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, August 1, 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 June 6, 2012 Meeting* **- Action**
4. Short Range Transit Plan – Operations/Capital Budget** **– Review**
5. Customer Service Year End Reports:
    a. FY2012 Pass Sales
    b. FY2012 Telephone Activity
6. Marketing Reports:
    a. Website User Report – July activity will be distributed at the meeting
    b. Community Events*
7. Next Meeting – Wednesday, September 5, 2012
8. Adjournment

*Enclosure
** Sent under separate cover

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.

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Wednesday, June 6, 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: Rick Ramacier, Mary Burdick, and Laramie Bowron
Guest:

Approval of Agenda
The agenda was approved.

Public Comment
There was no public comment.

Approval of the Minutes of May 2, 2012
There minutes were approved as presented.

Transit Access Improvement Study
Laramie Bowron reported that in FY2011 County Connection was awarded planning grant of $113,000 to conduct a transit access study. The study will identify the top 50 bus recommended for access improvement based on ridership, census data, and the need for pedestrian, bicycle, and disabled access. CCCTA release a Request For Proposal in April and received eight proposals. Staff recommends the award go to TJKM Transportation based on their expertise, references, and their demonstrated understanding of the project.

General Manager Ramacier further explained that by conducting the study CCCTA will have a recommended outline of improvements and allows the Authority to better compete for capital improvement funds.

The MP&L Committee approved the staff recommendation and will recommend approval to the Board of Directors.

Marketing Reports

a. Website user reports for May were distributed and discussed. Director Weir suggested that CCCTA consider employing summer interns to help boost website and social media traffic.
b. Upcoming community events for June were provided.

Next Meeting Date: The Committee questioned the need for a July meeting date, and agreed to meet on Thursday, July 5, 2012 if a meeting is necessary. Ms. Burdick will be in contact with Chair Weir regarding a July meeting.

Adjournment: The meeting was adjourned at 4:10 PM.

Mary Burdick

7/24/12

Mary Burdick **Date**
Manager of Marketing

The County Connection

Inter Office Memo

To: MP&L Committee

Date: 7/27/2012

From: Anne Muzzini, Director of Planning

Reviewed by:

SUBJECT: SRTP Operating/Capital Plan

Summary of Issues:

The Short Range Transit Plan serves as CCCTA's operating and financial document for the purpose of supporting grant applications for State and Federal funds. The operating plan includes three scenarios; Baseline, STA fund reduction, and TDA growth. In the case of the baseline scenario the current level of service is sustainable through FY 2017. The STA fund reduction scenario would require service cuts and this are quantified to show the impact. If TDA fund grow at a rate of 10% instead of the baseline assumption of 3%, then service can be expanded to a level equal to that operated in 2007. All scenarios assume that there will be fare increases in 2014 and 2018.

The capital portion of the plan includes facility related projects, ongoing replacement of tools and equipment, and bus replacements. Because 64 buses are due for replacement in 2014, and because local match will be difficult to obtain, this purchase has been spread over two years.

Recommendation:

Staff recommends that the Committee review the attached Operating/Capital 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

OPERATING FINANCIAL PLAN

This chapter outlines CCCTA's ten-year Operating Budget. Federal Transportation Administration (FTA) and the Metropolitan Transportation Commission (MTC) require that this plan must demonstrate financial capacity to operate the proposed levels of service as well as be sustainable and generally balanced each year over the period of the SRTP, using currently available or reasonably projected revenues. For this chapter CCCTA staff has developed three distinct operating scenarios that project: status quo, negative, or positive growth.

Fixed Route & **Paratransit Operating Financial Costs** & **Revenue Assumptions**
This section outlines the financial costs and projected revenue assumptions for fixed-route and paratransit services. This 10-year plan projects total revenue available for fixed route operations at $305,100,707.

Due to the drastic changes in the economy over the past few years, CCCTA has taken several measures to control costs and adjust expectations. Some of the measures CCCTA has taken to balance the operating budget have included a service restructuring, fare increase, and improved scheduling efficiency. CCCTA is committed to exploring all options available to control costs without degrading service. Cutting service is viewed as the "last resort" when all other options have been exhausted.

Provided below is discussion describing common revenue sources CCCTA accesses to support operations and the assumptions used within the financial forecast.

Federal Transportation Administration Section 5307:
The Federal Transit Administration apportions funding to US Census designated urbanized areas. As the regional transportation planning agency, MTC is the designated recipient of transportation funds such as FTA 5307 and 5309 funds. MTC programs FTA 5307 funds to support ADA mandated paratransit operating assistance, flexible set-aside and preventive maintenance. Since the recession in 2009, MTC has withheld the flexible set-aside funds, originally used to offset operating costs, in order to balance deficits in other urbanized areas. It is the hope of transit agencies that when a robust economy returns, MTC will again program these funds. Ten percent of an urban areas apportionment is designated for paratransit operating assistance.

Special Service Revenues:
Special service revenues are for services provided under contract to other government or non-governmental entities for trips provided on special routes. This is a small, but growing source of revenue, and may be an opportunity for CCCTA to expand its service level in the next several years. Despite the significant opportunity that special revenues present, this plan does not assume any increases.

Measure J:
Originally passed as Measure C in 1988, the 20-year measure expired in 2008 and was reauthorized for 25 years as Measure J by the voters of the county. The Metropolitan Transportation Commission has directed transit operators not to include existing sales tax

measures beyond their sunset date in their respective financial forecasts. Measure J includes both fixed-route and paratransit (LINK) service. It currently funds specific routes including Routes: #9, #14, #16, #18, #35, #92X, #93X, #95X, #96X, #97X, #98X, and #316. Some of this funding was intended for service expansion but due to service cuts and uncertain economic conditions, the funding has been redirected to existing services to prevent future cuts. CCCTA anticipates that when economic confidence returns, these funds will be allocated to their original purpose.

BART:

CCCTA receives funds through MTC to subsidize feeder bus service once operated by BART, and directly from BART to provide ADA paratransit service. This Plan assumes a 4 percent annual growth rate after FY13 to provide BART's express bus service and 3 percent for ADA paratransit service.

State Transportation Assistance:

MTC allocates State Transportation Assistance (STA) funds to fund fixed route and paratransit service. This fund source can be used for operations and capital projects; however, this plan assumes that all STA funds will be used for operations. This plan assumes 4 percent growth per annum in the status quo and TDA growth scenarios and assumes a 100% cut in the STA cut scenario.

Transportation Development Act Article 4.0:

Transportation Development Act Article 4.0 funds are the largest source of funding for CCCTA, representing over 40 percent of all operating revenue in FY12. TDA is generated from a 1/4-cent sales tax on all taxable sales occurring in the county. Revenue generated countywide are apportioned to transit operators based on their service area population share relative to the county population. TDA 4.0 funds are used for the operational and capital needs of both fixed route and paratransit service.

