

The County Connection

Advisory Committee

Summary Minutes

Meeting of May 11, 2012

The meeting was called to order at 9:35 AM.

Members present were David Lloyd, Maureen Murphy, Eileen Vonk, and David Libby.

Staff present: Mary Burdick (CCCTA), Kathy Casenave (CCCTA Finance), Laramie Bowron (CCCTA Planning), and Ryan Hiatt from LINK.

Guest present: Ralph Hoffman

Approval of Agenda

The agenda was approved.

Approval of the Minutes of March 9, 2012

The minutes were approved.

Public Comment

Ralph Hoffman introduced himself as a member of the Contra Costa Council on Aging who is active on their senior mobility action commission and the senior housing working groups.

Election of Officers

Eileen Vonk was elected to serve as the Chair and Maureen Murphy will serve as the Vice Chair for FY2013.

FY 2013 Budget

Kathy Casenave presented the final operations and capital budget that was recently approved by the A&F Committee, and will be forwarded to the Board of Directors in May. Ms. Casenave provided a brief background on the service cuts and wage/hiring freeze that have taken place over the past several years in response to the loss of operating capital. She explained that state and local sales tax revenue is the primary source of funds for operating fixed-route and paratransit services. While sales tax revenues have been slowly increasing, the price of diesel fuel is increasing as well. However, the budget approved by the A&F is a balanced budget, and the 10-Year Forecast indicates an ability to operate at current service levels for each of the years as long as the current revenue generation projections hold true. The total operating budget is \$32,679,423, and the total capital budget is \$6,465,753.

The Committee thanked Ms. Casenave for the thorough report and made no recommendations.

Short Range Transit Plan-Operations Plan

Laramie Bowron presented the Operations Plan chapter which focuses on fixed-route and paratransit performance, and highlights the service cuts and route realignments that took place. Additionally, both short term and long term planning projects are discussed. Long term projects that will have the biggest impact on service include changes include the Norris Canyon/I-680 off-ramps, the Walnut Creek Transit Village at Walnut Creek BART, and proposed changes at the Broadway Plaza in Walnut Creek.

At the request of MTC a new section is included in the Operations Plan that outlines operator coordination. This section outlines coordination efforts with Benicia Breeze/SolTrans, Tri Delta Transit, Fairfield/Suisun Transit, Wheels, and WestCAT Transit services.

Eileen Vonk reported that she gets requests that we put some service back on Rt. 15 to serve the Concord Senior Center.

Mobility Management Project

Mr. Bowron reported that the contract is on track building the network of all entities that provide transportation to seniors/disable patrons, and are including private carriers, for profit carriers and community based organizations. CCCTA planning staff will visit their office within the next week to review a project they managed in Sacramento.

The contractor remains on track to complete the project by the end of the year.

FY2013 Final Draft Marketing Plan

Mary Burdick distributed the final draft marketing plan intended to guide the department activities in the year fiscal year. The primary focus of all messaging will center on the introduction of the real time Bus Tracker. The promotions budget has increased from \$104,000 in the current year to \$180,000. The additional funds will enable CCCTA to market the benefits of real time Bus Tracker to non-users with the goal of increasing system ridership.

The Committee made no further recommendations.

ADA Monthly Reports

- A. ADA Certification and Recertification reports for March and April 2012 were reviewed. Ms. Burdick provided a five year history which indicates a significant drop in certifications between fiscal years 2009 and 2010, and reported that these are trends that are being followed by operators, as the decline is contrary to projections assumed with the increase in the aging population.
- B. LINK monthly operating reports for February and March 2012 were reviewed. Members questioned the YTD figures in Collected Billing and Total Revenue Collected (Rows 23 and 24) columns. Mr. Hiatt thought this was a formula error and said he would investigate and correct for future reports.
- C. Ramp Events recorded on the fixed-route system for the Feb. and March time periods were reviewed.

Fixed-Route Staff Reports

- A. Fixed-route Ridership Report – The monthly reports for Dec. 2011 and Jan. 2012 were reviewed without comment.
- B. Driver Appreciation Winners – Ms. Burdick reported that Oswaldo Fajardo was the December winner, and Monroe Woodard was the January winner.
- C. Customer Service Reports – Customer telephone contacts were presented for March and April 2012. There were 131 customer contacts that generated a customer service complaint form for follow-up by the appropriate department. There were 10 commendations. Total number of telephone calls for this period was 12,339.
- D. CCCTA Website User Information - Staff provided user statistics for March and April 2012 time that included total number of visits, number of unduplicated visits, pages per visit, total time on site, and the number of those accessing the site using a mobile device. The Committee expressed interest in seeing a report that outlines the top pages users are accessing.

Adjournment

The meeting was adjourned at 11:50 AM.

The next meeting was scheduled for Friday, July 13, 2012 at 9:30 AM.

Mary Burdick, Manager of Marketing/Public Relations

Date