

# The County Connection

2477 Arnold Industrial Way

Concord, CA 94520-5326

(925) 676-7500

www.cccta.org

## MEETING NOTICE & AGENDA

### Marketing, Planning & Legislative Committee

Hanson Bridgett

1676 North California Blvd., Suite 620

**Thursday, January 10, 2013, 9:00 A.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 December 6, 2012 Meeting\* - **Action**
4. Bishop Ranch Bus Wrap Review\* - **Action**
5. State and Federal Legislative Update: Staff will provide a brief update\* - **Information**
6. Bus Tracker Activity\* – **Information**
7. Marketing Reports:
  - a. Website User Report – Activity for the month of December will be provided.
  - b. Community Events\*
8. Next Meeting – February 7, 2013
9. Adjournment

\*Enclosure

FY 2013/2014  
MP&L Committee  
Amy Worth – Orinda  
Rob Schroder - Martinez  
Robert Storer - Danville

#### **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**

Thursday, December 6, 2012

The meeting was called to order at 2:0 p.m.

Those present at the meeting were:

Members: Directors Rob Schroder, Amy Worth, and Robert Storer  
Staff: Rick Ramacier, Mary Burdick, Anne Muzzini, and Laramie Bowron  
Guest: CCCTA Board Chair Horn

**Approval of Agenda**

The agenda was approved.

**Public Comment**

There was no public comment.

**Approval of the Minutes of October 11, 2012**

The minutes were approved as presented.

**Award of Adaptive Service Plan**

Anne Muzzini reported that earlier County Connection applied for funds from the Transportation For Livable Communities program to study alternative service delivery models within the TRANSPAC area that includes the cities of Walnut Creek, Concord, Clayton, Pleasant Hill and Martinez. The goal is identify neighborhoods where traditional fixed-route service is costly and underutilized, and to develop a service plan to provide service more efficiently.

Ms. Muzzini reported that seven proposals were received, and three were interviewed. Based on the quality of the proposal and the experience in the transit industry, staff recommended that the award be given to Nelson Nygaard.

After a brief discussion of the interview and scoring process the Committee approved the staff recommendation, and will recommend to the Board of Directors that the General Manager be authorized to execute the agreement.

**Bishop Ranch Bus Wrap**

Anne Muzzini reported that Bishop Ranch is in the process of updating their image by changing their branding graphics. The 14 buses used to provide service to Bishop Ranch are due to be replaced in 2014, and Bishop Ranch determined that wrapping the buses with updated graphics is the more economical option for short term. Ms. Muzzini explained that Bishop Ranch will bear the cost to produce and install the bus wraps.

There were several questions and comments. Mr. Ramacier asked staff to address the comments and provide the report to the full Board so that all views can be taken into consideration.

**Bus Tracker Demonstration**

Mary Burdick reported that County Connection opened Bus Tracker to the public on Wednesday, Dec. 5, 2012. Ms. Burdick demonstrated some of the features available to public to track the arrival times of buses at specific stops, demonstrated how service alerts are displayed in both the map view and the arrivals view. She also showed how easy it is to set up an account for those who wish to receive arrival alerts by email or text message. Updated fliers announcing that Bus Tracker is here were made available to members to distribute as they wish.

**Marketing Reports**

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

**Next Meeting Date:** The next meeting was scheduled for Thursday, January 3, 2012 at 2:00 PM at the CCCTA offices.

**Adjournment:** The meeting was adjourned at 3:00 PM.

*Mary Burdick*

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**Mary Burdick**  
**Manager of Marketing**

**Date** 12/17/12

To: MP&L Committee

Date: January 3, 2013

From: Anne Muzzini, Director of Planning

Reviewed by:

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**SUBJECT:** Bishop Ranch Bus Wrap

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### **Background:**

Sunset Development has seen changes in management and staff in the past two years and is in the process of updating their image with new graphics. They would like to wrap two buses in a new design that reflects their cleaner more updated look. There are 14 buses painted in the Bishop Ranch color scheme and they are due for replacement in 2014. They are committed to covering all cost related to wrapping the buses in their new colors.

A graphic proposal was presented to the Board in December and several members took issue with the lack of design elements that clue the public that the buses are public County Connection buses and not private shuttles. In particular the color scheme doesn't relate to County Connection colors and the mountain logo which appears now on the front of Bishop Ranch buses is no longer part of the new scheme.