Because TDA is apportioned directly to CCCTA and provides the most flexibility for range of use, this fund source is only used when other sources are not available. Presently, TDA is projected to grow at a rate of 3.02 to 4.54 percent, based on the projections provided by MTC from each county's auditor. Unused TDA 4.0 is considered reserve funds and used as a cushion for unforeseen events or as a local match for competitive grants.

Transportation Development Act Article 4.5:

Transportation Development Act Article 4.5 funds are allocated directly to paratransit services by MTC. This plan assumes an annual growth rate of 4 percent.

Regional Measure 2:

In 2004, Bay Area voters passed Regional Measure 2 (RM2) which provides funding for projects reducing congestion or improving travel conditions on bridge toll corridors. CCCTA has used RM2 funds to operate Routes #96X and 98X. After FY13, this plan assumes stable RM2 funding to continue operating these routes.

Operations Budget Scenarios

CCCTA staff developed the following three distinct operating budget scenarios:

<u>Scenario 1: Status Quo</u>

- Cost Growth: 4% after FY13.
- Revenue Growth: TDA increases at 3.02% for FY13-FY15 and 4.03% in FY16-FY19 & 4.54% FY020-FY21. STA and Measure J increase at 4% annually, all other revenue remains at FY13 levels.
- Fare Increases: 9.2% in FY14 and 8% in FY18.
- Service Reductions: None
- FY15 TDA Balance: $3,831,648
- FY21 Balance: ($13,439,926)

<u>Scenario 2: 100% Cut in State Transit Assistance Scenario</u>

- Cost Growth: 4% after FY13.
- Revenue Growth: Annual Revenue Growth: TDA increases at 3.02% for FY13-FY15 and 4.03% in FY16-FY19 & 4.54% FY20-FY21. Measure J increase at 4% annually, all other revenue remains at FY13 levels.
- Fare Increases: 9.2% in FY14 and 8% in FY18.

<u>With No Service Reductions</u>

- FY15 TDA Balance: ($3,742,609)
- FY21 TDA Balance: ($47,651,157)

<u>With 15% Service Reduction in FY14 and 13% in FY17Targeted Service Reductions</u>

- FY15 TDA Balance: $3,273,830
- FY21 TDA Balance: $293,631

<u>Scenario 3: 10% Annual TDA Growth</u>

- Cost Growth: 4% after FY13.
- Revenue Growth: TDA increases at 3.02% for FY 2013-FY 2015 and 4.03% in FY 2016-FY 2019 & 4.54% FY 2020-2021. STA and Measure J increase at 4% annually, all other revenue remains at FY13 levels.
- Fare Increases: 9.2% in FY14 and 8% in FY18.
- Service Reductions: None

<u>With No Expansion</u>

- FY15 TDA Balance: $7,786,786
- FY21 TDA Balance: $50,859,687

<u>With 5.6% Increase in Service</u>

- FY15 TDA Balance: $6,446,369
- FY21 TDA Balance: $506,692

Note: All service cuts and fare increases are highlighted in orange

Scenario 1: Status Quo Scenario

The first scenario is a status quo illustration of CCCTA's current TDA growth projections. It shows a steadily declining TDA balance. TDA revenues are being generated at low levels than expected and reflect the fact that the economy has not yet recovered to a point where growth can be projected. CCCTA expects to have a negative TDA balance by FY17. The status quo scenario assumes a 4% TDA growth rate after FY13. The operating budget presented below assumes future fare increases of 9.2% in FY14 and 8% in FY18. Costs for both fixed-route and paratransit service are projected to grow by larger margins than the revenue resulting in a declining TDA reserve. Because paratransit service is mandated and inherently more expensive it is difficult to cut in order to achieve a balanced budget, resulting in the burden falling on the fixed-route service to balance the budget. This scenario serves to demonstrate that even with planned fare increases and no passenger decline, a deficit is expected in FY17.

Operations Budget - Scenario 1 - TDA Reserve

	FY 12	FY 13	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20	FY 21
Beginning Balance	$6,884,000	$6,884,000	$6,884,000	$5,466,557	$3,831,648	$1,790,162	-$675,162	-$3,216,909	-$6,216,984	-$9,620,413
TDA 4.0 Allocation	$12,103,725	$11,556,030	$11,905,022	$12,264,554	$12,758,815	$13,272,996	$13,807,897	$14,364,356	$15,016,497	$15,698,246
TDA 4.0 Needed										
Fixed Route Operations	$10,590,257	$10,547,734	$11,083,882	$11,542,045	$12,320,193	$13,129,466	$13,606,786	$14,482,097	$15,392,419	$16,339,155
Paratransit Operations	$1,513,468	$1,008,296	$2,238,584	$2,357,418	$2,480,108	$2,608,853	$2,742,857	$2,882,335	$3,027,507	$3,178,604
Ending Operating Balance	$6,884,000	$6,884,000	$5,466,557	$3,831,648	$1,790,162	-$675,162	-$3,216,909	-$6,216,984	-$9,620,413	-$13,439,926

CCCTA does use TDA funding, when available for capital purposes, and when these are taken into account, CCCTA still anticipates a negative TDA balance in FY17 but it does not represent a large share of the overall TDA use.

Operations Budget with Capital - TDA Reserve

	FY 12	FY 13	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20	FY 21
Beginning Balance	$6,884,000	$6,884,000	$6,884,000	$5,466,557	$3,831,648	$1,790,162	-$675,162	-$3,216,909	-$6,216,984	-$9,620,413
TDA 4.0 Allocation	$12,103,725	$11,556,030	$11,905,022	$12,264,554	$12,758,815	$13,272,996	$13,807,897	$14,364,356	$15,016,497	$15,698,246
TDA 4.0 Needed										
Fixed Route Operations	$10,590,257	$10,547,734	$11,083,882	$11,542,045	$12,320,193	$13,129,466	$13,606,786	$14,482,097	$15,392,419	$16,339,155
Paratransit Operations	$1,513,468	$1,008,296	$2,238,584	$2,357,418	$2,480,108	$2,608,853	$2,742,857	$2,882,335	$3,027,507	$3,178,604
TDA for Capital	-	235,000	1,652,000	953,000	1,632,000	1,121,000	1,176,000	1,697,000	872,000	322,000
Ending Operating Balance	$6,884,000	$6,649,000	$3,814,557	$2,878,648	$158,162	-$1,796,162	-$4,392,909	-$7,913,984	-$10,492,413	-$13,761,926

