

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Wednesday, August 1, 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, Anne Muzzini, Mary Burdick, and Laramie Bowron
Guest: None present

Approval of Agenda

The agenda was approved.

Public Comment

There was no public comment.

Approval of the Minutes of June 6, 2012

Director Manning approved the minutes as presented.

Short Range Transit Plan-Operations/Capital Budget

Laramie Bowron presented the operation and capital financial plan outlining projected revenues and expenditures for FY12 through FY21. This chapter identified three financial scenarios: 1) a status quo scenario with no increase in service hours or ridership; 2) a scenario in which all STA funds were cut; and 3) a 10% TDA growth scenario. Each scenario assumed fare increases taking place in FY14 and FY18.

Director Weir expressed concern that at respective 9% and 8% fare increase is significant. Mr. Ramacier pointed out that this is a planning document that must show a reasonable ability to operate service, and if we submitted a plan without scheduled fare increases it would likely be rejected. He further explained that as a percentage of our average fare this is a reasonable number for projection purposes. This will be further clarified for the final version that will be taken to the Board upon completion.

Anne Muzzini distributed a simplified description of the approved CCCTA budget designed for posting on the website that describes our operation and funding for fixed-route and paratransit service.

Customer Service Year End Reports

- a) FY12 Pass Sales – Ms. Burdick reported that pass sales volume increased by 4% over FY11, and pass sales revenue increased by 5%. Highest sales volume ticket continues to be the 12-Ride punch card which represents 66% of all pass sales. Offsite outlets represent 89% of all ticket sales activity, but on-line activity (revenue) increased by 23% over FY11.
- b) FY12 Call Center Activity – Ms. Burdick reported that the established standards for the call center were met in FY12. Ninety three percent of all calls were answered, and 84% were answered within thirty seconds.

Marketing Reports

- a) Website user reports for July were distributed and discussed.
- b) Upcoming school/community events for August were provided.

Next Meeting Date: THURSDAY, September 6, 2012

Adjournment: The meeting was adjourned at 4:40 PM.



Mary Burdick
Manager of Marketing

8/20/12
Date