### **Summary of Issues:**

Bishop Ranch staff expressed willingness to re-visit their bus wrap design to incorporate the mountain is working with their graphic team to come up with a new graphic prior to the MP&L Committee meeting. It was not available at the time of mailing but hopefully will be completed by the meeting date.

### **Recommendation:**

Staff recommends that the Committee support Bishop Ranch's efforts to update their look with a new graphic scheme so long as they "wrap" the bus and cover all costs and so long as the new design incorporates elements that convey to the public that the buses are part of the County Connection bus system.

**To:** MP&L Committee

**Date:** January 3, 2013

**From:** Rick Ramacier  
General Manager

**Reviewed by:**

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**SUBJECT:** State and Federal Legislative Update

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## STATE

### 2012

Last year, SB1339 – Yee was enacted. This legislation provides the Metropolitan Transportation Commission (MTC) with the ability to develop a program requiring certain employers to directly support transit options for their employees. This could include – but is not limited to – employers subsidizing shuttles and/or fares. Thus, if MTC pursues this ability in 2013 as expected, opportunities for County Connection to increase our partnerships with business centers and companies along the lines of what we have with Bishop Ranch will greatly increase. We will update you as MTC proceeds to implement SB1339.

Proposition 30 was passed by the voters in November. One result is there is no talk in Sacramento of diverting transit funding for the first time in years.

### 2013

The legislative proposals are beginning to emerge for consideration in the new Legislature. Soon, the Governor will release his draft FY2014 budget. We do not expect to see anything that does not fully fund transit per current state law in the budget. On the other hand, we expect to see draft proposals to lower the threshold to pass local transportation sales tax measures to 55%. While these proposals have been considered in the past, it is expected that the votes may actually be there this year to place something on the state-wide ballot in 2014 on this subject.

### Pension Reform Clean Up and the Public Transit Unions

Last year, state public pension reform was enacted. Clean-up legislation to that reform has been introduced. Three of the major public transit unions are lobbying to be included in the clean-up legislation for the purpose of having public transit employees be exempt from the pension reform.

To that end, the Amalgamated Transit Union (ATU), the Teamsters, and the United Transit Union (UTU) have been filing federal Section 13(c) objections to new federal grants

programmed to any California transit operator that does not ignore the new pension reform law. Federal Section 13(c) calls for federal transit funding recipients to bargain over wages, benefits, and working conditions with their employee unions. The three unions, ATU, UTU, and Teamsters argue that the state pension reform takes away their right to bargain over pensions. The goal of these three unions is to hold up federal grants to California transit operators under Section 13 (c) such that the state legislature acts to exempt these transit employees from pension reform so that the federal funding continues to flow to California transit operators. It is expected that the legislative leadership may at least think about moving such legislation. However, the Governor's office has thus far indicated a lack of support for this.

### Other Potential State Legislation

The Legislature is likely to explore additional ideas on smart growth and transit, transit performance requirements, or additional local funding options for transit.

## **FEDERAL**

### The Next Re-Authorization

Late last year, Congress finally passed the long awaited transportation re-authorization (MAP 21). However, it expires in October of 2014. Thus, work is beginning on the next re-authorization. One of the critical issues will be the financing of the next federal bill. MAP 21 did not address the strong likelihood that the highway and mass transit trust accounts will go bankrupt within the next few years. That, coupled with the growing national debt means that determining how to finance the federal transportation programs will be extremely challenging.

Also, as the debate on transportation moves in the direction of performance and so-called national interest, the trend may move in the direction of prescribed and directed expenditures based on ridership, density, or air quality improvements, versus population or formulaic approaches. This will hold other unique challenges for systems like County Connection.

Therefore, staff would like develop a County Connection federal re-authorization platform that is very basic and very focused on a few key suburban transit items. Such a platform would be contained in a small brochure of no more than four pages. Staff would like to present a draft of this at your meeting in February.

To: Marketing, Planning, & Legislative Committee

Date: January 3, 2013

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

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**SUBJECT: Bus Tracker Activity**

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**Summary of Issues:**

Bus Tracker was made available to the public on Wednesday, December 5, 2012, and major advertising activity begins in early January.

