear, discuss, deliberate, and/or take action on any item on the agenda

1. Approval of Agenda
2. Public Communication
3. Approval of Minutes of April 4, 2012 Meeting* - **Action**
4. SRTP – Operations Plan* - **Action**
5. FY2013 Marketing and Communications Plan – Final Draft* – **Action**
6. “Love the Bus” Photo Competition* - **Review**
7. Marketing Reports:
 - a. Website User Report – distributed at the meeting
 - b. Community Events*
8. Next Meeting – June 6, 2012
9. Adjournment

*Enclosure

FY 2011/2012
MP&L Committee
Jack Weir – Pleasant Hill
Laura Hoffmeister – Concord
Gregg Manning – Clayton

General Information

Public Comment: Each person wishing to address the above named committee is requested to complete a Speaker Card for submittal to the Committee Chair before the applicable agenda item is discussed. **Accessible Public Meetings:** Upon request, CCCTA will provide written agenda materials in appropriate alternative formats, or disability-related accommodations. Please send a written request and description of the requested materials so that it is received by CCCTA at least 48 hours before the meeting convenes. **Requests should be sent to:** Janet Madrigal, Clerk to the Board – CCCTA – Administrative Department, 2477 Arnold Industrial Way, Concord, CA 94520 or madrigal@cccta.org. **Shuttle Service:** With a 24-hour notice, a CCCTA LINK shuttle will be provided from the closest BART station to the meeting location. To arrange for the shuttle, please call Robert Greenwood 925/680-2072.

Clayton • Concord • Contra Costa County • Danville • Lafayette • Martinez
Moraga • Orinda • Pleasant Hill • San Ramon • Walnut Creek

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Wednesday, April 4, 2012

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

Those present at the meeting were:

Members: Directors Jack Weir and Gregg Manning
Staff: Anne Muzzini and Mary Burdick
Guest: Suzette Mariel

Approval of Agenda

The agenda was approved.

Public Comment

Suzette Mariel introduced herself as a student of the University of Massachusetts studying marketing and public administration.

Approval of the Minutes of March 7, 2012

These minutes were approved as presented.

FY2013 Marketing and Communications Plan

Mary Burdick presented the draft marketing plan for discussion and input. The objectives include strengthening our brand identity, retain current riders, expand our ridership base, and conduct surveys to determine our market awareness, consumer attitudes. The primary focus for meeting the objectives is the introduction and promotion of Bus Tracker – real time information. The three phase strategy outlined for promoting Bus Tracker include the use print, radio, and on-line advertising which have been lacking in CCCTA's marketing mix for the past three years. The requested budget is \$180,000 which represents .66% of the fixed-route operating budget.

Committee members made some suggestions, including the use of video in the marketing mix. They also suggested that when presenting the plan to the Board of Directors a simplified approach such as video or power point be considered. Staff will present the final draft for approval in May.

Marketing Reports

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

Next Meeting Date: Wednesday, May 2, 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

4/23/12

Mary Burdick
Manager of Marketing

Date

To: MP&L Committee

Date: April 25, 2012

From: Laramie Bowron, Manager of Planning

Reviewed by:

SUBJECT: SRTP – Operations Plan

Summary of Issues:

The Short Range Transit Plan serves as one of CCCTA's primary operating and financial documents. It is used to support the allocation of federal funds, documents operating budget scenarios, and illustrates prior year performance.

As part of the SRTP process staff will be presenting the MP&L Committee with a different chapter of the SRTP over the next several months, prior to the due date in August. Attached is the Operations Plan chapter which focuses on fixed-route and paratransit route-level performance, as well as recent service changes. In addition, current planning projects and future service adjustments are addressed and an analysis of the 2009 fare increase is included.

Corridor level maps have been developed in response to Metropolitan Transportation Commission's recommendation that overlapping service within CCCTA's service area be described.

Recommendation:

Staff recommends that the Committee review the attached Operations Plan section of the SRTP for inclusion in the draft document that will go the Board for approval in the coming months.

Financial Implications:

None

Options:

- 1) Approve recommendation
- 2) Decline recommendation
- 3) Other

CHAPTER III

Service Evaluation – Fixed Route

Overview

This chapter focuses on route level performance, as well as recent service changes. In addition, current planning projects and future service adjustments that will be necessary to respond to demand and development are described. Corridor level maps have been developed in response to Metropolitan Transportation Commission’s recommendation that overlapping service within CCCTA’s service area be described in the plan.

Service Description

The fixed route service is divided into four categories: weekday local (1-36), Express (91X-98X), weekend (300 series), and select service routes (600 series). The weekday service spans the hours of 5:30am to 11:00pm, with different route start and end times based on demand, budget, and scheduling efficiency. The same service is operated on Saturday and Sunday and service spans the hours of 7:00am to 9:00pm. The Express routes are designed for the commute market, many of whom make connections with BART other bus providers. Express route service generally has high frequency during the peak commute times and lower or non-existent trip frequency during off-peak times. Many of the express routes are funded with special sources of revenue specifically identified for use on these routes. The 600 series routes are coordinated with school bell times are designed to take students to and from school. These routes operate a limited number of trips on school days only and some carry very high loads.

Analysis of Fixed Route Service

Productivity – Ridership

One of the primary methods for evaluating route performance is the level of ridership measured in terms of total passengers, average weekday passengers, and productivity (passengers per revenue hour). Many high ridership routes (routes #10, #14, #16 and #20) operate in the Clayton Road and Monument Road corridors of Concord that have a high transit dependent population. The 600 series of school oriented routes, when combined, also rank very high in terms of ridership. Walnut Creek’s downtown shuttle, Route #4, continues to be a very successful due to the short distance between popular destinations, 15 minute frequency, and the free fare.

The Express Routes serving Bishop Ranch (routes #96, #97, #92, and #95) have experienced significant growth in ridership over the past two years, due to the influx of service workers from businesses that moved there, including a new Bank of the West corporate office. Bishop Ranch (Sunset Develop Corporation and Chevron) purchases bus passes from CCCTA and distributes them to employees located at the Ranch as a benefit so these commuters ride free. CCCTA expects the number of Bishop Ranch riders to grow when PG&E moves there in the near future.

	FY08-09	FY09-10	FY10-11	FY 2011-12 (Projected)
Bishop Ranch Pass Passengers	105,720	114,998	171,777	190,452

Routes #2, #5, #7, and #25 rank at the bottom when comparing ridership and productivity. Route #25 connects the Walnut Creek BART station to the Lafayette BART station by way of Mt. Diablo Blvd. and Olympic Blvd. Ridership has grown slightly since its inception as a result of minor adjustments aimed at increasing ridership, but performance continues to be an issue. The Route 6L also appears at the bottom of the list however this is a very small route that operates infrequently and it has since been incorporated into the Route #6. Routes #2 and #5 serve less transit dependent neighborhoods in Walnut Creek. CCCTA will continue to explore service options that will improve productivity while responding to the mobility needs of the communities currently served.

The following table shows the ranking of routes by productivity.

FY10-11 Route Ridership and Productivity

Route	Ridership					Productivity
	Weekday	Saturday	Sunday	Total	Weekday Average	Pass/Rev Hr
600's Select Service	230,496			230,496	904	30.1
4 Walnut Creek Downtown Shuttle	236,531	29,150	21,653	287,333	928	26.1
20 DVC / Concord	295,674			295,674	1,160	25.6
10 Concord / Clayton Rd	256,078			256,078	1,004	25.6
314 Clayton Rd / Monument Blvd / PH		53,659	38,717	92,377		22.2
92X Ace Shuttle Express	44,302			44,302	174	20.8
15 Treat Boulevard	134,195			134,195	526	18.3
11 Treat Blvd / Oak Grove	79,098			79,098	310	17.3
14 Monument Blvd	171,622			171,622	673	16.9
93X Kirker Pass Express	49,440			49,440	194	15.6
95X San Ramon / Danville Express	39,463			39,463	155	15.3
17 Olivera/Solano / Salvio / North Concord	73,293			73,293	287	15.1
1 Rossmoor / Shadelands	99,471			99,471	390	15.1
96X Bishop Ranch Express	116,572			116,572	457	14.7
316 Alhambra / Merello / Pleasant Hill		15,574	10,632	26,205		14.7
9 DVC / Walnut Creek	156,059			156,059	612	14.6
18 Amtrak / Merello / Pleasant Hill	112,487			112,487	441	14.4
21 Walnut Creek / San Ramon Transit Center	161,495			161,495	633	13.9
16 Alhambra Ave / Monument Blvd	185,458			185,458	727	13.5
320 DVC / Concord		10,393	6,585	16,977		13.4
6 Lafayette / Moraga / Orinda	98,142	6,157	3,924	108,223	385	12.9
321 San Ramon / Walnut Creek		13,617	9,161	22,778		12.7
311 Concord / Oak Grove / Treat Blvd / WC		10,727	8,138	18,865		12.2
98X Martinez Express	90,058			90,058	353	12.0
91X Concord Commuter Express	10,651			10,651	42	11.4
35 Dougherty Valley	93,867			93,867	368	11.3
19 Amtrak / Pacheco Blvd / Concord	36,685			36,685	144	10.4
28 North Concord / Martinez	77,995			77,995	306	10.1
36 San Ramon / Dublin	65,225			65,225	256	9.5
315 Concord / Willow Pass / Landana		3,899	2,742	6,640		9.5
97X Bishop Ranch Express	22,755			22,755	89	9.1
301 Rossmoor / John Muir Medical Center		4,456	3,356	7,812		8.9
5 Creekside / Walnut Creek	19,043			19,043	75	8.0
2 Rudgear / Walnut Creek	16,054			16,054	63	7.1
7 Shadelands / Pleasant Hill / Walnut Creek	57,054			57,054	224	6.9
4H ** Walnut Creek Extended Holiday Service	1,107	356		1,463	4	6.4
25 Lafayette / Walnut Creek	12,187			12,187	48	4.1
6L Orinda / Orinda Village	742			742	3	3.1
250 * Gael Rail Service	571	810	518	1,899	2	1.9
Totals	3,043,868	148,797	105,425	3,298,091	11,937	15.8

TDA Cost per Passenger

The TDA cost per passenger is a valuable measure of performance as it takes into consideration the subsidy for each passenger carried and it is one of the primary tools used for service adjustments. CCCTA determines the TDA Cost per Passenger by reducing the marginal operating cost for the route by the fares and special revenues for it. Routes that have dedicated private and public fund sources, such as the revenues from Bishop Ranch and the City Walnut Creek, have lower TDA and general fund subsidy. Other special revenues include the bridge toll funds (RM2) for Route #98 and Measure J funds identified for Express routes in each subregion, San Joaquin Regional Rail (ACE) support of Route #92, and Contra Costa County developer fees for Route #35.

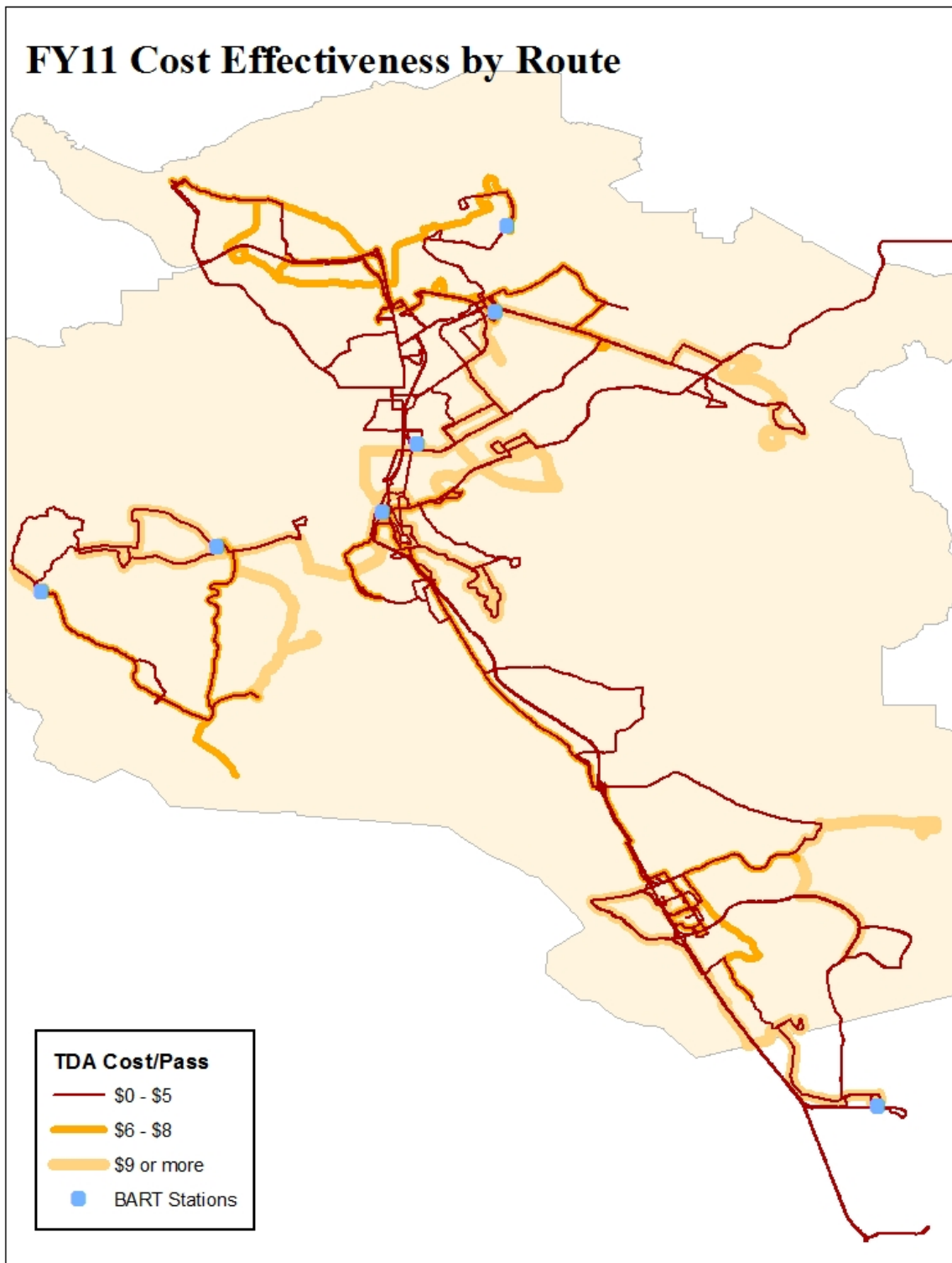
Routes that are heavily funded with TDA and other general fund revenues (STA, Measure J Bus, and 5307 Preventative Maintenance) and have low productivity have the highest TDA cost per passenger. For the comparisons shown actual FY 2010-11 ridership was used and the marginal cost was developed based on FY11-12 budgeted operator wages and fringes, supervisor labor and fringe, maintenance labor, parts fuel and insurance.

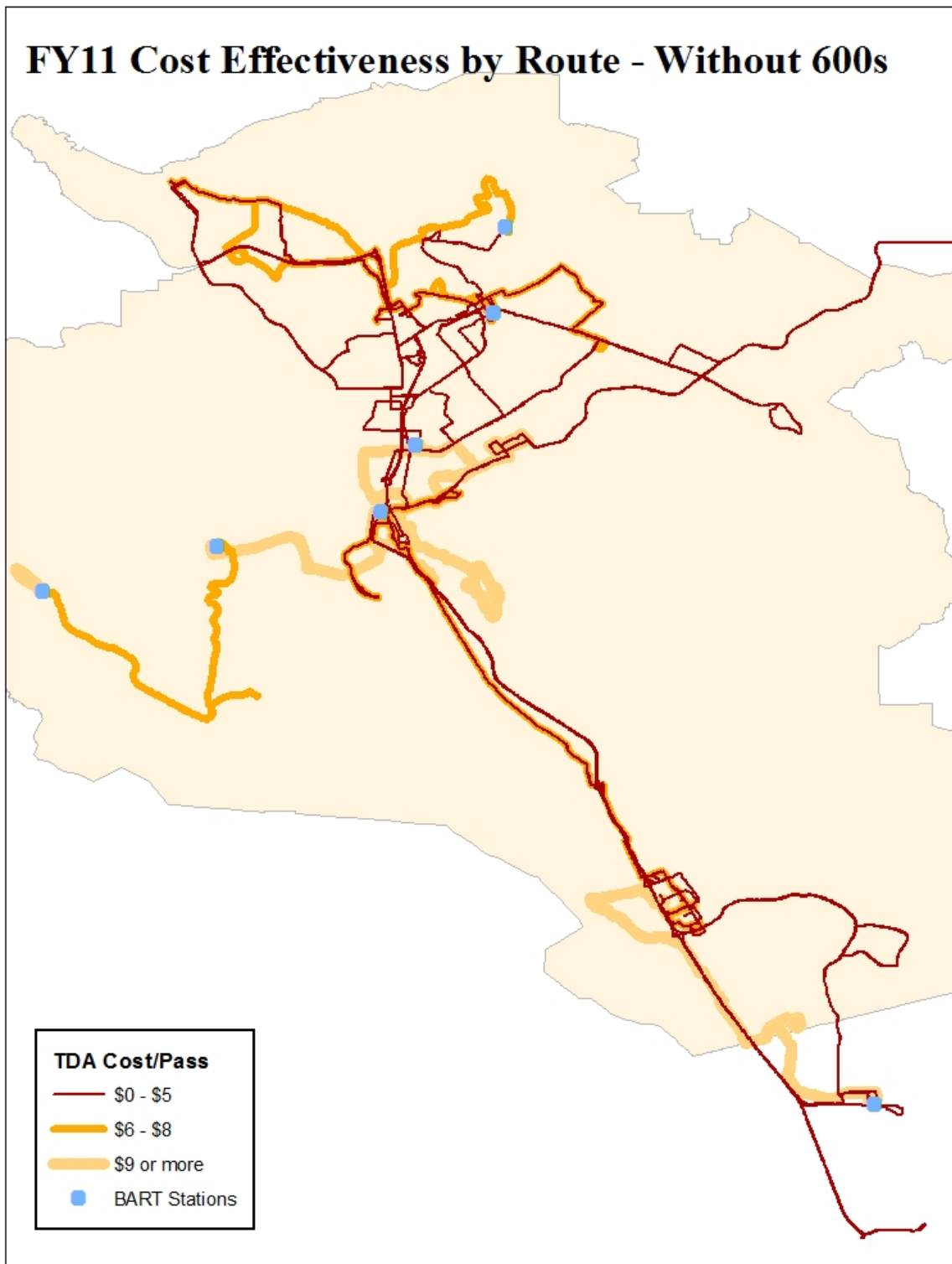
The table below shows the TDA cost per passenger aggregated by type of service. As expected, the Express service has the lowest general fund subsidy due to the contributions from special revenues.