Operations Budget - Scenario 1 - Status Quo
FY 2011-12 to 2020-21

	FY 12	FY 13	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20	FY 21
	Projected									
Fixed Route										
Revenue Hours	208,882	208,882	208,882	208,882	208,882	208,882	208,882	208,882	208,882	208,882
Total Hours	238,364	238,364	238,364	238,364	238,364	238,364	238,364	238,364	238,364	238,364
Cost/Total Hour	$106.26	$110.51	$114.93	$119.52	$124.30	$129.28	$134.45	$139.83	$145.42	$151.24
Total Cost	$25,279,298	$27,281,272	$27,394,297	$28,490,069	$29,629,672	$30,814,859	$32,047,453	$33,329,351	$34,662,525	$36,049,026
Passengers/RHr	16	16	16	16	16	16	16	16	16	16
Passengers	3,304,226	3,304,226	3,304,226	3,304,226	3,304,226	3,304,226	3,304,226	3,304,226	3,304,226	3,304,226
Fare Revenue (incl Special)	$4,351,681	$4,435,980	$4,554,054	$4,554,054	$4,554,054	$4,554,054	$4,918,378	$4,918,378	$4,918,378	$4,918,378
Average Fare/Passenger	$1.26	$1.26	$1.38	$1.38	$1.38	$1.38	$1.49	$1.49	$1.49	$1.49
Net Operating Cost	$20,927,617	$22,845,292	$22,840,243	$23,936,015	$25,075,618	$26,260,805	$27,129,075	$28,410,973	$29,744,147	$31,130,648
Advertising	$532,096	$552,096	$600,000	$600,000	$600,000	$600,000	$600,000	$600,000	$600,000	$600,000
Investment Income	$120,000	$120,000	$148,500	$148,500	$148,500	$148,500	$148,500	$148,500	$148,500	$148,500
FTA Planning	$30,000	$30,000	$30,000	$30,000	$30,000	$30,000	$30,000	$30,000	$30,000	$30,000
5307 Preventative Maint	$3,175,000	$2,453,884	$2,000,000	$2,000,000	$2,000,000	$2,000,000	$2,000,000	$2,000,000	$2,000,000	$2,000,000
TDA 4.0	$10,590,257	$10,547,734	$11,083,882	$11,542,045	$12,320,193	$13,129,466	$13,606,786	$14,482,097	$15,392,419	$16,339,155
STA (All)	$1,852,940	$3,570,068	$3,712,871	$3,861,386	$4,015,841	$4,176,475	$4,343,534	$4,517,275	$4,697,966	$4,885,885
Measure J	$3,384,871	$3,808,297	$3,960,629	$4,119,054	$4,283,816	$4,455,169	$4,633,376	$4,818,711	$5,011,459	$5,211,917
BART Express Bus	$556,311	$603,978	$622,058	$646,940	$672,818	$699,731	$727,720	$756,829	$787,102	$818,586
Dougherty Valley	$166,268	$225,000	$100,000	$100,000	$100,000	$100,000	$100,000	$100,000	$100,000	$100,000
Other Local Grants	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000	$20,000
SWAT (92X & 35)	$0	$0	$45,000	$45,000	$45,000	$45,000	$45,000	$45,000	$45,000	$45,000
RM2/Express Bus	$145,339	$145,339	$414,090	$414,090	$414,090	$414,090	$414,090	$414,090	$414,090	$414,090
Lifeline (JARC)	$354,535	$768,896	$103,214	$409,000	$425,360	$442,374	$460,069	$478,472	$497,611	$517,515
Sub Total Revenue	$20,927,617	$22,845,292	$22,840,243	$23,936,015	$25,075,618	$26,260,805	$27,129,075	$28,410,973	$29,744,147	$31,130,648

Operations Budget - Scenario 1 - Status Quo

FY 2011-12 to 2020-21

	FY 12	FY 13	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20	FY 21
	Projected									
Paratransit										
Revenue Hours	80,328	80,328	80,328	80,328	80,328	80,328	80,328	80,328	80,328	80,328
Total Hours	99,380	99,380	99,380	99,380	99,380	99,380	99,380	99,380	99,380	99,380
Cost/Total Hour	$54.18	$56.34	$58.60	$60.94	$63.38	$65.91	$68.55	$71.29	$74.14	$77.11
Total Cost	$5,384,095	$5,599,458	$5,823,437	$6,056,374	$6,298,629	$6,550,574	$6,812,597	$7,085,101	$7,368,505	$7,663,245
Passengers/RHr	2.05	2.05	2.05	2.05	2.05	2.05	2.05	2.05	2.05	2.05
Passengers	164,646	164,646	164,646	164,646	164,646	164,646	164,646	164,646	164,646	164,646
Fare Revenue	$601,084	$613,106	$613,106	$613,106	$613,106	$613,106	$613,106	$613,106	$613,106	$613,106
Average Fare/Passenger	$3.65	$3.72	$3.72	$3.72	$3.72	$3.72	$3.72	$3.72	$3.72	$3.72
Net Operating Cost	$4,783,011	$4,986,352	$5,210,331	$5,443,268	$5,685,523	$5,937,468	$6,199,491	$6,471,995	$6,755,399	$7,050,139
Advertising + Interest	$0	$0	$16,000	$16,000	$16,000	$16,000	$16,000	$16,000	$16,000	$16,001
Non-Operating Revenue	$300	$300								
5307 ADA Set-Aside	$672,718	$686,172	$713,619	$742,164	$771,850	$802,724	$834,833	$868,226	$902,956	$939,074
TDA 4.5	$655,865	$638,144	$663,670	$690,217	$717,825	$746,538	$776,400	$807,456	$839,754	$873,344
TDA 4.0	$1,513,468	$1,008,296	$2,238,584	$2,357,418	$2,480,108	$2,608,853	$2,742,857	$2,882,335	$3,027,507	$3,178,604
STA (All)	$703,189	1,089,261	$146,000	$150,380	$154,891	$159,538	$164,324	$169,254	$174,332	$179,562
Measure J	$959,374	$1,170,022	$1,216,823	$1,265,496	$1,316,116	$1,368,760	$1,423,511	$1,480,451	$1,539,669	$1,601,256
New Freedom			$17,000	$17,000	$18,000	$18,000	$18,000	$18,000	$18,001	$18,002
BART ADA (3% growth)	190,000	$192,850	$198,636	$204,595	$210,732	$217,054	$223,566	$230,273	$237,181	$244,297
Sub Total Revenue	$4,694,914	$4,785,045	$5,210,331	$5,443,268	$5,685,523	$5,937,468	$6,199,491	$6,471,995	$6,755,399	$7,050,139

Scenario 2: 100% Cut in State Transit Assistance Scenario

The second scenario assumes a 100% cut in STA revenues in FY14 and every subsequent year in the SRTP period. STA, which makes up roughly 15% of the annual operating revenue, has been a volatile revenue source in the past and its future remains very much in question. In order to absorb this significant cut in essential revenue, CCCTA would have to consider service cuts. This scenario emphasizes the importance of continued operating support from the State. Without any action, CCCTA would have a deficit in FY14 that would reach a nearly $50 million by FY21.