- Bus Advertising – snipes have been installed on the exterior bus ads announcing that Bus Tracker “is here”.
- Web page has been updated and includes information and entry instructions for a prize drawing for two mobile devices provided by Sprint.
- Changes were made to the Google Analytical reports which allow County Connection to track all Bus Tracker activity – including activity from users who have bookmarked the “Bus Time” link and do not need to log into the cccta.org website to access real time schedules.
- 12-Page booklet is scheduled for home delivery starting January 14<sup>th</sup>.
- Radio advertising – fifteen and thirty second advertising campaign on local radio station KKDV, as well as several stations in the ClearChannel broadcast network will run in January and February, with local radio (KKDV) continuing through May.
- Newsprint advertisements in local publications are scheduled to run mid-January through March.
- News Releases with passenger testimonials will be distributed to media outlets as well as City offices and Chambers of Commerce for use in newsletters.
- Print and electronic flyers will be updated for school distribution.

**Financial Implication**

All expenses associated with marketing Bus Tracker are included in the FY2013 Promotions budget.

**Recommendation:**

This item is presented for information.

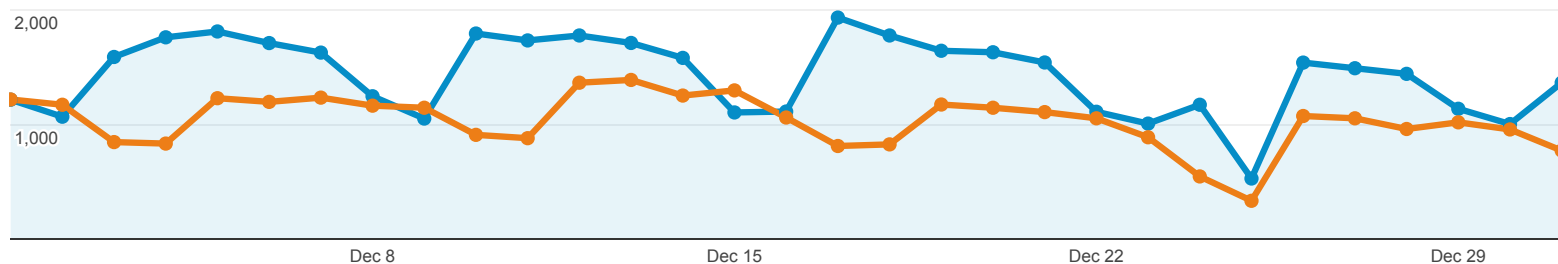
# Visitor Report

change in % of visits: +0.00%

Report Tab

Metric Group

Dec 1, 2012 - Dec 31, 2012: Visits  
Dec 1, 2011 - Dec 31, 2011: Visits



Visits <b>38.46%</b> 44,163 vs 31,896	Unique Visitors <b>17.85%</b> 20,100 vs 17,056	Pageviews <b>45.60%</b> 134,219 vs 92,184	Avg. Visit Duration <b>7.04%</b> 00:03:04 vs 00:02:52	Pages / Visit <b>5.16%</b> 3.04 vs 2.89
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Visitor Type	Mobile (Including Tablet)	Visits	Unique Visitors	Pageviews	Avg. Visit Duration	Pages / Visit
1. <a href="#">Returning Visitor</a>	Yes					
Dec 1, 2012 - Dec 31, 2012		18,075	4,388	50,437	00:03:07	2.79
Dec 1, 2011 - Dec 31, 2011		8,522	2,332	18,922	00:02:49	2.22
<b>% Change</b>		<b>112.10%</b>	<b>88.16%</b>	<b>166.55%</b>	<b>10.54%</b>	<b>25.67%</b>
2. <a href="#">Returning Visitor</a>	No					
Dec 1, 2012 - Dec 31, 2012		11,216	4,304	34,449	00:03:01	3.07
Dec 1, 2011 - Dec 31, 2011		10,423	4,422	32,421	00:02:49	3.11
<b>% Change</b>		<b>7.61%</b>	<b>-2.67%</b>	<b>6.26%</b>	<b>7.00%</b>	<b>-1.26%</b>
3. <a href="#">New Visitor</a>	No					
Dec 1, 2012 - Dec 31, 2012		9,517	9,509	32,004	00:03:07	3.36
Dec 1, 2011 - Dec 31, 2011		10,076	10,064	33,348	00:02:58	3.31
<b>% Change</b>		<b>-5.55%</b>	<b>-5.51%</b>	<b>-4.03%</b>	<b>4.71%</b>	<b>1.61%</b>
4. <a href="#">New Visitor</a>	Yes					
Dec 1, 2012 - Dec 31, 2012		5,355	5,350	17,329	00:02:58	3.24
Dec 1, 2011 - Dec 31, 2011		2,875	2,874	7,493	00:02:50	2.61
<b>% Change</b>		<b>86.26%</b>	<b>86.15%</b>	<b>131.27%</b>	<b>4.67%</b>	<b>24.16%</b>