TDA and General Subsidy per Passenger						
	Ridership (FY10-11 Passengers)	Cost (\$49.56/Total Hr + \$2.01/Total Mi)	Fares (\$1.35/Pass)	Special Revenue	TDA & General Funds	TDA Cost/ Pass
Express	373,241	\$3,365,853	\$503,875	\$2,332,341	\$529,637	\$1.42
Weekend	252,894	\$1,135,443	\$341,407	\$142,801	\$651,235	\$2.58
Local	2,439,561	\$12,023,669	\$3,293,407	\$2,074,441	\$6,888,081	\$2.82
600	230,496	\$1,144,589	\$311,169	\$21,809	\$833,420	\$3.62

The next table shows the breakdown route. There is a wide range in performance amongst the 600 series. The #6L, the worst performing route, is a very small route that has since been folded into Route #6. Following the route table are maps that show where routes with high, mid, and low performance are located.

TDA Cost per Passenger						
Route	Ridership (FY10-11 Passengers)	Cost (\$49.56/Total Hr + \$2.01/Total Mi)	Fares (\$1.35/Pass)	Special Revenue	TDA & General Funds	TDA Cost/ Pass
649	275	\$22,180	\$371	\$21,809	\$21,809	\$0.00
98X	90,058	\$692,508	\$121,579	\$565,906	\$5,023	\$0.06
316	26,205	\$144,098	\$35,377	\$107,045	\$1,676	\$0.06
4 (Weekend)	51,158	\$121,578	\$69,064	\$35,756	\$16,758	\$0.33
91X	10,651	\$81,248	\$14,379	\$61,481	\$5,388	\$0.51
16	185,458	\$993,431	\$250,368	\$626,137	\$116,925	\$0.63
96X	116,572	\$930,138	\$157,372	\$676,233	\$96,533	\$0.83
97X	22,755	\$396,590	\$30,720	\$345,752	\$20,118	\$0.88
92X	44,302	\$378,076	\$59,808	\$277,120	\$41,148	\$0.93
14	171,622	\$665,552	\$231,690	\$271,454	\$162,408	\$0.95
4	237,638	\$747,046	\$320,811	\$175,014	\$251,221	\$1.06
20	295,674	\$775,283	\$399,159		\$376,124	\$1.27
611	9,029	\$23,849	\$12,189		\$11,659	\$1.29
614	10,131	\$28,276	\$13,677		\$14,599	\$1.44
18	112,487	\$589,696	\$151,857	\$271,454	\$166,385	\$1.48
9	156,059	\$775,194	\$210,680	\$330,218	\$234,296	\$1.50
10	256,078	\$755,100	\$345,705		\$409,395	\$1.60
627	10,033	\$30,166	\$13,544		\$16,622	\$1.66
605	15,894	\$49,342	\$21,457		\$27,885	\$1.75
615	4,803	\$15,855	\$6,485		\$9,370	\$1.95
314	92,377	\$310,602	\$124,709		\$185,893	\$2.01
613	4,019	\$13,694	\$5,426		\$8,268	\$2.06
619	4,526	\$15,446	\$6,110		\$9,336	\$2.06
623	7,428	\$26,503	\$10,028		\$16,475	\$2.22
1	99,471	\$361,339	\$134,286		\$227,053	\$2.28
602	23,950	\$90,644	\$32,333		\$58,311	\$2.43
601	22,677	\$86,312	\$30,614		\$55,698	\$2.46
11	79,098	\$336,471	\$106,783		\$229,689	\$2.90
95X	39,463	\$362,755	\$53,275	\$193,297	\$116,184	\$2.94
15	134,195	\$583,037	\$181,163		\$401,874	\$2.99
612	5,879	\$27,278	\$7,937		\$19,341	\$3.29
17	73,293	\$344,285	\$98,945		\$245,340	\$3.35
606	56,360	\$266,792	\$76,086		\$190,707	\$3.38
320	16,977	\$84,437	\$22,919		\$61,518	\$3.62
35	93,867	\$879,818	\$126,720	\$400,163	\$352,934	\$3.76
636	14,365	\$81,092	\$19,392		\$61,700	\$4.30
625	7,800	\$44,168	\$10,530		\$33,637	\$4.31
21	161,495	\$1,006,693	\$218,018		\$788,676	\$4.88
93X	49,440	\$524,539	\$66,743	\$212,552	\$245,243	\$4.96
311	18,865	\$119,140	\$25,468		\$93,672	\$4.97
608	3,745	\$23,940	\$5,056		\$18,884	\$5.04
622	3,880	\$26,154	\$5,238		\$20,917	\$5.39
6	98,142	\$684,919	\$132,492		\$552,427	\$5.63
321	22,778	\$159,660	\$30,750		\$128,910	\$5.66
19	36,685	\$260,151	\$49,525		\$210,627	\$5.74
603	6,348	\$46,844	\$8,570		\$38,274	\$6.03
315	6,640	\$50,951	\$8,965		\$41,987	\$6.32
28	77,995	\$601,147	\$105,294		\$495,853	\$6.36
301	7,812	\$62,259	\$10,546		\$51,713	\$6.62
6 (Weekend)	10,081	\$82,718	\$13,609		\$69,108	\$6.86
626	5,844	\$56,371	\$7,889		\$48,482	\$8.30
36	65,225	\$636,884	\$88,054		\$548,830	\$8.41
5	19,043	\$196,881	\$25,708		\$171,174	\$8.99
635	2,352	\$25,771	\$3,175		\$22,596	\$9.61
616	2,143	\$23,982	\$2,893		\$21,089	\$9.84
7	57,054	\$654,365	\$77,022		\$577,342	\$10.12
609	3,920	\$46,381	\$5,292		\$41,090	\$10.48
610	2,603	\$34,015	\$3,514		\$30,501	\$11.72
607	2,492	\$39,534	\$3,364		\$36,170	\$14.51
25	12,187	\$221,512	\$16,453		\$205,060	\$16.83
2	16,054	\$328,898	\$21,673		\$307,224	\$19.14
6L	742	\$29,401	\$1,001		\$28,399	\$38.28
TOTAL	3,296,192	\$18,072,988	\$4,449,859	\$4,549,582	\$9,073,546	\$2.75





Deadhead Analysis

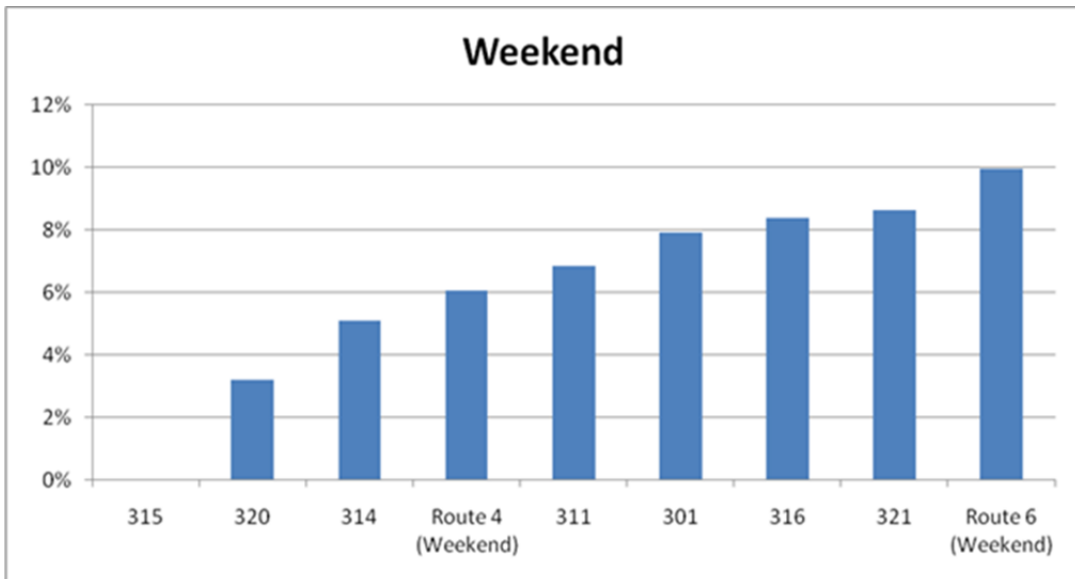
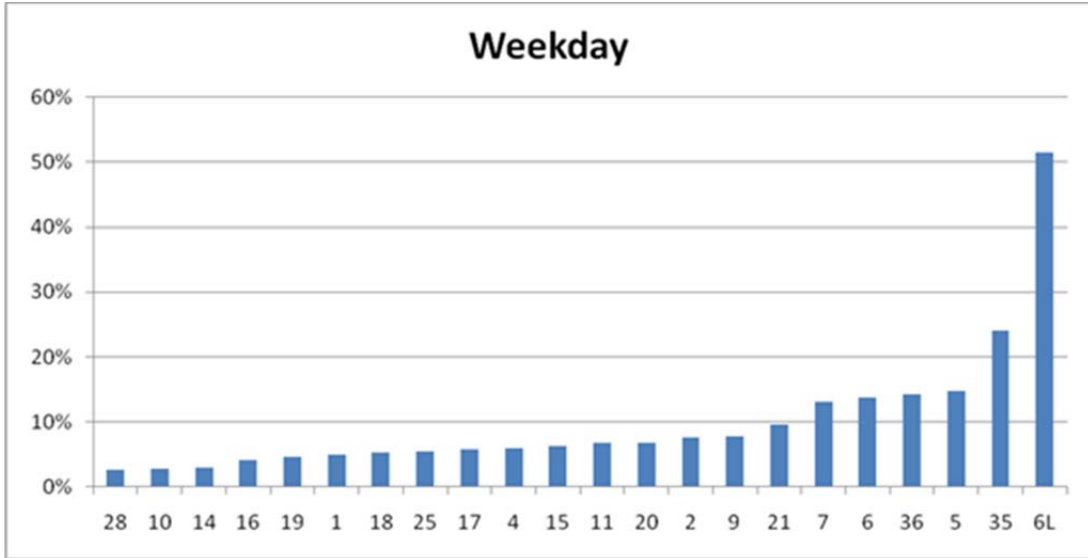
In FY11 CCCTA undertook an analysis of the percentage of deadhead; the non-revenue time that the bus travels to and from the bus yard at the beginning and end of service.

The tables and graphs below show the historic trend and the percentage of deadhead by route category. The percentage of deadhead at the route level ranges from 2% to 200%. Local routes that operate all day and provide service to the Concord, Pleasant Hill, and Martinez have the lowest percentage of deadhead. School tripper routes (600's) that only provide one or two trips a day have the highest percent and Express Bus routes that serve the San Ramon, Dublin, and Antioch also have a relatively high percentage of deadhead.

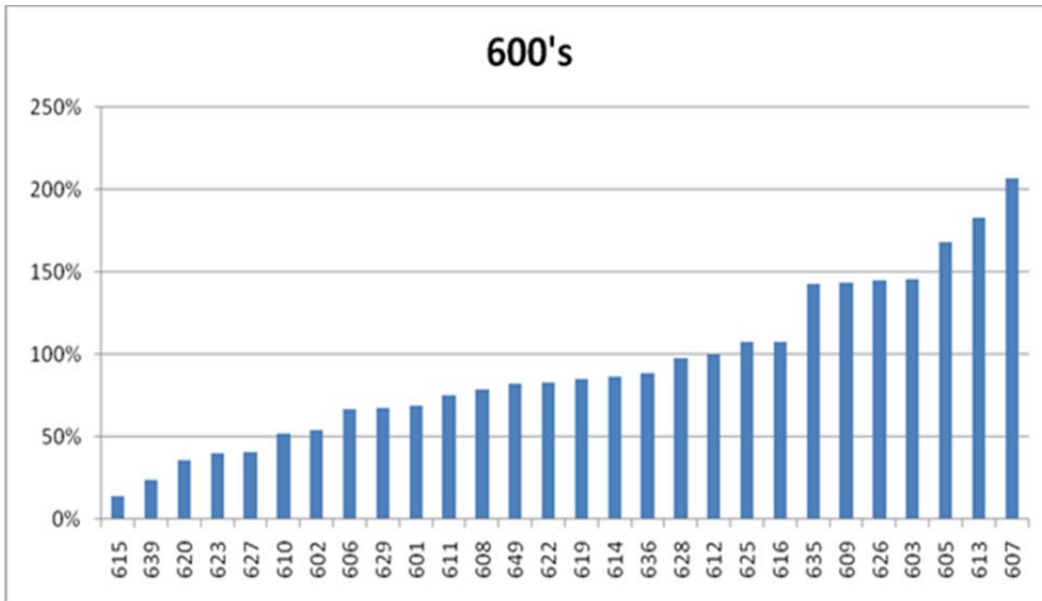
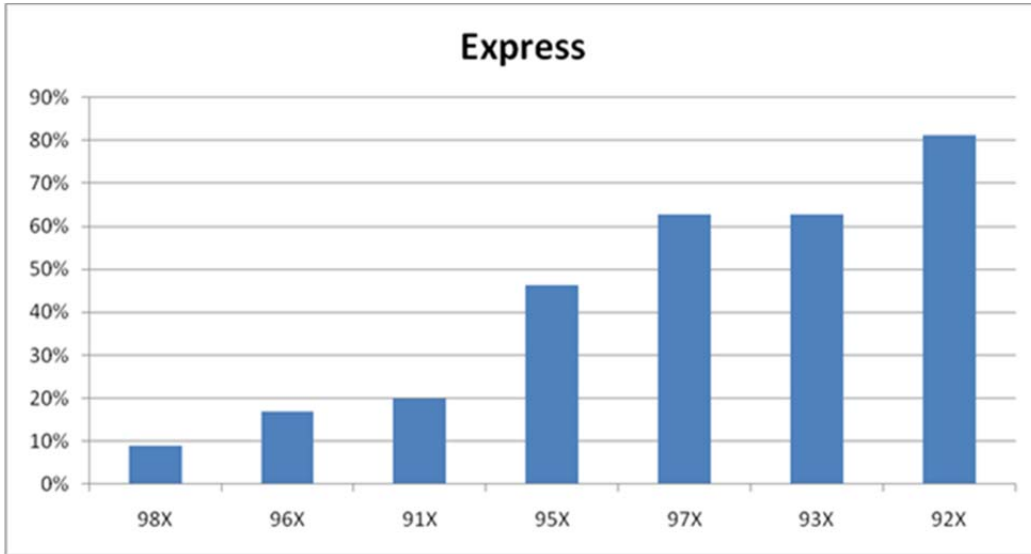
While deadhead is not a significant concern it is something that scheduling staff is continually working to reduce. In many cases school service is interlined with commute service to create blocks of work that have less deadhead.