	FY 12	FY 13	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20	FY 21
Beginning Balance	$6,884,000	$6,884,000	$6,884,000	$1,753,686	-$3,742,609	-$9,799,935	-$16,441,734	-$23,327,014	-$30,844,365	-$38,945,759
TDA 4.0 Allocation	$12,116,878	$11,556,030	$11,905,022	$12,264,554	$12,758,815	$13,272,996	$13,807,897	$14,364,356	$15,016,497	$15,698,246
TDA 4.0 Needed										
Fixed Route Operations	$10,603,410	$10,547,734	$14,796,752	$15,403,431	$16,336,034	$17,305,941	$17,950,320	$18,999,372	$20,090,385	$21,225,039
Paratransit Operations	$1,513,468	$1,008,296	$2,238,584	$2,357,418	$2,480,108	$2,608,853	$2,742,857	$2,882,335	$3,027,507	$3,178,604
Ending Balance	$6,884,000	$6,884,000	$1,753,686	-$3,742,609	-$9,799,935	-$16,441,734	-$23,327,014	-$30,844,365	-$38,945,759	-$47,651,157

CCCTA could maintain a positive TDA reserve balance if steep service cuts were implemented. The following cuts serve as an example of what would be necessary to balance the budget:

- 15% Cut in FY14 – If these cuts were to take place they would be directed towards the least productive and most TDA-costly routes and would likely result in the loss of Routes #2, #5, #6, #7, #19, #25, #28, #36, 93X, #301, #311, #315, #321, #603, #607, #608, #609, #610, #616, #622, #626, and #635; and

- 12% Cut in FY17 – In order to avoid a negative TDA balance in the last 5 years of the SRTP period, CCCTA would have to make an additional 12% cut in service. This cut would result in the loss of Routes #1, #15, #17, #21, #35, #320, #606, #612, #625, and #636.

The following table shows CCCTA's TDA reserve if the service cuts described were implemented:

Operations Budget - Scenario 2 - No STA - With Service Cuts										
	FY 12	**FY 13**	**FY 14**	**FY 15**	**FY 16**	**FY 17**	**FY 18**	**FY 19**	**FY 20**	**FY 21**
Beginning Balance	$6,884,000	$6,884,000	$6,884,000	$5,179,723	$3,273,830	$977,846	$1,176,987	$1,358,831	$1,242,539	$889,494
TDA 4.0 Allocation	$12,116,878	$11,556,030	$11,905,022	$12,264,554	$12,758,815	$13,272,996	$13,807,897	$14,364,356	$15,016,497	$15,698,246
TDA 4.0 Needed										
Fixed Route Operations	$10,603,410	$10,547,734	$11,370,716	$11,813,029	$12,574,691	$10,465,001	$10,883,196	$11,598,313	$12,342,035	$13,115,505
Paratransit Operations	$1,513,468	$1,008,296	$2,238,584	$2,357,418	$2,480,108	$2,608,853	$2,742,857	$2,882,335	$3,027,507	$3,178,604
Ending Balance	$6,884,000	$6,884,000	$5,179,723	$3,273,830	$977,846	$1,176,987	$1,358,831	$1,242,539	$889,494	$293,631

Scenario 3: 10% Increase in Transportation Development Act Fund Scenario

The final operating budget scenario is one that moves towards providing a more financially stable service by steadily increasing the agency's TDA allocation by 10% above the 3%-4% shown in the baseline scenario. If the additional TDA allocation were not used for service expansion, CCCTA's TDA reserve would increase as shown:

Operations Budget - Scenario 3 - 10% TDA Growth - No Action										
	FY 12	**FY 13**	**FY 14**	**FY 15**	**FY 16**	**FY 17**	**FY 18**	**FY 19**	**FY 20**	**FY 21**
Beginning Balance	$6,884,000	$6,884,000	$6,884,000	$6,770,675	$7,786,786	$9,979,222	$13,601,609	$19,312,222	$27,085,677	$37,439,640
TDA 4.0 Allocation	$12,116,878	$11,556,030	$13,060,625	$14,761,118	$16,832,103	$19,193,648	$21,886,516	$24,957,195	$28,585,971	$32,742,371
TDA 4.0 Needed										
Fixed Route Operations	$10,603,410	$10,547,734	$10,935,367	$11,387,590	$12,159,559	$12,962,407	$13,433,045	$14,301,406	$15,204,501	$16,143,719
Paratransit Operations	$1,513,468	$1,008,296	$2,238,584	$2,357,418	$2,480,108	$2,608,853	$2,742,857	$2,882,335	$3,027,507	$3,178,604
Ending Balance	$6,884,000	$6,884,000	$6,770,675	$7,786,786	$9,979,222	$13,601,609	$19,312,222	$27,085,677	$37,439,640	$50,859,687

This additional revenue could also allow for significant service expansion, on new or existing routes in the form of increased frequency and expanded service hours. The table below shows the result of TDA growth and a 5.6% expansion in service annually beginning in FY15. At this rate, service levels will eventually equal nearly 306,000 revenue hours, surpassing FY03 service levels, CCCTA's highest service year.

Operations Budget - Scenario 3 - 10% TDA Growth - With Expansion										
	FY 12	**FY 13**	**FY 14**	**FY 15**	**FY 16**	**FY 17**	**FY 18**	**FY 19**	**FY 20**	**FY 21**
Beginning Balance	$6,884,000	$6,884,000	$6,884,000	$6,770,675	$6,446,369	$5,751,698	$4,710,597	$3,814,513	$2,690,620	$1,542,427
TDA 4.0 Allocation	$12,103,725	$11,556,030	$13,060,625	$14,761,118	$16,832,103	$19,193,648	$21,886,516	$24,957,195	$28,585,971	$32,742,371
TDA 4.0 Needed										
Fixed Route Operations	$10,590,257	$10,547,734	$10,935,367	$12,728,007	$15,046,666	$17,625,896	$20,039,743	$23,198,753	$26,706,657	$30,599,502
Paratransit Operations	$1,513,468	$1,008,296	$2,238,584	$2,357,418	$2,480,108	$2,608,853	$2,742,857	$2,882,335	$3,027,507	$3,178,604
Ending Balance	$6,884,000	$6,884,000	$6,770,675	$6,446,369	$5,751,698	$4,710,597	$3,814,513	$2,690,620	$1,542,427	$506,692

Capital Improvement Program

This Capital Improvement Program identifies projects necessary to maintain and improve CCCTA's fleet and facilities to ensure that the Authority can provide quality transit service.

Capital projects included involve replacement of rolling stock and support vehicles, facility improvements, security projects, and bus stop improvements.

Capital Program Fund Sources & Assumptions
Central Contra Costa Transit Authority's ability to implement projects within the capital improvement plan depends on what financial resources are available. Below is a list and description of the fund sources available to CCCTA in support of Capital Projects.

Federal Transit Administration Section 5307 Funds:
These funds are typically available for replacement or retrofitting of rolling stock. Section 5307 funds are programmed through the Metropolitan Transportation Commission. Federal guidelines require a local match of 20 percent. If equipment on rolling stock is intended to satisfy American with Disabilities Act requirements, this match requirement drops to 17 percent.

