

SUMMARY MINUTES
MARKETING/ PLANNING & LEGISLATIVE COMMITTEE

Thursday, October 11, 2012

The meeting was called to order at 2:10 p.m.

Those present at the meeting were:

Members: Director Rob Schroder
Staff: Mary Burdick, Anne Muzzini, and Laramie Bowron
Guest: CCCTA Board Chair Horn, Patrick Smalley and Maris Moore, Comcast Spotlight

Approval of Agenda

The agenda was approved.

Public Comment

Mrs. Smalley and Moore introduced themselves and were interested in the introduction of Bus Tracker, marketing activities planned. Because they arrive after the agenda item was discussed, Ms. Burdick offered to speak with them about marketing plans at the end of the meeting.

Approval of the Minutes of September 6, 2012

The minutes were approved as presented.

Real Time Bus Tracker Introduction

Mary Burdick updated the Committee on introduction of Bus Tracker and the timing of activities surrounding the launch. "Coming Soon" materials are currently being distributed. Flyers have been produced in both English and Spanish, bus ads are being installed, and radio teaser spots are airing on radio station KKDV. Installation of the equipment on all buses is nearly complete, and CCCTA is currently reviewing data. Bus Tracker should be available to the public by the end of November, and systemwide outreach will begin in January after the holidays.

Ms. Burdick had flyers available, as well bus ad and 12-page direct mail booklet layouts. Director Horn offered to make an announcement at an upcoming Rotary Club meeting.

Short Range Transit Plan – Final Draft

Laramie Bowron presented the complete Short Range Transit Plan (SRTP) in final draft. Mr. Bowron noted that the previous committee reviewed the document over the course of several months, and this final draft incorporates all comments.

The SRTP is updated each year to comply with MTC funding requirements, and is used to support the allocation of federal funds. The plan focuses on performance, planning projects and projected operating and capital needs.

The results of the recent On-Board Survey, conducted by MTC throughout the region were included in the document. Key findings are that the majority (56%) of CCCTA passengers use the service to get to/from work. Students account for 17% of trips. About half of CCCTA trips are made by people who are transit dependent – they have no driver's license, and 80% of riders have at least one way to access the internet.

The Committee approved final draft and will forward to the Board of Directors for approval.

Marketing Reports

- a) FY2012 Pass Sales Reports
Pass sales volume increase by 4% with the biggest gain in the sale of the Summer Youth and Senior/Disabled passes. Highest sales volume ticket continues to be the non-expiring 12-Ride punch card. Most sales activity take place through the network of outlets (89%). On-line pass sales continue to grow. On-line activity in FY2012 increase by 23% over FY2011.
- b) Website user reports for September were distributed and discussed.
- c) Upcoming school/community events for September/October were provided.

Next Meeting Date: The next meeting was scheduled for Thursday, November 1, 2012 at 2:00 PM at the CCCTA offices.

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

Mary Burdick

Mary Burdick
Manager of Marketing

10/02/12
Date