Deadhead Percentage - History				
	FY 07-08	FY 08-09	FY 09-10	FY 10-11
Revenue Hours	280,923	267,282	215,615	207,885
Non Revenue Hours	41,648	40,002	30,432	29,114
Total Hours	322,571	307,284	246,047	236,999
Deadhead Percent	14.8%	15.0%	14.1%	14.0%

Percent Deadhead Weekday and Weekend

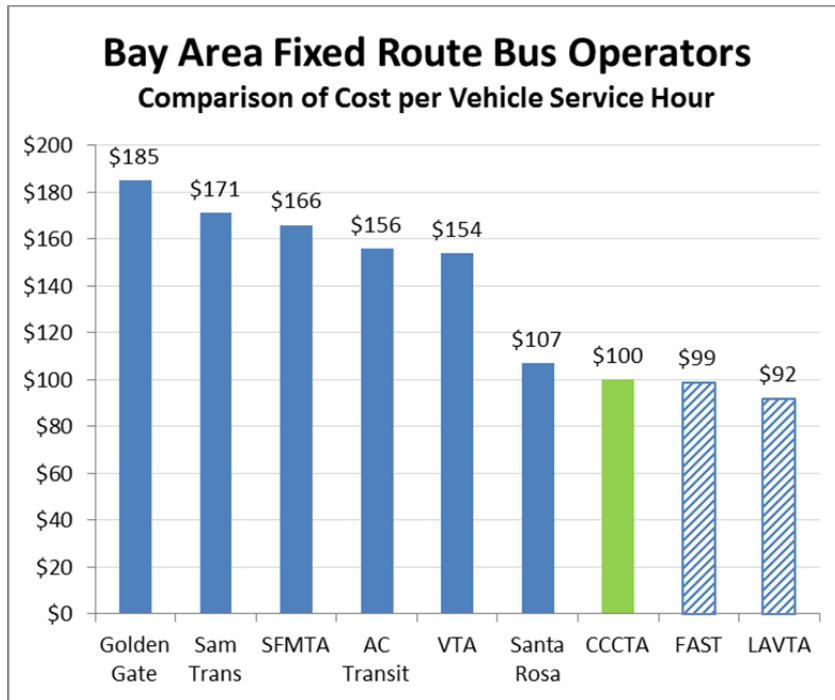


Percent Deadhead Express and 600 Routes



Bay Area Peer Analysis

The Metropolitan Transportation Commission has been comparing peer data for their Transit Sustainability Study in an effort to identify cost savings opportunities. The chart below shows the operating cost per total service hour which includes revenue and deadhead time. Using this indicator CCCTA is more cost effective than the large operators and comparable in cost effectiveness to smaller systems using private contractors such as FAST and LAVTA.



Recent Service Changes

In FY 2010-11, CCCTA did not implement any major service changes, choosing instead to fine-tune schedules to improve efficiency and coordination. This also gave passengers an extended time to “learn” the system while providing consistent service levels. The most significant service changes since the last SRTP FY 2010-11 are summarized below:

Route 20

In Winter 2011, CCCTA responded to high ridership and full loads on the Route 20, which operates between the Concord BART Station and the Diablo Valley College, by adding 4 trips. Of these, one trip was added at 7:37am and the other three were added between 12:00pm and 3:30pm to decrease headways. Since this change the maximum bus load has decreased from 40 passengers/bus to 33 passengers/bus and the average load has decreased from 18 to 17. This route continually ranks among CCCTA’s most productive.

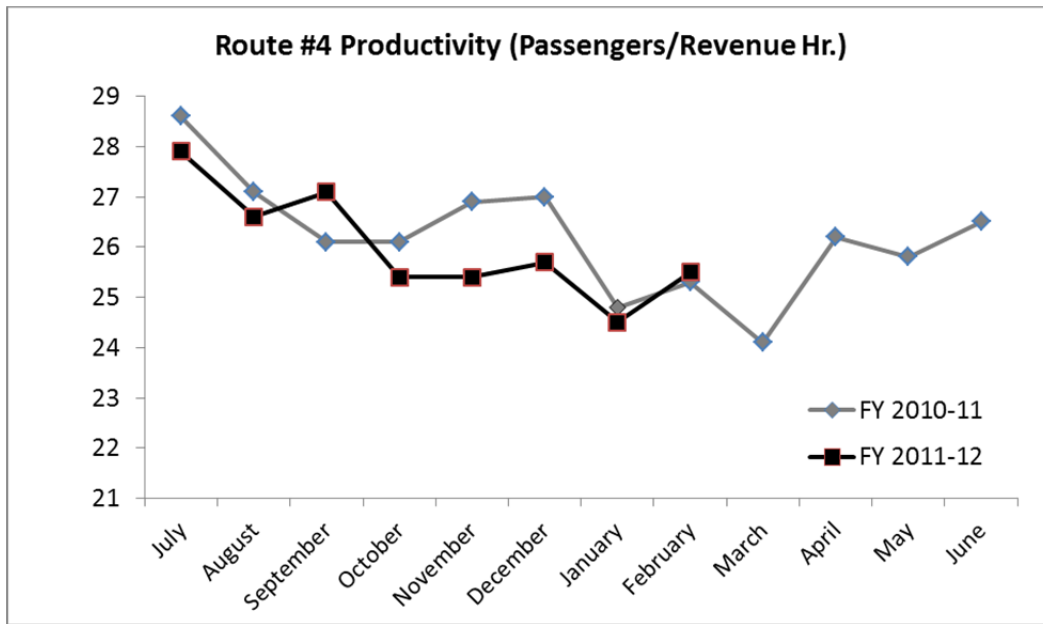
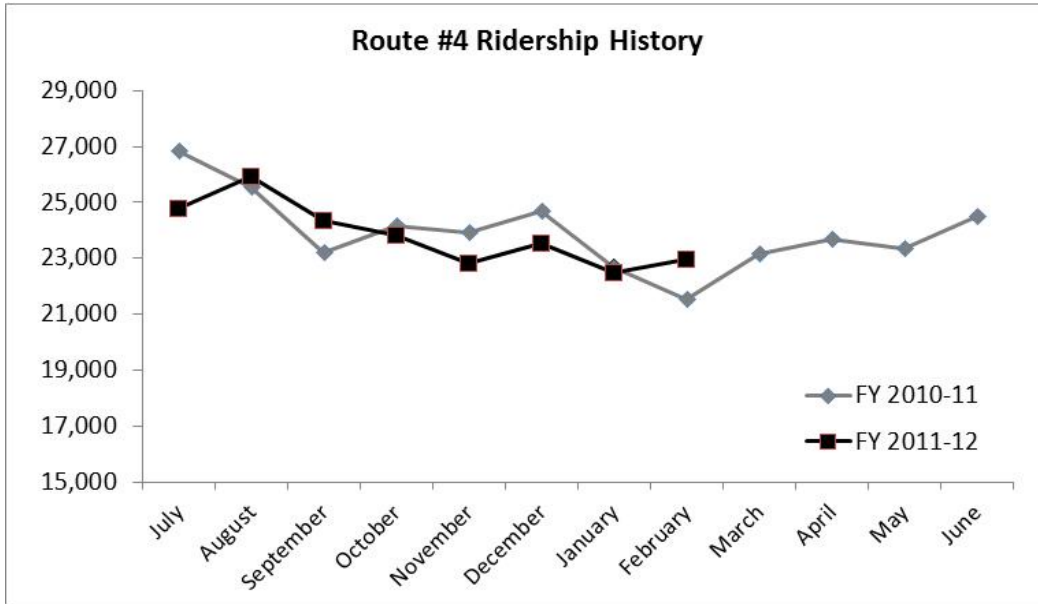
Concord Pavilion Service

FY11 marked the end of CCCTA’s service between the Concord BART station and the Pavilion music venue in Concord for the annual summer concert series. CCCTA provided this service under contract to LIVE Nation previously but FTA Charter Regulations required that the service be made available to private contractors. When a charter operator expressed interest in contracting with LIVE Nation, CCCTA backed out.

Route 4

The City of Walnut Creek sponsors this route and has paid for special branding, trolley vehicles, and signage. They annually pay an amount calculated to offset the fare so that passengers can ride free between the BART station, downtown, and Broadway Plaza. In January of 2011, the City was considering budget, and the route service levels, funding, and vehicle type were re-evaluated. No changes were made at that time. In May of 2011 City staff requested that the schedule for the route be modified to provide service at night between 7:00pm and 9:30pm. Frequencies during the morning and evening were stretched so that a longer service day could be run with no increase in total service hours. The change took effect in the Fall of 2011. Fifteen minute headways were maintained between 8:40am and before 7:15pm, but longer headways exist in the early morning and late night.

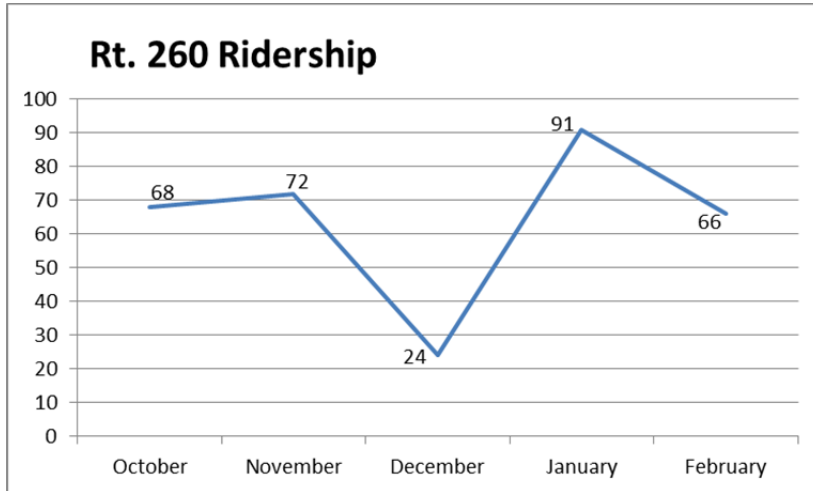
Ridership remains steady with no significant increase in ridership resulting from the longer hours. During the day the trolley carries between 8 and 15 passengers per trip with the exception of the 3:15pm northbound which carries as many as 25 passengers, most likely students. The new evening trips are carrying on average 8 passengers per trip with spikes as high 17 passengers usually occurring on Friday nights.



Cal State East Bay – Route #260

In Fall 2011, CCCTA entered into agreement with California State University’s Concord Campus to provide evening service to the campus from the Concord BART station. CCCTA had previously served the campus with Rt. 110 but that portion of the route was eliminated due to poor performance in the 2009 restructuring. The University agreed to pay the marginal cost to operate the service and provide free fares for students with University identification cards. CCCTA contracted with First Transit to implement the Rt. 260, a campus shuttle making 5 round trips daily, Monday through Thursday. Ridership for Rt. 260 has been relatively good considering the limited time it has operated. CCCTA signed a 1-year agreement

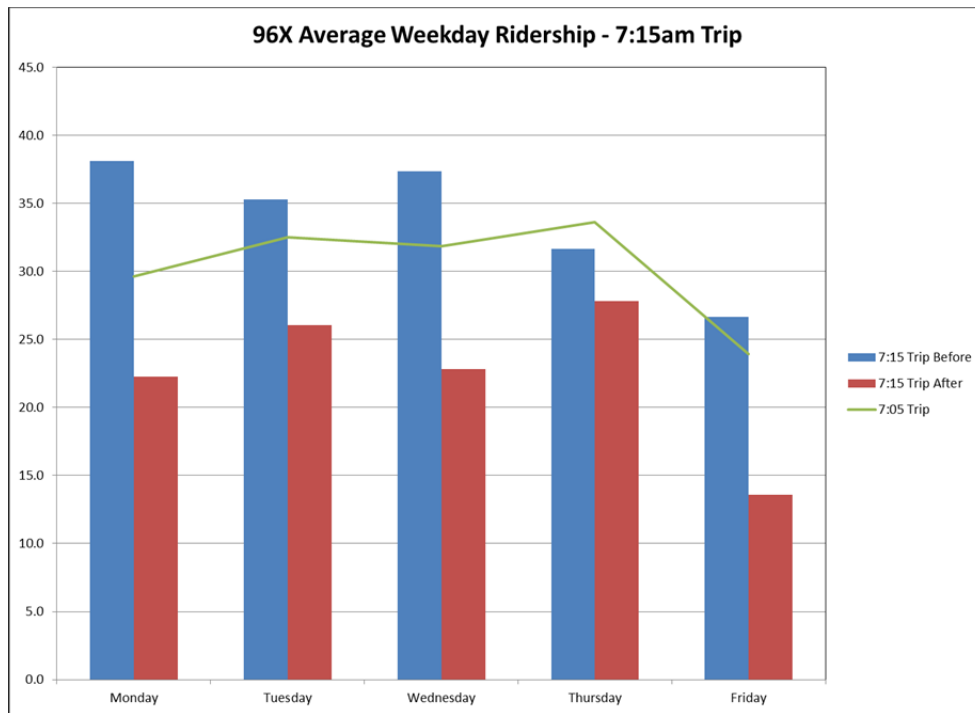
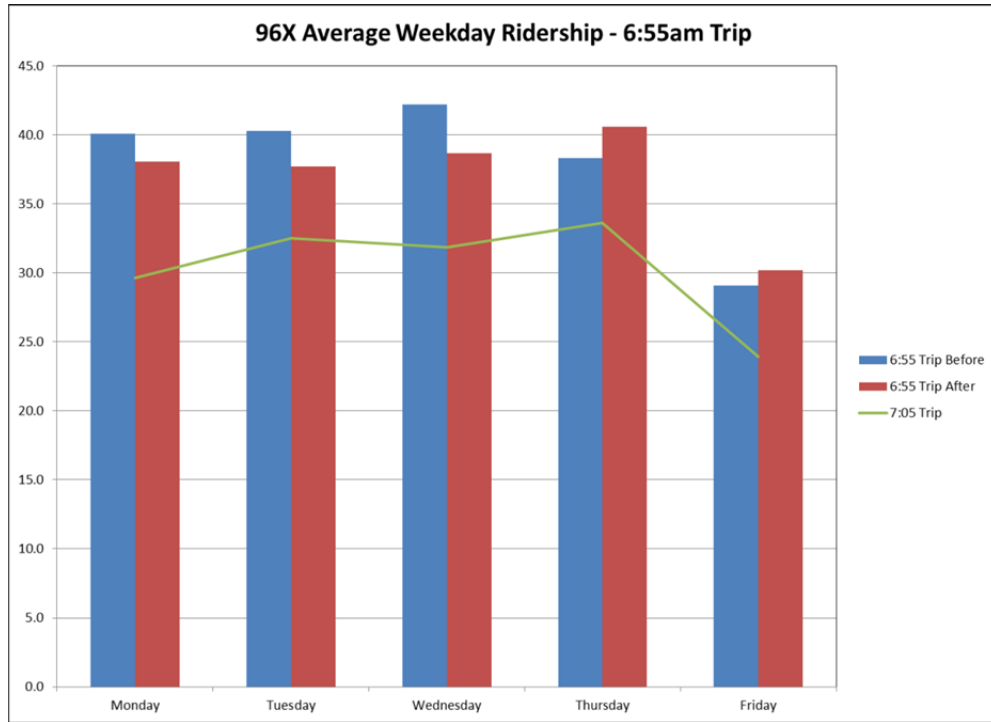
with the University and will monitor progress. The following chart show ridership since the route’s inception.



Route 96X

In FY11, CCCTA increased service on the 96X, which travels from the Walnut Creek BART station, via I-680, to Bishop Ranch and the San Ramon Transit Center. This route was recording poor on-time performance (76%) and full passenger loads due to increased demand. A trip was added at 7:05am to alleviate the full loads experienced on the 6:55am and 7:15am trips.

The following two charts show average weekday ridership on the 6:55am and 7:15am trips before and after the new 7:05am trip was added. The new trip did not affect ridership on the 6:55am trip but ridership on the 7:15 has declined. CCCTA will continue to address on-time performance and overload issues as demand to Bishop Ranch changes.



Route 25

The Route 25 was created as part of the 2009 restructuring when other Lamorinda routes (206 and 106) were converted to school routes and service during non-school times was eliminated. Route 25, was designed to provide transit service to residents and businesses in the Mt. Diablo Blvd. corridor.

Performance of Route 25 has struggled consistently ranking at the bottom of the system in terms of passengers per hour. When ridership patterns are analyzed it is apparent that most passengers are boarding and alighting at the BART stations and not at the stops in between. One reason may be the cost differential between the bus and BART. It is less expensive to ride the #25 and transfer to another bus (\$2.00 + free transfer) compared to riding BART then transferring to a bus (\$1.75 BART fare + \$1.00 bus transfer).

One re-route was made to attract more riders which took the Rt. 25 off the freeway at Pleasant Hill Rd creating new stops on Olympic Blvd and Pleasant Hill Rd. An operational change was implemented whereby the #25 bus “holds” for the Route #6 to allow St. Mary’s students to transfer. These changes have not resulted in significant growth in ridership.

West Dublin/Pleasanton BART Station

The West Dublin/Pleasanton BART station opened in February 2011. CCCTA considered re-routing the three routes that terminate at the Dublin/Pleasanton BART station but ultimately decided against it for the following reasons:

- Route 97X – Re-routing would benefit westbound BART riders going to Bishop Ranch by shortening their commute but would negatively affect bus riders transferring from LAVTA routes at the Dublin/Pleasanton station. Bishop Ranch preferred keeping the current route in order to continue providing the most connections. The shift to the West Dublin/Pleasanton BART station also would not decrease the running time enough to provide more trips.
- Route 35 – Analysis showed that re-routing this to the West Dublin/Pleasanton station would add running time and therefore would necessitate an increase in headways. In addition, the Dublin BART station is a popular destination for current riders.
- Route 36 – As with the 97X, re-routing this would not decrease the running time enough to provide more trips. This would also significantly reduce transfer capability with LAVTA as very few of their routes serve the new BART station.