The Federal Transit Administration apportions funding to US Census designated urbanized areas. As the Metropolitan Planning Organization (MPO), MTC is the designated recipient of federal transportation funds such as FTA 5307. With the assistance of transit agencies, MTC programs FTA 5307 funds to support the replacement of capital equipment and provide ADA mandated paratransit operating assistance. This SRTP assumes the federal share of vehicle replacement projects will be funded with FTA Section 5307 funds.

Proposition 1B:
Proposition 1B is a $19.9 billion state bond program to fund local and state transportation capital improvement projects that relieve congestion and improve air quality. Allocation of Proposition 1B funds to transit agencies is based upon their population and revenue. CCCTA uses these funds for one-time capital expenditures as well as match funds for competitive federal grants.

Proposition 1B – Public Transportation Modernization, Improvement, and Service Enhancement Account (PTMISEA):
The Public Transportation Modernization, Improvement, and Service Enhancement Account Program (PTMISEA) was created by Proposition 1B. Of the $19.9 billion available to Transportation, $3.6 billion dollars was allocated to PTMISEA to be available to transit operators over a ten-year period. PTMISEA funds may be used for transit rehabilitation, safety or modernization improvements, capital service enhancements or expansions, new capital projects, bus rapid transit improvements, or rolling stock procurement, rehabilitation or replacement. CCCTA also uses these for local match requirements as well as vehicle replacement projects.

Transit Security Grant Program

The Transit Security Grant Program (TSGP) provides funding to owners and operators of transit systems to protect critical surface transportation infrastructure and the traveling public from acts of terrorism, major disasters and other emergencies. This SRTP assumes annual apportionments of nearly $117,000 through FY21.

Transportation Development Act Funds (TDA):

The Transportation Development Act is primarily used to support operating costs of transit services. However, TDA can be used to fund capital projects and provide local match when other funds are unavailable. TDA funds are generated from a statewide 1/4 cent sales tax. Per legislative formula, sales tax generated within each county is returned to that County on a per capita basis. The CCCTA receives the per capita allocation based upon the MTC-derived service area population.

Bridge Toll Revenues (BTR):

Small portions of Bridge Toll Revenues are made available to transit operators in support of various capital needs. Projects funded with BTR include purchase or rehabilitation of vehicles and select major facility improvements. BTR funds are programmed through the Metropolitan Transportation Commission.

Structure of Capital Improvement Program

The Central Contra Costa Transit Authority's approach to managing capital projects is structured based upon type of activity.

The following table illustrates CCCTA's capital improvement program for the course of the SRTP period. In FY21, CCCTA is expected to have a negative capital balance of $269,029. This is due in part to sun-setting of the Proposition 1B funding and large rolling stock procurements in FY14 and FY15.

Non Vehicle Capital Projects	FY12	FY13	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20	FY 21	Total
Facility Equipment (furniture, office equip., IT projects)	$215,000	$115,000	$230,000	$120,000	$325,000	$130,000	$325,000	$135,000	$155,000	$155,000	$1,905,000
Maintenance Tools and Equipment	$108,000	$259,000	$235,000	$155,000	$85,000	$65,000	$100,000	$150,000	$100,000	$100,000	$1,357,000
Facility Maintenance	$159,135	$163,909	$168,826	$573,891	$578,956	$608,841	$627,106	$645,920	$125,000	$125,000	$3,776,584
Facility Rehab	$3,091,468										$3,091,468
Facility Security Project	$116,919	$116,919	$116,919	$116,919	$116,919	$116,919	$116,919	$116,919	$116,919	$116,919	$1,169,190
ITS											
Signage and Street Amenities				$500,000				$500,000			$1,000,000
Pacheco Hub		$3,500,000									$3,500,000
Non Vehicle Project Total	**$3,690,522**	**$4,154,828**	**$750,745**	**$1,465,810**	**$1,105,875**	**$920,760**	**$1,169,025**	**$1,547,839**	**$496,919**	**$496,919**	**$15,799,242**
Non Revenue Fleet		$205,964	$111,290		$103,562	$182,415	$70,458		$293,925	$136,873	$1,104,487
Revenue Fleet	$7,692,000	$5,729,000	$23,189,700	$23,568,373		$5,522,147	$266,481	$817,286	$834,593		$67,619,581
Grand Total Capital	**$11,382,522**	**$10,089,792**	**$24,051,736**	**$25,034,183**	**$1,209,437**	**$6,625,322**	**$1,505,965**	**$2,365,124**	**$1,625,437**	**$633,792**	**$84,523,310**

	FY12	FY13	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20	FY 21	Total
Total Capital Program Cost	**$11,382,522**	**$10,089,792**	**$24,051,736**	**$25,034,183**	**$1,209,437**	**$6,625,322**	**$1,505,965**	**$2,365,124**	**$1,625,437**	**$633,792**	**$84,523,310**
Capital Funding											
Federal 5307 - Replacement Vehicle	$6,172,816	$4,585,750	$20,904,812	$19,001,710		$4,339,362	$197,940	$631,867	$657,852		**$56,492,110**
Prior Year Federal 5307											
Prop 1B - PTMISEA	$4,854,652	$1,098,757	$1,098,757	$393,347							**$7,445,513**
Prop 1B - TSGP - Security	$116,919	$116,919	$116,919	$116,919	$116,919	$116,919	$116,919	$116,919	$116,919	$116,919	**$1,169,190**
Prior Year Prop 1B DVC											
Bridge Toll Estimate	$300,000	$300,000	$1,500,000	$1,500,000	$300,000		$17,000	$52,000	$54,000		**$4,023,000**
Prior Year Bridge Toll		$659,000	$340,000								**$999,000**
Prior Year Pacheco Funding		$3,500,000									**$3,500,000**
Prior Year TDA - Capital		$235,000	$1,652,000	$953,000	$1,632,000	$1,121,000	$1,176,000	$1,697,000	$872,000	$322,000	**$9,660,000**
Capital Funding Estimate	**$11,444,387**	**$10,495,426**	**$25,612,488**	**$21,964,976**	**$2,048,919**	**$5,577,281**	**$1,507,859**	**$2,497,786**	**$1,700,771**	**$438,919**	**$83,288,813**
Prior Year Carryover	$12,409,856	$11,522,759	$27,045,456	$24,958,696	$1,973,432	$6,341,277	$1,223,813	$2,215,635	$1,551,282	$364,763	
Capital Surplus	**$1,027,334**	**$1,432,968**	**$2,993,720**	**-$75,487**	**$763,996**	**-$284,045**	**-$282,151**	**-$149,489**	**-$74,156**	**-$269,029**	**$5,083,660**

Revenue Fleet Program: Fleet program activities consist of replacing vehicles and implementing engine particulate matter retrofits. Currently, the fleet consists of 121 fixed-route buses and 63 paratransit vans. CCCTA uses FTA section 5307 funds for the majority of revenue vehicle replacement costs.