Rows 1 - 4 of 4

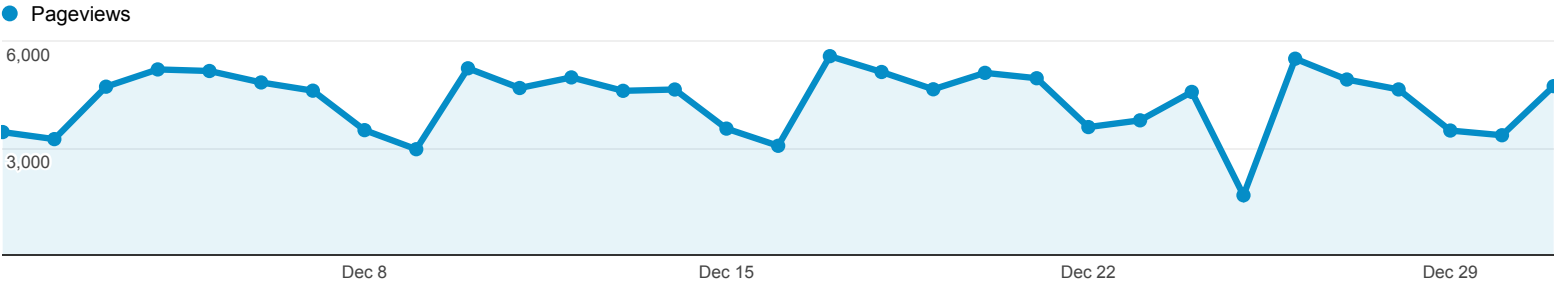


Pages

% of pageviews: 100.00%

Explorer

Site Usage



Pageviews <b>134,219</b> % of Total: 100.00% (134,219)	Unique Pageviews <b>97,373</b> % of Total: 100.00% (97,373)	Avg. Time on Page <b>00:01:30</b> Site Avg: 00:01:30 (0.00%)	Entrances <b>44,156</b> % of Total: 100.00% (44,156)	Bounce Rate <b>39.92%</b> Site Avg: 39.92% (0.00%)	% Exit <b>32.90%</b> Site Avg: 32.90% (0.00%)	Page Value <b>\$0.00</b> % of Total: 0.00% (\$0.00)
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Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
1. /	28,170	18,568	00:00:59	16,750	21.62%	22.36%	\$0.00
2. /maps-schedules/	15,954	10,211	00:00:57	8,792	20.64%	20.08%	\$0.00
3. /mobile-schedules/	10,427	6,141	00:00:41	1,537	21.28%	11.04%	\$0.00
4. /fares/	3,149	2,424	00:01:30	564	62.23%	34.39%	\$0.00
5. /schedule/6/	3,099	2,673	00:05:00	1,654	85.37%	76.06%	\$0.00
6. /schedule/18/	2,903	2,300	00:02:29	574	73.87%	45.33%	\$0.00
7. /schedule/20/	2,794	2,388	00:02:37	677	76.07%	58.30%	\$0.00
8. /schedule/9/	2,731	2,236	00:02:36	631	73.69%	50.82%	\$0.00
9. /schedule/98X/	2,506	2,118	00:03:02	1,053	84.14%	61.85%	\$0.00
10. /schedule/16/	2,369	1,898	00:02:51	437	70.94%	45.08%	\$0.00
11. /schedule/10/	2,327	1,919	00:02:53	541	74.86%	55.26%	\$0.00
12. /schedule/15/	2,222	1,825	00:02:47	558	77.60%	53.74%	\$0.00
13. /schedule/21/	2,057	1,680	00:02:32	436	74.77%	51.97%	\$0.00
14. /schedule/4/	1,839	1,558	00:04:27	891	76.09%	67.37%	\$0.00
15. /schedule/14/	1,807	1,512	00:02:22	453	68.87%	50.36%	\$0.00
16. /schedule/96X/	1,784	1,426	00:02:37	393	72.77%	48.37%	\$0.00
17. /schedule/314/	1,682	1,389	00:03:02	356	74.44%	54.40%	\$0.00
18. /schedule/35/	1,638	1,293	00:02:56	571	73.03%	54.15%	\$0.00
19. /schedule/316/	1,610	1,288	00:02:55	297	72.39%	48.39%	\$0.00
20. /schedule/11/	1,536	1,282	00:02:14	294	69.73%	43.10%	\$0.00
21. /driver-login/	1,448	744	00:04:17	400	36.50%	46.27%	\$0.00
22. /schedule/28/	1,422	1,138	00:02:42	343	75.22%	49.79%	\$0.00
23. /how-to-ride/	1,337	1,003	00:00:36	48	39.58%	10.25%	\$0.00
24. /bustime/home ion	1,312	1,018	00:00:26	217	29.03%	10.98%	\$0.00