Additional Service Changes

Other more minor service changes made since the last SRTP are summarized in the table below:

Route(s)	Change	Reason
4	All weekend trips shifted 10 mins later	Improve BART Coordination
16	4:22am and 5:02am trips removed from service	Scheduling
18	New trip added at 2:05pm	Passenger Request
9, 18, 20, 28, 314, 316 320	Routing change to/from DVC Intermodal	New Station
314	Separated from Rt. 310	Passenger Request

Fare Analysis

The most recent fare increase occurred in March 2009. Fares were increased by an average of 16%. The table below shows the individual increase by fare type.

Adult	Old Fare	New Fare	% Increase
Adult/Youth Cash	\$1.75	\$2.00	14%
Adult/Youth Monthly Pass	\$53.00	\$60.00	13%
Adult/Youth 12-Ride	\$17.00	\$20.00	18%
Senior/Disabled			
Senior/Disabled Cash	\$0.85	\$1.00	18%
Senior/Disabled with RTC Card	Free	\$1.00	N/A
Senior/Disabled 20-Ride	\$13.00	\$15.00	15%
BART Transfer Senior/Disabled	\$0.40	\$0.50	25%
Commuter			
Adult Cash with BART Transfer	\$2.60	\$3.00	15%
Commuter Card	\$36.00	\$40.00	11%
Transfers/BART	\$0.85	\$1.00	18%
Express Bus Cash	\$2.00	\$2.25	13%
Bus To Bus Transfers	Free	Free	N/A

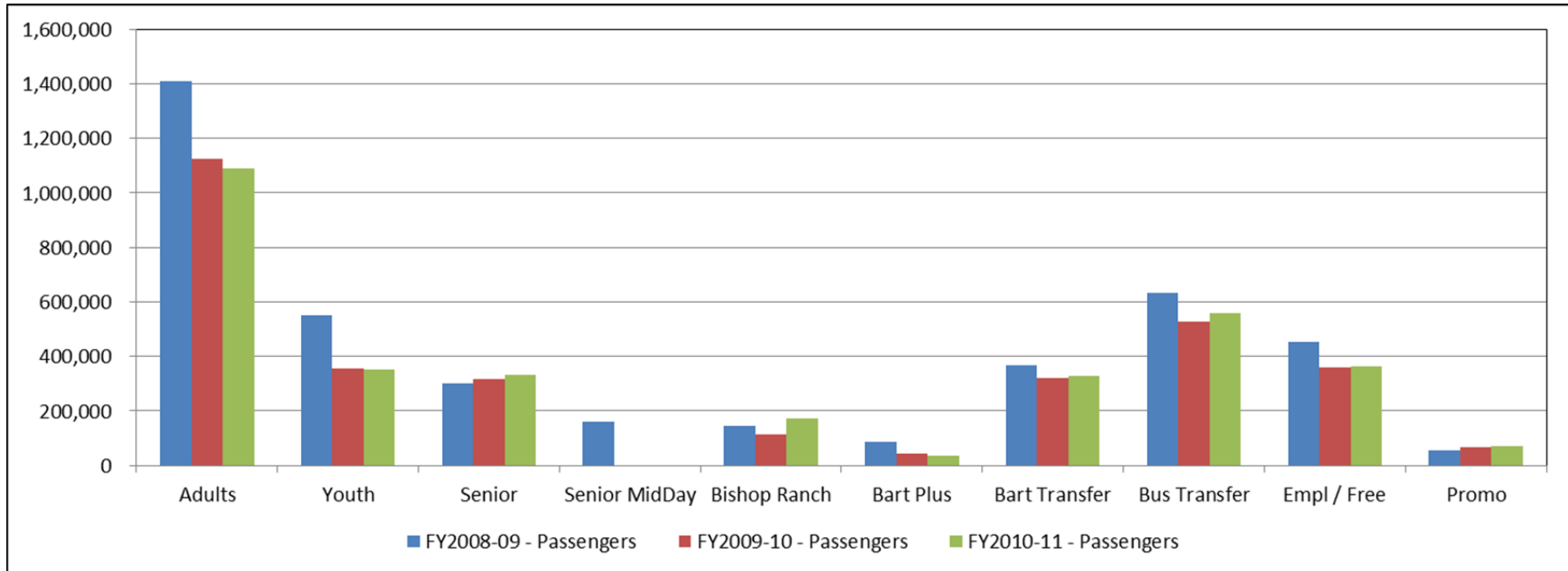
The tables and charts that follow show how ridership by fare type has changed since the fare increase. The service cuts made in 2009 resulted in a 25% reduction in revenue hours and a 22.2% loss in ridership and this is reflected in the total counts by fare type.

In FY10, the first full year after the fare increase was made, CCCTA did not record a significant shift in the types of fare used except for the drop in mid-day senior fares. The elimination of the free mid-day fare for seniors resulted in an increase in fare-paying seniors but the growth did not make up for the 162,000 seniors that had been taking advantage of the free mid-day fare.

In FY11 ridership grew by 2.1%. The share of Bishop Ranch pass riders grew from a 3.6% share to a 5.2% share of total riders and number of pass users grew by nearly 57,000 riders. This increase, which is expected to continue, can be attributed to Bank of the West corporate offices moving to Bishop Ranch.

Total Passengers by Fare Type – FY08-09 to FY10-11

Year	Adults	Youth	Senior	Senior MidDay	Bishop Ranch	Bart Plus	Bart Transfer	Bus Transfer	Empl / Free	Promo	Totals
FY09 Passengers	1,407,820	549,179	302,102	162,347	145,758	85,439	366,861	632,327	452,630	56,471	4,160,934
% of Total Passengers	33.8%	13.2%	7.3%	3.9%	3.5%	2.1%	8.8%	15.2%	10.9%	1.4%	100%
FY10 Passengers	1,125,402	357,653	317,778	0	114,998	43,089	322,221	527,298	361,032	66,253	3,235,722
% of Total Passengers	34.8%	11.1%	9.8%	0.0%	3.6%	1.3%	10.0%	16.3%	11.2%	2.0%	100%
FY11 Passengers	1,091,268	352,033	332,141	0	171,777	36,826	328,179	557,881	362,226	72,125	3,304,456
% of Total Passengers	33.0%	10.7%	10.1%	0.0%	5.2%	1.1%	9.9%	16.9%	11.0%	2.2%	100%

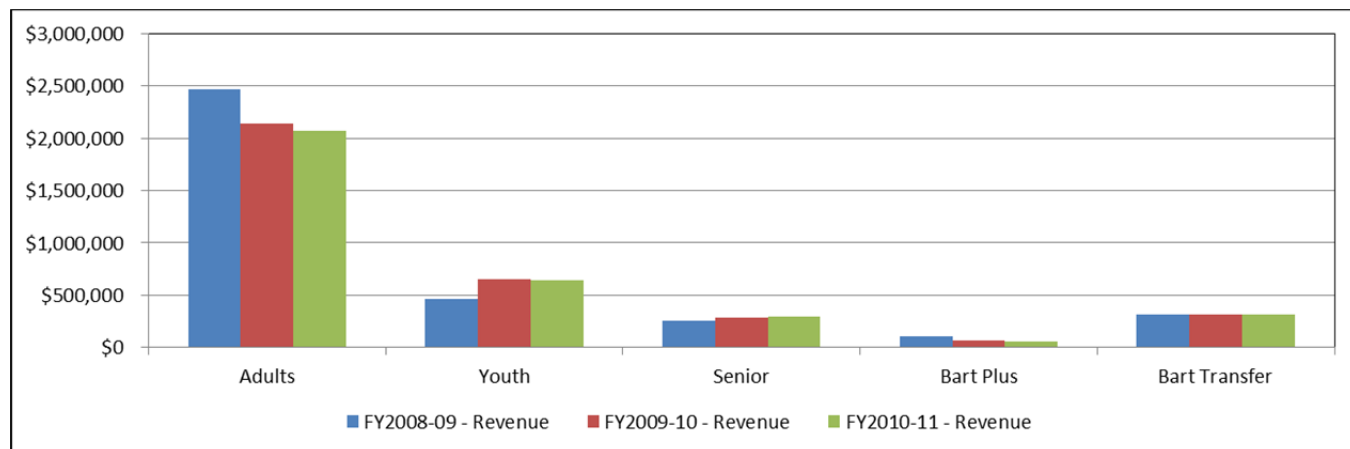


The revenue impact of the fare increase is shown in the following tables. The analysis does not include revenues from special/contract revenue but does analyze revenues from cash, punch, and monthly fare media. Since promo, transfers, and free fare categories do not generate revenue they are also not included. The second table shows the difference in dollars and percent for the past three fiscal years.

Despite the fare increase and despite a 22.2% drop in ridership, fare revenue declined by only 4.2% showing that the average fare per passenger did increase. Adult fares make up 61.9% of revenues and youth fares make up 18.9% of revenues.

Revenue by Fare Type - FY08 - FY11

Year	Adults	Youth	Senior	Bart Plus	Bart Transfer	Totals
FY09 Revenue	\$2,463,686	\$466,802	\$256,787	\$108,507	\$311,832	\$3,607,614
% of Fare Revenue	68.3%	12.9%	7.1%	3.0%	8.6%	100.0%
FY10 Revenue	\$2,139,954	\$652,386	\$286,767	\$63,340	\$314,400	\$3,456,846
% of Fare Revenue	61.9%	18.9%	8.3%	1.8%	9.1%	100.0%
FY11 Revenue	\$2,068,094	\$638,610	\$300,569	\$54,135	\$320,666	\$3,382,074
% of Fare Revenue	61.1%	18.9%	8.9%	1.6%	9.5%	100.0%



Year to Year Change in Revenue by Fare Type

Change	Adults	Youth	Senior	Bart Plus	Bart Transfer	Totals
Change FY09 - FY10	-\$323,732	\$185,584	\$29,980	-\$45,167	\$2,568	-\$150,767
% Change FY09 - FY10	-6.4%	5.9%	1.2%	-1.2%	0.5%	-4.2%
Change FY10 - FY11	-\$71,859	-\$13,776	\$13,802	-\$9,205	\$6,266	-\$74,772
% Change FY10 - FY11	-0.8%	0.0%	0.6%	-0.2%	0.4%	-2.2%

Planning Projects – Special Grants

Since the last SRTP, CCCTA has aggressively pursued planning and capital grants to fund new studies and projects. Recently awarded planning grants include; Caltrans funded fixed route stop analysis, Measure J “Transportation for Livable Community” funded TRANSPAC area service analysis, and Prop.1B Lifeline funded mobility management plan.

The CalTrans grant will analyze fixed route bus stops to prioritize improvements that will enhance pedestrian and bike access. Stops that have high ridership and access will be the primary focus as most of these stops are located in low income, high density, communities of concern. Stops located in unincorporated areas often have no sidewalk, and stops located in old neighborhoods can have uneven or narrow sidewalks that prevent them from being used by people using wheelchairs. Improvements that increase the ability of disabled riders to access the system is a top priority of the study. CCCTA has issued an RFP for the project and it should be completed within a year of letting the contract. The plan for stop improvements will be the basis for future capital grant applications.

In addition, an Adaptive Service Analysis plan has been funded with a Measure J Livable Community grant from TRANSPAC. Service within the Cities of Martinez, Pleasant Hill, Walnut Creek, and Concord will be analyzed. The goal of the plan is to address the changing needs of transit riders through a fresh look at how transit service is provided. New options will be explored such as flex-routes and general public demand-response service to better tailor service type to the community. The plan analyze alternative operating modes to determine if a more effective service configuration can be embraced by the community. A number of service alternatives will be developed that takes into consideration community needs, current service effectiveness, and successful models found elsewhere.

Planning Projects – Short Term Focus

In addition to moving forward on the specific plans mentioned described above, the planning and scheduling staff will be working in the short term to:

- review community development plans
- evaluate bus stop changes
- address specific route ontime performance
- plan for demand increases at Bishop Ranch
- evaluate service to the Pacheco park and ride

On-Time performance

As mentioned earlier CCCTA recently changed the methodology with which it measures on-time performance so that 100% of all trips at key stops are included. As new data comes in, CCCTA will gauge route level performance and make scheduling adjustments as needed. Based on initial data, the table below shows the routes that have the lowest on-time performance and may warrant service and or schedule adjustments.

Route	On Time		Late *	% On Time
Route 98	1693		934	64%
Route 93	1003		553	64%
Route 2	1245		560	69%
Route 96	2488		777	76%
Route 97	1189		327	78%
Route 91	372		99	79%

PG&E to Bishop Ranch

In October 2012, PG&E is expected to consolidate various Bay Area offices and move nearly 800 workers to the Bishop Ranch Business Park. PG&E signed a 10-year lease for about 250,000 square feet which is likely to catalyze major service changes the Bishop Ranch. Many 96X trips are full in the peak direction so added ridership will result in very crowded buses. This combined with already poor ontime performance due to the traffic variations on 680 is like to force a schedule change and or service addition.

Pacheco Transit Hub

In FY11 CCCTA passed the project management responsibilities for constructing the Pacheco Transit hub to the Contra Costa Transportation Authority (CCTA). This facility will be a combination transit hub and park and ride facility on a Caltrans owned parcel on Blum Road in Pacheco at the I-680/SR 4 interchange. This facility will include 6 bus bays, 100+ P&R spaces, landscaping, lighting, and passenger amenities. Construction is expected to be completed within the next 24 months at which point CCCTA will have to identify the most effective service to provide this transit station. Currently the Routes 18, 19, and 28 have stops close to the proposed site but none offer the express service that will be expected out of this facility.

Planning Project - Long-Term

CCCTA has identified the following developments that will likely have an impact on service in the after the next two years.

Norris Canyon Ramps and San Ramon Service

The CCTA is pursuing funding to construct carpool lanes and high-occupancy vehicle (HOV) on and off ramps at the Norris Canyon Rd. intersection with I-680. This project, when completed, will dramatically change how CCCTA serves the area which includes the Bishop Ranch Business Park. Currently all service to Bishop Ranch and the San Ramon Transit Center uses the Bollinger Canyon Rd. exit, a mile south of Norris Canyon Rd. County Connection supports the project as buses currently do not have enough time to

reach the I-680 HOV lanes, forcing them to remain in regular commute traffic. New on and off ramps at Norris would allow CCCTA's buses to utilize the HOV lanes without a difficult merge. A service plan for the area will need to be developed as routes that currently serve Chevron and the transit center will be affected by a new routing that utilizes Norris. The pace of development at the City of San Ramon's City Center and the North Camino Ramon Specific Plan area also will affect route plans and transit center development nearby. Planning staff will be working to stay involved to craft a service plan that reflects freeway changes and new development in San Ramon.

BART Projects - Walnut Creek BART Village

BART is working with the City of Walnut Creek and private developers to construct a mixed-use transit village consisting of apartments, commercial space, new bus access and parking. The project will change bus bay locations and alignment and could significantly impact demand. Service adjustments will be analyzed as necessary. The project will be phased in over time, with the bus access and parking part of the first phase. CCCTA will work with the City and BART to accommodate construction and evaluate any design changes.

Walnut Creek Broadway Plaza

The City of Walnut Creek has released its Draft Environmental Impact Report (EIR) for the Broadway Plaza Long-Range Master Plan. This project proposes to increase the commercial square feet by up to 300,000 as well as demolish and reconstruct 200,000 square feet of commercial space. More importantly for CCCTA, the project purposes to close Broadway Plaza to vehicular traffic, included the Free Ride Trolley - Route #4. Planning staff will work with the City to ensure that trolley service remains a viable connection between the downtown and BART.

Coordination

Overview

There are many overlapping services in the Bay Area and Central Contra Costa is not unusual in this way. There are five other public bus operators that come into CCCTA's service area; Eastern Contra Costa Transit Authority (Tri Delta), Western Contra Costa Transit Authority (WestCat), Fairfield Suisun Transit (FAST), Solano County Transit (SolTrans), and Livermore Amador Valley Transit Authority (LAVTA). Most routes share bus stops at BART stations and act as express/limited stop service from their originating communities. CCCTA works to make sure duplicate service is minimized and transfers are available.

CCCTA coordinates with these operators through fare and transfer agreements, service design, joint procurements and regional planning. The contra costa operators and LAVTA have the same base fare and have pledged to coordinate fare structures as part of Clipper implementation. Clipper is a universal fare card administered by the MTC and implementation for Phase III; Contra Costa County transit operators, is scheduled for 2014.

In addition to fare coordination, CCCTA participates in coordinated procurements with other Bay Area and California operators to decrease the cost of bus and capital replacement projects. Trip coordination occurs between paratransit operators to ensure that ADA riders can cross transit system boundaries.

Because County Connection fixed routes feed into 7 BART stations most of the riders coordinating their trips between operators are BART riders. In FY11 over 12% of the bus riders transferred from BART. The planning and scheduling department work to coordinate bus departures with train arrivals to the extent possible to facilitate smooth transfers. BART has also identified funding to implement real-time bus arrival/departure display systems outside the fare gates for CCCTA buses.

Description of Regional Express Routes Serving CCCTA Area

Benicia Breeze/SolTrans

In 2011 Solano County Transit (SolTrans), a joint powers authority, was established and merged Vallejo Transit and the Benicia Breeze. SolTrans operates two routes that enter CCCTA's service area; one that brings passenger to DVC and one that takes passenger to Pleasant Hill and Walnut Creek BART stations.