Fixed-Route Fleet:
The fixed-route fleet of 121 buses includes 115 low-floor buses and (83) 40-foot, (13) 35-foot, and (25) 30-foot buses. The table below shows the planned replacements, the largest being a 64-bus replacement in FY14. This has been split into 32 buses in FY14 and 32 buses in FY15. This change was made due to the immense local match funding that would be required for such a large capital purchase and allows CCCTA to leverage 2 years' worth of Bridge Toll funds.

Spare Ratio: Of the 121 fixed-route buses, 86 are used at peak times. Vehicles not in daily service are available for preventative maintenance efforts or for instances where an in-service vehicle experiences mechanical problems. The FTA has established 20% as the acceptable spare ratio. CCCTA's current spare ratio of 40 percent is above this standard and is due in large part to the service cuts in 2009. CCCTA views the reduced level of service, as temporary and the excess spare ratio that resulted as a temporary condition as well. CCCTA's spare ratio, although high, can also be advantageous in that it reduces regular vehicle maintenance, provides preparedness in the event of bus-bridges and emergencies, and allows for service growth. As economic conditions and funding predictability improve, CCCTA has the fleet ready to handle more service.

County Connection reduced the fleet from 131 to 121 buses in FY10. This did help reduce the spare ratio and allowed the transfer of $5.5 million in capital funds to operations, helping stem financial peril.

Paratransit Fleet: The paratransit van fleet is a mixture of 63 paratransit vehicles including: (51) 22-foot vans, (4) 24-foot vans, 5 minivans and 3 microvans.

Revenue Fleet - Fixed Route						
#	Description	Series	Year in Service	MTC's Useful Life	Replacement Year	Next Replacement
10	Heavy Duty bus - 40'	2000-2009	2000	12	2012	2024
7	Heavy Duty bus - 30'	100-106	2001	12	2013	2025
14	Heavy Duty bus - 40'	200-213	2002	12	2015	2027
18	Heavy Duty bus - 30'	300-317	2002	12	2015	2027
13	Heavy Duty bus - 35'	400-412	2002	12	2014	2026
19	Heavy Duty bus - 40'	500-518	2002	12	2014	2026
40	Heavy Duty bus - 40'	900-940	2010	12	2022	2034
121						

Revenue Fleet - Paratransit						
#	Description	Series	Year in Service	MTC's Useful Life	Replacement Year	Next Replacement
38	Ford Cutaways - 22'	11L01-38	2012	5	2017	2022
4	Ford Cutaways - 24'	11L39-42	2012	5	2017	2022
4	Ford Cutaways - 22'	4L01-4	2004	7	2012	2019
4	Ford Minivan	4L05-8	2004	6	2012	2018
6	Ford Cutaways - 22'	5L01-6	2005	7	2013	2020
3	Chevy Microvan	7L01-03	2007	6	2013	2019
1	Ford Minivan	7L04	2007	6	2013	2019
3	Ford Cutaways - 22'	9L01-03	2008	7	2015	2022
63						

Fixed Route Fleet											
#	Description	FY 12	FY 13	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20	FY 21
40	Heavy Duty bus - 40'										
10	Heavy Duty bus - 40'	10									
7	Heavy Duty bus - 30'		7								
14	Heavy Duty bus - 40'				14						
18	Heavy Duty bus - 30'				18						
13	Heavy Duty bus - 35'			13							
19	Heavy Duty bus - 40'			19							
	Grand Total	10	7	32	32						
Paratransit Fleet											
38	Ford Cutaways - 22'						38				
4	Ford Cutaways - 24'						4				
4	Ford Cutaways - 22'	4							4		
4	Ford Minivan	4						4			
6	Ford Cutaways - 22'		6							6	
3	Chevy Microvan		3						3		
1	Ford Minivan		1						1		
3	Ford Cutaways - 22'				3						
	Grand Total	8	10		3		42	4	8	6	

Non-Revenue Fleet Program: The Authority operates 18 non-revenue vehicles to facilitate maintenance, administrative, and transportation services. These vehicles include sedans and a station wagon used by supervisors and administrative personnel, trucks for maintenance staff, and vans for transportation personnel to shuttle drivers. Typical useful life of support vehicles is seven years. The table below exhibits the existing support vehicle inventory and schedule for replacement. CCCTA has had to forego replacement of some key support vehicles due to funding cuts.

Non Revenue Fleet		Year in Service	Useful Life	Replacement Year	Next Replacement
Cars and Supervisor Vans					
1	Ford Truck	1995	7	2002	2009
3	Ford Escape Hybid	2010	7	2017	2024
1	Ford Station Wagon	2000	7	2009	2016
2	Ford 1 Ton Diesel van	2003	7	2017	2024
1	Ford 1/2 ton gas Van	2003	7	2010	2017
2	Crown Vic	2004	7	2018	2026
1	Pontiac Sedan	2006	7	2013	2020
2	Chevy uplander van	2006	7	2014	2021
Shop Trucks					
1	Ford F-350 Flat Bed	2011	7	2018	2025
1	Ford Flat Bed diesel	1996	7	2009	2016
2	Ford F-250	2006	7	2013	2020
1	Ford cargo van gas	2006	7	2013	2020
18					

Non Revenue Fleet		FY 12	FY 13	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20	FY 21	Total
	Cars		1			1		2		1		5
	Vans		1	2			3				2	8
	Trucks		2			1				3		6
Price	Car	$29,504	$30,389	$31,300	$32,239	$33,207	$34,203	$35,229	$36,286	$37,374	$38,496	$338,226
	Van	$52,451	$54,024	$55,645	$57,315	$59,034	$60,805	$62,629	$64,508	$66,443	$68,437	$601,291
	Truck	$57,881	$60,775	$63,814	$67,005	$70,355	$73,873	$77,566	$81,445	$85,517	$89,793	$728,024
Total Cost	Cars		$30,389			$33,207		$70,458		$37,374		$171,427
	Vans		$54,024	$111,290			$182,415				$136,873	$484,603
	Trucks		$121,551			$70,355				$256,551		$448,457
	Total		$205,964	$111,290		$103,562	$182,415	$70,458		$293,925	$136,873	$1,104,487

Facility and Maintenance Modernization Program: This program is responsible for the facilities at 2477 Arnold Industrial Drive in Concord. The facility and maintenance modernization program activities covered by this Capital Improvement Plan include:

- Facility Efficiency & Modernization: This program includes activities related to the Authority's fixed-place equipment and efforts toward improving the efficiency and modernization of facilities.

- Grounds Maintenance: This program includes activities to improve the coordination of the facility at 2477 Arnold Industrial Way in Concord. Currently, the Concord facility is striped to accommodate parking for 121 fixed-route buses, 63 paratransit, and 204 employees, visitors, and staff.