24.	<a href="#">/bustime/home.jsp</a>	1,312	1,018	00:00:28	217	29.55%	10.98%	\$0.00
25.	<a href="#">/schedule/320/</a>	1,140	960	00:02:14	238	83.19%	51.84%	\$0.00
26.	<a href="#">/bustime/eta/eta.jsp</a>	1,121	811	00:01:52	117	32.48%	17.04%	\$0.00
27.	<a href="#">/schedule/310/</a>	1,088	879	00:02:55	183	77.60%	56.07%	\$0.00
28.	<a href="#">/schedule/311/</a>	1,066	879	00:02:57	239	71.55%	51.78%	\$0.00
29.	<a href="#">/schedule/321/</a>	995	847	00:02:34	230	80.87%	62.11%	\$0.00
30.	<a href="#">/schedule/19/</a>	972	723	00:01:38	109	70.64%	29.63%	\$0.00
31.	<a href="#">/schedule/7/</a>	929	714	00:02:09	166	68.67%	39.29%	\$0.00
32.	<a href="#">/schedule/95X/</a>	929	731	00:01:49	144	59.72%	31.43%	\$0.00
33.	<a href="#">/schedule/36/</a>	900	684	00:01:59	150	74.00%	40.56%	\$0.00
34.	<a href="#">/schedule/1/</a>	887	664	00:02:28	141	69.50%	39.23%	\$0.00
35.	<a href="#">/about/</a>	859	643	00:00:47	61	32.79%	16.53%	\$0.00
36.	<a href="#">/schedule/17/</a>	817	674	00:02:24	199	82.41%	50.06%	\$0.00
37.	<a href="#">/maps-schedules/600-select-service/</a>	806	327	00:01:08	20	60.00%	19.35%	\$0.00
38.	<a href="#">/schedule/93X/</a>	775	605	00:02:18	186	70.97%	45.29%	\$0.00
39.	<a href="#">/alerts/detours-in-walnut-creek/</a>	736	657	00:00:32	26	34.62%	11.68%	\$0.00
40.	<a href="#">/adjustments-to-several-bus-routes-122312/</a>	653	425	00:01:17	46	65.22%	19.91%	\$0.00
41.	<a href="#">/schedule/2/</a>	575	481	00:01:55	139	78.42%	49.39%	\$0.00
42.	<a href="#">/bustime/map/displaymap.jsp</a>	548	352	00:02:55	49	77.55%	31.20%	\$0.00
43.	<a href="#">/schedule/97X/</a>	544	438	00:01:46	101	63.37%	42.28%	\$0.00
44.	<a href="#">/link/</a>	540	422	00:00:51	161	46.58%	26.30%	\$0.00
45.	<a href="#">/?force=desktop</a>	514	391	00:01:09	42	54.76%	22.18%	\$0.00
46.	<a href="#">/schedule/5/</a>	496	411	00:02:23	87	64.37%	41.33%	\$0.00
47.	<a href="#">/public-meetings/</a>	478	381	00:00:40	29	37.93%	13.60%	\$0.00
48.	<a href="#">/schedule/92X/</a>	420	313	00:01:45	62	59.68%	35.00%	\$0.00
49.	<a href="#">/real-time-bus-tracker-debuts-tomorrow/</a>	404	340	00:01:13	82	43.90%	18.81%	\$0.00
50.	<a href="#">/fares/where-to-buy/</a>	392	300	00:01:51	40	60.00%	41.58%	\$0.00

Rows 1 - 50 of 2379

To: Marketing, Planning, & Legislative Committee

Date: January 3, 2013

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

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## **SUBJECT: Community Events**

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### **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:**

11/15/15 – Bayhill High School (large group from Oakland) 21 students/2 adults

1/31/13 – Dougherty Valley High School (special needs group) 10 students/6 adults

### **Community Events:**

None Scheduled for January

### **Recommendation:**

For information only

### **Financial Implications:**

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