Route 76 – 14th @ Military W., Benicia to DVC

The Route 76 operates weekdays only and provides 5 round trips from W. 14th St/Military West to the Diablo Valley College (DVC) in the City of Pleasant Hill and Sun Valley Mall in the City of Concord. SolTrans charges a premium fare of \$4.50 to ride the Route 76. SolTrans has not released any data on the productivity of their service. Route 76 operates 6:00am to 6:00pm. CCCTA operates the following routes that overlap and provide transfer opportunities at the Sun Valley Mall stop: Route 9, 18, 20, 98X, 314, 316 and the following routes at the DVC stop: Routes 9, 18, 20, 28.

Route 78 – Vallejo Ferry to BART

The Route 78 operates on weekdays from 5:30am to 8:30pm and on Saturdays from 6:30am to 8:30pm. This route takes passengers from the Ferry Building in Vallejo to the Pleasant Hill and Walnut Creek BART stations. SolTrans also charges \$4.50 for this route. CCCTA's operates routes 7, 9, 11, 14, 15, and 18 that provide service to the Pleasant Hill BART station and routes 1, 2, 4, 5, 7, 9, 15, 21, 25, 93X, 95X, 96X, and 98X that serve the Walnut Creek BART station.

Eastern Contra Costa Transit Authority (Tri-Delta)

Tri Delta Transit operates in the cities of Pittsburg, Antioch, and Brentwood and operates two routes into Central County; one taking passengers to Martinez and one taking passengers into Concord BART.

Route 200 – Bay Point BART to Martinez

Tri-Delta operates the Route 200, a weekday only route taking passengers from the Pittsburg/Bay Point BART Station to the following stops in the City of Martinez: Martinez Amtrak, Contra Costa Regional Medical Clinic, Veterans Medical Center, and the Contra Costa Summit. The route operates from 6:45am to 7:00pm, providing 11 round trips daily. This service has operated since 1998 and was partially supported by a funding agreement with Contra Costa County until December of 2006. The Route 200 is considered a “Lifeline” route, serving primarily low-income communities. ECCTA has historically received lifeline funding to continue operating the route. In FY08 the Route 200 recorded 7.3 passengers per revenue hour, below the adopted standard of 15 passengers per revenue hour.

In the City of Martinez the Route 200 overlaps CCCTA’s Routes 16, 18, 19, 28, 316, and 98X.

Route 201 – Bay Point BART to Concord BART via Willow Pass

ECCTA began operating the Route 201 in 2007 to meet a need for direct service to a large high school attended by many Bay Point students. This route operates on weekdays only from 6:00am to 7:30pm, providing 15 round trips between the Pittsburg/Bay Point BART station and the Concord BART Station. Other stops include several schools and the Willow Pass Business Park. This route has been very productive since opening, reaching 12 passengers/revenue hour. This route provides service for the hundreds of Bay Point students who attend high school in Concord, and links with other needed services such as health care in northeast Concord. This route serves a very high percentage of passengers who transfer to/from County Connection routes available at the Concord BART station.

CCCTA operates 9 routes that overlap and provide transfer opportunities to ECCTA’s Route 201: routes 10, 11, 14, 15, 16, 17, 19, 20, and 91X.

Fairfield-Suisun Transit (FAST)

FAST serves the Solano County cities of Fairfield and neighboring Suisun City, with limited service to Yolo and Contra Costa Counties, as well as Sacramento. One route links Solano residents to BART.

Route 40 – Vacaville to Pleasant Hill and Walnut Creek BART

FAST has operated the Route 40 since 1996. It serves as a weekday only commuter route, operating 9 trips between the Vacaville Transit Center and the Walnut Creek BART Station. Other stops include the Fairfield Transit Center, Benicia, and Pleasant Hill BART Station. As of FY08, the Route 40 was recording 185 average weekday boardings and 9.5 weekday boardings per hour, the lowest in the system. Despite its poor performance, it has a dedicated rider base and remains a popular route that is unlikely to be changed in the future.

Livermore-Amador Valley Transit Authority (LAVTA)

LAVTA serves the Cities of Dublin, Livermore, Pleasanton and Alameda County and operate one route between the Pleasanton BART station and the Walnut Creek and Pleasant Hill BART stations.

Route 70X – Dublin/Pleasanton BART to Pleasant Hill BART

LAVTA operates one route that enters CCCTA's service area. LAVTA's Route 70X operates from the Dublin/Pleasanton BART station to the Pleasant Hill BART station with other stops including the Walnut Creek BART station and the Stoneridge Mall. This route operates 14 trips/day on weekdays only between 6:00am and 7:00pm. LAVTA has not released any recent performance data on the route. CCCTA operates several routes that serve I-680 corridor, south of Walnut Creek including Routes 92X, 95X, 96X, and 97X.

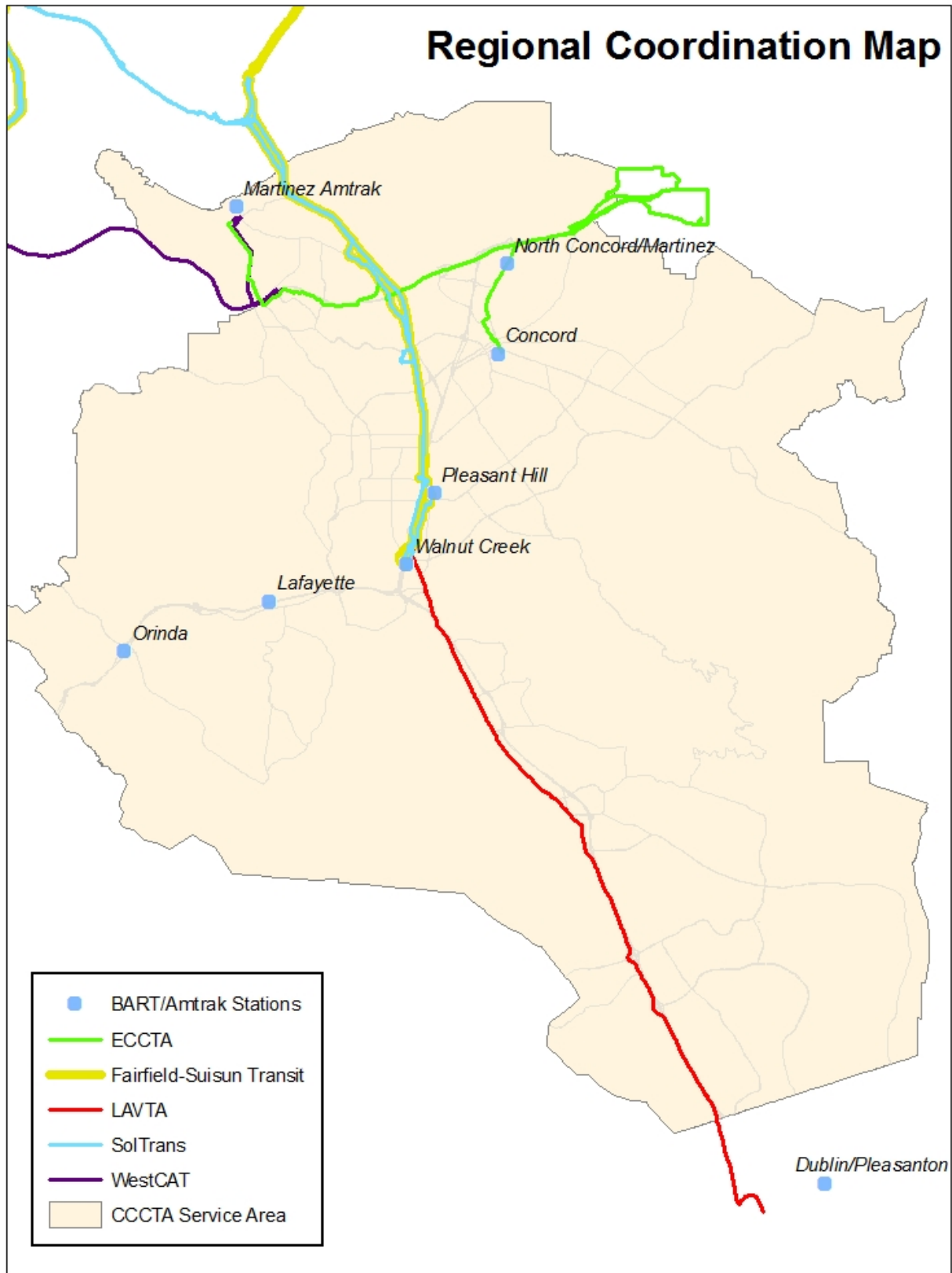
Western Contra Costa Transit Authority (WestCAT)

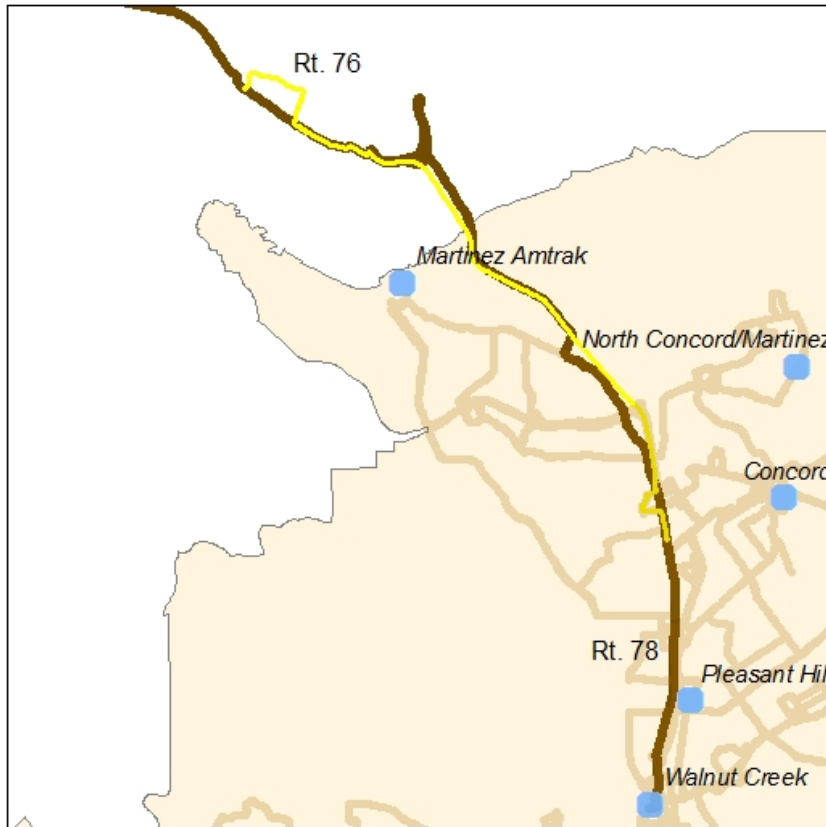
WestCat serves the cities of Hercules and Pinole and operates one route into Martinez.

Route 30Z – Hercules to Martinez

WestCAT operates one route that enters CCCTA's service area. The Route 30Z operates on weekdays only and provides 18 round trips from the Hercules Transit Center, in the City of Hercules to the VA Hospital, Contra Costa Regional Medical Center, Court St, and Martinez Amtrak Station, all located in the City of Martinez. The service operates from 6:30am to 7:30pm. As of FY08 the 30Z was performing below average carrying 5 passengers/revenue hour. Route 30Z has been operated by WestCat on behalf of the region since the mid 1980's to provide basic mobility between West and Central Contra Costa County and is currently funded with Regional Measure 2.

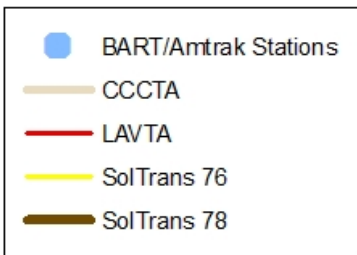
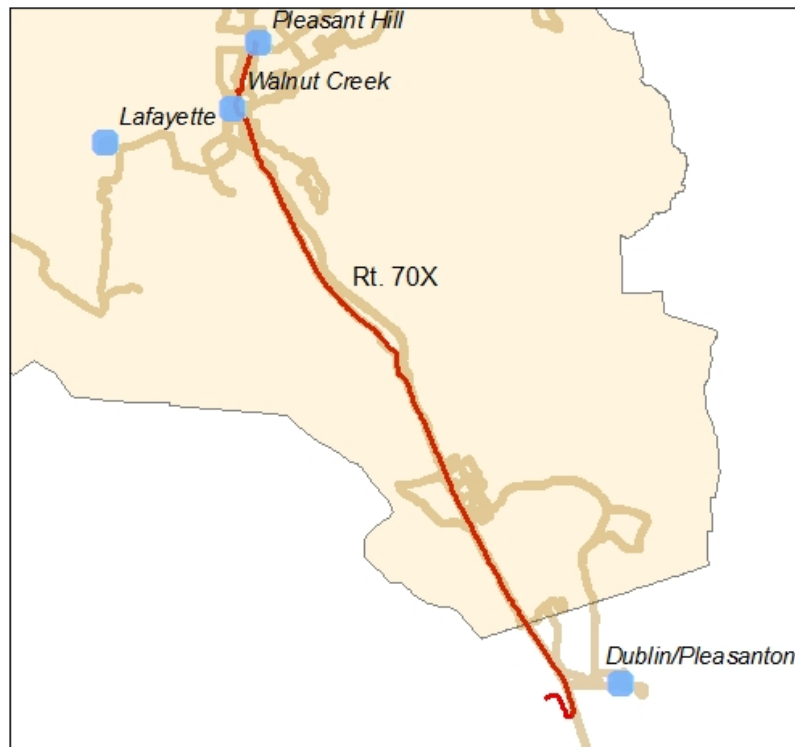
In the City of Martinez the Route 30Z overlaps CCCTA's Routes 16, 18, 19, 28, and 98X.