- Signage and Street Amenities: CCCTA is also involved in maintaining bus stops served by the County Connection. Activities include identification of new bus stops, maintaining signs and benches, and installing new benches. Benches are installed per available funding and at locations where they are deemed acceptable.

- Building Maintenance: Equipment and facilities include the maintenance building roll-up doors, in-ground and mobile lifts, maintenance exhaust systems, and interior/exterior building surfaces.

Information Technology Program (ITS): CCCTA has been active in upgrading information technology systems. Such systems consist of hardware, software, and network capabilities. Current projects include the major update of the maintenance asset management software. The current system has been used by CCCTA for over 20 years and has integral core functions including, scheduling maintenance of revenue and non-revenue vehicles, tracking work orders and maintenance history for vehicles and facilities, updating parts and fuel inventory, and keeping accident and incident records. This upgrade will allow CCCTA to own the updated software and would avoid re-training and loss of productivity by owning and re-writing the software as opposed to purchasing an entire new application.

Also, in February of 2011 CCCTA's Board of Directors approved funding for an Intelligent Transportation System that included replacement of the radio/ radio control system, replacement of the CAD/AVL system, and a new passenger information system (BusTime). Routers were also purchased which will enable WiFi and live streaming from onboard cameras in the future. The onboard computers that run the CAD/AVL, radio controller, automatic passenger counting (APC) system, voice announcement, and the new Bus Time system are called the IVN's (Intelligent Vehicle Network).

Maintenance Equipment and Tools Program: Maintaining vehicles is an ongoing activity. In support of this effort, mechanics need appropriate equipment and tools to properly maintain vehicles. Tools include vehicle diagnostic equipment, mobile engine starters, and equipment dollies. Much of the equipment is replaced on an as-needed basis and funded through the operating budget. However, some equipment requires programming efforts. Programmed projects include replacement of air compressors, a lube control system, and the dynamometer.

Office Furniture and Equipment Program: Office furniture and equipment program activities largely consist of replacing furniture and equipment that has reached the end of its useful life.

Capital Vision List:

As part of the FY12 SRTP Capital Plan, staff has included the following unfunded “vision projects” as a commitment to ensure that County Connection remains in a state of good repair while maneuvering itself to meet the growing needs of a diversifying population. These projects remain largely unfunded but with the current economic uncertainty staff believes it is important to have bold yet necessary projects on hand should funding become available.

Project Title	Project Description	Project Status
Solar Project	Install solar panels at CCCTA headquarters to offset energy usage and reduce greenhouse gas emissions	Initial Study Complete; Construction unfunded
Bus Stop Improvement	Implement the recommendations from CCCTA's Access Improvement Project	Study Underway
Parking Lot Expansion	Expand CCCTA's existing visitor/parking lot capacity	Unfunded
On-Site Gas Fueling Station	Purchase and install a gas fueling station for use by LINK vans that currently have to be fueled offsite	Unfunded
Replace High Mast Lighting	Replace the high mast lighting and towers above CCCTA's bus yard with high efficiency LED lighting	Unfunded
Maintenance Upgrade	Purchase and install an additional bus wash and upgrade water reclamation treatment systems	Unfunded
Electric Trolley	Replace existing diesel trolley fleet that runs a very productive free route to walnut creek with electric trolleys and necessary infrastructure. This would reduce long term fuel cost and reduce local emissions in a dense business district	Unfunded

The County Connection

Inter Office Memo

To: Marketing, Planning, & Legislative Committee   Date: July 24, 2012

From: Mary Burdick, Sr. Manager of Marketing   Reviewed by:

SUBJECT: FY2012 Pass Sales Report

Summary of Issues:
The Senior Manager of Marketing monitors the pass sales trend to evaluate the effectiveness of public outreach efforts. We track the trend of pass sales volume and the method of purchase.

Pass sales *volume* in FY2012 increased by 4%, with the biggest gain in the sale of the Summer Youth passes and Disabled/Senior passes. The highest sales volume continues to be the 12-Ride punch pass, representing 66% of all pass sales.

Pass sales *revenue* increased by 5% over FY2011.

The majority of sales activity takes place at our off site outlets - 89%. Outlets receive no monetary incentive for selling CCCTA bus passes, so making sure the outlets are well served and recognized for their community service is important. On line pass sales activity increased by 23% over FY11 sales activity.

Financial Implications:

Revenue from discount fare instruments historically represents about 25% of all fare revenue.

Recommendation:
This is presented for information and review only.

Pass Sales Revenue By Source Location

Item 4.a

FY2011	Offsite*	Mail	On Line	Total	ID Cards
July	$50,702	$6,895	$2,990	$60,587	16
August	$53,901	$4,505	$6,040	$64,446	74
September	$115,575	$1,419	$6,670	$123,664	64
October	$48,684	$2,580	$6,380	$57,644	67
November	$107,961	$3,620	$5,315	$116,896	45
December	$36,385	$4,215	$4,335	$44,935	11
January	$97,244	$1,330	$7,210	$105,784	13
February	$106,669	$2,985	$5,855	$115,509	49
March	$95,382	$2,480	$5,785	$103,647	26
April	$79,118	$6,420	$5,085	$90,623	37
May	$77,497	$505	$5,740	$83,742	35
June	$70,390	$5,265	$4,295	$79,950	19
Total	**$939,508**	**$42,219**	**$65,700**	**$1,079,686**	**456**

*Inc RTC & Ret. Check Deposits

FY2012	Offsite*	Mail	On Line	Total	ID Cards
July	$48,587	$2,130	$3,890	$54,607	51
August	$60,798	$3,660	$8,050	$72,508	67
September	$92,520	$8,990	$8,410	$109,920	76
October	$67,339	$1,610	$7,315	$76,264	63
November	$125,074	$2,275	$5,785	$133,134	66
December	$86,245	$4,010	$4,965	$95,220	64
January	$116,046	$5,140	$9,980	$131,166	52
February	$94,262	$2,740	$6,990	$103,992	34
March	$75,795	$6,635	$7,045	$89,475	35
April	$84,233	$3,285	$7,453	$94,971	55
May	$80,232	$5,771	$5,625	$91,628	39
June	$74,620	$3,170	$5,596	$83,386	62
Total	**$1,005,751**	**$49,416**	**$81,104**	**$1,136,271**	**664**
Increase over FY2011	107%	117%	123%	105%	146%

*Inc RTC & Ret. Check Deposits

FY2011/2012 Pass Sales Activity

Item 4.a

FY11	Monthly	12-Ride	D-S	Comm.	S. Youth	Tot. Tickets	Revenue	Single Ride	Revenue	RTC Cash	Mo. Deposit
July	249	1038	720	136	197	2,340	$54,895	3,110	$6,220		**$61,115**
August	139	1580	439	108	474	2,740	$58,000	1,900	$3,800	$236	**$62,036**
Sept.	225	4116	917	103	537	5,898	$121,838	809	$1,618	$208	**$123,664**
Oct.	202	1671	312	122	68	2,375	$56,120	712	$1,424	$99	**$57,643**
Nov.	441	3109	1106	105	242	5003	$113,060	1,780	$3,560	$151	**$116,771**
Dec.	98	3267	374	79	0	3818	$79,990	2,300	$4,600	$37	**$84,627**
Jan	410	2740	1016	131	0	4297	$99,860	2,962	$5,924	$45	**$105,829**
Feb.	416	3349	994	146	0	4905	$112,655	1,350	$2,700	$154	**$115,509**
March	355	3006	625	113	0	4,099	$95,295	4,135	$8,270	$82	**$103,647**
April	329	2567	651	116	0	3,663	$85,220	2,550	$5,100	$123	**$90,443**
May	322	2466	624	115	0	3,527	$76,905	715	$1,430	$117	**$78,452**
June	300	1812	832	110	133	3,187	$73,137	3,375	$6,750	$63	**$79,950**
Total	**3,486**	**30,721**	**8,610**	**1,384**	**1,651**	**45,852**	**$1,026,975**	**25,698**	**$51,396**	**$1,315**	**$1,079,686**

FY12	Monthly	Monthly X	12-Ride	12-Ride X	D-S	Comm.	S. Youth	Tickets	Revenue	Single Ride	Revenue	RTC Cash	Mo. Deposit
July	196	0	1151	0	687	81	199	2,314	**$51,250**	1,600	$3,200	$157	**$54,607**
August	307	0	1383	0	866	86	478	3,120	**$69,725**	1,285	$2,570	$213	**$72,508**
Sept.	424	0	2170	0	807	148	640	4,189	**$96,396**	6,640	$13,280	$244	**$109,920**
Oct.	200	0	2176	0	637	101	282	3,396	**$72,935**	1,560	$3,120	$209	**$76,264**
Nov.	372	0	4771	0	750	86	11	5,990	**$132,638**	170	$340	$156	**$133,134**
Dec.	161	0	3586	0	349	97	0	4,193	**$90,605**	2,200	$4,400	$215	**$95,220**
Jan	365	0	3932	0	1307	149	0	5,753	**$125,380**	2,815	$5,630	$156	**$131,166**
Feb.	307	0	3103	0	779	129	0	4,318	**$97,490**	3,195	$6,390	$112	**$103,992**
March	343	0	2422	0	646	133	0	3,544	**$83,860**	2,750	$5,500	$115	**$89,475**
April	418	0	2522	0	810	110	0	3,860	**$92,143**	1,330	$2,660	$168	**$94,971**
May	319	12	2383	18	708	196	3	3,639	**$86,289**	2,605	$5,210	$129	**$91,628**
June	204	13	1926	13	1012	122	199	3,489	**$75,189**	4,000	$8,000	$197	**$83,386**
Total	**3,616**	**25**	**31,525**	**31**	**9,358**	**1,438**	**1,812**	**47,805**	**$1,073,900**	**30,150**	**$60,300**	**$2,071**	**$1,136,271**
Difference	104%	NA	103%	NA	109%	104%	110%	104%	105%		117%		105%

The County Connection

Inter Office Memo

To: Marketing, Planning, & Legislative Committee | Date: July 25, 2012

From: Mary Burdick, Sr. Manager of Marketing | Reviewed by:

SUBJECT: FY2012 Call Center Activity

Summary of Issues:
The Senior Manager of Marketing monitors call center activity to assure that Board adopted customer service goals are met. As a measurement of service quality, Customer Service phone response standards include the objective that 92% of all calls coming into the center are answered, and that 75% are answered within thirty seconds.

In FY2012 both standards were met. A total of 93.1% of all calls were answered, and 84.2% were answered within thirty seconds. Both standards reflect an improvement over FY2011.

It is worth noting that the total number of calls declined in FY2012 by about 6.5%, which can be attributed to increased website use. At the same time, the average time per call increased by about three seconds (or 3.5%) in FY2012 compared to FY2011.

Recommendation:
This is presented for information and review only.

Attachments:

1) Call center activity

Customer Service Telephone Statistics **Item 4.b**

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

FY2012

July Calls	6,918		**January**	7311	
Answered	6,440	93.1%	Answered	6,851	93.7%
Ans. W/I :30	5,861	84.7%	Ans. W/I :30	6,323	86.5%
Ans after :30	579	8.4%	Ans after :30	528	7.2%
Dropped	478	6.9%	Dropped	460	6.3%
August	9,015		**February**	6736	
Answered	8,107	89.9%	Answered	6,353	94.3%
Ans. W/I :30	7,067	78.4%	Ans. W/I :30	5,380	79.9%
Ans after :30	1040	11.5%	Ans after :30	973	14.4%
Dropped	908	10.1%	Dropped	383	5.7%
September	8,015		**March**	6715	
Answered	7,301	91.1%	Answered	6,368	94.8%
Ans. W/I :30	6,448	80.4%	Ans. W/I :30	5,918	88.1%
Ans after :30	853	10.6%	Ans after :30	450	6.7%
Dropped	714	8.9%	Dropped	347	5.2%
October	7,541		**April**	6322	
Answered	6,871	91.1%	Answered	5,971	94.4%
Ans. W/I :30	6,201	82.2%	Ans. W/I :30	5,544	87.7%
Ans after :30	670	8.9%	Ans after :30	427	6.8%
Dropped	670	8.9%	Dropped	351	5.6%
November	7,195		**May**	6796	
Answered	6,750	93.8%	Answered	6,426	94.6%
Ans. W/I :30	6,199	86.2%	Ans. W/I :30	5,966	87.8%
Ans after :30	551	7.7%	Ans after :30	460	6.8%
Dropped	445	6.2%	Dropped	370	5.4%
December	6,876		**June**	7169	
Answered	6,478	94.2%	Answered	6,683	93.2%
Ans. W/I :30	5,986	87.1%	Ans. W/I :30	6,029	84.1%
Ans after :30	492	7.2%	Ans after :30	654	9.1%
Dropped	398	5.8%	Dropped	486	6.8%

Total FY2012

Calls	86,609	
Answered	80,599	93.1%
Ans. W/I :30	72,922	84.2%
Ans. After :30	7,677	8.9%
Dropped	6,010	6.9%

Complaints - 476
Commendations - 59

Total FY2011

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

Complaints 472
Commendations 28

The County Connection

Inter Office Memo

To: Marketing, Planning, & Legislative Committee

Date: July 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:

August 8, 2012 – Saint Mary's College – 40 incoming exchange students/10 Adults
August 15, 2012 – WCI – School registration
August 23, 2012 – Saint Mary's College – Freshmen orientation

Community Events:

August 7, 2012 – National Night Out – Concord BART

Recommendation:

For information only

Financial Implications:

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