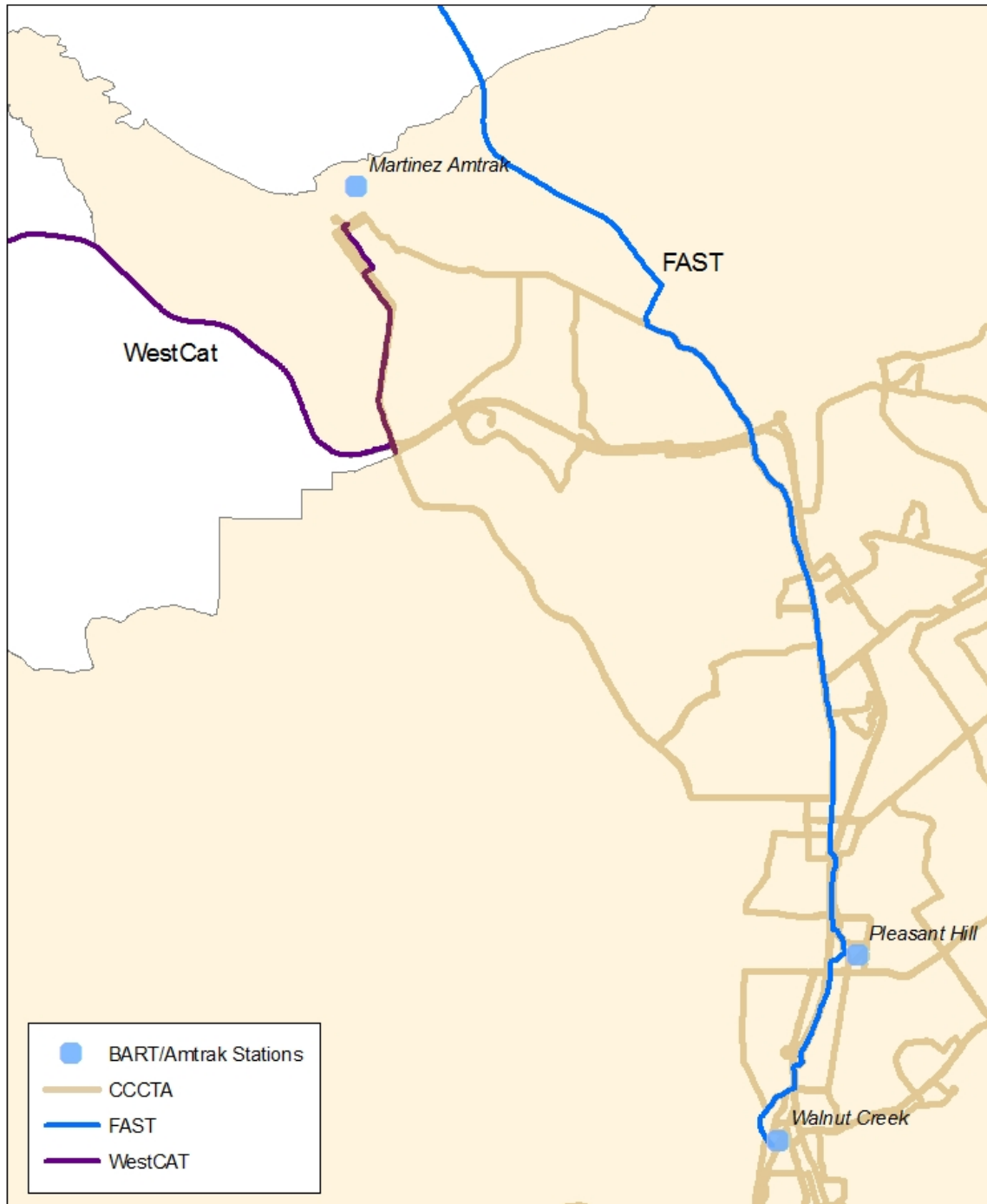


SolTrans

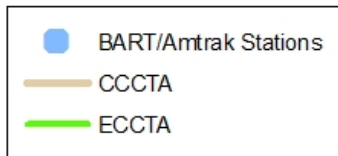
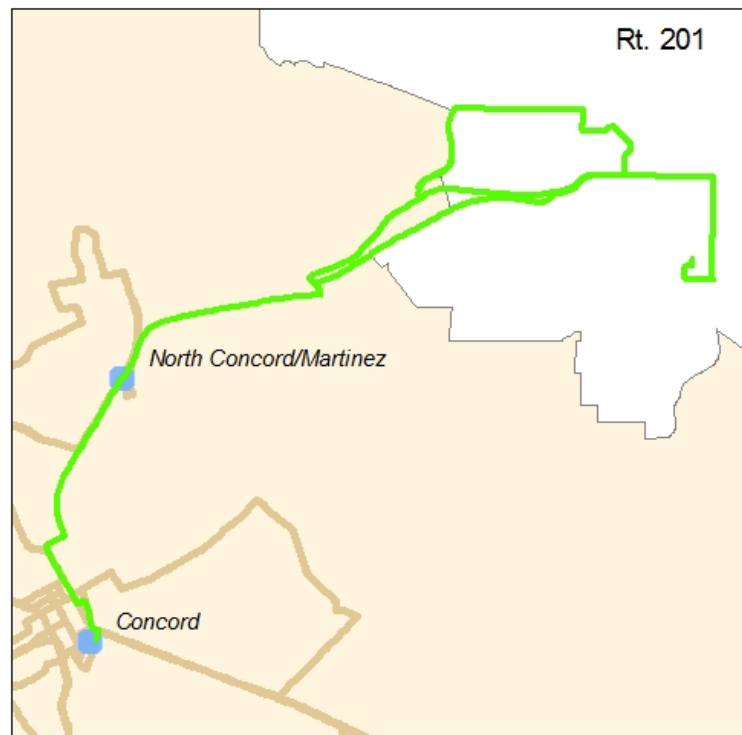
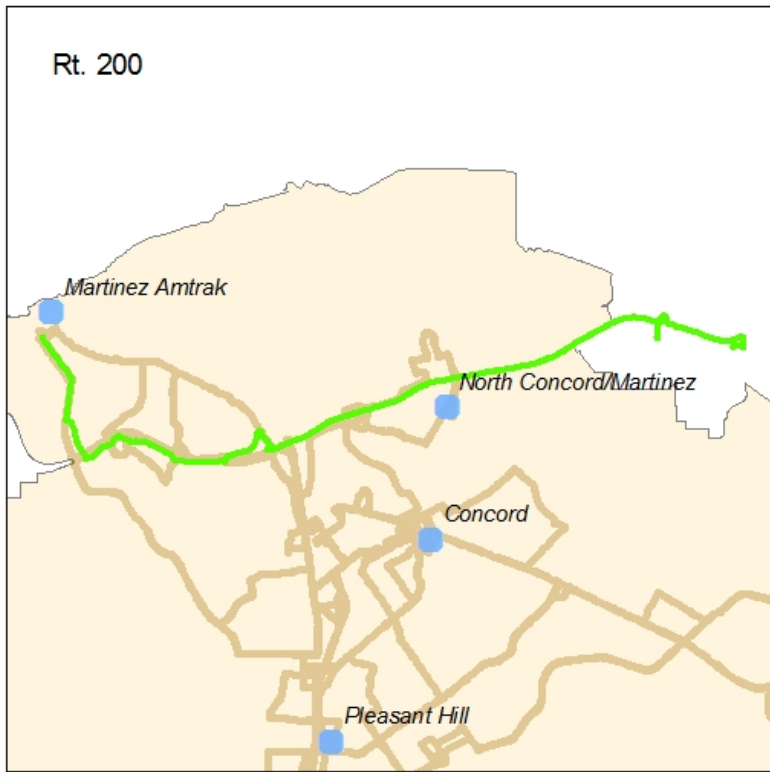
LAVTA



WestCat/FAST



ECCTA



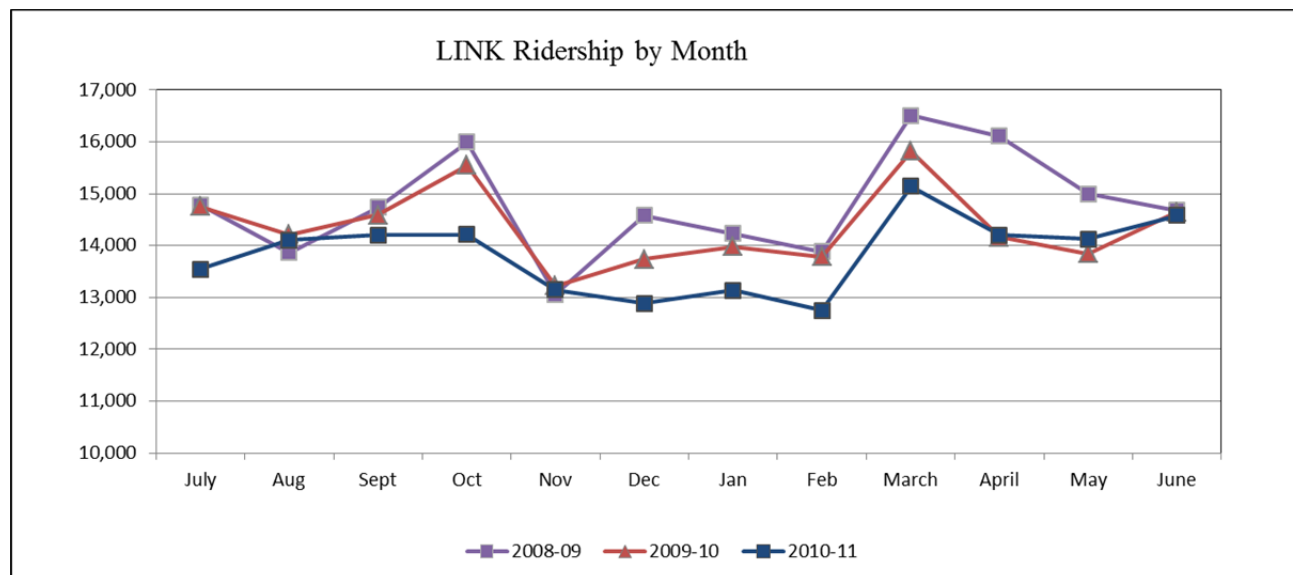
Service Evaluation – Paratransit

Overview

CCCTA’s door to door service for the disabled is called the LINK. The LINK provides service to those who are unable to use the fixed route bus due to their disability. The service is operated by a private contractor and in 2009 the contract was put out to bid and awarded to First Transit. CCCTA owns the vehicles and provides a maintenance facility while First Transit is responsible for labor, scheduling, management, ride reservations, and maintenance.

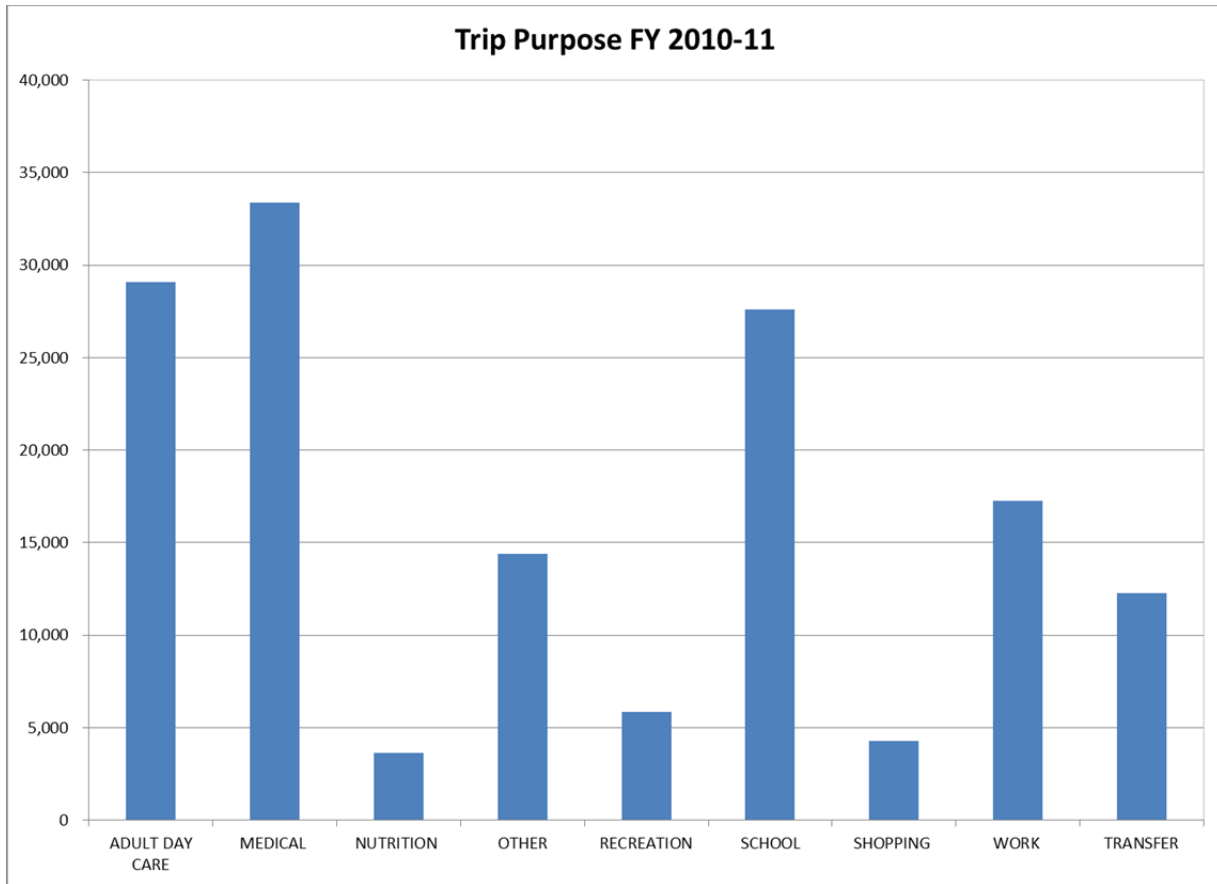
LINK rider eligibility is determined in accordance with the requirements of Americans with Disability Act using regional application materials. CCCTA staff performs eligibility tasks and does in-person assessments when deemed appropriate.

Ridership is slightly lower in FY 2011 than in the previous year and may reflect the economy’s effect on individual and social service agency ability to pay for paratransit trips.



Trip Purpose

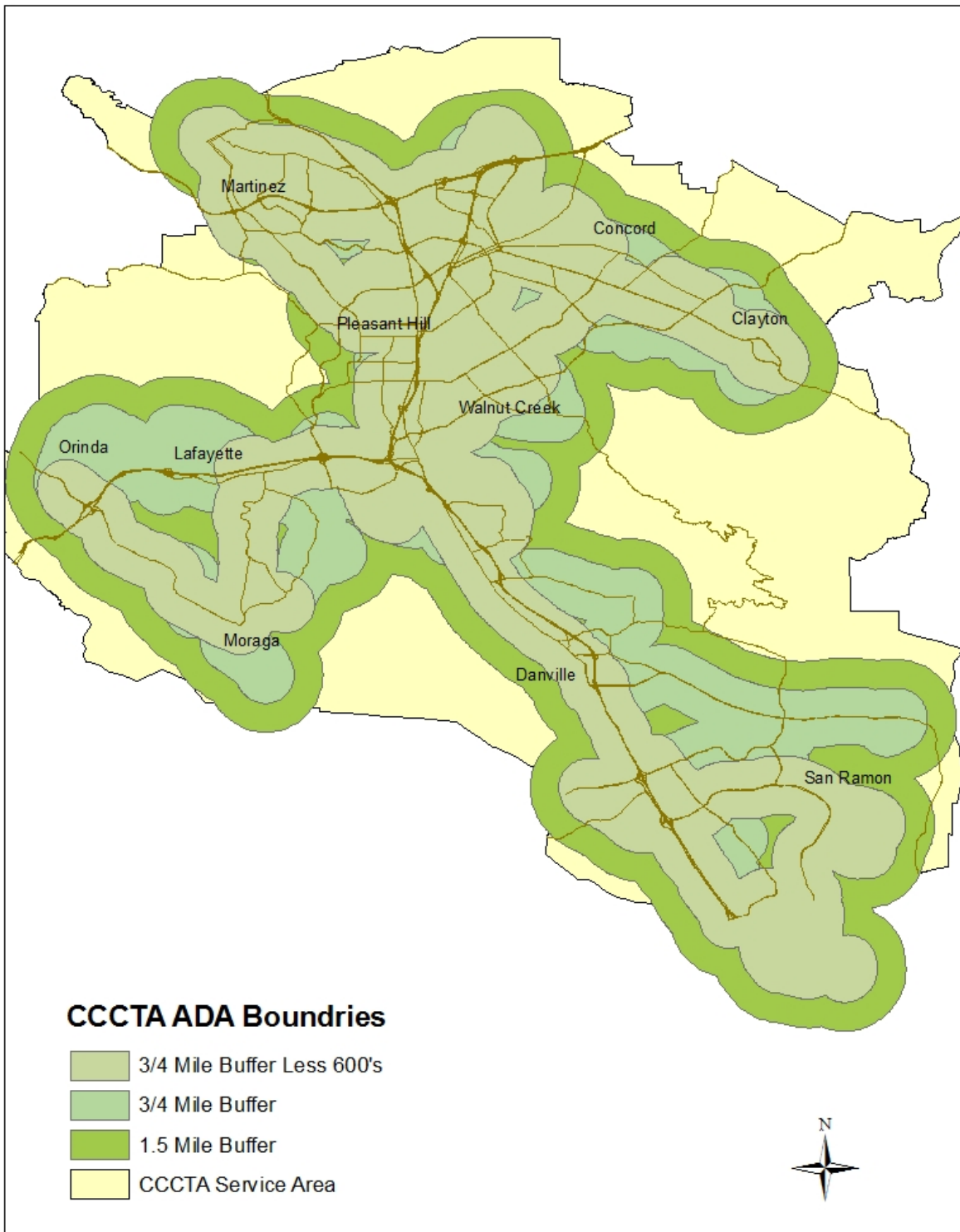
The majority of trips are made to disabled adult workshops coordinated by the Regional Center of the East Bay, senior adult daycare centers, school, and dialysis centers. The following chart shows the distribution of trip purpose for last fiscal year. This data is consistent with the results from last year’s analysis. The LINK continues to be a vital resource Contra Costa County’s disabled population.



Service Area

The LINK service exceeds the requirements of the ADA by providing service in an area slightly larger than is required and during hours beyond those required. The LINK service area boundary is based on fixed routes that existed before the 2009 cuts. The catchment area is equal to a 1.5 mile buffer around weekday routes and a $\frac{3}{4}$ mile buffer around the weekend routes. In addition, the LINK service hours do not exactly mirror each routes schedule. The hours of the latest running route define the end of the service day no matter where you live in the service area.

The map that follows shows how the difference in service area definition affects access to LINK service. The current service area is based on 1.5 buffer instead of the $\frac{3}{4}$ mile buffer required, and student routes (600's) that only operate one or two trips a day, are routes included in the service area as well and LINK operates in these areas all day long.



Future Plans

Real Time Scheduling

The current Trapeze scheduling system is modified up until the day before service. With new technology same day trip cancellations, additions, and changes can be done with messages to a remote device like a blackberry without using voice. This speeds up communication and makes managing the service more efficient. Staff hopes to implement new updated scheduling technology within the next year or two.

Service Contract

First Transit Inc. is in its last year of the three year contract term and CCCTA will need to go out to bid or negotiate an extension. Staff will be working with the Board over the next year on this issue.

Mobility Management Plan

In January 2012, CCCTA entered into an agreement with *Innovative Paradigms* to complete a mobility management plan on behalf of Contra Costa County. The goal of this 12-month project is to improve mobility options for seniors and those with disabilities by increasing coordination with social service, non-profit, and other independent transit providers. Other examples of successful coordination result in a reduction in the demand placed on public transit paratransit through expansion of the social service agency transportation program.

To: Marketing, Planning, & Legislative Committee

Date: April 23, 2012

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

SUBJECT: FY2013 Final Draft Marketing Plan

Summary of Issues:

The MP&L Committee reviewed the draft marketing plan in April, providing feedback.

Additions to the marketing plan include:

- 1) A brief discussion about research measuring ridership increases attributed to the availability of real time information on page 7.
- 2) Addition of informational and educational videos included in the soft launch activities on page 8.

The Committee also discussed visual options for presenting the marketing plan to the Board of Directors in May. Staff suggests providing the Board a power point presentation summarizing the main components of the marketing plan. The complete plan will be available at the Board meeting.

Recommendation:

Recommend approval of the FY2013 Marketing and Communication Plan to the Board of Directors in May.

Financial Implications:

A FY2013 Promotions Budget equal to \$180,000 is included in the plan. This represents 0.66% of the proposed fixed-route operating budget.

Attachment:

- 1) FY2013 Draft Marketing & Communications Plan
- 2) Power Point Plan Summary



FY2013 Draft Marketing & Communication Plan

TABLE OF CONTENTS

- I. SITUATION OVERVIEW-----Pg. 2
 - Operating Environment
 - Service Overview
 - Public/Private Partnerships
 - Passenger Profile

- II. MARKETING OBJECTIVES-----Pg. 4
 - Strengthen Brand Identity
 - Retain Current Riders
 - Expand Ridership Base
 - * Determine Market Awareness and Penetration
(Funds not included in preliminary budget request to Kathy)

- III. TARGET MARKETS-----Pg. 4
 - Local and Long Distance Commuters
 - Students
 - Seniors & Persons With Disabilities

- IV. FY2013 PRIMARY MARKETING OPPORTUNITY-----Pg. 7
 - Introduction of Real Time Information

- V. CUSTOMER SERVICE-----Pg. 9
 - CCCTA Call Center
 - CCCTA Website
 - Social Media
 - 511 Customer Service Projects

- VI. COMMUNITY OUTREACH-----Pg. 10
 - Business Expos
 - Earth Day/Green Events
 - Select Community Fairs

I. SITUATION OVERVIEW

The Central Contra Costa Transit Authority was established in March of 1980, under a Joint Exercise of Powers Agreement (JEPA). The County Connection's service area encompasses nearly 200 square miles in the county. The service area includes the cities of Clayton, Concord, Lafayette, Martinez, Orinda, Pleasant Hill, San Ramon, Walnut Creek, the Town of Danville, the Town of Moraga, and unincorporated areas of central Contra Costa County.

The Authority currently operates twenty four weekday local routes, seven express routes, and a series of routes targeted to school bell times. CCCTA bus service connects riders to seven BART stations, Martinez Amtrak, the ACE rail station, business centers, schools, medical facilities, social services, and recreation venues. One hundred and twenty one accessible buses are used to provide this service. Service is currently provided weekdays between the approximate hours of 6:00 a.m. and 9:00 p.m., on weekends from 9:00 a.m. to 7:00 p.m.

Public/Private Partnerships

County Connection, maintains a number of public and private funding partnerships that allow for enhanced service throughout the service area.

Sunset Development/Chevron
Routes 96X and 97X are partially subsidized by Sunset Development and ChevronTexaco which allow CCCTA to provide additional commute service. Employees are allowed to ride CCCTA buses at no charge.



City of Walnut Creek

In partnership with the City of Walnut Creek, County Connection operates the Free Shuttle throughout downtown Walnut Creek seven days a week.

Airport Plaza

County Connection operates a special contract service route for the Airport Plaza, Chevron, and Galaxy Office Park in Concord. Route 91X is provided to and from the Concord BART station, and employees in the office complexes ride this route at no charge.

Altamont Commuter Express

County Connection operates Route 92X, the ACE Shuttle, between Walnut Creek and the Pleasanton ACE train station. Funds to operate the service are provided by the San Joaquin Regional Rail Commission, the Southwest Area Transportation Committee (SWAT), and Measure C. Ticketed ACE Train riders ride at no charge.

College Services

Through separate funding agreements, students at St. Mary's College, JFK University, and Cal State East Bay can use designated County Connection services free of charge during the school year. In addition, shuttles from the nearby BART station to St. Mary's and Cal State East Bay are paid for by the colleges.

Passenger Profile

The most accurate way to analyze passenger demographics is through the use of an on-board survey. The last onboard survey was done in 2007. It was quite extensive and revealed the following information about County Connection riders.

- 77% were transit dependent – defined as not having a vehicle or driver's license
- 66% were regular riders – using the bus at least four times per week
- 46% were using the bus to get to work
- 27% were using the bus to go to school

MTC will be conducting another rider survey on behalf of the transit operators and CCCTA's survey will be done this spring. Results of this work will be incorporated in the 2012 Short Range Transit Plan.

Another way to evaluate the rider demographics is to use the information collected by the driver about how passengers pay their fare. The following table shows ridership by fare payment category.

FY 2010-11 Fare Payment	
Category	Passengers
Adult Cash	684,891
Bus Transfer + Free	935,223
12 Ride	177,942
Monthly Pass	140,237
Youth Cash	164,742
Youth 12 Ride	169,136
Youth Monthly	18,155
College Pass	27,206
Senior Cash	205,855
Senior 20 Ride	126,286
Senior BART Transfer	15,025
BART Transfer	313,154
Commuter Card	28,232
BART Plus	36,826
Employer Pass	201,580
Express Bus Cash	59,965
	3,304,456

Based on this information we can see that 28% of riders are paying with multi ride fare media and thus extrapolate that they are regular riders. The following table shows how non cash riders can be aggregated into senior, commuter and student categories. Because 49% of the riders pay cash, and thus we can't determine whether they are students or commuters, the percentage of riders in these categories shown below is underestimated.

	Passengers	Percent Share
Cash and Bus Transfers	1,620,115	49%
Multi Ride Bus Passes	318,179	10%
Youth	379,239	11%
Senior	347,166	11%
BART Related	378,212	11%
Employer and Express Bus	261,545	8%
	3,304,456	

No matter what method is used to analyze rider demographics it is still the case that CCCTA riders fall into four major categories; students, commuters, seniors, and other transit dependents.

II. MARKETING OBJECTIVES

The FY2013 Marketing Plan is intended to meet the following objectives:

- Strengthen Brand Identity - Increase name awareness and familiarity with the services that County Connection provides. Promote the benefits that County Connection offers to various market segments, and build upon our reputation for providing efficient, friendly service with equipment that is clean, safe, and well maintained
- Retain Current Riders – Retain current riders through effective passenger information, quality service delivery, and excellent customer service. Reward loyal customers through customer appreciation activities, and well-priced discount fare media options.
- Expand Ridership Base – Encourage trial ridership among the targeted market segments. Identify potential riders that have a high likelihood of trying County Connection to increase ridership and fare revenue.
- Determine Market Awareness and Penetration – Conduct survey to determine awareness level and market penetration.



III. TARGET MARKETS

Local & Long Distance Commuters

The commute market has always been the cornerstone of County Connection service, as commuters tend to use the service on a regular basis. Forty-six percent of those responding to the 2007 on-board passenger survey were using the bus to travel to or from work.

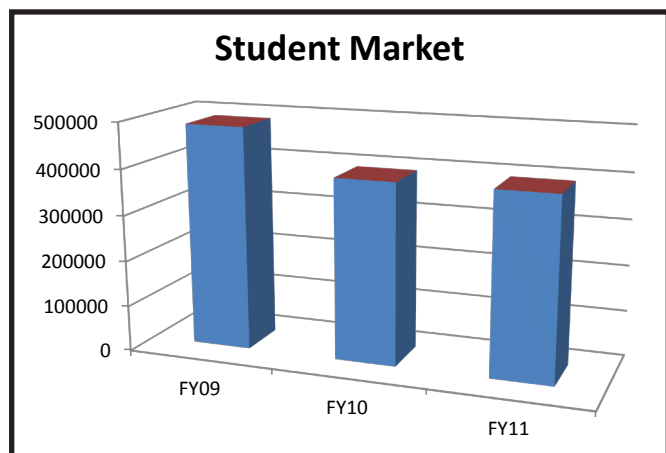
This segment of our ridership has also been impacted in the past several years, beginning with the significant service reduction that took place in 2009, followed by a declining economy and high unemployment. During this time marketing staff has relied on attending events sponsored by employers and by organization such as 511 Contra Costa, the Contra Costa Centre Association, and the Bishop Ranch Transportation Center to reach commuters. A more effective outreach program would include more expensive mass media messages delivered consistently throughout the year.

The commute market will be impacted by the implementation of real-time bus information which will “add value” to transit. In addition, this market is particularly affected by changes in gas prices and with rising gasoline prices, County Connection expects ridership gains in this category.

Marketing staff will continue to support the employee events sponsored by 511 Contra Costa, SWAT, Contra Costa Centre Association, the Bishop Ranch Business Park, and any other business needing our assistance in furthering their commute alternative programs.

Students

The youth market is an area where County Connection has experienced a decline in total ridership despite the elimination of bus service in the Mt. Diablo Unified School District. While youth ridership totals have fallen since FY09, student ridership as a share of the total has remained stable, representing approximately 12% of system ridership.



The student market is one best influenced at an early age. County Connection has had greater success capturing the 10-14 year old student population as they transition from using district sponsored school bus service to the public services provided by County Connection. The marketing department supports the elementary, middle and high school students through the Class Pass Program and the Summer Youth Program.

The Class Pass Program invites teachers to use County Connection fixed route buses during off-peak hours for class field trips. The bus trip is organized through the Marketing Department, and is provided free of charge. A small package containing age appropriate

promotional items is provided to the teacher for the class. Information is provided that explains bus safety, places to go, and CCCTA's partnership with the Safe Place program.

The Summer Youth Program consists of providing youth with a half price bus pass that's good during the summer months. Program materials are delivered to the schools at the end of the school year. Promotional posters are also distributed to teen centers, recreation areas, and community centers. On-screen advertising during the summer will take place at the Brendan Theater in Concord as long as the local pricing structure remains within budget.

511 Contra Costa and SWAT continue to partner with CCCTA to promote free or deeply discounted bus passes as a back-to-school incentive in the fall. County Connection works closely with schools and students to provide information on the school oriented bus routes.

Seniors & Persons With Disabilities

The senior population (age 65 and older) continues to be a strong, stable market segment, comprising over 12% of County Connection's ridership. The senior population is projected to grow more dramatically in the next ten years as "baby boomers" age. It is important for County Connection to attract seniors to the fixed-route service and to retain their patronage for as long as possible before they shift to the more expensive LINK paratransit service.

Perhaps the most effective way to market to seniors is to make sure they are knowledgeable of the service before they need it - by educating them about the public transportation options before they reach the point of giving up their driver's license.

In this effort, staff frequently meets with residents at Senior Centers and senior resource fairs. Information about CCCTA's accessible services, local bus routes, and the deep discounts offered to seniors is provided. Staff also offers hands-on training to individuals wishing to learn how to use wheelchair lifts and ramps. Volunteer bus Ambassadors are available to assist with trip planning, and will travel with individuals until they are comfortable traveling on their own.



The Marketing department updates The Guide To Accessible Services booklet which outlines all accessible features on our buses. Information is tailored to those with mobility impairments or special needs. This booklet focuses on fixed-route services and includes route descriptions, fare information, accessible features and information on the Regional Transit Connection Discount Card program.

The marketing staff coordinates with the Accessible Services department to produce the Welcome To LINK booklet, periodic newsletters, and related promotional supplies. Staff also assists as needed to produce materials targeted to seniors, physicians, and care providers which focus on fixed-route service.

Finally, as the Clipper regional fare program expands, the availability of senior/disabled paper BART tickets is limited. Senior and disabled passengers wishing to take advantage of discounts on BART must apply for the Clipper card in person. Because there are limited locations in Central Contra Costa for seniors to apply, County Connection has agreed to assist in the distribution of Senior Clipper cards.



IV. FY2013 MARKETING FOCUS & STRATEGIES

The FY2013 marketing program will emphasize the role County Connection plays as a vital part of our community in providing safe, clean, efficient, and reliable transit service. The marketing plan relies heavily on the introduction of the “Bus Tracker” real time software. Bus Tracker will make the website a more valuable tool for current and potential riders who expect and value real time information. It will be an asset to the customer service department as well. Staff will continue to focus on community outreach through staff participation in community and business events, as well as through the use mass media outlets.

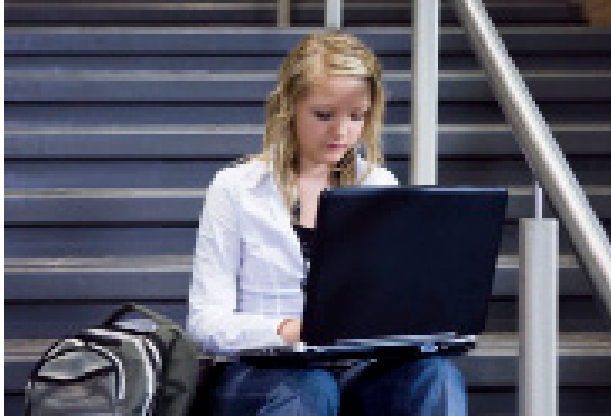
BUS TRACKER

Real Time Schedule Information

The central theme of all marketing activities in FY2013 will revolve around the introduction of the real time “Bus Tracker” which will launch in the Fall of 2012. Marketing the introduction of the real time bus information presents an opportunity for County Connection to attract new riders and increase system ridership. With the advancement of real time technology, more transit riders have come to expect this level of information.

Most agencies with real time capabilities report increases in ridership, but don’t take into account factors such as gasoline prices and employment levels. The Transportation Research Board recently studied ridership increases reported by Chicago Transit Authority taking into account these noted factors. Their research concludes that the availability of real time information contributed to ridership increases of between 1.8 and 2.2 percent. The complete findings of the research are scheduled to be published in June 2012. Their findings suggest that marketing strategies be directed to both users and non-users to bring about larger increases in transit ridership.

Bus Tracker will be on the CCCTA website and riders can use their computers or smart phones to access it. Additionally, users will have the option of receiving “alerts” when their bus is running behind schedule, or when the bus is approaching their stop.



Customer Service Representatives will have access to Bus Tracker, and can more accurately predict arrival times to callers over the telephone. Bus Tracker will be marketed to the general public using integrated marketing strategies that are aimed at reaching commuters, senior citizens and students. The Bus Tracker message will be included in all advertising promotions, community outreach efforts, and partnership activities throughout the year.

Strategies

Promoting the introduction Bus Tracker will be conducted in three phases - the pre-launch, a soft launch, and a system-wide launch.

The pre-launch will consist of “coming soon” information provided at business and community events. Many cities and businesses begin hosting workshops, business expos and Earth Day activities in April. Staff will attend as many as possible with “coming soon” flyers. While the CCCTA data will not be live, staff can demonstrate the features of the system by viewing Sacramento and Chicago websites where the same real time program is operating.

The “soft launch” will take place as soon as the system is live, and will begin with the focus on existing passengers. Staff will ask Sprint to donate smart phone(s)/tablets as cooperative advertising opportunity to be used in drawings throughout the soft launch as well as the system-wide launch. Staff will also ask 511 Contra Costa to provide free CCCTA Commuter Cards to be used in the system-wide marketing effort.

The system-wide launch is expected to take place in September when school is back in session, and commute traffic is ramping up. Extensive outreach to a wide audience of new and existing riders will be conducted with the use of direct mail, newsprint, and radio advertising.

Pre-Launch Activities – Three months prior

- Produce “coming soon” flyers that can be quickly and easily updated for use in business expos, Earth Day events, and community events during the spring and summer.

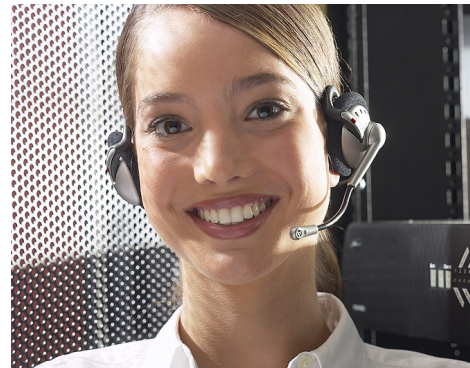
Soft Launch Activities – Upon implementation

- Web Page updated to include a link to real time information.
- Short video announcement that visually describes how Bus Tracker works will be produced for the website, and distributed through social media, as well as print, radio and community access television outlets.
- Flyers will be posted on all buses.

- News Releases distributed to media outlets as well as to local businesses through the Chambers of Commerce.
- News articles provided to City offices and Chambers of Commerce for use in newsletters.
- Traffic sponsorship messages on local radio station KKDV.
- Recruit testimonials from current riders for system-wide launch.
- Conduct a drawing for a free smart phone/tablet.

Systemwide Introduction – After implementation and schools are back in session

- News releases with testimonials
- Newsprint advertisements in local publications include testimonials and coupon for smart phone/tablet drawing
- Direct mail booklet delivered to approximately 100,000 residences along CCCTA fixed-routes that announce real time availability, include system maps, ticket sales outlets, and entry coupon for a free smart phone drawing.
- Bus Tail Advertising – produce 50 tail ads to be used on all available fixed route buses. Any unused ads will be placed on the paratransit fleet.
- Bus-To-BART – with assistance from 511 Contra Costa and BART, distribute flyers on cars in BART parking lots announcing the availability of real-time information. Flyers will describe the routes that serve the specific station and include a coupon for a free CCCTA Commuter Card.
- Radio advertising – thirty second advertising campaign on local radio station KKDV, as well as several stations in the ClearChannel broadcast network to be determined based on Arbitron ratings at that time.
- Print and electronic flyers provided to schools for inclusion in email alerts and internal postings
- Kiosk advertising at DVC



V. CUSTOMER SERVICE

Call Center

Often the initial contact by a new rider is through the Customer Service telephone staff. Greater emphasis has been placed on excellent customer service in the past year with professional call center training for all telephone representatives. To assure that performance standards are continually met, live call coaching sessions are scheduled regularly, and calls are randomly monitored and scored each month.

Customer Service agents will benefit from real time information and be able to provide better, more predictable information to callers.

Website

In the past year web information has been improved with an updated website, a new trip planning feature, and access to bus stops through Google maps. Additionally,

several web pages were designed for mobile device viewing. The new website design enables marketing staff to manage site content and to access user statistics, which is a valuable tool for planning and marketing purposes. Since introducing the new website in October 2010, traffic has increase by 25%. With the introduction of Bus Tracker more growth is expected.

Social Media

County Connection maintains Facebook and Twitter business pages in the mix of out-reach strategies to communicate with followers. The use of social media as a business tool is a relatively new phenomenon, and the growth in followers has been slow, but consistent. All news information posted on the website is also posted on the Facebook and Twitter pages. Additionally, staff sends out short messages throughout the week about minor service delays, industry news, or takes polls to engage followers. Staff responds to comments posted on social network pages the same as any other customer contact.

Regional Customer Service Projects

The Metropolitan Transportation Commission coordinates several regional customer service projects that CCCTA staff participates in. They include the following:

- 511.org - The 511.org website provides direct links to all area transit agency web sites and includes a regional trip planner. CCCTA planning staff provides the data feed with each service bid, and marketing staff spot checks the schedules for accuracy prior to posting on the 511.org website. CCCTA will eventually feed real time information to 511.org.
- 511 Customer Service Telephone Line – Individuals calling 511 are directed by telephone prompts to the transit agency of choice. The caller is then connected to the transit agency Customer Service Center. Each agency is responsible for providing information to 511 relating to call center hours/fares.
- The Bay Area Air Quality Management District routinely sponsors low cost marketing programs targeted to specific audiences. One of the current projects, "Transit to Trails", is being conducted in Contra Costa County. CCCTA marketing staff is serving on the resource team for this project.

V. COMMUNITY OUTREACH

- Business Expos - Participating in business and employer sponsored transportation events are excellent opportunities for County Connection to communicate directly with commuters seeking an alternative to driving. Large employers periodically sponsor events either through a Transportation Demand Management organization, or on their own. County Connection staff routinely attends such events. Many of the Chambers of Commerce also sponsor business expos allowing members to set up displays at little or no cost. CCCTA staff attends many of these events in an effort to maintain a presence in the business community.
- Earth Day/Green Events - Sustainability, once a topic connected to Earth Day, is becoming a year-round event. Often “green” events are combined with health fairs put on by large hospitals such as John Muir Medical Center, and Kaiser. Earth Day and green events are now scheduled throughout the year in nearly every community. Because these events target a broad market, CCCTA marketing staff attends as many as possible, often bringing a bus for attendees to board. Having our product available gives staff the opportunity to talk about the environmental benefits of using public transportation, and efforts CCCTA is taking to be a responsible and environmentally friendly member of the community.
- Select Community Events – Many communities sponsor events that draw large crowds from throughout the service area. Examples include Kid Fest in Concord, the Walnut Festival in Walnut Creek, Earth Day in Martinez, and the Lafayette Art & Wine Festival. With limited staff, emphasis will be placed on attending events that have a family focus where CCCTA can have a bus on display. Young children are drawn to the bus, which provides an opportunity for staff to introduce the bus and our services to parents. Marketing staff will rely on volunteer Ambassadors to assist at these events.



The marketing department will continue to organize and promote the community based annual food drive, support training requests for Guide Dogs For The Blind, and coordinate with maintenance to support law enforcement training activities requiring the use of the buses and the facility.

FY2013 MARKETING PROMOTIONS BUDGET


I. Systemwide Promotion-Real Time	\$135,000
• Direct Mail - RT Introduction & Periodic Route Support Programs (\$75K)	
• Monthly Radio - combination of :30 and :15 announcements (\$30K)	
• Quarterly Newsprint advertising (\$15K)	
• On-Line Advertising (\$15K)	
II. Targeted Marketing Programs	\$20,000
• Senior & Disabled Marketing Programs	
• Youth Marketing	
III. Business and Community Outreach Efforts	\$10,000
• Chamber Dues	
• Business and community event fees	
• Flyer/print production	
IV. Miscellaneous Expenses	\$15,000
• Graphics Support/Translation	
• Directory Listings (Yellow pages)	
• Misc./Supplies	
TOTAL - FY2013 Expense	\$180,000

FY 2013
Marketing &
Communicatio
ns Plan





Service Overview

- Central Contra Costa service area approximately 200 square miles
 - Population in service area approximately 500,000
 - Provides service 7 days a week
 - Operates series of local, express, and select service routes
- 

Partnerships


- Sunset Development – Routes 96X and 97X
- City of Walnut Creek – Route 4
- Airport Plaza – Route 91X
- Altamont Commuter Express – Route 92X
- College Services
 - Saint Mary's College – Routes 6 and 250
 - JFK University – Route 9
 - Cal State East Bay – Route 260

Passenger Profile

- 2007 On-board survey results
 - 77% transit dependent -defined as having no vehicle or license
 - 66% regular riders using bus at least 4 times per week
 - 46% using the bus to go to/from work
 - 27% using the bus to go to/from school
- Fare category defined by operator/payment method
 - 40% adult riders
 - 11% youth riders
 - 11% senior riders
 - 38% bus/BART transfers




Marketing Objectives

- Strengthen brand identity by building on reputation for providing safe, efficient service.
 - Retain current riders by providing effective passenger information, quality service, and well priced discount fare options.
 - Expand ridership base by targeting non-riders and encouraging trial ridership.
 - Determine market awareness and opinion levels.
- 




Target Markets

- Local and long distance commuters
 - Student riders
 - Senior and disabled riders
- 




2013 Marketing Plan

- Bus Tracker
 - Customer Service
 - Web and Social Media
 - Community Outreach
 - Promotions Budget
- 



2013 Marketing Focus – Bus Tracker

- Bus Tracker takes the uncertainty out of bus arrival times.
 - Based on GPS predicts arrival time at any bus stop.
 - Current bus locations can be viewed on a map.
 - Available on computers and smart phones/tablets.
 - Available over the phone by CCCTA call center staff.
 - Ability to register for text or email alerts when bus is approaching desired stop, or if desired route is running off schedule or service detours.
- 

Marketing Bus Tracker

Pre-launch Activities – 3 months prior

- “Coming Soon” flyers and information sheets distributed at commuter, business and community events.

Soft Launch Activities – Upon implementation


- Web page updated with link to real time.
- Introductory video on website, social media, and sent to media outlets.
- Interior and exterior bus advertising.
- News articles to City offices, media outlets, businesses.
- Traffic sponsorship messages on local radio station.

Marketing Bus Tracker (continued) Systemwide Introduction

- News articles with passenger testimonials.
- Direct mail booklet announcing Bus Tracker, including bus tracker benefits, CCCTA system maps, ticket outlet locations, passenger testimonials, and coupon entry for prize drawings.
- Video demonstration posted on web, social media, and distributed to news outlets.
- Newsprint advertising with passenger testimonials.
- BART advertising – cooperative advertising with BART. Flyers on cars in BART lots announcing Bus Tracker, bus routes that serve the station, and entry coupon for free bus pass.
- Radio Advertising – 30 second spots on Bay Area radio stations.
- Print and electronic flyers provided to schools and businesses through Chamber of Commerce distribution.




Customer Service – Call Center

- CCCTA call center training includes regular live call coaching and call monitoring.
 - Staff follows up with callers regarding complaints that have been documented and investigated.
 - Customer Service staff attempts to reunite lost items to their owners.
- 




Customer Service – Website and Social Media

- CCCTA website updated regularly.
 - Trip planning feature added in FY2012 includes access to bus stops through Google Maps.
 - Access to user statistics provides valuable and timely information about information users want.
 - Website use has increase 25% since 2010 introduction.
 - Postings to Facebook and Twitter accounts are easily managed through website
- 



Community Outreach

- Support efforts of TDM partners at worksites.
 - Participate in business expos and employer sponsored commuter/health fairs.
 - Participate in community “green” events and select Chamber of Commerce events that attract community interest.
 - Coordinate annual food drive.
 - Support training requests for Guide Dogs For The Blind, and local law enforcement training activities that require the use of CCCTA property.
- 

FY2013 Promotions Budget

Systemwide Promotions \$135,000

- Direct Mail (\$75K)
- Radio (\$30K)
- Newsprint (\$15K)
- Bus/BART advertising (\$15K)

Targeted Programs \$20,000

- Senior/Disabled Programs (\$10K)
- Youth Programs (\$10K)

Business & Community Outreach \$10,000

- Chamber Dues (\$3K)
- Event Fees (\$2K)
- Print/flyer production (\$5K)

Miscellaneous Expenses \$15,000

- Graphics support/translation (\$5K)
- Directory Listings (yellow pages) (\$5K)
- Misc/Supplies (\$5K)

Total Expense \$180,000

To: Marketing, Planning, & Legislative Committee

Date: April 23, 2012

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

SUBJECT: “Love The Bus” Photo Contest

Summary of Issues:

The marketing department employs professional photographers each year to keep photos on the website current and interesting. Staff plans to conduct a contest during the summer to engage aspiring photographers in the area. Modest cash prizes will be awarded to winners in each of three categories.

The California Academy of Science ran a photo contest last year, and CCCTA has mimicked their program (<http://www.calacademy.org/lovelife/>). Program description, rules and releases have been modified to reflect the CCCTA program. A web page will be designed to display contest description, entries and winning photos.

Recommendation:

Review the flyer that describes the contest, rules, judging and prizes, and support implementation of the contest. No Board action is required.

Financial Implications:

Assuming all eligible prizes are awarded the cost to CCCTA will be \$1400. This is about the same amount we pay a photographer for a half day. This amount will be taken from the current year promotions budget.

Attachment:

- 1) “Love the Bus” photo contest flyer

2012 Photo Competition

Love The Bus

County Connection is looking for inspiring photos to capture the role that public transportation plays in the quality of life for Central Contra Costa residents.

Categories

- The bus In Motion
- People Who Ride The Bus
- The Bus In Our Community

Winning entries will be displayed on cccta website



Submit your photos by Friday, August 1, 2012.

Prizes:

- Grand Prize Winner in each category receives a \$250 cash prize
- Three runners up in each category receive a \$100 gift certificate for the photo shop/studio of their choice.

Send Photos (JPEG) To:

- marketing@cccta.org
- No more than 20 photo entries per person.
- Read contest description and official rules on back. Rules also posted at cccta.org/_____



COMPETITION DESCRIPTION:

The "Love the Bus" Photo Competition (the "Competition") is an opportunity for aspiring photographers to capture the role that public transportation plays in the quality of life for Central Contra Costa residents.

The competition will feature photographs in the categories of:

1. The Bus In Motion – County Connection buses move 3.5 million passengers each year throughout Contra Costa County. Photos that capture movement will be included in this category. Bus movement, people movement, the movement of scenery out the window.
2. People who ride the Bus – Photos that capture the County Connection bus rider. Transit riders going to work, school, church, shopping. Riders waiting for the bus, climbing onboard, talking with each other, watching out the window.
3. The Bus in our Community – County Connection buses and bus stops are prevalent throughout the Central County Community. There are 1700 bus stops and 180 shelters and benches throughout the service area. Buses travel through downtown areas, to major destinations, and down suburban and rural streets. Photos that show the County Connection presence in the Community will be included here.

The Competition begins on April 21, 2012 and ends at 11:59 pm PST on August 1, 2012.

The Competition is subject to these official rules, which also can be found at <http://www.cccta.org>

PRIZES:

One Grand Prize winner will be selected for each of the three categories and each will receive a cash prize of \$250. Three runners up per category (total of nine) will be awarded \$100 gift certificates to the photography store/studio of their choice.

Winners will be invited to receive their Awards at a County Connection Board of Directors meeting.

JUDGING:

Winning Grand Prize and runners up will be selected on or before August 31, 2012. A panel made up of staff, professional photographers and artists will select the winners. Photographs will be judged on aesthetic value (60%), originality (25%) and technical proficiency (15%).

All decisions of the judges are final. County Connection retains sole discretion over the categories in which photographs are considered, and over the selection of and/or decision not to select any particular photograph as a winner. Winners will be notified via e-mail August 31, 2012, and will be required to respond in person or (as directed) to e-mail notification within 72 hours of attempted notification. The failure to respond timely to the notification may result in forfeiture of the prize and, in such case, the County Connection may choose the next winning runner-up entry from among the remaining eligible entries.

HOW TO ENTER:

From April 20, 2012 through August 1, 2012 send your high resolution digital photograph entries to marketing@cccta.org, and title your message Love the Bus

RULES REGARDING PHOTOGRAPHS:

- Limit of 20 photograph entries per person.
- Photographs must be in digital format and should be submitted at the highest resolution possible.
- Photographs must be original and the submitting photogra-

pher must hold all rights in the photograph.

- Submitted photographs may not have been previously published.
- Photographers must have permission from any people whose faces are recognizable in their photographs and, if a photograph is selected as a winner, the photographer must submit a release* form for any recognizable individuals pictured in the winning photograph. Photos showing more than twenty people within a group do not require a release. *Release forms are available at <http://www.cccta.org>
- By submitting a photograph, the photographer or, if the photographer is under the age of 18, the photographer's parent or guardian, grants to County Connection the right to use and publish the photographer's photograph for any purpose and in any media, in perpetuity, including on the County Connection website, promotional publications and advertising.
- The photographer or, if the photographer is under the age of 18, the photographer's parent or guardian, also grants to County Connection the right to crop the photographer's photograph; and to use the photographer's name and photograph in association with the photograph and/or the Competition.
- Parties under the age of 18 selected as winners must provide a release executed by their parent or guardian agreeing to the terms of this paragraph to qualify as final winners.
- Photographers retain copyright in their photographs, subject to the rights granted above.

CONDITIONS:

The Competition is subject to these Official Rules. By participating, Entrants agree: (i) to be bound by these complete Official Rules and the decisions of County Connection, which shall be final and binding; and (ii) to waive any right to claim ambiguity in the Competition or these Official Rules, except where prohibited by law. By accepting a prize, winners agree to release County Connection and its affiliated entities, together with their respective directors, employees, officers, licensees, licensors and agents, and respective advertising and promotion entities (collectively, the Releases), from any and all liability, loss or damage arising from or in connection with awarding, receipt and/or use or misuse of a prize or participation in any prize-related activities.

County Connection reserves the right to cancel or suspend the Competition, in its sole discretion, should it receive fewer than 20 entries, or receive no entries that have a judged score above 85 points, or due to circumstances beyond its control, including natural disasters. County Connection may prohibit an entrant from participating in the Competition or winning a prize if, in its sole discretion, it determines such entrant is attempting to undermine the legitimate operation of the Competition in any way. Disputes regarding these Official Rules and/or this Competition will be governed by the internal laws of the State of California.

Employees, officers, directors, agents, representatives of County Connection and their immediate family members and those living in their household, and each person or entity connected with the production, administration or judging of the Competition, are not eligible.

PRIVACY: All personal information collected by County Connection will be used for administration of the Photo Competition. In addition, entrants shall receive e-mail correspondence from, or on behalf of the County Connection, subject to the Agency's privacy policy which is located at www.cccta.org.

These Official Rules and Photo Release forms are available at <http://www.cccta.org>.

To: Marketing, Planning, & Legislative Committee

Date: April 25, 2012

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:

Added to April:

4/12/12 – Concord Child Care Center 30 students/8 adults

4/17/12 – Morello Park Elementary 30 students/5 adults

4/20/12 – Morello Park Elementary 30 students/8 adults

May:

5/8/12 – John Muir Elementary 31 students/7 adults

5/8/12 – John Swett Elementary 30 students/10 adults

5/9/12 – John Swett Elementary 30 students/10 adults

5/10/12 – John Muir Elementary 30 students/7 adults

5/10/12 – John Swett Elementary 30 students/10 adults

Community Events:

April:

4/24/12 – PGE San Ramon – Employee transportation fair

4/25/12 – Shadelands Transportation Fair – 10AM-1PM

May:

5/3/12 - Employer Commuter Fair – Shops at Bishop Ranch – 11AM-1PM

5/8/12 – ATT San Ramon – Employer Commuter Information – 11AM-1PM

5/10/12 – Bike To Work Day – Engergizer Station Iron Horse/Canal Trail – 6:30-9 AM

5/12/12 – Moraga Community Fair – 8AM-4PM

5/16/12 – Cal State East Bay Spring Fest – 4-6:30 PM

5/19/12 – Transit To Trail Community Workshop 9AM – Noon

5/21/12 – Clorox (Dublin/PT)– Employee relocation event – 8AM-11AM

Recommendation:

For information only

Financial Implications:

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